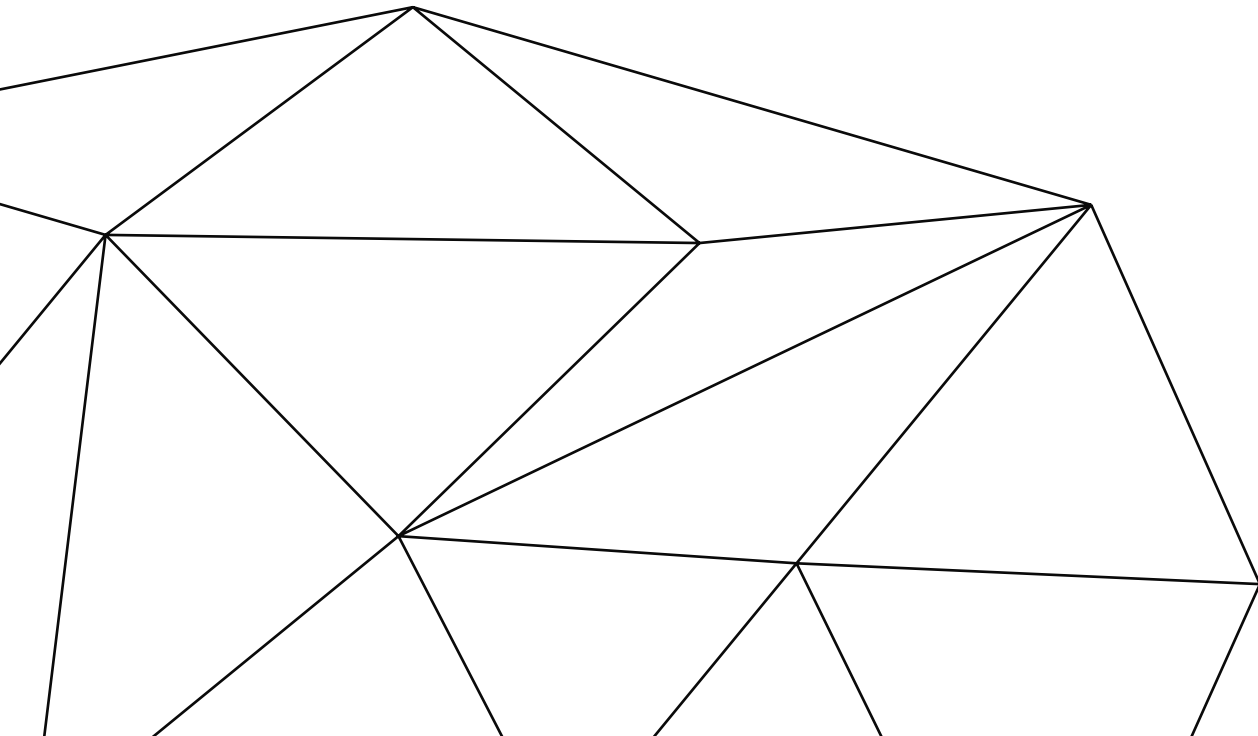


**Everything you need to know  
about digital marketing for  
your independent business.**



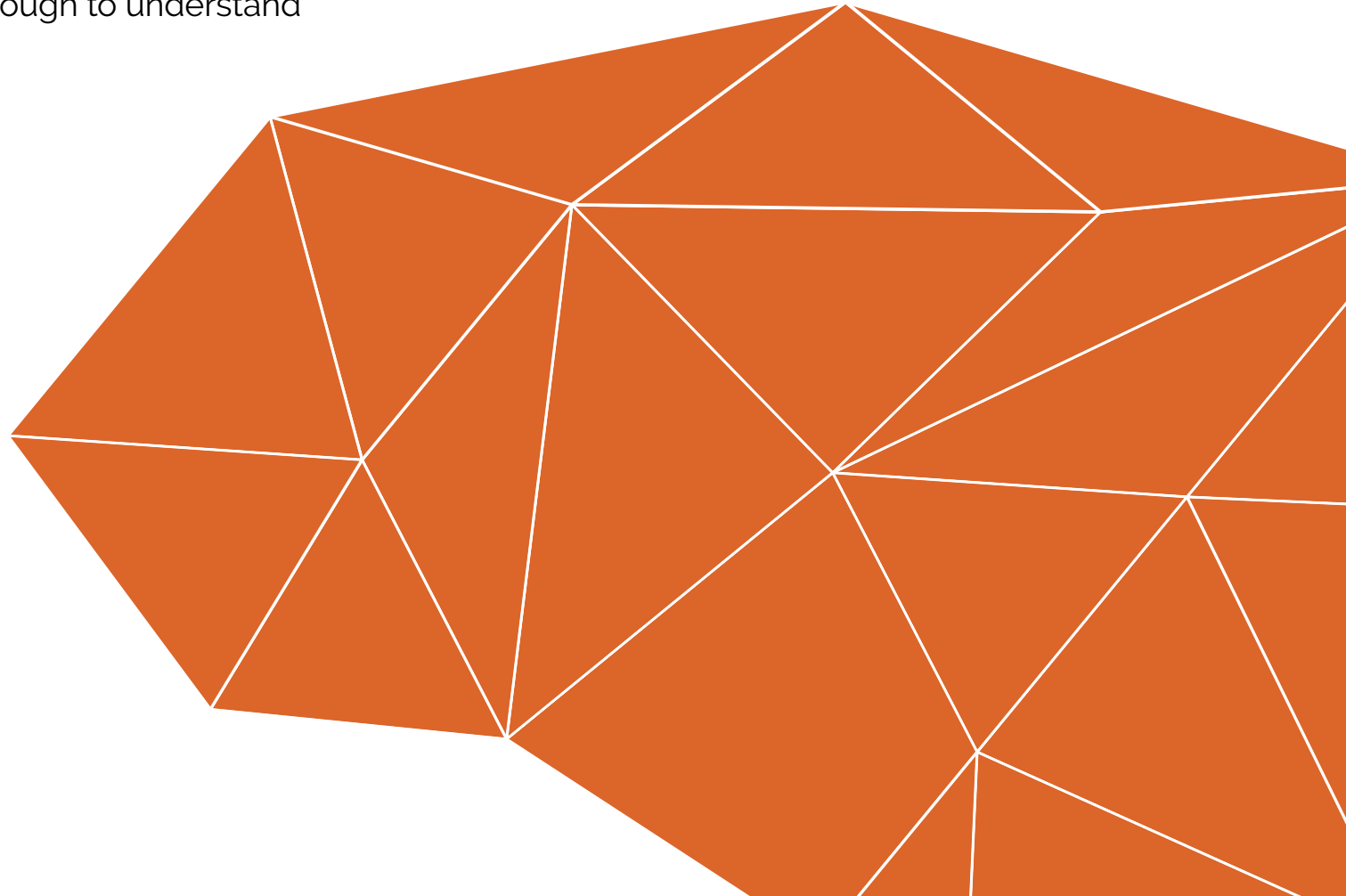
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# 1. Marketing Terms You Need To Know As An Independent Business

Before we jump into how to market your small business on digital platforms, we're going to make sure you know what all of the technical jargon we use actually means.

This isn't an exhaustive list of every marketing term you will ever hear but it should give you enough to understand the rest of this guide.



## **Analytics**

In brief terms, analytics is the analysis of data or statistics provided by software. They can be used to inform marketing campaigns and shed light on customer behaviour, to help identify if there are any areas which need improvement.

## **Buyer Persona**

A buyer persona is essentially a profile of the characteristics, demographics and needs of your ideal customer. When possible, you should use data gathered from your marketing and sales activity to help create an accurate buyer persona. If you don't know where to start, try HubSpot's Buyer Persona tool.

## **Call-to-Action (CTA)**

An image, a line of text or a combination of both – which is aimed at encouraging a specific engagement from your target audience – is defined as a “call-to-action” or CTA for short.

Examples of call-to-actions include: asking your audience to sign up to your mailing list; encouraging them to make a purchase with a “Buy Now” button, or encouraging them to get in touch with you if they have any questions.

## **Click-Through Rate (CTR)**

Click-Through Rate (or CTR) refers to the percentage of users who clicked on a link after seeing it. You can measure the click-through rate of your adverts, search results or links on your website.

This metric helps you to understand how effective the call-to-action is, so you can adjust your content to get better results. Generally, you'll want the click-through rate to be as high as possible. However, you need to bear in mind that it will often decrease when these links are shown to consumers with broader interests, but will also increase when they are shown to fewer people with a more specific interest in your content.

We recommend analysing your click-through rate alongside your clicks to get a better understanding of your performance.

## **Crawlers**

Sometimes referred to as “Spiders”, a web crawler is a programme or internet bot that visits websites – and reads their content – in order to create entries for a search engine index.

## **Domain Authority**

Domain Authority (DA), is a metric originally developed by MOZ to help you understand one of the factors influencing your position in search engines. Websites acquire authority based on how many other websites link to them. Domain authority is measured on a scale of 1-100 and the aim is to score as high as possible (relative to your competitors).

While domain authority isn't an official metric used by Google's ranking algorithm; Google does determine rankings based on the quality and quantity of links to your website. For this reason, it is generally a good idea to consider DA when analysing the performance of your website.

## **Direct Marketing**

In basic terms, direct marketing is the act of presenting information about your business without the use of an advertising middleman. Direct marketing techniques include: email, texting or private messaging on social media.

Direct marketing is a useful tool for engaging with your target audience on a personal level, and for offering solutions that solve any problems they are currently experiencing.

