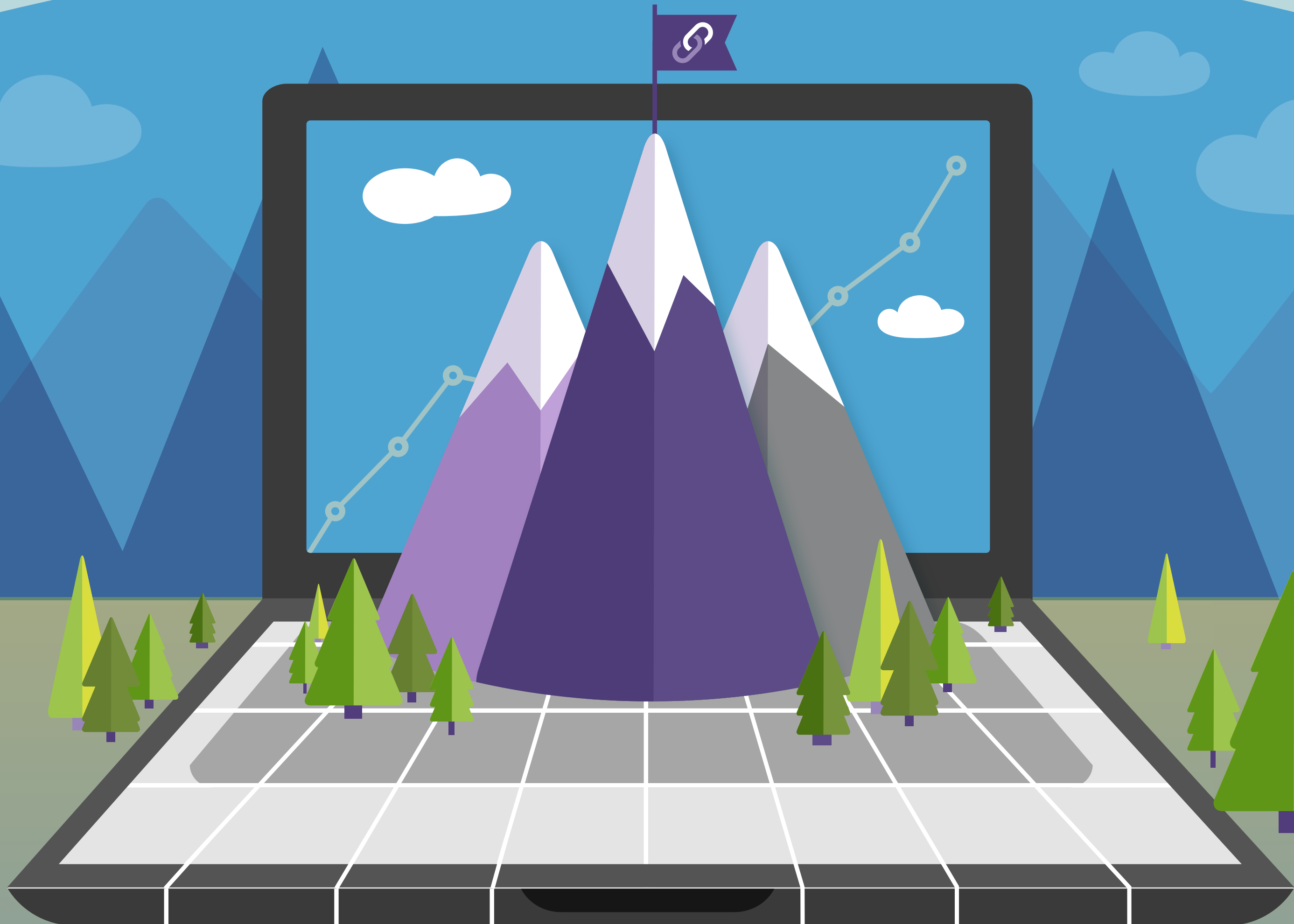


Conquering Digital Marketing in 2019

Avoid the Pitfalls and Gain Advantage



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Avoid the Pitfalls and Gain Advantage

3. Did You Know?
4. Avoid Catastrophic Mistakes
5. Organic SEO - On Page
6. Organic SEO - Off Page
7. Social Media Signals
8. Social Media Advertising
9. Pay Per Click (PPC)
10. Google Business (Maps)
11. Voice Search
12. Video Marketing
13. About Lilac James

Did you Know?

