

Websites

3. Attracting visitors to your website



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Learning objectives

Pre-requisite for student: Basics in marketing is recommended.

The student is able to

- Recognize the types of content in a website
- Understand the basics of Search Engine Optimization
- Design and create SEO content for a website



Topics

- Why SEO?
- What is SEO?
- Why SEO is important?
- Attractive website
- Why do we need content to the website?
- Different types of content in a website
- Basic rules for writing SEO content



Why SEO?

To help your customers find you!



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What is SEO?



What is SEO?

- Search engine optimization (SEO) means the **process** of improving website or e-commerce to increase its visibility in search engines when people search for products or services related to your business.
- Search engines such as Google and Bing use bots or “spiders” to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index (like a giant library).
- Next, algorithms analyze pages in the index, taking into account hundreds of ranking factors or signals, to determine the order pages should appear in the search results for a given query.



Why SEO is important?

It boosts site's credibility

- A site that ranks high on search engine results pages is typically considered high-quality and trustworthy by search engines boosts the credibility of your business.

It's "free"

- After you have published content or made some technical SEO improvements, search engines keeps promoting useful content and helping you find your customers organically

It supports content marketing

- By creating helpful SEO content for visitors, including text, images and videos, your site will rank better in search results and supports your content marketing goals.

It maximizes PPC campaigns

- Unpaid (SEO) and paid marketing strategies (PPC) work well together.
- PPC helps your site appear at the top of paid search results, while SEO does the same thing organically.
- With SEO you can save in your PPC budget (good content better quality score cheaper ads)



Why SEO is important?

It gives you a competitive advantage:

- If you consider that results on the first page of a Google search get over **90% of traffic**, you cannot afford not to be there
- Start by identifying your competitors, analyzing their strengths and weaknesses, and creating and managing your online reputation.
- Then, ensure that your site loads fast and is mobile-friendly, make the best content possible, and focus on providing the best user experience.

It can help you reach more people

- While many marketing campaigns tend to focus on a defined target audience, SEO can help you attract anyone with intent at a given point in time, no matter what stage of the sales funnel they are in.



Why SEO is important?

It helps you rank better in local searches

- Local searches such as “restaurants near me” are becoming more common.
- Nearly 80% of local searches on mobile lead to conversions.
- Local SEO strategies can help you attract these searchers who are often ready to buy.

It improves website usability

- SEO is about making your site search engine-friendly, but it also can improve the experience a customer has when visiting your website.
- If you put the work in to generate useful and high-quality content, make your site faster and more responsive, add backlinks and enhance every page, you typically get an excellent website in addition to one that's optimized for search engines.

You can measure the results

- With SEO, you can track changes in rankings, conversions and website traffic.
- For example, with Google Analytics you can see every website user's buying journey — including the pages they engaged with, the keywords they used to search and whether they completed specific actions.



Why SEO is important?

It improves user engagement rates

- An optimized site brings in quality traffic.
- If you have a site with useful content that matches the searcher's intent, they will likely spend more time browsing, which ultimately can lead to more conversions and increased ROI.
- Customers who engage longer with a website tend to connect to the brand more.

Long-term results

- Unlike some paid advertising methods, SEO provides long-term benefits.
- Once you establish a strong organic presence and maintain good SEO practices, your website can continue to attract organic traffic and deliver results over time without incurring ongoing advertising costs.



Why SEO is important?

Overall, SEO is important because it helps your website rank higher in search results, attract targeted traffic, build trust and credibility, provide a better user experience, and achieve sustainable long-term results for your online presence.



Attractive website



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What is an attractive website like?

An attractive website is:

- visually appealing
- user-friendly
- engaging

Attractiveness is subjective!

It's important to consider your target audience, their preferences, and the goals of your website when designing an attractive website.

Key elements that contribute to an attractive website:

Visual Design:

- A visually appealing website incorporates an attractive color scheme, high-quality images, and balanced layouts.
- A clean and modern design that aligns with your brand identity → use the brand colors, logo, typography, and visual elements consistently throughout the site.

