

**SMALL
BUSINESS
BRITAIN**

The Small & Mighty Enterprise Programme



Aubergine

Oh So
Social

 **CROSSWORD**
CYBERSECURITY

If you can't be found on Google, you're nowhere.

Your website



Google & your website

Other search engines are available but, I mean – who uses those?

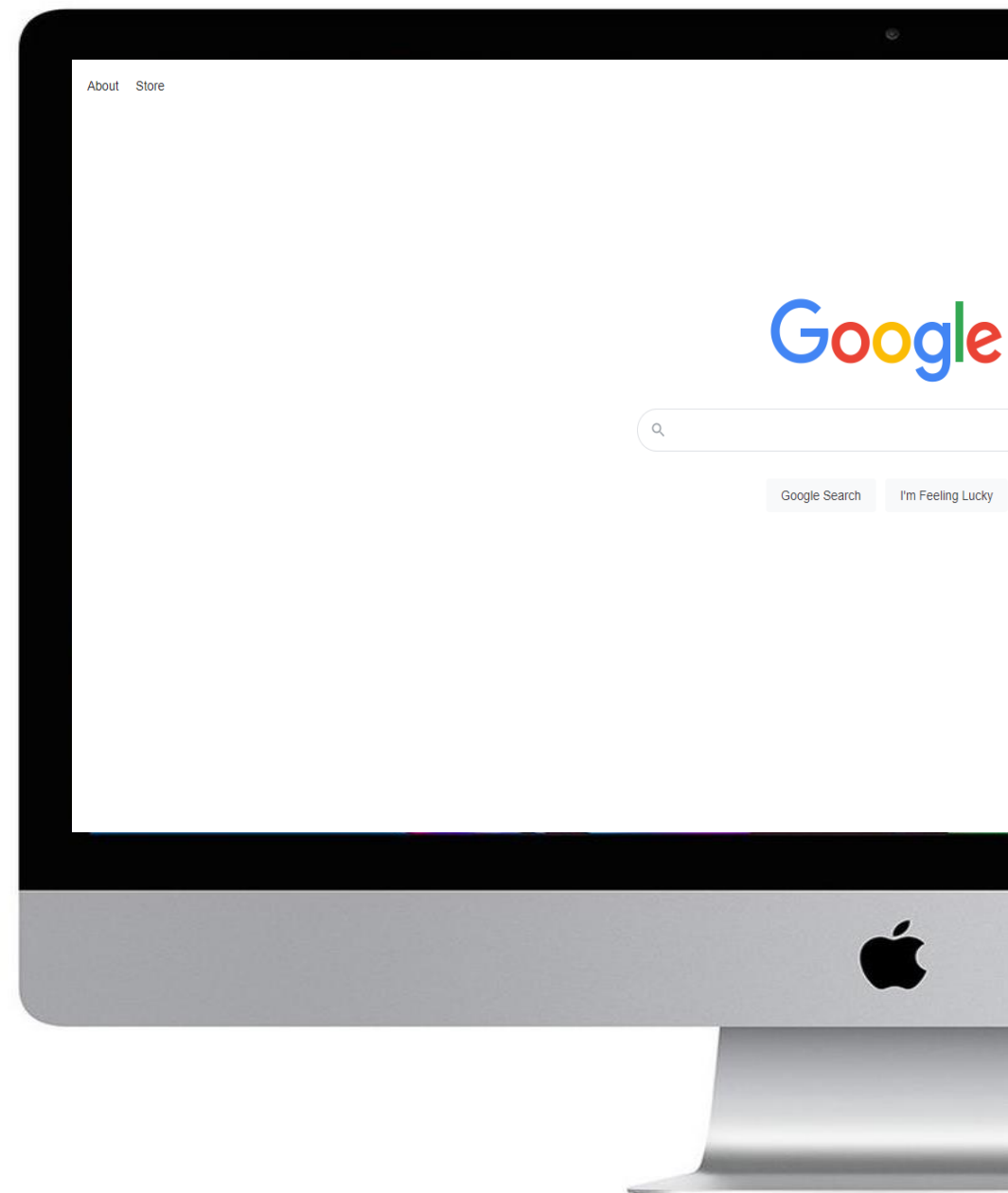
Google My Business – Claim it - it's free. Your gateway to...

Reviews - Facebook, Insta, Google, 3rd-party services.
Do it as much as you can. Don't be afraid to ask. (and Google Maps)

A well-built site has - Good page meta (page titles & descriptions),
content that's not spammy, not slow and measures up to....

