How to leverage SEO and data

To structure your website, define marketing strategy and grow your startup

Albert Mai
Head of Growth @ GlamCorner

@_albertmai
My journey
What does GlamCorner do?

Sources
2) Textile Beat, Aussies send 85% of textiles to landfill
SEARCH ENGINE OPTIMISATION
WHY SEO?
Why SEO?
SEO 101
What does Search Engine do?

User searches for keywords using the interface

Search engine spider

Website

Google

Keywords

Website
What are Search Engines?

![Search Engine Market Share in Australia - April 2018](image)

<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>93.86%</td>
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<tr>
<td>Bing</td>
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<tr>
<td>Yahoo</td>
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<td>Baidu</td>
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<td>DuckDuckGo</td>
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<tr>
<td>Norton Safe Search</td>
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</table>
What is Search Engine Optimisation?
SEO Ranking Factors

Weighting of Thematic Clusters of Ranking Factors in Google
(based on survey responses by 128 SEO professionals in June 2013)

- Domain-Level, Keyword-Agnostic Features
  - Domain-Level Keyword Usage
    - E.g. domain name length, TLD extension, domain HTTP response time, etc.
  - Social Metrics
    - E.g. quantity/quality of tweeted links, Facebook shares, Google +1s, etc.

- User, Usage, & Traffic/Query Data
  - E.g. traffic/usage signals from browsers/toolbars/clickstream, quantity/diversity/CTR of queries, etc.

- Domain-Level Brand Features
  - E.g. offline usage of brand/domain name, mentions of brand/domain in news/media/press, entity association, etc.

- Domain-Level Link Authority Features
  - E.g. quantity of links to the domain, trust/quality of links to the domain, domain-level PageRank, etc.

- Page-Level Link Features
  - E.g. PageRank, TrustRank, quantity of link links, anchor text distribution, quality of link sources, etc.

- Page-Level KW & Content Features
  - E.g. TF*IDF, topic-modeling scores on content, content quantity/relevance, etc.

- Page-Level, Keyword-Agnostic Features
  - E.g. content length, readability, uniqueness, load speed, etc.
# SEO Ranking Factors

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<thead>
<tr>
<th>Direct website visits</th>
<th>Time on site</th>
<th>Pages per session</th>
<th>Bounce rate</th>
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<table>
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<table>
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## User experience

## Backlinks

## Content
How to kickstart SEO for your website & business?

- Keyword Research & Targeting
- Crawling, Indexing & Website Structure
- Accessible & Delightful Content
- On-Page Optimisation
- Snippet, Markup & Schema
- Link & Amplification
- Alternative Engines
KEYWORD RESEARCH & TARGETING
Why?

- Identify keywords
- Prioritise marketing
- Spy competitors
- Customer insights
- Market insights
Types of keywords

- High volume
  - High cost & competition
  - Long tail SEO accounts for 70% of searches
  - Yields average of 36% conversion rate

- Low volume
  - Low cost & risk
  - Low probability of conversion

- Easy to rank
  - 1 Word Phrases: "shoes"
  - 2-3 Word Phrases: "mens shoes"

- Hard to rank
  - More descriptive Phrases: "Nike women’s running shoes"
Keyword Intent

- **Awareness (Informational)**: What to wear to a wedding?
- **Interest (Navigational)**: Wedding guest dress
- **Desire (Commercial Investigation)**: Best designer wedding guest dresses
- **Action (Transactional)**: Rent designer wedding guest dresses sydney
Keyword Intent

Content Layering Through the Buying Cycle

1. **Awareness**
   - 68% of marketers rate brand awareness as one of the most important organizational goals.
   - A content strategy that builds in awareness and curiosity about your brand is a recipe for success.

2. **Research**
   - The Internet influences 81% of purchase decisions. Strong, search-friendly product or service-related content warms up audience trust and raises visibility throughout the buying cycle.

3. **Options**
   - Buyers want options when making purchase decisions. Give them a feast with content tailored around their needs, pain points, and questions, demonstrating why your brand is the best choice.

