

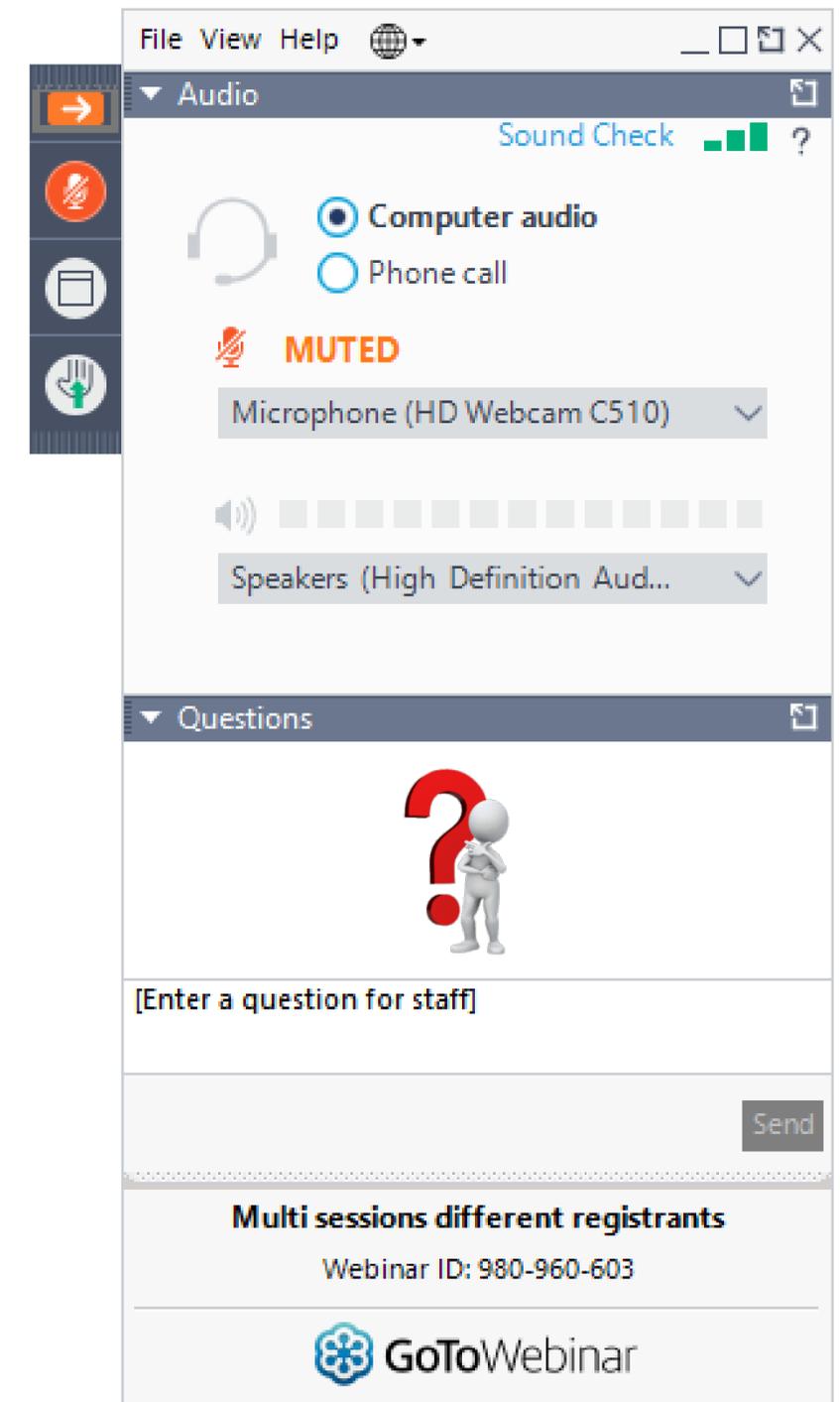


# Ahead of the Curve Webinar Series

How to Optimize Your Digital  
Presence During COVID-19

# A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again



The screenshot displays the GoToWebinar interface. At the top, there is a menu with 'File', 'View', and 'Help'. Below this is the 'Audio' section, which includes a 'Sound Check' indicator with a green bar and a question mark. The audio settings are set to 'Computer audio', with 'Phone call' as an alternative. A microphone icon is shown with a red 'MUTED' label. The selected microphone is 'Microphone (HD Webcam C510)'. Below the microphone settings is a volume slider and a speaker icon. The selected speakers are 'Speakers (High Definition Aud...'. Below the audio settings is the 'Questions' section, which features a large red question mark icon and a text input field with the placeholder text '[Enter a question for staff]'. A 'Send' button is located to the right of the input field. At the bottom of the interface, there is a section for 'Multi sessions different registrants' with the 'Webinar ID: 980-960-603' and the GoToWebinar logo.



