

TwoCents

we are **good** ideas.

1300 TWOCENTS (896 236)
info@twocentsgroup.com.au
twocentsgroup.com.au



marketing strategy | branding | advertising | creative | digital | google | public relations | content creation



Offer from TwoCents

Full Digital Review - not just SEO - of your business website

Returned within 7-days

Report contains insights and suggestions to improve your digital traffic

Normally \$1,299+gst; **for CCIQ members - \$899+gst**

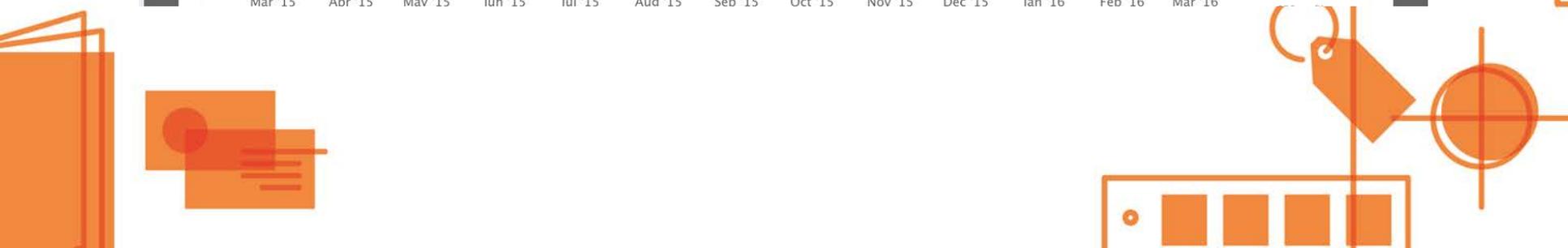
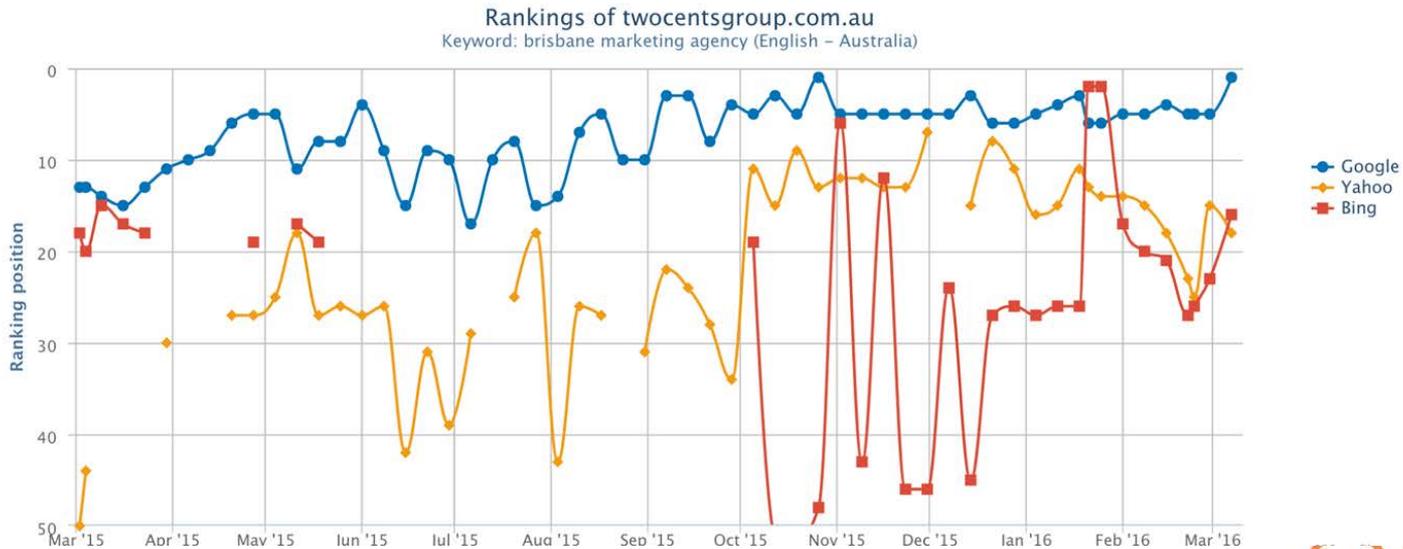


