



Smart Marketing



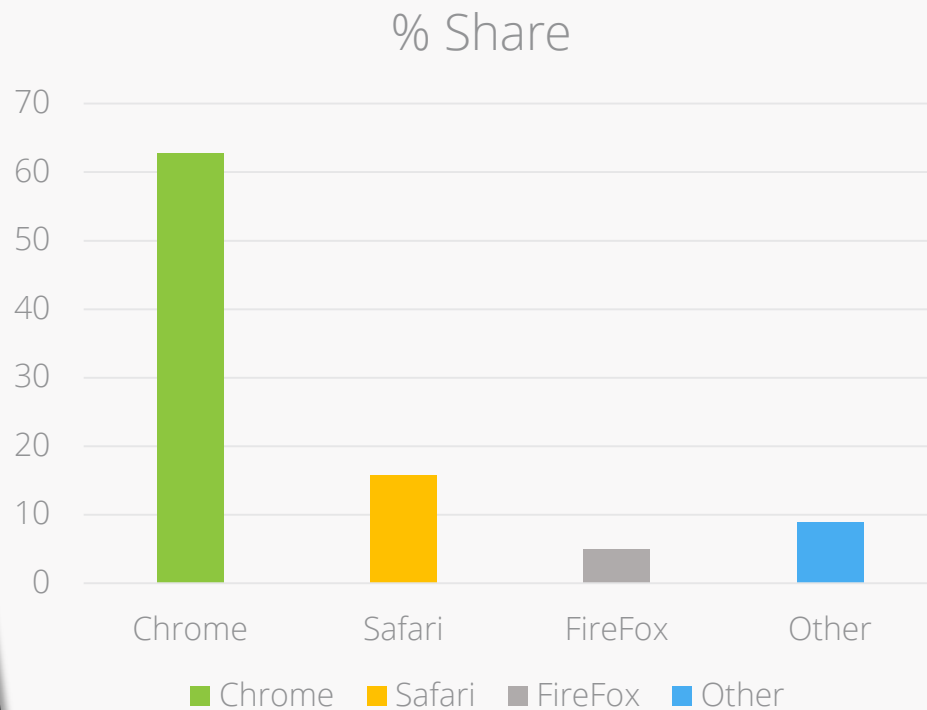
A Glimpse Into Google

(Marketing opportunities outside of Instagram!)

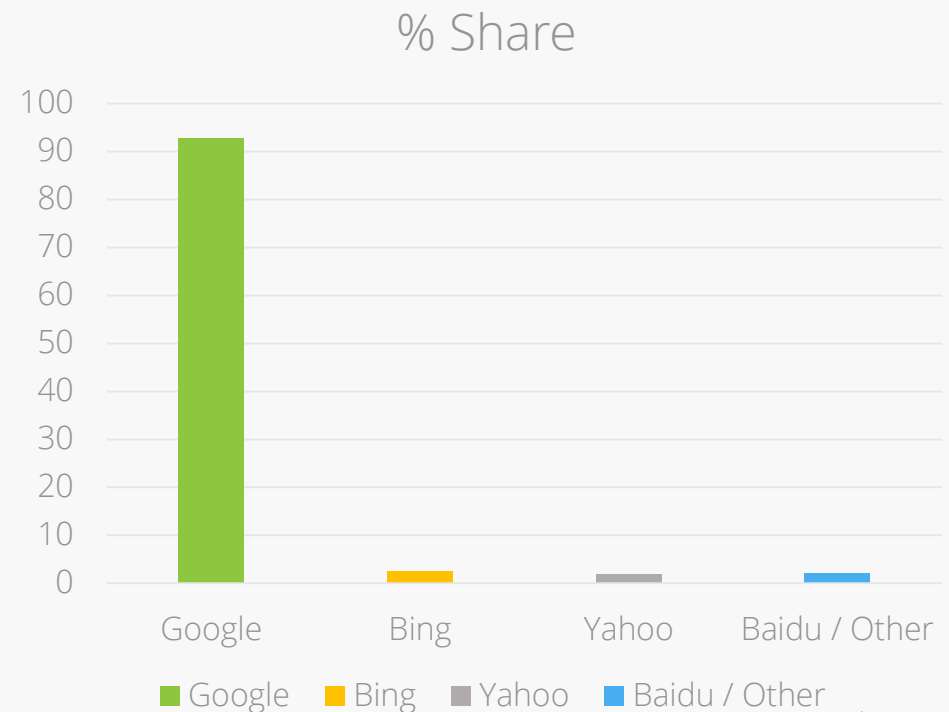
Go To <https://SmartMarketingBiz.com/mm>
to download this presentation and facts.

