

Digital Marketing

Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

Different Channels of Digital Marketing

Website Marketing

A website is the centerpiece of all digital marketing activities. Alone, it is a very powerful channel, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

Pay-Per-Click (PPC) Advertising

PPC advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Facebook Ads.

Content Marketing

The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.

Email Marketing

Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

Social Media Marketing

The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.

Affiliate Marketing

Affiliate marketing is one of the oldest forms of marketing, and the Internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

Video Marketing

YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, or even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

SMS Messaging

Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or giving opportunities to willing

customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

Digital Marketing Challenges? Research!

Types of Digital Marketing

Search Engine Optimization (SEO)

The goal of SEO is to get a business to rank higher in Google search results, ultimately increasing search engine traffic to the business's website. To accomplish this, SEO marketers research words and phrases consumers are using to search for information online, and use those terms in their own content. According to leading SEO software company Moz's "Beginners Guide to SEO," SEO encompasses many elements, from the words on your web pages to the way other sites link to you on the web to how your website is structured. An SEO specialist can make around \$59,000, according to Salary.com.

So, what are some things that can improve a site's SEO? It's important to understand that one of the things that makes SEO challenging is that the answer to this question always depends on Google and its most current algorithm. Keeping that in mind, here are a few of the most important things for SEO strategists and

marketers in general to understand about how SEO works today, from Moz's Beginners Guide to SEO:

- Content indexing – It is important to allow search engines to clearly “read” what your site content is, by doing things like adding alt text for images and text transcripts for video and audio content.
- Good link structure – It is important that search engines can “crawl” your site structure to easily find all the content on your site. There are many things that an SEO specialist can do to properly format links, URLs, and sitemaps to make them most accessible to site crawlers.
- Keywords and keyword targeting – Properly deploying your keywords – i.e. the search terms you want your site to be found for—in your content and headers is one of the fundamental building blocks of SEO. It is no longer good practice to “stuff” your content with as many keywords and keyword variations as possible. Writing high-quality content that uses keywords in the headers and a few times in the crawl-able page content is now considered better practice, and will make pages rank better in search results.

Pay-per-Click (PPC)

Pay-per-click refers to paid advertisements and promoted search engine results. This is a short-term form of digital marketing, meaning that once you are no longer paying, the ad no longer exists. Like SEO, PPC is a way to increase search traffic to a business online.

Pay-per-click can refer to the advertisements you see at the top and sides of a page of search results, the ads you see while browsing the web, ads before YouTube videos and in ads in mobile apps.

One of the other things that differentiates pay-per-click from SEO is that you only pay for the results. In a typical PPC model like a Google AdWords campaign, you will pay only when someone clicks on your ad and lands on your website. You can spend just about any amount of money on pay-per-click advertising. Some companies may see results from investing just a few hundred dollars, but plenty of large companies spend tens of thousands a month on pay-per-click.

How much it costs to run an ad or promote your search results will depend primarily on how much competition there is for your keywords. High competition keywords (i.e. keywords that many people are searching for and that many sites are trying to be found for) will be more expensive and lower competition terms will likely cost less.

When you set up a pay-per-click campaign, you will also be able to choose whether you want your ad or promoted results to be shown to users all over the world, or only within a specific geographic area. If you are marketing a brick-and-mortar business, this ability to tailor by location helps you not waste ad dollars serving ads to users who don't live anywhere near your business, according to Google.

Social Media Marketing

This includes everything a business does via social media channels. Just about everyone is familiar with social media, but marketers must approach social with an integrated and strategic approach. Social media marketing goes far beyond simply creating posts for social channels and responding to comments.

To be effective, efforts must be coordinated and consistent rather than an afterthought. To help keep posts consistent, there are many online tools available to automate and schedule social media posts, although marketers only should use automation as a tool, not a “set it and forget it” solution. Users will figure it out quickly if there is no real person behind the posts.

Social media marketers should not be in a silo separate from other marketing functions. Social marketers need to work with the company's wider marketing team to coordinate their message across all platforms, online and off, so that every part of the brand is telling the same story.

