



# Digital Marketing Strategies for Small Business



BLACK  
+FORTH



## About Me

# CANDICE SCARBOROUGH- SANCHEZ

I'm a tech enthusiast on a 20+ year journey from software sorcery to donning the hat of a Technical Director. When I'm not immersed in developing cutting-edge cyber security solutions , I'm igniting young minds as a undergraduate Computer Science educator at University of Maryland Global Campus (UMGC).

In the vast digital landscape, I've witnessed the challenges faced by women and minorities, especially black individuals, with limited access to education and mentorship. The stats are real, and I'm on a mission to change them. As an advocate for diversity, I've embraced a passion for mentoring, aiming to bridge the gap and empower underrepresented voices in the tech world. Recently, I embarked on a thrilling venture – the "Glitch Grind Glow" podcast. We're turning tech glitches into glows by increasing knowledge and guiding minority tech startups.





# agenda

- 1 | WHAT IS DIGITAL MARKETING?
- 2 | UNDERSTANDING YOUR AUDIENCE
- 3 | SOCIAL MEDIA STRATEGY
- 4 | BREAK
- 5 | SEARCH ENGINE OPTIMIZATION (SEO)
- 6 | SEARCH ENGINE MARKETING (SEM)
- 7 | CLOSING THOUGHTS
- 8 | ACTIVITY

"Don't sit down and wait for the opportunities to come. **Get up and make them.**"

MADAM C.J. WALKER





# What is Digital Marketing?

## **DIGITAL MARKETING**

Marketing efforts using digital channels like search engines, social media, email, and websites.

## **IMPORTANCE FOR SMALL BUSINESSES**

Levels the playing field for small businesses to reach customers online and compete with bigger brands.

## **POPULAR TACTICS**

SEO, content marketing, paid ads, email marketing, and social media marketing.

**DIGITAL MARKETING IS CRUCIAL FOR SMALL BUSINESSES TODAY TO BUILD THEIR BRAND AND GET CUSTOMERS.**





# Understanding Your Audience





# Know Your Audience

## 1 | RESEARCH DEMOGRAPHIC DATA

Collect data on age, gender, location, income, education level, and other traits of your target audience.

## 2 | SEGMENT YOUR AUDIENCE

Divide your audience into groups based on demographics to cater content specifically.

## 3 | ANALYZE USER PERSONAS

Create fictional representations of your target groups to guide content creation.

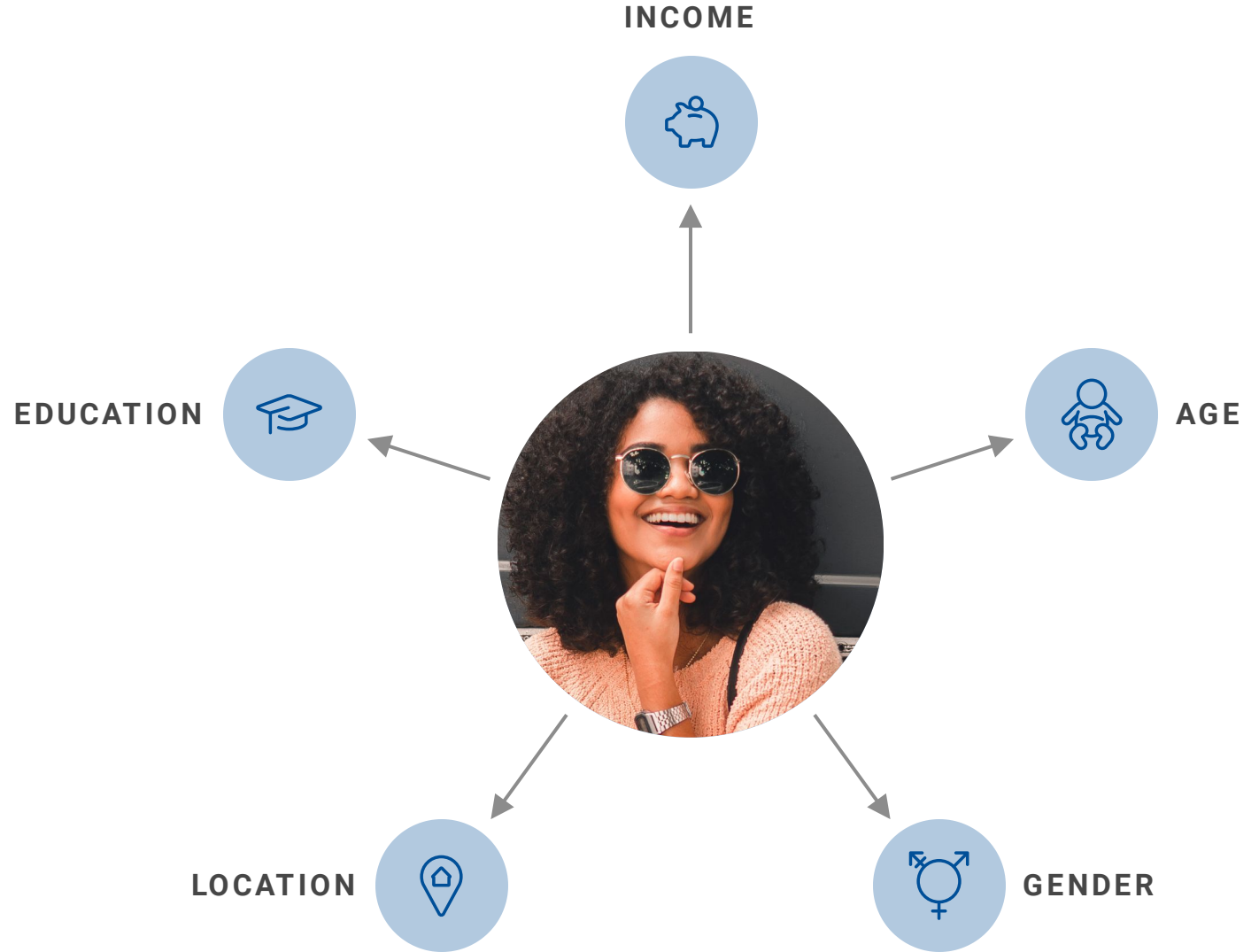
**KNOWING THE KEY DETAILS ABOUT YOUR TARGET AUDIENCE ALLOWS YOU TO CREATE CONTENT THAT RESONATES WITH THEIR INTERESTS AND NEEDS.**



