Educate: Creating a Website and Blog focused on Buyer Needs

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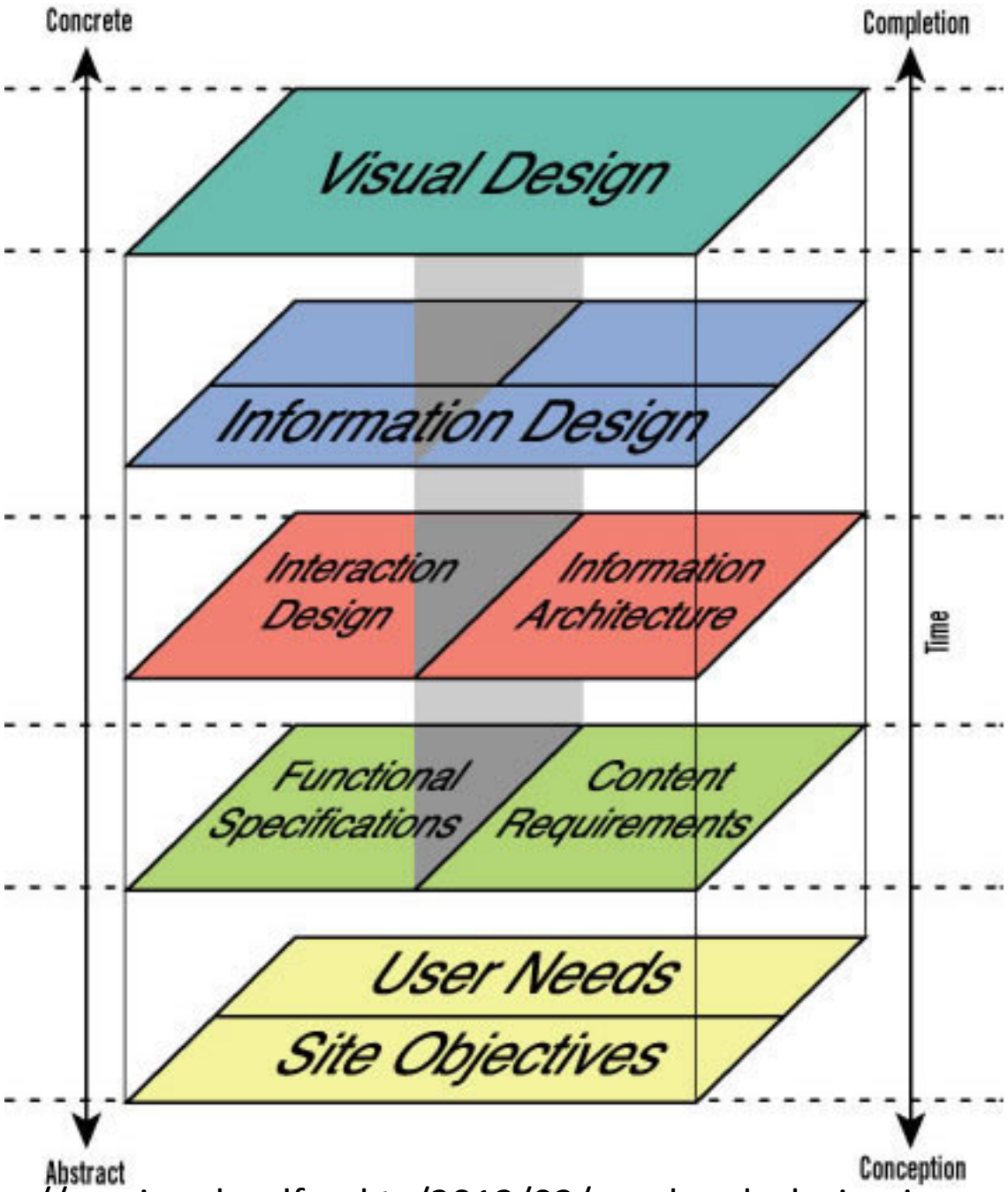
http://digitalfilipino.com



