

Digital Marketing and Social Media Strategy

**Evolution and integration of
traditional and digital marketing**

Bill Manos – 2021 - 2022



Mod 4

- Content Marketing
- SMAP review
- Social Media Strategy
- Searches – SEM, SEO



menti.com

Code: XXXX XXXX

You must sign in with your first and last name to receive a grade.
(At least as many characters as will fit if you have a long last name)



Exam: March 21, 14h30 - 16h00 both groups

- Part 1
 - Written exercise with reflective questions to demonstrate what you learned in the course
 - Without phones, computers or notes



- Part 2
 - Online test, laptop needed





1-800-664-9073 Con

Products Resources Support Company COVID-19 Salesforce+

(RED) IS A TRAILBLAZER

(RED) is on the trail to fight global health emergencies like AIDS and COVID-19 with Salesforce.

WATCH THE STORY



<https://www.salesforce.com/customer-success-stories/red>

(RED) Socially Responsible Content Marketing

[HOW \(RED\) WORKS](#)[OUR IMPACT](#)[PRODUCTS](#)[PARTNERS](#)[GET INVOLVED](#)[\(RED\)ITORIAL](#)[ENGLISH](#)

**(RED) HAS GENERATED OVER \$600 MILLION DOLLARS FOR THE AIDS FIGHT
WITH THE HELP OF OUR PARTNERS AND SUPPORTERS.**



**\$270+ million from Apple
(as of Dec. 2021)**

DREAM ADVENTURES



Brand: Expedia + St. Jude Children's Hospital

Content type: Interactive content/virtual reality

Why we love it:

Expedia recognizes just how powerful an impact travel can have on a person's worldview. Though cancer-stricken children undergoing treatment at St. Jude Children's Research Hospital may not be able to experience the energizing effects of travel firsthand, Expedia has found a way to bring the world to them. As the above film demonstrates, through the use of virtual-reality camera technology, interactive live streaming, and a specially built screening room, Expedia's Dream Adventures takes St. Jude patients on explorations of places like jungles and exotic seascapes, and helps them transcend their physical



Content Marketing

<https://www.youtube.com/watch?v=2wQQh5tbSPw>

Initiating Conversations with Powerful Storytelling

◆ **Content Marketing**

= A marketing approach that involves creating, curating, distributing and amplifying content that is interesting, relevant, and useful to a clearly defined audience group in order to create a conversation about the content.

(Kotler et al., 2017)

- High-quality original content
- Interesting stories about the brand





Flight Simulators -
Space Shuttle Cockpit



ECN-13409

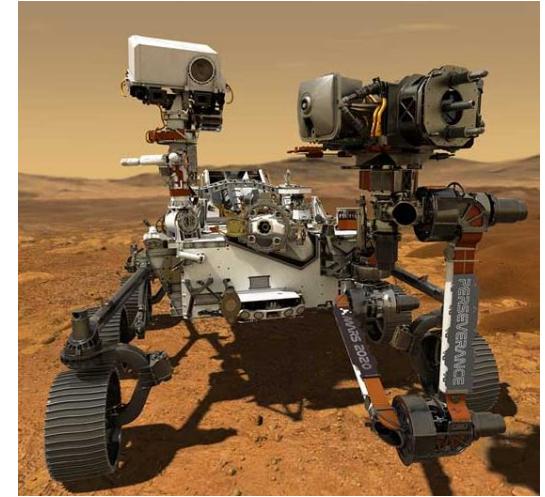
July 15, 1980
NASA Photo / NASA

NASA TV

Ames Research Center

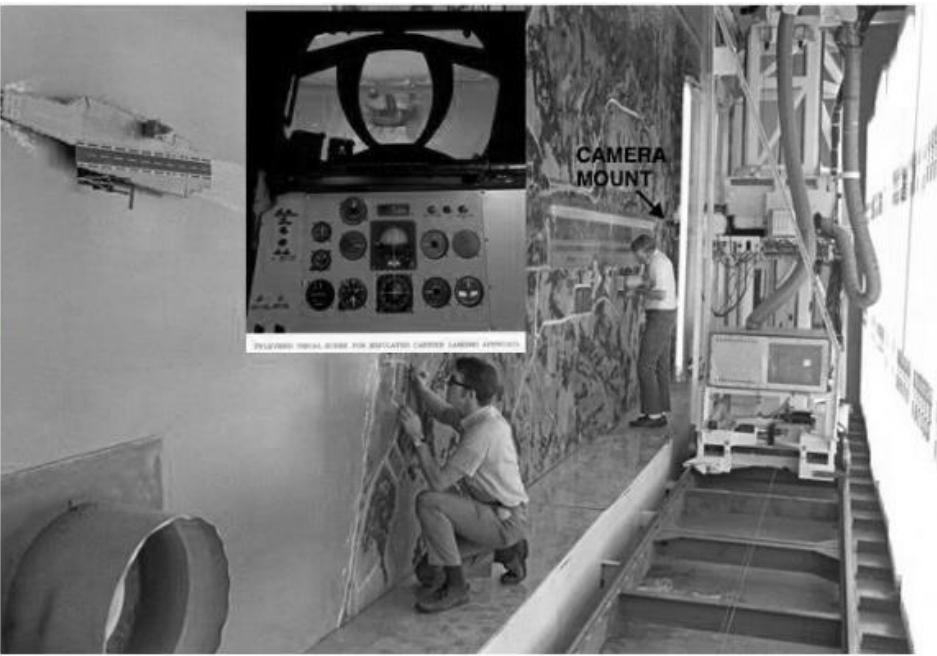
SILICON VALLEY PODCAST

Chris Potter Talks about Wildfires and a Changing Climate



Perseverance and
Ingenuity



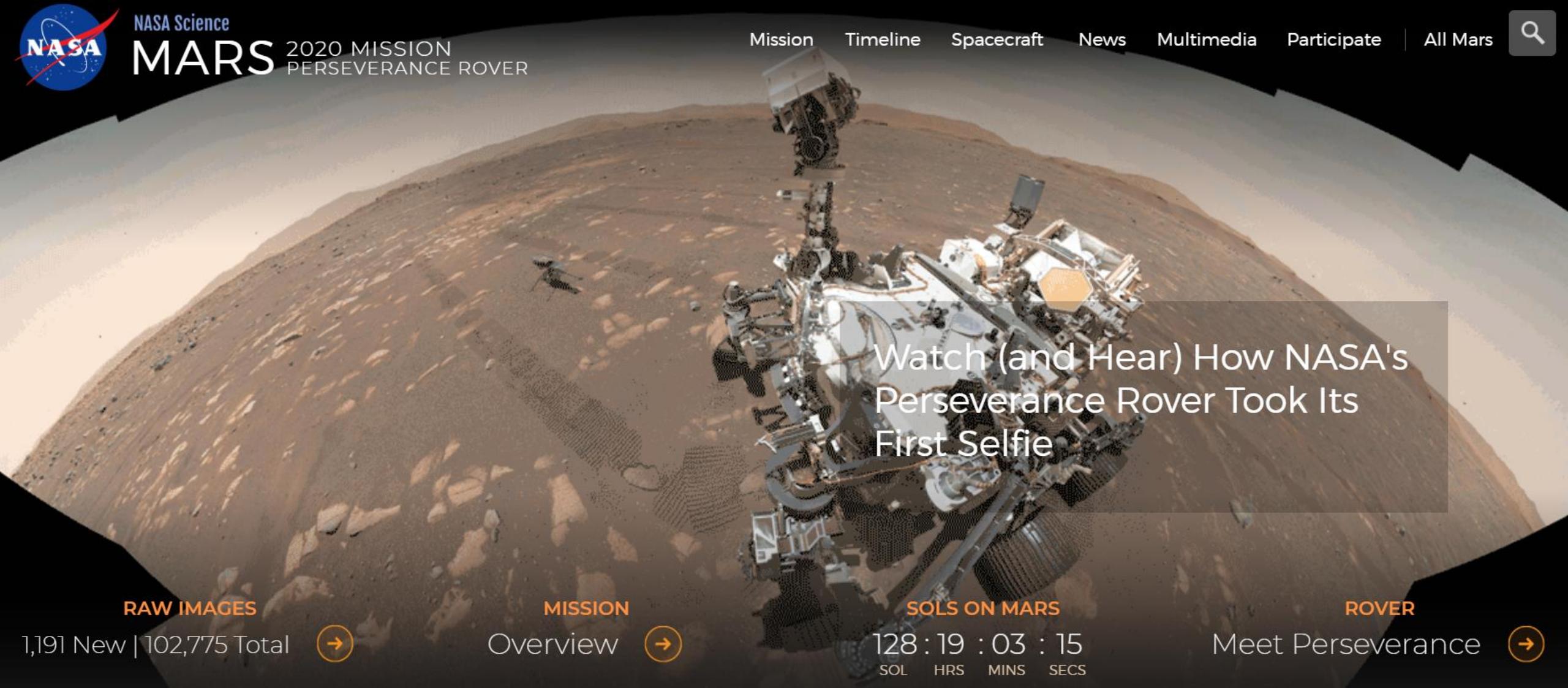


NASA Ames' Visual Flight Attachment system (c. 1971). A video camera (initially black-andwhite, later color) was mounted at the rail-based tracking system shown on the right. The camera was "flown" over the terrain model board via instructions from the simulator cab. The inset shows an example of the imagery displayed to the pilot, in this case for a landing approach to the aircraft carrier.



NASA Science

MARS

2020 MISSION
PERSEVERANCE ROVER[Mission](#)[Timeline](#)[Spacecraft](#)[News](#)[Multimedia](#)[Participate](#)[All Mars](#)A wide-angle, high-angle photograph of the Perseverance rover on the surface of Mars. The rover is positioned in the center-right foreground, facing towards the left. It has its robotic arm extended downwards. The background shows the vast, reddish-brown terrain of Mars with some rocky outcrops. A small, dark object, possibly a helicopter or a piece of equipment, is visible in the upper left distance.

Watch (and Hear) How NASA's
Perseverance Rover Took Its
First Selfie

[RAW IMAGES](#)[MISSION](#)[Overview](#)[SOLS ON MARS](#)128 : 19 : 03 : 15
SOL HRS MINS SECS[ROVER](#)[Meet Perseverance](#)

1,191 New | 102,775 Total

SHOT WITH IPHONE

Brand: Apple

Content type: Multiplatform content

Why we love it:

Apple combed through social media for outstanding photos taken with the iPhone, gathering shots from 77 people in 24 countries. The stunning showpieces were then featured in an ongoing series of videos, TV spots, and outdoor ads, with little to connect them to the brand, save for their tagline: Shot on iPhone. Despite the minimalist approach to content creation, the campaign was still able to tell complex and emotional stories — without saying a word.