A crucial part of social media marketing is analytics: Social media marketers must also be savvy at analyzing the performance of their posts, and creating strategies based on that data. Another reason for marketers to be consistently measuring and

tracking their campaigns is that this data allows marketers to demonstrate to business leadership that their efforts are driving users to engage with the brand and eventually converting users into customers, therefore providing value to the company, according to Forbes contributor Jayson DeMers.

In other words, social media marketing is a lot more complicated than managing your personal Facebook or Twitter profile. It requires a blend of creative thinking and objective, data-driven strategy, and may be a great fit for professionals who enjoy blending these two disciplines. A social media analyst with a bachelor's degree can earn about \$63,841, according to Salary.com.

Content Marketing

Content marketing uses storytelling and information sharing to increase brand awareness. Ultimately, the goal is to have the reader take an action towards becoming a customer, such as requesting more information, signing up for an email list, or making a purchase. “Content” can mean blog posts, resources like white papers and ebooks, digital video, podcasts, and much more. In general, it should first and foremost provide value to the consumer, not just advertise the brand or try to make a sale. Content marketing is about building a sustainable, trusting relationship with your customers that can potentially lead to many sales over time, not just making a single transaction.

Content marketing works in symbiosis with other types of digital marketing: It is a way to incorporate SEO search terms into fresh website content, and the content created can be shared as social media posts and in email marketing publications. Looking at the analytics for your content marketing can tell you a lot about your customers: what are they looking for when they land on your site? What kinds of content make them stay on the site longer and keep looking around? What kinds make them lose interest and navigate away?

Unlike a method such as PPC, content marketing is a long-term strategy. Over time, marketers build up a library of content (text, video, podcasts etc.) that will continue to bring users to the site via search engines, according to Marketo, a

marketing automation company. This content library also helps promote knowledge of your brand and increases your profile as a resource for information. And, if users are visiting your site for information, ideally they will remember you as an authority when it's time to make a purchase.

Content marketing is a great avenue for people who enjoy writing and/or video and audio production. But as with digital marketing in general, it also calls for strong strategic and analytic skills.

Email Marketing

Even with the emergence of social media, mobile applications and other channels, email is still one of the most effective marketing techniques, Rogers said. It can be part of a content marketing strategy, providing value to consumers and over time convert an audience into customers. Email marketing pros not only know how to create compelling campaigns, they also understand optimal audience outreach and are skilled at analyzing customer interactions and data, and making strategic decisions based on that data, according to the American Marketing Association.

Email marketing software can offer many different analytical measures, but two that marketers are always striving to improve are the open rate –the percentage of recipients who opened the email – and the click through rate – the number of recipients who opened the email and clicked on a link in the email. According to leading email marketing software company Constant Contact, there are many things marketers can do to make their emails more appealing to users and more likely to be opened. These include:

- **Create a Sense of Urgency** – Writing email copy that lets your recipients know that time is running out to get a special deal or that there are only a limited number of the offer available, can increase the number of people clicking through to your website.
- **Personalize Your Email** – Setting your emails and subject lines up to incorporate the recipient's name is a proven way to increase open and click through rates. (A sample subject line: "Katie, a special offer just for you.")

- **Let Recipients Set Their Preferences** – Allowing users to specify how often they want to hear from you can help keep some of your email subscribers subscribed to your list and clicking on your emails.

Mobile Marketing

This digital marketing type is this focused on reaching your target audience on their smart phone or tablet. Mobile marketing reaches people through text messages, social media, websites, email and mobile applications. Marketers can tailor offers or special content to a geographic location or time, such as when a customer walks into a store or enters an event.

According to a recent TechCrunch article, consumers in the United States now spend five hours a day on their phones. This represents a 20% increase from the fourth quarter of 2015. Users are also spending much more of their time in apps rather than on mobile browsers. In 2017, users are spending much more time with apps than watching television. 15% of that app time is spent with entertainment apps like Netflix and Hulu, 19% of it is spent on Facebook's mobile app, 12% on other social and messaging apps, and 11% in gaming apps, according to the TechCrunch article.

Retail Dive reports that 45% of all shopping always or frequently involves a mobile device in some way, whether it's used to do research, compare prices or make a purchase. For a majority of Millennials (defined the Pew Research Center as people born between 1981 and 1997), that number is 57%.

