



KEY MEDIUM PRESENTS:

TODAY'S TOP 6 WAYS TO USE SEO TO GROW YOUR BUSINESS



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HEY! I'M ALI.



The Founder at Key Medium, an award-winning digital agency based in downtown Philadelphia. I believe that your website is not just another marketing channel. Rather, it is a declaration of who you are, what you believe and what you have to offer. This is my guiding principle.

I believe it is our mission here at Key Medium to empower growth through captivating, impactful brand experiences that stand out and rise above. I believe in asking the hard questions so that we get to the truth – questioning all that we know. This fuels me and the Key Medium team.

Simply put, I love crafting beautiful and engaging websites and solutions, coupled with the most powerful digital strategy for today's businesses, nonprofit organizations, and government agencies.

The **SEO strategies** that I've professionally implemented have been a lifeline to many clients who have experienced:

- Increased search visibility and revenue
- Increased lead generation by over 600% for a SaaS donation platform that's helped 10's of thousands of nonprofits raise billions
- Increased public awareness for State government agencies
- Generated leads for small and medium-sized business & startups
- Generated enrollment leads for multiple educational institutions

WHAT THIS BOOK ISN'T

This book isn't one of those books claiming to have a one-size-fits all solution for keeping you on the first page of Google. It doesn't suggest practices such as trying to boost SEO by buying backlinks.

The reality is that it takes a lot of hard work and quality content. Not only that, what works today may not work tomorrow, especially with new technologies like Voice being adopted (see chapter 7).

WHAT THIS BOOK IS

The Six Secrets to Growing Your Business in Today's Digital World is your website's best friend and companion. It is your website's guide, its beacon of light. This book is your website's bread and butter. Read on to find out why.

A person is shown from the chest up, holding a tablet and reading. The image is overlaid with a semi-transparent red filter. The person's hands are visible holding the tablet, which displays some text. The background is blurred, suggesting an indoor setting.

WHY READ THIS SHORT BOOK?

First, read this book because it's a pretty short read. Put your feet up. Cozy in by the fire with a cup of tea, glass of wine or steamy hot cocoa. Unless it's summer. Then sit by an open breezy window with a mojito in hand or on the hot sandy beach with Corona on ice.

Second, it's packed with today's most pertinent information for your business success. It's time for you to enjoy the fruits of a successful business.

INSIDE THE PAGES YOU'LL FIND:

- Giant conglomerates stand to take the majority of profits because of their longstanding reputations and brand loyalty, right? Wrong. Did you know that 1 in 2 Millennials have bought from a newly discovered brand they found by searching on their phones? That's 35.5 million consumers ready and eager to buy from brands they know little to nothing about. Find out what they do base their loyalty on in Chapter 6.
- Want to be recognized and show up sooner on Search Engines? Uncover the secrets to how SEO ties in with your brand.
- SEO is all about getting on the first page of Google, right? Wrong. SEO is all about giving the best user experience, which is, as Neil Patel says, "...why Google cares about a site's speed, web design, high quality content marketing, mobile-friendliness and so on." Give your users the best experience and your rankings will reflect your efforts.
- Want to successfully grow your business faster? Get the most relevant best practices for implementing the modern growth-centric approach.

INTRO: WHY READ THIS SHORT BOOK?

- People will visit and stay on my site (and hopefully buy from me!) because they like my brand, products, or services, right? Wrong. Find out how technologies such as Voice Search Marketing (aka Siri and Alexa), video, and other branded content get people to your site faster, keep them there longer, and increase conversions better.

You're not alone. **We've all been there.**

As business owners, we are often trying to go it alone. Whether it's our marketing, writing content, or building our website, we end up dragging along just trying to do it entirely by ourselves.

Then when we do break down and hire someone, they just don't deliver what they've promised. They come up with excuses, sacrifice value, and leave us disappointed and out of cash.

You know you need help getting the ball rolling. You know you need an easy-to-use and maintain website that's powered by an advanced content management system like WordPress. And your website needs a little help from the professionals whose work is the highest quality at an exceptional price. Us.

But we won't go on and on about how great we are.

HERE OUR AMAZING AND GRACIOUS CLIENTS AND COLLEAGUES TELL YOU IN THEIR OWN WORDS ABOUT THEIR EXPERIENCE WORKING WITH US:

- “ Ali is a strong web developer with a lot of innovative ideas. He is equally focused on technical performance and usability. He works quickly, is highly organized, and works through challenges effectively. We've seen an over 1000% improvement thanks to his SEO efforts, which included earning us dozens of coveted position #0 spots (featured snippets). ”
– J.V.
- “ Almost immediately after Key Medium launched our new website, our business appeared on the first page of Google. We credit our new website with giving us the ability to reach our clients where they are — online! ”
– W.C.




