# HOW TO BUILD AN ONLINE PRESENCE

## THE IMPORTANCE OF HAVING AN ONLINE PRESENCE

According to Google, 97% of consumers use the web to search for local businesses – and if the vast majority of your potential customers are online, you should be too. Having a strong online presence is a crucial component of your marketing strategy, no matter what size your business is or what industry it belongs to.

Earning a top spot in search results is critical because 75% of people stick to the first page of search results.  If your company isn't in the top three, it will receive
less exposure, traffic, leads, and sales.

### ONLINE DIRECTORIES
Online directories are designed to simplify consumers' search for reliable companies in certain niches and locations. For example, to find a reliable insurance company in Dallas, Texas consult listings in a business directory under the categories "Insurance" and "Dallas."

### GAIN TRUST
People tend to trust directories since they are usually verified and reduce the risk of hiring a subpar service provider. Creating a profile on popular platforms like Bing Places, Google My Business, Yelp, and Yellow Pages can boost your website rankings, especially in local search.

### FREE EXPOSURE
By registering your business online. these sites will provide backlinks to your site at no charge.  All you have to do is register your business on these sites, which is also free!
 That's a WIN-WIN!

### BEST PRACTICES FOR REGISTERING YOUR BUSINESS ONLINE
- Provide your business name, address, and phone number
- Update your hours for holidays, sudden closures, or events
- Upload photos or videos of your location, services, or products
- Respond to reviews, comments, or questions

# TOP WEBSITES TO LIST YOUR BUSINESS ON

1. Google My Business - See Google My Business Guide
2. Better Business Bureau
3. BizJournals
4. Yahoo
5. Yahoo Small Business
6. Angie's List
7. Yelp
8. Yelp Business
9. Yellow Pages
10. LocalFX
11. Local
12. EZ Local
13. Advice Local
14. US Directories
15. SuperPages
16. Bing
17. Bing Places
18. Merchant Circle
19. SiteJabber
20. Facebook Business Page
21. LinkedIn
22. Business Consumer Alliance
23. Foursquare
24. Brownbook
25. Manta
26. Yellow Place
27. CitySlick
28. CitySearch
29. City Data
30. MapQuest

# WHY ONLINE REVIEWS MATTER

## 95% of customers read online reviews before making a purchase.

Online reviews are one of the best ways to amplify your online presence. Anything your customers are saying about your company will carry more credibility than what you say about your own work. Good online reviews are an authentic way to promote your business and speak to your credibility.

And as every business owner knows, a happy customer will tell 10 people about their experience — and an unhappy customer will tell 100.