

OTIENO

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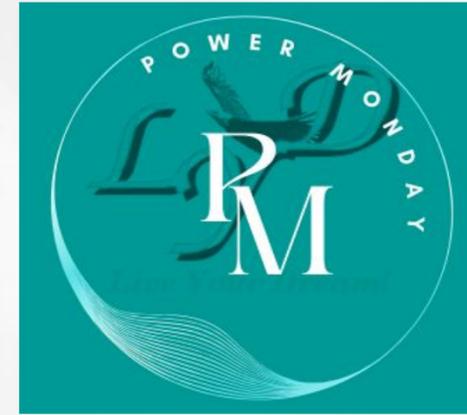


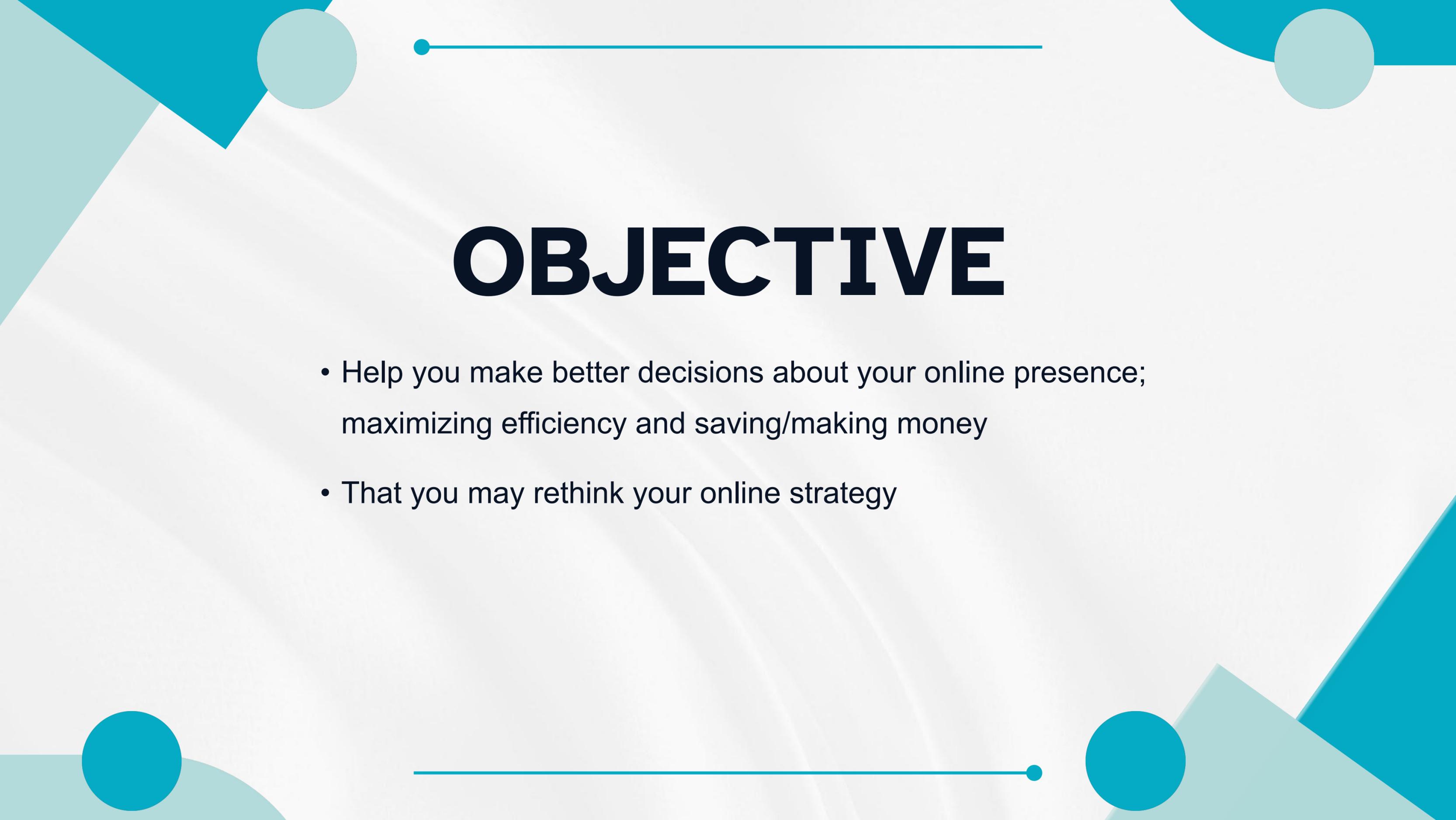
# THE MSME DIGITAL BLUEPRINT

High-Performance Growth on a Budget

By Otieno Paul Peter

# INTRODUCTION





# OBJECTIVE

- Help you make better decisions about your online presence; maximizing efficiency and saving/making money
- That you may rethink your online strategy

