



Driving Traffic to Your Online Retail Site via Social, SEO and PPC

Amy Hobson

Autumn Fair - 5th September 2018



International Digital Marketing Experts

Our Accreditations & Partners



Some Of Our Clients





What Will You Leave With Today?

- The basics of paid advertising
- The basics of SEO
- How to drive traffic to your website using different channels
- How to use measure your digital marketing



SEO



SEO

A large, empty search input field with a thin grey border. On the right side of the field, there is a small, colorful microphone icon, indicating a voice search feature.

Google Search

I'm Feeling Lucky

SEO = having the right keywords in your content that people typically search with



Search Engine Benefits

Consider using **phrases** in your content which contains your **company's keywords** in order to gain maximum SEO benefits

Make the most of your bios on your social media accounts to include **keyword rich information**, relevant to your company

Use tools like **Google keyword planner** to help you identify what terms people are searching for





What Are Search Engines Looking For?

- **Relevancy** – Search engines try to provide the most relevant search results to a users query
- **Quality Content** – Is the content on your website useful and informative?
- **User Experience** – Does your website provide a good experience to visitors? Is it easy to navigate?
- **Site Speed** – How long does it take for the website to load on laptops, tablets and mobile phones?
- **Cross-device Compatibility** – Does your website display correctly on all device sizes?
- **Internal Linking** - Are links in place to logically direct users around the website?
- **Meta Descriptions & Title Tags** – Have these elements been written with the end user in mind?
- **Tagged Images** – Have all images on the website have a custom alt-tag?
- **Local SEO** – Is it clear to the search engines and customers where your product/service is located?
- **Social Media** – Utilise social media as a customer service channel and to drive traffic to the website.

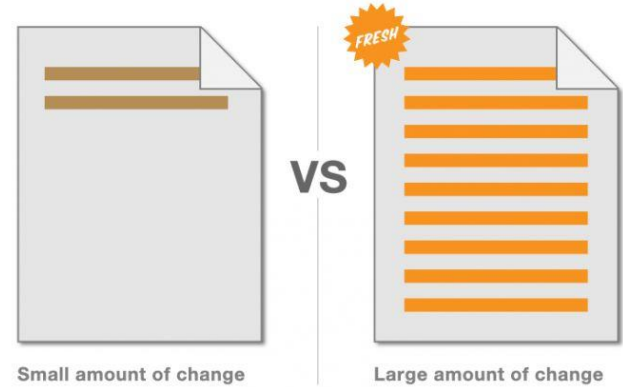


Keeping The Site Up To Date

- Accommodation
 - Information
 - Imagery
- Local Area
- Blog Content

From an SEO perspective

1. Create new content regularly
2. Focus on core content
3. Work to increase clicks and time spent on a page
4. Invest time into each page of the website
5. Google can't read image content



“Changing a large amount of text on a page can have a positive impact on the performance of your website rankings”

- MOZ



Titles & Meta Descriptions

Page Titles

- Max 55 Characters
- Make it relevant to the page
- Use it as a sales tool
- Entice users to click

Meta Descriptions

- Max 155 Characters
- Make it relevant to the page
- Use it as a sales tool
- Entice users to click

The Top 10 Things to Do in Budapest 2016 - TripAdvisor

https://www.tripadvisor.co.uk/Attractions-g274887-Activities-Budapest_Central_Hun... Hotels near Parliament. Hotels near Fisherman's Bastion. Hotels near **Szechenyi Baths** and Pool. Hotels near St. Stephen's Basilica (Szent Istvan Bazilika) Hotels near Shoes on the Danube Promenade Memorial. Hotels near **Chain Bridge** (Szechenyi lanchid) Hotels near Danube. Hotels near **Castle Hill**. Fisherman's Bastion · Shoes on the Danube ... · Szimpla Kert · Faust Wine Cellar

Budapest Top 10 - Top 10 Things to do in Budapest

visitbudapest.travel/activities/budapest-top-10/ First Time Visitor's Top 10. Discover historic **Castle Hill** with a walking tour. Take a Danube cruise for beautiful panoramic views of Buda and Pest. Enjoy a performance at the world famous Budapest Opera House. Shop with locals or try some traditional Hungarian food at **Central Market Hall**. Budapest Baths · Central Market Hall · Danube Cruises · Castle Hill Walking Tour

Fun Things to Do in Budapest

visitbudapest.travel > [Explore](#) > [Budapest Tours & Activities](#) Don't stay stuck in a museum your whole vacation - there's far too much fun to be had with the many activities that **Budapest** offers. Choose from cooking classes, ...