## **Indirect Marketing**

Opposite to direct marketing, indirect marketing is the act of presenting information about your business, without having any direct communication with a customer. Indirect marketing techniques include: creating blog posts; getting mentioned by another company or influencer, and having a presence in search engine results.

A large benefit of indirect marketing – especially in today's marketing world – is that it feels more genuine and less 'spammy' for users; enabling you to subtly build awareness and loyalty over time.

## Impressions

Impressions measure how many people have been exposed to your brand online, regardless of whether they've clicked on your content to find out more. You can measure the impressions you get on search results, paid ads, and from any content you publish onto social media platforms.

Impressions are a good place to start your performance analysis, as a higher or lower number of impressions will inform you of how often your chosen platform is showing your content to users, and if any changes are required.

For instance, if you notice that clicks to your website have decreased, but your impressions in Google search results have risen or stayed the same; then you know that you need to make your content and titles more appealing to audiences. However, if your clicks and impressions appear to have fallen, then you know that you need to improve your reach in search engines through Search Engine Optimisation.

## Keywords

Keywords are terms or phrases that relate to your business and what you offer customers. They should be consistently used in all marketing activity, e.g. on website pages, social media and in emails.

Your digital marketing plan should include a keyword strategy that is based on relevant keywords that your target audience have used in search engines that can help your content to appear higher in search results.

## Marketing Funnel

Often used to describe a customer's journey with you; a marketing funnel essentially shows the route your customer takes from first learning about your business, to turning into a conversion, to then reaching the purchasing stage.



## Organic Traffic

Organic traffic refers to readers that find your online content without the aid of paid advertising. Some platforms will include audiences who have discovered your business through links on social media and other websites in their definition of 'organic traffic'; while other platforms choose to refer to organic traffic as 'users who found your business through search engine results'.

## PPC

PPC stands for "Pay-Per-Click" and refers to a form of online advertising where you pay every time someone clicks on an ad for your business. However, over time PPC has evolved and is now used to describe all forms of online advertising – even if they pay for something other than a click (e.g. an ad impression or a final conversion). When we talk about PPC we'll mainly be referring to advertising managed through the Google Ads platform.



**The better your website ranks on Google; the more likely your target audience will find you.**

## SEO

Short for "Search Engine Optimisation", SEO involves optimising your website to make it more search engine friendly or rank better on Google. Tweaking website code and adjusting website copy can have a positive effect on your ranking.

The better your website ranks on Google; the more likely your target audience will find you.

For more digital marketing terms, visit:

[logicdigital.co.uk/marketing-terms-you-need-to-know/](https://logicdigital.co.uk/marketing-terms-you-need-to-know/)

## 2. Understanding Your Audience

All of the activities in this guide will be pointless if you don't fully understand the audience you're trying to reach and exactly what value you have to them.

Develop a buyer persona and take the time to understand what's important to your customers, what their challenges are and why they'd be inclined to choose you over a competitor.

Understanding your audience demographics, behaviours and interests, i.e. creating buying personas, will help you target potential customers more effectively with messaging that aligns with their own beliefs and motivations. It's also important to segment your audiences based on different persona types – you should produce marketing materials that appeal to each audience's struggles.

Once you know why a user will choose to engage with you or buy your product (and more importantly – why they won't) you can develop a marketing plan that will actually resonate with your audience and increase engagement and conversions.

You can use our worksheet on the next page to help you map out what's important to your customers.





Title:

Date:

Version:

### Business Requirement

What does the business need?

1

### Business Challenges

What challenges do you target audiences face?

2

### Customer / Clients

What types of targets should you focus on?

3

### Benefits

What are the goals or outcomes that you are expecting for the users?

4

### Hypotheses

Combine the assumptions from 2,3,4 & 5 in to the following statement:  
"We believe that [business outcome] will be ..."

6

### Services / Content / Case Study Ideas

What changes or additions need to take place to create the right impression, environment support?

5

### What's the order of Importance

Prioritise the Hypotheses and record barriers to this happening.

7

### Measurement

How are you going to measure the outcomes?

8

### Business Outcome

What changes to the current results are expected?

1

Adapted from Jeff Patton's Opportunity canvas. Download at <http://jpattonassociates.com/opportunity-canvas/>

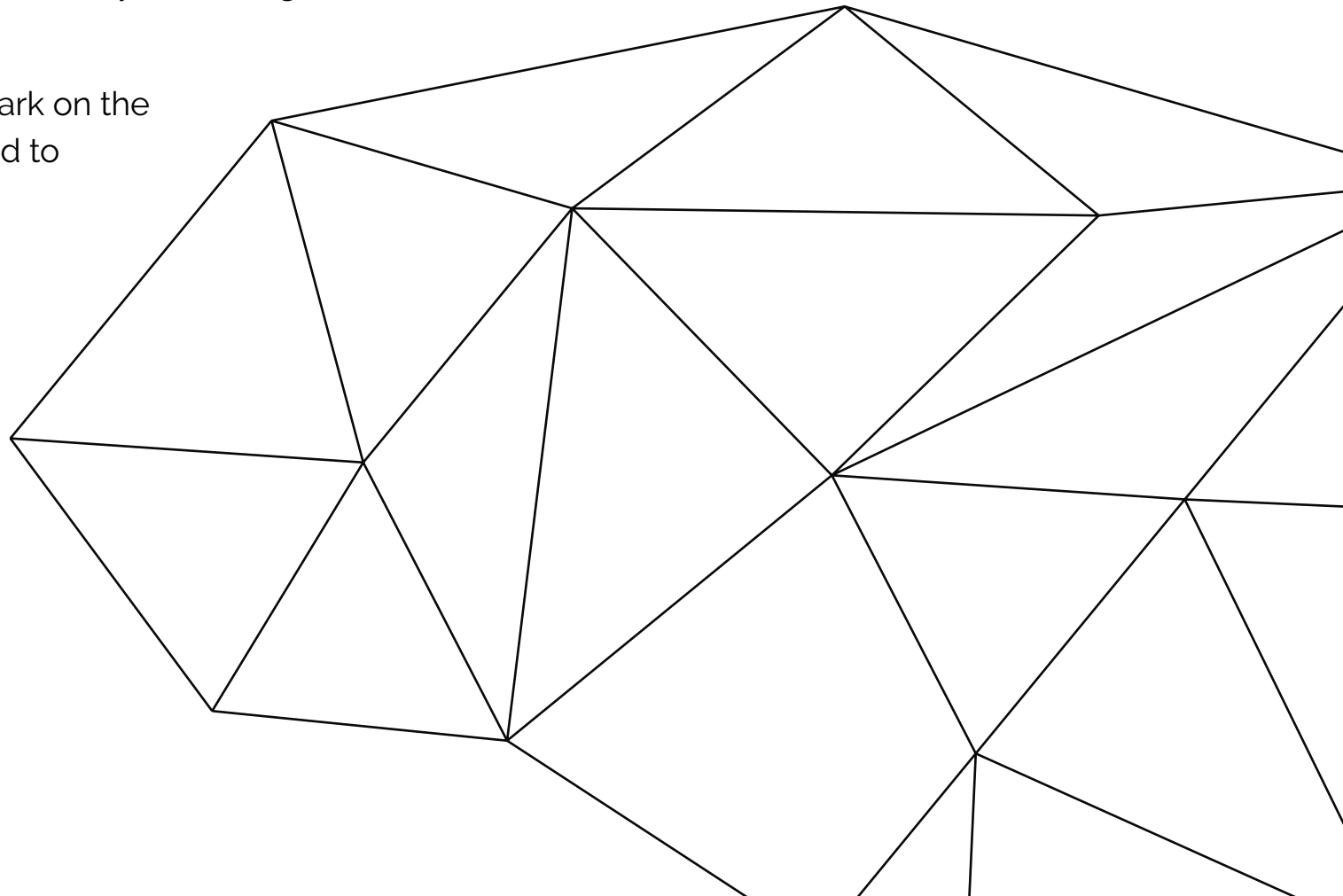
Download at:

<https://logicdigital.co.uk/wp-content/uploads/Logic-Digital-Marketing-Strategy-Worksheet.pdf>

### 3. Designing your website

Regardless of exactly which marketing activities you're including in your strategy, your small business is likely to need a website. Not only is it a necessity if you want to show up in Google search results (which you do!), it's also a hub to direct traffic from any other channels you're using like social media or paid ads.

To ensure that your website hits the mark on the first try, there are some things you need to keep in mind.



## Design with your target audience in mind

There's a reason we made you cover this first! You need to be clear on who your target audience is before starting the website design as this can inform everything from the colour scheme to the layout of a page e.g. a younger more tech-savvy audience may be looking for busy pages with lots of features where as an older audience could be after something much more simple.

Make sure you've identified key characteristics about your audience such as age, gender or profession as well as what it is your business has to offer them that sets you apart from the competition.

## Be clear on what you want to say

Having your content clearly mapped out makes it easier for your team to design a website that fits your business rather than trying to make your business fit a website design.

Having your content (and your Calls-To-Action) prepared helps your designer structure your pages in a way that naturally works for your user and for SEO.

You'll also find that your website will be more useful to your audience as everything you want to say will be clearly presented rather than surrounded by extra waffle you've created simply to fill the design.

**TIP: Use your content to highlight the benefits for your audience and what they'll get out of your services or products.**

## Have a journey for your users

Having a clear user journey or actions you want them to take will enable your designer to create a site structure that naturally takes users on that route and include functions that help them complete actions more easily.

These will closely align with your business objectives e.g. if your goal is to achieve more newsletter subscribers, the designer can incorporate a sign up form that is integrated into the site pages rather than simply added to your footer.



