



DIGITAL BASICS

What are the steps to success for new business owners?





Welcome!

Hello! I'm Max, and I've been a Designer for 8+ years, and an artist and graphic designer my entire life. I grew up surrounded by websites and web design, and have made it my mission to improve the online presence of businesses everywhere.

**Digital Marketing Manager at
Portkey SEO Solutions**



What Will You Learn Today?

SCORE 4.9.2025



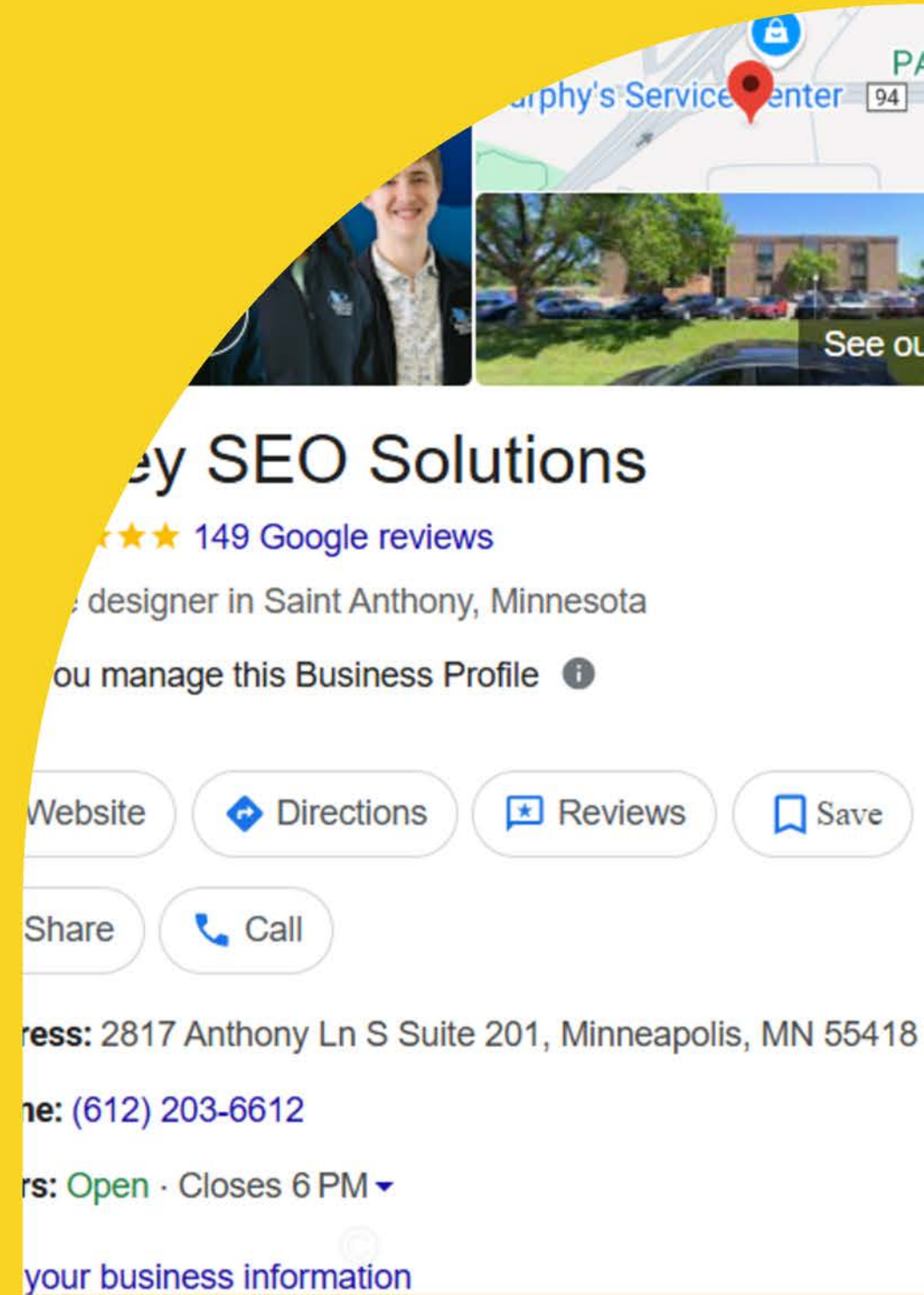
Overview:

Today we'll talk about:

- Google My Business Profiles
- Websites & Online Presence
- Social Media Accounts
- And More!

Google My Business

For many businesses, your Google My Business profile is the first way potential clients will find you. Especially for small businesses, it's important to create a profile as soon as you can. How does that work?



GMB Profiles



Getting Verified

Google My Business profiles are an excellent resource when set up correctly. The first step you'll want to take is verification: once you've entered your basic info, apply for verification ASAP!



Optimization

After your account is verified, now is the time to further optimize your account. Post updates, request reviews from clients, and more!



Google Smart & GG Campaigns

Still not enough? Now that you've successfully set up your profile, it's time to look at where you can grow beyond it.

GMB Profiles



Getting Verified



Optimization



Google Smart & GG Campaigns

There are multiple ways to set up your GMB account, and multiple ways to get verified. Nowadays, it is harder than ever for remote workers to receive their verification badge- but NOT impossible!

- Keep a record
- Be Consistent
- Be Persistent

GMB Profiles

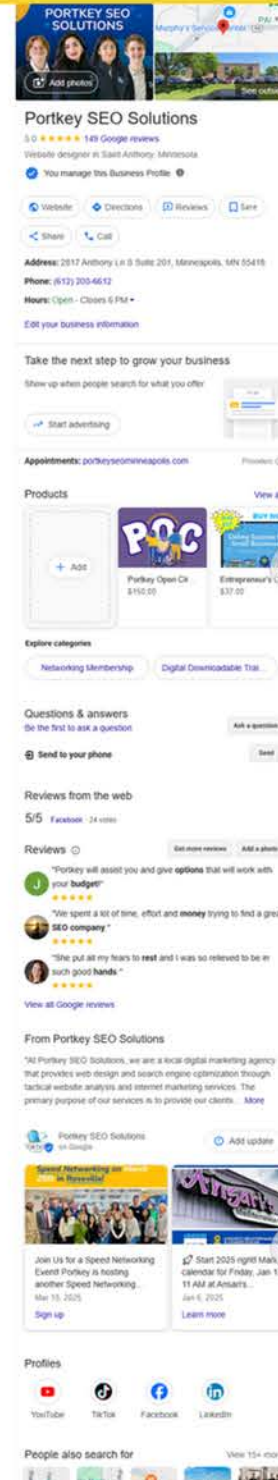


Getting Verified

Now that your profile is set up, it's time to explore the ways that your profile should be optimized so you can show up online properly.



