# Enterprise Nation

# Go and Grow Online

19 ways to embrace the web and make the most of the digital opportunity

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Enterprise Nation

# It's time to Go and Grow Online!

There's never been a better time to build a home on the web and leverage technology to grow. You just need to know how to go about it, the tools at your disposal, and experts in the field.

This eBook has been written for early stage start-ups taking the first steps online, through to the growing businesses that are ready to make international sales, introduce email marketing and look more closely at online analytics.

It offers 19 steps to help you start and grow a successful business; from registering a domain, to becoming an expert, from getting connected to seeking support. All the tools recommended are either free to use or available on a small business budget.

Not only can harnessing the web make your business more resilient and profitable, it's also becoming a necessity as government looks to deliver more services online and encourages small businesses to have the skills to keep pace, consumers increasingly expect digital service, and the next generation workforce want jobs at digitally savvy outfits.

The tips and techniques suggested in the next pages will help you make the most of the digital opportunity to increase sales, attract talent, retain customers, raise profile and manage money.

This is why we launched the Go and Grow Online campaign in 2014; to encourage more businesses to go online and support existing online traders to grow. The campaign is in its second year, delivering even more activity, with thanks to campaign sponsors  BT, Dell, Microsoft and Verisign. You can read more about the campaign and its supporters through the eBook.

Recent research from Oxford Economics showed that if small British businesses embraced the digital opportunity, it would add £92 billion to the economy and create 1.1 million new jobs. I'm sure you'll agree that's a target worth aiming for!

I hope you enjoy the content and that you will join Enterprise Nation (www.enterprisenation. com/join) so we can support your business all year round.

**Emma Jones is founder of Enterprise Nation @emmaljones**

# Enterprise Nation

# 19 ways to embrace the web and make the most of the digital opportunity

* This eBook is written on the basis the reader has the required hardware to make the most of online digital tools.

## 1. Choose a domain

A domain makes up a part of your website and email address. So, for example, the domain name I own is enterprisenation.com. My website address is www.enterprisenation.com and email address is emma@enterprisenation.com. Both use the enterprisenation.com domain name. A domain isn't only your address on the web, it's also a big part of your brand, so think carefully when choosing one.

Your domain name does not necessarily need to match the company name. Instead, you might want to base it on keywords people will be searching for when looking for your product. For example if starting a business making hats for boys, consider branding your domain as hatsforboys.com – this way you're going to appear high up in the search results when people are looking for what you offer.

When buying a domain, think about your long term ambitions for the business. Will you be entering new markets and going global? (see point 16)  This is the great benefit of a .com – with this as your domain, you are accepted as global from the start. If your first choice of name isn't available as a .com, consider using the name suggestion tools which are now available with most registrars and suggest options similar to your first choice.

Domain names go beyond just being a website address. A domain can be used for redirecting traffic to a social media page, redirecting to a splash page, or using branded email so you can look professional to potential customers. This is why it's best to register the domain as one of your first jobs as you can point from it and use it in email before you've got the time and budget to build a shiny home on the web.

A domain should be easy to remember and read as well as spell. You may want to register variations to cover for misspelling and brand protection. If your first choice domain isn't available, visit  start-online-with.com to access a domain name recommendation tool.

## 2. Secure hosting

Registering a domain name gives you an address for your website - your next step is to secure hosting so people can type in the address and find you online. Most domain registrars offer domain names and packages that include a one-page website and email addresses. They also offer the web space to host your site. This is measured in megabytes and gigabytes, just like the information on your computer. In terms of how much web space you will need, basic hosting packages offer about 250 MB of space, but anything over 1 or 2 GB is more sensible and will also allow you to handle more traffic as your website grows more popular. With a domain name and web space, potential customers should be able to type your website address into their browser and find out all about your business — just as soon as you've built your site. Finding a hosting company shouldn't be hard. Most domain registration companies, such as 123-reg and 1&1, offer web space as a package.

## 3. Be connected

You'll need broadband from the start: while you're setting up your business, through to when it grows. Your two main options are ADSL broadband, which is offered by companies like BT, and cable broadband. When sorting your broadband package, here are the things to look out for:

▶ **Price** — some broadband prices seem cheap but the prices advertised can be for the first few months of an 18-month contract, so make sure you know what you're getting into.

