

Digital Marketing Guide



In This Guide

- Writing a marketing strategy
- Understanding SEO
- Getting to the top



Writing a marketing Strategy

Action 1: Google & Google Analytics

75% of all searches in the world happen on Google. YOU NEED TO BE ON GOOGLE. It is super easy and free to set up. Click [Google My Business](#). They have fantastic support courses for start ups and other Digital Marketing run downs. From now on Google is your best friend. Look after it and it will look after you.

Set up your Google Analytics! Click the logo to register



Watch this video to see how to set up Google Analytics for website



Configure your account, properties, and views to determine access to your data and which data is available.

For example, you can:

- Grant permissions to make configuration changes and to interact with data.
- Link your Google Ads and Analytics accounts
- Set up reporting views so you can align Analytics users and relevant data.
- Set up goals to identify the actions you want users to take on your site or app, and to give a monetary value to those actions.
- Browse the Solutions Gallery for dashboards, custom reports, and segments that you can use in your Analytics account.

To help you dive fully into Google Analytics there are lots of guides at GoogleSupport.com

Your Marketing Strategy

Action 2: Acquisition channels

A customer acquisition channel is where you “meet” your customers for the first time, whether that’s at a trade show, on social media or through an organic search. Customer acquisition channels are the sources through which you bring in customers.

For example, a tutoring software targeting teenagers might be successful creating paid and organic content for TikTok, but a customer engagement platform that targets B2B executives might have more success advertising on Forbes or Harvard Business Review.

Online Acquisition Channels include

- Direct traffic
- Referral traffic
- Online ads
- Social media
- Email Marketing



You need to invest in some of those channels at a baseline level in order to maintain your brand. For example, even if you don’t drive a lot of business from social media, platforms liked Facebook and LinkedIn are used to research companies, so not having a presence is suspicious.

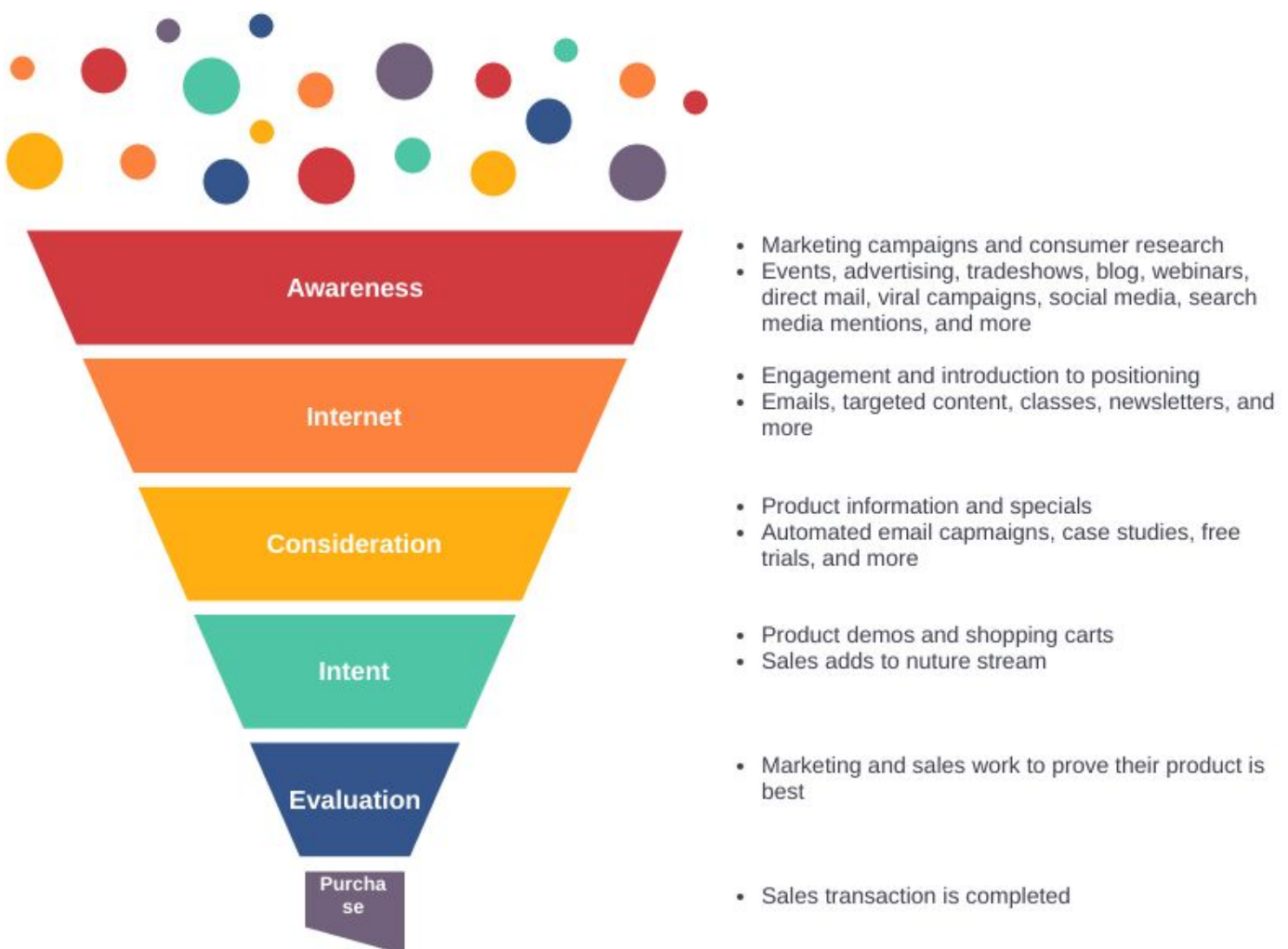
But, when determining where to invest for acquisition, focus on the areas you think will have the biggest impact. For instance, if you don’t think you’ll generate customers from direct mail, you should spend time and money creating materials to send out through that channel.

