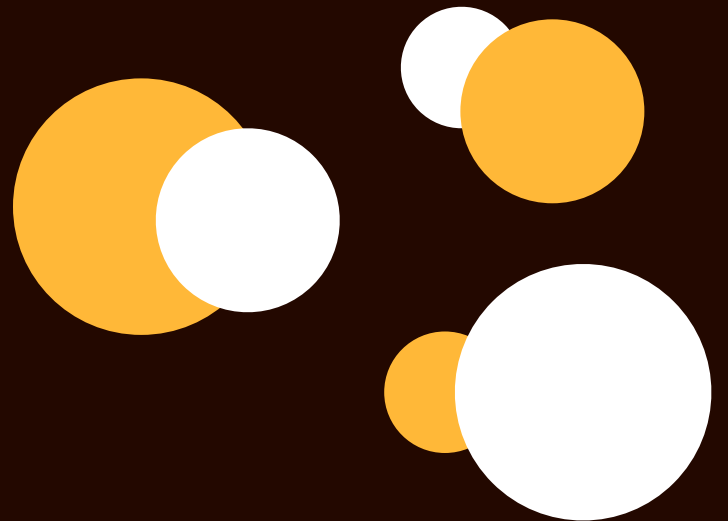




Local Management

# Digital Marketing for Public Adjusters

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# Introduction

This eBook will be your guide to navigating the waters that are digital marketing. While digital marketing can seem confusing and somewhat scary, with an obscene number of factors that are squished under one big umbrella term, we will break them down into three identifiable sections for your digital marketing map. So, what are these 3 sections? They are:

- Search Engine Optimization (“SEO”)
- SEO Audit
- Pay-Per-Click (“PPC”)
- Content Marketing
- Keyword Research

Each sections will be cover more in depth as you continue to read through this eBook. They are the strong backbone behind any marketing strategy and the lighthouse to which lost ships look to. Keep each section in mind while reading this book and at the end we bring each together to form a cohesive marketing strategy for you and your business.

To wrap up this eBook, we will be taking a look at the Customer Journey and the way that it impacts your business. The three sections we looked at will help you understand, refine, and enhance your own customer journey.

# Search Engine Optimization ("SEO")

SEO stands for Search Engine Optimization. Simply put, SEO is “the way Google ranks your website among everyone else’s.” But, like most things in life, what’s worthwhile isn’t easy and that is true for SEO. The essence of SEO lies in your site ranking. How is it ranked? What parameters does Search Engines use? Is there a secret formula?

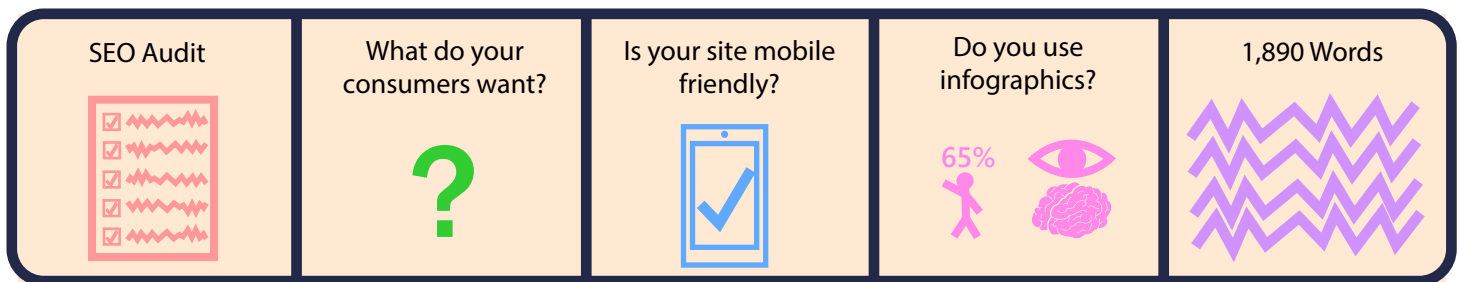
## Why is SEO Important?

Why isn’t SEO important? If you want your website on the front page of Google, which heads up, you really do, then your website needs to be optimized. Without SEO in place a website can lose out on a monumental amount of internet traffic. According to Bing, the first result on a search search receives 42% of the traffic, which means that, on average, 58% of traffic is split between the remaining 9 results on page one (and very rarely on pages 2, 3, 4, etc.). To simplify, that is almost half of all visitors gravitating towards the #1 spot. To put it in perspective, if 100 people all google searched the same thing, 42 out of the 100 would click on the first result without hesitation and the other 58 would divide their clicks up among the other 453,000 results. SEO is crucial for businesses to thrive in a search engine driven marketplace.

## SEO Techniques

Completing an SEO audit is the first step to establishing good SEO on your website. You need to know where and why your website is not performing and an SEO audit will do just that. It will be able to pinpoint key problems like unoptimized images, problems with meta descriptions, dead links, tap targets, and more.

Another technique is keeping your site mobile friendly. If your site is not mobile friendly your website's overall ranking will drop due to the site not being optimized.



### SEO Audit

There is a whole section of this eBook dedicated to SEO audits. They are one of the most important and beneficial things you can do for your site to get more visits and appear at the top of the search results.

### What Do Consumers Want?

There are many tools you can use to figure out exactly what people, in need of your product or services, are searching for in Google and other search engines. Answerthepublic.com, Quora, Google Analytics, the list is vast and ever-changing.

### Is Your Website Mobile Friendly?

If people visiting your site need to fidget with the zoom just to click on a store link then they probably aren't going to be on your site long and search engines are not going to want to promote it with a high page ranking. Make sure your site is mobile friendly.

### Do you Utilize Infographics?

65% of people are visual learners. The best way to take advantage of this is with infographics to help explain complex ideas.

### 1,890 Words

1,890 words? What does this have to do with being an SEO powerhouse? Well the average first page result has 1,890 words. This is the golden number when it comes to how much content should be on your optimized page.



## SEO Audits

So, you think your page is optimized? You have designed and tweaked it to be fast, sleek, informative, and ready for whoever may be in need of your product/services. But what if there was more you could do? What if you were able to take a deeper dive into SEO and identify problems you may not even have known existed within the organization of your site? Well, good thing there are SEO audits.

