



THE 5 BUILDING BLOCKS OF A SUCCESSFUL DIGITAL MARKETING CAMPAIGN

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**I.T. Support &
Digital Marketing**

GETTING STARTED

Realizing you need to put a digital marketing strategy into play is the easy part. Now you need to know all that it entails. With so many moving parts, all working together, your digital marketing strategy can propel your business in the right direction.

Strategies are constantly evolving, but the basic concepts remain the same. Here's what you need to know, and what we will explore, to take your business to the next level.

SEO

optimize your results

Pay-Per-Click

reach your target audience

Content Marketing

provide valuable information

Social Media

spread your message

Web Design

create positive user experience



SEARCH ENGINE OPTIMIZATION

Growing your business and **optimizing** your results.



Search engine optimization (SEO) is the practice of increasing your brand's online visibility by focusing on organic web searches. It is the foundation of your digital marketing campaign and determines your level of visibility on search engines arguably more so than anything else.

Here's an overview of what an optimized website can give you:

- Increased brand awareness
- Quantifiable ROI results
- Solidified website credibility

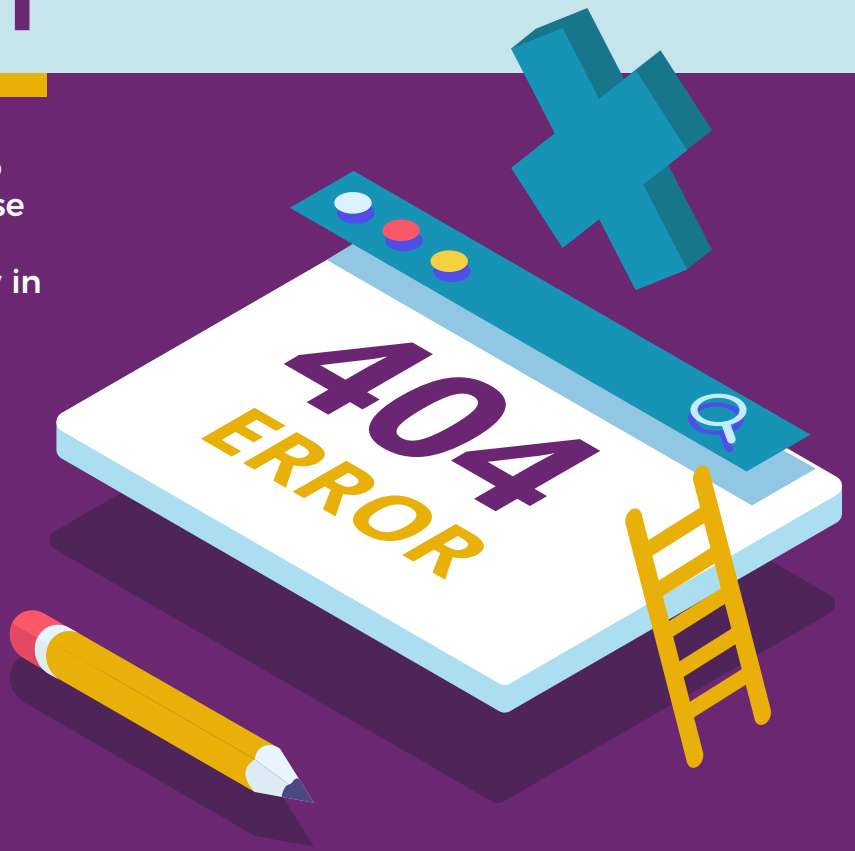
Now that you know the importance of SEO, let's get your campaign started.



TECHNICAL AUDIT

Technical audits produce insights into the current state of your website. These audits give you insights in a few key areas and help you keep your strategy in line with best SEO practices:

- Crawl errors
- Indexing and hosting issues
- 404 errors
- Caching
- Page speed and site responsiveness
- Top organic search terms



KEYWORD RESEARCH

Now that you've done a technical audit, it's time to complete the most crucial step of the SEO campaign: keyword research.

Discovering which words and phrases people use when searching gives you the chance to position your website at the forefront of related searches. Once you nail down the keywords you want to focus on, take a look at how your competition is performing for the same keywords. The more information you have in your arsenal, the stronger your campaign will be.



