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# GroNews

The Latest In Digital Marketing

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# GROFUSE JOINS THE DUBLIN CHAMBER OF COMMERCE

**Grofuse is delighted to announce that we have joined the Dublin Chamber of Commerce. With an office in Dublin and an expanding client list in the area, and ROI in general, it's important that we are a part of this well-respected organisation renowned for delivering positive change in Dublin and for its members.**

Dublin is an economically vibrant city that's big on tech and we are an agency with a track record of delivering successful online projects, from web design to digital marketing strategies to software development. This is an excellent partnership for success and as the economy opens up again and starts to grow, we look forward to meeting our Dublin clients again face to face at events, hosting our own events and helping to share business insights and expertise with our peers.

The Dublin Chamber represents more than 1,300 companies, from start-ups to multinationals - this will be a great opportunity for the team at Grofuse to connect with prospects and existing clients, continue to learn best practice while maintaining the growth of our company's profile.

Grofuse has achieved significant business growth during a difficult economic downturn for many. Grofuse Director, Ian Cullen, said: "Our continued growth has been achieved during the pandemic by safeguarding clients' businesses with digital strategies to mitigate the impacts of Covid-19.

"Since March 2020, we have doubled our workforce and increased our revenue by more than 150%.

We have experienced an increase in demand for

e-commerce development and digital marketing packages, as many businesses have made dramatic shifts in their approach to doing business digitally.

"This exponential growth has enabled our business to expand into new markets at home and internationally. Joining Dublin Chamber is another significant step to growing our agency one fan at a time and strengthening our brand not only at home but globally. We look forward to attending and participating in the Chamber's many events over the coming months, meeting the current members while networking and supporting fellow businesses with the many other exciting opportunities that will arise."

# 9 TIPS TO SEARCH ENGINE OPTIMISE YOUR CONTENT IN 2021

**SEO stands for 'search engine optimisation.' This is the process of increasing your website traffic through search engine results.**

SEO helps your website become more discoverable. When potential customers search terms related to your brand, they'll have a better chance of discovering your website and becoming a customer.
Learning how to optimise your website for SEO and conversions is crucial for your site's success and ensuring it attracts the traffic that it should. What is the point in creating a fancy website if you don't attract users and, in turn, create more opportunities to convert potential customers?
When you 'optimise' your content, you're making your website more visible to people who are entering keywords associated with your product or service via search engines such as Google.

## HOW DOES SEARCH ENGINE OPTIMISING YOUR CONTENT HELP YOUR STRATEGY?

Blogging helps boost SEO quality by positioning your website as a relevant authority to answer your customers' questions. Blog posts that specifically use a variety of on-page SEO tactics can give you more opportunities to rank in search engines and get potential customers to visit your site.
To put the importance of ranking highly for SEO in figures; the first result on any given results page gets an average of 20.5% of the clicks. From there, the second result gets 13.32%, and the third gets 13.14%.

## 5 REASONS YOU NEED TO OPTIMISE YOUR WEBSITE CONTENT

### 1. An optimised website earns more traffic

The goal of SEO is to improve your website's rankings in the search results. However, the purpose of achieving high rankings is to ultimately attract more traffic and ideally convert this traffic into customers and leads.

### 2. Strengthen your brand

Although branding is often considered a more traditional marketing strategy, while SEO falls into the digital category, the two involve similar steps. If your website is showing up for numerous search results this helps to build authority and credibility as a thought leader in your sector.

### 3. SEO doesn't require you to pay for ad space

One of the key advantages of SEO is that it doesn't involve the expense of paying for advertising. The first three search results are typically ads, however the 'organic' ranking is just below these, and free. It is also a fact that over half (53%) of traffic comes from organic search - meaning more traffic for less money.

### 4. Stay ahead of your competitors

As you optimise your content, you're not just working to improve where your site is ranking on results pages, you are also moving above - and getting ahead of - your competitors.

### 5. Help your target audience find your site

SEO can help your business get in front of your target audience as they actively search for information. Considering how common it is for consumers to use search engines to source information about products and services, this is a great opportunity to get recognised.
In fact, 62% of consumers turn to search engines first when they want to learn more about a new business, product, or service, while 41% use them when they're ready to buy.

