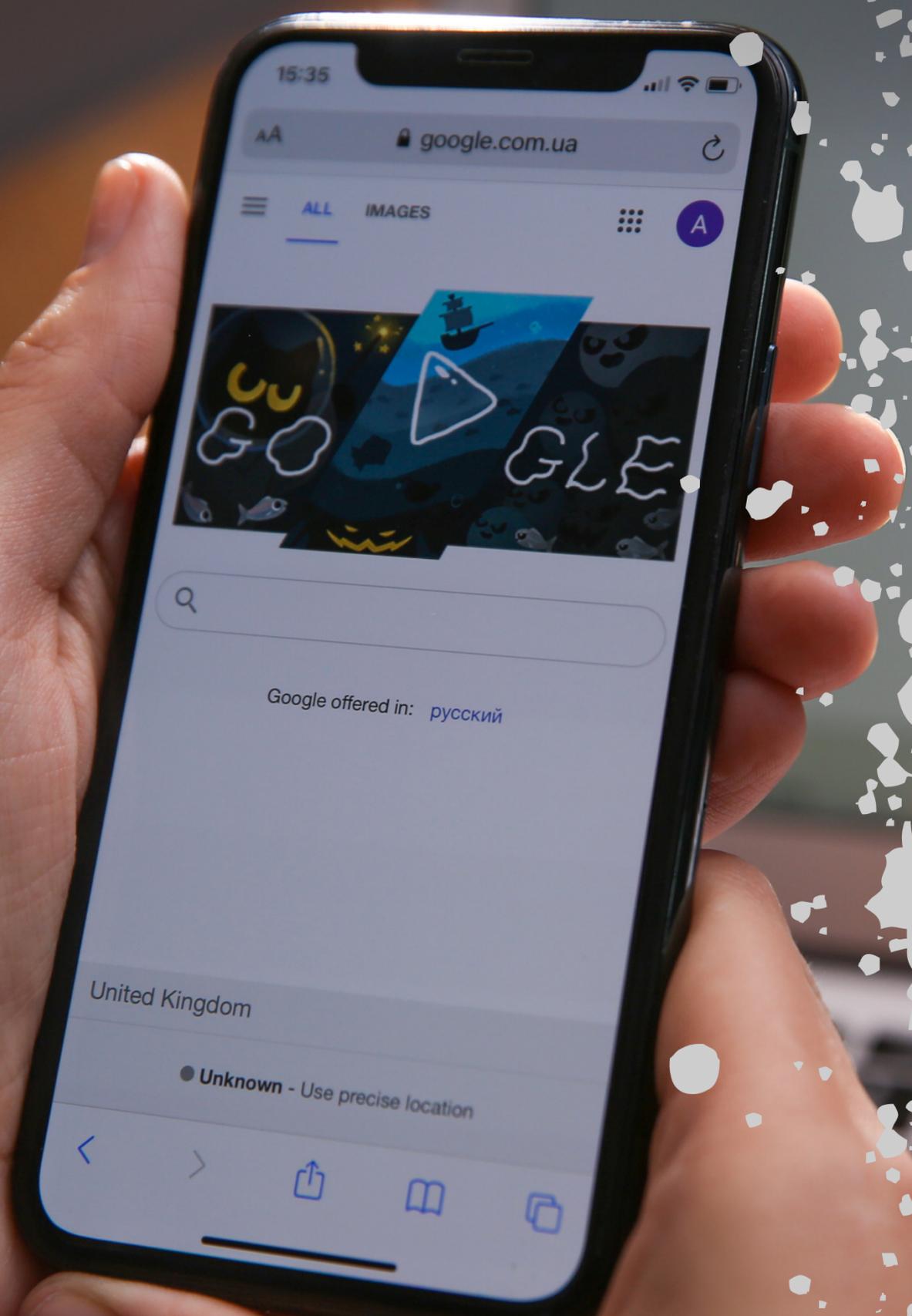


How To Establish Your Online Presence For Free

And Set Your Business Up For Success



● **Google Business Profile aka
Google My Business**

● **Online Directories**

● **Online Forums &
Communities**

● **Social Media**

● **Website Tools**

● **Free Email marketing**



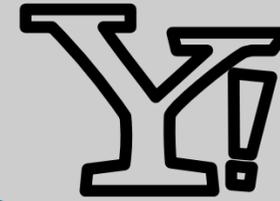
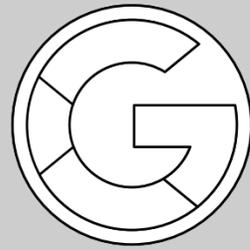
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Google My Business

