

● paris

10 tips to take advantage of the

A practical guide
for Parisian businesses
and entrepreneurs

opportunities offered by the Internet



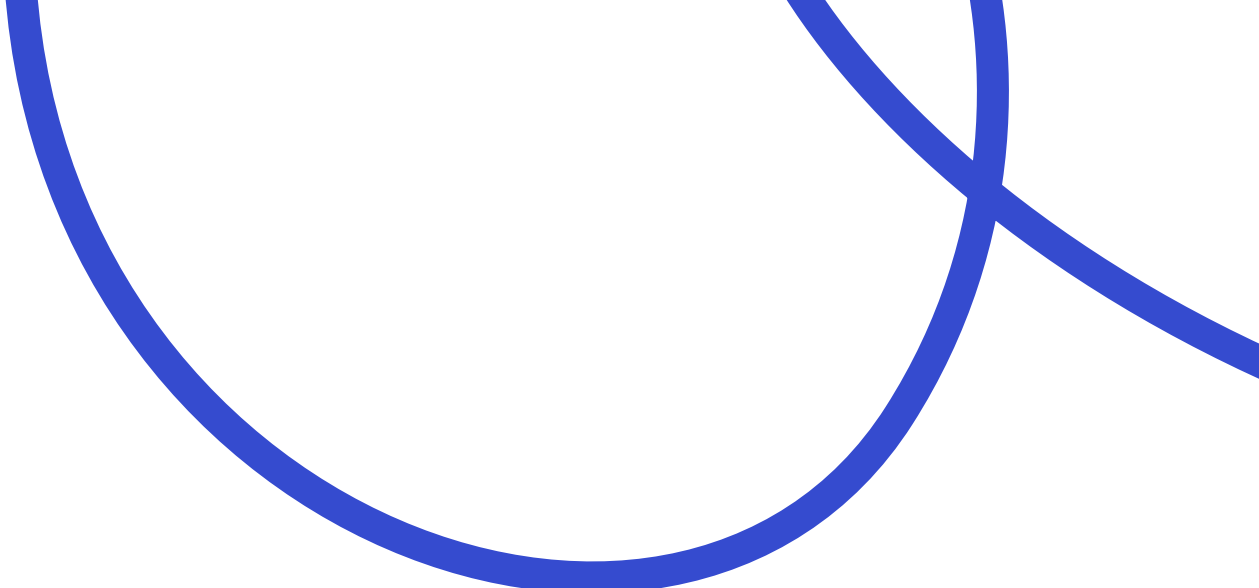


Paris is a city where ideas are born and grow. From businesses to institutions, retailers and creators, everyone driving this momentum has one thing in common. They use the Internet to gain visibility and engage with their audience. Building and maintaining your online presence is a key part of growing your business.

This guide presents 10 tips to inspire you to make the most of the many opportunities offered by the web, whatever the size of your organisation and the path you've chosen.

Let's get started!

Editorial



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Launching your website: a single, independent and controlled digital space

A website allows your organisation to be visible to Internet users around the world at all times. With the right tone and functionalities, your site acts as both a showcase and a sales tool, working 24/7.

A wide range of easy-to-use website creation tools can help you create a website. Or, if time or expertise are an issue, you can always enlist the help of a professional, even on a limited budget. The important thing is to set your expectations.

To start with, stick to a simple, well-presented design that fits with the visual identity of your establishment. Lastly, think responsive with a site that automatically adjusts to all screen sizes (smartphone, tablet and desktop computer). This ensures an optimal experience for all users and helps improve your search engine rankings.

63%
of Internet traffic
originates from
smartphones¹.



In addition to presenting your organisation, your website should include at least:



Your contact details (address, phone number and email)



Your opening times or availability



Your products and/or services



Your pricing and how to request a quote

Of course, your organisation serves more than just a Parisian audience. The capital city draws visitors from around the world each year, so it's best to think internationally! Clearly showing your connection to Paris can be a real advantage in this sense. A .paris address instantly positions your activity within this dynamic ecosystem. By making your website available in multiple languages, your content will be more accessible, helping you reach a wider audience.

