



Why every business should care about their

ONLINE PRESENCE

Rad Paluszak

Director of SEO at SUSO Digital

Online Presence

susO

Website

- company website
- corporate portal
- e-commerce / online shop
- blog / affiliate website
- landing page
- // ...



CELEBRATING
50
YEARS
1967–2017

The University of Warwick my.wbs



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**Entrepreneurship
and the fear
of failure on
Wednesday
15 November**



OK, I HAVE IT, WHAT NEXT?

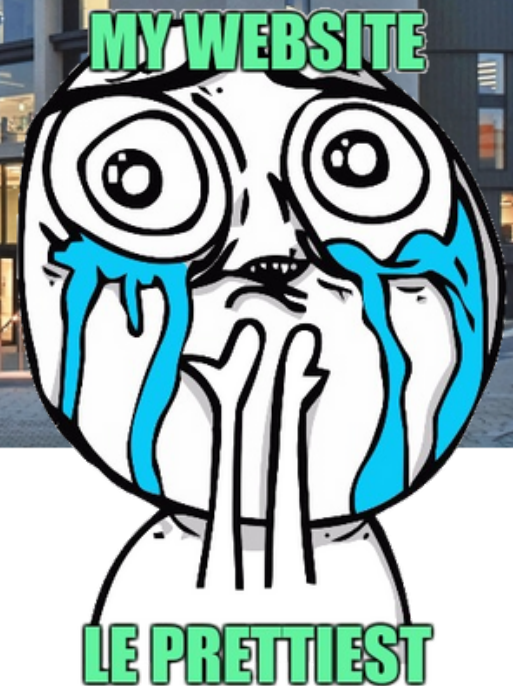


YEARS
1967-2017

ABOUT WBS COURSES RESEARCH BUSINESS EXECUTIVE EDUCATION NEWS EVENTS CONTACT

Entrepreneurship
and the fear
of failure on
Wednesday
15 November

register to attend...



HOW DO I MAKE MONEY?

The background of the slide is a collage of various British banknotes, including £20, £50, and £100 notes, scattered across the entire area. Two large, rounded rectangular boxes are overlaid on this background: a blue one on the left and a light blue one on the right.

**SELL
PRODUCTS**

**SELL
SERVICES**

WHAT DO I NEED TO SELL?

VISIBILITY

POPULARITY

ONLINE PRESENCE

VISIBILITY

☒ Clicks
 ☒ Impressions
 ☐ CTR
 ☐ Position

☒ **Queries**
No filter ▾
 ☐ Pages
No filter ▾
 ☐ Countries
No filter ▾
 ☐ Devices
No filter ▾
 ☐ Search type
Web ▾

☐ Dates
Last 90 days ▾

Total clicks

0

Total impressions

7

Clicks

100

75

50

25

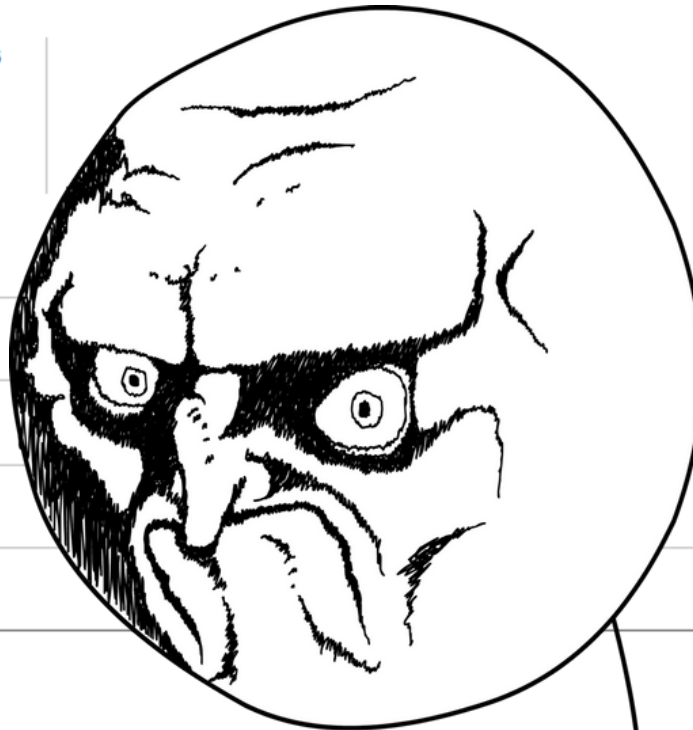
Impressions

2.0

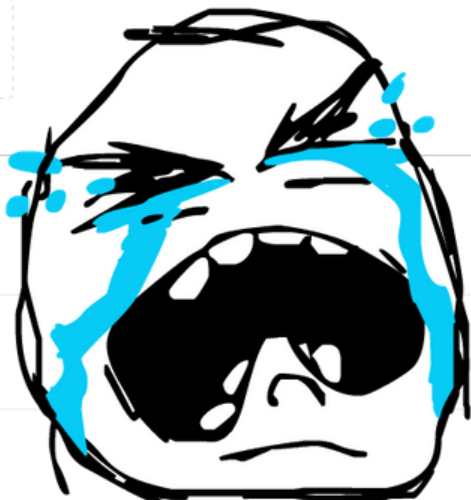
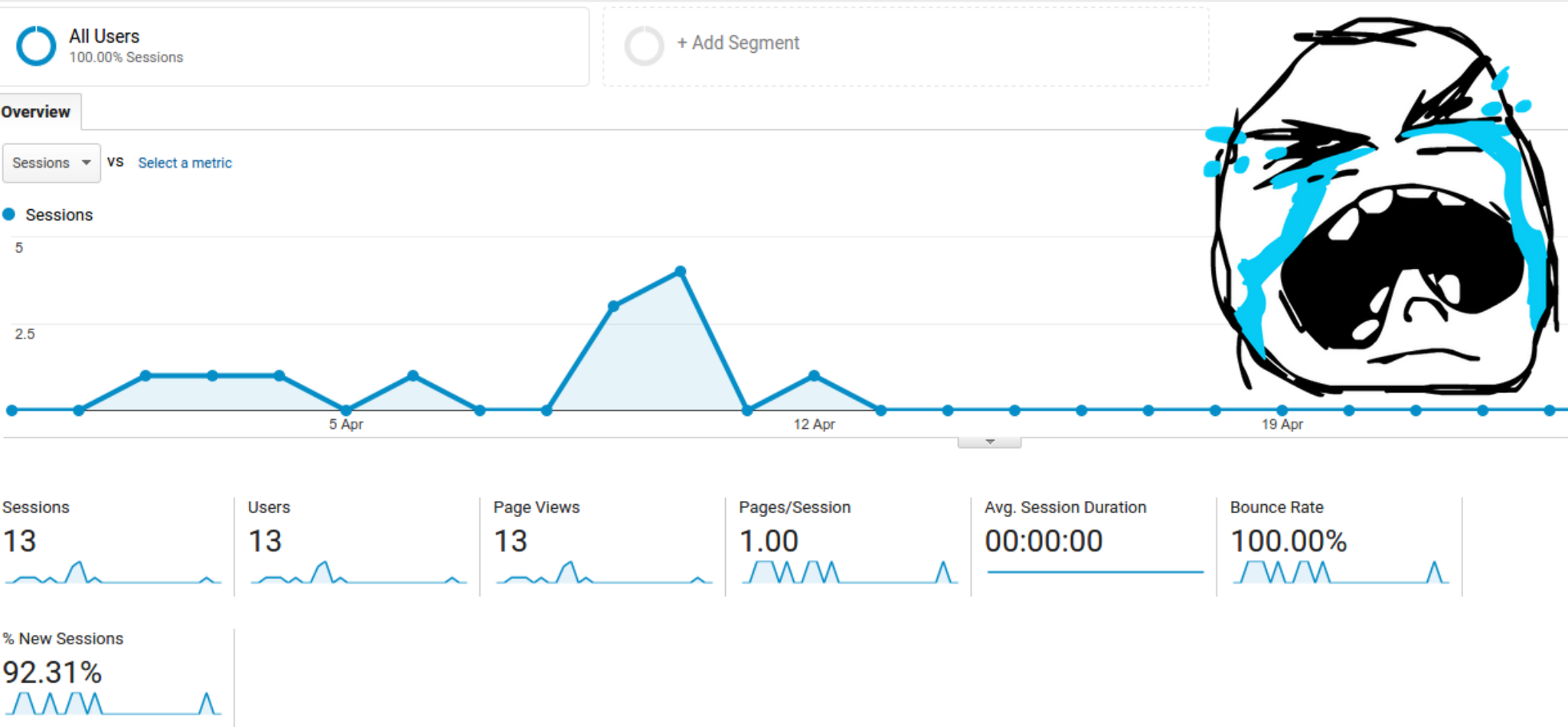
1.5