So, what is an SEO audit? As briefly explained, an SEO audit looks deep into the soul of your website to determine issues that may not be able to be seen as easily as others. Issues like:

- Technical SEO problems
- Structural problems within your site
- Both on-page and off-site issues
- Missed content opportunities
- UX problems

Now these are just some of the issues an SEO audit can discover. This is, by no means, a comprehensive list and there is much more that an in-depth SEO audit can discover. As far as SEO audits go, they should not be cookie cutter and reused for every industry. They are specific and consider the various parameters surrounding each industry. You should not use an SEO audit on an outdoor camping website that you used for a technology blog.



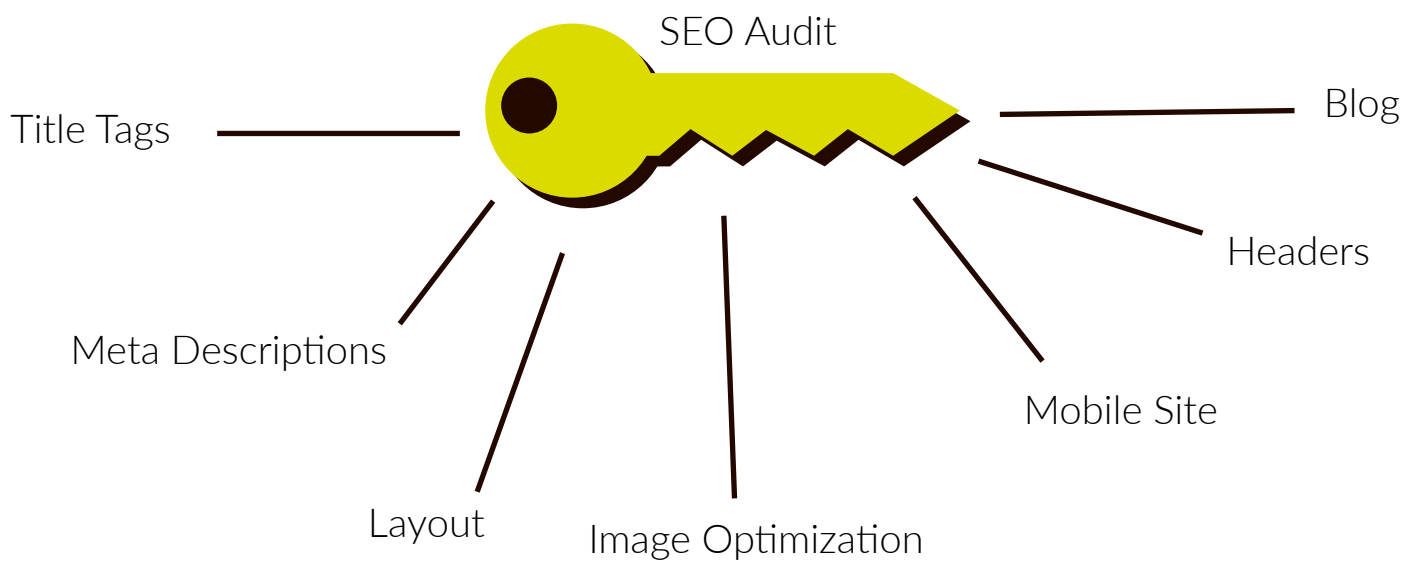
Now what should you focus on when performing such an audit? Well... It's a lot. The following are a few things that you want to look at when performing an audit:

- Title tags and if they are unique to specific pages.
- Meta descriptions and if they are available on all page.
- Headers on pages and of they are visible and apparent.
- Your website copy should be relevant and informative.
- How is your website structure and layout? Is the website easily navigable?
- Are your images optimized? Size, tags, alt tags, keywords all play a factor.
- How easy is contact information found?
- Do you have a blog with informative and beneficial information?
- How well does your mobile site work?

Just like the list above, this is not the end all, be all of focus points to use on an SEO audit. This is, however, a good framework to begin looking at your site and determining whether or not you may need a more in-depth SEO audit done.



Now that you know what an SEO audit is and what to look for to determine if one is right for you, when should you run one? Once? Twice? Every leap year? Well there is no Magic 8 ball that determines the exact amount of times you should perform an audit. However, they should be done regularly throughout the year at predetermined intervals. Maybe it's every 2 months or maybe it's every quarter. Either way, as long as you are keeping up with you SEO health, and performing regular audits throughout the year, you'll be on the right track to a better performing website.



# SEO Audit Calculator

Want to try a quick audit now? Answer these questions below with number 0 being “Poor” and number 5 being “Great”. Check out the results below to see where to go once you receive your results!

How well does your website rank?

How user friendly is your site?

Are your keywords strong?

Is your site quick to load?

Are you generating enough leads?

How secure is your website?

Results:

0 - 10 Poor SEO, needs improvement  
11 - 25 Passable SEO  
26 - 30 Fantastic SEO

Hint: if you scored a 0 - 20, look to a third party to aid in your SEO.





# Pay-Per-Click ("PPC")

It has been shown that searchers click on paid ads more often than any other digital advertising. What does this mean? If someone is interested, they don't mind being advertised to. And because we use search engines, the ads people come across pertain to what they are looking for.

Advertisements are placed in front of an active audience searching specifically for the product displayed. Data collected by search engines reveal what searchers are looking for, allowing advertisers to measure the quality of traffic resulting from clicks within the search engine.

Pay-Per-Click acknowledges the needs of the searchers and advertisers simultaneously. The search engines aim to provide results that are relevant while offering an accurate revenue-earning advertising vessel.