Core Web Vitals - Google's new rules. Page speed means a lot.
(avoid initial big pics & vids)

Mobile experience! 75%+ of all surfing is mobile...



Google My Business - Profile

Page meta title

Page meta description

https://www.aubergine262.com

Website Designer | Leighton Buzzard | UK-wide

At **Aubergine**, we design branding and build websites in a thorough and process-driven method that ensures the beautiful logo, website or app we create performs ...

Who we are

We are a team of inspired and creative designers, developers ...

More results from aubergine262.com »

Contact us

Aubergine 262 Ltd, 12 Church Square, Leighton Buzzard ...

https://www.facebook.com > ... > Graphic Designer

Aubergine - Home | Facebook

From branding and logos to full graphic design for print, brochures, web and marketing material. We... 12 Church Square, LU7 1AE **Leighton Buzzard**, UK.

★★★★★ Rating: 5 · 17 votes

https://www.linkedin.com > company > aubergine262

Aubergine 262 Ltd | LinkedIn


Aubergine 262 Ltd. Graphic Design. **Leighton Buzzard**, Bedfordshire 128 followers. Award winning website designers, graphic designers and search engine ...

https://findit.leightonbuzzardonline.co.uk > company


Aubergine 12 Church Square, Leighton Buzzard, Bedfordshire ...

Find contact details for **Aubergine** in 12 Church Square, **Leighton Buzzard**, Bedfordshire, LU7 1AE.





See photos



See outside

Aubergine

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 99 Google reviews

Website designer in Leighton Buzzard, England

Address: 12 Church Square, Leighton Buzzard LU7 1AE

Hours: Open · Closes 5PM ▾

Phone: 01525 373020

[Suggest an edit](#)

Questions & answers

Be the first to ask a question

[Ask a question](#)

Reviews from the web

Facebook

5/5

17 votes

Yabli

5/5

26 votes

Google My Business – Local search

Website Designers :



