



Visibility Check List

Can your customers find you? In today's challenging economy it's important that it's easy to find your business AND it's equally important that you are friendly and professional in your appearance.

- ✓ Perform searches (*by name and by name city and state*) on Google, Yahoo and MSN to see if, and how your business comes up.
- ✓ If you have a physical location, are you present on Google Local?
- ✓ Can your business be found on Dex and MSN (*by category, and by name*)? If not, why not?
- ✓ Does your website appear on page one of Google, Yahoo or MSN (*by category and/or name*)? If not, what can you do to optimize to climb the organic list OR is "Pay per Click" a good option?
- ✓ Have you developed a business profile using one or more of the Social Media (e.g. Facebook, LinkedIn, Twitter)? Is your participation listed on your website, business cards, and are they integrated in your email signature?
- ✓ Is your website easy to navigate and does it provide all of the important information (*contact information upfront and easy to locate*).
- ✓ If your website is under construction, do you have the proper messaging? Post a page that explains things.
- ✓ Do you belong to any chambers or business associations where your business is visible? Have you posted your association with these groups on your website, office or store front?
- ✓ If your business provides professional services, are you part of a business association where you can post your business on-line and/or in a hard copy directory?

JCBRC is ready to help you succeed! Call today to make an appointment for you personalized visibility check-up!

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