

DIGITAL HEALTH CHECK FOR YOUR BUSINESS

Having a consistent, professional online presence accurately reflecting you and your brand is essential. This guide sheet will help you assess what your digital footprint looks like to others and how to improve it.

If you need any further support in addition to this guide, please contact connect@growbiz.co.uk.

If you would like to attend other **GrowBiz events**, you can find details [here](#). For more **GrowBiz resources**, click [here](#).

PART 1: YOUR WEB PRESENCE AND SOCIAL MEDIA PLATFORMS

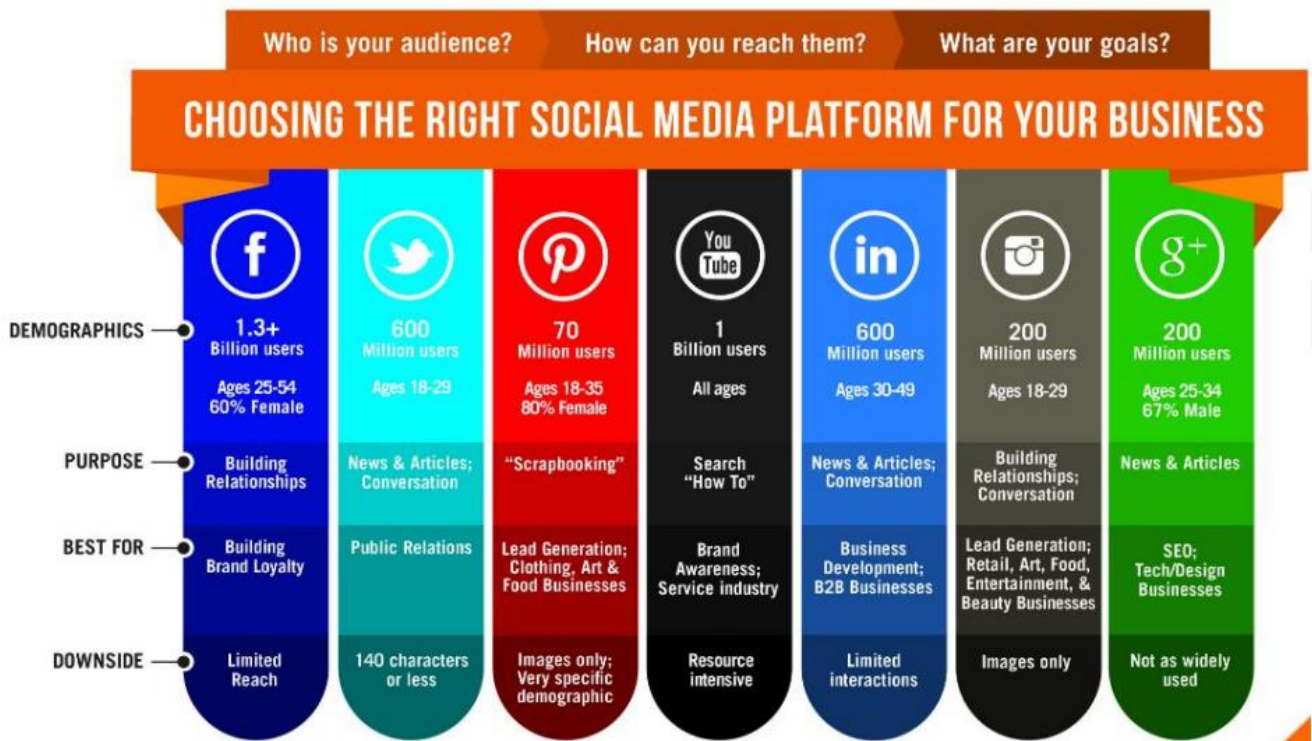
DIGITAL FOOTPRINT & WEB PRESENCE?

- Your **digital footprint** is information that exists online about your business for example;
 - Websites
 - Social Media Pages
 - Blog Posts
 - Video's
 - User Comments
 - Reviews
- It also contains the information customers use to decide if they want to spend money with you
- Your **web presence** is all about your;



SOCIAL MEDIA PLATFORMS

- What are the right social media platforms for your business?
- Should you delete unused accounts?
- What are your goals for different social media platforms?
- What actions should you take?



WEBSITE

- Your website needs to be accessible, consistent, and clear.
- Minimum requirements to think about;



- It is very important to ensure mobile phone optimisation as most customers will engage with your content using their mobile phone.
- Is there anything you can do to improve your website?

