

Plug & Play

Secrets of digital marketing success in Construction

Digital strategies

Search engine optimisation

Conversion rate optimisation

Channel marketing

Paid social

Affiliate marketing

Influencer marketing

Earned media

Transactional marketing

Email marketing

Mass marketing

Outbound marketing

Drip marketing

Social media marketing

Affinity marketing

Personalisation

Mobile optimisation

Employee marketing

Referral marketing

Retargeting

Segmentation

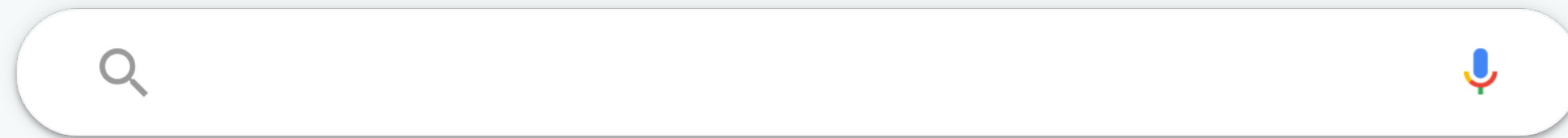
Behavioural marketing

Content marketing

Pay per click advertising

How to be found

How Google works



- The algorithm
- Making it to the top
- Being realistic

Which battles to fight



Search engine optimisation



Search engine optimisation

Search engine optimisation **meaning**

Search engine optimisation **google**

Search engine optimisation **techniques**

Search engine optimisation **definition**

Search engine optimisation **keywords**

- Where you're fighting
- Why you're fighting
- Who you're fighting

“Strategy is the process of choosing what not to do”

Meet Minale + Mann














MM

LONDON DESIGN STUDIO | ARCHITECTURE AND INTERIOR DESIGN STUDIO LONDON

DESIGN MATTERS

Minale + Mann is an award winning architectural and interior design studio based in London.

Keyword list

Keyword	Search Volume	Difficulty	Start Position	Current Position
residential architect	51 - 100	54	-	#1  50+
commercial architects	51 - 100	13	32	#1  19
commercial architecture firms	0 - 10	19	-	#1  50+
residential architects london	201 - 500	33	-	#1  50+
commercial interior design	201 - 500	32	-	#2  50+
residential interior design	51 - 100	36	-	#2  50+
conservation architects	11 - 50	21	41	#4  37
design and build company	101 - 200	29	-	#5  50+
interior design london	851 - 1700	46	-	#8  50+
interior designers london	201 - 500	43	-	#9  50+
architectural design services	51 - 100	21	-	#10  50+

Ranking Analysis - Before

Keyword:	Search volume	Difficulty:	M+M page authority:	M+M domain authority:	Current rank:
commercial architects	51 - 100	13	18	23	Not on pg. 1 of Google

Google Rank	Website	Page Authority	Domain Authority
#1	Nicolas TYE Architects	20	27
#2	Lytle Associates	27	15
#3	E2 Architects	22	24
#4	Atelierdb	18	16
#5	Thomas Robinson Architects	19	17
#6	Adam Architecture	27	36
#7	DBLO	44	34
#8	MorenoMasey	39	28
#9	Mackenzie Wheeler	1	24
#10	3s	37	25

Ranking Analysis - After

Keyword:

Search volume

Difficulty:

M+M page authority:

M+M domain authority:

Current rank:

