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IC Presents: L+ L

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# SEARCH ENGINE OPTIMIZATION RECAP & MOBILE INTRO

TERRY RICE

BROOKLYN DIGITAL MARKETING

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## IC LUNCH & LEARN

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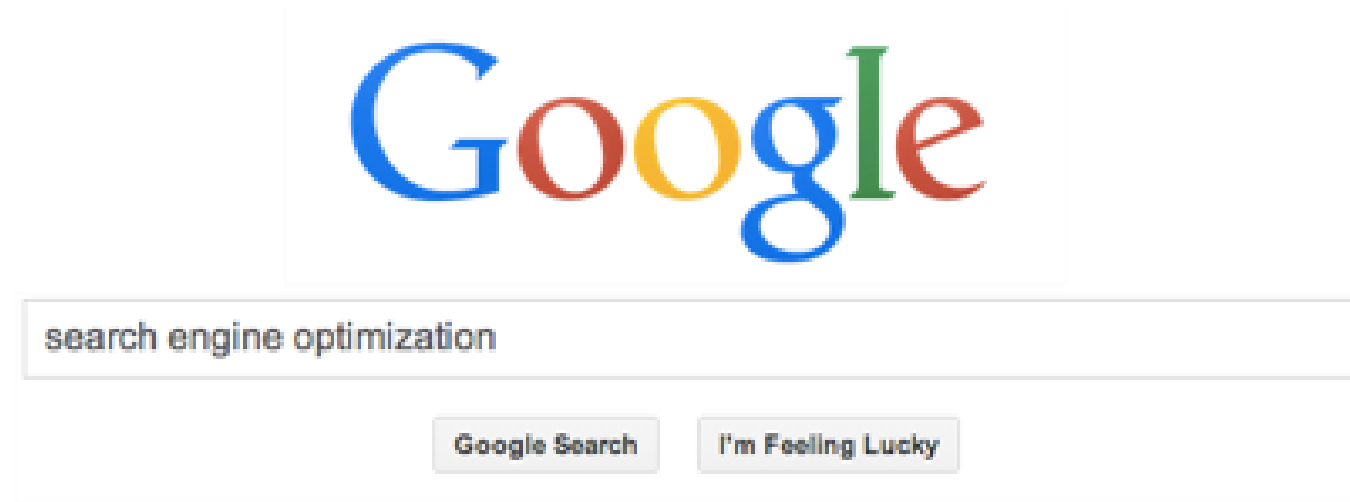
**TERRY RICE**

**terry@brooklyndm.com**

- Digital Marketing Instructor at New York University and General Assembly
- Trainer and Consultant at Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook and Search Engine Marketing Consultant at Adobe
- Nine years of Digital Marketing experience working with companies including, Dell Computers, 1800Flowers, Home Depot, Best Buy, and Spartan Race
- MBA from the University at Buffalo with a dual concentration in Marketing and Business Consulting

# SEARCH ENGINE OPTIMIZATION - AKA SEO

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The practice of improving and promoting a website, in order to increase the number of (non-paid) visitors the site receives from search engines.



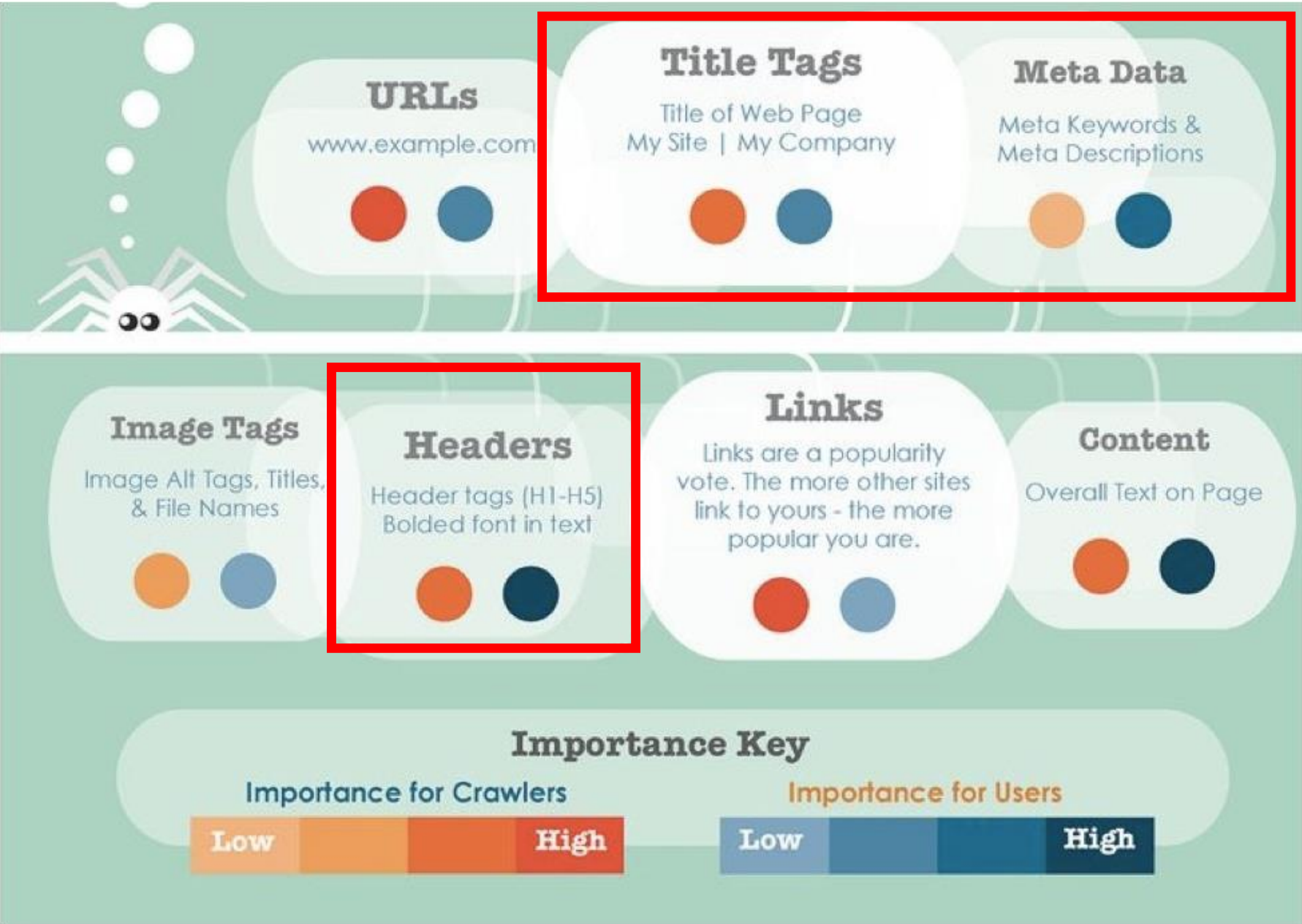
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## A FEW FACTORS THAT IMPACT SEO

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- How long people spend on your site
- The number of sites linking to your page
- How often you refresh your page content
- Posting content on Google + (people use that?)

# WHAT ARE SPIDERS LOOKING FOR?



How do we determine  
what keywords we want  
to rank for?



Congrats! You all just got hired at IC Digital Marketing!

Our first client, Food to You, would like some recommendations on the keywords they should optimize for.

They deliver both prepared and unprepared meals, and want to get as much traffic to their site as possible.





They present you with the following suggestions for keywords to optimize, and ask you to select the best option.

