

# Launch Kits Founder says data shows hope for small businesses with new online strategy

*Launch Kits analyzed over 500 small business websites that survived the pandemic and found out they had one thing in common: they followed a simple rhythm.*

COLUMBIA, PA, USA, June 7, 2022 /EINPresswire.com/ -- During the pandemic - and the aftermath that has forced many small businesses to close their doors - [Launch Kits](#) found a way to keep small business owners in front of their customers so they could survive.



500+ small businesses were analyzed to find the best way to grow was to spend a cup of coffee (20 mins) on your website each week.

Founder of Launch Kits, Justin Rule, was asked every day what the best thing was to do by hundreds of small business owners across the country. With clients on 5 continents, it was not a simple task to try to give simple answers during a very complex time where user behaviors online were changing rapidly, off-line and in-person services were sometimes not an option, and finances were all but reliable.

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Keep the doors open usually means keeping food on the table, gas in the car, rent paid on time, and kids enjoying their childhood, so staying open means more than serving a customer in line.”

*Justin Rule, Founder of  
Launch Kits*

them stay open.

“Keeping the doors open for a small business also usually means keeping food on the table, gas

in the car, rent paid on time, and kids enjoying their childhood,” says Launch Kits founder, Justin Rule, “... so staying open means more than serving a customer in line.”

The number one tip and secret to those who were able to stay open during the pandemic and then actually come out ahead of when things started opening back up in the new normal, was the simple, consistent task of spending 30 minutes working on their digital presence every day.

Launch Kits calls it “coffee with your website” and encourages entrepreneurs to spend ‘a cup of coffee’ on their website every day (when things are tough) and when things are going well, to do it weekly.



Launch Kits Logo

The secret to staying alive and thriving during or after a pandemic, or whenever user behavior suddenly changes, is to be watching what is happening daily and then adapting - like making curbside pickup options for retail businesses by simply adding a form or Calendly.com link to schedule drive-by orders - so businesses can serve customers differently.

Home service providers that were not able to go into homes found unique ways to engage with customers by offering to drop off paint and supplies, or by scheduling work in the house when the client was away... but none of those insights and adaptations were possible or smart unless the website was being adapted and adjusted daily to help communicate with customers.

When the pandemic hit, suddenly everyone was looking online for answers - to their home service needs or information in general. If a website was updated, it was a good resource. If it was stagnant or not relevant, it was skipped over. Google looks to see fresh, relevant content on websites that is targeted to consumers based on the unique services the businesses provide. So updated project pages, gallery pages, service area pages (ex: Upper Arlington, Ohio Lawn Care or Columbia, PA House Painting), new reviews or testimonials on the website, blogs that answer common questions - all these elements tell Google that a business cares about its brand and serves a specific audience.

It doesn't require small business owners to have a vast code base or online skill set - but only that they have a designer or developer that can help them put content live in a smart manner so

Google and other search engines will notice, and that mobile-device users can easily and quickly access.

The first week of the month, Launch Kits helps businesses make a social media graphic using the free tool called canva.com and post it on their profile. Week two of the month, they look at analytics and data to see what customers are doing on a site over the last month. Week three, the team takes clients to answerthepublic.com to find [relevant keywords](#). And in week four, Launch Kits helps business owners collect reviews and testimonials to keep google business profile [ranking strong and growing](#).

The small businesses that win online aren't the ones that pour the most money into some magic bucket but are those who spend the most consistent time watching and managing those digital elements that help visitors become customers.

Growing trust with an online audience is key to growing any business. Consistent effort in small things (just like the 20 mins a week plan that has worked for hundreds of businesses across the world), will make a world of difference.

For more information on Launch Kits, you can visit their website at [www.launchkits.com](http://www.launchkits.com) or email their team at [hello@launchkits.com](mailto:hello@launchkits.com).

Justin Rule  
Launch Kits  
+1 717-970-5525

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