ON-PAGE OPTIMIZATION

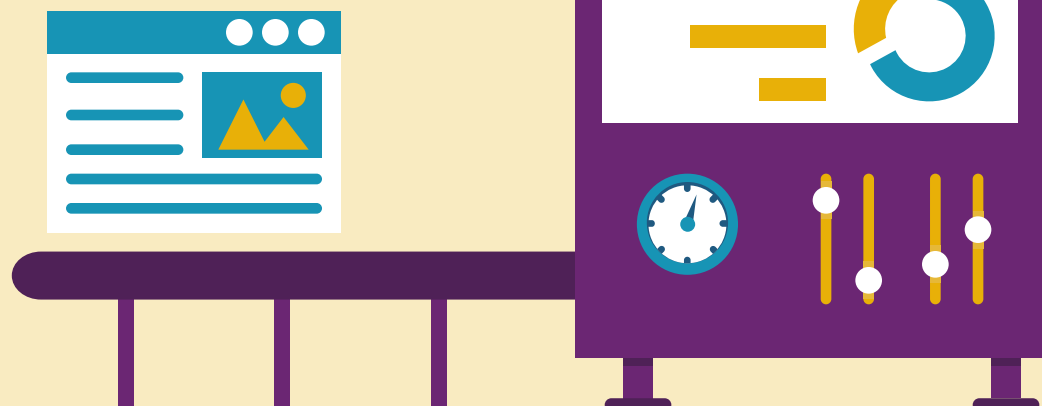
Strategically placed keywords grab the attention of Google's algorithms and give your website the best opportunity to ensure maximum visibility.

After selecting the appropriate keywords, it's time to put them into play.

First impressions are everything, and that's what a title tag is to your website. It's what shows up on Google and in your browser's web tab. Your title tag should include applicable keywords and be a representation of your company and what you do.

Underneath your title tag is where your meta description lives. It is the summary of your page that will either attract or dissuade users from clicking. Although keywords should be included, the meta description should read naturally to be informational and engaging.

In addition, it's imperative to implement optimized web content to ensure your website is valuable and engaging in order to produce the best results and user experience. Quality content will ensure users spend longer periods of time on your page, ultimately provoking them to learn more about your business and services.



OFF-PAGE OPTIMIZATION

In addition to what content is on your page, you need to invest in your off-page content as well.

When you take the time to implement pieces of content such as blogs and infographics, with the addition of SEO keywords, you create link-building tools that leave an online footprint. This footprint can lead bots and users back to your website, increasing your online visibility.

PAY-PER-CLICK

You know the search results on Google with the word “Ad” next to them? **That's PPC.**

PPC, or pay-per-click advertising, is an auction-style approach to marketing yourself online. However, an effective PPC campaign is more than just paying a search engine some money to promote your website. It involves having the correct keywords that are worked seamlessly into the ad, with a conversion-friendly landing page for people to follow. The landing page will have valuable content to entice users and a clear call-to-action to assist in conversions.

Your landing page should encompass the following:

- Engaging content containing keywords you are bidding on
- Unique images to capture the attention of your target audience
- Testimonials and reviews that establish trust
- Clear call-to-action



USING GOOGLE ADWORDS

To prepare yourself for success when it comes to PPC, you'll need to set up your database in Google AdWords. This platform allows users to bid on keywords and in turn, pay for advertisements. "Winners" of the auction are selected based on the quality of keywords and relevance of the actual ad campaign. And for every \$1.60 spent on AdWords, businesses generate an average of \$3 in revenue. Through AdWords, you can broadcast your ads to your targeted audience whether it be local or global.



Google AdWords lets you measure your return-on-investment (ROI) in the following ways:

- Converting keywords
- Click-through rates (CTR)
- Cost per conversion

REMARKETING



Ever notice when you visit a website, you start seeing ads for that site everywhere else?

That's no coincidence – that's remarketing. It's an ideal way to get in front of users that visited your website but did not convert or make a purchase. Remarketing is also a useful tool in enhancing brand recognition throughout multiple platforms like Google and Facebook.

LOCAL SERVICES ADS

Are you a trustworthy local plumber, electrician, locksmith, or HVAC specialist? If so, you belong on Google's Local Services ads. When people search for a service you offer, the leading and most reputable companies in the area will appear at the top of their Google search.