User-Friendly Navigation:

- Intuitive navigation that allows users to easily find the information they need.
- Clear and well-organized menus, logical page hierarchy, and a search function can enhance user experience and keep visitors engaged.

Responsive Design:

- Optimized for various devices and screen sizes.
- Adapts and displays properly on desktops, laptops, tablets, and mobile devices.
- Responsive design ensures that your website looks great and functions well regardless of the device being used.

Compelling Content:

- Engaging and well-written content is crucial for attracting and retaining visitors.
- Use clear and concise language, compelling headlines, and relevant images or videos to communicate your message effectively.
- Incorporate storytelling and compelling calls-to-action to encourage user interaction.



Key elements that contribute to an attractive website:

Eye-Catching Call-to-Action (CTA):

- Including visually appealing and strategically placed CTAs helps guide visitors to take desired actions, such as making a purchase, signing up for a newsletter, or contacting you.

Fast Loading Speed:

- Slow-loading websites can frustrate visitors and lead to high bounce rates.
- Optimized page loading speed provides a smooth and seamless browsing experience.

Engaging Multimedia:

- Incorporating engaging multimedia elements, such as videos, animations, or interactive features, can make your website more visually appealing and interactive.
- Use multimedia strategically to enhance the user experience and convey your message effectively.

Social Proof:

- Displaying testimonials, reviews, or case studies can help build trust and credibility with visitors.
- Positive social proof can make your website more attractive and encourage users to take action.

Regular Updates:

- An attractive website is one that is regularly updated with fresh content, new features, and relevant information.
- Regular updates show that your website is active, current, and cared for.



Why do we need content to the website?





Why do we need content to the website?

Inform and educate

- Content provides valuable information and educates visitors about your products, services, industry, or specific topics of interest.
- It helps to answer their questions, address their needs, and establish your expertise.

Engage and entertain:

- Compelling and engaging content keeps visitors on your website for longer periods.
- It captivates their attention, sparks their interest, and encourages them to explore further. Interactive and entertaining content can also enhance the user experience.

Build trust and credibility:

- Well-crafted content helps to build trust and credibility with your audience.
- It demonstrates your knowledge, expertise, and authority in your industry. High-quality, accurate, and reliable content establishes your brand as a trustworthy source of information.



Why do we need content to the website?

Enhance SEO and organic visibility:

- Search engines value fresh, relevant, and high-quality content.
- Regularly updating your website with valuable content can improve your search engine rankings, drive organic traffic, and increase your website's visibility to potential visitors.

Drive conversions and sales:

- Effective content can guide visitors through the customer journey and influence their purchasing decisions.
- It can showcase your products or services, highlight their benefits, address common objections, and provide persuasive calls-to-action, ultimately driving conversions and sales.

Support customer service and support:

- Content can serve as a resource for customer support, providing FAQs, troubleshooting guides, tutorials, and instructional materials.
- It helps customers find solutions to their problems and enhances their overall experience with your brand.



Why do we need content to the website?

Foster brand loyalty and engagement:

- Compelling and valuable content keeps your audience engaged and connected to your brand.
- It encourages repeat visits, social sharing, and user-generated content.
- By consistently delivering valuable content, you can foster brand loyalty and build a community around your brand.

Differentiate from competitors:

- Well-crafted content sets your website apart from competitors.
- It allows you to showcase your unique value proposition, express your brand's personality, and create a distinctive voice and tone that resonates with your target audience.



Different types of content in a website



Different types of content in a website

There are various types of content that can be included on a website, depending on the

- goals
- target audience
- and nature of the website.



