

Awareness: What is the CA Funnel, and How to Implement SEO & PPC

Nicholas Thibodeau - SEO Analyst



Today's Agenda

- Quick intro
- Customer Acquisition
Funnel Stages
- Setting up for SEO Success
- How SEO and PPC Marketing
Work Together

A Bit About Me

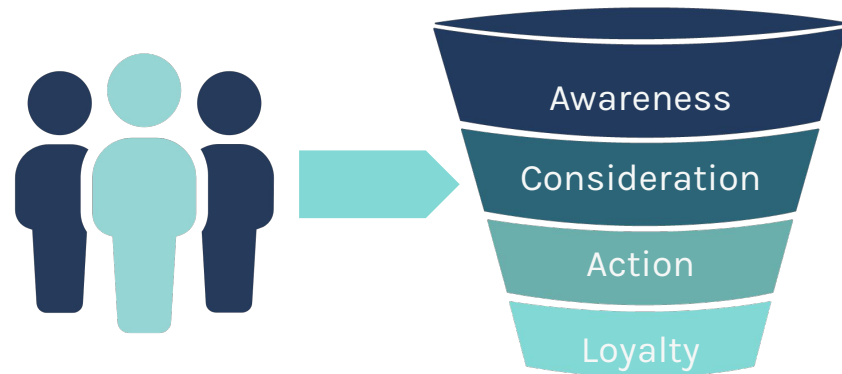


**Nicholas
Thibodeau**
SEO Analyst

- Business Administration BA & Japanese minor from Philadelphia's Drexel University
- Lived in Yamanashi Prefecture and Tokyo working as a Digital Marketing Manager
 - Focused on email, social media, and SEO marketing
- Now working as an SEO Analyst at Richmond's Workshop Digital marketing agency

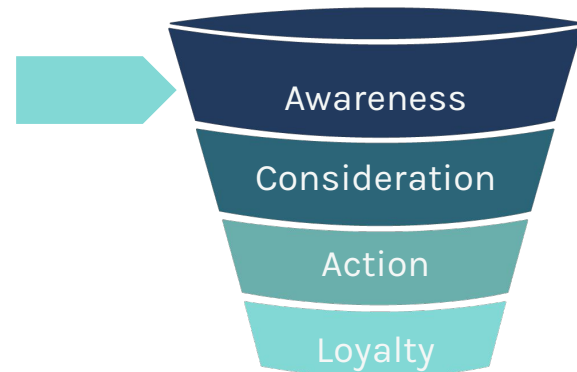
The CA Funnel

- Helps potential customers move from learning about your brand to becoming a paying customer
- Visualizes the customer journey to identify areas to optimize for increased conversions and marketing budget efficiency



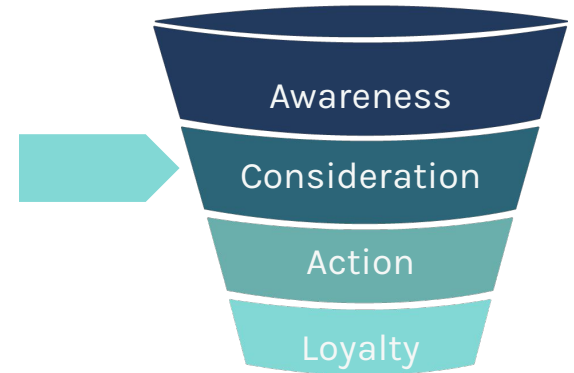
CA Funnel: Awareness

- In this stage, users are first discovering your brand and learning about what product or service you provide.
- SEO shines here as keyword research can reveal many high-funnel keywords that content strategies can be crafted around
- PPC is also great for awareness as brand awareness campaigns can target a broad number of users



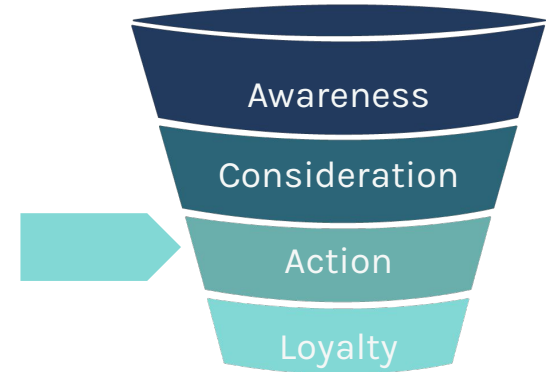
CA Funnel: Consideration

- Potential customers are now interacting with your website and are weighing if your product or service is worth their money.
- SEO keyword research can target lower-funnel long-tail keywords to target these users
- PPC is able to more finely tune their target and aim for specific customer types