Your Marketing Strategy

Action 3: Customer profiling & taking action

Customer profiling will help you to understand your customers, highlighting who they are, what they look like, their interests and wants. This insight will help you to recognise your customer's characteristics, behaviour and traits. Having a better understanding of your customers, you will understand what they are interested in and will be able to communicate with them more effectively.

One way of getting your customers to take action is to use a Marketing Funnel. The marketing funnel is a simple visualisation tool that splits up the phases of converting browsing eyes into customers, from awareness to your final objective – customer action and purchase. This is comprised of the following elements:



Your Marketing Strategy

Understanding your marketing funnel is useful to you as a business owner because it gives you a way to categorize your leads and customers based on their relationship with your business: They've just discovered your business, they're interested in your product or service but not sold yet, or they're ready to buy. Tracking the position of leads in your funnel helps you know how to keep their interest, answer their questions, and address their concerns, all of which can be instrumental in making that sale.

Most marketing funnels focus more on broad categorization than individual touchpoints. That is, the funnel divides leads into several different "baskets" based on how they've interacted with your business, but it doesn't always take into account the actual touchpoints those leads have encountered. For example, one middle-of-the-funnel (MOFU) lead may have signed up for your email newsletter and interacted with your Facebook page, while another filled out your website's contact form and visited your blog multiple times. They didn't get to the same point in your funnel by following the same route.



Questions to ask yourself

So now you have a basic understanding on where & how to get customers you can begin to ask yourself those important questions to get going.

- What does my customer look like?
- What platform is my customer using?
- Should I spend more time & money on these platforms?
- What Channels of acquisition would be most relatable to my customer?
- How to I make my customer aware of my brand?
- Should I spend more on paid ads or use free Social Media branding?
- How can I take my customers through the Marketing funnel to create purchases?
- How can I create a loyal customer?

Understanding SEO

Action 1: What is SEO

SEO stands for search engine optimization. SEO is the process of taking steps to help a website or piece of content rank higher on Google.

The key difference between SEO and paid advertising is that SEO involves “organic” ranking, which means you don’t pay to be in that space. To make it a bit simpler, search engine optimization means taking a piece of online content and optimizing it so search engines like Google show it towards the top of the page when someone searches for something.

Look at it this way. When someone types “vegan lasagna” into Google, they’re likely looking for a recipe, ingredients, and instructions on how to make it. If you wrote an article about making vegan lasagna, you’d want people to find your recipe. For anyone to find it, you need to rank above all the other websites with recipes for vegan lasagna. It’s not easy, but that’s what SEO marketing is all about.



Understanding SEO

Action 2: Why is it important

Now it's time to learn how to do SEO marketing. Understanding it is one thing, but SEO requires a lot of action and time. This is not something you can make a change to today and expect to see results tomorrow. SEO takes daily actions with the goal of long-term success.

You've probably heard it before: "Content is king." Bill Gates made this prediction in 1996, and it's as true as ever today. But Why?

Because a Google user is happy when they find the result that serves their needs in the best way.

When you Google "quick and easy homemade mac and cheese," Google puts all its energy into delivering to you what Google believes is the best recipe for homemade mac and cheese (that takes little time and uses few ingredients) on the entire web.

