

MAXIMIZING DIGITAL PRESENCE WITH YOUR WEBSITE



What is Digital Presence and why do we need to care about this? Digital presence refers to how well your business appears online – it's what people see when they search for your type of business, product or service.

Who should care about this? Anyone who wants new business opportunities and new customer inquiries to continually keep appearing. Anyone who cares about the company's impression being presented by your website and online posts.

You need a strong digital presence because your customers, potential principals and channel partners are online, and the first place they turn to is the internet to find solutions to their problems. The stronger your digital presence, the more visible your business is to new inquirers and the easier it will be for them to find you. More importantly, your digital presence also creates an impression. Based on your strategy and approach to digital presence, your viewers are either seeing an old, stale image or they are seeing a company that is consistently being promoted and is highly visible

Creating Visibility

Digital presence is impacted by the content that you create and present on the web and in social media platforms. Just think about everything online that potentially involves your business:

- Your website (desktop and mobile versions)
- Organic searches
- Social media sites (LinkedIn, Facebook, Twitter, Instagram, etc.)
- Office locations and hours of operation (Google My Business Listings, etc.)
- Directory listings
- Partner websites/Association websites
- Referring sites
- Online reviews
- Digital ads (social ads, Google ads, etc)

If you aren't happy with your company presence when you review each of the above items, then it's time to put Digital Presence on your priority list.

At this year's NEMRA Virtual Conference, Strategic X Marketing will be giving a presentation on How to Maximize Your Digital Presence with Your Website. The presentation will cover the problem areas with websites and how they hurt your digital presence and identifies what companies today are doing to accomplish a greater digital presence.

The presentation will be on Thursday February 4 at 2:50 Sign up to register at <https://www.nemra.org/nemra21-conference/>