

 **Alignable** WEBINAR

Aligning Search Engine Optimization with the
Digital Consumer Journey



Hosted by:

CHRISTOPHER CARBAUGH

Hoot Host - <https://hoot.host>

SEO and the Digital Consumer Journey

Let's explore the digital consumer journey and how to align it with your website's optimization. Helping you gain more organic search engine visitors and create more results from the traffic your website receives. Use this presentation packed with professional guidance and recommendations!

- Building a Trusted and Authoritative Online Presence
- Understanding the Consumer Journey and SEO Alignment
- Discovery Stage: Blogs and Landing Pages
- Consideration Stage: Pillar Pages and Lead Generation
- Action Stage: Facilitating Your Desired Online Results
- Retention Stage: Cultivating Lasting Relationships
- Advocacy Stage: Building Your Reputation



**Let's explore SEO + the
digital consumer journey!**

Building a Trusted and Authoritative Online Presence

Building Your Online Presence

Building a trusted and authoritative online presence is about optimized content and following Google's current standards!

- Helpful content - Make your blogs and landing pages focused on answering questions people in your industry need help with. No self promotion! Just helpful, insightful content.
- E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is about sharing your personal experiences, showcasing your professional expertise, and consistently publishing quality content Google can recommend. The more you do this, the more you will build trust and rise in the ranks.
- Google SEO Essentials - Meet Google's standards for technical SEO, page attributes, performance, accessibility.
- Watch the Hoot Host SEO Webinar from January 2024



Understanding the Consumer Journey and SEO Alignment

Consumer Journey & SEO Alignment

The more you follow the helpful content algorithm and E-E-A-T standards, Google will favor your blog posts and landing pages. Over time you will build topic authority following these principles and drive more organic search engine visitors to your website. Visitors who you properly targeted with your topics, location, and business-specific optimized content.

Now that your website is gaining organic search traffic, you need to guide search engine visitors through the digital consumer journey stages to gain the results your business is looking for. Blogs, landing pages, and effective content is just step 1 in driving visitors to your desired action.

