

Online Marketing Strategy



SEO Goals

Get 200 conversions per month from non-branded organic traffic within 6 Months.

Challenges:

- Non-branded organic traffic is currently only 0.19% of your total traffic, a very small segment.
- This traffic segment converts at 1.6% (tracking issue?)
- 200 conversions/mo would require 12,500 non-branded organic visits per month, a roughly 200x increase.
- Search traffic in this industry is trending way down over time.



SEO Strategy – Step 1 – Fix Audit Issues

1. Build a new, SEO friendly site on a responsive design.

This will be, hands down, the most effective way to fix all of the SEO and usability issues found in the audit. It's OK if this isn't possible, but in an ideal world, this would be the recommendation.

If you do, we highly recommend building on Wordpress. Here are a few well designed responsive Wordpress themes that would fit your needs:

- <http://pixelgrapes.com/demo/qresponsive/>
- <http://pixelgrapes.com/demo/clearspace/>
- <http://themes.goodlayers.com/modernize/>

Ditch the stock photography. Get something more personable, more human. Look at Grasshopper.com as a good all around example of a great site.



SEO Strategy – Step 1 Cont. – Fix Audit Issues

2. As part of the new site build/refresh, you will need to:

- Write better content, and more of it.
- Create a blog, and blog at least once per week (daily is ideal).
- Write new/better optimized on-site SEO elements.
- Significantly improve page load speed.

In general fix all of the issues found in the Content and Indexation portions of the audit before anything else.



SEO Strategy – Step 1 Cont. – Fix Audit Issues

3. As part of the site refresh/rebuild, you'll want to integrate some additional elements to get the most from the site:

- Schema markup: rel="publisher" for the site, rel="author" for the blog. Business data Schema as well.
- Open Graph (OG) Tags and Twitter Cards
- Better tracking tools: Add KISSmetrics. Also, verify Google Analytics data integrity/integration.
- Conversion Testing Tool: Use Optimizely
- Page Load Speed: W3 Total Cache Plugin + CloudFlare CDN

KISSmetrics, Optimizely and CloudFlare are paid tools.



SEO Strategy – Step 1 Cont. – Fix Audit Issues

4. List of Wordpress Plugins to Install (if you move to WP):

- Wordpress SEO by Yoast
- Quick Page/Post Redirect
- Google Analytics by Yoast
- Akismet (paid)
- CodeGuard (paid)
- Google XML Sitemaps
- Limit Login Attempts
- W3 Total Cache
- WP Robots Txt
- Optimizely (paid service)
- KISSmetrics (paid service)
- Contact Form 7 (best form)
- 404 Redirected

These will make your WP install as SEO friendly & secure as possible.



SEO Strategy – Step 2 – Build Links

You're going to need to aim for quality first, not quantity:

1. Reverse engineer your competitor's links (by competitor, we mean anyone who ranks for keywords you want to rank for). You can use SEOmoz's OpenSiteExplorer, Majestic SEO and Ahrefs to do this.
2. Take this list, and delete anything with an SEOmoz Domain Authority score under 40. We're going to aim for a list of DA 40+ domains only.
3. Analyze each of these DA 40+ sites, and determine how your competitor got a link on there. Replicate their process where possible.



SEO Strategy – Step 2 Cont. – Build Links

4. Using your own data and other sources, determine your ideal target demographics. Create “personas”.
5. Figure out where exactly those personas spend their online time (sites, times of day, countries) and make a list.
6. Start a content marketing campaign targeting those personas in a way that appeals to them (videos, infographics, tools, motion graphic pages, blog posts, etc.)*

* Refer to the Content Marketing Strategy slides for details



SEO Strategy – Step 2 Cont. – Build Links

7. Use a company like XXXXXXXXXXXXXXXX to get links and mentions from extremely high profile sites, ideally referencing your best content pieces. They can get links on:

- Mashable
- Huffington Post
- Forbes
- Entrepreneur
- 100+ different root domains in total that are DA 40+

Per link prices range from \$200 on the low-end, to \$5,000 on the high-end, based on the time and effort needed to secure the link.



SEO Strategy – Step 2 Cont. – Build Links

8. Build links that will send referral traffic:

- **Q&A Sites:** Quora, Yahoo Answers, etc. – Find questions relevant to your industry, and provide great answers, linking to content on your site as a relevant reference (you may need to create content to match).
- **Guest Posts on Industry Sites:** Offer to write high-quality guest blog posts for sites that are in or related to your industry or audience.
- **Old Post Reclamation:** Find content that did really well a few years ago. Create an updated version, and let the people who linked to the old piece know that a new/better version is available to link to.

