

OUR TOP 10 TIPS

FOR SMALL BUSINESS SUCCESS ONLINE IN 2023

1

OPTIMISE YOUR WEBSITE FOR PAGE LOAD SPEED:

A slow-loading website can turn off potential customers and hurt your search engine rankings.

INVEST IN SEO

Investing in SEO can help increase the visibility of your website, bring more traffic to it

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USE SOCIAL MEDIA

Social media platforms are great ways to connect with potential customers, promote your products and services, and build brand awareness.

OFFER MULTIPLE CUSTOMER SERVICE OPTIONS

Providing multiple options for customer service, such as email, phone, and live chat, can help improve customer satisfaction and increase loyalty.

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CREATE VALUABLE CONTENT

This can help establish your business as a thought leader in your industry and bring more visitors to your website.

IN-HOUSE OR 3RD PARTY DELIVERY

Using analytics tools like Google Analytics can help you track your website traffic and understand how visitors interact with your site.

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USE EMAIL MARKETING

Email marketing is a great way to keep in touch with your customers and promote your products and services.

OPTIMISE FOR MOBILE

With more and more people accessing the internet on their mobile devices, it's important to make sure your website is optimised for mobile.

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USE PPC ADVERTISING

Pay-per-click (PPC) advertising can be an effective way to drive traffic to your website.

MONITOR AND IMPROVE

Continuously monitor and improve your online presence.

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