

Business Growth with Digital Marketing



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT



**#ASK VALOR
MASTERMINDS**
www.AskValorMasterminds.com

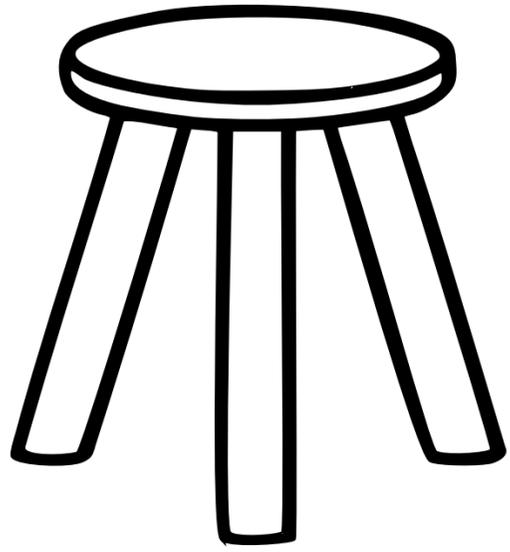


Galan Ruelos
Chief Optimism Officer



- **What is SEO?**
- **The Importance of a Website**
- **Understanding Google Ads**
- **The Power of Social Media**





SEO is a Stool with 3 Legs

- *On Page Optimization
- *Off Page Optimization
- *Social Media Activity

What is SEO?

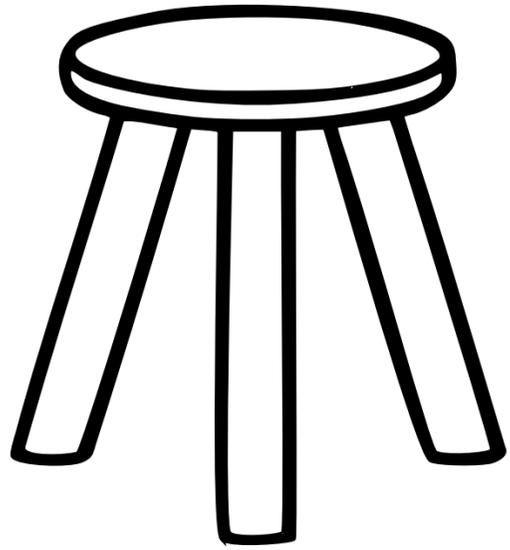
Search
Engine
Optimization

ON PAGE OPTIMIZATION

On page optimization consists of consistent updates to the content and coding of your website that answer three basic questions:

1. Who are you?
2. What do you do?
3. Where are you located (where do you service customers)?

What is SEO?



SEO is a Stool with 3 Legs

***On Page Optimization**

***Off Page Optimization**

***Social Media Activity**

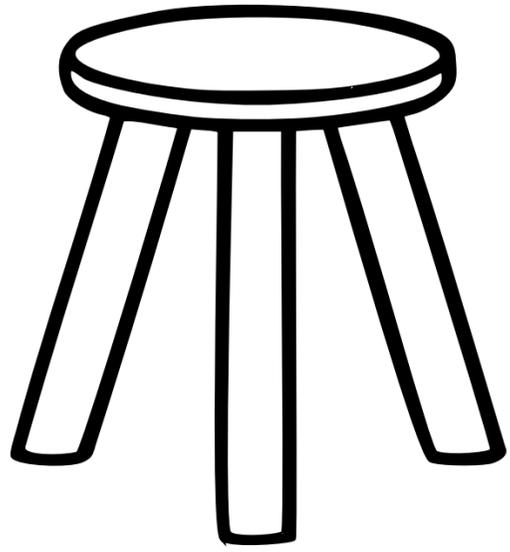
OFF PAGE OPTIMIZATION

Off page optimization is activity that is content that you can create such as articles, posts, press releases, and infographics and post all over the internet in literally endless places... And then link back to your website. Off page optimization is a constant and steady process of making your website the most **RELEVANT** source of information related to what you do.

1. BE RELEVANT

2. Content is king.

What is SEO?



SEO is a Stool with 3 Legs

- *On Page Optimization**
- *Off Page Optimization**
- *Social Media Activity**

SOCIAL MEDIA (as it relates to SEO)

***FACEBOOK**

***INSTAGRAM**

***YOUTUBE**

***GOOGLE**

***LINKEDIN**



What is SEO?

PROs

- *Perception - Consumers believe if you show up, you must be better,
- *OVER TIME, SEO is cheapest way to create new customers.
- *SEO can stabilize PPC costs.
- *You can compete against bigger competition.

**68% of Online Experiences begin with a Search Engine.*

**Google holds a 91% market share*

**75% of People never scroll past 1st page of Search Engines*

CONs

- *It takes time (when done properly)
- *It's like riding a bike uphill with no brakes...don't stop pedaling.
- *Initially, it is expensive.
- *It's Non-Stop

The Importance of a Website



A GREAT WEBSITE IS



Goal-oriented

How will your site grow your business?



Organized

Is your site easy to navigate?



Useful

Does your site have useful content?



Functional

Does your website do useful things?



Intuitive

Is it easy to use your site on all devices?



Search-friendly

Can search engines find your site?



VALOR MARKETING



BROTHERS ◊ UNITED ◊ IN ◊ LEADERSHIP ◊ DEVELOPMENT



A Great Website Is Goal-Oriented



VALOR MARKETING



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT



WHY DO YOU WANT A WEBSITE?



Build brand



Re-engage customers



Generate leads



Attract employees



Make sales



Provide support



VALOR MARKETING



BROTHERS ◊ UNITED ◊ IN ◊ LEADERSHIP ◊ DEVELOPMENT



A Great Website Is Organized



VALOR MARKETING



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT



HOW WILL YOU MEASURE SUCCESS?

- Track online sales
- Collect form submissions
- Monitor phone calls
- Measure engagement

Think about your existing or future website. What do you want this site to accomplish?

- Be specific
- Be realistic
- How can you track and measure success?



START WITH A PLAN

What is “Information Architecture,” or IA?

