

Getting Your Web Presence Right

At some point in our lives we've all heard the popular phrase by Lord Alfred Tennyson: "It's better to have loved and lost, than never to have loved at all." While not everyone may agree with his words, one thing is for sure: they do not apply when it comes to marketing yourself online.

The truth is that while it is not a good idea to let your web presence stay irrelevant, it would be even worse to have your brand all over the place, for all the wrong reasons. Imagine it as a double-edged sword. It is a formidable tool; one that used right has the potential to increase your business tenfold, but its misuse can end up costing you a lot of money. You read [here](#) about how important it is to increase brand awareness and to have a solid web presence in today's modern, fast-paced world. Now we'll talk about a general rule of thumb when attempting to increase and improve your presence online: keep your brand professional.

When it comes to social media, for instance, it could be tempting to handle it yourself or to delegate it to a tech savvy employee. Instead, it should be given to a professional that will use it carefully and get true value out of it. There are [plenty](#) of examples of how social media can become a nightmare for a business if not handled professionally.

Professionalism should also be a high priority when engaging with customers or clients, and this aspect is key in building a good web presence. Having a professional website with responsive design is just the first step in getting that prospective customer to try your business before any of the others. The second step involves your brand, your reputation. The way you interact with your customers and cater to their needs will usually reflect directly on your online presence, in the shape of good reviews, recommendations, and word of mouth.

Make no mistake, the better those are, the more business you will get. A recent [study](#) on the buying habits of over 6,000 consumers showed that positive reviews and recommendations increase value by around 9 percent. Meanwhile, negative ones decrease purchase value and intent by around 10 percent.

Another step, one that ties the other 2 together, is the content. A great-looking website and well-ran social media page can't do much if the content you provide has little value. If a business constantly shares status updates or information that doesn't help or engage the costumers in any way, the clients will usually move on. Meanwhile, if a business puts time and effort in their content, giving readers attractive links, information worth reading and calls to action, they will form a solid base and attract more customers.

At Different Perspective we are passionate about helping you succeed. If you want more information on developing your web presence or any of our services, don't hesitate to [contact us](#) .