

# Search Marketing



Driving Opportunity with inbound/outbound marketing

# Two Types

## Search Engine Optimization

- highest conversion rates
- takes time
- difficult for competitive keywords
- benefit is residual and long lasting

## Paid Advertising

- lower conversion rates
- immediate
- cost more for highly valuable keywords
- benefit ends as soon as you stop paying

# Search Engine Optimization



Joe Amaral - COO

# Search Engine Optimization

## What is SEO?

SEO is basically a methodology of modifying a websites “appearance” to Google.

What that means in practical terms is we are using the factors Google tells us make up the things which get you ranked.

## So what are those factors?

While no one actually knows how many, it has been assumed to be 200 or more factors. Though they are not equal in weight. The exact number of most important can change depending on who you speak to, but it is somewhere around to. Let’s look at them.

# Top 10 ranking factors

1. Secured sites (HTTPS vs. HTTP)
2. Websites that are mobile-friendly
3. Schema markup
4. Webpage content quality
5. Webpage content length
6. Page speed
7. Social signals
8. Quality backlinks
9. Optimized images
10. Domain age

# Schema Markup

Add context so Google can better understand what the text is. This is usually json or microdata.

Schema is developed by a group of companies under not for profit means to standardize the creation, use standards, and adoption of schema. You may find it here <https://schema.org/>. An example of what it looks like can be found here <https://schema.org/price>.

Google has created a really easy tool to help implement and test your schema.

<https://search.google.com/structured-data/testing-tool/u/0/>

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# Webpage content quality

It's not exactly what you think. While good grammar and spelling do matter it is more than that. A zero rate is not achievable, a 99.5% is generally accepted.

**E-A-T** Expertise, Authority, and Trustworthiness

Good backlink authority, no spam <https://moz.com/blog/google-e-a-t>

**YMYL** Your Money or Your Life

[Search Engine Land - Your money or your life](#)

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# Page Speed

We all want our website to load faster, right. But what does that actually mean? What is the benchmark? And maybe more importantly what drives the ability to make that happen?

Average speed in 2019 10.27 seconds. No standard but 2-3 seconds is goal.

- Device & internet speed count.
- More images & functionality mean more load.
- Most tests are not accurate.
- AMP helps solve this.

<https://unbounce.com/landing-pages/2019-is-the-year-of-page-speed/>

<https://backlinko.com/page-speed-stats>

<https://moz.com/learn/seo/page-speed>

# Page Speed

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL



Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

**B 83**

Page size

**2.1 MB**

Load time

**1.90 s**

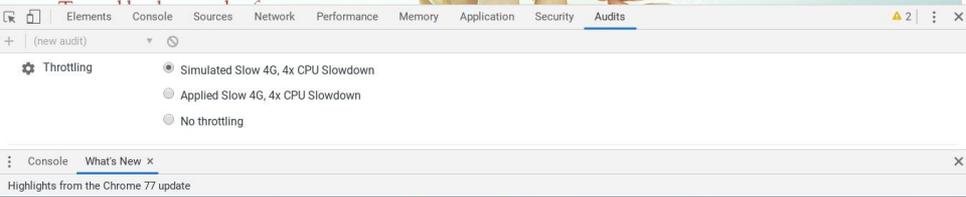
Requests

**57**



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Elements Console Sources Network Performance Memory Application Security Audits

(new audit)

Throttling

- Simulated Slow 4G, 4x CPU Slowdown
- Applied Slow 4G, 4x CPU Slowdown
- No throttling

Console What's New x

Highlights from the Chrome 77 update

No clearly stated standard, we use 2-3 second load time based on Pingdom.

Google's tools are inadequate for our use.

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# Quality Backlinks

ahrefs Tools Pricing Help Blog

## Domain Rating (DR) for <https://www.seattlemag.com/emsculpt> is:

Domain Rating: 76

What does this mean?

Domain Rating (DR) is a measure of a website's authority based on its backlink profile. The scale runs from zero to a hundred. Generally speaking, the higher this number, the stronger and more authoritative the site is.

