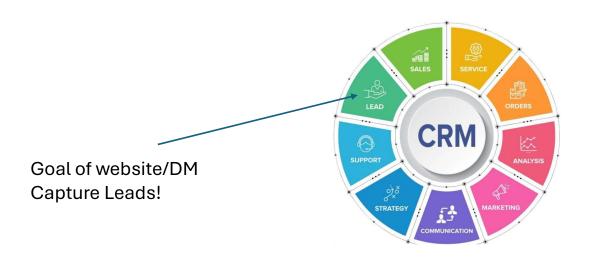
Your Go-to-Market Plan, Including Your Business' Digital Presence Through Your Website (SEO and PPC), Social Media, and Your Own Internal Digital Footprint

#### Key Takeaways from this Presentation

- Digital Marketing (DM) isn't magic Google provides website owners with lots of tools to assist you with your SEO and PPC (Google Search Console)
- Your own DM presence is the most critical, but also, your ability to learn about your competitors DM profile, keywords, backlinks, social media
- Other companies, like Semrush, Keyword Tool io create a ton of paid/free apps that can assist you in uncovering the shortcuts and hacks to maximize your Digital profile and generate more leads.
- Control your destiny! Digital Marketing consultants are essential but it's your job to manage them, their charges, and your image and on-line profile
- Your DM goal is to capture leads and nurture them until they become customers
- Your customer is the most important. Ask, listen and make changes!

#### What is the goal of your website

 Capture leads/email addresses that can be stored in a marketing CRM (Customer Relationship Management System). Lead entry into CRM starts the wheel turning for your business



# Social Media Options – Free Tool SEO Quake allows you to check on your competition

- Facebook
- Instagram
- X
- YouTube
- TikTok
- LinkedIn
- Reddit (great to monitor and get information on industry and competitors)
- Choose 2 or 3 platforms. Be consistent and post regularly. Use to inform and educate
- Create marketing calendar
- Remember- your goal is to capture leads, nurture them, and make them prospects!
- Create your own Intellectual Property Mailing lists, blogs, webinars. Paid media can change overnight. Protect your downside with your own IP!

### Stages of Prospects buying appetite

- 3% Ready to buy
- 7% Very open to buy
- 30% Interested but not ready right now

Importance of building trust, educating prospects, consulting, building relationships

- 30% Not interested
- 30% Wouldn't take your product even if it was free
- If you press to hard on the front end- only 3% are ready to buy now!
- You may need 5-12 reach outs/interactions with prospects before they become customers

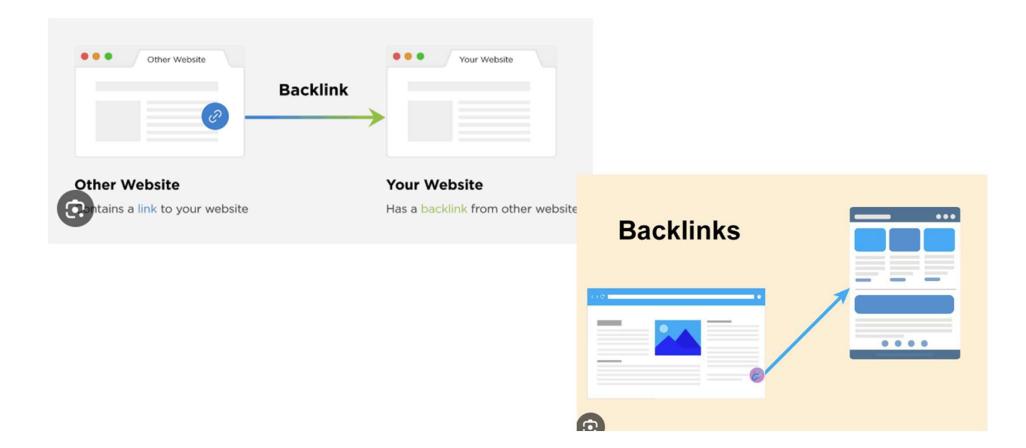
# Critical Aspects when building your website- Google wants website visitors to stay in Google!

