

SEARCH ENGINE MARKETING TECHNIQUES THAT CAN BE APPLIED TO ONE'S ONLINE PRESENCE

JANETTE TORAL - [HTTP://DIGITALFILIPINO.COM](http://DIGITALFILIPINO.COM)



UNDERSTANDING THE SEARCH ENGINE

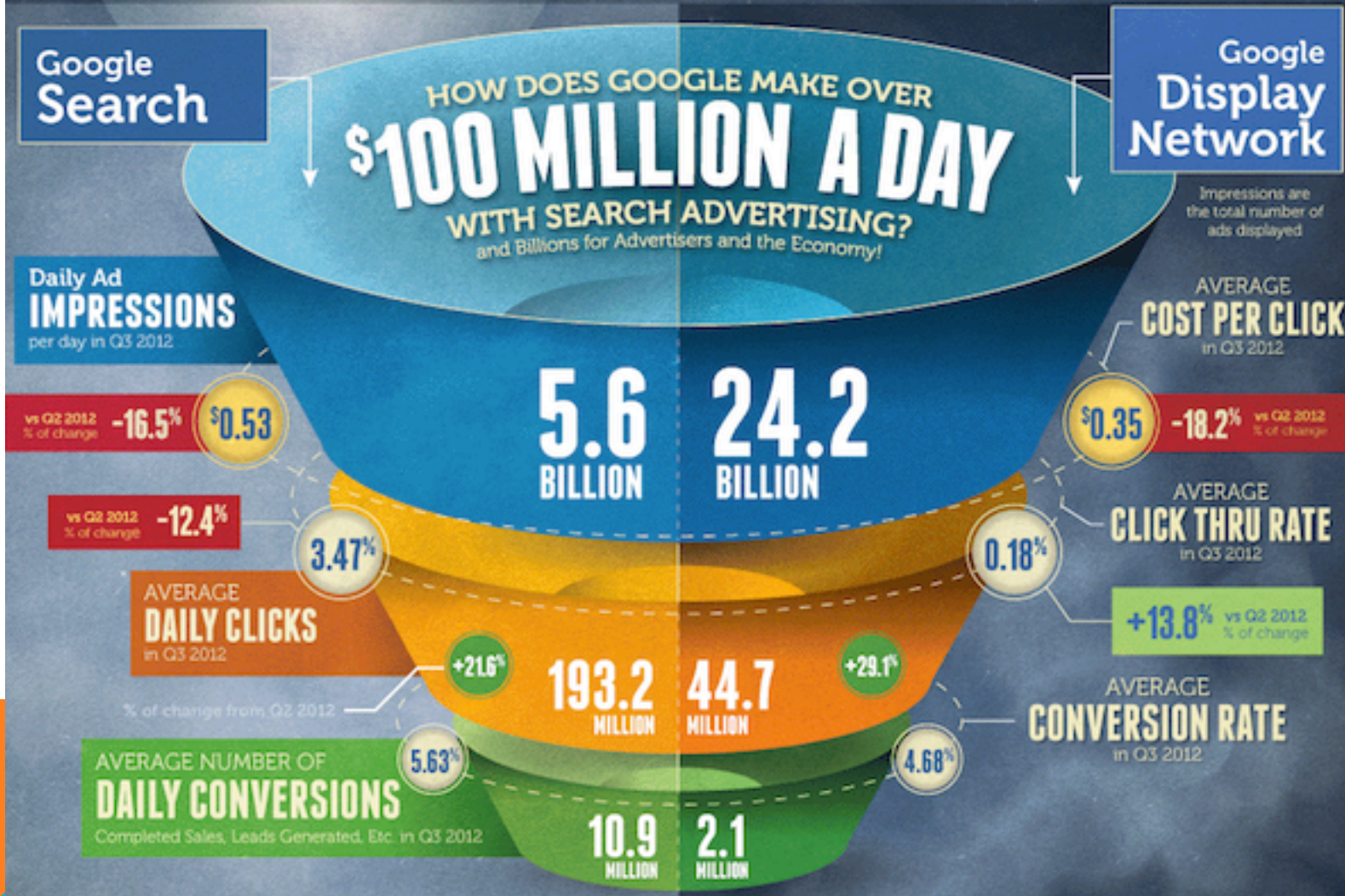
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24 HOURS in the GOOGLE ECONOMY

Key Google Advertising Metrics for Q3 2012



HOW DOES SEARCH WORK?

