

How to get found online

4 steps to attract your community



DIGITAL
SERVICES
LAB

Why are we here?

HOW TO BE FOUND ONLINE & ATTRACT YOUR COMMUNITY



Access

Best free tool right now to help you be found on Google



Practical Steps

Reach your targeted audience within your area



Tools and Tips

Driving and growing traffic to your website and measuring effectiveness



Make an impact

Connecting with our community in the best way we can.

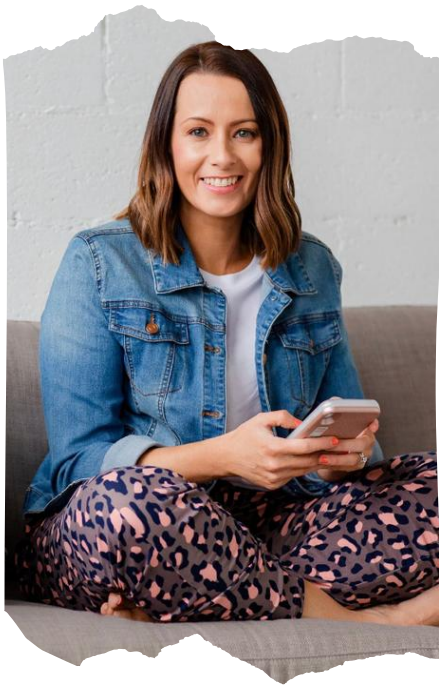
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Agenda

- Worksheet Instructions
- Meet Your presenters
- Meet our businesses
- The 4 steps to attract your community
- Wrap up and Gift



Meet your presenters



Bec Stenner
Director - Creative Seed Co



Bel Temby
Director - Digital Services Lab



Meet Creative Seed Co

CULTURE

Kindness, Transparency, Communication

MISSION

Helping brands grow on socials

SERVICES

- Social Media Management
- Social Media Audits
- Understanding analytics
- Strategy



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Meet Digital Services Lab 06

CULTURE

Every action we take is an opportunity to be more ethical, sustainable and socially just.

MISSION

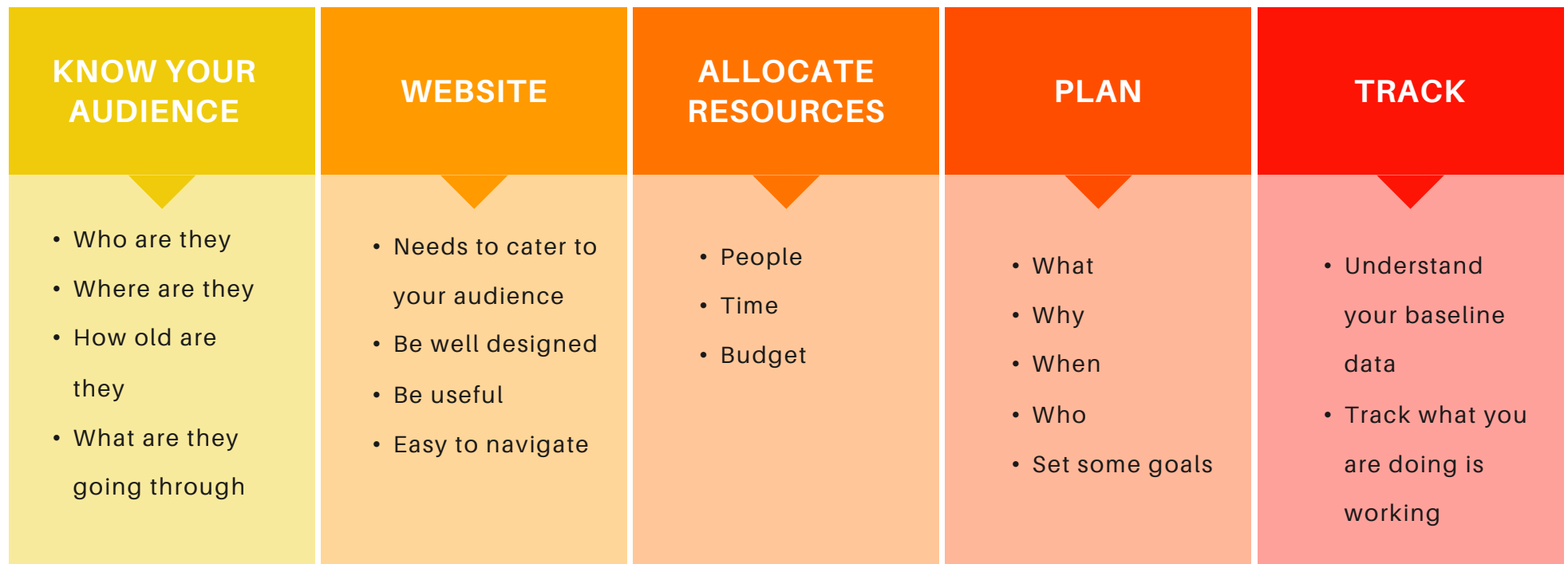
We do great work for the greater good helping you to inspire, engage and connect.

