



# A Guide to **Digital Marketing** for Beginners:

How to get started and boost your business

the**accountancy**partnership

# What is Digital Marketing?

**The term digital marketing refers to several different types of online marketing. The two main methods of digital marketing are organic and pay per click.**

As a small business, organic digital marketing is usually the best option for you to focus on. Not only is it cheaper than pay per click, but it also yields long lasting and effective results.

Within your organic digital marketing strategy you will need to consider Search Engine Optimisation, Social Media and Content Writing.

No matter how big or small your company is, if you want to compete in the online business world you'll need to embrace digital marketing.

Keep reading for advice and guidance on the most important aspects of a well rounded digital marketing strategy.



"The internet is becoming the town square for the global village of tomorrow"

Bill Gates, Microsoft





## Search Engine Optimisation



Search engine optimisation (SEO) is the term which refers to building your website and digital strategy so that your business is easy to find online



## How to Optimise Your Website for Search Engines

When you search for something online, a search engine will give you a list of recommended websites based on how relevant they are to your search terms from the most popular, trusted sources.

Search engines choose relevant websites by picking out keywords and matching them to the terms people are searching for.

If you want your website to rank highly in the search engine listings (increasing the amount of traffic that you will receive). Then your website needs to be relevant and **ranking well for the keywords that your potential clients are searching for.**

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### Keyword research

To get started with SEO, you're going to have to do some keyword research. It's not a case of simply picking the most obvious words that relate to your business.

For example if you sell used cars, simply ranking for "used cars" is going to be next to impossible with the thousands of other companies around the world to compete with.

Instead a more specific term such as "used cars in Liverpool" will be more suitable as it's specific and targeted.





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## Website analytics

To see how your website is performing in search and how much traffic your website receives, you will need to regularly review your analytics.

Analytics will tell you which areas of your website are the most popular and what pages require more work. It will also provide information about the demographics of your visitors.

These statistics can help you make informed decisions on how to develop and improve your digital marketing strategy.

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## Meta descriptions

Meta descriptions are the pieces of text that come under a search engine ranking link.

There's argument over whether they affect the rankings directly, but they certainly have an influence over whether someone clicks through to your website or not.

They need to be snappy, relevant and interesting enough to draw people in so that they click on your website link.



# How a Blog Can Boost Your Search Engine Rankings

You're probably used to people saying that you need a blog on your website. It can get a little repetitive, but there's a good reason behind it.

Blogs can become a very effective part of your digital marketing strategy, which is why so many websites have them. If you want to join the big leagues and compete, you'll need to get one too.

## Why?

Updating your website with fresh, relevant content is going to make the likes of Google look upon your website more favourably.

Search engines are more likely to recommend websites that are regularly updated with new, reliable and interesting content as they're more likely to be useful and relevant for their users.



## The Benefits of a Blog



- Potential for new traffic and conversions
- Present your expertise
- Build your brand



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### Traffic and conversions

Essentially you want people to find your content, engage with it and then eventually go to the rest of your site where they'll hopefully find something they like and buy from you.

While this won't happen with everyone reading your posts, you can increase the percentage of people who will convert by growing your blog audience and writing interesting content that draws traffic.

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### Present your expertise

Another aim of a blog is to show your potential clients that you are an authority in your industry, leading them to trust you and your brand.

This will mean that when someone needs something you happen to sell, they'll think of you first.

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### Build your brand

A blog can help establish the tone and voice of your company. It can showcase your brand's personality whilst provide useful information.

Blogs can go a long way in establishing trust between the customer and the business. Potential new customers are more likely to buy from a brand they know rather one they don't. Publishing free, helpful content is going to keep your brand in the minds of your customers.





## How to Make it a Success



- Be consistent
- Don't stuff each post full of keywords
- Don't make every post a sales pitch
- Guest blogging



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### Be consistent

If you want to create a blog, you need to make sure you've got the time and resources to consistently update it, otherwise it will become a pointless resource and provide no benefits to your website's SEO.

If your visitors see that you haven't posted an update in months, it's not going to leave a good impression and it's unlikely they will engage with you and your brand.

In order to grow your community and make it worth the effort of clicking the link, you need to put time and thought into it.

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### Keyword stuffing

Making sure your website is optimised for certain keywords is at the very core of SEO. However it does need to be relevant and appropriate.

If you're stuffing every bit of content with keywords you want to rank for in a way that's not organic, it will cause more harm than good.

Search engines will begin viewing your website as being built only for ranking in search, and not for visitors. This will result in a dip in traffic as your site becomes less favourable.





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## Overselling

While the essential goal is to gain sales as a result from hosting a blog, nobody likes being sold to.

Don't fall to the temptation of making every post about how great your company is and why people should buy from you.

Your blog needs to be about things people want and need to read about. If they're interested, this will increase the duration of time they will stay on your website for.

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## Guest blogging

Besides your own blog, a good way to give your website a fresh new boost is to get a post of yours featured on someone else's blog.

Links to your website hosted on other trusted or popular websites will help to boost your credibility.



# How to Take Advantage of Social Media and Drive Sales

**People tend to either over or underestimate the power of social media marketing.**

While some may think social media is as simple as sending one tweet and having dozens of customers head to the buy button, others believe it's a complete waste of time.

There's plenty more to social media than many small businesses initially think.

There is certainly potential for customers to buy your products, but often the most important aspect of using social media is to build your business' brand awareness and engage with your audience.

Getting involved in conversations over social media allows you to become visible where you otherwise wouldn't be.

Social media is trial and error. You'll have to try things out to see what works and what doesn't.

Luckily, we've got some dos and don'ts to help you make it work!

## Do



- Post regularly to keep momentum going through the day. If you only post once a month, people won't think that following or engaging with you is worth their time.
- Use hashtags wisely. Don't be tempted to overload every tweet with them, instead choose a couple carefully. If you see a relevant topic trending use it to your advantage and join the conversation.

## Don't



- Use it as a personal platform. Using your business profiles to post random things you find interesting leads to a channel without focus. Post content your customers actually want to read.
- Get into topics like political or religious debates or anything that could be offensive as you'll alienate potential customers in exchange for a couple of likes.

## Say Hello to Team Organic...



If you think this sounds like a lot of work, you're not alone!

One of your options is to hire an in-house marketing department. However, the most convenient and cost effective option is to hire a digital marketing agency to take care of everything for you.

At TAP we're partnered with Team Organic, a digital marketing agency who specialise in elevating websites for small businesses with a mixture of SEO, Social Media and Content Marketing.

If you're interested in getting a FREE website review, click here.

Or if you would like to find out more about Team Organic, you can visit [www.teamorganic.co.uk](http://www.teamorganic.co.uk) or email [hello@teamorganic.co.uk](mailto:hello@teamorganic.co.uk).

### Connect with us...



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