Introduction to Digital Marketing

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Introduction to Digital Marketing

Digital advertising, search marketing and social media have been the cornerstones of modern marketing in other industries for years, but many small to mid-sized companies in the construction industry tend to rely solely on traditional advertising tactics. The justifications range from the cost of hiring consultants/vendors or specialized employees, to the difficulty of estimating ROI.

This guidebook aims to examine some of the perceived barriers to launching digital marketing, and present actionable steps that you can implement in your company right away to attract new leads and ultimately obtain new customers and projects.

Whether you’re just starting out with digital marketing or have been utilizing digital marketing and SEO tactics already, this guide will provide you with practical, industry-relevant knowledge to help educate you and grow your business. Based on over 60 years of experience as a world-wide manufacturer in the construction products market and expertise in digital and traditional marketing strategies, LATICRETE® is here to help you thrive in the digital era.

We will explore SEO best practices, website strategies, content creation, social media, content promotion (free and paid), and measurement and analysis.

Throughout this guidebook we will be utilizing many digital marketing and SEO terms. For easy reference of these key terms and their definitions we’ve created a glossary which can be found in Appendix A.

There is a lot to know and understand about digital marketing and SEO; that’s why there are companies and professionals who specialize in it. We also understand that your company may not have the available spend to hire those resources at this time — that’s why we’ve developed this guidebook to help get you started. Whether you’re an owner, marketing professional, or admin, you can easily understand the principals behind digital marketing and SEO and start implementing the suggestions outlined in this guidebook.
I. SEO Best Practices

Introduction to SEO

Search Engine Optimization, often called SEO, employs techniques to increase your website’s position in search engine results and increase the likelihood of targeted customers finding your company online. The techniques and strategies outlined in this guide will help you achieve this.

If you don’t have a website yet but are looking to have one created, these strategies will provide knowledge and insight to help you choose a vendor/partner who follows these best practices.

To determine the success of your SEO efforts, you’ll need to define your goals and how to measure them.

Goal: “To increase your website’s position for specified keywords on Google, Yahoo, Bing and other search engines over time.”

Determining the keywords and strategies that will help you achieve this is covered in the section below.

Website Strategies

To develop or enhance your website for optimum SEO results, some activities will require the knowledge of website design. If your site was professionally designed within the last few years, it’s likely that your site is already compliant with these best practices and won’t require adjustment (as long as new pages you develop are created using the same approach). However, it’s always a good idea to review them to ensure your website is up to date!

Search vendors like Google do not reveal exactly how their algorithms work, though most marketers agree on a core list of effective techniques. We will focus on the easiest and most effective activities for the purposes of this guidebook.

- Determine Demand (Keyword Research)
- Content Promotion
- Mobile-Friendly Website
- Relevant Inbound Links
- On-Page SEO
- Measure and Repeat
- Create Relevant Content

Some SEO practitioners believe that the key to defining a good SEO strategy is to guess at the intricacies of the search vendors’ algorithms and “play the game” to try to get a top rank. These are usually the same firms that generate the “guaranteed 1st result on Google!” emails you may receive. The best way to approach SEO is to understand that the overall goal of search engines is to provide the most relevant and credible content to the searcher. When you accept the fact that changes to their algorithms are simply the means by which the vendors attempt to align the engines with those goals, it ensures that your SEO efforts are future-proof.

The key takeaway is — Don’t try to cheat the system, and avoid the scams!
Determine Demand (Keyword Research)

The first step in any SEO initiative is to analyze the search demand for terms relevant to your business (sometimes called keyword research). Google’s AdWords Keyword Planner is a great free tool to use.

Start by making a list of words (also known as keywords) you believe your customers would search for your business by (think like a customer – if you were searching on Google for a company to solve X problem, what would you type in?). This is a great brainstorming exercise to have with several members of your team (and your customers), as it will provide you with different perspectives and direct you to more relevant keywords. Once you have your base list, enter them into the Google AdWords Keyword Planner tool.

For the example below we entered: decorative concrete (in the U.S.). The tool returned the average monthly searches for that keyword along with the how competitive it is (low, medium, high). They also include a suggested bid amount if you were to use these keywords in pay per click (PPC) advertising (we’ll discuss this strategy later). It also provides you with suggested similar keywords that you might want to include in your keyword list.

![Search volume trends graph for decorative concrete](image)

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**Search terms**

- **decorative concrete**: 3,600 searches, Medium competition, Suggested bid $2.26
- **concrete stain**: 27,100 searches, High competition, Suggested bid $1.29
- **stamped concrete**: 27,100 searches, Medium competition, Suggested bid $2.93
- **concrete stamps**: 12,100 searches, High competition, Suggested bid $1.09
- **stained concrete**: 18,100 searches, Medium competition, Suggested bid $1.88
If this is your first time conducting keyword research, begin with low-competition search phrases. Keep medium to high competition keywords for phase 2, when your low competition keywords are performing well. After adding these additional keywords to your list, think of how inexperienced customers may search for your product or service, and search for these keywords in the AdWords tool and add these as variations.

Be sure you include states or state abbreviations if your market covers a specific geography.

**Success Metrics**

Next, you’ll want to see how you currently rank for the keywords you’ve identified if you have an existing website. This will give you baseline metrics of where you stand, and allow you to track how your rank changes month to month as you follow the SEO suggestions we’ve outlined in this guide. Exclude any keywords/phrases from your master list that you are already ranking well for.

We recommend checking your rank monthly using the free Rank Tracker Toolbar (note: use this tool in the Firefox browser). To keep track of your progress month to month, we suggest creating an excel spreadsheet with the list of the keywords you are tracking and the rank per month.

You’ll also want to track your actual competition for these same keywords/phrases. After checking your competition, prioritize the keywords with less competition first. If the competition is too stiff, flag the keyword for future campaigns or PPC.

**TIP:** When checking search engine result pages, ensure you are not logged in to your Google, Microsoft or Yahoo account, as this will influence results. Check these rankings monthly.

We suggest creating a spreadsheet to keep track of these metrics, similar to the example below. The “G, B, Y” abbreviations stand for the three major search engines, Google, Bing and Yahoo.

