The Future of Economic Development is Online

Get Google's Attention

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INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

About IEDC

The International Economic Development Council (IEDC) is a non-profit membership organization serving economic developers. With more than 4,700 members, **IEDC is the largest organization of its kind.** Economic developers promote economic well-being and quality of life for their communities, by creating, retaining and expanding jobs that facilitate growth, enhance wealth and provide a stable tax base. From public to private, rural to urban, and local to international, IEDC's members are engaged in the full range of economic development experience. Given the breadth of economic development work, our members are employed in a wide variety of settings including local, state, provincial and federal governments, public-private partnerships, chambers of commerce, universities and a variety of other institutions. IEDC's members create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. www.iedcONLINE.org.

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Guillermo Mazier

CEO

Atlas Advertising

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DIGITAL MARKETING IN ECONOMIC DEVELOPMENT

Get Google's Attention with SEO and SEM

Google

Presented by Guillermo Mazier/ Atlas Advertising

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Meet Today's Speakers

Guillermo Mazier
CEO
Atlas Advertising
Denver, CO

Linda Girard
Co-Founder & CEO
Pure Visibility
Ann Arbor, MI

Tarun Gehani
SEO Lead
Pure Visibility
Ann Arbor, MI

Guillermo Mazier

@GuillermoMazier

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Warning HUGE <GEEK/>

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Meeting Agenda

- How Do Economic Development Organizations Show Up in Google?
  - What is Search Engine Optimization?
  - What is Search Engine Marketing?
  - Pay-Per-Click Explained
- The Role of SEO/SEM in Lead Generation Questions

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Explaining Search

HOW YOUR EDO SHOWS UP ON GOOGLE

http://www.google.com/insidesearch/howsearchworks/thestory/

Do you believe that web pages ranked higher in search results are more trustworthy than those ranked lower?

Why Is SEO So Important?

- Organic search engine results are 85% of all end user clicks, as opposed to only 15% for sponsored ads, like pay per click (PPC)

- Website marketing and applying SEO strategies works for you 24/7/365 vs. traditional ads on the radio, newspaper, TV and billboards, which are time sensitive

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The Main Reason SEO Is Important

Internet marketing and SEO strategies are ***the only form of marketing that can put your community and EDO's product or service in front of your targeted market*** and prospective customers who are actively seeking exactly what your community has to offer.

YOUR EDO

SEM

COMPANY LOOKING TO EXPAND/RELOCATE

Takeaway 1:

Before they buy, they Google

YOUR EDO

SEM

COMPANY LOOKING TO EXPAND/RELOCATE

Takeaway 2:

Social takes a back seat to search when buying

YOUR EDO

SEM

COMPANY LOOKING TO EXPAND/RELOCATE

Takeaway 3:

Ranking well can make you seem more trustworthy

YOUR EDO

SEM

COMPANY LOOKING TO EXPAND/RELOCATE

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Search Engine Optimization: An Overview

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Understanding Terms

- **SEM: Search Engine Marketing**
  - The promotion of your website in the digital space by utilizing SEO and or PPC
- **Social Media**
  - The distribution of content through social platforms
- **SEO: Search Engine Optimization**
  - Organic promotion of a website without paid promotion, often focused on the architecture or construction of the website
- **PPC: Pay Per Click**
  - Digital advertising where the advertiser (or owner of the website) pays for keywords or keyword phrases to drive traffic to their website

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Defining Search Engine Marketing (SEM)

"This is not your father's marketing. Search engine marketing (SEM), and most internet marketing in fact, can be very threatening because there are no rules. There's no safe haven. To do it right, you need to be willing to be wrong."

- Mike Moran, IBM

Search Engine Marketing

Search marketing is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts. It encompasses:

SEO: Earning traffic through unpaid or free listings
SEM: Buying traffic through paid search listings

Originally called “search engine marketing,” the shorter phrase “search marketing” is now often used as the umbrella term over SEO and SEM. The longer phrase “search engine marketing” — or SEM — is now typically used to describe paid search activities

A Guide to Building Successful AdWords Campaigns

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Defining Search Engine Optimization (SEO)

"Search Engine Optimization is knowing what the search engines want and giving it to them."

What Is SEO?

SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” listings on search engines. All major search engines such as Google, Yahoo and Bing have such results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. **Payment isn’t involved.**

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A Balanced Approach

SOCIAL MEDIA

PAY PER CLICK/SEM

SEARCH ENGINE OPTIMIZATION

(Non Paid)

PEOPLE ON YOUR WEBSITE

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PPC Explained

PPC Ads

SEO/ Social Media

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$41	Days Inn Bradenton Near the Gulf	2-star	Score: **22** / 30 - 27 Google reviews
$46	Siesta Inn & Suites	3-star	Score: **10** / 30 - 15 Google reviews
$118	Hyatt Regency Sarasota	4-star	Score: **20** / 30 - 78 Google reviews
$259	The Ritz-Carlton, Sarasota	5-star	Score: **26** / 30 - 212 Google reviews

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Ads

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PPC Ads

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Summary

- Search marketing is among the most cost effective marketing that you can EVER do:
  - Search Engine Optimization: Earning traffic through unpaid or free listings
  - Search Engine Marketing (PPC, SEM): Buying traffic through paid search listings
- Social media is heavily influencing search engine rankings
- Dive into Google Analytics to see how social media is assisting conversions
- High performing EDOs are not sitting on the sideline waiting to see what others will be doing

Sample Digital Campaign Tracking for EDO Marketers (ONE MONTH)

11 Form Fills

2 Emails

14 PDFs

27 Total Goals

Impressions	Clicks	CTR%	$ / Click	Cost Per Goal	Total Cost
65,292	459	0.70%	$3.22	$54.74	$1,478.10

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Questions? Comments? Contact Us.

Guillermo Mazier

303.292.3300 x 232

929 Broadway, Denver, CO 80203

guillermom@Atlas-Advertising.com

www.Atlas-Advertising.com

LinkedIn Profile | LinkedIn Group

Twitter | Blog | Slidespace