- Food Delivery Service
- Grocery Delivery Service
- Prepared Meal Delivery Service



# Google Trends

Google Trends

Explore topics



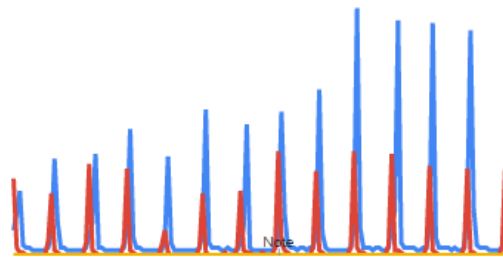
Feb 16, 2017

All categories ▼

United States ▼

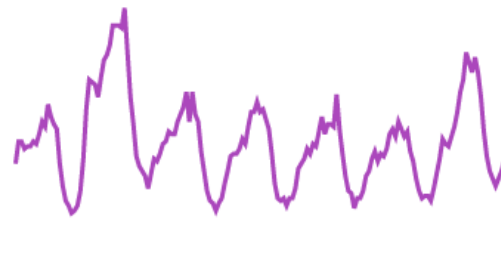
## Featured insights

### Oscars 2017



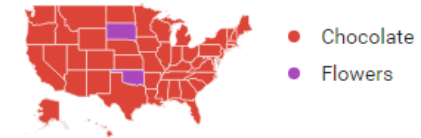
Search interest between Oscars, Golden Globes and BAFTA

### New York Fashion Week



Global search interest in NYFW

### Valentine's Day



Search interest in Chocolate vs. Flowers



[www.google.com/trends](http://www.google.com/trends)

● food delivery servi...  
Search term

● grocery delivery se...  
Search term

● prepared meal deli...  
Search term

+ Add comparison

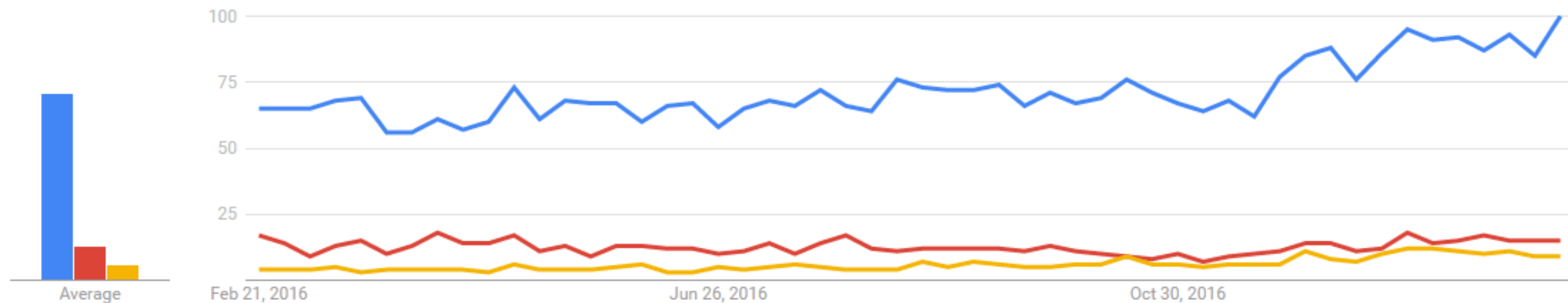
Worldwide ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?



Related queries <span>?</span>		Top <span>▼</span> <span>⋮</span>
1	food delivery	100 <div><div></div></div>
2	food delivery service	100 <div><div></div></div>
3	best meal delivery service	70 <div><div></div></div>
4	blue apron	70 <div><div></div></div>
5	home meal delivery service	50 <div><div></div></div>

Related queries <span>?</span>		Rising <span>▼</span> <span>⋮</span>
1	blue apron	Breakout
2	hello fresh	Breakout
3	plated	Breakout
4	paleo meal delivery service	Breakout
5	hellofresh	Breakout

## Related queries ×

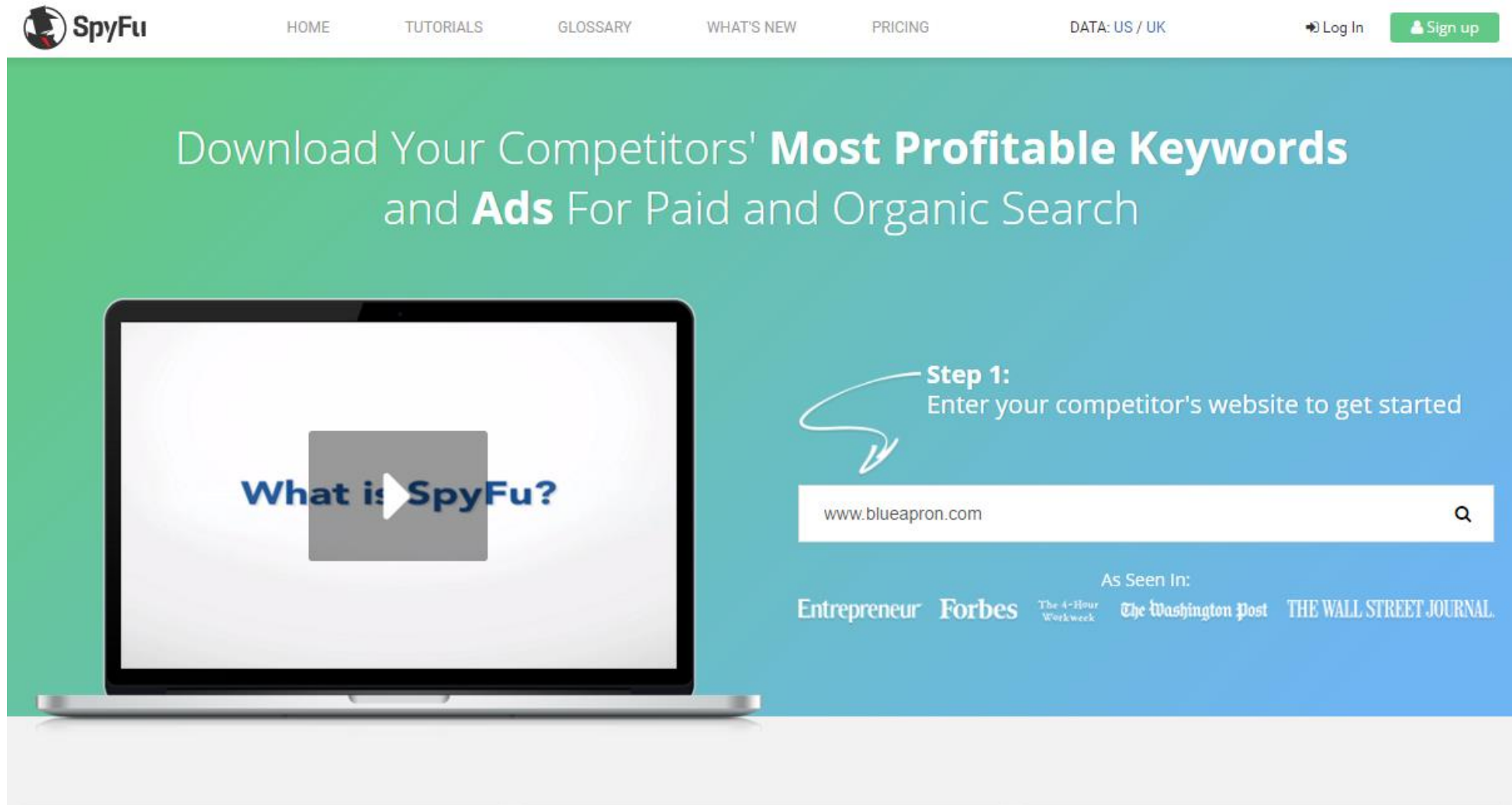
Users searching for your term also searched for these queries. You can sort by the following metrics:

\* **Top** - The most popular search queries. Scoring is on a relative scale where a value of 100 is the most commonly searched query, 50 is a query searched half as often, and a value of 0 is a query searched for less than 1% as often as the most popular query.