Optimization



Google Smart & GG Campaigns

GMB Profiles



Optimization


Photos, Address (or area you serve), phone number, hours, and business category



Portkey SEO Solutions

5.0 ★★★★★ 149 Google reviews

Website designer in Saint Anthony, Minnesota

 You manage this Business Profile 

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

Address: 2817 Anthony Ln S Suite 201, Minneapolis, MN 55418

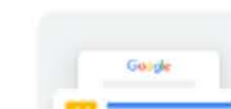
Phone: (612) 203-6612

Hours: Open · Closes 6 PM ▾

[Edit your business information](#)

Take the next step to grow your business

Show up when people search for what you offer

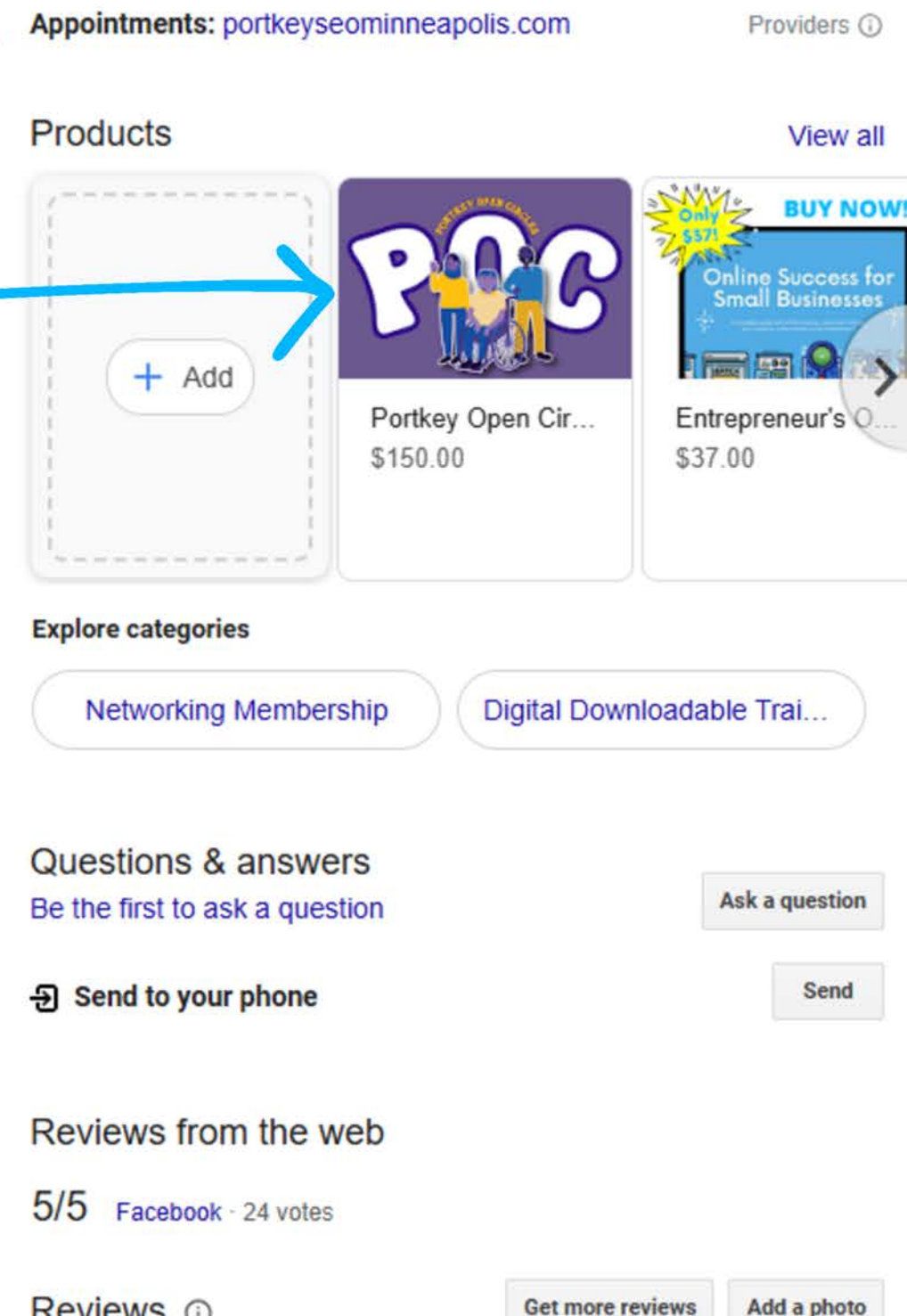


GMB Profiles



Optimization

Appointments, Products, Q&As



The screenshot shows a Google My Business profile for 'portkeyseominneapolis.com'. The profile includes sections for 'Appointments', 'Products', 'Explore categories', 'Questions & answers', and 'Reviews from the web'. Three blue arrows originate from the 'Optimization' section on the left and point to the 'Appointments', 'Products', and 'Questions & answers' sections respectively. The 'Products' section displays two items: 'Portkey Open Cir...' for \$150.00 and 'Entrepreneur's O...' for \$37.00. The 'Explore categories' section shows 'Networking Membership' and 'Digital Downloadable Trai...'. The 'Questions & answers' section has an 'Ask a question' button and a 'Send' button. The 'Reviews from the web' section shows a 5/5 rating from Facebook with 24 votes.

GMB Profiles



Optimization

Reviews, Business Bio, Updates

Reviews ⓘ

Get more reviews

Add a photo



"Portkey will assist you and give **options** that will work with your **budget!**"



"We spent a lot of time, effort and **money** trying to find a great **SEO company.**"



"She put all my fears to **rest** and I was so relieved to be in such good **hands.**"



[View all Google reviews](#)

From Portkey SEO Solutions

"At Portkey SEO Solutions, we are a local digital marketing agency that provides web design and search engine optimization through tactical website analysis and internet marketing services. The primary purpose of our services is to provide our clients... [More](#)



Portkey SEO Solutions
on Google

[Add update](#)

Speed Networking on March 25th in Roseville!

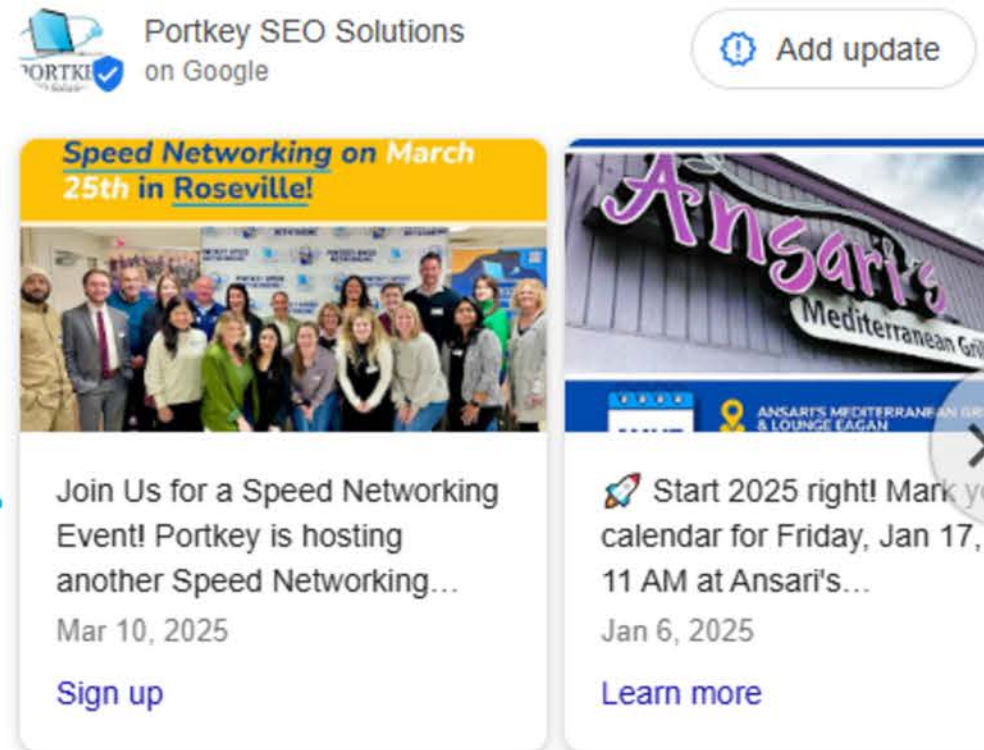


GMB Profiles



Optimization

Updates, Social Profiles



Portkey SEO Solutions on Google

[Add update](#)

Speed Networking on March 25th in Roseville!

