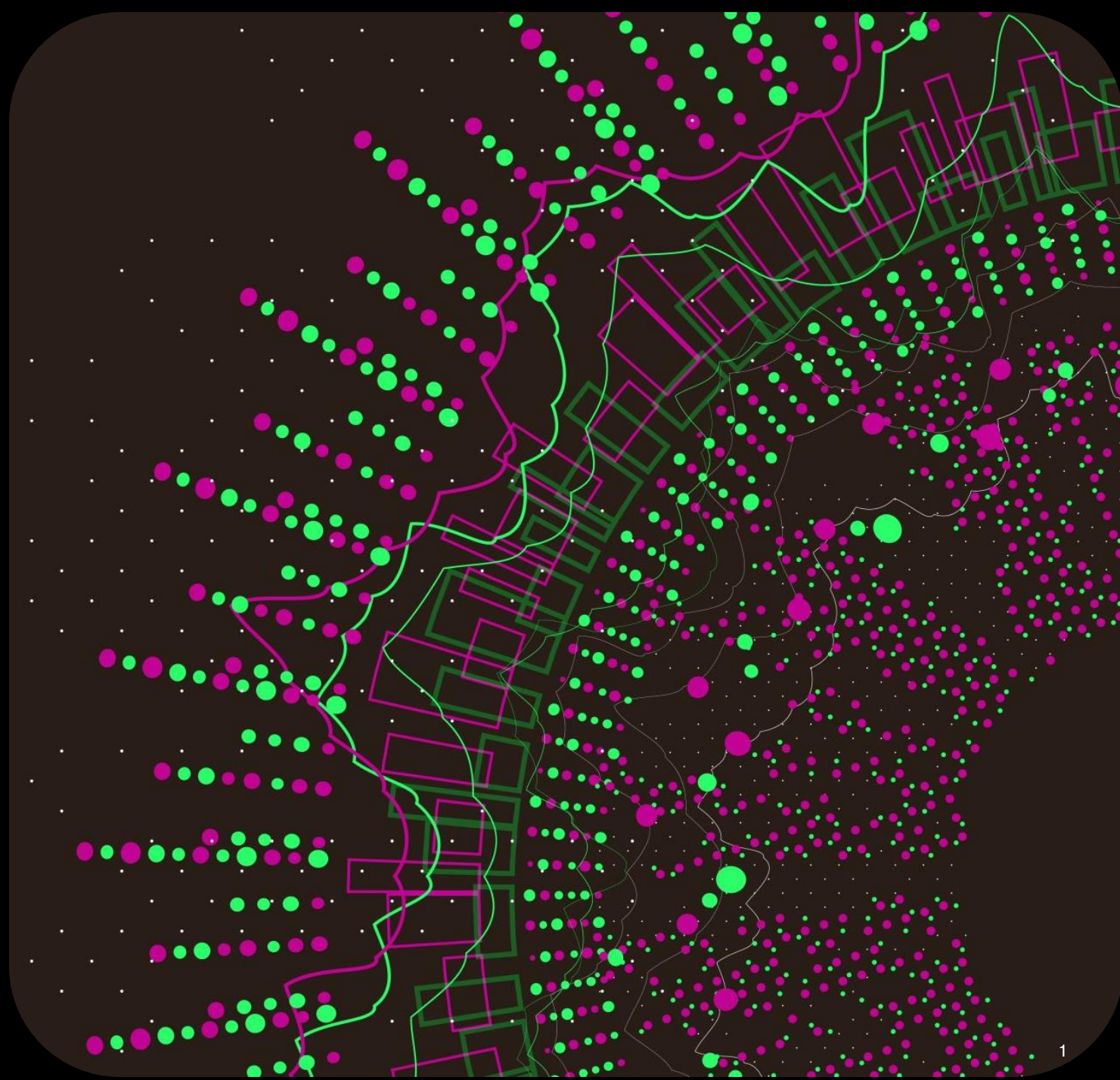


10 mistakes companies make

- with Google's /
other Search
Engines and
profitably acquiring
new customers.