Top things to do in Budapest, Hungary - Lonely Planet


<https://www.lonelyplanet.com> > [Europe](#) > [Hungary](#) > [Budapest](#) Discover the best top things to do in Budapest including Castle Hill, CAFE Budapest, Bors Gasztró Bár.

Top 12 Things to Do in Budapest - Luxe Adventure Traveler

luxeadventuretraveler.com/things-to-do-in-budapest/ Budapest is also far less expensive than Paris and we love the variety of activities to do there. So we've compiled this list of what we think are the top things to do ...



Internal Links



+44(0) 1223 258000 info@socialb.co.uk

[Home](#) [What We do](#) [Our Clients](#) [About Us](#) [Blog](#) [Contact Us](#)

People can interact with your expanded ad in different ways, depending on your ad layout. They can play video, fill out a form, click to go to your website, or (when they're on mobile) click to call or to go to an app marketplace.

For a detailed explanation on how these work, you can read our blog article about **Gmail ads**.

Remarketing For Shopping

Remarketing for search ads was introduced by Google around 2013. However, were you aware that you can also use these lists for your shopping campaigns?

Google shopping is growing by leaps and bounds and is showing no signs of slowing down. In fact, some marketers are of the opinion that it might surpass search in the near future. Due to the tremendous growth and future potential in Google shopping campaigns, it would be foolish not take advantage of this advertising channel.

You can use the same remarketing lists that you create for your search campaigns.

Remarketing in shopping allows advertisers to tailor bids for many different actions, including specific page visits, cart abandonments and previously converting customers.

Whether you are a seasoned in using Google Shopping or just a newbie, the RLSA targeting option is a great feature to use to your advantage.

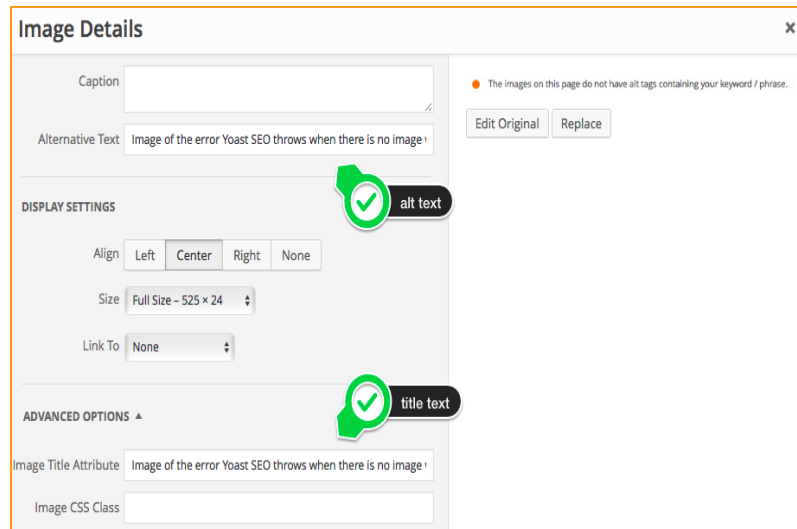
Have you come across any other AdWords features that are lesser known but useful? We would like to hear from you. Please feel free to provide feedback in our comments section below.



Images

5 Simple Tips

1. Name images descriptively and in plain English
2. Think strategically about alt tags;
3. Compress the file as small as possible;
4. Utilise JPEGs where possible;
5. Test images on different devices.