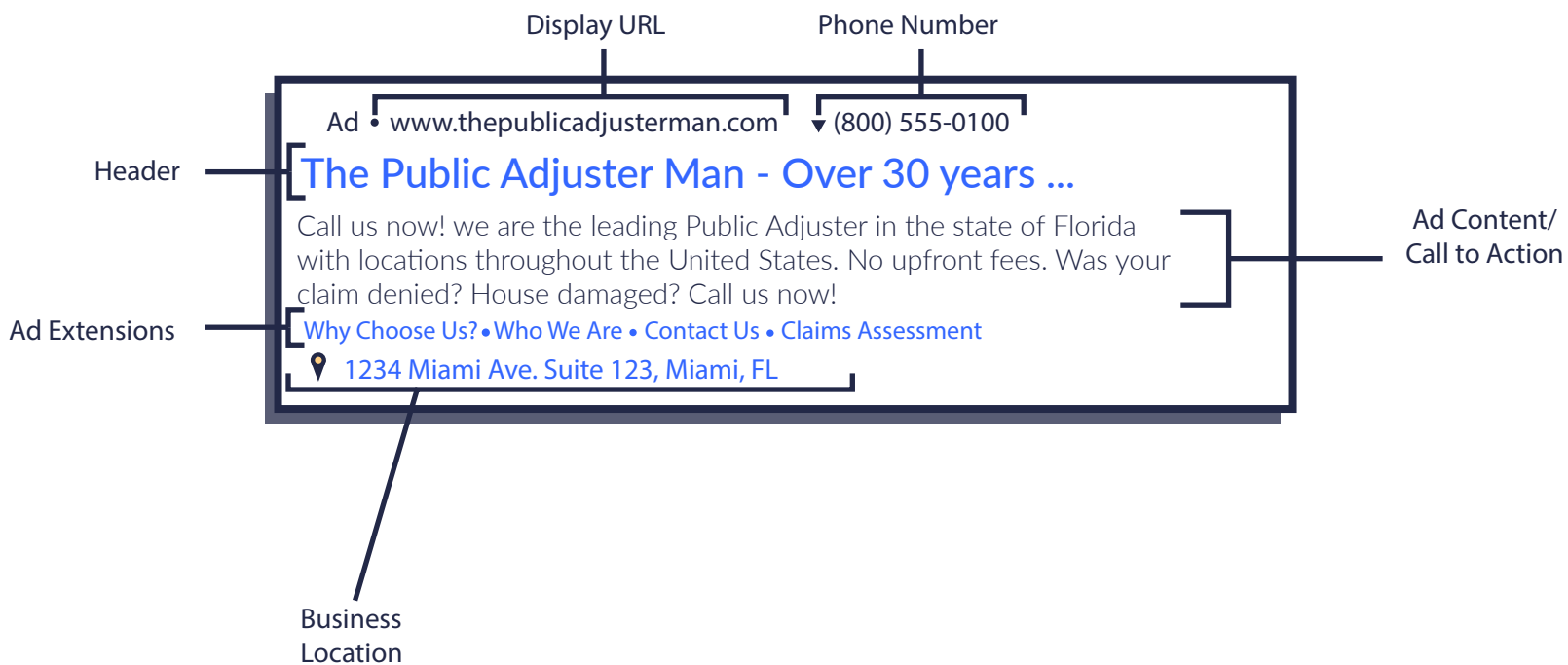
One big advantage of PPC marketing is that search engines, like Google, reward the highest bidders as well as the most popular ads. The better your ads, the more profitable it will be for you.

**On average Return on Ad Spend (ROAS) for quality ads is 200%**





## What is Included in Your Quality Ad



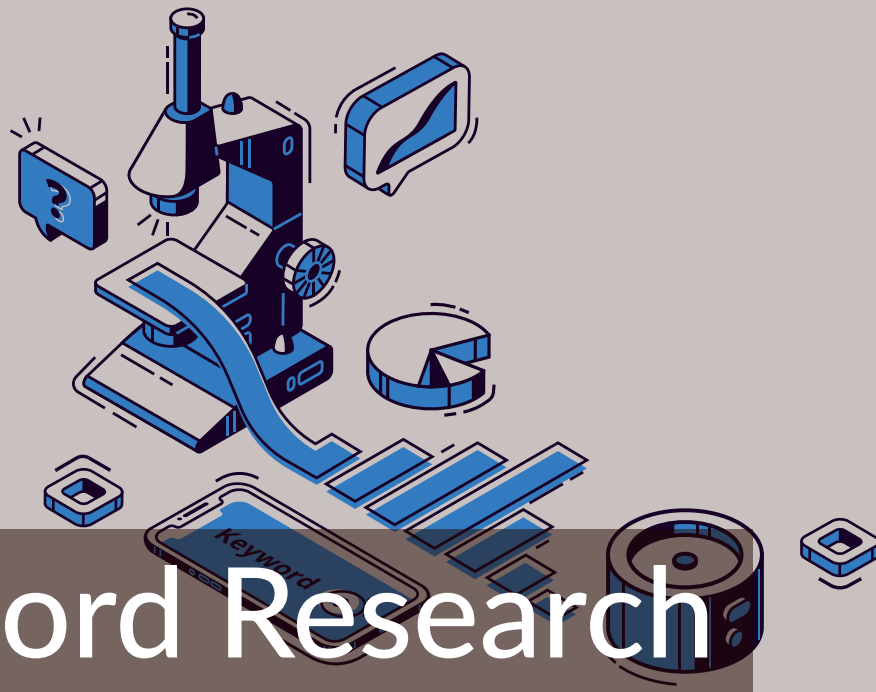


# Content Marketing

Content marketing. What does that even mean? There is so much that goes into the content that we use to market our business, products and services.. In an attempt to make this as simple and straightforward as possible, content marketing is material, such as whitepapers, blogs, articles, and eBooks, like the one you are reading right now, used to educate potential customers. This material is used to familiarize your target audience with your company and get them to see you as the best company to provide you with the services or product they need. Content marketing also includes graphics designed for your brand's social media, explainer videos on your services and so much more!

When you are creating content for your business keep in mind that you don't want to create just for the sake of creating. There needs to be a strategy in place in order to create the best content for your audience and target market. One way to strategically create content is through keyword research. Utilizing keywords within your content marketing strategy will attract the right people to your material. Let's take a look at keyword research.





# Keyword Research

## Is Keyword Research Still Important?

Now that the internet dominates as the most popular way to seek out products or services, it's critical to keep your company's website easily accessible through search engines like Google, Bing, and Yahoo. Most people never travel past the first few links available on page one of their search results, so staying competitive means ensuring that your website ranks high within those pages. Search engine optimization (SEO) supports the increase of web traffic by streamlining your website's design and content in a way that improves its visibility in search engine results. A major component of SEO is Keyword Research and Analysis.

## How Keyword Research is Done

The first step of undertaking keyword research is establishing a website's "seed" keywords, which usually are the products and services offered by a business. For example, a public adjuster's seed keywords might be "hurricane claims" and "claims insurance." More keywords are developed based on the ones that competitors are using. Depending on the desired approach to the competition, some may opt to use the same keywords competitors are already ranking for; others might focus on keywords that competitors aren't prioritizing. SEO professionals use keyword research tools to find both the popularity of certain keywords and ideas for lesser-known and unique keywords.

