

# Email Marketing, Analytics & SEO

**PART 1**

**THE FUNDAMENTALS OF EMAIL MARKETING**

**PART 2**

**STEP BY STEP GUIDE TO EMAIL MARKETING**

**PART 3**

**GOOGLE ANALYTICS**

**PART 4**

**SEO**

# **THE BASICS OF EMAIL MARKETING**

# SOME KEY STATS ABOUT EMAIL

- Over 90% of consumers check their emails daily
- Two thirds of customers have made a purchase as a direct result of an email marketing message.
- Email subscribers are 3X more likely to share social content than others

# BENEFITS

- Low Cost - A small monthly subscription in most cases
- Easy to measure results
- Easy to create
- Can be automated
- Email is an “owned” channel, with more control over delivering your message than is available on social media
- Precise - Segment emails based on types of clients and their behaviour

## **BEFORE YOU START**



**DEFINE  
YOUR  
AUDIENCE**

**DEFINE  
YOUR  
VALUE**

**DEFINE  
YOUR  
GOALS**

**REMEMBER: YOU'RE A GUEST IN THEIR INBOX!**



# **A STEP BY STEP GUIDE TO EMAIL MARKETING**

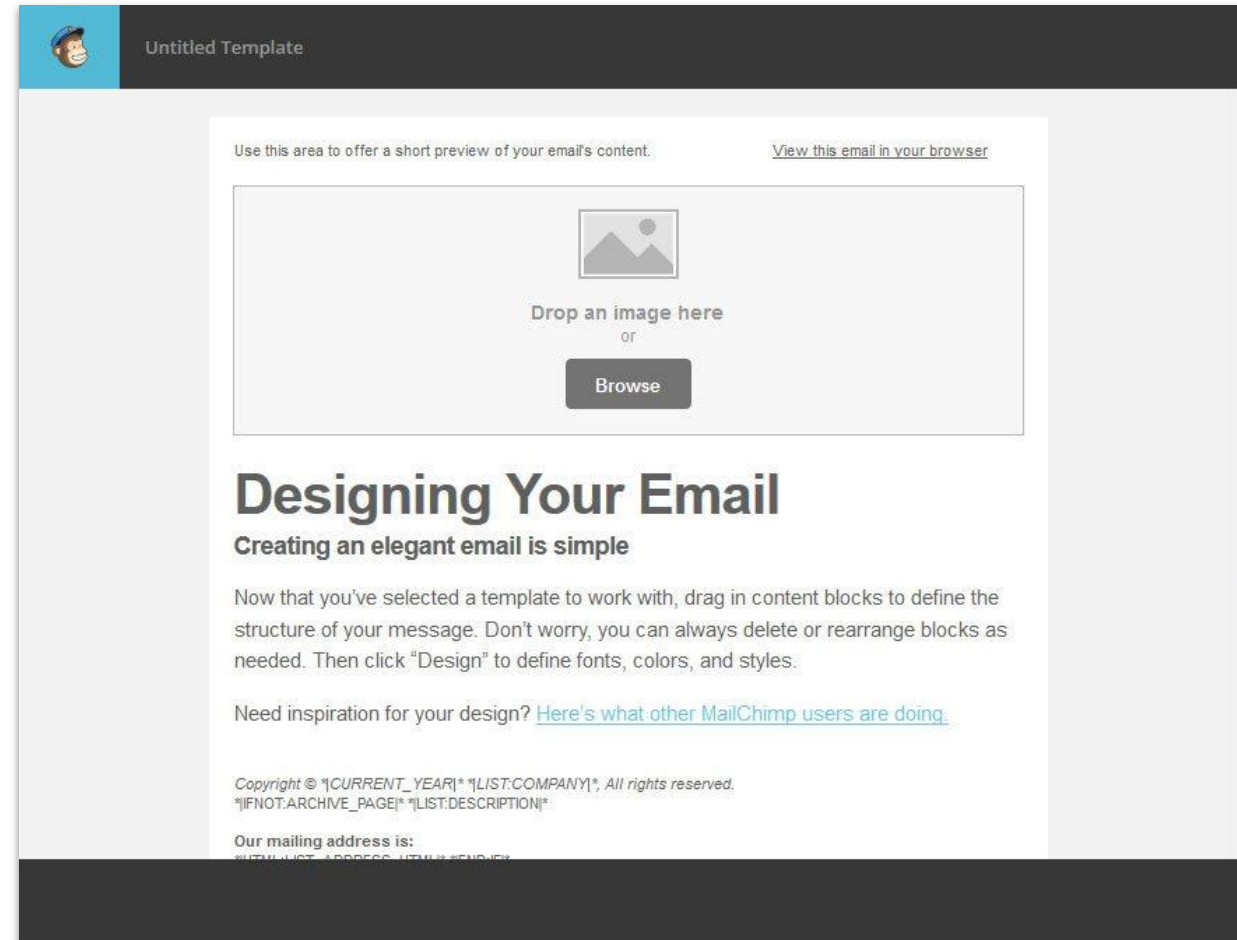
# STEP 1

## CHOOSE AN EMAIL MARKETING PLATFORM

### Popular platforms

- Mailchimp
- SendinBlue
- Mailerlite
- ActiveCampaign

**Our recommendation: Klaviyo for E-Commerce Businesses**





## STEP 2

# CONNECT TO YOUR WEBSITE

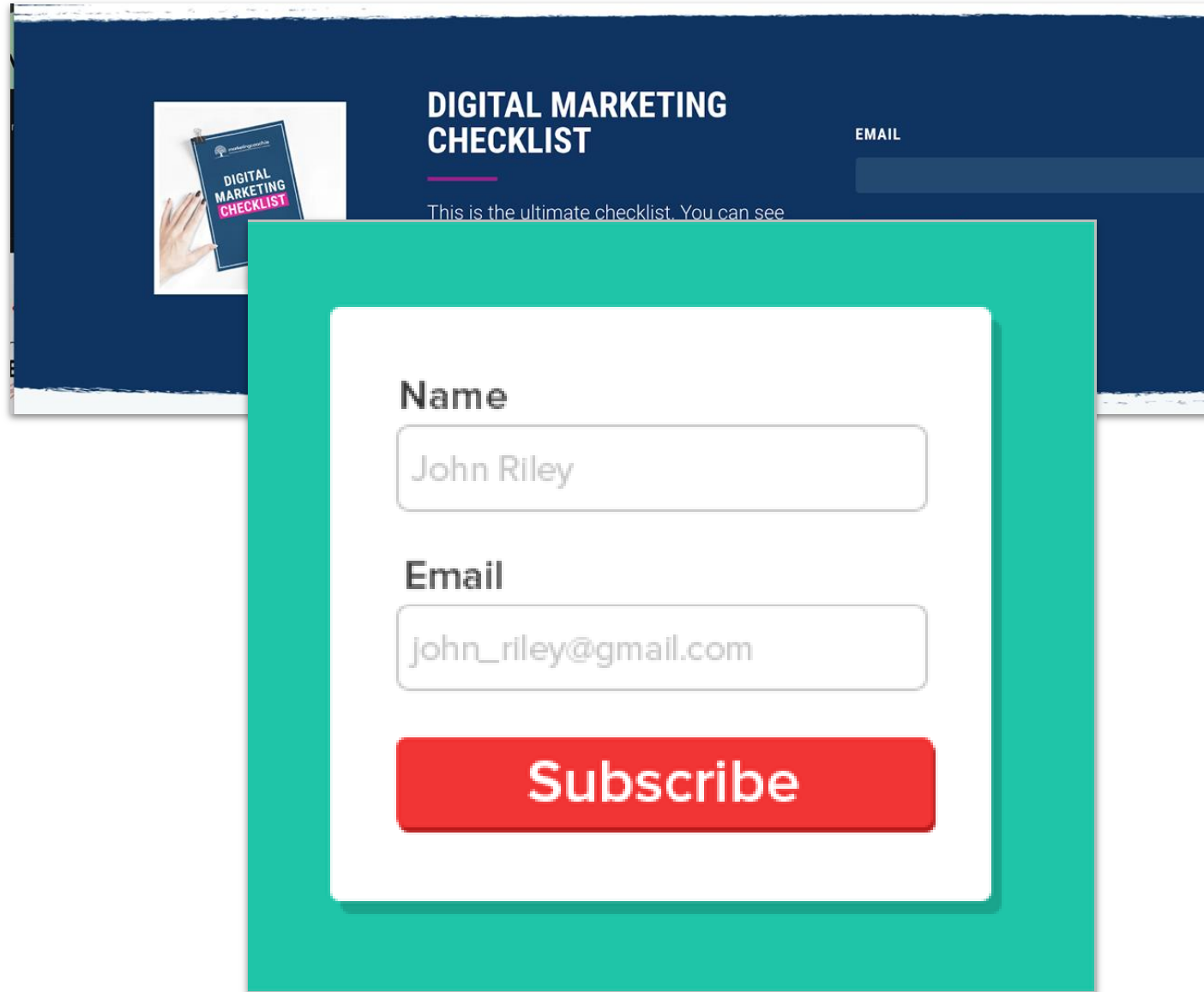
- Popups
- Signup Forms
- Existing Website Forms
- **Note: GDPR Obligations**



# STEP 3

## BUILD AN EMAIL LIST

- **Offer an incentive**
  - Discounts & Offers
  - Videos
  - Free Downloads
  - E-Book/Guide
  - Email Series
- **General Newsletter Signup**



**DIGITAL MARKETING CHECKLIST**

EMAIL

This is the ultimate checklist. You can see

**Name**

John Riley

**Email**

john\_riley@gmail.com

**Subscribe**

# **STEP 4**

## **CREATE YOUR EMAIL CONTENT**

**TYPE 1:  
AUTOMATED  
EMAILS**

**TYPE 2:  
NEWSLETTER  
EMAILS**

# TYPE 1: AUTOMATED EMAILS

- A sequence of emails sent after a user has signed up.
- Types of Automated Emails
  - Welcome Email Sequence
  - Lead Magnet Follow-Up Sequence
  - Email Series
- Takes time in the beginning - but minimal work going forward.

# E-COMMERCE AUTOMATION IDEAS

- Follow up emails
- Abandoned Cart
- Win Back Inactive Customers
- SMS Notifications
- Review Rewards
- Wishlist Marketing
- Birthday Emails
- Card Expiry Notifications
- Personalised Coupons
- Subscriptions Automation
- Refer A Friend
- Automatic VIP

