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## **CROESO / WELCOME**

- **TREFNIADAU CYFIEITHU**
- **TRANSLATION FACILITY**
- **SESIWN YN CAEL EI RECORDIO**
  
- **BYDD CYFLE I OFYN CWESTIYNAU AR ÔL BOB CYFLWYNIAD**
- **Q & A SESSION AT THE END OF EACH PRESENTATION**
- **SESSION WILL BE RECORDED**



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**CROESO A CHYFLWYNIAD –**

**Nia Bowden Swann, Rheolwr Uned Cefnogi Busnes, Cyngor Gwynedd**

**WELCOME AND INTRODUCTION –**

**Nia Bowden Swann, Business Support Unit Manager, Cyngor Gwynedd**



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**1. Siwan Lisa Evans,**

- **Prosiect Platfform Digidol,  
Cyngor Gwynedd**

1. Siwan Lisa Evans,

- Digital Platform Project,  
Cyngor Gwynedd



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**2. Geraint Hughes a Zoe Pritchard,**

- **Grŵp Ymgynghori Lafan**

2. Geraint Hughes & Zoe Pritchard,

- Lafan Consulting Group

# Y 5 uchaf

o rwystrau digidol sy'n wynebu  
cwmnïau yng Ngwynedd ar hyn o bryd\*

- 1 **Marchnata ar Gyfryngau Cymdeithasol**
- 2 **Rheoli gwefan**
- 3 **Optimeiddiaeth peiriant chwilio (SEO)**
- 4 **Creu gwefan**
- 5 **Marchnata ebost | Offer e-fasnach**  
(cydradd)

\*seiliedig ar adborth cleientiaid *Gwella Platfform Digidol*

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Grŵp Ymgynghori Lafan  
Lafan Consulting Group

# TOP 5

digital barriers facing  
companies in Gwynedd today\*

- 1 **Social media digital marketing**
- 2 **Website management**
- 3 **Search engine optimisation (SEO)**
- 4 **Website creation**
- 5 **Email marketing | E-commerce tools**  
(tied)

\*based on feedback of *Improving the Digital Platform* clients

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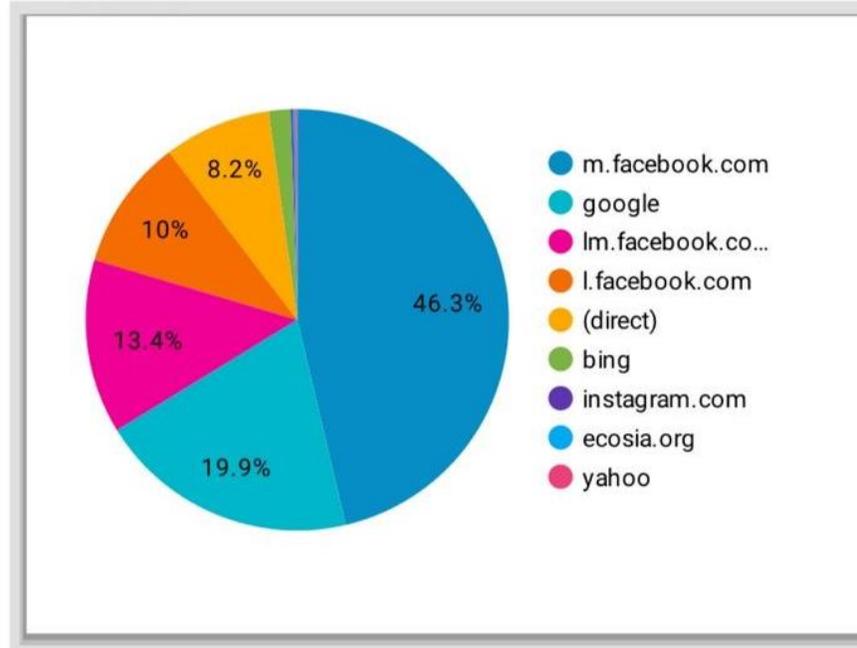
<b>Business objective</b>	<b>Social media goal</b>	<b>Metric(s)</b>
Grow the brand	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	<b>Consumer</b> <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, etc.



**Hootsuite**<sup>TM</sup>



## Acquisition Channel



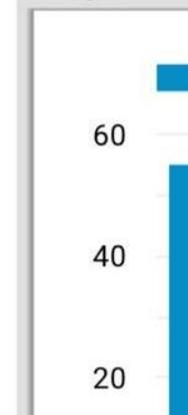
## Gender



## Acquisition & Behaviour

	Source	Users
1.	m.facebook.com	277
2.	google	119
3.	lm.facebook.com	80
4.	l.facebook.com	60
5.	(direct)	49
6.	bing	10
7.	instagram.com	1

## Age





Picture Framing

ORIEL Gallery

01341 280285  
[www.orielgallery.com](http://www.orielgallery.com)





**Genius** 

3 levels  
of Loveliness  
3 llawr  
o hyfrydwch

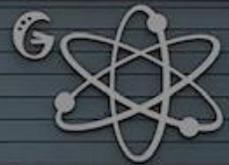
Blending Jewellery  
& Accessories  
Gamwalth Syfrdanol  
ac Ategollon

Dine for all occasions  
Anrhegion i bob achlysur

Lifestyle & Home Boutique  
Bwtic buchedd a chartraf

[www.geniusgb.co.uk](http://www.geniusgb.co.uk)

