

The background of the entire image is a solid red color. In the center, a hand with a white-painted thumb is shown placing a single red puzzle piece into a larger assembly of white puzzle pieces. The puzzle pieces are interlocking, and the red piece is the only one of its color in the visible assembly.

ONLINE MARKETING STRATEGIES

TO GROW YOUR BUSINESS

Learn How You Can Get Ahead

QUINN TECH CONSULTING

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Online Marketing Strategies Overview for Businesses



Today's business environment is so much more competitive compared to the old days. Because of the broader scope and coverage of online media, the proper online marketing strategies for businesses can easily make or break your company.

The foundation of online marketing consists of Paid Media (Ads), Owned Media (your website, email marketing, blogs, social media) and Earned Media (Organic press, articles written about you). When thinking about strategies (Business, Customer and Marketing), the focus is always on shared values (when goals of business overlap with goals of customers). Marketing strategy is to be built with this shared value in mind. Marketing an experience and telling a story.

Successfully marketing your business online can result in great success or your efforts could just drown under the waves of the competition. But it's more than just taking advantage of the various avenues of online marketing. Marketing means properly conveying the following:

- **Business strategy** (organizational objectives around brand identity)
- **Mission statement** (summarize what you are trying to do. Brief statement describing the reason the company exists to guide priorities, activities and responsibilities and HOW to get there - What needs to be done in the future)
- **Vision Statement** (Brief statement describing clear and inspirational long-term desired change resulting from your work. Provides guidance and inspiration as to what your business is focused on achieving in 5 or more years)
- **Unique Value proposition** (why do you stand out? What makes you unique? Why would someone choose you over your competitor?)
- **Customer strategy** (think about this from a shared valued perspective, where the goals of your business and the goals of the customer overlap. Think about your target audience and KPIs.)
- **Target market** (think social values, demographics, psychographics)
- **Elevator Pitch** (short summary of your brand to help you think more concisely)

The components of online marketing can encompass all of the above, including SEO, like google organic search. It also includes search marketing, such as paid Google AdWords. Social Media is also important by leveraging Facebook, Twitter, LinkedIn, and YouTube. Web development, design and content marketing factors in as well.

Being able to successfully market your business not only attracts clients, but investors as well. Let us discuss several online marketing strategies you will need when you set up a small business.

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"Strive not to be a success, but rather to be of value."

~ Albert Einstein

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Marketing Goals and Strategy



This is where you want to think about your marketing plan and goals (the foundation of your marketing plan as mentioned in the overview) for each audience segment. Paid Media (Ads), Owned Media (your website, email marketing, blogs, social media) and Earned Media (Organic press, articles written about you). Once you finalize your marketing strategy, it will help you further understand your business and marketing channels available to you. It is important to build out this strategy last, and re-visit it often.

- What questions or thoughts can you ask yourself to help your business to rise above the clutter and competition out there?
- Where do you feel the squeeze?
- Can you rise above it all?
- Where and what is your “sweet spot” where you think you are different?

Be Resourceful, Creative and Proactive

One of the most powerful tools we can use in business is reframing.

We use it in 2 primary ways.

- To help us solve the right problem.
- And to take an existing innovation and apply it in a more valuable way.

There is often a missing part to problem solving related to business and customer pain points. Idea generation is common and most people are good at coming up with ideas to solve a problem. What is challenging is how to execute the solution in a way that works. Problem finding is the ability to think creatively about the problem itself and ask better questions. This has been vastly understudied. Understanding the problem we are trying to solve and seeing it in a different way is not as common. And execution is integral to success.

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“Intellectuals solve problems, geniuses prevent them.”

~ Albert Einstein

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The Elevator Problem

Think about how often we go into an elevator and how slow most elevators are. What do you think the problem is? Well, most people would say the elevator is slow, so we need to figure out how to make the elevator go faster and work with an engineer. This is taking the problem for granted. But, in reality, if we take time to observe, the problem we need to solve isn't a slow elevator, but to solve for people's impatience. How about putting mirrors inside the elevator? Then, all of a sudden, people become distracted and don't really think about how slow the elevator is anymore.

This is an example of how to reframe a problem and provide a solution to a different problem that you may not have discovered before.

You can find better solutions by asking better questions about the problem you are trying to solve.



2 Ways That Most People Try to Solve a Problem

Delve into the details

Try to look for some creative part of the system to make it faster, such as spreading out when people take the elevators in a building.

We need to step back and see what else we can see within the problem itself. We need to find a way to look at the problem from a different perspective.

Tide vs. Wisk

Wisk came out with the first liquid laundry detergent. They had great market share until Tide came along and also started making liquid detergent. What Tide did differently to maintain market share for over 30 years, was reframe the problem. They realized that people were complaining about “ring around the collar”, so they launched an entire campaign not around cleaning clothes, but getting the ring out of the collar.

This is a time to really understand customer problems. Examine them and see if it is worth reframing for your business

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“When you change the way you look at things, the things you look at change.” ~ Wayne Dyer

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Fail Fast Methodology and Face Business Challenges With Grit

This methodology has been around for several years. It stems from the book by Eric Ries, called The Lean Startup. It outlines a more efficient and agile way of making product and business decisions quickly (without spending too much money and time). It’s all about how to create the right product market fit through a process that he calls build, measure, and learn.

This feedback loop is a basic framework for establishing how effective new products, services and ideas are. It helps businesses continuously improve on these things, so that when the time comes to launch, it is the best product market fit.

Biotech companies, for example, have more failures than successes along the way. This doesn’t mean they quit developing new drugs. They simply pivot and find ways to connect with the right investors to realize their vision.

Implementing this methodology is one of the most efficient ways to better understand what problems you are trying to solve and how to best address your customer needs – before building a product that doesn’t sell.

