



European Union

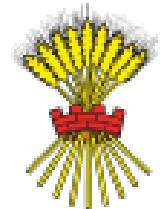
European Regional
Development Fund

Reopening High Street Safely



HM Government

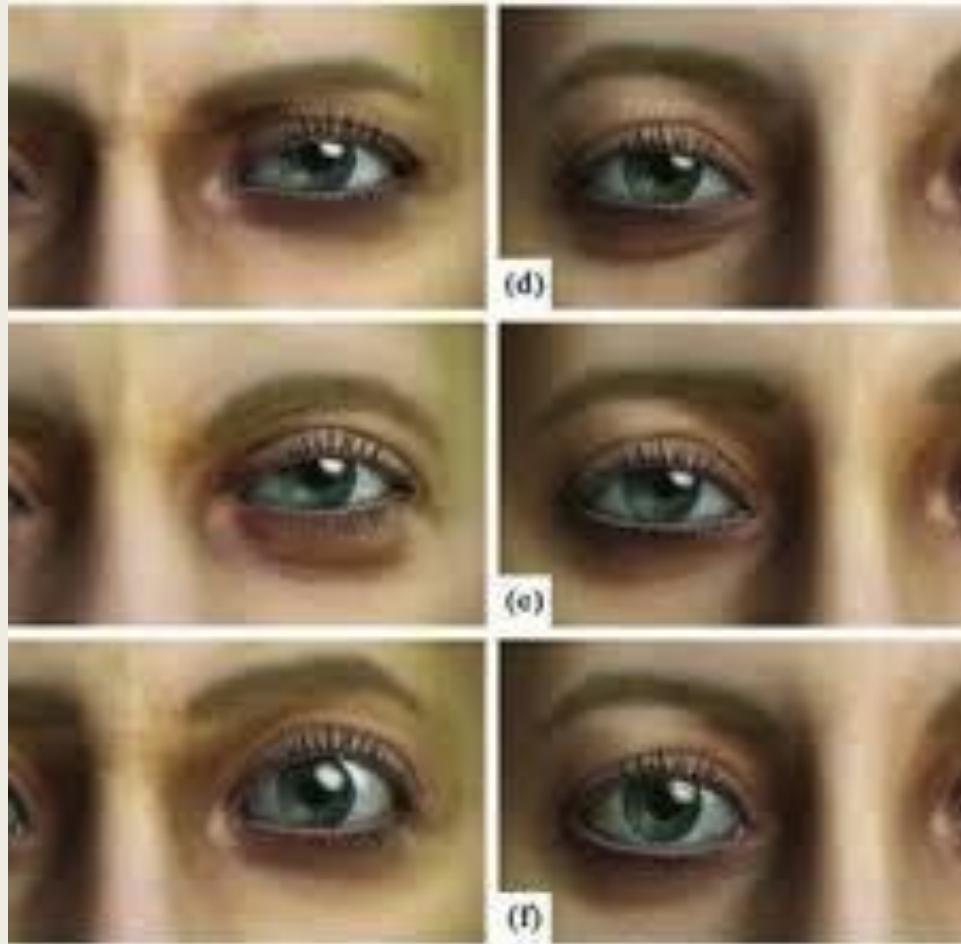
RYEDALE
DISTRICT
COUNCIL





DIGITAL MARKETING IS ANY
FORM OF MARKETING
PRODUCTS OR SERVICES THAT
INVOLVES ELECTRONIC DEVICES.





