

10

Ways to
grow
your Business

ONLINE

IN 2021



CIDEWALK

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1

ONLINE PRESENCE

Having a good online presence is an absolute *must-have* going into 2021. Your website should cater to your customers and answer this question “*Why do I care?*” Accomplish this by promoting your business benefits not just listing features.

2

MOBILE FRIENDLY

More people visit websites using their phone than a desktop computer or laptop. Websites that aren’t compatible on mobile could create a bad user experience.

3

ADD MULTIMEDIA

Use high quality images & create videos to help get your message across. Use them on your website, emails and social media to keep people engaged and properly informed about what you offer.

website for SEO so that your website comes up in Google searches.
How to optimize for search: *Make your site more attractive to a search engine by adding relevant and useful content to your website.*

BUSINESS PAGES

Create a free [Google My Business](https://www.google.com/business/) account to connect with customers. Also get on other local directory listings such as:

-Facebook, Yahoo!, Bing, Yelp, Trip Advisor, Better Business Bureau, YellowPages, City-Data, Manta, WhitePages

4

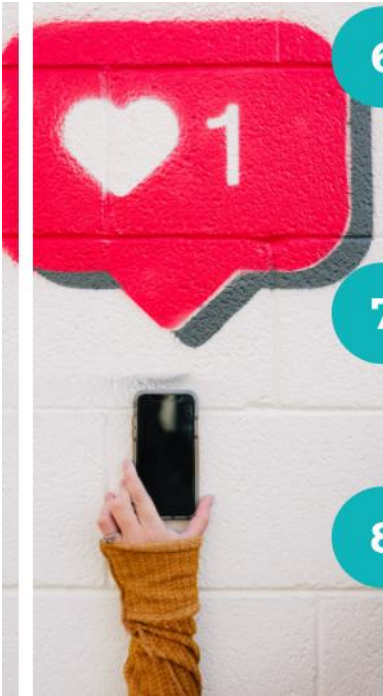
BE SEARCHABLE

Take time to optimize your

5



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GO SOCIAL

Having a presence on social media is almost as important as having a good website nowadays. Social Media Platforms you should be on:

-Facebook, Instagram, Twitter, LinkedIn, YouTube, Reddit, Pinterest, Quora

SEARCH ADS

Optimizing your SEO for search engines may not be enough. You can increase your website traffic by using [Google Ads](#).

LOCAL ADS

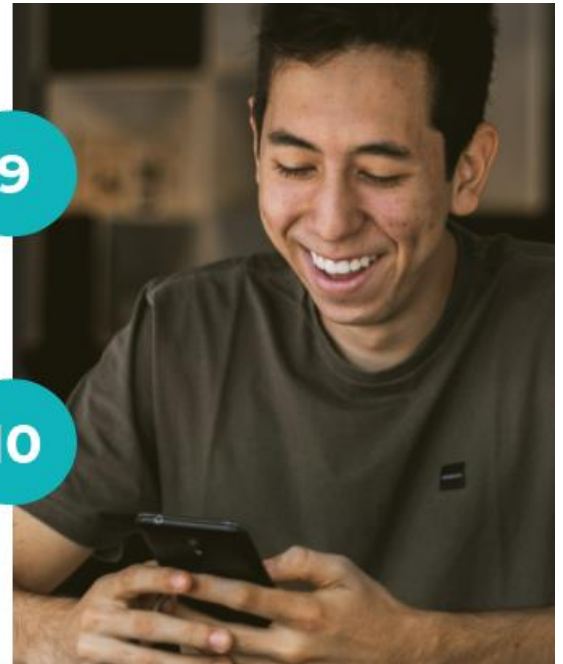
Go Local. Go Geofencing: You know where your customers are. Use [Geofenced Local Mobile ads](#) to promote your business and reach local customers.

BE REACHABLE

The new preferred way people want to interact with businesses is with their phone: text message/chat. [Talkio Web Chat](#) let's people interact with businesses through text message without being stuck on your website.

SCALE-UP CRM

Retaining existing customers is much easier than getting new ones. Keep your customers happy and engaged with helpful emails, newsletters and SMS/MMS text messages.



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