

30-MINUTE WEBSITE MARKETING

Praise for *30-Minute Website Marketing*: A Step By Step Guide

After the success of his first two books, Lee has continued where he left off. He has a special talent when it comes to demonstrating his extensive knowledge in a digestible way. Lee's books are always packed full of useful information and actionable tips, where his writing style always helps to inspire you. Not just that, but Lee can back up the words in his books with the work he does on a daily basis, as a pioneer of the search marketing industry.

30-Minute Website Marketing is your new one-stop-shop for understanding digital marketing in bitesize chunks. If you're looking to broaden your understanding of digital marketing and its place in business, you won't go far wrong here. This book is packed full of information that'll stand the test of time. I recommend you give this book a blast!

Jack Cooper, Digital Manager, Andertons Music Co.

Lee Wilson's experience and understanding of digital marketing has allowed him to distil complex marketing strategies and tactics into quick and easy process driven activities. With a focus on team management, this book is highly relevant to today's enterprise internal digital marketing teams and agencies alike. Ensuring that every stakeholder is working to the best of their ability is just one of the key aspects of this book, and condensing the team environment, communication and delivery into 30 minute activities will drive ROI.

Sam Osborne, SEO and Performance UX Specialist, Top 10 UK Agency

30-MINUTE WEBSITE MARKETING

A Step By Step Guide

BY

LEE WILSON

Vertical Leap, UK



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About the Author



Lee Wilson (BA Hons) has worked in digital marketing delivering 1000s of integrated content and marketing campaigns since 2003, after he successfully graduated from Winchester University, England, UK, with honours in Business Management and Communications.

Lee is a certified web applications developer through the Open University (Cert WAD), Individually Google Analytics (GA) Qualified, and has Search Engine Marketing Professional qualifications (SEMPO) relevant to the authoring of this book.

For the past number of years, Lee Wilson has been employed as the Head of Enterprise SEO for a top 10 UK Search and Digital marketing agency (Vertical Leap). In 2019 Lee was promoted to Head of Services, and joined the company Operations Team. During that time, he has worked on and led huge numbers of data-driven campaigns within search marketing, digital, and content niches, spanning leading global brands, start-ups, SMEs, plus new entrepreneurial ventures.

Prior to working in the agency side of marketing, Lee Wilson was employed in-house for over seven years as the Marketing Head and the Leader of direct and digital marketing departments. Lee took the step towards setting up and running his own digital content and marketing business in 2008.

Personally, Lee is a passionate author with his first solely authored book published in 2016, *Tactical SEO: The Theory and Practice of Search Marketing*, and has more recently published *Data-Driven Marketing Content: A Practical Guide* (Emerald, 2019). He also has vast experience and insights covering many marketing specialist areas and has been mentally ideating and developing this body of work into this business guide since working on his first few websites back at the start of the 2000s when his interest in this realm was sparked.

As an industry expert, Lee Wilson can be seen providing expert opinion and content contribution to many influential websites and businesses including being regularly cited on Search Engine Journal, State of Digital, plus a host of other media sites and mainstream publications.

Outside of content, marketing and writing, Lee derives inspiration from his wife, young daughter, mum and dad, plus close friends who inspire him every day, bringing lots of light and love into his life.

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Foreword

In a career spanning thousands of integrated marketing campaigns, I've noticed that one of the largest barriers towards business website success is the inability to take the right action fast enough.

Companies have a tendency to overcomplicate and dwell on strategic decision-making at the expense of implementing insight, thus losing ground on the competition by not being the first to act on untapped marketing opportunity.

It is this frustration of website performance and opportunity wastage, which led me to put pen to paper and solve this dilemma with my *30-Minute Website Marketing: A Step By Step Guide*.

There is not a single priority website and marketing action that cannot be broken up and progressed with the allocation of 30 minutes of expert time and attention.

Whether your primary need is Search Engine Optimisation (SEO), Pay Per Click (PPC), Social Media Marketing (SMM), or other website specialism and performance enhancement, this practical guide has them covered, both by priority and by expected business impact.

The second problem which this text seeks to solve is the underperformance of isolated marketing specialists, working in segmented channels, unaware of the restrictions this is placing on the integrated opportunity to multiply website performance spanning all key strategic areas.

