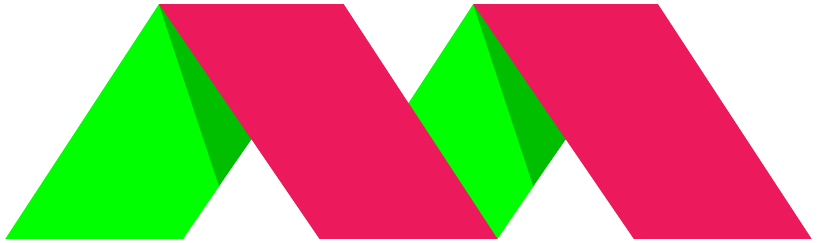
Hello : Elliott King

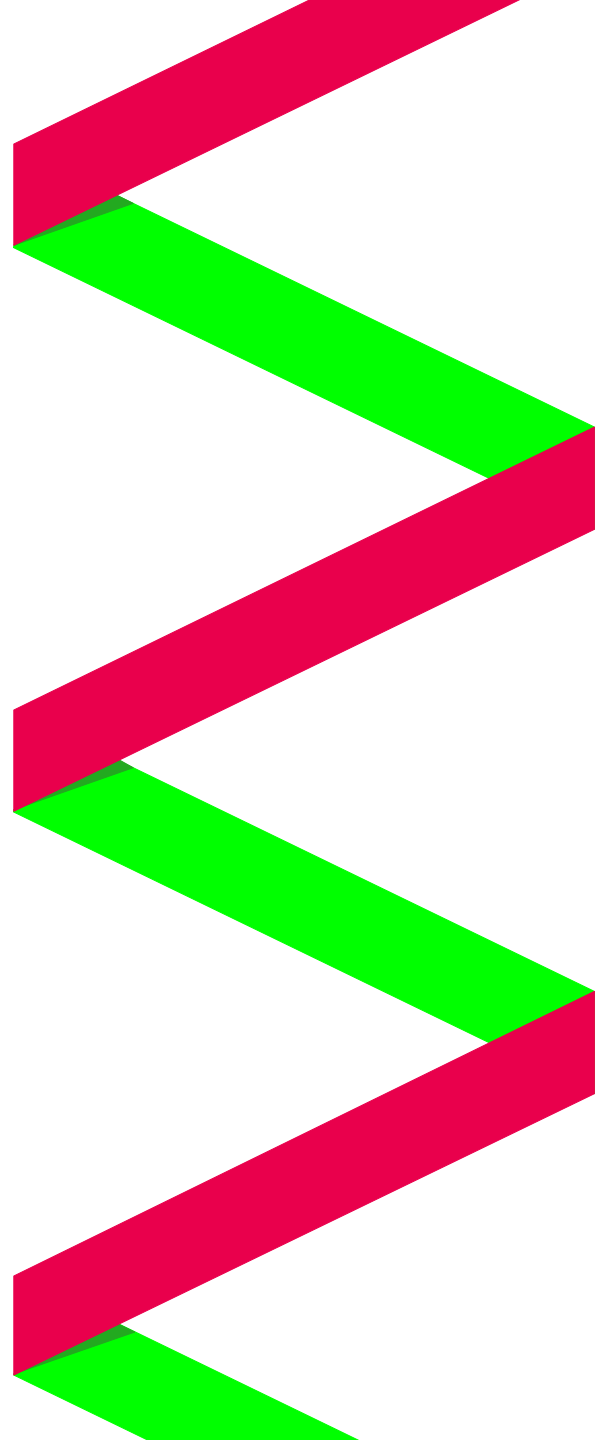


elliottking.com
twitter.com/elliott_king
linkedin.com/in/elliottking

Digital Marketing T3 - Lesson 4

With Elliott King

WEBSITES



HOW DO PEOPLE USE WEBSITES?

1

EXPLORATORY SEEKING

2

KNOWN-ITEM SEARCH

3

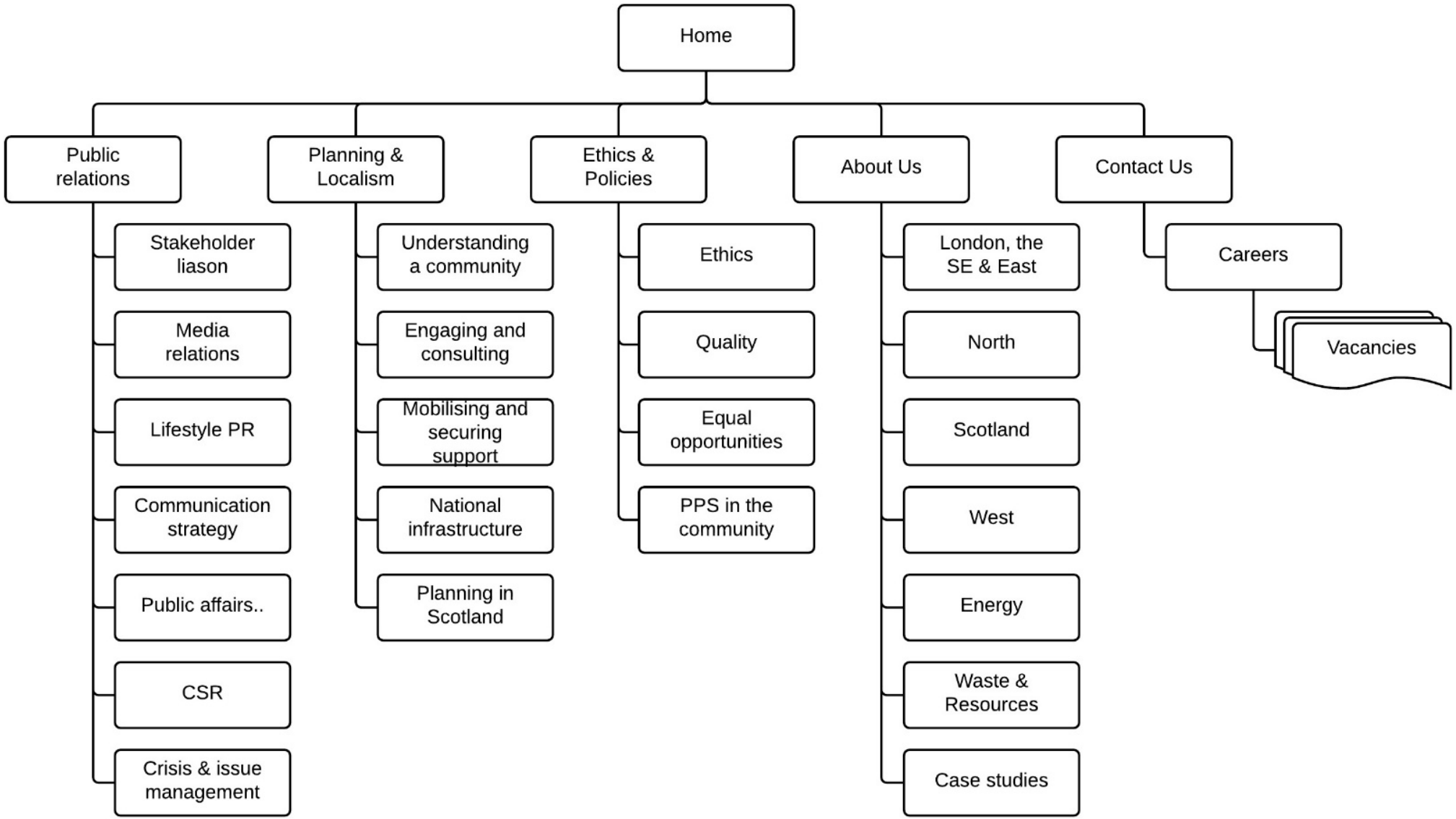
RE-FINDING

4

DON’T KNOW

WEBSITE ARCHITECTURE – WHAT IS YOUR WEBSITE FOR?

SITEMAPS


Home
Public relations
Planning & Localism
Ethics & Policies
About Us
Contact Us
Stakeholder liason
Media relations
Lifestyle PR
Communication strategy
Public affairs..
CSR
Crisis & issue management
Understanding a community
Engaging and consulting
Mobilising and securing support
National infrastructure
Planning in Scotland
Ethics
Quality
Equal opportunities
PPS in the community
London, the SE & East
North
Scotland
West
Energy
Waste & Resources
Case studies
Careers
Vacancies

WIREFRAMES

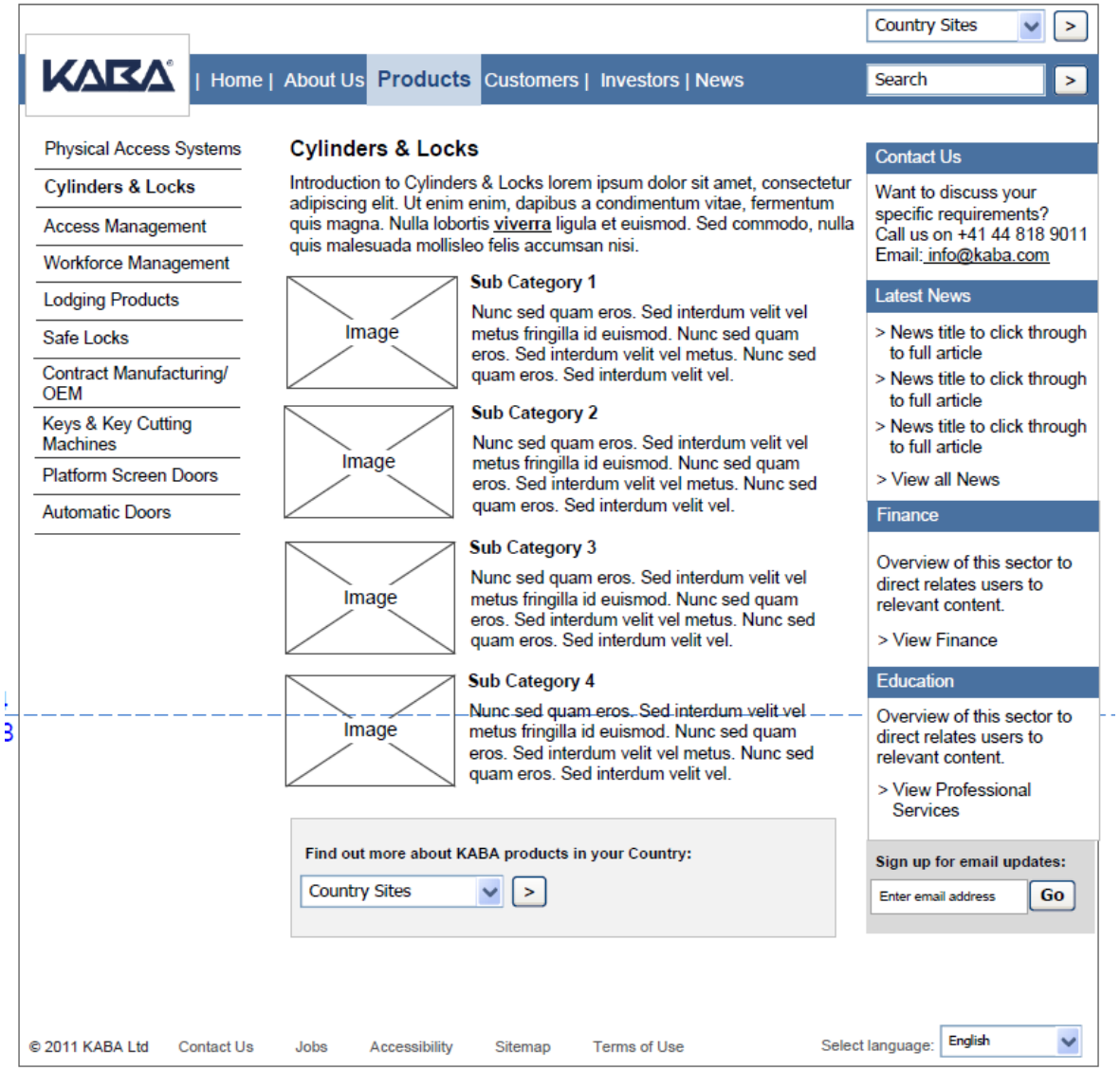
What should a page do?

> Let them know where they are – title, highlighted menu, breadcrumbs

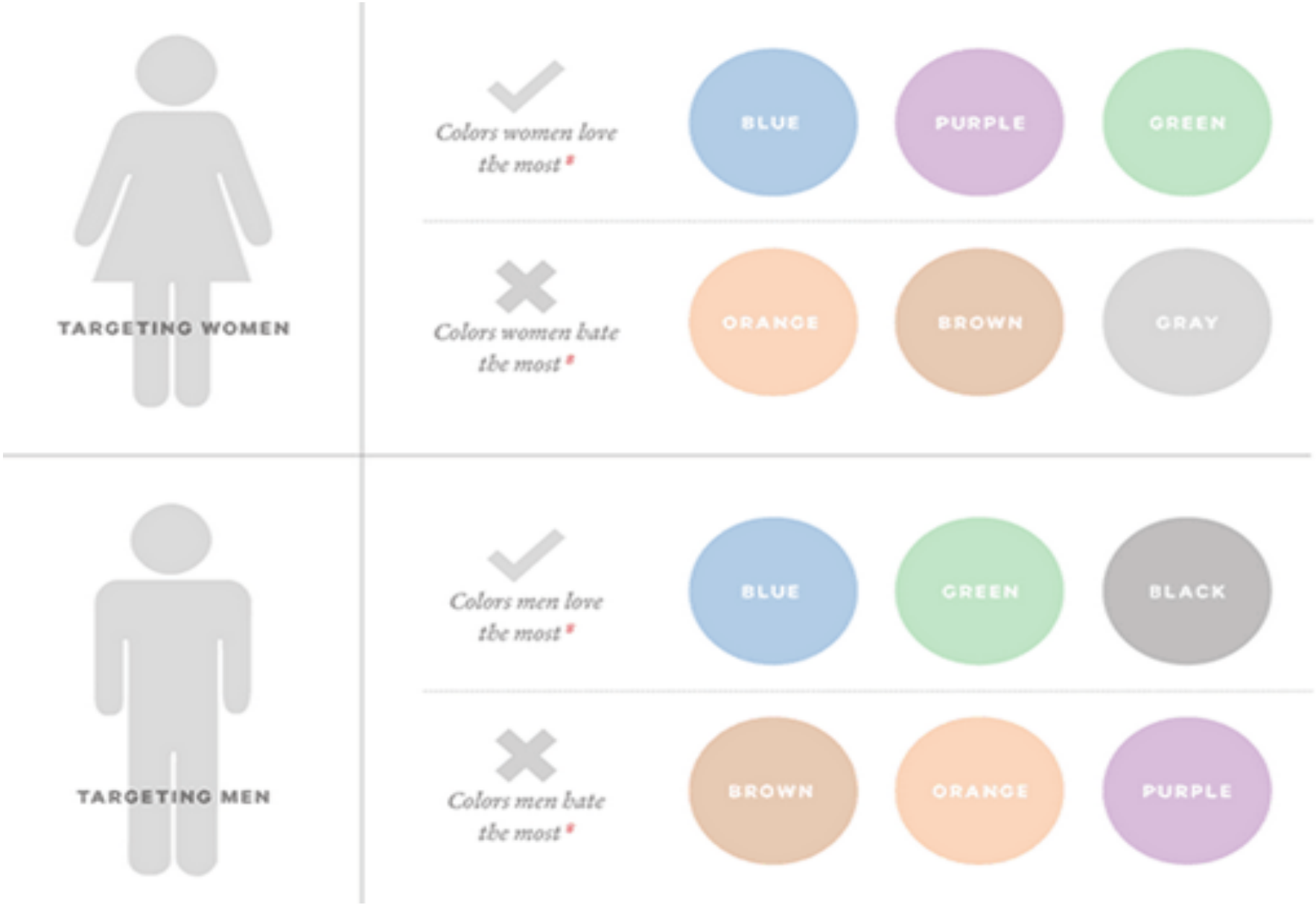
> Answer their question - content

> Help the user accomplish a task – calls to action

> Make the next step easy to access – call to action, links

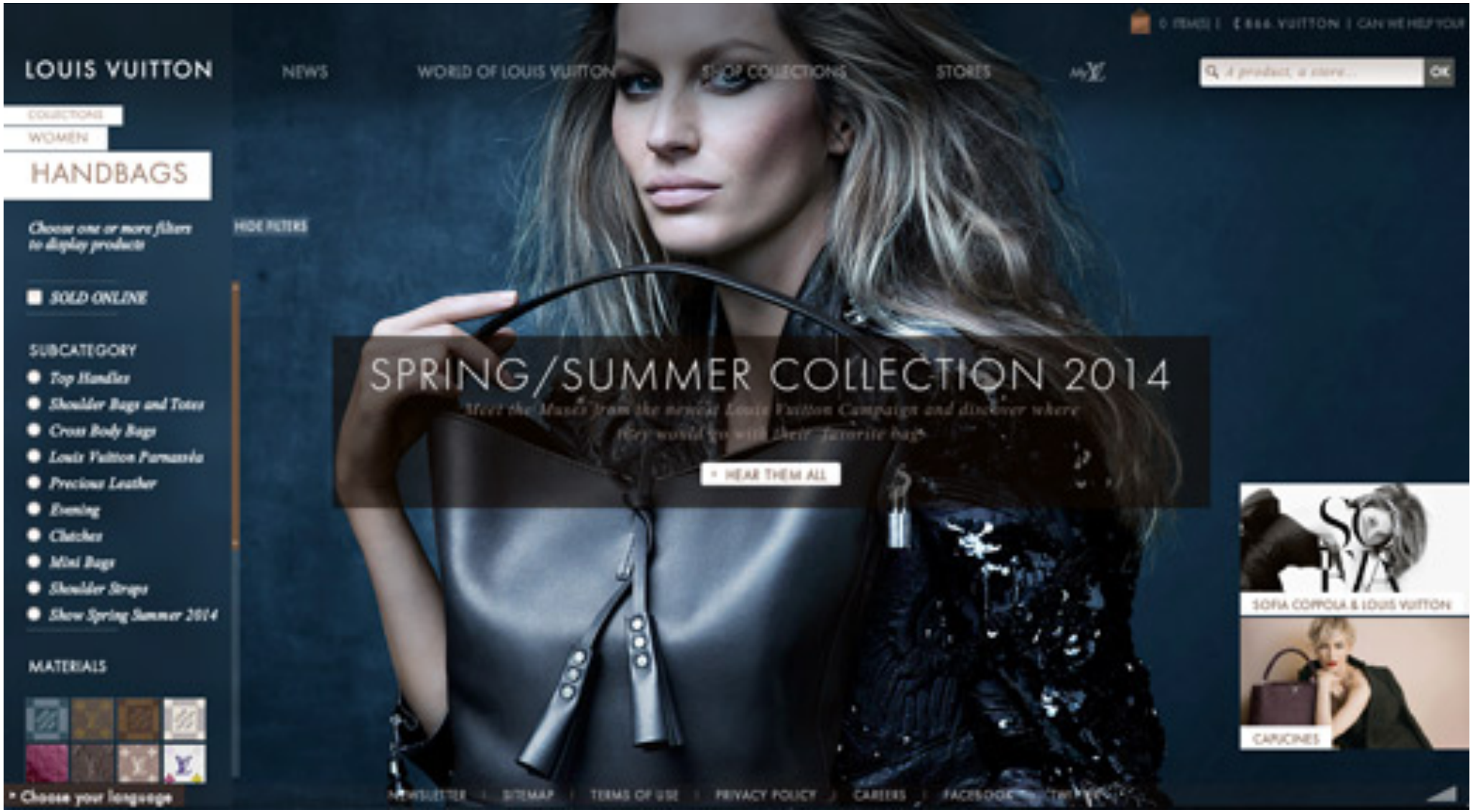


COLOUR



Source: :https//blog.kissmetrics.com/psychology-of-color-and-conversions/

https://blog.kissmetrics.com/psychology-of-color-and-conversions/


LOUIS VUITTON
NEWS
WORLD OF LOUIS VUITTON
SHOP COLLECTIONS
STORES
OK
COLLECTIONS
WOMEN
HANDBAGS
Choose one or more filters to display products
HIDE FILTERS
SOLD ONLINE
SUBCATEGORY
Top Handles
Shoulder Bags and Totes
Cross Body Bags
Louis Vuitton Parnassea
Precious Leather
Evening
Clutches
Mini Bags
Shoulder Straps
Show Spring Summer 2014
MATERIALS
Choose your language
SPRING/SUMMER COLLECTION 2014
Meet the Muses from the newest Louis Vuitton Campaign and discover where they would go with their favorite bag.
+ HEAR THEM ALL
SOFIA COPPOLA & LOUIS VUITTON
CAPUCINES
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SITEMAP
TERMS OF USE
PRIVACY POLICY
CAREERS

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AA BREAKDOWN COVER INSURANCE FINANCIAL SERVICES BUY A CAR DRIVING TRAVEL Search...

