

Business Visibility System

A 3-step process for getting your business more exposure online

Step 1: Fix your website

Many business websites are not set up as well as they could be. Here are some of the elements which may need attention:

1. **Marketing** –
 - a. How well does your website convert visitors into leads?
 - b. How easy is your website to find in the major search engines?
 - c. Are you tracking visitors, engagement and conversions?
2. **Technical** –
 - a. Does your website work properly? Or are there broken links, missing pages etc?
 - b. Does it provide a great User Experience?
 - Does it load quickly?
 - Is it easy to navigate?
 - Is it mobile friendly?
 - c. How well is your website secured against hackers?
3. **Creative** –
 - a. Does your website look attractive?
 - b. Does it avoid using obsolete technologies like Flash?

One of the reasons you invested in your website is because you expected it to provide you with new leads and customers, right?

You should do everything you can to get your website visitors to take action by calling you or entering their contact details on a form.

Do you have a working contact form on every page of your site? Are you offering an incentive to visitors to get them to complete the form or give you a call?

Resources:

- [Screaming Frog SEO Spider Tool](#)
- [IdealMedia SEO Audit](#)
- [Google Mobile Friendly Tool](#)
- [Google Page Speed Insights](#)
- [Acunetix Free Vulnerability Scan](#)

Step 2: Create Awesome Content

These days, content truly is king. Successful websites produce tons of content – look at sites like YouTube and Facebook – they're popular because of the masses of fresh content they provide. Of course, these sites depend on their users to create the content!

What's a business owner to do? You can create your own content – but who has time to sit down and write a new article or blog post every week? Or you can outsource it – get a professional writer to create content for you. But this can be expensive, and chances are the results will be missing your unique, personal insight into your business.

The solution is simple, and shouldn't take more than a few hours to produce 3 to 6 months' worth of content.

First, create a list of the 10 or 20 most common customer questions about your product or service. Then shoot a short video of yourself – or someone who represents your business – answering those questions. Each video should be short – between 1 and 2 minutes is best.

You can shoot passable video footage with your smartphone – but do invest in a decent camera mount, and pay attention to the sound quality.

Once your videos are 'in the can', upload them to your computer. Create a simple title card and end title – you can do this in Powerpoint – and add them to the beginning and end of each video.

Upload your videos – maybe one a week – to YouTube, and embed each video on its own page on your website.

Add a transcription of the video to the page, and you're done!

Resources:

- [YouTube](#)
- [Powerpoint](#) or [Open Office Impress](#)
- [Windows Movie Maker](#) or [Apple iMovie](#)
- [Dirty, Fast and Free Audio Transcription With YouTube](#)

Step 3: Spread Your Message

Now that you have a working website, and a plan to create amazing content, you'll need to share your message with the world.

Most businesses dip their tow in the water of social networking – but I'm suggesting you dive right in.

That means having pages, blogs or profiles on at least a dozen popular social media sites, like [Facebook](#), [Twitter](#), [Google+](#), [Blogger.com](#), [Tumblr](#), [WordPress.com](#), [Delicious](#), [Diigo](#) etc.

Why so many sites?

Well, the wider you spread your message, the more chance there is of someone in your target audience – and the search engines - finding you.

But won't I have to spend hours posting my content to all these sites?

You can set up a simple automated network which will post your content to these sites automatically, using [IFTTT.com](#). Here's a [YouTube video](#) to get you started.

And that's it, in a nutshell.

Of course, you'll want to make sure that your weekly content posts go out on schedule.

You should also make sure that the software that runs your website is kept up-to-date – if you're using WordPress, there are generally around 3 major updates a year, and plugins are often updated more frequently.



I hope you found this guide useful – let me know!

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If you'd like to chat about how I can kick-start the process for you, just click on the link below to schedule a 15 minute Skype strategy session – there's no obligation.

[Schedule a Strategy Session Now](#)