PART 2: DATA ANALYTICS AND SEARCH ENGINE OPTIMISATION (SEO)

Analytics exist to show you who and how your website is being found by people searching on the internet and **search engine optimisation** is how to get more of the right audience to find your website with ease.

WHAT ARE ANALYTICS?

- **Analytics are the main way of assessing the effectiveness of your online presence**



KEYWORDS

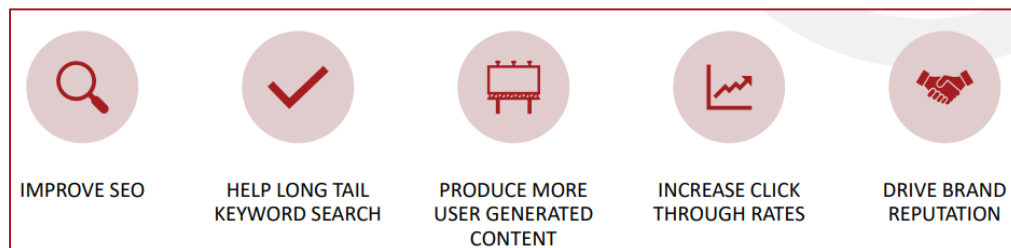
Keywords are the **words** and **phrases** that people type into **search engines** to find answers. They are the link between search engines and your website;

- **Researching and generate keywords**
 - Produce a list of relevant search terms for your business
 - Check what keywords you are ranking by using sites such as “Google Console”
 - Try free topic search tools such as [Google Trends](#) and [Quora](#) to help find effective keywords
 - Others include [answerthepublic](#), [Ubersuggest](#) and [KWfinder](#)
- **Keyword to generation of content**
 - Once you have generated your keywords work them into your content so people will find you for the reason that you want them to (for example in your website, especially your landing page)
- **Actions for analytics and keywords**
 - Check what analytic capability your website has
 - Understand how people find your website and the search words used
 - Generate effective keywords and work them into your content
 - Don't forget about your photographs as photo engagement is a key element

PART 3: CUSTOMER FEEDBACK AND RESPONSES

- **Why do online reviews matter?**
 - Customers tend to read reviews before buying
 - They build trust with the business
 - Customers tend to consider current reviews (within the last 2 weeks)
 - Online reviews can be trusted as much as personal recommendations
 - Customers like to read businesses' responses to reviews

- **What are the benefits of online reviews?**



- **How do you gather more reviews?**

- ✓ Make it clear to your customers you want reviews
- ✓ Ask for them on social media, email and website
- ✓ Make it easy for people to leave a review
- ✓ Still consider physical reviews handed out to customers, then put them online

- **How should you respond?**

- **Thank** the reviewer for their review
- Use your **keywords** in the response
- **Add marketing** by alerting the reviewer about other products/services they might be interested in
- Invite the customer **to take action** (e.g. come and try our new menu or range)

- **Embrace negative reviews**

- Take your **time before you respond**, wait for the emotion to subside
- **Investigate and gather the facts** before responding
- **Apologise even if you are not wrong**, this can be done in a certain way such as “I am sorry to hear”
- Keep the response **calm** and do not be **over defensive**
- Don't **overpromise** on a solution
- Try and move the **conversation offline** e.g. “we would like to continue the conversation so please send us a quick email so we can help”.



- **Showcasing your reviews and actions**



REVIEWS ARE FREE
CONTENT



DISPLAY REVIEWS
NEXT TO THE
INDIVIDUAL
PRODUCTS OR
SERVICES
(TESTIMONIALS)



QUOTE YOUR
REVIEWS AND
CUSTOMERS ON
CONTENT



CREATE SOME
GRAPHICS USING
YOUR REVIEWS
AND POSTS ON
SOCIAL MEDIA



WELL HANDLED
NEGATIVE
REVIEWS CAN BE
AN ASSET AS
OPPOSED TO A
HURDLE AS THEY
PROVE CUSTOMER
CARE AND
RESPONSIVENESS

FURTHER SUPPORT

Please contact connect@growbiz.co.uk or via the contact [form](#) if you have any questions.

Alternatively, phone our office on **01828 627790**.

Information on GrowBiz can be found on our website at www.growbiz.co.uk or via our [Facebook page](#).