Email your domain through to Simon@twocentsgroup.com.au

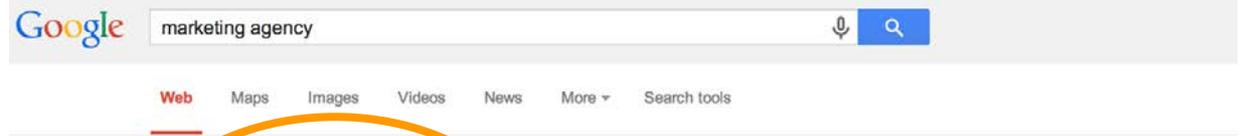
How can we be sure
he knows what he's talking about?



Previous positions for the keyword "brisbane marketing agency"



What is SEO?



Paid Results

Organic Results

TwoCents Marketing Agency - TwoCentsGroup.com.au
Ad www.twocentsgroup.com.au/ 1300 399 239
Want to Grow Your Business in 2014? Call Our Friendly Team Now.
63 Amelia Street, Fortitude Valley QLD

Bang Marketing Strategy - Bang.com.au
www.bang.com.au/Our-Thinking
Uniting Digital, Brand, Creative Learn How We're Thinking Differently
Our Work - Our Story - Our Thinking - Blog

Marketing Agency - strategyandaction.com.au
Ad www.strategyandaction.com.au/Marketing
Brisbane Marketing Agency. Grow Your Company. We Get Results!
Contact Us Advertising Services - Marketing Consulting - Why Choose Us

Brisbane Advertising Agency, Digital Agency, Creative ...
bcm.com.au/
Welcome to one of Australia's largest independent advertising agencies. With a bustling office in Brisbane, BCM offers a genuine integrated communications ...

Engine Group: Brisbane Advertising Agency | Public ...
www.enginegroup.com.au/
Engine Group is Brisbane's new-breed communications and advertising agency. We are individuals who come together in the advertising, design, digital and PR ...

Dirty Chook - Made You Look: Advertising Agency ...
www.dirtychook.com/
Dirty Chook is an award-winning advertising agency in Brisbane, Sydney & Melbourne. We specialise in media buying, design and online marketing 07 3369 ...

Follow Agency - Marketing Design Digital - Brisbane

A.18 ⓘ

Need A Marketing Agency?
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Experts Perfect For Startups.
Brief 40,000+ Top Experts At Once!

Traffika Digital Agency
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Work with the Leaders in Digital Business Generation. Learn More.

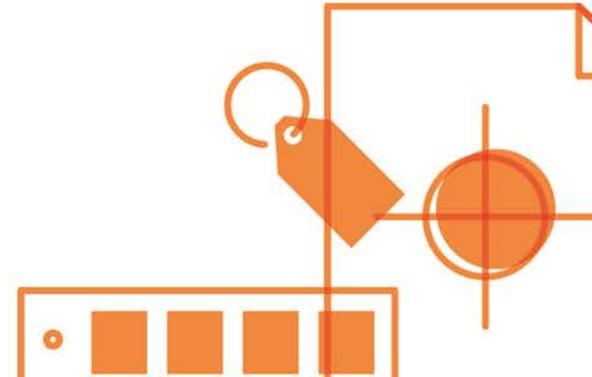
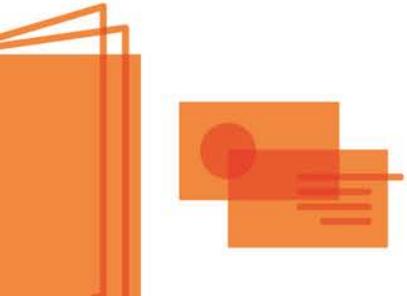
Find A Trusted Agency
www.google.com/Partners
Browse Our Certified Ad Agencies.
Try a Google Partner Search Here.

Marketing Agency
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Specialising in Marketing, Media Strategy & More. Contact Us Now!

Skilled Marketing Agency.
www.dmscreative.com.au/
Realistic Advice To Help Grow Your Business. Find Out More Today!

