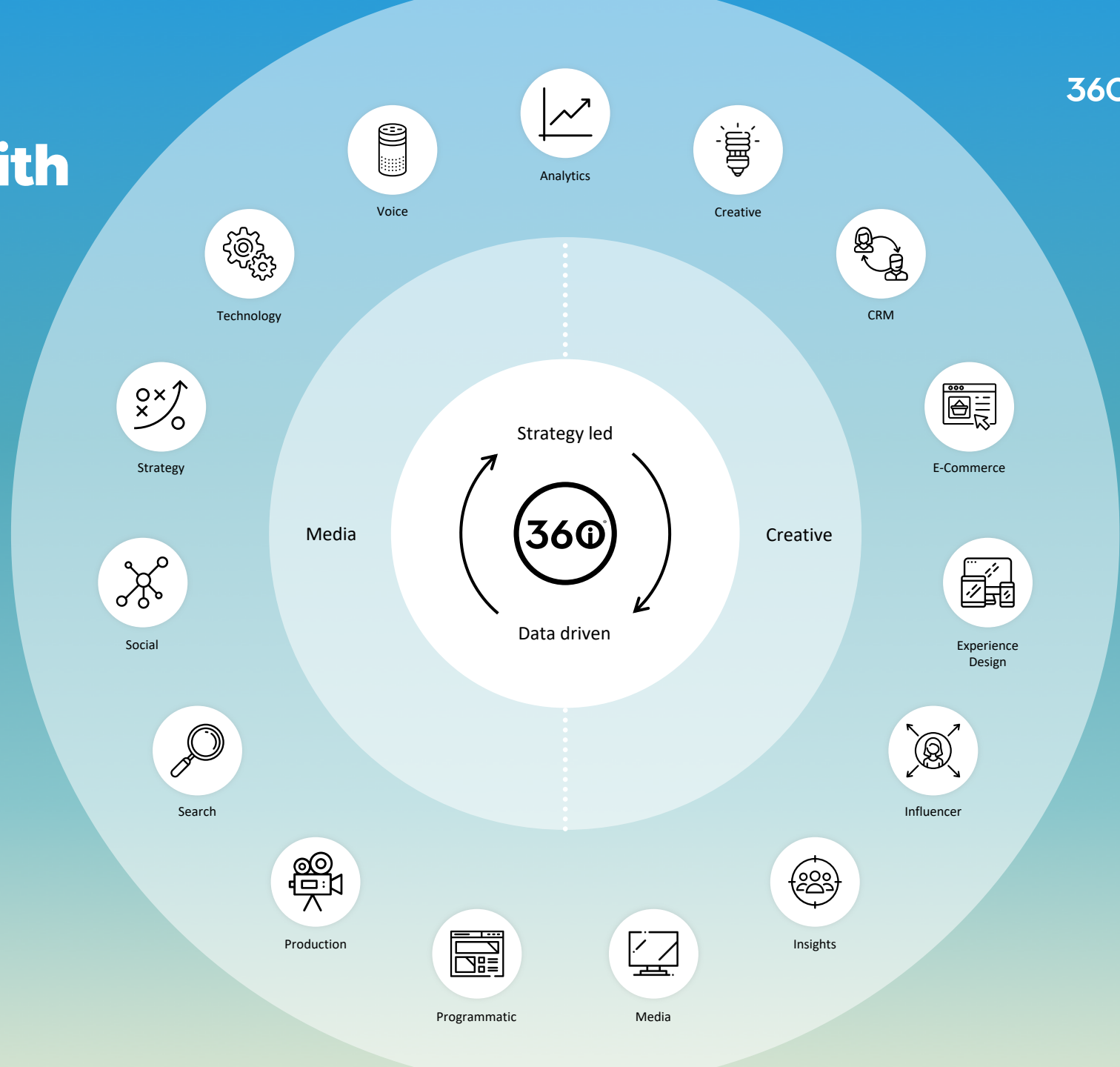


**We're an integrated agency of creative
storytellers & analytical thinkers**
powered by curiosity.

All marketers big & small are grappling with the same things:

- 1) Friction based advertising is hurting**
- 2) The pace of change is increasing exponentially**
- 3) Marketing who win are equal parts left and right brain (Art & Science)**

We built our agency with the needs of art and science in mind



Everyone in this room is tasked with thinking:

1) what will make them share? (love)

2) what will make them care? (transact)

The HBO logo is centered within a large white circle. The letters 'HBO' are rendered in a bold, black, sans-serif font. The 'O' is a solid black circle with a white ring inside, creating a target-like appearance. The white circle is set against a background that transitions from a solid blue at the top to a light green at the bottom.

HBO





AGENDA



- Understanding Today's Audience
- Break
- Mobilizing & Expanding your Social Community
- Lunch
- Keynote Speaker: Beth Thomas, Google
- Break
- Boosting Your Search Presence: Paid & Organic
- Break
- Q&A
- Closing Remarks

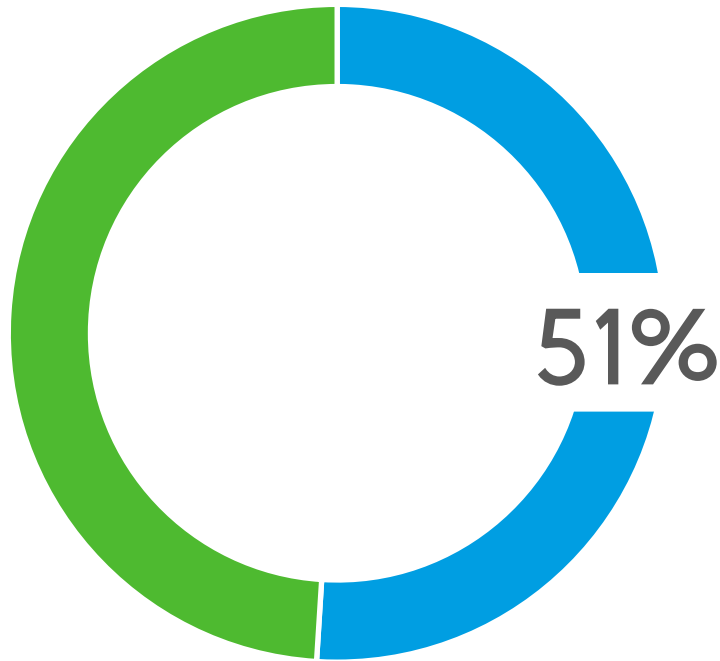
Let's get started

Understanding Today's Audience

Trend #1: The rebirth of audio and rising adoption of voice

Audio is experiencing a renaissance. It looks a little bit different, but it's here to stay.

Visual overstimulation has in part led to the re-emergence, and evolution of, audio



Of Spotify users believe there is too much visual stimulation and think audio offers a nice escape

+23% increase in digital audio advertising spends from 2017-2018, with revenue totaling \$2.3 billion

53% of Millennials and GenZ's say that audio has shifted from something they tune in to, to something that completely surrounds their everyday life

Audio isn't one thing



PODCASTS

110%: Expected growth in revenue from 2017-2020. 17% of the U.S. population listens to podcasts weekly.



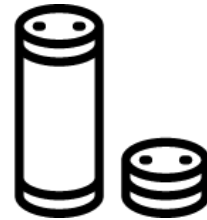
RADIO

92% of adults 18+ in the U.S. listen to radio each week. It's the channel with the highest weekly reach amongst this demo.



STREAMING
MUSIC

75% of all demos use an online streaming service. There has been a 32.9 percent jump in paid music streaming from last year.



SMART
SPEAKERS

129% increase in the number of people using a voice-activated assistant device at least once a month over last year.

Marketers are jumping in from multiple angles



1

INVESTMENT IN BRAND

Brands are investing in things like sonic branding and audio content series (such as podcasts or audio versions of their publication).



2

INVESTMENT IN MARKETING

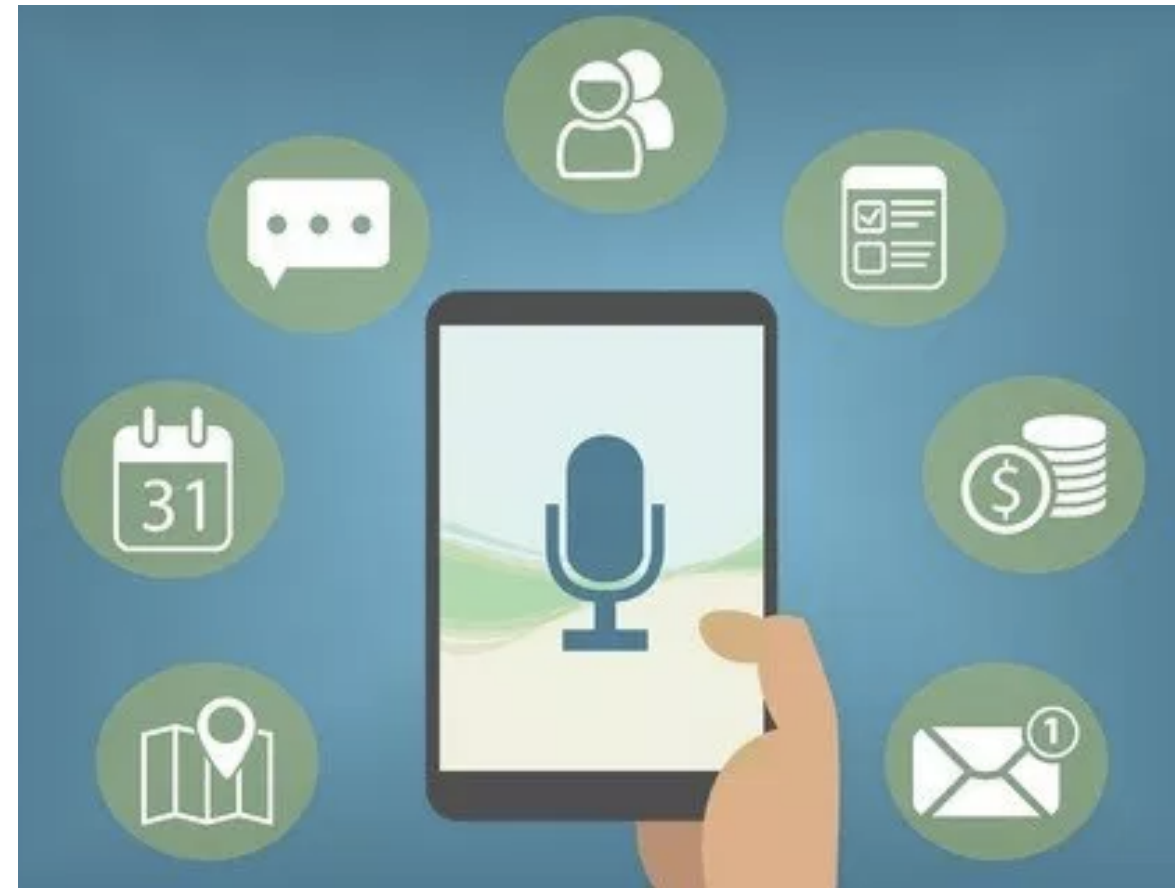
Brands are increasing their investments in audio-dominant channels and see these technologies as increasingly important going forward.

Voice: *I know what it is but explain it for my friend...*

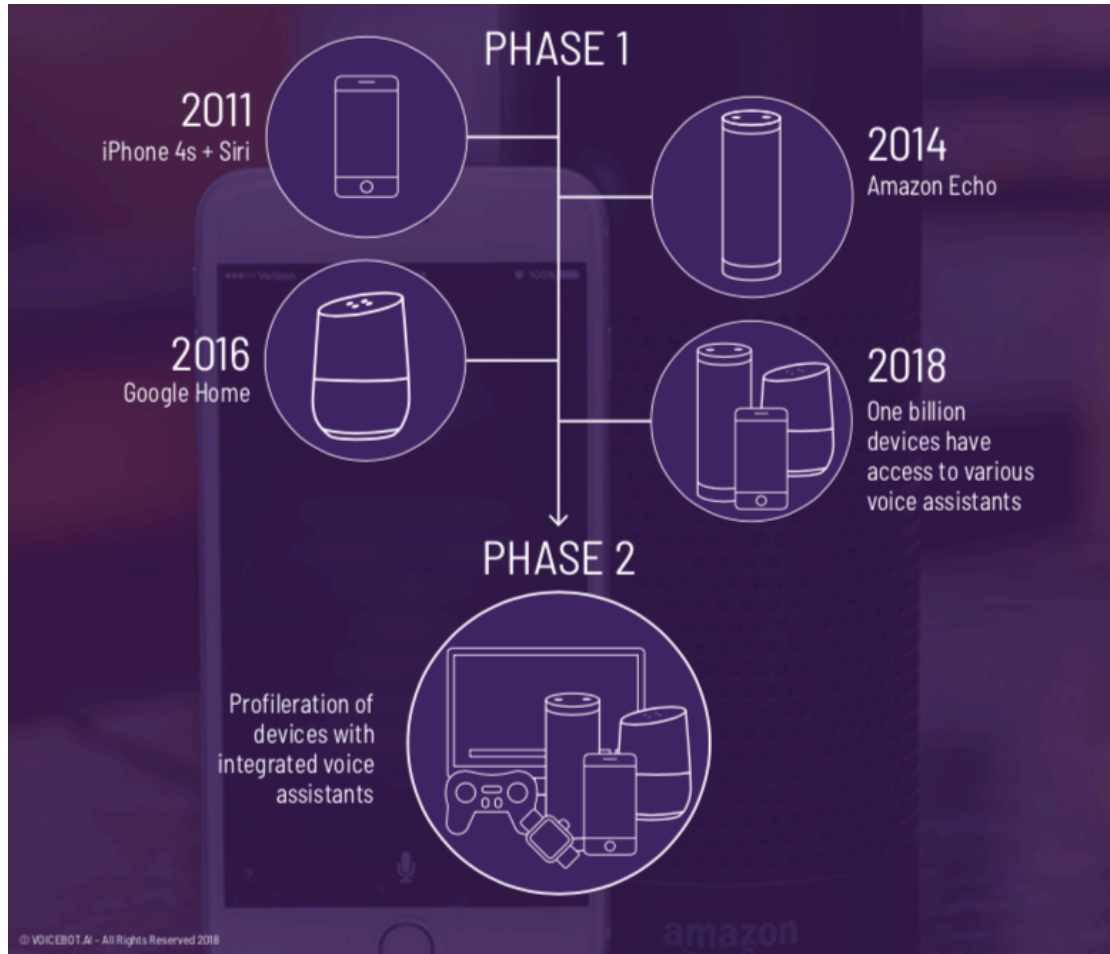
“Voice” is an emerging user interface in the age of digital “personal” assistants (Alexa, Google Assistant, Siri, etc.).

Voice enables faster user interactions with the billions of devices that can leverage speech recognition to help access information and get things done for humans.

And it’s a big f-ing deal. A new study released earlier this month by a venture capital firm forecasts **voice technology funding will nearly triple in 2019 over 2018 totals.**



We've moved beyond widespread adoption



PHASE 1 IS DONE

Phase 1 introduced consumers to the idea of using voice to perform basic tasks.

WELCOME PHASE 2

Phase 2 is about voice becoming a pervasive interaction mode that has more capabilities and is used more frequently across more devices and contexts.

Voice also isn't just one thing, and usage is different by device



SMART-
PHONE

53% of monthly users use it to answer general questions, the #1 use case. Most assistant interaction occurs on phones.



CAR

50% of voice assistant users have used it in the car. And 47% of monthly users use it for traffic info or directions, the #2 use case.



SMART
SPEAKER

79% of smart speaker owners use them monthly, 46% use them daily. The #1 use case is listening to streaming music.



APPLIANCES
& MORE

70% of smart home appliance owners are planning to buy another. The #1 case use is for home security. For hearables, it's about moving beyond passive media consumption.

Marketers are approaching voice in primarily two ways



1

SEO & WEB CONTENT OPTIMIZATION

Make sure your existing ecosystem is built to support voice assistants, where they pull from and what they say about you. This is table stakes.



2

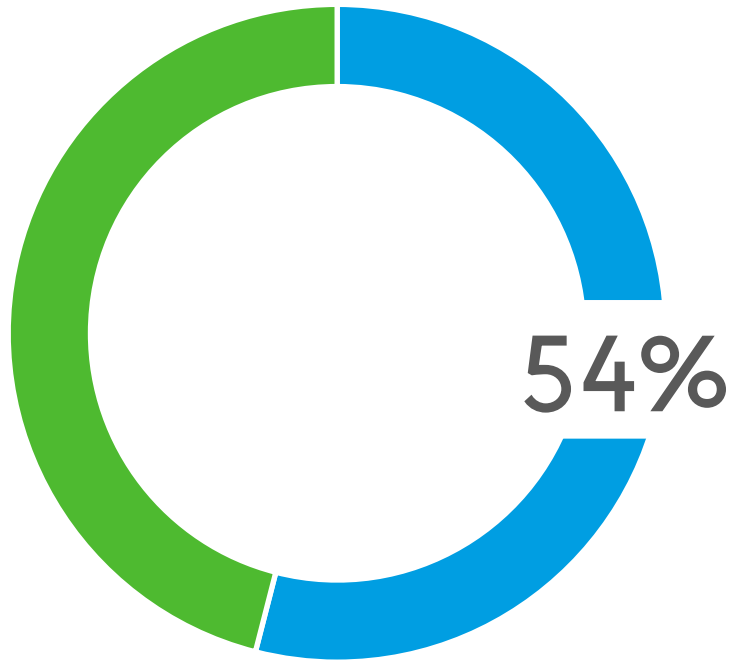
CUSTOM APP/SKILL/ACTION BUILDS

Control the narrative by building adding a new element to your ecosystem and creating opportunities for discovery. 35% of marketers expect to do this by 2020.

Trend #2: The tension between personalization & privacy

People want things that feel most relevant to them personally.
But at what cost?

Consumers want things that are more relevant to them (and marketers/platforms are quickly accommodating)

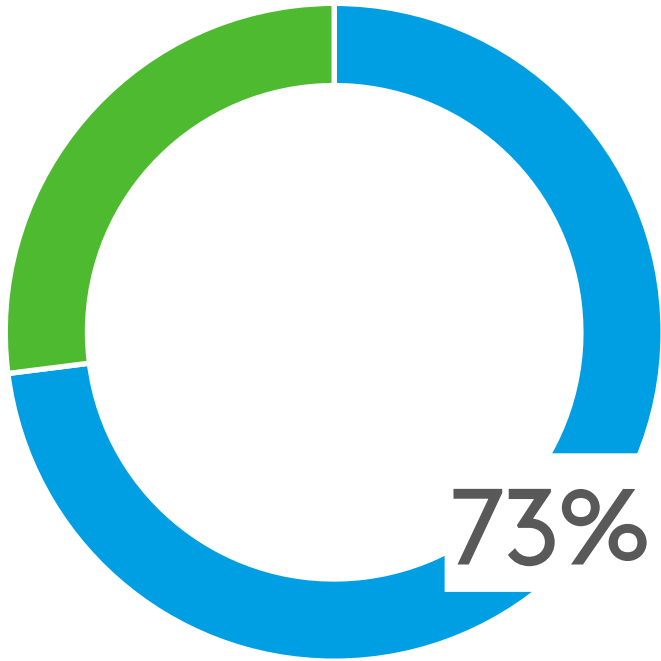


Expect to receive a personalized discount within 24 hours of identifying themselves to a brand

41% say they expect employees in a brand's brick and mortar store to know what they've purchased online

44% of shoppers in a recent survey said they will likely repeat after a personalized shopping experience

But they are skeptical of the data collection process



Believe brands are using personal information without their consent

70% of internet users 18+ say they are worried about being hacked

Only 8% of internet users 18+ want brands to identify them from their web activity

So it's got to be on their terms

✓ CONTROL OVER INFORMATION USAGE

62% of adults 18+ want more personal control over information that companies might have about them.

68% of internet users said they would support rules like the GDPR in the U.S.

✓ CONTROL OVER INFORMATION ACCESS

91% of online users in a recent survey expressed a desire to have more control or block companies from using their personal data.

40% want to opt-in to a promotion.

Social is not exempt from fallout around privacy concerns

“Dark Social”

The desire to move away from public placements like News Feeds and towards more private channels like messaging platforms (ex. Facebook Messenger).



41% of travel marketers planned on using SMS or messaging apps in 2019

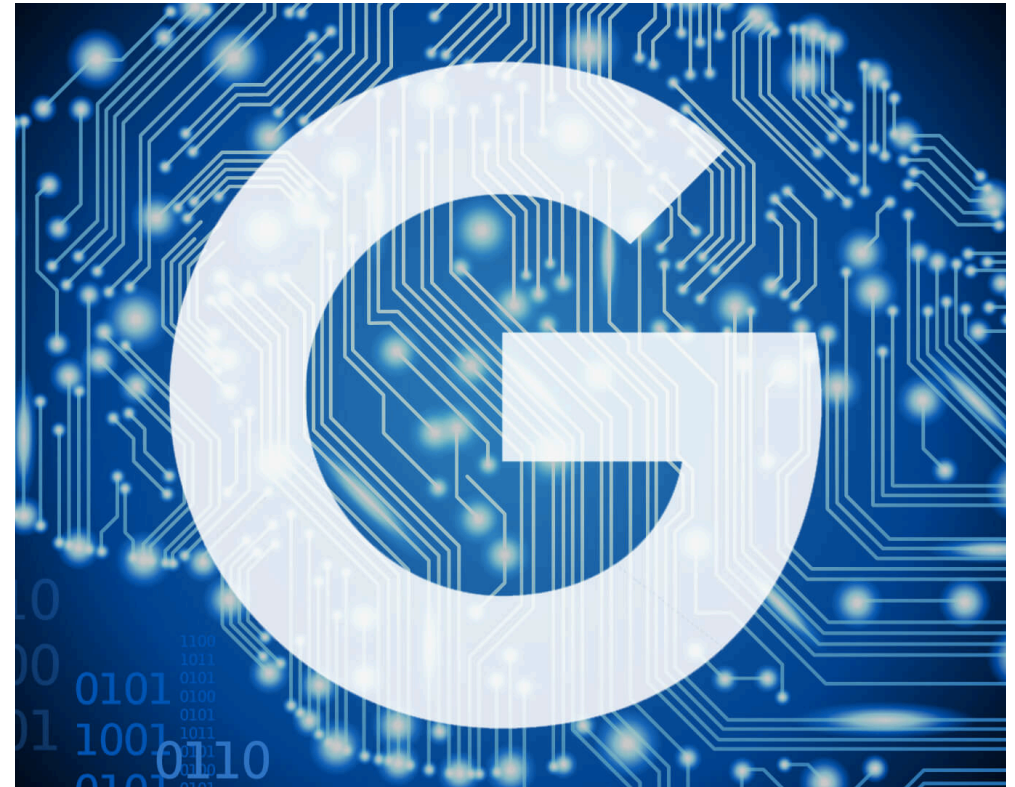
Trend #3: The changing face of search

Search remains fundamental to marketing, and spends continue to increase year-over-year, but the way people seek out information is changing.

As with marketing as a whole, search is becoming more consumer-centric

The desire for more customization didn't meet expectations initially – but Google has made sure it's now a better experience for both the consumer and the marketer.

They are doing everything they can to make sure that each user is getting the best ad for them based on their behavior (previous site usage, time of day, demographic info, device used, etc.). We're now even able to bid on various “qualified” audience segments (CRM audiences, those similar to our CRM lists, Remarketing, Affinity, In-Market, etc.) to direct more dollars to them.



Automation means more personalization, less effort

The Future Of Search Has No Keywords

“Algorithms will craft perfectly assembled advertising copy from a series of brand statements from a website or feed. The computing power required to do this already exists and is likely to be made available to mass audiences very soon. Humans are not equipped to create keyword lists or make essential AI predictions.”

- Jared Belsky



Jared Belsky
CEO at 360i

You know him!