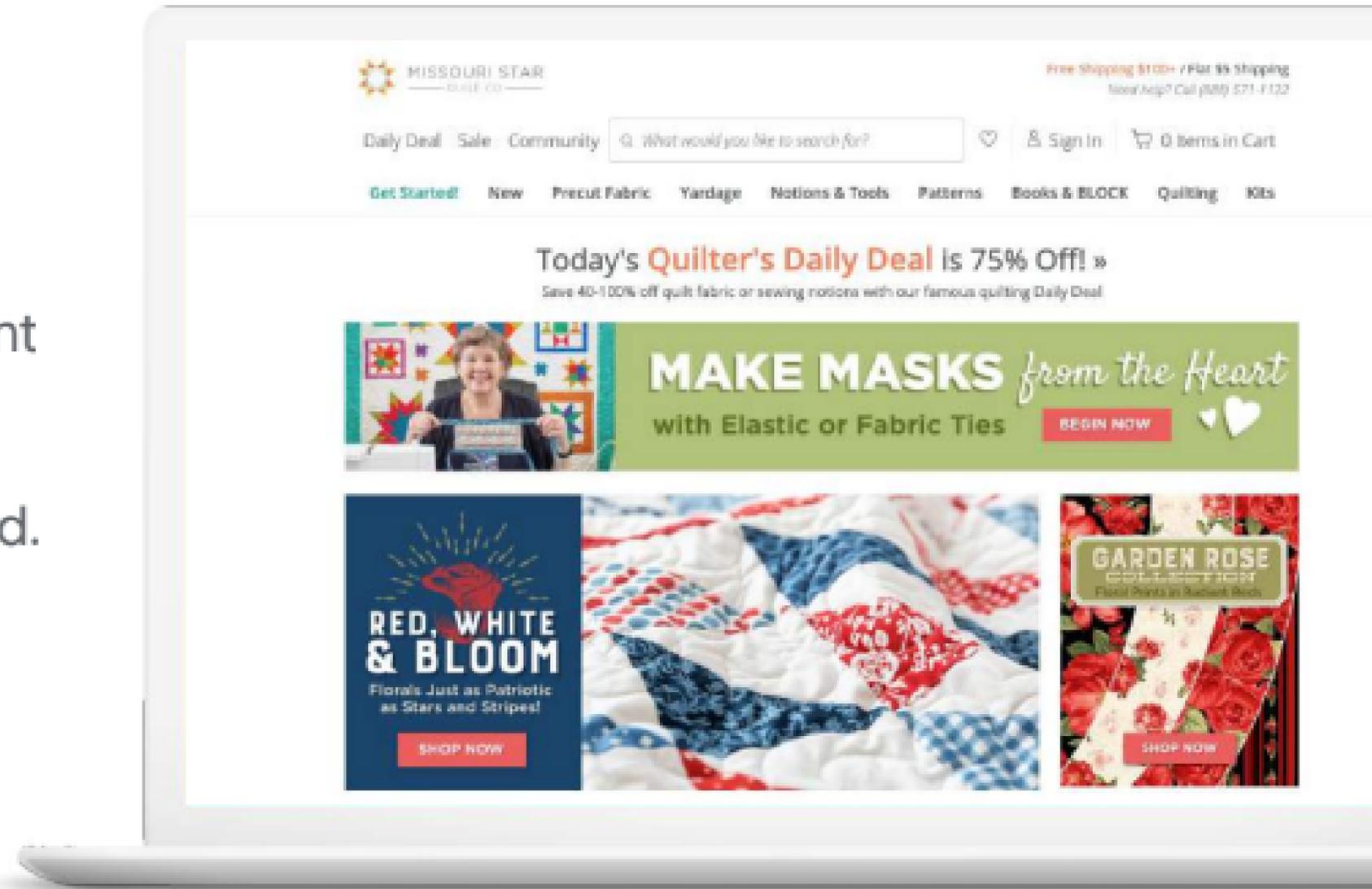
It’s a way to organize information on your site to achieve business goals.





TIPS FOR ORGANIZING YOUR WEBSITE

- Use short, descriptive names and labels.
- Keep the most important info in main navigation.
- Keep site visitors in mind. Where and how would they look for info?

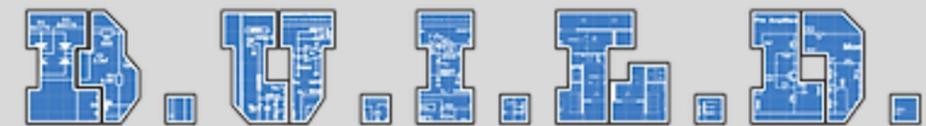




A Great Website Is Intuitive



VALOR MARKETING



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT



TIP #1: NAVIGATION

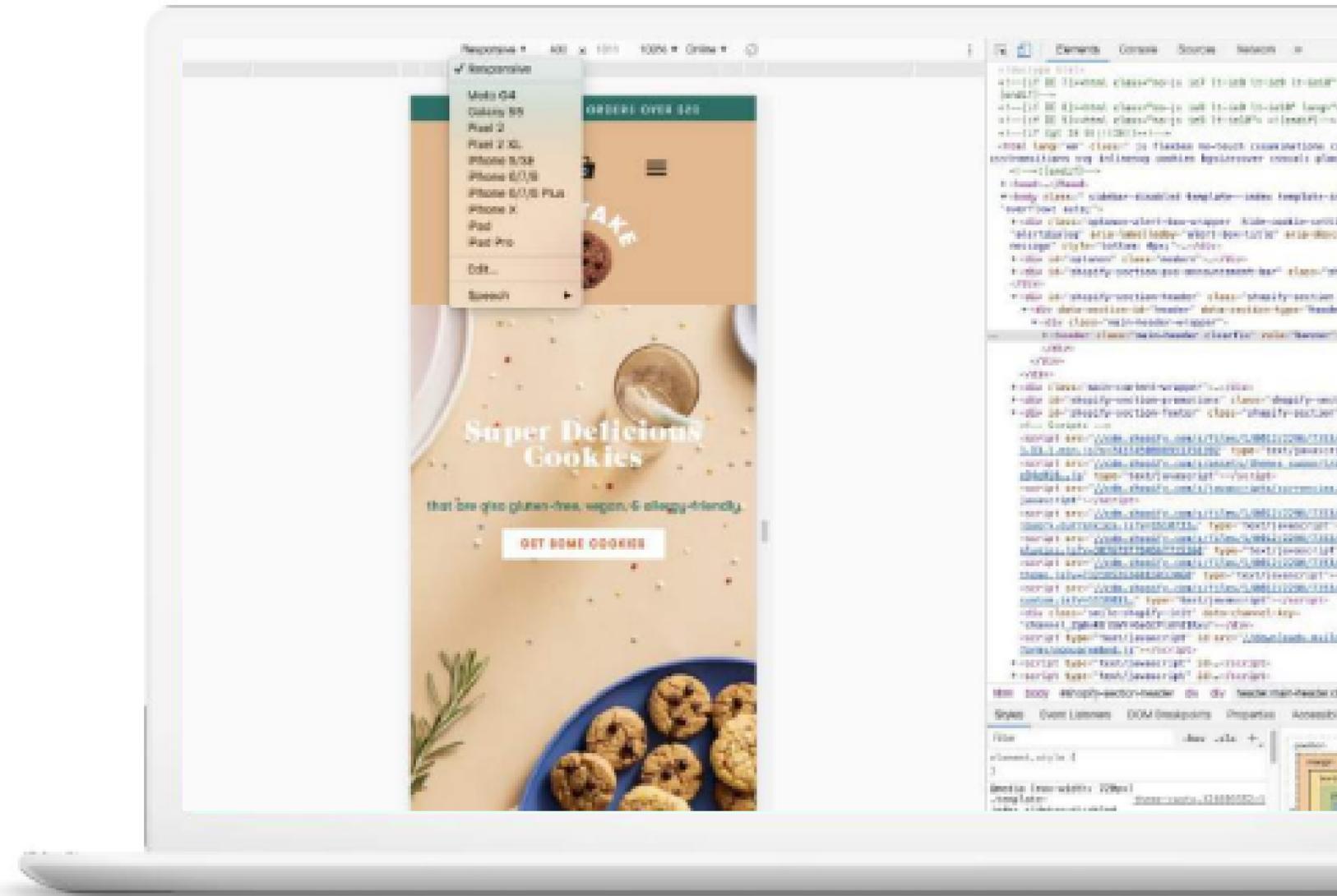
- Highlight selected elements
- Allow plenty of space for users to tap
- Ensure the call-to-action can be tapped





RESPONSIVE DESIGN

Use the the [Chrome Inspector](#) tool to test your website's compatibility with all devices.





