



Digital Marketing

Advertising is a major ingredient of any digital marketing. Marketing alternatively referred to as Internet marketing, emarketing or online marketing which ideally is about capitalising on all of the opportunities that the internet and digital arena have to offer and integrating this with your organisation's objectives in order to strengthen your brand.

Three key areas:

- Who are my customers?
- Where can I find them?
- How can/do I target them?

No matter who, or how many customers you have, there are more and more opportunities for to be found online

When potential customers are online, the odds are that they will more than likely use a search engine to find what they are looking for.

11 billion searches were recorded by the top five U.S. search engines in 2008 and 'Google' has become a verb in its own right: if you want to find something, 'Google it' (Moran and Hunt, 2008).

The foundation to any digital marketing strategy is a high quality website. There is little or no value in driving customers towards your website if they immediately leave as soon as they arrive. *It's important to remember that competitors are only one click away on the Internet.* Users expect high quality, regularly updated content; functionality/interactivity with the ease of clear and logical site navigation and impressive visual impact.

Obtaining prominent listings on search engines is an integral part of digital any digital marketing strategy - and can be achieved by undertaking Search Engine Optimisation (SEO) and Pay Per Click (PPC) advertising.



Search engine optimisation (SEO)

SEO involves refining your website to ensure the search engines consider it relevant to the keywords that your potential customers use to find your product or service.

Research has shown that click through rates (CTRs) on search engines tend to be considerably higher for organic listings. These are the listings on the left hand side of the search engine results page.

It is important to consider the fact that 93% of users will not go beyond the second page of search engine listings. Instead of going through large numbers of results pages, the user is more likely to change their search term (keyword).

No. 1 listings can never be guaranteed.

Competitor Analysis and Planning

Competitor analysis is vital in the early stages of any marketing project, it can be slightly complex.

Once the main competitors have been identified, an analysis of their sites and content will start to shed light on why they are doing well for any particular search term. Observing the reasons why other sites do well and adjusting your site accordingly. Once all of the initial analysis has been carried out, a strategy can then be decided upon.

Analysis and Reporting

Before starting any project, it's essential to build a good profile of the company and its current online activities/results. A proper analysis of the site will look to determine the following:

- Current site design
- Current site accessibility
- Details of any current or previous strategies implemented
- Details of any existing customer databases/logins
- Geographical scope of project
- Definition of products & services
- Current focus of site (calls to action)



Keyword Analysis

Keywords are an integral part of all search engine marketing. Most websites will have a set of keywords tagged within the HTML of their pages which aim to provide a summary of the information that the site or page contains. We will identify and carry out a deep analysis of the keywords and key phrases that will be used. When looking at search terms, we can then begin to research into the complexity behind why users search and what their purpose is.

A clear and comprehensive keyphrase strategy is an important factor to achieving SEO success.

Web 2.0

Web 2.0 is defined by Wikipedia (2009) as “a trend in the use of World Wide Web technology and web design that aims to facilitate creativity, information sharing, and, most notably, collaboration among users”. Blogs, Mashups and Wikis and Social Media are key Web 2.0 tools that have been particularly important.

Tasks considered to enhance organic search listings can be categorised into three areas:

1. Index Coverage
2. On-Page Optimisation
3. Link Building

Index coverage

Index coverage is about monitoring how the pages within your site are ranked and viewed by the relevant search engines. The first stage of this will be to ensure that the main search engines currently index your site, which would be done by running a search engine report.

On-Page Optimisation

On-page optimisation is fundamental to achieving major organic listings. When planning and carrying out on-page optimisation, the aim is to create pages that will be seen as being highly relevant to a particular search term, this means that the structure and the code of the page must be relevant as well as the content that the user sees.

Link Building

Search engines view the web as a series of linked files, and search engine robots move through the linked pages within a site and then move on to any other sites that these pages link to in order to index a new page.

Link building is an essential process in Page Rank, which is commonly used to measure website quality.



Pay Per Click (PPC)

PPC advertising works on a similar philosophy to SEO, however it allows website owners to bid for keywords – similar to an auction to increase chances of a potentially profitable first page listing, this can provide immediate measurable results and can be a fantastic tool to use whilst the organic SEO project is being implemented.