**Organic Search: Current Keyword Ranking**

Date: June 1, 2017 – June 30, 2017

<table>
<thead>
<tr>
<th>Top Keywords</th>
<th>Your Company</th>
<th>Competitor 1</th>
<th>Competitor 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>G  B  Y</td>
<td>G  B  Y</td>
<td>G  B  Y</td>
</tr>
<tr>
<td>keyword 1</td>
<td>6  26  30</td>
<td>9  7  5</td>
<td>18  33  33</td>
</tr>
<tr>
<td>keyword 2</td>
<td>4  8  7</td>
<td>7  6  7</td>
<td>6  3  3</td>
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<tr>
<td>keyword 3</td>
<td>28  50  50</td>
<td>50  23  20</td>
<td>8  12  15</td>
</tr>
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<td>keyword 4</td>
<td>17  17  17</td>
<td>7  10  10</td>
<td>26  50  50</td>
</tr>
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<td>keyword 5</td>
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<td>8  3  27</td>
<td>27  50  50</td>
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<td>15  50  50</td>
<td>50  50  50</td>
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<td>keyword 7</td>
<td>11  50  50</td>
<td>4  2  50</td>
<td>17  16  13</td>
</tr>
<tr>
<td>keyword 8</td>
<td>50  50  50</td>
<td>7  38  24</td>
<td>8  21  21</td>
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<td>keyword 9</td>
<td>10  50  50</td>
<td>10  20  18</td>
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<td>keyword 10</td>
<td>45  50  50</td>
<td>48  50  50</td>
<td>21  10  16</td>
</tr>
<tr>
<td>keyword 11</td>
<td>1  8  9</td>
<td>15  15  16</td>
<td>10  3  11</td>
</tr>
<tr>
<td>Average</td>
<td>20  37  37</td>
<td>16  20  25</td>
<td>22  27  28</td>
</tr>
</tbody>
</table>
Keyword Density

A good practice for making your content more relevant for searches on target keywords is to increase keyword density (the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page). Keyword density is typically used as a factor in determining whether a web page is relevant to a specified keyword or keyword phrase, and makes it easier for spiders (a program that visits web sites and reads their pages and other information in order to create entries for a search engine index) to index your pages.

By utilizing your keywords/phrases identified, you can take this knowledge and apply it to the existing pages on your website. If your website was professionally developed and written with the help of an SEO expert, chances are this has been done already. However we recommend reviewing your pages periodically to update the copy with appropriate keywords and relevant information. You don’t want your website to remain static! If your website was not professionally developed, now is the perfect time to help optimize it with the knowledge that you now have.

**TIP:** Be sure to include appropriate target keywords but don’t “stuff”. Write your website copy in a natural tone as if you were speaking to someone directly. Search engines can penalize you if you overstuff your content with keywords and try to “trick the system”!

Mobile-Friendly Website

What is a mobile-friendly website? It is a website that when viewed from a smartphone or tablet does not require the customer to pinch, zoom or pan in order to read the content. The mobile-friendly version displays correctly, is readable and is immediately usable to them.

More searches happen on mobile devices like smartphones and tablets than on a desktop computer, therefore Google, Bing and others reward sites that are mobile friendly with a chance of better rankings when a person searches on mobile than those websites that are not optimized for mobile.

**TIP:** Use this [Google tool](http://www.google.com) to help analyze if your website pages are mobile friendly.

For the purposes of this guide, we not be reviewing how to make your website mobile-friendly but recommend working with an in-house web developer or hire a professional firm to help you. To learn more about mobile-friendly website design, review Appendix B for additional resources.
On-Page SEO

On-page SEO success factors are those that are almost entirely in your control. However, there is no single factor that will guarantee you will rank high in the search results – it’s the combination of many strategies that will help to increase your website rank. While SEO can be complex, understanding and implementing some of the basics can go a long way in helping your website rank higher among the search engines, so let’s focus on the basics!

1. Good Page Structure — make it easy for spiders to index your page!

Use SEO toolbar page analyzer to examine your tags.

- **Title Tag** — concise description of a page’s content is considered one of the most important on page SEO elements.

**Optimal Format:**
Primary Keyword – Secondary Keyword | Brand Name

- Google typically displays the first 50-60 characters, so keep it **less than 55 characters**, the majority of your title tags will display properly
- Put most important keywords first
- Use pipes (|) to separate phrases
- Put company name last
- Make unique for every page
- Ensure it’s readable to a human

- **URLs** — fundamental network identification for any resource connected to the web (i.e., hypertext pages, images, and sound files).
  - Ensure your pages don’t have unreadable (pageid=32&itemid=10, etc.)
  - Don’t have unrealistically deep (too many folder levels) addresses
  - Use dashes for word separators
  - Try to avoid file extensions
**Meta Description Tags** — provide concise explanations of the contents of web pages. They are commonly used on search engine result pages (SERPs) to display preview snippets for a given page. This is your opportunity to advertise your content to your potential customers/searchers and let them know exactly what they’ll be seeing when they click on this link.

- Less than 160 characters
- Make the copy compelling
- Don’t worry about adding keywords as they do not affect rank here

**TIP:** Make title and description tags unique.

**Heading Tags** — heading tags are used by search engines to help determine your page’s content. `<H1>` tags are the most important.

- Add one to each page above the content (at the top of the page, preferably after the `<body>` tag
- Use your most important keyword/phrase
- Preferably only use one `<H1>` tag per page

**Image Alt Attributes** — describe the image’s content and are used to rank results of image searches along with the image’s filename. This is necessary for *engine bots* to properly index images.

- Less than 125 characters
- Only use keywords if appropriate
- Make sure your image name is relevant to the image

2. **Inbound Links** — a hyperlink back to your site from another Website.

Links are one of the most important parts of SEO. The more quality, relevant/related websites that link to your website, the more likely your web pages will rank. The reason: it’s very easy for companies to do research, edit/create content, but it’s hard to convince high quality websites to link to you. In short, the more trustworthy, non-spammy sites that link to your website, the more authority on a topic you have.

Review your inbound links on Moz.
Techniques to Help Increase Inbound Links:

- **Blog** – when you create great blog content, people want to link to it!
  - Consider linking to another industry blog when crafting your own content. This will increase the likelihood that that blogger will link to yours in the future.
  - Publish helpful **resource lists** that are both helpful to your target audience and “link bait” for potential bloggers.
  - **Build relationships** with other influencers in your market (this will take some time) to reach out to write a guest blog for you in the future.

- **Case Studies** – write case studies on your most impressive clients (those that have websites) and make them look good! Chances are if you do this, they’ll link to your site.

- **Publish press releases** about interesting company news – post it on your website and share it with the newswires. If your press release involves another company, send out a joint press release as it will help reach additional related sites that might not have linked just to your site.