▶ **Usage** — if your business is the kind that needs to send and receive lots of information, look for deals with generous monthly download allowances. Or, better still, unlimited downloads.

▶ **Customer support** — if you're installing broadband for the first time, you might need some help setting up and, once you're up and running, for what to do when your connection suddenly drops. For these sorts of queries it's handy to have good customer support, so check to see what's on offer and, crucially, how much it should cost to call for help.

With the right technology for your office it's time to take it outside. If you have a laptop, you pretty much have all you need to work on the move. Almost all laptops come with built-in wireless receivers, so you can hop onto Wi-Fi in public places like coffee shops and libraries.
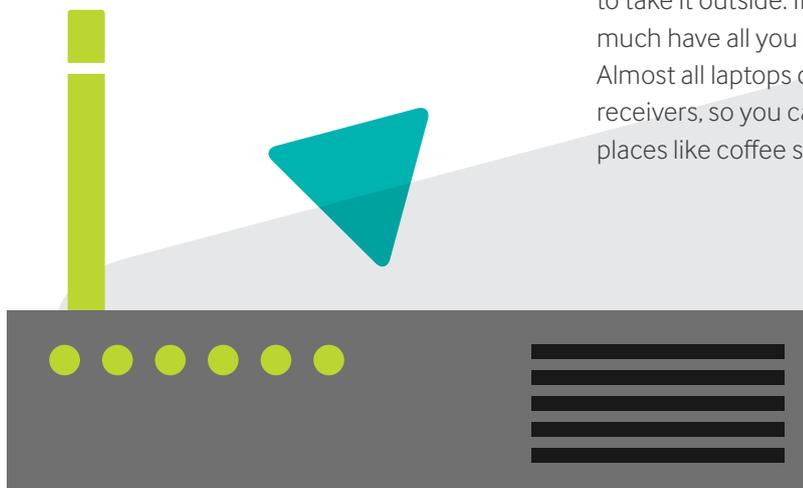
## 4. Set up office software

The industry standard in office software is Office 365 (www.office365.com) This online productivity toolkit includes email, calendars, Skype for Business and Office productivity applications; everything you need to run your business in the cloud (see step 15 for more detail on The Cloud). Another option is Google Apps for Work (https://apps.google.com)

Make the most of the opportunity every time you click 'send' on an email. Include a professional email signature or sign-off that has your basic contact details (company name, website, postal address, telephone, etc.). And consider including a discreet mention of any seasonal or product offers, and your social media sites.

"Know your audience and their needs so you can cater for them better than anyone else can, and so they keep coming back for more. This is one of the reasons blogging is so great – my readers also feel like my pals!"

**Tilly Walnes, founder,**
**Tillyandthebuttons.com**

## 5. Start a blog

Blogging is a website or part of a website that's regularly updated by an individual or a group of bloggers. There are blogs on any number of topics and the fact that anyone can start blogging for free makes the medium diverse and exciting. It's an easy way to get online, as you write posts on your topic of choice, upload images and video, and become the go-to place for customers looking for your advice/tips/services/products.

Search engines love blogs and the more you write, the higher up the search-engine ranks you will go. Writing regularly is likely to lead to a loyal readership and it's an effective way to communicate your news with existing and potential customers. Readers can add their comments to your entries if you allow them, and you can use your blog to answer questions and establish yourself as an expert in your field. It's free and easy to get blogging with these platforms:

**Blogger**
www.blogger.com

**Typepad**
www.typepad.com

**WordPress**
www.wordpress.com

## 6. Build a home on the web

The most straightforward route to building an online shop or presence is through investing in a template website builder. There are a number of companies offering template websites that come with domain registration, hosting, e-commerce and a basic level of design as part of the package so you can be set up today and trading tomorrow. Here's a list of the template site builders I particularly like:

### Moonfruit
www.moonfruit.com
A basic site is free to build, moving up to £18.75 per month for premium options. Moonfruit Shopbuilder automatically creates a store on Facebook and a mobile version of your site.

### Create
www.create.net
Packages start from £5 per month with 30-day free trial available.

### Squarespace
www.squarespace.com
A standard package is $8 per month, increasing to $18 per month for the business package. You select a template, start a free trial and get a free domain.

### SupaDupa
www.supadupa.me
Price packages start at £6 per month for the StartUp package and move up to £19 per month for the business package. 'Boutique e-commerce for creative minds' comes with the promise these sites will stylishly display your goods.

