

# GroNews

The Latest In Digital Marketing

[www.grofuse.com](http://www.grofuse.com)

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## DIGITAL STRATEGY FUNDING DELIVERED THROUGH LOCAL ENTERPRISE OFFICES



### WHAT YOU NEED TO KNOW

To support small Irish businesses to enhance their online trading presence, the Local Enterprise Offices are continuing the Trading Online Vouchers scheme.

Vouchers will be available to a maximum value of €2,500 or 50% of eligible costs (whichever is the lesser).

With online spending continuing to increase, it is estimated that only 23% of small Irish businesses are engaged in any meaningful way in e-commerce sales. This percentage could be even lower for companies employing less than ten people. It is now estimated that 70% of online purchases made in Ireland are done in overseas markets. There is now an urgency to ensure that

businesses recognise this and they are encouraged and supported to respond to this digital reality correctly.

### HOW CAN YOU USE THE VOUCHER?

- Develop a new e-commerce website or upgrade an existing one.
- Get specialist IT and digitalisation consultancy.
- Add online payments or booking systems.
- Develop an app, advertise online or subscribe to a retail platform solution.

### Eligibility criteria:

- Attendance at an information session is required before submitting an application.
- It is limited to businesses with little to no e-commerce presence.
- Ten or less employees.
- A turnover of less than two million.
- The applicants' business must be trading for at least six months.
- Business must be located in the area covered by their local enterprise office.

Applications received outside of your LEO jurisdiction cannot be accepted.

If you require expert guidance on selling online, mentoring for your online business planning or advice on available funding, contact our experts today or apply online here: <https://bit.ly/3sNHxAz>

Oifig Fiontair Áitiúil   
Local Enterprise Office



# WHAT ARE 'KEYWORDS'?



**K**eywords are the words and phrases that searchers type - usually on a search engine. These are the words that we use when looking for pages, images, videos, blogs or any kind of information on the web. These keywords need to be strategically inserted into your pages and content to increase your visibility on the search engines results page.

Why am I not seeing my pay per click (PPC) ads?

There are many contributing factors as to why you may not be able to see your ads on Google. These include:

## 1. GEOTARGETING

Your ads might not show because you are searching from outside the geographic area your ad is targeting.

## 2. YOUR BID IS TOO LOW

PPC campaigns are a search auction - you are likely competing for ad space with a number of other companies for the same keywords with a bidding budget that is too low.

## 3. AD SCHEDULING

When setting up your PPC campaigns, you have the option to define and set your ad scheduling. Your scheduled ad may not be running yet or it may already be complete because of the end date that you set.

## 4. BUDGET CONSTRAINTS

With PPC campaigns, you are charged a cost per click (CPC). Each time someone clicks on your ad, the charge will be deducted from your daily budget - you may have already received enough clicks and spent your budget.

## 5. PLATFORM BIDDING

On Google, you have the option to advertise to users on particular platforms they are using such as desktop, mobile or tablet. You may have set up the campaign to target just desktop or mobile searchers and have excluded the other variations.

## 6. DISAPPROVED ADS

Google has a number of advertising policies that you must adhere to. If your ads do not satisfy these requirements, your ads will be disapproved.

## 7. NEGATIVE KEYWORDS

In Ad campaigns, you can use negative keywords to ensure that your ads don't show for keywords you don't want to show ads for. Negative keywords tell Google not to show your ads whenever someone searches with a particular word.

## 8. BILLING

Make sure to set alerts or check the billing/payments section if your ads are not showing. Sometimes there can be issues with your credit card or payment method, prompting Google to stop your ads from running.

## 9. YOUR CAMPAIGNS JUST STARTED

If you just pushed your campaigns live and you are not seeing your ads, you may just have to wait - it takes some time for Google to approve ads, keywords and other variables within your campaigns.



## WHAT IS GTM AND WHY DO I NEED IT?

Google Tag Manager (GTM) is a tool which provides a user-friendly interface to implement tags and pixels on your website, such as Facebook pixels or AdWords conversion tracking. By using GTM you can implement a wide variety of coding scripts, tags and code snippets that you would otherwise need to install on your website. GTM makes implementing and changing tags easier since they are all stored in one place.

With GTM, you can track a number of actions on your website, such as clicks on the menu, clicks on call-to-action (CTA) buttons or form completions. You can see similar data with Google Analytics, but it is not as detailed as the data from GTM.

