



HOW TO: SEO 2016

FACTS & FIGURES YOU NEED TO KNOW

Debunking More Myths
& Telling you What You
Should Already Know

QUICK SUMMARY

In 2016, SEO will be more important than ever before

Several predictions were made years ago that are now coming to pass

By far, mobile is one of the biggest ones, and it's only a matter of time until magazine racks are eliminated

Local SEO means it's your time to shine - you, being the small business owner

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QUICK SUMMARY - 2

By 2020, everyone will own a tablet - we are in the process and we can see it happening before our very eyes

Mobile gadgets are getting better, smarter and yes, even smaller. But tablets will remain for a very long time

Right now, you live in a country where almost 80% of the people own a mobile device. Just look around you...

Even the elderly are using mobile phones; cane in one hand, and mobile in the other...

Ready to go shopping?



New research shows how digital connects shoppers to local stores

Here is what you can expect in 2016, 2017, 2018 and so on...

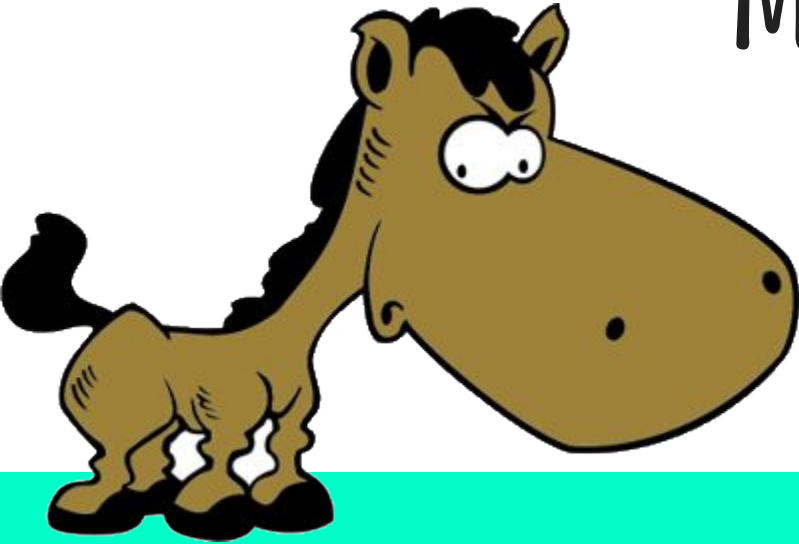
People turn to digital before and while they shop in local stores

If you own a brick & mortar store, this is great news for you...

A new study disproves three all too common myths about digital and offline buying



MYTHS VS REALITY



Right from the Horse's Mouth

“New Study: People turn to digital before and while they shop in local stores, and that's good news for retailers.”

MYTH 1

Search results only send customers to e-commerce sites

REALITY

Search results are a powerful way to drive consumers to stores

3 in 4 who find local
information in
search results
helpful are more
likely to visit stores



3 in 4

You **NEED** a Google Account in 2016; this is vital now more than ever

You **NEED** to be on Google Maps; Google Local vs Google MY Business in SERPs?

And guess what...a Virtual Tour on Business Street View gets more customers into your store!



Google Street View

TRUSTED

Agency

Look at that!
Plush Global
Media got
something right!



