



The Smarter Digital Marketing Playbook

The 3 phase method proven to increase new customers, drive revenue growth
and scale brand visibility

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Introduction

21st century leadership teams are facing a constant battle to improve marketing efficiencies, upskill their existing teams and adopt the latest technologies.

Whilst CEOs, Marketing Directors and Digital Managers are struggling to keep up with the rapid pace of change, brands are losing millions of pounds in potential growth.

The Smarter Digital Marketing Playbook demonstrates how brands can get ahead of the curve by creating robust data-driven digital strategies to increase customers, drive revenue growth and scale brand visibility.

Based on the multi-award winning method developed by ThoughtShift, The Smarter Digital Marketing Playbook breaks down the exact approach that grew an adventure sports retailer's return on marketing investment from 3X to 20X return, as well as increase a tech brand's ecommerce revenue from £3 Million to £11 Million.

About ThoughtShift
ThoughtShift is a multi-award winning digital marketing agency empowering brands to make a better impact through smarter digital marketing.



What revenue growth is possible?



Marine Super Store

The Problem

An adventure sports retailer wanted to increase online sales from their website.

The Solution

- Keyword research identified opportunities to rank on page 1 of Google for keywords with high buying intent
- Meta data optimisation applied the target keywords to title tags, meta descriptions and headings
- Technical consultancy resolved issues with canonical URLs to help comply with Google's guidelines
- A range of seasonal campaigns were set up in order to take advantage of seasonal search trends
- Blogger outreach created audience relevant offsite content on sailing blogs
- AdWords campaigns were segmented to ensure a high impression share for key products
- Search query report analysis provided insights for campaign expansion based on buying intent
- Hundreds of negative keywords were added to ensure ads only appeared for relevant searches
- Google Shopping campaigns were optimised to give top converting products higher visibility
- PPC campaigns were optimised by location and time to increase Quality Score and conversions

The Results

- 20x ROI on digital marketing campaign
- 85% year on year increase in total revenue
- Page 1 rankings for 100+ keywords
- 91% year on year increase in transactions
- 52% year on year increase in conversion rate
- CIM Marketing Excellence Award Winner 2018



MARKETING
EXCELLENCE
AWARDS 2018



WINNER
BEST USE OF DIGITAL MARKETING



85% Year on Year Increase

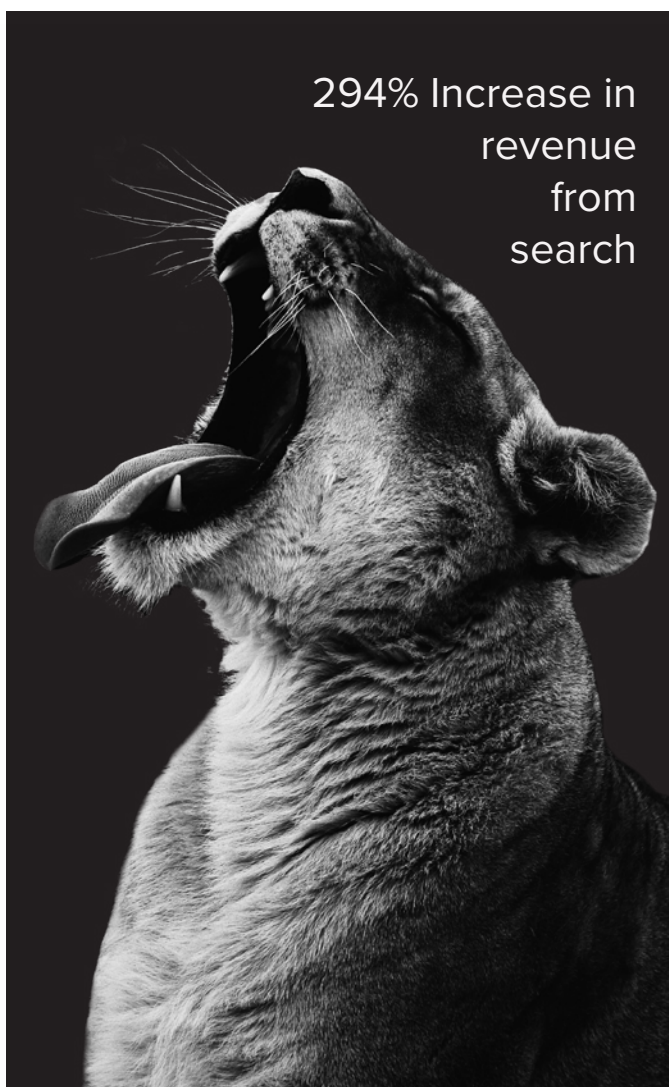
CALUMET

The Problem

Photography equipment retailer wanted to increase ROI, revenue and reputation from digital marketing

The Solution

- Audience analysis led to targeting a new consumer audience as well as the traditional professional B2B audience
- Buying cycle keyword research highlighted an opportunity for the SEO campaign to target research type keywords, whilst the PPC keyword strategy targeted phrases which had buying intent
- Photography equipment style guides were created to engage fashion, travel and food photographers
- Google Shopping campaigns were dramatically restructured to focus on converting product keywords
- Negative keywords were continuously added to maximise visibility at 95% search impression share for the keywords proven to drive the highest value sales
- Remarketing campaigns reached prospective buyers and previous customers with cross sell campaigns
- Facebook Ad campaigns targeted audiences with interests in photography, fashion, travel and food



CIM

MARKETING
EXCELLENCE
AWARDS 2017



WINNER
BEST USE OF DIGITAL MARKETING

The results

- 294% year on year increase in SEM (SEO & PPC) and Paid Social revenue
- 147% year on year increase in SEO revenue
- 42% year on year increase in SEO transactions
- 60% year on year increase in average order value from SEO
- 66% year on year increase in eCommerce conversion rate from SEO
- Page 1 rankings for keywords like “Camera Shops London”, “photography equipment” and “camera shop”
- 239% year on year increase in paid media revenue
- 222% year on year increase in Google Ads revenue
- 100% year on year increase in Google Shopping revenue
- 196% year on year increase in revenue from Criteo Ads
- 59% year on year increase in ROI of Criteo Ads
- 43:1 ROI generated from Facebook Ads

Po-Zu

The Problem

An ethical fashion brand wanting to grow eCommerce sales in the UK and launch into the US market

The Solution

- Optimised global site architecture for new keywords such as “Star Wars shoes” and “Star Wars sneakers”
- Launched Google Shopping campaigns with extensive negative keywords to exclude non-converting terms
- Developed relationships with Star Wars and ethical fashion bloggers in the US and UK
- Dynamic Facebook product ads targeted audiences with interests such as “Star Wars” and “vegan”

Knowing our latest collection is now on page 1 of Google and in front of thousands of Star Wars fans actively looking to buy our products in both the US and UK markets is exactly what we were looking for.

Sven Segal, Po-Zu Founder & CEO

The results

- Audience analysis led to targeting a new consumer audience as well as the traditional professional B2B audience
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Why take action now



It's time to step out of
the dark



Harness your own data

Transform your growth



How can you transform
your growth?



The Smarter Digital Marketing Method



The multi-award winning 3 phase method starts with data insight

Create integrated digital marketing strategies based on evidence

Implement the plans collaboratively to continuously improve performance

1: Data
Insight

2: Digital
Strategy

3: Performance
Impact

1. Data Insight

Identify which customer segments to target by uncovering data-driven insights



Where are you now?

The fastest way to grow your brand is to start with using Google Analytics data to uncover what marketing sources are driving your current revenue:

- Revenue By Digital Channel
- Paid Search Revenue By Keyword
- Paid Media Revenue By Product
- Paid Search Impressions By Keyword
- Organic Search Revenue By Landing Page
- Organic Rankings By Keyword

** All data insight examples shown refer to ecommerce revenue data being available. If sales lead generation is more appropriate for your website aims, please substitute goal conversions at the appropriate value. For example if 1 sale is worth £1,000 and your sales lead to close rate is 1 in 4, your lead value would be £250.*



Google Analytics

Revenue by Digital Channel



Google Analytics > Acquisition > All Traffic > Channels
(compare Preferred Date Range)

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Audience

Acquisition

Overview

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NEW

Default Channel Grouping

1. Organic Search

01-May-2016 - 31-Oct-2016

30-Oct-2015 - 30-Apr-2016

% Change

2. Paid Search

01-May-2016 - 31-Oct-2016

30-Oct-2015 - 30-Apr-2016

% Change

3. Direct

01-May-2016 - 31-Oct-2016

30-Oct-2015 - 30-Apr-2016

% Change

4. Referral

01-May-2016 - 31-Oct-2016

30-Oct-2015 - 30-Apr-2016

% Change

Acquisition

Sessions ? ↓

% New Sessions ?

New Users ?

Behaviour

Bounce Rate ?

Pages/Session ?

Avg. Session Duration ?

Conversions

E-commerce ?

E-commerce Conversion Rate ?

Transactions ?

Revenue ?

