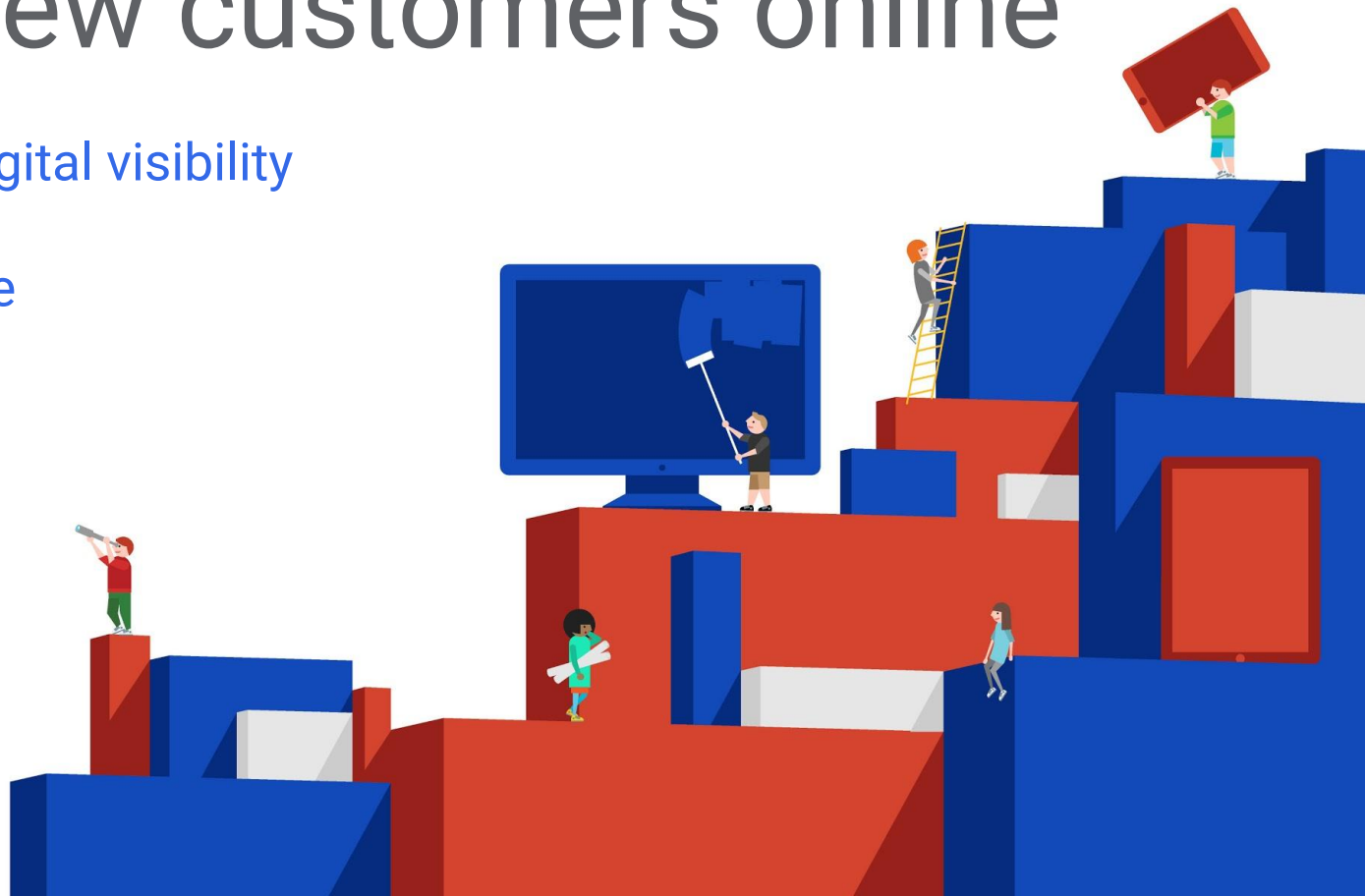


Reach new customers online

Improving your digital visibility

g.co/digitalgarage

#DigitalGarage



Welcome to the Digital Garage

Today's session is about Improving your digital visibility...