**GENIUS**



**GENIUS**



Rellys y Ffyr  
Parish Church

OPHTHALMOLOGISTS

HAPPY CHOP SUEY

CHINESE  
FOOD  
TAKY  
AWAY

# tonnau

celf gyfoes | crefftau a chardiau | ystafell banded  
contemporary art | crafts and cards | tea room



## tonnau

ORIEL Y MŌR

Gwasanaeth Fframio

•  
Tocynnau Anrheg

•  
Rhestr Anrhegion  
Priodas

•  
Framing Service

•  
Gift Vouchers

•  
Wedding List

21 Stryd Penlan, Pwllhéli,  
Gwynedd LL53 5DE  
Ffôn: 01758 612806  
[www.tonnau.com](http://www.tonnau.com)



# Ddylwn i greu gwefan ar gyfer fy musnes i?



## Manteision



Hawdd i ddod o hyd i'ch busnes



Mae eich busnes yn edrych yn gyfreithlon



Mae'n haws nag erioed i greu gwefan



Gyda strategaeth SEO da, gallwch gyrraedd cynulleidfa fawr

## Anfanteision



Mae costau i dalu



Mae angen i chi gynnal eich wefan



Mae angen sgiliau TG



Mae'n annodd i gyrraedd eich cwsmeriaid targed

# Should I create a website for my business?



## Advantages



Your business is easier to find



Customers will trust your business more



Creating a website is easier than ever



With good SEO, you can reach a large audience

## Disadvantages



There are costs involved



More effort needed to maintain the site



Some IT skills needed



Hard to reach your target audience





**mailchimp**

ActiveCampaign >

**RHIFYN  
NEWYDD 2022-23**

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YN CYNNWYS  
CANLLAWIAU  
I'R RHYNGRWDYD-  
PETHAU AC ARFER  
GORAU AR GYFER  
GWEITHIO HYBRID

CYFLYMU CYMRU I FUSNESAU

**PECYN ADNODDAU  
DIGIDOL I FUSNESAU**

   
Cwmni Datblygu  
Rhanbarthol Ewrop  
European Regional  
Development Fund

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🌐 [businesswales.gov.wales/superfastbusinesswales/cy](https://businesswales.gov.wales/superfastbusinesswales/cy)

**NEW  
2022-23 EDITION**

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INCLUDES GUIDES  
TO THE INTERNET  
OF THINGS AND  
BEST PRACTICE  
HYBRID WORKING

SUPERFAST BUSINESS WALES

**DIGITAL TOOLKIT  
FOR BUSINESS**

   
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🌐 [businesswales.gov.wales/superfastbusinesswales](https://businesswales.gov.wales/superfastbusinesswales)

<https://businesswales.gov.wales/superfastbusinesswales/superfast-software-directory>

<https://businesswales.gov.wales/superfastbusinesswales/cy/canllawiau-busnes-cyflym-iawn/cyfeirlyfr-meddalwedd-cyflymu>



Grŵp Ymgynghori Lafan  
Lafan Consulting Group

**Diolch yn fawr / Thank you**

[Geraint@lafan.cymru](mailto:Geraint@lafan.cymru) / [Zoe@lafan.cymru](mailto:Zoe@lafan.cymru)

[www.lafan.cymru](http://www.lafan.cymru)

**Geraint Hughes**  
[Geraint@lafan.cymru](mailto:Geraint@lafan.cymru)

**Zoe Pritchard**  
[Zoe@lafan.cymru](mailto:Zoe@lafan.cymru)

The logo for LAFAN features the word "LAFAN" in a bold, black, sans-serif font. The letter "F" is stylized with two green leaves extending from its top and bottom. A horizontal green line is positioned below the letters "A" and "F".

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**UNRHYW GWESTIYNAU?**

Rhowch nhw yn y blwch sgwrsio...

**ANY QUESTIONS?**

Please type in chat box...



