

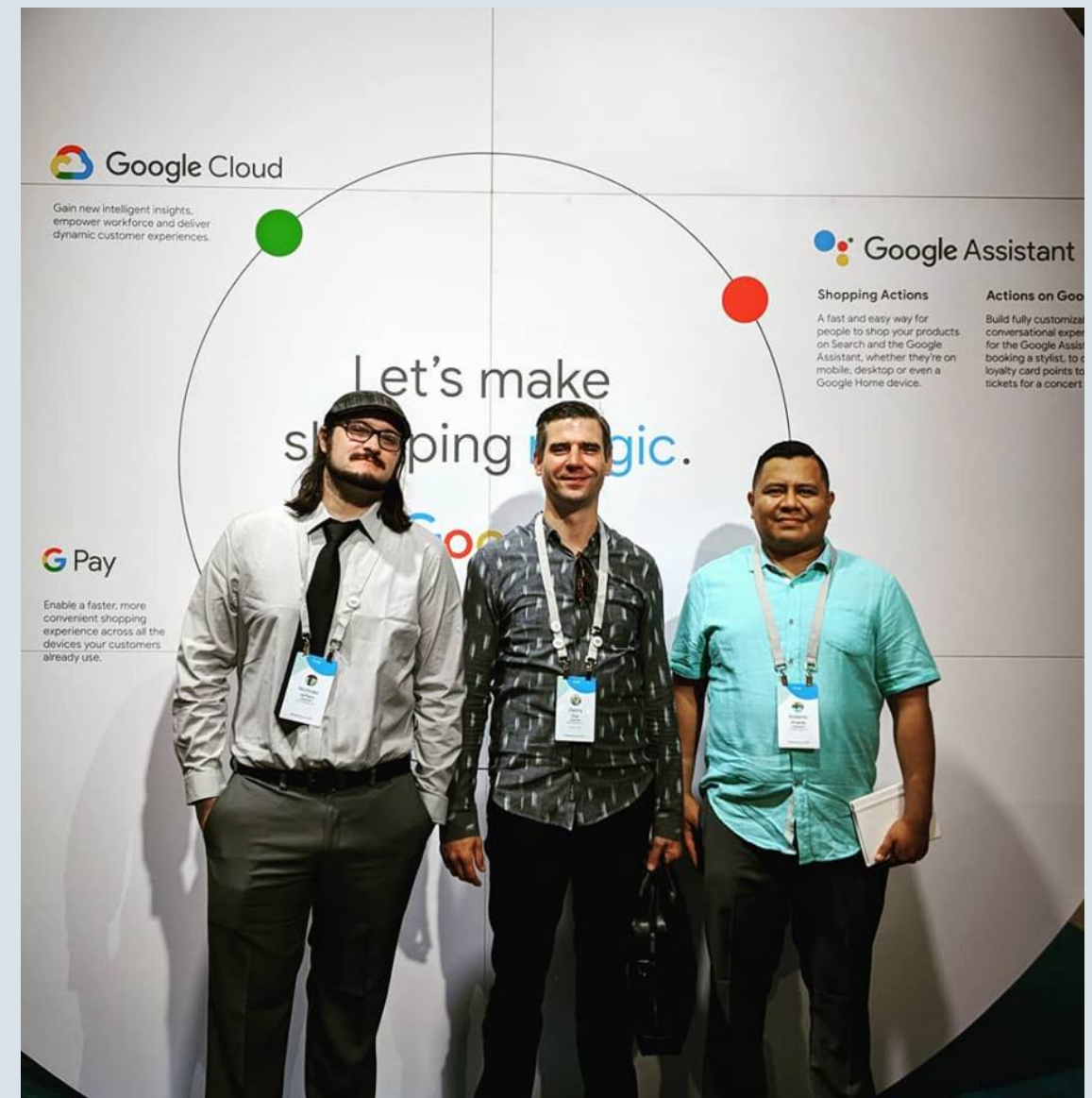
# **The Small Business Owner's Role in Digital Marketing**

**Growing Your Business with Digital Marketing**

Danny Star, CEO of Websites Depot

# Danny Star #dannySEOstar

- Started marketing career in 1999
- Migrated to the USA as VP of marketing for a financial institution
- Started working with Google Ads in 2003
- Founder of Websites Depot - a Full-Service Digital Marketing Agency
- Google Premier Partner
- Yelp Partner
- Shopify Partner
- Magento Partner
- WooRank Partner
- Has overseen \$60,000,000+ spent on Google Ads
- My goal is to empower small businesses similar to my own in achieving growth and prominence through the digital realm.