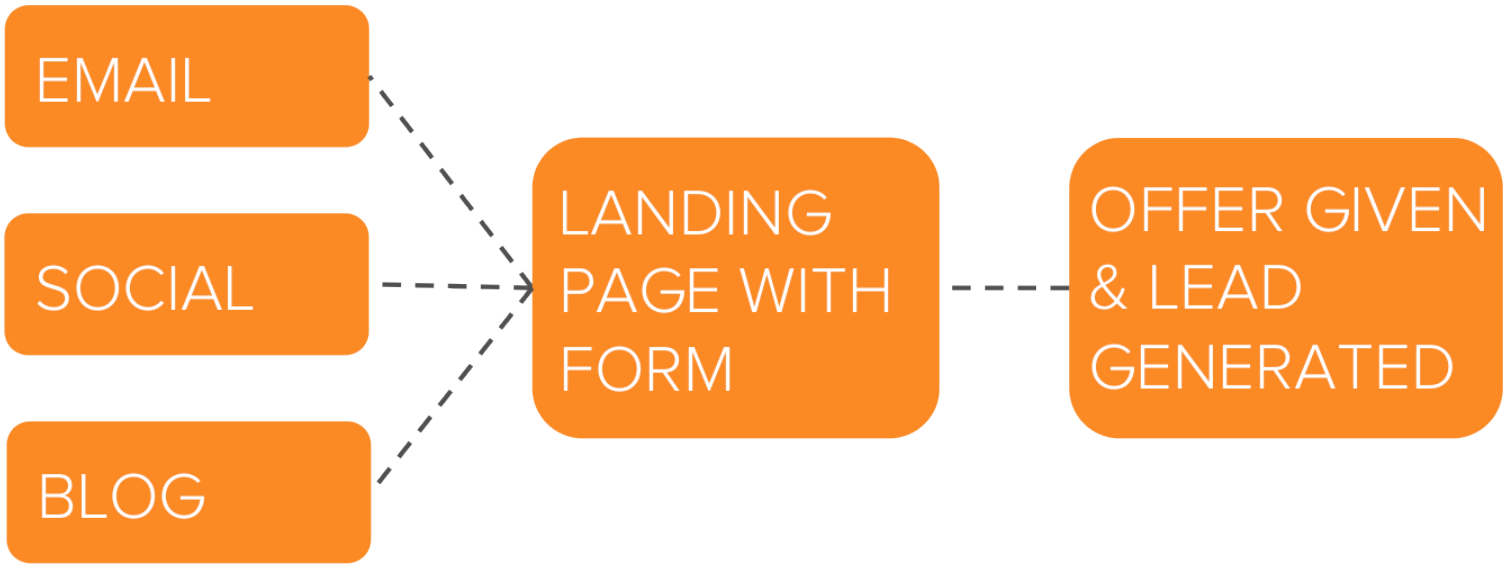
http://services.loudfeed.tv/2013/02/good-web-design-is-much-more-than-graphic-layout/

Creativity tools

- Help in documentation.
- Expanding an idea
- Thinking things through.
- Communicating an idea that can aid a presenter.
- Create materials that can speak for itself – standalone.