Key aims of this session



Manage your presence
on Google and be found
through search

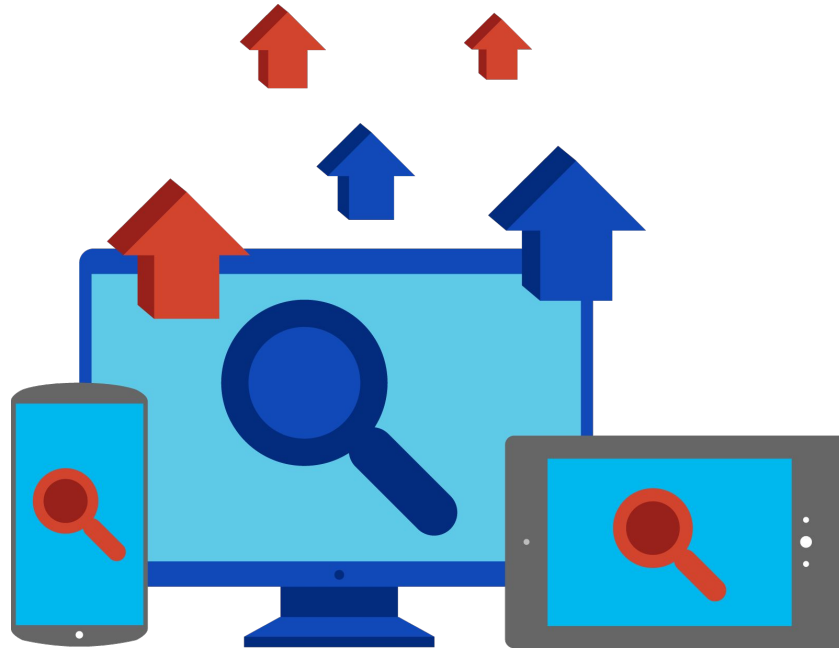


Gain consumer insights
and use data to find new
customers



Understand the benefits
of advertising online

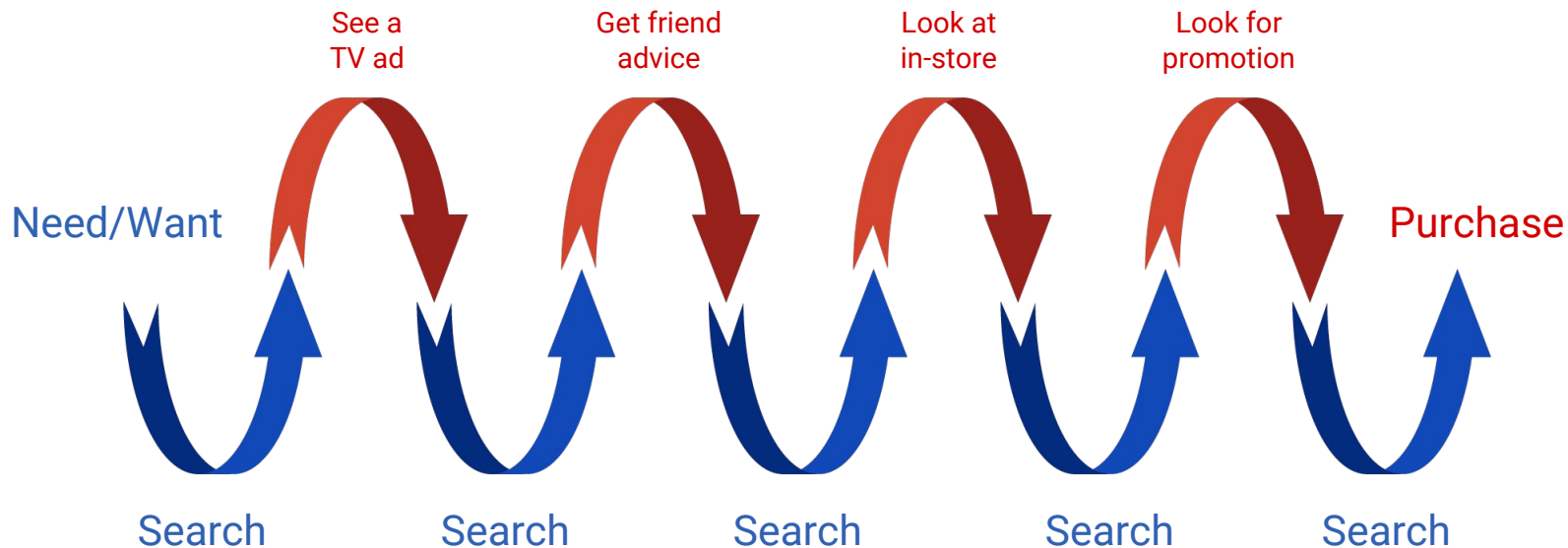
The Rise of Digital and the Importance of Search



The new consumer purchase journey



Search is at the heart of this cycle



How search works?



How Google search works

1

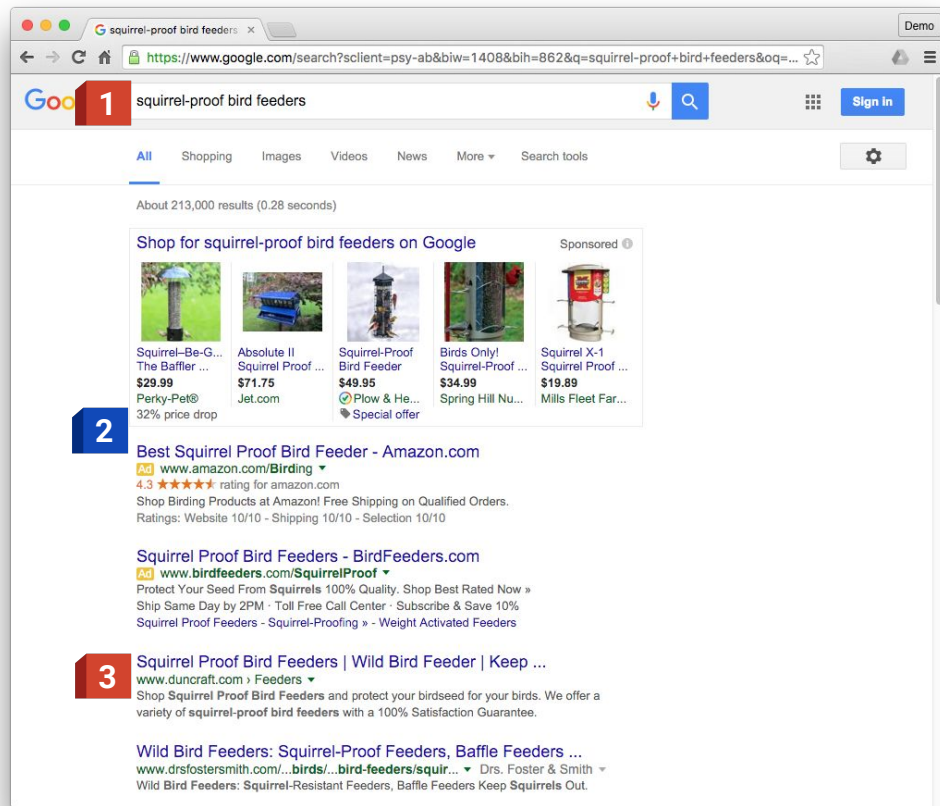
The search query

2

Paid adverts

3

Organic search results



Search has become richer experience across ALL devices

1 Knowledge graph

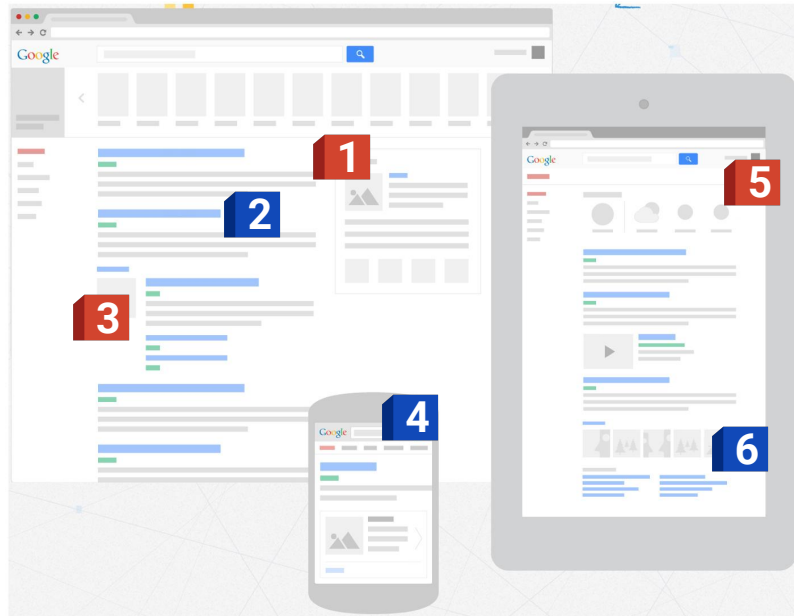
Provides results based on a database of real world people, places, things, and the connections between them.

