

Marketing School: The Fundamentals of Marketing



What will you learn today?

How to handle the most fundamental pieces of marketing that are often pushed to the wayside, and why they are so vital to your success.

Reading

Don't rely on the knowledge base you already have, digital marketing is constantly evolving.

Why You Should Be Reading

- Stay informed and stay relevant
- Expand your knowledge base!
- Many sites offer excellent beginner's guides to SEO and online marketing



Resources

Blogs

- fosterwebmarketing.com/blog (You had to see that one coming, right?)
- searchenginejournal.com
- searchengineland.com
- searchenginewatch.com
- googlewebmastercentral.blogspot.com (Provides official notices and updates directly from Google)
- mattcutts.com/blog (Matt Cutts is the head of Google's Web Spam team, and an excellent resource)

On Twitter

- @mattcutts (Matt Cutts)
- @randfish (Rand Fishkin, co-founder of Moz)

Writing

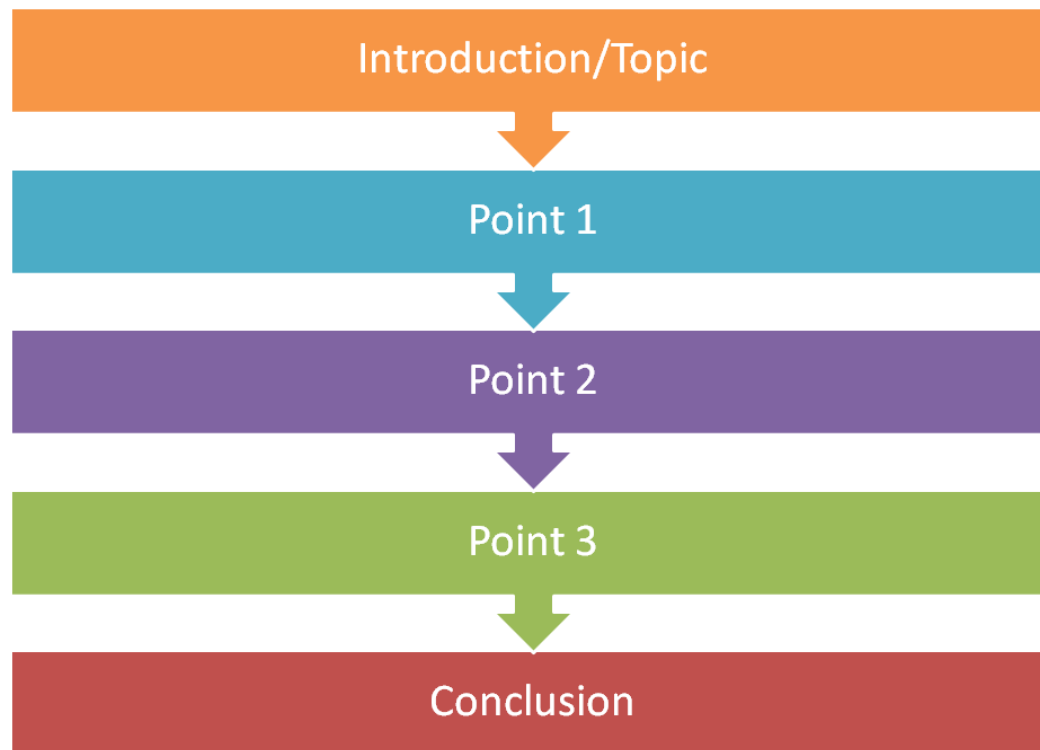
Content Is King, When Done Properly

What Do You Need To Know About Writing?

- The 5 Paragraph Strategy keeps you focused
- Identifying the goal of your content is paramount
- Why you need a 2nd pair of eyes

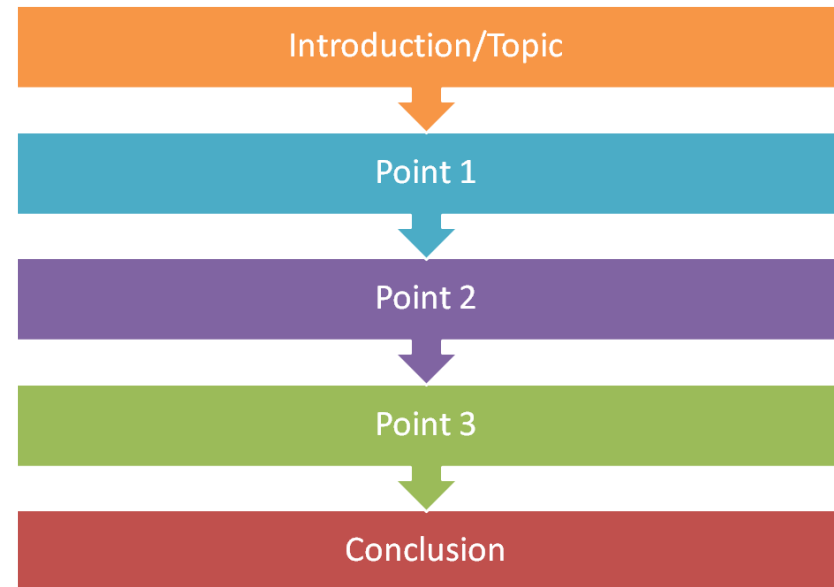


The 5-Paragraph Strategy



The 5-Paragraph Strategy Continued

- Just one of many methods of keeping your content focused and on-topic
- It doesn't always have to be 5 paragraphs
- There's no magic formula for length



Identify The Goal Of Your Content

- WHY are you writing what you're writing?
- Put yourself in the searcher's shoes. What would they be asking?
- See what others have to say on the topic. What can you add?
- Always be asking yourself "WHAT am I contributing to the conversation about this topic and WHY?"

