



# MARKETING ON THE WEB

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# MARKETING ON THE WEB

Since 2007, your local resource for:

- Search Engine Optimization
- Social Media Marketing
  - Facebook / Twitter / Instagram / LinkedIn
- Internet Advertising
  - Google Ads / YouTube / Yahoo / Bing AdCenter
- Reputation Management



# WEB TRAFFIC

- Search Traffic falls into two categories:
- Organic (natural results)
  - Traditional Search
  - Local (map results)
- Paid (banner ads, ppc, etc.)



Google

All Images Videos News Shopping More Search tools

About 30,500 results (0.39 seconds)

**Paid** → **Kespri Stockpile Drone - Automatically measure stockpiles**  
Ad [www.kespri.com/stockpile](http://www.kespri.com/stockpile)  
Volumetrics. Inventory. 3D Models.  
See on-site drone videos · New job site drone video

**Organic** → **Quarry mapping, stockpile surveying and mine management using ...**  
[www.renishaw.com/.../quarry-mapping-stockpile-surveying-and-mine-mana...](http://www.renishaw.com/.../quarry-mapping-stockpile-surveying-and-mine-mana...)  
Blast analysis: Pre- and post-blast mapping to monitor changes to rockface, volume and position of material blasted. Stockpile/volumetric surveys: Measure ...

**[PDF] Volumetric Mapping - Aerial Cartographics of America, Inc.**  
[aca-net.com/wp-content/uploads/2013/09/Volumetric-Mapping.pdf](http://aca-net.com/wp-content/uploads/2013/09/Volumetric-Mapping.pdf)  
Environmental Assessment. Volumetric Mapping. Aerial surveying is a cost effective and timely solution to calculate volumes for; landfills, stockpiles, gravel pits, ...

**View from above: Obtaining volumetric data : Pit & Quarry**  
[www.pitandquarry.com/view-from-above-obtaining-volumetric-data/](http://www.pitandquarry.com/view-from-above-obtaining-volumetric-data/)  
Aug 8, 2015 - Ancillary data can often be obtained from a stockpile volumetrics data collect (especially if you are using a camera or laser-scanning mapping ...  
You visited this page on 6/14/16.

**[PDF] Bulk Material Volume Methods and Procedures**  
[www.nwsassn.org/.../NWSA2011-08-Stockpile-Management-Volume-Tonnage-Pietro...](http://www.nwsassn.org/.../NWSA2011-08-Stockpile-Management-Volume-Tonnage-Pietro...)  
Components for Volumetric Calculations. – What is Topographic Mapping? – Base and Control Map. – Ground Control. – Stockpile Limits and Base Map.

**Using a UAV to calculate Stockpile volumes - YouTube**  
<https://www.youtube.com/watch?v=LPffZJybmmk>  
Jan 18, 2015 - Uploaded by Topcon Solutions Store  
Using Pix4D to calculate stockpile volumes taken from a UAV flight in seconds.  
... Pix4D Webinar 11 ...

**Stockpile Volume Calculations with Aerial Mapping - YouTube**  
[https://www.youtube.com/watch?v=D7a\\_s8ERXl](https://www.youtube.com/watch?v=D7a_s8ERXl)  
Dec 23, 2015 - Uploaded by Go Unmanned  
GO UNMANNED demonstration of the Atlas & quick demo of Aerial Mapping technology. The Atlas is based on ...

**TRADITIONAL**



Google insurance

All Maps News Images Books More Search tools

About 1,010,000,000 results (0.80 seconds)

**GEICO Car Insurance - GEICO could save you over \$500 - GEICO.com**  
 Ad [www.geico.com/](http://www.geico.com/) \*  
 How much could you save?  
 Insurance coverage: Auto, Motorcycle, Boat, Renters  
 Ratings: Selection 9.5/10 - Ease of purchase 9.5/10 - Service 9/10 - Website 8.5/10  
 Why Customers Love GEICO® Changes in Your Life  
 BIG Savings Get A Quote

**\$29 Cheap Car Insurance**  
 Ad [alabama.usautoinsurance.com/](http://alabama.usautoinsurance.com/) \*  
 Cheapest Alabama Car Insurance. Lowest Rates From \$28.99 / Month!  
 Free online quotes · Free quotes online · Find the best rates · Compare rates  
 Insurance coverage: Auto, Truck, Motorcycle, Comparisons, Liability, SR-22, Collision, Umbrella, ...  
 Free Online Quotes · Compare Best Companies · Find the Best Coverage · All Driving Records