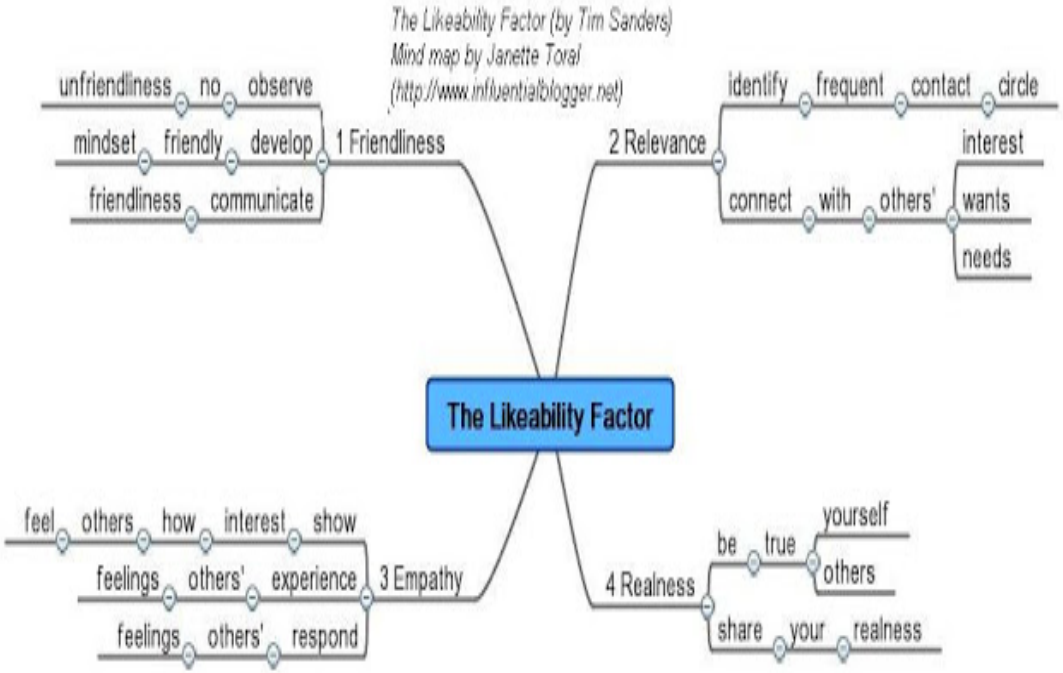
Creativity tools – Flow Chart

- Ideal in showing how a process works.



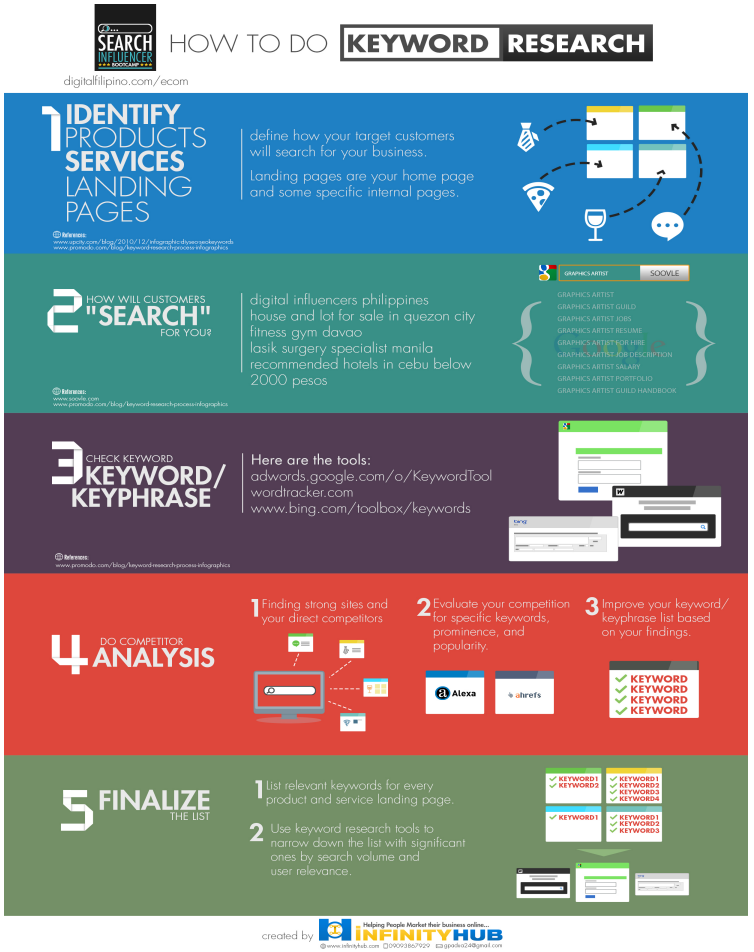
Creativity tools - Mindmaps

- Useful in showing concepts and insights around an idea.