# THE DIGITAL TRUST ECOSYSTEM

**Is your online presence an Asset or a Liability?**

- Are you available online? Do you have a website? Why?
- Have you ever checked how your website performs?

<https://gtmetrix.com/> | <https://pagespeed.web.dev/>

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# BEING ONLINE ISN'T ENOUGH

**1**

Besides being available, be Discoverable & Reachable - that is **performance**

**2**

Your digital presence should inspire trust

**If your digital footprint isn't making you look credible, it's a liability, not an investment**

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# THE PSYCHOLOGY OF THE DIGITAL BUYER



Why should someone wire money to a business they haven't physically visited?

**Trust!** Trust is the only currency that matters in a virtual economy.

The 3 Pillars of Online Trust: **Social Proof, Authenticity, and Professionalism.**

# WEBSITE IS YOUR "SOURCE OF TRUTH"

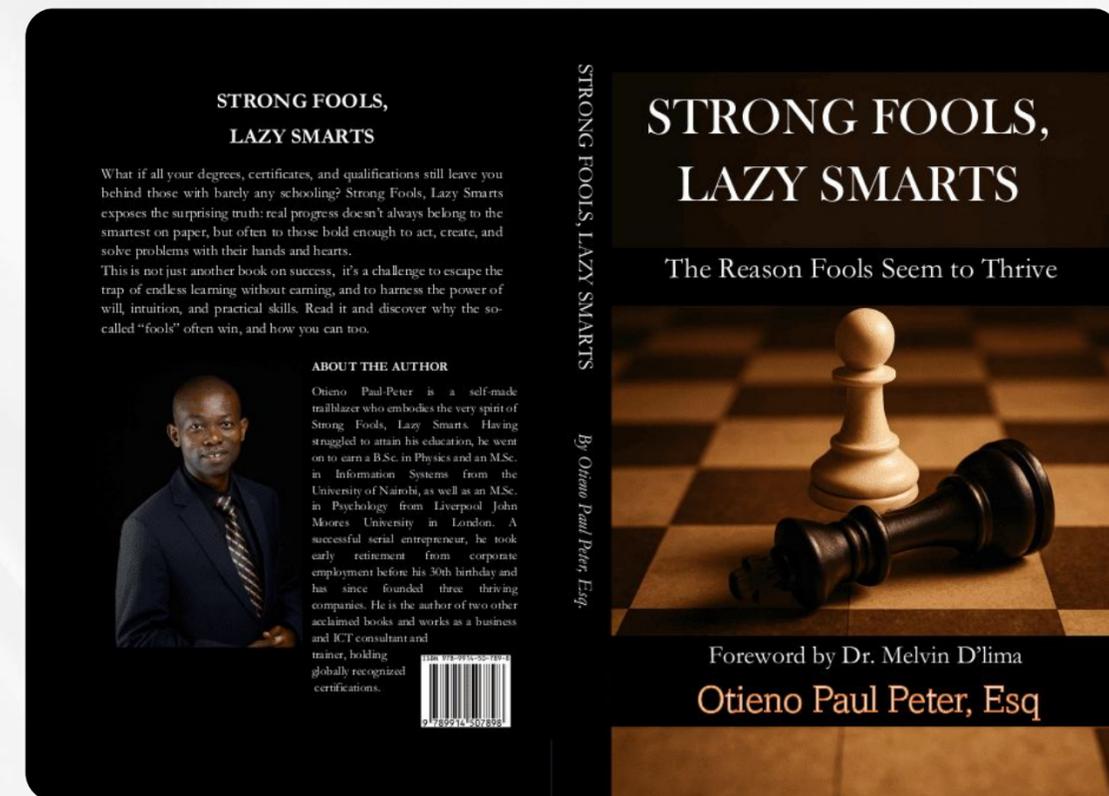
- A website is the most authentic way to demonstrate credibility in present day business environment
- Your WhatsApp and LinkedIn are the branches, your Website is the root.
- A reputable website affirms the genuineness of your social pages. It is the final proof of existence.
- Social Media is "Rented Land"; Your Website is "Owned Property."