CHAPTER 1: **BUFFERING - WAIT FOR IT...**

OK, SO A WORD ABOUT BUFFERING. WAIT.

HOLD UP.

WE'LL GET BACK TO YOU ON THAT IN A BIT...

(MAYBE...)



CHAPTER 2: THE GREAT E-COMMERCE VS. BRICK AND MORTAR BATTLE: DO WEBSITES EVEN MATTER?

Once upon a time, websites were optional. Business owners got to choose how to market their products and services. The divide grew deep and the conflict forged fierce. Progressive, early adapters to the emerging online environment stood poised firmly against the old-fashioned die-hards whose idea of marketing included only traditional means. The ensuing war over which mediums would bring in more profits was waged with no clear victor in sight.

Such is no longer the case.

According to Retailing Today, 81% of shoppers conduct online research before making big purchases. And 60% of shoppers who use online research to learn about a new product are “much more” or “somewhat more” likely to purchase. That’s a lot of shoppers who will often overlook a company with no or little online presence. That’s a lot of dollars at risk of being rerouted to competitors who may or may not be as worthy.

YOUR PROFESSIONAL BUSINESS WEBSITE CAN:

- **Give your business credibility.** Your website has the power to establish the trust your customers need before making a purchase.
- **Build your brand value and recognition.** Coupling your site design and content with your quality products and services gives your potential customers the experience that they’ve come to expect in the online arena. This makes your brand stand out among the crowd.
- **Reach more possible customers.** The choice to remain a neighborhood haunt,

bolstered by word of mouth and similar traditional marketing methods ought to be weighed carefully against the opportunity to reach a whole wide world of shoppers. When you go online, you go global.

- **Make shopping and purchase decision-making easier for those customers.** With the right product or service content, reviews and design, you can “set it and forget it,” making shopping not only easier for your customers, but also easier for you and your staff. Imagine “hiring” a sales professional for a week or two, maybe even a month, and then *rarely having to pay them again* for the work they continue to do for you! That’s the power of SEO and a good website.
- **Ultimately bring in more sales than almost any investment you put into your site.** Bottom line is, the more people exposed to your business, the more chances you have to make those sales.

Does this mean death to print advertising? What about radio and TV ads? Direct mail marketing? No! Those are still viable marketing tactics, but perhaps it’s time for the war to end. Instead of e-commerce vs. brick and mortar, maybe it’s time for these two giants to tie the knot and focus on marrying digital and offline together to deliver the best customer experience and sales.

WHY?

Forbes tells us that in most industries, for every \$1.00 customers spend online, businesses are earning somewhere between \$4.50 and \$6.00 from in-store purchases. These purchases are *directly influenced* by the reviews and website content found through online research.

So it’s easy to see that by inadvertently or purposefully joining forces, ecommerce and brick and mortars can now work hand-in-hand to ultimately increase sales.



CHAPTER 3: **BUFFERING - WAIT FOR IT...**

...WHAT?

STILL WAITING?

OH. SORRY.

WE'LL GET BACK TO YOU IN A JIFFY...



CHAPTER 4: **SEO: THE RISE TO THE TOP OF GOOGLE SEARCH AND HOW WILL YOU KNOW WHEN IT'S WORKING**

What is SEO? It stands for Search Engine Optimization. It's also Internet lingo for getting your website on the first page of Google – where users are most likely to click-through to top positions. And there's a lot of determining factors for that.

Key factors include (but of course, are not limited to):

- How many times people have shared content from your website. When they share your content, this is referred to as “linking back to your site” or “backlinks.” The trick here is to have enough but not too many. Google knows when businesses try to buy backlinks. The trick is to give value, information, and even entertainment. This is what encourages your visitors to share your web pages.
- How fresh your website is. Professional, well working websites are like purring luxury automobiles—they must be maintained and cared for. They must be polished and buffed. They must be respected and attended to. Ignore or neglect your website and you risk your chance of finding it slipping from the first down to the second, third, fourth (or worse) page of Google Search.
- How relevant and accurate your content is. Because of the way shoppers are now researching before making purchases, your content must be up to date and correct. By keeping the information you share on your site relevant, you increase the likelihood of your potential customers sharing it. This makes Google more amenable to making sure people can find it.
- Grammar. No matter how beautiful your site is, how well designed, how easy to use, if you have typos, it will hurt your rankings. No matter how well researched

your content is, how well written, how helpful, if your grammar is not up to snuff your place in the search will be compromised.

