



# Search Engine Marketing Plan Creation

Janette Toral

<http://digitalfilipino.com>

#DIGITALFILIPINO



# THE MIND OF A DIGITAL MARKETER

## SEO 1

SEO is the practice of increasing a websites organic ranking in search engines. But what's rankings without revenue?

## Conversion Optimization 2

SEO brings traffic, but traffic means nothing if it doesn't convert into \$\$\$\$. Digital marketing consultants help bring PROFITABLE traffic. That's why your consultant should also be skilled in ...

## Web Design 3

Digital Marketers skilled in web design not only bring you a beautiful website that reflects positively for your brand, but they also have a solid idea of the web layouts that convert the best.

## Advertising 7

Online advertising such as AdWords and Facebook Ads are much more than set and forget, a skilled digital marketer can lower CPC and increase conversions

## Analytics 6

Analytics, combined with conversion optimization can help you determine where traffic is coming from, and which channels are the most profitable.

## Social Media 5

Some niches thrive with traffic from Facebook, Twitter, Pinterest, etc. Many businesses tend to take on social media themselves, but a true digital marketer knows the difference between using social media as a business and as a end user.

## Copywriting 4

Digital Marketers who have maintained their own blogs should have honed their writing skills to write for conversions, people and search engines.

What's your  
Real Intention and Purpose?

# Intention and Purpose

- Rank a site
- Generate sales
- Recovery
  - Google penalty
  - Social media crisis

# Checklist in creating a search engine marketing plan

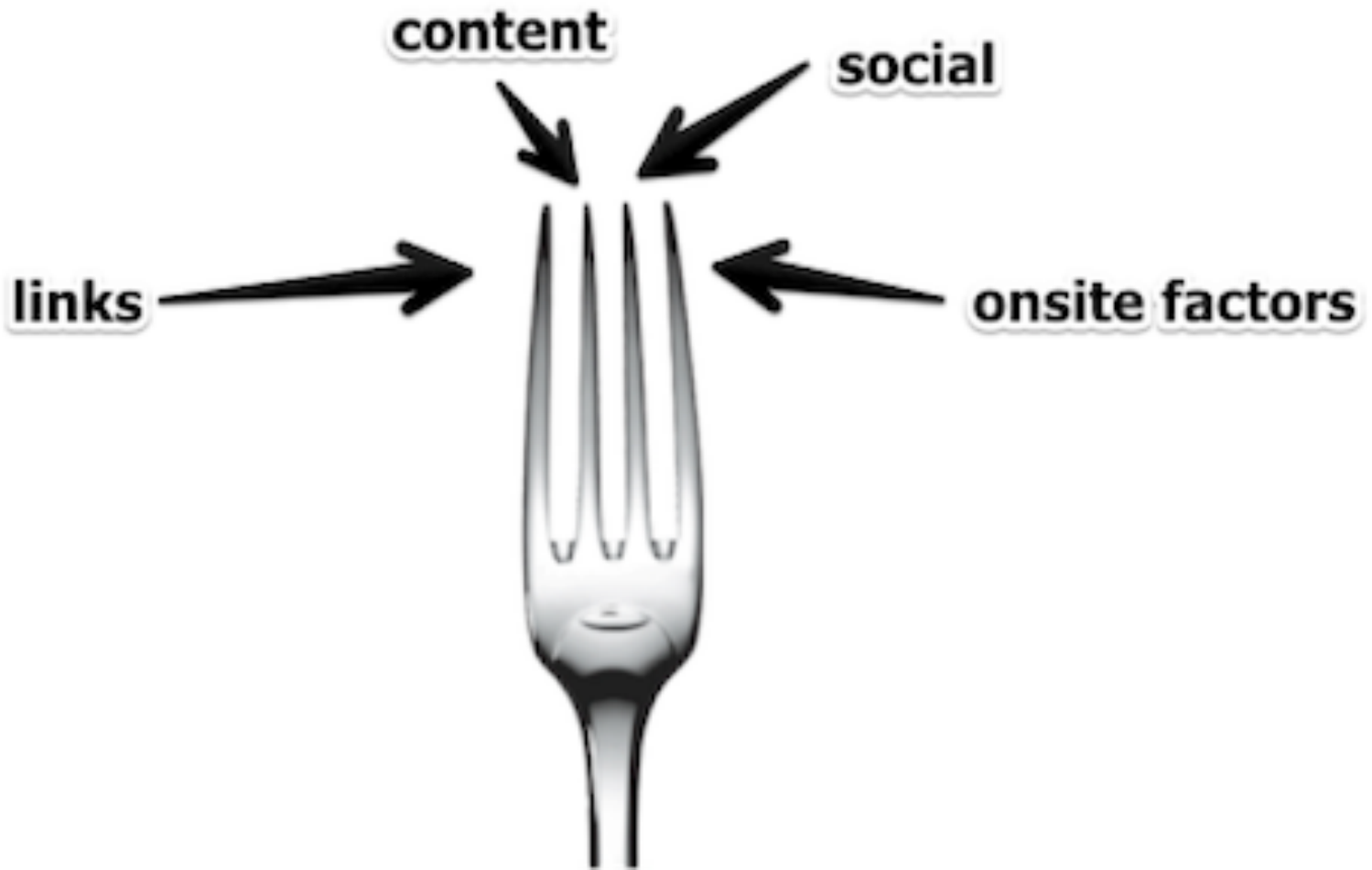
# Marketing content across customer lifecycle