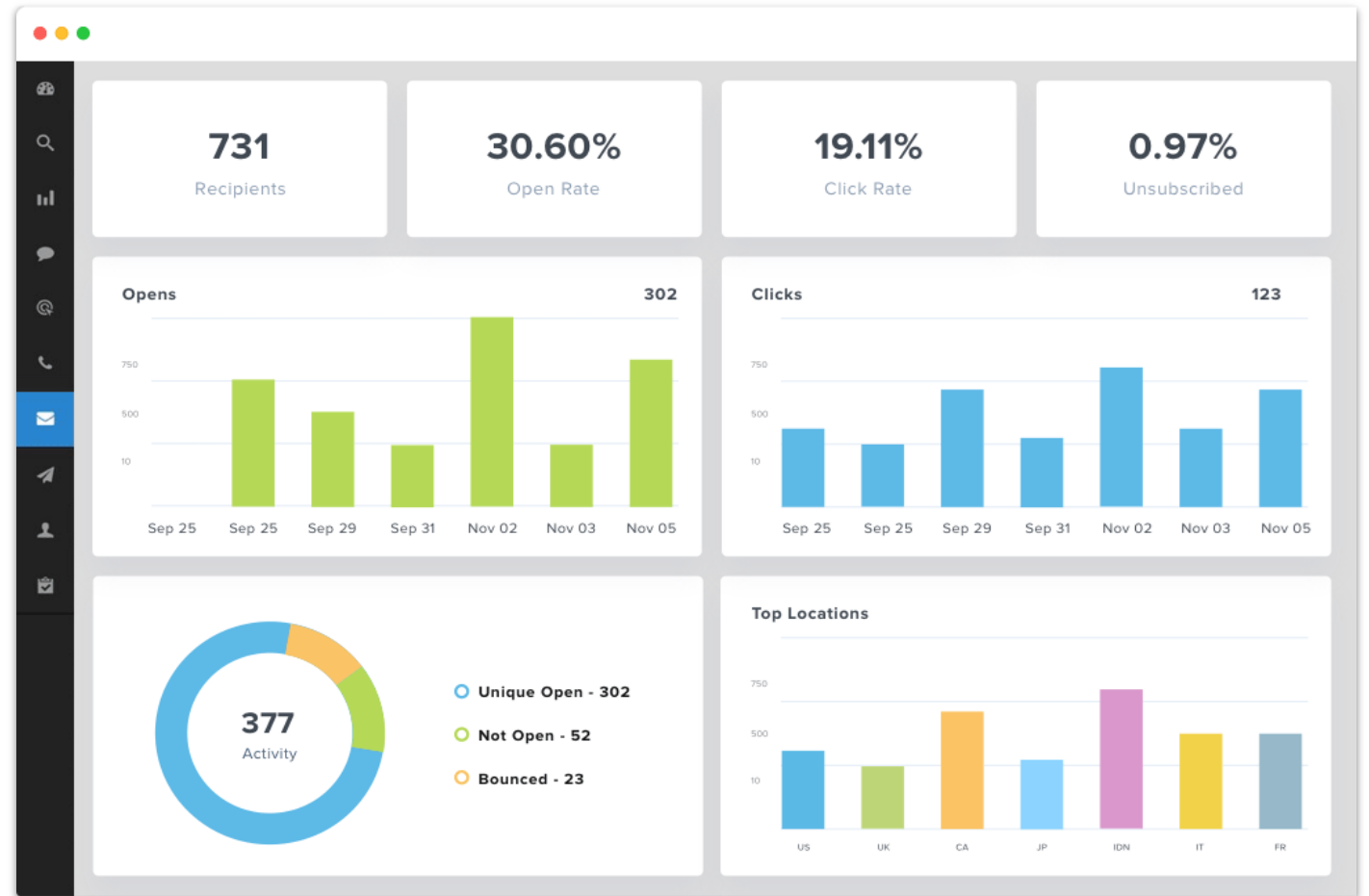
## TYPE 2: NEWSLETTERS

- Mix of valuable content for users, and updates about your practice and team.
- Builds trust & expertise
- Uses a consistent structure
- **Remember to use the content you're already creating**

# STEP 5

## MONITORING & SEGMENTATION

- Key Terms
  - Open Rates
  - Click Through Rate
  - Unsubscribe Rate
- Monitor trends over time
- Segment users by behaviour



# GOOGLE ANALYTICS



## THE BASICS

- Why you need it
- How to get it
- How to use it



**WHY YOU NEED IT**

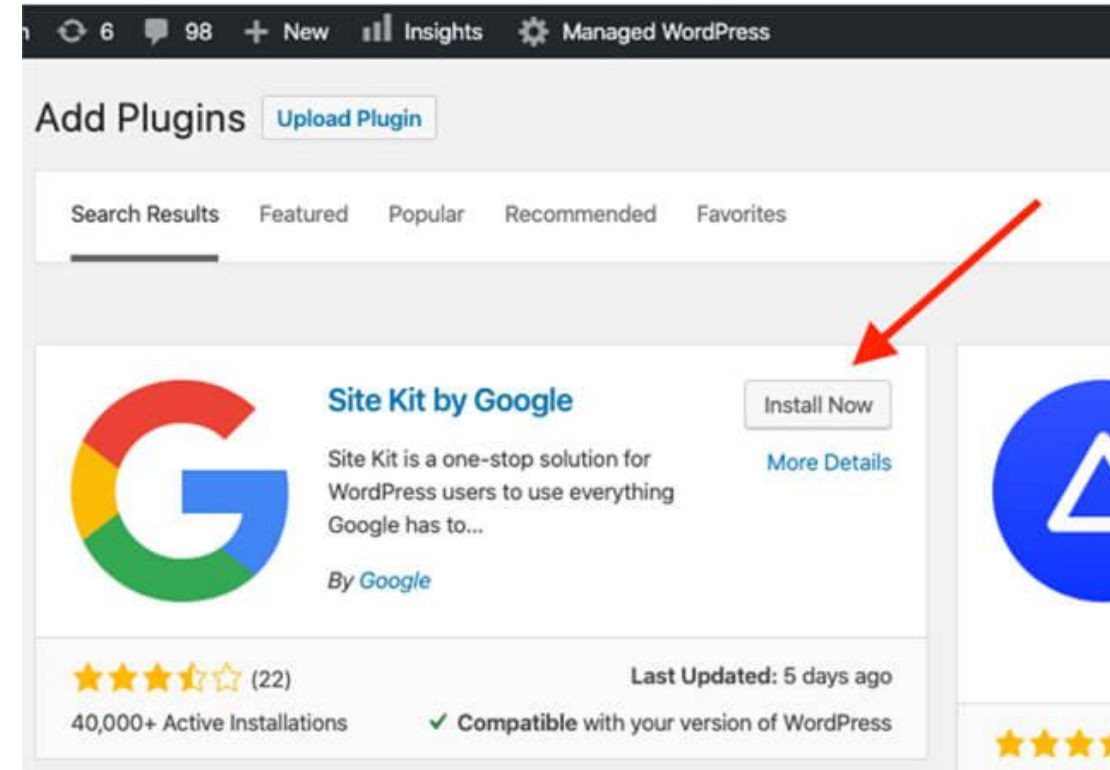
**GOOGLE ANALYTICS GIVES YOU ANSWERS TO  
QUESTIONS ABOUT HOW PEOPLE USE YOUR  
WEBSITE**

- How many people visit my website?
- Where do my visitors live?
- Do I need a mobile-friendly website?
- What websites send traffic to my website?
- What marketing tactics drive the most traffic to my website?
- Which pages are the most popular?

- How many visitors have I converted into leads or customers?
- Where did my converting visitors come from and go on my website?
- How can I improve my website's speed?
- What blog content do my visitors like the most?

# HOW TO GET IT

- First, you might already have it! Check with your website developer
- Wordpress? [Use the Google Site Kit Plugin](#)
- Squarespace? [Use the Squarespace Guide](#)
- Wix? [Use the Wix Guide](#)



## Web Focus / Analytics Toolkit

## PROPERTY

Analytics Toolkit ▾



Property Settings



User Management



Tracking Info

**Tracking Code**

Data Collection

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

## PRODUCT LINKING

## Tracking ID

UA-1228911-36

Your tracker ID

## Status

Receiving traffic in past 48 hours.

3 active users right now. See details in [real-time traffic reports](#).

Send test traffic



## Website tracking

Your tracking code

This is the Universal Analytics tracking code for this property.