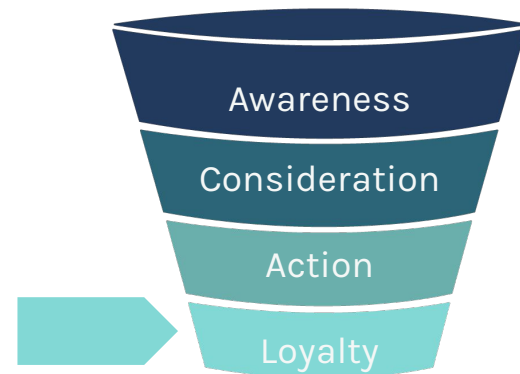
CA Funnel: Action

- The customer has decided to purchase your service or product and has converted.
- SEO can help track users at this point and help ensure that there are no technical issues.
- PPC can use specific tools or bidding methods to target potential customers who are ready to buy a product or service

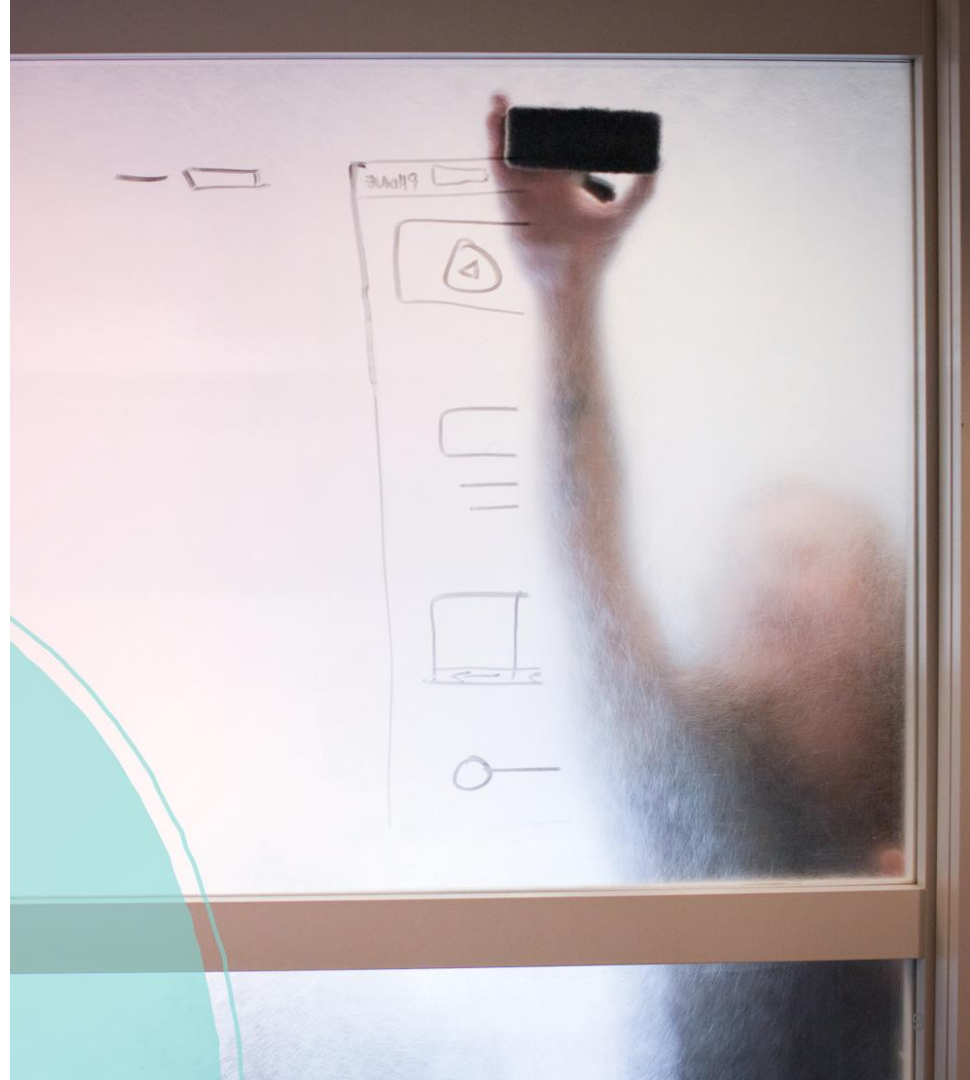


CA Funnel: Loyalty

- It is now the company's job to create loyalty. This is often done through useful website content, customer service, or email remarketing
- SEOs can research what questions users may have after purchasing to create relevant content on your website
- Email remarketing can help encourage upsells or additional services to current customers



