

GroNews

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Edition 9 July 2022



DIGITAL TRANSITION FUND

New €85 Million Digital Transition Fund From Enterprise Ireland Will Help Businesses At All Stages To Go Digital

The Government has announced a new €85 million Digital Transition Fund to provide grant aid for Irish businesses.

The funding is designed to help companies develop new digital products, processes and services and will allow them to invest in software, new equipment, staff training, automation and artificial intelligence (AI). The fund, which will be administered by Enterprise Ireland, will provide €85 million in grant aid between now and 2026 - with €10 million available in 2022.

A new website is currently being developed which will allow companies to assess what their needs are and point them towards their next steps to improve their offering through digital technology.

As part of Ireland's National Recovery and Resilience Plan, and funded by the European Union, the Digital Transition Fund will drive transformative digitalisation of enterprise in Ireland, particularly amongst SMEs - helping companies at all stages of their digitalisation journey.

The Digital Transition Fund will provide very timely assistance to Irish businesses who are adapting in order to propel the growth of their business using digital technologies.

Grofuse digital director, Denis Finnegan, said: "The Digital Transition Fund will provide very timely assistance to Irish businesses who are adapting in order to propel the growth of their business using digital technologies.

"The fund will be used to help companies embrace digital technology to develop new digital products, processes or services. The funding will help companies at all stages of their digital journey – from going online to facilitating exporting and using digital technologies to reach new markets while improving their productivity and competitiveness."

Digital Transition Fund Eligibility Criteria

All projects supported will be subject to existing State Aid Requirements as well as any specific grant offer conditions. In addition, for each of the grant offers, a test will be applied to determine eligibility under the Digital Transition Fund, based on the level of 'Digital' focus for the project.

SEE PAGE 2 FOR EXPECTED CRITERIA >

THE CRITERIA ARE EXPECTED TO INCLUDE:

- > Introduction of new or significantly enhanced digital technology platforms for company operations – including supply chain analysis, information management systems, digital customer support or marketing and/or,
- > Introduction of new or significantly enhanced digital experience for customers (digital products or services), and/or,
- > Introduction of new capabilities to the company in digitalisation or digital transformation
- > All projects supported under the Digital Transition Fund must comply with the ‘Do no significant harm’ Technical Guidance from the European Commission ([2021/C58/01](#)).

GRANT FUNDING BREAKDOWN

The fund will be used to provide grant aid to eligible companies to assist their digital transition across a range of project types to address different aspects of transition. This list will be reviewed and is expected to change in future calls and as new supports become available.

The eligibility for each grant support depends on the company size and level of exporting.

1. Companies that have 10 or more full-time employees and are engaged either in manufacturing or are trading internationally in an eligible services industry.



Grant Offer	Support Available
<p>Digital Discovery: consultancy grant to develop a digital strategy and roadmap.</p>	<p>Up to €5,000 grant for 7 days of consultancy. Grant rate of 80% of eligible costs.</p>
<p>Digital Process Innovation: project grant to implement new lean-digital processes in the business covering production, delivery or organisational methods.</p>	<p>Grant rate of up to 50% of eligible costs. Typical maximum support of €150k.</p>



2. Client companies of Enterprise Ireland or Údarás na Gaeltachta only.

Grant Offer	Support Available
Strategic Consultancy: consultancy grant to assist with strategic digital transition initiatives.	Grant rates of up to 50-80% of eligible costs. Typical maximum support of €35k
Exploring Innovation: grant is to support the planning of research, development or innovation projects.	Grant rate of up to 50% of eligible costs. Typical maximum support of €150k.
Digital Marketing Capability: training grant to develop in-house digital marketing capability.	Grant rate of up to 50% of eligible costs. Typical maximum support of €35k.
Research & Development: project grant to develop new or significantly improved digital products, services or processes.	Grant rates depend on project type and company size.
Operational Excellence: larger support package including process innovation, training in leadership and lean processes, as well as capital support for production equipment. Note that capital support is for SMEs only.	Grant rates of up to 10-30% for Capital Assets, up to 50% (up to €150,000) for implementation and up to 70% for training, depending on company size and location, and project impacts.

Client companies of the Local Enterprise Offices as well as client companies of Enterprise Ireland or Údarás na Gaeltachta.

Grant Offer	Support Available
Agile Innovation: projects focused on digital innovation could include for instance the addition of sensors, automation or other intelligent systems (including AI) as part of the development of new or substantially improved digitised products, services or processes.	Grant rate of up to 50% of eligible costs. Typical maximum support of €150k.

OBJECTIVES OF THE FUND

The key objective of the Digital Transition Fund is to drive a step-change in the digital transition of Irish business as a key driver of sustainable productivity.

The widespread availability of digital technologies is causing market disruptions in all sectors as the most innovative enterprises seek new ways to create customer value through digital business models.

