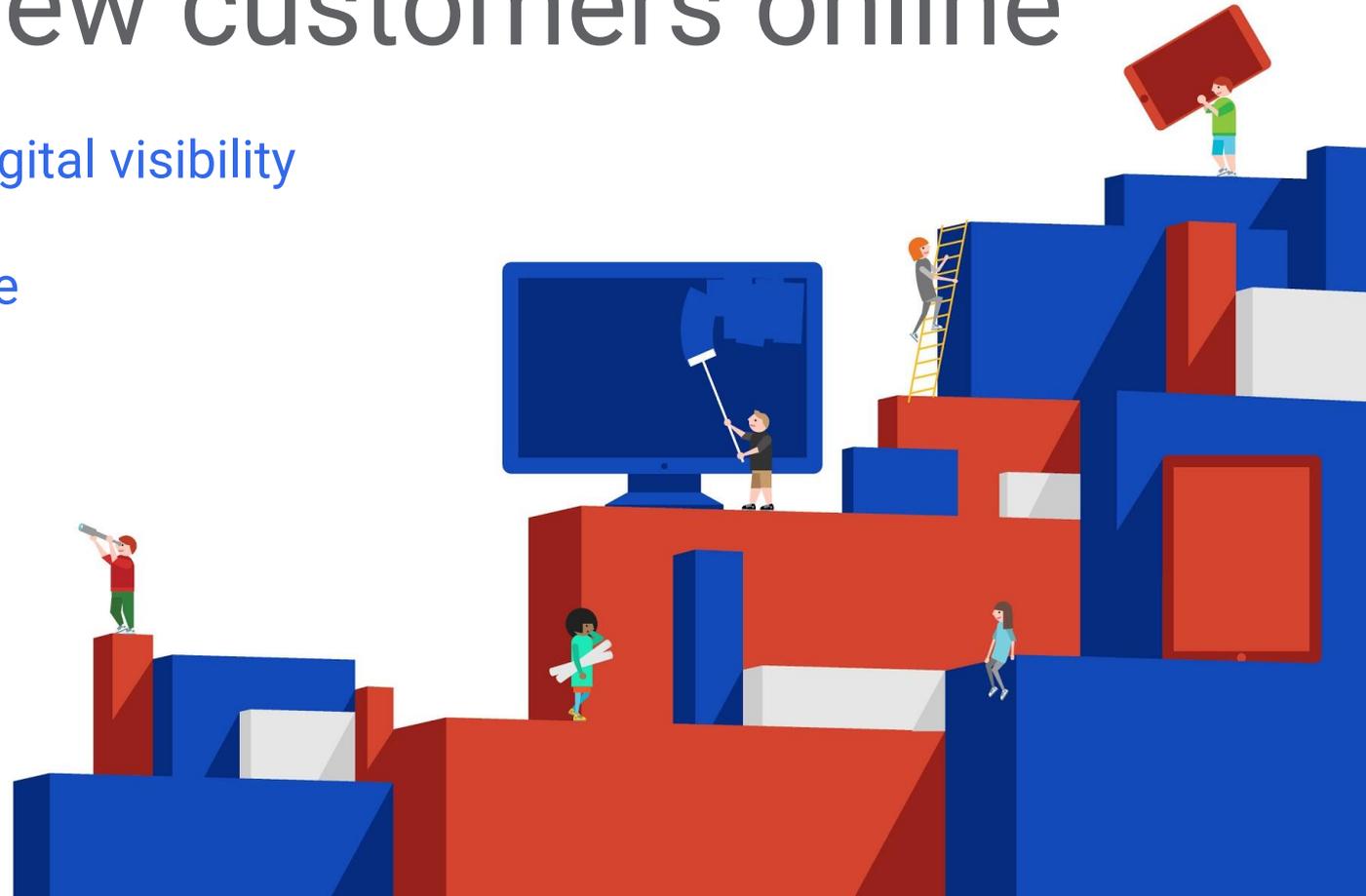


# Reach new customers online

Improving your digital visibility

[g.co/digitalgarage](https://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



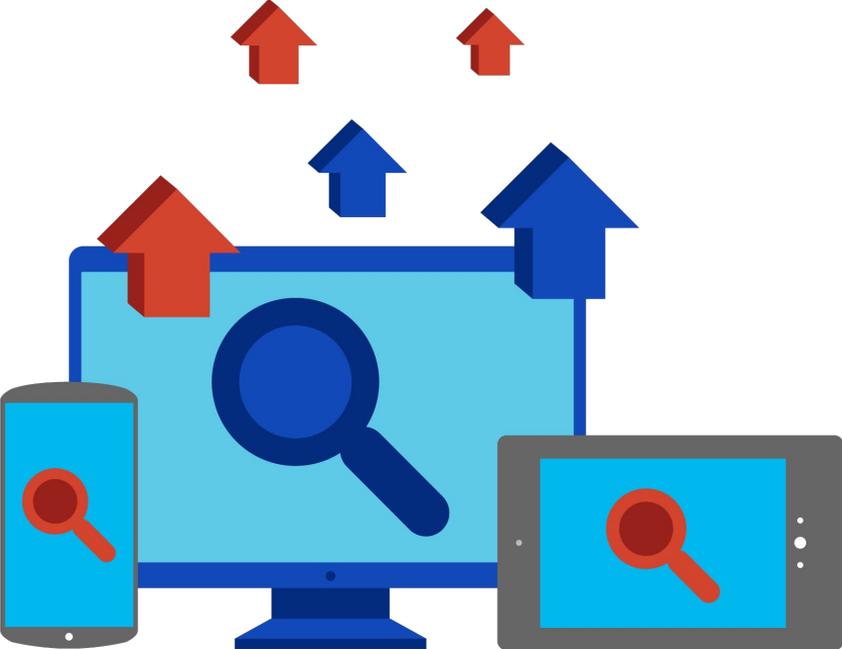
Gain consumer insights and use data to find new customers



