SUSO

Why every business should care about their

ONLINE PRESENCE

Rad Paluszak
Director of SEO at SUSO Digital

Online Presence

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Website

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

OK, I HAVE IT, WHAT NEXT?

HOW DO I MAKE MONEY?

SELL PRODUCTS

SELL SERVICES

WHAT DO I NEED TO SELL?

VISIBILITY

POPULARITY

ONLINE PRESENCE

VISIBILITY

☑ Clicks	☑ Impressions	☐ CTR	☐ Position

● **Queries**	○ Pages	○ Countries	○ Devices	○ Search type
No filter ▾	No filter ▾	No filter ▾	No filter ▾	**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

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions ▼ vs Select a metric

● Sessions

5

2.5

5 Apr   12 Apr   19 Apr

Sessions	Users	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate
13	13	13	1.00	00:00:00	100.00%

% New Sessions
92.31%

ONLINE VISIBILITY CAMPAIGN

Channels

Social media

Pay-Per-Click

YouTube

SEO
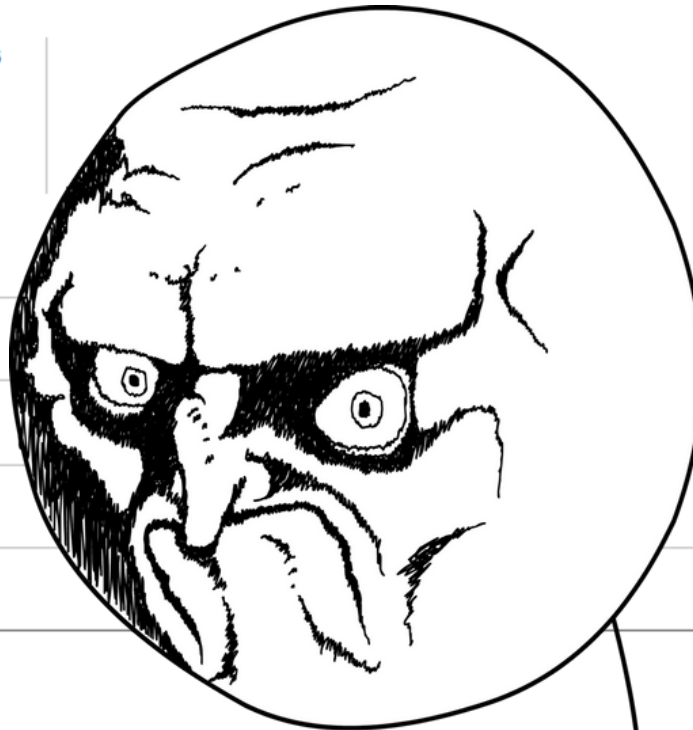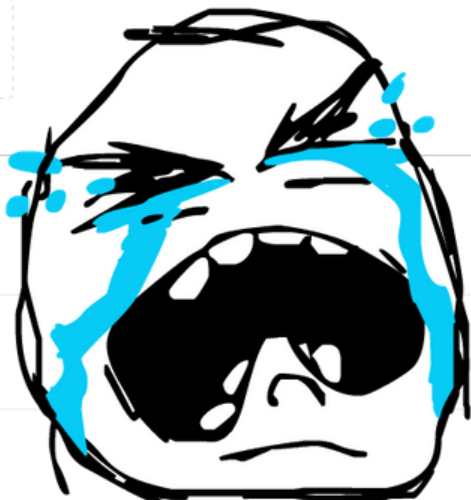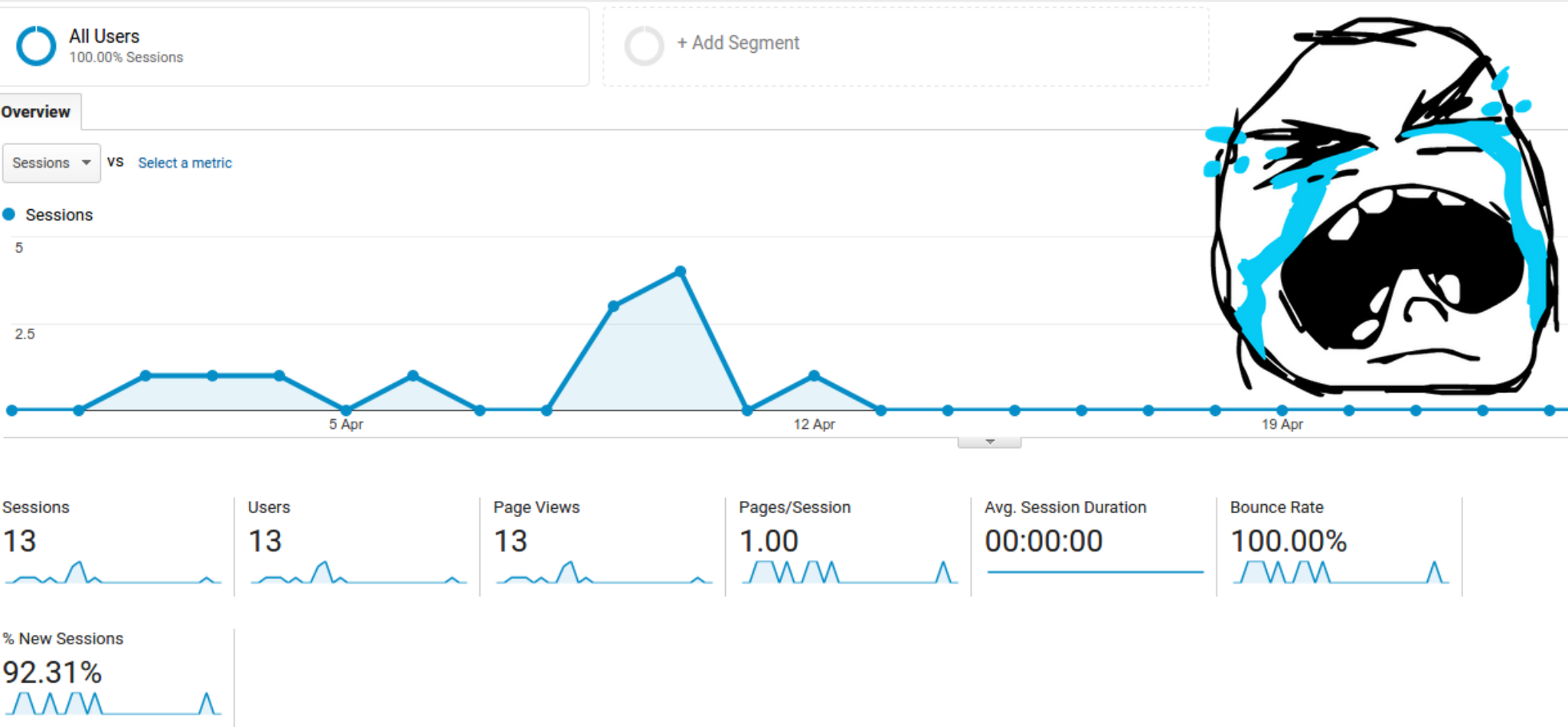
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1.871 B