1. Contact
2. Connection
3. Conversation
4. Consideration
5. Consumption
6. Community

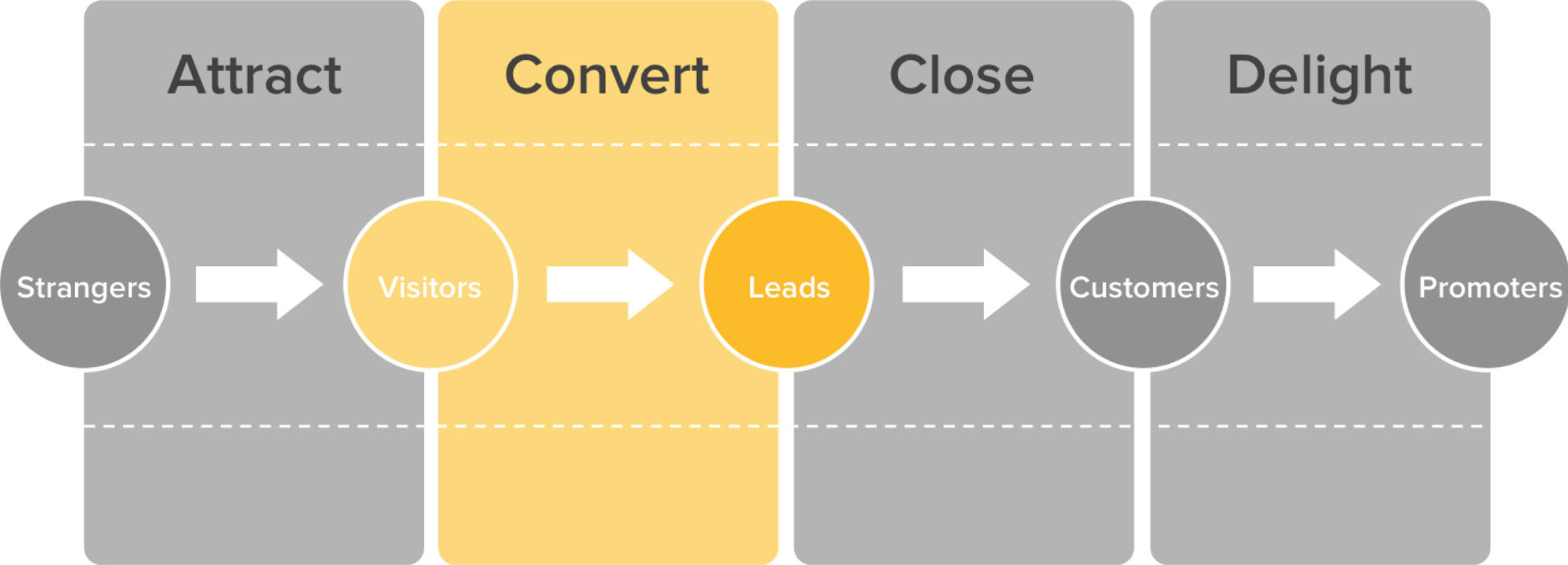


Reference:

<http://www.marketingprofs.com/articles/2013/10245/managing-marketing-content-across-the-customer-lifecycle>



<http://www.quicksprout.com/2014/03/28/5-seo-techniques-you-should-stop-using-immediately/>



