



Top Ten Digital Marketing Terms You Need To Know

Digital Marketing is crucial for a successful business, yet it's where many fall short. This guide will help you get comfortable with the terminology and ultimately, using digital marketing to promote and grow your business. You'll find detailed explanations and quality resources. Enjoy!

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Digital Marketing Guide

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About Sonya Ramsey

I help women business owners get comfortable with digital marketing so they can connect with their ideal client, easily turn them into raving fans and get repeat business.



I created this resource to give you an excellent foundation of digital marketing knowledge.

As a fellow middle-aged business owner, I know you're juggling lots of important things and you want to give 100% to everything.

This resource will help save you time because you'll get an understanding of what's right for your business and avoid wasting time on things that won't bring you new clients or revenue.

If you need further information, please contact me at sonya@modigitale.com. I answer every email.

Enjoy!

Sonya Ramsey

**"People don't buy
products, they buy
solutions."**

Meredith Hill

Content Marketing & Customer Journey

1. CONTENT MARKETING

This is a fantastic way to promote your business in a way that helps others. You'll want to spend time on this because it helps to establish your expertise. Examples are online newsletters, videos, podcasts or any type of content that gets the word out that you're an expert and you know how to solve your ideal client's problems. You'll want to be interesting, fun and creative but the MOST important thing to do is ALWAYS focus on your customers. Talk about their most pressing problems and if you focus on them, they will always be interested in you.

2. CUSTOMER JOURNEY

Have you ever been excited about finding a website that is supposed to help you with a certain issue? However, when you land on the page, you're confused. You don't know how to get to what you need. It's because the author of the website did not consider the **customer's journey**. Your website needs to be created with a laser focus on what you want your website visitors to do when they get there. Do you want them to sign up for your newsletter? Learn about your new offer? Want them to download a guide that explains the way you solve their problems? There are multiple things you may want them to do but here's how you keep it simple: pick no more than 3 priorities for your website. For example:

1. Sell a product or service.
2. Sign up for your newsletter.
3. Fill out your contact form.

After you've identified 3 priorities, **pick one**. Then map out how you want visitors to follow the journey. Your home page can prominently display a **DOWNLOAD FREE RESOURCE**, as an example. This concept takes some fore thought but once you consider your goals and understand your ideal client's needs, it makes sense.

This is an essential way to get website visitors to stick around and notice the awesome ways you can serve them

Your Ideal Client & Google Analytics

3. IDEAL CLIENT AVATAR

Understanding your ideal client's needs makes it easier for you to solve their problems and get more sales. Below are 10 things needed to create yours:

1. What are their age ranges.
2. What type of work do they do. Business owner, early, mid or late career, newly retired, about to retire, etc.
3. What's their family status.
4. How comfortable are they with the internet and social media. Are they in the learning stage, are they highly proficient or do they ignore it altogether.
5. How do they seek and attain new information.
6. What is their level of education
7. What is their income level.
8. Where do they live.
9. Are they homeowners, renters or perhaps live with relatives.
10. What problem do they have that you are uniquely able to solve.

My ideal client: A woman business owner age fifty or older. Previously worked in at a corporation and has seen several rounds of layoffs. She's fulfilling her dream of starting her own business using professional expertise or learning something new. She's used some retirement savings, but is responsible with her finances and finds creative ways to fund her business. She's methodically growing her business and routinely researches the latest marketing trends. She has a supportive partner/spouse, is a homeowner with an income ranging from \$60,000 and up.

4. GOOGLE ANALYTICS

While shopping, ever been asked, "How did you hear out about us?" Businesses want to intimately understand you and your buying habits. By connecting your site to Google, you get these answers and more about your website visitors. Examples are: were they referred from another website, how long did they stay on a page, your most popular website pages, did they click a certain link or fill out a form.

A HUGE benefit of online marketing is that detailed information about your ideal client is at your fingertips.

Keywords and Mobile Optimization

5. KEYWORDS

Determining your keyword phrases is a priority when initially planning your website and how you want to appear online. Keywords are the phrases your ideal client will use when searching for solutions to their problems. They can also be used to describe the images on your website. As a beginner you'll want to focus on about 3-5 keyword phrases. Example: let's say you're a financial planner who specializes in helping women early in their careers. Keyword examples are: young women and money; financial planning for college graduates; financial planning in your twenties; financial planning in your thirties:

These are terms that will be in your URL, identify your images, in your headings, sub headings and paragraphs. Keyword planning is a large part of planning your web marketing strategy, but for now let's keep it simple and focus on a few terms.

