

10 Tips For Getting Started With Digital Visibility

- 1 Start at a Google search engine window.** Google your name, company name, category and keywords. Try with and without quotes. If you have a Gmail account, consider logging yourself out of your account before searching.
- 2 Questions to ask yourself:** Are you findable? Do you like what you see? How does your business appear? Who else appears for your terms?
- 3 Evaluate your website.** Look at your Home Page, calls to action, headers & footers, and the menu. Can leads be captured and nurtured? Each web page should focus on one key word phrase.
- 4 Look at your Home Page as if you were a first time visitor.** What do you notice? Your Home Page should succinctly communicate what your business is about, answer visitors' questions and direct them internally for more information. What calls to action have you included?
- 5 Are your web pages optimized for search?** Examine your "meta data": *Page Title* should include your primary keyword and be no longer than 70 characters. *Description* should be under 150 characters.
- 6 Can you add content to your site?** Focus on how to better answer the questions visitors have through new web pages or by adding a blog to your site. If you focus on creating remarkable content, not only will you increase the number of your pages that are indexed by search engines, but you may also improve your inbound links because others will want to link to your content.
- 7 Examine your competitors' sites.** What are they doing well? What are they missing?
- 8 Assess your social media profiles.** Are Twitter, LinkedIn, YouTube and your Facebook page complete, up-to-date and do they communicate a human presence? Have you included keywords? Are your updates regular? Do you engage with followers and fans?
- 9 Have you claimed your 'places' pages?** Google, LinkedIn, Yahoo, etc. Complete those profiles, include photos and keywords.
- 10 Evaluate yourself periodically** as you participate deliberately in social media with a well thought-out content plan that supports your business. Be sure to engage with fans and followers. You will gain insights that you can apply to your content and your business.

