



DIGITAL MARKETING

101

Small Business Edition

- ✓ Google Business Profile
- ✓ Website
- ✓ Social Media



GOOGLE BUSINESS PROFILE

Go to:

<https://business.google.com/in/business-profile>

The profile is free. Don't have to buy the ad packages they offer.

The process is kind of laborious. This tutorial walks you through each step.

<https://www.youtube.com/watch?v=KPfjzL9oPiE>

Take the time to research and pick good keywords (10-20) for your business. Use them in your profile, website and in social media posts.

Headwaters RC&D
4.7 ★★★★★ 6 Google reviews
Non-Profit organization in Butte, Montana

[Website](#) [Directions](#) [Reviews](#) [Save](#)
[Share](#) [Call](#)

Address: 65 E Broadway St 2nd Floor, Butte, MT 59701
Phone: (406) 723-4349
Hours: Open · Closes 5 PM ▾
[Suggest an edit](#) · [Own this business?](#)

[Send to your phone](#) [Send](#)

Reviews from the web
5/5 [Facebook](#) · 5 votes

Reviews ⓘ [Write a review](#) [Add a photo](#)

J "Their superior **delivery** of **services** is reflected on it's approach to this site."
★★★★★

TIPS & TRICKS





Be consistent with business vitals

To get the best visibility, you must grow your internet presence. The amount of posts, references, mentions, etc are not enough if they can't be linked together and to you. Think of this as a rubber band ball. Each rubber band represents a post or mention of your business on the internet. The internet wants to group these bands. It does this mainly by name, address, phone number and keywords. If you have an address written two different ways the internet will not link them. As your rubber band ball grows your business will show up more prominently in searches. This is the principle called SEO (search engine optimization). If your is **Business Name, LLC** either use the llc or lose it, just make sure you use it that same way on everything. This is included the capitalizations of LLC. Same for the address and phone...



123 North Thomas Avenue, Butte, Montana 50701
123 N Thomas Ave., Butte, MT 50701

123 N. Thomas Avenue, Butte, MT 59701
123 Thomas Ave N, Butte, MT. 59701

When the internet is trying to link these four pieces of info by address it can't and will see them as 4 different items.

PRO TIP 1: Check with the post office to see how they have your address listed. It would be best to do use the same formatting as the post office.

PRO TIP 2: Do this everywhere, such as business cards, not just on the internet.

1. It builds the habit.
2. You never know what gets put to the internet these days.



Add photos to your Google Profile

If your business requires consumers to come to your storefront make sure you have a good photo of your business's exterior. Take the photo from the street the way a driver might see the building, versus a close up of the front door.

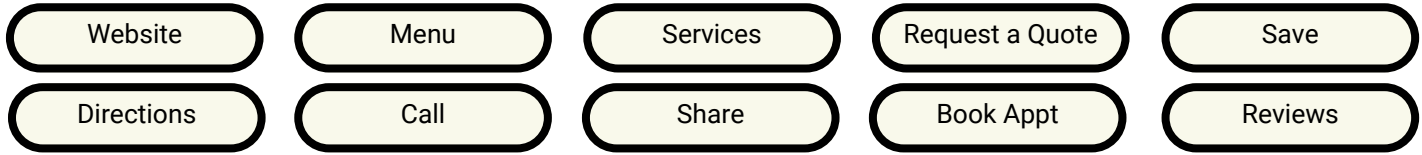
The other photos can be of your products/services, interior of your store. In case of a construction company, show photos of your work.





Infomational or Call-to-Action Buttons

The infomation buttons are very useful, not only for your customers, but for your internet presence. It gives you additional rubberbands connecting to your ball. Which buttons are available to you is determined by the category you choose for your business. Here are some examples of call-to-action buttons:



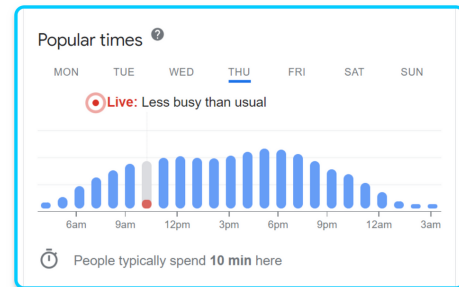
PRO TIP: If you do not have a website use your business facebook URL for that button until you get your website up.



Hours

The number one complaint consumers have with small businesses is the inconsistency with store hours. Make sure what you have posted at your store is reflected on your google page. These days everyone is busy and will check the internet for store hours and for directions as to not waste time. So if you're changing your store hours, for any reason, seasonal, holiday, etc., make sure you change it on your google page first.

