

12 Tips and Free Tools for Successful Business Online

In today's business environment it is important to be online, found at the top of a search and to convert your hits to sales. There are lots of free tools online to help you achieve this. Below are 12 that we encourage clients to explore further.

1. Keep your website up-to-date, regularly add new content, especially strong images and video, maps, reviews, a "call to action" and integrate with social media. Don't forget the "Best Rate Guarantee", particularly for accommodation providers. Also, make sure your website is mobile ready.
2. Become familiar with Search Engine Optimisation (SEO). Define targeted key words and phrases and optimise all content against these to ensure it ranks well in search engines. Check out Google's Free Keyword Research Tool: www.adwords.google.com/keywordplanner and Google's Starter SEO Guide: <http://budurl.com/SEOGuideGoogle>
3. Become familiar with Google Analytics - for online training go to www.google.com/analytics
4. Set up tracking codes on all promotions as campaigns in Google Analytics.
<http://budurl.com/urlbuilder>
5. Consider using online advertising tools like Google AdWords. www.google.com/ad
6. Set up Google Alerts to monitor your company's online presence, your competition and any topics you are interested in keeping up-to-date with. www.google.com/alert
7. Claim your business listing on Google Places. Update your map location and business information to leverage this free listing in Google.
www.google.co.nz/business/placesforbusiness
8. If you're a tourism business, get active on Trip Advisor. Proactively invite your customers to submit a review of your business, monitor and put your reviews on your website homepage.
9. Set up a Facebook Business Page and consider purchasing Facebook ads.
See Mashable's 'How to Guides' for Facebook: www.mashable.com/guidebook/facebook
10. Build your customer database and regularly run an email campaign with great content that's relevant and actionable.
11. Use the large library of resources, research and best practice examples available online at www.google.com/think
12. If you are not sure how to do something, log on to Youtube and search the topic. There are lots of great "how to" videos on most topics.

For more information on online marketing go to the *Free Stuff* tab on www.cuffs.co.nz