

WHERE IN THE WORLD WIDE WEB IS YOUR BUSINESS?

POTENTIAL CUSTOMERS

GOOGLE

The goal of a search is to connect the Googler with the most pertinent website. There are complex algorithms in place to achieve this but there are things you can do to help your business show-up.

80% of web use starts with Google search. If you're not coming up in searches then no one can find your business.



OTHERS

Being optimized on other search engines and directory listings can all add up to a higher search ranking for you. Mobile searches quadrupled in the last year and 40% of those have local intent - this is a group you want to target.



SOCIAL MEDIA

This is where the people are. They are already talking about your business and you need to control that conversation. This is not the place to sell, this is the place to build brand, awareness, and loyalty.



BLOG

A blog can position you as an authority in your field. Regularly updated content helps you become a resource to potential customers and appear high up on the search results.



These elements are a 2-way street. You can connect with customers and they can talk back via comments, posts or messages.

YOUR WEBSITE



www.yourwebsite.com You don't just need a website. **You need a great website.**

YOUR BUSINESS

WEBSITE

So, how about your website? Is it great? If it's not, do you need a tweak or an overhaul? Does it represent your business?

SOCIAL CHANNEL SETUP

Do you know which social media channels would be most advantageous for your type of business?

BLOG SET UP

Let's talk. Does your company need a blog? It can be a great tool for attracting customers and distributing your message.

SEARCH ENGINE OPTIMIZATION

Does your website help itself? Use the right keywords, page titles and descriptions to optimize the internal content to show up better in searches.

SOCIAL STRATEGY PLAN

So you have a Facebook page. Do you know what you want to say? Do you know what you need to say? Are your fans engaged?

BLOG MANAGEMENT

Content is the heart of a blog. Will you be able to post twice a week and respond to comments?

DIRECTORY LISTINGS

How about your search ranking? When people look for a business providing your goods or services, will they find you?

SOCIAL CHANNEL SETUP

You can't have social media channels that are out of date and ignored. Can you commit to posting engaging content regularly and responding to potential customers?

REPUTATION MANAGEMENT

Monthly checks and reports on your digital activity. See the big picture. Know how you compare to your competition in the digital realm.

**CONTACT YOUR ADVERTISING REPRESENTATIVE
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