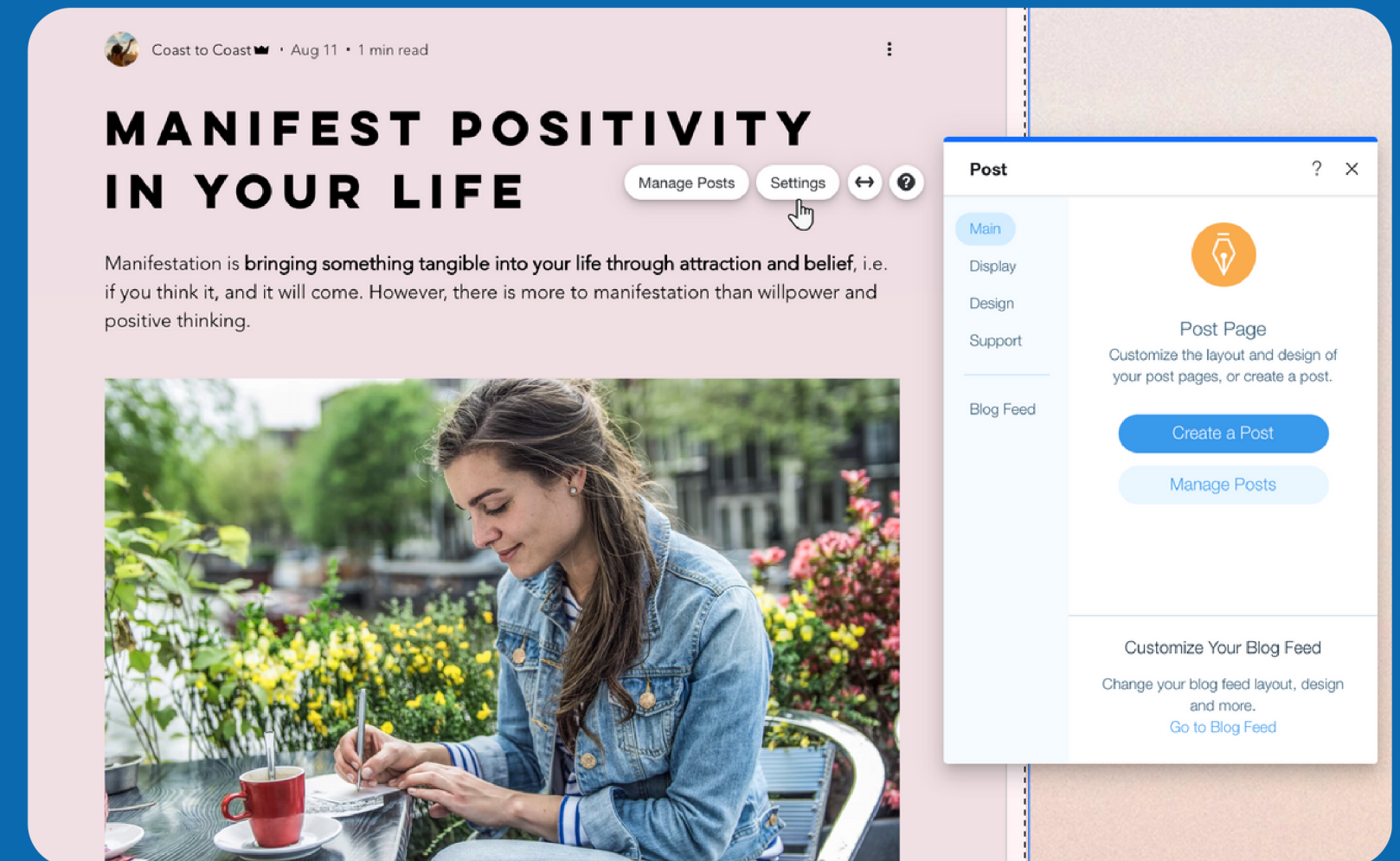


Discovery Stage: Maximizing Blog Posts and Landing Pages

The Discovery Stage

The journey begins at the Discovery stage, where potential customers seek information. Blogs and landing pages, especially those not directly linked from the main navigation, are crucial here. These resources should be designed to address common questions and deliver valuable insights, adhering to Google's latest standards for helpful content.

- Gain targeted search engine visitors using E-E-A-T
- Avoid self promotion, just post useful, helpful content
- Guide users toward your pillar or service pages with CTAs leading them into the next stage to learn more.
- Remember the more topic authority you have, each post or page you publish is another chance to bring a visitor into your Discovery stage! Increasing the likelihood visitors continue the consumer journey of your website.