This digital wave will cause many businesses to fall behind the digital innovators and the disruption may have serious impacts on existing business models, even threatening their future survival.

This fund will be used to help companies at all stages of their digital journey – from going online to the digitalisation of products and business operations to keep up with the rapidly evolving digital landscape.

How To Apply/Find Out More Information

To find out more on your business’s eligibility for this fund please contact Grofuse, a certified agency advisor for Enterprise Ireland, for a free consultation with no obligation.

Get A Free Consultation

Alternatively, you can contact digitalisation@enterprise-ireland.com



GOOGLE CORE UPDATES MAY 2022

More than six months since the last core update, Google is now rolling out a new broad core update. It is called the May 2022 core update - Google's first broad core algorithm update of 2022.

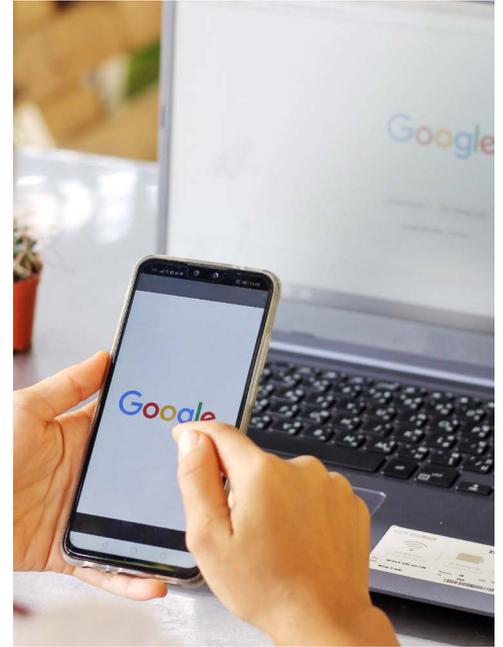
The most recent core update was the November 2021 core update, more than six months ago. In an announcement, Google stated: "Today, we're releasing our May 2022 core update. It will take about one to two weeks to fully roll out."

"Core updates are changes we make to improve Search overall and keep pace with the changing nature of the web. While nothing in a core update is specific to any particular site, these

updates may produce some noticeable changes to how sites perform, which we've noted in previous guidance on [what site owners should know about core updates](#)," Google added.

Grofuse digital director, Denis Finnegan, said: "Google core updates usually show results within the following two weeks after the announcement. Google's official position is that the core update starts as soon as it is announced and the results will be seen in the following 14 days or so.

"In reality, however, site owners may notice visible fluctuations in visits even before the update starts, even though Google officially denies this."



HOW TO MITIGATE GOOGLE CORE UPDATES

It is very important that if you notice fluctuations on your website these days you do nothing spontaneously to address them, as this can sometimes create a bigger problem.

The so-called 'Google Dance' lasts usually two weeks, and if you notice milder changes in visits, whether they increase or decrease, it does not mean that visits will not stabilise after this period. It is important to be patient and keep tracking the metrics.

This generally does not apply to sites that lose up to about 70% of traffic. We say that they received a negative Core Update, and recovery can take a long time and may even never happen.

Google updates, if we look at history, are getting milder and milder, and lately, Google has been making it clear that the main goal of CU is the general quality of the site and the relevance of its content for the user.

Google representatives have mentioned several times before, even going into technical details, that spam backlinks from other websites are not subject to Core Update at all, and that the CU doesn't help disallow spam backlinks. In practice, this was not the case so far, in the sense that often websites were hit by



CU precisely because they had a lot of spam incoming links, although in general Google CU is about the more widely understood quality of content, site speed and usefulness/relevance to users and authoritativeness.

Every Google CU hits certain types of sites and verticals a bit harder, and especially lately - in particular health niche sites have been worse affected. During the Core Update, it's best to not do anything abrupt on the website because it could cause major shocks in rankings and might not bring any benefits. In addition, if you justifiably suspect that you were hit by CU, paid search campaigns should be further strengthened for all high converting

keywords to help counteract any sales decrease during that period.

As the update rolls out, marketers will have further clarity on how their website rankings will be affected. In the meantime, do what you can to mitigate these impacts.

Do you need expert help with your SEO strategy? Grofuse offers free onsite SEO for every website we build, with the option to maintain and grow your website's authority online. Get in touch today for a no-obligation and complimentary consultation and review of your SEO performance.

Call our team, from ROI +353 1 247 5294; from NI/GB +44 2871 228800

WHAT IS THE DIFFERENCE BETWEEN SEM AND SEO?

The difference between search engine optimization (SEO) and search engine marketing (SEM) is that SEO focuses on getting traffic from organic searches, whereas SEM focuses on getting traffic from organic and paid searches.



HOW OFTEN SHOULD I UPDATE MY WEBSITE?