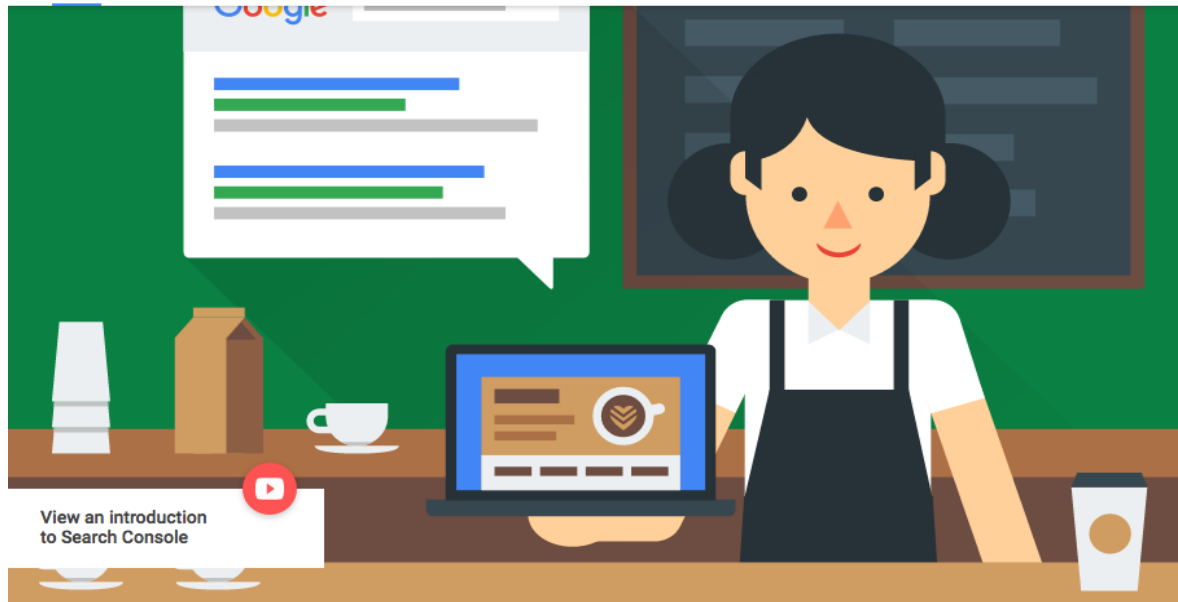




Google Search Console

Google Webmasters

[Home](#) [Support](#) [Learn](#) [Connect](#)



View an introduction to Search Console

You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

[SEARCH CONSOLE](#) ↗

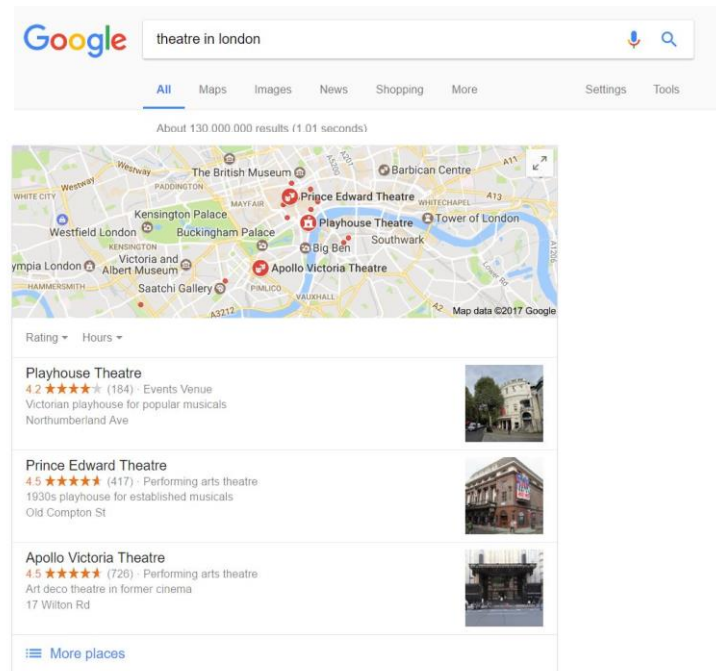


Local SEO

Local SEO is very important to find you for **specific queries** in a **local area**.

Local results typically include:

- A Google Map
- Map Pack
- Organic Results
- Paid Results





Customer Reviews...

...are very important and should be acquired at every possible opportunity!

How do I gain more reviews?