Show more

### Backlink profile for <https://www.seattlemag.com/emsculpt>:

Linking websites	Backlinks
6,579	139,057
86% dofollow	87% dofollow

OK, I agree No, thanks

Google emsculpt seattle

About 22,200 results (0.68 seconds)

glowspaseattle.com - emsculpt

### EMSCULPT West Seattle | Body Sculpting Kirkland

EMSCULPT is the only device of its kind - building muscle at the same time as killing fat. Glow MedSpa is your choice destination for top-tier aesthetic solutions ...

glowspaseattle.com - emsculpt build-muscle-and-kill-fat-lying-down

### Emsculpt: Build Muscle and Kill Fat Lying down! - Seattle WA ...

How would you like to do 20,000 crunches in half an hour without even trying? Emsculpt is a new device from BTL that does just that, and more. FDA-approved for increasing muscle mass AND permanent fat reduction of the abdomen AND non-surgical butt-lift, Emsculpt is a game-changer in the world of body-sculpting.

www.bluehavenmedicalspa.com - Services

### EMSCULPT | Blue Haven Medical Spa

Seattle EMSCULPT Treatment. BTL EMSCULPT: The world's first device to build muscle and burn fat. To achieve a sculpted ... EMSCULPT bridges this gap.

Related Keywords: emsculpt seat, emsculpt cost, emsculpt revie, emsculpt near, emsculpt tao, emsculpt befo, emsculpt belie, emsculpt belie

People: COPY TO CLIP



Fat & Drink Arts & Culture Life & Style Travel & Outdoors News Best of Seattle Events

ADVERTISEMENT



### Sponsored Dream Abs are Just an Appointment Away with EMSCULPT for Stomach Definition

While proper diet and fitness are key to living a healthy life, sometimes an extra step may be necessary to bring out those hidden ab muscles.

EMSCULPT, GLOW MEDSPA

### Popular Content

Screenshot - now  
Screenshot taken  
Show in folder



# Quality Backlinks

Pass authority to your website

Look for topic relevant websites

Over 30 DA <https://ahrefs.com/website-authority-checker>

Referral traffic

Can get pricey

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# Focus on the Actionable/Measurable

SEO generates tons of data points. It can be confusing.

Ask the question, if I do this/that what can I expect? How can that be measured?

Examples:

Fix “errors” in an SEO report

Increase my “speed score” to what? Will yield what?

Climbing search ranking is a process, you want to see steady improvement.

# Paid Advertising (PPC)



Brad Keller - Search Marketing Manager

# Digital Marketing (Pay Per Click)

Using Google with Facebook/Instagram to maximize your reach towards the

Three Main Stages of the Sales Funnel...

**Introduction / Interest / Intent**

The Best Practice is using Google Responsive Display Ads (Audience Based) YouTube Video (if available) and Search Ads (Keyword Based) combined with a Facebook/Instagram PPC campaign to

- Find Prospects (**Introduction**) - People Surfing and Searching the Internet
- Sell to Them (**Interest**) - Your Online Presence is your “Top Salesperson”
- Take Their Money (**Intent**) - If Easy to Find You - Then Easy to Pay You

# Digital Marketing (Pay Per Click)

## Introduction / Interest / Intent

**Introduction** - People can't learn about you, call you or pay you money if they've never heard of you.

- Using Display Ads & YouTube Videos served to In-Market Audiences within a targeted geographic area
- Using Facebook/Instagram Ads served to In-Market Audiences

# Digital Marketing (Pay Per Click)

Introduction / **Interest** / Intent

**Interest** - Once people know you're an option for their needs, they go into the "fact-finding" stage where they will learn as much as they can about everything - the procedure, the practice and the doctor. They will look online everywhere to learn more about you

- This is where having a strong online “footprint” makes all the difference. Google Ads – Social Media - Google Map Listing – Google SEO All work in concert – like dominos.
- It does not work like this: 1 search - 1 click - 1 new client

# Digital Marketing (Pay Per Click)

Introduction / Interest / **Intent**

**Intent** - I've met you; I've learned all about you and now you're it! Now I just need to call you or submit my info online to book an appointment to pay you money!

- Using Google Search Ads with Low Funnel Keywords to capture searches of people ready to commit. You need to make it as easy as possible for people to reach you so they can pay you money!

