

18 steps to build an online strategy for small businesses

Hosted By:



John McDougall

President

McDougall Interactive

- 23 Years of SEO Experience
- College textbook author on SEO and Digital Marketing
- Speaker at Marketing Conferences
- Featured on Forbes, Huffington Post, HubSpot



McDougall

MARKETING, ADVERTISING, &
PUBLIC RELATIONS



What's New

Who We Are

What We Do

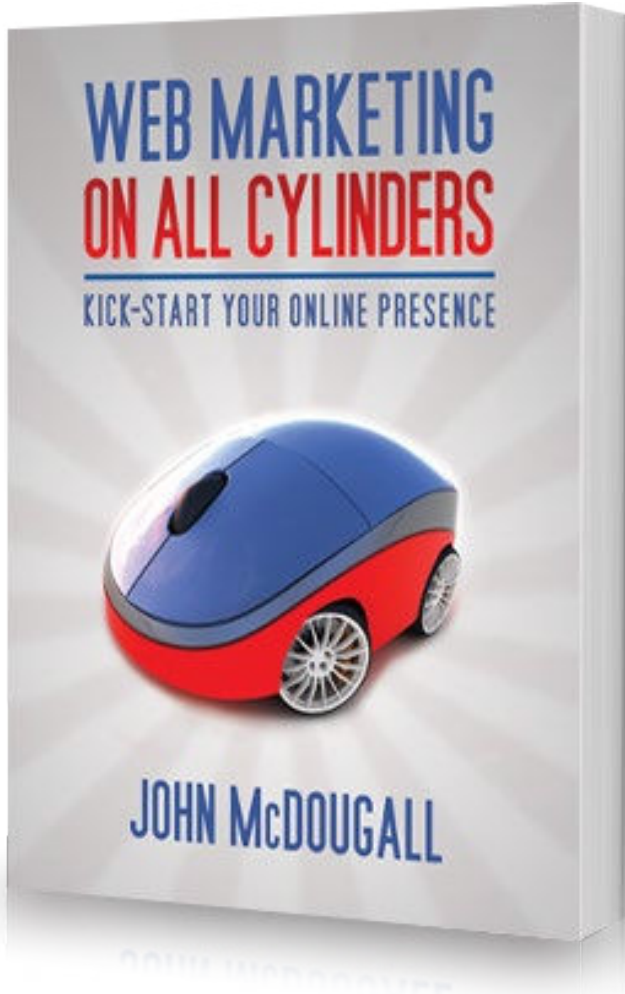
Drop Us A Line

What We've Done

[What's New](#) | [Who We Are](#) | [What We Do](#) | [Drop Us A Line](#) | [What We've Done](#)

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WEB MARKETING ON ALL CYLINDERS

KICK-START YOUR ONLINE PRESENCE



JOHN McDOUGALL

Media Features



THE
HUFFINGTON
POST



The New York Times



The Boston Globe



Connect with me

jm@mcdia.com

978-423-4274

Slides and free analysis:
mcdia.com/digital-roadmap

Essential components of a marketing plan

- Market Research
- Business / Marketing goals
- Positioning / Messaging
- Competitive Analysis
- Target Audiences / Personas
- Marketing Strategy
- Tactics
- Budget (5% to maintain 10% to grow)
- Timing
- Roles
- Metrics

What is Digital Marketing?

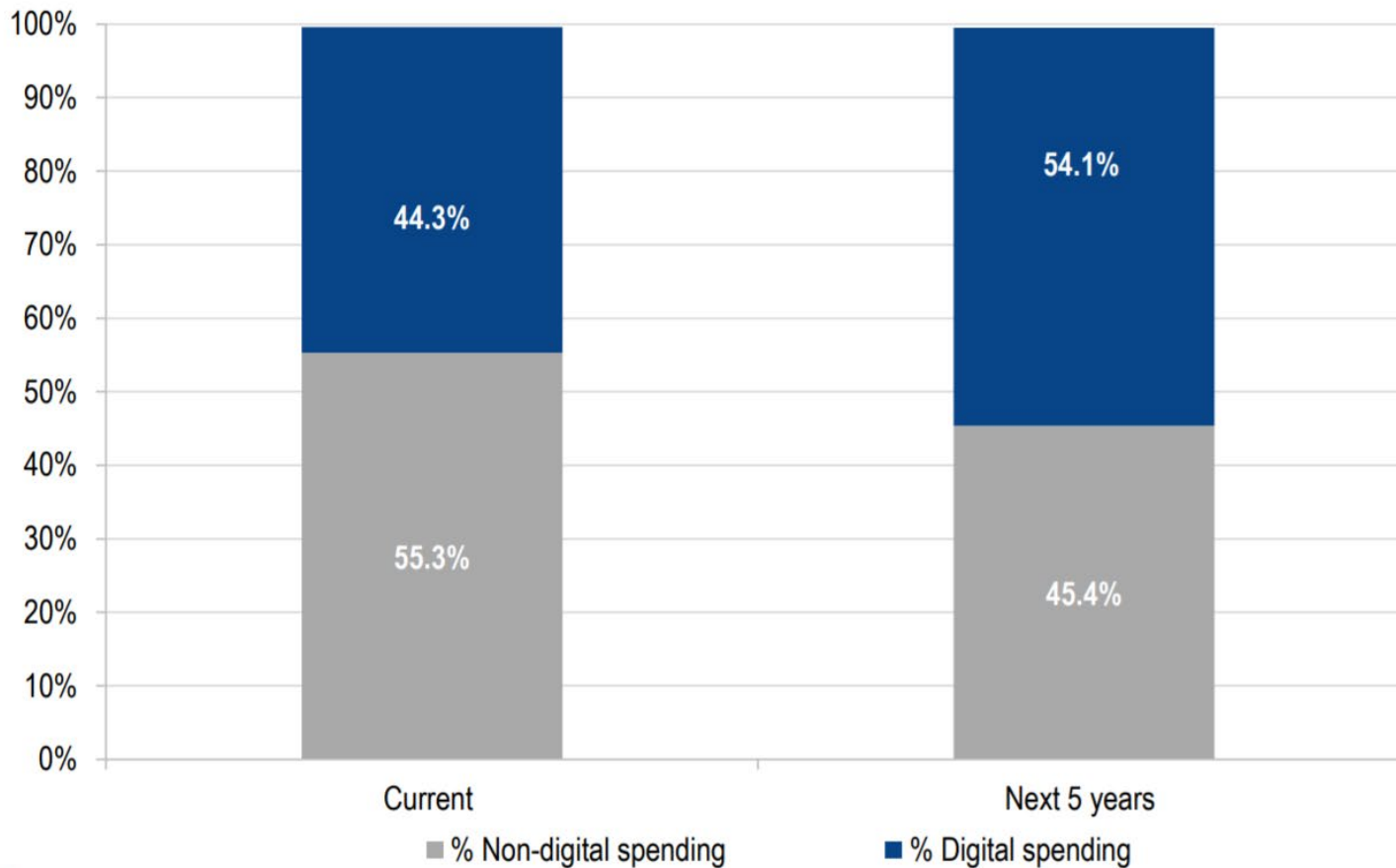
- SEO
- Social Media
- Paid Ads
- Email Marketing
- Blogging
- Online and Offline PR
- Webinars
- Getting links from influencers
- Conversion Optimization
- Tracking ROI – Analytics

Who does it?



Digital Versus Traditional

Percent change in digital vs. non-digital spending over the next 5 years



Industry Insight: B2B Service firms and those with revenues <\$25 million plan to be the most digital, at 61% in the next five years. By industry, Communications/Media expects to be 71% digital over the same time frame.

What is Content Marketing?

Blogging, podcasting, videos, ebooks, infographics, photo galleries, webinars...