All links send authority, trust and anchor text; not all send referral traffic. Try to get links that send both!



SEO Strategy – Step 2 Cont. – Build Links

9. 404 Link Reclamation:

- Crawl your competitor's sites looking for 404 errors.
- Drop the 404 error pages into SEOmoz's Open Site Explorer to see if they are linked to.
- Make sure you have a similar page/resource on your own site. If you don't, go create one.
- Contact the webmasters of the sites linking to the 404 page, let them know that page is broken, and give them a link to your page to link to instead of the old broken page 😊

There are tons of other tactics, but these are a great place to start.



SEO Strategy – Step 3 – Social SEO

Social signals are a growing part of search ranking algorithms, and need to be accounted for. Factors include:

- Number of links coming from social mentions
- Number of “real” fans/followers
- Sentiment of social mentions (positive, neutral, negative)
- Topical authority of the people mentioning your site/brand
- Diversity of social signal sources (Facebook, Twitter, G+, Etc.)

Facebook likes, Facebook shares, Twitter mentions, Google +1s and Google+ shares are all known to positively impact rankings.



SEO Strategy – Step 3 – Social SEO

Tactics to Improve Social Media Presence:

1. **Be more active:** 2-4 updates per day on Facebook and Google+; 10-20 per day on Twitter; 1-2 per day on LinkedIn.
2. **Create Share-worthy content:** Social activity comes from having something worth talking about and sharing. Your content marketing strategy will drive a lot of social shares and activity if done properly.
3. **Social Monitoring:** Monitor for mentions of your brand, your keywords, and your competitor's names/URLs. Jump in and comment. If someone bashes a competitor, that's a great time to offer a deal 😊

Reference the attached document: **The Perfect Social Strategy**



SEO Strategy – Step 3 Cont. – Social SEO

4. **Brand Everything:** Make sure each social profile is customized to match your brand identity. You want a visually familiar presence across all platforms.
5. **Use Tools to Find and Interact With the Right Followers:** Aside from actual customers, you'll want to use tools like FollowerWonk to find the right people to follow and interact with. Industry insiders, influencers, people who follow your competitors, etc. Use SproutSocial to manage it.
6. **Hold Contests:** Contests don't always attract the most valuable followers, but used wisely they can be very lucrative (think retargeting).

Reference the attached document: **The Perfect Social Strategy**



SEO Strategy – Summary

The overarching SEO strategy really boils down to 3 things:

1. Getting the on-site and indexing SEO elements perfect.
2. Building/buying as many high quality links as possible. Creating a content marketing engine that helps you to become not just an authority, but THE authority in your space is a key element of this.
3. Improve the social presence and mentions of your brand/website.

This approach will get you to 200+ conversions per month from non-branded organic traffic.

Next Up – Content Strategy



Content Marketing Strategy

The goal of content marketing is threefold:

1. Establish yourself as an authority in your industry.
2. Create lots of social signals for your brand/site.
3. Create lots of links from high-quality sites and from people in or connected to your industry.

Content marketing also provides you with assets that can be used in other marketing initiatives, from PPC to PR.



Content Marketing Strategy – Content Types

There are tons of content types that would qualify as content marketing, but these are the most popular:

- Infographics
- Videos
- Motion Graphics
- Blog Posts
- Widgets/Calculators
- Web Pages
- Audio/Podcasts
- Webinars
- Events
- Tools

What you create will really depend on your audience...



Content Marketing Strategy – Audience

According to Alexa, these are the demographics for the XXXXX audience:

- Primarily 35-64 years of age
- Likely to have children
- Likely to be well educated
- Browsing from work more than from home
- Slightly more female than male
- Majority in the United States

Craft a message that appeals to this audience



Content Marketing Strategy – Message

You need to start with Why, by answering these questions:

- Why should I use you?
- Are you worth paying for? (why not use a free option?)
- Why are you a good deal?
- What makes you special? (USP; you vs. competitors)
- Will I get great customer service?
- Can I cancel easily?

You have some of these pieces in place already, but not well visualized.





Content Marketing Strategy – Paid Search

Use paid search channels to help seed and spread the content marketing collateral you create:

- StumbleUpon ads
- Facebook ads & retargeting
- Twitter ads
- LinkedIn ads
- AdWords (+Retargeting)
- Bing Ads
- YouTube ads
- Reddit ads
- Zemanta

Unless you already have a massive audience, content rarely takes off without a push from some or all of these.



Content Marketing Strategy – Calendar

When it comes to content marketing, the best way to manage it is with a combination of tools (like Sprout Social, Radian6, FollowerWonk and Write Aid) and with an editorial calendar.