SERVICES

- Web Design and Development
- Website Care and Security
- Search Engine Optimisation
- Analytics Dashboards
- Graphic Design
- Email automation and template development
- Consulting
- Bespoke software solutions

BEFORE WE GET TO THE FOUR STRATEGIES TO BE FOUND ONLINE

There are some things that you SHOULD be aware of



STRATEGY 1: GOOGLE MY BUSINESS

REAL LIFE CASE STUDIES



01	What is Google My Business?	Google My Business is a free and easy-to-use tool to manage your online presence across Google, including Search and Maps.
02	Why would I use it?	It enables your business listing to appear in local search results for queries specific to your products or services and within maps.
03	How do I get started?	Google your business OR go here: https://www.google.com/intl/en_au/business/
04	Examples for today.	Transition Village Wallan - no claim Kinglake Ranges Neighbourhood House - claimed

LET'S TAKE A POLL

In Summary

GOOGLE MY BUSINESS

One of those things that happens before people reach your website



STRATEGY 2: Search Engine Optimisation (SEO)

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WHAT IS SEO?

You optimise your website for Search Engines. Simply put - the conversation between your online presence and Google.

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WHY IS IT IMPORTANT?

It can help you be found by people. It solves people's problems - just like you.

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WHY GOOGLE?

Google rules with well over 90% of Australia and New Zealand using it as their search engines!

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BUT HOW DOES IT WORK?

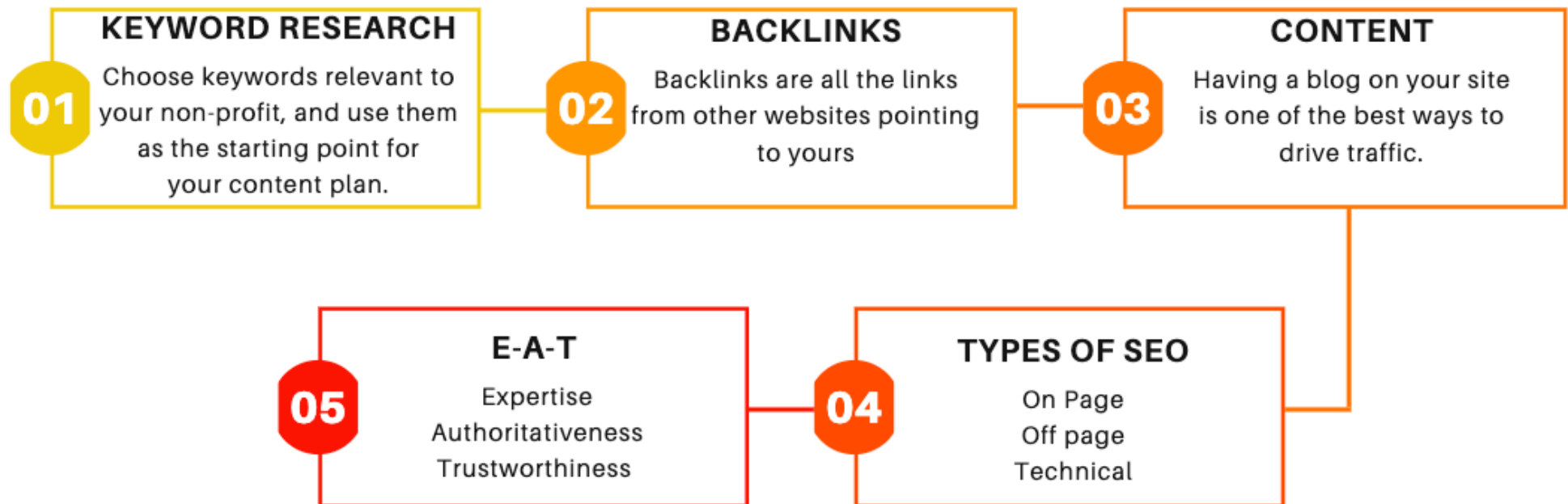
It all boils down to
a) how people surf the web and the terms they use to find answers to their questions.
b) Your website and how it is ranked by Google

