Fueling growth with SwayTech's Tactical 20.

Tactic #2

Looking under the "digital" hood.

Sway
Tech.

Digital Review.
Why?

An assessment of your digital channels and presence helps you to understand how you can improve and enhance your online visibility to better support business outcomes.

As one of your most important digital assets, your website is a critical component of any digital review.

KPIs you should have in place.

- Website data – time on site, scroll depth, traffic, acquisition, keyword rankings, conversions

- Inbound lead quality

- Lead to conversion ratio

- ROI on digital marketing campaigns

- Social channel engagement

SEO, Not for the Fainthearted.

This is a very specialised area of marketing. For an effective SEO analysis you will need to:

- Have access to website and SEO analytics tools

- Have a person with expertise in website audits and SEO analysis

- Have resources available to implement recommended SEO and website improvements

- Have a digital strategy in place to support marketing and sales activity
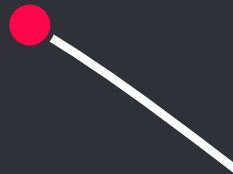
Step 01.
Digital Audit.

Audits are crucial aspects of any business.
The majority of businesses audit everything from taxes to in-house performance and operations. We do this to identify areas for improvement and make sure we're conforming to expected standards.

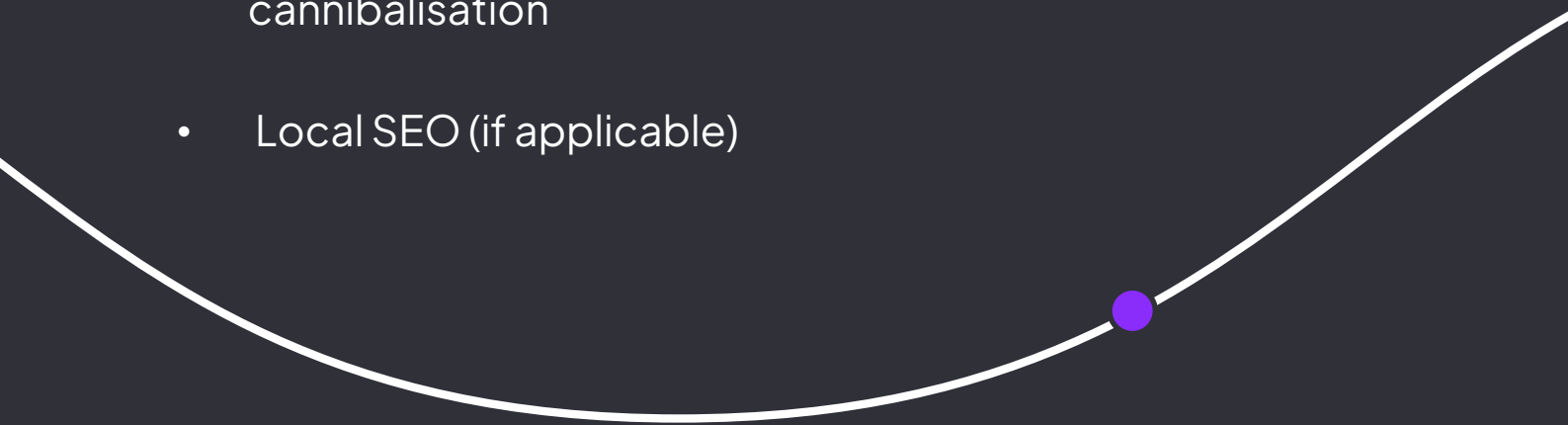**So why not audit your digital activity and assets too?**

An effective digital audit looks at everything from your website's functionality and content to SEO and cross channel user journeys, and all things digital in between to identify strengths and weaknesses.

Step 02.
SEO Analysis.

Analyse for potential improvements:

- On-page SEO – keyword optimisation, title tags and meta descriptions, content quality, H1, H2, H3 tags

- Off page SEO – Backlinks, Link building

- Keywords – research, search volume, rankings cannibalisation

- Local SEO (if applicable)

Step 03.
Competitor Benchmarking

Compare your company's digital and SEO performance with your competitors to identify opportunities for differentiation.
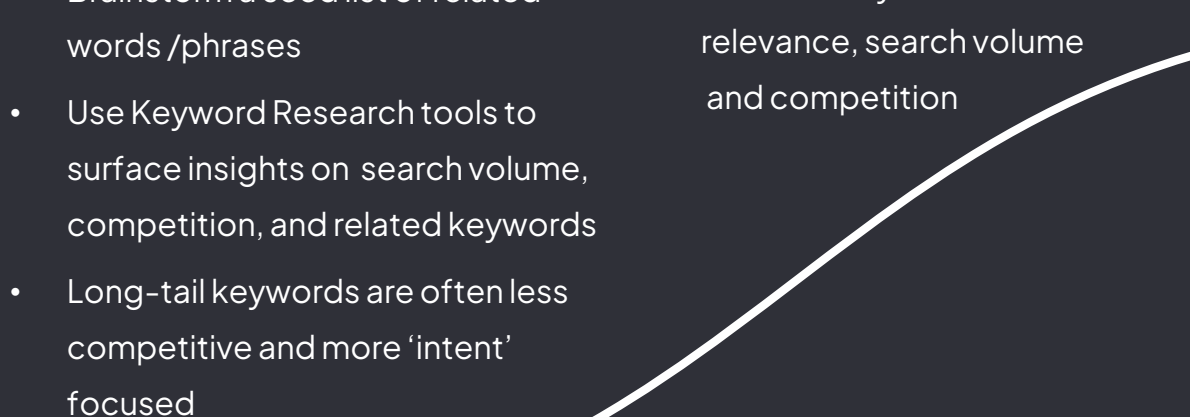
TOP TIP: Using **ChatGPT 4 BrowserOp** plugin you can accelerate this step.

