



Ascendancy I.M.

Partners in Internet Dominance

WHAT THEY'RE SEARCHING FOR: **HOW TO BE FOUND ON THE WEB**

Online Marketing Success Training
Express Employment Professionals

1. Establish a professional, intriguing online presence for your business
2. Increase traffic, interest & engagement on your website
3. Develop community brand awareness & attention to your business as a local entity
4. Escalate online audiences & local brand reach through engaging useful content
5. Implement localized brand personality through shared content
6. Invigorate Client/Associate relationships with your business & staff members
7. Evolve customer trust on the local level
8. Cultivate a positive local online reputation
9. Elevate your website's ranking through local search engine results

GOALS

MOVE UP THE RANKS
WITH SEARCH ENGINE MARKETING

SEARCH ENGINE MARKETING

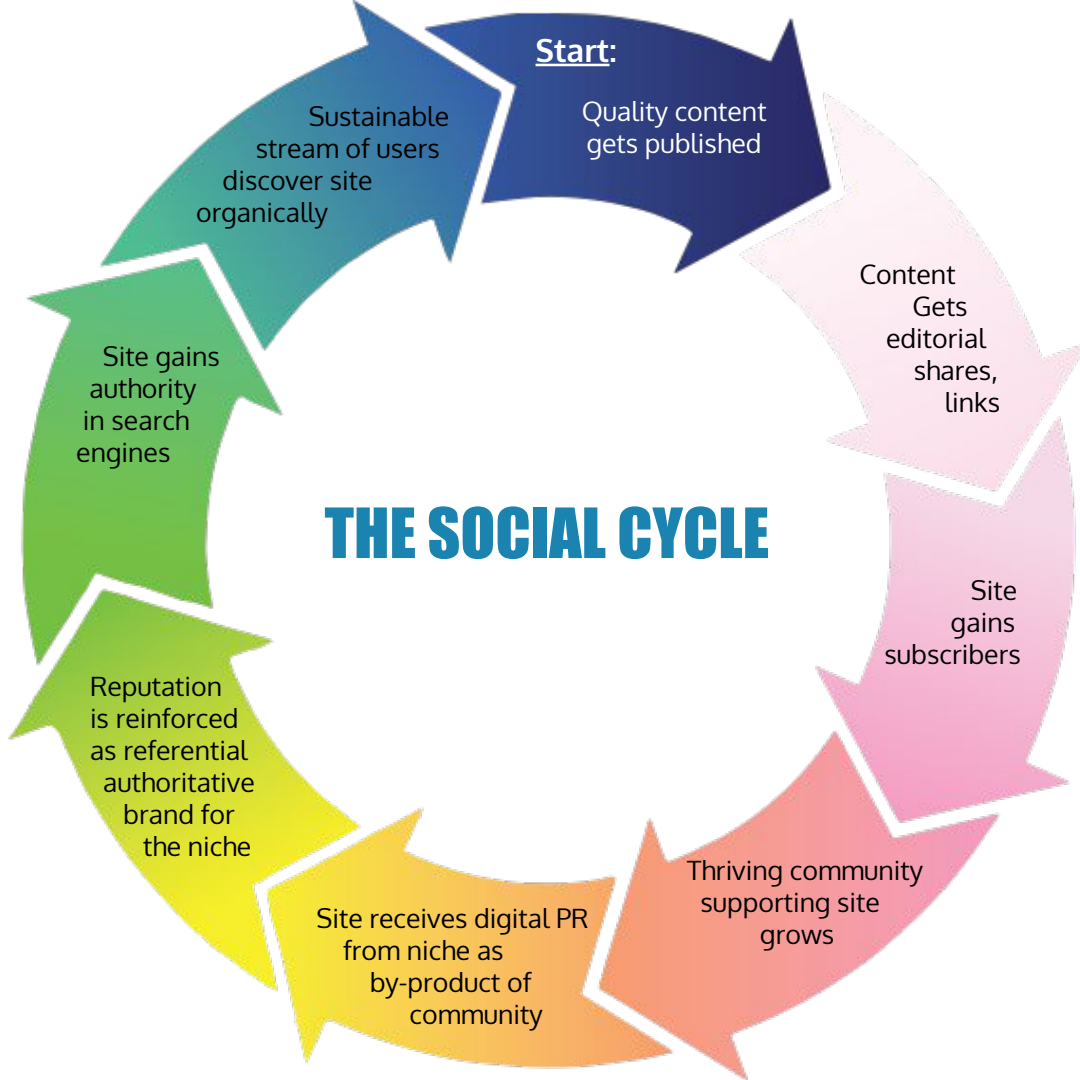
The process of getting traffic from the “free,” “organic,” or “natural” search results on search engines.