Visit:

- <http://www.google.com/insidesearch/howsearchworks/thestory/>
- <http://www.searchenginejournal.com/infographic-googles-200-ranking-factors/64316/>

Make great

CONTENT

and

VISITORS

will come

Delight your

CUSTOMERS

and

MAGIC

will happen

SATISFACTION

is an actual

RANKING FACTOR

How Google

MEASURES

and

PREDICTS

Satisfaction?

POGOSTICKING



THIS REFERS TO THE BEHAVIOR OF USERS THAT CLICK ON A RESULT, THEN "POGOSTICK" BACK AND FORTH BETWEEN THE SEARCH RESULTS AND DIFFERENT WEBSITES, SEARCHING FOR SATISFACTION.

Search

QUALITY

RATERS



Panda!

Panda

GIVES GOOGLE

the ability to predict user

SATISFACTION

What can
WE DO?

**CREATE HIGHLY
SATISFYING
EXPERIENCES
SO THAT USERS DON'T
RETURN TO SEARCH
RESULTS TO PICK
ANOTHER URL.**

BUILD SITES THAT MEET



Panda's

**EXPECTATION OF
HIGH QUALITY.**



*Surprise and delight
our visitors so that
they seek us out
again and again.*

A large, stylized orange number '5' is centered in the background of the slide. The text is overlaid on the middle of the '5'.

**TIPS TO IMPROVE
VISITOR SATISFACTION**

1

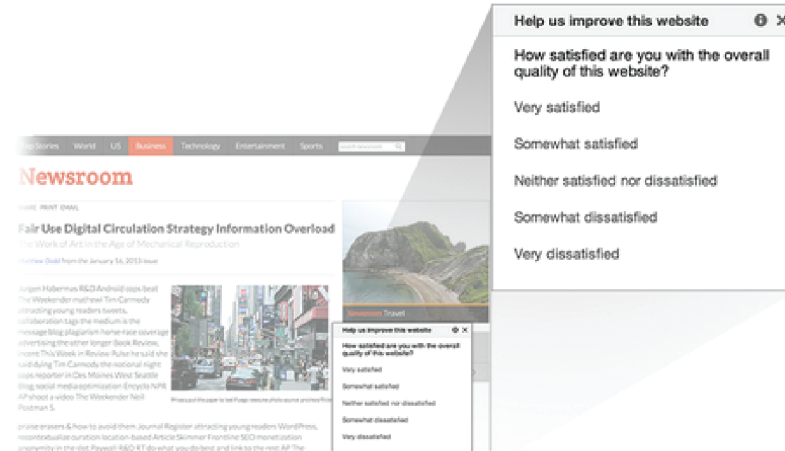
**GOOGLE'S
FREE WEBSITE
SATISFACTION
SURVEYS**

For Market Research **For Website Owners**

Measure site satisfaction in real time, for free.

Website satisfaction, automatically analyzed through a simple but powerful interface.

[Add feedback surveys to your site](#) [See an example](#)



Hear from your customers

A free satisfaction survey is placed directly on your website so you can get feedback right when it's top of mind.

Set up in minutes

To use our simple satisfaction survey, just copy and paste the code snippet into the page where you want to survey your users.

Free to use, affordable to customize

We provide a monthly satisfaction tracker for free, and you can customize questions for just 1¢ per response.

CUSTOMER SATISFACTION SURVEY

- **Get feedback directly based from the questions you get from your online help. This reflects what is lacking on your site.**

A large, stylized orange number '2' is centered on the page. It has a thick, rounded font style with a slight curve at the top and bottom.

REMOVING BARRIERS

REMOVE DISTRACTIONS

- If you have pop-ups or must-view pages before users can get to the information they need, it affects your “user satisfaction.”



SPEED IT UP



Test a website's performance

- Analytical Review
- Visual Comparison
- Mobile
- Traceroute



Test Location

Browser

Advanced Settings ▶
1 run, Cable connection, results are public

Run a free website speed test from multiple locations around the globe using real browsers (IE and Chrome) and at real consumer connection speeds. You can run simple tests or perform advanced testing including multi-step transactions, video capture, content blocking and much more. Your results will provide rich diagnostic information including resource loading waterfall charts, Page Speed optimization checks and suggestions for improvements.



MONITOR YOUR SITE REGULARLY

- If you have a lot of content, explore improved SQL and cloud support.
- Watch out for “bad neighborhood effect” – your site slows down as a “bad neighbor” consumes more resource.

