5 Simple and FREE Things
You Can Do *RIGHT NOW*
to Increase Your Business' Visibility

1. Claim Your FREE Google Business Listing

The information on your business that shows up in a Google search is crucial to your visibility. The most valuable profile features are the ones that make it easy for your customers to find and contact you. They are:

- Business name
- Link to website
- Contact phone number
- Business hours
- Address
- Business category

Simply type in "Google My Business" in the Google search bar, and then select the "Add or Claim Your Business" link. It will walk you through it, step by step!

Adding and keeping this information updated is the least you can do to ensure you are providing an easy way for customers to connect with you (which makes Google and your customers happy). Note that optimizing your profile also involves keeping these fields updated and matching the details you have on your website.

If you are ready to dive deeper, once you are in your "Google Business" dashboard, you can add posts to share what's new, add photos and videos, look at the reviews your customers leave for you, and view analytics of how you appeared in search results. There is some good stuff here!

2. Set up a FREE Business Listing on VisitStPeteClearwater.com

The St. Pete/Clearwater area is the leading destination on the Gulf Coast in the U.S., drawing more than 6.5 million overnight visitors in 2017. Visit St.Pete/Clearwater is the area's official tourism marketing and management organization and a resource many potential visitors use.

You can have a FREE business listing on their site. Start the process by visiting their partner site at http://partners.visitstpeteclearwater.com and hovering over the "Resources" tab on the top right until the menu drops down. Click the "Business Listing Application" link and fill in all necessary details, including a current and engaging photo, and hit submit.

You can also click on the "Event Listings Application" under the Resources tab to submit events to the site, for FREE!

3. Set up a FREE Business Listing on VisitFlorida.com

VisitFlorida is the official tourism marketing corporation for the entire state and you can have a business listing on their site, for FREE!

Note – the VisitFlorida.COM site is for visitors and the VisitFlorida.ORG site is for local businesses and marketing partners. Simply visit www.visitflorida.org/join and select the Join Now button. Fill out the form with all of your company's information and when the drop-down box says "Select which item you are interested in" simply select Web Listing – Free $0.

Be sure to upload a clear, current image before clicking submit. VisitFlorida staff will confirm your listing.

4. Create a FREE Facebook Page for Your Business

Set up your business' Facebook page as a place to link to your website, display hours of operation, address and phone number. Customers can "check in," leave reviews, share photos, etc. This is a great platform to share fun news, video, photos, etc.

Go to business.facebook.com and click "Create Account." Enter the name of your business and all required information to get your page set up. You can assign roles to other people in your business to help you manage the page if you wish.

Be sure to engage with your Facebook audience often as a stagnant and out-of-date Facebook page is a turn-off to many potential customers and visitors.

5. Create a FREE Business Listing on the new Explore Tarpon Springs Website

ExploreTarponSprings.com is a new website created by the City of Tarpon Springs to provide a central location for tourism web traffic. The site will provide information on special events, news and press releases, and will include a comprehensive business directory. To be included, send an email to exploretarponsprings@gmail.com with the following information:

- Business Name
- Business Logo
- Business Address
- Business Telephone
- Business Website Address
- Business Description (max 75 words)