## Design

To truly get the most suitable website design for your business you should only start to design your website after the previous steps have been completed. Most designers will start with a wireframe or mock-up to ensure what they're planning aligns with your vision.

There will likely be a little back and forth as the design progresses but this can be significantly reduced by properly planning your user journey, identifying your target audience and creating your content before the design starts.

## Imagery

Imagery should be the final thing you focus on – remember that this can be altered at any time so you don't want to slow down the design process by worrying about a placeholder image. By this point you will have finalised your layout for specific pieces of content which will make it much easier for you to source images to fill your site.



**Think about the tone and style of the imagery you use and try to remain consistent across your site.**

Where possible you should create your own images as these will be unique to your brand however you can use stock imagery if you don't have anything of your own that suits. All of your imagery should be high quality and relevant to your brand. Think about the tone and style of the imagery you use and try to remain consistent across your site – are all of your images dark and gritty? Light and humorous? While some contrast can help your content stand out, too little consistency will make your website feel messy and confusing to users.

## 4. Website Speed

Earlier in 2020, [Google announced](#) that it would be placing a higher focus on page speed when it came to ranking websites in search results. While the fastest speed won't get you a top position in the results if your content is sub-par, a slow website can contribute to lower rankings when the content deserves a higher position.

So what should you do to ensure your webpages load as quickly as possible?

- **Reduce image sizes – make sure they are the appropriate size for where they will show up on the site (i.e. does a logo in the footer really need to be 4000px wide?)**
- **Compress image files – using free image compression tools online you can save on the overall size of the file that needs to be loaded on the webpage**
- **Consider the positioning of certain pieces of code – load everything visible first to allow the visitor to actually use the site sooner, tracking codes that have no impact on the visual side of the website can be loaded later**
- **Ensure all website plugins, themes and platforms are up to date – the latest versions often include optimised code and bug fixes that can speed up load times**
- **Consider implementing [Accelerated Mobile Pages](#) – this isn't essential but is designed to load content quickly for users**

## 5. Set Up Your Google My Business

Google My Business gives you the power to control exactly how your business is presented on Google Maps and in Google search results.



**Add additional categories to your listing to help Google understand exactly what your business provides.**



### Select the right categories

Your primary category on Google My Business is super important – Google will use this to place you next to similar businesses. Look at your competitors to see how they identify themselves and choose the same thing.

You can also add additional categories to your listing to help Google understand exactly what your business provides – you should add as many additional categories as are relevant. New ones are added all the time so check every month if there are new ones that you should use. Again, it's worth looking at your competitors additional categories to quickly identify any that might be relevant – you can use a tool like [\*\*GMBSpy\*\*](#) see what these categories are.

## **Use keywords**

Google selects the most appropriate businesses and webpages to answer a user's search query by matching the keywords in the query to the keywords used by the business e.g if someone searches for "locksmith near me", having the word "locksmith" in your business name or somewhere on your website is going to help you rank.

When it comes to Google My Business, having keywords in your name can help you show up – but don't be spammy. E.g. "Smith's Locksmiths & Door Repair" is a great use of keywords in the business name, however "Smith's DIY Supplies – Hammers, Screwdrivers, Paint, Nails & Flooring" is not. Try to stick to what your business is actually called in real life.

Google also looks at keywords in reviews from your customers when ranking your business – when inviting them to review their experience with your business, ask them to mention the specific product or service that they used.

## **Post**

Use Google Posts like a social media platform – share business updates, offers and useful information with potential customers. This also helps your listing to take up a greater amount of space in search results (leaving less space for competitors to appear before a user scrolls down the page)

## **Photos**

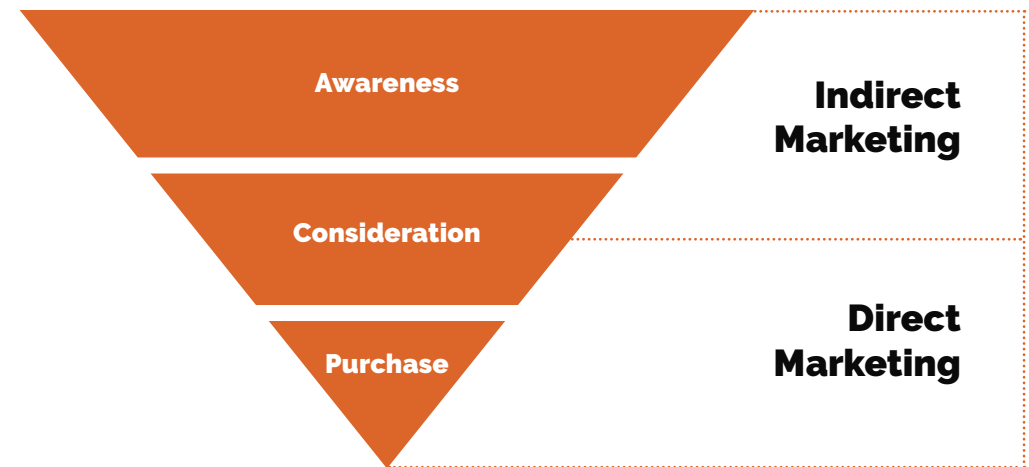
Upload lots of photos including edited ones that include useful information about your tools and services. Avoid using an image of the outside of your building as your cover photo – instead select an image that highlights the best thing about your business such as the high quality design of your products or the impeccable customer service.

## 6. Indirect or direct marketing?

Now that you've got the basics covered, you should decide how much of your digital marketing strategy is going to focus on direct marketing techniques and how much is going to focus on indirect techniques.

To put it simply, indirect marketing is heavily geared towards increasing brand awareness and affinity by building trust with your audience over time. While direct marketing can also be used for this purpose, it is often much harder and much more expensive to convert a user who has no awareness of your brand, services or products.

By utilising indirect marketing tactics early on in the customer journey, you can achieve greater success and lower costs by re-targeting users who have engaged in these areas with direct marketing in the later stages of the journey.



Once you know where your buyer personas are at in their customer journey, you can choose the right marketing activities to move them through it.

Some examples of these activities are:

Indirect Marketing	Direct Marketing
Search Engine Optimisation (SEO)	Google Ads
Blogging	Social Media Ads
Posting on social media	
Customer reviews & referrals	

## 7. Social media

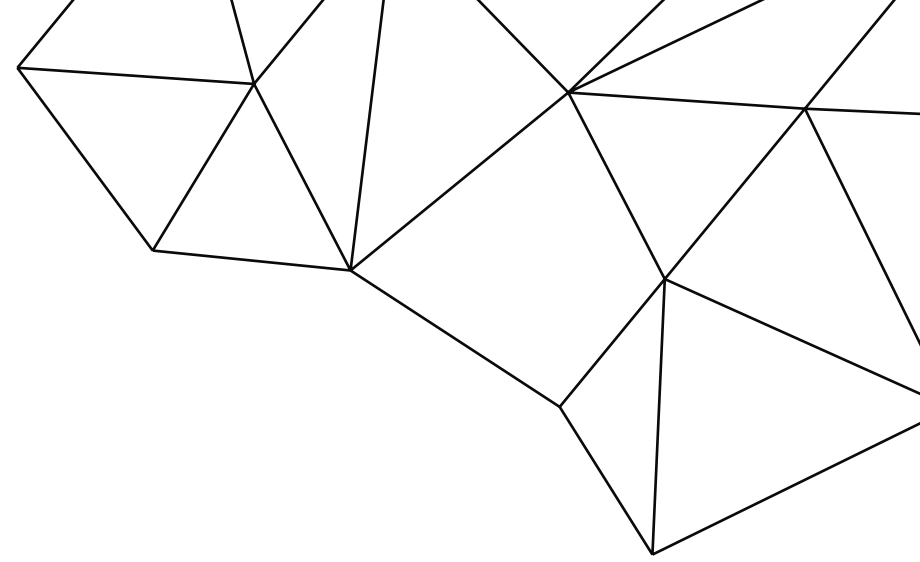
At its core, social media is an opportunity for you to interact with both your existing customers as well as potential new customers. In addition, it is an avenue that allows you to supply your customers with improved customer service, whilst at the same time providing you with an additional means of growing your brand and engaging with — and being seen — by a new audience.

**Focus your efforts on the platform(s) likely to be the most effective for your business.**

To setup and manage a social media page is completely free, which is another reason why so many companies have flocked to networks such as Facebook and Twitter. In one location, you could have access to thousands — if not millions — of potential customers.

Having researched your buyer personas, you should have an idea of which social media platforms they are likely to use based on their age and interests.

This means you can focus your efforts on the platform(s) likely to be the most effective for your business rather than trying to cover them all.