6. MOBILE OPTIMIZATION

The first-time people will view your website is usually on their mobile phone, so your website needs to look good on mobile. This includes larger buttons, reformatted content and differently optimized images. Sound difficult? The good news is that most website building platforms have incorporated the ability to create websites that are mobile friendly into their software.

Off and On Page Optimization

7. OFF-PAGE OPTIMIZATION

The behavior of others and how it affects the way Google serves up your website.

Backlinks – When a link to your website is on the web page of another trusted website, it's the same as having the recommendation of a highly trusted person. Here are examples of how to get backlinks to your website:

1. Connect your Facebook page or other social media to your website.
2. Complete business profiles in at least 3 online directories: Google My Business, Bing Local and Yahoo Local
3. Submit your blog posts to industry websites.
4. Reach out to other influencers, bloggers and colleagues to get support.

Domain Authority – Another way search engines like Google determine if they can trust your website. Done by considering factors such as how long its been active and history of ownership.

8. ON-PAGE OPTIMIZATION

Things you control that affects how Google serves up your website .

Keywords – Words and phrases people will use to find solutions. Applies to images, blog posts and website copy.

Relevancy – Google doesn't like stagnancy. Regularly update your site with information that is important to your audience.

Page Structure – This helps Google to catalog your site and give it importance.

- Title Tag** – The title of your page and includes your keywords.
- Meta Description** – The description that appears below your website address.
- Header Tags** – Labels for sections and subsections. Most website platforms include this capability. Google reads them as <h1>, <h2>, <h3>, etc. It gives your page hierarchy and is required by Google.
- Alt Tags** – Image descriptions and should include your keywords. Google will ignore sites without alt tags. Your website platform should include this capability.

Social Media Marketing and Your USP

9. SOCIAL MEDIA MARKETING

Using social media outlets to promote and build your business is now mandatory. Most small business owners get stuck in overwhelm and tend to avoid it or use it sporadically.

The best approach is to choose one outlet you feel comfortable with and where your ideal clients hang out. Start to post on a regularly basis and analyze it as you progress. You can also take a course or hire a professional. Whatever route you take, make sure it is something you can manage. It is a necessary activity, but most tend to avoid it because it feels confusing or overwhelming.

10. UNIQUE SELLING PROPOSITION - USP

Mister Rogers and the Church Lady reminds us that we are all special. But here's a trick for small business owners that if done right, will turn those tire kickers into raving fans. ***Marry the service or product that you are strongest at delivering with the needs of your ideal clients.***

Here's a prime example:

My USP is that I help women business owners over fifty get comfortable with digital marketing. This works for me because I'm over fifty and I'm pretty good at teaching and explaining the benefits of digital marketing in a way that provides clarity and is easy to understand.

P.S., You may also see this described as the Unique Value Proposition

Additional Resources

I know you are a go getter so I've included some resources to help you accomplish some of the tasks that will enhance your online presence.

Resource	Website Address
Create your Unique Selling Proposition	https://fizzle.co/sparkline/unique-selling-proposition
Google Online Business Directory	https://www.google.com/business/
Bing Online Business Directory	https://www.bingplaces.com/
Yahoo Local Online Business Directory	https://smallbusiness.yahoo.com/local
Social Media Guide	https://solopreneurdiaries.com/solopreneur-social-media-strategy/
Create your own Customer Journey	https://blog.hubspot.com/service/customer-journey-map
Setup your Google Analytics account	https://www.jeffalytics.com/google-analytics-account-setup-guide/
How to figure out your Keywords	https://moz.com/beginners-guide-to-seo/keyword-research

I'm here to help.

Digital marketing can seem complicated, especially when you have tons of other things on your plate for your business, personal and family life. My goal is to provide simplification so that makes sense to you and your business. Ultimately, I want you to use the power of digital marketing to get more customers and grow your business.

I'm happily offering a FREE, 15 - 30 minute consultation for you to get individual attention and your questions answered.

Use the button below to schedule some time with me. Complete it and we'll connect.

Until then, I wish you prosperity and a fulfilling business.

[BOOK NOW](#)