34.98% ? ↑

2.16% ? ↑

37.90% ? ↑

11.65% ? ↓

14.20% ? ↓

12.25% ? ↓

14.70% ? ↑

54.82% ? ↑

43.51% ? ↑

393,871 vs 291,799

58.53% vs 57.29%

230,541 vs 167,177

55.78% vs 49.96%

4.03 vs 4.69

00:02:49 vs 00:03:13

1.99% vs 1.73%

7,823 vs 5,053

£1,140,326.09 vs £794,590.52

174,190 (44.23%)

57.36%

99,923 (43.34%)

41.73%

5.13

00:03:48

1.74%

3,028 (38.71%)

£492,671.76 (43.20%)

143,027 (49.02%)

59.08%

84,495 (50.54%)

41.25%

5.43

00:03:52

1.59%

2,272 (44.96%)

£381,212.78 (47.98%)

21.79%

-2.90%

18.26%

1.17%

-5.52%

-1.83%

9.43%

33.27%

29.24%

152,483 (38.71%)

61.40%

93,622 (40.61%)

74.83%

2.52

00:01:31

2.17%

3,307 (42.27%)

£408,270.96 (35.80%)

83,293 (28.54%)

60.22%

50,156 (30.00%)

66.36%

3.17

00:01:53

1.70%

1,418 (28.06%)

£205,970.55 (25.92%)

83.07%

1.96%

86.66%

12.77%

-20.76%

-19.48%

27.39%

133.22%

98.22%

35,938 (9.12%)

61.69%

22,170 (9.62%)

41.51%

5.14

00:03:40

2.96%

1,065 (13.61%)

£164,275.16 (14.41%)

31,639 (10.84%)

62.58%

19,801 (11.84%)

41.28%

5.52

00:03:52

2.87%

908 (17.97%)

£129,242.18 (16.27%)

13.59%

-1.43%

11.96%

0.56%

-6.89%

-4.82%

3.26%

17.29%

27.11%

12,880 (3.27%)

65.79%

8,474 (3.68%)

57.27%

4.00

00:02:44

1.62%

209 (2.67%)

£39,966.05 (3.50%)

9,789 (3.35%)

61.26%

5,997 (3.59%)

49.74%

4.49

00:03:17

1.85%

181 (3.58%)

£37,611.52 (4.73%)

31.58%

7.39%

41.30%

15.13%

-10.78%

-16.61%

-12.24%

15.47%

6.26%

Paid Search Revenue by Keyword



Google Analytics > Acquisition > AdWords > Keywords
(view Preferred Date Range, Sort by Revenue)

HOME REPORTING CUSTOMISATION ADMIN										
Search reports & help										
Acquisition	Keyword	Acquisition				Behaviour		Conversions E-commerce		
		Clicks	Cost	CPC	Sessions	Bounce Rate	Pages/Session	E-commerce Conversion Rate	Transactions	Revenue
Overview		20,552 % of Total: 11.17% (184,022)	£8,099.55 % of Total: 17.41% (£46,535.21)	£0.39 Avg for View: £0.25 (55.65%)	21,988 % of Total: 4.19% (524,572)	50.15% Avg for View: 55.21% (-9.16%)	4.05 Avg for View: 4.08 (-0.83%)	1.66% Avg for View: 2.00% (-16.77%)	366 % of Total: 3.49% (10,491)	£63,423.64 % of Total: 4.14% (£1,532,146.95)
→ All Traffic										
Channels										
Treemaps										
Source/Medium										
Referrals										
→ AdWords										
Campaigns										
Treemaps										
Sitelinks ^{NEW}										
Bid Adjustments										
Keywords										
Search Queries										
Hour of Day										
Final URLs										
Display Targeting										
Video Campaigns										
	1. [blurred]	1,088 (5.29%)	£496.53 (6.13%)	£0.46	1,206 (5.48%)	37.56%	4.53	1.33%	16 (4.37%)	£2,253.75 (3.55%)
	2. [blurred]	328 (1.60%)	£168.17 (2.08%)	£0.51	356 (1.62%)	51.40%	3.76	1.97%	7 (1.91%)	£1,885.40 (2.97%)
	3. [blurred]	Organic rankings by keyword								
	4. [blurred]	Google Analytics > Acquisition > Search Console (Must Be linked to Your Analytics) > Queries (View Preferred Date Range, Sort by Clicks)								
	5. [blurred]	92 (0.45%)	£41.88 (0.52%)	£0.46	106 (0.48%)	18.87%	5.66	3.77%	4 (1.09%)	£1,708.75 (2.69%)
	6. [blurred]	219 (1.07%)	£49.08 (0.61%)	£0.22	245 (1.11%)	33.88%	8.66	2.86%	7 (1.91%)	£1,680.40 (2.65%)
	7. [blurred]	130 (0.63%)	£45.74 (0.56%)	£0.35	139 (0.63%)	42.45%	4.32	5.04%	7 (1.91%)	£1,345.60 (2.12%)
	8. [blurred]	20 (0.10%)	£22.93 (0.28%)	£1.15	26 (0.12%)	53.85%	5.23	11.54%	3 (0.82%)	£1,301.89 (2.05%)
	9. [blurred]	420 (2.04%)	£70.22 (0.87%)	£0.17	465 (2.11%)	14.19%	8.14	2.80%	13 (3.55%)	£1,220.03 (1.92%)
	10. [blurred]	24 (0.12%)	£5.40 (0.07%)	£0.22	26 (0.12%)	65.38%	4.38	11.54%	3 (0.82%)	£1,219.75 (1.92%)
	11. [blurred]	293 (1.43%)	£152.47 (1.88%)	£0.52	306 (1.39%)	51.31%	3.61	2.29%	7 (1.91%)	£1,125.90 (1.78%)
	12. [blurred]	188 (0.91%)	£41.52 (0.51%)	£0.22	201 (0.91%)	19.90%	7.37	3.48%	7 (1.91%)	£1,060.51 (1.67%)
	13. [blurred]	494 (2.40%)	£180.99 (2.23%)	£0.37	540 (2.46%)	56.30%	3.36	0.93%	5 (1.37%)	£1,020.65 (1.61%)
	14. [blurred]	382 (1.86%)	£124.51 (1.54%)	£0.33	418 (1.90%)	46.65%	4.73	2.63%	11 (3.01%)	£1,013.55 (1.60%)

Your keywords will be shown here

Paid Media Revenue by Product



Google Analytics > Conversions > E-commerce > Product Performance
(view Preferred Date Range, filter by Google PPC or Paid Traffic Segment, Sort by Revenue)

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Sales Performance

Transactions

Time to Purchase

Multi-Channel Funnels

Attribution

Product

Quantity

Unique Purchases

Product Revenue

Average Price

Average QTY

Google PPC

8,905

% of Total: 27.84% (31,985)

6,444

% of Total: 27.10% (23,775)

£2,432,365.25

% of Total: 27.68% (£8,786,333.62)

£273.15

Avg for View: £274.70 (-0.57%)

1.38

Avg for View: 1.35 (2.72%)

1. [Google AdWords - Display - Remarketing](#)

41 (0.46%)

41 (0.64%)

£213,159.00 (8.76%)

£5,199.00

1.00

2. [Google AdWords - Display - Remarketing](#)

39 (0.44%)

39 (0.61%)

£140,361.00 (5.77%)

£3,599.00

1.00

3. [Google AdWords - Display - Remarketing](#)

35 (0.39%)

35 (0.54%)

£125,965.00 (5.18%)

£3,599.00

1.00

4. [Google AdWords - Display - Remarketing](#)

21 (0.24%)

21 (0.33%)

£109,579.00 (4.51%)

£5,218.05

1.00

5. [Google AdWords - Display - Remarketing](#)

48 (0.54%)

48 (0.74%)

£107,001.00 (4.40%)

£2,229.19

1.00

6. [Google AdWords - Display - Remarketing](#)

35 (0.39%)

35 (0.54%)

£74,667.00 (3.07%)

£2,133.34

1.00

7. [Google AdWords - Display - Remarketing](#)

40 (0.45%)

40 (0.62%)

£69,230.00 (2.85%)

£1,730.75

1.00

8. [Google AdWords - Display - Remarketing](#)

9 (0.10%)

9 (0.14%)

£46,791.00 (1.92%)

£5,199.00

1.00

9. [Google AdWords - Display - Remarketing](#)

15 (0.17%)

15 (0.23%)

£44,385.00 (1.82%)

£2,959.00

1.00

10. [Google AdWords - Display - Remarketing](#)

28 (0.31%)

28 (0.43%)

£43,022.00 (1.77%)

£1,536.50

1.00

11. [Google AdWords - Display - Remarketing](#)

16 (0.18%)

16 (0.25%)

£40,384.00 (1.66%)

£2,524.00

1.00

12. [Google AdWords - Display - Remarketing](#)

27 (0.30%)

27 (0.42%)

£38,973.00 (1.60%)

£1,443.44

1.00

13. [Google AdWords - Display - Remarketing](#)

24 (0.27%)

24 (0.37%)

£34,073.00 (1.40%)