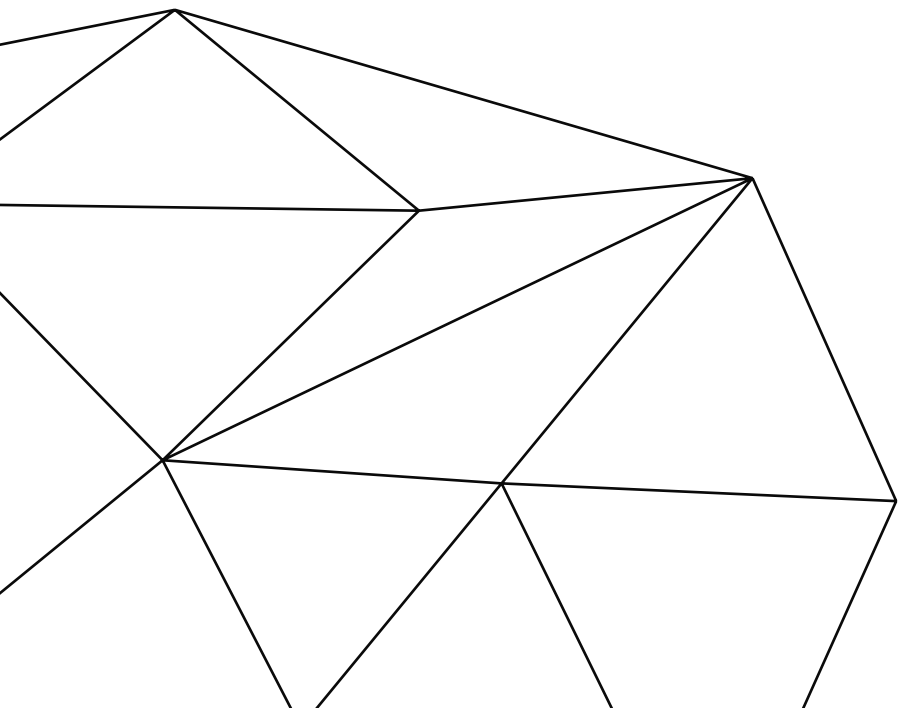


**When it comes to posting on social media, there are a couple of core principles that we advise you follow.**

### **Come up with a schedule you can stick to**

It's all well and good saying that you're going to be able to put a post out every single day – but if you can't do that consistently, neither the social platform algorithms nor your followers are going to see the value in your content.

Instead, it's better to start with a lower commitment and build up to more frequent posting as you become more comfortable with the platform. As long as you're posting something at least once a week, you should continue to reach your followers.



### **Recycle content & posts**

Just because you've put a post out once, it doesn't mean you can't put it out again! Studies have shown that identical posts have different levels of reach and engagement when posted at different times throughout the day/month/year so don't be afraid to try a post out again at a different time if you didn't see great results the first time around. If you post more often than once a week, try the same post 14 days after the original — if you post once a week or less, try the same post a month after the original.

You can also share the same content – e.g an image, video or blog — only with a different post to highlight different aspects or appeal to different personas. This means that you don't have to create something brand new for each and every social media post you write.

## Advertising on social media

Social ads can appear in a variety of formats depending on the social media platform (the most popular being Facebook, with Twitter, LinkedIn & Instagram all in the top 10) however they are generally displayed within the main content feed where users spend the majority of their time browsing content.

Social ads target users based on demographic information and interests e.g. a clothing brand can target users who are interested in “fashion” on social media without the user needing to already be aware of their brand or a product they stock.

For this reason, social ads are much better at reaching users at the early stages of their customer journey. This can be a valuable way for smaller or niche brands to raise awareness that can influence purchase decisions later in the journey.



**Social ads are much better at reaching users at the early stages of their customer journey**

Social ads are heavily visual with most ad types making use of images or video. While these ads still often replicate the look of organic posts on the social media platform, all marketers know that a strong image or video can make a user stop scrolling and take interest in what you have to say. Ads on social media need to provide a good incentive for users to look into this more by telling a compelling story about their brand, products and benefits. Visual messages often leave a longer lasting impression on users compared to text based information.

## 8. Search engine optimisation basics

Search Engine Optimisation (SEO) refers to the process of optimising your online content – like a website, blog posts or your social media profile – to enable it to appear as high as possible in search engine results. It involves continuously improving the quality and relevancy of your content for your target audience.

Search engines analyse all available online content in order to locate what they believe to be the best result for the query a user has typed into their search bar. As the largest search engine in the world, Google's search engine algorithm is what most content should be optimised for and what YOU should aim to satisfy as a business.

### Related reading

[logicdigital.co.uk/local-seo-why-to-do-it-how-to-do-it/](https://logicdigital.co.uk/local-seo-why-to-do-it-how-to-do-it/)

[logicdigital.co.uk/look-after-seo-website-redesign/](https://logicdigital.co.uk/look-after-seo-website-redesign/)

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# How to get discovered in Google Search Results

## Keywords

By using words, phrases and language in your content that your target audience is actually searching for, this will help Google to recognise that you may be a relevant answer to their question.

Admittedly, it can be tricky to distance yourself from the internal jargon you use inside your business – as well as put yourself in your audience's shoes – however, tools from SEMRush, Moz and aHrefs can all help you to identify the terms your audience are typing in their searches, enabling you to create content that will match up.

## Links

When someone links to your website it acts as a recommendation, not only to the user who clicks on it, but to Google as well. The more links you have, the more highly recommended you'll be seen to be in Google's eyes; which will have a huge influence over how high you're ranked in search results.

HOWEVER, not every link you get will be counted equally!

For instance, links from sites with high authority, traffic and relevancy will earn you more points than those from sites with less influence and traffic.

Google also takes into account what you link to in your own content. For that reason, you should link to other content on your website, as well as content from other people – we'll cover this in more detail further down.

## Content Performance

It's important to remember that Google doesn't just provide a result and leave it at that.

Once a result is clicked on, from that point onwards Google will analyse the user's behaviour to help determine whether the result it suggested is actually the best choice, or whether it should change its search position result.

If users leave immediately after opening the page, it's probably not the best finding for that query. However, if users stay for a while and carry on their journey – by clicking on other links from that page – then it's likely that the result gave a good answer.

# How to get clicks on your search results

## Title tags

You can customise the page title – that's displayed in Google's search results for your page – through your title tag. You should always include keywords that you're targeting in your page title. Not only will this help Google to understand that you have got an answer to the query; it will also tell the user that you're a relevant result.

Context is really important at this stage since users will make judgements about how your content aligns with their situation. Because of this, you should try to line up your titles with the exact problem the user is having.

For example, if they're on a budget, they'll want results that say "Cheap" or "Free". Quite often people looking for instructions will look for "How To" or "X steps to"; or people looking for a local service will want results with their location in the title. Read more about local SEO.

## Meta descriptions

Similar to title tags, you can customise the description shown as part of the Google search result by editing your Meta description. Google may sometimes ignore the Meta description you've written if it feels like another part of your page would be more relevant to the user at that point.

Less than 160 characters will generally be displayed as part of your Meta description, so being clear and succinct is key to a great Meta description. Think of this like an elevator pitch – what can a user expect from your content, and what benefit will they get from it?



# How to keep the user journey going from your website

## Conversions

Conversions are the primary goal for almost every piece of content online – they can be a lead generation; sale of a product, or a sign up to a mailing list for future marketing.

Every page should have a clear user journey to a conversion point – e.g. if the page is a product page, it should have a “buy” button, and if it’s a blog or article you should look to include a hyperlink like “Find out more about X product”.



**Every page should have a clear user journey to a conversion point.**

## Internal Links

Linking to other content on your website – that is relevant to the current page – should be a priority when doing SEO. They provide a way for users to carry on their journey – by learning more from you – which indicates that you are a good source of information on a particular query.

Internal links also help Google to understand what your content is about, and contribute towards the rankings for each other.

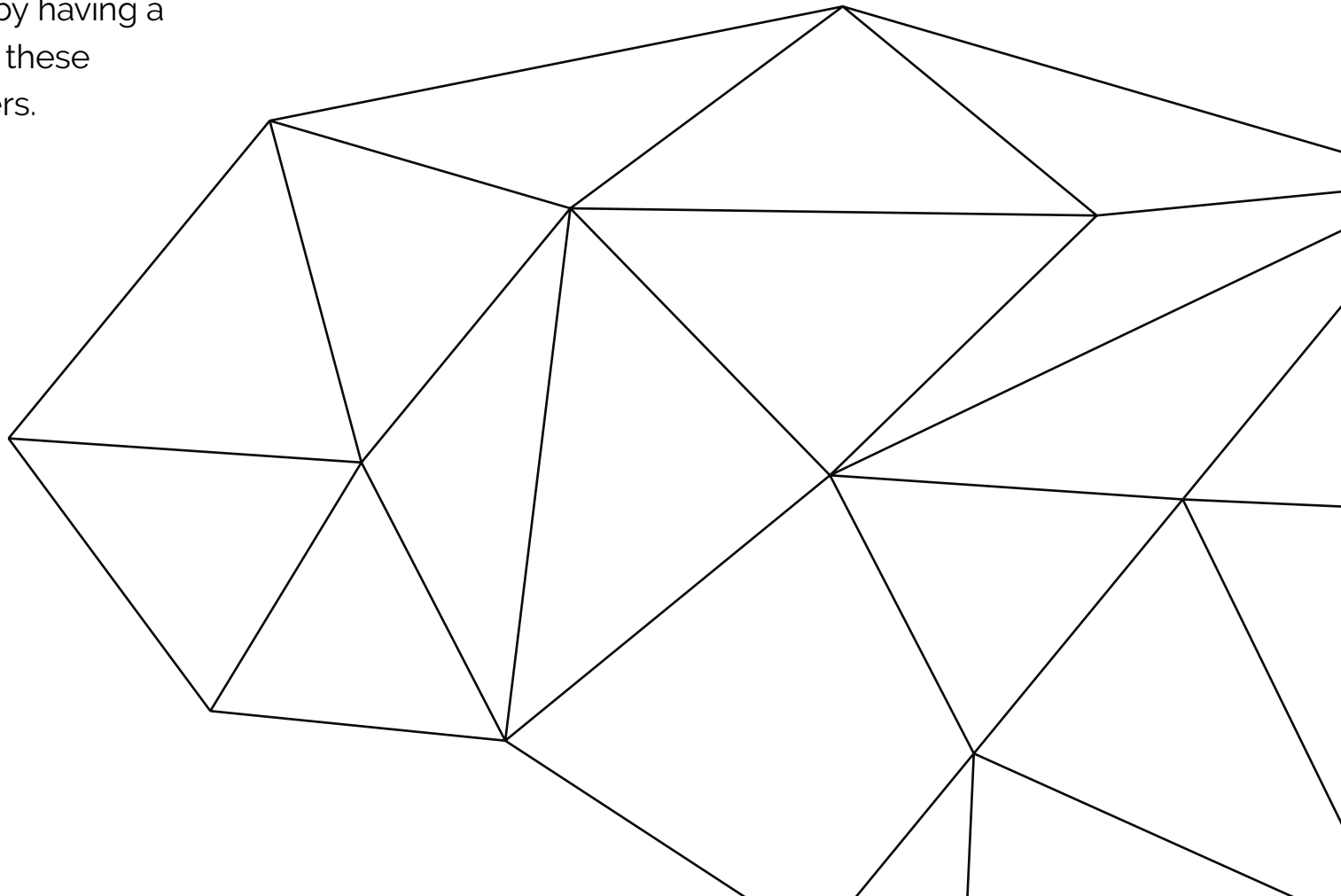
## External Links

As well as internal links, it’s also good practice to link to other sites with related content when possible. This can help users to continue their journey, by accessing useful research or resources, which means they don’t have to go back to the search engine to find it themselves.