Industry type: Technology & Electronics



User-Generated Content Marketing – UGC

At Santander Bank, we want you to prosper. That's why we treat you and your money with respect.

By providing helpful tips, articles, and ideas, you can confidently navigate your financial future.

MONEY MATCHUP



Prosper and Thrive, Santander's **content hub for millennials**. Prosper and Thrive has a fresh, colourful aesthetic and features large, relatable images of young, diverse people. It's chock full of strong content organized into three categories: Save Up, Master Debt, and Live Life.



FINANCES DURING CORONAVIRUS

Resources to help you navigate your finances and more
during the coronavirus outbreak.

IKEA PLACE demo AR app



Download



Media Cart



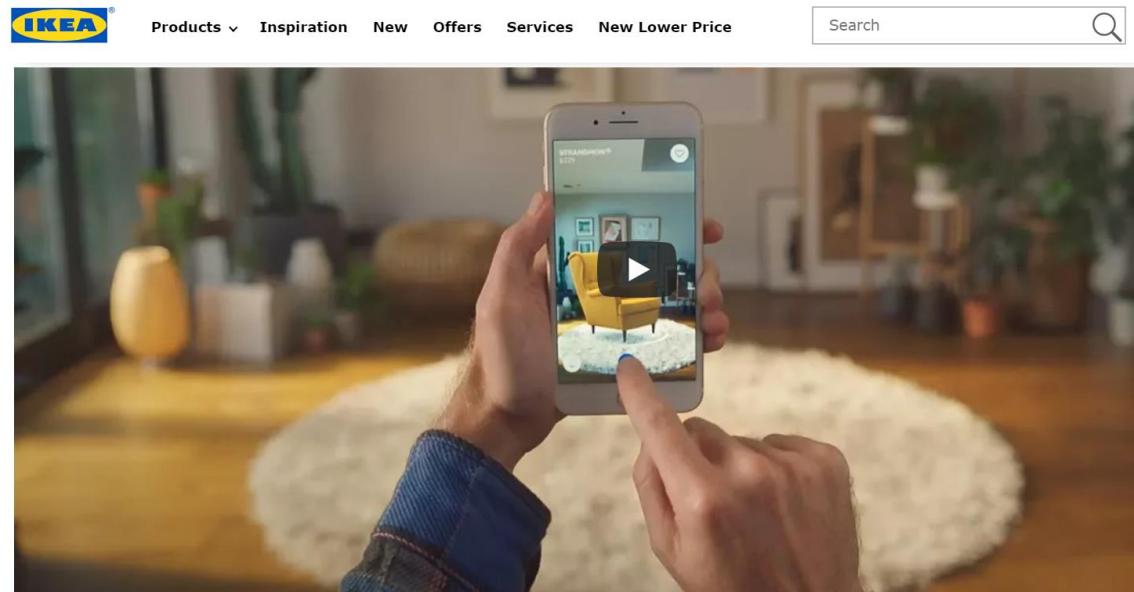
<https://www.ikea.com/au/en/customer-service/mobile-apps/say-hej-to-ikea-place-pub1f8af050>



Content Marketing – AR and ASMR by IKEA

In fall 2017, it released the IKEA Place augmented reality app, which lets customers see how more than 2,000 pieces of furniture would look in their homes. The experience is actually really great since it's somehow true to scale.

In 2016 IKEA also made a foray into the ASMR world with a 25-minute video that showed a woman decorating a dorm room with IKEA products. (ASMR, or autonomous sensory meridian response, is the pleasant, tingling feeling some people get while hearing soothing sounds like whispering – or, in the case of the IKEA video, bed sheets being smoothed.)



<https://insights.newscred.com/best-content-marketing-brands/>
<https://insights.newscred.com/best-content-marketing-brands/#ikea>

Content Marketing - ASMR



#LiveULTRA

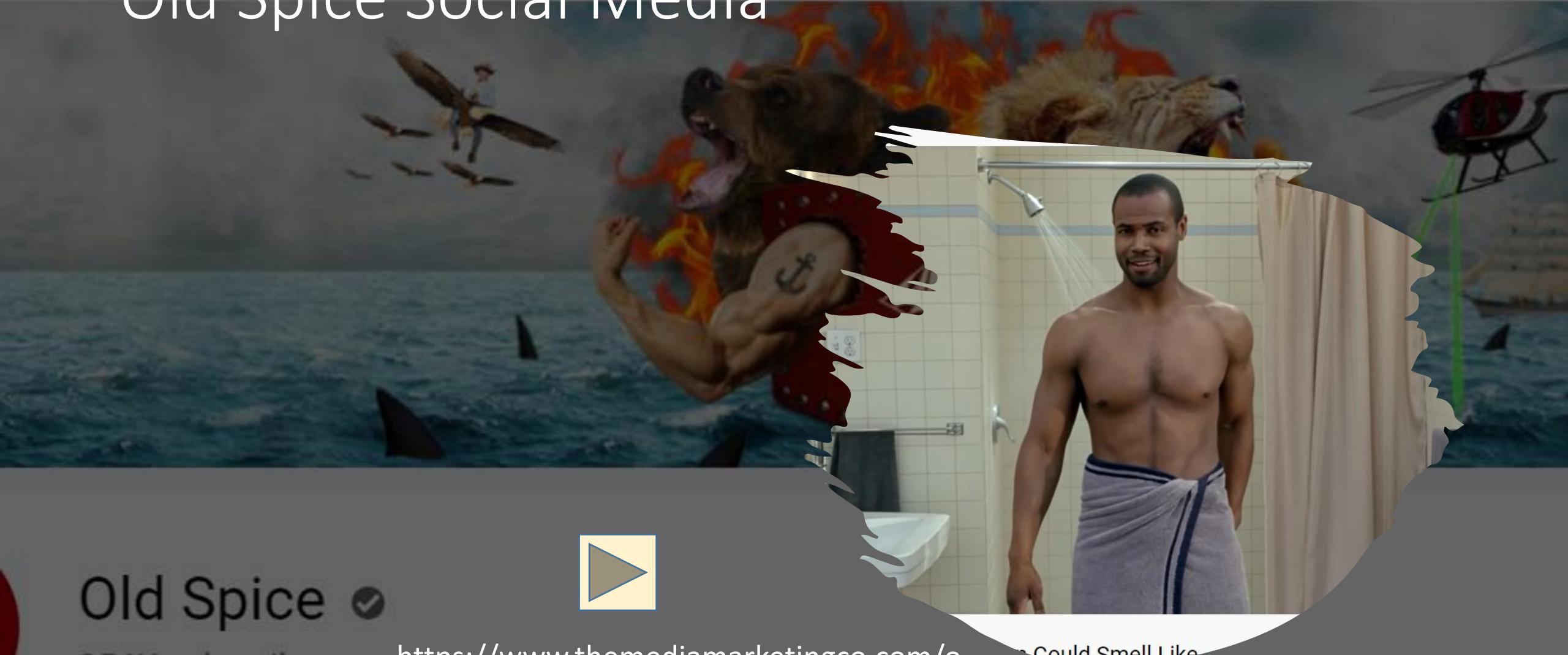
The Pure Experience | Michelob ULTRA Pure Gold Super Bowl 2019

<https://www.youtube.com/watch?v=zqU8ar4gSyl>

Search



Old Spice Social Media



Old Spice

854K subscribers

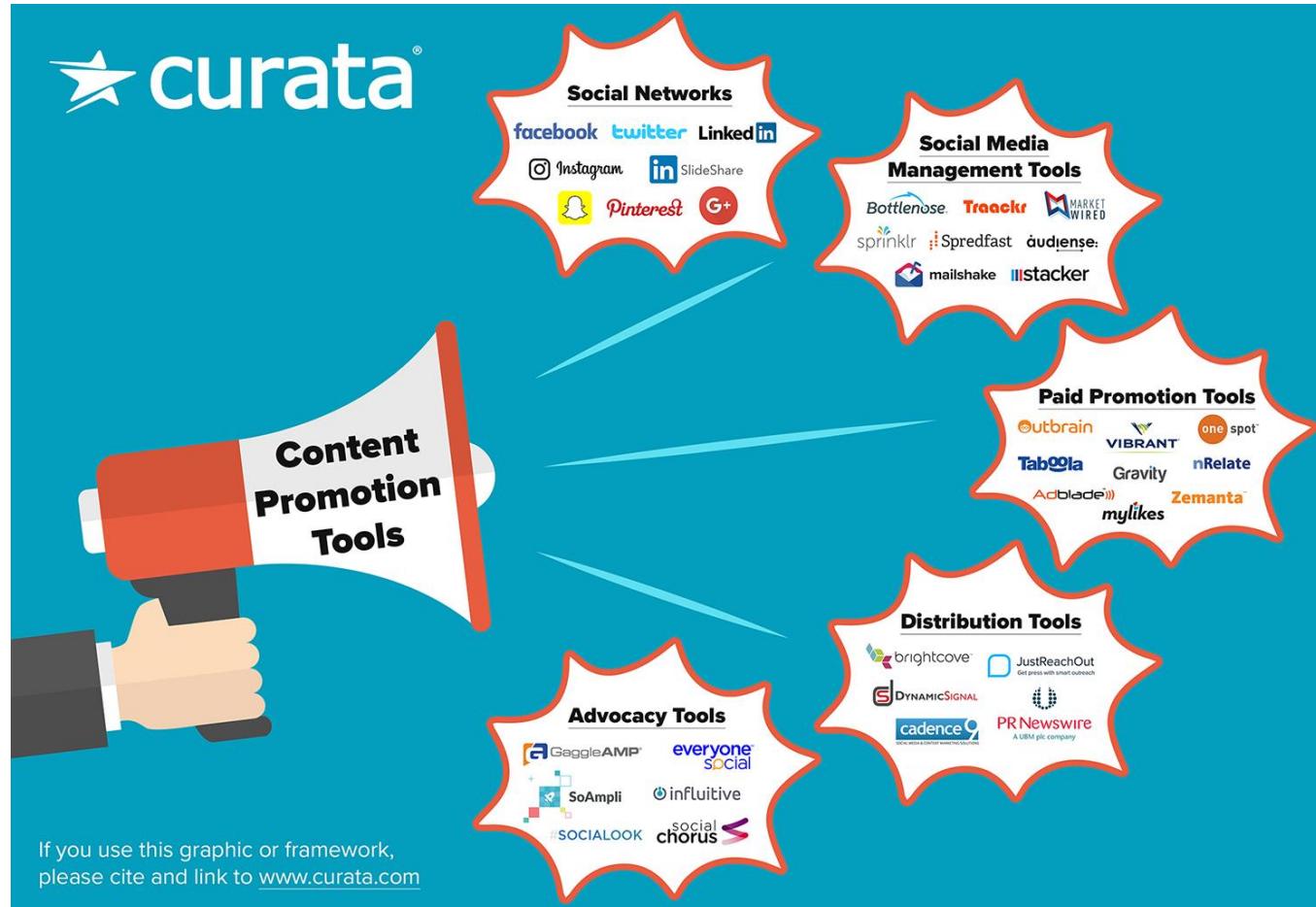


<https://www.themediamarketingco.com/old-spice-man-social-media-genius/>

Could Smell Like

Distribution and Amplification

Content Promotion Tools





Social Media Strategy

- Building and distributing campaigns
- POEM
- Search Engine Marketing (SEM) and SEO
- Social Media Action Plan