# PROJECT IN FOCUS: AUTOMATIC FIRE

THE WEBSITE AND IMPROVED ONLINE PRESENCE IS ATTRACTIVE TO THE TARGET AUDIENCE ON ALL DEVICES. THE COMBINATION OF FUNCTIONALITY AND VISUAL APPEAL ENSURES AN EXCEPTIONAL USER EXPERIENCE.



## WHAT THEY WANTED

Automatic is Ireland's leading fire safety and integrated solutions company, based in Dublin. With more than 30 years' experience in the fire engineering business, Automatic has worked with some of the world's top 100 companies including Microsoft, Google, Facebook, Glanbia, P&G, Coca Cola and Boots. They wanted to have their well-

established reputation for excellence accurately reflected online. Grofuse worked out how their story needed to be presented to help the company grow online enquiries and maintain relationships with existing clients. The site had to be carefully developed and placed front and centre to quickly impress website visitors.



## WHAT WE DID

We designed, developed and delivered a digital acceleration solution for Automatic Fire. After our initial research, we quickly established the goals for this project. The first step was to design and develop a prototype for all devices prior to developing a website that would be a powerful sales tool to market to prospective clients.

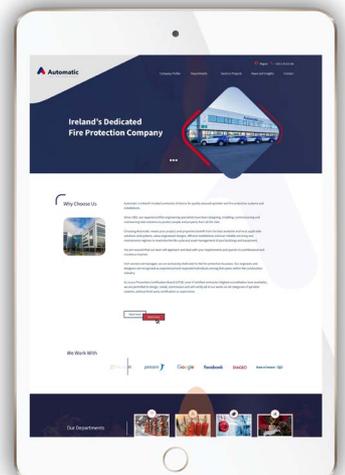
Google analytics data and keyword research was carefully reviewed to ensure all objectives would be met and improve organic website traffic for a higher ranking.

Grofuse worked within the brand guidelines to design webpages and create visual assets with strong imagery. The architecture of the website was created to ensure a smooth flow of content for visitors to easily navigate the site.

## THE RESULT

The new website is visually captivating, sharper, faster and fully optimised for user experience, while also being highly effective at promoting the brand image and showcasing the reputable businesses Automatic has worked with.

The website and improved online presence is attractive to the target audience on all devices. The combination of functionality and visual appeal ensures an exceptional user experience.



# SEO TRENDS TO ANTICIPATE IN 2022

Search engine optimisation (SEO) is an effective way to attract consumers to your online platforms - if you use it right. SEO is consistently evolving, and staying on top of the latest updates can be challenging.

Grofuse Digital  
Director, Denis  
Finnegan, said:



“A top-ranking SEO performance requires attention to many metrics, including traffic, backlinks, social shares and more. Ensure to closely monitor your goals, performance and KPIs. To survive and thrive, marketers must keep up with trends and adapt new strategies quickly and precisely in 2022.”

Below are the key trends to anticipate in 2022:

## 1 VOICE SEARCH OPTIMISATION

Voice search optimisation is the next major trend in digital marketing, with 41% of adults performing at least one voice search every day; voice searches performed in Google have been up 35x since 2008. 20% of all mobile searches are voice searches. SEO experts are starting to optimise their content for voice search. When this happens, Google usually picks a page that contains a) the question and b) the answer. Thanks to innovations such as Siri and Alexa, voice search technology has come a long way. To optimise for voice search, consider your keywords. Identify longer phrases that people use in everyday conversation. Voice searches tend to do better with longer, more natural-sounding phrasing – when people type, they tend to abbreviate what they are searching for. For example, a person might voice search, ‘What are the new SEO trends for 2022?’ but type the words ‘new SEO trends 2022’. Where possible, write the content how you speak it to benefit your voice search strategy.

## 2 MOBILE-FRIENDLINESS INDEXING

Nearly 73% of internet users will access the internet via mobile devices by 2025. In 2019, Google rolled out mobile-first indexing, meaning the search engine looks primarily at the mobile version of a website, considering this the ‘primary’ version instead of the desktop version.

## 3 CONTENT THAT FULFILS THE ‘GOOGLE EAT PRINCIPLE’ WILL RANK HIGHER

Domain authority used to be primarily about links. Today, Google also evaluates your site based on expertise, authoritativeness, and trustworthiness, known as the E-A-T principle.