A Great Website Is Search-Friendly



VALOR MARKETING



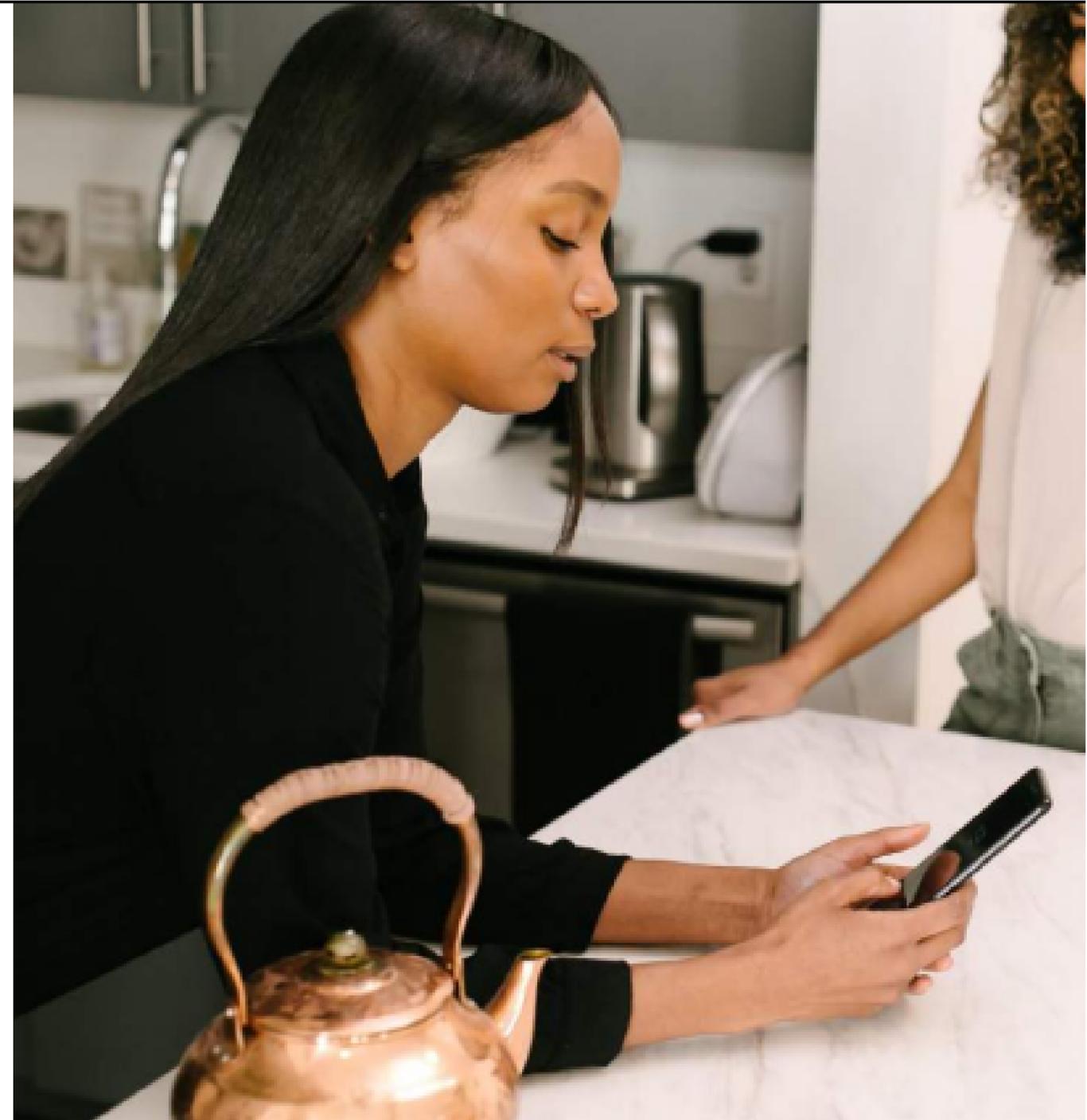
BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT



75%

of smartphone owners turn to search first to address their immediate needs.

Source: SOASTA, How Consumers Solve Their Needs in the Moment, May 2016



VALOR MARKETING



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT



HOW SEARCH RESULTS LOOK

Search query

Text ad

Organic results

Business Profile on Google



VALOR MARKETING



BROTHERS • UNITED • IN • LEADERSHIP • DEVELOPMENT



asado tacoma

All Images News Shopping Maps More Tools

About 232,000 results (0.52 seconds)

https://www.asadotacoma.com

Asado – Tacoma

Sizzle and smoke define **Asado** Cucina Argentina, the South Sound's only Argentine-themed steakhouse and a staple restaurant of the trendy Sixth Avenue dining ...

Menu

Menu - BEEF AND LAMB EMPANADAS. Braised Lamb ...

Reservations

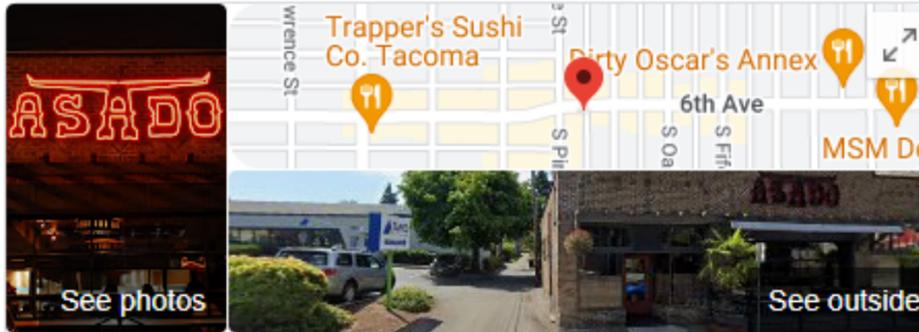
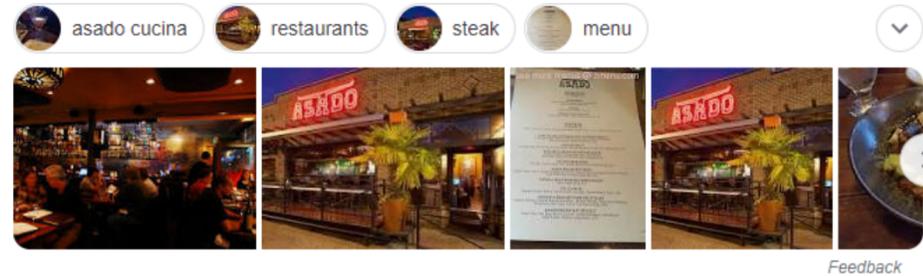
For parties of 5 or more, please call our house line to make a ...