Join Us for a Speed Networking Event! Portkey is hosting another Speed Networking...
Mar 10, 2025
[Sign up](#)

Start 2025 right! Mark your calendar for Friday, Jan 17, at 11 AM at Ansari's...

Jan 6, 2025
[Learn more](#)

Profiles



YouTube



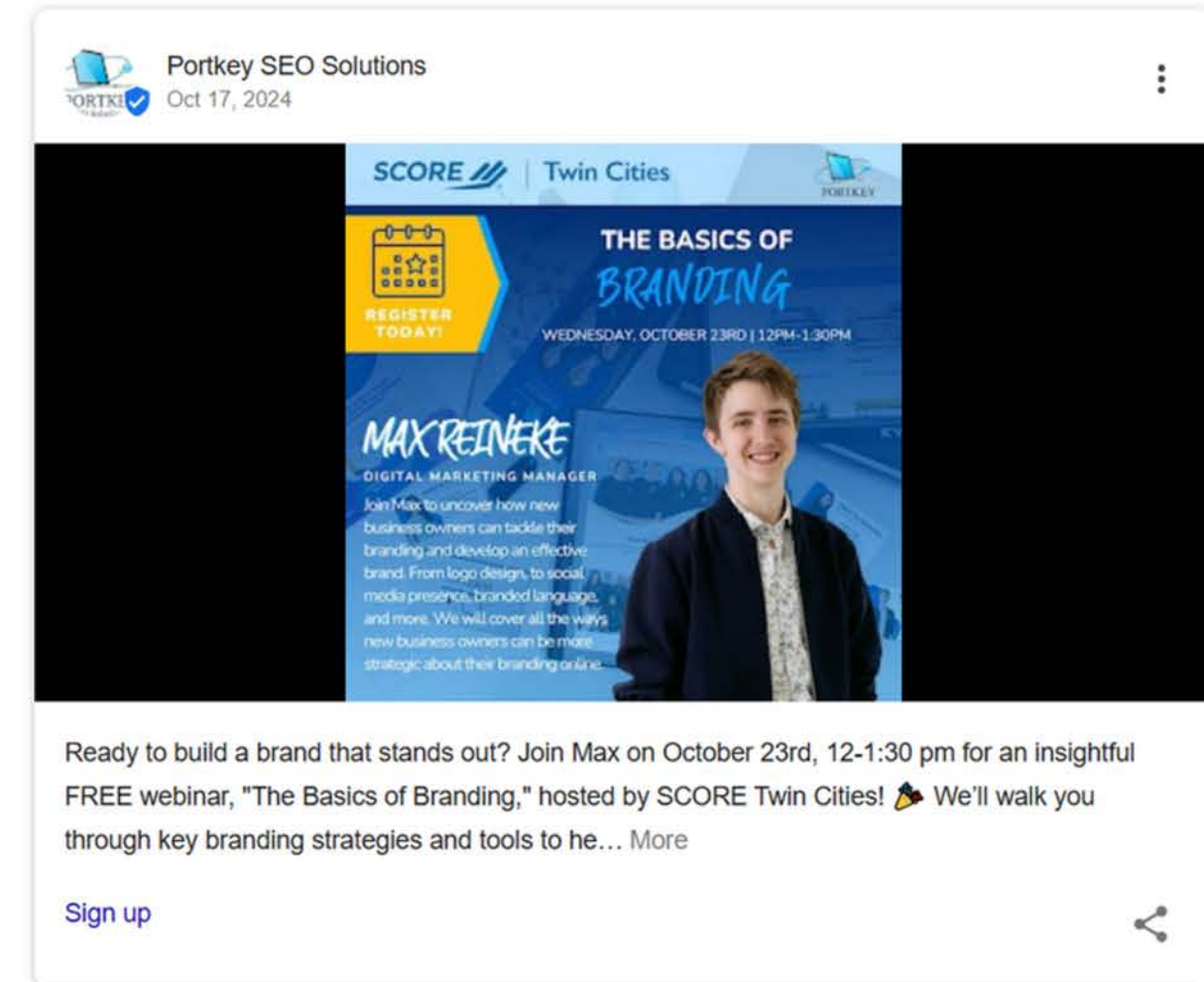
TikTok



Facebook



LinkedIn



Portkey SEO Solutions
Oct 17, 2024

SCORE | Twin Cities

THE BASICS OF BRANDING
WEDNESDAY, OCTOBER 23RD | 12PM-1:30PM

MAX REINEKE
DIGITAL MARKETING MANAGER

Join Max to uncover how new business owners can tackle their branding and develop an effective brand. From logo design, to social media presence, branded language, and more. We will cover all the ways new business owners can be more strategic about their branding online.

Ready to build a brand that stands out? Join Max on October 23rd, 12-1:30 pm for an insightful FREE webinar, "The Basics of Branding," hosted by SCORE Twin Cities! 🎯 We'll walk you through key branding strategies and tools to he... More

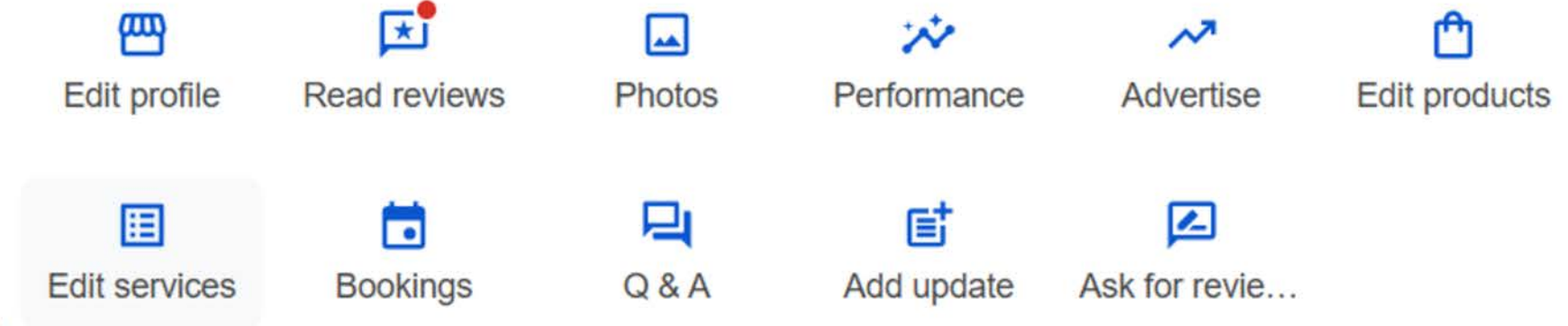
[Sign up](#)

GMB Profiles














Optimization

Services: Keeping SEO in mind



A grid of ten GMB profile management options, each with an icon and a text label. The 'Edit services' option is highlighted with a light blue background.

