

Getting found on the Internet like a pro

How to guide for increasing Internet presence when not being a pro

This guide addresses to two types of professionals or companies:

- Having a website
- Without website

In both cases Internet presence is required for doing and increasing business.

1. Get an email account

Start by setting up a web mail account on your company or professional name on one of the many web mail services like [Gmail](#) or [Yahoo mail](#)

Define an email name like: [yourcompany@gmail.com](#)

This email address will to be used to direct all your emails including spam to this account in order not to congest your real business email.

2. Start a blog

Next set up a blog

Blogs are indexed by the search engines more frequently than websites. This will start your presence online of help to score higher on search results.

The two main free online blog platforms are:

[Wordpress](#) and [Blogger](#)

Just select one and sign-up using your previously created web email address.

It is important to create a blog name that contains keywords that relate to your business.

A blog name with just your name will have less effect.

Say if you build wooden stairs the use: `Wooden-Stairs-Your_company_name`

Set-up the blog by selecting a layout

Complete all the possible information about your business on the profile.

If you have a website, make sure you embed a link to your website.

Make sure the website page names that are created by the blog for every post is readable. Meaning a human readable url as the search engine will notice this too.

Then write a short first post related to your business – not “Hello this is my first post”.

3. Shortened links:

In many cases on social media you will need short links to your blog posts as the links are long and the space is limited – sometimes just 140 characters.

Use one of the many url-shorteners:

[Bit.ly](#) or [TinyUrl](#) or find similar by searching “short url”

If it is required to sign-up, the use your web email address.

How these work: copy the url of your blog post into the url shortener field. Click button. Then copy the result into something where you can find it easily back: you can email it to yourself: from your company email to your web based email.

You will be using these shortened links in your micro blog posts, in order to save space.

*In order to be effective, the shortener service needs to use '301 redirects', as only this method will pass effectively links to your full url of your website / blog.
If you don't know what this is, just take our word for it and use [Bit.ly](#) or [TinyUrl](#)*

4. Real-time micros blogs: Twitter & co

Next go to [Twitter](#), [Plurk](#), [Identi.ca](#), [Jaiku](#) and sign-up on all of them. Complete the “Bio” with info about your business and do not forget to embed the full link (not the shortened) to your blog and to your website (if you have one).

Then write your first micro blog post mentioning the subject or title of your first post on your blog and paste the shortened url into it too.
Do this for all these real-time services but do use different wording or descriptions.

This will speed up the “registration process” on the search engines of your blog and ignite the first findability”.

Additionally you can use [Friendfeed](#) to spread your microblogging on Twitter even further. Go to Firendfeed click on the Twitter logo and sign-up with your Twitter account. Complete your profile. Then click “Start using Friendfeed”. All your Tweets on twitter will be reproduced on Friendfeed.

5. Submit your blog

Submit your blog url to the main search engines:

- [Google](#)
- [Yahoo](#)
- [Bing](#)

Submit your blog to a few specialized blog listings:

In most cases you will need the RSS feed that your blog generates. You can find this on your blog by right-clicking on the orange RSS badge. Then copy the feed-url and save it by emailing it to yourself.

- [BlogTopList](#)
- [BlogCatalog](#)
- [BlogTopSites](#)
- [NetworkedBlogs](#)
- [JordaMedia](#)
- [BlogRankings](#)

There are many more search engines and blog services you can submit your blog to, but in order to stay effective these main will do.

You can take your blog reach one step further by using [Feedburner](#). Sign-up and claim your feed. Many people will subscribe to the RSS feed of Feedburner. Additionally Feedburner will generate statistics and analytics about your readers.

6. Social websites

LinkedIn

Signup on [LinkedIn](#) and complete your bio and include your blog and if you have a website (if you have one).

Then create your company on LinkedIn too and complete the profile explaining the business using keywords in the phrases.

Facebook

Although Facebook was originally intended for people, it provides also the possibility to set-up a page for companies.

First sign-up and create your personal page on [Facebook](#).

Next create your [company page](#) on Facebook. Complete the profile, add links and add images if possible.

7. Presentations

Create a simple presentation on your business explaining what problem it solves and exactly the business is all about.

- Nothing fancy or great looking.
- Just use colorful text if you don't have pictures or images.
- Use a large font: 36pt in order to limit the amount of information per page
- Save the presentation using a filename containing business related keywords

Then publish the presentation on [Scribd](#), [Slideshare](#) and [Authorstream](#)

Sign-up on all these three services by creating an account with a name that contains your company name and even a business type indication.

After uploading each presentation, carefully verify the tags and complete the description by clicking 'edit' in the web service.

8. Post articles on content-sites

Write an article related to your business and post it on article publishing sites.

The most well-known ones are:

[Ezine@rticles](#)

[Squidoo](#)

[Hubpages](#)

9. Stay informed

Set up [Google Alerts](#) to monitor keywords related to your industry, your company name and possibly your competitor's company names.

Use social media searches like [SocialMention](#), [WhosTalkin](#) and [Collecta](#) for staying up-to-date with what's happening concerning your company, brand or competitors.

This will help you finding interesting subjects to write about or getting notified when your brand or your competitor's brand are mentioned somewhere in social media.

10. Don'ts

Bookmark your own blog posts on Digg, Del.icio.us, Mixx, StumbleUpon, Propeller, .. - Leave this to people who are respected and recognized as they have followers. If you bookmark

Write solely about yourself, your company or products. Instead write concerning matters that interest your entire market.

Post identical duplicate content on many channels as the search engines will consider this a spamming. Instead change wording, reverse sentences.

11. Recurrent operations

Blogging

Try to write a blog post when you have something interesting to tell – the more original the content the better and the longer lasting the effect on the Internet.

Micro-blogging

After each blog post, write a micro blog on one of the micro blogs: preferably Twitter. Never forget to include the shortened link to the blog post.

For the lazy: you can use a service like [Twitterfeed](#) to do this automatically.

Commenting

Write comments on blogs about your business and include a link to your blog in the identification and insert the shortened link to your blog post in the comment if it is relevant.

Don't spam, write a useful or interesting comment as you need to join the conversation.

In order to find blog post to comment on, use the social media search services.

Press releases using free distribution

Every time you have great news or have an interesting business related concept then write a press release about it.

Use several [free press release distribution](#) in order to enhance your Internet presence.

Create more presentations

You will be amazed how many people actually look into your presentations; hence make more presentations.

Epilogue

The more success you have had with social media marketing the more you want to experience it again.

The problem is: there is no formula as the rules of the game change constantly.