

IO3 – S8

STARTUP ADMINISTRATION: ADMINISTRATION TOOLS



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Module Objectives

Module S1:1

Pre-Assignment: 30 minutes

What does “administration” mean in business?

What tools do you need to effectively run your administration in any business?

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Module Objectives

By the end of this module:

- *Participants will be able to identify 7 key admin tools needed to successfully run their social enterprise.*
- *Participants will, through research, have identified social media platforms that align with their social enterprise.*
- *Participants will understand the need for Buzzwords in Search Engine Optimisation*

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**Okay - you've researched, planned,
registered your company name,
and financed your business – what next?**

account
financed
entity
website
businessname
legal bank
planned registered

You now have a business name.

You have a website.

You've registered as a legal entity.

You have a business bank account.

It's all systems go – but what tools do you need to keep the wheels of your social enterprise turning?

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Your website

Many startups struggle with how to effectively manage a website. You probably went into business to sell goods, or provide a service, not to design websites and run them.

Having an up-to-date website is critical to the success of just about every company or enterprise, and it's unlikely that you're going to get away with not making it a central part of your business plan.

However, it doesn't have to be complicated – but it does take consistency.

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Be NET Positive!

Take the following six steps, to make your website tell your customers who you are and what you are doing.

Step 1:

- Determine available resources and identify the stakeholders.
- Who will manage the site?
- Who will contribute content for the website and when?
- When will you find the time to keep it updated?

website

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You may want to choose a Content Management System

Step 2: A content management system (CMS) can help you both design a website and also manage all of the basic functions. It can help you to create a strategy that can help you produce a content plan that will increase your efficiency.

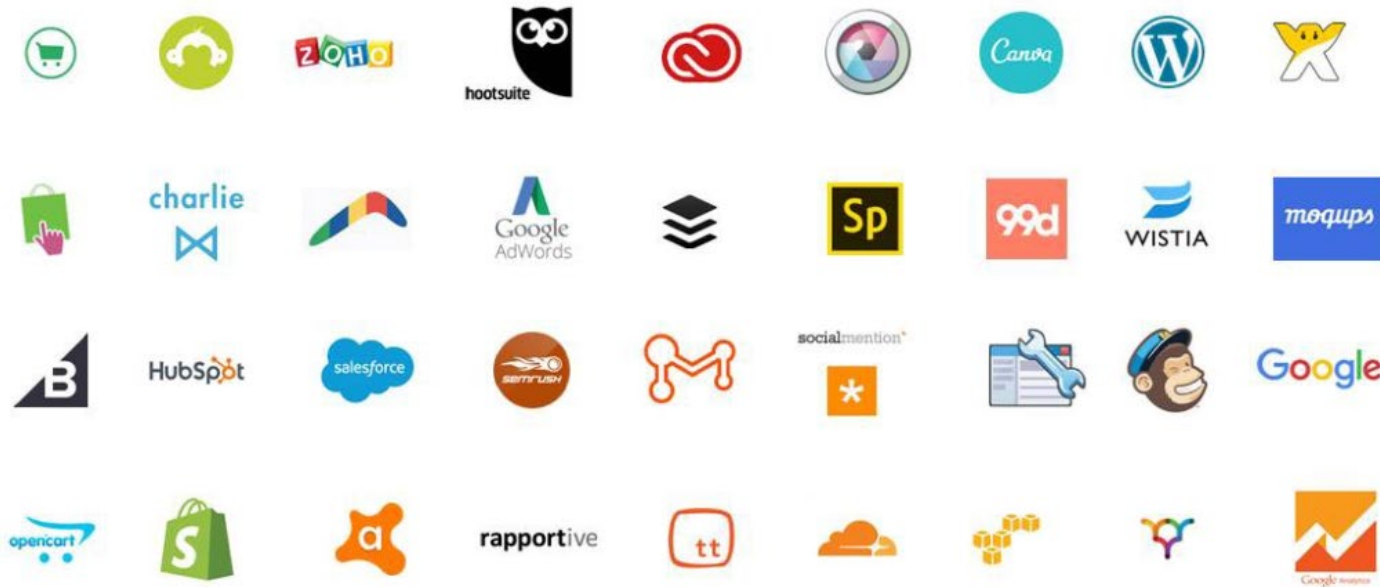


CMS software is good for simplifying website management services but can be costly. Checking security, and available support is key.