£1,419.71

1.00

14. [Google AdWords - Display - Remarketing](#)

26 (0.29%)

26 (0.40%)

£31,054.00 (1.28%)

£1,194.38

1.00

15. [Google AdWords - Display - Remarketing](#)

24 (0.27%)

24 (0.37%)

£28,826.00 (1.19%)

£1,201.08

1.00

16. [Google AdWords - Display - Remarketing](#)

14 (0.16%)

14 (0.22%)

£25,086.00 (1.03%)

£1,791.86

1.00

Your products will be shown here

Paid Search Impressions by Keyword



Google Analytics > Conversions > E-commerce > Product Performance
(view Preferred Date Range, filter by Google PPC or Paid Traffic Segment, Sort by Revenue)

Google AdWords

Client: [Account ID]

Home Campaigns Opportunities Reports Tools

Manager ID [Account ID]

All reports > Unsaved report

Learn more | Feedback Save Save as

Table Custom: 31 Oct 2016 - 24 Nov 2016 Reset

Search

Day

Day of week

Hour of day

COMPETITIVE METRICS

Search Exact match IS

Search Lost IS (rank)

Search Lost IS (budget)

Display Impr. share

Display Lost IS (rank)

Display Lost IS (budget)

Relative CTR

GOOGLE ANALYTICS

Bounce rate

Pages / session

Avg. session duration (sec)

Search keyword	Conversions	Search Impr. share
Search keyword	384.00	100.00%
Search keyword	228.00	99.99%
Search keyword	71.00	95.22%
Search keyword	50.00	83.93%
Search keyword	34.00	91.72%
Search keyword	14.00	93.09%
Search keyword	8.00	99.89%
Search keyword	8.00	100.00%
Search keyword	6.00	99.60%
Search keyword	4.00	99.30%
Search keyword	3.00	93.87%
Search keyword	3.00	98.46%

Go to page: 1 Show rows 50 1 - 50 of 23766

Organic Search Revenue by Landing Pages



Google Analytics > Behaviour > Site Content > Landing Pages
(View Preferred Date Range, filter by Organic Traffic, Sort by Revenue)

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AdWords											
Campaigns											
Treemaps											
Keywords											
Search Queries											
Hour of Day											
Final URLs											
Search console ^{NEW}											
Landing Pages											
Countries											
Devices											
Queries											
Social											
Campaigns											
Behaviour											
Overview											
Behaviour Flow											
Landing Page											
Acquisition											
Behaviour											
Conversions E-commerce											
Sessions											
% New Sessions											
New Users											
Bounce Rate											
Pages/Session											
Avg. Session Duration											
Transactions											
Revenue											
E-commerce Conversion Rate											
Organic Traffic											
1. /											
2.											
3.											
4.											
5.											
6.											
7.											
8.											
9.											
10.											
11.											
12.											
13.											
14.											

Your SEO landing page sales will be shown here

Organic Rankings by Keyword



Google Analytics > Aquisition > Search Console (must be linked to your analytics) > Queries
(view Preferred Date Range, Sort by Clicks)

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Final URLs

Search consoleNEW

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Countries

Devices

Queries

Social

Campaigns

Behaviour

Overview

Search Query	Clicks	Impressions	CTR	Average Position
	13,166 % of Total: 100.00% (13,166)	206,366 % of Total: 100.00% (206,366)	6.38% Avg for View: 6.38% (0.00%)	16 Avg for View: 16 (0.00%)
1.	4,632 (35.18%)	58,099 (28.15%)	7.97%	8.4
2.	4,361 (33.12%)	8,855 (4.29%)	49.25%	1.2
3.	113 (0.86%)	1,524 (0.74%)	7.41%	4.6
4.	79 (0.60%)	494 (0.24%)	15.99%	4.0
5.	79 (0.60%)	262 (0.13%)	30.15%	1.2
6.	77 (0.58%)	200 (0.10%)	38.50%	1.2
7.	75 (0.57%)	169 (0.08%)	44.38%	1.1
8.	65 (0.49%)	333 (0.16%)	19.52%	1.3
9.	61 (0.46%)	221 (0.11%)	27.60%	1.2
10.	58 (0.44%)	365 (0.18%)	15.89%	4.6
11.	49 (0.37%)	137 (0.07%)	35.77%	1.1
12.	48 (0.36%)	128 (0.06%)	37.50%	1.2
13.	48 (0.36%)	263 (0.13%)	18.25%	4.4
14.	45 (0.34%)	1,032 (0.50%)	4.36%	7.1
15.	42 (0.32%)	88 (0.04%)	47.73%	1.1
16.	42 (0.32%)	54 (0.03%)	77.78%	1.0

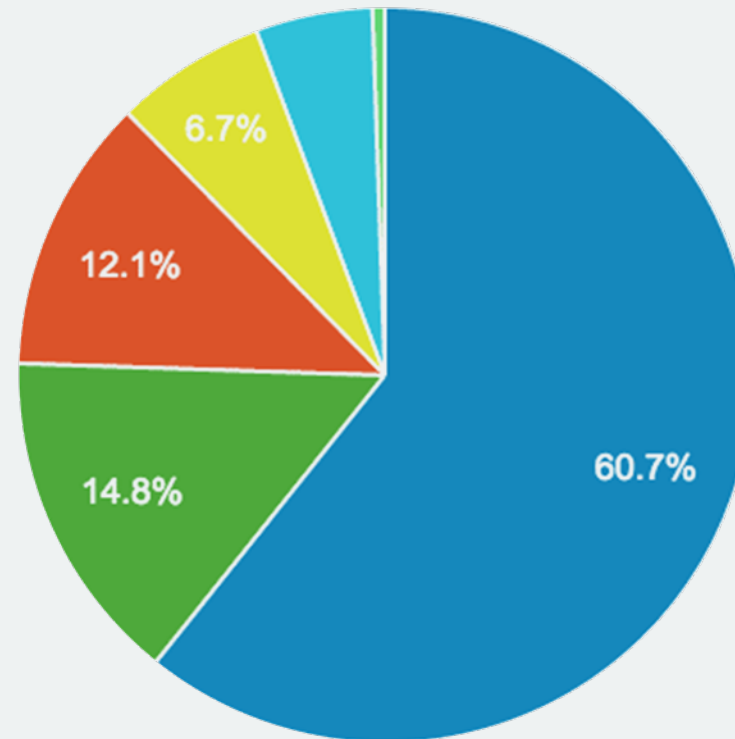
Your SEO keywords will be shown here

Digital Channel Data Insights

From your Google Analytics analysis, you can now identify your brand's digital revenue split

Top channels driving revenue include:

- Direct
- Organic Search
- Paid Search (PPC)
- Facebook Ads
- Social Media
- Display
- Email Marketing



PPC Data Insight Summary

From your data analysis, you can now identify the following PPC data insights

- Top PPC revenue driving keywords
- Top PPC products driving revenue
- Best PPC revenue gap keywords (not appearing at the top of Google 100% of the time)
- Best PPC conversion rate gap keywords (not appearing at the top of Google 100% of the time)
- Best PPC average order gap keywords (not appearing at the top of Google 100% of the time)
- Best short term PPC revenue keyword opportunities from all best conversion sources including PPC and SEO (not appearing at the top of Google and with the biggest opportunity to increase revenue if the cost per click were to be maintained)



SEO Data Insight Summary

From your data analysis, you can now identify the following SEO data insights

- Top SEO products driving revenue
- Top SEO pages driving revenue
- Best SEO revenue opportunities from PPC top performing keywords (not at top of page 1)
- Best SEO revenue opportunities from PPC top performing products (not at top of page 1)
- Best SEO revenue opportunities from SEO top performing pages (not at top of page 1)
- Best SEO revenue opportunities from SEO top performing products (not at top of page 1)
- Best short term SEO revenue keyword opportunities from all data sources including SEO and PPC (not at page 1 AND where the annual revenue generated is worth multiple times more than the resource investment required)



