

10 Essentials of Digital Marketing



Search Engine Optimisation

- Search engines rank websites based on how easily they can access the pages and how relevant the content is to a search query.
- SEO is the process of structuring and refining your website so it can be found in search results.
- It is useful to think about SEO like this.
 - **Technical SEO** – deals with how well your website works and how accessible it is.
 - **Content SEO** – looks at the on-page signals that tell search engines what each page is about.



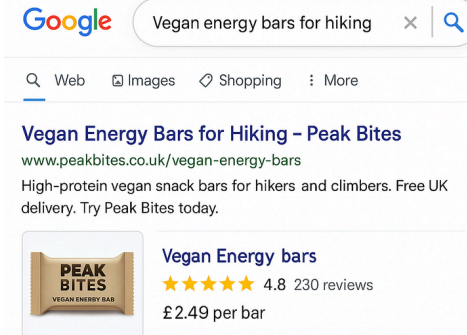
1. Technical SEO

- Technical SEO focuses on the technical foundations that help search engines access and understand your website.
- It may involve improving site speed, mobile compatibility, page structure, and website security.
- Your web platform may handle much of this automatically, but website owners can still contribute where possible.
- When your site runs well it makes a great foundation for your page content.



2. Content SEO

- Content SEO focuses on the information and media on your website and how well it matches what people search for.
- This includes page titles/ URL, headings, written content, images and videos that help search engines understand what each page is about.
- It also involves targeting relevant keywords or search queries that potential customers may use.
- Effective content SEO helps people discover your website when searching for products or services like yours.
- Remember to update content regularly since search engines often ignore neglected pages.





3. Content Marketing



- Content SEO focuses on keywords, headings, and other on-page elements that help search engines understand what a page is about.
- ...Content marketing focuses more broadly on the finished content that attracts and engages an audience.
- This may include blogs, articles, guides, FAQs, podcasts, videos, or downloadable resources.
- The aim is to provide value to potential customers while building trust and credibility over time.
- Well-designed content can also support other marketing channels by driving traffic and encouraging sharing.



4. Paid Search

- Good SEO helps attract website traffic without having to pay for advertising.
 - You can also choose to pay - or sponsor - your keywords and pages in return for higher visibility in search engine results.
 - Most paid search advertising works on a Pay-Per-Click (PPC) basis, meaning businesses pay whenever someone clicks the advert.
- But**
- Paid search is not an alternative to good SEO. Strong website pages and content are still needed for paid search to work effectively.

Sponsored products :

 <p>Dumfries</p> <p>Holland & Barrett Coconut Oil 10...</p> <p>£11.99 Holland & Barrett £1.20/100ml ★★★★★ (94) 30-day returns By Producthero</p>	 <p>Organic Coconut Oil (Extra Virgin...</p> <p>£5,200.00 Nutricraft Free by 09/03 30-day returns By Google</p>
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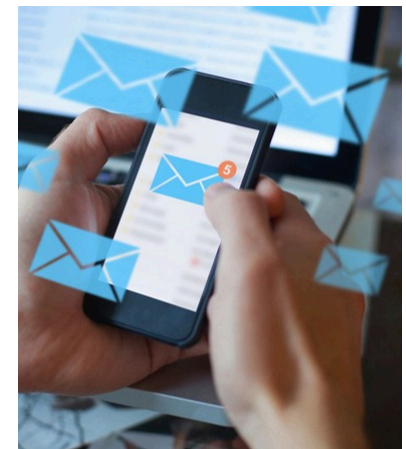
5. Social Media

- Social media allows businesses to share content, build relationships, and promote their brand on online platforms.
- Popular platforms include LinkedIn, Facebook, Instagram and TikTok.
- Businesses can showcase products or services, and interact directly with their audience.
- Many platforms also offer targeted advertising to reach specific audiences.
- Social media often works best for visibility, engagement, and brand awareness rather than immediate sales.



6. Email Marketing

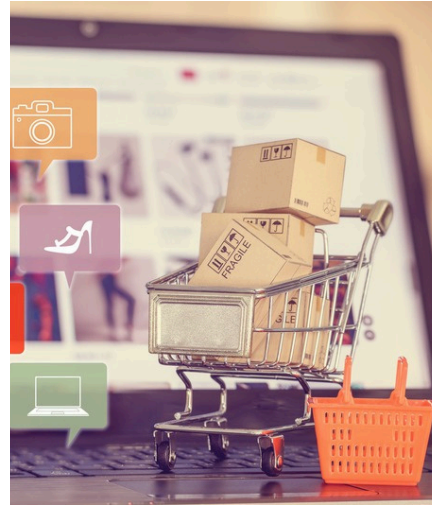
- Email marketing allows businesses to nurture relationships with people who have agreed to receive updates from them.
 - This may include newsletters, offers, updates, or helpful information.
 - Transactional emails can also be tailored to act as a subtle marketing tool.
- Remember**
- Email marketing is considered to be one of the most effective digital marketing channels because it deals with people who have already shown an interest in your products or services





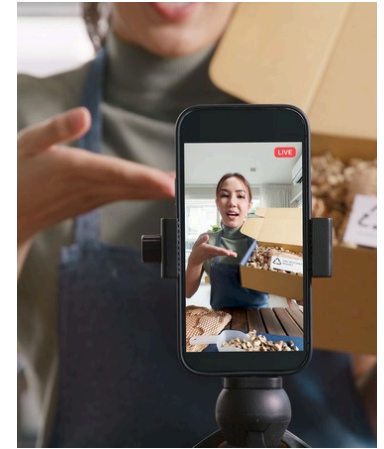
7. Third Party Platforms

- Third-party platforms allow businesses to promote or sell their products and services.
- Examples include Amazon, eBay, Fresha, Airbnb, TripAdvisor, and Checktrade.
- Having a presence on these platforms can help increase brand awareness and reach
- Many platforms also provide on-site digital marketing tools such as SEO assistance, promotion and paid advertising options.
- When using 3P platforms, use the same good practices you would apply to your own website.



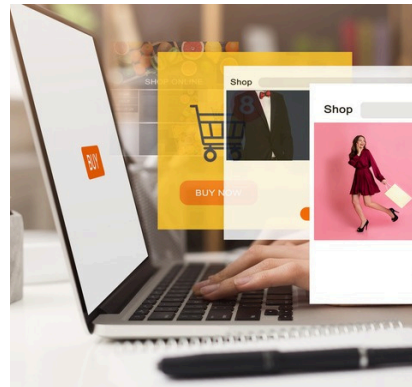
8. Influencers and Collaborators

- Influencer or collaborator marketing involves partnering with individuals or organisations.
- Partners may promote your products, services, or content to their own established audience.
- Collaborations may include product reviews, shared content or joint campaigns.
- Working with trusted voices can help build credibility and reach new audiences.
- A good local partnership may be just as effective as a well known influencer!
- ...and you might well become an influencer yourself?



9. Affiliate Marketing

- Involves partnering with individuals or organisations who promote products or services in return for a commission.
- Affiliates share links and details that direct people to a website.
- If a sale or enquiry results from their referral, the affiliate earns a commission.
- Businesses may use affiliates to promote their own products, or act as affiliates themselves.
- Affiliate marketing is a performance-based model — payment is usually linked to sales, leads, or referrals generated.



10. Digital PR

- Digital PR focuses on gaining online coverage, mentions, and links from websites, blogs, and online publications.
- Journalists and online publications are often actively looking for stories, data, and expert insights.
- Online coverage can help increase brand awareness, drive traffic and create backlinks to your site.
- Not everything is online so consider the off-line options as well!