commercial architects

51 - 100

13

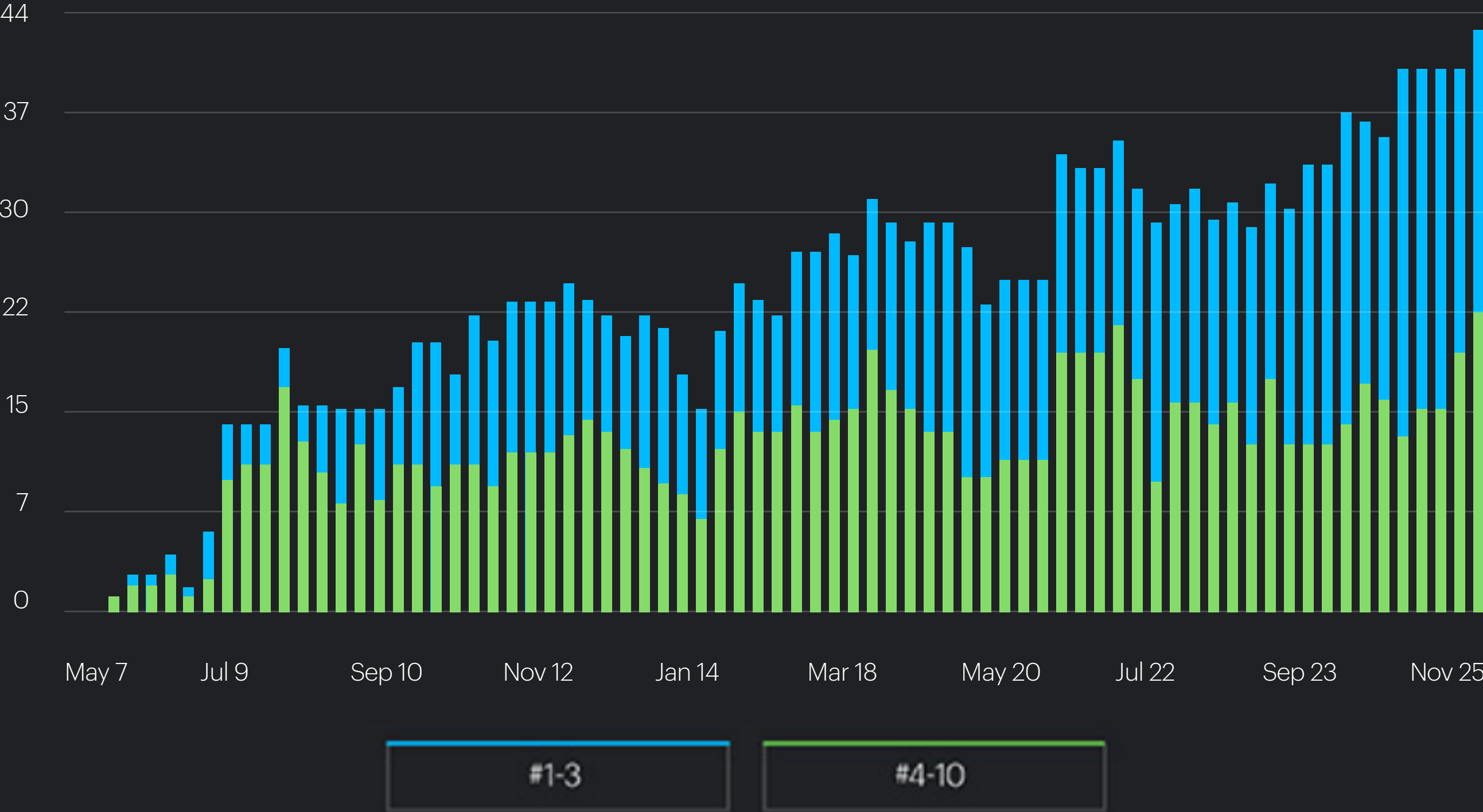
18

23

#1

Google Rank	Website	Page Authority	Domain Authority
#1	Minale + Mann	18	23
#2	Mata Architects	14	25
#3	Townscape Architects	19	21
#4	Thomas Robinson Architects	14	19
#5	James Well Architects	16	13
#6	AD Architecture	32	18
#7	Atelierdb	32	18
#8	HPA	13	18
#9	Cowan Architects	16	27
#10	Harvey Norman Architects	17	25

SEO Keyword Rankings



Organic Results

5 months from launch

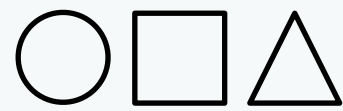
+91%

Increase in organic traffic

+30%

Reduction in bounce rate

Tips for successful investment



Research all variations of
keywords



Consider intent



Think outside the box



Invest in the tools you
need

Customer acquisition cost model

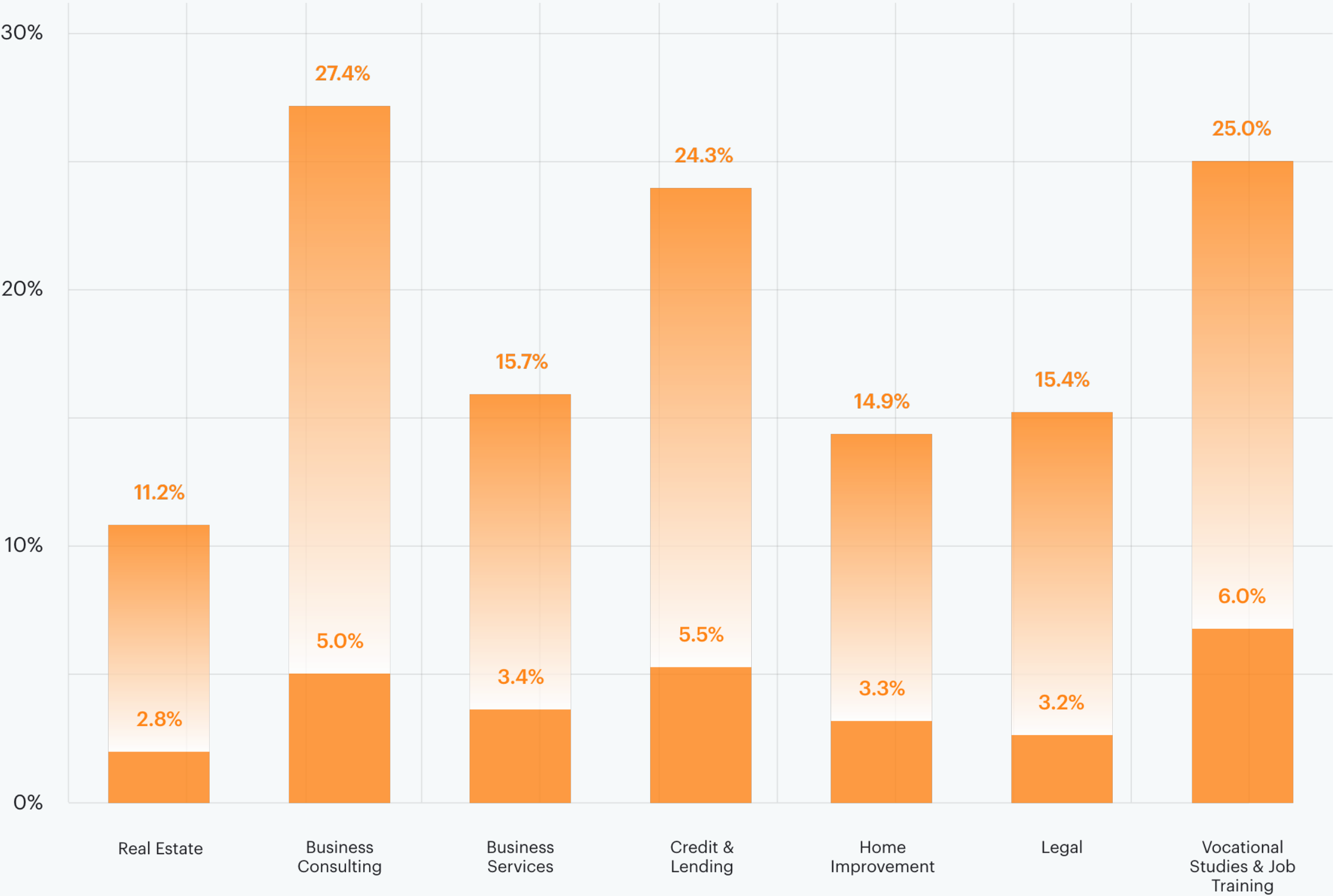
Model	Example
Market Size	16,000
X	X
Market Penetration	5%
=	=
Traffic	800
X	X
Conversion Rate	3%
=	=
Enquiries	24
X	X
Offline Conversion Rate	25%
=	=
Sales	6

How to increase conversion rate



How does your conversion rate compare?

