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Internet Marketing News

Q4 2015



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Constructing the Perfect Banner Ad

Create Ads People Want to Click!

Mobile Marketing

How to Live in Your Customer's Pocket!

SponsoredLinX, The Google All-Stars

Micro-Moments in a Demand Economy

OZCHILD ONLINE

Collaboration & Video Content
The Future of Charities

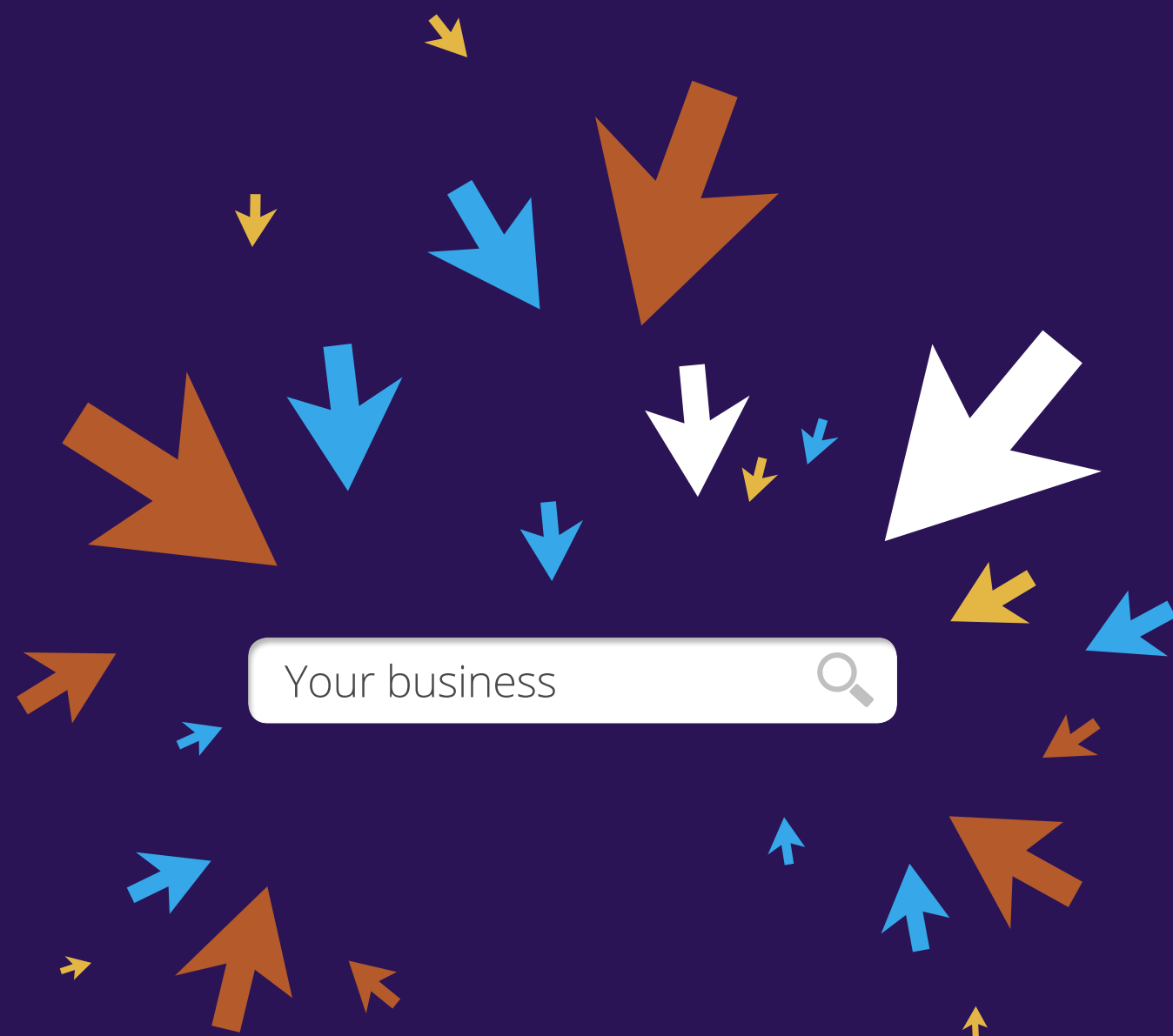


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Hello

Welcome to our Q4 of Optimise Magazine for 2015! It's been such an incredible year and there is so much to fill you in on since our last issue. I can very proudly announce that SponsoredLinX once again won the Google Partner All-Stars competition this year, for the second year in a row! As a digital agency which focuses on providing online marketing services specifically to small to medium sized business owners, I feel like this is an enormous achievement and I couldn't be more ecstatic with the dedicated work of the SponsoredLinX staff!

Finishing 2015 in style, we have some fabulous reading for you to help you make the most of this holiday season. As part of winning the Google Partner All-Stars competition, I was invited to Googleplex in San Francisco to speak with people who really are leading the way when it comes to digital and marketing innovation. Off the back of that, I have a really interesting article which delves into some of the intriguing insights I was privy to, and how you can develop an online marketing blueprint to help future-proof your business.

Our cover story stars this issue are Australian charity organisation OzChild. This Holiday Season, they're running a Christmas Wishing Tree Appeal. To help make a difference, you can simply purchase a gift for a child in need. Turn to page 23 to read the article. We also take a look at whether or not you should consider pausing, or worse, cancelling, your online marketing over the holiday period in articles on pages 8 and 32. The consequences are dire and their short and long term effects potentially catastrophic.

Small to medium businesses during this time of the year understandably have the focus very much centred on the here and now, but as you'll find throughout our pages, failing to properly prepare for the future of our digital economy can result in a business which is not ready to adapt to change. More than ever we are in an 'I-want-it-now' society, and as Google likes to call them, these moments in time, these 'Micro-Moments' are where there are sales to be made. So Optimise reader, absorb the content herein and I truly hope you have a wonderful, happy and safe holiday season.

Happy Holidays!

Ben Bradshaw

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Optimise
Internet Marketing News

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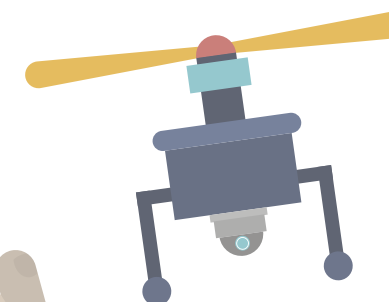
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GOOGLE ADWORDS HOLIDAY PLANNING MUST HAVES

The Christmas season for children is often a time of excitement and anticipation. On the other hand, Christmas for adults in business and in marketing can be a time of stress, flurry and potentially record breaking revenue. So how do you create one and avoid the other for your business this December? A solid, smart marketing plan for the holidays that is comprehensive, flexible and well thought out can be your answer to creating a merry marketing season. Here are a few ideas you can use to your advantage.



BY KRISTEN BOUCHER

Don't be afraid to increase your AdWords budget. The festive season more than any other time of the year sees huge increases in search traffic and if you want to capture as many shoppers as possible, now is the time to invest in your online marketing. Remember that a budget increase can be temporary so you're not making any permanent financial commitments. You are simply positioning yourself to get ahead of your competition and in front of your demographic. The most successful marketers are those who invest in their own success. In the lead up to the intensive buying season, increasing your budget can assist with improving your quality scores which in turn can lower your cost per click. This is a perfect scenario to meet Christmas shoppers head on.

Your shoppers are stressed at Christmas. Not only are they parents, children, employees and sometimes employers; they are also now shoppers with no extra time to do the shopping. Being harangued by endless emails is not the way to win them over. Make sure your email and remarketing campaigns are delivering spot on, targeted messages that convenience your

audience. Prioritise important messages like free shipping, extended store hours or maybe even gift with purchases. Be remembered as the business that helped make your clients life easier in the silly season.



If you're in the e-Commerce sector a process of continual improvement on your shopping cart and checkout is imperative. This is even truer in the holiday planning lead up. Is it easy to use? Does it include everything that your customer needs to check out without abandoning the cart? Things that can really help are including promo codes, viewable tax or shipping costs and overall streamlining of the shopping process. Now is also the time to check with your e-Commerce platform about any additional tools or updates you can invest in to make sure you stand out as the leader of your industry.

Consider sending your loyal customers and clients a gift voucher to use for Christmas. According to studies by the National Retail Association, 61% of gift card recipients spend more than the total value of the gift card. As a marketing tool the benefits here are two fold. You're rewarding your existing clients by making them feel valued. They in turn are promoting you through word of mouth and they are returning to you to purchase. It's a win-win all round. If you're sending out vouchers via email (which is a great way to target your online shoppers) then think about the ability to track the emails, all the way through to purchase.

Help your shoppers find answers to questions, learn more about products and solve an issue with an order, as suggested by Jim Davidson for Clickz. Your customer support infrastructure is already strong but by being available to your audience; their memorable experience becomes your sale. Take the time now to fix broken links, update email addresses and phone numbers and be on the forefront of customer service. One positive experience with your business can equate to a lifelong customer.

Christmas is stressful, it's exciting and it's the time of year that can make or break many businesses. You become a leader when you take the time now to plan your approach, consider what's best for your audience and position your business as the go-to for a great festive experience.

GET IN TOUCH

If you're interested in learning more, then schedule a planning session with our Digital Strategy team here at **SponsoredLinX** on **1300 859 600** today to make sure that your Christmas consumers remember you for all the right reasons.

SEO FOR YOUTUBE

3 QUICKTIPS BY ADAM CONROY



Most of us in the SEO industry spend a lot of time developing strategies around the Google search algorithm and not much time is spent worrying about others. With YouTube being the second largest search engine it's important to understand how that algorithm differs from Google to get the most out of your video SEO efforts.