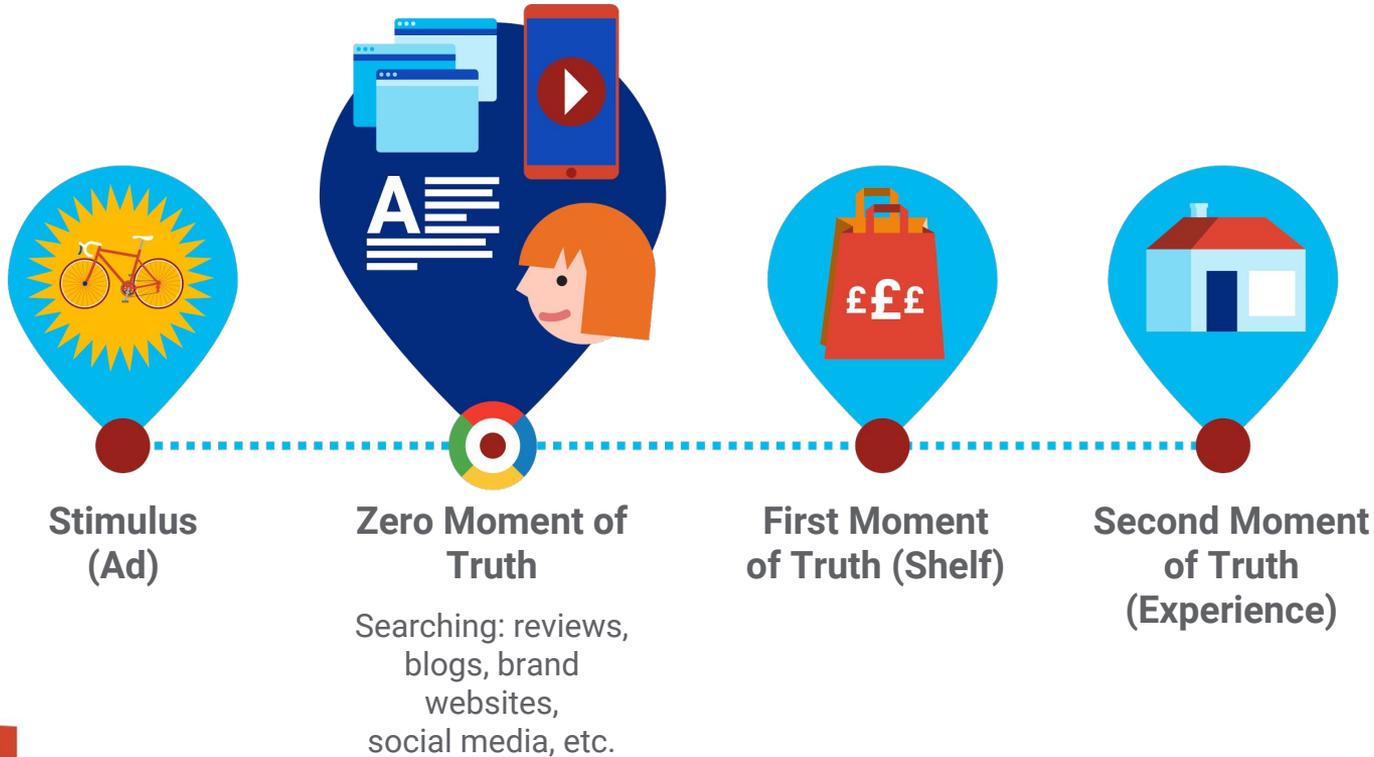
Understand the benefits of advertising online



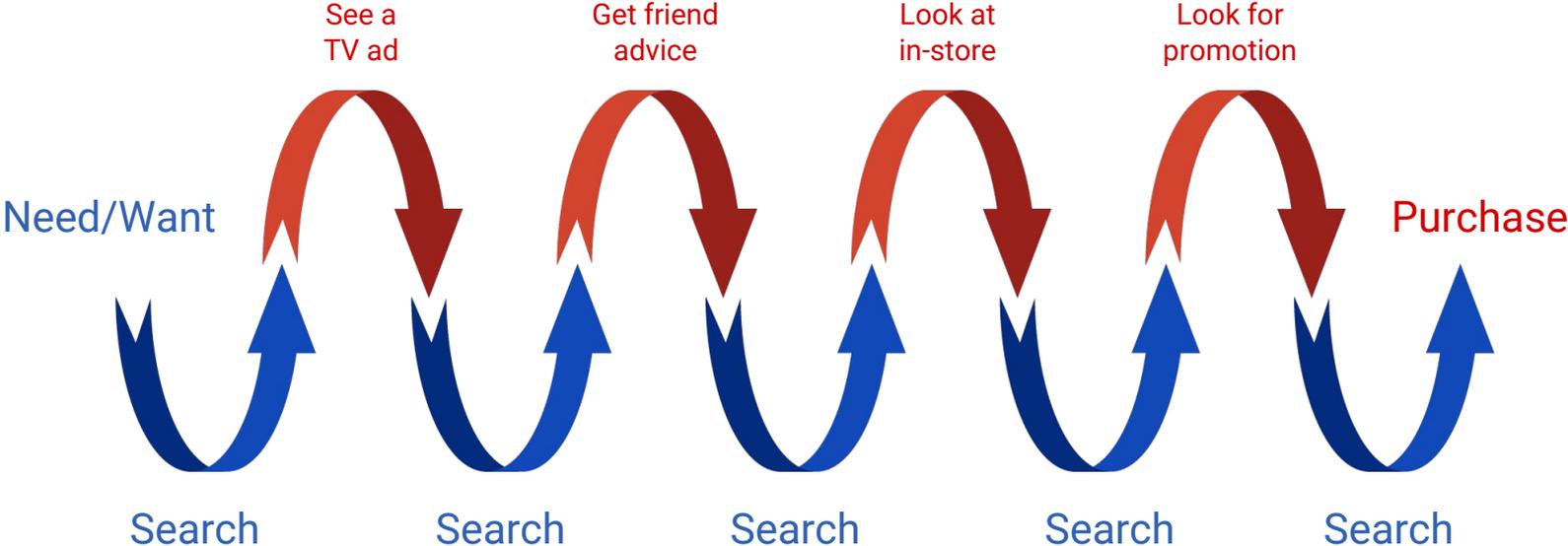
# The Rise of Digital and the Importance of Search