If you are a beauty salon, restaurant, medical clinic, or veterinarian that accepts walk-ins take advantage of the "Popular Times" graph option, which shows current activity in real time for each hour.



Reviews

Positive reviews are like gold to a small business. You should be engaging with each review. Be sure to respond to each review in a timely fashion. For positive reviews express your gratitude, personalize the response by mentioning specific details from the review and finally encourage future engagement. For a negative review apologize for their poor experience without admitting fault. Never debate or argue online, instead invite them to contact you offline to resolve the issue. If you are not a wordsmith, use AI to help you write a professional response.

Don't be afraid to ask your customers for a positive review. You can have cards made up with instruction on how to leave a Google review. You can include the URL or a QR code to guide them to the correct location.

PRO TIP: Remember to cannot buy reviews or give customers prizes or discounts for their reviews.



BUSINESS WEBSITE

Wix is FREE and easy to build and host your website. No coding knowledge needed.

Design your website from the consumer's point of view. Make it easy to navigate and make it informative.

TIPS & TRICKS





Typical website structure

1. The header should have business name/logo and Navigation Bar. Should include a 'contact us' page.
3. Content: Description statement (very concise) and a call to action button. What do you want the consumer to do: book appt, browse your products, call for estimate, etc?
4. Footer (stays on every page) may also be called a Site Map, goes to the bottom of the page. It contains your logo, address, phone numbers, maybe an email address. You should also have a map. This is also a great place to put a Write a Review button and link it to Google reviews address.



Navigation Bar

Spend some time thinking about the navigation bar. I would suggest you map it out on paper before you start your build. You should have a home and a contact us pages for sure. Other pages can be services, products, finished projects, blog etc. Look at what others in your industry have done. See what works well and what you would change.

Remember you can have subpages that drop down from the parent page in the navigation. These are helpful as to not overload pages. Also very useful when you want to refer consumers to a specific area from a social post or email.



Take it to the next level

Keywords - Pick words that the consumers would use to search your industry. Use the same keywords used you used on your Google profile page. (That creates another link to our rubber band ball).

Links - Using external link on your website when appropriate and possible. This is a way to attach your rubber ball to a larger ball or a portion of someone else's rubber ball. Thusly, increasing your web presence exponentially. Samples of this is a medical provider who has referral privileges to the large hospital or a cancer institute. You would want to mention that on your website and post a link to that particular hospital/institute. Or say your clothing store is an authorized dealer of Carhartt clothing. You can post a link the new winter line due to be release from Carhartt's website.

Stay Relevant - Don't just make the website and forget about it. Change or add content every so often. More often if you are a retail or e-commerce site. Less often for some service providers like doctors, plumbers, law firms etc. In these cases make an educational page or a blog that you can offer information, safety tips, reminder, or industry updates. Changing content helps your SEO and your standings with search engines. It also gives you an opportunity to use social media to drive more people to your website in a purposeful manner.



SOCIAL MEDIA

Don't have to have all the platforms. Just start with what fits you and your business the best.

- ✓ Facebook
- ✓ Instagram
- ✓ Tik Tok

TIPS & TRICKS



Which platform fits my business best

Facebook - Offers the widest reach with detailed ad targeting. Good algorithm for businesses.

Demographically: Has been around the longest. Has community groups that you can be a part of and market to. Facebook users span the widest age range with average age being 40. Only slightly more female users than male. It is consistent across education and income level. Although more teens on this platform are in the lower income household.

Instagram - Excels in visual marketing such as videos and slides. **Demographically:** It's largest demographic is 18-24 age range. Skews towards more female users versus male.

Usage on this platform is higher among college educated individuals.

X (former Twitter) - Excels best at real-time news, conversations, and thought leadership.

Demographically: Broadly used, with a significantly higher base of 30-49 year olds. Users tend to be college educated. More male users than female.

TikTok - Ideal for reaching a younger audience although algorithm can make growth inconsistent.

Demographically: Broadly used among the 16-24 year olds. It is a growing platform across all ages. More common among lower to middle class households.

Other Platforms you may find useful: YouTube, Etsy, Pinterest, Ebay and Poshmark

PRO TIP: Your business Facebook and Instagram should be separate from your personal accounts. However, you can use Meta Suite which bundles your business and personal accounts. So you can create posts, stories and reels for Facebook and Instagram at the same time. They also have a good planner so you can schedule your posts to auto send. It's a great time saver and a great way to keep your social media organized.

Optimization

Remember the goal for the internet is to keep the viewer engaged to stay on the app or website for the most time possible. So make your content compelling and purposeful. The internet can't read photos or graphics, therefore, you need to include text in every post — not just a photo.

Pay attention to the reach (analytics) to see what posts work best, and what day and times they were posted. This will help you get the most out of future posts.