



5 Easy ways to Increase Visibility of Small Business Online

There is not a global pandemic to realize the importance of online presence for any type of business, large or small. Despite the current climate, we are spending a lot of our time on the Internet.



If you add to the fact that 4.54 billion users now have access to the Internet, you'll understand that your small business can only go unnoticed in the online environment. Here are some easy ways that will help you to increase the visibility of your small business blog, website and store online.

Work on SEO

Search engine optimization is absolutely crucial to any company to build brand awareness. Complete keyword research will bring the right traffic to your website and increase you're ranking on Google's search engine result pages.

But, in this constantly evolving environment, it's not enough to be good at SEO. If you take advantage and become a real contender, you should constantly check and optimize your SEO

strategy, to make sure it's relevant and up to date. Now if you can't handle yourself then you can hire [SEO agency](#) that help you lot.

Work on Blogging

Creating a blog and posting content regularly will not only help you rank high in Google's search results but also contribute to creating brand awareness and brand recognition? The quality of the content is very important in blogging. By constantly providing your website visitors with valuable information, you will build relationships based on trust.

If you do your research and play your card right, they can also share your posts on social media, which will further increase your visibility. Of course, doing so will make you play for a long time, since the results will rarely appear at night.

Active on Social Media

Social media marketing is work very well, with 2.6 billion active users in the first quarter of 2020, Facebook now constitutes a third of the world's population. At the end of 2019 Instagram, it was rapidly approaching the 1 billion user's mark. Each business is different and your potential customers can favor a social media network over others, but you'll disappear by not tapping into this market.

According to this research, 57% of customers are more likely to buy from the brand if they follow it on social media. Staying active on social networks will show you in your followers' feeds and when they decide to buy, you'll only be a click away. Now you can hire [social media marketing services](#) that help you lot.

Use Google My Business

For those wishing to reclaim local search rewards, it's essential to have a Google My Business page. Your blog or website online visibility will be directly linked to the quality of your profile complete information. Make sure you're not missing below-

\$ Contact Details

\$ Opening Times

\$ Website Link

\$ Services

\$ Address

\$ Daily Update

Also be sure to request ownership of your business profile, so you can rank higher in local search.

Optimize Your Website for Mobile Devices

With smartphone usage on the rise, mobile search is getting very popular. In June 2019, 50.71% searches were made on mobile devices instead of desktops or laptops. This means that the user's preference has changed and we will see a possibly even greater increase in the number of mobile searches in the future.

Such a change in user behavior has a huge impact for SEO. According to this study, only 13% of websites rank the same on SERPs on different devices. To turn it off, there is a research that demonstrates that the most annoying thing about reading an email from a brand on 21% of consumer smartphones is the lack of mobile optimization.