



How to attract and engage your audience

Great product, bad marketing? Good luck. You'll need it. Success now is all about exposure, getting your brand on the radars of the right people, and you'd better make it interesting. This guide shows you how.



01 CONTENT

Eat, sleep, create content.

A blog can be a useful, fun way to increase your website visitors and rank higher on Google. Actively producing blogs, with fresh content, increases the size of your website, giving Google more search terms to rank you on. And if you're showing more on Google, it increases the chances of potential customers interacting with your brand.

Google also loves seeing fresh, new content updated regularly. They want to provide their users with relevant, up to date material, so they often see you as more favorable based on the amount of new published material you put out.

Once you've hooked people into reading your blog, this is the perfect time to subtly advertise your businesses **core values, successes** and case-studies within the text. Blogging 3-4 times a week, at a word count of **1k-1.5k**, can greatly improve your Google ranking. If you're having trouble thinking of content ideas, visit [AnswerThePublic](#), or [Google Trends](#), or give us a shout and we'll do all the hard-work for you!

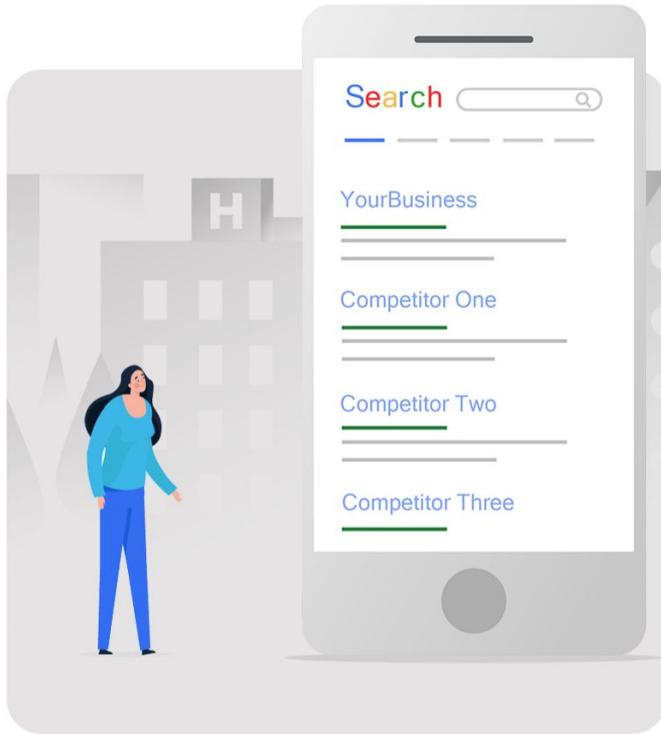


Be the social butterfly we know you are!

Social media is at the forefront of digital marketing. A strong presence in social media can do wonders for your business. Through social media platforms, you can interact with and build relationships with potential customers, on an emotional level. By doing so, this turns your brand into more than a faceless corporate entity, but a real person with a personality.

Social media also brings endorsement opportunities to the table; your brand's reach is increased when followers interact with you, then their followers see, and begin interacting too. Over time, you may be able to develop a large following which becomes a huge advertising asset.

If you're using social media to reach potential customers, you need to be consistent each week. Using a scheduling platform, such as [Hootsuite](#) or [Buffer](#) which allows you to plan and schedule posts each week as well as offer recommendations on when to post based on historical data. Posting **2-3 times a week** is important to remain in the eyes of your followers and potential customers. Also, make sure to interact, respond to comments and like other people's posts.

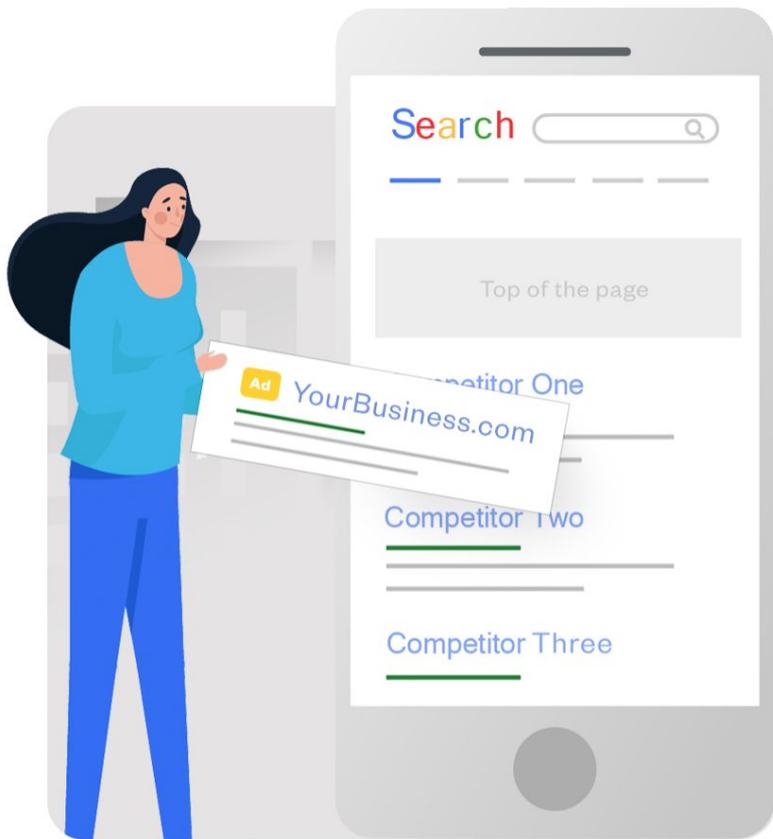


Discover the magic behind SEO - really!

On-site optimisations are the bread and butter of SEO. In order for your website to communicate best with Google, and ensure that each user has a great experience, taking the time to optimize your website is essential. But what does it take to best optimize your site?

Making sure you're website loads quickly, placing certain words within your content in a strategic manner and even down to the filenames of your images are key portions of the process. Without great on-site SEO, your site will likely get lost in the midst of the competition.

How are you doing with on-site optimisations, currently? You can check by using this useful tool, [SEOptimizer](#), from us to you. SEOptimizer is a Chrome extension and one-click tool that you can easily access. Just simply open Chrome, download the extension, go to your website and click the chrome extension and it'll tell you what could be done better on your site.



Pay your way to the top

Google Search Paid-Ads allow any business to pay for top-tier spots on any search term; the best part is, you only pay when someone clicks on your ad. This is called pay-per-click or PPC. When using this, you have increased control over where you show up, what information is shown and what pages a person lands on.

Overall, this means that it is a better way of targeting more relevant traffic to your site. While SEO can take months to rank for a term, PPC allows you to rank for any keyword instantly. This can come in handy when a business needs new leads urgently, they need to move stock out or just more stable sales growth

While this all sounds great, PPC can be incredibly complicated, and can cause you to lose money if it is not done properly, so we'd advise against trying it at home. It is necessary to use someone who knows what they're doing, or even an agency that specializes in this (ahem - us!), to implement it for you. For ideas around keywords and insights into the volume of monthly searches for said keywords, use [Google Keyword Planner](#) or [UberSuggest](#).