An editorial calendar will help you to schedule everything out 3-6 months in advance, to make sure that things get done in the right quantities at the right time (and to help with budgeting and resource planning as well).

To be safe, schedule everything out **at least** 30 days in advance. If possible, scheduling 3-6 months out is ideal.



Content Marketing Strategy – Final Tips

- Put most of your content on your own website.
- Track everything: multi-channel conversion funnels, time to conversion, calls, etc. Better data = better decisions.
- Ask your existing customers for content ideas.
- Expect to fail, at least at first. This is a learning process, not a one and done sort of thing.
- Build, Measure, Learn. Rinse and repeat.



Conversion Optimization Strategy

All conversion funnels leak, some more than others, but one of the best ways to improve the bottom line is to engage in aggressive conversion rate optimization.

Use a tool like Optimizely, and test absolutely everything. You'll never hit 100%, but if you can get sufficiently targeted traffic into a hyper-optimized funnel, 10-25% conversion rates aren't unreasonable.

Many people think they need more traffic, when in reality they just need to get more out of the traffic they already have. Once you're getting the most from your traffic, driving more traffic is far more effective.



Conversion Optimization Strategy – Why Test?

A/B Test Everything – Don't Ever Guess

This is one of the biggest mistakes people make when doing “conversion optimization”. You can't just guess and make changes.

Put a test in place, test whatever you change before and after, and let data make the decision for you. You'll never regret this approach.

For this to work though, you need to track things effectively. Testing platforms like Optimizely make this really easy to do.



Conversion Optimization Strategy – What to Test

You can test everything, but start with these:

- Calls to action (buttons, button color, language, etc.)
- Trust elements (testimonials, badges, etc.)
- Form Fields (quantity, length, what is and isn't required)
- Number of steps in the checkout process – the fewer, the better.

Make it as quick and painless as possible to sign-up.



Conversion Optimization Strategy – Start Here

After analyzing the site, we have two specific conversion optimization recommendations we think you should test:

1. Remove the Company, Business and Phone fields from your Account sign-up form. A sign-up form should only have fields critical to the sign-up, nothing else. These aren't critical.
2. Move the Choose Number step to AFTER the Account step. Capture their contact info as early in the process as possible, so you can email them with a deal if they don't convert.

Make sure to test these. We strongly believe these changes will have a positive impact, but it's best to always test your hypothesis.



Paid Search Goals

As many leads as possible, ideally at a CPA of \$30 or less.

Challenges:

- In the last 6 months, your average CPA was \$49.91 – aiming for a ~40% decrease is significant.
- Your CTR is on the low side, at an average of 0.34% - Even your Search-only CTR is low at 0.90%
- The account has a variety of structural issues, per the recommendations in the audit.
- Search traffic in this industry is trending way down over time.





Paid Search Strategy

This section is last, for one key reason: when you've taken care of everything else before this, your paid search efforts and tests will be infinitely more effective.

Ideally, wait until everything else in this document has been addressed before you start optimizing paid search.

When it's time, there are a number of paid search tactics beyond AdWords you should consider, as follows.

The PPC notes from the audit are in the notes section on this slide. Reference this list for things to fix in your current AdWords account.



Paid Search Strategy - Display

Display advertising (beyond the Google display network) can be a great way to get additional conversions, especially if paired with retargeting. Consider the following networks:

- Facebook Ads and Sponsored Posts
- Pandora Ads
- AdRoll (also does retargeting, highly recommended)
- RocketFuel

Display ads notoriously get fewer clicks, but if properly targeted those clicks can convert VERY well. Most platforms have minimums though.

For display or retargeting to work, you need EXCELLENT creative. Have multiple ad sizes and messages created to match various offers/ad networks.



Paid Search Strategy - Retargeting

If you're not familiar with retargeting, the principle is simple:

- Someone lands on your site (any page, a specific page, etc.)
- You set a retargeting tracking pixel to “fire” when people visit a specific page or pages.
- Over a set period of time (usually 30 days), whenever that person visits a site that is part of your retargeting ad network, they will see your ad.

You can use this to re-capture lost leads. Set a pixel to fire when people begin the sign-up process, and if they fail to complete the sign-up, you can advertise to them with a deal over the next 30 days.

There are many ways to use this, but I highly recommend using it. HIGHLY. Do retargeting via AdWords and AdRoll, and you should be set.



Online Marketing Strategy Summary

By leveraging a combination of better analytics, on-site SEO, link building, social media, content marketing, conversion optimization and paid search, you will be able to significantly increase conversions and revenue from all channels.

This strategy can easily be applied across additional sites, and certainly isn't limited to XXXXXX alone.