# Our Teams



**Digital Marketing Team**

**Development Team**





# What is Digital Marketing?

- SEO - Search Engine Optimization (Google, Yahoo, Bing, Youtube)
- SEM - Search Engine Marketing (PPC)
- Social Media Marketing (FB, IG, Twitter, LinkedIn)
- Content Marketing (blogs, infographics)
- Email Marketing
- Display Marketing (PPC)
- Re-marketing (PPC)
- Video Marketing
- Local SEO
- Inbound Marketing
- Affiliate Marketing
- Online Reputation Management
- Amazon Marketing
- Marketing Automation



## DIGITAL MARKETING



# Why Digital?

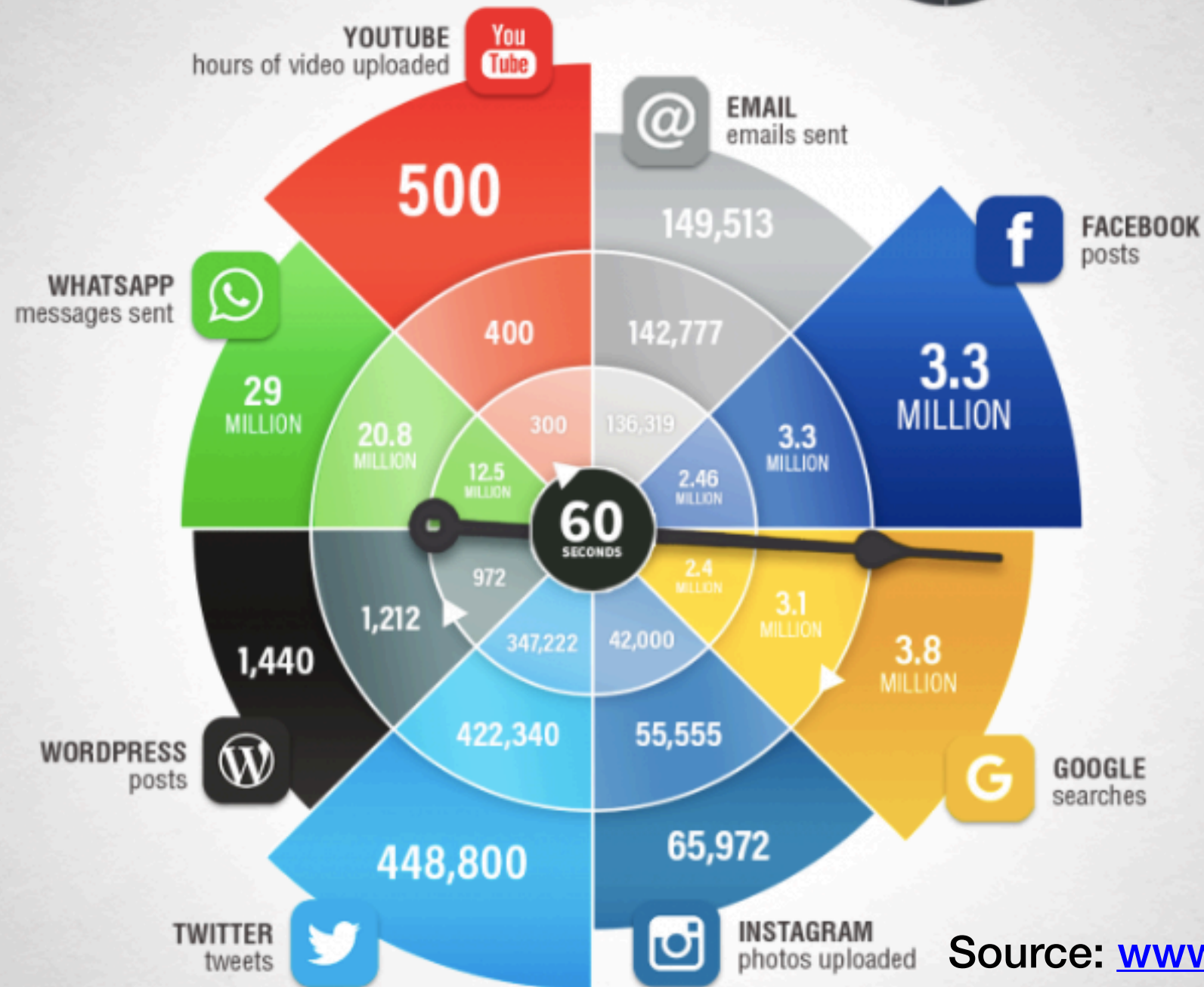
- **Blockbuster -> Netflix, Toys R Us, Sears, Sports Chalet -> Amazon**
- USA consumers spend 4-5 hours per day on smartphones (*average*)
- 91 % of paid mobile searches are made through Google (*Merkle*)
- 81 % of online conversions take place from some type of search (*Smart Insights*)
- 18% of local searches lead to a sale within 1 day (*Junto*)
- 60% of consumers can't tell the difference between Google paid and Organic Results (*Varn*)
- Google Display campaigns reach 80% of global internet users (*Google Benchmarks*)