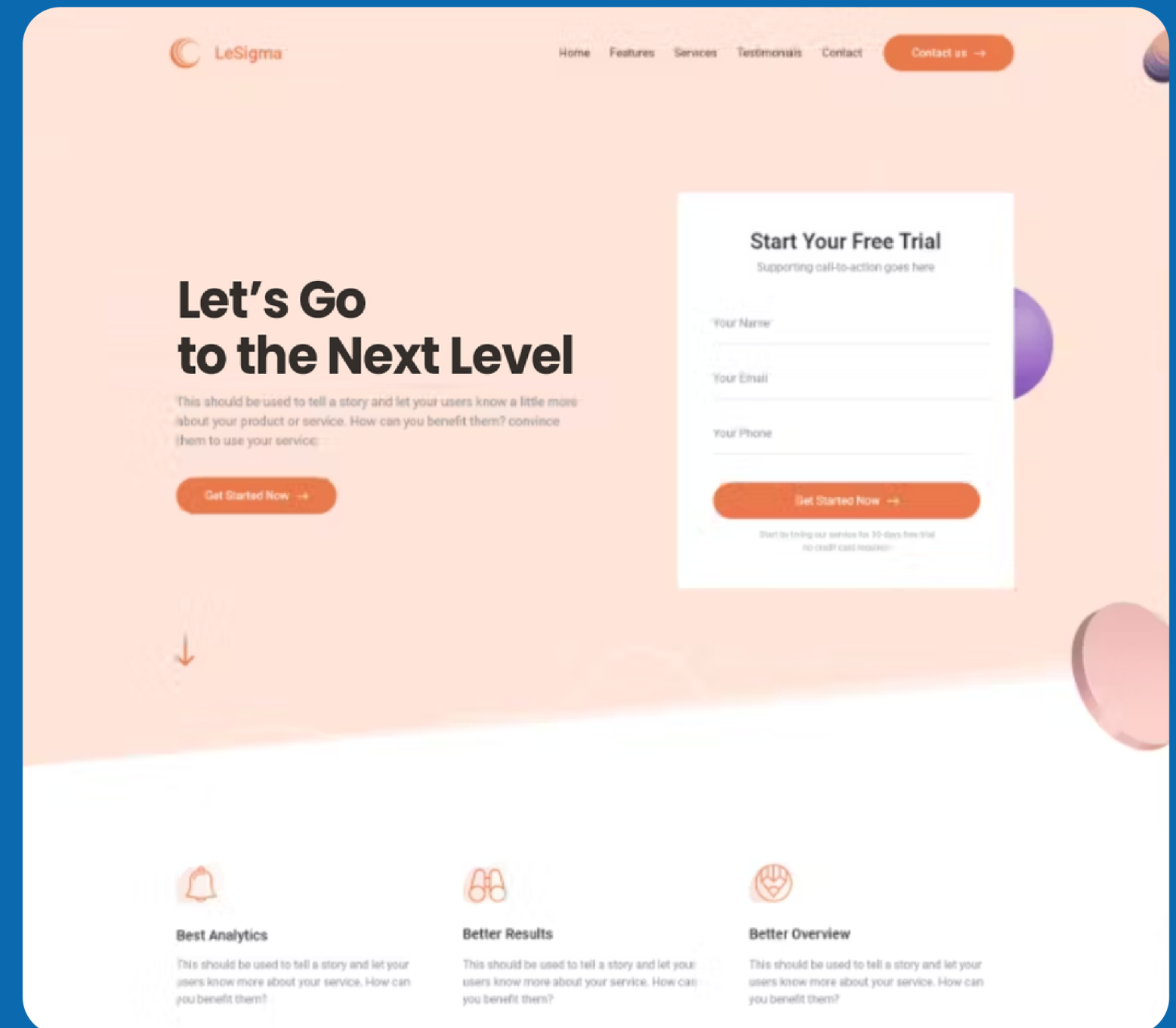


Consideration Stage: Pillar Pages and Lead Generation

The Consideration Stage

The Consideration stage is where you differentiate your business with in-depth information on your Service pages or primary pillar pages. Here is where you can distinguish your business from competitors, offer promotions, capture leads.

- Service or pillar pages are for more information on a topic or service, plus information about your business, what you offer, and why a website visitor should do business with you.
- Consideration stage should at least capture leads with promotions, lead forms / magnets, small favor marketing.
- Leads can be integrated into marketing campaigns / CRM to drive potential customers to our desired actions via email marketing, social media, SMS, paid advertising, etc.
- Ultimately our goal is guiding the journey forward to our desired action pages!



