

Company Advertising / Digital Marketing Strategy & Tools

Goal

Optimize / Establish Advertising / Digital (Online) Advertising/Marketing Strategy, and oversight processes for a Company.

ASSESS, DEFINE, PLAN, and EXECUTE

Objective:

ASSESS, DEFINE, PLAN, and EXECUTE

Created by Legacy316, LLC | 2024

Due date:

Date: TBD

Steps	Description	Tasks	Assigned to	Status	Resource list (see other tools/reference worksheet/page)
ASSESS					
Assess	Advertising, Digital Marketing /Online Advertising Partners (contracts, subscriptions, etc) to include Website Design/Website Maintenance Resources.	TBD	TBD	TBD	Any existing Partner/Vendor Contracts, Subscriptions, internal Company Resource/Employee, other paid or free advertising.
Assess	Current Advertising, Digital Marketing /Online Advertising Strategic Goals (including KPIs (Key Performance Indicators), Budget and ROA/ROI (Return on Adspend or Return on Investment).	TBD	TBD	TBD	Any existing Company defined strategic goals and processes for Advertising or Digital Marketing/Online Advertising
Assess	Current oversight/accountability processes in place for measuring success of Advertising, and Digital Marketing Strategy	TBD	TBD	TBD	If available, use a defined inventory/list of all existing Advertising or online Company Assets, and the review of any existing oversight / accountability processes
DEFINE					
Define	Company Strategies, Objectives, Budgets, Goals for Advertising Channels and Digital Marketing/Online Advertising (Examples: Priorities, Target Markets, SEO management, Lead type(s) to drive revenue, Conversion type(s), Purpose of Advertising, and specific Ad target goals based on growth strategy and current, historical or budgeted P&L.	TBD	TBD	TBD	As available or define Company Strategic Growth goals (revenue, geographic expansion), use Historical or Projected Reports for: Budget, P&L, Break-even analysis. As available, use detailed reports to reflect revenue by Product or Service Type, and margin by Product/Service to assist in defining Overall Advertising Budget to allocate across all Advertising Channels.
Define	Company Best Practices related to all Advertising and Digital Marketing/Online Advertising from projected advertising goals and/or historical or current advertising results (review results from existing advertising, web presence by geographic area, social media, organic or paid SEO, landing pages, website, local listings/profiles, industry related ads, and website maintenance.	TBD	TBD	TBD	As available, existing Advertising data to include any Digital Marketing / Online Advertising reporting or research tools (see Digital Marketing Tools References TAB/Page): Google Ads reports, Google Analytics, Google Search Console (Core Vitals), other online SEO Reporting tools. Examples: SEO tools including domain, keywords, backlinks, etc. (https://www.semrush.com/seo/), speedtest for domain/website (https://gtmetrix.com/), and (https://pagespeed.web.dev/)

Steps	Description	Tasks	Assigned to	Status	Resource list (see other tools/reference worksheet/page)
PLAN					
Plan	Determine (choose) Advertising and Digital Marketing / Online Advertising vendors/partners or determine internal Company employee/team as the resource (NOTE: include a Website development or Website Maintenance resource.)	TBD	TBD	TBD	Company Management and Company Employee / Team responsible for all Advertising Channels and Digital Marketing (Online Advertising).
Plan	Establish Company Employee/Team responsible for Advertising and Digital Marketing/Online Advertising execution/oversight (accountability and tracking results)	TBD	TBD	TBD	Company Management and Company Employee / Team responsible for all Advertising Channels and Digital Marketing (Online Advertising).
Plan	Review or create oversight, accountability, and tracking process for the Company Advertising Channels, Digital Marketing/Online Advertising (including Website Maintenance/updates) to ensure implementation and maintenance of overall Company Advertising and Digital Marketing Strategy goals.	TBD	TBD	TBD	Company Management and Company Employee / Team responsible for all Advertising Channels and Digital Marketing (Online Advertising).
Plan	Establish "Actionables" based on defined Company Best Practices and oversight/accountability processes for Advertising, Digital Marketing (Online Advertising), Website Maintenance process (weekly, monthly, quarterly, and annual) to ensure alignment with Company strategy and goals to include Company employee/team responsible, and external vendor/partner reviews.	TBD	TBD	TBD	Company Management and Company Employee / Team responsible for all Advertising Channels and Digital Marketing (Online Advertising) along with any existing or new Digital Marketing partners/vendors
EXECUTE					
Execute	Implement "Actionables" as outlined in Company Plan for ALL Advertising Channels and Digital Marketing (Online Advertising) oversight/accountability processes with adherence to Company defined Best Practices; i.e., set recurring meetings and/or reviews with internal and external teams responsible for Digital Marketing/Online Advertising.	TBD	TBD	TBD	Company Management and Company Employee / Team responsible for all Advertising Channels and Digital Marketing (Online Advertising).