## 9. Local SEO

Local SEO refers to a number of practices that help businesses who primarily serve a specific area to show up in search results for people in that area.

One of the most common Google autocompletes for products and services is “near me” so by having a local SEO strategy you can show up in these results for your most relevant customers.



## Create a Google My Business listing

For local businesses, Google determines which business gets recommended first based on a number of factors, including standard SEO ranking factors like relevancy and authority, but the main difference here is that it also takes into account your proximity to the user.

This is where having your business on Google Maps becomes a huge advantage – you can add your business address through Google My Business and the search engine will use this information to determine how close you are to the users searching for your types of businesses.

When there is location intent in the search – e.g. a “plumber near me” or “plumber in London” style query – Google will often display a local pack using the information from your Google My Business listing. It will display your location alongside other relevant information like opening times and reviews so you need to make sure this information is always up to date.

## Local Links & Citations

As we've mentioned, Google still takes authority into account when it comes to local SEO however it is measured slightly differently to standard SEO. Whereas with standard SEO you can achieve high authority by having links from websites that talk about similar topics, when it comes to local SEO you achieve high authority by having links from other local businesses in your area. These can be from local newspapers, local charities and other businesses you have collaborated with. Again, this shows Google that you genuinely operate in that area while also seeing the links from local businesses as a mini endorsement of your brand.

While citations don't have much weight in standard SEO strategies nowadays, there is still some value to be had for local SEO activities. A citation is anywhere your business information (name, address, phone number, website URL) appears online e.g. in a directory of local businesses. Not only can you get website traffic from visitors using these sites to find local providers, the more your business information appears online (and matches!), the more Google will believe that you are a real business in that location.

## 10. Create original content to tell your story

Every business has a story — whether it's a funny one, an erratic one or a smooth-sailing one.

When using your brand's story to your advantage, it's not really about what your story is, but instead, how it's told through your original content. You may think that your business doesn't really have a story worth telling; however, if you spin it a certain way, it can be a brilliant marketing tool to help you become more connected with your audience. Your story demonstrates the kind of company you are before your customer has even had a chance to experience it.

### Related reading

[logicdigital.co.uk/top-tips-how-to-start-a-company-blog/](https://logicdigital.co.uk/top-tips-how-to-start-a-company-blog/)

[logicdigital.co.uk/why-and-how-should-you-tell-your-brands-story/](https://logicdigital.co.uk/why-and-how-should-you-tell-your-brands-story/)

[logicdigital.co.uk/why-content-is-still-king/](https://logicdigital.co.uk/why-content-is-still-king/)



## Telling your brand's story helps to:

### **Create authenticity**

Your story is driven by the inspiring people who have participated in its journey, those who keep it going and those who have been crucial to its success. The road to a successful business is usually not a smooth one, but telling the story of the things you had to overcome, shows you to be an authentic business with 'human' qualities. Your brand story shouldn't have to try and 'convince' anyone that you're an authentic company, you should be honest and the authenticity should surface naturally.

### **Show you work hard and care**

One of the key things that every business wants their customers to know is how hard they work for them and how much they care about providing high-quality services and products.



**You should be honest and the authenticity should surface naturally.**

### **Demonstrate your originality**

It's very unlikely that if a company has a similar story to yours, it will be told in the same way. Your brand's story should be unique to your business and the way it's told should emulate your company's personality and services/product.

## **Show that everything you've done is for the customer**

Your story should articulate how your business has helped the customer and how you've solved an issue they couldn't solve without you, but also how you couldn't have achieved what you have done without your customer supporting you. Taking this angle with your brand's story determines that your sole aim is to make them happy customers and that you appreciate their support.

## **Define your brand's personality**

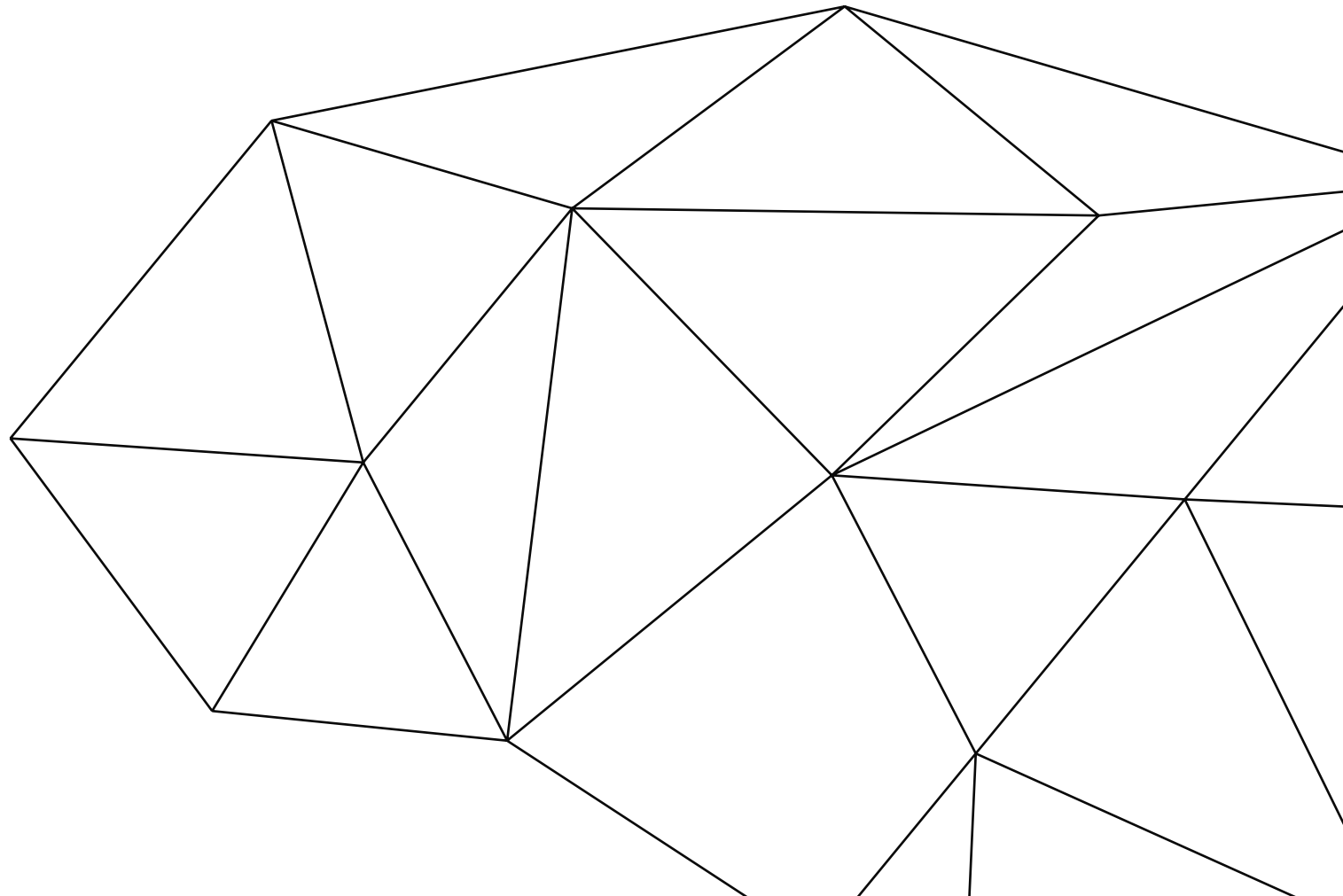
Your brand's personality should be characterised by the ups and downs you went through to create your business. The personality in which you tell your story should be consistent throughout your branding, to ensure it remains strong and your audience knows who you are as a business. The way you write your story has a huge impact on the kind of personality you exhibit; however, this doesn't mean that 'wacky' words have to be used to demonstrate that you're a fun business – you should still be authentic and approachable.

**The personality in which you tell your story should be consistent throughout your branding.**



## 11. How to start a business blog

A blog shows you to be an expert in a particular topic, tells your brand story and is another way to add additional keywords onto your website, potentially generating more traffic to your website.



## **Brainstorm content ideas**

Before you begin anything, make a list of the topics you'd like to cover with your blog and any title ideas. This list could be endless, so perhaps stick with the ones you think are more of a priority and more relevant to how the company is progressing. Your list could also include ideas for the imagery to support blog posts or the layout your blog will have.