- **Monitor mentions of your brand** – set up alerts for when your company’s data, blog, content etc. is being mentioned but no link is included. You can use sites like: Google Alerts, or Mention to monitor your brand. Reach out to them (if the website has a high quality website) and ask for a link. **See #27 in this article for an example email template to ask for a link.**

- **Directories** – there are a ton of directories on the web! Submit your company information only to those that are quality and compliment your content. Some examples would be:
  - **Google Business** – when someone searches on Google for a local “tile contractor”, “flooring installer”, “decorative concrete installer” etc., among the top results are Google’s local listings/Google Business profile, and those with customer reviews rank higher in the results! Setting up your business on Google is easy:
    - Claim your business (if you have multiple locations, create different profiles for each)
    - Update your information and visuals (include high quality images of some of your best projects)
    - Invite your customers to provide reviews
    - View and respond to any reviews
  - **Houzz** – there are more than 25,000 searches every month for terms like “tile installation”, “tile contractor”, “decorative concrete” or “tile installer” and of those Houzz.com is often the number one result. Houzz is a great site to have your business listed on to help generate business for home renovation projects. Nearly 40% of consumers report that they start their home renovation projects online and nearly 95% said they go online to find design ideas. Therefore, by adding your business listing to Houzz (it’s free), and participate in forum questions/answers, you could potentially reach new clients.

**TIP:** If you have multiple locations, set up a Houzz account for each location. Include location, hours, etc. for each.

While we don’t claim to be the expert on Houzz, we do know that when you showcase your completed projects and customer reviews and participate in the forums you highlight your company’s best assets to prospective clients.
- **Forums** – find industry related forums where you can set up a signature that can include a link back to your website. As long as those links are not *no-followed links*, they will help your rankings.

- **Social Media** – the last few years have seen an explosion in the amount of content shared through social channels such as Facebook, Twitter, LinkedIn, etc. Although search engines treat socially shared links differently than other types of links, they notice them nonetheless. While it is unknown how exactly search engines factor social link signals into their algorithms, there is no denying the importance of social channels.

- **Review Competitor Backlinks** – when you review your competitors that are ranking well for the keywords you wish to, you gain valuable insight. Create a strategy to develop your own backlinks to these sites. To see what backlinks your competitors have, use a tool like [Open Site Explorer](https://www.opensiteexplorer.org) provided by Moz.

- **Get Your Customers to Link to You** – this is relevant if you do commercial/industrial work and those companies have a website.

- **Get Your Partners to Link to You** – get your related partners to link to your website.

**TIP:** Anchor text plays the most important role in link building. If you want to rank for “resinous flooring” then you want the anchor text of the link to be “resinous flooring”.

3. **How Do You Determine if a Website is High Quality?**

- Review the site’s [MozRank (mR)](https://moz.com/ranktracker) which shows how popular they are on the web. The higher the score, the better.

- What is their Domain Authority (DA)? This is a measure of the power of a domain name (i.e. laticrete.com) and is one of many search engine ranking factors. Domain authority is based on three factors: Age, Popularity, and Size. The higher the DA, the better.

**What NOT to Do:**

- Don’t get links from spammy or non-relevant sites.

- **Reciprocal links** (you to me and me to you) are not very effective.

- **Site wide links** can hurt you more than help.

- Don’t buy links! If you get caught you may get banned by the search engine(s).

Because SEO is constantly changing, what you do today (even if you follow what the experts say), might change tomorrow. It’s important to keep an eye on new changes and recommendations and make any necessary changes to your website as soon as possible. Depending on the time and resources you have to devote to SEO and the complexity of your website, you may want to consider hiring an expert to assist you.
Create Relevant Content – for Your Website and Beyond

There is a good reason why content creation is seen as one of the most effective SEO techniques and has the biggest influence on rankings. By creating content that is relevant to your business and is interesting to your target audience you help increase your search rankings on Google, Yahoo, Bing, etc. as search engines are principally concerned with returning the most useful content for a given search phrase.

Many of the strategies described below can be used even if your company does not have a website yet. You can use these tactics to help create great content for your blog, social channels or email campaigns.

Content is comprised of:
- New Website Landing Pages
- Blog
- Project Spotlights/Case Studies
- Videos
- Digital Newsletter

Where Do I Start?

Trying to determine what type of content to create can be daunting. Whether you choose one or more of the ideas above or something different, the concepts below apply to all.

**TIP:** Before you start developing content, determine what your “brand voice/persona” will be. You want all your communications to be consistent with what your company represents. Are you serious, light-hearted, and quirky, etc. Decide what it will be and use this brand voice throughout all your content and communications.
General Content Creation Tips

- Think about what you’re good at; what your company is an expert in.
- Find people in your organization who are the gurus; they are often a great source of content or ideas.
- Search engines reward content and sites that change, so try to produce new content regularly.
- Do you know of a great writer or topic expert in your company? Enlist them to help produce/write content.
- Create eye-catching titles that raise the reader’s interest in order to make a great first impression.
- Use your chosen keywords/phrases when able within your copy, but don’t “stuff” your copy with keywords.
- If you’re linking to other websites in your content, be sure to link to quality websites that compliment what your website is about.
- Include imagery when possible (either proprietary or purchased from sites such as Shutterstock, iStock, etc.).

**TIP:** Do NOT use images from Google searches as many of these are copyrighted images and you don’t have permission to use them.

- Publish unique and quality content that users cannot easily find elsewhere.
- Create both content that does not age with time or become outdated, and add new content on a regular basis. A quick way to do this is by adding a question and answer section on your website or include a blog.

**TIP:** Do NOT copy and publish someone else’s content to your own website! This creates duplicate content and the search engines can severely penalize you for it. Content you post on your website MUST be unique to you!
New Website Landing Pages

Creating an existing flow of new, fresh, relevant content to your website is important for search engines and will help make your web pages more likely to rank. To determine what new content to add to your site, consider the following:

- From doing the keyword research described above, are there gap areas where you don’t currently have content related to your identified keywords? If so, this is a great place to start to create new content for your website!

- Are there any current industry issues/news that you can write content on and post to your website? Google has a “Query Deserved Freshness (QDF)” which boosts new or fresh content in the search results based upon if there is a very sudden popular search on that topic. It will look for newly created or fresh content on this search topic and give it a boost in the search results for a period of time. You can take advantage of this freshness boost by producing relevant content that matches the real-time pulse of your industry.