\* **Rising** - Queries with the biggest increase in search frequency since the last time period. Results marked "Breakout" had a tremendous increase, probably because these queries are new and had few (if any) prior searches.

‘Food Delivery Service’ gets the most volume, and covers both of our product offerings.





The image shows the SpyFu website homepage. At the top is a navigation bar with the SpyFu logo, links for HOME, TUTORIALS, GLOSSARY, WHAT'S NEW, and PRICING, a language selector for DATA: US / UK, and buttons for Log In and Sign up. The main content area has a green-to-blue gradient background. It features a large headline: "Download Your Competitors' **Most Profitable Keywords** and **Ads** For Paid and Organic Search". Below this is a laptop displaying a video player with the text "What is SpyFu?" and a play button. To the right of the laptop, "Step 1: Enter your competitor's website to get started" is shown with a curved arrow pointing to a search input field containing "www.blueapron.com" and a search icon. Below the search field, it says "As Seen In:" followed by logos for Entrepreneur, Forbes, The 4-Hour Workweek, The Washington Post, and THE WALL STREET JOURNAL.

Download Your Competitors' **Most Profitable Keywords** and **Ads** For Paid and Organic Search

What is SpyFu?

Step 1:  
Enter your competitor's website to get started

www.blueapron.com

As Seen In:

Entrepreneur Forbes The 4-Hour Workweek The Washington Post THE WALL STREET JOURNAL.

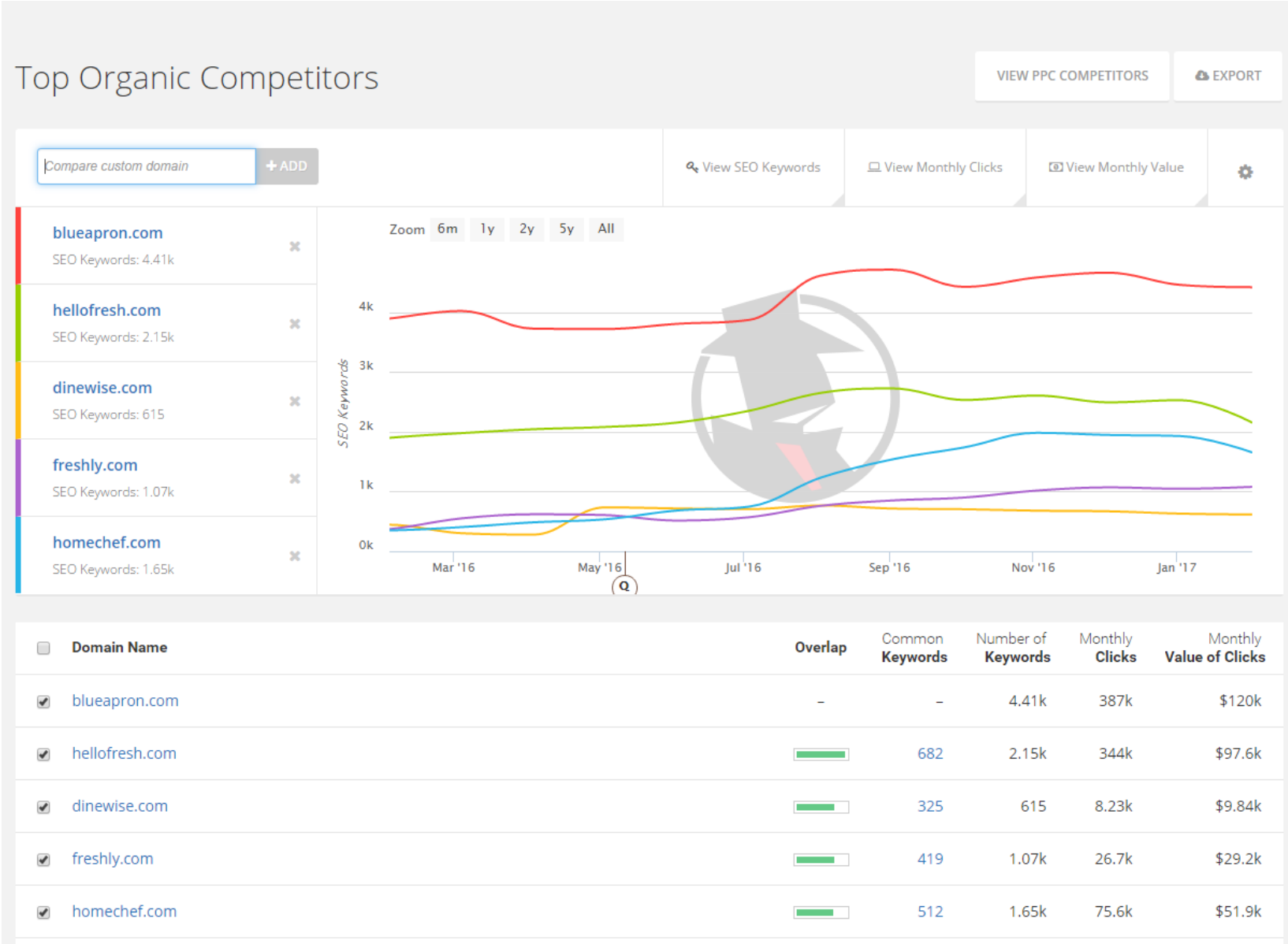
Most Valuable Keywords		
Keyword	Est Clicks/Mo	Est Click Value/Mo
foods delivered	7.6k	\$17k
blue apron	58.4k	\$11k
blue	8.6k	\$5k
delivered food	1.7k	\$3k
vegetarian recipe	3.2k	\$2k
VIEW ALL ORGANIC KEYWORDS >		



Newly Ranked Keywords

Keyword	Position	Ranking Difficulty
chicken tender recipe	43	57
frying chicken	46	63
cookbook recipies	4	64
indian recipe	49	66
pan fried chicken	21	57
VIEW ALL NEWLY RANKED KEYWORDS >		

This gives us ideas for content we may want to create.





- Shows you monthly search volume for keywords
- Also shows the amount of Paid Search competition for these keywords
- You'll also get suggestions for similar keywords

What would you call these?



Your product or service

sports shoes

Get ideas

Modify search

Search volume trends

Average monthly searches



Ad group ideas

Keyword ideas

Columns




Download


Add all (701)


Search terms		Avg. monthly searches	Competition	Add to plan
sports shoes		165,000	High	»


GOOGLE ADWORDS KEYWORD PLANNER

21

Search terms		Avg. monthly searches <span>?</span>	Competition <span>?</span>	Add to plan
sports shoes		201,000	High	»

Search terms		Avg. monthly searches <span>?</span>	Competition <span>?</span>	Add to plan
running shoes		246,000	High	»

Search terms		Avg. monthly searches <span>?</span>	Competition <span>?</span>	Add to plan
sneakers		673,000	High	»

Search terms		Avg. monthly searches <span>?</span>	Competition <span>?</span>	Add to plan
tennis shoes		90,500	High	»

- Although you may not be executing the strategy, you still need to know the basics of SEO
- You should also be heavily involved in the process of selecting the right keywords, and identifying competitors

[Google Trends](#)

[SpyFu](#)