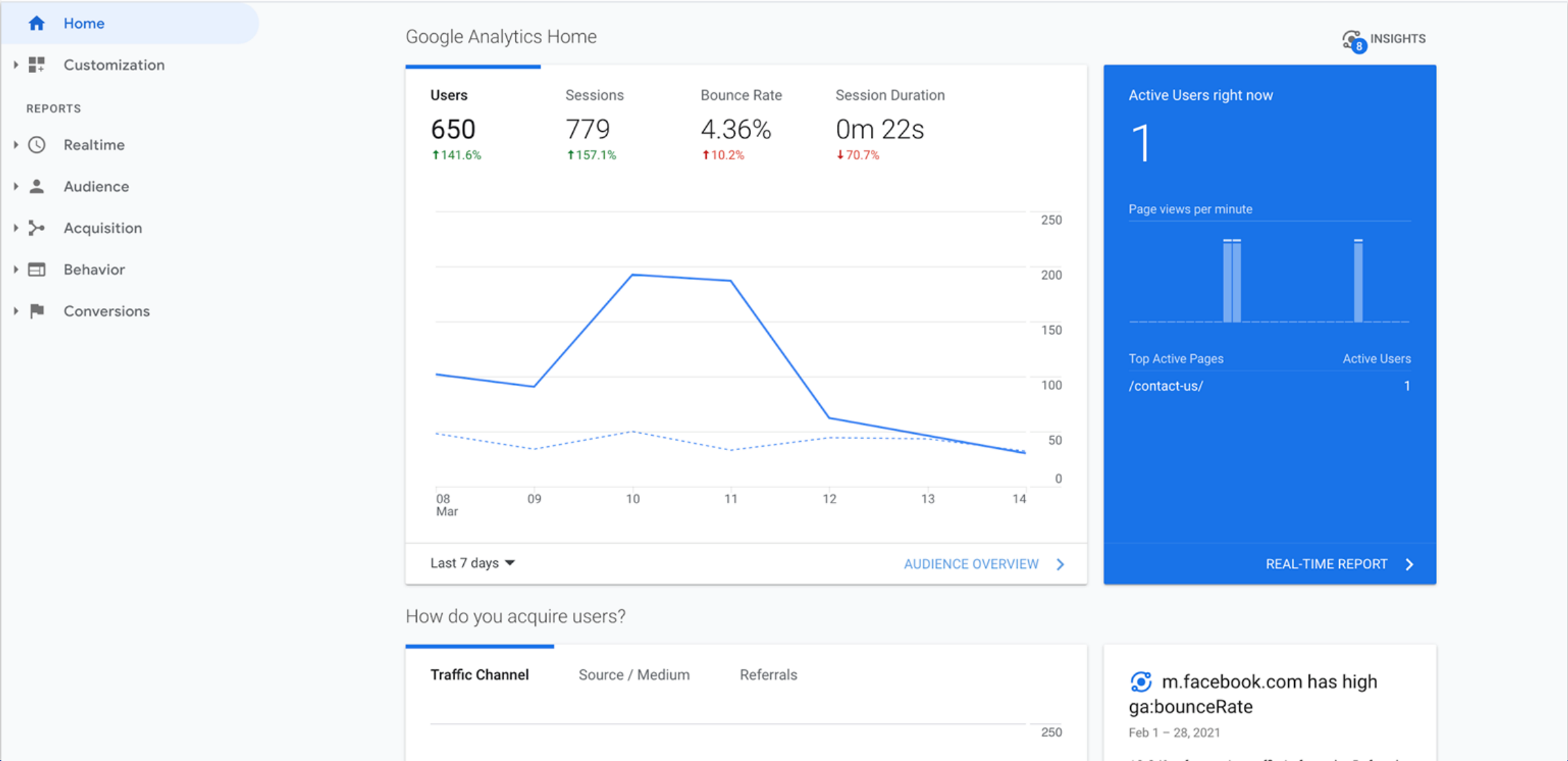
To get all the benefits of Universal Analytics for this property, copy and paste this code into every v

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-1228911-36', 'auto');
ga('send', 'pageview');

