

Digital Visibility



In today's fast-paced business landscape, having a strong digital presence is essential for success. Digital visibility refers to how easily potential customers can find and engage with your business online. This document provides practical insights and tips to help businesses improve their digital visibility and boost their growth prospects.



Why Digital Visibility Matters

Global Reach

A strong online presence enables your business to reach a global audience, increasing your market potential.

24/7 Accessibility

Your digital storefront is open 24/7, allowing customers to interact with your business at their convenience.

Competitive Advantage

Businesses with high digital visibility have a competitive edge, as customers are more likely to choose businesses they can easily find online.

Key Elements of Digital Visibility

Website Optimisation

- Ensure your website is mobile-friendly and responsive, as this is how most people will view your website.
- Regularly update and maintain your site with fresh and engaging content.
- Improve website loading speed for a better user experience. How? Practical examples include making sure images aren't too large and add-ons aren't slowing load time.

You can check your website's performance using this free tool.¹



Google Business and Online Listings

- Claim or create your business listing on [Google My Business](https://www.google.com/intl/en_nz/business/)². This is the number one platform for helping your potential customers find you and is the first place to start for your digital visibility. It is FREE to do so, and enables you to update your hours, information, photos and more. Check first to see if your business is already there and needs to be 'claimed' or start a new listing from scratch.
- A Google Business Profile listing will ensure your business will appear easily when people are searching for your business or businesses

like yours on Google Search or Google Maps. 90% of people use Google daily as a search tool to find local businesses. Create or claim your listing [here](#)².

- There are also other business listings sites available to claim such as Yellow Pages, or TripAdvisor for cafes, activities and experiences.
- Ensure your business information (name, address, phone number) is accurate and consistent across all listings – programme it in your diary twice a year to keep on top of it.

Search Engine Optimisation (SEO)

- Optimise your website for search engines like Google through use of relevant keywords in your website content. Think about what googles searches you would want your website to appear in such as 'clothing', 'fashion' or 'renovations', 'house', 'home' and 'building'.
- Create high-quality, informative content that addresses your target audience's needs and clearly articulates what service or product you offer.
- Use [meta tags](#)³, headers, and alt text for images to improve search engine ranking.
- Improve your site's authority by linking to trusted sites for information. If possible, have reputable websites link back to yours.

¹ <https://firstpage.nz/seo-audit/>

² https://www.google.com/intl/en_nz/business/

³ <https://www.campaignmonitor.com/resources/glossary/meta-tags/#:~:text=A%20meta%20tag%20is%20an,that%20describe%20a%20page's%20content.>

Social Media Presence

- Choose the right social media platforms for your business. Managing one or two well is better than trying to be on every platform, so pick the ones that you know your ideal customers are likely to use.
- Consistently post relevant content that engages your audience. Aim for two posts per week.
- Create a content plan for your social media with key content pillars.

Example 1 – An independent bookstore could focus primarily on indie book reviews and news, behind-the-scenes of running a small business, and local coffee shops.

Example 2 – A food brand’s content pillars could include product round-ups, recipes, cooking tips, and breaking down nutrition myths.

- Interact with your followers and respond to comments and messages promptly.
- Utilise a scheduling tool so that you reach your audience at the right time. This will help you create posts at any time, but schedule them to ‘post’ at a time you choose.

Email Marketing

- Ensure your website, and even point-of-sales, includes a sign-up form to get people onto your database.
- Build and segment your email list based on their interests, purchase history etc.
- Send personalized, valuable emails to your subscribers and set-up email flows that are triggered by actions on your website to reach your customers at the right moment (e.g. for a new subscriber, when someone makes a purchase, or adds an item to their cart).
- Use email marketing tools to track and analyse campaign performance.
- Implement an exit imbed pop up on your website to encourage potential customers to sign up for your email list.