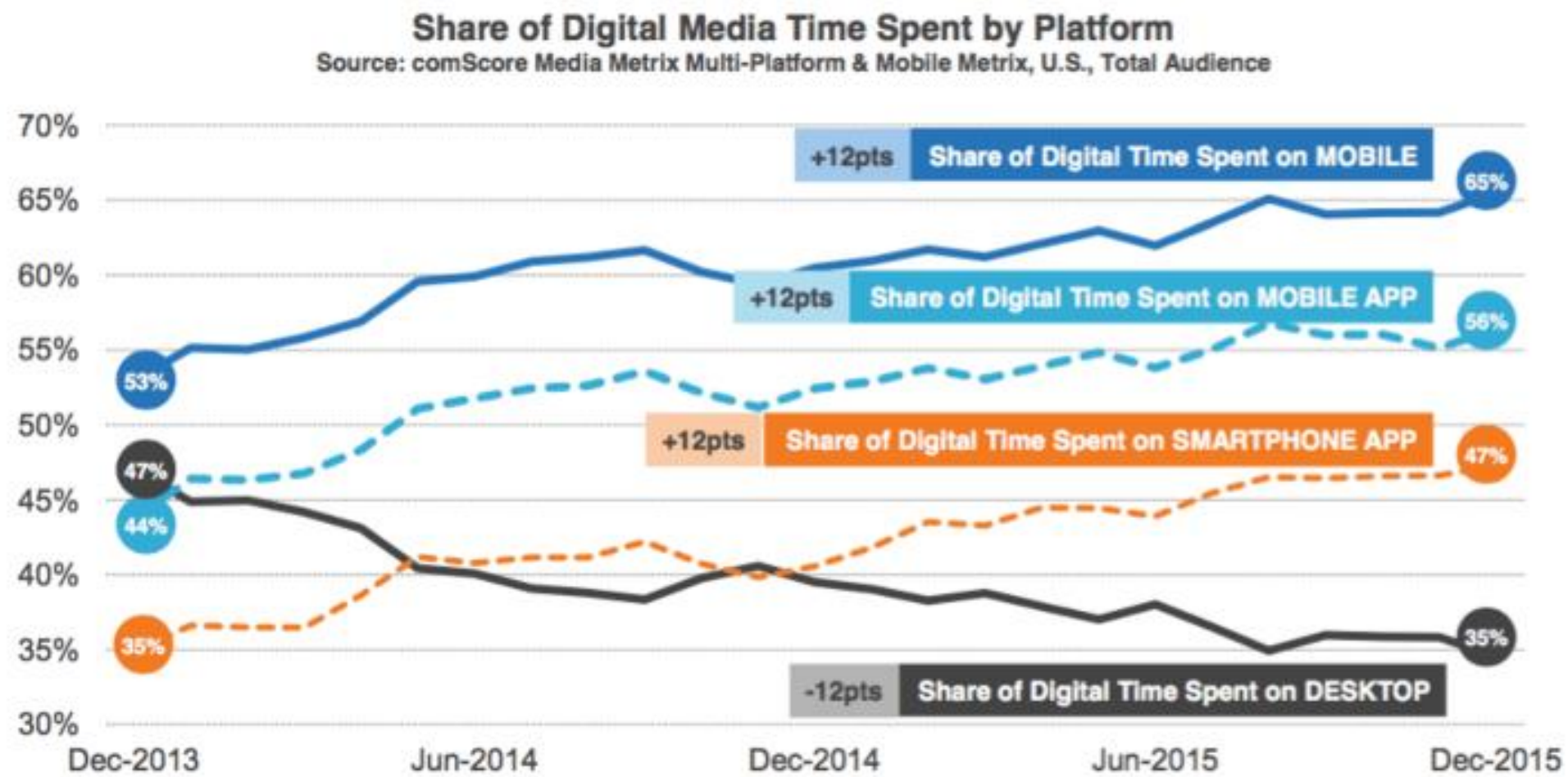
[Google Keyword Planner](#)

TERRY@BROOKLYNDM.COM

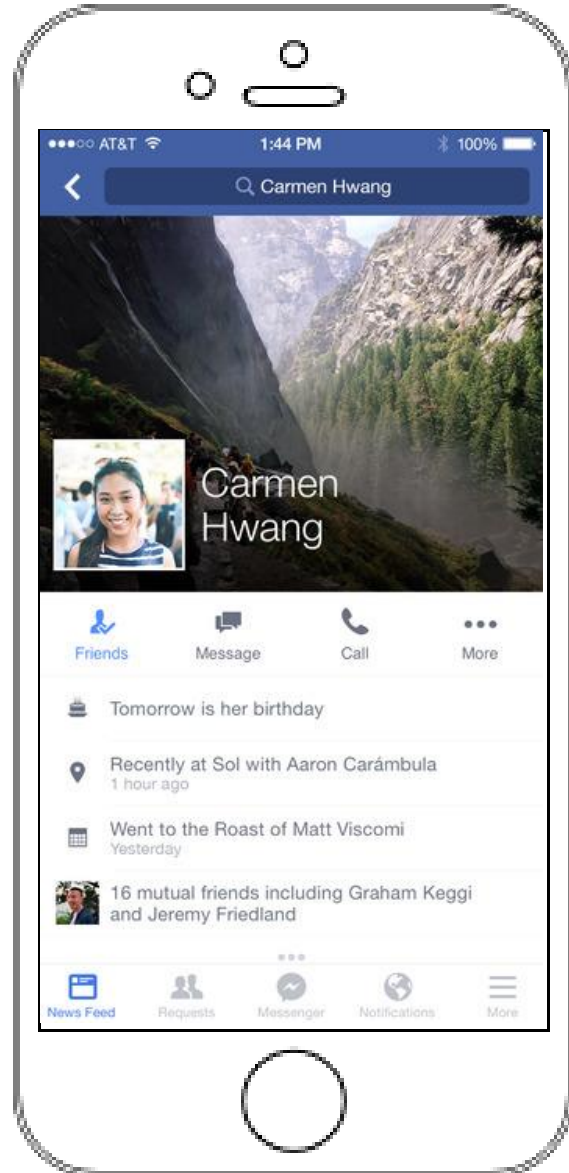


# MOBILE MARKETING OVERVIEW

# MOBILE MARKETING



# MOBILE MARKETING



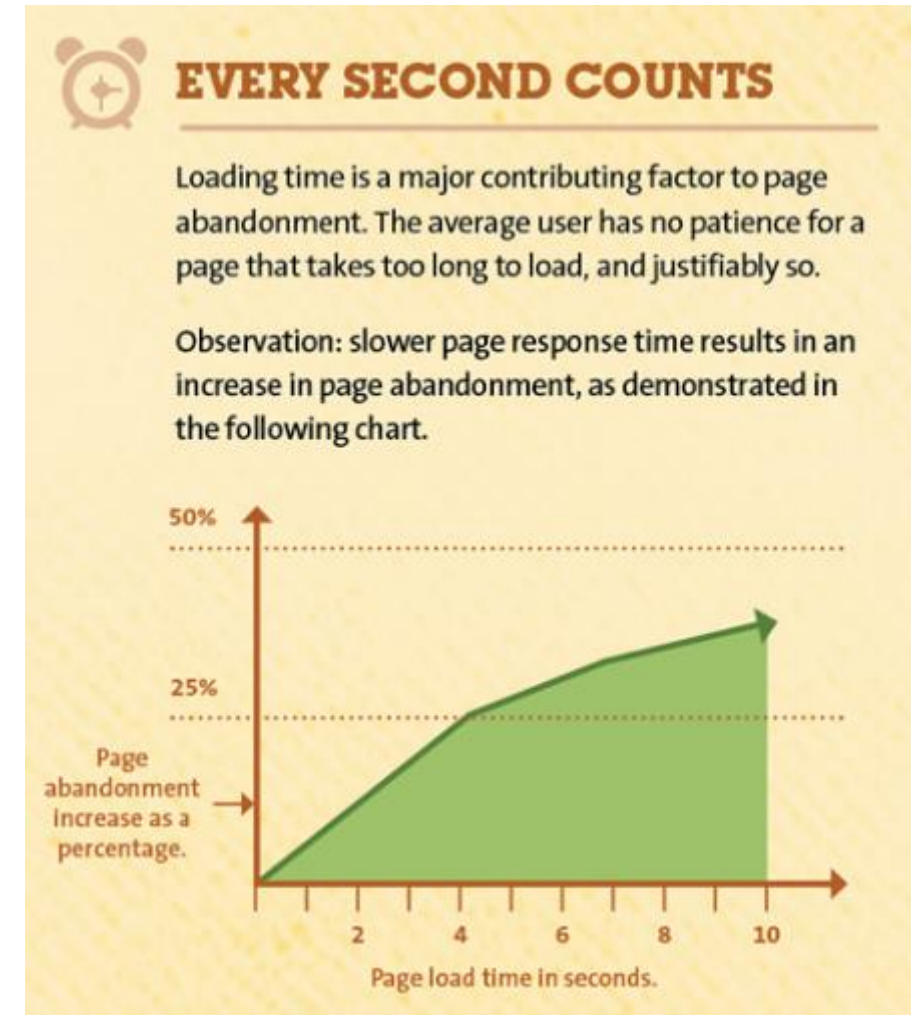
Time spent on Social is about 80% mobile.