# WSI AT A GLANCE

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For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

# TODAY'S PRESENTER



**MARK JAMIESON**

*WSI Digital Marketing Consultant & Author*

Mark Jamieson has more than 20 years' experience in sales and marketing and specializes in a holistic approach to SEO, strategy development, and social selling training. He has worked with organizations like the Government of Canada, embassies and large private companies throughout Canada, the US, and overseas. Mark authored the chapter on SEO and Social Media in WSI's book, *Digital Minds: A Strategic Approach to Connecting and Engaging with Your Customers Online*.

# On the Agenda

1. Understanding the Shift in Consumer Behavior

2. Why Should Brands Care About SEO During & Post COVID-19

3. Foreseeing the Future of Search

4. SEO Tips to Help You Thrive Towards the New Normal

5. Q&A

# A Long-term Outlook on Consumer Behavior

“Consumers across countries will remain hesitant to return to international travel, large public gatherings, and trips to the mall once the effects of COVID-19 decrease. Across most countries, consumers say they will increase online shopping.”

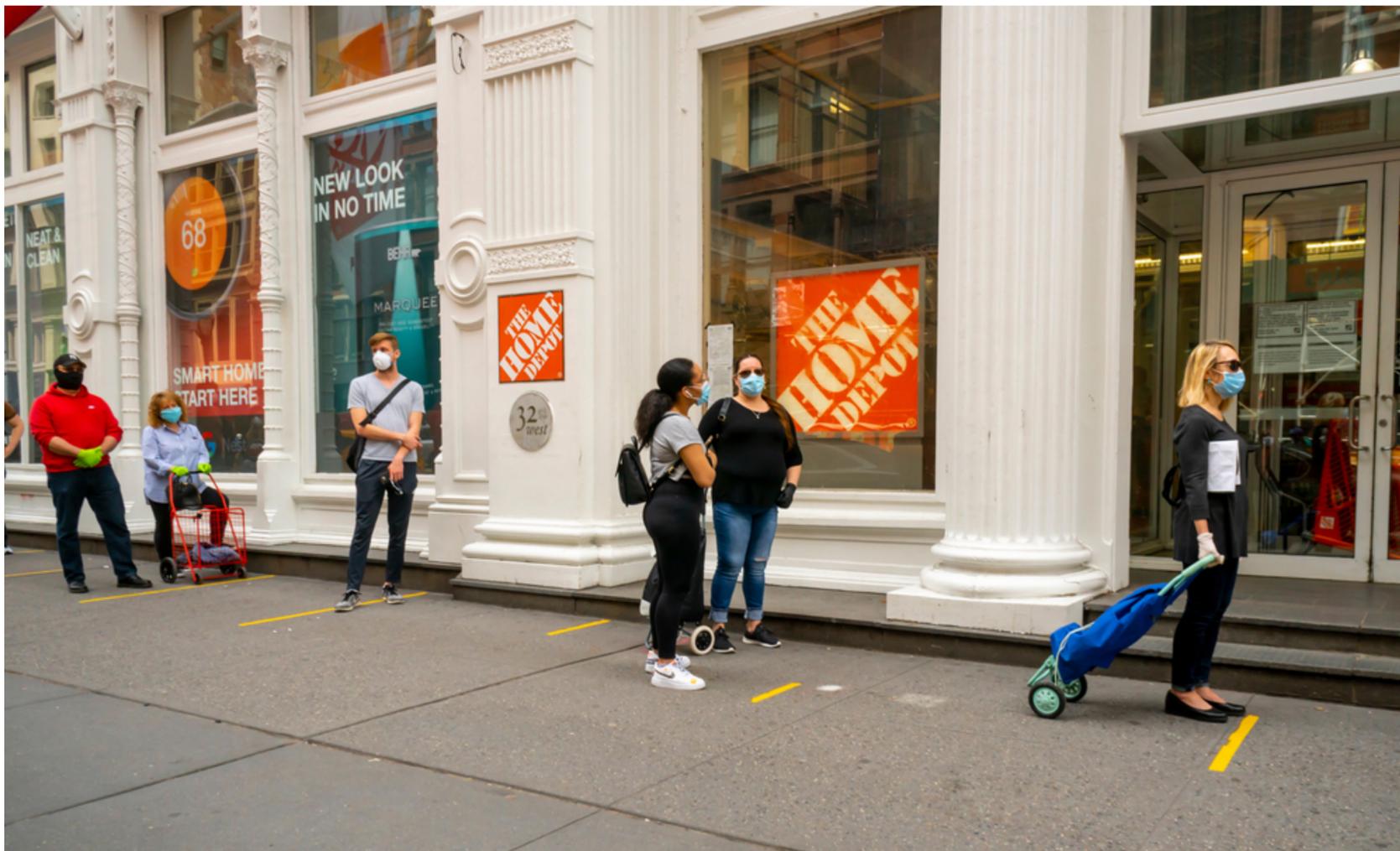
Source: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-global-view-of-how-consumer-behavior-is-changing-amid-covid-19>

