



xpwebservices

online marketing that gets results

Blackpool Enterprise Week

21st April 2016

Digital Marketing Clarity

Digital Marketing: collective practices to market your products, services & brand across the internet. To bring in more visitors, increase sales, promote your brand & increase your online presence.

What is it you want? Rankings? Visitors? Conversions / sales?

Google Account

Used for:

- Analytics
- Webmaster Tools (now Search Console)
- Google site verification
- Google +
- Google My Business (local listing)
- & many more useful tools and apps to help grow your site

Mobile Friendly Websites

Is Google *really* punishing non-mobile friendly sites?

What is Responsive Site Design? Processes to show & change to the size of screen

Punishing? Not 100%. **Helpful?** YES. **Advisable?** YES.

Will I drop down the rankings? It's still all about the users search query and the rest of your content. Affects searches using mobile devices.

Mobile friendly = instant, readable content

Non mobile friendly = pinch and zoom = time consuming & frustrating

Site speed is still important for mobile friendly websites

Mobile devices used for local Information, businesses, products & services

Your website mobile friendly? google.com/webmasters/tools/mobile-friendly

Content IS



Is new, original **content** really the way forward?

YES! Google wants great content. Rewards and ranks you better

Content needs to be:

Relevant, unique, accurate, helpful, informative ...

Correct grammar, spelling, structure, punctuation and sense

Amount of content per page – say what you need to say, then shut up!

Topic specific pages / subjects – don't dilute the keywords or page's message

Keep your content up to date – blogs, how to, top tips, news, products ...

Keywords

Keywords are **IMPORTANT**. You want keywords people are actually searching for.

- Create longer phrases that contains your keyword(s)
- Semantic keyword versions (Mike will outline these in next presentation)
- How to, Top 10, Factual / Lists = great additional keyword rich pages.

Following Example:

- Website covers 10 different services or sells 1,000+ products in various categories. You will need keywords for services, products and categories.
- Each page needs its own, relevant (related) keywords.

Quick Exercise:

You need a photographer – what do you search for?

Keyword Research

<https://adwords.google.co.uk/KeywordPlanner> (Google sign in)

Choose **Tools** in top menu

Then “**Keyword Planner**”

Then “Search for new keywords using a phrase, website or category” (left hand side)

Enter your product or service (keyword), ignore Landing Page & Product Category for now.
We will use “photographer in blackpool”

Ensure Targeting options below are correct. Click **Get Ideas**

Click **Keyword Ideas** tab (next to Ad Group Ideas)

Shows keyword & alternatives to choose. Plus average monthly searches & competition – ideally find words that have good searches and low to medium competition.

Using excel or similar list your keywords, alternatives and search engine competition levels

Repeat until you have covered all of your keywords / pages / products or services

Keyword Planner

Add ideas to your plan

Your product or service

photographer in blackpool

Get ideas

Modify search

Targeting ?

United Kingdom

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customise your search ?

Keyword filters

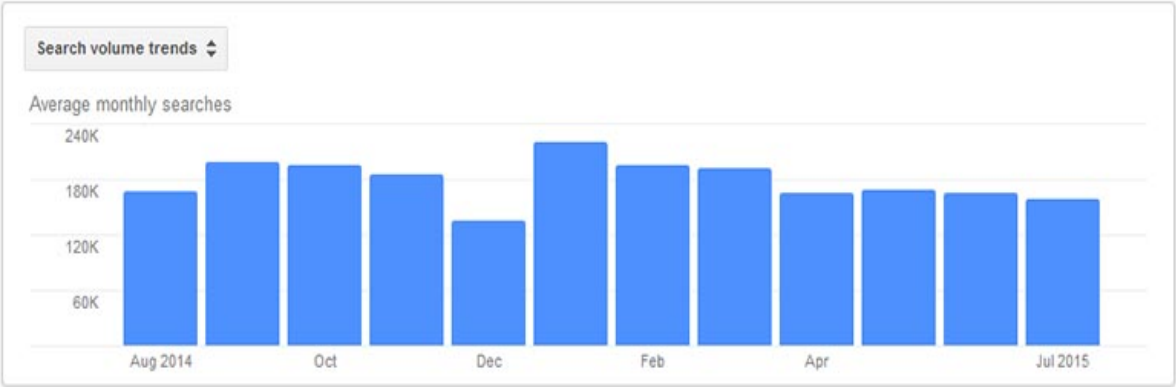
Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include



Ad group ideas

Keyword ideas

Columns

Download

Add all (801)

Search Terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
photographer in blackpool	10	High	-	-	»

Show rows 30 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
wedding photographer manchester	720	High	£2.83	-	»
manchester wedding photographer	880	High	£2.24	-	»



Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

META Titles & Descriptions

META's Matter

META Titles:

- Unique, relevant & accurate title for **each and every** page
- Use up to **55** characters where possible
- Include keywords & phrases. Make it attention grabbing!
- How do your META titles measure up?