4. **Promotion**
   - Promotional content is the secret ingredient that motivates prospects to climb deeper into the buying cycle when it’s blended with content that targets each buyer persona.

5. **Step Backs**
   - Before your buyer makes a decision, they may put that fork down and assess potential risks. It’s important to build trust at the very beginning of the buying cycle with content that addresses those risks clearly.

6. **Validation**
   - Buyers often want to substantiate what they know about your brand and its benefits. In fact, 70% of website visitors trust the opinions of unknown users when making a purchase decision. Testimonials can be a key factor in customer conversion.

7. **Purchase**
   - Propel prospects into purchasers with irresistible content. How do you help them take the cake? Provide final proof points, such as white papers, trials, or demonstrations to close the sale.

8. **Evaluation**
   - One taste is not enough if you want repeat customers. Cultivate interest and build trust through in-depth content such as trend reports, training opportunities, case studies, events, and social media interaction.

9. **Status Quo**
   - The icing on top of your layered content is the flavor that keeps consumers returning for more, putting them back into the buying cycle. Your competition wants to edge back into the buyer’s awareness, so continuously serve up relevant, interesting content.
## Identify and prioritise

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<th>Keyword</th>
<th>Avg. Monthly Score</th>
<th>Keyword Difficulty</th>
<th>Landing Page</th>
<th>SUM of Monthly Searches</th>
<th>AVERAGE of Keyword Difficulty</th>
<th>COUNTA of Keyword</th>
<th>Average Volume</th>
<th>Volume Score</th>
<th>Difficulty Score</th>
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## Customer insights

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<th>Keyword ideas</th>
<th>All</th>
<th>Phrase match</th>
<th>Having same terms</th>
<th>Also rank for</th>
<th>Search suggestions</th>
<th>Newly discovered</th>
<th>Questions NEW</th>
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<td>Overview</td>
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### Having same terms

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- carpet cleaning
- cleaning
- cleaning jobs
- gutter cleaning
- cleaning services
- bond cleaning brisbane
- dry cleaning
- carpet cleaning brisbane
- oven cleaning
- carpet cleaning melbourne
- end of lease cleaning
- jim’s cleaning
- window cleaning
- spotless cleaning
- carpet cleaning perth
- commercial cleaning
- house cleaning
- cleaning jobs brisbane
- carpet cleaning sydney

### Having same terms

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<th>Volume</th>
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- cocktail dresses
- cocktail dresses australia
- cocktail dresses online
- cocktail dresses melbourne
- plus size cocktail dresses australia
- plus size cocktail dresses
- cocktail dresses online australia
- cocktail dresses brisbane
- cocktail dresses sydney
- cheap cocktail dresses australia
- cocktail dresses perth
- myer cocktail dresses
- cocktail dresses adelaide
- david jones cocktail dresses
- cheap cocktail dresses
- cocktail dresses for weddings
- black cocktail dresses australia
- womens cocktail dresses
- cocktail dresses size 16
# Customer insights

## Search Volume Trends

### Average Monthly Searches

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## Ad Group Ideas

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<th>Competition</th>
<th>Suggested bid</th>
<th>Ad Impr.</th>
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Spying Competitors

- **150K** Keywords
- **283K** Traffic
- **$604K** Traffic Cost

**Organic Search Positions 1 - 100**

<table>
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<tr>
<th>Keyword</th>
<th>Position</th>
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Spying Competitors

81.6K
Traffic

126K
KEYWORDS

TRAFFIC

$613K
TRAFFIC COST

ORGANIC SEARCH POSITIONS 1 - 100 (81,583)
Keyword research tools

Keyword Planner
Where would you like to start?

- Find new keywords and get search volume data
  - Search for new keywords using a phrase, website or category
  - Get search volume data and trends
  - Multiply keyword lists to get new keywords
Steps

1. Identify relevant topics for your business
2. Fill each topic with keywords
3. Categorise keywords by funnel stage
4. Map keyword with content
5. Score and prioritise keywords & content
“If you fail to plan, you are planning to fail.”
- Benjamin Franklin
CRAWLING, INDEXING, WEBSITE STRUCTURE
Why?