Every business can spare 30 minutes a day towards maximising the potential and realising the untapped performance that exists within your website.

This practical business and website marketing guide enables you to take action today and start implementing the right actions that can change your company culture towards an action mindset, underpinning your website and marketing success for years to follow.

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Acknowledgements

From my very first in-house, small-budget, integrated digital marketing campaign in the early 2000s, through to my latest cross-agency high-investment projects today, every single website venture has contributed to the insights provided in this Step By Step guide.

Interestingly, some of the most powerful actions have resulted from trial, error and even failure and recovery, as much as they have from substantial website success and delivery upon objectives.

Over my career to date, I have had the pleasure of directly managing a growing number of staff from hugely varied backgrounds, specialisms, technical and creative mindsets.

All of which remain with me in some degree when ideating strategy, tactics and action plans, capable of positively impacting any business performance regardless of size, scale or level of competition and historical performance.

This 30-Minute marketing and website guide is a distilled nod of thanks to everyone that I have worked with over the past 15+ years, leading digital, website and marketing departments.

As with all acknowledgements I want to say a special thanks to my current team at Vertical Leap, to my family and to my close friends.

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Chapter 1

An Introduction to the Website Marketing Ecosystem

Website marketing has a greater impact on business at the time of writing this guide than any other form of company marketing activity, and yet one of the fundamental barriers for companies operating online is taking action quick enough.

An effective website facilitates; brand exposure and awareness, prominent non-brand visibility spanning millions of volumes of search requests, landing new users onto your online destination (office/shop/informational resource), and drives new business 24/7.

Having stated this, a website can only ever expect to achieve gains anywhere near to its true potential when companies are positioned to maximise each new and changing marketing signal with the ability to take action sooner.

In most situations, it is over-analysis, segmented specialist teams and excessive red tape which lead to marketing stagnation, declining returns on investment, and ultimately website performance paralysis.

Your company website, when functioning closer to an optimal level, integrates all disparate marketing activity into a single cohesive approach and ideally one marketing and data platform. This enables added controlling of effective marketing spend, driving of people towards desired commercial outcomes and minimising marketing spend overlap and wastage.

It is this proactive ability to identify and act on integrated marketing opportunity that sits within the centre of this *30-Minute Website Marketing: A Step By Step Guide*.

Throughout this practical business guide to website marketing you can explore the priority tactics supporting website success online and fill your website backlog with identified actions that are able to directly impact performance.

Added to this, every key expert action and focus area is broken down into a 30-minute timeframe enabling you to implement and take full advantage of new website opportunity as it arises – in many cases before your competition (this ‘first-to-act’ mentality can become a competitive business advantage).

Before delving deeper into the practical marketing actions and insights, it’s important to reinforce the breadth and depth of specialisms that can be integrated into combined website management and performance enhancement approaches. It is here where the website marketing ecosystem comes into force.

1.1. An Introduction to the Website Marketing Ecosystem

A website is an always evolving entity that operates within, and is exposed to, a marketing ecosystem driven by six interconnected and interacting marketing channels, that are all fuelled by, and dependent upon content.

The six primary marketing channels of the website ecosystem can be characterised as:

- (1) search engine optimisation (SEO)/organic search;
- (2) pay per click (PPC)/paid search;
- (3) social media;
- (4) email;
- (5) direct; and
- (6) referral.

Content to a website is, by comparison, the fuel which enables everything else to function. Without effective content, it is impossible for a website to operate on any functional level.

A website marketing ecosystem can be defined as:

An ever changing online marketing platform dependant on interconnecting and interacting visibility, awareness and performance enhancement channels, fuelled by content.

When breaking this statement into its component parts, we can distil it into the following:

- *The website* ('an ever changing online marketing platform');
- *The dependency* ('dependant on interconnecting and interacting');
- *The leading indicator focus* ('visibility, awareness');
- *The purpose* ('performance enhancement'); and
- *The pre-requisite* ('fuelled by content').

In layman's terms and real-world use, this equates to:

A website that relies on integrated marketing channels to drive performance and success, supported by content.

You can see how this website marketing ecosystem operates in the next section of this chapter, with access to 'The Website Marketing Ecosystem' diagram, plus added clarity for each of the component parts.