**Are your social media channels verifiable?**

# HOME-BASED BUT WORLD-CLASS

- Fewer and fewer customers visit your office/store today
- **Social presence vs Physical presence**



# THE AVOIDABLE PERFORMANCE TAXES

1

If your site is slow, down, or broken, you are telling your customer: "I am unreliable."

2

Outdated websites, bulky, unsecure

Poor structure/architecture kills your ranking and (digital) reputation.

**Performance = Professionalism**

# THE SILENT TRUST KILLERS



Bouncing emails &  
Unreachable Websites



Unverifiable claims



Unsecure websites



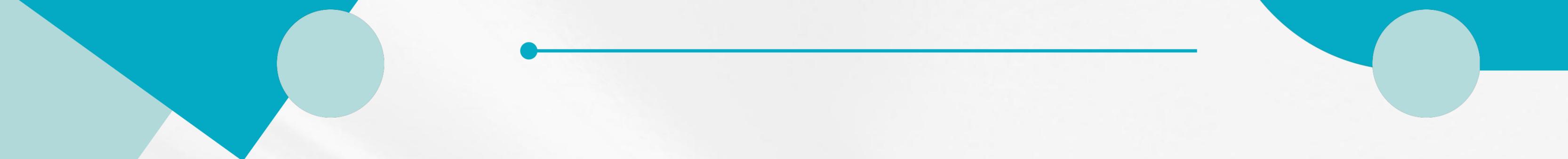