Steps	Description	Tasks	Assigned to	Status	Resource list (see other tools/reference worksheet/page)
Execute	Ensure systematic Website Maintenance/updates to include Wordpress (or other Website Content Software) updates, any Website/Wordpress plug-in updates, SEO consistency, website or social media posts/articles, updates to site index maps within YOASt or other SEO plug-in for Website Content Software, updates to Google Business Profile (if needed by Geographic area), and Google site index thru Google Search Console	TBD	TBD	TBD	<p>Company Management and Company Employee / Team responsible for all Advertising Channels and Digital Marketing (Online Advertising). Also, for reference related to Google Site Index information: https://support.google.com/programmable-search/answer/4513925?hl=en AND https://support.google.com/webmasters/answer/9012289?hl=en</p>
Execute	Systematic/Established review process of ALL Advertising and Digital Marketing (Online Advertising) reporting: 1.) Google Ads Reporting (Ad Spend by Geography by Campaign, Ad, and Keyword), 2.) Google Search Console (check keywords, backlinks, and referring sites), 3.) Google Analytics (at minimum review traffic history comparison), 4.) see Tools_Reference tab for other SEO resources to periodically check GTMetrix, PageSpeed and other criteria that impact Google Site ranking (which correlates to Ad quality and Organic SEO) 5.) Other reporting tools as needed to monitor non-Digital Based advertising.	TBD	TBD	TBD	<p>See Tools_Reference TAB/Page in this Workbook, specifically Google Ads, Search Console, Analytics, and references to the sites like SEMRUSH, NEIL PATEL, AHREFS, and MOZ to compare the information and measure it back with Google's reporting from Ads, Analytics, and Search Console.</p>

Digital Marketing / Online Advertising Tools / Reference

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NAME	SITE	NOTES	COMMENTS
GOOGLE Ad Reporting	https://ads.google.com/home/	See instructions and access from Company Google Ads Account (https://support.google.com/sa360/answer/12559151?hl=en), thru an established Gmail / Google Account.	HOW TO ANALYZE Google Ads Successfully: Campaign (https://ads.google.com/intl/en_us/home/resources/articles/how-to-analyze-google-ads-successfully/)
Google Search Console	https://search.google.com/search-console/about	Company will have to Sign in or establish a Gmail account for access to Search Console	
Google Analytics	https://marketingplatform.google.com/about/analytics/	Company will have to Sign in or establish a Gmail account for access to Google Analytics	
SEMRush	https://www.semrush.com/seo/	SEO resource Dashboard for Keyword, Backlink, Domain health, competitors. Examples: https://www.semrush.com/blog/find-backlinks/ , and Company SEMRUSH Report https://www.semrush.com/analytics/backlinks/overview/?q=selectsg.com&searchType=domain	Resource outside of Google's reporting
GTMETRIX	https://gtmetrix.com/	GTmetrix tells you how your website performs, why it's slow, and how to optimize it.	Speed impacts Google's rank of website/domain which correlates to Organic SEO, and Google Ad ranking. For some issues, will need a Website developer or Company will need to adjust website itself via Wordpress
PAGESPEED Insights	https://pagespeed.web.dev/	Analyze and optimize your website with PageSpeed tools (See Comments URL also for Pagespeed	https://developers.google.com/speed
SEOSITECHECKUP	https://seositecheckup.com/seo-audit/selectsg.com	(free and paid tools, wealth of INFO)	
Neil Patel (Detailed SEO overview/Analyzer) - I used his sites often	https://neilpatel.com/blog/seo-website-audit/	Complete Guide to Performing SEO Audits (Neil Patel - I reference his site often for best practices and tools)	
UBERSUGGEST - by Neil Patel	https://app.neilpatel.com/en/traffic_analyzer/overview?domain=selectsg.com&lang=en&locId=2840	They have free and paid versions, the UBERSUGGEST site is FREE or paid SEO tool that enables you to do keyword research, analyze competitors, do site audits and more!	https://app.neilpatel.com/en/dashboard