Rating

Hours

Webster Digital ▾

Ad · 5.0 ★★★★★ (10) · Web Designer

1 Brewers Hill Road · 01582 787228

Open · Closes 5PM



Website



Directions

Aubergine

You manage this Business Profile

5.0 ★★★★★ (100) · Web Designer

20+ years in business · 12 Church Square · 01525 373020

Open · Closes 5PM



Website



Directions

eha web design

5.0 ★★★★★ (20) · Web Designer

7+ years in business · 07532 717246

Open · Closes 5PM



Website

Alpha Marketing

5.0 ★★★★★ (16) · Web Designer

7+ years in business · Boss Ave · 01525 853564

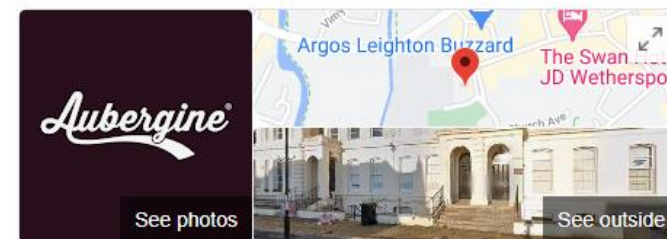
Open · Closes 5:30PM



Website



Directions



Aubergine

Website

Directions

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5/5

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5/5

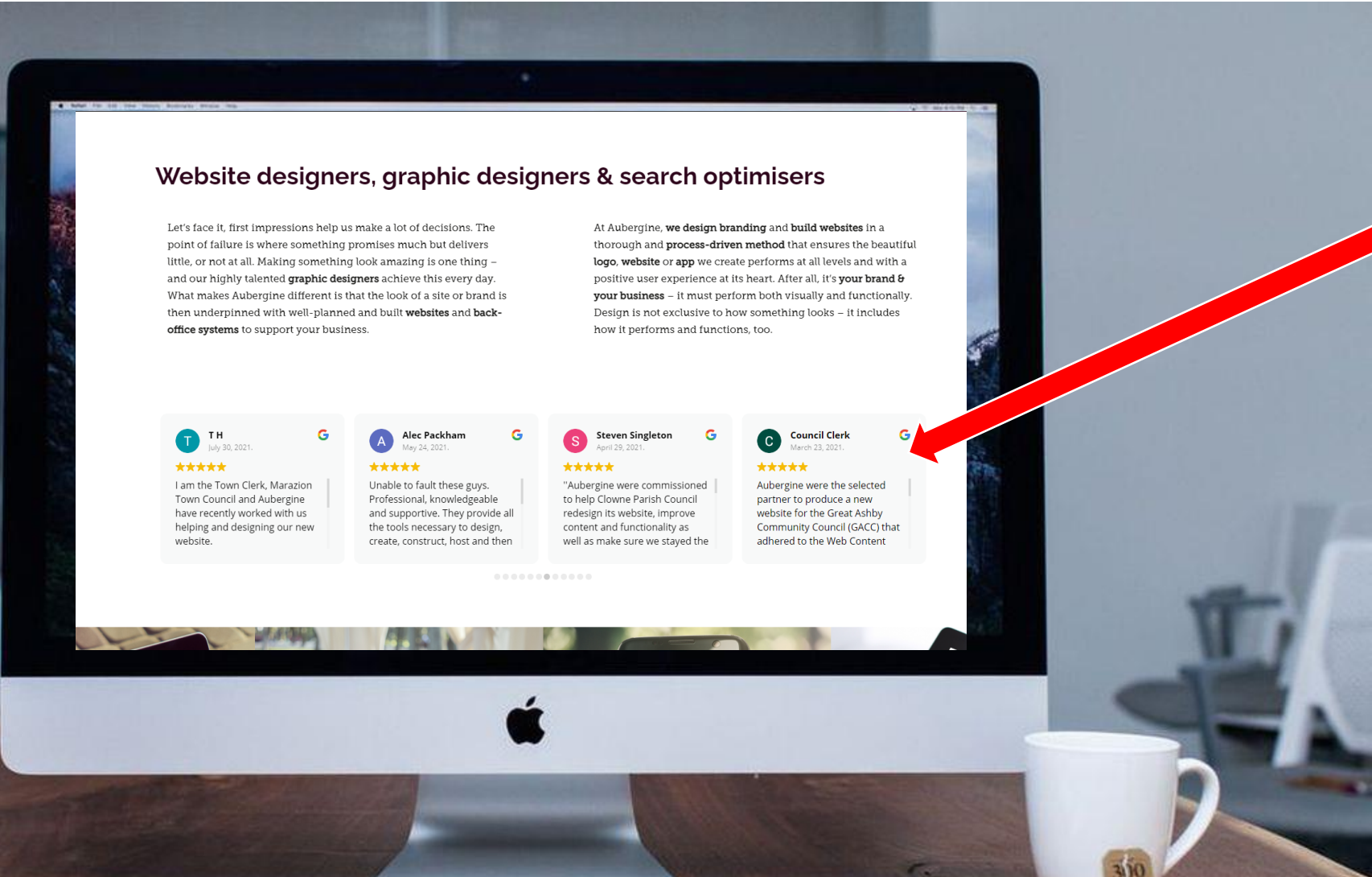
26 votes



Google My Business – get started



Scan this QR code to start your sign up process with Google My Business

Google My Business - Reviews



[See photos](#)
[See outside](#)

Aubergine

[Website](#)
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[Save](#)

5.0 ★★★★★ 100 Google reviews ⓘ

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Hours: [Open](#) · [Closes 5PM](#) ▼

Phone: 01525 373020

[Suggest an edit](#)

Questions & answers [Be the first to ask a question](#) [Ask a question](#)

Reviews from the web ⓘ

4.8/5 [Facebook](#) · 18 votes


Reviews [Write a review](#) [Add a photo](#)

Reviews aren't verified ⓘ

S


"I would highly recommend this company a most helpful and friendly service."

★★★★★



"Great customer service, friendly and very approachable."

★★★★★



"Great people, and a great creative space."

