

# Digital marketing guide



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# What is digital marketing?

Digital marketing refers to advertising delivered through online channels such as search engines, websites, social media, email, and mobile apps.

The two main methods of digital marketing are search engine optimisation (SEO) and pay per click (PPC) ads.



# Search engine optimisation

SEO will enable your business to be found through online searches, in Google for example.

As a small business, search engine optimisation (SEO) is usually the best option for you to focus on. Not only is it cheaper than pay per click (PPC) ads, but it also yields long-lasting, effective results.

To improve your search engine rankings you will need to consider content writing and social media as part of your SEO strategy.

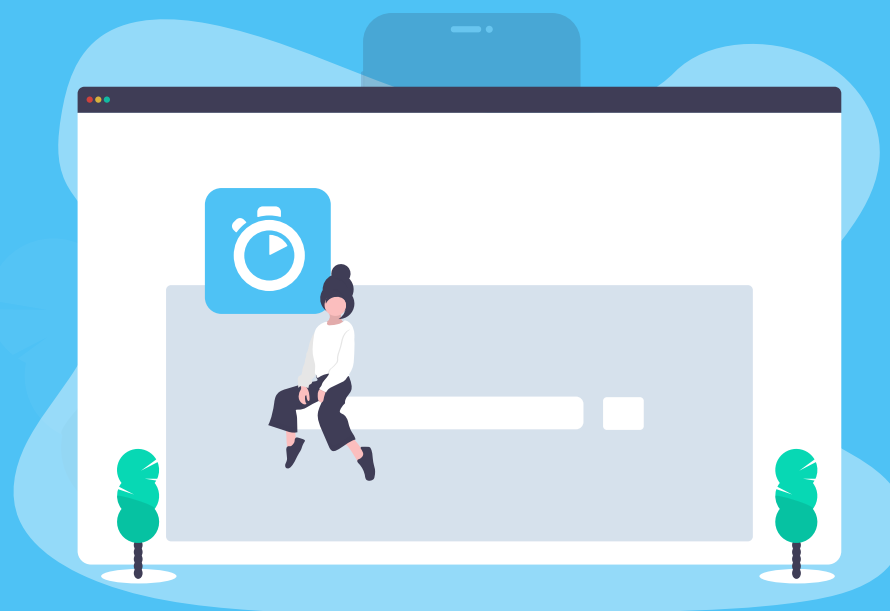
## Optimising your website

When you search for something online, a search engine will give you a list of recommended websites based on how relevant they are to your search terms from the most popular, trusted sources.

**Search engines choose relevant websites by picking keywords out and matching them to the terms people are searching for.**

If you want your website to rank highly in the search engine listings (increasing the amount of traffic that you will receive), then your website needs to be relevant and ranking well for the keywords that your potential clients are searching for.

When optimising your website you will need to conduct keyword research, add meta descriptions and monitor your site's analytics.





## Keyword research

To get started with SEO, you're going to have to do some keyword research. It's not a case of simply picking the most obvious words that relate to your business.

For example, if you sell used cars, simply ranking for "used cars" is going to be next to impossible with the thousands of other companies around the world to compete with.

Instead, a more specific term such as "used cars in Liverpool" will be more suitable as it's specific and targeted to your location.

## Meta descriptions

Meta descriptions are the pieces of text that come under a search engine ranking link.

There's an argument over whether they affect the rankings directly, but they certainly influence whether someone clicks through to your website or not.

They need to be snappy, relevant and interesting enough to entice people into clicking your website link.

