

Marketing Truths

How to Not Get Screwed by Your
SEO & Ads Manager



Disclosure: I do not own an agency that provides SEO or Google Ads management, so I am not trying to sell you anything today.

**Education Is the Key to
Your Success!**



LIMO UNIVERSITY

Do You Really Understand How SEO Works?

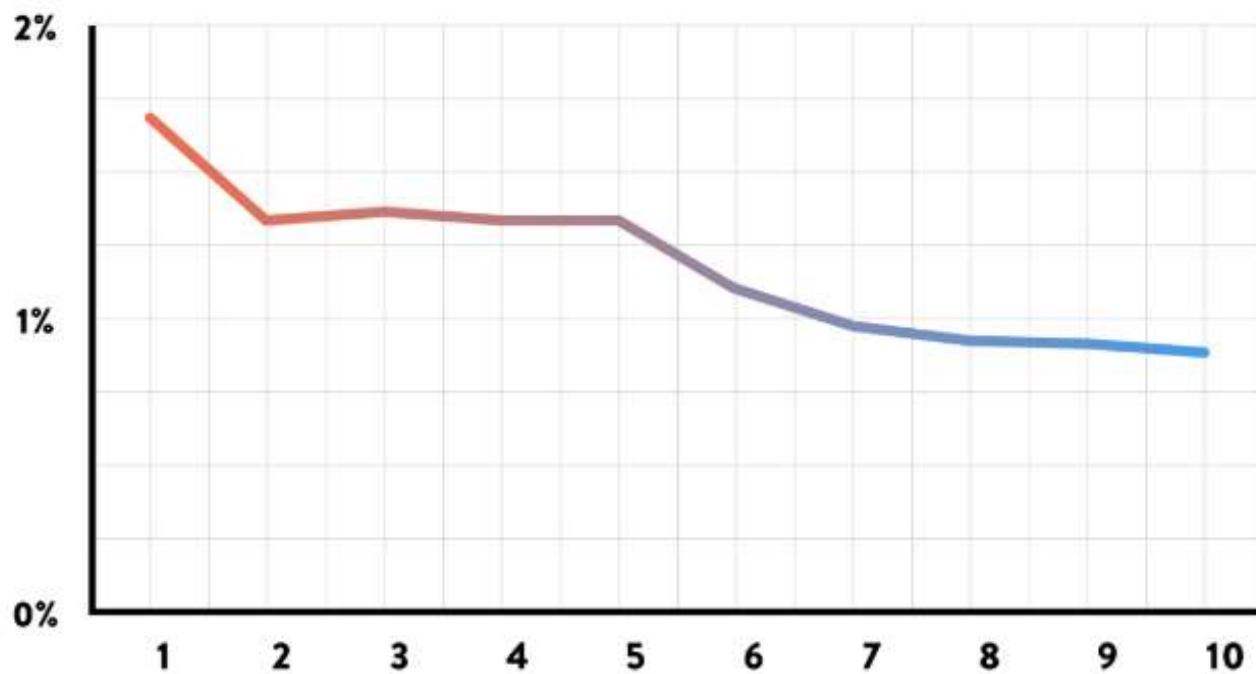


On-Page Factors:

- Keyword in the title tag. The title meta tag is one of the strongest relevancy signals for a search engine
- Keyword in meta description tag
- Keyword in H1 tag
- Using keywords in the pages copy
- The length of the content
- Duplicate content
- Image optimization
- Internal linking

KEYWORD APPEARS IN TITLE TAG (EXACT MATCH)

PERCENT OF RESULTS



GOOGLE POSITION

Title Tag Starts With Keyword

On-Page SEO: Anatomy of a Perfectly Optimized Page

backlinko.com/on-page-seo ▼

Jul 27, 2014 - **On page SEO** doesn't have to be difficult. In this guide we show you actionable strategies you can use to get more search engine

Best for SEO

SEO 101: Getting The On-Page SEO Basics - Search ...

www.searchjournal.com/seo-101-getting-page-seo-basics/97871/ ▼

Apr 11, 2014 - If you don't get the basics of **on-page SEO** right, you have very little chance of securing top spots for competitive key phrases, even if you've got ...

Not Ideal

The 9 On-Page SEO Elements You Need In 2014 - Forbes

www.forbes.com/sites/.../the-9-on-page-seo-elements-you-need-in-2014/ ▼

Not Bad

Apr 20, 2014 - With so many significant changes in the world of **SEO** over the past year, it can be hard for non-**SEO** professionals to keep track of what's still ...