# HOW TO SEARCH ENGINE OPTIMISE YOUR CONTENT IN 9 SIMPLE STEPS

## 1. CONDUCT THOROUGH KEYWORD RESEARCH

Keyword research is critical, this is the method of researching popular words and terms that users will search for in search engines to answer their queries.

This method helps to attract targeted audiences to your website via search engines like Google.

It is most important to choose relevant keywords for your business in order to reach the relevant people when they go online looking for information on products or services you have to offer. There are four essential places where you should try to include your keywords: URLs, title tags, headers, and body and meta descriptions.

## 2. PRODUCE LONG AND VALUABLE CONTENT

According to Buffer, the ideal length of a blog post is 1,600 words.

Before you decide on the length for your content, Google your primary keyword and check the top ten result in the SERPs (search engine results page). Are some of those pages longer than 1,600 words? Then your content should be a similar length too.

This sends a signal to Google that you are providing more information. If a lot of people spend a long time on that page and read to the very end, you are more likely to rank higher.

## 3. OPTIMISE FOR ON-PAGE SEO

On-page SEO tells you how to optimise your website as you build specific pages. Factors such headlines, sub headlines, URL slugs, meta titles and descriptions fall under this category.

Use your primary keyword in your headline, slug and sub headlines such as H2 and H3 to achieve increased authority.

Insert your primary keywords and related keywords throughout your body copy and image alt text. Include plenty of context for Google to accurately understand your content.

A meta description is the additional text that appears in SERPs that lets readers know what the link is about – it is essentially your sales elevator pitch to entice readers to visit your page. The meta description gives searchers information they need to determine whether or not your content is what they're looking for and, ultimately, helps them decide if they'll click or not.

The maximum length of meta description is 300 characters.

## 4. USE MEDIA AND ALT TAGS

Blog posts should not only contain text - they should also include images that help explain and support your content visually while breaking up the text.
Search engines cannot 'see' images, they simply look for images with image alt text, this is essentially the image title. To ensure that your images benefit your website blog' SEO, you'll need to ensure you include image alt text.
This ultimately helps those images rank in the search engine's images results' page by making your keywords discoverable through images too. In the Google User Experience update coming into effect this month, pages with rich media and video content will be rewarded over those without.

## 5. OPTIMISE FOR OFF-PAGE SEO

Off-site SEO refers to the ways in which you optimise your website via external methods. Guest blogging, social media activity, brand mentions and more can all improve your SEO strategy as well as being channels to distribute and promote your content.

## 6. MAKE SURE YOUR BLOG IS MOBILE-FRIENDLY (OR HAS A RESPONSIVE DESIGN)

With the majority of people accessing websites via mobile devices (96% in the UK), it is crucial to have a mobile-friendly design as Google displays the mobile-friendly results first.
Furthermore, Google has launched the mobile-first index which means you might rank better if you focus on mobile friendliness.

## 7. LINK INTERNALLY AND EXTERNALLY WHERE POSSIBLE

Inbound links to your content show search engines the validity or relevancy of your content. The same applies for linking internally to other pages on your website. Linking internally keeps users on your website and resurfaces your other relevant and awebsite pages to search engines.

## 8. CONTINUALLY CREATE AND PUBLISH EVERGREEN CONTENT

When planning and writing your blog posts, ensure it is evergreen content. This type of content is about topics that will remain relevant and valuable over a long period of time, with only minor changes or updates.

Evergreen content is important for:

- Helping you rank over a long period of time, not just the near future.
- Contributing to steady streams of traffic coming to your blog and website long after it has been published.
- Helping you attract leads over time as a result of the traffic that is continually generated.

## 9. UPDATE YOUR CURRENT CONTENT AND REMOVE OUTDATED CONTENT

To improve your SEO, you do not need to continually create new blog content. Although it is recommended to create new content - you should also focus time and resources on repurposing and updating your existing blog content.
This is because it takes a lot longer for a completely new piece of content to rank on the search engine results page and gain authority. However, an updated piece of content will reap the benefits almost immediately in comparison.
Not only will your updated content rank faster and improve your number of visitors, it will also take a lot less time and fewer resources to update as opposed to creating a brand new blog post.
Additionally, updating and repurposing some of your most successful pieces of content extends its lifespan, so you can achieve the best results over a longer period of time, particularly if it is evergreen content.

