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Guided Exercises

Part 1: Refining Your Message

Exercise 1: Discover Your “Why”

In the space provided below, describe why you are driven to succeed and what you hope to accomplish personally. Be as specific as possible. This is your personal “why.”

Write down a sentence or two to describe your product (what it is, what it does) in the space provided below.



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Write down a problem or two that your product solves. If relevant, add in what it does better than alternatives in the market.

Write down the 3 most important characteristics of your target group (or groups) in the space below. Under these 3 characteristics, write down as much specific demographic information as possible. Use this space the way that works for you: circle things that are important, underline, draw, etc.

1. _____ 2. _____ 3.

What is your product “why” in one sentence? Write it down below:



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Part 1: Refining Your Message

Exercise 2: What's Your Story?

How did you get to be where you are today? What led you to your current business? Be as detailed as possible, and include at least one hardship and one personal victory related to your business.

In the space below, write down all the tasks/activities related to your business that you truly enjoy. Think about anything particularly exciting, challenging or fulfilling.



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Now, in the space below, list out at least 3 different activities that you would do if you had 4 more hours in the day. These things **should not** be related to your current business.

Personal Reflection: looking at your two lists, which list of activities do you think you would be happier doing? Which list ignites your passion and makes you feel amped up to get to work? Which list would you rather spend *the rest of your working life* doing? Be honest, and circle one:

My Business List

My Extra 4 Hours List



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Guided Exercises

Part 1: Refining Your Message

Exercise 3: Finding Your Audience

In the space below, brainstorm about the purpose & value of your product, as well as the problem your product solves.

Copy over the three demographics we worked on in Chapter 1. Expand this as much as possible in the space below to make your target audience as specific as you can.

1. _____ 2. _____ 3. _____



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Research Notes

Competitors:

Visit your top 3 competitors on their website, social media pages, and Google them to find any recent news coverage or press releases, and then answer the following questions in the space provided:

Write down the 3 competitor brands you will research in this section below:

1. _____ 2. _____ 3.

How many followers do they have on each channel?

Facebook: 1. _____ 2. _____ 3.

Twitter: 1. _____ 2. _____ 3.

Instagram: 1. _____ 2. _____ 3.

Google+: 1. _____ 2. _____ 3.

LinkedIn: 1. _____ 2. _____ 3.

Pinterest: 1. _____ 2. _____ 3.

Snapchat: 1. _____ 2. _____ 3.

Other: 1. _____ 2. _____ 3.

What kinds of content are they posting?



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Are people interacting with their content? Do most of their posts have comments/shares/re-tweets/etc.?

Do they have coverage on any notable blogs or publications? Note them below.

What is the overall tone of their audience's comments? Is there any criticism? Take special note if they have customer complaints. It lets you know what to avoid!

Are they responsive/engaged with their audience? Do they try to resolve issues? Do they engage with people who talk to the brand?



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Social Media:

On Twitter, Facebook, Instagram, etc., search for the name/category of your product or service (ex. “baby clothes” or “business consulting” – whatever generic term best captures your product)

What kinds of conversations are happening already around that term?

Are there any hashtags that seem relevant in these discussions?

Do these conversations convey any specific problems or frustrations related to the existing products available?



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Can you identify 10-20 “influencers” from different channels on the topic?

- | | |
|-----|-----|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | 16. |
| 7. | 17. |
| 8. | 18. |
| 9. | 19. |
| 10. | 20. |

Make a list of 5-10 hashtags that were relevant on the posts related to your product/service category. Usually, you find these more easily on Twitter and Instagram. Do the hashtags make sense for your product? Are they good “umbrella topics” for your business?

- | | |
|------|-------|
| 1. # | 6. # |
| 2. # | 7. # |
| 3. # | 8. # |
| 4. # | 9. # |
| 5. # | 10. # |

Search:

Now do a Google search (you should also do a Bing and Yahoo search, especially if your target audience is older/less tech savvy) of the name/category of your product or service.

Who ranks on the first page?



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Click on the “News” tab. Which publications are writing about it?

