

# Ignition:

The  
Digital  
Marketing  
Cheatsheet



» DigitalEdge

You're busy, we know. (Luckily this blueprint is brief)

And that's the **problem**.

So busy working in your business. Dealing with customers. Suppliers. Finances. Day to day headaches and problems.

The last thing you feel needs doing at the moment is generating more custom.

But that's exactly what the guys who advertised in Yellow Pages thought. Everything was great. Hunky Dory. And then . . . all of a sudden . . . it wasn't.

The Internet took off. And with it new ways of customers to reach customers. Those that embraced change prospered, and the die hards dwindled. Just look what happened to Yellow Pages.

(they had to rebrand, and re-launch offering the very same services that had destroyed their print directory. But that's another story)

And we're not done yet. This is just the beginning. If anything Digital Marketing is accelerating. New strategies & techniques are popping up all the time.

And to be perfectly blunt here: You could wake up tomorrow, to find your competitors have left you standing. And you're left dazed, scratching your head, wondering what happened.

All the time you were run off your feet, busy running your business, your competitors were quietly getting their "Digital Ducks" in a row. Then boom. They got traction. And sped off.

And now playing catch up will cost you ten times more.

**We don't want that.**

A properly implemented Digital Marketing strategy for your business will:

- Ensure you have a never ending flow of quality prospects
- Futureproof your business against any economic downturns
- Allow you to expand at whatever pace you wish
- Add value to your business, should you wish to sell up at some stage
- Allow you to increase marketshare

This blueprint will show you exactly what needs doing.

Dive in.

## Google Organic Rankings (SEO)

Google's algorithm is now incredibly advanced, with 100's of different factors determining where your website ranks. But with 90% of searchers never venturing beyond page one, there are huge amounts of traffic to be had. Grab those top spots and you can be hard to shift.

### Keywords

Identify the most focused & appropriate keywords that will bring you potential customers.

(tip: High volume keywords are often too broad and unfocused)

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Plan out which pages on your website each keyword will be targeted to (tip : Group similar & related keywords together).

### Content

Don't stuff keywords; 1 -5 instances is usually sufficient.

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Include all synonyms and related terminology.

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Test your pages for relevancy with tools such a [www.ntopic.org](http://www.ntopic.org) .

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Beef up content by including multiple images (original if possible), embedded video & bullet points.

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Ensure landing pages (pages which keywords are targeted to) have at least 1000 words of quality text content.

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Include main keyword phrase in meta title & H1 tag (but again don't keyword stuff).

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Ensure no duplicate content on website.

## Structure

Structure your website so each main keyword theme is a main category page

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Add supporting pages (minimum 5) linking to main category pages

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Ensure website is “spiderable” by Google, using a tool such as [www.screamingfrog.co.uk/seo-spider](http://www.screamingfrog.co.uk/seo-spider), and has no 404 page not found errors



**Tip:** Google analyzes over 200 things on your website to determine your ranking. See what your SEO score is here :

[www.digitaledgemedial.co.uk/seo\\_score.php](http://www.digitaledgemedial.co.uk/seo_score.php)

## Semantic Mark Up

Ensure website is coded for location data (Meta Geo Tags, Address Mark up) using Microdata, Rdfa or JSON mark up.

## Links

Obtain Citation links (Business name, address & telephone) from local business directories.

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Obtain links from websites of similar theme, using website url /business name (start with 1 -5 per month).

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Obtain links from authority websites, using mixture of target keywords (approx 1 -5 per month).

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Mix up backlinking so links go to homepage and internal pages; never more than 50% to homepage.

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Cross link internal pages on website with keywords text links (e.g. link to the landing page for “red apples” with keywords such as “red apples”, “juicy red apples” , “delicious apples” etc.

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Social Profiles: Ensure you have pages on popular social sites such as Facebook, Twitter, Youtube, Pinterest, Linkedin & Instagram, and include links in those pages back to your website.

## Pay Per Click : Google Adwords

Google Adwords is a great way to target specific keywords, and jump to the top of Google. It's a great way of supplementing Organic SEO, and we've helped build multi million pound businesses of just this alone.

But it's so very complex, and easy to "lose your shirt" on if you're not careful. Professional help (not Google Reps!) will save you a lot of money and get you better responses.

**Adgroups:** Group similar keywords into the same adgroup , but try to keep below 20 or 30 per Adgroup.

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**Keyword Match Type:** Modified Broad gets the best results without blowing through budget. E.g. +hardwood + flooring , rather than entering "hardwood flooring" as a broad match term .

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**Target Search Network Only :** Turn off ads on the Content Network unless you really, really know what you are doing. (This saved one client £1000's per month).

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**Ads:** Run 3 or 4 ads at any one time per Adgroup to split test. Once you have at least 100 views per ad, you can determine which is best, then start another round of tests.

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**Landing Pages:** Make sure ads click through to well targeted landing pages. Continually test new landing pages for optimum results.

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**Conversion Tracking:** Track conversions by adding Google code to your website, to determine which ads and keywords work best, allowing you to cut the losers.