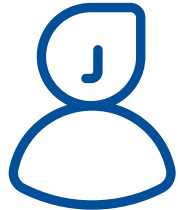
## Demographics

# Persona #1

Showcase the demographics for each of your target audiences

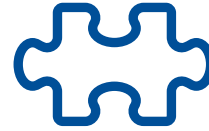


# Example User Persona



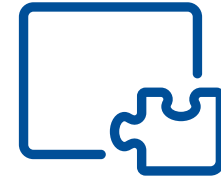
## PERSONA OVERVIEW

Provide 2-3 sentences describing key traits, goals, behaviors of the example user persona



## KEY CHALLENGES

List 1-2 key problems or challenges the persona faces related to the presentation topic



## SOLUTIONS

Suggest 1-2 potential solutions or offerings that could address the persona's key challenges

**IN SUMMARY, TAILORING YOUR DIGITAL MARKETING STRATEGY TO ADDRESS THE GOALS AND PAIN POINTS OF KEY USER PERSONAS CAN HELP DRIVE ENGAGEMENT AND CONVERSIONS.**



# Use Case: Personal Training Services

Characterize your top buyer personas and determine insightful psychographic information.

## **BUSY PROFESSIONALS:**

**AGE: 25-45**

**GENDER: ALL**

**OCCUPATION: PROFESSIONALS WITH DEMANDING JOBS  
(EXECUTIVES, MANAGERS, ENTREPRENEURS)**

**INCOME: MIDDLE TO HIGH INCOME**

Value convenience and time efficiency

Willing to invest in personalized training to optimize their limited time

Interested in holistic health, including mental/emotional well-being

Prefer online training or flexible scheduling options

## **FITNESS ENTHUSIAST:**

**AGE: 18-35**

**GENDER: ALL**

**OCCUPATION: DIVERSE, WITH A FOCUS ON FITNESS-RELATED INDUSTRIES**

**INCOME: VARIED; WILLINGNESS TO INVEST IN THEIR FITNESS**

Passionate about fitness and maintaining an active lifestyle

Seek community and engagement with like-minded individuals

Interested in continuous learning and staying up-to-date with fitness trends

Willing to invest in specialized training programs or coaching





# Can't I just market to everyone???

It's generally not a good idea to market your products or services to all user personas. Different personas have different needs, motivations, and behaviors. Targeting personas who are not a good fit for your offering is an ineffective use of marketing resources and can even turn off potential customers who fit your ideal customer profile. The best approach is to identify your 1-3 primary personas and craft messaging specifically tailored to their priorities.



# SMART Goals Framework

- **SPECIFIC**

Goals should be as specific and detailed as possible, answering the five W's: Who, What, Where, When, Which, Why, and How.

- **MEASURABLE**

Goals should be quantifiable and trackable with specific metrics to measure progress.

- **ACHIEVABLE**

Goals should be realistic and attainable within available resources and capabilities.

- **RELEVANT**

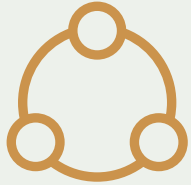
Goals should align with overall business objectives and digital marketing strategies.

- **TIME-BOUND**

Goals should have defined timelines with clear deadlines for completion.



# Use Case: SMART goals for Personal Trainer Website



## **INCREASE CUSTOMER ENGAGEMENT**

Set SMART goals to increase customer engagement on social media through likes, comments, and shares



## **IMPROVE CLIENT RETENTION**

Create SMART goals to improve client retention rates by building ongoing relationships and trust



## **EXPAND SERVICE OFFERINGS**

Use SMART framework to set goals around expanding training services to new market segments

**SETTING SMART GOALS WILL HELP FOCUS MARKETING EFFORTS AND MEASURE SUCCESS FOR A PERSONAL TRAINER BUSINESS.**





# Social Media Strategy



# Crafting an effective social media plan

## **BE CONSISTENT**

Post regularly on the platforms you choose to build a loyal audience.

## **KNOW YOUR AUDIENCE**

Research which platforms your target customers use most to reach them effectively.

## **QUALITY OVER QUANTITY**

It's better to be highly active on 1-2 platforms than barely active on many.

## **TRACK PERFORMANCE**

Use analytics to see which platforms drive the most engagement and sales.

## **OPTIMIZE CONTENT**

Tailor content like images, captions, and videos for each platform's algorithm.

## **INTEGRATE EFFORTS**

Cross-promote content across platforms you use to maximize reach.



# Reasons to Focus Digital Marketing on Instagram

## **VISUAL CONTENT MORE IMPACTFUL**

Instagram is focused on visual content like pictures and videos which are more engaging than text alone.

## **YOUNGER DEMOGRAPHIC**

Instagram's user base skews younger than Facebook and Twitter which fits small business entrepreneurs.

## **SHOPPABLE POSTS**

Instagram shopping features allow users to click to buy products directly in the app.