**General Insurance \$18/Mo - General-Insurance.com**  
 Ad [www.general-insurance.com/Quote](http://www.general-insurance.com/Quote) \*  
 4.2 ★★★★★ rating for general-insurance.com  
 The Cheapest General Car Insurance. (Get General Rates from \$18/Month!)  
 100% Free Quotes · Lowest Rates Online · Discounts Available · Save 72% Now  
 Full Coverage · Minimum Coverage · 2 Minute Quote · Tickets & Accidents

**Allstate Insurance: Phillip Gibson**  
 No reviews · Insurance Agency  
 200 Russell St NE #300 · (256) 282-8662  
 Open until 6:00 PM Website

**Meri Beth Mabry - State Farm Insurance Agent**  
 No reviews · Insurance Agency  
 712 Andrew Jackson Way NE · (256) 539-8555  
 Open until 5:00 PM Website Directions

**Adcock & Frazier Insurance Inc**  
 1 review · Auto Insurance Agency  
 703 Halsey Ave NE · (256) 534-4567  
 Open until 4:30 PM Website Directions

More places

**Progressive: Ranked One Of The Best Insurance Companies**  
<https://www.progressive.com/> \* Progressive Corporation \*  
 Get insurance online from Progressive. Join today for quality protection that 4 out of 5 would recommend. Get insurance for just about anything you need.  
 Make a Payment · Manage your policy · Auto Insurance Quotes · Claims

**Auto Insurance Quotes - Car Insurance | Allstate Online Quote**  
<https://www.allstate.com/> \* Allstate \*  
 Get auto insurance quotes at Allstate.com. You're In Good Hands With Allstate. Allstate also offers insurance for your home, motorcycle, RV, as well as financial ...

Paid

Local

Organic

LOCAL



# ORGANIC

- What is Organic?
- What influences Organic visibility?
  - Content
  - Navigational Structure
  - Freshness
  - Incoming Links
- Personalization



# WHAT IS ORGANIC?

- **Organic** results are listings on **search** results pages that appear because of their relevance to the **search** terms, as opposed to advertisements.

## On-The-Page Factors

These elements are in the direct control of the publisher

### Content

<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?
<b>Cv</b>	VERTICAL	Do you have image, local, news, video or other vertical content?
<b>Ca</b>	ANSWERS	Is your content turned into direct answers within search results?
<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?

### Architecture

<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>Am</b>	MOBILE	Does your site work well for mobile devices?
<b>Ad</b>	DUPLICATE	Does site manage duplicate content issues well?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Do URLs contain meaningful keywords to page topics?
<b>Ah</b>	HTTPS	Does site use HTTPS to provide secure connection for visitors?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

### HTML

<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hs</b>	STRUCTURE	Do pages use structured data to enhance listings?
<b>Hh</b>	HEADERS	Do headlines & subheads use header tags with relevant keywords?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?
<b>Vh</b>	HIDDEN	Do colors or design "hide" words you want pages to be found for?

# The Periodic Table of SEO Success Factors

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

## On-The-Page SEO

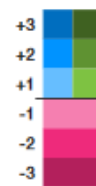
Content	Architecture	HTML
<b>Cq</b> <sup>+3</sup> Quality	<b>Ac</b> <sup>+3</sup> Crawl	<b>Ht</b> <sup>+3</sup> Titles
<b>Cr</b> <sup>+3</sup> Research	<b>Am</b> <sup>+3</sup> Mobile	<b>Hd</b> <sup>+2</sup> Description
<b>Cw</b> <sup>+2</sup> Words	<b>Ad</b> <sup>+2</sup> Duplicate	<b>Hs</b> <sup>+2</sup> Structure
<b>Cf</b> <sup>+2</sup> Fresh	<b>As</b> <sup>+2</sup> Speed	<b>Hh</b> <sup>+1</sup> Headers
<b>Cv</b> <sup>+2</sup> Vertical	<b>Au</b> <sup>+1</sup> URLs	<b>Vs</b> <sup>-2</sup> Stuffing
<b>Ca</b> <sup>+2</sup> Answers	<b>Ah</b> <sup>+1</sup> HTTPS	<b>Vh</b> <sup>-1</sup> Hidden
<b>Vt</b> <sup>-2</sup> Thin	<b>Vc</b> <sup>-3</sup> Cloaking	

