

# BENCHMARK

SEARCH CONFERENCE



CLICK.CO.UK



Click Consult's Insights to Search 2015

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Key points



## GINO DE BLASIO

**A Guide to Multilingual Content Marketing  
& How I Annoyed a French Blogger**

- ***“Content marketing is about creating interesting information your customers are passionate about so they actually pay attention to you.”***
- Looking to undertake international content marketing?
  - *“It’s all about identifying the right channels, platforms and the cultural identities of each nation...”*
- Perform a content PEST analysis to assess the international marketplace
- Language is ever evolving and reflects common cultural differences. Embrace where there is change and use it to your content marketing advantage.
- You need to capture the nuances of each language to really engage with your target audience. Always be on the look out for colloquialisms, humour and cultural sensitivities...
- Understand how user journeys are different across countries, economic regions or territories
- Where possible, use local language experts when creating content campaigns



SHYAM DATTANI

The Content Evolution

- When looking to perform well on search engine results pages, it's all about relevant, quality on-site content
- Google's Hummingbird algorithm provides users with more focused, relevant and precise results, which has led to decreased diversity within results but more competition!
- ***"People are impatient and don't want to wait for what they want..."***
  - *Therefore provide users with exactly what they want and this will in turn have a positive impact on your organic search visibility*
  - *Always work with user experience in mind, develop a navigation structure that makes a user's journey seamless*
- In today's mobile world, page speed is one of the most important factors when it comes down to mobile rankings...
  - **74%** of users will abandon the page after waiting five seconds
  - **46%** of people wouldn't return to poor performing website
- A one second delay in page load time equals **11%** fewer page views, a **16%** decrease in customer satisfaction and a **7%** loss in conversions



## BAS VEN DEN BELD

### Understanding Your Digital Audience and The Phase They Are In

- Too many people focus their efforts on the ‘researching and buying phases’ of the consumer buying cycle...
  - **The solution:** *Focus on relevancy, the spectrum between ‘what you would like to say’ and what your ‘target consumers are interested in’*
- There is no ‘average user’, people approach the buying process in a multitude of different ways
- Each audience type has its own behaviour and requires its own individual targeting strategy
- Truly research your audience before creating any marketing material; find out what they say, need and read
- Continually research and understand your audience, recognise where they are in the sales funnel and always keep in mind that not every piece of content needs to sell



## RUPERT STAINES

Lighting up the dark - Harnessing the power of consumer connections

- Dark social refers to web traffic from sources that web analytics are not able to track and usually misattribute as 'Direct'
- Dark social occurs when someone shares a link by copying and pasting a URL into instant messages, emails, forums or local hub sites
  - *This equates to a social network twice the size of Facebook!*
- **Worldwide social shares:**
  - *Facebook - 23%*
  - *All other - 8%*
  - *Dark social - 69%*
- **European social shares**
  - *Facebook - 16%*
  - *All other - 7%*
  - *Dark social - 77%*
- A third of all online social sharing occurs via dark social
- **Top tip** – Ensure that you have visibility into dark social. It could be the case that you're missing out on up to **70%** of the leads that are available to you



## PAUL MORRIS

Generating #Awesome Relationships to  
Maximise SEO

- **An #Awesome Relationship defined:** An association between an individual or company for mutual benefit...so what's key?
  - *Reciprocity*
  - *Staying connected*
- **The #Awesome Relationship equation:**
  - **Credibility + reliability + intimacy / self-orientation x by emotion**
    - **Credibility** – *“Be real, make people believe in you”*
    - **Reliability** – *make yourself reliable and create a routine – engage with bloggers regularly > invite bloggers into your company to recognise and understand their needs*
    - **Intimacy** – *Make it personal and appreciate! Take it offline and meet face to face with your bloggers – don't just communicate via email*
    - **Self-orientation** – *Listen actively to bloggers, give more than you receive, understand what “floats their boat” and what challenges they face*
    - **Emotion** – *You need to provoke an emotional response to make SEO work – make someone laugh or at least smile, or perhaps evoke another emotion such as sadness or intrigue*



ALAN REEVES

10 steps to CRO success

- “Planning your conversion rate optimisation tests is the most important part of the process”
- **During the planning stage, use the PIE Analysis framework:**
  - **Potential** - *How much of a difference do you think the test will make? How long will it take to reach a conclusion?*
  - **Importance** - *What is the importance of the page or feature? Is your PPC team planning to increase keyword exposure? Is the product category about to come into season?*
  - **Ease** - *Will your CMS allow the permanent change? How long will it take to set up? Does the change require developers' time?*
- Thoroughly check your tests and always test across multiple browsers and devices
- If you see that a test is not working or performing to your expectations move onto another test with more potential...
- Apply learnings across your website, but only if they are valid; for example, if your test was run on your top five product pages, apply this to all products
- Keep a knowledge bank of all the tests you complete as this can help to plan future tests or be used during the planning stages of building a new website...