**INSTAGRAM'S HIGHLY VISUAL PLATFORM AND SHOPPING FEATURES MAKE IT THE BEST CHOICE FOR DIGITAL MARKETING CAMPAIGNS AIMED AT YOUNG CONSUMERS.**



# Digital Marketing Strategies for Instagram



## 1 | SET UP AN INSTAGRAM BUSINESS PROFILE

Convert personal profile to a business profile to access analytics and promote posts.

## 2 | POST HIGH-QUALITY IMAGES AND VIDEOS

Post original, relevant images and videos that represent your brand and products.

## 3 | USE RELEVANT HASHTAGS

Include a mix of popular and niche hashtags to increase discoverability and reach target audience.

## 4 | RUN TARGETED ADS

Create and optimize Instagram ad campaigns to promote products, reach new audiences and increase engagements.

**BY LEVERAGING INSTAGRAM'S VISUAL NATURE AND IMPLEMENTING TARGETED STRATEGIES, SMALL BUSINESSES CAN EFFECTIVELY PROMOTE THEIR BRAND AND PRODUCTS ON THE PLATFORM.**



# The Instagram Algorithm

## **ALGORITHM DETERMINES CONTENT RANKING**

The algorithm analyzes engagement metrics like likes, comments, saves, etc to rank content

## **FAVORS RECENT, POPULAR POSTS**

Content posted recently that gets high engagement is ranked higher

## **VALUES AUTHENTIC CONTENT**

Content from real people sharing their lives is favored over promotional content

**UNDERSTANDING HOW THE INSTAGRAM ALGORITHM WORKS CAN HELP SMALL BUSINESSES EFFECTIVELY REACH THEIR TARGET AUDIENCE AND GROW THEIR ACCOUNT.**





# Reasons to Focus Digital Marketing on Facebook



## LARGE AUDIENCE

Facebook has over 2 billion monthly active users, providing access to a large target audience for small businesses.

## DETAILED TARGETING

Facebook ads allow targeting users by location, demographics, interests and behaviors, allowing small businesses to effectively reach their target customers.

## ENGAGING FORMAT

The newsfeed format of Facebook allows for engaging ads including images, videos and carousels to capture user attention.

**WITH ITS LARGE USER BASE, DETAILED TARGETING OPTIONS AND ENGAGING AD FORMATS, FACEBOOK IS LIKELY THE MOST EFFECTIVE PLATFORM FOR SMALL BUSINESSES TO RUN THEIR DIGITAL MARKETING CAMPAIGNS.**



# Digital Marketing Strategies for Facebook

## 1 | TARGET SPECIFIC DEMOGRAPHICS ON FACEBOOK

Use Facebook's targeting options to reach your ideal customers based on location, age, interests, behaviors, and more.

## 2 | CREATE ENGAGING FACEBOOK ADS

Design visually appealing ads with compelling headlines, descriptions, and images that capture attention.

## 3 | LEVERAGE FACEBOOK LIVE AND STORIES

Broadcast live videos and share ephemeral stories to engage your audience in real time.



WITH STRATEGIC TARGETING, CREATIVE CONTENT, AND ENGAGING FORMATS, FACEBOOK OFFERS POWERFUL WAYS TO REACH AND CONVERT POTENTIAL CUSTOMERS.



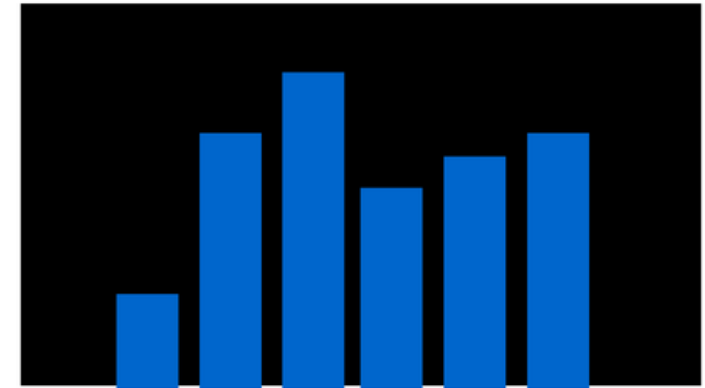
# Facebook Algorithm

The Facebook algorithm is a complex system that determines what content appears in each user's News Feed. It prioritizes posts that spark meaningful interactions between people, especially close connections. It also aims to show users content that is relevant to their interests. The algorithm constantly evolves based on new data and tests.

# Everything

YOU SHOULD KNOW ABOUT FACEBOOK'S

## News Feed ALGORITHM



# Reasons to Focus Digital Marketing on X (formerly Twitter)

## LARGE AUDIENCE

X has over 200 million monthly active users which presents a large potential audience for small businesses to reach.

## REAL-TIME MARKETING

X moves fast allowing for real-time interactions and marketing opportunities.

## TARGETED ADS

X allows granular targeting options for ads to reach very specific demographics and interests.



**X'S REAL-TIME NATURE, LARGE AUDIENCE, AND TARGETING OPTIONS MAKE IT AN IDEAL PLATFORM FOR SMALL BUSINESS DIGITAL MARKETING CAMPAIGNS.**





# Reasons to Focus Digital Marketing on Tiktok



## YOUNGER AUDIENCE

Over 50% of TikTok users are under 30 years old, making it a great platform to reach younger audiences.

## HIGH ENGAGEMENT

TikTok has one of the highest user engagement rates of any social media platform, keeping audiences more engaged with content.

## VIRAL CONTENT

TikTok's algorithm is designed to quickly spread viral content, making it easier for businesses to reach a wide audience.



**WITH ITS HUGE YOUNG USER BASE THAT IS HIGHLY ENGAGED, TIKTOK IS THE IDEAL PLATFORM FOR SMALL BUSINESSES TO FOCUS THEIR DIGITAL MARKETING EFFORTS OVER FACEBOOK AND INSTAGRAM.**

# Digital Marketing Strategies for TikTok



## **GIVEAWAYS & CONTESTS**

Run giveaways and contests for your followers to engage with your content and brand.