Source: unbounce

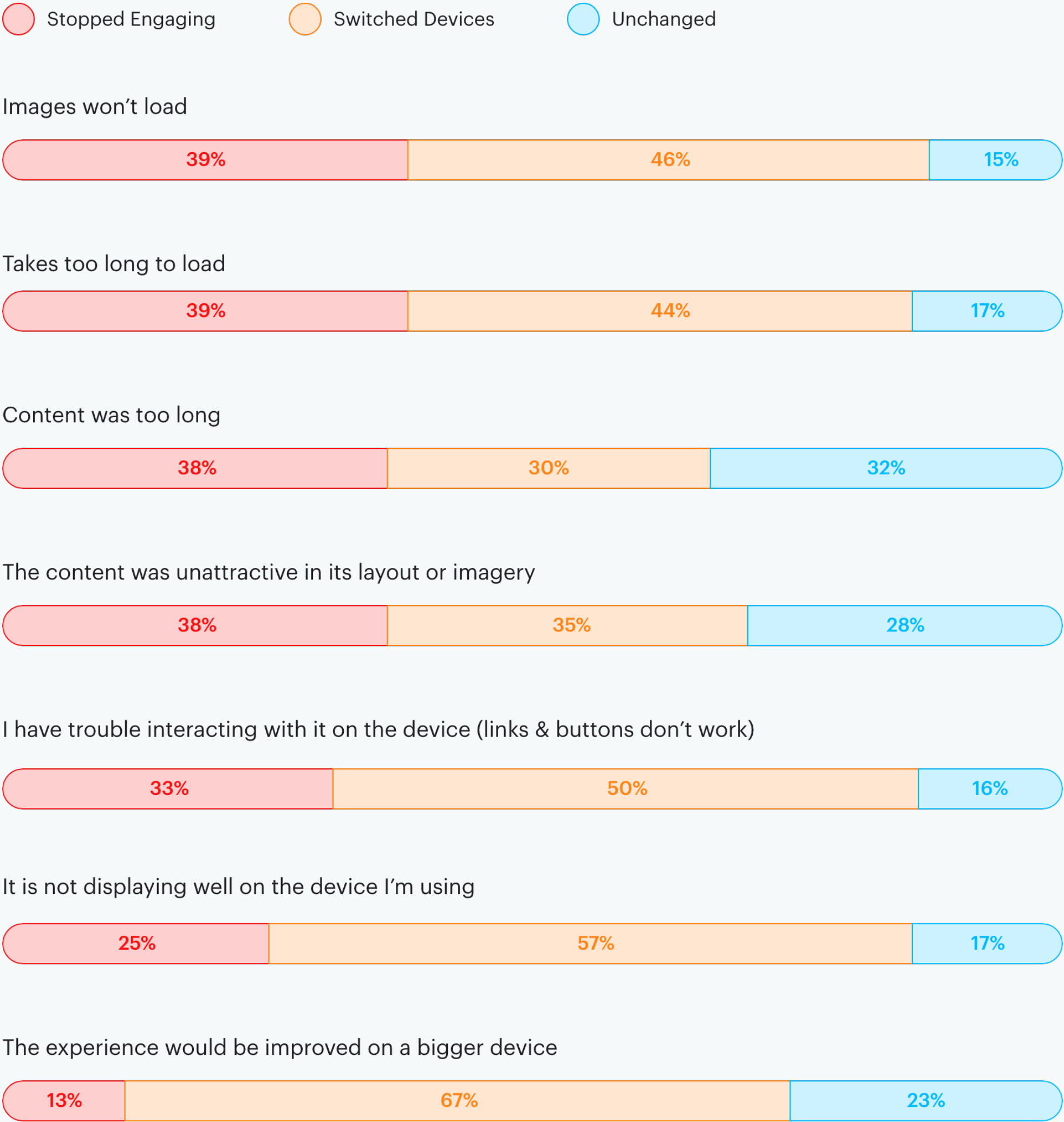


Customer acquisition cost model

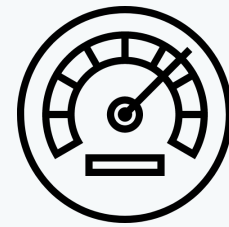
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Sales	6

38% of users will leave a website if they do not like the design

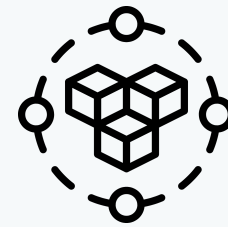
Source: Adobe



What can you do?



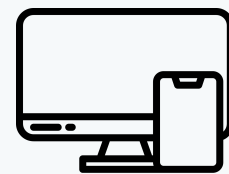
Ensure your website is fast



Consider the content
architecture



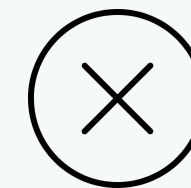
Design matters



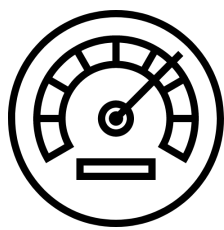
Provide a consistent user
experience across devices



Prioritise investment based
on the return you will see



If it's not working, stop



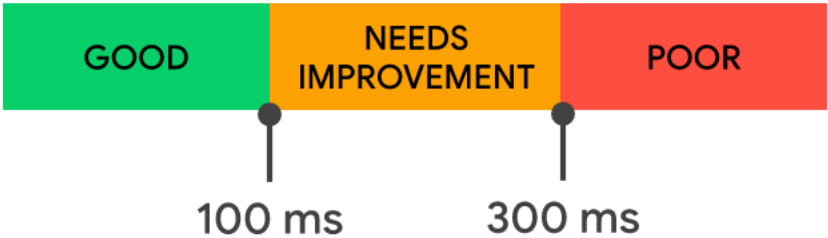
Core Web Vitals

You can measure yours using [Google PageSpeed Insights tool](#)

(Interactivity)

FID

First Input Delay



First Contentful Paint

This is how long it takes the first page elements to show.

(Loading)

LCP

Largest Contentful Paint



Largest Contentful Paint

This represents how quickly the largest part of the page loads.

(Visual Stability)

CLS

Cumulative Layout Shift



Cumulative Layout Shift

This is how stable the page is as it loads. The more the website shifts and jumps as it loads, the worse the score.

What did Minale + Mann do?