Finally, to ensure that your website complies with regulations, it must include the necessary legal information and cookie handling settings² to obtain the consent of Internet users to the collection of their personal data (GDPR).

Focus on... GDPR

When an Internet user fills in the fields of your online forms, they provide their personal data: last name, first name, email address, etc.

To comply with legal requirements regarding the protection of Internet users, you need to:

- obtain the user's consent
- store the proof of their consent
- systematically inform them of their rights and the processing of their personal data
- transfer and store their personal data securely



Our advice

Website or platform: who really controls the customer relationship?

There are countless restaurants on delivery platforms and shops on marketplaces. These online platforms can be a useful way to increase visibility and reach new customers. However, they also have drawbacks, including commission fees, platform rules, limited access to customer data and a dependence on algorithms.

But your website is your own online space. You control its content and image. It's where you can present your business however you want, offer your services directly and gradually increase your visibility on your own terms. Platforms can help you get discovered, but your website remains the foundation of your online presence.

Choosing a clear and catchy domain name

Your domain name is your Internet address. To help customers and prospects find you easily, it's best to choose a domain name that is short, coherent, memorable and easy to pronounce. Adding a keyword with your localisation or your field your activity can make you easier to identify and can help users find you more quickly in search engines. Replacing spaces with hyphens, meanwhile, offers clearer legibility. In addition, make sure to check any connotation associated with your web address in your native language and in the languages of other countries you are targeting.

Our advice

.paris: the TLD that anchors you in the capital city

A .paris TLD instantly positions your business within the French capital. More than just a geographic indicator, it is a sign of belonging, highlighting your roots and instantly associating you with Parisian values, including creativity, expertise and a global reach.

Your online address is thus made clearer and more easily identifiable. In a competitive environment, this clarity can make a real difference. A .paris address attracts attention more easily, is more memorable and helps differentiate your brand. It helps clarify your positioning and boosts your local visibility.

A restaurant with the name “La Brasserie Traditionnelle du Cristal – Montmartre” could for instance register the domain name labrasseriетraditionnelleducristalmontmartre.paris. But it would not be easily memorable. It would be better to choose cristal-brasserie.paris, which is shorter and easier to read and understand.

Visit bienvenue.paris to easily check if a .paris domain name is available.

“When we created WASTE,
we wanted to really place the emphasis
on our Parisian roots.
For us, Paris is a state of mind
reflecting free, exacting and
timeless creativity.
The .paris TLD was a natural
choice because it reinforces
our identity and anchors
our brand in the energy
and expertise of the French
capital”

Valentine Hotton

Founder of Waste



A thick white wavy line starts from the top left, curves around the text, and ends at the bottom left.

Domain names
are available
on a «first-come
first-served»
basis.

Domain names are available on a first-come first-served basis. So make sure to check the availability of your desired name and register it without delay. To maintain full control of your online name, consider registering your domain name with multiple TLDs, such as .fr and .paris. You can also register multiple spelling variants that can redirect to your main website address.

Lastly, to ensure consistency in your communications and to present a more professional image, opt for a customised email address! Using your domain name authenticates your establishment at a glance and adds credibility to the content of your communications.

Customised email address

More often than not, the purchase of a domain name includes the configuration of a customised email address. Once this is done, you can adapt it to all of your employees or departments. Your email address will continue to exist as long as your domain name is renewed.

“La Brasserie Traditionnelle du Cristal – Montmartre” could therefore register the address contact@brasserie-lecristal.paris, which can be adapted for each of its different departments and/or employees.

Focus on...

The anatomy of a web address

`https://www.domainname.paris`

`https`

The protocol tells your browser how to access the server

`www`

The acronym for “World Wide Web”

`domainname`

This is your name on the Internet, the equivalent of your online postal address

`.paris`

The TLD associates your activity with the French capital even before users reach your website.

Using your website content to highlight your expertise

Your website shouldn't just provide information. It should demonstrate your value. From projects to products, services, past work and customer reviews, **you can shine a spotlight on what you do**. Include a clear section accessible from the homepage where visitors can quickly understand your expertise.

Explain your services, detail your methods and give some real-world examples. A tradesperson can present their work, a restaurant its dishes and team, an agency its projects and a shop its selection. Concrete content builds trust. Group this content by theme (service type, business sector, neighbourhood, customer need, etc.). This makes it easier to navigate and helps users find information.



