



**How to create
standout online
content for
your business.**

eBook





Introduction.

If you want to get noticed online, producing quality content is key to growing your online presence and targeting new customers.

A well optimised website and comprehensive business listings are vital elements of your content strategy,

boosting your visibility in the digital space and showcasing what separates your business from the rest. With the right approach, you can let potential customers know you're the best in the biz and leave a lasting impression – and you don't have to dedicate all your free time (and leftover

budget) to getting your digital presence where it needs to be.

In this guide, we'll take you through all the pillars of great content – from the basics and visuals to social media and reviews – and break down how to optimise each to make sure you're getting results.

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Getting the basics right.

It's no secret that potential customers need to have the essential information about your business at their fingertips so they can get in touch with you.

Although your website and local listings will be tailored to your business type and objectives, everyone from doctors to dog groomers should tick off the fundamentals.

Make sure that the following basic details are accurate and up to date on your main site:

- Primary business address and any additional locations you have.
- Opening hours (including any special holiday hours).
- Service areas (if you're a mobile business) – over 70% of users search within a specific suburb, so you want to make sure you're targeting the right people.



- Phone number – landline and/or mobile.
- Email address/contact info.

Also be sure to check that any maps and directions to your main business location are correct.

Once you've verified that all your basic details are accurate, cross-check them against any other platforms

you're on. This includes your social media, your Google My Business listing (if you have one) and any other online directories like Yellow Pages.

The goal here is to make sure all your essential information matches up wherever your business appears online so it's easy for potential customers to find out if you're a good fit for their needs.



Writing a strong business description.

Your business description is a prime opportunity to capture potential customers' attention and give a snapshot of what makes your business great.

Most people will only glance at your site or listing for a few seconds, so it's crucial that your description makes a good impression quickly.

Have a browse through competitors' descriptions to see which ones work best. Which businesses stand out and why? What details have they included that you might have forgotten? This isn't about copying competitors, but rather taking inspiration to improve your own description.

You can also ask colleagues and business leaders in your field for their input, or even

go straight to the audience and ask for feedback from customers.

Aim to keep your business description at around 200 words or less – long enough to explain your services and selling points but short enough that your readers won't lose interest.

Every business description should cover these key points:

- What your business does – include this within the first sentence.
- Your services.
- The areas you cover.
- Your competitive advantage – what your business does best.
- Any awards, qualifications or accolades your business has received (great for giving your business credibility).

- A call to action like “Call us today for a free quote” to help convert potential customers into paying ones.

Writing a description rich in relevant keywords is also a great way to give your listing a boost in search engine results. Just make sure that any keywords used flow naturally, rather than stuffing them in.

TOP TIPS

- Keep your description concise and easy to understand.
- Avoid lengthy stories and flowery language.
- Make sure your tone of voice matches your brand.



Adding imagery and videos.

These days, quality imagery and videos are a crucial part of any small business's marketing plan. You might think you need to be a creative pro to create great-looking images and videos, but in many cases you can achieve professional results using just a smartphone.

What makes a good image?

The main goal of including photos on your website, social media pages, and local listings is to attract potential customers and add visual support or proof about your business claims. This means all images should be high-quality – avoid out-of-focus shots and thumbnail-sized photos.

When taking photos for your business, think like a marketing pro. What message and mood do you want to portray to potential customers? Do your photos match your overall



brand and highlight your business at its best? It's ideal to take your own original images rather than use stock photos because they're unique to your business and add credibility to your brand.

If you do need to use stock photos, look for images that don't appear too "stocky".

Try these resources:

- [Unsplash](#)
- [Death to Stock](#)
- [Life of Pix](#)

TOP TIPS

- Make sure that your images are sharp and in focus.
- Choose a well-lit area.
- Have a centre line (the horizon, for example) and point of focus to make sure your photos are well-framed.



Adding imagery and videos.

What to do if your business isn't image-friendly.

When it comes to compelling imagery, not all businesses are created equal. It's easy to capture great shots if you're a florist or café owner, but what do you do if you're a tax accountant or an exterminator?

The key here is to highlight all the other great aspects of your business. A good place to start is showing images of your friendly staff on the job doing what they do best.

Putting a face to a name is a great way to add a personal touch to your business and bolster trustworthiness.

If you're a product-based business, take some shots of your finished products to showcase your great workmanship.

You could even include some progress shots to highlight all the expertise that goes into crafting your final product.

Everyone loves a success story, so it's also worth including shots of your satisfied customers. This not only shows that you're good at what you do, but also that

your claims are backed up by real people.

Finally, consider showcasing your business achievements with visual graphics. This could be the number of customers you've served within a year, how many great reviews you've received, or any other positive impact you've had.





Adding imagery and videos.

What makes a good video?

Aim to keep videos short and sweet (under a minute if possible) and provide real value to the viewer.

This could be in the form of a how-to tutorial, a run-through of your competitive advantage, or a visual catalogue of your workmanship and process.

If you're filming a short clip of a job in action or staff at work, your phone or camera could do the trick. Just make sure to film in a well-lit, quiet area and if you're using a smartphone, hold it horizontally, so the aspect ratio is appropriate for uploading online.

For a more professional finish, consider hiring equipment for a day or investing in a freelance



videographer who can film and edit a polished clip.

You can also use tools like [Animaker](#) and [Moovly](#) to create short animated clips with graphics and dynamic imagery to add visual appeal to your selling points, share great reviews and testimonials, and so on.