G1 SMAP sample



- **Cyber Side – Orange**
- **FinPros - FinTech**

G2 SMAP sample



- **Bandits - Alexa**
- **Pivotal - iPOD**

SMAP Observations

- Many of your choices are very general. If you were paying search engines for when searchers looked for them it would not be useful and very expensive.
- Describe your choices of influencers. Why did you chose them?
 - Millions of followers in unrelated areas, does not make a good choice
 - Focus on those in the industry who are in the field – mid-size is perfect
 - You should be looking for engagement with your product

BIGGEST INFLUENCERS IN MOBILITY AS A SERVICE IN Q3 2020: THE TOP INDIVIDUALS AND COMPANIES TO FOLLOW

SHARE

GlobalData research has found the top influencers in Mobility as a Service based on their performance and engagement online.

SMAP Observations

- Influencers
 - [Finance with sharan](#), Indian Financial Instagrammer who reviews stocks, options credit cards and a lot of other finance products.
 - [Groww](#) & [RobinHood](#) Investment platforms and forums focused on the middle-class retail investor.
 - [Spiros Margaris](#) Ranked in the most influential voices of FinTech Europe
- Competitors make good choices for keywords to follow.

Social Media Strategy

- Visible (aware)
- Relevant (appeal)
- Searchable (ask)
- Actionable (act)
- Sharable (advocate)



Marketing Campaign Building



- Where in the 5 As are you targeting?
- In the earlier phases the goals are to entertain, educate and inspire
 - Blog posts, infographics, photos, e-books and e-magazines, audio and video podcasts, microsites
 - Print magazines and newsletters
 - Providing research

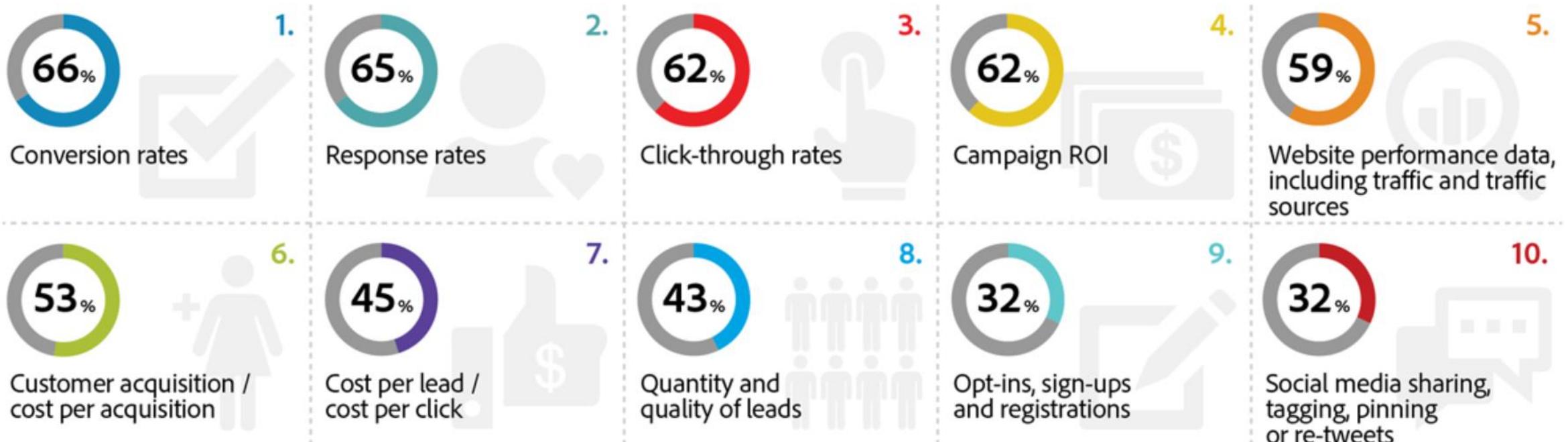
Marketing Campaign Building



- In the middle phases – gated offers can be effective
 - Offering value to address a specific problem or need in exchange for information or actions from the prospect
 - Create a special landing page and drive them there: “apply now”, “get your free How To video on . . .”, discount codes
- Getting orders – Act
 - Demonstrations, customer success stories, comparison and spec sheets, webinars

Metrics, Analytics, KPIs (More on KPIs in Mod 5)

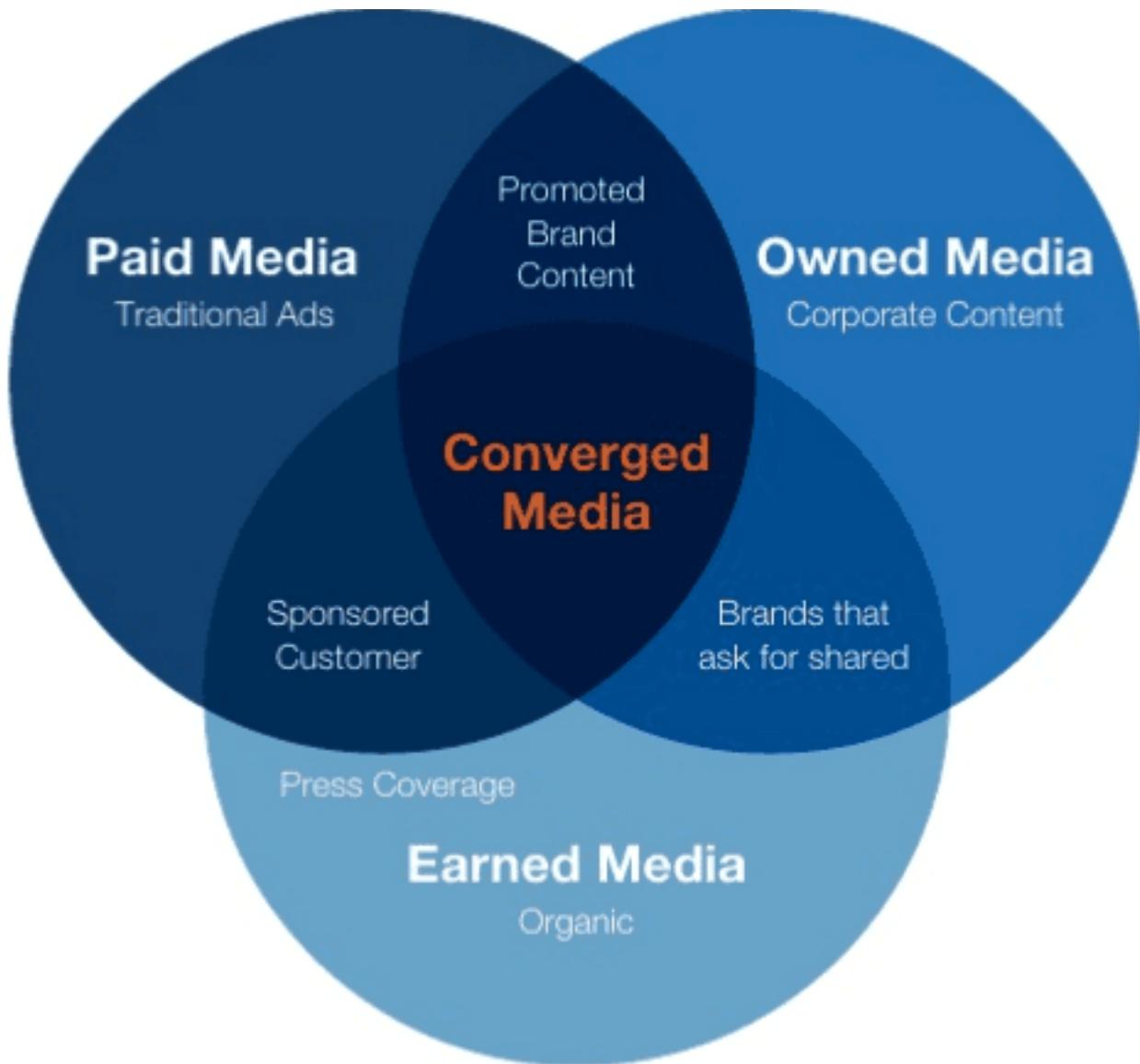
Set goals and measure performance



 Adobe | Adobe Digital Dialogue

Types of Marketing Distribution

- **Owned**; corporate publications, corporate events, websites, blogs, company-managed online communities, email news, social media accounts, mobile notifications, mobile apps
- **Paid** ; electronic media, print media, display banners, search engine ads, paid social media placements, mobile ads – typically paid on number of impressions and number of actions
- **Earned** : organic Search Engine Result Pages (SERP), word of mouth and advocacy; typically requires owned and paid media to get earned results