META Descriptions:

- Unique, accurate description for **each and every** page
- Use between 150 & 160 characters where possible. Say what you need to
- Include your keyword(s) & phrases
- Make it interesting. Add a call to action. Accurate to page subject
- Can I mention my company name?
- How do your META descriptions measure up?



chocolate brownies



Sign in

Web

Images

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Search tools



About 7,070,000 results (0.57 seconds)

Chocolate Brownie Recipe - Flora.Com

Ad www.flora.com/Cake_Recipes

Try Flora's Easy Brownie Recipe for Tasty Treats for All the Family!

Flora Original

Flora Cuisine

Flora Gold

Flora Buttery

Best-ever brownies | BBC Good Food



www.bbcgoodfood.com/recipes/1223/bestever-brownies

★★★★★ Rating: 4.8 - 706 votes - 1 hr - 144 cal

A foolproof recipe for squidgy cake squares, studded with extra chunks of chocolate for extra decadence, from BBC Good Food.

The ultimate makeover - Chocolate brownie chunks ... - Best-ever macaroni cheese

Classic Chocolate Brownies - Cadbury Recipes

recipes.cadbury.co.uk/HomeCategory/RecipeDetails?r=47055

Preheat oven to 180°C, gas mark 4. Grease and line the base and sides of a 20cm square cake tin with baking parchment. Melt the chocolate and butter in a ...

Chocolate Brownies | Chocolate Recipes | Jamie Oliver ...



www.jamieoliver.com/Recipes

Everybody loves chocolate brownies, Jamie's chocolate brownies recipe is a great sweet treat for sharing with friends or just keep them all to yourself!

Chocolate brownies recipe - goodtoknow



www.goodtoknow.co.uk/Recipes

★★★★★ Rating: 4 - 274 votes - 30 mins

These chocolate brownies are deliciously gooey, dark chocolate treats. The chocolate brownie recipe makes 24 and they can be stored for 4 days.

Brownies - All recipes UK



More images

Chocolate brownie

Dessert

A chocolate brownie is a flat, baked dessert square that was developed in the United States at the end of the 19th century and popularized in both the U.S. and Canada during the first half of the 20th century. [Wikipedia](#)

Nutrition Facts

Brownies ▾

Amount Per 100 grams ▾

Calories 466

Total Fat 29 g

Saturated fat 7 g

35%

Polyunsaturated fat 9 g

Monounsaturated fat 11 g

Cholesterol 73 mg

24%

Sodium 343 mg

14%

Potassium 176 mg

5%

Total Carbohydrate 50 g

16%

META title

META description

Check Your META's

Go to any of your web pages

Right click on any blank area of screen

Click 'View Page Source'

How does your META measure up?

*META keywords tag = ignored by search engines

```
TYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
```

META description

```
<html xmlns="http://www.w3.org/1999/xhtml">
```

```
<head>
```

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
```

```
<meta name="description" content="These fudgy brownies are as outrageously tempting as the picture suggests, especially when" />
```

```
<meta name="keywords" content="bbc, food, recipes, Triple chocolate brownies" /><title>BBC - Food - Recipes : Triple chocolate brownies</title>
```

```
<script type="text/javascript" src="http://static.bbc.co.uk/frameworks/pulsesurvey/0.6.2/scripts/pulse.js"></script>
```

```
<script type="text/css" href="http://static.bbc.co.uk/food/1.17.2/css/recipes/recipes-show.css" media="screen" rel="stylesheet" type="text/css"></script>
```

```
<script type="text/css" href="http://static.bbc.co.uk/food/1.17.2/css/widgets/quick-recipe-finder.css" media="screen" rel="stylesheet" type="text/css"></script>
```

```
<script type="text/css" href="http://static.bbc.co.uk/food/1.17.2/css/print.css" media="print" rel="stylesheet" type="text/css"></script>
```

```
body{
    background-image:url('http://static.bbc.co.uk/food/1.17.2/css/seasons/spring/f/bgs/body.png');
```

```
#heading span{
    background-image:url('http://static.bbc.co.uk/food/1.17.2/css/seasons/spring/f/headers/food.jpg');
```

