

6 Simple Steps To Grow Your Business Online

Step 1 - Create A Website As Your Online Storefront



A website is the foundation of your online presence. If you are tech savvy you can use website builders like WordPress, Wix, or Squarespace to design a site that showcases your services, info about your business, recent projects or customers, and of course a way to contact you. Or if you don't have the time, you can use our business [Web Designs Orange](#) to design it using a local designer with no large upfront fees.

A website should be easy to use, clearly communicate what your business offers including how you differ from your competition. Finally, don't forget to offer contact options.

Pro Tip – Your website needs to be built for multiple devices, instead of just a computer screen. Did you know over 60% of your enquiries will come from a mobile device? Check how it looks on all devices.

[Learn how to create a website yourself](#)

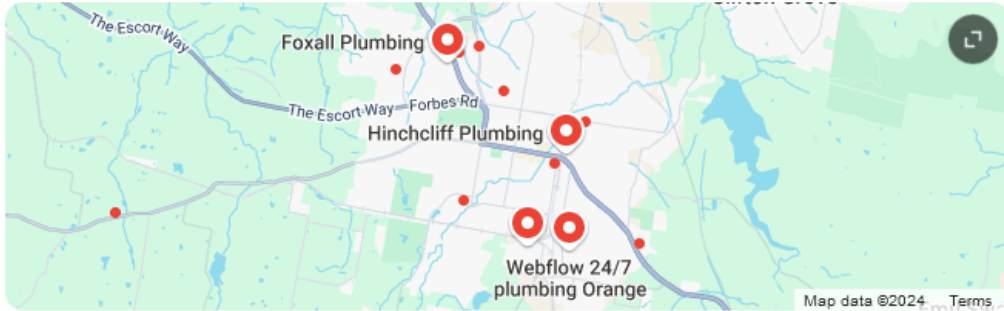
[See some of our recent website examples if you wish to use Web Designs Orange](#)

“Did we mention Web Designs Orange can build your new site, host your site, maintain your site and simplify the process? We’ve made entire sites with nothing more than a business name in just a few weeks.”

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Step 2 - Add a Local Google Business Listing

Businesses :



Webflow 24/7 plumbing Orange

4.9 ★★★★★ (408) · Plumber

3+ years in business · Orange NSW · 0475 862 669

Open 24 hours

🗣️ "Plumber attended when promised and fixed the water leak promptly."



Website



Directions

Foxall Plumbing

5.0 ★★★★★ (12) · Plumber

3+ years in business · Orange NSW · 0423 590 083

Open · Closes 5:30 pm

🗣️ "He worked our job in to do it after hours and on a weekend."



Directions

Laser Plumbing Orange

5.0 ★★★★★ (14) · Plumber

10+ years in business · Orange NSW · (02) 6363 1445

Open 24 hours

🗣️ "Quick repair of a cracked pipe, with friendly service from Jordan."



Website



Directions

[View more businesses](#) →

Example Google Search For 'Plumbing Orange'

Get noticed locally by creating a Google My Business listing. It's free, and it makes your business visible on Google Search and Maps when potential customers are searching nearby.

Therefore, if some searches for example 'Plumbing Orange' in Google you'll show up.

Pro Tip – Make sure your industry, location, photos and supporting information is accurate and matches your top competitors.

[Set up your Google My Business listing](#)

[FAQs](#)

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Step 3 - Advertise Your Business Via Facebook



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GET YOUR BUSINESS ONLINE
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- Online Advertising
- We Handle Everything
- Helping Locals Since 2013
- Australian Designers & Support Team

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10 Reasons To Move With Us

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- Over 38 Years Experience
- Fully Insured
- Retail & Wholesale Box Sales
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- Supply Of Furniture Felts
- Mini Moves To Save Costs
- Fast & Safe Delivery
- Friendly Service
- Enjoy A Professional Move

"Did We Mention Pet Friendly"
www.offnersremovals.com.au

Example Facebook Ads

Use Facebook Ads to reach a broader audience. Facebook's targeting options allow you to specify locations, demographics, interests, and behaviours to ensure your ads get in front of the right people.