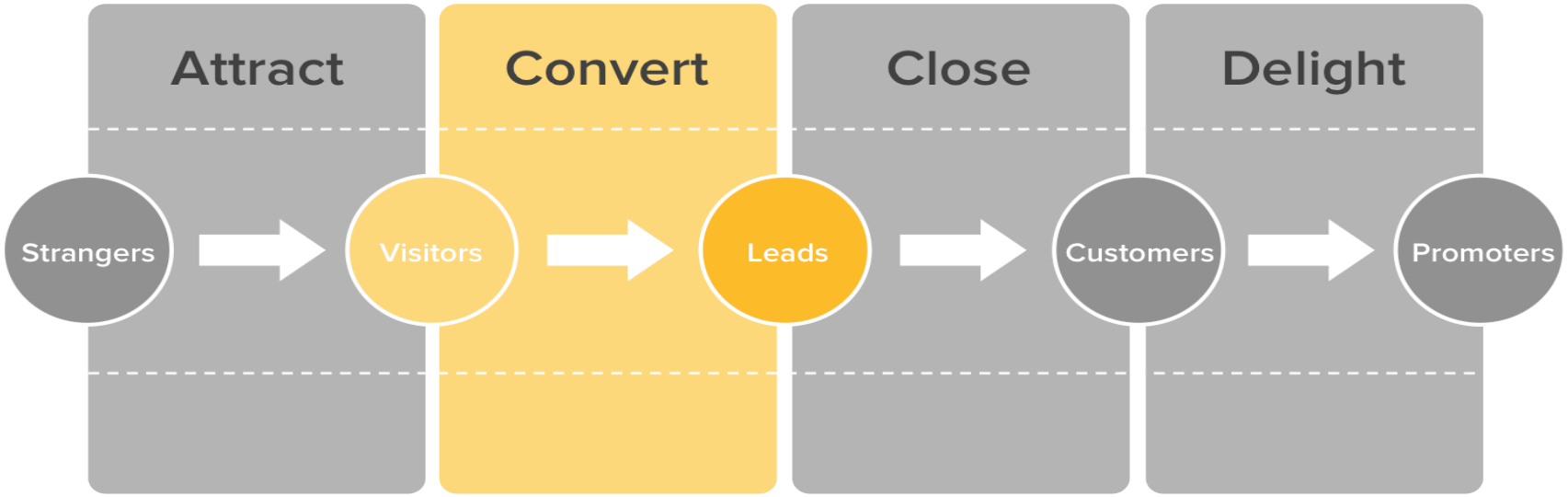


Creativity tools - Infographs

- Convey ideas illustrating a flow or expanding on a big idea.