Inconsistencies



Poor Presentation



Lack of human  
connection



# STORAGE & BANDWIDTH

**The size of your office/compound & the path leading there**

Ensuring your site doesn't "choke" when customers arrive

Consider expandability/scalability

Think long - term, be aware of your hosting resources



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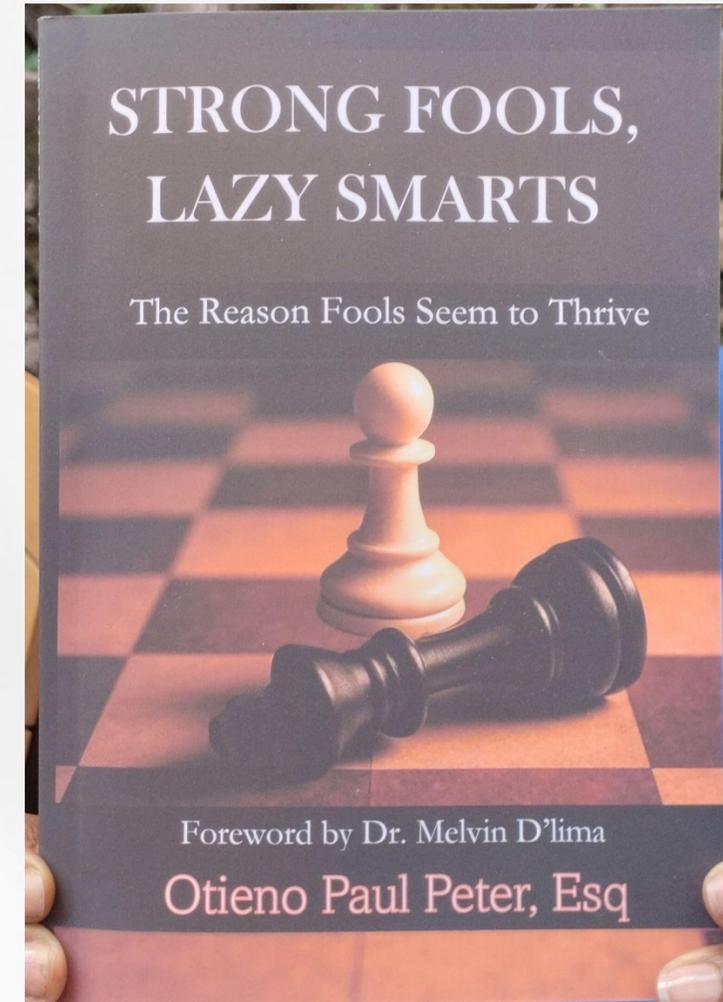
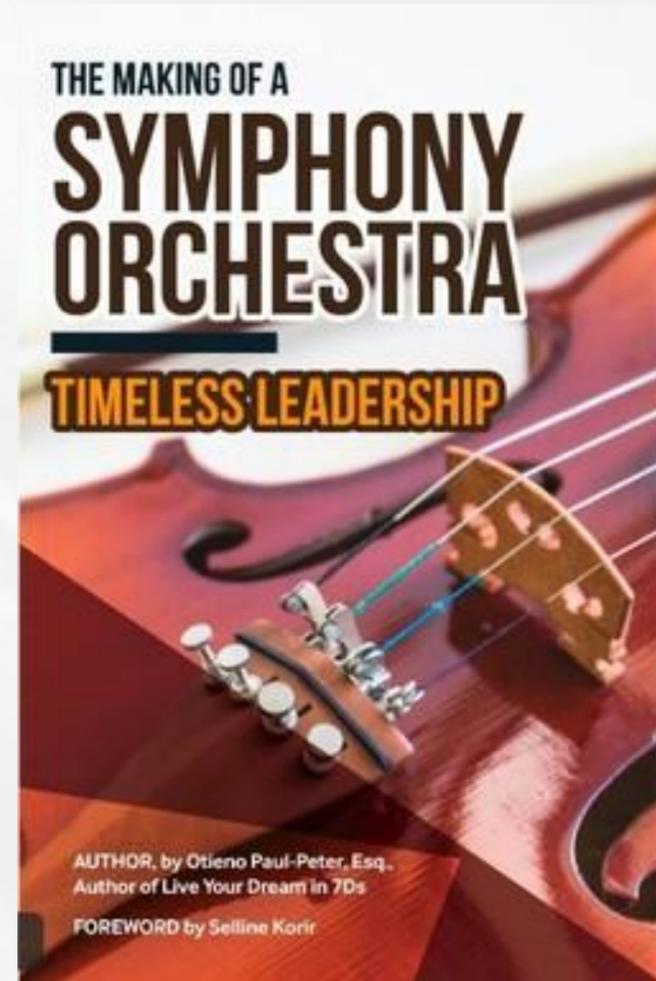
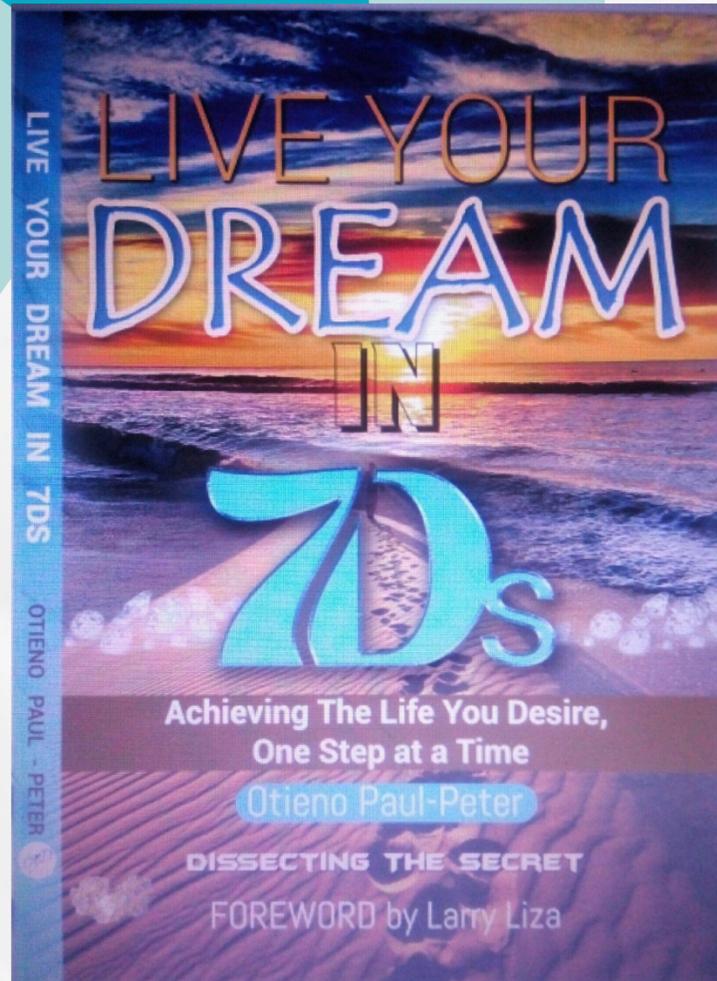
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# THANK YOU

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