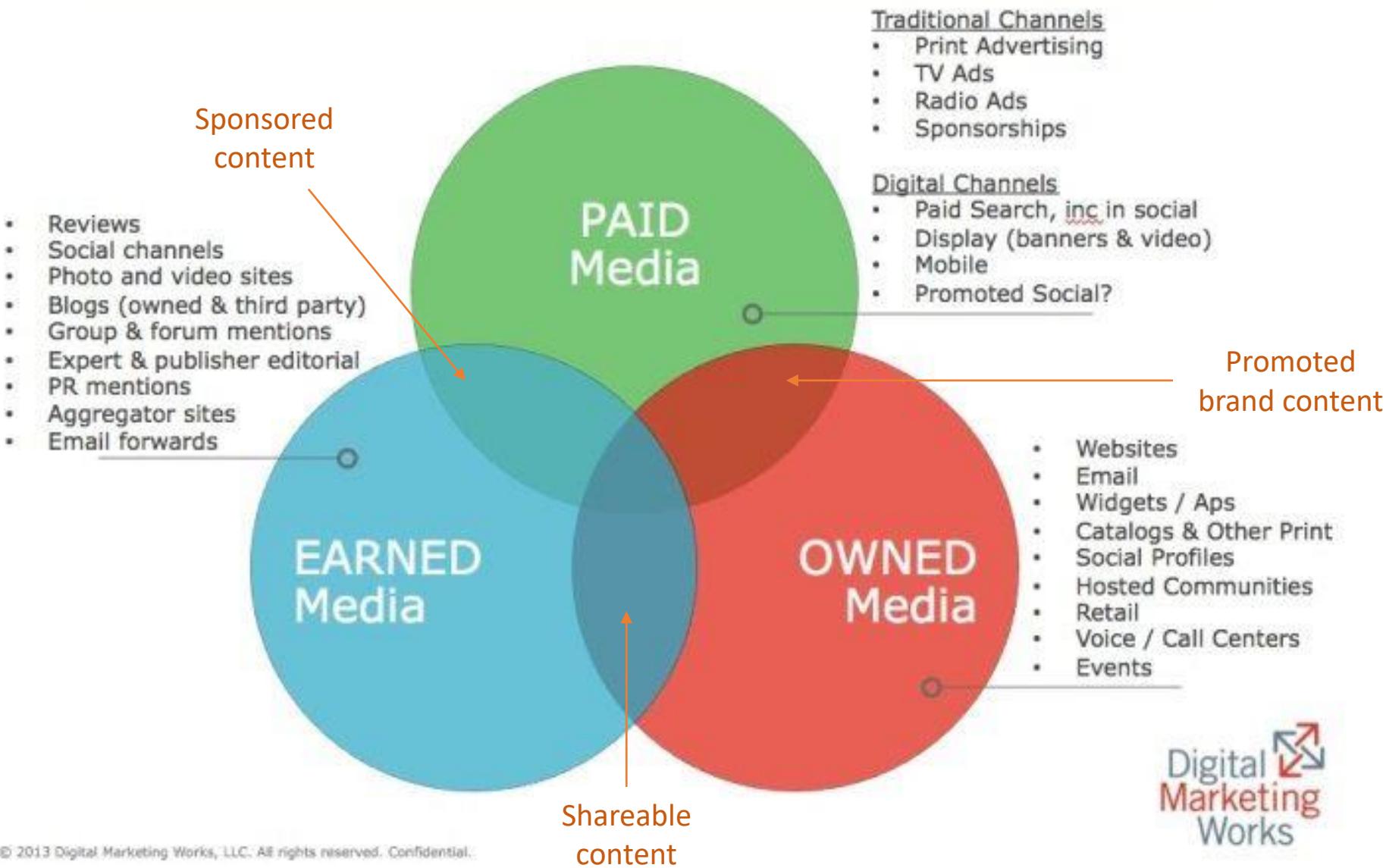




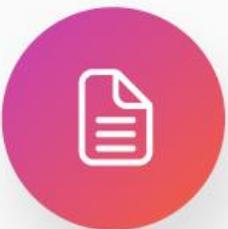
POEM and convergence

- **Blurring lines between different media categories.**
- Examples:
 - Content is owned
 - → But becomes earned through
 - 1) sharing and retweets (shareable content)
 - 2) strong organic performance, via SEO optimization
 - → Or/and becomes paid by promoted brand content
 - Influencers can be earned or paid
 - Debates about what level of incentives make them “paid media”

POEM: Paid Owned Earned Media



TYPES OF EARNED MEDIA



PLATFORMS

OUTPUTS

**Publications
& Broadcasters**

**Blogs
& Social Channels**

**Product
& Review Platforms**

**Industry
& Award Bodies**

Mentions
Guest articles
Interviews
Product reviews
Announcements

Mentions
Content Shares
Product reviews
Social media interactions

Product reviews
Features
Mentions

Award wins
Speaking opportunities
Event attendances
Memberships

**Journalists
and experts**

**Consumers, Employees,
Influencers**

**Industry &
Peers**



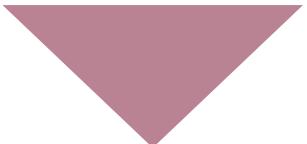
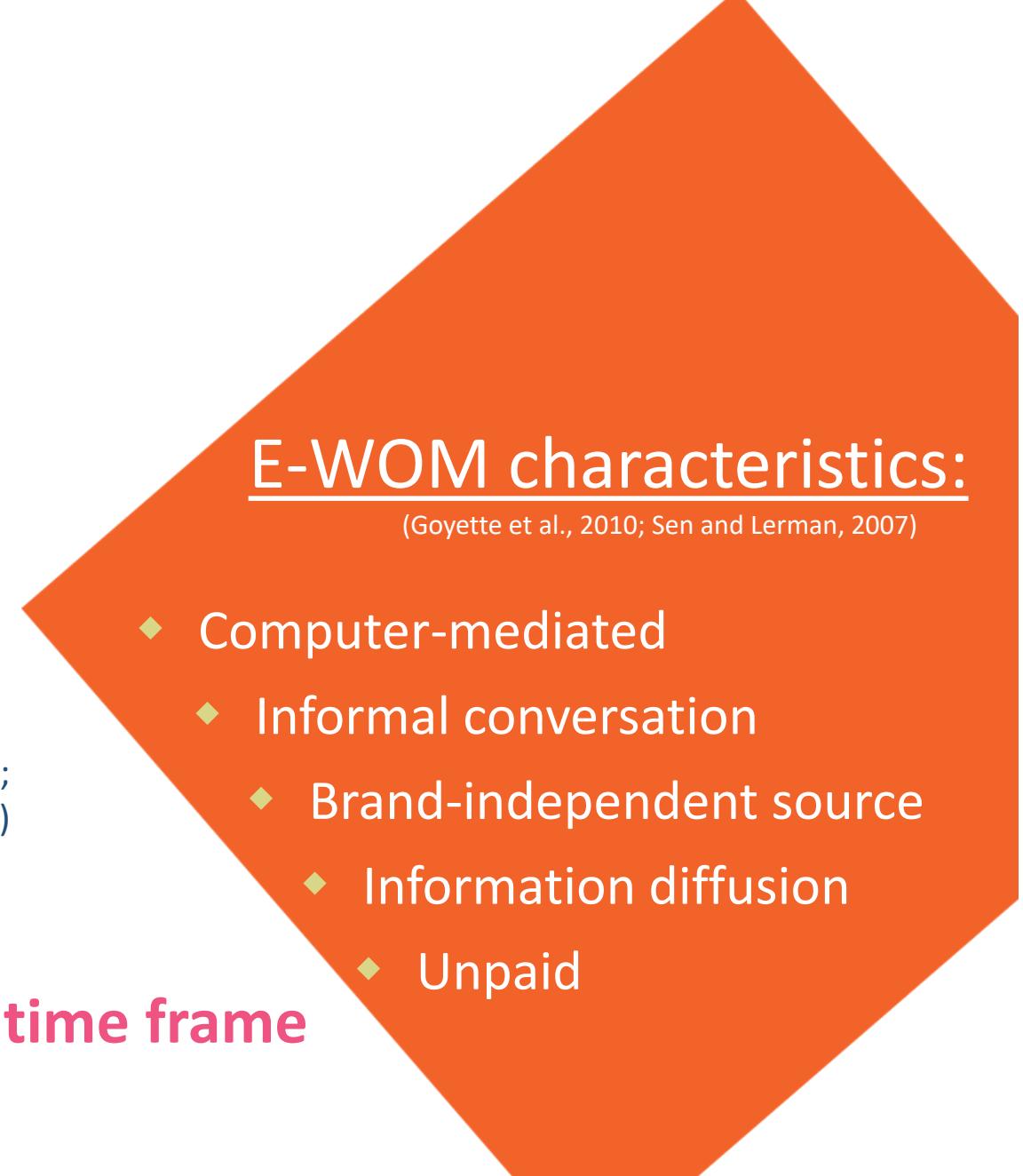
publicize.co

Not only earned
media from
consumers

Break



E-WOM



*An unpaid endorsement
for products or services
that take place in digital
environments*

(Chaffey and Ellis-Chadwick, 2019;
Sen and Lerman, 2007)

- ➔ Reach of large audiences in a short time frame
- ➔ E-WOM increases purchase intent

E-WOM characteristics:

(Goyette et al., 2010; Sen and Lerman, 2007)

- ◆ Computer-mediated
- ◆ Informal conversation
 - ◆ Brand-independent source
 - ◆ Information diffusion
 - ◆ Unpaid



Earned media is not always positive!

- Dissatisfied customers are louder
 - 54% sharing for bad experiences with 5+ people ↔ only 33% share good experiences
(Zendesk)
- Stronger feelings with negative WOM
- Negative WOM has a bigger impact
- Fake WOM (e.g. Trip Advisor)

Take Issues Offline



Leveraging E-WOM on social networks



- Harnessing the network effect of the Internet and reaching a large number of people rapidly
- Development of entertaining or informative messages that are designed to be passed along in an exponential fashion, often electronically or by email.
- Forming or creating niche communities that are likely to share interests about the brand (such as user groups, fan clubs, and discussion forums); providing tools, content and information to support those communities
- Identifying key community and opinion leaders who are likely to talk about products and have the ability to influence the opinion of others
- Creating tools that prompt and enable satisfied customers to refer their friends

Search Engine Marketing (SEM)



Search Engine Marketing (SEM)



