

12 Things You Can Do NOW To Improve Your Online Presence

Your business can appear online in multiple places at once. A strong online presence allows you to reach more people, gives you credibility, and helps your ideal audience find you! Make sure yours is showing up so you can stand out from the crowd.



WEBSITE

An outdated site (or worse, no site at all!) can literally repel visitors. An attractive, modern, and informative website is the expectation today of consumers searching online for products, services, or information.



SEO

Optimizing for the right keywords, and using them properly in all your headings, meta descriptions, alt text, and even naming your images, are free ways of helping your business show up in search query results. Hey - if all that sounds way too technical, we are happy to help out with this :-)



BLOG

Another great way of using keywords is by posting articles on your website to show up in more searches. Also establishes you as an authority in your area of expertise.



SOCIAL MEDIA

Be consistently active in posting, and also engaging with people who like and comment on your content. Do the same on other people's posts, especially your ideal customers and influencers to get more exposure. It takes time to build your audience, but is worth the effort!



DIRECTORIES & LOCAL LISTINGS

This takes some work, but find the top local directories for your type of business, and get listed on them. Make sure your business profile is complete so you come across as best in class, and credible.



PAID ADVERTISING

Running Google Ads puts you high in search results, and helps make sure your business shows up when your ideal customers are searching for what you offer. Using targeted Facebook and Instagram ads ensures you show up in user's newsfeeds, keeping you top of mind. Don't forget to retarget folks with ads who've already engaged with you, or visited your website.



MOBILE SEARCH ADS

Google's call-only search ads ring your phone when prospects click on your ad!



GOOGLE MY BUSINESS

A must for local businesses—it's like another homepage. Show up on the right side of Google when people are searching for your type of offering. Provide all the essentials in your profile along with your business phone number and let the calls come in!



ASK YOUR CUSTOMERS FOR REVIEWS

on Google and your social media channels. These immediately tell your visitors that your products are of high value and your services are reputable.



ENCOURAGE YOUR EMPLOYEES TO SHARE YOUR POSTS & CONTENT

This quickly increases the reach and exposure of your business to larger audiences. Plus, coming from a person, rather than a business can increase engagement, likes, comments, and shares.



CREATE & SHARE VIDEO

Videos are shared more often than simple image posts on social media. Also, people tend to remember content seen in video better than they do in written formats.



MEDIA OUTLETS ARE LOOKING FOR CONTENT

If you have a blog post that you want greater reach on, reach out to writers and reporters who are often looking for articles to add to their content marketing where it's a good fit with their audience.

And there you have it! Work these tips and tactics into your marketing strategy to maximize your online presence & start getting more leads and calls!

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This is our thing, so if you could use some help, we'd love to hear from you!

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