Source: [www.smartinsights.com](http://www.smartinsights.com)



# What Happens Online in 60 Seconds?

Managing Content Shock in 2017

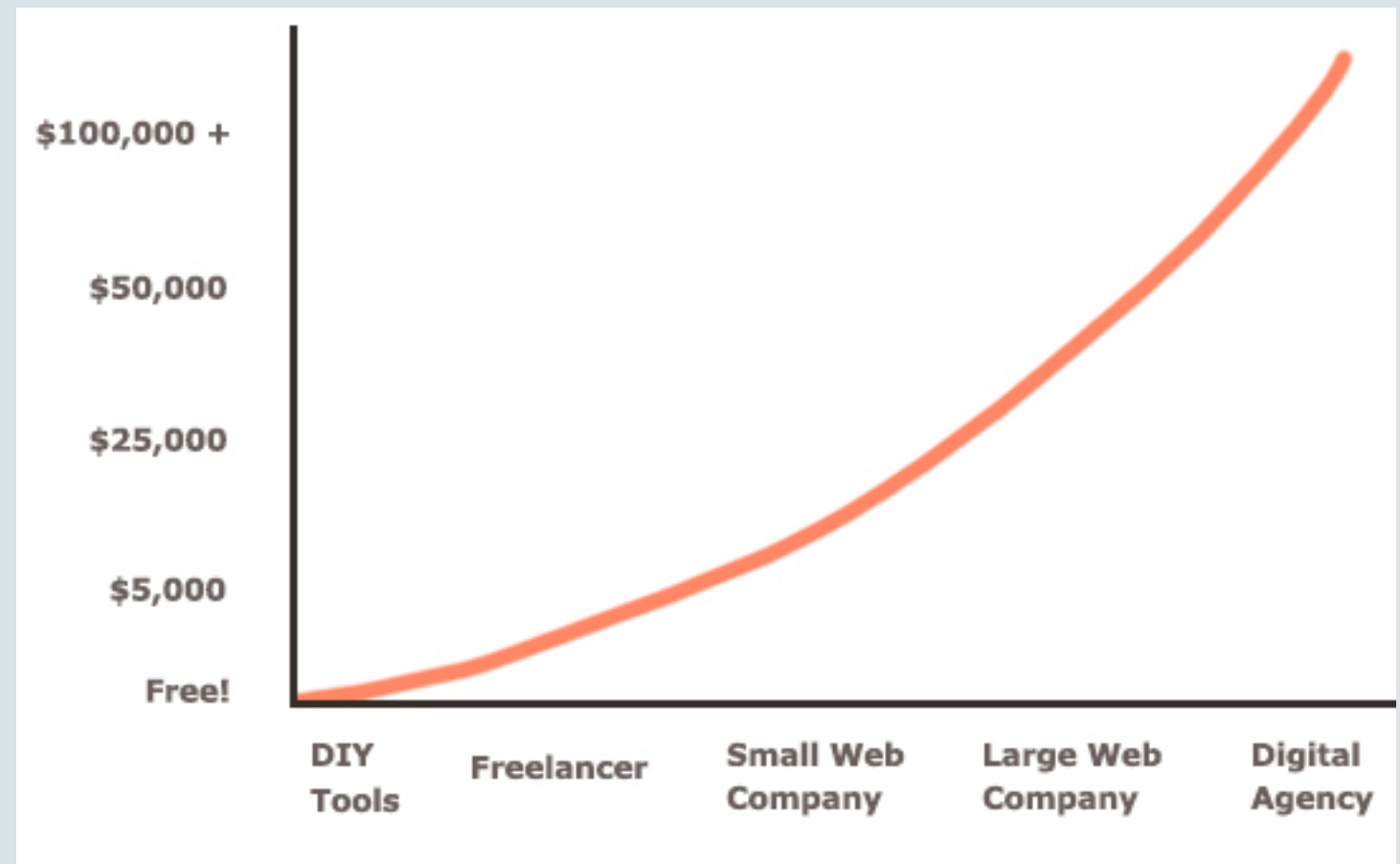


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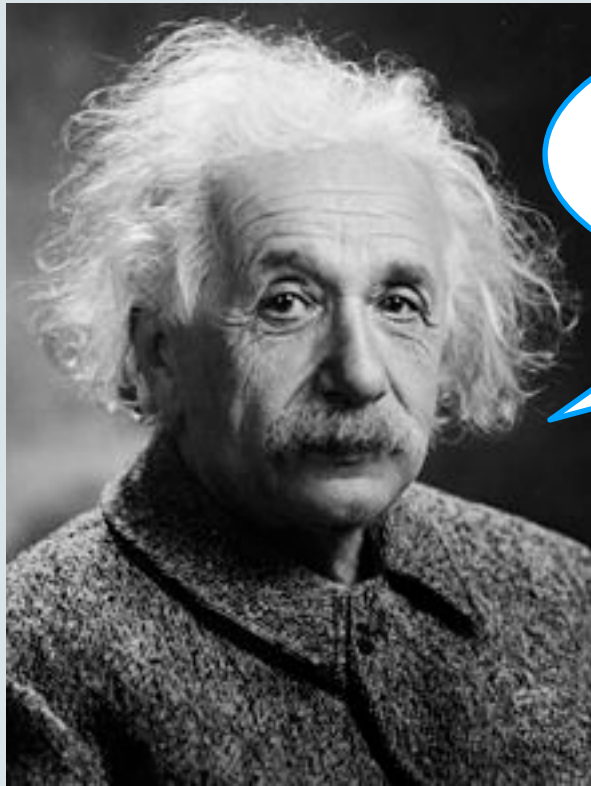


# Where do I start?

1. Marketing Goals / ROI
2. Digital Marketing Strategy
3. Professional website
4. Building online presence
5. CRM platform set up
6. Marketing tools
7. Execution of Digital Marketing Plan