- 1** First and foremost content is still king. The algorithm isn't yet sophisticated enough to interpret the actual video content in a meaningful way so it needs some content to read. The description field, title and other tags are all there to give us the opportunity to tell the algorithm what the video is about. Make sure to be detailed and clear so YouTube can display your video to the right searches.
- 2** Secondly, backlinks don't carry weight in the same way they do for websites so the indicators of popularity the YouTube algorithm is looking for are subscriptions and likes-based. Make sure you encourage people to like and subscribe in the video to help drive your video's performance.
- 3** Finally don't ignore the fact that Google still is the largest search engine. What I mean is one of the best ways to promote your YouTube videos is to get them visible on Google. When picking keywords to optimise your video content for have a look at what keywords generate video search results in a Google search and try to target those. This has the obvious benefit of visibility but the increased traffic will further help with your YouTube rankings as well!

GET IN TOUCH

If you want to learn more SEO tips for your online marketing, then give **SponsoredLinX** a call on **1300 859 600**.

GOOGLEBOT DOESN'T HOLIDAY, NEITHER SHOULD YOUR SEO!

To pause or not to pause, that is the question

Are you having a well-deserved break over the holiday season? Googlebot won't be.

For many taking some time off, logic dictates that you can probably pause your Search Engine Optimisation (SEO) campaign as well, right? Wrong! While you might decrease your budget on your Google AdWords campaign over this period of time (for which you should never cancel, but that's a whole other article!) SEO simply does not work in the same way; let me explain.

A large portion of an SEO strategy is made up of various methods, one of which is content creation. Content is specifically created for your business's website. Once it is placed on your website, Google's algorithm bot, named Googlebot, searches your website for educational and well written content which is not only a permanent placement on your website, but is also fresh and relevant. Googlebot wants to provide users with relevant information to their search query. If the content on your website matches a user's search query, hey presto! Your website will rank for that user's search.



So are you thinking of pausing your SEO? Then think again! Below I have collated a list of Frequently Asked Questions in relation to this very topic, and by the time you are finished reading, you will experience a magnificent light-bulb moment as to why you shouldn't pause your SEO campaign over the holiday season.
BY FIONA HOY

Q. Can we remove the SEO content just for the holiday period whilst I'm away?

A. Not the best idea.
By removing any content from your website, Googlebot believes that the website is no longer providing a particular service or product of which that content describes. This is found by Googlebot caching (searching) your website and comparing it to the last cache (search), or as I like to call it a 'before and after' website selfie. Googlebot has already built trust in the content on your website and in removing it Googlebot's trust lessens not only in the content but in the website overall. You should never remove content unless it is irrelevant to your business.

Q. Could we just put the SEO content back on the website when we are back from holidays?

A. Not really.
Googlebot had a relationship with the content on the website and in removing it Googlebot becomes dubious. If the content were to be removed and then replaced again Googlebot would not trust the website and content as much as it had previously. It can take months of hard work at double the volume to rebuild that relationship.

Q. What would happen if we turn our whole website off whilst we're away and turn it back on when we're back?

A. Googlebot notices when a website disappears. After a few weeks or so Googlebot will come to terms with the loss of the website and come to the conclusion that the website and business no longer exist. Then when the website is put back up Googlebot again will have lost that trust, just like when content is removed, but at a much higher level. Relationship damage of this size could take much longer to fix. However, Googlebot understands that short periods can simply be issues with hosting or changing to a new refreshed website.

Q. I won't be available to service enquiries during this time – will I lose business?

A. People understand that many businesses close at some stage of the year especially during the holiday season. When people are doing a Google search for a particular service or product it is likely that most businesses that provide their needs are also closed, not just yours. They will continue searching and either find someone available if it is an emergency or simply wait and try again around the time most people go back to work.

Q. Will I be charged when someone clicks on my website but I'm unable to service the enquiry?

A. No.
You never pay for clicks when someone chooses to click on an organic listing. You are ranking on Google organically due to hundreds of different factors that relate to not only SEO but educational information about your business or service. SEO works for you continuously in the background, 24 hours a day, 365 days a year. It means that your search engine ranking will likely be the same when you return to work, so you can easily respond to any queries you received whilst you were away.

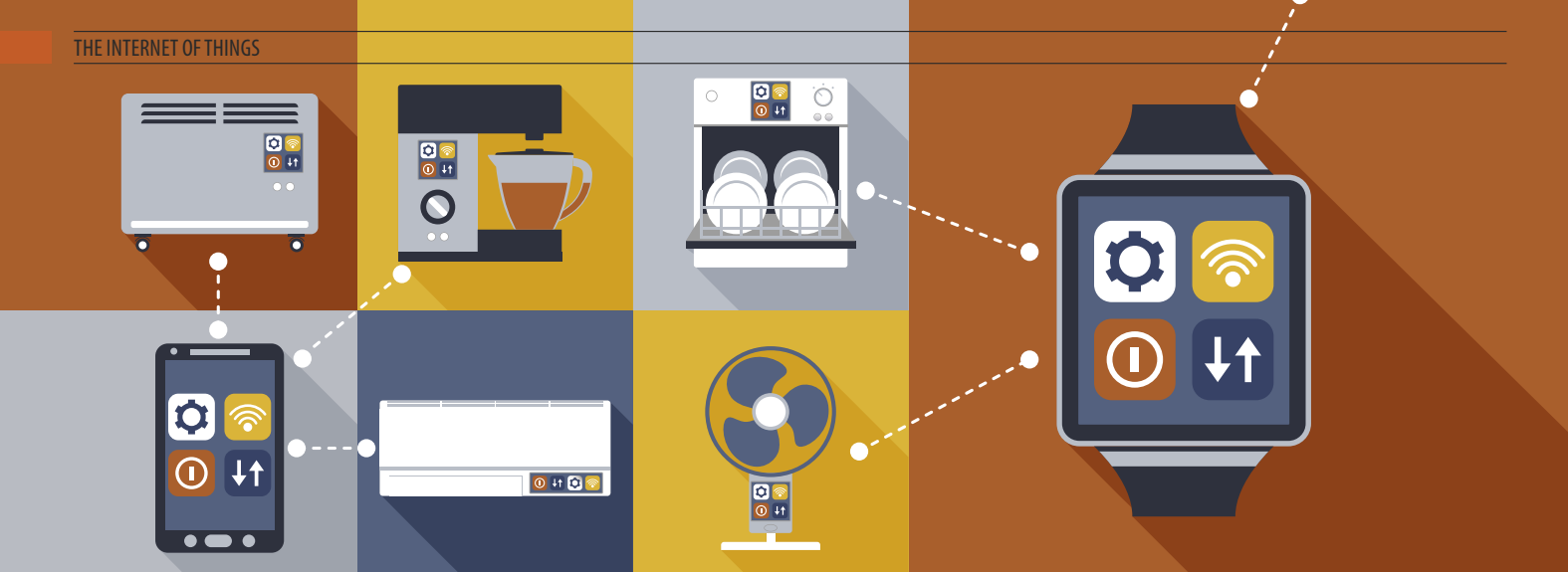
Q. What if the person who manages my SEO is away? Is any work being done?

A. Yes.
A professional SEO strategy plans the timing of work very strategically and will always take into consideration the particular campaign at hand since not everyone's business has peak times at the same time of year. Googlebot never sleeps and with the millions of websites on the internet, it only caches your website (takes a website selfie) approximately once a fortnight. Depending on the stage your campaign is at during the holiday season, SEO work will have already been implemented ready for Googlebot to do its thing and cache the work. In order for an SEO strategy to achieve full results, Googlebot needs to cache the website around three to five times to fully understand the work done and decide where in Google's search results your website should be positioned. During the caching, tools are already put in place to monitor the effect the work has had, therefore providing a full understanding of the work and its effect on Google.

I hope this gives you a better understanding so that you can thoroughly enjoy that much deserved break knowing that your SEO campaign is back in the office, running smoothly whilst you're enjoying some sun!

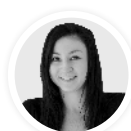
GET IN TOUCH

If you are keen to speak with someone more about the benefits of SEO for your business, or you would like to discuss any of the above, then please contact the friendly team at **SponsoredLinX** on **1300 859 600**, or visit **www.sponsoredlinx.com** to find out more.



The Internet of Things

Is it relevant to your business?



BY NATIVITY DUNBAR

The future belongs to those who create, not consume! As a business owner, you are in luck! The Internet of Things (IOT), is the concept of basically connecting any device with an on and off switch, to the Internet and each other. They are devices communicating with each other intuitively without you having to go out of your way.

It's already happening! Look at how many devices we can link to Wi-Fi already; phones, laptops, wearables, TVs, PlayStations. What next? Let's think big for a moment! Let's step ten or twenty years into the future... Yes it's scary but how far will technology and innovation push convenience in 2025 to 2035? Yikes!

Imagine your alarm goes off in the morning and the minute you step out of bed, a signal is sent from your phone to your kitchen coffee maker to start brewing. You take a shower and the temperature is set to your preference automatically.

Now it's time for coffee and breakfast! Oh look my coffee is fresh and my eggs, bacon and toast have already been made to perfection by my iBreakfast device. Off to work in my smart car, it drives and parks itself, carefully navigating through traffic and always connected to GPS, taking the fastest route with less traffic. It finds a park which is vacant near my office building and my GPS says that if I want to reserve it, I can pay for it now via iPay. All I need to do is offer my voice security algorithm that's specific to my decibel pitch and payment is done. My smart car licence number is linked to that car park for the day and no one else can park there.

I get into the office and I must have slept funny because my back hurts! But that's okay, because my smart chair will help my posture during the day. As I sit for hours, it can also help my pain with mild heating pads that soothe. It's 80% ergonomically configured to my body type and comfort preferences! It's like working in an upright bed.

My phone alert goes off; my house protect app has detected a water leak, potential pipe burst and water damage calculation. Lucky I've seen it and can act now to prevent a mega mess and huge bill! Options on my screen are:

A) shutdown water in the house via main water main.
B) order and book nearest plumber in the area to quote and fix based on alert specs, house access can be granted via secure booking code and temporary key.
C) order in new pipe to replace leaking one and delivery organised in the same day

Hmmm, I might go for option A until I get to assess it myself. I select and my phone sends a signal to my house panel to shut down the water main until further notice. Crises averted!