Step 04.
Keyword Research.

Conduct in-depth keyword research to identify high-value and relevant keywords for SEO optimisation.
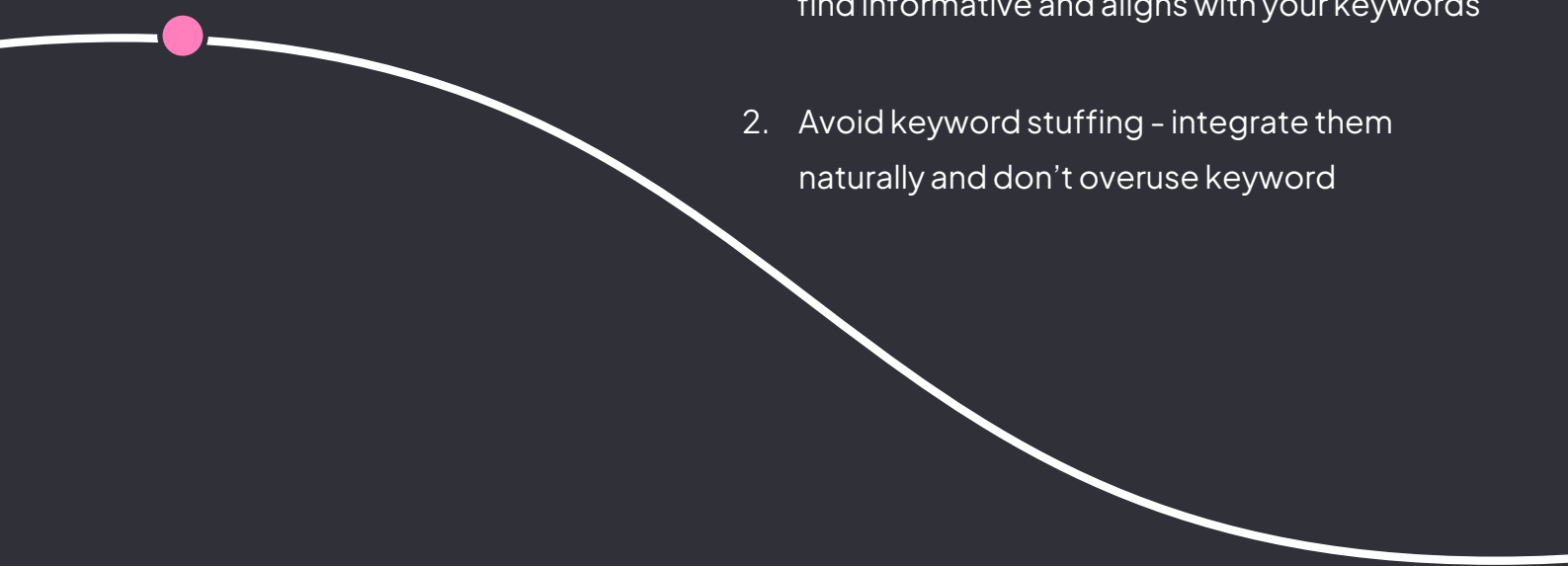
TOP TIPS:

- Understand your audience
- Brainstorm a seed list of related words /phrases
- Use Keyword Research tools to surface insights on search volume, competition, and related keywords
- Long-tail keywords are often less competitive and more 'intent' focused

- Use local keywords if applicable
- Prioritise keywords based on relevance, search volume and competition

Step 05.
Content Strategy.

The previous steps have surfaced insights and understanding. Now **develop a content strategy** to align with target keywords and customer needs.

PRO TIPS:

1. Create high quality content that audience will find informative and aligns with your keywords

2. Avoid keyword stuffing – integrate them naturally and don't overuse keyword

Step 06.
Backlink Analysis.

Evaluate the backlink profile and identify opportunities for link building and outreach.

1. Focus on quality over quantity – aim for authoritative and relevant websites in your industry

2. Google values natural backlinks. Avoid buying links.

3. Provide guest blog posts to authoritative websites in your niche

Step 07.
Website and Technical SEO Analysis.

Analyse technical aspects of your website for SEO compliance, including:

- Site speed
- Mobile-friendliness
- Site structure
- Navigation

- User engagement
- Canonicalization
- Robots.txt
- Crawl errors
- XML sitemaps

Ensure your website is secure and has a current an SSL certificate

Note: expert assistance is generally needed to complete this step

Step 08.
Insights and Actions.

Create a comprehensive report outlining insights, improvement recommendations and short-term, medium-term and longer term actions.

A digital strategy that delivers an exceptional customer experience.

Key to scalability is having a cohesive digital strategy that delivers predictability so you can:

- Enhance the performance of your website

- Increase the visibility and discoverability of your digital channels

- Improve the quality and quantity of your demand capture and creation

- Improve the velocity of your pipeline

Win/Loss Analysis.

This tactic shows you how to analyse the deals you have won and lost to identify key patterns, trends and insights that can be used to improve inbound lead quality, lead conversion and opportunity progression.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our CEO Michael.

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we think business.

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