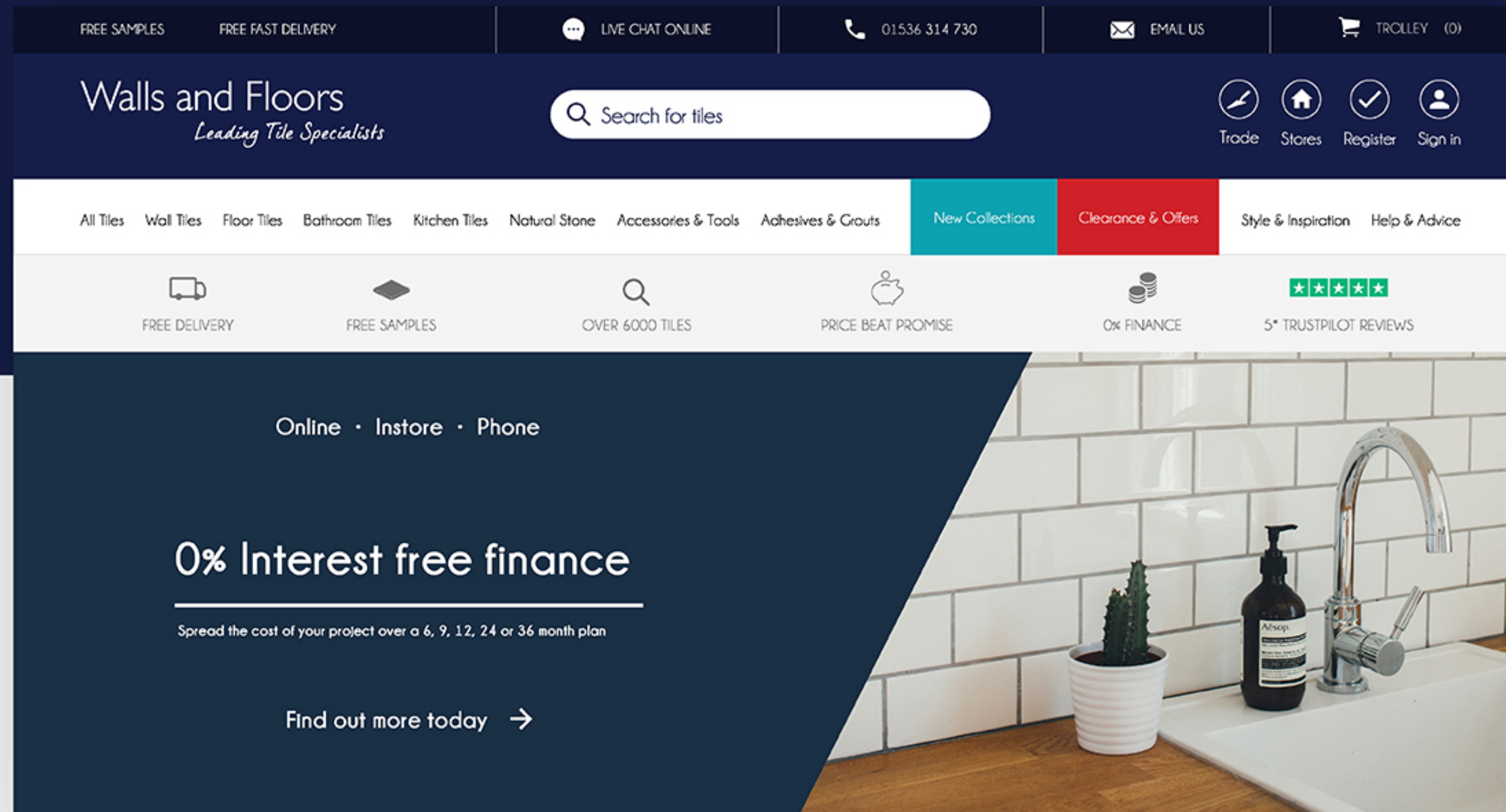
- Fast load speed
- Responsive
- Designed for their audience
- Clear call to actions
- Content is structured and written for target archetypes



What about eCommerce websites?