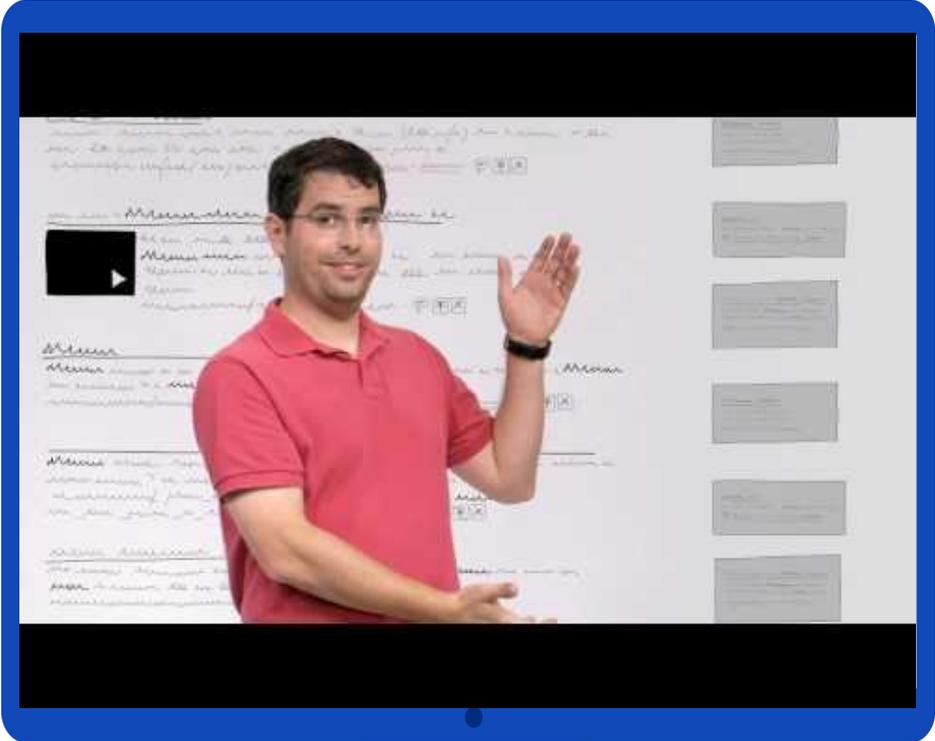
# The new consumer purchase journey



# 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

The screenshot shows a Google search for "squirrel-proof bird feeders". The search bar contains the query, and the results page displays several sponsored advertisements at the top. Below the ads, there are organic search results. A red box with the number "1" highlights the search query in the search bar. A blue box with the number "2" highlights the sponsored advertisements. A red box with the number "3" highlights the organic search results.

Search results for "squirrel-proof bird feeders":

- Sponsored:** Shop for squirrel-proof bird feeders on Google. Includes products like Squirrel-Be-Gone The Baffle (\$29.99), Absolute II Squirrel Proof (\$71.75), Squirrel-Proof Bird Feeder (\$49.95), Birds Only! Squirrel-Proof (\$34.99), and Squirrel X-1 Squirrel Proof (\$19.89).
- Organic:** Best Squirrel Proof Bird Feeder - Amazon.com (4.3 stars), Squirrel Proof Bird Feeders - BirdFeeders.com, and Squirrel Proof Bird Feeders | Wild Bird Feeder | Keep ...

# Search has become richer experience across ALL devices

## 1 Knowledge graph

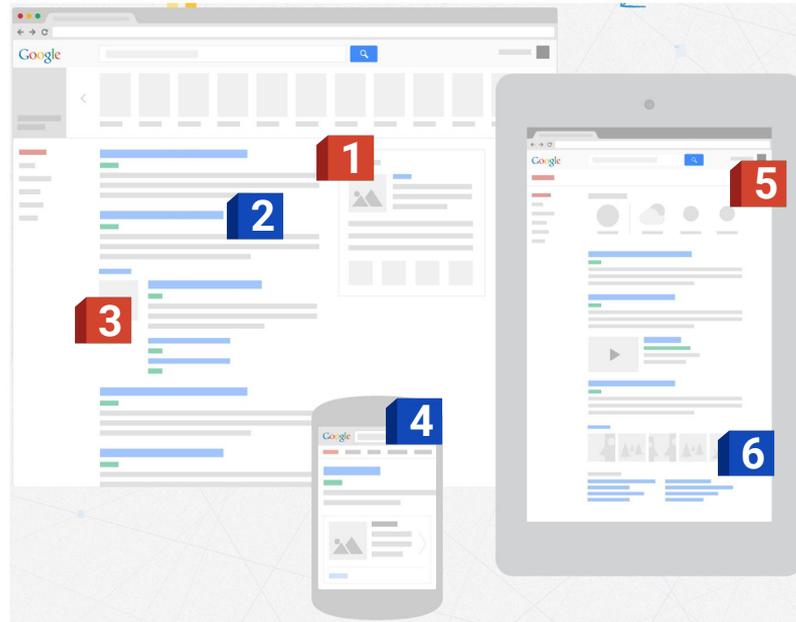
Provides results based on a database of real world people, places, things, and the connections between them.

## 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

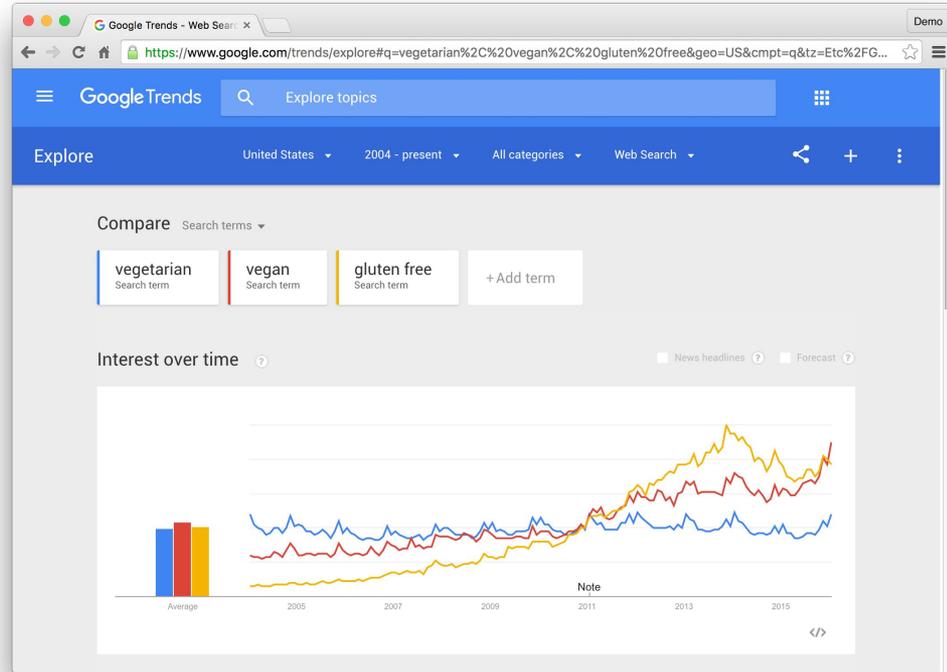
Shows you image-based results with thumbnails so you can decide which page to visit from just a glance.

