

DIGITAL *Digest*

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**TIPS TO REFRESH
YOUR DIGITAL
PRESENCE**

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As we lead into the summer months, it is the perfect time to reset and refresh your small business marketing efforts! Much like spring cleaning, take the time to freshen up your digital spaces to set the groundwork for a summer of high engagement and great sales.



COMPLETE AN SEO AUDIT

SEO (search engine optimization) audits are used to assess the technical health of your website. It is essential to look into the hard data of your site to ensure it is functioning properly and can be accessed through the most-used search engines (ie. Google). [Google Search Console](#) is a free tool that business owners can use to measure the health of your site and optimize it to be best found on the Google platform.



Free Google Search Console Training

SEASONAL PRODUCT PHOTOS

Natural light is your friend! Take advantage of sunny days and longer daylight to take photos of your products. Adding fresh elements to your social feed and/or website can breathe new life into your owned and operated channels. Utilize fresh flowers, bright backgrounds, and natural scenery as an accessory to your product photos.



Natural Light Photography Tips



UPDATE CALL-TO-ACTION TOUCHPOINTS

Often on social platforms, there is no opportunity to directly link your products or services on an image or a video. #linkinbio has become a popular place to direct customers to various links to your website or another landing page. It is important to update these links to house the most pertinent resources linked to your business operations. A [new Instagram update](#) allows you to link up to **5 items** housed directly in the app without having to use a third-party integration. Before linking the items, ensure that the pages you are directing customers to are optimized for mobile delivery (as most users will be on a mobile or tablet device).

How to Make your Website Mobile-Friendly