2 Snippets

Shows small previews of information, such as a page's title and short descriptive text, about each search result.

3 News

Includes results from online newspapers and blogs from around the world.



4 Mobile

Includes improvements designed specifically for mobile devices, such as tablets and smartphones.

5 Answers

Displays immediate answers and information for things such as the weather, sports scores and quick facts.

6 Images

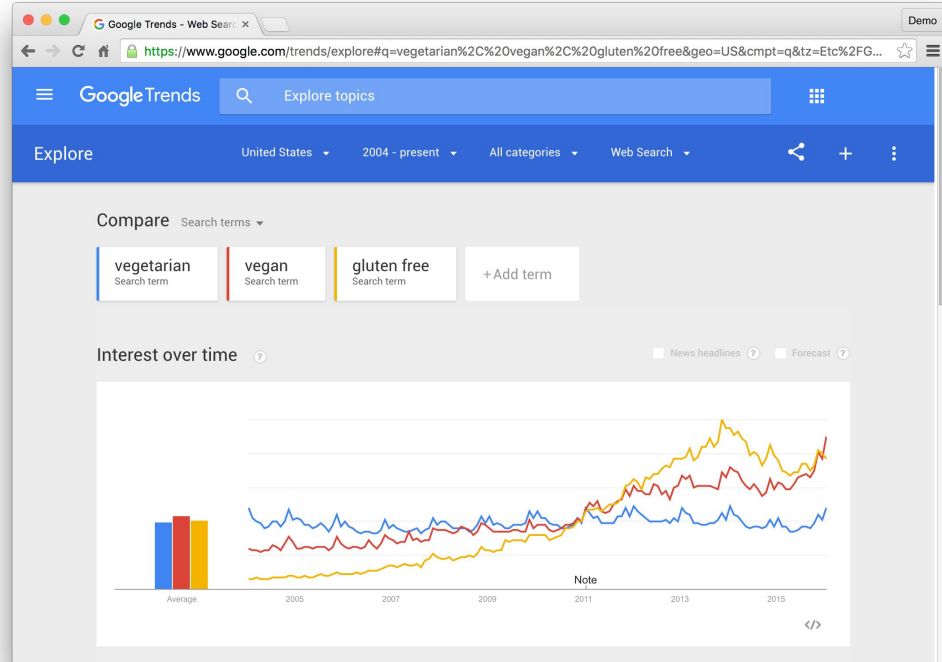
Shows you image-based results with thumbnails so you can decide which page to visit from just a glance.

How do we understand what customers are searching for?

Google Trends

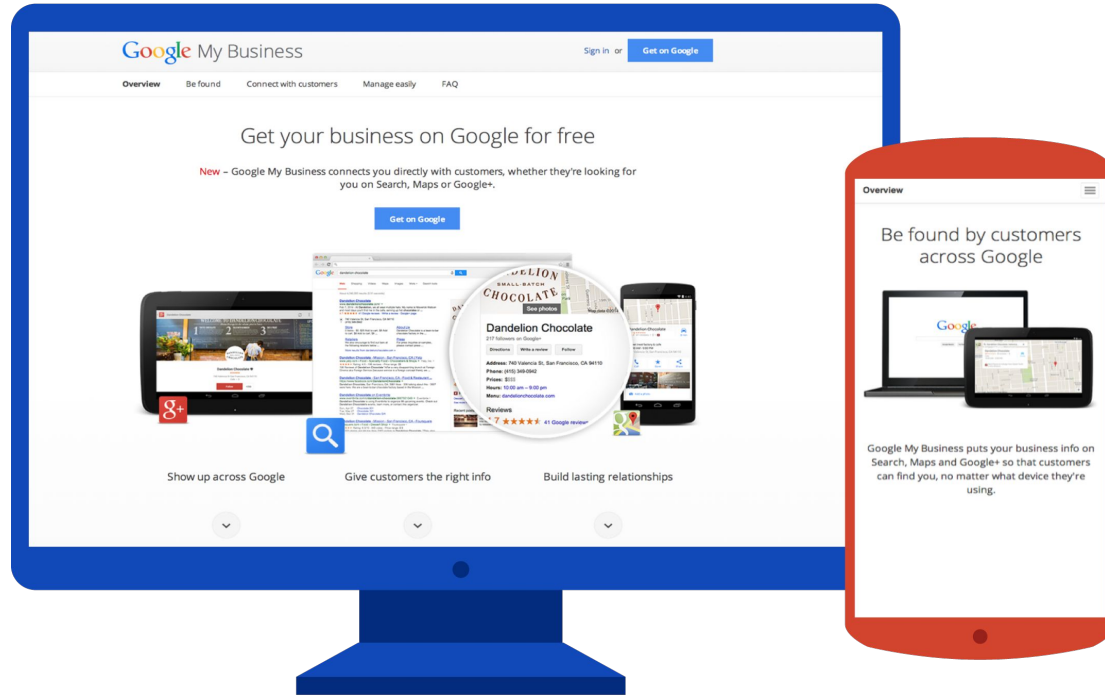
Gain insights into what the world is searching for
[google.com/trends](https://www.google.com/trends)