Google's Local Services ads allow you to:

- Display customer ratings from this app or Google My Business
- Control the number of leads you receive by pausing and enabling ads in the app
- Show a personal profile page with reviews, contact info, hours, services and unique aspects of your business
- Get more traffic from local consumers
- Receive a Google Guarantee Badge



Local Services can be accessed on Android or iOS devices and are currently available in about 30 cities nationwide.

GOOGLE SHOPPING

Which customers mean the most to you? It's likely that you want people who are looking for exactly what you offer – and with Google Shopping, you can find them and draw them into your brand.

These ads are much more than just text. When your ad appears in Google Shopping, it'll show:

- Image of the product
- Title
- Price
- Store name

Google Shopping ads appear on Google Search, YouTube, Images, and similar places when people search for the products you offer. They only appear to people who show interest, so you only pay when they click through to your website or view your local inventory.



Use these ads to promote your inventory, boost traffic to your website or local store, and find qualified leads. All you have to do is optimize your images and data feed through Google AdWords, create a Google Merchant account, and begin selling.

CONTENT MARKETING

72% of marketers say relevant content creation is the most effective SEO tactic — we agree.

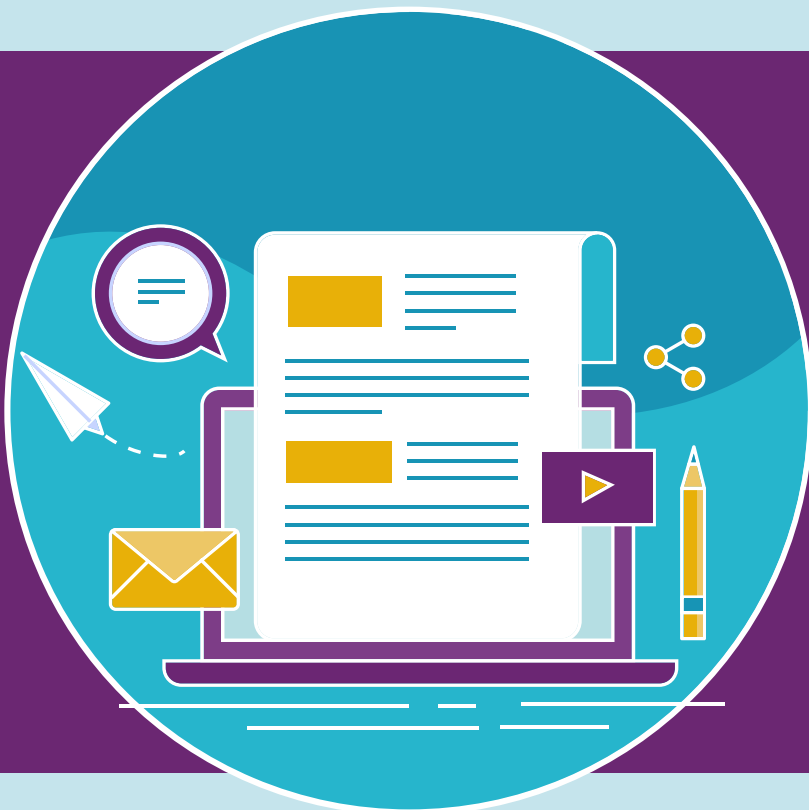
Content marketing is the creation and distribution of engaging content that offers immediate value to your target audience.

Some reasons to make content marketing part of your strategy:

- Increases brand awareness
- Positions you as an authority in your industry
- Creates a positive website experience
- Organically raises positioning on search engines

The content on your site is just as important as the layout. Maintaining a blog page increases popularity with search bots, and they'll crawl your site frequently. Here's how to get started:

- Understand your audience
- Do your research
- Create valuable content
- Distribute content effectively
- Measure & analyze your results
- Enhance what works, get rid of what doesn't



Keeping social media marketing in mind while developing your content strategy will ensure your methods are fresh and appealing to your target audience. Social media channels influence the way audiences consume information, which is why content needs to be both informative and visually stimulating.

On average, consumers remember only 10% of information three days after reading it. However, if a relevant image accompanies that same information, they retain **65%** of it three days later. Cue the videos and infographics.