Videos

Videos are a popular type of content today and aren’t going away in the foreseeable future. According to Search Engine Land, “video content is outperforming pretty much every other type of content.” As more and more of your audience is on mobile devices and WiFi is readily available, it’s one of the most sharable types of content and has the potential to become viral. The popularity of YouTube and similar sites have been increasing dramatically over the last few years and are only going to become more popular.

Video no longer has to be studio quality, and your customers don’t expect that. The key is to produce videos that are relevant and engaging with your audience. Educate, inform, and provide value to them. For the purposes of this guide, we won’t go into depth on how to produce video content, but how to promote it and help increase your search rankings because of it.

YouTube

If you have a website, add your video to both your own website as well as your YouTube channel. If you don’t already have a YouTube channel it’s easy to set up, just click here to see specific instructions on how to set up a business account.

TIP: When creating video content and uploading it to your website or company YouTube channel, remember that search engines cannot “read” audio or video files, so to reap the SEO benefits of this type of content, you’ll want to ensure you have a written description of what is discussed in the video. Be sure to include appropriate target keywords but don’t “stuff”. This lets the search engines know when and how to show your content to the searcher.

Once you have uploaded your video, now is your chance to promote it to your audience! We’ll share strategies to promote your content later on in this guide.
Blog

A blog is a great content generation mechanism that you can use whether you have a website or not. For those of you who have a company website, a blog can help drive more visitors to your website and create new indexed pages on your website which leads to further opportunity to show up in search results to potential customers.

Whether your blog is hosted on your company website or remains separate, it will also provide the following benefits:

- Creates shareable content for social media which increases exposure of your business.
- Helps establish your company’s credibility and as an authority in the industry when you write blog content that answers your customer/potential customers’ questions and provides educational information.

Ultimately the blog’s goal is to engage potential customers and convert them into qualified leads.

How to Create a Blog

We won’t cover how to add and create a blog from scratch, however we recommend reviewing blog platforms like WordPress, Blogger and other popular blog software for information how to get started. Many of these platforms are free and easy to set up. If you are adding a new blog to your existing website, consult with your web developer to ensure it’s added properly and tested thoroughly.

Creating Compelling Blog Content

Refer to the General Content Tips section on page 8 for general best practices and ways to create compelling content. Specifically for blog content, the following best practices are recommended:

- According to Hubspot, write blog posts that are a minimum of 1,400 words (with approximately 2,500 words being the optimum for social sharing) in length whenever possible – this helps ensure you are creating high-quality, useful content for your readers.

- Boil down your main points into headlines to accommodate skimmers who may not read the entire blog, but still want to share it. Make the structure easy to read!

- Consider list format blog posts, i.e. Top 9 Reasons a Homeowner Would Choose Decorative Resinous Flooring.

- If you have a website, be sure to create hyperlinks to appropriate pages on your site to help drive traffic to key pages. Think about what keywords you are using in your blog and hyperlink those words to the pages on your website to provide additional information.

- Always have a call to action in your blog post – what do you want them to do? Some examples would be: “call us at 000-000-0000 for more information”, “read the benefits of installing decorative flooring in your garage” (link a page on your website with this information), “come talk to us at xyz event”, etc.

Remember, having a blog is an easy way to create much needed content to drive traffic to your website, increase social shares of your content on social media, increase your credibility as a leader/expert in the industry and generate leads.
Project Spotlights/Case Studies

One of the most persuasive sources of information are customer testimonials – not only in reviews, but through written and video project spotlights/case studies. Potential customers want to see what kinds of experiences other people have had with your company during their own installations. By highlighting some of your best work, you allow potential customers to see your installations first hand.

When creating your project spotlights, here are some suggestions to include:

- Photos/video from the project and behind the scenes photos
- Quotes/testimonials from your customer
- The story – what was the problem, solution and result
- What products/solutions did you provide
- Call to action: Include your company information at the bottom so that potential customers can contact you

View examples of digital/print project spotlights
View examples of video project spotlights

Digital Newsletter

For those who already have an opt-in email list and already send emails to customers and prospects, this is an additional tactic you may want to consider. Through the use of regularly scheduled digital newsletters you can keep in regular contact with your past and potential customers. What is a digital newsletter? It’s a scheduled, recurring message from your company to a list of subscribers (that have agreed to receive it) that usually has a web page counterpart or archive which represents the content shared in the newsletter. It is sent via email to your email list.

While this tactic takes more time to create and is a bit more complex, it’s a great way to keep in front of your target audience with the news and information they are interested in. The focus of the newsletter is to provide relevant information, news, and educational information rather than strictly trying to promote your company. Typically the newsletter would be shared to your email list with a link to view the content online as well. So, in short, the content shared in the email would also be added to a new website page or blog post. This creates additional content to help your company rank in search engines for those keywords/topics.

Pros:
- One of the fastest ways to distribute new content, news and announcements
- Cheaper than printed collateral where mailing is involved
- Helps increase rankings in the search engines for keywords used in online version
- Cross-linking can be done to link those reading your newsletter to other pages on your website
- Helps develop your company as a thought-leader in your industry
- Is easily sharable via social media
Cons:
- According to Emfluence Marketing, on average, only 25% of emails are opened in the construction industry.
- A digital newsletter can take a considerable amount of time and resources to develop.
- Many people read emails from a mobile device and if your email or website is not mobile-friendly, it can be difficult to read.

If you decide to test this technique, we suggest including the following types of content to keep your readers engaged:
- Links to new company project spotlights
- Industry events you’re participating in
- Tips and educational articles

How to Hire an SEO Company

Some of you may be wondering…how do I do this all myself? Can I hire a company to do it for me? Yes, you can. Below are some questions and things to consider when looking to hire a SEO partner to help you achieve your goals.

Questions to Ask a Prospective Company/Consultant

The first 3 questions are critical and if you hear the incorrect responses, we recommend you move on to another potential partner.

1. Do you follow search engines’ webmaster guidelines?
   - You want to ensure that your potential partner follows the rules and guidelines of Google so that your company does not penalized or worse yet banned from search results because of not following best practices outline.

2. Can you guarantee my website will rank #1 on the search engines?
   - If they answer “yes”, this is a red flag! No SEO can guarantee such results.

3. Are you experienced improving local search results?
   - This is especially important for you being a local contractor and trying to attract nearby customers!
   - You’ll want your website to be optimized for “local SEO” which means it should appear when someone nearby is searching for those keywords relevant to your business such as “flooring contractor”, “resinous flooring company”, “tile flooring company in New York City” etc.