Let's stop right there and bring it back to the present 2015! How awesomely convenient has your work morning become in the future? How many traditional businesses and processes have become different in the future? Honestly, if that level of convenience were available to you as a consumer right now, you would probably use all the smart, connected devices that are available within your budget. It buys you more time to do what you want, which is more disposable time for fun, family and freedom.

The opportunity for businesses to innovate with technology and the Internet, for the sake of streamlining and convenience for the ever needy consumer, has never been bolder. The IOT is where the future is heading and although it's overwhelming and scary, it's totally cool!

On another note, is the IOT something to be excited or wary of? Is it good or bad? Like everything in this world, it depends on the intent behind it and how it is used. Not everything is black and white, there are grey areas everywhere. Is IOT relevant to your business? Undeniably, in future!

GET IN TOUCH

The future of the IOT all has to do with taking advantage of what Google calls Micro-Moments, which means connecting with people who make in-the-moment decisions to utilise your products or services. Will you be there in front of your customer when it counts? Speak with the team at **SponsoredLinX** on **1300 859 600** to learn how we can help get you there.

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THE GOOGLE ALL-STARS

Micro-Moments in a Demand Economy

Google has never intended to become a conventional company, as Alphabet CEO Larry Page is known for famously saying. With no other company around the world quite like Google, I'd say they're doing very well in sticking to their guns. The basis of what they do hasn't changed – to find you whatever it is you may be searching for. As we demand more information now than ever before, our quickly emerging demand economy means that online marketing agencies such as SponsoredLinX need to work smarter than ever to deliver the services, tools and products to help small to medium sized business owners adapt and prosper.

BY BEN BRADSHAW



“In the very near future Google is going to know exactly what you want, when you want it, where you are, how you want to search for it, all before you do.”

It's why when Google announced their Google All-Stars competition that I knew we had to enter in order to continue to provide our clients with the most up to date resources, talent and value. The prize for winning was a trip to Google's Googleplex in Mountain View, San Francisco. I'm over-the-moon happy to report that SponsoredLinX won for the second year in a row.

This year the conference was a much larger and comprehensive event in comparison to last year. It was held in the Computer History Museum in Silicon Valley over the space of three days. Incidentally, the Wearables Exhibition was on at the same time. We got to see the evolution of computers and wearable technology, plus I got to see the first ever prototype of Google Glass. I was also privy to Google's self-driving car and I was briefed on the technology driving that (pun intended).

Over the three days my brain was working over-time to keep up with all of the information we were exposed to. I have been able to narrow down the essential key points for Australian business owners and within them you really can build an online marketing blueprint and strategy for the coming year. First and foremost, mobile technology and the way we use mobile devices is not slowing down, which means that mobile search is more important than ever. As a consequence of this, video content is going to continue to rise not only in popularity, but the quality of production. Watch this space! At the end of the day though, it all comes down to getting the right marketing message, in the right format, at the right time to the right people. Google likes to call them Micro-Moments. As business owners, the best way to prepare for these changes is to work with online marketing professionals to achieve this.

If you are prepared to step outside of the status-quo, you can do it. It is this train of thought which has led to Google's next innovation, which is focusing on what is called their Knowledge Graph. To take it back a

Being informed means you can make smarter decisions, so I want to take a look at Google's three principles of innovation. They are:

1) Focus on the User

Google takes the point of view that if a user experiences difficulties in using Google products, this is Google's problem to solve, not the users. By focusing on the user, Google are able to effectively and continuously work towards a better user experience.

2) Freedom

Google knows that if you don't innovate, you die. It's that simple. So in order to keep on innovating, they understand they have to offer their employees a level of freedom to do so.

3) Ten Times Better, aka 10X

Google has the 10X principle, which forces them to completely rethink how they do things. In fact, there are special teams within Google which focus purely on this. It is how Google are still the powerhouse they are today.

few steps, Google's index, which is similar to that of a library, would take four millennia to watch. Let that sink in for a moment. Sure, it means Google can use the data to provide users with the right results when someone enters a search term, but it also goes a long way to predicting what type of information people want. Google's mission statement refers to storing the world's information and providing relevant information to people when they want it, but I think it has gone beyond this. Contextual Search is where Google's future is, and its potential is staggering.

There are three billion searches every day, and with the amount of data Google indexes, they're continuously adding to what is called their Knowledge Graph, as mentioned before. Basically, it looks to connect information about people, places and things and how it is all connected. It's how, for example, Google Instant was born. We know Google has purchased some quantum computers and we know the amount of data Google has. What's going to happen in the very near future is that Google is going to know exactly what you want, when you want it, where you are, how you want to search for it, all before you do. This is what

Google's Knowledge Graph is all about, and it is how Contextual Search will take place.

There are some exciting innovations around the corner for Google Maps too. It is going to change big-time! Google have bought Waze, which is a collaborative GPS app. It allows users to update areas in real-time, such as 'Don't travel via Smith Rd as there is a traffic jam', or, 'Speed camera on Boxton St', for example. Google has given Waze premises at Googleplex, and have given them funding, which means we'll start to see Google Maps with Display Advertising in a way we have never seen before.

Imagine this; you could be driving down the main street of your city or suburb when all of a sudden an ad will come up on Google Maps (for which you're using for GPS) to notify you of an ad for a business you are about to drive past. It could be for something like a coffee and muffin deal, or something larger scale, like that new wireless speaker system you were browsing on your tablet the night before. This new technology will enable businesses to reach users in what Google calls Micro-Moments. These moments often take a user on a whim, but it comes down to businesses predicting the various scenarios users find themselves in which will in turn make them think of searching for a product or service a particular business offers. Whoever can capture users in these Micro-Moments is where there are conversions to be made.

“This new technology will enable businesses to reach users in what Google calls Micro-Moments.”

Again, it comes back to Google's Knowledge Graph. It is interested in what you are doing and what you want, so if you searched for a specific item the night before (that wireless speaker system) Google will then notify you when you are approaching somewhere which sells that item. When you start thinking about the amalgamation of all these new technologies converging, the realm of possibility for businesses to leverage these Micro-Moments takes online marketing to a whole new level.

While some of these changes may feel like they are too far away to affect you, think again. Google truly is a global company, and during my time at this year's Google All-Stars conference, I was really hit with the realisation that the only limits we see are the ones we enforce on ourselves, and the way we run a business is no different. The conference provides a chance for Google Partners around the world to gain an inside glimpse of what is currently going on at Google. The conference is unique because at the end of the day as a Google Partner, SponsoredLinX is responsible for rolling out Google's suite of products and services; we are the middle man between Google and small to medium sized business owners like you.

GET IN TOUCH

If you want to run your business with confidence in the knowledge that you are prepared for the changes the digital economy is about to throw your way, then get in touch with us here at **SponsoredLinX** on **1300 859 600** to future proof your business today.



Help your business rank on Google Search with a tailored SEO Campaign



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AdWords & SEO

A Match Made In Marketing Heaven

First, let's look at AdWords. It's flexible, fast and reactive. You can easily test search traffic on hundreds or thousands of keyword variants. AdWords allows you to explore how people are searching for your products and services. When a new product comes out, the process of setting up a new Ad group dedicated to it is quite often a same day experience – and with that said, you can be on the first page of Google catching that search traffic and directing it through to your site within hours of posting the new Ad group live. In a nutshell, AdWords allows you to find out what works and what doesn't in remarkably short time frames – which is a pretty big positive!

The one thing that many people overlook is that as you discover keywords that convert or have high traffic volumes that are actually engaging with your website, is that you are collating invaluable data for your long term online strategy: SEO.



When you have discovered keywords that are typed in often by Google users that drive quality/ converting traffic through to your site via AdWords, then you have the starting ground for an effective



SEO campaign. Unlike AdWords, SEO is a slow and methodical process and is in ways limited as you can only optimise your site for so many keyword themes at a time. Instead of being something that can be put up in a matter of days, we are looking at a process of months, and in competitive industries, it's fair to say years. It's vital that when optimising a site for keyword sets that they are the right keywords, because it is no mean feat to get Google to recognise your site as the most relevant site to a keyword theme.

Google wants educational and informative content. This needs to be created and integrated with the site in a manner that appears natural. Google also wants to see that you are regarded as an authority when it comes to your keywords... this means creating quality links to your site from other 'recognised authorities'. Google wants your site to be user friendly. Then there's the trickiest part... Google will penalise you for over optimisation, so it's not a case of just doing it all at once and hoping. The work needs to be rolled out methodically and patiently, allowing Google to cache your site, reward your last round of work with ranking improvements before implementing the next round of work. When done correctly, your website is on page one, 24/7 and when people are clicking on your organic link, you are not paying each and every time.

This is where the true partnership kicks in. When you have a keyword

Quite often, when referring to Google AdWords and SEO (Search Engine Optimisation) in the same sentence, the phrase which is used is 'AdWords vs SEO'. The common misconception is often that it is one or the other, whether that be due to cost, flexibility or results is completely irrelevant. The simple fact is that you will find firm advocates for both marketing strategies, because (and this is the bottom line)... they both get results when done well.

BY NATHAN MOODY



ranking organically, and an ad serving in conjunction with it, suddenly you are taking up twice as much space on page one of Google's first page of search results, doubling your chances of getting the searcher through to your site. AdWords can ensure that you are still found while your SEO is getting you from page 10 (or 99!) of the search results to page one, and for those keywords that aren't yet ranking, AdWords will fill in the gaps, and allow you to continuously research search trends in preparation for your next round of SEO.

In closing, if you found two ways to drive customers into your store... wouldn't it be a little crazy to neglect one in favour of the other? More customers mean more sales, so when thinking about how to grow your business online - here's the obvious answer!



GET IN TOUCH

If you want to start taking up as much space as possible on Google's first Search Engine Results Page, then speak with **SponsoredLinX** on **1300 859 600** to learn how you can set-up an integrated marketing campaign with both AdWords and SEO to achieve better business outcomes.

BRING GLORY BACK TO MARKETING

Become a change champion and embrace data!

Perceived credibility of marketers is a long-standing challenge for those who strive to be a true professional and achieve great things in their career. 'Challenge' is a nice way to put it - in reality, this perceived credibility issue is like a chronic disease that many of us have to fight for years. It gives you a hit every now and then when you feel things just got a little better.



