



Morgan Flores and Steve Ryan

Understanding Search Results: Why Can No One Find Me?

MORGAN FLORES AND STEVE RYAN

You've been in the shoe industry for years and know your products and customers well – but to quote Bob Dylan, "The times, they are a changin'."

Websites are the new "business cards" potential customers use to verify your credibility, check out your products and read more about your company. And consumers won't scour the internet and click to Page Three of search results to

and Yahoo. From implementing new pay-per-click (PPC) bidding strategies, to investing in a sound Search Engine Optimization (SEO) strategy to be easily discoverable, search marketing combines efforts for maximum return-on-investment (ROI).

PPC is typically described as a faster way to get in front of customers when they are ready to make a purchase,

page and more – a stark comparison to billboards and newspaper ads where companies measured the probability of sales by media impressions.

PPC Advertising and Search Engines

According to Smart Insights, "In 2017 46.8% of the global population accessed the internet and by 2021 this figure is projected to grow to 53.7%." Google is the most popular search engine, accounting for approximately 3.5 billion searches a day. The great thing about PPC is that it levels the playing field, allowing smaller businesses to compete with larger ones. Advertisers (that could be you) pay a fee each time one of their ads is clicked. The more customized, relevant and targeted the ad, the better.

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locate the perfect pair of black Nine West pumps. Consumers want to find what they're searching for, and quickly – they want *immediate* satisfaction.

So: Does your website successfully satisfy the needs of consumers? How can you tell? Is your website ranking on the first page of search results when you type "local shoe stores"?

while SEO is a more long-term approach to garnering quality organic website traffic. With search marketing, you can measure the number of users, gender of users, age, geographic location, how much time they are spending on each

How Does This SEO Thing Work?

The practice of SEO ensures that your online presence is both articulated properly and discoverable by potential customers. This is done through various methods, including technical

What Is Search Marketing?

Search marketing involves both paid and unpaid (organic) tactics to increase brand visibility and traffic to a website from search engines like Google, Bing

PPC search ads allow smaller businesses to compete with larger ones.

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Google map listings include both business information and locations.

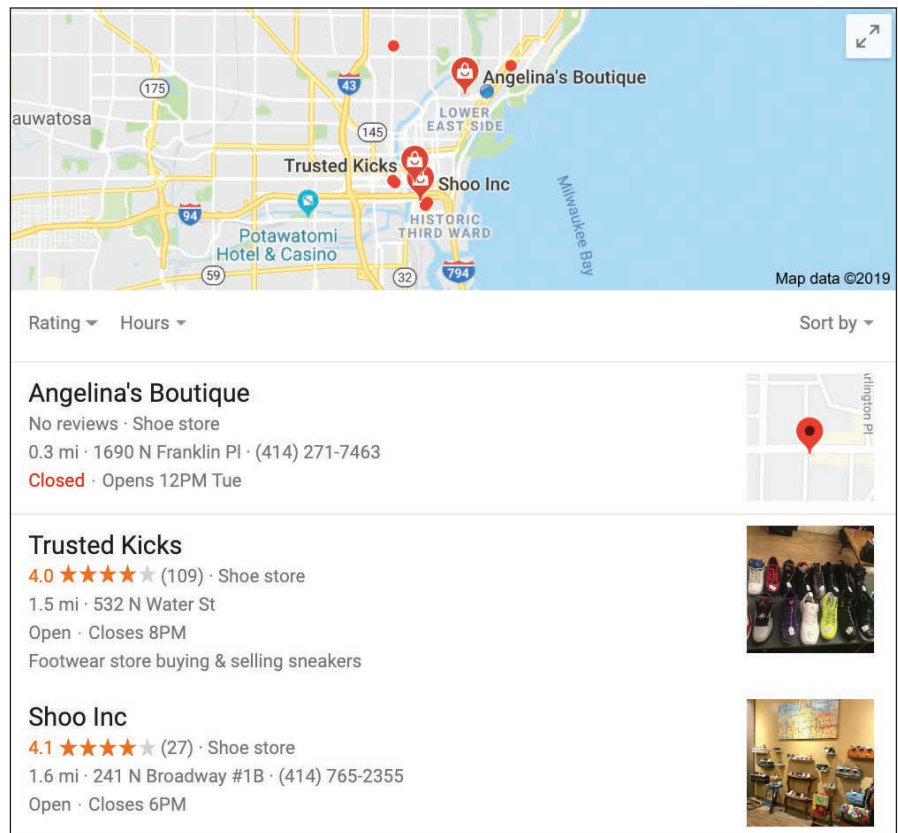
SEO, keyword research, on-page web content optimization, link building, Google My Business optimization and more; the goal is to connect the right people to your business. Each method contributes to boosting search engine rankings that help a business earn the coveted First Page ranking today's companies long for. For example, the query 'Chicago shoe stores' receives approximately 105 searches per month. If your business is listed in the first few positions on the first page, this could result in highly qualified traffic that generates significant revenue. Additionally, data is being collected the entire time the user is on your website, helping you fine tune your website for increased sales and performance.

Local SEO

A local SEO approach is ideal for small-to-midsize businesses with brick-and-mortar locations. This type of SEO focuses on local citation building (Yelp, Bing, Yellow Pages and so on), on-page verbiage that incorporates the store location, link-building through local partnerships, Google review acquisition and optimized Google My Business listings for each location. This is an essential element of snagging those "near me" queries like, "women's shoe stores near me," and being listed in Google map listings.

Why Potential Customers Can't Find You

Potential customers aren't looking past the first page of search results. Consumers want it, whatever it is, and they want it now! In your case, where your business is listed could be the difference in not moving last season's Ultraboost Adidas off the shelves. If your website isn't appearing on the first page, it could be for a number of reasons.



The five most common mistakes our team encounters are:

1. Relevant keywords are not being targeted on each webpage.
2. Content on your website doesn't match user intent and is too confusing.
3. There are no clear calls to action (e.g., "buy now" button) on each webpage.
4. Poor website setup, which results in a number of back-end or technical issues.
5. Lack of a robust back-link profile (links pointing from other websites to yours).

To fully understand your website's performance, a website audit is necessary. Learn how your website stacks up against the rest – and what you can do to make it better. A successful search marketing campaign is a combination of many elements, involving several rounds of keyword research, competitor research, manual searches and data analysis. While that may sound like a laborious process (and sometimes is), it is an integral part of running an effective campaign that generates sales.

The Takeaway

From crafting a unique marketing campaign to reporting on the results, an informed digital marketing strategy can, over time, result in lower customer acquisition cost. As searcher intent matures, so should your plan to capture additional customers in this growing digital world.

The first thing you can do is determine how many hours per day, or per week, are spent on your business's search marketing efforts. Do you already have the internal talent and resources to launch a full search marketing strategy? Do you need to acquire that talent?

With more than 77% of Americans going online daily, you can't afford to wait for potential customers to find your business. You have to find them first. ■

Morgan Flores is search marketing manager at RyTech, LLC. Steve Ryan is RyTech's founder and CEO. To decide whether RyTech is the partner you've been looking for to implement and advise your business on the latest digital marketing strategies, contact RyTech at steve@rytechllc.com.