TIP: To do this, the SEO company should add your business’s city and state to your website’s title tags and meta descriptions as well as get your website listed on Google, Bing and Yahoo’s local listings.
4. Can you provide me a list of current and past clients (preferably in the construction industry)?
- Review their client list – research what SEO tactics are they doing. Contact them to discuss their results using XYZ company, what challenges have they had, what do they like about working with them, etc.

5. How will you improve my search rankings?
- If a company won’t share their methods in detail, steer clear! They should explain the strategies that they’d use as well as an estimate of how long it will take to achieve results.
- The company/consultant should also provide you with an initial review of your website / current strategies and let you know if there are any challenges upfront.
- Ask them if they also offer any “off page” SEO strategies to raise awareness of your content (through blogs, social media, press releases, etc.)

6. Will you inform me of all the changes that you make to my website?
- You want to know of what your SEO partner is doing at all times. If you want to have them get your permission to make changes ahead of time, you need to let them know and include this in any agreement you make (always get it in writing).

7. How will you measure the success of your efforts? What analytics will you be using to measure them? How often will you share this data with me?
- In order to properly measure the success you are having you need to track:
  - How much traffic is being sent to your website?
  - Where is the traffic coming from?
  - How is my site’s search engine rankings improving?
  - What are the keywords being used to find my website?
  - What other websites are linking to my site?
- Note: any SEO company that you hire should be using Google Analytics to measure your results!

8. How will you communicate with me and how often?
- Be sure to ask them the method that they prefer, but ultimately is it up to you how you like to be communicated with. Do you prefer a weekly status call, an email, etc?

9. What are your fees and payment terms?
- Be clear on what you’ll be charged and how they’re determining these charges. Are they billing you hourly, by project, or a flat retainer fee?
- How often will you be billed and when are payments due (30, 60, 90 days)?

10. What if we decide to terminate our relationship, what happens?
- How much notice do they need?
- What content, analytics, and enhancements do you own? You want to ensure that you maintain ownership of all the optimized content you paid for and any website changes that have been made and that the SEO partner does not remove any content.
Social Media

The importance of having your business represented on social media is nothing new. Over the past few years, the social environment for business has steadily increased in size and will likely continue to. So, if your company is not yet on the social bandwagon, now is the time to get set up.

Social channels continue to evolve, and you must be prepared to as well in order to keep up with the latest advances and industry trends. You’ll find a wide variety of reports telling you what the best social media channels are for businesses. The social channels on which you focus will depend on whether you are trying to reach homeowners or commercial/industrial targets. LATICRETE is a prime example of a company that focuses on both segments of the market (but with a higher focus on commercial/industrial).

Even if you’re already using social media, the following are great tips to review to help improve your company’s presence.

Social Profiles

We believe that all companies should set up social profiles on every social network, however you should only focus your energy on those channels where your customers are concentrated.

Why?
- You don’t want any other company/person to take your company name on a channel
- You never know when you might start utilizing another social channel to build your business
- If a potential customer searches for you, you want your contact information to be available

Social Networks on Which to Establish Profiles:
- Facebook
- Twitter
- Instagram
- Pinterest
- LinkedIn
- Google+
- YouTube
- Snapchat

Whether or not you plan on utilizing all of these social networks, we suggest setting up a basic profile which should include: your company name, address, logo, ‘about us’ and contact information. You should also strongly consider including a review section on social channels, such as Facebook that have this as an option.

TIP: When setting up your profile, try to keep your user/profile name the same amongst all channels (as much as possible within the guidelines of the channel) to keep consistency and make it easy for your customers to search for you on whatever channel they use.

i.e. Facebook: @LATICRETE, Twitter: @laticrete, Instagram: laticrete LinkedIn: Laticrete International
Getting Started

If you’re just getting started on social media, start out slow so that you don’t get overwhelmed. Like and follow your favorite companies, industry experts, competitors, etc. – see what they’re doing – you’ll get a ton of ideas!

**TIP:** When liking/following competitors be sure to do it from a personal account that you’ve set up for only this purpose (you don’t want to follow them from your business page). Keep your personal social pages private, not public. You don’t want a potential customer to search for you and find your personal page rather than business page. A question to ask yourself... “Do I want my potential customers to see what I am doing on the weekend, afterhours etc.?” If not, be sure to change your profile settings to “private”.

1. Find out what social channels your customers are on...ask them! If you’re not sure, here’s where we recommend starting (listed in order of priority):
   - Facebook
   - Instagram
   - LinkedIn
   - YouTube (if you have videos)
   - Twitter
   - Pinterest
   - Google+

2. Set up your account and start posting your content!

**TIP:** Remember, the content you post should be 80% educational, shareable content and only 20% promotional/sales related. The exception is LinkedIn, which is a professional network and should be 100% non-promotional content.

3. Be sure to utilize your brand voice in all social communications including posting or customer service inquires.
4. Post regularly!

You want to keep your followers engaged with your company. Depending on your followers and the social channel you are on the best posting frequency and time can vary. We suggest testing to see what works best for you. There may be certain days, times etc. that more of your followers are online (although with smartphones it seems like that’s 24/7)!

As a starting point, see what your competitors are doing – when are they posting and what? Whatever your frequency, be sure not to sacrifice quality for quantity! You’re better off posting a small amount of great content that your followers are engaged with, rather than many posts that are not interesting to them and are done just for the sake of getting X number of posts completed.

5. Once you are comfortable on a single channel and posting regularly, move on to another.

- You want to eventually be on all social networks where your customers are, but this will take time.

- Do it right – it’s preferable to be on one social channel and engaging consistently, obtaining leads, and keeping your customers informed rather than spreading yourself thin on several channels.

6. Review and monitor key metrics to ensure the content you are posting is relevant and interesting (engagement metric) to your followers.

7. Use hashtags (#) when appropriate (especially on Twitter and Instagram).

By including hashtags in your post, you “tag” your content with keywords that identify what it is. This helps users then find your content when they search for specific topics of interest like “#tilecontractor, #flooringcontractor, #decorativeconcrete, etc.” To help determine which are the most popular hashtags to use (those that people are searching for), search in the social platform you are using for a hashtag idea you have and see how many results are showing.
Content

Social media is thriving, and sharing the new content you’ve created (based upon the guidelines above) through your company social pages is a great way to share it with your existing followers. There are ways to share content on social media that are both free (organic) and paid.

Each social channel has its own best practices for what types of content to promote and how. We suggest reviewing the social resources in Appendix B to familiarize yourself with these best practices before promoting your company content on them.