## Off-The-Page SEO

Trust	Links	Personal	Social
<b>Ta</b> <sup>+3</sup> Authority	<b>Lq</b> <sup>+3</sup> Quality	<b>Pc</b> <sup>+3</sup> Country	<b>Sr</b> <sup>+2</sup> Reputation
<b>Te</b> <sup>+2</sup> Engage	<b>Lt</b> <sup>+2</sup> Text	<b>Pl</b> <sup>+3</sup> Locality	<b>Ss</b> <sup>+1</sup> Shares
<b>Th</b> <sup>+1</sup> History	<b>Ln</b> <sup>+1</sup> Numbers	<b>Ph</b> <sup>+2</sup> History	
<b>Vd</b> <sup>-1</sup> Piracy	<b>Vp</b> <sup>-3</sup> Paid		
<b>Va</b> <sup>-1</sup> Ads	<b>Vi</b> <sup>-3</sup> Spam		

## Factors Work Together

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.



## Off-The-Page Factors

Elements influenced by readers, visitors & other publishers

### Trust

<b>Ta</b>	AUTHORITY	Do links, shares & other factors make pages trusted authorities?
<b>Te</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Th</b>	HISTORY	Has site or its domain been around a long time, operating in same way?
<b>Vd</b>	PIRACY	Has site been flagged for hosting pirated content?
<b>Va</b>	ADS	Is content ad-heavy? Do you make use of intrusive interstitials?

### Links

<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?
<b>Vp</b>	PAID	Have you purchased links in hopes of better rankings?
<b>Vi</b>	SPAM	Have you created links by spamming blogs, forums or other places?

### Personal

<b>Pc</b>	COUNTRY	What country is someone located in?
<b>Pl</b>	LOCALITY	What city or local area is someone located in?
<b>Ph</b>	HISTORY	Has someone regularly visited your site?

### Social

<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?

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LEARN MORE: <http://selnd.com/seotable>

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# WHAT INFLUENCES ORGANIC VISIBILITY?

- Incoming Links
- Content
- Mobile Speed
- Mobile Friendly
- Interstitials Ads (negative)
- Personalization
  - Where are you located (City)?
  - Are you searching from a phone (Geo)?
  - What did you search previously (context)?
  - What did you click on previously (preference)?



# WHAT INFLUENCES ORGANIC VISIBILITY?

## Incoming Links

- Unsafe to link phrases (best cup of coffee)
- Links from sites with greater rankings provide a greater influence on your rankings
- Sites with lots of links out diminish any value of their links into your site



# WHAT INFLUENCES ORGANIC VISIBILITY?

## Content

- Page Title Tag <title>
  - Used by Google and visible in Search Results
- Meta Description
  - Ignored, but visible in Search Results
- Meta Keywords
  - **NO VALUE!**
- On page keyword stuffing is not a viable strategy (AI)
  - Overuse of phrases will cause phrases to be ignored
- Linked Phases
  - Can be of value, circumstance dependent



