



3 SIMPLE SECRETS Successful Vegan **BUSINESS OWNERS USE** That Increase their Visibility Online

Here at vKind we care about YOU and the success of YOUR vegan business.

That's why we're SO excited to share this guide with the 3 Simple Secrets Successful Vegan Business Owners Use That Increase Their Visibility Online!

**SIMPLE
SECRET**

#3

Successful Searches

Where do people search for everything they need?

Google!

Even though Google is the world's most-used search engine, you'd be surprised at how many businesses haven't set up a FREE Google My Business Account. This is by far the easiest way for customers to find your website, location (if applicable) and hours, submit reviews, and more.

So, if you haven't yet, let's set up a Google My Business page!

First, search to see if your business already has a profile. If it does, it'll appear to the right of the search results when you enter the name of your business. Click on "Own this business?" to claim it and follow the steps.

Here's how to set up a new profile in a jiffy

- Head to business.google.com. You'll be prompted to sign in to your Google Account, or create one.
- Enter your business name.
- Enter your address.

Choose if you want your business location to appear on Google Maps.

If your business doesn't have a physical location but works in a service area, list the area instead.

Alternatively, you can hide your address if you don't service a specific area.

- Choose your business category.
- Add your phone number (optional) and website.
- Complete the verification step.

Here's how to set up a new profile in a jiffy (part 2)

For most businesses, verification will involve requesting a postcard using the address you entered in your profile. When you receive the postcard, go to google.com/business and verify the location by entering the five-digit verification code on the postcard.

It may take a few weeks for your business listing to appear on Google. While you're waiting, you can download the Google My Business app to manage your account on a mobile device and fill out a few other things:

- Description
- Hours of operation
- Photos
- Videos
- Products or services

Here's how to set up a new profile in a jiffy (part 3)

When your listing is live, you can implement other features: receive and respond to text messages from customers, and create posts and events the same way you would on any other social network. These pro features will boost your visibility in search and increase your customer service game.

Don't forget to ask your customers to review you there too!

- When your profile is live

Your photos, website, hours of operation, address (if applicable), phone number, products or services, reviews, and posts should all be visible when a user searches for your business.

Businesses with physical locations will appear on Google Maps. You can also add and manage multiple locations.

Explore the other features such as Insights (analytics) and advertising.

To edit your profile at any time, return to business.google.com.

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#2

Videos = Visibility

Video is a powerful way to increase visibility for your business. We're in a time when skepticism and mistrust of businesses are at an all-time high, and getting to know who's behind the brands we interact with is extremely important.

And, all you need is a smartphone!

Video is built-in to many of the social media platforms we already use, like Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok.

If you're new to video, start small and experiment with Instagram or Facebook Stories, which are split up into 30-second clips and disappear after 24 hours, unless you create a Highlight Reel for them.

Once you get more comfortable with recording, you can venture into longer-form content that appears in people's feeds. Make sure to include a compelling description, keywords and/or hashtags, and a link back to your website, if you're talking about a specific product or service.

Live Broadcasting

If you have a team member who's a great speaker, consider LIVE broadcasting. If you've got a large audience, you can start your own web show at a specific time. You could do Q&As and interviews with other people...the possibilities are endless!

YouTube is THE platform for businesses that rely on a strong visual presence. Whether it's how-tos, a web show, or you just have a lot to say, take advantage of the second most-searched site online. Be sure to use keywords for your title, description, and as tags to increase your searchability.

YouTube is also where a TON of vegan cooks hang out! (Yum!)

Is it important to be on trend with younger audiences? Get on TikTok and use Instagram Reels. Watch to see how other brands use these features, before you start posting yourself.

Speaking of that...BE YOURSELF!

Mastering video

A few other tips on mastering video:

- Shoot in a space with good lighting. You don't need fancy equipment, but it helps to face a window or shoot outdoors.
- Look at the camera! If you're using a smartphone, look at the camera lens and NOT at yourself, or you'll appear as if you're not talking to your viewer.
- Handheld is great for short videos, but a desk stand can help if you're doing longer videos and need to keep your phone steady.
- Make sure your recording device is at eye level or above so your viewers aren't looking "up" at your chin.

If you have a bigger budget, you can invest in more equipment like cameras and stands, lighting, renting space or furnishing a studio at your location, or even hiring professional videographers.

What's important is that you start to build trust between your brand and your audience.

**SIMPLE
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#1

Listing Love and Leverage

vKind aims to make it easy for vegan companies and professionals to not only get visibility, but also network and partner with other vKind business members. To take full advantage of this you want to maximize YOUR vKind listing today!

Your listing is the key to being found by both, consumers and potential clients and partners. It's also the best way for fellow vegan business owners to find you to take advantage of a service or product they can use!

Be sure to add compelling and high-resolution photos as people LOVE to see what you're offering. [Evolutionary listings](#) also have the ability to add a video which can be used to convey a higher understanding of your brand or offer and can be used for promotions. Remember, a picture tells a thousand words, and a video tells even more—you want yours to give people a positive impression of your business.

Listing Love and Leverage



Aside from filling out what your business does, use the text area to tell your story, talk about what makes your business unique, and WHY you do what you do.

Use **keywords** that will make it **easy** for people to find you when they **search** in the directory. For example, if you do website design, also use “web development” as an alternative term someone might enter to find you.

Think of what words they would use to search what you do or what you’re selling.

You’ll also have a chance to include your location, category/ies, hours, amenities, website, social media accounts, and contact information. The more information you include, the easier it will be for potential customers and clients to find and learn more about you!

So there you have it!

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If these tips have helped you, be sure to let us know via email or social media. We'd love to hear your success story!

Also, let's stay connected as we hope to provide you with a ton of value to help get your vegan business more exposure. We are honored to have you as part of the vKind community and together we will boost the VegEconomy®.

And... if you really want to take full advantage of your listing to boost your business let's jump on a quick call! **We offer FREE 15 min strategy sessions to get you the most traction possible from being on vKind.**

[Book your free strategy session HERE today!](#)