



Create. Measure. Grow.

Going Digital Workshop

How to plan for an SEO campaign/Website

August, 2021



Agenda

What we will be going through:

Step 1: Analyze Your Current Website Setup.

Step 2: Topic Creation & Keyword Research.

Step 3: Establish a Pillar Content Strategy.

Step 4: Perform a SEO Audit.

Step 5: Define & Track Your Goals.

Step 6: Work on On-Site-Optimisation.

Step 7: Work on Local SEO.



About Us

Who is CMG?

CMG was born out of the desire to see Australian businesses succeed by immersing ourselves into your world as an extension of what you do. We are your partner and your extended marketing team- we're with you each and every step of your journey.

In this ever-changing landscape, CMG encompasses all things digital, integrating data and strategy that drives the right results. We believe in building a future that is creative, innovative and reliable.

CMG- create. measure. grow.

People

Dedicated team, providing diverse expertise.

Data

Insights from million+ campaigns driving your outcomes.

Performance

Industry proven insights and technology to drive the right performance.

Technology

Gain access to award-winning technology used globally, tailored to your business.



Analyse your website



Let's analyse your website

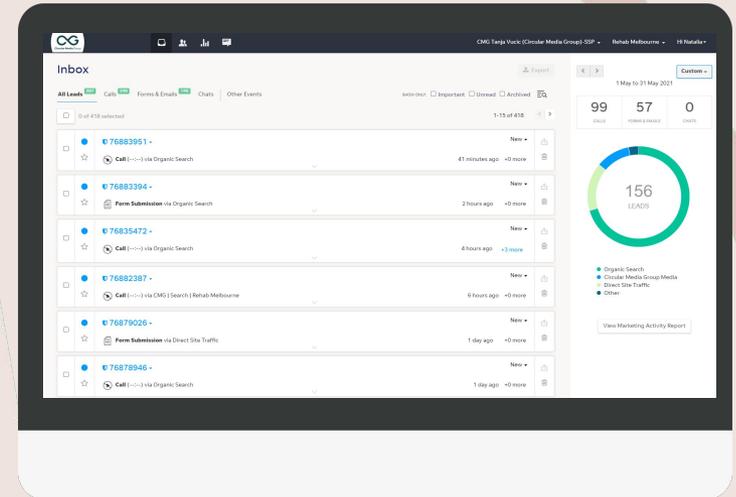
Let these questions guide you to the solution

1. What CMS is your website on?

The first step is to identify what CMS your website is hosted on – this can be WordPress, Shopify, Hubspot etc. It is important to know this because some can be outdated, which will slow your site down and have limited design options.

2. What is your website design like?

When it comes to website design, there are very different opinions on what looks 'good'. The main objective here is to identify your brand style, and ensure consistency across the site. Brand design does also dive deeper into CX and UX, which is how the customer uses the site, to ultimately make a sale.