Benefits of Digital Marketing



Building brand awareness by putting your stamp on the web



Engaging prospective customers and generating leads

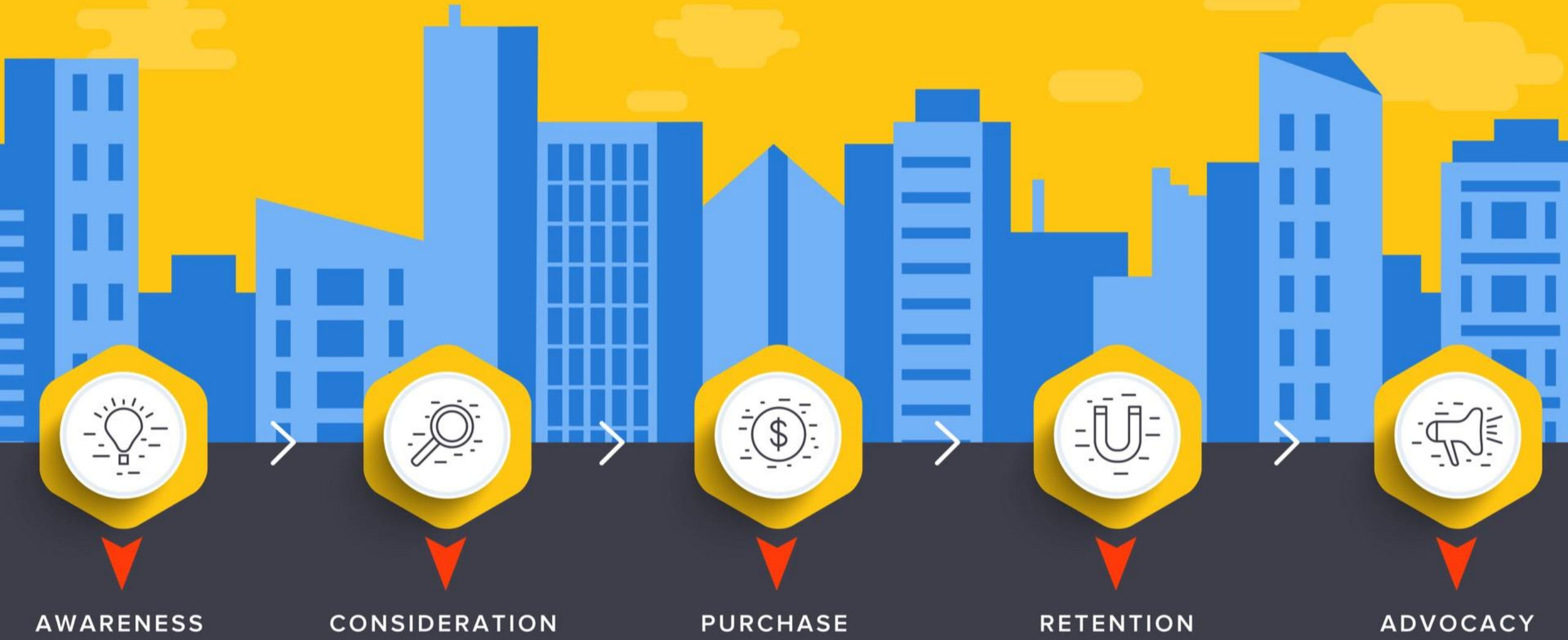


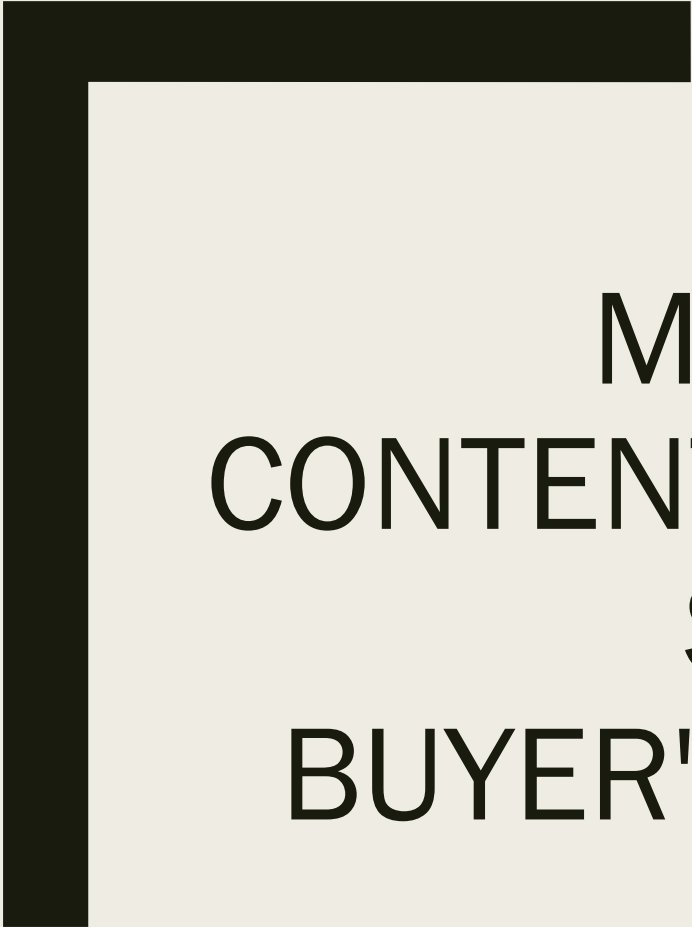
Deepening customer relationships and building a loyal customer base