Setting up for SEO (Search Engine Optimization)



Your Website Should Be Https://



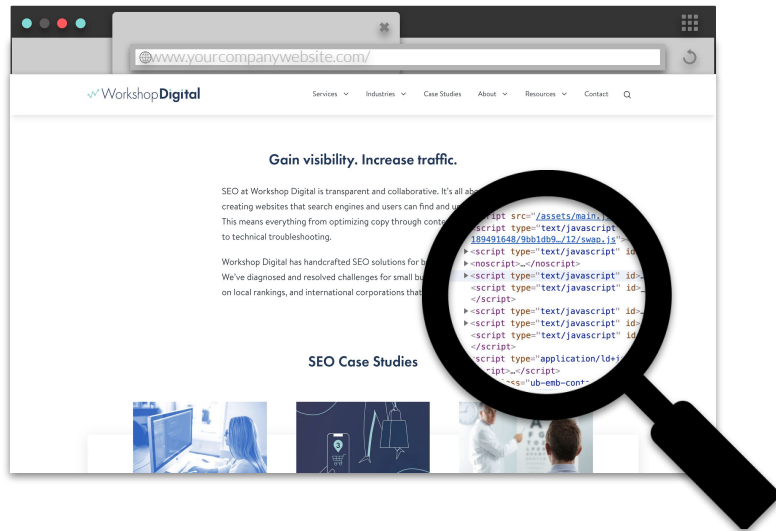
Check to ensure your website is https://

- Https:// means your website is secure. Google and other search engines are moving towards only serving these secure websites.

Sitemaps and Robots.txt

Every website should have both

- Sitemaps should contain the most important pages on your website so search engines easily identify them.
- Robots.txt files contain suggested instructions for search engines to follow. It's recommended to check that this is properly set up.
- Sitemaps: www.yourwebsite.com/sitemap.xml
- Robots.txt: www.yourwebsite.com/robots.txt



Sitemaps and Robots.txt Examples

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 7 sitemaps.

Sitemap	Last Modified
https://[redacted]/post-sitemap.xml	2020-07-06 17:38 +00:00
https://[redacted]/page-sitemap.xml	2020-07-09 20:07 +00:00
https://[redacted]/event-sitemap.xml	2020-07-02 14:29 +00:00
https://[redacted]/hb_services-sitemap.xml	2020-06-16 18:54 +00:00
https://[redacted]/hb_location-sitemap.xml	2020-04-06 17:36 +00:00
https://[redacted]/esign-sitemap.xml	
https://[redacted]/author-sitemap.xml	2020-05-18 18:38 +00:00

Sitemap Example

```
# robots.txt for https://www.workshopdigital.com/

Sitemap: https://www.workshopdigital.com/sitemaps-1-sitemap.xml

# live - don't allow web crawlers to index cpresources/ or vendor/

User-agent: *
Disallow: /cpresources/
Disallow: /vendor/
Disallow: /.env
Disallow: /cache/
```

Robots.txt Example

- Include sitemap URL in your robots.txt
- Avoid “Disallow: /” -- This blocks your entire site from search engines

Free Google Tools

Google Analytics (<https://analytics.google.com/>)

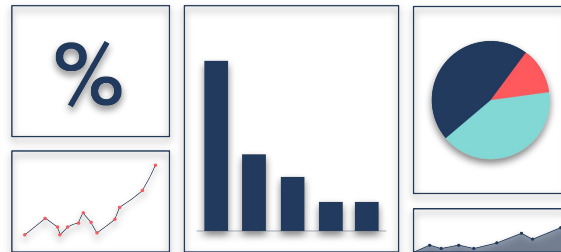
- Allows you to view website performance, demographic information, and user interactions on the website.

Google Search Console (<https://search.google.com/>)

- View what queries (keywords) bring users to your website and if Google has flagged any issues with your website.

Google Tag Manager (<https://tagmanager.google.com/>)

- Allows you to create events on your website to track through Google Analytics
- An example is tracking a button on your website so you know how many times a user clicks on them.



Tip: Check out <https://analytics.google.com/analytics/academy/> for free courses on some of these tools

Page Titles and Meta Descriptions

www.playstation.com › en-us › ps5 ▾

PS5™ console's - PlayStation

Play your favorite PS5™ games on your stunning 4K TV. ... PS5™ consoles support 8K Output, so you can play games on your 4320p ... Sign up for **PS5 news**.

- Page titles and meta descriptions should be unique and descriptive while explaining what the page is about.
- Page titles and meta descriptions should be keyword-focused.
- Meta descriptions should include a call to action to entice users to click through
- Page titles should be between 55~65 characters. Meta descriptions should be between 150~160 characters.