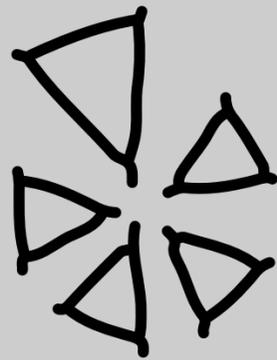
Starting a Google My Business account is easy and can be done in just a few steps. Here's how:

1. Visit the Google My Business website and click "Manage Now". This will take you to the sign-in page.
2. Sign into your Google Account if you have one, or create one if you don't.
3. Enter your business name and its address in the provided fields, then click "Continue".
4. Select whether or not you'd like to make a location post on Google Maps; this is optional but will appear when someone searches for businesses near them.
5. Complete all other required information, such as website URL, contact information, hours of operation, and photos of your business or product offerings. Once all this information is added, click "Finish" to finalize your account setup!



Online Directories

List your Business on the 4 leading directories and search engines. Once those listings have been established, make sure you do a search for services related to your industry to find industry-specific directories you need to be listed in.





Online Forums & Communities

Online communities and forums can be incredibly beneficial for businesses. By actively participating in online conversations, businesses can build better relationships with customers and potential customers to foster trust and loyalty. This can lead to increased brand awareness, better word-of-mouth promotion, improved customer service, and more referrals or recommendations. Additionally, these conversations allow businesses to receive feedback about their products or services so that they can make improvements as needed. Ultimately, by engaging with customers on these platforms, businesses can establish themselves as experts in their respective industry and create a loyal following of users who will remain engaged with the brand long term.

Examples:

- **Facebook Groups**
- **Meetups**
- **Local Chamber Of Commerce Events**

Social Media

Businesses should be using a variety of social media apps to engage with their customers.

1. Twitter: Businesses can use Twitter to share short updates, respond to customer service inquiries, and announce new products or services.
2. Facebook: Facebook is great for businesses because it allows them to share longer-form content, photos and videos, and host polls or contests for their followers.
3. Instagram: Instagram is perfect for companies that want to showcase their products or services in an aesthetically pleasing way with photos and videos, as well as reach out to influencers in their space.



Social Media

4. YouTube: YouTube can help businesses create educational content or tutorials related to their brand and industry while also providing helpful answers to commonly asked questions from customers.

5. LinkedIn: LinkedIn is the go-to platform for building professional relationships; businesses can post job listings, company updates, and promote networking events related to their industry.

SERVICE INDUSTRY & B2B

- Facebook Business Page
- Instagram Business Page
- LinkedIn Business Page

PRODUCTS & RESTARAUNTS

- Facebook Business Page
- Instagram Business Page
- TikTok
- Twitter



Website Tools

There are several great free search engine optimization (SEO) tools available for businesses to improve their visibility and rankings.

1. Google Search Console: Google Search Console provides insights into your website's SEO performance, including keyword rankings, website errors, and more.

2. Yoast SEO: Yoast SEO plugin helps identify and optimize technical issues on pages to ensure they're optimized for the search engines.



3. Mozbar: Mozbar is a Chrome extension that reveals page-level metrics like page authority and domain authority directly in the browser window.

4. Screaming Frog: Screaming Frog crawls your website to analyze URLs, meta tags, images, and links so you can find any areas needing improvement.

5. Keyword Planner: Keyword Planner helps you discover relevant keyword ideas and related words used by your target audience during searches.

Free Email Marketing

There are many great free email marketing platforms that allow businesses to easily and effectively reach their customers.

1. **MailChimp:** MailChimp is a widely used email service provider with a user-friendly interface, allowing businesses to create automated campaigns, manage their contacts, and track their performance metrics.
2. **Constant Contact:** Constant Contact offers an intuitive platform for creating professional emails and newsletters as well as comprehensive tracking tools so you can gauge how your campaigns are performing.
3. **Campaign Monitor:** Campaign Monitor allows users to quickly set up personalized campaigns and build a subscriber list without any technical experience required.
4. **Sendinblue:** Sendinblue provides powerful tools for crafting engaging emails and automating workflows, along with detailed analytics insights to monitor the success of each campaign.
5. **GetResponse:** GetResponse features click heatmaps, A/B testing capabilities, and real-time analytics to help businesses maximize the effectiveness of each email sent out.



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