1.0

0.5



POPULARITY







Channels

Social media

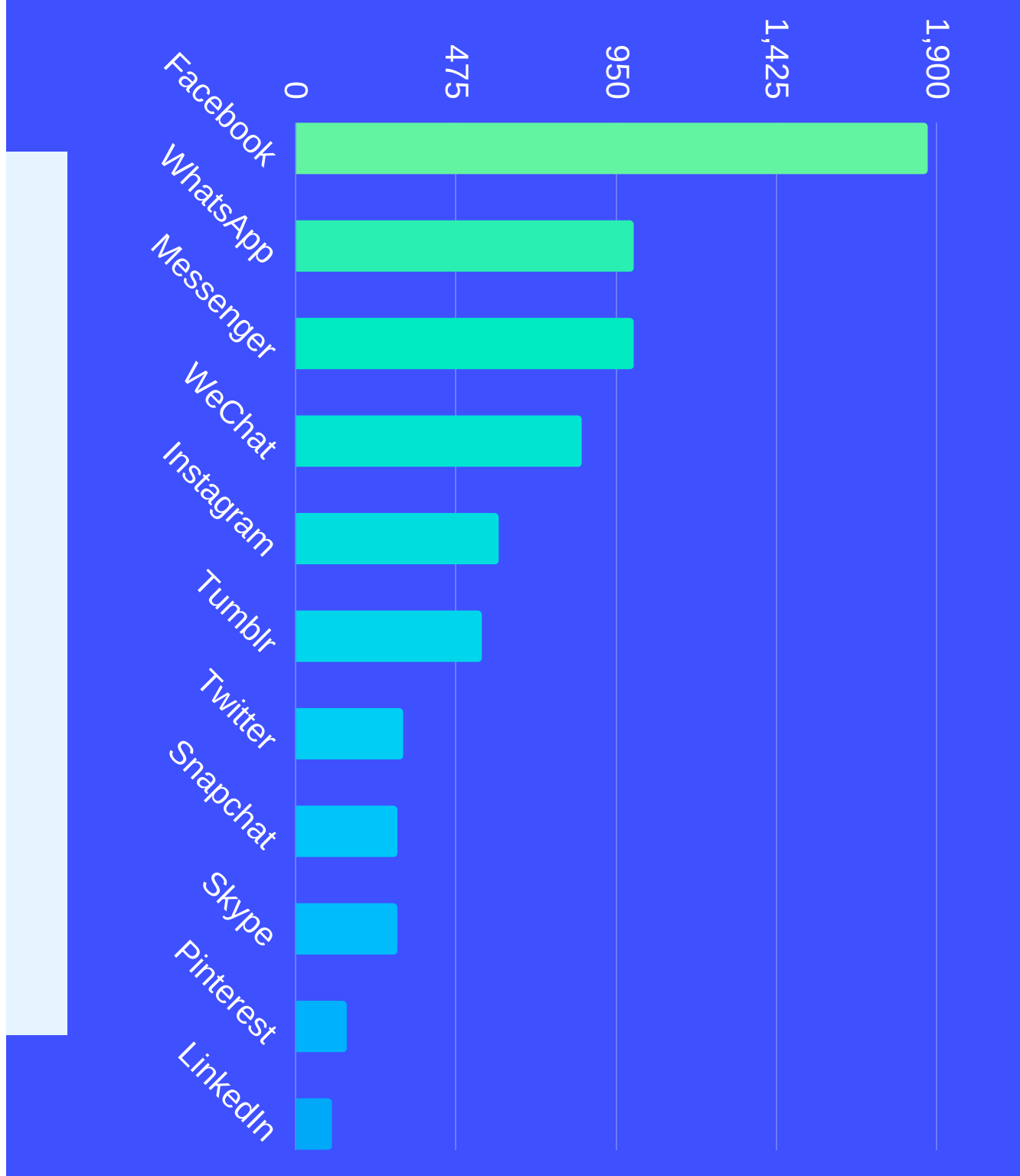
Pay-Per-Click

YouTube

SEO

1.871 B

ACTIVE FACEBOOK USERS
WORLDWIDE (JAN 2017)

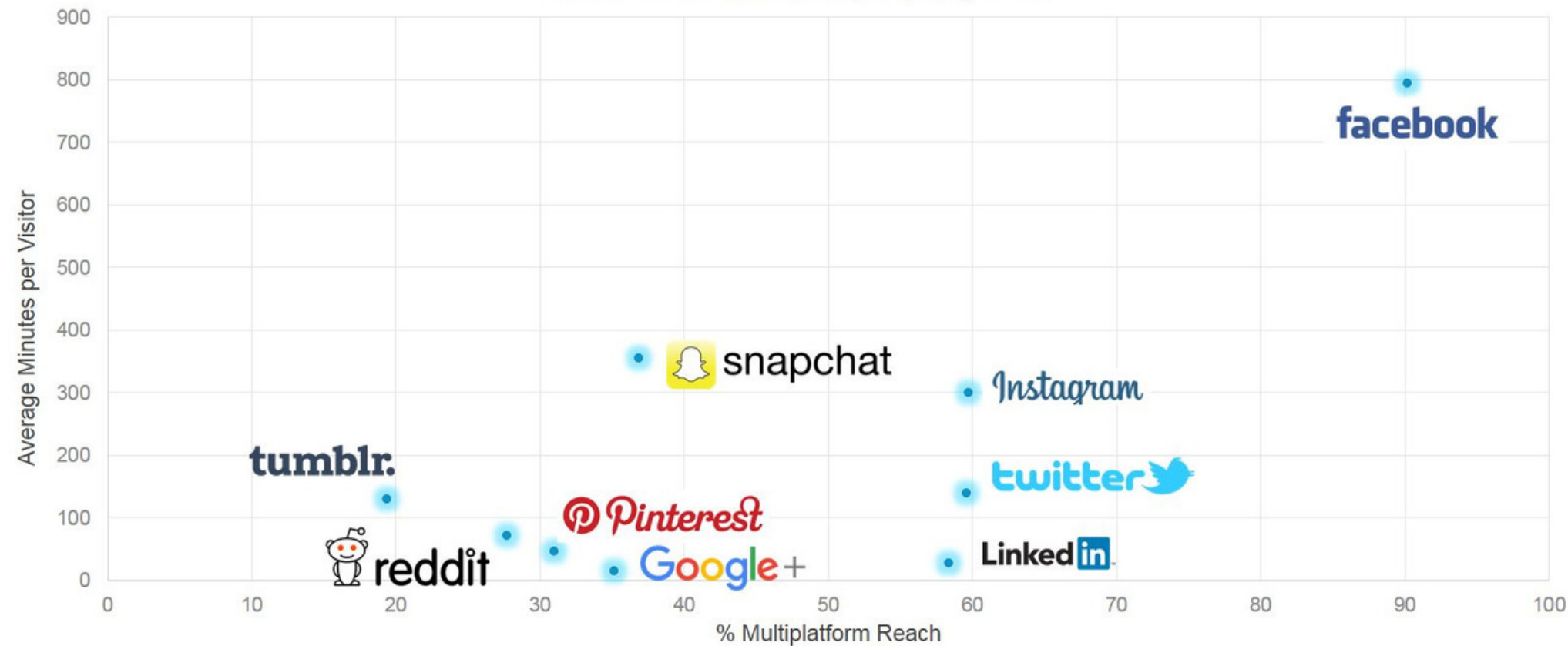


MILLENIALS AND SOCIAL MEDIA

Social Media sites –

Average time per visitor & Multiplatform reach

Source: comScore MMX, UK, July 2016



BRANDS USING SOCIAL MEDIA

**Actor. LA. Newly single.
Seeks likeminded partner with GSOH**

Los Angeles. From/one way, incl taxes.

