

# HOW TO ATTRACT MORE CUSTOMERS ONLINE



# YOUR BUSINESS DESERVES TO BE SEEN

## Let's fix the 5 things holding your online growth back

Running a business takes everything you've got. But in today's digital world, even the best businesses can get overlooked if their online presence isn't dialed in.

This guide was built to help local business owners like you:

- ✓ GET FOUND ON GOOGLE
- ✓ BUILD TRUST THROUGH REVIEWS
- ✓ MAKE YOUR WEBSITE WORK FOR YOU
- ✓ ENGAGE CUSTOMERS CONSISTENTLY  
ON SOCIAL MEDIA
- ✓ SAVE TIME WITH SMART TOOLS  
(NO TECH SKILLS REQUIRED)

We'll walk you through 5 simple fixes that create real momentum - ***without requiring hours of your time*** or a ***big marketing budget***.

Whether you're starting from scratch or already have a few things in place, this guide will show you how to turn visibility into growth - the smart way.

# FIX #1 GOOGLE BUSINESS PROFILE

## Your Digital Front Door

Your Google Business Profile is what shows up when people search for you - or businesses like you. If it's incomplete or outdated, it's like having your storefront lights turned off.



Businesses with optimized profiles get more clicks, more calls and show up more in Google Maps

## Quick Action You Can Take Today

- ✓ Claim your profile at [google.com/business](https://google.com/business)
- ✓ Add business hours, services, photos, and contact info
- ✓ Use keywords in your description (e.g. "Baltimore florist")
- ✓ Download the **Google Business** mobile app for updates



USE KEYWORDS LIKE "CANTON HAIR SALON" OR "BEST HVAC IN BALTIMORE" IN YOUR BUSINESS DESCRIPTION - THIS HELPS GOOGLE SHOW YOUR LISTING TO LOCAL SEARCHERS.

# FIX #2

## CLEAN UP YOUR BUSINESS LISTINGS

### Make Sure Your Listings are Accurate

Your business information appears in dozens of places online - like **Google, Yelp, Facebook, and Apple Maps**. If those listings don't match, Google won't trust your business... and neither will your customers.

If customers can't find you, they can't hire you. A consistent presence means better rankings and fewer lost leads.

### Quick Action You Can Take Today

- ✓ Google your business name - what shows up?
- ✓ Make sure your name, address, phone number, and hours are accurate
- ✓ Fix inconsistencies on **Yelp, Bing, Facebook, Apple Maps**, etc.
- ✓ Use a tool like ***Listing Sync*** to clean them up all at once



DON'T FORGET NICHE DIRECTORIES - LIKE TRIPADVISOR, HOMEADVISOR, OR HEALTHGRADES - DEPENDING ON YOUR INDUSTRY

# FIX #3 GET MORE 5-STAR REVIEWS



## Your #1 Trust Signal

Today's customers trust online reviews as much as personal recommendations. A strong review presence improves your visibility *and* your credibility - and it often determines who gets the first call.

Your reputation is your #1 marketing tool. If you're not actively collecting reviews, you're leaving money on the table.



USE A TOOL THAT  
AUTOMATES REVIEW  
REQUESTS AFTER A SALE  
OR SERVICE - SO YOU  
NEVER FORGET TO ASK

## Quick Action You Can Take Today

- ✓ Send a short text to 3 happy customers with your Google review link
- ✓ Add a "Leave a Review" button on your website or thank-you page
- ✓ Post a review QR code at your checkout counter
- ✓ Respond to all reviews (positive *and* negative) within 24 hours
- ✓ Thank reviewers by name - it builds even more trust

# FIX #4

## MAKE YOUR WEBSITE WORK FOR YOU

### Your 24/7 Lead Generating Machine

Your website is often your first impression. If it's confusing, outdate, or hard to use on mobile, people leave - and don't come back.



A clean, simple site with strong calls-to-action builds trust and captures leads without needing constant updates.



### Quick Action You Can Take Today

- ☒ Check your site on mobile - does it load fast and look sharp?
- ☒ Make your phone number and contact button easy to find.
- ☒ Add real testimonials and before/after photos
- ☒ Use clear CTAs like "Schedule Now" or "Get a Quote"
- ☒ Simplify - fewer clicks, more clarity.

USE TOOLS LIKE WEBSITE PRO TO BUILD A MOBILE-OPTIMIZED, SEO-FRIENDLY SITE - WITHOUT PAYING A FORTUNE.

# FIX #5

## SHOW UP CONSISTENTLY ON SOCIAL MEDIA

### Be Visible When They're Ready to Buy

Social Media isn't just about "likes" - it's about being visible when your customer is ready to buy. Showing up regularly (even just once a week) builds trust, keeps business top-of-mind, and drives referrals - without being online 24/7.

The best part? You can schedule it all in advance.



**BATCH CONTENT ONCE A MONTH AND SCHEDULE IT ALL AT ONCE. AUTOMATION TOOLS MAKE THIS PAINLESS - AND YOUR BUSINESS STAYS VISIBLE WITHOUT EXTRA WORK.**

### Quick Action You Can Take Today

- ✓ Pick one platform -usually Facebook or Instagram
- ✓ Post 1-2 times per week  
(behind-the-scenes, promotions, tips)
- ✓ Use a scheduling tool like *Social Marketing* to plan ahead
- ✓ Repurpose content from your reviews, blog or emails
- ✓ Keep it casual - your real voice builds real connections

If any of this feels overwhelming

**YOU ARE NOT ALONE**

We created this guide to make marketing easier,  
not harder.

You don't have to figure it all out.  
You just need the right partner—and a plan  
that actually works for  
your business.

**HARBOR**  
DIGITAL AGENCY

Powered by smart tools. Rooted in real relationships.



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