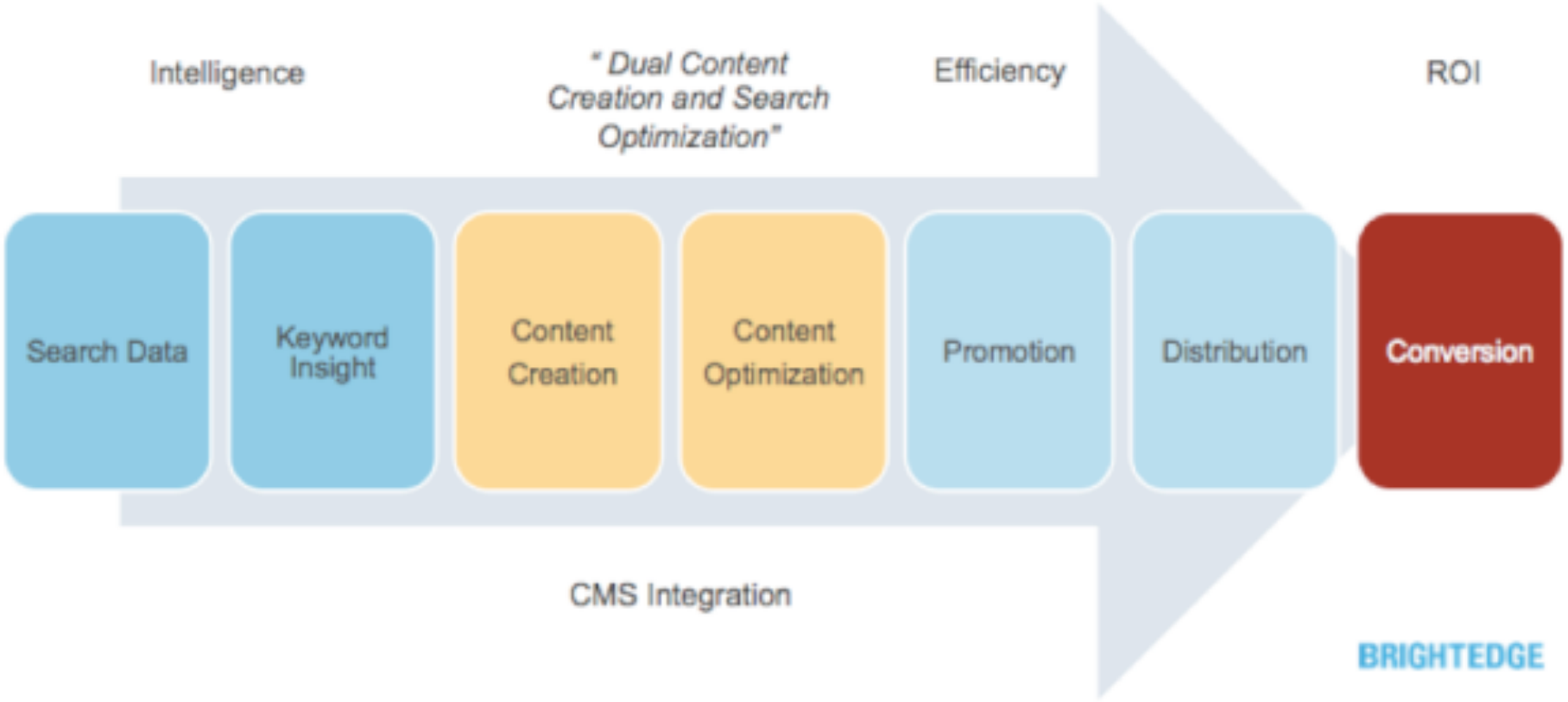


Example: Inbound marketing flow



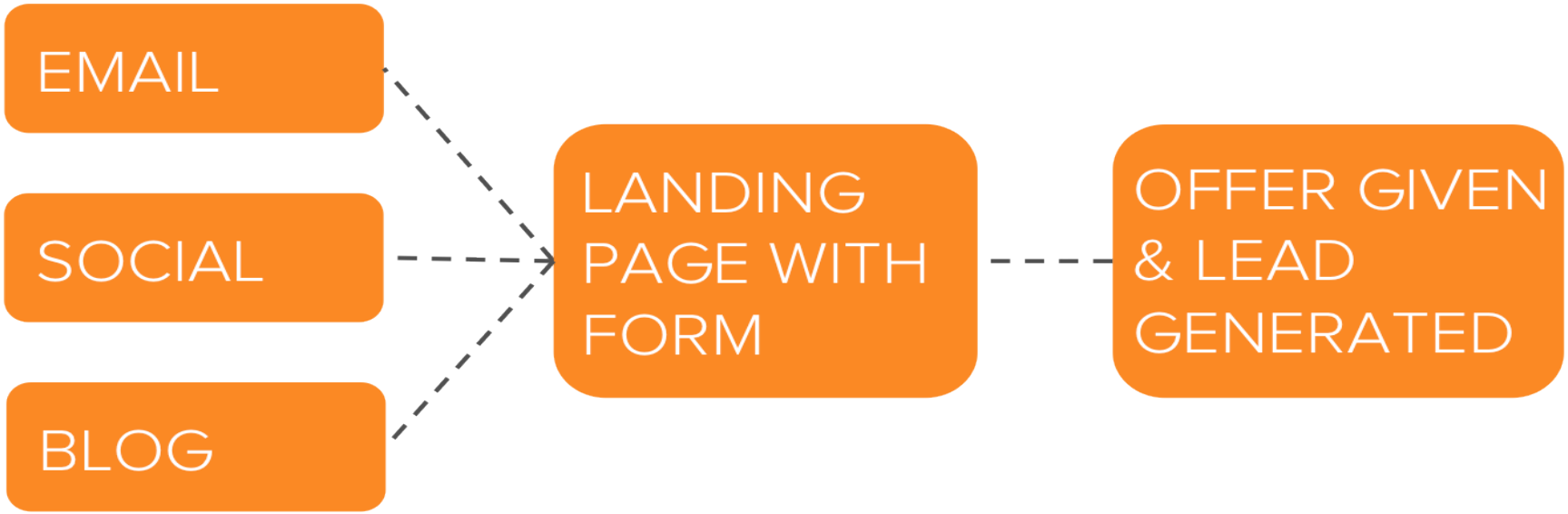
http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht

Example: Steps in Content Creation



http://searchengineland.com/content-seo-catch-22-3-steps-create-perfect-win-win-187099

Example: Online Lead Generation



http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht

Meeting user needs

What problems do users have?

