



Google Ads & SEO

Should You Be Concentrating On Google Or Social Media?

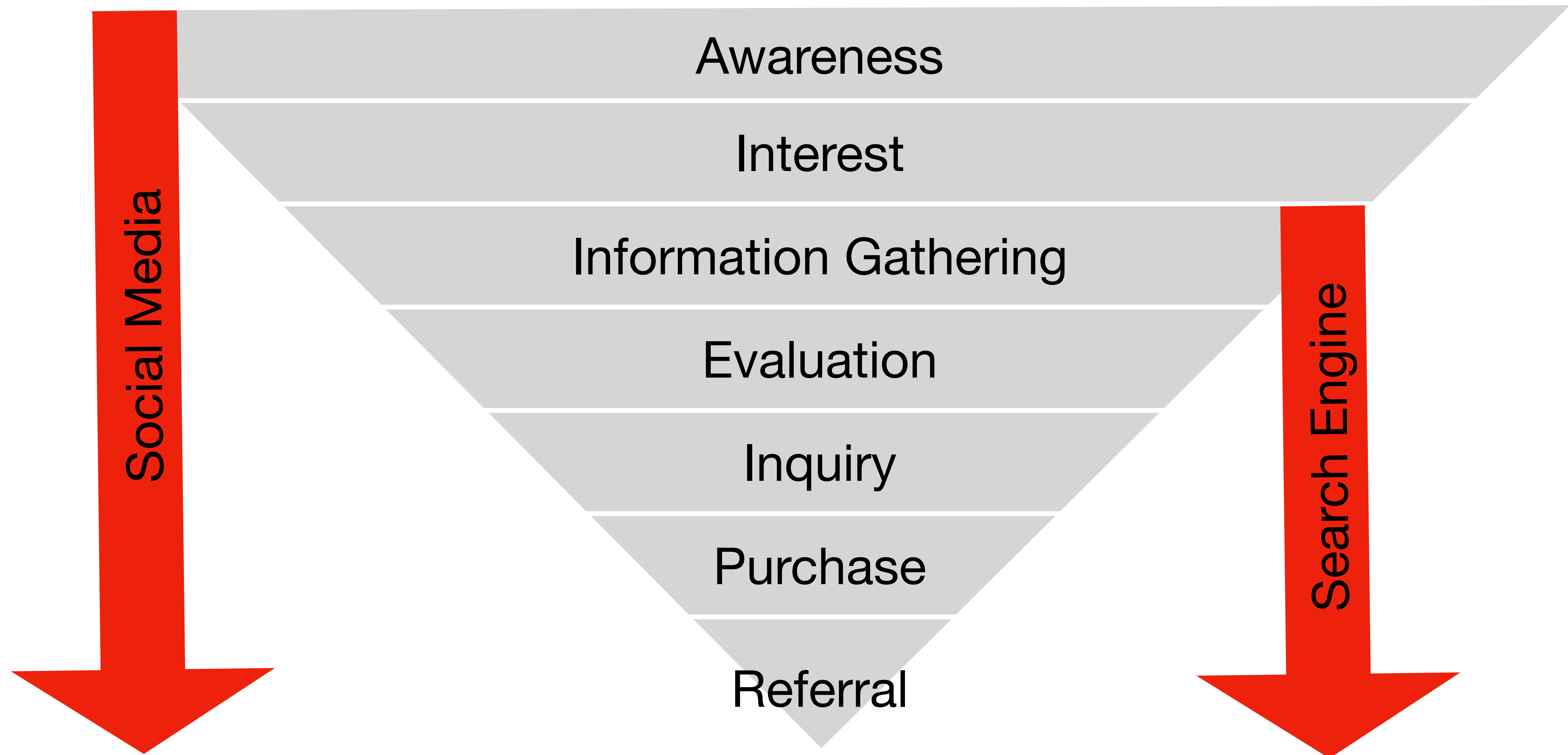
Demand Harvesting

- ENOUGH customers are aware of their problem
- ENOUGH customers are aware there are solutions
- So they go looking for those solutions
- Most likely this means your strategy should revolve around Google

Demand Creation

- Not enough customers are aware they even have the problem your business sets out to solve
- Not enough of your customers are aware there are even solutions to their problem
- So solutions must be presented to them
- Most likely this means your strategy should revolve around social media.