### Weebly
www.weebly.com
A free package offers all you need to create a site, including free hosting, or you can opt for the £5-per-month starter package or £17 per month business option with e-commerce built in.

If you instead opt to have your site custom built, hire a developer and designer who have carried out work you like the look of and for companies in a similar sector to your own. That way, the build team will understand what site you're after – and what your kind of visitor will be looking for, as well as how they like to browse and buy. When it comes to key pages to include, have a think about what you'd like your website to do for your business. The easiest way to start is to think of your website as a brochure, but remember to include the following pages at the very least:

▶ About us: the story behind your business and its mission.

▶ News: the latest and greatest of your products, business developments, maybe a topical focus if relevant to your business.

▶ Products or services: punchy with the detail, using images of your best work, and text and video testimonials from satisfied customers.

▶ FAQs: questions which you get asked. A lot.

▶ Contact us: email and social media details.

## 7. Plug in payment

To enable customers to browse **and** buy, add a payment tool to your site. Here are three from which to choose:

**PayPal**
www.paypal.com
There are no set-up charges, monthly fees or cancellation charges, and fee levels vary depending on the volume of sales. Simply insert PayPal buttons in your posts or pages using a Shortcode: https://developer.paypal.com/docs/integration/web

**Google Checkout**
checkout.google.co.uk
Is a global payment system. There are no set-up charges and fees depend on the volume of your sales.

**Stripe**
www.stripe.com
accept payments from major international debit and credit cards; charges 2.4% + 20p per successful charge, or less based on volume. Anything you earn via your website is transferred to your bank account on a daily basis. Setting up a Stripe account takes only moments, allowing you to start trading with immediate effect.

## 8. Be legally compliant

Ensure your website is complying with the law by taking these straightforward steps recommended by Joanna Tall, founder of www.OfftoseemyLawyer.com

▶ **Display terms of use** – this is simply stating what your visitors can and cannot do e.g. may they copy your materials? May they link to you? May they rely on the information you provide without doublechecking with you or elsewhere? What liability are you prepared to accept? Provide a link to your terms of use.

▶ **Display your privacy policy** – most websites collect personal data on their visitors either by getting them to register on the site or sign up for a newsletter. By law you must tell visitors what you will be doing with this data and the best way to do this is to set out the information in a privacy policy. A link to the policy will suffice. If you need to register as a data processor under the Data Protection Act simply go to www.ico.org.uk for more information.

▶ **If selling goods or services online, display your terms of sale** – ideally ask customers to tick a box stating they accept the terms before they proceed to check out. You also need to draw their attention to their rights under the Distance Selling Regulations, e.g. cancellation rights amongst others.

▶ **Protect your copyright in the website content** – although you automatically own the copyright in the content that you create, best practice is to remind your visitors! Say, for example: "Copyright 20xx Lawyers R Great Ltd". And if your logo or name is trademarked, broadcast the fact.

▶ **State who you are** – by law you need to state a full postal address and contact number and if you are a limited company, the company's registered address, number and country of registration.

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## 9. Consider powerful marketplaces

Ahead of setting up a dedicated shop or online presence, consider selling via online marketplaces whose job it is to ensure your products look professional and customers come calling. For selling personalised and artisanal gifts and goods, look at Etsy (www.etsy.com), Folksy (www.folksy.com) and Notonthehighstreet.com, for selling consumer goods; electrical/fashion/beauty products etc consider mega marketplaces eBay and Amazon, sell apps via iTunes and stock photography via iStock (www.iStock.com). If you're in the business of selling business services, the Enterprise Nation marketplace (www.enterprisenation.com/marketplace) is your destination of choice where you can create a profile for free and be seen and selected by the small businesses coming to see the experts on offer.

## 10. Set up social media accounts

Social media has been a friend to small business. Setting up accounts is free and easy to do yet provides the small business owner with global reach to thousands of potential customers. Here's an outline of the 6 main platforms.

**Facebook**
www.facebook.com
With over 1 billion users worldwide, some of your customers are bound to be here. You can list on Facebook for free and/or advertise on the site and select target audience based on location, sex, age and interests. Visit www.facebook.com, create an account, invite friends and contacts to join you and get promoting.