McKinsey  
& Company

# A Global View of How Consumer Behavior is Changing Amid COVID-19



# Change in Purchasing Habits = a Contact Free Economy



- During and post COVID-19, we will continue see an increase in online inquiries and purchases for both goods and services
- Consumers are adapting quickly to the new norm and in some cases prefer the shift
- Consumers still expect that their needs be met by their favorite businesses and brands

# Why Should Brands Care About SEO During & Post COVID-19?



# Food for Thought

- According to [Google Trends](#), the search term “SEO” and related SEO search terms have seen a spike
- People are searching online more than they ever have before
- SEO-focused content is the most cost-effective and direct path to maintaining your business during economic downtimes



# What is SEO?

**Search engine optimization (SEO)** is the process of **optimizing** your online content (i.e.: Web pages, videos, Blogs ) so that a **search engine (Google or Bing)** want to show your webpages at the top of the SERP's (search engine results page) for **searches** of a certain keyword or key phrase.

# Foreseeing the Future of Search Now & Post COVID-19

## Here is what we see:

1. Ecommerce sites selling essentials are up in traffic
2. Health & Wellness sites are exploding
3. Travel websites are all over the map
4. Publisher websites are in high demand
5. Restaurants and retail are having to pivot
6. Volatility is present in almost all websites
7. Traditional business leads are slowing down



