**How to build your Brand’s Credibility and Online Presence?**

No matter how small or big your business is, in order for it to survive in today’s world it becomes imperative to have an [Online Presence](https://scrollmantra.com/) along with proper brand credibility. You do not want your brand to be known for reasons not pertinent to your products or services.

1.       **Having a Professional website-** The very first step is having a Professional Website. The website should provide all the information pertinent to your business. It should look organized, should be mobile friendly. Website is the face of your business so it is better to hire a Web Development Agency to make a flawless Professional website for you.

2.       **Optimize your website for traffic-** The work does not stop after you make a beautiful website. How will people know that you have a business? What are the products or services you offer? For that, you need to optimize your website for traffic. A proper SEO and PPC strategy needs to be made to bring people to your website. If possible, take professional SEO and PPC Services.

**3.**       **Attractive User Interface-** As soon a user visits your website, he has the capacity to be your potential customer. It also depends upon how attractive your website is. Your website should be attractive enough with unique and interactive creative and videos relevant to your website. Your Graphic Designing game should be on point.

**4.**       **Integrate Social Media into your business-** People are all over different Social Media Platforms be it Facebook, Instagram, Twitter and many more. Make social media handles over the platform suitable to your business. For eg- If your user base is too young, be more active on Instagram than Facebook. Make creative posts, engage with people, and tell them about your products and services. Make a proper Social Media Strategy and then start implementing it.

5.       **Increase Brand Credibility-** Consumer trust is everything. If the consumer does not have faith in your business, they will not buy anything. This is where a PR Agent comes. A Public Relation works towards increasing your [Brand Credibility](https://scrollmantra.com/), does damage control in case of crises, and even helps in Brand or Product Launch

**6.**       **Grow your audience using Email Marketing-** Collect emails from users visiting your website by having an opt-in feature available on the website. Collect the data, make a list and send emails to them informing them about any new product or service launched, upcoming discounts or coupons available. This will increase your customer value along with customer retention. Once you have enough email database you can also start using proper Email Marketing services to send emails as you can send only limited emails at once.

**7.**       **Make your business presence known-** Most of the people surf on mobile and search engine usually provides local results first. Make sure you get your website listed on all the important web directories like Google My Business, Yellow Pages, Bing Places and may more. But make sure that the web directories you register yourself to are relevant and authentic. Always check with your SEO Agent regarding where they are getting your website listed

8.       **Connect with Influencers- Influencer marketing** is yet another way to increase your online presence and brand credibility.  Reach out to the Instagram influencers, you tubers, bloggers to review and write about your product. This not only will increase Brand Awareness but also may result in some actions like purchases or subscriptions.

Building a brand is never easy and starting is always the most difficult part. The key is to make a proper [**marketing strategy**](https://scrollmantra.com/) and if possible hire an agency and know that it is a slow process but it will definitely give you proper results.