It's Google's World: <http://gs.statcounter.com/>

- Browser Market Share



- Search Engine Market Share



Astounding Online Facts

- In any given 48-hour period, 80% of Americans are shopping online.
- Google searches grow by 10% every year.
- 35% of product searches start on Google.
- More at: <http://smartmarketingbiz.com/mm>
- How can you use this data? Blog Title Ideas:
 - Search queries of the “__ to avoid” format have increased by 150%. ([Google](#))
 - Search queries of the “is __ worth it?” format have increased by 80%. ([Google](#))



Google



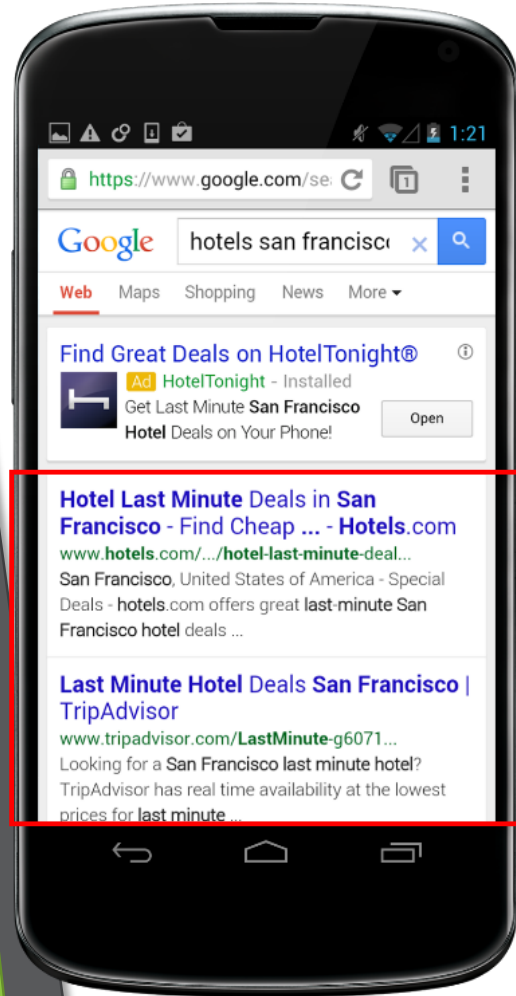
Today Our Focus Is On:

- SERP / SEO and SEM
- Gmail
- Google Maps - Google My Business
- YouTube
- Analytics
- Search Console

SERPs (SEO and SEM)

- SERPs: Search Engine Results Pages - web pages served to users when they search for something online using a search engine, such as Google.
- SEO: Search Engine Optimization is how we rank Organically on SERPs.
- SEM (also Pay Per Click – PPC): Search Engine Marketing is how we rank Paid on SERPs.

SEO Results – Organic Listings

A desktop view of a Google search for "abraham lincoln". The search results include a Wikipedia entry, a Twitter search result, a White House page, and a Biography.com page. A knowledge panel on the right provides a summary of Abraham Lincoln, including his title as the 16th U.S. President, his birth and death dates, and his height. The knowledge panel also includes a grid of images and a "More images" link.

Abraham Lincoln - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/Abraham_Lincoln - Wikipedia
Abraham Lincoln was born February 12, 1809, the second child of Thomas and Nancy Hanks Lincoln, in a one-room log cabin on the Sinking Spring Farm in ...
Andrew Johnson - Assassination of Abraham - Sexuality - Robert Todd Lincoln

abraham lincoln on Twitter
<https://twitter.com/search/abraham+lincoln>

History Pictures (@CombinedHistory) 3 hours ago
Top hat worn by Abraham Lincoln the night he was shot.