# What Smart Business Owners Can Do Now



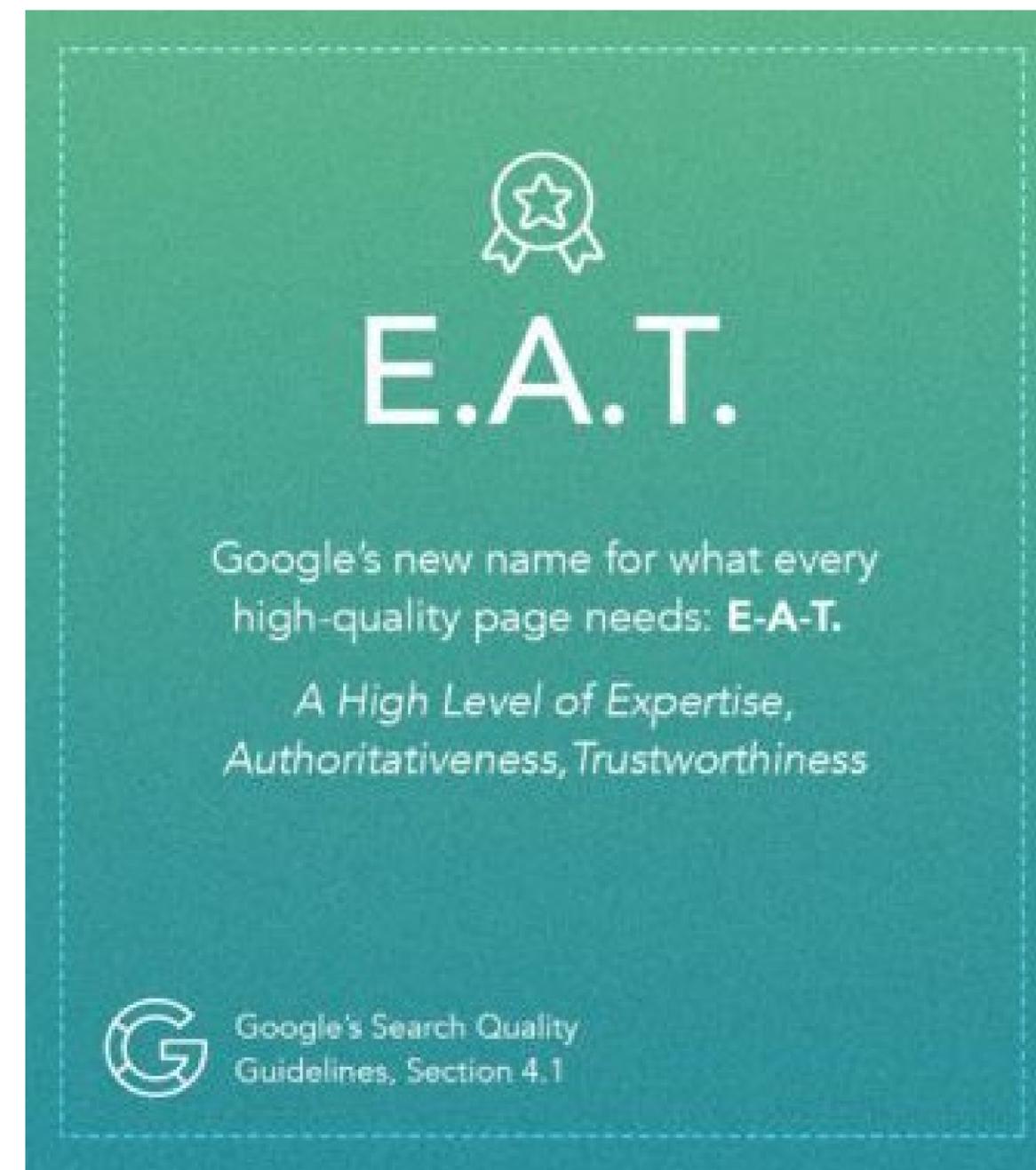
# #1 - Monitor Consumer Patterns, Behaviors & Channel Preferences

- Monitor customer conversations
- Analyze data (Google Analytics)
- Learn from what other businesses like yours are doing
- Have direct conversations with your customers to see what they want