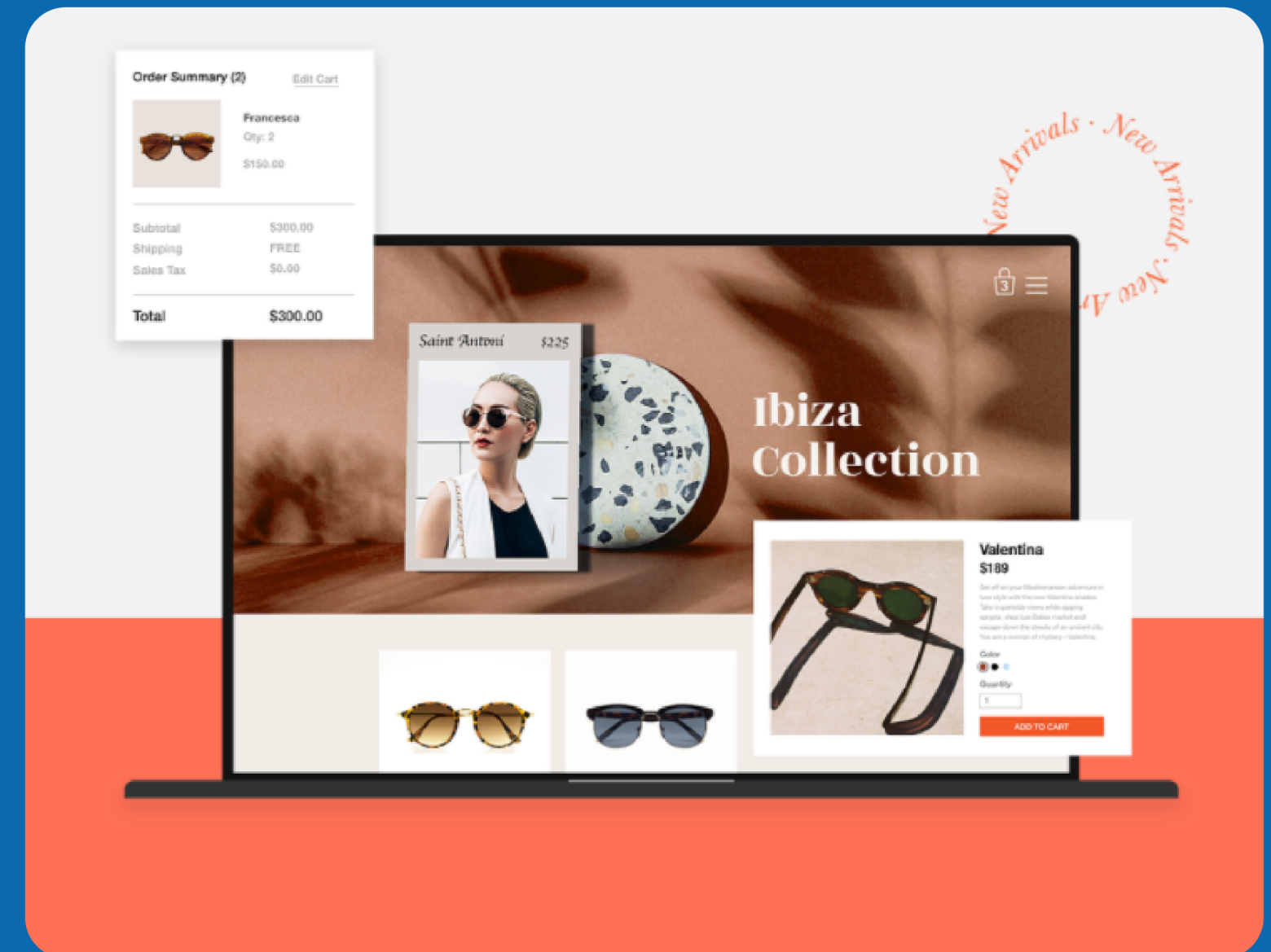
Purchase or Action Stage: Securing the Commitment

Purchase or Action Stage

The Purchase or Action stage is the decision-making point – whether it involves making a purchase, signing up, or booking an appointment.

- Strategic linking from Consideration to Action is key
- Captured leads from Consideration should be sent to Action
- There should be no additional clicks to take action! Once a visitor is there, the action should be obvious.

A digital consumer who has moved easily through the Discovery and Consideration stages is far more likely to take the desired action of your business! A well designed website and strategically planned consumer journey will lead to your desired business goals.



**Retention Stage:
Cultivating Lasting Relationships**

The Retention Stage

Focusing on customer retention involves maintaining and enhancing existing relationships through quality support and effective website communication.

- Support and Customer Service Pages
- User-friendly communication (forms, chatbot, phone, Google Business Profile Messages)
- Do everything you can to keep your website communication open, simple, and responsive!

Ultimately, providing quality products or services and building a great business is most important to gain customers and keep them happy!



**Advocacy Stage:
Building Your Reputation**

The Advocacy Stage

Successful retention leads to the Advocacy stage, where satisfied customers begin advocating for your business.

- Give happy customers an easy means to give reviews, testimonials, referrals
- Showcase happy customer experiences with testimonial sections, third-party reviews, videos, case studies
- Drive reviews on your Google Business Profile!!

The more Advocacy Google sees happening for your business, the more it is going to trust it can recommend your website and content on search engine results pages. Showcasing how all 5 steps of the consumer journey are connected in the success of your online presence on Google.