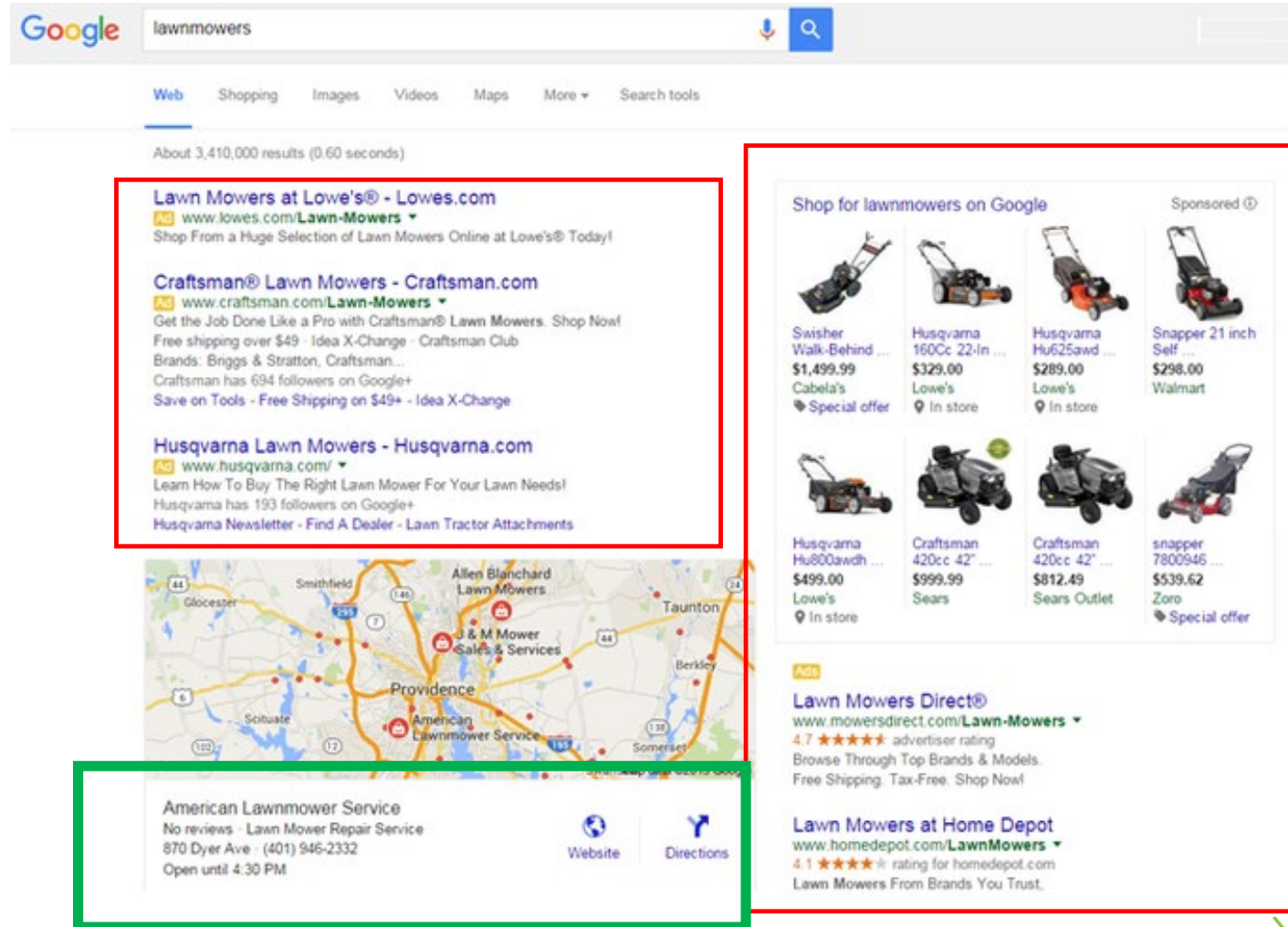
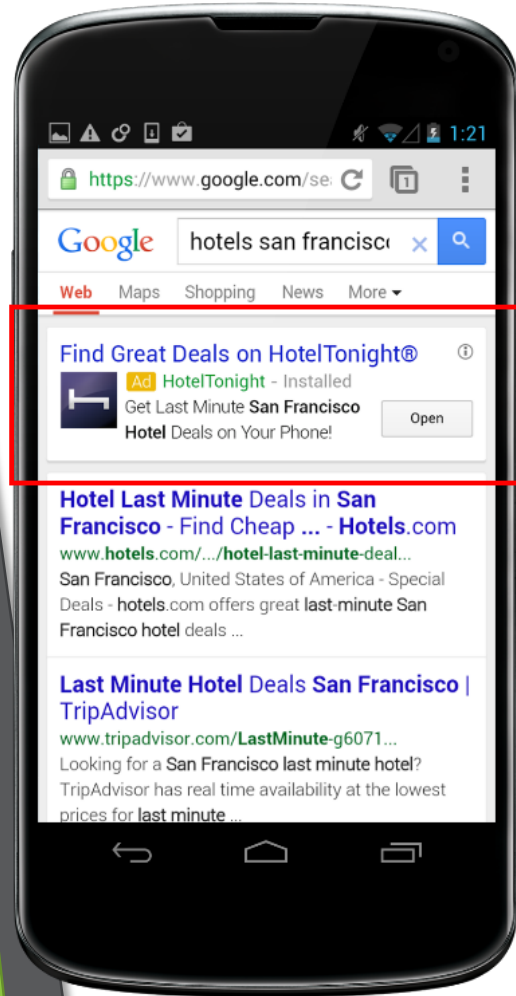
Michael Beschloss (@BeschlossDC) 1 day ago
Abraham Lincoln, President-elect, 155 years ago next week: #LOC