Asado Rewards

Join Asado Rewards And Start Earning Delicious Rewards ...

More results from asadotacoma.com »

Images for asado tacoma



Asado

Website Directions Save Call

4.5 ★★★★★ 1,281 Google reviews

\$\$\$ · Argentinian restaurant

RESERVE A TABLE

Argentine chophouse cooking meat on a mesquite-fired grill in a candlelit space with cowhide booths.

Service options: Dine-in · Takeout · Delivery

Address: 2810 6th Ave, Tacoma, WA 98406

Hours: Opens soon · 4PM ▾

Confirmed by phone call 2 weeks ago

Menu: asadotacoma.com

Phone: (253) 272-7770

Reservations: asadotacoma.com, resy.com

Providers ⓘ

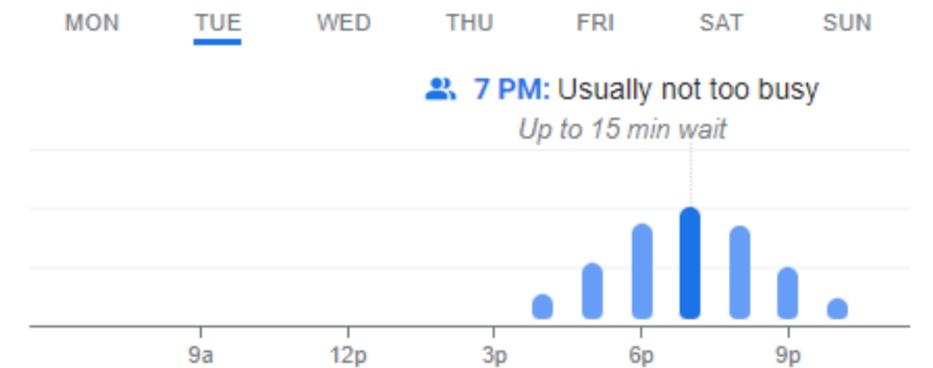
Suggest an edit · Own this business?

Questions & answers

See all questions (7)

Ask a question

Popular times



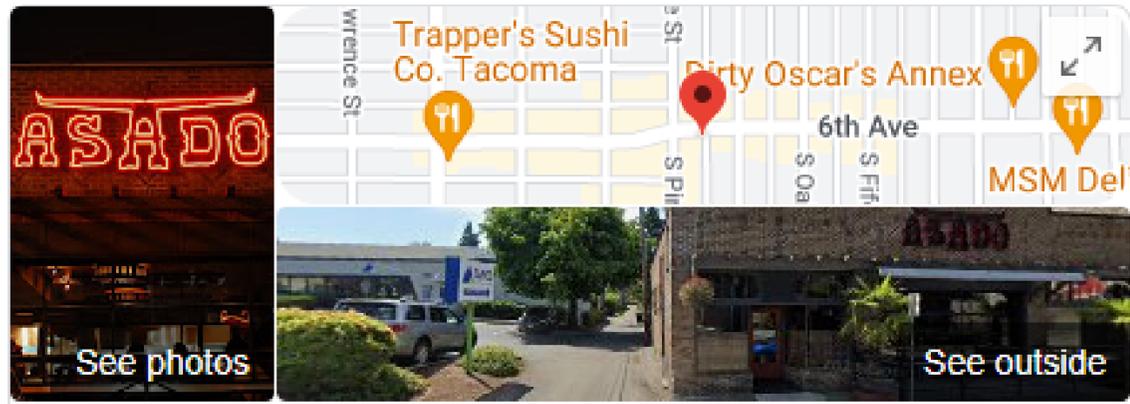
7 PM: Usually not too busy
Up to 15 min wait

🕒 People typically spend 1-2 hours here

www.google.com/business



BROTHERS UNITED IN LEADERSHIP DEVELOPMENT



***79% of shoppers say they trust online reviews as much as personal recommendations.**

(Google is the most popular online review platform. 59% of consumers use it to read reviews.)

***54.7% of consumers read at least four reviews before buying a product.**



BEHIND THE SCENES: HOW GOOGLE WORKS

1

Web crawlers find new web pages and add them to Google's index.

2

When you search, Google's algorithm searches this index for info.

3

Google uses 200+ signals to find the most relevant content.

4

Google Search results are ranked in order by relevance.