2. Strategy

Prioritise integrated digital strategies to deliver your goals



Web

Brand Value Proposition

Put your brand value proposition on your homepage

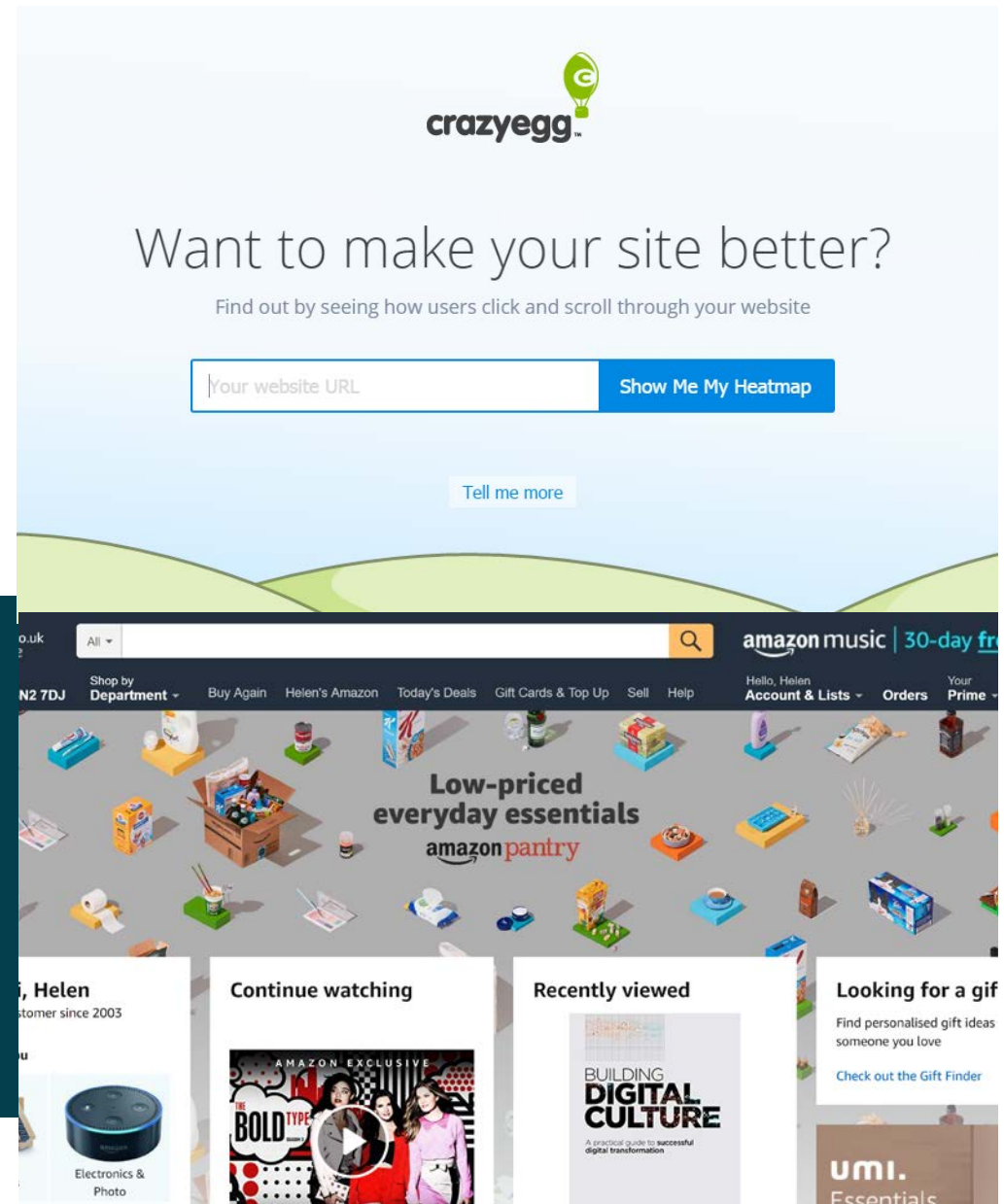
Now of course, you know who your most loyal customers are and why they buy your products. But can you honestly say whether a first time visitor would be able to understand your unique value proposition upon their first arrival on your website?

As you increase your online visibility and attract more new customers to your site, particularly through SEO & PPC investment, the greater the chance you'll

have less than a second to convince that inquisitive first time visitor that you are the brand for them.

So think about your ideal customer and how they would describe the benefits to their friends of exactly what you do and that's the best strap line or welcome message to have on your homepage.

Will a first time visitor to your site
Get it?

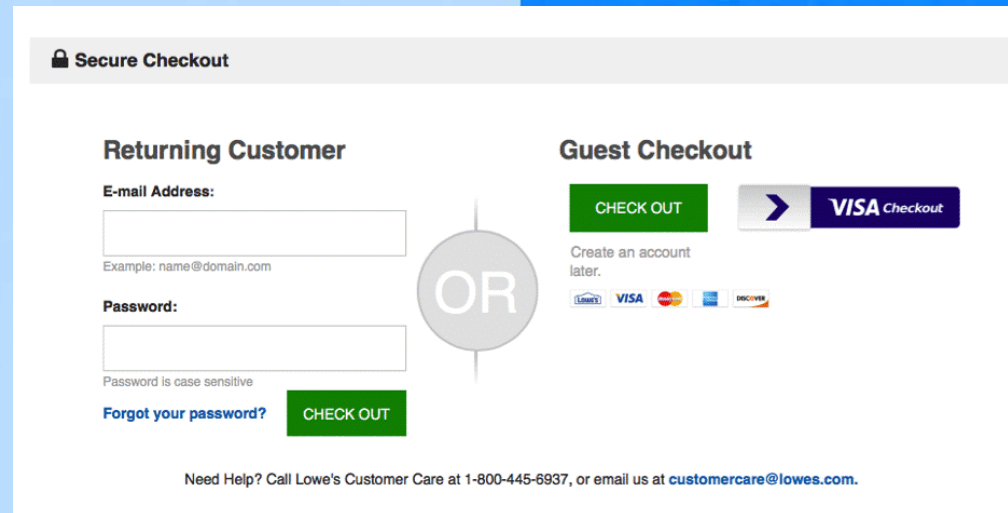


Symbols of Trust

Check symbols of trust are viewable from every page

We've all done it, got carried away online and found something we are eager to buy. Then the fear sets in, "who runs this site?", "will I get my stuff, if I order?", "where are they based, in case I need to go and get my money back?".

- Visa
- Mastercard
- Paypal
- Amazon Pay
- Security padlocks
- Established 20 years
- Reviews
- Awards logos
- Logos of press/TV coverage e.g. As seen in the Guardian / Grazia



Secure Checkout

Returning Customer

E-mail Address:

Example: name@domain.com

Password:

Password is case sensitive

[Forgot your password?](#) **CHECK OUT**

Guest Checkout

CHECK OUT **VISA Checkout**

[Create an account later.](#)

LOWE'S VISA Mastercard Amazon Pay DISCOVER

OR

Need Help? Call Lowe's Customer Care at 1-800-445-6937, or email us at customercare@lowes.com.

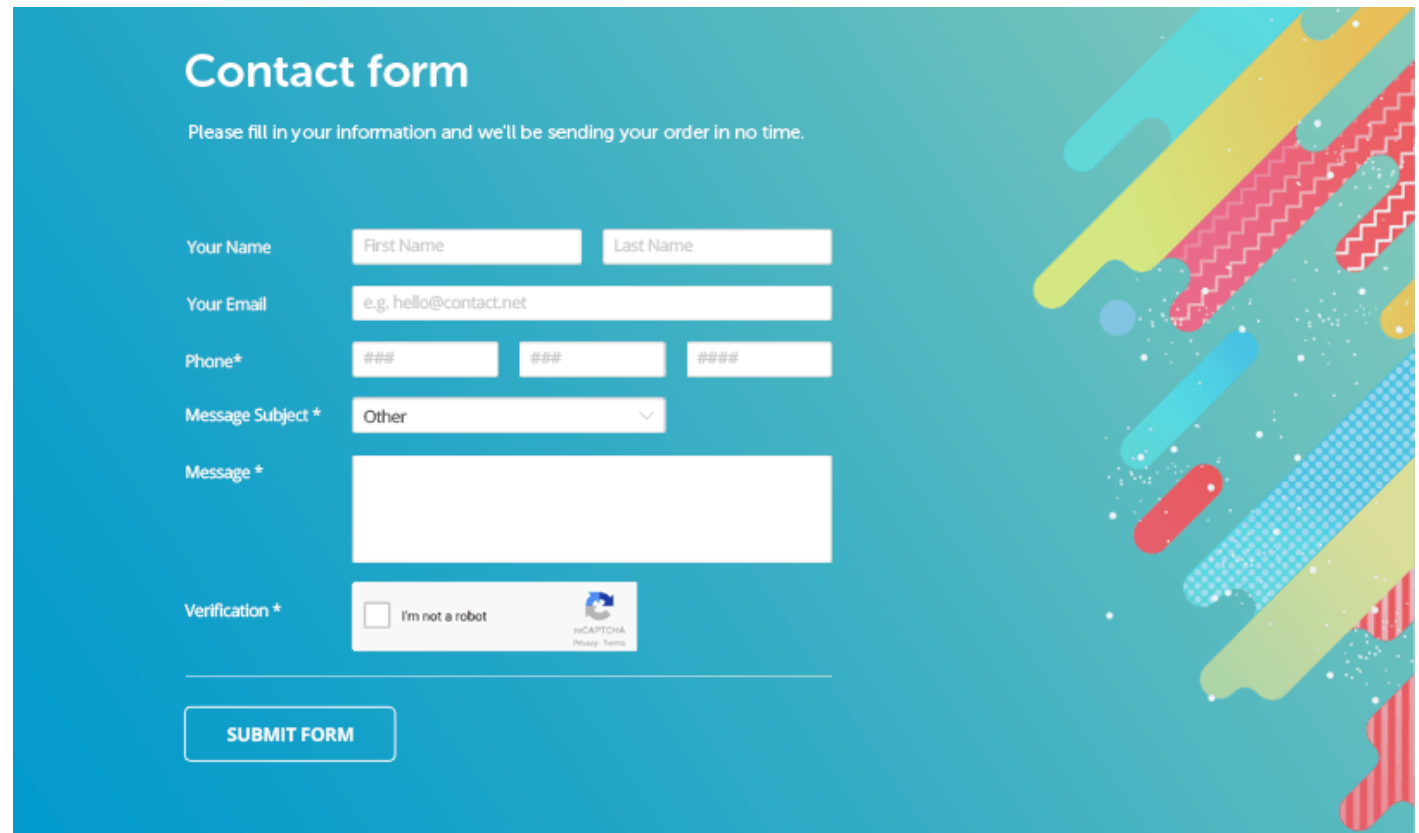
Conversion Audit

Make a purchase or complete an enquiry form from your website

When was the last time you bought something from your own website? This is a great exercise to complete at least once a year. Also, if you run an ecommerce website, go through your returns procedure to refund your spend back to yourself. You will quickly see gaps in the user experience that make the site clunky to use rather than slick. It will also provide you with opportunities to improve email subject lines and copy.

