## Copilot

Based on my research, here are some suggestions for **Boopa's Bagel Deli** to increase its online presence:

1. **Improve Website Experience**: Ensure the website is user-friendly, easy to navigate, and mobile-responsive [9][^10^]. The website should clearly communicate the brand's story, values, and offerings [9][^10^].
2. **SEO Optimization**: Invest in Search Engine Optimization (SEO) to improve the visibility of the website on search engines [9][^10^]. This includes using relevant keywords in the website content, optimizing meta tags, and improving website loading speed[^10^].
3. **Content Marketing**: Regularly produce high-quality, relevant content that provides value to the customers [9][^10^]. This could be in the form of blog posts, recipes, or tips on how to enjoy their bagels[^10^].
4. **Social Media Engagement**: Increase activity on social media platforms like Facebook [1]. Regularly post engaging content, respond to comments, and interact with followers [9][^10^].
5. **Online Reviews**: Encourage satisfied customers to leave positive reviews on platforms like Google My Business [9][^10^]. This can enhance the brand's reputation and attract new customers[^10^].
6. **Email Marketing**: Build an email list and regularly send out newsletters or promotional offers [9][^10^]. This can help to retain existing customers and attract new ones[^10^].
7. **Online Ordering**: Ensure the online ordering process is smooth and user-friendly [2] [3]. If there are any issues with the current online ordering system [4], they should be addressed promptly.
8. **Paid Advertising**: Consider using paid ads on social media or search engines to reach a larger audience [9][^10^].

Remember, increasing online presence is a continuous process and requires regular monitoring and optimization [9][^10^]. It's also important to track analytics to understand what strategies are working and what needs improvement[^10^]. Let me know if you need more information! 😊

Source: Conversation with Bing, 5/11/2024

1. [The 25 Best Ways to Increase Your Online Presence - WordStream](https://www.wordstream.com/blog/ws/2021/05/17/increase-online-presence)
2. [16 Effective Ways to Build Your Online Presence - HubSpot Blog](https://blog.hubspot.com/marketing/online-presence)
3. [Boopa's Bagel Deli | Fort Worth TX - Facebook](https://www.facebook.com/boopasbagels/)
4. [Boopa's Bagel Deli - Uber Eats](https://www.ubereats.com/store/boopas-bagel-deli/HPZ0OVkGSduBUOJTIN6tEQ)
5. [Boopas' - Order Online](https://order.toasttab.com/online/boopas-bagel-deli-6513-n-beach-st)
6. [Ordering Unavailable - SpotOn](https://order.spoton.com/so-boopas-bagel-deli-6019/fort-worth-tx/6160ce5f24b4c4457c1d82d9/ordering-unavailable)
7. [Boopa's Bagel Deli Menu Dallas-Fort Worth - Postmates](https://postmates.com/store/boopas-bagel-deli/HPZ0OVkGSduBUOJTIN6tEQ)
8. [How to Build an Online Presence for Your Business](https://www.youtube.com/watch?v=pBhJUXuqSz8)
9. [Digital Marketing Strategy - 7 Ways to Build Your Digital Presence](https://www.youtube.com/watch?v=gJIN_n16H3c)
10. [Building your online presence](https://www.youtube.com/watch?v=bAgp3mGk_0w)
11. [7 Ways to Increase Your Online Presence | Forbes Books](https://books.forbes.com/blog/7-ways-increase-your-online-presence/)
12. [Building a Strong Online Presence: A Guide for Local Businesses](https://www.benchmarkemail.com/blog/building-a-strong-online-presence/)