## **HASHTAGS**

Use popular and niche hashtags to increase discoverability.



## **INFLUENCER MARKETING**

Collaborate with influencers in your niche to reach their audience.



## **BEHIND-THE-SCENES CONTENT**

Give an inside look at your business operations to build a connection.

**BY LEVERAGING TIKTOK'S INTERACTIVE FEATURES AND UTILIZING STRATEGIC HASHTAGS, SMALL BUSINESSES CAN EFFECTIVELY PROMOTE THEIR BRAND AND PRODUCTS ON THE PLATFORM.**



# The Role of Influencers in Digital Marketing



## **AWARENESS**

Influencers drive brand awareness in their niche, reaching a large engaged audience.



## **CREDIBILITY**

Influencers are seen as trusted voices, lending credibility to your brand.



## **ENGAGEMENT**

Influencers engage their followers and drive them to take action.

**INFLUENCERS ARE A POWERFUL TOOL FOR REACHING AND ENGAGING YOUNG ADULTS IN DIGITAL MARKETING CAMPAIGNS.**



# How to Get Influencers to Help You with Your Digital Marketing



## IDENTIFY INFLUENCERS WITH LARGE FOLLOWINGS IN YOUR NICHE

Search social media platforms to find influencers relevant to your industry who have over 10k followers. Sort by engagement levels.



## OFFER FREE PRODUCTS/DISCOUNTS IN EXCHANGE FOR POSTS

Send free samples of your products to influencers and ask if they would be willing to feature your brand on their social media in exchange for the free products.



## PAY FOR SPONSORED POSTS/STORIES

If influencers do paid promotions, you can pay a fee to have them post about your products or brand. Be clear about expectations.



## INVITE THEM TO EXCLUSIVE EVENTS

Host an event and invite relevant influencers. They may be inclined to post about it if they attend. Offer VIP treatment.

**INFLUENCERS CAN BE POWERFUL MARKETING PARTNERS. BUILD RELATIONSHIPS BY PROVIDING VALUE TO THEM AND THEIR AUDIENCE.**



# BUSINESS SCENARIO



Your company wants to increase its brand awareness among young adults aged 18-24. Which social media platform would you prioritize and why? Outline a brief campaign strategy that includes the type of content you would use and how you would measure its success.



## Content Strategy

Platforms like TikTok, Instagram, and Snapchat are highly popular among this age group, with TikTok leading in terms of engagement and time spent on the app.

Focusing on TikTok as the primary platform, complemented by Instagram for its wide reach and diverse content formats.

### 1 | TIK TOK

- Short, engaging videos that leverage current trends, challenges, and popular music to capture attention.
- User-generated content campaigns encouraging participation with branded hashtags.
- Collaborations with influencers who resonate with the 18-24 age group.

### 2 | INSTAGRAM

- Stories featuring interactive elements (polls, questions, swipe-ups) to engage users.
- Reels to share longer-form content and behind-the-scenes looks.
- Posts that encourage engagement through comments, shares, and saves, focusing on visually appealing images and videos.

### 3 | SUCCESS MEASUREMENT

- Engagement rates (likes, comments, shares).
- Hashtag performance and user-generated content participation.
- Growth in followers and reach on each platform.
- Conversion rates, if applicable (e.g., visits to website, sign-ups).
- Influencer campaign performance through tracking codes or dedicated hashtags.



# Encourage Engagement

**RESPOND WITHIN 24 HOURS**

**PERSONALIZE RESPONSES**

**REPLY TO QUESTIONS**

**SHARE EXCLUSIVE CONTENT**





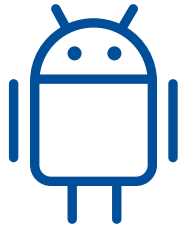
Break





# SEO and SEM

# How Do Search Engine Crawlers Work



## SEARCH ENGINE CRAWLERS CRAWL THE WEB

Search engine crawlers are programs that browse the web looking for new content to add to search engine indexes.



## CRAWLERS FOLLOW LINKS

Crawlers start with a list of websites and URLs to visit, then follow links on those pages to discover more content.



## CRAWLERS PRIORITIZE POPULAR SITES

Search engines give higher priority to crawled content from popular, high-quality sites to provide better search results.

**UNDERSTANDING HOW SEARCH ENGINE CRAWLERS WORK CAN HELP SMALL BUSINESSES OPTIMIZE THEIR WEBSITES FOR BETTER SEARCH RANKINGS AND VISIBILITY.**



# SEO



## **SEO HELPS YOU GET FOUND ONLINE**

Having an SEO strategy helps your website rank higher in search engines when people search for related keywords.



## **SEO BRINGS TARGETED TRAFFIC TO YOUR SITE**

SEO helps direct people who are looking for your products/services to your website, resulting in higher quality traffic.



## **SEO BUILDS AUTHORITY AND TRUST**

A good SEO strategy establishes your brand as an authority in your space, building trust with potential customers.

**IN SUMMARY, HAVING A GOOD SEO STRATEGY IS CRUCIAL FOR ANY SMALL BUSINESS LOOKING TO GET FOUND ONLINE AND ESTABLISH AUTHORITY IN THEIR INDUSTRY.**



# SEO Techniques

SEARCH ENGINE OPTIMIZATION (SEO) IS THE PROCESS OF TRYING TO RANK IN A SEARCH ENGINE'S ORGANIC RESULTS.

- **KEYWORD RESEARCH**

Understanding the words and phrases your customers type into search engines

- **ON-PAGE SEO**

Craft content for searchers

- **OFF-PAGE SEO**

Build trust and authority from other websites

- **TECHNICAL SEO**

Ensure search engines can find, crawl and index your content



# Keyword Search Tools

Keyword search tools like Google Keyword Planner allow you to research potential keywords and keyphrases to target with your website content. By identifying the terms your target audience is searching for, you can optimize pages and blog posts around those keywords to increase traffic and conversions.