Different types of content in a website

Here are some common types of content:

- **Text-based content:** inc. written articles, blog posts, product descriptions, guides, whitepapers, case studies, FAQs, and any other text-based information that provides valuable and informative content to visitors.
- **Visual content:** inc. images, infographics, charts, graphs, illustrations, and videos. Visuals help to enhance the user experience, convey information in a more engaging way, and make the content more shareable and memorable.
- **Multimedia content:** inc. audio content such as podcasts, interviews, and music tracks that can be consumed directly on the website or through downloadable files or embedded players.



Different types of content in a website

- **User-generated content (UGC):** refers to content created by users or customers. It can include product reviews, testimonials, comments, forum discussions, social media posts, and any other content that users contribute to the website.
- **Interactive content:** Interactive content engages users and encourages their active participation. E.g. quizzes, surveys, polls, calculators, interactive maps, games, and interactive infographics.
- **Social media content:** Integration of social media content allows users to view and engage with social media posts, share buttons, and social media feeds directly on the website.



Different types of content in a website

- **E-commerce content:** In the case of e-commerce websites, product listings, product descriptions, pricing information, customer reviews, ratings, and shopping cart functionality are crucial types of content.
- **Landing pages:** Landing pages are specific pages designed to capture visitor attention and drive a particular action, such as signing up for a newsletter, downloading a resource, or making a purchase. They are typically focused on a single offer or conversion goal.
- **News and updates:** Websites often include a section for news, press releases, company updates, or blog posts to keep visitors informed about the latest developments, industry trends, or company announcements.
- **About and contact information:** It is essential to have content that introduces the company or organization, provides information about its mission, values, team, and contact details. This helps to establish credibility and facilitates communication with visitors.



In-class activity

- Form a group of 4-5 people.
- Discuss in groups:
 - What kind of content do you consume?
 - Why do you think you find it interesting?
 - Try to think the business goals behind the content? What is the content aiming you to do as a customer?
 - How the content is related to the firm's website?

Provide a .ppt presentation about your insights. Each group will present their own, and other groups can comment.