You might even want to add in some cross-sell campaigns or let people know they can subscribe to your email newsletter, as well as the benefits to them of receiving it.

Once you've made a purchase and got a refund. Ask a colleague to do the same and watch what they do over their shoulder (as if you're not there). You'll see where people struggle and this kind of low cost user experience (UX) research will quickly highlight how easy it is to forget what it's like for a brand new customer who doesn't know what you do from Adam.



Contact form

Please fill in your information and we'll be sending your order in no time.


Your Name

Your Email

Phone*

Message Subject *

Message *

Verification * ☐ I'm not a robot 

[Privacy](#) [Terms](#)

SUBMIT FORM

SEO



Technical SEO Audit

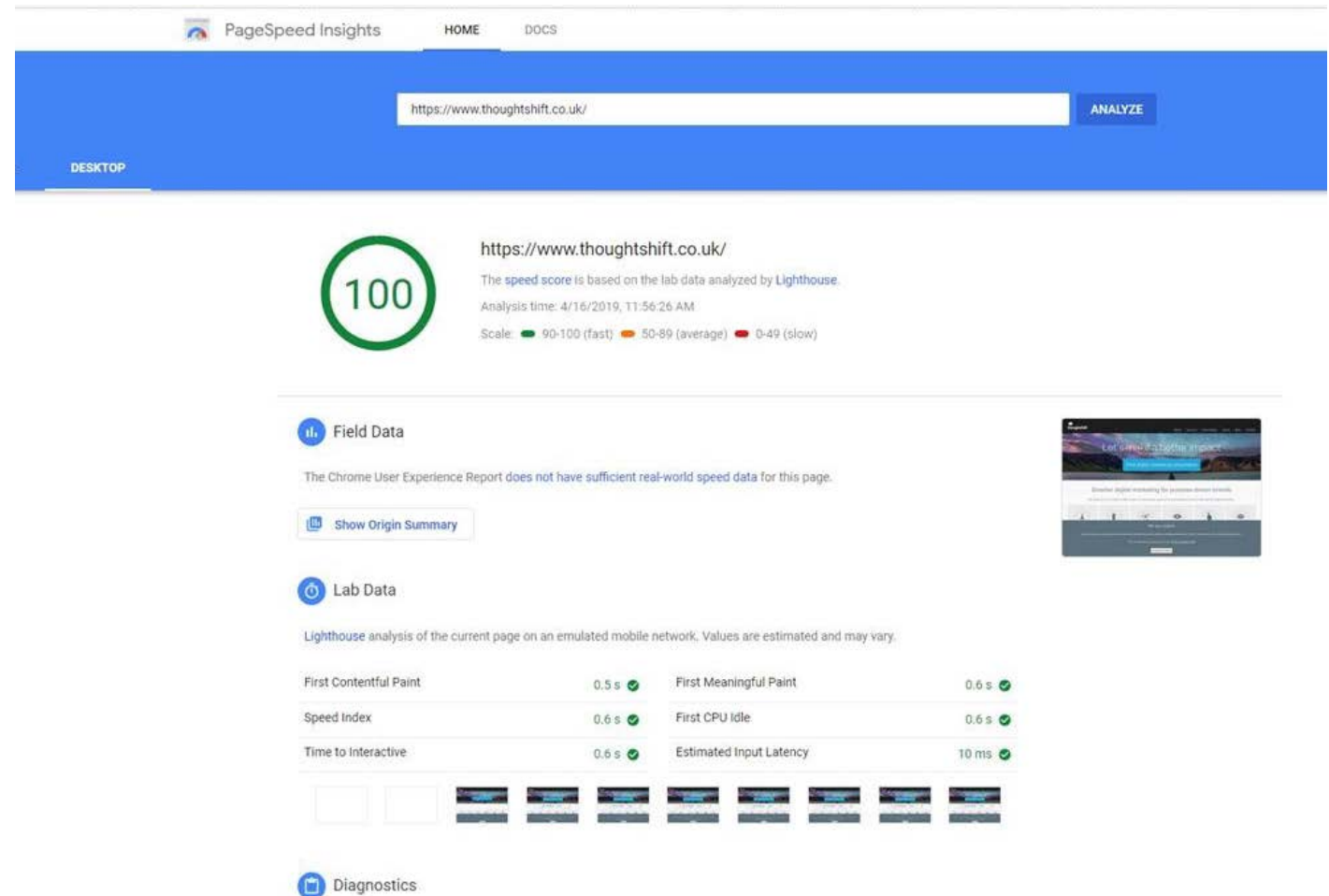
Run your site through Google's speed test for developers

The speed of your website is a hugely important factor in being on page 1 of Google. The more popular a keyword, the more important your site being faster than your competitors is. Drop your website into the free tool and get your development team to fix any red flags as a priority:

<https://developers.google.com/speed/pagespeed/insights/>

Then run the Google speed test for your competitors ahead of you on page 1 for your choicest keywords and move to fixing any amber flags if you want to outrank them.

We've seen new websites with super-awesome new code go straight in top the top spot so if you are redesigning your site, include minifying your code as an essential web build requirement for improved SEO. Plus, since the Google Mobile Algorithm Update, it is now a given that your site uses a responsive web design for mobiles, tablets and desktops to stand a chance of ranking across all devices.



Title Tag Optimisation

Maximise the 60 character limit of every page of your website

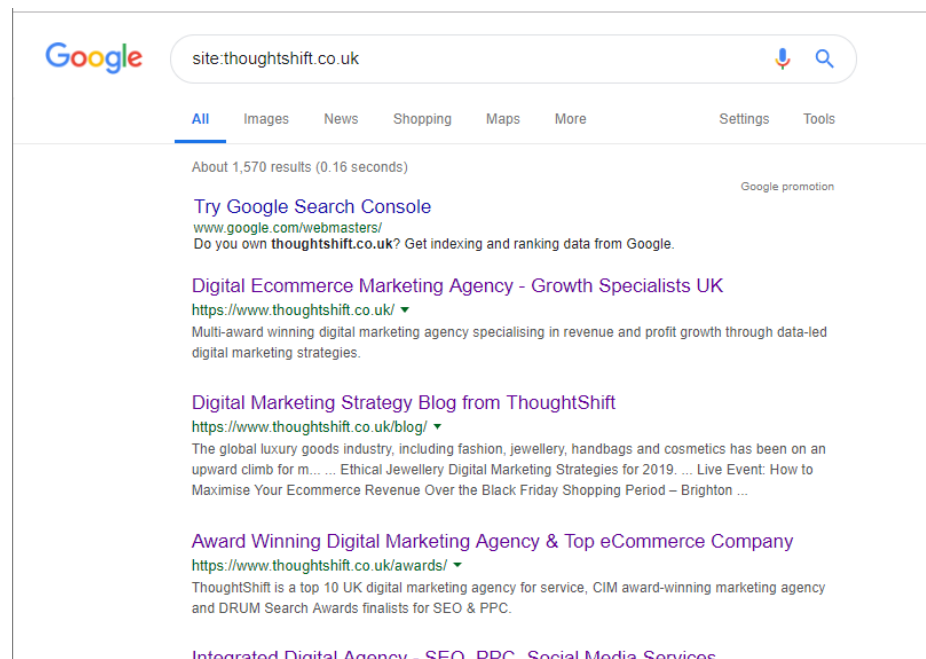
The amount of characters that are displayed in the titles of your Google search results does vary and has been slyly cut back by Google over the years to around 60 characters.

However many characters there are, another mistake website marketing teams often make is to underutilise this allowance.

But it's not about keyword stuffing, it's about carefully analysing the most relevant keywords that have previously driven

purchases and identifying keyword gaps you haven't previously used to describe those categories and adding them in the right order.

The order should be a combination of your customers' search behaviour with the most lucrative, high revenue driving keywords as near to the left as possible as Google places more relevance for words in this position.