# How do we understand what customers are searching for?

## Google Trends

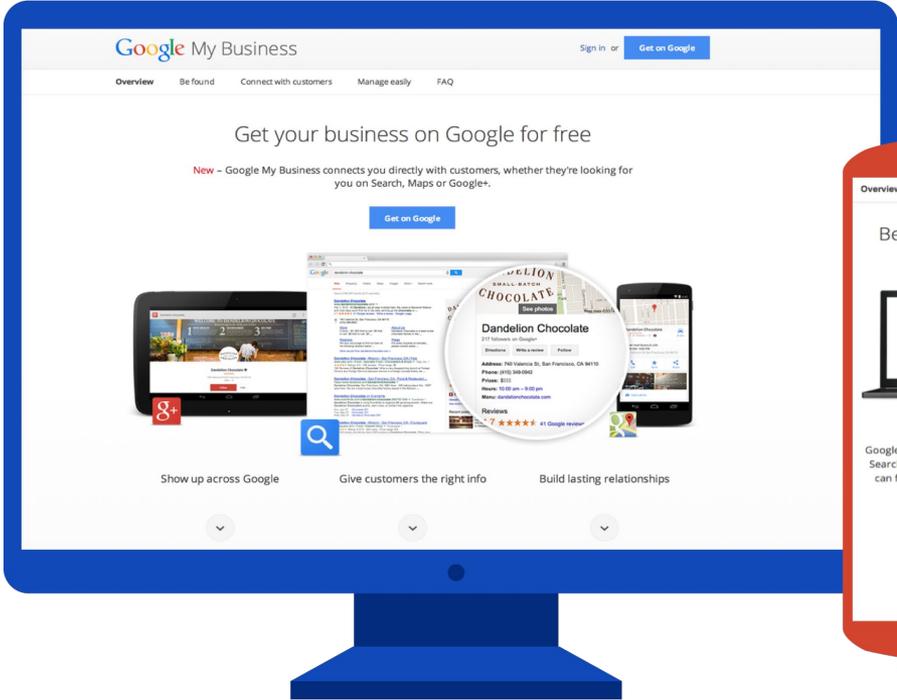
Gain insights into what the world is searching for  
[google.com/trends](http://google.com/trends)

[www.google.com/trends](http://www.google.com/trends)