How A Business Turns A Stranger Into A Paying Customer And Evangelist



The Most Biggest Determining Factor Of The Cost Of Google PPC Is The Demand For Those Keywords

- Google is an auction based system. This means your cost-per-click, which is the most important metric there is to study, is contingent mostly on how many other marketers out there are bidding for the same word.
- The bids aren't manual, they're automatic. So as new marketers enter the game of advertising to your keywords, the cost automatically goes up. You have no choice in the matter other than to pay the higher price per keyword, or turn off the ads completely.

Best Practices For Google Adwords

- One major advantage is it's A LOT more simple than social media ads. It's less of a game (which is good and bad).
- Use your instinct to bid for words you know your customers are searching for. Then use the Keyword planner to help ideate other keywords that you didn't think of.
- Regularly go back and tweak the wording of your ad to see if it drops the cost per click.
- It will itemize what keywords are getting clicks, and how much those keywords are charging you. So you have the decision to keep bidding for those words, or to delete them because they might be too expensive.
- The goal is to find a handful of key phrases, that you can buy inexpensively enough, to add up to a cost of customer acquisition that is less than the cost of customer acquisition.

**But None Of This Matters If
Your Landing Pages Suck**

Best Practices For Landing Pages



**To The Point
Copy**

What's included in the
competitor SEO analysis?



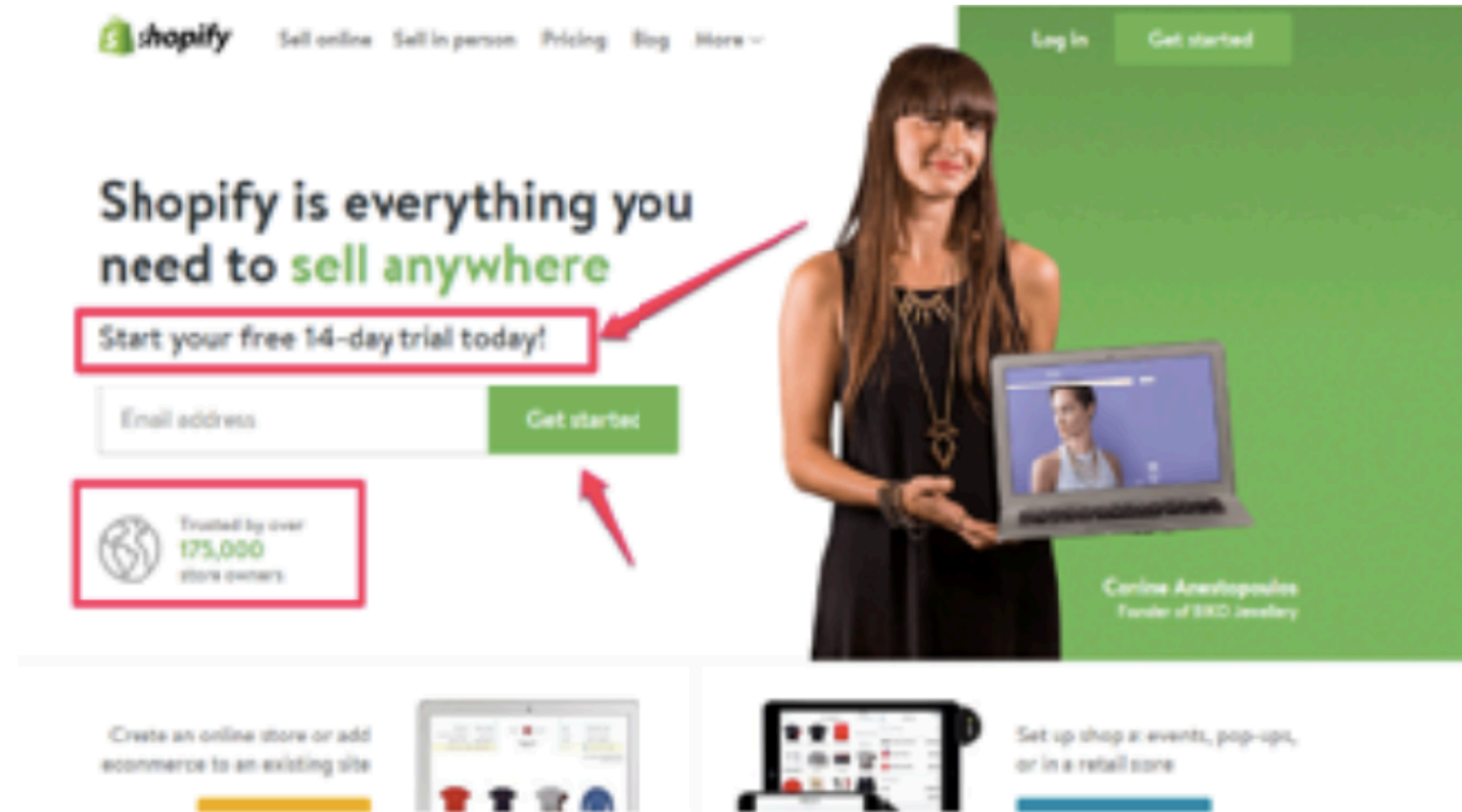
**Simple, Beautiful,
Functional, Graphics**