- SEO
- Social Media
- Paid search / social to promote content
- Email Marketing to promote content
- PR / Guest Posting
- Getting links from influencers to content
- Conversion Optimization using content
- Tracking ROI – Analytics

1. Document Goals, KPI's and tracking methods

Make your KPIs ultra-specific and document the details

conversions



qualified macroconversions



macroconversions (valuable contact form submissions, valuable phone calls, and offline conversions which cite 'web' as source)

2. Pick Tactics

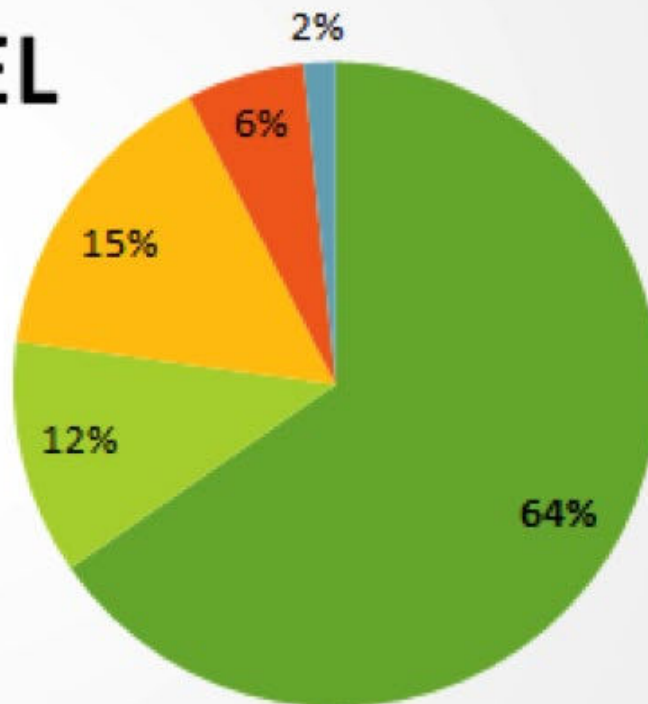




WEB VISIT CHANNEL DISTRIBUTION

BY CHANNEL

- Organic Search
- Direct
- Referral (w/o Social)
- Paid Search
- Social

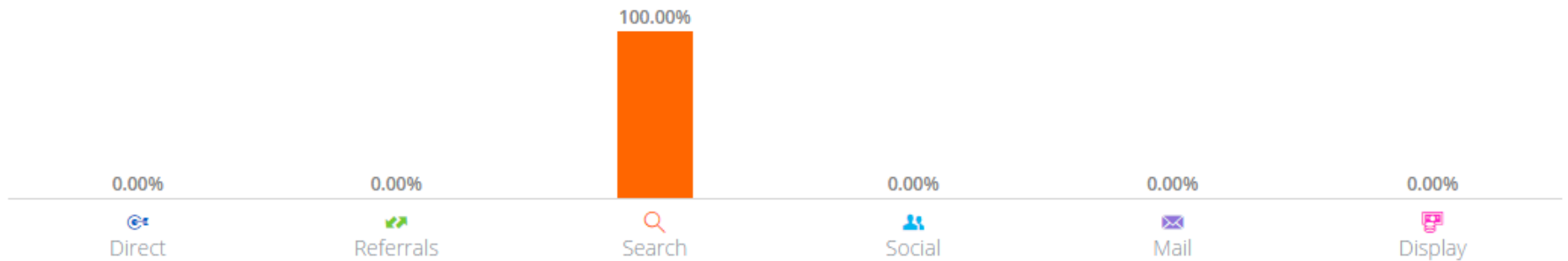


Optimize for all top traffic sources



Traffic Sources ⓘ

🖥️ On desktop



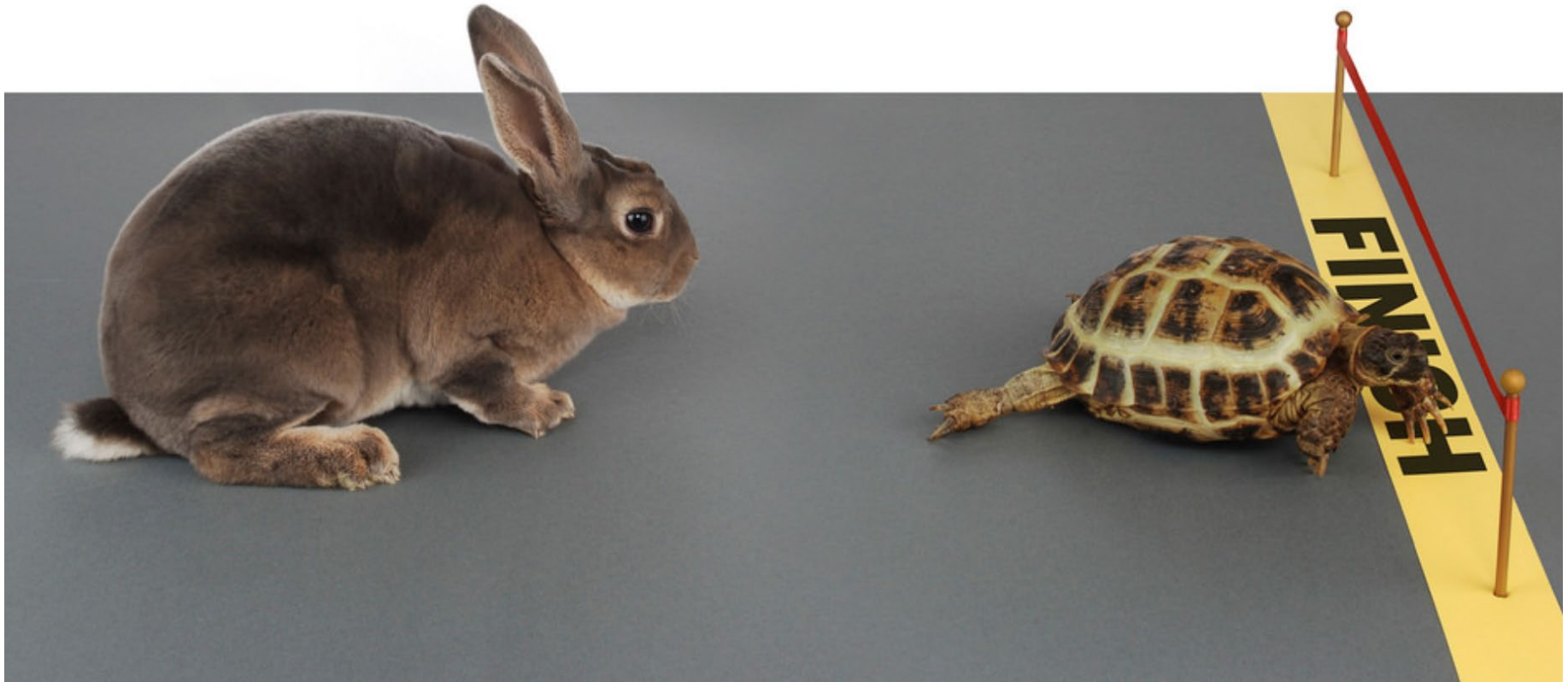
Brand and user experience effect SEO



3. Understand relationships between tactics



If fast is the goal, choose paid ads



4. Develop Personas and document pain points



Surfing Patterns

U.S. Census Bureau

Subjects A to Z | FAQs | Privacy Policy | Help

A

SEARCH: FAQs Census.gov

Population Clocks
U.S. 301,465,607
World 6,504,759,506
18:41 GMT (EST+5) Mar 26, 2007

Data Finders

Population Finder
city, town, county, or zip
or state

Find An Area Profile with **QuickFacts**

Latest Economic Indicators
• New Home Sales
• Housing Starts/Building Permits

Economic Indicators
Select an indicator
Select an indicator

NEW - Annual Capital Expenditures Survey 2005

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Select an indicator

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Have something for everyone

5. Understand the Buyers Journey

THE BUYER'S JOURNEY AND CONTENT



- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

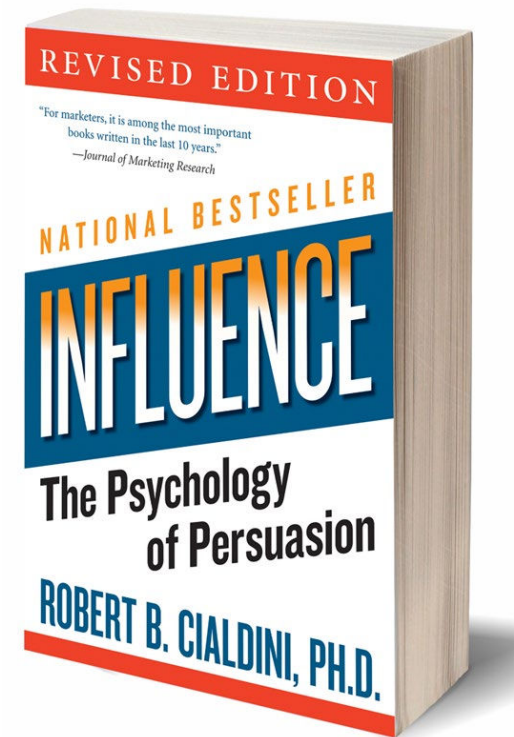
- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity.