# WHAT INFLUENCES ORGANIC VISIBILITY?

## Content

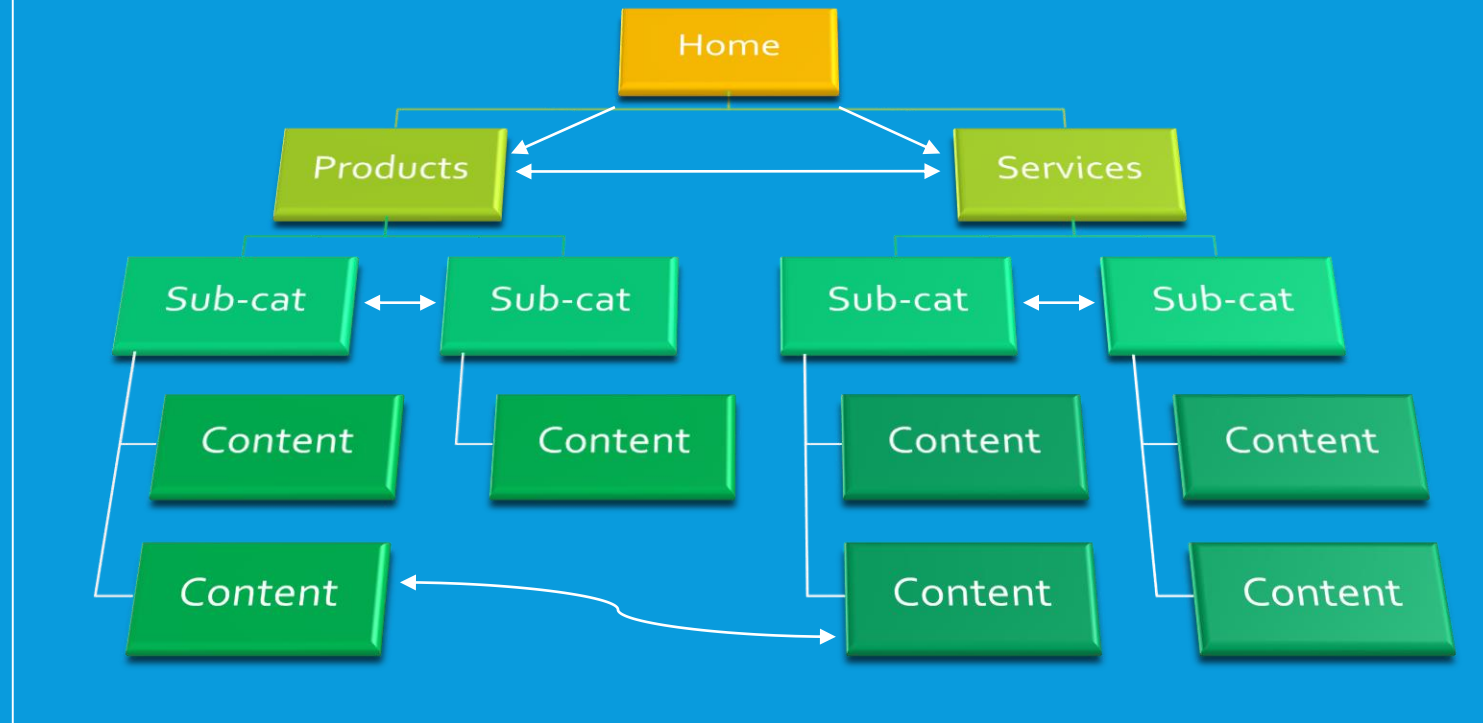
- Original Content (not repeated text of what's on other sites)
- Focused, thorough, topic discussion
  - Address different audiences.
  - Benefits to management, end users, engineers (specs), financial buyers (cost benefit)
- Use Industry terminology
  - Avoid company specific names and jargon  
(Unless you're McDonald's use hamburger not Big Mac)
- Structure Data (schema.org)
- Facets (negative/positive – Canonical Important)
- Freshness
  - How recently was the info updated or remotely referenced.



# WHAT INFLUENCES ORGANIC VISIBILITY?

- Navigational Structure

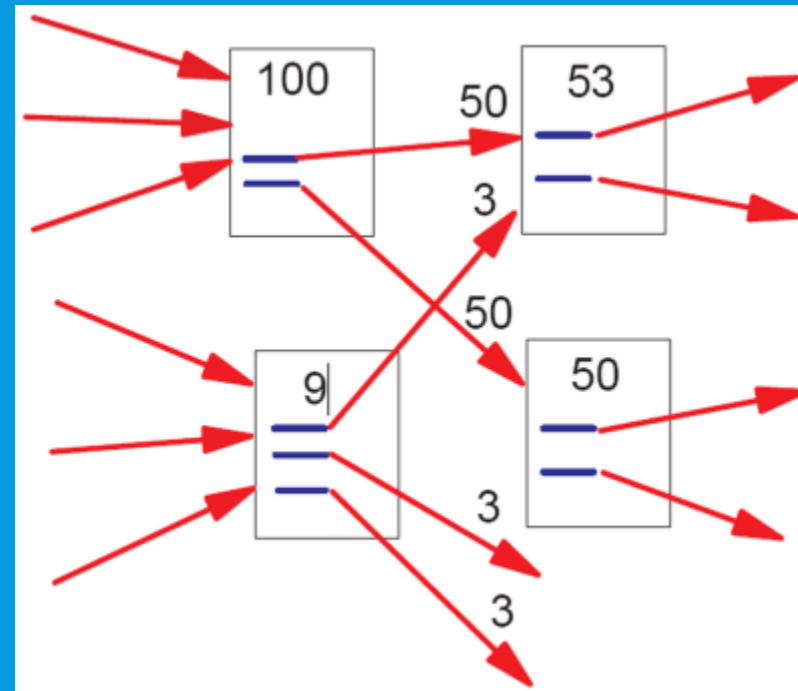
*The relationship of content on the site*





# WHAT INFLUENCES ORGANIC VISIBILITY?

## Navigational Structure *Link Flow*



Ref: [Google Page Rank Papers](#)









# WHAT IS LOCAL?


Google displays a list of businesses and map for local searches.