94%

94% of page clicks go to the organic section

85%

Google has 85% of the search market

66%

66% of UK residents use social media platforms

25%

25% of local users click on Google Business (maps)

20%

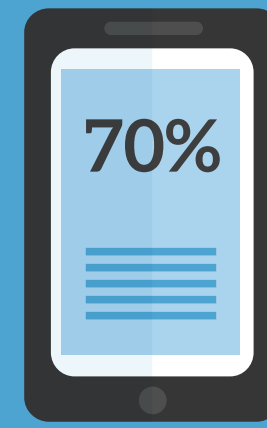
20% of searches made on a mobile are 'VOICE'

6%

Less than 6% of users will go to Adwords PPC

3%

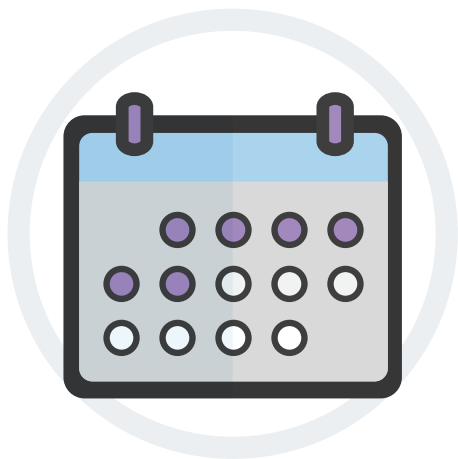
Only 3% of users go to page 2



More than 70% of users are on a mobile device. Are you mobile friendly?



A new website can destroy your Google rankings overnight



New domains will take at least 6 months to gain traction



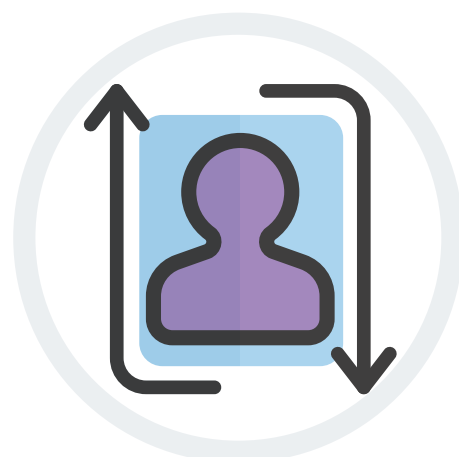
Your server should be as close to your target market as possible



Negative SEO is where your competitor creates bad links in an attempt to get you a penalty. Would you know they were doing it?



Is your site optimised for the keywords users actually put into Google?



Re-brands to new domains can result in your site starting from scratch



Poor quality back links can earn you a Google penalty

Google's aim is to provide the searcher with the best, most relevant search results against their search term. This has always been the case and is the main reason why Google is King.