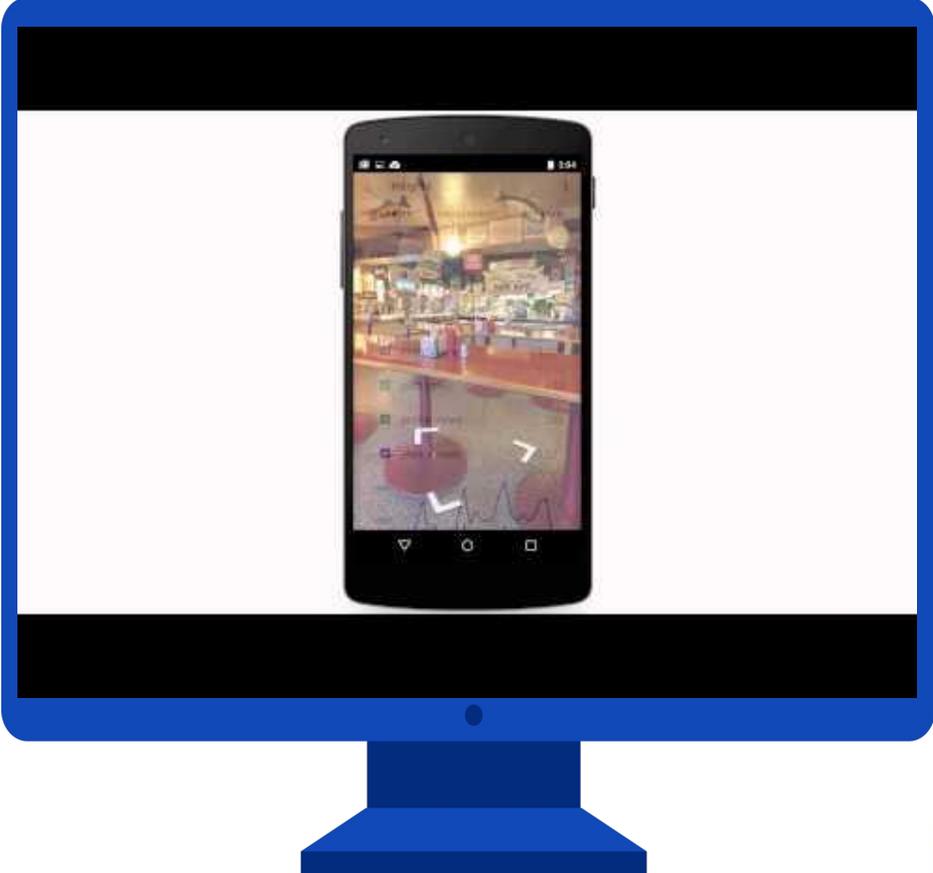




# Google My Business

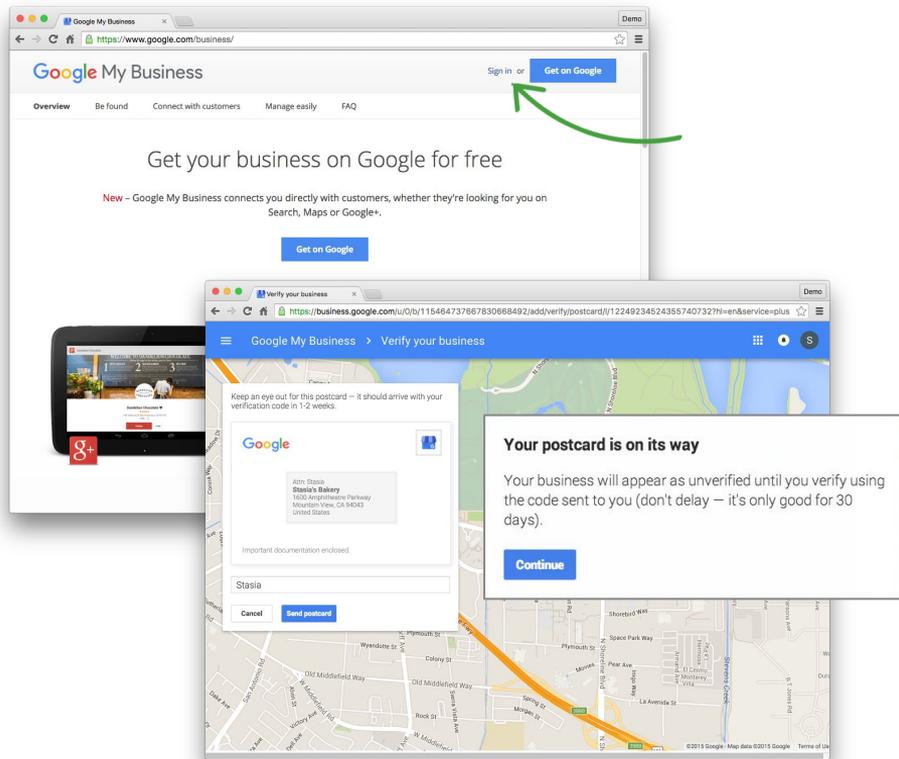


# Get found locally online



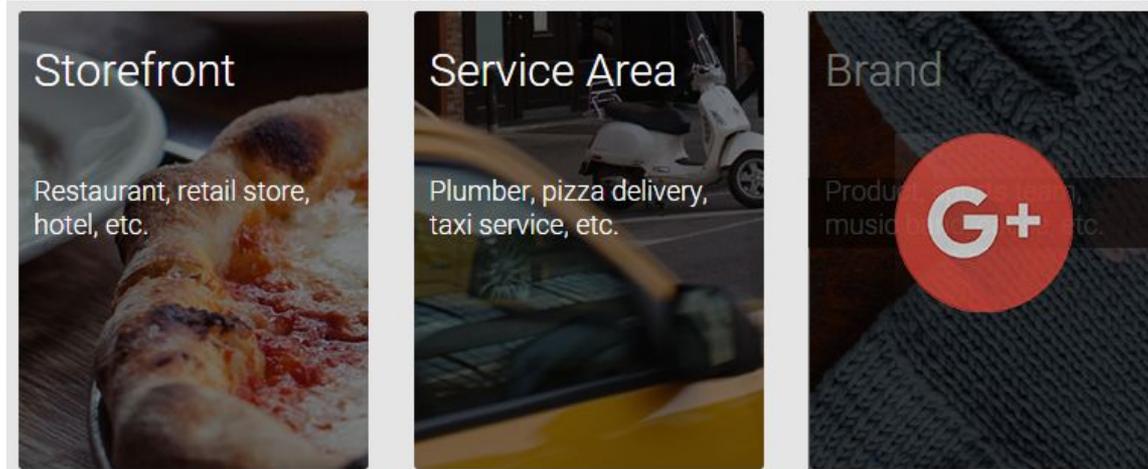
# Be found on Google

- 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

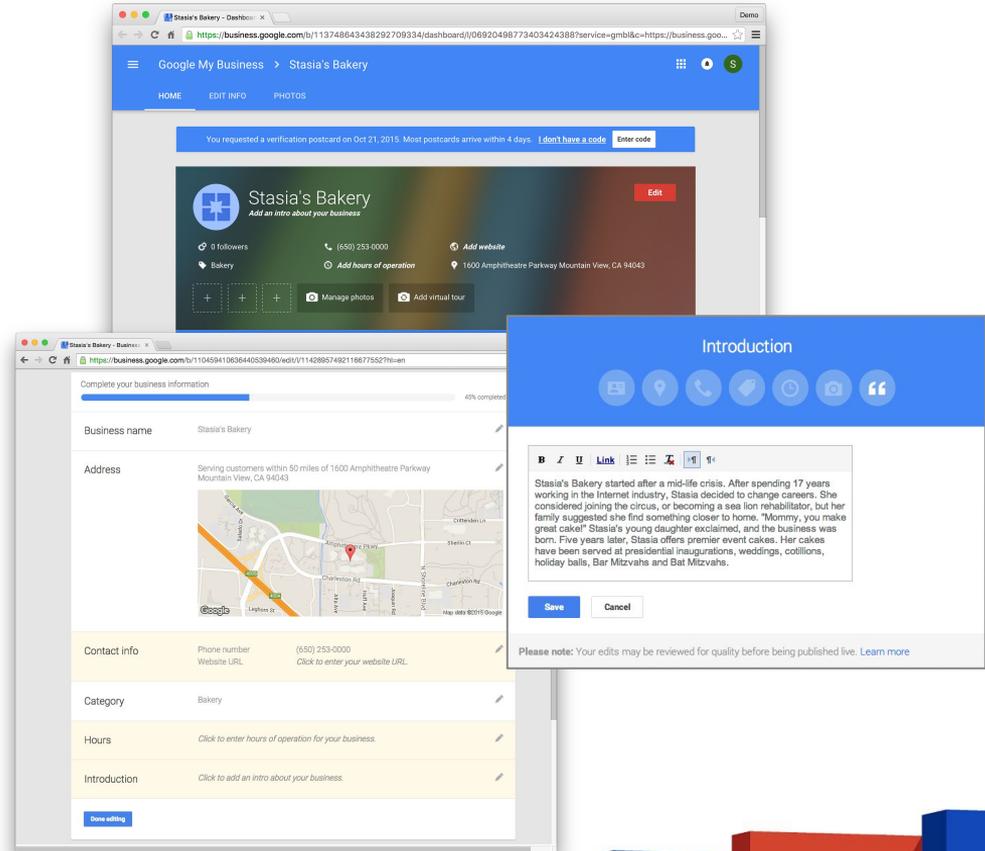
It is important for businesses to understand the categorisation for GMB to ensure they receive the relevant visibility and can get verified appropriately