## **Decide on a tone of voice**

Perhaps one of the most important aspects to consider, the tone of voice of your blog is what your audience will relate to and define how your audience reacts to you. A tone of voice should also match the branding of your website and be the 'voice' of your business. If your business sells multi-coloured bouncy castles, you don't want your blog to be extremely serious and only feature text. You'd want your blog to reflect the fun, colourful nature of your bouncy castle business.

## **Post frequently**

This may seem like a pretty obvious one; however, don't underestimate the power of posting consistently. Posting weekly or fortnightly can help to spruce up your website and gain even more traffic as you write about a variety of topics. If you share your blog posts on your social media accounts, it keeps those updated too – making it a win-win situation.

## **Create a calendar**

The day-to-day running of a company can make it difficult to keep up with writing, designing and posting blog articles; however, creating a quarterly or even an annual calendar for the strategy can help greatly. This method can also help in creating article series and tying in with current events.



## **Make content relevant and personal**

This may seem like an obvious one, but it can often be forgotten. You need to write content that people will want to share, relate to and think about afterwards. It can be as simple as changing a few words to make the tone seem warm, encouraging and helpful. Always make it sound like you're on the side of the reader, you're rooting for them to be as knowledgeable as you are about a particular subject.

## **Collaborate**

Finding some spare time to write an article can be difficult when you're keeping a business going; however, if the job is split between multiple people, it can help to free up some precious time. Some key benefits of collaborating on a company blog are that it can encourage a variety of topics and opinions, can create teamwork within a company, can inspire creativity and teamwork within a company and helps employees to cement their specialist knowledge.

## **Make content useful**

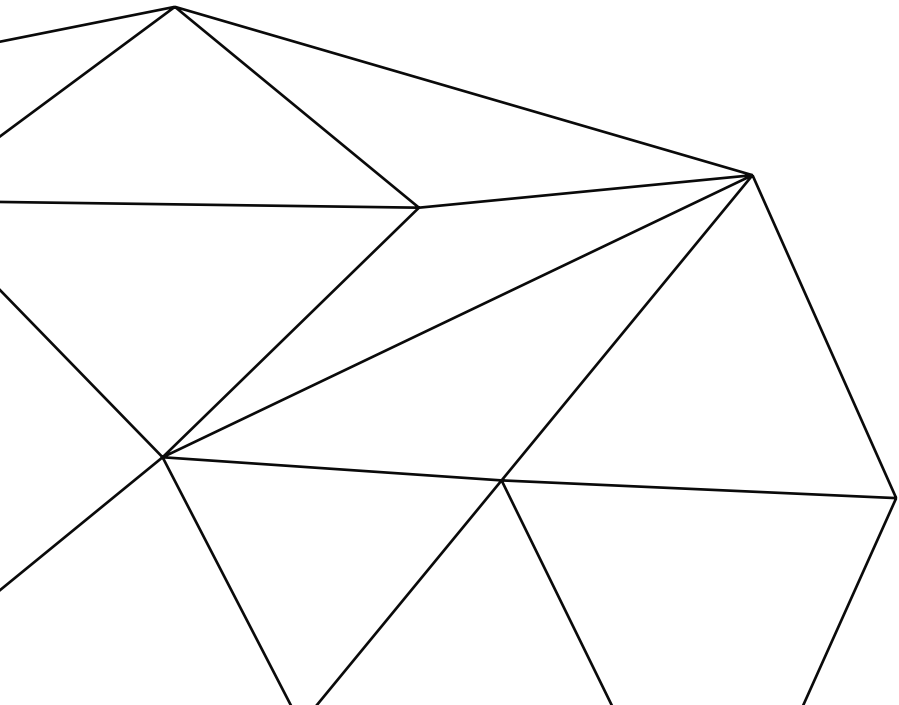
Creative articles with lots of photos can be interesting to read; however, we've found that people respond the most to articles which can influence somebody to do something differently or take action. The simplest way to make sure you're creating useful content is to write some 'How To' articles on topics your company has expertise in. This is also a great way to appear in more search results too.

## **Use relevant keywords**

You may be concerned that your article may not be found in search results because you haven't taken specific action in ensuring that it contains all the right keywords. This isn't necessarily true. If you've written an article about a specific topic and you haven't been repetitive in the phrases you've used, it's more than likely that you've naturally used all of the relevant keywords. It also is extremely helpful if the title of your article is also what somebody is most likely to type into Google (which also links to point 7!).

## Unique and clear imagery

Not every article has to have an image within the text; however, we would fully recommend that a unique, relevant feature image is used in every article which is written. It's much more reliable to use stock imagery, however, if you decide it's better to use your own image for this, make sure it's high quality and says everything you need it to. Using graphics instead of a list of bullet points are also a really great way to add some colour and interest to an article.



## Share on other platforms

This tip is one of the simplest if you want as many people to read your article as possible. Post your article on your website's blog and then attach the page's URL to social media posts to introduce the article. Ensure to change the post's content to make it appropriate for each social media platform. On your website's blog, there should also be the option for your article to be shared on people's personal social media accounts to gain a larger potential audience. Combining an interesting article with your own and other people's social media accounts should help to gain readers.

## **12. How to re-use & rewrite your content for different audiences & purposes**

### **Why should you create different versions of your content?**

- **Give readers a reason to come to your website by making the content you share online different to what is on your website (they won't read the same thing twice)**
- **Sell different aspects of your business using the same content**
- **Sell to different types of prospects using the same content**
- **Sell to different stages of the buyer journey using the same content**
- **Tailor the content to the relevant platform through tone of voice and style**

### **How do I know what the different versions should be?**

While writing a piece of content, you should have identified:

- **Who the audience is – i.e. what buyer persona you are appealing to**
- **What stage of the buyer journey they are at**

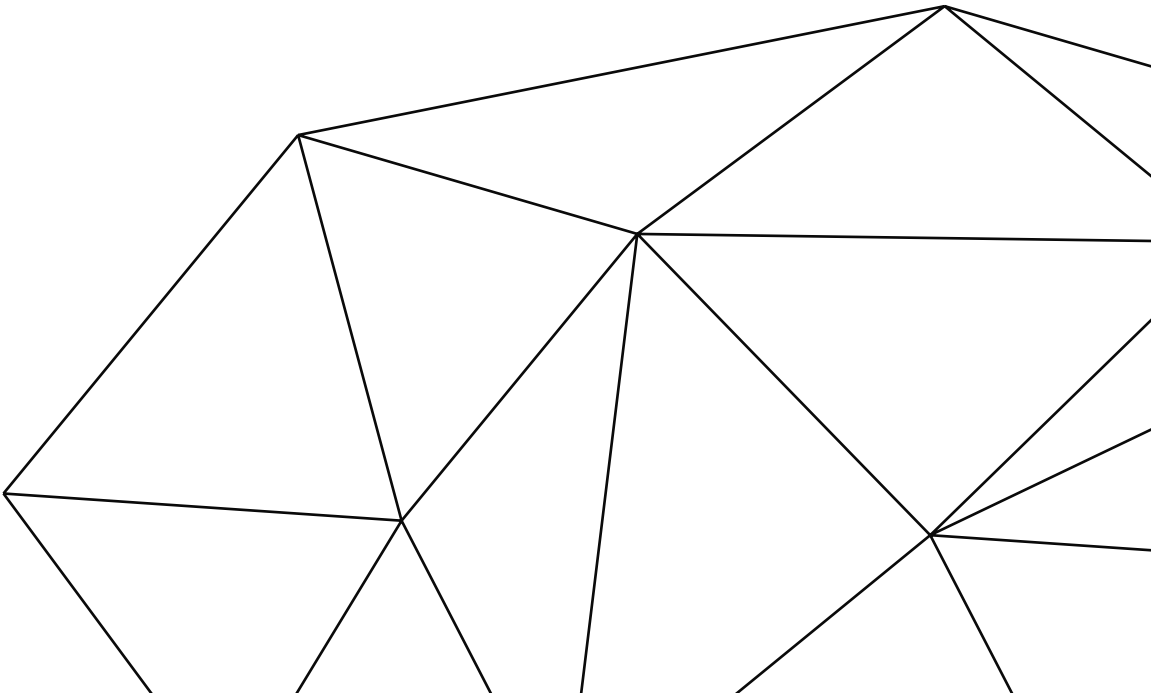
Using this information in reverse, you can identify the audiences you have or haven't reached and re-purpose your content to connect with those prospects.



Use the table below to mark which audiences you have already targeted with your content and which audiences still need to be reached.

Who does your content target?	Awareness <i>Prospect is aware of the problem</i>	Consideration <i>Prospect is identifying the solution to the problem</i>	Intent <i>Prospect has an inclination towards one type of solution</i>	Purchase <i>Prospect enlists you to solve the problem</i>	Advocacy <i>Prospect recommends you and repurchases</i>
Buyer persona					
Buyer persona					
Buyer persona					
Buyer persona					
Buyer persona					
Buyer persona					
Buyer persona					

You may also have considered what platform your content is going to be published and shared on to inform the tone, angle, length and language. Look at what other audiences may be present on those platforms and what other platforms you could still reach. All of this will help you to identify how you could re-use your content.



## How do I do it?

### Restructure

Your content should (hopefully) be split into sections with each section focusing on a different point. Think of each of these points as a different building block that can be put in any order to make something new.

Our article "[Is your business ready for voice search](#)" targets high level, non-tech savvy marketing managers in the awareness stage of the buyer journey. Below, we've broken this article down into different sections and re-constructed it to target a low-mid level web developer or SEO who is actively looking for a solution to the voice search problem. We've also re-titled it as "How to get your website ready for voice search".

