## Index

Advertising display, 26 paid, 119-120 pay-per-click (PPC), 52 platforms, Flubit, 48 All-device user interaction, 19 Allegro, 46 Amazon, 46 Attribution (modelling), 130 Backlinks, generation, 94 Benchmarking, 30-31, 34, 39-40 goals and objective setting, 30 - 31setting, 31-34 Big data, 35 technological advancements and impact, 45 Bing Places, 13, 77-78 Brand advocates, 70-71 Brand evangelists, 70 Brochure website, role, 37 **Business** content creations for, 89 content marketing for, 105 conversion rate optimisation for, 132–133 pay-per-click for, 119-120 search engine optimisation for, 74 - 75social media marketing (SMM) for, 57-59 website, 19

Cafe bookings, 14–15 Call (callout) extensions, 130 Call to actions (CTAs), 29, 66, 108, 114 optimisation, 121-122 Cdiscount, 46 Chatbots, 49 Click-through rates (CTRs), 31, 33, 79, 92-93, 108 optimisation, 76 optimising organic advert, 76 - 77CMS. See Content management system (CMS) Collaborative marketing culture creation, 4 Company pages, 87 Content adding mixed, 91 frameworks, 93 interlinking topical, 91 with mark-up schema, 91 personalisation of, 90 Content creations, 52 for business, 89 See also 30-minute content creation actions Content management system (CMS), 154 Content marketing, 103, 117 actions. See 30-minute content marketing actions for business, 105 effectiveness of, 105 Content marketing (and promotion), 52 Content marketing funnel, 117 Content writers, 89

Conversion rate optimisation (CRO), 52, 131 actions. See 30-minute conversion rate optimisation actions for business, 132-133 categories, 132-133 effective CRO empowers, 133 Cornerstone content, 87 Cost per acquisition (CPA), 106, 127 Country-orientated marketplaces, 46 - 47CPA. See Cost per acquisition (CPA) CRO. See Conversion rate optimisation (CRO) CTAs. See Call to actions (CTAs) CTRs. See Click-through rates (CTRs)

Data science, 36 Data-sharing, 7 Decision-making, 106 Digital marketing, 17 delivery, 4–6 role of integration in, 8 Digital personal assistants, technological advancements and impact, 45 Direct marketing, 9–12, 17 Direct messaging ('DMing'), 67 Display advertising, 26 Domestic technology, 35

eBay, 46 e-Commerce 30-minute content marketing website checklist, 95–98, 101 e-Commerce sites, creating 30-minute content for, 94–95 Ecosystem, website marketing, 2 Email, 9–12, 17 e-Tailers, 102 Etsy, as new eBay, 48 Experiential user behaviour, 35 Expertise, authority and trust (EAT), 81

Facebook Live, 71 Flubit, free advertising platforms including, 48 Follow-up (post go-live) meeting(s), 7 Footfall into stores and sales, 8-13 GA. See Google Analytics (GA) Global markets changing, 45-46 GMB. See Google My Business (GMB) Google Ads, 22 Google Analytics (GA), 23-24, 58, 76, 124, 133-134 Google Beacon, 13 Google Keyword Planner, 31, 92 Google My Business (GMB), 13, 77 - 78Google Optimise (GO), 125, 135 experiments, 24 Google Plus, 37 Google Rich Results, 22 Google Search Console (GSC), 6, 80, 124 impressions, 76 Google Search/Search ads, 26 Google Shopping, 26 Google Suggest, 92 GSC. See Google Search Console (GSC)

HARO. *See* Help A Reporter Out (HARO) Help A Reporter Out (HARO), 84 Hotjar software, 93, 101-102 Hyper Text Transfer Protocol Secure (HTTPS), 49 Industry niche marketing platforms, 47-48 Instagram, 14 Instagram stories, 71 Integrating offline and online, 8 Integrating teams, 162–165 cross-team supporting roles, 164 culture of trust, 163-164 knowledge sharing, 162–163 leadership through support, 163 mentorship programmes, 164 multi-department objectives, 163 reconsider change, 164 team interaction improvement, 163 Intelligent algorithms, 35 Interaction all-device user, 19 team, 163 Internet-ready mobile devices, 44 Key performance indicators (KPIs), 30, 31, 160, 161 Machine Learning (ML), 35 Marketing channels, 16 purpose, 9-12, 16-17 Marketing culture, 16 Marketing platforms, industry niche, 47-48 Marketing specialisms, integration, 4-8content ideation and creation. 5 - 6content promotion, 6 onboarding actions, 5 onboarding new campaigns, 4 strategy creation, 5

Marketplaces, country-orientated, 46 - 47m(.)domains, 49 Mentorship programmes, 164 Micro-influencers, 93, 101, 110 Mobile ads, 26 Mobile first, 35, 49 Mobile-first website world, winning in, 43-44 Mobile phones, 41 Name, address, phone number (NAP) consistency, 78 Natural language processing, 49 Negative keywords, 130 News publishers, 91 Offline integration, 8 working, 7-8 Omni-channel (marketing), 16 Omni-channel and total site (integrated), 8 Omni-channel website marketing, traceable, 8-13 Onboarding, 16 Online clothing outlet, revenue generated for, 13 - 14Online integration, 8 Online marketing audience wants, needs and pain point clarity, 22 challenges facing, 20-25 channels, 8 continuous improvement and impactful optimisation, 25 creating content that delivers results. 24 data limitations and business insights, 23

generating optimum value from users and traffic, 23, 24 integrating marketing channels effectively, 24 market share maintenance and growth, 22 prioritisation of actions and resource allocation. 21 technology changes and website health, 22-23understanding channel performance and business impact, 21 Online working, 7-8Paid advertising, 119–120 Paid marketing, 9-12, 17, 26-27 Paid marketplaces, 130 Pay-per-click (PPC), 9-12, 17, 26-27, 119 actions. See 30-minute pay-perclick actions advertising, 52 for business, 119-120 People's website expectations, 19 Personal assistants, 41, 49 Personalisation of content, 90 Pinterest, 14 Podcast publishers, 91 PPC. See Pay per click (PPC) Recipe publishers, 91 Referral, 9-12, 17

