

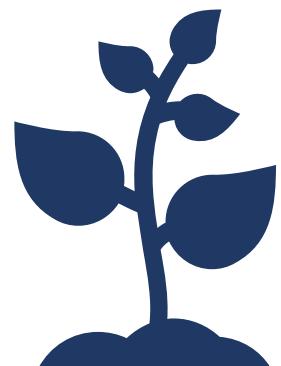
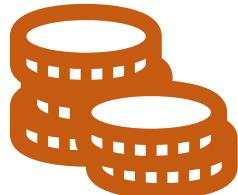
First, we need to talk about the two types of ranking or growth.

The first is **paid** (you give money to google, they ‘do the rest’...almost).

Second, **organic** it's practically free, and yields better results – it is considered to be the more *ethical* option.

At this moment, I will be focusing on organic because this carries a larger data set (or search results on google v's paid results) and it is currently more popular.

It is worth noting from the beginning, that the “digital growth” applies to your audience too – and whilst google analysis and understanding is paramount today, tomorrow's future will be quite different with the rise of Social platforms as default search engines (in particular TikTok and BeReal) and a fuller catalogue of social content on visible via google!





Google works in the most simplistic and complicated way possible.

It rewards honesty and integrity and good quality content.

Because when a 'user' searches for something - they expect the most relevant, factual, up to date, correct result possible... when is the last time you searched for something and ended up on page 10 of the search results.. or even page 2?

It really does work on honesty because if it didn't, nobody would *trust* it

Trust

How would you gain a persons trust in real life?

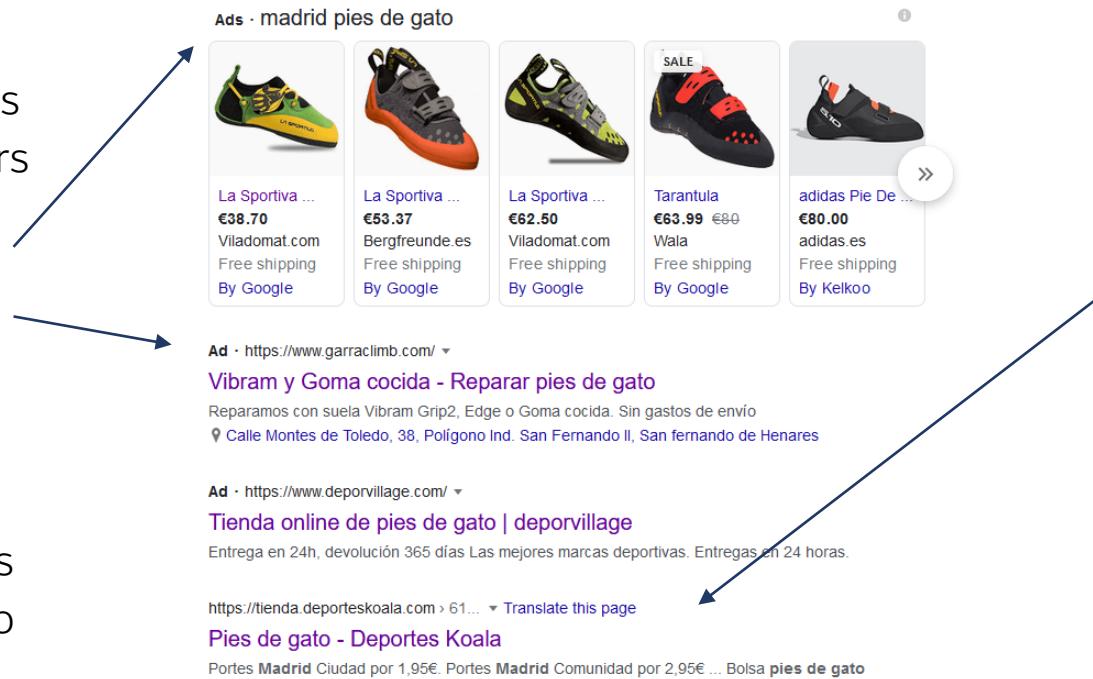
Google asks itself that same question every time you google something -what results should I show the user? what will satisfy their search query?
what will they trust? Which of these 33.3billion websites is 'best'?



Recently I have been looking for some climbing shoes. Here is my latest search result;

The first items displayed are paid adverts -Google is required to inform its users that they are not independent results.

Adverts are always changing and usually cost lots of money.
Traditionally these options get less 'clicks' and are too often ignored.



Below the advertising is the Organic results - the results that Google has decided are most relevant to your search query.

It is the dream of every digital marketer to be no.1 on Google's organic listings.

Organic listing get more clicks...



There is a lot of responsibility in making a decision about which websites are better or worse... which should be no.1 on the list or which should not even be on it.

When I searched for climbing shoes that is exactly what google did for me in; 0.08 seconds- selecting 7.35 million websites it thought would make me happy - and a happy customer is a good customer!

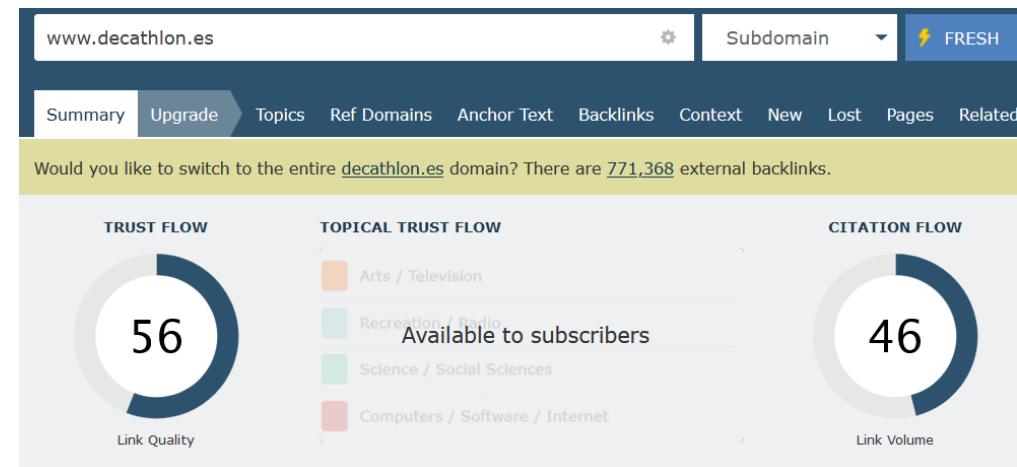
My previous roles have all involved understanding this analysis of websites to understand where they are likely to be positioned + our competitors and the factors which influence this position for better or worse.



Understanding how Google ranks (or rewards) your website:

There are many online tools to analyse, quickly and effectively the (live) factors that Google assess - and in turn uses to 'rank' your site.

My consultation talks clients through those factors, introducing you to software that allows you to track your digital presence and how to interpret the data.



Contextual analysis

Understanding the data, analytics, keywords and factors in determining your organic google position/presence, also how this works in a competitor context is paramount to any business.

You can also apply the same analysis to your competitors to know your 'true' market position.

This is the essence of all good marketing;

As in football, you do not need to score 100 goals to win, you only need to score 1 more than your competitor.



TH Mkting consultations provide:

- A (more detailed) explanation of the ranking system
- Your current position
- Factors determining your position + how (exactly) you can improve this
- Competitors analysis + reports / contextual position
- Keyword analysis from google's perspective (and missed opportunities)
- Introduction to Google's: Core Web Vitals
- The ability to make decisions with achievable goals on googles terms
- Empowerment to manage this for yourself (going forward)
- Ability to develop your online presence, independently at very low cost
- 14 day support following initial consultation