Basic rules for writing SEO content



Basic rules for writing SEO content

1. Write for humans

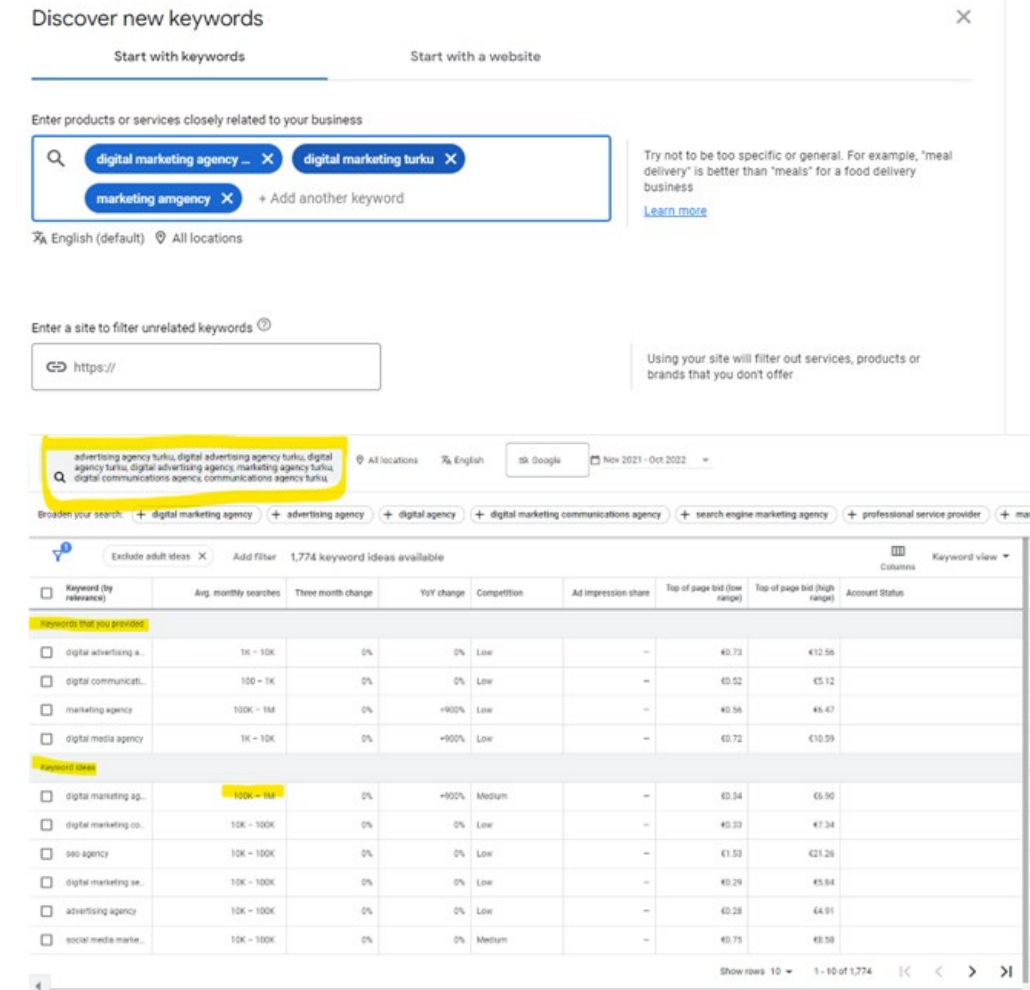
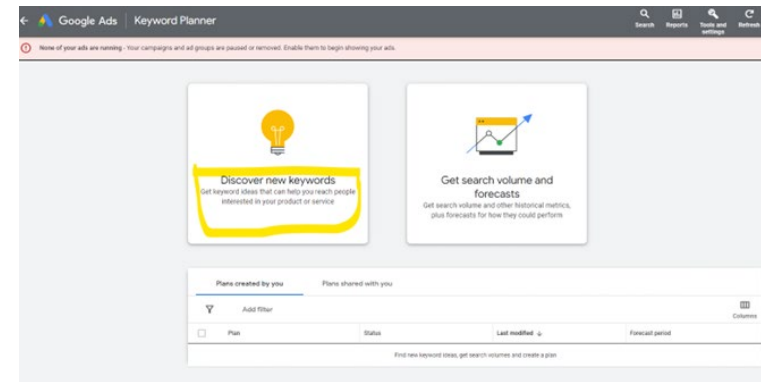
- Know your audience and write for them answer their questions & provide help those problems they are struggling with
- Attract backlinks: The content you write must attract backlinks from other sites in order to improve its SEO.