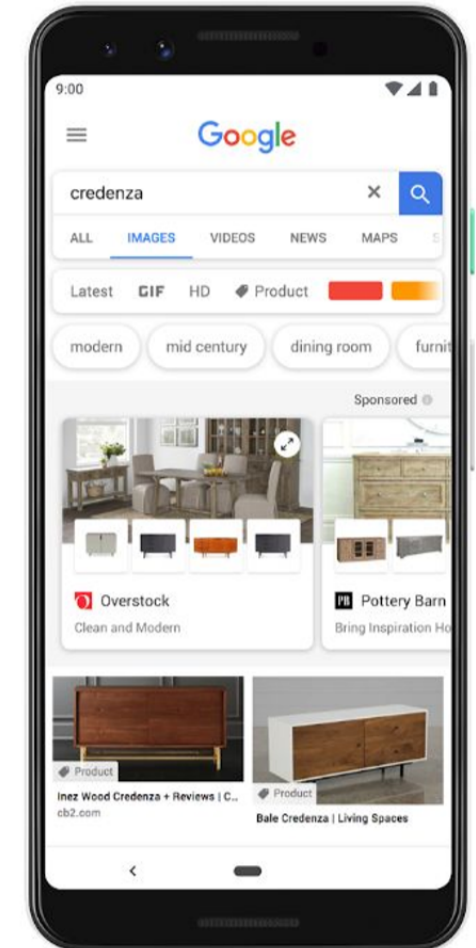
Many new or more sophisticated tactics now in the market

- **Universal Local Ads** - One multi-faceted Google ad product that shows up on maps, web search, display, YouTube, etc. and that make it easy to touch on a lot of areas with one ad and one bid.
- **Automated Bidding** - Automated bidding has always existed, but there are more products than ever to work towards a variety of goals such as site visits, conversions, revenue, etc. More later in the presentation!
- **Dynamic Search Ads** - A way to make ads for you by reading your website - the same way that they do for organic results.
- **Responsive Search Ads** - These allow you to input a lot of ad “options” and Google combines each option in various permutations to find the optimal ad for everyone.

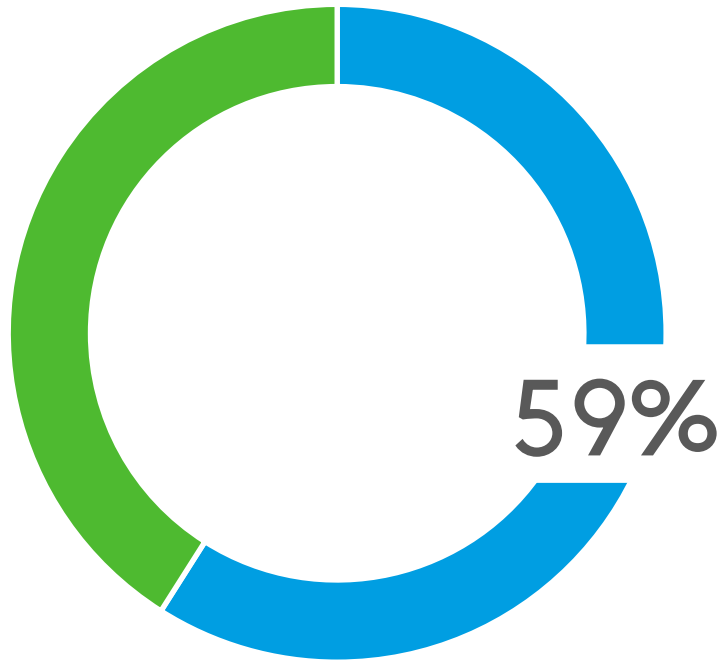
“Visual search” usage and capabilities have grown significantly as marketers adapt to demand for visual-first communications

“Visual search” encapsulates both the input of an image or a visual display of search results

62% of Millennials desire the ability to visually search over any other new technology



The ubiquity of voice-enabled devices means voice search is here to stay



Of U.S. consumers have used voice search, and 47% plan to increase usage in the next year

2 billion devices worldwide provide voice assistant access

20% of Google's mobile search volume in 2018 came from voice, equating to about 250 billion searches.

Net net

1

SEARCH IS MORE DYNAMIC, AUTOMATED AND TARGETED THAN EVER

2

SEARCH IS MORE BENEFICIAL TO THE CONSUMER THAN EVER

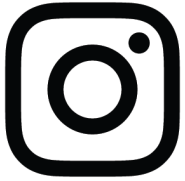
3

SEARCH IS EASIER THAN EVER! (MORE TO COME)

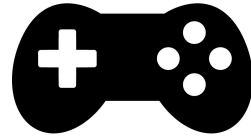
Trend #4: Gen Z's alternative relationship with social media

Gen Z is trending to be the most diverse, most educated generation. But with great responsibility comes great pressure, and this is reflected in their social presence.

They are the first post-internet generation, so the digital world *is* their world



50% use Instagram multiple times a day



43% play video games on a console



7 hours spent online a day

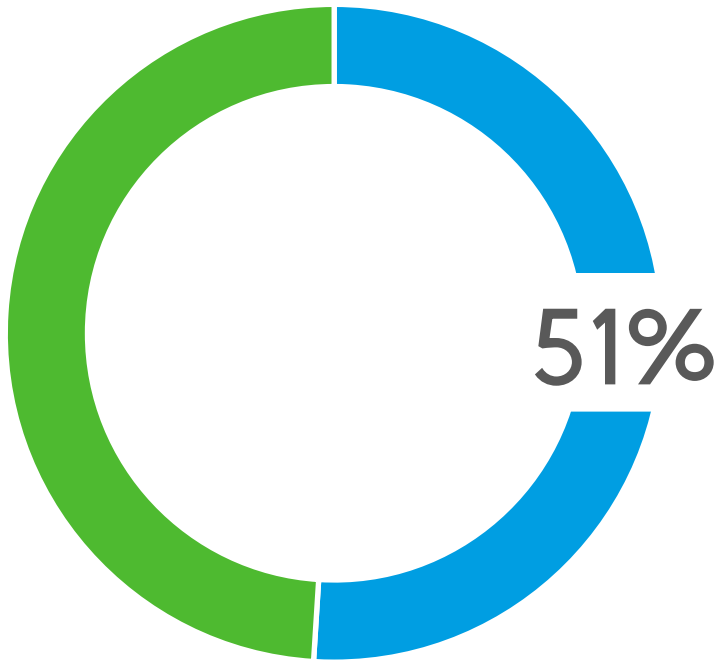


47% spend 3+ hours a day on YouTube



34% want brands to reach them on social

This leads to a life on display



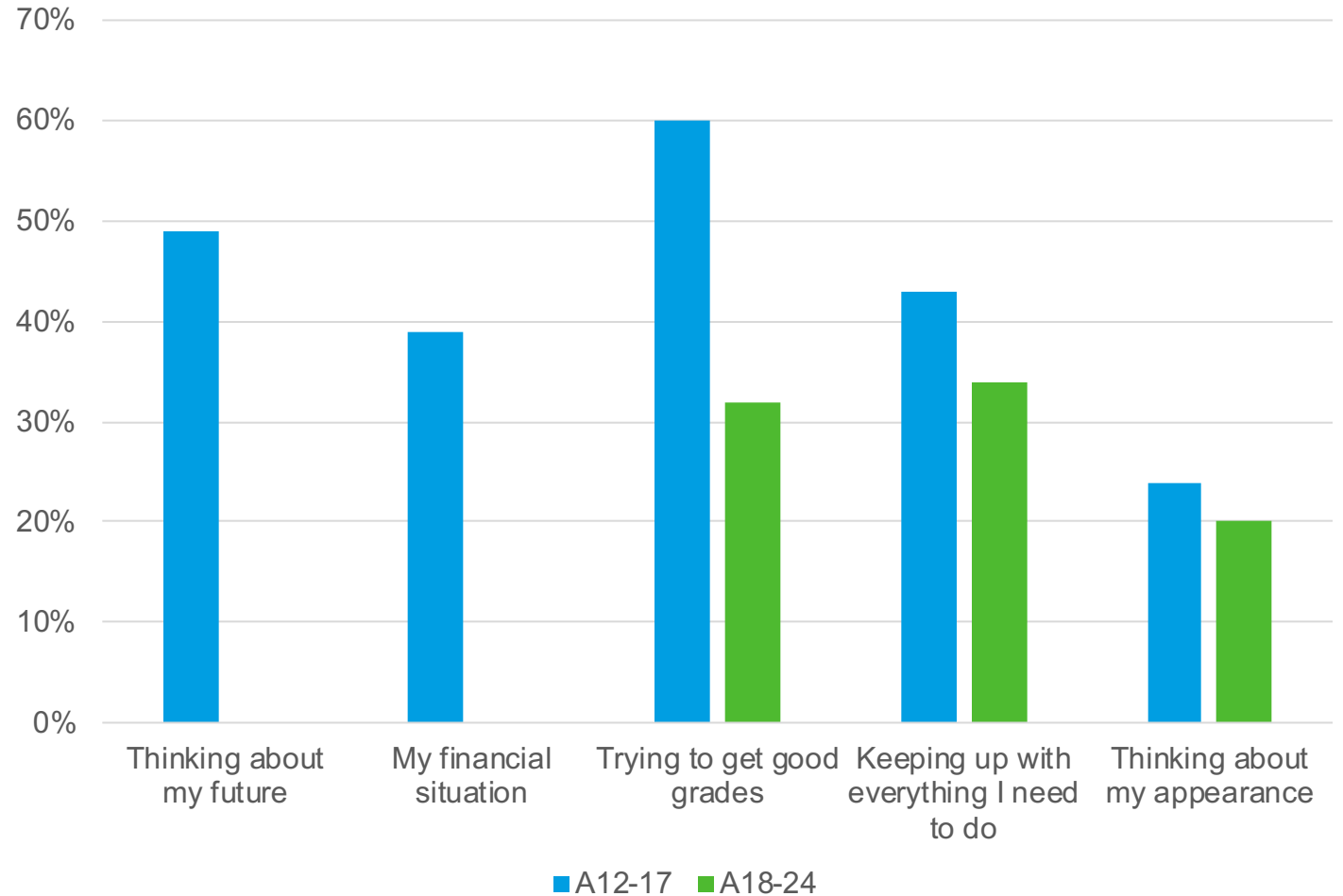
Of Gen Z teens and 60% of Gen Z adults agree that they feel like “people are constantly judging me.”

24% list “thinking about my appearance” as one of the most stressful elements in their lives.

32% more likely than Gen Pop to say the brands they use reinforce the image they want to portray

Add in an outsized sense of stress

Most parents of Gen Z children took great efforts to give their kids the educational advantages that would help them succeed later in life. As a result, Gen Z teens have close relationships with their parents, but feel the pressure of parental expectations to do well.



Don't let that fool you – they have a strong sense of self and are searching for real truth

<p>'Undefined ID' "Don't define yourself in only one way"</p>	<p>'Communaholic' "Be radically inclusive"</p>	<p>'Dialoguer' "Have fewer confrontations and more dialogue"</p>	<p>Realistic "Live life pragmatically"</p>
			
<p>Expressing individual truth</p>	<p>Connecting through different truths</p>	<p>Understanding different truths</p>	<p>Unveiling the truth behind all things</p>

Therefore, their relationship with social media is different than other generations – it's far less superficial



1

INTENTIONAL SOCIAL PRESENCE

They're more aware of the public footprint created by their social media use and are more adept at crafting & maintaining their desired social persona. They also want to use digital and social platforms to create positive change.



2

APPROACH SOCIAL AS A UTILITY VS. NOVELTY

They're a generation that prizes authenticity & practicality above all else. These traits result in a greater skepticism of Social and a reluctance to blindly opt in to Social not shared by older generations who were more easily lured by Social's novelty.

Trend #5: From e-commerce to s-commerce

Social platforms are introducing more opportunities for transactions within their platforms – creating a closed loop opportunity for brands.

Social is no longer just a place for inspiration & discovery – it's closing in on conversion

“Social networks have surpassed search engines in the product research phase of the purchase journey in 15 out of the 45 markets we track.”

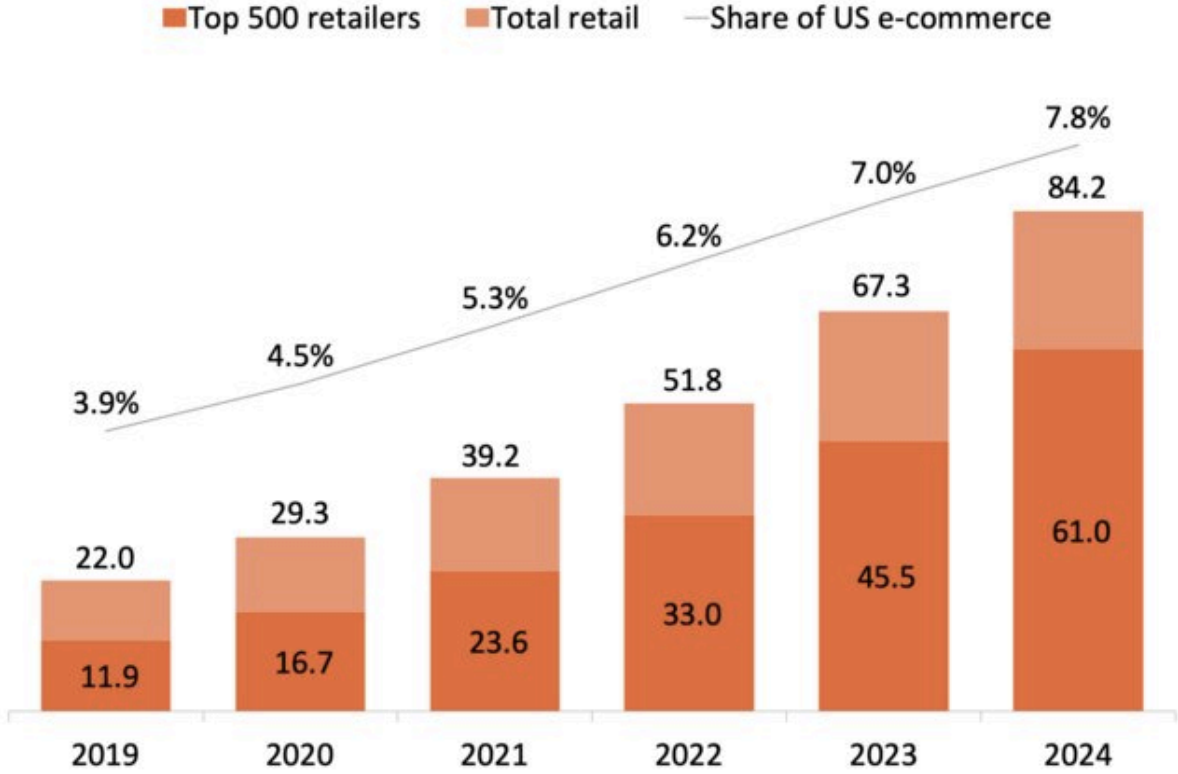
-Global Web Index

74% make buying decisions based on social media

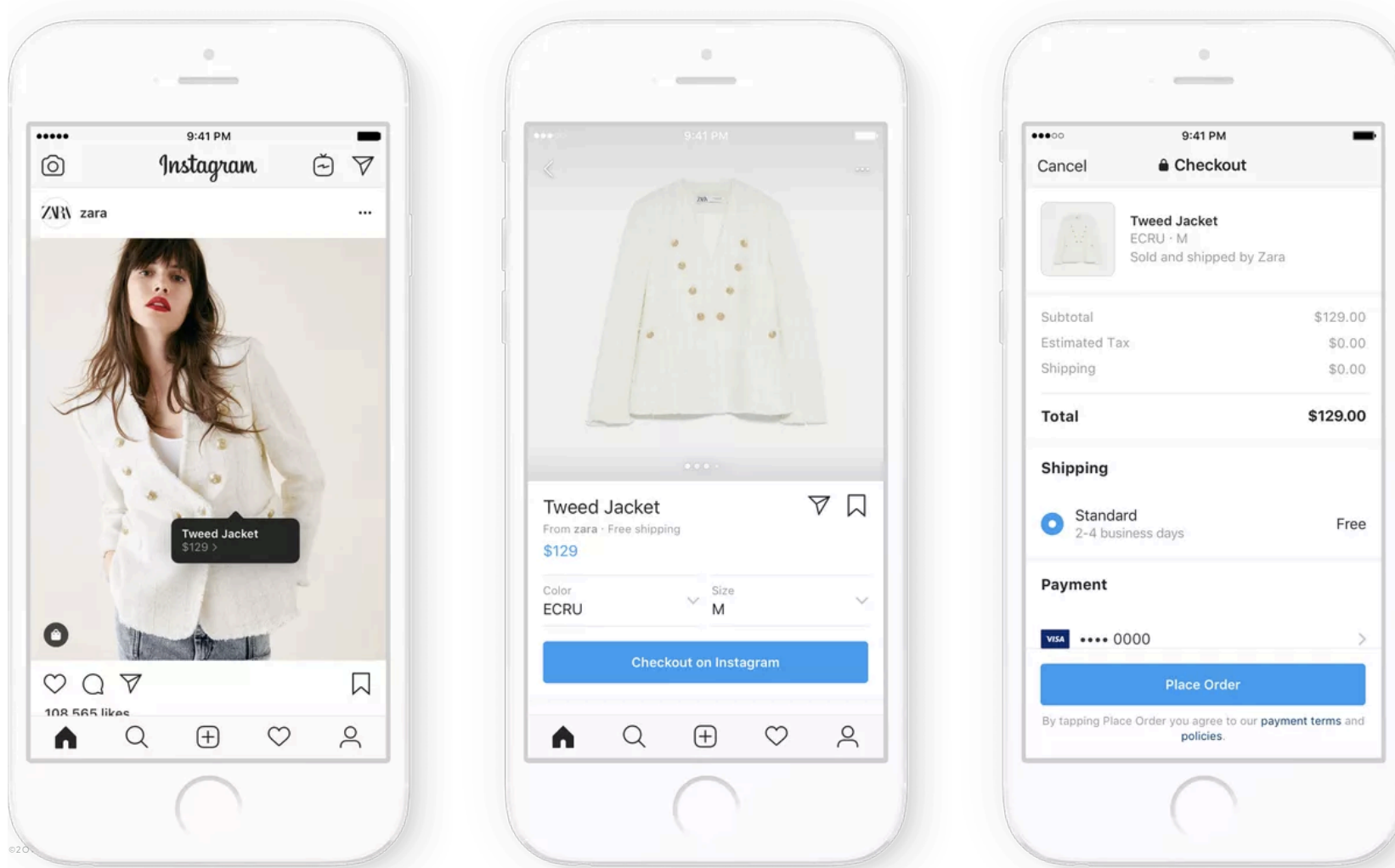
200MM Daily active Instagrammers visit a business profile each day

~8% of all retail sales will come from social in 5 years time

Estimated US Social Commerce Sales
Billions (\$)

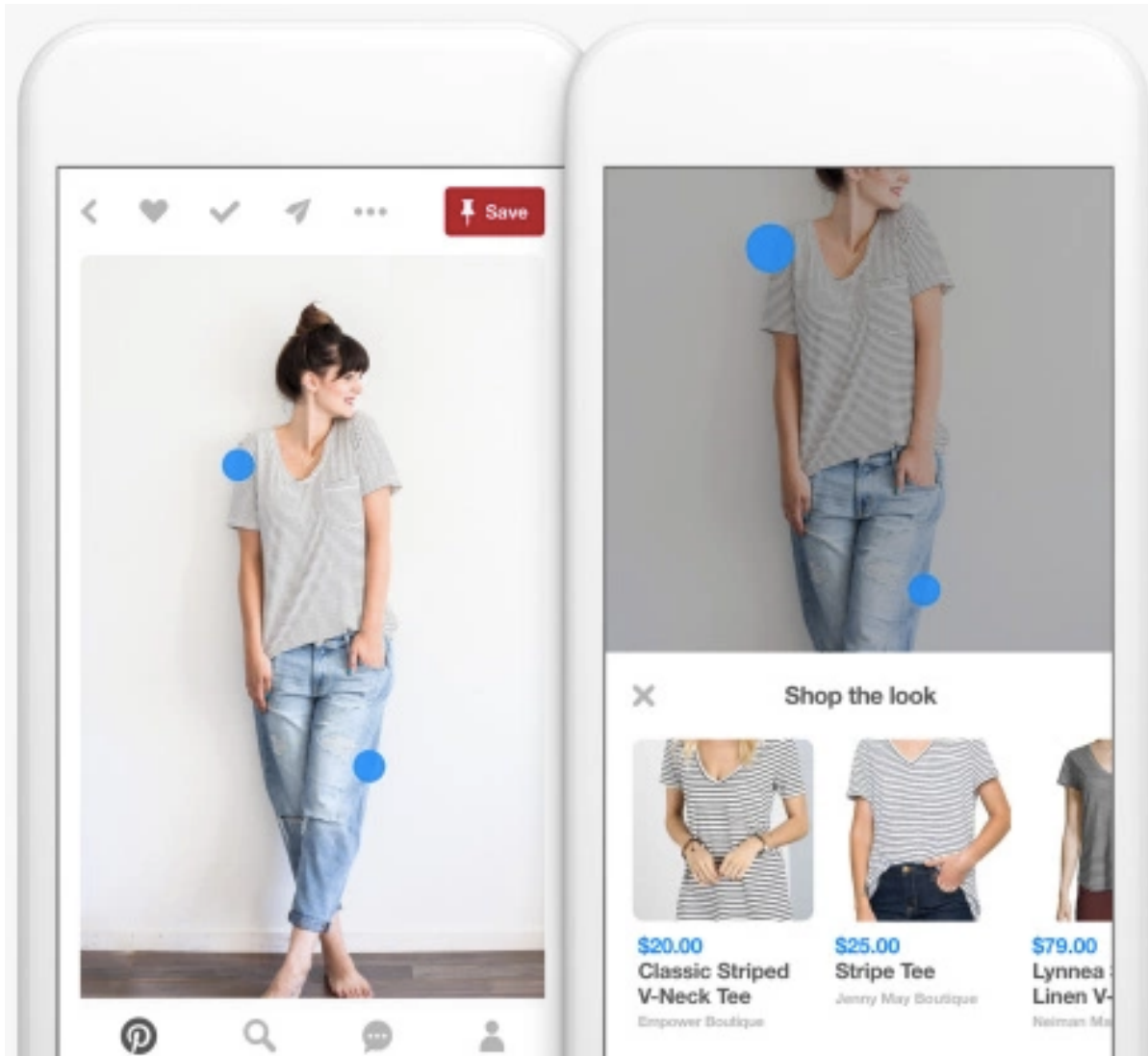


From inspiration to en route in one seamless experience



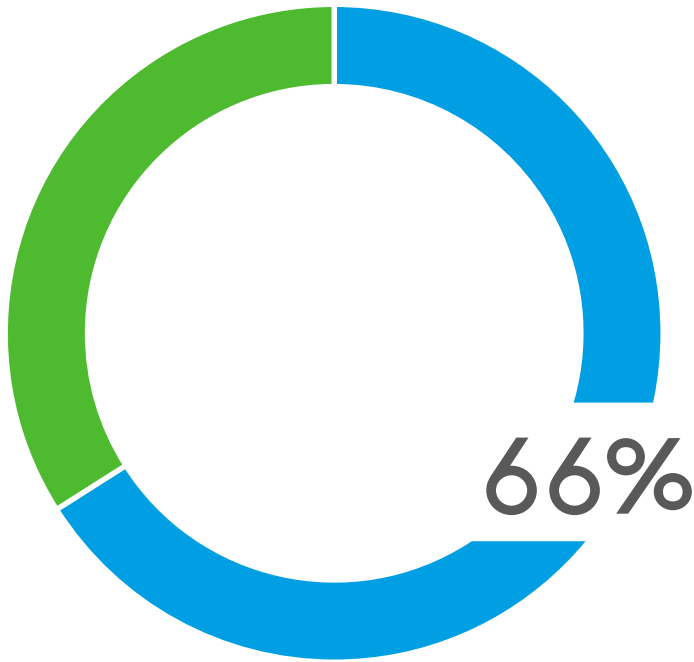
Instagram launched its in-app checkout this year - it continues to lead the way in social commerce because of improved and automated functionality.