## COLIN WOON

**Making SEO Effective in a Large  
Corporate Business**

- **“Look beyond ‘SEO’ in isolation, the task is to look at how it can be used to link business functions and help deliver overall business strategy”**
- **Data**
  - *Consumer behaviour and search data can add scientific insight to campaign planning and can align marketing strategy to the SEO strategy*
  - *Draw on your data online to influence your above-the-line activity*
- **Attribution**
  - *To ensure your brand is at the top of the funnel, aligning your content strategy with targets set by your online sales team is key*
  - *SEO is designed for first interaction content*
- **Branding**
  - *Building authority in modern SEO requires a strong brand presence*
  - *Use the science behind on-page to truly understand how to communicate with your audience. This should always be based on what they want and how they want it*
- Maximise the use of SEO data: it’s precise, up to date and can allow a business to better understand its customers





NICK WILSDON

Enterprise SEO

- Mobile is rapidly becoming a primary internet access point
- Mobile website vs App:
  - **30%** favour apps
  - **33%** favour mobile web
  - **37%** equal favour
- App indexing is not new (it was introduced in 2013), but it can now be used to index content on apps that are not installed on a user's device
- Through combining mobile search and app experience, new opportunities for data driven, personalised responses to searches are now available
  - *Creating better user experience*
- Many mobile journeys are broken, and with more searches now taking place on mobile devices than on computers across 10 countries (inc UK, US & Japan), it is the time to create a high quality mobile experience
  - *Mobile experience*
  - *Responsive web design*
  - *Monitor desktop vs mobile rankings, traffic and conversions*
- **Top stat** – Domino's Pizza mobile app: **1 in 8** people have the app in the UK & **40%** of orders come through the app



## WARREN KNIGHT

**How to Do Your Social Media in 30  
Minutes a Day**

- Define your social communication strategy for each social channel
- Structure your social posts to contain a variety of consumer touch points, i.e. products/services, blogs, news, events or imagery

1. 60 minutes preparation for seven days content	That's about 9 minutes a day
2. Each day spend 3 min at 9am, 1pm and 6pm to scan & reply	That's 9 minutes
3. Each day spend 2 minutes to RT key relevant information	That's 2 minutes
4. 5 minutes to follow 5 new people	That's 5 minutes
5. Analyse the success for 5 minutes	That's 5 more minutes

**30 minutes a day**



## JON MYERS

**Unifying Search with Performance  
Media**

- Deconstruct digital silos and use audience data as the glue that ties them together
- The advertising world is increasingly complex – consumers have shifted their media time away from traditional avenues towards digital channels
  - *They have forever altered the way organisations and marketers need to interact with their target audiences*
- Buyer journeys are fragmented. When making a purchase, consumers can use, for example, 10 sources of information spanning multiple channels over the course of 20-30 days
  - *Search and social remain the top two most important channels for influencing buying decisions*
- Focus on acquiring customers across multiple channels > tailor a bespoke strategy to the needs of that consumer, not to the generic channel
  - *Search touches + social touches = better performance (customers are more valuable)*
  - ***“65% of online revenue comes from purchases with touch points across multiple channels” \*Google, 2012***
- Use the strengths of each channel to reach the right customer at the right time
- Focus your efforts on cross-channel audience activation > capture/build/activate and engage



JAMES MURRAY

Search Re(invented)

- **“The future of search is something way beyond the search bar – search doesn’t belong in a box”**
- Search is the new electricity – you forget that it’s there and take for granted that it is part of our lives
- There is currently a discoverability problem within search – there are solutions we desire readily available, however do not have the exposure on search engines
- The future is for ‘ambient intelligence’ and ‘sequential search’, for example Cortana – a live solution that searches on your behalf and seamlessly provides real time information
- **“There is currently a difficulty within search when there is a lack of knowledge surrounding a search query”**– it shouldn’t be difficult to find a solution for a user
- The future will be moulded by innovation and search should always be located in places that users require search



## DAVID TUTIN

How to Get the Most from Your Agency &  
Agencies What You Can Do To Wow Your Clients

- **What type of agency are you? What type of client are you?** Working with an agency is a lot like a relationship, you need GREAT communication!
- When working with an agency, make it clear what you need from a campaign...
  - *Define your goals and objectives*
- **Success is defined by integrating:**
  - *Clear briefs*
  - *Well-defined goals*
  - *Transparent reporting*
  - *Priority setting*
- **“Don’t just think outside the box, climb out and discard it. It’s very liberating”**
- Always be aware of key influencers within an industry
  - *Attend conferences and trade shows > make connections. That one show will be worth more than a day of researching*
- Clients should always work on the basis of ‘embracing new ideas’. Develop a ‘content marketing machine’ between agency and client

