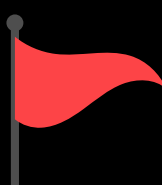


# 9

## ONLINE PRESENCE RED FLAGS



### Not Found on Google



When a user searches for your agency name, do you pull up?



### Slow Website

89% of users say they will leave a website if it has slow loading times.



### Ugly Website

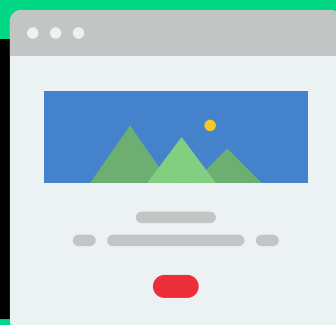


A visually unappealing website reflects poorly on the quality of your services



### Facebook as a Website

30% of Google ranking signals come from your website. A FB page doesn't cut it.



### No Social Presence



Online users expect your brand to be active and professional on social media.



### Lacking Contact Info

Name, address, phone number, website should all be visible across the web.



### Negative Reviews

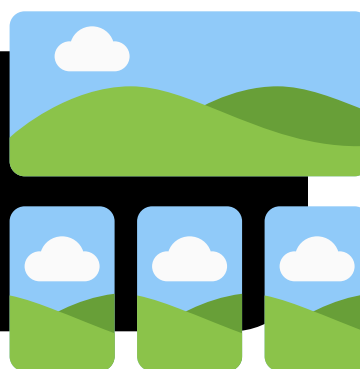


72% of consumers say they will only buy after reading positive reviews.



### Lacking Photos

Low quality photos or Google street view seems unprofessional.



### Unclear Services



75% of online users expect immediate information about a brand after searching.