From inspiration to en route in one seamless experience



Pinterest's Shop the Look has now been fully automated and browsable catalogs are rolled out, giving perusers more buying options than ever and positioning it as a competitor to Facebook & Instagram.

GenZ is driving a lot of this growth



Of Gen Z are interested in purchasing items via social media directly.

1.6x more likely than the average internet user to say a 'buy' button on a social would increase their likelihood of buying a product

32% have purchased something online within the past month

Influencers are an increasing source of commerce for brands



1

INFLUENCER MARKETING INCREASES BRAND DISCOVERY

Social shoppers in North America are 56% and 49% more likely than average to discover brands via celebrity endorsements and posts or reviews from expert bloggers, respectively.



2

INFLUENCER MARKETING LEADS DIRECTLY TO CONVERSION

Influencers can now tag brand products in their posts and platforms like Snapchat are rolling out e-commerce functionality to their biggest mogul influencers.

What have we learned?

1

Give people new ways to discover you. The tried and true is still effective, but less and less relevant (especially to younger consumers).

2

Novelty and superficiality won't yield meaningful returns. Give people a sense of control, utilities for daily life and the ability to take action.

3

There are big moves and there are small moves. Choose 1-2 areas to test into based on your goals and your target user.

Mobilizing & Expanding Your Social Community

**We're an
integrated
agency of
creative
storytellers &
analytical
thinkers**
powered by curiosity.

How smb's use social media 2019

How smb's are using social



83% of small businesses use social media to increase their brand exposure



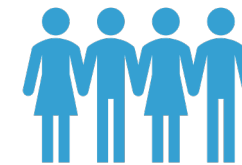
69% of small businesses use social networks to increase web traffic



95% of SMB's will increase online marketing budgets in 2019



Only 1/3 of SMBs are investing in video marketing



Non-customers are three times more likely than customers to visit retailers from social media ads.

how smb's are using social



42% of marketers say that Facebook is critical or important to their business

70% of B2C marketers have acquired customers through Facebook



80%+ of the pins on Pinterest are repins

78% of users say content from Brands on Pinterest is useful



Snapchat App reaches **53% of the mobile** audience in the US



37% of users will buy from a brand they follow



Approximately **80% of all Instagram** users follow a business on Instagram

Why is paid social important?

Don't panic, plan



What
could
we
do?

vs

What
should
we
do?

Paid social media marketing goals



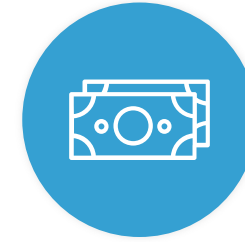
Raise awareness

grab people's attention
reach new people with
ads video views



Interest/consideration

drive users to website, collect
customer information via lead
generation, build community
with engagement



Action

highlight sales, products and
other specials to drive people
to your store

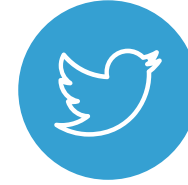
Choose your platform



- Great for B2C
- Lots of ad formats
- Largest reach platform



- Highly visual content
- Ideal for web traffic and awareness
- Show off products for B2C conversions



- Grow awareness
- Drive traffic
- Great for new product launches and real time engagement



- High marks for visibility and awareness
- Great to reach younger users 18-34
- Filters and lenses are great for interaction



















- Paid content blends in nicely with other pins
- Great web traffic driver
- Users are highly engaged & tends to be aspirational

KPI's defined

KPI	KPI Calculation
CPM – Cost Per Thousand Impression	$CPM = (Total\ Spend / Impressions) * 1000$
CPV – Cost Per View	$CPV = Total\ Spend / Video\ View$
CPC – Cost Per Click	$CPC = Total\ Spend / Clicks$
CPE – Cost Per Engagement	$CPE = Total\ Spend / Engagements$
CPL – Cost Per Lead	$CPL = Total\ Spend / Leads$
CPA – Cost Per Acquisition	$CPA = Total\ Spend / Number\ of\ transactions$



Choose your objective and KPI

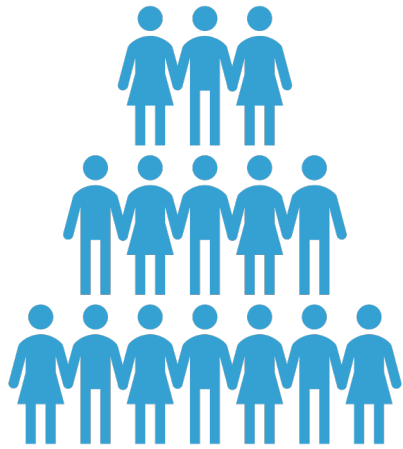
	 Raise awareness		 Interest/consideration			 Action
Objectives	Reach/Impressions	Video Views	Website Traffic	Engagement	Lead generation	Online sales/In-Store Traffic
Platforms	   		   		 	  
Try posting	Image, video, GIFs, infographics, or share a relevant link	Short mobile friendly video :06-:15 sec	Clear call to action to drive users on site	Post Engagement Ads, Local Awareness Ads, Reach Ads on Facebook & Instagram. Work with influencers on Pinterest & Instagram	Collect valuable customer emails, phone numbers and other information to build your CRM/remarketing list	Store traffic ads on Facebook and Instagram, offer ad units and retargeting ads to get users who have shown interest in store
KPI	CPM	CPV	CPC	CPe	Cost Per Lead	CPA

*Not an exhaustive list! Just some ideas to help get you thinking

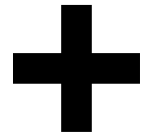
Choose your audience

Consumers want
relevant content that
speaks to their **interest**

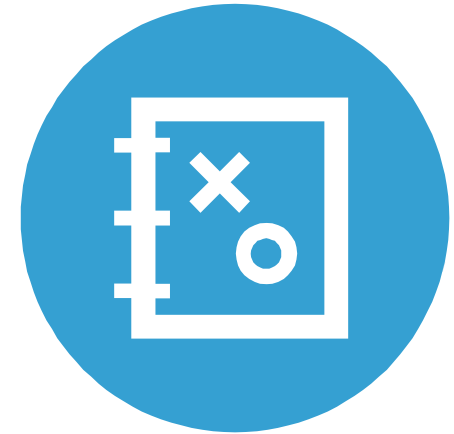
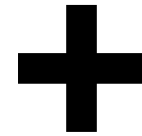
Developing an Audience Strategy



Your customers



Their interest



Your platform and content

Defining your audience

Your customer information is the best source of data to define your audience

Who are our customers?

- Average Age
- Male or Female
- Where do they live?
- How often do they shop?

Why are they our customers?

- What do they like about our business?
- Why do they need our products?
- What sets you apart from competitors?

Where is our audience on social?

- What platforms do they use?
- Are they on mobile or desktop?
- Where do they engage?

Who to target where

Understand where your audience is using social media

Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

PEW RESEARCH CENTER

Who to target where

Other Things to Understand & Audience Best Practices

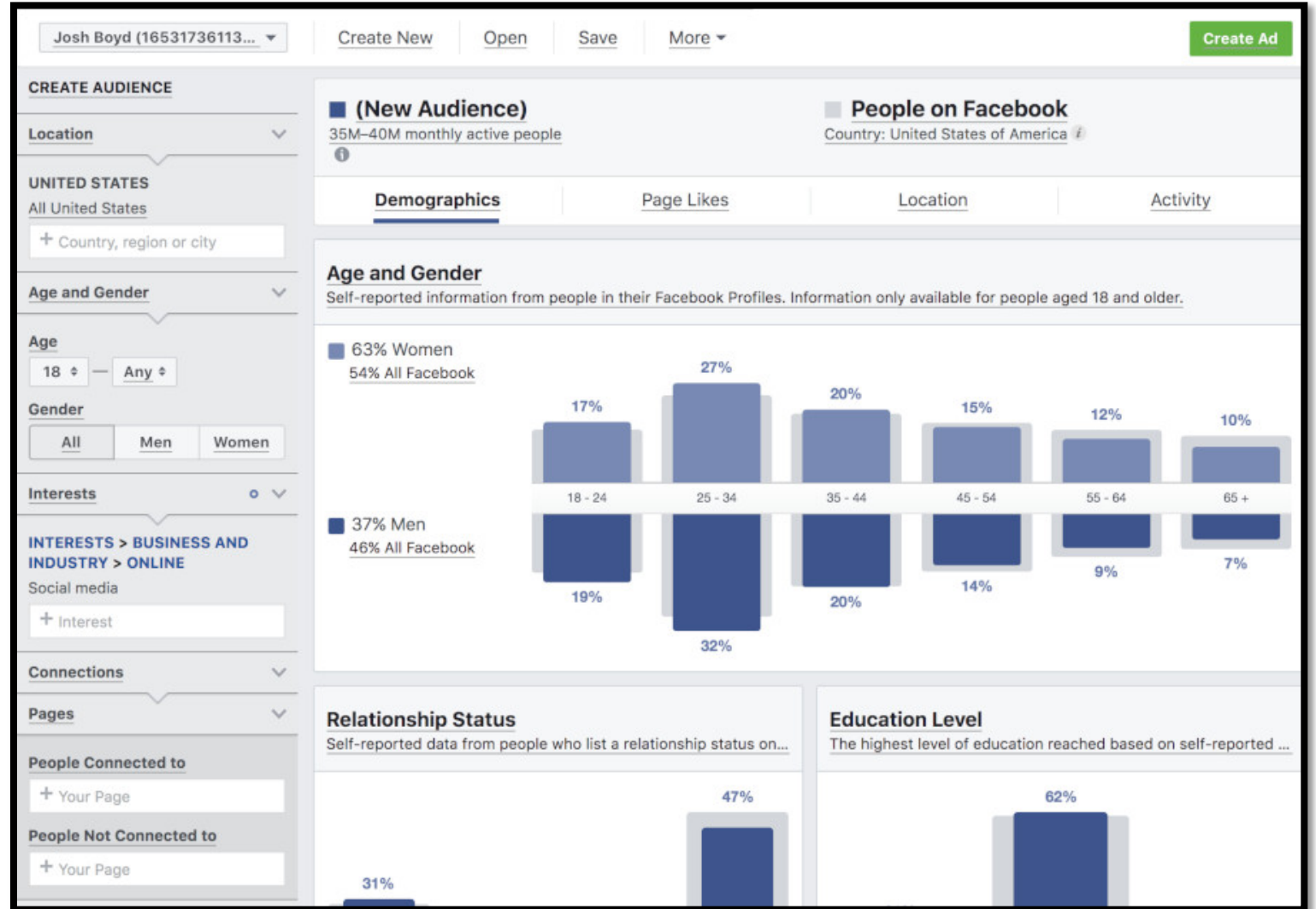
Do You have Email addresses/phone numbers?

- **If not, can you start capturing these?**

Are you using the FB Insights Tool?

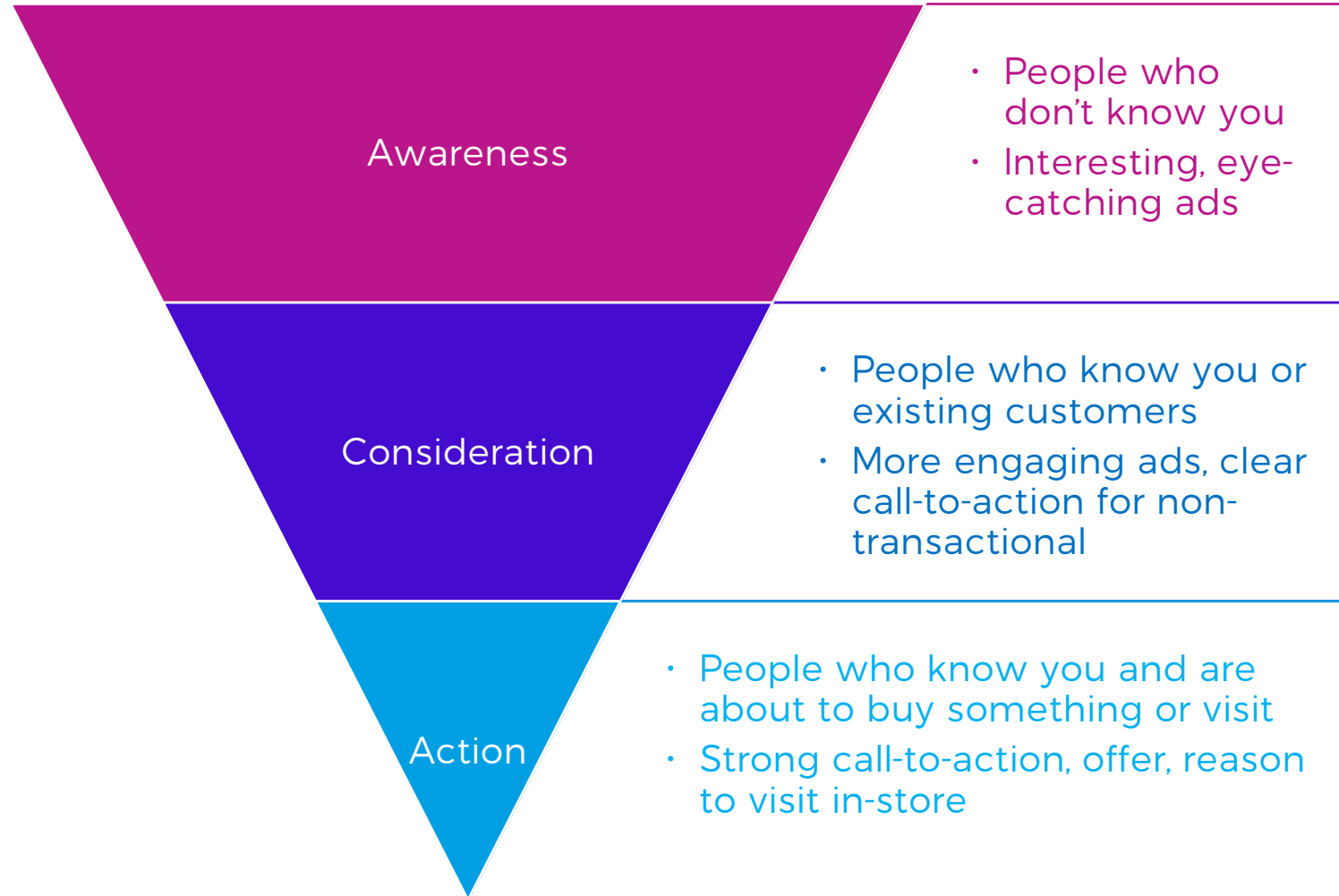
- **What other brands do our followers like? What can we learn from this?**

Lookalikes and Competitive Conquesting are typically some of our best performers



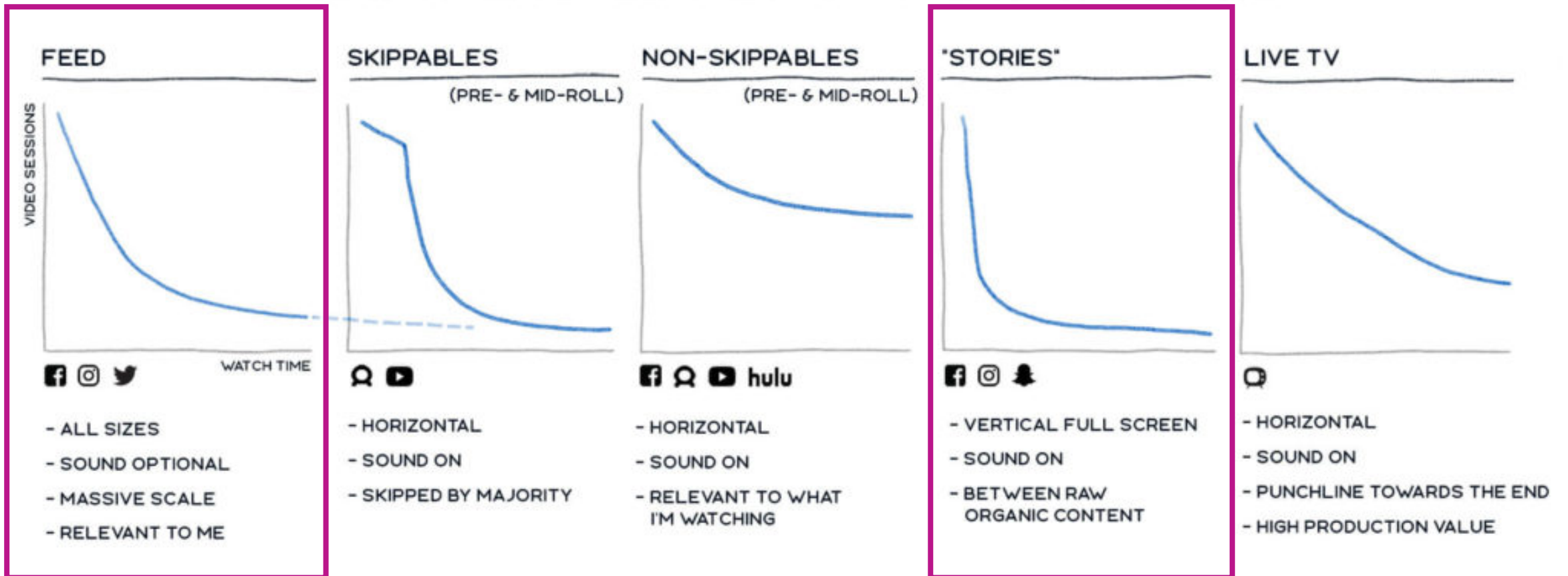
Create your ads

Design for your customer & design for the funnel



For example: Awareness

HOW PEOPLE CONSUME VIDEO ADVERTISING



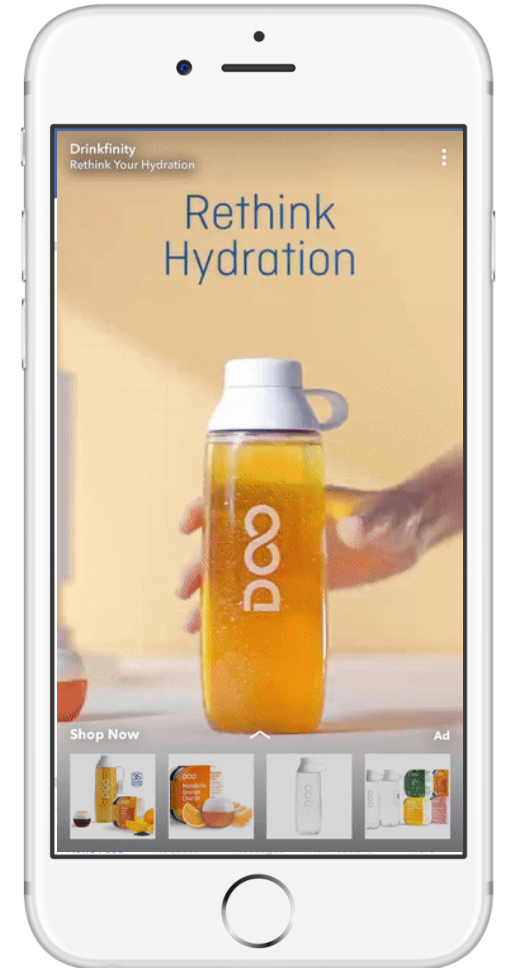
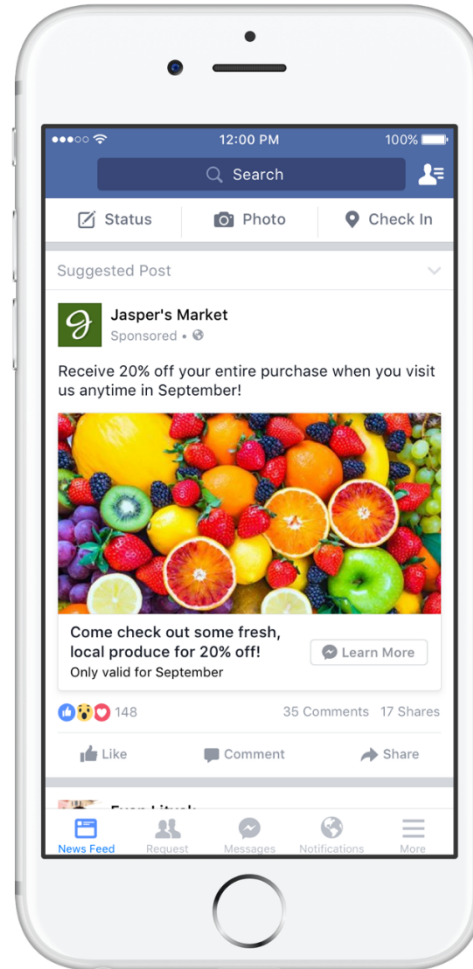
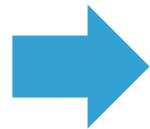
For example: Awareness



Video Views



- Use Facebook, Instagram and SnapChat ads to drive video views
- Raise awareness about your business/products
- Especially if in-feed use supers to add words to your videos
- UGC generally performs well here; increases your legitimacy and feels less salesy



for example: awareness

Why We Like It:

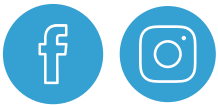
- They know their brand – outdoor enthusiasts
- They have a shop but that is not the focus of these ads
- They are reposting from others – eg: this content was free



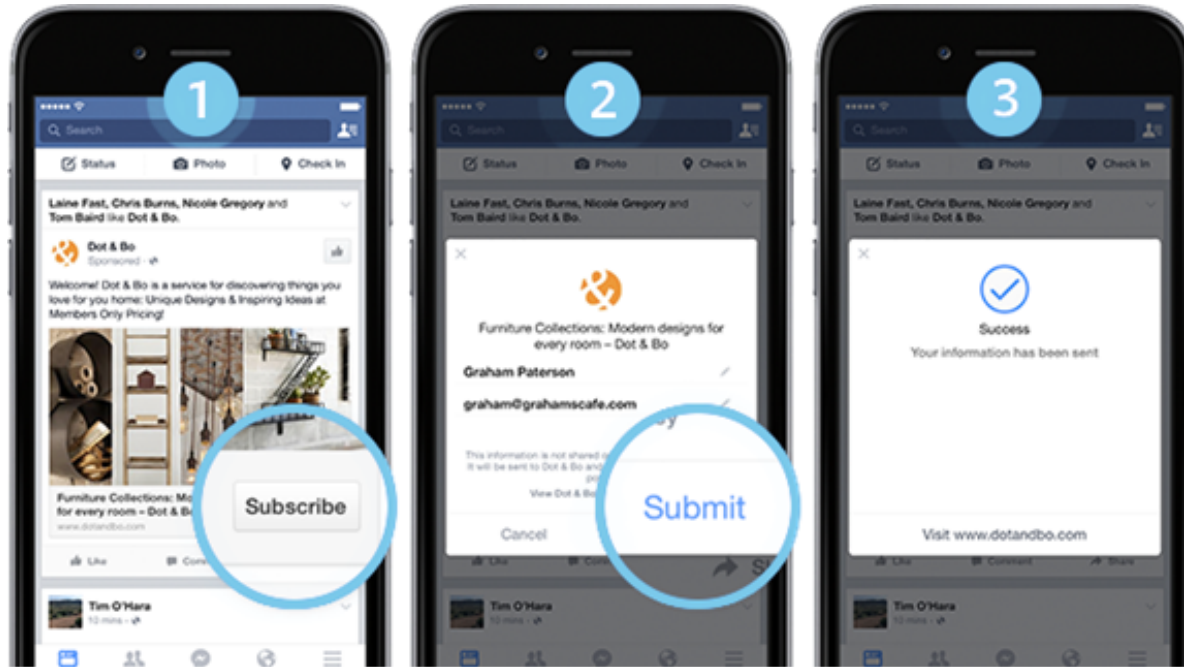
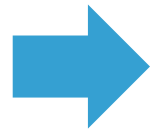
For example: Interest/Consideration



