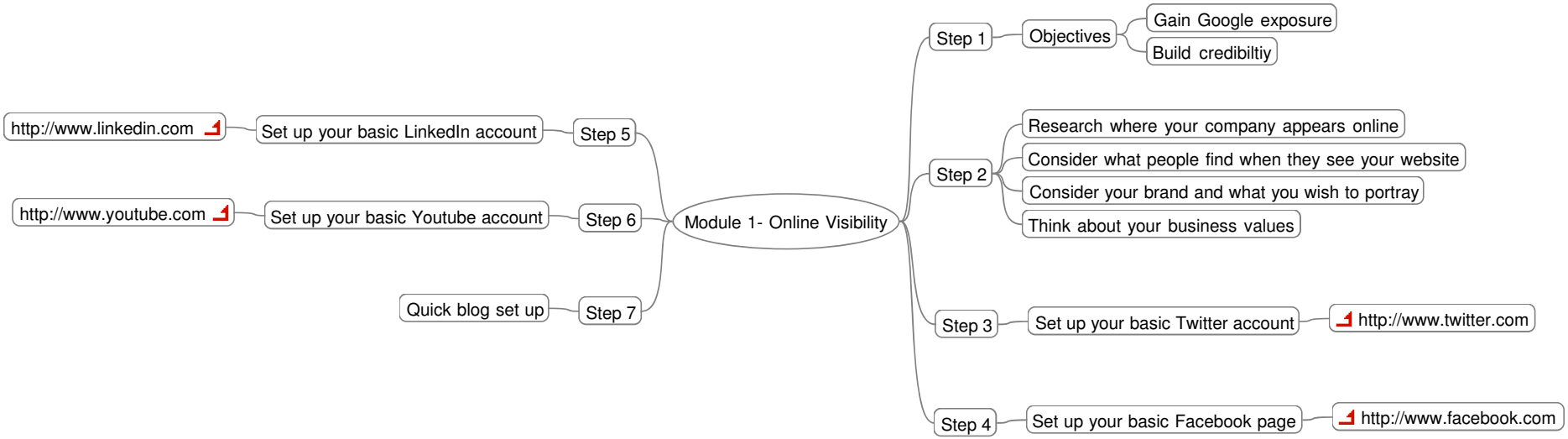
Module 1- Online Visibility
Step 1
Objectives
Gain Google exposure
Build credibiltiy
Step 2
Research where your company appears online
Consider what people find when they see your website
Consider your brand and what you wish to portray
Think about your business values
Step 3
Set up your basic Twitter account
http://www.twitter.com
Step 4
Set up your basic Facebook page
http://www.facebook.com
Step 5
Set up your basic LinkedIn account
http://www.linkedin.com
Step 6
Set up your basic Youtube account
http://www.youtube.com
Step 7
Quick blog set up