(**Tip:** If your website is anything other than an ecommerce site, you'll need to track email enquiries etc)

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**Integrate Google Analytics:** This will allow you to import metrics such as "Time on Site" to determine how well ads & keywords perform.

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**Fraud Clicks:** It is estimated that 10 -20% of clicks could be fraudulent, either from automated bots or unscrupulous competitors trying to deplete your budget. Implement a system to weed out and prevent fraud clicks. (contact us for more information).

**Ad Extensions:** Implement ad extensions, such as Call to Action, Reviews etc for extra performance.

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**Location Targeting:** Ensure your ads are only showing in areas which you serve; especially important for service type businesses.

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**Ad Delivery:** Set to “show ads evenly over time”. This makes it harder for competitors to use up your budget and stop your ads showing, if they sit there repeatedly clicking your ads.

## Remarketing

So far you can see that one way or another it costs time and money getting visitors to your website. So don't waste them – once they've visited, make sure your business stays in the forefront of your mind, by using Remarketing (or Retargeting) Ads. These are ads that show on other websites, once your visitor leaves, over the course of the following weeks. Only people who have visited your website will see your ad, and they have a very good success rate.

Implement remarketing Ads via Google Adwords

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Implement remarketing Ads via Facebook

## YouTube

YouTube is the second most visited search engine after Google, so it makes sense to have an active presence there.

Set up a YouTube Channel for your business

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Link your Channel page to your website and vice versa

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Film and upload 1-2 videos each month

## Facebook

Facebook needs no introduction, and we assume you already have a business website page.

Ensure your Facebook page links to website and vice versa

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Ensure all information is complete (About Us sections etc)

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Ensure you have an attention grabbing cover photo that reflects your business

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Activate Review app so people can leave reviews

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Post to Facebook 1 -4 times a week

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As well as your own self promotional posts, include posts that link to other items that your followers may be interested in such as news, local events, funny items etc.

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Mix it up: post a mix of text posts, images & video

## Reviews

Recent consumer surveys found 72% of respondents said they trust online reviews as much as personal recommendations and 70% of consumers trust a business with a minimum of 6-10 reviews. Clearly a positive online reputation will help your business gain clients. In addition, Google shows star ratings in it's local results, and a businesses reputation looks set to become another ranking factor.

Develop a system to continuously canvas past customers for a review

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Point those customers to leave a review on the relevant review portals for your industry (e.g. Google, Checkatrade, Tripadvisor, Facebook)

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Combine your review system with obtaining new business referrals  
(Advanced: Contact us for more information)



**Tip:** See what your current review score is here:  
[www.digitaledgemedial.co.uk/score.php](http://www.digitaledgemedial.co.uk/score.php)

## Email Marketing

Once you have an enquiry via your website, what happens next? Are they forgotten about, or gently nurtured and tended to until they are ready to become a customer?

Email marketing is immensely powerful, and can be all automated.

Set up an online Mailing list service such as Mailchimp

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Enter any potential customers emails into the Mailing List as they come in  
(e.g. via email from website, web enquiry forms etc)

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Set up a series of short emails to be sent automatically. Emails that educate and enlighten the customer, recent success stories, etc



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Broadcast special offers to your list from time to time



## Analytics

If you've implemented all the above, you need to know what's working (and what's not), where your visitors are coming from, and what pages on your website they spend the most time on. For this an analytics program such as Google Analytics is invaluable, and will provide you with a wealth of data upon which you can improve your website and make informed business decisions.

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Sign up to Google Analytics (Free)



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Implement code on your website and test



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Log in regularly and view data



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Find where visitors are most interested in on your site (and what pages have tumbleweed blowing through them)



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Find which pages visitors enter at (and what pages cause them to leave)



## Summary

While no means a comprehensive list, in most markets just implementing this will put you streets ahead of your competition, and generate endless new business.

The beauty of Digital Marketing is the Synergies: Different strategies cross over and enhance other strategies. For instance, by having both Organic SEO and Google Adwords, the appearance of your website multiple times in the search results leads to more clicks than just the sum of the parts. There is an exponential effect.

## Confession Time: We've Left One Thing Out . . .

. . . the “Secret Sauce” that will light the touch paper under your business.

The one thing that will bind all your marketing together. The one thing that will multiply all your efforts, and allow you to dominate your competitors online.

But don't worry, as a thank you for reading this far, we are giving it to you free (it's just a quick 3 minute read).

Get it here :

[www.digitaledgemediaco.uk/secret-sauce](http://www.digitaledgemediaco.uk/secret-sauce)



## Who We Are

Digital Edge is a boutique Digital Marketing Agency. This means we are not a massive agency with huge fees, sales teams and a management structure, where you become lost amongst hundreds of other clients. What we are is bespoke agency, that likes to keep a smaller, well served, client base – and work with them in the long term for success.

Our clients typically stay with us for years, rather than months. We get to know our clients business inside out, so that we can develop & implement the correct strategy for them, as well as advise them on anything Internet related. We love helping make businesses successful.

With 15 years experience in SEO & Digital Marketing, you can be assured we know what we are doing!



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