#### Is your business ready for voice search?

**Calls are currently the most likely outcome of a voice search**

**Types of voice assisted technologies**

**Tips to make your website benefit from voice search**

**Maximise your sales by optimising for voice search**

#### How to get your website ready for voice search

**Tips to make your website benefit from voice search**

**Calls are currently the most likely outcome of a voice search**

## Reword

While most sections can be re-ordered to appeal to different audiences there are also times when you should change the words slightly to make the language and tone more relevant to the reader and their stage in the journey.

In the example above, the title: "Is your business ready for voice search" suggests that the user isn't yet aware of the problem and so it's likely that their business does not have a solution in place. Using the term "business" makes the article appeal to a reader who has the responsibility to drive the whole business forward rather than only being responsible for one element within it.

The updated title "How to get your website ready for voice search" instantly addresses users who are looking for the solutions to their problems by using the phrase "How to". This also targets the readers who are likely to be carrying out the tasks themselves because it addresses where these changes are going to be made.



**Different audiences might refer to things using different keywords.**

By making small tweaks like this throughout your text you can massively increase the amount of content you are producing for a wider range of audiences with a minimal amount of additional work. Bear in mind that different audiences might refer to things using different keywords so these should be updated to maximise visibility.

It's also a good idea to think about what content users are after on different platforms. Our original article "Is your business ready for voice search" has a very professional tone and therefore, sits best with the audience you would find on LinkedIn.

By re-ordering the sections and changing some of the wording slightly, we have an article aimed at readers with a more casual interest in digital marketing trends called "Is voice search the next big thing" that would work well for audiences brought in through Facebook & Twitter.

## Is your business ready for voice search?

**Calls are currently the most likely outcome of a voice search**

**Types of voice assisted technologies**

**Tips to make your website benefit from voice search**

**Maximise your sales by optimising for voice search**

## Is voice search the next big thing?

**Types of voice assisted technologies**

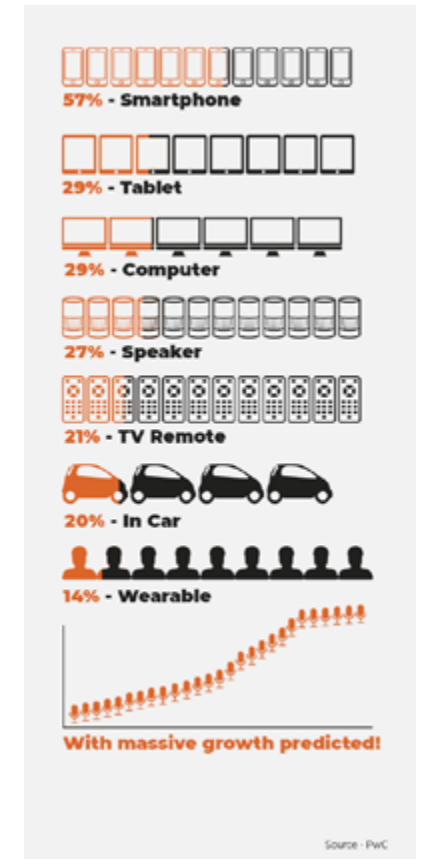
**Calls are currently the most likely outcome of a voice search**

It is important to remember that it's not just your words that provide the tone for your article. Make sure your imagery reflects the correct tone to match the audience, purchase stage and platform you're targeting.

## Re-model

Turn your written content into an infographic, video, slideshow, e-book or webinar. This way of reusing content doesn't work for every business and every piece of content, but can be an effective way to make use of the research you have put into your article.

We used the information in our article to create an infographic around voice searches by device type.



## 13. Google Ads

There are a growing number of ad types that Google offers including:

- **Search ads** – show up in search results
- **Display ads** – show up on websites
- **Video ads** – show up on YouTube
- **Shopping ads** – show up in search and shopping results

Despite which ad type you choose, there are **6 key steps** to creating a great ad on Google.

### Related reading

[logicdigital.co.uk/what-keywords-should-you-target-in-your-ppc-campaign/](https://logicdigital.co.uk/what-keywords-should-you-target-in-your-ppc-campaign/)

[logicdigital.co.uk/how-your-ppc-and-seo-strategy-can-work-together/](https://logicdigital.co.uk/how-your-ppc-and-seo-strategy-can-work-together/)

[logicdigital.co.uk/6-quick-tips-to-create-a-ppc-ad-that-promotes-your-business/](https://logicdigital.co.uk/6-quick-tips-to-create-a-ppc-ad-that-promotes-your-business/)

[logicdigital.co.uk/social-ads-vs-search-ads/](https://logicdigital.co.uk/social-ads-vs-search-ads/)

## 1. Write specifically for your audience

A crucial part of writing a great PPC ad is ensuring your copy addresses the audience directly by using (or implying) “you” and “your”. For example, an insurance company providing mobile cover would likely get better results from an ad that reads “Protect your phone” compared to an ad saying “We protect phones”.

It's also a good idea to write your ad copy in your own words rather than copying and pasting lines from your website. This will help you make your message clear and create copy that is more along the lines of what your audience would write themselves.

We strongly advise that you mirror the phrases being used by your audience in searches to help you do this – not only will it create a strong connection in the audience's mind, it can also help you achieve higher ad placements.



## 2. Highlight the benefits of your business

Next you need to emphasise the benefits of your business to your customer. Be as specific as you can to really stand out. Users will be highly distracted online so it's important that you're not too modest or vague about what you can offer your customers. If you sell shoes make sure to create ad copy that includes information about the sizes, prices and types of shoes that will help users identify that you're the right choice for what they're searching for.

Numbers can also improve the CTR (Click-Through Rate) of ads so be sure to include these in your ads if they're relevant – these can be a statistic, price or discount, whatever works for your ad. This can also be a great way to highlight your advantage over competitors – if you offer cheaper prices or higher discounts this will be something you want to make clear to your customers.

You should also look for other ways to encourage users to choose you over competitors. Do you have credentials, awards or performance history that they don't?

Ads are highly competitive, not only with other ads in the space but other with organic results that may be on display so anything you can do to highlight your achievements can make you stand out and gain a customer.

Some advertisers have found that using locations in ad copy can help – particularly for target audiences who like to use local services and products. Even if you operate in multiple locations you can leverage this tactic by creating separate ads for audiences based on their location.



### 3. Give users every reason to click on your ad

As we've already mentioned, the ad space is a highly competitive one so not only do you need to be relevant to what a user is after, you have to convince them to take the time to visit your site by removing any objections or concerns they might have.

A simple way to do this is to include qualifying factors in your ad copy e.g. if you only sell office chairs and not chairs for around the house, your ad copy could say "Office Chairs – Perfect For Professional Spaces". This not only makes it clear to your target audience that you specialise in the types of chairs they're after, it also helps to deter irrelevant audiences who are after other chair types and reduce the amount of spend you waste.

Another tactic to try is to include emotional words that trigger powerful responses. Some examples of these are

- **"love" and "lucky" to trigger joy**
- **"Proven" and "guaranteed" to trigger trust**
- **"Failure" and "steal" to trigger fear**
- **"Mind-blowing" and "remarkable" to trigger surprise**
- **"Shame" and "trouble" to trigger shame**
- **"Junk" and "lousy" to trigger disgust**
- **"Annoying" and "panic" to trigger anger**
- **"Little-known" and "forgotten" to trigger anticipation**

One of the best ways to alleviate any concerns your audience might have about your business is to address them directly in your ad copy. Think about the questions or reservations a user might have about your business – e.g. if there are concerns about delivery times, include "Guaranteed Next Day Delivery" in your ad.

#### **4. Ensure you have a strong Call-To-Action (CTA)**

The aim of a CTA is to get your audience to do something so a great way to make sure you're encouraging this is to start your CTA with a verb e.g. "Order Now For Next Day Delivery".

Another thing to bear in mind is the fact that there will be lots of other ads showing up for your audience (often for similar products and services) so you should avoid generic CTAs like "Buy Now" as these will just blend into the background of other ads. Instead try to be as specific as possible – you can use a benefit of your business like "Call Now For Expert Support" or add a sense of urgency by using time factors like "Order Now For Delivery By The 14th".

#### **5. Consider every part of the ad experience, not just your copy**

Your ad isn't just made up of your headline and description, depending on where your ad is shown you may have sitelinks and callout extensions promoting more specific elements of your business. While these should all be aligned with the same keywords your audience is using, you should avoid direct repetition as this will look messy and can confuse the user.

Your display URL is also important as this can send a signal to your user about the relevance of your page to what they're after. Use keywords here that align with your ad and what the user can expect from your landing page.

Consider the keywords you're targeting with these ads – they should be relevant to your user's query as well as the results you're providing them. Using the same keywords in your ads as you are in your targeting and landing pages can not only improve your relevancy to the user, it can also improve where your ad is shown and reduce how much you pay for ad placements.

## 6. Keep testing!

One of the most important ways to ensure you create a great ad for PPC is to keep testing different elements. Take a look at the Quality Score of your targeted keywords to identify when you need to make changes to your landing page or ad copy.