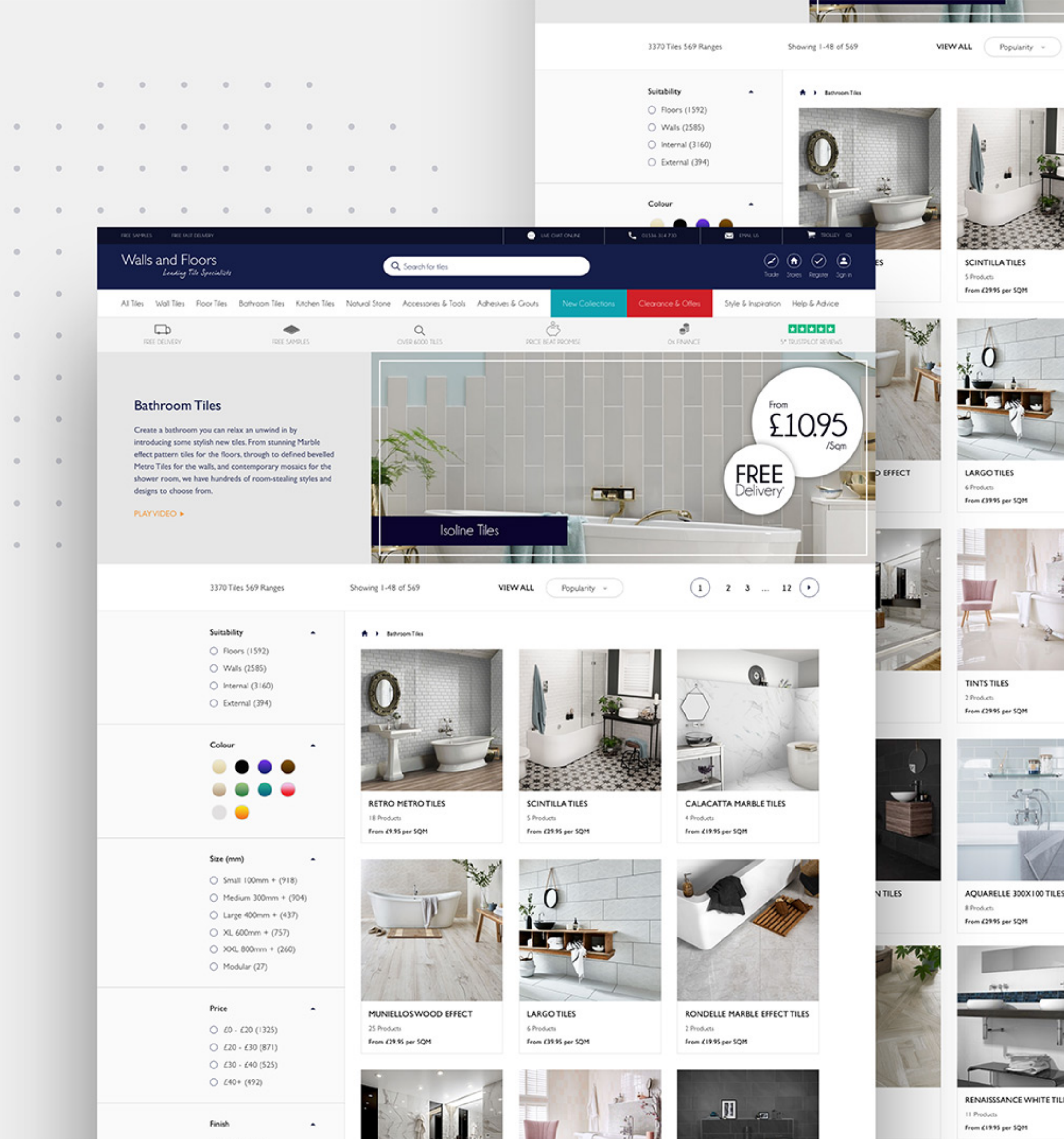
Meet Walls & Floors

- Online tile retailer
- Sell to industry and directly to the consumer



What did Walls & Floors do?

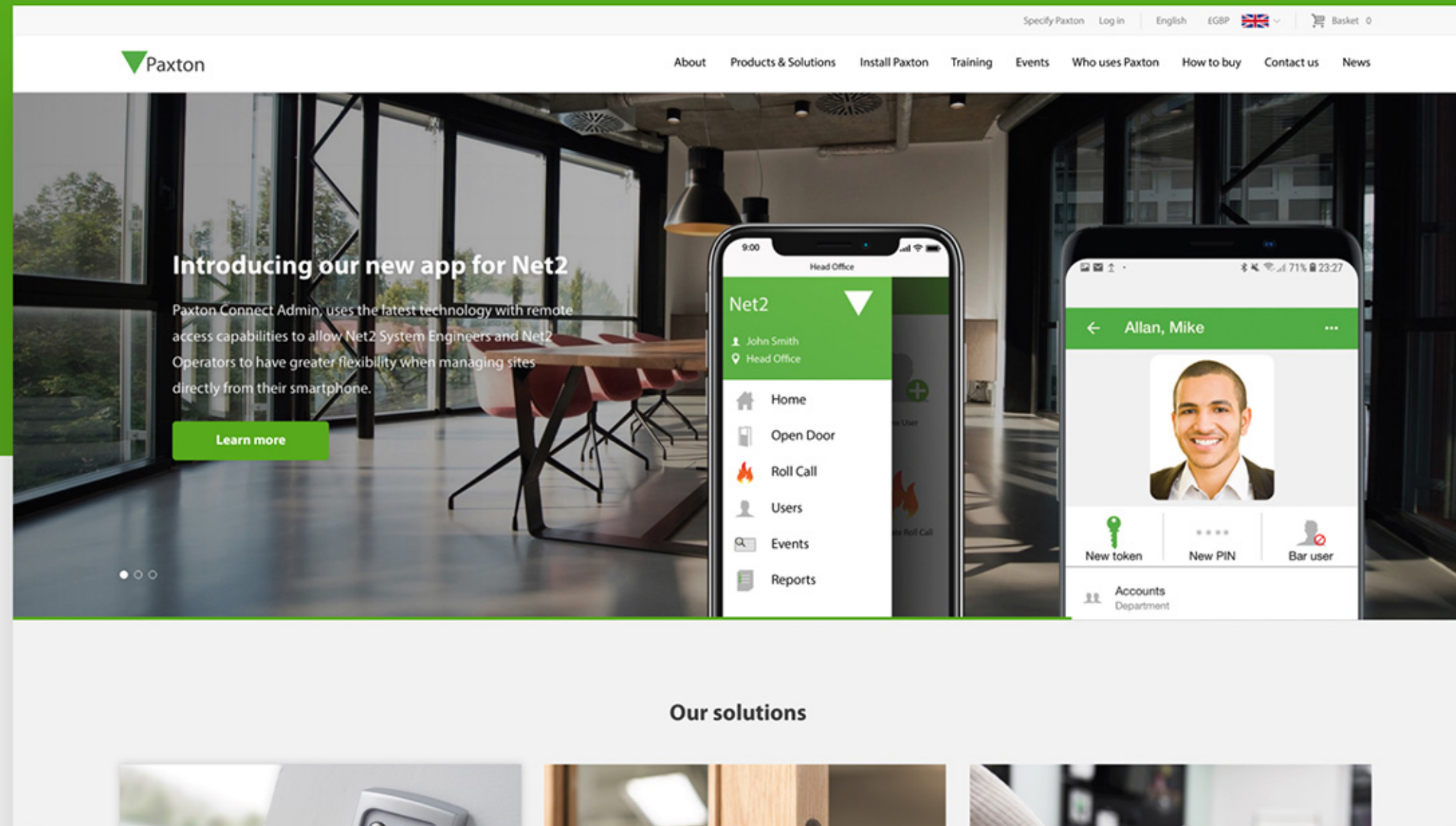
- Reassurance elements
- Invested in load speed
- Website search
- Tile calculator
- Responsive design for multi-device user journeys



What about channel focused business models?

Meet Paxton

- Access control provider and product manufacturer
- Sell via channel partners
- With 8 territories and 5 languages



