

Increasing brand awareness and online visibility is key for your marketing strategy. Although it takes time and effort, you don't need a big budget to develop your digital brand.



TIP N°1

Create your own website for free

A website is the online identity of your business. Your customers expect you to have a digital presence, where they can find information about you, your services, your values, and even your job offers.

Nowadays, you can quickly set up your website using tools such as [Webflow](#) or the more traditional [WordPress](#). They both offer useful templates and can be customized according to your business needs.



TIP N°2

Think about organic referencing (SEO)

Organic referencing is essential if you want to boost search engine visibility. This visibility will attract traffic to your company's website.

Regularly publishing news on your website invites Google to crawl through and index new content.



TIP N°3

Use SEO tools

SEO tools make it simpler and easier to manage and monitor your search engine rankings. To ensure that your website is both search friendly and optimized, you can start with free versions of [SEMrush](#) or [Moz](#).



TIP N°4

Publish and share regularly

You don't need to be a journalist to regularly publish and post information about your company or your industry. As the saying goes, "a picture is worth a thousand words"... so just share a photo! Regularly publishing content creates links to different pages on your website and avoids "dead-end" pages. This can be a good way to boost pages that are struggling to rank in search engines.



TIP N°5

Choose the right social media

The biggest social media mistake small business owners often make is to set up accounts on every social media platform at once. Don't waste your time! Instead, start directly with LinkedIn, known as the number one professional social network with 310 million monthly active users.