

# Top 10 Things to do

## 1. Set up a profile on Google My Business and Facebook for your business

Include all relevant information including website, phone number, email and opening hours.

## 2. Set up a website or place to purchase from your business

This could be your own website, 3rd party Marketplace e.g. Amazon, local groups or sites e.g. Shopify. Ensure you have product images, a description, dimensions/ weights, delivery options, prices and digital payment options.

## 3. Get customers to review your business

On social media, review sites or Google. This is great for encouraging potential customers to buy from you.

## 4. Ensure you are working safely during Covid-19

Put into place measures and signs which ensure you keep in line with government rules and regulations.

## 5. Be flexible with payment/ delivery options

Offer a few different options for both ways of paying for products and delivery options.

## 6. Use free Google resources

Google Trends, Google Alerts, Google Analytics, Google Digital Garage, Google Drive, Google My Business and Google Reviews.

## 7. Set out a harmonious ecommerce strategy

Include objectives, goals, social media strategy, customer profiles and any paid advertising.

## 8. Create engaging content

Content that is relevant to your business and that creates engagement is great for social media. However this content can be used on your website, emails, newsletters and your website.

## 9. Seek help from your Local Council and Growth Hub

Visit their websites for more information on what resources are available to your business.

## 10. Ensure your social media profiles link to your website

Provide your location and contact details.