Are there any ads or sponsored search results that come up? What company(ies) are they for? This will give you an idea of the competition in terms of AdWords.

Bonus Exercise: Your “Dream Customer”

A “dream customer” is someone who could radically change your business (or even your life) if they were to become your customer and/or promote your brand. Think about who this person (or persons, no more than 3) is and why their endorsement could change the game.

Who is your “dream customer” and why?



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So how can you target your dream customer? I like to tell my clients to think big! Ever heard of “6 Degrees of Kevin Bacon?” The same is true here: you’re very likely to know someone who knows *someone* who can connect you to your dream customer. Brainstorm the connection to your “dream customer” below and think about how you might be able to get introduced.

Guided Exercises

Part 1: Refining Your Message

Exercise 4: What’s Your Brand Narrative?

In the space below, describe the key benefits your product/service provides to your customers.



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If you found potential problem areas when researching your niche or your competitors, make note of them below. If not, think about what problems or frustrations might exist around your product/service.

Now write down your personal journey that led you to be interested in this niche and start your own business.

Taking a look at the three sections you just completed, put on your “customer” hat. Which approach makes the most sense to you? Which one feels right for your brand? Which of the three do you feel the most confident talking about? Why?



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Write down the three values that matter most to you in terms of your business, and briefly explain the importance of each:

1:

2:

3:

Reflect on these values when crafting your brand narrative. Make sure they are reflected in the story you craft for your brand.

Finally, in a few sentences, write down your brand narrative. Tell the fundamental story of your product as it relates to your customer.



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Part 1: Refining Your Message

Exercise 5: Setting Your Business Goals

What is your main business goal? Use the space below to describe the BHAG – the thing that could change your life and your business.

What are your secondary goals? Are they steps towards the main goal or do you need to reach it before you can tackle these?

Describe your product/service goals. Include why you think they could help your business succeed.



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What do you feel are your most **urgent** needs for your business? List them below:

Are any of the needs above barriers to start working towards your goals? If so, put a star next to them.

Are there needs you could start addressing tomorrow? If so, circle them.

As we're building our roadmap in the next section, I'll ask you to come back to this list, so keep it handy.



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Guided Exercises

Part 2: Building Your Roadmap

Exercise 1: Website Checklist

Go through the checklist below. Check off anything you already have, and put a star next to anything you don't currently have, but would like to add. Make good use of the "Notes" section to jot down any ideas or status updates on any of the website-related items.

Checklist	Notes
<input type="checkbox"/> Do you have a domain name?	
<input type="checkbox"/> Is it relatively short and easy to remember?	
<input type="checkbox"/> Do you have a website?	
<input type="checkbox"/> Are you happy with your website and domain name?	
<input type="checkbox"/> Is your website easy to navigate?	
<input type="checkbox"/> Does it have all the features you want it to have?	
<input type="checkbox"/> Do you have help (or need help) to update/maintain your site?	
<input type="checkbox"/> Is your website helping you communicate your message to your audience?	
<input type="checkbox"/> Do you have a content strategy with important keywords identified?	
<input type="checkbox"/> Is your website SEO optimized? Do you know how to do so if not?	
<input type="checkbox"/> Will you do (or are you interested in) paid search advertising?	
<input type="checkbox"/> Do you (or will you) have a "members-only" area on your website?	
<input type="checkbox"/> Are you offering custom content for members?	
<input type="checkbox"/> Are you offering any products on your site?	
<input type="checkbox"/> Have you priced those products appropriately?	
<input type="checkbox"/> Have you done competitor research on pricing?	



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- Are you collecting email addresses to build your prospect list?
- Do you have links to your social media channels on your site?
- Do you own more than one domain name?

Notes

- If yes, are you currently using them?
- Do you have a section of your website dedicated to customer service?
- Are you currently handling customer service another way?
- Are you creating shareable content on your website?
- When you search for your domain name (without the www. and .com/org/me/etc.), are you the first search result?
- Are all of your social media pages below that in search results?
- Have you installed Google Analytics tracking on your website?
- Are you conducting a regular (at *least* monthly) analysis of the traffic your website is getting?
- Are you hitting the numbers you need to hit (in terms of monthly visitors, time spent on site, bounce rate, pageviews, etc.)?
- Do you feel comfortable with Google Analytics in terms of understanding what different stats mean?
- Do you know how to look to see where your traffic is coming from?