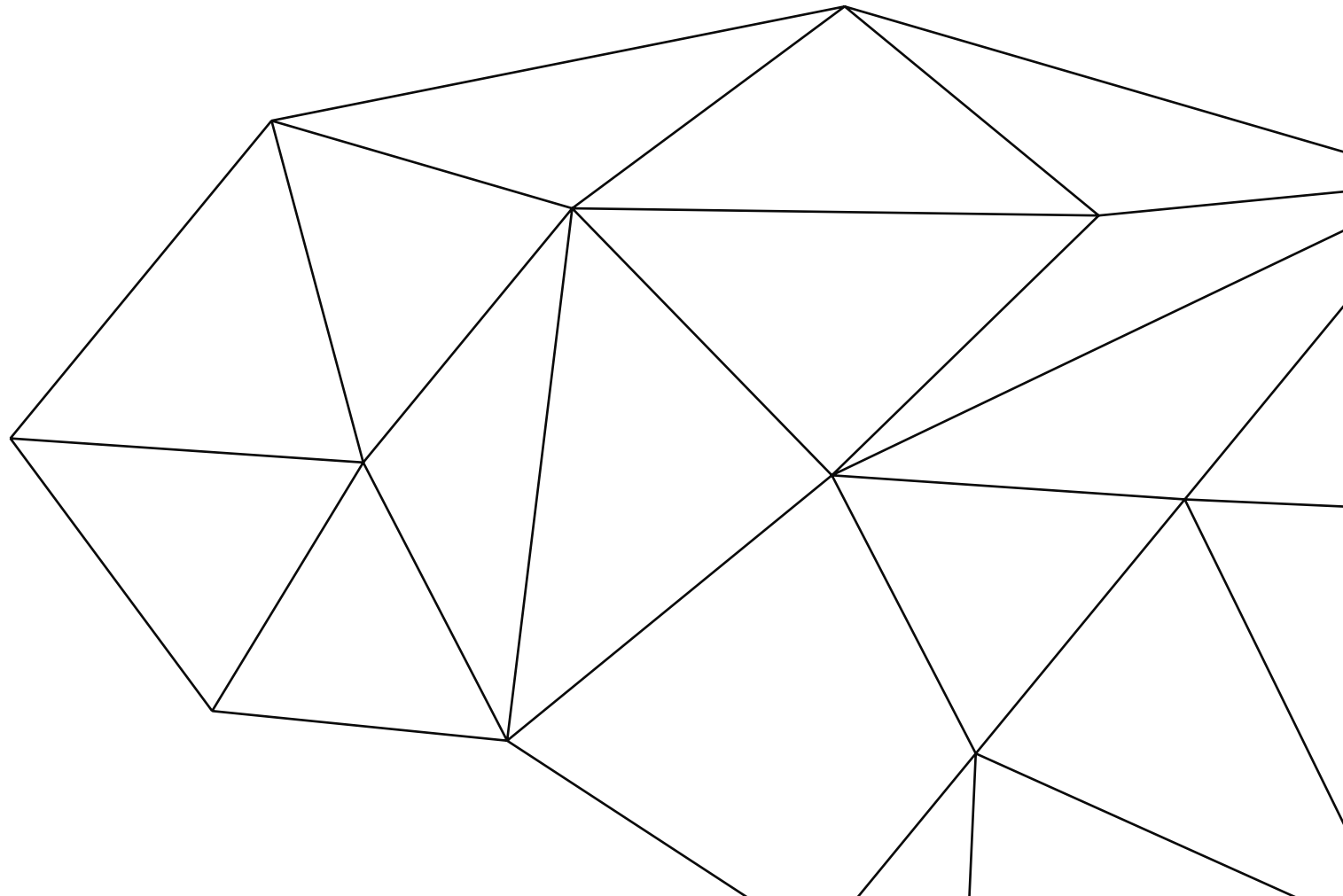
Research the competition to identify what they're offering customers and determine whether you can offer them something better. Update your CTAs regularly and make sure you stay on top of what is changing in your audience's world so that you can better understand their motivations and challenges.



## 14. Keywords

This guide has talked a lot about keywords – both for your SEO activity and Google Ads. So here is a quick breakdown of everything you need to know about keywords.

Now, depending on who you talk to, there are lots of ways to sort and research your keywords.



## We like to group keywords into the following categories:

**Branded keywords** – these are keywords that include your brand name.

Although you are likely to get your ads in a high position – for a low price – using these keywords; remember, that users searching for your name will already know who you are, so they might not be the most valuable people to pay for.

**Generic keywords or Short Tail keywords** – these are single keywords that relate to your business, but have no clear intent behind them. For instance, if your business sells chairs, then a generic keyword you could use would be “armchairs”. However, there is no more information about what the user is after – they might want to buy one, sell one or fix one.

While these terms tend to have high volumes of users searching for them; the broad nature of them can make them less relevant to your business, resulting in wasted budget.

**Long Tail keywords** – these keywords are phrases that create a more specific search query in relation to your business e.g. “soft blue armchairs”.

Using these terms can help you to reach users who are interested in the specific product or service that you offer (without wasting any of your budget on users who aren't valuable to your business). Depending on the industry you're in, the average CPC for long tail keywords can be much cheaper than the CPC for more generic terms (since there are fewer companies looking to reach those users).

**Intent keywords** – these are a type of long tail keyword that we separate out based on specific words that are included to show the intent of the search query. For example, “soft blue armchairs near me” or “armchairs for sale” both demonstrate a clear intent to purchase that a broader term would not.

These terms are usually the most valuable because you can be sure of the user's end goal. This means, you can make sure you're only paying for users who are likely to benefit your business. However, due to them being highly specific; searches like these tend to happen less frequently, suggesting that you may not reach a particularly large audience whilst using them.

**Competitor keywords** – these are keywords that include the name of your competitor.

These can be handy for reaching users who are interested in a product similar to one you sell, who are actively looking at companies that provide that product or service. However, these terms can often have high CPCs and are likely to have low placements, as the company themselves will be bidding on them too. Likewise, you will be at a disadvantage, as you won't have any matching brand terms in your ads or landing pages.

## How to research keywords

here are a lot of great tools you can use that can help you to research and analyse keywords. However, the best place to start – when finding keywords to target in your SEO strategy or PPC campaign – is to simply describe the product or service you're offering.

We recommend starting with a generic description of your product e.g. "chairs" before creating a list of increasingly specific terms that your customers might use, for instance "armchair", "red armchair" or "red fabric armchair".

You can also do this in reverse, and look at a specific product you have. From here you can work backwards to find more generic terms that users might search for e.g. "red armchair" becomes "armchair" and then "living room furniture", "red furniture" and "red chair".

Once you have got a few keywords to start with, you can use tools like the Google Ads Keyword Planner or the SEM Rush Keyword Magic Tool to find variations or related keywords that you might want to include in your targeting. These tools can also help you to analyse which keywords will be best for your strategy – based on the average monthly search volume; the level of competition, and the average cost of the keyword.

After extracting keywords from your own business, it's always worth analysing your competitors to identify keywords or variations you may not have considered. You can extract keywords from a whole website or from a single page in Google Ads or from SEM Rush.

By targeting unbranded keywords your competitor's audiences are using; you can reach a relevant audience without the cost associated with regular competitor keywords.

At this point, you should already have a decent selection of keywords to target. However, a final place you can check before launching your campaign, is the Google autocomplete options and related searches for your chosen terms – since keyword tools can't always be counted on to show you these keywords.

A good example of an autocomplete for “red armchair” is “dark red armchair” – a keyword you may have missed during your previous keyword research.

The keyword report in Google Ads will help you to analyse the performance of your keywords once your campaign is live. You will be able to see the impressions, clicks, CTR, and CPC of your targeted keywords, as well as comments from Google about the performance – including if a bid is too low to get a first page placement or if ads are rarely triggered by a certain keyword due to a low quality score.

In addition to reporting on your targeted keywords, you can also get reports on other search terms that bring users to your ads. This is a good report to use as it can help you to understand whether there are any keywords you have missed, or if your current keywords are bringing irrelevant audiences. Here, you can add search terms to your targeted keywords or exclude them from triggering ads in the future.

**The keyword report in Google Ads will help you to analyse the performance of your keywords once your campaign is live.**

## 15. Google Analytics

After implementing one or more of these marketing tactics it's important that you have some way to measure how successful your efforts have been so you know what to continue doing and what to improve on.

Google Analytics is one of the most popular tools for you to track how many visitors your website is getting, where they are coming from and how they are interacting with your content. While the other platforms you use for your marketing activities also have their own analytics systems, Google Analytics is often considered one of the most important since the aim of the other marketing channels is to get visitors to your website where they can complete some form of valuable action – this can only be tracked through Google Analytics.

Besides these valuable actions (also known as conversions), independent business owners will primarily use Google Analytics to identify

- **Which channels are driving the highest levels of visitors to help them determine where to place more effort**
- **Which pages/content pieces have the lowest bounce rate – i.e. are the best at driving further engagement with the website**

## 16. Optimisation

We'd be lying if we said you're likely to get this right on the first try. This process takes a lot of trial, error and analysis to identify where you can improve. A mistake many marketers often make is only focusing on the top and bottom of the sales funnel (awareness and purchase) but to truly get the most out of your customer journey you need to continuously optimise every stage including the middle of the funnel (consideration).

Use the analytics you have available to determine which stages of the journey are retaining the fewest users and revisit these areas. Look at key quality metrics like bounce rate and average session duration to understand where improvements need to be made.

Digital Marketing is more important than ever for independent businesses so you should make sure you're fully equipped to provide the best experience to increase your sales. If you're new to digital marketing make sure to read up on SEO, PPC and Social Media strategies before you start.



For more support with your digital marketing strategy, get in touch with our team.

## **Telephone**

0115 969 9922

## **Email**

[hello@logicdigital.co.uk](mailto:hello@logicdigital.co.uk)

## **LinkedIn**

[linkedin.com/company/logicdigitalagency](https://www.linkedin.com/company/logicdigitalagency)

## **Twitter**

[@logicdigitalUK](https://twitter.com/logicdigitalUK)