# SEO - Search Engine Optimization



**LIFE** is like riding a bicycle.  
To keep your **balance** you must  
keep moving.

**SEO** is like riding a bicycle.  
To keep your **Google ranking**  
**balance** you must keep  
moving.

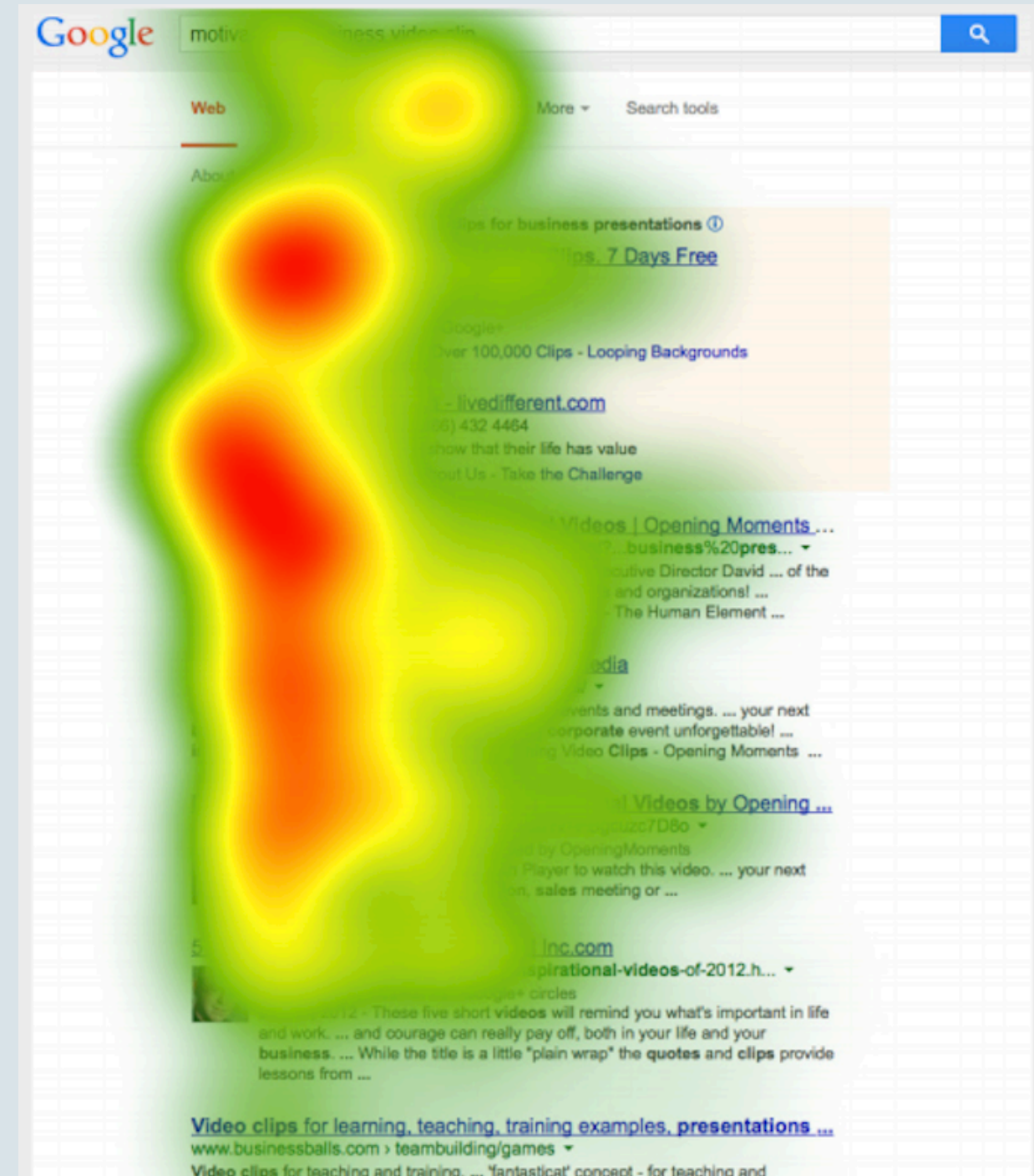




# SEO - Search Engine Optimization

**The process of getting your business to the first page at the top position of search engines and directories**

- 400,000 searches on Google per second
- 3.5 Billion searches per day
- That's over a trillion searches per year
- 2018 YTD: 1.56 Trillion searches



# Ranking Factors

## ON PAGE SEO

- Responsive website
- Keyword reach valuable content
- Page titles and meta descriptions
- Internal hyperlinking
- Website speed
- SSL certificate integration
- Mobile UX & UI
- Image names
- Navigation optimization
- Blog integration