UI/UX

Avoid self-competing & cluttering

Site crawlability
Website Structure: Ecommerce
Website Structure: Ecommerce

- Homepage
  - Clothing
  - Occasion
  - Designer
  - Trend
  - Length
  - Main Location
  - SKU
    - Sleeve
    - Size
    - Colour
    - Neckline
    - Body Type
    - Sub Occasion
  - Sub Location
Website Structure: Marketplace
Website Structure: Marketplace
Website Structure: Marketplace
Google Search Console

Search Console

Home
All Messages (4)
Web Tools

Sort: By property health Alphabetically

http://blog.glamcorner.com.au/ Website
Jan 30, 2018

http://www.glamcorner.com.au/ Website
Jan 23, 2018

Manage property

Help Create a set
Indexing

Index Status: Showing data from the last year

- Total Indexed: 44,244
- Blocked by robots: 41,802

The numbers shown in the graph may not reflect some filters that can prevent indexed URLs from appearing in our search results. Learn more.
Crawling

Crawl Stats

Googlebot activity in the last 90 days
Pages crawled per day

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<th>High</th>
<th>Average</th>
<th>Low</th>
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<td>17</td>
<td>2</td>
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<td>Feb 2014</td>
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</table>

Kilobytes downloaded per day

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<td>Feb 2014</td>
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Time spent downloading a page (in milliseconds)

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<th></th>
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<td>Feb 2014</td>
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Duplicate and thin pages
Steps

Plan out a hierarchy before you develop your website

Create a URL structure that follows your hierarchy

Use a shallow depth navigation structure

Create a nav that lists your main pages

Develop a comprehensive internal linking structure
ACCESSIBLE & DELIGHTFUL CONTENT
Why?

- Increase Conversion Rate
- Satisfy searchers
- Reduce Bounce Rate
- Good UX
Digital marketing is a crucial aspect of modern marketing strategies. It encompasses various online and offline marketing activities that are designed to attract and retain customers. Digital marketing includes various channels such as search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, email marketing, influencer marketing, and more. The goal of digital marketing is to reach potential customers where they are spending time online and to convert them into loyal customers. Digital marketing is becoming increasingly important as more and more people are using digital platforms to engage with brands and make purchase decisions. It is essential for businesses of all sizes to develop a strong digital marketing strategy to remain competitive in today's market.
Example: GlamCorner

**What to wear for Melbourne Cup – and what not to wear!**

*The Land*


**Melbourne Cup 2018 Fashion Tips, Dresses & Hats - Punters**

https://www.punters.com.au / Melbourne Cup - Fashion • Kate Waterhouse’s Cup Carnival Fashion Blog... As the daughter of leading thoroughbred trainer Gai Waterhouse and famous rails bookie Rob Waterhouse, Kate is widely considered part of Australia’s racing royalty... 2018 Melbourne Cup Carnival - Fashions on the Field.

**Melbourne Cup dress code: Themes and what you can’t wear to each ...**

www.news.com.au / sport... and... wear... /2b559562/10707879579346/2442175

Oct 25, 2017 - Melbourne Cup dress code and themes: What you can and can’t wear to the Melbourne Cup Carnival at Flemington. MEN can now go...

**What to wear to Melbourne Cup 2017 & Melbourne Cup Dress Code**


Sep 28, 2017 - On your marks, get set, and we’re off!... Get ready ladies, Melbourne Cup is fast approaching and we are here to help ease any fashion anxiety...

**What to Wear to Spring Racing Carnival in 2017 - The Trend Spotter**

https://www.thetrendsporter.net / spring-racing-carnival-guide-for-women /

Jan 30, 2018 - Melbourne’s Spring Racing Carnival is underway... read to look appropriately dressed, you also want to stand out with a fashion-forward outfit.