Map data ©2018 Google

Rating ▾ Hours ▾ Your past visits ▾

Labor Day might affect these hours

<b>Artistic Dentistry: Michael S Pugh, DMD</b> 4.9 ★★★★★ (89) · Dentist 108 Central Ave SE · (256) 536-3386 Open · Closes 4PM	 WEBSITE	 DIRECTIONS
<b>Children's Dentistry of Huntsville</b> 4.8 ★★★★★ (27) · Dental Clinic 114 Bob Wallace Ave SW · (256) 533-0757 Open · Closes 4PM	 WEBSITE	 DIRECTIONS
<b>Dentistry Downtown</b> 5.0 ★★★★★ (7) · Dental Clinic 606 Davis Cir SW · (256) 533-1131 Open · Closes 5PM	 WEBSITE	 DIRECTIONS

 More places



# WHAT IS LOCAL?

- Google Search assumes local intent for some businesses.
  - Doctor / Dentist
  - Realtor
  - Lawyer
- Local searches may also be triggered for searches that include a local qualifier such as “in Huntsville”





# WHAT INFLUENCES LOCAL VISIBILITY?

- Complete Google MyBusiness page
- City (desktop) / Geo Location (phone)
- Citations
- Consistency (NAP, hours, website)
- Unique Address
- Appropriate Business Categories
- Reviews (**NOT!**) ★ ★ ★ ★ ★



# LOCAL TOOLS

- MOZ Local (citations)

<https://moz.com/products/local>

- Google My Business

<https://www.google.com/mybusiness>



# GOOGLE SEO RESOURCES

- **Google Search Console (aka webmasters tools)**  
*See how google views your site!*  
<https://search.google.com/search-consolerelevancy>
- **Google Mobile Friendly Test**  
*Does Google consider your site to be mobile friendly?*  
<https://search.google.com/test/mobile-friendly>
- **Google Speed Test**  
*Is your site's speed impacting your rankings?*  
<https://testmysite.thinkwithgoogle.com>
- **Google Analytics**  
*Track on-site activity*  
<https://analytics.google.com/>



# SEO RESEARCH TOOLS

- SEMRush  
<https://www.semrush.com/>
- ahrefs  
<https://ahrefs.com/>
- SpyFu  
<https://www.spyfu.com/>
- MOZ Free Tools  
<https://moz.com/free-seo-tools>
- MOZ Link Explorer  
<https://moz.com/link-explorer>



# WHAT IS PPC?

- PPC is Pay Per Click
- It differs from other forms of advertising, in that you only pay when someone clicks on your ad.
- In Google Search, ads are triggered when someone searches for the words and phrases you bid on.
- On Websites and Social Sites, Ads may be displayed based on Keywords and/or Topics & Interests.



# PAID / PPC

- How do Google Ads Work?
  - Bidding
  - Quality Score
  - Keywords
  - Ads
- Immediate First Page Visibility
- Increases Search Visibility
- Provides Market Research





# HOW DO GOOGLE ADS WORK?

- **Bidding**  
A bidding system positions your ad based how much you bid.
- **Quality Score**  
Your bids are scored based on click thru rate, ad and landing page relevancy.
- **Keywords**  
You bid on words and phrases related to your products and services.
- **Ads**  
You create ads that clarify your USP.



# MOTW SERVICES SUMMARY

## Search Engine Optimization

- On-site
  - Ranking Elements
- Off-Site
  - Local Map Rankings
  - Regional Ranking

## Digital Advertising (SEM)

- Paid Search
- Video Pre-Roll
- Behavioral Display (likelihood of interest)
- Retargeting

## Social Media Marketing

- Post
- Respond
- Boosted Posts
- Advertising

## Reputation Management

- 24/7 Monitoring Review Response
- Address negative comments
- Promote positive feedback

## Digital Consulting

- Evaluation
- Tracking





## NEED HELP?

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