Your aim is to construct a simple Ad that connects to your chosen audience that clearly conveys your main services or products. Be sure to use a high quality engaging graphic or video that instantly conveys what you do and list your contact details.

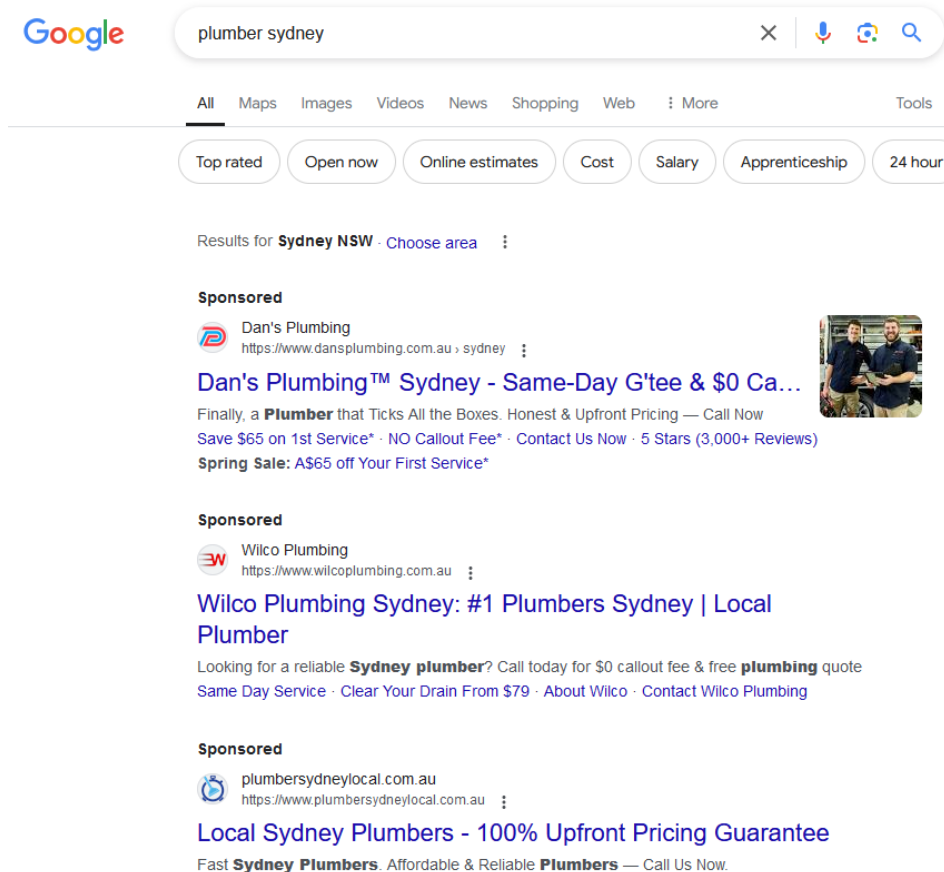
Pro Tip – Facebook Ads are one of the lowest cost forms of advertising to reach a large audience. They offer a great way to raise the profile of your brand quickly. Recent Ads have seen ads show up in 50,000 + localised Facebook feeds, and shown some form of interacting on around 15,000 and can lead to as many as 1000 clicks off just a few hundred dollars when self-managed leading to lower customer acquisition results. *(results vary between industries)*

[Learn how to advertise on Facebook](#)

[See some of our recent Facebook Ad examples if you wish to use Web Designs Orange](#)

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Step 4 - Get The Top Spot In Google Search With Google Ads



The screenshot shows a Google search for "plumber sydney". The search bar is at the top with the Google logo on the left and search, voice, and image icons on the right. Below the search bar are filters for "All", "Maps", "Images", "Videos", "News", "Shopping", "Web", and "More". There are also buttons for "Top rated", "Open now", "Online estimates", "Cost", "Salary", "Apprenticeship", and "24 hour". The results are for "Sydney NSW". Three sponsored results are visible:

- Sponsored**
Dan's Plumbing
<https://www.dansplumbing.com.au/sydney>
Dan's Plumbing™ Sydney - Same-Day G'tee & \$0 Ca...
Finally, a **Plumber** that Ticks All the Boxes. Honest & Upfront Pricing — Call Now
Save \$65 on 1st Service* · NO Callout Fee* · Contact Us Now · 5 Stars (3,000+ Reviews)
Spring Sale: A\$65 off Your First Service*
- Sponsored**
Wilco Plumbing
<https://www.wilcoplumbing.com.au>
Wilco Plumbing Sydney: #1 Plumbers Sydney | Local Plumber
Looking for a reliable **Sydney plumber**? Call today for \$0 callout fee & free **plumbing** quote
Same Day Service · Clear Your Drain From \$79 · About Wilco · Contact Wilco Plumbing
- Sponsored**
plumbersydneylocal.com.au
<https://www.plumbersydneylocal.com.au>
Local Sydney Plumbers - 100% Upfront Pricing Guarantee
Fast **Sydney Plumbers**. Affordable & Reliable **Plumbers** — Call Us Now.

Example Google Search For Plumbers Sydney

Running Google Ads can help your business appear at the top of the Google search results when people search for your services or products. You simply sign up to Google Ads, set up a budget and target relevant keywords to get started.

Google Ads will appear above all other search results, but you pay for that privilege by outbidding your competitors. If you're in a low competitive or niche space, you may find you're the only one competing and the cost per client click on your Ads may be low. If however you are in a highly competitive marketplace, you may find you pay \$1 per click OR higher every time your Google Ad is clicked taking them to your website.

Pro Tip – By continually monitoring your cost per click you can target the lower cost keywords and turn off the higher cost keywords to maximise your budget allocation.

[Learn About Google Ads](#)



[See some of our recent Google Ads examples if you wish to use Web Designs Orange](#)

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Step 5 - Fast Content Creation With ChatGPT




What can I help with?

 write me a Facebook ad post for my plumbing business in Orange 

 Create image

 Summarize text

 Help me write

 Make a plan

 More

ChatGPT makes content creation fast, consistent, and cost-effective. It allows you to easily generate versatile content for websites and social media, helping maintain a strong online presence. With SEO-friendly features, it enhances your site's search engine performance, while creative, engaging posts boost interaction on platforms like Facebook. Plus, it's always available, ensuring your content needs are met promptly and efficiently.

Did you know that the above paragraph was written by ChatGPT? Pretty cool right.

Pro Tip – We recommend that you ask it to use Australian spelling, and always proof the content as it doesn't always get it right. Make sure you use detailed content creation requests to get the best results.

[Learn About Chat GPT](#)

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Step 6 - Report On Your Online Results



Google Analytics is a powerful tool for understanding your customers and measuring the success of your online efforts. It provides detailed insights into how visitors interact with your website, allowing you to track important metrics like how many people visit your website, how long they stay for, and what pages they use the most.

You can see where your traffic is coming from—whether it's through search engines, social media, or direct visits—which helps you optimise your marketing efforts placing the spend in the right place and getting rid of advertising that's not working. It also tracks customer behaviours such as clicks, form submissions, and purchases, giving you a clear view of how well your website converts visitors into customers.

With Google Analytics, you can identify which content or products are performing best, which pages need improvement, and ultimately make data-driven decisions to enhance customer engagement and drive business growth.

Pro

Pro Tip – If you are spending large amounts on advertising, you need to know the stats on this months results VS the previous years results. That way you can track growth and determine if your ads are working.

[Learn About Google Analytics For Reporting](#)

“We hope you enjoyed this FREE guide to help your business GROW online. If you don't have the time for these strategies then reach out to Web Designs Orange on 1300 406 169 or visit our website <https://www.webdesignsorange.com.au/> for more information.”