Marketers know that you need to take your message to where you customers are, and in 2019 it is very clear: your potential customers are on their phones.

Marketing Analytics

One of the major advantages of digital marketing is that it is highly trackable and measurable. Once, the only trackable marketing pieces were coupons and similar

direct mail offers. If a customer used the coupon, you knew the message resonated. Today, analytics allow marketers to track user behavior at a highly detailed level: how many times they click on a link, how much time they spend on a web page, how often they open emails, and much more. But the vast amount of information available about digital marketing performance can feel like drinking from a fire hose, and marketers must be able to truly understand what the data mean and how they should inform strategy.

Not only does this allow marketers to learn what is successful with consumers and adapt their marketing messages moving forward, it also means they can demonstrate their value to the company. Understanding all of this data and using it to make strategic decisions is an important part of a digital marketer's work, and one that sets them apart from their traditional counterparts.

There are many tools available for measuring the success of digital marketing campaigns, and many marketers will use some combination of these tools, depending on their needs and their audience (Fortune magazine reported that many marketers are using over 100 applications in their total marketing process.) One of the most used tools for marketing analytics is Google Analytics, which can be customized in nearly endless ways to measure how your site is performing, which keywords are bringing users to your site, how users are navigating through your website, and much more.

Having good, accurate analytics and the know-how to interpret them can help marketers "fail fast," quickly cutting campaigns that aren't working and building better campaigns around concepts that have a proven track record of success. Over time, you won't just be using analytics to measure your campaigns – the analytics will also inform and improve your campaigns.

Ad Targeting

Targeted advertising is a form of advertising, including online advertising, that is directed towards an audience with certain traits, based on the product or person the advertiser is promoting. ... Targeted advertising is focused on certain traits and consumers who are likely to have a strong preference.

Keyword Advertising

Keyword advertising is a method of advertising on search engines using keyword research. By determining the keyword searches that are most relevant to your business's offerings, you can then bid to place your ads in the search results for relevant keywords. For example, if you sell footwear, you can make sure people searching for keywords like "sneakers" or "women's boots" see your advertisements.

Creating a successful PPC keyword advertising campaign is largely dependent on discovering these high-value keywords. WordStream offers keyword advertising software that can help you discover and utilize these top-notch keywords to optimize your online advertising campaigns.