Paxton archetypes

Security system installers

End customer

Distributors

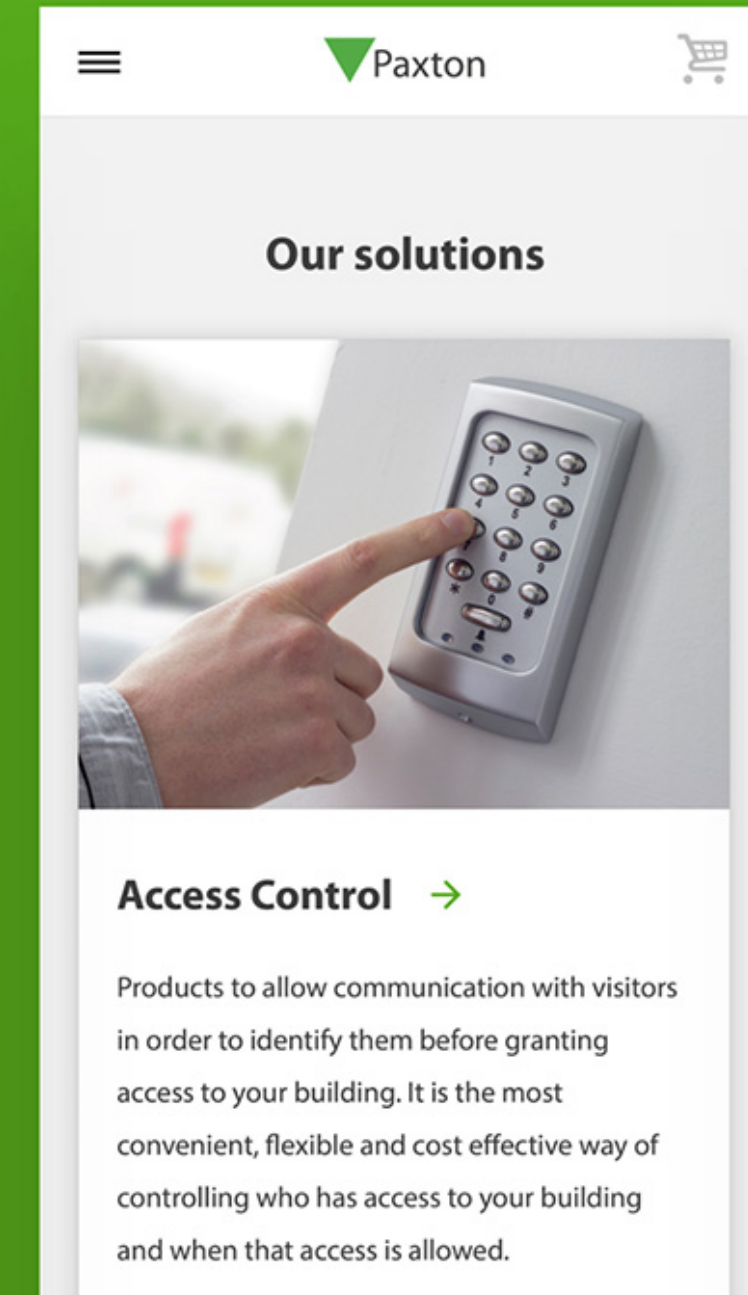
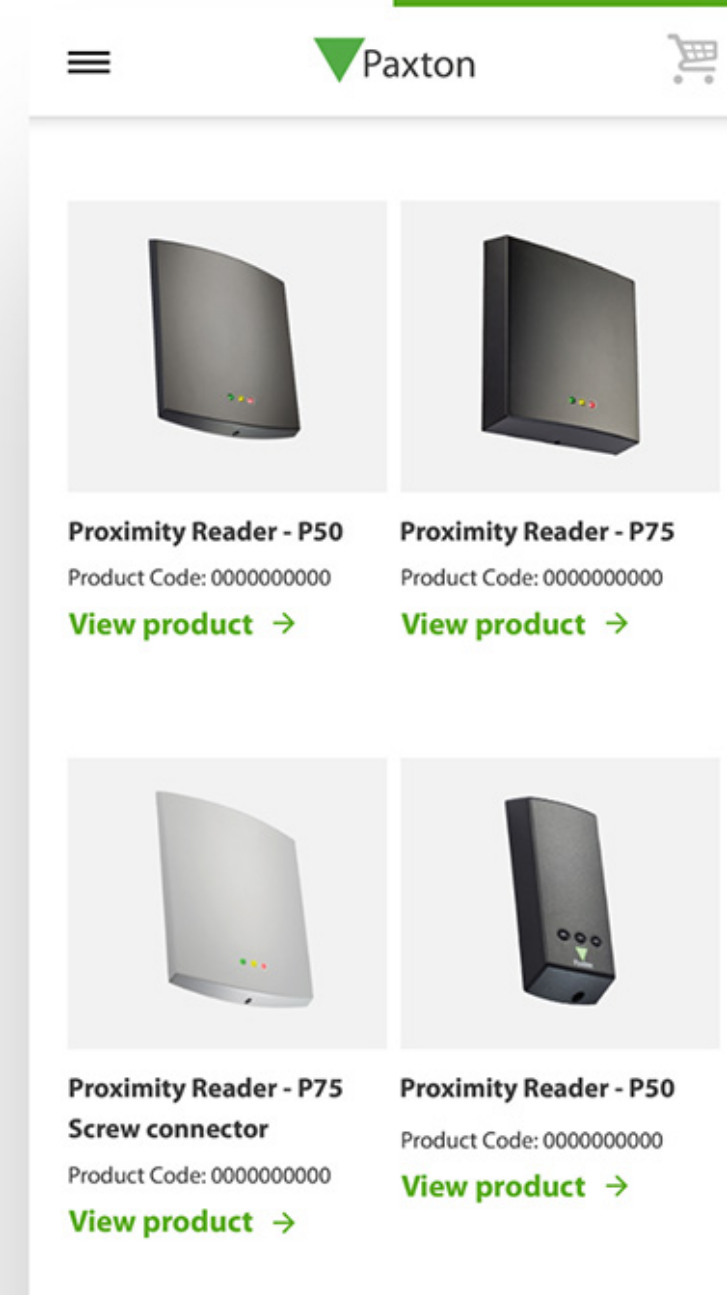
Integrators

Specifiers

Consultants

What did Paxton do?