£169*



Norwegian UK @NorwegianUK - Sep 22
London to LA from £169* one way #FlyNorwegian
[goo.gl/cno911](#)

BRANDS USING SOCIAL MEDIA



Oreo Cookie 
@Oreo

 Follow

Ever bring your own Oreo cookies to the movie theater?
[#slicksnacker](#)

6:00 PM - 25 Sep 2012

  55  25



AMC Theatres 
@AMCTheatres

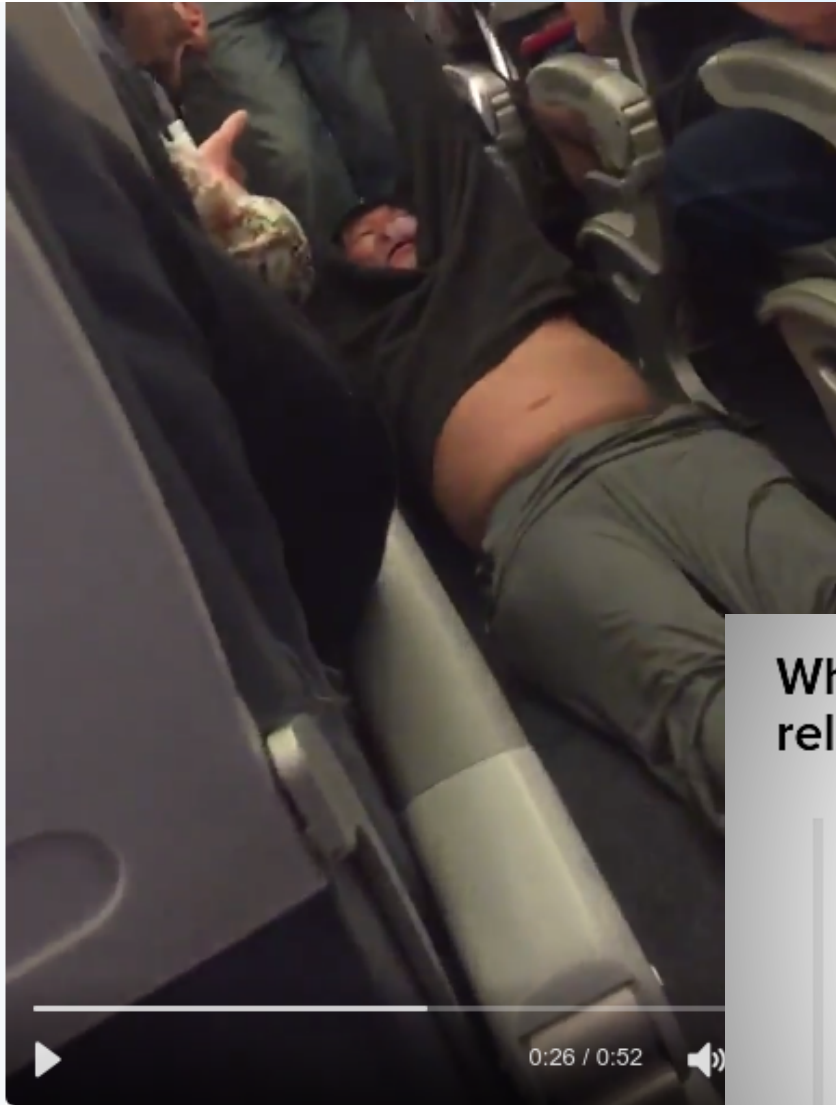
 Follow

NOT COOL, COOKIE. RT [@Oreo](#): Ever bring your own Oreo
cookies to the movie theater? [#slicksnacker](#)

6:07 PM - 25 Sep 2012

  1,758  816

BRANDS USING SOCIAL MEDIA



When asked about the incident, United Airlines released the following statement:

Flight 3411 from Chicago to Louisville was overbooked. After our team looked for volunteers, one customer refused to leave the aircraft voluntarily and law enforcement was asked to come to the gate.

We apologize for the **overbook situation**. Further details on the removed customer should be directed to authorities.



Jayse D. Anspach
@JayseDavid

@United overbook #flight3411 and decided to force random passengers off the plane. Here's how they did it:

1:01 AM - 10 Apr 2017

🔄 170,084 ❤️ 151,083

BRANDS USING SOCIAL MEDIA



F [REDACTED] ARIA ✓
@F [REDACTED]

 Follow



. @united You are literally the most disgusting, unbelievable, and despicable people in the world, and im a f [REDACTED] y [REDACTED] porn site.