Abraham Lincoln | whitehouse.gov
<https://www.whitehouse.gov/1600/presidents/abrahamlincoln> - White House
Abraham Lincoln became the United States' 16th President in 1861, issuing the Emancipation Proclamation that declared forever free those slaves within the ...

Abraham Lincoln - Biography.com
www.biography.com/people/abraham-lincoln-9382540
Abraham Lincoln was the 16th president of the United States. ... Abraham Lincoln -

Abraham Lincoln
16th U.S. President
Abraham Lincoln / ˈeɪbrəhæm ˈlɪŋkən/ was the 16th President of the United States, serving from March 1861 until his assassination in April 1865. Wikipedia
Born: February 12, 1809, Hodgenville, KY
Height: 6' 4"
Assassinated: April 15, 1865, Washington, D.C.
Party: National Union Party
Children: William Wallace Lincoln, Robert Todd Lincoln, Edward Baker Lincoln, Tad Lincoln

SEO Results – Organic Listings



SERP Fun Facts

- ANY web page can rank including IG, FB, LinkedIn, etc...
- 😈 You should test & measure ALL Ads (A/B Testing). Otherwise how can you improve?)
- SERPS/SEO/SEM – NOT Exclusive to Google – Anywhere online, Remarketing, Social, Blogs, Media Pages, Apps (Games), etc...



Gmail

- Emails (duh!)
- Google tracks your movements, habits and demo data
- Google sets up your ownership of YouTube, Analytics, Google My Business (Map Listings), and Search Console



YouTube

- Millennials prefer YouTube 2 to 1 over TV
- 37% of the coveted 18 – 34 demographic binge-watch
- 😈 THIS is where I would start to seriously focus some efforts



Google My Business/Maps

- Google Maps/Google My Business: Free Tool that lets you manage how your business appears on Google Search & Maps




A screenshot of a Google search for "stateside seattle". The search bar shows "stateside seattle" with a microphone and search icon. Below the search bar are tabs for "All", "Maps", "Images", "Shopping", "News", "More", "Settings", and "Tools". The search results show "About 379,000 results (0.40 seconds)". The first result is "Stateside" with the URL "https://www.statesideseattle.com/". Below it are several other search results from Yelp and The Stranger. On the right side of the screenshot, there is a detailed business listing for "Stateside" with a 4.5-star rating, 261 Google reviews, and a price range of \$\$\$. The listing includes a description, address (300 E Pike St #1200, Seattle, WA 98122), hours, menu, and phone number. A red arrow points from the search results to the business listing.