Inspiration

The Grand Hotel Chicago's welcoming website

The Grand Hotel Chicago's website reflects the establishment's identity and experience with a welcoming tone. The hotel's visual identity, from Art Deco references to images of the rooms, is inextricably linked to its location in Paris's 17th arrondissement. The 'Services' section details the hotel's key features (rooms, bar and special offers), while the 'Offers & Packages' and 'Gallery' pages help visitors visualise their stay before booking.

grandhotelchicago.paris



Jazzing up your website with a **blog section** is also an excellent way to **boost your visibility and foster engagement with your customers and prospects**. It can be used to share updates, recommendations, behind-the-scenes insights, recent projects and upcoming events. A tradesperson can present their work, a restaurant its seasonable produce, an agency its expertise...

Posting frequently helps demonstrate your business's dynamism. This also provides additional content for search engines, helping to improve your SEO.

Artificial intelligence (AI) tools are another way to help small organisations produce content. For example, they can give you ideas for articles, structure your content, rephrase a service description or write a first draft. These tools do not replace your expertise, but they can save you time when launching or updating a content section, as long as you review and personalise the results.

Lastly, **remember to share your content on your digital spaces** to reach a broader audience. A **newsletter**, for example, lets you keep your contacts directly informed of your company's key events and latest news. Start by incorporating a **subscription form** on your website, making sure it complies with GDPR requirements. Opt for a simple-to-use email sending tool with a responsive design that will allow you to easily analyse your performance.



Inspiration



The ADMS.PARIS blog

The ADMS.paris blog, focused on influencer marketing and social media strategy, features an editorial section covering industry news. It includes articles that examine developments in influencer marketing, brand strategies on social media and emerging digital trends.

By posting this kind of content on a regular basis, the agency shares its expertise and provides insight into industry practices, allowing ADMS prospects and potential clients to benefit from its knowledge.

adms.paris

Simplifying online bookings and appointments

It should no longer come as a surprise: your customers expect to be able to **book or make appointments online**, any time of day. By adding booking, appointment and even payment features to your website, you can simplify their user journey and streamline the management of your business.

From simple online booking to the full management of a customer relationship system, there are many options for digitising these services, tailored to all needs and budgets. We recommend opting for a customisable solution (web page, URL, booking forms, etc.) with a module that can be directly integrated into your website for a smooth and centralised user journey.

Our advice

A smooth and straightforward customer experience

Make the booking or appointment process as simple as possible. Keep the number of steps to a minimum, show availability clearly and send an immediate email confirmation. A streamlined process means a lower abandonment rate and improves the customer experience.

Online booking and appointment software

E-booking software (commonly known as “SaaS” or “Cloud software”) provides a simple yet effective solution. It doesn’t require installation, it’s intuitive, and some programs offer application programming interfaces (APIs) that can be integrated into your different software applications in addition to your website. These tools allow you to manage availability, automatic confirmations, payments and appointment reminders. Expect to pay between €30 and €80 per month on average, depending on the features offered.

Creating an online experience aligned with your brand

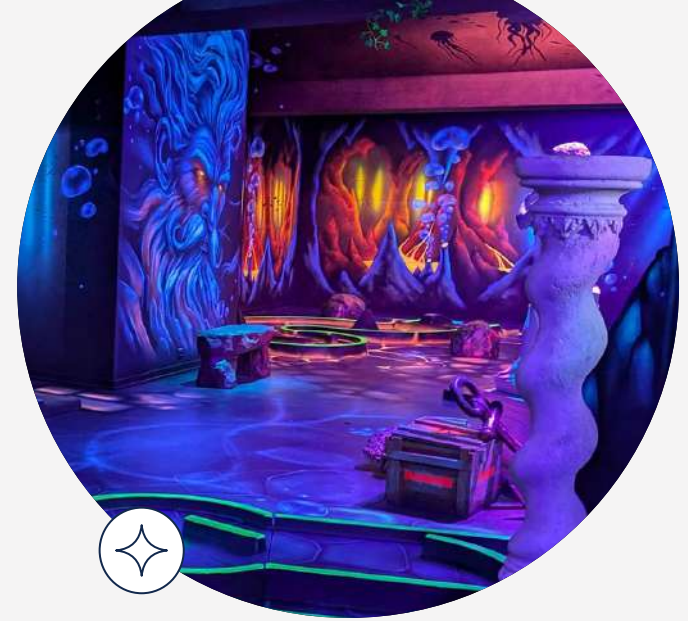
Your website should not just provide information. It should reflect your brand identity. Visual style, colour palette, tone, imagery... each and every element contributes to creating an experience aligned with what you offer. Your choice of domain name also plays a part in this consistency. A TLD like .paris can extend your brand universe and highlight your connection to the capital's cultural and creative identity.

