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IS YOUR COMPANY BEING FOUND?

A practical guide to turning digital presence into real opportunities.



Presented by

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A practical guide to turning digital presence into real opportunities.

Your business may be excellent in the real world. But one question comes first: when someone searches for what you offer, does your company appear?

Today, that search may begin on Google, Maps, social media, a website or even an artificial intelligence tool.

Before customers can choose your company, they need to find it.

From your real business to a bigger future.

Your Google Business Profile can open new doors.

Many companies offer excellent products and services, but do not present themselves clearly when someone searches on Google. A well-structured profile increases visibility, builds trust and brings you closer to new customers.

Business Profile checklist

- Correct business name and category
- Up-to-date telephone number and opening hours
- Clearly described services
- Real photographs
- Linked website and WhatsApp

When the profile is clear, customers understand faster, trust more and make contact with less friction.

SEARCH HAS CHANGED.

Before

• Search

• Open several links

• Compare on your own

Now

• Search

• Google and AI organise the information

• The user chooses from a small number of options

Being understood by platforms has become crucial.

The source illustrates this change with a florist search and business listings. These are teaching examples, not Quevia testimonials or local business claims.

TRY THIS 30-SECOND TEST.

1. Search Google for the main service your company sells.

2. Do not search for your company name.

3. See who appears first.

Did your company appear?

Before you can sell, people need to find you.

The original example searches for air-conditioning installation in Ribeirão Preto, Brazil. Use the service and area relevant to your own business.

SAME SERVICE. DIFFERENT RESULTS.

Two businesses in the same sector. See how a well-structured digital presence makes a difference.

Company A

- Complete profile
- Reviews
- Website
- Clear information

Company B

- Incomplete profile
- Little information
- No website
- Low clarity

Digital presence is more than just being there. It means being structured.

7 FREE IMPROVEMENTS TO YOUR GOOGLE BUSINESS PROFILE.

With a few simple changes, your company becomes more visible, builds more trust and attracts more customers on Google.

1. Category
2. Services
3. Description
4. Photos
5. Opening hours
6. Telephone
7. Reviews

An eighth valuable element: a linked website.

Small changes. Big results.

EACH CHANNEL HAS A ROLE.

Together, they bring more opportunities to your business.

Instagram: relationships

Show everyday work, tips and results, and bring your brand closer to people.

Google: discovery

Put your business on the map when someone searches for solutions in your area.

Website: depth

Present all services, case studies, strengths and confidence-building information for people who want to learn more before deciding.

WhatsApp: conversation

Answer questions, send quotes and help close the sale more quickly and conveniently.

More people know us. More business opportunities. More comfort in more homes: these are the stages illustrated by the source's air-conditioning example.

A STRONG INSTAGRAM IS GREAT. BUT IT CANNOT DO EVERYTHING ALONE.

Instagram shows your work. Google helps new people find your company when they are already searching for a solution.

On Instagram

• Showcase work

• Build relationships

• Strengthen the brand

In search

• Capture intent

• Enable discovery

• Direct people to contact you

Instagram attracts and engages → Google brings intent → the website converts → WhatsApp serves and closes.

When Instagram, Google, your website and WhatsApp work together, your company creates more ways in.

YOUR WEBSITE CAN BECOME YOUR BEST SALESPERSON.

Any website will not do. Ideally, you need a structured website to explain your company and make choosing easier.

- More clarity
- More credibility
- Easier contact
- More opportunities

Standard website

Attractive but superficial. Says little about services. Gives search and AI less context.

Structured website

Explains services clearly. Organises location and evidence. Brings a better-prepared customer to WhatsApp.

Your website is the official source that helps customers, Google and AI understand who your company is.

AN ATTRACTIVE WEBSITE IS NOT ENOUGH.

A good website needs to explain:

• Who the company is

• What it does

• Where it operates

• What services it offers

• How to get in touch

This information helps customers quickly understand whether your company has the solution they are looking for.

Design draws attention. Structure creates understanding.

STANDARD WEBSITE × STRUCTURED WEBSITE.

Important services deserve clear pages.

When each service has its own explanation, customers understand better, Google gets more context and your company increases its chances of contact.

Standard website

• Says little about services

• Gives Google and customers less context

• Less clarity and more questions

Structured website

• Explains each service on dedicated pages

• Organises location, evidence and strengths

• Brings better-prepared customers to WhatsApp

A clear page creates understanding. Understanding creates more chances of contact.

A PROMISE DRAWS ATTENTION. EVIDENCE BUILDS TRUST.

A good headline sparks interest. But the right evidence helps customers trust and choose your company.

Real reviews

Show other customers' experiences.

Photos and results

Help customers visualise the service.

Clear information

Reduces uncertainty and speeds up the decision.

The original uses an illustrative air-conditioning website, reviews and before-and-after photographs to show these evidence types. They are not Quevia client testimonials.

A promise catches the eye. Evidence helps people decide.

CUSTOMER QUESTIONS BECOME CONTENT.

Every repeated question is a chance to guide customers better and appear more clearly in searches.

Examples: Do you deliver the same day? What kinds of bouquets do you make? How do I order? Do you serve weddings and events?

Website FAQ

Answer common questions clearly and in an organised way.

Instagram post

Turn questions into tips and inspiration for followers.

Google description

Explain your services and strengths to people searching in the area.

Standard WhatsApp answer

Speed up service with prepared, consistent answers.

When a question becomes content, your company guides better and sells with less friction.

THE CUSTOMER FOUND YOU. NOW WHAT?

Being found is only the beginning. Without a quick response, organisation and follow-up, opportunities slip away.

From contact to sale

The customer finds you on Google → contacts you on WhatsApp → receives a quote → becomes a customer.

What gets in the way

• Slow replies: customers lose interest and look elsewhere.

• Quotes without a reply: you send them, but customers do not respond.

• Forgotten follow-up: opportunities cool down and are lost.

• Accumulated messages: conversations get mixed up and customers receive no reply.

What helps

• Organised WhatsApp: all conversations in one place.

• Faster responses: help at the right moment.

• A sales process: from contact to closing.

• More opportunities used: fewer losses, more sales.

Finding customers matters. Good service and follow-up turn interest into opportunity.

FROM DISCOVERY TO SALE.

When digital presence is organised, customers move towards a decision with more clarity.

1. Found: appeared in search. Google makes the business visible to new customers.

2. Understood: the customer understands what you do. Your website explains services clearly.

3. Considered: compared with confidence. Instagram shows everyday work, projects and customers' opinions.

4. Chosen: decided to talk to you. WhatsApp makes first contact easier and speeds up the conversation.

5. Served: received an answer and guidance. AI helps answer questions and keeps service responsive.

6. Sale: became a real opportunity. Results: more conversations, more quotes and more sales.

Your digital presence works better when each stage prepares the next.

FINAL CHECKLIST + QUEVIA ASSESSMENT

If your company already does good work in the real world, the next step is to organise its digital presence so it can be found, understood and chosen.

Your final checklist

Check whether the main points are up to date:

• Updated Google Business Profile

• Instagram aligned with the business

• Website with clear information

• Services explained on dedicated pages

• WhatsApp ready to serve customers

• An organised sales process

Quevia Assessment

A practical analysis of your digital presence to show what is working, what can improve and the next steps for your business to grow.

• Identifies digital presence bottlenecks

• Shows improvement priorities

• Clearly indicates next steps

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Before selling more, your company needs to be found, understood and well served.