**Twitter**
www.twitter.com
Create an account, follow friends and contacts (and their followers) and get tweeting. Add a good photo, perhaps a bespoke background, your URL and an interesting bio. Find conversations to enter into via search.twitter.com and retweet (RT) other people's messages if they are of interest to you and your followers.

"Be consistent. Show up each day and tweet, even if time is short. It's more important to do a small amount each day than lots one day and then nothing for a week or so."

**Mark Shaw, Twitter expert**

**Instagram**
www.instagram.com
Join and promote yourself visually by uploading photos of you and your products or service, and maybe even a few shots of happy customers. The site also carries video clips so you can show: events you host, speak at, or attend products you make (the finished product) as well as images of the production process. Businesses are increasingly being built on Instagram including Symmetry Breakfast (www.instagram.com/symmetrybreakfast) and Lucky Dip Club. (www.instagram.com/luckydipclub)

**LinkedIn**
www.linkedin.com
Referring to itself as "the world's largest professional network", LinkedIn has over 100 million members. Create an account and start connecting with contacts and finding new ones. You can also form LinkedIn groups around your specialist subject.

**YouTube**
www.youtube.com
This is the world's most popular online video community, with 24 hours of video uploaded every minute. Start your own business channel for free, and upload videos profiling you and your work. Create an account (www.youtube.com/create_account), start a channel (advice via YouTube video!), and start broadcasting to the world.

**Pinterest**
www.pinterest.com
Is a virtual pinboard that lets users organise and share the beautiful things they find on the web. Big brands and small businesses have taken to Pinterest to pin pictures of their products to virtual 'pinboards'. More powerfully, customers are pinning their favourite products — and doing some of the marketing work for them!

## 11. Embrace email marketing

Keep in touch with existing and potential customers through a regular e-newsletter powered by tools such as MailChimp (www.mailchimp.com), Constant Contact (www.constantcontact.com) or AWeber Communications (www.aweber. com). The secret to email marketing is to keep things simple and keep it relevant. Organise mailing lists according to previous customer contact as a well-segmented list means you can send more frequent campaigns, ensuring a steady flow of business, without worrying about clogging up inboxes. Keep email designs clean — making it easier for your customer to make buying decisions in a snap.

## 12. Rise up the search engine ranks

Be seen on the first pages of Google by practising some Search Engine Optimisation. Commonly referred to as SEO, this is the process by which you can improve rankings for your website in the top search engines such as Google and Bing. Search engines use software known as 'spiders' to crawl the web on a regular basis and find sites to add to their index. There are steps you can take to make it easier for the spiders to find and add your site.

▶ **Start with the homepage** – provide high-quality, text-based content on your pages, especially your homepage. If your homepage has useful information and good quality, relevant text, it's more likely to be picked up by the spiders. Beyond the homepage, write pages that clearly describe your topic/service/product. Think about the words users would type to find your pages and include them on the site.

▶ **Make contributions** – identify influential bloggers and sites in your trade/industry, contact them and offer to write posts. You can also improve your visibility by writing helpful comments in forums and on other people's posts.

▶ **Be well-connected** – improve the rank of your site by increasing the number of other high-quality sites that link to your pages; these are referred to as inbound links. For example, if you're running a competition, go to sites that promote competitions and add yours.

▶ **Tagging** – a webpage's title, referred to as a 'title tag', is part of the SEO mix and can make a difference to your search rankings. It is also the text that appears in the top of the browser window. Include in your title tag the main key phrase you'd like the search engines to associate with your webpage and keep it to 60-90 characters in length. Duncan Green of Moo Marketing is an SEO expert and explains: "the title tag on the homepage for Moo Marketing reads: 'Moo Marketing – Search Engine Marketing – Search Engine Optimisation'. As you can see the title element contains two key phrases and identifies the subject of the webpage."

Keep content on your site fresh and maintain a dynamic social media presence to keep your rankings high!

## 13. Become an expert

Use digital tools to become an expert in your field. Offer this expertise for free to attract potential customers and as a way to reward loyal customers, or add a fee so your expertise, delivered digitally, increases revenue and profile. Here are the tools we use at Enterprise Nation to deliver member masterclasses, showcase advice and deliver business support each day.

