

Amplify Your Online Presence with Branding & SEO

Get Found Online

Get found online by the right customers looking for solutions your business provides. Use this list to ensure you have a basic, solid foundation for potential customers to discover your business online...organically and effortlessly.

Optimize Website

First, do you have a website? Ok, good. Now, does your website include the...

- Company's name
- Optimized, relevant written content (products or services and story)
- Properly sized images with alternative text embedded
- Contact information or contact page/section
- Functioning and correct links
- An operable menu for users to navigate your site
- Relevant call-to-action(s)
- Privacy policy (are you collecting ANY information from users?)
- Cookie statement (are you tracking ANY data from users?)
- Sitemap (your CMS may generate one for you)

Local Search Directory

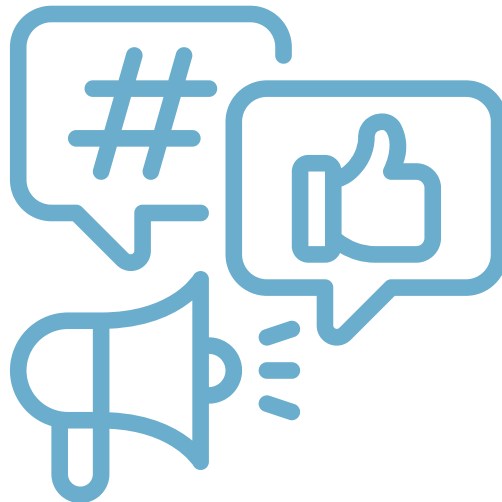
Do you have a brick and mortar? Claim the [Google My Business](#), [Bing Places for Business](#), and [Apple Maps for Business](#)

- Does your business name match the information on your website?
- Identify your business category
- Is the website URL correctly listed?
- Add your company's physical address
- Add the social media profiles
- Include your company's contact number
- Match your hours of operation to the information on your website
- Add 3-5 images that reflect your business

Optimize Social Media

First, have you determined which social media platform is best for your business? Ok, good. Now, does your company's social media profile(s) include the...

- Company logo
- Business handle (or shorthand name)
- Picture of your company (if you have a physical location)
- Industry or category label
- Short bio that explains what your company is and who it serves
- Language that reflects your company's personality
- Relevant hashtags or keywords for your company
- A link to your optimized microsite (or dedicated webpage of links for social media audiences)



Bonus: Use Your In-Person Network!

Don't forget to let your friends, colleagues, club members, organizations, acquaintances, and family know what you do and where to find you online! In-person amplifies a digital presence.