Builds Trust

Best Practices For Contact Form Submissions

- Prioritize getting their information over getting their money (for now)
- Short
- Not Sensitive
- Build Trust



How Do You Determine Which Is Working Better, Search Or Social?

- You could create different landing pages that are identical, and send Google ads to one landing page, and social media ads to another. Whichever one creates the most/ best leads, is your winner.
- Or, you could have social ads running for a couple weeks, then turn them off - and then turn on search ads for a couple weeks; then diagnose which created the most/best leads.

Hidden Benefit Of Google Ads

- We all know that SEO is important
- But SEO is VERY time consuming and takes a long time to start working
- And anything that takes time to work, we should attempt to test it so we know it's worth the investment in time.
 - To test if SEO is the route for you, just buy Google Ads
 - In a matter of weeks you'll know whether there is enough traffic for your words, how far down the decision making funnel they are, and how easily you can convert them into customers.
- If those ads work, it means that organically high rankings for those same keywords will also convert - possibly even better.
- So now, instead of taking a year to test SEO strategies and pray they work, you can start doing them knowing it will be worth it in the long run.

SEO For Beginners

- Non-Reciprocal Links
- Social Signals
- Content

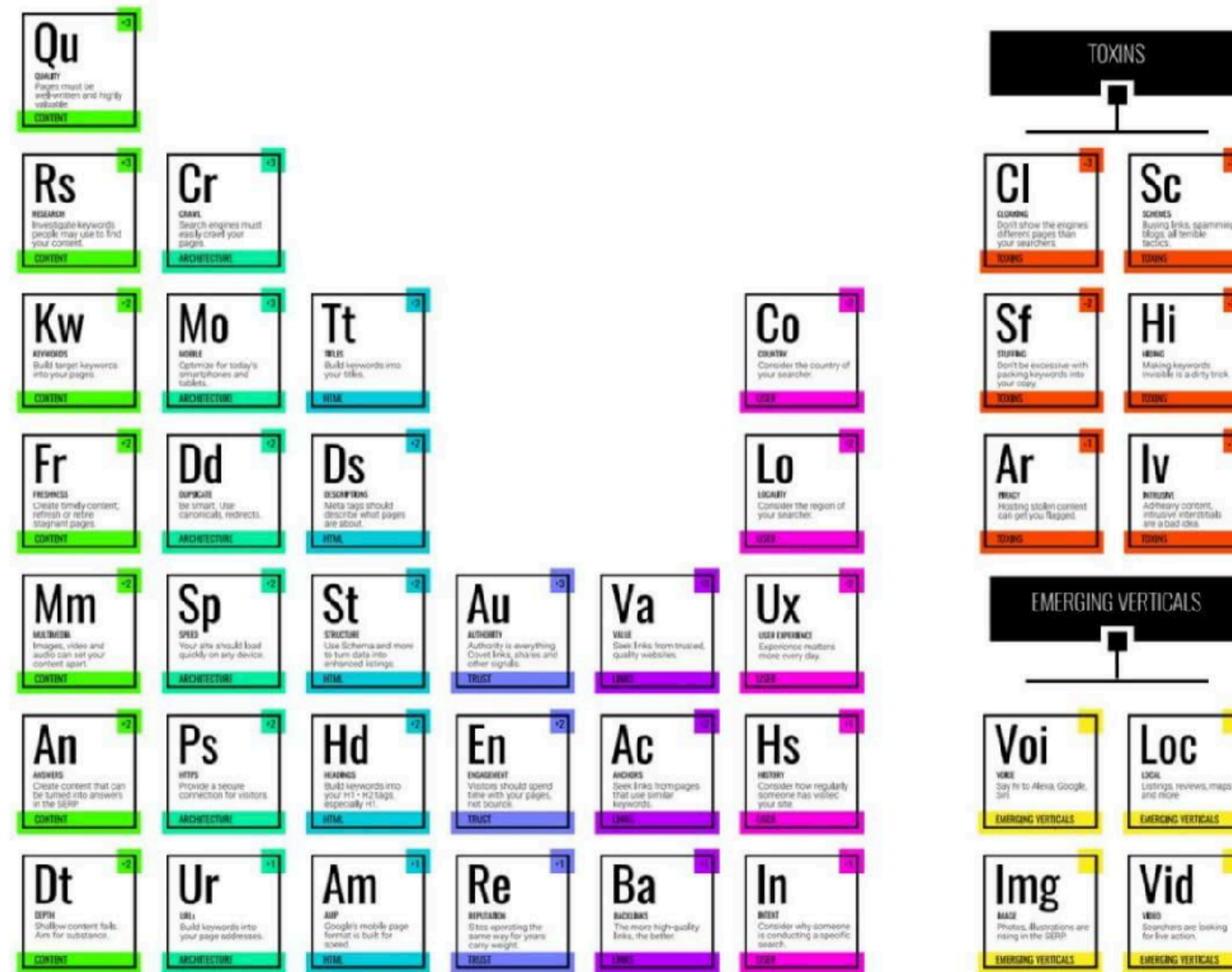
A Beginner's First Steps Into SEO

- Just start on those three categories
- Get a couple people to link to you
- Write a couple blogs using words that matter to your searchers
- Start building up the quality and quantity of one or more of your social media pages
- Just start. Don't overthink any of the soon to be mentioned strategies.

Advanced Search Engine Optimization

- Although it's true that almost all SEO has to do with the aforementioned three umbrellas; they're broad strokes.
- Underneath those umbrellas are various elements where you can score points, SEO's sometimes call this juice.
- WE should think of SEO almost like a big game that has a rubric. There are multiple categories, that are worth various points. We might be great at some, and horrible at others, and average at the rest. The total points scored on said rubric will help determine your rankings.
- One of the most famous depictions of this concept, and SEO's elements is a literal "SEO Periodic Table Of Elements". It will help visualize the facts that:
 - There are multiple categories of elements
 - Not every element is as valuable as its peers
 - Some of those elements can hurt us
 - There are lots of places we eventually need to score points in order to succeed at SEO

