

6 Points to ponder about your Online Presence



Google has taken over as the new reference check in the business world. Researches reveal that almost 65% of buyers across the world check Google to read reviews or user comments on a product before making the purchase decision. If you are not online, then you just don't exist in today's scenario. Not showing up on Google or a tacky looking website will diminish your sales prospects in a big way. Do you have a website for your products and services? Are you getting optimum results from the website? Are you making sure that you have a strong online presence? This whitepaper will guide you to make the best use of your online presence.

Index

▶ Be There.....	3
▶ Be there when it counts	4
▶ Talk with your customers.....	5
◦ Blogs	5
◦ Online Forums	5
◦ Networking Sites.....	5
◦ Article Directories.....	5
▶ Do not keep copying	6
▶ It is not just about you	6
▶ Choose the right Profile	6
▶ It's more than just presence	7
▶ About ProcureData.....	7

Be there

Being there online is the most important aspect. If you don't have an online presence, your business will be considered outdated. Such is the pull of internet that you just can't avoid it. People search for products, jobs, information and anything online. Before making any decision, they have a way of going to the Google and searching for it. If you are not going to come up there, it doesn't bode well. So, if you have a business and if you have not yet started a website, start one today.

Use the internet to build your brand effectively. Make sure that your website gives the right message about your products/services and your company. A shabby looking website or a non-functioning website will harm your sales prospects. It is worth spending your money and business on a good website. It will help your online business and influence your offline presence in a positive way.



Be there when it counts

Once you have an online presence the next important thing is to be there when your prospects are looking for you. How do you do that? Your prospects search for your products and services on Google, Yahoo, Bing and similar search engines. There is a general perception that the websites coming up on the first or second pages of the search results are the most authentic ones available. This might not be the case sometimes but it is hard to change the perception of your prospects.

SEO or Search Engine Optimization is a process done to make sure that you get the best results from search engines like Google. SEO practitioners use a series of on-page and off-page optimization techniques to make sure that your website comes on the highest possible ranks when a user searches for your products/services. This optimization is done for a series of keywords that your prospects use to search for your products and services. Search engines keep changing the search algorithms that decide the way they crawl websites. It's recommended to take the help of a SEO practitioner to get your websites high on the search



Talk with your customers

There is no dearth of businesses that offer your products/services. The competition gets bigger by the day. So why should your prospects choose you over your competitors? Often, customer service and customer interaction is what tilts the customers towards you. Internet is one of the best media on offer to interact with your customers. With the emerging social media, you can create a strong rapport with your customers. Given below are some platforms where you can converse with your prospects and existing customers.

Blogs

Blogs offer you an easy option to express your opinions and interact with your customers. The customers can write comments on the blog and interact directly with you. This gives the customer a feeling of being important to you. You can also educate them about your products and inform them on any product updates through the blog.

Online Forums

You can find plenty of forums online where people will be talking about your products and services. Join them there and talk to them. You can also start forums where people can join and participate. It's a good way of involving your customers in your business process. Make sure that you are present only on forums which cater to your business.

Networking Sites

Social networking sites are in vogue nowadays. A huge chunk of the population is glued on to social networking websites like Facebook, MySpace, LinkedIn, Twitter etc. People turn to these sites to interact with their friends and business prospects. As a modern day marketer, it's vital that you have a strong profile on these websites. These websites give you an easy and highly effective platform to interact with your prospects.

Article Directories

Articles give you the best options to educate your customers about your products/services. You can post these articles on popular article directories like Ezinearticles. People will search for information on such directories and in turn will come across your services.

Don't keep copying

You often tend to look at what your competitors are doing; especially online. Businesses often look at what their competition is doing and tend to copy that. Though it's important to see what your rivals are doing, you shouldn't just blindly copy them. This will take away the novelty part from your business strategy. Make sure that you have a unique selling point even while following the best practices on offer.

It is not just about you

Don't keep talking about your company and products on your website and other online forums. Remember that your customer plays the most important role in your business success. Talk about what they want to hear. Involve them in as many ways as possible. Make sure that your online visitors get the information that they are searching for. Do not disappoint them by giving generic information. Give them what they are looking for.

Choose the right profile

Create an online profile based on your business scope and structure. Nobody creates a cover before they write a book. Make sure that your online brand image matches with your original business profile. When you design a website and create an online profile, make sure that you create one that goes by your business. Web designers and social media experts often go by some hard-bound rules. This one-serves-all rule will not work in today's marketplace. Make sure that your offerings stand by your business philosophies.

It's more than just presence

Remember one thing. Your website is not just about filling online space. Your online profile will define your business. It will affect your offline presence as well. Studies reveal that people judge your business after seeing your website and social media profiles. Make sure that you create the right impact.



About ProcureData

Procure Data builds and markets unique database of software and technology company profiles. We offer a wide range of software and technology company lists that covers exclusive locations like USA, Canada, European Countries, etc. Established in 2003, ProcureData has managed to deliver niche market information for high-performance database marketing. Our patented list management and list building strategies are bound to enhance your business growth. All our data are acquired through in-depth research that is regularly updated to maintain accuracy and freshness. Whether it is tapping the Fortune 500 & Fortune 1000 software companies or getting contact details of 1 billion annual revenue companies – Procure Data is your one-stop database resource. For more information, call us at [800-381-1464](tel:800-381-1464) or email us at info@procuredata.com.