

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

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Contents

List of Figures	<i>ix</i>
List of Tables	<i>xi</i>
About the Author	<i>xiii</i>
Foreword	<i>xv</i>
Acknowledgements	<i>xvii</i>
Chapter 1 An Introduction to the Website Marketing Ecosystem	<i>1</i>
1.1. An Introduction to the Website Marketing Ecosystem	<i>2</i>
1.2. Demystifying the Website Marketing Ecosystem	<i>2</i>
1.3. Creating a Collaborative Marketing Culture	<i>4</i>
1.4. Tips for Integrating Marketing Specialisms	<i>4</i>
1.5. An Overview of Online Marketing Channels	<i>8</i>
1.6. The Role of Integration in Digital Marketing	<i>8</i>
1.7. Integrating Offline and Online	<i>8</i>
1.8. Example One	<i>8</i>
1.9. Example Two	<i>13</i>
1.10. Example Three	<i>14</i>
1.11. Chapter Summary	<i>15</i>
1.12. Definitions	<i>16</i>
Chapter 2 Website Marketing Pain Points and Fundamentals	<i>19</i>
2.1. The Main Challenges Facing Online Marketing	<i>20</i>
2.2. Understanding How Search Marketing Works	<i>25</i>
2.3. Benchmarking and Measuring Website Success (Setting Website Goals and Objectives)	<i>30</i>
2.4. Benchmark Setting	<i>31</i>
2.5. Chapter Summary	<i>35</i>
2.6. Definitions	<i>35</i>

Chapter 3 The Role of Websites in Today's Marketing	37
3.1. The Impact and Opportunity of Voice Search	38
3.2. Winning in a Mobile-first Website World	43
3.3. Technological Advancements and Impact	44
3.4. Announcing the Changing Global Markets	45
3.5. Allegro as an Amazon Alternative and Challenger	46
3.6. Country-orientated Marketplaces	46
3.7. Industry Niche Marketing Platforms	47
3.8. Etsy as the New eBay	48
3.9. Free Advertising Platforms including Flubit	48
3.10. Chapter Summary	48
3.11. Definitions	49
Chapter 4 30-Minute Actions Methodology	51
4.1. Introduction to a 30-Minute Mindset	51
4.2. Protecting Your Time and Preparing to Take Action	52
4.3. Repeat and Revisit What Works <i>and</i> Continuously Experiment	53
4.4. Challenge Your Assumptions	53
4.5. Create a Sense of Urgency	54
4.6. Keeping Momentum Going	54
4.7. Chapter Summary	54
Chapter 5 30-Minute Social Media Marketing (SMM) Actions	57
5.1. Overview of Social Media Marketing for Business	57
5.2. 30-Minute Social Media Marketing Actions	59
5.3. Further Reading, Tips and Advice	68
5.4. References for This Chapter	68
5.5. Extra 30-Minute Social Media Marketing Tips and Advice	69
5.6. Chapter Summary	70
5.7. Definitions	70
Chapter 6 30-Minute Search Engine Optimisation (SEO) Actions	73
6.1. Overview of Search Engine Optimisation for Business	74
6.2. 30-Minute Search Engine Optimisation Actions	75
6.3. Improving Your Existing Content for SEO	80
6.4. Creating New Content That Works for SEO	82
6.5. Website Content Types	84
6.6. Further Reading, Tips and Advice	86
6.7. References for This Chapter	86
6.8. Extra Search Engine Optimisation Tips and Advice	86
6.9. Chapter Summary	87
6.10. Definitions	87

Chapter 7 30-Minute Content Creation Actions	89
7.1. Overview of Content Creation for Business	89
7.2. 30-Minute Content Creation Actions	89
7.3. Creating 30-Minute Content for e-Commerce Sites	94
7.4. e-Commerce 30-Minute Content Marketing Website Checklist	95
7.5. Further Reading, Tips and Advice	99
7.6. References for This Chapter	99
7.7. Extra Content Creation Tips and Advice	99
7.8. Chapter Summary	101
7.9. Definitions	101
Chapter 8 30-Minute Content Marketing Actions	103
8.1. Overview of Content Marketing for Business	105
8.2. 30-Minute Content Marketing Actions	105
8.3. 30-Minute Content Marketing Awareness and Discovery Actions	106
8.4. 30-Minute Content Marketing Consideration and Comparison Actions	110
8.5. 30-Minute Content Marketing Decision-making Actions	112
8.6. Further Reading, Tips and Advice	115
8.7. Extra Content Marketing Actions Tips and Advice	116
8.8. Chapter Summary	116
8.9. Definitions	117
Chapter 9 30-Minute Pay-per-click Advertising Actions	119
9.1. Overview of Pay-per-click for Business	119
9.2. 30-Minute Pay-per-click Actions	120
9.3. Further Reading, Tips and Advice	128
9.4. Extra PPC Actions, Tips and Advice	129
9.5. Chapter Summary	129
9.6. Definitions	130
Chapter 10 30-Minute Conversion Rate Optimisation Actions	131
10.1. Overview of Conversion Rate Optimisation for Business	132
10.2. 30-Minute Conversion Rate Optimisation Actions	133
10.3. Further Reading, Tips and Advice	139
10.4. Extra CRO Actions Tips and Advice	140
10.5. Chapter Summary	140
10.6. Definitions	141

Chapter 11 30-Minute Tips For the Wider Website	<i>143</i>
11.1. 30-Minute Data Actions	<i>143</i>
11.2. 30-Minute Website Management Actions	<i>145</i>
11.3. 30-Minute Trend Awareness Activities	<i>150</i>
11.4. Further Reading, Tips and Advice	<i>153</i>
11.5. Chapter Summary	<i>154</i>
11.6. Definitions	<i>154</i>
Chapter 12 Strategic Thinking in 30 Minutes	<i>155</i>
12.1. Website Planning	<i>157</i>
12.2. Aligning Objectives	<i>159</i>
12.3. Integrating Teams	<i>162</i>
12.4. Further Reading, Tips and Advice	<i>165</i>
12.5. Chapter Summary	<i>165</i>
12.6. Textbook Summary	<i>166</i>
References	<i>167</i>
Index	<i>171</i>

List of Figures

Chapter 1

Figure 1.1. The Website Marketing Ecosystem.	3
--	---

Chapter 2

Figure 2.1. Website Fundamentals Mind-map.	20
--	----

Figure 2.2. 10 Steps of Search Marketing.	27
---	----

Chapter 3

Figure 3.1. Overview of Benchmarks.	39
---	----

Figure 3.2. VSO Effort and Impact Matrix.	42
---	----

Chapter 12

Figure 12.1. Website Roadmap Template.	159
--	-----

List of Tables

Chapter 1

Table 1.1. Marketing Channel Purpose. 9

Chapter 2

Table 2.1. Example Terms and Volumes for 'SEO'
Topical Terms. 32

Table 2.2. Assumed Benchmarks for Traffic Based on Click-through
Rates (CTRs) of 5%. 33

Table 2.3. Overview Benchmarks. 34

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.

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.

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.