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NAME	SITE	NOTES	COMMENTS
ADSGRADER (Neil Patel)	https://adsgrader.com/	Company would have to create an account to review results for the ADSGRADER " in-depth campaign analysis now so you can optimize ad spend, increase ROI, and reach your target audience more effectively than ever before"	NOTE: I have not used this service, but I might consider it if doing an audit on an established website before making adjustments.
AHREFS (site for checking SEO, Keywords, Competitors)	https://ahrefs.com/free-seo-tools	The link is to their FREE tools which provide help to improve a company's website, to find topics to write about and to track a website's performance (Keywords, Backlink, and Website Traffic). They are a well-known resource similar to SEMRUSH, NEIL PATEL, and MOZ. They have paid options also.	I have used the sites like SEMRUSH, NEIL PATEL, AHREFS, and MOZ to compare the information and measure it back with Google's reporting from Ads, Analytics, and Search Console.
MOZ Company	https://moz.com/competitive-research	THE LINK is to one for Competitive Keywords, but you can see their tools at: https://moz.com/ . See their TAB, "FREE SEO TOOLS". MOZ is like AHREFS, SEMRUSH, and NEIL PATEL. They have been around since 2004. They list for reference of what they do: "discover the right keywords, build quality backlinks, and track your rankings with Moz Pro. Target the best keywords, check rankings, find backlinks, and fix on-site issues with Moz." They offer free and paid services.	I have used sites like SEMRUSH, NEIL PATEL, AHREFS, and MOZ to compare the information and measure it back with Google's reporting from Ads, Analytics, and Search Console.
G-Squared Interactive	https://www.gsqi.com/marketing-blog/google-march-2024-core-update-helpful-content-system/	(article on Google Helpful Content update from 2024)	NOTE: I have not used them, but they have a blog which is informative on Google Core updates which can affect traffic. G-Squared Interactive (GSQi) provides advanced SEO services with a heavy focus on helping companies recover from a significant drop in organic search traffic.
DATADrivenU	https://datadrivenu.com/blog/	(wealth of information - blog on Google Ads/Digital Marketing)	
Google article related to the Google update HCU (Helpful Content)	https://developers.google.com/search/docs/fundamentals/creating-helpful-content	Creating helpful, reliable, people-first content - Google Search Central Documentation	the HCU (update) could impact website and Ad traffic due to ranking criteria changes by Google

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NAME	SITE	NOTES	COMMENTS
Google August 2024 Core Update and 13 Steps To Recover From Google's Helpful Content Update [10+ Examples]	https://searchengineland.com/google-august-2024-core-update-what-were-seeing-early-on-445290	See both sites for information on the Google CORE update 2024	https://surferseo.com/blog/recover-from-helpful-content-update/#:~:text=The%20Helpful%20Content%20Update%20(HCU,engine%20rankings%20in%20search%20results
How Publishers Can Reduce the Impact of Google Updates on Ad Revenue 2024?	https://www.mile.tech/blog/how-publishers-can-reduce-the-impact-of-google-updates-on-ad-revenue-2024	As Company is engaged with a Digital Marketing/Online Advertising partner and/or the internal Company employee / teams there should be consideration to periodic Google algorithm updates that would impact SEO / Digital Advertising results (including social media)	
Adriaan Dekker - Google Ads Consultant (posts tips on LinkedIn, and resources on his website)	https://adriaan-dekker.nl/	SEE HIS LINKEDIn Page (URL in Comments Column)	https://www.linkedin.com/in/adriaan-dekker-google-ads-freelancer-rotterdam/?originalSubdomain=nl