

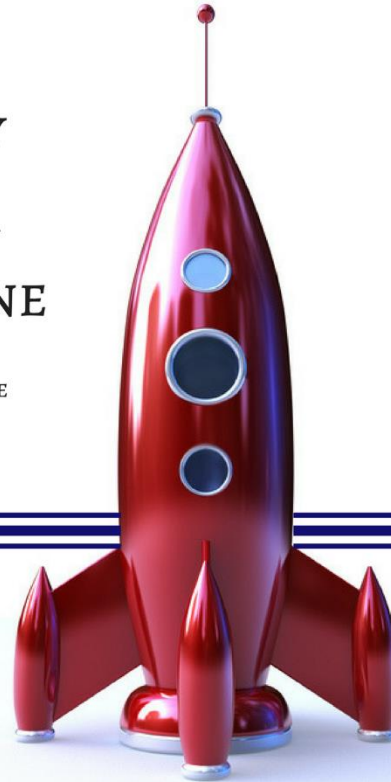


PURPOSELAUNCH
our purpose is launching yours

5 STEPS TO
SUCCESSFULLY
LAUNCH YOUR
BUSINESS ONLINE

AN OVERVIEW OF SUCCESS ONLINE

A PURPOSE LAUNCH
EDUCATIONAL RESOURCE



Establishing Your Business's Online Presence

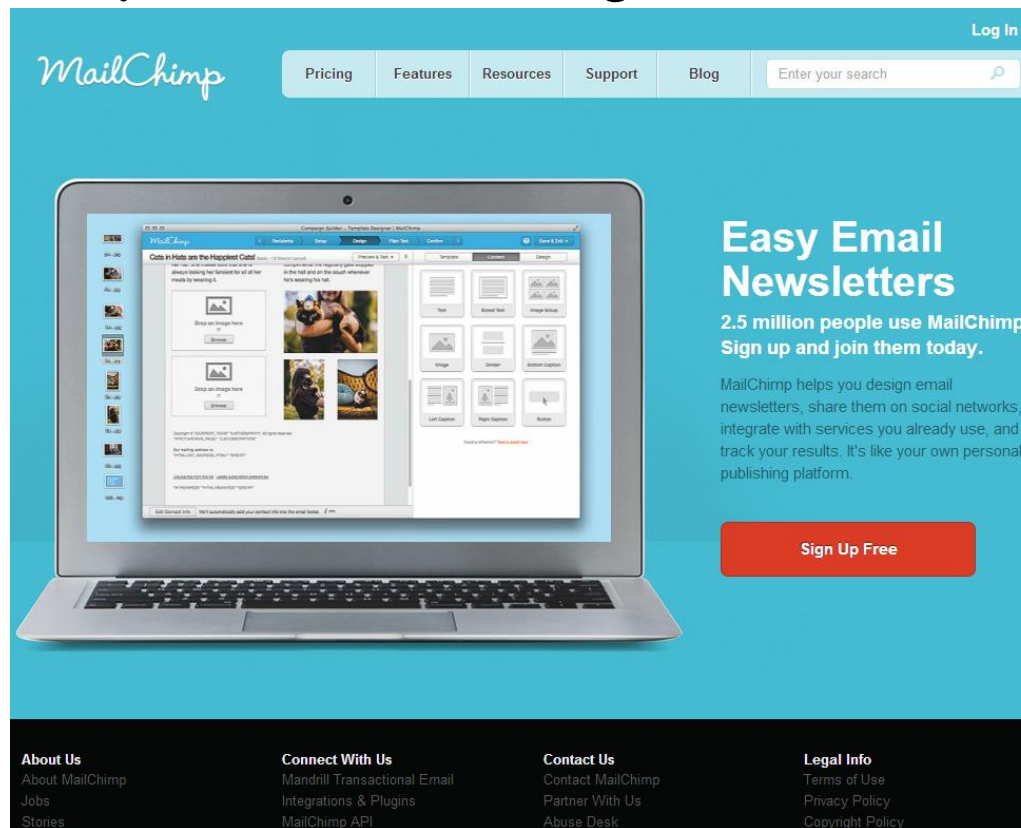
The Five Things Every Business Needs to Do Online.



Purpose Launch LLC – 224-325-4896 – Call us. We would love to help you establish a successful online presence.

1. Your Website /s your home base

- Make sure your website looks good

A screenshot of the MailChimp website. The top navigation bar is teal and contains the MailChimp logo, a search bar with the text "Enter your search", and links for "Pricing", "Features", "Resources", "Support", and "Blog". A "Log In" link is in the top right corner. The main content area features a laptop displaying the MailChimp interface. To the right of the laptop, the text reads "Easy Email Newsletters" in large white font, followed by "2.5 million people use MailChimp. Sign up and join them today." in smaller white font. Below this is a red button with the text "Sign Up Free". At the bottom of the page, there is a dark teal footer with four columns of links: "About Us" (About MailChimp, Jobs, Stories), "Connect With Us" (Mandrill Transactional Email, Integrations & Plugins, MailChimp API), "Contact Us" (Contact MailChimp, Partner With Us, Abuse Desk), and "Legal Info" (Terms of Use, Privacy Policy, Copyright Policy).