SEARCH ENGINE MARKETING

All aspects of your online brand are categorized by what search engines consider most relevant to users.

Search engines prefer sites that are trusted by users, so building a trusting community to increase your domain authority is important.

Domain Authority determines how well a domain can rank in Google's search results.



Social Media & SEO

is very cyclical in the way that it affects your site within major search engines.

It is a process that continuously repeats itself & requires constant adaptations to be successful.

These steps make up your

DOMAIN AUTHORITY

which means that instead of you
searching for your customers,

THEY FIND YOU.

SEM puts you in front of potential
customers who are

SEARCHING FOR SOLUTIONS

to problems you can help them
with – Such as needing to hire new
employees for their business or
needing to find a new job.

SUCCEED AT SEM
TO WIN ON THE WEB

SUCCEED AT SEM

WITH THESE BEST PRACTICES

1. Keyword Research & Analysis
2. Focus on Non-Branded Traffic
3. Monitor Google Analytics
4. Inform With Content
5. Build External Links

1. KEYWORD RESEARCH & ANALYSIS

This is the subtle art of predicting **WHAT PEOPLE WILL SEARCH FOR** in Google, Yahoo, & Bing in order to find you.

This involves developing a strategy for identifying the **RIGHT KEYWORDS TO TARGET.**

These keywords could be directly related to your business or to a point where your customer's problem & your solution intersect.

This is the process of finding & targeting audiences that **MAY NOT KNOW YOU EXIST.**

By targeting phrases that describe what you do (e.g. “staffing companies”), you open the doors to **BRAND NEW MARKETS.**

After all, ranking for “Express Employment Professionals” doesn’t work if people **DON’T KNOW YOUR NAME.**

2.

**FOCUS ON
NON-BRANDED TRAFFIC**

3.

MONITOR

GOOGLE ANALYTICS

Google Analytics is
A POWERFUL TOOL

for business owners & marketing professionals to view their website's performance.

Understanding & monitoring your analytics **COUNTERS ISSUES** with domain configuration, redirects, site setup, & navigation errors.

Having content on your website matters to search engines. Whether or not people read what's on your pages, Google bots scan **EVERY SINGLE WORD** for anything relevant to link to your business.

Put as much information as possible in your intake form helps us to craft **THE IDEAL WELCOME MAT** so search engines know your website is relevant to what people search for.

4.

INFORM

WITH CONTENT

5.

BUILDING EXTERNAL LINKS

Other websites linking back to your website is a very powerful way to build your Domain Authority.

If you serve on your local chamber, volunteer at a local non-profit, or sponsor an event – Ask them to **FEATURE YOUR WEBSITE LINK** on their website or event page.

You can also search for your business & review the website URLs that are featured on your online business listings.

Press releases show search engines that your business is **NEWSWORTHY** enough to be recognized.

When you send us monthly press release information, you invest in the strength of a message that gets sent to media outlets **ALL OVER THE COUNTRY.**

You can find **MORE THAN 100 IDEAS** for Press Releases online through our website blog article found [HERE.](#)

PRESS RELEASES

NEWS & UPDATES

Your website should be constantly evolving to keep up & even move ahead of your competition!

Send us updates, such as

1. Local Office News/Announcements
2. Upcoming Events
3. Awards
4. Testimonials
5. Anything & everything else!

Google loves when we continually update your local website!

GOOGLE ALERTS – Get alerts right away when a relevant article is posted about you or your business!

WE WANT YOUR...

PICTURES:

- Photos of your office (interior & exterior)
- Photos of your team (headshots & group)
- Photos of associates & staff at work
- Photos from events your business has hosted, participated in or sponsored
- Any picture related to your business at all

VIDEOS:

- Tips for Job Seekers (Resumes, Interviews, etc.)
- Virtual tour of your local office
- Meet a Staff Member
- Announcing Your Associate of the Month
- An Associate's reaction to being offered a job

NOTE:

These are quick & easy tips and local content ideas to send to us - don't make it more difficult than it is. You don't need professionals for this. You can make a huge difference with just a cell phone & a couple minutes of your time!

PAID ADVERTISING

An internet advertising model used to direct traffic to your local business website by placing ads on specific websites, social media, or search engines (e.g. Google).

You only pay for the space used by their ad once the ad has resulted in someone clicking to visit your website directly.

Businesses **earn an average of \$2 in income for every \$1** they spend in Google AdWords.

