

# 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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