Google search results for `site:thoughtshift.co.uk`. The search bar shows the query and the Google logo. Below the search bar, there are tabs for All, Images, News, Shopping, Maps, and More. The search results show about 1,570 results in 0.16 seconds. The first result is a Google promotion for Google Search Console. The second result is for the website <https://www.thoughtshift.co.uk/>, titled "Digital Ecommerce Marketing Agency - Growth Specialists UK". The third result is for the website <https://www.thoughtshift.co.uk/blog/>, titled "Digital Marketing Strategy Blog from ThoughtShift". The fourth result is for the website <https://www.thoughtshift.co.uk/awards/>, titled "Award Winning Digital Marketing Agency & Top eCommerce Company". The fifth result is for the website <https://www.thoughtshift.co.uk/>, titled "Integrated Digital Agency - SEO. PPC. Social Media Services".

Meta Descriptions Optimisation

Include calls to action in your meta descriptions

For many years now, meta descriptions have been dropped as a Google ranking factor.

However, from our experience in increasing the SEO results for over 300 websites we have seen that including keyword variations, unique selling points, free delivery and a call to action significantly increases click through rates from the search result to your website.

If you're #1 organically, your click through rate may be as high as 100%!!!

In more exciting news, a current Google ranking factor that pushes your site up above the rest is click through rate, so spend the time on optimising your meta descriptions for clicks and the increased rankings will send more relevant traffic, conversions and revenue your way.

Boat Changers: Marine Supplies, Sailing Equipment & Clothes

www.marinesuperstore.co.uk/ ▼

Marine Super Store is a leading yacht & boat changers with an unbeatable range of sailing equipment, clothing & marine supplies at great prices. Shop now



On Page Optimisation

Add relevant keyword variations and internal links to every page of your website

Review your top landing pages driving revenue to identify if there are content gap opportunities to apply keyword variations (relevant to each particular page) from the top revenue driving PPC keywords to any of the following whilst maintaining the current positions of all organic ranking keywords across:

- Main headings
- Sub headings
- Body content
- Internal links

Ensure that no organic keywords currently ranking on page 1 have been moved further to the right or down the page as this will potentially reduce those rankings, traffic and subsequent revenue.



Home > Home Staging > Dress to Sell

Our show home furniture rental service offers property investors in **London, Surrey, Manchester** with a turnkey service. Transforming empty properties into the most desirable homes on the market. Buyers can envision themselves living in.

Give your property the competitive edge

Furniture is important for giving property buyers and tenant's perspective on the size of rooms and ideas on where the

Off Page Optimisation

Build relevant external links to key pages of your website

To maintain the top positions in the organic search results, your brand will need more than a fast website with great content. You'll also need to build the offsite or off page authority of your site by developing links from third party websites to yours such as blogs, directories, magazines, wikis, social media and review sites.

Each link acts like an independent vote that gives your brand credibility. Every time a website links to your website some of that website's own authority passes across to yours. The more authority the page of a site has compared to another site's page will determine the order search engines rank those pages in the search results.

Although not all links are created equal and getting a link from websites you've heard of such as the BBC, The Guardian or Wikipedia will pass across more authority from a single link than if you were to get 100s of links from blogs or directories. However, blogs and directories can be incredibly relevant for the keywords you wish to be found for and so the theme of the site linking to you is also important in determining how relevant your website is for a particular keyword topic.

The specific page the third party site is linking to on your site is also critical as search engines rank pages not websites. Ideally you want to get an external link to every page of your website that you want to be found in search engines for, starting with the most lucrative pages.



Content

Blog Strategy

Ensure your blog posts aren't competing with your sales pages

In a bid to optimise your site for those top traffic and conversion driving keywords, blog posts often get written to include those keywords within the blog post titles.

This can lead to your blog post outranking your category or services landing page in the search results which is usually devastating for your conversion rate.

If you're trying to increase your visibility for people ready to "buy ladies luxury gloves" send them directly to your shop. Your sales pages have calls to action and your blog pages often don't.

Instead use your blog to create editorial for topics that don't necessarily have their own category such as trends and solutions for different audience segments.

Start thinking like a publisher and create content marketing plans to suit your customers, using formats like style guides, look books, interviews, how to's and gift guides.

Which Gloves are Best, Cashmere, Leather or Silk? | Jasmine Silk

<https://blog.jasminesilk.com/gloves-best-cashmere-leather-silk/> ▼

9 Oct 2018 - Make sure you get your hands on a pair of durable and cosy gloves to keep your hands warm this winter. But which ... Cashmere is well-known as one of the most **luxurious** fabrics you can buy. ... **Ladies' Pure Cashmere Gloves** ... To read more about the benefits of silk, visit the rest of the Jasmine Silk **blog**.

Leather Gloves, Leather Driving Gloves, Lambskin Gloves | Jasmine Silk

<https://www.jasminesilk.com/leather-gloves/c43> ▼

7 Products - **Ladies' Lambskin Leather & Cashmere Lined Gloves** - Black ... January Sale ... **Ladies' Luxury Genuine Lambskin Leather Driving Gloves**. **Ladies'** ...

Home - The British Glove Company : Hand Made, Luxury Leather ...

<https://thebritishglovecompany.co.uk/> ▼

... of England, situated in a **glove manufacturing** area. Creating the most **luxurious gloves** using the highest quality materials. ... **Mens Gloves** · **Womens Gloves** ...

Luxury Leather Gloves - High Quality Gloves | Woods of Shropshire

<https://www.woodsoshropshire.co.uk/accessories/gloves> ▼

Wood's of Shropshire supply a wide range of **gloves** available for shipping worldwide with prompt and ... **Ladies Brown Cashmere Wool Lined Leather Glove**.



Paid Media

Google Ads Optimisation

Segment your Google Ads Campaigns by Keyword Match Type

Keyword Match Types determine what types of search query your ad will appear in Google for.

- Exact match = Will only display your ad for that exact query
- Phrase match = Will only display your ad for that phrase with other words able to appear before/after that phrase
- Broad match = Will display your ad for any query with that keyword

- Broad match modified = Will display your ad for any query with all the words in the search query in any order

If you've currently got a mix of broad match, broad match modified, phrase match and exact match keywords in the same campaign, you will likely see a major uplift in return on investment from separating these into their own campaigns.

This is because Google only enables you to set budgets at a campaign level. So you can adjust spend into the top converting campaigns by keyword match type, driving up your Google Ads Quality Score and bringing down your cost per click. So your existing budget is free to go so much further and you multiply your return on investment.

Search Query	Broad Holiday Maldives	BMM +Holiday+Maldives
Hotels in Maldives	YES	YES
Maldives Motels	YES	NO
Guest House in Maldives	YES	NO
Rentals in Maldives	YES	NO



Google Shopping Optimisation

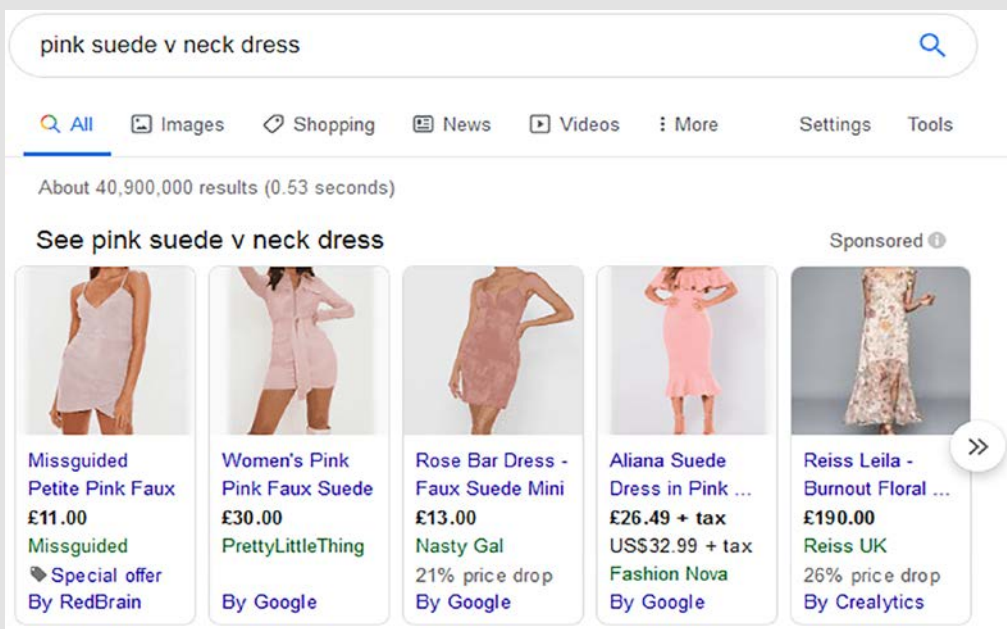
If you have an ecommerce product catalogue, optimise your Google Shopping campaign

Google Shopping has gone through many changes and without being ecommerce PPC specialists, Google Ads campaign managers are often unaware that the best way to reduce their cost per click is to develop a segmented product campaigns.