# WHAT IS SEO AND HOW IS SEO IMPORTANT?

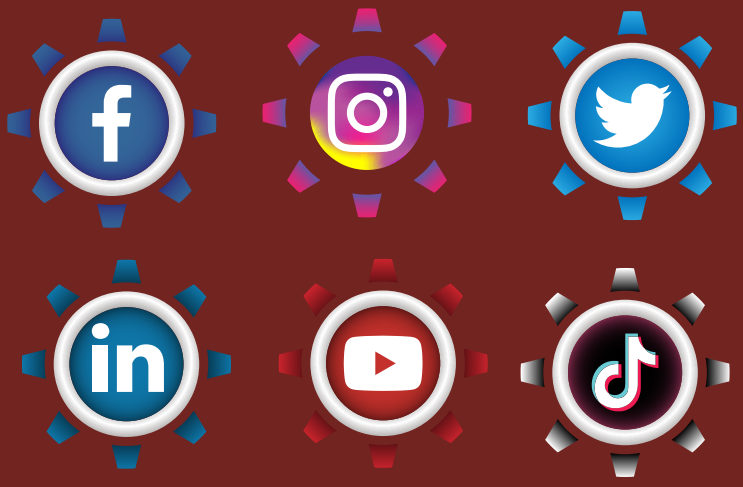
Search Engine Optimisation (SEO) is a technique in digital marketing that increases the website traffic quality through ranking highly on organic search engine results.
SEO is important for many reasons, the majority of users are more likely to click on one of the top five suggestions in the search engine results pages (SERPS). To take advantage of this and gain visitors to your website or customers to your online store, your website needs to appear in one of the top positions.

# WHAT IS A RESPONSIVE WEBSITE?

A responsive website is a website that is capable of adjusting its layout according to the orientation and viewport size of the device. The content that is presented on the small screens and big screens, or desktop and mobile, appear the same but with a different layout. This offers an optimal experience over the display size.

# 6 SOCIAL MEDIA CHANNELS TO ADVERTISE ON IN 2021 - WHICH ONE IS BEST FOR YOU?

**There are 4.33 billion social media users globally in 2021. These users spend an average of two hours and 25 minutes per day on social media channels. Are you targeting this audience effectively?**



Developing a clear understanding of your social media target audience is critical for successful social media campaigns. In defining your social media audience, you can identify your niche market for improved results.

Audience research and specific targeting will help you create relevant content, messaging and ads - all of which will ultimately lead to higher conversion rates and sales.

## DEFINE YOUR TARGET AUDIENCE

A social media target audience is the specific group of people you want to reach through both organic and paid advertising with your social channels. These are the people who are most likely to be interested in your products, services or content based on characteristics such as demographics and behaviours.

As you develop your target audience definition, don't be afraid to get very specific as high quality of traffic is better than high quantity of traffic. Particular points you might want to consider are:

- **Age:** Focus on learning what age group your social media target audience is in.
- **Location (and time zone):** Where does your audience live? This helps you determine the geographic areas to target and what time you should schedule your posts for maximum visibility.
- **Language:** What language does your target audience speak?
- **Budget and spending patterns:** How much money does your target audience for social media have to spend and how do they approach purchases?
- Interests: What interests your target audience and how do you capitalise on this?
- Challenges: What pain points are your potential customers dealing with that you can address?
- Stage of life: Does your social media target audience include college students, teenagers or retirees, etc.

## WHICH SOCIAL MEDIA CHANNELS MATCH YOUR TARGET AUDIENCE?

It's excellent to increase your customer touchpoints and have a social media presence on multiple channels – but if you're spending time and resources on a social media channel that is not mainly for your target audience, it may be best to focus on the channels that do. Here is the breakdown of demographics for each social media channel - which one is best suited to you?