- Mechanics your site must conform to Google best practices, formats, page title and meta description lengths
- Build high value **keywords/clusters i**nto your page titles, meta descriptions and content (when people search for a product, service like "best dog food for my pet's health", "highly rated pool cleaners Hilton Head, SC"
- Create backlinks(hyperlinks between your site and other reputable sites)
- Website blog pages assist with backlink creation by attracting other websites to link to them as a valuable resource, through strategies like creating in-depth guides, citing statistics, and offering unique insights. Additionally, you can proactively build backlinks by: creating guest posts for other sites, participating in expert roundups, or sharing your content with reputable brands for a potential mention and link back to your blog.
- Local businesses advantage
- Google Reviews
- Overall user experience will come with more Ai development

# Critical Aspects when building your website- Google wants website visitors to stay in Google!

- Keywords are the words and phrases people type into search engines. By incorporating these terms into your website's content, you tell search engines what your pages are about, making it easier for users to find you.
- How do you know the keywords and phrases for your business? I will show you!

#### Visual of a backlink



# Critical Aspects when building your website- Google wants website visitors to stay in Google!

- **Google indexes** your site so it can be searched. Highly active sites get indexed several times a day. Average site- could take weeks or months
- Internal links are important for domain authority because they distribute "link equity" or "link juice" across a website, helping to build overall authority. By creating clear pathways, they improve <u>site crawlability</u> and <u>indexing</u>, allow search engines to understand a site's structure and topical relationships
- Don't have to wait- Google search console (Google provides your business with tools to help you maximize your SEO) can force index on fixed titles/meta descriptions/content
- Apps like Semrush/Ahrefs/Moz give you a technical health score for your site and give your team a list of items to work on to improve your score and speed up your indexing time and Authority Score (each site is given one)

#### Important Considerations in SEO/PPC

- A company can bid on a competitor's name as a keyword in Google Ads
- A Google SERP (Search Engine Results Page) includes organic search results, paid advertisements, and various "SERP features" such as Answer Boxes, video carousels, Local Packs, Knowledge Panels, and People Also Ask sections, plus Ai overview – SPACE ON GOOGLE PAGES is very crowded – let's maximize your SEO!
- Organic search generates the majority of website traffic (around 53%), while paid search is responsible for a smaller portion (around 27% or less). However, paid traffic can offer fast, targeted results and potentially higher conversion rates for specific industries, whereas organic traffic is a more sustainable, longer-term strategy built on trust and relevance.

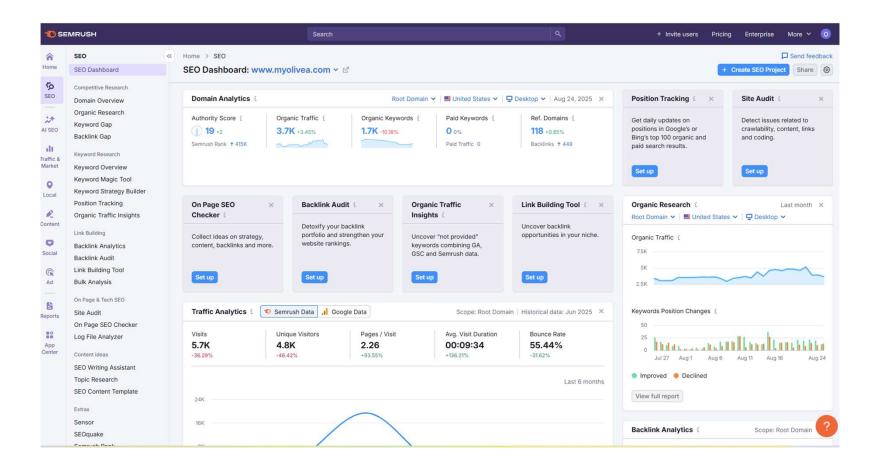
#### Important Considerations in SEO/PPC

