

# TOP 10 TIPS for Increasing Your Small Businesses Online Presence

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## Be consistent with branding

When planning out your online presence, be sure to carry a consistent theme representing your brand across all mediums. Make sure no matter what element of your online presence a consumer is looking at, it can be easily identified with your company and all its materials.

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## Establish a website

The foundation of your online presence is your website. It is your permanent address on the web and where people go to find more information about your business. Having an online portal that represents your business and brand will be your stepping stone to online marketing.

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## Be search engine friendly

Having proper title tags, site organization and relative content will boost your rank in search engine results. Enhancing your Search Engine Optimization is arguably the best way to increase traffic to your website. Click [here](#) to learn more about SEO.

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## Become a voice in your industry

Blogs provide an excellent opportunity to deliver relative and timely content to potential customers and clients. These information portals can help you establish relationships and gain trust from your visitors. If they like what you say, they will more than likely hold your business in higher regard.

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## Generate leads from reliable sites

Another great way to increase your website's search rankings and visibility is to have reliable sites link to it. You can start by presenting a link to your website on Industry Forums, Travel and Tourism websites, Small business organizations and non-profit organizations.

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## Start being social

Engaging in social media will undeniably increase your online presence and has become an absolute must for every business. Use these platforms to reinforce your brand, advertise promotions and get to know your customers on a more personal level.

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## Let everyone know where to find you

If your small business currently utilizes print and direct mail campaigns, be sure to include your website's and blog's address as well as your Social Media handles. This will let people know they exist and that they can interact with them.

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## Personally invite contacts to check you out

Create an email campaign inviting people to check out your website, follow your blog and interact on your social media pages. You can drive even more traffic to your online resources with email campaigns that promote special offers and contests.

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## Don't let them down

Establish credibility and trust with your visitors by fulfilling their promises and expectations. Deliver on any offers or specials you put out and do not mislead them just to get some attention.

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## Local business listing

If you are the type of business that relies heavily on local populations, generating local business listings can bring significant traffic to your site. Add your business to Google, Yahoo, Bing, Yelp and other local directories to make it easier for people to find you.