

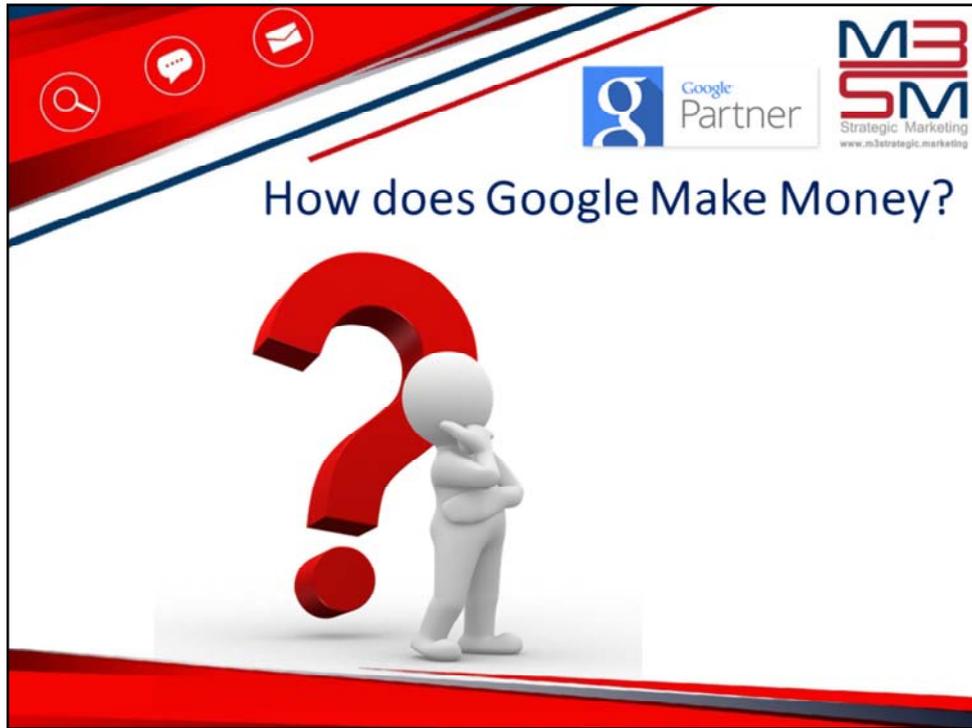


Today we are going to talk about Google.

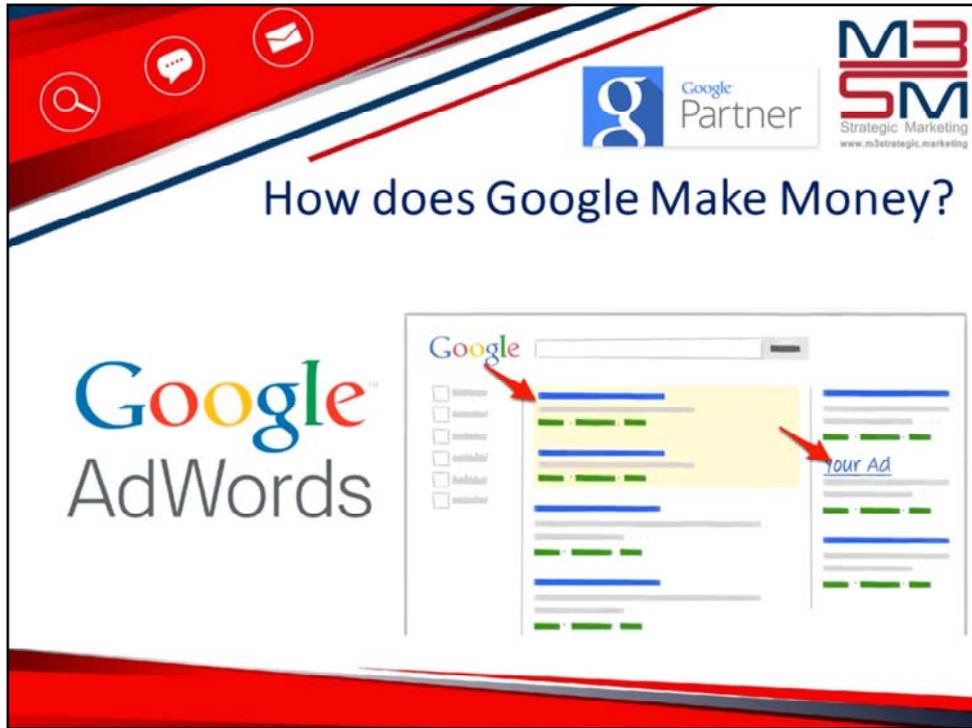


M3SM started way back in 2005 as Tracy and Michael as a part of the largest digital marketing franchise in the world. Over the years we developed a reputation for customer service and excellence in both digital marketing and website design. With a few awards under our belt, we were invited to become suppliers to the franchise marketplace, offering our services to other digital marketing agencies.