## FREE KEYWORD RESEARCH

**Keyword Planner**

**06**

**Google Trends**

**Keywords Everywhere**

**07**

**KeywordTool.io**

**Keyword Surfer**

**08**

**AppTweak Keyword**

**Keywords.com**

**09**

**Answer The Public**

**Google Search Console**

**10**

**Keyworddit**

# On-Page SEO



## OPTIMIZE PAGE TITLES AND META DESCRIPTIONS

Use targeted keywords in title tags and meta descriptions so pages show up in relevant searches



## IMPROVE SITE SPEED

Use image compression, minify code, and optimize web hosting to improve site speed and SEO



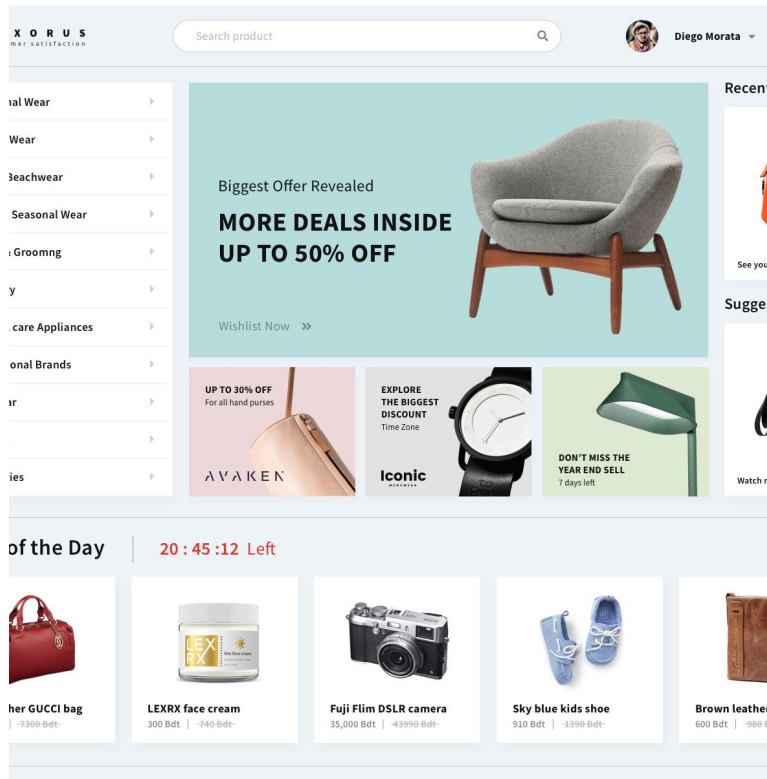
## ENHANCE USER EXPERIENCE

Make site easy to navigate with clear CTAs to improve time on site and decrease bounce rate

**BY OPTIMIZING ON-PAGE ELEMENTS FOR SEO AND USER EXPERIENCE, SMALL BUSINESSES CAN INCREASE ORGANIC TRAFFIC AND CONVERSIONS THROUGH SEARCH.**