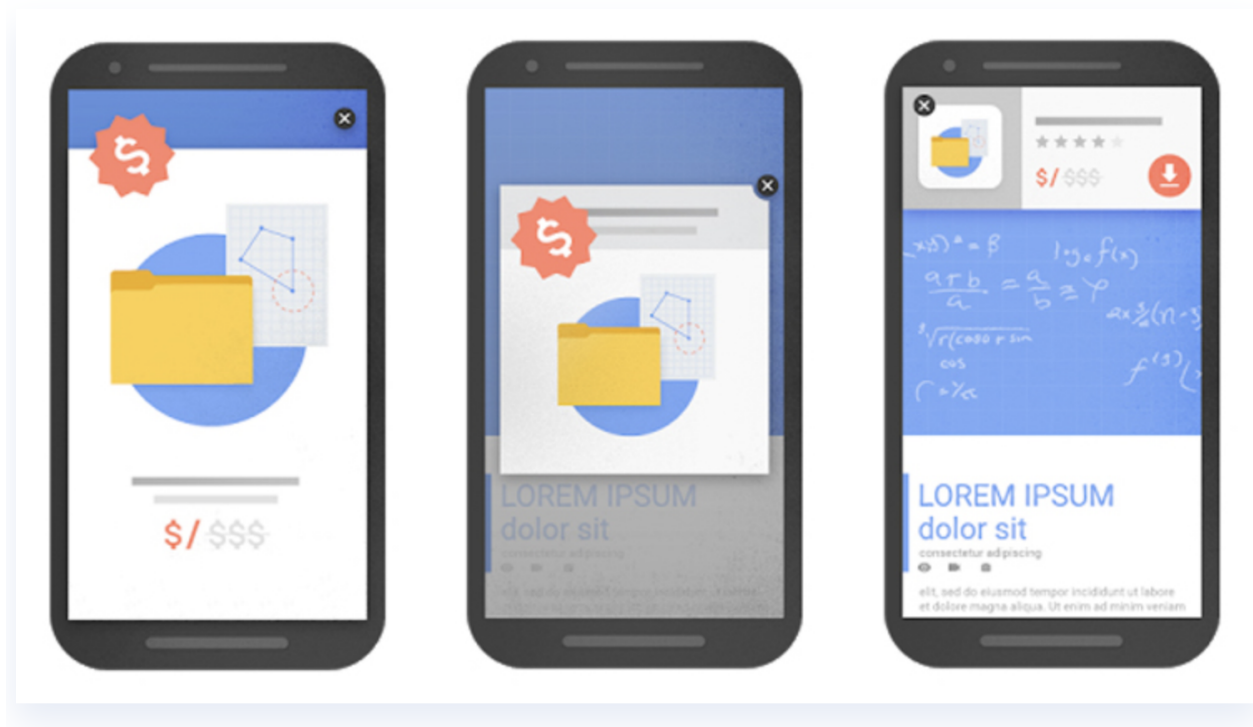
Display Ad Marketing

Research!

Interstitial Ad

Interstitial ads are interactive, full-screen ads that cover the interface of their host app or site. These ads appear between content, so they place at natural transition points or breaks, such as in between activities or game levels. Their full-coverage is what differentiates them from other ad types, like pop-up, native, and banner ads.

For reference, here's an interstitial ads example (left), compared to a pop-up ad (middle) and banner ad (right):



Ad types include text, image, rich media, and video. Users can navigate past any of these by clicking or tapping on the ad to visit its destination or closing it to continue what they were doing previously.

The timing of the close option depends on ad type. Non-video ads will have an immediate close option:

Penalties for mobile interstitial ads

Google now penalizes mobile pages containing interstitials, simply because obstructing content on mobile with ads is against their guidelines.

On mobile devices (smaller screen), it's not always easy to find the 'X,' 'Close,' or 'Continue to site' link. Even when you see it, tapping it is difficult due to its size and placement. So while the desktop version is annoying, mobile interstitials can ruin the entire user experience.

As of November 1, 2015, Google's mobile-friendly test began excluding any mobile web page from the "mobile-friendly" category that showed an app install interstitial after clicking from the search result page. Then starting January 10, 2017, mobile pages where content is not easily user-accessible from the mobile search results may not rank as high.

Penalty Exceptions? Research

What is an ad exchange?

An ad exchange is a digital marketplace that enables advertisers and publishers to buy and sell advertising space, often through real-time auctions. They're most often used to sell display, video and mobile ad inventory.

Who buys from ad exchanges?

Virtually anyone can buy from an ad exchange provided the ad exchange allows it. Advertisers and agencies typically use demand-side platforms or their own bidding technologies to do so, but ad networks and other entities also buy ads from exchanges.

What is Programmatic Advertising

Effectively capturing the attention of consumers in today's digital ecosystem is no easy task, which is why we're going to talk about Programmatic Advertising today. There are millions of websites, applications and digital properties being viewed across a variety of channels, all day, everyday.

Having to use separate platforms to advertise on different channels and having to select the best places to put your advertisements in the digital world is an increasingly daunting task.

Programmatic advertising solves this.

Programmatic advertising is the automated buying and selling of online advertising.

This automation makes transactions efficient and more effective, streamlining the process and consolidating your digital advertising efforts in one technology platform.

Programmatic platforms have been growing their inventory and database such that any format and any channel can be accessed programmatically today, including mobile, desktop, tablet, audio, digital outdoor and connected TV.

Targeting tactics are used to segment audiences using data so that advertisers only pay for ads delivered to the right people at the right time, and depend less on the "spray and pray" method of digital advertising. Computers and algorithms make the ad buying, placement and optimization process more efficient, remove mundane activities and cut down on time to market.

