

Enhancing brand awareness and online visibility is crucial for your marketing strategy – but it doesn't have to break the bank. While it requires time and effort, a large budget is not necessary to build a strong digital reputation.



TIP #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.

There are many tools that can help you quickly set up your website – and you don't need any previous web experience. Look to tools such as Webflow, WordPress or Wix as they offer useful templates that help you customize your website based on your business needs.



TIP #2

Think about organic referencing (SEO)

When you do a Google search for something, do you scroll through all the pages of results or go with one of the top results? Chances are you never made it past the first page of search results because you found what you were looking for – your customers are no different.

Your goal when building online visibility is to appear at the top of the search results to attract traffic to your company's website. This is called search engine optimization (SEO). You can do this by regularly publishing new content to your website – which will help boost your search engine visibility (getting you to the top of the results).



TIP #3

Use SEO tools

To help you get to the top of the search results, think about getting an SEO tool that can help. There are some free tools available to help make it simpler and easier to manage and monitor your search engine rankings. You can use tools such as SEMrush or Moz (both have free versions) to help ensure your website is search friendly and optimized to give you the best results.



TIP #4

Choose the right social media platform

If you decide to use social media for your business, choosing the correct platform can be a challenge. The biggest social media mistake small business owners often make is to set up accounts on every platform at once. Instead, select the appropriate social media platform for promoting your business based on the purpose. If you're targeting businesses or the business community, LinkedIn is the most effective platform. Facebook, TikTok, and Instagram are good for sharing attractive posts and behind-the-scenes moments.



TIP #5

Publish and share content regularly

Regularly publishing content from your website creates links and helps with boosting your search engine result rankings. One word of caution when posting on your company's website or social media – make sure the content posted reflects the business's values and intended identity.