

# HOW TO RUN A SUCCESSFUL BUSINESS IN THE DIGITAL AGE



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# Strategic Principles For Competing In The Digital Age

## How To Beat Your Competitor Online!



Digitization is rewriting the rules of competition, with incumbent companies most at risk of being left behind. Here are seven critical rules CEOs and business owners must make to address the strategic challenge posed by the digital revolution.

# 7 Golden Rules To Beat Your Competitors

Must have a professional website that stands out from competition

Your website must be Responsive. It should display correctly on all devices which your potential clients might be using (cell phones, desktop PCs, Tablets ...)

Your site must be fully Search Engine Optimized (SEO)? Only sites that have been fully optimized will receive top ranking on Google search result pages

Your site must have a lot of useful content, images and videos. Google and all other search engines prefer content rich sites which educate users

Your site must be listed with at least 50 major Business Directories to improve your local listing. Sites like, YP.com, Manta.com, eLocal.com, Google+, etc...

You must have a strong presence on Social Media Sites, such as facebook, linkedin, youtube, instagram, Google+, etc..

Have a Blog on your site to drastically improve your site's traffic and conversion

I will discuss all above 7 topics in details next

# Rule one to be successful online Make Sure Your Website Is Professional Looking

## Why A Good Web Site Matters To Your Business?

Your web site represents you as a business owner and professional. If your website looks professional, your potential clients will think you're a professional who has enough clients and enough income to have a site built for you.

If potential clients visit your web site and it looks cheap and home-built that's how they'll perceive you.

### Good Website Design



### Bad Website Design

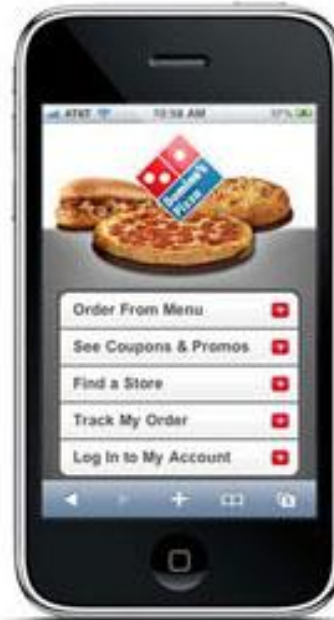


# Rule two to be successful online Make Sure Your Website Is Responsive!



## This Site Is Not Responsive

This site is not responsive. The images and texts are too small and very hard to read. Most people when come to a site like this, exit out quickly and move to the next site. If your site is Not Mobile Friendly, You Are Loosing Customers!



## This Site Is Responsive

The same website shown above will look like this, once it is converted to a Responsive site.

Responsive sites, adjust their fonts & images automatically to fit any size device the user is using. Responsive websites will automatically move up on google search results pages!

## So, What Is A Responsive Site Anyway?

Before the mobile phone explosion, most people would use their desktop computers to search for businesses. However, these days, it is estimated that over 75% of your potential customers are using their mobile phones to search for businesses. **Do this simple test.** View your website on your cell phone. If you have to pinch the screen to enlarge the content in order to be able to read it, that means your site is not responsive (aka: not mobile friendly). Google issued a warning in April 2015, asking ALL website owners, specially business owners to make their website Responsive, or risk loosing ranking in search results pages

→ Rule three to be successful online ←

# Your Website Must Be Fully Search Engine Optimized (SEO)!

## Search Engine Optimization (SEO) Is **VERY** Important.

Your Website Has Two Parts

1) Layout, images, colors: what people see

2) Source codes: what search engines see

Most website designers focus only on part 1 above. Of course it is important to have the best layout for your website. However, the same or even more attention must be given to part 2 by your webmaster when designing your site.

The success of any website is measured in how easy it is for people to find it on search engines. For example let's assume you are an attorney, and you have a very nice looking website. However, when you search for it in google, using keywords related to your practice, you don't see it on 1<sup>st</sup> or 2<sup>nd</sup> or 3<sup>rd</sup> pages of google search results. That could mean your site has not been fully optimized to be indexed by search engines. Experienced website designers use Google's recommended guidelines to optimize the site they are building. SEO is a complex process but one that must be paid attention to

→ Rule four to be successful online ←

## Make Sure Your Website Is Rich In Content

Does your site only tries to sell your services & products or it also provides useful information to visitors?

All search engines especially Google prefer websites that not only look good and have proper SEO tags, but also provide useful information to visitors. For example if you are a family doctor, you get better ranking in google if you add many articles, images and videos about preventive care on your website. Don't just sell yourself, educate your visitors too!

CONTENT IS KING



➡ Rule five to be successful online ⬅

## List Your Website With Many Business Directories

There are many factors that search engines such as Google look for when deciding to show a site on their 1<sup>st</sup> page or not. So far, we have discussed four of them. This one, # 5 is probably the most important one. (BackLinks).

When another site lists your site and links to it, that is called “BackLink”. Search engines prefer sites that have high number of backlinks. Their logic is that your site must be important that so many other sites are linking to it. So, you must make sure you have as many backlinks as possible.

Business Directories such as manta.com, yellowpages.com, eLoca.com, Yelp.com, etc... are sites that you must submit your site to, in order to receive backlinks.





➡ Rule six to be successful online ⬅  
Do Social Media Marketing

## What Is Social Media Marketing?

**Social media marketing refers to the process of gaining traffic or attention through social media sites.**

You must have an active presence on some or all of the following Social Media websites in order to increase your website traffic and visibility:

[Facebook](#) [Instagram](#) [Twitter](#) [Pinterest](#) [Google+](#) [Linkedin](#) [YouTube](#)



→ Rule seven to be successful online ←

## Keep Your Site's Content Fresh by Using a Blog

### Why Blogging Is Important?

Regardless if you are a small business, or a multinational company, blogging is integral to your online content marketing strategy.

#### Here are 4 reasons you need to blog:

- Drive traffic to your website
- Increase your Search Engine Optimization (SEO)
- Position your brand as an industry leader
- Develop better customer relationships

Unfortunately even though most websites do come with a built-in Blog, the owners of such sites either do not know how to use it or just ignore it all together. The Blog tool on your site is like having your own newspaper on your site. The same way that a newspaper must be updated daily or weekly, your Blog must also be updated frequently by posting information about your industry that could be educational and informative to your site visitors.

# We Can Help You!

The goal of this guide is to educate you about the steps you must take to succeed in the Digital Age. However, we realize that being a busy individual, your primary concern is to run your business efficiently and you don't have the time to learn and to implement all these recommendations for your business!

Don't worry. We are here to help. Comtek is truly your One-Stop\_Source for all your website design, hosting, and marketing needs. We know how Google works and can guarantee you 1<sup>st</sup> page ranking if you let us implement all these recommendations in your business.

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