ACTIVE FACEBOOK USERS
WORLDWIDE (JAN 2017)

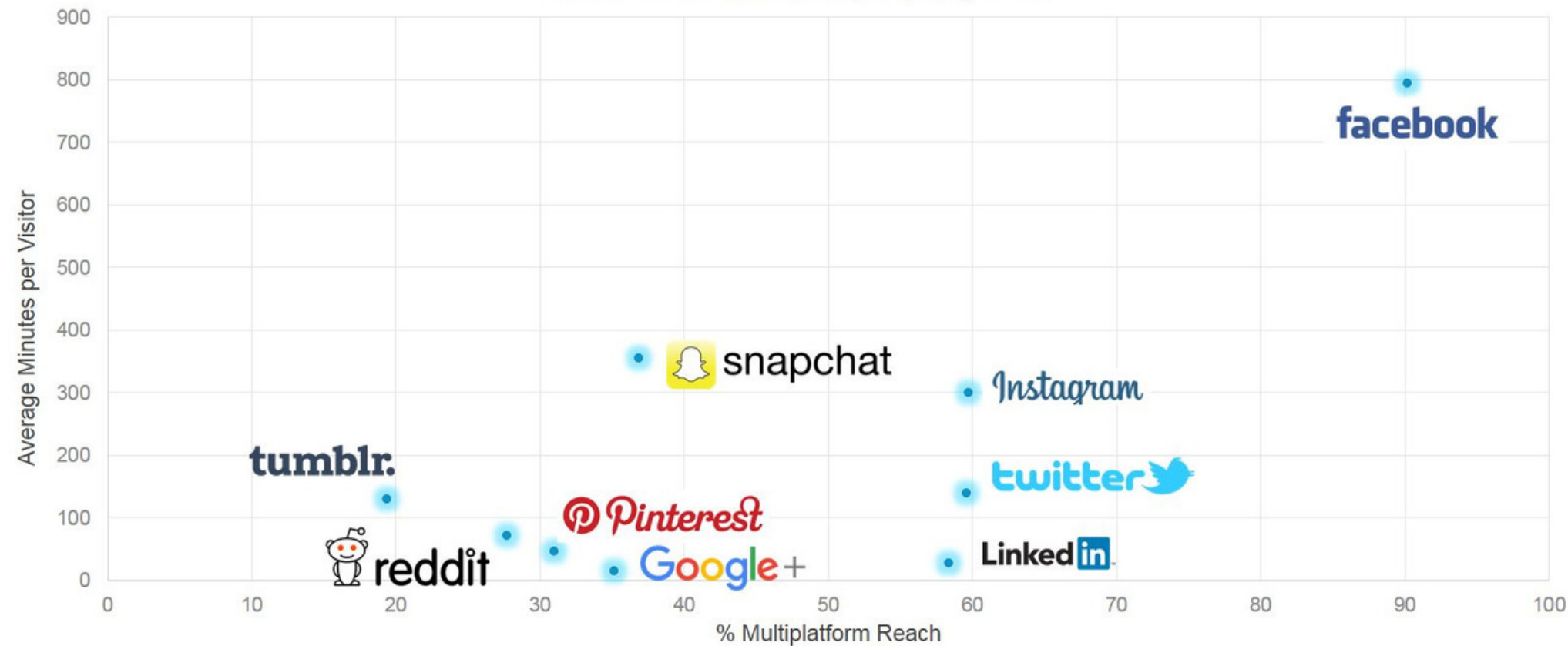| Platform	Users
Facebook	1,900
WhatsApp	
Messenger	
WeChat	
Instagram	
Tumblr	
Twitter	
Snapchat	
Skype	
Pinterest	
LinkedIn	