Google allows you to add a range of custom columns to your product feed within Google Merchant Center which you can use to ensure your budget is working as hard as possible and you don't have irrelevant products being shown.

The most critical custom column to add for the majority of retailers is a "season" column.

Hey presto, you can safely bid away, content that your Christmas range isn't going to be turning up in the height of summer because of a gift keyword match in your product title!



Microsoft Advertising Optimisation

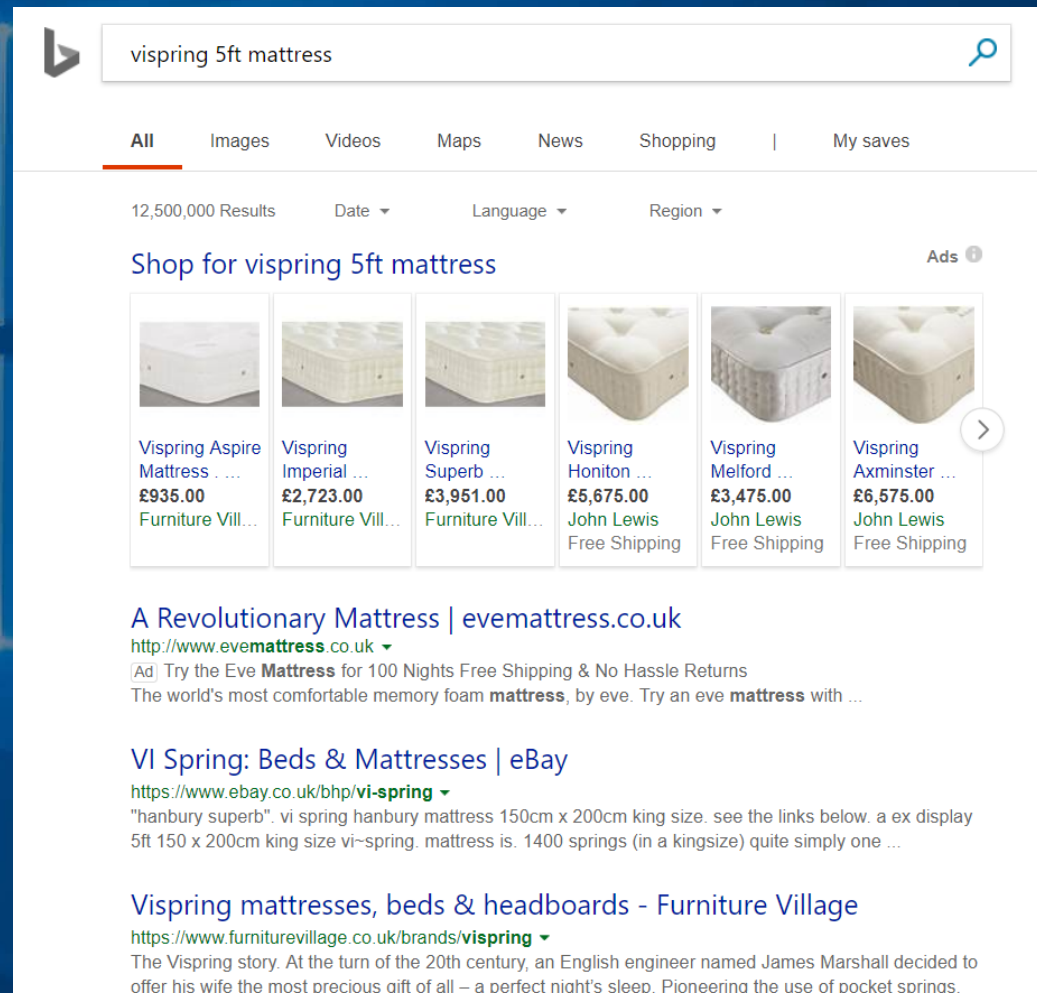
Replicate your Google Ads Campaigns on Bing via Microsoft Advertising

A great PPC Strategy to take advantage of is to get your Google Ads campaign up to scratch and then replicate this on Bing.

Bing has a much smaller market share than Google at around 15:85%.

But whilst Bing will drive 80% less volume in terms of traffic and conversions, that could be as much as a 20% increase in your overall traffic and conversions.

Bing is especially good if you target an older or corporate audience who are more likely to use the Microsoft default settings including Internet Explorer with the Bing search engine.









The screenshot shows a Bing search results page for the query "vispring 5ft mattress". The search bar at the top contains the query and a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "Videos", "Maps", "News", "Shopping", and "My saves". The "All" tab is selected. Below the tabs, it says "12,500,000 Results" and "Date", "Language", and "Region" dropdown menus. The main heading is "Shop for vispring 5ft mattress" with an "Ads" icon. Below this, there are six product listings, each with a mattress image, the product name, price, and retailer. The products are: Vispring Aspire Mattress (£935.00, Furniture Vill...), Vispring Imperial ... (£2,723.00, Furniture Vill...), Vispring Superb ... (£3,951.00, Furniture Vill...), Vispring Honiton ... (£5,675.00, John Lewis Free Shipping), Vispring Melford ... (£3,475.00, John Lewis Free Shipping), and Vispring Axminster ... (£6,575.00, John Lewis Free Shipping). Below the product listings, there are three text-based ads. The first is for "A Revolutionary Mattress | evemattress.co.uk" with a link to the website and a description of the mattress. The second is for "VI Spring: Beds & Mattresses | eBay" with a link to the eBay listing and a description of the mattress. The third is for "Vispring mattresses, beds & headboards - Furniture Village" with a link to the website and a description of the Vispring story.

vispring 5ft mattress

All Images Videos Maps News Shopping | My saves

12,500,000 Results Date Language Region

Shop for vispring 5ft mattress Ads

					
Vispring Aspire Mattress ...	Vispring Imperial ...	Vispring Superb ...	Vispring Honiton ...	Vispring Melford ...	Vispring Axminster ...
£935.00	£2,723.00	£3,951.00	£5,675.00	£3,475.00	£6,575.00
Furniture Vill...	Furniture Vill...	Furniture Vill...	John Lewis Free Shipping	John Lewis Free Shipping	John Lewis Free Shipping

A Revolutionary Mattress | [evemattress.co.uk](http://www.evemattress.co.uk)
<http://www.evemattress.co.uk>
 (Ad) Try the Eve **Mattress** for 100 Nights Free Shipping & No Hassle Returns
 The world's most comfortable memory foam **mattress**, by eve. Try an eve **mattress** with ...

VI Spring: Beds & Mattresses | eBay
<https://www.ebay.co.uk/bhp/vi-spring>
 "hanbury superb". vi spring hanbury mattress 150cm x 200cm king size. see the links below. a ex display 5ft 150 x 200cm king size vi-spring. mattress is. 1400 springs (in a kingsize) quite simply one ...

Vispring mattresses, beds & headboards - Furniture Village
<https://www.furniturevillage.co.uk/brands/vispring>
 The Vispring story. At the turn of the 20th century, an English engineer named James Marshall decided to offer his wife the most precious gift of all – a perfect night's sleep. Pioneering the use of pocket springs,

Social Media



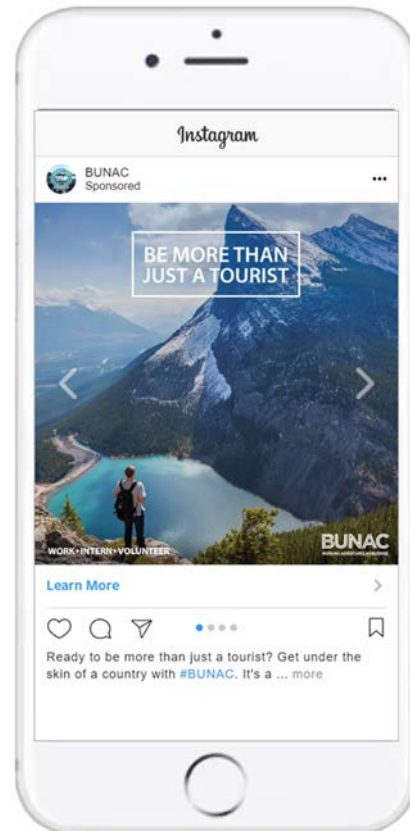
Paid Social Ad Optimisation

Use storytelling to engage your audiences across relevant social media platforms

Facebook, Instagram, Twitter, Pinterest and LinkedIn all have paid native advertising platforms that mean you can reach your exact audience by a combination of demographic and behavioural targeting including:

- Age
- Gender
- Location
- Job title
- Company
- Interest
- Previous customer
- Previous visitor to your website without making a purchase or enquiry

According to Google's study of purchasing it takes 11 interactions across multiple devices before a customer converts.



So warm up customers who've not heard of your brand before with video content in the early stages, develop the relationship further with product information in the consideration stage and close the deal when they're ready to buy with a timely sales promotion.



Digital PR



Digital PR Syndication

Automatically post your content to social media

You're super-busy and just getting the latest blogs on the site is hard enough without consistently remembering or having the time to post that blog to all of your social networks (you're on so many now)!