It’s about talking to a lot of people, getting all the different points of view, assessing their opinions, deciding what to do, scheduling it on the product roadmap, developing and testing it, and then releasing it.

The idea is to get something out there, and if it doesn’t work, fail fast, pivot, and try something else.

Embrace Economic Uncertainty

When there is a decline in consumer spending, it is typically a red flag, but don't let circumstances determine your fate. Take action yourself, and influence the action of others.

Become an agent for change

During times of economic uncertainty, it can often lead to scarcity. This is what drives innovation. It is a time where you can be your most creative. Constraints can spur creativity and incite action, as long as you have the confidence and grit to embrace them.

Take Control of Your Business and Financial Future

Sometimes it takes setting aside what you think is true in order to learn what is actually true.

As an entrepreneur, it is important to protect your profit, and at the same time cultivate a customer-centric approach for business.

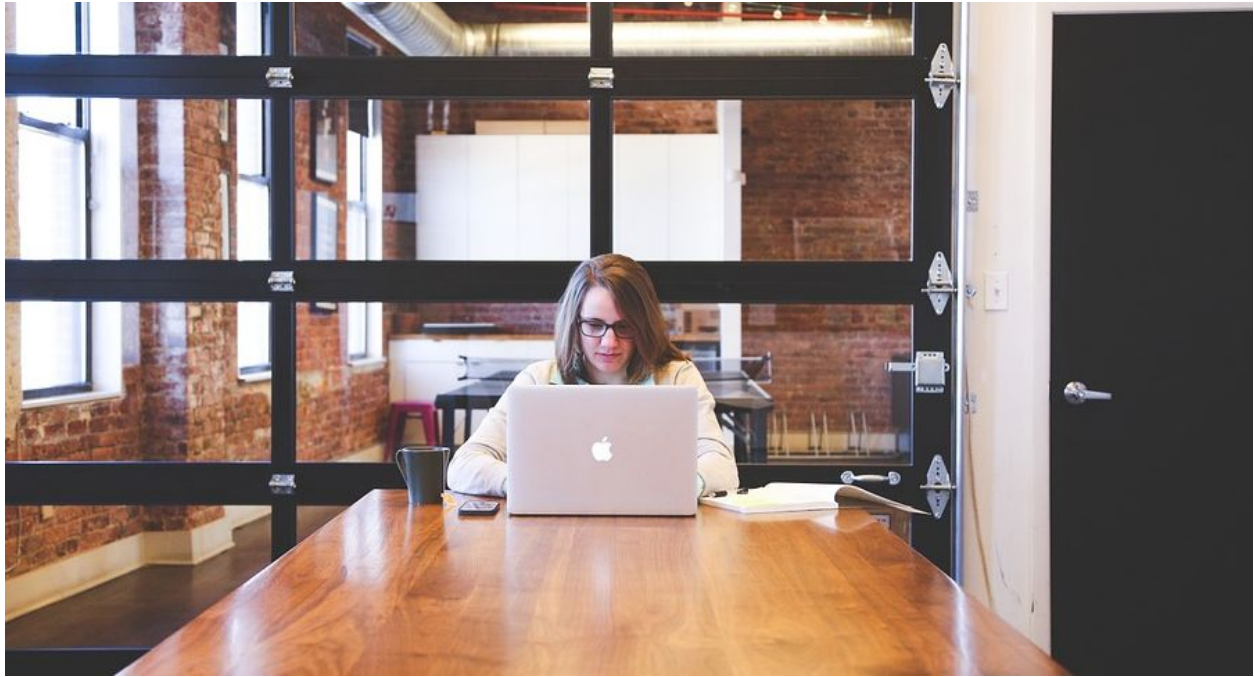
Build the Right Financial Dream Team.

This is a good start to ensuring you know your numbers without skipping a beat. Understanding your sales, costs around wholesale, retail, customer acquisition, and operations to run your business is essential. This is what will guide you to make proper decisions around growth, and help keep your business on track long-term.

Cultivate a Customer-Centric Approach to Help Face Business Challenges With Grit.

Creating a vision that customers can embrace will lead to loyalty and repeat business. It attracts the right business partners and investors because this means you are growing. Remember, it isn't just about offering great customer service, but also offering a great customer experience from the awareness stage, all the way through to the purchasing and

post-purchasing process. This strategy of putting your customers first, should be the core of your business.



Learn Customer Pain Points

Sometimes, it feels like you are alone. But remember, you are not alone and help is always just a phone call away.

Make it a rapid practice in your business and think about problems often and frequently. Don't wait until a crisis or problem occurs. Always rethink your goals and intentions for your business and be proactive. If a customer says "I want a green button on my website". Instead of asking where, ask why they want it. What is their intent, motive and goal? Do the same for yourself in your business.

Recruit others, verses thinking through the problem(s) alone. That way, you are not stuck in your blind side. By working with others, you are able to talk about more angles.

- Ask better questions. Find out if someone else has dealt with the problem.

- How did they cope? Create a survey to better understand your customers.
- Have you solved the problem before? Some people already know the answers to the problems. They just need guidance on finding the answers.
- As a business, start by asking “What is the problem we are trying to solve?” Stay out of solution mode for now.
- Step back: is there a different way of thinking about the problem? Is there another way you can help as a business?

Execution: don't be afraid to build a prototype, test and validate with your audience via a survey, in-person meetings, video conference calls, community groups, etc.

Sometimes, it is just a matter of changing the way we study the problem. This is often where our best business ideas come from that can make a huge difference for your customers to build trust, empathy and connection.

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“The most serious mistakes are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong questions”.

~ Peter Drucker

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SEO and SEM Marketing



First and foremost, every business now requires a website. Even if you're capable of spending for print and paid media, you will still need one or more online marketing strategies. Your website, even if it's composed of a single page needs to contain one or more of the following: the problem you are trying to solve, your vision on solutions, unique value proposition/your story, and easy ways for people to connect with you, sign-up, or buy.