# TIME IS MONEY

Use Google's Test My Site tool to determine how quickly your client's site loads.

40% of people abandon a website that takes more than **3 seconds** to load.

If an e-commerce site is making \$100,000 per day, a 1 second page delay could potentially cost **\$2.5 million lost in sales** every year.

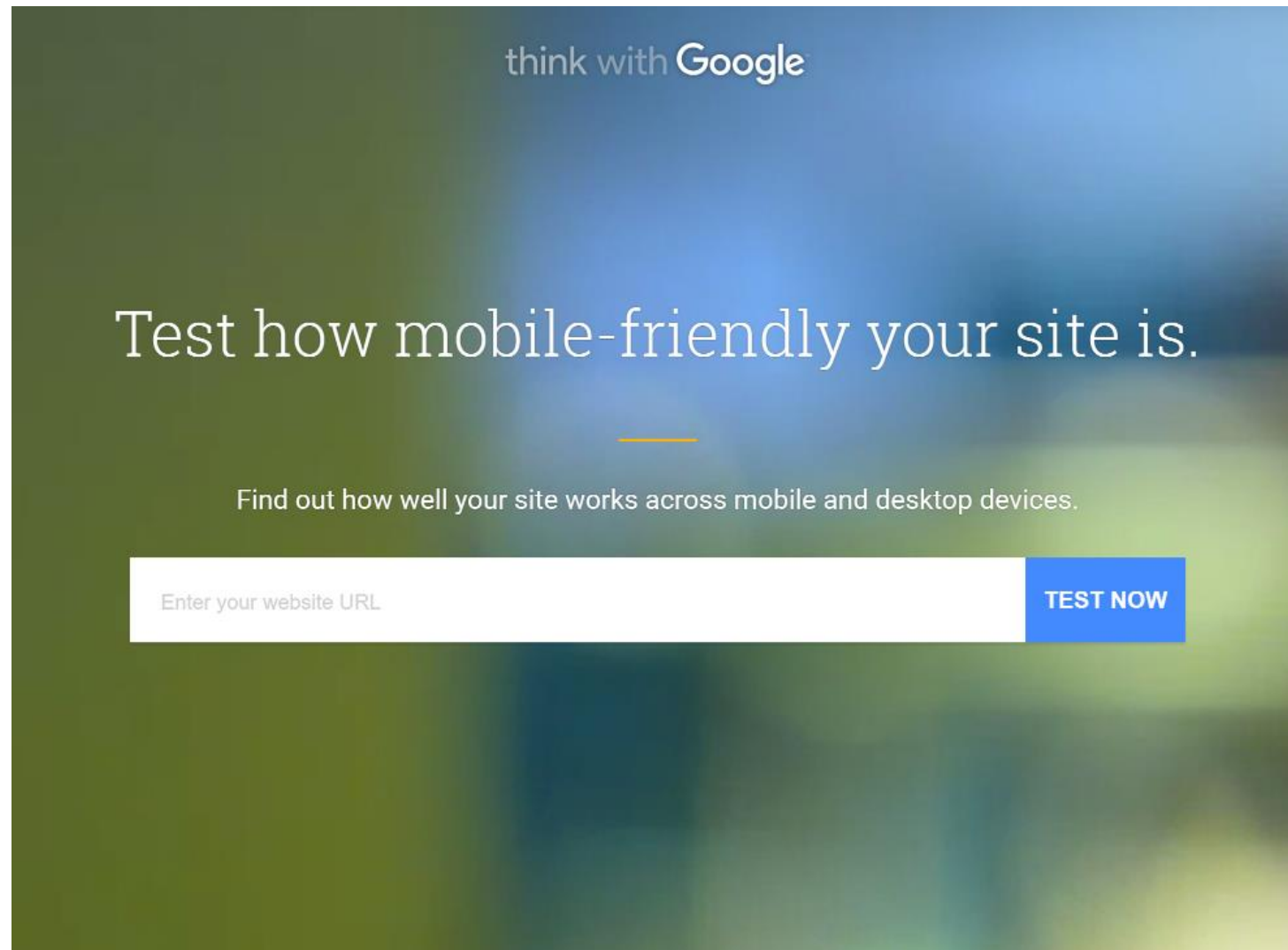


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# TEST YOUR SITE

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<https://testmysite.thinkwithgoogle.com/>



# A MOBILE AUDIENCE



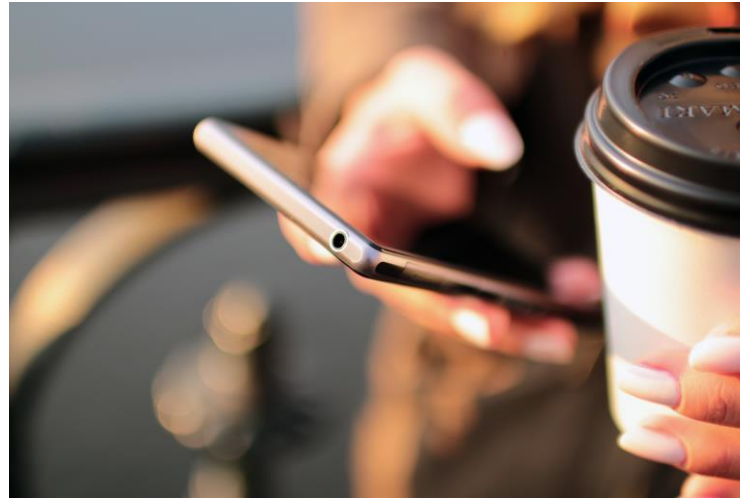
# MOBILE MARKETING

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- How do these customers use mobile devices differently?
- We need to add in to our customer profiles the context of the mobile experience.



