



# How to create standout online content for your business.

eBook

**yellow**

# Introduction.



**There are approximately 200 million active websites in the world. How are you making yours stand out?**

Unless you discover the secrets of going viral, getting noticed online is fundamentally a question of producing quality content. With the right planning and execution, you can use content to let potential customers know you're the best in the business and leave a lasting impression. Most importantly, your content should set you apart enough to encourage customers to keep coming back, build up their trust with you and, ultimately, become loyal customers.

In this guide, we'll take you through the pillars of great content – from blogs and image-based content to social media and reviews – and break down how to optimise each area to make sure you're getting the best results.

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# The basics of quality content.

**Firstly, potential customers need to know the essential information about your business so they can easily get in touch with you.**

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

- Primary business address and any additional locations you have.
- Opening hours (including any special holiday hours).
- Service areas (if you're a mobile business).
- 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 channels, your Google Business Profile listing and any other online directories, such as Yellow Pages.

If there are discrepancies between your website and your Google listing, this can confuse both your audience and Google's search

engine. If a potential customer is led to the wrong address or can't find your correct contact details, there is a high chance they will take their business elsewhere. Whether the customer goes to the wrong address or doesn't bother trying to find the correct contact details, this extremely simple piece of content can quickly lose you customers if there is a typo or error.



# How to write a strong business description.

**Your business description in online directories, on your Google Business Profile and on your website is a prime opportunity to capture potential customers' attention and provide a snapshot of what makes your business special.**

Most people will only glance at your site or listing for a few seconds, so it's crucial that your description makes a good first impression. This is not the time for flowery language or metaphors - get to the point of what you do in as few words as possible and make sure the benefit to the customer is clear.

Browse through competitors' descriptions to see which ones work best and take your cues from these.

Which businesses stand out and why? What details have they included that you might have forgotten? This isn't about copying your competitors, but is about using them as inspiration to improve your own description.

You can also ask colleagues and business leaders in your field for their input, as they might have insightful ways of explaining your brand or unique perspectives on your benefits. You might even go straight to your audience and ask for feedback from customers in a survey.

Aim to keep your business description at around 200 words or less. This is 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 or products.
- The areas you cover geographically (if relevant).
- Your competitive advantage – what do you offer the customer that no one else does?
- 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 your content with them, as this is often penalised by search engines such as Google.

## ■ Top tips

- Keep your description concise and focused on the customer.
- Avoid lengthy stories and flowery language.
- Make sure your tone of voice matches your brand.
- Include relevant keywords where appropriate.

# Utilising imagery and videos.

**Quality imagery and videos are a crucial part of any small business' website content.**

**According to studies**, 10% of people will only remember information from written content for three days after reading it. When you add an image, that figure soars to 65%. Additionally, articles with images get 94% more views than those without, and videos also increase engagement and views.

In most cases you can achieve professional results using just a smartphone for photos or videos, so this is an achievable goal even without hiring an expert.

## 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 about the message and mood 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 posed or unnatural.

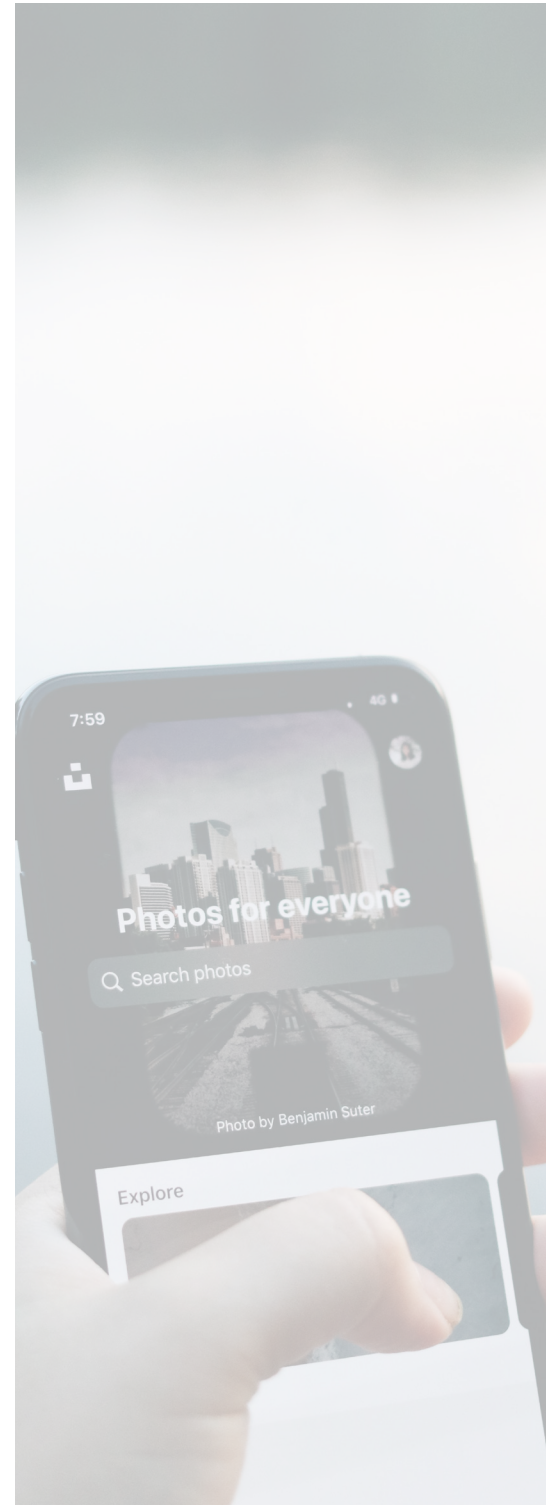
Try these resources:

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

If you have to rely on stock photos, aim to update your content with images of your own as soon as you are able, and don't forget to continue to update your images regularly to keep your visual content fresh.

### Top tips

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



## 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 an accountant or a pest exterminator?

The answer 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, which is especially important when the service you are offering is essentially down to the quality of your staff.

Everyone loves a success story, so it's also worth including shots of 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 impacts you've had.

## 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 product in action or staff at work, your smartphone is probably sufficient. 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. This is especially useful if you're creating an important video that will live on your website homepage (rather than a quick clip for social media, for example).

You can also use tools such as **Animaker** and **Moovly** to create short animated clips with graphics and dynamic imagery to add visual appeal to your selling points and share great reviews.

- **83% of Australians** report watching paid or unpaid video content online.
- 55% of people **pay the most attention to video** of all content online.
- **87% of marketers** say that video content has helped them increase traffic.



# Selling your services.

**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 your Unique Selling Proposition (USP).**

Simply put, your USP is what makes your business different (and better) than other businesses in your industry.



## 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 made from organic cotton or produced using local materials, which could target the anti-fast fashion audience. A builder might mention that they always turn up on time or that they never go over budget (two common pain points for customers).

Remember that a USP doesn't have to be something physical to do with a product. It could be

anything from having humans answering your phones (rather than a frustrating automatic response) or that you make a donation to an environmental charity every time someone makes a purchase.

If you don't have a clear point of difference, an introductory deal could be an effective way to capture your audience's attention. 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 throughout your content. These accolades act like an instant stamp of trustworthiness and go a long way when it comes to building your reputation online.

A common and effective way of highlighting awards and accolades in your website content is through a banner or carousel clearly displaying the logos of the institutions that have given the awards.

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, as well as engage with existing customers.**

Over **80% of Australians use social media**, which is why your audience is likely to be on these platforms, regardless of whether your target market is older or younger, male or female, rural or metro.

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 Business Profile and other local listings and encourage people to follow you through any email newsletters you send out.

## 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. As many as **89% of us have an account** and we check it 29 times per week on average. 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.

**TikTok** - a fast growing platform that allows businesses to share short, engaging videos. TikTok is especially popular with the younger market, so it can be a good tool for businesses seeking to reach this audience.

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

**Instagram** – a highly visual platform, which makes it ideal 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.

**People often look to the opinions of others and like to hear what they say about a business before using it.**

In fact, one study found that a massive **98% of Australians** will read reviews online before making a purchase.

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. **More than half of Australians** in one survey said they had left a review simply because the business asked them to.

- 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 left 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 so much for the great feedback! We're glad you loved the feature wall – we did too!"

This will help to further solidify your brand as a friendly and professional business, and may make the reviewer more likely to become a repeat customer or refer your business to friends. These kinds of responses can even be automated using email marketing software if you're looking to save some time.

## Dealing with negative reviews.

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.



# Online content in a nutshell.



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

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

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 is correct across 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 Online and other platforms
- Identify and highlight your Unique Selling Proposition (USP) 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.