

ukft[®]

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

Oh So
Social

Aubergine[®]



How to Boost Your Business Online

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 businesses, small & large 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, sales & 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.
- ✓ **Use the reviews** as content! Tag people and they will share it on for you.
- ✓ **Be an expert** – run events to promote your brand & products. Your knowledge & talent for the products will sell you.
- ✓ **Be on the right networks** – Instagram, TikTok, Pinterest, Facebook are some of the best for fashion

WEB & SOCIAL

WEB & SOCIAL

SOCIAL

WEB & SOCIAL

SOCIAL

Reputation



A **well-built site** - good page meta, good content that's not spammy, not slow, no errors

WEB



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.

SOCIAL



Core Web Vitals - Google's game, Google's rules - play by them. Page speed & mobile experience are king.

WEB



Mobile experience! The data doesn't lie...

WEB

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.

WEB & SOCIAL

WEB

SOCIAL

WEB & SOCIAL

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.

WEB & SOCIAL



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

WEB



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

WEB



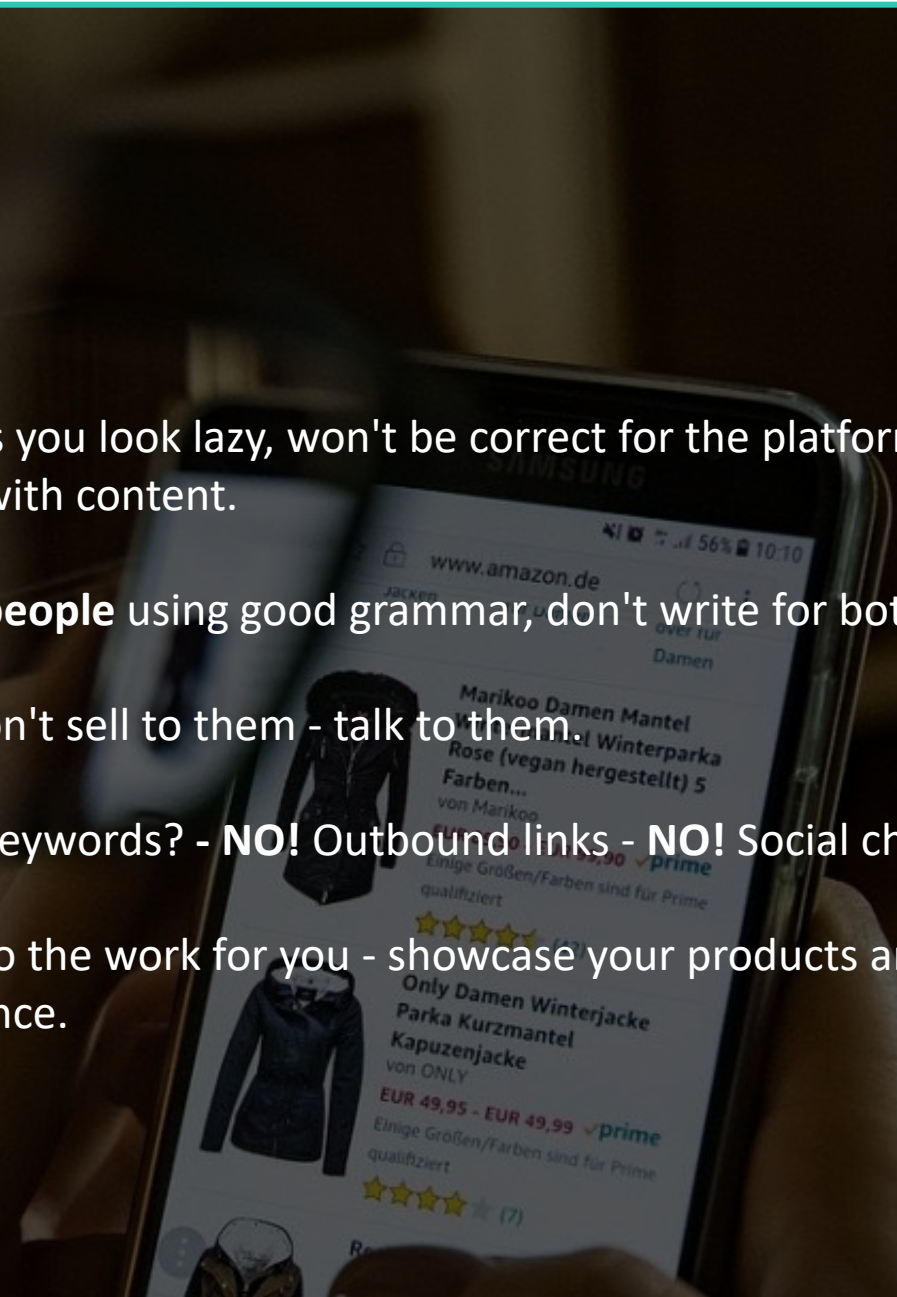
SEO myths - Fill a page with keywords? - **NO!** Outbound links - **NO!** Social channel feed on a website - **NO!**

WEB



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

SOCIAL



Credibility

- ✓ **Google My Business** - it's free, it will always get listed above natural results - why wouldn't you use it? Per store for branded chains and individual for single boutiques **WEB**
- ✓ **Domain authority** - It's the internet's finger-in-the-wind of how much it and others trusts you. **WEB**
- ✓ **Business accounts & product tagging** - Make sure you have business accounts on all social networks – it helps people know you are the real deal. **SOCIAL**
- ✓ **Don't follow loads of people**, it's the quickest way to devalue your account - let people find and follow you. **SOCIAL**
- ✓ **Post regularly & show up!** Posting & monitoring are equally important. **SOCIAL**

Credibility



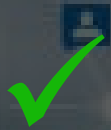
Links! Good quality inbound links (contextual, relevant, not bought, no directories)

WEB



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

WEB & SOCIAL



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

WEB & SOCIAL

Reputation



Influence



Credibility



A hand holding a smartphone is the central focus, set against a dark background with vibrant, out-of-focus bokeh lights in shades of purple, blue, pink, and orange. The phone's screen is visible, showing some indistinct content. The overall mood is modern and digital.

Thank you