Google My Business/Maps

- 🐱 Make SURE you have CLAIMED and FULLY LOADED your GMB (FBBC example)
- Rank on Maps (Search “Good Works Auto Repair in Tempe” for an excellent example)
 - Add Images
 - Posts and Offers
 - Respond to Reviews
 - You CAN add your Home Office location too
 - 👉 🙌 Did You Know? You can more easily RANK on local – people search by VOICE.

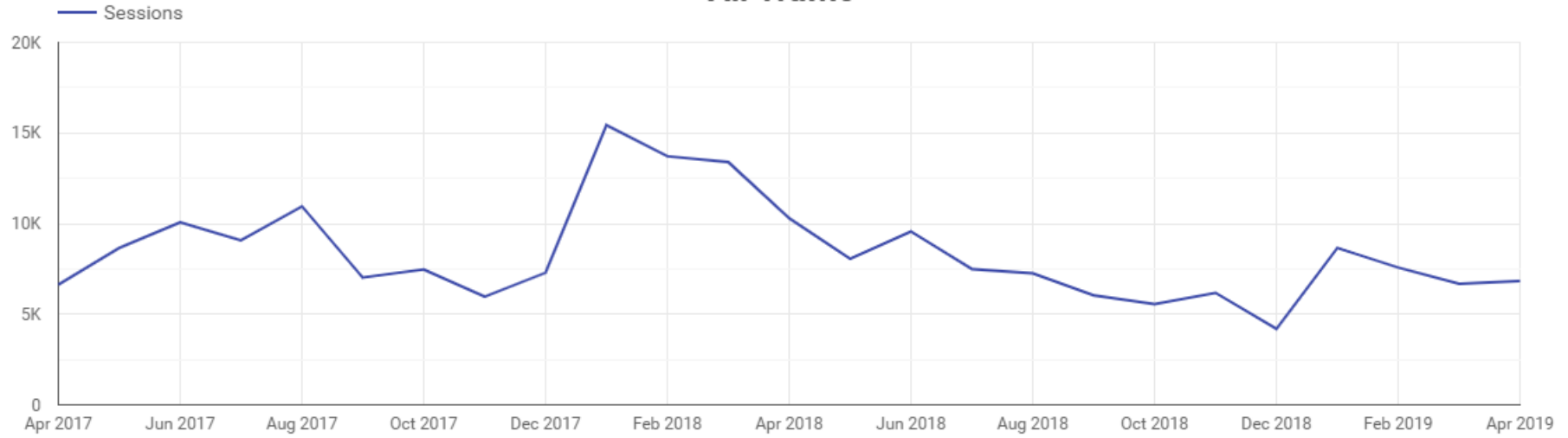


Google Analytics

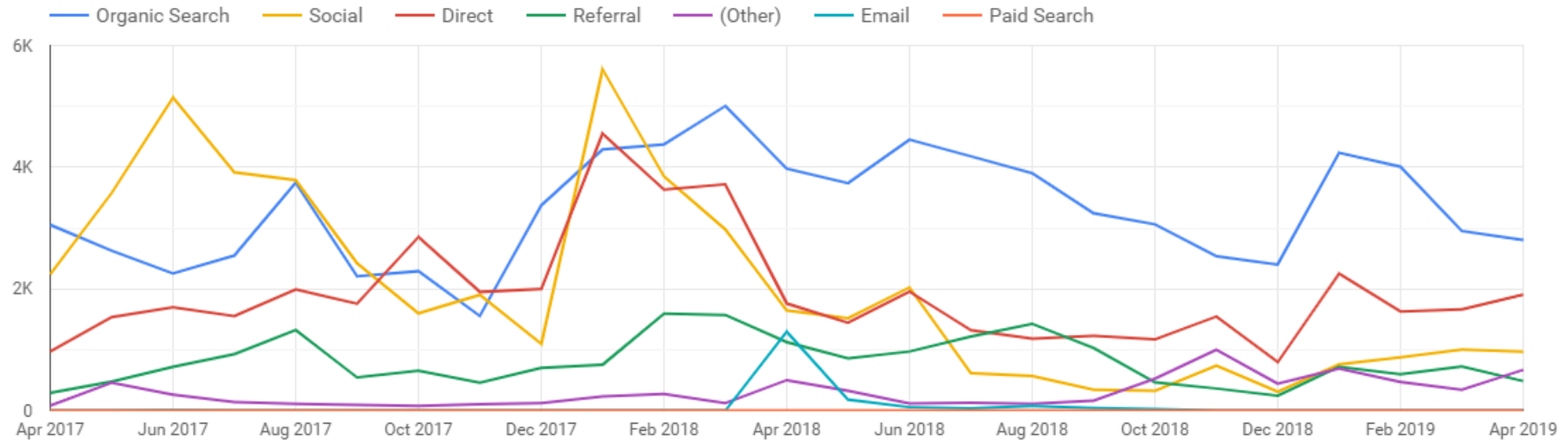
- Google Analytics lets you measure your advertising ROI as well as track your site stats, leads, ads, traffic, etc...
-  Did You Know? Google Offers a FREE Google Analytics Academy?
- <https://analytics.google.com/analytics/academy/>
- Do You Know EXACTLY where ALL of your leads come from?
 - Track and ASK!