</script>
```

# SAMPLE DASHBOARD

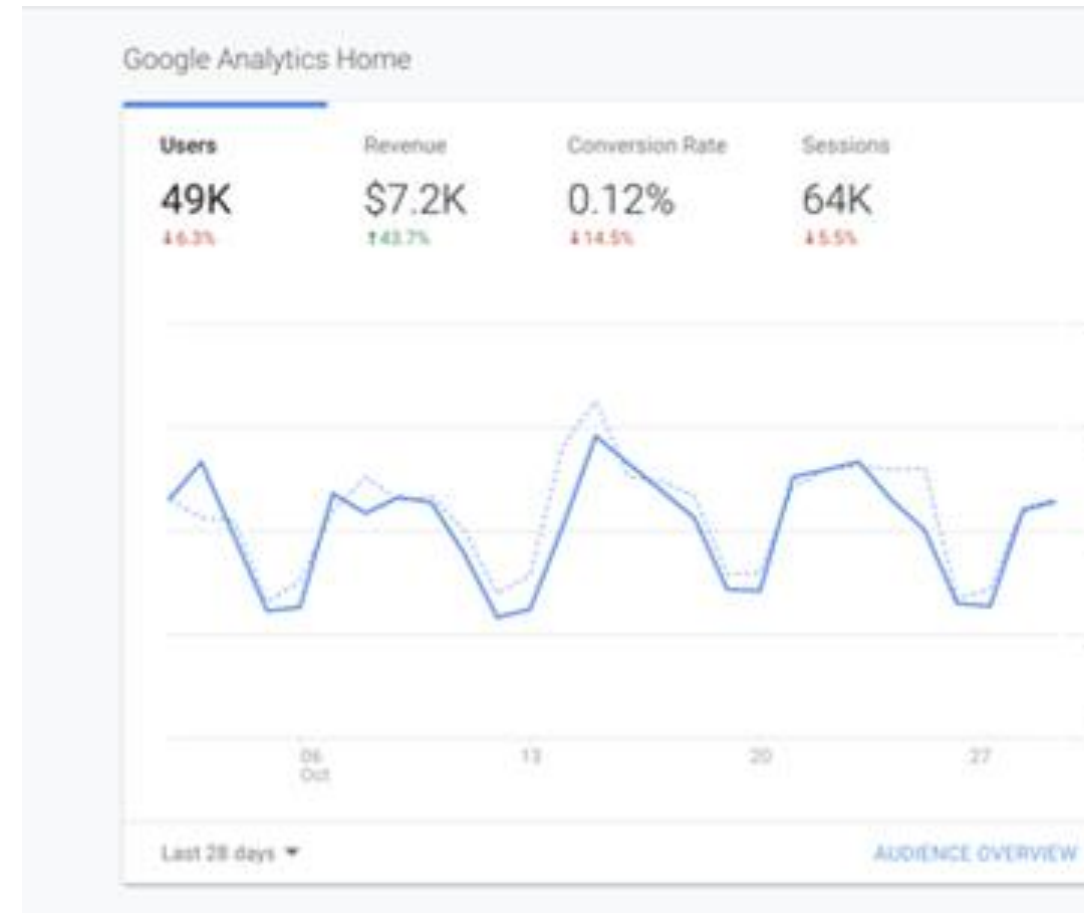


# HOW TO USE IT: 8 ESSENTIAL TERMS

## 1. Sessions vs. Users

Sessions are the amount of times people used the website.

Users are the amount of individuals who visited the website.



# HOW TO USE IT: 8 ESSENTIAL TERMS

## 2. PageViews & Unique Page Views

Page Views are the amount of times page was viewed as expected. Unique page views doesn't count more than one view for each individual, if they visit the page multiple times.

| Primary Dimension: Page Page Title Other ▾           |                                       |  |                             |                  |
|--|---------------------------------------|--|-----------------------------|------------------|
| Plot Rows Secondary dimension ▾ Sort Type: Default ▾ |                                       |  |                             |                  |
| <input type="checkbox"/>                             | Page ?                                | Pageviews ? ↓  | Unique Pageviews ?          | Avg. Time Page ? |
|  |                                       | Pageviews is the total number of pages viewed. Repeated views of a single page counted.<br>100.00% (6,111) | % of Total: 100.00% (4,681) | Avg fo 00        |
| <input type="checkbox"/>                             | 1. /courses/yoast-seo-wordpress-2018/ | 474 (7.76%)  | 367 (7.84%)                 | 00               |
| <input type="checkbox"/>                             | 2. /courses/                          | 454 (7.43%)  | 310 (6.62%)                 | 00               |
| <input type="checkbox"/>                             | 3. /topic/yoast-seo-wordpress-2/      | 246 (4.03%)  | 166 (3.55%)                 | 00               |
| <input type="checkbox"/>                             | 4. /topic/yoast-seo-wordpress/        | 218 (3.57%)  | 149 (3.18%)                 | 00               |



# HOW TO USE IT: 8 ESSENTIAL TERMS

## 3. New vs Returning Users

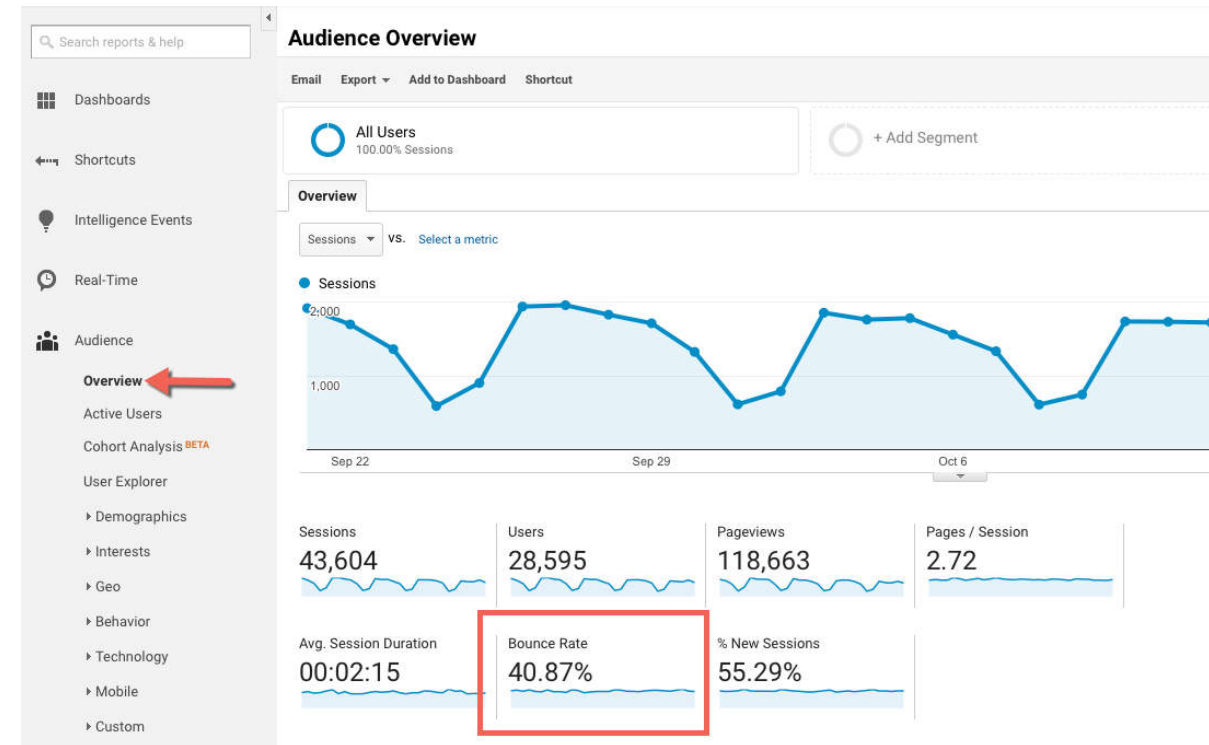
