



Attract Local Customers Using the Internet

Note: This list for businesses who have a public address associated with their business.

1. Get a phone number listed under your business or brand name associated with your business address.
2. Check the Google Maps picture for your business address. Go to google.com Search for your address. Look for images or street view. Are they correct? Do you have a better view that you would like to share? Sometimes you can just claim your business listing, open a google account (free) and upload your photos and add a description. Go to GYBO.com/Business.
3. Carefully compose a description of your business. Does it contain words or phrases your potential customers might be searching for? Is it appealing? Has it been proof-read?
4. Look at categories of businesses used by search engines and social media sites. Match your business to these categories. The SBDC at LCSC is listed as a Business Management Consultant by Google.
5. Target Online Directory and Review (free) sites that your customers may be checking r your listings. Claim your listing and add pertinent information such as your website URL:
 - a. Search Engines such as Google, Bing, Safari, and Yahoo

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- b. Social Media sites such as
 - (1) Facebook Business,
 - (2) Twitter if you are a celebrity or expert
 - (3) Pinterest if your business is photo, collector, craft, or travel friendly
 - (4) You Tube if you have great action or "How To" videos
 - (5) Instagram for photos if your target age group is young
 - (6) Linked In, particularly for professional services
 - c. Review Sites appropriate to your business such as Trip Advisor, Angie's List, Better Business Bureau, and Yelp
 - d. Trade Sites such as the Thomas Register for suppliers and manufacturers.
 - e. Local sites such as your Chamber of Commerce or Travel Center
6. Solicit reviews from customers
 7. Be social, participate, and communicate regularly
 8. Manage your online reputation
 9. Refer searchers from social media and directory sites to your great mobile friendly, fast website. If you want people to call or come by, include your address and phone number on every page.
 10. Provide answers to questions your potential best customers are asking on Google. These answers may be on your website, on forums related to your business, in professional articles, on social media, or separate blog sites.

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