

# Onward & Upward

FREDERICKSBURG, VA



## WHAT'S NEW

Finally! Joe and I will be sending out a newsletter. We are expecting to send one out quarterly, at least initially. We will include tips (you'll also be able to find them on our blog - Facebook), suggestions or anything else that we believe may be useful in the online marketing world or to your organization.

**We are still able to do as much or as little as you want us to!**

## SERVICES WE OFFER

- Website Design
- Website Maintenance
- Search Engine Optimization
- Social Media Marketing
- Reputation Management
- Citations, both local and national
- Google Products
- Email Marketing
- Digital Marketing
- Website Hosting

**Check out our new website**

<https://SimplyWebServices.net>

## GOOGLE MY BUSINESS

Google My Business is a tool to manage and optimize your business profile on Google. Allows your business to be found more readily, via Google Search and Google Maps. Adding your free business profile for your services or storefront in your service area provides more exposure for your business. Add photos, posts, specials, along with your basic business information.

Google My Business is an important component of your online marketing, for both computers and mobile.

If you are not able to obtain your Google My Business access or need assistance contact Crystal as she has been certified for Google My Business.

## ON THE WEB

Blog:  
<https://simplywebservices.net/blog/>

Facebook:  
<https://www.facebook.com/FBurgWebDesign/>



## Websites

New year, New changes to your business? Time for a tune up?  
Need to be found?

You should ensure that your website reflects any changes, hours, or visions you may have. Your website not as findable as you would like it to be?

Now might be a great time to roll out the changes in your online marketing

# 2022

## REPUTATION MANAGEMENT

What in the world is this? The short version is reputation management is what your customers are saying about you online. How is that for simple?

Why is it important? First, because search engines use it to help determine your placement online. Second, you need to be aware of how others see your business because it affects whether they use you or go with someone else. Third, with more business taking place on line it is a type of customer service. HUH? When someone leaves a comment or review regarding your business you should respond, good or bad. How quickly and HOW you respond gives people an idea of how you handle customer issues. So in short it is incredibly important.

Not sure you know where to begin? Give us a call or send an email.

**WE RECENTLY  
ADDED MORE  
DISK SPACE TO  
EVERY HOSTING  
PACKAGE,  
INCLUDING  
YOURS!**



**(540) 479-6350**