1.2. Demystifying the Website Marketing Ecosystem

As with any ecosystem, the initial stage of understanding and impact relate primarily to deeper awareness of the individual component parts (in this case the

core marketing channels, SEO, PPC, etc.), along with the fundamental questions relating to them:

- What is the channel?
- How does the channel function?
- What are the main interactions and overlaps?
- What is the integration opportunity?
- What are the primary roles?

Better understanding of the website marketing ecosystem leads to aligned company awareness of how one role, function and member of the wider team can directly influence and impact another for extra performance improvements.

Once this awareness becomes an encouraged company cultural change, businesses can cultivate and nurture environments supportive of website results and multiplier service/specialism impact.

You can visualise next how this ecosystem functions with ‘The Website Marketing Ecosystem’ diagram as follows (Figure 1.1).

The important concentration for change includes reinforcing the positives from cross-team collaboration, information-sharing, with integrated; content

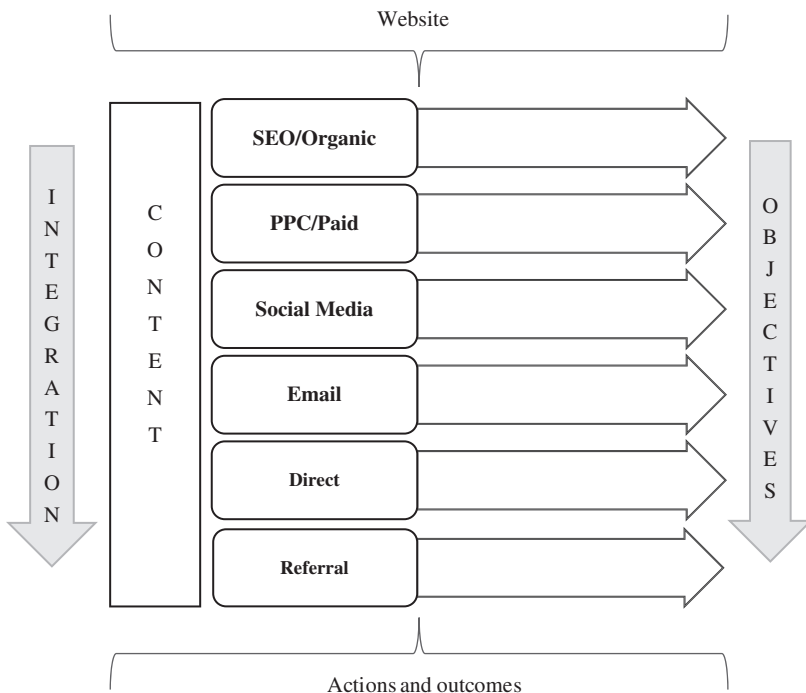


Figure 1.1. The Website Marketing Ecosystem.

ideation sessions, new customer onboarding chats and other areas like multi-service/specialist collaborative insight and data-sharing.

It is this notion and importance of integrated working spanning marketing channels which is discussed later in this section.

1.3. Creating a Collaborative Marketing Culture

There is a myriad of ways in which a business can establish, nurture and grow a culture of integrated working, knowledge-sharing and co-creation at strategic and tactical levels.

While there can be instances of resource waste and expert overlap when integrated working is not effectively managed and processes refined, the value that can be received from getting segmented marketing channels and expert delivery staff to work in collaboration far outweighs this potential barrier.

1.4. Tips for Integrating Marketing Specialisms

Integrated working fundamentally requires a supporting business culture which places emphasis and backing towards getting teams working in collaboration, contributing knowledge, wins and insights, with a universal positive sentiment towards teamworking and cooperation, over isolated working and single specialist gains.

There are natural integration overlaps throughout website marketing and some of those that habitually occur within digital marketing delivery (as an agency and in house working) include those listed now.

- *Onboarding new campaigns.* Inside an agency environment, the initial onboarding actions set the tone for campaign delivery and customer handling. At this stage, it is necessary to agree a campaign delivery lead and put together a co-creation mentality on the first stages of service provision. It may sound like a big change to approve to implement matters like this but that doesn't need to be the case. In this example, a procedural change could be something as simple as ensuring every new customer that comes on board (or a new complex project begins in house) has a 15-minute meeting set up before any actions are progressed with each of the key project stakeholders involved. As a tip on this point, senior staff by default should be expected to set up and run these initial integrated meetings to help with efficiencies and effectiveness of approach. Integrated approaches have no need to be any less effective with time management than any other segmented approach, and the expectation is that in most cases to output will be greater. Once meetings like this become a matter of course, the wider team should be encouraged to take on accountability of running them, helping ongoing focus and cultural buy-in.