Source: SOASTA, How Consumers Solve Their Needs in the Moment, May 2016



SEARCH ENGINE OPTIMIZATION



Fast load time

Test your website's speed:
g.co/testmysite



Useful content

Publish info-rich content for site visitors



Text links

Connect the content on your site's pages



SEARCH ENGINE OPTIMIZATION



Page titles and descriptions

Include keywords your target audience might search for



Information architecture

Build an organized website that Google can see and understand



All browsers and devices

Design a user experience that works on all devices



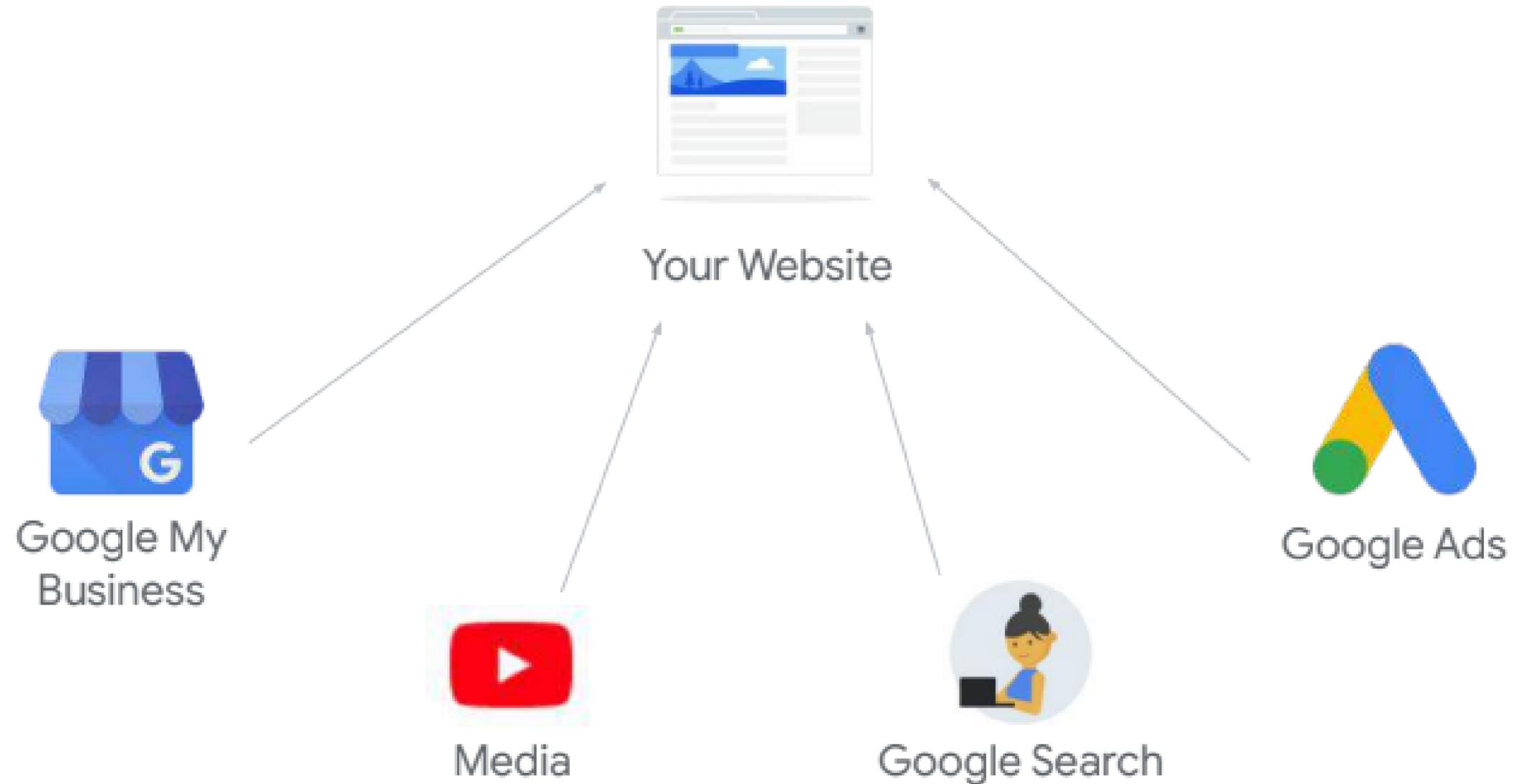
VALOR MARKETING



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT



HOW DOES IT ALL WORK TOGETHER?





WHAT'S NEXT?

- Make a list of goals
- Select an intuitive design
- Plan information architecture
- Create useful content
- Add useful functionality
- Be search engine friendly



www.valormarketingllc.com/valor-cares

 **VALOR MARKETING**



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT

Understanding Google Ads

GOOGLE ADS CAN HELP BUSINESSES, LARGE AND SMALL

49%

of shoppers surveyed said they use Google to discover or find a new item or product.

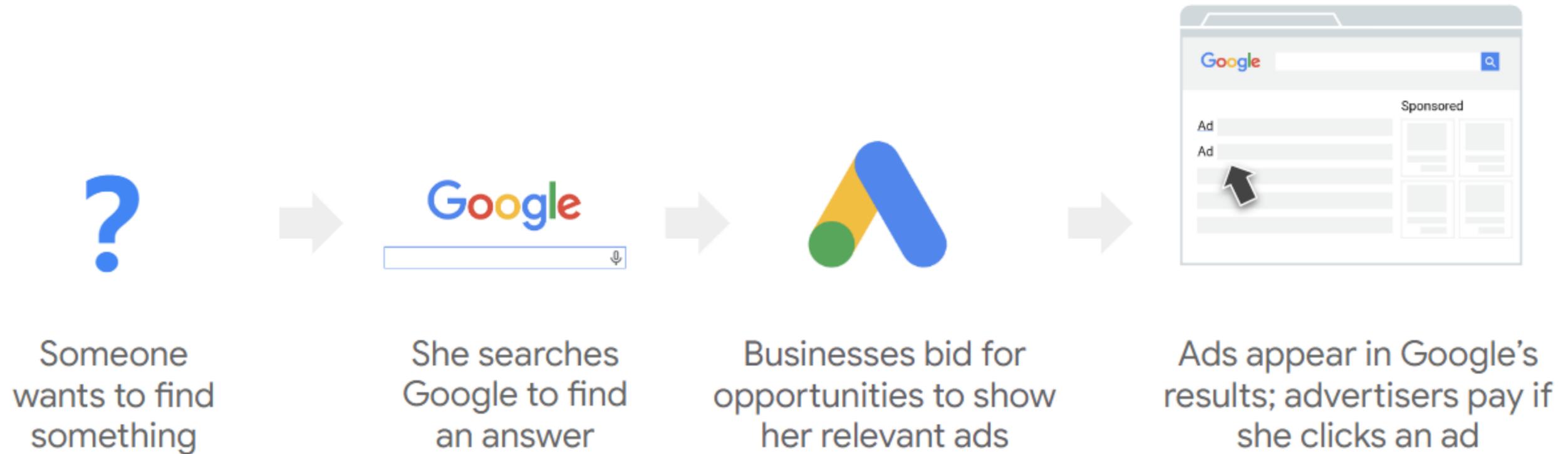
59%

of shoppers surveyed said they use Google to research a purchase they plan to make in-store or online.



