

SPARROWLY GROUP

BUSINESS FUTURE PROOF SERIES

Building Your Business Digital Footprint

Presented by
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Delivered on behalf of:

 **Hawkesbury
City Council**

LET'S BREAK IT DOWN

Today we will discuss:

1. What is your digital footprint
2. How your customers are using the internet
3. How you can grow your footprint (and be found)

**BUILDING
YOUR
DIGITAL
FOOTPRINT**

WHAT IS YOUR
DIGITAL FOOTPRINT



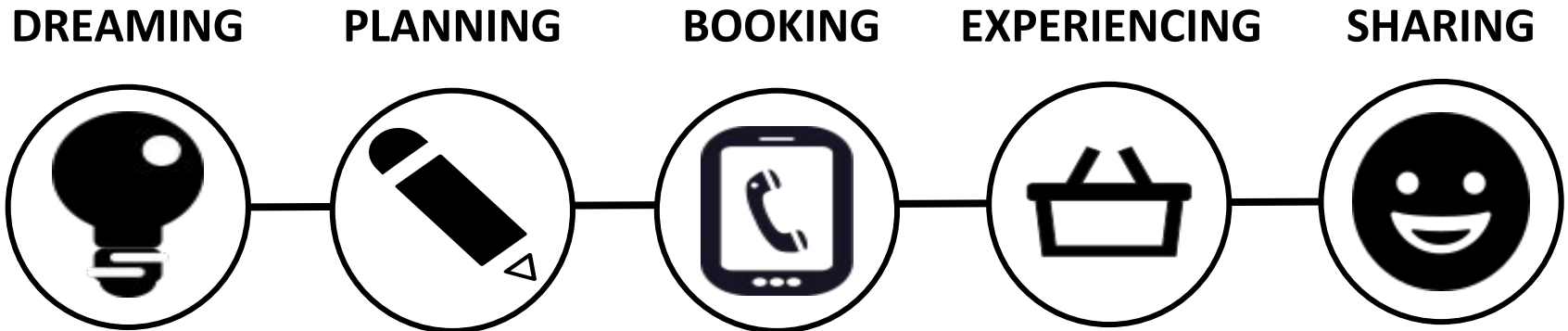
HOW
YOUR CUSTOMERS
ARE USING THE INTERNET

YOUR CUSTOMERS

THE GROWING USE OF THE INTERNET

- 84% of people search online for a product or service to buy.
- 70% of people purchased a product online.
- 88% of online traffic in Australia is on a mobile.
- 33% of people made an online purchase on their mobile phone.
- 42% of people discover new brands and products through search engines.
- Spend online is growing every year.

THE PATH TO PURCHASE



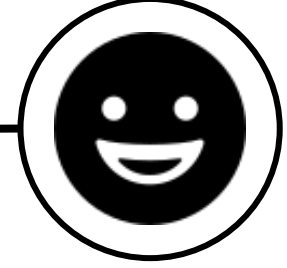
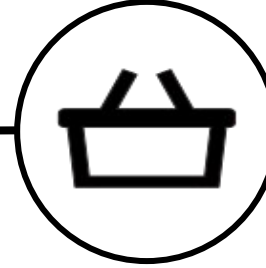
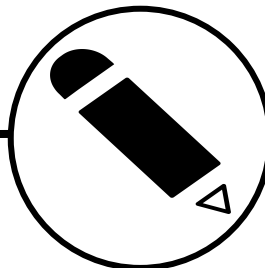
DREAMING

PLANNING

BOOKING

EXPERIENCING

SHARING



NEED

RESEARCH

VALIDATE

PURCHASE

**POST-
PURCHASE**

Social media

Product
websites

Booking sites

Map Listings

Social media

Search
engines

Social media

Review Sites

Social media

Review sites

Blogs and
online
articles

Business
Listings

Online
Articles

Business
websites

Blogs

Booking sites

Social media

Booking
platforms

Search
engines

Business
listings

Map listings

HOW YOU CAN GROW YOUR
FOOTPRINT
(AND GET FOUND)

YOUR WEBSITE

YOUR HOME BASE

It is your “owned space” which should be the hub of your marketing activity.