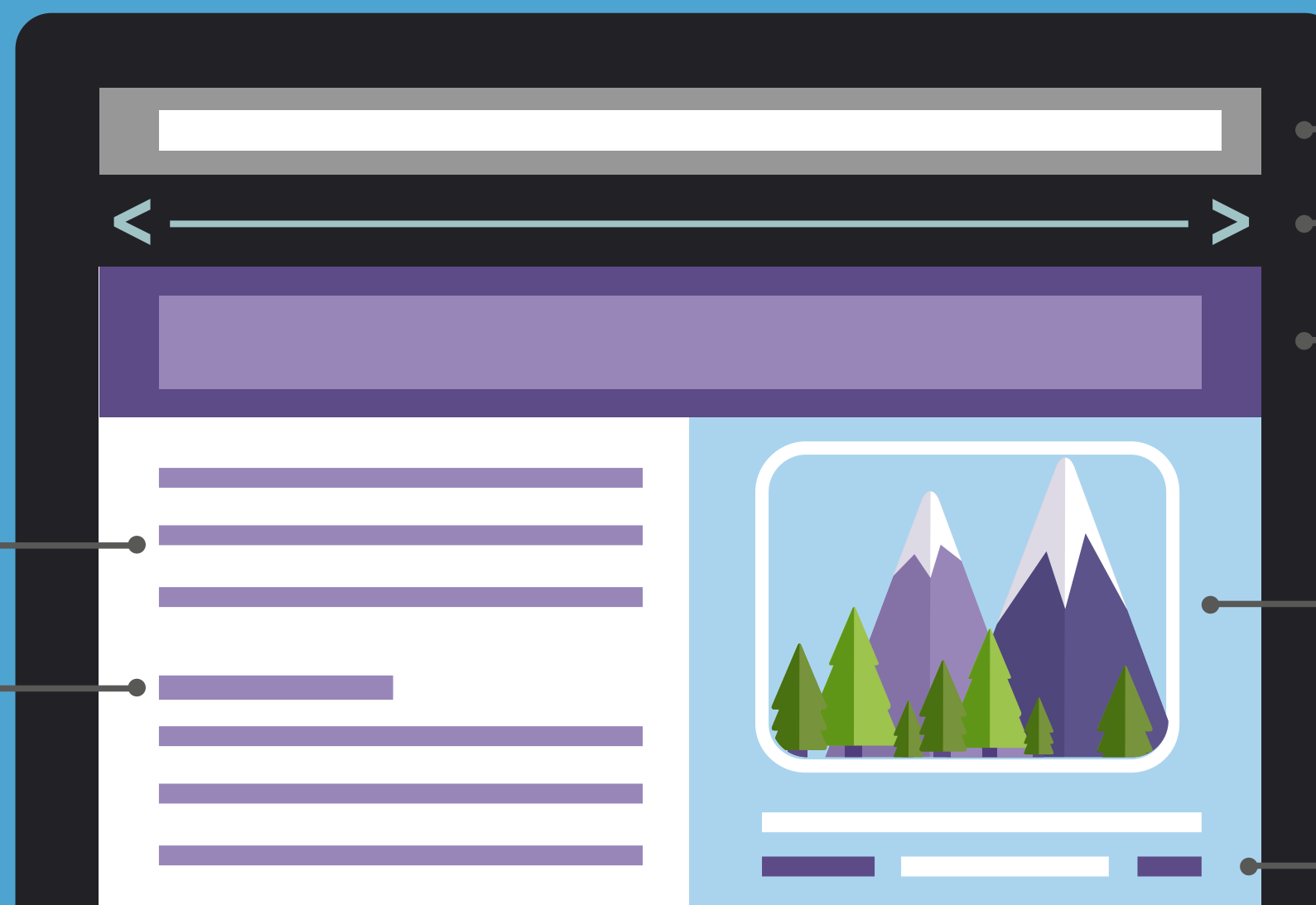
To do this Google needs to understand 'words' and their relation to others. Keywords therefore are still critical but you must know which words users put into Google when they are looking for what you do. The Google keyword planner tool is the best platform we have to understand this and once identified keywords should be allocated to specific pages on your website.

The minimum amount of words you should have on a page is 300 but research shows that pages with masses of relevant, well-structured content do far better in the rankings. 1000 words will stand you in good stead but make sure these include related words, alternatives and synonyms.

With 94% of page one users going to the organic section competing organically has never been more important. The internet however is a competitive arena, understand competition levels and be realistic. Capitalise the long tail keyword, multiple keyword groups that enjoy lower search levels but are therefore less competitive. Be prepared for the long haul, organic Google success takes time, dedication and effort.

Keywords should be integrated into multiple on page elements, telling Google exactly what that page is about. On page elements include:

Content
Additional H tags



Page URL
Meta Data
H1 Heading
Image/video file tags
Anchor Text

After your site is as optimised as possible for the keywords you want to be found for there are only 2 other elements that will improve your digital position.

These are 'social media signals' and 'back links'. Back links remain the number one ranking factor for Google, and whilst it is now far more difficult, it is still possible to build high quality links coming back to you from third party websites.