How many users are here for the first time, and how many have been here before?

| User Type ?          | Acquisition                               |   |   |  |
|----------------------|---|---|---|--|
|                      | Users ? ↓                                 | New Users ?                             | Sessions ?                                |  |
|                      | ? 9,947<br>% of Total:<br>100.00% (9,947) | 9,276<br>% of Total:<br>100.00% (9,276) | 13,443<br>% of Total:<br>100.00% (13,443) |  |
| 1. New Visitor       | 9,167 (80.26%)                            | 9,276 (100.00%)                         | 9,229 (68.65%)                            |  |
| 2. Returning Visitor | 2,254 (19.74%)                            | 0 (0.00%)                               | 4,214 (31.35%)                            |  |

# HOW TO USE IT: 8 ESSENTIAL TERMS

## 4. Bounce Rate and Exit Rate.

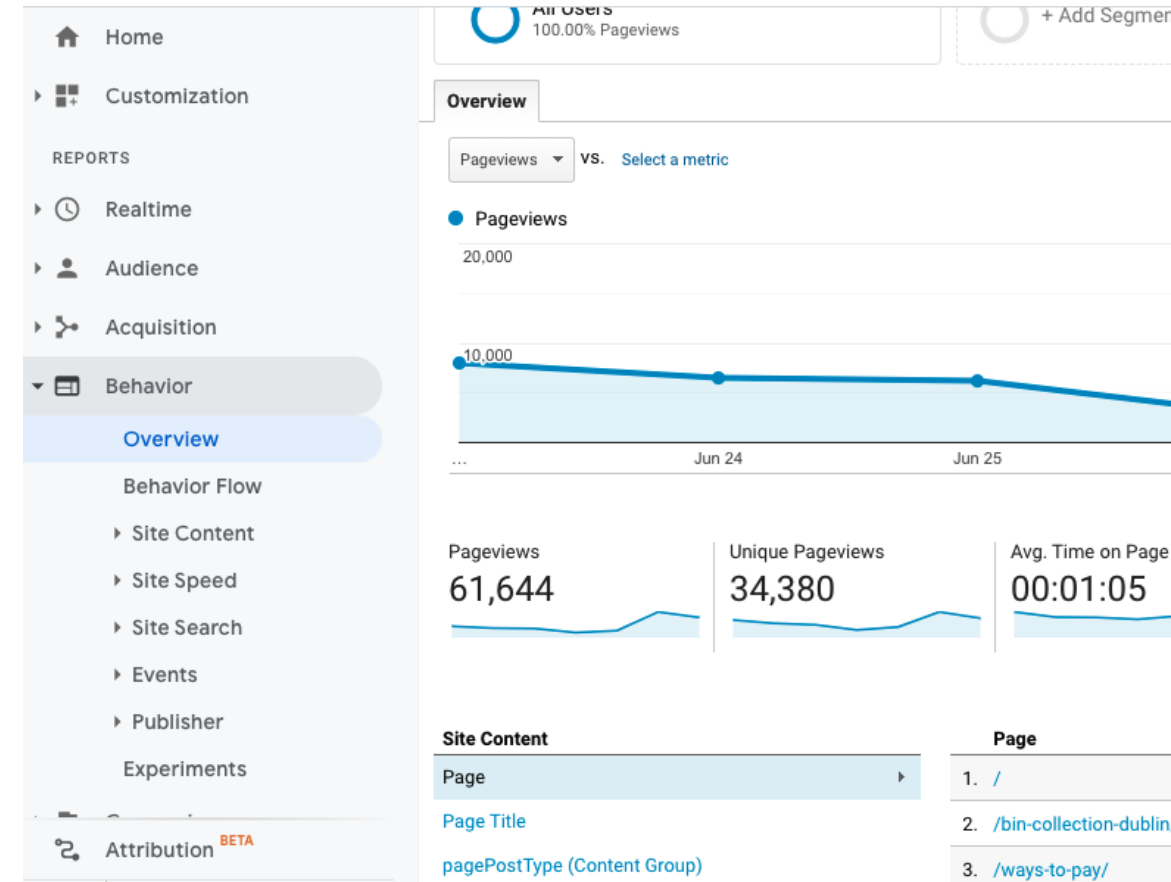
Bounce rate countries the percentage of users who leave after seeing a single page. Exit rate shows the amount of people who left the website after visiting a particular page.



# HOW TO USE IT: 8 ESSENTIAL TERMS

## 5. Average Time on Site

How long did users spend on the website before they left?



# HOW TO USE IT: 8 ESSENTIAL TERMS

## 6. Traffic Sources

Where did your website visitors come from?

Eg. Google , Direct, Social , Referral

| <input type="checkbox"/> | Default Channel Grouping | Acquisition                                  |  |   |
|--------------------------|--------------------------|--|--|---|
|                          |                          | Sessions ? ↓                                 | % New Sessions ?                             | New Users ?                             |
|                          |                          | 12,075<br>% of Total:<br>100.00%<br>(12,075) | 79.31%<br>Avg for View:<br>79.31%<br>(0.00%) | 9,577<br>% of Total:<br>100.00% (9,577) |
