

SET YOUR BUSINESS UP ONLINE WITHOUT LOSING YOUR MIND

STEP 1 Identity

If your business is brand new, you'll need to start by selecting the right name. Before committing to a name, check around to make sure it's sufficiently original. For example, your state might have a searchable database of names already registered and in use. And think in terms of the web, too. Is a domain name corresponding to your desired name available? When you've decided on a name, hire a graphic designer to create a logo. You'll need it for your website, social media profiles, and more.

- PICK A NAME
- DESIGN A LOGO

STEP 2 Website

Your website is the online equivalent of your storefront. Every company needs a website in today's economy. It doesn't matter whether you plan to use it to sell products or simply provide information, it's required. It needs to look great and be easy to use — and simple is better. Start small, and hire a pro if you need help.

- BUY A DOMAIN NAME
- SET UP HOSTING FOR THE DOMAIN
- INSTALL WORDPRESS
- CREATE A WEBSITE

STEP 3 Email

Many businesses find that the list they keep of their customers' email addresses is one of their most valuable assets. Select an auto-responder service to manage your list from the beginning, and thank yourself later. While you're at it, use your new domain to create an email address for yourself, too.

- CREATE AN EMAIL ADDRESS
- SET UP AN EMAIL LIST

STEP 4 Social Media

A social media presence is also required to do business today. It will help you connect with your existing customers, and find new ones too. Be sure to set up a Facebook business page (*not* a personal page in the name of your business). You might also find it useful to set up accounts on Twitter, Instagram, Pinterest, YouTube, and more.

- SET UP A FACEBOOK BUSINESS PAGE
- CREATE ADDITIONAL SOCIAL MEDIA ACCOUNTS AS DESIRED

STEP 5 Tracking Tools

In order to evaluate how effective your online presence is — and to show ads on Facebook — set up Google Analytics and the Facebook Pixel right from the start. Both require you to sign up first, then install a line of code on your website.

- SIGN UP FOR GOOGLE ANALYTICS
- INSTALL GOOGLE ANALYTICS
- CREATE A FB AD ACCOUNT
- INSTALL FB PIXEL

For more information, including a list of recommended services and vendors to build your online presence, visit [WWW.MEGANMALLICOAT.COM / RESOURCES](http://WWW.MEGANMALLICOAT.COM/RESOURCES)