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**3. Sarah Morris,**

- **Cyflymu Cymru**
- **Cefnogi Llwyddiant Busnes drwy ddulliau Digidol**

3. Sarah Morris,

- Superfast Cymru
- **Supporting Business Success with Digital**

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SUPPORTING BUSINESS  
SUCCESS WITH DIGITAL



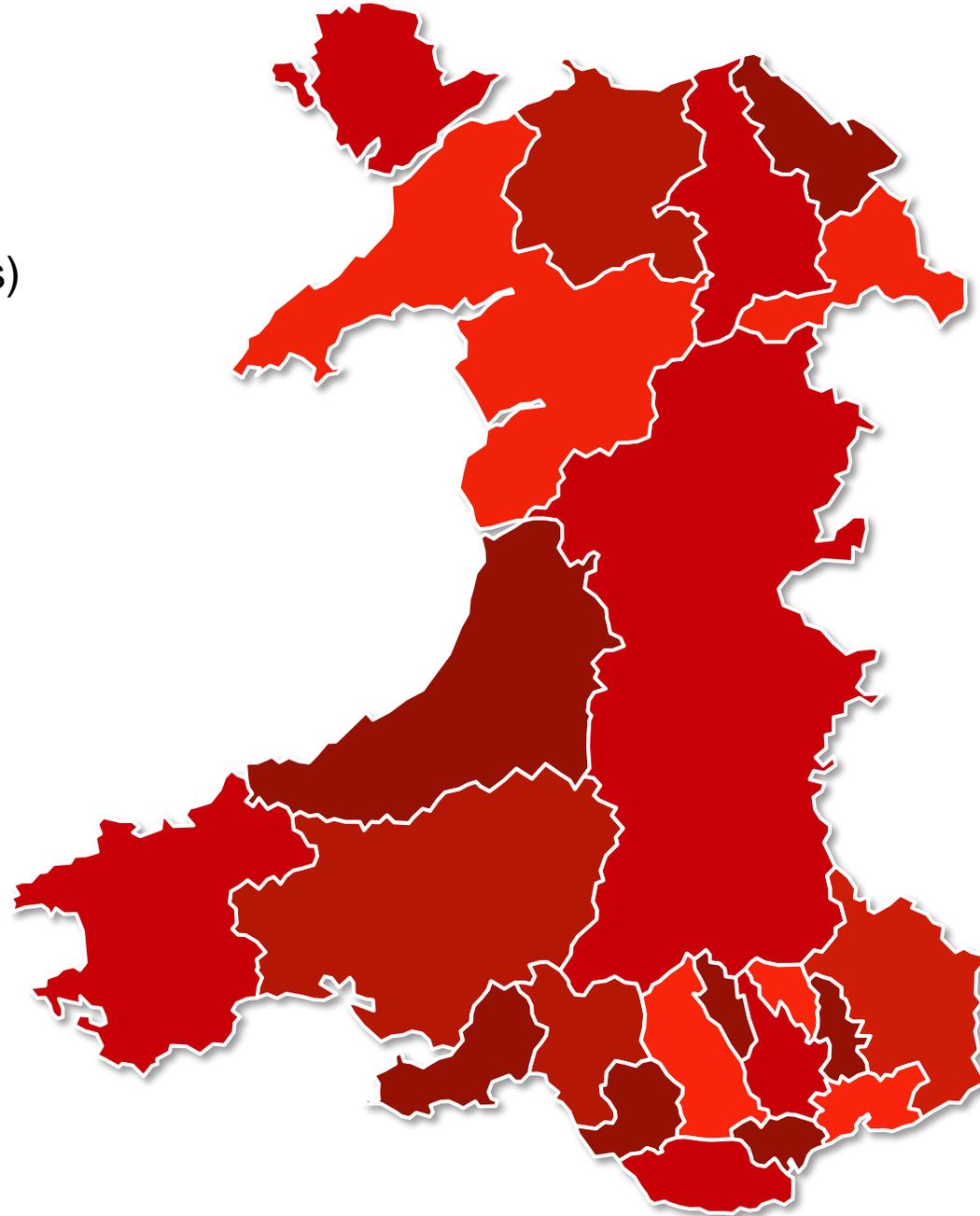
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EUROPEAN UNION

Llywodraeth Cymru  
Welsh Government

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Rhanbarthol Ewrop  
European Regional  
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# INTRODUCTION

- National/regional programme (Mar '16)
- Business Wales family (Micro and SMEs)
- Digital exploitation
  - Infrastructure and hardware
  - Software and processes
  - Cyber risk
  - Digital marketing
  - Website and ecommerce



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GET LIVE TWEETING  
ABOUT TODAY'S WORKSHOP

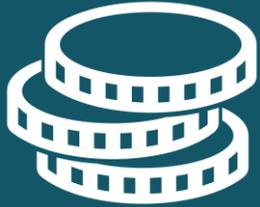
**#Superfastbiz**

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# MAIN BENEFITS OF SFBW TAILORED SUPPORT



