



DIGITAL ENGAGEMENT

Best Practices





TABLE OF CONTENTS

4 INTRODUCTION

5 DESIGN

8 CONTENT CREATION

10 OPTIMIZATION

12 TECHNICAL MARKETING

INTRODUCTION

A lot of what goes on behind the scenes in digital development agencies isn't completely transparent to the typical customer. The end result gets there, but the thought processes and specific goals utilized while building digital property cannot be determined until a later date.

Thankfully, the customer gets to pick the development team that works best for their specific needs, and there's no shortage of digital agencies to pick from.

The process and strategy behind how a team implements digital marketing should be elaborate. Dynamic technology and countless online media channels make for some great opportunities to set your business apart. Building a successful online presence for your company requires a "one brick at a time" approach, and the fundamentals of content and design need to be focused first and foremost on your primary goal.

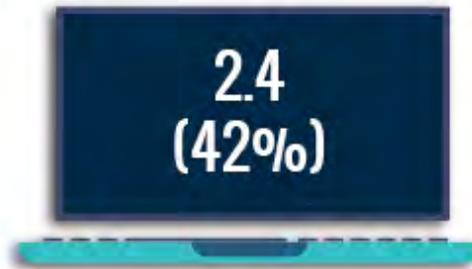
The quintessential function of your digital marketing team needs to be to take the people, process, and products that make your company great and bring them to the forefront online.

The purpose of this resource is to explore some basic best practices in digital marketing so that, when the time comes to choose a marketing agency to work with, the reader may make a more informed and confident decision.

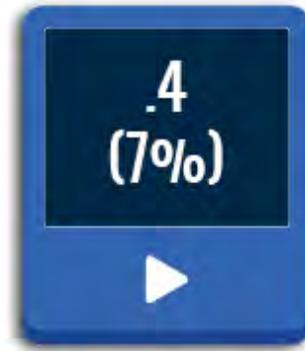
Daily Time Spent Online (Hours)



Phone



Desktop/Laptop



Tablet/Other

SOURCE

DESIGN

Making a good first impression online is largely dependent on an intuitive design that rewards visitors with efficient navigation and visual resources.

The Internet is almost an entirely visual medium. Viral videos and music streams are a growing component of daily traffic, but for businesses looking to produce content that has value to their prospective clients and relevance to their products, visual presentation reigns supreme.

As the standards for device compatibility and accessibility, so too do the expectations of the typical site visitor. This is why "mobile-friendly" on its own isn't enough for a modern website. Responsive imagery and layout make site navigation on a phone both easy and remarkable. And with smartphone use having reached over 50% of total web traffic, this is an opportunity to stand out among the competition.

DEMAND A FOCUS ON *SPEED* & *SIMPLICITY*

Research shows that content focused on efficiency and visual consistency has the largest impact on a buyers impression of your business.

MAJOR FACTORS FOR IMPRESSION:

- Buyers in the research phase regard any resources that save them time as valuable.
- 40% of visitors abandon a website that takes more than 3 seconds to load.
- Website load time is dependent on lean, professional coding and proper media management.
- Consistency builds trust. Keep logos, colors, & fonts unified.
- When people consume information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, they retain 65% of the information three days later.

Amount of Information Each Sense Processes Simultaneously



83%



11%



3.5%



1.5%



1%

SOURCE

CONTENT CREATION

Attracting - Currently, Google is the main player in the page rank game, and the algorithm they use to rank web pages is constantly changing. The main purpose of Google's algorithm is to reward websites creating meaningful and relevant content while cracking down on sites that are just filling their pages with keywords. By consistently creating valuable content, you're exhibiting the sort of behavior that gets your pages ranking higher all the time.

Retaining - Your content has another job: It needs to keep the visitor interested. Page design is half the battle, but the content is the real meat & potatoes when it comes to meaningful engagement with a customer. An effective site needs to be a combination of:

- Information visitors are looking for and
- Information visitors didn't know they wanted until they viewed your site

Selling - A high quality website maximizes opportunities to convert interest to a purchase. Every page of informative content needs to provide buyers with the opportunity to connect with your company and complete a sale.

[Content with relevant images gets 94% more views than content without images.](#)





SITE OPTIMIZATION

In the early days, if you spammed a page full of any words remotely related to your product, Google would recognize your site as a prime candidate for that industry. However, it's now tremendously more perceptive of both the wayward habits of searchers and the mischievous tactics of those trying to rank higher.