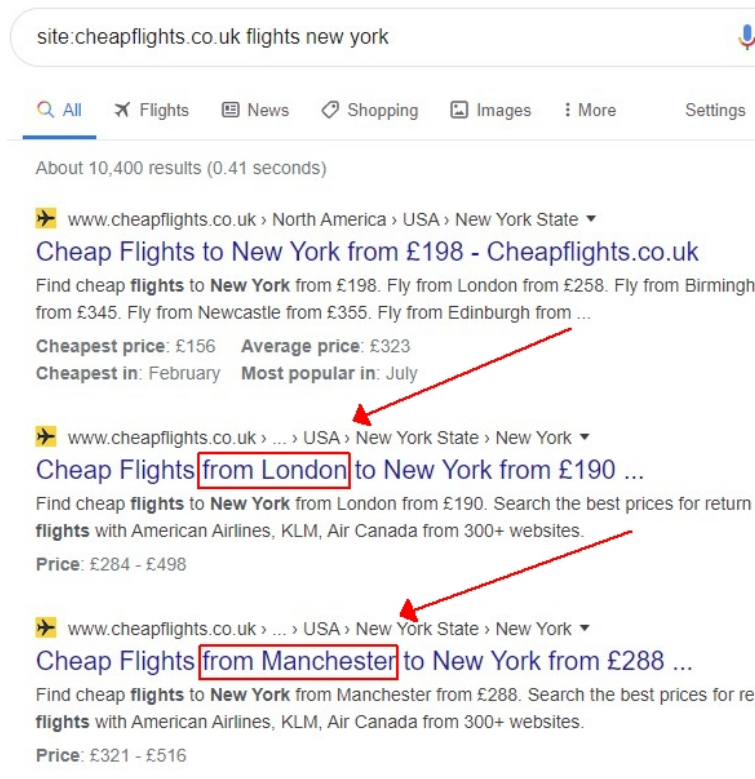


# Real World Example of Optimized Page Elements



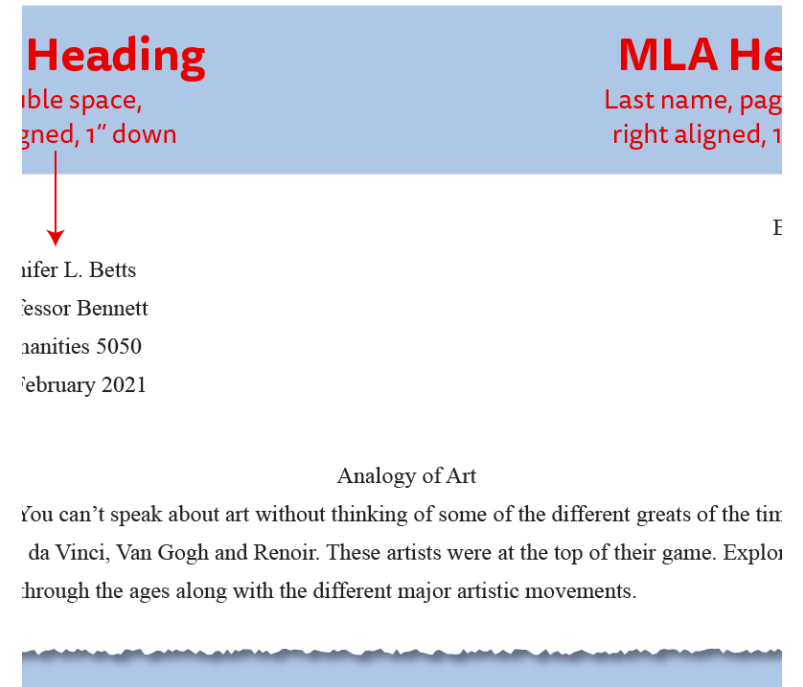
## EXAMPLE SITE SCREENSHOT

Screenshot of example ecommerce site homepage optimized with relevant keywords in page title, headings, and content.



## OPTIMIZED PAGE TITLE EXAMPLE

Page title optimized with target keywords: 'Affordable Women's Clothing Online - Fast Shipping'



## OPTIMIZED HEADING EXAMPLE

H1 heading optimized for keywords: 'Trendy Women's Fashion at Low Prices'



---

s inbound marketing

---

 Videos  Images  Books  News  More

---

69,800,000 results (0.46 seconds)

hubspot.com › inbound-marketing ▾

## [What Is Inbound Marketing? | HubSpot](#)

[Inbound marketing is a business methodology that attracts customers by creating and experiences tailored to them. While outbound marketing ...](#)

[HubSpot's inbound marketing · Grow Better · Ultimate Guide to SEO](#)

# Meta Descriptions

A meta description is a short summary of a web page's content that search engines show under the page's title in search results. It concisely explains what the page is about and convinces users to click on it. For example, a local bakery's homepage meta description could read 'We make artisanal breads and pastries with locally-sourced ingredients. Visit our bakery in Springfield or order treats online for pickup.'





# OFF-PAGE SEO



## LINK BUILDING

Building inbound links from high authority websites to your site



## SOCIAL MEDIA MARKETING

Promoting your content and website on social media platforms like Facebook, Twitter etc. to drive traffic