A company value proposition explains how their product solves customers' problems, improves their situation, delivers specific benefits, and tells their target customer why they should buy from them. It is a unique differentiator.

What's important is for your customers and potential investors to understand what your business is all about. They also care how you will take care of them.

Search Engine Marketing (SEM) & Search Engine Optimization (SEO)

SEM and SEO are two types of online advertising that promote content and increase visibility through searches.

SEM: Instead of paying for the actual ad, advertisers charge each time users click on the ad to their website. Businesses benefit by gaining specific information about their market.

For your paid media, you can have a short description for your business, offer, some keywords, a URL to a good landing page, and several strong titles. You can promote via graphics, videos and stories. This makes SEM a sought out type of guaranteed visibility via online advertising.

SEO: To gain a higher rank in search engine results, advertisers use various SEO tactics, such as linking, targeting keywords and meta descriptions. This creates a high level of quality content that other sites will link to. While SEM is a paid strategy, SEO is organic. It can take longer to get results, but overtime if done right, search engines will start to recognize you as an authority.

You need to implement proper SEO marketing through the use of properly placed keywords within the website itself. Having multiple links pointing to the site can also be useful and making sure you have your business listed with major search engines. Also having an easy to use interface and layout and other rules that search engines continue to lay out.

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“Don’t forget, you are the hero of your own story.” ~ Greg Boyle

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SEARCH ENGINE MARKETING (SEM)



One of the most effective and essential online marketing strategies that every business should take advantage of is paid marketing campaigns. With so many consumers flocking to the Internet to find information, read reviews and to ultimately buy something, it is more important than ever that your business is easy to find online. Poor exposure, or worse, no exposure can make your business become obsolete very quickly.

You could have the most amazing product or service available, but if people cannot find it easily online, then you can be sure that you will not be able to move your product off the shelf.

Fortunately, there are many fantastic ways to assure that your business is getting the exposure and branding it needs to be successful in today's competitive marketplace.

Types of Paid Marketing Campaigns

Display advertising is a type of online paid marketing campaign, typically using images and text. The most popular forms of display ads are banners,

landing pages (LP's) and popups. Display ads differ from other ads because they do not show up in search results.

Most commonly, display ads are found on websites and blogs to redirect user's attention to the company's product. Working together with remarketing, display ads can have great success. According to Digital Information World, "website visitors who are retargeted with display ads are 70% more likely to convert on your website."

Facebook and Google are the two biggest internet giants and each has its own advertising model for online marketing. Which is best? Facebook vs Google Ads – the answer may surprise you. First things first. Both are advertising platforms that operate on a pay-per-click basis. When you create an ad on either platform you enter an auction. You place a bid for how much you want to pay for that ad. Then you'll be charged a certain amount of money (more on that later) every time someone clicks one of your ads. Sounds simple, right?

There are key differences you need to know about. Let's take a closer look at the two systems.

Two different targeting systems

On Facebook, you can choose the audience for your ads by using filters. This allows you to target your audience in three ways: by interests, demography and geography. So your ads reach the right audience and will be seen only by users you have profiled.

Google Adwords, on the other hand, may trigger ads based on user preferences, but Google doesn't know people like Facebook does. It can't see what users "like" or follow nor can it see data from their personal profile. Relevant ads are triggered primarily by search terms. So when a term like "business courses" is typed into Google, you see ads related to business courses.

On the Display Network, ads are shown on pages with related content. Google understands what the page is about and matches ads accordingly.

As with Adwords, you have to bid on keywords. You have no control over who is going to see your ad. Furthermore, as you can see in this example, the ad might not be an exact match to the website.

The Facebook ads creation process is different from AdWords. You target people's interests rather than their search phrases. You're targeting people based more on who they are than the information they're looking for right now.

Brand Building

While both Facebook vs Google Ads offer the ability for companies to build brand equity, they do it in completely different ways.



With AdWords, a click takes you to a company's landing page where branding, design and sales copy send a strong signal to the user. If there are tons of ads and hyped headlines, they may question the trustworthiness of the company and immediately click off the site. Google takes note of this, and may lower the rank of the website if too many people bounce quickly.

Facebook advertising allows for leveraging of word-of-mouth and social proof, which are powerful tools in advertising. When people see that a friend already likes a product, trust barriers can be broken down much more quickly than with advertising alone.

With Facebook ads, users see the ads on a regular basis. So over the course of several interactions, they get to see what that brand is about before deciding to click through to their website or Facebook page. This builds a level of comfort and relieves some of the pressure for landing pages and websites to immediately perform.

Demographic and Keyword Targeting

Google AdWords and other services allow for demographic and keyword targeting. But with Facebook, you can target keywords and demographic locations with far more precision.

How? User profiles include their location. When you use geo-targeting, your ads only appear to people whose profiles contain your targeted location and/or location.

Google AdWords doesn't know as much about your users' locations or what keywords they are most interested in. They only know what the user is searching for right now. As a result, the probability of your ads reaching the right audience is much lower.

That said, Facebook advertising often has higher clickthrough rates and conversions than Google Adwords.