Case Study: Website Analysis – Rehab Melbourne

Effective Meta Title

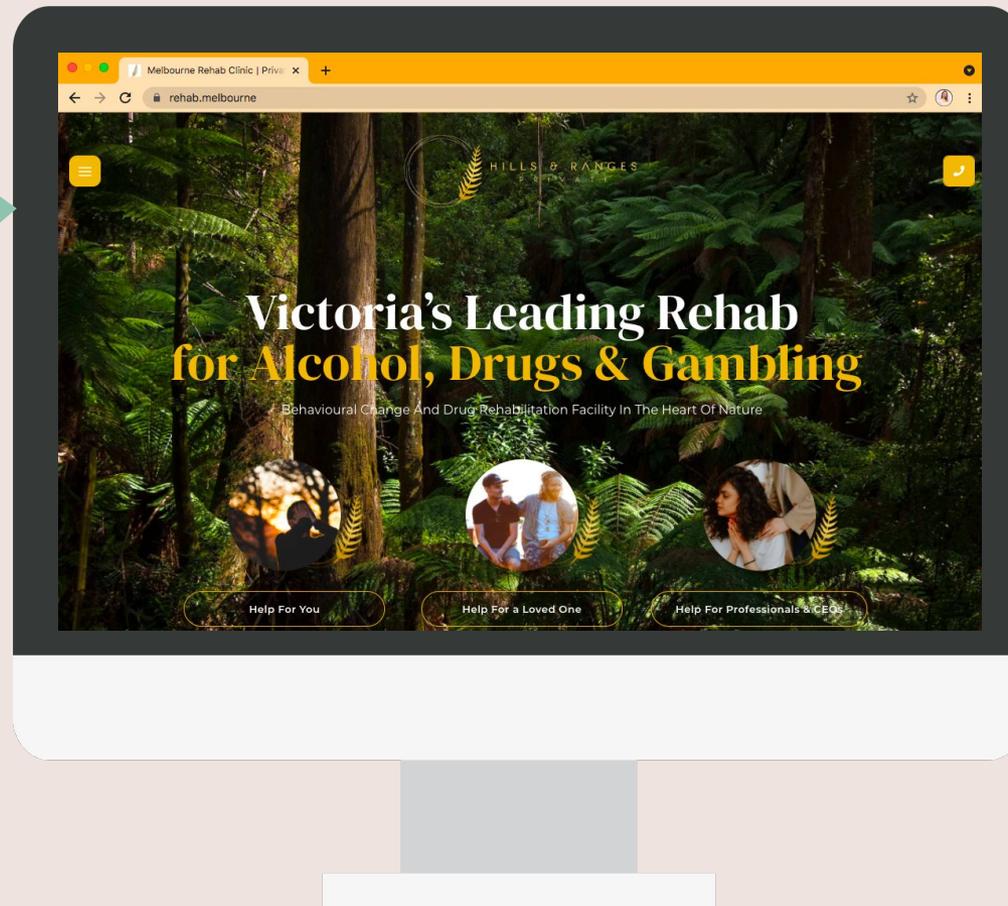
WordPress CMS

Call CTA

Correct Keyword placement

Brand Consistency

Service CTA





Topic Creation & Keyword Research



Choosing the right keywords is vital

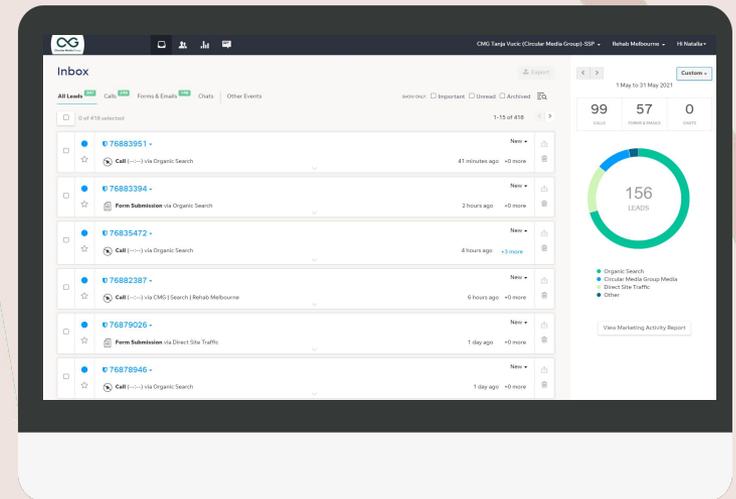
Let these questions guide you to the solution

1. Do you know what message you want to get across?

The secret to keyword research is understanding the topic. Google is always improving its search engine, and now they will rank your website for effective topics rather than just keywords. Once you understand the topic, you can create keyword clusters to optimise through content.

2. Have you researched those topics?

There are so many online tools to use, to understand the search volume on those topic keywords. You can use Google Trends and Search Console as a free option, otherwise there is SEMRush, Moz and Rank Tracker.