It doesn't look for just the quickest recipe, just the easiest recipe, or throw out a bunch of online shops for frozen dinners. It tries to give you exactly what you asked for. Google always tries to provide the best experience possible by directing you to the greatest content it can find.

This means your number one job to do well with SEO is to produce great content.

That's a bummer, right? You still have to put in a ton of work. SEO is no different than any other skill: great results come from big effort. Just like the best marketing in the world won't help you sell a bad product, super advanced SEO is useless if you don't have quality content.

Quality

Once, posting a piece of content with a bunch of keywords was the standard. If you were creating quality content that actually solved someone's problem, you were a standout, and that made it easy to rank.

Today, content is much better, and many online businesses have blogs they use to add value to their site and rank higher on Google.

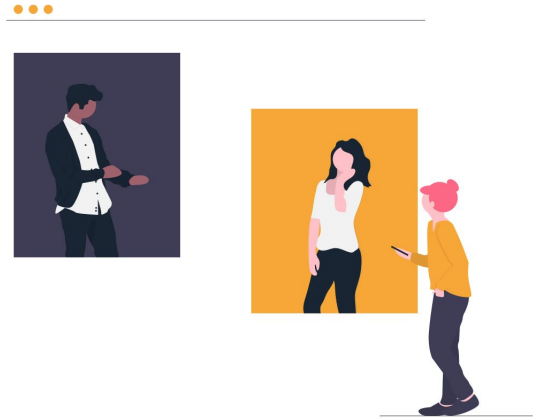
The bottom line is that your content needs to solve a problem or provide a solution to whatever brings the reader to your post. If it doesn't, they'll quickly click away from your page, telling Google your piece of content isn't solving anyone's problem.

Understanding SEO

Intent

Google puts a lot of emphasis on intent. It wants to understand what the searcher is looking for when they type something into the search bar.

- Do they want to know something?
- Are they trying to buy something?
- Are they window shopping?



As the content creator, you need to understand this as well. You can't create a piece of content about the "best ice fishing rods" and target "bass fishing" as your primary keyword. It doesn't make sense because people don't typically use ice fishing rods to fish for bass in the cold. Thus, you're not providing the right answer to the query, and Google will know.

Freshness

HubSpot set a benchmark showing that posting frequently helps with Google rankings. However, posting new content is only one way to signal Google freshness. There are plenty of things you can do with content you've already published to make it more up-to-date.

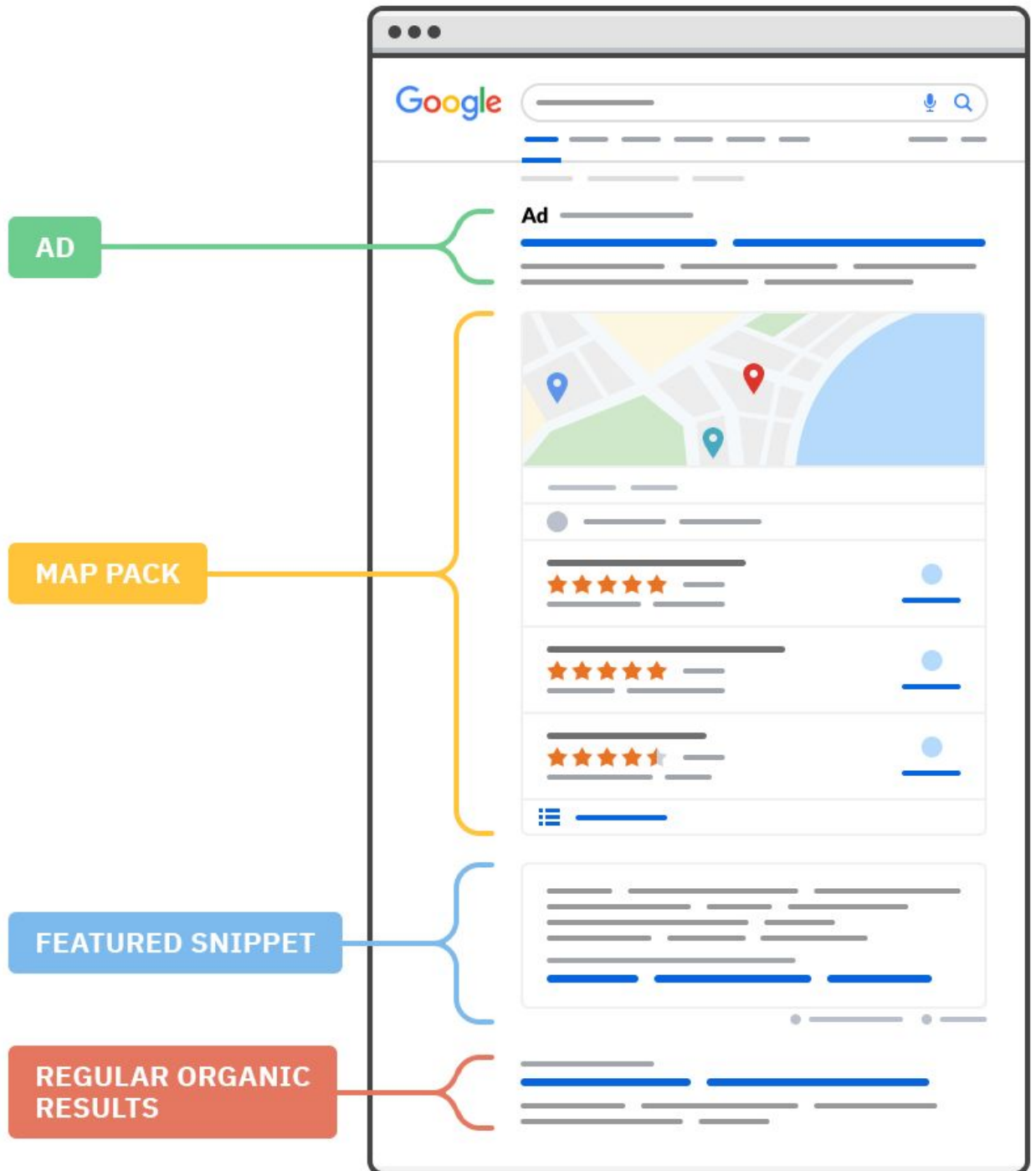
Going through and updating your content for accuracy, fixing any broken links, and refreshing old data with new statistics that are more relevant are all ways to show Google your piece of content still deserves a spot on page one.