Newsroom Business Shop Member benefits Sign in

On the road

- Get breakdown cover ❯
- Insure my car ❯
- Learn to drive ❯

At home

- Insure my home ❯
- Protect my boiler ❯
- Apply for a loan ❯

Free MOT test and 6 car washes

when you buy an extra option with AA Breakdown membership

Get a quote ❯

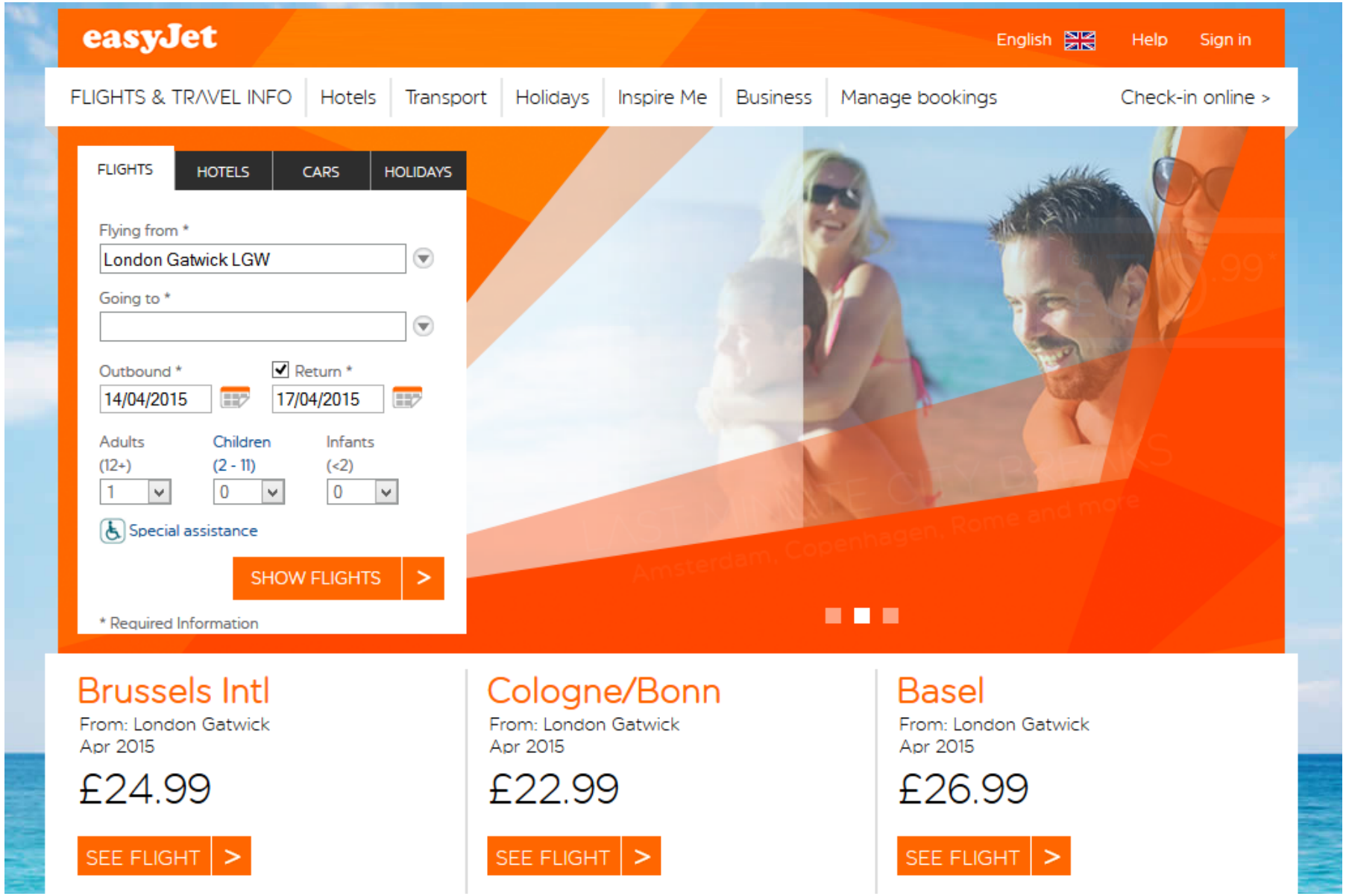
Plan my route From... To... Go ❯ Traffic news Weather

News

Travel

Driving

Apps


easyJet
English
Help
Sign in
FLIGHTS & TRAVEL INFO
Hotels
Transport
Holidays
Inspire Me
Business
Manage bookings
Check-in online >
FLIGHTS
HOTELS
CARS
HOLIDAYS
Flying from *
London Gatwick LGW
Going to *
Outbound *
14/04/2015
Return *
17/04/2015
Adults
(12+)
1
Children
(2 - 11)
0
Infants
(<2)
0
Special assistance
SHOW FLIGHTS
* Required Information
Brussels Intl
From: London Gatwick
Apr 2015
£24.99
SEE FLIGHT
Cologne/Bonn
From: London Gatwick
Apr 2015
£22.99
SEE FLIGHT
Basel
From: London Gatwick
Apr 2015
£26.99
SEE FLIGHT

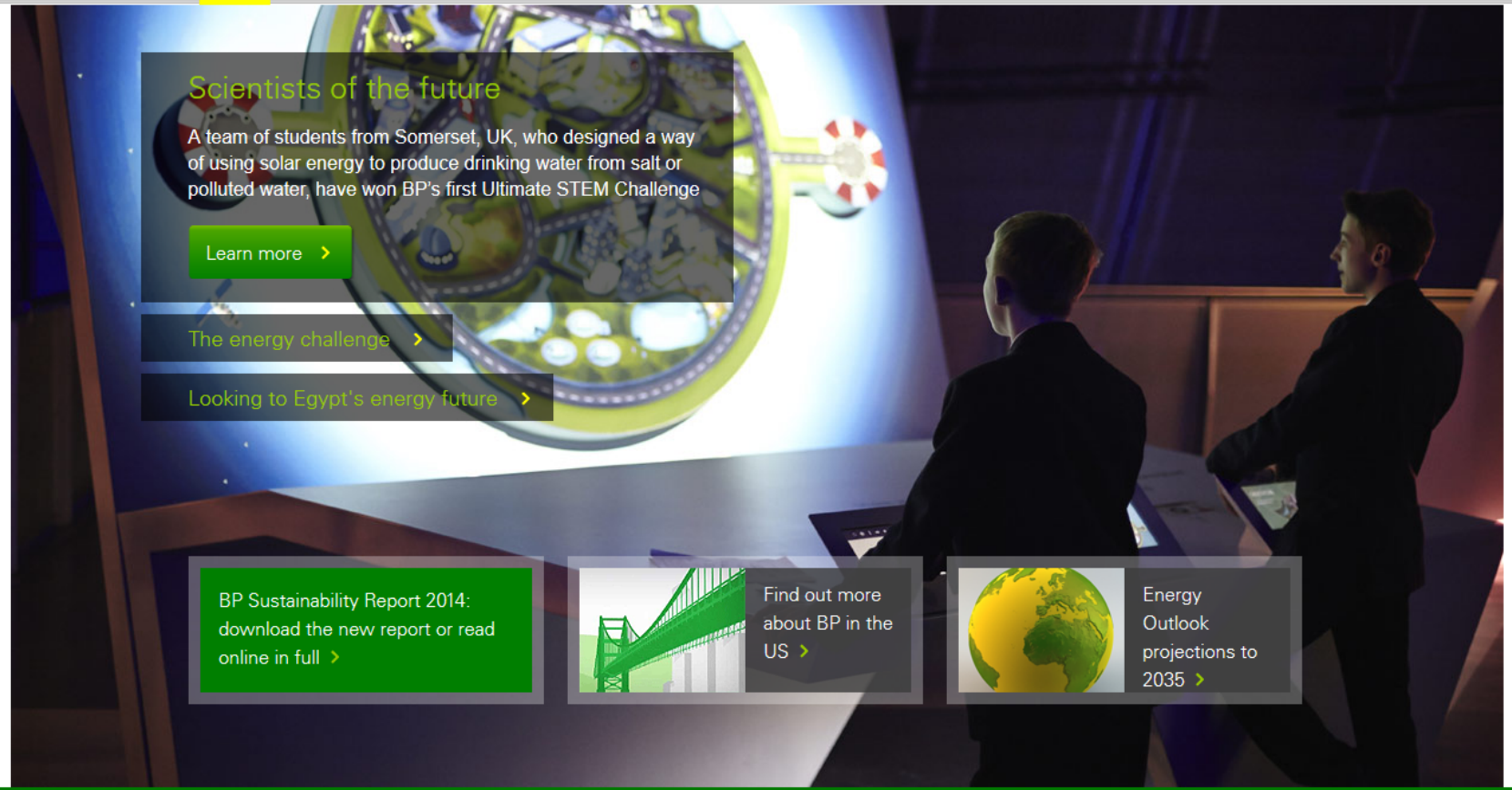
bp

BP: GBp 470.0 ↓ (-2.25) USD 41.54 ↑ (+0.19) *

Search

BP Global | BP Worldwide

About BP | Products and services | Sustainability | Investors | Press | Careers | Gulf of Mexico restoration



Scientists of the future

A team of students from Somerset, UK, who designed a way of using solar energy to produce drinking water from salt or polluted water, have won BP's first Ultimate STEM Challenge

Learn more ›

The energy challenge ›

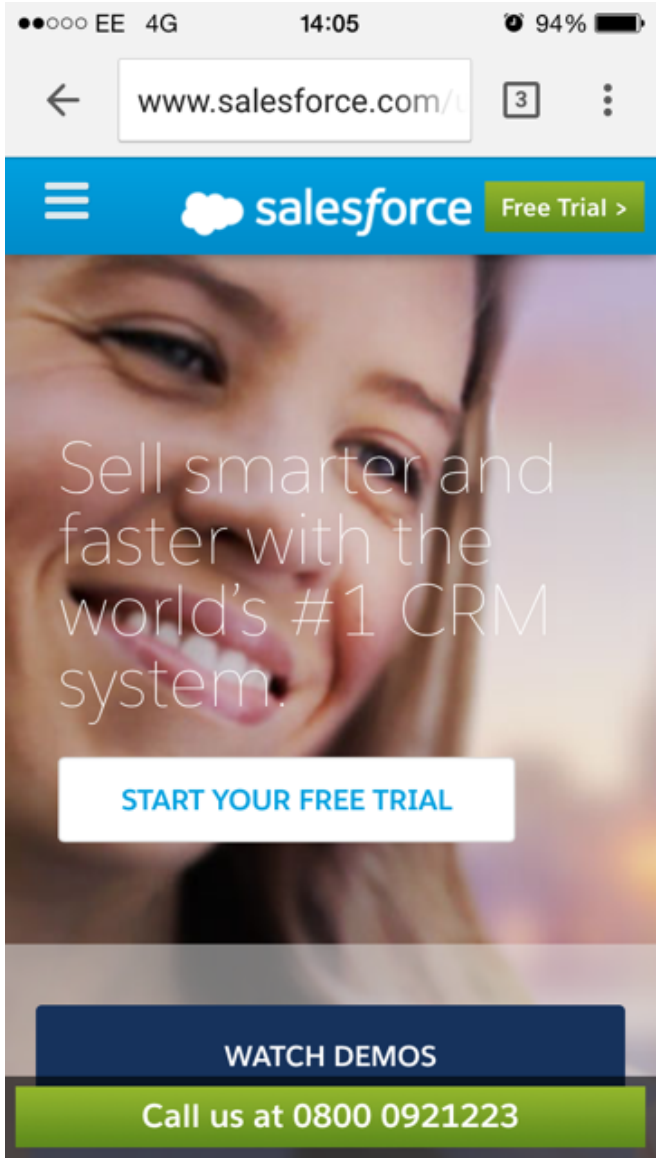
Looking to Egypt's energy future ›

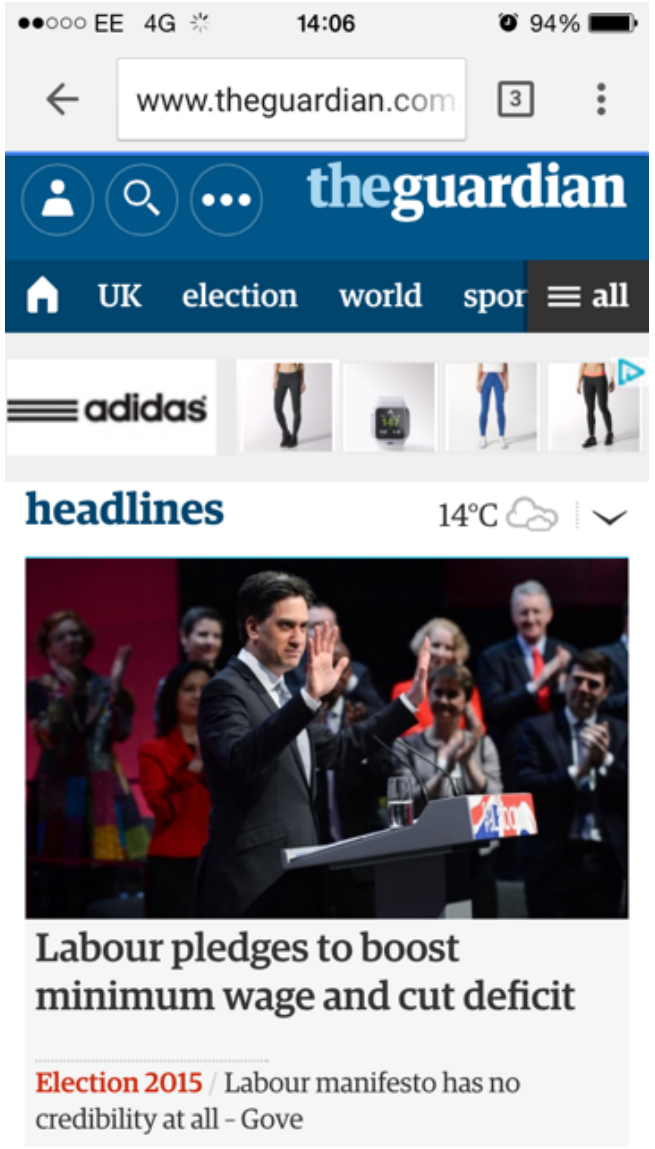
BP Sustainability Report 2014: download the new report or read online in full ›

Find out more about BP in the US ›

Energy Outlook projections to 2035 ›

RESPONSIVE WEB DESIGN (RWD)





OBAMA 2008 CAMPAIGN

- 24 variations of landing page for email sign-up
- Tested 310,000 visitors
- Most successful page performed 40% better than other pages – equated to almost 3 million more sign-ups, 288,000 more volunteers and $60m more donations

GROUP WORK

What is your website for?

> What are the groups of users that it should serve?

> What should it say to them?

> What do you want them to do next?

TYPICAL WEBSITE PROJECT PROCESS

Planning and Design

- Website Architecture
  - Sitemap
  - Wireframes
- Page designs (x10)
- Design Stage Sign-Off

Build

- HTML / CSS
- CMS
- CMS page setup
- “Fixed content” finalisation
- “Fixed Content” Sign-Off

Content*

- Copywriting
- Image sourcing and/or photography
- “CMS content” finalisation

Go Live**

- Website server setup
- Website server installation
- Upload files and ‘put’ website live
- Hand-over IP to Client

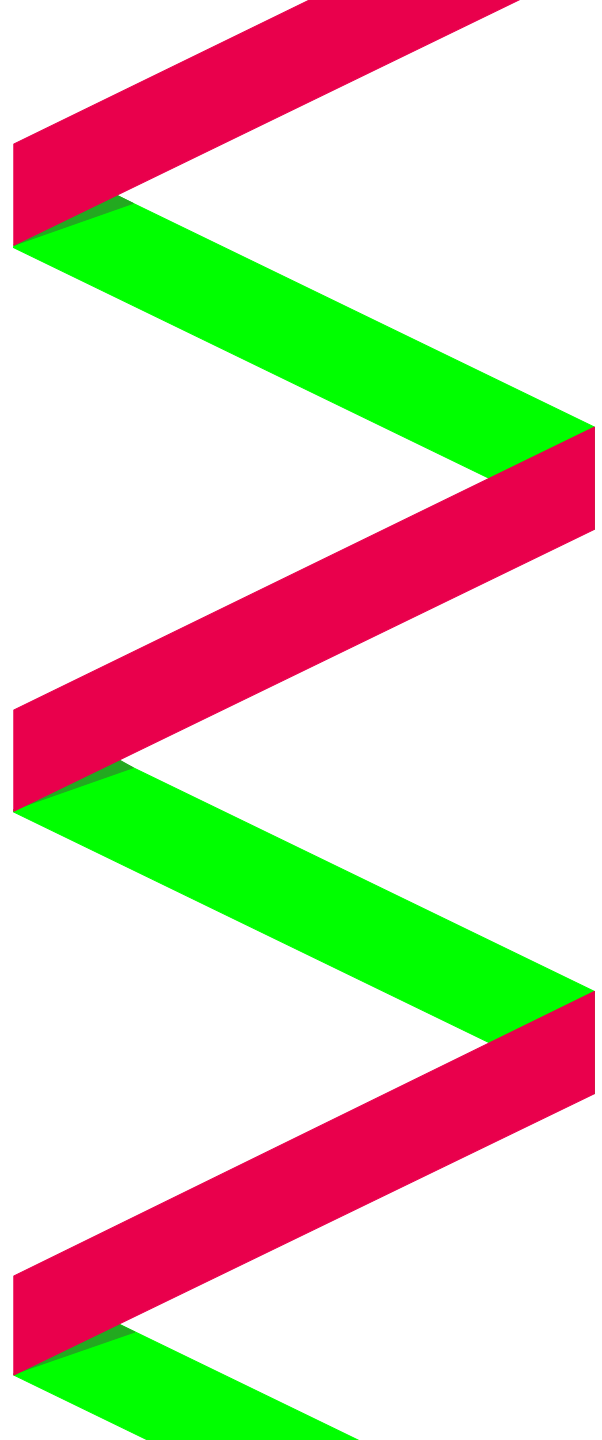
Post Go-Live**

- Website code, content and server support

*Client accountable with optional chargeable MintTwist support

**Client accountable with optional MintTwist support

SEARCH



5 AREAS OF ORGANIC SEARCH

WHAT IS THE INTERNET?

