

# THE 'BACK TO BUSINESS' GUIDE

## GROWING YOUR ONLINE SALES

From the UK's largest independent invoice  
finance specialists



**WE BELIEVE IN YOUR BUSINESS**  
INVOICE FINANCE • ASSET FINANCE • TRADE FINANCE • FX



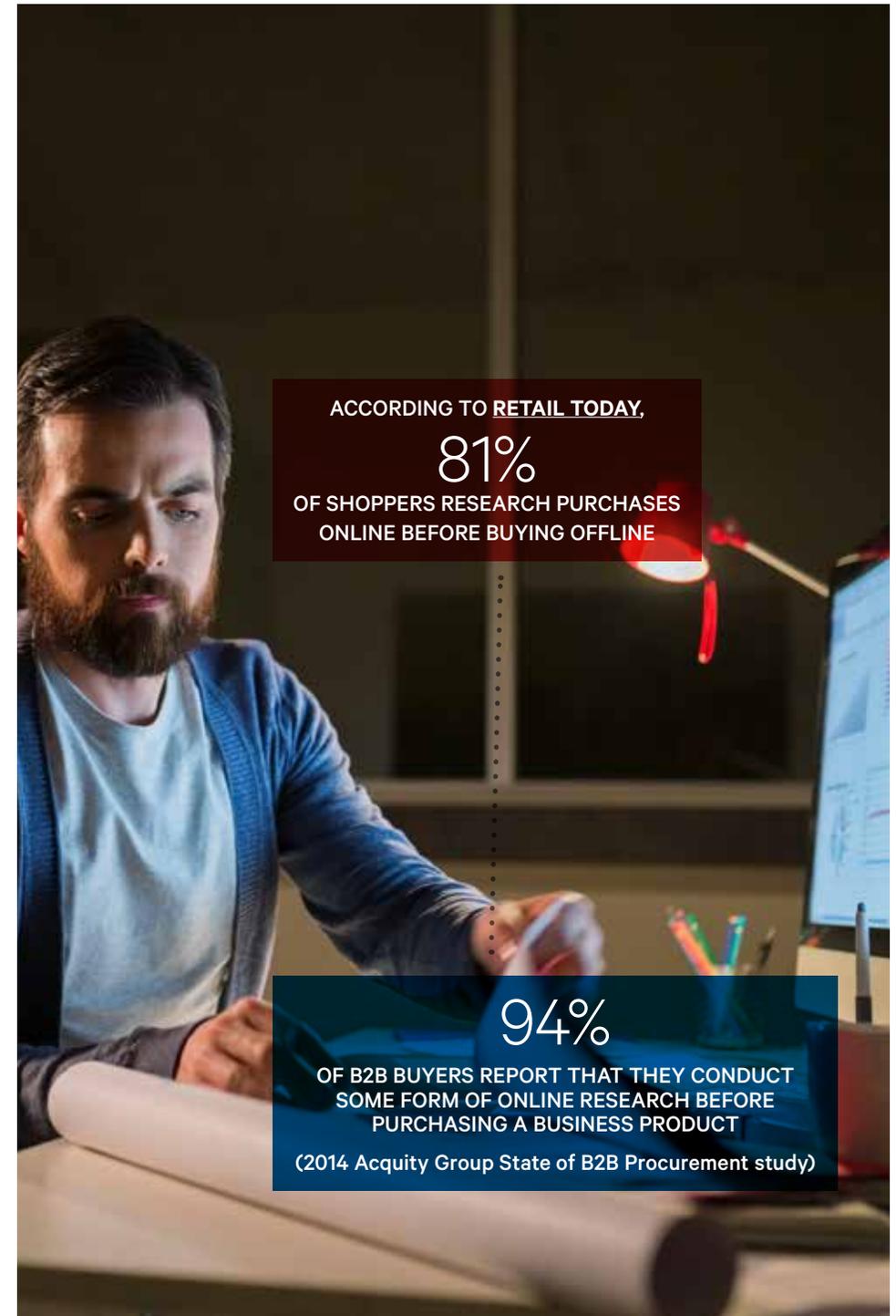
# GROWING YOUR ONLINE SALES

## What's the opportunity?

Figures from the Office for National Statistics in 2015 show that three quarters of the UK population purchase online and it's estimated that even more use the internet to research goods and services before they buy them.

