



# BUILDING AN ONLINE PRESENCE

In today's digital world, your local business needs an online presence for potential customers to find you and learn more. Let's go through a few ways to build an online presence that could generate more sales for your business:

## Online Directories

Being listed in reputable online directories like Google My Business, Yelp and Apple Maps ensures your business is easy to find for potential customers. Not only do they provide essential information, such as your hours, phone number, and address, but they enhance your overall online presence by making you more discoverable in search rankings. The easier it is to find your local business, the more likely it is that customers will give you a call or visit your storefront.

## Website & Social Media

Your website and social media channels are the digital face of your business. Build a well-designed, user-friendly website that provides clear information about your business. Focus less on the quantity and more on the quality and conciseness of the information you provide. Ask yourself what your potential customers might look for when they visit your website.

Being active on social media platforms like Facebook and Instagram has also become increasingly important. These platforms offer

the opportunity to connect with your audience on a personal level while driving traffic back to your website. Regular updates and interactions on these platforms will keep your business top-of-mind for your audience, contributing to long-term growth and customer loyalty.

## Social Proof

Social proof, such as customer reviews and testimonials, is integral to your online visibility and reputation. Customers are more likely to support your local business if they can read feedback from other satisfied customers. Encourage your best customers to leave your business an online review when they have a good experience. This feedback will improve your online reputation and increase your searchability.

## TESTIMONIALS:

*"I have been very pleased with my local publication from Best Version Media. It's informative, friendly, and relevant. I have found [the people at BVM] to also be kind and easy to work with as an advertiser and a customer."*

- Advertiser

*"BVM is the absolute best choice for targeting the ideal market for my businesses!"*

- Advertiser