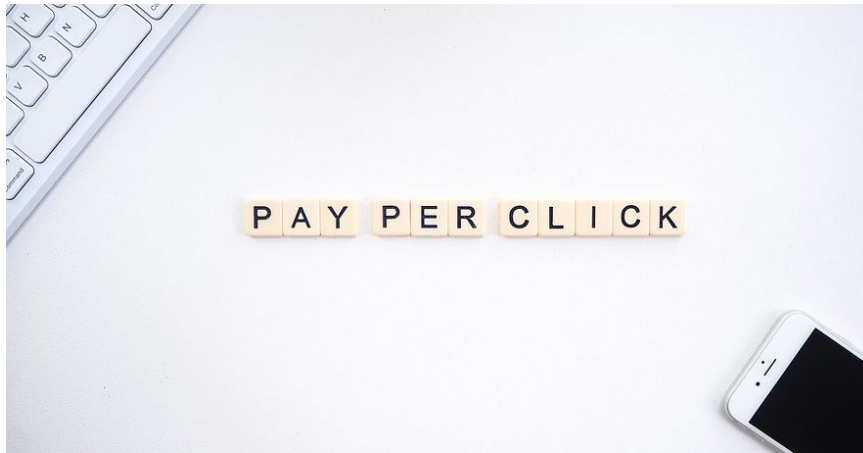
The Pros of Google AdWords

As the world's most popular and widely used search engine, Google is considered the de facto leader in online advertising. Fielding more than 3.5 billion search queries every single day, Google offers advertisers access to an unprecedented and unequalled potential audience of users who are actively looking for goods and services.

Google Search Engine Market Share

Google's advertising offerings are split across two primary networks – the Search Network, and the Display Network. The Search Network encompasses the entirety of the Google as a search engine. Advertisers

can bid on millions of keywords and phrases to target prospective customers.



The Google Display Network, which offers advertisers more visual ads such as banners, spans approximately 98% of the World Wide Web. This makes it a great choice for advertisers who want to accomplish marketing goals that aren't necessarily as conversion-driven as those of PPC ads such as raising brand awareness on a large scale using banner ads.

An Immense Audience

One of the main advantages of using Google as an advertising platform is its immense reach. Google handles more than 40,000 search queries every second, a total of more than 1.2 trillion web searches every single year. As Google becomes increasingly sophisticated, in part to its growing reliance on its proprietary artificial intelligence and machine learning technology, RankBrain. This amazing search volume is likely to increase along with the potential for advertisers to reach new customers.

Put simply, no other search engine can offer the potential audience that Google can. This vast potential source of prospective customers alone makes Google an excellent addition to your digital marketing strategy. When combined with Google's increasingly accurate search results, it's easy to see why AdWords is the most popular and widely used PPC platform in the world.

A Level Playing Field



One of the biggest misconceptions among those new to PPC is that whoever has the largest advertising budget somehow automatically “wins” at Google ads. Fortunately, nothing could be farther from the truth as AdWords focuses primarily on the quality and relevance of ads and not on how much advertisers spend.

The more relevant an ad is to the user, the better the experience that a user is likely to have. Therefore, the more likely they are to continue using Google as their go-to search engine. For this reason, Google AdWords rewards relevance and quality above all other factors. This is why smart advertisers with relevant, optimized, high-quality ads rarely have to bid as highly as advertisers with poorer ads.

Certain keywords may cost more than others such as those in the financial industry which are traditional among the most expensive of any professional sector. How much advertisers have to bid will depend largely on the quality and relevance of their advertisements. Some metrics are more important to Google in its evaluation of quality and relevance than others, such as click-through rate, which is considered a reliable indication of an ad’s overall quality and appeal.

A Wide Range of Ad Formats

When AdWords first launched in 2000 with a grand total of just 350 advertisers, the text-based ads that Google served alongside its search results were rudimentary, to say the least, but they did contain many of the same elements that can be seen in today's ads.

Although PPC ads in AdWords remain text-based, advertisers can take advantage of an incredible number of features to make their ads more compelling and enticing to prospective customers. Ad extensions, sitelinks, social proofing such as user reviews, location targeting, shopping ads and a host of other features are available to advertisers. This offers an unparalleled level of customization and control to advertisers.

Google has even introduced ad formats tailored to the unique needs of specific types of businesses such as vehicle manufacturers and hotels. These go far beyond the typical text-based ad experience. They incorporate rich visual elements such as high-resolution images and interactive map data.

No matter what you sell or to whom, the chances are good that there's an ad format or feature that will make your goods or services more appealing to your target market. Google is continually implementing new ad formats and features further empowering advertisers to reach new audiences and drive new business.

The Pros of Facebook Ads



When you compare Facebook to Google directly, it becomes clear why Facebook is becoming a more popular choice among marketers.

An intuitive ad platform

Google AdWords is fairly straightforward, if you already know what you're doing. If you're getting started with Google for the first time, you might be intimidated by all the advanced options, metrics, and features that it offers. In fact it might take you weeks or months to feel comfortable launching a campaign. Facebook, on the other hand, has a more approachable and intuitive design. This allows the average small business owner or novice marketer to put together and launch a campaign in a few minutes.

Accessibility for low-budget campaigns



When it comes to budgeting, both Facebook VS Google Ads have tons of options. Overall Facebook tends to be friendlier to low-budget campaigns. In Google if you restrict your budget to less than a few hundred dollars per month, you'll be scraping the bottom of the barrel in terms of keyword choices. On Facebook, you can opt for a \$5-per-day budget and still get in front of your ideal target users just at a lower volume than you would at a higher budget level. This also makes it easier to scale a campaign over time.

More user data



Google has a ton of user information at its disposal. This one reason why it remains so popular, but it's all limited to how users search and engage with websites. Facebook digs much deeper into the user's psyche. With detailed information on all our likes, dislikes, past behavior and even our connections with friends and family members. Because of this, you can target audiences in much more advanced ways with Facebook than you can with Google.

Greater ad diversity

Facebook also offers a wider diversity of different advertising options including "promoted content". Which are essentially basic Facebook posts that you put in front of new audiences with a paid "boost,". Facebook also offers traditional advertising options and ecommerce-like product listings that enable people to purchase your products directly.

Willingness to evolve

Finally, Facebook has shown a greater tendency to evolve, improve its offerings, and adjust its advertising platform over time. This may be a recent phenomenon thanks to Facebook's relative newness in the advertising world. It's worth considering if you're looking for a long-term advertising partner.