## 1. FACEBOOK DEMOGRAPHICS AND USAGE

- Number of monthly users: 2.7 billion
- Main age group: 25-35 (26.3%)
- Gender: 56% male, 44% female
- Average time spent per day: 38 minutes

### BREAKDOWN OF FACEBOOK DEMOGRAPHICS

- Despite ongoing controversies increasing competition, Facebook remains the most used and engaged social platform.
- The influx of baby boomers highlights why it is a prime channel to run ads, particularly among older demographics with increased expenditure.
- The younger audience has not entirely abandoned Facebook, as widely speculated (but it is certainly not the younger demographic's preferred platform).
- Due to Facebook's size and engagement rate, it makes sense to test advertising on this channel in your marketing strategy.
- In fact, Facebook advertising revenue and general usage have increased amid Covid-19, as the platform remains many people's key channel for social media.

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## 2. INSTAGRAM DEMOGRAPHICS AND USAGE

- Number of monthly users: 1 billion
- Main age group: 25-34 (33.1%)
- Gender: 57% female, 43% male
- Average time spent per day: 29 minutes

### BREAKDOWN OF INSTAGRAM DEMOGRAPHICS

- Instagram's continued growth positions it as the second largest network following Facebook.
- The shared Facebook and Instagram ad platform presents many cross-promotional opportunities for businesses.
- Instagram is facing significant competition for younger users. TikTok (29%) recently surpassed Instagram (25%) as teenagers' preferred platform.
- Instagram is a key channel that demonstrates the value of influencer marketing.

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## 3. TWITTER DEMOGRAPHICS AND USAGE

- Number of daily users: 192 million
- Main age group: 30-49 (44%)
- Gender: 34% female, 66% male
- Time spent per day/week: 3.53 minutes per session

### BREAKDOWN OF TWITTER DEMOGRAPHICS

- Twitter's user base, usage and growth have remained consistent in recent years.
- The platform is relatively straightforward and shorter-term interactions mean it is a good channel for news updates or customer service.
- Twitter's status as a place to discuss events and gather breaking news makes it a prime place to share content and drive discussions for organic traction, but advertising remains complicated.
- 42% of Twitter users have university degrees which highlights the platform's demographics for higher-earners.

## 4. LINKEDIN DEMOGRAPHICS AND USAGE

- Number of total users: 756 million
- Main age group: 46-55
- Gender: 51% male, 49% female
- 63% monthly users and 22% weekly.

### BREAKDOWN OF LINKEDIN DEMOGRAPHICS

- Millennials make up approximately one-quarter of the platform, although there is a reference that it is generally an older demographic.
- A higher-educated, higher-earning B2B demographic makes LinkedIn a promising channel for advertising – although this platform is more expensive to advertise on than others.
- According to LinkedIn, it is the top-rated social network for lead generation.

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## 5. TIKTOK DEMOGRAPHICS AND USAGE

- Number of users: 732 million
- Main age group: 18-24
- Gender: 59% female, 41% male
- Time spent per day: 45+ minutes

### BREAKDOWN OF TIKTOK DEMOGRAPHICS

- The platform has a rapidly increasing high user rate, with the average user spending 21.5 hours per month in 2020 compared to 12.8 hours in 2019.
- A younger user-base can be challenging for ad-targeting, although influencer marketing is popular for this channel.
- TikTok is also growing among older demographics and additional advertising features are expected to be introduced as the platform continue to grow.
- Increased growth is expected as video content continues to rise.

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## 6. YOUTUBE DEMOGRAPHICS AND USAGE

- Number of monthly users: 1.9 billion
- Main age group: 15-25
- Gender: 69% male, 31% female
- Time spent per day: 41.9 minutes among viewers over 18

### BREAKDOWN OF YOUTUBE DEMOGRAPHICS

- YouTube's popularity highlights the ongoing shift toward video content.
- This channel is the second most used online search engine after Google.
- However, only 18% of YouTube users claim to use YouTube to discover brands and products.
- Ads can be subjected to the 'skip' feature, which drastically reduces the length of time users will see your paid advertising content.

To conclude, it is essential to get specific when you are targeting your audience. While there are many social media channels available to promote your brand, it is important to prioritise resources and invest in the channels best suited to your target market.

**Contact our team at Grofuse for a no-obligation, expert digital marketing and e-commerce consultation to make sure you put your best foot forward in future-proofing your business. Email hello@grofuse.com or call + 353 (0) 1 247 5294.**