



MiQuando® Insights - May 2013

Insight
"the ability to perceive clearly"

10 Simple things every business owner can do to promote their business online and why this is essential.

Why Online Presence is essential for Businesses

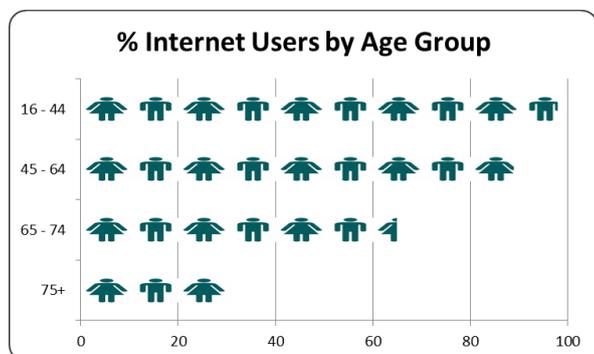
With more people working and more distractions, life just seems more hectic than ever. Have you ever stopped to think quite how this affects the way we do business?

Clearly, fewer and fewer people are visiting the high streets of towns and cities across the country and more and more are finding the convenience of internet shopping (whether buying or browsing & comparing) a much more convenient fit into their increasingly hectic lives.

So any business that does not have some form of online channel that provides a way for customers to research, compare and buy, both products and services 24 hours a day 7 days a week, is excluding the 21st century customer!

Even if you think there is no value to your business in doing anything online, just take a moment to explore some numbers from the Office of National Statistics (Q4 2012) which tells us that 85% of Britain's adult population is now using the Internet.

In the UK alone, there are over 43.1 million internet users spread across a surprisingly wide range of ages.



And also fairly evenly split between male and female users



You're pretty much guaranteed that within that number there are a good number of perfect customers for your business, so why ignore them.

The age of "I don't need a web site" or indeed having one that is nothing more than an out of date business card has passed. The problem is, creating a fancy new web site with

E-Commerce, E-Payments, Shopping Carts and Online Booking looks like it requires skills, knowledge, time and money that most small businesses either don't have or can't afford to waste.

It need not be such a daunting task. Getting your e-commerce web site up and running with a shopping cart and online payments can be a relatively quick and inexpensive process. You don't have to build it all from scratch. There are plenty of companies out there providing the building blocks for selling products online.

At MiQuando® we provide you with all the 'building blocks' for **selling services online** i.e. your time and skills. We have created a low cost, easy to use online Diary and Booking service that allows you to offer your time and services for sale online. Customers can book appointments any time of day or night leaving you free to focus on what **you do best** instead of being the receptionist.

10 Tips to promoting your business online?

1. Get a Basic Web Site

A reported 60% of small businesses don't have any sort of online presence at all! There's plenty of cheap self build options e.g. [1 & 1](#), but if you don't fancy that a basic web site should cost less than £500.

2. Make your web site SEO friendly

Make sure your web pages have decent Page Titles, Meta Descriptions and Meta Keywords. Check out this [Blog article](#) to see examples.

3. Register on a few valuable Business Directories

You already have a listing on [MiQuando®](#) - so far so good. Make sure your details are up to date, your business description and keywords are accurate and we'll build your very own SEO friendly page to help promote your business online for FREE.

4. Use Social Media

Setup social media accounts for your business. It's completely free to register a FaceBook Page, a LinkedIn business page and a Twitter Account. Publish these on your contacts page and search engines will be able to link your accounts and content published on them.



MiQuando® Insights - May 2013

Insight
"the ability to perceive clearly"

5. Update your content frequently

Search engines love relevant content, so be sure to update your web site, post on Facebook, LinkedIn and Twitter to make sure the search engines can see new content and maintain visibility in search results for your business.

6. Add a Blog to your website

Another opportunity to add great relevant content. First, more content means more authority which in turn means better search engine ranking. Check out [this article](#) from Swellpath for a more detailed explanation of why.

7. Get Interactive

OK, so people can send you an email or give you a call, but you can get much more. Make a simple web page that lets people register for a newsletter or opt in to email updates, gives you the opportunity to interact with existing and potential customers. A quick and easy one to do too.

8. Let customers do more

Today on MiQuando.com you can sell and take payments online for services with our fully integrated Online Booking Calendar service. No technical knowledge is required, simply enter your Service and Resource details and you can be up and running in less than 1 hour.

9. Link it all together

You now have a solid online presence; whereby customers can not just find you online, but interact and even book services with you online. It's important to link it all together, so at MiQuando® we have made it easy for you by creating pre built links you can use to direct people to your Online Booking service from your website, a tweet, a Facebook or LinkedIn post or any other web site. Just copy and paste the links from your MiQuando® account and you're good to go.

10. Word of Mouth Online

Every business knows a customer referral or recommendation is the best marketing tool in the world. MiQuando.com will shortly be offering a full ratings and reviews service, free for every business and we even show you how to link it into your own web site.

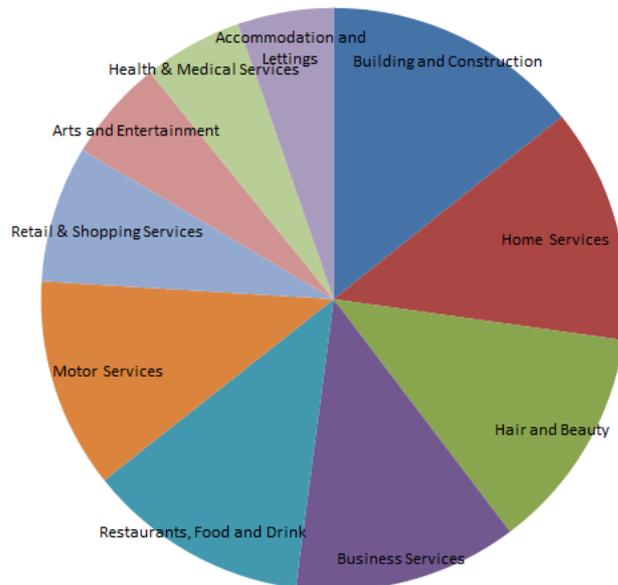
What's Popular?

It's interesting to see how the searches on MiQuando® vary throughout the year so we like to share some insights into what we see going on.

We've seen some major increases in some areas as you can see in this to 10 growth table:

Financial and Insurance Related Services	230%
Health & Medical Related Services	197%
Wedding Related Services	170%
Retail & Shopping Related Services	168%
Personal Related Services (Other)	167%
Motor Related Services	153%
Estate Agents	139%
Pet and Animal Related Services	137%
Building and Construction	136%
Travel & Tourism	125%

The most searched for local businesses on MiQuando® during in April changed shape again with the **Top 10** searches businesses related to these sectors:



To see how using MiQuando.com can help you compete and grow your business online whether it is simple Directory Entry, taking advantage of the range of advertising options, or getting going with Online Bookings, simply give us a call on **0845 564 0000**.