Which to Use And When To Use Both?

Regardless of what their offer is or who they are selling to, smart marketers make their decisions based on data.

For example, let's say you have a \$30,000 monthly ad budget. Your Facebook ads are producing a 3x initial return-on-investment (ROI) and Adwords is producing an 8x ROI. Logically you're going to invest more money into Google.

But let's say you've captured over 95% of your AdWords Search Impression Share for your keywords with \$25,000 of your ad spend. Suddenly, Facebook advertising looks a lot more attractive.

Sure your ROI might be lower with Facebook, but advertising on Facebook will allow you to use that extra \$5,000. This will help you to both drive additional revenue to your business and build brand awareness. That will translate into additional search volume for your AdWords ads. On the other hand, maybe your initial ROI from AdWords is 8x and your initial Facebook ROI is 3x, but what about your total customer LTV (Lifetime Value of a Customer) ? If customers from Facebook have 2x the LTV of your AdWords customers, it might be a good idea to put most of your budget into Facebook.

If you're interested in paid advertising (Facebook VS Google Ads), it's likely in your best interest to use both platforms to get the best of both worlds. Or do some extensive research to decide which platform will perform best for your brand.

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“Pick the target, freeze it, personalize it, and polarize it.”

~ Saul Alinsky

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SEARCH ENGINE OPTIMIZATION (SEO)



Why SEO is the Foundation of Your Online Strategy

Your company's online strategy is dependent, actually dependent on your choice of words. Keywords actually. Without them your online presence might as well be online absence. Not going online nowadays might as well be committing slow suicide in a business sense. People use search engines, primarily Google, to find just about everything. And search engines are dependent on keywords. The proper use of keyboards is dependent on the process called Search Engine Optimization. Search Engine Optimization, otherwise known as SEO, is the foundation of your online strategy.

The proper use of SEO will be the means in which customers can easily find you online in the most cost-effective way possible. Otherwise you will have to resort to ads. Lots and lots of ads. But if SEO is the foundation of your online strategy, customers will be able to find your articles, your website, and therefore your business online depending on the keywords they use.

How Does SEO work?



SEO is the process of increasing the quality and quantity of website traffic through search engines. Often users know what they want, but they don't know where to go to. It's much like going to Yelp, where customers are looking for say – plumbing. Yelp will arrange all the service providers within the area, the city or the state. With SEO, it's not a place where thousands upon thousands of similar businesses can be named A1 or 1A Plumbing to come out on top. It requires effort and time to rank an an authority on Page1 or 2 of Google and other top search engines.

There are several factors on how search engines determine what comes out on top of search results. Those factors, including keyword placement. Determining how search engines prioritize websites in search results is why SEO is the foundation of any business online strategy.

If SEO is the foundation of your online strategy, it should make sense to build a SEO-compatible website from the ground up. Invest in an expert, if you're just starting your business. You should hire competent SEO writers as well for the content. But if you're late to the game, you may need to hire a SEO expert to re-do or overhaul your website to stick to Google and other search engine rules. One thing to note is that those rules change

periodically. Which means SEO is not a one-time thing. SEO is the foundation, so it needs to remain as part of your business machinery if you want to stay on top of search results.

Local SEO Strategy

Local SEO is always an important strategy to consider. Best examples of local SEO applications include: auto repair shops, restaurants, bakeshops and other businesses that customers would look for within their immediate vicinity. It's a simple matter of including your address, contact information and registering your business. Then you coordinate your business in various mapping services. All of these will then be compiled by search engines that could.

Paid media is also integral. Companies big and small still need to push their URL or Facebook pages to their target audience specific to their local area. This could be via short paid blurbs, short commercials, or paid print ads. One way or another, business owners might have to spend a little to earn a little. Then, let the online marketing strategies do the rest.

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"A good reputation is more valuable than money."

~ Publilius Syrus

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How Fresh Website Content Boosts Your SEO



There is no magic formula to land your site a top spot on Google. However, fresh website content can boost your SEO. With that said, even an unlimited budget and the world's best SEO experts can't guarantee a business the coveted top spot on a results page (officially called a "SERP"). SEO is a long game. Ranking high takes hard work over an extended period of time. Keep at it, however, and you will see a difference. Especially if you invest in creating fresh website content.

There's no way around it: fresh website content is key to climbing the ranks of search engines and staying on top. If you want to bring more people to your website through Google, creating fresh, quality content is a must. In this article, we will take a look at why content is so important. Having fresh website content is essential if you want good SEO and a powerful website. This could mean updating old content with new information or creating new blog posts. What you want is something updated that tells the Google and

other search engine crawlers to visit your site. You can also put out more content to gain readers.

Here's a look at just how fresh website content helps your website and SEO efforts.

Your Website Looks Relevant

Even if the content is still relevant, if your site hasn't been touched for a few years, it will come across as dated. This isn't just in the eyes of the search engines but in the eyes of your audience. How do you know that new research isn't available or that there are new opinions on a matter?

Your competitors will push out new content regularly. Even if that content says the same as yours, the fact that they have something new makes them look more relevant and up to date. You will be pushed down in the search results, as your competitors rise up.

Build Loyal Visitors



In most cases, your target audience also looks up information from other websites and platforms. This is helpful to keep them in the loop on current events or things that matter to them. While it is common for readers to build a sense of loyalty to the websites they frequently visit, that loyalty will not grow if the website does not push out new content in a timely manner. This

means that by constantly publishing content that your readers find valuable and interesting, you capture not only their attention but also their loyalty. You give them a reason to visit your website repeatedly.

With all that said, if you want to acquire and keep visitors to your website, offer content as often as possible. It should be the kind of content that will pique their interest and entertain them. It should also provide answers to their questions. Of course, you have to make your content unique, too. You will not want your readers finding the same information you shared on any other channels they might visit.