## Reduce costs

Invest now for  
long-term savings



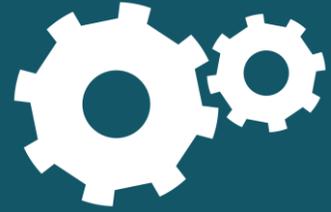
## Save time

Streamline internal  
processes



## Grow profits

Attract and retain  
customers



## Improve stability

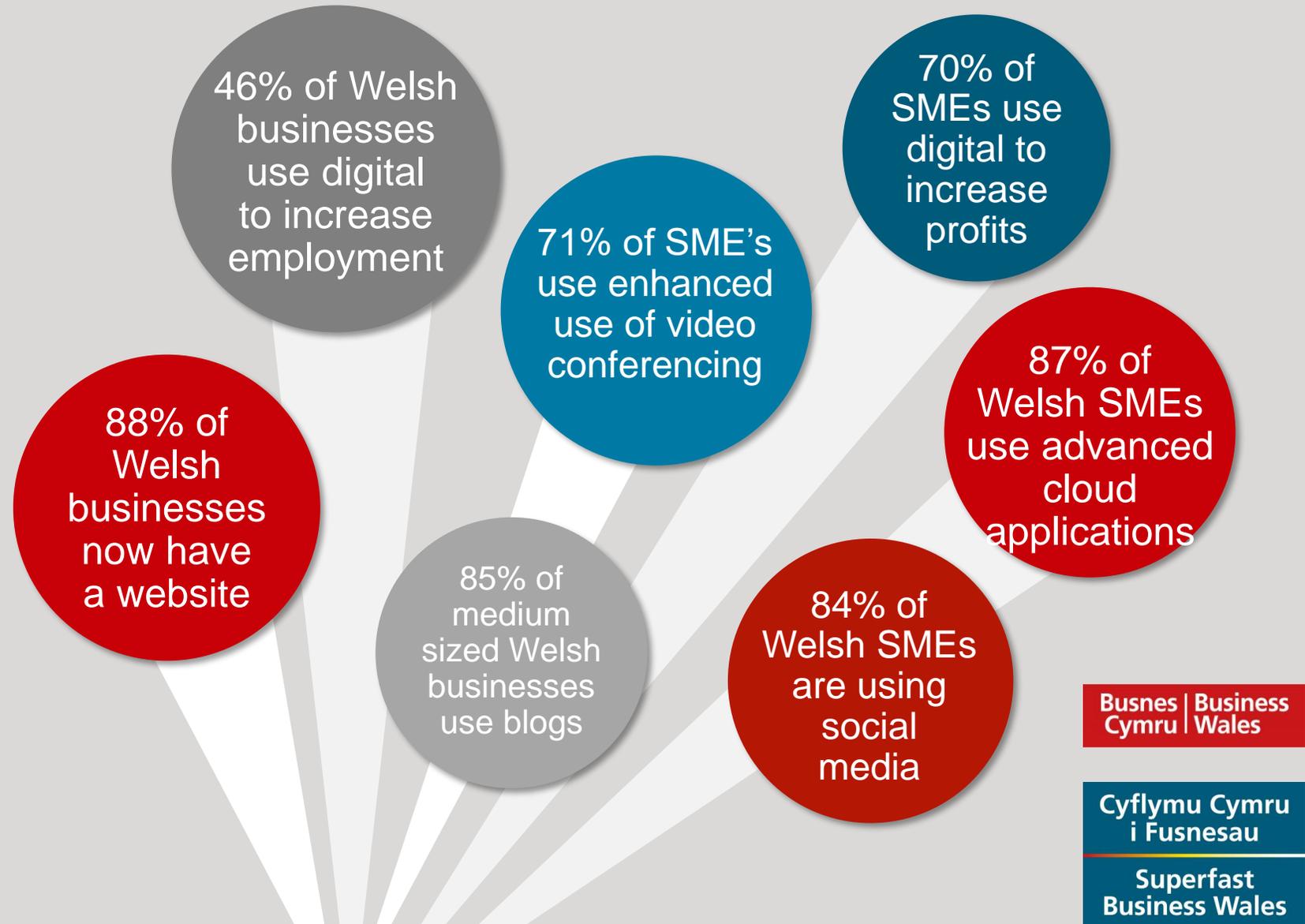
Boost staff skills  
and work processes

# DIGITAL MATTERS FOR WALES

Improving the efficiency of Welsh SMEs is critical to improving Wales' future economic prospects and responding to the COVID-19 pandemic. The Digital Maturity Survey for Wales 2020 provides evidence on how SMEs are responding to these challenges by adopting and using the digital technologies enabled by broadband access.

The Survey findings continue to show that the majority of SMEs in Wales have now adopted superfast broadband, with some 61% of businesses reporting access through a fixed connection.

\*Digital Maturity Survey for Wales 2020, Cardiff Business School, Welsh Economy Research Unit



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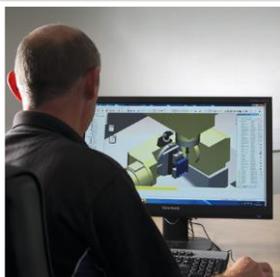
# SMALL CHANGES MAKE BIG DIFFERENCES



“ Remote working has saved us £3,600. ”  
*D&G Office Interiors*



“ We’re driving 34% of our sales through Facebook. ”  
*Fit My Floor*



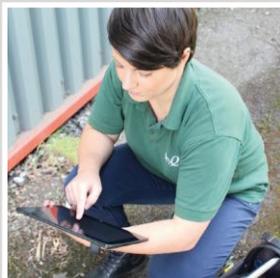
“ Digital technology helped increase our revenue by 20%. ”  
*Tarvin Precision Engineering*



“ We boosted revenue by 40% with cloud technology. ”  
*Nordic International*



“ We made 300% efficiency savings with digital technology. ”  
*GeoSmart Decisions*



“ Switching to digital increased our productivity by 50%. ”  
*Enquin Environmental*

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## Online technology helps organic Welsh farm grow million pound turnover

- Superfast broadband has enabled us to use a local supplier to come and put a new voice over IP phone system in. It's meant that connectivity between the shop and the wholesale department is better and also we will benefit from huge savings. After year one, it will be around £4,000 a year.
- One of the main benefits that we have of the superfast broadband here at Rhug is our point of sales system and our chip and pin, so we use that in all parts of the business – the shop and the restaurant and the take away. We rely on that for several hundred sales a day so it has to be reliable
- We also use the internal wifi for our iPad ordering system. So, in the bistro all of the orders are placed onto the iPad, they'll go direct through to the kitchen so our customers can be served more quickly.



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R H U G E S T A T E

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# DIGITAL MARKETING

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# PROMOTING YOUR BUSINESS ONLINE



*Are you ticking all the bubbles?*

Reviews



Google

My Business



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# GOOGLE MY BUSINESS

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- “Think of **Google My Business** as the master dashboard for all things related to your company
- It’s not just about getting your business listed in the local search results: it’s about providing would-be consumers with a comprehensive overview of your products, services and brand values”