## OFF PAGE SEO

- Shared blog posts
- Local directory listing
- Social media presence
- Social signals
- Press Releases
- Video sites backlinking
- Niche market presence
- Social bookmarks
- Community Link exchange

**AVOID SPAMMY LINKS!**

*Access 200+ Google ranking factors at [seoexpertdanny.com/factors](https://seoexpertdanny.com/factors)*



# Local Search Tips For Your Business

- Take control of your Google My Business listing
- Optimize your Yelp listing, will also affect Bing & Yahoo Local
- Make sure your information is accurate
- Engage with customers to get reviews
- Use as many features of your listing as you can, add photos.
- Keep working on it with fresh content
- Facebook registered as local & verified business
- Domain Whois registrar matches GMB
- Online Reputation building
- Add your business to other popular local directories

([local.com](http://local.com), chamber, yp, foursquare, merchant circle, Amex, Manta,...)

To see a list of 200+ local directories please visit [websitesdepot.com/directories](http://websitesdepot.com/directories)



About 6,120,000 results (0.66 seconds)

### Agra Cafe - Order Food Online - 268 Photos & 477 Reviews - Indian ...

<https://www.yelp.com> > Restaurants > Indian ▼

★★★★★ Rating: 4 - 477 reviews - Price range: \$11-30

477 reviews of **Agra Cafe** "After ordering (on a weekly basis) via Uber Eats for 6 months (and being blow-away every time), I eventually stopped-off for a 'pick-up' ...

### Agra Cafe, Los Angeles - Menu, Prices & Restaurant Reviews ...

<https://www.tripadvisor.com> > ... > Los Angeles > Los Angeles Restaurants ▼

★★★★★ Rating: 4 - 11 reviews - Price range: \$

Reserve a table at **Agra Cafe**, Los Angeles on TripAdvisor: See 11 unbiased reviews of **Agra Cafe**, rated 4 of 5 on TripAdvisor and ranked #2683 of 10606 ...

### Agra Cafe Cuisine of India (Official) - Los Angeles | Order Online

[www.agracafeonline.com/](http://www.agracafeonline.com/) ▼

**Agra Cafe** Cuisine of India is the best Indian Restaurant in Los Angeles, CA. It offers Lunch menu, Catering Menu, best Indian Food Home Delivery, Discounts, ...

### Agra Cafe Restaurant - Los Angeles, CA | OpenTable

<https://www.opentable.com> > ... > Los Angeles > Hollywood > Silver Lake ▼

Get menu, photos and location information for **Agra Cafe** in Los Angeles, CA. ... Please add a review after your dining experience to help others make a decision ...

### Agra Cafe Restaurant | Los Angeles | Indian Food Restaurant | Silver ...

[www.agra-cafe.com/](http://www.agra-cafe.com/) ▼

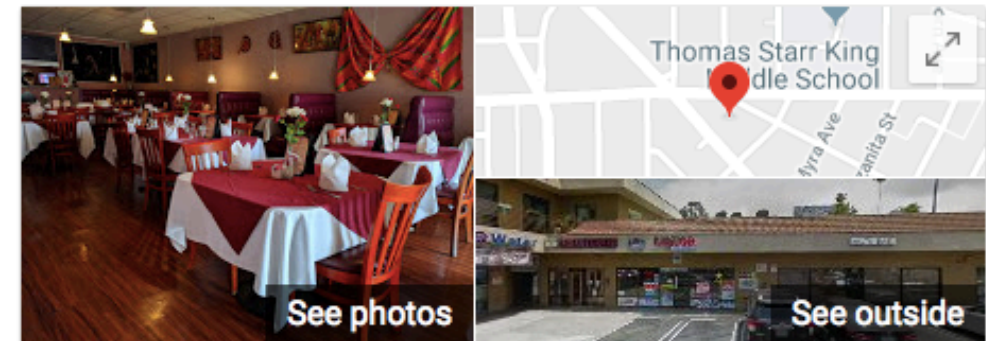
Voted Best Indian Food in Los Angeles - Order Food Delivery Online from **Agra Cafe** Restaurant. Missing: reviews | Must include: reviews