Maximizes Keyword Usage

You might already be aware that keywords are an integral part of SEO, especially with indexing and ranking. When you push out fresh content, you have more opportunities to use your target keywords. Whether it is a blog, an article or a brief description of a video or podcast, you optimize written content with relevant keywords that can attract visitors to your website.

For example, if you own a clothing shop for women and you post several times in a week, you can incorporate various relevant keywords in each article. It could be “red party dress for teenagers” or “blue jeans for mothers.” Each time you produce new content with these example keywords, you enable search engines to recognize your website as a source of information for women looking for specific clothing. However, you must have to remember that Google always looks at the quality of content and not the number of keywords you have.

Convey Authority

When it comes to SEO quality content isn't just about keywords or linking. Above all it is about providing users with high-quality, accurate information. This is especially crucial when it comes to writing compelling blog posts.

An excellent blog post will always keep users on the page for several minutes and will demonstrate authority on a particular topic or subject. When it comes to conveying authority consumers are more likely to buy into what you have to say when content is original and unique. Studies show that 60% of consumers feel more positive about a company after reading custom content on its website or blog while 90% of consumers find custom content useful and 78% believe that companies behind content are interested in building good relationships.

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"Either write something worth reading, or do something worth writing."

~ Benjamin Franklin

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Fresh Content and Organic Keyword Optimization

Even with the sophisticated algorithms used by Google and other search engines, keyword optimization continues to remain an important component of SEO. Of course, keyword stuffing is no longer rewarded by search engines in the way it once was, which is why it is so critical that your website's relevant keywords regularly — and organically — appear in the fresh, new content you publish on your site.

When you publish new, engaging content on a regular basis, you create opportunities to utilize organic keyword optimization that will be rewarded with a vastly improved position in the search results.

Best Ways to Produce Fresh Content

There are clear signals you can send to google to show your website is 'fresh' and deserves a higher ranking. For simplicity, I've broken them down into the following steps:

Churn Out More Evergreen Content

If you find yourself having to create fresh content more often, it's because you are most likely producing thin content. This gets obsolete much faster.

Evergreen content is content that by nature stays relevant year-round, forever. Content that stands the test of time tends to be more practical and actionable. For instance, offering unique insight and expertise on any given topic backed by research and results is more effective than a simple 'tips and tricks' listicle. Other ways to produce evergreen content is by creating content that visitors are looking for, like frequently asked questions (FAQs).

Update Old Content

Updating old content is just as crucial as producing new material. Neglected and old content tends to die down and all your hard work and energy poured into creating it will go to waste. Thus, it's a good idea to occasionally go back to old pages and articles and revamp them. Create new resources and make additions that will make them more practical and useful in today's world. This will help keep your reputation strong, healthy and give your customer base consistent messaging (when done right).

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“There is no advertisement as powerful as a positive reputation traveling fast.” ~ Brian Koslow

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Research your industry's latest innovations and Write About Them

Learn about the latest ideas through webinars, news feeds, competitor web pages, and other online sources. You can also set up email feeds with “Marketing” as a keyword to get tailored feeds to your email about the latest marketing news across different services like Gmail and Yahoo.

Regularly Update the Main Pages



When was the last time you glanced over your ‘about page’ or ‘contact page’? It’s probably been a while, and by now your pages are likely irrelevant to what you currently offer. Moreover, your visitors frequently visit those pages. If they aren’t well-maintained and accurate — they won’t trust you.

You can reach out to companies that focus on small business expert services to help with marketing efforts, content and SEO.

Consistently Produce Quality Content

People often populate their websites with too much content. Unless you're a news website — you don't need to post as often. Consistently publishing twice a month maintains that 'freshness' Google likes.

Utilize Multimedia

Content that has a diverse mix of multimedia (images, audio, video) receives special privileges. Besides being easier to read, they also perform much better on search engines. Likewise, articles with a mix of multimedia tend to receive more engagement. So, it's always a good idea to add multimedia and increase the diversity of your content.

Writing lots of content won't heed results overnight. Using great content as a way to rank will take persistency, time and patience. But in the end, you'll see why every SEO says that "Content is King." Create a content plan that is realistic but consistent and stick with it. Never shirk on quality! Write content that users genuinely need and will find useful and interesting. If users like it, in time, search engines will, too!

"What you do after you create your content is what truly counts."

~ Gary Vaynerchuk

Importance of Website Management



If you suffer from bad website performance, your visitors will be turned off. This is why it is important to keep your website up to date, fix performance & speed issues, and truly optimize all areas of your website.

Managed website gives you the support you need. A slow website is the top reason for 51% of the U.S. online customers to abandon a purchase.

Studies demonstrate when a website doesn't load within three seconds, 25% of visitors will have already left, and 74% of visitors will leave a website if it doesn't load on their phone within 5 seconds. *

The Impact of Slow Website Speed on SEO, SEM and Adwords

Slow website speed is never a good thing. It can have a negative impact on your site's branding, sales and revenue as well as its reputation. But strangely enough, slow website speed can actually have an effect on SEO (Search Engine Optimization), SEM (Search Engine Marketing) and Adwords. Since 2010, Google has made adjustments to its search and ranking algorithm to include page loading speed. Meaning, it's not enough

to have a site that supports SEO, promoted by SEM and is subscribed to Adwords. Site pages need to be loaded within one second or less, in optimal connection conditions to be higher up in the search results. This measure is applicable to territories with known high internet speeds.

What Happens When a Business Has a Slow Website?

A bad reputation is only the beginning.