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JUST USE DATA

Like we use data for getting a grant or opening a non-profit we need to use data to understand a) how people are using the web b) how our website is tracking

How can you improve your ranking in search engine results pages ?



You must measure and check - Let's take a poll!

Google Search Performance

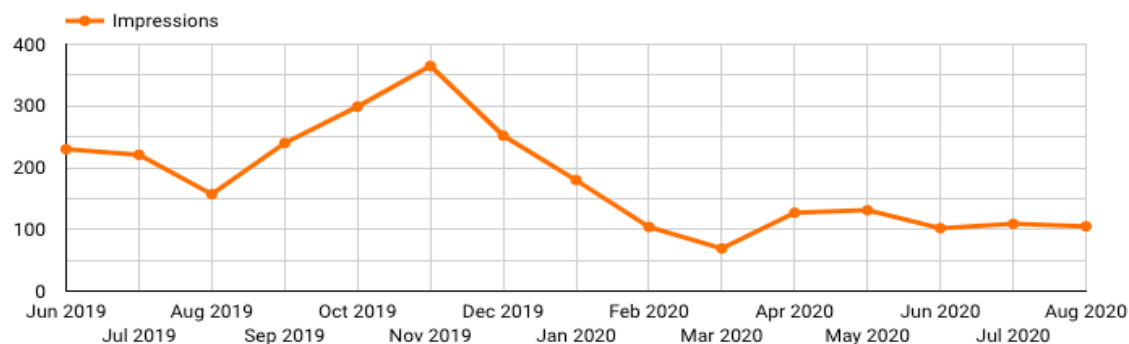
Queries
2,316
↑ 85.3%

Impressions
78,716
↑ 216.7%

Clicks
1,638
↑ 138.1%

Click-through Rate
2.08%
↓ -24.8%

Average Position
34.57
↓ -5.7%

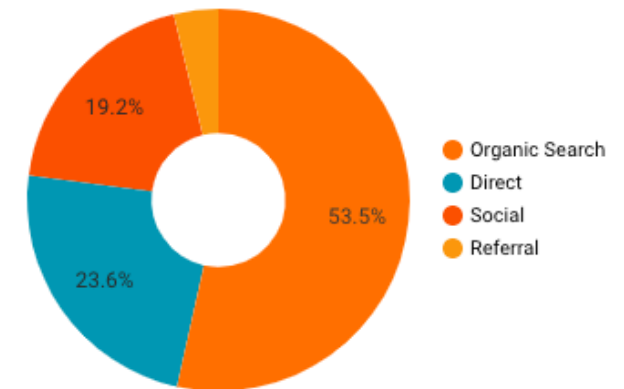
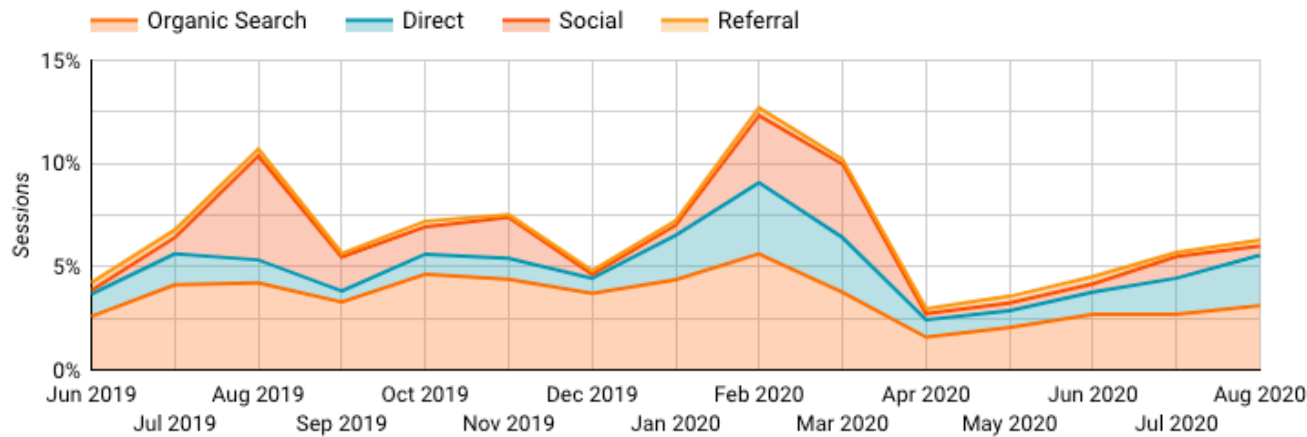


Impressions show how many times a user saw a link to your site. Top 10 positions appear on the first page of a search query and tend to get more clicks to the site. Improving the position of your site in search results through SEO optimizations will increase your impressions while improving the relevance of your site's listing to the search terms and will increase clicks to the site.