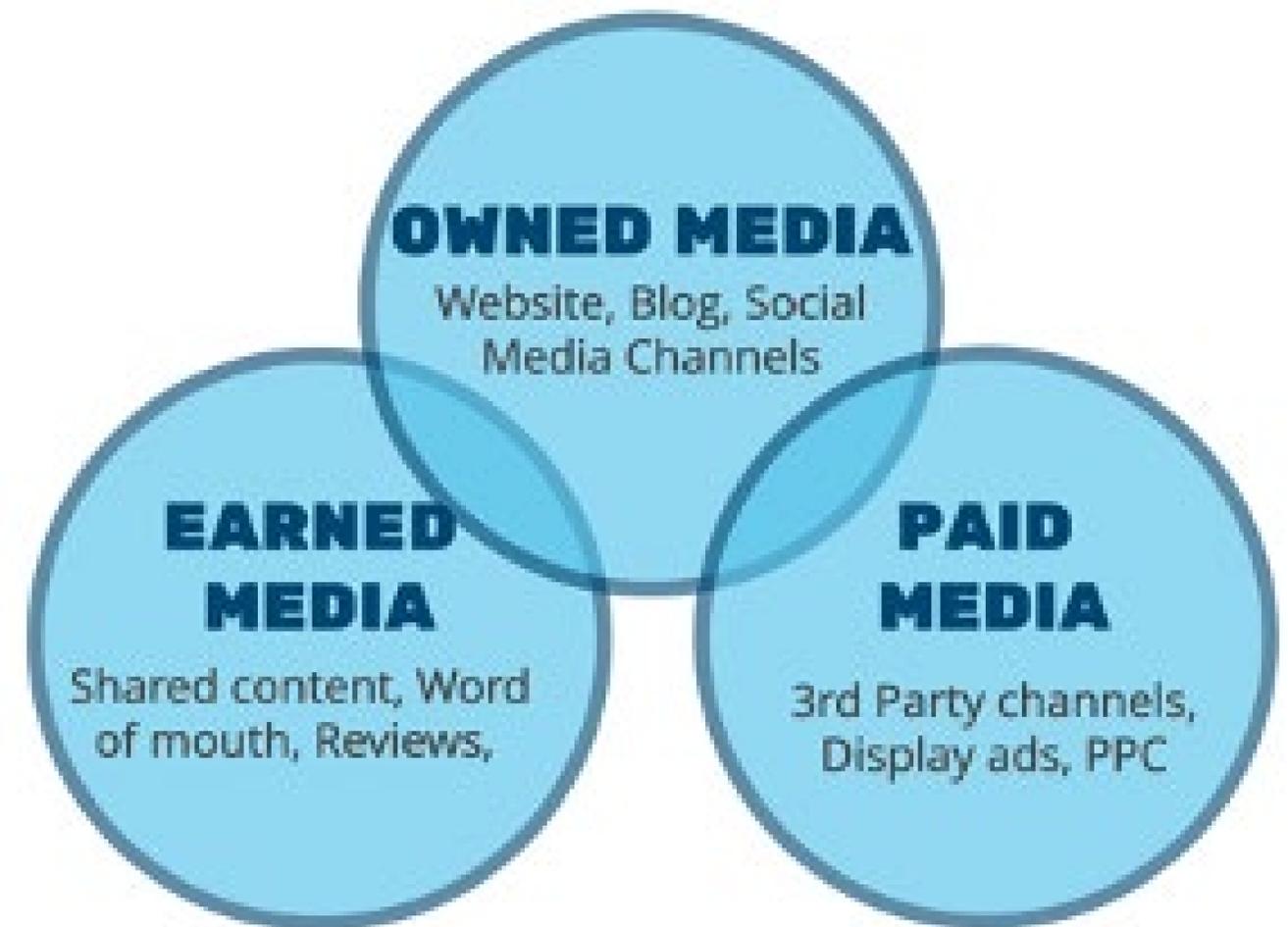
# # 2 - Strive for Expertise, Authoritativeness, & Trust (E.A.T)

- **Show Expertise:** Find out what your audience is searching for, then meet and exceed their needs
- **Show Authority:** Link authority and brand authority
- **Show Trust:** Do your best to promote trustworthiness on your website



# #3 - Manage Your Web Presence's Media: Owned, Earned & Paid

- **Owned media:** Website, Facebook page, and blogs
- **Earned media:** Shared content, mentions of your brand on other channels, reviews
- **Paid media:** Any paid third party channels your are leveraging to show your brand.