Search engine marketing (SEM), 27 Search engine optimisation (SEO), 9–12, 16, 27, 31, 32, 52, 59, 73 actions, 77–79 content identification, 82–84 for business, 74–75

creating new content works for, 82-84 improving existing content for, 80 - 82metrics, 32-33 role, 73, 74, 84-85 topical terms, 32 traditional SEO metrics, 75 Search engine results pages (SERPs), 9-12, 17, 22 Search marketing, 27 build action plan, co-create approach, 28 component parts of, 27-30 define situation and distil/verify, 28 enhance using new/increased data sets, 28 marketing' aspect of, 26 promote, increase exposure and awareness, 28 refine based on purpose and success, 29 repeat/adjust approach/finish project, 30 report on phase one results/ insights/next actions, 29 research, analyse, discover, 27 review progress made, 29 take action, implement and track data, 28 works, 25-30 SEM. See Search engine marketing (SEM) SEMRush, 22 SEO. See Search engine optimisation (SEO) SERPs. See Search engine results pages (SERPs) Site search (GA), 141 Small- to medium-sized businesses (SMBs), 23

SMART. See Specific, Measurable. Attainable. Relevant and Timely (SMART) Smart home speakers, technological advancements and impact, 45 Smartphones, technological advancements and impact, 44 Smart speakers, 41, 49 SMBs. See Small- to medium-sized businesses (SMBs) SMM. See Social media marketing (SMM) SMS, 13 Social awareness, 19, 35 Social media accounts creation. 59 - 60calendars building, 63 - 64hashtags, 154 listening completion, 60 - 61Social media marketing (SMM), 9-12, 17, 52, 57 for business, 57–59 repurposing existing content for, 66 Specific, Measurable, Attainable, Relevant and Timely (SMART), 33 Strategic thinking, 52 in 30 minutes, 155, 156, 165 - 166aligning objectives, 159 - 162website planning, 157 - 159

30-minute actions methodology, 51.54-55 challenge assumptions, 53-54create a sense of urgency, 54 keeping momentum going, 54 protecting time and preparing to take action, 52-53repeat and revisit what works and continuously experiment, 53 30-minute content creation actions, 89-94, 99-101 for e-Commerce sites, 94–95 30-minute content marketing actions, 105-106, 115 - 117awareness and discovery, 105 - 109consideration and comparison, 106, 110-112 decision-making, 106, 112-115 30-minute content marketing website checklist, 95–98 30-minute conversion rate optimisation actions, 131, 133-140 30-minute data actions, 143–145 30-minute mindset, 51-5230-minute trend awareness activities, 150-153 competitor commonalities, 152 consistent and ongoing trends, 152 content type trends and resurgences, 152 customer and audience surveys, 151 data-driven company insights, 151 Google trends, 150 government data sites, 153

influencer and social listening, 152 publications and governing bodies, 153 qualitative trend articles, 151 social and economic change, 152 technology change, 151-152 Think with Google, 150–151 30-minute pay-per-click actions, 120 - 12930-minute search engine optimisation actions, 75-80,86 content actions, 80 location optimisation, 77-79 technical SEO updates, 79 - 80title tags and metadescriptions updating, 76-77 30-minute social media marketing actions, 59-68, 70 creative and fun, 65 direct messaging audience, 67 fully completing and optimising profiles and business pages, 64 growing brand advocates and evangelists, 67 participating in user-generated content (UGC), 67-68 promoting highest performing content, 65-66 putting in place an SMM strategy, 62 repurposing existing content for SMM, 66 running competitions, 62-63 setting up scheduling of posts, 61 - 62sharing best of breed non-competing content, 65

social analytics, digesting and usage, 65 social media accounts creation, 59-60calendars building, 63 - 64listening completion, 60 - 6130 minutes, strategic thinking in, 155, 156, 165-166 aligning objectives, 159-162 website planning, 157-159 30-minute website management actions, 145-150 brand and identity management, 150 collaborative team inclusion, 149 digital asset simplification, 148 health/performance checklist, 146 - 148top task priorities, 148-149 website governance, 149 website maintenance, 146 Time to first byte (TTFB), 137, 141 Time to purchase (GA), 141 Top-performing non-commercial website content, 14 Traceable omni-channel website marketing, 8–13 TTFB. See Time to first byte (TTFB)

UGC. See User-generated content (UGC) Unique selling points (USPs), 48 URL, 80 User flow, 35–36 User-generated content (UGC), 67–68, 85, 87, 93 User interaction, all-device, 19 USPs. See Unique selling points (USPs) UTM tracking codes, 154

Voice-enabled technology, 40 Voice search, impact and opportunity of, 38–43 Voice search optimisation (VSO), 38, 41, 49 effort and impact matrix, 42 'VSO Effort and Impact Matrix', 42–43

Web-ready technology, 19, 35 Website, as entity, 52 Website checklist, 30-minute content marketing, 95–98 Website content types, 84-85 Website ecosystem, 16 'Website Fundamentals Mind-map', 20 Website marketing, 1 Website marketing ecosystem, 2, 3 characteristics, 2 defined, 2 demystifying, 2-4 Website personalisation, 137 Website roadmap template, 159 Website roles, 37 Website success measurement, 30 - 31WiFi, 45

YouTube, 26