▶ **eBooks** – become a published author by writing an eBook on your specialist subject. Do so via platforms such as Lulu ([www.lulu.com](www.lulu.com)) and Blurb ([www.blurb.com](www.blurb.com)) and then upload to publishing platforms Amazon ([www.amazon.com](www.amazon.com)), iTunes ([www.apple.com/itunes](www.apple.com/itunes)) and Kobo ([www.kobo.com](www.kobo.com)) to reach a wide audience.

▶ **E-learning** – create an online learning course on the back of your skill and deliver this to an invited audience. The technologies you can deploy on your own site to present your expertise include platforms such as Blackboard where you create a virtual classroom ([www.blackboard.com](www.blackboard.com)), GoToWebinar which enables you to invite up to 500 people to hear and/or watch you present ([www.gotowebinar.com](www.gotowebinar.com)) and CoveritLive that acts as a live chat facility ([www.coveritlive.com](www.coveritlive.com)). Check out the catalogue of Enterprise Nation webinars ([www.enterprisenation.com/webinars](www.enterprisenation.com/webinars)), delivered using GoToWebinar, to get a feel for how the technology works.

▶ **Email learning** – for this look at Mailchimp ([www.mailchimp.com](www.mailchimp.com)). This is the tool we use at Enterprise Nation to deliver a 12-week StartUp course to thousands of people. It was easy to set up and is now automated so learners receive their lessons on time and in their inbox.

▶ **Training** – deliver training and charge people for attending using GoToTraining ([www.gototraining.com](www.gototraining.com)) which is online training software allowing you to hold unlimited interactive training sessions with up to 200 people. With this tool you can reach out to students and potential customers across the globe (without having to travel), make tests and materials available online, and introduce audio and video conferencing into the training too.

▶ **Video expert** – create your own video content and have a sponsored series of guides (or other content) that can be uploaded to video sharing sites such as YouTube, Vimeo and eHow. Take a look at Enterprise Nation TV ([www.youtube.com/enterprisenation](www.youtube.com/enterprisenation)) to see how we are creating a library of vox pop clips on this video platform, so small businesses can access bite-sized tips on how to successfully start and grow.

▶ **Podcast** – for customers who like to listen to what you have to say at a time that suits them, upload a podcast with top tips, interviews and your thoughts of the day. Make it available on your site, iTunes and Podcast Alley to be sure of a wide audience. Submit a podcast to the iTunes store ([www.apple.com/itunes/podcasts](www.apple.com/itunes/podcasts)) or Podcast Alley ([www.podcastalley.com](www.podcastalley.com))

## 14. Make the most of marketing

The internet is jam-packed with thousands of tools to help you with digital marketing. To keep things light and keep you focused, here are seven favourites of Enterprise Nation head of content, Dan Martin.

### Hootsuite
www.hootsuite.com

This is one of the best social media management tools and while there is a paid-for element, you can get a lot out of it for free. The site allows you to organise your social media feeds into columns to track followers, monitor conversations about your brand, observe competitors' social media activities and schedule posts. The tool integrates with Twitter, Facebook, LinkedIn and, most recently, Instagram.

### Buffer
www.buffer.com

While Hootsuite has post scheduling as one of its features, if you want something that focuses solely on setting up social media posts for the future, Buffer is for you! It's a very simple but incredibly powerful tool. The free option allows you to add one account from Twitter, Facebook, LinkedIn, Pinterest and Google+. Buffer also offers detailed analytics for each post and with a simple click you can re-post popular content to encourage more interaction.

### SimilarWeb
www.similarweb.com

You shouldn't directly copy competitors' activities, but knowing how people arrive on their website, which other sites bring them traffic and the key interests of people reading their content can be incredibly useful. SimilarWeb shows detailed insights for any website and allows you to identify competitors you may not know about and social media platforms that could be useful to your business.

### BuzzSumo
www.buzzsumo.com

Getting influential people to read and share your content is a great way to make a success of your digital marketing. BuzzSumo allows you to connect you with industry influencers, find popular content relevant to your business, and track down backlinks.

### Instapage
www.instapage.com

If you've got a special offer or encouraging customers to download content, an easy to access landing page is crucial. Instapage allows you to create one. Choose from a range of templates and create a powerful call-to-action that can be embedded on your own website, on Wordpress or on Facebook. The service also integrate with many other platforms such as Twitter, Salesforce and Constant Contact.