By sharing content through your company social pages, you not only reach your current followers but those that they choose to share with, therefore increasing the reach of your content. Remember, the more “shareable” and interesting the content is, the more likely your followers are to share it!

**TIP:** Remember the rules for business use are different than personal use!

Another great way to acquire social content is by gathering user-generated content (content that is shared directly on your page or you have been tagged in using hashtags i.e. #LATICRETE) or brand name from your customers or business partners. Be sure to regularly review this content and re-share it on your page as appropriate.

**TIP:** Re-Shar/RT/Re-Post rather than copying and pasting is key as you want the original post to remain on your page. It also will let the original poster know that you’ve shared it and tag them in the post. This shows the original user that you value their content and they’ll be more inclined to share it with you again. Remember, when they tag you directly in a post (using the @ symbol i.e. @LATICRETE), your company is now being shared with all their followers seeing their post!
Customer Service

Another important aspect of social media is providing customer service to your followers. Many potential customers will review a company’s social pages before they decide to do business with them. If they see that you are responding promptly to questions, concerns or comments left on your page, you’ll be perceived as being more credible and reliable.

- Review your page frequently for any customer inquiries, comments, etc. and respond promptly! Social media is fast-paced, so response time needs to be as well.

- Do not delete negative feedback – respond with an appropriate response and try to take the issue offline. No company is perfect and if you only show positive comments on your page, you become less credible.

- Do not post confidential or customer-specific information on a public post/comment. Message the customer/prospect privately with any confidential information.

Reviews

Most people look for online reviews before they hire you. Your customers can leave reviews on many different sites throughout the web such as Facebook, Yelp, Google, Houzz, etc. Positive reviews can be extremely helpful in promoting your business, while negative reviews can have the opposite effect. The key to all reviews is to respond to both positive and negative ones in a timely manner. Thanking those publically who took the time to write a great review is appreciated and goes a long way! Responding and taking action on those not so favorable reviews is important to help solve the problem for the customer and show that you are concerned and are trying to resolve the issue. People understand that no business is perfect and issues do arise, so ensuring that you are on top of these and trying to make the necessary corrections is critical.
TIP: When responding to negative feedback be sure to not disclose personal information. You should respond publically to let readers know that you are trying to resolve the issue, but take the private/particular details offline.

When you’ve done a great job and the customer is happy, ALWAYS ask them to leave a review for you. Let them know how much you appreciate it and that reviews and word of mouth advertising helps you to build your business.

Brand Monitoring

You want to know what others are saying about your company (both good and bad) on social media so that you can respond if needed, and address any issues that might have come up before they spread to others. Similarly to word-of-mouth, you don’t want negative comments to spread on social media about your company.

There are many paid, sophisticated monitoring tools to help you monitor your brand reputation; they can be costly. Free/low cost methods can also be used, especially when you’re just starting out. These tools can help you monitor all mentions of your company in one easy-to-use platform rather than having to search each social channel separately.

Free/Low Cost Brand Monitoring Tools:
- Social Mention (free)
- Talkwalker Alerts (free)
- Mention (free trial, low cost)
- Hootsuite (free trial, low cost)

For a more in depth review of these suggestions, click here.
Industry Groups/Forums

Several social channels have private/public groups that you can join. The purpose is to learn from others in the same or similar industry as yourself, and share your work. They can be a great resource!

Note: These cannot be joined as your company, but as an individual person. These groups are not for promoting your company.

Example Groups/Forums

FACEBOOK:
- The LATICRETE Section
- Tile Geeks
- NTCA Members
- Tile Love 2.0

FORUMS:
- John Bridge
- Contractor Talk
- Renovate Forum

LINKEDIN:
- Epoxy Resinous Floors — Protective Coatings & Epoxy Systems
- Tile & Flooring Contractors
- Decorative Concrete Forums
II. Content Promotion

When creating your overall plan to develop new content, it should include how you are going to promote the content you are producing. It should not be an afterthought, and should be done during the initial planning phase.

Content promotion is an important step in getting your content in front of the right audience, which will ultimately lead to a new customer or project. People don’t find content by mistake. They usually discover it from paid and free promotion done by marketers and companies like yourself.

It’s generally a good idea to promote your content across multiple channels (both free and paid) in order to get the most exposure. The old advertising statistic still holds true in that a prospect needs to be exposed to an ad/content at least three times to buy that product/service. By sharing your content through different channels your customers visit, they’ll see your content multiple times and be more likely to contact you or remember your company when the need arises in the future.

Non-Paid Promotion

- **Include it on Your Website/Blog** – as discussed above, new content that you create should be included on your company website and/or company blog. This allows for search engines like Google, Yahoo, and Bing to index the new content and include it in search results when potential customers are searching on those keywords.

- **Email** – if you have an existing opt-in email list, the use of email to help promote new content that you’ve created can be easy and quick! Whether you’re sending a traditional email or have developed a more in-depth digital newsletter as discussed above, sending an email to a list of customers and prospects that have already agreed to receive your content can be extremely beneficial.

- **Social Media** – sharing new content you’ve created through your company social pages is a great way to share it with your existing followers. You not only reach your current followers but those that they choose to share with; thereby, increasing the reach of your content. Remember, the more “shareable” and interesting the content is, the more likely your followers are to share it!

  If the post you’re sharing involves another company or partner and they are on social media, tag them in it! By doing this you not only share your post with your followers, but the followers of that company/partner as well, which helps increase your reach. Once you start doing this, those companies may also do the same for you.

  Because of the influx of social postings by both businesses and friends, business posts can get lost in the shuffle. According to a [Facebook study](#), on average a Facebook user has 1,500 posts appear in their feed each day! Because the goal of Facebook is to show the most engaging posts to its users, they choose which posts to show in the newsfeed based on their [EdgeRank](#) algorithm. Due to this, on average only about 2% of posts are seen by followers.
What does that mean to you? To increase the percentage of your posts that are seen by your followers, the key is to keep them engaged by providing high-quality content. The more they like, comment, and share your posts, the more likely Facebook will reward you and show your brand’s posts to them. The other option to get your posts in front of more people (your followers and other target audiences) is to pay for exposure. We’ll discuss strategies for paid social advertising in the next section.

**Paid Promotion**

- **Social Media** – social media is no longer just for personal use. Since 2013, businesses have continually utilized social media as an effective means of advertising, and eMarketer predicts that it will *overtake TV ad spending for the first time* by the end of 2016! Paid advertising can now be done on all the major social networks, namely: Facebook, Twitter, LinkedIn, and Instagram, however Facebook is one of the biggest players. Based on ROI, over 95% of social media managers say *Facebook offers the best return on ad spend*.