Top 10 Queries

	Query	Impressions	% Δ	Clicks ▾	% Δ	Site CTR	% Δ	Average Position	% Δ
1.	kinglake ranges neighbourhood house	485	125.6% ↑	200	177.8% ↑	41.24%	23.1% ↑	2.8	37.0% ↑
2.	kinglake neighbourhood house	414	91.7% ↑	114	72.7% ↑	27.54%	-9.9% ↓	3.61	47.9% ↑
3.	kinglake community house	165	275.0% ↑	38	123.5% ↑	23.03%	-40.4% ↓	3.47	14.7% ↑
4.	kinglake op shop	140	18.6% ↑	34	-5.6% ↓	24.29%	-20.4% ↓	2.33	26.6% ↑
5.	kinglake community centre	198	167.6% ↑	17	750.0% ↑	8.59%	217.7% ↑	5.41	24.4% ↑
6.	fran boyer	183	177.3% ↑	16	45.5% ↑	8.74%	-47.5% ↓	3.13	-32.6% ↓
7.	kinglake ranges	552	156.7% ↑	13	30.0% ↑	2.36%	-49.4% ↓	4.3	4.6% ↑
8.	permaculture courses	969	127.5% ↑	8	300.0% ↑	0.83%	75.9% ↑	48.92	-5.2% ↓
9.	kinglake events	184	80.4% ↑	6	20.0% ↑	3.26%	-33.5% ↓	6.41	160.4% ↑
10.	white plastic chairs	1,587	5,567.9% ↑	6	-	0.38%	-	3.93	-87.3% ↓