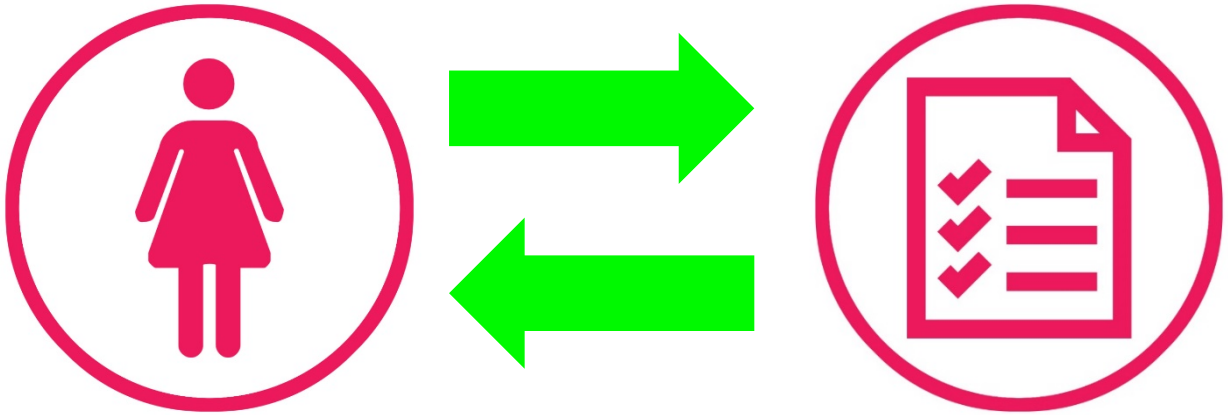
KEYWORD RESEARCH

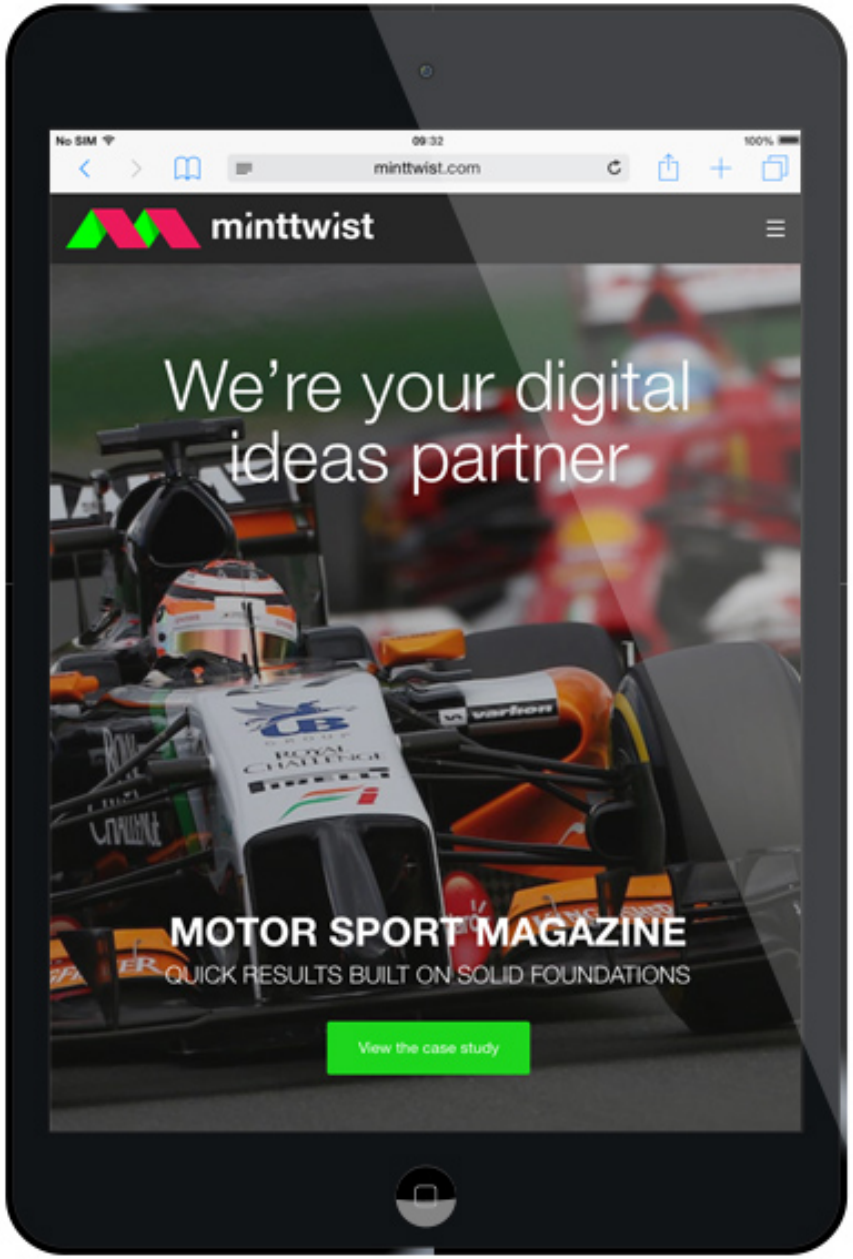
WRITING FOR THE WEB

LINKING

UTILISING OTHER CHANNELS

WHAT IS THE INTERNET?

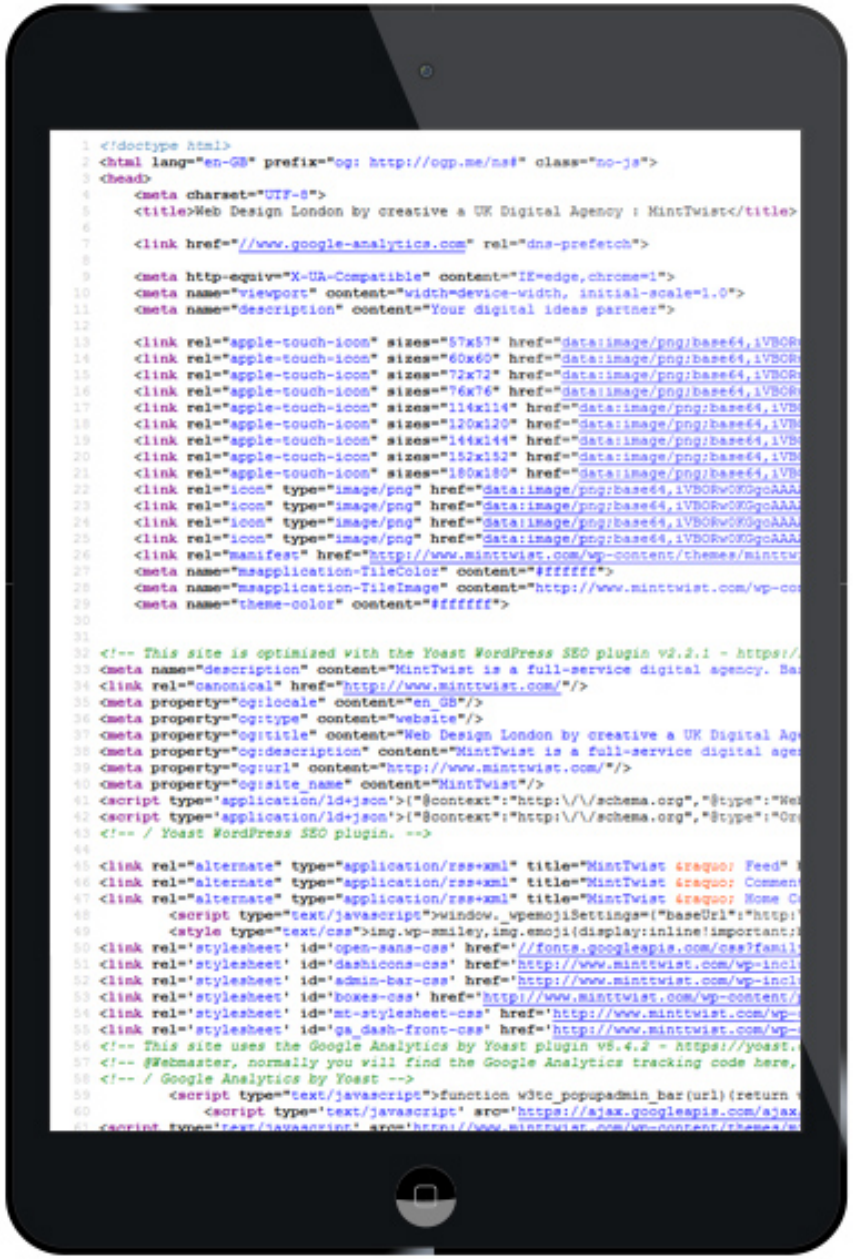




> Users experience the internet through browsers

WHAT IS BEHIND THE BROWSER?

- Search engines experience the internet through text
- When we design and build a Website the text that Search Engines ‘see’ determines the SEO value of the Website



START WITH KEYWORD RESEARCH

- Start your SEO with keywords
- What will your potential customers be typing into a search engine when researching your products?
- Keyword research drives on page SEO and content strategy

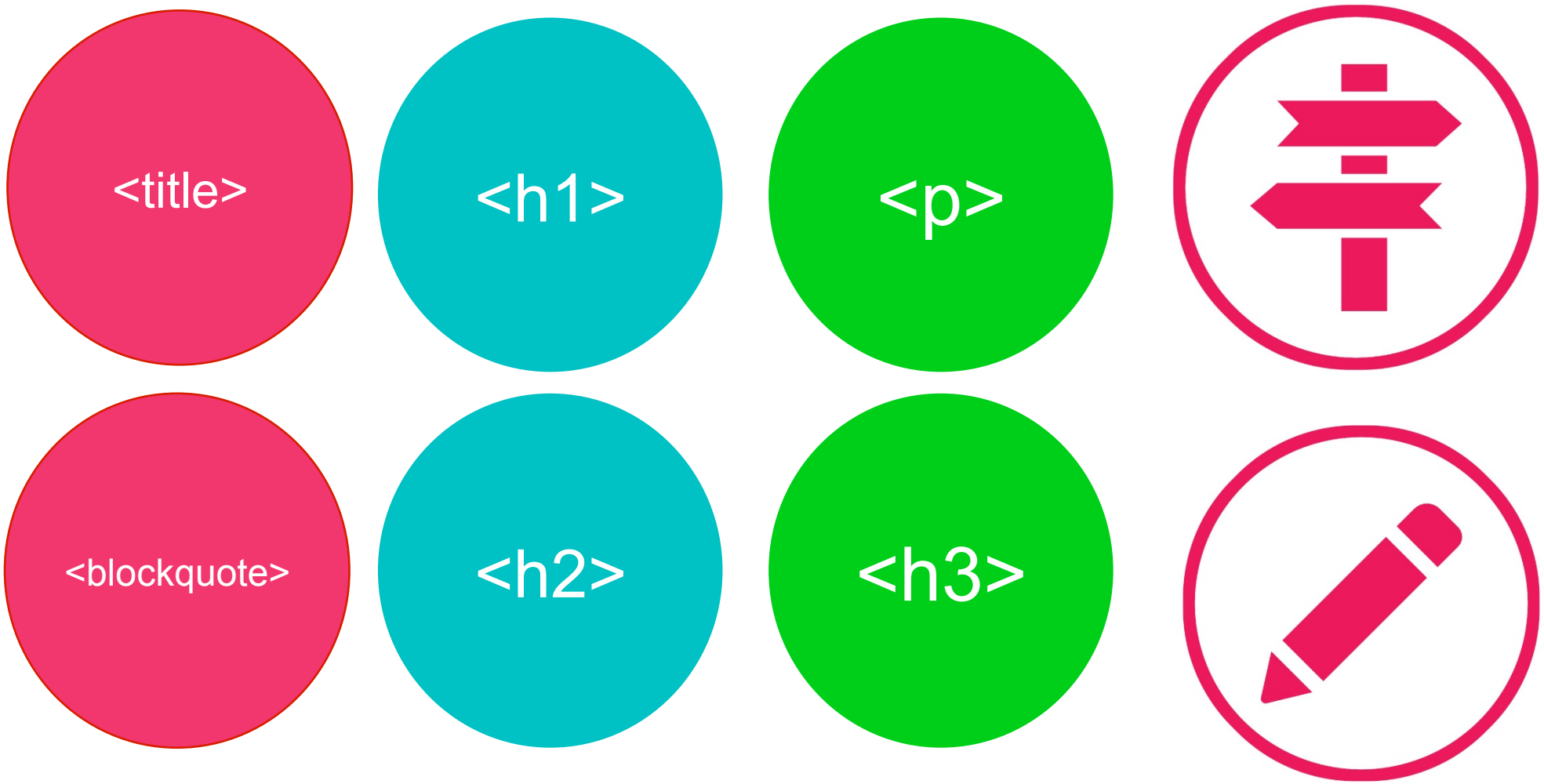
KEYWORD RESEARCH TOOLS

- SimilarWeb
- semrush
- Moz

STRUCTURING CONTENT FOR SEO

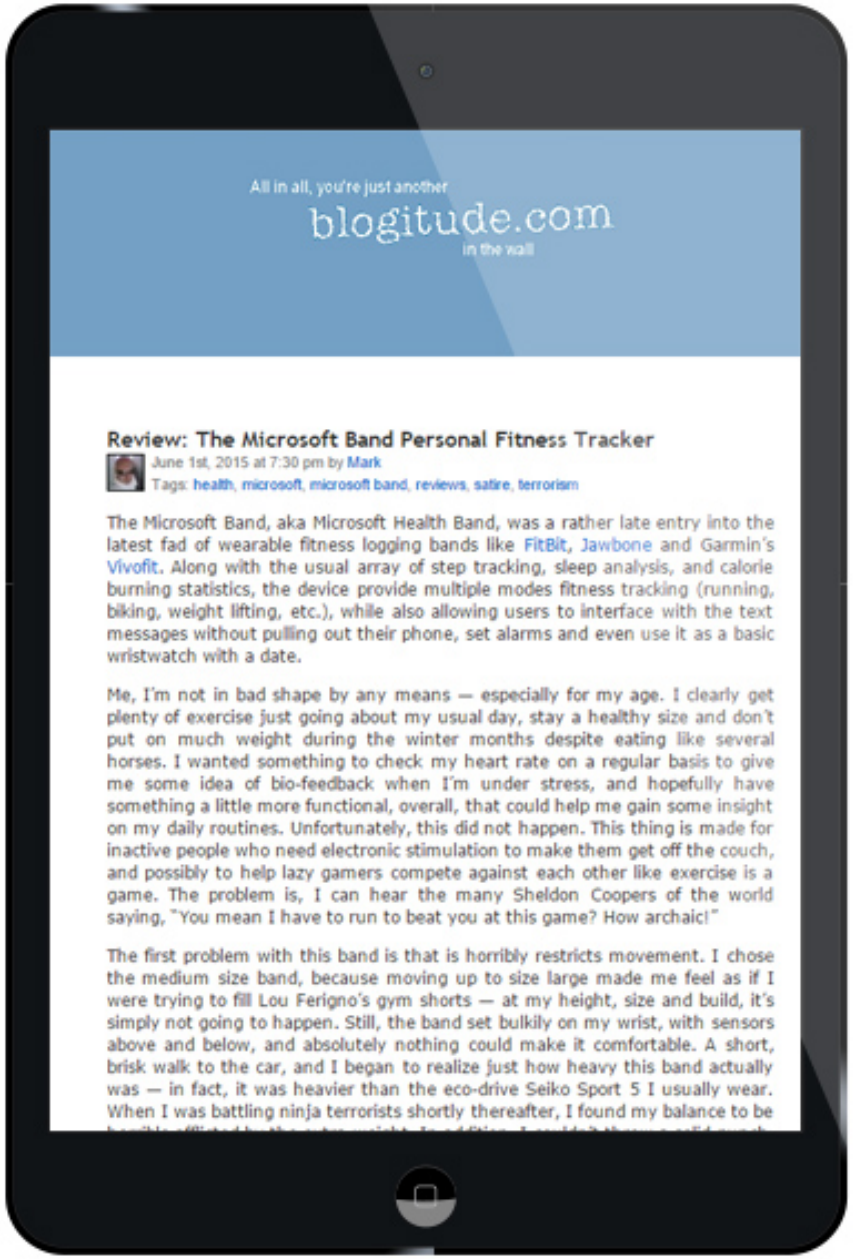
- The most common problem with web content
- Use correct HTML mark-up
- Structure articles & pages for the web (search engines) & for users

STRUCTURING CONTENT

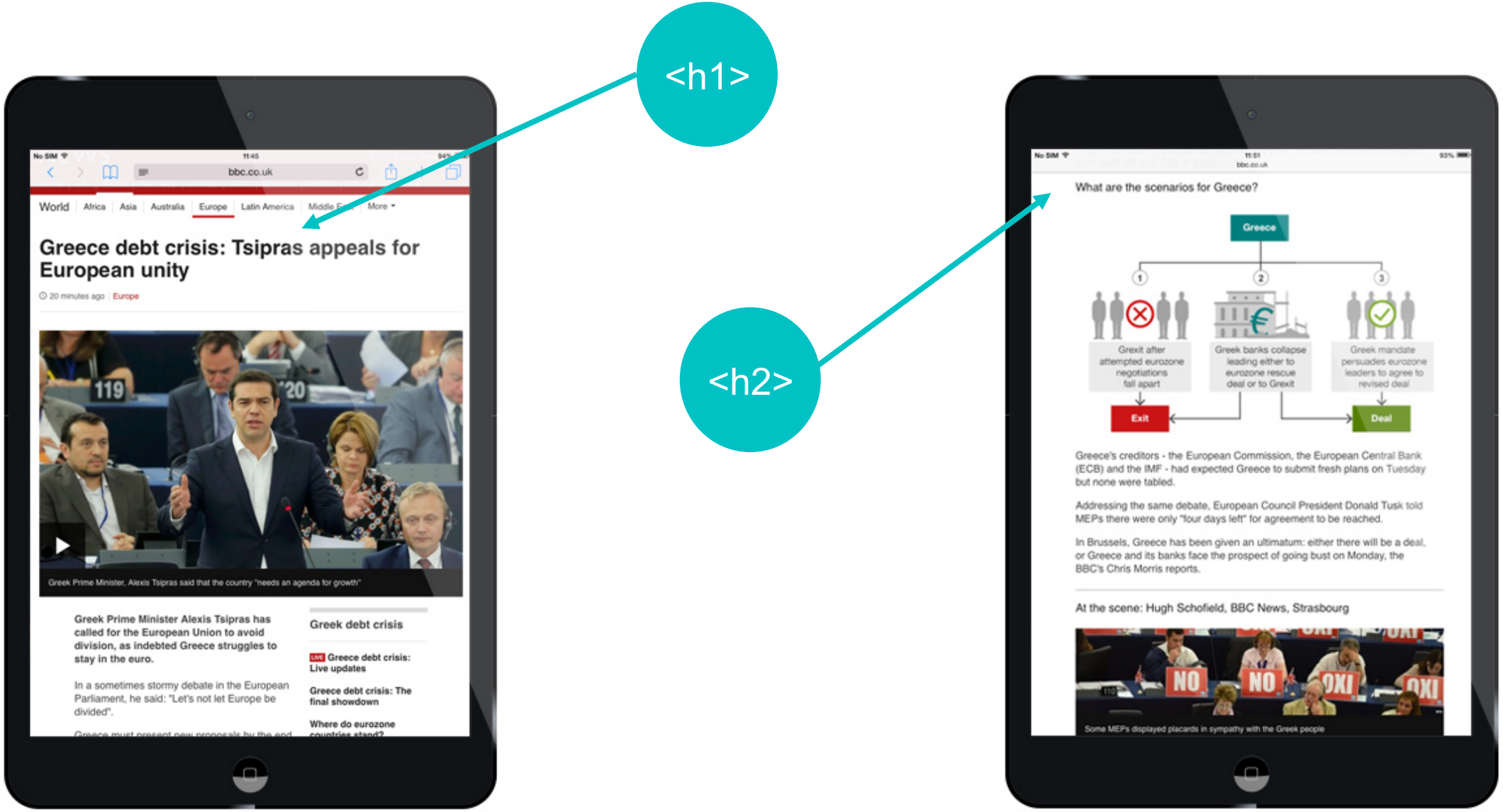


STRUCTURING CONTENT

> How could this article be improved?



