

# Getting started in search

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***Getting set for search...***

# ***Seven simple steps*** ***...for getting started in search***

A training and development workshop  
for new online marketers

Danny Meadows-Klue

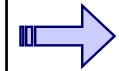
Building marketing craft skills

**Get set for search**  
**Seven simple steps for getting started in search**

If you're new to search engine marketing, then its breadth and scale might feel daunting. Get search right and it can transform your business, that's why it accounts for more than 40% of all online advertising in many countries. Devised by Danny Meadows-Klue to help companies new to search get it right, these simple steps get you heading in the right direction. Search engine advertising and search engine marketing will become major tools for your brand; it's time to get started.



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**Scale**  
**Get your focus in the right place**



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**Scale**  
**Get your focus in the right place**

- Consider your real marketing mix today
- Websites are the starting point in most customer journeys
- Search engines are the start of most web sessions
- Pay-per-click is over half all online adspend
- Search engine optimisation is vast



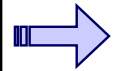
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**Question**

Does your marketing mix reflect the scale of search?



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## **Sales**

***Get your business ready for sales***



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## **Sales**

***Get your business ready for sales***

- Think through how the website can build sales
- Set marcoms objectives for the site
- Funnel customers into action
- Focus on sales, lead qualification, lead generation



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## **Sales**

***Get your site right; convert the leads***

- Learn about your conversions
- Understand what happens when customers visit
- Look for the simplest route to purchase or leads
- Link deep into the site
- Monitor those leads; follow them through the business



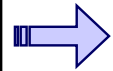
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### **Question**

**Do you  
analyse the  
conversion  
process?**



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## **Support**

*Find the right partners for you*



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## **Support** *Find your partners*

- Get help
  - Friends?
  - Ad agencies?
  - Web agencies?
  - Search engines?
  - Search specialists?
- Look for trust, expertise, independence, history, and a freshness in knowledge



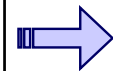
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### Question

Do you have  
dedicated  
support?



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## **Seduce**

*Select the right keyphrases that  
will bring customers to you*



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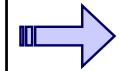
## **Seduce**

*Select the right keyphrases that will bring customers to you*

- Start understanding the language of search
- Question: how do your customers describe you?
- Shift your mindset; become your customer
- Explore the language
- Explore groups of terms
- Start harnessing them on your site and in your advertising



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## **Start**

*Get your feet wet, start the test*



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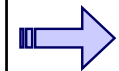
## **Start**

*Get your feet wet, start the test*

- Start small
- Run a simple test with a credit card to see the effect
- Analyze and track
- Consider the implications for your team



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## **See**

*See the results; investigate*



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## See

*See the results; investigate*

- Watch what happens
- Measure the results within the process as well as final outputs
- Look into the data
- Learn about your customers' buying behaviour



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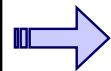
## See

*Measure performance with split-run tests*

- Set up more advanced metrics
- Set up the test
- Pre and post?
- Exposed and control?
- Market A vs market B?



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## Serious

*Then get serious about weaving search into your business*



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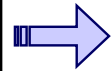
## Serious

*Then get serious about weaving search into your business*

- This is boardroom stuff
- Give ownership to the right people
- Give it the right scale of attention
- Give it the right support
- Give it the right analysis
- Give it the chance to change the rest of your marketing mix, leading other above and below the line marcoms activity



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# Takeouts

**Danny Meadows-Klue's Seven simple steps for getting started in search**



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## Get set for search

**Seven simple steps for getting started in search**

### 1. Scale

Get your focus in the right place

### 2. Sales

Get your business ready for sales  
Get your site right convert the leads

### 3. Support

Find the right partners for you

### 4. Seduce

Select the right keyphrases that will bring customers to you

### 5. Start

Get your feet wet, start the test

### 6. See

See the results; investigate

### 7. Serious

Then get serious about weaving search into your business



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Get in touch!

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Mail me more of your questions

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