Permissible tactics in 2019 include:



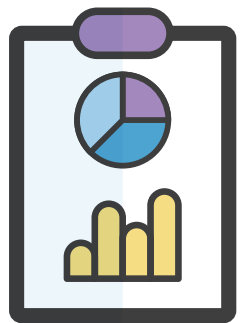
Guest
Blogging



Expert Article
Writing



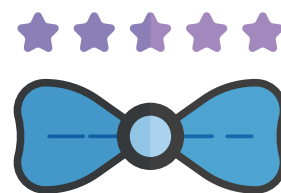
Building
Resource Pages



Infographics



Digital PR



Directory / Industry
Associations

The number of other domains linking to a web page remains one of the most important factors but the link must come from a credible site with a low spam score. Use www.opensiteexplorer.org to establish the domain authority of the hosting site. Use your time wisely when reaching out to potential publishers, is their site authority worthy of your time? Google hates duplication so write unique, informative content that will be of interest to the readers. Make sure you link back!

Capitalise on your relationships with other businesses, industry associations, universities etc. Who do you know that could host well informed content for you, allow you to show case your expertise in the field?

Here is a top blog post from Moz.com about 'off page' optimisation:

<https://moz.com/blog/offpage-seo-strategies>

Google monitors social media signals between websites and it is estimated that these signals account for 10% of ranking results. Irrespective of ranking effect over 66% of all UK residents are on some form of social media platform, can you afford not to be there?

The first step is to understand which platform your target market is present on? Facebook has over 70% of the UK market share but is predominantly suitable for the B2C sector.

Twitter has more of an even spread across B2C and B2B sectors with LinkedIn being the ideal platform for B2B organisations.

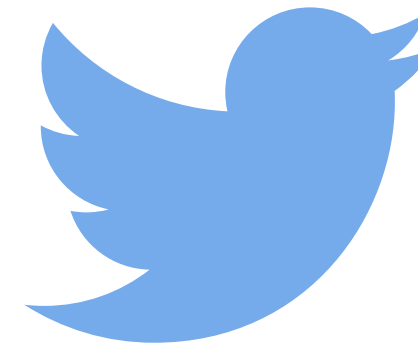
There are however a myriad of other social media channels that could prove highly successful for you, it all depends on what you do. Identify the right channel and set about engaging the users within them. It is not good enough to just be another voice, be the voice that offers the best information. Aim to inform, not sell. Everyone hates being sold to!

Here are some platforms and some stats to get you thinking.



74.03%

Facebook is still king of the UK social media market share



12.03%



7.8%

2.18%



1.62%



0.92%



0.63%



0.32%



0.24%



Market share is more evenly spread over those ranking 4-9

Advertising expenditure within social media advertising channels has boomed over recent years and with good reason. Platforms including Facebook, Instagram, Twitter and LinkedIn have developed excellent API's that allow you to identify specific target audiences to receive your content. This is far from the scatter gun approach although it follows that different products & services perform better on some channels than others.

Fundamentally all channels allow you to sponsor a post/tweet, including video clips or site links, to a specific type of user within a specific territory. You then pay a fee which relates to the level of interaction with current costs comparing favourably to Google Adwords.

