Basics of Search Engine Optimization & Content Creation in CRM

Lecture Title: Customer Relations Management for SEO

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Introduction to CRM in SEO

CRM, or Customer Relationship Management, refers to the strategies, technologies, practices, and processes that organisations use to manage and analyse customer interactions and data throughout the customer lifecycle.

The goal of CRM is to improve customer service relationships, assist in customer retention, and drive sales growth.

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CRM systems compile data from a range of different communication channels, including a company's website, telephone, email, live chat, marketing materials, and, more recently, social media.

They allow businesses to learn more about their target audiences and how to best cater to their needs, thus enhancing customer satisfaction and loyalty.

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One of the key benefits of CRM in SEO strategies is the ability to create personalised content.

CRM systems provide detailed insights into customer preferences, behaviours, and past interactions. This information can be leveraged to create highly personalised content that resonates with the target audience, improving user engagement and satisfaction.

Such content is more likely to earn higher rankings in search engine results pages (SERPs) because it addresses the specific needs and questions of the audience.

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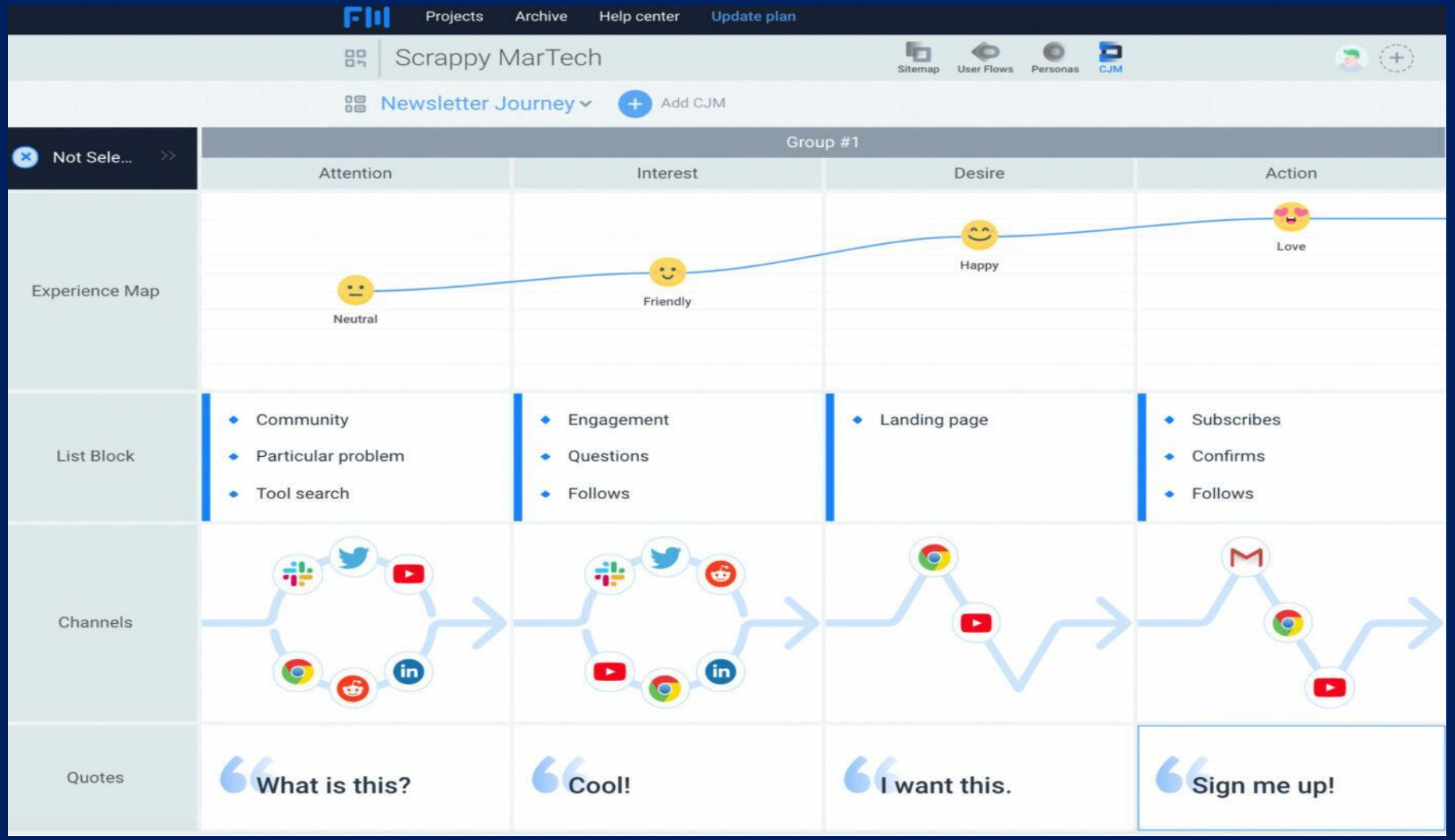
Customer Journey Map



