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The Internet Is Not a Jungle

You only need 3 things to be found. Think of them like information boards around your town:

1) A place people can find you (Google + Bing)

This is where everything starts. If you have a [website](#) - great. Now make sure search engines can see it.

- Set up **Google Search Console** (free). It helps you check whether Google can crawl your site, spot problems, and **request indexing** for important pages.
- Don't confuse indexing with ranking: Search Console helps you get *included* in Google's index and monitored - it doesn't automatically put you on page one.

Also create a **Google Business Profile**. This is your online business card:

- Your location or service area
- Opening hours
- Photos
- Your website and contact buttons
- Most importantly: **reviews**, which build trust fast

2) A place people can see you (Instagram / Facebook / TikTok)

“See you” doesn't mean showing your private life. It means showing proof your business is real.

Post simple content:

- Product photos
- Behind-the-scenes process
- Your space / your hands / your tools
- Customer results (before/after)

You're not trying to entertain a million people. You're trying to reassure the right 50.

3) A place people can contact you (WhatsApp / Messenger + email)

For small businesses, messaging is the fastest path to a customer. Make it look professional:

- Clear profile photo (logo or product)
- Short bio: what you do + where you are
- Quick replies / basic price or booking info
- A clean status (one line that matches your brand)

Email is still useful for formal clients - but messaging is where most first conversations happen.

Corporate: "Omnichannel digital presence strategy."

Reality: "Be findable. Be visible. Reply fast."



Your Phone Is Enough

You don't need expensive cameras or complicated tools. Your phone is enough.

You are not creating cinema. You are building trust.

What to post?

Show the process.

- Baking a homemade cake?
Take a picture of each step - ingredients, mixing, decorating.
- Making colorful soaps in your kitchen?
Photograph your hands shaping them.

- Running a small café?
Show how you prepare the space before guests arrive.

People trust what they can see.

What about video?

Yes - but keep it short.

The first 3 seconds decide if someone keeps watching.
15-30 seconds is enough.

Use:

- Fast cuts of the process
- One clean scene
- Natural light

No heavy editing needed.

Forget perfection.

Perfection feels distant.

Real feels trustworthy.

You are not competing with global brands.

You are building connection.

Good light.

Clear image.

Real work.

That's enough.

Corporate marketing says:

“You need a content strategy, engagement funnel, brand voice alignment, visual identity system, audience

segmentation...”

Small business reality:

“Take picture. Post. Repeat.”

Which one sells cake faster?



Why a Simple Website Matters

Social media is rented space.

Your website is your house.

On social media:

- Algorithms change
- Posts disappear
- Accounts get blocked
- Reach goes up and down

You don't control it.

A website is different.

It is:

- Stable
- Searchable
- Professional
- Always available

When someone hears about your business, they search your name.

If they find:

Nothing → they hesitate.

Only Facebook → they are unsure.

A clean website → they trust you.

You don't need 20 pages.

You need one clear page with:

- Who you are

- What you offer
- Real photos
- Contact information
- Clear button (Call / WhatsApp)

That's enough to move from "small hobby" to "real business."

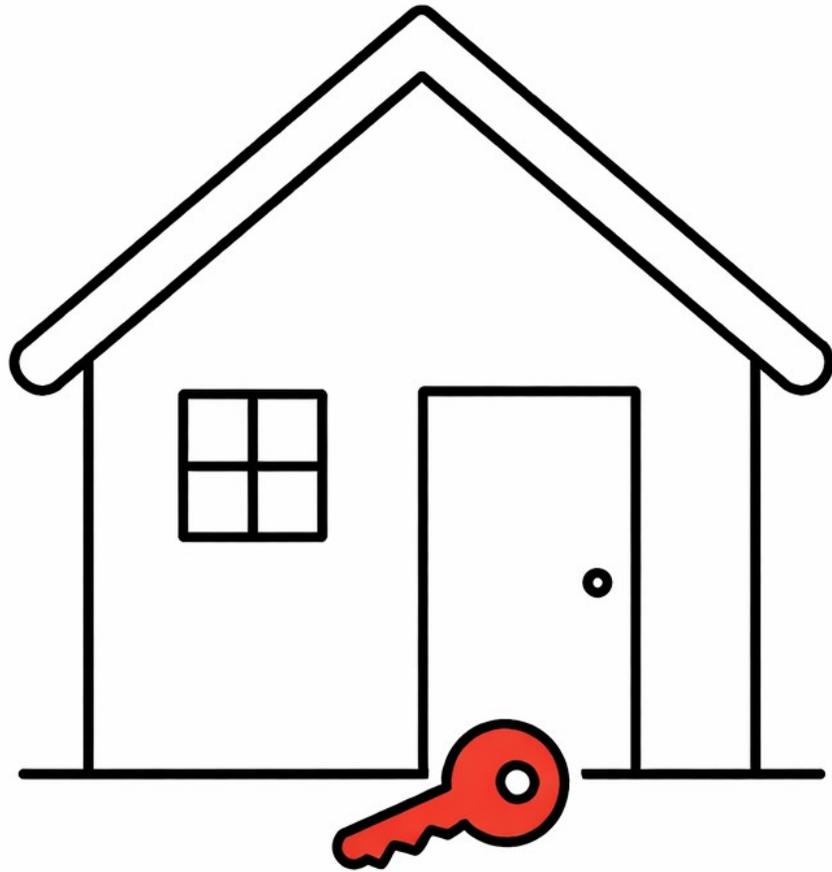
A simple website is not about looking big.