Case Study: Topic Research

	Keyword	Avg. Search Volume	Competition
Alcohol Counselling	private alcohol counselling	10	Unknown
	drugs and alcohol counselling	480	Low
	best alcohol treatment centre	10	Unknown
	alcohol treatment services	10	Low
	alcoholic help center	10	Unknown
	counseling for alcohol addiction near me	0	Unknown
	alcohol and depression help	10	Unknown



Establish a Pillar Content Strategy



Content is King in Google's eyes

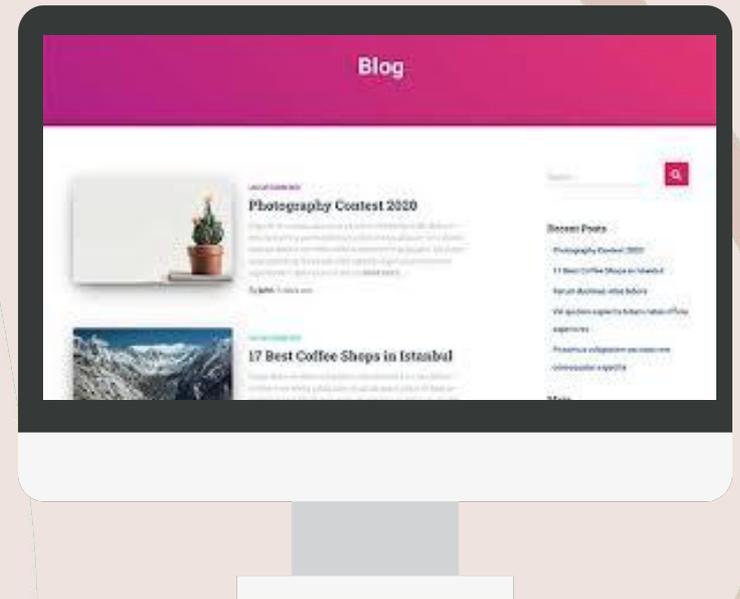
Let these questions guide you to the solution

1. When was the last time you updated your content?

Creating content pillars helps you navigate through relevant content that Google will crawl through, to rank your website. After you have your topic clusters, it is time to create content such as blogs, new web pages and social media, to link to your service offerings.

2. Is your existing content keyword heavy?

There is a secret rule to writing content for SEO. We recommend having 10% of the keywords/clusters per 300 words. But more importantly, you need to write organically to your customers, so they can get the right information, that's relevant and engaging.





Case Study: Content Update for Rehab Melbourne

Meta Title: Victoria's Leading Rehab for Alcohol, Drug & Gambling Addiction

Meta Description: We are recognised as one of the leading rehabilitation facilities in Melbourne, being all inclusive and offering professional guidance at our private, luxury chalet.

H1: Victoria's Leading Rehab for Alcohol, Drug & Gambling Addiction

H2: Behavioural Health and Drug Rehabilitation Clinic in the Heart Of Nature

Buttons:

Help For a Loved One

Help For Me

Help For Professionals & CEOs



Perform a SEO Audit



Strong website performance will help you rank

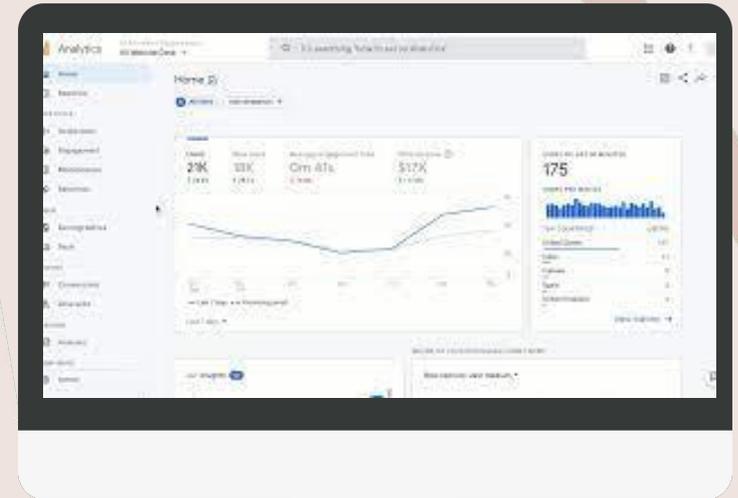
Let these questions guide you to the solution

1. Have you run a SEO audit on your website?

You can easily check your site's performance through Google itself, or any other SEO tool. The most important metrics to analyse are site speed, 404 errors and core web vitals. Google will rate your site performance out of 100. This can give you an indication of where to put your focus for onsite work.