| <input type="checkbox"/> | 1. Organic Search        | 8,794 (72.83%)                               | 84.97%                                       | 7,472 (78.02%)                          |
| <input type="checkbox"/> | 2. Email                 | 1,407 (11.65%)                               | 75.05%                                       | 1,056 (11.03%)                          |
| <input type="checkbox"/> | 3. Referral              | 914 (7.57%)                                  | 66.52%                                       | 608 (6.35%)                             |
| <input type="checkbox"/> | 4. Direct                | 736 (6.10%)                                  | 52.72%                                       | 388 (4.05%)                             |
| <input type="checkbox"/> | 5. Social                | 206 (1.71%)                                  | 22.82%                                       | 47 (0.49%)                              |

# HOW TO USE IT: 8 ESSENTIAL TERMS

## 7. Referral Sources

What other websites sent users to your website?  
Eg. ISCP, Local Directories, Facebook

| Source ?                   | Acquisition                              |  |  | Behavior                                  |  |
|----------------------------|--|--|--|---|--|
|                            | Sessions ? ↓                             | % New Sessions ?                           | New Users ?                              | Bounce Rate ?                             | Pages / Session ?                      |
|                            | 21,409<br>% of Total:<br>29.66% (72,181) | 65.93%<br>Avg for View:<br>71.83% (-8.21%) | 14,116<br>% of Total:<br>27.22% (51,851) | 44.64%<br>Avg for View:<br>44.49% (0.34%) | 4.72<br>Avg for View:<br>4.78 (-1.21%) |
| 1. youtube.com             | 9,793 (45.74%)                           | 93.51%                                     | 9,157 (64.87%)                           | 68.58%                                    | 1.9                                    |