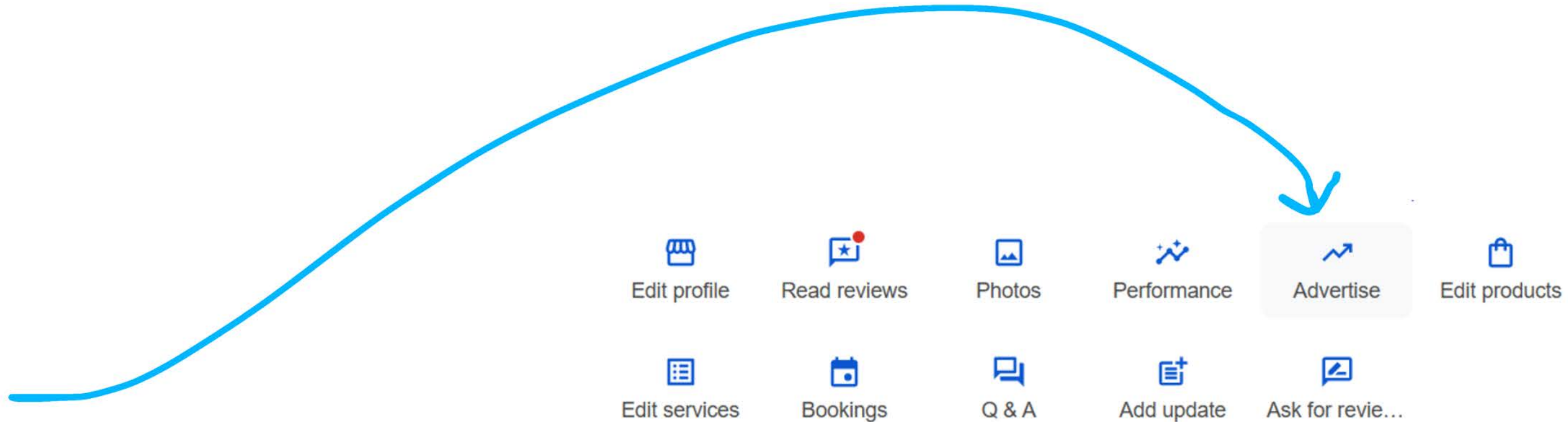
 Edit profile	 Read reviews	 Photos	 Performance	 Advertise	 Edit products
 Edit services	 Bookings	 Q & A	 Add update	 Ask for review...	

GMB Profiles



Google Smart & GG Campaigns

Setting up your campaign



GMB Profiles



Getting Verified



Optimization






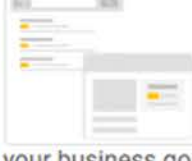


**Google Smart & GG
Campaigns**

Google Smart campaigns are created through the Google My Business profile. While there are multiple locations this ad can show up in, what makes GSC unique is their ability to show up in Google Maps listings. Your GSC campaign is an extension of your business- make sure to keep your branding consistent!

GMB Profiles

Select a campaign type ?


<p>Search</p>  <p>Reach customers interested in your product or service with text ads</p>	<p>Display</p>  <p>Run different kinds of ads across the web</p>	<p>Shopping</p>  <p>Promote your products with Shopping ads</p>	<p>Video</p>  <p>Reach and engage viewers on YouTube and across the web</p>
<p>App</p>  <p>Drive app promotion across Google's networks</p>	<p>Smart</p>  <p>Reach your business goals with automated ads on Google and across the web</p>		



Google Smart & GG Campaigns

During the ad creation process, you'll be able to see examples of what your ad might look like. Smart campaigns are- well- SMART; they learn over time. Google will test different formats of your ad against different audiences to see which combinations are most effective.

Your image ad preview



Bread And Sweets Bakery

Classic American Baked Goods. 10% Discount On Artisan Bread. Order Today!

Bread and Sweets Bakery

SEE MORE IMAGE AD FORMATS

GMB Profiles



Getting Verified



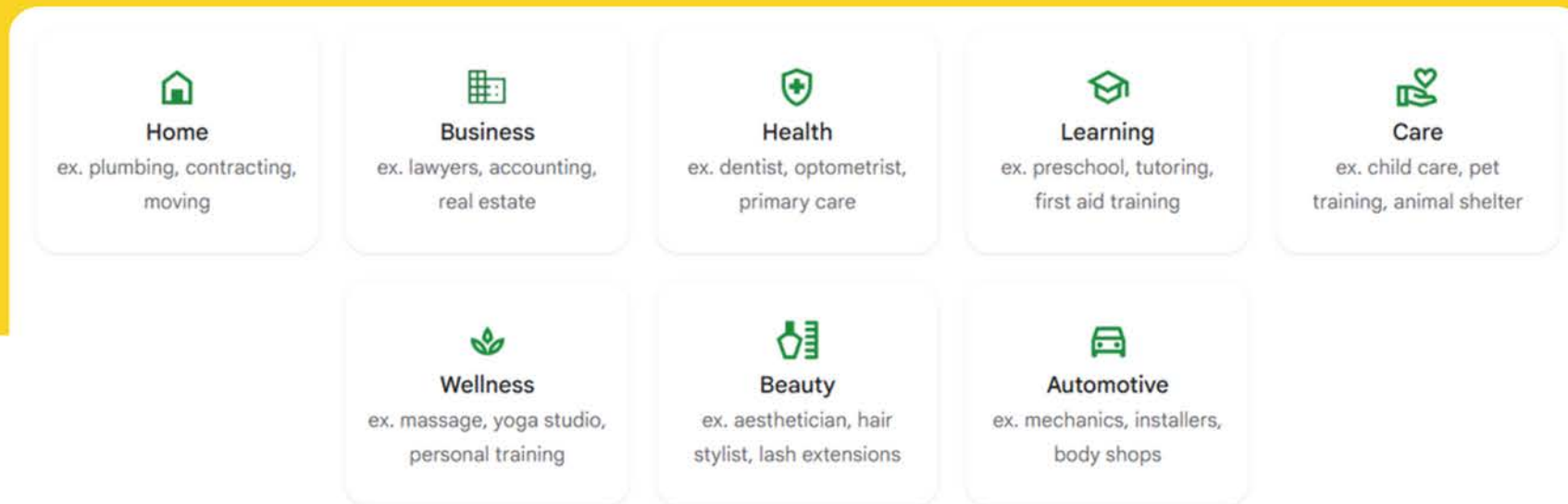
Optimization



**Google Smart & GG
Campaigns**

Google Guaranteed is different. You won't set up this account through your GMB profile, but you'll still need a verified account connected to your profile in order to create one. What's the difference between GG and GSCs? The big difference is **exclusivity**.