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

Prospect has now decided on their solution strategy, method, or approach.

6. Understand Marketing Psychology



Cialdini's 6 principles of influence

- **Authority**
- **Social Proof**
- **Liking**
- **Reciprocity**
- **Scarcity**
- **Commitment (and Consistency)**

7. Do competitor Analysis / Audits

URL	Pages Indexed in Google	No. of Referring Domains	Marketing Grader Score	No. of Organic Kys	Traffic Cost	Mobile Friendly
www.ecsconsult.com	406	170	77/100	442	\$7.8K	Yes
www.gza.com	983	716	47/100	2.5K	\$2.5K	Yes
www.trcsolutions.com	1490	1.01K	61/100	3.9K	\$23.5K	Yes
www.kennedyjenks.com	160	414	39/100	381	\$165	No
www.aecom.com	59,000	13K	94/100	16.5K	\$37.2K	Yes
www.vhb.com	3,160	964	69/100	2.0K	\$13.5K	Yes
www.ebiconsulting.com	234	379	49/100	740	\$1.3K	No
www.atirestoration.com	141	197	69/100	516	\$6.0K	Yes
www.atimetals.com	4,040	2.27K	59/100	4.8K	\$6.7K	No
www.geiconsultants.com	1,260	446	79/100	2.0K	\$430	Yes
oto-env.com	237	45	76/100	228	\$19	Yes
www.tetrattech.com	6,420	2.64K	76/100	6.0K	\$5.9K	Yes
www.vertexeng.com	448	156	77/100	872	\$1.7K	Yes
www.enpro.com	315	141	37/100	392	\$161	Yes



SEM RUSH

competitive intelligence

bluenile.com Desktop Mobile

Organic Search Positions for google.com database

89.1K

KEYWORDS

1.3M

TRAFFIC

\$4.7M

TRAFFIC COST



Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.
engagement rings	1 (1)	823,000	83.88	6.00	www.bluenile.com...rings	30.37	49.64	1.00
blue nile	1 (1)	135,000	79.64	0.25	www.bluenile.com/	8.48	0.57	0.18
diamonds	1 (1)	74,000	81.06	7.50	www.bluenile.com/diamonds	2.73	5.57	0.77

Comparison with competitors (i)

1

2

Audience Activity Engagement

Sort by:

Total audience

Change

Growth (%)

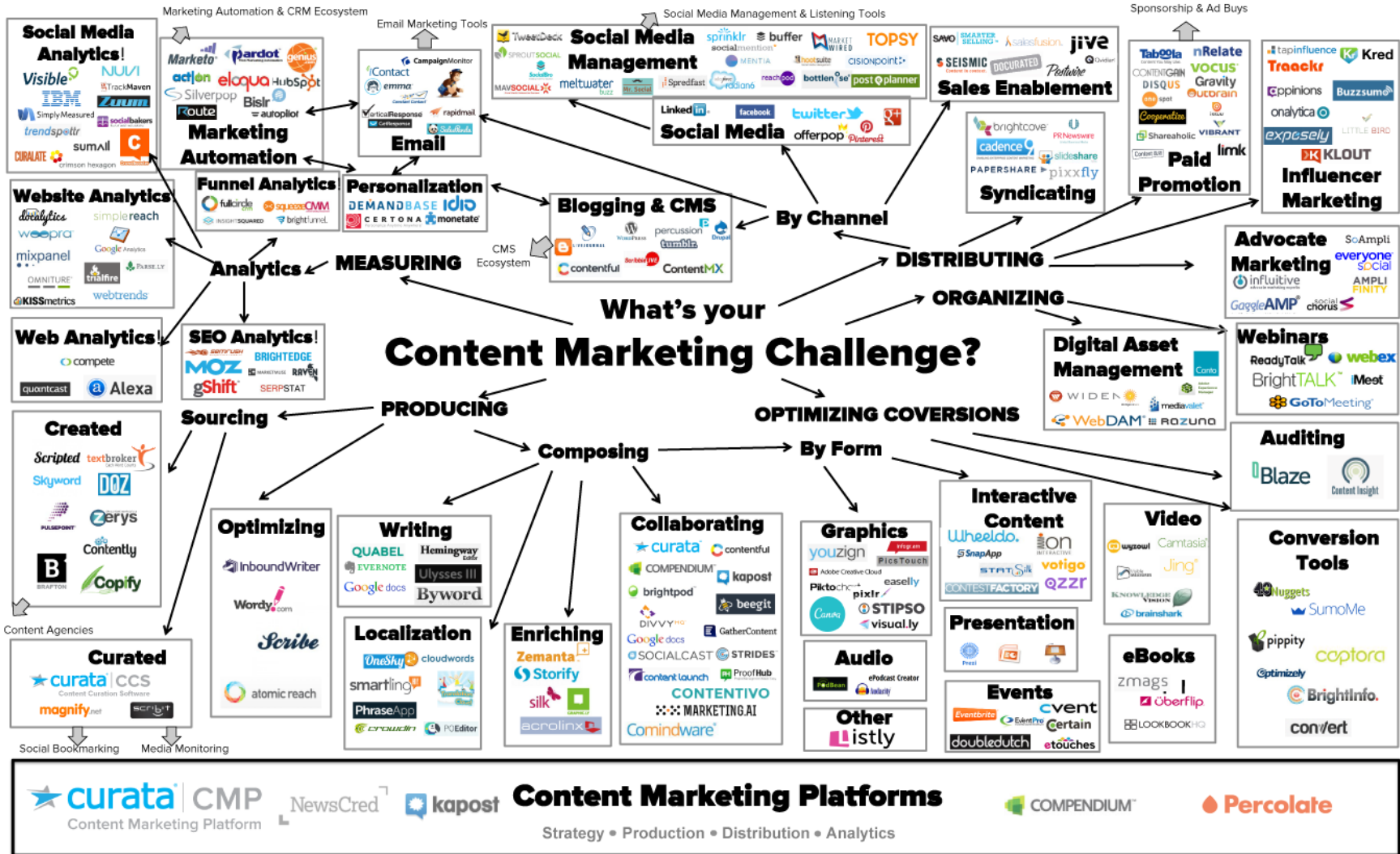
Domain	Facebook	Twitter	Google+	Instagram	YouTube	Total audience	Change	Growth (%)
cnn.com						60,993,810	+378,855	+0.63%
NY Times						52,763,328	+261,311	+0.50%
huffingtonpost.com						18,366,879	+98,822	+0.54%
usatoday.com						14,704,745	+265,056	+1.84%
washingtonpost.com						14,107,470	+110,415	+0.79%
npr.org						13,297,148	+66,789	+0.50%
latimes.com						5,151,087	+36,481	+0.71%
theguardian.com						849,505	+2,112	+0.25%



Facebook Twitter Google+ Instagram YouTube

ahrefs		Domain Rank
#	Referring Domain	
1.	wordpress.org	96
2.	plus.google.com	94
3.	apple.com	92
4.	en.wikipedia.org	91
5.	bit.ly	89
6.	lofter.com	89
7.	vimeo.com	89
8.	huffingtonpost.com	87
9.	mashable.com	87
10.	secureserver.net	87
11.	joomla.org	86
12.	feedburner.com	85
13.	shareaholic.com	85
14.	forbes.com	84
15.	reddit.com	84
16.	cargocollective.com	83
17.	constantcontact.com	83
18.	j.mp	83
19.	tinyurl.com	83
20.	disqus.com	82
21.	eventbrite.com	82

8. Build a team, document tools



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9. Build a white hat mindset



Thought Leaders



Built into nature: birds flock, fish school etc.

OGILVY ON ADVERTISING



TRUMP

AND BILL ZANKER
President/Founder The Learning Annex

FREE BONUS:
Online Education
The Learning Annex
Over \$200 Value
Details Inside

A photograph of Donald Trump in a dark suit, white shirt, and purple tie, pointing his right index finger directly at the viewer. He has a serious, intense expression with his mouth slightly open.

