



## Maximize Your Online Presence

There are so many great free tools available to help you build your Online presence. This checklist was created to help you maximize your visibility Online so other people find you and your Website. Don't be invisible. And don't let your competitors get found instead of you. Use this "Do it yourself" checklist to help prospective Customers find you. Contact us if you have questions, or if you don't have the time or desire to do these steps. Flash Forward Sites would be happy to help.

Do the steps in the order listed. Free items are **GREEN**. Items that have a one time fee or monthly fee are in **BLUE**.

**Get a Domain name**

Go to <http://FlashForwardSites.com/domains> You will get a Godaddy discount. The discount changes regularly. Right now Godaddy is offering a discounted price on **.com** domain names.

Username: \_\_\_\_\_

Password: \_\_\_\_\_

**Setup Email for your Domain**

With your purchase of a Domain name, you will usually get a free email Forwarding package. You can use that to forward your domain emails to your favorite email address.

Email address: \_\_\_\_\_

**Join Google +**

Go to <http://plus.google.com>  
If you don't have a gmail account, you can Join by clicking on **CREATE AN ACCOUNT**

Username: \_\_\_\_\_

Password: \_\_\_\_\_

**Setup Facebook Business Page**

Go to <http://Facebook.com> Fill in the SIGN UP form and click **SIGN UP** if you haven't joined Facebook yet. Then click **CREATE A PAGE**

**Setup LinkedIn, including a Company Page**

Go to <http://LinkedIn.com>  
You can get a LinkedIn setup checklist here  
[http://www.facebook.com/FlashForwardSites?sk=app\\_17621738575](http://www.facebook.com/FlashForwardSites?sk=app_17621738575)

Username: \_\_\_\_\_

Password: \_\_\_\_\_

**Create a custom email signature, including a call to action**

Go to [http://www.facebook.com/FlashForwardSites?sk=app\\_17621738575](http://www.facebook.com/FlashForwardSites?sk=app_17621738575)  
To get a free ebook on how to create an email signature



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**Create a repeatable plan on how you will Request a Testimonial from all your Customers. Maybe even consider sending a Testimonial Request when you Invoice your Customers.**

**Create a Website and make sure the important SEO pieces are in place**

- A unique TITLE for every page
- Use of keywords in page names
- Use of keywords in the body of your web pages
- Use H1, H2, or H3 tags in the body of your web pages
- Have a sitemap.xml file
- Unique META Description for every page
- Unique META Keywords for every page
- Alt text with every image

**Create Blog and share with Facebook and LinkedIn. You can use RSS feeds to distribute your Blog to Facebook and LinkedIn.**

**Submit Website to Search Engines; Google, Bing, Yahoo**

Go to <http://www.google.com/addurl> to add your Website to Google

Go to <http://www.bing.com/docs/submit.aspx> to add your Website to Bing and Yahoo

**Backup your Website to DropBox**

Go to <http://db.tt/yASbJcJ>

Get 2GB of free space. It's like a flash drive, but you don't carry anything. You can get to your files from anywhere. Dropbox is a great way to share files with others or synchronize folders with multiple PCs.

Username: \_\_\_\_\_

Password: \_\_\_\_\_

For wordpress websites, you can get the free backup plugin here

<http://www.mikeyd.com.au/projects/wordpress-backup-to-dropbox/>

**Setup Business profiles**

Go to [http:// GetListed.org](http://GetListed.org)

A free way to get your Business contact information on the 3 search engines, as well as Yelp, Best of the Web, and Hotfrog

Username: \_\_\_\_\_

Password: \_\_\_\_\_



## Maximize Your Online Presence

Setup more Business Profiles

Go to <http://ubl.org>

Get 100+ more business profiles on major directories and manage your profile from 1 central place.

Username: \_\_\_\_\_

Password: \_\_\_\_\_

Setup a YouTube channel

Go to <http://YouTube.com> and click on **CREATE ACCOUNT**

Use your Gmail account from Google+

Join Twitter

Go to <http://Twitter.com> and fill out the **NEW TO TWITTER** form and click **SIGN UP**

Username: \_\_\_\_\_

Password: \_\_\_\_\_

Search for your business on your cell phone

Go to <http://m.Poynt.com> on your cell phone. Install the application, then search for your business. If you did the previous step with [ubl.org](http://ubl.org), you should have good results with finding your business on your cell phone. And so will your mobile customers.

Setup a Newsletter and Automatic Responder system

Go to <http://iContact.com> (Monthly fee after you have 500 email subscribers)

Username: \_\_\_\_\_

Password: \_\_\_\_\_

Website Tracking

Go to <http://StatCounter.com>

or

<http://www.google.com/analytics>

to collect data and statistics on your visitors and webpages.

Username: \_\_\_\_\_

Password: \_\_\_\_\_

Answer Questions on “Answer sites”

This is a great way to help people and leave your info and website. In most cases the Search Engines will count this as a backlink.

Examples: <http://www.answers.com/>  
<http://answers.yahoo.com/>