Benchmark Your Keywords

Top 100 Keywords

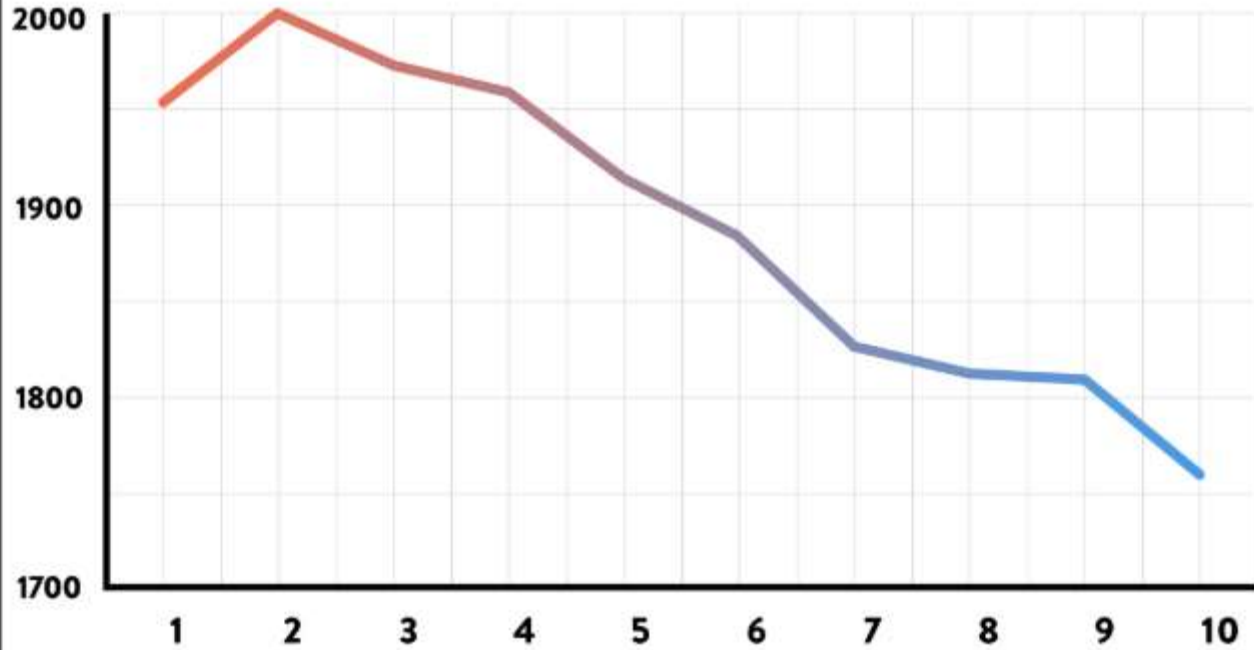
- What is your current ranking for each keyword?
 - Your SEO manager must show you movement each month
- How much traffic is being generated from each keyword?
- How many “conversions” are happening each month by keyword?
- Keep your own spreadsheet

Learn Google Analytics

- Track traffic by keyword
- Track conversion by keyword
- # of page views by keyword
- Time on site by keyword
 - Knowing these metrics will enable you to which keywords are valuable and which are not

CONTENT TOTAL WORD COUNT

NUMBER OF WORDS



GOOGLE POSITION

Moral of the Story

- Know your On-Page SEO basics
- Create deep, rich, valuable long-form content
- Learn what H1 and H2 tags are and where to use them
- Make sure your web guy is designing to Google AMP standards
 - Page Load Speed is important
- Does your SEO create your content?
- Do they know WHY an executive admin would choose your business?

Ads Manager

Ads Manager

Most Ads managers are going to create your...

1. Ad copy
2. Ad creative
3. Sales pages
4. Retargeting ads
5. Email funnels
6. Set calls to action

**For an Ads Manager to
Be Effective, They Must
Know Your Buyers as
Well as You Do!**

Ask Your Ads Manager...

What are the Top 3 reasons a wedding planner or travel manager would give when choosing a chauffeured car service?

If they can't answer this question, then how do you expect them to target, create content, write copy, and convert them to customers?

Ask for a Full Proposal
&
To Review Their Policies.

You MUST Know What You Own & What They Own!

- Do they manage your ads in your account?
- Do you own the sales/landing pages?
- Do you know how much of your budget is actually being spent on Ads?
- What happens when you leave?

What If I Already Use An Ads Manager?

- Do you own your account?
- Do you get a monthly copy of the Search Term Report?
- Do you receive detailed spending reports by campaign and keywords?
- Do you know your Return On Ad Spend (ROAS)?
 - If you can't calculate ROAS, then your Ads Manager isn't giving you enough information.
- Do you have real-time access to your data?
- How often does your Ads Manager communicate with you?