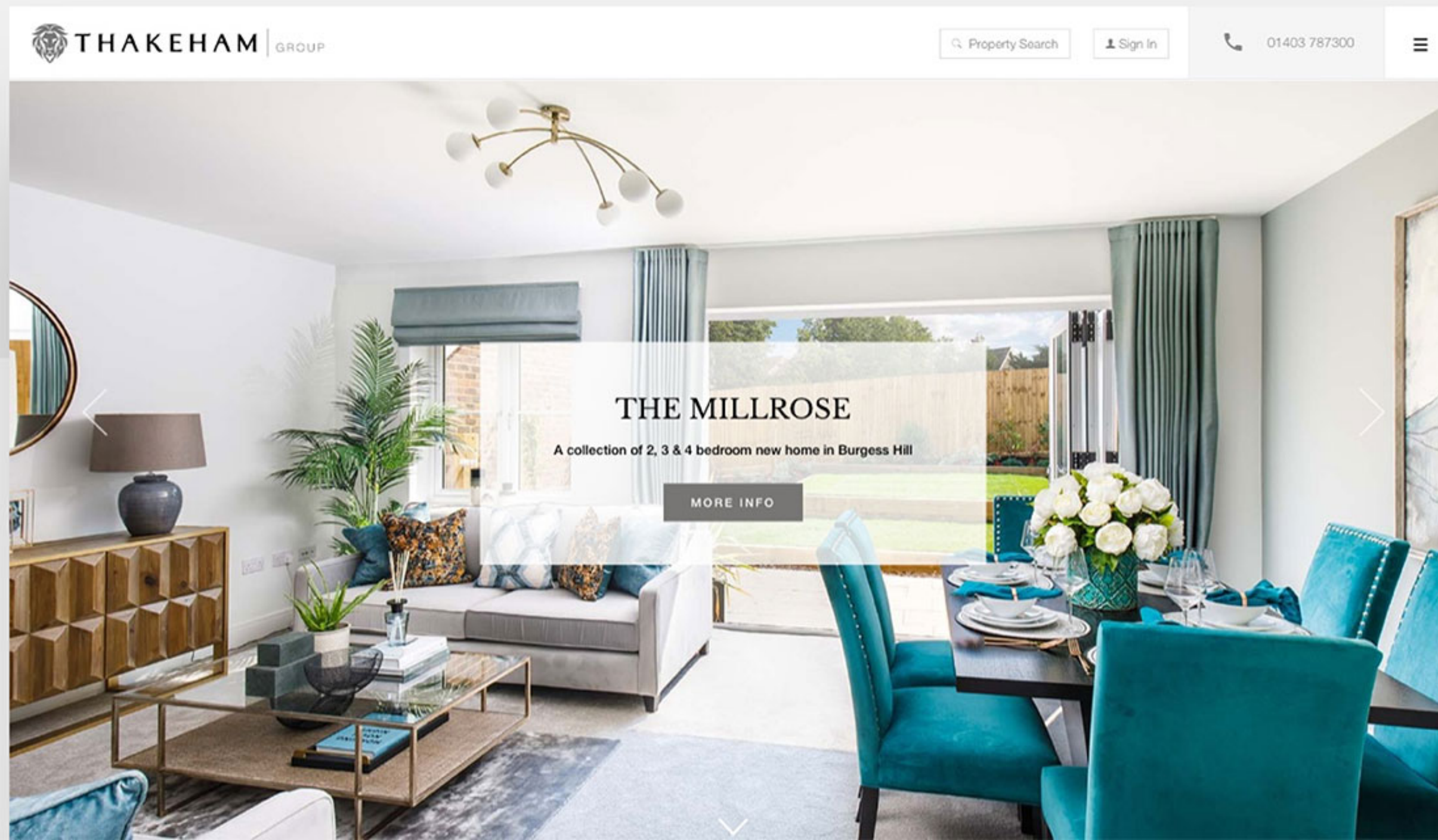
- Focused on making it as easy as possible to do business with Paxton
- Enablement of sales and marketing teams with a flexible CMS
- Enablement of channel partners through website and content structure



Segmented strategy for distinct channels

Meet Thakeham

- House builder in the South East
- Utilise several websites to more effectively target multiple archetypes