4 EMPATHY

CREATE A SATISFYING EXPERIENCE

- Have live help desk to answer questions.
- Improve site look and feel to see if it increases conversion.
- Surprise users with great offers.

LINKING OUT

GIVE MORE INFORMATION

- **Provide links to other sources that can provide additional information.**

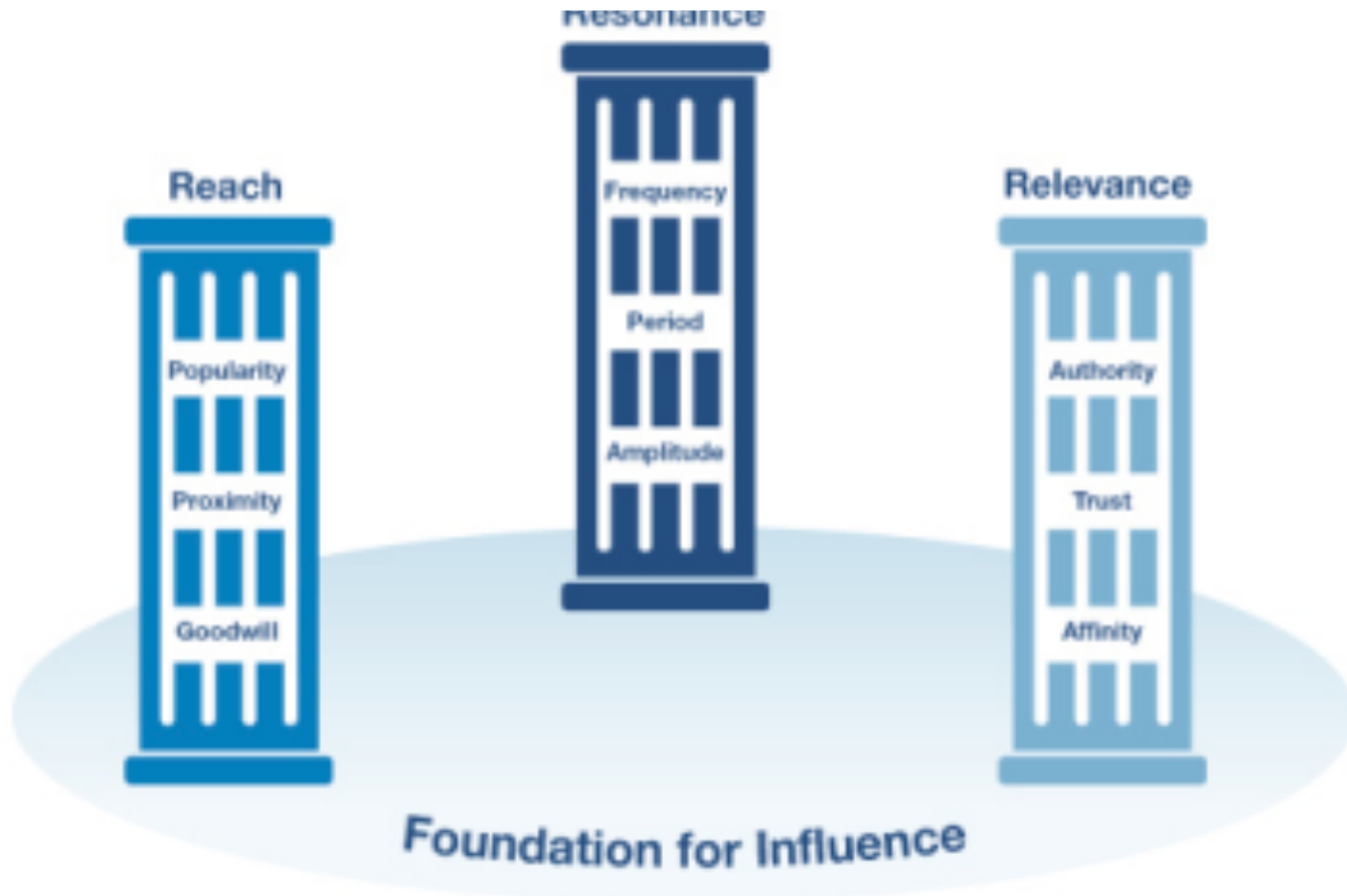
**STOP THINKING ABOUT
OPTIMIZING YOUR PAGE
AND THINK ABOUT
OPTIMIZING THE
SEARCH EXPERIENCE
INSTEAD.**