### Piktochart
www.piktochart.com

Everyone loves an infographic and this tool lets you create one. Got some data you want to share? Rather than write a boring press release, collate it into an engaging graphic that will be much more shareable.

### Pressglue
www.pressglue.com

This is a new tool we've recently come across. Pressglue lets you create pages to display your business news and update. The company claims the service is easy-to-use and creates content that is easily shareable. It's worth a try!

## 15. Work in the cloud

If you already use web mail, you'll be accustomed to the idea of your messages and contacts being available from any computer or device connected to the internet. So, how about running your entire business from any computer or device anywhere? The Cloud refers to web apps which you run through your web browser and all the data is stored online, so in effect you can use them from pretty much any computer anywhere. All the work you do is stored in 'The Cloud' so you can log in and out from anywhere and see the same information. Also, if your computer crashes or you buy a new system you won't lose any data or have to reinstall it on a new machine.

Here are 10 cloud apps for your business

### 1. Google Apps
www.google.com/a
Includes email, instant messaging, a calendar, word processor, spreadsheet and presentation software, as well as a website builder.

### 2. Dropbox
www.dropbox.com
Is like a thumb drive in the sky. It's a folder that sits on your computer, but its contents are stored remotely and synced across other computers and devices that are signed into your Dropbox account. No-nonsense sharing, if you're working with others, and peace of mind that all your work is backed up.

### 3. OneNote
www.onenote.com
A digital notebook that synchronises your notes across PCs, Macs, tablets and smartphones. You can even access your notes on the web.

### 4. Trello
www.trello.com
There's so much to do when starting and growing a business, but you can keep on top of all your tasks with Trello. This is like a Pinterest for tasks and ideas and can be shared with others.

### 5. Basecamp
www.basecamp.com
If some tasks involve other people and form part of larger projects, check out project management software, Basecamp. It allows you to share files, deliver projects on time and keep communication organised and out of your inbox.

### 6. If This Then That
www.ifttt.com
Thousands of apps have API and this application lets you connect them together like LEGO bricks and If This Then That is the glue. For example, whenever you take picture on your phone, IFTTT can post it straight to Twitter automatically.

### 7. PickFu
http://pickfu.com
Fast, cost-effective feedback and market research online.

### 8. Yammer
www.yammer.com
Like a kind of Facebook for business, the Yammer app lets employees share information, collaborate on projects and improve communication.

### 9. Xero
www.xero.com
An accounting solution for small businesses in the cloud, with Xero you can log in online any time and see up-to-date business financials, from anywhere. The software synchs with your bank account so you can get an overview of cashflow and financial performance

### 10.OneDrive
www.onedrive.com
Store files securely in the cloud using OneDrive. Not only is your data backed up online but you can access it on different machines, including Macs, Windows devices, iPhones, iPads and Android devices, and collaborate with colleagues using Office Apps online.

## 16. Go Global

Reach out to 1.2 billion people online across the globe through a few digital tweaks to ensure customers overseas can find your site, understand the product/service, and click to buy in their local currency. If you've followed the steps above, you will have in place many of the tech tools required to Go Global. Here's how to go about it:

▶ **Research the market** – check Google Analytics (www.google.com/analytics) to see if your site is already attracting international traffic, and if selling digital products such as eBooks and apps, review your download figures on platforms such as iTunes, Amazon and GoToWebinar to identify existing demand and interest from overseas.

▶ **Promote in-market** – leverage the social media tools introduced in step 10 to be seen by visitors from overseas. Consider Hootsuite (www.hootsuite.com) as a tool to streamline your social media activity and schedule tweets and posts to fit in with local time zones. Also consider registering your site with the major search engines to increase the chances of it appearing in local results. These are Google (www.google.com/addurl), Bing (www.bing.com/webmaster), Baidu (for China) (www.baidu.com/search/url_submit), Yandex (for Russia) www.yandex.com Optimise your site by having keywords you think overseas customers will be searching for and a country-specific top level domain. Reach out to bloggers that appeal to your target market and offer to write guest posts and share links.

▶ **Sell to market** – template websites referenced in step 6 come with e-commerce built-in so international customers can seamlessly buy from you in their local currency. The same applies if you've plugged in a payment tool such as PayPal or Stripe (step 7) as these are payment tools set up to accept multiple currencies and be a globally accepted and trusted form of payment.