This 12-slide deck points you
towards “How to avoid them”



Key Takeaway

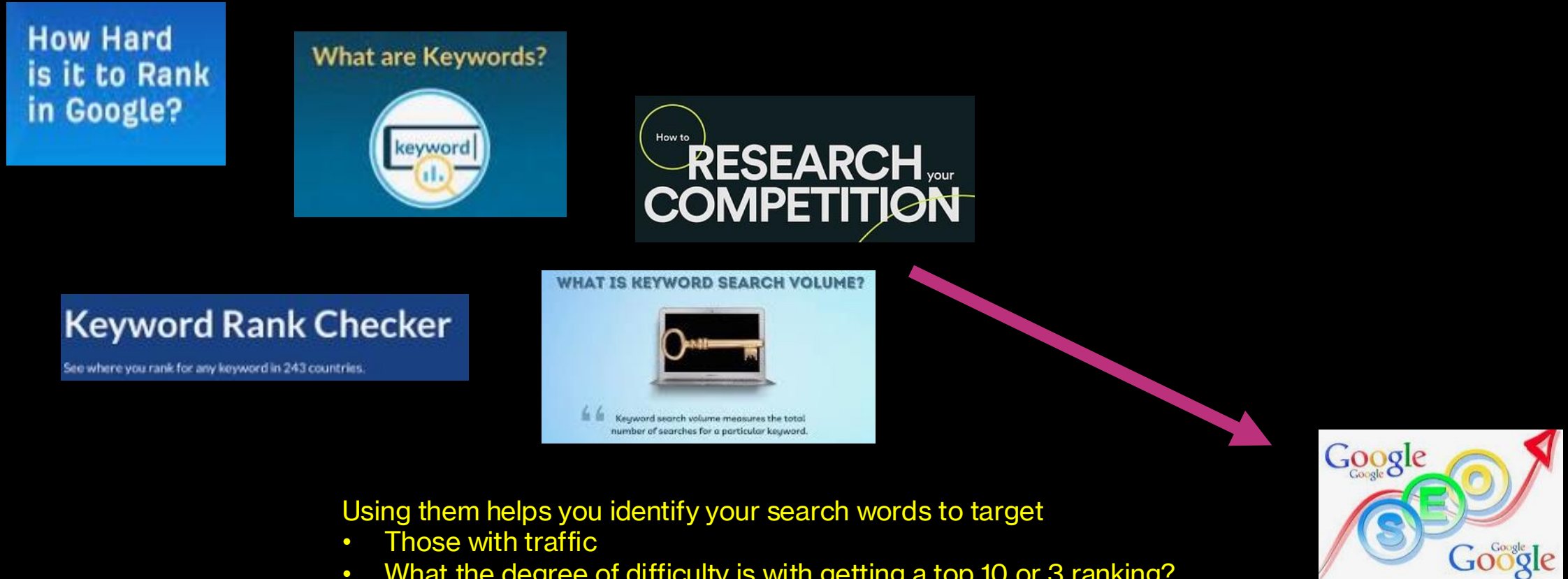
“The days of fluffy marketing are dead;

Everything is measurable and quantifiable in a digital marketing world”

These slides point you at the tools and some of the high-level metrics, to get to the key numbers.

No 1. Zero research on competition

- There are simple tools that are available for £30-50 a month, that enable you to answer these questions.



No 2. No Tools used to help learn fast

Cheap or Free tools are not used or understood

- Tools that help you understand Google.
- Tools that help you research competition.
- Tools that help you identify keywords.
- Tools that help you measure how you are doing on Google's search algorithms.
- Tools that give you the data to objectively measure EVERYTHING.



No 3. No understanding of Google console and how to learn and get results fast

- People wait weeks for Google spiders to find their content – easy prey for fast moving/learning competitors.
 - + Instead of using Google's console to rank by pushing content at Google.
 - + Content ranks in seconds and is spidered quickly.
 - + If it isn't you know you have an issue.
 - + And checking it had been spidered, ranked, was mobile friendly, becomes easy.
 - + It also means, you know when to expect movement in keyword rankings and more web traffic.
- This means progress is rapid and certain, if the content and its delivery, are high in quality.