## What Are Keyword Research Tools?

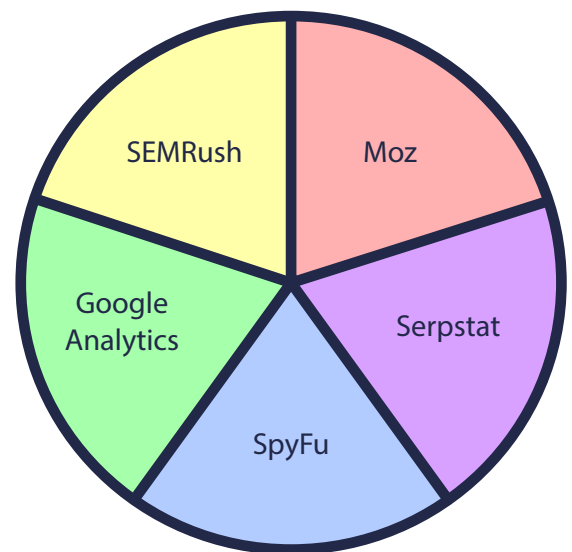
Keyword research tools populate new keywords based on a given seed keyword. To give an example, if you plug in our “public adjuster” seed keyword into a research tool, it might suggest keywords like “public adjuster near me” and “public adjuster online.” New ideas for keywords can sprout from these suggestions, like “where can I find a public adjuster in St. Louis.” These tools include SEMRush, Moz, Serpstat, SpyFu, and of course, Google Analytics.

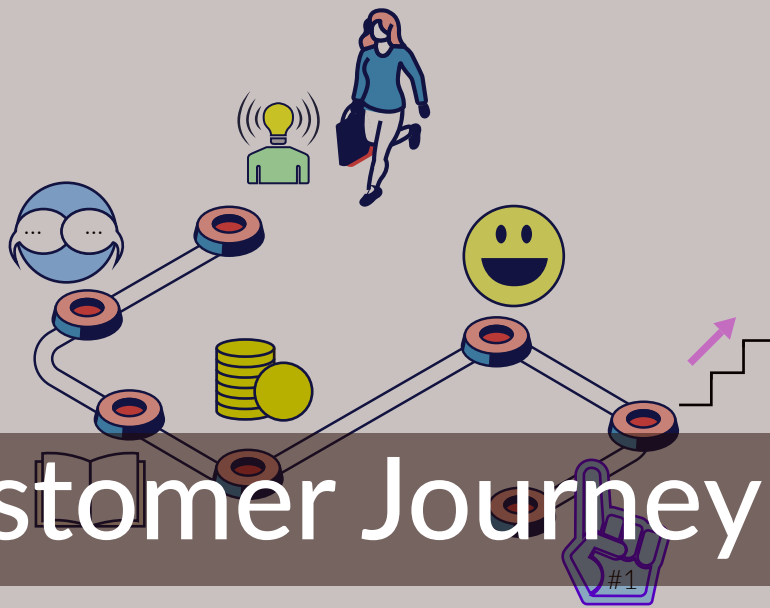
These tools will help you to identify where you should focus when conducting and implementing your keyword research. On top of helping you generate ideas for keywords and measuring search volume, they can also check search trends, keyword density (the percentage of instances of a keyword on a page in comparison to the page’s total word count), how competitive it is to rank for certain keyword searches, and how frequently each result is clicked.

## Can You Outsource Keyword Research

Keyword research isn’t everyone’s cup of tea, but what’s great about SEO and keyword research is that there are other options if a business owner doesn’t have the time and energy to allocate to extensive research. A great option is to outsource the heavy lifting. Choosing to consult with a team of SEO experts that can handle both the strategy and the day-to-day implementation is a win-win.

Organic traffic can capture up to 40% of your company’s revenue, meaning keyword research can show a significant increase in revenue.





# The Customer Journey

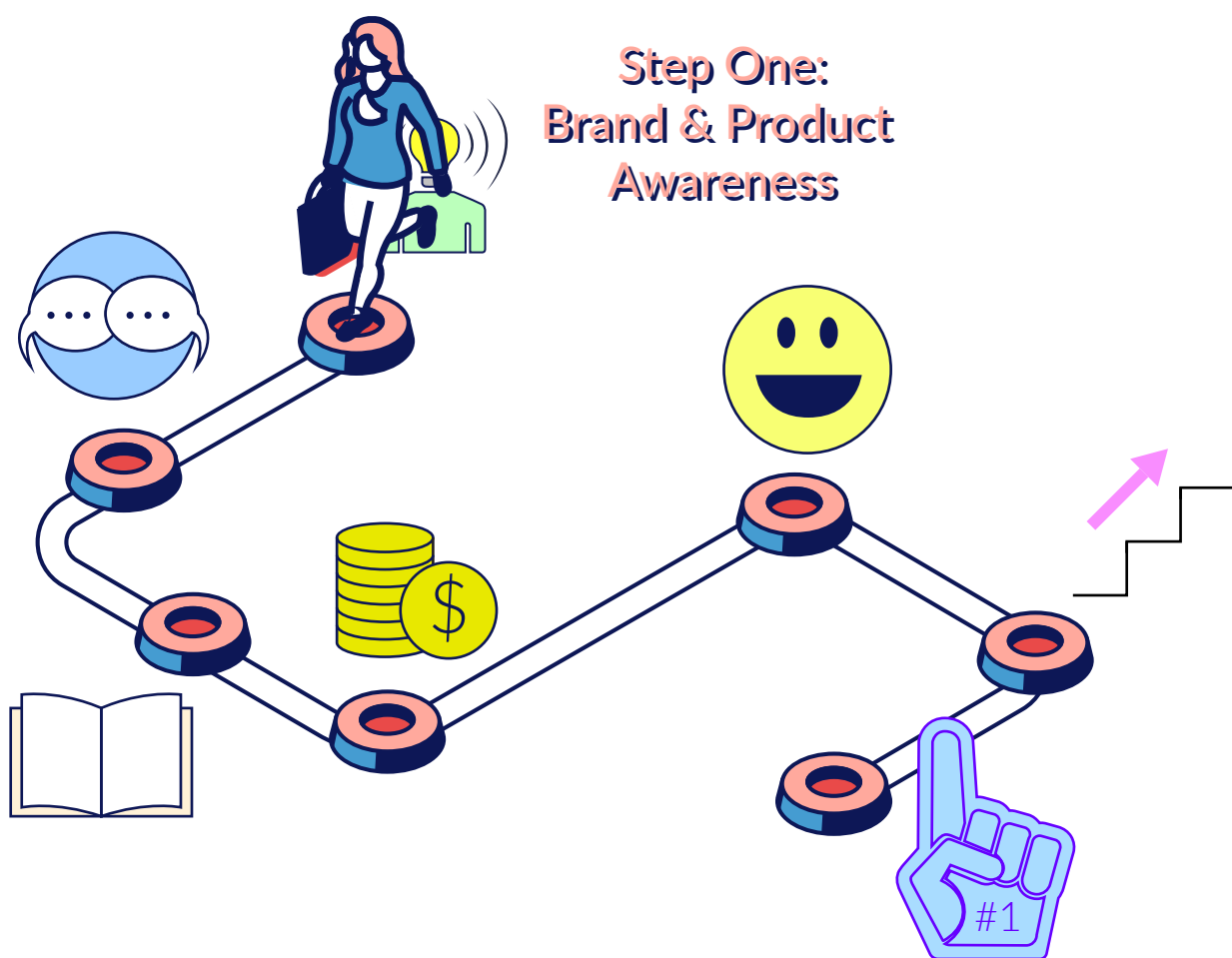
Now that you have read the three sections on digital marketing, we will look at what those three sections aim to establish. The Customer Journey is incredibly important when it comes to your audience. The three sections we looked at will help you understand, refine, and enhance your own customer journey.