Axis values: 0, 475, 950, 1,425, 1,900
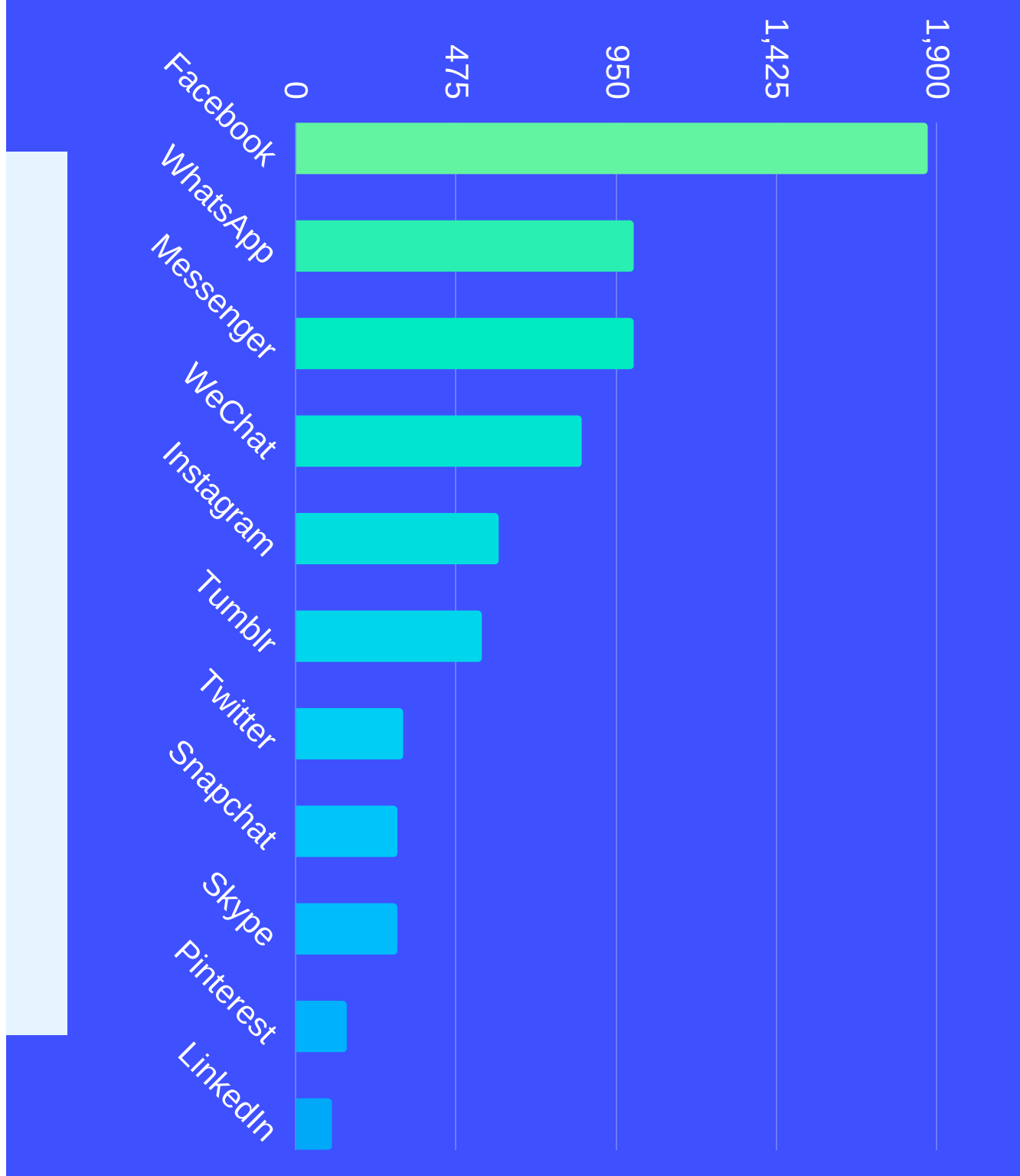
MILLENIALS AND SOCIAL MEDIA

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

59   64

© Twitter/Norwegian Airlines

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
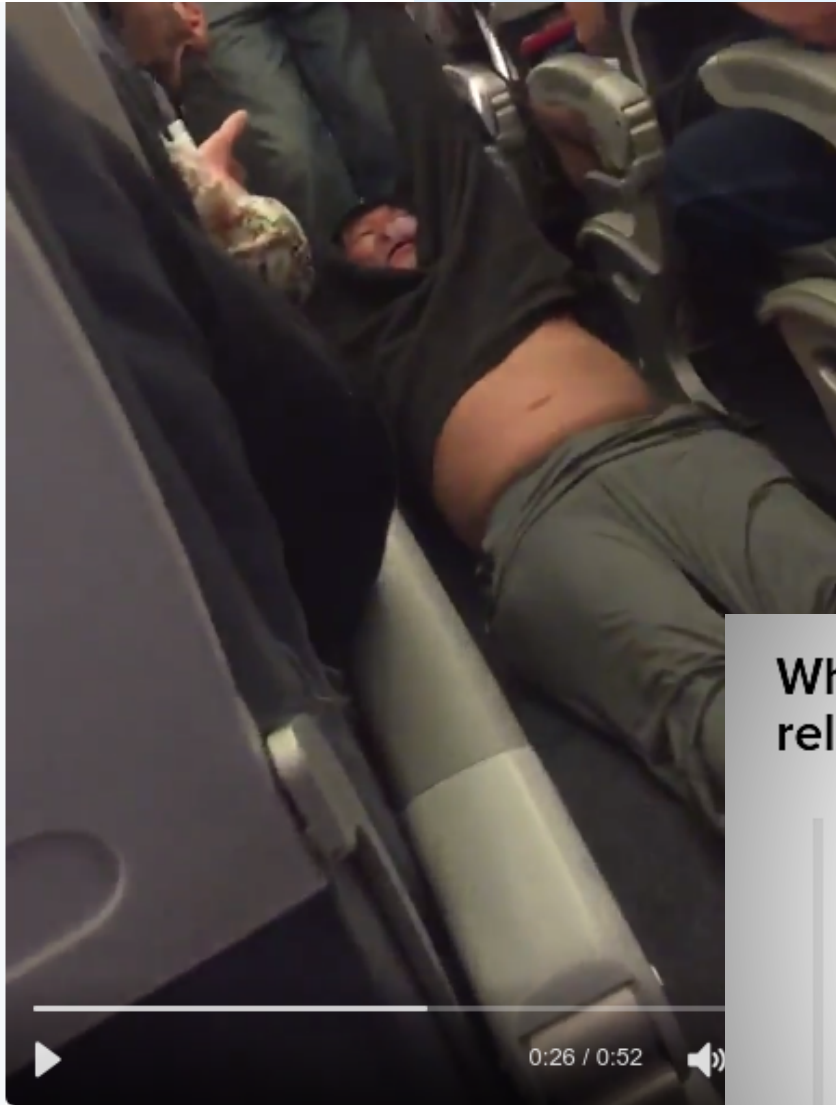
↩ ⟲ 55 ♥ 25

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██████ ARIA** ✓
> @F██████
>
> [Follow ▾]
>
> . @united You are literally the most disgusting, unbelievable, and despicable people in the world, and im a f█████g porn site.
>
> | RETWEETS | LIKES |
> |----------|-------|
> | 37,695 | 55,475 |
>
> 6:46 AM - 10 Apr 2017
>
> ↩ 337   ⟳ 38K   ♥ 55K

Channels

Social media

Pay-Per-Click

YouTube

SEO

StatCounter Global Stats
Search Engine Market Share Worldwide from Mar 2016 to Mar 2017