4 Tips for Creating Quality Content

Here are my best tips for creating the best content readers love and Google respects:

1. Understand user intent: You need to know what the reader wants to accomplish when they land on your page.
2. Develop a customer avatar: You also need to know who your reader is, what they like, what they dislike, and why they're there.
3. Break up the text: People have short attention spans, and writing giant walls of text doesn't work anymore; you need to break it up with plenty of headers and images.
4. Make it actionable: There's nothing worse than reading a piece of content and not getting everything you need to accomplish something. Your content should be thorough, but it also needs to answer the question, "What now?" Will the reader have everything they need when they finish your article?

Getting to the top



Getting to the top

Action 1: Utilize SEO

There are two ways to rank at the top of Google: paid advertising and SEO.

Since our goal is not to spend money, we'll focus on SEO.

SEO is when you optimize your site's content around search keywords to organically appear on Google's search results for said keywords.

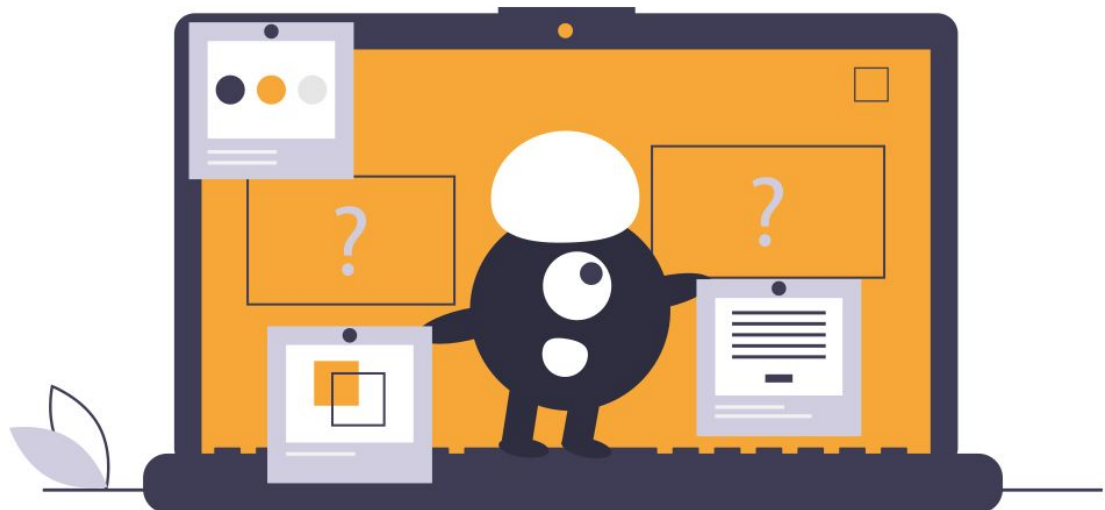
A Denver immigration law firm, for example, would want to rank on Google's first page for "immigration lawyer Denver" to acquire new customers in need of their services. To accomplish this, they want a solid SEO plan to attract clients to their business website.