This machine learning AI from Google focuses on content that shows expertise, authoritativeness, and trustworthiness. This allows Google to understand how relevant content is over other websites, and you will be rewarded if you follow this principle in creating content. To help you with this task, firstly create buyer personas to identify the kind of content your client values (their needs/intent).

Secondly, conduct search intent research, which helps you map out the consumer journey. This is

important as it tells you (a business owner) what your audience wants. Keyword research is an excellent method to discover what your target audience is looking for.

Thirdly, use this information to create content that fits the format that your users prefer. For example, video is probably preferable if you’re catering to consumers. If you’re catering to a specialised audience, a different format may be required. Finally, keep EAT in mind as you craft your authoritative content. Back up claims with statistics and facts. Link to reputable sites, such as ‘.edu’ and ‘.gov’ URLs.

All of these factors help determine if a webpage has useful and quality content.

## 4 THE IMPORTANCE OF USER EXPERIENCE FOR SEO

The ultimate goal of SEO and user experience (UX) optimisation is to provide an excellent experience to the audience – SEO will lead a person to the content they need, and good UX answers their queries once a user ends up on the webpage. Suppose your website does not

have a good user experience, suffering from slow loading time, being unresponsive on different devices or not optimised for mobile. In that case, Google will penalise you, which will negatively affect your ranking on the search engine results page (SERP).

## 5 IMPROVED PAGE SPEED

Your website speed is now an important ranking signal, as Google's mission is to serve users with the best possible experience. In turn, Google rewards fast-loading websites in both organic search and Google Ads.

## 6 LONG-FORM CONTENT WILL IMPROVE SERPS

Long reads of 3,000-plus words get three times more traffic and four times more shares. Incorporate lengthier content to achieve higher search rankings. Your content must maintain quality to keep users engaged with quality information. Segment your content into sections with H2 and H3 subheadings to make it more scannable. Secondly, ensure that you link to relevant, authoritative sources with a solid authority score. Finally, ensure your content is easy to share and include obvious sharing links for readers to reshare.



## 7 FEATURED SNIPPETS WILL BECOME MORE PROMINENT

Featured Snippets are a shortcut to gaining prominence in Google – and they're very brief, usually only 40-60 words. Snippets are the box at the top of the SERPs, above the actual results. Gaining ranking for a featured snippet is a great way to get results on the first page. Snippets also steal significant traffic from competitors as valuable information, often structured as a Q&A or brief bullet-point guide.

## 8 PREDICTIVE SEARCH IS EXPECTED TO IMPROVE

Google Discover, launched in 2017, is another one of Google's AI-driven tools. The content recommendation tool identifies user behavioural patterns and gradually observes these habits.

Google Discover has more than 800 million active users. If Google indexes your page, it will be included to rank for this. Content is rated based on algorithms inspecting content quality and user interest.

## 9 AN EFFECTIVE SEO STRATEGY WILL NEED TO INCLUDE VIDEO

It is anticipated online video will make up 80% of all online traffic by 2021, with over 1 billion users on Youtube. If video isn't part of your digital marketing plans, it is now time to incorporate it. Optimise your video for SEO; Google uses your title, description and tags to figure out what your video is all about. Embedding video content into your blog posts can significantly reduce your bounce rate and improve engagement.

## 10 IMAGE OPTIMISATION WILL PLAY A MORE SIGNIFICANT ROLE IN SEARCH

As mentioned, this is very important for site speed. However, visual image search has evolved drastically. In the future, people will use images to purchase products, obtain information, and more. Google has long insisted on the proper marking and optimisation of images, including alt tags, so it makes sense that this is part of their long-term plan. It also helps you get found in different areas. For example, customers may have disabilities, so showing Google you have covered all angles will benefit their users.

## 11 AI: RANK BRAIN AND PREDICTIVE SEARCH IS SET TO IMPROVE

Google often introduces machine learning to keep its search engine ahead of any upcoming competition.

Google's AI algorithm called RankBrain – plays a vital role in Google's ranking factors for search engine results pages (SERPs) results. While the search engine giant won't share details, experts believe that user experience signals are the primary determinant. You need to captivate and engage readers with valuable, well-organised content to compete.

