

NAVIGATING PAID AND ORGANIC SEARCH

PRESENTED BY AMA | ROCHESTER

NOVEMBER 17 | 5:30 PM | COMEDY @ THE CARLSON



Accountable
Digital

Bonadio & Co., LLP
Certified Public Accountants

Agenda

- Search Basics
- Expectations & Benefits
- How to get started
- Reporting & Analyzing your results
- Final Thoughts
- Q&A

68%

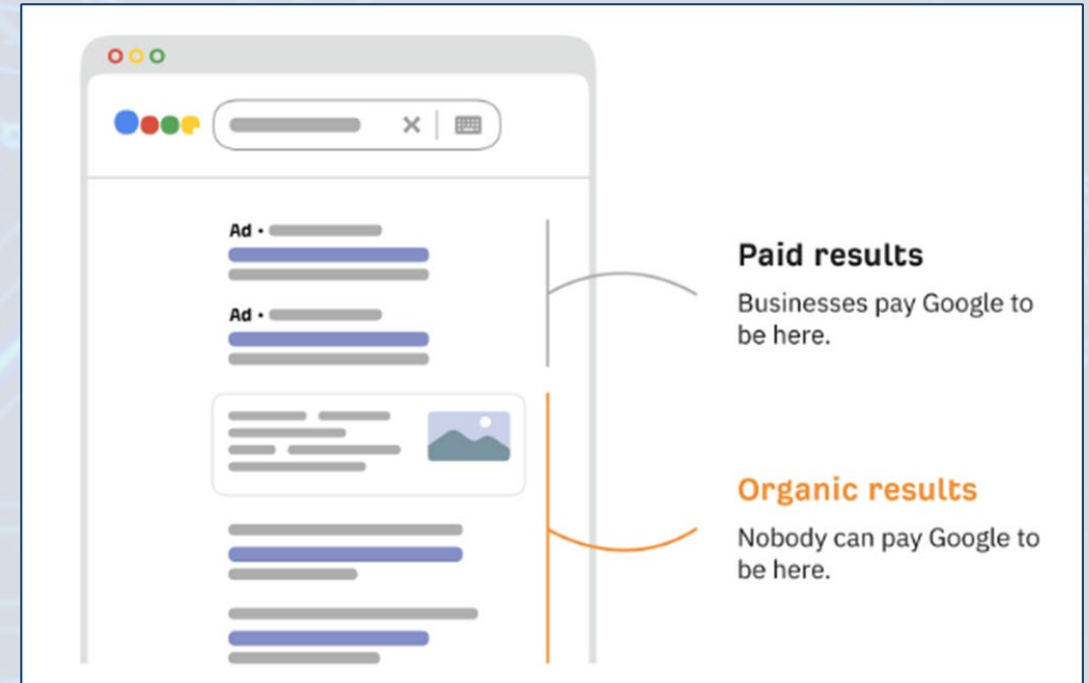
of online experiences begin with a search engine

- 61% of B2B marketers state that SEO and organic traffic generate more leads than any other marketing initiative.



Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through paid advertising and Optimization.

- **Search Engine Optimization (SEO)** adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages
- **Pay per click (PPC)** listings increase the Call to action (CTA) on the website.



Source: Wikipedia

SEO

- Develop web content
- Googlebot Reviews content and ranks page
- Link appears in SERP
- Traffic comes to your site
- Algorithm changes and you need to revise content

Public Relations

- Provide content to editor
- Editor reviews – if interested engages
- Article appears in print
- Additional articles appear
- Editor leaves and you work to form a new relationship