RETWEETS

37,695

LIKES

55,475



6:46 AM - 10 Apr 2017



337



38K

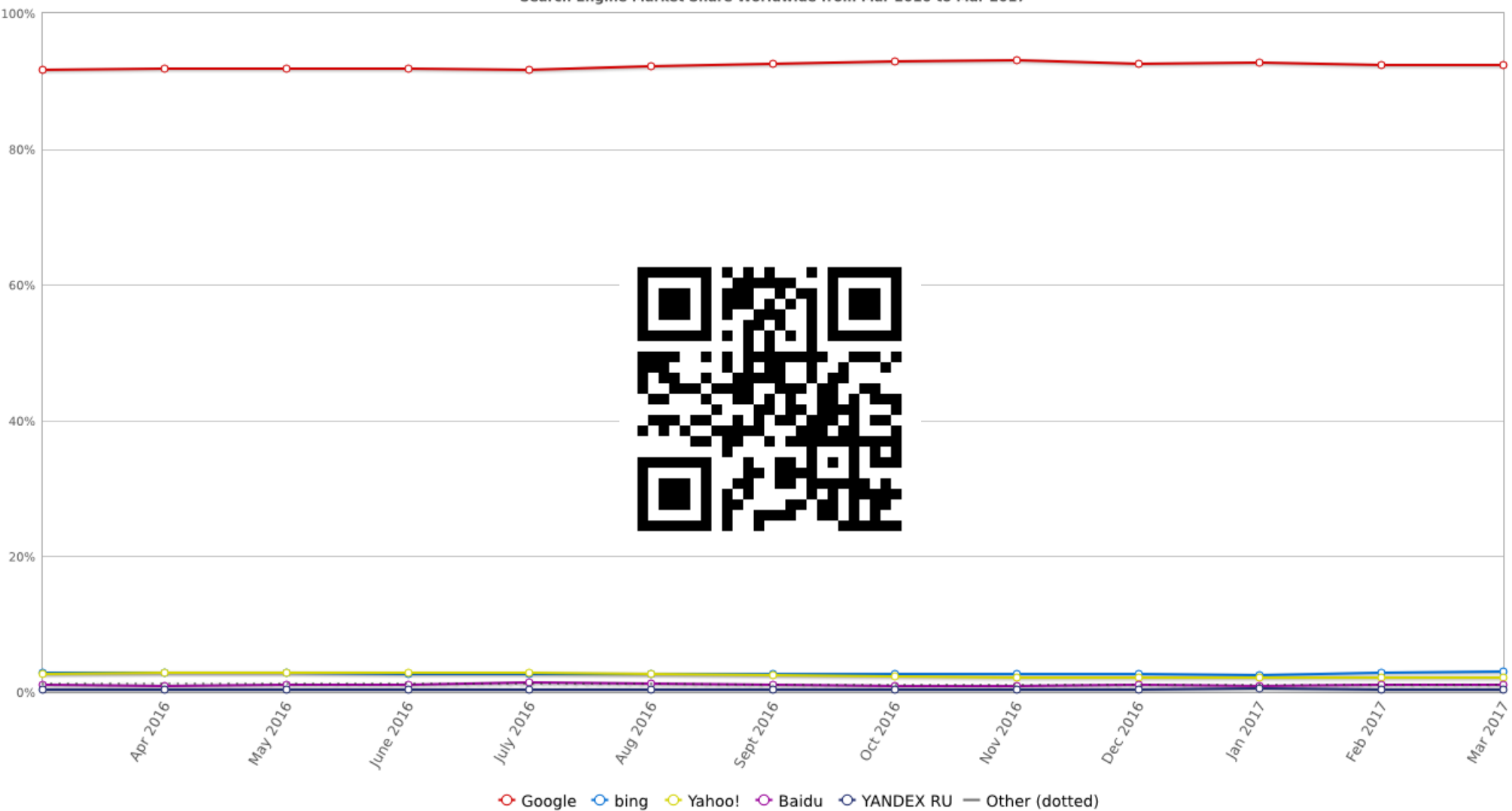


55K



Channels

Social media
Pay-Per-Click
YouTube
SEO



92.49% Google Search Engine global share

● ppc
Search term



● adwords
Search term



+ Add comparison

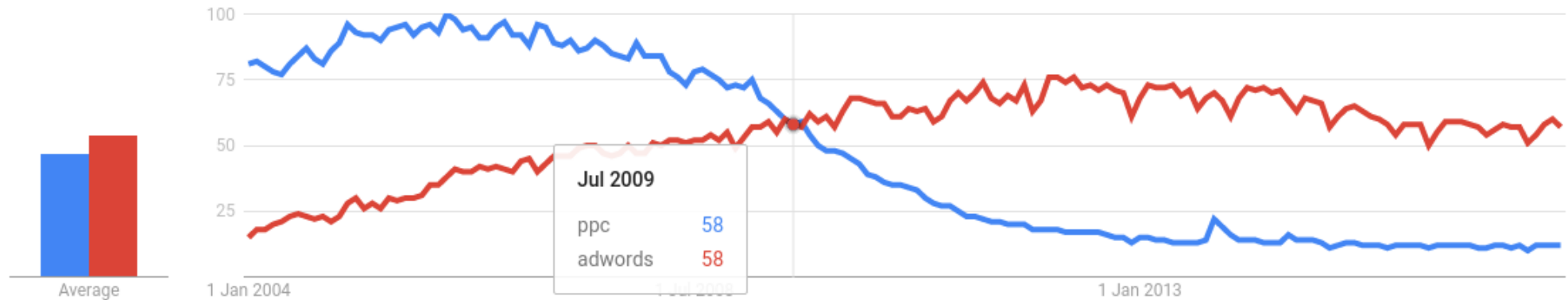
Worldwide ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ?

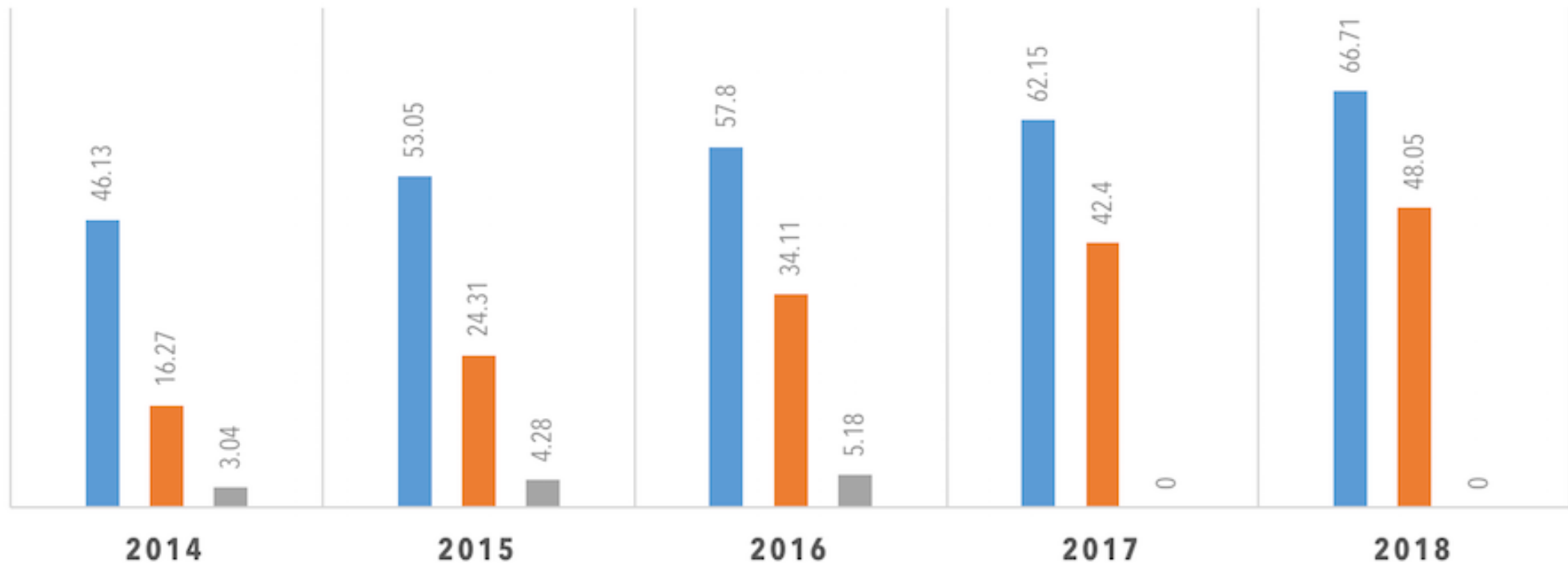


PPC vs AdWords Interest over time

~ 96% of the overall revenue Google makes from advertising

GOOGLE NET AD REVENUE WORLDWIDE 2014 - 2018

■ netAd Revenue ■ net Mobile InternetAd Revenue ■ YouTube netAd Revenues



Note: net ad revenues after Google pays traffic acquisition cost (TAC) and content acquisition cost (CAC) to partner sites; excludes SMS, MMS, and P2P messaging-based advertising; tablets included. Figures In USD Billion. **Source:** Google, eMarketer April 2016

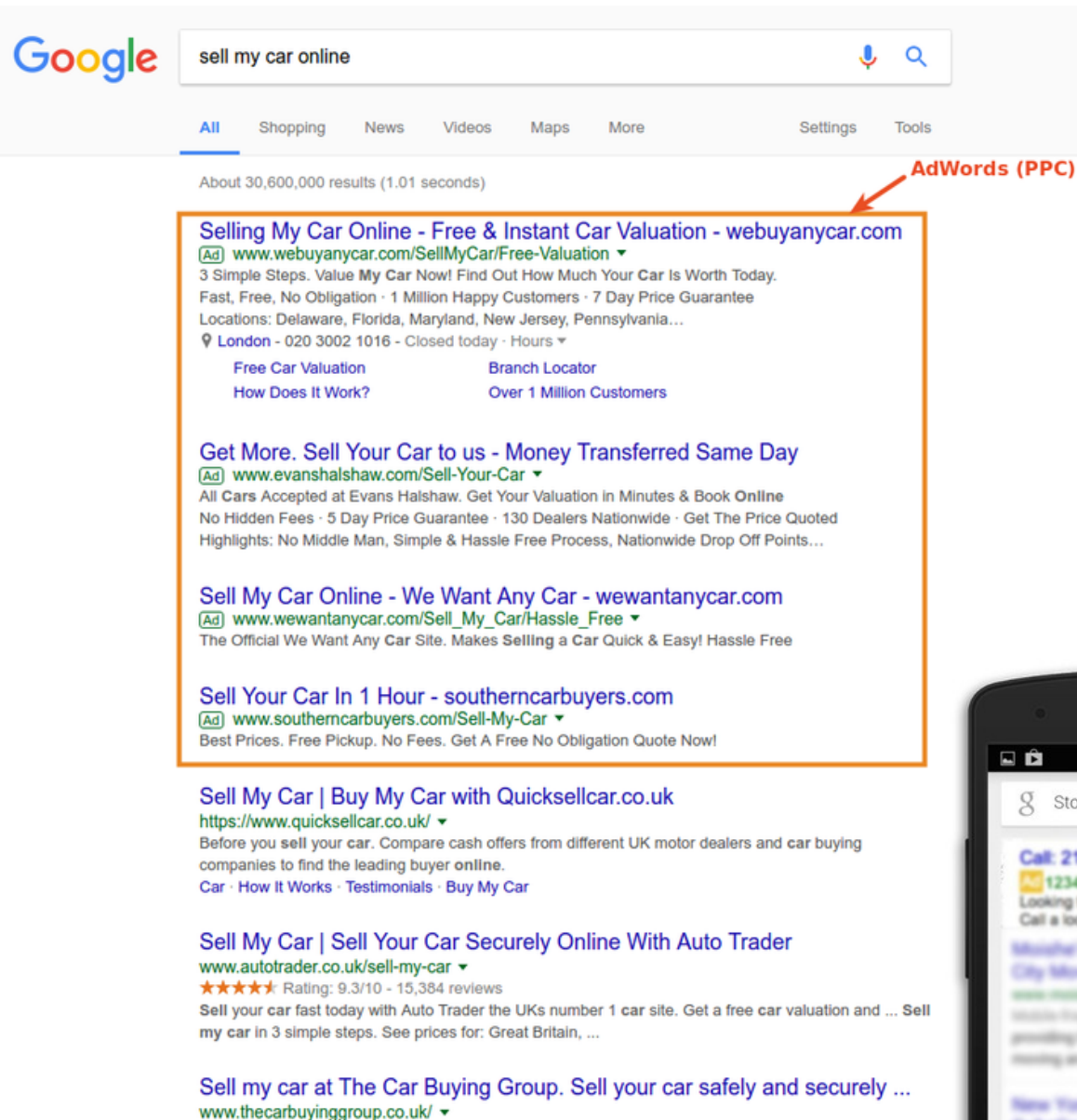


Facebook Ad Revenue (in millions of dollars)