- Ask In Person
- Request in follow-up email
- Social Media



tripadvisor®

Google





Keywords

The key to success with all of your target keywords is:

Relevancy

Is the copy on your website written for humans and not search engines?
Customers want to see information on your website that is relevant to them.

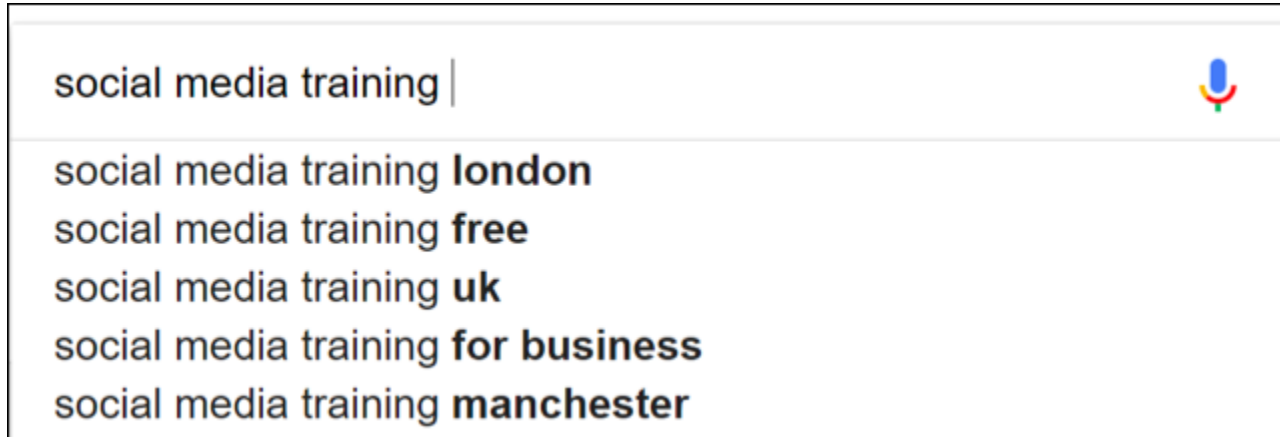
If you attract users through the wrong keywords and they leave your website quickly after landing, **these poor stats can affect your search engine rankings.**



Google Suggests...

Another very quick and easy tool to use is Google itself!

Just Google a query and see what other results you get!





**Drive Traffic to
Your Site**



All of your digital marketing efforts promote your website and are measured & improved using analytics.



Social Media

SocialB @SocialBuk · Jan 22

Millennials aren't just a niche consumer segment - they make up 21% of the population. Brands should consider these [#marketingtactics](#) when engaging them:

goo.gl/8Vkbwz #DigitalMarketing



3 Tips To Boost Your Google My Business Listing

3 2

Taverham Vets
5 March at 19:45 · 🇬🇧

Lets see how good your dog breed knowledge is!
Cross breeds welcome too - please mention that your doggy is a crossbreed so we can have a guess!



POST A PHOTO OF YOUR DOG AND SEE IF PEOPLE CAN GUESS THE BREED!

Like Comment Share

👍👍👍 52 Chronological

8 shares

Graveney Gin
26 January · London · 🇬🇧

A valentines evening, not to be missed.

This is one for all you love birds and friendly-lovers a like; an evening of collaboration with the best of what Tooting Market has to offer!

Join us in the Tooting Market Square for an evening of goeey love ballads, cosy atmosphere, and a delectable, romantic menu created by the likes of Graveney Gin, Unwined in Tooting, Franco Manca, Boom Bap Burger, Nuvola Little Bakery and Harry's Chocolate Emporium.... See more



Get cheesy this February...
A CHEESE-Y VALENTINE'S
@ Tooting Market
Wed 14th Feb 2018

A special market event with collaborative menu for:
Graveney Gin
Franco Manca
Boom Bap Burgers
Nuvola Little Bakery
Harry's Chocolate Emporium & Unwined in Tooting

Details & tickets available at tootingvalentines.eventbrite.co.uk

A Cheese-y Valentine's @ Tooting Market

This is one for all you love birds and friendly-lovers a like; an evening of collaboration with the best of what Tooting Market has to offer! Join us in the Tooting Market Square for an evening of goeey love ballads, cosy atmosphere, and a delectable....