www.google.com/trends

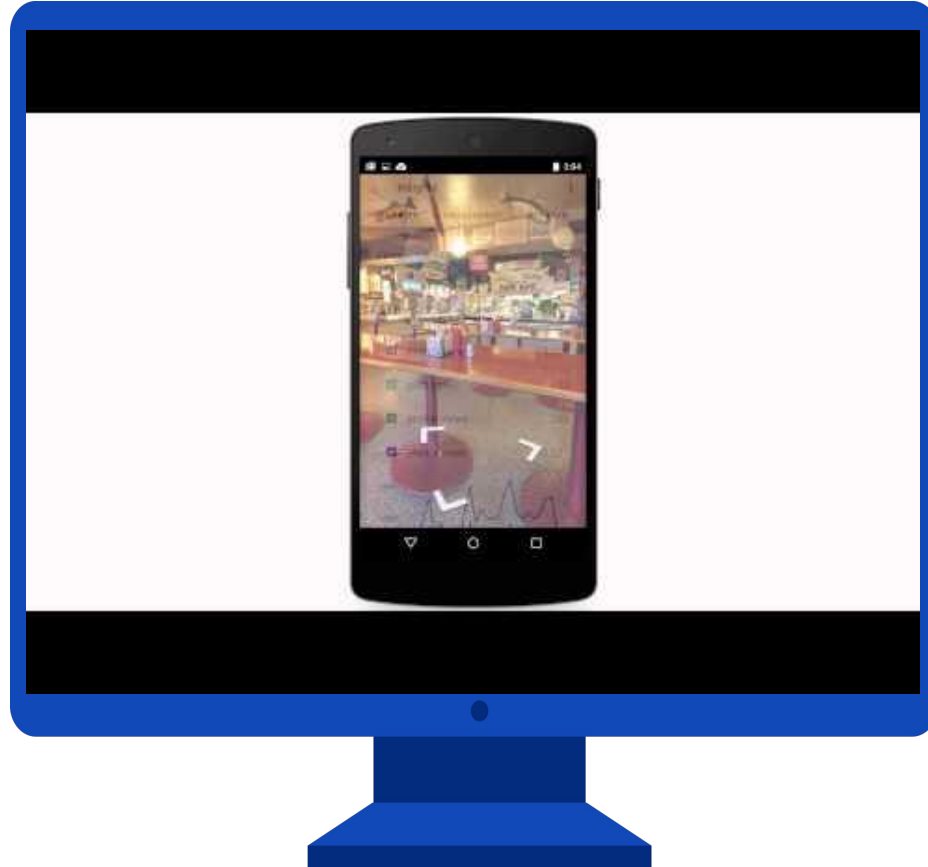




Google My Business



Get found locally online



Be found on Google

1

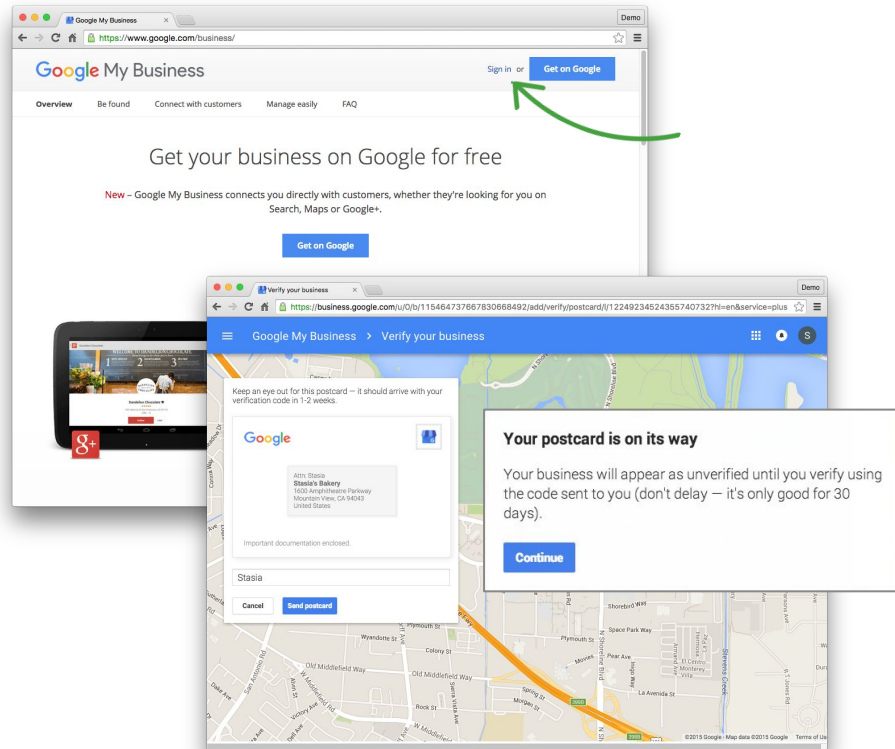
Go to [google.com/business](https://www.google.com/business/)

