

AN EASY GUIDE FOR GETTING YOUR BUSINESS ONLINE

Let's get on

Almost all businesses can benefit from using the internet.

It's an easy, low-cost way to boost your business and build your reputation. At the end of the day, when your business is online it's easier for customers to find you and for you to sell your services.

There's a range of ways to promote your business online. From setting up a website, and listing your business on a local business directory, to creating up an email account, getting on Google Maps and making a Facebook page. We'll cover the first steps in this handy guide: setting up a business email and getting your business on Google.

BOOST YOUR BUSINESS WITH EMAIL

Many small businesses get a huge boost from being online. A big part of that is thanks to the fast and effective communication that email provides.

BENEFITS FOR BUSINESS:

- 1** Email offers a cheap way to advertise. It's great for sending out offers, information about new products and seasonal greetings.
- 2** Email makes it easy to keep in touch with your customers. Regular emails are a great way to touch base with your customers and keep them involved.
- 3** Email allows you talk to your customers and suppliers in real time. Messages can be received immediately – there's no delay for printing, postage and distribution.

OTHER HELPFUL RESOURCES:

Business Gateway

www.bgateway.com

Get Your Business Online

www.gybo.com

Federation of Small Businesses in Scotland

www.fsb.org.uk/scotland

Scottish Chambers of Commerce

www.scottishchambers.org.uk

BEST PRACTICE FOR BUSINESS EMAIL:

If you already have your own email, it's probably a good idea to use that same provider for your business account. However there are plenty of other providers out there including Gmail, Windows Live Mail and Hotmail.

companyname@emailserviceprovider.com

The username could include your name, your business name or where your business is based. Try to avoid adding numbers if you can. The aim here is to make sure the username is relevant to your customers and makes sense for your business.

PUTTING YOUR BUSINESS ON THE MAP: GETTING ON GOOGLE

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Listing your business on Google is a great way to provide customers the right info at the right time.

Google can provide customers with driving directions to your business in Google Maps, opening hours in Google Search and a phone number that they can click on to call you.

IT'S EASY TO GET YOUR BUSINESS ON GOOGLE. ALL YOU NEED TO DO IS WORK THROUGH THE FOLLOWING STEPS:

- 1** Go to www.google.co.uk/business
- 2** Click on 'Get on to Google'
- 3** Enter your business name and address in the search box
- 4** Click 'Add my business'
- 5** Type in your business name, address, phone number and location
- 6** Follow the instructions online to verify your business – whether that's by phone, email or post

97% OF PEOPLE
search for
local businesses online

ALL IT TAKES
IS 10 MINS!

YOU'LL WISH
**YOU'D
DONE IT
SOONER**