2. What does your Google Analytics tell you?

We also recommend looking at your Google Analytics to understand website performance. Metrics to analyse are your website traffic, bounce rate and organic conversions. This will help you understand your digital marketing performance, and where to put your focus.





Define & Track Your Goals.



Set goals to ensure results

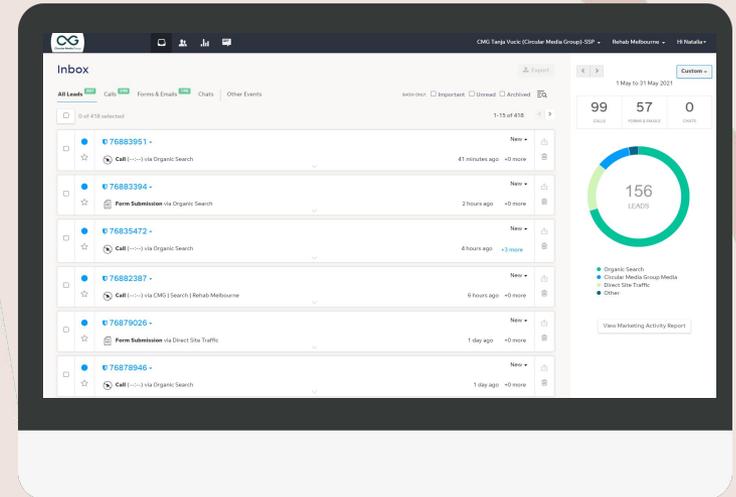
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1. What results are you wanting to achieve?

Before you implement your SEO strategy, it is important to set goals to ensure you have a benchmark. These goals can be- how many clusters of keywords you want to rank on page one, or bounce rates on your website.

2. Do you know your customer behaviour?

Keyword ranking is one thing, but more importantly, you want to measure the behaviour of the new traffic on your site. With more pages ranking on the first page of Google, it is important to understand what that new traffic is now doing - are they bouncing off or are they purchasing a product?





Work on On-Site-Optimisation



Start at the beginning to ensure success

Now it is time to implement your previous audits

1. We recommend starting with meta titles and descriptions

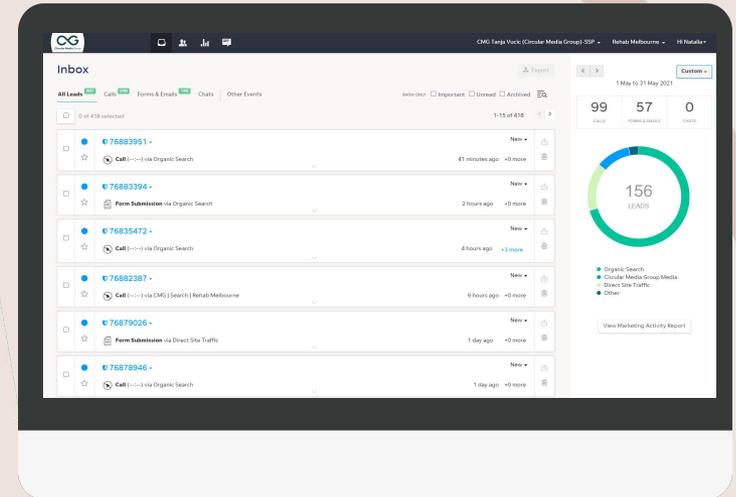
Now that you know what keywords to target, it is time to write those meta titles. This means that it should not only include a keyword, but it should also look natural, so the user understands the page they are about to read.

2. Now fix those accessibility issues.

These include fixing the Robots.txt and Sitemap files, as well as redirecting any 404 errors that Google Search Console finds.

3. Fix all other SEO errors

Don't forget to fix site speed like images. You want to make sure all on-site issues are fixed before jumping to your content pillars.