EVENTBRITE.CO.UK

Like Comment Share

👍👍👍 5

1 share



Blogging

SMP WEDDINGS SMP LIVING SEARCH Q SUBMIT WEDDING SIGN IN

ETHEL ME PRETTY LIVING

PRETTY REFRESH CHALLENGE

INTERIOR DESIGN ▾

ENTERTAINING ▾


FOOD + DRINKS ▾

FASHION + BEAUTY ▾

CHILDREN + FAMILY ▾

LIFESTYLE ▾



VENDORS



8 Easy Ways to Keep Your Home Clean (and Pretty!) with Pets

Home

Speaking first hand (as the mama of a sweet pup), keeping a home stylish and clean with pets can be SUCH a challenge. Because for me? The two go hand in hand. After nearly 8 year...



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NEW GIFT EDIT
Gap year trinkets and travel talismans



EVENTS
Time to Sparkle
18th September, Second Cup Coffee



BIRTHSTONE GIFT EDIT
Schedule Amber Sapphires



HOW-TO BLOGS
Choose the right necklace for you


SYMBOLS & MEANING
Daisy Healing Stones



Email Marketing

Freya Style News

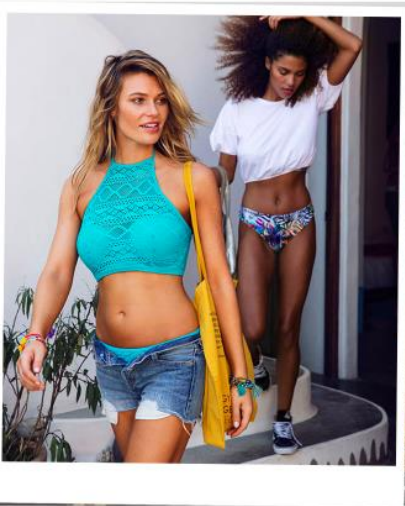
Lingerie Swimwear Active Advice Freya & Friends Find a Store



FESTIVAL VIBES

Take centre-stage in Freya's statement-making collections.

VISIT FREYA



Be on trend with the latest business styles [View this email in your browser](#)

Pens Refills Limited Editions Gifts



Back to Work Essentials



Measurement & Analytics



Goal Tracking

The background of the quote is a landscape of mountains at sunset or sunrise. The sky is a gradient of orange and red, transitioning into a blue sky above the mountain peaks. The mountains themselves are silhouetted in various shades of blue, with the foreground being the darkest and the background being the lightest.

You can't manage what
you don't measure.

Peter F. Drucker



What To Measure

- Channel growth
- Audience demographics
- Who you are engaging with
- Engagement on a post level
- Social traffic to your website
- Conversions

Measure your progress against:

- Your objectives
- Your competitors





Measurement Tools

Key Tools:

- Google Analytics
- Facebook Insights
- Twitter Analytics
- LinkedIn Analytics

Other Useful Tools:

- Hootsuite
- Followerwonk
- Tweetreach

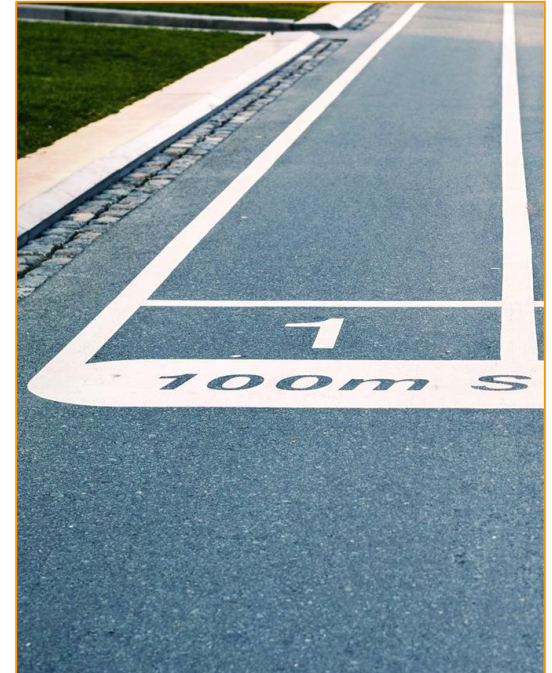




Identify Your Objectives

Align your marketing goals to your business goals

- Which channel is delivering the most conversions?
- What was the cost CPE/CPA?
- Are you looking for leads, brand awareness, raise awareness of a specific product or service?
- Which marketing activity delivered the best ROI?
- How much time did we spend?