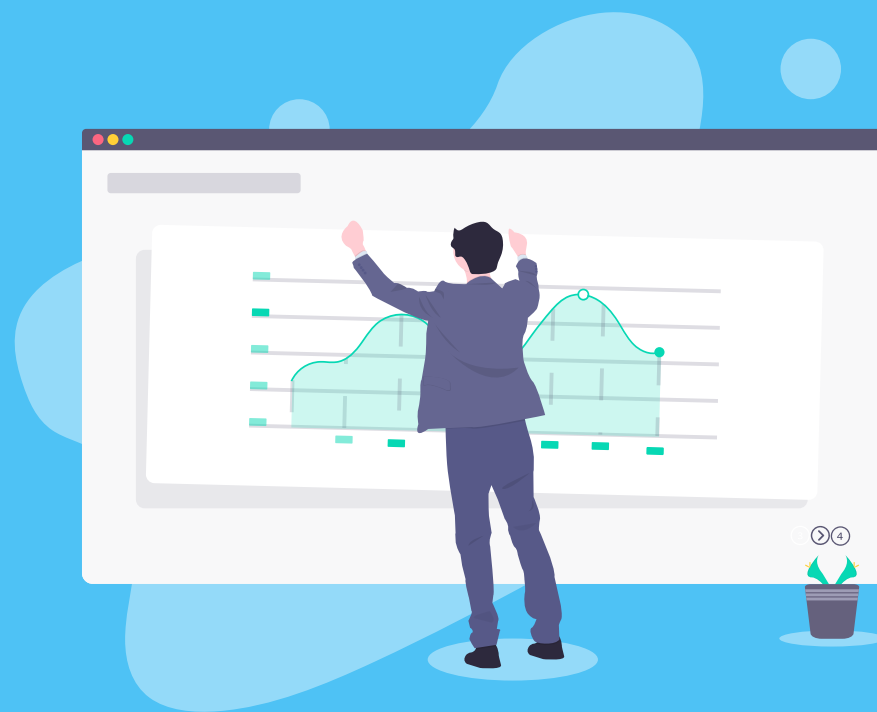
## Website analytics

To see how your website is performing in search and how much traffic your website receives, you will need to regularly review your analytics.

Analytics will tell you which areas of your website are the most popular and what pages require more work. It will also provide information about the demographics of your visitors.

These statistics can help you make informed decisions on how to develop and improve your digital marketing strategy.

As a small business, you can use Google Analytics for free, click [here](#) to sign up for a free account.





## Content writing

You're probably used to people saying that you need a blog on your website. It can get a little repetitive, but there's a good reason behind it.

Blogs can become a very effective part of your digital marketing strategy, which is why so many websites have them.

Updating your website with fresh, relevant content is going to make the likes of Google look upon your website more favourably. Search engines are more likely to recommend websites that are regularly updated with new, reliable and interesting content because they view these websites to be useful and relevant for their users.

## Increasing your traffic

Essentially you want people to find your content, engage with it and then eventually buy from you.

While this won't happen with everyone reading your posts, you can increase the percentage of people who will convert by growing your blog audience and writing interesting content that regularly draws in traffic.

## Presenting your expertise

Another aim of blogging regularly is to show your potential clients that you're an authority in your industry.

Not only will this lead to them trusting you and your brand, but when someone needs something you happen to sell, they'll think of you first due to their previous interactions with your business.

## Building your brand

A blog can help establish the tone and voice of your brand, showcasing your personality whilst providing useful information.

Blogs can go a long way in establishing trust between the customer and the business. Potential new customers are more likely to buy from a brand they know rather one they don't.

Publishing free, helpful content is going to keep your brand in the minds of your customers.

## Guest blogging

Besides your blog, a good way to give your website a fresh new boost is to get a post of yours featured on someone else's blog. Links to your website hosted on other trusted or popular websites will help to boost your credibility.





## How often should I be blogging?

The key is consistency. If your visitors see you haven't posted in months, it's not going to leave a good impression.

The more often you can add new content, the better, but you just need to make sure it is maintained on a regular basis.



## Don't make every post a sales pitch

While the essential goal of a blog is to gain sales, nobody likes being sold to.

Don't fall to the temptation of making every post about how great your company is and why people should buy from you.

Your blog needs to be about things people want and need to read about. If they're interested, this will increase the duration of time they will stay on your website.

## Don't stuff articles full of keywords

Making sure your website (and blog articles) are optimised for certain keywords is at the very core of SEO.

However, it does need to be relevant and appropriate. If you're stuffing every bit of content with keywords you want to rank for in a way that's not organic, it will cause more harm than good.

Search engines will begin viewing your website as being built only for ranking in search, and not for visitors. This will result in a dip in traffic as your site becomes less favourable.





## Social media

People tend to either over or underestimate the power of social media marketing.

While some may think social media is as simple as sending one tweet and having dozens of customers head to the buy button, others believe it's a complete waste of time.

There's plenty more to social media than many small businesses initially think.

There is certainly potential for customers to buy your products, but often the most important aspect of using social media is to build brand awareness and engage with your audience.

**Getting involved in conversations over social media allows you to become visible everywhere.**

Social media can be frustrating to begin with as you will need to trial different types of content, posted at different times to see what works and what doesn't.

Make sure you keep your business and personal profiles separate, posting only content your customers actually want to read.



## How regularly do I need to post on social media?

We recommend posting regularly (2-3 times) throughout the day to keep up momentum.

If you only post once a month people won't think it is worthwhile following or engaging with you.



## Should I use hashtags?

Yes, but don't be tempted to overload every post with them, instead choose a couple carefully.

If you see a relevant topic trending use it to your advantage and join the conversation.