Your customers embark on a journey every time they have a need to fulfill. They navigate along each step, from product awareness to searches and the final step of becoming a brand or product advocate. How can you be sure they make it? How do you get them to find and acquire your solution to their problem? You need to be there.

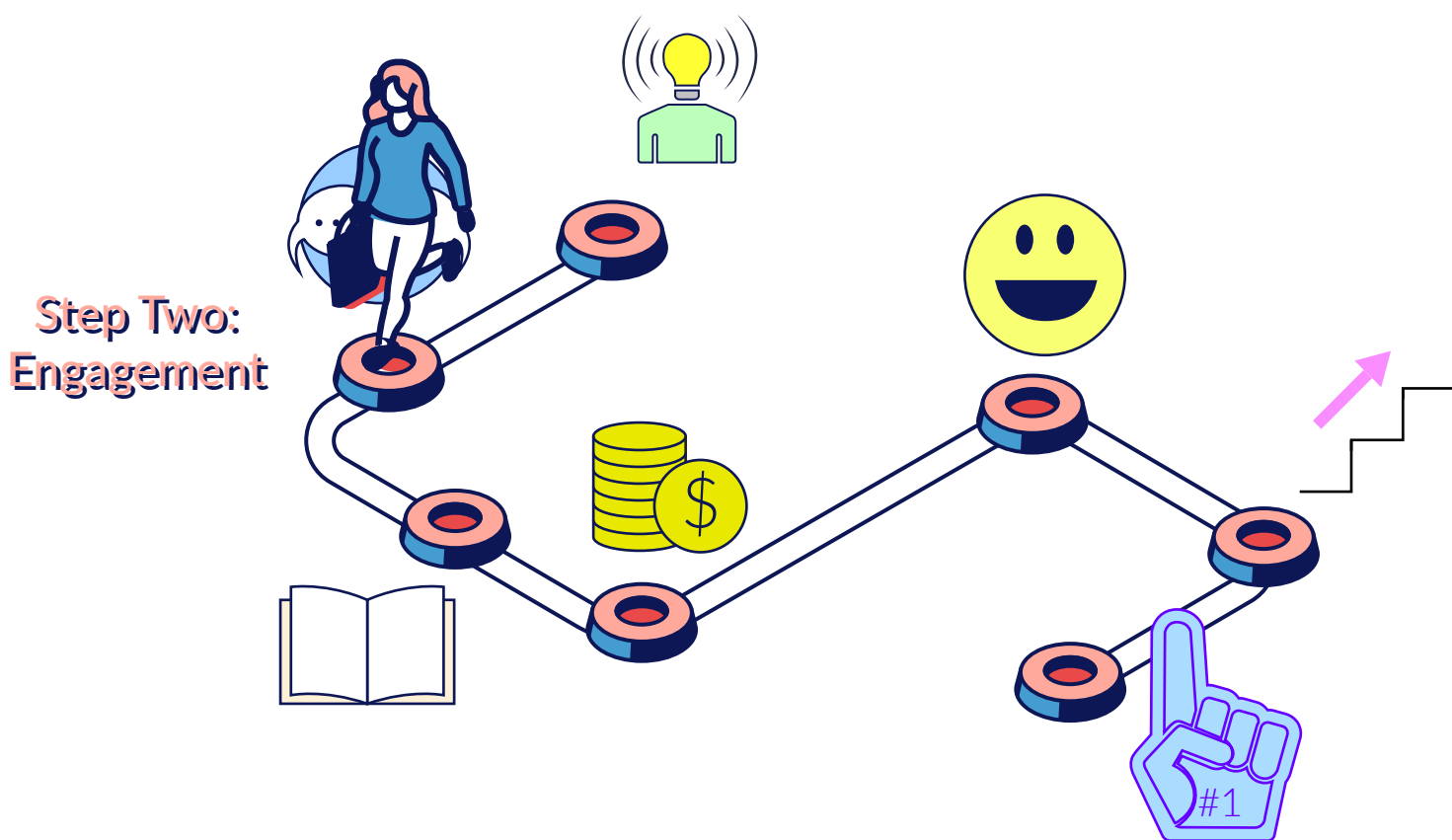
You need to guide them through each step of The Customer Journey. The steps help teach your customer why and how your product or service is going to change their lives. Bringing an audience along the path from potential customer to repeat customer starts by knowing the obstacles and making sure you are prepared to be there at every cross-road. That's where The Customer Journey comes in. Here are its 7 steps:



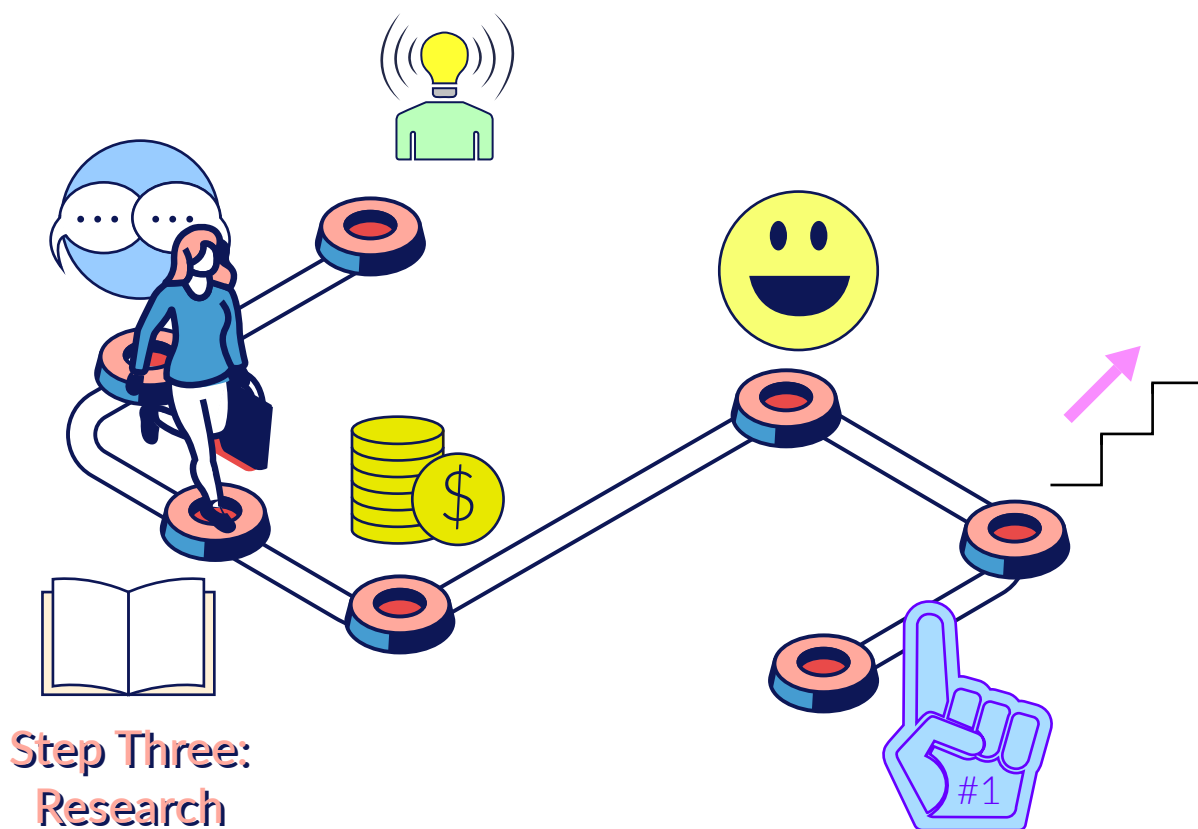
1. Brand & Product Awareness. This is where you set the stage! Your customer needs to know who you are long BEFORE they even start on their journey. A strong online presence is key in helping to engage potential customers through awareness. 80% of buyers are more likely to evaluate solutions from the brands they follow on social media.



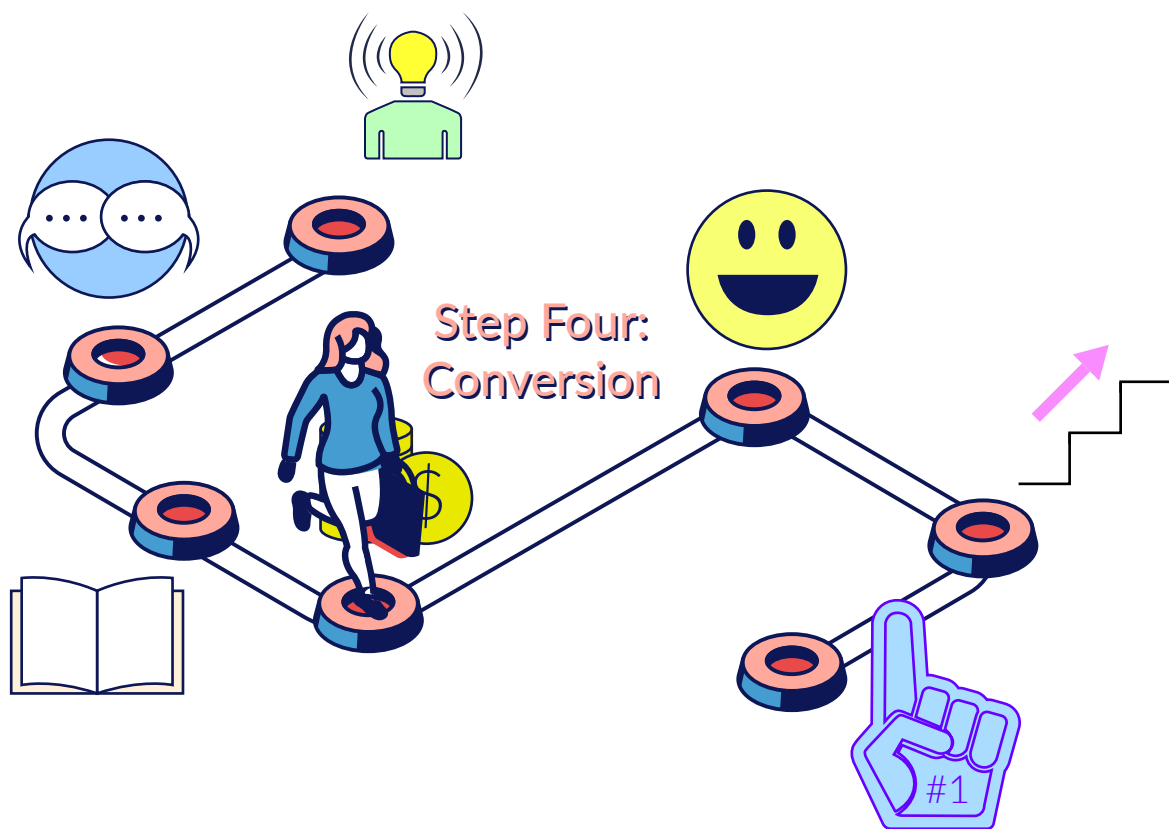
2. Engagement. Eventually the day arrives when your potential customer needs your products or services. You need to make sure you are there to answer their questions and engage their search. That means great ads and tons of information in a variety of media formats. Local searches can help in this (4 out of 5 local searches are done on a mobile device).