# 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.

All of your business apps are now in one place

- My Business
- Reviews
- Insights
- Adwords Express
- YouTube
- Google+

View Business Metrics

Manage Reviews

**Dandelion Chocolate**  
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

Share what's new...  
Text | Photos | Link | Video | Event | Poll

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

Edit Business Details

Post Content

Contact info

Phone number: (415) 467-2983

Email address: Enter your email address

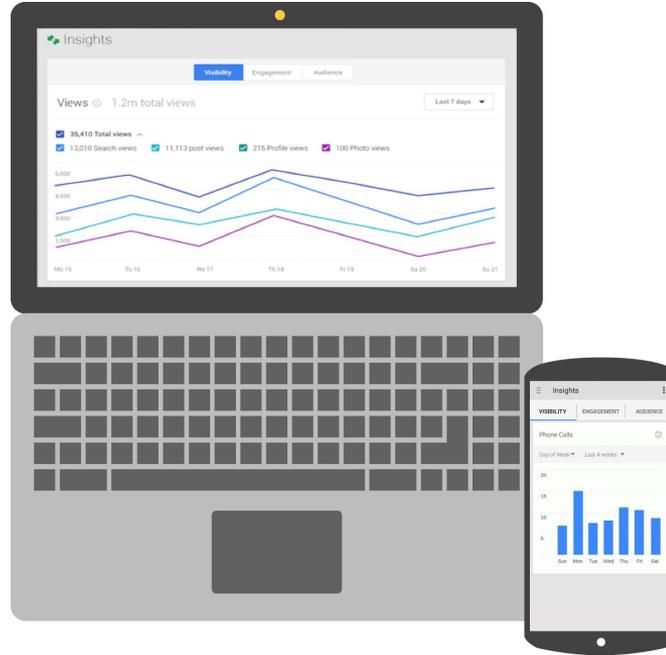
Web address: http://dandelionchocolate.com

Cancel Save

Please note: Your edits may be reviewed for quality before being published live.

# Valuable Google+ insights

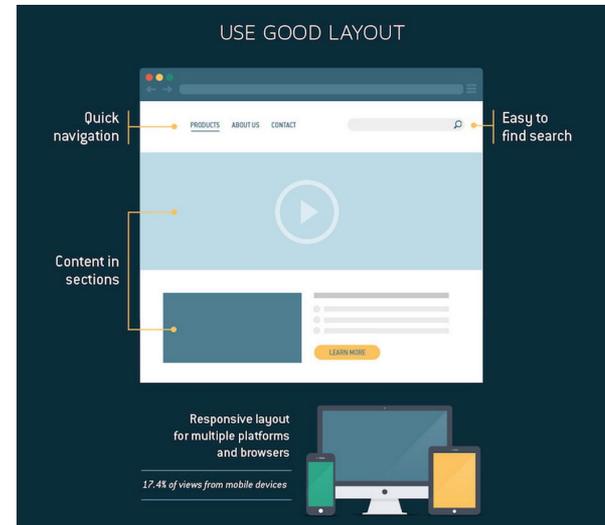
- 1 Audience view**  
Breakdown followers by age & location
- 2 Engagement reports**  
Optimise your content strategy
- 3 Visibility tab**  
Shows page view totals from the last 24hrs



# What is Search Engine optimisation

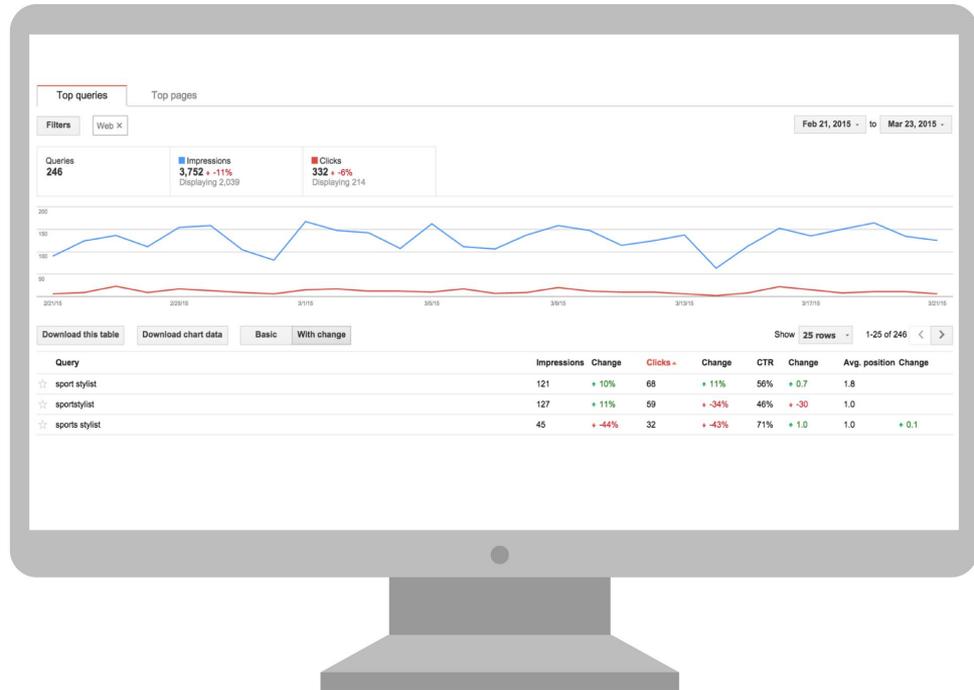
**SEO** is made up of a variety of tasks geared towards improving the usability, usefulness and popularity of a website. Taking action and working on these enables you to influence the rankings of your website in search engines, depending on your keyword focus.

- 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.

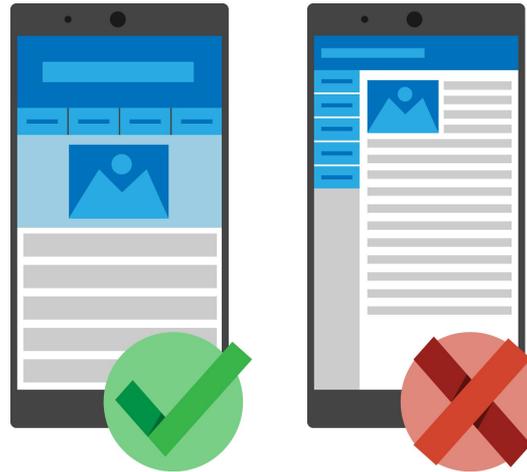
Google bot likes mobile sites that:

- 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

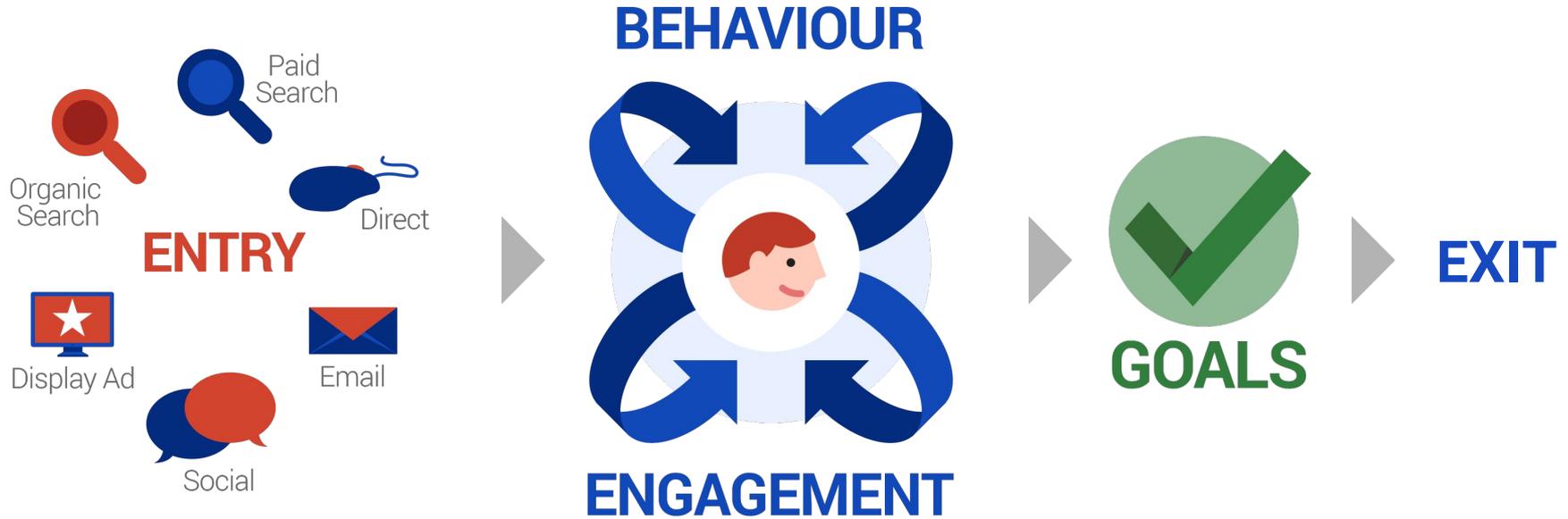
<https://www.example.com/>

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

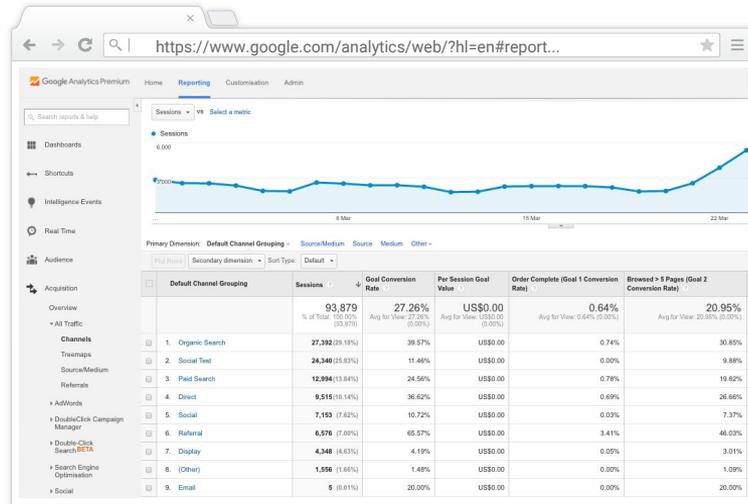


# How does web analytics help understand customers?

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](https://google.co.uk/analytics/standard)

The screenshot shows the 'New Account' setup page in Google Analytics. It includes sections for 'What would you like to track?' (with 'Website' and 'Mobile app' buttons), 'Tracking Method' (with a note about Universal Analytics), 'Setting up your account' (with a required 'Account Name' field), 'Setting up your property' (with required 'Website Name' and 'Website URL' fields), 'Industry Category' (with a 'Select One' dropdown), and 'Reporting Time Zone' (with a dropdown set to 'United States' and '(GMT-08:00) Pacific Time').

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

The screenshot shows the 'Admin' page for the property 'Stasia's Bakery'. The 'Tracking ID' is 'UA-4817349-6' and the status is 'Receiving Data'. The 'Tracking Code' section is highlighted with a blue box and contains the following code:

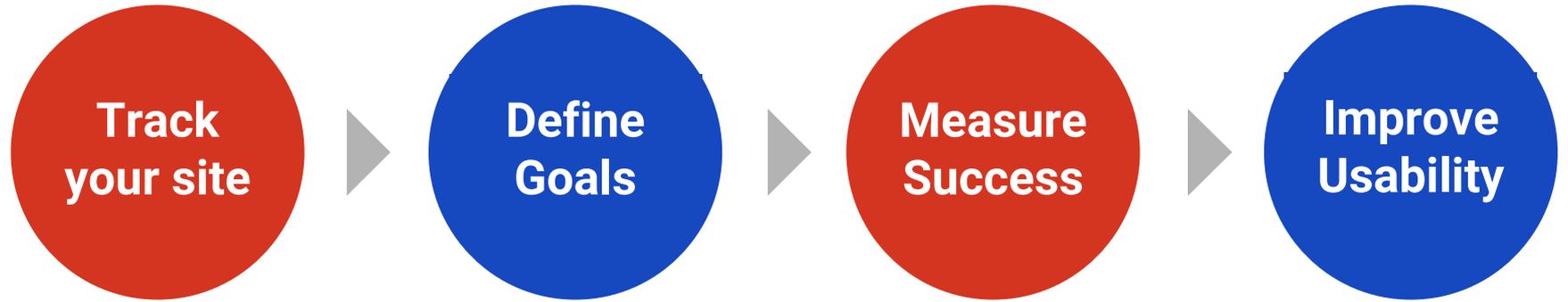
```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;[r]=[]})function(){
  (function(q){[q].push(arguments)}).push(['UA-4817349-6', 'auto']);
  m=s.createElement('script');m.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-4817349-6', 'auto');
ga('send', 'pageview');

</script>
```

An orange arrow points to the 'Tracking Code' link in the left-hand navigation menu.

