

What You Must Understand about Making Your Business Visible Online!



With Valeria Lo Iacono

Lesson Objective

To illustrate why content is so important to make your website visible online

Question You May Ask

Why would I want to be a blogger?

And You Might Be Thinking...

I just want to sell my products/services online. I am not a writer or a journalist and I do not want to spend time writing content!

When Content Is not Important



Word of mouth



Visibility on the high street

But What If...

You want:

- passive income
- a scalable business
- and to be geographically independent?



Plumber
Work for 1
month = get
paid for 1
month



E-book
Work for 1 month =
get paid potentially
unlimited income

But What If...

- You want to reach a national or international audience?
- You are a small business with a low budget?



Websites Are Like Stars in the Universe of the Internet...



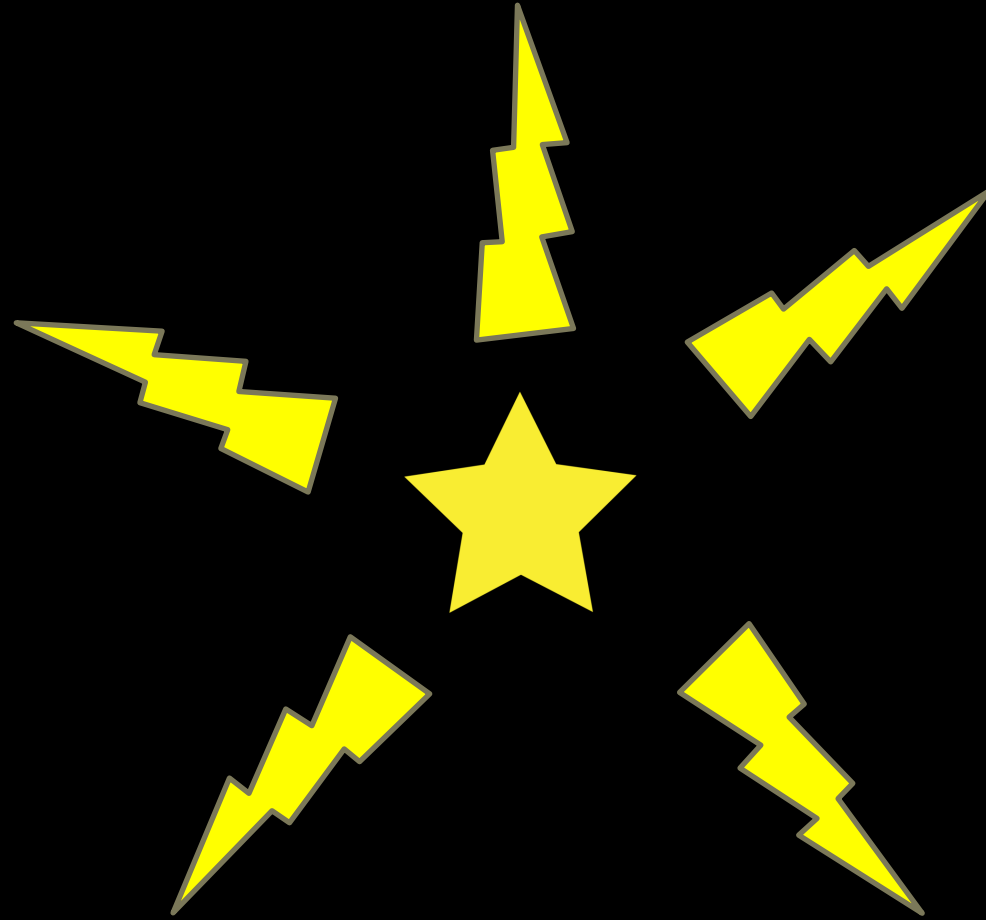
Search Engines Are Our Telescopes

How can you
make your
star stand
out?

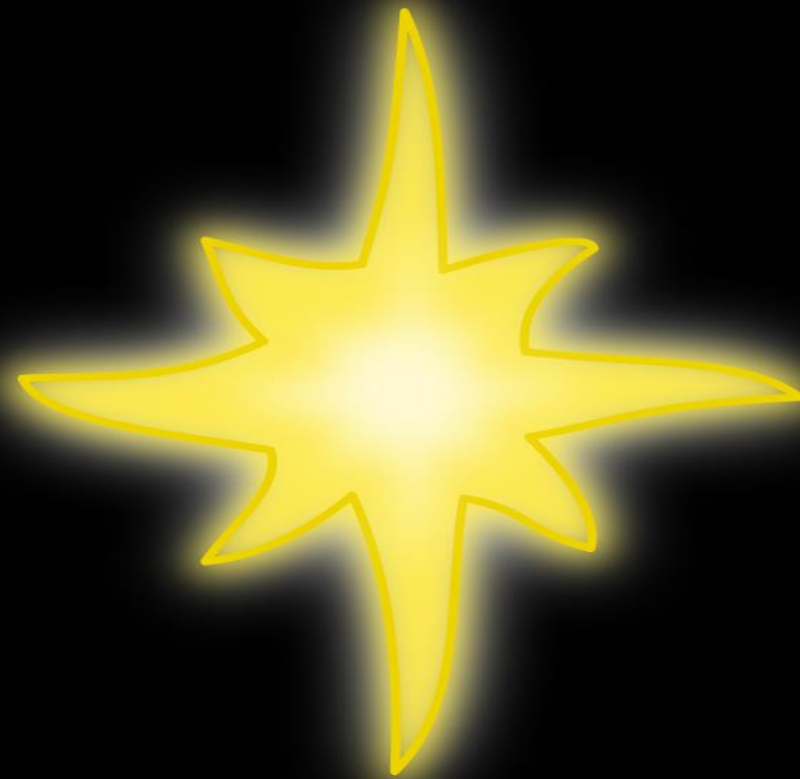
ProMarketing



Increase Its Luminosity with **High Quality** Content



Increase Its Luminosity with Valuable Content



Actions

- Start thinking about queries that your target audience may have
- Enter these queries in search engines and see what results come up and analyse competition

Conclusion

Make your website shine bright
in the web universe!!

