



Digital marketing – Session 4 Search engine optimization – action plan

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On and off page SEO

ON-page SEO

= all that can
be optimised
ON the
website

OFF-page SEO

= all that can
be optimised
OUTSIDE
the website



On page SEO



- Domain
- Website structure
- Web content
- Keywords

Keywords



ABOUT INFORMATION VISITOR'S APP WORKSHOP PROGRAMME

ADULT WORKSHOPS

An introduction to CHANEL N°5. Discover the story, the key ingredients and the complexity and modernity of its composition. A workshop highlighting the importance of the sense of smell and the memories associated with it.

THE SENSE OF SMELL AND EMOTIONS

Discover the power of the sense of smell and how it functions, through an olfactive guessing game.

THE STORY OF CHANEL N°5

Discover Gabrielle Chanel's vision and the creation of CHANEL N°5, from Ernest Beaux, the first house perfumer, to Jacques Polge.

N°5 COMPOSITION

Discover N°5's composition and its key ingredients and participate in experiments to help understand the fragrance's olfactive construction.

THE ART OF WEARING FRAGRANCE

An open discussion to learn about our relationship with fragrance.

CHILDREN'S WORKSHOPS

Introduction to the sense of smell. A fun and creative workshop

Keywords /
Keyword density :
Most important
and relevant terms
for the business.
How often they are
used (keyword
density).

Off page SEO

- Social media
- Related relevant sites like Google Places
- Links from blog posts, articles

= all links from other websites



SEO: Exercise 4 – Keyword study

10 mins

- 1) Please analyze the keywords of the chosen companies with Semrush.
- 2) List which keywords they use, brand or non-brand keywords?
- 3) Do you consider them well suited? If so, why or why not?
- 4) Please create a presentation with 2 slides, one with the analysis and one with keyword suggestion.

Link building

Google™ Penguin



Link Schemes
Keyword Stuffing
Over Optimization
Unnatural Links


= creation of links to the website – needs to be done with caution, as it can lead to Google sanctions

Link building: Good practices

Most important factors for the links

- ✓ thematically related
- ✓ need to have a Google Page Rank (Google evaluation) of at least 0
- ✓ domain age (how long has the website been online?)
- ✓ IP address (where is the server of the website?)
- ✓ distribution of links according to their Google Page Rank

Link building: Chanel

 chanel.com

Anchors 

ANCHORS 1 - 100 (6,949)

Anchor	Domains 	Backlinks 	First Seen 
chanel	3,498	165.444	8 Jun 2013
chanel handbags	29	142.675	25 Nov 2014
chanel香奈儿	7	62.786	3 Oct 2014
chanel官網	7	43.131	20 Jun 2013
http://www.chanel.com/	437	15.456	8 Jun 2013
<i>Empty Anchor</i>	732	12.547	8 Jun 2013
香奈儿	376	12.518	8 Jun 2013

Link building: Chanel

chanel.com

Referring IPs ⓘ

[See all plans & prices](#)

