

How to Improve SEO with Offline Marketing



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FOSTER
WEB MARKETING

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How Does Offline Marketing Affect SEO?

Understanding the Connection

KNOW THIS:

Offline marketing is *already* a significant driver of search traffic



“ *What prompted you to search for an online brand?*

Econsultancy Study



44%

TV Advertising

41%

Word of Mouth

35%

Newspaper/Magazine

23%

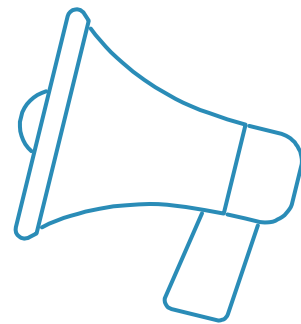
Radio

13%

Billboard

WHY DOES THIS MATTER?

Traffic from offline sources can affect organic search rankings. *Yes, really!*





Branded Search

Can Help Boost Your Non-Branded Rankings

Branded Search....

- Has long been a factor in the Core Ranking Algorithm
- Is an important indicator of **social proof**
- Is the easiest factor to manipulate via offline efforts

Branded Search and Social Proof

Search shows
trust

Trust shows
authority

Authority grows
rankings

Branded Search and Social Proof



Branded search is only one aspect of the “social proof” concept!



Brand Authority

*(Not to be Confused with
Moz's Domain Authority Metric!)*

Brand Authority....

- Is part of Google's *Panda* algorithm.
- Weighs a site's **links:branded search** quotient
- A ranking factor designed to reward authoritative sites/sources.

Breaking Brand Authority Down: Example 1



Breaking Brand Authority Down: Example 2



Hey Wait a Minute... 🤔

Aren't the days of **high-volume linkbuilding** over?



Links Don't Have to Be Links to Be Links

- **Explicit** inbound links can be harmful without enough branded searches to balance the equation. (But are still necessary!)
- **Implied** links i.e. *brand mentions* are counted too!

Use This Knowledge to Improve SEO

Use offline marketing efforts to increase ***branded searches, brand mentions,*** and to ***build links.***

Positive signals from these factors will increase your organic SEO visibility.



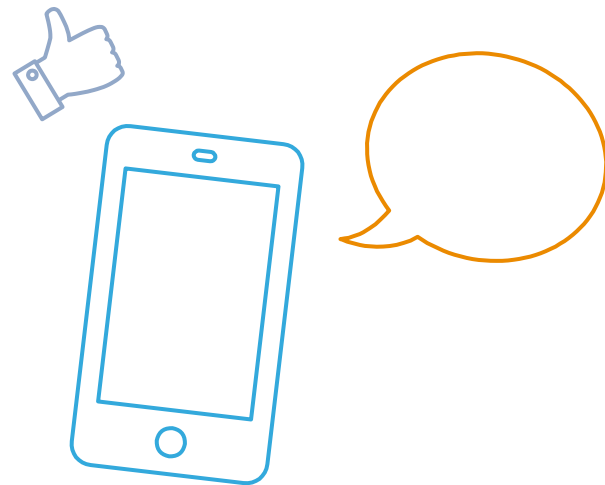
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Offline Marketing Tactics To Use Now

To Increase Brand Mentions, Branded
Searches, and Build Links

REMEMBER THIS:

Branded search traffic and brand mentions increase “Brand Authority” and therefore increase organic rankings.



TV Advertising

The ***largest driver*** of branded search queries from offline sources.

- Consistent cross-channel branding
- Be memorable and easy to find

How It Helps: Increases branded search queries.



Your Own Office

Word-of-mouth is the second largest source of branded search interest.

- Which other sources are working for you?
- ***Customer Service is #1***

How It Helps: Drives branded search. Supports your other initiatives. Research!



Magazines/Print Publications

Deliver a relevant message to a relevant audience. Pick and choose where you're seen!

- What have you learned from your actual prospects?
- Bonus backlink opportunities!

How It Helps: Linkbuilding, branded search, brand mentions



Radio

How much time do you spend in your car each day? Even more so than TV...

- Create interest and drive home main message
- Be memorable and easy to find

How It Helps: Branded search



Billboards (and Park Benches and Bus wraps, Oh My...)

Visually reinforce your main brand message.

- Create discussion-worthy marketing to increase brand mentions online
- Create memorability

How It Helps: Branded search



Speaking Gigs, Workshops, Seminars

Build a reputation for yourself. Generate buzz.

- Sell yourself explicitly: tell them where to go and what to do
- Sell yourself implicitly: be yourself and be good

How It Helps: Brand mentions, branded search, linkbuilding



Community Involvement

Be good by doing good.

- Good works are good PR
- A chance to leave an impression

Bonus: Promo Items!

How It Helps: Brand mentions, linkbuilding



Direct Mail

Don't lose touch; keep yourself top-of-mind

- Selectively promote curated search terms
- Drive home core messaging

How It Helps: Branded search



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Recapping: Offline Marketing and SEO

Goals, Strategies, and Tactics



Goal: Improve Organic Rankings via Offline Marketing

*Offline marketing channels drive demonstrated, significant user search interest to brands, and **brand signals** are a proven ranking factor.*



Strategy: Increase Positive Brand/Social Signals

Branded search queries, brand mentions/“implied links”, and traditional hyperlinks are all indicators of an active, engaging, relevant, and authoritative brand.

Google rewards brands like this.

Tactics: Specific Offline Channels for Strategic Targeting

Branded Search

- TV, Print, Radio
- Billboards
- Speaking gigs
- Direct mail

Brand Mentions

- Speaking gigs
- Community involvement

Linkbuilding

- Print
- Speaking gigs
- Community involvement



THANKS!

Looking for guidance? Need a partner to take your marketing to the next level?
Ask us about our **Strategic Consulting** program!

[Click Here to Set up an Analysis and Call with Tom](#)

Or email:

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