<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>



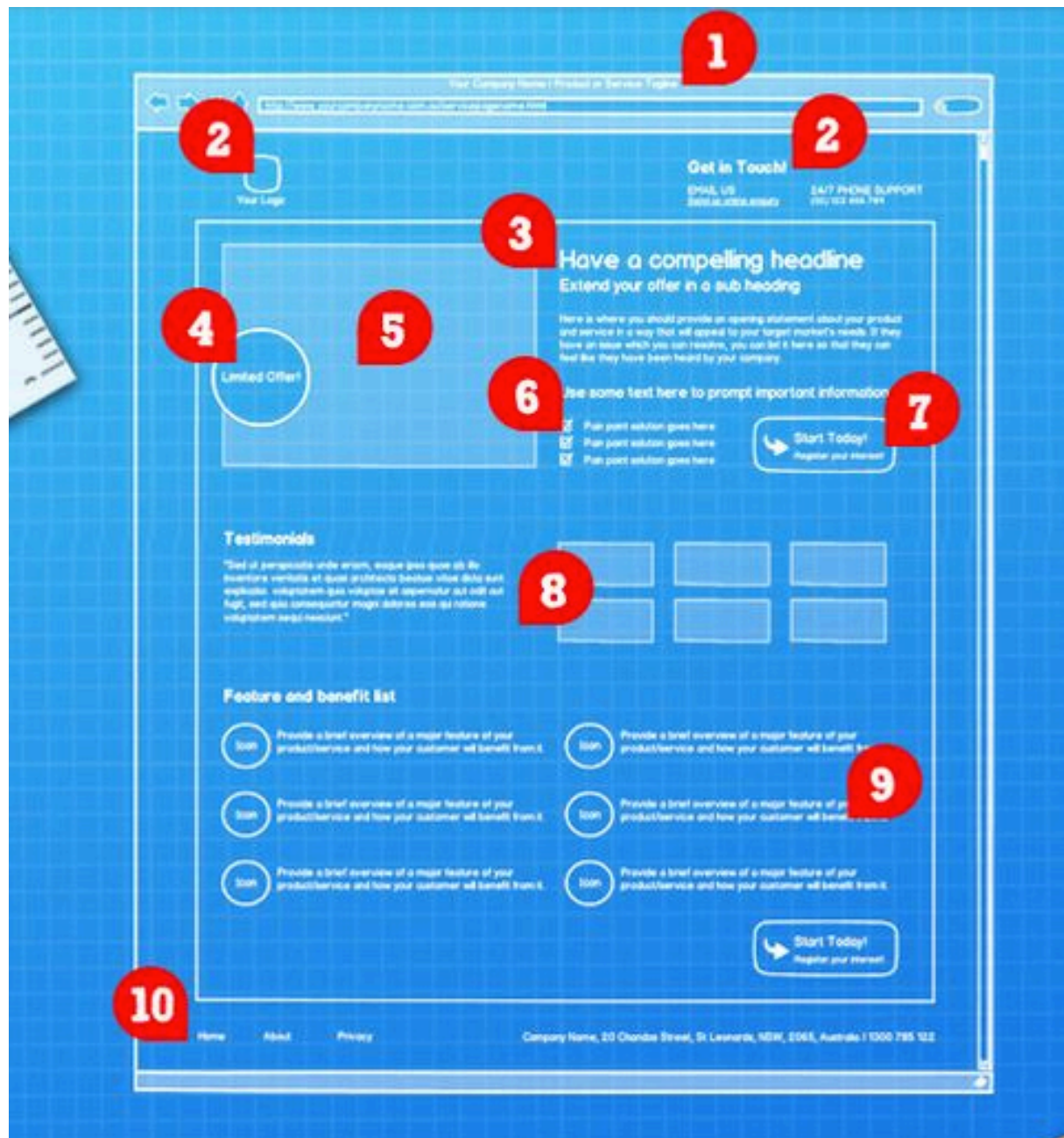
*Make great*

**CONTENT**

*and*

**VISITORS**

*will come*





PREMIUM



Search articles...



Home Profile Network Jobs Interests



**Brian Solis** influencer

Principal Analyst, Altimeter Group, Author of What's the Future of Business (WTF)

42

## Research: The Case for Digital Transformation and Why Organizations are Adapting for the Digital Customer Experience

April 08, 2014



10,382



381



42



127



140



39



1,578

# DIGITAL TRANSFORMATION

Why and How Companies are Investing in New Business Models to Lead Digital Customer Experiences



ALTIMETER

# ALTIMETER®

Altimeter Group helps companies understand and act on technology disruption. Our newest report reveals how organizations adapt to the digital customer experience and guides business leaders on the journey to Digital Transformation.

## Digital Transformation

Altimeter studied what the most successful companies are doing on the journey to digital transformation to help you get ahead of disruption, rather than react to it.

DOWNLOAD

# ALTIMETER®

First Name\*

Last Name\*

Company\*

Title\*

Email\*

Submit

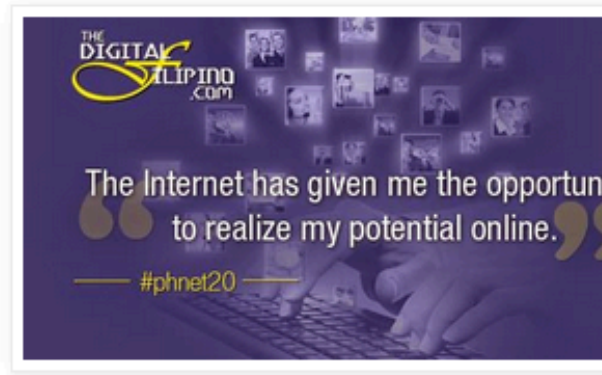
# How to Maximize Social Media Tools

Last April 7, I got asked to do a presentation on how to maximize social media tools. However, as #iblog10 just finished, my passion on blogging just got renewed and anchored my sharing on the lessons learned from it.

Will also be doing a free webinar session about this topic on April 12 Saturday 2pm to 3 pm. Just sign-up to join.

**Social Media complimenting the**  
The use of blogs and social media s throughout the customer lifecycle (c and community). It must always hav

**Blogging is a must**  
Although social media has taken a l respective blogs should not be negle that is out of our control, our blogs w primary archive of our activities and



How to Maximize Social Media Tools from Janette Toral

## Free Webinar: How to Maximize Social Media Tools?

Saturday, April 12, 2014 2:00 PM - 3:00 PM CST - [Show in my Time Zone](#)

### Webinar Registration

Last April 7, Janette Toral shares how blogging and social media can be maximized to build one's online identity and measure progress in a boot camp activity. Blogged about it at <http://www.bloggingfromhome.com/2014/04/how-to-maximize-social-media-tools.html> In this webinar session, Janette will be discussing it further and exchange ideas with online participants.

\* First Name:  \* Last Name:   
\* Email Address:  City:

### Questions & Comments:

\* Indicates a required field

By clicking the "Register Now" button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

# Onsite factors

- Develop content structure
  - Great headline
  - Inter-linking within the site.
  - Call to action
  - List post to individual post
  - Mind your keywords
    - Know your audience and how they will search
- Mobile responsive design
- Target 3 seconds load time
- Author attribution





# Link your Google+ profile to the content you create

## Make your content feel personal

[Inside Google+ — How the Search Giant Plans to Go...](#)  
[www.wired.com/epicenter/2011/06/inside-google-plus.../1](http://www.wired.com/epicenter/2011/06/inside-google-plus.../1)



by **Steven Levy** · in 838,229 Google+ circles · [More by S](#)  
Jun 28, 2011 – Follow [@stevenlevy](#). **Google**, the world's company, is formally making its pitch to become a major networking.

You can link content you publish on a specific domain (such as [www.wired.com](http://www.wired.com)) to [your Google+ profile](#).

