

BOOST YOUR ONLINE PRESENCE IN 2025

(WITHOUT BREAKING THE BANK)



WWW.ALIRAZAMARKETING.COM



If you're just starting out or trying to finally get your business seen online, this guide is for you.

We know how overwhelming it can feel in the beginning. There's a lot of noise out there. Build a website. Get on Google. Start posting. Run ads. Send emails. And somehow, do all of that while running your actual business. Yeah... not easy.

That's why we put this guide together. It's a simple, no-fluff starting point to help you build your online presence step by step. The goal is to show you what actually matters and how to get started without hiring a big agency or spending thousands.

We'll also show you where we can step in and help, in case you'd rather not do everything yourself. Let's dive in.



STEP 1: LOCK IN YOUR ONLINE NAME

Before anything else, you'll need to grab your domain name, the web address where people will find you online.

Something like yourbusiness.com. If you serve a specific area, you might even want to include your city or region to make it more recognizable.

A few quick tips when choosing your domain:

- Keep it short, clear, and easy to remember
- Avoid using dashes or hard-to-spell words
- Try to get a .com if possible — it's still the most trusted

Once that's sorted, you'll also need web hosting, that's what keeps your website live and loading fast. This part matters. Poor hosting can slow things down or cause outages, which drives people away and can even affect your search rankings.

If all this sounds a bit technical or time-consuming, you're not alone. We help businesses set up their domain and hosting all the time, so feel free to reach out if you'd rather hand it off and focus on what you do best.

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STEP 2: BUILD YOUR WEBSITE

Once your domain and hosting are ready, it's time to build the actual website, the digital home for your business.

Don't overthink it at this stage. Your site doesn't need to be fancy or complicated. It just needs to be clear, clean, and easy to navigate. Think of it as a helpful introduction that shows people who you are, what you offer, and how they can get in touch.

Here's what most modern websites should include:

- Homepage – A clear overview of what you do
- About Page – Share your story, experience, or values
- Services or Products Page – What you offer and how it helps
- Contact Page – Easy ways to reach you (form, phone, email)
- Testimonials (if available) – Real words from real people build trust

You don't need to hire a big design agency or spend months building something complex. Tools like WordPress are reliable, flexible, and easy to manage – especially once things are set up properly.

If you'd prefer to avoid the learning curve, we design and manage websites for our clients using WordPress, keeping everything professional and easy to update.

And if your business grows later on? No problem. You can always add blog sections, booking features, or even an online store. Start simple, but build in a way that can grow with you.



WHERE QUALITY MEETS AFFORDABILITY.



STEP 3: SET UP YOUR GOOGLE BUSINESS PROFILE

If someone searches for your business name or the type of service you offer, what do they see? That's where Google Business Profile comes in. It helps you show up directly in local search results and Google Maps. It's completely free and incredibly valuable.

With a properly set up profile, people can find your location, hours, website, photos, and even leave reviews. If you're not showing up here, you're missing out on a lot of visibility.

Coffee House

4.5 ★★★★★ 56

Coffee shop



1635 Market St, Philadelphia, PA 19103

Open - Closes 6 PM



Website



Directions



Phone



(215) 555-7890



Here's what to do:

- Head to google.com/business and sign in with a Google account
- Enter your business name and details like address, phone number, and website
- Choose the most accurate business category. This helps with visibility
- Add a short, clear description of what you offer
- Upload real photos, your logo, your work, your space if applicable
- Verify the profile (usually by mail or phone)

Once it's live, don't leave it sitting there. Keep your info up to date, respond to reviews, and add posts or updates regularly, even short ones. Google notices when you're active, and that can help your ranking.

We help clients optimize and manage their Google profiles as part of their local strategy. If you'd rather have it done right without digging into all the settings, it's something we handle regularly.

STEP 4: SET UP YOUR SOCIAL MEDIA ACCOUNTS

Whether you like it or not, people often check your social media before your website. It's where they get a sense of your brand personality, how active you are, and whether you're the real deal.

You don't need to be everywhere. Start with one or two platforms where your potential customers actually spend time. For most businesses, that usually means Facebook and Instagram.

Here's what to focus on when setting up:

- Use your business name consistently across all platforms
- Add a recognizable profile photo (usually your logo)
- Write a short, clear bio that says what you do and who you help
- Link back to your website or contact page
- Upload a branded cover image (something clean and professional)

Once your profiles are up, don't let them go stale. Post consistently, even if it's just once or twice a week. You don't need to go viral. Just show that you're active and trustworthy.



STEP 5: START WORKING ON YOUR SEO

SEO (Search Engine Optimization) is what helps people find you on Google. It's how you show up when someone searches for what you offer, whether they're typing in "best haircut in [your city]" or "affordable web design."

And no, it's not just for big companies or tech people. Even a few simple SEO steps can make a real difference.

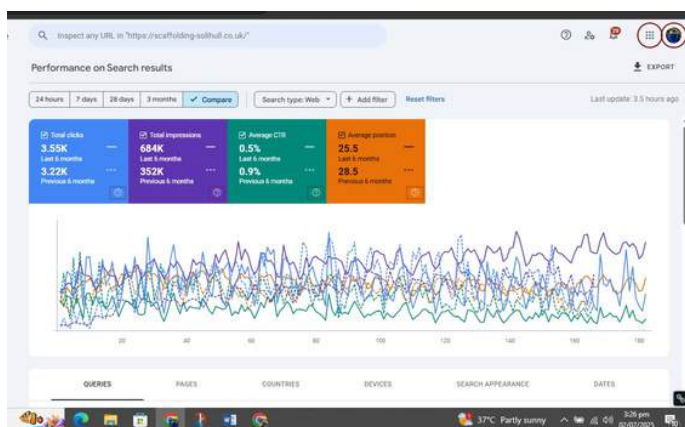
Here's where to begin:

- Add keywords naturally to your homepage and service pages. Think about what people would search to find you
- Use page titles and meta descriptions. these show up in search results and can help improve clicks
- Make sure your website loads fast and works on mobile
- Link your website to your Google Business Profile and social media pages
- Use clear headings and readable text. Google notices structure and clarity

Over time, SEO becomes more powerful when you add helpful content like blogs,

answer common questions, or get mentioned on other websites. But even getting the basics right gives you a solid head start.