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The good news is there are multiple free or low-cost CMS options available.

Digital Tool Box for Social Enterprises & Charities



<https://medium.com/on-purpose-stories/digital-tool-box-for-social-enterprises-charities-b4bc3f4c4184>

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Best Practice Create the content

Step 3:

Content is what you put on your website that a visitor will see. There are different types of content from Blog posts, videos, downloadable content, to live events like webinars.

Regular content is VITAL if you want your website to work for you and it's a great way to get publicity.

You will need to put together a well-thought out content strategy that understands where you want to be, and one that you can manage with the resource and time you have available.



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You MUST KNOW ABOUT Search Engine Optimisation (SEO).

Use buzzwords that identify what you do that your customers and are searching for. Write and post articles that target those terms. There are tools that can help you do this, e.g. Google Keyword Planner or Ahrefs.

Everything you need
to rank higher 
& get more traffic 

Above all else create solid, helpful content for your readers that uses keywords in a direct way, and you will be rewarded.

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You MUST KNOW ABOUT Search Engine Optimisation (SEO).



<https://youtu.be/YihexeVmlE4>

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Get Others On Board

Step 4:

Use your contacts to ask for input to the content of your website. They will be able to showcase their expertise and knowledge at the same time.

If you use guest posters, it's free and saves you a lot of work, and it increases the reputation of your own site by having a respected individual in your field share their knowledge on your site.

This will help develop relationships and partnerships to help grow your enterprise grow.



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Monitor Traffic

Step 5:

As traffic moves in and out of your site, visitors are producing extremely important data. More on this later, but sites like Google Analytics and Clicky are great for keeping track of important metrics like bounce rate, time on page, and so on. Analytics can answer common questions:

- Why are such a huge volume of visitors leaving as soon as they hit my landing page?
- What are my most popular pieces of content so I know what to produce in the future?
- How many visitors does it take for me to make one sale?

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Gathering data works if you have the right tools, but don't jump to conclusions. You shouldn't immediately change your landing page because the bounce rate is high.

Maybe changing a couple of things around will work. Data needs context, so don't take any one data point as a sign that you need to make radical changes.

Track the right metrics: Some metrics matter more to than others. Perhaps time on page isn't important for what you do, but it could be everything to another. Be selective about which metrics you track.

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Make adjustments

Step 6

In the digital age, adaptability is key.



It's good to set up a regular time to review the data and brainstorm some adjustments to your business.

Quarterly is okay but perhaps monthly reviews are needed to begin with. Avoid overdoing it, because it's hard to come up with enough data over a short period of time to come to accurate conclusions.

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Best practices for making adjustments:

Any business that successfully operates, regardless of the sector, must become accustomed to change. You need to structure your enterprise so that you can adjust quickly when new data comes in.

Keep an eye on your competitors: If you notice your competitors have taken a drastic new approach, maybe it's time have a reset of your own practices and review your data to see if you are missing something.

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Choosing the best Email Service Provider (ESP)



What is an ESP and why do I need one?

An ESP is an email service provider. The place that houses your inbox, sent spam, and draft emails. If you want to communicate with modern society effectively, you need an ESP.

When email was first invented, there was only MAILBOX and SNDMSG, and now there are millions to choose from.

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What is the safest email provider?

Data security is a huge issue in today's society.

According to a study done by Hotspot, “?????” emails are sent every day, and of those sent each one has about 15 attachments every day.

How many emails are sent each day?

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150 Billion! Emails are sent each day. This is a mind blowing number, and you will play a part in this.

Be vigilant of the data you share, and who you share it with. It is out there forever.

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Today there are countless providers, including some of the best known.



ProtonMail



Welcome to iCloud Mail



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How to choose the right one for you is down to budget, preference of provider, security, delivery rates, and customer service support, so you need to research options and find the best one for your business.

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Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



cloud computing

noun

the practice of using a network of remote servers hosted on the internet to store, manage, and process data, rather than a local server or a personal computer.