TOTAL

529K

TOTAL BACKLINKS

10.6K

REFERRING DOMAINS

8.3K

REFERRING IPS

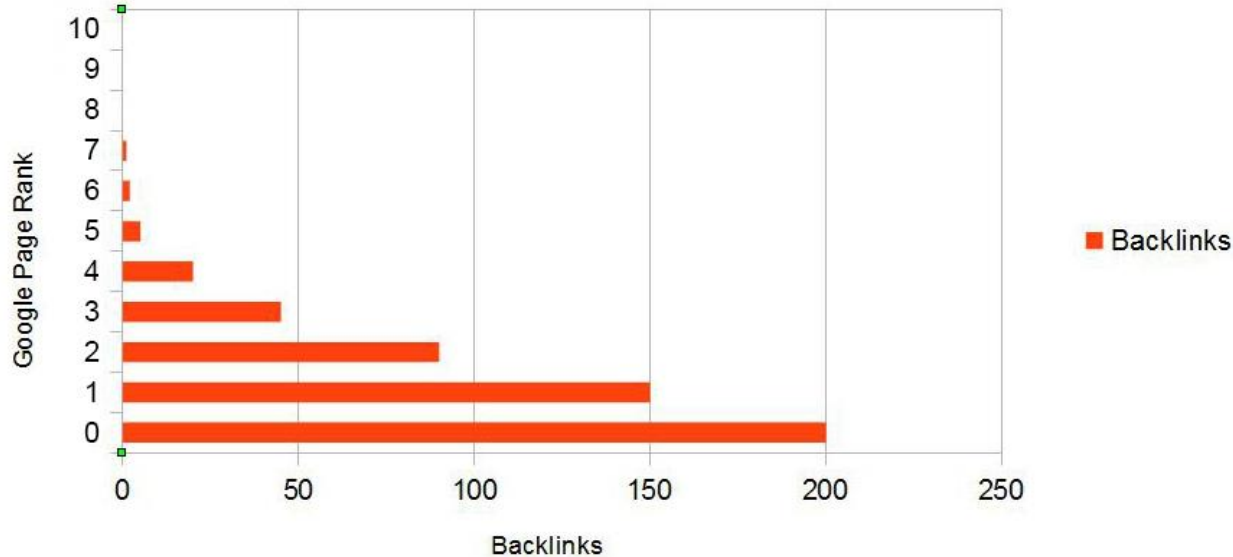


REFERRING DOMAINS BY COUNTRY

Country	Domain (N)
● United States	4,786
● China	1,313
● Germany	832
● France	551
● Japan	450

Link building: Distribution of links

Ideal distribution of links according to their google page rank



Link building: Distribution of links

- ✓ pyramid with a large base of links with a Google Page Rank of 0
- ✓ smaller towards the top with the links with higher GPR
- ✓ contact bloggers to have links from blogs with Google Page Rank 0
- ✓ should be distributed over six months
- ✓ Increase amount gradually

SEO process



1. SEO audit

On-Site
SEO

**2. SEO
monthly plan**

**3. Analyze
with Google
Analytics**

Metrics for SEO

Goals:

- ✓ More traffic
- ✓ More visibility
- ✓ Higher position on Google
- ✓ Generate leads or sales

Google Analytics

Traffic:

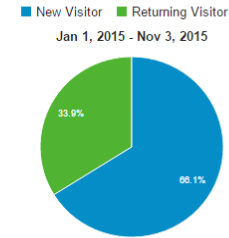
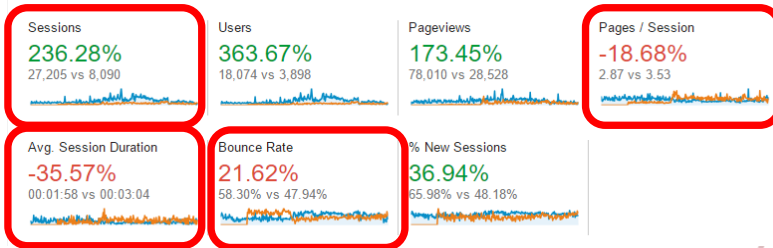
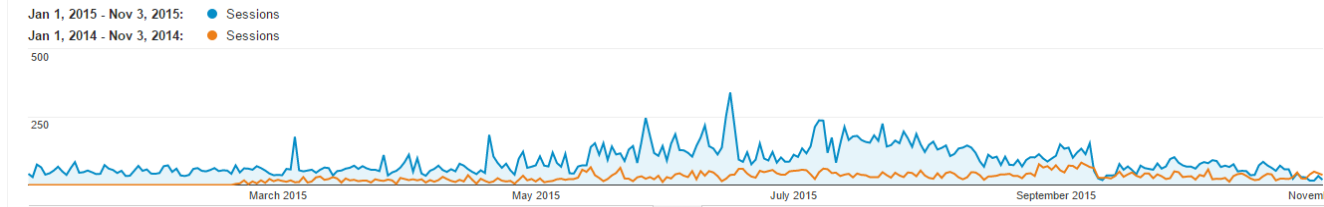
- ✓ Visits
- ✓ duration of visit
- ✓ pages seen per visit
- ✓ bounce rate