| 2. mall.googleplex.com     | 6,429 (30.03%)                           | 36.97%                                     | 2,377 (16.84%)                           | 14.36%                                    | 8.6                                    |
| 3. sites.google.com        | 1,334 (6.23%)                            | 26.16%                                     | 349 (2.47%)                              | 22.34%                                    | 7.2                                    |
| 4. analytics.google.com    | 976 (4.56%)                              | 50.72%                                     | 495 (3.51%)                              | 48.05%                                    | 2.9                                    |
| 5. moma.corp.google.com    | 609 (2.84%)                              | 32.02%                                     | 195 (1.38%)                              | 24.63%                                    | 6.4                                    |
| 6. google.com              | 392 (1.83%)                              | 84.95%                                     | 333 (2.36%)                              | 43.11%                                    | 5.2                                    |
| 7. quora.com               | 243 (1.14%)                              | 81.07%                                     | 197 (1.40%)                              | 54.32%                                    | 2.5                                    |
| 8. siliconvalley.about.com | 199 (0.93%)                              | 89.45%                                     | 178 (1.26%)                              | 28.64%                                    | 5.2                                    |
| 9. mail.google.com         | 158 (0.74%)                              | 17.09%                                     | 27 (0.19%)                               | 35.44%                                    | 6.2                                    |
