

Digital Marketing Recipes



A step by step guide to growing your organic search engine visibility...

After taking care of the technical aspects of your website, it's time to build upon the external factors of your search ranking profile.

Objectives

Drive further traffic to your website from organic searches related to your business or service to grow your potential customer base.



Keyword Research

Identify keyword opportunities based on search traffic and competition.



Competitive Analysis

Audit competitor link profiles to determine their link sources and how your business can strategise to compete with them.



Email Outreach

Reach out to existing partner organisations to build backlinks and formalise relationships online.



Content Creation

Create targeted quality content aimed at generating traffic and backlinks to your website.



Press Release Distribution

Write and post company press releases to online PR firms to generate indexed branded content and backlinks.



Measurement & Analytics

Keep track of how you're performing in terms of backlinks, organic traffic behaviour and keyword rankings.

Digital Marketing Ingredients



Keyword Research	Competitive Analysis	Email Outreach	Content Creation	Press Release Distribution	Measurement & Analytics
<p>Objective</p> <p>Identify keyword opportunities based on search traffic and competition.</p>	<p>Objective</p> <p>Audit competitor link profiles to determine their link sources and how your business can strategise to compete with them.</p>	<p>Objective</p> <p>Reach out to existing partner organisations to build backlinks and formalise relationships online.</p>	<p>Objective</p> <p>Create targeted quality content aimed at generating traffic and backlinks to your website.</p>	<p>Objective</p> <p>Write and post company press releases to online PR firms to generate indexed branded content and backlinks.</p>	<p>Objective</p> <p>Keep track of how you're performing in terms of backlinks, organic traffic behaviour and keyword rankings.</p>
<p>Measure of success</p> <ul style="list-style-type: none"> Traffic to various keywords analysed Competition on selected keywords analysed 	<p>Measure of success</p> <ul style="list-style-type: none"> Found sources of competitor links Analysed link quality 	<p>Measure of success</p> <ul style="list-style-type: none"> Identify potential backlink sources Opportunities contacted and backlink requested 	<p>Measure of success</p> <ul style="list-style-type: none"> Quality content created Additional site traffic generated 	<p>Measure of success</p> <ul style="list-style-type: none"> Positive branded content indexed online by Google 	<p>Measure of success</p> <ul style="list-style-type: none"> KPIs identified and benchmarked All major performance indicators tracked
<p>Deliverables</p> <ul style="list-style-type: none"> Target list of keyword opportunities 	<p>Deliverables</p> <ul style="list-style-type: none"> Strategy for gaining links Competitor analysis report 	<p>Deliverables</p> <ul style="list-style-type: none"> List of potential backlink sources Email outreach campaign templates 	<p>Deliverables</p> <ul style="list-style-type: none"> Written content for blog posts Visual content for blog posts Additional content 	<p>Deliverables</p> <ul style="list-style-type: none"> Online PR distribution account Press Release articles posted online and indexed 	<p>Deliverables</p> <ul style="list-style-type: none"> KPI reports set up Keyword ranking report