web presence *n* (synonym: online presence)

the collective existence online of a company or individual. This can be made up of a website, blog, social media and published documents to name a few.

4 reasons why
web presence is important

1. Your website is a 24 hour display of your brand
2. Research shows 3 out of 4 people use search engines to find local businesses
3. It is now the fastest, cheapest way to mass market a product or service
4. Social media allows you to engage with your customers and understand them quickly & non-invasively

how?

Website:

- Is it up to date? Is it clear and easy to navigate with relevant information & easy to access contact points?
- Does it have an interactive element for customers to engage with such as blog, articles or resources?

Other avenues:

- Social Media – people look to social media to validate a company – the longer you've been there with constant updating the more reliable you will appear
- Local directories – allow new customers to access happy reviews & referrals – it's the new 'word of mouth'
- e-newsletters – engage your customers with your business on an ongoing basis
- Publishing e-articles or tutorials on relevant topics drives traffic to your site which can both improve your google ranking as well as establish you as an expert in your industry

BOLD
BY DESIGN