HTML EXAMPLES



INTERNAL LINKING

- What is internal linking?
- Lets search engines know what is ‘related’
- Helps users find appropriate pages
- Can include keywords
- Can aid in conversions

EXTERNAL LINKING

- What is external linking?
- Lets search engines know what is ‘related’
- Can help readers do their own research
- Be mindful of where you send readers

GROUP WORK

Keyword research

> Which keywords would be important for your business?

> How many monthly searches are made in your target markets (countries)?

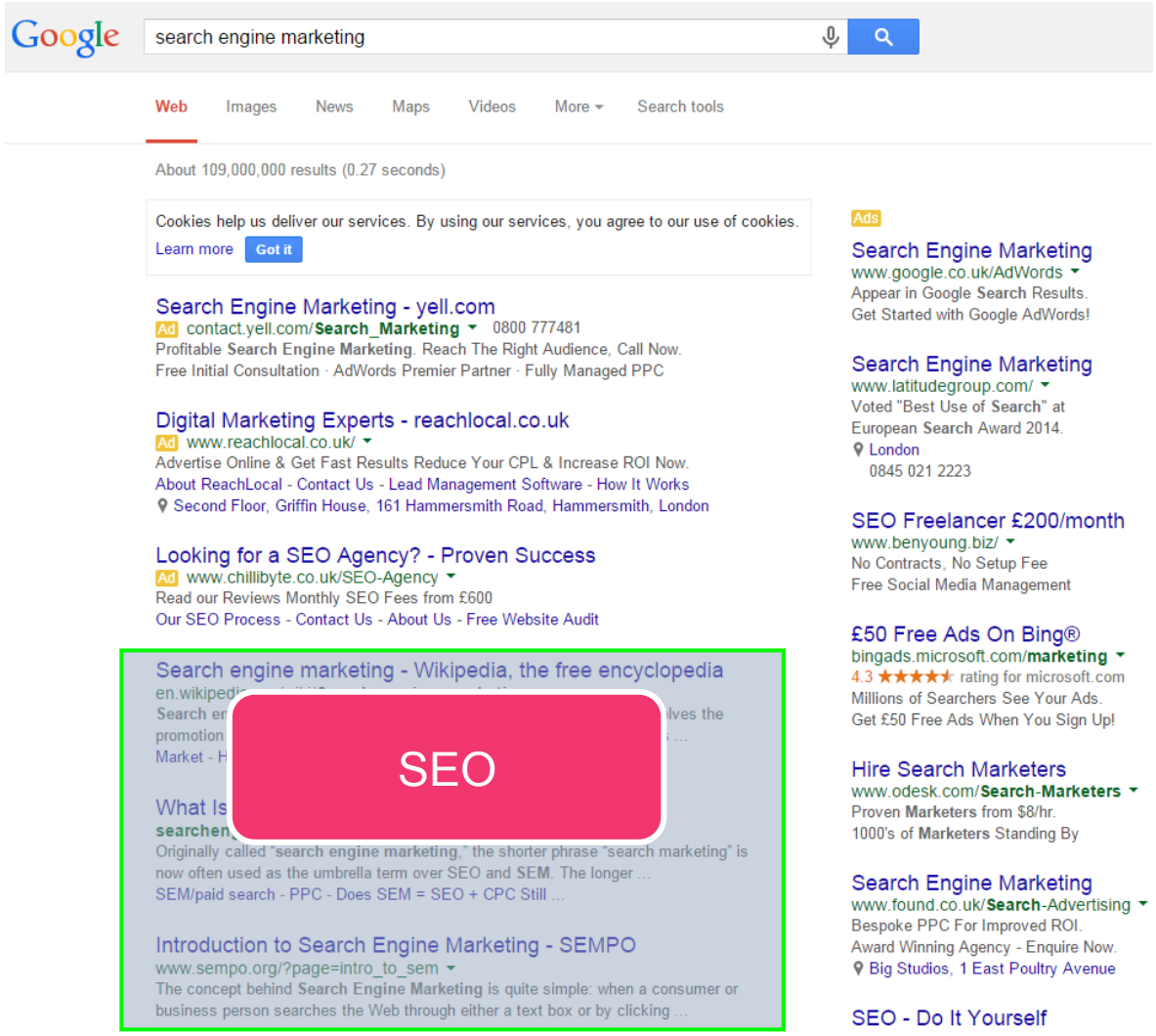
> Are there any other keyword ‘opportunities’?

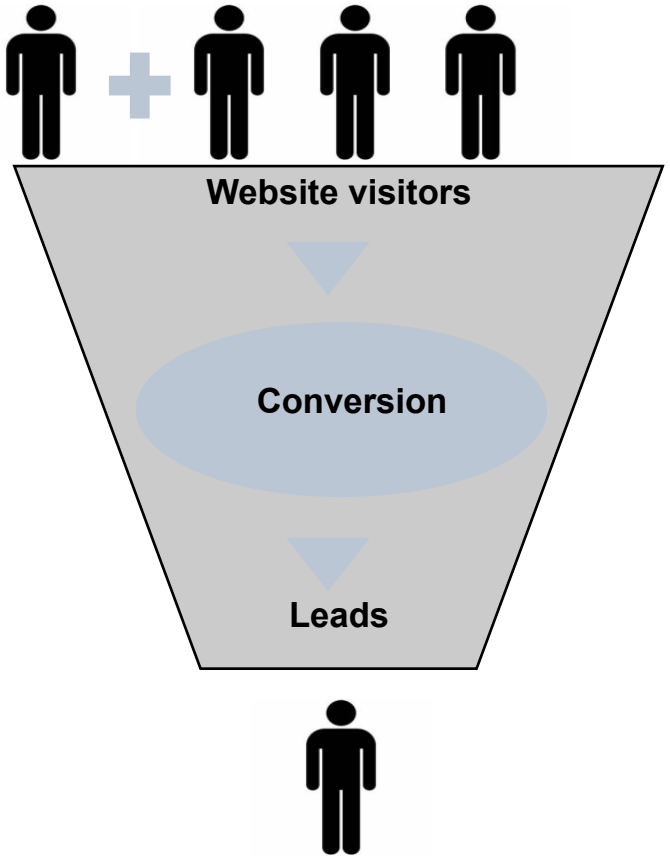
> https://www.semrush.com/

Let’s Put SEO in ‘Context’

“The process of making a website or landing page increasingly authoritative & relevant for a search query. ”

SEO is an acquisition tactic





Search Topics / Context

planning a trip
to Paris

organising a
wedding

buying a
camera

Remember the buying cycle

Half of search queries belong to contexts lasting longer than a month.

“top 10 things to do in Berlin”
“top 10 things to do in Zagreb”
“top 10 things to do in Paris”

“top 10 things to do in Berlin”
“top 10 things to do in Zagreb”
“top 10 things to do in Paris”
“louvre”
“airports in France”
“easyjet Paris”
“weather in Paris”

2nd February

“top 10 things to do in Berlin”

“top 10 things to do in Zagreb”

“top 10 things to do in Paris”

“louvre”

“airports in France”

“easyjet Paris”

“weather in Paris”

“cheapest holiday deals Paris”

“best cafe near the lourve”

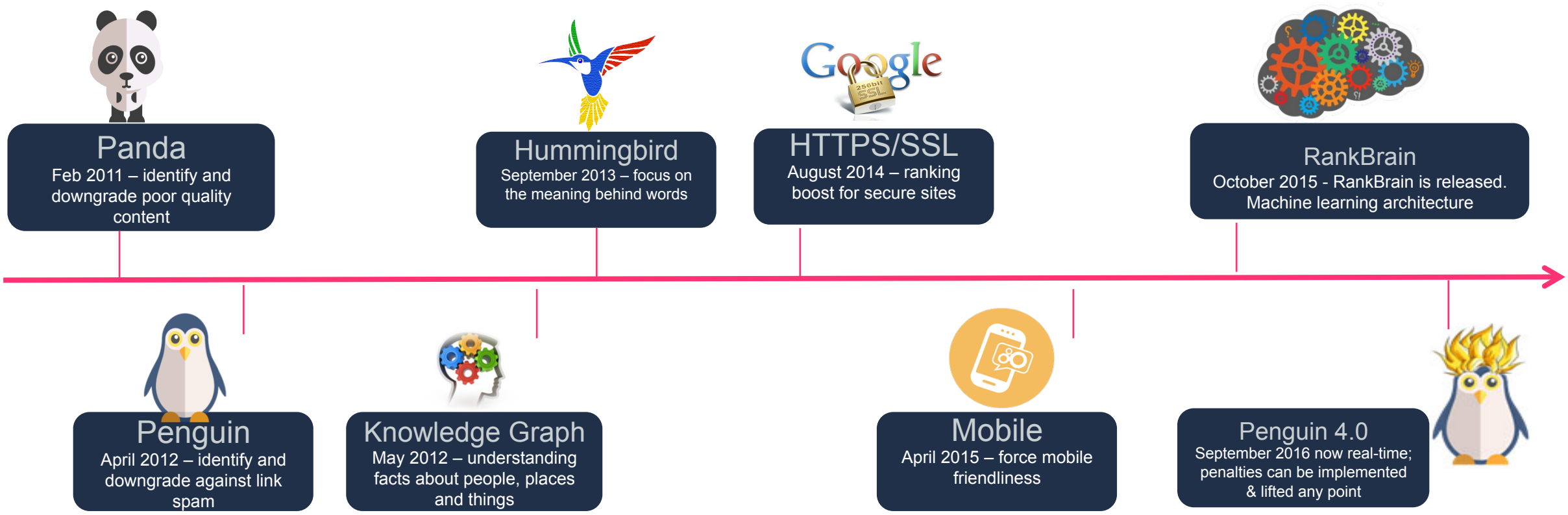
“moulin rouge”

“Eiffel tower entry price”

15th February

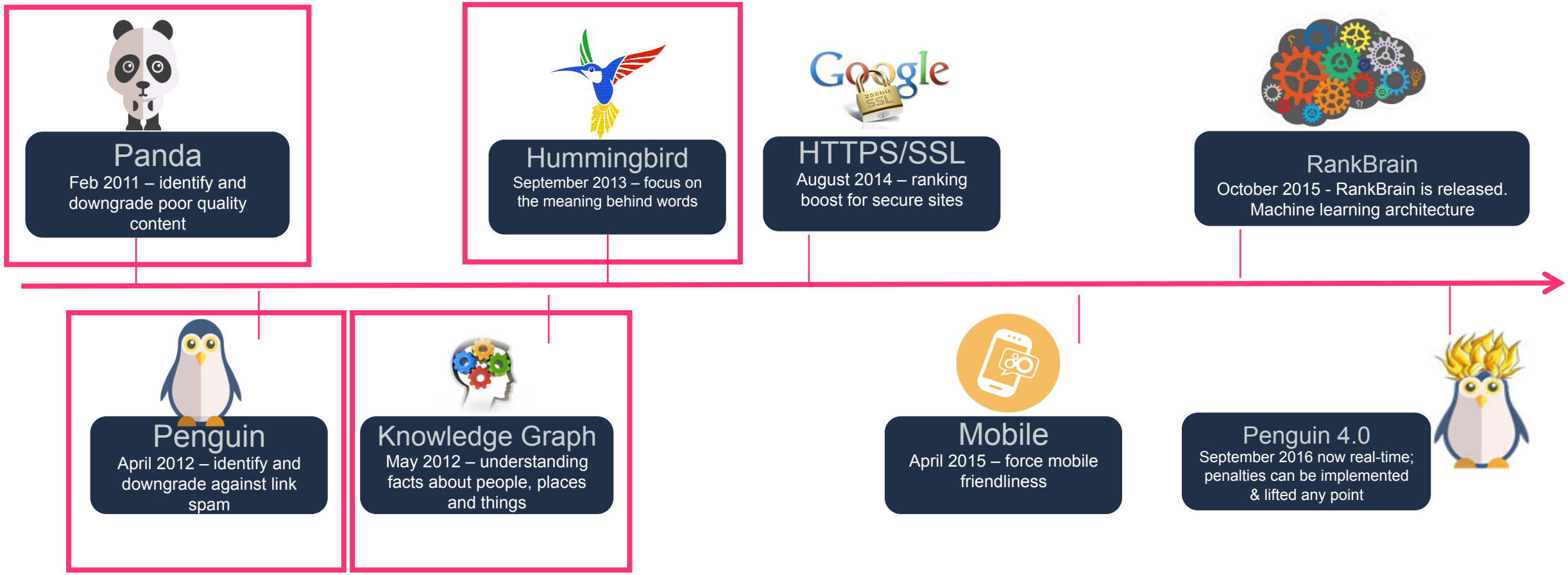
Google's Algorithm Evolution

- Google are constantly evolving. This creates a fundamental challenge to maintain SEO.
- Google are moving towards a user first approach.



Updates Relevant to SEO & Content

- Google are constantly evolving. This creates a fundamental challenge to maintain SEO.
- Google are moving towards a user first approach.



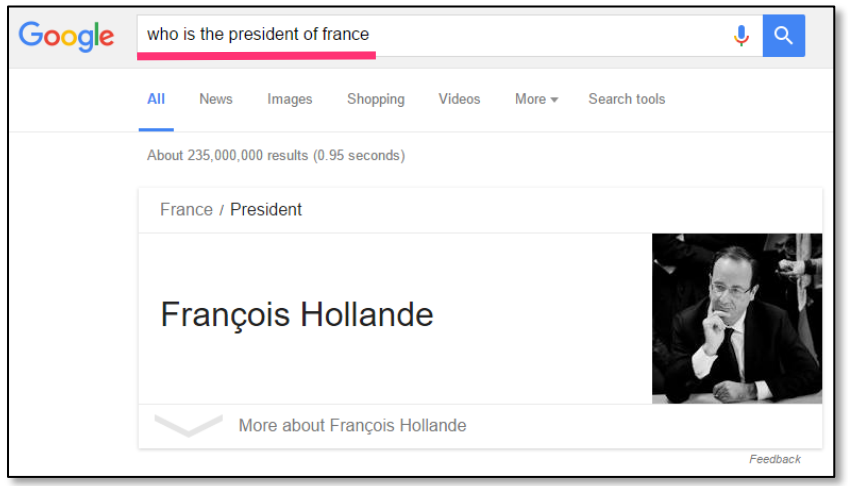
Interflora Penalty – Penguin 2.0 in action

Searching for the Flower terms and other related search queries yielded the interflora.co.uk domain in first place

On 20th Feb 2013, the well known florist brand Interflora was wiped off the face of the internet.

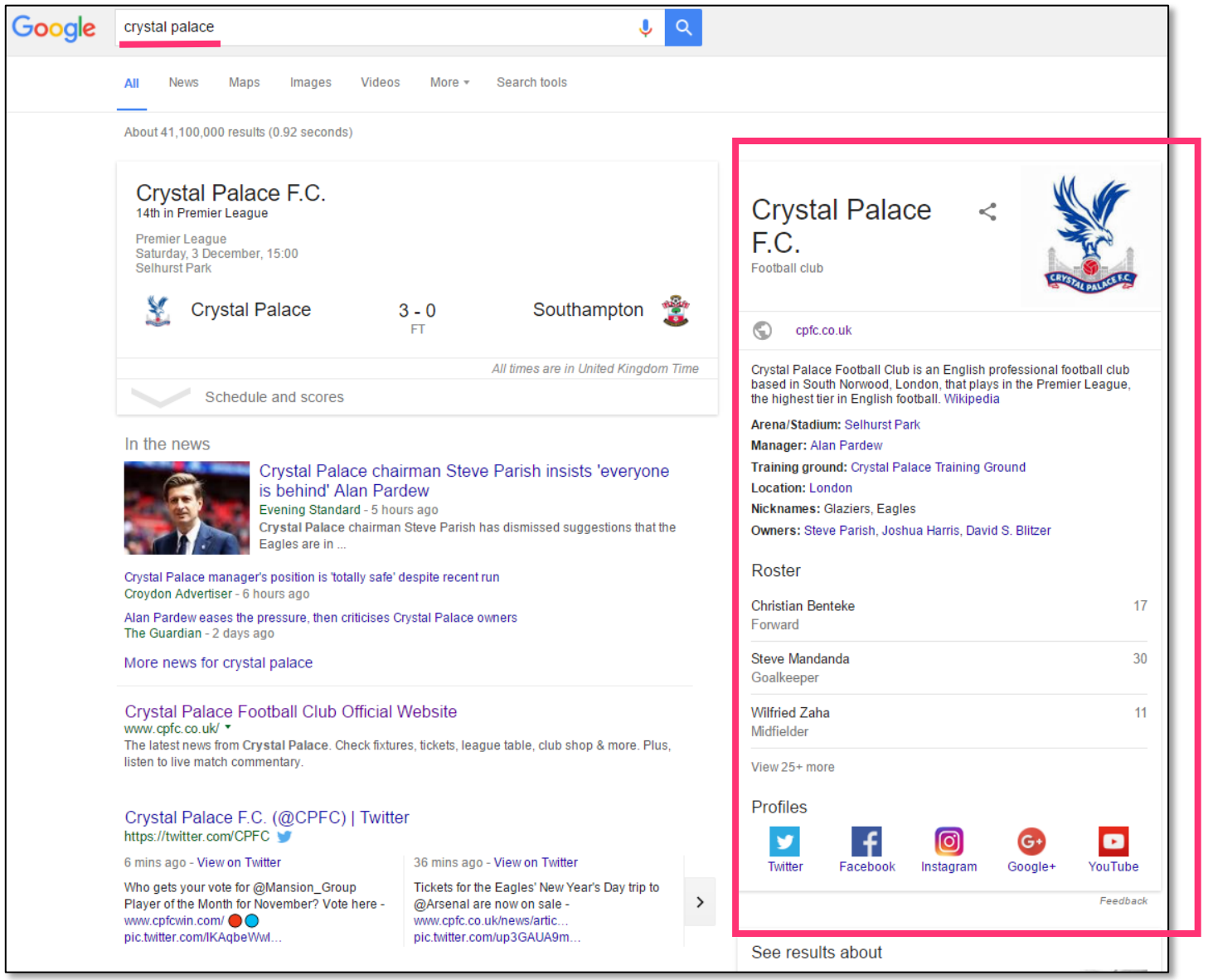
Penalised by Google. The website did not even appear for its own brand name

Hummingbird & Knowledge Graph in Action



TRY:

“the only way is up lyrics”



THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold?"