In our latest survey of 1,000 SME owners, increasing competition was found to be the biggest challenge to their businesses in Q3 2016 followed by rising costs and lack of domestic demand.

Although obvious to many, at a time where competition is ever increasing and a growing number of customers are going online, it's crucial that you have an online presence in the form of a website.



ACCORDING TO RETAIL TODAY,  
**81%**  
OF SHOPPERS RESEARCH PURCHASES  
ONLINE BEFORE BUYING OFFLINE

**94%**  
OF B2B BUYERS REPORT THAT THEY CONDUCT  
SOME FORM OF ONLINE RESEARCH BEFORE  
PURCHASING A BUSINESS PRODUCT  
(2014 Acquity Group State of B2B Procurement study)

## How to optimise your website?

Having a website is a good start but it's equally important to make sure your website is fit for purpose, is easily searchable and that it sets you apart from the competition. Here are some tips on how to optimise your website to increase your online sales.



### 1 KEEP YOUR WEBSITE CONTENT RELEVANT

Your content needs to constantly evolve to effectively represent what you do. Remove information about product or services that are no longer available and ensure that any pricing information on your website is up-to-date and accurate.

Having a blog or news section can be perfect for sharing company news, relevant information or even helpful advice for customers and potential customers. It's important, however, to keep your content fresh as having a blog that hasn't been updated in months can be worse than not having one at all.

Lengthy paragraphs, long sentences and jargon can really put people off. Along with having concise navigation, your messaging also needs to follow suit. It's recommended that you have a large, clear statement on your home page that lets users know who you are and what you do.

### 2 MAKE IT RESPONSIVE

Last year, mobile became the number one device for browsing the web, overtaking laptops and PCs and in November 2015, Google expanded its search algorithm, penalising websites not optimised for mobile devices. You can find out whether your site is mobile friendly and ways to improve it using Google's webmaster tool.

Ensure there's always an easy way for new prospects to get in touch. Your contact information should be visible on every page to make it easy for potential customers to contact you, no matter where they are on your website. It's also important to ensure that contact forms are easy to complete and that enquiries are responded to quickly.

### 3 DEMONSTRATE YOUR CREDIBILITY

Over 60% of customers read online reviews before purchasing and a great way to show people that your business is reliable is to include customer testimonials and reviews on your website. Sites such as TrustPilot are a great way to compile customer testimonials that promote your products and services. You can also integrate some review sites to your social media profiles so that potential customers can read reviews when contacting you via relevant social networks.

# ABOUT BIBBY FINANCIAL SERVICES

**B**ibby Financial Services is the UK's largest independent invoice finance specialist and a trusted provider of funding solutions to over 7,000 businesses.

Through our network of 19 local offices, we handle annual client turnover of £5 billion and since 2010, we have advanced more than £26bn to small and medium sized businesses throughout the country.

Formed in 1982, we are a member of the Asset Based Finance Association (ABFA) and support businesses in over 300 industry sectors.

Globally, we have operations in 44 locations, in 14 countries across Europe, North America and Asia, supporting more than 9,500 business customers worldwide.

In 2011, 2012, 2014, 2015 and 2016 the company was awarded a place in The Sunday Times 100 Best Companies to Work For, ranking 31st in the most recent poll.

We are supported by our parent company, the 208 year-old Bibby Line Group, a business-to-business services group involved in logistics, shipping and ship management, floating accommodation, hydrographic survey and geophysical services, offshore project management, retail, woodland burials and construction equipment hire.

The company was founded by Liverpool entrepreneur John Bibby in 1807 and has its head office in Duke Street, Liverpool.

## OUR PRODUCTS AND SERVICES

We help businesses unlock working capital for a range of scenarios, including cashflow funding, new equipment purchase, growth and expansion, management buy ins and buy outs, refinancing, corporate restructuring and mergers and acquisitions.

### Our range of financing options includes:

- Invoice Discounting
- Factoring
- Lease Finance
- Export Finance
- Trade Finance
- Specialist finance for the construction and recruitment sectors
- Foreign Exchange



TO SPEAK WITH OUR EXPERT TEAM, CALL US ON  
0808 159 5241 OR VISIT [WWW.BIBBYFINANCIALSERVICES.COM](http://WWW.BIBBYFINANCIALSERVICES.COM)