1. Make sure you have a profile photo with a recognizable headshot.
2. Make sure a byline containing your name appears on each page of your content (for example, "By Steven Levy").
3. Make sure your byline name matches the name on your Google+ profile.
4. Verify you have an email address (such as [stevenlevy@wired.com](mailto:stevenlevy@wired.com)) on the same domain as your content. (Don't have an email address on the same domain? [Use this method to link your content to your Google+ profile](#))

## Understand how your content appears in search

This page shows search statistics for pages for which you are the verified author. [Learn more about verifying authorship.](#)



For example:

Submitting this form will add your email address to the [Work section of your profile](#), which by default is viewable only by your circles. You can keep your email private if you wish. It will also add a public link to the domain of the email address to the [Contributor to section of your profile](#).

[Sign up for Authorship](#)

About 21,600 results (0.34 seconds)

## DigitalFilipino: E-Commerce, Digital Marketing in the Philippi...



[digitalfilipino.com/](https://digitalfilipino.com/)

by Janette Toral - in 4,740 Google+ circles

Discussion and insight on e-commerce developments in the Philippines. Personal site of **Janette Toral** to support her advocacy in promoting e-commerce growth ...

### About Us

DigitalFilipino.com started last September 17, 1999 to promote ...

### E-Commerce Boot Camp

DigitalFilipino E-Commerce Boot Camp by Janette Toral. Sign In ...

### Janette Toral

Janette Toral is an e-commerce advocate in the Philippines. She ...

[More results from digitalfilipino.com »](#)

### Digital Influencer Boot Camp

Digital Influencer Boot Camp by Janette Toral. Sign In. Sign In.

### DigitalFilipino Disclaimer

DigitalFilipino Disclaimer. All parties submitting materials ...

### Contact us

You can contact Janette Toral for the following: 1. Invitation to ...

## Janette Toral (digitalfilipino) on Twitter

<https://twitter.com/digitalfilipino>

The latest from **Janette Toral (@digitalfilipino)**. Promoting the growth of the Philippines since 1997. Philippines.

Social media will back-up your search engine ranking. (especially when your site is down and your social media channel has complimentary content.)

slideshare Explore Search Upload Go PRO Login Signup

Janette Toral

Embed

Presentations 143

Documents 9

Infographics 1

Videos 0

1 / 17

Digital Media Habits of Young Children 970 views

Latest from people followed

Janette Toral

Follow

153 SlideShares  
1875 Followers

Quezon City, NCR, Philippines

Promoting the growth of E-Commerce in the Philippines since 1997. at DigitalFilipino.com

Consulting / Advisory

<http://www.digitalfilipino.com>

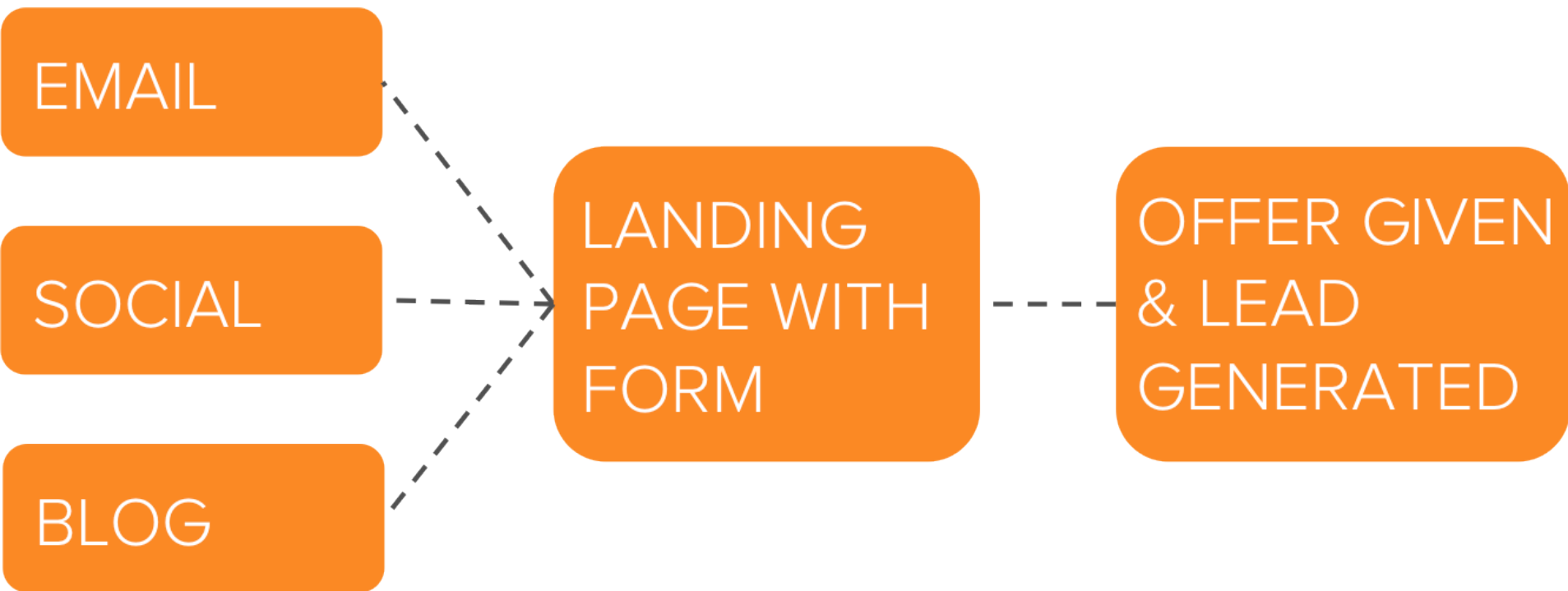
Janette Toral started pursuing opportunities in the field of computers back in 1989 at STI-Kalookan. She left early 1991 as chief operating officer of its Taytay branch to pursue creative challenges. In 1995, she started speaking in major IT events about complex e-mail, groupware, and document management systems that paved the way for columnist and writer stint in various publications. Janette co-founded the Philippine Internet Commerce Society in 1997 and lobbied for the passage of the Y2K Law and E-Commerce Law. She published her e-commerce book in the year