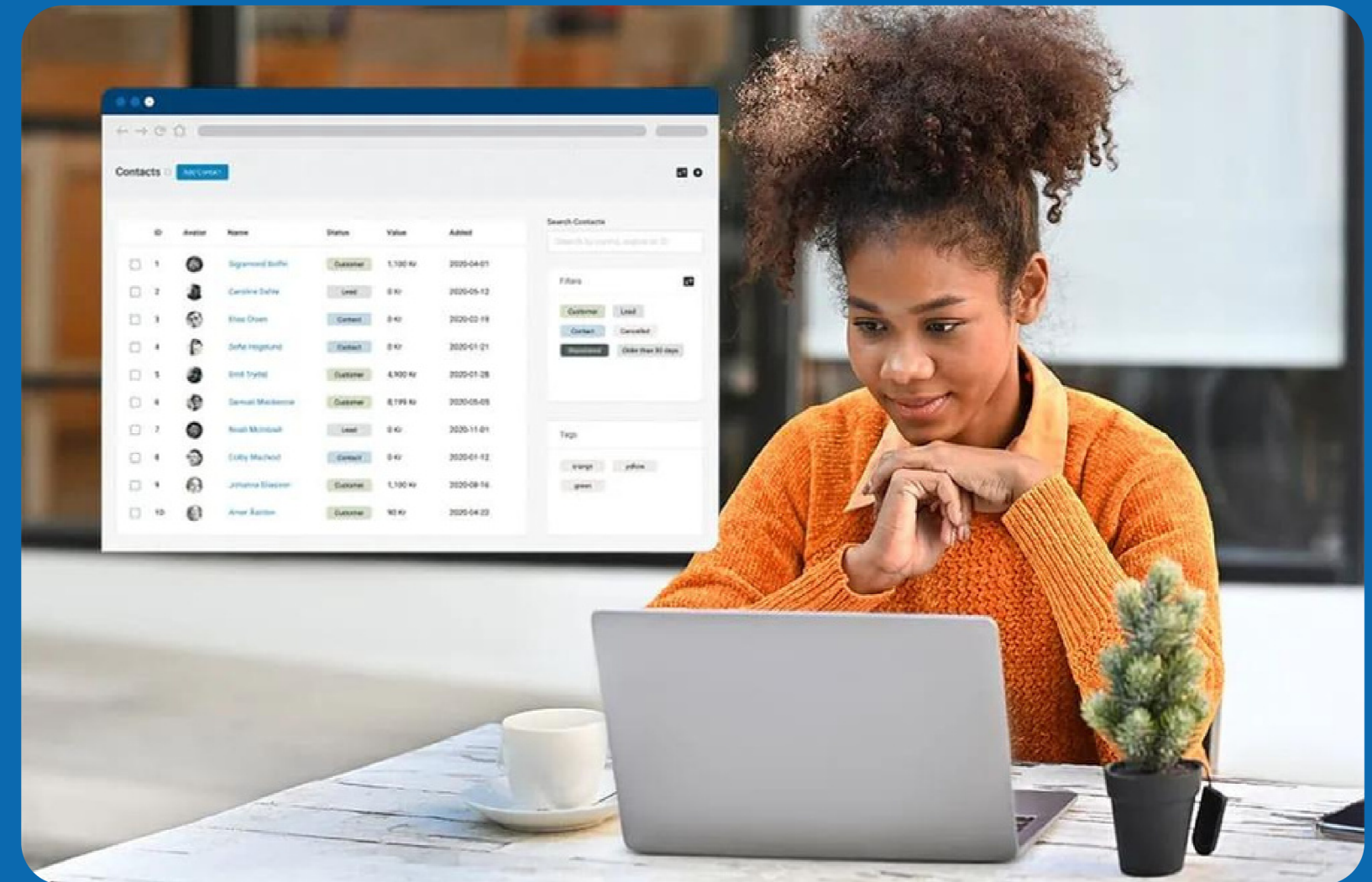


Reminders and Recap!

Reminders and Recap

SEO and the digital consumer journey should be seen as a shared website optimization effort. Both are required to not only rank well on Google, but make the most of the traffic your website receives.

- Strictly follow Google helpful content standards!
- Build your online presence with blogs using E-E-A-T
- Targeted blogs and landing pages get you Discovered!
- Pillar pages share more info and generate leads
- Purchase or Action is your desired website result
- Maintain customer retention with quality website support
- Share testimonials, get reviews, Google Business Profile!



Get HootCRM Free! Use code CRMFREE

Small businesses and local service providers face the dual challenge of building meaningful connections with their audience and scaling their operations effectively. That's why we created HootCRM - our marketing and CRM platform!

- Comprehensive Contacts Management
- Streamlined Lead Generation and Pipelines
- Reputation Management Made Easy
- Email Marketing
- Social Media Management
- Google Business Profile Scheduled Updates
- Landing Pages and Forms
- Real-Time Reporting and Analytics
- Automated and AI-driven Tasks
- As-You-Need Integrations



Time For Questions

Let's start a conversation about SEO
and the digital consumer journey!



**Join the Hoot Host Group
and leave us a review!**



Hoot Host - <https://hoot.host>