- PPC (pay-per-click) **landing pages** are a specific type of landing page with a distinct purpose, though they share some core characteristics with other "normal" or general landing pages.
- You can view a competitor's PPC landing pages by using free tools like the <u>Google Ads Transparency Center</u> or by using paid tools like <u>SEMrush</u> or <u>Ahrefs</u> to see their active ad campaigns, keywords, and associated landing page URLs.
- **Plai.io:** This tool can generate complete landing pages by using your business name and a brief description. It also helps manage ad campaigns on multiple social media and search platforms

#### A Few Tools for your owner/CEO toolkit

- Semrush all-in-one digital marketing platform used for various tasks, including keyword research, competitor analysis, SEO optimization, PPC campaign management, content marketing, and social media management.
- Semrush provides tools to analyze traffic, keywords, backlink profiles, and ad strategies to help businesses improve their online visibility, attract more leads, and make data-driven marketing decisions.
- Connects with your company's Google Search Console (your company's DM dashboard within Google)

#### Semrush Dashboard



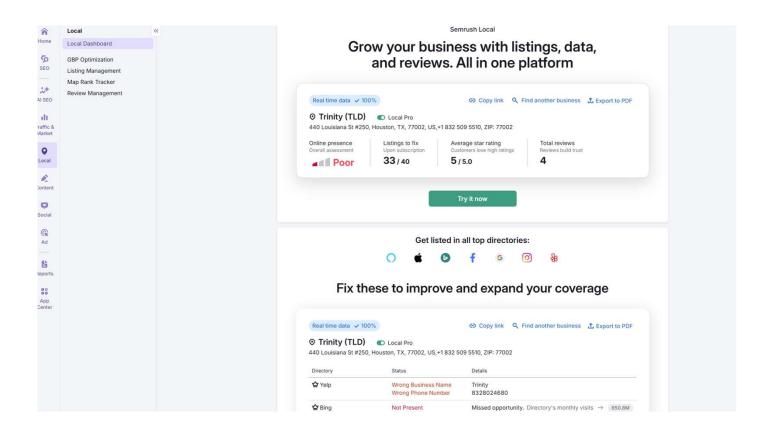
## Why local businesses have an advantage over national brands

- 35% of local searches on mobile devices result in in-store visits
- 93% of google searches produce google local maps
- 72% of people that perform local searches visit stores and businesses within 5 miles of their location

## How does your company maximize local organic traffic

- Use **localized keywords** in Page Titles, Meta Description, Content
- Encourage positive on-line reviews and respond to back to reviewer
- **Build local backlinks** (solicit local businesses, chamber of commerce, churches, schools to include a link to your web site on their web site)
- Focus on **Google Business Profile** (pictures, regular posts, all up-to-date business information)
- Blog posts that describe local events and local community participation

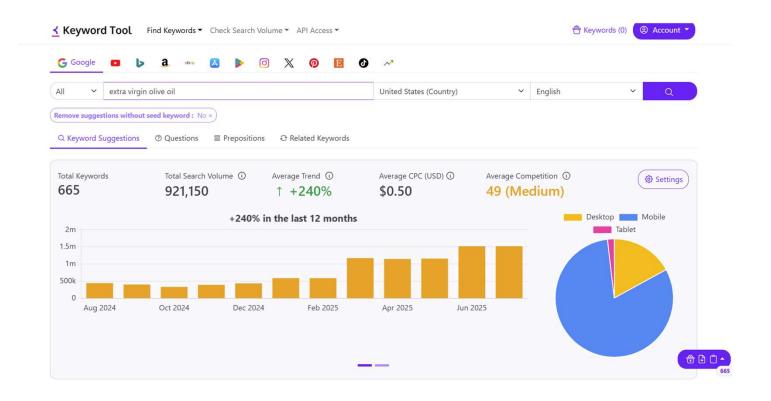
## Semrush local SEO report



#### KeywordTool.io

- Online keyword research platform
- Helps users discover new keywords for content creation, SEO, and marketing by leveraging Google Autocomplete and other search engine data.
- The tool provides keyword suggestions across various platforms, including Google, YouTube, Bing, and Amazon
- Free version offering keyword ideas and a paid "Pro" version providing additional data like search volume, cost-per-click (CPC), and competition.