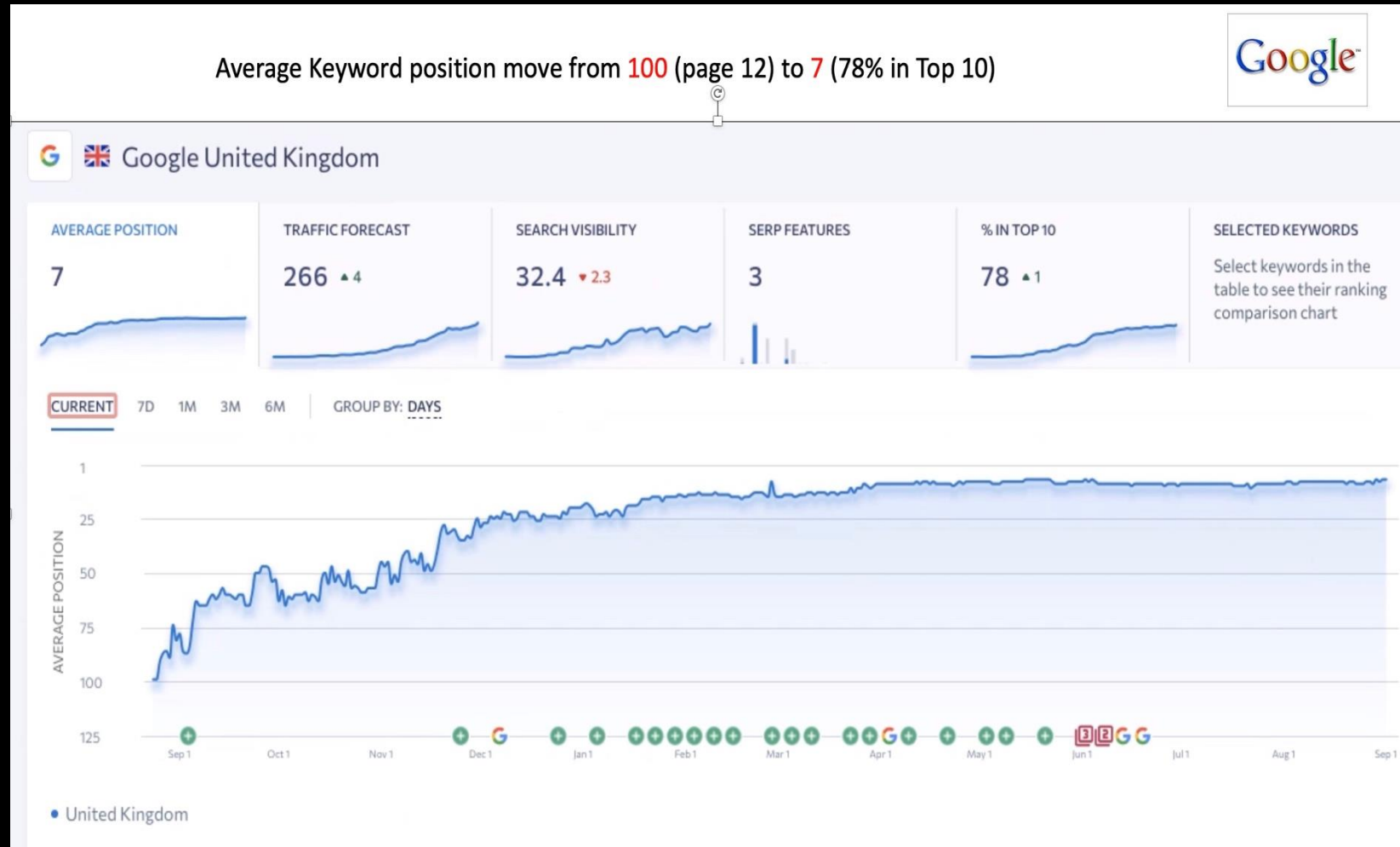
No 4. No understanding of the Google content triangle

- Google wants Images, word content and video, before it will start to improve rankings versus keywords.
- The content needs to be grammatically correct and feature keywords in the right quantity.
- Content length is very important, as is structuring your content, so there is a logical flow to the customer's journey.
- Images need to be correctly sized and labelled, to rank for the keywords you are targeting.
- Video needs the same “tagging” treatment, so the video name matches the keywords you are addressing.
- Marketing platforms like HubSpot are designed to help you create high quality content.
- Tools like Google console will advise you to tweak content that is compromised on mobile devices.
- Website tools like SEM Rush or SERanking help audit your website, so that Google doesn't downgrade your content or website domain, in its algorithmn.