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?
Am	MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc	CLOAKING	Do you show search engines different pages than humans?

ON-THE-PAGE SEO

CONTENT

Cq +3 Quality	Cr +3 Research	Cw +2 Words	Ce +2 Engage	Cf +2 Fresh	Vt -2 Thin	Va -1 Ads

HTML

Ht +3 Titles	Hd +2 Description	Hh +1 Headers	Hs +1 Structure	Vs -1 Stuffing	Vh -1 Hidden

ARCHITECTURE

Ac +3 Crawl	Ad +2 Duplicate	As +1 Speed	Au +1 URLs	Am +1 Mobile	Vc -3 Cloaking

OFF-THE-PAGE SEO

LINKS

Lq +3 Quality	Lt +2 Text	Ln +1 Numbers	Vp -3 Paid	Vd -1 Piracy	

TRUST

Ta +3 Authority	Th +1 History	Ti +1 Identity			

SOCIAL

Sr +2 Reputation	Ss +1 Shares				

PERSONAL

Pc +3 Country	Pl +3 Locality	Ph +3 History	Ps +2 Social		

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vl	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

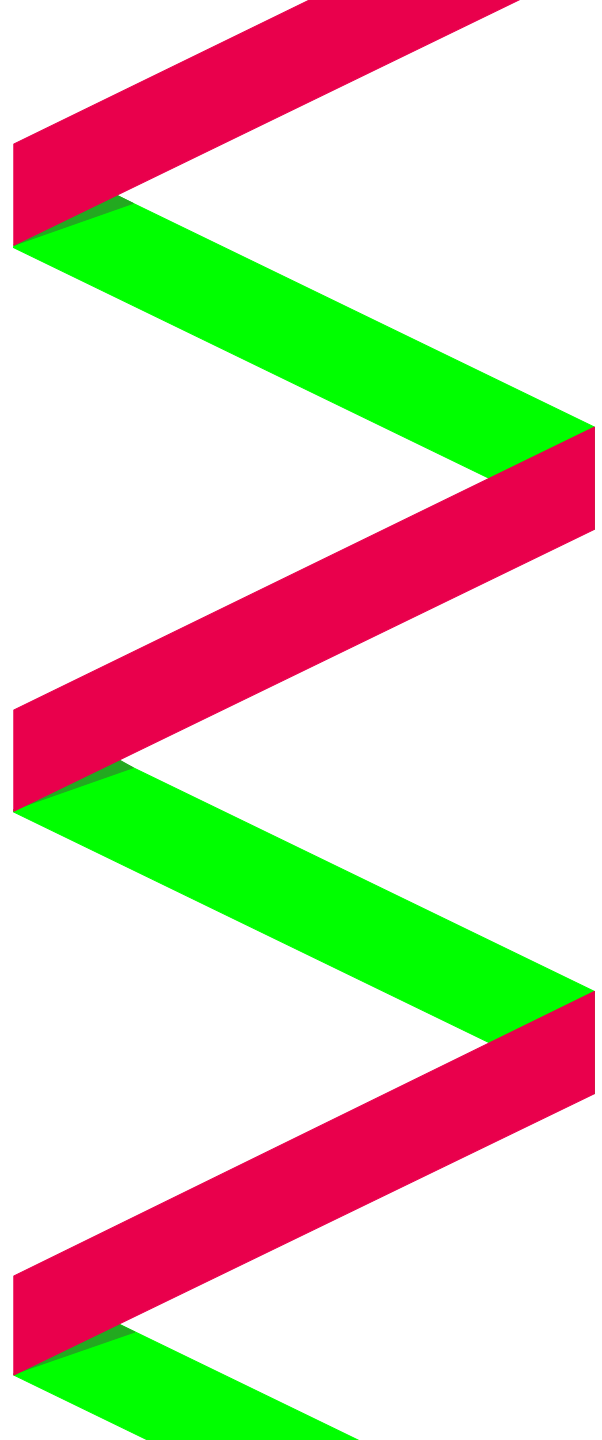
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

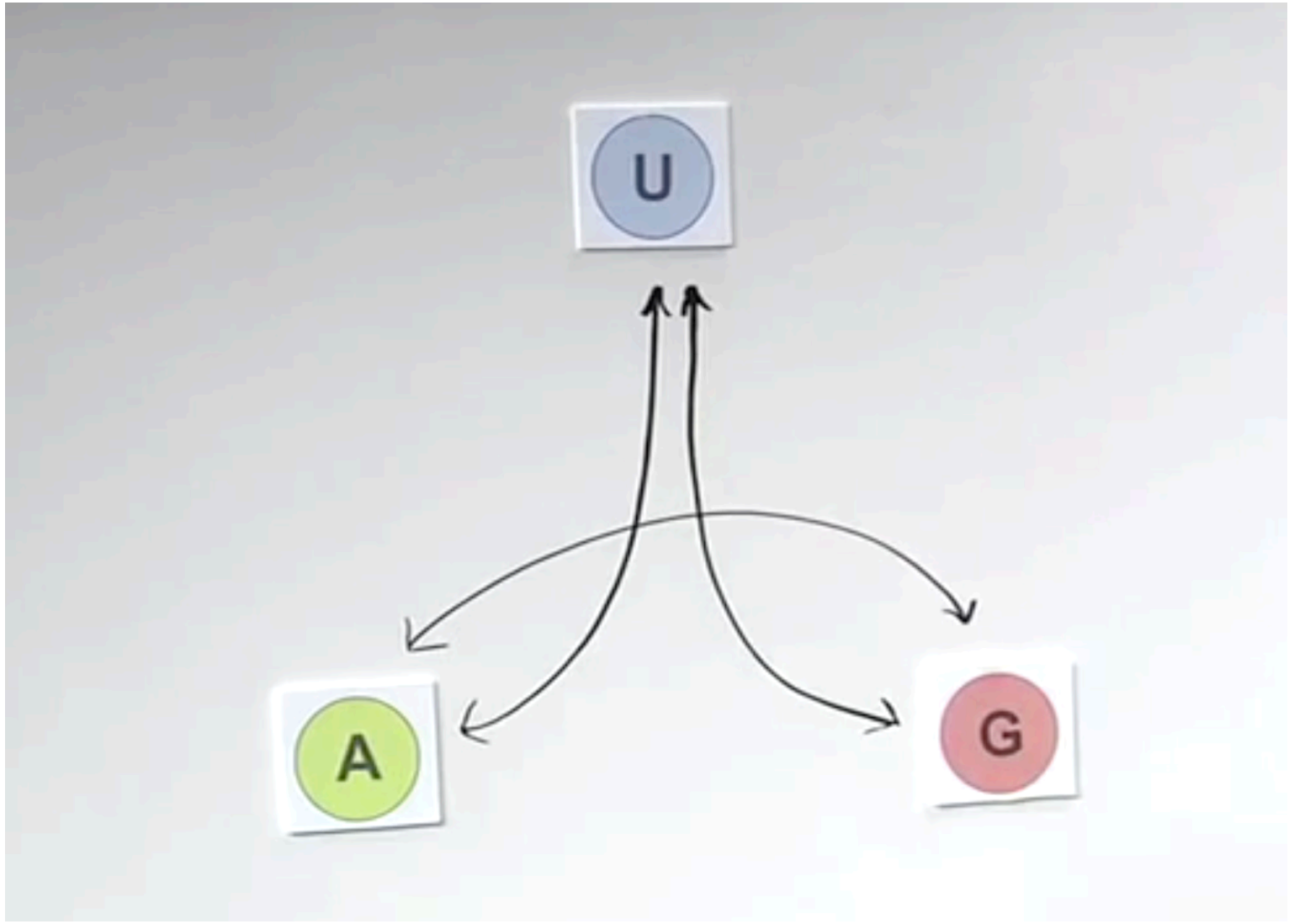
Written By: Search Engine Land
Design By: COLUMN FIVE
Learn More: http://selnd.com/seotable
Copyright Third Door Media

PPC



Google Search ‘Market Place’

Google operates an auction per search



Quality Feedback

Google Reward ‘High Ad Quality’

Click Through Rate

Clicks vs Impressions %

‘CTR’

Relevance of Ad Text against Ad Query

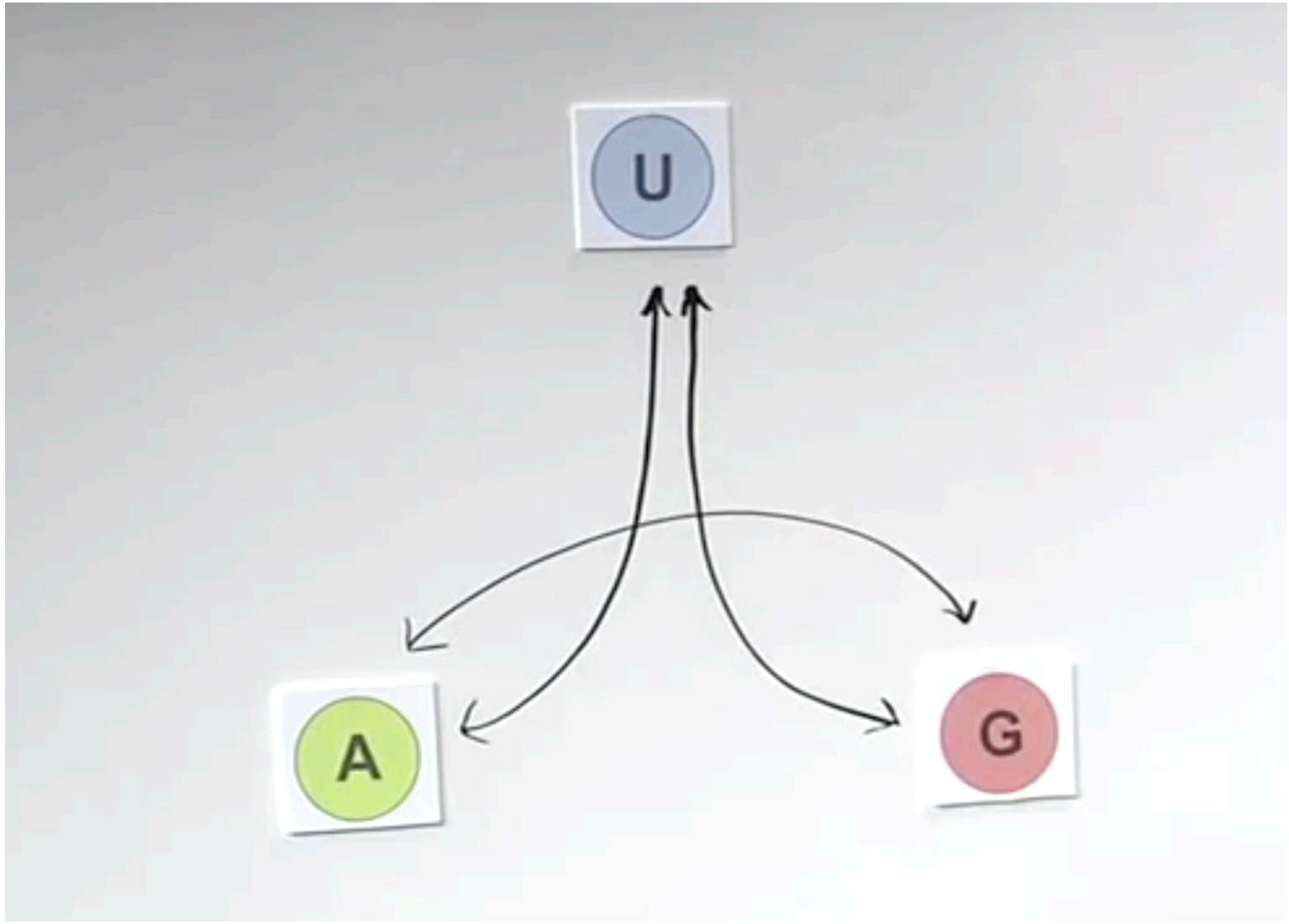
'Relevance’

Landing Page

How well the landing page relates to the Ad. The ‘SEO’ score of the page (user friendliness).

‘Landing Page SEO Score’

Search Advertising Theory



The Auction Model

3 Slots vs 4 Bids

Algorithm looks at 'bids' from Advertisers

4 Advertisers, 4 Bids

Max Bid vs Ad Rank

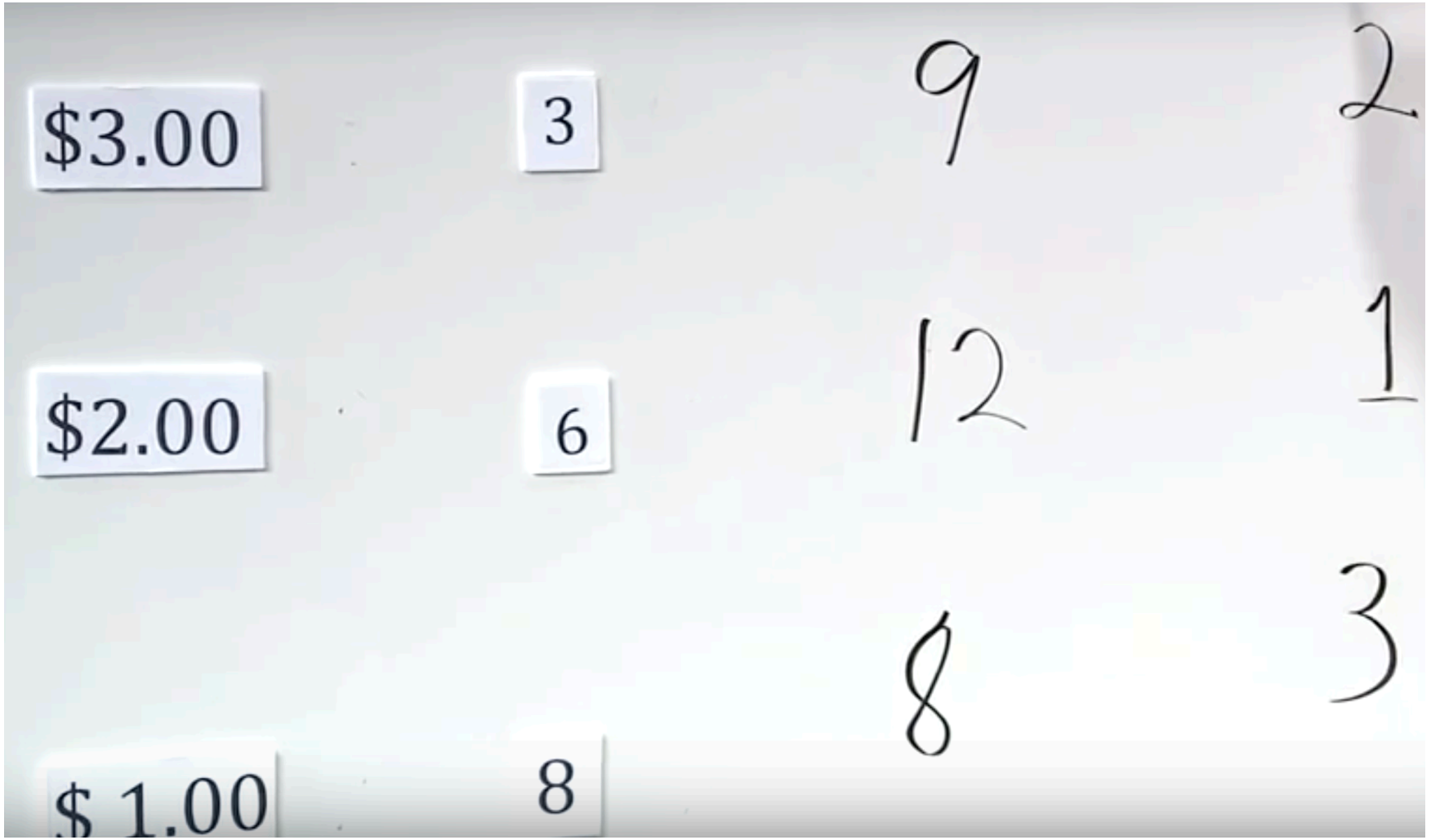
Assume the top bidder has a low quality score of 1