Supporting this type of collaboration are items such as an onboarding requirement guide, or checklist that ensures important actions do not get overlooked. The delivery team all have accountability for completing this, and the final accountability sits with the campaign lead (by default).

An example snippet of an onboarding actions checklist is provided next – how detailed and expansive you choose to make this will depend on your business approach, and typically the below are the fundamental early activities you will want to include expert time with.

Ten examples of onboarding actions are as follows:

- (1) internal team meeting, lead setting and internal specialist/resource allocation;
 - (2) welcome call and introduction to the delivery team(s);
 - (3) scheduling, planning and completion of face to face of briefing session;
 - (4) follow-up actions from the initial communications such as scheduling ongoing progress meetings/calls;
 - (5) data access for all required staff and initial data reviews, set-ups, benchmarking and tracking;
 - (6) first phase of reporting and data visualisation work (translating business goals into effective key performance indicators (KPIs) and report frameworks);
 - (7) situational analysis, competitor/market analysis, technical analysis and associated ordering of website marketing audits and reviews (e.g. content audit and user experience reviews);
 - (8) audience understanding; demographics, personas, geotargeting and more;
 - (9) theme segmentation, understanding and targeting documented; and
 - (10) initial strategy creation and discussion (including refinements), and implementation of quick fixes and easy to implement activities.
- *Strategy creation.* Collaborative expertise sharing and insight needs to be factored in at every key stage of project and campaign service provision. One of the opening chances of demonstrating integrated value is with the first strategy discussions and supportive documentation plus discussion. A company strategy should be a single, cohesive body of work, not multiple documents, delivery methods, and marketing channel itemised entries. The ‘lead’ person will be required to collate marketing specific data, information and expertise sharing, and takes the role of bringing everything together so that the strategy accurately represents both the customer (internal customer being the key stakeholders/investor/board, etc., or external customers in a traditional sense) needs and the delivery requirements for acceptance or refinement of approach and progression into action.
 - *Content ideation and creation.* One of the common frustrations of experts creating work is that they feel the actual items they are building could be better and that they have been omitted from the actual ideation process. By bringing in the people creating the content outputs into the content idea stages, they have increased and vested interest in the outcomes that are derived from them. It is also a missed opportunity to enhance performance when the option of dictation and micromanagement outweigh co-creation in areas like this. A happy team ultimately produce better end products and often are more naturally inclined to look into the performance of the work once implemented, as

well as refining it based on new data, by caring more and feeling embedded into the results delivered.

- *Content promotion.* This is an example of naturally evolving overlap between marketing channels. As an example of this in action, consider the following process of content identification through to promotion – think about the inefficiencies you notice before reviewing the revised and collaborative process, as well as factoring in missed people/specialisms from the approach with the assumed ‘standard process’.

Standard process:

- An SEO expert identifies a data-driven opportunity to create content based on Google Search Console (GSC) search query changes.
 - The same expert creates the content framework needed and provides the specifics to the content expert (external or in house) to build the first draft.
 - A content expert produces content which gets reviewed by the SEO expert.
 - Content is added to the site by SEO expert or web developer – content goes live.
 - Content promotion specialist completes promotion (with larger teams) and reports on progress to SEO expert.
 - SEO expert reviews outcomes and any value derived.
 - Another phase of actions are then assigned base and data changes and new opportunity identification – these get implemented.
- Preferred collaborative process:

- SEO, content writer, social media expert and PR get together for 5–10 minutes agreeing who completes what, by when, for a new content opportunity.
- The content is created based on its discussed purpose and objectives, with clear expected outcomes agreed.
- The lead expert collates everything and reminds people on deadlines to ensure everything is in place for when it’s required.
- Once the content is added to the site, a follow-up meeting takes place to agree a promotion approach (specifics) and, post actions completed, set a final meeting to review results and agree refinements or reporting (assuming the outcome meets/exceeds expectations).
- Follow-up meeting.