PPC

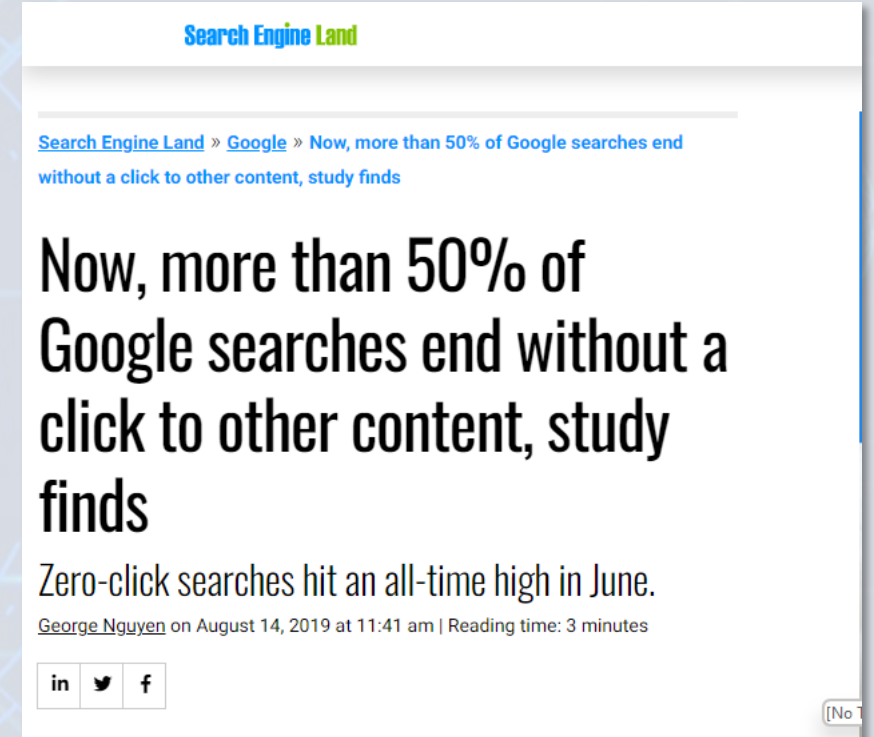
- Desire to promote a specific event/product
- Pay for placement for a set period of time
- Ads appear
- Campaign ends
- Start a new campaign

Advertising

- Desire to promote a specific event/product
- Pay for placement for a set period of time
- Ads appear
- Campaign ends
- Start a new campaign

Expectations

- We'll show up first in search results
- Everyone who visits will convert
- I'll see an ad every time I search for it
- Search will grow my brand



Benefits

- Google is a primary driver of site traffic for most sites
- Search targets visitors based on “intent” not audience