Give yourself a break by automatically distributing your blogs using Really Simple Syndication (RSS) on Facebook, Instagram, Pinterest, LinkedIn and Twitter as you publish them online.

You can also use a wealth of social media management tools such as Buffer and Hootsuite.



3. Performance Impact

Implement digital marketing campaigns collaboratively to make a better impact



Key Performance Metrics

Organic Sessions (Visits)			Organic Transactions			Organic Revenue		
Year on Year			Year on Year			Year on Year		
40,608	13%	36,050	665	4%	641	£105,304.19	25%	£84,258.16
Current Month	↑	Current Month 2017	Current Month	↑	Current Month 2017	Current Month	↑	Current Month 2017
Total All Channel Sessions (Visits)			Total All Channel Transactions			Total All Channel Revenue		
Year on Year			Year on Year			Year on Year		
97,065	14%	85,111	2,321	5%	2,207	£314,256.83	30%	£242,256.50
Current Month	↑	Current Month 2017	Current Month	↑	Current Month 2017	Current Month	↑	Current Month 2017

Manage Distributed Digital Teams

Split digital strategy actions across specialist in-house and/or external agency and freelance teams, supported by flexible technology to automate workflows.

Organic Media	Paid Media	Social Media
Data Analysis	Google Ads Auditing	Blogging
Integrated Data Insight	Google Shopping Auditing	Social Media Management
Brand Value Proposition	PPC Shopping Feed Optimisation	Image Asset Creation
Website Management	PPC Remarketing Auditing	Video Asset Creation
Web Design	Microsoft Advertising Auditing	Facebook Ads Auditing
Web Development	Microsoft Shopping Auditing	Instagram Ads Auditing
Technical SEO Auditing	Google Ads Management	Pinterest Ads Auditing
Content Optimisation	Google Shopping Management	Facebook Ads Management
Content Creation	PPC Remarketing Management	Instagram Ads Management
Social Media Management	Microsoft Advertising Management	Pinterest Ads Management



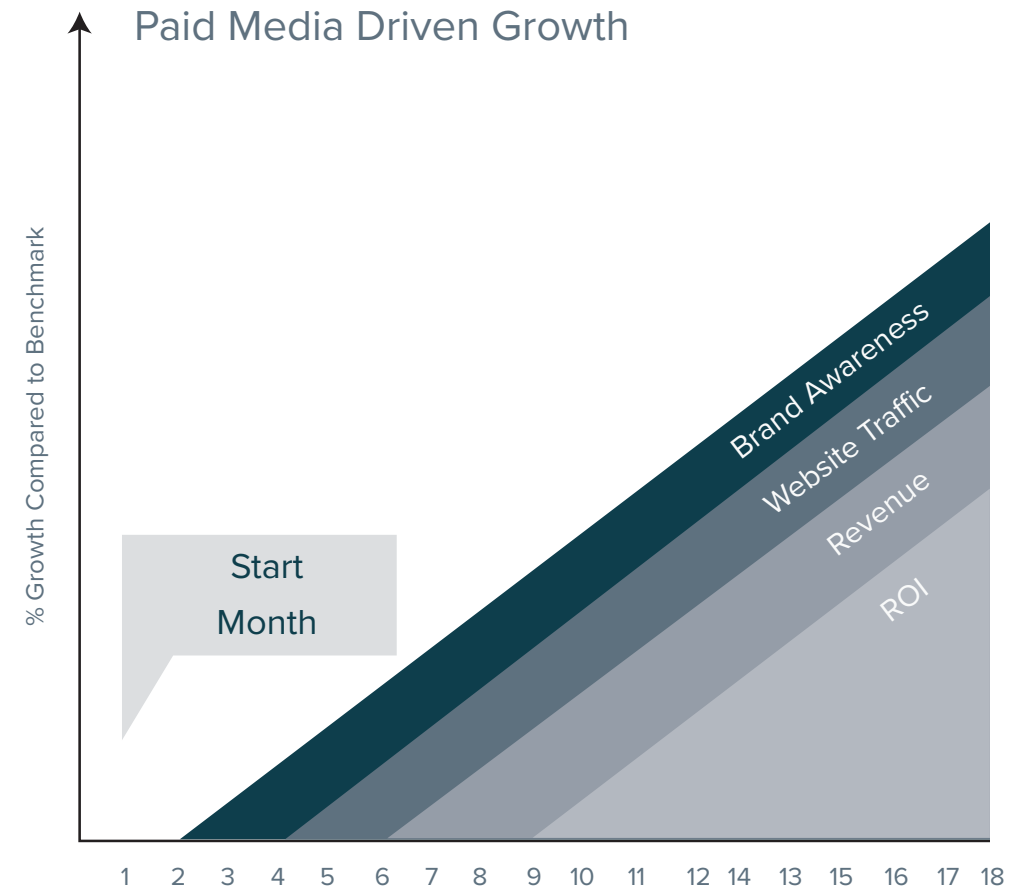
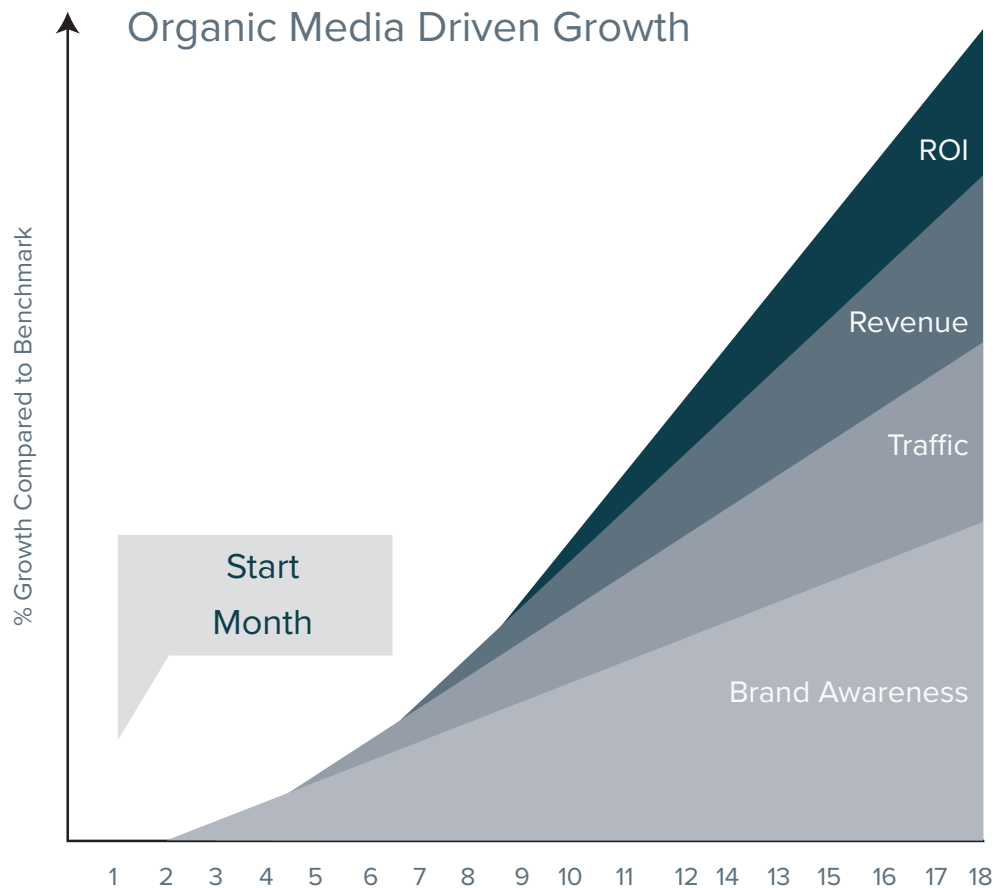
Set Measures of Success

Benchmark and then compare performance on a monthly/quarterly/annual basis

Goal	Key Performance Indicator	Benchmark	Target
Increase Brand Awareness	No. of Organic Search Impressions No. of Paid Search Impressions Positions of Page 1 Keyword Rankings	Project Start Project Start Project Start	▲ ▲ ▲
Increase Traffic	Total Website Traffic Direct Traffic Organic Traffic Paid Traffic	Project Start Project Start Project Start Project Start	▲ ▲ ▲ ▲
Increase Sales	Total Sales Leads Total Sales Revenue Total No. of Customers	Project Start Project Start Project Start	▲ ▲ ▲
Increase ROI	Cost Per Acquisition Customer Lifetime Value Return on Ad Spend Return on Marketing Investment	Project Start Project Start Project Start Project Start	▲ ▲ ▲ ▲

Achieve Your Goals

Depending on the organic-driven or paid-driven digital strategies you implement, you can expect the following growth outcomes over the next 18 months:



Where will smarter digital marketing take you?



Request Your Free Digital Marketing Consultation

If you enjoyed The Smarter Digital Marketing Playbook, you can request a Free Digital Marketing Consultation with the ThoughtShift team:

Call: 01273 066 099

Email: hello@thoughtshift.co.uk

Visit: www.thoughtshift.co.uk