On average, **41% of all search clicks** go to the **top 3 paid ads** on the search results page.

Search ads can **increase brand awareness by 80%**.

Paid Advertising increases your chances of **targeting the right people** while they are searching for you and need you most.

PERFECT YOUR PAID ADVERTISING STRATEGY

PAID ADVERTISING MARKETING STATS

- 1) For high commercial intent searches (someone looking to buy a product or service) paid ads get **65% of all clicks.** ([WordStream](#))
- 2) PPC Visitors are **50% more likely** to purchase something than organic visitors. ([Unbounce](#))
- 3) **75% of people** who find local, helpful information in search results are **more likely to visit** the physical stores or offices. ([Google](#))
- 4) Pay-Per-Click Search Engine Display advertising has proven to **increase website traffic by 300%.** ([Visually](#))
- 5) Paid Social Media Video ads have a **91% viewing completion rate.** ([CMO](#))
- 6) Cell phone listings work: **69% of searches** that are mobile call a business straight **from their Google Search** on their phone. ([Google](#))

BENEFITS

OF PAID ADVERTISING

Here are just a few reasons why this works:

- Low investment costs
- Instant Results
- Attract customers who are already searching for services you offer
- Targeting Locations
- Accurate & Real-Time Tracking

PERFECT YOUR PAID ADVERTISING STRATEGY

We will be discussing:

1. Where PPC ads are located
2. What your competitors are already doing
3. The purpose of PPC Marketing
4. How PPC Marketing Works
5. What you can do to gain more traffic and conversions through Google
6. How to budget your paid advertising campaign

PPC MANAGEMENT OVERVIEW

Initial Setup:

- Ad Words Setup and optimization
- In depth keyword research and development
- Bid set up for each individual keywords
- Negative keyword research, development and implementation
- Micro Location Targeting, research and set up (counties, cities, zip codes)
- Multiple Ad group creation and implementation
- Targeted Ad group ad set up with split testing
- Mobile Ad Set up with split test
- Extensions set up, (call, location, review, call out, sitelinks)
- Landing page determination, optimization
- Call tracking number set up
- Remarketing setup (if needed)

Monthly Management:

- Ongoing keyword development and optimization
- Negative keyword monitoring and adjustments
- Micro-bid adjustments for greater ROI
- Changes to display ad for choice optimization
- Continual ad split-testing, monitoring, improving and adjusting
- Continual quality score optimization and monitoring
- Call tracking conversion monitoring and reporting
- Audience Segmentation (for retargeting)

HOW TO FIND QUALITY SCORE

$$P_1 = \frac{B_2 Q_2}{Q_1}$$

P₁

Price paid by the advertiser

B₂

Next highest-paying ad's bid

Q₂

Quality score of next highest-placing ad

Q₁

Advertiser's quality score

GOOGLE

QUALITY SCORE CYCLE



CALCULATING KEYWORD BIDS

Advertiser A

Bid = \$0.75

QS = 7

AR = 0.75×7

5.25

Ad Rank

Position 1

Advertiser B

Bid = \$0.50

QS = 10

AR = 0.50×10

5.00

Ad Rank

Position 2

Advertiser C

Bid = \$1.00

QS = 4

AR = 1.00×4

4.00

Ad Rank

Position 3

PRICING VARIES ON:

The specificity of your target market

The size of your market

The type of ad you want to run

The keywords you want to target

A/B Testing is a great way to find the most effective method for your business.

Try starting out by allotting a budget of a minimum

\$10-20 per day for at least one month

on different ads and see the power of Pay-Per-Click Advertising almost instantly!

BUILD YOUR BRAND
WITH REPUTATION MANAGEMENT

REPUTATION MANAGEMENT

The process of making sure what other people perceive about you and your business aligns with your goals.

Your company's reputation is its **MOST IMPORTANT ASSET.**

Online information can influence your reputation and can be the deciding factor between using you or your competitor's services.

You can't control everything in your online reputation, but what you can control makes a big difference.

Monitor your results at least once per month & make sure that **ALL REVIEWS** have been responded to, even the negative ones – **THIS IS VITAL.**

We notify you of new reviews & assist you in responding to these reviews, but you should still also be checking too.

How to:

**IMPROVE YOUR
ONLINE REPUTATION**

How to:

IMPROVE YOUR ONLINE REPUTATION

Reviews, reviews, reviews!