Getting Started

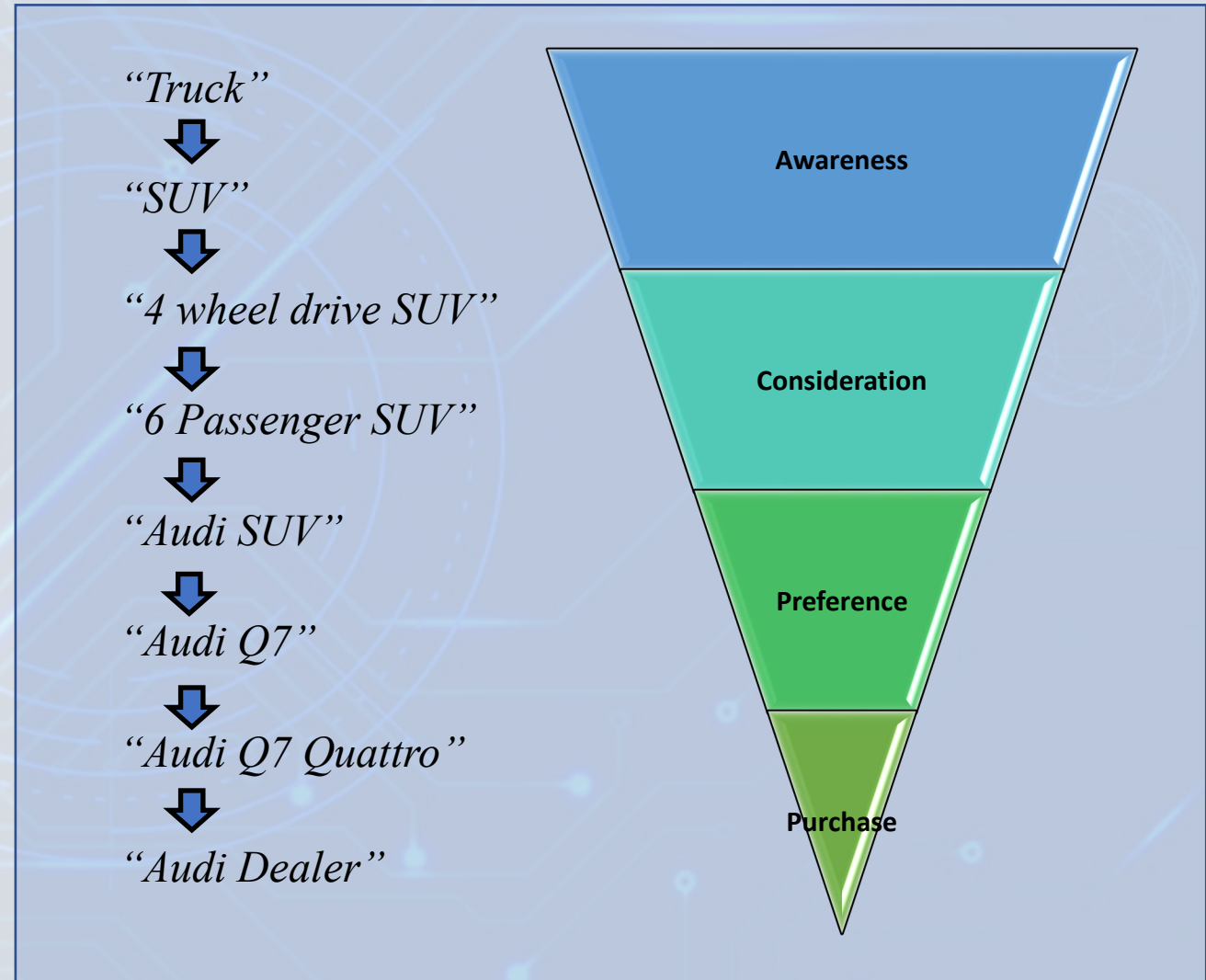
- Step 1: Define your objectives
- Step 2: Keyword Planning
- Step 3: Identify Platform Strategy

Defining your objectives

- Being 1st is not the objective
 - Generating **qualified traffic** from Google
(and other search engines) is the goal

Keyword Planning

- Make a list
- Do some searches
- Keyword tools



Platform Strategy

- PR vs Advertising Initiative
- Budget (Not only \$\$, but also time)
- Skillsets/expertise

Getting Started with SEO

- Get your baselines from Google Analytics
- Connect Search Console and Google Business Profile
- Run a technical Audit (SEMRush, Moz, etc)
- Content Review
- Linking Opportunities



Metrics



Technical



On-Page



Off-Page

Getting Started with PPC

- Campaigns set budget and location targeting
- Ad Groups are combinations of keywords and ad copy (and landing pages)
- Ads conversions



Metrics



Account Structure/
Campaigns



Ad Groups



Conversion
Tracking

How are people Finding us?