Subway



Coffee Shop

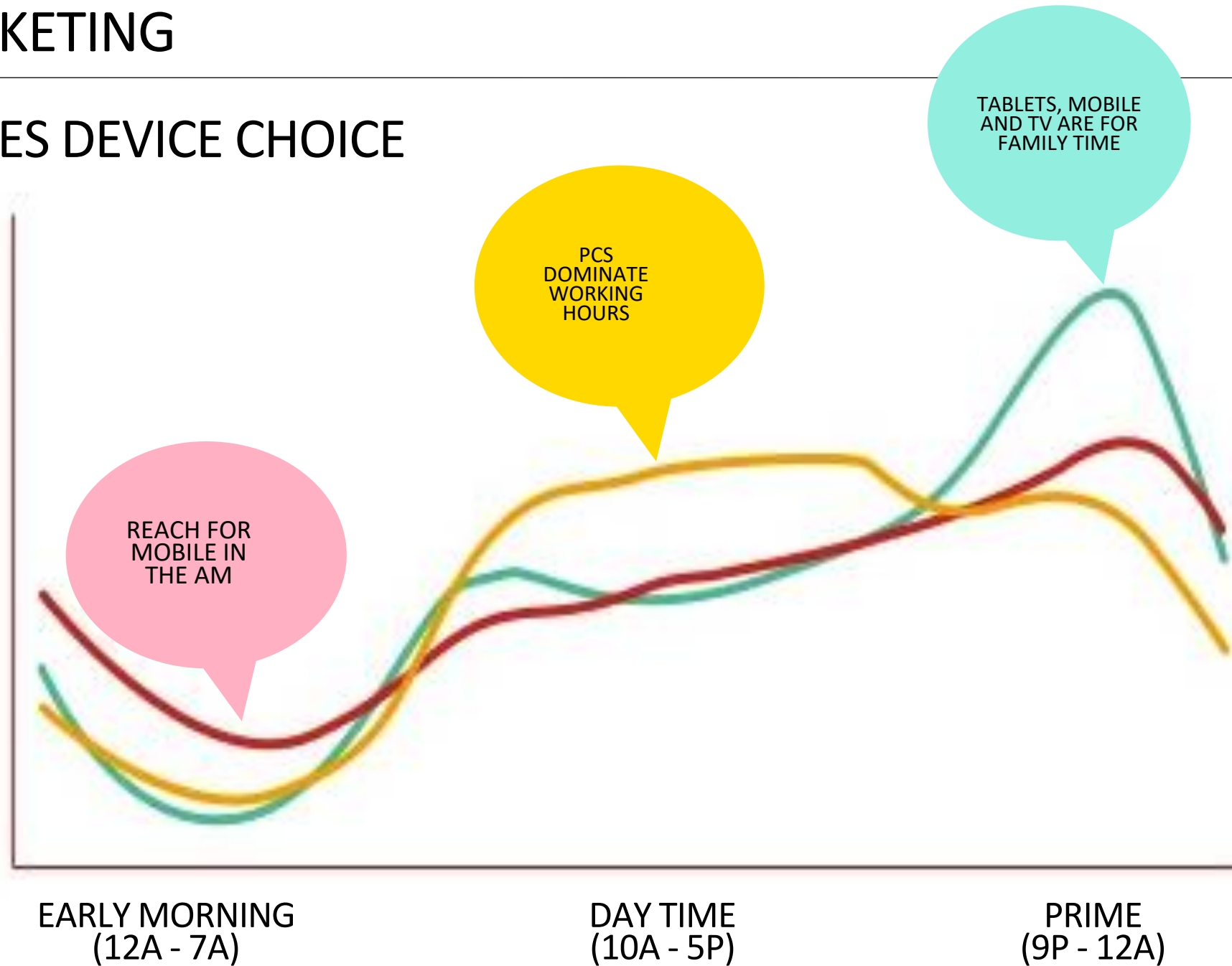


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# MOBILE MARKETING

## CONTEXT DRIVES DEVICE CHOICE



# MOBILE MARKETING

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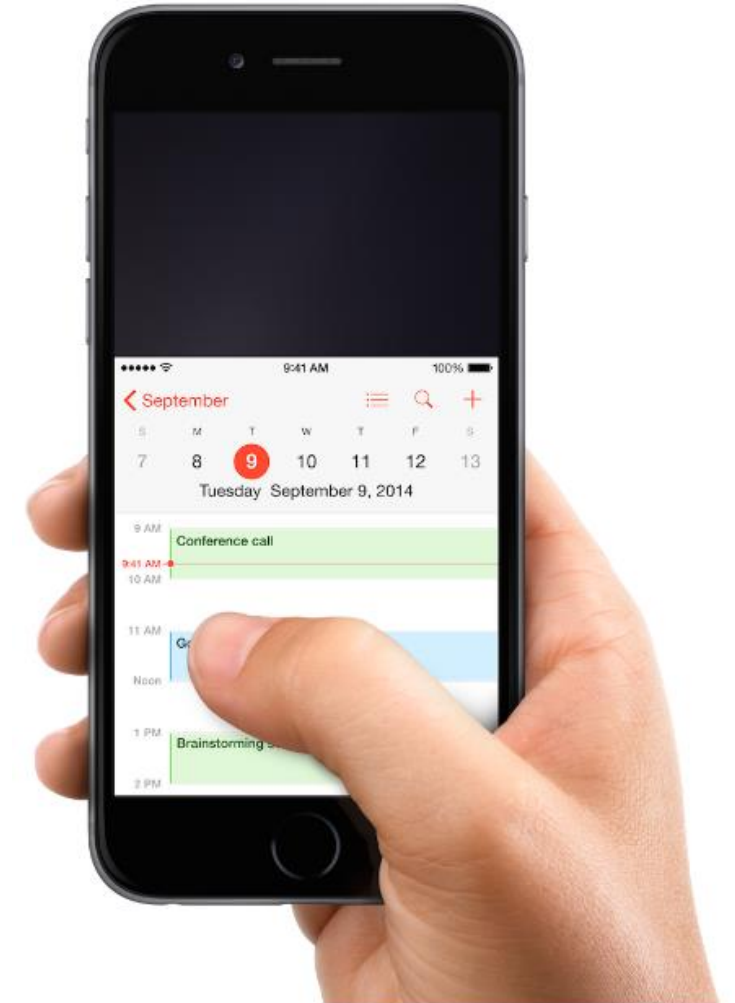
How do we ensure mobile users  
have the best possible user experience?

Research suggests that most of us hold our phones with the bottom of the thumb anchored on the lower-right-hand corner.