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Cloud computing is the delivery of computing services, including servers, storage, databases, networking, software, analytics, and intelligence over the Internet (“the cloud”)

It has been designed to offer faster innovation, flexible resources, and economies of scale. You pay only for cloud services you use, helping you lower your operating costs, run your social enterprise more efficiently, and scale as your business needs change.

<https://azure.microsoft.com/en-gb/overview/what-is-cloud-computing/#benefits>

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Public clouds

Public clouds are owned and operated by a third-party cloud service providers, which deliver their computing resources, like servers and storage, over the Internet. With a public cloud, all hardware, software, and other supporting infrastructure is owned and managed by the cloud provider. You access these services and manage your account using a web browser.

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Private cloud

A private cloud refers to cloud computing resources used exclusively by a single business or organisation. A private cloud can be physically located on the company's site. Some companies also pay third-party service providers to host their private cloud. A private cloud is one in which the services and infrastructure are maintained on a private network.

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Hybrid cloud

Hybrid clouds combine public and private clouds, bound together by technology that allows data and applications to be shared between them. By allowing data and applications to move between private and public clouds, a hybrid cloud gives your business greater flexibility, more deployment options, and helps optimise your existing infrastructure, security, and compliance

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Are you planning on employing others?

If so, then you want everyone working, volunteering or involved in your enterprise or business to feel welcome from the moment they start – that’s why having a robust onboarding process is important.

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Employee onboarding process checklist

1. Make the hire official and put in writing the terms of the contract
2. Complete a background check, and ask for references
3. Establish the schedule and job duties the new starter will follow.
4. Prepare your induction – do you have scope to assign a mentor
5. Setup their working environment.
6. Prepare a training schedule.

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The main advantage of a solid process is to help your new starter to feel at home. You can welcome them, get them up to speed with your processes, and they'll get to know what you do and why you do it.

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Other advantages include:

Positive happy staff will rate your business highly, attracting more talent.

Higher standards of work from staff aware of your policies and expectations.

Engagement with new starters straight away.

Maintaining strong connections with employees.

Encouraging an open working environment based on communication and trust.

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Social Media is an Administration Tool that in today's world, not just in business, is a must.

It is a vast subject, and needs constant input and a strategy that will go alongside your website to sell your social enterprise.

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Social Media are the tools your social enterprise its' online presence. By developing a strategy, producing good content, analysing usage data, facilitating customer service and managing projects and campaigns you will stay current and continue to be a player in your chosen sector.