Basic rules for writing SEO content

2. Know how to find the right keywords

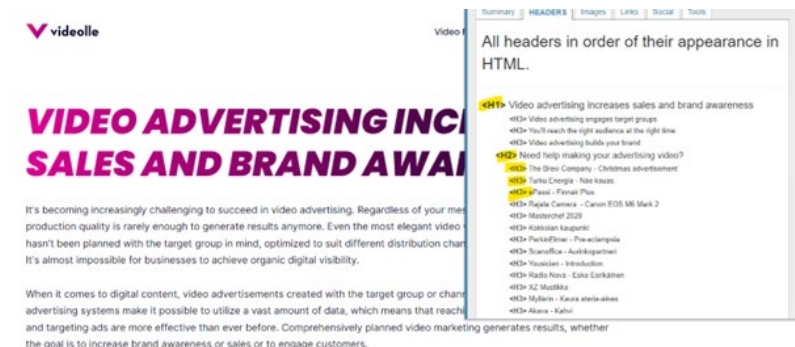
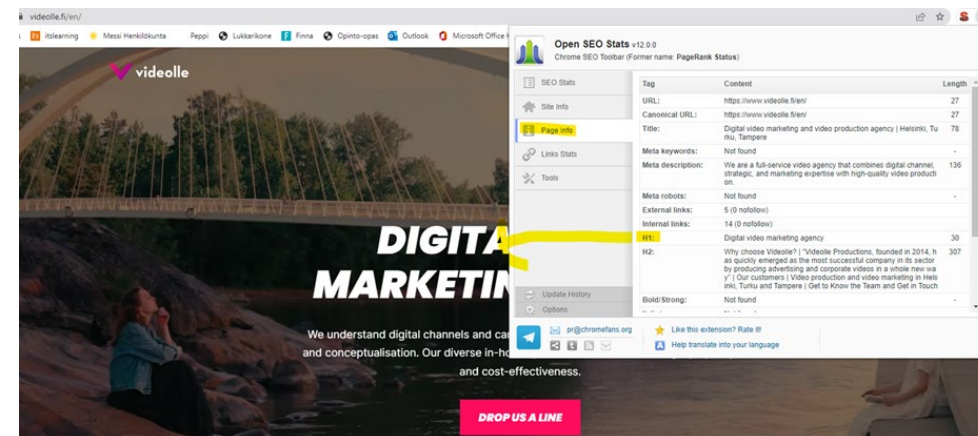
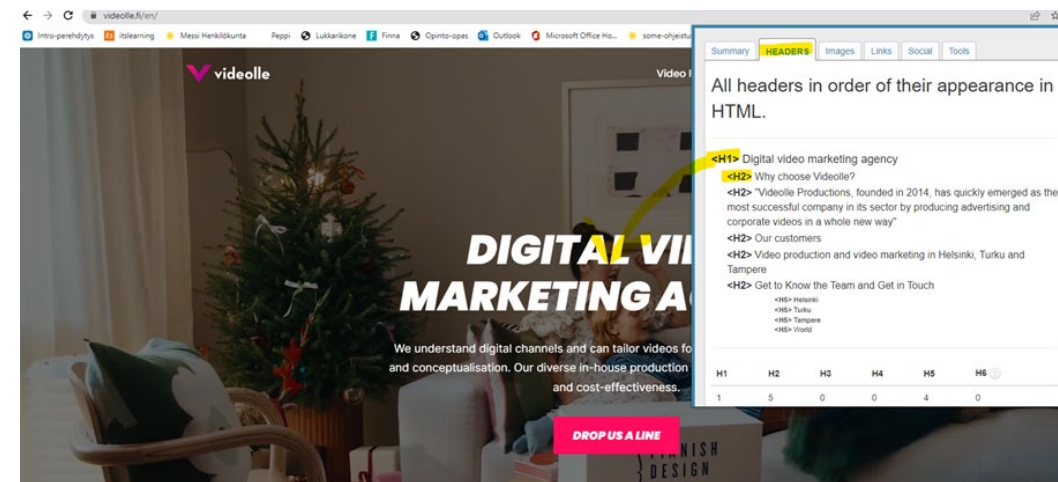
- Conduct a keyword research with [Google Keyword Planner](#) (in order to use the Google Keyword Planner, you need to have a Google Ads account, see instructions [here](#))
 1. Discover new keywords (example: digital marketing agency in Turku)
 2. Enter products or services closely related to your business (use commas to separate the keywords or click Enter) & click “get results”
 3. Choose the best ideas (=the highest amount of searches with reasonable amount of competition) and use them in your content
- Read detailed instructions from [Hubspot](#)



Basic rules for writing SEO content

3. Optimize headers

- Utilize the best keywords in headers and main content
 - no [keyword stuffing](#)! → always write to humans
- Headers (H1, H2, H3...)
- Only one H1 per page as the main title of the page!
- Use other headers systematically like in thesis à first subtitle is H2 and under the same subject after that comes H3 and maybe H4 etc.
- Research sites with chrome extensions:
 - [SEO meta in 1 click](#)
 - [Open SEO Stats](#)