BY LINDSEY SUN

Research on public respect for professions has never favoured marketers. As early as 1999, findings released from the Public Relations Society of America revealed that some professions marketers hold, such as PR specialists, was ranked at the bottom along with entertainers and political party leaders. More recently in 2014, GALLUP found that only 10% of the audiences would rate the honesty and ethical standards of advertising practitioners as high, compared to 65% for medical doctors and 21% for bankers.

Boosting perceived credibility takes effort. Not only do you have the deep-rooted public opinion to combat, every effort you make is potentially getting offset by several unsophisticated ads or spokesperson out there that continues to tarnish marketers' reputations. Many marketers go down the road of making themselves likable by clients/customers, which is not a bad strategy to achieve the agenda, but it's not going to bring glory to our profession.

With the advancement of digital media and data-driven marketing approach, we are finally seeing the light at the

end of the tunnel. Research, testing and reporting are made easier, which has enabled us to get the science behind our actions more adequately than ever. The roadblock on our way to gain more trust and respect from the public is now ourselves, as we have not been historically engineered to follow this approach to the extent that will help us break through the credibility ceiling any time soon.

Maslow's hierarchy of needs speaks to the majority of human beings - desires for esteem and self-fulfilment urge us to get more out of our career than just salary and some reasonably happy times. For myself this desire has been pushing me to strive to become a subject matter expert and thought leader in my profession. Every time I smell a trace of doubt over my professional output, whether it's from myself, a colleague or a customer, I get stimulated and ready to preach and convert.

To improve the widely perceived credibility of marketers by the public, it requires a collective effort from the majority of us. If you are also passionate about elevating the profile of our industry and making our profession

more respected, consider becoming a 'change champion' and start practicing these tips below today.

1. Cut back on opinions and talk more factually

Always do a quick search on the facts and other supporting evidence before giving your professional advice. If you don't know the answer, be honest about it. Respond with expressions such as -

- We've done multiple tests and the outcome proves that.
- Our research shows that...
- It's commonly practiced this way, due to the fact that...
- This opportunity could achieve... more cost-effectively than what we currently do with...
- Without..., the chance of making it work is none.
- I don't have the answer for now, but I'll investigate and get back to you.

2. Resist small but tempting ideas

On a daily basis we come across small ideas that have some creativity and may also save or earn us a bit more money.

They are tempting but they can really drain your resources. More importantly, they define the perception of you and your profession at the workplace quicker than you think. Consequently we are seen as cost centres and the less visionary division of the business.

I'm not suggesting that you ditch the small tempting ideas once and for all. They can be helpful in creating quick wins for you and keep you under the spotlight, which in turn buy time for you to cook up your long term wins.

3. Don't invest in an initiative before you know how to measure it

Marketers are generally creative people or people who love creativity. We jump at brilliant ideas and that's the joy this career brings to us. When an interesting initiative is proposed, I've learned to give myself a moment to think through the evaluation mechanism before responding 'sounds great, let's do it', unless the associated cost is low or the risk of not implementing it is high.

It's not uncommon for marketers to design the measuring vehicle after a campaign is already in place. Evaluation implemented at this stage is not ideal but can still provide indications on whether or not to continue with the campaign. With digital marketing this is even less of a concern as data is often already there, waiting to be manipulated and benchmarked.

"With the advancement of digital media and a data-driven marketing approach, we are finally seeing the light at the end of the tunnel."

Get the science behind marketing and stick to this practice religiously. It is most likely to be the cure for our long lasting chronic disease that has followed us since the day we put our foot in the door of marketing. Prepare to become a marketing technologist and data master in your business. The era of marketing becoming a giant in all professions has finally been made possible by digital technology and our time has just started.

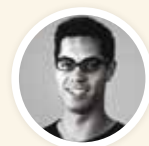
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For many small business owners around Australia, we understand you are the marketer of your business, so with the above applying to you as well, are you confident in your ability to be a 'change champion' with your data management? **SponsoredLinX** is here to help, so call us on **1300 859 600** today.

Adception

How to layer your online marketing

One of the modern classics in cinema has been, in my opinion, Inception. Let's not worry about if you got it first time around or not, the key take away from the movie was that different levels of consciousness are contained with-in people. This has led to the catch phrase "a dream within a dream".



This type of thinking can be taken to your digital marketing when building campaigns. How does a dream within a dream apply here? We need to layer your thinking and your marketing. Let's call it Ad-Ception.

BY MARK REIDY

When you are a small business in the market, marketing funds are tight, so keywords are chosen to have the best chance of conversion. If you are service based, a keyword like 'emergency plumber near me' would be an example, rather than 'plumbers opening hours'. There is more intent to purchase on the first keyword, which is likely to lead to a conversion.

Let's look at selling a product, as the marketing changes depending on the consumer buying cycle.

We need to look at layering our keywords to match the buying cycle.

After doing a quick search on 'Toy trends' on Google, I was able to find that with the release of Jurassic World, 'dinosaur toys' are back on kids' minds.

'Dinosaur Toys' is exactly the type of keyword you would expect to see in the 'awareness' stage of the buying cycle. From here a good landing page and good quality content will engage your audience.

When someone visits this page, you could set up a remarketing list, which would 'tag' anyone who read the 'dinosaur toy' information page, but had not converted, to see ads for dinosaur toys when they are elsewhere on the Internet. During this stage, we should look to broader terms such as, 'Toy trends 2015', or 'Toys kids want

for Christmas'. We should also look at trying to bring some exposure to our message. The use of display adverts and YouTube advertising can be very cost effective.



Once an interest has been generated, we move to the next part of the buying cycle. The keywords will change and the website needs to move with it.

We are now looking around for information; I would look for 'Jurassic world toys'. My search page is now full of shopping ads, and search ads. This time around, I am going to click on a YouTube video that goes through a current range of toys, to see what the range includes.

Quick Tip If you are going to bid at this stage of the buying cycle, you might experience a low conversion rate. If you find this happening, make sure you are conservative with your bids to keep your Cost Per Acquisition (CPA) down.

The digital marketer needs to know where your traffic is coming from. Here, I watched a YouTube video, containing several videos about the range of Jurassic world toys. There should be video product cards to prompt the user to buy the toys they are seeing. The video needs to have calls to action, to either watch more content or to visit the website. Everyone who watches your videos can be put into a remarketing list, so you don't lose them in the online abyss.

The next stage, the desire stage, must see keywords change again, and now we should be looking to go in for the kill. Remember you might not get many people to this part of the buying cycle, so it is important to treat them like gold. After doing my research, I know exactly what product I want.

My next Google search is for 'Indominus Rex Lego Jurassic world'. This search is very specific to the product, but it is lacking any action or commitment. When I did this search, I only saw pictures, videos and a link to the official

Lego store. From here I am very well qualified and likely to purchase as I am clued up with what I want.

In my journey, I go to the official Lego store and note that I wasn't searching for the right product. The official name is Indominus Rex Breakout from Lego. Instore the price is \$179.99. This is a situation that many of us have been in, either instore or online shopping. Google calls this a Micro-Moment.

In store, you might see something you like, but you want to quickly check online that you are buying for a good price, or to make sure the product has good reviews. Online, you might be looking for a coupon, or if a competitor has the product cheaper.

Back to my online journey, I open another tab, and search for 'buy Indominus Rex Breakout free shipping Australia.' Now you will note the intent with this search. Two search listings come up, the Lego official store and Target Australia. Target Australia has a 5 star rating, and very clearly lists free shipping for orders over \$75. What a great match! Now I get the product I want, without having to pay for postage. I now complete this purchase.

Think back along this journey, how did my behaviours change? Do you have the content and keywords to capture people and keep them engaged with your brand? Your search term reports can be very good market research for your brand. If you note that you have a

lot of people looking for free shipping, try and offer it as a point of difference. Also know where your customers are in the buying cycle when they search and adjust how much you are willing to spend to bring them to your website. Each layer you dig down deeper the more important it becomes.

Don't be disheartened if you don't get this right first go, there are many clues along the way.

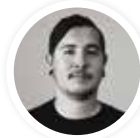
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FACEBOOK AND THE FUTURE OF ARTIFICIAL INTELLIGENCE

A step in the right direction?



BY LACHLAN DANN

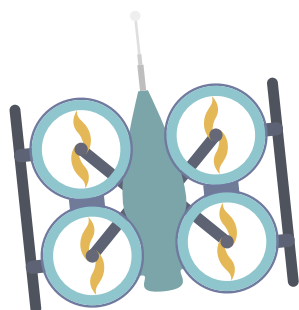
Hollywood has fed us fantasies of artificial intelligence (A.I.) since the dawn of sci-fi filmmaking. From movies like 'The Terminator', 'The Matrix', 'I Robot' and 'Transcendence'; but with most of the movies showcasing A.I. as a negative, are we ready to understand what it means to take the next step in this direction?

Behind the scenes, Facebook is working on an intriguing list of projects; using drones to deliver Internet to the developing world via world first drone technology through internet.org, bringing virtual reality into actual reality with Oculus. Then there's A.I. If you're not a science buff, A.I. is the ability of a non-organic lifeform to do things we deem intelligent behaviour for people or animals. For example, a machine's ability to problem-solve and learn for itself to improve performance.

Study into this area, which used to be considered science fantasy, was once reserved for Universities, but now big tech firms are keen to get involved. Is it that they see a monopoly to be had with such advancements, or is there a general want and a need to fast-track the future? Facebook's VP of engineering, Jay Parikh, along with Professor Yann LeCun, who is the first Director of Facebook's A.I. research, both think A.I. is a necessary step, one that could not be accomplished without Facebook's incredible infrastructure, rich data and top talent.

So what does a company like Facebook want from breaking into A.I.? Firstly, if you've ever clicked on a 'see translation' button on a post that was created in another language, you've already interacted with the beginnings of Facebook's A.I. The Facebook Artificial Intelligence Research team, known as FAIR, is working on pushing computers toward general

"The solar-powered drone is designed to fly at altitudes between 60,000 to 90,000 feet for up to three months at a time."



