



Key Marketing Tips For 2018

In 2017, my main focus was on content marketing, SEO, PPC and PPL. Based on data collected over the last 12 months, I've decided that I need to shift my focus to organic search. Planning my content marketing strategy in advance & concentrating on the questions and comments made by my audience, makes a big difference.

In 2018, local business owners should focus on anticipating audience questions, needs and emotions in order to engage with them. To that end, I'm planning to focus my efforts on researching relevant topics that can answer user questions. Focusing more on becoming a reputable source where people go to learn before making the decision to do business, helps you build trusted relationships with customers. Happy customers become evangelists of your brand. Using data will help marketers develop great content for website visitors, not only based on keywords, but also for developing topics for future content (marketing.) Smart business owners know that this is the key to a long-term client/company relationship.

The areas I plan on concentrating the most on in 2018 are:

- **Digital Knowledge Management:** The process by which agencies source, manage and make digital knowledge/data available to customers when it matters most.
- **Voice Search:** As voice-powered search grows in frequency, all businesses must understand, and have a plan to address this shift in behavior. In other words, voice traffic use different search terms like questions: Who, How, Where, When, What. Fact: Voice based search will grow by 50% in 546 days or a year and a half.
- **Reputation Management:** Having a strategy for engaging with customer ratings and reviews is critical. One study found that for every star a business gets in their rating, their sales revenue will increase from approximately 5-9%.

- **Schema Markup:** This is critical in improving how business data and websites are understood by search engines. Very technical, but certainly gives a boost in ranking as the search engines know exactly what you do. More in depth than standard meta tags and descriptions.
- **Goal Based Metrics:** Agencies must focus on setting objectives and provide goal-based metrics that ultimately point to an impact on the bottom line. In fact, I've been preaching about the importance of getting, looking and understanding web-stats for a long time and for some reason, business owners just don't see the importance of how understanding their analytics will increase their bottom line.

How BizBoost can Help you grow in 2018

Set Up a list of FAQ's for your website. By doing this, you will not only keep your visitors on your website longer (a key Google metric-bounce rate) but you will be helping Google find you for those Who, How, Where, When, What questions.

Hire us to further optimize your website with Schema- Schema.org (often called Schema) is a specific vocabulary of tags (or microdata) that you can add to your HTML to improve the way your page is represented in SERPs (*search engine results pages.*)

Code Sample

```
<div itemscope itemtype="https://schema.org/Book">  
  <span itemprop="name"> Inbound Marketing and SEO: Insights from the  
AirVantage Blog</span>  
  <span itemprop="author">Terry Hudson</span>  
</div>
```

Be conscious about what people are saying about you. BizBoost can help set up and monitor your reputation management. We regularly answer and acknowledge reviews for our customers. We can set up a Google My Business account & others, optimize it properly, and help you build your online reputation.

Freshen up your website for 2018. By adding features like a chat app, or interactive question app... you will not only keep visitors on your site longer, you will build trust and form relationships. Let BizBoost install these apps for you.

Set up monthly reporting of analytics!!! If you incorporate any of the above recommendations in 2018, it will do you no good unless you have a way to monitor results. Setting goals and understanding the analytics is key to ongoing growth and success. Give BizBoost the task of setting of your webstats/analytics and you will be amazed at the growth of your online traffic and increased customer base.

Resources:

<http://bizboost.us>

<https://www.facebook.com/BizBoost.us/>

<https://www.linkedin.com/in/terryhudson-bizboost/>