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Guided Exercises

Part 2: Building Your Roadmap

Exercise 2: Content Checklist

Go through the checklist below. Check off anything you already have, and put a star next to anything you don't currently have, but would like to add. Make good use of the "Notes" section to jot down any ideas or status updates on any of the website-related items.

Checklist	Notes
<input type="checkbox"/> Do you have a blog?	
<input type="checkbox"/> Are you sharing white papers or eBooks?	
<input type="checkbox"/> Is any of your written content paywalled?	
<input type="checkbox"/> Do you (or are you able to) repurpose some of your existing written content?	
<input type="checkbox"/> Do you own all of your content?	
<input type="checkbox"/> Are you using some other people's material to enhance your own (music, articles, quotes, images, etc.)?	
<input type="checkbox"/> Have you copyrighted your content or trademarked any new ideas?	
<input type="checkbox"/> Does your content match your brand?	
<input type="checkbox"/> Are you giving live presentations (speeches, keynotes, trainings, stage performances, etc.)?	
<input type="checkbox"/> If so, are you recording these live presentations in some way?	
<input type="checkbox"/> Could you develop print materials to go with them?	
<input type="checkbox"/> Are you recording audio content?	
<input type="checkbox"/> If so, are you having them transcribed?	
<input type="checkbox"/> If so, are you repurposing those transcriptions into other written content?	
<input type="checkbox"/> Are you creating video recordings of presentations, coaching sessions or trainings?	



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- Are you posting those videos anywhere online?
- Are you using YouTube or Vimeo?
- Are you a YouTube advertiser?

Notes

- Do you have other content ideas that haven't been mentioned?
- Can you add a "personal touch" to any of your content to separate it from competitors?
- Are you doing any online training (live or recorded)?
- If so, do you need to give certification or certificates of completion?
- Are there any products you can or would like to create from your content?
- Are there processes or tools you have developed that you could make into a web or mobile app that your clients would pay to use?
- Is any of your content relevant to your *customer's clients*?
- Could you license any of that content for third parties?
- Are you interviewing peers/customers/experts on a topic?
- If so, can you create new content out of those discussions?
- Are you selling ads in your content to generate extra revenue?



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Guided Exercises

Part 2: Building Your Roadmap

Exercise 3: Social Media Checklist

Go through the checklist below. Check off anything you already have, and put a star next to anything you don't currently have, but would like to add. Make good use of the "Notes" section to jot down any ideas or status updates on any of the website-related items.

Checklist	Notes
<input type="checkbox"/> Are you using social media?	
<input type="checkbox"/> Are you using Facebook?	
<input type="checkbox"/> Do you have a Facebook page?	
<input type="checkbox"/> Do you have a vanity URL (ie. Facebook.com/businessname)?	
<input type="checkbox"/> Are you moderating a private group for your Facebook followers/customers?	
<input type="checkbox"/> Do you do any Facebook advertising?	
<input type="checkbox"/> Do you have a monthly budget to allocate for Facebook ads or boosted posts?	
<input type="checkbox"/> Are you getting adequate engagement on your posts?	
<input type="checkbox"/> Are you on Twitter?	
<input type="checkbox"/> Do you know which hashtags you should be tracking and engaging with on Twitter?	
<input type="checkbox"/> Are you using Twitter ads?	
<input type="checkbox"/> Are you using Instagram?	
<input type="checkbox"/> Do you have a regular flow of quality images and/or video to share on Instagram?	
<input type="checkbox"/> Are you using Instagram Stories or Snapchat?	
<input type="checkbox"/> Are you on LinkedIn?	
<input type="checkbox"/> Are you running any advertising on LinkedIn?	
<input type="checkbox"/> Are you posting written content to LinkedIn?	
<input type="checkbox"/> Are you a member of, or have you started any LinkedIn groups?	