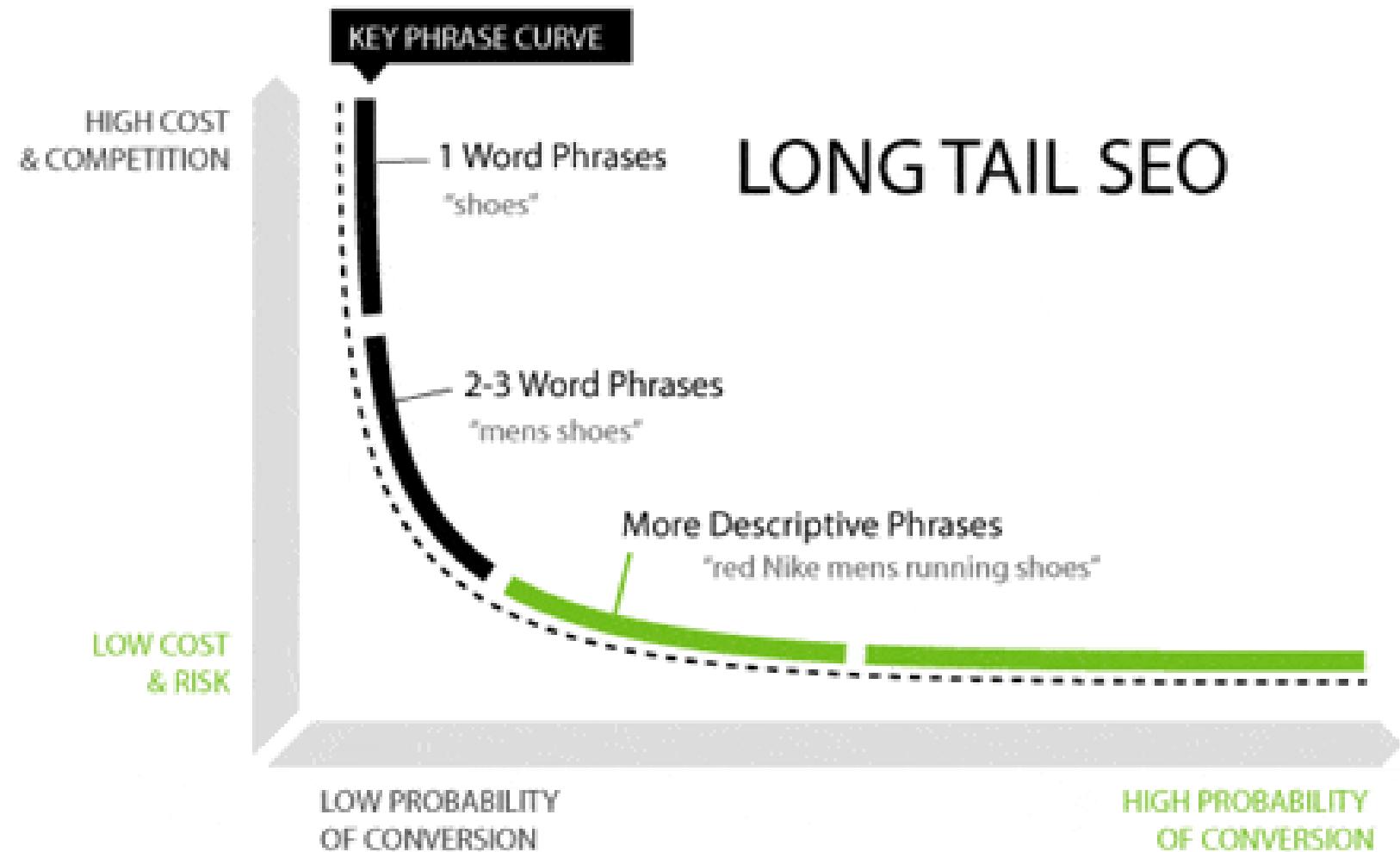
- **Search engine marketing (SEM)** is the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.
- SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and architecture to achieve a higher ranking in SERPs to enhance pay per click(PPC) listings.

Search Engine Optimization

“Natural”, “organic”, or “earned” results

- The earlier (or higher ranked on the search results page), and more frequently a website appears, the more visitors it will receive
- SEO may target different kinds of searches: image, video, academic news searches, and industry-specific vertical search engines
- SEO differs from local search engine optimization, which is the use of specialized search engines that allow users to submit geographically constrained searches against a structured database of local business listings. SEO is more focused on national or international searches.

The Power of Long Tail SEO Tactics



- 70% of searches
- + 40% conversion rate

Source: elliance.com

Research for Content Marketing and Search Engine Optimization (SEO)

[Features](#)[Use Cases](#)[Resources](#)[Pricing](#)[Login](#)[Get Started](#)

Find the content that performs best.

Collaborate with the influencers who matter.

Use our content insights to generate ideas, create high-performing content, monitor your performance and identify influencers.

Buzzsumo research for Content Marketing and SEO

There is a monthly limit on free searches and you might get blocked quickly.
The IONIS public IP will not work as it will be blocked.

facial recognition SEARCH SAVE SEARCH

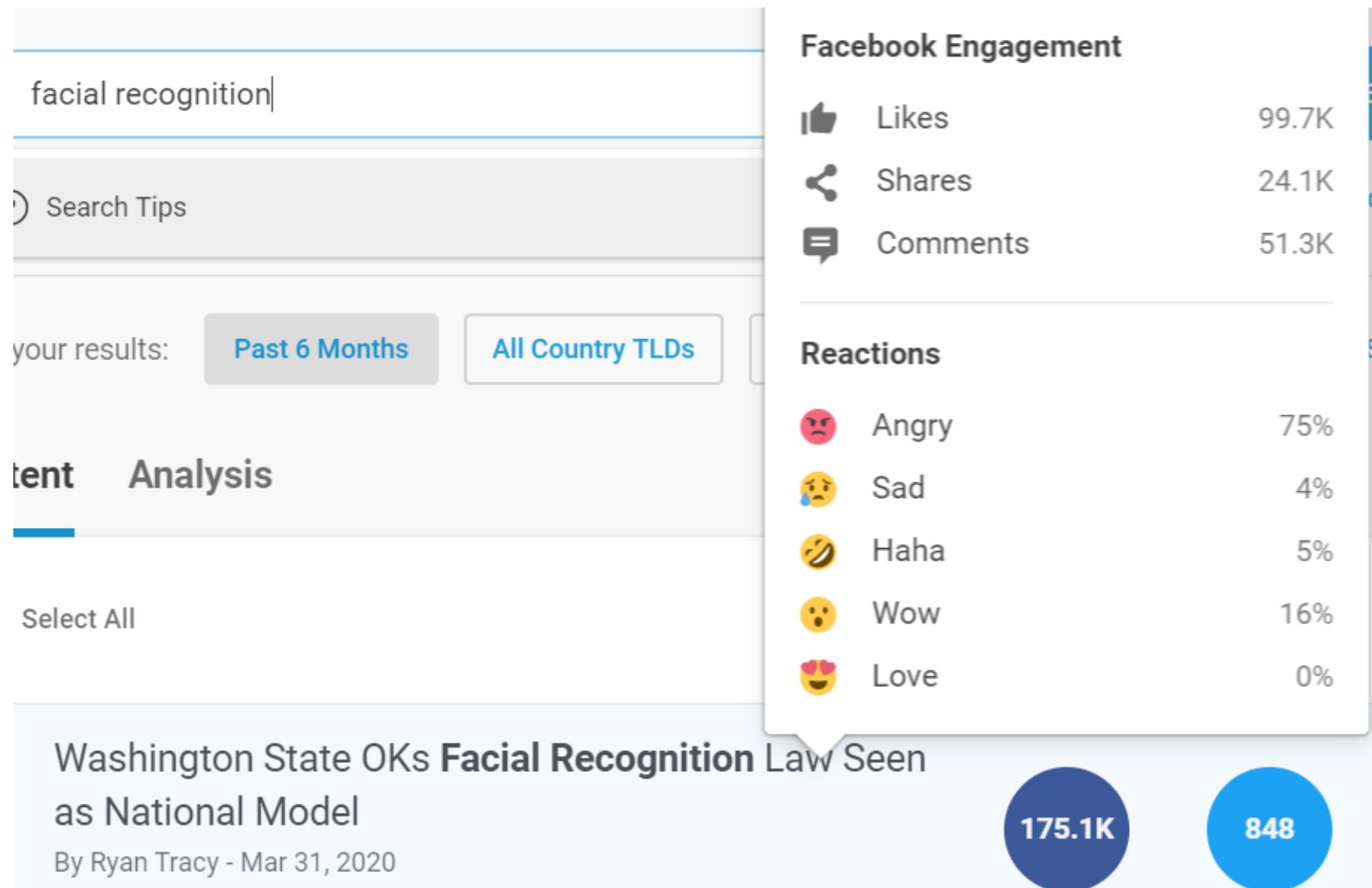
Did you know you can find all the content from a specific author by placing **author:** in front of their name? [Advanced search tips](#)

Filter your results: Past 6 Months All Country TLDs All Languages + More Filters RESET FILTERS

Content Analysis Sort by: Total Engagement ▾ 11,178 R

<input type="checkbox"/> Select All	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score	Total Engagement
<input type="checkbox"/> Washington State OKs Facial Recognition Law Seen as National Model By Ryan Tracy - Mar 31, 2020 wsj.com	175.1K	848	4	532	15	15	176.5K
<input type="checkbox"/> Vatican joins IBM, Microsoft to call for facial recognition regulation By Philip Pullella - Feb 28, 2020 yahoo.com	126.6K	1.1K	0	41	1	13	127.7K

Buzzsumo research for Content Marketing and SEO



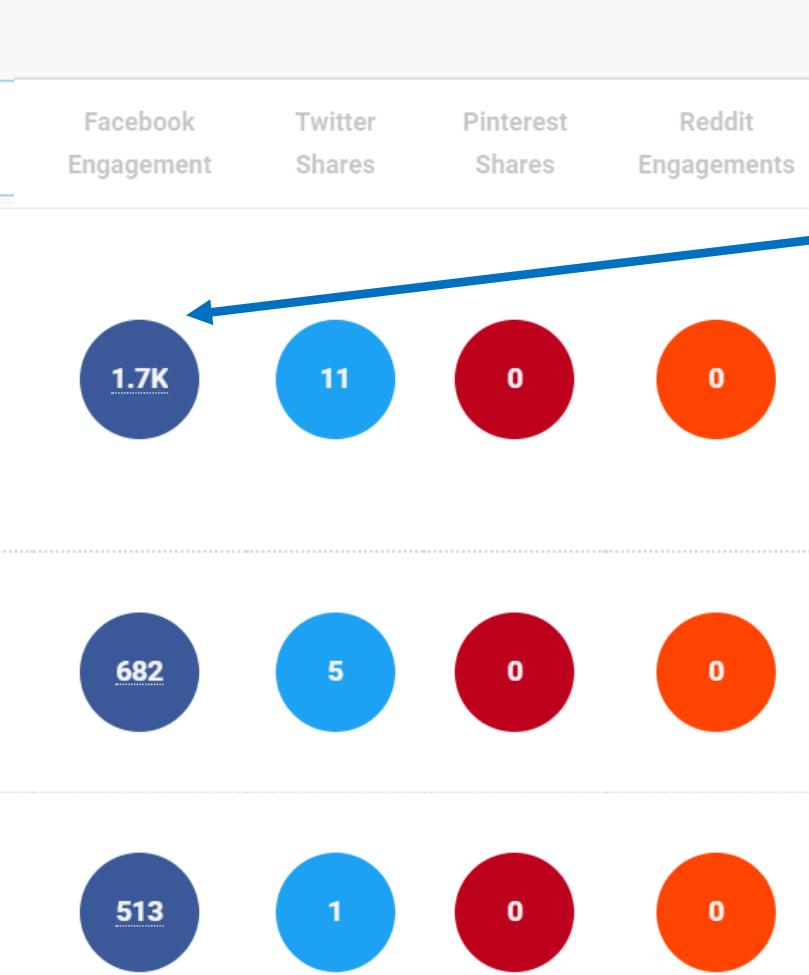
Buzzsumo research for Content Marketing & SEO