# Digital Marketing (Pay Per Click)

## Overview of Responsive Display Ads

- They include all 3 of Google's environments
  - Search (Text)
  - Display (Images)
  - YouTube (Videos)
- They are very targeted to your specific clientele as they are served to In-Market Audiences
  - These are people who have already been identified as being in-market to your services based on their online search and browsing history.
- We can use multiple images, videos and calls to actions / incentives / offers within these ads
  - Google will show them in many variations. Over time, best performing ads rise to the top and are shown more often for best results.
- We can build custom audiences based on your competitor's website visitors.
  - People who visit your competitor's websites can be targeted to show your ads to them.

# Digital Marketing (Pay Per Click)

## Benefits of Responsive Display Ads and YouTube Video Ads:

- Extremely cost effective - massive reach for very little cost.
- Great source of New User Traffic to the website.
  - New Traffic to a website is a leading ranking factor for SEO authority
- Excellent method of Introducing your business to Local, In-Market Audiences

# How To Use PPC Through The Covid-19 Crisis

I am not advising a business to go completely "dark" online during this time - quite the opposite - and here is why: Everyone is at home now with nothing better to do but go online and research what they are in-market for. This is actually the best time to be visible to this at-home market.

My recommendation is to stay visible on “Upper Funnel - Introduction/Interest” channels (video/display ads) which are at a much lower cost and spend less on “Lower Funnel - Intent” channels (Search) which are at a higher cost, during this time instead of going “dark”.

This will keep your marketing costs at a manageable level during the best time to reach this captive audience and enter them into the funnel of consideration so they can (and they will) call you when all this is over.

Those who are proactive in business during this time will reap the benefits when this passes, and those who don't - won't.

# How To Use PPC Through The Covid-19 Crisis

Google just announced it will be giving all small and medium businesses that currently use Google Ads FREE AD MONEY to get through the COVID-19 crisis.

Statement from Google:

*\$340 million in Google Ads credits available to all SMBs with active accounts over the past year. Credit notifications will appear in their Google Ads accounts and can be used at any point until the end of 2020 across our advertising platforms. We hope it will help to alleviate some of the cost of staying in touch with their customers.*

<https://blog.google/inside-google/company-announcements/commitment-support-small-businesses-and-crisis-response-covid-19>

# Paid Search - Pricing

(#1) *Google Responsive Display Ads* (runs on the Search, Display & Video networks)

- **\$295 MGMT Fee** / \$300 Ad Spend \$595 total monthly cost (recommended)
- Does not include custom built landing pages and PPC call tracking number

(#2) *Facebook Paid Search* (many ad options available) Up to 5 Ad Sets / Services

- **\$495 MGMT Fee** / \$300 Ad Spend per Ad Set (recommended)
- Includes up to 3 Custom Landing pages and 1 PPC call tracking number

# Paid Search - Pricing

(#3) **Full Google Ads Campaign** using Search Ads/Responsive Display Ads and YouTube videos (if available)

- Up to 5 Ad Groups / Services
- **\$595 MGMT Fee** / \$500 Ad Spend per Ad Group (recommended)
- Includes up to 5 Custom Landing pages and 1 PPC call tracking number
- Includes Responsive Display Ads | Search (Text) Ads | Video (YouTube) ads

(#4) **Combined Google and Facebook PPC Campaign**

**\$925 MGMT Fee** (A 15% MGMT Fee Discount) / Ad Spend TBD

- Includes All from #2 & #3

# Google Ads PPC

## Examples Of Responsive Display Ads

Example of your image ad at 300x250



### Radiant Divine Medical Spa



Welcome to Radiant Divine  
Medical Spa



Example of your text ad at 300x250

### Sign Up For A Membership Today

Radiant Divine Med Spa

Cleveland's Top Injector & #1 Medical  
Spa

[LEARN MORE](#)

Example of your native ad at 300x250



Radiant Divine Medical Spa Is  
Where The World Of Beauty...

Radiant Divine Med Spa

[Learn More >](#)

# Google Ads PPC

## Examples Of Responsive Display Ads

### Preview



#### CoolSculpting in Oak Brook, IL

5-Star Med Spa. Board-Certified  
Plastic Surgeon On Staff.



#### CoolSculpting® Certified

Rejuvenate Med Spa  
Contact Us Today to Request Your  
Appointment.

LEARN MORE



World's Leading Non-Invasive Fat  
Reduction Treatment.

Rejuvenate Med Spa

Learn More >

Example of your ad at 300x250



#### Fat Reduction Treatment

Spa-Like Environment to Keep You  
Comfortable During Treatments.