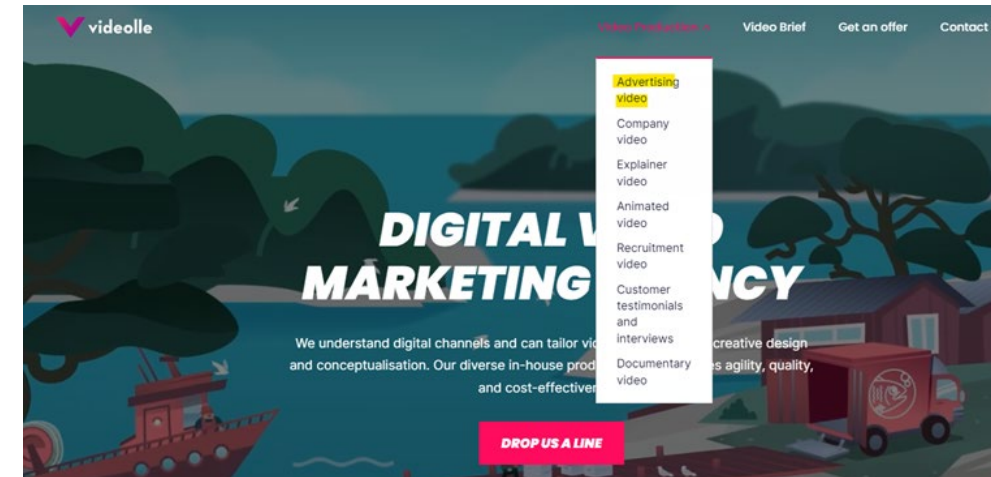


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Basic rules for writing SEO content

4. High-quality content

- Write long, informative, unique, high-quality content for your target audience
 - How you can help them?
 - What are they looking for?
 - What are their pain points?
 - Use your own text, don't copy-paste anything!
- 500 – 1000 words per page → make it scannable and reader-friendly
 - use headers, [anchor tags](#) and [inner links](#), lists, pictures, videos, tables etc.
- Remember to add **the most important keyword about the subject** to headers and somewhere in the text
 - use also other related keywords (e.g. video advertising à video marketing, video, video advertisements)
 - optimize every page for one subject, don't use your business's every possible keyword on every page (design the structure of the site so that each service/product is on its own page, see first picture on right)



VIDEO ADVERTISING INCREASES SALES AND BRAND AWARENESS

It's becoming increasingly challenging to succeed in **video advertising**. Regardless of your message or target group, the production quality is rarely enough to generate results anymore. Even the most elegant **video** won't guarantee anything if it hasn't been planned with the target group in mind, optimized to suit different distribution channels, and distributed correctly. It's almost impossible for businesses to achieve organic digital visibility.

When it comes to digital content, **video advertisements** created with the target group or channel in mind are still king. Digital advertising systems make it possible to utilize a vast amount of data, which means that reaching target groups is now easier and targeting ads are more effective than ever before. Comprehensively planned **video marketing** generates results, whether the goal is to increase brand awareness or sales or to engage customers.

VIDEO ADVERTISING ENGAGES TARGET GROUPS

Videos are being watched more than ever before, and their growth continues, with no end in sight. The explanation lies in the versatility – **videos** teach us something new, help us understand phenomena, and entertain us. For marketing professionals, **video** provides an opportunity to reach target groups with content that stirs emotions, teaches, and raises awareness.

YOU'LL REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

Nowadays, advertising platforms offer unparalleled opportunities to target **video advertising** not only by demographic but also by job, company size, hobbies, interests, and search history. **Video marketing** allows you to reach the right target groups at the right time and activate potential customers to take the desired action.

VIDEO ADVERTISING BUILDS YOUR BRAND

Standing out with **video marketing** is an effective way to increase brand awareness. Out of all communication formats, **video** is the most effective for stirring emotions and conveying a message. **Video marketing** makes branding effective.

NEED HELP MAKING YOUR ADVERTISING VIDEO?