```
#banner-image{
    background-image:url('http://static.bbc.co.uk/food/1.17.2/css/seasons/spring/f/banners/banner_2.jpg');
```

```
.campaigns-get-baking #sub-heading span{
    background-image:url('');
```

```
#campaign-link.campaign span{
    background-image:url('');
```

```
.campaigns-get-baking .get-baking span{
    background-image:url('');
```

```
.accordion-header-open{
    background-image:url('http://static.bbc.co.uk/food/1.17.2/css/seasons/spring/f/bgs/resource_list_open.png');
```

```
.accordion-header-open-hover{
    background-image:url('http://static.bbc.co.uk/food/1.17.2/css/seasons/spring/f/bgs/resource_list_open_hover.png');
```

```
<link href="/food/forge/patch.css" media="screen" rel="stylesheet" type="text/css" />
```

```
</head>
```

META title

Headers & Sub Headers

H1 and H2 Tags

Whilst not totally “for” search engines – they’re very useful for “visitors” & help search engines

Headers & sub headers are for content purposes and describe what is to follow

Add keywords to headers & sub headers on **all** pages

H1 tag = the page’s title (use only once on page)

H2 tags = main points on page (can use more than 1 x H2)

H3 tags = sub-points and so on...(can use more than 1 x H3)

*you can use different colours & sizes to break text up

Don’t have any? Strongly consider adding them to aid visitors

Chocolate brownies

Header (H1)

Quick recipe finder

☐ Quick & Easy ☐ Vegetarian**Advanced search options**

Related recipes

Recipes for chocolate brownies

**Chocolate and macadamia brownie****By** The Hairy Bikers**See more chocolate brownies recipes****Recipes using dark chocolate****Lesley Waters recipes****Watch recipe**

9:15 mins

**By** Lesley Waters**Less than 30 mins**
preparation time**30 mins to 1 hour**
cooking time**Makes 9**

34 Share

Print version **Email this recipe** **Send to a mobile****4**
people have
recommended
this recipe **Sign in to**
recommend

You won't be able to resist Lesley Water's squidgy chocolate brownie recipe - get it on the table in ten easy steps.

Ingredients

Sub-header (H2)

115g/4oz unsalted butter, softened, plus extra for greasing

170g/6oz caster sugar

2 free-range eggs

40g/1½ oz plain chocolate (minimum 65% cocoa solids)

55g/2oz pecans (optional)

1 tsp vanilla extract

2 tsp instant coffee granules

2 tbsp warm water

1 tsp baking powder

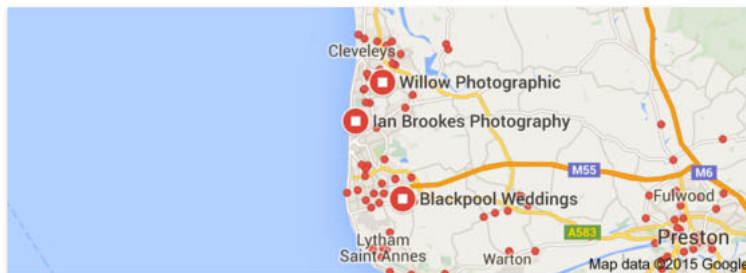
55g/2oz plain flour

55g/2oz cocoa powder

Google My Business (local listing)

Web Maps Shopping Images News More Search tools

About 108,000 results (0.27 seconds)



Blackpool Weddings
No reviews · Photographer
The Ranch House, Bambers Lane · 01253 765078



Website



Directions

Ian Brookes Photography
2 reviews · Wedding Photographer
24 Hodgson Rd · 07588 877181
Opens at 09:00



Website



Directions

Willow Photographic
No reviews · Photographer
Shelley Cl · 07473 484609
Opens at 08:30



Website



Directions

 More places

Blackpool Wedding Photographer Portrait Photography ...

<https://www.blackpoolphotographer.co.uk/>

Blackpool WEDDING Photographer available to photograph Weddings Portraits Lifestyle Baby Party & Events Professional and affordable photo shoots.