Lead generation



- Offer discount or incentive in exchange for a lead
- Collect valuable customer contact info for remarketing/email/targeting on other platforms



for example: interest/consideration

Why We Like It:

- Exclusive offers gives clear reason to opt-in
- Increases their marketable 1st party database
- Boosting events to followers/new audiences ensure your event or offer gets seen



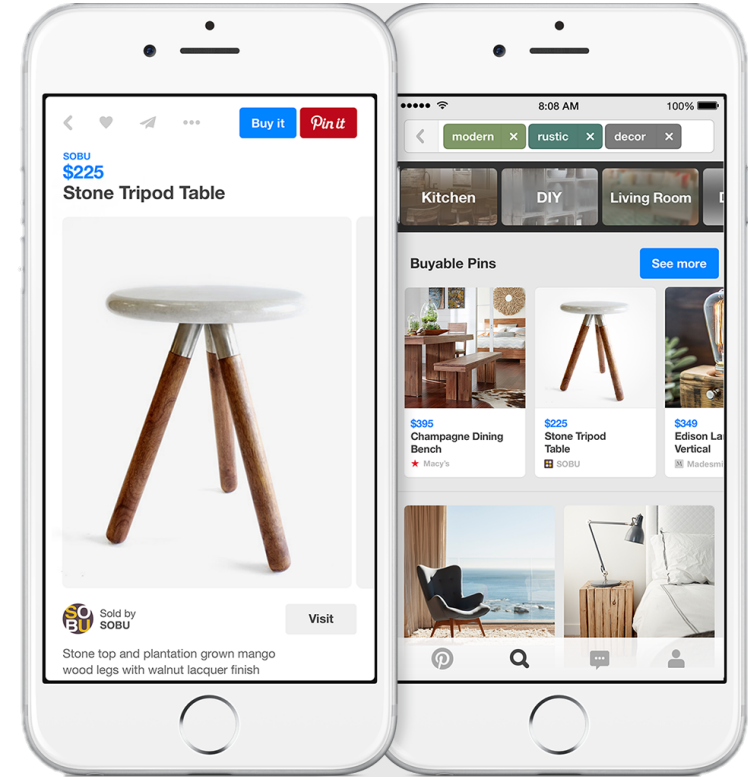
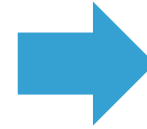
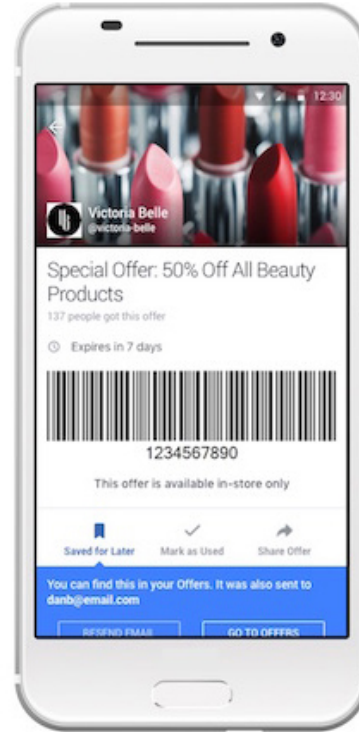
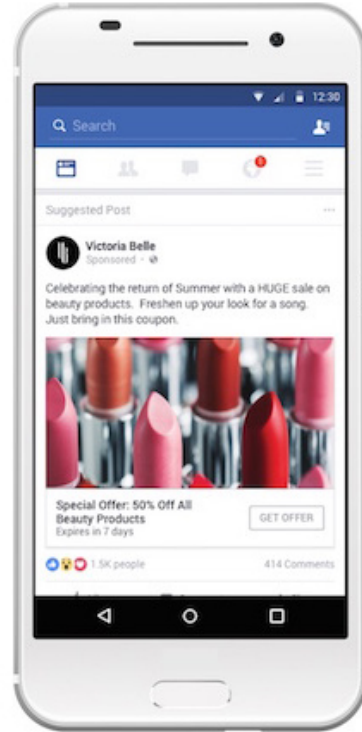
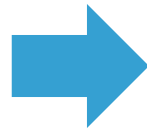
For example: Action



In store traffic



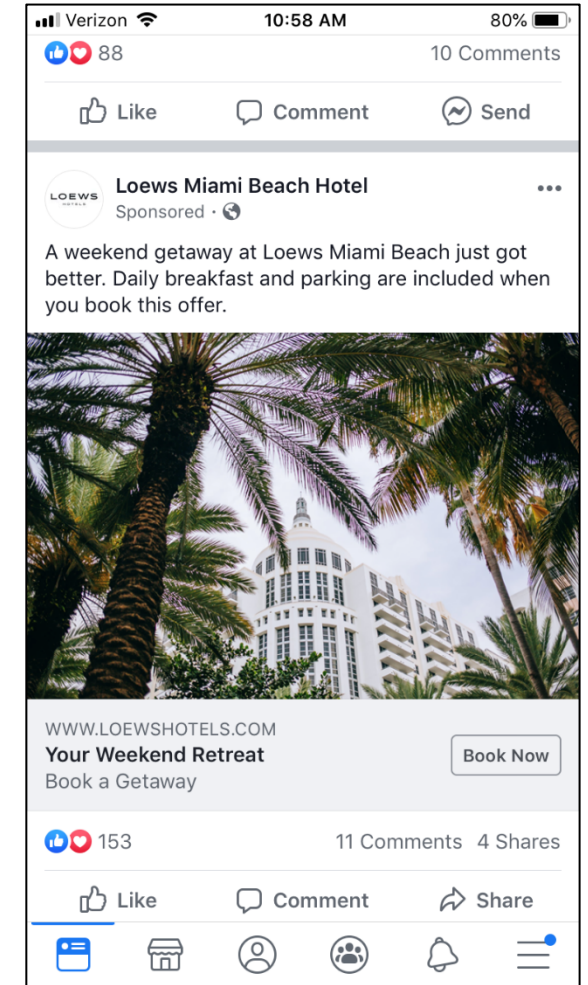
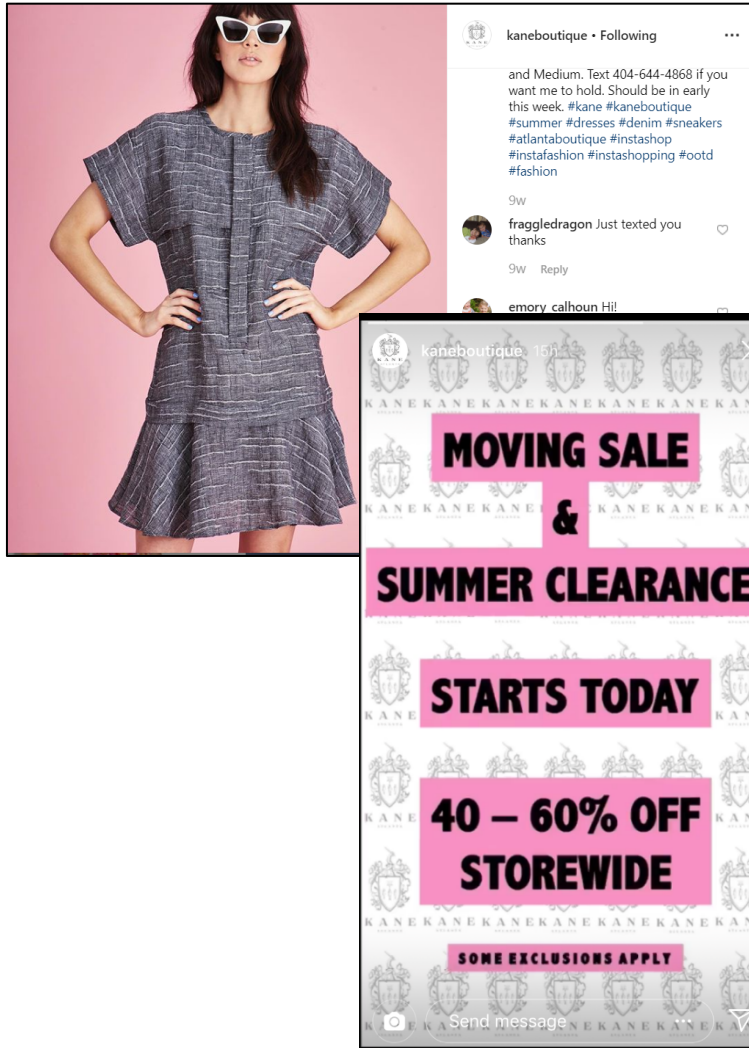
- Promote an in-store sale or event
- Push an offer or incentive for in-store purchase



for example: action

Why We Like It:

- Local shops using awareness driven ads to close a sale – this is unusual
- Most common are immediate action-oriented ads for “book now”, “shop now” with clear CTA’s




A few creative best practices

- Use interesting “thumb-stopping” content
- Have a clear call to action
- Design with mobile in mind
- Use mixed media (test static and video)
- Post content that adds value to your audience
- Repurpose – but don’t repeat! Freshen up ads with new copy, or new images

NatureBox
Sponsored · 🌐

Deliciously wholesome snacks, delivered monthly.
Try a free sample of five of our tastiest snacks, just pay \$7.95 for shipping!




free trial

You Know You're Going to Snack. Get Smart About It.
Our snacks contain NO artificial colours, sweeteners, or flavours.
WWW.NATUREBOX.COM

Project Repat
Sponsored · 🌐

Starting at just \$74.99. Prices will go up soon! Don't delay




PROJECTREPAT.COM
Custom t-shirt quilts at the best price [Learn More](#)


👍👍👍 1.6K 362 Comments 634 Shares

Dollar Shave Club
Sponsored · 🌐

Here's why so many people are ditching Gillette and joining the Club.



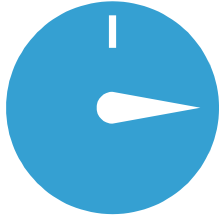
Curious about Dollar Shave Club?



👍👍👍 1.2K 173 Comments 93 Shares

Is it working?

Learn from your results



Give your ads time to learn, don't make any big changes for 7-10 days to get some learnings.

Test and learn – see what works for your audience on your channels.



Don't forget!

Monitor and check your results

Use your KPI's to see how your ads are performing



Measure your results
Are you meeting the goals you set out to reach?

How are your different ads performing?

Are some platforms performing better than others?

Where should you continue to invest?

kpi's defined reminder

KPI	KPI Calculation	
CPM – Cost Per Thousand Impression	$CPM = (\text{Total Spend} / \text{Impressions}) * 1000$	\$8.35
CPV – Cost Per View	$CPV = \text{Total Spend} / \text{Video View}$	3 sec: \$.01 - \$.03 10 sec: \$.15 - \$.20
CPC – Cost Per Click	$CPC = \text{Total Spend} / \text{Clicks}$	\$.56 - \$1.72
CPE – Cost Per Engagement	$CPE = \text{Total Spend} / \text{Engagements}$	\$12
CPL – Cost Per Lead	$CPL = \text{Total Spend} / \text{Leads}$	\$3 - \$47
CPA – Cost Per Acquisition	$CPA = \text{Total Spend} / \text{Number of transactions}$	\$18.68



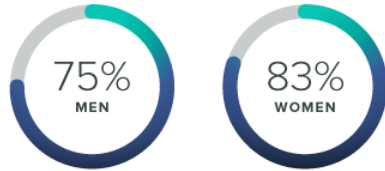
Resources





Facebook Usage Among Key Demographics

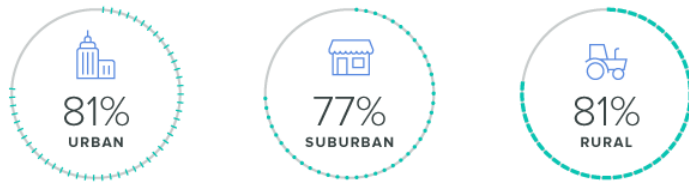
GENDER



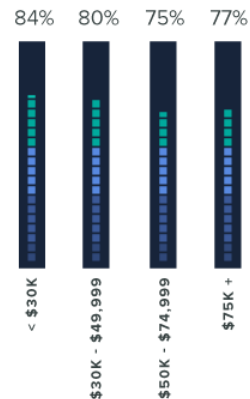
AGE



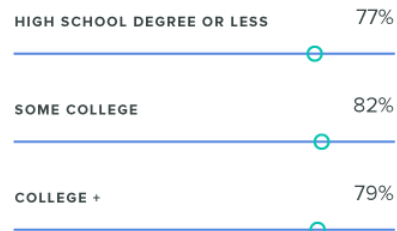
LOCATION



INCOME



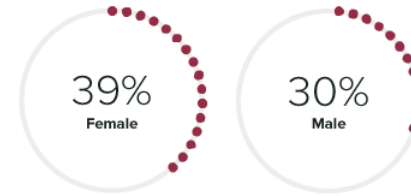
EDUCATION



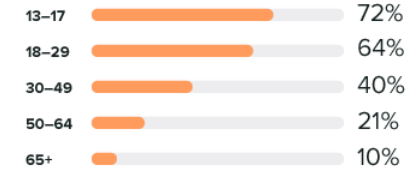
Instagram usage among key demographics

360i

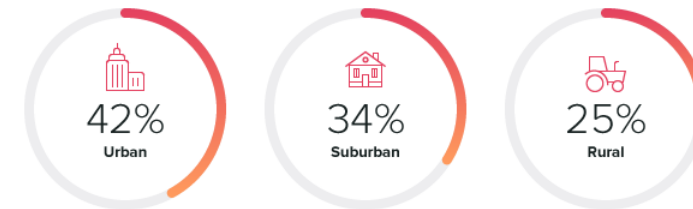
Gender



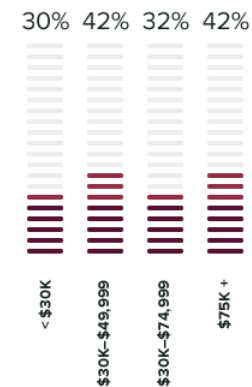
Age



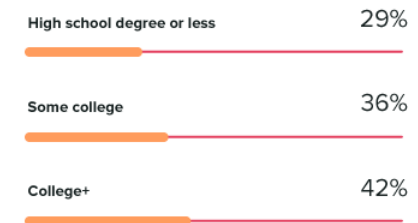
Location



Income

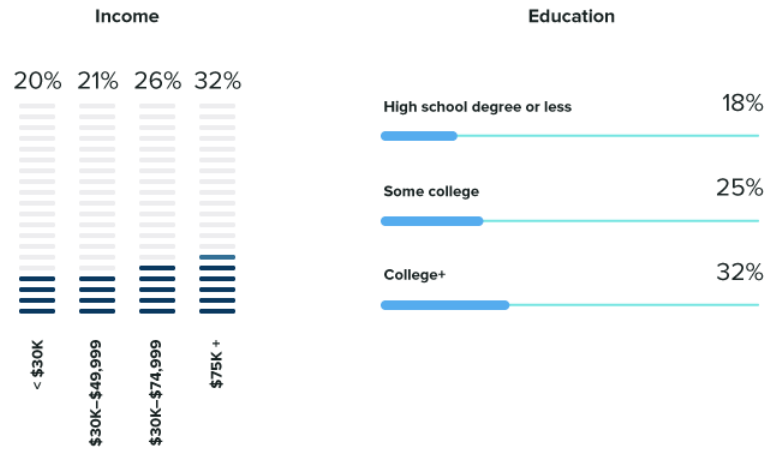
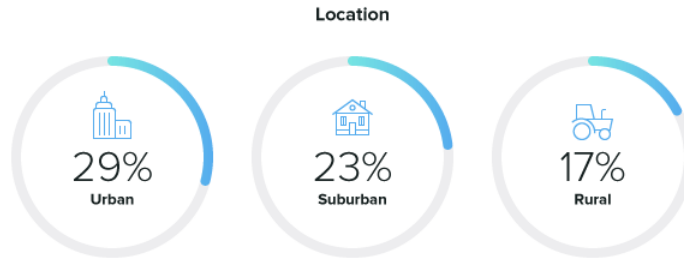
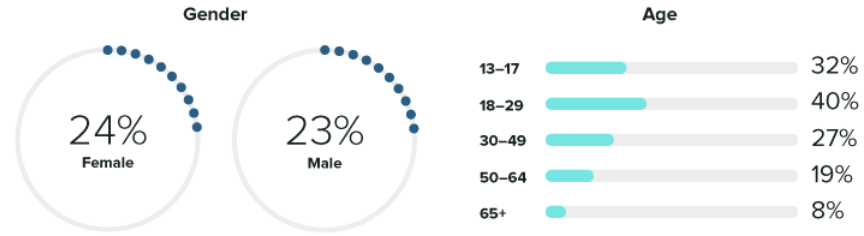


Education



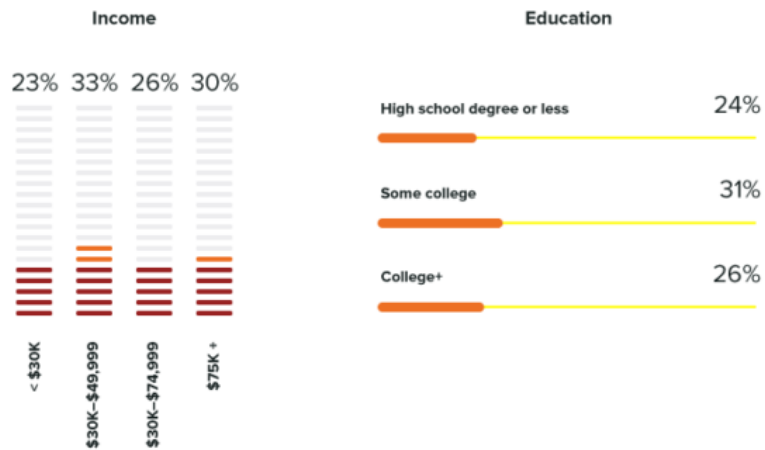
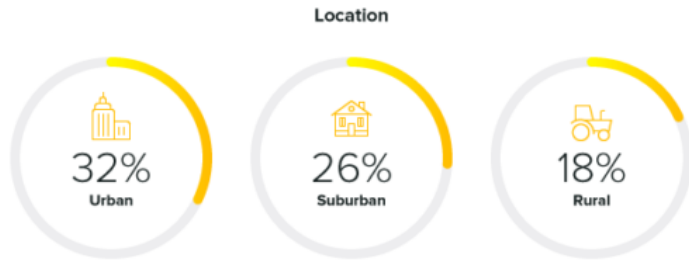
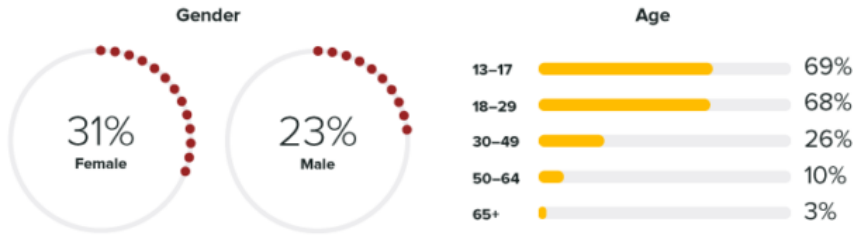


Twitter usage among key demographics

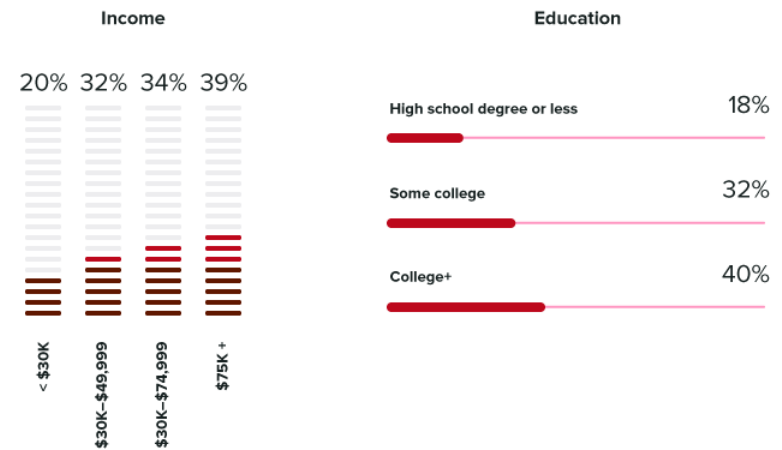
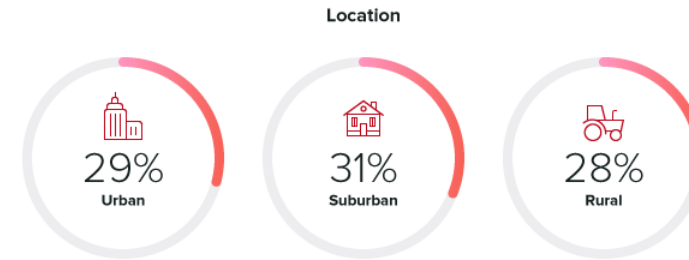
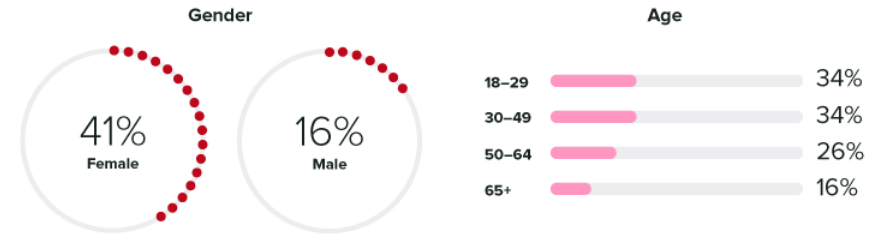




Snapchat usage among key demographics



Pinterest usage among key demographics



Socialbakers



what is it?	what can it help me do?	how do I access it?
<ul style="list-style-type: none"> • Social marketing analytics tool • Provides reporting on an organization's Facebook, Twitter, Google+, and YouTube performance • Benchmarks the competition and industry, providing data for comparisons 	<ul style="list-style-type: none"> • Compare the social audience of businesses within your category across the past six months • Understand the social growth patterns of other organizations to inform social channel strategy and goal setting 	<ul style="list-style-type: none"> • Log into Facebook account • http://www.socialbakers.com/statistics/facebook

Boosting Your Search Presence

Search agenda

- Paid vs. Organic Search
- Paid Search Overview
 - Campaign structure: building a solid foundation
 - Creative & landing page best practices
 - Targeting the right audience
 - The economics of SEM: pricing & position

search allows you to reach a relevant audience when they're in-market

100 billion searches per month on Google alone (that's 2.3M per second!)

paid ads vs. organic listings

paid text ads



Google hotels asheville

About 27,900,000 results (0.84 seconds)

Hotels in Asheville, NC | The Best Hotels. Great Prices | hotels.com
[www.hotels.com/Asheville-NC/Hotels](#)
Book your Hotel in Asheville, NC. No Reservation Costs. Great Rates. Check out Our Top Recommended Neighborhoods and Hotels. Find The Perfect Hotel for You. Last Minute Hotel Deals.

Hotels in Asheville, NC | Lowest Price Guarantee | booking.com
[www.booking.com/Asheville/Hotels](#)
Book your Hotel in Asheville NC online. No reservation costs. Great rates. We speak your language. Secure Booking. Motels. Read Real Guest Reviews. Get Instant Confirmation. Hotels. Bed and Breakfasts. Apartments. Best Price Guarantee. No Booking Fees. Types: Hotels, Apartments, Villas.

The 10 Best Hotels in Asheville, North Carolina \$78 for 2019 | Expedia
[www.expedia.com/](#)
More Choices, Best Prices, Trusted. Quick, Easy & Secure Booking. Compare & Save. Instant Confirmation. Verified Guest Reviews. 600,000+ Hotels Worldwide. 24/7 Customer Support.