Whether you have a blog, corporate website or e-commerce store, updating your website on a regular basis has many benefits. A website that is updated regularly is crawled more often, has more pages in the index and has more possibilities to boost SEO by applying internal linking best practices.

It's good for your users - websites are meant to serve users and giving users fresh content increases their satisfaction.

It's a signal that your website or business is active and alive - an updated blog, support forum or news section is good for users to know they are reading up-to-date information.

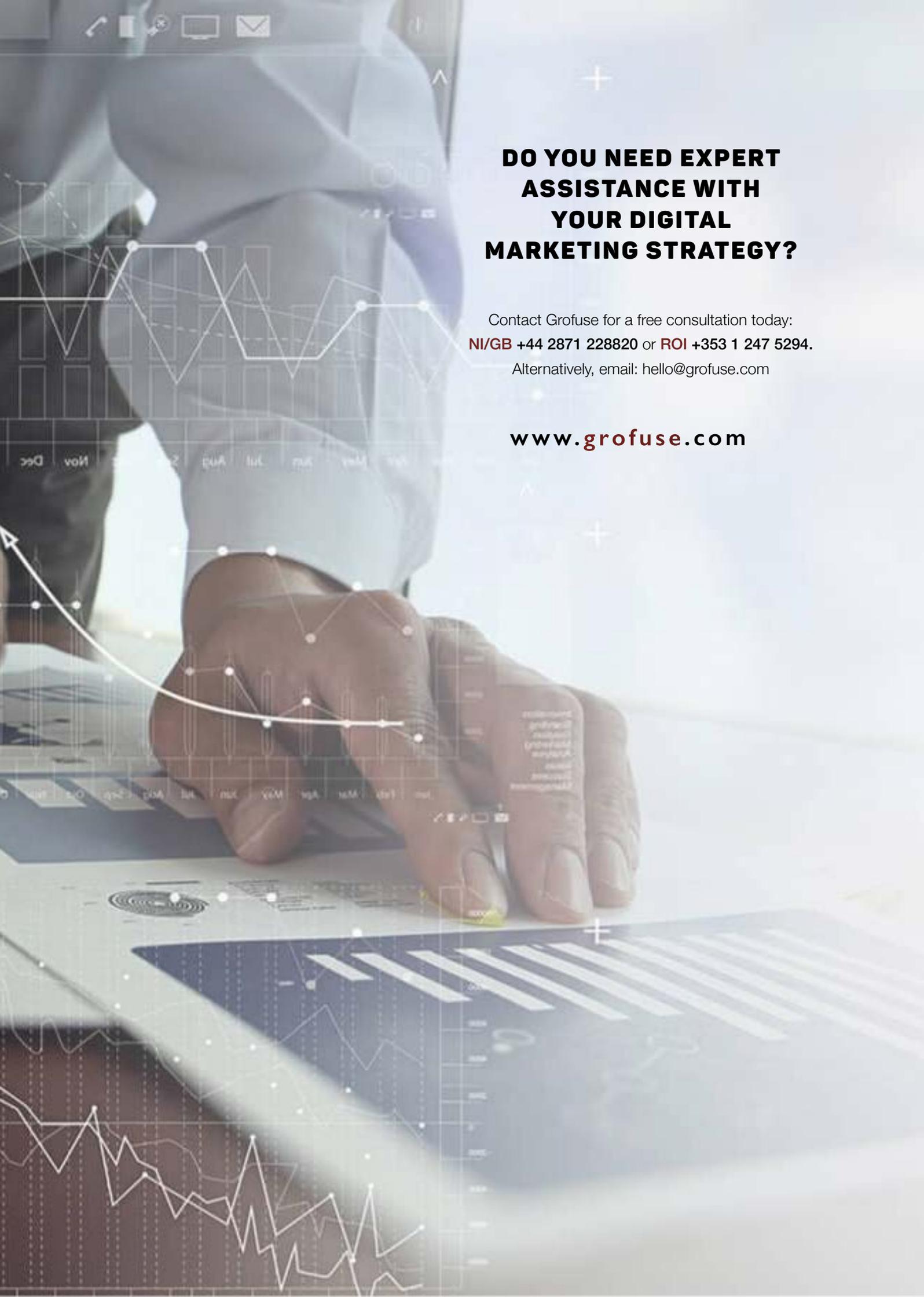
Updating is the core action of content marketing - without content, you cannot do much online. Creating quality content is the first step, ensuring it is optimised and discoverable is also key. Google will sooner acknowledge content that has been updated rather than new content to crawl.



Would you like to request a free consultation with our team of experts to improve your digital presence for 2022?

Contact our team today:

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DO YOU NEED EXPERT ASSISTANCE WITH YOUR DIGITAL MARKETING STRATEGY?

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Alternatively, email: hello@grofuse.com

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