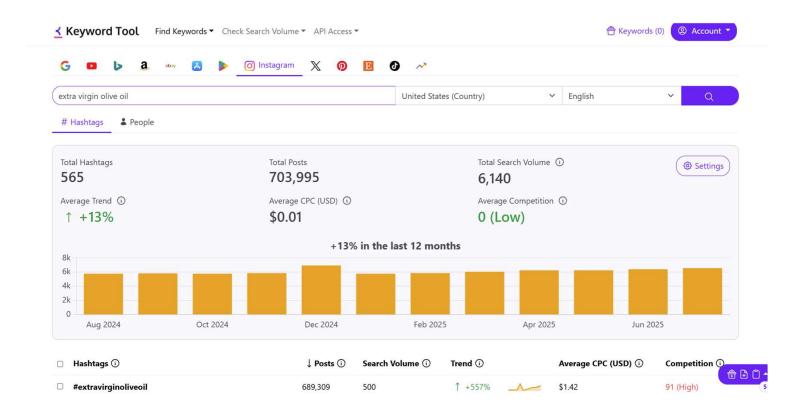
## Keyword Tool io Google keyword results



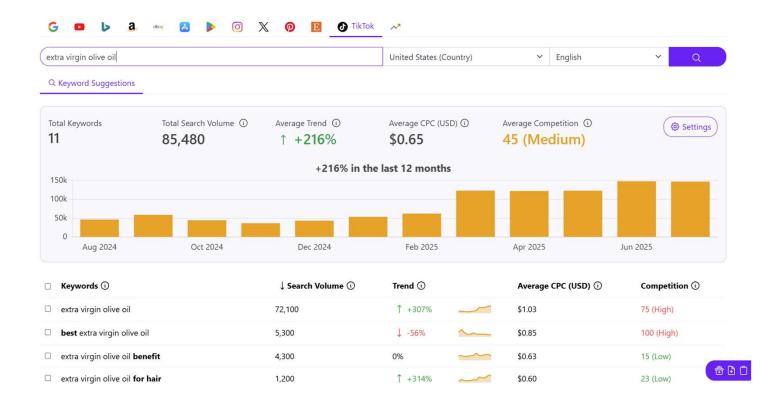
## Keyword Tool io Google keyword results

Keywords ①	$\downarrow$ Search Volume $\odot$	Trend (i)		Average CPC (USD) ①	Competition (
extra virgin olive oil	110,000	↑ +306%	_	\$1.03	75 (High)
evoo extra virgin olive oil	110,000	↑ +306%		\$1.03	75 (High)
extra virgin olive oil <b>evoo</b>	110,000	↑ +3,622%		\$1.03	75 (High)
is extra virgin olive oil	110,000	↑ +306%		\$1.03	75 (High)
what is extra virgin olive oil	110,000	↑ +306%		\$1.03	75 (High)
cooking with extra virgin olive oil	22,200	↑ +1,297%		\$0.84	12 (Low)
extra virgin olive oil <b>cooking</b>	22,200	↑ +1,025%		\$0.84	12 (Low)
extra virgin olive oil <b>for cooking</b>	22,200	↑ +1,297%		\$0.84	12 (Low)
extra virgin olive oil vs olive oil	9,900	0%	~~~	\$0.35	9 (Low)
extra-virgin olive oil versus olive oil	9,900	0%	~~	\$0.35	9 (Low)
olive oil or extra virgin olive oil	9,900	0%	~~~	\$0.35	9 (Low)
olive oil vs extra virgin olive oil	9,900	0%	~~	\$0.35	9 (Low)
<b>best</b> extra virgin olive oil	8,100	↓ -55%	~	\$0.85	100 (High)
good extra virgin olive oil	8,100	↓ -55%	~	\$0.85	100 (High)