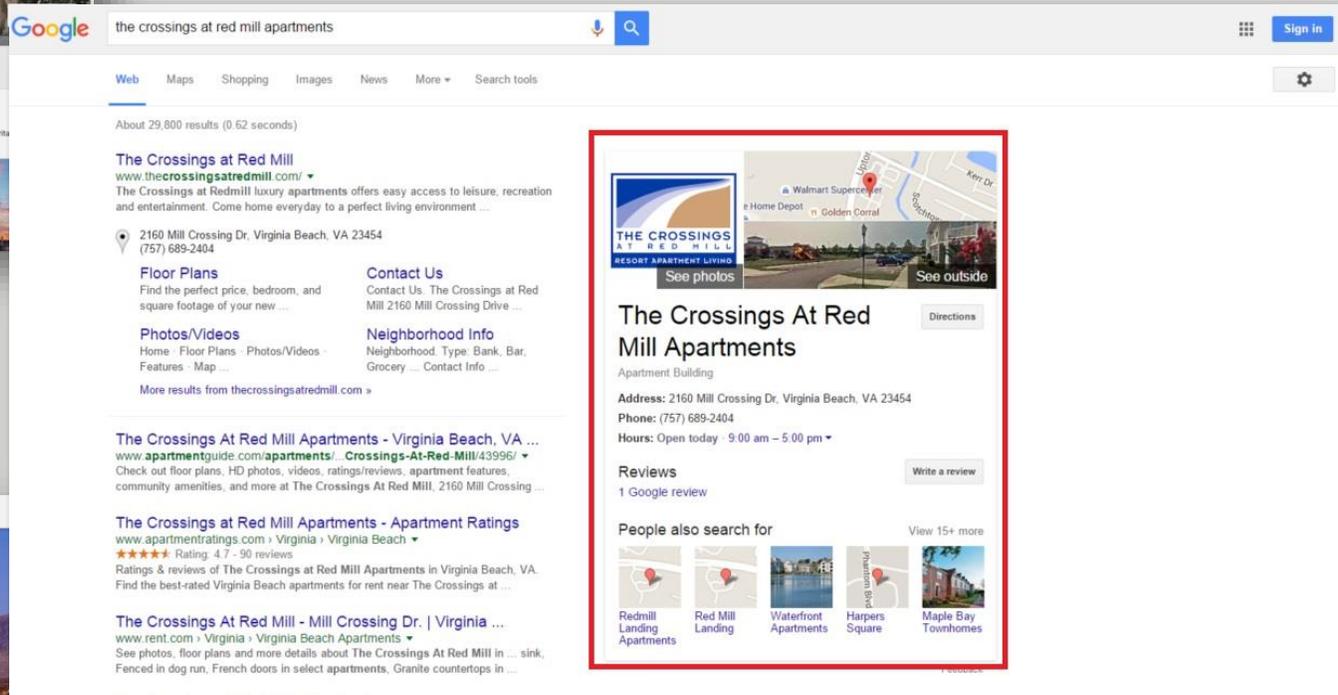
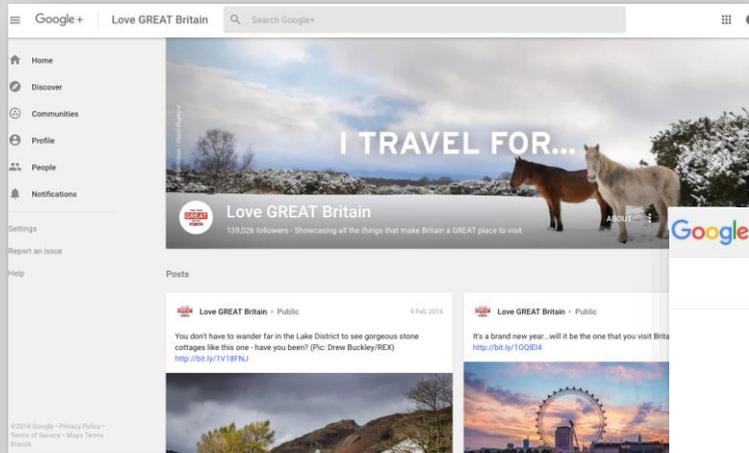
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# EXAMPLE - GOOGLE MY BUSINESS

Google My Business



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SELL MORE  
WITH SOCIAL MEDIA



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# TOP 10 SOCIAL MEDIA NETWORKS

## IN THE WORLD BY ACTIVE USER

1. Facebook: 2.2.billion
2. YouTube: 1.5 billion
3. WhatsApp: 1.5 billion
4. Facebook Messenger: 1.3 billion
5. Instagram: 1 billion
6. QQ: 783 million (Chinese)
7. WeChat: 980 million (Chinese)
8. Tumblr: 794 million
9. Q Zone: 563 million (Chinese)
10. Sina Weibo 392 million (Chinese)

and...

- Twitter: 336 million  
Pinterest: 250 million  
LinkedIn: 260 million  
Snapchat: 255 million