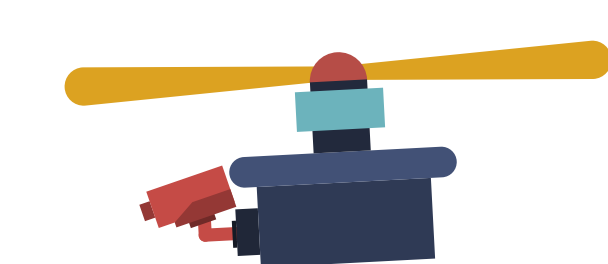
intelligence and developing machines that comprehend and learn from the world around them. The goal is to make Facebook and all its future technologies more intuitive... more human.

Facebook's mission is to connect the world. If we have machines with a little bit of common sense, know a little bit about the world around them, can learn about you and your interests, your habits, likes and dislikes, it could be a very useful tool with an unlimited number of applications. In the meantime, Facebook is using these technologies to develop a lot of useful things – selecting content that might be of interest to individual users, filtering objectionable content, translating an image into text for the visually impaired, translating foreign languages, and importantly for businesses, getting your content in front of the people who are most likely to engage with your brand.

One of the company's latest projects that can clearly show the steps and progress they are making is a project called 'M'. It's a personal assistant that you can ask any kind of question, any kind of problem, and help schedule and organise your daily life. At the moment, some of the questions obviously require a human response, so whenever a machine can't answer a question, it's sent to human trainers who can then teach the machine how to do a better job next time. What Facebook are looking to do is take the digital assistant idea to the next level. If you've ever used Siri on an Apple device, you've by now realised that every response is scripted. A team has come up with thousands of possibilities and answers designed to take you down a path. You'll either get the answer you need, Siri won't know the answer and crack a joke, or it will try and give you an alternative.



"Facebook map Internet droughts more accurately and help automatically drive the drones to where they are most needed."



On the physical side of A.I., you've got Facebook's Internet.org service. Essentially, this is an Internet-beaming drone, designed to connect the billions of people who are offline in the developing world. The solar-powered drone weighs just 880 pounds and has a wingspan larger than a Boeing 737, and is designed to fly at altitudes between 60,000 to 90,000 feet for up to three months at a time. Where does A.I. come in? Well, having someone control a drone for three straight months could prove costly. Factor in that there will obviously be a lot more than one drone, and you've got a problem before you even get one drone off the ground.

To help solve this issue, Facebook are looking to create a detailed map of human distribution throughout the world. Visualising this will help Facebook map Internet droughts

more accurately and help automatically drive the drones to where they are most needed. This could then be used for so much more than identifying areas in developing countries with a lapse in communication. Imagine a natural disaster that wipes out communications for a city, a drone could easily pick this up and fly to that area to provide the support needed to get necessary and lifesaving information to support services.

People are still sceptical of A.I., and will constantly reference back to 'Skynet' and 'Judgement Day' from the Terminator movies, but although these topics are entertaining, they simply aren't realistic. As humans, we can't comprehend an intelligent entity that doesn't have the drives, feelings and emotions of a human; because we are the only example we are familiar with. What A.I. presents us with are challenges to change our thinking in regards to how things have always been done. Innovation is on our doorstep, and Facebook is leading the charge.

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Constructing the Perfect Banner Ad



Create ads people want to click!

BY DREW IOANNIDES

For as long as we have been surfing the web as we know it today, we have been doing so under a barrage of banner ads for almost everything we could possibly think of. From their humble beginnings in the early 90s banner ads are now in almost everything we do online. Be that browsing a website on a PC, buying that new pair of shoes on your tablet or tweaking your selfie with a favourite phone app, you are bound to run into a banner ad or two. So with all of the competition how do you make sure your ad gets noticed?

Before we look at what makes a good banner ad let's take a trip down memory lane and reflect on what history has taught us. Remember those ads violently flashing 'You are the 10,000th Visitor, Click Here To Claim Your Prize!' They sounded almost too good to be true. Well as we now know they were. In the late 90s and early 00s deceptive banner ads and exciting mini games prompting you to 'Shoot the Phone and Win' were all the rage but we soon learnt were quite deceptive. As a result our trust in banner ads waivered with 54% of us now thinking twice before clicking on them.

Making outlandish or unrealistic promises or trying to draw attention to your ads by way of seizure-inducing animations will lead to people distrusting and avoiding your ads. Animation certainly is a great way to get your ad noticed, just make sure you don't overdo it.

So what should a good banner ad look like? I get asked this question so frequently and while I don't believe there is any magic formula there are a few things which any self-respecting banner ad should contain. Most banner advertising is more about branding than direct response so make sure to include a clear logo. I, like most people these days, love my online shopping, so when I am presented an ad for just the product I was looking for I get excited and click. Oh dear, what a shame! It's the same site I already decided not to go with because I didn't like their postage charges. The advertiser has just paid for a click and I have bounced straight off their site because their ad wasn't branded properly. Branding doesn't stop at the logo; it extends to the colour scheme, fonts, imagery and layout of the ad too. The more

you can drive the connection between your banner and the experience someone has had or will have with your website, the better.

All the branding in the world won't help you unless you have a compelling value proposition. My time is valuable and with all of the choices we have online you had better have a good reason for diverting my attention for a few precious seconds. I'm a firm believer most of us who are looking online for a product or service are driven by price, convenience or availability so while not always the case your value proposition should appeal to at least one of those needs and differentiate your business accordingly.

There is one other motivator that if used wisely can really boost your responses and it is so popular now it even has its own acronym. FOMO (Fear of Missing Out) can really help you to drive those fence sitters to click on your ads. Don't just mention 20% off store wide; tell people it will end soon. A sense of urgency around your value proposition can make all the difference.

An ad should finish with a clear, concise call to action usually in the form of a button. 'Shop Now', 'Book A Free Assessment', 'Enrol Online'. Your call to action needs to reflect what you want someone to do. No one is going to click on a button labelled 'Enrol Now' when they are looking for someone to unblock their drains. Make sure the call to action reflects the desired customer action.

So now you know the basics it's time to get creative and start designing. Brand awareness and engagement are only a few small images away!

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Start creating banner ads people want to click on with **SponsoredLinX** today! Call us on **1300 859 600**.

CLICK ME!

OzChild Online



COLLABORATION AND VIDEO CONTENT IS THE FUTURE OF CHARITIES BY LAUREN O'CONNOR

Children and young people have a right to live a full life, however, circumstances out of their control means that some Australian children find themselves in situations where this cannot happen. When such situations arise, a child's future and the opportunities available to them may seem bleak. Such scenarios are not fiction, and in the lead-up to the holiday season, it is not hard to imagine that feelings of loneliness, fear and anger can be prominent in young people facing this reality.

But it is by no means all doom and gloom, and this is largely thanks to non-profit organisations such as OzChild. Working with over 6,000 children and young people Australia-wide, they work with these people in need to help provide them with a brighter and better future. With many charities, any vital funds are commonly used to finance the crucial services they provide and as such they are left with a minimal amount of money to put towards actually marketing their charity to attract more funding. It's a vicious cycle, but taking a look at how charities, and in this case, OzChild, maximise the funds they do have, can go a long way in teaching all of us a lesson in how to optimise our own online marketing strategies. ►

When we think of competitive industries in the online space, we think e-Commerce retailers, we think Insurance, and we think Finance. Not many of us think that Non-profits and charities fall into this category, but it is time to think again. With 60,000 charities registered in Australia alone in 2014, and with minimal funds to access for marketing, the competition to have your non-profit heard and noticed is becoming increasingly difficult. The solution therefore must mean investing in online marketing methods where charities can be sure that their message is being delivered to the people who match their target audience.

Utilising social media platforms is a popular choice as organic content, so long as it is relevant and engaging, will be noticed and appealing to users without any costs to use the platform. OzChild actively produce and create innovative content and use social media to push it out to their target audience as it allows them, “control of the message... we can target exactly who we want to talk to, so we can build relationships with the right people,” Shari Davies, Online Marketing Manager for OzChild explains. With the number of people using platforms such as Facebook, YouTube, and Twitter, to name a few, using them as content distribution and publishing channels means marketing a unique brand voice and message to targeted people.

In fact, cutting through the online chatter and noise for OzChild is achieved through having, “a unique voice that talks directly to the concerns and interests of our target market”. Given the nature of the charity, honesty and transparency are OzChild’s major priorities when it comes to communications, which in and of itself

also creates the charity’s ‘brand voice’.

For OzChild the, “biggest target audience is anyone considering foster care, however for those people there are a million questions, concerns and worries around foster care that can’t always be answered by a fact sheet”. With video content as popular as it is, conducting recorded interviews with current carers has proven to be an effective way of creating authentic and personable content. Shari points out that, “recording interviews with our current carers who spoke candidly and freely about the good and the bad of foster care was the ideal way to provide a glimpse into what foster care could be like for others, and YouTube and Facebook is by far the most affordable and efficient way to deliver those interviews to an interested audience”.

App based technology and remaining responsive are therefore crucial areas where OzChild is interested in engaging with. Shari states that, “to this end, we’ve become interested in ‘KidsGive’,” an online platform which exists to help students across Australia raise funds for causes they feel passionate about. It’s Australia’s first online crowdfunding platform for kids. Collaboration to this effect is an amazing way of enabling OzChild to leverage digital technologies while not necessarily having the funds to do so in-house. It also means each collaborator has something to benefit from the project or partnership.

Another recent collaboration with Monash University for Foster Care week has enabled OzChild to leverage some great visual content produced by students there. The idea came around when OzChild, “Chief Executive Officer, Lisa Sturzenegger was chairing a health seminar where she met the senior lecturer of communications design at Monash University MADA, Cameron Rose... we then provided the students with a professional brief, giving them some real-world work experience and they responded with

some amazing creative content”. The project was such a success that an ongoing collaboration has been established for next year.