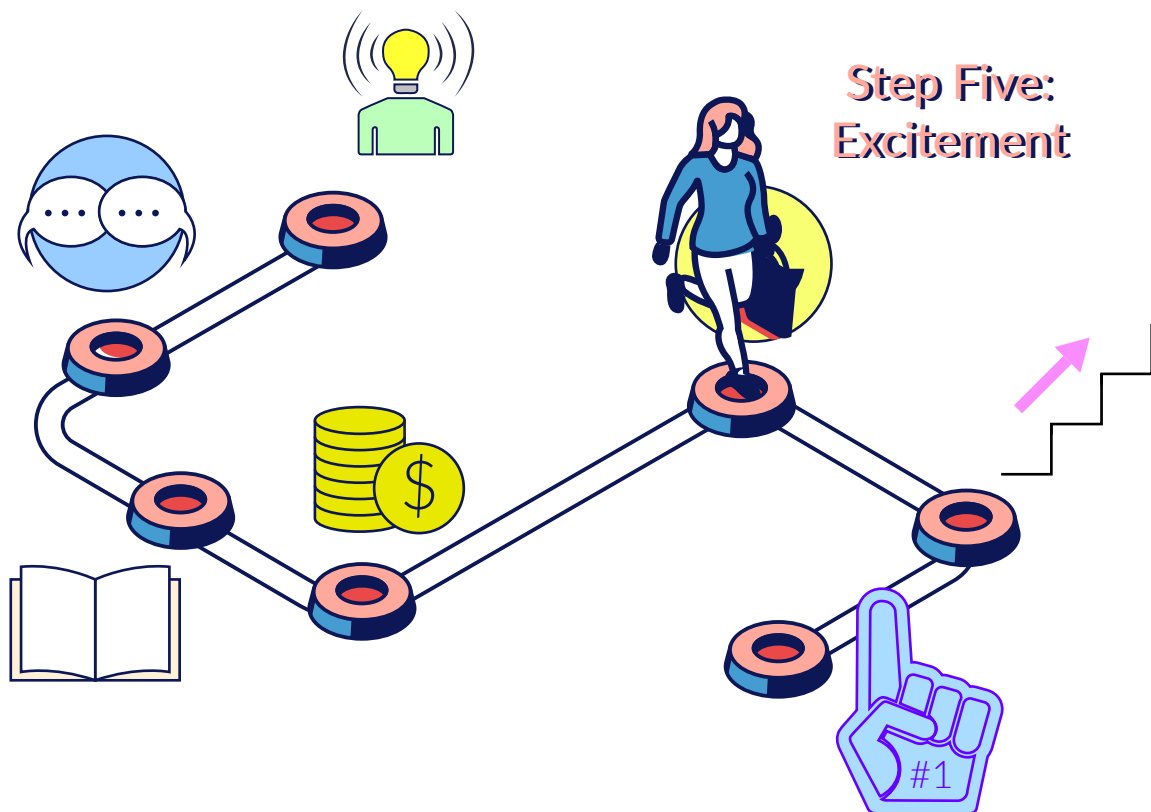
3. Research. Potential customers explore online reviews, product pages and call businesses to compare their options. They may also subscribe to your social media pages, email marketing and your other online informative resources. 81% of shoppers conduct online research before buying.



4. Conversion. This is a great step to use transactional marketing to focus on a single “point of sale” transaction. The emphasis here is on maximizing the efficiency and volume of individual sales. Approximately, 80% of the buying process occurs without human-to-human interaction.

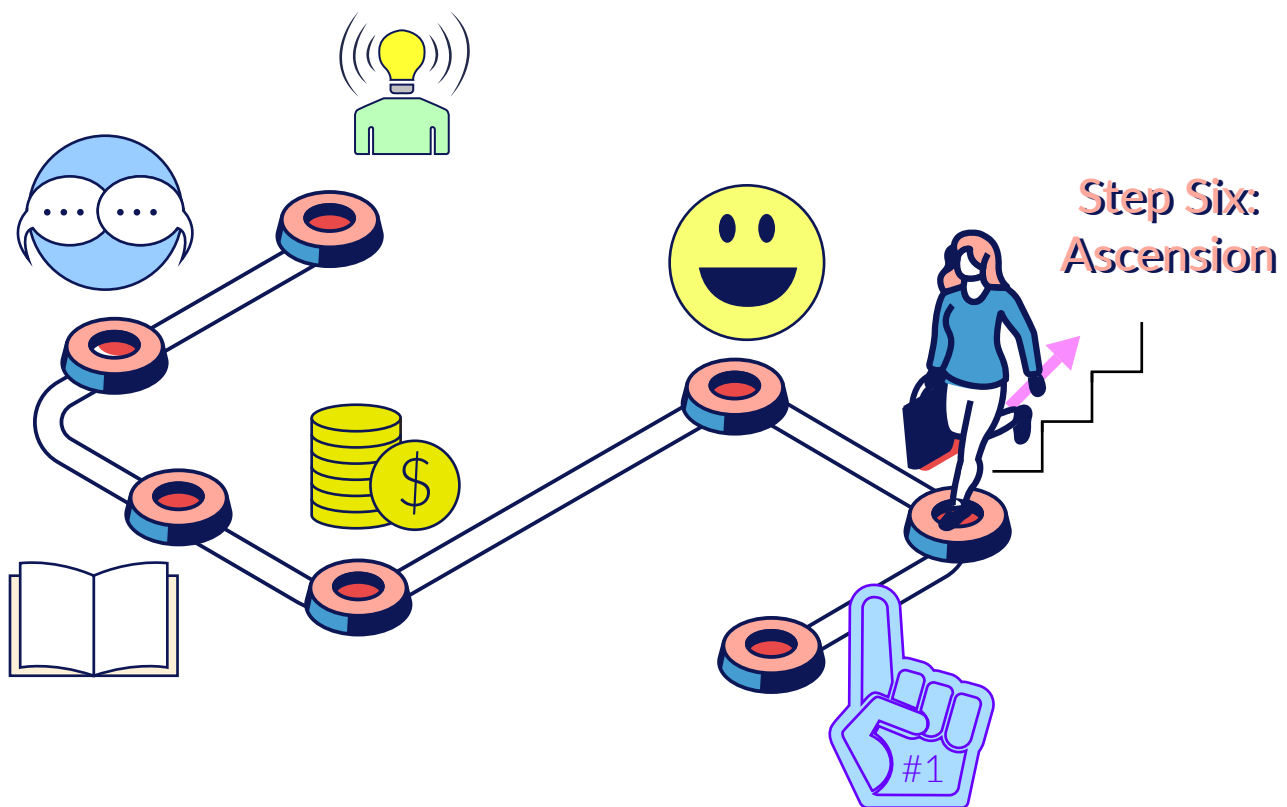


5. Excitement. Now, the customer has your product in their hands or they are using your services. Get them excited about the choice they have made! Having lots of content for your customer to read and engage with helps them understand how great your product or service really is. Train them to use it properly and they will not be able to contain their excitement. 95% of buyers prefer brands that provide content throughout the buying process.