What makes a good website?

- How does it look?
- Is it mobile responsive?
- How easy is it to use?
- What sort of information does it have?
- How current is it?
- What images and video does it have?



GET OPTIMISED

MANAGE YOUR WEB

Use simple Search Engine Optimisation (SEO) to create a path to your business and help you get found.

SEO tips:

- Make sure search engines can access your content.
- Research keywords and phrases and build them into your site.
- Make sure your CMS is search engine friendly.
- Have a minimum 300 words of text per page on your website.
- Have a good link structure.
- Post new content regularly - via your blog.
- Photos, video and social media integration.



A WEBSITE THAT ISN'T OPTIMISED IS
LIKE HAVING A PHONE NUMBER
THAT'S NOT LISTED IN THE PHONE
BOOK...

***PEOPLE CAN'T FIND
YOU!***

GET LISTED

EXTEND YOUR REACH

Maximise the power of online listings to efficiently reach more people.

Listing tips:

- Be consistent.
- Know where you're listed.
- Use great images.
- Optimise them.
- Link them.
- Keep them up to date.

**GET
ON GOOGLE**

IMPROVE YOUR RANKINGS

Make it easy for people to find you with a free listing.

Google My Business Tips:

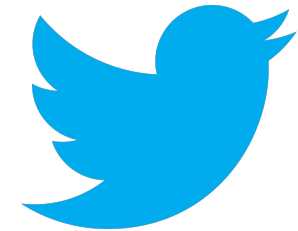
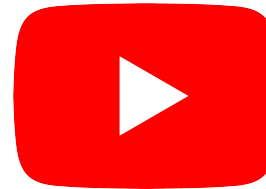
1. Complete all the details
2. Check your Name, Address and Phone Number
3. Post images
4. Include Other Social Media
5. Get a YouTube Account
6. Make sure you verify your listing

Go to www.google.com/business

GET
SOCIAL

AMPLIFY YOUR MESSAGES

Use social as your megaphone to increase awareness and drive visitors back to your home base.



GET REVIEWS

BUILD TRUST WITH CUSTOMER REVIEWS

Use reviews as a way to build trust and social proof.

- 90% of consumers read online reviews before visiting a business.
- 88% of consumers trust online reviews as much as personal recommendations.
- 86% of people are less likely to purchase or trust a business that has negative online reviews.



GET BOOKINGS

EXTEND YOUR REACH WITH THIRD PARTY SITES

- Get booked.
- Get found in more places (where your customer is).
- Build awareness.



Booking.com

Reserve with Google



Uber
Eats

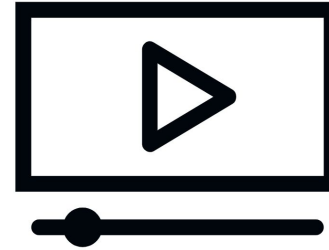
LET'S RECAP

- Customers are all over the internet, and they know how to use it.
- Your website is the home base - make it a home you are proud of.
- The five GET's;
 - Optimised
 - Listed (BONUS: Get on Google!)
 - Social
 - Reviews
 - Bookings

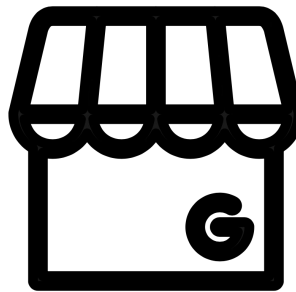
RESOURCES & TOOLS



PRESENTATION
SLIDES



VIDEO
RECORDING



SETTING UP YOUR
GOOGLE BUSINESS
LISTING



YOUR WEBSITE
CHECKLIST

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**Check out our next webinar BUSINESS PLANNING
FUNDAMENTALS on Wednesday 9 September at 11:30am.**