

How to Get Found Online

Get More Positive Reviews



Word of mouth today is trusted more than ever online, as people will trust what even a total stranger has to say about another business. Getting positive reviews is a great way to increase your chances of getting found online.

Get Listed on Directories



Online directories are the digital version of yesterday's phone books. Put your best foot forward by ensuring that your business is listed with all of the relevant info fields filled out.

Use Social Media



Identify which social media platforms are best for marketing your business, and start posting regularly to get your name out there. Show your expertise through helpful content.

Maps Listings



People can use maps like search engines by searching for things by category or keyword. In addition, search engines now show local listings on their results pages, with an associated map, before even showing the organic results.

Video for Small Business



Video marketing is a highly engaging way of getting your message across that can help you grab someone's attention. Draw more attention to your business online, with a video to effectively engage visitors on your website.

Images For Visual Marketing



Engage people and help them put a face to your business by using images liberally on your website and by posting them to social media platforms like Instagram and Pinterest. Get found online by ranking on Google Images.

Great Business Website



Having a website today is a critical component of any online marketing strategy. Once you set your website up, you'll want to make sure that it's working as effectively as possible for you.

Business Blogging



A business blog is a great way to attract new customers. Every blog post you write is like another little sign out on the internet just waiting to be seen by a potential customer. Having a business blog increases your online presence and visibility.