The online experience goes beyond aesthetics, encompassing intuitive navigation, clear information and simple interactions. A well-designed website should be a natural extension of the experience you offer in the real world.

Extending this consistency to your professional profile

The main search engines allow you to create a professional profile that lists your website, address, opening hours, services, photos and customer reviews.

By ensuring consistency between this profile and your website (same visuals, same descriptions, relevant keywords and cross-links), you can improve your local visibility and organic search engine optimisation.



Inspiration

Submarine inspiration from Ocean12

The Ocean 12's website highlights the immersive "underwater mini golf" experience offered by the venue right from its homepage. The underwater theme is echoed in both the visuals and the structure of the website sections, helping visitors to quickly understand what the experience involves. The 'Experience', 'Games' and 'Infos' sections clearly outline the different courses and pricing, making it easy for visitors to find the information they need. By incorporating these elements into its website, Ocean12 creates an immersive first impression that aligns with the in-person experience, helping to drive bookings.

ocean12.paris

Improving your SEO and visibility to attract new customers

Visibility is still crucial when it comes to the Internet. For your website to appear in the first search engine results, you need to work on your SEO. There are several ways to do this (see Focus on...).

You can also explore partnerships. Identify organisations whose customers may be interested in what you have to offer and propose a cross-promotion across your respective websites.

Lastly, don't hesitate to reach out to journalists to publicise your news. Propose a press release to download from your website, for example. You can also invite them to visit your business and produce a piece on it.



Focus on...

The 3 types of search marketing



SEO (Search Engine Optimization)

Also known as organic search results, refers to improving your website's visibility through the quality of its content and its structure.

To climb up the user search rankings, you need to produce well-structured content and regularly post new content. Also consider listing your business in online directories, whether local (city or region) or specific to your sector.

This will boost your SEO and raise your profile!



GEO (Geographical Optimization)

Which focuses on improving your visibility in local search results.

Your domain name also has a role to play. A geographic TLD like .paris enhances your site's relevance for searches related to the capital city and helps users find you more easily when looking for a local business or organisation.



SEA (Search Engine Advertising)

Which involves purchasing sponsored ads on search engines;

Buying online ads is also a good way to reach a pinpointed target audience. Like with "traditional" advertising, contact an advertising agency to purchase your media space and tailor your message to the target you're looking to reach.



“Having a .paris domain name is instrumental in achieving strong organic search rankings for queries related to bookshops and the intellectual heritage of Paris”

Christelle Picard

Librairie Henri Picard et fils

Paris 8

Interacting with your audience and staying tuned

In addition to your website, **social media** is a useful channel to engage with and grow your community. And is particularly in synch with the uses of younger generations. It's a clever way to introduce your business to your audience **in a different light!** Place the priority on the platforms used by your target audiences, publish regular content while also **diversifying your posts** (message, image. etc.) and sponsor certain posts to reach your existing followers and gain new ones. And why not try **competitions** to foster engagement! In addition to increasing your online visibility, they systematically lead to one (or more) happy winners and project a positive image!

Competition rules

Although not legally required, it is strongly recommended to establish terms and conditions for each competition you run.

These act as a contract between you and your participants.



Inspiration

Inspiration from the Mercato x Murphy competition

Mercato is a Paris-based brand specialising in second-hand goods, with a .paris website and shops in the heart of the capital. In partnership with Murphy, a French specialist in appliance repair and refurbishment, the brand organised an Instagram competition to win a refurbished games console.

