

digital wonder

DIGITAL READINESS WORKSHOP

Tuesday 28th October 2025



Proudly funded by



Light Up
PARKES

A graphic for the "Light Up Parkes" campaign. It features a dark blue background with white stars and a white telescope icon on the right. Five colorful lines (red, orange, yellow, green, blue) radiate from the telescope. The text "Light Up PARKES" is written in white, with "PARKES" in a larger, bold font. A small colorful cross icon is positioned between "Light Up" and "PARKES".

SOPHIE DURHAM

Small Business Workshop

WELCOME

Parkes, is located on the traditional lands of the Wiradjuri people.

We respect and honour Aboriginal and Torres Strait Islander Elders past, present, and future.

We acknowledge the stories, traditions, and living cultures of Aboriginal and Torres Strait Islander peoples on this land and commit to building a brighter future together.

KEY LEARNING POINTS

OUR AGENDA

- E-commerce & Online Sales
- Digital Marketing Basics
- Payments & Cyber Security



About Me

Sophie Durham, Director & Founder of Digital Wonder, holds a BArts(VisComm) and has been working in the digital space for over 15yrs and is passionate about all things digital and how these amazing tools and platforms can elevate your business.

Digital Wonder is a boutique digital marketing agency based in Orange, Central West NSW. We offer a range of services including business strategy, digital marketing strategy, website design and builds, sales funnels, email marketing, multi-platform integration and so much more. We work with entrepreneurs and business owners who are looking to build a partnership with us to ensure they can focus on what they do best, while we take care of all their digital marketing needs. We pride ourselves on treating your business as if it was our own. Our clients are located across Australia, New Zealand and the UK.

I also works as a Coach, you can find out more about that at sophiedurham.com

What's your business?

E-commerce & Online Sales

How to effectively sell your products or services online, expanding your reach to new customers.

- What platform to use and why
- Why UX is important
- Abandon Carts & Upselling
- Payment options



E-commerce & Online Sales

- In 2024, [17.08 million Australian shoppers](#) used online shopping websites monthly, a 45% increase from 2020 (11.78%).
- Putting that into perspective, Australian eCommerce shoppers account for roughly 63.94% of the country's 26.714 million population.
- 13.5% used a buy now pay later service for their online transactions;
- Free Delivery services remain the primary driver for eCommerce purchases among 66.50% of internet users aged 16 and 64. Other effective sales drivers include:
 - Discount and cashback coupons: 40.70%
 - Hassle-free return service policy: 39.3%
 - Loyalty rewards and points: 33.5%
 - Simple online checkout: 33.5%
 - [Positive customer reviews](#): 32.1%

What platform to use and why



Why UX is important

- know who your audience is
- don't make assumptions
- guide the user where 'you' want them to go
- consistent experience across platforms

Abandon Carts & Upselling

- who knows what I mean when I say abandon cart and upselling?
- why they are such a good sales tool
- 100% automated

Payment Options

- not all payment options are needed for all businesses
- what options are available
- how to choose what is best for you and your customers



Digital Marketing Basics

Gain insights into SEO, online advertising, and email marketing to help attract and retain customers.

- What is SEO and why is it important
- Why Google is so important - Business Listing, Analytics and Search Console
- When, why and where to advertise online
- Why email marketing is important and how to do it well



Whats is SEO and why is it important

Search engine optimization (SEO) is the process of optimizing a business's website content, structure, and overall online presence. To improve its organic (unpaid) visibility in search engine results pages.

SEO aligns your website and content with the Google algorithm. Or, in other words, what Google looks for in good search results.