Data Source: Advertising Age
<http://adage.com/article/digital/facebook-q4-2016-earnings/302378/>

GOOGLE ADS EXAMPLES



Google

sell my car online

All Shopping News Videos Maps More Settings Tools

About 30,600,000 results (1.01 seconds)

Selling My Car Online - Free & Instant Car Valuation - webuyanycar.com
Ad www.webuyanycar.com/SellMyCar/Free-Valuation ▼
3 Simple Steps. Value My Car Now! Find Out How Much Your Car Is Worth Today.
Fast, Free, No Obligation · 1 Million Happy Customers · 7 Day Price Guarantee
Locations: Delaware, Florida, Maryland, New Jersey, Pennsylvania...
📍 London - 020 3002 1016 - Closed today · Hours ▼
Free Car Valuation Branch Locator
How Does It Work? Over 1 Million Customers

Get More. Sell Your Car to us - Money Transferred Same Day
Ad www.evanshalshaw.com/Sell-Your-Car ▼
All Cars Accepted at Evans Halshaw. Get Your Valuation in Minutes & Book Online
No Hidden Fees · 5 Day Price Guarantee · 130 Dealers Nationwide · Get The Price Quoted
Highlights: No Middle Man, Simple & Hassle Free Process, Nationwide Drop Off Points...

Sell My Car Online - We Want Any Car - wewantanycar.com
Ad www.wewantanycar.com/Sell_My_Car/Hassle_Free ▼
The Official We Want Any Car Site. Makes Selling a Car Quick & Easy! Hassle Free

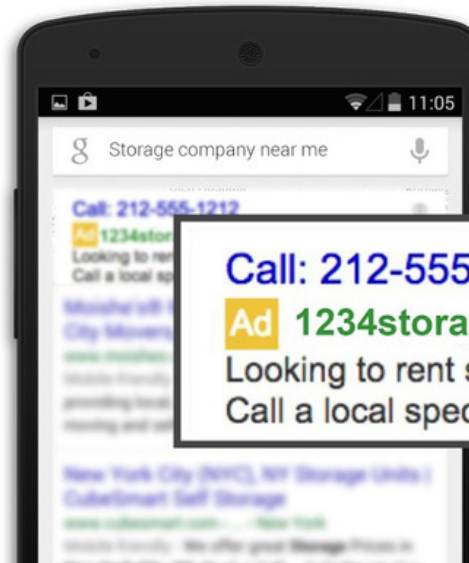
Sell Your Car In 1 Hour - southerncarbuyers.com
Ad www.southerncarbuyers.com/Sell-My-Car ▼
Best Prices. Free Pickup. No Fees. Get A Free No Obligation Quote Now!

Sell My Car | Buy My Car with Quicksellcar.co.uk
<https://www.quicksellcar.co.uk/> ▼
Before you sell your car. Compare cash offers from different UK motor dealers and car buying companies to find the leading buyer online.
Car · How It Works · Testimonials · Buy My Car

Sell My Car | Sell Your Car Securely Online With Auto Trader
www.autotrader.co.uk/sell-my-car ▼
★★★★★ Rating: 9.3/10 - 15,384 reviews
Sell your car fast today with Auto Trader the UK's number 1 car site. Get a free car valuation and ... Sell my car in 3 simple steps. See prices for: Great Britain, ...

Sell my car at The Car Buying Group. Sell your car safely and securely ...
www.thecarbuyinggroup.co.uk/ ▼

AdWords (PPC)



GOOGLE ADS EXAMPLES

white shark media

Web

News

Videos

Shopping

Maps

More ▾

Search tools

About 48,100,000 results (0.30 seconds)

White Shark Media®

Ad whitesharkmedia.com/Premier-Partner ▾

We help small businesses succeed through innovative search marketing

Enterprise PPC Management - DisruptiveAdvertising.com

Ad www.disruptiveadvertising.com/ ▾ (877) 705-1936

Voted #1 PPC Agency For 2015. Get Your Free PPC Proposal Today.

PPC traffic experts · Custom landing pages · ROI focused analytics

Reporting & Analytics · Display & Remarketing · Landing Page A/B Testing

We're Their #1 Competitor - NewJupiterMedia.com

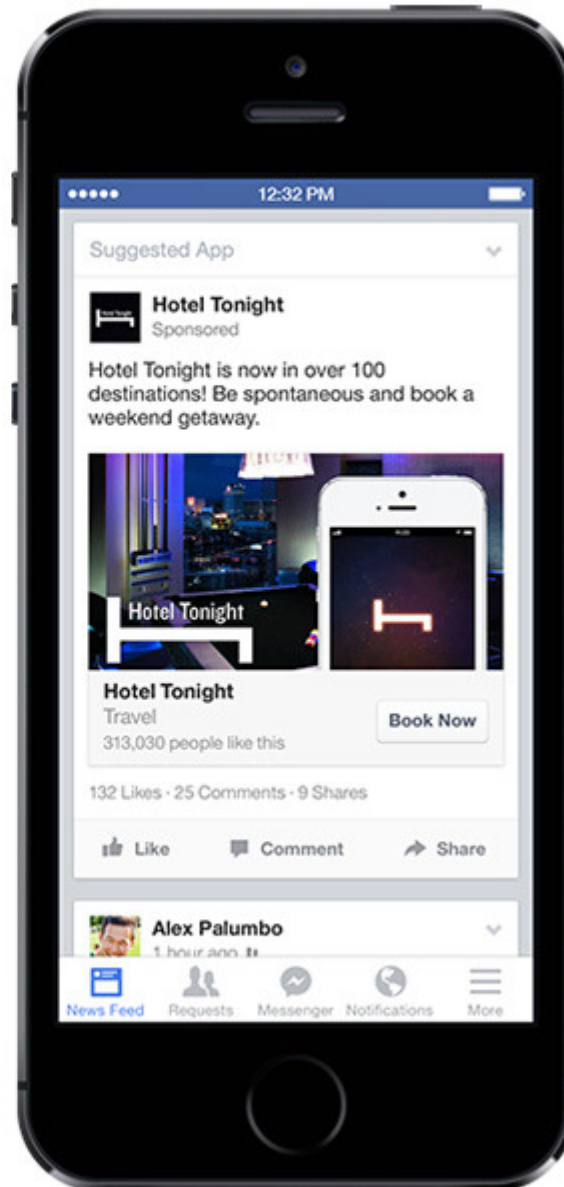
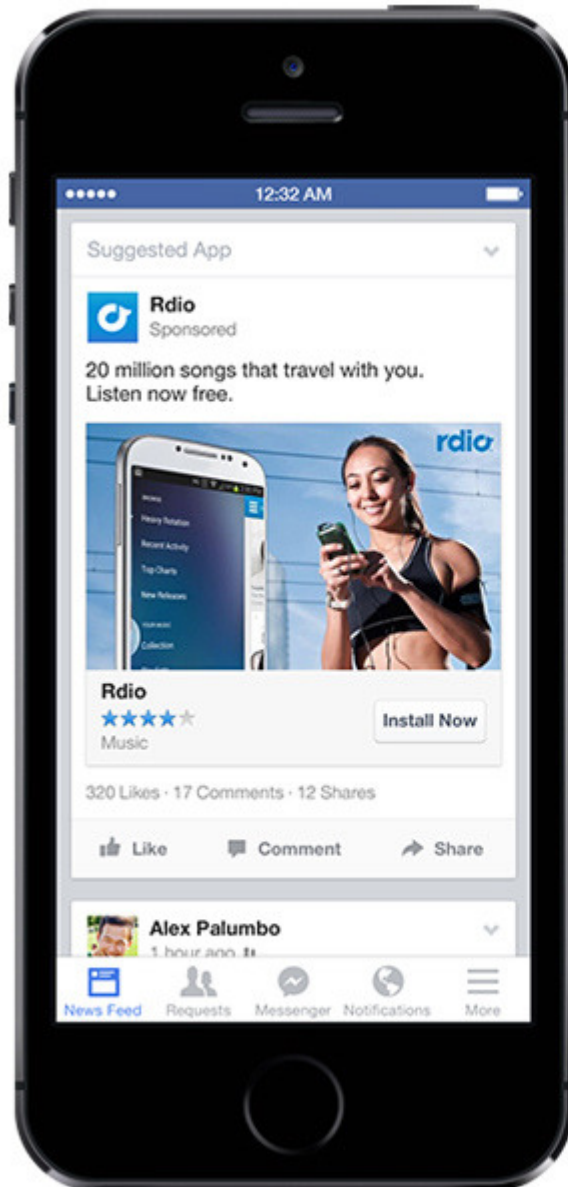
Ad www.newjupitermedia.com/Competition ▾ (732) 339-3338

