

# WHY YOU SHOULD INVEST IN AN ONLINE PRESENCE

To Put Your Business Back On Track After The Effects Of Corona Virus



For small businesses, creating an online presence may not be the main priority but the recent pandemic has presented many challenges forcing the need for changes to operations and strategies. Putting your business online is crucial to reaching more customers now so more than ever.

As a business, your goals are most likely to generate leads, make sales and increase awareness of your company. The vast majority of your potential customers are online so building an online presence is the most effective way to achieve these goals, that is if you know what you're doing. The transition of taking your business online can be daunting and take a lot of time and effort to see the benefits but in this digital age investing in a digital strategy is essential.

Here are our top reasons for creating an online presence;



- Make it easier for potential customers to come to you
- Build relationships and engage with customers
- Utilise online tools such as social media to market your brand
- Make it easier to showcase products/ services

If people are looking for a product or service, they are most likely to do their research online and be influenced by what they see. This means it is crucial that you make your business easy to find using SEO and make your brand look good by creating a high standard website. These steps along with digital marketing will help you reach a wider audience and give you a competitive edge over other businesses.

## Search Engine Optimisation



It may seem easy to create a website and think you're done, but this doesn't mean search engines will show it to people. There are nearly 2 billion websites online so there is a lot of competition to be seen by potential customers. However, that doesn't mean it's a waste of time, with the right SEO strategy you can increase searchability and visibility.

Organic search is often the primary source of website traffic for businesses so being highly visible on search engines will be very beneficial to get customers to your website and ultimately convert to a sale.

SEO establishes trust and credibility to your businesses but this can't be built overnight, you need to invest time and effort to reap the full benefits and keep up with the evolving tactics.

## Web Development



Web development is a rapidly growing tool for business growth that can help you increase awareness of the services/products you are offering. A fully optimised website plays a vital role in attracting valuable customers through search engine traffic and maintaining them. Having a well designed, informative and updated website will add credibility to your business and in turn strengthen your brand.

By enhancing and improving websites based on user experience, you will be more likely to convert views into sales as it will be easier to navigate and easier to understand for the customer. Due to more than 50% of search queries being conducted on mobiles, it is essential to also optimise your site for different devices.

## Social Media

Social media marketing is a great way to improve brand loyalty by engaging with customers to build relationships and set your business apart from the competition. When done effectively, social media can lead to more customers, traffic and engagement as it allows you to showcase your brand locally and internationally.

By understanding the characteristics of your target audience, you can better resonate with customers which will increase engagement and brand loyalty so customers will continue to use your business.

In regards to SEO, having multiple social profiles will increase visibility for your business as people can share your content meaning more links, which are an important SEO ranking factor.

Customers are heavily influenced by what they see online so having an active and on-brand presence when your potential customers seek you out will impact their perception of you.



Each investment, whether time or money, on your online presence has a clear return on investment. By utilising these tools, businesses can increase their reach and in turn create more sales by effectively competing with other businesses. Modern companies must ensure they are not left behind in this dynamic world and invest in their online presence, as the benefits are massive.