An Example of How Programmatic Advertising Works:

Advertiser Totally Tubular wants to sell more surfboards

It hires a programmatic advertising platform that is able to identify online consumers by things like:

- *demographics (male / female / 18 – 45),*
- *geography (3 min from a beach),*
- *interests (surfing, saltwater, California),*
- *behaviours (consume surfing content on their lunch break),*
- *time of day (7-10PM)*
- *weather (sunny)*
- *device (smartphones)*

The platform then uses real-time data to identify the best online audience(s) for the campaign and buys digital ad inventory through an auction based on everything available across multiple devices, in places the audience cares about.

Advertisements are personalized based on each consumers unique interests and behaviors.

Intelligent connections are made, insights are generated, and performance is optimized.

How do I run programmatic ads?

1. Step #1 — *Preparation. Set Your **Advertising** Campaign Goals. Choose the Type of **Programmatic Ad** Campaign. ...*
2. Step #2 — **Launch**. *Estimate Budget Of Your **Advertising** Campaign. Define Basic Targeting Options. ...*
3. Step #3 — *Optimization. Receive Real-Time Reports and Analyze Them. Optimize Settings According to Your Analysis.*

Real-Time Bidding, E-mail Marketing, Affiliate Marketing, Social Marketing, Mobile Marketing, Local Marketing, Online Marketing Metrics, Pricing Models for Online Advertisements, Case Studies: Facebook Marketing Tools, Twitter Marketing Tools, Pinterest Marketing Tools, Location Based Marketing Tools: Google AdSense

Local Marketing

Local marketing is a strategy that targets potential customers within a specific radius – typically 50 miles – of the physical location of a business. It's also known as location-based marketing, neighborhood marketing, or local store marketing.

Local marketing can work for any brand that has a physical brick-and-mortar location, like shops and bars, or any locally-based businesses that travel to a customer's location, such as plumbers and electricians.

Local businesses can use a range of outbound and [inbound marketing](#) methods to attract customers, including:

- ***Inbound:*** [Google My Business](#), Local SEO, social media marketing, etc.
- ***Outbound:*** [Display ads](#), attending local events, community involvement, etc.

Online Marketing Metrics

Digital Marketing Metrics and KPIs{Key Performance Indicator} are values used by marketing teams to measure and track the performance of their marketing campaigns. Digital marketing teams use a number of tools to promote their services and products, and tracking the results can often be time consuming and difficult. By creating specific digital marketing KPIs, it's easy to determine targets and goals and measure performance based on those values.

The top KPIs for modern digital marketers that are data-driven:

- Web traffic sources
- Brand awareness
- Cost per lead
- Website traffic leads
- Returning visitors
- Online conversion rates
- Lead conversion rates
- Click thru rate
- Customer lifetime value

Pricing Models for Online Advertisements

Any of the following pricing models might be right for your digital advertising campaign.

1. Cost-per-Thousand (CPM)

The cost-per-thousand (CPM) model is the most common pricing model for video advertising. Display advertising also commonly uses the CPM model, but display ads are starting to move towards other pricing models, such as cost-per-lead (CPL) or cost-per-action (CPA).

The CPM pricing model sets a flat rate for every 1000 views an ad gets. One of the major issues with this pricing model is that advertisers are charged regardless of whether anyone clicks their ad. Youtube, for example, bills advertisers on [a CPM basis](#). Advertisers are charged a flat rate per thousand views that depend on a variety of factors.

What content is running alongside the ad? What format is the ad? How long is the ad? Is the ad skippable? Are there other advertisers bidding for that ad space?

Depending on the answer to those questions, advertising costs on Youtube can vary wildly. There is one main question advertisers need to ask themselves when considering a CPM digital advertising campaign. "Am I willing to pay for just impressions, no actions or clicks?" If not, you might want to consider another pricing model.

2. Cost-per-Click (CPC)

Cost-per-click (CPC) advertising charges advertisers only when someone clicks on the ad. This model corrects one of the major issues with the CPM model, where advertisers are charged, regardless of how many people click on the ad. That doesn't mean the CPC model is perfect, in search advertising, keywords have become very expensive (and prices are steadily rising).

The most expensive keywords belong to industries such as finance, insurance, and professional services. For example, a single click on a search ad for the keyword, [Insurance](#), costs just under \$55, however, having targeted keywords to bid on will lower your cost per click substantially.