In addition to the prize itself, the campaign allowed both companies to cross-promote to each other's communities and expand their audience by coming together around shared values (repair, reuse and responsible consumption).

mercato.paris



It's by staying receptive to the feedback and suggestions shared by your Internet users that you can make the most progress.

At the same time, remember **to leave a personalised reply to all reviews and comments** posted about your establishment, whether positive or negative.

So make **sure you regularly monitor the web** to find out what's being said about you. Some online tools can notify you whenever your organisation is mentioned in blog posts, forums or on social media. That way, you can **more easily measure and manage your e-reputation**.

Don't forget to send your customers **a satisfaction questionnaire** as well to get their immediate feedback. This can be done via an automatic email after a purchase or service, a link sent by SMS, an in-store QR code to scan or a short questionnaire at the checkout, depending on the situation and your business. A gesture that shows you care about their opinion. An automated reminder can easily be integrated into your customer relationship solution to obtain this feedback without even lifting a finger!

Keep in mind that it's by staying receptive to the feedback and suggestions shared by your Internet users that you can make the most progress.



Inspiration

Inspiration from Pyra customer opinions

On the homepage of Pyra, a Paris-based fitness, Pilates and yoga studio, the reviews section showcases its 4.9/5 Google rating, alongside excerpts from positive customer reviews. These reviews highlight the venue's atmosphere and the quality of the classes, helping visitors to the site quickly understand the customer experience.

pyra.paris

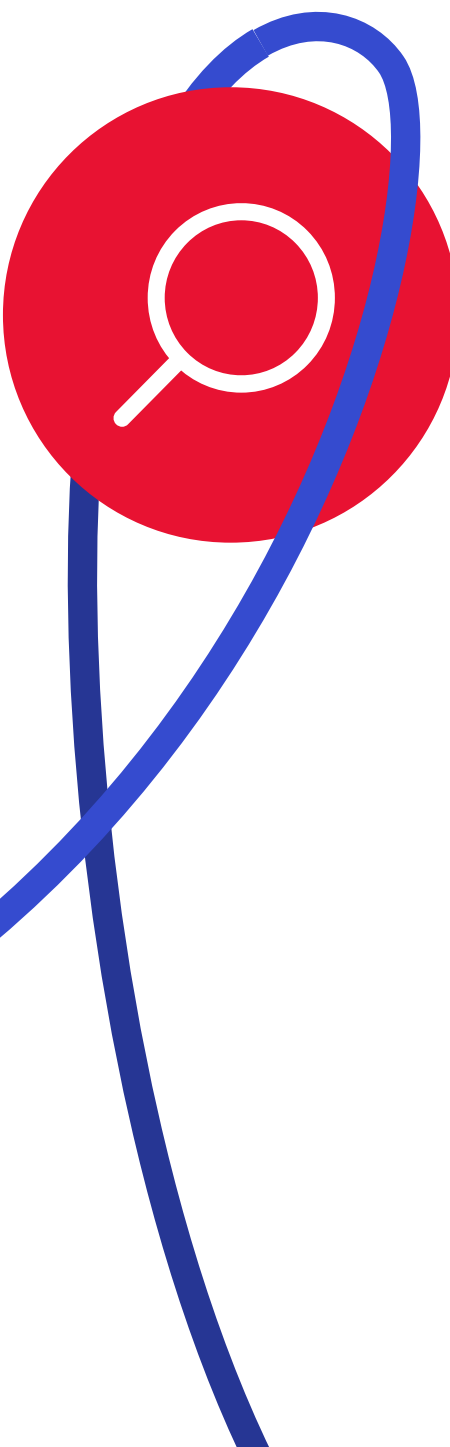


Diversifying your sources of revenue thanks to the Internet

The Internet is not limited to promoting your core activity: it can also become a source of additional revenue. In addition to online bookings or orders, you can offer additional products or services tailored to your sector. A shop can launch an e-store, a restaurant can sell gift vouchers or merchandise, a studio can offer online memberships and a tradesperson can offer workshops.

Digital technology also makes it possible to create new offerings, such as premium content, online training, digital services, digital gift cards or exclusive online offers.