2

Claim your business listing

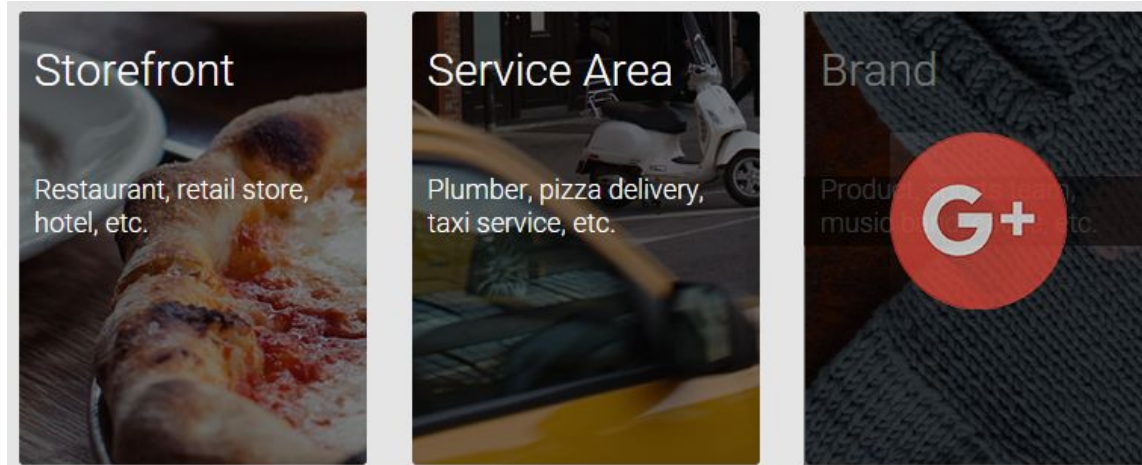
3

Complete your business profile



What category to choose

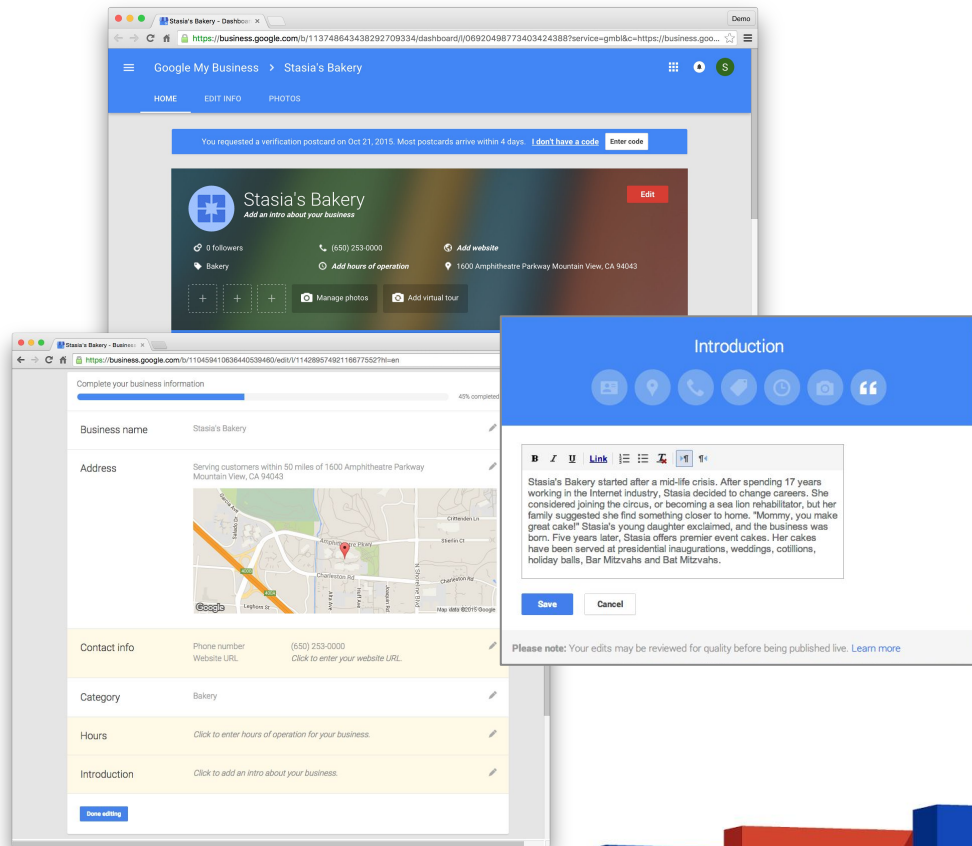
It is important for businesses to understand the categorisation for GMB to ensure they receive the relevant visibility and can get verified appropriately



Complete your business profile

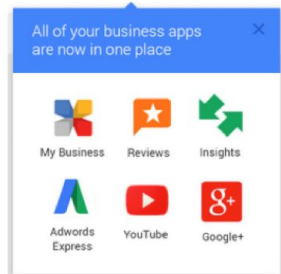
You can edit your business name, address, contact information, business category, hours of operation, photos, and a business introduction.

Use the Introduction section to include some keywords that describe your business.



A new way to manage your presence across Google

From the dashboard, you can post, add photos, monitor reviews or see important insights about your business.



View
Business
Metrics

Manage
Reviews

Dandelion Chocolate Edit Settings

Dandelion Chocolate is a bean-to-bar chocolate factory in Mission District

238 followers (415) 349-0942 dandelionchocolate.com
Chocolate shop, Café 10:00 AM - 9:00 PM 740 Valencia Street, San Francisco, CA 94110

Add photos Add virtual tour

Share what's new... Share update

Text Photos Link Video Event Poll

Posts you share here will appear on Google+ and Google.com. [Learn more.](#)

Insights for your business, last 30 days

13.9k	138	22
12% ↑	7% ↑	21% ↑
Views	Clicks	New followers

Reviews for your business

4.7	57	16
★★★★★	Reviews on Google	Reviews from around the web

Google rating

Edit Business
Details

Post
Content

Contact info

Phone number (415) 467-2983

Email address Enter your email address

Web address http://dandelionchocolate.com

+ Add another address

Cancel Save

Please note: Your edits may be reviewed for quality before being published live. [Learn more.](#)

THE DIGITAL

GARAGE

from Google

Valuable Google+ insights

1

Audience view

Breakdown followers
by age & location

2

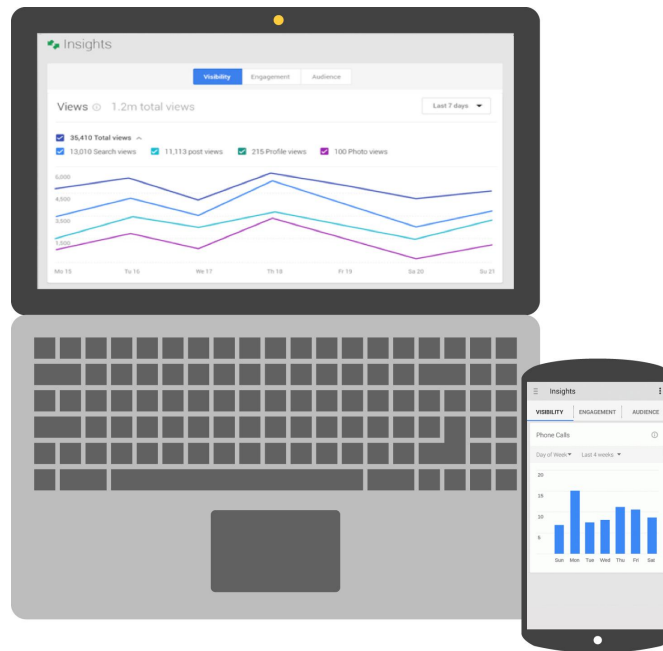
Engagement reports

Optimise your content strategy

3

Visibility tab

Shows page view totals
from the last 24hrs



What is Search Engine optimisation

SEO is made up of a variety of tasks geared towards improving the usability, usefulness and popularity of a website. Taking action and working on these enables you to influence the rankings of your website in search engines, depending on your keyword focus.

