
White Paper

Everything You Need to Know About Digital Marketing

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- "A website must be supported with marketing and advertising if it is to become a true business channel"
– **Sam Saltis**

Introduction

What is Digital Marketing?

Digital Marketing involves the use of your website and associated marketing tools to promote your business online.

Blogs, forums, news and newsletters, are powerful ways to inform and engage your visitors. But what about the rest of your target audience, the people that don't know you exist? They need help finding you, and search engines are the first place they will look. The global search market draws over 100 billion searches per month- this is why search engine optimisation and search engine marketing are such a vital part of any digital marketing strategy.

While there are some basic skills you can learn in both Search Engine Optimisation and Search Engine Marketing, for optimal results it is advised to consult a professional. This report aims to provide some insight into what these services should entail, allowing you to make an informed decision when selecting a supplier.

1. Search Engine Optimisation

Search Engine Optimisation (SEO) is the art of influencing search engines in order to improve rankings and secure top positions for keywords. When performed effectively, SEO can improve website rankings, boost brand awareness, increase and drive high quality website traffic and increase conversions.

1.1. What Does it Involve?

There are four main stages in the Search Engine Optimisation process.

1.1.1 SEO Planning and Analysis

This stage involves both internal (website) and external (competitive) analysis.

A website analysis involves a comprehensive analysis of a website's user interface against key success factors. This includes analysis of the website's usability, functionality and design.

A thorough website analysis should go beyond user interface to analyse how the website is helping or hindering the organisation in reaching business goals and objectives.

After the fundamental aspects of the website have been assessed, the analyst will determine the level of search engine optimisation, including

assessment of page ranking, link building strategies, keywords, meta tags, heading tags, website content and images, and website promotion strategies.

These results are then compared against assessment of a range of competitors.

A website/business objectives overview is then produced collaboratively, and reports and recommendations for planning and implementation provided.

1.1.2 Website Optimisation

This stage involves optimising the many various aspects of a website for SEO efficiency. This includes optimisation of keywords, meta tags, heading tags and website content and images, and removal of any search engine penalties which may exist.

When optimising your website, it is important to create SEO Maintenance Files (robot.txt files and sitemap.XML files). Robot.txt file creation ensures sensitive files (such as secured folders, administration pages or secure login pages) on your website are protected from crawling and indexing by search engines. Sitemap.XML file creation provides search engines with a menu structure for your website, to assist in determining the relevance of your website to a particular search.

The final component of this process involves creation of a Google Analytics account to enable you to monitor website traffic and visitor usage, and integration of Google Analytics tracking code throughout all of the pages of your website and any marketing campaigns in order to track reach and usage and learn more about website visitors.

1.1.3 Link Building

This stage is particularly important, as link building drives website credibility in search engines, accounting for approximately 80% of ranking criteria.

The link building process includes building forward, backward and reciprocal links between and within relevant, well regarded websites and directories. It may also involve writing and/or submitting articles, blogs, press releases and/or videos in relevant websites, social bookmarking sites and social networks.

1.1.4 Reporting

Benchmark reporting should be produced prior to commencement of a campaign, as well as throughout the campaign to provide progress tracking.

Examples of reports you should receive include; page ranking reports, keyword ranking reports, search engine penalty reports, backlinks reports,

traffic reports, index status reports, server type reports, domain issue reports, IP status reports, and website enhancement suggestions reports, which should include suggestions for improvement regarding usability, functionality, design, conversions and SEO.

The results Search Engine Optimisation can achieve are not permanent. In order to achieve maximum impact SEO should be treated as an ongoing process, and continuous fine-tuning undertaken regularly.

2. Search Engine Marketing

Search Engine Marketing (SEM) seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through a combination of search engine optimisation (SEO) and paid placement, contextual advertising, or paid inclusion. Search engine marketing offers an inexpensive alternative to traditional marketing media.

2.1. What Does it Involve?

There are four main stages in the Search Engine Marketing process.

2.1.1 SEM Planning and Analysis

This stage involves in-depth research and analysis of the organisation, industry competitors and various target audiences.

Advanced keyword research is conducted in order to identify the descriptive terms that best describe your product/service offering and maximise the effectiveness of the campaign. This includes identifying match types (broad or exact) for keywords.

A website/business objectives overview is then produced collaboratively, and reports and recommendations for planning and implementation provided.

At this point an account is set up with goal funnels and visitor segmentation. coreDNA then generate and install code in goal pages in order to measure the effectiveness of the campaign.

2.1.2 Ad Campaign Creation

Creative, intriguing, relevant campaigns are the key to getting your target audience to click through to your website. The relevance and appeal of content and design can mean the difference between success or failure.

Ad campaign creation includes; keyword selection and optimisation (including negative keyword optimisation), ad group creation, and development of a creative appeal. Your supplier may develop your ad copy, as well as providing a range of landing page suggestions.

2.1.3 Ad Campaign Management

To ensure the best results, it is important to test, track and evaluate campaigns on an ongoing basis, including fraud and competition monitoring.

Campaign management should include A/B testing and multivariate testing campaigns to improve conversion rates; keyword grouping and optimisation to lower minimum bids; conversion tracking; and ad copy and Quality Score monitoring to improve campaign efficiency. Campaigns should be monitored against competitors and fine-tuned on an ongoing basis, and click fraud is monitored throughout to prevent any negative results.

2.1.4 Reporting

Benchmark reporting should be produced prior to commencement of a campaign, as well as throughout the campaign to provide progress tracking.

URL, ad group and campaign performance reports should be provided, along with placement performance reports and overall account reports.

Your supplier may also provide detailed reports on demographic, geographic and search query performance.

3. Where Does coreDNA Fit in?

coreDNA offers a range of SEO and SEM services. Our packages are tailored to meet each customer's unique requirements.

Our expert consultants are happy to share their knowledge. For obligation-free advice, or more information call +613 9510 5255.

For more information call 1300 780 566 or email: info@coredna.com