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1. Your Website is your home base

- Make information easily available
 - Put Contact Information on every page
 - Have a Simple navigation bar
 - Link to your Social Media Accounts
- Quality Pictures
- Get to the point
 - You have 10 seconds to make an impression

2. Local Search Engine Optimization

- Optimizing your site to rank in Google.
 - Create a Contact Page
 - Place Address and Phone Number on every Page
 - Target Local Keywords
 - “Italian Restaurants in Wellesley” rather than “Italian Restaurants”
 - “Mechanics in Needham” rather than “Mechanics in New England”
 - Place keywords in text on page
 - Put keywords in the description of your site
 - Submit your business to local directories

3. Claim your Google listing

- You already have listings ... Take Control of them
- Claim your Google Business account
 - Fill profile with accurate descriptions, hours, contact info.
 - Post pictures to your account.
 - Monitor Reviews
- Bonus: Claim Bing, and Yahoo Profiles

Ad related to dominos

www.dominos.com/
Delicious Options: Choose Any 2 Or More For \$5.99 Each. Order Now!
» Map of 868 Worcester St, Wellesley, MA

Order Now Gift Cards
Coupons Locations
Menu Pizza Tracker

[Domino's Home Page](#) - [Domino's Pizza](#) - [Order Pizza Online for ...](#)
www.dominos.com/
Domino's Pizza lets you browse coupons and order online - try the all new hand tossed crust, robust sauce and shredded mozzarella cheese.
Score: 11 / 30 - 11 Google reviews - [Write a review](#)

868 Worcester St Wellesley, MA 02482
(781) 235-6800

[868 Worcester St](#)
Wellesley pizza delivery. Order now!
Pizza restaurants offering ...

[Ordering](#)
Domino's Pizza lets you browse coupons and order online - try ...

[Menu](#)
This is the Domino's generic menu. To see prices, coupons and ...
[More results from dominos.com »](#)

[Pizza Delivery from Domino's](#)
Every pizza delivery from Domino's is made to order according to ...

[Tracker](#)
Want to know what's happening with your order right now? The ...

[Customer Service FAQs](#)
Customer Service. Domino's Cares. Domino's Pizza cares about its ...

[Domino's Pizza \(Wellesley\) Wellesley | Food Delivery | GrubHub](#)
www.grubhub.com/boston/dominos-pizza-wellesley/
View menus, reviews, and coupons for Domino's Pizza (Wellesley) in Boston. Order delivery online or by phone from GrubHub.com.

[Domino's Pizza in Wellesley | Domino's Pizza \(781\) 235-6800 & 868 ...](#)
local.yahoo.com » » Food & Dining » Restaurants » Delivery Services
Find Domino's Pizza in Wellesley with Address, Phone number from Yahoo! US Local. Includes Domino's Pizza Reviews, maps & directions to Domino's Pizza in ...

Domino's Pizza

[Directions](#) [Write a review](#)

Address: 868 Worcester St, Wellesley, MA 02482
Phone: (781) 235-6800
Prices: \$\$\$
Hours: Monday hours 11:00 am–1:00 am - [See all](#)
Transit: [Overbrook](#)
Menu: [allmenus.com](#)

Reviews

SCORE OVERALL **11** [Join Google+ for full scores and summary](#)

11 Google reviews
More reviews: [boston.com](#), [aol.com](#), [whitepages.com](#), [citysearch.com](#)

People also search for

Pizza Hut Papa John's
Papa Gino's Little Caesars
California Pizza Kitchen

4. Claim your Directory Listings

- Control what is said about your company
- Distribute Accurate Information
- Increase chance of ranking well in Google.
- Start by setting up Yelp, Yellow Pages, Merchant Circle
 - For a complete list of directories search “best local directories”



5. Go Social

- Create a Twitter Account
 - Fill out profile with picture, description, website link
 - Use Twitter search to find potential customers
- Create a Facebook Fan Page
 - Post regularly
 - Comment on Complementary business's
 - For example, an auto parts store might comment on a dealership's page in order to attract customers after they purchase a car.
- Post both curated content and original content. Use content to drive traffic back to your website.

What Now?

1. Create a professional website
2. Optimize your site for local keywords
3. Claim your listings on Google, Bing, and Yahoo
4. Setup your listings on local directories such as: Yelp, Yellow Pages, and Merchant Circle
5. Create your Twitter Account
6. Create a Facebook Fan Page
7. Set up a content calendar. Post on your website and social media regularly.
8. Monitor data on Google analytics and Facebook – make adjustments accordingly.
9. Monitor your accounts for new reviews and updates.

Overwhelmed? We can help.

- Save your time and frustration
- We will establish your business's online presence.

The Task	Your Time
Build a Website	15 Hours
Local SEO	6 Hours
Claim Your Listings	3 Hours
Setup Directory Listings	5 Hours
Establish Social Media Accounts	2 Hour
Total Time Spent	31 Hours

- That's just the beginning. Now you need regular content posting and landing pages to capture leads.
- We can help – We would love to...

Learn More

- To get more fuel for launching on your own, check out our resource library. www.PurposeLaunch.com/Library
- If you would like us to assess your business's current online presence for free please call: 224-325-4896
- Email me: Mike@PurposeLaunch.com



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