Let's say you're in a checkout counter in a grocery or convenience store and at the end of a very long line. You'd wish the cashier would move faster or get more cashiers and registers. You're not just thinking of yourself so you could get home faster. You're thinking that the store could get more revenue if the line would just move faster. Then here's the clincher—you saw a guy come in, he saw the line and then went out again. That guy would have been a sale. That guy even told someone else not to bother. You wouldn't want this slow experience again so next time you'd go to the newly-opened store just a block away. A store with more choices to choose from and several checkout counters.

The same goes for a slow website. There are so many options out in the web so why stick with the slow one that eats up your most valuable commodity—time? Unlike physical stores, website customers don't need to drive or walk to better ones just to get better and faster service. It takes a few minutes for people that lost their patience to Google for a similar website.

Nowadays, especially for online stores, slow website load time is a serious concern for online buyers. Because there's a real concern that the transaction fails to push through especially once the customer has already made the payment. Anything can happen. One bad thing is that the transaction times out, the payment gets credited but no product. What's worse is that in your impatience, the transaction pushes through, but you've pressed the "pay" button more than once. You end up getting credited twice or even three times. This scenario was actually very real in the early years.

What Should Be Done to Fix a Slow Website?



According to stats, user patience has worn thin enough that 57% will switch pages if your website loads more than 3 seconds. 80% of that 57% might not be coming back. Some of those users will even tell others that you have a slow website, thus tarnishing your reputation and/or brand. What's worse is that Google even included loading time in their algorithm. Your rank gets lower of course, the slower your load time.

- 1) First, you need to invest in several things, such as bigger and faster bandwidth and more powerful hardware. Especially if you're hosting the slow website yourself or if you have a dedicated server in a hosting service. Like in the grocery store analogy, more lanes and better equipment are required.
- 2) Second, if you're not hosting the site yourself, consider upgrading your hosting package, and hire a company who can help manage your website.
- 3) Third, consider getting professional help by having more skilled consultants check your website's code and do a thorough SEO analysis, and find out what's slowing it down. This way, your site can be optimized, and at the same time, beef up security.

Bottom line: Slow Websites Lose Revenue and Visitors. Working with a company to manage your website is the key to getting proper support for optimal customer satisfaction.

Content Marketing



Speaking of search engine rules, the rules state that your site should have descriptive, engaging and even entertaining content, sprinkled with the SEO keywords. Content marketing helps your brand reach and engage more quality leads and customers. A blog is also important with on-going fresh and relevant content about your business, industry and offerings. As many would say, content marketing is key because interesting content is shareable. It can even go viral which would go a long way to help your company's online marketing strategies. The content should not be for the sole purpose of sprinkling keywords for the website. It should be engaging as well, resulting in calls to action such as commenting and best of all sharing.

You want to make sure you reach the correct audience, understand the audience, and understand where to find the audience (i.e., what marketing channel to leverage). This entails understanding the goals of each audience and segment. Think about this from a shared valued perspective, where the goals of your business and the goals of the customer overlap. Think about your target audience and KPIs.

Differentiating Factors

How you think you are different and how the customer sees you can be very different. Think about the cost to entry language, and how you can differentiate yourself. Think about the features and benefits of the category you are in. Just make sure it is clear and different.

Example 1: Rackspace

In the hosting and server space. Most people talked about speed, the right server space, no or minimal down time. But Rackspace came in and differentiated themselves with language as having and offering 'Fanatical Support'

Example 2: Zappos

They focus on "Happiness", versus delivery time, availability of inventory. They also focus on a range of products to choose from and competitive pricing.

Ask some of these questions below.

- Where is my audience active?
- Where are they searching?
- What does my audience search for?
- What are your Social Media Tactics/Plan?

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"Somewhere, something incredible is waiting to be known."

~ Carl Sagan

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[illegible]

And because this can be considered one of the easiest avenues to increase traffic, engage your customers and ensure you are delivering value, businesses can use a combination of platforms and even all of them. But even these platforms require a keen mind on using SEO techniques. Proper keywords for search are still essential and these platforms also demand plenty of content, something that a good website can provide.

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5 Ways to Build Killer Relationships



The customer journey includes understanding the various stages of awareness, consideration, and decision.

Serious business people understand the role excellent customer service and reaching customers in the various stages, plays in their success. They understand that winning customers and building loyalty doesn't happen overnight and that building strong customer relationships requires a consistent and ongoing effort to retain their customer's hard won loyalty. They know that while pricing is important, loyalty earned through delivering on promises, solving pain points, and taking care of customers will often win the sale and keep the customer, even where pricing may be a bit higher.

These set of business people also understand how fragile customer relationships are and how easily hard won loyalty can be lost through poor

customer service and issues not quickly resolved to the customer's satisfaction.

Most customers understand an occasional misstep or problem that is handled quickly and with care. What they usually won't tolerate are neglect, rudeness, not delivering on promises, unnecessary bureaucracy and inconsistency, to name a few. This is especially true when other competitors are eager and hungry for their business. To build a strong relationship with your customers and keep their loyalty, here are ways to help.

Learn About Your Customer

Building customer relationships related to customer relationship management is much like building rapport as a salesperson. Just like a good salesperson, you need to know your customer. You must remember the client's name, their needs and wants, what kind of dog they own and so forth.

The key to learning about your customer and to continue the conversation after the transaction. After the sale, do a little research on them. Connect on LinkedIn, find commonalities within your industries, connections, job roles and more. Start thinking about ways you can add value to them, whether that be through referrals, forwarding blog posts or offering training sessions.

In today's world the easiest way to differentiate your business and by the customer experience you deliver, not the products you sell. Continuously learning about your customer every time you meet will extend your customer will beyond 'hi, how and your dog', and will go a long way to improving customer service.

You could easily market your business by creating your own content whether it's an article or a video. If you're not a writer, you can hire professionals to create useful informative articles such as how-to guides related to your product or business. As for videos, you will have to invest in

equipment as well. After creating the content, you can post it on your website promoted by social media. Or post to social media directly.