THINK BIG

"This book is Donald Trump's version of *The Secret*.
It's a must read!" —JACK CANFIELD
COAUTHOR OF *CHICKEN SOUP FOR THE SOUL*

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mcdougall
interactive
search + social + content



O

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From the Editors of O, THE OPRAH MAGAZINE

#contentmarketing Thought Leaders

Rank	Twitter Handle	Name	PageRank (Normalized)
1	jeffbullas	Jeff Bullas	100.00
2	BrennerMichael	Michael Brenner	22.56
3	JoePulizzi	Joe Pulizzi	16.41
4	jaybaer	Jay Baer	11.64
5	ChadPollitt	Chad Pollitt	8.49
6	Robert_Rose	Robert Rose	8.17
7	heidicohen	Heidi Cohen	7.88
8	TPLDrew	Andrew Davis	6.64
9	crestodina	Andy Crestodina	4.09
10	GerryMoran	Gerry Moran	3.68

Provisional patent on PageRank

2 0210

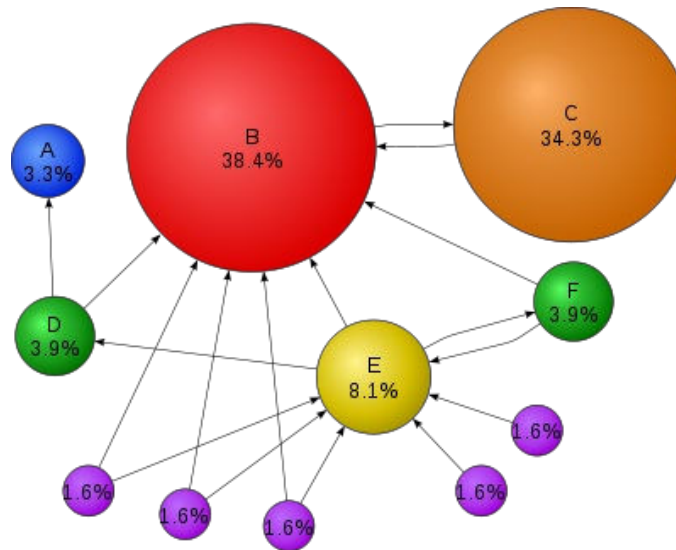
#4



Attorney Docket No: S96-213/PROV

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205
Filed: 10 Jan 97
Title: Improved Text Searching in Hypertext Systems
Applicant(s): Lawrence Page
Examiner: not yet assigned
Art Unit: not yet assigned



Google Backrub!

Google's initial name was "BackRub," in reference to the way it was designed to check backlinks in order to rank a site for search results.

The logo for BackRub, featuring the word "BackRub" in a multi-colored font (B: blue, a: red, c: green, k: blue, R: red, u: green, b: blue).

$$\text{PageRank of site} = \sum \frac{\text{PageRank of inbound link}}{\text{Number of links on that page}}$$

OR

$$PR(u) = (1 - d) + d \times \sum \frac{PR(v)}{N(v)}$$

The early patents relating to authors

Agent rank

Invented by David Minogue and Paul A. Tucker

US Patent Application 20070033168

Published February 8, 2007

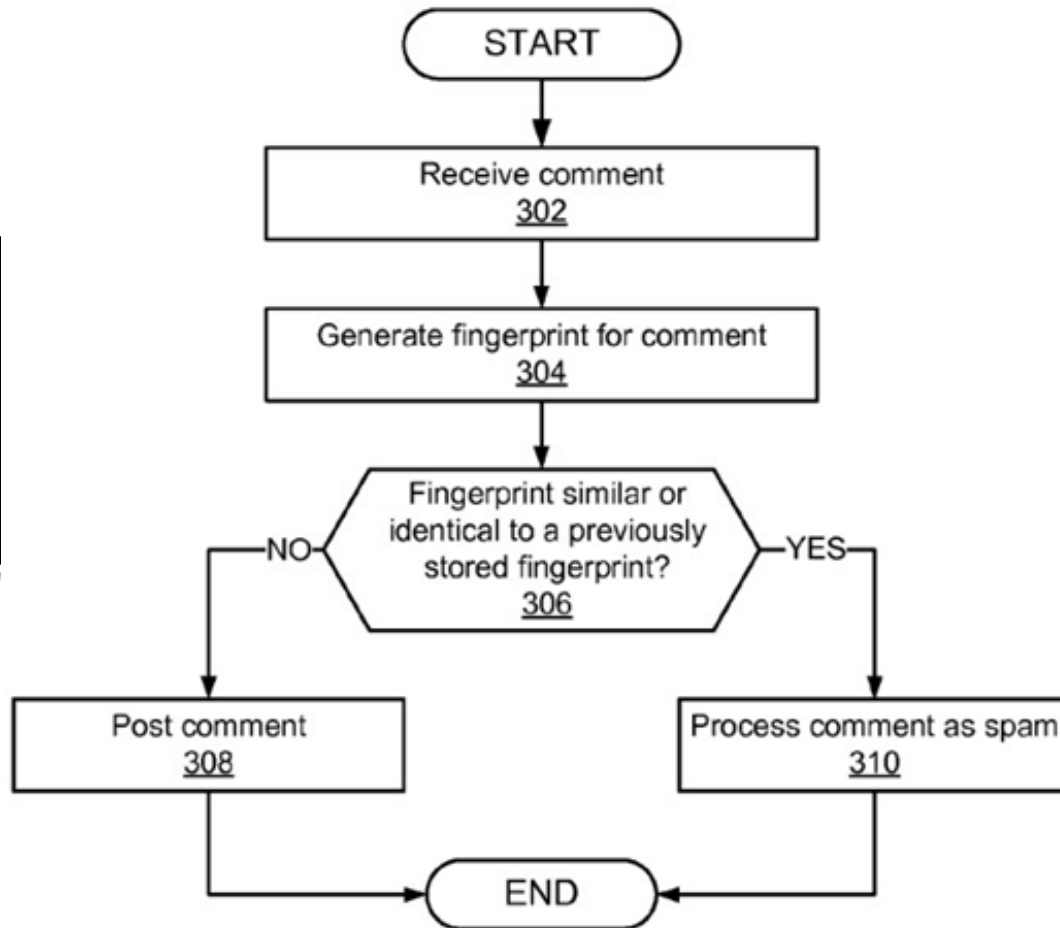
Filed: August 8, 2005

Abstract

The present invention provides methods and apparatus, including computer program products, implementing techniques for searching and ranking linked information sources. The techniques include receiving multiple content items from a corpus of content items; receiving digital signatures each made by one of multiple agents, each digital signature associating one of the agents with one or more of the content items; and **assigning a score to a first agent of the multiple agents, wherein the score is based upon the content items associated with the first agent by the digital signatures.**

