

ONLINE PRESENCE CHECKLIST FOR SMALL BUSINESSES



1. Create a Professional Website

Purpose: *Serve as the digital storefront of your business.*

Key Steps:

- Choose a domain name that reflects your business.
- Select a reliable web hosting service.
- Design a user-friendly and mobile-responsive website.
- Include essential information: services/products, contact details, location, and business hours.
- Implement basic SEO (Search Engine Optimization) principles.

2. Establish a Presence on Social Media

Purpose: *Engage with customers and market your business.*

Key Steps:

- Identify the social media platforms where your target audience is most active (e.g., Facebook, Instagram, LinkedIn).
- Create engaging, relevant, and consistent content.
- Use business-specific features like Facebook Business Page, Instagram Shopping.
- Interact with your audience through comments, messages, and posts.

3. Leverage Google My Business

Purpose: *Increase visibility in local search results.*

Key Steps:

- Claim your Google My Business listing.
- Provide accurate and up-to-date business information.
- Encourage customers to leave reviews.
- Regularly update your listing with posts, photos, and special offers.



**GET YOUR FREE
CONSULTATION
AND GET RESULTS
FOR YOUR BUSINESS**

ANORTHWOOD.COM/BOOKING-CONFIRMATION