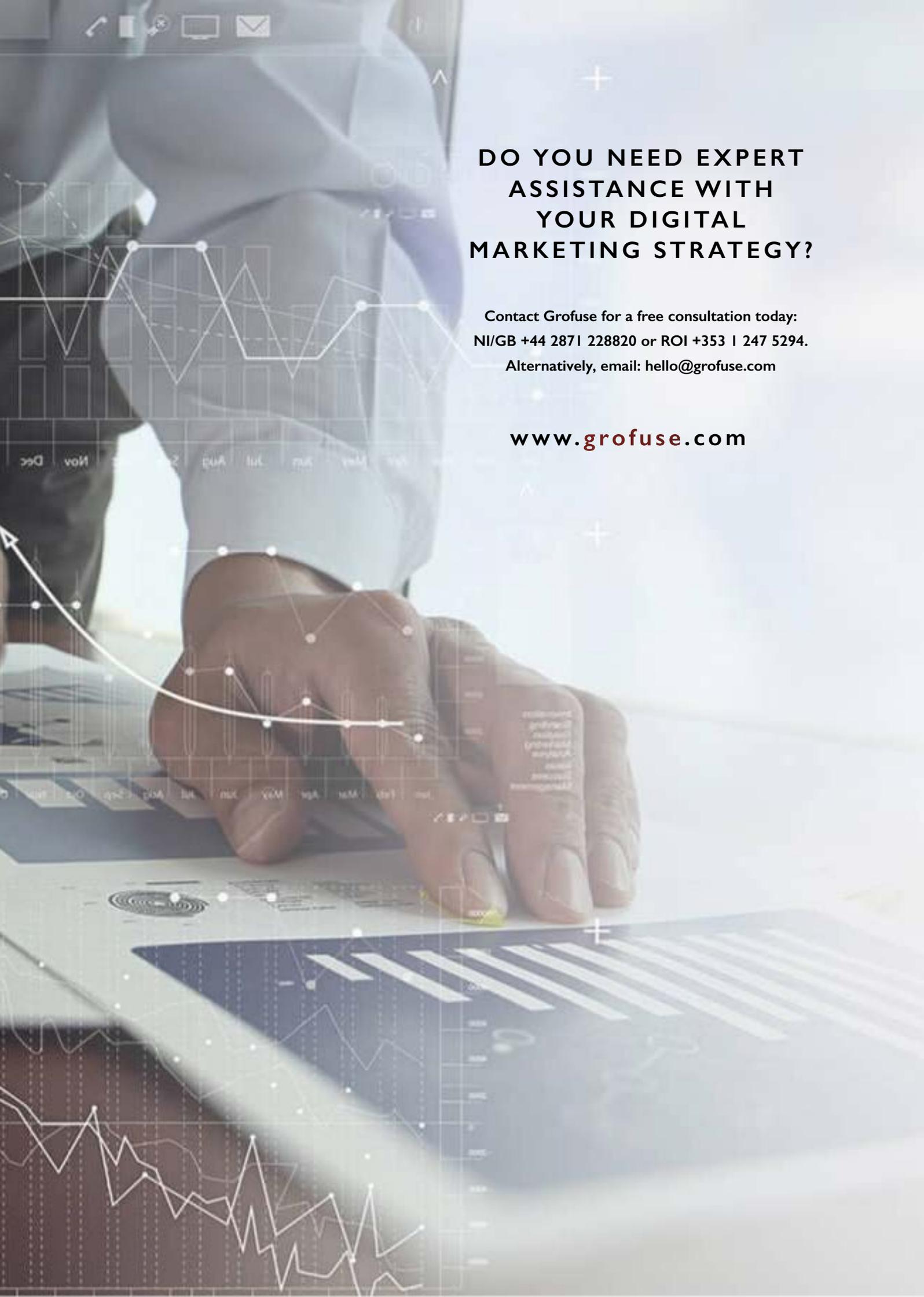
## 12 LOCAL SEARCH LISTINGS WILL PLAY A MORE SIGNIFICANT ROLE IN SEO STRATEGIES

Most people use search engines to find localised goods and services. For example, searching for a restaurant close by. Local SEO is essential – and it's evolving. This evolution is in part because of the rise of zero-click searches.

## 13 BUILDING YOUR BRAND

A simple way to always stay with Google changes is to build your brand. You need clear messaging to always focus on your customer to help earn trust and loyalty to build your brand. These factors will also show Google they can trust your brand and position you ahead of less developed brands.

**Would you like to request a free consultation with our team of experts to improve your digital presence for 2022? Contact our team today: NI/UK +44 2871 228820 ROI: +353 1 247 5294.**



## DO YOU NEED EXPERT ASSISTANCE WITH YOUR DIGITAL MARKETING STRATEGY?

Contact Grofuse for a free consultation today:  
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