<https://www.videolle.fi/en/video-production/advertising-video>



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Basic rules for writing SEO content

5. Link to high-quality sites

- Use links to show where the information came from
- Use only high-quality sites (the leading experts on the subject)
 - If you link to a spammy site, Google sees your site as spammy too
- The overall goal of search engines is to **make good information universally available**.
 - When you link to good sites, you show search engines that you are connected to other sites and that you get your information from useful sites.



Basic rules for writing SEO content

6. Use Varied Content Types

- Use other types of media (videos, pictures, infographics) to back up and expand on the information in the text and to maximize the ranking also in image & video search results.

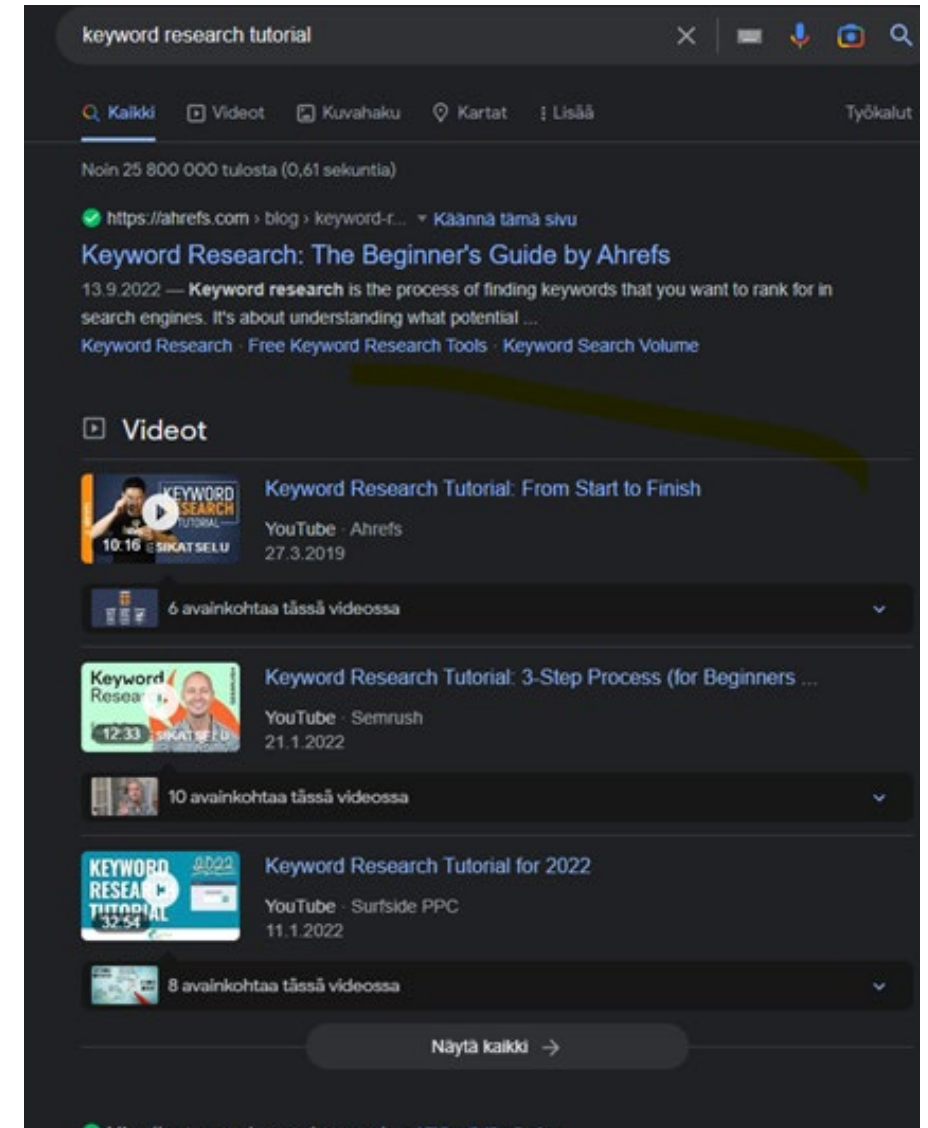
How to Research Keywords for Your SEO Strategy

I'm going to lay out a keyword research process you can follow to help you come up with a list of terms you should be targeting. That way, you'll be able to establish and execute a strong keyword strategy that helps you get found for the search terms you actually care about.