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Another way CRM enhances SEO strategies is through keyword optimisation. The data gathered by CRM systems can inform SEO strategies by highlighting the terms and phrases customers use when discussing products or services.

This data can then be used to develop more effective keyword strategies that align with the actual search behaviour of the target audience, thereby improving search visibility.

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Improving User Experience (UX): CRM insights can help identify customer pain points and preferences, enabling businesses to optimise their website's UX.

A better UX leads to longer dwell times and lower bounce rates, which are positive signals to search engines and can lead to better rankings.

Longer dwell times refer to the extended duration a visitor spends on a webpage before returning to the search engine results page, often indicating higher engagement and content relevance.

Lower bounce rates indicate a smaller percentage of visitors leaving a website after viewing only one page, suggesting higher engagement and interest in the site's content.

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Enhancing Local SEO Through Customer Reviews:

CRM can facilitate the process of collecting and managing customer reviews, which are a critical factor in local SEO.

Encouraging satisfied customers to leave positive reviews can improve a business's visibility in local search results and boost its reputation online.

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The Locksmith Company Case Study:

The Locksmith Company needed to improve its local search rankings and visibility to attract more customers in the highly competitive locksmith industry.

The company encouraged satisfied customers to leave positive reviews on its Google Business Profile, emphasizing the importance of local feedback.

They implemented a follow-up system to kindly request reviews from customers after service completion, making it easy for customers to leave their feedback by providing direct links to their review platforms.

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The Locksmith Company CRM Results:

- The Locksmith Company saw a significant increase in its Google search rankings for key local search terms, such as "locksmith in Knoxville" and "best locksmith near me."
- The accumulation of positive reviews not only improved their local SEO but also enhanced the company's online reputation, leading to increased trust among potential customers.
- This strategy led to a noticeable uptick in organic search traffic and an increase in business inquiries and customer engagements directly attributed to their enhanced online presence and positive reviews.

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Data-Driven Decision Making:

By analysing customer interaction data, businesses can make informed decisions about the content types, distribution channels, and SEO tactics that are most effective, allowing for a more targeted and successful SEO strategy.

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Increased Engagement Through Social Media:

CRM tools can help track and analyse social media interactions, enabling businesses to tailor their content and engagement strategies on these platforms.

Since social signals and engagement can indirectly impact SEO performance by driving traffic to the website, this synergy is valuable.

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Segmenting audiences for targeted SEO strategies:

- Demographic Segmentation
- Geographic Segmentation
- Psychographic Segmentation
- Behavioural Segmentation
- Search Intent Segmentation
- Device Type Segmentation
- Customer Loyalty Segmentation

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Demographic Segmentation:

Targeting content and keywords based on age, gender, occupation, or income level. For example, a fashion retailer may create separate content strategies for teenagers interested in the latest trends versus adults looking for professional attire.

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Geographic Segmentation:

Tailoring content and local SEO efforts to specific regions, cities, or even neighbourhoods. A restaurant chain could optimise its website pages for "best pizza in [City Name]" or "Italian restaurant near [Neighborhood]."

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Psychographic Segmentation:

Focus on the interests, lifestyle, or values of your audience. A fitness brand might target individuals interested in outdoor activities differently from those who prefer gym-based workouts, using distinct keywords and content for each group.

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Behavioural Segmentation:

Based on user behaviour, such as purchase history, website interactions, or content engagement. An e-commerce site could create SEO-optimized landing pages for repeat customers with suggestions based on previous purchases versus general browsing pages for new visitors.

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Search Intent Segmentation:

Dividing users by the type of content they are likely searching for, such as informational ("how to tie a tie"), navigational ("nearest coffee shop"), transactional ("buy Nike running shoes online"), or commercial investigation ("best smartphones 2023"). Creating content that matches these intents can improve search relevance and user engagement.