GMB Profiles



- Acupuncturist
- Allergist
- Animal rescue
- Appliance repair services
- Architect (California and Florida only)
- Audiologist
- Auto body shop
- Auto repair shop
- Bankruptcy lawyer services
- Barber shop (California and Florida only)
- Bathroom remodeling
- Beauty school
- Business lawyer services
- Carpet cleaning services
- Carpenters
- Car wash and detailing
- Cell phone and laptop repair
- Child care
- Chiropractor
- Contract lawyer services
- Countertop services
- Criminal lawyer services
- Dance instructor
- Dentist
- Dermatologist
- Dietitian
- Disability lawyer services
- Drain expert (California and Florida only)

- Driving instructor
- DUI lawyer services
- Electricians
- Estate lawyer services
- Family lawyer services
- Fencing services
- Financial planning services
- First aid training
- Flooring services
- Foundations services
- Funeral home
- Garage door services
- General contractor
- Handyman
- Hair removal (California and Florida only)
- Hair salon (California and Florida only)
- Home inspector
- Home insulation (California and Florida only)
- Home security
- Home theater
- House cleaning services
- HVAC (heating or air conditioning)
- Immigration lawyer services
- Insurance agency (California and Florida only)
- Interior designer (California and Florida only)
- IP lawyer services
- Junk removal services
- Kitchen remodeling

- Labor lawyer services
- Landscaping services
- Language instructor
- Lawn care services
- Lawyers
- Litigation lawyer services
- Locksmiths
- Malpractice lawyer services
- Massage school
- Massage therapist
- Moving services
- Nail salon (California and Florida only)
- Occupational therapist
- Ophthalmologist
- Optometrist
- Orthodontist
- Orthopedic surgeon
- Painter
- Personal injury lawyer services
- Personal trainer
- Pest control services
- Pet adoption
- Pet boarding
- Pet grooming
- Pet training
- Piercing studio (California and Florida only)
- Physical therapist
- Plastic surgeon

- Plumbers
- Podiatrist
- Pool cleaner
- Pool contractor
- Preschool
- Primary care physician
- Real estate lawyer
- Real estate services
- Roofers
- Sewage system
- Siding services
- Snow removal
- Solar energy contractor
- Storage
- Tax services
- Tattoo studio (California and Florida only)
- Tire shop (California and Florida only)
- Traffic lawyer services
- Tree services
- Towing
- Tutor
- Veterinarian
- Water damage services
- Weight loss service
- Window cleaning services
- Window repair services
- Yoga studio

Websites

Now that you've set up a Google My Business profile and garnered some reviews, now is the time to get your new website launched! Where can you start?



Website Platforms



Wordpress



Wix



Squarespace

There are three major players when it comes to website builders, and each of them have their strengths and weaknesses. Before you begin constructing your website, it's important to determine which one is the right fit for you **now**, but also which builder might be the best fit for where you want to be in the **future**.

Website Platforms



Wordpress



Wix



Squarespace

Squarespace is an appealing choice for many young businesses. It is easy to manage; you can purchase your domain, website hosting, and website builder all on one platform. It is also easy to use- Squarespace offers pre-built templates that can be customized (with limitations) to conform to your branding guidelines.

However- Squarespace is not conducive to marketing or SEO efforts.

Website Platforms



Wordpress

WIX

Wix



Squarespace

Wix, like Squarespace, is an easy builder that is appealing to many new business owners. Like Squarespace, all of your hosting and website building is managed on the same platform, and there are pre-built templates designers can use to craft a personalized website. Unlike Squarespace, there is more robust design capabilities and freedoms, and a more robust marketing/SEO toolbox.

Website Platforms



Wordpress



Wix



Squarespace

Wordpress websites offer the most robust creative freedoms for website designers. From complete coding freedom to custom CRM integration, the sky is the limit with Wordpress. However, Wordpress can also be intimidating for many young business owners because of all of that freedom. When considering marketing and SEO capabilities, there is no equivalent to Wordpress.

Website Platforms



Wordpress



Wix

Other...



Squarespace

If you want to build on a platform aside from the three above, know that it will negatively hamper your SEO capabilities in the future. However, there are still ways to strengthen your SEO strategy and help potential clients find your website. For example, you can take your shopify website and integrate it into a new Wordpress site to create one seamless platform.

Building your Website



Branding

If at this point, you still do not have a logo or branding system established, now is the perfect time to develop one. Treating your branding like the voice you use to communicate with your customers- who are they? Fun? Professional? If you brand was an actor, who would they be?

Building your Website



Translating your Voice into effective Imagery & Language

What are your associations with this logo? What do you think they might do? How would you describe the personality of this brand?



Building your Website



Translating your Voice into effective Imagery & Language



What about now? What else were you able to learn about this business based on their logo? What elements stand out to you?

The most important factor of your branding is consistency. If you invest in a stellar branding system for your business, you have to be consistent across platforms to make the most of it.

