MANAGER'S MINUTES



Best practices to improve online visibility of a company !

In the digital age, the use of digital technology is essential for any company or institution wishing to have a strong online presence. This is particularly true for businesses and institutions in Africa and around the world, where the internet and social media are fast becoming the primary means of marketing and communication. However, establishing a strong online presence can be difficult, especially for those who are not familiar with the latest digital marketing strategies. In this article, we will explore some of the most effective strategies for building greater online visibility for businesses and institutions in Africa and around the world.

1. Optimising your digital visibility strategy

Establishing a strong online presence consists of developing a global digital strategy. This involves identifying your target audience, understanding their needs, preferences and determining the best channels for reaching them. This digital strategy will include the various goals and clear objectives and levers determined, as well as a plan for measuring success and adjusting your approach if necessary.

2. Build a solid website

Your website is the foundation of your online presence, so it's essential to build a solid one. This means it needs to be user-friendly, visually appealing and optimised for search engines. It also needs to be mobile-friendly, as more and more people are using their smartphones to browse the internet.

3. Create high-quality content

Creating high-quality content is another essential part of building a strong digital presence. This can include blog posts, videos, infographics and other types of content that bring value to your target audience. The key is to create content that is informative, engaging and shareable, as this will help you attract more visitors to your website and social media pages.

4. Take advantage of social media

Social media platforms such as Facebook, Twitter, Instagram, TikTok and LinkedIn are powerful tools for increased visibility. These platforms allow you to connect with your target audience, share content and engage with your followers. To get the most out of social media, you need to create a consistent publishing schedule and use a combination of organic and paid promotions to reach your target audience.

5. Invest in search engine optimisation

Search engine optimisation (SEO) involves optimising your website and its content so that they rank higher in the search engine results pages (SERPs).

This is important because the better your site is ranked, the more likely it is that visitors will find and visit it. To optimise your website for search engine optimisation (SEO), you need to use relevant keywords that are consistent with your various offers and that are as close as possible to your prospects' search intentions. Create high-quality content and make sure your website is fast and mobile-friendly. The key is to focus on the prospects who are closest to the act of buying or subscribing. This will result in fewer budget leaks, better click-through rates and a higher conversation rate.

6. Monitor your online reputation

This final phase involves monitoring your online reputation and responding quickly to any negative comments or reviews. This will help you maintain a positive image online and build trust with your target audience. You can use tools such as Google Alerts and social media monitoring software to find out what people are saying about your brand online.

In conclusion, having a strong online presence is essential for businesses and institutions in Africa and around the world that want to succeed in the digital age. By optimising your digital visibility strategy, building a strong website, creating high-quality content, taking advantage of social media, investing in SEO and monitoring your online reputation, you can develop a powerful online presence that attracts and engages your target audience. Choosing the best digital marketing strategy for your business or institution depends on a number of internal and external factors. To avoid wasting time and ensure the profitability of your marketing plan, it is advisable to hire a business

consultant. Based on his or her expertise in various sectors, the consultant will be able to put in place the strategy that will enable you to penetrate the digital market effectively, improve the e-reputation of your company or institution and increase your turnover. **FEULI PARTNERS** provides you with a versatile team of business consultants to support you at every stage of implementing your digital marketing strategy.