Ads

Wedding Photographer

www.stevesmithweddings.co.uk/

Blackpool & Fylde Coast

Premium quality at affordable price

Wedding Photographer £495

www.andrewfisherphotography.com/

Packages designed with you in mind.

From £495 including album and jpegs

Wedding Photographs £750

www.carmengalephotography.com/

Professional Wedding Photographer

Covering Lancashire & Cumbria

Beautiful Wedding Images

www.richardlinnett.com/

An affordable Cheshire photographer capturing your emotional memories.

Dewi Clough Photographer

www.dewiclough.com/

North Wales Wedding Photographer

Alternative, Vintage, Different

Timeless Wedding Photos

paulgroganphotography.com/weddings

Beautiful Wedding Photography that you will always treasure.

Dove Photography

www.dovephotography.co.uk/

wedding photographer blackpool

Wedding Photographer

Ad www.stevesmithweddings.co.uk/

Blackpool & Fylde Coast Premium quality at affordable price

Blackpool Weddings

Photographer - The Ranch House, Bambers Lane

Ian Brookes Photography

Wedding Photographer - Hodgson Rd
Opens at 09:00

Willow Photographic

Photographer - Shelley Cl
Opens at 08:30

Somerside Photography Ltd

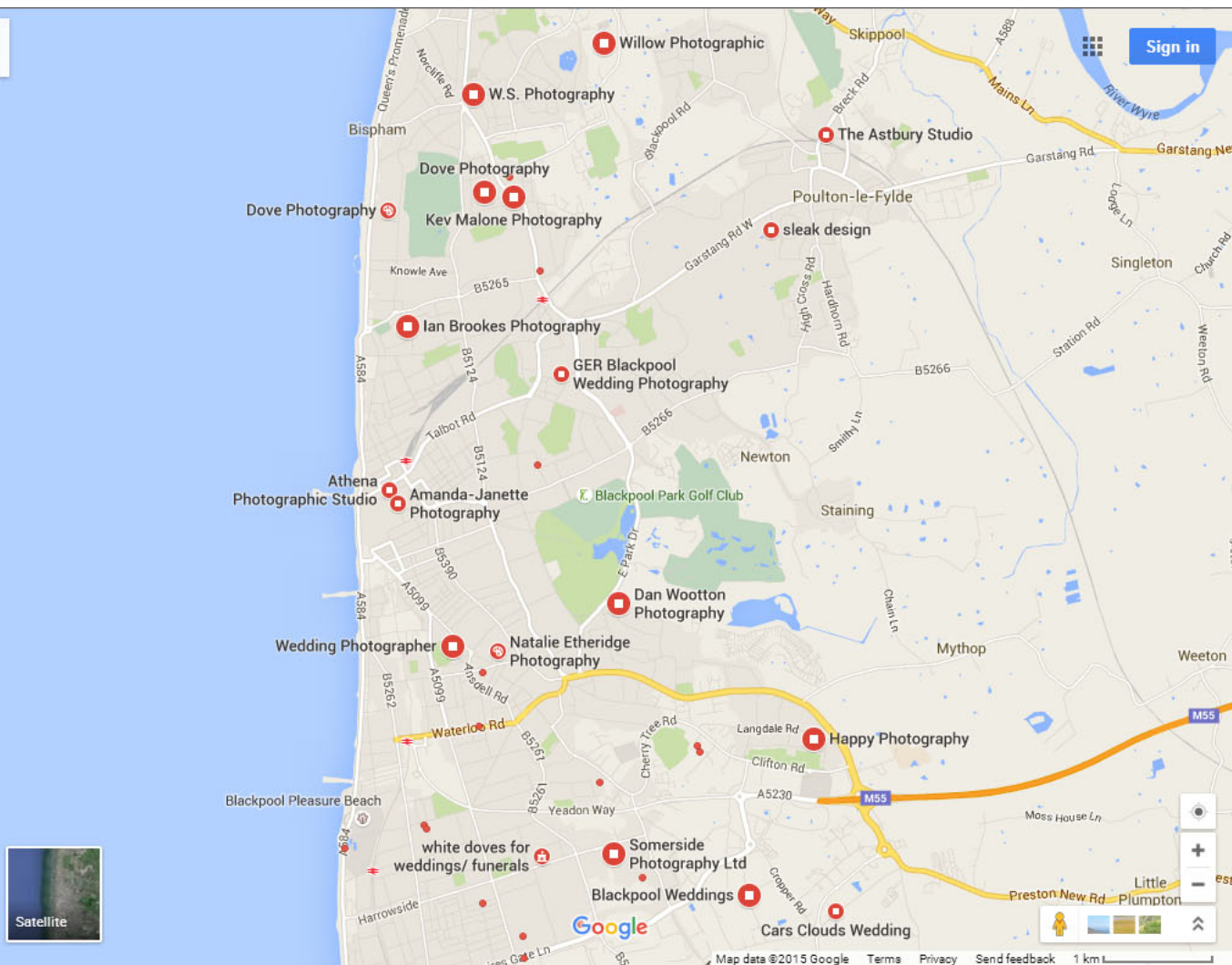
Photographer - Lowfield Rd
Opens at 07:00

Happy Photography

Wedding Photographer

Showing results 1 - 10

Satellite



Previously known as Google Local or Google Places

Claim Your Business Page

Follow simple step by step guides

Populate to 100% - add photos, videos, description, business info

Claim at: google.co.uk/business

More info: support.google.com/business/?hl=en-GB#topic=4539639



Google Algorithm Updates

Google: Panda Update



Panda update: Reduces poor quality content & information. Rewards high quality content websites.

Google: Penguin Update



Penguin update: Weeds out websites that buy links to gain your website higher (false) rankings. Use Webmaster Tools (Search Console) to see who links to your site.

How to remove: Contact website who links to you via email – ask to have link removed. No joy? Use the Google link disavow tool - support.google.com/webmasters/answer/2648487?hl=en

Google: Phantom Update



Quality (Phantom) update: Penalises websites with duplicate and poor content, auto starting videos, pages full of adverts (especially above the fold) and pop ups.

Poorly maintained and far too many comments on a page are the pages that will suffer the most.

Google: Pigeon Update



Pigeon update: Gives more related, relevant and accurate local search results, Google Maps and the main Google search rankings.

Google: Hummingbird Update



Hummingbird: Uses searchers' intent to return more relevant and accurate results, providing a better search experience & focus on the meaning behind the words.

Hummingbird makes sure the whole search query / sentence is taken into account, rather than just the word. Answer questions your potential visitors have.

Few Things to Check

Site Speed

Site / page loading speed:

Obvious but speed matters. Whether desktop or mobile website, slow, heavy websites are annoying.

Fast sites = better performance, user experience, better conversions, repeat customers, higher site engagement and even higher search rankings!