And you know what?! OzChild are totally behind the eight-ball here. If you think five years into the future, are you going to be reading online articles, or are you going to be ‘watching’ them? It’s not as far-fetched as you might think, and for those companies out there which can form the habit of producing and publishing engaging video content now are going to be well set-up for the future. OzChild has already been experiencing a surge in subscribers and followers to their YouTube channel which has resulted in greater interest from other organisations, schools and businesses in the work they do, and more donations.

With Google owning the YouTube platform, anyone with a Google AdWords account can also have their AdWords ads appear on YouTube. Being the recipient of a Google Grant, OzChild are able to utilise Google AdWords to reach and build audiences where they don’t yet have a physical presence. “... the fact that we can target specific demographics and track and analyse the response allows us to adapt and adjust our

advertising spend according to what works and what doesn’t. This helps us to be efficient in building relationships with the right people at a lower cost”, Shari reveals.

I asked Shari where she saw the digital landscape taking OzChild in the future. She responded that,

“The competition to have your non-profit heard and noticed is becoming increasingly difficult. The solution therefore must mean investing in online marketing methods”

Not for profit communications and fundraising is fundamentally about building relationships with the people who are going to support your cause, but recognising who those people are can be expensive. Communicating in the digital era online makes it possible to identify the right people with whom to build a relationship.

The digital landscape offers more and more access to wider audiences at a cheaper cost, but it also provides data with which to make more informed

choices about who to speak to and how. The immediacy of digital feedback allows us to be responsive and flexible in how we communicate with our audiences, just as you would in a face-to-face conversation.

There really is no better way to learn how to make your online marketing budget stretch for maximum impact.

This holiday season, OzChild are running their Christmas Wishing Tree Appeal. You can give the gift of joy to a child in need through purchasing a present for the OzChild Christmas Wishing Tree. All of the gifts go to children in OzChild foster care, kinship care, disability programs, and those in low-income families. If you are interested in getting in touch with OzChild about their services, you can contact them on (03) 9695 2200. We can all afford to give a little more this holiday season.



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THE IMPORTANCE OF LANDING PAGES

Your 24/7 conversion player



BY KYLIE VAUGHAN

What is the importance of landing pages? Great question, however the real question is... Why should landing pages be important to you?

Landing pages are a snapshot of your business, your products, and in some cases your only chance at enticing the consumer to hang around.

Picture this; you've walked into a restaurant, the waiter is scruffy, all over the place, the establishment is old, drab and cluttered. Do you hang around to look at the menu? Do you look past this and persevere? Or do you leave?

See-ya, I'm walking out that door! Why? Because in today's day and age, with so many options around, I don't need to stay. I don't need to persevere. I can walk. Time is money, why waste it?

Now replace that restaurant with your current landing pages. Do your landing pages have so much information they look cluttered? Is your content outdated? Is it easy for people to get in contact with you? Is the colour scheme of your website dark and gloomy or light and inviting? Would you stay on the page if it didn't belong to you?

Every time someone walks through your 'cyber door', it's in your best interest to make it easy for people to get in touch with you. You just need to have enough information for the consumer to know who you are, where you are, what you do and how your product or service can help them.

'You can bring a horse to water, but you can't make it drink' as the old saying goes. This may be true, however – you can pull out all the stops and make your customers' experience as seamless and hassle-free as possible. It's all about working smarter, not harder.

In marketing you typically need three green lights to 'make the horse drink'. All of these lights focus on quality scores. Quality scores are Google's law of the land. The scores are from 1 to 10 (10 = Rockstar! 1 = Call a doctor, you're flat lining). These scores are determined by Google based on the level of relevance for the following:

1. Are your keywords relevant?
2. Are your ads relevant to your keywords?
3. Are all of the above relevant to your landing page?

This is where things start to heat up; we have enough control to put a positive spin on the campaign and get it either back on track or onto an upward spiral, forever producing tons of bankable leads.

As a decision maker, you want your quality scores to be as close to 10 as possible. Why? The higher the number, the better your ad rotation will be, your cost per click will decrease and overall your ad positioning will improve. This means, your ads will be in front of your target audience more often than not and you've now levelled the playing field when competing with your opposition who could possibly have a higher marketing budget than you.

When creating your landing pages, be the consumer. Make your landing page fresh, easy to navigate and most importantly have specific, well defined call-to-action points. You want their experience to be quick and easy, yet informative.

Landing pages are the best weapon in your arsenal; done correctly they yield a power second to none when it comes to lead generation – and where there are leads, there are conversions. This is where you start seeing your return on investment: conversions, the holy grail of all goals.

Your online presence is crucial, however – you can have the best organic ranking and Google AdWords at the top of every page, with the highest budget, but all of this is redundant if your landing pages are not on point. The importance of landing pages starts with you – how much is a sale worth?

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Think your landing pages are due for a refresh? **SponsoredLinX** has partnered up with Convertopages 2.0, an exclusive Australian-made platform designed to help you convert! Get in touch with us today to learn more on 1300 859 600.

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HOW TO LIVE IN YOUR

Mobile Devices are your new best friend in the digital marketing world

People are online via their mobile devices more than ever before and why not? It's a convenient way to access information, shop, socialise and interact with the wider community. The question remains however; with the huge shift from desktop to mobile, are you in front of your most convertible clients?



BY KRISTEN BOUCHER

If your digital strategy doesn't include mobile optimisation you're missing out on valuable data, interactions and ultimately sales. Based on recent data from the Australia Communications & Media Authority (ACMA) nearly 70% of Australians are using three or more different devices to connect to the Internet with the most popular being the humble mobile phone. We also know that consumers are beginning to respond more favourably to mobile optimised marketing. Thrive Analytics Local Search Report showed that 55% of consumers have clicked on a mobile ad and of these, 53% ended up making a purchase. This means that if you're on the front foot of mobile marketing, if your products and ads are showing in front of your mobile audience, then you're in a great position to convert like never before.

Another new trend emerging is the use of a mobile device while shopping in the bricks and mortar environments. In a recent article for Search Engine Land, Wesley Young says that roughly 60% of consumers report using their phones while they are shopping in malls and retail outlets which mean that even if you don't have a physical store location; you're still in the running. Consumers are using mobile devices to price match and compare offerings at the time of purchase, not necessarily days and weeks before. If your product stands out, and if your price is competitive then make sure you're on the mobile device your consumer is using to make their decision.

Despite this shift in the audience, digital marketers have been slow to catch on. Danyl Bosomworth for Smart Insights claims that, "in 2015 mobile ad spending accounts for 49% of digital ad spending, which is only slightly behind the trends

of how people are using their devices. These stats also show projections for future growth, which is important as it shows where the market is going. It is clear that mobile is the future, and within 3 years it will come to dominate digital ad spending". This means that if you're on top of it or if you're considering mobile marketing for your business strategy you're ahead of the pack and can stay there if you start now.

You need to have a Digital Strategy centred on the way your audience uses the Internet.

In addition to mobile preference ads, AdWords now has call only campaigns. If your primary conversion is phone calls, you can now create ads that are solely designed to put your potential client in touch with you. The beauty of a call only campaign is that they can entice your customers to speak to you directly, bypassing your website if it's not mobile friendly (yet!). Call Only Campaigns put your phone number at the very top of your ad with an immediate call-to-action. Customers simply have to press the call button and they'll be connected to you.

Make sure your ads are concise and eye catching. Create your point of difference and promote it! The most effective mobile ads are those that cater to the immediate needs of the consumer. As reported by Smart Insights, 56% of consumers who click on a mobile ad and make a purchase report doing so because the content was relevant to something they were already looking at. The foundations of a great Google AdWords campaign apply to your mobile ads also. Make sure you're using the best of landing pages on your website, of which your content is exactly matched to the demographic you're attempting

to attract and your position is high and prominent.

Take advantage of remarketing for both desktops and mobile devices. Drive your audience back to your site by creating ads that go with them and highlight a solution to their ongoing problem. If you have multiple product streams; create multiple ad suites and make your ads as relevant as possible to the consumer you're trying to reach. Provide the solution, put it in front of them where they'll see it most and remind them creatively that they can't do without your offering.

Monitor your Digital Strategy for Continual improvements.

Your digital strategy, much like Google itself is a growing and evolving organism that you are pioneering. Mobile technology is the new lap top in the same way that lap tops were the new desktops. Now is the time to make sure that you know your audience; know their behaviour and know how to get the most out of everything you're investing in with digital marketing.

As written by Aaron Strout for Marketing Land, out of the 3.4 billion people on the planet subscribed to a mobile phone plan, 1.9 billion of them have smartphones and it's predicted that by 2018 half the world's users will have a smart phone. The increase in mobile activity, the depth of application and the strength of social persuasion will continue to grow and essentially this means that now more than ever, virtual is reality. Find new and innovative ways to engage your audience, speak to your demographic on a new level and you'll be rewarded by a loyal and engaged client base.

CUSTOMER'S POCKET!



"If your digital strategy doesn't include mobile optimisation you're missing out on valuable data, interactions and ultimately sales."

GET IN TOUCH

Speak to us here at **SponsoredLinX** on **1300 859 600** about the best way to stay on top of your industry where it matters most. It's our job and passion to forecast the direction of your marketing and keep you up to date on the trends that affect you. We know what we're talking about! A minimal investment in the redesign of your website; a new direction in your AdWords campaign or a restructure of your whole creative approach can pay dividends long term. Together we can create a mobile strategy that's unique to your business, exciting to your audience and keeping you in your client's pocket!

GOOGLE



Glossary

Acronyms you need to know



BY IAN SOROHAN

Have you ever sat down to watch a game of football without knowing any of the rules? Maybe played a hand at poker without knowing if your cards are any good? Watched the sequel without having seen the original movie?

You get lost, don't you? It's tough going when you're not sure what you're watching, or what you should be doing next.

Welcome to AdWords - where the rules are even more complicated than that game of football. The cards are played closer to your opponent's chest, and just think of all that character development you missed.

Luckily you've got SponsoredLinX here to help out, and today we're going to get to the bottom of some of the rules you don't know by starting out with just some of the hundreds of acronyms Google uses on a daily basis.

Okay, I may be exaggerating a little with 'hundreds' but, there's definitely a few. Let's start off with the more common ones you might hear from those working in online marketing.