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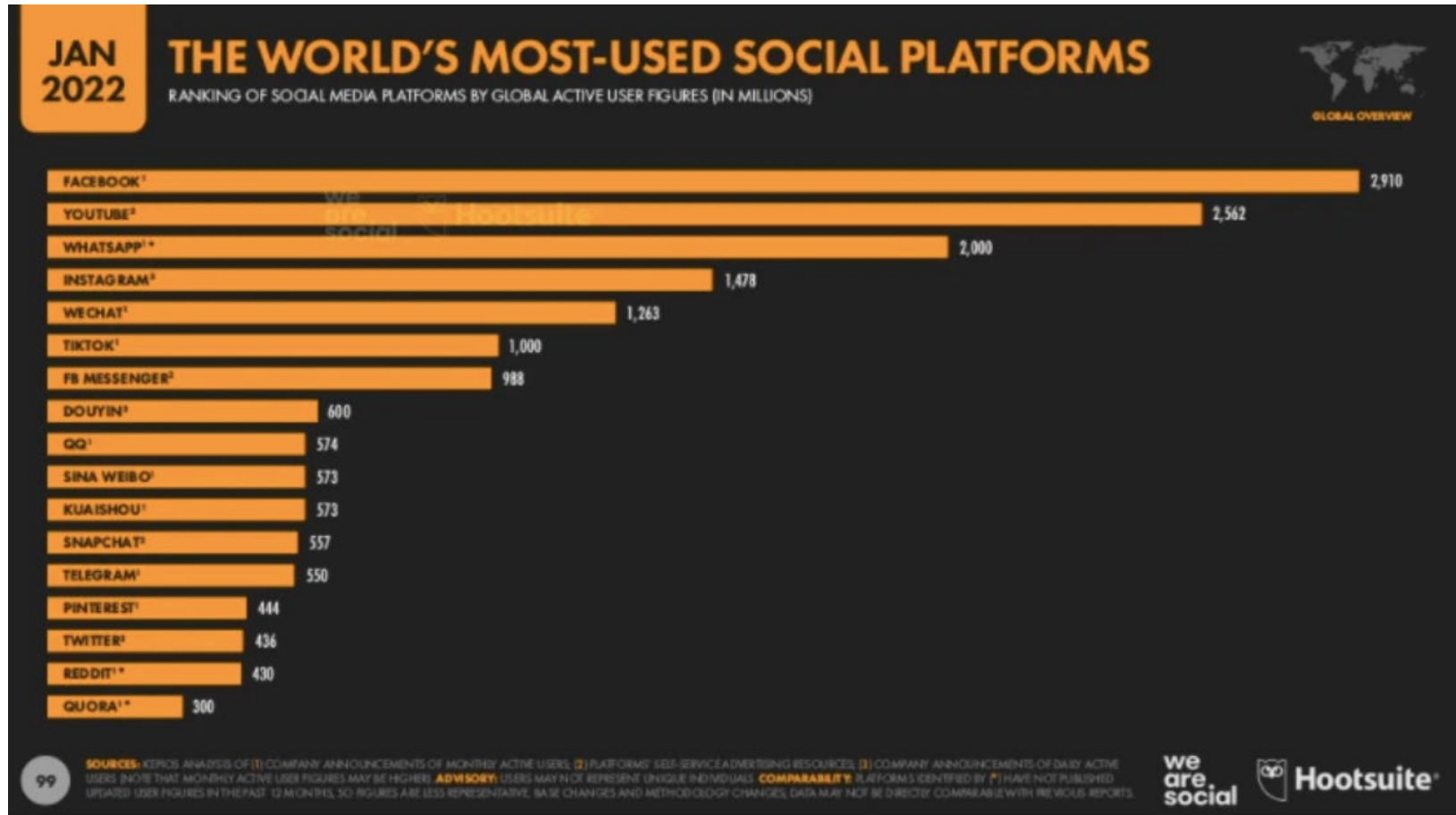


When you completed the Market Analysis module you discovered which social media tools your competitors use, and if their campaigns are updated. Or perhaps they last posted 2 years ago!

If they are still successful but stopped using Facebook, then this could be telling you that your target customers and clients are not predominantly Facebook users.

