



How to Build an Online Presence for Your Business

We can no longer think about businesses as online vs brick and mortar*. Most businesses will need to have an online presence so they continue to acquire new customers and support their existing ones. Online transactions range from simple needs such as finding what stores are nearby, searching for specific stores such as 'drug stores near me' all the way to ordering online with home deliveries. Due to the global pandemic more people of all generations are learning to do transactions online at an accelerated rate. Online is where businesses are going to find new customers and reach their most loyal customers.

The simplest place to start is to have a website. This can be one page or have a significant part of your business on it.

If you have a website then the next step would be to add a Facebook Business page and an Instagram Professional page.

Brick and Mortar refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents.

SHORTCUT: 4 Steps to Building Your Online Business

1. Create a website for your business
2. Create a Facebook business page
3. Create an Instagram professional page
4. Complete your business listing on Google My Business



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Building a Website

If you already have a website and a ChamberMaster web listing then skip this section.

There are a few ways you can build a website. Keep in mind even if you already have a website, putting an additional webpage on ChamberMaster allows you to reach those visitors who search the Chamber of Commerce directory. The ChamberMaster website also shows up in Google searches so it is an added bonus for your business.

Here is an example of a webpage on the ChamberMaster website:

Share:

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9:00 AM - 5:00 PM Monday - Friday

About Us

We are an Architecture and Interior Design firm that believes in creating beautiful harmonious designs that go beyond satisfying our clients needs but gives them architecture they can be proud to live... [read more](#) -->

Options for creating a website

- Mountain View Chamber of Commerce will host member's websites on ChamberMaster
- Google My Business will allow you to build a website easily for free
- You can build a simple website with any of the many website providers. Here is an example of a few:

WordPress
WIX
Weebly
SquareSpace



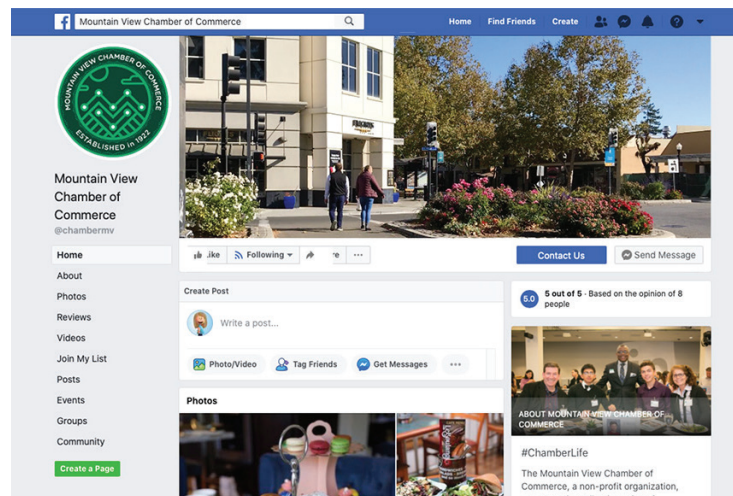
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Creating a Business Facebook Page

Facebook is a key place to form your community of current and potential customers.

Before you begin you will need:

1. Your exact business name and description
The recommendation is to use the same name throughout all your social media accounts so customers can find you
2. Profile photo - you can use your logo
3. Cover photo - use something customers will identify with either pictures of your product, storefront or a photo that represents what you offer
4. (Optional) Decide what 'call to action' you want users to take and add that as a button on the page.



SHORTCUT: Setting Up a Business Page, Using a Desktop Browser

1. Go to [Facebook Business Pages](#). Click on Create A Page button
2. If you don't have a Facebook account, create one with your business email address
3. Add in your Page Name and Category, these are required fields. You will have a preview of the Desktop or Mobile page on the right of your screen
4. Add a photo for the top banner
5. Let your customer know about your page. Share the news on your own Facebook page, email your customers and put your Facebook address in your storefront.

For more information go [here](#).



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Creating an Instagram Page

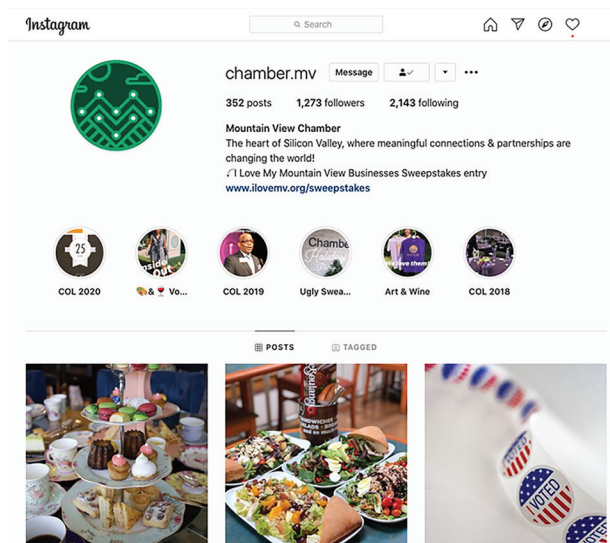
Instagram was initially released as a photo app so it is the right place to put beautiful, emotion eliciting photos and videos. It also responds well to photos with people's smiling faces. Any photo of your product or a person using or benefiting from your service will be the best post to put on Instagram.

Before you begin you will need:

1. Your exact business name for your user name, and description. You can also register with your Facebook account.

The recommendation is to use the same name throughout all your social media accounts so customers can find you.

2. Your bio or business description
3. A link to your website if you have one
4. Profile photo - you can use your logo



SHORTCUT: Setting Up a Business Instagram Account within Instagram.com

1. Create an account then change the setting on the account to a [Professional Account](#)

2. To switch your profile to a business account:

Go to your profile and tap the icon in the upper right corner

Tap Settings

Tap Account

Tap Switch to Professional Account

Tap Business



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If you'd like, you can follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional, and will make it easier to use all of the features available for businesses across the Facebook family of apps. At this time, only one Facebook Page can be connected to your business account.

Add details, like your business category and contact information.

Tap Done.

Looking for the definition of the digital lingo? Download our Digital Dictionary [here](#). You can also access it at <http://www.ilovemv.org/digital-dictionary>

The **Business Recovery Kit** is brought to you by the Mountain View Chamber of Commerce. Content created by Fly to Soar in partnership with the Chamber of Commerce.