**What To Wear To Derby Day - Melbourne Cup Day - Crown Oaks Day**


Gentlemen are required to wear a suit of tailored slacks (tailored chinos acceptable), sports coat or blazer, plus tie and dress shoes. Between 1 December and 31 March jackets may be removed. Overseas visitors are welcome to wear the formal national dress of their country.

**The Ultimate Spring Racing Carnival Fashion Guide 2017 | Blog ...**


Aug 14, 2017 - Don’t know what to wear to Spring Racing Carnival, The Races 2017? Read our tips to get you fashion ready and to look sophisticated with...
Example: GlamCorner

SPRING RACING FASHION WRAP UP – WHAT TO WEAR
MELBOURNE CUP 2017

HOT TRENDS TO FOLLOW THIS 2017 MELBOURNE CUP CARNIVAL

Mustard Yellow

TIPS TO REMEMBER WHEN DRESSING FOR THE MELBOURNE CUP

Do....
1. Select vibrant colours.
2. Apply sunscreen.
3. Wear comfort shoes.
4. Bring parasol or umbrella.
5. Remember to have fun.

Don’t....
1. Show too much skin.
2. Wear a gown that is too short.
3. Oversize it with the makeup.
4. Wear joggers or flip flops.
5. Forget your hairdresser!

SHOP OUR MELBOURNE CUP COLLECTION

Related Posts:

Barely There: Dress to Impress in Black Tie

#GlamCorner

@_albertmai
## Example: Canva

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<th>Date</th>
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Example: Canva

Build your brand: 20 unique and memorable color palettes to inspire you

Colors are an excellent way to convey your product or express the unique personality of your brand.

We have created a list of 20 different color palettes for you to use and implement to create unique color combinations of your own, that will represent your brand.

Want to use these color combinations in Canva? Click here to sign up for free if you haven’t already. If you haven’t already — are you kidding me? Canva lets you change the colors of your designs by entering the hex code in the color area. Check out the video below for a quick tutorial on how.

01. Rich and Adventurous

Some hues form a strong, masculine combination and the easy transition from shades to shades creates a calming effect. These colors are Analogous, which means they sit near each other in the color wheel. The rich and dark tones would be well suited to the industrial or building industry.

A color palette is a fundamental element in the creation of your brand kit.

Use a color combination that represents your industry or the persona of your company to help your audience identify with. Your palette will also assist in building brand recognition through visual communication.

20. Morning Mist

Some hues form a strong, masculine combination and the easy transition from shades to shades creates a calming effect. These colors are Analogous, which means they sit near each other in the color wheel. The rich and dark tones would be well suited to the industrial or building industry.

A color palette is a fundamental element in the creation of your brand kit.

Use a color combination that represents your industry or the persona of your company to help your audience identify with. Your palette will also assist in building brand recognition through visual communication.
**Tips**

- Use sidebar widgets and promotions sparingly
- Logical and useful internal linking
- Single and clear Call-to-Action
- Optimise for relevancy
- Proper formatting
ON-PAGE OPTIMISATION
Why?

- Improve ranking
- Increase Conversion Rate
- Reduce Bounce Rate
- Increase CTR from SERPs
- Good UX
Improve CTR

CTR vs. Average Position

Images for gold dress

Gold Dresses | Gold Dress Online | Buy Gold Dress Australia | THE ...
59 items - Shop the latest range of gold dress at THE ICONIC today. Enjoy the option of free and fast delivery throughout Australia, including Sydney, Melbourne ...

Gold Dresses | Rent The Designer Collection | GlamCorner
***** Rating: 4.7 - 108 reviews
Hire Designer Gold Dresses for an evening occasion or event right. Australia-wide delivery including Sydney, Melbourne, Brisbane & Perth. Book Online Now!

gold dress -- Xenia Boutique
Items 1 - 8 of 115 - Shop with Australia's favourite online fashion boutique. Amazing weekly new arrivals of dresses, tops, bottoms & jacket. Fast Australia and ...