Legend: Google, bing, Yahoo!, Baidu, YANDEX RU, Other (dotted)
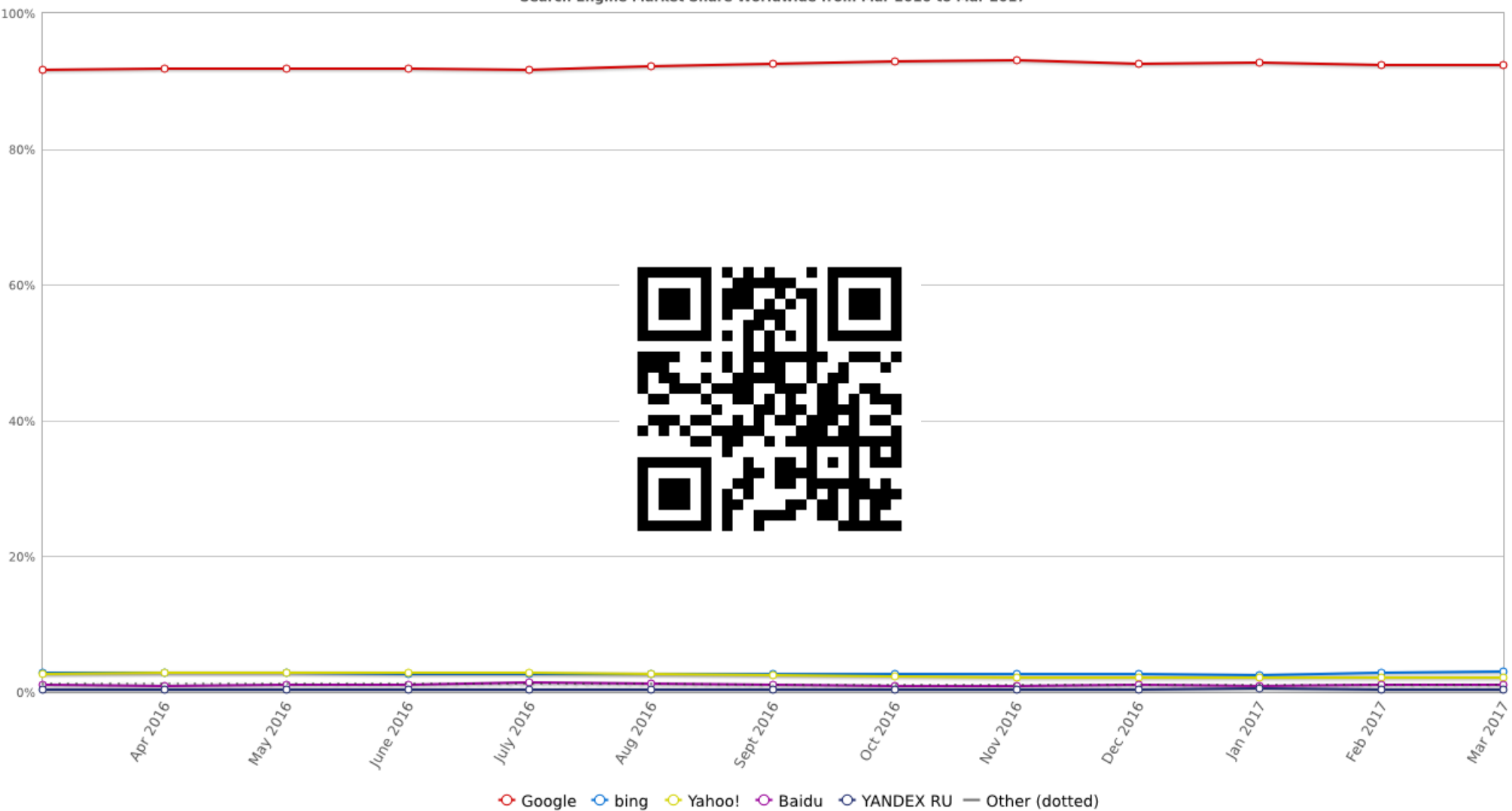
92.49% Google Search Engine global share