How Google Might Fight Web Spam In Social Networks

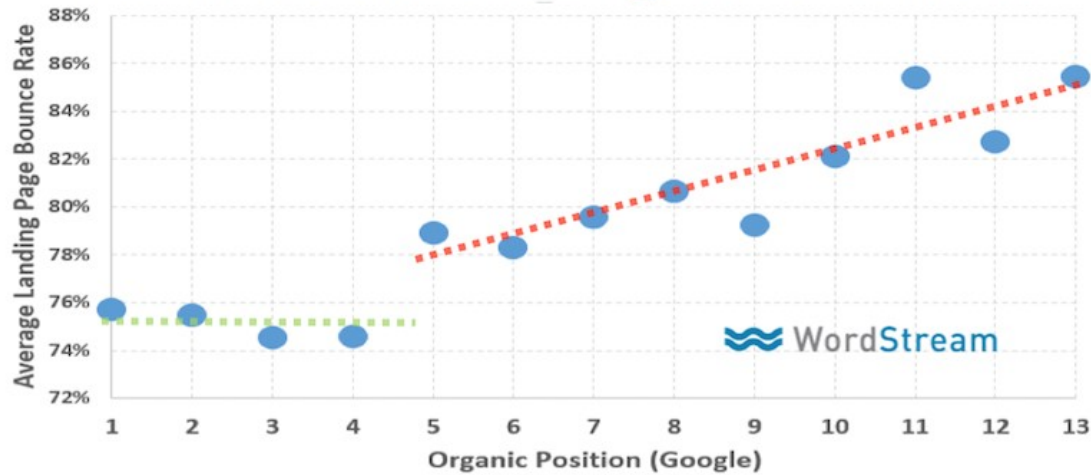
05/26/2015



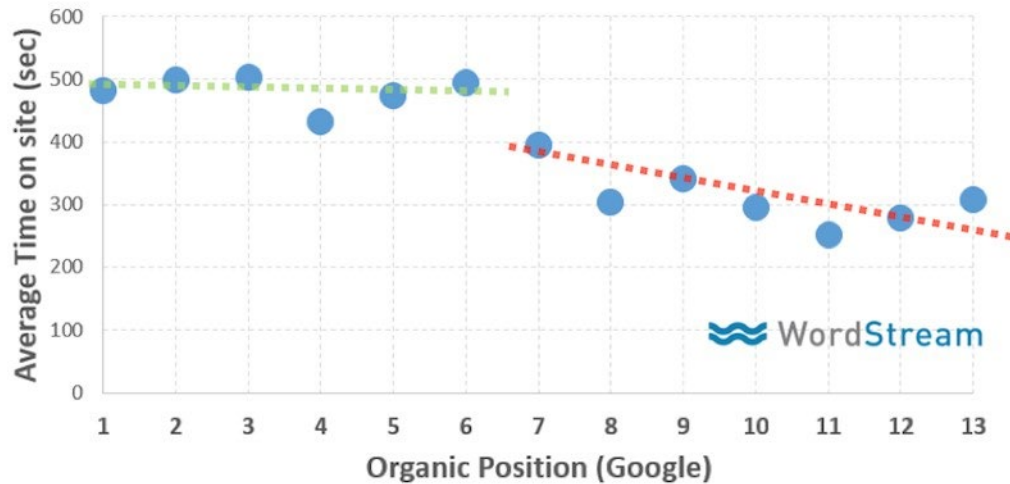
Buy Viagra Here



Bounce Rate vs. Organic Position



Time on Site vs. Organic Position



Google Quality Raters Guide



Google General Guidelines Version 5.0

General Guidelines Overview

Part 1: Page Quality Rating Guideline

Expertise, Authoritativeness, Trustworthiness.



Image via: [flickr.com/photos/38658617@N00/15720044001](https://www.flickr.com/photos/38658617@N00/15720044001)

10 HIDDEN GEMS FROM GOOGLE'S LEAKED QUALITY RATER GUIDELINES

According to Google...

The latest version of Google's "human rater" handbook has leaked once again. It gives us a few clues into how Google determines quality web sites.

✓ DO...

Make sure your content is written by experts.

WHY?

Google has placed a strong emphasis on perceived expertise for determining quality.

ACCORDING TO GOOGLE...

"High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic."

✓ DO...

Update old content that has become outdated.

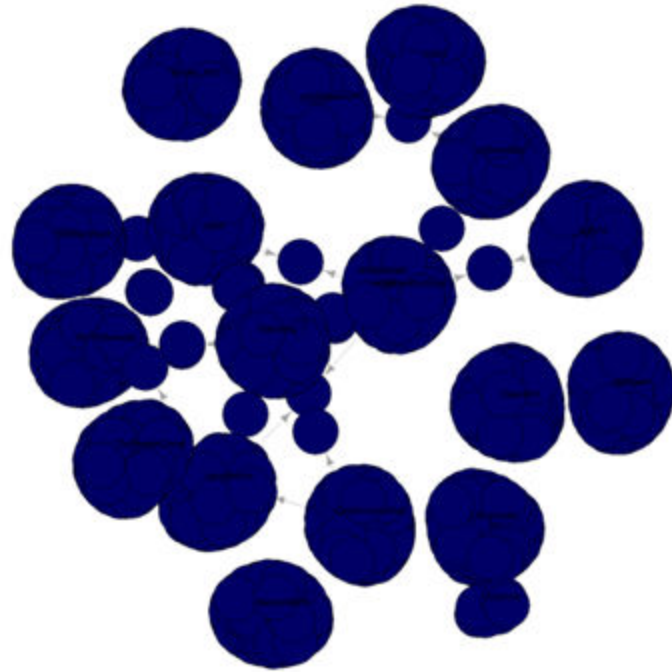
WHY?

Google has placed a strong emphasis on trustworthiness for determining quality.

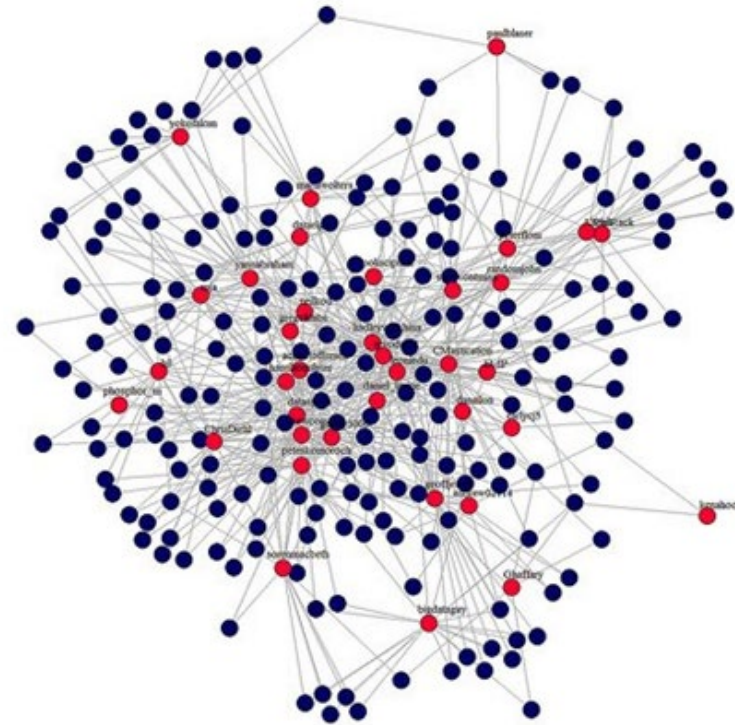
ACCORDING TO GOOGLE...

"High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic... In order for a site to be deemed high quality, it must contain updated information."

Link farms and Like farms



Unnatural



Duane Forrester of Bing says
“Don’t be tempted to game it”

