

Oct 28, 2025

Weekly - SEO/SEM Asfalmix.cl

Invited Cristian Riquelme Matías Ignacio de Adity Kano Flores Rodrigo Sepúlveda
José Ignacio Donoso Matias Seguel Market Ing Sebastián Jerez

Attachments 📎 Weekly - SEO/SEM Asfalmix.cl

Summary

Sebastián Jerez, Matías Ignacio de Adity, Kano Flores, and Matías Seguel discussed various aspects of digital marketing. Key topics included digital marketing strategy, such as keyword marketing, analytics (Google Search Console, Google Merchant Center), and e-commerce landing pages. The team also focused on landing page optimization, emphasizing perfect landing pages, different landing page types for industrial markets, and the importance of keywords and deadlines, along with content and visuals, specifically photographs and text.

Details

- **Digital Marketing Strategy** Sebastián Jerez discussed various aspects of digital marketing, including keyword marketing, analytics, and e-commerce landing pages. Matías Ignacio de Adity elaborated on analytics, mentioning Google Search Console and Google Merchant Center as important tools.
- **Landing Page Optimization** The team focused on landing pages, with Sebastián Jerez emphasizing e-commerce landing pages and different landing page types for industrial markets. They also discussed implementing perfect landing pages and the importance of keywords and deadlines.
- **Content and Visuals** Kano Flores and Matías Seguel discussed the importance of photographs for the landing pages, while Sebastián Jerez mentioned text. Matías Ignacio de Adity confirmed the perfect use of visuals.

Suggested next steps

- ☐ Kano Flores will establish a deadline for the photograph.

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