- Your friends & family *
 - Have them review your integrity as a person worth doing business with
- Your staff
 - Have them review working as an employee for your business
- Your Associates
 - Have them review their experience collaborating with you for employment
- Your Clients
 - Have them review their experience hiring staff through your office

* Reviews **MUST** be written and submitted while out of your office. Reviews submitted at your office location **may not be considered** "valid" by Google.

Better Reviews = Increased Revenue

Your reputation portal is your central hub for monitoring, acquiring, & responding to reviews.

Negative reviews posted here

WON'T GET SUBMITTED ONLINE.

Positive reviews can be

SHARED ALL OVER THE WEB.

We recommend that you & your team include a link or a linked image in your email signatures to your customer review portal so people can easily leave you a review.

The more positive reviews you can get each month, the better your reputation will be!

YOUR CUSTOM REPUTATION PORTAL




TO SUM IT ALL UP

- If you want to succeed in today's business market, we must make **PRODUCE EXTENSIVE EFFORTS** for our online presence to to be found
- All content online must be **RELEVANT, RECOGNIZABLE, RELATABLE, & REPUTABLE**
- We need to **STRIVE TO MAKE OUR BUSINESS KNOWN** for both our positive reputation online & through referrals
- We must **CONTINUALLY UPDATE, MONITOR, & EVOLVE** our online content to remain locally relevant and interesting to the markets we serve



Any questions?

Q&A with your Ascendancy I.M. Partners

FOR YOUR REFERENCE

	Description	Attracts	Purpose	Content	Frequency
	The first go-to place for many audiences. Mostly one-way information about the company and services.	<ul style="list-style-type: none"> • Customers • Employees • Community • Media • Competitors 	<ul style="list-style-type: none"> • Easy place for customers and search engines to find, learn about, and communicate with the company 	<ul style="list-style-type: none"> • Easily accessible information with links to more details • In-depth product information and company news 	Twice a month and as needed for updates
	#1 social networking site in the U.S., where users share/express what matters to them and learn what's new with a company	<ul style="list-style-type: none"> • Employees • Customers • Community • Prospects 	<ul style="list-style-type: none"> • Create a destination where fans want to visit daily • Invite engagement • Share company personality so people will want to affiliate with the company 	<ul style="list-style-type: none"> • Lifestyle and event-related updates, interesting facts, videos, images • Tidbits, questions, audience polls to build interest in brand 	Every other day
	Micro-blogging platform. Businesses share information about services, gather real-time market intelligence, and build relationships with customers, partners, and influencers.	<ul style="list-style-type: none"> • People seeking instant news • Prospective employees • Community members • Media 	<ul style="list-style-type: none"> • Promote recruitment opportunities • Promote the company as a leader by providing news about the company and relevant communities • Provide timely information 	<ul style="list-style-type: none"> • Immediate news updates and links to deeper information 	Daily or more

FOR YOUR REFERENCE

	Description	Attracts	Purpose	Content	Frequency
	Professional social networking site where users establish relationships with other professionals, search for jobs, and recruit talent	<ul style="list-style-type: none">• Employees• Prospects• Customers and industry partners seeking expertise	<ul style="list-style-type: none">• Promote recruitment opportunities• Build company/brand credibility	<ul style="list-style-type: none">• Use company updates to show expertise• Share wide array of content, including insightful articles, news, opinions, etc.	Twice a week
	Video-sharing network. Lets a brand demonstrate its services and express the company's personality. Many people prefer to watch a video than read content, which attracts visitors	<ul style="list-style-type: none">• Employees• DIYers	<ul style="list-style-type: none">• Promote recruitment opportunities• Promote the company as a leader by providing news about the company• Provide timely information	<ul style="list-style-type: none">• Videos showing techniques, community support projects, short workshops, etc.	Twice a month or more

WEBSITE KPI'S

Sessions – When users come to your website & interact within a given time frame

New Users – First-time users who visit your website

Page Views – Number of pages seen on your website in a given session

Unique Page Views – Number of pages seen on your website only counted once per user

Direct Traffic – Users who visit your site directly by typing in your URL or via bookmark

Search Traffic – Users who visit your site from keyword-relevant search engine results

SOCIAL MEDIA KPI'S

Page Visits – Number of times users come directly to your Facebook page

Engaged Users – Number of unique users who've clicked, liked, commented, or shared your posts

Reach – Number of unique users who have seen one or more of your page posts or content

Impressions – Number of times your content is displayed, whether or not it is interacted with; people may see multiple impressions of the same content

ONLINE MARKETING KPI'S

Call Tracking Numbers – Reports the number of monthly calls & total call minutes per month from our online marketing efforts including social media, the website & search engine marketing