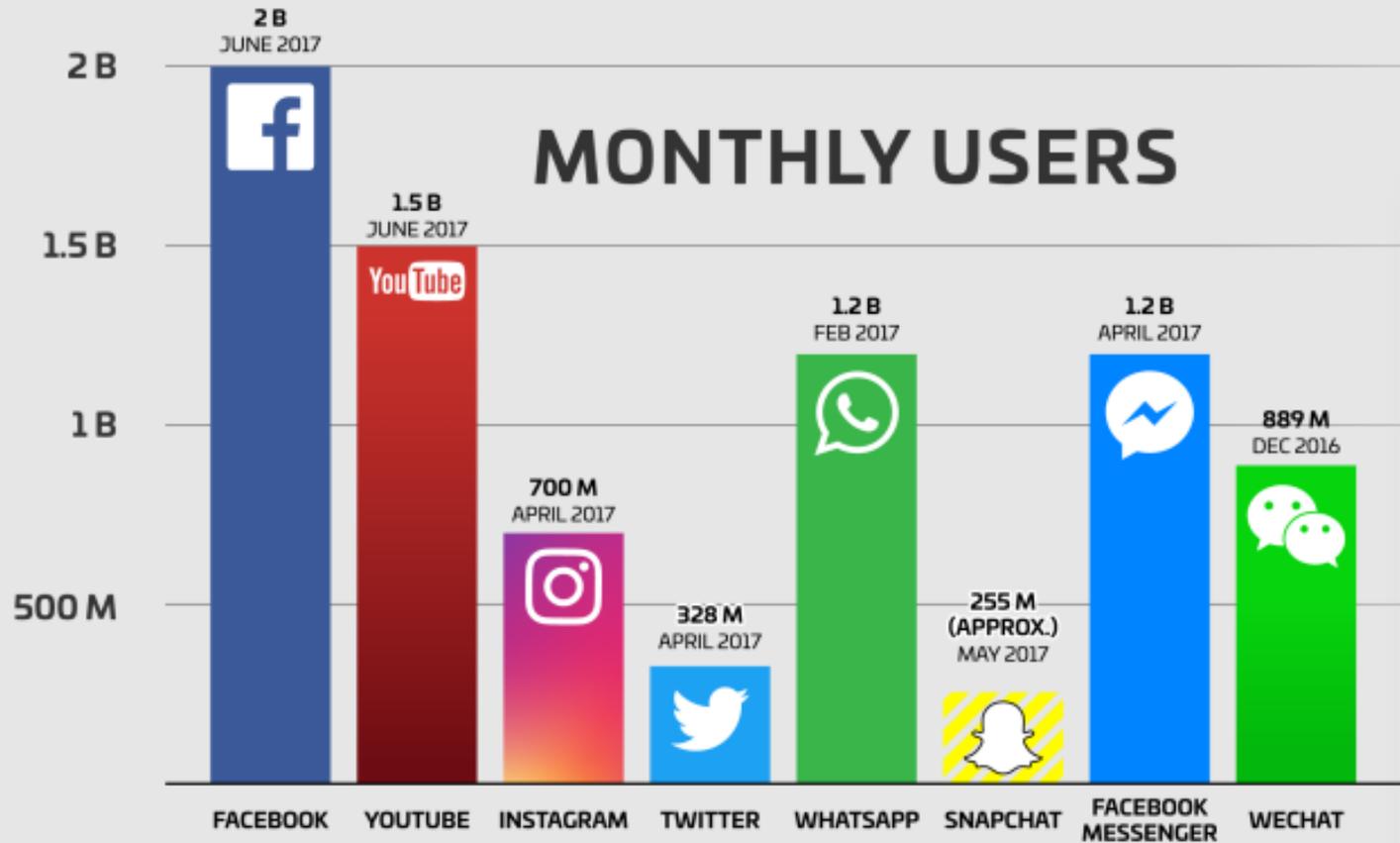


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# ALSO BE AWARE OF THE RISE OF MESSENGER APPS



### WhatsApp Business App

Get in touch with your customers easily with tools to help you automate, sort and respond in an instant.

Available via Google Play Store

[Learn More](#)

(Source: TechCrunch)

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# KEY FEATURES OF SOCIAL MEDIA

- **User Generated Content (UGC)** as a foundation of community building on social media
- **Piggyback marketing** opportunities aka “joining in the conversation”
- Users creates profiles on social media platforms
- Social media facilitates development of online social networks/communities by connecting a user’s profile with those of others

# PLANNING SOCIAL MEDIA ACTIVITY

- Aligned to your **business plan**
- Knowledge of **your audience**
- Who are they, where are they online, and **WHEN** are they online
- Clear **goals** and **measurements**
- Great **stories** and **lightweight media**
- **Integration** – outside and inside



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# C U R A T I O N   O F   C O N T E N T

- Use **tools to connect** with other people's content
- **Share that content and repurpose** it to be directly relevant to your customers
- e.g. FEEDLY – **search and share the best stories** from the web
- e.g. SCOOP.IT – identifies **content based on keywords**, easy to share to your social channels
- Start a **content calendar**





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# T W I T T E R “ S T A T S ”



- Over **15 million active users in the UK**
- Over 80% of the 15 million active users access the social network from their mobile
- Every second, on average, around **6,000** tweets are tweeted on Twitter which corresponds to over **350,000** tweets sent per minute, **500 million** tweets per day and around **200 billion** tweets per year
- **Almost half of all Twitter accounts: 44 % – have never sent a tweet**

(Source: Internetlivestats May 2018, and Digital Trends)