One handed: 49%

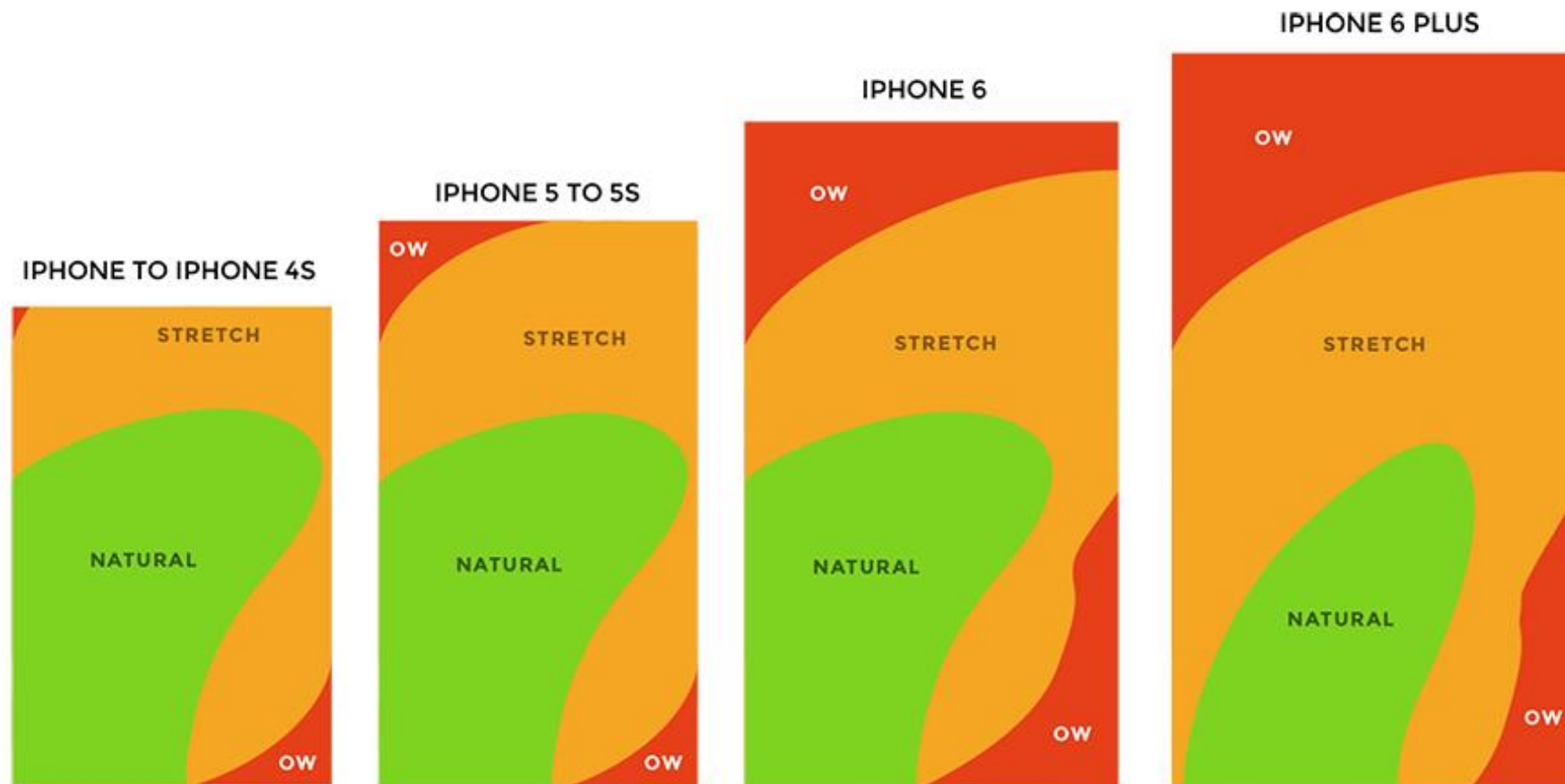
Cradled: 36%

Two handed: 15%

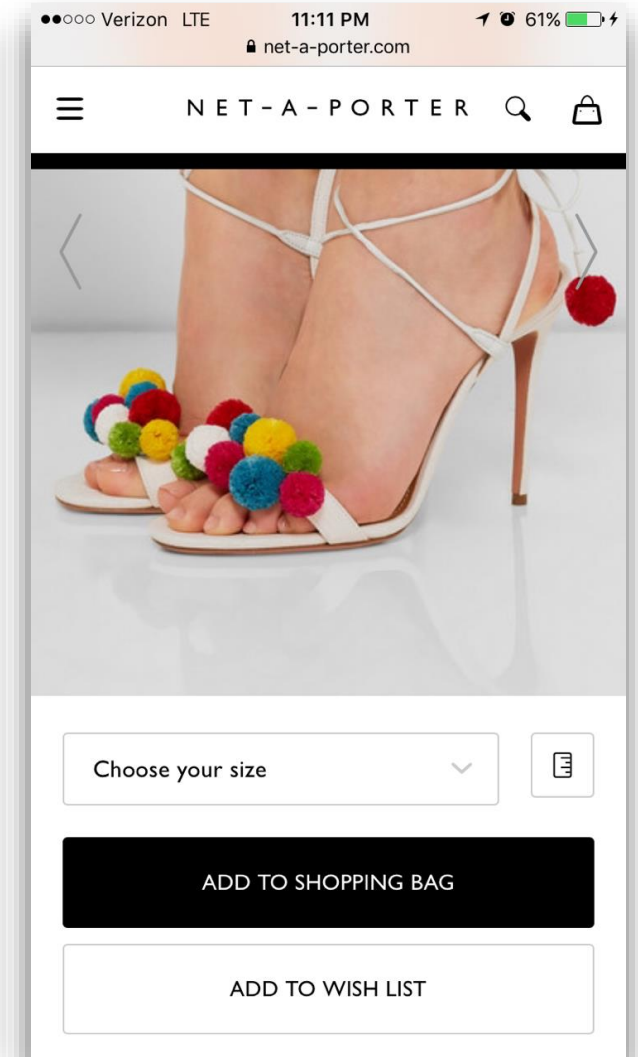
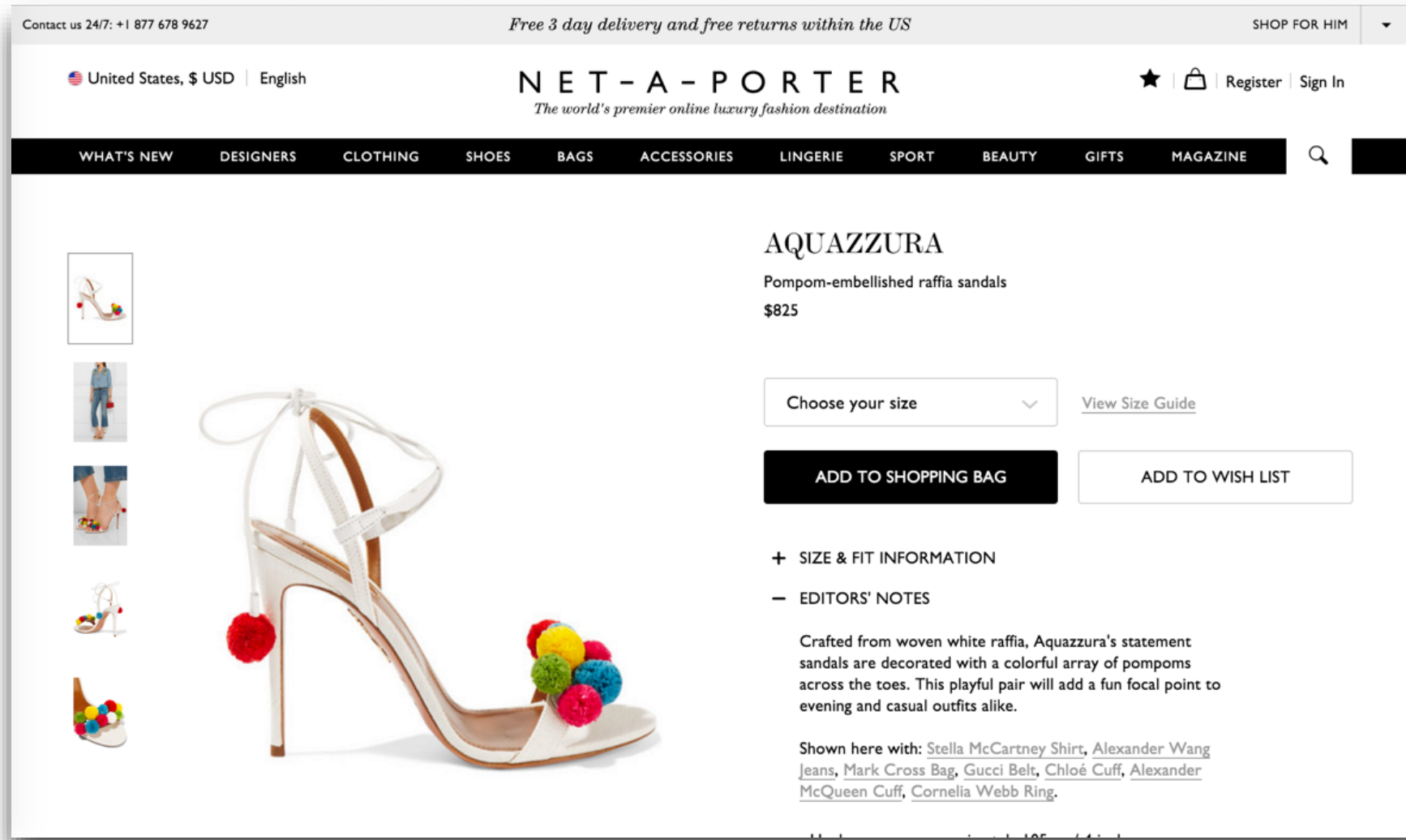


# MOBILE MARKETING

- › One big (user experience) consideration to get right? Calls to action within reach!