- Too many properties online.
- Too many brokers / growing number of websites selling property.
- They don't know who to trust.

How can we solve it?

- I'm on the customer's side.
- Can be trusted to look for properties that suit my customer needs.
- Will look for best properties that suit the need of the customer.
- Assert myself as an online persona with enough credentials to be trusted.

Meeting user needs

What type of content users look for?

- About the broker / agent and how to get in touch.
- Verify affiliation and know more about broker / agent through 3rd party.
- Sample listing or proposal.
- Workflow process.
- Fees involved.

What can we put on our site?

- About the broker / agent/ consultant.
  - Affiliation.
  - Testimonials.
  - Blog
  - Workflow (dealing with me)
  - Video (introduction)
  - Contact information
- Services
  - Property scouting
  - Property purchase negotiation
  - Property selling (for selected clients only)
  - Property documentation
  - Sample (but real) proposal.
    - Sign-up form to request for proposal.
  - Fees

1 IDENTIFY PRODUCTS SERVICES LANDING PAGES

define how your target customers will search for your business.

Landing pages are your home page and some specific internal pages.

References:

www.upcity.com/blog/2013/12/infographic-diy-seo-keywords

www.geomodo.com/blog/keyword-research-process-infographic

2
HOW WILL CUSTOMERS
"SEARCH"
FOR YOU?
digital influencers philippines
house and lot for sale in quezon city
fitness gym davao
lasik surgery specialist manila
recommended hotels in cebu below 2000 pesos
GRAPHICS ARTIST
SOOGLE
GRAPHICS ARTIST
GRAPHICS ARTIST GUILD
GRAPHICS ARTIST JOBS
GRAPHICS ARTIST RESUME
GRAPHICS ARTIST SALARY
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www.pixelmedia.com/blog/keywordresearch-processinfographics

CHECK KEYWORD
KEYWORD/
KEYPHRASE
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adwords.google.com/o/KeywordTool
wordtracker.com
www.bing.com/toolbox/keywords
References:
www.adwords.google.com
www.promodo.com/blog/keyword-research-process-infographics

4 DO COMPETITOR ANALYSIS

1. Finding strong sites and your direct competitors

2. Evaluate your competition for specific keywords, prominence, and popularity.

3. Improve your keyword / keyphrase list based on your findings.

References:

www.alexa.com
www.ahrefs.com
www.promodo.com/blog/keyword-research-process-infographics