All Traffic



Traffic Sources



Google Search Console

- Search Console: Tools for Developers
- Measure and Evaluate Development
- Find Broken Pages
- Add Structured Data
- ID & Fix Mobile Usability/Issues
- Check and Improve Site Speed
- Fix Hacks
- Add & Test AMP
- Etc...



World Wide Wait

- Site Speed: 😈
- Consider AMPs
- NOT the place to skimp
- 47% of visitors expect a **website** to load in less than 2 seconds
- 40% of visitors **will** leave the **website** if the loading process takes more than 3 seconds.
- THIS WAS 2014!!!



BEWARE OF CACHED FILES!!!

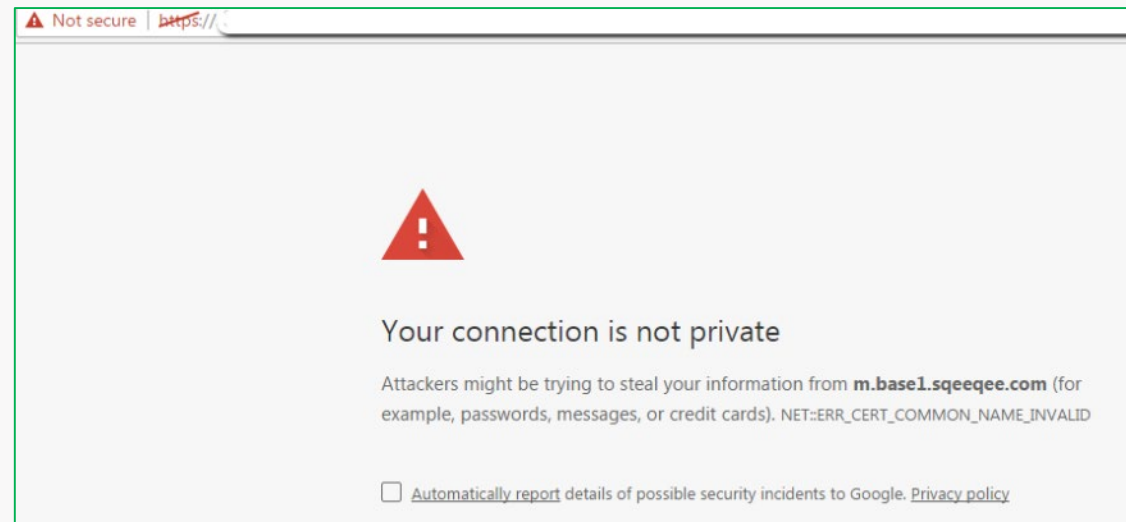


Mobile Site Audits



- Do them FREQUENTLY!!
- Links working?
- Is it FAST?
- Can your fingers navigate the site?
- Is there enough space to get accurate touch screen accuracy?
- Are you optimized for Verbal Search?
- Did Mobile Updates break your site?