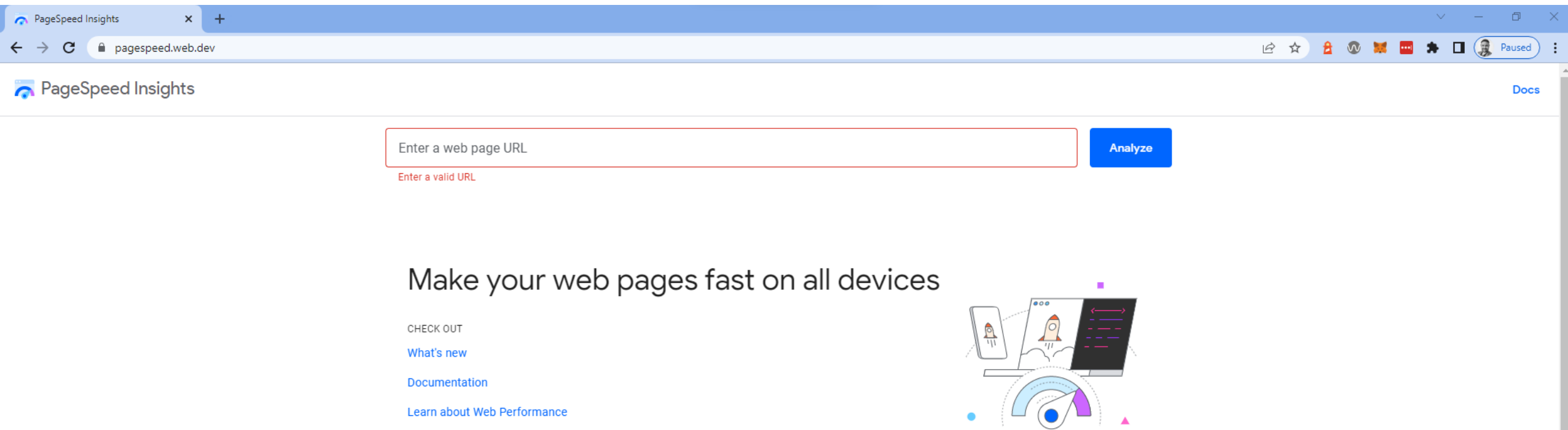
★★★★★

[View all Google reviews](#)

From Aubergine

"We are a team of inspired and creative designers, developers and optimisers with over 30 years of experience in creating marketing materials for businesses in the UK and the world over. From logo design, branding, creating brochures and packaging.... [More](#)

Core Web Vitals



GO HERE: pagespeed.web.dev

Core Web Vitals

Mobile



Mobile



Desktop

This URL

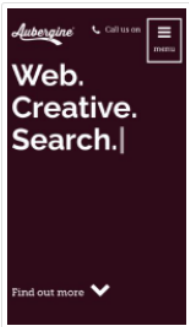
https://www.aubergine262.com/



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Exp

■ First Contentful Paint
1.9 s

▲ Speed Index
8.5 s

▲ Largest Contentful Paint
4.4 s

▲ Time to Interactive
19.7 s

■ Total Blocking Time
260 ms

■ Cumulative Layout Shift
0.203

📅 Captured at May 4, 2022, 4:49 PM GMT+1

🕒 Initial page load

🖥️ Emulated Moto G4 with Lighthouse 9.3.0

🌐 Slow 4G throttling

🔗 Single page load

🔍 Using HeadlessChromium 98.0.4758.102

🗺️ View Treemap



Desktop



Mobile



Desktop

This URL

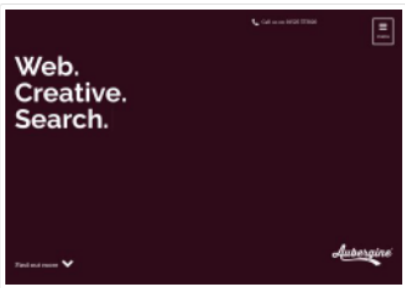
https://www.aubergine262.com/



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Expand view

● First Contentful Paint
0.7 s

● Speed Index
1.0 s

● Largest Contentful Paint
0.8 s

■ Time to Interactive
3.6 s

● Total Blocking Time
20 ms

■ Cumulative Layout Shift
0.131

📅 Captured at May 4, 2022, 4:49 PM GMT+1

🕒 Initial page load

🖥️ Emulated Desktop with Lighthouse 9.3.0

🌐 Custom throttling

🔗 Single page load

🔍 Using HeadlessChromium 98.0.4758.102 with Ir

🗺️ View Treemap



Core Web Vitals

Mobile

OPPORTUNITIES

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	20.7 s
▲ Defer offscreen images	20.4 s
▲ Efficiently encode images	15.3 s
▲ Eliminate render-blocking resources	1.02 s
■ Reduce unused JavaScript	0.75 s
■ Reduce unused CSS	0.3 s
■ Properly size images	0.15 s

These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

DIAGNOSTICS

▲ Serve static assets with an efficient cache policy — 79 resources found	▼
▲ Ensure text remains visible during webfont load	▼
▲ Image elements do not have explicit width and height	▼
▲ Avoid enormous network payloads — Total size was 7,458 KiB	▼
■ First Contentful Paint (3G) — 3671 ms	▼
■ Minimize main-thread work — 2.2 s	▼

Images that are not optimised (big JPGs/PNGs – consider WebP)