- No broken links. While you may never really even think of this, having broken links may also hurt your rankings. What is a broken link? Well, say you write an article and refer to another site in it. Then, for reasons unbeknownst to you, the site page is deleted or redirected. This will result in that link no longer working to direct users to your original intended page. Yes. Google can see this and mark down your site. Unfair? Not for a user's experience. But there's nothing you can do about it other than to keep track of these links.
- Spam or Excessive ads. Everyone hates excessive ads. Many visitors will drop off your site faster than Google can demote it so it's important to focus more on giving your visitors a great experience with your company and your brand, than trying to earn a buck or two on spam or ads that will only irritate people and potentially cost you your position in those search results.

As the Internet becomes more sophisticated, so do the users and more importantly, Internet giants such as Google. They have ways of measuring every single aspect about your website and its traffic. So it's important for you to stick to the guidelines if you want to appear on Google's first page.

Here are Google's four basic principles:

1. Make pages primarily for users, not for search engines.
2. Don't deceive your users.
3. Avoid tricks intended to improve search rankings.
Instead, ask yourself, "Does this help my users?"
4. Think about what makes your individual website unique, valuable, or engaging. Dare to be different!



CHAPTER 5: **READY, SET, GO! IS YOUR WEBSITE MOBILE-FIRST?**

DOES IT REALLY MATTER IF MY WEBSITE IS RESPONSIVE?

(Wait. What does “responsive” mean?)

Having a “responsive” website means that its design is capable of going from a desktop look and feel, to a mobile (or iPad or Tablet) experience with no effort on your part and without your visitors having to do a single thing to accomplish this magic website that’s powered by an advanced content management system like WordPress. Google stated, after 1.5 years of experimentation with mobile-first indexing, that if your website is responsive, it is generally set for mobile-first indexing already!

DOES IT MATTER?

Only if you don’t mind the possibility of *losing half of all smartphone users*. Statistics show that these savvy shoppers have purchased from someone other than whom they intended to because the information they received from the intercepting business was useful.

Which also means that having a responsive website (with helpful information, of course) could give you a chance to attract 51% more mobile phone users than you would without one. Let’s do the math:

4.1 billion people use the Internet. Of those, 51.2% access the Web on their mobile devices, their smartphones. That’s just over 2 Million people and 51% of these (a little over 1,000,000) changed their minds about whom they were buying from just because they found useful information on a competing website.

If you’d like access to 1 Million extra customers, then yes. It matters a lot that your website is mobile-first.

Also, have you heard about Google's "mobile-first indexing?" This is a way of indexing sites. Now, Google is moving towards indexing mobile sites before showing desktop sites. You can think of it this way:

"Google is like a single library that is now beginning to replace print books (desktop pages) with ebooks (mobile pages). Over time, the library will be mostly ebooks (mobile) with print books (desktop) still remaining a small part of the mix."

In other words, Google searches used to show the desktop version of our website's content. Now, since the majority of Internet browsers use a mobile device, Google is switching to mostly showing the mobile version of your website's content. This means that it's critical to keep the most important, helpful, up to date information that loads quickly and in a mobile-first manner.

"How quickly?" You ask. "Does my site load fast enough?"

Answer: Have you got 3 seconds?

Because 3 seconds to load are all your mobile site has to keep all your visitors. After 3 seconds, 40% of visitors will just leave your site if it doesn't load. Now, we'll talk more about buffering (for real this time) in a page or two, but keep in mind that anything that hinders a user's website experience can cost you in the long run.

For example, only one or two bad mobile experiences can cause 62% of customers to consider dumping you and going with your competitor. Over 44% of customers will gladly tell all their friends, neighbors, and the kid down the street about their bad experiences with a brand. The good news is that 25% of customers in any industry are willing to pay higher prices for better customer experiences.

CHAPTER 6:

BUFFERING...WAIT FOR IT... WAIT FOR IT... AHA! THERE IT IS!

Buffering is the dread of every single Internet user out there. Seriously, no trivial, modern day, first-world inconvenience could be more devastating than a slow connection. Everyone who uses the Internet hates the site of the spinning buffer wheel.

Remember we told you that more than 40% of your visitors will leave your site if your page doesn't load in 3 seconds? This is not surprising considering that 47% of consumers believe that a page should load in 2 seconds.