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Device Type Segmentation:

Optimising content for different devices, acknowledging that mobile users might have different needs or search behaviours compared to desktop users. For instance, optimising for local search terms might be more critical for mobile users who are likely searching on the go.

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Customer Loyalty Segmentation:

Creating content tailored to the level of familiarity and loyalty users have with your brand, from first-time visitors to loyal customers. A tech company, for instance, could develop beginner's guides for new users and more advanced troubleshooting content for long-time users.

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Microsoft Dynamics 365 CoPilot:

Is an AI and CRM tool aimed at accelerating innovation and improving business outcomes across various lines of business. It includes features like AI-assisted email responses and other clerical task automation, catering to a broad range of industries beyond home services.

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Other CRM Tools:

Salesforce is often hailed as the leading CRM software for its extensive customisation options, comprehensive feature set, robust third-party app ecosystem (via its AppExchange), and scalability. It's suitable for businesses of all sizes and offers solutions for sales, marketing, service, and more.

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Other CRM Tools:

HubSpot is known for its user-friendly interface and as a powerful all-in-one inbound marketing tool that integrates CRM, email marketing, social media, and content management. It's particularly beneficial for small to medium-sized businesses looking to grow their customer base without the complexity of more involved systems.

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Other CRM Tools:

Zoho CRM is favoured for its affordability and the extensive suite of applications it offers, covering sales and marketing, help desk, and project management. It's suitable for businesses of all sizes and is especially appealing for those looking for an all-in-one CRM solution on a budget.

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Other CRM Tools:

Pipedrive stands out for its simplicity and visual sales pipeline management. It's designed to make tracking leads and managing sales processes easier, particularly for small to medium-sized businesses. Its user-friendly interface and effective sales management tools help businesses focus on their sales actions.

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Other CRM Tools:

Freshsales is appreciated for its simplicity, ease of use, and affordability. It offers AI-based lead scoring, phone, email, activity capture, and more. It's suitable for businesses of all sizes looking for an intuitive CRM system that can scale with their growth.

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Other CRM Tools:

Oracle NetSuite is great for businesses looking for a comprehensive suite of tools that include CRM, ERP (Enterprise Resource Planning), and e-commerce capabilities. It's particularly well-suited for mid-sized to large businesses that require global business management features.

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Increase in CTR (Click Through Rate)

An e-commerce website that personalises email newsletters with product recommendations based on previous browsing and purchase history can see higher CTRs on those emails. This leads to more direct traffic to product pages, which search engines interpret as a positive signal of relevance and quality, potentially boosting those pages' rankings.

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Improved Engagement Metrics:

A blog that uses data analytics to segment its audience and create personalised content paths (e.g., suggesting articles based on the reader's history) can significantly increase time on site and reduce bounce rates. These improved engagement metrics are positive signals to search engines, contributing to better rankings.

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Enhanced User Experience Leading to More Shares and Links:

A service providing personalised fitness plans that users find genuinely useful and tailored to their needs is more likely to be shared across social media and linked to other websites. These social signals and backlinks are key factors in search engine algorithms, leading to higher rankings.

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Higher Conversion Rates:

By personalising landing pages for different audience segments, a software company can address specific pain points for each segment, leading to higher conversion rates. Search engines may recognise the landing pages as more effective (due to signals like lower bounce rates and higher user engagement), potentially improving their visibility in search results.

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Localised Content and Improved Local SEO:

A restaurant chain that creates pages tailored to each location, including local reviews, menus, and events, can significantly improve its visibility in local search queries. This personalised, localised content enhances user engagement and satisfies search engine criteria for relevancy in local searches, improving rankings in local SERPs (Search Engine Results Pages).

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Better Matching of Content to Search Intent:

Example: A financial advice website that segments its content based on user demographics (e.g., students vs. retirees) and tailors its content to these segments can better match user search intent. This relevance boost can lead to higher organic rankings for queries related to each segment, as search engines aim to deliver content that best answers users' specific needs.

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Class Exercise: 45 min

Find THREE examples of positive impact through tailored, personalised content on a website/s that can be useful for CRM.

E.g. Increase in CTR (Click Through Rate)

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CRM data to improve website navigation:

- Analyse Customer Behavior and Preferences

- Collect Data: Use CRM to gather data on how customers interact with your website, including pages visited, content viewed, and paths taken.

- Identify Patterns: Analyze this data to identify common paths customers take, high-interest areas, and potential pain points or bottlenecks in navigation.