Ad Rank = Max Bid x Quality Score

The Ad Rank of the highest bidder = 4

AD RANK= $4 x 1 = 4

Quality Score vs Ad Rank of positions 2,3,4



Position

Highest bidder does NOT rank in the top 3

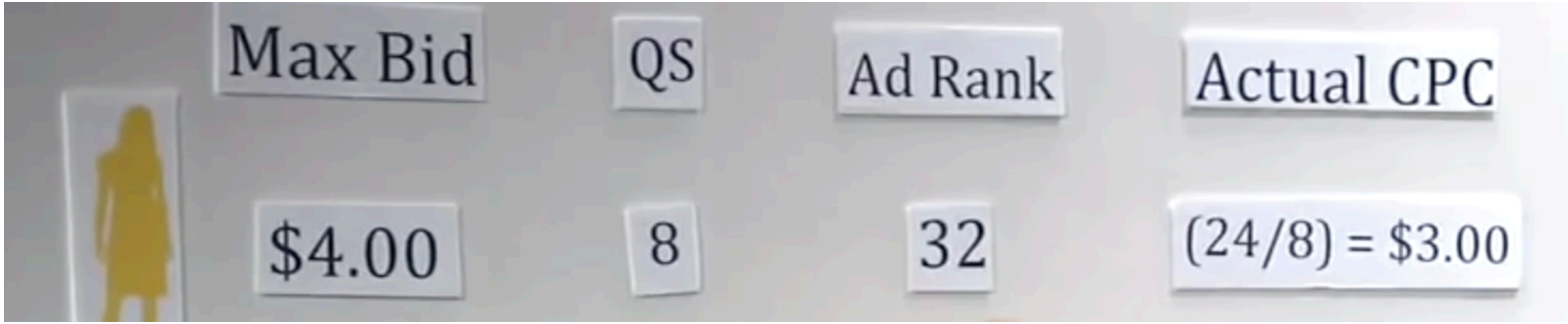
$2 = 1

$3 = 2

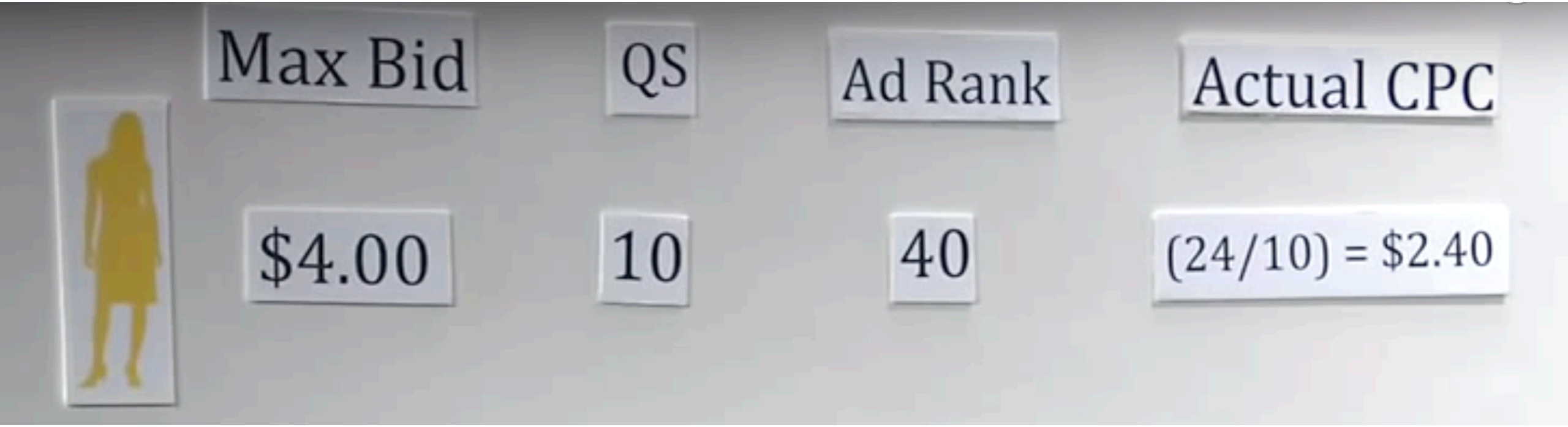
$1 = 3

The Value of Quality on Cost?

Before



After

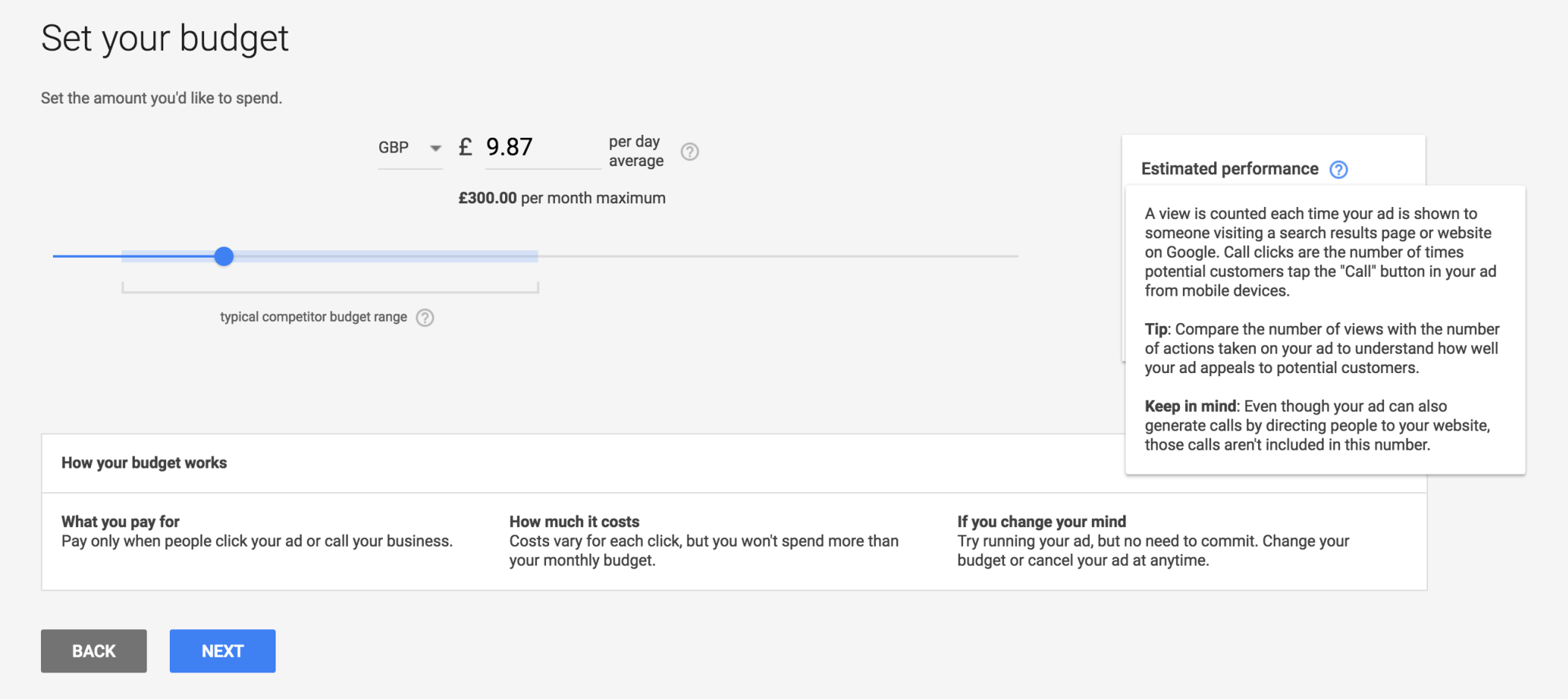


Adwords

Adwords Express Setup

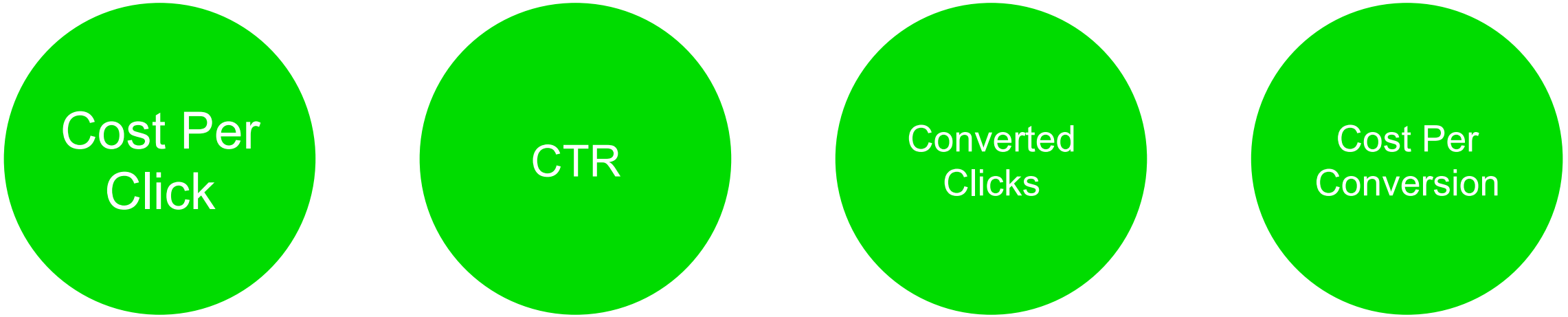
- Express Setup
- What's the difference between Adwords and Adwords Express?
  - Automated (inexperienced users) vs Marketing agencies
- Verified Calls
  - Great for B2B and campaigns that want to drive inbound sales calls

Budget Estimates and Competitor Indicator



PPC WRAP UP

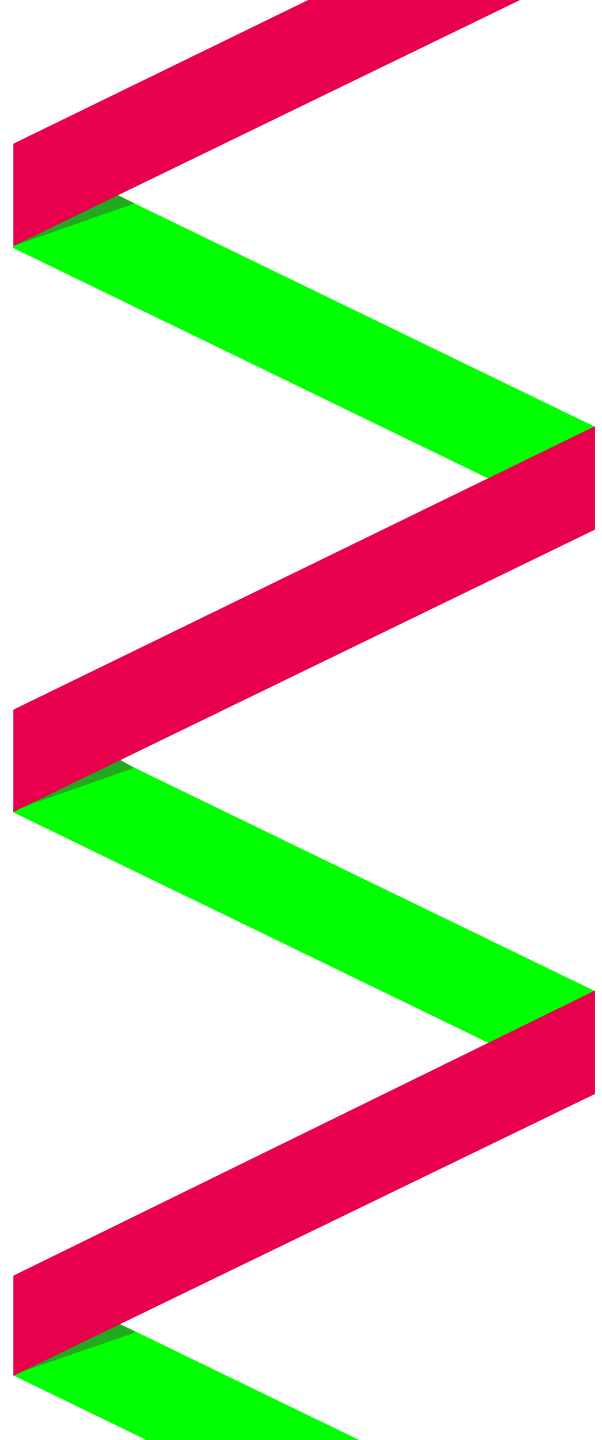
PPC – WHAT TO ANALYSE



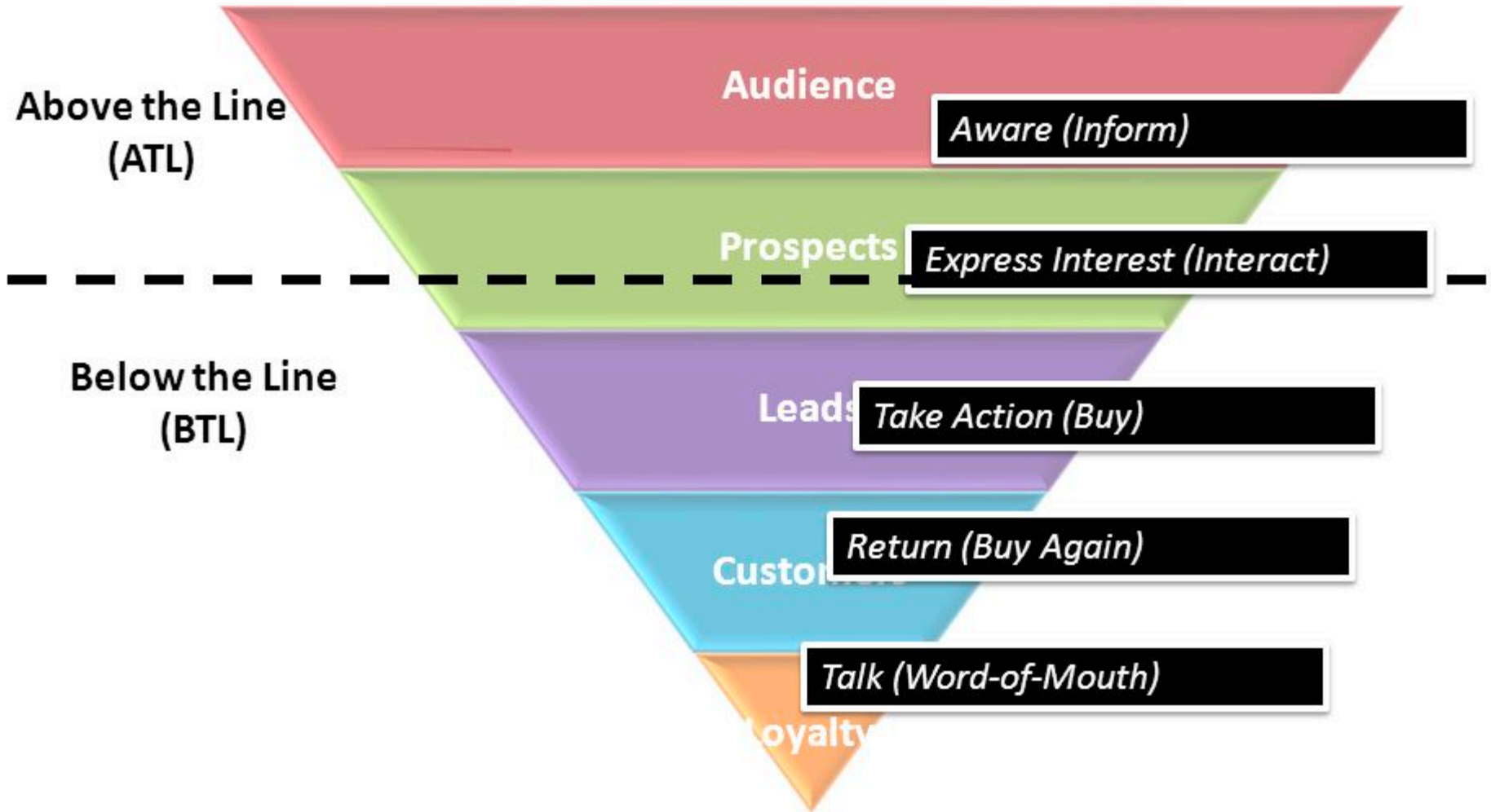
GROUP DISCUSSION

SEO, PPC OR BOTH?

A WORD ON SOCIAL



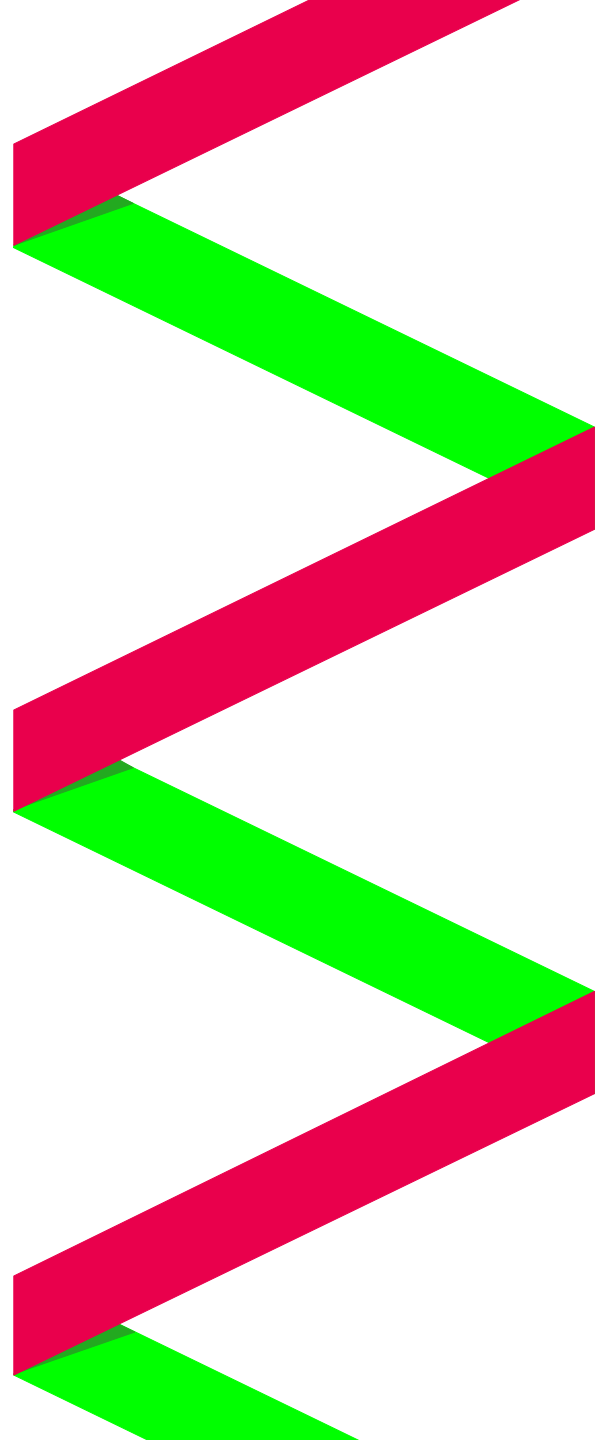
The Marketing Funnel



REACH (ATL)

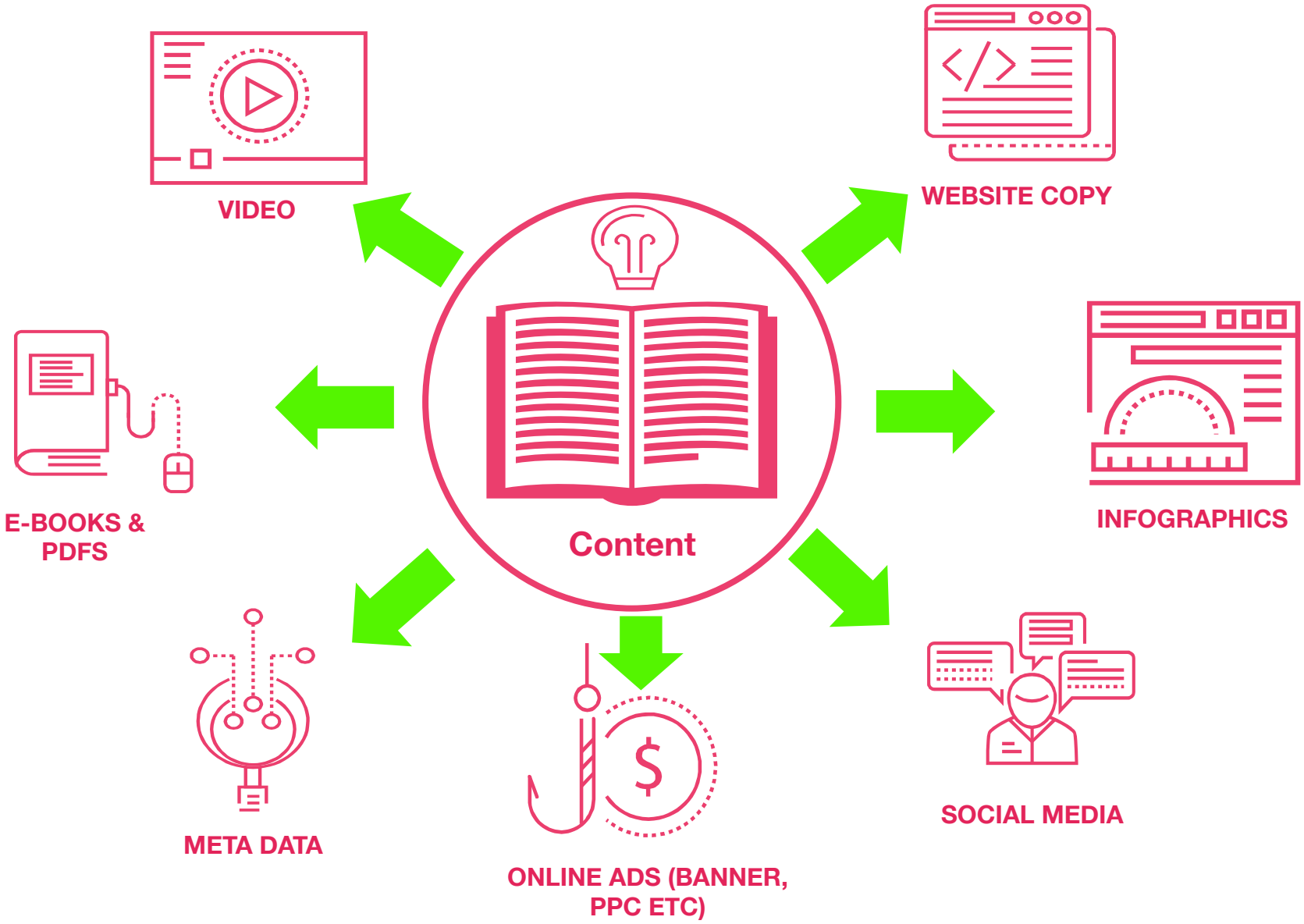
ENGAGEMENT (BTL)

CONTENT



“Content that answers questions, is helpful and adds value”

What do we mean by Content?