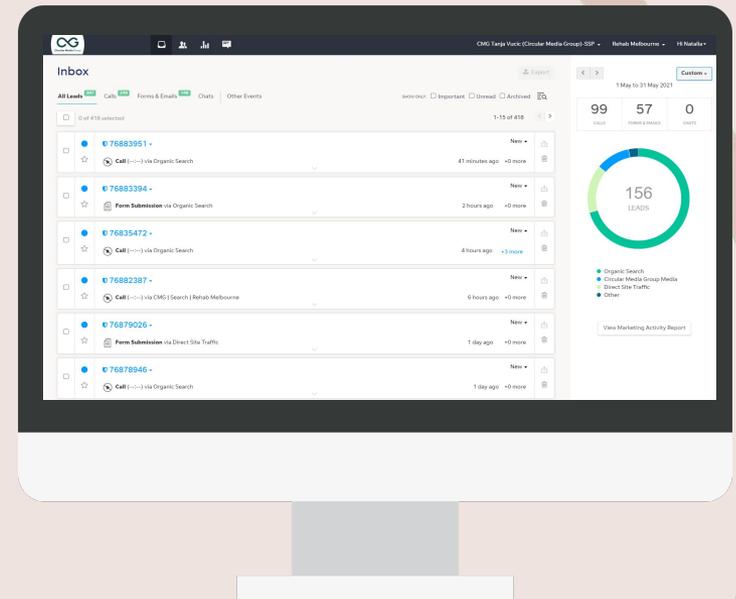
Now it is time to implement your previous audits

4. Next is on-site content for our topic clusters

With your content, start with main service pages and write content that is SEO friendly. This means that you need to ensure the page has keywords, but also reads organically, so the online user understands what you are offering.

5. Develop out more content that links to Pillar Page

Now that you have cleaned up the copy on the main pillar pages, it is time to write blog articles that will link back to the those pillar pages.





Work on Local SEO



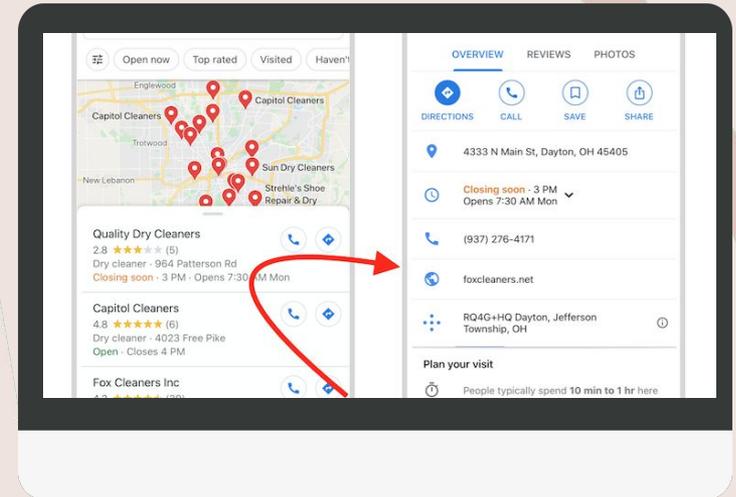
Ensure your local area can find you

Improve your listing on Google and Bing

The first step in local SEO is to make sure that your Bing and Google My Business Listings are set up properly. The most important thing about these listings is that the address must match exactly how it is on your website. You will then make sure to optimise the listings with images, a description, profile photo, and more.

Once all of this is completed, it is vital that you claim and verify your listings. This means that you have sole ownership over them, and no one else can edit, it unless you give them permission. Having a verified listing holds more weight than the opposite.

Once the Bing and Google Local Listings are completely optimised, we will begin to create additional business citations, such as Yelp and Yellow Pages. These listings will help promote your Google and Bing listings, and in turn will get you more traffic to your website.





DIGITAL CHECKLIST

Go & Grow Online



Partnering with CMG

How partnering with CMG will help drive the right outcomes

We will take you through your current position, outline the current market dynamics and our strategy to work with you, to increase brand presence and market communication, in an effective and efficient way.

CMG understands how important it is to you that you partner with suppliers that are committed to innovation and quality. We want to show you, in the next few slides, how we value innovation by becoming your digital partner.

We systematically monitor customer experiences and take important steps to improve it and your bottom line; becoming your finger on the pulse.



Create. Measure. Grow.

What happens next

Feedback is a gift, it lets us shape our business in ways that can only help those we come in contact with - so please, any thoughts, questions or concerns, let's discuss them now.

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