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- Are you on Pinterest?
- Do you post on Tumblr?
- Are you on Reddit?

Notes

- Are you on Foursquare?
- Are you posting content to your social media channels yourself?
- Where do you get the content your post on social media?
- Do you create a monthly content calendar to keep track of your posting schedule and content?
- Are you sharing images, video, GIFs or memes with your social media content?
- Are you getting a decent amount of engagement on your various social media channels?
- Do you have a good amount of followers on each channel?
- Do you feel comfortable navigating each social media platform?
- Are you running any social media ads regularly?
- Are you on YouTube?
- Have you monetized your videos on YouTube?
- Are you part of the YouTube partner program?

Exercise 4: Future Content Goals

Write down any future content goals you have in each of the categories below. This could be something you want to create, something you've already created that you can adapt or repurpose, or something you can turn into a product. Be as thoughtful as possible and jot down any ideas or goals as they come to you.

Live Presentations



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Written

Audio

Video



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Other

Guided Exercises

Part 3: Measuring Success

Exercise 1: Piecing the Puzzle Together

Have your exercises from Chapters 4 and 5 handy. We're going to start with your brand narrative. Write it down again (it's okay to make changes if you thought of revisions after reading this chapter) in the space below.

Now, let's examine the relationship between your brand narrative and your business goals. You should have primary business goals, secondary business goals, and product/service goals to consider here.

We'll include space for up to three secondary goals and product/service goals each. If you have more than that, feel free to write it out on a separate sheet of paper. In the



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first column, write down the goal itself. In the second, explain how the goal works with the brand narrative to create value for the customer.

Primary Business Goal

Product/Service Goal

Secondary Business Goal

Product/Service Goal

Customer Value

Product/Service Goal

Customer Value

Customer Value

Secondary Business Goal



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<hr/>	<hr/>
Customer Value	<hr/>
<hr/>	Customer Value
<hr/>	<hr/>
<hr/>	<hr/>
Customer Value	<hr/>
<hr/>	

If you had to leave anything blank in the “Customer Value” field, it could be worth reconsidering or re-working some of your business goals. Feel free to brainstorm new goals in the space below:

Now we’re going to go through your roadmap. Here’s how it’s going to work. We’re going to leave space for each of your goals (jot them down briefly), and underneath each section, list all the activities from your road map that will help you reach each goal. It’s okay if some of the activities contribute to multiple goals.

The idea is to make sure that all of your activities apply to at least one goal. If they don’t, think about why you want to include that activity in your marketing plan. Is it a good reason? Why or why not?

Primary Business Goal:

Related Road Map Activities:

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Secondary Business Goal:

Related Road Map Activities:

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Secondary Business Goal:

Related Road Map Activities:



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Secondary Business Goal:

Related Road Map Activities:

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Product/Service Goal:

Related Road Map Activities:

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Product/Service Goal:

Related Road Map Activities:

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Product/Service Goal:

Related Road Map Activities:

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Guided Exercises

Part 3: Measuring Success

Exercise 2: Implementation

Look back through your notes from Chapter 6. List out any to-dos that still need to be completed for your website. Be thorough. If you need someone to help you with any of the items you list out below, put a star next to it.

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Content Calendar

In the space below, different kinds of content will be listed. If you'll be creating that kind of content for your business, **circle it**. In the space below each that content you circle, jot down **how often you want to post** new content to the relevant channel.

Social Media

- Facebook

- Twitter

- Instagram

- LinkedIn

- Google+

- Pinterest

- Other (specify below)

- LinkedIn articles

- Tumblr posts

- Other (specify below)

Video

- YouTube

- Vimeo

- Facebook Live

- Other (specify below)

Blog

- Website

- Medium.com

Audio

- Podcast

- Audiobooks



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- Other (specify below)

Written Content

- White Papers
- Courses/Training
- eBooks
- Newsletter
- Other (specify below)



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In the appendix of the book, you'll find a blank social media calendar template, as well as a blank template that can be used for blog, newsletter, audio, video and other written content. Feel free to adapt these content calendars for your own personal use.