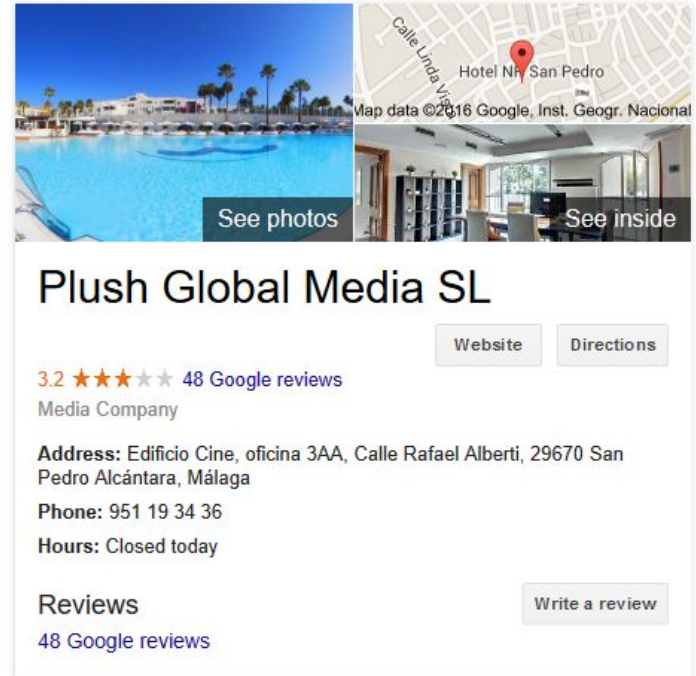
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THE “COOL BEANS” SEO FACTOR!

Google My Business/Google Local (We will be explaining this in a wee bit)

Consider this your very own “knowledge Graph” within the SERP’s. Have you checked yet?

People, prospects, potential clients, etc.; they WILL look you up, and you want them to because you have this cool information to display 😊



Feedback

HERE'S WHAT SHOPPERS WANT TO SEE



**SHOPPERS WOULD FIND THIS INFORMATION
VERY HELPFUL IN SEARCH RESULTS:**



Price of item at
a nearby store



Item is in stock at a
nearby store



Location of closest store
with item in stock



Details about local stores
(hours, phone number)



Map showing which stores
carry the item searched for



What else is available
at the store

MYTH 2

Once in-store consumers begin looking at their smartphones, the store has lost their attention.

REALITY

Online stores can grab consumer's attention through search results and a retailer's mobile site or app.

HERE ARE SOME NUMBERS YOU REALLY NEED TO KNOW



42% OF IN-STORE CONSUMERS CONDUCT RESEARCH ONLINE
WHILE IN STORE USING:



64%

Search engines



46%

Retailer's site/app



30%

A different retailer's
site/app



26%

Another type of site/app
(e.g., coupon review)



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MYTH 3

Online research has limited what consumers expect from stores; they really just go to stores to transact.

REALITY

Consumers still visit stores for more than just transactions, but they now expect more out of any place they shop. They want informed, customized experiences.

SHOPPERS WOULD BE MORE LIKELY TO SHOP IN STORES THAT OFFER...



SHOPPERS WOULD BE MORE LIKELY TO SHOP IN STORES THAT OFFER:



85%

Personalized coupons
and exclusive in-store
offers



64%

Recommendations
for specific products
to purchase



54%

Recommendations based
on what friends/family
have purchased

**What can you
do as an online
or storefront
retailer in 2016?**



Drive traffic to Stores

Use local inventory ads to show product availability at a nearby store. And show your store's location, hours of operation and phone number in ads, landing pages, pop-ups, call to actions etc

Engage Shoppers in Stores

Going back to the previous point, again engagement can be done online as well, you most likely all know this. But, in 2016 you must OPTIMIZE your search results and website or app for consumers as they search in-stores

Provide Customized Offers

In 2016, you are going to want to send relevant offers and recommendations right to consumers as they search on their phones in and around the store. How do you apply this online?



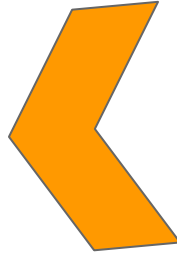
Let's get ready to
market online in
2016!



Preparing your Website for a Winning SEO Campaign in 2016

Our 5 Step Process

SEO COMPANIES WILL DO THE USUAL...



We will likely send you a questionnaire

We will likely perform an audit on your website

We will look at your top competitors

We will look at keywords

But what if...

Your site is
UGLY!
EEEEccccck!



No, sorry but ugly is NOT the new pretty



LISTEN TO YOUR AUDIENCE

35% decided not to buy because the website was of poor quality

45% say a bad site is worse than no site at all

30% think small biz sites lack key features

28% are left very unimpressed after visiting

29% frequently find typos, errors and broken URL's

What Did
Consumers Say in
2015 About Small
Business Websites?