There are a variety of components that go into an effective SEO plan:

- Low competition keywords
- Quality content
- Relevant backlinks

Having a comprehensive SEO plan can take a lot of time and effort. But without fail, this all pays off in the end when your website traffic (and revenue) soars.

Now let's get to the top of Google without paying.



Getting to the top

Low competition keywords

Say you own an ecommerce nail polish brand. You don't want to try and compete for the keyword "nail polish". Companies across the world are fighting for those same search results.

Instead, you will want to add a unique wrinkle to better stand out. This could be attempting to rank for the keyword "animal print nail polish". Notice how this keyword is much more specific, has two extra keywords, and is still a popular search to drive traffic and sales. That's how you do effective ecommerce marketing — work smarter, not harder.

Write quality content

Having quality content is the bare minimum cost of admission for driving organic traffic. But winning doesn't come from bare minimum. Raise your standards. Write the best content on the internet for each piece of content you publish.

Since you want to rank on the first page, you need to be complying with Google's guidelines for what quality content looks like.

A tool called Google Search Console helps ensure your page is up to par. Google Search Console generates reports on search traffic performance so you can gauge how well your website is performing. Once you get your report, Google will offer you suggestions to improve your website to boost your rankings.

Relevant backlinks

What's the most important Google ranking factor? Backlinks.

A backlink is when another site that is not your own links to your site.

This acts as a vote of confidence from another site to yours, letting Google know that you are more credible than sites with less backlinks. Be patient. Receiving backlinks takes time between the reaching out, writing guest posts, and doing roundups.

Google checks how many times a site has linked to you before. If you get links from a variety of different sites that have never linked to you before, you will be in good shape.

Getting to the top

Action 2: Google Ads

If ads are what you see at the top of the results for your target keyword, then the only way to appear right at the top of Google is to pay for ads.

How? Just sign up for Google ads and run a search campaign.

Google search ads work on a pay per click (PPC) basis. That means you bid on the keywords that you want to show up for in Google. If you're a plumber in London, you can bid on keywords like "plumber in london" and "plumber near me."

Set up ad groups

Ad group type [?]: Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords on a single theme.

Ad group name
Ad group 1

[plumber in london]
[london plumber]
[plumber near me]

Match types help control which searches can trigger your ads
keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

Get keywords

ahrefs

Enter your keywords

seo website
best seo
backlink
google

ADD ALL IDEAS

Daily estimates
Estimates are based on your keywords and daily budget [?]

Ad group 1	Clicks/day	Cost/day
	1	\$1.03
	Avg. CPC	\$1.49

Daily budget
\$1.00/day

SAVE AND CONTINUE **CANCEL**

Getting to the top

Action 2: Google Ads

Just know that bidding on a keyword doesn't mean that you'll always show up at the top of the ads block. If other people are willing to pay more for a click, there's a chance you'll appear lower down or not at all.

It's also crucial that your landing page and ad copy align with the keyword you're targeting. Google's Quality Score gives you some insight into this. In Google's words, "Higher Quality Scores typically lead to lower costs and better ad positions."



The image shows a screenshot of a Google Ads performance table. The table has columns for Clicks, Impr., CTR, Avg. CPC, Cost, and Quality Score. The Quality Score column is highlighted with an orange border. The table contains two rows of data. The first row shows 336 clicks, 16,056 impressions, a 2.09% CTR, an average CPC of SGD0.76, and a total cost of SGD256.38. The second row shows 0 clicks, 2 impressions, a 0.00% CTR, a dash for average CPC, and a total cost of SGD0.00. The Quality Score for the second row is 6/10.

Clicks	Impr.	CTR	Avg. CPC	Cost	↓ Quality Score
336	16,056	2.09%	SGD0.76	SGD256.38	
0	2	0.00%	—	SGD0.00	6/10

That said, while ads are a fantastic way to appear at the top of Google fast, it's 100% pay to play. The second you stop pumping money into your campaigns, the second you stop showing up at the top of Google.

It's also true that organic results may get more clicks than ads, so being in position one with an ad doesn't always equate to more clicks. That's because most [people prefer to click organic results](#).

Getting to the top

Action 3: Top tips