| 10. facebook.com           | 143 (0.67%)                              | 46.15%                                     | 66 (0.47%)                               | 59.44%                                    | 4.2                                    |

# Google Analytics Demo

# Search Engine Optimisation

# Search Engine Optimisation

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1. Search the keyword(s) you want your page to rank for
2. Identify which pages are ranking highly for those keywords
3. Determine what qualities those pages possess
4. Create content that's better than that!

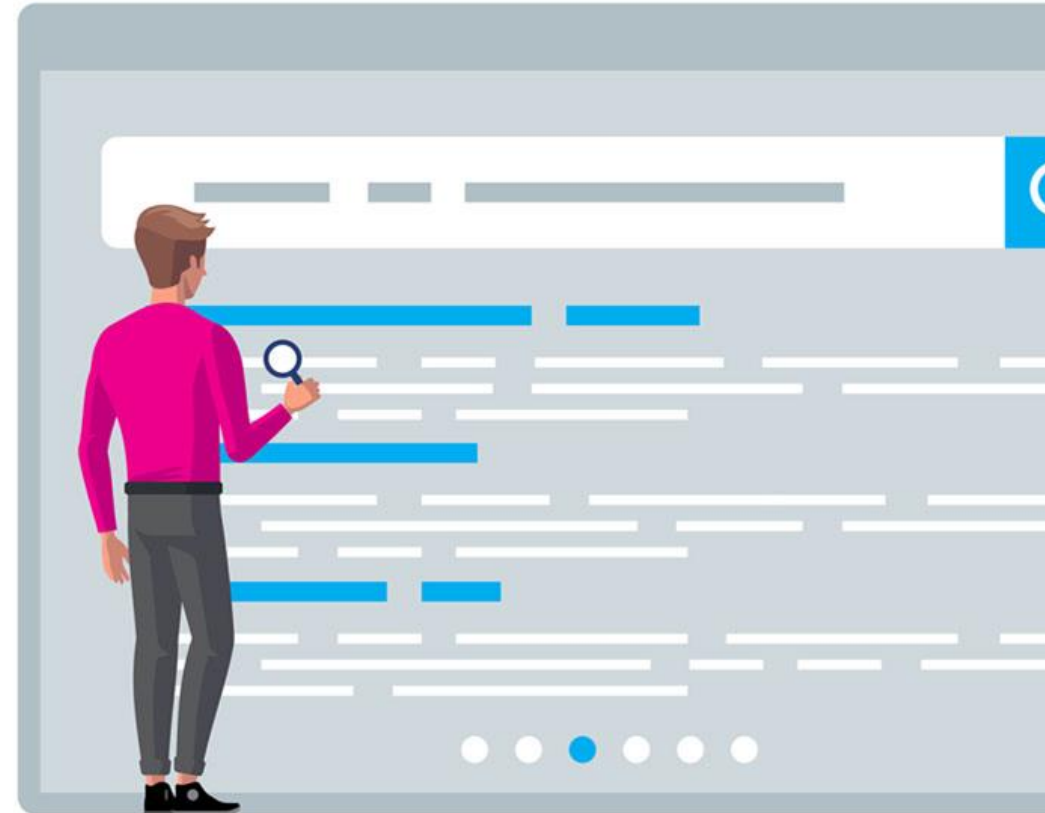




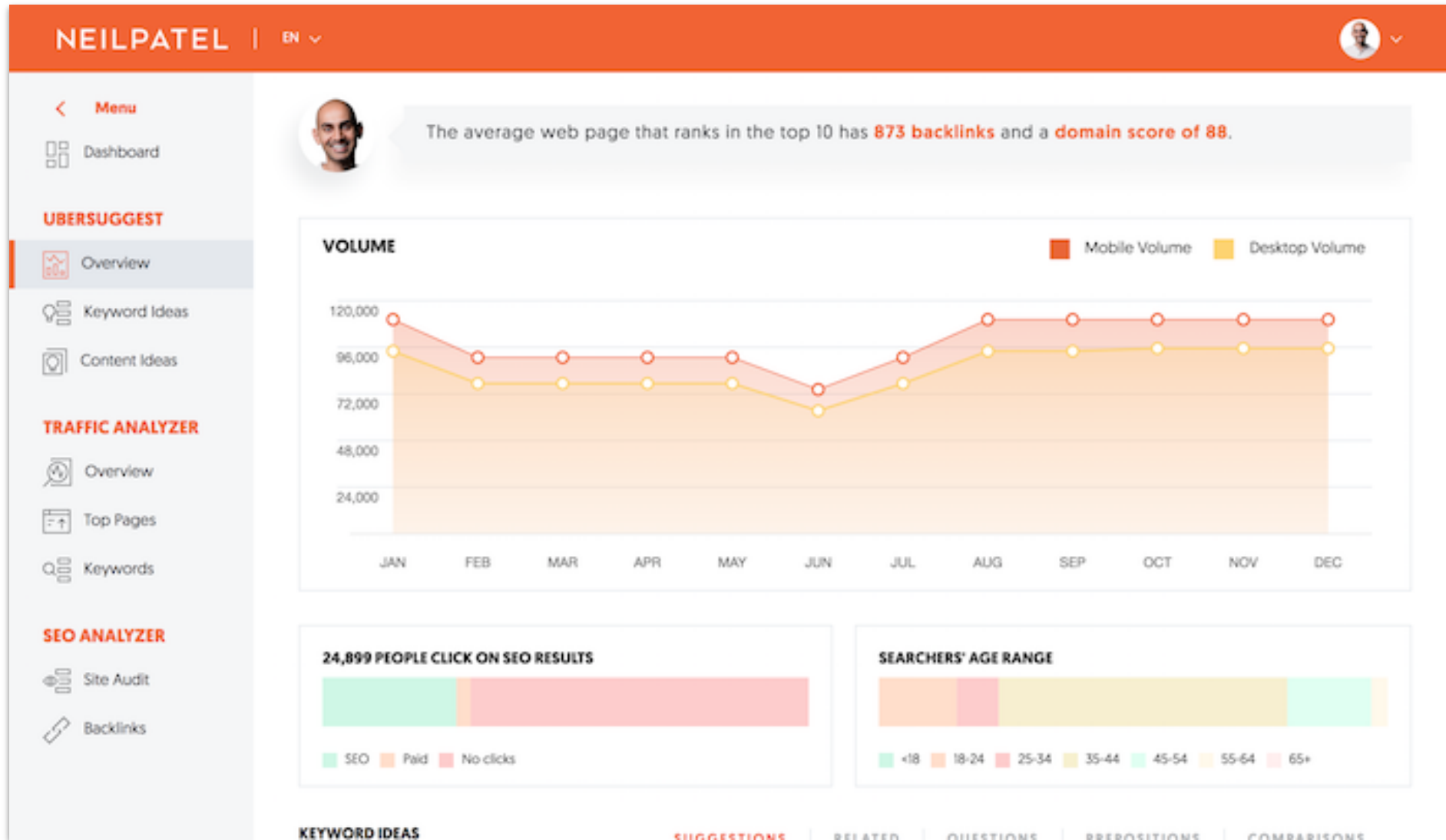
# Keyword Research

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- Start by asking questions - refer back to personas
- **Key to valuable keywords - Volume & Intent**
- Long tail keywords
- Types of queries
  - Information-Based
  - Navigation
  - Transactional “Buy X”
  - Commercial eg. Product Comparison
  - Local



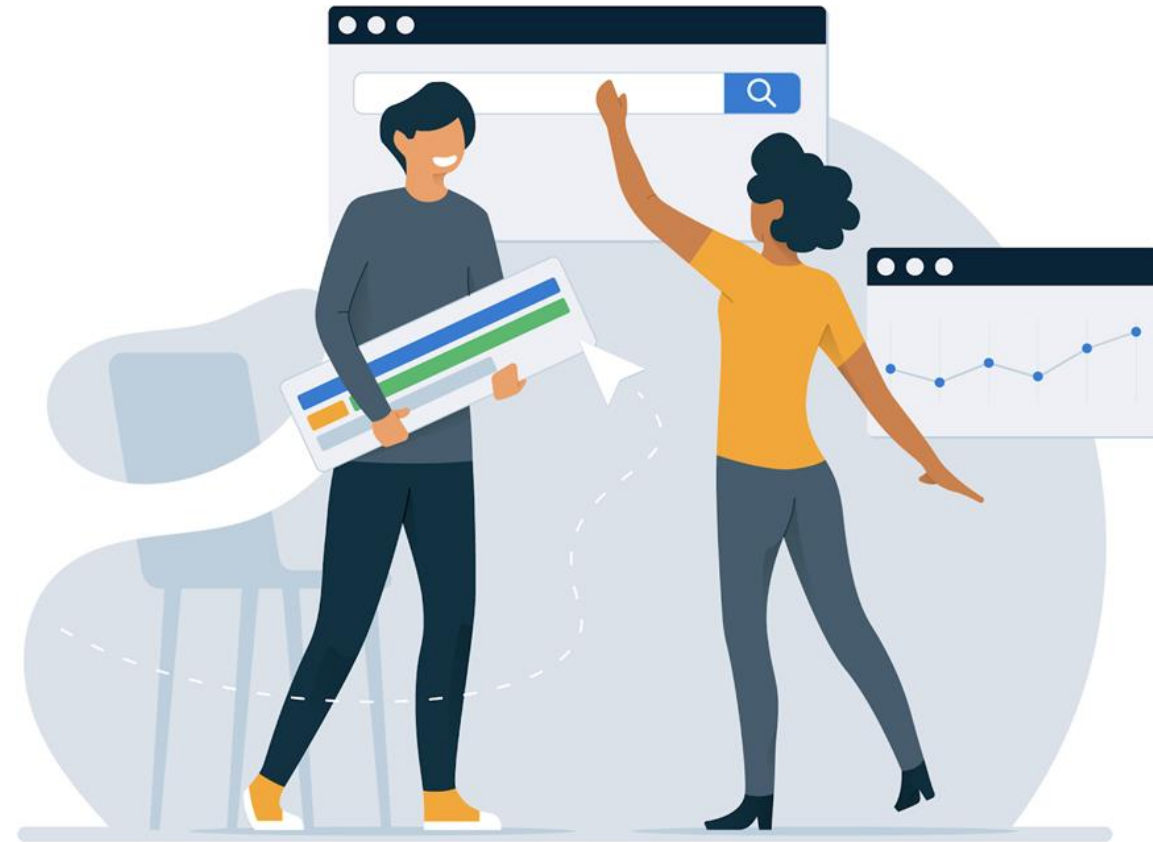
# Keyword Planning Tool: UberSuggest



# On-Page SEO

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1. Apply your keyword research
2. Avoid low-value tactics
  - a. Thin content
  - b. Keyword stuffing
  - c. Auto Generated or duplicated content
3. Mobile Responsiveness



# Content Marketing & Link Building

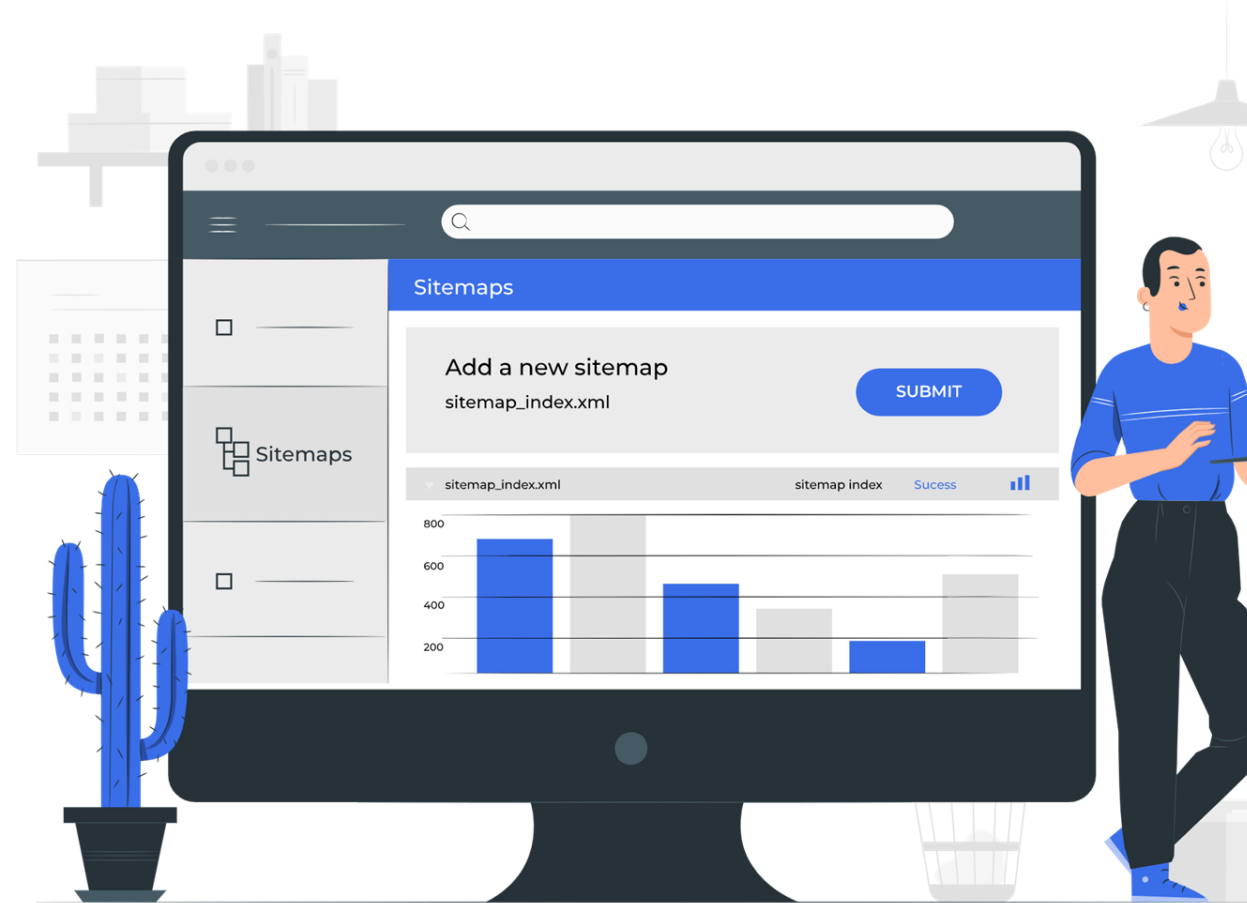
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1. Also informed by keyword research
2. Link-building - The more you're linked to, the better!
  - a. Authority of Page
  - b. Authority of the Site
  - c. Relevancy of the Site
  - d. Link Position on the Page
3. Encourage linking
  - a. Unique content
  - b. Include visuals
  - c. List Posts



# Technical Considerations

- Security (SSL Certificate)
- Speed - Google Page Speed Insights
- Mobile Responsiveness
- Content Based
  - Header Tags
  - Internal Links
  - Redirection
  - Image Optimisation & Alt Text



# Yoast SEO Demo

# Thanks For Listening

Have any questions? Feel free to reach out  
and we'd be happy to clarify.