PPC vs AdWords Interest over time

~ **96%** of the overall revenue Google makes from advertising

GOOGLE NET AD REVENUE WORLDWIDE 2014 - 2018

■ net Ad Revenue   ■ net Mobile Internet Ad Revenue   ■ YouTube net Ad Revenues

Year	net Ad Revenue	net Mobile Internet Ad Revenue	YouTube net Ad Revenues
2014	46.13	16.27	3.04
2015	53.05	24.31	4.28
2016	57.8	34.11	5.18
2017	62.15	42.4	0
2018	66.71	48.05	0
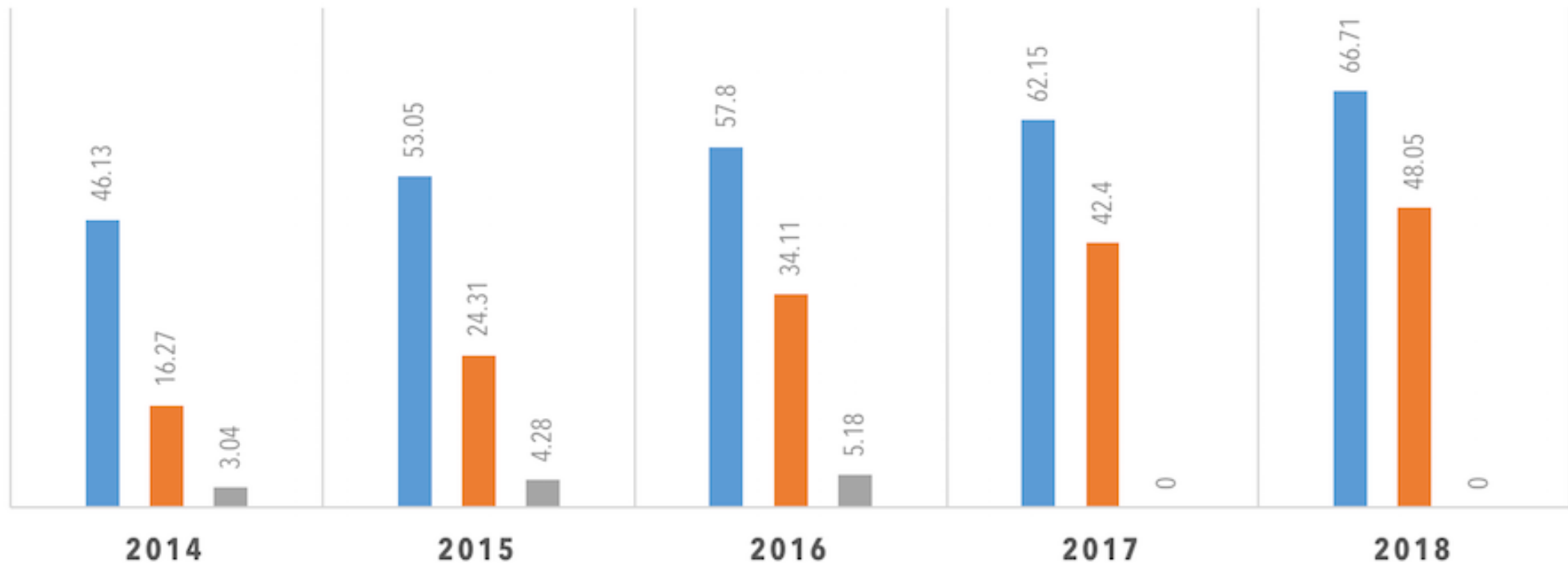
Note: net ad revenues after Google pays traffic acuisition cost (TAC) and content acquisition cost (CAC) to partner sites; excludes SMS, MMS, and P2P messaging-based advertising; tablets included. Figures In USD Billion. **Source:** Google, eMarketer April 2016
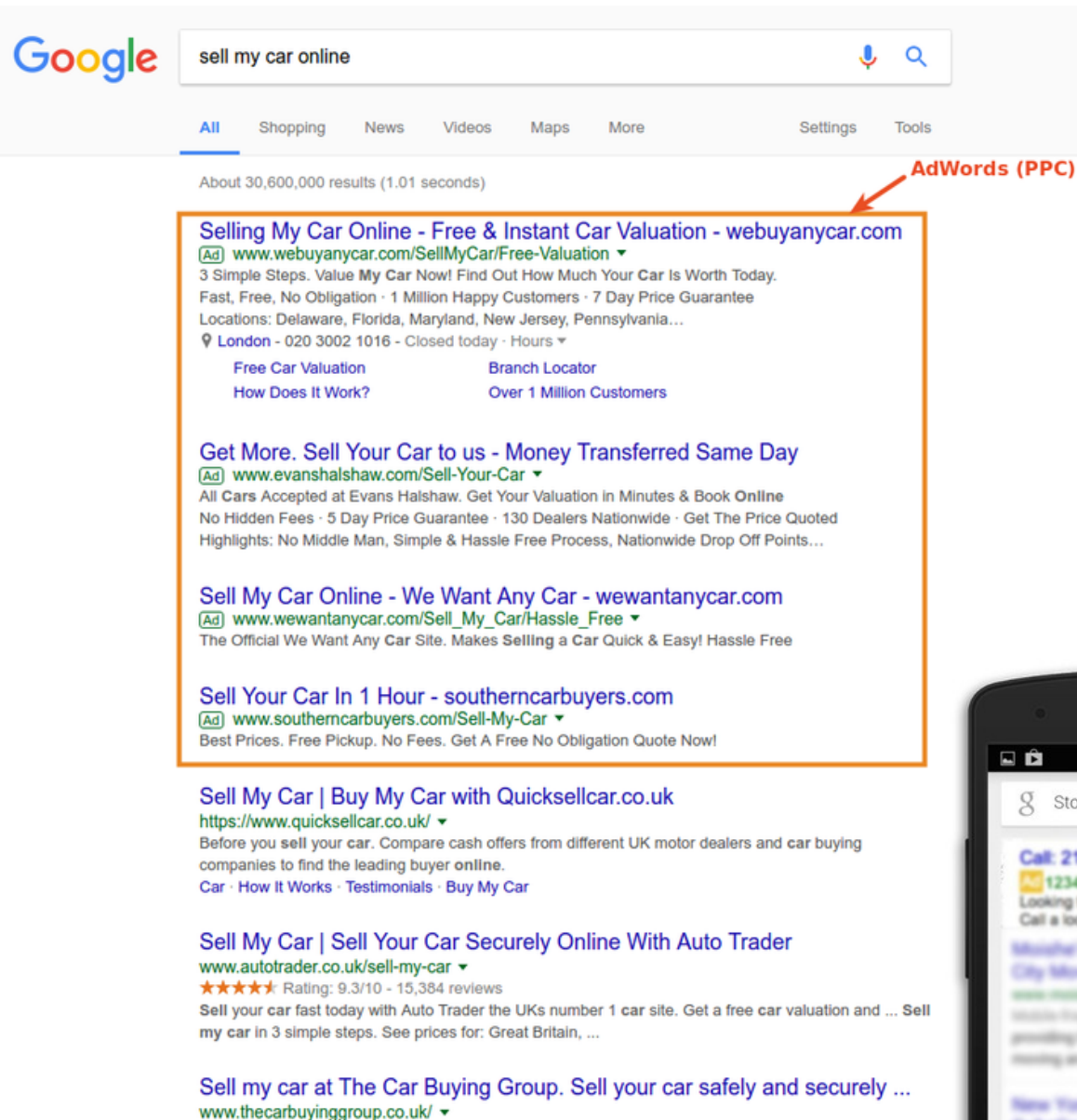
Facebook Ad Revenue (in millions of dollars)

	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015
Mobile	1,336.4	1,659.1	1,951.6	2,479.9	2,421.4	2,908.5	3,353.2	4,509.6
Desktop	928.7	1,016.9	1,005.4	1,114.1	895.6	918.5	945.8	1,127.4

■ Desktop   ■ Mobile

ezoic

GOOGLE ADS EXAMPLES

GOOGLE ADS EXAMPLES

FACEBOOK ADS EXAMPLES

PPC ADS EXAMPLES

Channels

Social media

Pay-Per-Click

YouTube

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DESKTOP VS MOBILE

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

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Legend: Desktop · Mobile · Tablet