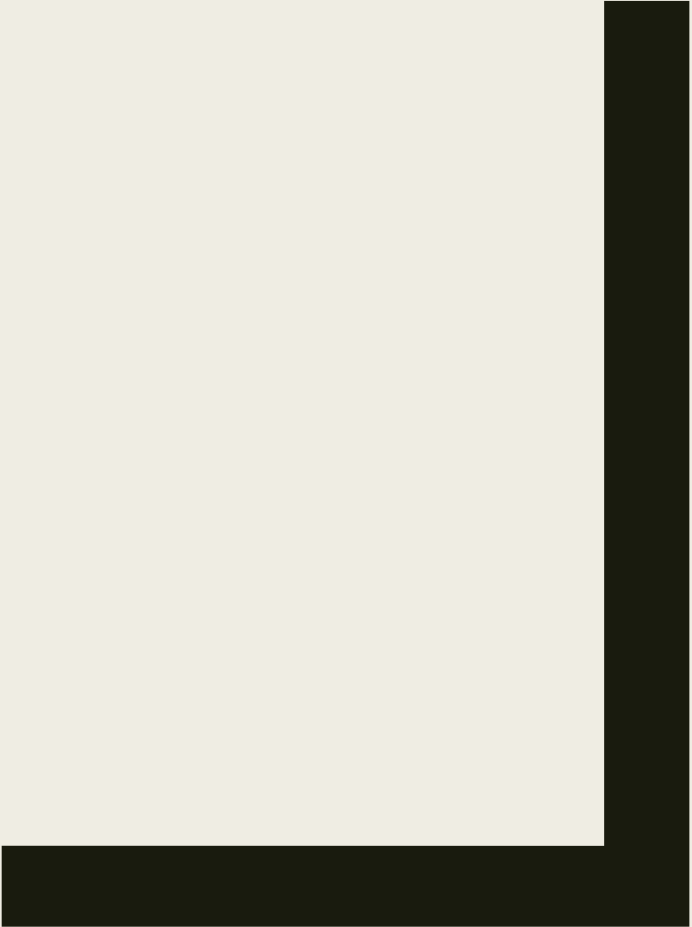

Guiding customers through the marketing funnel

Customer journey





MATCH YOUR
CONTENT TO EVERY
STAGE OF A
BUYER'S JOURNEY

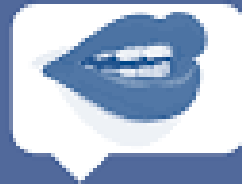








SOCIAL



PROOF

Social Proof



REVIEWS



TRADE
ASSOCIATIONS



BRAND
AMBASSADORS



Local Search



WHAT MAKES A
GREAT WEBSITE?

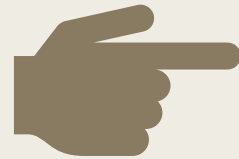
Digital Marketing (Online)