To sell your products or services effectively online, your e-store should be strategically positioned within your website. Display clear product cards and quality images and combine them with sales-oriented descriptions in connection with your activity and expertise to encourage more purchases. A final key point: don't forget to draft and publish your general terms and conditions of sale.



Focus on... T&Cs

The General Terms and Conditions of Sale summarise all of the information supplied by a professional vendor to its clients in the form of clauses. In other words, these terms and conditions set out your establishment's commercial policy.

Among the points to include are:

- ✓ The address of your establishment, its trading name, its contact details (phone number and email address), its SIRET number and its intracommunity VAT number
- ✓ Your terms and conditions for orders (confirmation and grounds for invalidation)
- ✓ Payment methods and conditions, and the rules governing payment security
- ✓ Your order placement, cancellation and refund policy
- ✓ The contact details of your customer service department
- ✓ The contact details of a consumer ombudsman
- ✓ Your pricing
- ✓ Proof of payment

When finalising an order, a box indicating that the client accepts the general terms and conditions of sale must be included.

For guidance, there are a number of websites that allow you to quickly draft your T&Cs using pre-filled templates.

Playing on creative formats

Not only is the web an essential communication channel, but it also gives you **the freedom to be more creative** in how you present your business, going beyond a basic description of your services and a few photos.

The question is not just **what you show**, but **how you show it**. Your expertise, products, behind-the-scenes insights, commitments or customers can be presented in a range of formats, including short videos, team profiles, before-and-after content, interviews, tutorials, tips and tricks or testimonials. A tradesperson can film their work and explain their technique. A restaurant can share the process of creating a dish. A gym can produce a short series of practical tips. A brand can tell its story in a more immersive, narrative format.

The question is not just
what you show,
but how you show it.

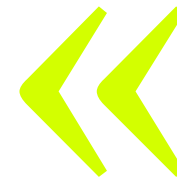


Inspiration

Multilayered inspiration from Pomad Paris

Pomad Paris, a brand specialising in creams and skincare for people with eczema, posts videos on Instagram (@pomad.paris) on a regular basis, explaining how to use its products and highlighting their effectiveness, along with customer testimonials and (often funny) behind-the-scenes content showing the life of the business. Some of these videos are also embedded directly on their website's homepage, strengthening the presentation and credibility of its offering. At the same time, the website's blog section includes written testimonials and more detailed articles, allowing readers to learn even more about skincare topics. By combining short-form content, visual demonstrations and more in-depth editorial content, Pomad Paris has created a seamless experience between its social media and website.

pomad.paris



A brand can tell its story in a more immersive, narrative format.

LIVE

Live streaming, whether done alone or with multiple participants, enables real-time interaction with your followers and offers the opportunity to lift the veil on the topics of your choice. It's a great tool to strengthen relationships with your audience on your social networks. Just like podcasts, another trending format that is easy to implement. Whether documentary-style, fictional or fully immersive, it helps boost your visibility and showcase your expertise and your business through the proximity created by the use of voice.



Finally, **interactive formats** (quizzes, polls, challenges, competitions, etc.) encourage participation and boost engagement. When used effectively, they leave a lasting impression and position your organisation as dynamic and innovative.

Measuring the impacts of your actions

In order to validate the actions put in place and increase their effectiveness, you need to analyse the performance of your actions. To do so, you need to regularly monitor the statistics for your website, social media, newsletters, etc. and summarise your results in a monitoring table comprising the most relevant indicators. This will enable you to track the source of your traffic, to observe the behaviour of your users and above all, to understand it! You can then adjust your strategy accordingly and capitalise on what works best.

Don't hesitate to test, implement and try again. It may seem tough, but it is in fact an excellent way to make progress and to put your time and money to good use.

Remember to evaluate the impact of your online presence on your activity after a few months. Has your business grown? What share of turnover do online sales, bookings and orders represent? These answers will allow you to establish a roadmap and identify your next key actions.