To get started with social advertising, we want to focus on the best opportunity for small businesses like yours, and therefore will examine Facebook for the purpose of this guidebook.

**Facebook Advertising:**

Advertising on Facebook has a number of benefits to small businesses.

- You can target your ads based on demographics, behaviors or contact information
- Create ads with any budget
- When you create an ad on Facebook you can also show it across Instagram for increased reach
- See the results of your ads with free ad reporting tools
An important thing to remember with any social advertising is that it’s an easy way to test different strategies, content, offers, ad creative, calls to action, etc. to see which provide the best results.

There are two different modes of Facebook paid advertising, boosting a post or creating an ad. Which one you choose should be based on your goals and what audience you are trying to reach.

**Boosted Post** – A basic way to allow more people to see your post in their news feed. You’ll see the option to do this on each one of your posts.

Since the post on its own without boosting it (paying) will only reach a small portion of your current audience (sometimes as few as 2%), when you pay to boost the post, you’ll reach more of your audience.

**Facebook Ad** – Creating ads is a more advanced and targeted way to reach more people with your ads by utilizing a variety of options available to ads only.

**Note:** You’ll need to set up a free ad manager account to create ads.

To learn more about these two different strategies, see this article from reload media.
HOW TO SUPERCHARGE YOUR DIGITAL MARKETING STRATEGY

Suggested Strategies:
1. Start out simple. First, experiment with boosted posts. Once you’re comfortable with boosted posts, try your hand at ads and follow the suggestions below:

2. Where do you want your ads to appear? There are two different options:
   - News Feeds (desktop/mobile)
   - Right Column – only appear to those browsing on a desktop or laptop computer

We suggest advertising in the news feed area only as this will allow your ad to show in the user’s normal news feed. Typically users are accustomed to seeing advertisements on the right hand and may choose to ignore your ad.

3. Keep the ad creative (image) simple so it’s easily legible for those viewing Facebook on a desktop or mobile device. The image should have minimal copy/text (typically less than 20% of the image should have text) on it in order to comply with Facebook guidelines and receive the most reach.

TIP: A great tool to use to see how much text is in your ad can be found here.

Remember, you’ll be adding copy/text to the post, so you don’t need to add it to the image you’re using.
HOW TO SUPERCHARGE YOUR DIGITAL MARKETING STRATEGY

4. Audience Targeting: Facebook offers extensive audience targeting options.
We recommend starting off slow and targeting your ad based on location (you’ll want to
 target locally in the surrounding areas you serve), age, gender and language first. You can
 also choose to select to target or exclude people who already like your Facebook page as
 well as those people’s friends.

Once you’ve tested the basic targeting options, you can also begin to test targeting based
 on demographics, interests, behaviors, custom audiences, etc. Learn more about these
 additional options.

5. Track and Measure: The key to any successful marketing campaign is tracking and measuring.
Review all metrics on each of your campaigns and continue to test and improve your ads
 based upon results.

Pay Per Click (PPC) Advertising — is advertising on Google, Bing or Yahoo in which companies
 pay a fee each time one of their ads is clicked. Essentially, it’s a way of buying visits to
 your website based on the specific keywords you choose to target. It’s likely you’ve seen
 these types of ads in the past, though you may not have known how they are created.

Below is an example:

Note: Ads are differentiated by the ‘Ad’ noted before the company website URL.

Advertising on Google, Bing and Yahoo can be a very effective method of advertising
 your business and increasing traffic to your website, but it also requires an experienced
 expert to set up and run the campaigns (either in-house or hired agency). What’s great
 about this method is that you can target the keywords that you’ve selected during the
 keyword research phase, geo-target (select to advertise only those in a specific geographic
 area), choose the maximum that you want to spend and only pay for the clicks your ads
 receive.

Note: This method can only be used if you have a website to direct your PPC ads to.

If you decided to utilize this method of paid advertising, there are several resources listed in
 Appendix B to reference before getting started.
III. Measurement and Analysis

Having clearly defined goals and priorities set from the beginning will help you to define your overall digital marketing strategy. The key to successful digital marketing is to monitor metrics, adjust, and repeat. It’s not an exact science, and you’ll need to experiment to see what strategies will work best for your company and markets. That said, metrics are important and measuring the value of what you are doing will help you to determine if you should continue with the strategy, or adjust it.

Key Metrics to Measure

We suggest tracking the majority of these metrics monthly. This will allow you to quickly adjust your strategies if they are not meeting your goals and expectations.

Website/PPC

The following metrics are important for both SEO and PPC advertising:

- Overall site traffic
- Traffic sources
- Click Through Rate (CTR)
- Cost Per Click (CPC)
- Conversion Rate (CVR)
- Cost Per Lead (CPL)
- Bounce Rate
- Average Page Views per Visit
- Average Time on Site
- Return on Investment (ROI)
- Cost to acquire a customer (CAC)
- Click here for a great infographic explaining each of these metrics.

To track these metrics you can utilize Google Analytics which is linked to your website and your dashboard for PPC whether it be Google AdWords, Bing, etc.

Blog

- Blog visits
- Traffic source breakdown (where is the traffic to your blog coming from?)
- Top viewed blog posts
- Number of inbound links per post
- Comments per post
- Social shares per post
- Leads (if you can track them)
- Number of subscribers

Learn more about blog metrics here.
Social Media

Each social channel has its own take on measurable results, therefore we suggest keeping metrics for each channel separate. This will also easily allow you to see key changes in each.

Organic (non-paid)

- Number of likes/followers
- Reach
- Engagement

Advertising (paid)

- Budget
- Reach
- Engagement
- Cost per Engagement
IV. Summary

We’ve covered a lot of different digital marketing strategies in this guidebook; some of which might have been familiar to you, and some might be new ideas. While there is no magic formula, the suggestions we’ve outlined are based on our knowledge from over 60 years in the construction industry, and the combined 80 years of digital marketing experience on our LATICRETE Marketing Team. There’s a lot to learn, but the goal is that the strategies covered here and the additional resources provided will help get you started in world of digital marketing and provide guidelines to:

- Develop your company as a thought leader in the industry/local market
- Drive more traffic to your website, blog, social media channels
- Increase leads and number of projects won
- Increase profits

**TIP:** Digital marketing is constantly evolving, so be open to experimenting with new ideas, as those “crazy” ideas might one day become your most successful strategies!
Appendix A — Glossary

A
Algorithm — The step-by-step procedure and calculation employed by Google to ensure that the results returned by a search query are fresh, relevant, and of high quality.