Today we are no longer a part of the franchise, but still continue to work with agencies up and down the UK, delivering digital and traditional marketing solutions. We work with many clients honing in their Paid Advertising services on Google, and Google approached us to become a Google Partner, sent us to a boot camp in Manchester and we passed all the exams required to make the working arrangement with official. We are very proud to be a Google Partner and this puts us in the best place to tell you how Google works, and how understanding this can help your business.



Does anyone here have any ideas how Google makes their money?



Google AdWords. Is the main income for Google, despite their many free services. They do charge for extra space on Google Drive and Google Apps, but in the main it's all about Adwords, the paid for ads you see within the search results at the top and at the side.

Why is this important to know?

Google AdWords

- Number of Users
- AdWords shown to a Larger Audience
- Market Share of Paid Advertising

It's really important to understand this, because if Google is being paid for AdWords then it has to give it's paying clients value for money, and like in the days of magazines and newspapers, where they identify the number of readers they have Google can tell its advertisers how many active users it has and therefore how many people the advert is likely to reach based on the keywords the advertiser is wanting to bid for.

The more active users it has, the more saleable Google AdWords becomes.

The slide features a red and white target graphic with an arrow hitting the bullseye. In the top right corner, there are logos for 'Google Partner' and 'M3 SM Strategic Marketing'. The text 'Why choose Google over Bing?' is prominently displayed in the center. Below the title, a bullet point states 'More accurate search results'. The slide is framed with a red and blue border.

Simply put, most users choose Google over Bing because it gives more accurate results.

This is called the Semantic Web, which means that users are being delivered a more personalised search, based on the information Google has about each of us.

Relevancy...

- Make your website fit the searched terms you want it to be found for.

So when we are building a website and wanting this to be found within the search results for a given term, we need to ensure that Google knows that your site is relevant for that search term.

By that I mean – if you sell handbags, then your website should reinforce this to Google in as many ways possible. So creating content about your dog will not reinforce the message.

Your content should be unique and relevant to the products and services you offer.

What else does Google look for?

- Relevancy
- User Experience
 - Bounce Rate
 - Website Structure
 - Site Load Speed
- Mobile Friendliness

Of course, Google wants the users to have a great experience too, so when they land on your website, it should perform well on all browsers (such as Internet Explorer) and all devices (desktop, tablet, mobile) ... Google measures this by looking at a few things that you can see when you look at Google Analytics (If you do not have Google Analytics, please get it – it is free to use, and an essential online marketing tool).

One of the things it looks at is your bounce rate, which is when someone looks at your website and then goes away again. They bounce right off because either they have immediately found what they are looking for or... they think your website SUCKS!

Load speed, mobile friendliness, website structure and more, all go to telling Google your website is worthy of showing to its active online users for a given search term.

The slide features a red and white header with icons for search, chat, and mail. It includes a 'Google Partner' logo and an 'M3 SM Strategic Marketing' logo with the website 'www.m3strategic.marketing'. The main title is 'Select Key Phrases Carefully'. Below it is a bulleted list of keyword variations: 'Keyword', 'keywrđ', 'Keywords', 'kwyphrase', 'Choose a keyword', and 'How do I choose a keyword?'. The central graphic shows a desktop monitor, a laptop, a tablet, and a smartphone. The monitor displays '43% of searches are done on a desktop', the laptop displays 'Or a laptop', and the tablet displays '57% on a tablet or mobile device'.

When choosing keywords, note that Google can recognise misspellings, plurals and very similar words.

Another thing to note is that a mobile search is completely different to a desktop search, and you will see different results. 57% of searches are done using a mobile device as of March 2015.

And, you should consider the fact that Windows, Android and Apple are all looking to make the voice recognition feature on their phones far more user friendly, which means that as this improves, a search will be done via voice and not typed in. If you are going to optimise your website for a mobile search, consider using questions within your content.

Want a copy as a reminder?

If you would like a copy of these slides and notes, please make sure you hand me your business card so I can email them to you.

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So, that's a very quick overview of Google and how it works. Does anyone have any questions?

Thank you