Our advice

The most relevant indicators

A number of key indicators can be used to evaluate the performance of your actions on the web:

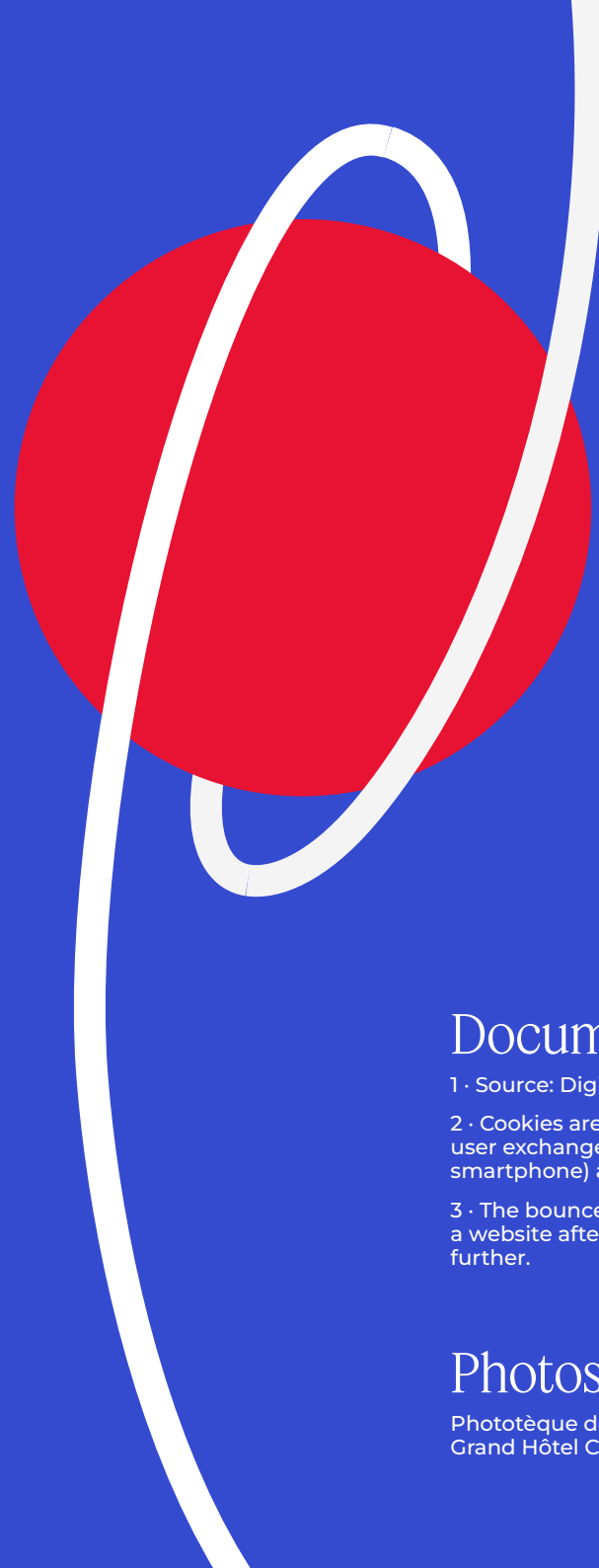
- For your website, you can track key indicators such as unique visitors, the time spent on the site, your bounce rate³, the conversion rate for your e-store and the number of online bookings or appointments.
- When a newsletter is sent to your contact base, you can calculate your open rate, click rate, response rate and the most-clicked links.
- On social media, the benchmark indicator is the engagement rate.
- The rate of return gives you the return on investment after any paid operation (very useful for your sponsored campaigns, for example).

So there we are!

Your organisation is ready to make the most of the opportunities offered by the Internet while ensuring complete control and effectiveness.

Keep in touch! Throughout the year, the teams at bienvenue.paris share news and tips tailored to those who help bring the capital to life. Helping you boost your visibility, strengthen your online presence and join a community of organisations that contribute every day to the capital's reach.

Visit bienvenue.paris



Document's note

- 1 · Source: Digital 2025, We are Social & Meltwater Report
- 2 · Cookies are small files containing data on an Internet user exchanged between their terminal (computer or smartphone) and a web server.
- 3 · The bounce rate is the percentage of visitors who leave a website after viewing a single page, without exploring further.

Photos credits

Phototèque de la Ville de Paris, Gettyimages
Grand Hôtel Chicago, Pyra, Pomad, Ocean12



www.bienvenue.paris

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