FREE GUIDE

Get Your Business Marketing Set Up

A 10-step starter guide for local businesses

Georgia Website Experts

706-577-4361 | Columbus, GA | Serving GA, AL, SC & FL

Start here

You don't need a big budget to look professional online. You need the basics set up correctly, in the right order. Work through these ten steps and check each one off as you go.

1 **Lock in your business details**

Write down your exact business name, address, phone number, website and hours. Use these exact details everywhere online. Consistency helps customers and Google trust you.

2 **Get a professional email address**

Use an address on your own domain, like you@yourbusiness.com, instead of a free Gmail or Yahoo account. It looks more established and protects your brand.

3 **Claim your Google Business Profile**

This free listing shows on Google Maps and in local search. It is often the first thing local customers see. Our Google Business Profile booklet walks through every step.

4 **Build a website you own**

Your website is the home base every other channel points to. At minimum, show what you do, where you work, your phone number on every page and a simple quote or contact form.

5 **Set up Facebook and Instagram**

Claim your business name on both, even if you won't post every day. Our social media booklet covers the setup step by step.

6 **Create a simple brand kit**

Pick one logo, two or three brand colors and one or two fonts. Use them on your website, profiles, vehicles and printed pieces so people recognize you.

7 **Set up a review system**

Get your Google review link and send it to every happy customer by text or email. Reply to every review, good or bad.

8 **Install tracking**

Add Google Analytics and Google Search Console to your website so you can see where visitors come from. Track phone calls and form submissions, too.

9 **Claim key directory listings**

Claim free listings on Apple Business Connect (Apple Maps), Bing Places, Yelp, Nextdoor and your local chamber of commerce. Use the same details from step 1.

10 **Set a budget and a plan**

Decide what you'll invest each month and where it will go. Our marketing budget booklet shows how to pick the right number for your business.

Your setup checklist

- [ ] Business name, address, phone, website and hours written down
- [ ] Professional email address on your own domain
- [ ] Google Business Profile created and verified
- [ ] Website live with phone number and contact form on every page
- [ ] Facebook Page and Instagram professional account set up
- [ ] Logo, brand colors and fonts chosen
- [ ] Google review link saved and shared with customers
- [ ] Google Analytics and Search Console installed
- [ ] Apple, Bing, Yelp, Nextdoor and chamber listings claimed
- [ ] Monthly marketing budget set

Short on time? Most owners can finish steps 1, 2, 3 and 5 in a single afternoon. Steps 4, 8 and 9 are where professional help saves the most time.

Want us to do it for you?

Georgia Website Experts builds websites, sets up and manages Google Business Profiles and social media, runs ads and handles SEO and direct marketing for local businesses across Georgia, Alabama, South Carolina and Florida.

Call 706-577-4361

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