Panda vs Penguin: Toll Booths

Panda = No Low Quality

Penguin = No Spam

Hummingbird = Conversations + Mobile

Pigeon = Local algorithm



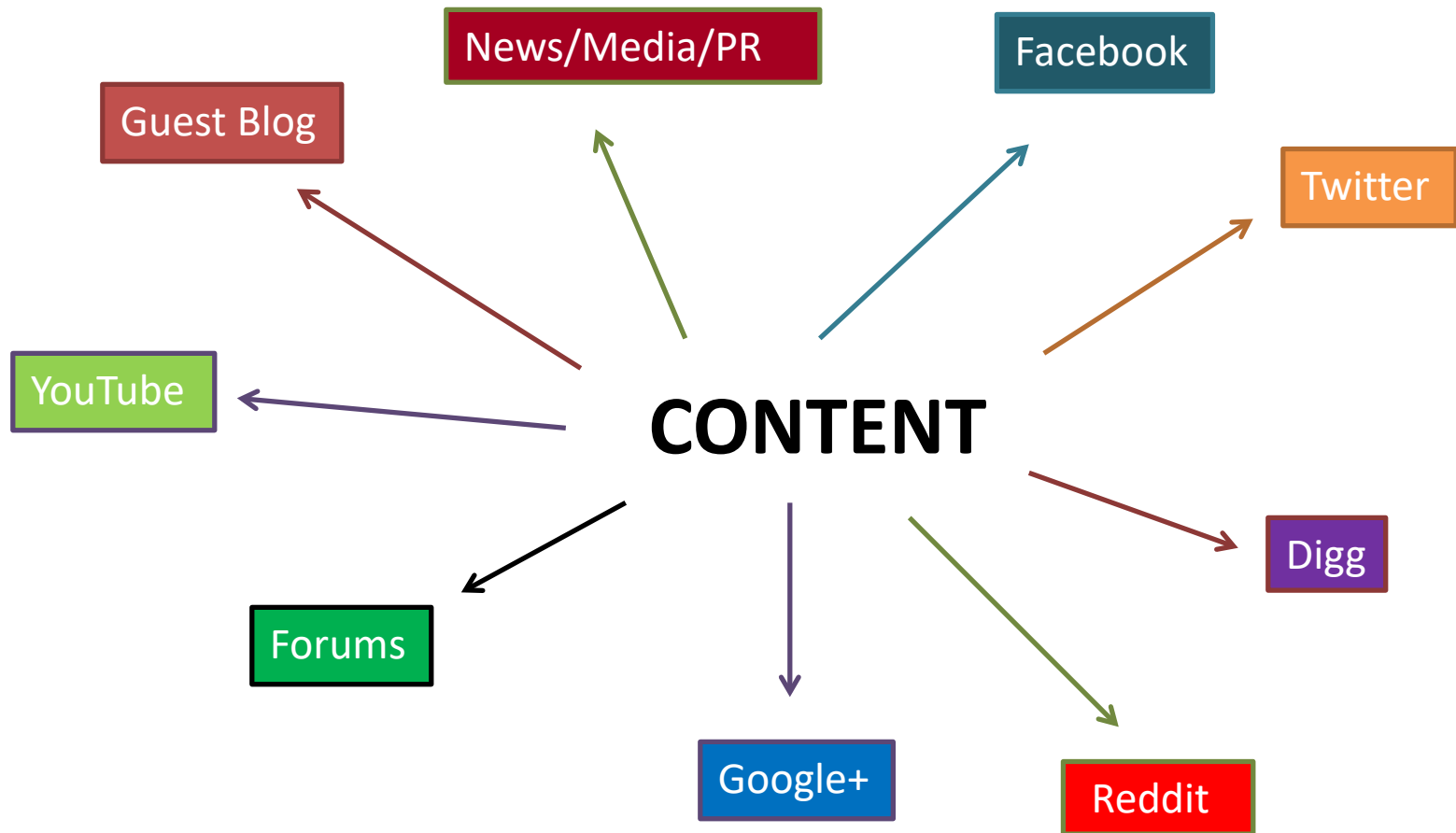
10. Pick Content Formats

- Blog Posts (text)
- Guest Blogging
- Videos
- Podcasts
- Resource Pages
- Images
- Infographics
- Webinars
- Interactive Content
- Tools
- PR and Press Releases
- Content Curation

List of Content Formats

-  How-to's
-  Content Curation
-  Case Studies
-  Charts/Graphs
-  Ebooks
-  Email Newsletters / Autoresponders
-  Cartoons / Illustrations
-  Book Summaries
-  Tool Reviews
-  Giveaways
-  FAQs
-  Q&A Session
-  Webinar
-  Guides
-  Dictionary
-  "Day in the Life of" Post
-  Infographics
-  Interview
-  Lists
-  Mind Maps
-  Meme
-  Online Game
-  Helpful Application / Tool
-  Opinion Post
-  White Papers
-  Vlog
-  Videos
-  Templates
-  Surveys
-  Slideshares
-  Resources
-  Quotes
-  Quizzes
-  Polls
-  Podcasts
-  Pinboards
-  Photo Collage
-  Original Research
-  Press releases
-  Photos
-  Predictions
-  User Generated Content
-  Company News
-  Timelines

11. Create Great Content, Then Share



Content Fuel: for Social/SEO/Links/PR

Mintz Levin - It's Time.

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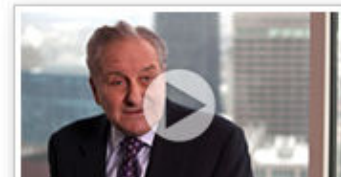
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- 11.07.2013 [Energy & Clean Tech Connections](#) 
- 11.05.2013 [DOL Issues Perm Application Guidance for Employers Affected by Shutdown](#) 
- 11.05.2013 [What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax](#) 
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- 11.04.2013 [ML Strategies Financial Services Legislative & Regulatory Update](#) 
- 11.04.2013 [ML Strategies Health Care Reform Update](#) 
- 10.31.2013 [Mintz Levin Health Care Qui Tam Update](#) 

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Maintaining Good Client-Outside Counsel Relationships

Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.



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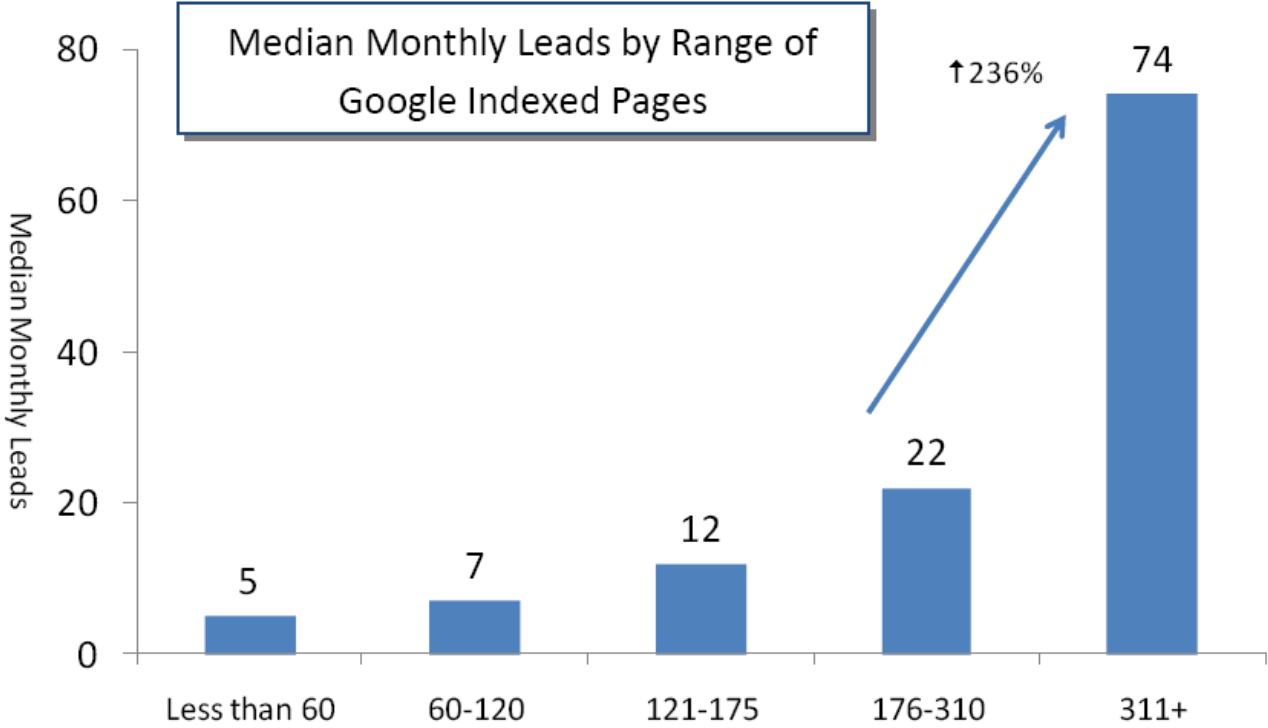
FOLLOW US     

Video, Infographics, Podcasts, Whitepapers,
Blog Posts, Images etc.

mcdougall
interactive
search + social + content



Content proportionate to leads



* Each range represents an equal number of customers



12. Promote Content More

1. Send to your email list
2. Share on social media
3. Syndication
4. Send an outreach email
5. Mention an influencer
6. Submit to a content community
7. Connect with a mentoring/peer group
8. Make it easy for your readers to share
9. Focus on the places that get the best results
10. Paid ads and remarketing
11. Repurposing

13. Repurpose Content





Thought leadership and law firm marketing with Professor David Wilkins of Harvard Law School

Posted by John McDougall in Thought Leadership [Leave a Comment](#)




John: Hi, I'm John McDougall and I'm here today with Professor David Wilkins of Harvard Law School and he's also the director of Harvard Law School's program on the legal profession. Professor Wilkins, how important is it that an attorney as an authority in their main practice area versus trying to be too good at too many areas of law?



David: Well John, first of all, it's a pleasure to be with you and your audience. This is one of the many questions that really is hard to answer in general because it depends a lot upon what kind of attorney that we're thinking about. There are many attorneys in