Content Analyzer

Enter a topic, brand, URL or domain ⓘ

Grab taxi

	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements
<input type="checkbox"/> Passenger holds knife to taxi driver's neck demanding money. But cabbie, 63, is having none of it and grabs knife, fights crook By Dave Urbanski Journalist theblaze.com Oct 15, 2021	1.7K	11	0	0
<input type="checkbox"/> MOVE IT motorcycle taxi to be on Grab app By Abs-cbn News Journalist abs-cbn.com Sep 22, 2021	682	5	0	0
<input type="checkbox"/> Move It, Grab partner to provide motorcycle taxi services By Gma News Online Journalist gmanetwork.com Sep 22, 2021	513	1	0	0



Visible when hovering

Facebook Engagement

	Likes	1.4K
	Shares	150
	Comments	82

Reactions

	Angry	3%
	Sad	2%
	Haha	11%
	Wow	27%
	Love	57%

<https://buzzsumo.com/>

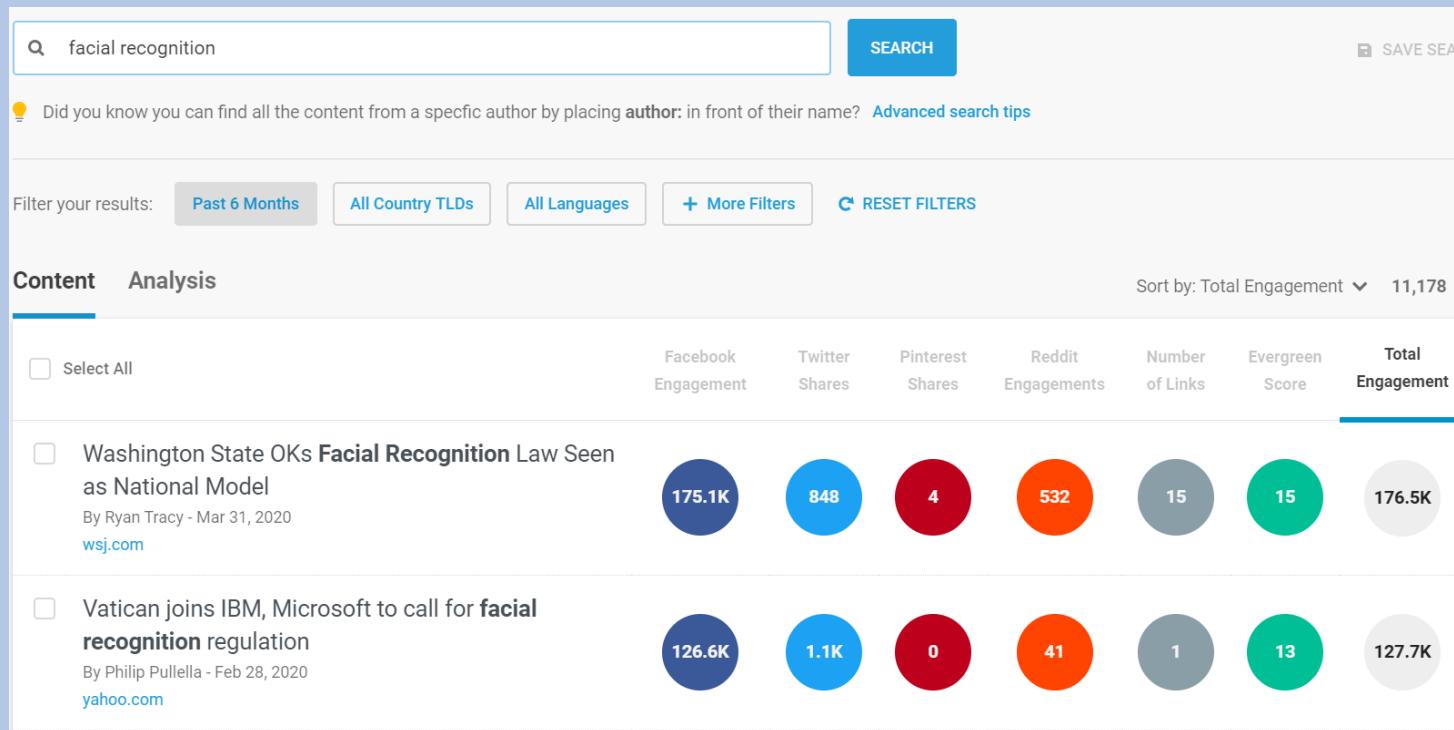
Team Class Exercise - Mod 4 SEO

Create a Word document with a title that has your team name and “Mod 4 SEO” as the title.

You will have exercises today for which you will put screenshots into this one document to be emailed to me after all exercises are completed.

Team Class Exercise - SEO

Using [buzzsumo.com](https://www.buzzsumo.com) to do a keyword search related to your product. Put a screenshot showing the most useful results you found in your Word document (like the sample below). Spread out the work, due to the limit of free searches. If you all are blocked, let me know. Do not email the document yet. Time: 10 minutes.





SERPs

Search Engine Results Pages (SERPs)

- SERPs are web pages served to users when searching for something online using a search engine. The user enters their search query and the engine uses certain keywords and algorithms to present SERPs
- Every SERP is unique, even for search queries performed on the same search engine using the same keywords or search queries.
- Virtually all search engines customize the experience for searchers by presenting results based on a wide range of factors beyond their search terms, such as the user's physical location, browsing history, and social settings.

Search Engine Results Pages (SERPs)

- SERPs typically contain two types of content – “**organic results** and **paid results**.
- **Organic results** are listings of web pages that appear as a result of the search engine’s algorithm
- Search engine optimization professionals, commonly known as SEOs, specialize in optimizing web content and websites to rank higher in organic search results

Types of Searches

- **Informational searches** - the user hopes to find information on a topic with a low commercial intent.
- **Navigational queries** - the user hopes to locate a specific website through their search or is trying to locate a website whose URL they can't remember.
- **Transactional searches** - paid results are most likely to be displayed. Transactional searches have high commercial intent. Queries leading to transactional SERPs may include keywords such as “buy” and other terms suggesting a strong desire to purchase.

Informational Search

Organic and Paid Results

W en.wikipedia.org › wiki › Vietnam ▾

Vietnam - Wikipedia

Vietnam officially the Socialist Republic of **Vietnam** is the easternmost country on the Southeast Asian Indochinese Peninsula. With an estimated 95.5 million ...

Largest city: Ho Chi Minh City **Government:** Unitary Marxist-Leninist one-party ...

National language: Vietnamese **Date format:** dd/mm/yyyy

Communist Party of Vietnam · History of Vietnam · North Vietnam · Flag of Vietnam

Things to do in Vietnam



Hà Long Bay

Rocky islands, junk
boats & Đá Gỗ...

✈ €528 🚧 €34



Ho Chi Minh City

Notre-Dame & War
Remnants Museum

✈ €486 🚧 €28



Hanoi

Bach Ma Temple &
Đồng Xuân Market

✈ €528 🚧 €29



Hội An

Ancient Town,
beaches & ceramics



Egypt

Country

Egypt, a country linking northeast Africa with the Middle East, dates to the time of the pharaohs. Millennia-old monuments sit along the fertile Nile River Valley, including Giza's colossal Pyramids and Great Sphinx as well as Luxor's hieroglyph-lined Karnak Temple and Valley of the Kings tombs. The capital, Cairo, is home to Ottoman landmarks like Muhammad Ali Mosque and the Egyptian Museum, a trove of antiquities.

Population: 98.42 million (2018) Trending, World Bank

Capital: Cairo

Dialing code: +20

Currency: Egyptian pound

President: Abdel Fattah el-Sisi

Informational Search

Organic Results



nigeria

[https://en.wikipedia.org › wiki › Sri_Lanka](https://en.wikipedia.org/wiki/Sri_Lanka) ::

Sri Lanka - Wikipedia

Sri Lanka is a pearl-shaped Island nation in South Asia, lying on the Indian Plate, a major tectonic plate that was formerly part of the Indo-Australian Plate.

[Sri Lankan Moors](#) · [Chief Government Whip \(Sri...](#) · [Sinhalese people](#) · [Colombo](#)

[https://fr.wikipedia.org › wiki › Sri_Lanka](https://fr.wikipedia.org/wiki/Sri_Lanka) · [Translate this page](#) ::

Sri Lanka - Wikipédia

Le **Sri Lanka** est situé dans l'océan Indien, à environ 31 km du Sud-Est de l'Inde, les deux pays étant séparés par le détroit de Palk, mais quasiment reliés par ...

Président de la République: [Gotabaya Rajapaksa](#) · Premier ministre: [Mahinda Rajapakse](#)

Forme de l'État: [République](#)

Langues officielles: [Singhalais, tamoul, an...](#)

Links to other pages



Lebanon

Country in the Middle East

Lebanon, officially known as the Lebanese Republic, is a country in the Levant region of Western Asia, and the transcontinental region of the Middle East. It is bordered by Syria to the north and east and Israel to the south, while Cyprus lies west across the Mediterranean Sea. [Wikipedia](#)

Capital: Beirut

Area: 10,452 km²

President: Michel Aoun

Population: 6.856 million (2019) [World Bank](#)

Currency: Lebanese pound

Informational Search

Organic Results



nigeria

<https://en.wikipedia.org/wiki/Kazakhstan> ::

Kazakhstan - Wikipedia

Kazakhstan, officially the Republic of Kazakhstan, is a transcontinental country located mainly in Central Asia, and partly in Eastern Europe.

Religion (2020): 72.0% Islam; 23.1% Christian... Government: Unitary dominant-party presid...

Ethnic groups (2020): 68.5% Kazakh; 18.9% ... Demonym(s): Kazakhstani

[Regions of Kazakhstan](#) · [Time in Kazakhstan](#) · [Azerbaijanis in Kazakhstan](#) · [Almaty](#)

<https://fr.wikipedia.org/wiki/Kaza...> · [Translate this page](#) ::

Kazakhstan - Wikipédia

En 1997, la capitale du Kazakhstan est déplacée d'Almaty (ancienne Alma-Ata), au sud-est du pays, à Akmola (Akmolinsk, Tselinograd), rebaptisée Astana (« ...