Reduce file sizes for images & videos. Check how your site performs with Google PageSpeed Insights: <https://developers.google.com/speed/pagespeed/insights/>

Ask your hosting company if you're on the best server for your website and visitor needs.

Broken Links

Onsite broken links:

Broken links are a pain for visitors & **will lose** potential customers.

Use link checker software like **Xenu Link Sleuth** - home.snafu.de/tilman/xenulink.html
or indeed Webmaster Tools (Search Console) – google.com/webmasters/tools

*Make sure you have added your site to Webmaster Tools first

Find any – remove via Webmaster Tools - google.com/webmasters/tools/removals

URL Structure

Some sites don't have the right url structure making it difficult to work out what the page is about (Google & humans)

www.goodhousekeeping.co.uk/food/top-10-chocolate-brownie-recipes

www.goodhousekeeping.co.uk/pageid=12?

Top URL structure is correct – and all your pages should adopt this layout structure.

Example:

www.yoursite.co.uk/category/sub-category/product-name

www.yoursite.co.uk/topic/page-name

If yours is 2nd option speak to your web developer about getting them changed.

*You will need to inform Google if you change them. Do a 301 redirect then resubmit xml sitemap (speak with a web developer).

Website Navigation

Make it as simple and easy for people to get where they need

Less clicks the better

DO NOT put links everywhere (text or images)

Guide people to where you want them to go, ideally using text links from page to page (easier for search engines to read)

Break the text / content up to make it easier to read (but not for the sake of it)

Add appropriate calls to action

Sitemaps

There are 2 types of sitemap – 1 for search engines. 1 for visitors. Do both.

- Create an XML sitemap for your website at www.xml-sitemaps.com – simple easy to follow steps. Submit your sitemap in Google Webmaster Tools – simple to follow instructions by Google on there
- Sitemap for your website is a page within your main website, listing all pages, categories, sub-categories, products, etc. Speak to your web developer if you do not have one – e.g. www.yourdomain.co.uk/sitemap

Images

Name your images correctly. Describe what the image is.

Wrong photo12345.jpg

Right marshmallow-filled-chocolate-brownie.jpg

ALT Tags (description of the photo) – can help your image come up in Google images searches = additional traffic and conversions

Add ALT tags to ALL images on your website – in content, headers, footers or navigation

Title (link) Tags (used when linking from image)

Google Analytics

www.google.com/analytics

Create new domain via Admin – create new account from Account dropdown menu

Create your code which needs to be added to every single page you want analytics for. Google code sits in the head of the page code – your web developer will sort for you. No developer, follow Google's on page instructions

Sync the analytics with your Google Webmaster account

More on analytics:

google.co.uk/intl/en_uk/analytics/index.html

More on webmaster:

google.co.uk/intl/en/webmasters