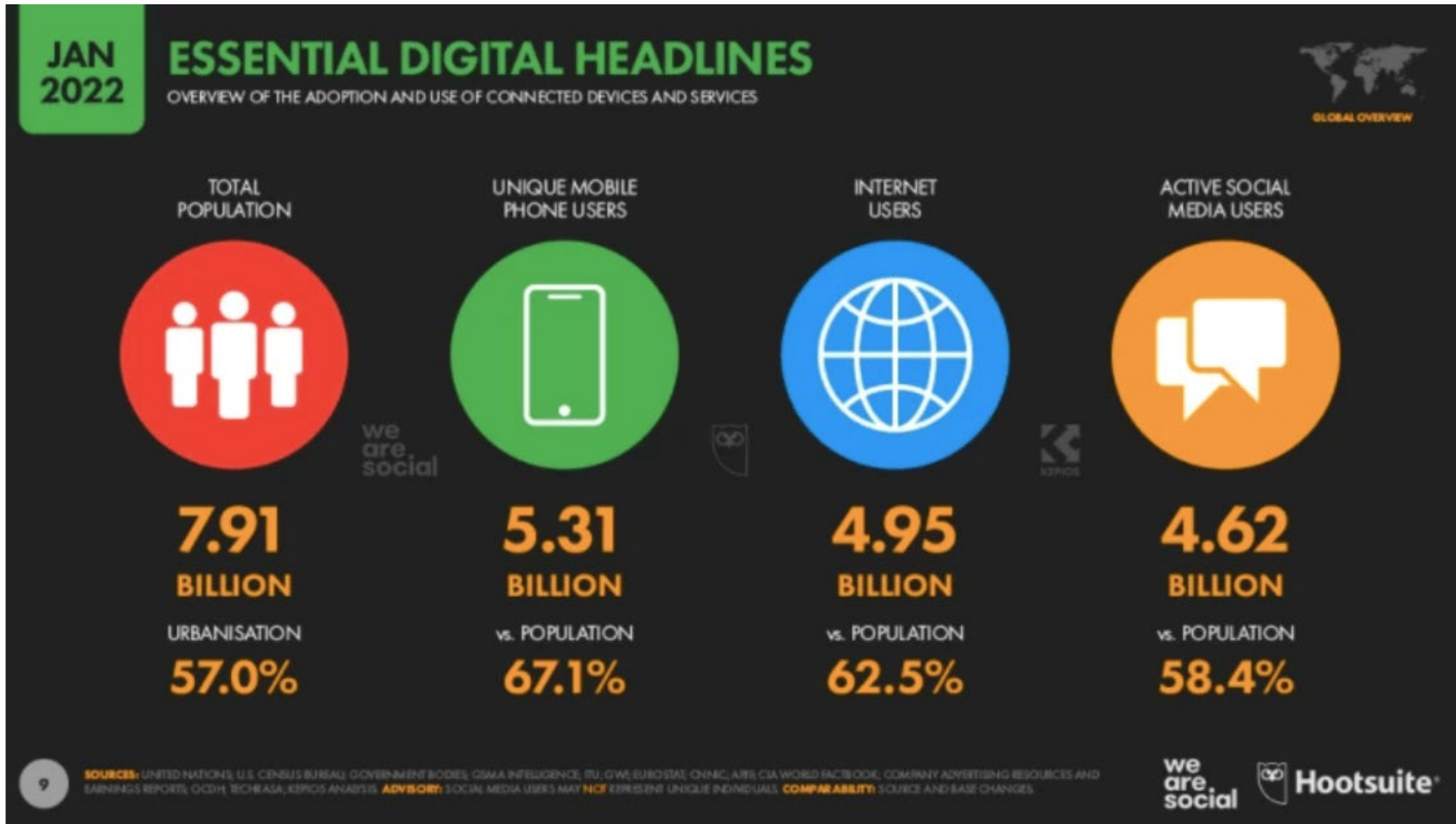
The website Smart Insights www.smartinsights.com has a wealth of data on social media usage.

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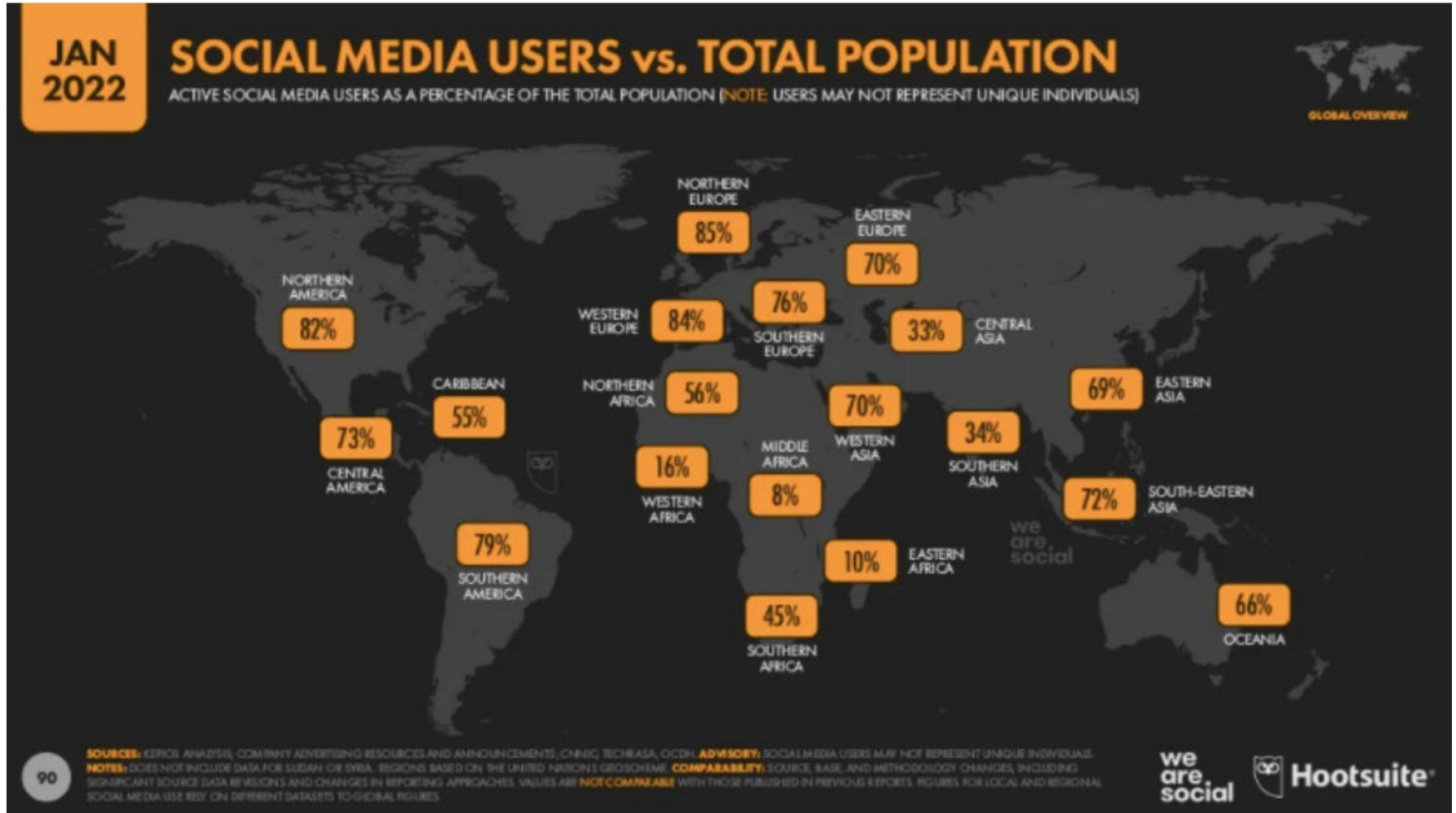
<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