Marketing & Design Agency
www.sketchcorp.com/
Marketing That Grows Your Business
Call for Your Free Consultation.

93% of online experiences
begin with search.



70% of the [links search users click](#) on are organic

85% of marketers said search marketing
was the most effective customer acquisition tactic

68% of global search traffic via Google; 19% via Bing



Why bother?



The higher you rank, the more traffic your website will get. Those ranked at number 1 get TEN times more traffic than those ranked at number 8.

More traffic means more customers.

Google Result Page Rank	Average Traffic Share
1	32.5%
2	17.6%
3	11.4%
4	8.1%
5	6.1%
6	4.4%
7	3.5%
8	3.1%
9	2.6%
10	2.4%

What is a Keyword?



The word or phrase a user types into the search engine

Google processes 6 billion queries per day

15% of search terms every day have never been seen before

A single keyword can easily have 800+ variations or similar keywords

All three of these are DIFFERENT keywords:

Short-Tail v1

“Hotels Brisbane”

V popular, lots of traffic
and huge competition

Short-Tail v2

“Brisbane Hotels”

V popular, lots of traffic
and huge competition

Long-Tail

“Cheap Hotel Deals in
Brisbane CBD”

Less popular, less traffic
and less competition

Step One: Know Your Keywords

Use Google's Keyword Planner tool to give suggestions.

Google AdWords Home Campaigns Opportunities Reports **Tools** Customer sim

Keyword Planner
Add Ideas to your plan

Your product or service: marketing company
Your landing page: www.twocentsgroup.com.au

Targeting ?
Australia
All languages
Google
Negative keywords

Date Range ?
Show avg. monthly searches for: last 12 months

Customise your search ?
Keyword filters
Keyword options
Keywords to include

Search volume trends

Average monthly searches

Month	Average monthly searches
Mar 2015	75K
Apr 2015	70K
May 2015	80K
Jun 2015	70K
Jul 2015	65K
Aug 2015	80K
Sep 2015	90K
Oct 2015	70K
Nov 2015	65K
Dec 2015	45K
Jan 2016	60K
Feb 2016	65K

Columns Download Add all (765)

Search terms	Avg. monthly searches ?	Suggested bid ?	Organic avg. position ?	Organic share	Add to plan
marketing company	170	\$10.42	-		ACCOUNT

Show rows 30 1 - 1 of 1 keywords

Avg. monthly	Suggested bid	Organic avg.	Organic
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Not all keywords have traffic

Should you target keywords with no traffic?

Have you been sold that solution?

Keyword	Searches	C.	Your site
<input type="checkbox"/> brisbane marketing agency Details	50	96%	1
<input type="checkbox"/> twocents Details	50	n/a	1
<input type="checkbox"/> brisbane brand companies Details	n/a	n/a	2
<input type="checkbox"/> brisbane marketing companies Details	n/a	n/a	3
<input type="checkbox"/> advertising company Details	90	83%	5
<input type="checkbox"/> brisbane marketing agencies Details	10	n/a	5
<input type="checkbox"/> marketing agencies brisbane Details	70	97%	5
<input type="checkbox"/> marketing firms brisbane Details	30	93%	5
<input type="checkbox"/> brisbane marketing company Details	40	100%	6
<input type="checkbox"/> marketing agency brisbane Details	110	93%	6
<input type="checkbox"/> brisbane brand company Details	n/a	n/a	7
<input type="checkbox"/> brisbane branding company Details	n/a	n/a	7
<input type="checkbox"/> branding agency brisbane Details	20	100%	8

Cheat Sheet



Website's Content
& How It Is
Optimised

Popularity Of The
Content

Backlinks

Technical Capacity
Of The Site

Your website needs to be well built, well structured, easy to navigate and not only full of great content that's viewed a lot by your visitors, but also has a lot of links to it from other websites.

Simple, huh?

Google measures over 200 different things when it ranks your website against a competitor.

On the plus side, you only have to do better than your competitor to get a better ranking.