While CPC advertising guarantees clicks, there still are some issues other than expensive keywords. [It doesn't guarantee clicks] You get charged for errant clicks that do not result in a lead or customer action, but the risk of paying for nothing is lower than it is for the CPM model. The CPC model is commonly used for [sponsored social media posts](#) and display ads on web pages.

3. Cost-per-Lead (CPL)

Cost-per-lead (CPL) pricing models are the most advertiser-friendly pricing model. In the CPL model, advertisers only pay for every qualified lead. This model eliminates the possibility of paying for accidental clicks and views. To qualify as a lead, someone has to explicitly fill out a form on the advertiser's website after clicking the ad (usually to provide contact information.) CPL advertising allows advertisers to generate guaranteed returns from their online advertising budget.

In 2008, [the Obama campaign](#) used CPL advertising to build email lists. A lead was only considered qualified if they signed up for a eNewsletter, making the campaign very cost effective.

CPL models will increase the cost-per-lead depending on the complexity of the form that the user needs to fill out. The more qualified a lead is, the more expensive they will be. That usually means that the more information the form requires, the more expensive the lead will be.

4. Cost-per-Action

The cost-per-action (CPA) model requires even more specific actions than CPL before an advertiser pays. Usually, that action involves the customer making a purchase or signing up for a service. In CPA advertising, the advertiser usually

only pays after a credit card transaction. That means the CPA model is best for motivating immediate action when the advertiser wants a customer to buy something right away. For that reason, CPA advertising can be ineffective for industries with a high barrier to purchase such as financial services, insurance, and professional services.

Some of the benefits of the CPA model is the fact that advertisers do not have to pay for bad leads, knowing that a transaction has been made every time they have to pay for the ad. The CPA model makes it easier for advertisers to choose their price point because it's easier to determine the value of a customer. All you need to do is calculate the revenue that customer will bring, and how much profit you want to make on each sale.

CPA advertising can also refer to cost-per-order (CPO), online lead generation or cost-per-conversion.

Assignment:

Case Studies: Facebook Marketing Tools, Twitter Marketing Tools, Pinterest Marketing Tools, Location Based Marketing Tools: Google AdSense

Search Engine Optimization, Working mechanism of Search Engines, On Page SEO, Off Page SEO, Page Ranks, Using Google Analytics, Social Media Analytics, Recommendation Systems: Collaborative, Content Based, Use of Recommendation Systems in E-commerce.

Search Engine Optimization

What is SEO?

SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility for relevant searches. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

How does SEO work?

Search engines such as [Google](#) and [Bing](#) use bots to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index. Next, algorithms analyze pages in the index, taking into account hundreds of ranking factors or signals, to determine the order pages should appear in the search results for a given query.

Search ranking factors can be considered proxies for aspects of the user experience. Our [Periodic Table of SEO Factors](#) organizes the factors into six main categories and weights each based on its overall importance to SEO. For example, content quality and keyword research are key factors of content optimization, and crawlability and mobile-friendliness are important site architecture factors.

The search algorithms are designed to surface relevant, authoritative pages and provide users with an efficient search experience. Optimizing your site and content with these factors in mind can help your pages rank higher in the search results.

Unlike [paid search ads](#), you can't pay search engines to get higher organic search rankings.

Why is SEO important for marketing?

SEO is a fundamental part of digital marketing because [people conduct trillions of searches](#) every year, often with commercial intent to find information about products and services. Search is often the primary source of digital traffic for brands and complements other marketing channels. Greater visibility and ranking higher in search results than your competition can have a material impact on your bottom line.

However, the search results have been [evolving over the past few years](#) to give users more direct answers and information that is more likely to keep users on the results page instead of driving them to other websites.

Also note, features like [rich results](#) and [Knowledge Panels](#) in the search results can increase visibility and provide users more information about your company directly in the results.

What is On-Page SEO?

Think of the most basic search engine optimization tactics:

- *Using keywords in your page title and page copy*
- *Optimizing the meta description to stand out in search engine results pages (SERPs)*
- *Using HTML code and alt tags*

THAT'S the foundation for on-page SEO.

