

Being Found Online Critical to Success of Small to Medium Businesses as Customers Search Online

By C.B. Whittemore

Dated: Nov 15, 2010

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Kinnelon, NJ – With 93% according to Accenture to 68% per Deloitte of customers searching online before visiting a store or purchasing online, being found online is critical to the success of small to medium businesses (SMB). Honing in on keywords potential customers use is vital.

“Many small to medium businesses don’t realize how important it is to be found online. We are quickly reaching a point where if you can’t be found online, you don’t exist,” says Christine B. Whittemore, chief simplifier of Simple Marketing Now, a marketing consultancy focused on helping organizations make their marketing work harder for them. “Businesses need to be thinking about what keyword terms customers use to find them.”

Being found online requires that small to medium businesses pay close attention to the uniqueness of each page of their website, that website content tell the business’ story in terms relevant to potential customers and that website and business keywords coincide with how customers refer to the business’ products or services.

“Being found online requires that SMB know what terms customers use as they search online. It also requires listening carefully to hear what problems and issues they are trying to resolve. From there, a small to medium business can create online content for a website as well as for other digital profiles such as LinkedIn or Facebook that help provide solutions for the problems and issues that customers face using their language and keywords,” adds Whittemore.

For more information on being found online, read Whittemore’s Simple Marketing Blog post titled “SEO Primer: Nurturing Your Online Digital Visibility” - <http://www.simplemarketingblog.com/2010/08/seo-primer-nurturing-your-online.html> - or contact her for information about one-on-one consultation sessions.

Chief simplifier Whittemore can be reached at Simple Marketing Now LLC via email at CBWhittemore@SimpleMarketingNow.com or by visiting <http://SimpleMarketingNow.com> and companion weblog & newsroom – Simple Marketing Blog.

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About Simple Marketing Now LLC: Simple Marketing Now, a marketing communications consultancy, helps organizations make their marketing more effective with social media and content marketing to better connect with customers and improve business profitability.

Category Business, Retail, Marketing
Tags SMB, small to medium business, being found online, website keywords
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