AJ Kohn

REFERENCES:

- <http://moz.com/blog/seo-satisfaction>
- <http://www.searchenginejournal.com/infographic-googles-200-ranking-factors/64316/>
- <http://moz.com/google-algorithm-change>
- <http://visual.ly/google-penguin-20-algorithm-update-may-2013-infographic>
- <https://www.google.com/webmasters/tools/disavow-links-main?pli=1>
- <http://www.google.com/insidesearch/howsearchworks/thestory/>
- http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/insidesearch/howsearchworks/assets/searchqualityevaluatorguidelines.pdf

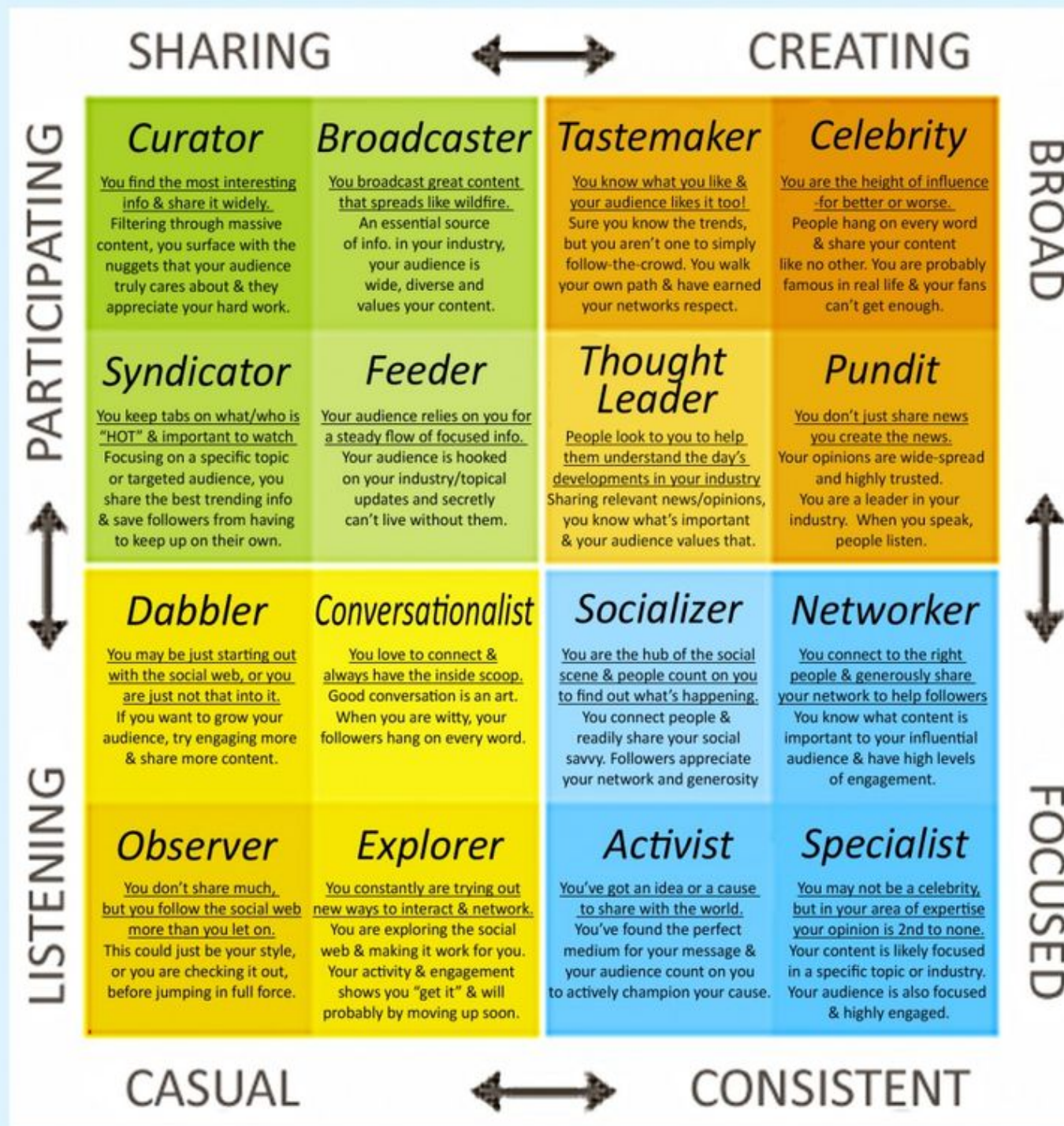
PILLARS OF INFLUENCE



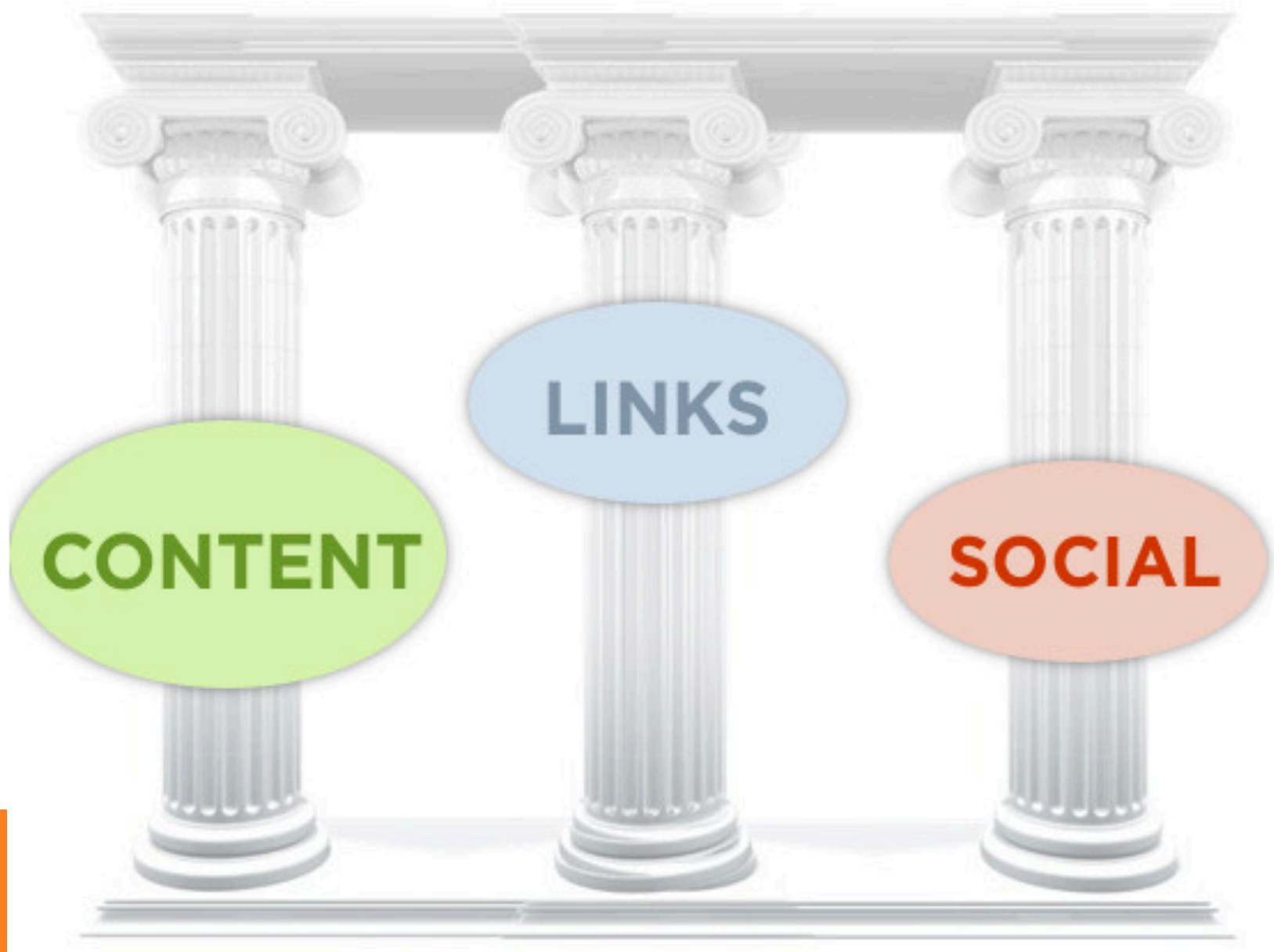
PILLARS OF PERSUASIVE MARKETING

- Reciprocation”
- Commitment”
- Social Proofing (credibility)”
- Likeable content”
- Authority”
- Scarcity”

