

Digital Marketing Recipes

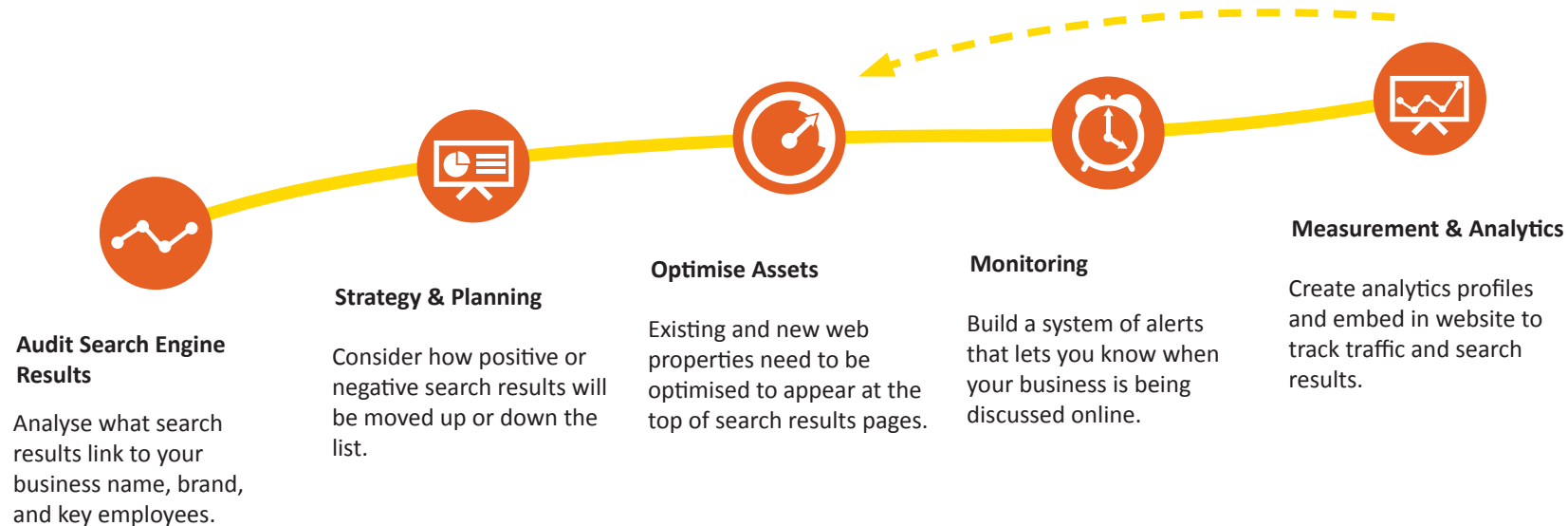


A step by step guide to protecting your brand's online reputation...

Consumers are online and actively researching companies before making their purchase decision. If you don't want any negative results on the first page of search results, an active reputation management plan needs to be in place.

Objectives

Manage the online conversation around your business and how it appears in search results. Move unwanted results further down the results pages.



Digital Marketing Ingredients



Audit Search Engine Results	Strategy & Planning	Optimise Assets	Monitoring	Measurement & Analytics
<p>Objective</p> <p>Analyse what search results link to your business name, brand, and key employees.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Comprehensive search engine results analysis <p>Deliverables</p> <ul style="list-style-type: none"> Sentiment analysis report 	<p>Objective</p> <p>Consider how positive or negative search results will be moved up or down the list.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Positive results moved up search results Negative results moved down search results <p>Deliverables</p> <ul style="list-style-type: none"> Reputation management strategy document 	<p>Objective</p> <p>Existing and new web properties need to be optimised to appear at the top of search results pages.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Owned and controlled properties ranking on first page <p>Deliverables</p> <ul style="list-style-type: none"> New web properties New social media properties 	<p>Objective</p> <p>Build a system of alerts that lets you know when your business is being discussed online.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Monitoring of online conversation Alerts for particular keywords <p>Deliverables</p> <ul style="list-style-type: none"> Alert system Mail notifications 	<p>Objective</p> <p>Create analytics profiles and embed in website to track traffic and search results.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Analytics KPIs identified All major performance indicators tracked <p>Deliverables</p> <ul style="list-style-type: none"> Analysis report benchmarking current status