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Categories

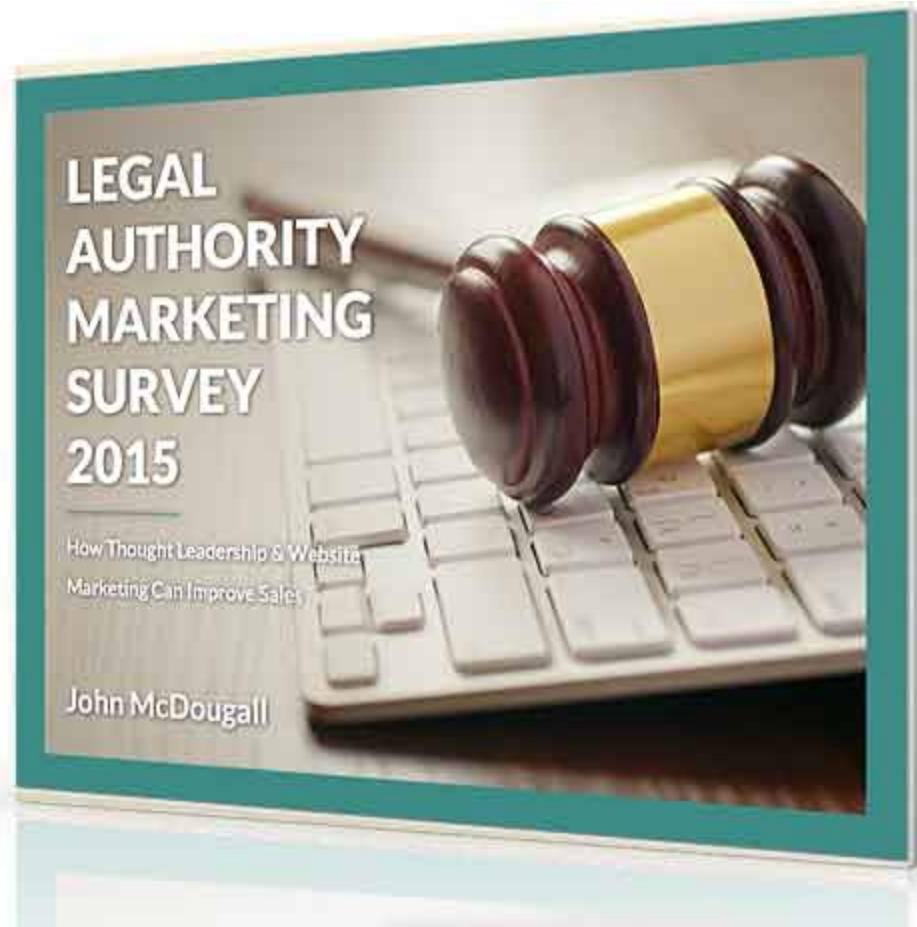
Select Category ▼

What is the Review about?



John McDougall
CEO of McDougall Interactive

TOFU Offers – Capture emails



30 ebooks = 7x leads

14. Avoid Content Marketing Fails

You think people will buy before they trust you over many visits

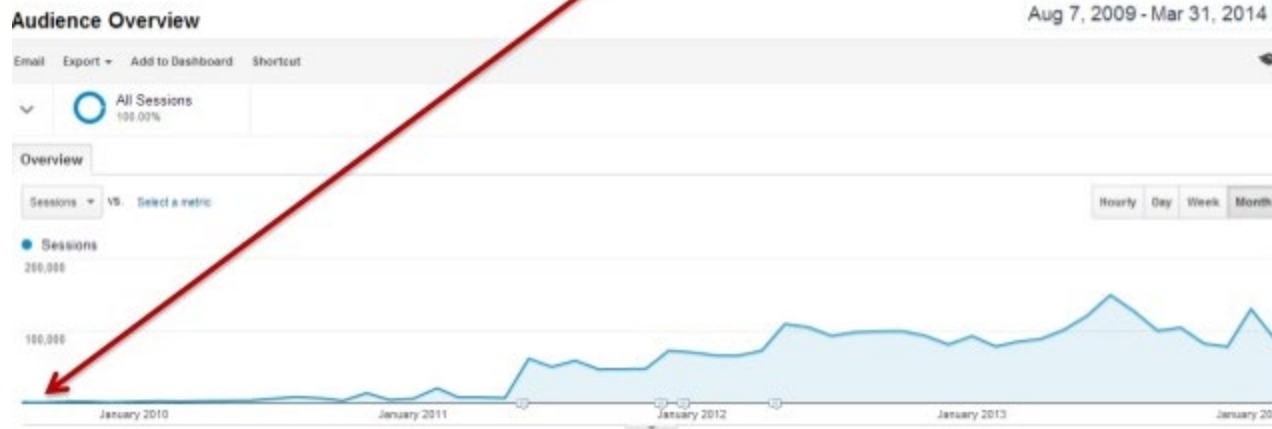
You vomit up content without a community

You invest in content but not its amplification (broadcast, 1:1, paid)

You ignored SEO and being an authority (3+ billion searches a day)

You gave up way too soon

Geraldine started her blog in 2009



15. Increase Conversions with Trust



HOME	ABOUT US ▾	PEOPLE	PRACTICES	OFFICES	NEWS & PUBLICATIONS	BLOGS	EVENTS	CAREERS ▾
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Julie E. Manser

Associate

Exton, PA

610.458.6705



Julie serves as an advocate in family law matters for clients in Eastern Pennsylvania, particularly in the counties of Chester, Montgomery, Bucks, Delaware, Lancaster, Berks and Lehigh. She has handled cases for clients resident in West Chester, Norristown, Doylestown, Media, Reading and Allentown. Throughout her career, Julie's practice has focused on family law litigation and related matters, such as:

- Litigation, mediation and arbitration of family law matters
- Matrimonial actions, including complex matters involving valuation issues and high conflict matters
- Custody and Parenting Time
- Alimony and child support
- Equitable distribution
- Appellate practice in family law matters
- Grandparent visitation
- Domestic violence
- Negotiation and preparation of prenuptial, postnuptial, and



Biography

[News](#)

[Publications](#)

[Speaking Engagements/Events](#)



Practice Areas

[Family Law](#)

[Litigation](#)

Bar Admissions

[Pennsylvania](#)

Education

J.D., cum laude, University of Pennsylvania Law School, 2005

M.B.E., University of Pennsylvania, Center for Bioethics, 2005

B.A., summa cum laude, University of Pennsylvania, 2002

Memberships

Products » Wills & Trusts » Estate Planning Books » **The Mom's Guide to Wills and Estate Planning**



The Mom's Guide to Wills and Estate Planning

A young parent must-read

Liza Hanks, Attorney
October 2009, 1st Edition

Estate plans protect your family, and while some steps can wait, others can't. Learn the essentials and get started with *The Mom's Guide to Wills & Estate Planning*. Focusing on your family's real-world concerns, you'll find out:

- how to select a guardian for children
- when to consider a living trust
- how to keep your estate plan current

See below for a full product description.

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 +1 0
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Book

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Get easy access to thousands of association executives, their budgets, meeting schedules, staff size and more.

51,000+ association executives

17,000 associations

400 association management firms



**The World's Leading Job Board for Finding
Workshop and Keynote Speakers Under \$10k.**

Media Coverage = Authority

prleads.com

- **\$99 a month, emails as often as every 30 minutes**
- **Leads are completely customized to fit your expertise**
- **Less competition from other responders**
- **Amazing help from founder Dan Janal**

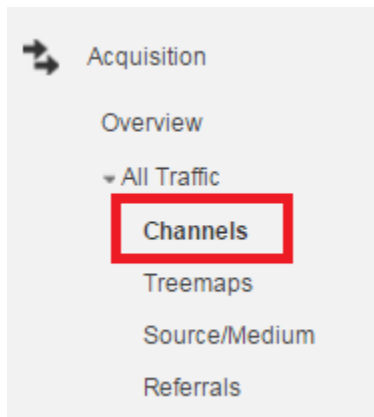


helpareporter.com

- **Free to sign up for 3x daily emails**
- **Paid: filters, profile, mobile alerts**
- **“Submit a New Pitch”**













16. Track Results - TAKE ACTION from Data






Default Channel Grouping	Acquisition
	Sessions ? ↓
	12,643 % of Total: 100.00% (12,643)
1. Organic Search	4,490 (35.51%)
2. Referral	4,119 (32.58%)
3. Direct	2,289 (18.10%)
4. Paid Search	1,740 (13.76%)
5. Social	5 (0.04%)