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Putting in place an invoicing/finance process is crucial. You need to be able to keep track of who you owe, and who owes you.

There are many online and small enterprises offering low cost or free software that will enable you to send and pay invoices efficiently. Also, by creating professional invoices you can connect to your brand image, building trust with customers^c and encouraging payment.

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Having an analytics tool tells you lots about your customer by providing data.

trafficsources
uniquepageviews
pageviews
sessions
returningvisitors
bouncerate
newvisitors



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trafficsources
uniquepageviews
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sessions
returningvisitors
bouncerate
newvisitors

New Visitors

New visitors — also termed new users, unique visitors, or new visitor sessions, depending on the web analytics tools — is the number of unique visitors on your website.



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trafficsources
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newvisitors

Traffic Sources

Traffic sources show where your site visitors are coming from. Like visitor information, this metric is usually collected via the tracking code on your site.



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Unique Pageviews

Unique pageviews is the total number of times a page was viewed by users in a single session.



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Pageviews

Pageviews are the total number of times a page was viewed on your site.



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Return Visitors

Returning visitors is the number of visitors on your website who have visited before



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trafficsources
uniquepageviews
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Bounce Rate

Bounce rate is the percentage of visitors that leave your website after viewing a single page.



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trafficsources
uniquepageviews
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bouncerate
newvisitors

Analytics allow you to quantify the effects of making a change to your marketing strategy, and that's invaluable to the process of improving and optimising online promotions, advertising, blogs and campaigns.

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People use analytics for good reasons. They are at the core of the entire digital marketing industry.

Much of what we do wouldn't be possible without the extensive data available to us.



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There are other administration considerations, depending on what you are doing, and which countries you are trading in.

Payroll Service:

Payroll services offer an affordable and simple way to pay your employees, file taxes, and carry out processes integral to your business.



Public Liability Insurance:

There to protect you if someone is injured (or their property is damaged) and your business is faced with a compensation claim as a result. It can cover you at your business premises and also when you're working at client sites or in public.

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ORGANISED
KEEP helping
importance
administration
trading stay

Module 8:

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Resources

<https://medium.com/on-purpose-stories/digital-tool-box-for-social-enterprises-charities-b4bc3f4c4184>

<https://ahrefs.com/keyword-generator>

<https://youtu.be/YihexeVmIE4>

<https://azure.microsoft.com/en-gb/overview/what-is-cloud-computing/#benefits>

<https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>