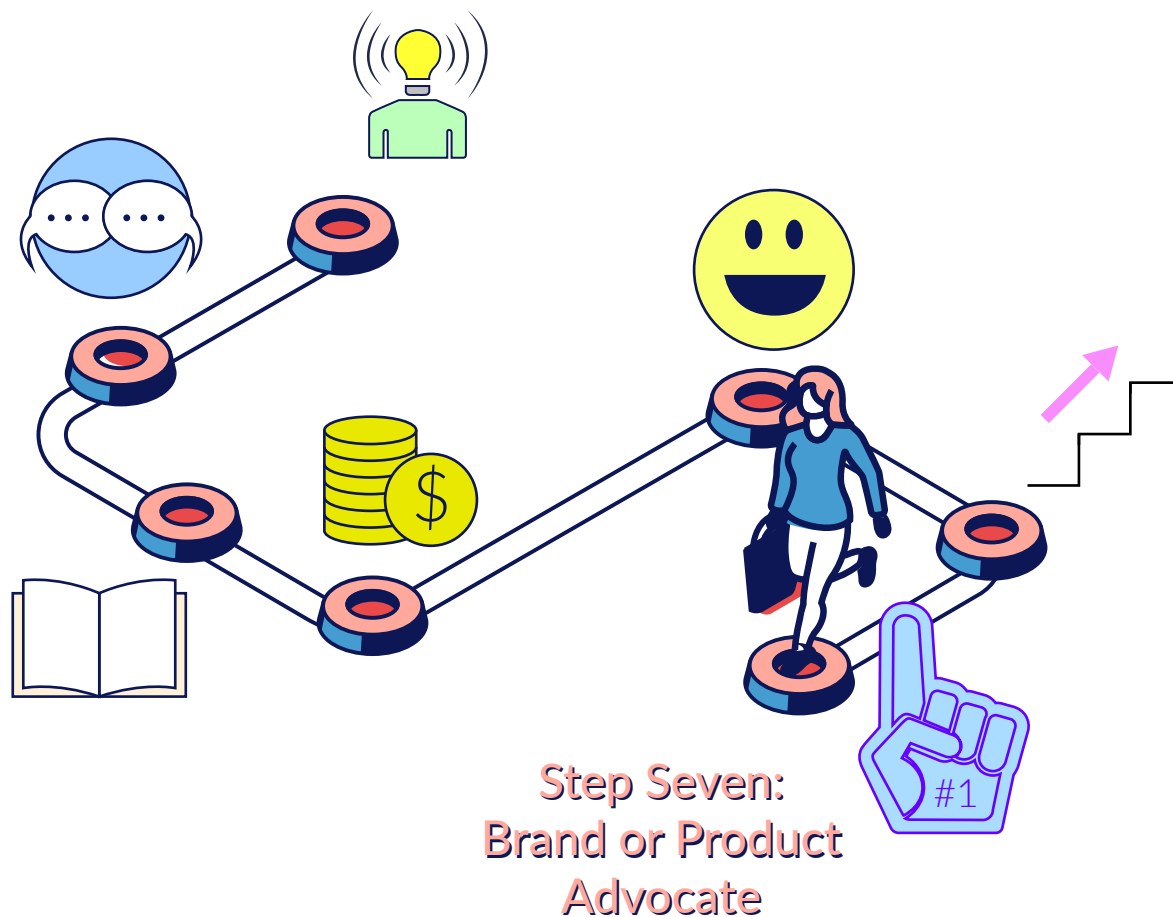


6. Ascension. This is one of the most important steps of The Customer Journey. Not only is your client satisfied with your product or service, they have also come to know and trust your company. Your client is now a loyal follower and has purchased from you repeatedly. He consumes content from every channel available to him. Make sure you are keeping it fresh. New products & quality content is key! 3x more content is sought by a buyer than what is created by an average business.



7. Brand or Product Advocate. Your customer is now out there actively advocating and promoting your brand. Social media posts, Google reviews, and recommendations are just a few of the ways that they'll start marketing for you...for FREE! 91% of consumers say their buying decisions were influenced by online reviews, so this is key. It's important to find your industry's optimal marketing mix for this process. Each part of The Customer Journey is different for every industry. Finding the perfect mix of marketing strategies is key in guiding your customer along.

Testing different marketing combinations could get costly. Luckily, Google has published a great tool, based on a massive amount of data, that can give you a great head start in your marketing efforts (click here to access the Google tool).



# The Customer Journey - For Public Adjusters



# Conclusion

Now that you have, hopefully, read through this eBook and have a decent grasp on the three sections described in the pages above, you can see just how important digital marketing is, not just for your company, but for companies in general. Without marketing your business will not see even a fraction of the growth that many companies employing these techniques see.

SEO is your best friend when marketing to an online generation. Without your website being optimized to outperform and show up every other website like it on the internet you can expect to be on the 3rd page of every search engine receiving only 0.00005% of the internet traffic. Optimizing your page is the first big step you need to take as an online brand to reach the audiences that will aid in your business goals and growth.

SEO Audits are almost as important as SEO itself. How are you supposed to know what to optimize if you do not know what is causing such poor performance? Try to find the problem areas listed above. Do you have dead links? Are your tags relevant? Is your site mobile responsive? These questions, and more, are what you should be doing on a regular basis to ensure your site is on the first page.

Content marketing is a huge part of attracting the right audience to your brand through curated materials that educate and inform. Whether it's whitepapers, eBooks, blogs or articles, utilizing content marketing will help your customer base grow all while educating and informing them.

Part of content is doing your research on what keywords to include on your website to drive the right audience to it. Without the right key-words it will be impossible for a search engine to identify what your website is about or who you are trying to reach. Make sure to understand your keywords. Do your keyword research using aforementioned tools to truly understand how to drive the right traffic to your site.

With research showing that people click on paid ads more than any other digital advertising, PPC is among one of the most important digital marketing techniques out there. By adding ads to sites that your audience frequents you will drive more clicks, more traffic and ultimately, more business.

Finally, the customer journey is not to be understated as a tried and true method of digital marketing. From brand awareness to product advocate, your customers online are just as important as any ad or optimization. Word of mouth online means a lot and with loyal customers you can expect large amounts of growth.

### Helpful Resources:

Blog: How SEO Can Help Maximize Your Profits - [Click Here](#)

Blog: Increase Your Company's Web Visibility with a Pay Per Click Campaign - [Click Here](#)

Blog: Trust Local Management With Your Internet Marketing - [Click Here](#)

Webinar: Digital Marketing and Public Adjusters - [Click Here](#)

Free Website Review by Local Management - [Click Here](#)





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