What to measure - website

Key Website Metrics

Sessions – The total number of visitors to your website

Users – The total number of unique visitors

Page Views – The total number of pages viewed

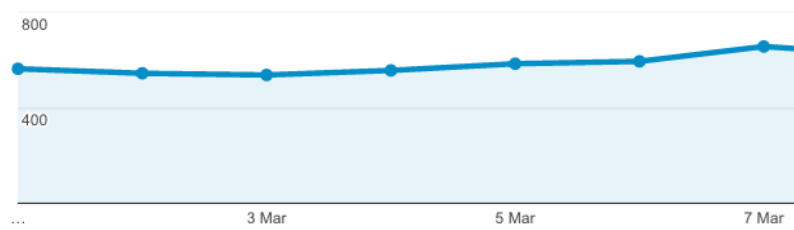
Pages Per Session – How many pages have been viewed

Avg Session Duration - How long a user spends on the site

Bounce Rate – The number of people who land on your website without taking any further action

Goal Completions – How many times a key goal has occurred.

- Audience
 - Overview**
 - Active Users
 - Cohort Analysis BETA
 - Demographics
 - Interests
 - Geo
 - Behaviour



Sessions

9,446

Users

7,906

Page Views

34,381



What to measure - email

Email Marketing Key Metrics

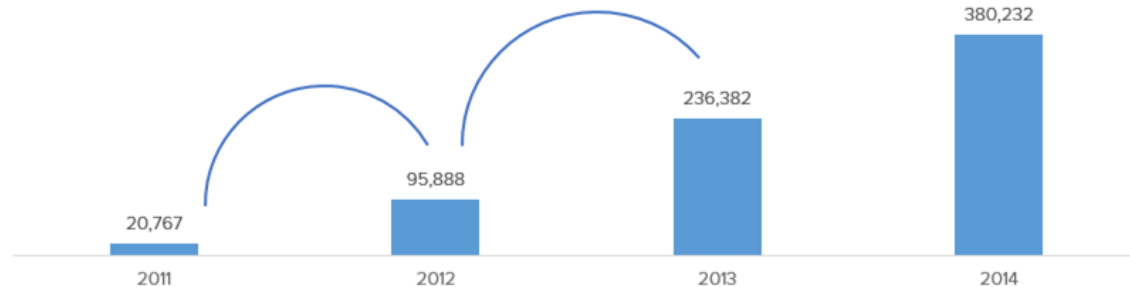
Open Rate – How many people opened your email

CTR – How many people clicked a link within your email

Conversion rate – A familiar metric but an important one

Email list size – How many new subscribers and un-subscribers do you have?

ROI – Are your emails converting your existing customers?





What to measure – paid advertising

Paid Advertising Key Metrics

CPC – the actual cost-per-click of your ads

Conversion Rate – How many people are taking a key action

Cost Per Conversion – Total advertising spend / number of conversions

ROI – Marketing ROI – Total cost against revenue generated

	Sales	Cost Per Sale (CPA)	Revenue	Marketing ROI
Campaign 1	12	\$535.90	\$18,000.00	280%
Campaign 2	6	\$685.85	\$9,000.00	219%
Campaign 3	25	\$729.60	\$37,500.00	206%
Campaign 4	36	\$339.36	\$54,000.00	442%
Campaign 5	14	\$455.24	\$21,000.00	329%



SocialB

Further Social Media Training;

- **Campaign Planning for Social Media**
- **Social Selling – Free & Paid Advertising**
- **Customer Service on Social Media**

If you feel you need some further help with your online marketing presence, SocialB offer:

- **Social media management**
- **SEO and PPC services**
- **Website design**
- **Email marketing**
- **Content marketing**
- **Full digital services**

Come and have a chat
call **01223 258000**
or email **info@socialb.co.uk**



**Thank You For
Attending**

@SocialBuk