Understanding Google Ads

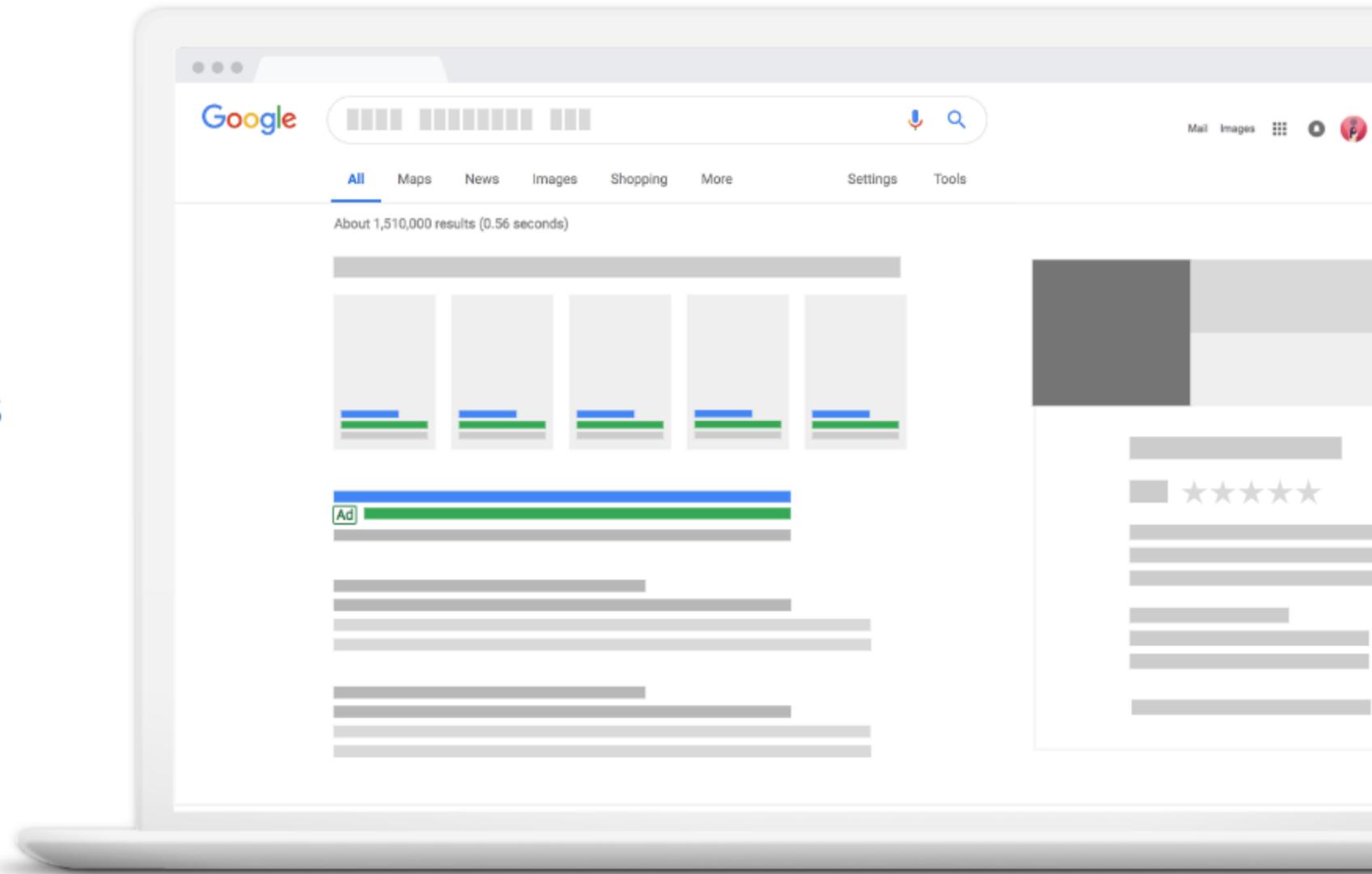
HOW ADS WORK ON GOOGLE SEARCH



Understanding Google Ads

THERE ARE MANY AD FORMATS

- Text ads
- Image ads
- Shopping ads
- Dynamic search ads
- Call-only ads
- Video ads

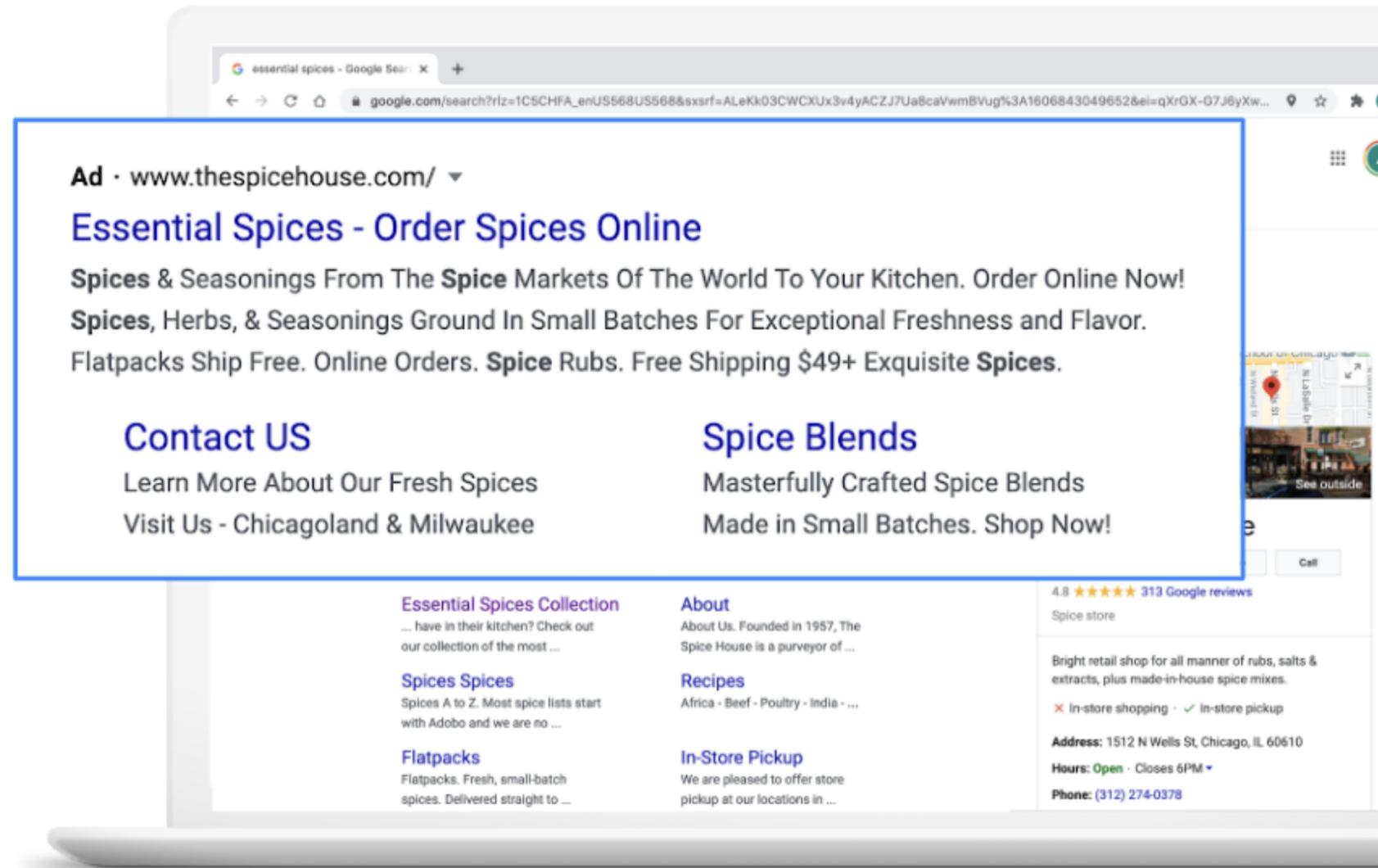


Understanding Google Ads

THIS WORKSHOP FOCUSES ON TEXT ADS

Pay-per-click:

Advertisers pay only when searchers click an ad.