### Agra Cafe - Cafe - Los Angeles, California | Facebook - 65 Reviews ...

<https://www.facebook.com> > Places > Los Angeles, California > Indian Restaurant ▼

★★★★★ Rating: 4.1 - 65 votes

**Agra Cafe**, Los Angeles, California. 1.5K likes. Tucked in the corner of a small shopping plaza, **Agra Cafe** plates consistent, correctly spiced Indian fare...



See photos

See outside

## Agra Cafe Indian Cuisine

Website

Directions

Save

4.1 ★★★★★ 123 Google reviews

\$\$ · Indian Restaurant

Casual, strip-mall spot offers chicken tikka masala & other Indian dishes, plus delivery & takeout.

**Ad** View Catering Menu

Get catering delivered from Agra Cafe with ezCater  
[Order Now](#) · [ezcater.com](http://ezcater.com)



**Address:** 4325 Sunset Blvd, Los Angeles, CA 90029

**Hours:** **Closes soon:** 1AM · Reopens 11:30AM · [See more hours](#)

**Menu:** [agracafeonline.com](http://agracafeonline.com)

**Reservations:** [clorder.com](http://clorder.com)

**Order:** [eatstreet.com](http://eatstreet.com), [delivery.com](http://delivery.com), [postmates.com](http://postmates.com), [grubhub.com](http://grubhub.com), [seamless.com](http://seamless.com), [clorder.com](http://clorder.com)

**Phone:** (323) 665-7890

[Suggest an edit](#)





# SEM - Google Ads

- Select your Goals and ROIs
- Contact a Google Rep or Google Certified Partner
- Connect Google Ads with Google Analytics
- Secure your site with HTTPS (SSL certificate)
- Optimize your landing pages for speed
- Use proper Bid Strategies
- Select negative keywords
- Choose proper tracking attributes
- Use a keyword planner tool
- Set up a remarketing campaign
- Use Ad Extensions
- Set up Conversion Tracking (calls, orders, call tracking metrics)
- Monitor your success and Quality Score



# E-mail Marketing



## **E-mail marketing can have excellent results, given the following:**

1. You have a large mailing list that you've worked to acquire.
2. The mailing list must be acquired directly through you -- no purchasing lists or e-mailing addresses that haven't opted in.
3. You must hone your ability to effectively segment those lists (i.e. old customers, new signups, event signups, non-converted leads)

### **Best Topics:**

- Promotions
- Upcoming Events
- New Products / Service Offerings
- Insightful, Informative Articles
- Contests and Giveaways
- A Major Company Milestone (Boost Reputation)

**MY BIGGEST TIP:** Make sure your list is opted-in, then keep track of your metrics. It's the biggest tell that the content in your e-mail blasts are relevant and compelling. If you get a large number of unsubscribes, it's time to re-think the content of your mailers.



# Homework - To-do's

- Set up your business goals
- Create a Digital Marketing Strategy
- Update or re-design your website
- Look into your website data (Google Analytics)
- Generate weekly content
- Shoot a business video
- Take pictures
- Work on reputation for your business
- Create an email database of your customers
- Start a weekly email marketing campaign
- Take GMB & Yelp into your control
- Create Google 360 View of your retails business
- Get Social (business profiles)
- Keep learning and attending events like the Small Business Expo!



## Q&A

Request workshop slides at [websitesdepot.com/expo](http://websitesdepot.com/expo)

Request free SEO audit at [seoexpertreport.com](http://seoexpertreport.com)

Request a 30+ page complementary digital marketing strategy  
[websitesdepot.com/strategy](http://websitesdepot.com/strategy)

**Connect with Danny**  
**Twitter: @DannySEOstar**

To find out more about our company, please visit us at **Booth #1910**

**SAVE 10% Off** our Digital Marketing packages **#EXPO10**

