

Letitia Fealy

Lotus Optimisation



CONTACT DETAILS

T: +353 87 757 5145
E: hello@lotusoptimisation.com
Instagram: @lotusoptimisation
W: www.lotusoptimisation.com



Letitia Fealy started her business Lotus Optimisation in June 2023 after finding that many SMEs in Ireland were failing to properly configure their websites so that they appear in search engine results.

Indeed, the failings became even more prominent following the explosion in the number of companies trading online following the outbreak of the Covid-19 pandemic.

“If you’re not optimised for search engines then your business is effectively invisible. Owners of SMEs and start-ups are often overwhelmed by the things like SEO, social media, user experience, copy writing and email marketing. Lotus Optimisation does all that, supporting clients’ growth ambitions at a price that’s affordable,” says Letitia.

The Tralee-based entrepreneur admits to taking a somewhat unlikely route into the industry. Beginning her professional life in events management, she would move into marketing and then into public service as the Cultural and Communications Officer in the Irish Embassy in the United Arab Emirates.

“Through the work that I was doing with the embassy, I learned a lot about websites and SEO. At one point, the Abu Dhabi embassy website ranked highly for COVID-related queries on travelling to Ireland, even outranking the main Irish government website—a result of the SEO strategies I implemented,” she says.

Letitia credits ACORNS with helping her to overcome early challenges and create a broader vision for the company’s future.

She continues: “When you’re starting out, there’s lots of stuff that you don’t know, and it can take time to find the answers to your questions about, for example, contracts and referrals. ACORNS was like fast forwarding past all that. It also helped to see the bigger picture of where the company could go. Listening to your peers and hearing their challenges and achievements, it’s an eye opener in terms of what’s possible. It helps you think bigger.”

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine