

How to get your business online and growing.

Your home, online

Social media

Engage with your audience where they are.

- ✔ Social media is a big part of life and there are plenty of platforms to choose from.
- ✔ Establish which platforms (e.g. Facebook, LinkedIn, Instagram etc) your audience uses and tailor content to each one.

Paid advertising

Identify your audience and target them.

- ✔ You can pay search engines like Google and social media platforms like Facebook to have your presence appear to more users.
- ✔ Keep in mind that some companies invest a lot of money, and that makes them hard to beat. Be smart with your spend and content.

Domain name

Your domain name is where you live online.

- ✔ Did you know .nz is perceived as the most trustworthy and secure web address in New Zealand*?
- ✔ It suggests your site is related to New Zealand and helps Kiwis find you on search engines.

Email

Link your domain name to your email address.

- ✔ Business name email addresses, like john@johnsplumbing.co.nz, are seen as more professional and credible than generic email addresses*.
- ✔ You can link your domain name with email platforms such as Office 365 and Gmail, or contact your registrar or web hosting company to set it up.

Website

Your website should reflect your business.

- ✔ A professional website with content that is fresh, relevant and targeted to your audience will resonate with your audience.
- ✔ Include verified links and clear contact information.

Mobile first

Make sure your site is 'mobile-friendly.'

- ✔ Make sure your website looks good and works well on mobile devices.

Content

Content is king. Think of it as your fuel online.

- ✔ This is what your audience will see, read and interact with. It will be shared via search engines, social media and paid advertising.
- ✔ Content can be blogs, testimonials, news stories, videos, podcasts and more!

Search engines

You want to be at the top of the list.

- ✔ Search engines show websites based on their relevance and accuracy to what's looked for.
- ✔ The greater the value of your content to the user, the closer you will be to the top.

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* Based on <https://internetnz.nz/publications/nz-201819-research>



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