Traffic Trend and Share by Channel



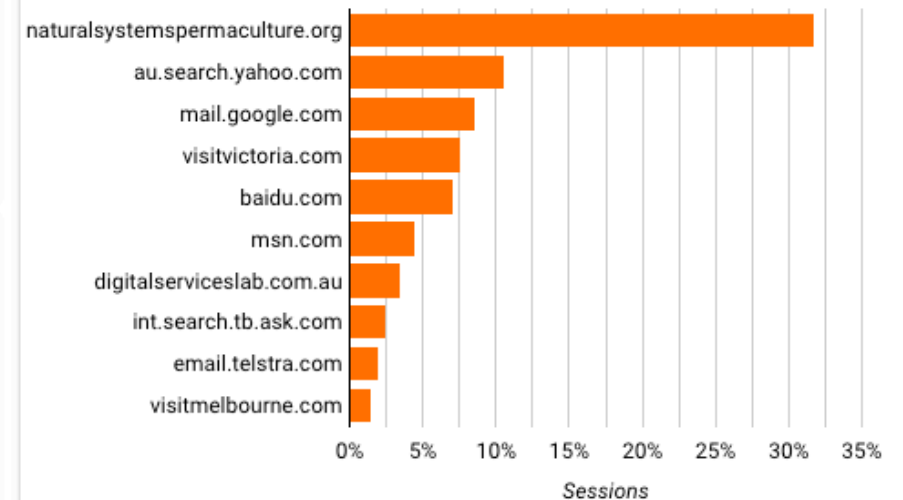
Organic Search sessions is traffic from search engines and can be increased with search engine optimizations.

Direct Traffic shows the number of users who visit your site directly through the address bar or visits from users wherein the source is not tracked such as through non-website sources like apps.

Top 5 Landing Pages

Landing Page	Sessions	Bounce Rate	Pages / Session	*Avg. Time on Page
1. /	34.16%	39.8%	3.29	00:01:03
2. /be-well-in-the-ranges/	7.71%	73.09%	1.74	00:01:50
3. /classes/	3.18%	36.53%	3.9	00:01:12
4. /about-us/	2.22%	50.00%	1.00	00:00:10

Top 10 Referral Sites





SOCIAL MEDIA

Visibility + Engagement



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WHAT'S INSIDE?

🌱 STEP 3: Boost your visibility

🌱 STEP 4: Engagement

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5 Super Easy Ways To Boost Your Visibility On Socials

1. Bio & About Sections:

CLEAR: Great use of short, simple sentences with line breaks, easy to read and clear on what you do.

OPTIMISE: Use key words for people to find you easily.

CONCISE: We encourage the use of emoji's to quickly create a sense of brand personality.

COMPELLING: Use a CTA, or call-to-action, to tell visitors what they should do next - DM or Email are great CTA's - add a hashtag so people know what to use

LINKS: Make sure they all work and not wasting opportunities.

Review your bios and about sections twice a year.



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5 Super Easy Ways To Boost Your Visibility On Socials

2. Make Your Social Media Icons Visible On Your Site & Email Signatures:

This seems obvious but you would be surprised how many businesses don't have these in obvious places.

While you are adding and reviewing your website icons, add them into all of your staff email signatures, super easy way to increase exposure.



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5 Super Easy Ways To Boost Your Visibility On Socials

3. Use geotags – location targeting.

This is an awesome way to be found by locals

This puts a physical location on your content which allows it to be searchable

Use the explore tab to find other accounts in your area

Allows you to search for other local brands/businesses/followers to engage with and strategically stalk – more about that later

You can create a geotag for your own business in Facebook

Ensure you take advantage of these in everyway possible – posts, stories, hashtags

Use location based hashtags

LET'S TAKE A POLL



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5 Super Easy Ways To Boost Your Visibility On Socials

4. Hashtags:

Hashtags are a must! They allow your content to be discoverable – they tie your content to a topic/theme/event/create user generated content.

Another great way to strategically stalk

You can create a hashtag for your own business

Ensure you take advantage of these in every way possible – posts & stories.

Types of hashtags.

- Hashtags indicating your product or service, like # or #
- Hashtags indicating your niche in your industry, like #
- Hashtags for Instagram communities in your industry, like # or #
- Hashtags for special events or seasons, like #
- Hashtags using location, #, or #
- Daily hashtags, like, #
- Hashtags with phrases relevant to what you do, like # or #
- Hashtags with acronyms
- Popular hashtags: # #
- Branded hashtags: # # this is a super important one to use and encourage your customers/clients to use when sharing your product/service on posts and stories is key to getting discovered by new audiences.
Include your branded hashtag in your bio, and it will automatically become a clickable and leads people to that content.