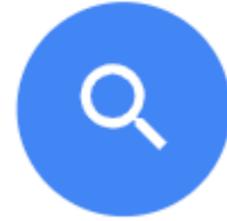
Understanding Google Ads

BASIC TERMINOLOGY



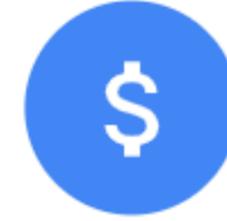
Impressions

How many times your ad was displayed, whether it was clicked or not



Clicks

When a user clicks on an ad



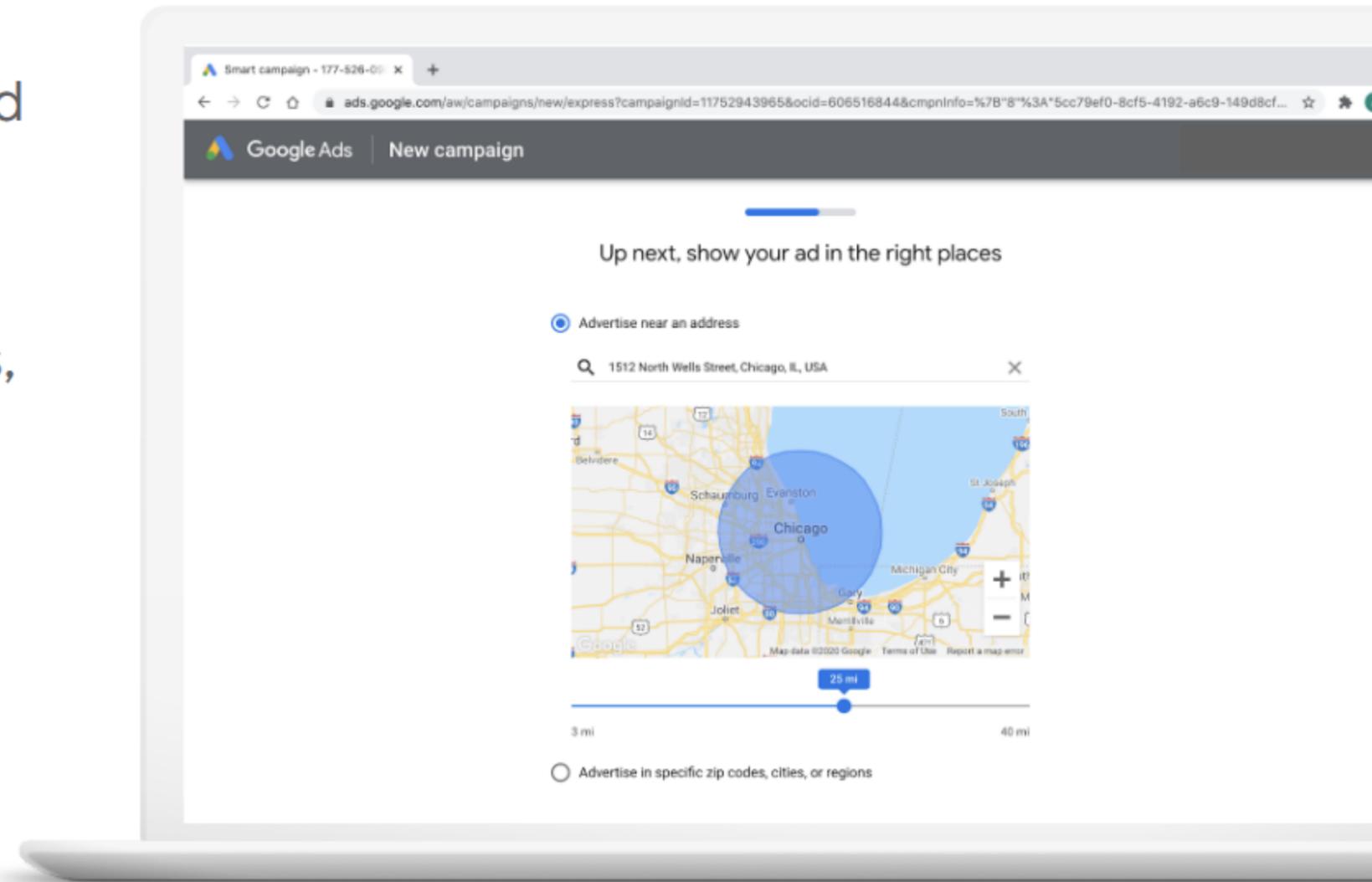
Conversions

When a click on an ad results in a desirable outcome

Understanding Google Ads

STEP 6: SELECT LOCATION

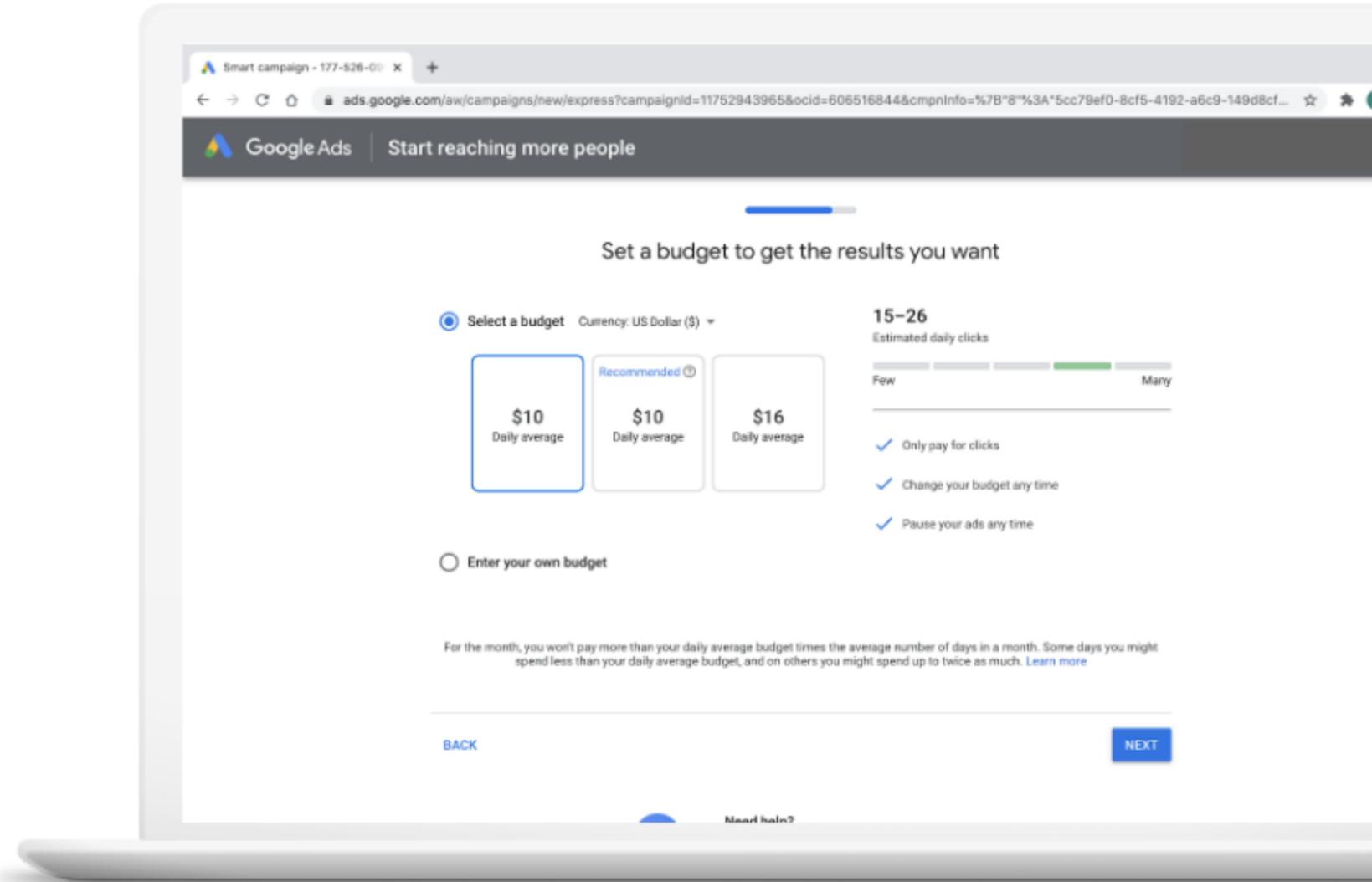
- Decide where your ad can be displayed.
- Options include zip codes, cities, regions, or near an address.



