

## **High Street Businesses: Attract More Customers and Stay Compliant**

Learn simple steps to boost your visibility, stay compliant and access free local business support in this High Street workshop, taking place on Tuesday 24 March between 4:30pm to 7pm The Hotel Cromwell, Stevenage.

Join Hertfordshire Growth and Partners for a practical, expert-led session designed to help you boost visibility, strengthen your brand, and stay compliant. You'll also be able to connect with your local business support network.

What's Included:

### **Elevate Your Brand**

**Learn how to:**

- Strengthen brand consistency and customer loyalty
- Create memorable brand experiences that make you stand out

### **Get Found Online With Google & SEO**

**Discover:**

- How to optimise your Google Business Profile for "near me" searches
- Simple SEO improvements that boost local visibility

### **Stay Safe, Legal & Open**

Better Business for All (BBfA) will highlight:

- Key compliance risks for High Street businesses
- Where to access quick, friendly support from Trading Standards, Environmental Health & Licensing

### **Why Attend?**

This workshop is designed specifically for High Street businesses that want to:

- Increase footfall and customer spend
- Improve visibility online and offline
- Save time, reduce stress and avoid costly compliance pitfalls
- Connect with real people who can offer practical support

### **Who Should Attend?**

- Independent retailers
- Cafés, pubs, restaurants and takeaways
- Hair, beauty and personal services
- Any High Street business wanting to attract more customers

For further information visit <https://www.eventbrite.co.uk/e/1983370880695?aff=oddtcreator>