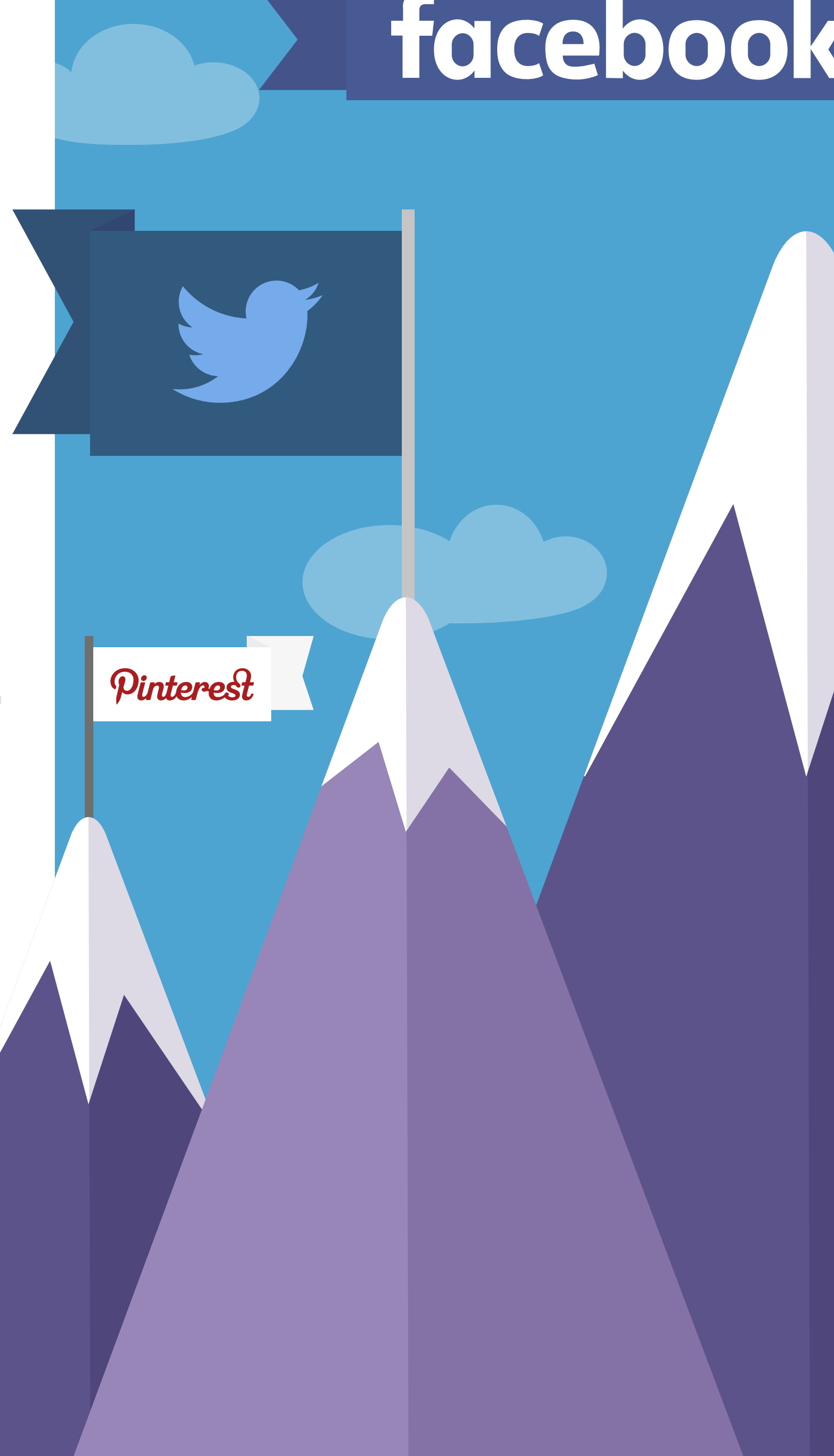
Then comes the power of remarketing. Remarketing Ads, particularly on Facebook, are known to get 3 times the engagement that regular Facebook ads do.

Remarketing works by adding a tag (cookie) to every user that visits your site or interacts with your brand. This tag allows you to show them specific ads in their news feed according to the content

they have previously viewed. Your ads can therefore be customised according to where the target is in your sales funnel.

Facebook and Twitter also allow you to upload customer lists. These are lists that you have previously created, emails, phone numbers, Facebook user ID's etc. Creating a specific target list that you can serve with specific content.

Care should be taken not to 'fatigue' a remarketing audience but the potential is terrific, why would you not want to take advantage of it?



Adwords is Google's primary source of income and it is no surprise that it has grown exponentially as it has become harder to achieve organic positions.

Independent research however tells us that less than 6% of users will actually use this section of the page. They see it as less credible than results lower down the page and without an AD symbol against them.

That said, if you are in a very competitive market, the Ad section may be your best option for a page one result in the short term and providing your campaigns are well structured they can prove cost effective.

Beware however that badly set up PPC campaigns can and WILL waste a lot of money. It is very easy, with one click of a button, to start showing your ads in the USA or for them to start appearing when users make a non-related search term.