Conversions

11

↑ N/A

Conv. rate

0.90%

↑ N/A

Clicks

1,227

↑ N/A

Impressions

15,405

↑ N/A

CTR

7.96%

↑ N/A

Search keyword	Conversions...	% Δ	Conv. rate	% Δ	Clicks	% Δ	Impressions	% Δ	CTR	% Δ
accounting jobs	3	-	0.7%	-	407	-	5,798	-	7.0%	-
accountant openings	3	-	9.7%	-	31	-	458	-	6.8%	-
work from home accounting j...	2	-	3.4%	-	59	-	556	-	10.6%	-
accountant jobs near me	1	-	1.3%	-	80	-	802	-	10.0%	-
entry level accounting jobs	1	-	2.0%	-	50	-	496	-	10.1%	-
accounting jobs buffalo ny	1	-	3.3%	-	30	-	301	-	10.0%	-
accounting job openings	0	-	0.0%	-	215	-	2,278	-	9.4%	-
remote accounting jobs	0	-	0.0%	-	165	-	1,834	-	9.0%	-
auditor jobs	0	-	0.0%	-	64	-	1,002	-	6.4%	-
accountant jobs	0	-	0.0%	-	27	-	521	-	5.2%	-

- What's Working?
- Ad Group Performance
- Types of Conversions:
- Location Data
- Organic Key Words

Reviewing Data: Our Agency ❤️ Us

Director of Digital

Overall Performance

- Activities
- Opportunities
- Conversions
- Locations
- Lead Gen
- MQLs
- Spend
- ROI

Marketing Managers:

- Campaign Performance
 - Activities
 - Locations
 - Conversions
- Tactical Results
 - Campaign Activities
 - Website Activities
 - Social Media Activity
- Lead Gen
 - Clients & Prospects
- New Business by Segment
- Spend

Insights & Recommendations

Show Growth to Team Leaders

We Want It All... But the CEO Doesn't Need to See It All

Digital Leadership

Overall Performance

- Activities
- Opportunities
- Conversions
- Locations
- Lead Gen
- MQLs
- Spend
- ROI

Marketing Managers:

Campaign Performance

- Activities
- Locations
- Conversions
- Tactical results
 - Campaign activity
 - Website activity
 - Social Media activity
- Lead Gen
 - Clients & Prospects
- New Business
- Spend

C-Suite

What We're Doing & Why

Alignment with Firm Goals

Applied Learnings

Stakeholder feedback *

Campaign Performance

- Birdseye View
- ROI
- New Business

Presenting to Senior Leadership

What We're Doing

- Strategy , Initiatives, Goals (3 Minutes)

Summary:

- Top Insights from the data (7 minutes)

Performance Data: (5 minutes)

- Campaign & Geos

Show Me the Money!!: (5 minutes)

- ROI & New Business

Questions (10 minutes into next meeting)

****Actual Body of Work Goes Into the Appendix*



Provide Insights to Make Informed Decisions

	Q1	Q2	Recommendations
Objectives	Increase brand awareness and website traffic to generate leads. Foster revenue growth		xxxx
Tactics	Paid search, display and paid social.	Paid search, display, and paid social.	Keep paid search because it drives the most leads. Review Google Ad groups for any additional opportunities and/or limit groups that are not performing well.
Geography	Rochester, Buffalo, Albany Syracuse, Utica, NYC, Dallas	Rochester, Buffalo, Albany, Syracuse, Utica, NYC, Dallas	Increase brand awareness and spend in Rochester as the firm looks to expand in the area.
Target Audience	Owners, dentists, and financial decision makers for small businesses.	NFP finance leaders: CFO, VP Finance, Finance Director/Manager	Tweaks in target audiences led to...
Campaign Duration	April 2020; July 1, 2020 – July 31, 2021	May 1, 2022-April 30, 2023	Extended timeframe allowed for....
Events	External webinars	Client and internal webinars	xxxx
Optimizations	Changed targets from dentists to small business owners. Saw increase in results within 1 month	Added Dallas as a target market in late August early September 2022; Increased Budget by \$15K	Use 'Get a Free Consultation' as an add on to the campaign instead of a main tactic. Historically, this has not provided a large volume of leads.
Total Spend	\$30,000	\$45,000	Increase in spend led to....

Final Thoughts

- Look at the right metrics at the right time
- Focus on quality to improve results

Q&A

If we don't get to your questions today, feel free to reach out – we'd love to chat!



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