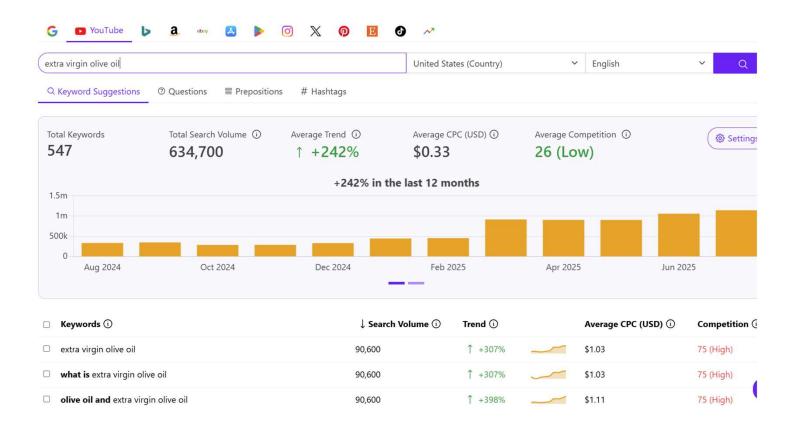
## Keyword Tool io Instagram keyword results



#### Keyword Tool io TikTok keyword results



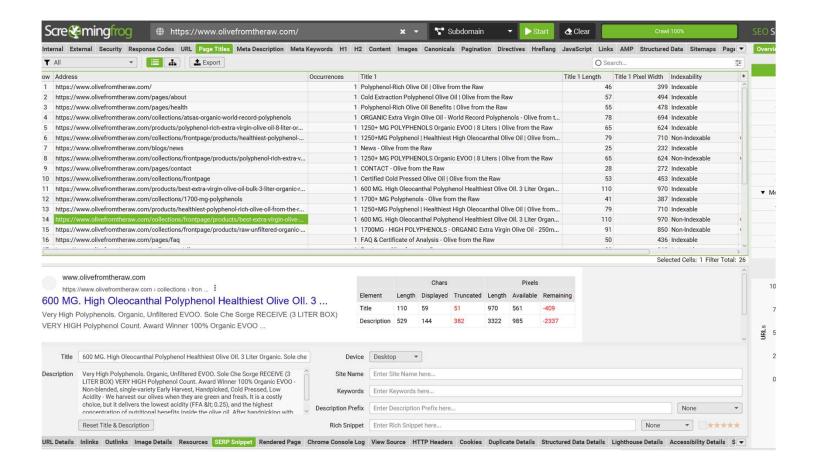
#### Keyword Tool io YouTube keyword results



#### Screaming Frog – Site Health - Free

- The Screaming Frog SEO Spider is a powerful, desktop-based website crawler and SEO audit tool for Windows, Mac, and Linux
- Identifies technical SEO issues on websites by analyzing their structure and content
- It collects data like URLs, status codes, meta tags, and broken links, presenting it in an organized interface with filters and reports.