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24/7 Customer Support · Personal Service! · We're Like Family

About Us · Social Media · Case Studies · PPC Services

FACEBOOK ADS EXAMPLES



PPC ADS EXAMPLES



The advertisement is a split-panel image. The left panel has a solid red background and contains white text. The right panel is a close-up portrait of Brad Pitt wearing black-rimmed glasses and a dark jacket, set against a dark background with a faint 'OS' logo. A small circular icon with a plus sign is in the top right corner of the right panel.

norwegian.com

Brad is single

Los Angeles. From/one way, incl taxes.

£169*

*Start your journey from London-Gatwick (LGW). Travel between 20 January 2017 - Feb 2017. Book by 26th September 2016. The fare is based on our lowest one way direct economy fare incl. taxes and charges excl. weekends, school and public holidays. Restrictions and baggage fees may apply. Fare correct as of 20 September 2016.



Channels

Social media

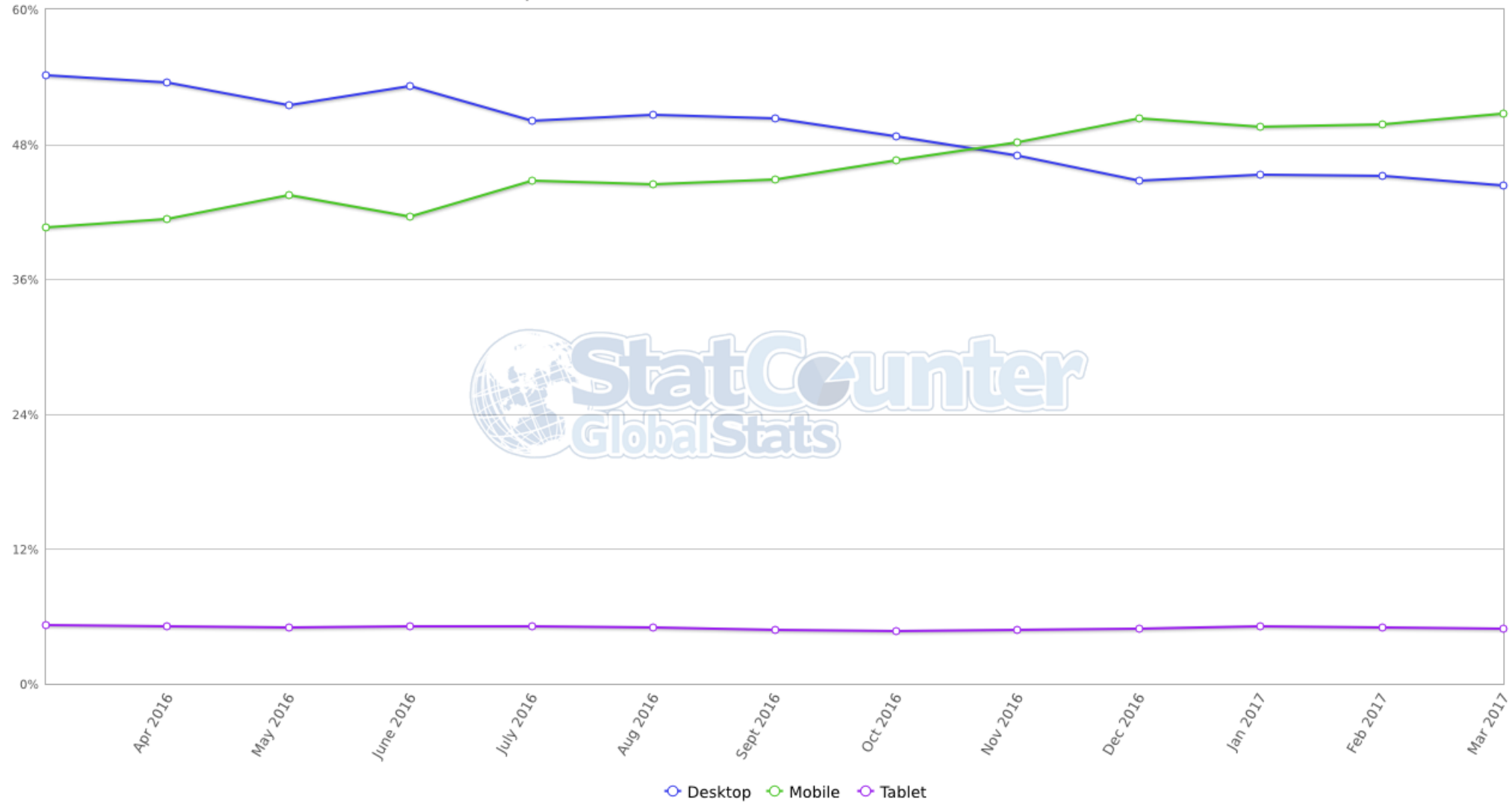
Pay-Per-Click

YouTube

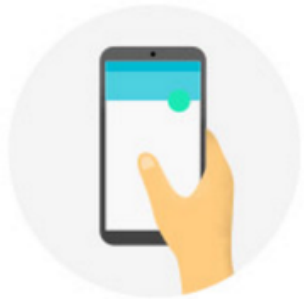
SEO

DESKTOP VS MOBILE

StatCounter Global Stats
Desktop vs Mobile vs Tablet Market Share Worldwide from Mar 2016 to Mar 2017



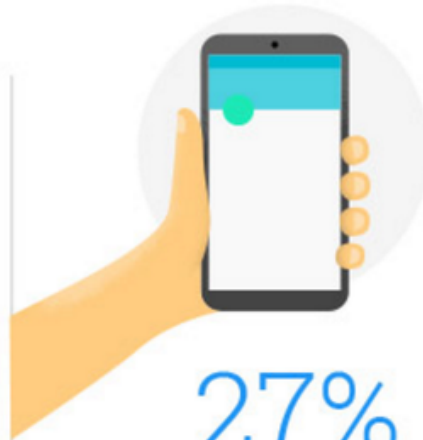
DESKTOP VS MOBILE



80%

use a
smartphone.

57%

use more than one
type of device.

27%

use a
smartphone **only**.

14%

use a
computer **only**.

How We Watch YouTube on Our Phones



The best video experience is on whatever screen is most convenient.

In an average day, 4 in 10 users who watch YouTube do so only on their smartphones².

For marketers, this means it's necessary to ensure both media and creative strategies reflect the behaviors of your audience.



The average YouTube mobile viewing session is more than

40
minutes¹

Among users who watch YouTube in an average day

42%
watch on a smartphone *only*²

Source 1: Google Internal Data, Global. Average of June 2015 mobile app usage.