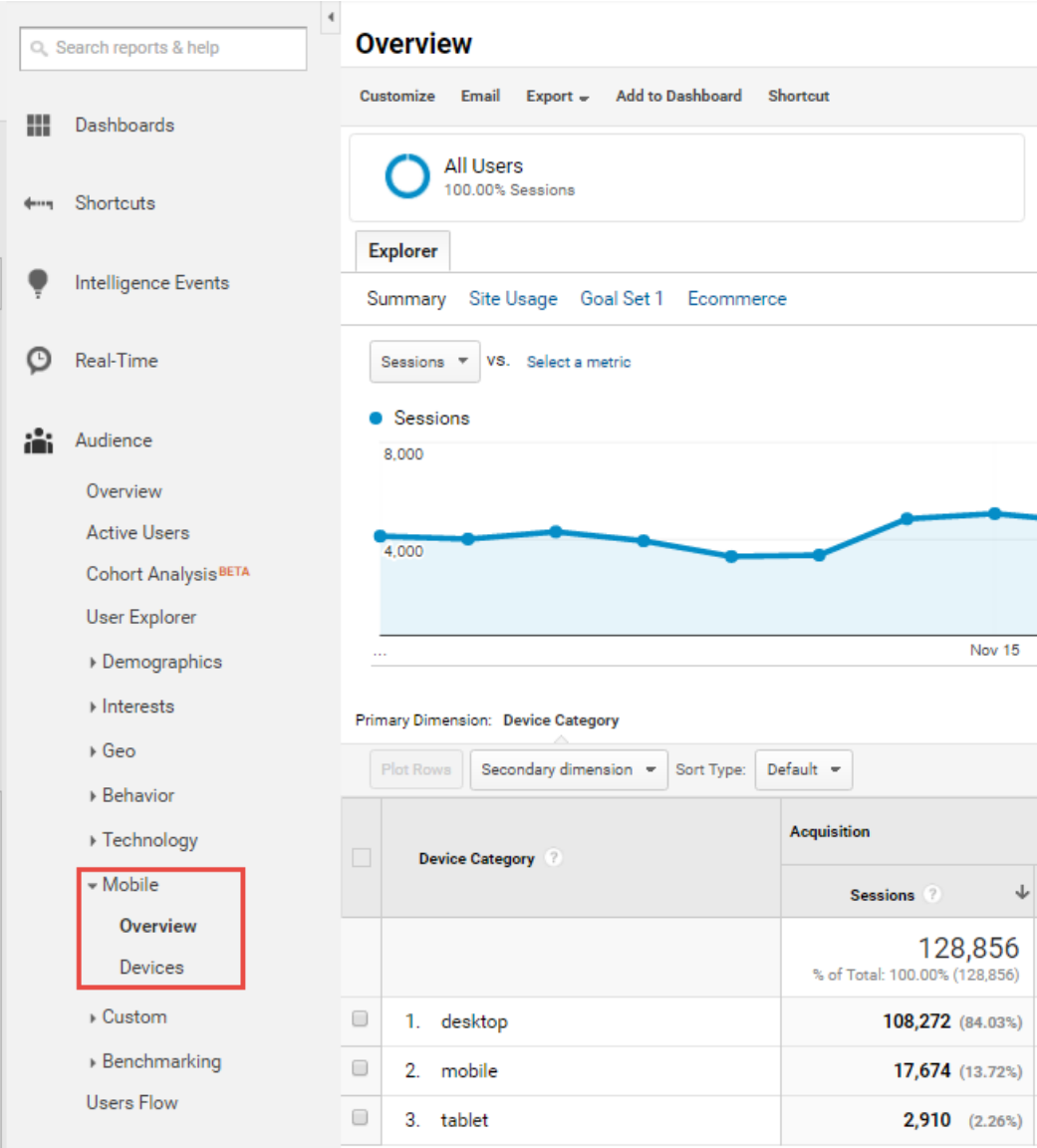


▸ Just like Net-a-Porter's responsive mobile site...



# MOBILE ANALYTICS

# MOBILE MARKETING





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## MOBILE MARKETING

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Do any new metrics enter the mix?

# MOBILE MARKETING

Real-Time

Audience

Overview

Active Users

Cohort AnalysisBETA

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Mobile

Overview

Devices

Custom

Benchmarking

Users Flow

Acquisition

Primary Dimension: Mobile Device Info Mobile Device Branding Service Provider Mobile Input Selector Operating System Other

Plot RowsSecondary dimensionSort Type: Default

advanced

	Mobile Device Info	Acquisition			Behavior			Conversions eCommerce		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
		20,582 % of Total: 15.97% (128,856)	77.39% Avg for View: 77.44% (-0.05%)	15,929 % of Total: 15.96% (99,780)	47.44% Avg for View: 43.61% (8.79%)	3.92 Avg for View: 4.15 (-5.36%)	00:02:08 Avg for View: 00:02:11 (-2.55%)	126 % of Total: 3.71% (3,393)	\$13,933.44 % of Total: 2.08% (\$669,490.76)	0.61% Avg for View: 2.63% (-76.75%)
	1. Apple iPhone	7,062 (34.31%)	75.87%	5,358 (33.64%)	45.31%	4.06	00:02:10	41 (32.54%)	\$2,447.73 (17.57%)	0.58%
	2. Apple iPad	2,022 (9.82%)	79.92%	1,616 (10.15%)	45.40%	4.53	00:02:16	22 (17.46%)	\$2,081.57 (14.94%)	1.09%
	3. (not set)	871 (4.23%)	87.94%	766 (4.81%)	56.60%	3.06	00:01:41	4 (3.17%)	\$160.45 (1.15%)	0.46%
	4. Google Nexus 5X	732 (3.56%)	76.91%	563 (3.53%)	56.15%	3.80	00:02:17	10 (7.94%)	\$1,094.94 (7.86%)	1.37%
	5. Google Nexus 6P	452 (2.20%)	66.81%	302 (1.90%)	31.64%	5.26	00:03:04	7 (5.56%)	\$1,000.55 (7.18%)	1.55%
	6. Google Pixel XL Pixel XL	412 (2.00%)	55.34%	228 (1.43%)	41.50%	5.67	00:03:03	10 (7.94%)	\$4,103.10 (29.45%)	2.43%
	7. Google Pixel Pixel	261 (1.27%)	68.20%	178 (1.12%)	31.03%	5.51	00:02:53	2 (1.59%)	\$36.98 (0.27%)	0.77%
	8. Samsung SM-G935F Galaxy S7 Edge	227 (1.10%)	70.04%	159 (1.00%)	54.19%	3.32	00:01:31	0 (0.00%)	\$0.00 (0.00%)	0.00%
	9. Google Nexus 6	189 (0.92%)	70.90%	134 (0.84%)	30.16%	5.40	00:02:45	3 (2.38%)	\$549.97 (3.95%)	1.59%
	10. Google Nexus 5	187 (0.91%)	74.87%	140 (0.88%)	50.27%	3.80	00:01:55	0 (0.00%)	\$0.00 (0.00%)	0.00%

# MOBILE MARKETING

Mobile Device Info ?	Acquisition			Behavior			Conversions <div>eCommerce ▾</div>		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
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CVR 1.55%



6.27 x 3.06 x 0.29 inches  
159.3 x 77.8 x 7.3 mm  
6.28 oz (178 g)

**GOOGLE NEXUS 6P**

CVR 1.37%



5.79 x 2.86 x 0.31 inches  
147 x 72.6 x 7.9 mm  
4.80 oz (136 g)

**GOOGLE NEXUS 5X**

CVR 0%



5.43 x 2.72 x 0.34 inches  
137.84 x 69.17 x 8.59 mm  
4.59 oz (130 g)

**GOOGLE NEXUS 5**

# KEY TAKEAWAYS

- Although your customers may not convert on mobile, you still need to have a great mobile experience
- Use Google Analytics to better understand your mobile audience, and optimize the experience.

[Google Test My Site](#)

[Google Mobile Analytics](#)

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Q & A

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