It's all the measures taken directly within your website to improve its position in search rankings by making it easy for search engine bots to interpret the page as well as give end-users a preview of what they're clicking through from the SERP. It also takes into consideration overall content quality, page performance, and content structure.

ON-PAGE SEO FACTORS:

Content

It's important to approach this with the mindset that "content is king." You can do all of the optimization around keywords, descriptions, and internal linking you want, but if the on-page content sucks, no one is going to visit your site.

Keywords

While keywords are less important than they were a few years ago, [keyword optimization](#) is still a cornerstone of SEO today. That said, the focus has shifted towards more [long-tail keywords](#), which better fit the search patterns of today's internet users. Think of your audience and the keywords they're searching for; then create and optimize your website content around those keywords.

Title Tag

The title tag refers to the title of a web page, or the main heading you see in the SERP{search engine result pages}, and is one of the most important on-page SEO factors after your actual on-page content. Keep this title to 65 characters or less (choose your words wisely!)

Meta Description

A meta description is a short description that appears below the URL on a search engine results page and below a headline in a social post. It describes the content on that page but, more importantly, it's written to help your web page stand out in the list of SERP results. Keep the description to under 155 characters to ensure your entire description is shown in search results.

Weidert Group: Inbound Marketing for Complex Industries

Weidert Group is a Wisconsin-based B2B inbound marketing agency helping clients in complex industries generate and close leads online.

Alt Text

Alt text refers to the word or phrase that can be attributed to a picture file to help ensure it gets indexed and so search engines understand what it is since they can't see images (they only see text). For example, if you use a graphic in your blog that outlines some injection molding tips, you can save the alt text for that image as "automotive-injection-molding-tips," and that graphic will start to rank for that phrase in the image results.

SSL/HTTPS



Page security is more important than ever, and enabling Secure Sockets Layer (SSL) security technology is crucial for improving your security, trustworthiness, and visibility. By enabling SSL, you increase the likelihood that a third party doesn't come between your web server and the visitors' web server, ensuring that information entered on the site is safe. Likewise, Google actually prefers sites that are SSL-enabled, making it essential to boosting visibility.

URL Structure

In addition to the factors listed above, an organized URL structure is important for today's marketers because it allows search engines to crawl from page-to-page on your website easily and makes navigation more efficient for visitors. URLs should contain keywords that reflect the pages they direct to, as easy-to-understand URLs are more likely to earn clicks and help search engines crawl your site. URLs should also be

relatively short, using your primary keyword for that page and not using redundant words.

This is where [pillar pages](#) have come into play more recently for marketers, with certain website pages being dedicated to popular topics your prospects are searching for and also linking all related pages back to that pillar. Let's say you want to create pillar pages dedicated to automotive, medical, and consumer injection molding applications. With your pillars identified, you can tailor your content and URL strategy specifically to those pillars, link all related content back to the main pillar page, and help you boost your searchability on those topics.

Internal Linking

Speaking of linking, internally linking related pages on your website is another important factor of on-page SEO. Linking to different relevant pages on your site makes it easier for search engines to crawl everything, and it also keeps visitors engaged longer.

Breadcrumb Navigation

Breadcrumbs are navigational aids that inform website visitors where they are on your site and also help Google understand the structure of your website. A small text path typically located at the top of a page, a breadcrumb indicates where the user is, with every step being clickable. Breadcrumbs appear in Google search results, giving users a simple overview of where the page is located on your site.

The three different types of breadcrumbs:

- *Hierarchy-Based — shows how many steps gets you back to the Home Page*
Home > Blog > Industry > Title of Post
- *History-Based — ordered by where a visitor has been doing on the site*
Home > Name of Previous Page > Name of Previous Page > Current Page

- *Attribute-Based — most common on e-commerce sites; shows product attributes*
Home > Product Area > Style > Material > Size

Page Performance

While other factors of on-page SEO deal with content quality and structure, the performance of your website (and its pages) also are on-page ranking factors. Pages that take a long time to load or don't render properly on mobile rank lower in SERPs, as users get frustrated, leave, and increase the bounce rate.