Leads / sales:

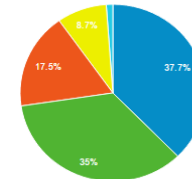
- ✓ leads or sales generated



Metrics for SEO: Google Analytics



Default Channel Grouping	Sessions	Sessions	Contribution to total: Sessions
	27,205 % of Total: 100.00% (27,205)	27,205 % of Total: 100.00% (27,205)	
1. Direct	10,246	37.66%	
2. Referral	9,517	34.98%	
3. Organic Search	4,769	17.53%	
4. Paid Search	2,361	8.68%	
5. Social	312	1.15%	



Metrics for SEO: Semrush



ORGANIC SEARCH POSITIONS 1 - 64 (64)

Filter by keyword Filters Export

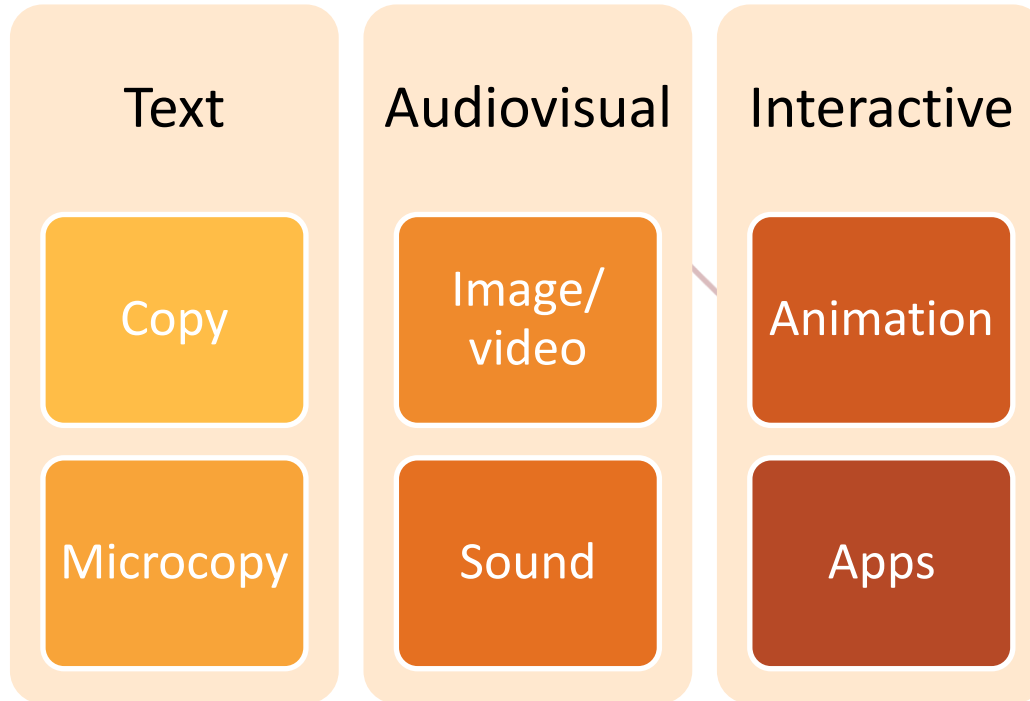
Keyword	Pos.	Volume	CPC	URL	Traffic %	Costs %	Com.	Results	Trend	SERP Source	Last Update
moritz_beer	1 (1)	110	0.00	moritz.com/en	54.83	0.00	0.06	549,000			18 Oct 2015
moritz.com	1 (1)	20	0.81	moritz.com/	9.67	3.11	0.08	47,900,000			25 Oct 2015
cerveza moritz	1 (1)	10	0.00	moritz.com/en	4.30	0.00	0.12	149,000			Sep 2015
moritz_cerveza	1 (1)	10	0.00	moritz.com/en	4.30	0.00	0.04	147,000			Sep 2015
epidor	4 (4)	70	0.00	moritz.com/en/se_epidor	4.30	0.00	0.00	204,000			19 Oct 2015