Digital Media Habits of Young Children

Janette Toral  
<http://digitalfilipino.com>

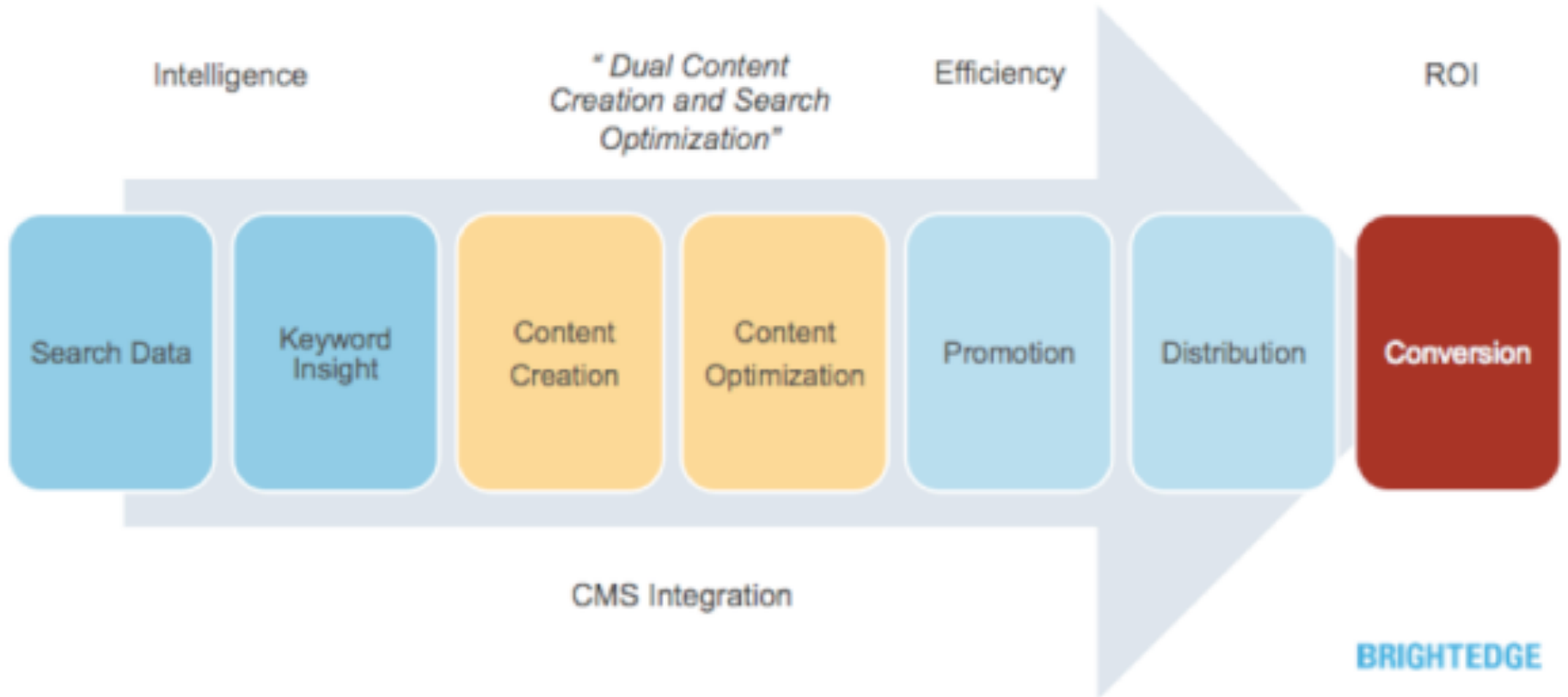
Facebook: digitalfilipino  
Twitter: digitalfilipino





<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

# Content



## FREE CALL-TO-ACTION BUTTON GENERATOR (CSS AND PNG)

Design and customize awesome call-to-action buttons in minutes. Download as CSS code or PNG image format - ready to implement on your website or landing page!

▶ SELECT BASE COLOR b32e2e

▼ BUTTON TEXT

Arial / Helvetica

Font color:  Font size:  px

Bold  Italic  Uppercase

▼ SIZE, BORDER & COLOR DETAILS

Horizontal padding:  px Vertical padding:  px

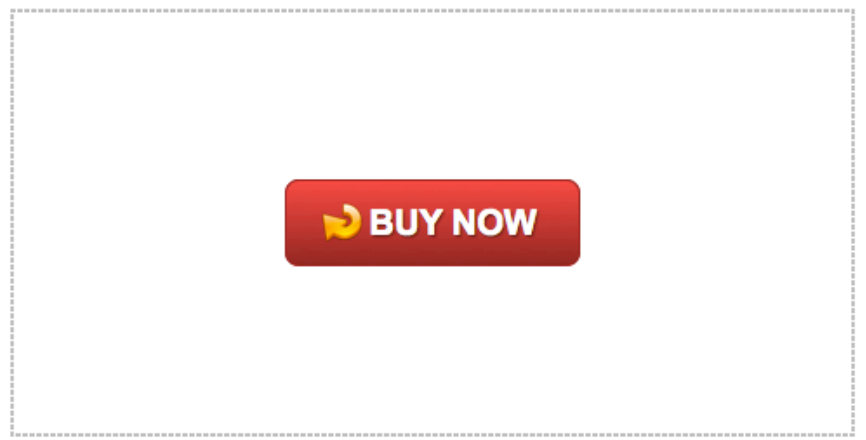
Background top color:  Background bottom color:

Border radius:  px Border size:  px

Border color:

Q ICON [remove icon](#)  Q

Like 344 +1 316 Tweet 214



Get CSS code

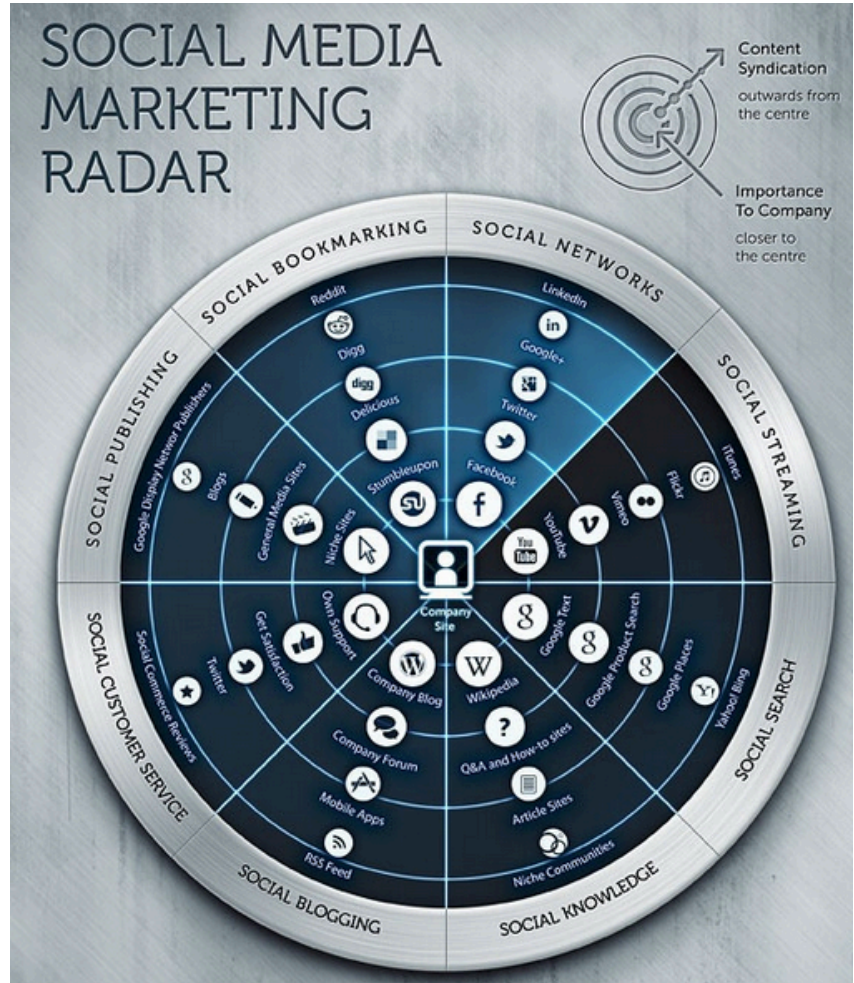
Download as PNG image

# Links

- Getting links through your content asset.

# Social

- Automate sharing.




Compose message... 📎 📅 30 📍 🔒 ▶ 👤 Click to select a social network

**Publisher**

🗑️ Export to...

**Scheduled**

**Today**

🕒 3:10pm  **How to Maximize Social Media Tools** <http://ow.ly/vI7sE>  
by Janette Toral

**Past Scheduled**

**RSS Feeds**

Compose message... 📎 📅 30 📍 🔒 ▶ 👤 Click to select a social network

digitalfilipino × Lists × +

🔄 ▶ + Add Stream + Add Social Network

**Home Feed**  
(digitalfilipino)

30+ unread messages ↑

**Add Social Network** ✕

- Twitter**
- Facebook
- Google+
- LinkedIn
- foursquare
- WordPress
- mixi

**Add Twitter Profile**

To allow HootSuite access to your Twitter account, you must first give authorization from Twitter.com

**Connect with Twitter**

Follow HootSuite on Twitter for updates and announcements

**Submit**

Compose message...

Templates

**Twitter Profile Overview**

- Twitter Engagement - Summary
- Twitter Engagement - Detailed
- Twitter Aggregate
- Facebook Page Overview
- Facebook Insights
- Facebook Aggregate
- LinkedIn Page Insights
- Google Analytics
- Ow.ly Click Summary
- URL Click Stats - Ow.ly

Reports

- All Reports
- Drafts
- Customize

Labels + Add Label

No Labels found

**Twitter Profile Overview - digitalfilipino** 👤 📄 PDF 📄 CSV

[← Back to Report List](#)

Listed **429**

**Follower Growth** ↓



digitalfilipino

**Most Popular Links** ↓

Rank	Date	Post	Clicks
1	Apr 10, 2014	<a href="http://ow.ly/vDj6s">http://ow.ly/vDj6s</a> <a href="http://www.bloggingfromhome.com/2014/04/how-to-...">http://www.bloggingfromhome.com/2014/04/how-to-...</a> How to maximize social media tools? <a href="http://ow.ly/vDj6s">http://ow.ly/vDj6s</a>	4 clicks

**Mentions**  
(digitalfilipino)

- IBayanha**  
11:23am via  
@marlian  
blogging i
- SolanoPa**  
9:52am via  
@digitalfil
- EmorejLa**  
8:38am via  
@digitalfil
- Cedrodrig**  
Apr 11, 11:  
@digitalfil
- nhiceysc**  
Apr 11, 4:1