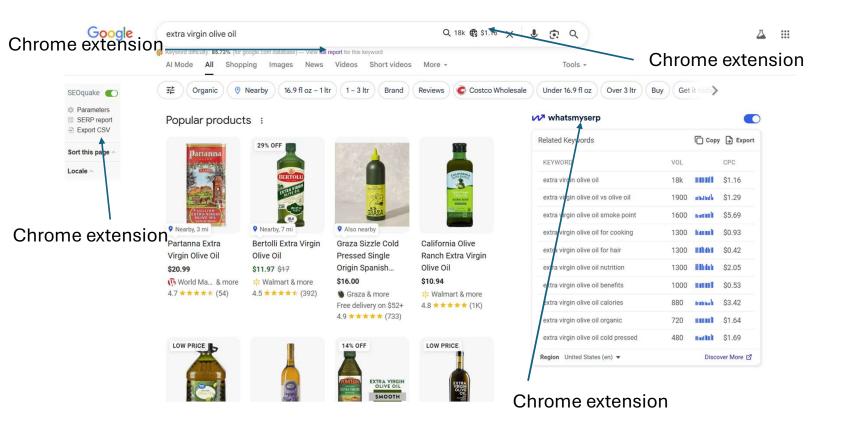
#### Screaming Frog Dashboard-Site Health



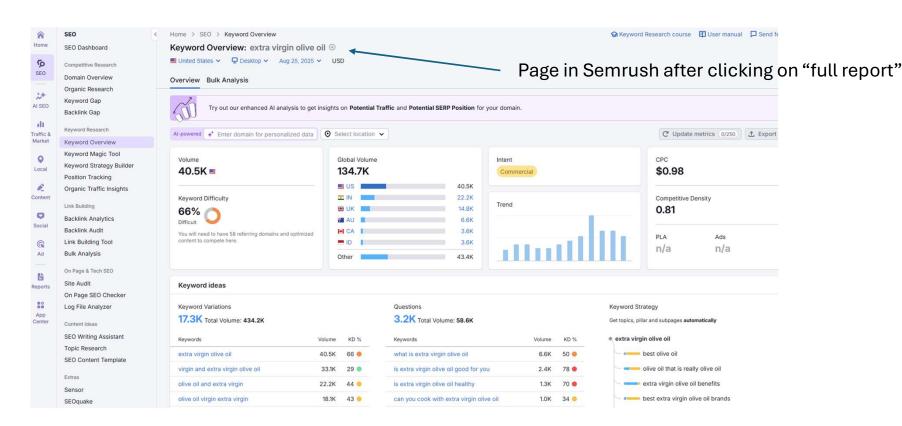
## Using Free Chrome Extensions in conjunction with Paid Tools

- Quick and dirty look at key words and competitors' sites
- Allows a ton of information to be available at your fingertip's
- You're in charge and keeping tabs on agencies and your business!