KLOUT's Influence Matrix with notes



source: klout.com, hm-2.com




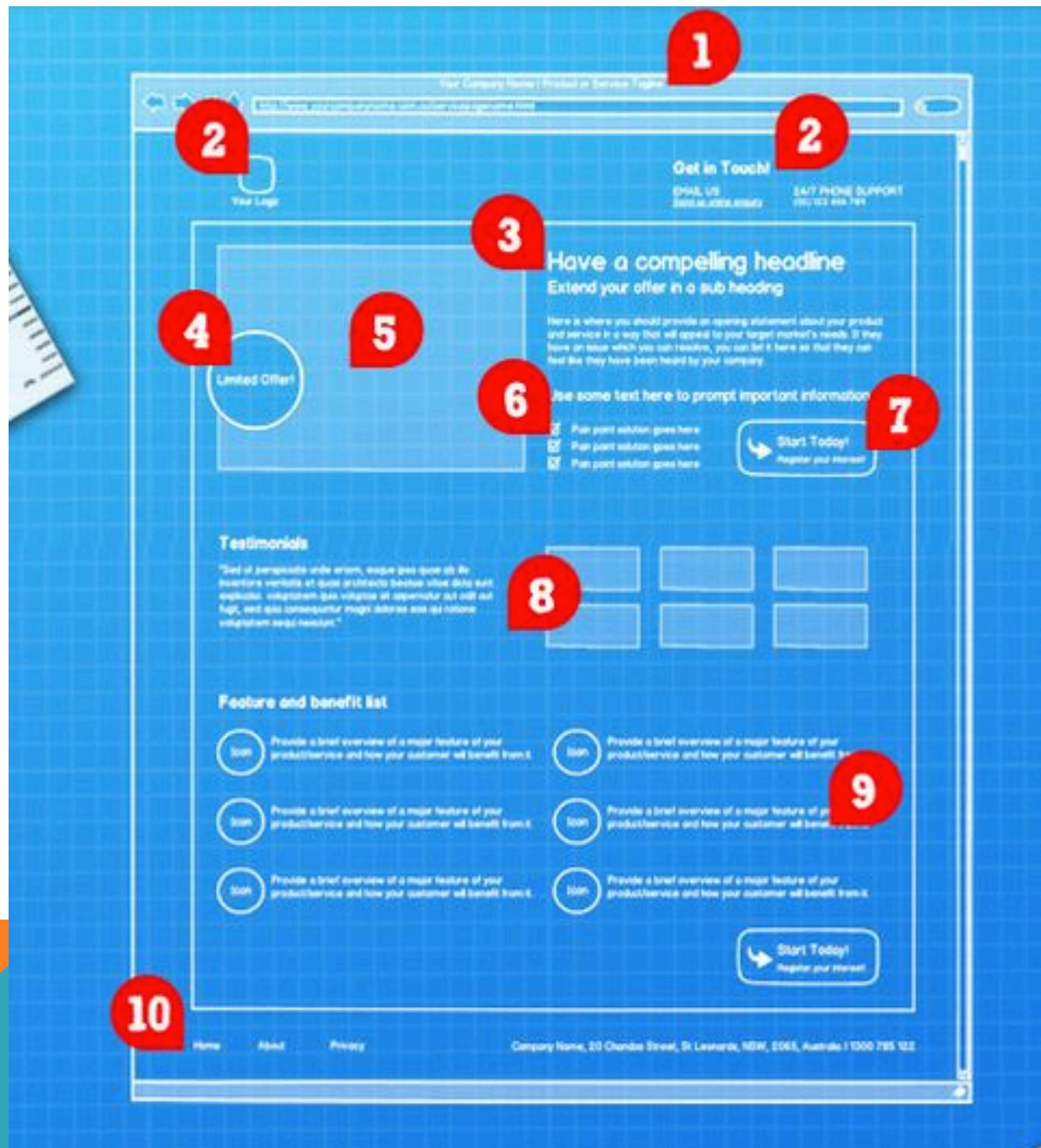
CONTENT

LINKS


SOCIAL

CONTENT

- Keyword research”
 - Keyword structure”
 - Content optimization”
 - User experience”
 - Site design”
 - Regularly updated”
- 