Search engines evaluate this and use it as a key page ranking factor, so it's crucial for marketers to consider the image file sizes on their pages, reduce redirects, improve the mobile responsiveness of their site, and minimize the amount of CSS/Javascript.

Mobile Friendliness

Everyone has smartphones, and the search for information seems constant. Yes, mobile has changed the world, so a mobile-friendly website is a critical part of your online presence.

There are two big reasons to make sure visitors with mobile devices have a good experience on your site:

- 1. Non-mobile-friendly sites force visitors to pinch or zoom just to read content, which is frustrating and could cause them to abandon your site*
- 2. Because all of Google now uses the mobile version of website pages for SEO*

Schema Markup

Schema markup is used by Google to get information for [SERP snippets](#). There are many kinds of Schema Markup, some pertaining to a target persona more than others:

- *Business Events*
- *Search Results*
- *FAQ Page*
- *News Articles*
- *Business Function*
- *Job Posting*
- *Local Business*

Core Web Vitals

Launched in spring of 2020, Google's Core Web Vitals helps determine a website's page performance as well as user experience. It helps quantify the experience of a site and identify opportunities to improve.

Each Core Web Vitals represents a unique part of the user experience and reflects the real-world experience of a visitor. Currently, the set covers three aspects of the user experience: loading, interactivity, and visual stability.

What is Off-Page SEO?

While on-page SEO refers to the factors you can control on your own website, off-page SEO refers to the page ranking factors that occur off your website, such as backlinks from another site. It also includes your promotion methods, taking into account the amount of exposure something gets on social media, for example.

OFF-PAGE SEO FACTORS:

Backlinks

The number and quality of backlinks you have to your site is undoubtedly the biggest factor of off-page SEO. The more sites linking to your content, the more domain authority Google grants your site, boosting your ranking. This has led marketers to try questionable paid link-building tactics, but there are several organic approaches you can take that produce effective results, such as:

- *Guest blogging*
- *Being featured in industry trade publications*
- *Seeking out contacts in the industry who'd be happy to share your content*
- *Guesting on a podcast*
- *Participating in an industry community such as a forum*
- *Hosting events (in person or virtual).*
- *[Help A Reporter Out \[HARO\]](#)*
- *Press Releases*

The backlink anchor text is very important, too. It's why most companies have no trouble ranking for their brand name. Most anchor text will contain their name. When you want to rank for a specific keyword you really want that anchor text to contain the keyword.

Domain Authority

Measured on a scale from 1-100, your domain authority is a number given to you by search engines to determine the strength of your website. Think of it as a grade, essentially. Websites with a higher domain authority receive preference in the search results, while websites with a lower domain authority are more likely to rank near the bottom.

Domain authority is measured by a few different factors, including how long you've had your domain name (the longer the better), the history of the domain name, the number

of backlinks, and the number of 404 pages. By ensuring you have a technically sound website that follows the [SEO best practices](#), you can maximize your domain authority and improve your ranking.

Social Promotion

While page ranking isn't tied directly to the interactions on a social media post, social posts that generate a lot of clicks will certainly help boost traffic to the site and generate a ton of link shares.

Local SEO

Online reviews on sites like [Google My Business](#), Yelp, and other review sites help boost local SEO because they revolve around where you are. For instance, looking for IT services in your area brings up local listings. There's no point in showing you an IT management company if they don't service your area. Also consider NAP (Name, Address, Phone) citations.

PPC (Google, Twitter, Facebook, LinkedIn)

I am sure you're thinking, "This is supposed to be about SEO!" Well, SEO is part of a good [pay-per-click \(PPC\) campaign](#) and vice versa. When your site is still getting off the ground, you need to get visitors, and PPC can help with that. If you have good content that you're promoting with PPC, it generates more traffic to your site, resulting in more backlinks to your site and other forms of ranking factors.

On-page and off-page SEO work together to improve search engine rankings. By working on what you can control today — producing quality content that's supported by high-quality on-page SEO — you'll be well on your way to earning backlinks, improving your domain authority, and controlling your off-page SEO.

Ready to learn more about SEO? Check out our comprehensive SEO survival guide and download a copy to reference every time you publish website or blog content.