1

Keyword Research

Learn which terms and phrases to target with SEO, but also learn more about your customers as a whole. Long Tail Keywords analysis

2

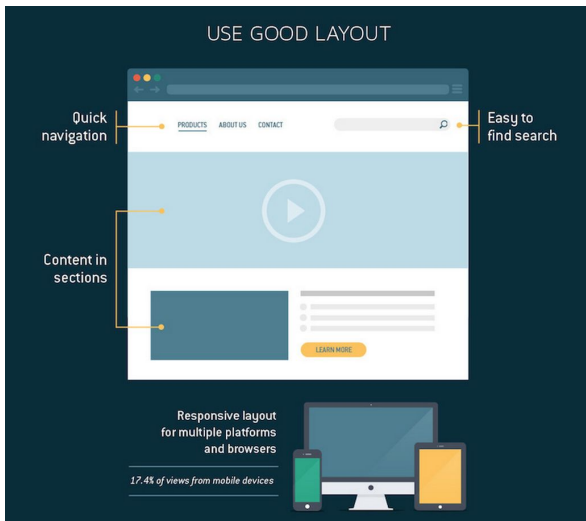
Create quality content

Applicable, Useful and high quality. Give your customers something extra. e.g Blog, YouTube Video series, slideshows

3

Optimise what's on your page

Navigation, eliminating missing pages, improving usability for multi-device, social sharing



Help Google find you with Google Search Console

1

Verify your ownership

Email forwarding – Critical messages/errors

2

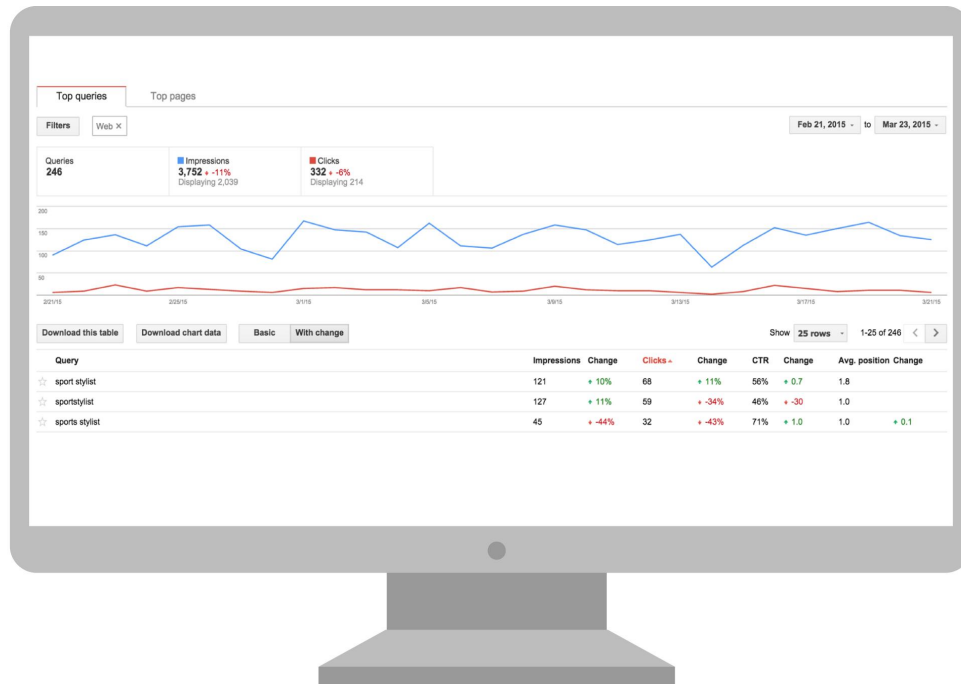
Fetch with Google

Check Redirects & submit new pages to be crawled

3

See how you rank

Using Webmaster Tools Search Queries



How important is it to optimise my website for mobile?

Friendly = More likely to buy

67%

"A mobile-friendly site makes me more likely to buy a product or use a service."



Unfriendly = More likely to leave

61%

"If I don't see what I'm looking for right away on mobile site, I'll quickly move on to another site."



Mobile SEO

Google recently updated their algorithm to add a label and boost the ranking in mobile search results for “mobile-friendly” sites.

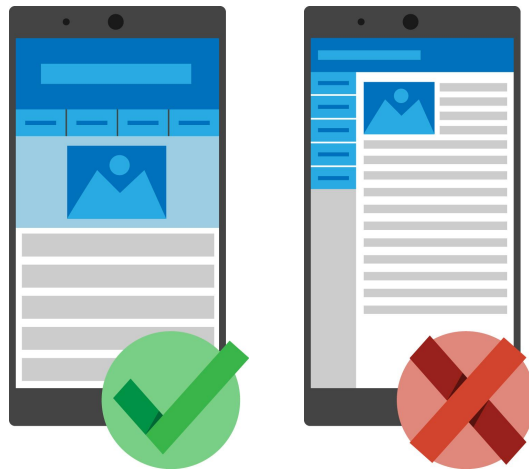
Google bot likes mobile sites that:

- 1 Avoid software that is not common on mobile devices, like Flash
- 2 Use text that is readable without zooming
- 3 Size content to the screen so users don't have to scroll horizontally or zoom
- 4 Place links far enough apart so that the correct one can be easily tapped

