



Organic Channels Overview

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Organic Channels

- Search
- Social Media
- Direct
- AppStores
- etc.

Organic \neq Free

- Limited costs
- Unlimited potential income
- No direct control
- Long term results



Search Engine Optimization (SEO)

Making website indexable

1. Site architecture
2. Code quality and server settings
3. Trust factors (speed, age, etc)
4. Content duplication issues
5. Submission to relevant SE

Traffic = Impressions*CTR

How to get more impressions

- SERP Position
- New Queries
- Additional pages
- Vertical Searches

How to increase CTR

- SERP Position
- Title, description, icon
- Rich snippets
- Sitelinks

SEO Process

1. Choose keywords & map to pages
2. Optimize pages
3. Promote it
4. Analyze results and repeat

Keyword Research

Type of search queries

- Navigational
- Transactional
- Informational

Data Sources

1. Adwords keyword planner
2. Competitor's websites
3. Autosuggest
4. Historical data

Long tail keywords

- 10% queries generate 90% sessions
- 20% of queries never used before

The best way to optimize for such keywords is UGC

Link-building

- Quality over Quantity (RCS)
- Links without Links (GKG)
- Black hat tactics (Don't use it!)

Social Media

- Use structured data mark up
- Use images and videos
- Use strong CTA in description

Direct traffic

- Redirect outdated webpages
- Title must be short and descriptive
- Simple and readable page URLs
- 404 page with navigational links



Thank you! Questions?