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Appendix



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SEO Crash Course:

1. Keywords

- a. Keywords are important because it's how people searching online will find your business. They should be as close as possible to your product or service (they should be relevant, in other words).
- b. Your keywords should have reasonably high search volume. You want to be using terms that people are actually searching for.
 - i. You can use Google's Keyword Planner tool from your AdWords account to do a search of keywords to find out how much traffic those terms get in a given month.
- c. You should have one "focus keyword" specific to each page of your website. This means including that keyword in your meta data, in your headers, and within the body of text on your page

2. Meta Data

- a. Meta data is the title of your page and the description of your page. Both have character limits, and both show up together in search results. Your page title is also visible at the top of the browser or tab.
- b. Your meta title should be 55-60 characters (no more than 60), and your meta description should be 150-160 characters (no more than 160).
- c. Search websites like Google and Bing use scanning robots called crawlers to look for terms contained in your meta data to categorize search results. Essentially, they are scanning for terms that correlate to what someone is searching for at any given time.
- d. Meta data factors into how high up on the search results page your website might rank for any given keyword.
- e. Meta data is also the primary content that anyone searching for products and services like yours might see. Your title and description should make sense, and be compelling enough to click on.

3. Headers

- a. In addition to meta data, crawlers also scan individual web pages for keywords in headers. Headers signify to crawlers what is the most important content on the page. Think about them as the chapter titles in a book. They help to tell search engines what your content is about.



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- b. Your most important keywords should be a part of your headers. Headers are ranked in terms of importance from H1 to H6. Most crawlers only care about H1, H2 and H3.
- c. A header that is tagged H1 is your most important header on the page. It should contain the main keyword you want the page to rank for, if possible. An H2 header is your sub-header, and can contain your focus keyword or terms relevant to it. An H3 header is related to your H2 tag, but less important.
- d. Here's an example for a page selling shoes:

H1: Shoes for Men and Women

H2: Women's Boots, Heels, Sandals & Flats

H3: Men's Dress Shoes, Loafers and Sneakers

The most important content is that the page has shoes for men and women. Women's shoes happen to sell more for this retailer, so the H2 tag highlights women's shoe terms. H3 covers the offerings for men.

As you build out the content for each page of your website, you should have:

- A focus keyword for each page
- A meta title of 50-60 characters containing your focus keyword
 - Ex: Pet Products for Dogs, Cats, Birds & Fish – Sara's Pet Store
Find quality pet products including pet food, toys, cleaning products and carriers for dogs, cats, birds & fish at Sara's Pet Store in downtown Cincinnati.
- H1, H2, and H3 within the text of your page containing your most important keywords.



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Glossary: Google Analytics

Audience Overview (default dashboard)

The Audience Overview is the default dashboard that appears when you click on your website from the Google Analytics page. It gives you a brief overview of key metrics for a given time period. Adjust the time period to the desired time in the top right corner. Generally, monthly statistics are best.

Sessions

Sessions are the total number of times your site was visited. This could include multiple visits from the same user.

Users

The unique number of users that visited your website. These are the individual people who clicked on your site. This number is generally a bit lower than “sessions” because sometimes people visit the website more than once in a given time frame.

Pageviews

This is the number of pages on your site that were viewed. This number should also be higher than the number of sessions and users. It means that each user (or each session) visited multiple pages. That’s good – we want people to click through to different pages on our site.

Pages/Session

Pages/Session is the average number of pages that someone visited in a session. The higher this number, the more people are exploring your different content when they access the site.

Average Session Duration

This is the average amount of time a user is spending on your site each time they visit your website (initiate a session). It is presented in hours:minutes:seconds. A good session duration is higher than one minute. The longer your users stay on your site, the more relevant and interesting your website and content.

Bounce Rate

This is the percentage of users who, after entering your website on a given page, left the site (closed the tab or browser window) without visiting any other pages. You want to keep your bounce rate as low as possible (by keeping people interested in different pages on your site). A bounce rate of 75% or higher is widely considered bad. Sometimes, paid campaigns will cause your bounce rate to increase. Try to keep it as low as possible.