THE 10 BEST Hotels in Asheville, NC for 2019 (from \$69) - TripAdvisor
https://www.tripadvisor.com/Hotels-g60742-Asheville_North_Carolina-Hotels.html
Best Lodging in Asheville, NC (with Prices) ... Holiday Inn Asheville - Biltmore East. ... Hampton Inn & Suites Asheville Biltmore Village.
Asheville Luxury Hotels · Downtown Asheville Hotels · Asheville Hotels

Top 10 Hotels in Asheville, North Carolina | Hotels.com
<https://www.hotels.com> · Hotels in United States of America · Hotels in North Carolina
15 best hotels in Asheville. Most booked. Village Hotel on Biltmore Estate. Country Inn & Suites by Radisson, Asheville Westgate, NC. Haywood Park Hotel. Cascades Mountain Resort, an Ascend Hotel Collection Member. The Inn on Biltmore Estate. Country Inn & Suites by Radisson, Asheville Downtown Tunnel Road, NC.

Asheville Top 30 Hotels & Resorts - Romantic Asheville
<https://www.romanticasheville.com/hotels.html>
Here are our favorite and best Asheville hotels, resorts and full service country inns - ranging from luxury to budget. They are located near Biltmore Estate and the Blue Ridge Parkway in the western NC mountains. Included are some top accommodations outside the city near our small ...

organic listings



SEO vs. SEM: definitions

SEM

Benefits

- Quick results
- Easy to measure
- Complete control

Challenges

- Ongoing expense
- Rising costs/competition
- Continuous maintenance and optimization

SEO

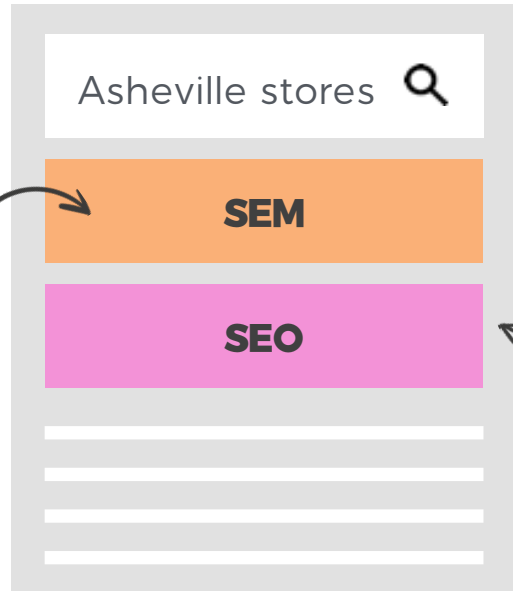
Benefits

- Low cost
- Trusted by users (more clicks than SEM)
- Cost-effective over time

Challenges

- Takes time for results of work to take effect
- Decreasing visibility on mobile
- Harder to measure success

Google's algorithm for determining ad rank differs based on certain variables



- rank determined by...
- quality score
 - maximum bid
 - ad relevance
 - landing page relevance
 - expected click through rate (CTR)

- rank determined by...
- technical issues
 - number and quality of backlinks
 - landing page quality and relevance
 - click through rate
 - social signals

SEO & SEM: better together

$$1 + 1 = 3$$

search engine overview

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green) inside a white circle.

Google AdWords is the platform where advertising on google.com and Google's partner network is purchased

The logos for Bing (a green play button icon), Yahoo! (purple text), and AOL (black text) are stacked vertically inside a white circle.

Bing Ads is the platform where advertising on bing.com, some yahoo.com, and their partner network traffic can be purchased

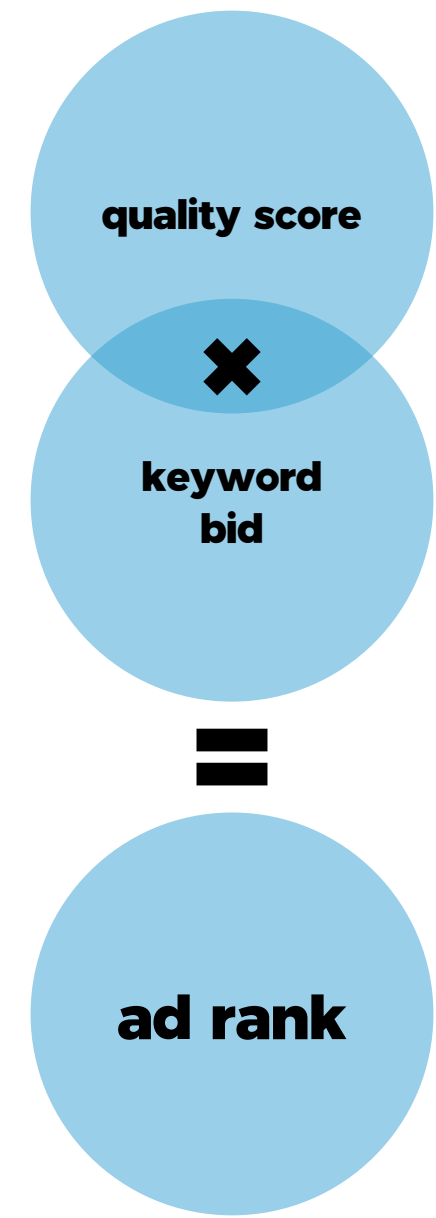
Ad Position & Pricing



how your cost is determined in the google auction

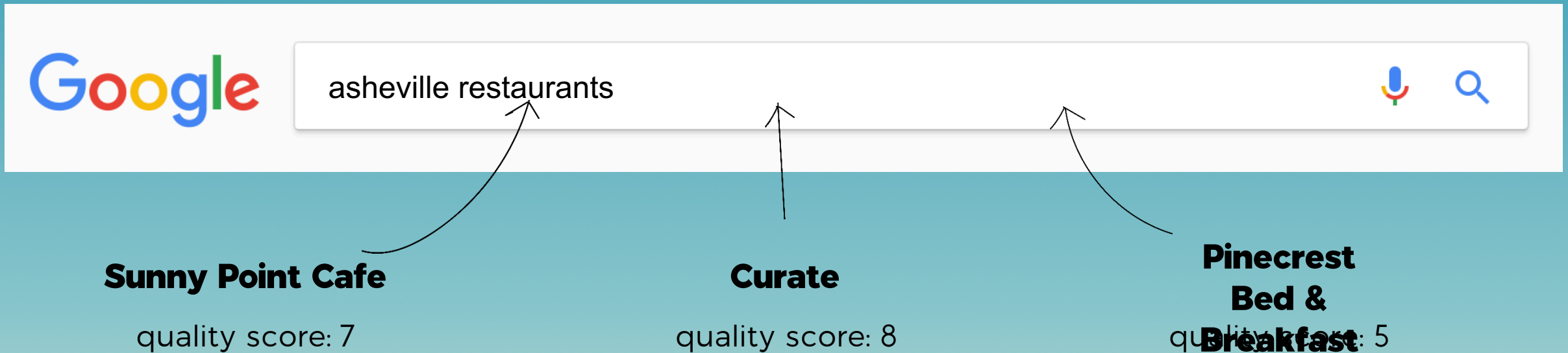
quality score: a measurement of how relevant your ads, keywords, and landing pages are to a person seeing your ad

you pay \$0.01 higher than the next highest bidder!



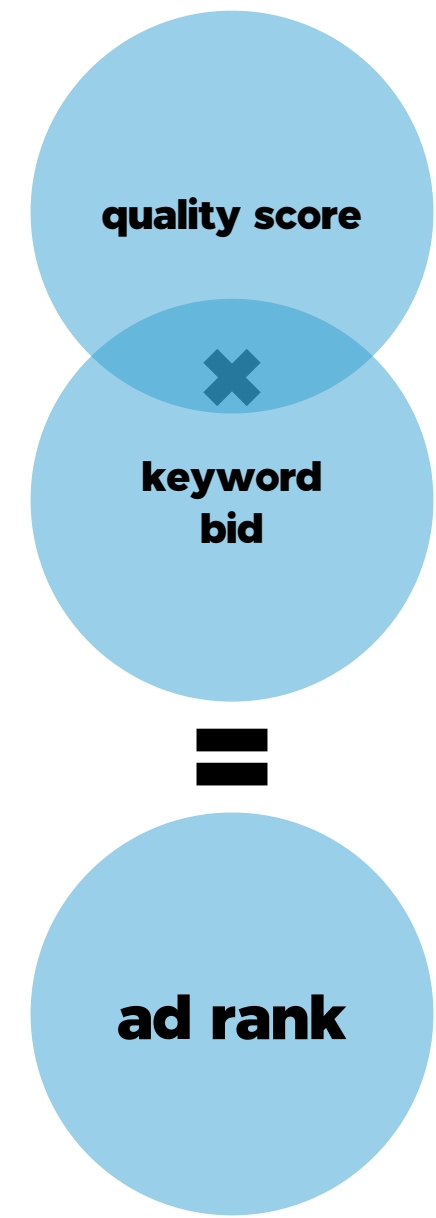
introduction to the google ad auction

three advertisers are bidding on the same keyword: where will they rank and what will they pay?



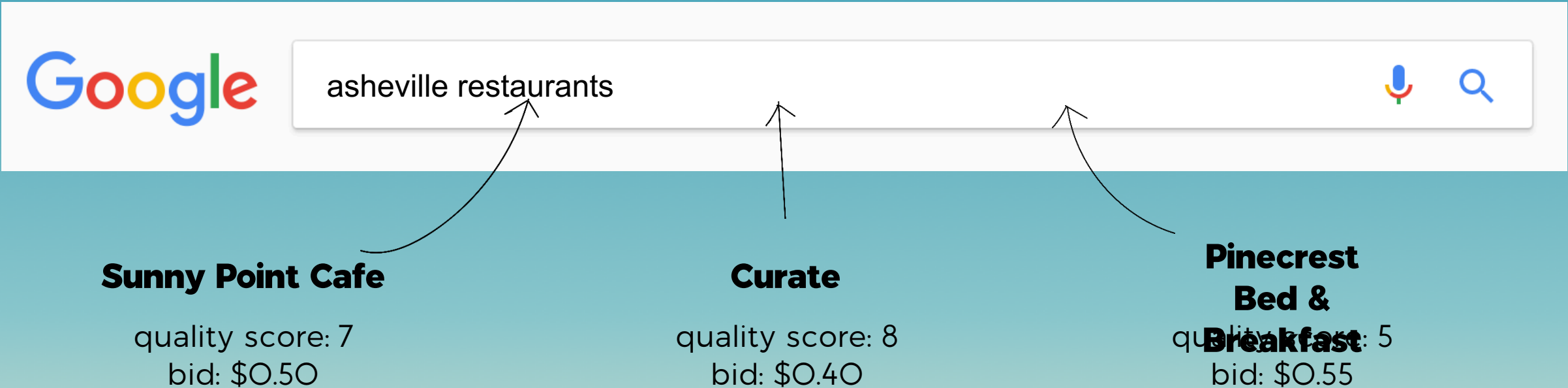
let's revisit the formula

quality score: a measurement of how relevant your ads, keywords, and landing pages are to a person seeing your ad
you pay \$0.01 higher than the next highest bidder!



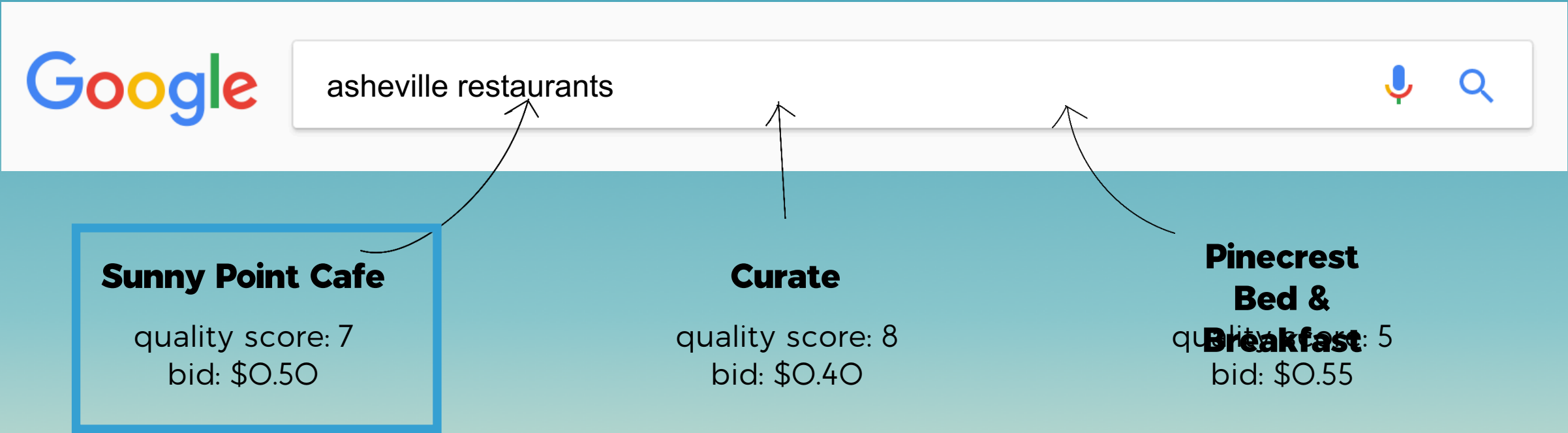
introduction to the google ad auction

three advertisers are bidding on the same keyword: where will they rank and what will they pay?

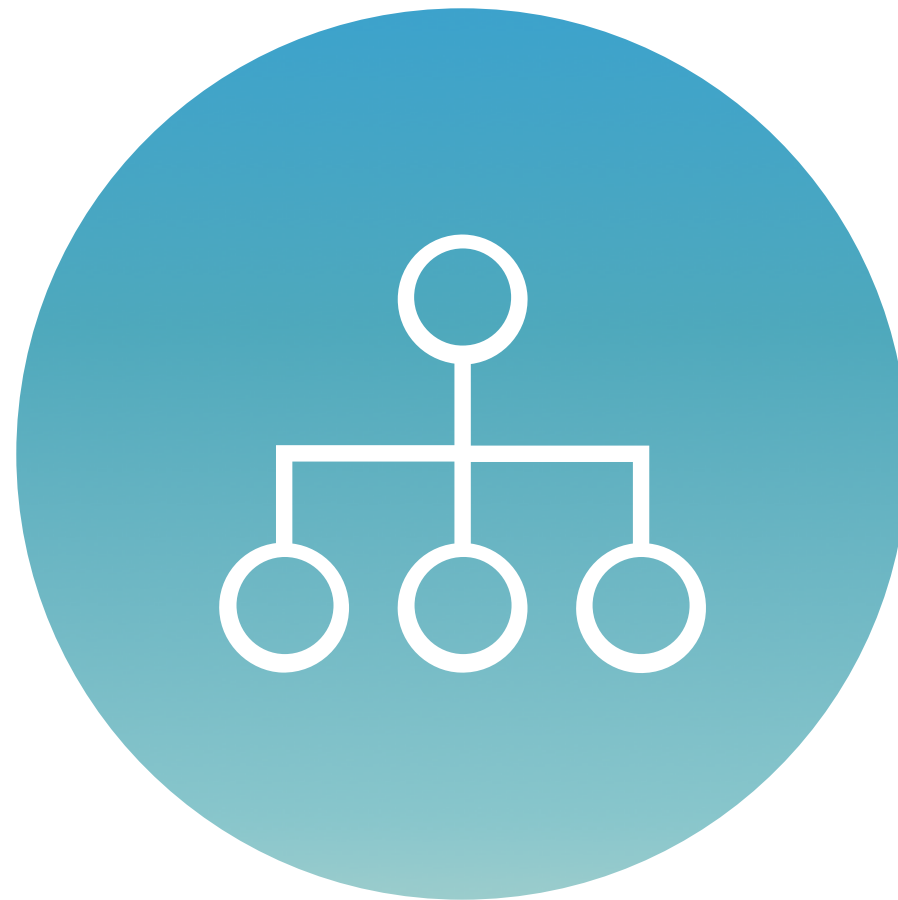


introduction to the google ad auction

three advertisers are bidding on the same keyword: where will they rank and what will they pay?



campaign set-up



Campaign set-up

Getting Started – Two paths in Google

Express

Benefits

- Ease of set-up

Challenges

- Decreased visibility and control

Expert

Benefits

- Greater control
 - Bids, Keywords, Ads
- Exclusive tools (Keyword Planner)

Challenges

- Time investment
 - Complexity of set-up



Google Ads

Conversion Tracking – Accurately valuing user interaction

User clicks your ad

- Google will track these clicks
- Track engagement with ads



User puts item in cart

- Place pixel on the check-out page



User purchases item

- Place pixel on thank you page

***tip:** compare how many purchases you have to how many clicks you got to see how well your site is performing

***tip:** use this information to see how many people “abandon” a purchase

***tip:** most web-hosting sites such as square space will help you track this information automatically

choosing the right keywords to reach prospective visitors



how to choose keywords



01

it's all about relevancy!

- explore the website landing page(s) your ads will be linking to and put yourself in your donor's shoes

02

segment keywords by category

- **brand terms**: keywords containing your brand name or trademark terms (low cost, low competition)
- **generic (non-brand) terms**: keywords relating to your industry, products, or services offered (high cost and competition)

03

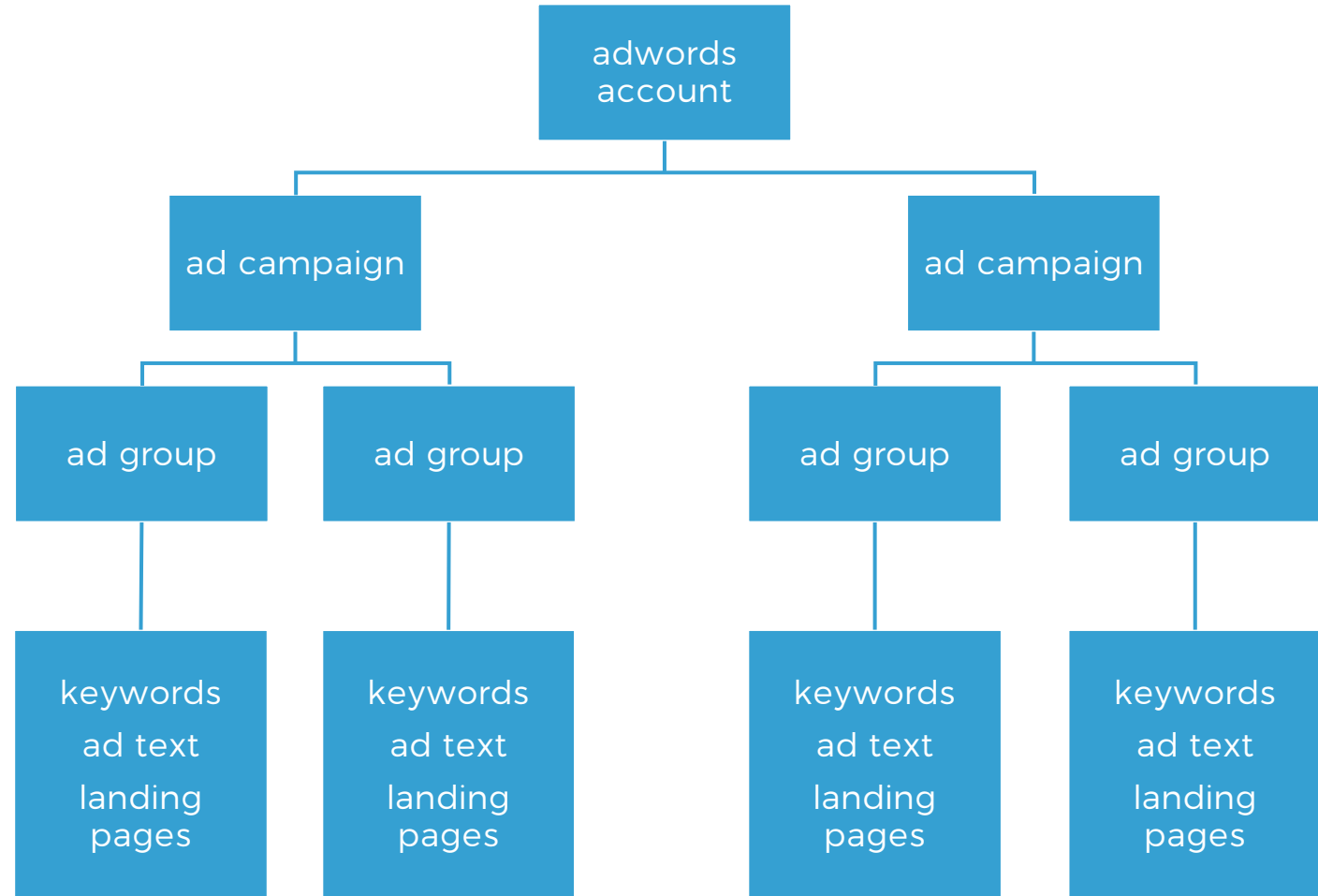
to maximize reach and relevancy, include a mix of broad/general keywords and specific, "long-tail" terms

The Keyword Planner tool helps you find new keywords and forecast expected traffic

The image shows a screenshot of the Google Ads interface. At the top, there is a dark navigation bar with the text "All campaigns" on the left. On the right side of this bar are several icons: a magnifying glass labeled "GO TO", a bar chart labeled "REPORTS", a wrench icon labeled "TOOLS" (which is highlighted with a red box), a question mark icon, and a notification bell icon with a red exclamation mark. Below the navigation bar is a large white menu with five main categories: "PLANNING", "SHARED LIBRARY", "BULK ACTIONS", "MEASUREMENT", and "SETUP". Each category has a list of sub-items. The "Keyword Planner" item under the "PLANNING" category is highlighted with a red box. The "Shared budgets" item under the "SHARED LIBRARY" category is also highlighted with a light gray background.