From “Search Engine Land”





Content

- Quality - Pages must be well-written and highly valuable
- Research - Investigate keywords people may use to find your content
- Keywords - Build target keywords into your pages
- Freshness - Create timely content, refresh or retire stagnant pages
- Multimedia - Images, video, and audio can set your content apart
- Answers - Create content that can be turned into answers in the SERP
- Depth - Shallow content fails. Aim for substance.



Architecture

- Crawl - Search engines must easily crawl your pages
- Mobile - Optimize for today's smartphones and tablets
- Duplicate - Be smart. Use canonicals, redirects.
- Speed - Your site should load quickly on any device
- HTTPS - Provide secure connection for visitors
- URLs - Build keywords into your pages addresses

HTML



- Titles - Build keywords into your titles
- Descriptions - Meta tags should describe what pages are all about
- Structure - Use schema and more to turn data into enhanced listings
- Headings - Build keywords into your H1-H2 tags, especially H1
- AMP - Google's mobile page format is built for speed

Trust



- Authority - Authority is everything. Covet links, shares, and other signals
- Engagement - Visitors should spend time on your pages, not bounce
- Reputation - Sites operating the same way for years carry weight

Links



- Value - Seek links from trusted, quality websites
- Anchors - Seek links from pages that use similar keywords
- Backlinks - The more high-quality the links, the better

Users



- Country - Consider the country of your searcher
- Locality - Consider the region of your searcher
- User Experience - Experience matters more everyday
- History - Consider how regularly someone has visited your site
- Intent - Consider why someone is conducting a specific search



Toxins

- Schemes - Buying links, spamming blogs, all terrible tactics
- Hiding - Making keywords invisible is a dirty tactic
- Intrusive - Ad-heavy content, intrusive interstitials are a bad idea
- Cloaking - Don't show the engines different pages than your searchers
- Stuffing - DON't be excessive with packing keywords into your copy
- Piracy - Hosting stolen content can get you flagged

www.yourwebsite.com/Phrase-You-Want

Ten Ways To Be Better At The Phrase You Want

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What is the phrase you want?

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The phrase you want is defined like this

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Why care about the phrase you want?

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In the URL



In the title



In the various headings



In the content itself



In an INTERNAL link to your homepage



Saved as a Phrase-You-Want.JPG