Not only will Google refuse to recognize such simple attempts at relevance on the Internet; it will also punish a poorly crafted site trying to "game the system." A good rule of thumb for anyone trying to outsmart Google's algorithm is: **Don't!**

[Click here to read through the top 200 search rank factors Google uses for site relevance.](#)

[44% of website visitors will leave a company's website if there's no contact information or phone number.](#)

Search Engine Optimization (SEO) credit is awarded to businesses taking the long way around because it's the type of responsible and focused online behavior that correlates with similar behavior in-house.

KEYWORD TRACKABILITY

Keywords and matching domains still play a role in landing your business at the top of the Google results, but depending on those tactics alone will quickly sink your digital ship. A holistic approach to maximizing long-term discovery online will focus every publishing, coding, and organizational effort into a cohesive, outward-facing digital property. That product must become a living and breathing entity that distills its language into what its audience is searching for today, and it must constantly predict what they'll be searching for tomorrow.

AIM SMALL, MISS SMALL

Don't try to rank based on broad or widely-used search terms. Instead, focus on specific words or phrases that apply to your company in particular. Those specific searches get less traffic, but the traffic they do get will rank your company higher and will bring much more engaged visitors.

STICK WITH WHAT WORKS

Identify the words or phrases that represent your company best and stick with them. By using different phrases for the same concept, you're reducing the effectiveness of both phrases while missing out on the visibility you'd get from focusing on only one.

BE UNIQUE, BUT ALSO BE PRODUCTIVE

Create original content using the keywords you've identified. The search engine ranking algorithm has continually changed over the last decade, and instead of ranking entirely based on keywords, it also takes the value of the content into account. By using relevant keywords in a valuable and original way, you're exponentially increasing the searchability of your product or service.

SET YOUR STANDARDS HIGH AND KEEP THEM THERE

Create a language and style guide as a reference for whoever makes changes to your site. By standardizing the language you're using, you'll simultaneously rank better for your keywords and provide a more accessible experience for the visitors you attract.

TRACKABILITY

Once a site is optimized, the next step is to start turning those visits into sales. You can collect all sorts of numbers, such as how many visits you're getting per day of the week or how specific products are performing. The real challenge comes with interpreting the data you've collected.

Instead of putting it in a folder, this data belongs in the process of decision-making. That includes decisions like:

- Which keywords are getting you the most page views?
- Who has been looking at your site most recently?
- What content offers are most popular with potential leads?
- What time should you publish that new blog post on Facebook?

CONTENT TIPS

HOW DO YOU MAKE CONTENT BETTER?

Be Specific - You know your customer base better than anyone, and that's who you should be writing your content for. It can be tempting to write in broader terms, but it'll only make the information less valuable for everybody involved. Remember, your site is not a billboard. It's a digital resource for your niche customer base.

Slow and Steady - Generating valuable, rank-worthy content isn't about launching a massive month-long campaign. It's a process that should occur constantly, and in reasonably sized doses. Start by making sure your site's landing pages are valuable destinations, then move on to posting original blog posts once or twice a week. If your company makes a habit of it, you'll have loads of content before you know it.

FREQUENTLY ASKED QUESTIONS

Creating a simple FAQ section is a great way to generate some useful content using the language you're already drawing from every day. Jot down a few of the most common questions you've received from customers and then record your answers. You can even make some fun out of it by passing them around the office and connecting with coworkers about the things your customers often ask you, no matter how ridiculous the requests may be. In the end, you might be surprised by how much content you've just created by drawing on the collective knowledge of the office.

CREATE A LIST

A list is an incredibly accessible way to organize and absorb information. It doesn't require a high degree of writing, and it can be as short or long as it needs to be. Create a list of helpful tips or tricks related to your industry, and include the number in the title of your list. You'll be surprised by the results.

CURATE AN EVENTS PAGE

Make content creation a part of your administrative routine. As company events are planned, keep track of which ones positively represent the culture of your workplace. Even a small blurb about a company picnic can say a lot to potential employees and customers about your company.

SHARE NEWS ARTICLES

The best thing about news articles is that the content has already been written for you. Write a 2-4 sentence blurb about the jist of the article, and then provide a link to the news source. As long as you've given due credit to the source, it's a mutually beneficial relationship for both the news provider and your website.



CONCLUSION

Content marketing, digital engagement, and web optimization are great concepts, but what it all boils down to is a much more basic truth: nothing beats quality. The more you put in, the more you get out.

Every company markets differently, and for good reason. The combination of customer base, product type, supply, demand, and a million other factors make it impossible to create a one-size-fits-all approach to marketing. That said, it helps to have somewhere to start.

By making digital best practices a priority, you are committing to a strategy that provides tangible value to the people who are most likely to be your customers. There's nothing shady about it. You're giving them what they're searching for, and they're giving you business in return. In a digital landscape full of flashy ads and half-truths, everybody is looking for a breath of fresh air. It's up to you to provide it.



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