▶ **Consider localisation** – as sales in the market grow, consider digital moves that will position you more strongly as a local business. These include hosting your site in the country of the user so appearing higher in the search results (ask your domain registrar about their local hosting service provision), translating parts or all of the site with a free tool such as Google Translate (translate.google.com) and conducting calls or instant messages in local language with Skype Translator (www.skype.com/en/features/skype-translator) Have images on your site that resonate with an international audience sourcing from stock libraries like iStock (www.istockphoto.com)

"Having started the business with no advertising budget and promoting ourselves on Facebook, we attracted fans from all over the world and now have almost 1.5 million likes. This has translated into sales with 75% of our sales made overseas. Morphsuits are popular the world over. Australia, Germany, the USA and we recently signed a deal with an Indian distributor."

**Fraser Smeaton, Co-founder, Morphsuits**

## 17. Measure what works

Time to measure what's working in your digital marketing and social media mix. Measure media and press mentions through signing up to Google Alerts (www.google.com/alerts) and Google Analytics (www.google.com/analytics) will offer intelligence on website traffic and marketing effectiveness. Other analytics options include Alexa (www.alexa.com) to record web traffic metrics, site demographics and top URL listings, Clicky www.getclicky.com to monitor and analyse site traffic in real time, Opentracker (opentracker.net) to gather and analyse web stats and monitor online visitors and StatCounter (www.statcounter.com) as an invisible web tracker and hit counter that offers data in real time. Hopefully what you will see is an upward curve of visitors and time spent on the site. If you're selling anything, then hopefully this means more sales. If your site is the business, this means you're in a strong position to attract advertisers and begin doing affiliate deals.

## 18. Attend events

Going and growing online also means getting out and about! There are events happening up and down the UK on topics relating to digital marketing and tools. Attend Enterprise Nation's Go and Grow Online events (www.enterprisenation.com/events) hosted in London, Barnsley, Bristol, Shropshire, Burton-upon-Trent, Birmingham, Peterborough and more. These events feature entrepreneurs who have experienced digital success and digital experts who want to offer a guiding hand. Attending events will connect you with peers and keep your digital knowledge in-tact.

## 19. Get support

And finally, surround yourself with support from business owners at the same stage as you, those slightly ahead, and from digital experts. Seek out this support by attending events (step 18) and joining a small business membership that suits the needs of your modern business. Join Enterprise Nation, get involved in the Go and Grow Online campaign, and let us support you all year round.

**www.enterprisenation.com/join**

# About Go and Grow Online partners



### Enterprise Nation

Enterprise Nation is a small business network with more than 75,000 members. Its aim is to help people turn their good ideas into great businesses – through expert advice, events, networking and a modern membership. Enterprise Nation was founded in 2005 by Emma Jones MBE also co-founder of StartUp Britain and one of the Prime Minister's Trade Ambassadors.



### Dell

Dell Inc. listens to customers and delivers innovative technology and services that give them the power to do more. As the visionary outcome of a true entrepreneur, Dell is committed to help power the success of entrepreneurs by developing technology solutions that help their businesses increase productivity and grow.



### BT

Business is all about people. And technology should be too. That's why we're here to make technology work for people.

BT Business is the UK's leading business communications supplier. We provide everything from a package that gives you a business phone line, business grade broadband and capped call rates, to products that help you design and build your website. With over 50,000 start-up businesses joining us each year, we've had lots of experience helping new companies find the communications that help them on their way. That's why we're proud to support Go and Grow Online.

## Microsoft

Microsoft has been at the centre of the revolutionary changes that technology has brought to every aspect of our lives and we'll be at the centre of tomorrow's transformations. The best is yet to come.

For small and midsize businesses, technology can make the difference in your business success by setting you apart from your competitors, whatever size you may be.

But the challenge is "how do you get there?" This is where Microsoft and our ecosystem of partners provide something different—offering a unique approach for making the benefits of modern technology a reality for small business.



## Verisign

Verisign powers the invisible navigation that takes people to where they want to go on the Internet.

The company operates the infrastructure for a portfolio of top level domains, including .com and .net, and offers a suite of infrastructure assurance services—including Managed DNS, DDoS

Protection and iDefense Security Intelligence Services. Verisign is a champion on enabling small businesses to Go and Grow Online.