The important part of the ‘preferred approach’ is that the specialism does not matter, providing there is a lead role in place.

Added to this the steps are inclusive, concise and remove excessive review/refine/report/overlaps because everyone is assigned/agrees to, clear roles, deadlines and responsibilities.

As somebody (the lead) is actively thinking about what is needed (e.g. SEO, PPC, Social Media, Content, PR and so on), they can ensure it is part of the process to include them (or simply getting the information from all the right people), and therefore not failing to have them included in the approach.

Follow-up (post go-live) meeting(s) give people a chance to proactively suggest next actions and refinements, as well as showcase tactics, results and impact, which support easy knowledge-sharing, team training and development, including greater emphasis on what can produce results.

It is the assumed time wastage in the initial meetings that can frequently be the barrier towards integrated working; however, this can be mitigated by ensuring meetings planned for five–ten minutes, only last that duration, and follow-up points are taken outside of the meeting and only include those 100% required.

After a few of these integrated meetings, they become the norm, and people start to feel increasingly empowered to take action, be the lead role, and generally become more accountable – not only for their actions and expertise within the projects, but also for the end results they are delivering to the projects.

- *Data-sharing.* There will almost always be more potential actions to take (ideally set up as a backlog of actions that people can act on) than availability each month for specialists to take action on. When data are only looked at through isolated, single specialism end goals, the value that is taken from the data is inherently restricted. Once multiple specialisms begin to work with the data in teams, the insights get multiplied substantially. These cross interrogation of data, and information-sharing will lead to increased data-fuelled chances to prioritise and progress a more impactful set of impact items. As a tip for data-sharing, use Google docs, Microsoft Teams, and other collaboration supportive steps to make it easy to share data, discuss insights and create an easy conversational culture regardless of whether staff involved are office based or remote.
- *Online and offline working.* A regular challenge for businesses is the ability to track interactions, assisted gains and general performance between offline marketing and online (or digital) marketing. An inherent limitation with this, starts in the business culture and ecosystem (discussed previously in this section), and next lies the potential to merge them into aligned website marketing approaches. Tactics that can work well with tracking offline marketing (events, pamphlets/flyers, brochures, radio, TV adverts and more) include the following:
 - key term use offline which is represented on unique landing pages on your website;
 - hashtags specific to the marketing campaign that only have this meaning and purpose;
 - promotional codes that have single campaign use and can be tracked within search queries;
 - tailored CTAs (call to actions) used offline and tracked online;
 - targeted website landing pages reflecting the offline content promoted;
 - online and offline consistency with banners, sales and related marketing messaging (on dedicated sections of the site);
 - data collection related to ‘where you heard about the business/promotion/product/service’; and
 - telephone tracking and added digital event and goal tracking.

- *Omni-channel and total site (integrated) goals and objectives.* Setting the stall out from word go means that all necessary teams and marketing channels are collectively focussed on making ground spanning the same goal and objective areas. While you will still wish to have channel-specific metric progress measurements and reporting, you will also want to put in place omni-channel and all traffic (total website) performance metrics to show the combined value delivered from effective working spanning all channels.

1.5. An Overview of Online Marketing Channels

At this stage, it is useful to answer the core questions aligned to each of the main marketing channels within the website marketing ecosystem, and you can see these detailed in the following [Table 1.1](#).

1.6. The Role of Integration in Digital Marketing

Throughout this first section, the notion of collaboration, integration and co-operative working has been touched upon numerous times.

At this stage, the attention moves onto practical examples of effective integrated working within website and digital marketing.

1.7. Integrating Offline and Online

Here are some practical ways in which you can see (and emulate where applicable) integration approaches and tactics in digital marketing.

The examples provided are snippets of adapted real-world objectives, situational analysis and some of the tactics used to provide some practical insight into the many ways in which omni-channel marketing can work — they are not complete action plans.

In most cases many repeated tactics have been excluded to maximise the unique value provided.

1.8. Example One

Top-level objective:

Increase footfall into stores and sales generated in stores from traceable omni-channel website marketing.

Situation:

The retail brand has 100 stores spanning the UK and is keen to have all marketing channels working towards the same objective.

At present tracking offline/online collective impact and demonstrating increases in stores' performance from marketing activity are not as easy as it could be.