

## Research Assessment #2

**Date:** September 6, 2017

**Subject:** Freshen Up One's Online Brand's Curb Appeal

**MLA Citation:**

Erskine, Ryan. "5 Ways To Freshen Up Your Online Brand's 'Curb Appeal'." *Forbes*, Forbes Magazine, 6 Sept. 2017, [www.forbes.com/sites/ryanerskine/2017/09/06/5-ways-to-freshen-up-your-online-brands-curb-appeal/2](http://www.forbes.com/sites/ryanerskine/2017/09/06/5-ways-to-freshen-up-your-online-brands-curb-appeal/2).

**Assessment:**

Erskine's article aims to help an individual consider ways to improve one's online brand's curb appeal. The article specifically mentions online advertising and how customers will react when they see one's ad. It gives tips and topics to consider to increase the amount of people that view a business online and end up purchasing from the company. This article has shown me many types of things that I must consider in order to make my business more successful as a whole.

It is important to raise the chances that the buyer will contact a business owner. They will end up diverting from one's website if they do not like what they see. I must make sure that my ad is appealing and will bring in as many people as possible. I should make sure to make it unique so it is not just the same type of thing that people have already seen. It should catch their attention so they will be interested in learning more and want to see what the ad is talking about.

A place to consider advertising is on Google through a Google Adwords Campaign. An ad gives one further control of the narrative. With an ad ranking at the top of one's search results, consumers will be less prone to be distracted by irrelevant search results. This will allow me to target my market and find the customers who may actually purchase my product. It will help grow the business and spread awareness for it.

Furthermore, consumers often get distracted online and I have to make sure that I greatly reduce the chances of that happening. Consumers look at the first ads and rarely ever go to the other pages so it's key that I reserve the top spot when individuals search about something related to my business. I want to put the money spent in advertising to the best use and make sure to only invest if I am getting a top spot or else I would not get much traffic to the website. I also must do more research to see other ways to improve online advertising and bring in more customers.

A verified Google listing gives a business the opportunity to appear across Google Search, Maps, and other Google applications. This is important so that individuals will know how to get to a location and have accurate information about what they are seeing about a business online. Often times, people tend to go off what they see online about a business such as

hours of operation and if that is wrong, people would lose trust in the business and likely not give them their money.

An interesting idea that I had not considered before was creating a Wikipedia page for my business. Google tends to put in a two-sentence description from Wikipedia so if there is no Wikipedia page, Google will randomly choose sentences from the website and show those. In doing that, customers can get confused and not see exactly what they need to hear about a business. I must make sure to create a page as it also helps to make my business more professional and dominant in the marketplace.

Through this article, I have learned of many new ways to improve an online business which I will take into consideration and implement in the future. This knowledge will prove to be useful as it can directly be related to my future career which would most likely require some form of online advertising.