- Email Marketing
- Website
- Search Engine Optimisation

SEO



On-page SEO



Off-page SEO



Technical SEO

Keywords

Google keyword tool



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graph TD; A[Google keyword tool] --> B[Moz Explorer]; B --> C[SEM Rush]; C --> D[Uber Suggest];
```

Moz Explorer

SEM Rush

Uber Suggest

The image shows a Google search result for the query "where to watch chernobyl". The search bar at the top contains the text "where to watch chernobyl". Below the search bar, navigation links for "All", "News", "Videos", "Images", "Shopping", "More", "Settings", and "Tools" are visible. The search results show "About 44,800,000 results (0.43 seconds)". The top result is for "Watch Chernobyl - Season 1 | Prime Video - Amazon.com" with the URL "https://www.amazon.com/Chernobyl-Season-1/dp/B07PLKDX7P". Below the URL, it shows a rating of "★★★★★ Rating: 4.8 - 561 reviews" and a meta description: "This five-part miniseries dramatizes the story of the 1986 nuclear accident, one of the worst man-made catastrophes in history. Jared Harris, Stellan Skarsgard and Emily Watson star. ... Plant workers and firefighters put their lives on the line to control a catastrophic 1986 explosion ...". Two red callout boxes with white text and arrows point to the title and the meta description. The first callout box points to the title and contains the text "Page Title (or 'Title Tag')". The second callout box points to the meta description and contains the text "Meta Description".

Google

where to watch chernobyl

All News Videos Images Shopping More Settings Tools

About 44,800,000 results (0.43 seconds)

Watch Chernobyl - Season 1 | Prime Video - Amazon.com

https://www.amazon.com/Chernobyl-Season-1/dp/B07PLKDX7P

★★★★★ Rating: 4.8 - 561 reviews

This five-part miniseries dramatizes the story of the 1986 nuclear accident, one of the worst man-made catastrophes in history. Jared Harris, Stellan Skarsgard and Emily Watson star. ... Plant workers and firefighters put their lives on the line to control a catastrophic 1986 explosion ...

Page Title (or "Title Tag")

Meta Description

OPTIMISE TITLES

Optimise Page Content


Header Tags – H1, H2,
H3 etc






Body Content – the text
on the page

Images – Alt text

PPC

PAY PER CLICK



 <p>Silver-Plated Taper Holder... \$59.00 Pottery Barn In store</p>	 <p>Mercury Glass Candlestick A... \$24.99 World Market Special offer</p>	 <p>Wood Candle Holder 52759 \$68.00 Lowe's</p>	 <p>Antiqued Wood Candle Hold... \$60.99 Overstock...</p>	 <p>Gaiam Recycled Alu... \$20.99 Gaiam</p>
