



MARKETING GUIDE

ONLINE PRESENCE CHECKLIST

*10 point checklist to strengthen
your online presence*

by Toju Duke

www.re-fyne.com

ONLINE PRESENCE CHECKLIST

INTRODUCTION

If you do not have a strong online presence there are high chances your business will not hit those ambitious goals you have in mind. I've put together a few tips to help you ensure your brand is visible and present when relevant searches are made.

1. **Google My Business (GMB):** This goes without saying, make sure your business is registered on Google (GMB) and other relevant search engines. The top 5 search engines are Google, Bing, Yahoo, Ask.com and AOL.com. Register your business on these search engines to strengthen your online presence. Registering on Google ensures your business is present on Google's search engine and is displayed when relevant searches are made for the products or services you offer.
2. **Google Reviews:** Google Reviews are super important in making your business stand out. Ensure you have at least 5-10 reviews for your business. The more positive reviews you have, the higher your business ranks in the Google Knowledge Panel. This means when potential customers are searching for businesses like yours, your business is one of the first to be displayed above the fold, which should drive more organic traffic to your website.

This also applies to any website you're registered on that has reviews.

A high-angle, top-down view of a group of business professionals in a meeting. A man in a blue shirt is leaning over a table, looking at a laptop. A woman with blonde hair is also looking at the laptop. Another person is visible on the right, holding a calculator. The table has a laptop, a mobile phone, a calculator, and some papers. The background is a light-colored wall.

ONLINE REVIEWS

**INCREASE YOUR
ONLINE REVIEWS
NOW!**

www.re-fyne.com

3. **Keywords:** The keywords present on your website play a major role in ensuring your website is displayed when searches are made on any search engine. This is referred to as Personalization. It helps users who are searching for information, find the right results to their queries. Use the [Google keyword planner](#) to search for relevant keywords. You can look at your competitors keywords as a guide but aim to go beyond the keywords they use. Also make sure your keywords are relevant, precise and meaningful. Avoid spammy keywords, eg repetitive and meaningless in the sentences.

4. **Website Speed:** Search engines rank websites based on website speed. The higher your page load, the higher your bounce rate. [Page load speed](#) recommendations are between 2 - 3.19 seconds. You want your website visitors to remain on your website as long as possible for conversions. Visit PageSpeed insights to measure your website's speed and optimize if too slow (Eg score of ≤ 30).

5. **Mobile Sites / Apps:** First of all, if you don't have a mobile or responsive site you should make sure you create one asap. The number of mobile phone users is forecast to reach 4.68 billion*. This is 62% of the world's population. This means you have the potential to reach 4.68 billion people... well ok probably not that many, but you get what I mean. You should aim to target as many potential customers as possible on their purchase journey ensuring you are present on every device. Please note that engagement on desktop is seen to be greater than mobile, but it is important you have a strong presence on mobile as well.

Source: Number of mobile phone users worldwide 2015-2020, Statistica.com



WEBSITE SPEED

**AIM FOR 3-4
SECONDS AT MOST**

www.re-fyne.com

Most CMS (Content Managed Sites) have mobile and responsive options on their sites. Being present on mobile also means having a mobile app - this is optional depending on your business model. Remember to test your website on the mobile device before launch. Launching a mobile website is something you need to decide if it's necessary for your business based on your business needs and target audience.

6. User Behaviour: It's quite important to have a good understanding of your user behaviour. This can be achieved by conducting in-depth analysis using either [Google Analytics](#) or any other analytics software such as Clicky, Mint Church Analytics, Kissmetrics, etc. [Here](#) is a list of the top 10 analytics tools.

[Google Trends](#) is another great tool that shows you what top products or services people are looking for per location. It's a good way to know if your brand, services or products are being sought for in your region.

Understanding user behaviour helps you optimize your website and business for further conversions. The first step to understanding your user behaviour is to create a measurement plan which will help you define relevant data sets to measure your business needs.

7. Social Media: Social Media is a critical piece in building a strong online presence and brand. There are so many social media platforms to choose from. Here are a few popular sites you can be present on: Facebook, Instagram, Twitter, LinkedIn, Pinterest and YouTube. [Here](#) is an article by Buffer that lists 21 popular social media sites. It's good to know that The more relevant keywords you add to your social media posts including your website link, the stronger your SEO.

A person's hands are shown holding a smartphone, with a white keyboard and a black mouse visible in the background. The image is overlaid with a dark, semi-transparent filter. The text is white and bold, with a slight shadow effect.

USER BEHAVIOUR

**USING AN
ANALYTICS
PLATFORM IS A
MUST!**

www.re-fyne.com

8. **Pay-Per-Click (PPC):** I hope by now, you're beginning to understand that the more activity you perform online, the stronger your brand becomes. Pay-Per-Click (PPC) or Cost-Per-Click (CPC) advertising is a model designed to drive people searching for your product to your website to take an action. Eg make a purchase at a cost (per click). This is another great way to ensure your brand is known and your services / products are not only seen but purchased. There are so many PPC providers such as Google, Bing, Facebook, etc. PPC Protect provided a list of the best PPC networks [here](#).

9. **Website Conversions:** Measuring your website conversions helps you determine the strength of your brand and online presence. The more conversions you make over time proves your brand's popularity and shows customers are happy to identify with your brand through purchases, positive reviews etc. I recommend you analyse your website conversions through a good analytics tool such as Google Analytics, Tableau, MicroStrategy etc. [Here](#) is a comprehensive list of the best Analytics software to avail of by Computerworlduk.

10. **Price Competitiveness:** Price competitiveness is not directly linked to brand awareness, however it plays a major role in building loyal customers and attracting new clientele. How competitive are your prices? Do you have a unique product / service line that customers want to identify with regardless of the price? This should be your goal. While working towards this goal, you should make sure your prices are not too high and are within the market benchmarks. Don't evaluate your pricing as a one time event. Ensure this is carried out on a constant basis. Start off by selecting your top 5 competitors and compare pricing frequently ensuring your pricing is competitive

A shopping cart with a blue handle, overlaid with text. The cart is made of metal mesh and has four wheels. The text is white and bold, set against a dark, semi-transparent background.

WEBSITE CONVERSIONS

**IS YOUR WEBSITE
LAYOUT AFFECTING
YOUR
CONVERSIONS?**

www.re-fyne.com

HAPPY OPTIMIZING!

I hope you now have a better understanding on the steps to take in order to make your business stand out online.

For more guidance on how to implement the points mentioned, please [contact us](#) for a free consultation and also subscribe for more free articles on our website.