

Pier-Pointer *Tips and Pointers*

for your Website..

A Web Site is Your Best Friend..

The internet has caused a total shift in the way many Americans shop and search for the information they need. According to Statista, consumers spent more than [\\$289 billion](#) in online sales. In addition, Envesp has claimed that more than [80 percent](#) of the people who use the internet have made at least one online purchase in their lifetime. With this much consumer power, it is vital for any size business to have an online presence to stay competitive within its industry. Maintaining a good web design is one of the best ways to promote a business online. *(Thank You: BlackBearDesign.com)*



It can be reasonably said that a quality website will enhance your business future like no other single asset in this age..

Need to Accept Payments..?

PayPal is a very popular online payment option that allows small business owners to accept online payments without having a traditional merchant account.

Through PayPal business services, you can accept credit cards online or by phone. You can also generate and track invoices through your PayPal account so you get paid faster. Visit <http://paypal.com> for more information.

SEO 'helping it to make sense'

- **Show up with your Business Profile on Google** when people look for you on Search & Maps. Attract new customers with your free **Business** Profile. It's easy to create & update. Get your **business** online. Manage your **business**. Help customers find you. For all businesses. Engage with customers.
- Go to: <https://support.google.com/business/answer/6337431?hl=en>
Sign up: Get on Google My Business, then make sure that the information that Google users see is accurate and up-to-date.
- **Verify your business:** Look reputable and manage the information that potential customers see when they search for your business.