Get Someone To Proofread Your Content



Arithmetic

The Key to Keyword Research Is More
Than Simple Addition

Keyword Research in 2014

- What's Important
- What's NOT Important
- Step-by-Step
- Key takeaways



What's Important

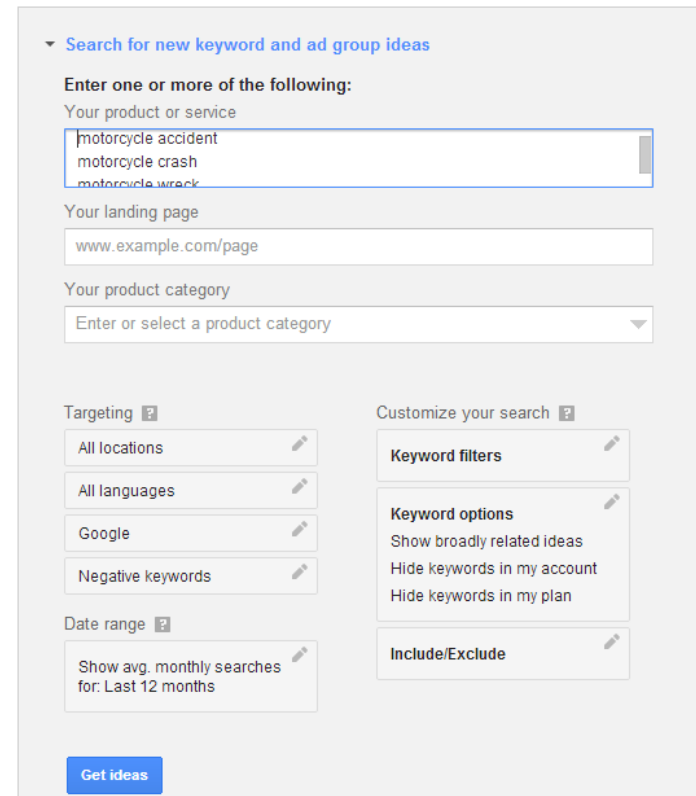
- While their importance and implementation have fluctuated over time, keywords are still relevant.
- Do your research prior to writing. Make sure you're using the keywords that will position your content in front of the most (and most relevant) searchers.
- Have your topic in mind before you do research, though keyword research can also lead you to new topics for future articles as well.
- Always, ALWAYS write for the user.
 - Seriously. Don't think about the search engines at all.

What's Not Important

- Keyword density.
- Exact match keywords.
- Always using the highest-volume keyword phrase (it's not always the best fit for your piece of content).
- “Fitting” or “adding” keywords to content. They should occur naturally, or not at all.

Step by Step

- Sign in at adwords.google.com
- From the top menu, select Tools > Keyword Planner
- Then select “Search for a new keyword and ad group ideas”.
- Enter the keyword(s) for which you want to see search volume.



▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

Your landing page

Your product category

Targeting ⓘ

All locations ⓘ

All languages ⓘ

Google ⓘ

Negative keywords ⓘ

Date range ⓘ

Show avg. monthly searches for: Last 12 months ⓘ

Customize your search ⓘ

Keyword filters ⓘ

Keyword options ⓘ

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Include/Exclude ⓘ

Get ideas

Step by Step

Ad group ideas **Keyword ideas** 🔍 📄 Download Add all (803)

Search terms	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
motorcycle accident	🔍 14,800	Low	\$21.64	0%	»
motorcycle crash	🔍 4,400	Low	\$8.27	0%	»
motorcycle wreck	🔍 590	Low	-	0%	»

1 - 3 of 3 keywords ⌵ ⏪ ⏩

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
motorcycle crashes	🔍 2,900	Low	\$8.06	0%	»
motorcycle wrecks	🔍 1,000	Low	\$2.39	0%	»
crash motorcycle	🔍 260	Low	-	0%	»
motorcycle fatality	🔍 260	Low	\$0.01	0%	»
motorcycles crashes	🔍 110	Low	\$1.43	0%	»
motorcyclist accident	🔍 90	Low	-	0%	»

Key Takeaways

- Have a topic in mind first.
- Nothing is set in stone. The highest volume keyword isn't necessarily the best fit for your article.
- Keyword research is for *guidance purposes* only, it shouldn't dictate the entire writing process.
- Forget writing for the search engines. Always write for the user.