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Performance Planner	Audience manager	All bulk actions	Conversions	Billing & payments
Keyword Planner	Bid strategies	Rules	Google Analytics	Business data
Ad Preview and Diagnosis	Negative keyword lists	Scripts	Search attribution	Account access
Display Planner	Shared budgets	Uploads		Linked accounts
	Location groups			Preferences
	Placement exclusion lists			Google Merchant Center

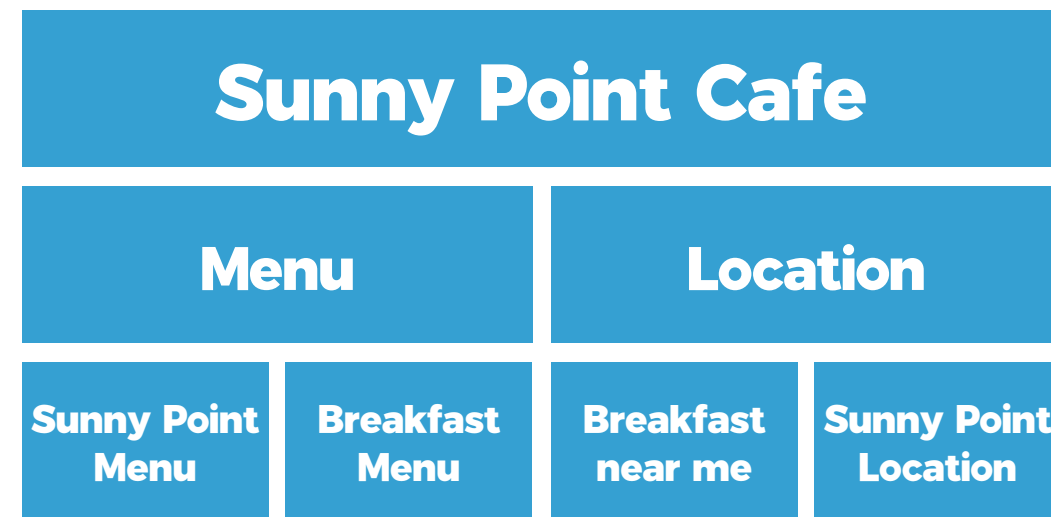
**a clear structure
is essential for
high-performing
paid search
activity**



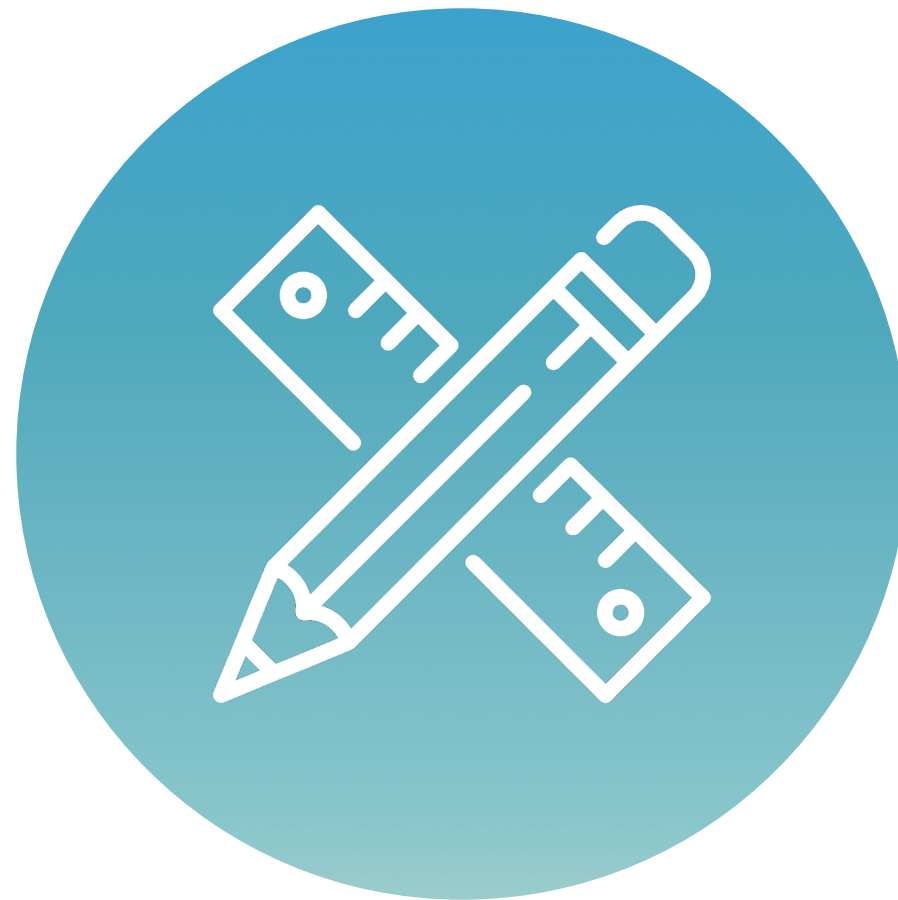
paid search account structure

- **Campaigns** contain the high level theme for your product
- **Ad Groups** organize your ads and keywords by a common theme.
- **Keywords** are the actual queries relevant to your product that you will bid on

All keywords within each ad group will get the same ad, so group keywords relevantly! This helps you save money on clicks.



ad copy & extensions



getting started: the anatomy of an ad

**ad headlines
(up to 2)**

30 characters
max each

[Bring The Whole Family | Biltmore Estate Summer Fun](#)

 www.biltmore.com/horses/horseback-riding

Kids 16 & Under Are Free All Summer. Make Memories That Will Last a Lifetime. Plan Your Visit This Summer to Experience All **Biltmore** Has to Offer. Historic Gardens. Breathtaking Views.

[Admission Tickets](#) · [Special Offers](#) · [Outdoor Activities](#) · [Biltmore Concert Package](#) · [Stay at the Inn](#)

display url paths (2)

15 characters max each

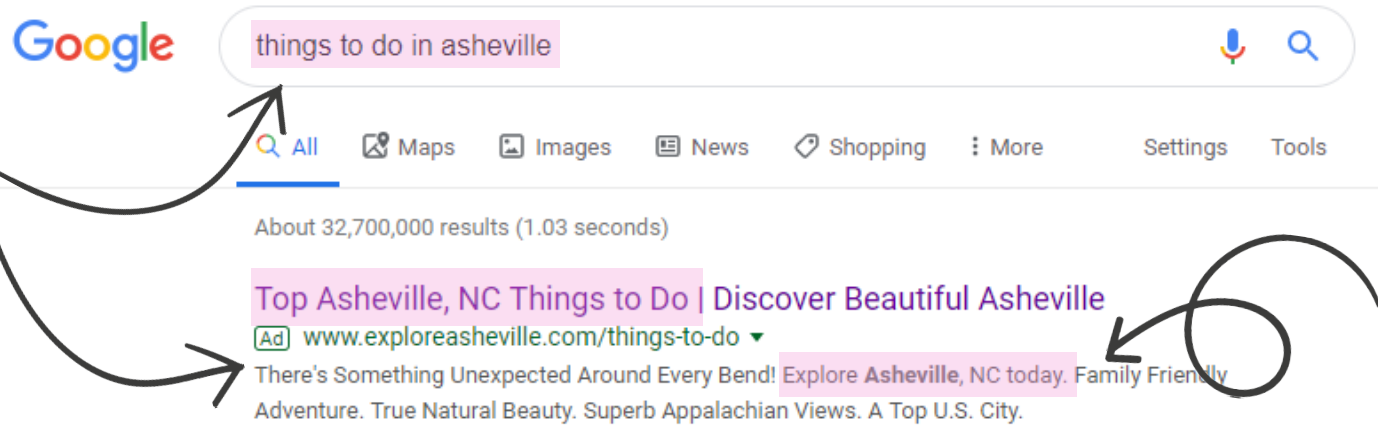
**description line
(up to 2)**

90 characters
max each

The ad headline is clickable and directs the user to the landing page of your choosing

ad copy: covering the basics


align ad copy with keywords for increased relevance



use a call-to-action (CTA) geared toward achieving your desired action (i.e. call now, reserve, come by today, etc.)

enhance the ad unit to drive higher engagement

callouts



Visit Biltmore Estate | The Perfect Asheville Getaway

 www.biltmore.com/ ▼

A Summer Escape Is Closer Than You Think. Make Your Reservations Now. Don't Miss the Breathtaking Views of **Biltmore Estate** This Summer. 8,000-Acre **Estate**. Historic Gardens. America's Largest Home.

Breathtaking Views. Shows: The Beach Boys, the B-52s, Charlie Daniels Band.

Special Offers

Discover the beauty of Biltmore Estate for less.

Outdoor Activities

Biking, Fly-Fishing, Hiking
Horseback Riding & More

Biltmore Winery

Complimentary wine tastings.
America's most-visited winery.

Stay at the Inn

The finest amenities.
An oasis of service, style & charm.

enhanced
sitelinks



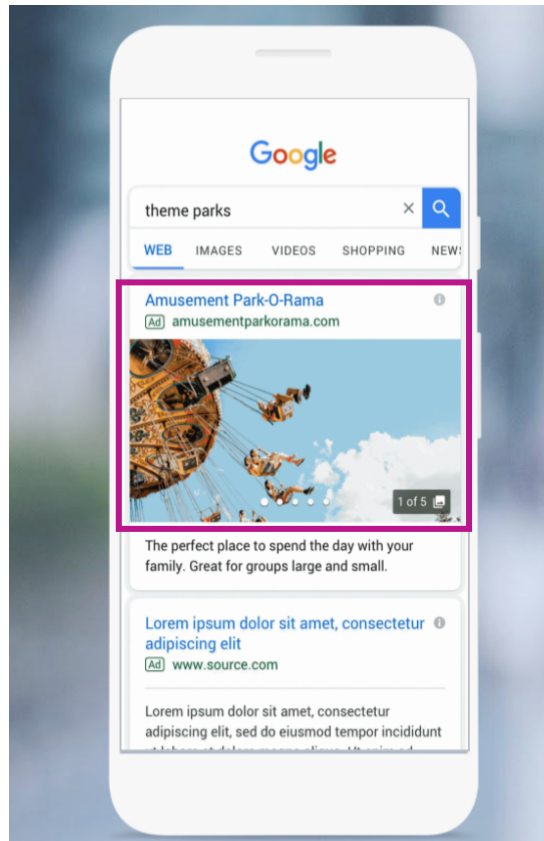
- Add extensions for increased real estate and improve your CTR
- Extensions should highlight services/details that are supplemental to your standard ad text, providing a unique experience with each click and maximizing all that your business has to offer

enhance the ad unit to drive higher engagement

- **Location Extensions:** display the location of your business
- **Call Extensions:** add a phone number to your desktop ads or link to call from a mobile ad
- **Callout Extensions:** non-linking text displayed below the ad that call out a key feature of your business
- **Sitelink Extensions:** clickable links to sub-pages on your site
- **Structured Snippet Extensions:** additional non-linking text that is similar to, but less formatted than callouts
- **Price Extensions:** listing of a product/service and the price
- **App Extensions:** link to your app's pages in the app store or directly download from the ad

The Ads Continue to Evolve – New formats continue to emerge

Gallery Ads




Inspirational Ads

romantic place to escape with that special someone, these stunning Bali resorts are renowned for their ...

In Love With Bali: 10 Ways To Honeymoon Heaven - Flight Centre

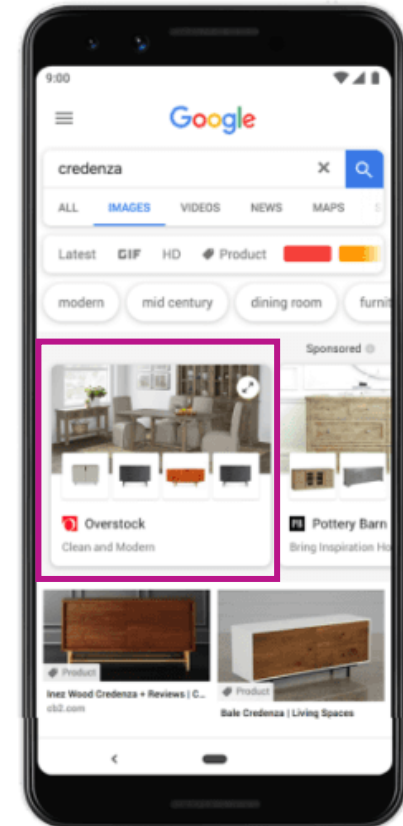
Flight Centre > au > destinations > bali-h...

Nov 6, 2014 · There's an experience to suit every taste and accommodation options for all budgets, from luxe villas and spa retreats to sophisticated hotels and resorts. Little wonder Bali is a favourite honeymoon ...



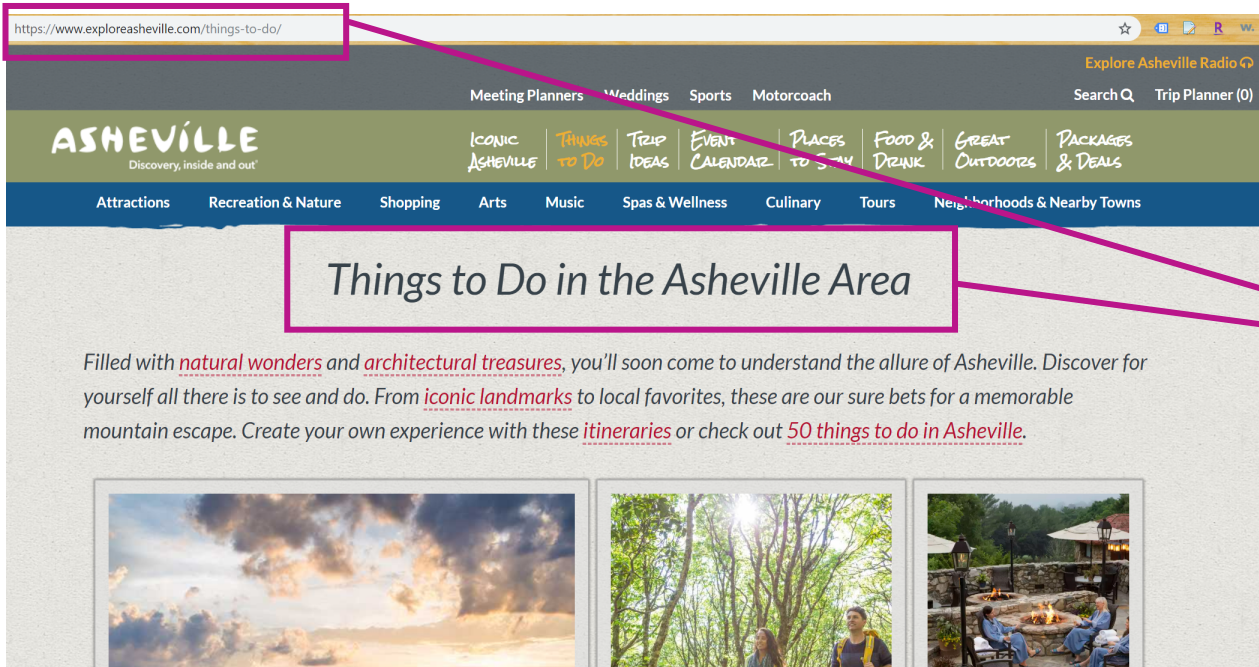
Bali Honeymoon Tours | Designed by

Showcase Ads



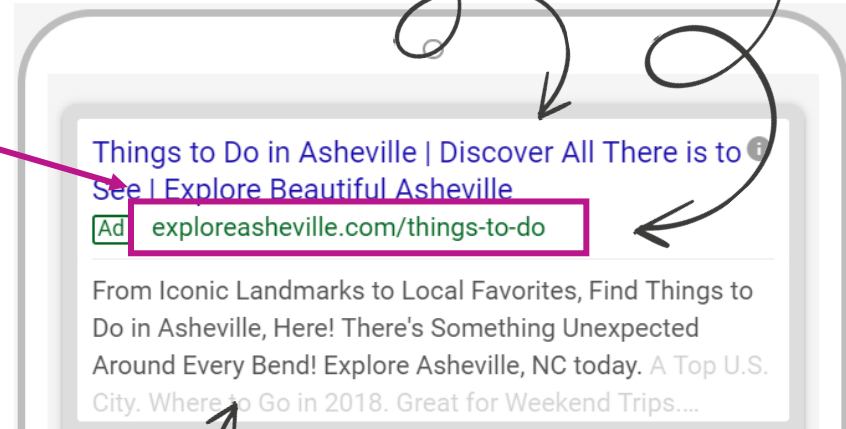
Dynamic Search Ads (DSAs) save you time by automating ads

Google Ads crawls your site and then uses website's titles and phrases to select a landing page and generate a clear, relevant headline and choose a landing page for each query



Dynamically generated headlines

Landing page dynamically chosen based on query



You write ad description

3 Benefits to Dynamic Search Ads

01

Set it and forget it!

- If you update your website the ads update along with it
- Set the bid for each ad to control spend

02

You can choose how specific you want to get

- Make one ad for your whole site and let Google do the rest, or get more specific with sub-page ads

03

Fully automated

- No keywords or structure needed!
- Choose your main message and your existing website does the rest

targeting



from targeting keywords to targeting people



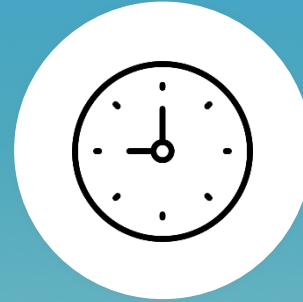
audience



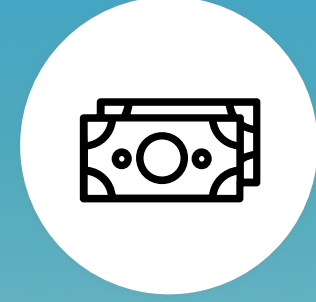
geo



device



time

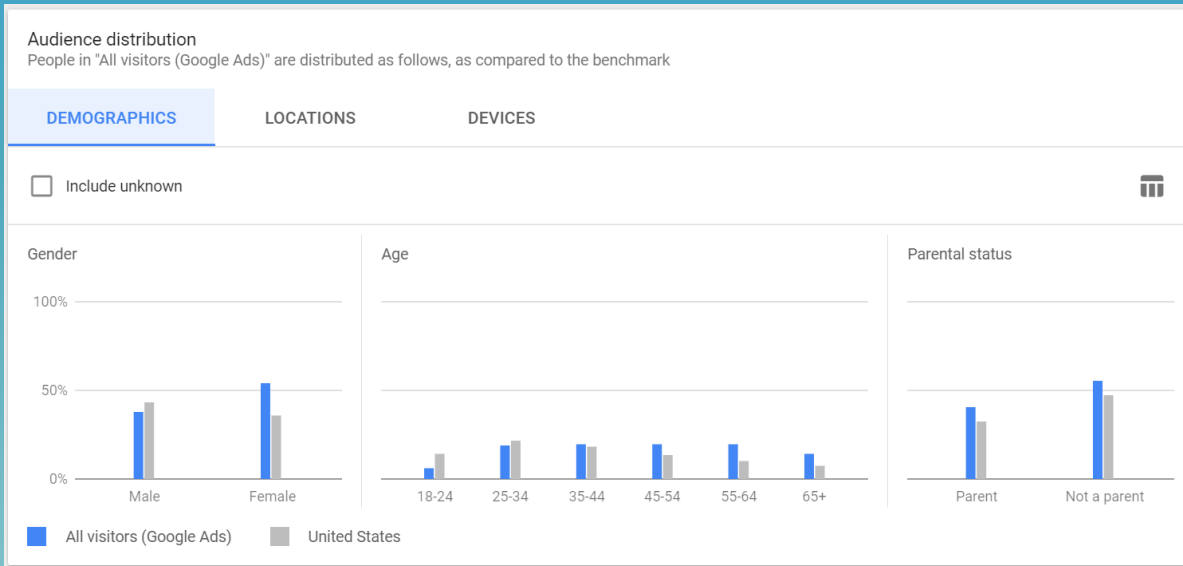


income

proper targeting will allow you to home in on the right audience and get more efficient clicks



Audience Targeting – Segmenting your users and unlocking any size budget



Relevant audiences
People in this remarketing list are most often associated with the following audiences

IN-MARKET AUDIENCES AFFINITY AUDIENCES

Select audiences to add to an ad group

<input type="checkbox"/> In-market audience	Index	Size	Added to
<input type="checkbox"/> Travel > Trips by Destination > Trips to North America > Trips to the US Trips to Charleston, SC	20x	10M - 15M	None
<input type="checkbox"/> Travel > Trips by Destination > Trips to North America > Trips to the US Trips to Charlotte	16.4x	10M - 15M	None
<input type="checkbox"/> Travel > Trips by Destination > Trips to North America > Trips to the US Trips to Raleigh-Durham Area	16x	10M - 15M	13 campaigns
<input type="checkbox"/> Travel > Trips by Destination > Trips to the Middle East & Africa Trips to Israel	13.2x	15M - 20M	None
<input type="checkbox"/> Travel > Trips by Destination > Trips to North America > Trips to the US Trips to Myrtle Beach & Grand Strand	11x	40M - 45M	13 campaigns
<input type="checkbox"/> Travel > Trips by Destination Trips to the Middle East & Africa	8.8x	30M - 35M	None
<input type="checkbox"/> Travel > Trips by Destination > Trips to Latin America Trips to the Caribbean	6.4x	85M - 90M	None
<input type="checkbox"/> Travel Vacation Packages	5.8x	100M - 150M	None
<input type="checkbox"/> Travel > Hotels & Accommodations Vacation Rentals	5.4x	150M - 200M	1 ad group, 13 campaigns
<input type="checkbox"/> Travel > Trips by Destination Trips to Latin America	5.1x	100M - 150M	None

what is geo targeting?

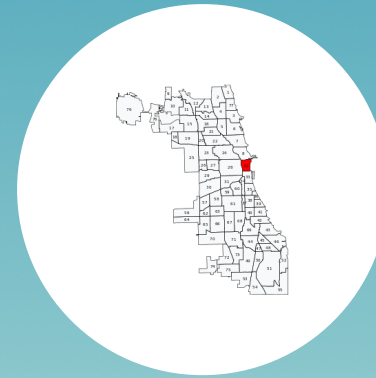
geo-targeting allows advertisers to focus delivery of content to specific locations (countries, states, cities, zip code, DMA) based on where their customers are



country



state

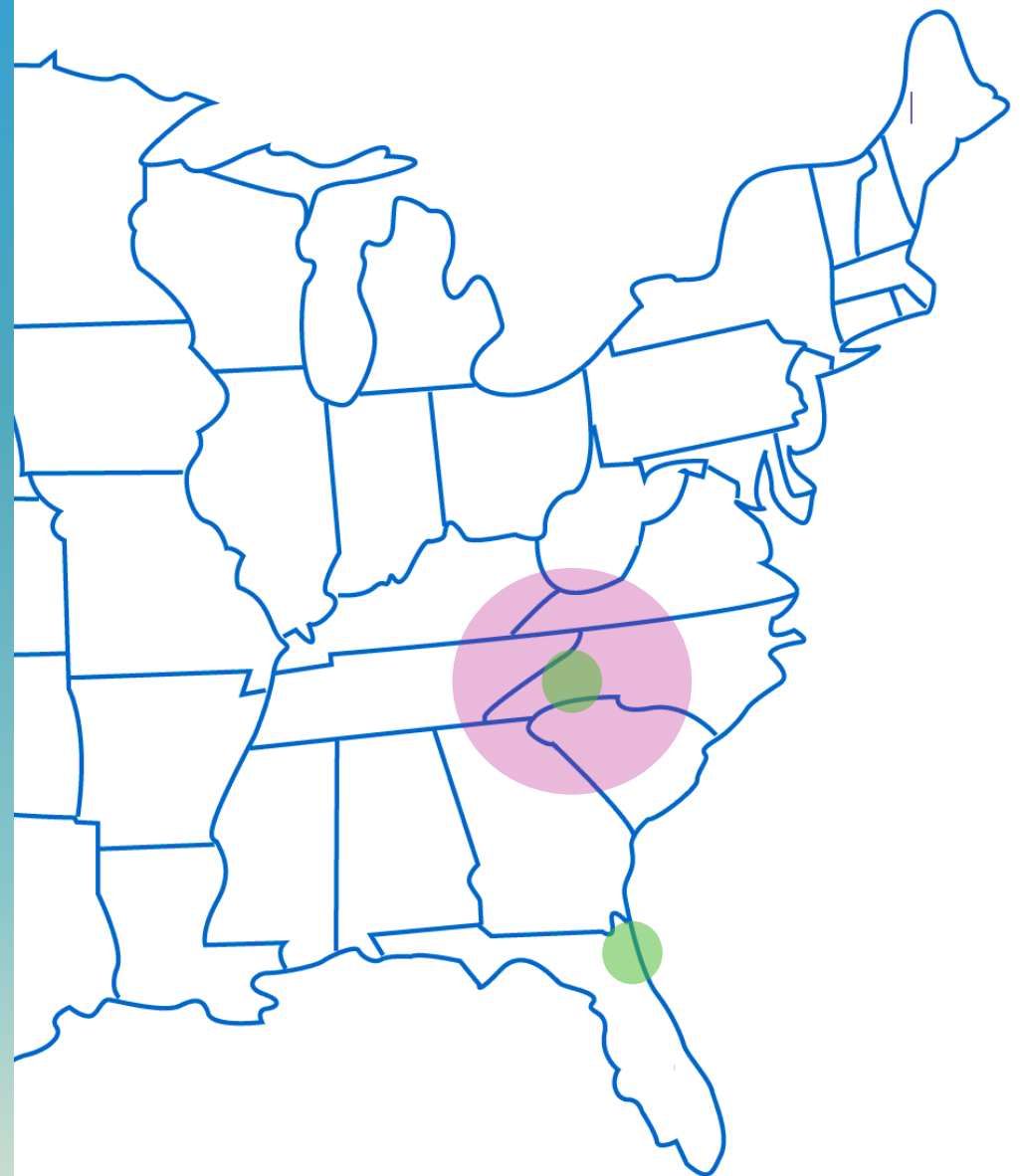


city & zip code

optimize locations based on their individual performance

Performance may differ across a wide range of locations.