Thakeham archetypes

Potential homeowners

Local councils

Land owners

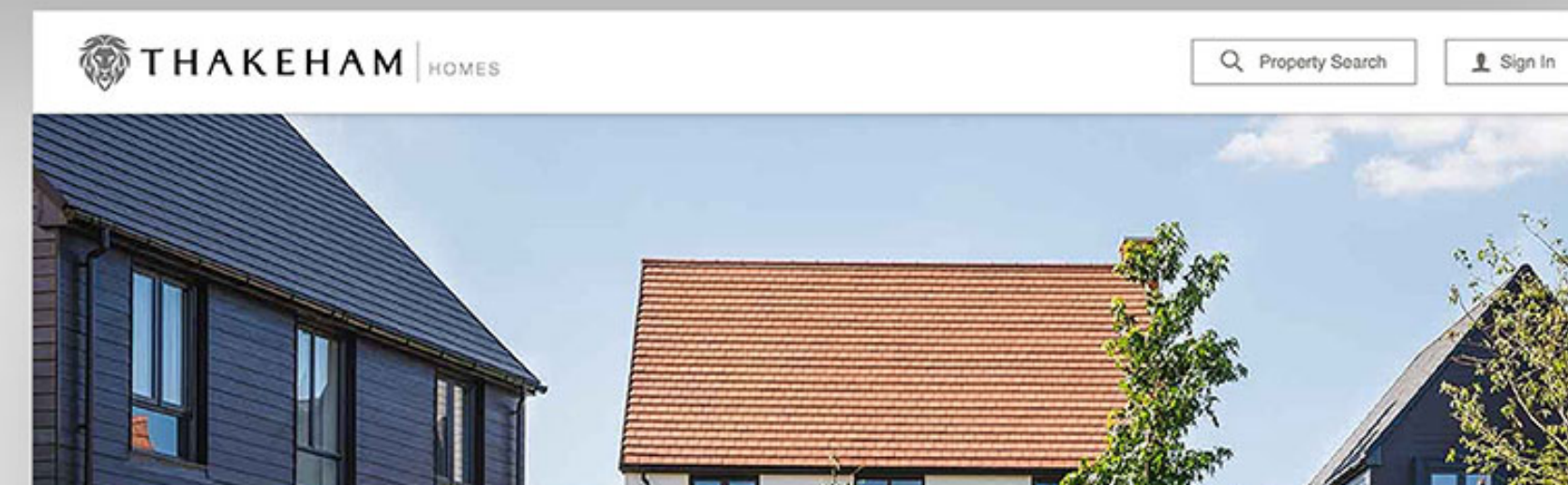
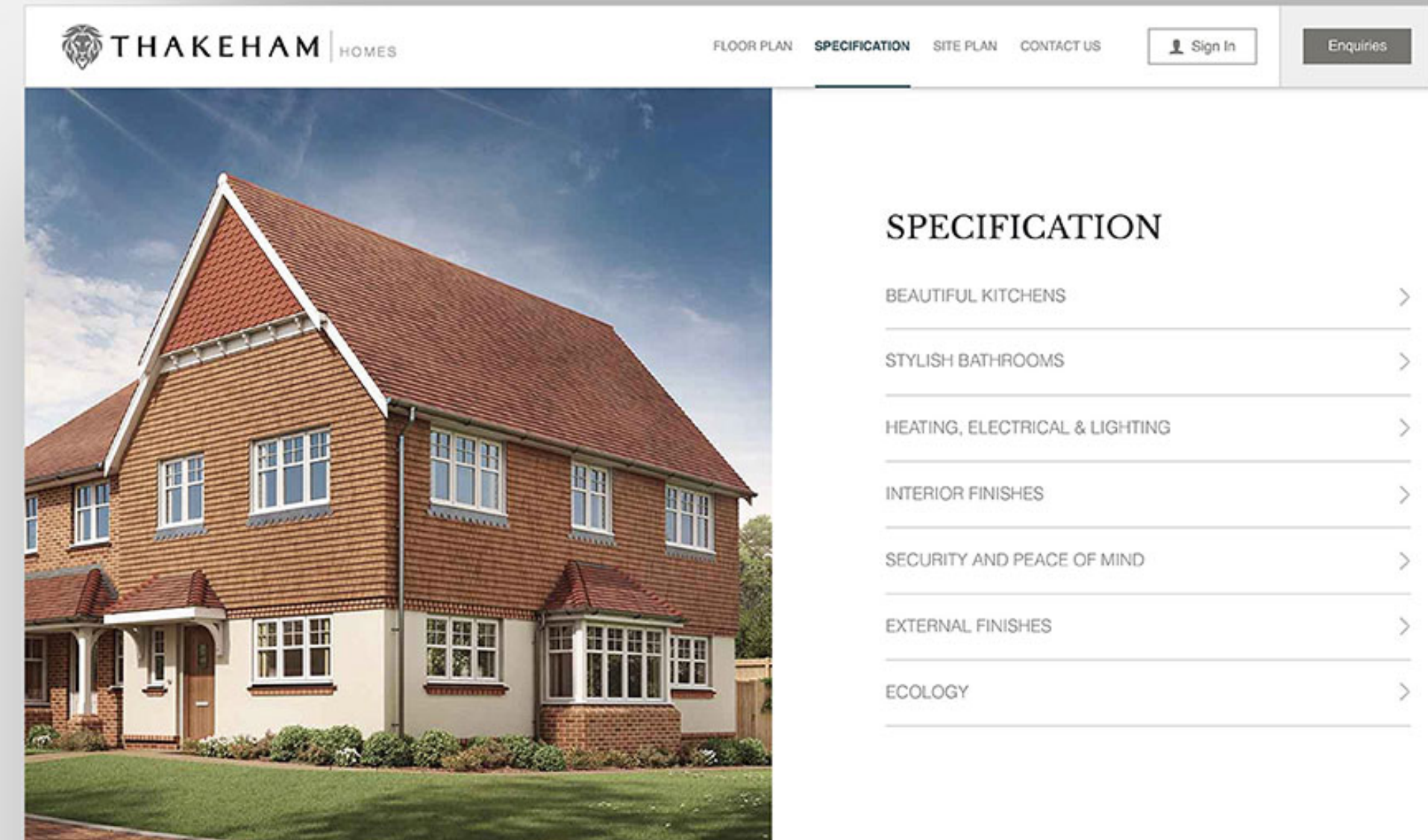
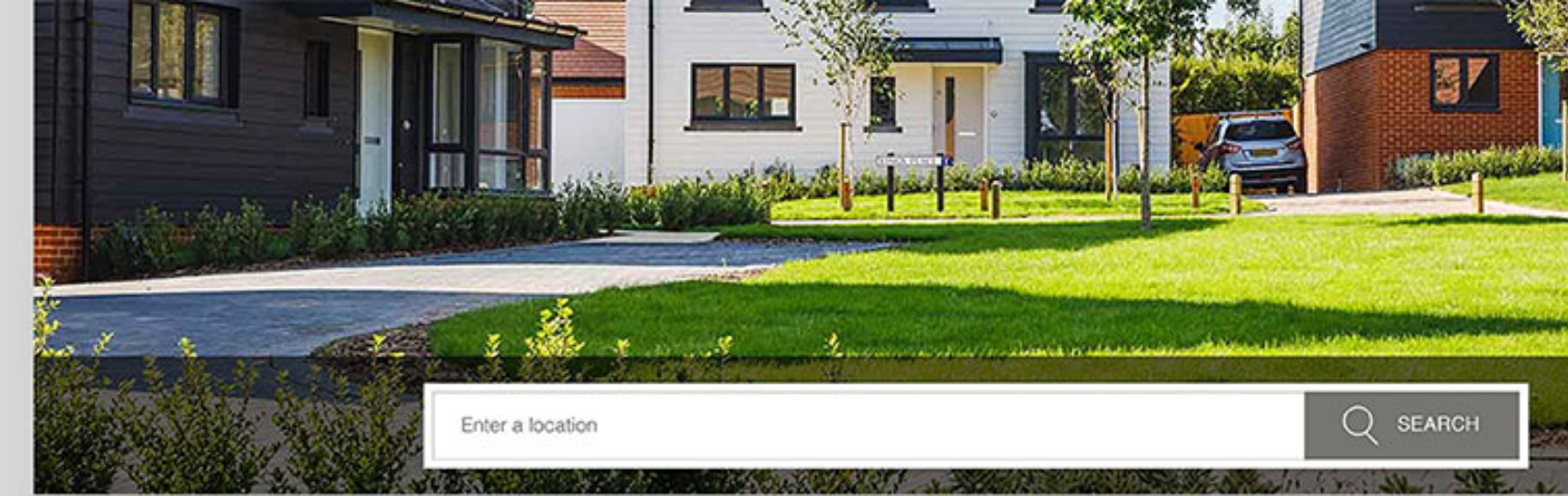
Communities around target sites

Planning departments

Investors

What did Thakeham do?

- They have distinct websites for core archetypes (Group, Homes, Client)
- Overarching brand to transcend the different websites
- Common menu / navigation to visually harmonise the websites
- Focused user journeys and SEO strategy for each visitor archetype
- Creation of microsites to further target specific audiences



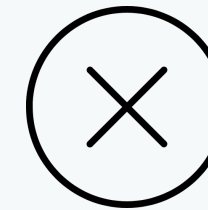
Summary



Pick your battles



Think outside the box



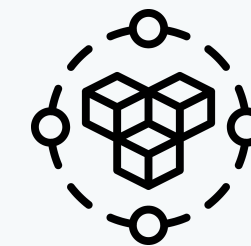
If it's not working, stop



Understand your start position
& set up the tracking you need



Prioritise investment based
on the return you will see



How have you adapted your
website structure and content
for your archetypes?

Plug & Play

Thank you for listening.

Let's start the Q+A

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