

Growing Online Presence Process

Having an online presence is quickly becoming table stakes for business growth. By committing to setting up online channels and growing them, you can confidently predict business growth.

1. **Do competitor research:** Identify where your competitors are online, especially on social media and their websites. Note what their channels and posts look like. Here's the sheets for reference. [Rojas Competitor Research](#), [Template](#).
2. **Create (or update) your website:** Make sure your website is mobile-friendly. It should load fast. Your services should be clearly described on the website. Buttons should guide visitors on what to do next (call you, book a service).
3. **Claim your [Google My Business](#):** Ensure your business is claimed on Google—it's free and boosts your credibility.
4. **Setup professional network profiles:** [Homestars](#), [Houzz](#) and other professional networks are free, and give your business more visibility.
5. **Ask for Reviews:** Encourage satisfied clients to leave reviews on platforms like Google and Houzz.
6. **Start the Conversation:** Choose a few social media platforms where your audience may spend time. Regularly post updates and engage with your audience.