Basically, Google wants to rank webpages that:

- Satisfy search intent (what the searcher is looking to achieve)
- Demonstrate experience, expertise, authoritativeness, and trustworthiness (E-E-A-T)
- Load quickly and perform well
- Are easily navigable by users and search engines

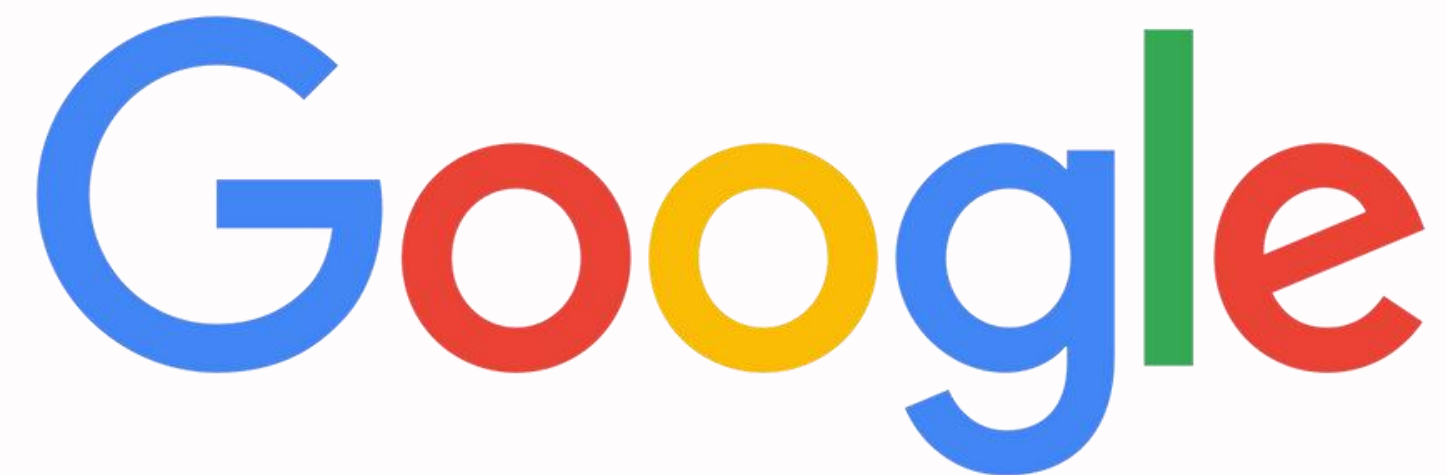
Some of the most common SEO tactics include:

- Keyword research: Identifying and analyzing the search terms target audiences use
- Content creation: Creating quality content that meets your target audiences' needs
- Link building: Getting other websites to link to your site so that it appears more trustworthy
- Technical SEO: Improving the technical performance of your site for users and search engines

Why Google is so important

In Australia, Google dominates the search engine market with a share of approximately 92%. That's why ensure you tick all the "google boxes" is so important. These include:

- Google Business Listing
- Google Analytics
- Google Search Console



When, why and where to advertise online

- Why you shouldn't advertise online straight away. Organic v paid
- Social Media Advertising
- Google Ads
- Collaborations and sponsorships

Why email marketing is important and how to do it well

Email marketing is crucial for businesses as it provides a direct, cost-effective, and measurable way to connect with customers, build relationships, and drive revenue. It allows for targeted communication, personalization, and automation, leading to increased engagement, brand awareness, and ultimately, higher sales.

- reward your subscribers
- less is more
- review and learn from the data
- respect your lists privacy

Payments & Cyber Security

Ensure secure payment setups and safeguard your business against online threats.

- What is the most vulnerable part of your business, and how to protect yourself
- Not all platforms are equal
- Know where everything is



What is the most vulnerable part of your business, and how to protect yourself

- Business email compromise
- Multifactor authentication on everything!!!!!!
- Use a password manager and use unique passwords on every service.
Don't share passwords.

Not all platforms are equal

- Payment gateways
- Email platforms
- Cloud storage

Know where everything is

- Ensure you have ownership and access to all digital assets and platforms.
 - Domains
 - Emails
 - Website
 - Social Media Accounts
 - Google Accounts
 - Password manager
- Go old-school, keep a paper record of key information
- Know who has access and how to add/remove. Don't share passwords.

Questions?

Presentation

Thank you for attending the Digital Readiness Workshop

You can download the presentation via the QR code.

If you would like to connect with me to discuss how Digital Wonder might be able to support your business, you can email me at sophie@digitalwonder.com.au or call me on [0433 277 217](tel:0433277217).



Thank you for listening!

Feel free to send in any questions to
hello@digitalwonder.com.au