They believe this so strongly that they are willing to stake their loyalty to a brand on it.

Most people actually factor a website page's loading time into the amount of loyalty they are willing to give to a brand and almost 90% of them are literally more likely to recommend a brand *just because of a positive brand experience on mobile*. You want loyal customers. They want a fast and great experience.

Maybe it's because people spend a lot of time researching products and services on their smartphones. 15 hours a week—practically a part-time job. So if we can make that experience faster and more pleasant for your potential customers, then the reward for our continued efforts in this area is loyal customers who are willing to pay



more and refer us to their friends.

But delay them even 1 second and you can see up to a 7% reduction in conversions. Walmart found the impact of speed directly affects their bottom line – for every 100 milliseconds of improvement – they grew incremental revenue by 1%. So if they improved just 1 second, that counts as 10% more revenue based on an improved speed and user experience.

Luckily there are ways to test your site for speed. Our clients are pleased with our ability to keep their sites going strong and fast, and no matter who you choose to do it, it's a good idea to have it done periodically. If you'd like to run a quick test of how well your website is performing, we suggest starting with a free SEO audit from RunningSEO.com and page load checks from tools.pingdom.com.



CHAPTER 7: **VOICE SEARCH MARKETING**

As of 2018, over 1 billion search inquiries per month are made via voice. Voice search has experienced explosive growth due to the increasing popularity of affordable and convenient voice-powered devices like Google Assistant, Amazon's Alexa, and Apple's Siri.

Voice search hasn't only changed the game for homeowners. It's created a whole new way for business owners and marketers to connect with consumers through voice search marketing.

On a recent podcast for LinkedIn, Axel Steinman, VP of EMEA Bing Advertising Sales, reported that consumers are now using search throughout the entire buying process, not just to research the product or service. Expecting a seamless digital experience, users leverage search with a specific intention: to complete a task. That's why Steinman recommends using shorter, simpler commands such as, "What time is it?" when crafting marketing content designed to appeal to voice search.

4 TYPES OF USER INTENT WHEN CONDUCTING A SEARCH

Your digital strategy should always begin with user intent. Consider these 4 types of intent so your website, content, and customer experience are optimized to accommodate and respond to the goals of your users or customers.

1. INFORMATIONAL

A user with informational intent is simply conducting research. Although this user isn't quite sale ready, you can convert them in time if SEO-optimized educational content on your website provides recommendations that you can fulfill.

A user with informational intent is simply conducting research. Although this user isn't quite sale ready, you can convert them in time if SEO-optimized educational content on your website provides recommendations that you can fulfill.

2. NAVIGATIONAL

A user with navigational intent knows what they're looking for and searches for a specific product or destination. For example, this type of user would enter the term "Facebook" into Google Search and click through to the Facebook.com website instead of simply typing the URL into the address bar.

3. TRANSACTIONAL

A user with transactional intent is further down the sales funnel because they are ready to engage and purchase. Transactional searches are the most valuable because the easier you make it for this user to find your product, the more likely they will choose to purchase from you.

4. COMMERCIAL INVESTIGATION

A user intending to conduct a commercial investigation may conduct up to 12 queries before searching for a specific product or brand, according to Think With Google. A hybrid of #1 and #3, this user combines research with a desire to purchase. SEO-optimized, benefit-led content is key to converting them.

THE FUTURE IS HERE. ARE YOU READY?

Just imagine it's 2020 and 50% of searches are conducted via voice search. Today, nearly 20% of Google Search queries are made via voice and completed with a 95% accuracy level. Because this booming technology is still its infancy, a brand that adopts voice search now can get a jump on everyone else.

For a voice search marketing strategy to work, you'll need to start with the user-intent models above and adapt your brand's voice experience to focus on delivering the most relevant messaging to assist customers along every step of their journey.

Forbes urges early adopters of voice search to focus on using highly targeted long-tail Keywords over the traditional, less targeted "head" keywords that are two words or less.

Voice search is rapidly evolving, so if you don't have the time or resources to dedicate to optimizing your website and content to leverage this emerging technology, consider investing in an agency that specializes in molding digital brand experiences to converse with their customers.