Keyword Research is Key

Identify How Users Search

- Knowing what words or phrases users actually use to search for your industry, product, or content provides strategic insights
- Good tools: Ahrefs, SEMRush

Keywords Can Drive Content Decisions

- Keywords can help you decide website naming conventions, product names, and blog topics.
- Content gaps, i.e. missing content relating to keywords with high search volume, can be found to guide future content creation



Content Creation

Put text on your website

- Search engines can read the text on your website to understand its purpose and the context of the content to determine what users to serve your website to

Have a blog

- Creating blog posts allows you to target keywords while opening more doors for wider user audiences to step through
- Frequently updating your blog signals to search engines that your website is managed and can increase your rankings



Local SEO

Optimize Google My Business (GMB)

- Google My Business is an essential part of local optimization. Create an account if you do not have one and apply your correct business information.

Don't Forget Bing Places

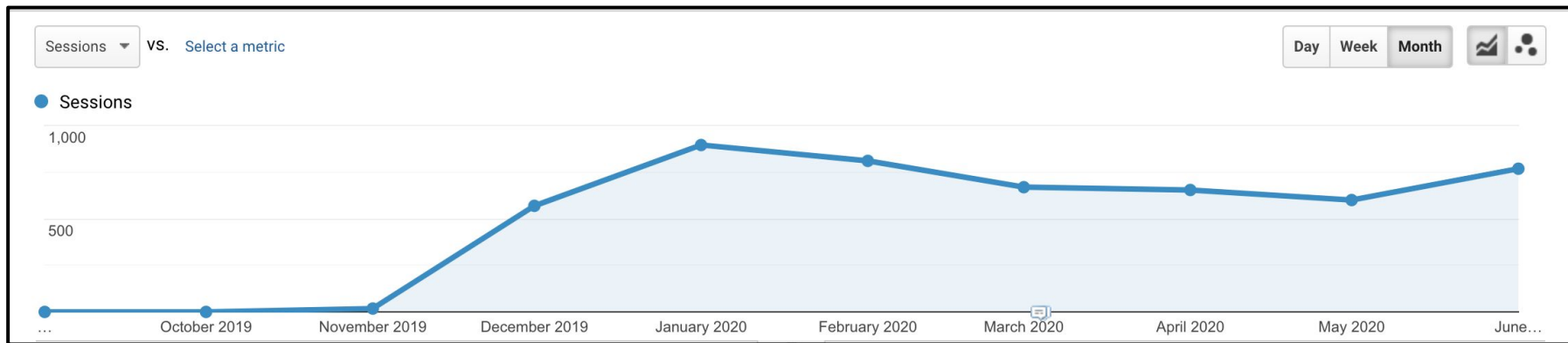
- Bing Maps may not be as popular for some businesses, but it is still important to create a profile for users who do use Bing.

Update Local Listings

- Update other 3rd party local listings/citations to match your GMB listing for accuracy across the web.
- Doing so sends trust signals to Google that your business is legitimate.



Local SEO Case Study Example



Issue

- Google My Business profiles were incorrectly made and duplicated causing all profiles to be suspended.
- Worked with Google Support over a course of 8 months to reverify profiles

Result

- 620% increase in traffic from GMB

Using SEO and PPC Together



Fine Tuning Keyword Focuses

Increase Relevant Keywords

- SEO teams may discover specific organic keywords that PPC team may not find via their tools, or vice versa.
- Creating a list of mixed keywords can help better target larger audiences of relevant users.

Increase Quality Score

- Having relevant keywords on a landing page can help increase the page's quality score, leading to respective ad being served more.
- Organic keywords can be used by PPC teams by including them on landing pages to increase ad relevance.



Reach Larger Audiences Over Time

SEO: Compounding Traffic

- SEO takes time. It can take months, or years, for websites to gain large numbers of organic traffic.
- PPC can drive large numbers of traffic in a short span of time.
- Using PPC efforts early on while increasing SEO-focused content helps drive traffic quickly, while aiming for larger numbers of cheaper organic traffic later on

The Goal

- Ideally, you will reach a point where organic traffic consistently flows to your website and PPC is used to pad that traffic through special campaigns, such as a new product announcement.



Gated Content

Content That Catches User Attention

- SEOs can research relevant topics that have high search volume and are likely to bring users to your site. Blog or news posts crafted around the topic provide the user some high-level information, but recommend users sign up for a more in-depth content piece.

Whitepapers and Digital Downloads

- SEOs content can lead users to gated content, while PPCs can run ads that direct users straight to the sign-up form to gain access to in-depth content pieces. One content piece can benefit both teams.



Thank You!