Président de la République: Kassym-Jomart ... Premier ministre: Alikhan Smaïlov

Forme de l'État: République Capitale: Nour-Soultan

Links to other pages

Google's Knowledge Graph (Box)



Google's Knowledge Graph (Box)

Informational Search

Organic Results



nigeria

en.wikipedia.org › wiki › Morocco ▾

Morocco - Wikipedia

Morocco is a Northern African country, bordering the North Atlantic Ocean and the Mediterranean Sea, between Algeria and the annexed Western Sahara. It is one ...

Mohammed VI

Mohammed VI is the King of Morocco. He belongs to the ...

[More results from wikipedia.org »](#)

Casablanca

Film - Mohammed V International - Port of Casablanca - ...

Top stories

[Morocco reopens tourism after robust vaccination drive | Africanews](#)
Africanews · 2 days ago



[UK To Face Judicial Review Of Morocco Trade Deal, After High Court Allows Challenge Over Western Sahara](#)



Pakistan

Country in South Asia

Pakistan, officially the Islamic Republic of Pakistan, is a country in South Asia. It is the world's fifth-most populous country, with a population exceeding 225.2 million, and has the world's second-largest Muslim population. Pakistan is the 33rd-largest country by area, spanning 881,913 square kilometres. [Wikipedia](#)

Capital: Islamabad

Population: 216.6 million (2019) [World Bank](#)

President: Arif Alvi

Currency: Pakistani rupee

Informational Search

Organic and Paid Results

en.wikipedia.org › wiki › Nepal ▾

Nepal - Wikipedia

Nepal (English: /nɪ'po:l/; **Nepali**: नेपाल [nepal]) is a landlocked country located in South Asia. It is mainly situated in the Himalayas, but also includes ...

Recognised national languages: All mother...

Government: Federal parliamentary republic

Official languages: Nepali

Demonym(s): Nepali, Nepalese

Kathmandu · Unification of Nepal · Outline of Nepal · Emblem of Nepal

Top stories



The Kathmandu Post

With 1,889 new cases,
Nepal's Covid-19 tally
reaches 638,805



ReliefWeb

Focused COVID-19
Media Monitoring, Nepal
(June 30, 2021) - Nepal



The Diplomat

Nepal's Mountain
Tourism Industry Is
Struggling for Breath

Google's Knowledge Graph (Box)



Nepal

Country in South Asia

Nepal is a landlocked country located in South Asia. It is mainly situated in the Himalayas, but also includes parts of the Indo-Gangetic Plain, bordering Tibet of China to the north, and India in the ... [Wikipedia](#)

Capital: Kathmandu

Dialing code: +977

Population: 28.61 million (2019) [World Bank](#)

President: Bidhya Devi Bhandari

Informational Search

Organic and Paid Results



SEO ▾ PPC ▾ CONTENT ▾ SOCIAL ▾ NEWS ▾ WEBINARS M

Optimizing sites to appear in Google News, Top Stories, and Google Discover is unique in many ways from the process of earning rankings in the 10 blue organic links.

This is because Google uses a variety of different organic SERP features to display recent or newsworthy content, each of which comes with its own set of ranking guidelines and reporting capabilities.



Informational Search

Organic and Paid Results

Things to do in Nepal



Kathmandu
Temples, shrines &
Durbar Square

✈ €499 🏷 €29



Pokhara
Phewa Lake & the
Annapurna Circuit

✈ €499 🏷 €26



Annapurna
Mountain range
situated in the...



Chitwan National
Park
Rhinos, Bengal tigers
& Balmiki Ashram

✈ €499 🏷 €19

Nepal travel guide

Things to do in Afghanistan



Kabul

Palace, zoo, and
garden

✈ €579 🏷 €189



Herat

Alexander the great,
history, mausoleum,...

✈ €579



Kandahar

Alexander the great,
ancient history, and...



Bamyan

Buddhism,
archaeological site,...

✈ €579

Afghanistan travel guide

Things to do in Cameroon



Douala

La Pagode & Douala
Maritime Museum

✈ €399 🏷 €69



Yaoundé

National Museum &
Mvog-Betsi Zoo

✈ €399 🏷 €63



Kribi

Tara Plage & Chutes
de la Lobé waterfall

✈ €399 🏷 €170



Limbe

Limbe Wildlife Centre
& Mount Cameroon

✈ €399 🏷 €39

Informational Search

Google: People Also Ask; People Also Search For

[https://en.wikipedia.org › wiki › Lebanon](https://en.wikipedia.org/wiki/Lebanon) ▾

[Lebanon - Wikipedia](#)

Lebanon officially known as the Lebanese Republic (Arabic: الجمهورية اللبنانية, romanized: al-Jumhūriyah al-Lubnāniyah, Lebanese Arabic pronunciation: ...)

Capital and largest city: [Beirut](#); 33°54'N 35°...

Recognised languages: French

Official languages: Arabic

Calling code: +961

[History of Lebanon](#) · [Religion in Lebanon](#) · [Politics of Lebanon](#) · [Greater Lebanon](#)

SEO and UGC Champion!

People also ask

Is Lebanon a safe country?

Is Lebanon an Arab country?

What Lebanon is famous for?

Informational Search

Google: People Also Ask; People Also Search For

People also ask

Is China a safe country? ▼

Is there a fake Paris in China? ▼

Is China famous for anything? ^

China is an Amazing Destination for Tourists

There's the world's longest wall, the Great Wall of **China**, the world's largest collection of 2,000-year-old life-size figurines, the Terracotta Army, and the world's largest ancient palace, the Forbidden City...

<https://www.chinahighlights.com/travelguide/china-facts>

[China Facts \(17 Quick Facts Help You Learn China\) - China Hi...](#)

Informational Search

People Also Search For

- People Also Search For (PASF) is a feature that is only shown to users who click on a search engine result and come back to the results page immediately.
- Google assumes that the user didn't find what they were looking for, so Google offers other suggestions to help them get the results they wanted in the initial search.
- The suggestions are related queries and part of what is called User Intent. Finding out the intent of the user and providing options to find the exact intent of the search.

Informational Search

People Also Ask

- People Also Ask (PAA) boxes are a dynamic feature from Google that contains the set of questions related to the original search query. In terms of SEO, this is a goldmine of data since it comes directly from Google.
- Google continues to add more elements to the SERPS and takes action to include as many paid ads into the SERPs, therefore that #1 ranking isn't what it used to be. SEOs and business owners have to adjust and adapt. One way to do this is to aim for the PAA box on as many keywords as possible.

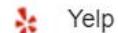
Transactional Search

Paid results



the best egyptian restaurants in paris

Find results on



Top 10 Best Egyptian...



TheFork

The Best Egyptian Restaurant...



True Egyptian



4.0+ rating ▾ Hours ▾

Micka Falafel

4.1 ★★★★☆ (351) · € · Egyptian

18 Rue de l'Étoile

✗ Dine-in · ✓ Delivery

Kouchery du bon coeur

4.3 ★★★★☆ (181) · € · Mediterranean

128 Rue du Mont-Cenis

Closed · Opens 11:30AM Tue

✗ Dine-in · ✓ Takeaway

Restaurant Libanais Janna

4.5 ★★★★☆ (668) · €€ · Middle Eastern

13 Rue Denis Poisson

Temporarily closed

No dine-in · Late-night food · Outdoor seating

Search Marketing: Intent & Context

- Intent; **what** the searcher is looking for; “A great bar in Paris”
- Context; **why** the searcher is looking; “Have a romantic evening” or “Drink great tap beer” or “Hang out in a crowd”



Search Marketing – Main Players

- **Searchers**; people who type queries into search engines
- **Search engines**; they sell ads and get commission from business partners where they send traffic; it is in their best interest to serve the most popular and relevant content
- **Marketers**; owners of websites and other channels who publish content and make offers

Search Marketing – Query Categories

- **Branded**; searchers are looking for a specific business name; “Korean Airlines”
- **Nonbranded**; keywords or phrases; “cheap flights from Seoul to Paris”
- Despite a few loopholes exploited by less reputable search marketers (black hats), the best web pages (white hats) usually win

Keywords

Keyword Planning – Google Ads

The screenshot shows the Google Ads Keyword Planner interface. At the top, there's a navigation bar with 'Google Ads' and 'Keyword Planner' on the left, and icons for 'GO TO', 'REPORTS', 'TOOLS', and account management on the right. Below the bar, there are two main sections: 'Find new keywords' and 'Get search volume and forecasts'. Each section has a title with an icon, a brief description, and a blue arrow pointing to the right.

Find new keywords
Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

Creating an account is not required for class and it is free to create one.
You would need one to use the planner.

<https://ads.google.com/home/tools/keyword-planner/>

Google Ads – Getting keyword ideas

Set filters, make search, see suggestions, multiple choices can be made in one search

The screenshot shows the Google Ads Keyword plan interface. At the top, it displays 'Google Ads | Keyword plan'. Below the header, there are filter settings: 'Locations: India', 'Language: English', 'Search networks: Google', 'Last month', and 'Apr 2020'. A red arrow points from the text 'Set filters, make search, see suggestions, multiple choices can be made in one search' to the 'Locations' filter. Another red arrow points from the same text to the search bar. The search bar contains the query 'animal communication'. To the right of the search bar is the text 'Including brand names'. Below the search bar, there is a section titled 'Broaden your search:' followed by four suggestions: '+ telepathic communication', '+ animal', '+ psychics', and '+ energy healing'. A red arrow points from the text 'multiple choices can be made in one search' to the '+' buttons next to the broadening suggestions.