- 62% of Australians stream videos online.¹
- 55% of people pay the most attention to video of all content online.²
- Readers spend more time looking at images than they do reading text on a page.³

1. <https://www.sensis.com.au/asset/Reports/eBusinessreport/Sensis%20eBusiness%20Report%202017.pdf>

2. <https://research.hubspot.com/reports/the-future-of-content-marketing> 3. <https://www.nngroup.com/articles/photos-as-web-content>



Selling your services.

While you might already know you're the best in the business, it's all about convincing potential customers to choose you over your competitors.

There are probably lots of other businesses out there like yours, so you'll need to establish a point of difference to really stand out.

This is where your Unique Selling Proposition (USP) comes in. Simply put, your USP is what makes your business different (and better) than any other in your field.

How to identify your USP.

The most effective USPs address a specific need or solve a problem for your target market. Think about what your customers commonly seek from your business and the factors that motivate their decisions.

For example, a clothing business might highlight the fact that their clothes are handmade from organic cotton or produced using local materials. A builder might mention that they're accredited to remove asbestos or that they specialise in eco-friendly building materials.

If you don't have a clear point of difference, why not offer an introductory deal? It could serve as the tipping point in your favour over competitors.

Awards and accolades.

Make sure to highlight any business awards, qualifications or certifications. These accolades act like an instant stamp of trustworthiness and go a long way to building your reputation online.

Qualifications and certifications also give potential customers peace of mind that you're equipped to do the job at hand.





Enhancing your social media.

Social media is a great way to connect with and target potential customers, and engage with existing customers. It can be used as a customer service portal, to drive traffic to your website,

to advertise special offers, and to establish your business as a leader in your industry.

To make sure people can find you on social media, be sure to feature direct links

to your profiles at the top of your website. It's also wise to link your social media to your Google My Business and other local listings, and encourage people to follow you through any newsletters you send out.

Social media stats.



69% of Australian internet users have a social media profile.¹



62% of small businesses believe that social media investment will contribute to an increase in sales.¹



48% of SMBs and 79% of large businesses have a social media presence.¹

¹. https://www.sensis.com.au/asset/PDFdirectory/Sensis_Social_Media_Report_2016.PDF



Enhancing your social media.

Social media platforms at a glance.

Here's a quick rundown of the most common social media platforms and how they can benefit businesses:

Facebook – the biggest social media network in Australia in terms of number of users and recognition. It's a great starting point for most types of businesses as it combines the ability to talk to customers directly, and post images, videos, links, and business updates.

Twitter – useful for businesses that regularly share interesting industry updates and news. It's also handy as a customer service portal.

YouTube – useful for any business with regular video content creation, including how-to videos and tutorials.



Instagram – a purely visual platform, which makes it great for businesses who have visually appealing products or services, especially food, fashion, and lifestyle brands.

LinkedIn – great for professional services and B2B businesses. It's also a good place to share thought leadership pieces relevant to your industry.



Managing your reviews.

According to the 2016 Sensis Social Media Report, 60% of Australian internet users read online reviews, so they're a powerful tool in any business's online marketing toolkit. People look to the opinions of others and like to hear what they say about a business before using it. Not only do reviews help potential customers make informed decisions, but they also provide your business with valuable feedback and a way for you to showcase your customer skills.

How to solicit good reviews.

The easiest way to encourage satisfied customers to leave you a review is to ask them directly:

- Once you've finished a transaction with a happy customer, ask them for a review in person, or even print business cards to hand to customers directly.

- Include a link to your listing with a call to action for reviews in customer emails and EDMs.
- Provide links to review platforms like True Local, Yellow Pages, or Trip Advisor through your website. Your regular customers are likely to be following your social pages, so it never hurts to ask for an honest review on Facebook.

How to respond to reviews.

Responding to reviews shows that you care about your customers on an individual level and that you take feedback into account.

If a customer has done you the favour of leaving a stellar review on your listing, thank them for their feedback, and try to mention something specific about the transaction. For example, if you run a

painting business, you might say, "Thanks very much for the great feedback! We're so glad you loved the feature wall – we did too!"

In a perfect world, all reviews would be positive, but the reality is that no business can keep every single customer happy. If you do receive a negative review, stay calm and try not to take it personally.

Thank the reviewer for their feedback and if an issue is unresolved, offer a way to resolve it offline or privately. If you disagree with their comments, you can write a short response explaining your side of the story – but always keep it factual and polite.

Finally, take the opportunity to use criticisms as a way to improve your business. Feedback is a valuable tool, even when it isn't as positive as you'd like.



In a nutshell.

Quality content is key to promoting your business online and getting found.

By showcasing engaging content, quality imagery and videos, and great reviews, you'll show potential customers that you're credible, experienced, and valuable.

Your listing checklist:

When setting up or updating your website and local listings, tick these boxes:

- Make sure your essential details are accurate and up to date – including your contact information, opening hours, address, and service areas.
- Ensure all your basic information matches up on your listing, website, and social media pages.
- Write a short, compelling business description that showcases what you do and why you're the best in the business.
- Include high-quality imagery of your products, staff, customers, and/or workmanship.
- Steer clear of stock imagery if possible.
- Utilise videos that are relevant to your business, such as how-to guides and tutorials.
- Consider hiring a videographer to capture a professional intro video that you can use on Yellow Pages and other platforms.
- Identify your Unique Selling Proposition (USP) and highlight it to establish your point of difference in the market.
- Provide ample links to your social media pages to encourage customer engagement.
- Encourage customer reviews and respond to reviews – both good and bad.