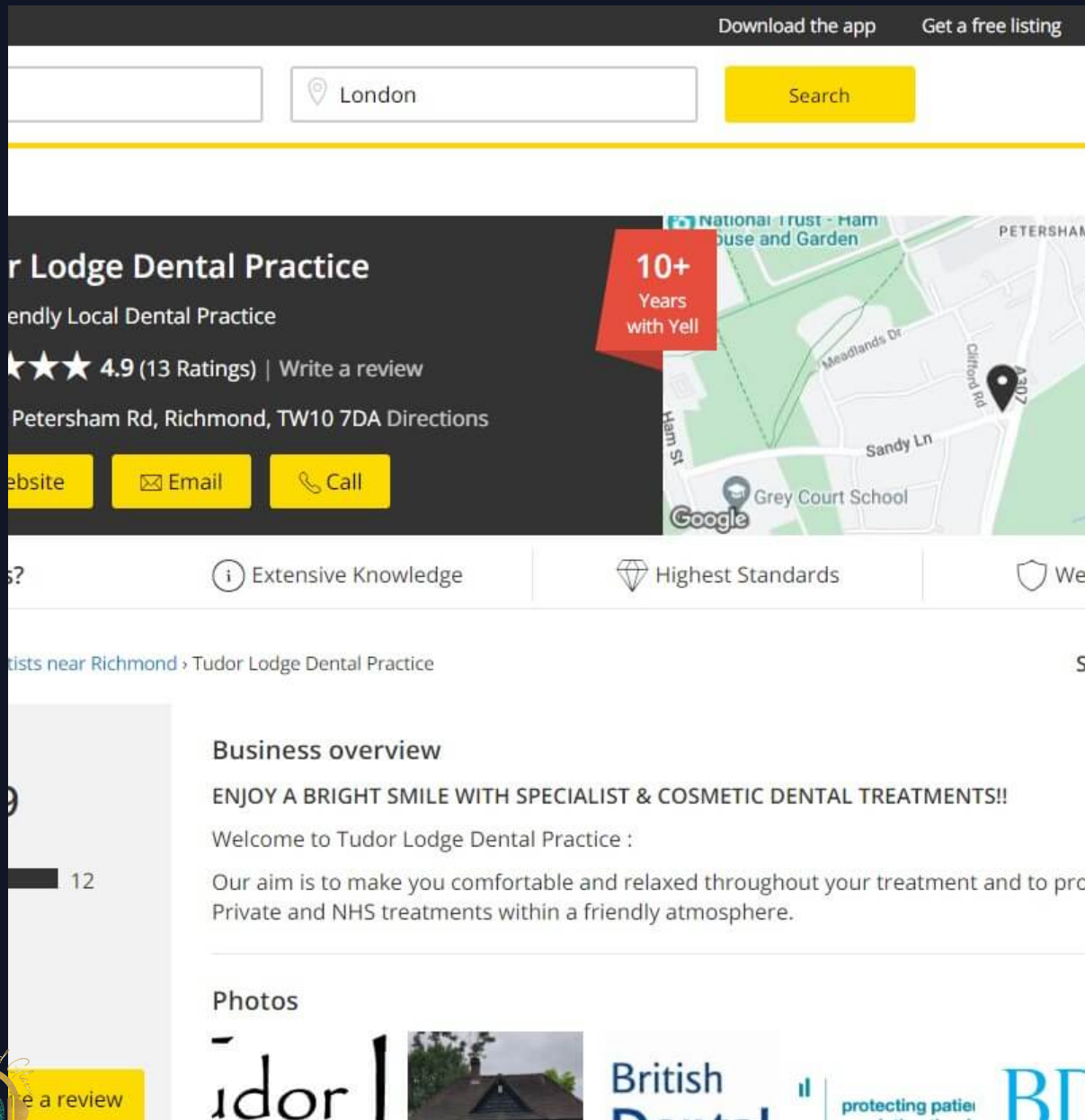


## CONTENT MARKETING

Creating high quality, relevant content like blogs, videos, infographics etc. to attract visitors

**LEVERAGING OFF-PAGE SEO TECHNIQUES LIKE LINK BUILDING, SOCIAL MEDIA MARKETING AND CONTENT MARKETING CAN HELP BUILD HIGH QUALITY BACKLINKS AND INCREASE TRAFFIC TO YOUR WEBSITE.**





# Quality Backlinks

A well-researched guest post written by an industry expert on a reputable site is an excellent example of a quality backlink. By providing unique value and insight to readers, guest posts establish the author as an authority and provide a natural way to link back to the contributor's site. When pursuing guest posting opportunities, focus on relevant sites with high domain authority in your niche to maximize SEO benefits.



# Search Engine Marketing Strategies



## PPC ADVERTISING

Pay-per-click advertising allows businesses to bid on keywords and pay for prominent placement in search engine results pages



## SEO

Search engine optimization involves optimizing a website and its content to rank higher in organic search results



## PAID SOCIAL MEDIA MARKETING

Paid ads on social media platforms like Facebook and Instagram can help target specific demographics and promote brand awareness

**BY UTILIZING VARIOUS SEM STRATEGIES LIKE PPC, SEO, AND PAID SOCIAL, BUSINESSES CAN INCREASE THEIR VISIBILITY AND DRIVE MORE QUALIFIED TRAFFIC TO THEIR WEBSITE.**



# Crafting Effective Email Campaigns



## PERSONALIZATION

Personalize email content with customer names, preferences, past purchases, etc.



## SEGMENTATION

Divide customers into groups based on demographics, interests, behavior etc. and target them.

**PERSONALIZATION AND SEGMENTATION HELP CRAFT MORE RELEVANT AND EFFECTIVE EMAIL CAMPAIGNS.**



# Importance of Analytics in Digital Marketing

Using analytics allows you to track website traffic and analyze user behavior to make data-driven marketing decisions.

- **GOOGLE ANALYTICS**

Google Analytics provides valuable insights into your website visitors and how they interact with your site.

- **TRACKING WEBSITE TRAFFIC**

Google Analytics tracks the number of visitors, where they come from, and how they navigate your website.

- **MAKING INFORMED DECISIONS**

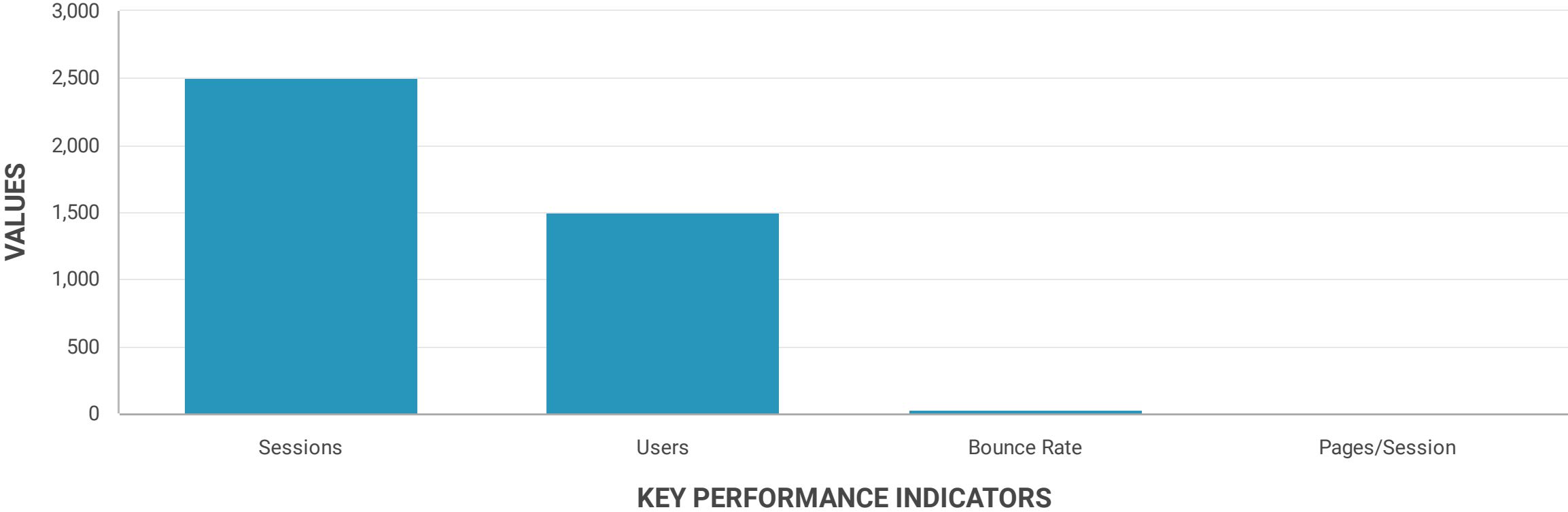
Leverage Google Analytics data to optimize your website, improve user experience, and make smart marketing choices.