Google Ads – Getting keyword ideas

 Exclude adult ideas ADD FILTER Showing 207 of 208 keyword ideas

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> animal communication	1K – 10K	Low	–	€0.07	€0.17	
Keyword ideas						
<input type="checkbox"/> cat communication	100 – 1K	Low	–	–	–	
<input type="checkbox"/> dog communication	100 – 1K	Low	–	€0.07	€0.22	
<input type="checkbox"/> dolphin communication	100 – 1K	Low	–	–	–	
<input type="checkbox"/> animal psychic	10 – 100	Low	–	–	–	
<input type="checkbox"/> elephant communication	10 – 100	Low	–	–	–	
<input type="checkbox"/> animal communicator near me	100 – 1K	Low	–	€0.08	€0.17	

Google AdWords – Building campaigns

Google Ads | Keyword plan

GO TO REPORTS TOOLS

311-506-2372 bill.manos@euram1.com

Plan settings Locations: United Kingdom Language: All languages Search networks: Google

FORECASTS NEGATIVE KEYWORDS HISTORICAL METRICS > CREATE CAMPAIGN Next month Jun 1 – 30, 2019

Your plan can get **4.5K** clicks for **€2.9K** and a **€1** max. CPC

Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position	Add conversion metrics
4.5K	64K	€2.9K	7.0%	€0.65	1.5	+ Add conversion metrics
Daily Budget: €130						

+ COLUMNS

<input type="checkbox"/> Keyword ↑	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> climate change	Ad group 1	€1.00	4,513.88	64,272.14	€2,916.53	7.0%	€0.65

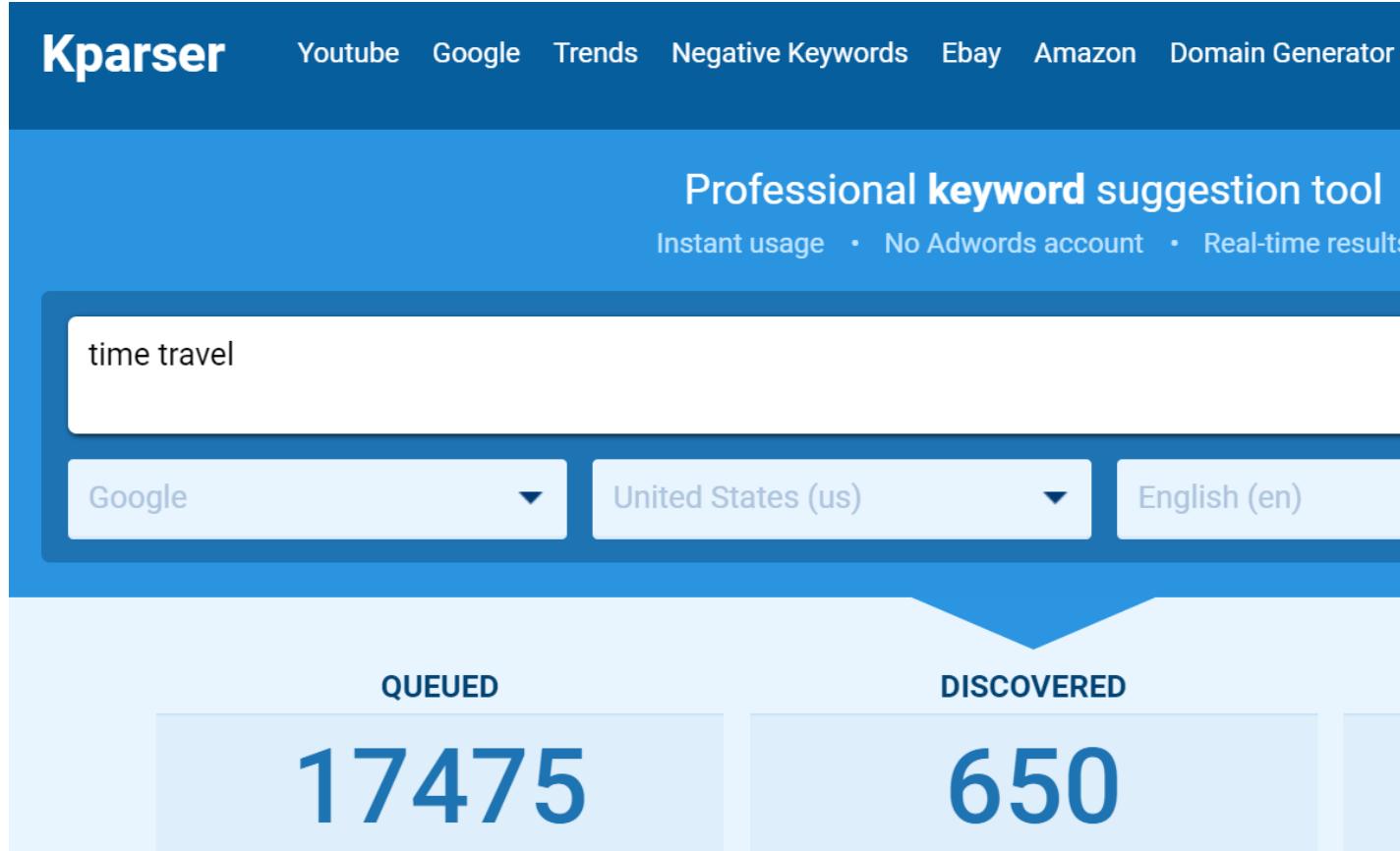
Keyword Tools <https://keywordtool.io/>

The screenshot shows the Keyword Tool interface. At the top, there's a navigation bar with links for 'Find Keywords', 'Analyze Competitors', 'Check Search Volume', 'Keyword Tool Pro', 'API Access', 'Contact', and 'Login'. Below the navigation is a row of search engines: Google, YouTube, Bing, Amazon, eBay, Play Store, Instagram, and Twitter. The main search bar contains the query '3d food printing' and is set to 'All' and 'United Kingdom / English'. A search button with a magnifying glass icon is to the right. Below the search bar, there are sections for 'Filter Results' (with an upward arrow), 'Keyword Suggestions' (selected), 'Questions', 'Prepositions', 'Sort by' (set to 'Keywords - ascending'), and 'Negative Keywords' (with an upward arrow). A message box says 'Search for "3d food printing" found 145 unique keywords' and encourages users to 'Subscribe to Keyword Tool Pro now!'. The main results table has columns for 'Keywords' (with a dropdown arrow), 'Search Volume' (with a question mark icon), 'Trend' (with a question mark icon), 'CPC' (with a question mark icon), and 'Competition' (with a question mark icon). The first few results listed are '3d food printing', '3d food printing technology', '3d food printing companies', and '3d food printin...'. A tooltip box at the bottom right says 'Do You Need This Information? Keyword Tool Pro Provides Search Volume Data For English' and has a 'Copy / Export all' button.

Keywords	Search Volume	Trend	CPC	Competition
3d food printing				
3d food printing technology				
3d food printing companies				
3d food printin...				

Keyword Tools

<https://app.kparser.com>



Kparser Rank is an index that reveals the importance of the particular phrase compared to the rest of the obtained phrases. Its basis is the frequency range of each word from the phrase among the obtained results.

Keyword Tools <https://app.kparser.com>

time travel app	90
time travel anime netflix	69
time travel avengers endgame	68
time travel abcya	90
time travel books	91
time travel book series	68
time travel background	90
time travel books for kids	55
time travel books for tweens	55

1 2 3 4 5 ... 14 [Next](#)

Team Class Exercise - Keyword Tools

Do keyword searches related to your product using:

- 1) buzzsumo.com (done earlier in class)
- 2) <https://app.kparser.com>
- 3) <https://keywordtool.io/>

Add one screenshot from each app (3 total) showing meaningful results.

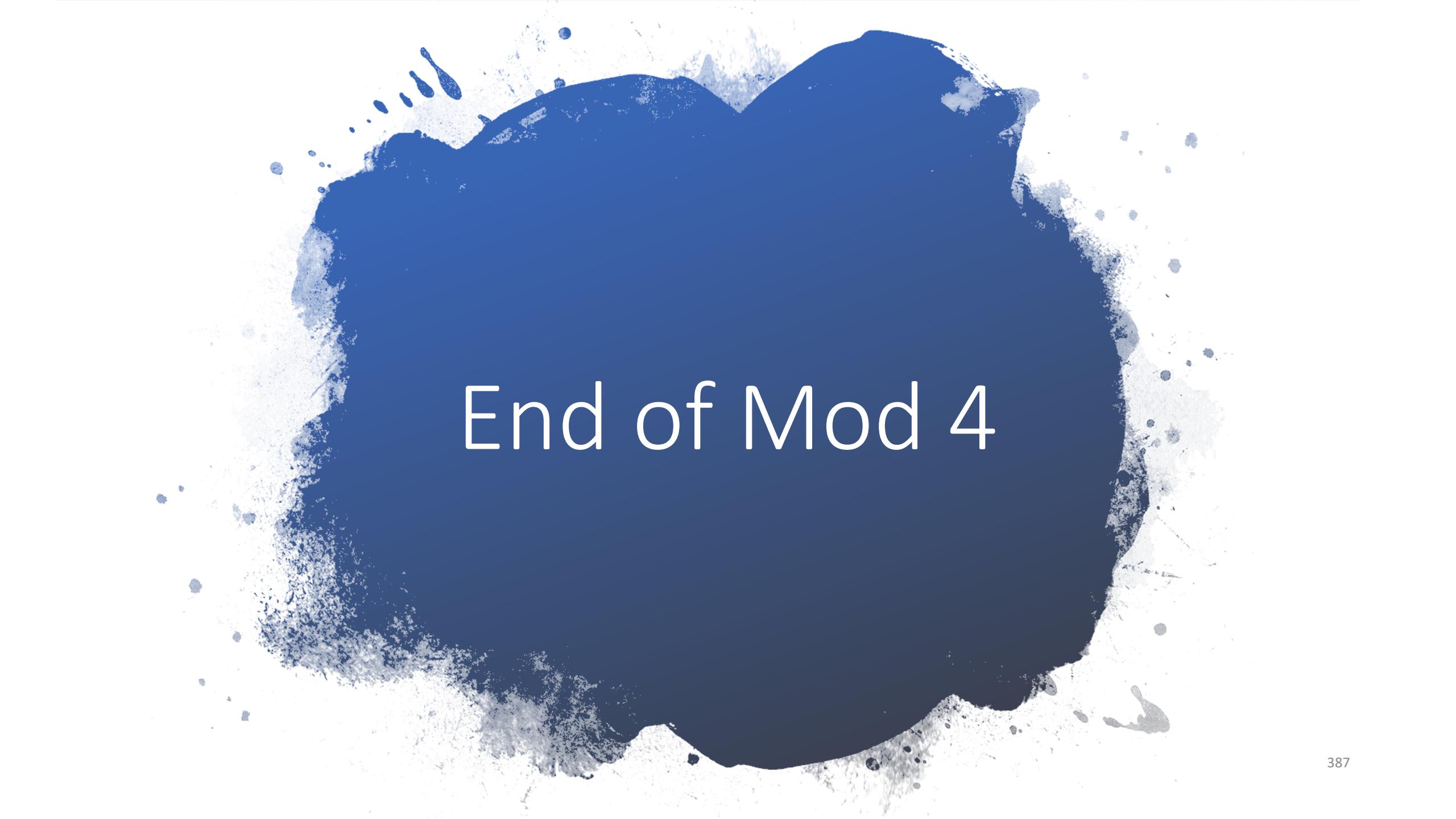
Have one team member email the Word doc to me and copy the other team members

Team Homework Exercise - Complete SMAP Page 2

Complete page 2 of your SMAP. As indicated in the file, be very precise and develop your answers.

When submitting your work, include the previous version with Page 1 completed and any email exchanges regarding your SMAP so that all information is in one place.

Have one team member email the Word doc to me and copy the other team members. Your team name should be in the title. **Deadline: 18h00 Thursday, March 3**



End of Mod 4