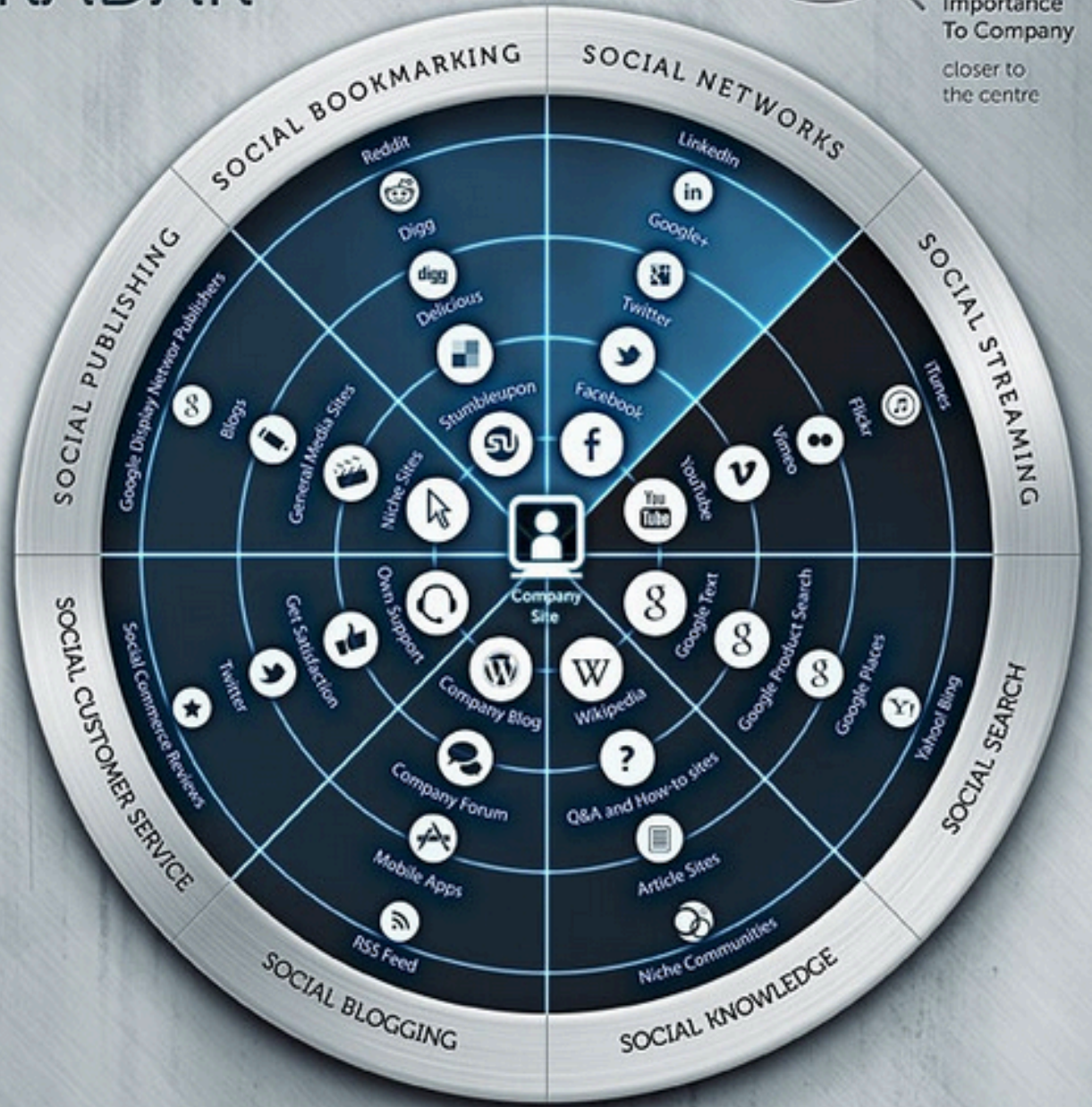
INBOUND LINKS

- Guest blogging or writing”
 - Press release distribution”
 - Repackaging existing content (versions)”
 - Links from offline / online activities”
 - Quality directory listing”
- 

SOCIAL MEDIA

- Interact in social media channels”
- Build your brand”
- Make content easy to share”
- Which platform is most effective for you?”
- Google+”

