

Index

A

ad groups, 46, 75, 77–82, 86
aggregators, 130, 135, 145
alt tags, 32–33, 58, 60–62, 67, 87, 200–201
apps, social media, 130, 144, 150
article marketing, 102–104, 234
audience: personas, 4–5, 77; writing for, 28, 84, 121, 143, 169; *see also* visitors
awards, 60, 155–156, 186–190, 222, 238

B

Bing, 12, 39, 50–51, 75, 231
blogging, 97–101, 154, 233; micro-blogs, 96, 137, 140
bounce rate, 89, 91, 209–211, 215, 227
budgets, 7–8, 76, 79, 82–84
buttons, icons and widgets, 94–95, 97–100, 113, 139, 229

C

CMS software, 31–32, 58, 63
content description tags, 52–54

conversion metric, 22, 75, 80, 90–91, 206–207, 227
cost per click, 74–75, 78, 83, 86, 227
CRM tools, 147, 205
CTR (click through rate), 78, 80, 83–84, 206, 227

D

deadlines, 6, 156–158, 169, 183–184, 186
digital marketing (DM), 2, 73, 105, 143–144, 231

Digital Marketing Strategy (DMS), 2–11, 17–18, 90, 220

directories, 11–12, 63–65, 124, 232
domain names, 13, 25, 45, 50, 72, 86

E

eBooks, 101, 104–106, 127, 163, 213–214, 234

editor's notes, 155, 171, 174

email marketing, 194–196, 204–205, 239; mailing lists, 213–217

254 Index

F

Facebook, 94, 120–121, 124–125, 132–137; apps for managing, 144–147; PPC advertising, 82–83, 85

G

geographic targeting, 77, 84, 87, 178

Gigya, 95–97

Google: golden triangle, 15–17; importance, 5, 10, 50, 136; Keyword Tool, 30–41, 38; UK *vs.* US search results, 23, 43; Webmaster Tools, 11, 39, 71

Google AdWords, 12, 15, 20, 74–80, 86, 88

Google Alerts, 8, 102, 146, 190–191, 236

Google Analytics, 69–71, 88–92, 208, 227

Google rankings, 25, 50, 65–66

H

hashtags, 138, 145

headings, 30–31, 46, 55, 170, 227

HubSpot, 73, 109, 146; and blogging, 101, 233; and Facebook, 135, 236

hyperlinks, 32–33, 60, 113, 172; *see also* link building

I

images, 62, 100, 174–175, 180, 198, 201; *see also* alt tags

K

KEI index, 39, 44–45, 227

keyword bidding, 75–76, 78, 83–84, 86

keyword stuffing, 35, 60

keyword tools, 38, 40–47, 231

keywords: effective use, 20, 25–30; long-tail, 21–23, 38, 47–48, 81; metadata, 54–55, 112; niche, 22, 41–42, 44–46, 81–82; performance monitoring, 28–29, 35–36; placement, 29–34; primary and secondary, 29, 31–32, 34, 53–54, 59; specificity, 22, 56

KPIs, 3, 8, 46, 88, 92

L

legislation, 60, 216–217

link building, 10, 51, 62–64

link farms, 64–65

link swaps, 33–34, 51

LinkedIn, 82–83, 85, 124, 130–132, 144–145, 147

M

media relations, 152, 159–160, 177–178, 182, 186, 237–238

metadata, 52–59, 112

metrics, 43–44, 50, 89–90

micro-blogs and microsites, 96, 137, 140, 164

Microsoft Adcentre, 10, 75

N

networking, 122, 142

news wires, 176–177

O

off-line social networking, 126–128

off-page optimisation, 62–65

on-page optimisation, 52–62, 91, 172

online newsroom, 173–176

organic links/searches, 12–17, 20, 50

P

paid search marketing, 13–17

Pay Per Click (PPC), 9–10, 70, 73–86; Google Analytics and, 88, 92; keyword tools, 41, 46–47; social networking tools, 82–88

press kits, 168–169, 173, 176, 183, 237

press releases, 34, 157–159, 168–178, 191, 196

primary keywords, 31–32, 53–54, 59, 143, 172, 225

PRWeb, 170, 237–238

public relations, 152–166, 183–184, 237

R

Return on Investment (ROI), 8, 88, 189, 191, 207

RSS, 99, 141, 228

S

search engine marketing (SEM), 9–10, 70, 74

search engine optimisation (SEO), 9–10, 50–53; on- and off-page, 9, 51; SEO resources, 70–73, 232

search engines, 11–13; keyword tools, 38, 46, 75; *see also* Google

secondary keywords, 19, 29, 54

sitemaps, 67, 70–71, 177

social media, 120, 140–146, 221, 235–237

social networking, 82, 94–95, 120–128, 140–142, 147

256 Index

spamming, 60, 135–136, 170, 172, 239;
email and, 195, 209–212

sponsored links, 12, 14–15, 17, 74, 228;
see also paid search marketing

Sprout Social, 146–149

syndication, 96, 99, 102–104, 146

T

templates, 2–8, 86, 170–171, 193–202,
204

title tags, 29–31, 52–55, 67, 112, 143

Traffic Travis, 46–47

tweets, 13, 101, 120, 137–147

Twitter, 121, 124, 136–140

U

URLs, 13, 30–31, 45

V

video marketing, 108, 114–116,
234–235

viral marketing, 102–104, 112, 200,
206

visitors, thinking like, 24–27, 77, 157,
172, 195

W

webinars, 45, 104, 182, 195, 226

Windows Live Writer, 101, 233

Windows Movie Maker, 116, 235

WordPress, 72, 98, 144, 245

Wordtracker, 38, 41–45, 231

WYSIWYG editors, 33, 62, 204,
229

X

XML, 70–71, 229

Y

Yahoo!, 11, 64, 209, 231, 235; *see also*
search engines

YouTube, 108–114, 136