Understanding Google Ads

STEP 7: SET A BUDGET

- Select a budget recommendation or enter your own.
- See an estimate of daily clicks.
- Change or pause at any time.



Understanding Google Ads

TEXT ADS: TIPS FOR WRITING GREAT ADS

A great ad:

- Is relevant to the searcher's query: **spices** vs. **buy specialty spices**
- Includes keywords in ad text
- Inspires action: **Call now! - Order today!**

Quick Tip:

For more help writing effective ads, visit:

g.co/textadtips



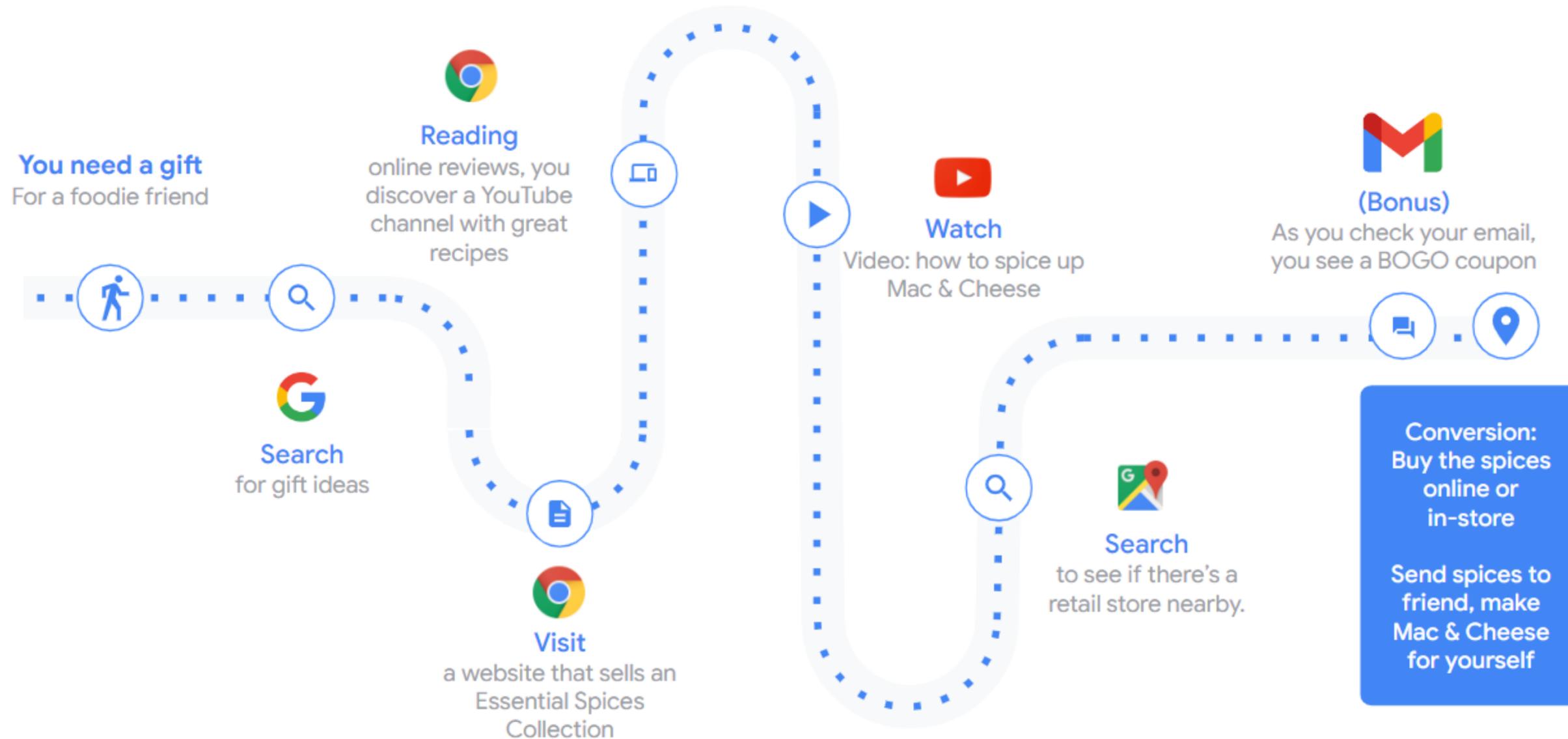
Understanding Google Ads

KEYWORDS: MATCH TYPES FOR SEARCH CAMPAIGNS

spice	Broad	Ads may show on searches that include misspellings, synonyms, related searches, and other variations.
“spice”	Phrase	Ads may show on searches that match this phrase or close variations.
[spice]	Exact	Ads may show on this exact term or close variations.
-girls	Negative	Prevents your ads from showing on searches that include this term.

Understanding Google Ads

REACHING CUSTOMERS BEYOND GOOGLE SEARCH



The Power of Social Media

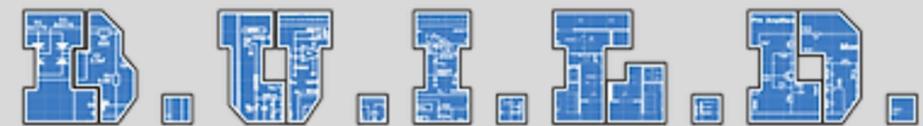


The Power of Social Media

Be
Consistent



VALOR MARKETING



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT

The Power of Social Media

Why Should You Use Social Media?

It is the fabric of modern business and a critical communication tool for businesses.



SOCIAL MEDIA MARKETING GOAL:

To connect with your customers and online community.



SOCIAL MEDIA PLATFORMS:

Facebook, Twitter, Instagram, Google+, & LinkedIn



SOCIAL MEDIA POST:

A brief block of text to communicate your message and a relevant graphic to accompany that message.

The Power of Social Media

How Does it All Work?

We post messages supplied by you across your various social media platforms on a regular basis. These posts consist of:

- ▶ **CONTENT (TEXT):** The body of your post should align with the voice of your business & brand. This content may be an advertisement, a special, a tip or industry secret, an employee profile, or anything you feel may help you connect with your social media followers and lead to new or returning customers.
- ▶ **GRAPHIC (PHOTO/PICTURE/AD):** A visual element that pairs with your text. This could be a photo (even from your cell phone,) existing marketing materials, or any picture you own for advertising use.

HOW DOES IT ALL WORK TOGETHER?



Grow with Google



Galan Ruelos
206-369-1983

gr@valormarketing.net

Thank You

#GrowWithGoogle



 **VALOR MARKETING**



BROTHERS ◉ UNITED ◉ IN ◉ LEADERSHIP ◉ DEVELOPMENT