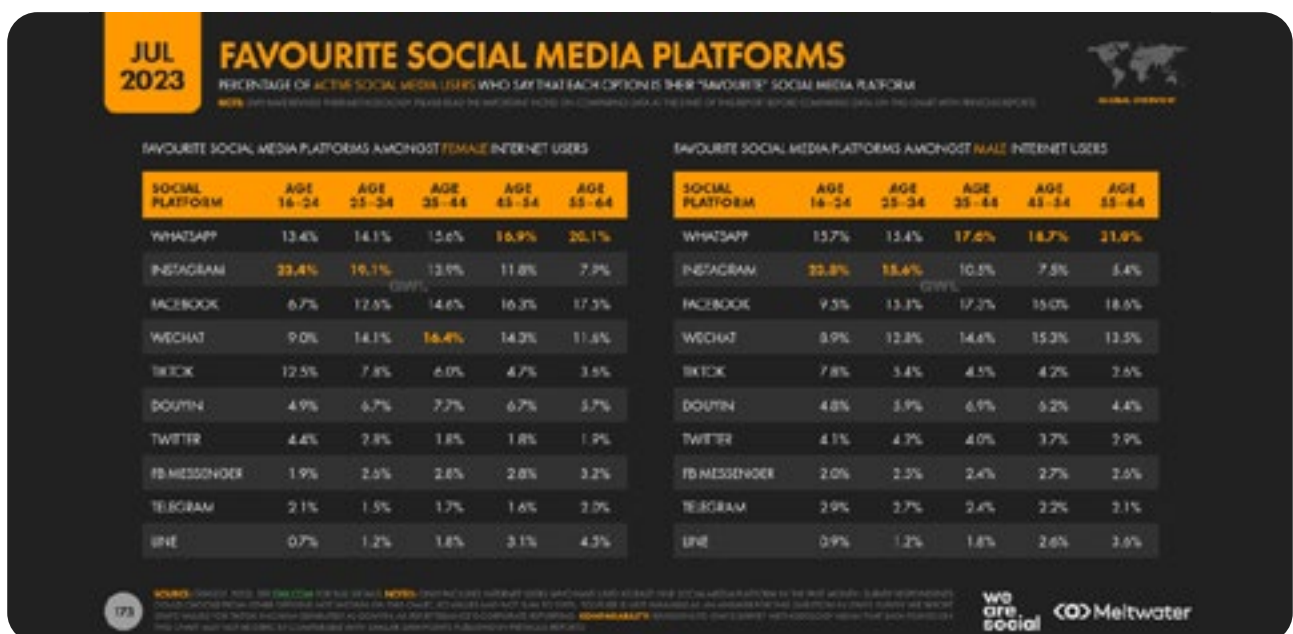


Image Credit: Meltwater

Measuring Digital Visibility

Web Analytics

Use tools like Google Analytics to learn about your website traffic, user behaviour, and sales.

Keyword Ranking

Monitor your website's search engine rankings for target keywords [using this free tool](#)⁴.

Social Media Metrics

Analyse engagement metrics, such as likes, shares, and comments, to assess your social media impact and learn which of your posts reach the widest audience – this will tell you what the best type of content for your business is.

Online Reviews

Monitor and respond to online reviews on platforms like Google, TripAdvisor, and social media.

Key Takeaways and actions

Consistency

Maintain a consistent brand image, tone of voice and messaging across all online channels.

Quality Content

Create informative, valuable, and shareable content to engage your audience.

Mobile Optimisation

Ensure your website is mobile-responsive for users on smartphones and tablets.

Local SEO

Optimise your online presence for local search if you have a physical location.

Paid Advertising

Consider paid advertising campaigns on platforms like Google Ads and social media to increase visibility.

Online Reputation Management

Actively manage your online reputation by addressing negative reviews and feedback.

Digital visibility is a vital aspect of modern business growth. By following the tips outlined in this document, your business can enhance its digital presence, connect with a broader audience, and ultimately drive growth. Stay adaptable and continually assess your digital visibility efforts to ensure long-term success in the digital era.

What Next?

Digital Boost is a **free** self-directed online learning platform, packed with short videos, live events and expert advice to help you grow your business and thrive in today's fast-paced digital world.

Funded by the Ministry of Business, Innovation, and Employment, this is an easy-to-use online learning tool for any business owners.

digitalboost.business.govt.nz





For more resources, check out [Tools and Resources](#)

The Central Economic Development Agency (CEDA) exists to drive and facilitate the creation and growth of economic wealth in Manawatū and beyond.

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