

# PARADIGM'S HINTS & TIPS

## AS PART OF OUR MARKETING MONTH

### GET RECOGNISED

A good way to get your business recognised is by listing it on some free online directories...

Google Business Listing is a great way to showcase your business in localised searches (e.g. Financial Adviser near me) and it's not based on how well you're utilising your search engine optimisation (SEO).

### WHY USE IT?

This is a free business listing from Google, which allows you to add key details about your business including address, contact details, main services and so much more!

### WHAT ARE THE BENEFITS?

It's a great way to gain some visibility and will help your business stand out to someone who has never heard of you before. The more information you provide, the more trustworthy you will appear compared to your competitors. Google also currently holds over 70% of the search market share, so investing your time here will be well spent.

### WHAT DO I NEED?

To get started, simply search "Google Business Listing". All you need is a Gmail account to login with.

Pop in all of the relevant information including company name and links to your website... it's really quick and simple! Yell and Local Pages are other examples of online directories you could try too.

**REMEMBER: ASK SOME RECENT CUSTOMERS TO LEAVE A REVIEW TO STAND OUT EVEN MORE!**