Before we get too far ahead of ourselves, here are the basics:

Click - When a potential customer clicks on your ad, this is known as a 'click'. This is a pretty obvious one. This can also now be referred to as an 'interaction'.

Impression - If a potential customer searches for the keywords you're advertising on, and is shown your ad (whether it be in position one or further down the page) this is referred to as an 'impression'.

Conversion - When a customer completes a specified action after clicking your ad. This could relate to an enquiry form being filled out, a quote request or a purchase.

CPC (Cost per click)
The amount you actually paid when your ad was clicked.

AVG CPC (Average cost per click)
The average amount you paid when your ad was clicked. This takes into account the time frame you're viewing, and is the total amount paid divided by the total number of clicks over that time.

CTR (Click through rate)
The number of times your ad was clicked on divided by the number of times your ad was shown to a potential customer. This also takes into account the time frame you're viewing. This is a good indication of how well a keyword or ad may be performing. A high CTR means it is performing well, a low CTR means you may need to look at adjusting the keywords or ad copy.

AVG POS (Average position)
This shows you the position your ad has been placed on average over the time frame you are viewing. This indicates your ad position on the first page. If you are not bidding enough to be shown on the first page, this may be seen as 0.0. An example would be 2.4. This ad would be seen on average between position 2 and 3.

CPC (or CPA) (Cost per conversion or cost per acquisition)
This shows you how much you paid to get a conversion (email sent, form filled in, product purchased). It takes into account

the time frame you're viewing. Total cost divided by the number of conversions = CPA.

A couple of the less common acronyms you might come across:

CPM (Cost per thousand impressions)
This is only common in an alternate pricing model that charges for every thousand impressions an ad has rather than the number of clicks.

CPV (Cost per view)
This one relates to YouTube. You set a maximum CPV for the amount you're willing to pay for someone to see or watch your video, or click on the YouTube overlay.

Now it's time for the big and important acronym...

ROI (Return on investment)
This is the end goal. Everyone is out to get return on investment. That's what SponsoredLinX is here for, to help you manage and maintain your Google advertising so that the investment you are making in your business is bringing you the return you need to succeed.

GET IN TOUCH

Hopefully this should help you through the maze that is Google AdWords, but just remember, you can always call us here at **SponsoredLinX** on **1300 859 600**. We will always lend a helping hand.

Online Payment Options



BY BRETT HILL CREATE A USER-FRIENDLY EXPERIENCE!



So you are re-designing your website and have decided to take the plunge and accept online payments for the goods or services that you sell. Aside from going through the motions of setting up your online e-Commerce facilities, you also need to give some thought to what options you are going to offer when it comes to accepting payments online. Your web developer will likely ask you what payment options you would like to offer your customers. Here are some options:

1. Credit Card (Merchant Facility and Payment Gateway)

A merchant facility provides the means to accept credit and debit card payments and is generally provided by the banks. The banks usually charge an initial set-up fee for the facility, such as a fixed monthly access fee (usually about \$20) and a Merchant service fee as a percentage of the transaction value. It is a competitive space so shop around the banks to get a good deal.

A payment gateway facilitates online payments by providing the software to securely pass credit card information from the customer to the merchant and process the transaction on behalf of the merchant. The payment gateway will return a message as to whether the transaction was successful or not. This allows payments to be instantaneous which means that merchants can dispatch goods right away to the purchaser.



2. Electronic Funds Transfer (EFT)

This involves providing your bank account details to the customer. The customer can then log into their Internet banking and process a payment using a reference number provided by you as part of the check-out process. This payment method is not usually instantaneous and the merchant normally does not receive confirmation of payment until they check their bank account the following day.

3. Direct Debit

This process involves a customer providing their bank account details and giving the merchant authority to deduct the amount owing from the customer's bank account. This method is more common for recurring transactions at the same dollar value such as monthly subscriptions.

Before being able to provide this payment method, the merchant is required to set up a Direct Debit Facility with their bank which involves completing an application. The merchant would normally upload a file to their bank advising which accounts to debit. As per the EFT, it is not usually until the following day that the merchant receives confirmation that the debit has been successful. Direct Debits are generally easier to process due to less manual handling, and being a bank-to-bank transaction, there are fewer fees involved.

GET IN TOUCH

If you're looking at refreshing your website then **SponsoredLinX** will have the right, unique and tailored solution to suit your business needs. Give them a call today on **1300 859 600**.

4. BPay

Once again this involves setting up a facility with your bank. When a customer selects the BPay option as part of the check-out process, they are provided with a Biller Code and Reference No. The customer will then need to login to their Internet banking to complete the payment. The merchant will normally receive notification of the payment into their bank account on the following day. BPay is great for very large organisations handling a large flow of transactions.

5. PayPal

PayPal is a third party payment processor. It does not require the merchant to set-up a merchant facility and so set-up is fast and less complicated. Set-up fees are less than credit card merchant facilities; however the recurring costs are generally more expensive. To pay by PayPal, the customer can complete payment using their PayPal account. Payment is instantaneous so the merchant is notified when a payment has been completed.

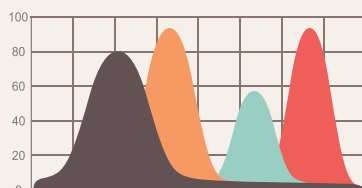
It is recommended to provide as many payment options as possible to your customers so they can choose a method that suits. Remember, your website should be designed to be as user-friendly as possible. If you can do this, your customers' are going to be much more comfortable with departing with their cash.

7 REASONS WHY YOU SHOULDN'T STOP ADVERTISING OVER Christmas

1 Traffic Volume Increases

This is the time of year when people actually have time to search for things on the Internet. People are on holidays; their time is not spent in their day jobs from 9-5 Monday to Friday. That time is obviously spent on other activities, including spending time on the Internet.

Also, to take into consideration that what Google has aptly named as 'Micro-Moments' are on the rise. These are the moments where people need instant answers and solutions to their queries. How many times a day do you Google something that comes up in your mind or in conversation? As a business owner you want to be there during those Micro-Moments.



2 Spending Increases

Consumers are on holidays. They spend money. This is the time of year when people are buying up on things they need as they've now got the time to purchase those big ticket items they've been holding off on. Think about things people cannot buy online. Think about the empty gaps in their calendars, where they will fill those gaps with things to make them happy. Think about the socialising and family gatherings they are going to have to attend. People generally spend more during this period, so how can your business take advantage of that?



3 New Year's Resolutions

People want to change their lives over this time of year. It's time they got healthier, quit smoking, lost weight, joined a gym or went on that much needed holiday! Does your product or service improve people's lives? Will people be specifically searching for your product or service over this time? Do you have gift cards? Utilise a remarketing campaign to re-capture an audience who have visited your site. If you can make a difference, you want people to be able to find you, and believe in your business and product. You can't do that if you're not advertising.



4 Trades and Services

Emergency tradesmen are in high demand over this period. If you're a tradesperson, you need to be advertising. Keep your ads really specific to notify people you're still working over this period. Or, if you want a break, maybe you could consider showing your ads on certain days, or after hours. If your competition is going on holidays, you're one step ahead, because you'll get the exposure and the business. It's important to have call extensions active, and be near your phone at all times so that you can convert those phone calls!



5 Ad Rank

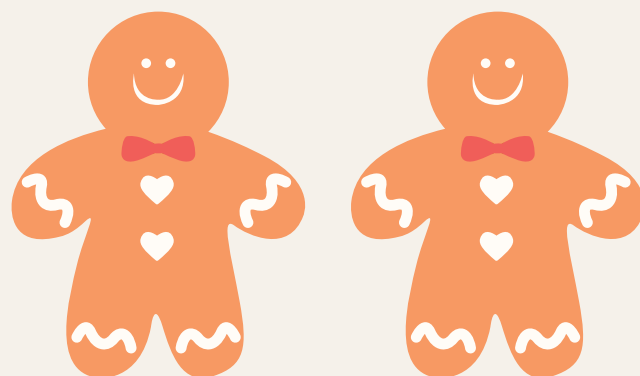
Ad rank is the elusive rank that all AdWords campaigns have but are never advised of. It determines how often your ad shows and how you are shown. The better the ad rank the better your ad is going to be treated by Google in comparison to competitors with lower ranks. The score is determined by a few things, including quality scores, bids, use of extensions and also the length of time you've had an active campaign with Google.

Pausing your campaign over this period drastically diminishes your ad rank, not to mention it removes you completely from the auctions - giving all your competitors a rank up in their positions, meaning you have to fight longer and harder when you decide to come back and start advertising again after the holidays (that means more money out of your pocket to get it back). You're better off reducing your budget to allow for one click a day, and consolidating your ad schedule to keep everything running. This maintains your average position and your ad rank.



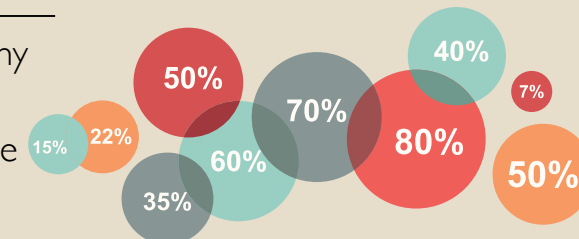
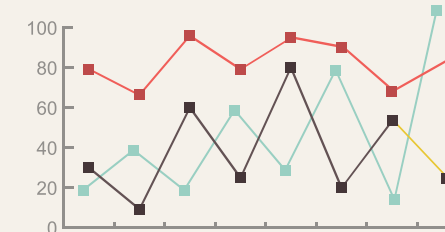
6 Competition

If you drop your ads, and your competitors keep advertising - you lose your position. They go up a position without having to pay extra for that click. This means when you want to resume advertising you'll need to increase your bids even higher to get back your position. If your competitors stop advertising, the same applies to you if you remain in the auction. The bidding on keywords reduces, and you're able to bid lower to get the same position. So if your competitors drop off, then you're Cost Per Click (CPC) may reduce drastically!



