

## Top Tips from James

We'll often go straight to our phones for a google search. We'll type in a business name, a problem we want solved or something we want to find 'near me'.

- Use their language – people aren't looking for "drainage inspection services" – they want to "unblock [my] drain" – is this language you're using on your website?
- What shows up on Google when they search for something you offer? Ask Google a questions – do you show up as expected?
- Make sure you update Google My Business (Google Maps listing) – [google.com/business](https://www.google.com/business) – add menus, photos of products a warm smiling picture of you or your staff , add messages about changes to your business or what people can expect. Google Maps is like Wikipedia– there is an army of contributors out there so put your best foot forward
- Can they see you're online if they drive past your store front? Is your website across your store front? Or at least a big "open online" message in the window
- Google will rank your website higher for original and unique content, adding new content regularly, being mobile friendly and fast loading
- Put yourself in your customer's shoes. Think about your customers as a person. Who are they? What do they do? What are they looking at? Where are they going? What interests do they have? What do they value? This can inform where you put your message and what's in your message.
- Your customers are your best advocates. What are you doing to help them spread your message? Is it a little note that goes out with their order to say thanks and invite a review or shout out on social media or Google?
- Include social media links in all your communications – encourage people to tag your business
- Social media. It's social. It was designed for friends to catch up, not an advertising medium. Show us your businesses personality. Give us an insight in to the people behind the business – milestones, achievements, birthdays, thoughts, stories behind products came to life. Be consistent. Never post for the sake of posting. Do two or three really great posts over a period of time than trying to do something everyday.
- Images! Great images will draw attention. Take a photo on your phone, think about the angle, what's in the background and spend a few moments creating the scene.
- Always invite comments – e.g. Facebook will serve up posts to more people that are popular.

- BE part of groups your customers are part of – a local community noticeboard, an interest group, a club. Watch the hard sell. Be a useful friend not a pushy broadcaster.
- Hospitality, retail and eateries... We're always on the hunt for something newsworthy: winning an award, a new unique product, something really topical like solving a current problem, something quirky, something out of the ordinary.