Here are some best practice tips to get you on the right track:

- Use the Keyword Planner to discover the words you definitely want your ads to come up for
- Look at the estimated cost per click and set your budget accordingly
- At least initially use an 'exact match keyword strategy'. This means your ads will only show when exact keyword search terms are made (zero wastage)
- Set your territory carefully, where in the world/region do you want your ads to display?
- Write engaging ads that utilise your keywords & include a call to action.
- Set up Ad groups that are based around keyword groups, displaying specific ads against specific keywords
- Make sure the users land on a page which is specific & relevant to the keyword search used
- Use remarketing to show previous visitors to your site specific adverts as they browse the internet. Use the 'Remember Me' tactic!
- Set up Goal Conversions within Google Analytics so you can measure the results of the Ads exactly
- Use Google Analytics to understand user behaviour on site – how can you improve?

The bottom line is if you spend £1 a click on Adwords and get £1.25 back overall you are on the right track and should increase your spend. Adwords is pretty instant and highly measurable if done correctly, it definitely has a place in 2018 and will continue to grow so keep an eye on your competitors!

A Google Business account is critical for a regional business and will allow you to come up within the Maps section when a user makes a regional search term.

You don't even need to have a website to have a Business account and come up on page one.

The '3 Pack' are the first 3 businesses that are shown on page one underneath the physical map. 25% of page traffic will go to this section so competition for the top spots are high.

To set up your account go to <https://business.google.com>
To get into the 3 pack you will need a fully optimised business account. That means adding photos, opening times and asking customers to post reviews.

You will need to verify your business address within the region which means requesting and receiving a postcard at your address. A pin code from that postcard will verify that you operate at that location and you are good to go.



Voice search is on the rise and rising fast. Google currently reports that 55% of teens and 40% of adults use voice search daily. Whilst these are international figures it is clear that Voice search is growing faster than typed search.

Voice searches are different in that users utilise normal conversational sentences instead of odd sounding query lingo. Typically they will ask a question and use long tail keywords. When deciding whom to deliver against voice search requests Google crawls web pages looking for information that closely resembles the query request.

They will therefore look for information that provides a structured or a conversational answer. Typically they will deliver the result from an answer box which is also referred to as a 'featured snippet' at the top of the search page.

You can't ask to be featured in an answer box you simply have to have the best, most relevant answer to the searchers query. Similarly if someone asks a very conversational question and you have an FAQ on your page that closely matches it, they will deliver your information and no one else's.