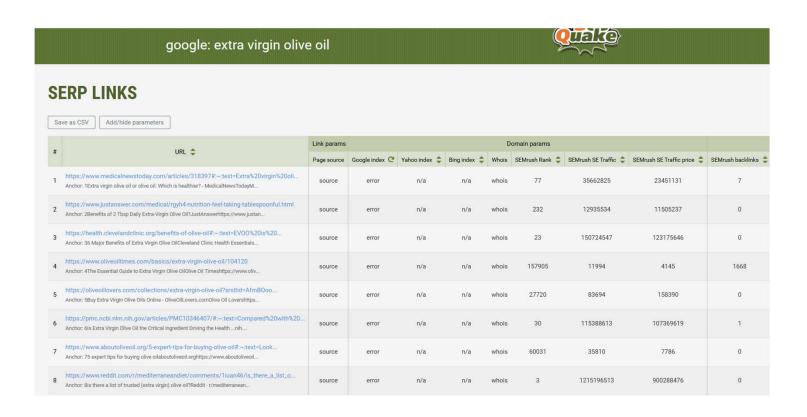
#### Free Chrome Extensions



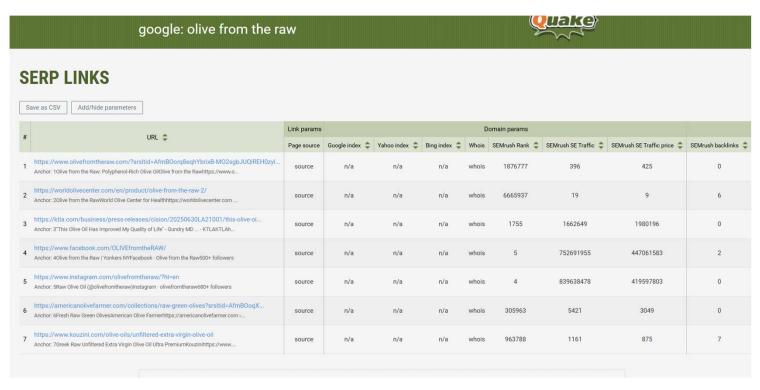
#### Full Report link SEO Quake to Semrush



## SEO Quake SERP results page



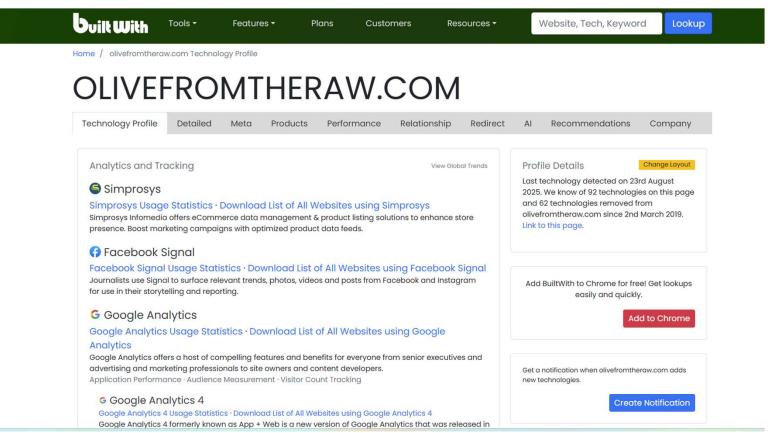
# SEO Quake SERP results page (shows competitors social media links)



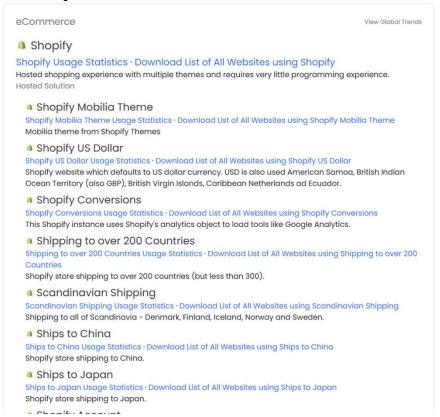
#### Hacks/Shortcuts using free/inexpensive Ai tool

- Builtwith.com see what software your competitors are using for ecommerce and marketing/sales CRMs, Google SEO/PPC tools
- PerplexityAi Ask questions, receive answers, receive research papers, lab/university report
- ConsensusAi Ask questions, generate research reports
- Grammerly/CopyAi Editing, content generation
- Stable Diffusion image creation
- Google Translate
- Sudowrite- Script generation

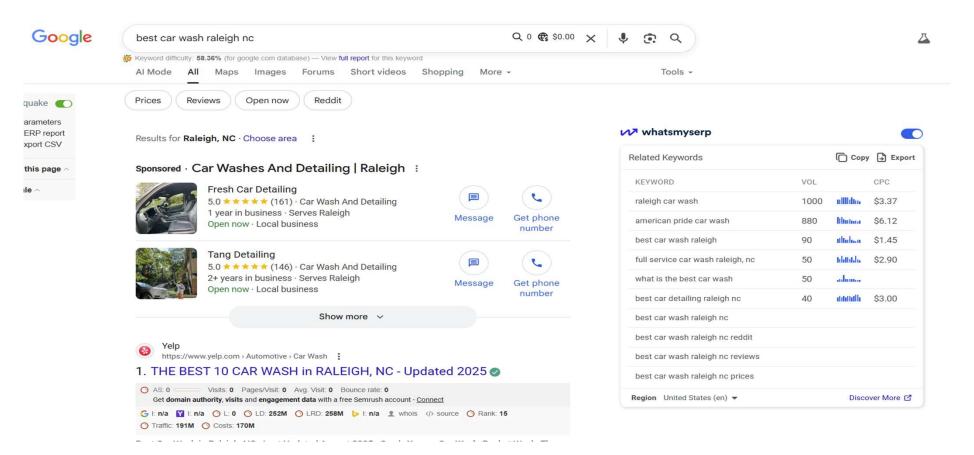
# Builtwith – shows all apps that interact with your competitors web site