Gold Dresses | Rose Gold & Bronze Dresses - Missguided
https://www.missguidedau.com/dresses/gold-dresses
Women's Gold Dresses at Missguided just got even better. Evening, party, day or off-duty, shop mini, midi and maxi Gold Dresses. Fully tracked shipping on all ...
Good UX

REBECCA VALLANCE

Sofia One Shoulder Dress
$169 rental $749 retail
or 4 payments of $42.25 with afterpay

POSTCODE
Enter your postcode

SIZE
6 8 10 12 14

RENTAL PERIOD
4 - DAY RENTAL
8 - DAY RENTAL

DELIVERY DATE
Pick your delivery date

STYLE NOTES

Fifty and oh-so-romantic, this mini by Rebecca Vallance is perfect to rent for your next cocktail party or wedding function. Crafted from floral lace, it features an asymmetric bodice with a long fitted sleeve and ruffle detailing. The fluted hemline is the perfect finish and will have all eyes on you.

- Asymmetric neckline
- Ruffle and grosgrain ribbon detailing
- Mini skirt with frilled hem

Keep the look sweet with a pair of kitten heels and dainty gold jewellery available for hire. Style your hair in soft curls and go for a fit-from-within makeup look. Read our blog post for more race day makeup ideas.

@_albertmai
What?

Use synonym of targeted keywords and phrases

Use relevant and contextual related keywords

Don’t forget meta title and description

Use <H1> for title, <H2> for subheadings
SNIPPET, MARKUP & SCHEMA
Why

Additional information for SE

Prominent real estate in SERPs

Increase click-through-rate
What are they?

Monk Strap Shoes | Buy Mens Monk Strap Shoes Online | Aquila
Buy Mens Monk Strap Shoes Online from our dress range of fashion footwear.

10 of the best monk strap dress shoes guys can buy right now...
Oct 11, 2017 - Coming in the form of double monk straps, single monk straps, and even boots, you’ll find a pair that fits both your style and budget. Whether...

Chocolate Monk Strap Shoe by yd. | Shop our Men's Shoes
https://www.yd.com/eu/chocolate-monk-strap-shoe-17cfwd01
★★★★★ Rating: 4.7 - 7 reviews - In stock
Shop Chocolate Monk Strap Shoe online or in-stores at yd. Guys! Don't compromise on style. Collaborate in tasteful menswear. Always be authentic. Stay sharp...

Men’s Monk Strap Shoes | Double Monk Strap for Men | Bally
7 Results - Shop our range of designer men's monk straps. Discover our latest collection of monk strap shoes at the official Bally website.

Men's Monk Strap & Double Monk Strap Shoes - Antoine & Stanley
https://www.antoineandstanley.com/men-shoes/monk-straps.html
Buy the best quality of mens monk strap shoes online at Antoine & Stanley. Check our latest collection of monk strap shoes at an exclusive price to complete ...
Example

Advance Tickets for American Express Card Members - Ticketmaster
American Express Invites® brings you some of the greatest music events, festivals and theatre along with special extras for you to enjoy. Get pre-sale tickets, some of the best seats in the house and access to unique experiences. ... Use Membership Rewards points toward a portion ...

Sun., 2 Dec.  Shania Twain  Botanic Park Adelaide, SA
Sat., 8 Dec.  Shania Twain  Hope Estate Pokolbin, NSW

Classic macaroni cheese - Taste
https://www.taste.com.au/recipes/macaroni-cheese/c8859898-29d2-422...
★★★★★ Rating: 4.4 - 75 votes - 16 min. - Calories: 787.027
Method. Cook the macaroni in a large pan of boiling water according to packet instructions (different brands may vary in size & cooking times) until al dente. Meanwhile, melt the butter in a medium saucepan and add the flour. Gradually add the milk, stirring until smooth. Drain pasta and return to the pan.

Fratelli Fresh, Sydney - 11 Bridge St, Central Business District ...  
★★★★★ Rating: 3.5 - 801 reviews - Price range: $ - $$$
$$ - $$ Italian, Pizza, Vegetarian Friendly. ... Lido, Sydney, New South Wales 2000, Australia. ... Italian, Pizza, Vegetarian Friendly, Vegan Options, Gluten Free Options.