- **ANALYZING USER BEHAVIOR**

Google Analytics helps you understand how users interact with your site and where they run into issues.



# Google Analytics Key Performance Indicators



**THESE KPIS SHOW GOOD ENGAGEMENT.**



\*Acme Inc Google Analytics

# How A/B Testing is Used in Digital Marketing

A/B testing, also known as split testing, is a method used in digital marketing to compare two versions of a webpage, ad, email, or other marketing asset to determine which one performs better. Marketers create two versions of content, serve version A to some website visitors or email subscribers and version B to others. They then analyze the conversion rates, click-through rates, or other metrics to see which version generated more of the desired action. This allows digital marketers to continually improve marketing assets over time.





# Track and Analyze

1

SET UP ANALYTICS TRACKING TO CAPTURE INTERACTIONS, CONVERSIONS, AND CUSTOMER DATA

2

TRACK AND ANALYZE KEY METRICS LIKE TRAFFIC SOURCES, CONVERSIONS, CAMPAIGN PERFORMANCE ETC.

3

SEGMENT DATA BY ACQUISITION CHANNELS, CAMPAIGNS, USER TYPES, BEHAVIOR ETC. TO IDENTIFY TRENDS

4

REVIEW REPORTS REGULARLY AND OPTIMIZE LOW PERFORMING AREAS

5

USE A/B TESTING TO IMPROVE CAMPAIGNS, SITE, AND FUNNELS

6

AUTOMATE REPORTS AND SET UP ALERTS FOR KEY METRICS THRESHOLDS

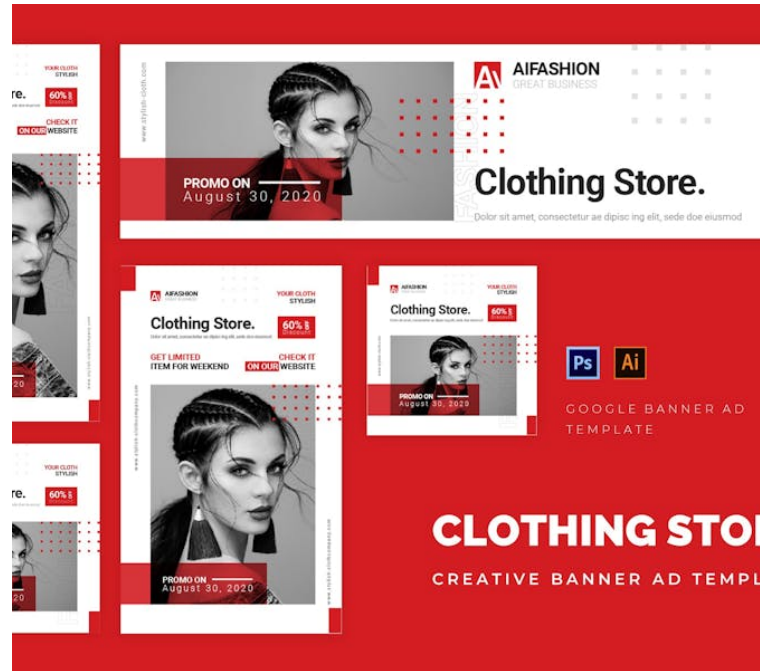


# Showcasing Examples of Small Businesses Succeeding with Digital Marketing



## LOCAL COFFEE SHOP'S SOCIAL MEDIA

Increased engagement on their Instagram account by running targeted ads and posting customer photos.



## BOUTIQUE USING GOOGLE ADS

Drove sales by running Google search ads targeting keywords like 'affordable women's clothing'.



## LANDSCAPER'S YOUTUBE CHANNEL

Grew their business by starting a Youtube channel with DIY lawn care tips and promoting it on their website.



# Baseline of Digital Marketing Tools



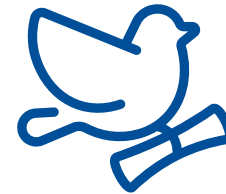
## GOOGLE ANALYTICS

Measure website traffic and user engagement



## GOOGLE ADS

Run pay-per-click advertising campaigns



## MAILCHIMP

Manage email marketing campaigns



## HOOTSUITE

Schedule social media posts

LEVERAGING THE RIGHT ONLINE TOOLS IS CRUCIAL FOR EXECUTING EFFECTIVE DIGITAL MARKETING STRATEGIES AND REACHING YOUR TARGET AUDIENCE.



# Top SEO Tools

- **GOOGLE SEARCH CONSOLE**

Free tool from Google to track your website's search performance.

- **GOOGLE ANALYTICS**

Analytics tool to analyze website traffic and engagement.

- **MOZ**

Tool for keyword research, link building and site audits.

- **AHREFS**

SEO toolkit for link building, keywords research and content analysis.

- **SCREAMING FROG**

Crawl tool to analyze technical SEO issues.





Thoughts? **Questions?**





# TEST YOUR KNOWLEDGE







# {Candice}

See more work and learn more about individual projects on my website—or better, drop me a line and we can talk in person.

- @ [candice@glitchgrindglow.com](mailto:candice@glitchgrindglow.com)
- 🌐 [glitchgrindglow.com](http://glitchgrindglow.com)
- 📷 [glitchgrindglow](https://www.instagram.com/glitchgrindglow)
- 📺 [glitchgrindglowpodcast](https://www.facebook.com/glitchgrindglowpodcast)
- 📄 [linkedin.com/candice-scarborough](https://www.linkedin.com/company/candice-scarborough)





Check out  
the latest  
episode of  
Glitch Grind  
Glow

Podcast.  
NOW STREAMING ON YOUTUBE AND  
SPOTIFY AND APPLE MUSIC