B
Brand Voice — the personality of your brand/company as personified in your messaging across different channels.

C
Cross-Linking — Linking to other relevant internal website pages as well as related informational sites or articles of interest to enrich the reader’s experience and regard for your company and its communications.

D
Digital Marketing — Marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.
Digital Newsletters — Scheduled, recurring messages from companies to a list of subscribers that usually have a web page counterpart or archive which represents a specific type of content.
Domain Authority (DA) — A measure of the power of a domain name and is one of many search engine ranking factors. Domain authority is based on three factors: Age, Popularity, and Size.

E
EdgeRank — Facebook newsfeed sorting algorithm which analyzes 100,000 different indicators to help show people the most engaging posts in their newsfeed.
Engine Bots — Systematically browses the World Wide Web, typically for the purpose of web indexing (web spidering). Web search engines and some other sites use web crawling or spidering software to update their web content or indices of others sites’ web content.

G
Geo-Target — Advertise only to those in a specific geographic area, i.e. local prospects.

H
Hashtag (#) — A word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Using hashtags lets users search on social media for topics, companies etc. that are of interest to them.

I
Inbound Links — A hyperlink back to your site from another website.
Indexed Pages — When a search engine scours your website and others to create a list of websites and pages to then present relevant results to searchers. In order to be included in these results, your website and pages need to be indexed by the search engine.
L

**Landing Page** — Any web page that a visitor can arrive at or “land” on.

**Link Bait** — Content designed to attract attention and encourage those viewing it to create hyperlinks to the site, with the aim of improving the site’s position on the list of results returned by a search engine.

K

**Keyword** — A word or phrase, typically a phrase of two or three words, which has been identified as one which potential customers use when they are searching the internet.

**Keyword Density** — the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page. In the context of SEO, keyword density can be used as a factor in determining whether a web page is relevant to a specified keyword or keyword phrase.

**Keyword Research** — to find and research actual search terms that people enter into search engines like Google, Yahoo and Bing. Search engine optimization professionals research keywords, which they use to achieve better rankings in search engines.

**Keyword Stuff** — An outdated tactic in which a web page is loaded with keywords in the meta tags or in content of a web page. Keyword stuffing may lead to a website being banned or penalized in search ranking on major search engines either temporarily or permanently.

M

**Mobile-Friendly Website** — A website that when viewed from a smartphone or tablet does not require the customer to pinch or zoom in order to read the content. The mobile-friendly version displays correctly, is readable and immediately usable to mobile users.

N

**No-Follow Link** — a link that does not count as a point in your page’s favor, does not boost **PageRank**, and does not help a page’s placement in the **SERPs**. A no-follow link is created with the nofollow link HTML tag, which looks like this:

```html
<a href="http://www.website.com/" rel="nofollow">Link Text</a>
```

The nofollow tag is basically a signal to search engines to ignore an outbound link.

O

**On-Page SEO** — Practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines.

**Opt-In Email List** — When someone has given you permission to add them to a mailing list. Failing to obtain permission before bulk-emailing individuals could result in your domain being blacklisted, or even legal penalties. (Link to the CAN-SPAM Act)

P

**PageRank** — Google created this metric to calculate link points. It’s also referred to as “link juice.” The link juice flows through sites and into new sites through hyperlinks. The more reputable the site, the bigger boost of link juice the linked-to site receives.

**Pay Per Click (PPC)** — Paid advertising done on search engines like Google, Yahoo and Bing in which companies pay a fee each time one of their ads is clicked. Essentially, it’s a way of buying visits to your website.
Q

Query Deserved Freshness (QDF) – If a search is suddenly very popular verses normal activity, Google will apply QDF to that term and determine if there is any fresh content on that topic. If there is, that content is given a boost in the search results for a period of time.

R

Reciprocal Links – An agreement between two webmasters to provide a hyperlink within their own website to each other’s site. Generally this is done to provide readers with quick access to related sites, or to show a partnership between two sites. This is NOT a very effective way of link building.

ROI – Return on Investment

S

Search Engines – A software system that is designed to search for information on the World Wide Web such as Google, Yahoo and Bing.

SEO – Search Engine Optimization

SERP – Search Engine Results Page - page displayed by a search engine in response to a query by a searcher. The main component of the SERP is the listing of results that are returned by the search engine (Google, Yahoo, Bing, etc.) in response to a keyword query. The page may also contain other results such as advertisements.

Site-Wide Links – Links that are present on every page of a site. These links are often placed in the footer or sidebar of a site, but they can be present anywhere. In link building these can hurt more than help!

Spider – A program that visits web sites and reads their pages and other information in order to create entries for a search engine index. The major search engines on the web all have such programs, which are also known as a “crawler” or a “bot.”

U

URL – The unique address for a file that is accessible on the Internet.

User-Generated Content – Any form of content such as images, video, blogs, discussion form posts, and other forms of media that was created by consumers.
Appendix B – Resources

Click on the additional resources below to increase your knowledge of the strategies we’ve outlined in the *How to Supercharge Your Digital Marketing Strategy* guidebook.

**SEO – General**
- What is SEO?
- Google’s “Search Engine Optimization Starter Guide”
- SEO Moz “Beginner’s Guide to SEO”

**Mobile-Friendly Website**
- Google: Mobile-Friendly Websites
- Hootsuite: How to Create a Mobile-Friendly Website

**On-Page SEO**
- Best Practices for Structuring URLs
- How to Write a Header Tag
- Image Publishing Guidelines

**Inbound Links**
- Inbound Link Building 101
- Guide to Link Quality, Link Penalties and “Bad Links”

**Growing Popularity & Links**

**Social Media – General**
- Social Media for Business
  - Facebook: [https://www.facebook.com/business/a/page-posting-tips](https://www.facebook.com/business/a/page-posting-tips)
  - Instagram: [https://www.searchenginejournal.com/5-instagram-marketing-best-practices-to-build-a-massive-following/131374/](https://www.searchenginejournal.com/5-instagram-marketing-best-practices-to-build-a-massive-following/131374/)

**Social Media – Facebook Advertising**
- The Complete Guide to Social Advertising by Hootsuite
- Facebook Advertising Basics
- Facebook Free eLearning Courses:

**Directories**
- Houzz
- Google Business

**PPC**
- Google AdWords
- Small Business Owner Guide to PPC
- SEO Moz