SEO: Exercise 5 – Link analysis

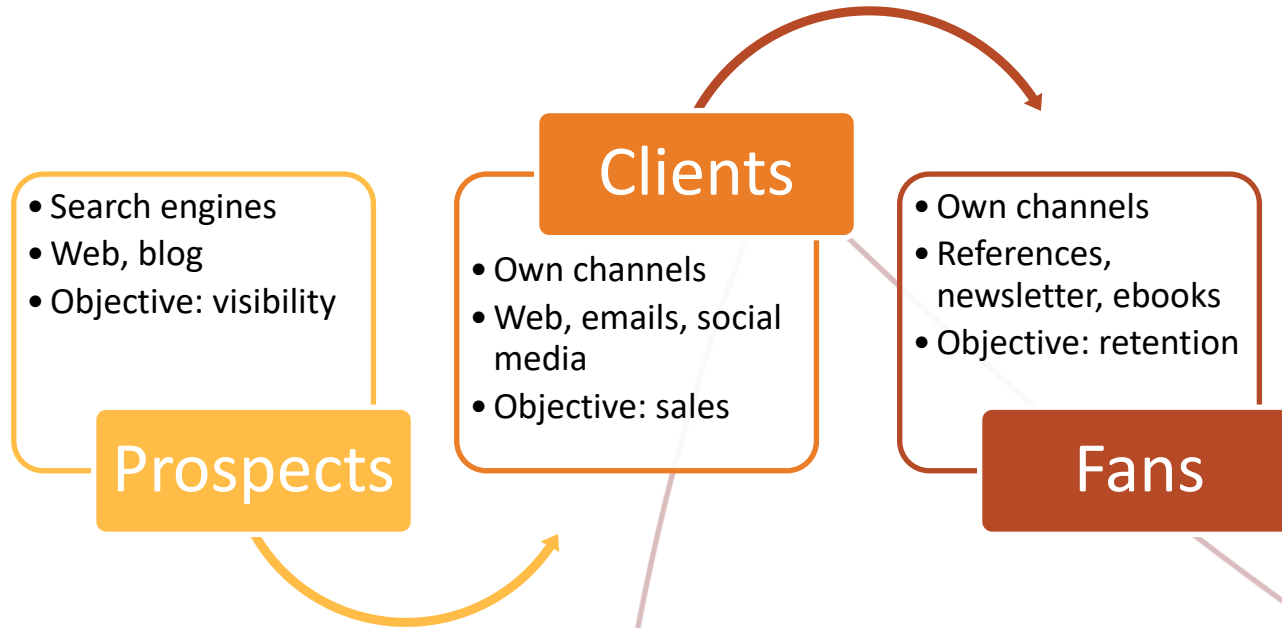
10 mins

- 1) Please analyze the backlinks of the chosen companies with Semrush.
- 2) List which links they have?
- 3) Do you consider them well suited? If so, why or why not?
- 4) Please create a presentation with 2 slides, one with the analysis and one with suggestions for links.

Content management: Content by format



Content management: Content by audience



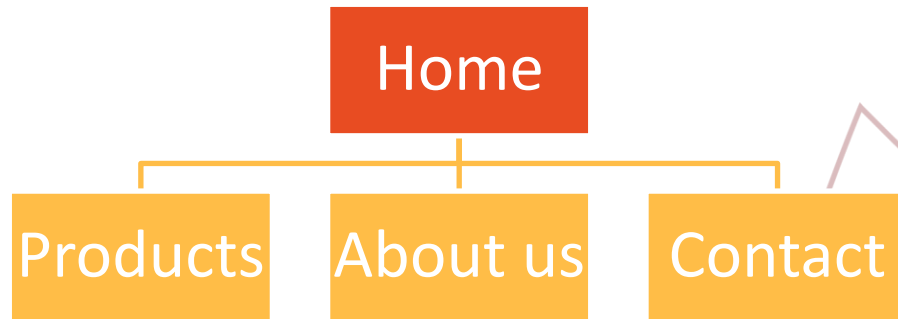
Content management: How to create content