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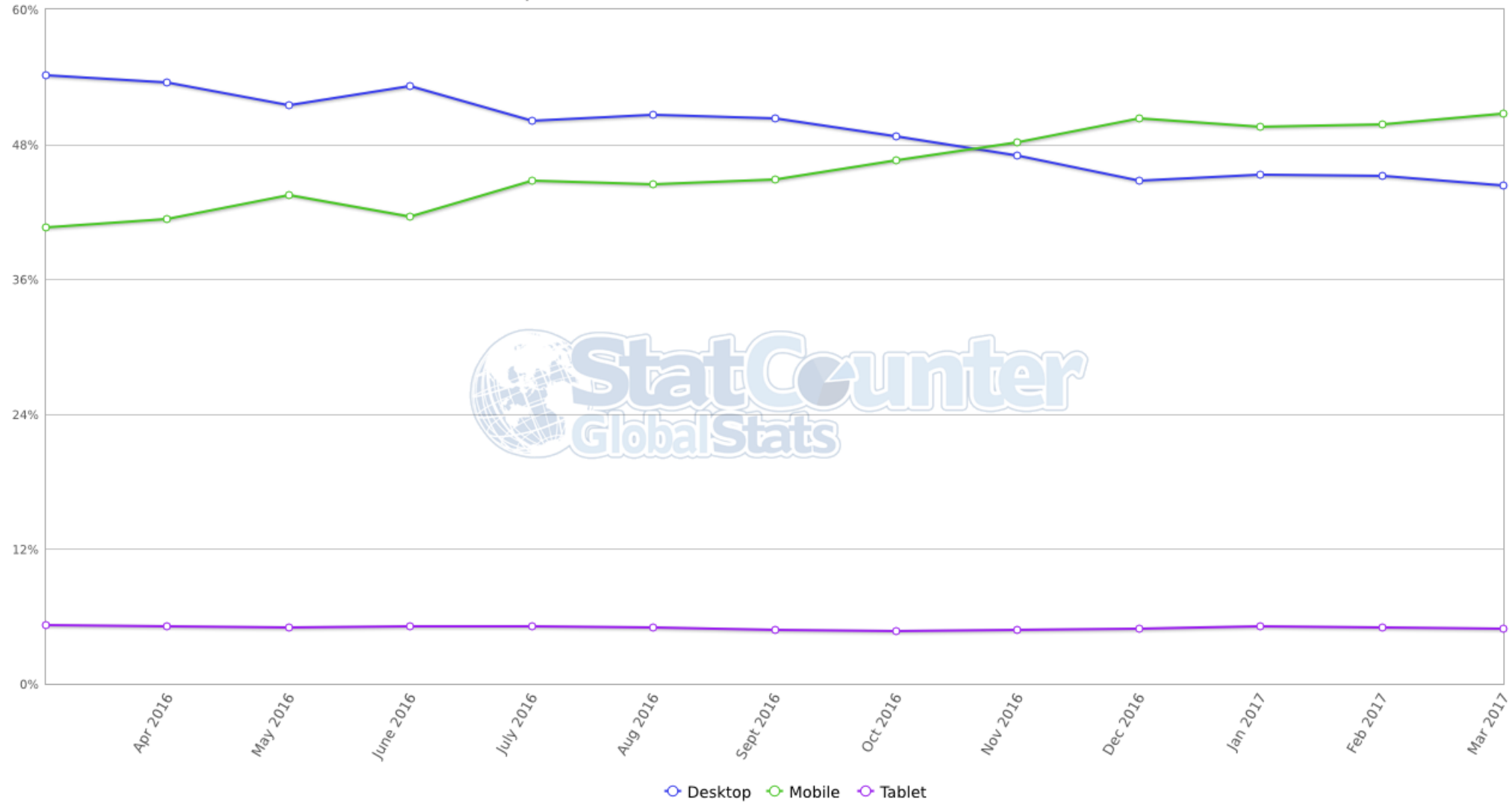
DESKTOP VS MOBILE
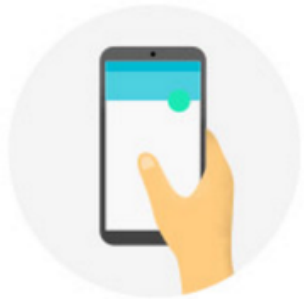
80% use a smartphone.

57% use more than one type of device.
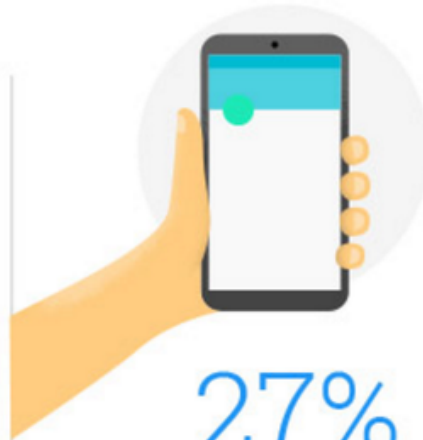
27% use a smartphone **only**.

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 smartphones[2].

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
minutes[1]

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"

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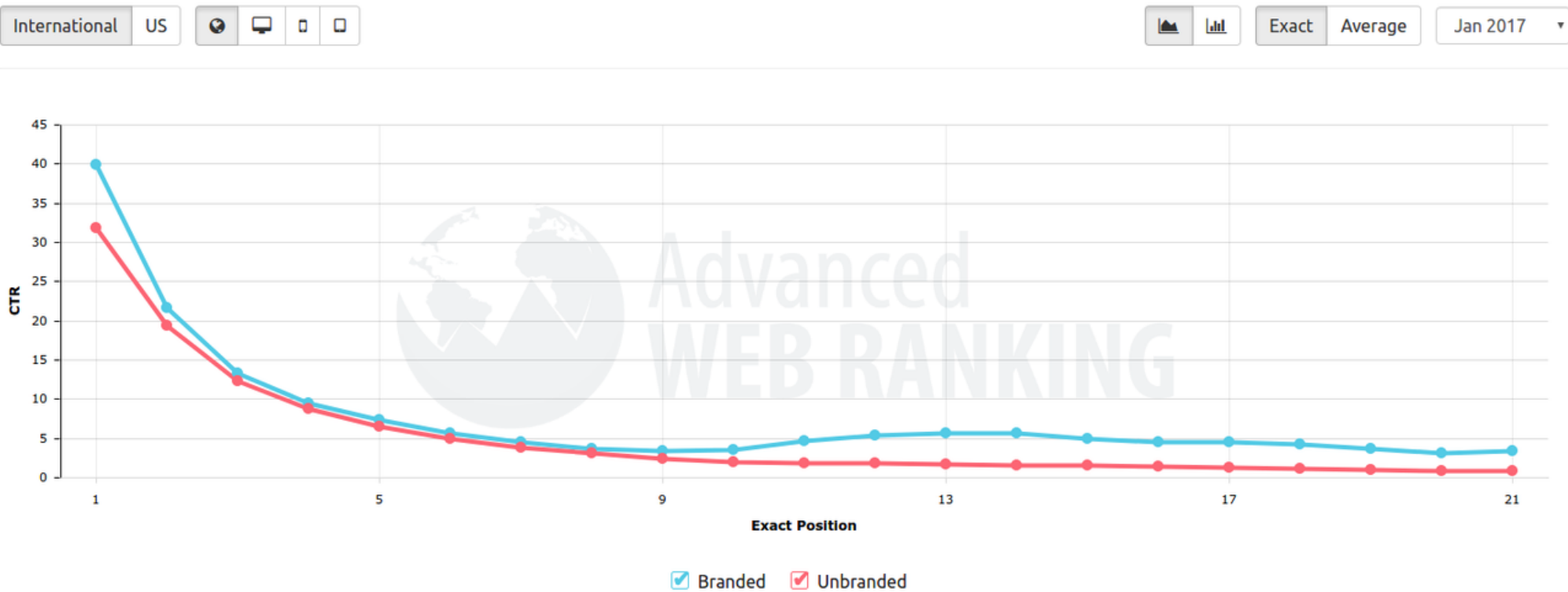
- This chart shows the organic click-through rates for branded versus unbranded searches.
- The CTR was calculated for data coming from 7,642,656 keywords and 80,188 websites.
- A branded search is defined as having a keyword that is contained in the domain name.