Top Content

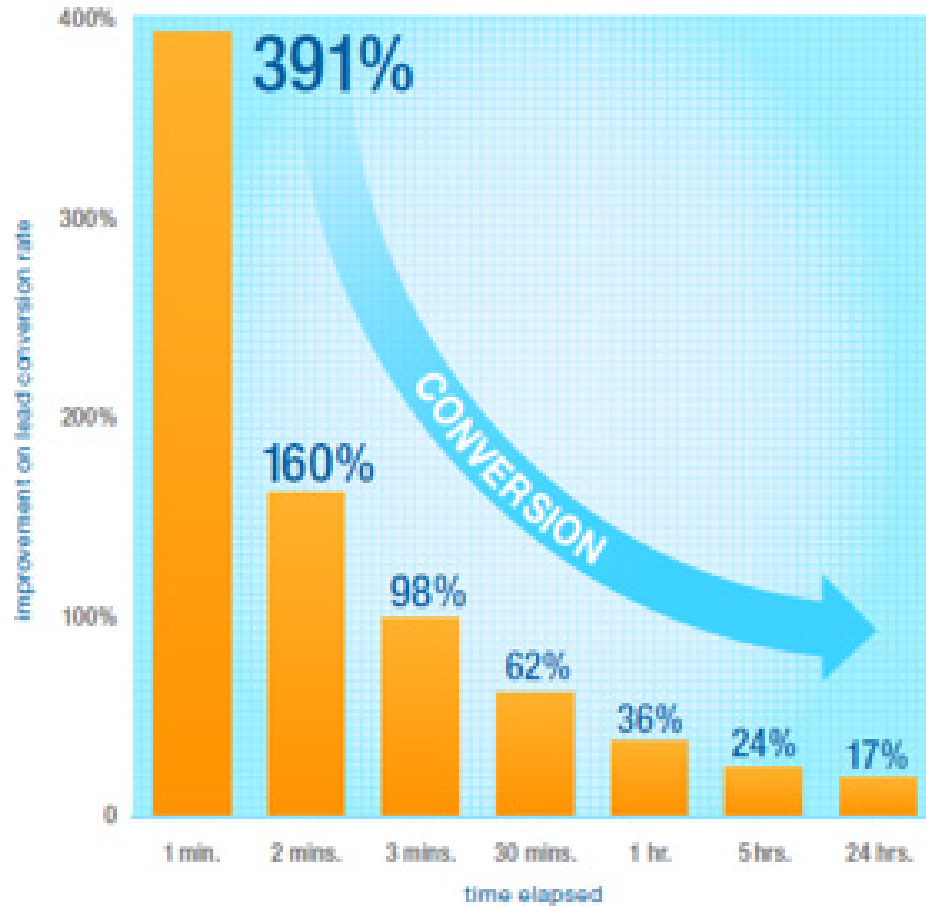
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	778 % of Total: 100.00% (778)	670 % of Total: 100.00% (670)	00:01:46 Avg for View: 00:01:46 (0.00%)
1. /weddings/the-wedding-blog/wedding-planning-open-bar-vs-cash-bar 	170 (21.85%)	167 (24.93%)	00:08:52
2. /weddings/the-wedding-blog/filter/outdoor-ceremonies 	131 (16.84%)	104 (15.52%)	00:01:15
3. /weddings/the-wedding-blog/filter/indoor-ceremonies 	125 (16.07%)	106 (15.82%)	00:01:30
4. /weddings/the-wedding-blog/filter/our-favorites 	48 (6.17%)	39 (5.82%)	00:02:13
5. /weddings/the-wedding-blog/filter/food 	34 (4.37%)	29 (4.33%)	00:01:09
6. /weddings/the-wedding-blog 	32 (4.11%)	21 (3.13%)	00:01:23
7. /weddings/the-wedding-blog/filter/seasons/fall 	28 (3.60%)	24 (3.58%)	00:02:43
8. /weddings/the-wedding-blog/filter/seasons/summer 	28 (3.60%)	22 (3.28%)	00:01:13
9. /weddings/the-wedding-blog/wedding-thank-you-notes 	26 (3.34%)	22 (3.28%)	00:01:28
10. /weddings/the-wedding-blog/filter/seasons/spring 	24 (3.08%)	18 (2.69%)	00:03:13

Content is beating paid niche placement

Top Content – About and Bio content

Page path level 1 ?	Pageviews ? ↓
	51,753 % of Total: 100.00% (51,753)
1.  /	15,355 (29.67%)
2.  /blog/	14,881 (28.75%)
3.  /services/	4,617 (8.92%)
4.  /about-us/	4,311 (8.33%)
5.  /our-work/	4,273 (8.26%)
6.  /resources/	1,841 (3.56%)
7.  /contact/	1,135 (2.19%)

17. Follow up Fast

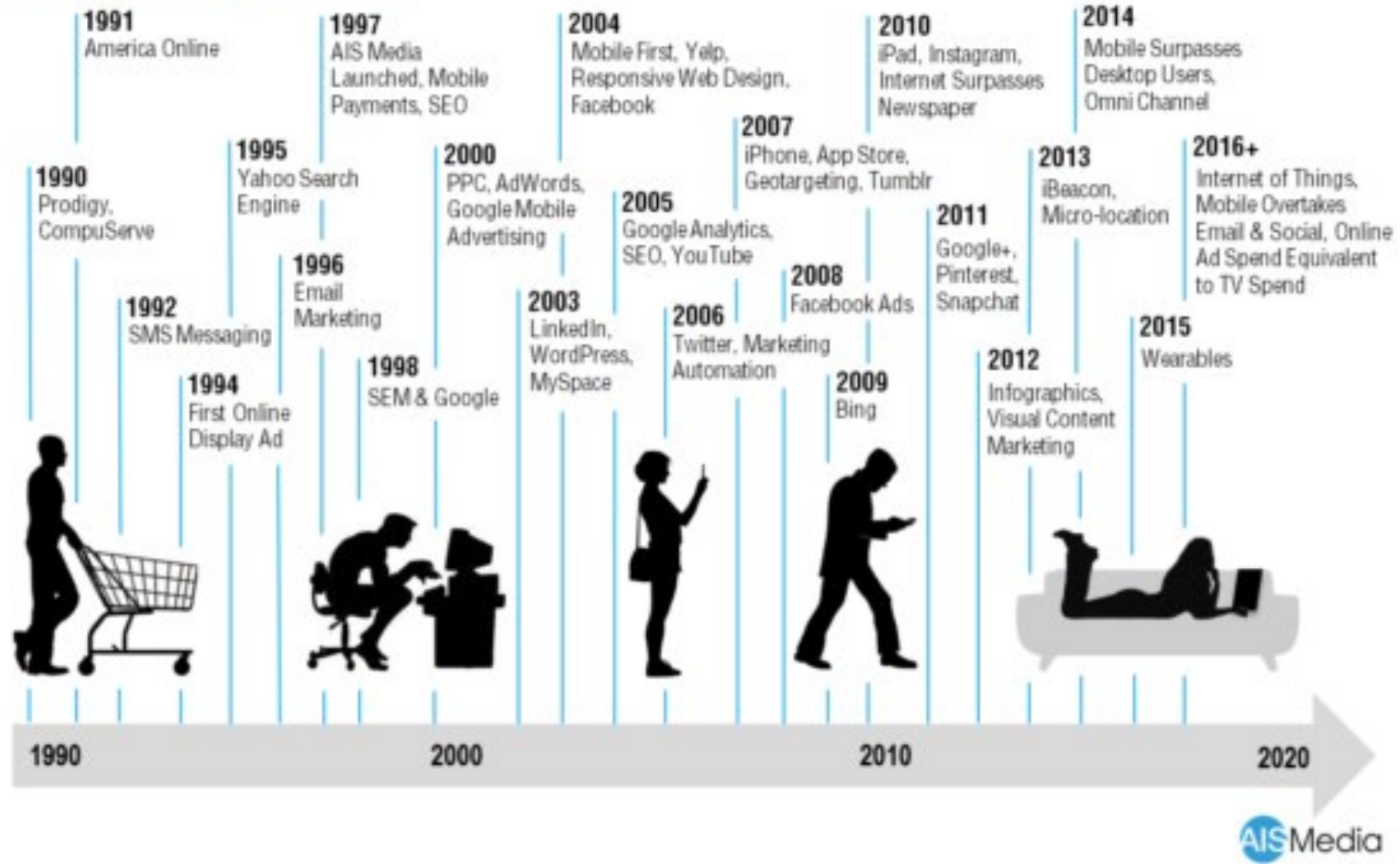


Research based on 3.5 million leads from
over 400 companies



18. Keep evolving as tactics quickly change

EVOLUTION OF DIGITAL MARKETING



E.g. Video 80% of web traffic by 2019, topics more than just keywords

Takeaways

- 1. Define your goals and tie them to analytics**
- 2. Don't blindly pick tactics based on trends**
- 3. Create 10x level content**
- 4. Spend more time promoting than creating**
- 5. Blend in paid with organic in search AND social**
- 6. Build your email list / platform**

Digital marketing that leverages the relationships between tactics will save you years of pain and help you crush your less strategic competition.

Resources

1. SEMrush
 2. AHREFS
 3. Buffer
 4. Hootsuite
 5. Google Analytics
 6. Hotjar
 7. Usertesting.com
 8. HubSpot
 9. Canva
 10. Prleads.com / HARO
1. Search Engine Land
 2. Social Media Examiner
 3. Quicksprout
 4. Copyblogger
 5. Buffer Blog

Slides and Free SEO Competitor Analysis

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