7 Get AdWords working for you WHILE you're on holidays! Going away and still want to build a pipeline for next year? Easy! Here are some options:

- Remove call extensions from your campaign over this period or keep them, and make sure you have someone professional who can answer the phone for you and make appointments or bookings. Alternatively, hire the services of companies who specialise in this area.
- Update your ad text to influence people's next steps by using a Call to Action. Tell your prospects what you want from them, for example, 'Email us for 2016 bookings', 'Email to get in first for 2016!' or, 'Email for January 2016 quotes'.
- Make sure your landing page is updated to reflect the message you're portraying in your ads. You want to make it clear that anyone visiting your site knows what your movements are over Christmas. Do not have it hidden on your contact us page. Have it on the header banner across all pages.



GET IN TOUCH

Still need convincing to not stop marketing for your business over the holiday season? Get in touch with us at **SponsoredLinX** on **1300 859 600** and we're 100% positive we can help you to see otherwise.



Here I have collated a series of reasons to back-up my case: **BY DANIELLA POZZOLUNGO**

REDUCING YOUR WEBSITE'S BOUNCE RATE

Increase website engagement now!

There is so much to cover when it comes to what you can do to reduce your website's bounce rate. A 'Bounce Rate' is a percentage that relates to the number of people who leave your website without looking at more than one page.

If we can reduce the website bounce rate, it means we are becoming more relevant to the user, and we are sparking their interest. A lower bounce rate can certainly give way to better conversion rates, so it's an important metric to stay on top of.

Check that your website is actually getting traffic. I know it sounds silly, but if you aren't sending enough traffic to your website then it's likely we won't have enough data to make informed decisions. If we make changes to the website it's going to take a long time to be able to evaluate the effectiveness of those changes.



It's important to note that every website and business is different, and there are many factors that could be affecting your bounce rate, so there are no 'magic bullets' to fixing a poor bounce rate, but you should at least consider some of the following reasons for increased bouncers:

BY DOUG CARPENTER

Poor Calls to Action (CTA)

CTAs include any section of the webpage which stands out and asks the user to do something. This is one of the easiest ways to decrease your bounce rate.

Test some different CTA messages which lead users to other important pages of your website. Instead of using 'Find out More' buttons try using something catchier like 'Learn more about saving time with X service'. If it's important, make it stand out. Just make sure that the CTA you are using on each landing page fits in with the page the user is on and creates a logical path for a user to take.

Poor navigation

If potential customers can't use your navigation they won't be able to use your website. Make sure your navigation is easy to find, easy to read and structured correctly with your key pages in the most prominent positions of your menu.

Don't make your drop down menus so small that one wrong mouse move makes the menu disappear or buttons that only work when you click on the actual text instead of the button itself. It's these small things that can put off a potential customer continuing on through your website.

Targeting the wrong keywords

This is especially true with an AdWords campaign where you are able to control exactly what keywords are bringing traffic to your website, but it should also be considered when you are developing content for your site.

Don't use keywords in your campaigns that are too broad or generic and are not specific enough to what you do. Don't spend money on clicks that are not 100% relevant and avoid content on your website that is not directly related to your core business or you will see your bounce rate increase.

Website does not look legitimate or trustworthy

Whether your site looks no frills or it goes the whole 9 yards in design, there is something to be said about trust. No matter what you do it's always good to make your website feel 'real'. Get away from stock photography where possible; get photos of your team and premises. Show the personal side of your business so you are not just another cookie cutter pop up shop with generic testimonials and photos that don't mean anything.

It's also a great idea to have your contact information clear so that people know who you are and how they can contact you.

Landing page information is not quickly digestible

I would usually recommend breaking up each of your web pages into two separate sections. The first half of the page which most people will read without much scrolling should be short and to the point. A brief paragraph explaining exactly what the page is about, and then usually some dot pointed notes that make it simple for the easily distracted user to digest.

The second half of the page is then used for going into more detail. This way, you have covered both your bases, a quick digest of information followed by in-depth detail about your product or service.

Poor image choices

People are very visual, especially on the web, which is why you should make sure the first image a user is greeted with immediately gives them the indication they have landed on the correct website. If they were searching for dog collars then show them dogs with collars. The worst thing you can do is use generic images, or worse yet, not using images at all.

Not being mobile friendly

One sure fire way to decrease your bounce rate is to make sure that mobile and tablet users are given the same experience as

your desktop users. If mobile users are presented with a site where they need to pinch and zoom to read content or where menus are not easy to use, they will leave and go to your competition.

Sometimes you don't have to make drastic changes to your website to start improving your bounce rates or even start increasing your leads. A lot of the time it's about making sure your website is delivering information quickly and clearly to users.

Spend some time going through your website and checking that each page has enough content and clearly explains who you are and what you do. Make sure that people know what your page is about within three seconds by using strong images and headlines.

Don't overcomplicate the process, keep it simple and give your changes enough time to be properly evaluated and you can get your bounce under control.

GET IN TOUCH

If you feel your website needs some adjustments to help reduce its bounce rate, then call the **SponsoredLinX** Digital Strategy Team on **1300 859 600** to talk about the tailored solutions we can offer you.

ONLINE MARKETING REALITY PREDICTIONS

Where to now?

The suffix ‘-near me’ is becoming more prevalent in search queries on Google, having experienced a significant increase in the last year alone. As the world becomes more and more comfortable with the fact that the device in their pockets, and more importantly, the websites that they visit are becoming better to navigate on mobile devices, we will continue to see better and more targeted results from Google. Google is putting much research and development into responding to more ‘human’ enquiries. Humans don’t talk in ‘keywords’, they ask questions, make statements, and the more Google is able to recognise this, the more in-depth its returning results.



BY THE INSIDER

“Google has purchased apps to integrate with Maps that will allow companies to push specials to you as you approach their venue, and you’ll be able to talk to your phone like you would to a human.”

Think about this; you’re driving down the road listening to the music on your mobile device connected wirelessly through your car stereo (this alone is a ‘future is now’ scenario), when the music dims and your GPS navigation voice reminds you to turn left. As it does this, it also mentions that there is a sale on at that store you like on the same street. Intrigued, you pull up outside said store and wander in.

While you’re there, you notice that item that’s been on your ‘want’ list for ages, but you’re unsure of the price. You decide to shop around... in Google Shopping on your mobile! You find the same item for cheaper, but not by much, and realise that for an extra few dollars (which you would have paid in shipping anyway) you can instead have the item now, so you purchase it there and then.

You jump back in the car with your shiny new item. The music resumes, you begin cruising, the wind once again flowing through the luscious hair on your face (because in this narrative you’re actually me), and you make your way to your final destination of which you have forgotten where you were going. You ask your phone, “where was I going?” and it replies, “to the supermarket for ingredients for the dinner party you’re throwing for your friends”. You’re surprised, and somewhat confused, mainly because if this second person narrative is actually me, you realise that a dinner party for

friends is not something you’re known for hosting, unless it’s pizza, but you roll with it for the sake of interest; you want to know more about this utopian future where your phone is pretty much your personal assistant.

You arrive at the supermarket, headphones in, walking with a swagger that can only come about from blasting DMX Greatest Hits in your ears. What are you going to buy? You turn off the music and speak into your phone, “Persephone,” you say, because how cool is that name for your phone (sophisticated and relevant), “what would you suggest for a dinner party of 15 friends that doesn’t include coriander as an ingredient,” and Persephone supplies you with several options. You choose one and log in to the supermarket’s website, pushing your order direct. You saunter up to the counter and the repurposed Robocop, now ShopCyborg has your order ready to load into the TrolleyDroid. You point Persephone at the PayPoint station, there’s a beep to signify an approved payment and you’re on your way home.

You’re pretty happy with yourself at this point, until you realise you haven’t invited anyone to the dinner party. Considering it is last minute, you realise that there is little chance of getting in touch with everyone, so you ask Persephone to calculate who is available that evening from your Facebook list based off the events they have agreed to

attend and mass invite them.

Later that same evening, after the last guest leaves, extolling how awesome you are and how successful the dinner party was, you jump into bed. Persephone asks what genre of movie you would like to watch as she turns on the FloatScreen that hovers above your bed at the perfect angle no matter how you are lying down, with the kind of resolution that makes those obsolete LEDs look like snake on one of those late 90s Nokia phones.

“Sci-Fi, Persephone. Put on some Sci-Fi”.

Let’s take a step back to reality...

Now, of course there has been some artistic licence occurring in this story, particularly the repurposed Robocop, however, the mobile device advanced development is 100% in the works. Google has purchased apps to integrate with Maps that will allow companies to push specials to you *as you approach their venue*, and you’ll be able to talk to your phone like you would to a human. Our imagination of what is possible is literally becoming a reality, and my rambling imaginations could very well be realistic features that we will come to interact with on a daily basis.

I do admit it might be a bit weird having a phone called Persephone replying in Family Guy voices, but I’ll jump that hurdle when I come to it.

GET IN TOUCH

With this future soon to become a reality, will your online marketing keep up with technology? Get in touch with **SponsoredLinX** today on **1300 859 600** and don’t let your business get left behind!

WHY YOU NEED GOOGLE+



BY LAUREN O'CONNOR

If you own a business, you should own a website. If you own a website, you want it to rank on the first Search Engine Result Page (SERP) on Google. If you want this, then there are multiple methods you can use to get you there, but a very important one is having a Google+ Page.

When you set up a Google+ Page, you want to take advantage of a feature called Google My Business. This is particularly important if you have a physical business location where you want customers to visit you and find you via Google Maps and Local Search. All you need to do to increase your visibility online is complete your Google+ Page with as much business information as possible.

You must also ensure you properly manage and maintain your Google+ Page. Customers can leave reviews on your business through your Google+ page, which will in turn give you an opportunity to respond to any reviews as they are posted. This is great news because it allows you to reiterate your customer service skills when someone leaves a positive review, and it allows you to tactfully respond to any negative reviews someone may leave, which will only help your customer service in the long term.



GET IN TOUCH

There are so many other business centred marketing features you can use to help get your business on the first SERP of Google, so why don't you contact the team at **SponsoredLinX** to learn more? Simply call us on **1300 859 600** or visit www.sponsoredlinx.com



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