We help businesses handle both the foundational SEO and more advanced strategies, from local ranking improvements to blog planning and backlink building. If SEO feels like a maze, you're not alone. We've helped many business owners get past the guesswork and start showing up where it matters.



A vertical image on the left side of the page shows a person's hand in a light blue shirt pointing at a tablet. The tablet screen displays a bar chart with blue bars of varying heights. Below the tablet, a blue pen and some papers are visible.

STEP 6: SET UP BASIC TRACKING TOOLS

Once your website and online presence are up and running, you need to know what's working and what isn't. That's where tracking tools come in.

The good news? The essential ones are free and don't take long to set up.

Here are the two you should definitely have:

- Google Analytics
- This tool shows how people are using your website. You'll see how many visitors you're getting, where they came from, what pages they looked at, and how long they stayed. It helps you understand what's catching attention and what might need improvement.
- Google Search Console
- This one shows how your site is performing in Google search. You'll be able to track which keywords are driving traffic, if your pages are indexed properly, and whether Google is having trouble reading your site.

Both tools give you insights you simply can't get by guessing. They also help you make smarter marketing decisions over time.

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STEP 7: START BUILDING TRUST WITH REVIEWS

People trust people. That's why reviews are one of the most powerful ways to build credibility online.


Think about the last time you tried a new service or visited a local place. Chances are, you checked the reviews first. Your potential customers are doing the same.

Here's how to start collecting solid reviews:

- Ask your past or current clients to leave a review on your Google Business Profile
- Make it easy. Send them the direct link to your review page
- Don't worry about getting dozens overnight. A few honest, positive reviews go a long way
- Respond to reviews, even the short ones. It shows you're active and care about your reputation
- Avoid fake or forced reviews, they usually backfire

Bonus tip: If someone sends you great feedback over email or messages, ask if you can use it as a testimonial on your website. Many will say yes.

STEP 8: USE EMAIL TO STAY CONNECTED



Email might not feel as exciting as social media or flashy ads, but it works. Really well. It's one of the most reliable ways to stay in touch with people who've shown interest in what you do. Whether they're past clients, current customers, or just curious visitors who signed up for something, your email list is full of people who already know your name.

Here's how to use it well:

- Start by collecting emails through your website, free downloads, or contact forms
- Send occasional updates: helpful tips, new offers, behind-the-scenes, or even personal notes
- Keep it simple. You don't need fancy graphics. A few honest lines in plain text can go a long way
- Don't ghost your list. Even one email a month keeps your name in their inbox
- Make it easy to unsubscribe. It builds trust (and keeps your list clean)

You're not trying to "sell" in every email. You're showing up, adding value, and reminding that you exist. And when they're ready to buy, guess who they'll think of?



STEP 9: KEEP IT GOING WITHOUT BURNING OUT

Maybe you've launched your site, set up your profiles, and even posted a few times on social media. But then... life gets busy. Client work takes over. You skip a few updates. Things start to slide.

That's normal.

The key is building a rhythm that you can actually stick to, without feeling overwhelmed or needing to reinvent the wheel every week.

Here are a few ways to make it easier:

- Pick one day a month to schedule your content
- Use basic tools like Google Calendar or Sheets to stay organized
- Focus on one area at a time, SEO, content, reviews, or ads
- Keep an eye on what's working using tools like Google Analytics

And if you ever feel stuck or unsure what to do next, we're just a message away. Whether it's monthly support or just a one-time strategy call, we've got your back.

STEP 10: ABOUT ALI RAZA MARKETING

Ali Raza Marketing was created with one goal in mind: to help new and growing businesses build a strong online presence, without spending thousands or dealing with big, bloated agencies.

We work with small businesses, startups, and solo entrepreneurs across the US, UK, Europe, and beyond. Whether you're launching something new or just trying to get your digital act together, we've probably helped someone in your exact shoes.

Our services are built around what actually works, not trends or gimmicks. We focus on websites, SEO, content, email marketing, and social media. And we keep our pricing transparent and fair.



OUR MONTHLY PLANS


We offer three flexible plans depending on where your business is at right now:

STARTER PLAN – \$299/MONTH

For new or local businesses who need a solid online foundation

- 5-page WordPress website
- Basic SEO setup

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- Google Business optimization
 - One social platform (2 posts/week)
 - Monthly email campaign
 - Strategy call and light support

GROWTH PLAN – \$499/MONTH

For growing businesses ready to take things further

- Website management (up to 10 pages)
- Full on-page SEO + Google tools setup
- Two social platforms (3 posts/week)
- Monthly email marketing
- Light ad setup
- Ongoing strategy and support

SCALE PLAN – \$699/MONTH

For businesses ready to grow across multiple channels

- Website + blog management
- Full SEO + Local SEO + Booklist strategy
- Three social platforms (4–5 posts/week)
- Monthly ad campaigns
- Email list growth and campaigns
- Strategy, analytics, and support

☎ Ready to take the next step?

If you'd like some help getting started or just want someone to take the digital side of your business off your plate, we'd love to chat.

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