



Digital Presence & E-Commerce

5 KEY POINTS

Your digital presence is often your business' first impression. These five tips will help you strengthen your online footprint, reach more customers, and make it easy for them to shop, book, and connect.

1. Business Website Set up or Refresh

A professional, easy-to-navigate website is essential in today's digital marketplace. Make sure your site is mobile-friendly, loads quickly, & clearly displays your services, hours, & contact information. High-quality photos, company goals, & an "About" page helps tell your business's story & builds trust.

For refreshing an older site, even small updates like new visuals or simplified navigation can make a big impact on user perception. If you're a member & recently updated such, send the chamber a quick email at info@nvchamber.ca with any information or media you would like updated on your NVC member page.



Local SEO Tips to Be Found Online 2.

Search engine optimization (SEO) helps customers find your business when they search online. Start by claiming & updating your Google Business Profile with accurate hours, location, photos, & services. Incorporate local keywords like "North Vancouver bakery" or "eco-friendly goods on the North Shore" into your website & social media posts. Regularly posting updates, responding to reviews, and sharing local events or partnerships also boost your visibility in local search results.

3. Email Marketing Essentials

Email remains one of the most cost-effective ways to stay connected with your customers. Build your email list through your website or in-store signups & send regular newsletters with updates, promotions, or helpful tips. Keep emails simple & engaging; use clear subject lines, eye-catching visuals, & include calls-to-action like "Shop Now" or "Book Today." within your signature or header to increase routes of access. Free tools like Mailchimp or Constant Contact make it easy to create professional-looking campaigns even for beginners.



4. Accepting Digital Payments & Online Booking

As today's customers expect convenience, it's user-oriented to offer digital payment options & online bookings. Tools like Square, Shopify, & Stripe enable you to accept credit cards & mobile payments both in-store & online. For service-based businesses, online booking systems like Calendly or Acuity make scheduling seamless for customers & reduce your administrative workload. Highlight these features on your website & social media to encourage their use.

Monitoring & Adapting Your Online Strategy 5.

Your digital strategy should evolve as your business & customer habits change. Use free analytics tools like Google Analytics or Facebook Insights to track website traffic, social media engagement, & online sales. Regularly reviewing this data helps you see what's working & where to focus your efforts i.e. improving SEO, adjusting your email schedule, or expanding your payment options.



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Support. Connect. Lead.

A Connected Community is a Thriving Economy



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