5 STEPS TO A WINNING SEO CAMPAIGN

1. Check your Website

How does your site function?

If your website is small enough, like 5 to 10 pages or even 20; then you should check to make sure everything works. This includes forms, contact forms, checking all links to make sure none are broken, and calculators if you have any, all plugins updated, latest versions etc.

Search Console? Sitemap?

5 STEPS - #1 CONTINUED

1. Fix your website design

45% of website visitors claim that website design is their number one criteria for determining credibility of a company

YOUR SITE SHOULD FOCUS ON:

Easy Navigation

Clear brand & identity

Good colour scheme

Consistency

Professional Logo

Great images and quality graphics

Layout highlighting products or services

Clear CTA's

Good contrast between colours

Easy to read fonts

5 STEPS - #1

CONTINUED

1. Fix your website design

Continuing...

YOUR SITE SHOULD FOCUS ON:

Trust and credibility factors with clear branding

Professional logos of partners if any

Clients or media mentions (media page), certifications, reviews

If you have any “on Sale” products or specially priced “services” offers, then display on homepage by using widgets on the sidebar, pop-ups etc.

On a mobile make sure promotions are within menu bar – easy access to your sale is key here.

5 STEPS - #2

2. Fix mobility issues

This is more important today
than ever before
MOBILEGEDDON!!

Mobile Friendliness is a MUST not a want - if your competitors site is mobile friendly and your site is not - they are already above you and will stay there no matter how much SEO you implement - you must be mobile friendly in the eyes of Google - it is a ranking factor.

Predictions for this year state that thanks to organic growth, mobile devices will outstrip desktops for the first time in mobile history.

Regular Site



Mobile Version



Benefits

Loads Faster
User Friendly
Easy to Navigate
Easy to Read
Tap to Call

THE BEST IN MOBILE NAVIGATION - SIMPLICITY IS KEY HERE



CTA'S ON A MOBILE? YES!
PUT A "CALL BUTTON" ON EVERY PAGE

Make “checkouts”
easy for online
shops

One good
example is to use
a visual calendar
instead of numeric

Enable guest
checkouts - this is
like your shopping
cart

Reduce the
number of fields in
a form

Content - display
only the most
important.
Remember,
mobiles are small

**People's
attention
spans are...
look a cat
video!**

“Call” buttons on
every page is your
best CTA on a
mobile

1-click checkout
for returning
customers



FINAL TIPS ON MOBILE OPTIMISATION

5 STEPS - #3

3. Page & Site Speed

There is a difference between Page speed and overall site speed

What is Page Speed?

According to MOZ: Page speed is a measurement of how fast the content on your page loads.

Often confused with "site speed," which is actually the page speed for a sample of page views on a site.

Page speed is either "page load time" (the time it takes to fully display the content on a specific page) or "time to first byte" (how long it takes for your browser to receive the first byte of information from the web server).

5 STEPS - #3

3. Page & Site Speed continued

Why is page speed important?

Google has indicated site speed (and as a result, page speed) is one of the signals used by its algorithm to rank pages.

Page speed is also important to user experience.

A faster page speed is better. Many people have found that faster pages both rank and convert better.

Site Speed Affects the Bottom Line

51% of mobile internet users say that they've encountered a website that crashed, froze, or received an error

38% of mobile internet users say that they've encountered a website that wasn't available

47% of consumers expect a web page to load in 2 seconds or less

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

A 1 second delay in page response can result in a 7% reduction in conversions

Imagine this scenario: If an e-commerce site is making \$100,000 per day, a 1 second page delay could cost them \$2.5 million in lost sales every year



