

# Pier-Pointer

## *Tips and Pointers*

*for your Website..*

### A Web Presence

Your Website is your presence in this digital age and it can not be overstated that every company needs a web presence in 2019. This can be as simple as an introductory site, an informational site, a site for selling, or just about anything you wish to portray about yourself, your product or your Service..

Consider this definition of Presence: “The state of existing, occurring, or just being present”. Are you sharing your product or service as effectively as you can..? Are you presenting your Business interests in a way or style that establishes your ‘presence’. Is your technique open for improvement..? One good way is to simply explain yourself as though you were introducing your business for the Very First time.. It can be enhanced from there..Your Presence will be a reflection of the energy you put into it. The more detail you provide, the better you have it organized, the more descriptive the picture content is are all a part of your digital presence.



### Looking for Royalty Free pictures.?

Follow these simple steps to find royalty free images using Google search.

1. Enter a search term in Google search.
2. Click images.
3. Click Settings / Advanced search
4. Under Usage Rights, select: free to use or share, even commercially.



### SEO ‘helping it to make sense’

**Search engines** have two major functions: crawling and building an index, and providing search users with a ranked list of the websites they've determined are the most relevant.

**Crawling and Indexing**      Crawling and indexing the billions of documents, pages, files, news, videos, and media on the World Wide Web.

**Providing Answers**      Providing answers to user queries, most frequently through lists of relevant pages that they've retrieved and ranked for relevancy.

Courtesy: MOZ.com