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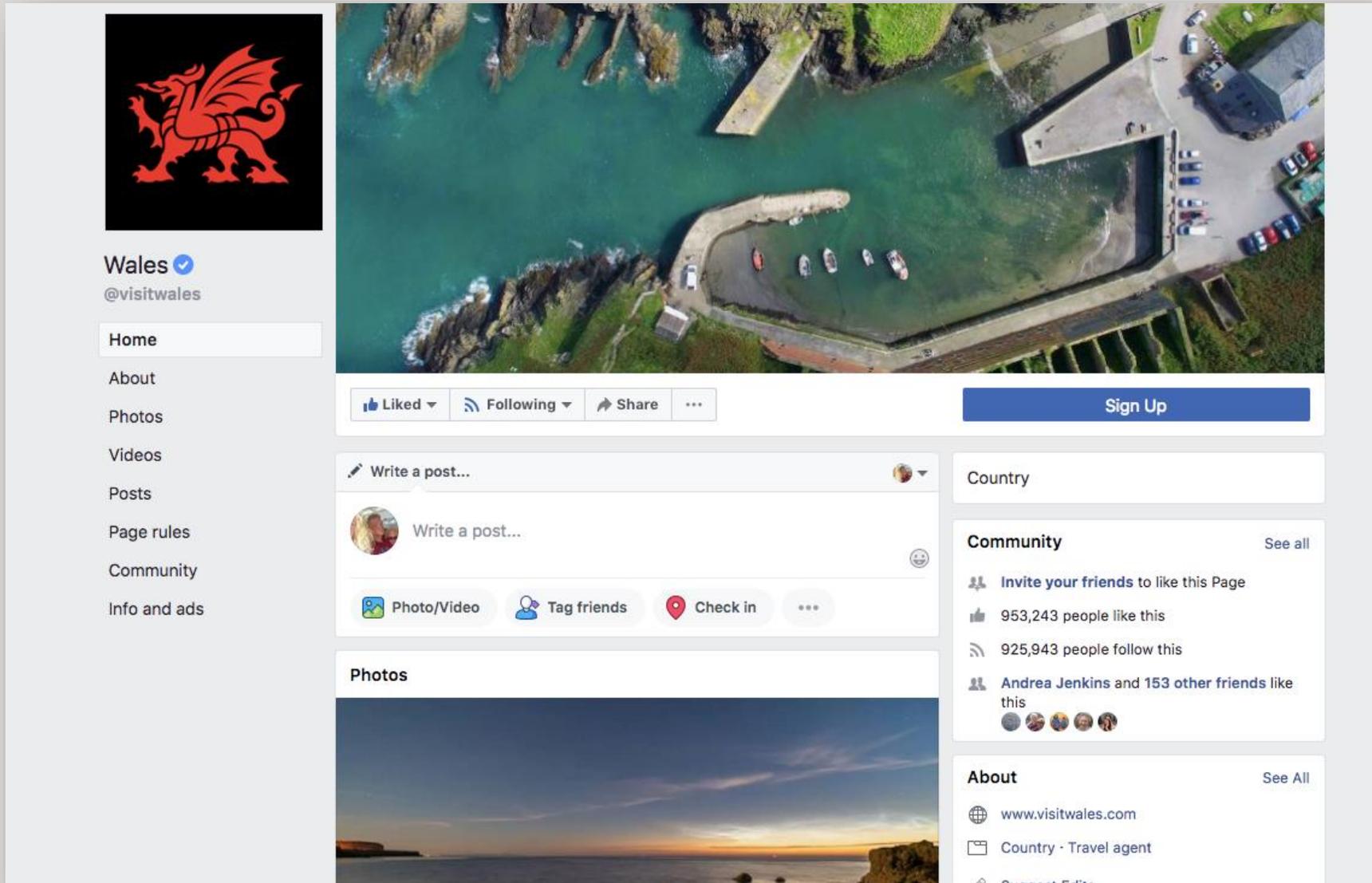
FACEBOOK

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# E X A M P L E - F A C E B O O K

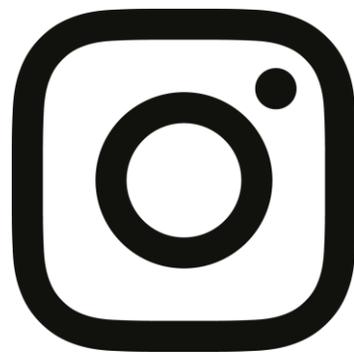


The screenshot shows the Facebook page for 'Wales' (@visitwales). The profile picture is the red dragon of Wales. The cover photo is an aerial view of a harbor with several boats. The page includes a navigation menu on the left with options like Home, About, Photos, Videos, Posts, Page rules, Community, and Info and ads. The main content area features a post creation box with options for Photo/Video, Tag friends, and Check in. The right sidebar contains information about the page, including the number of likes (953,243) and followers (925,943), and a list of people who liked the page.

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INSTAGRAM

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# I N S T A G R A M



- “Your business’ photo album”



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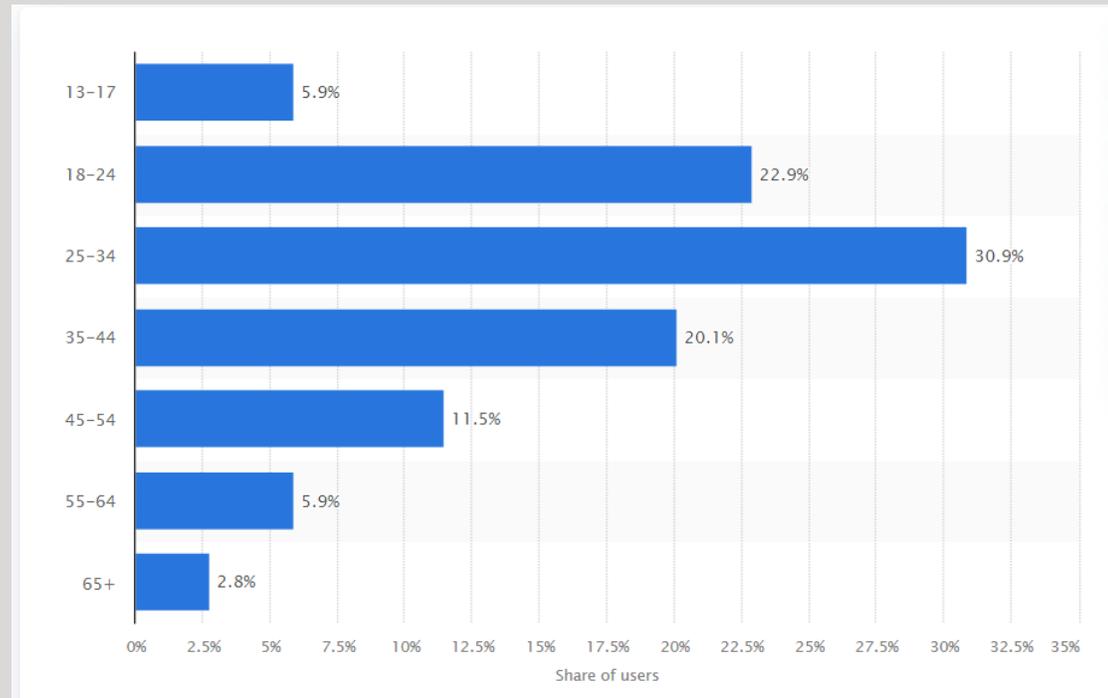
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# FORGING AHEAD