CHAPTER 8: VIDEO: YOUR TROJAN HORSE IN MARKETING

Rather than trying to convince you of why you should be using video NOW and how video is the fastest growing, highest converting marketing strategy with arguably the best return on investment (ROI) out there, here are 5 statistics quoted from a recent Forbes piece titled, *The Growth Of Video Marketing And Why Your Business Needs It* by William Craig:

- “90% of consumers indicate product videos *directly inform purchase decisions*.”
- *92% of videos viewed via mobile are shared* compared to other modes of access.
- 95% of consumers retain communicated information through video, while only 10 percent retain information from reading.
- Companies utilizing video content experience a *41% increase in traffic through web searches* compared to others who don’t include video in their content strategies.
- Video offers the best return on investment, as 51.9% of today’s marketing experts agree.”

**WE GIVE OUR CLIENTS THE BEST IN VIDEO MARKETING
IMPLEMENTATION, STARTING WITH OUR 5 PROVEN TIPS TO
SUCCEED WITH VIDEO CONTENT MARKETING STRATEGY:**

1. **Start your video story with something that people care about.** Otherwise, the videos won’t be engaging. By letting your video tell an inspiring story, you never know when it could go viral.

2. **Keep your video short.** People in today's world are packed with tight schedules and they rarely have time to watch lengthy videos. Make your videos punchy and as short as possible and try to highlight only the important parts of your message through them.
3. **Make the video interactive by keeping up with the ever-changing changing demands of your customers.** Don't be the one left behind.
4. **Post the video in multiple locations.** Even though YouTube is the second largest search engine on the Internet, post your videos on many other platforms such as Facebook and Instagram. This is one of the most obvious video marketing tips, but most marketers don't seem to be following it.
5. **Introduce a call to action (CTA).** This keeps all the time and effort that you invested on the video marketing strategy from being in vain. If you just let your video fade to black, your customers would get confused because they don't know what to do next, where to go. This is why it's extremely important to end all your videos with an appropriate call to action.



THE 3 TIPS FOR SUCCESS

1. **Pay close attention to Chapter 7.** Be aware of emerging technologies and how they play into brand strategy with engaging storytelling, and develop your voice search marketing strategy. Keep voice in mind everywhere – especially with Search – and utilize assistants such as Google Assistant, Siri, and Alexa to propel your brand forward.
2. **Get a quality video up as quickly as you can.** Video dominates the Internet. Remember to use engaging content as it will help to boost your brand's SEO, keep people on your website longer and help increase conversions.
3. **Employ an overall Brand Strategy.** Create an integrated, concerted digital content strategy using a smart, creative, and holistic approach. Or better yet, keep doing the parts of your business you love, and hire the professionals to help you with the rest. We'd love to assist!

[DO THIS NOW]

Head on over to
KeyMedium.com/connect/
..and schedule your call with us today so that we
can assist you with your SEO needs.

Through our proven methodologies, frameworks, data, and best-in-class principles, we create the best user experience for your brand. The Key Medium team plug-and-plays to deliver value to your business digital marketing partner on Day 1.

RESOURCES

1. <https://www.forbes.com/sites/johnellett/2018/02/08/new-research-shows-growing-impact-of-online-research-on-in-store-purchases/#3ff6aae816a0>
2. <https://www.bazaarvoice.com/resources/the-robo-economy-infographic/>
3. <https://www.thinkwithgoogle.com/data/eroding-brand-loyalty-information-2015/>
4. <https://www.statista.com/topics/779/mobile-internet/>
5. <https://rigor.com/blog/2012/03/how-walmart-com-correlates-web-performance-to-business-performance>
6. <https://www.statista.com/statistics/306528/share-of-mobile-internet-traffic-in-global-regions/>
7. <https://www.statista.com/statistics/617136/digital-population-worldwide/>
8. <https://www.thinkwithgoogle.com/marketing-resources/experience-design/mobile-page-speed-load-time>
9. <https://neilpatel.com/blog/loading-time/>
10. <https://www.thinkwithgoogle.com/data/recommending-brands-after-positive-mobile-experience>
11. <https://neilpatel.com/blog/how-to-use-seo-to-build-your-brand/>
12. <https://www.forbes.com/sites/williamcraig/2018/04/24/the-growth-of-video-marketing-and-why-your-business-needs-it/>
13. <https://keymedium.com/video-dominates-the-internet-infographic/>
14. <https://searchengineland.com/understanding-intent-voice-search-246902>
15. <https://backlinko.com/voice-search-seo-study>
16. <https://medium.com/@marchick/voice-search-trends-1aa96aa7257d>
17. <https://www.forbes.com/sites/jaysondemers/2018/01/12/how-to-take-advantage-of-voice-search-in-your-marketing-campaign/>