OnePlus 5 review: Superb dual-camera, long-lasting battery - CNET
https://www.cnet.com/products/oneplus-5-review/  
★★★★★ Rating: 4.5 - Review by Lynn La - USD 949.98
Jul 12, 2017 - With cameras that hold up against those on the iPhone and Pixel, the affordable OnePlus 5 impresses us again.
OnePlus 5 review · OnePlus 5T vs. OnePlus 5 · OnePlus 5 Specs
How to mark up?

Microdata in green
How to mark up?

What is Schema.org?

This site provides a collection of schemas that webmasters can use to markup HTML pages in ways recognized by major search providers, and that can also be used for structured data interoperability (e.g. in JSON). Search engines including Bing, Google, Yahoo! and Yandex rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Many sites are generated from structured data, which is often stored in databases. When this data is formatted into HTML, it becomes very difficult to recover the original structured data. Many applications, especially search engines, can benefit greatly from direct access to this structured data. On-page markup enables search engines to understand the information on web pages and provide richer search results in order to make it easier for users to find relevant information on the web. Markup can also enable new tools and applications that make use of the structure.

A shared markup vocabulary makes it easier for webmasters to decide on a markup schema and get the maximum benefit for their efforts. So, in the spirit of sitemaps.org, search engines have come together to provide a shared collection of schemas that webmasters can use.

We invite you to get started!

View our blog at blogs.schema.org.
Takeaways

Not Every Site's Element Should Be Schema Markup

Schema Markup Must Reflect the Page's Content

Stick to One Structured Data Markup

Make the Most of the Offer Markup Schema

Don't Neglect Breadcrumbs
ALTERNATIVE SEARCH ENGINES
Don’t neglect other Search Engines

- Youtube is the 2nd largest search engine
- Ecommerce should pay attention to Amazon, ebay
- Local businesses should be on Google Maps
- Consider alternative search formats
LINKS & AMPLIFICATION
Why?

- Improve ranking
- Brand Authority, Exposure & Recognition
- Relationships & Partnerships
- Referral Traffic
What are links?

Glam Corner reports in layman’s terms: That’s more water than a person drinks in three years, and 20 shirts worth of greenhouse gas emitted into the atmosphere.
Takeaways

Link Reclamation for brand, founder’s, executive’s name

Site that list people, orgs in your field and location

Sites that list your competition

Brainstorm your brand’s ecosystem

Score & prioritise
MARKETING STRATEGY
MARKETING PLAN & STRATEGY

Market Insights

Customer Insights

Brand Ecosystem

Content Mapping
# Marketing Calendar

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GROWTH MARKETING
The Lean methodology

THE LEAN STARTUP
Created by Eric Ries - startuplessonslearned.blogspot.com

IDEAS
- Learn Faster
  - Split Tests
  - Customer Interviews
  - Customer Development
  - Five Whys Root Cause Analysis
  - Customer Advisory Board
  - Falsifiable Hypotheses
  - Product Owner Accountability
  - Custom Archetypes
  - Cross-functional Teams
  - Smoke Tests

LEARN

DATA

CODE
- Code Faster
  - Unit Tests
  - Usability Tests
  - Continuous Integration
  - Incremental Deployment
  - Free & Open-Source Components
  - Cloud Computing
  - Cluster Immune System
  - Just-in-time Scalability
  - Refactoring
  - Developer Sandbox

BUILD

MEASURE
- Measure Faster
  - Split Tests
  - Clear Product Owner
  - Continuous Deployment
  - Usability Tests
  - Real-time Monitoring
  - Custom Liaison

Funnel Analysis
Cohort Analysis
Net Promoter Score
Search Engine Marketing
Real-Time Alerting
Predictive Monitoring
Growth Funnel

- Acquisition
- Activation
- Retention
- Revenue
- Resurrection
- Referral
Thank you for your time and attention

@_albertmai

albert@glamcorner.com.au

Talk to me about growth & analytics