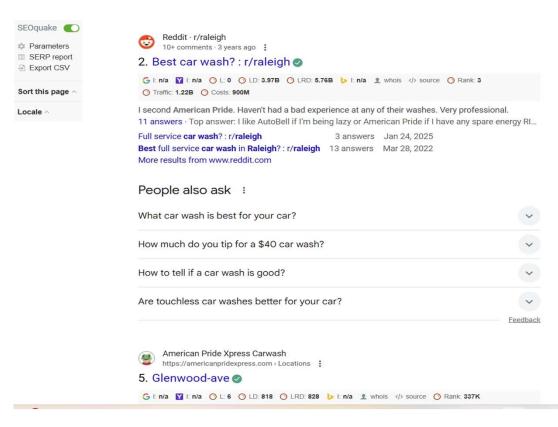
Builtwith – shows all apps that interact with your competitors web site- shows what Ecommerce site competitor uses



# Search Engine Results Page (SERP) - crowded and more challenging to get on page



# Search Engine Results Page (SERP) - crowded and more challenging to get on page



#### What do my competitors ads look like?

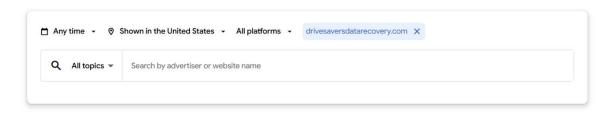
Google Ads Transparency Center





#### Ads transparency for a safe and open internet

Find active ads published through Google



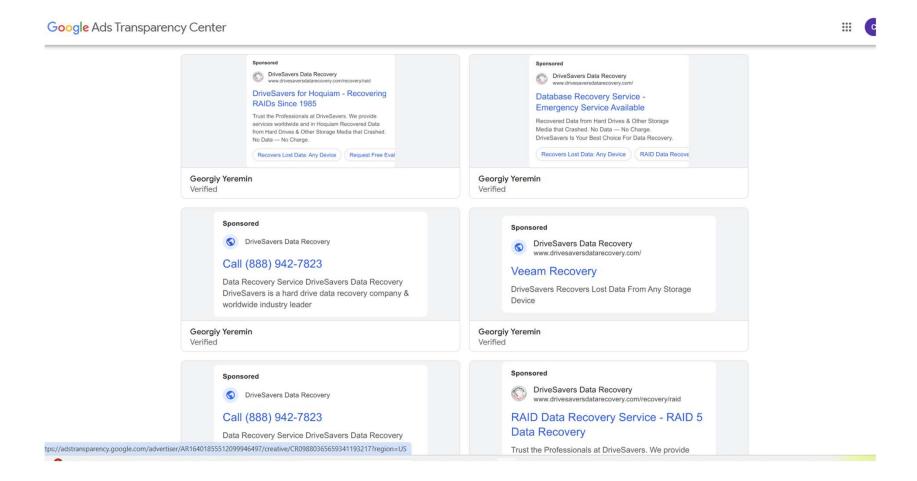
Sponsored O Drive Saver Data Recovery Call (888) 453-5809 Mention the discount code DS98027 and receive a special discount and other benefits. Free Evaluation, Shipping, Call us Now.





All formats - Sorting by most recent

## What do my competitors ads look like?



## Thank you for your time!