

Tips for improving your online presence



BRANDIFY
BRAND REPUTATION SIMPLIFIED.

Strategies

1. Identify and use key words in content on your website and blog.

- Determine key words your customers would choose when searching like city, state, product features and functions, a particular need that your products or services address, and even search terms that return your competitors' pages with high frequency. Incorporate these words into the headlines and text of your Web pages and blog posts.
- Search engines likely will place links to your pages higher on their list if your key words match the search terms entered by the consumer and when you continually add fresh content via blogs, etc.

2. Participate broadly in the major social networking sites where customers can find you.

- Twitter and Facebook are the obvious choices, but many other social sites also are emerging and growing explosively, including LinkedIn, Foursquare, Yelp, Tumblr, Google+. In fact, Wikipedia lists more than 200 “notable, well-known” social networking websites globally.

3. Participate extensively in the social media sites where you can find customers and prospects.

- If you offer services for HR managers or business seminars, LinkedIn—designed for business executives—is probably a better choice for you than foursquare. If you are a home decorator or baker, Pinterest—with its predominantly female membership base—may be more valuable to you than Plaxo.

4. Ask your best customers to post a review on social sites or write a testimonial for your website.

- Consumers place much more trust in the opinions of other consumers than in advertising or marketing copy.
- Encourage loyal customers to share their reviews and experiences with your company through personal social networks and via “share” buttons for Facebook and Twitter.
- Obtaining praise from customers can go a long way toward validating your reputation.
- Incentivize or otherwise encourage customers to share their testimonials on their social networks.

5. Reply to posts on social sites and other blogs with thoughtful comments—not sales messages.

- Such comments can lead to dialogue between you and the author of the post and may attract other consumers into the conversation, building your rapport with the community, and also provide an opportunity to gain unique customer insights regarding your product or service.
- Append your tweets with hashtags (#) and relevant topics to form an instant conversation group around your comments and to broaden your reach.
- Keep the discussion going by acknowledging and expanding on comments on your tweets by using the @ tag to acknowledge individuals and retweeting related comments of others.

Techniques

1. Offer to **help others and answer questions** in social networks.

- When you prove helpful to consumers, they are more likely to trust your business and your products or services.

2. **Don't overstay** your welcome.

- Posting too often can transform you from an expert to a social spammer. Try to update your posts on social networks with a regular, yet respectful pace; and don't post if you have nothing of substance to say.

3. Refrain from publicly **responding to disgruntled customers** online.

- Ask the customer for a phone number or email address where you can work out the issues one-to-one. Just be sure to respond promptly to the customer's concerns.

4. **Include links in your blog posts** to other blogs with content that is relevant to your subject matter.

- Those blogs may return the favor and drive more traffic to your own site, enhancing your online reputation.
- When you link to other sites, search engines tend to give your posts a more preferable ranking because it considers you to be an active participant in social media.

5. **Avoid outright self-promotion.**

- Instead of posting ad copy about your product on a social site, tell your followers how your product helped a customer solve a problem or how it surprised a customer with its results. Keep the focus on your customers as much as possible.

6. **Be human, but not personal,** with your business handle.

- It's great to be sociable, approachable and conversational in social networks, but when you are posting on behalf of your business, avoid commenting on your personal gripes, problems or relationships. Keep the discussion welcoming, but focus on your business.



Get your score right now by visiting brandify.com