

# Crazy Stupid Digital

Your presenters:  
Mark Tomkins from Aubergine  
Katherine George from Oh So Social

Common digital mistakes  
and how to fix them!

18<sup>th</sup> October  
*Webinar*

**SMALL  
BUSINESS  
BRITAIN**

*Aubergine*<sup>®</sup>

**Oh So  
Social**



**SKILLS FOR TOMORROW**



# So why are you here?

Experts, Katherine George from Oh So Social and Mark Tomkins from Aubergine, will dispel the myths and all-too common misunderstandings that small businesses have when it comes to their website, Google and Social Media. They'll debunk the nonsense that's believed will help boost social channel & Google visibility and help website owners understand what they should stop doing and what they should be doing to help improve the web & social visibility - which will lead to more enquiries & engagement.

We'll be sharing the **Fundamental Digital Trinity of online promotion.....**



**Reputation**



**Influence**



**Credibility**



# Reputation

- ✓ Reviews - Facebook, Insta, Google Reviews, 3rd-party services - do it. Do it as much as you can. Don't be afraid to ask for a review.
- ✓ Community management - check what people are saying about you online and on social and speak to them! Reply, engage and protect your brand
- ✓ Don't be afraid to use these reviews as content! Tag people and they will share it on for you.
- ✓ Be an expert - offer to run classes or webinars - teach people your skill. Your knowledge will sell you.
- ✓ Use your social content to not only promote these events but use your regular content to share insights and highlight to people who good you are.

# Reputation

- ✓ A well-built site - good page meta, good content that's not spammy, not slow, no errors
- ✓ Correctly set-up social channels which have your name, a bio and all your contact info. Make sure you use the same name across all social platforms.
- ✓ Core Web Vitals - Google's game, Google's rules - play by them. Page speed & mobile experience are king
- ✓ Mobile experience! The data doesn't lie...

# Influence

- ✓ Blogs - expression of expertise, fresh, relevant content. Tell people what you do and how you do it. Have confidence & use links from social as the hook to get to your site. Links - see credibility.
- ✓ Keywords - used in the right places, they are useful, but no magic bullet.
- ✓ Keywords on social media - help you get found on that channel but just like with Google there is no silver bullet.
- ✓ Auto posting content, time saving tools - stop. Quality, well written content needs to be shared manually where possible.

# Influence



Auto-posting on social makes you look lazy, won't be correct for the platform and gives you no chance for creativity with content.



Write your web content for people using good grammar, don't write for bots!



Speak to your customers - don't sell to them - talk to them.



SEO myths - Fill a page with keywords? - **NO!** Outbound links? - **NO!** Social channel feed on a website? - **NO!**



UGC - ask your followers to do the work for you - showcase your products and tag you in – builds social proof and influence.

# Credibility



Google My Business - it's free, it will always get listed above natural results - why wouldn't you use it?



Use social to support all your marketing efforts - like to the website - support PR



Domain authority - It's the internet's finger-in-the-wind of how much it and others trusts you.



Make sure you have business accounts on all social networks - it helps people know you are the real deal  
Don't follow loads of people, it's the quickest way to devalue your account - let people find and follow you  
Show up! If you don't show up for your social, people may think you won't show up for your business.

# Credibility



Links! Good quality inbound links (contextual, relevant, not bought, no directories)



PR! Use your blog, use your social channel - leverage your existing followers to tell them about what's going on with you.



Social proof - get your customers to shout about how good you are and share it on.

**Reputation**

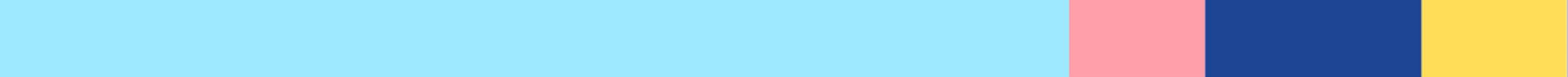


**Influence**



**Credibility**





**Thank you**