

10 Ways to Grow Online

Simple & Effective Business Tips

1 ONLINE PRESENCE

This massive shift to doing everything online (especially shopping) has forced businesses to up their website game. Think of your website as a very important first impression you will make to all of your potential (and very judgy) customers. Since you only have moments to “win” someone over, your website must answer the question “what’s in it for me” right away or they will move on.

What makes up a good website?

- Clear Navigation:** It should be very easy for someone to find exactly the information they are looking for.
- Less is more:** Don't crowd your website with lots of paragraphs of text, instead use short, catchy phrases and clear headlines that are easy to read and understand.
- Call-to-Action:** Make sure you have a nice layout with a clear call to action such as a “Submit,” “Sign up,” “Learn More,” or “Contact Us” button on every page.

2 MOBILE-FRIENDLY

Being mobile-friendly means your website correctly adjusts to display on mobile phones and tablets so that it's easier to read. How your website looks on a desktop will not translate as nice on a smaller screen – you don't want to make your users “pinch and zoom” to view the content of your website.

Why is being Mobile-Friendly important?

More than half of website traffic comes from mobile devices, so this means for most of your traffic you could be creating a bad user experience, losing out on SEO ranking and of course, money!

Key Benefits:

- Creates Trust
- Google Ranking
- User Experience

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ADD MULTIMEDIA



We've all heard 'a picture is worth a thousand words', and when it comes to your website the last thing you want is to fill it up with too much text, so instead, let high quality images and other multimedia tell the story.

MULTIMEDIA BENEFITS:

- Draws in more viewers
- Helps build your brand
- Increase session times
- Increase conversions



TIP

Use any multimedia you create on your social media pages, newsletters, PDFs, eBooks, and other forms of communication you have with your audience.

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BE SEARCHABLE



When's the last time you searched for something on Google and didn't click on at least one of the listings on the first page? The majority of clicks go to those listings so that means, if you aren't listed there, you're losing customers.

How do you get listed there? By optimizing for search or SEO. There are MANY ways To optimize for SEO but we will talk about one really important one: **WEBSITE CONTENT!**

The content on your website is EXTREMELY important for SEO. Too often I see websites with so little content on them and they think that's enough – this is a big mistake. Google will look for websites with LOTS of GOOD content on a subject in order to push your website higher on the search list of choices to choose from.

CREATING CONTENT

First ask yourself "what would interest my customer?" You are already a pro on the topic you provide services for, simply give all the information you can by going into more detail rather than just trying to sell. For example, if you were a local pet shop, you may want to post pages with helpful information about taking care of different pets, tips on grooming, and more. Providing good content on a topic increases the chance that your article will come up in more searches & get more people to your website.

SEO BENEFITS

- Increase traffic
- Increase conversions
- Gain trust/credibility



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BUSINESS PAGES



Business pages can help you get the word out about your business through different channels, there's Facebook pages and Yelp Listings just to name a few but we're going to focus specifically on the importance of having a Google My Business profile.

A Google My Business profile lets you manage how your business appears on Google Search and Maps. And since Google is picky about who gets the top spots in a Google search, optimizing your profile can improve your search engine ranking by incorporating relevant keywords in your profile description.

After you create your My Business account, you can then "claim" your business page and add information about your business and also photos. Once your profile is live, people can leave reviews and ask/find questions about your business. You can also view analytics that shows you how people interacted with your listing.

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GO SOCIAL



A website is no longer good enough – yes, we said it. Personally, when I am looking into a business, I check their social media pages like Facebook because it's there I can get a better sense of whether or not I can trust them. People are looking for reviews, how large your customer base is (or followers), pictures, etc. Being present on social media builds trust that your business is reputable and also helps people find out if they need what you offer.

Tip

Use your social media platforms like Twitter & YouTube to give helpful, free content. Social media platforms to consider being on for your business: Facebook, Twitter, Instagram, LinkedIn, YouTube, Reddit, Pinterest, Quora.



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SEARCH ADS



Advertising is an everlasting journey that you need to continue to nurture throughout owning your business.

There is no one single magic way to advertise your business – we recommend doing multiple things to grow your business.

Do you know anyone who doesn't use Google? Probably not, so it's safe to say that your business could benefit from using Google ads. Reach people who are interested in what you offer with targeted Google ads

Additional Benefits:

- Appear in search results
- Generate leads
- Set your own budget



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LOCAL ADS



Local marketing can help just about any business in some way, but if you have a location based business like a restaurant, salon or retail, you will especially want to concentrate your marketing on a local level to reach a more relevant audience.

As a small business you want cost effective advertising. To get this, find services that specialize specifically in local marketing.

Technology has come a long way, you can now choose to geofence any location and reach only those people in that area. Setting an ad target toward people who are within a certain radius of your physical location can maximize your ad dollars in the right way.

Does your business have multiple locations? Set up individual landing pages for each location on your website to further your localization efforts.

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BE REACHABLE



People are as unpredictable as they are impatient. There are certainly those that have no problem making a phone call to your business or wait a 24 hour turnaround time for an email from your customer support.

But most people, especially nowadays DO NOT want to wait, especially if they have a quick question that could be answered in just minutes.

DON'T LOSE THOSE CUSTOMERS

Make sure you are satisfying those customers by giving them an instant way to reach you, otherwise they might move on and purchase from someone else.

DON'T FORGET ABOUT YOUR EXISTING CUSTOMERS

80% of sales come from repeat customers. Engage them with occasional text marketing messages about upcoming sales or news about your business.

With Talkio you can do **BOTH** – Reach new customers & Engage existing ones. CIDEWALK.COM/TALKIO

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INTEGRATE CRM



Customer Relationship Management (CRM) is an important part of your business success. Continuous interaction with existing customers gets a relationship going and will in turn, keep your business going.

How can you create customer loyalty and retention with CRM? Have an action plan that covers these 3 categories: **Marketing, Sales, Support.**

Find the software services that can help you integrate the following into your CRM business plan:

Email

Phone Calls

[SMS/MMS Messaging](#)

[Web Chat](#)

Social Media

Newsletters

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