Example

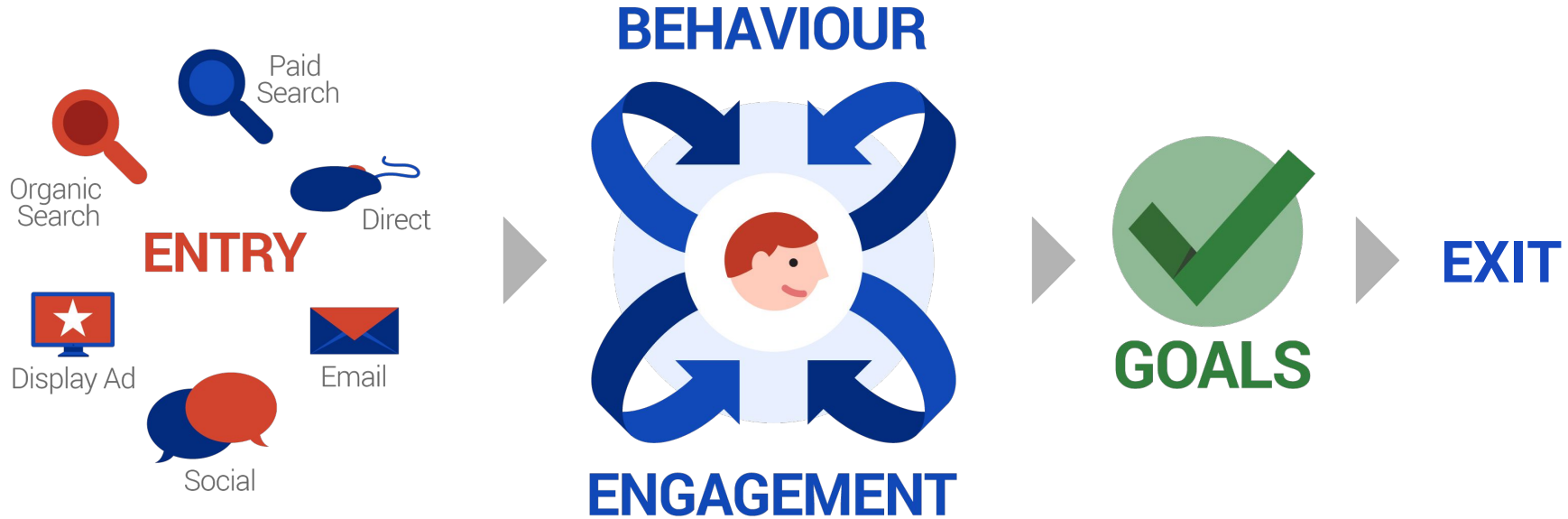
<https://www.example.com/>

Mobile-friendly - This is an example of a website that is well-designed for mobile devices.

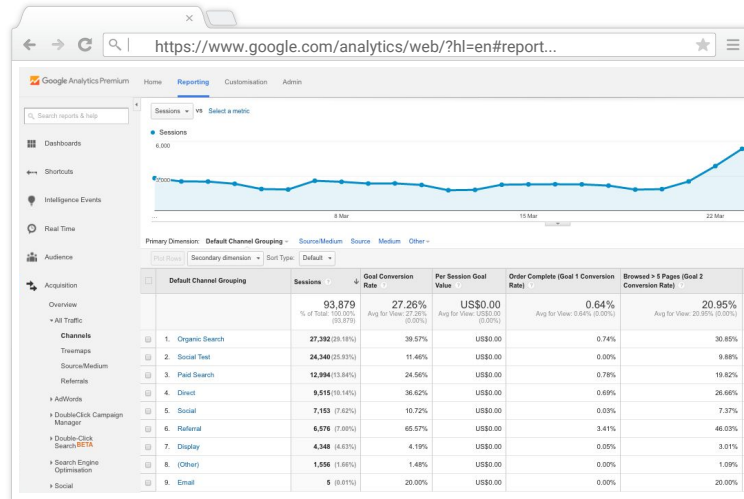


How does web analytics help understand customers?

Understand **which traffic sources** are driving **which visitors** to **do what**



What answers can Google Analytics provide?



Who are my visitors?

How did they find me?

What are they doing on my site?

What are they worth to me?



How to set up an account

1 Go to google.co.uk/analytics/standard

New Account

What would you like to track?

☐ Website ☐ Mobile app

Tracking Method

This property works using Universal Analytics. Click [Get Tracking ID](#) and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

Account Name required
Accounts are the top-most level of organization and contain one or more tracking IDs.

Setting up your property

Website Name required

Website URL required

Example: <http://www.mywebsite.com>

Industry Category ?