DESKTOP SEARCH

Other: 1.32 %
Excite - Global: 0.01 %
AOL - Global: 0.04 %
Ask - Global: 0.16 %
Yahoo - Global: 5.6 %
Bing: 7.31 %
Baidu: 8.13 %
Google - Global: 77.43 %

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MOBILE SEARCH

Other: 0.75 %
Excite - Global: 0 %
AOL - Global: 0.01 %
Ask - Global: 0.04 %
Baidu: 0.37 %
Bing: 1.06 %
Yahoo - Global: 4.01 %
Google - Global: 93.76 %
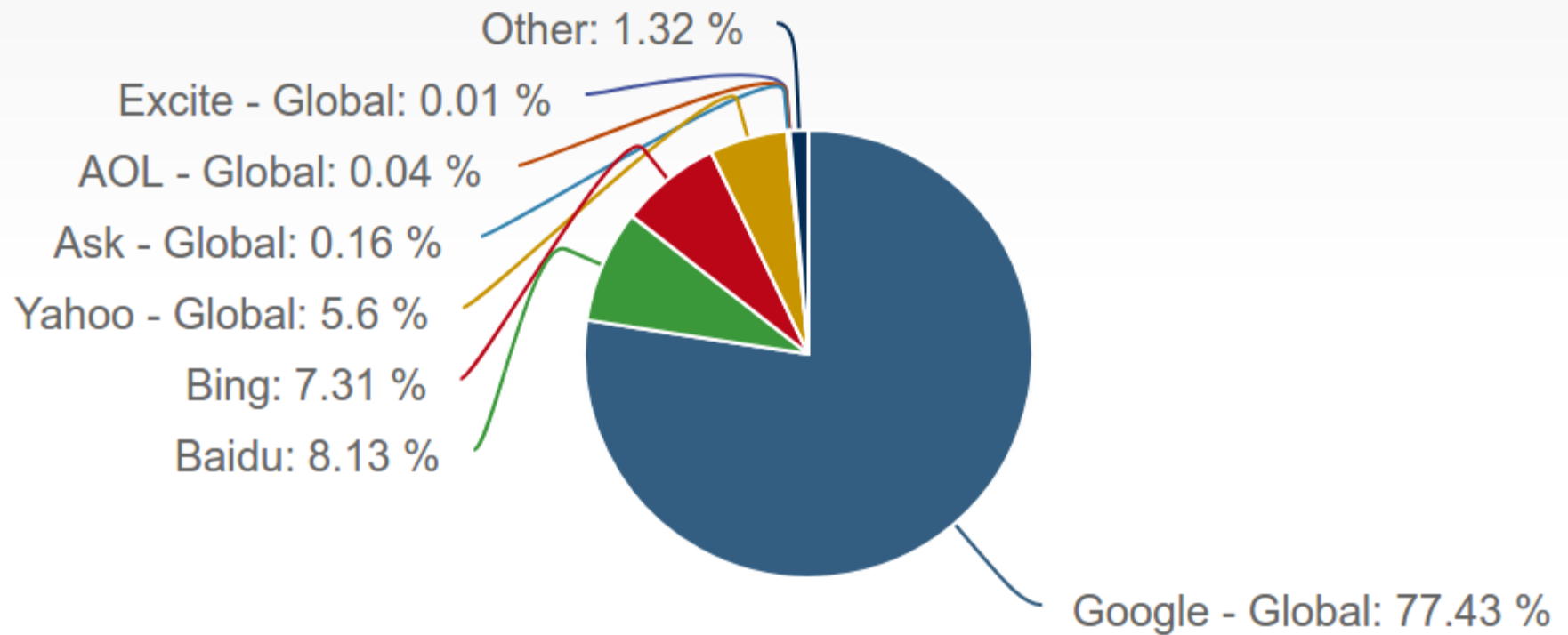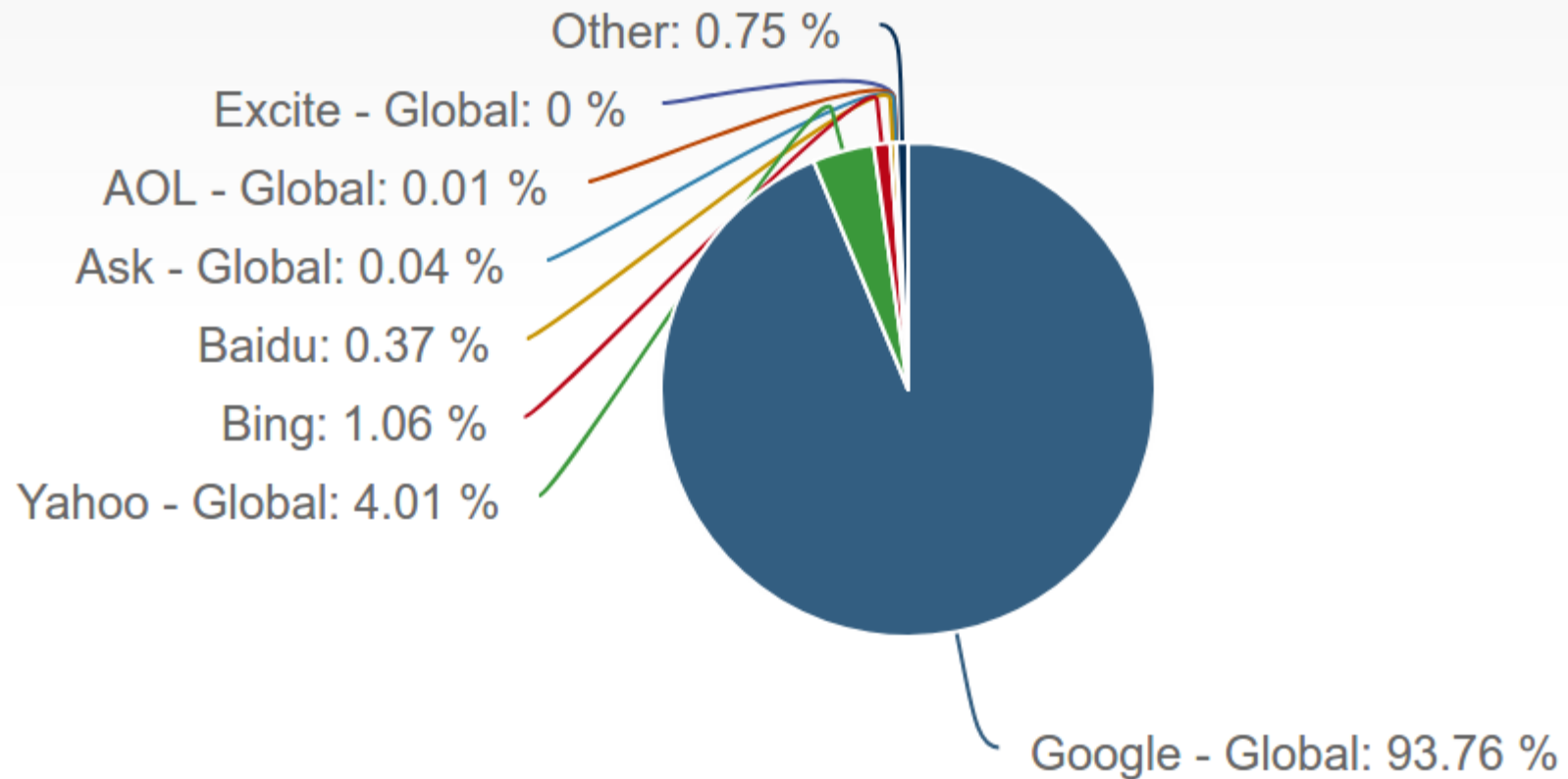
Google