# Key steps



# What to do

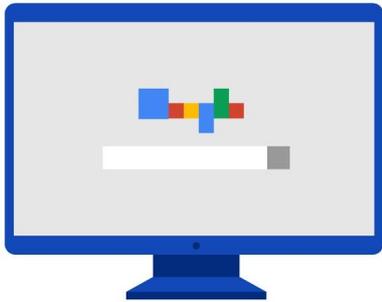
- 1 Register with Google My Business and claim your business listing
- 2 Verify with Google Webmasters and crawl your site to spot errors
- 3 Optimise your site to ensure it is responsive and mobile-friendly



# 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?

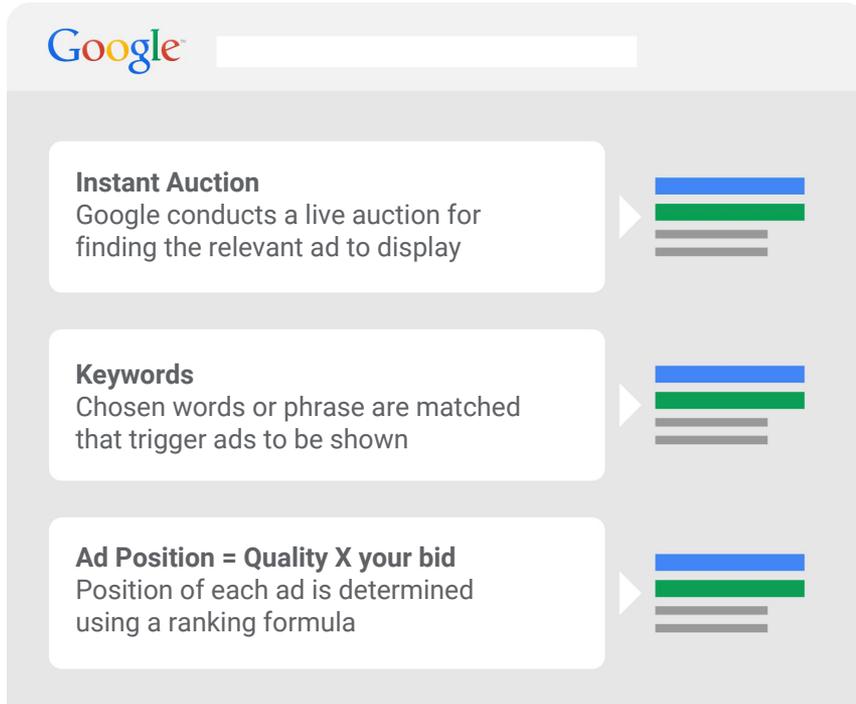
e.g Sales - Registration form errors, too much information requested. Leads into sales?

**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

The screenshot displays the Google AdWords Keyword Planner interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Tools and Analytics', 'Billing', and 'My Account'. The main content area is titled 'Keyword Planner' and features a search bar with the text 'Your product category' and 'Your product category'. Below the search bar, there are several tabs: 'All campaigns', 'Ad groups', 'Settings', and 'Ads'. The 'All campaigns' tab is selected, showing a table of campaigns. The table has columns for Campaign, Budget, Status, Campaign type, Campaign subtype, Clicks, Impr., CTR, Avg. CPC, Cost, and Avg. Pos. A red arrow points from the 'Keyword Planner' menu item in the top navigation to the 'All campaigns' table. The table shows a single campaign named 'Branding Campaign' with a budget of \$1,000/day, status of 'Eligible', and a campaign type of 'Search Network with Display Select'. The table also shows a total row for 'Search' with a budget of \$1,000/day, 28 clicks, 320 impressions, 8.75% CTR, \$0.63 Avg. CPC, \$17.74 Cost, and 1.0 Avg. Pos. The interface also includes a 'Change History' dropdown menu with options like 'Change History', 'Conversions', 'Attribution', 'Google Analytics', 'Google Merchant Center', 'Keyword Planner', 'Display Planner', and 'Ad Preview and Diagnosis'. The bottom of the interface has a note: 'Reporting is not real time. Clicks and impressions received in the last three hours may not be included here. There is an 8h hour delay for some metrics. Time zone for all dates and times: GMT+02:00 (Middle Time). Learn more. Some inventory may be excluded through third party intermediaries.'



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.

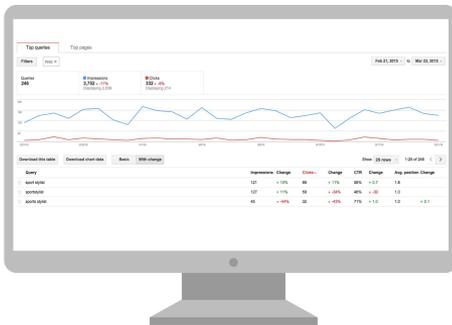
Make it as easy and compelling as possible for them by including these elements found in a landing page that **C.O.N.V.E.R.T.S**



# Final summary



Claim your listing with  
Google My Business  
[google.com/business](https://google.com/business)



Verify your site with  
Google Search Console  
[g.co/searchconsole](https://g.co/searchconsole)



Find your website  
visitors with  
Google Analytics



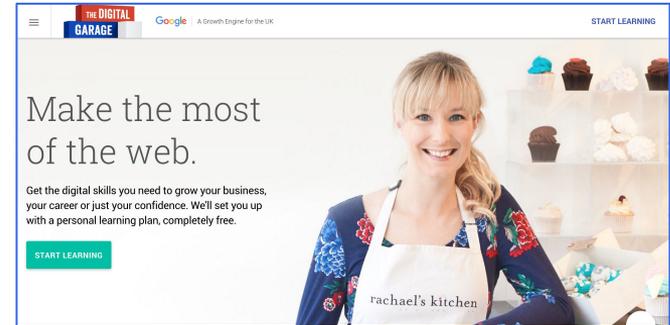
from Google

Learn more:

[g.co/digitalgarage](https://g.co/digitalgarage)

Share your story:

[goo.gl/LX7ky6](https://goo.gl/LX7ky6)



# Thank You!

[#DigitalGarage](#)

[g.co/digitalgarage](https://g.co/digitalgarage)

Slides: [goo.gl/7ovTVB](https://goo.gl/7ovTVB)

