

MAXIMIZE YOUR ONLINE PRESENCE

A COMPREHENSIVE GUIDE FOR BUSINESSES

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Welcome to our free guide designed to help you boost your online presence and enhance your Return on Investment (ROI). Your digital footprint is crucial, and we've outlined key actions you can take today to ensure your business shines across various platforms.

1. Your Business Website

Your website is the heart of your online presence. Treat it like your home base and regularly update the following:

- Days/Hours of Operation:** Keep them current.
- Special Holidays and Hours:** Clearly communicate open or closed status.
- Phone Number:** Ensure accuracy and consider multiple contact numbers.
- Menus, Products, Services:** Add or remove items as needed.
- Copyright Date:** Verify if your website footer displays the current date.
- Social Media Icons:** Include and ensure they link to your social media pages.
- Location/Address:** Install Google Maps and list all your locations.
- News Section:** Upload recent news articles about your business.
- Employee List:** Ensure it's up-to-date and accurate.



2. Google

Maintain an accurate Google listing to help potential customers find you:

- Google My Business (GMB):** Claim your free profile and keep it updated.
- Days/Hours of Operation, Phone Number, Maps Address:** Regularly check and update.
- Photos:** Encourage customers to upload photos of your business.



3. Facebook

Optimize your Facebook page to extend your online presence:

- Page Template:** Choose a template that suits your business.
- Page Info Tab:** Update essential information like hours, phone number, and website URL.
- Jobs Tab:** Advertise open positions directly on your page.

4. Instagram

Leverage Instagram, owned by Facebook, to streamline your online presence:

- Instagram Business Tools:** Sign up or upgrade for additional benefits.
- Business Bio:** Craft a brief, accurate description of your products or services.
- Website URL:** Add your business website; it's the only clickable link.
- Category, Contact Options, Action Button:** Ensure accurate categorization and provide contact details.
- Photos and Hashtags:** Regularly post fresh photos and use relevant hashtags.

5. LinkedIn

Expand your business's online presence on LinkedIn:

- Professional Page:** Update title, contact info, and summary on your professional page.
- Create a Company Page:** Establish a dedicated LinkedIn profile for your business.



6. Reviews

Positive reviews are essential for online credibility:

- Google and Facebook Reviews:** Activate review functions and display star ratings.
- Industry-Specific Sites:** Explore review sites relevant to your business.
- Ask for Reviews:** Regularly request reviews from customers to show engagement.
- Display Reviews on Your Website:** Link to reviews or review sites for added credibility.

STAY ON TOP OF IT!

- Tailor these actions to your business needs and consider delegation for efficient management.
- Regular updates and engagement will contribute to a thriving online presence.

Thank you for downloading our guide.

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