2012		2016
40,000	search queries per second	**63,000**
3.5B	searches per day	**5.5B**
1.2T	searches per year	**2.0T**

LOCAL SEARCH

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

71%

78% of local-mobile searches result in offline purchases
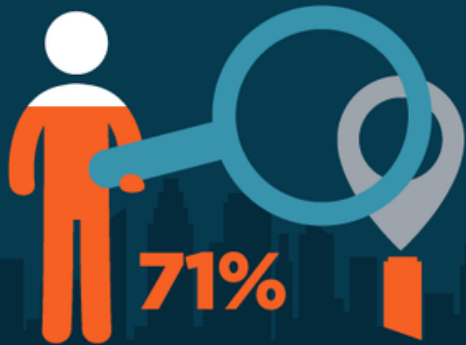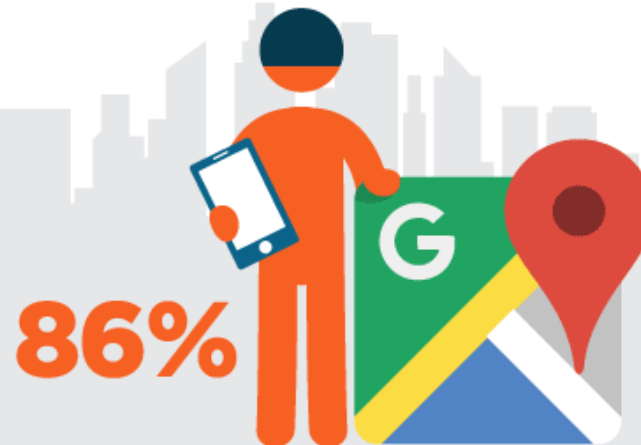
78%

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

86%

LOCAL SEARCH

Search Engine Optimisation

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.

118,812

10,391

7,018

665
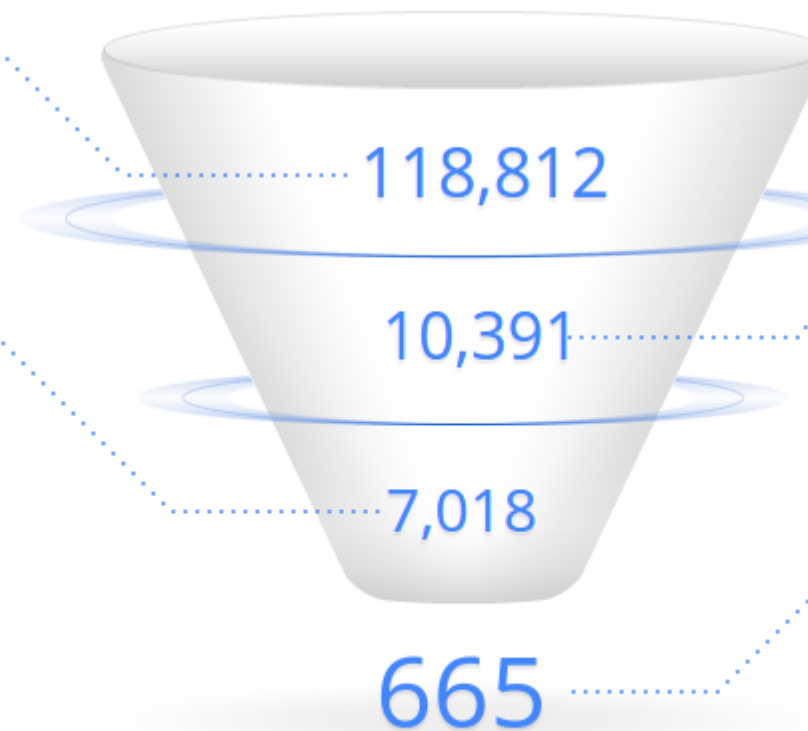
Side-by-Side Experiments

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.

Data from 2012

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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

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WHY EVERY BUSINESS SHOULD CARE ABOUT THEIR ONLINE PRESENCE?

THANK YOU!

Rad Paluszak

/radpaluszak

@radpaluszak

https://paluszak.me

rad@paluszak.me

Q&A

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