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**“Great things are done by a series of small things brought together.”
~ Vincent Van Gogh**

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Keep Communicating

It's like nothing in life. You build connections with people you spend a lot of time around, whether that is your friends, work buddies or family.

Same applies when building customer relationships, it takes multiple interactions. As a key to any good customer, communication is an essential way to build customer relationships. Promoting your business and listening to your customers are equally important.

Rather than just telling customers about your business, have conversations with them. Using customer relationship management software, find out what your customers need. Then show them that you have a solution to their problem. If you have employees, teach them how to effectively communicate with customers. Instead of waiting for customer service to become a problem, foster communication skills with customers while onboarding new employees. Maintain an employee policy, requiring timely follow-up, to make sure the customer's needs are met. Make sure your staff returns voicemail messages and emails promptly.

Always make communication as seamless as possible, acknowledging, acting on and following up feedback where necessary. Today's customers are no longer passive and they want to be listened to. Exceptional communication will improve customer service and give you that point of difference from your competitors.

Reward Loyal Customers

On average, repeat customers spend 67 percent more than new customers. So your most profitable customers are repeat customers. Are you doing enough to encourage them to work with you again? Stay in touch, and give them something of value in exchange for their time, attention and business. It doesn't need to be too much; a coupon, notice of a special event, helpful insights and advice, or news they can use are all effective. Just remember: If you don't keep in touch with your customers, your competitors will.

Ask For Feedback



Whether customers have a good or bad opinion about your business, they will make their feelings known. Invite customer feedback to show you are listening. Place comment cards on your business counter, or conduct a survey.

Customer feedback helps you hone your customers' specific needs so you can find the best solutions to their problems. The better your offering meets their needs, the more your business will grow.

Always listen carefully to comments and respond promptly, whether it's a compliment or a complaint. The worst thing you can do and ask for

feedback then not address concerns. Even negative feedback and valuable and can give you an honest gauge of customer satisfaction.

Reach The Extra Mile for Your Customer

As a business you will always have the choice to either settle for what's going on or travel an extra mile for your customer. As your business grows you will have to decide whether to cater to your customer's need specifically. This choice will make a difference between a killer customer relationship and an ordinary one.

Even though it might seem difficult for your company to come up with customer specific solutions, there are many benefits if you go out of the way to do so. First, the customer is bound to remember the times you did extraordinary things for them or came through for them. Second, it may also open up additional revenue streams and options that were hitherto unknown to your company profile. Gain the customer's confidence by making them feel that you are willing to do things for them and come up with solutions to address their needs.

Get to Happy Customers



Treat every client as important and focus on providing a satisfying and happy customer experience for them. Because when you ask for referrals you might not know who your customers may refer to. Happy customers are the best. They will not only cherish the business done with you but also recommend you to other potential leads. This and why it is advised to not finish your job once the sale has been made. It is the after sale services that matter the most. For example, once you have made a sale, help them install the product and remain in touch with your customer to know if they are having any problem with your product or if they need help with the product manual.

Healthy customer management involves a lot of work and perseverance. Of course, it is not a job to be accomplished in one day, but a relation that needs to be fostered from time to time. Always remember to respond promptly to your customers and learn from experiences to improve your performance to build the best customer relationship.

Your loyal customers are your best salespeople. So spend the time to build your network and do the follow-up for appropriate customer relationship management. Today there are cost effective customer relationship management tools, like e-mail marketing and CRM tools, that make this easy. You can e-mail a simple newsletter, an offer or an update message of interest to your network (make sure it's of interest to them, not just to you). Then they'll remember you and what you do and deliver value back to you with referrals. They'll hear about opportunities you'll never hear about. The only way they can say, "Wow, I met somebody who's really good at this. You should give her a call," is if they remember you. Then your customers become your sales force.

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"Help others achieve their dreams, and you will achieve yours."

~ Les Brown

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Conclusion

When embarking on an entrepreneurial journey, know that you are going to face challenges and experience setbacks. But you will need to persevere through the difficulties. An entrepreneur who can face business challenges with grit is a successful entrepreneur. Failure is an important part of success, and paying attention to the important leading indicators of success and failure will help you stand up to the pressure, face your fears, and tell it like it is.

There will always be a fine line between fear and courage, and most entrepreneurs learn that most important decisions test courage far more than intelligence. The right decision is often obvious, but the pressure to make the wrong decision can be overwhelming. It starts with small things, and like character, courage can be developed.

While the journey may not be smooth, having confidence, and courage and character will be a driving force to keep your journey going.

As you build out your marketing strategy, it's important to consider how you can best address all of your business goals based on your mission and vision, through a combination of organic and paid marketing tactics. All at the same time keeping your value proposition in mind so you can stand out against your competitors. Some goals will lend themselves to one or the other, while others may require the two working hand-in-hand.

These types of marketing will help you achieve your business goals with impact and efficiency. The ideas and questions presented in this eBook are for your business to think about as you build your strategy and develop a plan to test and validate. It is never too late and never too early to start.

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"If we wait until we're ready, we'll be waiting for the rest of our lives."
~ Lemony Snicket

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As an entrepreneur, I have always been a self-starter with an active imagination. I love to find ways to help other women succeed in business. I like to challenge other women to explore new territories and experiment with new ways of doing things.

My business partner (and husband) and I have teamed up to do just that.

Our company helps women and businesses thrive with every moment of everyday when it comes to business and how they connect with their audience. We encourage them to challenge the status quo. Let us help support your passions, manage your website, and grow your online business with spirit that empowers you to get ahead.

Please enjoy these tips, and we hope you schedule a meet and greet with us so you can discover how we can team up, & help your business grow!

With Support,

Brittney Johnson Quinn

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“The thousand mile journey begins with the first step.” ~ Lao Tzu

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*Mobile Page Speed, Google Study, 2017

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