SOCIAL MEDIA MARKETING

90% of all marketers state that their social media efforts generate significant exposure for their businesses.

No matter your audience, you'll find them on at least one social media platform. Whether it is Facebook, Twitter, Instagram, Google+, or LinkedIn, social media gives you the opportunity to reach your target audience with only a few clicks.



Here are a few ways social media engagement helps you achieve your marketing goals:

- Increase brand exposure
- Give audiences the value they want
- Create meaningful conversations with members of key demographics

Leveraging your content on social media increases your brand awareness and allows you to tell the story you want. Infographics and videos have especially gained popularity throughout the social sphere. By providing engaging content to users through multiple platforms, you gain the ability to reach different demographics and establish a positive online presence.

GOOGLE MY BUSINESS

Google My Business is a way to show customers what your business is all about. This free and easy-to-use tool will tell customers who you are, what you do, and where you are located.



When people search for your business or those similar to yours on Google Search and Maps, your Google My Business listing will appear. It's easy to create and update your listing, so you can quickly attract new customers and stand out.

Here's how you can bring customers in with your Google My Business listing:

- Include photos of your business
- Post your hours of operation
- Add your phone number
- Showcase and encourage customer reviews from Google and Facebook
- Share information about upcoming events and promotions

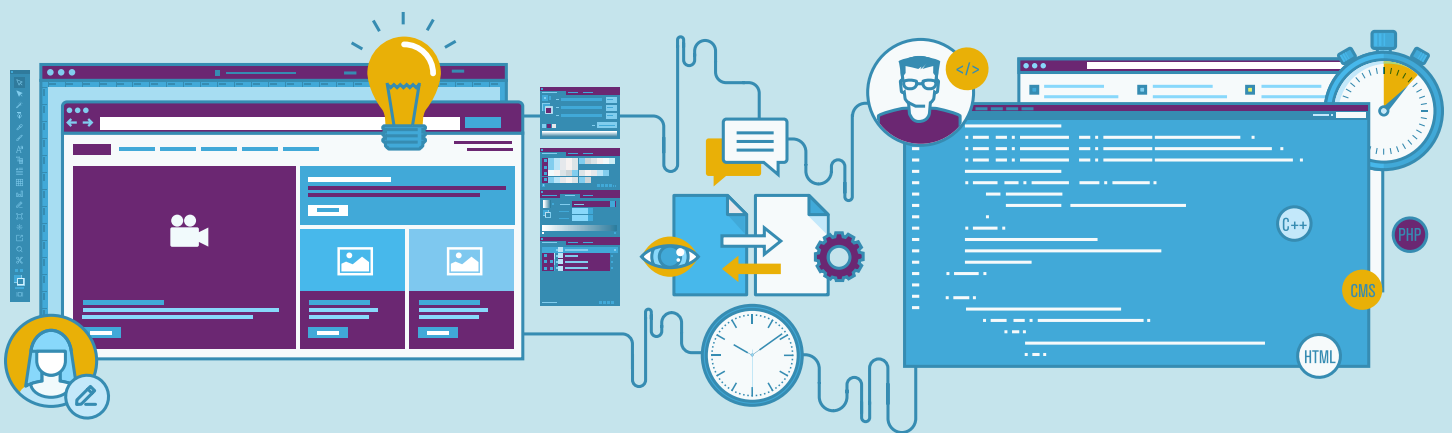
Make the most of your listing by regularly checking it, responding to reviews, and posting updates on what's new at your business.

WEB DESIGN

Create a website people want to visit

Customers learn about your business directly through your website, which is why you need a website designed around creating the best user experience while boosting your SEO efforts, thus advancing your overall goal.

Whatever you want your user's first impression of your website to be, it should be above the fold (or header of the website). Some items include your most popular services or a call-to-action. Whether or not you want a contact form as the first thing users see, it needs to be visible on your site, along with any phone numbers.



The most important thing to keep in mind when designing a website is creating a positive user experience. Your website should be:

- Easy to navigate, read, and operate
- Engaging
- Mobile-friendly
- Keep it simple

With 57% of users viewing websites through mobile devices, websites need to encompass a mobile-first mentality. This means your website needs to perform just as well on mobile devices as it does on desktops.



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