- Instagram demographics have veered toward younger generations since its inception. However, the older generations are starting to embrace the app
- 59% of 18–29 year olds
- 33% of 30–49 year olds
- 18% of 50–64 year olds
- 8% of people 65+
- (At the moment...changing every day)



(Source: sprout social)

S O C I A L  
M E D I A  
A D V E R T I S I N G  
“ P A I D R E A C H ”

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# E . G . F A C E B O O K – W H Y I S F A C E B O O K A D V E R T I S I N G P O P U L A R W I T H B U S I N E S S E S O F A L L S I Z E S ?

- **Helping with reach**
- **Affordable and easy to track (and limit) spend**
- **A good percentage of your target audience will be on Facebook**
- **Targeted Advertising** (that gets more specific by the day) (behaviours, languages, interests, demographics, age range, connections, locations)



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# T A R G E T I N G   O P T I O N S   O N   F A C E B O O K   ...

- Location
- Age
- Generation
- Gender
- Language
- Education level
- Field of study
- School
- Ethnic affinity
- Income and net worth
- Home ownership and type
- Home value
- Property size
- Square footage of home
- Year home was built
- Household composition
- Users who have anniversaries within 30 days
- Users who are away from family/hometown
- Users who are friends with someone who has an anniversary/newly engaged/married, etc.
- Users in long-distance relationships
- Users in new relationships
- Parents
- Expectant parents
- Mothers divided by type – e.g. trendy, football, etc.
- Politics
- Relationship status
- Industry
- Jobs
- Car owners – types, insurance renewals, etc.
- Device use – e.g. mobile, tablet, pc, etc.
- Interests
- Donators to charity

**...AND another 50 more!**

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INCREASE YOUR  
WEB TRAFFIC

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# O U T S O U R C E   O R   D I Y ?

- It is possible to create a website yourself through Wix or Go Daddy. However ask yourself this: do you service your own car or take it to a garage?
- Or you could get a professional in, but remember, buy cheap, buy twice!
- Ask 2-5 web development companies to tender for your website. Choose a developer that you get on with, you understand and you can work with

# A FEW THINGS TO CHECK WITH 'WEB DEVELOPERS'

## **Make sure they have:**

- A great customer service record – check reviews
- What's their portfolio like? One design fits all or more adaptable?
- They understand search engine optimisation
- They are not just a graphic company
- They provide a Service Level Agreement for support and security updates
- There are no hidden costs
- You own the domain, website and CMS at the end of the project
- You have full access to all elements in the CMS
- They will check the site on all browsers, devices and platforms for viewing and download speed
- They will provide training on managing the site
- Do they speak plain English?

# SEO IN 2022

## CONTENT & LINKS

Quality Content and the organic high-quality link will maintain the priority in Google's ranking signals.

## RANKBRAIN & USER EXPERIENCE SIGNALS

RankBrain to give advantage to high Click through rate and Dwell time



## VOICE SEARCH

With increasing mobile users and innovative Voice assistant devices, it is very important to make results voice search friendly along with exact keyword phrases.

## MOBILE FIRST INDEX

It is already cleared by Google upcoming days are of mobile users and ranking will be focused on Mobile experience

## VIDEO MARKETING

Videos will be the main focus of marketing that provides very high engagement and value to the users

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# FREE DIGITAL SUPPORT FOR BUSINESS



1

**Register** now at:

*[businesswales.gov.wales/superfastbusinesswales](https://businesswales.gov.wales/superfastbusinesswales)*  
to find out if you are eligible for our services

2

**Book** a 2-hour practical webinar at:

*[businesswales.gov.wales/superfastbusinesswales/events](https://businesswales.gov.wales/superfastbusinesswales/events)*  
on how to win business, improve processes and save time and money with digital

3

**Enjoy** tailored 1:1 support to develop an action plan that meets your needs

4

**Receive** a website review to discover how to maximise you online presence

5

**Access** FREE online resources: Software Directory  
• Learning Modules • Guides • Tips & Blogs

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Cyflymu Cymru  
i Fusnesau

Superfast  
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# S U C C E S S O N L I N E

**Busnes | Business  
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## **Main Contact**

For all initial enquiries  
concerning the service:

03000 6 03000  
[businesswales.gov.wales](http://businesswales.gov.wales)

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## **Partnership**

For partnership support,  
events and workshops:

03332 408329  
[businesswales.gov.wales/  
superfastbusinesswales](http://businesswales.gov.wales/superfastbusinesswales)

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# QUESTION AND ANSWER



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**Busnes@**  
gwynedd.llyw.cymru

**UNRHYW GWESTIYNAU?**

Rhowch nhw yn y blwch sgwrsio...

**ANY QUESTIONS?**

Please type in chat box...



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gwynedd.llyw.cymru

## **I ddilyn...**

Holiadur Adborth Ar-lein

## **To follow...**

On-line Feedback Form



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gwynedd.llyw.cymru

**CYSYLLTWCH Â / CONTACT**

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CYNGOR GWYNEDD  
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