30 most important ranking signals: <http://positiononly.com/blog/seo/google-ranking-factors>

Full list: <http://backlinko.com/google-ranking-factors>

Technical



Website Structure

Ease of navigation

URL formats

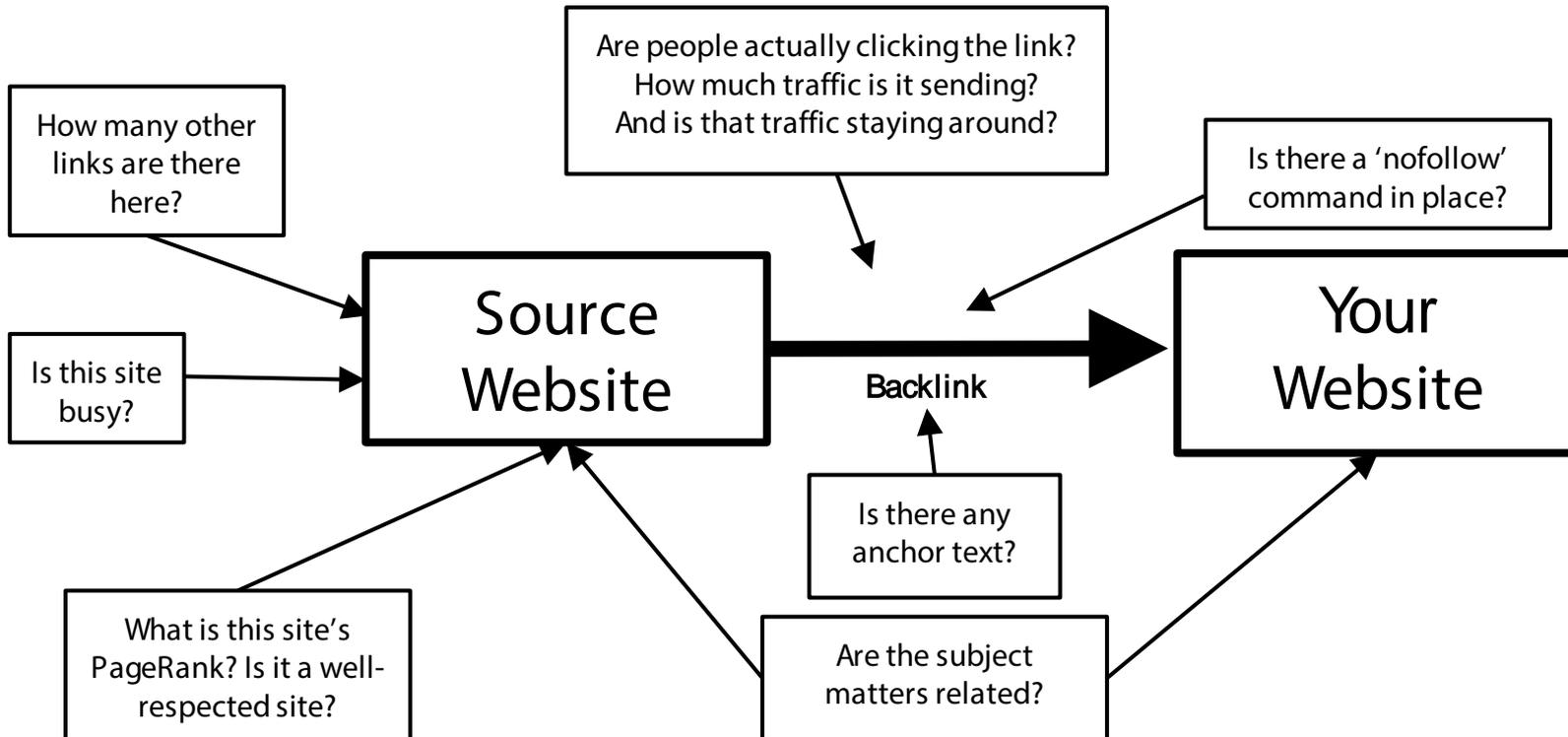
Server Location - closer to the person doing the search, the better

Page Errors

Loading Speed

Age of domain

Backlinks



Backlinks



“Pagerank” is how a website’s value is measured.

Value can be different depending on source and destination websites relation to each other.

Is the link delivering quality traffic that is staying?

Is the link relevant?

Are people ‘liking’ the content?