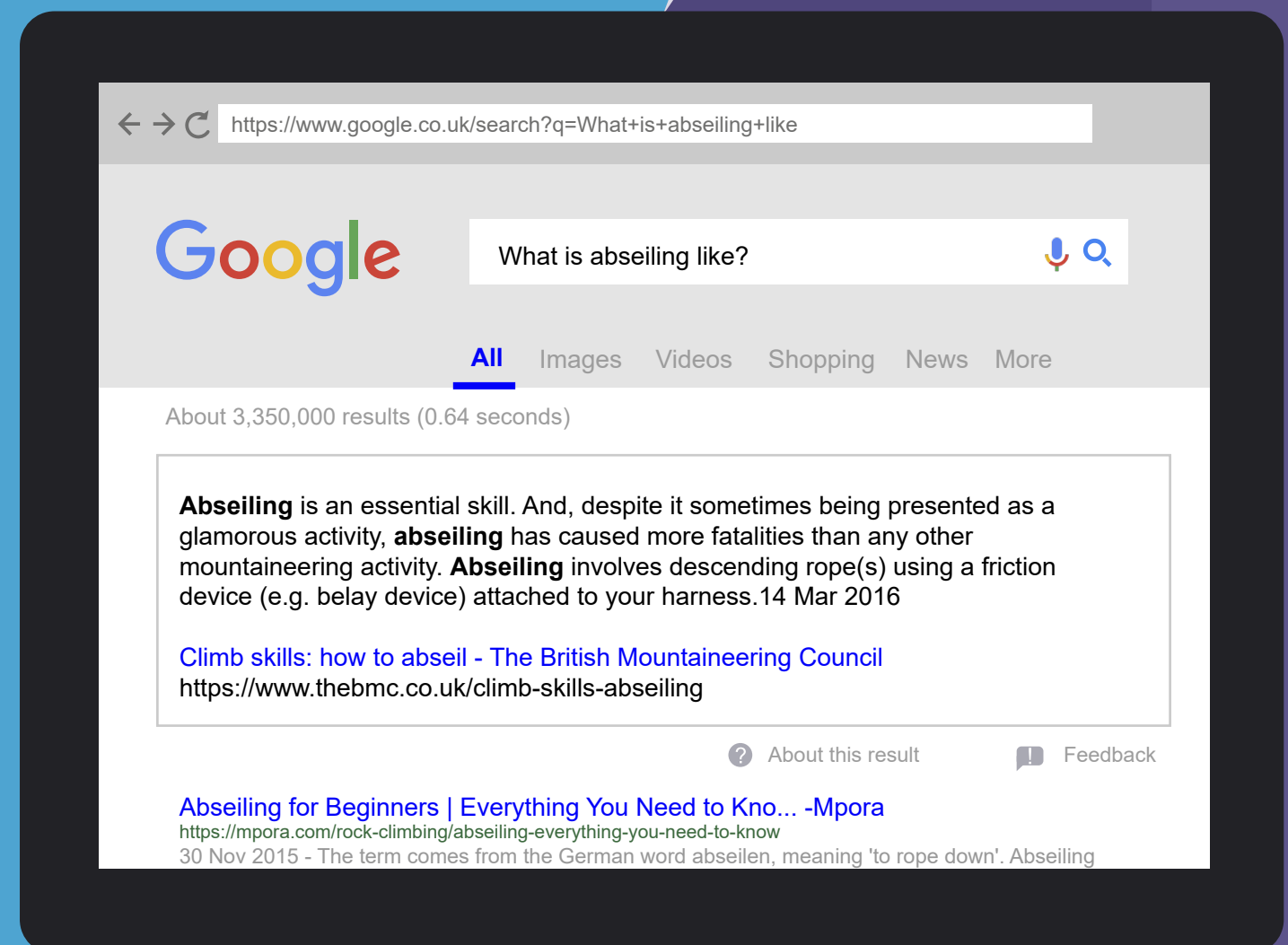
Needless to say this process also links to verified Google Business accounts for when users are making locational searches such as 'who has the best Italian pizza house in Cambridge'.

Try out a relevant voice search for yourself and see what answer is delivered, then consider how you could best optimise your information to be delivered against a voice search. What questions will your target users ask when they are looking for what you have to offer?

Once those questions and terms are identified it is time to think how you can best structure your site to display this information. Remember Google will look to copy a good structure, so perhaps a table, graph or bullet point list? A frequently asked questions section is a must.

Voice search is a hot tip for 2019 so don't get left behind - act now!

What is abseiling like?...



Video Marketing is set to be huge in 2019 and beyond so get on board. We are all getting increasingly lazy and like visual content, hitting the 'play' button is almost subliminal and this is only set to increase.

YouTube (now owned by Google) is a huge search engine in its own right with users regularly accessing it to source information on all sorts of subjects.

Try it out for yourself, pick a topic for your sector and go and see if you can find this information on YouTube in a video format. If you can't then there is your opportunity.

Video production is much less expensive than it used to be and simple formats work well. Consider a series of short videos that you can use on your website and deliver over social media channels.

There are platforms you can utilise to create the content, we like Promo but there is no substitute for a bespoke quality video all about you.

Interaction levels for videos on social media platforms are excellent, much higher than standard text posts so start getting creative. Get ahead of your competitors today!

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The Lilac James Co. was founded in 2008 by Karen James, MCIM.

Karen left a successful corporate career behind her to fulfil a long held ambition to run her own business and improve her quality of life. Capitalising on an original marketing degree and non-conformist reputation, Karen founded her Digital Marketing Agency and has never looked back.

10 years on Lilac has grown to be one of the biggest digital marketing agencies in East Anglia. SEO lies at the heart of the business with Lilac providing white label services to many other professional agencies across the country.

A rare combination of traditional marketing acumen with up to date SEO knowledge and a 'can do' attitude.

Potential clients are invited to contact existing clients for real time service testimonials and view multiple Google reviews, LinkedIn recommendations and case studies online.



Initial marketing consultations and full SEO audits are provided free of charge. If you would like to contact Karen or a member of her team call 01480 219355 or email info@lilacjames.com

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