SSLs

- Secure Sockets Layer (SSL) establishes an encrypted link between a web server and a browser.
- REQUIRED by the Search Engines.
- Impacts SEO.
- Gives Customers an UGLY Warning Message (or Worse depending upon settings)



Marketing 101


- New Customer Acquisition is More Expensive Than Retention
- Implement a Solid Customer RETENTION and REFERRAL program
- What is your retention rate?
- What an acceptable new Cost Per Sale for ROI?
- Do you ask for leads and referrals?
- How do you THANK PEOPLE for referrals?
- How do you THANK PEOPLE for staying?
- Do you ask for reviews?
- Do you respond when they post?
-  When it comes to online reviews – learn to  your haters. (Yes, HUG them.)

Strapped for Cash?

- Consider using cheaper resources for work that can be done by less experienced staff:
 - Link building
 - Easy research
 - Email set up
 - Proofreading
 - First drafts of blogs
 - Pulling FREE Stock Photos for blogs
 - Identify competitors
 - PR work
 - Mobile Audits
 - Scheduling Social Media Posts



About Those Photos...

- Your Phone AND Camera turn BOTH ways!! I know – astonishing!! Get the majority of your shots LANDSCAPE.
- Clipping paths require CONTRAST
- Change outfits
- Change models
-  We can Photoshop a TON of shit – but wouldn't it be cheaper to take a good photo?
 - Use Good lighting
 - High Resolution
 - Remove CLUTTER!!!

Most Importantly...

-  Work Together With Your Marketing Agency and/or Mentors.

Internet Facts:

1. In any given 48-hour period, 80% of Americans are shopping online.
2. 3.5 billion Google searches are made every day. ([Internet Live Stats](#))
3. The volume of Google searches grows by roughly 10% every year. ([Internet Live Stats](#))
4. Every year, somewhere between 16% and 20% of Google searches are new—they've never been searched before. ([Internet Live Stats](#))
5. 90% of searches made on desktops are done via Google. ([Statista](#))
6. 35% of product searches start on Google. ([eMarketer](#))
7. 34% of "near me" searches done via desktop and tablets result in store visits. ([HubSpot](#))
8. The average Google search session lasts just under a minute. ([Moz](#))
9. Dating & Personal Services advertisers drive the highest CTRs on paid Google results. Just over 6% of their impressions turn into clicks! ([WordStream](#))
10. Organic Google results with 3-4 words in the title drive higher CTRs than organic results with 1-2 words in the title. ([Smart Insights](#))
11. Google has indexed hundreds of billions of web pages. All told, the index is about 100,000,000 GB large. ([Google](#))
12. Here's a breakdown of Google search queries by length ([Rand Fishkin](#)):
 1. 1 word: 21.71%
 2. 2 words: 23.98%
 3. 3 words: 19.60%
 4. 4 words: 13.89%
 5. 5 words: 8.70%
 6. 6+ words: 12.12%
13. Search queries of the "__ to avoid" format have increased by 150%. ([Google](#))
14. Search queries of the "is __ worth it?" format have increased by 80%. ([Google](#))

Internet Facts (Cont.):

15. Roughly 8% of Google search queries are questions. ([Moz](#))
16. 60% of Google searches are done via mobile devices. Only 5 years ago, the figure was nearly half that—34%. ([Statista](#))
17. Google captures 95% of the mobile search engine market in the U.S. ([Statista](#))
18. Roughly a third of all mobile Google searches are related to location. ([Blue Corona](#))
19. 65% of clicks on paid Google search results come from mobile devices. ([Statista](#))
20. The average CTR for a Google search ad on mobile is 4.1%. That's nearly a full percentage point higher than the average CTR for a desktop ad—3.17%. ([WordStream](#))
21. It's a different story for organic results. Whereas mobile Google searchers click on an organic result 41% of the time, desktop Google searchers do so 62% of the time. ([Moz](#))
22. Travel & Hospitality advertisers drive higher CTRs on paid mobile results than anyone else. They average 5.36%. ([WordStream](#))
23. 50% of “near me” Google searches done via mobile result in a store visit. ([SEO Expert Brad](#))
24. 42% of mobile-driven brand interactions involve Google search. ([Blue Corona](#))
25. Mobile users' interest in places that are currently open has tripled since 2015. ([Blue Corona](#))
26. Mobile search queries are practically as long as desktop search queries. ([Moz](#))