

6 Ways to Improve Your Business's Online Presence

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Video link: <https://www.youtube.com/watch?v=k6qzN9DQZSU>



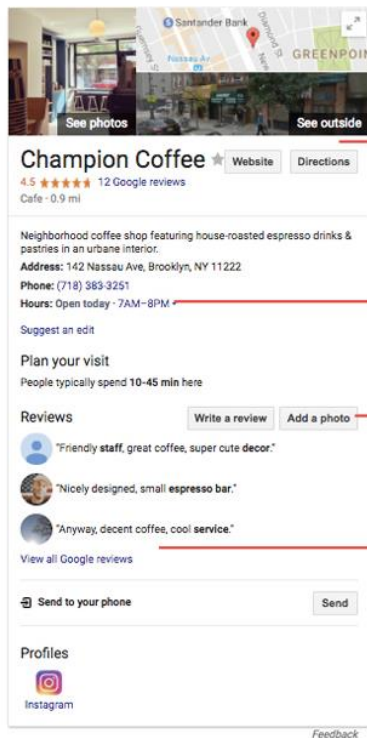
In the world of digital marketing, there's no shortage of ways to increase sales (Email marketing, social, AdWords, affiliate marketing, search engine optimization, content), but how many of them are free and easy?

Well, that's what I'm going to show you in this article. Businesses may not know this, but there many free and easy things they can do to increase sales and retain existing customers. Much of what is available falls under the realm of Search Engine Optimization (SEO); it's the one marketing strategy that is truly free. In fact, Google provides very clear guidance on what business owners should and should not do when attempting to optimize their site.

1. **Make sure your website is mobile.** Since 2014, more people use their mobile devices than desktops to search and shop. If your website isn't mobile, Google may not place you on the first page. If you're not sure if your website is mobile friendly, use this free tool from [Google](#). Website builders such as [Wix](#), [Squarespace](#), and [WordPress](#) make it very easy to ensure your website is

automatically mobile-optimized.

2. **Appear on the first page of Google.** The first organic position on the first page of Google receives 33% of the clicks on average. That's a lot of traffic if you rank for "coffee shop brooklyn", for example. There are simple things you can do to your website to make sure that your business shows up on the first page. Not sure what's holding your site back? Use this [SEO audit tool](#) and get a list of all the issues that you need to fix.
3. **Appear on Google Maps.** Most business owners I talk to don't even know that they can control their listing on Google Maps. More people use [Google Maps](#) than any other mapping service. You can even control which pictures show up, hours of operation, and you can respond to reviews. Here's a graphic that shows all the benefits. Similar to Google, [Apple](#) has their own mapping service.



Admin Access. Once you claim your business on Google Maps, you'll be able to edit information, add pictures, and respond to reviewers.

Hours of Operation. One of the most common things people search for is hours of operation.

Customize Images. Google gives you the ability to upload your own images. You control what shows up and in what order.

Social Validation. Reviews for your business will be displayed. Social validation is a persuasive way to get customers to visit your website.

4. **Claim your business on Yelp.** 146 million users, Yelp is a powerful marketing tool. Follow these steps to [claim your business on Yelp](#).
5. **Send Emails.** If you have an Email list, leverage it by sending regularly scheduled Emails to your subscribers and link to your website. [Constant Contact](#) is easy to use and inexpensive.
6. **Post to social media.** Don't feel like you have to commit to posting a dozen times a day. Just have an active social media account and posting once a week is enough for most small businesses to increase their online presence.