CONTENT TIPS

HEADLINES

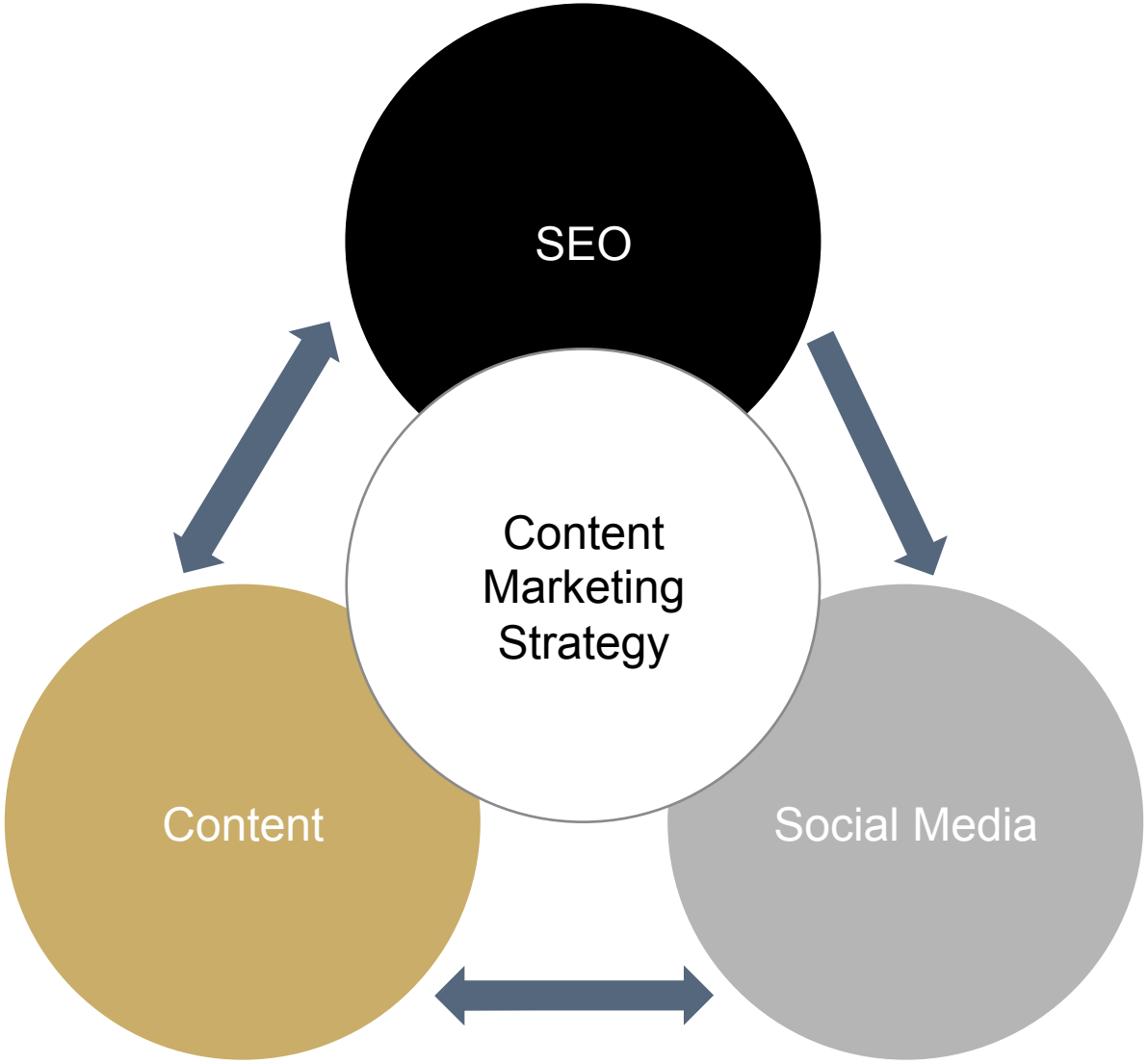
> Numbers
> Adjectives – convey emotion
> Pique their curiosity
> Sell the benefits
> Name check a celebrity or brand
> Create a sense of urgency
> 65 character rule:
    > Google cuts off long headlines in search results
    > Easier to share – users can retweet easily
    > Fits into email subject line

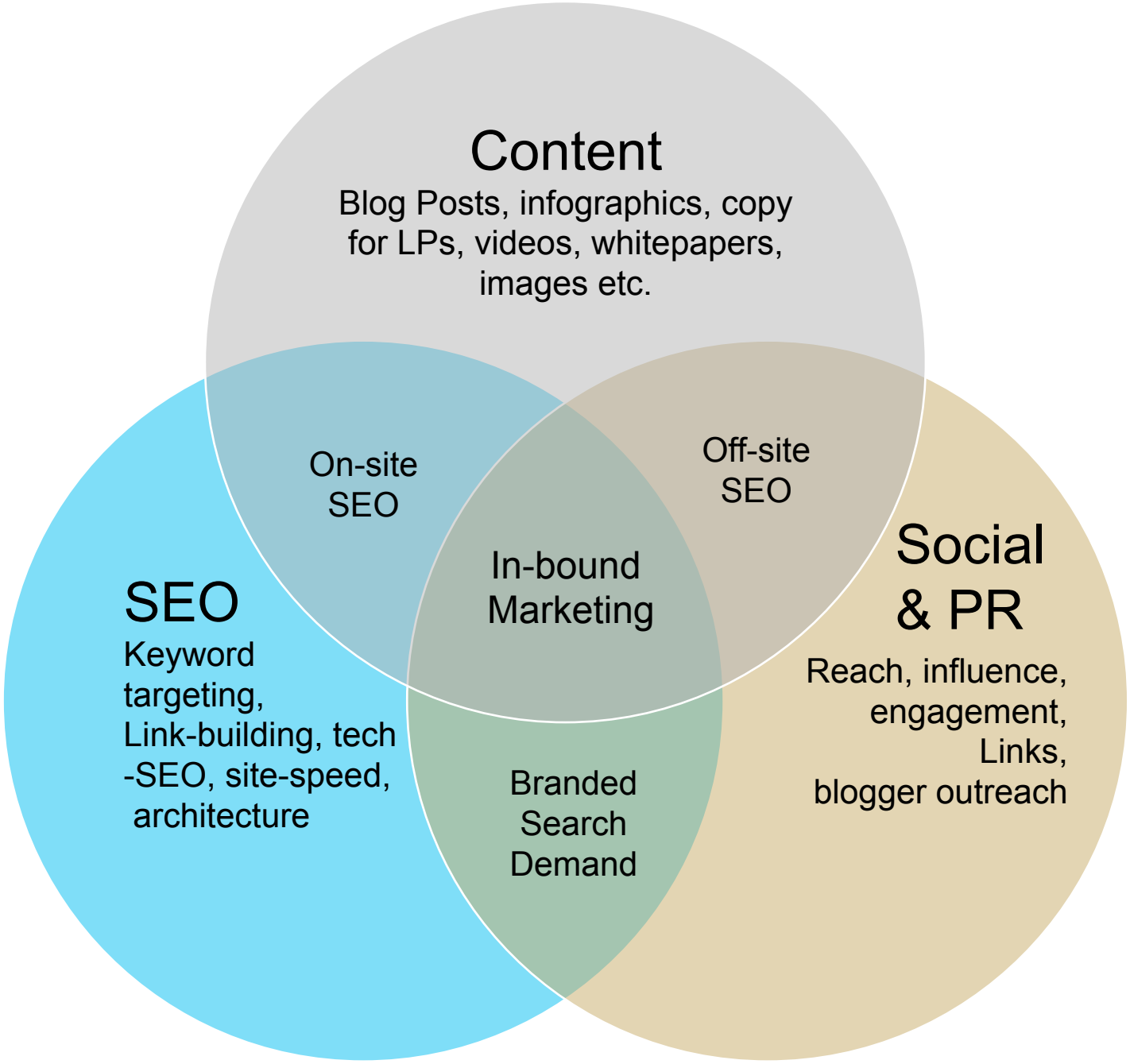
On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.

David Ogilvy
Advertising God

By 2019, 80% of the World's Internet Traffic Will Be **Video**

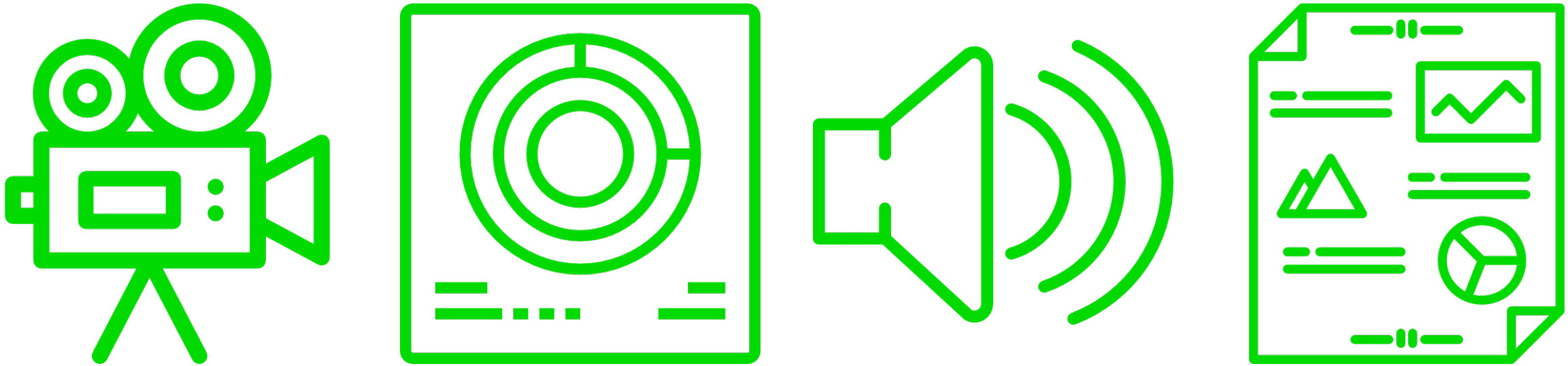
“Key is to connect your content with an appropriate acquisition, conversion or retention tactic”


SEO
Content Marketing Strategy
Content
Social Media


Content
Blog Posts, infographics, copy for LPs, videos, whitepapers, images etc.
On-site SEO
Off-site SEO
In-bound Marketing
SEO
Keyword targeting, Link-building, tech -SEO, site-speed, architecture
Social & PR
Reach, influence, engagement, Links, blogger outreach
Branded Search Demand

Be content creators and curators

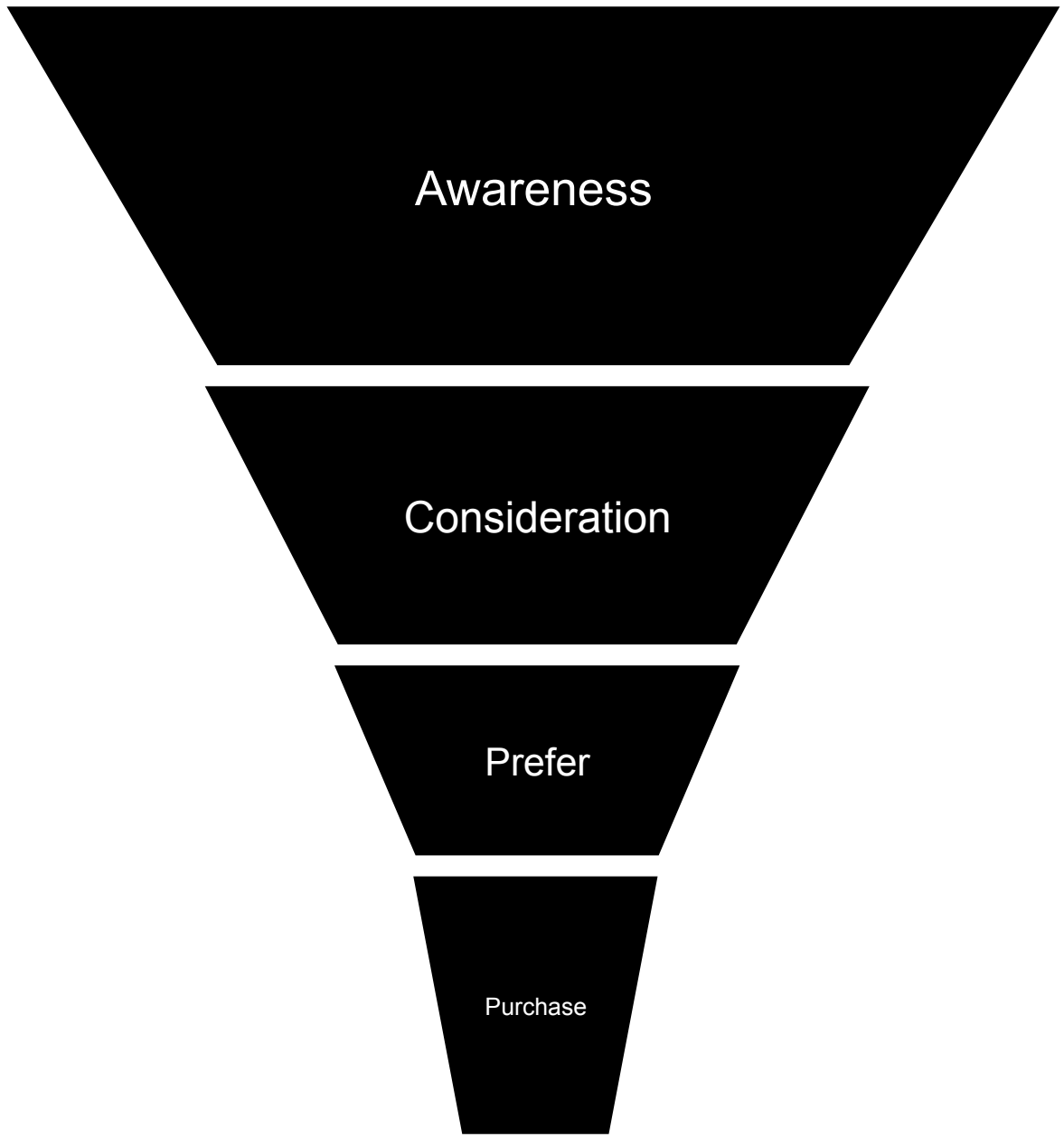
- Create, Re-Purpose, Re-Purpose, Re-Purpose.