Source 2: [See Full Source Here](#)

think with Google™



YOUTUBE BRAND VIDEOS



One thing to say to Boeing



Airbus Aircraft

Subscribe

196,038



YOUTUBE BRAND VIDEOS

Search: "Allegro English for Beginners"



1:38 / 2:59



Czego szukasz w Święta? | English for beginners

Allegro ✓

allegro

Subscribe 125,042

13,87





Channels

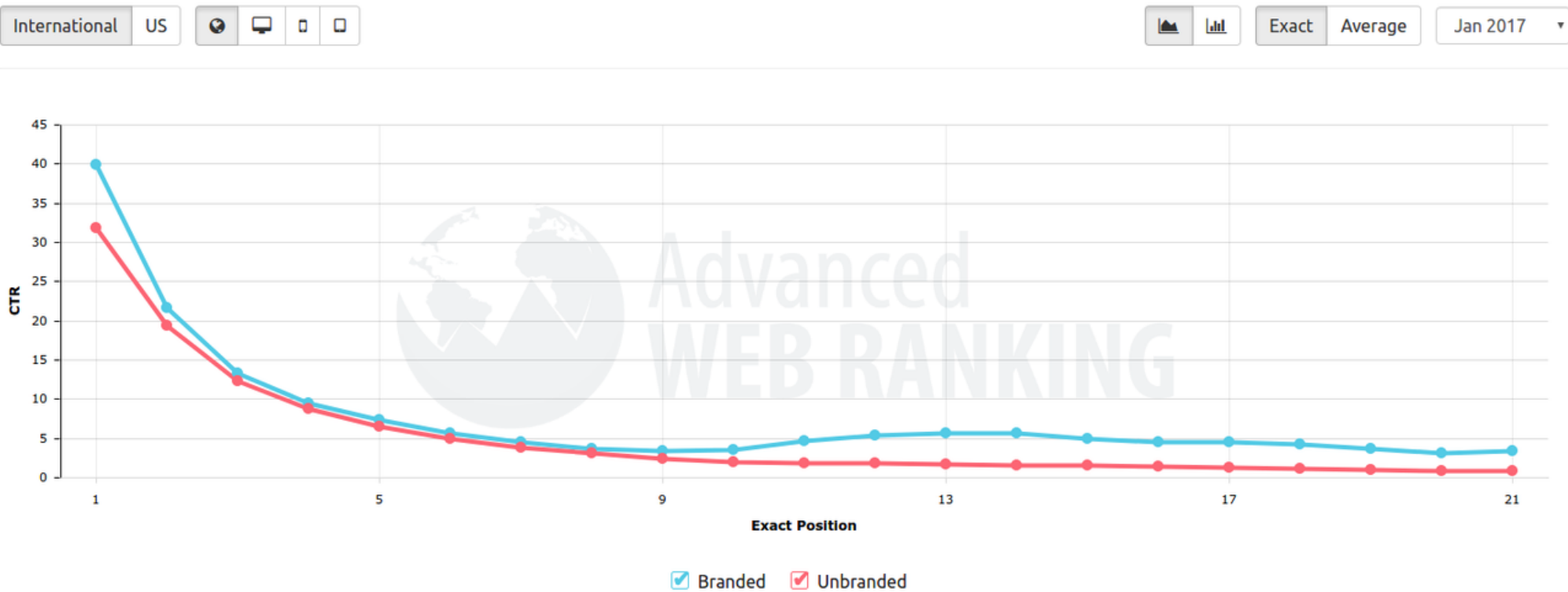
Social media

Pay-Per-Click

YouTube

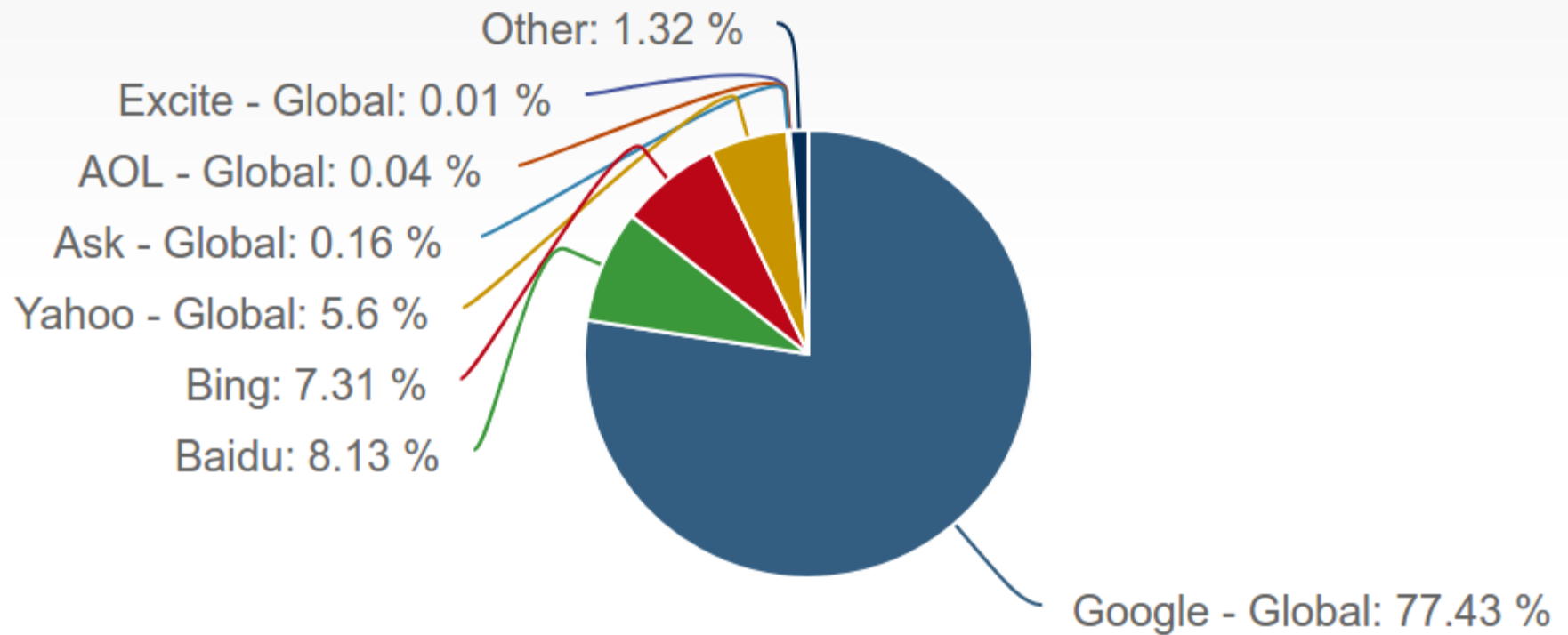
SEO

IS IT IMPORTANT TO BE RANKING IN THE TOP 10?