Reporting Time Zone

2 Click Admin at the top of any Analytics page. Under property, click Tracking Code

Google Analytics Administration

Stasia Sites / Stasia's Bakery

PROPERTY

Stasia's Bakery

Property Settings

User Management

Tracking Info

Tracking Code

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

All Products

Tracking ID **Status: Receiving Data**

UA-4817349-6

Website tracking

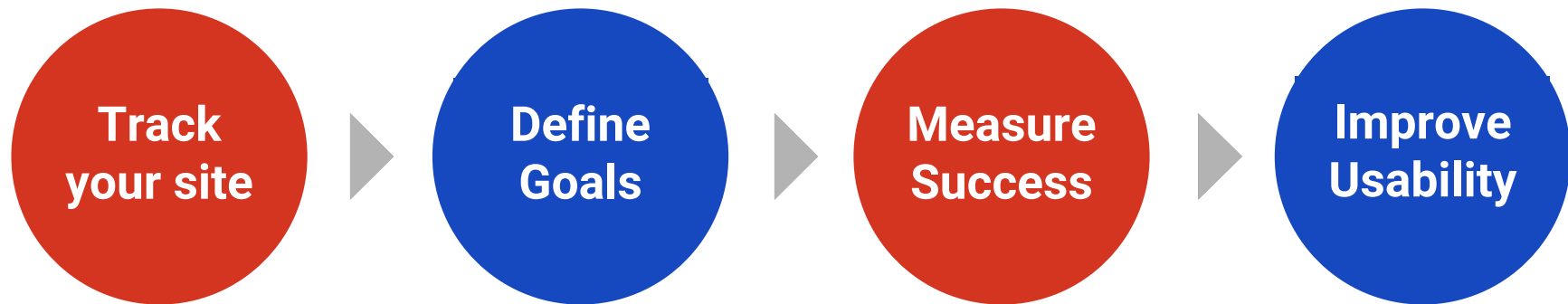
This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){(i['GoogleAnalyticsObject']=r)[r]=i[!r]?function(){
  ((i[r]=i[r].q||[]).push(arguments)),i[r]=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-4817349-6', 'auto');
ga('send', 'pageview');
</script>
```

Key steps



What to do

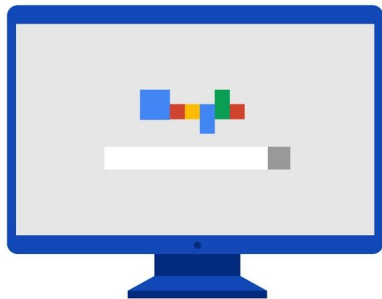
- 1 Register with Google My Business and claim your business listing
- 2 Verify with Google Webmasters and crawl your site to spot errors
- 3 Optimise your site to ensure it is responsive and mobile-friendly



What is Google AdWords

What is Search Engine Marketing?

SEM: Stands for “Search Engine Marketing” – cost effectively promoting your website online



Google's program is called AdWords

Preparation and Planning...is it right for me?

PPC & Paid Search

Before you rush into creating your account, picking keywords, creating ads
- it's a really good idea to take a step back and look at the bigger picture.

**1****What are you trying to achieve?**

e.g Sales, Leads, Sign Ups,
Downloads, Registrations etc?

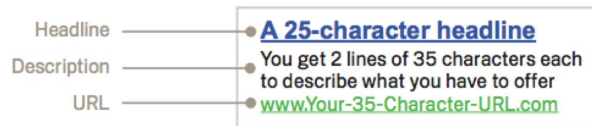
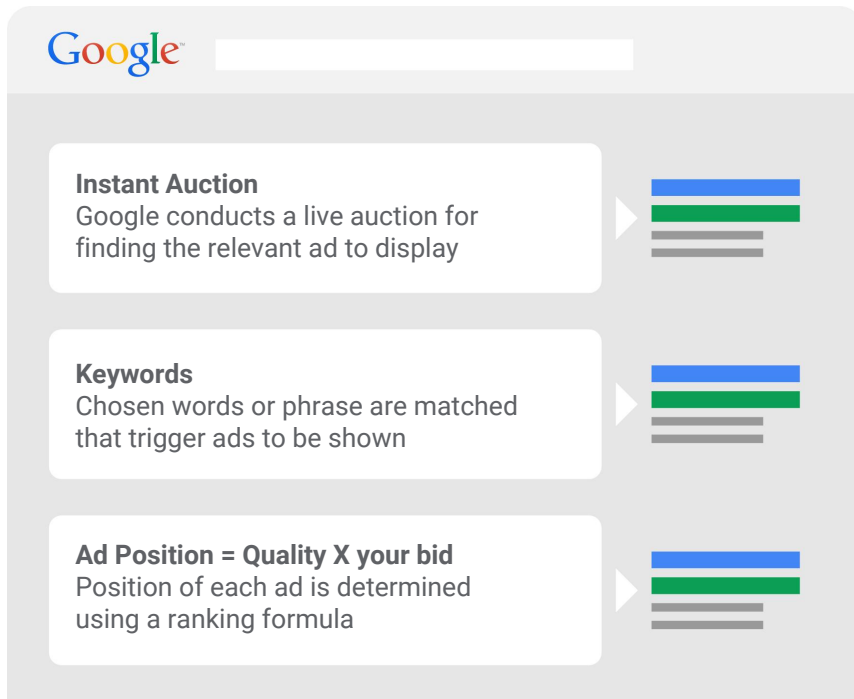
2**Website and internal processes – are they ready?**

e.g Sales - Registration form errors, too much
information requested. Leads into sales?

3**What can you afford to pay?**

Consider your maximum bid based on avr transaction
spend, % of marketing and conversion rate.

AdWords in an auction in real-time



How to use the keyword planner

The keyword tool provides ideas and traffics estimates to help build a Search Network campaign.

1

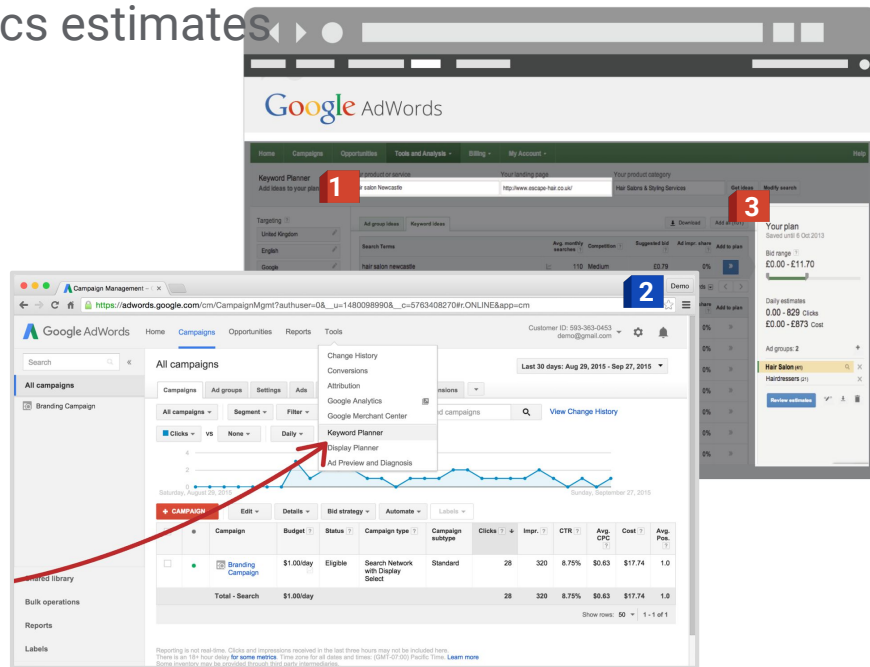
Search for new keyword and ad group ideas

2

Get search volume for a list of keywords and group them into ads groups

3

Get traffic estimates for a list of keywords





Clear Call
to Action



Offer



Narrow
Focus



Very Important
Attributes (VIA)



Effective
Headline



Resolution
-Savvy Layout



Tidy
Visuals



Social
Proof



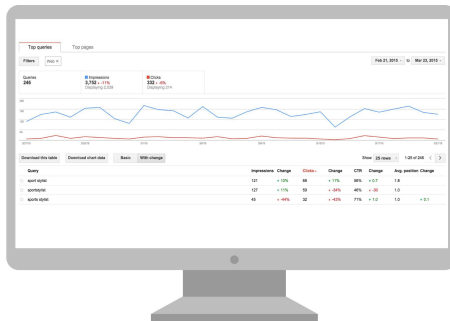
You don't want people to just visit your page. You want them to take action once they are there.

Make it as easy and compelling as possible for them by including these elements found in a landing page that **C.O.N.V.E.R.T.S**

Final summary



**Claim your listing with
Google My Business**
google.com/business



**Verify your site with
Google Search Console**
g.co/searchconsole



**Find your website
visitors with
Google Analytics**

Thank You!

#DigitalGarage

g.co/digitalgarage

Slides: goo.gl/7ovTVB