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Candle Holders Overstock™ - overstock.com ⓘ

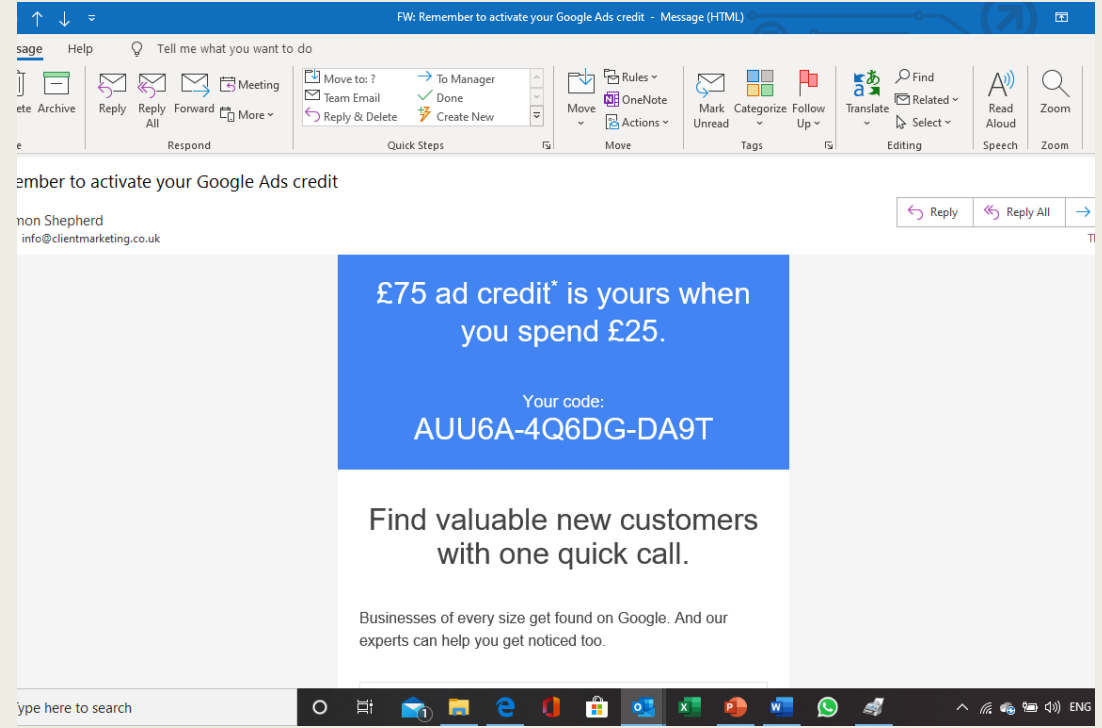
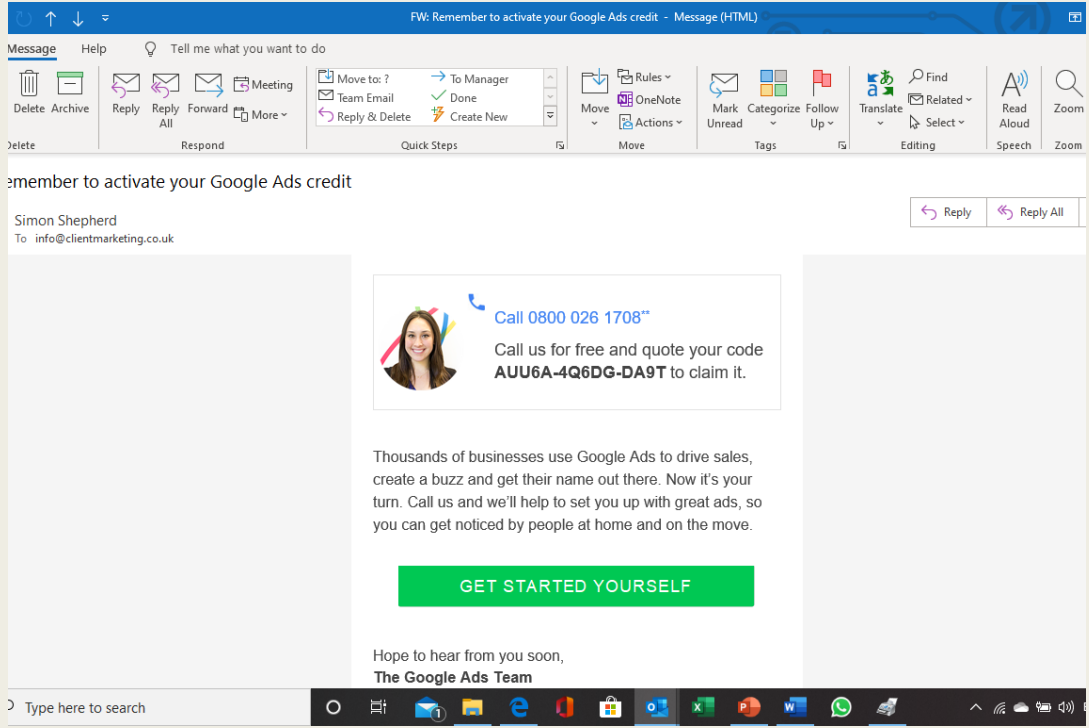
Ad www.overstock.com/Home

4.6 ★★★★★ rating for overstock.com

Huge Selection of Candle Holders. Everyday Free Shipping Over \$50!
99% on-time shipping - 5% rewards with Club O

Ratings: Prices 9/10 - Selection 9/10 - Website 9/10 - Returns 9/10

[Candles & Holders](#) [Pillar Holders](#)
[Flameless Candles](#)



SPEND WITH GOOGLE



PAID SEARCH ADS

Why has the Mediterranean turned into the Dead Sea?



FIND OUT ▶

The Telegraph

Search - enhanced by OpenText

Thursday 09 July 2015

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 - South America
 - Central Asia
 - KCL Big Question
 - Expat
 - Honduras
- France
 - Francois Hollande
 - Germany
 - Angela Merkel
 - Russia
 - Vladimir Putin
 - Greece
 - Spain
 - Italy

HOME • NEWS • WORLD NEWS • EUROPE • ITALY

Mediterranean migrant death toll '30 times higher than last year': as it happened

More than 1,750 migrants perished in the Mediterranean since the start of the year - more than 30 times higher than during the same period of 2014, says the International Organisation for Migration

- f 719
- t 616
- p 0
- in 38
- 1K
- Email

The Telegraph

Like Page 2.4m likes

FOR THE BEST REPORTING, COMMENT

Search Ads v Display ads

- High Volume
- Work well for Immediate services i.e. Plumber
- Less Budget

- Brand
- Flexible
- Re Marketing

Digital Marketing (Online)

- Email Marketing
- Website
- Search Engine Optimisation
- Pay Per Click
- Content Marketing



Content Marketing



Blogs



Video



Vlogs



Podcasts



What blog about...



Tell me something I don't know...



Talk to a neighbour or friend or child

Digital Marketing (Online)

- Email Marketing
- Website
- Search Engine Optimisation
- Pay Per Click
- Content Marketing
- Affiliate Marketing



Counselling Directory[®]

Find a counsellor
or therapist
near you



Welcome
to **Y**orkshire
yorkshire.com



Tripadvisor.

Digital Marketing (Online)

- Email Marketing
- Website
- Search Engine Optimisation
- Pay Per Click
- Content Marketing
- Affiliate Marketing
- Social Media



Video

Question & Answer

Product Tutorial

How to or explainer



**1-2-1
SUPPORT**





European Union

European Regional
Development Fund

Reopening High Street Safely



HM Government

RYEDALE
DISTRICT
COUNCIL

