



INCREASING OVERALL VISIBILITY TRAINING MODULE



SHIRE MARKETING SPECIALISTS
IN PARTNERSHIP WITH

UNCOVER THE COTSWOLDS

WHAT IS ONLINE VISIBILITY?

Overall presence in the general consumer environment.

Its a well represented brand across all popular online channels.

Online channels include: search engines, local websites, social media sites and directories.



THE BENEFITS OF INCREASING YOUR ONLINE VISIBILITY

Having strong online visibility:

Allows people to find your website on their own

Increases your chances of converting potential customers.

Strengthens your brand's reputation

Helps to set you apart from your competitors

STRATEGIES FOR INCREASING ONLINE VISIBILITY

- Create valuable content
- Use of keywords
- Your buyer's journey
- Analyse the level of competition
- Keyword content formats
- Keyword mapping
- Acquire quality backlinks
- Website load speed
- Having a mobile friendly website
- PPC and retargeting
- Social media
- Online PR
- Listing within local directories
- Website audit



CREATE VALUABLE CONTENT

Content is king

Content marketing requires a steady investment from a business.

The key thing to remember here is that content marketing efforts shouldn't be centred around pushing your personal agenda.

The focus must always be on creating valuable content for your audience.



KEYWORDS

Keywords are the words and phrases that people type into search engines.

Start with Keyword Research

Then use keyword research tools to expand on those ideas and find even more keywords.

You need to have good knowledge of your industry

You need to understand how keyword research tools work and how to get the most out of them.

Think About Search Intent

The more specific your content is to various search intents, the more users you can reach, and at different stages of the funnel.



YOUR BUYER'S JOURNEY

The path your prospective customer takes
from awareness to purchase

Step 1: Awareness

The first step is always
awareness

Step 2: Consideration

The next stage is
perhaps the most
critical

Step 3: Decision

The moment of truth



CRITICAL MOMENT

Compel your buyer through:

Fear - "I must buy right now to lock in this fantastic, low price!"

Trust - "This company has a solid reputation and provides a satisfaction guarantee."

Belonging - "I respect / admire the people in these testimonials."

Buyers will always justify their buying decision. Your goal in this stage of the journey is to reduce the buyer's resistance to purchase.



ANALYSE THE LEVEL OF COMPETITION



Performing competitor analysis will:

Identify gaps in the market

Develop new products and services

Uncover market trends

Market and sell more effectively

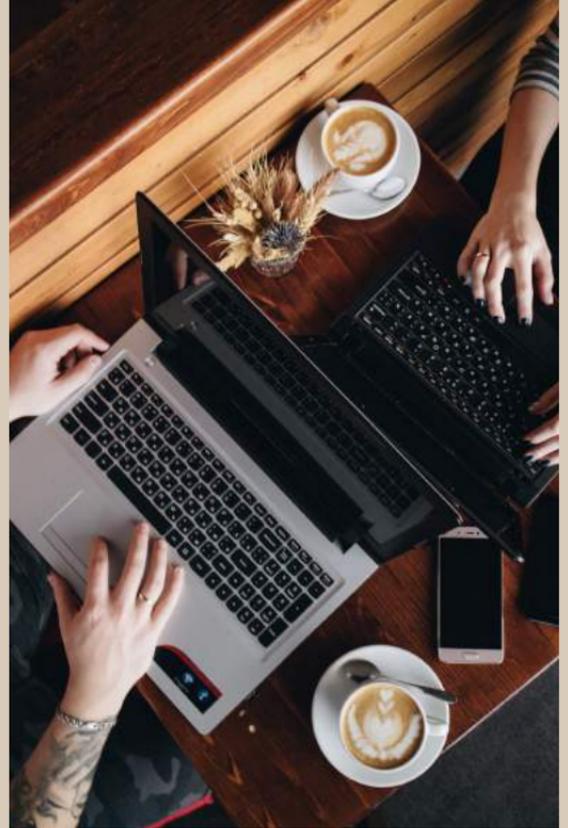
These will lead your brand down the path of achievement.

Correct Content Format for Your Keywords

Vary your content

Blog Posts
Long Form Articles
Original Research
Video
Infographics
Images
Case Studies
White Papers/Reports
Ebooks
Presentations
Webinars
Quizzes and Polls
Podcasts
Checklists
Email Newsletters.

**Hand pick those that work best for
you and your target audience**



KEYWORD MAPPING

Keywords are the core of SEO

Keyword Research

Know what keywords you're going to be mapping to your website
Keyword research is essential to this process

The purpose is to map keywords for two reasons:

To map keywords to your current content
Highlight where there are holes in your content

Once you have a solid list of keywords start mapping them to your most appropriate webpages

Current Relevancy Check

Assigning your list of keywords to the pages that you want to rank them for.