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% New Sessions

This is the percentage of users who have never previously visited your site. This can be good or bad – it depends upon your website goals. Do you want to have a core group of customers who are extremely loyal and keep coming back? Then a low percentage of new sessions is probably fine – it means that people are coming back over time for more.

If, however, you want to be attracting new customers, you might prefer to have a higher percentage of new sessions month-to-month. In any case, it gives you an idea of your “brand loyalty” in terms of your website. Are people visiting once and then leaving? Are they coming back time and time again? Consider any recent changes to your website when you think about this metric. Did you add content that brought people back? Did you start a campaign that got a lot of new people to visit your site?

Acquisition

The acquisition section of Google Analytics allows us to see where people are coming from when they visit our site. This is very useful to help you focus in on things that are working, or perhaps stop an activity that isn't bringing people to your site.

Overview

In the overview dashboard, you can see the top channels of traffic (where the traffic originates from), the number of sessions graphed according to the dates being displayed (you can change the dates in the top right), and a general look at different metrics we discussed above as it relates to each channel.

Direct traffic means that someone opened their browser and typed your website name specifically in order to access your site. They didn't click on anything, they just knew about your site and visited it directly.

Social traffic means any traffic that was clicked on from social media platforms, including Facebook, Twitter, Google+, LinkedIn, Instagram, etc. This is valuable for you to see which social media platforms give you the highest number of visits (we'll dive into this a little deeper in “Source/Medium”).

Referral traffic means any other websites that have your website linked on them. This includes blogs, directories, news articles, etc. Referrals also create backlinks for your site, which helps your search rankings. The more external websites that link to yours, the more authority Google will assign to your website, and the higher up you will appear in search results.

Organic search means that someone was searching for something and found your website organically. Typically, this happens because you have a good SEO strategy implemented on your website. Organic search traffic is great,



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and it's a good indication that your website is performing well according to Google's standards.

Paid search is of course any traffic that was a result of your AdWords campaigns. These are visits that were initiated because someone clicked on your ad or your promoted search result.

There are a few other channels, but they aren't common. They include Email, Affiliates, Other Advertising, and Display. You can learn more about these terms at <https://support.google.com/analytics/answer/3297892>.

All Traffic - Channels

A deeper look at the metrics per channel. From this view, you can click on any of the channels to see specific metrics for those sessions.

- Treemaps

Treemaps is an advanced feature of analytics that helps you explore trends in your acquisitions. It is supposed to help you draw conclusions about your oncoming traffic.

- Source/Medium

Source/Medium is similar to channels, but it is more specific. Instead of seeing "social," for example, you'll see "facebook.com" along with other social media channels. You'll see the individual domains that linked to you instead of "referral." It's more specific information about where your traffic is coming from.

This is so important because it can help you see which efforts on your end are working. For example, if you started to post more on Facebook, and you see a sharp increase in Facebook traffic, you'll know to continue or expand upon your Facebook activities.

- Referrals

The referrals view is extremely similar to Source/Medium, however, Source/Medium is more accurate. Why? Because of something called UTM parameters. Most skilled marketers include UTM parameters in any of their campaign links. UTM parameters contain campaign data to help you track a source, medium, and campaign name. If there are UTM parameters in the URL, Google Analytics will show you that visit in the Source/Medium instead of Referral, and that traffic won't be in the Referral reports.



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Behavior

Simply put, Behavior tells you how the users have behaved on your website. What pages did they visit? What are your most popular pages? Which blog post didn't perform well? Viewing the stats under Behavior will give you valuable information about the relevancy of your content.

Site Content – All Pages

Remember the metrics we defined at the beginning of this glossary? In Site Content – All Pages, you get to see the average of each of those metrics for *individual pages* on your website. This helps you to see which pages are super relevant, as in, people are spending time on it (average session duration).

Consider all of these statistics to evaluate the effectiveness of your content. Do some of your pages have a ton more views than others? Are some of your pages experiencing lots of time on the site, versus others where people leave after a few seconds? Is the bounce rate very different between the different pages? Use this view to draw conclusions about your content.



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