5 FINALIZE THE LIST

1 List relevant keywords for every product and service landing page.

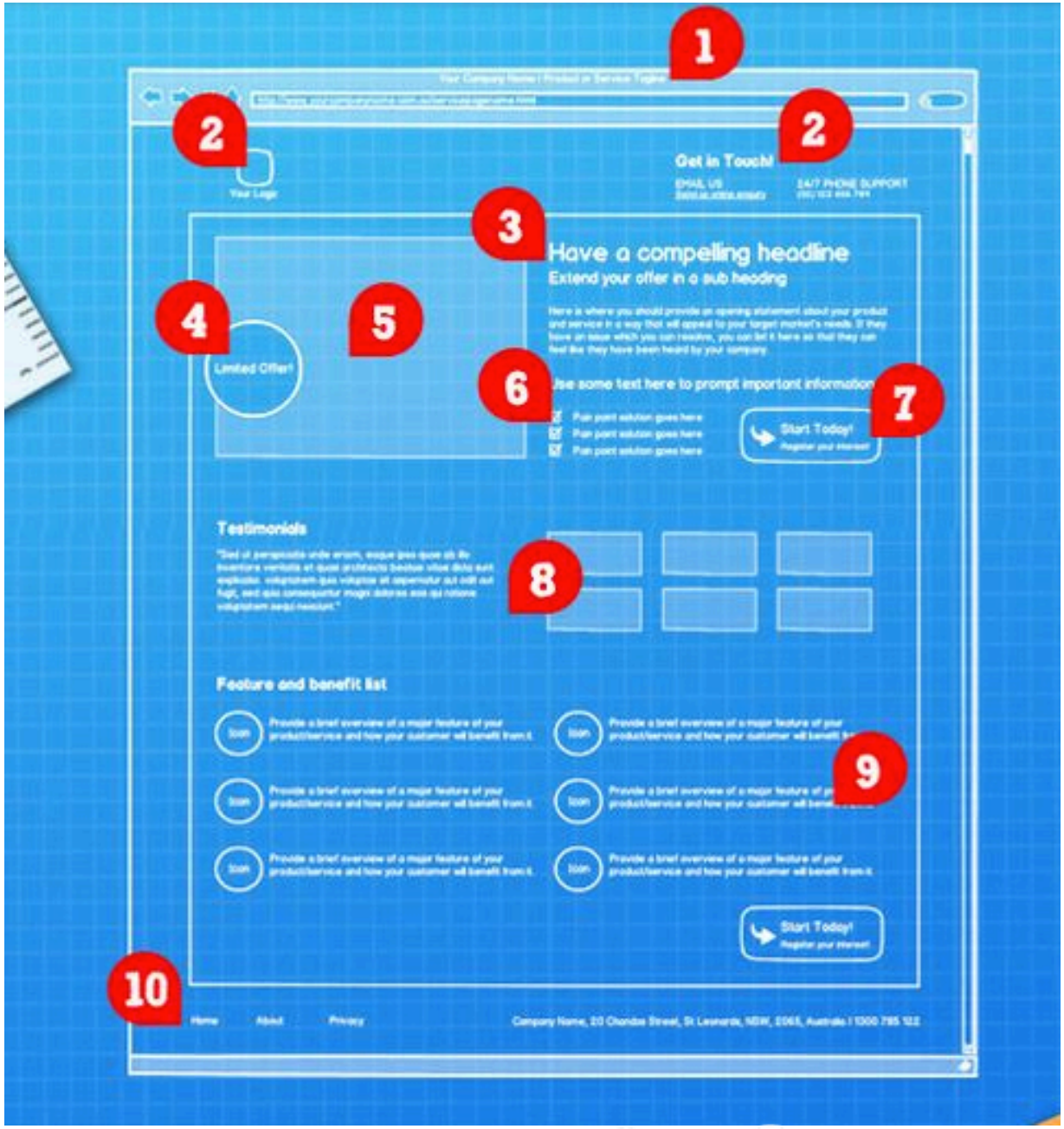
2 Use keyword research tools to narrow down the list with significant ones by search volume and user relevance.

References:
www.adwords.google.com
www.promodo.com/blog/keyword-research-process-infographics

Platform choices

- Wordpress
- Wix
- Blogger.com
- Weebly
- Among others

Identify Conversion Areas



http://pinterest.com/pin/93871973455399191/

The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: http://marysbakery.com/chocolate-donuts

LOGO | Navigation Menu

Bot Accessible

There are no impediments to search crawlers reaching this page or determining it's the canonical version.

Uniquely Valuable

The content offers everything a searcher might want in a unique, high-quality amalgamation.

Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

#1: Our Ingredients
XYZ

#2: The Baking Process
ABC

#3: Timing
DEF

Built to be Shared

115 | 477 | 115
Like | Tweet | +1

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.

How to Get Hold of Mary's Chocolate Donuts (aka locations, pricing & availability)

Phenomenal UX

Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.

How to Make Chocolate Donuts at Hon (aka our recipe for the **perfect donut**)

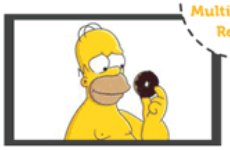
Keyword Targeted

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.

Multi-Device Ready

Thanks to solidly-tested, reponsive design, this page loads looking great on any device, screen size, and browser.

Endorsements (including one from Homer!)



Meta Data Inclusive

The page includes authorship, an enticing meta description, and schema markup for recipes, too.

NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.

by Mary D. of Mary's Donuts

Created by Rand Fishkin

MOZ

http://blog.hubspot.com/perfect-on-page-seo-infographic