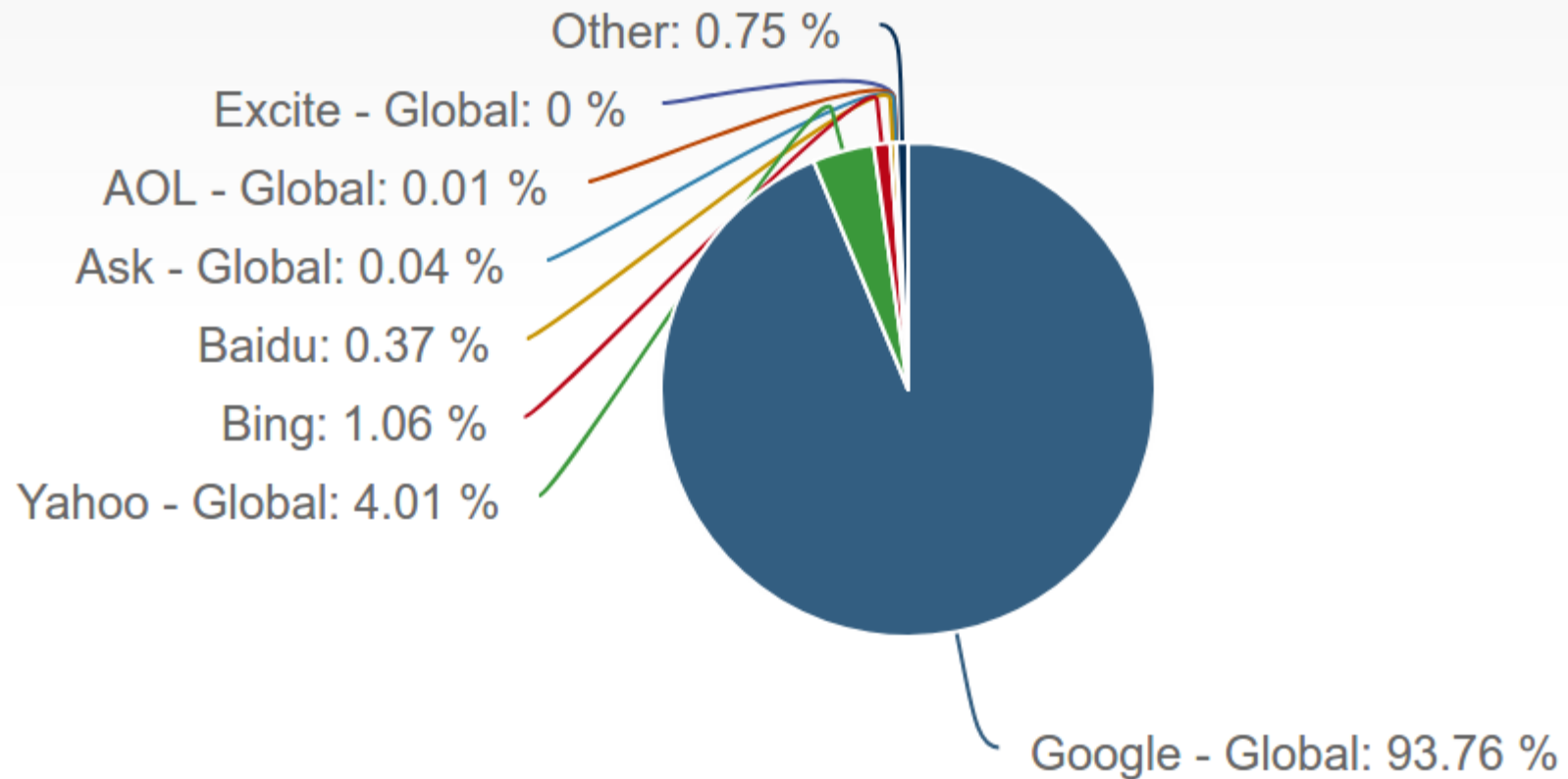


- This chart shows the organic click-through rates for branded versus unbranded searches.
- The CTR was calculated for data coming from 7,642,656 keywords and 80,188 websites.
- A branded search is defined as having a keyword that is contained in the domain name.

DESKTOP SEARCH



MOBILE SEARCH





2012

2016

40,000**63,000**

search queries per second

3.5B**5.5B**

searches per day

1.2T**2.0T**

searches per year



LOCAL SEARCH

46% of all searches on Google are local

Google

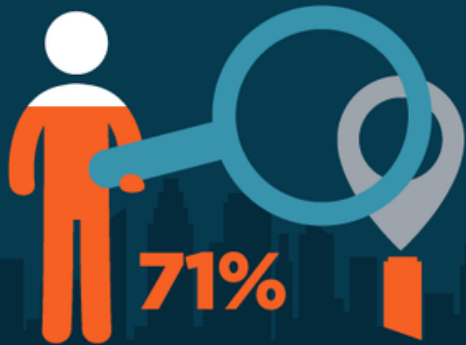


46%



LOCAL SEARCH

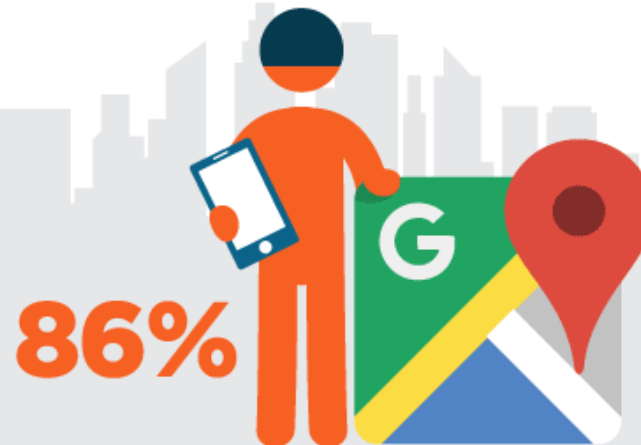
71% of people surveyed say they look up and confirm the location of a business before going to it for the first time



78% of local-mobile searches result in offline purchases



86% look-up the location of a business on Google Maps



LOCAL SEARCH

76% of local searches result in
a phone call



Search Engine Optimisation

SEO



What I think I do



What my mom thinks I do



What my friends think I do



What I actually do

Search Engine Optimisation

Precision Evaluations

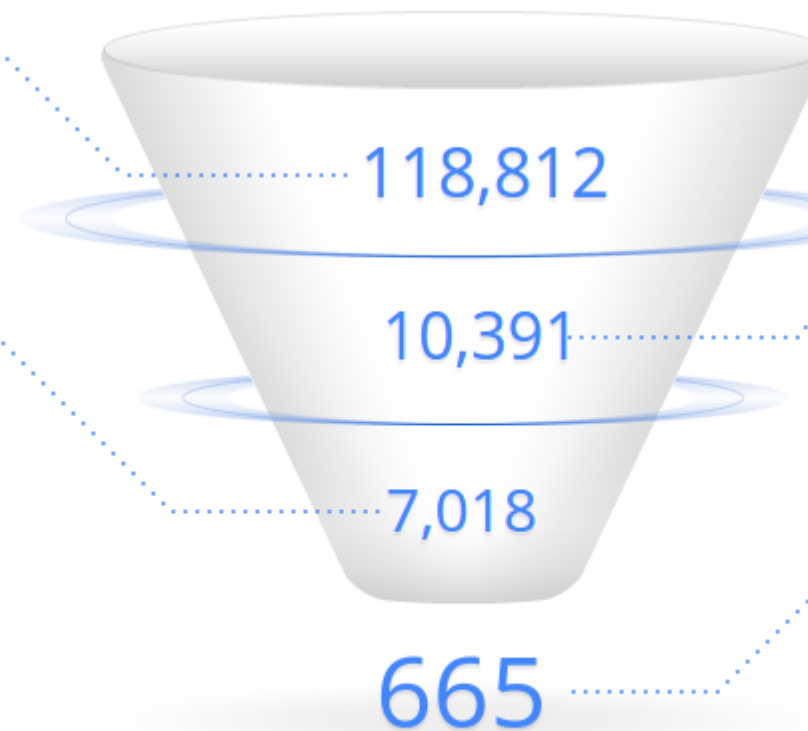
The first phase is to get feedback from evaluators, people who evaluate search quality based on our guidelines. We show evaluators search results and ask them to rate the usefulness of the results for a given search.

Note: These ratings don't directly impact ranking.

Live Traffic Experiments

If the evaluators' feedback looks good, we move forward with a "live traffic experiment." In these experiments, we change search for a small percentage of real Google users and see how it changes the way that they interact with the results. We carefully analyse the results to understand whether the change is an improvement to the search results. For example, do searchers click the new first result more often? If so, that's generally a good sign.

Data from 2012



Side-by-Side Experiments

In a side-by-side experiment, we show evaluators two different sets of search results: one from the old algorithm and one from the new and we ask them for details about which results they prefer.

Launches

Finally, our most experienced search engineers carefully review the data from all the different experiments and decide if the change is approved to launch. It sounds like a lot, but the process is well refined, so an engineer can go from idea to live on Google for a percentage of users in 24 hours. Based on all of this experimentation, evaluation and analysis, we launched 665 improvements to search in 2012.

BRAND AWARENESS CAMPAIGNS



- Referral Programs
- Guest Content & Publishing (eg. LinkedIn articles)
- Infographics
- Freemium With Credit
- Partnerships
- Freebies
- Social Media Contests
- Unique Personality (eg. personas)
- Podcasts
- Remarketing
- Controversy
- Influencer Marketing



WHY
EVERY BUSINESS
SHOULD CARE
ABOUT THEIR
ONLINE PRESENCE?

THANK YOU!

Rad Paluszak

/radpaluszak

@radpaluszak

<https://paluszak.me>

rad@paluszak.me





Q&A

susoo

SUSODIGITAL.COM