Accounts +

 **digitalfilipino**  
Twitter 2


 **Your Facebook**  
Connect it now


 **Connect More**  
Profiles, Pages and

Buffer 

Analytics 


Schedule 

Settings 



5 Daily content suggestions available for the next 17 hours. [View Suggestions](#)


## Today

 [How to Maximize Social Media Tools http://buff.ly/PZPFDC](#)  
2:00 PM via Web

Accounts +

 **digitalfilipino**  
Twitter 2

 **Your Facebook**  
Connect it now

 **Connect More**  
Profiles, Pages and


 Like 23k

 Follow @buffer

- Get Support
- FAQ
- The Awesome Plan
- Developers
- More

Buffer 

Analytics 



Schedule 

Settings 



## Wednesday 8th January



Posts Analysis

 **★ TOP TWEET**  
Join the E-Commerce Entrepreneurs Summit on 2/15 at SMX. Early bird until 1/15. #ecomsummit <http://buff.ly/19djk2> 

8:11 PM via Web


2 Retweets	0 Favorites	1 Mention	1 Click	10.2k Potential
------------	-------------	-----------	---------	-----------------

## Thursday 19th December

 see you online at One Internet Day tomorrow 12/20 (free event). Register at <http://buff.ly/18zQHx> #1InternetDay 

3:01 PM via Web

0 Retweets	0 Favorites	0 Mentions	1 Click	9.1k Potential
------------	-------------	------------	---------	----------------

 **★ TOP TWEET**  
Paul Walker tops Filipino searches in Google for 2013 <http://buff.ly/1hm7Hbs>



Home icon, Search icon, Notification icon (1)

62

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Create

Schedule

Measure

What do you want to share today?

## Schedule and share your content

Hong Kong (GMT+08:00) ▼

Today

8:45 pm

No Image

How to Maximize Social Media Tools  
<http://klou.tt/1twlu8ajmucfe>

f t

Home icon, Search icon, Notification icon (1)

62

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Create

Schedule

Measure

---

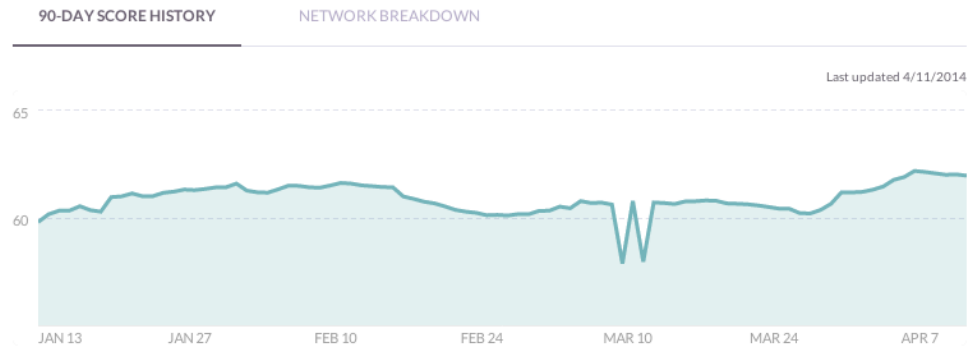
Perks

Settings

Log Out

What do you want to share today?

## Measure and track your impact



57.86 90 Day Low

▼ 0.06 1 Day Change ⓘ

62.15 90 Day High

Recent Activity ⓘ

Recency | Score Impact



Deliveries

Stats

Post

Widgets

Settings

Dashboard

Routes

Q

Sources


Destinations

+ Add Route

search


page: 1

## My New Route

active 

Sources

+ add


 Influential Blogger



route to

Destinations

+ add

 Twitter - digitalfilipino



route settings



## Explore Zaps!

Pick from thousands of Zaps that other people have shared to use as a template.  
A Zap is a connection between two apps that automates time-consuming tasks.

Click here and select the apps you use...



### Save Wufoo Entry to Google Docs Row

Save new Wufoo entries to a new Google Docs spreadsheet row.

Use this Zap



### Save Gravity Forms Submission to Google Spreadsheet

This Zap will save my new Gravity Forms submissions to a Google Spreadsheet.

Use this Zap



### Post RSS Feed to Facebook Page

This Zap lets you post an RSS feed to a Facebook page.

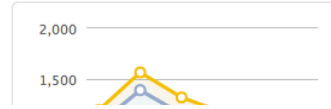
Use this Zap

Get help

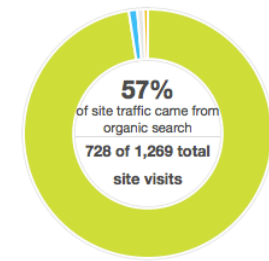
Timeframe: **Weekly (Mar 30 - Apr 5, 2014)**

## Traffic from Organic Search

### Organic Search History



### Organic Search Breakdown by Engine



710 google 13% | 8 bing 125% | 6 yahoo 217% | 4 other 200%

**VISITS** from organic search: **728** (↓15%)

[View History >](#)

**KEYWORDS** that sent organic search visits: **78** (↓18%)

[View History >](#)

**URLS** that received organic search visits: **111** (↓13%)

[View History >](#)