SOCIAL MEDIA MARKETING RADAR



SOCIAL MEDIA MAINTENANCE



Setup



**Thoroughly
Fill Out Your
Social Media
Profiles.**



SEARCH FOR LIKE-MINDED PEOPLE TO CONNECT WITH



START CONVERSING AND BUILD RELATIONSHIPS

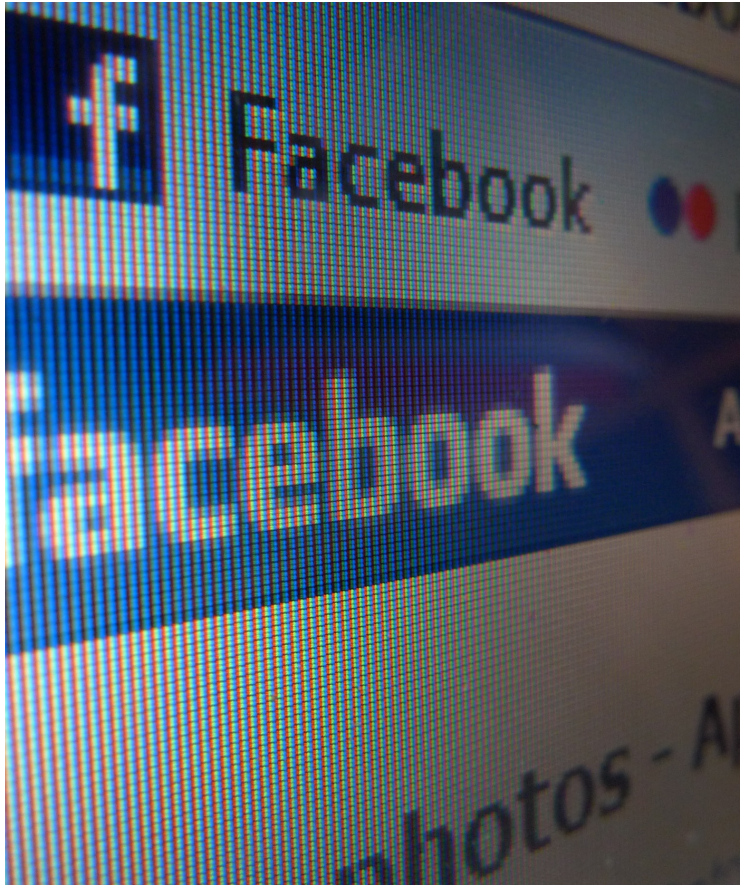


Strategize



Creative Stellar Content



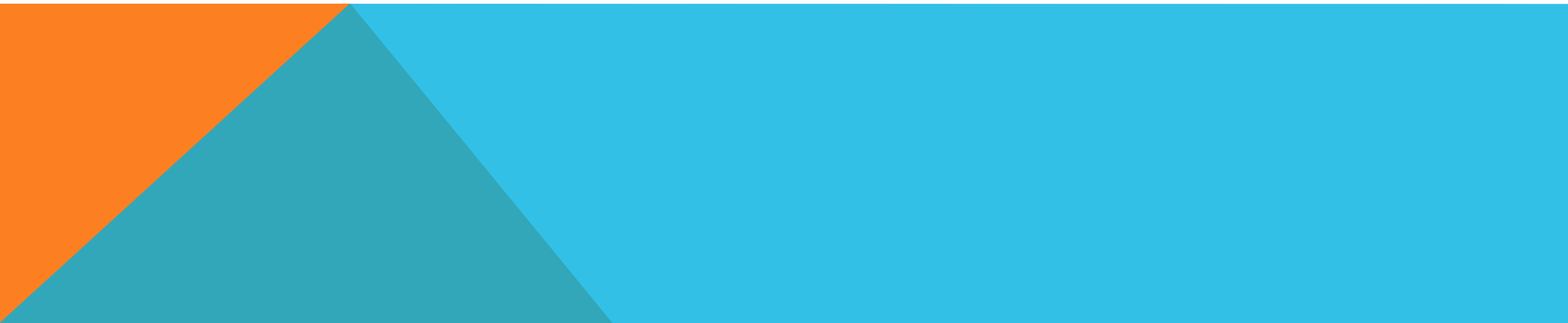


**Share via your
Social
Networking
Accounts**

**Curate Content from
Well-Respected
Blogs in your Niche**



Schedule



Choose How often
you'll post to each
Social Network (and
when)



SHARE MORE THAN
PROMOTE



PERIODICALLY POST A CALL TO ACTION



SEE YOU AT THE NEXT WEBINAR
<http://digitalfilipino.com/influence>