Increase bids in areas where observed conversion is high, and reduce bids in areas where users are less likely to convert.



Device Targeting- do potential customers behave differently across devices?



VS.



Time of Day Targeting – ad schedules

+30% bid

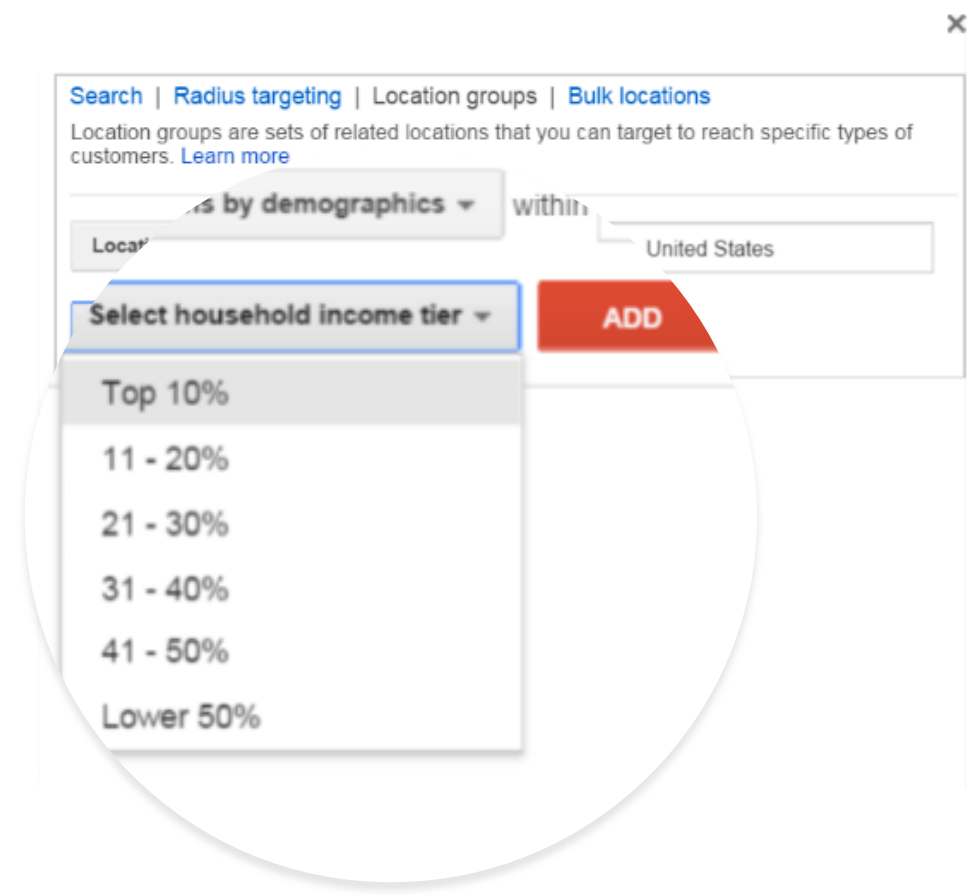
	↓						
	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Impressions	2,000	1,500	1,000	750	800	900	1,000
Ranking	2.0	1.5	1.3	1.4	1.2	1.5	1.2

Ads can be scheduled by time of day and day of week

- **Adjust bids to increase your ad position when users are searching for your cause resulting in more efficient campaigns**
- **Allow budgets to extend by having ads appearing only at key times**

income targeting

- ▶ target by various income brackets
- ▶ see which brackets reach quality visitors and customers
- ▶ invest more in stronger performing brackets



summary

so, why paid search?

1

reach your most relevant audience interested in your cause with granular targeting capabilities

2

control when and where your messaging appears

3

cost-effective and efficient marketing tactic

SEO Overview

What you'll learn and why SEO is critical for your brand

What is SEO and benefits?

- The ingredients for success
- Potential of the channel for your business

How to Engage

- Free tools you should use
- On-page best practices
- Content research tips

What is SEO?

Search Engine Optimization (SEO) is a process that seeks to grow visibility resulting in improved organic rankings and increased traffic from search engines.

This is accomplished by ensuring websites adhere to certain technical best practices, while delivering fresh and relevant content to search engines and users.

Importance of SEO



93% of web experiences begin with search engines



92% of all searches happen on Google



51% of traffic comes from organic search via SEO (industry average)



75% of people never scroll past the first page of search engines.

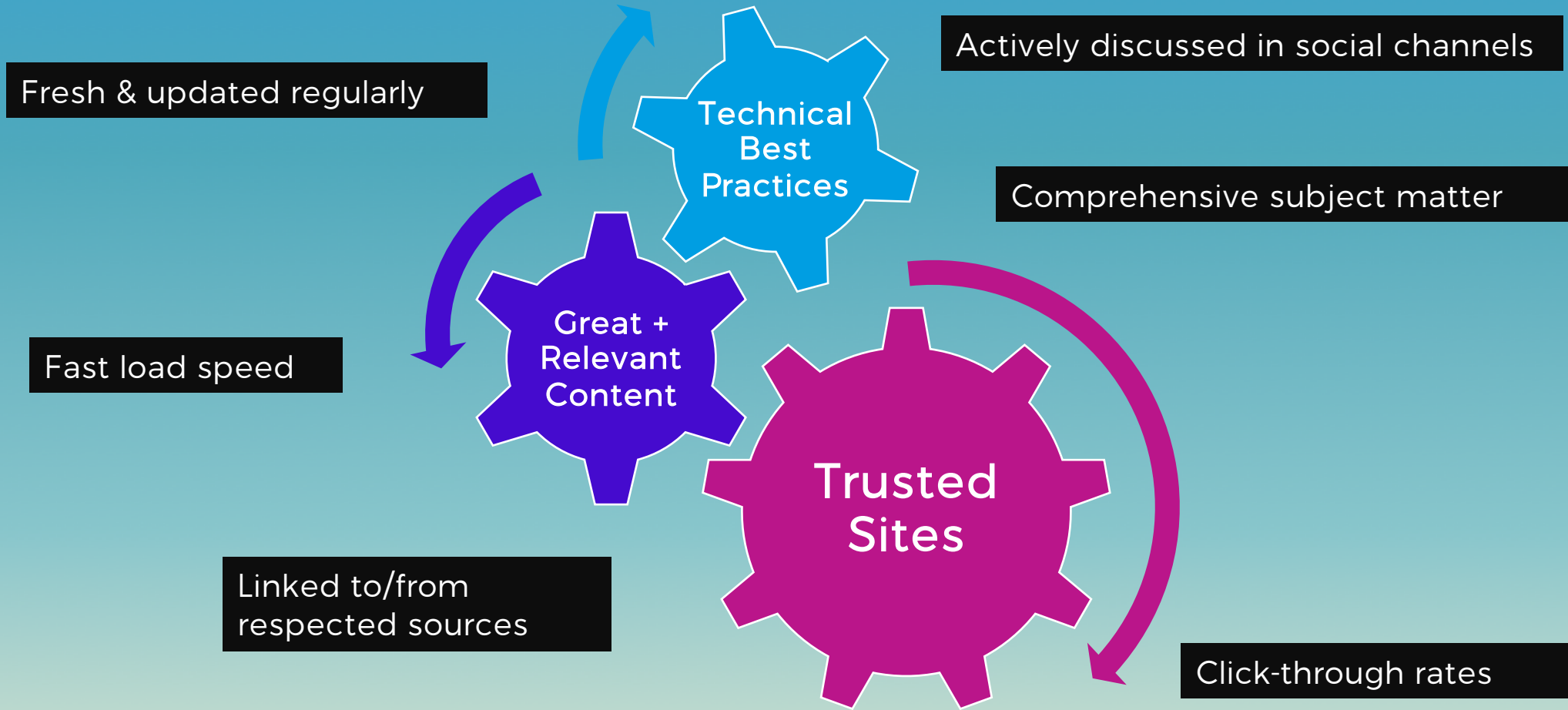
SERP CTR

- Across devices, Page 1 is still where 98% of clicks happen.
- ~60% of clicks occur in the top 5 positions.
- Mobile organic CTRs have declined in recent years, with the addition of universal results and increase of paid ads.

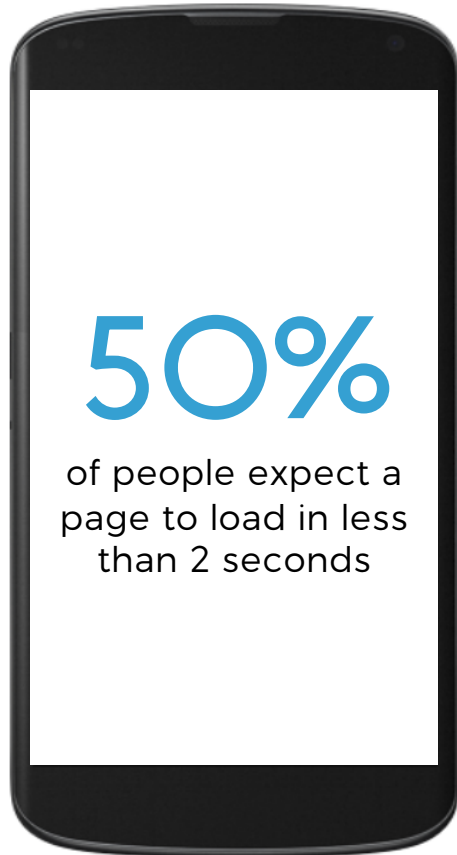
Desktop		Mobile	
SERP Position	CTR	SERP Position	CTR
1	27%	1	21%
2	13%	2	13%
3	10%	3	10%
4	6%	4	6%
5	4%	5	4%
6	3%	6	3%
7	2%	7	2%
8	1%	8	1.5%
9	1%	9	1%
10	1%	10	1%

Source: [Advanced Web Ranking | CTR Study](#)

Search engines are looking to provide the best possible answer to users' queries

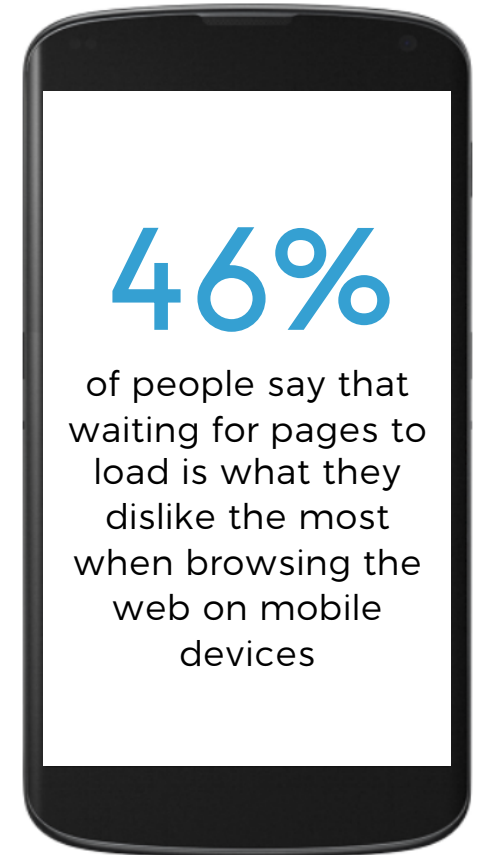


Brands have to adapt to stay relevant amidst algorithm changes



As of July 2018, mobile site speed is including as a ranking factor.

The “Speed Update” primarily impacted sites whose page speed was in the bottom third of all sites.



Things you can do today?

- Free tools to use
- SEO fundamentals
- Content research

Things to do today

Free tools of the trade

1. Google Search Console (Webmaster Tools)
2. Screaming Frog Spidering Tool
3. Google Page Speed Insights tool
4. Google Mobile Friendly Page Tester
5. AHREFS Backlink Profile Tool
6. Google My Business

Free tools of the trade

Setup domains in Google Search console (webmaster tools)

<https://search.google.com/search-console/about>

Select property type

Domain new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

charlestonbicyclecompany.com
Enter domain or subdomain

CONTINUE

or

URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com
Enter URL

CONTINUE

[LEARN MORE](#) [CANCEL](#)

Verify domain ownership via DNS record
charlestonbicyclecompany.com

- 1 Sign in to your domain name provider (e.g. godaddy.com or namecheap.com)
- 2 Copy the TXT record below into the DNS configuration for **charlestonbicyclecompany.com**
google-site-verification=zOnlh7jZRr4i8-cTiSWy **COPY**
- 3 Press **verify** below. If you can't complete the verification right now, you can press **verify later** and return here by selecting **charlestonbicyclecompany.com** from the property menu

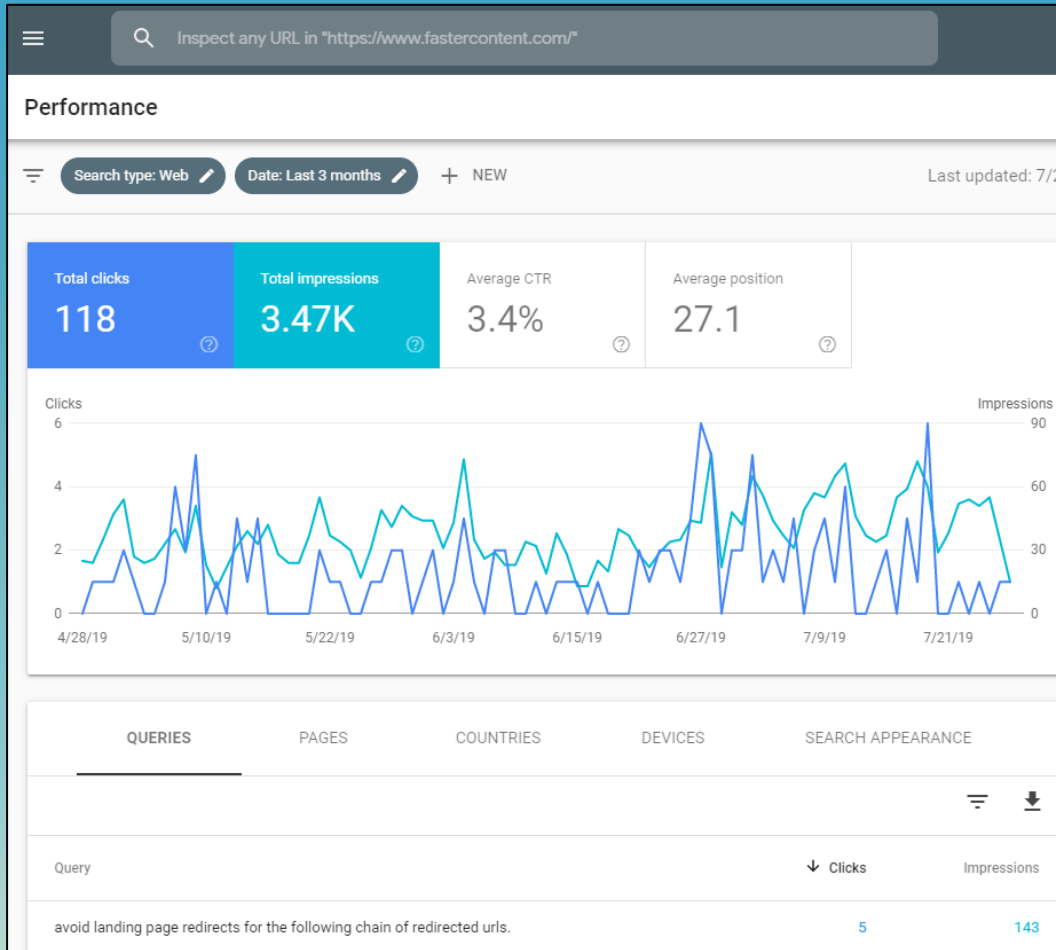
Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again
[Full details](#)

Can't verify via Domain name provider?
For more verification methods, [try a URL prefix property instead](#)

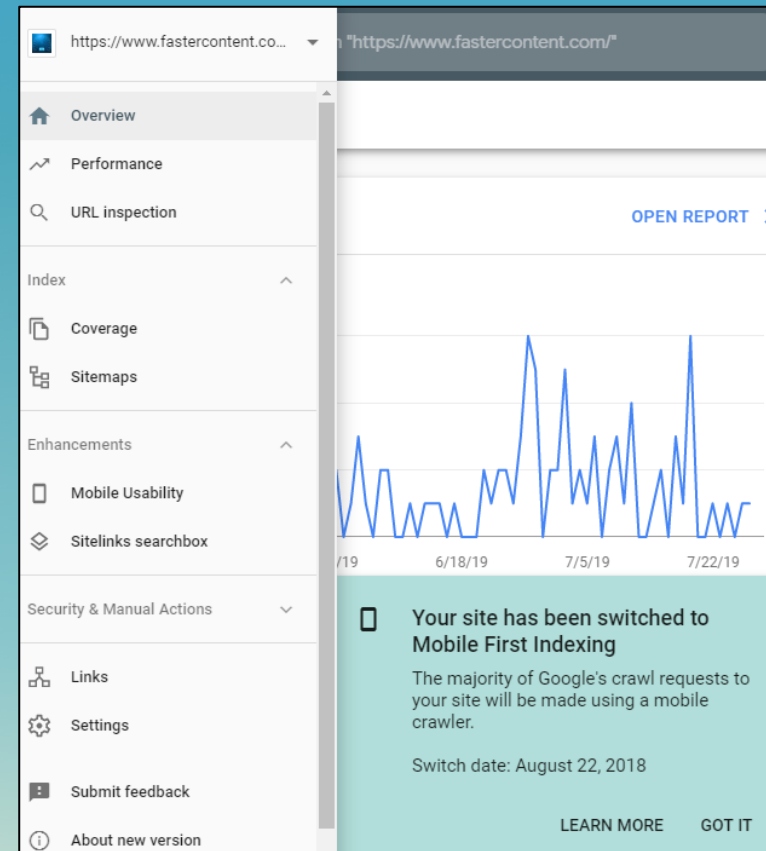
BACK **VERIFY LATER** **VERIFY**

Free tools of the trade

Explore insights in Google Search console (webmaster tools)



<https://search.google.com/search-console/>



Free tools of the trade

Download Screaming Frog and Crawl your site like Google. Here you find lots of quick wins!

The screenshot shows the Screaming Frog SEO Spider 8.3 interface in Spider Mode. The browser address bar displays `https://charlestonbicyclecompany.com`. The main area is divided into two tables:

Pos	Unique Inlinks (Top 20 URI)	Number of URI	% of Total
1	https://charlestonbicyclecompany.com/trail-bikes	98	100.0
2	https://charlestonbicyclecompany.com/contact	98	100.0
3	https://charlestonbicyclecompany.com/gravel-bikes	98	100.0
4	https://charlestonbicyclecompany.com/vintage-gallery	98	100.0
5	https://charlestonbicyclecompany.com/events	98	100.0
6	https://charlestonbicyclecompany.com/gear-apparel	98	100.0
7	https://charlestonbicyclecompany.com/lifestyle-bikes	98	100.0
8	https://charlestonbicyclecompany.com/shop-talk	98	100.0
9	https://charlestonbicyclecompany.com/	98	100.0

Depth (Clicks from Start URL)	Number of URI	% of Total
0	1	1.02
1	21	21.43
2	48	48.98
3	2	2.04
4	1	1.02
5	1	1.02
6	1	1.02
7	1	1.02
8	1	1.02
9	1	1.02
10	20	20.41

Below the tables is a 'Depth Stats' bar chart showing the distribution of pages across different depths. The x-axis represents depth (0-10) and the y-axis represents the number of pages. The highest frequency is at depth 2, with 48 pages.

The interface also shows a list of crawled pages on the left, with the current page selected: `https://charlestonbicyclecompany.com/events/2017/12/16/saturday-morning-ramble`. The title and description fields are visible at the bottom.

<https://www.screamingfrog.uk>

The screenshot shows the Screaming Frog website interface. At the top, the Screaming Frog logo is visible. Below it, a message reads "Looks like you're running ... Windows". A prominent green button with a white frog icon and the text "Download now" and "Download for Windows" is displayed. Below the button, there is a link that says "Using a different operating system?".

Free tools of the trade

Run Google Page Speed Insights Tool on important URLs

PageSpeed Insights HOME DOCS

<https://charlestonbicyclecompany.com/> ANALYZE

MOBILE DESKTOP

7

<https://charlestonbicyclecompany.com/>

0-49 50-89 90-100 ⓘ

Field Data — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

Origin Summary — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.

Lab Data

▲ First Contentful Paint	8.0 s	▲ First Meaningful Paint	9.4 s
▲ Speed Index	11.2 s	▲ First CPU Idle	12.2 s
▲ Time to Interactive	14.0 s	▲ Max Potential First Input Delay	960 ms

<https://developers.google.com/speed/pagespeed/insights/>

PageSpeed Insights HOME DOCS

MOBILE DESKTOP

Opportunities — These optimizations can speed up your page load.

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	10.05 s
▲ Eliminate render-blocking resources	6.95 s
▲ Properly size images	5.55 s
▲ Efficiently encode images	1.8 s
▲ Defer offscreen images	1.5 s
■ Remove unused CSS	0.3 s

Free tools of the trade

Validate URLs with Google Mobile Friendly Page Tester

<https://search.google.com/test/mobile-friendly>

Mobile-Friendly Test

http://marthalouskitchen.com/

Test results

No loading issues VIEW DETAILS

Rendered page HTML SCREENSHOT

Tested on: Jul 30, 2019 at 11:33 AM

Page is not mobile friendly

This page can be difficult to use on a mobile device

LEARN ABOUT MOBILE DESIGN

Fix the following 3 issues

- ✗ Viewport not set
- ✗ Content wider than screen
- ✗ Text too small to read

Additional resources

- Learn how to fix these errors
- See mobile usability issues for my entire site
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

Mobile-Friendly Test

Is your web page mobile-friendly?

URL CODE

Enter a URL to test

TEST URL

About this tool

Test how easily a visitor can use your page on a mobile device. Just enter a page URL to see how your page scores.

MORE USAGE TIPS →

Why mobile?

The web is being accessed more and more on mobile devices. Designing your websites to be mobile friendly ensures that your pages perform well on all devices.

LEARN MORE →

About Search Console

Search Console alerts you about critical site errors such as detection of hacked content, and helps you manage how your content appears in search results.

GO TO SEARCH CONSOLE →

Free tools of the trade

Evaluate backlinks with AHREFS and understand who's linking to your websites or competitors

Backlink profile for https://charlestonbicyclecompany.com/
Domain with all its subdomains

Domain rating

11

Backlinks

1,112

86% dofollow

Referring domains

82

80% dofollow

Top 100 backlinks | Top 5 anchors | Top 5 pages | One link per domain

Referring page	DR	UR	Domains	Traffic	Anchor and backlink
South Carolina Bicycle Accident Lawyers Bike Law www.bikelaw.com/state/south-carolina-bicycle-accident-lawyers/ EN WORDPRESS	47	25	34	34	http://www.charlestonbicyclecompany.com/www.charlestonbicyclecompany.com/ ↳ 301 charlestonbicyclecompany.com/
America's Top 50 Bike-Friendly Cities www.bicycling.com/rides/g20028305/americas-top-50-bike-friendly-cities/ EN	79	23	22	0.01	http://www.charlestonbicyclecompany.com/www.charlestonbicyclecompany.com/ ↳ 301 charlestonbicyclecompany.com/
Southeastern Cycling South Carolina Cycling sadlebred.com/south-carolina-cycling/ EN WORDPRESS	23	16	8	49	http://www.charlestonbicyclecompany.com/www.charlestonbicyclecompany.com/ ↳ 301 charlestonbicyclecompany.com/
Bike Clubs & Shops - Palmetto Cycling Coalition pccsc.net/bike-clubs-shops/ EN WORDPRESS	34	13	4	45	http://www.charlestonbicyclecompany.com/www.charlestonbicyclecompany.com/ ↳ 301 charlestonbicyclecompany.com/

<https://www.ahrefs.com>

☰
ahrefs
🌐 👤

Backlink Checker

Try the free version of Ahrefs' backlink checker. Get a glimpse into the power of our premium tool.