## Mentions of All Brand Queries Apr 5

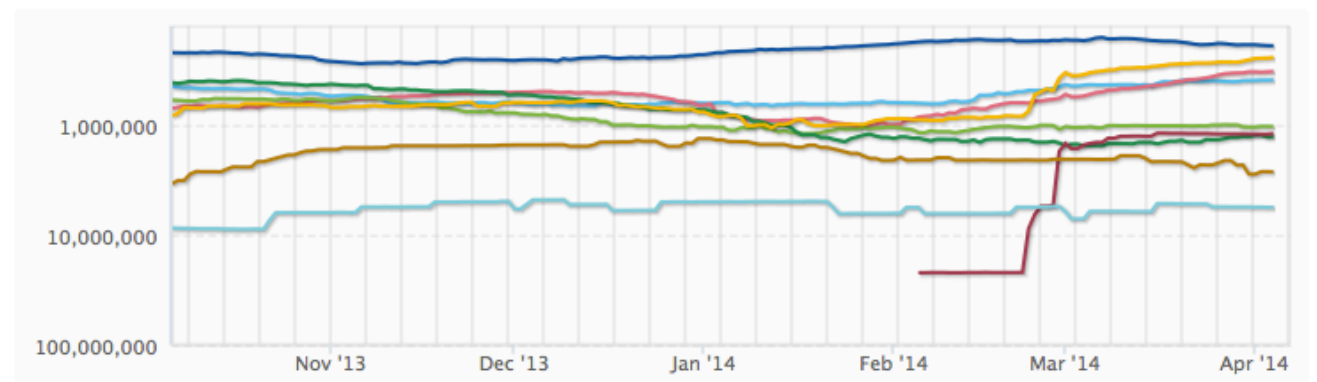
Page Title/URL	Feed Authority	Query	Links to	Date Found
[BOT] PDEA airs concern over online purchase of illegal drugs <a href="http://drugpolicycentral.com/bo/article/abs-cbnnews10058.htm">http://drugpolicycentral.com/bo/article/abs-cbnnews10058.htm</a>	79	e-commerce philippines		2014-04-06
Startup aims to poach workers at tech bus stops - Yahoo News Philippines <a href="https://ph.news.yahoo.com/startup-aims-poach-workers-tech-212440561.html">https://ph.news.yahoo.com/startup-aims-poach-workers-tech-212440561.html</a>	58	e-commerce philippines		2014-04-05
Factory Unlocked Apple iPhone 4 16GB Black 6 0 1 IOS 5 0MP Clean IMEI w Box... <a href="http://www.ebay.com/tm/FACTORY-UNLOCKED-APPLE-IPHONE-4-16GB-B...">http://www.ebay.com/tm/FACTORY-UNLOCKED-APPLE-IPHONE-4-16GB-B...</a>	67	digital marketing philippines		2014-04-05
Awesome Factory Unlocked Apple iPhone 4 8GB Black 7 0 4 IOS Clean IMEI Mtin... <a href="http://www.ebay.com/tm/AWESOME-FACTORY-UNLOCKED-APPLE-IPHON...">http://www.ebay.com/tm/AWESOME-FACTORY-UNLOCKED-APPLE-IPHON...</a>	67	digital marketing philippines		2014-04-05
Top Casino Companies To Own For 2014 <a href="http://www.topstocks2015.com/top-casino-companies-to-own-for-2014-2.html">http://www.topstocks2015.com/top-casino-companies-to-own-for-2014-2.html</a>	48	digital marketing philippines		2014-04-05
Innovative and Memorable Designs — Creating A Lasting Impression   Smashing ... <a href="http://www.smashingmagazine.com/2012/08/14/creating-lasting-impression/">http://www.smashingmagazine.com/2012/08/14/creating-lasting-impression/</a>	52	e-commerce philippines		2014-04-05
Dove #realbeauty gains 66M impressions in two hours   Inquirer Lifestyle <a href="http://lifestyle.inquirer.net/156260/dove-realbeauty-gains-66m-impressions-in-...">http://lifestyle.inquirer.net/156260/dove-realbeauty-gains-66m-impressions-in-...</a>	72	digital marketing philippines		2014-04-05

## Historical Traffic Trends

Date Range: **6 months**

Apartment From This There Are Few Other Organizations That Are Not Satisfied By Th... <a href="http://morantmal.wordpress.com/2014/04/05/apart-from-this-there-are-few-o-...">http://morantmal.wordpress.com/2014/04/05/apart-from-this-there-are-few-o-...</a>
The Linden Suites Ortigas: Where to Stay in Manila (Splurge Option)   The Poor Tr... <a href="http://www.thepoortraveler.net/2014/04/linden-suites-review-manila-hotels/">http://www.thepoortraveler.net/2014/04/linden-suites-review-manila-hotels/</a>
India's losing 70% incremental voice & call centre business to Philippines: Study <a href="http://www.allvoices.com/contributed-news/16829049-indias-losing-70-incre-...">http://www.allvoices.com/contributed-news/16829049-indias-losing-70-incre-...</a>
Mission Accomplished   RichardDetrich.com <a href="http://richarddetrich.com/2014/04/05/mission-accomplished/">http://richarddetrich.com/2014/04/05/mission-accomplished/</a>
Hot Casino Stocks To Invest In 2014 <a href="http://www.topstocks2015.com/top-casino-stocks-to-invest-in-2014.html">http://www.topstocks2015.com/top-casino-stocks-to-invest-in-2014.html</a>

Alexa Traffic Rank	Reach %	Pageviews %	Pageviews/User	Bounce %	Time on Site
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# NO TO

- Spammy guest blogging
- Optimized anchor text (assigning keyword to be linked to your site)
- Quantity over quality of links
- Keyword stuffing
- Focusing on links instead of content

# Setting Targets

Make it event based.

# Setting Schedule

Set target date and work backwards.



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**Facebook: digitalfilipino**