5 STEPS - #4

4.The Use of Multimedia

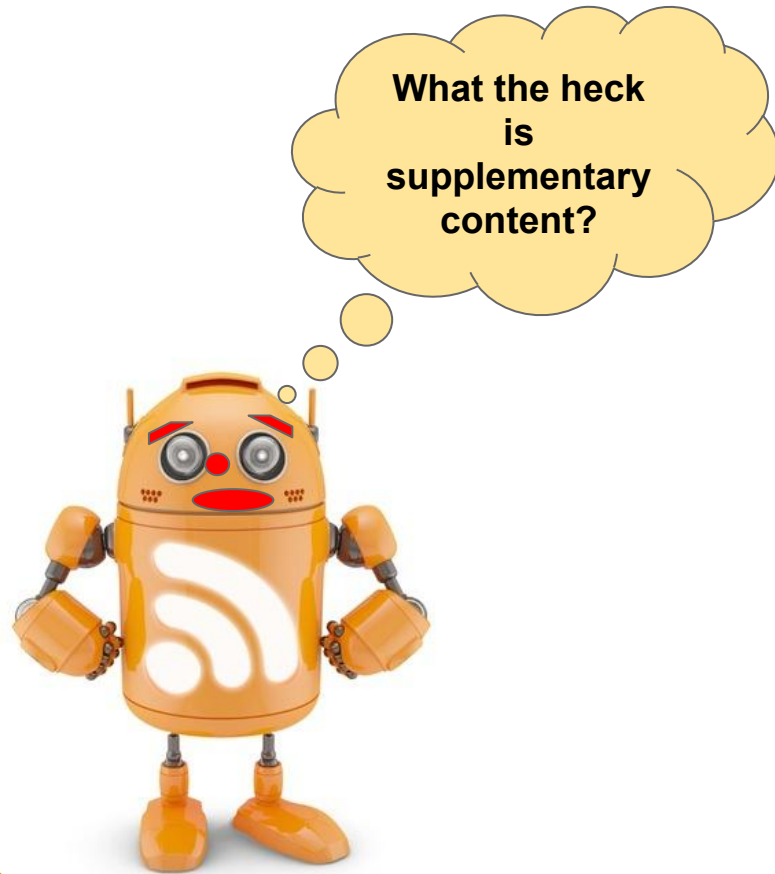
Another of Google's ranking factors counts multimedia as a content signal

We all know by now that content is vital for ranking your website pages or blogs

Google's ranking algo looks at multimedia as a content signal

This means, your videos, infographics, memes, and yes Virtual Tours act as a content quality signal

Helpful supplementary content is another indicator of a page's quality



We're so happy you asked!

According to a now-public Google Rater Guidelines Document, helpful supplementary content is an indicator of a page's quality (and therefore, Google ranking). Examples include currency converters, loan interest calculators and interactive recipes.



5 STEPS - #5

5.Content

Write your content for the readers, and give them choices

Break up content, allowing the reader choice - attention spans are dwindling, so keeping them interested is vital for content

Length still matters, along with great sub-headings (h tags)

Some tests show us that Google likely agrees and may prefer content with bullets and numbers

This simply means they may actually include this signal in their ranking factor

The Accordion Feature

ONLINE MARKETING

- + Search Engine Marketing
- + Online Advertisement
- + Content Marketing
- + Multimedia Marketing

CLIENT SEO BUILDERS

ONLINE MARKETING

– Search Engine Marketing

We will tailor make your **monthly SEO & SMO** packages so you receive exactly the right online business.

We will do thorough research for your online content before we start. We will give you a your online position is.

With a competitors analysis, we can determine what work will be needed to make your s

This way, you will know beforehand how much work will be involved. The important thing SEO = ROI, and gets you the leads, customers and sales you need to continue on.

We are also the number one outsource company for local and especially international or many of our clients are saying.

The prices are low, the quality is high and most of all, **we speak your language!**

Check out what we did on Plush Media's website! We provided the readers a choice, and this happens to be one of our best ranking pages!



**More quick
tips to
ranking in
2016!**



In the coming times, content from social media will gain more importance in the SERPs

76% of marketers use Social Media to support and boost SEO

In 2016, marketers will do everything possible to make their Facebook posts or tweets rank higher on the SERPs

Videos Rule: did you know that using enough videos, you can improve the ranking of your page in the SERPs? It's true!

Don't forget local SEO!