5 Super Easy Ways To Boost Your Visibility On Socials

5. Get Social:

You can't just post and ghost - then wonder why you aren't getting the results you want.

You need to give to get – you need to allocate time twice a day to engage and strategically stalk (can you tell I love this bit)

The ever-elusive Instagram and Facebook algorithm prioritises content and accounts that generate meaningful interactions. The easy way to ensure your content appears in your ideal customer's feed is to interact with them. Get active on socials, watch people's stories, DM, comment on, and share their content to help you get noticed and ensure that the algorithm connects your accounts.

Higher engagement means higher post reach, meaning more follower growth and increased brand awareness. It's all about being proactive with making connection and conversations.

Every brand/business needs to have a human side to their social media to help build a connection point and engage their audience, time to stop passively scrolling and just liking content, have intention and show up on your socials.

I guarantee if you get social and actively engage with your audience 10 - 20 mins twice a day for a week you would see the difference.

Who wants to know my 10 x 10 x 10 strategy to growing engagement with only half an hour a day??



Growing your engagement:

An effective way to grow your audience is to start to strategically stalk for followers, 20 minutes twice a day minimum!

This includes going on a like, commenting, and following spree twice a day on other accounts where your target demographic is sitting. Finding your ideal audience - list up to 10 hashtags your ideal audience may be using on their posts and list up to 15 accounts your ideal audience may already be following. I have a template that I change up every month with a conversation funnel – 10 people I would like to get to know better and warm them up into leads.

This is being strategic by engaging with other active social users who would be interested in your page. They receive a notification to say you have engaged with them, and they will come and check you out if they like what they see they will convert into a new follower.

This should be a significant element in any growth strategy. If you want to receive real comments on your content, you need to give them as well! During your social media management, this is done twice a day for the best ROI.

Five Must Do Engagement Boosters to use when posting to Instagram:

1. Ensure your post has a geo-location tag
2. Share your post to stories - stories are continuing to be hot property, most users have more eyes on their stories than on their feed. Make the share intriguing to increase the chance of being clicked. A successful strategy leverages both the feed and stories to maximise reach and impressions.
3. Spend time engaging before, and after your post goes out, this increases the impressions your content receives.
4. Like and respond to all comments left on your post, not only is the social media etiquette101 but helps to build connection.
5. Get people into your DM's this is where the magic happens. It's your job to keep the conversation going.

Five Must Do Engagement Boosters to use when posting to Facebook:

1. Spend time engaging before, and after your post goes out, this increases the impressions and reach your content receives, shows you are a real person participating, not just set and forget content to automatically post.
2. Like and respond to all comments left on your post, not only is the social media etiquette101 but helps to build relationships, and connection is what it is all about..
3. Ask more questions, interest breeds interest. Asking questions is a simple and probably the most natural way to begin engaging with your community. People like to share opinions, especially online.
4. Ask for feedback, A straightforward and effective way to start to build your engagement, especially on a new page as your audience is growing. Ask your audience what they'd like to learn about or see more of. When you start putting their suggestions into practice, they will feel valued and want to contribute more.
5. User generates content, this always works well, I recommend you use it often. Share photos, thank you notes, or praise that comes in with your audience. This will encourage more people to take action and send you these things so they can be featured.

Wrap up and a gift for you

ENGAGE- INSPIRE-CONNECT



CREATIVE SEED CO

Offer 1: Email Bec and receive her Social Media Audit at a huge 50% off.
Normally \$400.

bec@creativeseedco.com.au

Expires: Thursday 10th September



DIGITAL SERVICES LAB

Offer 2: Email Bel and receive our SEO Audit & Analytics Data Visualisation Package at 50% off. Normally starts at \$1500+GST.

bel@digitalserviceslab.com.au

Expires: Thursday 10th September