It is about being clear.

Corporate vs Reality

Corporate: "High-converting multi-page digital ecosystem."

Reality: "One clean page that works."



Build your first website guide available [here](#)

Step by Step – Without Fear

You don't need to build an online empire in one week.
You need small, consistent actions.

Week 1 – Prepare and Claim Your Space

Gather your basics:

- Business name
- Address or service area
- Phone number (WhatsApp ready)
- Email
- License (if applicable)
- Short description of what you do

Now create your **Google Business Profile**.

Add:

- Correct category
- Working hours
- 3-5 photos
- Short description
- Contact button

You are now discoverable.
That's your first digital footprint.

Week 2 - Show Proof of Life

Add at least 3 real photos to your Google Business Profile:

- Your workspace
- Your product

- You in action

Write short descriptions under each photo.

If you have time, repeat this on one social media channel.

Consistency matters more than perfection.

Week 3 - Build Trust

Ask 3 recent customers to leave a review.

Do it simply:

- Send them the direct review link.
- Thank them publicly.
- Reply to every review professionally.

Reviews are digital word-of-mouth.

This is where trust begins.

Optional task:

Start thinking about your future website.

Write on paper:

- Who is your main customer?
- What problem do you solve?
- What makes you different?

Choose 2-3 brand colors.

Save inspiration.

Collect ideas calmly.

You are preparing, not rushing.

Week 4 - Create a Simple Website

Start small.

Minimum structure:

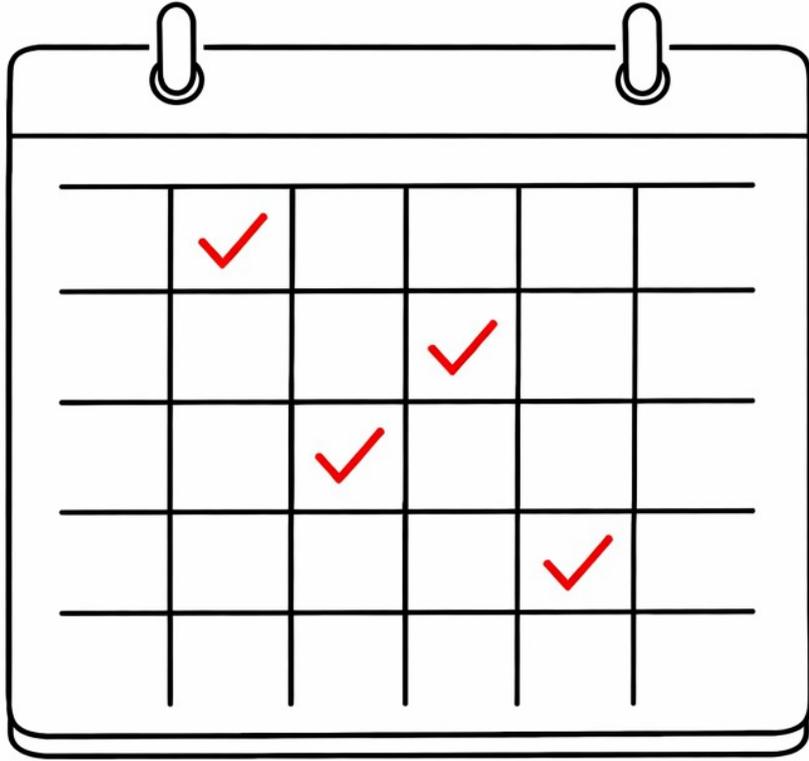
- About you
- Services or products
- Photos
- Contact information
- Clear “Call / WhatsApp” button

Make it mobile-friendly.