.domain/ ▾

Check backlinks

Free tools of the trade

Google My Business: Claim and manage your locations. Get insights on how people find your business listing on the web.

Manage

1. Enter complete data
2. Verify your business locations
3. Keep your hours accurate
4. Manage and respond to reviews
5. Add photos

Get Insights

1. How customers find your listing
2. Search queries
3. Where customers find you on Google
4. Customer actions
5. Direction requests
6. Phone calls
7. Photos
8. What your business is known for

<https://www.google.com/business/>

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



(404) 370-9778

Get your code at this number now by automated call or text message (standard rates apply)

Language

English ▼

Call

Text



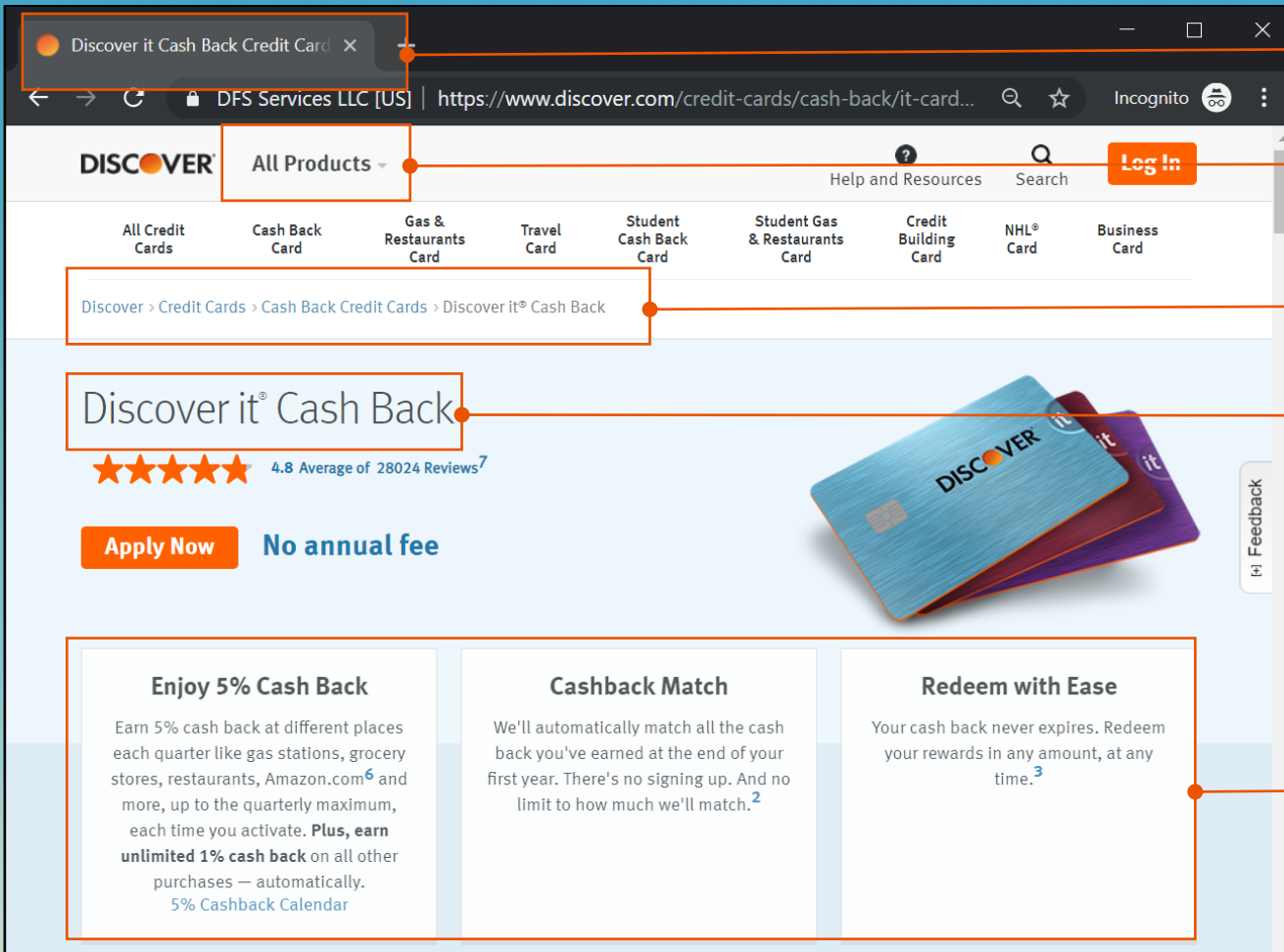
None of these work for me

Explore slower options

On-Page fundamentals

- Title & Meta Tags
- Heading Tags
- Internal Linking
- Body content

On-Page best practices in action



Keyword-Rich Title Tag

Text Navigation

Breadcrumb: Keyword Cross-Link

H1 Heading Tag

Body Copy

Title tags appear to the user in search snippets and at the top of the browser window

Search Snippet

Discover it Cash Back Credit Card | Discover

<https://www.discover.com/credit-cards/cash-back/it-card.html> ▼

The **Discover it card** is a **cash back card** with benefits such as no annual fee, FICO® Score for free every month, and great rewards that never expire.

Browser Window/Tab

Discover it Cash Back Credit Card × +

← → ↻ 🔒 DFS Services LLC [US] | <https://www.discover.com/credit-cards/cash-back/it-card...>

Page Source

```
<!DOCTYPE HTML>
<html lang="en">
  <head><script type="text/javascript" src="//www.discover.com/scripts/discoverlib.js"> </script>
  <meta charset="UTF-8"/>
  <title>Discover it Cash Back Credit Card | Discover</title>
```

Title tags are the most important on-page element for influencing rankings

Google will typically display as many characters as it can fit within a 512 pixel limit for desktop results (usually between 50-60 characters)

Discover it Cash Back Credit Card | Discover

<https://www.discover.com/credit-cards/cash-back/it-card.html> ▼

The **Discover it card** is a **cash back card** with benefits such as no annual fee, FICO® Score for free every month, and great rewards that never expire.

Brand names are recommended to be placed towards the end of the title tag

- Incorporating **relevant and highly searched keywords** in your title tag is vital in communicating the relevancy your page to those terms
- Including your **brand name** in the title tag helps in reinforcing user trust

Meta description tags reinforce keywords and provide a critical area to display messaging

Discover it Cash Back Credit Card | Discover

<https://www.discover.com/credit-cards/cash-back/it-card.html> ▼

The **Discover it card** is a **cash back card** with benefits such as no annual fee, FICO® Score for free every month, and great rewards that never expire.

```
<meta name="description" content="The Discover it card is a cash back card with benefits such as no annual fee, FICO&reg; Score for free every month, and great rewards that never expire.">
```

- Think of the description tag as a **high-level summary** of a book
- As a general rule, the description length should target **150-160 characters**
- The description tag should elicit a **call to action** to capture the searcher's click


Heading tags outline the flow of content

Discover it[®] Secured

Build or rebuild your credit with responsible use.⁶

★★★★★ 4.8 Average of 1399 Reviews⁹

Apply Now No annual fee



It's a real credit card, not a prepaid or debit card
You can build a credit history with the three major credit bureaus. Generally, prepaid and debit cards can't do that.

Get started with a refundable security deposit
Your secured credit card requires a refundable security deposit. You choose the deposit amount up to the credit line approved.

Free Social Security number alerts
We'll monitor and alert you if we find your Social Security number on any of thousands of Dark Web sites - when you activate.¹

Earn 2% Cash Back
At gas stations and restaurants on up to \$1,000 in combined purchases each quarter.^{††} Plus, earn unlimited 1% cash back on all other purchases — automatically.

Secured Credit Card FAQ's

- + What type of credit do I need to qualify for this card?
- + What do I need to apply?
- + What are Secured Credit Cards?
- + Can I get my security deposit back?

[See all FAQs](#)

Check out our video to learn more.

[Not sure if a secured credit card is right for you? !\[\]\(8b944636c18086005afb4c34c5fb9650_img.jpg\)](#)

H1

H2

H2

H2

H2

Heading tags amplify core page relevancy with semantic markup

- Search engines are better able to determine the page's topical relevancy when heading tags correctly outline the flow of content
- Heading tags add **SEO value** by giving stronger keyword relevance to tagged phrases, and providing a focus for a given body of text
- Every page should have a **unique H1** tag. There can be only one per page!

Highest Topical Priority
Broadest Topical Focus



H1 - Defines Entire Page

H2 - Defines Page Sections

H3 - Defines Page Subsections

H4 - Defines 3rd Level Sections

H5 - Defines 4th Level Sections

Lowest Topical Priority
Strictest Topical Focus

Text content is the core determining factor for search query relevance

Heavier Keyword Weight

Discover it® Secured

Build or rebuild your credit with responsible use.⁶

★★★★★ 4.8 Average of 1399 Reviews⁹

[Apply Now](#) No annual fee

It's a real credit card, not a prepaid or debit card
You can build a credit history with the three major credit bureaus. Generally, prepaid and debit cards can't do that.

Get started with a refundable security deposit
Your secured credit card requires a [refundable](#) security deposit. You choose the deposit amount up to the credit line approved.

Free Social Security number alerts
We'll monitor and alert you if we find your Social Security number on any of thousands of Dark Web sites - when you activate.¹

Earn 2% Cash Back
At gas stations and restaurants on up to \$1,000 in combined purchases each quarter.^{††} Plus, earn unlimited 1% cash back on all other purchases — automatically.

Secured Credit Card FAQ's

- + [What type of credit do I need to qualify for this card?](#)
- + [What do I need to apply?](#)
- + [What are Secured Credit Cards?](#)
- + [Can I get my security deposit back?](#)

[See all FAQs](#)

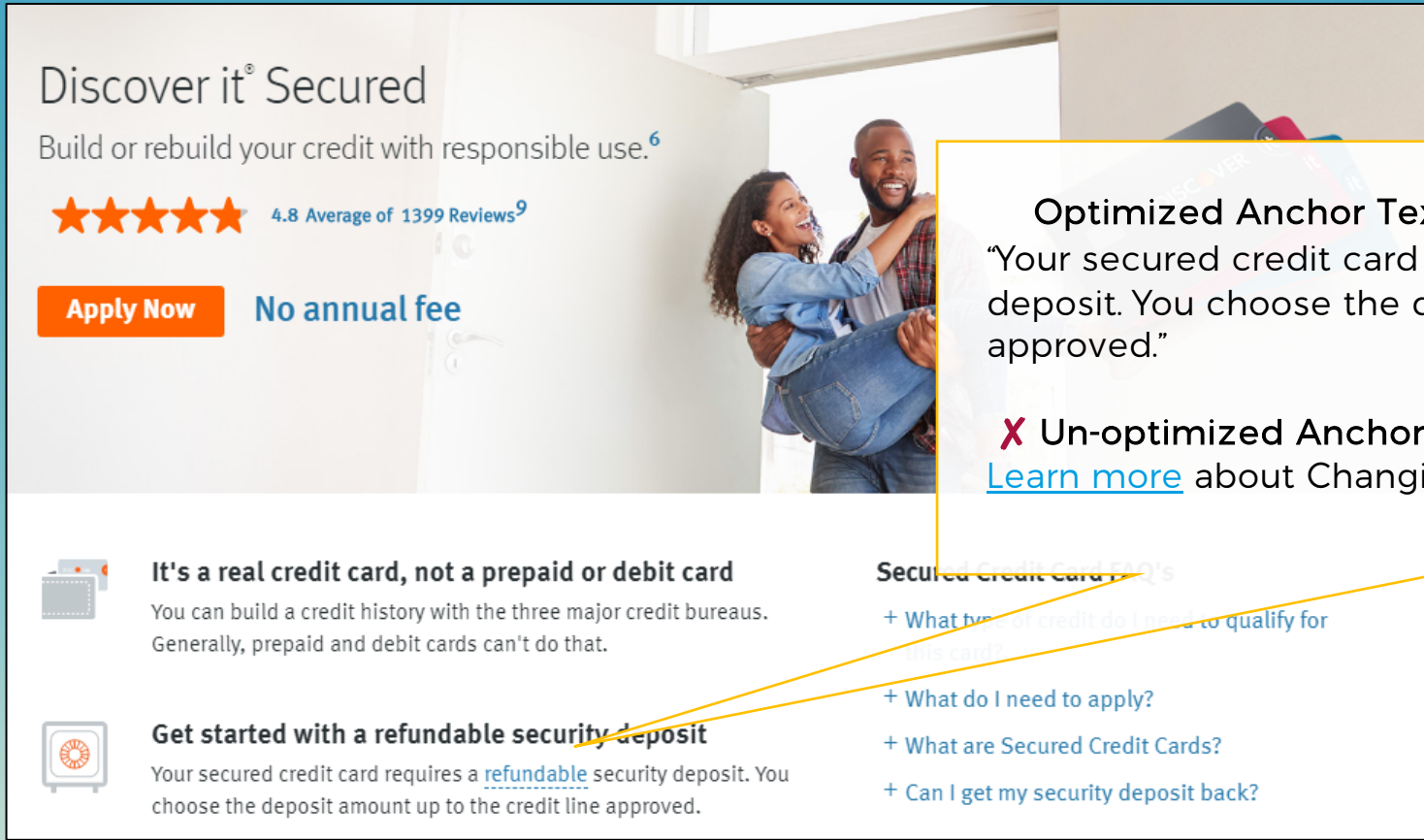
Check out our video to learn more.

Not sure if a secured credit card is right for you? [👤](#)

- The main body content and heading tags should be prioritized higher in the document structure
- Content should be written for users, not for search engines

Lesser Keyword Weight

Keyword anchor text is highly influential in supporting the relevance of your web content




Optimized Anchor Text
“Your secured credit card requires a [refundable](#) security deposit. You choose the deposit amount up to the credit line approved.”

X Un-optimized Anchor Text
[Learn more](#) about Changing or Resetting your email password.

Structured markup helps search engines understand content and display rich snippet results

Capital One Home > Credit Cards > Cash Back > QuicksilverOne



QuicksilverOne® from Capital One®
Unlimited 1.5% Cash Back on every purchase, every day.
Plus, get access to valuable benefits.

Credit Level: AVERAGE
★★★★★ Read all 9,548 reviews

[Apply Now](#)

Unlimited Rewards	Annual Fee	Purchase Rate
Earn unlimited 1.5% cash back on every purchase, every day	\$39	26.99% variable APR

Structured data markup is easily extracted for rich snippet display

available to anyone, whether or not you have a Capital One product.

```
<span class="BVRNumber reviewCount" itemprop="reviewCount">9,548</span>
```

QuicksilverOne - Unlimited 1.5% Cash Back | Capital One
<https://www.capitalone.com > Credit Cards > Cash Back>
★★★★★ Rating: 4.6 - 9,548 reviews
See if you're pre-qualified for **Capital One** credit card offers, with no impact to your credit score. ...
Redeem your cash back for any amount, anytime. ... Explore **Capital One** credit card benefitsfootnote.

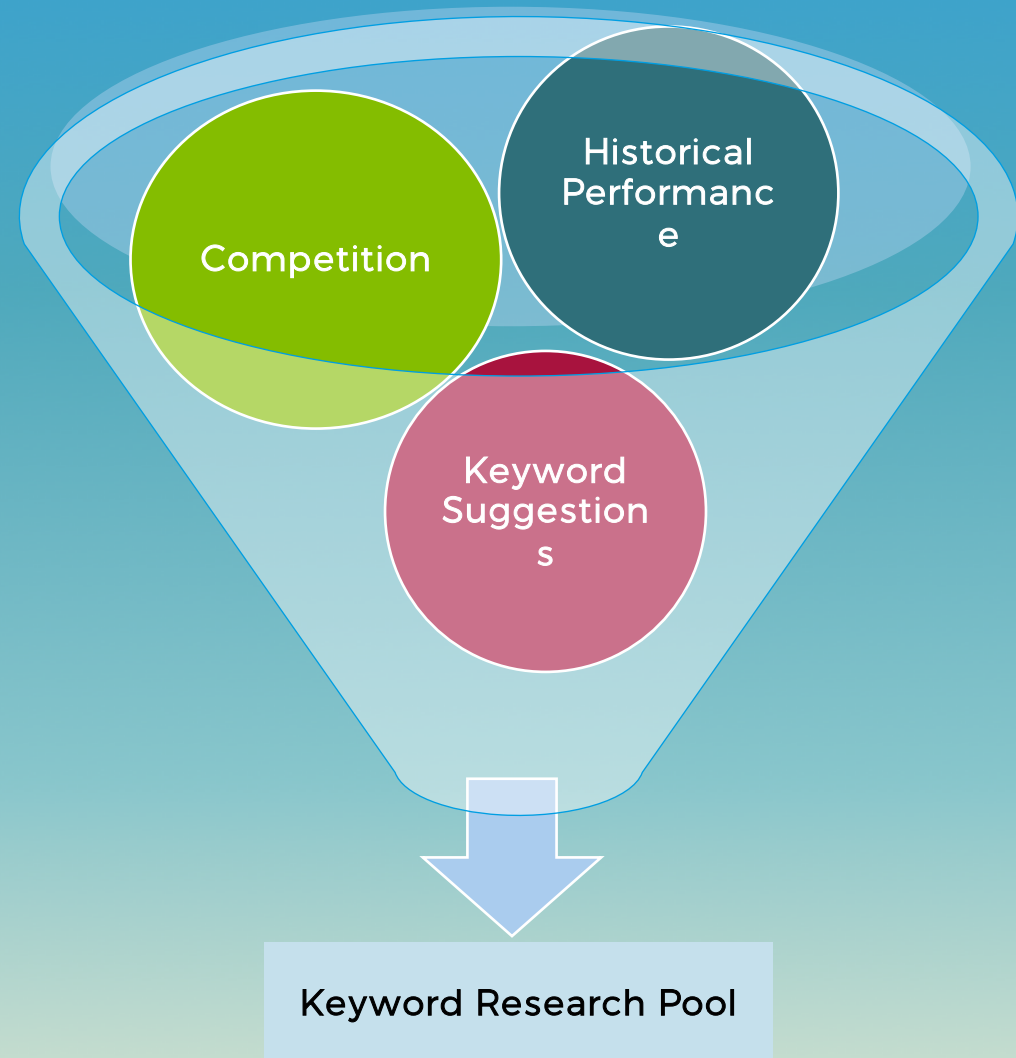
Writing Content for Search

Keyword research



Keyword research is a critical starting point

- Three main types of input sources:
 - Competition
 - Historical Performance
 - Keyword Suggestion Tools
- By combining these inputs into your research, you should end up with a strong pool of keyword data



Finding keyword suggestions

- Various tools exist to help with keyword research, such as Google Keyword Planner (requires an Adwords account), BrightEdge, Ahrefs, & more



BRIGHTEDGE

ahrefs

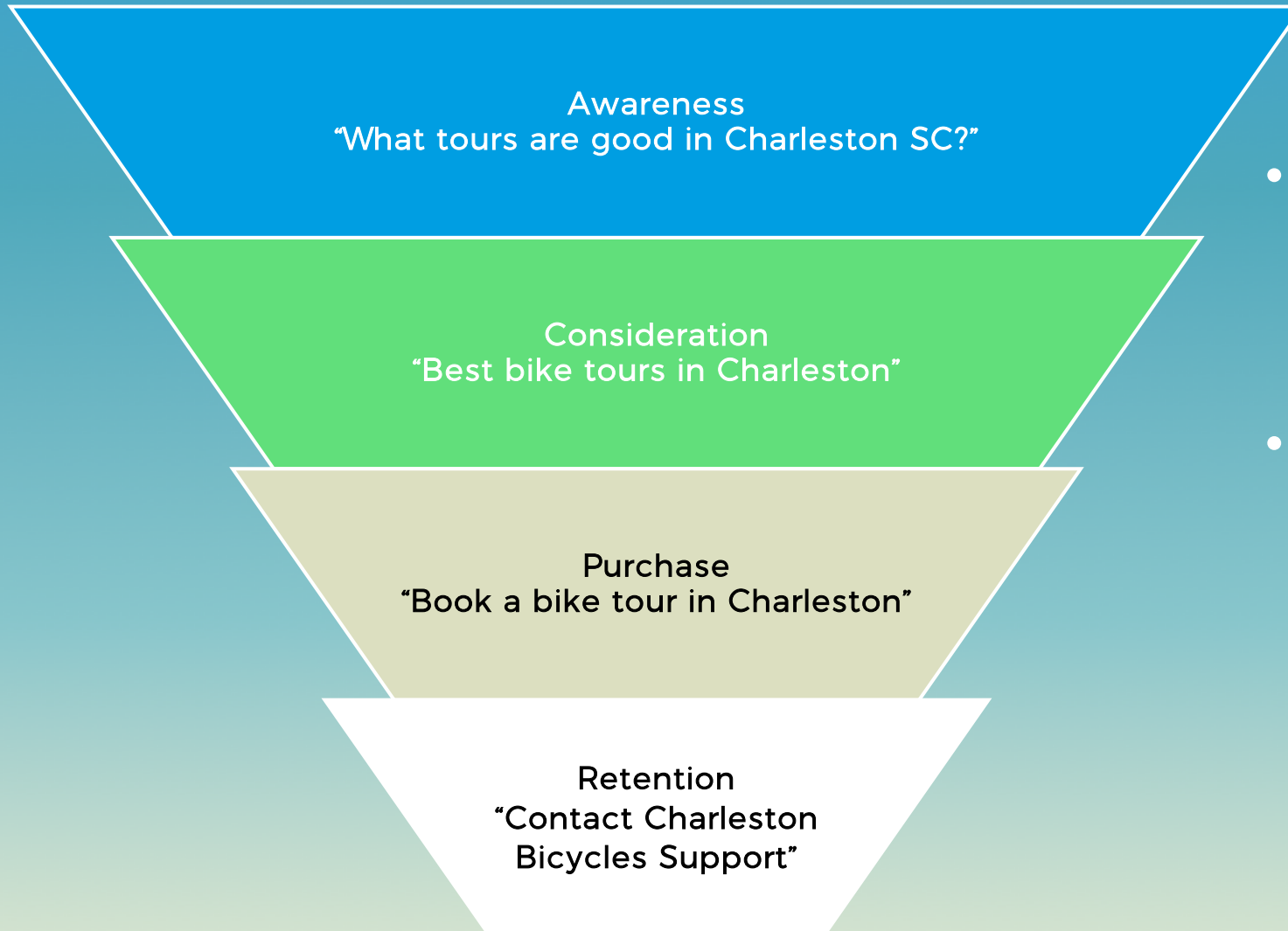
Using Google Keyword Planner (free)

The screenshot shows the Google Keyword Planner interface. At the top, there's a search bar with 'cash back card' entered. Below the search bar, there's a filter section with 'Show broadly related ideas' selected. The main table displays search results for 'cash back card' with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', and 'Top of page bid (high range)'. The table lists four keywords: 'credit card', 'cashback', 'cash back credit cards', and 'best credit cards'.

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> credit card	301,000	High	–	\$6.28	\$14.45
<input type="checkbox"/> cashback	18,100	Medium	–	\$4.13	\$10.44
<input type="checkbox"/> cash back credit cards	18,100	High	–	\$5.64	\$13.88
<input type="checkbox"/> best credit cards	135,000	High	–	\$5.73	\$15.00

- Enter keyword phrases and Google will return an expanded list of suggestions
- Features include the ability to view search volume estimates by locality
- Search volume is shown as a 12-month average, so Google Trends is especially important for seasonal or newsworthy keywords

Aligning to searcher intent



- Focus on the ways people search at different stages of the purchase funnel
- Keywords should be evaluated based on intent, and segmented by qualifier words and phrases

Thank you!