Are people sharing on social media?

MORE backlinks is not necessarily a good thing.

Quality backlinks from busy, related websites is a good thing.

Backlinks



```
<a href="http://www.example.com">Example Anchor Text</a>
```



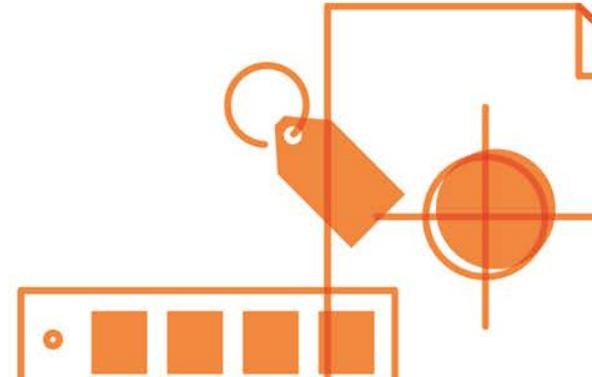
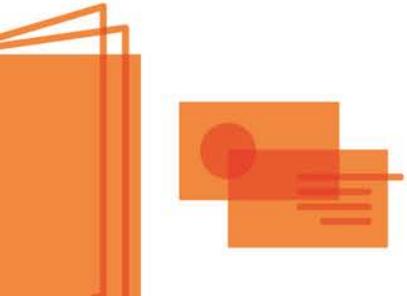
keyword goes here

```
<a href="http://www.twocentsgroup.com.au">Marketing Agencies</a>
```

This directly links the destination website with the keyword.

In the example above, the anchor text is directly associating TwoCents with 'Marketing Agencies'.

How do I get backlinks?



Backlinks



Ask other website owners to swap links

Write blogs & articles

List yourself on directory websites

Press releases

Review sites

Discussion boards

Full list of ideas here: <http://www.shoutmeloud.com/101-ways-to-get-quality-backlinks-to-your->



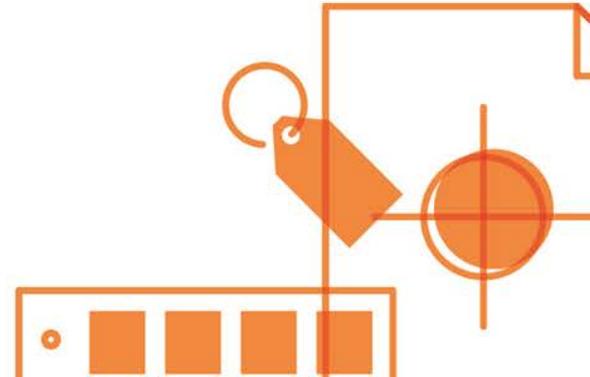
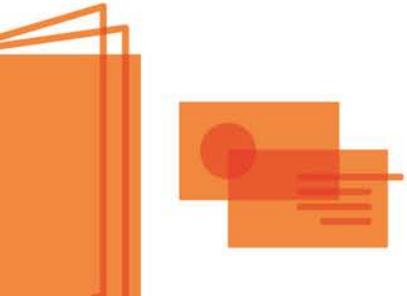
What is White Hat & Black Hat?



vs



What is RankBrain?



RankBrain



1. RankBrain is the third most important ranking signal in Google Search.
2. RankBrain was deployed several months before October.
3. RankBrain uses artificial intelligence to put written language into mathematical entities that computers can understand.
4. If RankBrain sees a word/phrase it doesn't know, the machine guesses what words/phrases might have similar meanings.
5. RankBrain specifically helps with never-before-seen search queries.
6. RankBrain is better than humans at guessing which results Google would rank number one for various queries.
7. RankBrain is the first Google search ranking signal that actually learns on its own.
8. Turning RankBrain off is as damaging to users as turning off half of Wikipedia pages.
9. RankBrain is so effective, Google engineers were surprised at how well it worked.
10. Machine learning is a major focus of Google right now.

Tools?



www.seoprofiler.com

www.moz.com

Google Adwords Tool

Google Analytics

Google Webmasters

Results & Other FAQs



How soon should I see results?

How much should I be paying?

I think I'm paying for something that's not giving me value...



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