

The Digital Boost_{co.}

Transform Your Content, Elevate Your Impact

The Comprehensive Content
Guide for Small Businesses to
Enhance Their Online Presence

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Business Bio Refresh

Your Bio Is Your First Impression. Make It Count.

Here's what you should include:



1. Search Engine Optimisation (SEO) (Search Clarity)

Include keywords that reflect your niche and what you do—make it easy to find and understand.



2. Username (Brand Clarity)

Keep it clear, easy to spell, and relevant to your brand or niche.



3. Profile Picture (On-Brand)

Use a clear, recognisable image—like a logo or branded photo—that looks good even small.



4. Bio Description (Value + Keywords)

Clearly say what you offer and who it's for. Use niche keywords and speak to your ideal audience.



5. CTA (Call to Action)

Add a strong, specific CTA that offers a benefit and encourages clicks.



6. Link in Bio (Aligned & Useful)

Make sure it leads to a relevant page—like a product, offer, or resource tied to your CTA.



7. Emojis (Personality + Breaks)

Use emojis to add personality and break up text—but keep them intentional and on-brand.

Bio Do's & Don'ts

Write a bio that actually gets people to act!

DO:

- ✓ Be clear – say exactly what you offer
- ✓ Add a CTA – give direction
- ✓ Use a logo or face as your profile pic
- ✓ Keep it updated – change for seasons or promos

DONT:

- ✗ Use hashtags – they don't work in bios
- ✗ Be vague – “helping you thrive” means nothing without context
- ✗ Skip the link – it's a missed opportunity
- ✗ Hide contact info – make it easy to reach you

Good Bio Example



- SEO Keywords within Business Name
- Clear Statement on what you offer
- Location & Relevant Information included
- Offer & Incentive Included
- Personality shown through relevant Emojis
- CTA - Link to Website & Slogan Included

Bad Bio Example



- No SEO in Account Name - Not Searchable
- Slogan in place of what it is you offer
- No Call to Action
- No Link in Bio
- No Personality or Breaks

Why Use a Content Planner?

Using the right tools keeps you organised and consistent. Our content planner and calendar templates are ideal for strategising.

Planning your Content:

1. Set Clear Goals:

Align your content with business objectives (e.g., engagement, awareness, sales).

2. Content Variety:

Balance your posts with behind-the-scenes, educational tips, product highlights, and user-generated content.

3. Post Consistently:

Aim to post 3-5 times per week to stay visible.

Digital Boost's Social Media Plan Template:

The Social Media Plan Template will help you:

- **Organise Your Strategy:** Plan and execute an effective social media strategy
- **Track Analytics:** Monitor trends and improve marketing productivity
- **Maximise Efficiency:** Achieve goals and grow your audience with minimal effort
- **Increase Engagement:** Boost engagement and grow your followers with strategic planning.

Digital Boost's Content Planner Template:

The Content Planner will help you:

- **Stay Consistent:** Plan posts in advance for regular, reliable content.
- **Boost Efficiency:** Save time by scheduling content ahead of time.
- **Track Performance:** Monitor and adjust content strategy for better results.

Extra functionality explore these tools:

With Digital Boost's integrated tools, you can effectively plan and track content.

For added functionality, consider these popular free tools:

- Buffer: Simple scheduling and analytics.
- Later: Instagram-focused scheduling and visual content planning.
- Canva: Content creation and graphic design.
- Trello: Content planning and team collaboration.

Content Do's and Don'ts

Content that connects, not just sells.

DO:

- ✓ Use Reels or TikToks – short videos get reach
- ✓ Share real moments – people connect with people
- ✓ Respond to comments – it shows you care
- ✓ Use good lighting and clear captions

DONT:

- ✗ Just post products – add value, inspire, or educate
- ✗ Ignore your community – reply, react, and engage
- ✗ Post blurry or dark photos – it lowers trust
- ✗ Disappear for weeks – the algorithm (and people) forget

Good TikTok Example

Post Theme: "3 Quick Tips to Improve Your Instagram Bio"

Video Description:

- **Hook(First 3 Seconds):** "Want your Instagram bio to work harder for you? Here's how to make it stand out!"
- **Content:**
 - a. Highlight a client's Instagram bio from the Digital Boost website.
 - b. Share a quick Tip: "Use your bio to tell people exactly what you offer."
 - c. Show an example with a clear Call to Action (CTA): "Include your booking link!"
 - d. Final tip and CTA: "Want more tips? Follow us for weekly insights!"
- **Hashtags:** #InstagramTips #DigitalMarketing #SmallBusinessTips
- **CTA:** "Follow for more business growth tips!"
- **Engagement:** Respond to comments with helpful advice.

Bad TikTok Example

Post Theme: "Boost Your Business with Digital Boost"

Video Description:

- **Hook (First 3 Seconds):** "Are you ready to grow your business? Digital Boost can help!" (No exciting visual, just text overlay)
- **Content:**
 - a. Generic, slow-motion video of the Digital Boost logo.
 - b. Repeated text: "Digital Boost helps you with marketing. Contact us now."
 - c. No real value shared, just selling the service without teaching anything.
- **Hashtags:** #Marketing #Business #Growth
- **CTA:** "Contact us today!"
- **Engagement:** No engagement with viewers. No response to comments.

Key Concepts for Content Success

Transform Your Content, Elevate Your Impact

Why It Matters:

Strong content starts with simple, consistent actions that connect, add value, and build trust over time.

Stay visible, stay real, and watch your brand grow.

Key Principles

- **Consistency Builds Trust**

Post regularly to stay top of mind and grow familiarity.

- **People Buy from People**

Show your face, your story, and your passion to build real connections.

- **Value Before Selling**

Teach, entertain, or inspire before promoting your product or service.

- **Engage, Don't Broadcast**

Create conversations — reply, comment, and connect authentically.

- **Trends Are Tools**

Use trending sounds and topics smartly to reach a wider audience



Your Next Step

Now it's time to show up, stay consistent, and build your brand with confidence.

Social Media Plan Template

Structure creates consistency - and consistency builds trust.

TOPIC:		POST DATE:	
CAPTION/ IDEAS:		IMAGE / VIDEO:	
SHARE ON:      	HASHTAGS / KEYWORDS:	CALL TO ACTION:	
		LINKS:	
☐ DESIGN	☐ CONTENT	☐ SCHEDULED	☐ PUBLISHED

TOPIC:		POST DATE:	
CAPTION/ IDEAS:		IMAGE / VIDEO:	
SHARE ON:      	HASHTAGS / KEYWORDS:	CALL TO ACTION:	
		LINKS:	
☐ DESIGN	☐ CONTENT	☐ SCHEDULED	☐ PUBLISHED

Content Calendar Template

Structure creates consistency - and consistency builds trust.

Date:	Platform	Content Type	Theme/Topic	Visual Needed	CTA	Hashtags	Status	Notes

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CONTACT US

"Have questions? Reach out to us!"



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