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CRM data to improve website navigation:

- Segment Your Audience

- Create User Personas: Based on CRM data, create detailed user personas that represent different segments of your audience, considering factors like demographics, interests, and behavioural patterns.

- Tailor Navigation: Customize website navigation for each persona, emphasising the most relevant content and features to improve usability for different user types.

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CRM data to improve website navigation:

- Personalize User Experience

- Dynamic Content Display: Use CRM insights to dynamically adjust the content displayed on your website, ensuring users see the most relevant options based on their past interactions and preferences.

- Adaptive Navigation Menus: Implement adaptive navigation structures that change based on the user's profile or past behaviour, making it easier for returning visitors to find what they're looking for.

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CRM data to improve website navigation:

- Optimise Conversion Paths

- Simplify Paths to Conversion: Use CRM data to identify the most common conversion paths and streamline them, removing unnecessary steps and optimising page layouts to guide users more effectively towards conversion actions.

- Highlight Popular Products/Services: Leverage CRM data to highlight products or services that are popular among similar customer profiles, guiding new visitors towards high-interest areas.

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CRM data to improve website navigation:

- Enhance Search Functionality

- Improve Search Algorithms: Incorporate CRM insights into your website's search algorithm to prioritise results based on user preferences and popular items among similar users.

- Auto-complete Suggestions: Use historical CRM data to offer auto-complete suggestions in the search bar, helping users find content more quickly.

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CRM data to improve website navigation:

- Implement Feedback Loops

- Gather User Feedback: Continuously collect user feedback through surveys or feedback tools, integrating these insights with CRM data to identify areas for improvement.

- Iterative Testing and Optimization: Use A/B testing to try different navigation and usability enhancements, monitoring how changes affect user behaviour and preference metrics in your CRM.

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CRM data to improve website navigation:

- Utilise CRM for Content Personalization

- Content Recommendations: Based on user data and history, recommend articles, products, or services that match the user's interests, enhancing the relevance and engagement of your website.

- 8. Ensure Mobile Usability

- Mobile Optimization: Given the CRM data on mobile usage, ensure your website's navigation is fully optimised for mobile devices, featuring a responsive design and touch-friendly menus.

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Customer Lifetime Value

Customer Lifetime Value (CLV or CLTV) in digital marketing is a metric that represents the total revenue a business can reasonably expect from a single customer account throughout the business relationship. It goes beyond a one-time purchase and encompasses the entire arc of engagement between a customer and a company.

CLV is pivotal for understanding how valuable different customer segments are over time, not just during the initial purchase. This metric helps businesses in making informed decisions about how much money to invest in acquiring new customers and retaining existing ones.

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Customer Lifetime Value

Key Components of CLV:

- Revenue: The amount of money a customer spends on your products or services.

- Margin: The profit margin associated with the customer's purchases.

- Retention: The duration and frequency of the customer relationship.

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Customer Lifetime Value

Importance of CLV in Digital Marketing:

1. Resource Allocation: It helps in identifying the most profitable customer segments, allowing businesses to allocate marketing resources more effectively.

2. Personalization: Understanding the value of different customers enables more personalized marketing efforts, tailored to the potential value of each customer.

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Customer Lifetime Value

Importance of CLV in Digital Marketing:

3. Customer Retention: By knowing the CLV, businesses can strategize on improving customer satisfaction and loyalty programs to increase retention rates.

4. Pricing Strategies: CLV can influence pricing strategies by identifying how much value customers derive from the product or service over time.

5. Product Development: Insights from CLV can guide product development and enhancements aimed at meeting the needs of the most valuable customers.

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Customer Lifetime Value

A basic formula for calculating Customer Lifetime Value is:

CLV = Average Value of a Sale × Number of Repeat Transactions × Average Retention Time

This calculation can be adjusted or expanded based on the specific business model, including factors like the discount rate for future earnings or the acquisition and maintenance costs associated with a customer.

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Customer Lifetime Value

An e-commerce company might find that a segment of customers who purchase premium products has a significantly higher CLV than those who only buy discounted items. This insight could lead the company to focus more on retaining these premium customers through loyalty programs, exclusive offers, or personalised communication, ultimately enhancing its digital marketing strategy to increase profitability.

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Customer Lifetime Value

In summary, CLV is a crucial metric in digital marketing that quantifies the total value a customer brings to a company over the entire duration of their relationship. It guides strategic decisions in marketing, sales, product development, and customer service to optimise for long-term profitability.

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THANK YOU FOR TODAY

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