Page trying to load the entire page's content – consider A lazy loader

Lots of possibly unused plugins or out of date code or javascript

Page trying to load LOTS of stuff each time it loads – consider a cache

Code inconsistencies & conflicts

BIG video – needs removing (or reducing in size) on mobile

Be the Expert

'content is king' still prevails

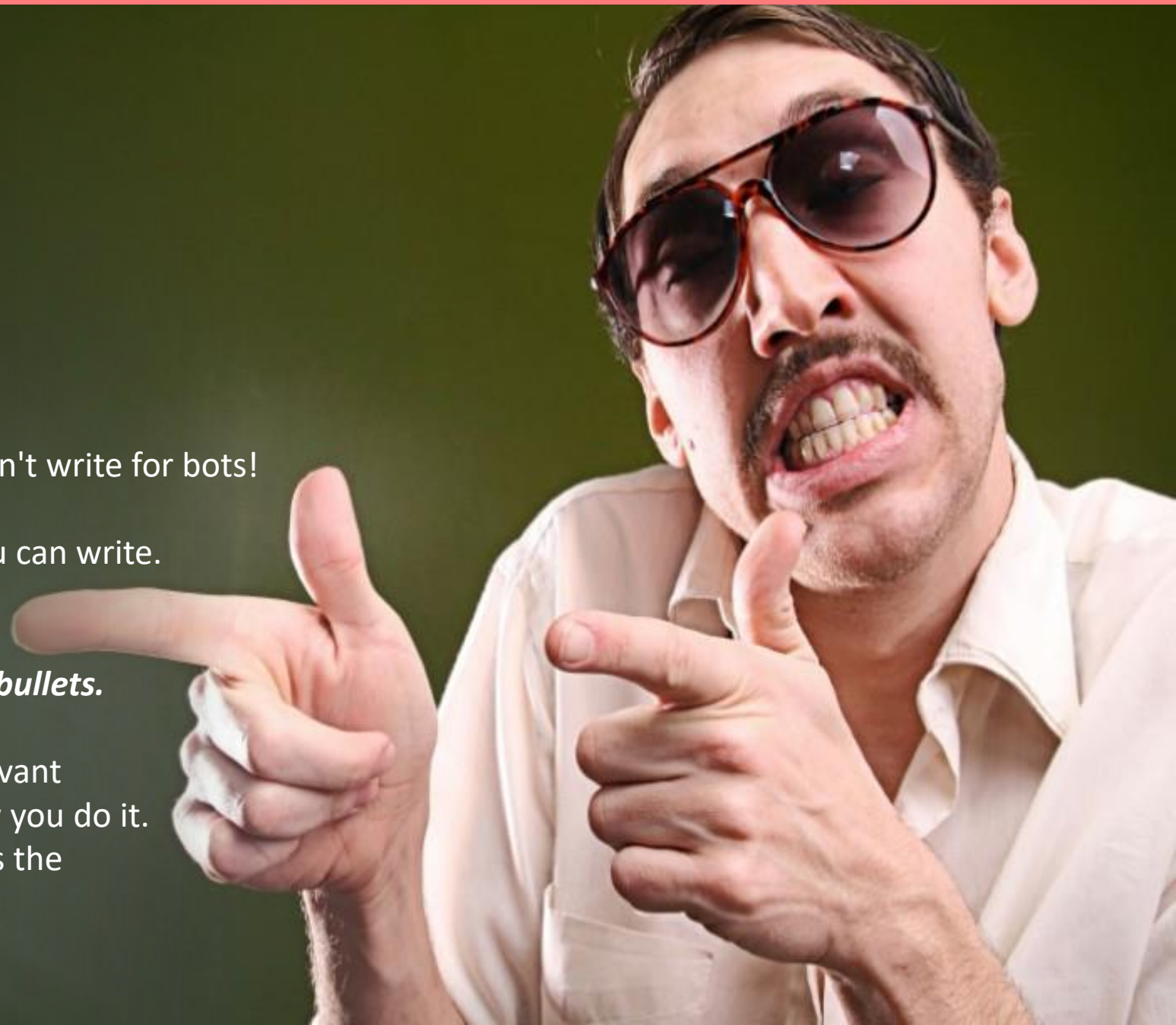
Write your web content for HUMANS!

Good page meta & use good grammar, don't write for bots!

Evergreen, juicy-rich content that only you can write.

Keywords - used in the right places, they are useful to users *but aren't magic bullets*.

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.



Question time!

Don't forget to join me in the Facebook group each day this week and I'll answer your specific questions.

Scan the QR Code to join >



And finally...

As with all online services, security must be foremost.

Enable 2-factor authentication on all online services where possible.