Then connect everything:

- Add website link to Google Business Profile
- Add social media icons
- Submit website to Google Search Console

Now your digital system is connected.



Why You Were Afraid

- Doing it wrong
- Being judged

But silence keeps you smaller than mistakes ever will.

The internet is not a jungle.

It is just another room.

Enter.

You were not afraid of the internet.

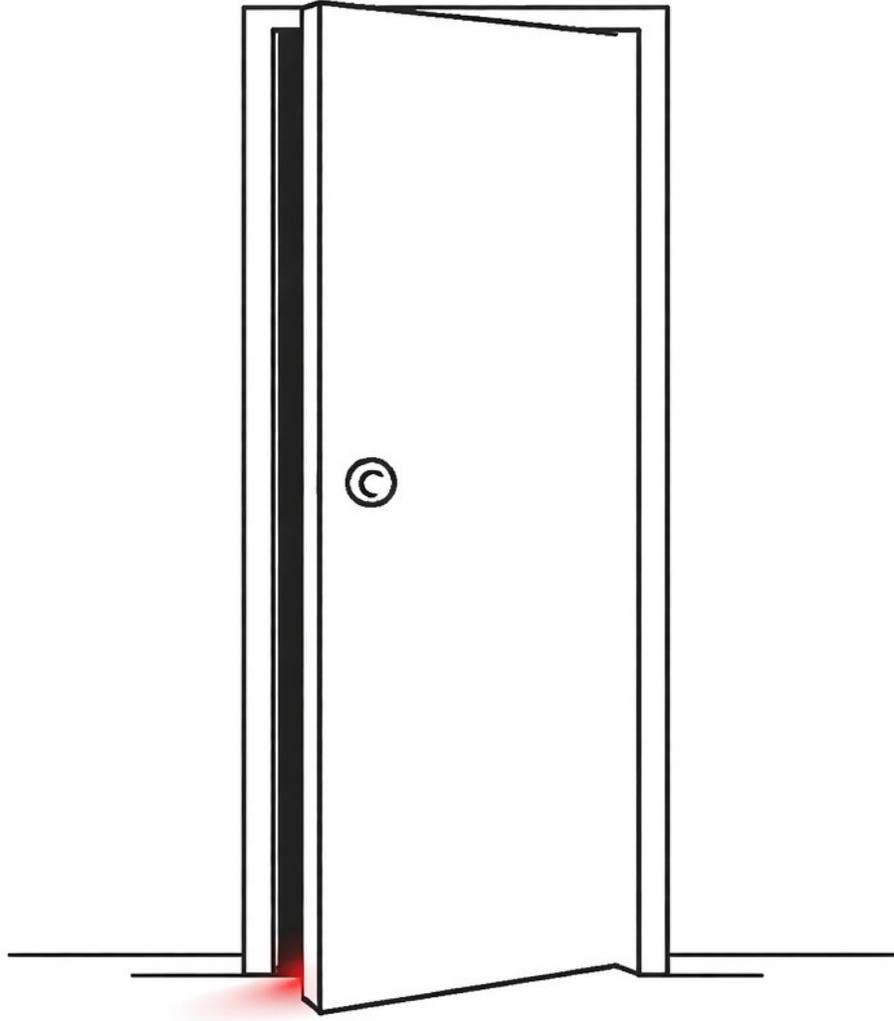
You were afraid of:

- Looking foolish

Corporate vs Reality

Corporate: “Market penetration strategy.”

Reality: “Open the door.”



You Don't Need to Understand Everything Today.

You don't need perfect photos.

You don't need complicated tools.

You don't need to be a marketing expert.

You only need to start.

One step.

One photo.

One review.

One page.

Small businesses don't grow because they are lucky.

They grow because someone decides to stop hiding.

If you feel stuck or overwhelmed,
you don't have to figure it out alone.

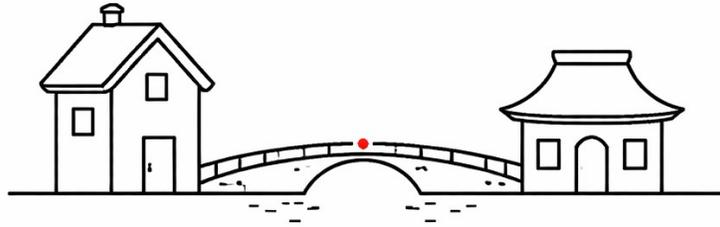
When you're ready for help,
you know where to find me.

Start first.

Then grow.

Corporate: "Full-service digital acceleration program."

Reality: "Start. Improve. Ask for help if needed."



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