No 5. - Poor digital leadership

- Too often, the search engine strategies are left to agencies and not monitored effectively.
- Too often a young enthusiastic marketing executive, is left under resourced and not understood.
- 90% of the time, the mix of content, design, imagery gets distorted by “someone” who is good at one or two of the three areas that must be balanced:-
 - + Great web design companies that have no idea of your search engine keywords
 - + Great agencies, under supported by the right internal generated or published, keyword or search engine sensitive content.
 - + Great internal folk surrounded by “willing amateur marketers, at a very senior level”, who get compromised by folk who know enough to be dangerous.
- It takes £30-40 for SERanking, and a day’s work with Google Analytics / Console to determine a 3-month fix plan, that will start you on the journey.
- A Journey to numbers you understand and can have at you and your teams' fingertips, every day.
- As a marketer you have defensible numbers that you can offer to all the “amateur marketing experts”, to focus them on their core areas of expertise , not yours.

No 6. No understanding of timescales / impatience



It takes a year.

Especially if you are starting the journey from where 99% of companies start.

However, this is an investment in leaving your competition behind.

They can try and compete with Pay Per Click strategies, however unless they have very deep pockets, they will run out of money.

You will dominate search engines with the lowest cost to acquire new customers, while they struggle to compete.

This company is typical : zero strategy: well intentioned folk good at some areas, made huge strides in 3 months. However, the web volume took a good 6 months to arrive. Patient continual tweaking gets you to the customer volume you need.

No 8. No understanding of the “Cost to Acquire Customers”

“CAC” as it's known to investors, is the Cost to Acquire a new Customer.

A crude measure is to take:

- The sales and marketing budget and divide it by (/) the number of new customers, over the same period.
- That, is the Cost to Acquire a new Customer.

Once you know this number, several factors leap clearly into view :-

- The relative investment hurdle level “any ideas” must clear.
- You can evaluate “Good Ideas” to add customers in larger numbers or for less cost, easily.

However, at any early stage, this number in isolation, is just a gauge or guide.

No 9. No understanding of the Lifetime Value of a customer (LTV)

- Again, another crude measure, but a key one.
- Take the gross profit generated (or forecasted) divided by (/) the number of customers, over the same period.
- Some use “Net Profit,” as a higher bar.
- The key here, is again, you have a valuable number, for gauging investment projects.
- However, its real importance. for you as a business, is its relationship with the cost to acquire clients.
- If you haven’t got an LTV greater than ($>$) your CAC, then your long-term viability, is zero.
- Longer periods of time, give you a better gauge and investors will generally take a close look at these numbers, even if, they are just forecasted numbers.

10. No LTV / CAC ratio understanding

- Investors will look at anything with an LTV : CAC ratio and view it through the following lens:-
 - + $LTV / CAC < 1$ – do not invest, the business is never going to survive
 - + $LTV / CAC = 1$ – busy fools, will always need money to grow further, as they don't generate profitable customers
 - + $LTV / CAC > 1 < 3$ - good business, what's the time they need and the cash burn to get there?
 - + $LTV / CAC > 3$ – under invested, be wary of the sales and marketing strategy or competitive barriers to entry!

For you though, as a Marketeer or CEO, looking at investment decisions on sales and marketing, these numbers are excellent guides, to keep your stance an objective one, when assessing strategies or moves.

Final Thoughts

- Ideas are **plentiful**
- Good execution **rare**
- A plan and steady progress is **very rare**
- The status quo is to “**go backwards**”
 - + Google changes its algorithm frequently
- The Bold succeed
- It will take a year
- Everything digital? Balanced? Resourced? Planned?
Progressing?