- ✓ **Titles:** capture the reader's attention
- ✓ **Inverted pyramid:** the most important content first
- ✓ **6W:** Use 6 questions in the first paragraph: who – what – where – when – why and how
- ✓ **KISS:** Keep it simple stupid!
- ✓ **Chunking:** split up the content into smaller text pieces
- ✓ **Social proof:** Use the words of others
- ✓ **Go tribal:** Limited offers to a certain group
- ✓ **Storytelling:** Tell a story

Content management: How to create content

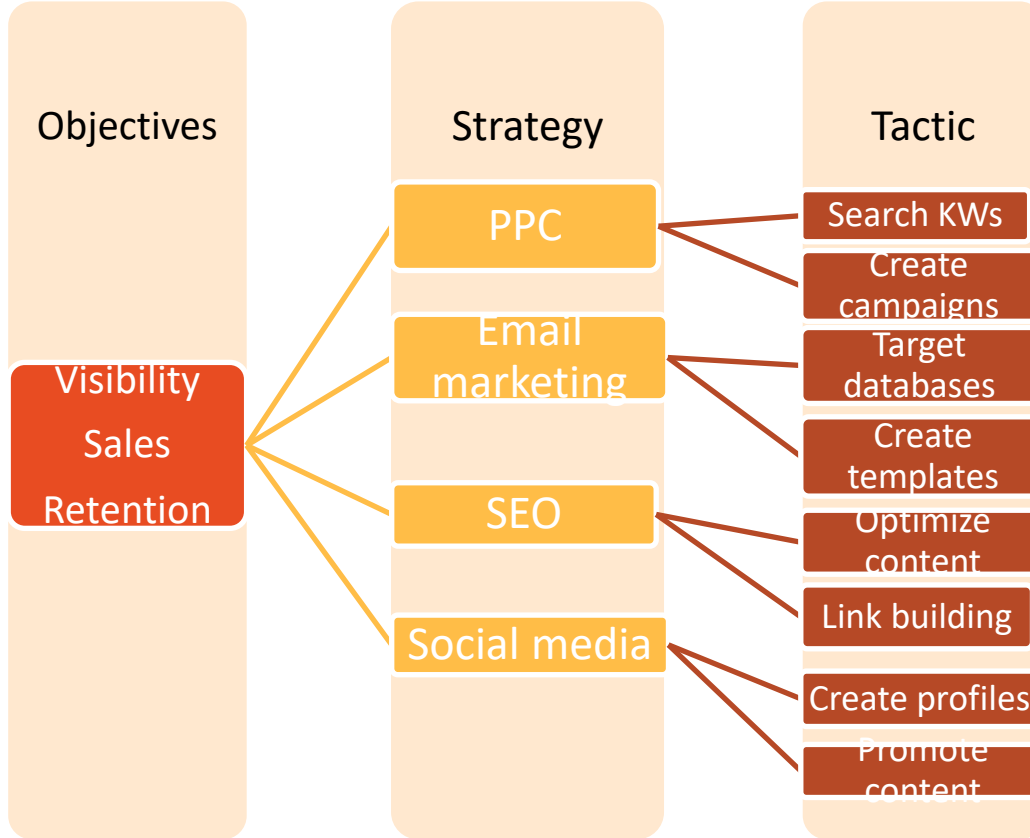


Content management: Web content



- Create a content map / hierarchy of content
- Make the navigation as easy as possible
- Put yourself in the position of the client
- Make sure the texts are neither too long nor too short
- Use the keywords for SEO
- Develop your own tone of voice

Online marketing strategy





Annex



Tools

SEO:

<http://www.semrush.com/>

<https://www.woorank.com/>

<https://moz.com/>

SEOquake browser extension

<http://www.seoquake.com/>

<http://keywordtool.io/>

Google keyword tool

<https://adwords.google.com/KeywordPlanner>

Social media:

<https://hootsuite.com/>

<http://www.socialreport.com/>

Content management:

<https://wordpress.com/>

Ecommerce platforms:

<https://www.prestashop.com/>

<https://magento.com/>



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