Hero Content

Hub Content

Hygiene Content



Hygiene Content

New Landing Pages – Based on Filters

Content at the Top of Gallery Landing Pages

META Data Optimisation

Product Pages – Create Landing Pages

Hub Content – Suggested Approach

Topics & Themes related to Services

Generic queries matching Search Demand

News and Events

Hero Content – Suggested Approach

Interactive Pieces

Videos

Long-form Articles

Interviews

Hero Content Examples

http://www.knightfrank.com/blog/tag/global-cities-2018

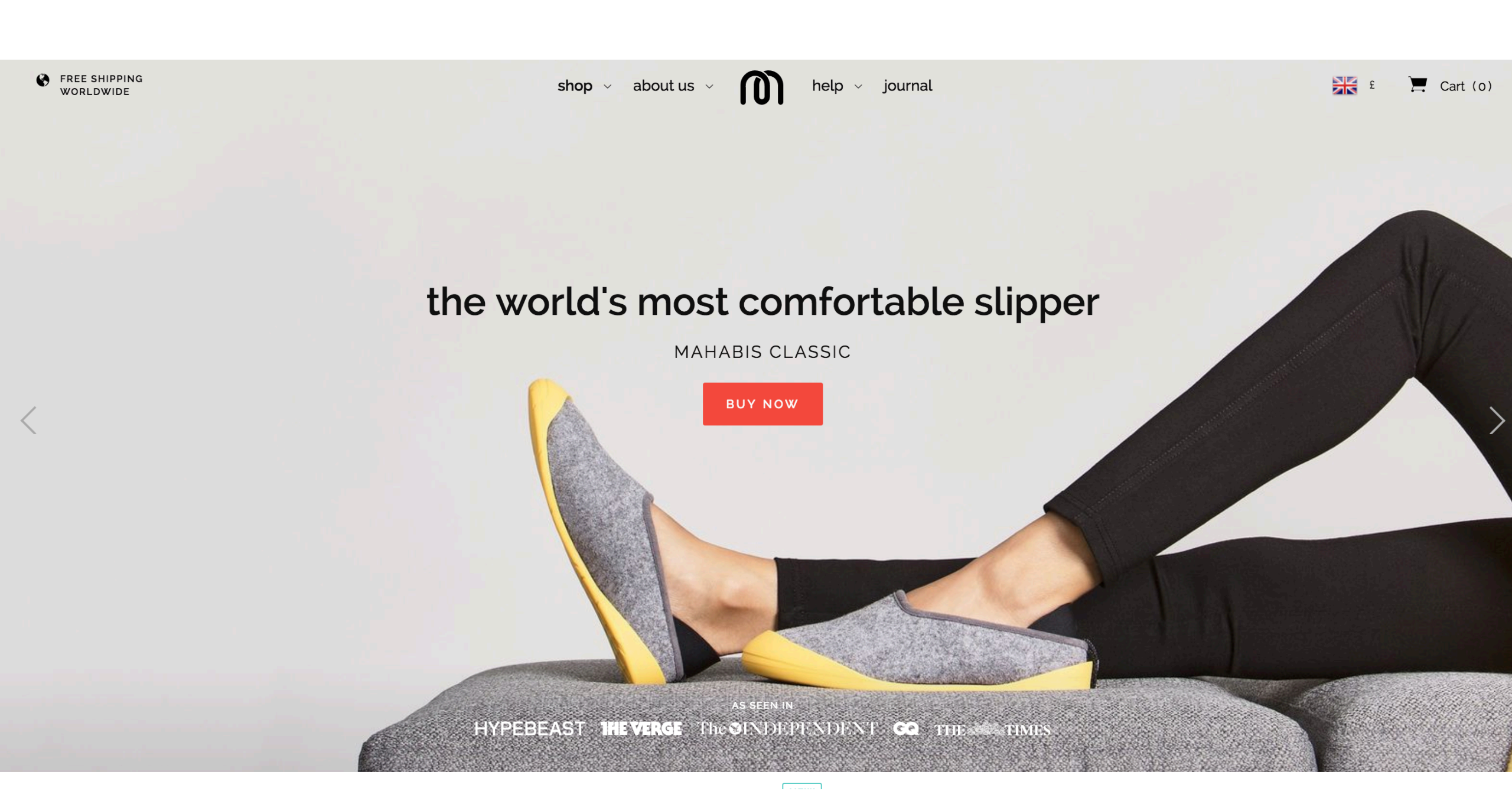
https://www.concerthotels.com/ipod-visualized-as-vinyl

https://www.minttwist.com/calendar/

Group Exercise

- What Hygiene Content do you need?
- What Hub Content do you need?
- What kind of Hero Content could work for you?

Case Study – Mahabi’s


the world's most comfortable slipper
MAHABIS CLASSIC
BUY NOW
AS SEEN IN
HYPEBEAST THE VERGE The INDEPENDENT GQ THE TIMES

Mahabis

- https://www.youtube.com/watch?v=TVMqHyU5RoE

How they did it

- Consistent Branding
  - Young, cool and minimalist
- Brand Culture
  - Built a lifestyle around their brand which is a constant feature of messaging
- Transparency
  - Access behind the scenes
- Sell the benefits / wants
- Local / Personalised
  - Exclusive offers
- Responsive
  - Aim for strong Customer Services
- Build Brand Advocates
  - Showcase their Customers
- Started with branding − awareness − used a reservation page pre-luanch
- **Paid Advertsising for Brand Awareness**

How they began

- 2014
- **Paid Advertsising for Brand Awareness**

How they began

- Used a reservation page and had 000's of 'pre-orders' and 'in-advance' engagement around the branbd.

Awareness

- Tube Advertising
- TV Advert
- Magazine Advertising
- Newspaper Advertising
- Letterbox leaflets
- Influencer / Outreach
- Online Advertising
  - Instagram, Facebook, Google Display Network (banners, social ads, mobile ads) etc.

- https://twitter.com/search?f=tweets&vertical=default&q=%40mahabis&src=typd
- Facebook
  - Inspirational image
  - +purchase
  - Aiming for ‘impulse buy’

Brand Values

- https://www.instagram.com/mahabis/
  - Messages?
  - Tactics?
- https://twitter.com/search?f=tweets&vertical=default&q=%40mahabis&src=typd
- 5 Minutes Peace

ENGAGEMENT

- Journal

- https://mahabis.com/blogs/journal/81219268-mahabis-downtime-how-to-unwind-in-under-five-minutes

  - “On brand”
  - Engagement
  - ”Depth” for SEO
  - Potential for Inbound Links
  - Social Sharing opportuity
  - Topics for Newsletters
  - **CTA – Sign up for updates**

ENGAGEMET

- Help
    - Sizing Chart
    - Refer a friend
    - FAQs
    - Delivery and Returns

ENGAGEMENT/RETENTION

- About Us

  - Customer Reviews
  - Press
  - FAQs
  - Delivery and Returns

RETENTION

- The Story

  - European Craftmanship ‘values’
  - Scandanavian influenvces
  - Designed in London
  - **Ship to the world**

Social Channels

- https://www.instagram.com/mahabis/
  - Messages?
  - Tactics?

- Facebook
  - Inspirational image
  - +purchase
  - Aiming for ‘impulse buy’

But …

- Twitter
  - https://twitter.com/search?f=tweets&vertical=default&q=%40mahabis&src=typd

- YouTube
  - No direct …
  - https://www.youtube.com/channel/UCZv-fFedOyekH4crYmgMJxA

  - Outreach (lots of this) – for 'social proof'
  - https://www.youtube.com/watch?v=WAznXDWTlVw

  - UGC / Outreach
  - https://www.youtube.com/watch?v=g_jxETzJgvc

  - Pure UGC – demonstrates physical evidence / packaging
  - https://www.youtube.com/watch?v=IBXHxoE0RLk

  - Competitor
  - https://www.youtube.com/watch?v=G9H8fP77qvk

the world's most comfortable slipper

MAHABIS CLASSIC

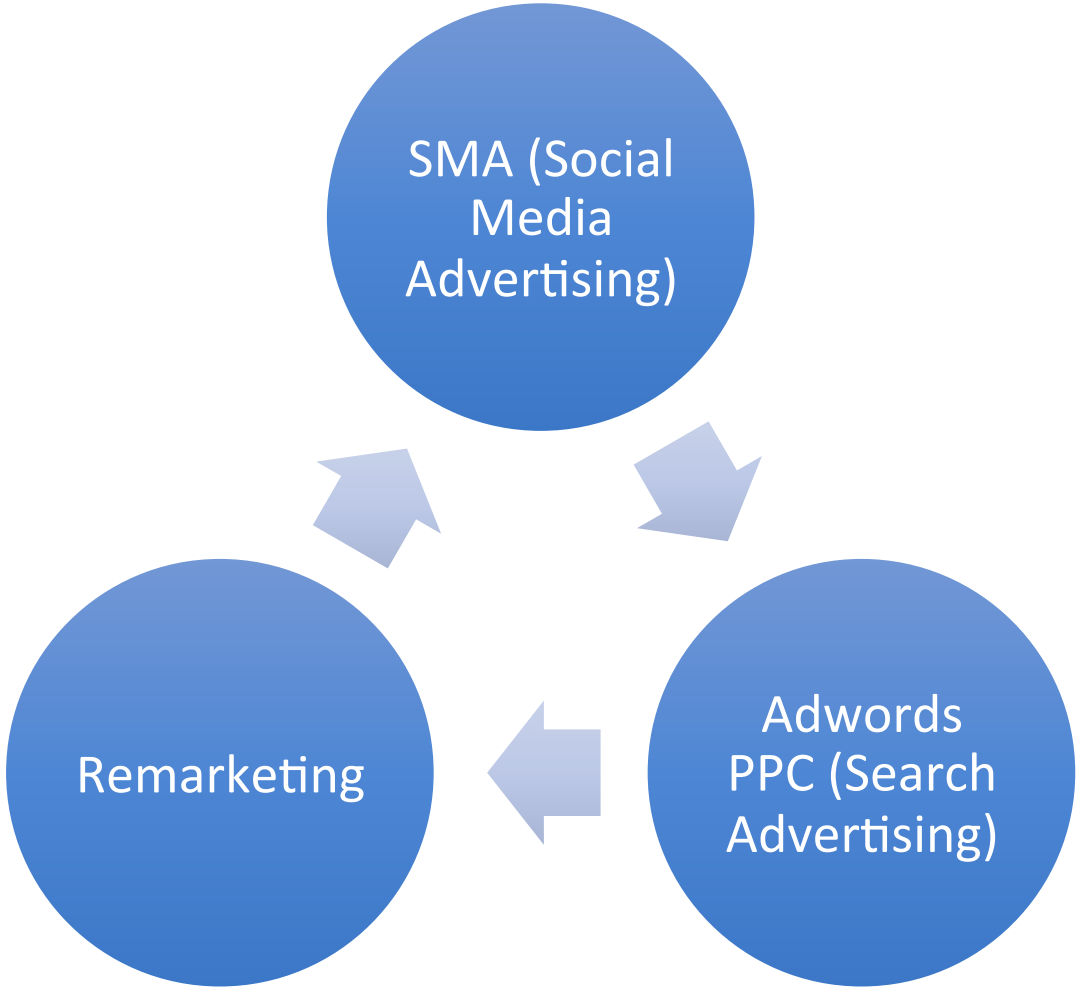
BUY NOW

AS SEEN IN

HYPEBEAST THE VERGE The INDEPENDENT GQ THE TIMES

Key Skills

Digital Marketing (Paid)

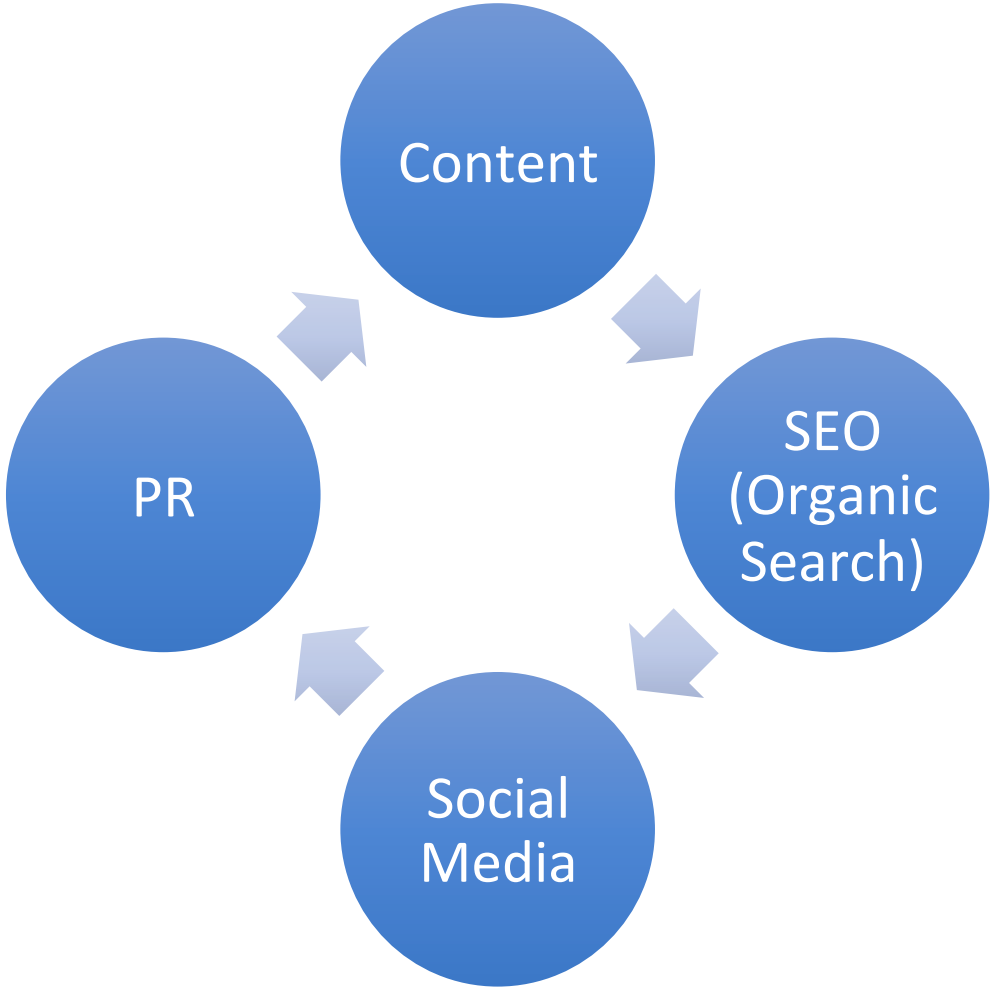


Key Skills

- Knowing where to use them
  - SMA -> Top of the funnel
  - Search -> Middle
  - Remarketing -> Conversion / Sales opportunity

- Knowing how they give value
  - SMA -> Targeting and Messaging Strategy to create optimum Reach and Engagement
  - Search -> Keyword Selection and Messaging Strategy for leveraging “Indicative Intent”
  - Remarketing -> Behaviour Analysis and Messaging Strategy for “Conversion Rate Optimisation”

Digital Marketing (Organic)



Key Skills

- Content Marketing (how Content is leveraged)
  - Conversion fuel for multiple channels.
  - Creative content to deliver against the Messaging Strategy

- SEO fundamentals
  - Keyword Research
  - Optimise new and existing Website Content to capture inbound leads
    - Non-branded search terms
    - Branded search terms

- Social Media
  - Create Engagement

- PR
  - Use Digital to “Hack” the process

Key Skills

- PR Hacking
  - Create Strategic Context
  - https://youtu.be/u3pob5H-x3g

  - Create stories not press releases
  - Engage more media verticals
  - Piggy back on timely news
  - Personalise and localise at scale

Key Skills

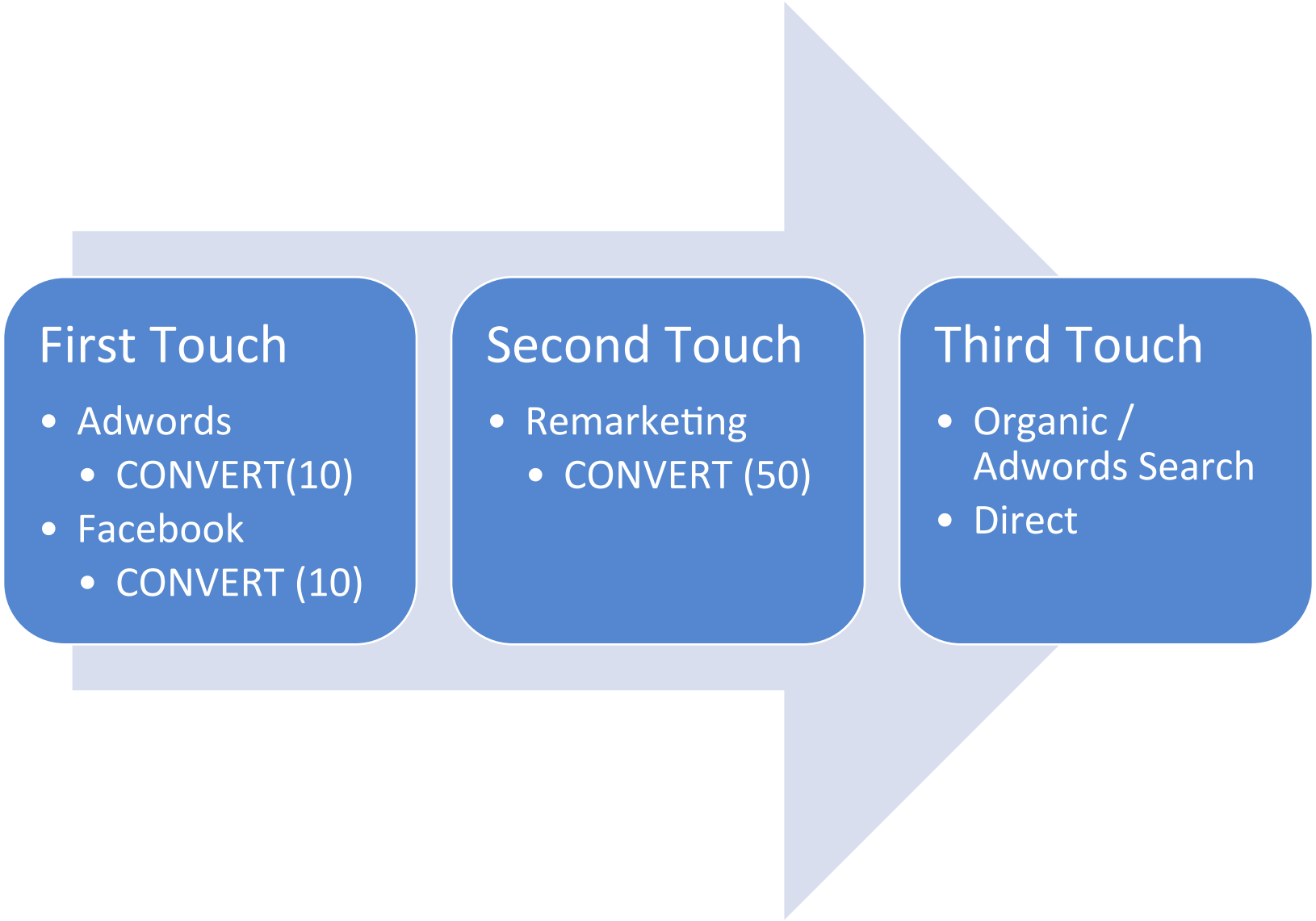
- Calculate ROI

- Remember the customer journey is multi-channel

Example – Marketing a "Fashion Show London" launch event

Objective	Facebook	AdWords PPC	Remarketing
Reach	100,000 Impressions	1,000 impressions	1,000 Impressions
Engagement	1,000 Video Views (at least 75%)	100 Clicks to landing page	100 Clicks to landing page
Conversions	10 Sign Ups	10 Sign Ups	50 Sign Ups
Cost	£1,000	£1,000	£1,000

CONSIDER THE CONVERSION PATH …



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Cost	£1,000	£1,000	£1,000
KPI – Cost Per View? Cost Per Click? Cost Per Conversion?	?	?	?

Let’s talk about costs

Costs

- TV Advert (UK National)
  - Beakfast - £3,000 − 300K
  - Evening - £30,000 − 3M
- Video Production
  - Corporate Video - £5k - £50k+
  - TV Ad - £50k - £250k
- Social Ads (Including Video)
  - Immpressions − as above
  - ‘Clicks’ - £3,000 − 3k − 30k clicks
- PPC Ads
  - ‘Clicks’ - £3,000 − 500 − 3k clicks
- Tube
  - 150k impressions (daily) - £60k per site / per 2-weeks

Costs

- Magazine
  - Inside front cover of cosmopolitan - £100k++
  - Local magazine - £500 - £5k
- Influencer
  - Micro − £50 - £250 per post
  - Celebrity ‘appearance’ - £1,500 - £50k per day+
- Website
  - £10k - £250k+
- Mobile App
  - £20k − £250k+