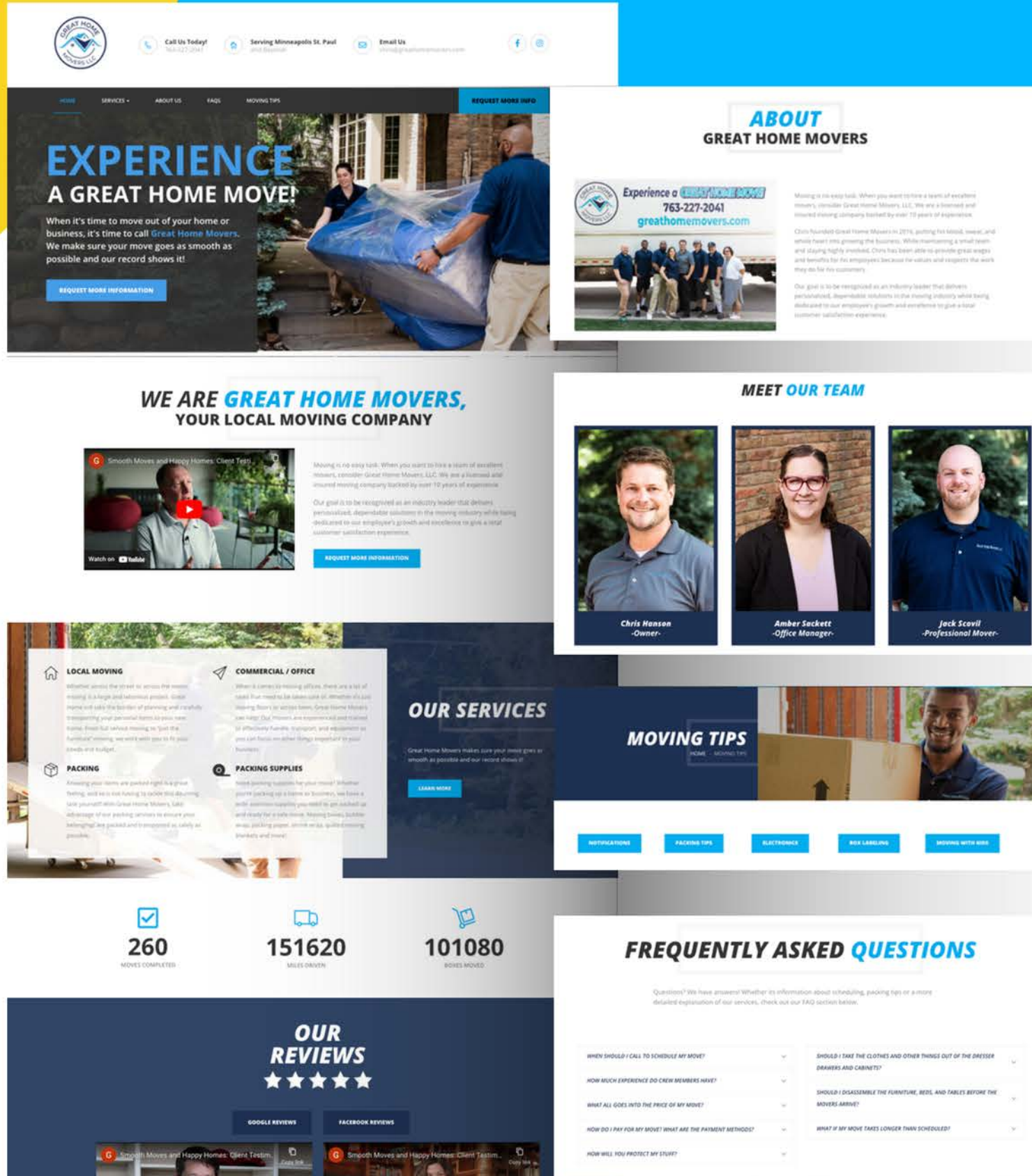
Building your Website



**I know WHERE I'm going
to build... now what?**

Now is the perfect time to consider what do you want your website to do? Are you selling products? Looking to book meetings with potential clients? Do you want to create a professional-looking resume? What are the actions you want your clients to take once they get to your website?

Develop a Voice



What is the purpose of your website? What do you want from it (more calls, more closed sales, more booked meetings, credibility, etc.)

Consider what your goals are for your website, as this will help you design your **customer path**. Using the brand you've developed, organize your site in a way that reinforces your site goals. Here are some site sections you may need:

About, Contact, FAQ, Areas we Serve, Reviews, Services/Products, etc.



Celebrating Life Through Music



TWIN
CITIES
FUNERAL
SINGERS



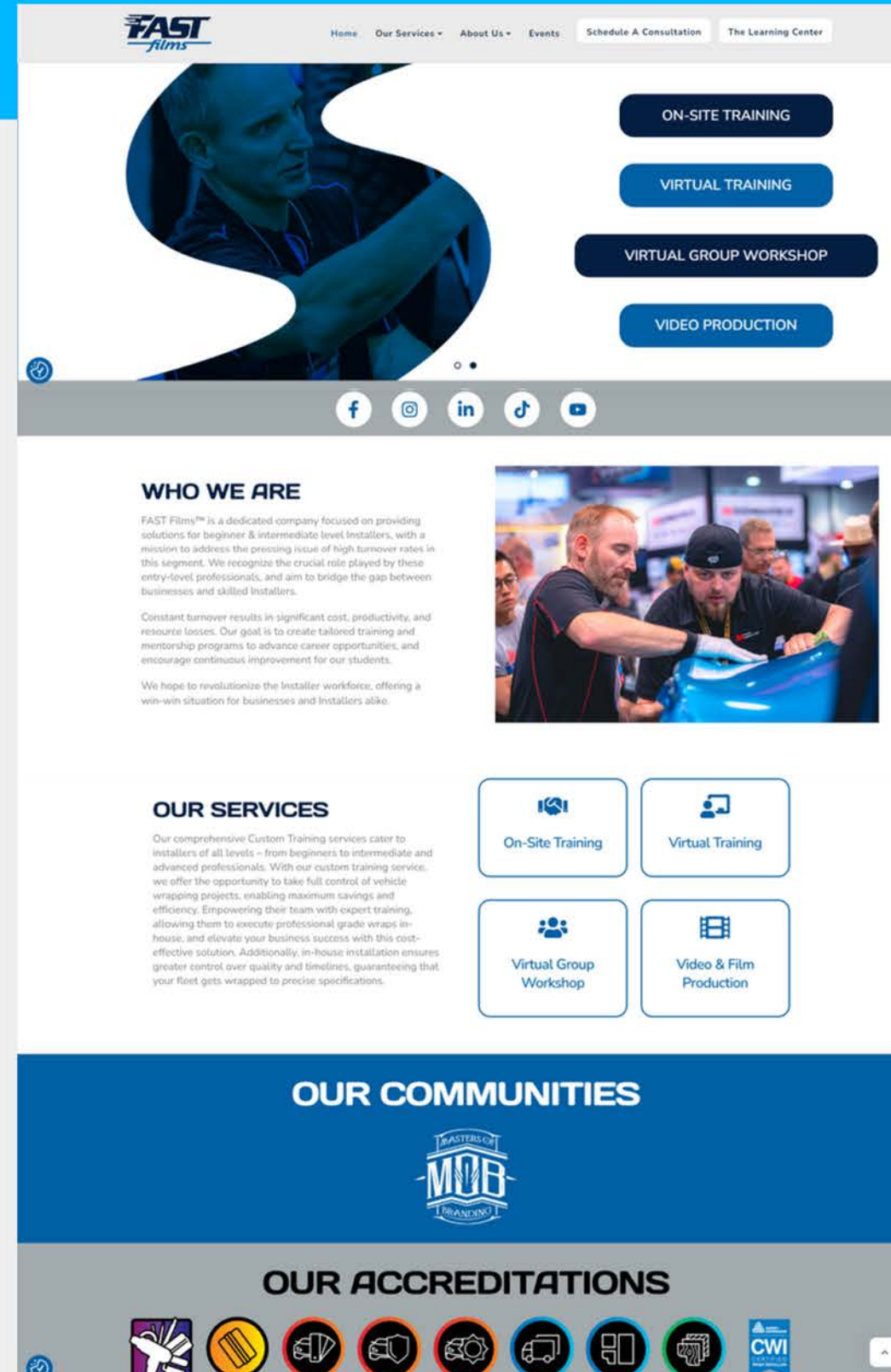
Go Beyond the Website



Logo



Print Materials



Shirt Mockups



Business Cards



- Client wanted to be professional, easy to navigate
- Needed cohesive branding across platforms because of the variety of ways clients interacted with their brand

Social Media Accounts

Now that you've created your GMB profile and designed your website, it's time to determine what social media accounts are the right fit for your business.



Social Media Platforms



Meta



LinkedIn



TikTok

When it comes to any social media strategy, there is one important factor to keep in mind: is it manageable? While you certainly can post across all social media platforms, if it's a chore that makes you drag your feet each time you have to do it, that means you're taking away time from other potential marketing strategies. Before you invest in any social media strategies, make sure to review your audience and where they spend their time online.

Social Media Platforms



Meta



LinkedIn



TikTok

Meta includes Facebook and Instagram platforms. Functionally, they're quite similar- designers can create a photo/video/reel accompanied by a short written descriptions, hashtags, or even a pinned location. Meta posts can be an incredibly personal look into your business, or it can be more distant and professional. Keep in mind why most people use Meta: to stay connected with family, to view funny posts, or for short-form tips and tricks.

INTERNATIONAL WOMEN'S DAY

Edith Clarke

Edith was the first woman to earn an electrical engineering degree from MIT in 1919. In 1926, she became the first woman to deliver a paper before the American Institute of Electrical Engineers.

MARCH 8TH



HELLO March

"March is an example of how beautiful new beginnings can be."
-Anamika Mishra




The team arrived on time and was very pleasant and professional. The work was performed quickly, and the space was left clean. I would highly recommend Edison Electric!

-Dawn H.



MID-WEEK TIP

KEEP YOUR USED AND UNUSED CORDS TIDY AND SECURE TO PREVENT DAMAGE.