Step 1: Make a list of important, relevant topics based on what you know about your business.

To kick off this process, think about the topics you want to rank for in terms of generic buckets. You'll come up with about 5-10 topic buckets you think are important to your business, and then you'll use those topic buckets to help come





Basic rules for writing SEO content

7. Write Meta Title & Description

- Title tags and meta descriptions are bits of HTML code in the header of a web page.
- They **help search engines understand the content on a page**.
- A page's title tag and meta description are usually shown whenever that page appears in search engine results.
- Well written and compelling meta tags can attract more users to click to your website from the search engine results.
- Title length: **55–60 characters**
 - Choose a title that reads naturally and effectively communicates the topic of the page's content.
 - Create unique titles for each page. This helps Google know how the page is distinct from the others on your site.
 - Titles should be both short and informative. If it is too long or less relevant, Google may only show a portion of it or one that's automatically generated in the Google search result.
 - The most crucial step is to make sure you carry out keyword research to ensure you **use high-value keywords in your title tag**
- Description length: **150–160 characters**
 - Accurately summarize the page content.
 - Use unique descriptions for each page.
 - Include your **primary keyword and related keywords naturally**



Basic rules for writing SEO content

Title →
Description →

✓ <https://www.videolle.fi> > ... ▾ Käännä tämä sivu

Digital video marketing and video production agency - Videolle

We are a full-service video **agency** that combines **digital** channel, strategic, ... Video production and video **marketing** in Helsinki, **Turku** and Tampere.

Olet käynyt tällä sivulla 2 kertaa. Viimeisin käynti: 14.11.2022

Summary tool interface showing SEO analysis for the page:

SUMMARY Headers Images Links Social Tools

Title ?
78 characters
Digital video marketing and video production agency | Helsinki, Turku, Tampere

Description ?
136 characters
We are a full-service video agency that combines digital channel, strategic, and marketing expertise with high-quality video production.



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Basic rules for writing SEO content

8. Remember to optimize your images

- Without proper image optimization, you're wasting a valuable SEO asset.
- Best practices in image SEO:
 - 1. Choose the right format**
 - PNG, JPEG, WebP
 - 2. Compress your images**
 - Compress your images before uploading to your site.
 - You can do this in Photoshop or you can use a tool like [TinyPNG](#).
 - Too large images lengthens the page loading time



Basic rules for writing SEO content

- Best practices in image SEO continues:

3. Customize image file names

- Change the file name from the default to help the search engines understand your image and improve your SEO value, e.g. IMG_722019 → dark_blue_shirt

4. Write SEO-friendly alt text

- Alt tags are a text alternative to images when a browser can't properly render them.
- Similar to the title, the alt attribute is used to describe the contents of an image file.
 - When the image won't load, you'll get an image box with the alt tag present in the top left corner.
 - Make sure they fit with the image and make the picture relevant.
- Adding appropriate alt tags to the images on your website can help your website achieve better rankings in the search engines by associating keywords with image
- It provides Google with useful information about the subject matter of the image.
- The purpose of alt text is to improve accessibility by describing what an image is showing to visitors who do not have the ability to see them. However, it also helps search engine crawlers and so improves SEO.



Assignment 4

1. Content. What kind of content do you want to use on your website?
 - Make a list different content types you want to add to your website (see sheets 22-24)
 - Add some of the different content types you selected in your website prototype
1. SEO
 - Write a title and description for your website
 - Execute a SEO key word analysis and make a list of Key words which are relevant for your website
 - Add the keyword list on an appendix sheet at the end of your website powerpoint



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