# #4 - Audit Your Upcoming Content & Campaigns

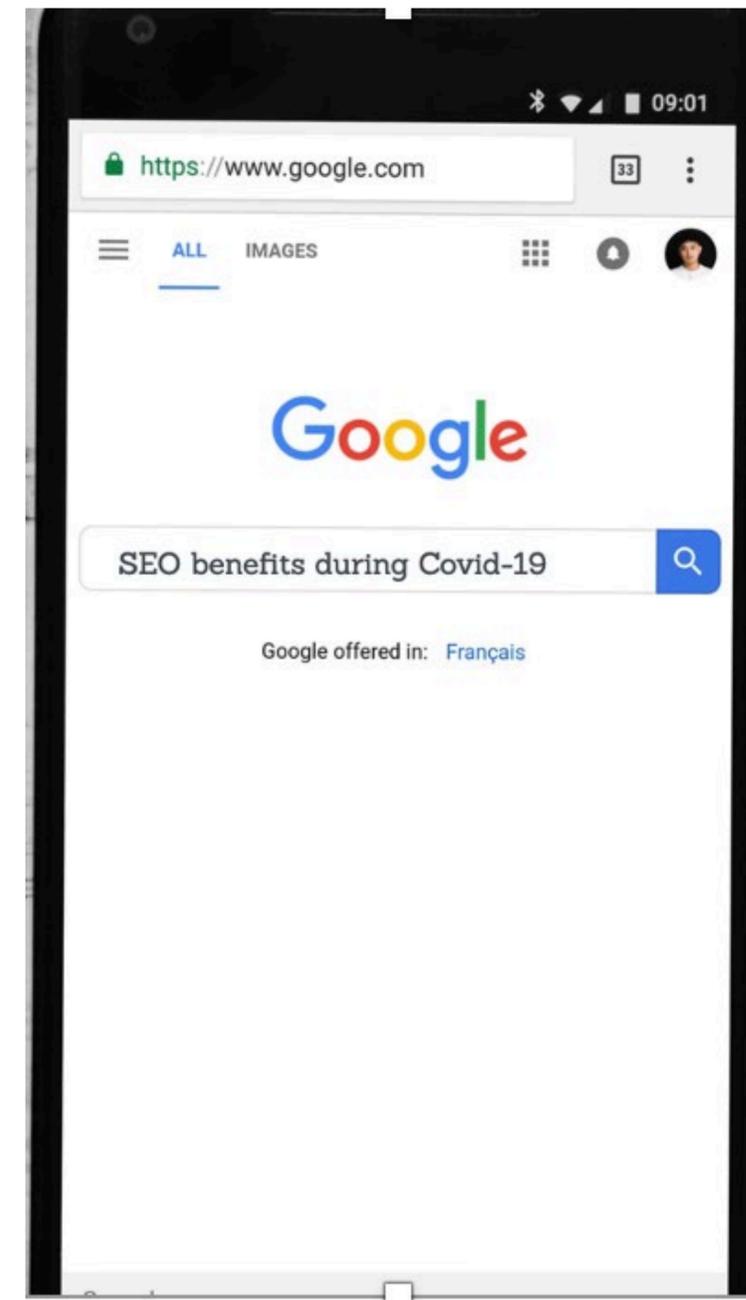
- What you planned for Q2 to Q4 most likely needs to change
- Decide how to advertise your products and services in a way that aligns with the "new normal"
- Your brand needs to address consumer concerns about health, wellness and community



**Audit your upcoming 2020 campaigns**

# #5 - Take Stock of Keywords You Are Currently Targeting

- Understand how consumers are now searching for your products services
- Foresee new search terms
- Understand the searchers intent in the “new normal”



# #6 - Ensure Your Mobile Presence is Exceptional

- July 1, 2019, mobile-first indexing is enabled by Google
- There was a 50% growth in mobile data usage in March 2020 vs March 2019
- 54% of eCom transaction are done on mobile



# #7 - User Experience is Everything

- Narrow your focus
- Don't squeeze
- Make customer service easily accessible
- Give assurances

“

Retention is the new acquisition, helping is the new selling.

# What Smart Business Owners Can Do Now

1. Monitor consumer patterns, behaviors
2. Strive for expertise, authoritativeness, and trust (E.A.T)
3. Proactively manage your web presence
4. Audit your upcoming content and campaigns
5. Take stock of the keywords you are currently targeting
6. Ensure your mobile presence is exceptional
7. Focus on the user experience of your customers



## In Summary:

1. Purchasing Habits are Changing Via a Contactless Economy
2. Businesses Must Monitor & Foresee Consumer Patterns & Pivot
3. Smart Business Owners Need to React and Adapt Quickly
4. SEO Is a Cost-Efficient Investment During & Post COVID-19

# READ MORE ABOUT THIS TOPIC & MORE IN OUR 3<sup>RD</sup> BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>

# REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Want to discuss your optimization strategy and find out which short-term and long-term SEO tactics you should be using?

Reach out to your WSI Consultant or email [contact@wsiworld.com](mailto:contact@wsiworld.com).



# JOIN US FOR OUR NEXT WEBINAR

## Web Analytics: Tracking the Insights that Matter Most to Your Business

Wednesday, May 20<sup>th</sup> at 11:30 AM EDT  
with Andreas Mueller-Schubert  
*California, USA*





**Now it's time for some Q&A**

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**See you next time!**  
**We are here to help.**