Make a list of all the pages of your website, and the position of each page

Decide which pages are the most relevant

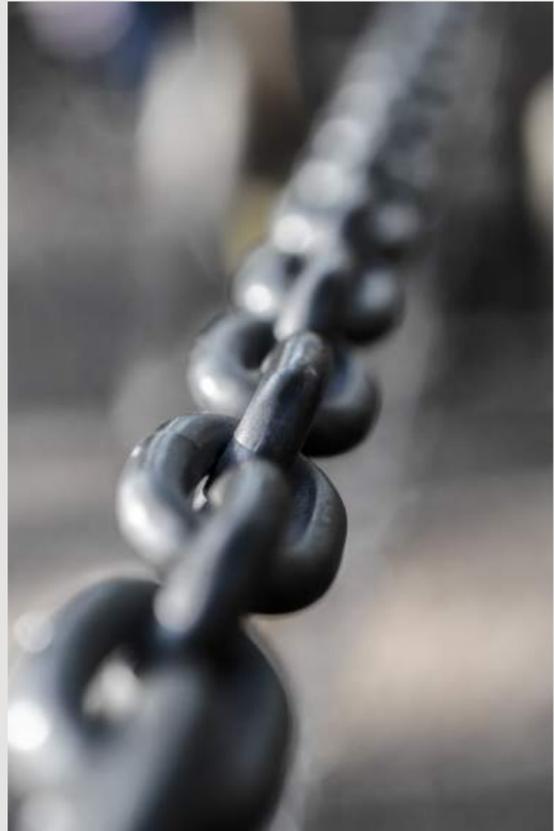


QUALITY BACKLINKS

Backlinks are one of the most important ranking factors

GOOGLE LOVES
BACKLINKS

Techniques include; Guest blogging, Niche directory listings, Internal backlinks, Q&A websites, Content promotion, and writing testimonials.



WEBSITE LOAD SPEED AND MOBILE VIEW

If a user is waiting more than a few seconds for your site to load they are likely to leave

This can be fixed by yourself (see extra support in your digital download)

57% of all web traffic is done on mobile devices.



PPC AND RETARGETING

PPC remarketing re-engages potential customers who have already demonstrated an interest in your brand

It reminds these customers of your brand

Powerful marketing technique

Stay connected with your audience, even after they leave your site.



SOCIAL MEDIA

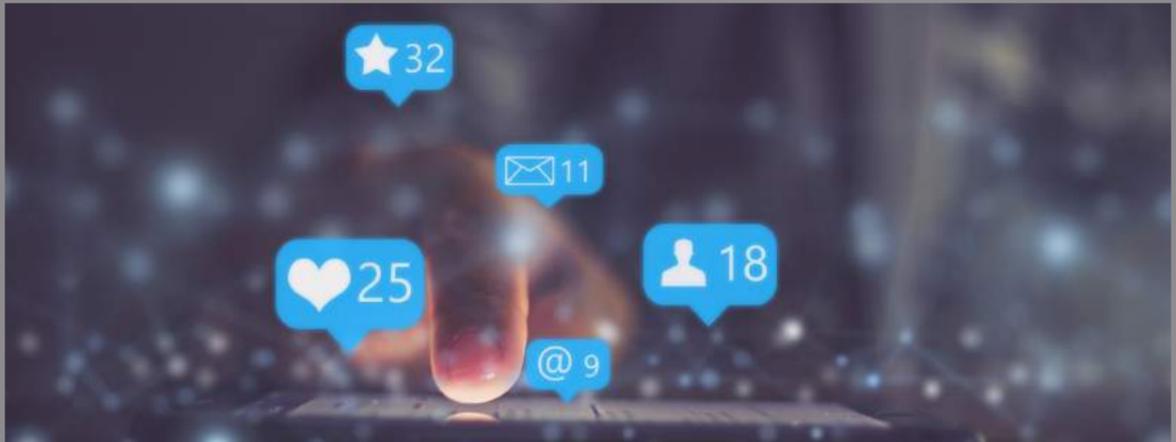
Drives traffic to your site

Increases conversion rates

You must invest a lot of time, effort and money.

The initial stages are the hardest

Will escalate valuable publicity tool for your business.



ONLINE PR

Also known as digital PR

Link-building tactic

Improves SEO and overall search rankings

Returns massive results, especially when it's paired with a strong SEO game plan

Publishing articles online

Networking with journalists

Publishing press releases

Blogger outreach

Influencer marketing

Affiliate programmes

Offline press/blogger events

Sharing and syndicating infographics



LISTING WITHIN ONLINE DIRECTORIES

Easier for people to find
your business online

Builds your website's
domain authority

Brings in new leads

A marketing strategy well
worth investing



WEBSITE AUDIT

How Usable is Your Website?

Is your website mobile-friendly?

Does your website function on all the major browsers?

Is your web design and development visually-appealing and professional?

Do you have a call to action on every page?

Is your contact information on every page?

Is it easy to contact you or buy from you?

Does your website load quickly?





More training modules are available from Cotswold Tourism

**For any further specialist support
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