Try to avoid wrapping cords tightly around objects; this can stretch the cord or cause overheating.



MARDI GRAS 2023



- Mismatched designs
- Stock imagery
- Colors don't match branding guide

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**SERVICE
HIGH-
LIGHT**



EDISON
electric


“JAKE & CHRIS DID EXTENSIVE WORK AT OUR HOME, INCLUDING FULL REPLACEMENT OF OUR BREAKER BOX AND THE WIRING AND INSTALLATION OF OUTDOOR LIGHTING. THEY WERE VERY PROFESSIONAL AND TIMELY IN THEIR WORK. I WOULD NOT HESITATE TO USE EDISON ELECTRIC AGAIN.”

★ ★ ★ ★ ★

EDISON
electric

EDISON
electric

WILL SAWYER
EDISON ELECTRIC CLIENT



"Jake & Chris did extensive work at our home, including full replacement of our breaker box and the wiring and installation of outdoor lighting. They were very professional and timely in their work. I would not hesitate to use Edison Electric again."

EDDIE Z
GOOGLE REVIEWS

★ ★ ★ ★ ★

NEW DEAL NEW DEAL NEW DEAL

\$55 OFF
INDOOR OR OUTDOOR
LIGHTING SERVICE

COUPON MUST BE PRESENTED PRIOR TO STARTING JOB. CANNOT BE COMBINED WITH ANY OTHER OFFERS OR DISCOUNTS.

Meet the Team



EDISON
electric

Dyle Westman
electrician-minneapolis.com

- Color Cohesion
- Custom Design elements
- Improved Brand Recognition
- Personal and human elements- **here's where you stand out from the competition!**

Social Media Platforms



Meta



LinkedIn



TikTok

LinkedIn has, generally speaking has the smallest reach of these three platforms. However, the audience on LinkedIn is geared towards business professionals, or those seeking employment. It's not the place to post your latest memes; even personal posts should maintain some level of professionalism and relate back to your position as a business (owner).

Social Media Platforms



Meta



LinkedIn



TikTok

TikTok is the latest social media platform of those discussed today, and has seen a boom in popularity over the last five years. Generally, the audience on TikTok does not like advertising- so any content created here must be carefully crafted to not discourage client interactions.

Social Media Platforms



Meta



LinkedIn



TikTok

No matter what platform you choose, think about how you yourself use social media. When is the last time a social media app inspired or encouraged you to buy something what was it? For some industries, social media platforms are a great platform to advertise. For small business owners, they can be an excellent way to connect with a local audience and improve credibility.

Social Media Platforms



Reviews



Meet the Team



Promotions

When working on any social media account, try to develop a strategy based on your brand voice. The above three categories are examples, but a great starting point. Perhaps, for your business, you want to show work that you've done, products you offer in use, or example scenarios of how your company helps potential customers.



It All Works Together...

CONTACT US TODAY FOR YOUR FREE CONSULTATION

PORTKEY Website Marketing
1.6K likes • 1.7K followers

Portkey SEO Solutions
FOR ALL YOUR WEBSITE DESIGN AND SEO NEEDS

Our Service Tiers

- Graphic Design
- Website Design & Hosting
- Search Engine Optimization

Free Website!

YOU COULD WIN A

Free Website!

YOU CAN ENTER TO WIN A FREE ONE PAGE WEBSITE AND FREE HOSTING FOR ONE YEAR NOW THROUGH JANUARY 31ST!

HOW TO ENTER THE GIVEAWAY:

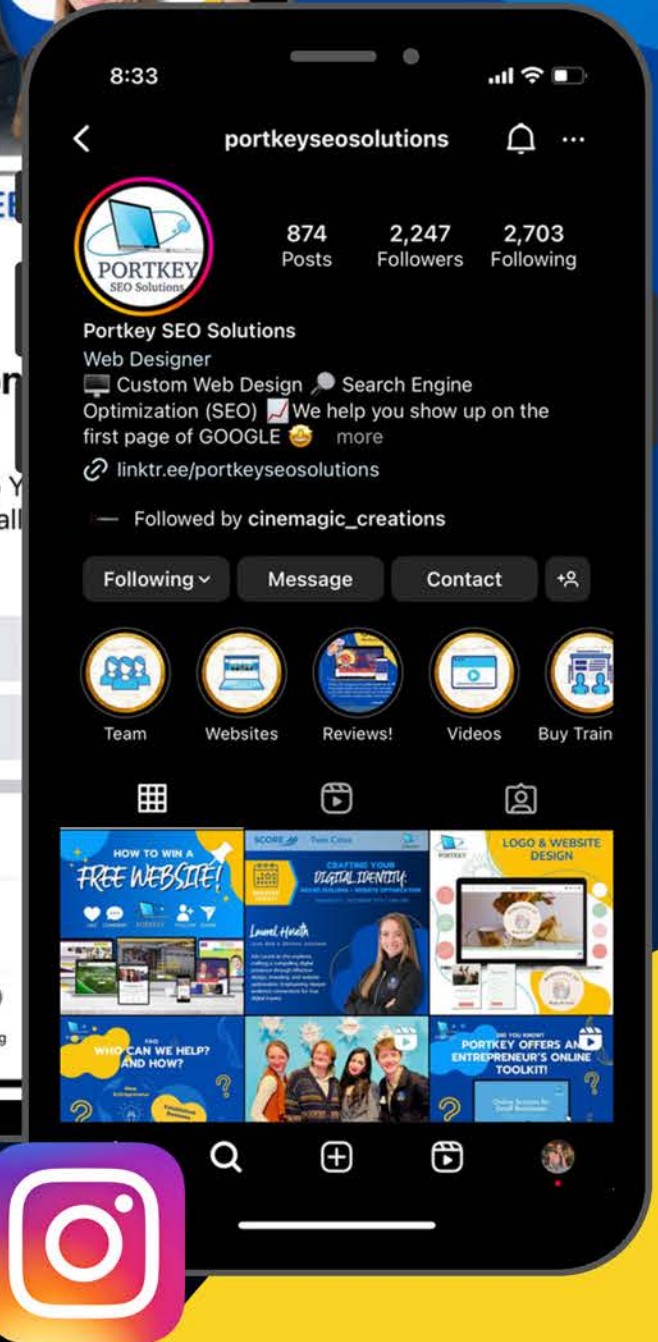
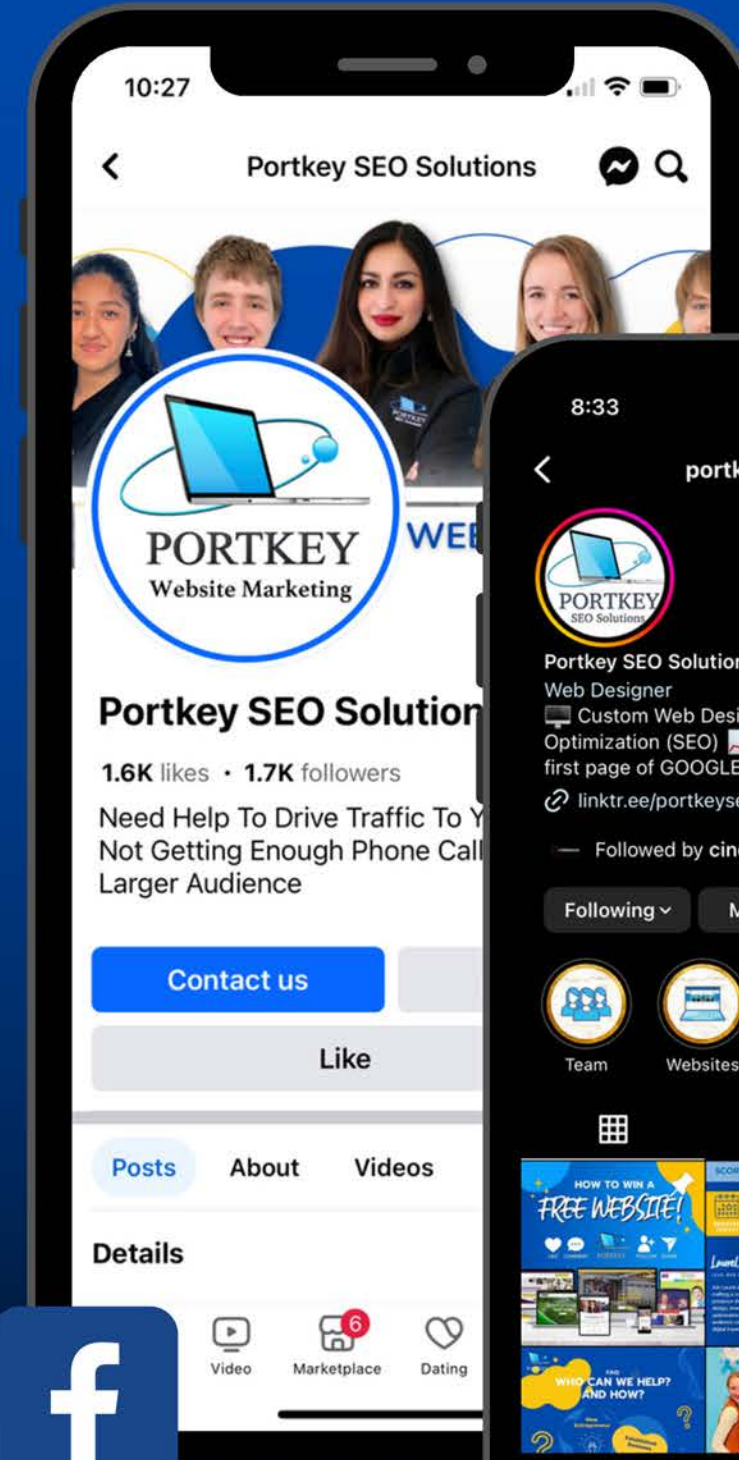
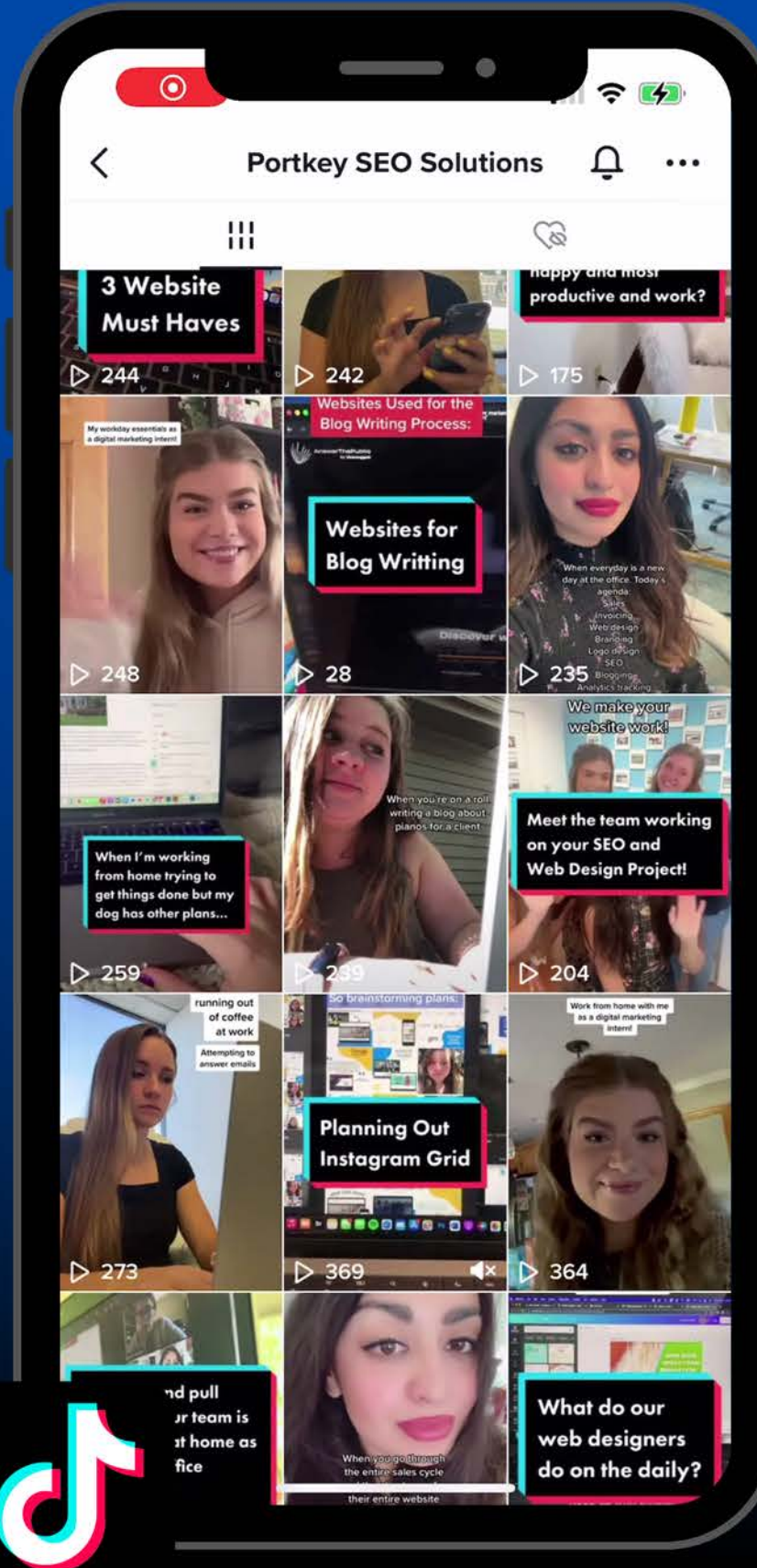
- LIKE OUR GIVEAWAY POST on the social media of your choice
- COMMENT & TAG 3 small businesses and/or friends
- FOLLOW US to stay updated
- SHARE THE POST to your page and/or story - tag us

Once you complete your Social Media Strategy, Website Design, and GMB Optimization, you're ready to go! Keep in mind that these are all great **first steps**- in the future you'll want to maintain all of these platforms to keep them strong over time.

Once you've perfected these platforms, take the time to learn how to grow beyond them through specialized marketing strategies, Search Engine Optimization, Email campaigns, and more!



Follow Us:





Let's Keep in Touch!

Whether it's for your next web design, SEO, or graphic design project we are here to help.

Phone Number
(612) 203-6612

Email Address
info@portkeyseo.com



Thank you!





PORTKEY

Any Questions?