



Offaly Local  
Development Company

The  
Marketing  
Crowd



# **10 DIGITAL MARKETING PRIORITIES FOR YOUR BUSINESS IN 2025**

# What we are NOT covering on this course



**This isn't a course that will teach you a topic like SEO, Instagram marketing or Facebook ads in detail**

There are separate courses for each of those topics that Local Enterprise Offices offer

**This course is designed to**

1. Give you a helicopter view of digital marketing
2. Explain how the main areas fit together
3. Help you prioritise what you focus on.
4. How you can use AI in developing your digital marketing

# What we will cover

1. The big picture for your digital marketing
2. Understand how generative AI tools such as Chat GPT and Google Gemini can help you achieve your digital marketing goals.
3. Focus on making better marketing videos. CapCut is an amazing editor you can use.
4. Ensure you have a website – don't just depend on having a social media presence.
5. Focus on increasing your website conversion rate by implementing proven tactics.
6. Optimise your Google Business Profile to get found high up in search – Google now chooses 6 profiles for page 1 local results.
7. SEO – Focus on getting your website appearing high up in Google search results.
8. AI search will become far more important in 2025. Do you understand how to get your business found in perplexity.ai and GPT search?
9. Understand how social media algorithms work and what you need to post to attract and engage followers.
10. Build your email marketing list in 2025. With lower organic reach in social media it's becoming more important than ever.



# Learn Skills



- In order to be effective at Digital Marketing you should learn some core skills
- 1. Image design – learn how to design eye catching graphics for your website and social media
- 2. Video editing – learn how to create videos that engage your audience and sell your products.
- 3. AI – learn how to use AI tools like Chat GPT to transform your digital marketing ideas and tactics





## Learn Skills



## Get A Website



Your website is at the centre of your Digital Marketing. It is your sales environment that you control. Without a website you will find it hard to get the most out of digital marketing.

- You need to ensure that this website is designed to turn visitors into enquiries and sales.

Visualise Google, Social Networks and Email marketing as channels that you will use to drive traffic into your sales environment.

1

**Learn Skills**



2

**Get A Website**



3



**Engage & Convert Web Visitors**



**Learn Skills**



1



**Get A Website**



2

3

**Engage & Convert Web Visitors**

4



**Free Traffic**



**Learn Skills**



1



5

**Get A Website**



2

**Paid Traffic**

**Free Traffic**

3

**Engage & Convert Web Visitors**

4



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There is a free and a paid version of Chat GPT



**ChatGPT**

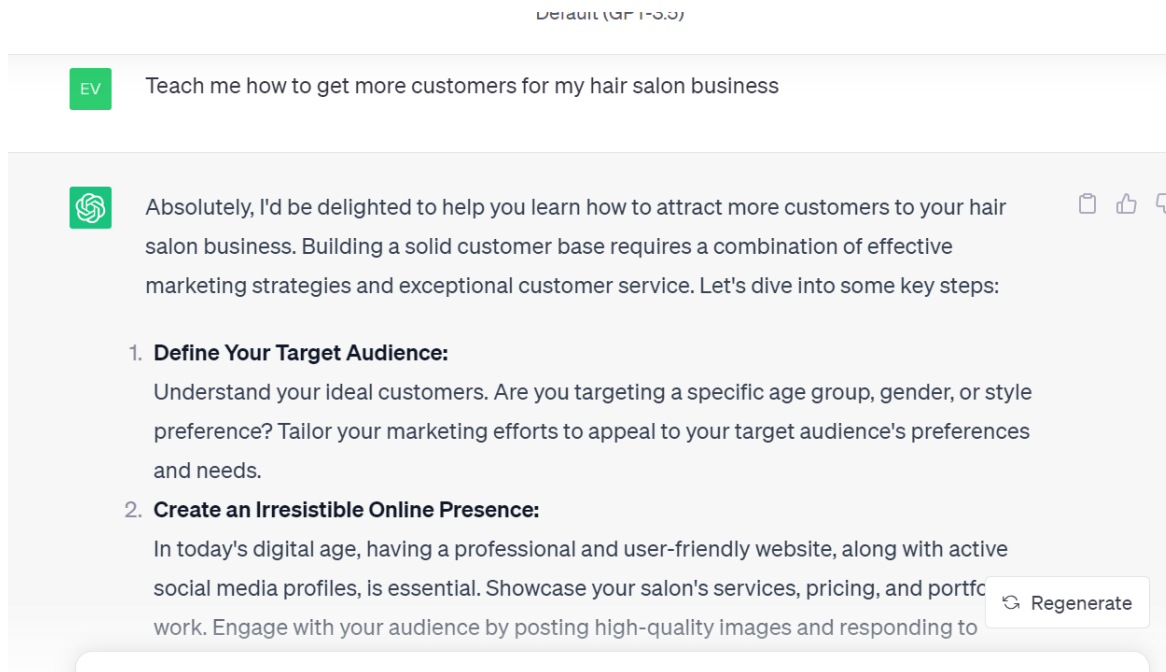
### **1. Chat GPT Free Version**

Create some custom instructions that you copy and paste and use when you are developing digital marketing ideas.

### **2. Chat GPT – paid version**

If you have the pro version of Chat GPT (€20 / month) you can create a custom GPT that specialises in your digital marketing

# Some prompts you should be aware of



## Teach Me:

Ask ChatGPT to provide an explanation or teach you about a specific topic.

Example: "Teach me how to get more customers for my hair salon business."



# Some prompts you should be aware of

EV

Can you give me a step by step guide to building an irresistible online presence for my hair salon business?



Certainly! Building an irresistible online presence for your hair salon business is crucial in today's digital age. Follow this step-by-step guide to create a compelling and engaging online presence that attracts potential customers and keeps them coming back for more.



## Step 1: Define Your Brand Identity

1. **Identify Your Unique Selling Proposition (USP):** Determine what sets your salon apart from competitors. Is it your specialty services, personalized consultations, or trendy styles?
2. **Create a Brand Persona:** Develop a consistent brand voice and personality that resonates with your target audience. Decide whether your brand is sophisticated, friendly, edgy, ...

Regenerate

Send a message



**After getting a reply to “teach me” ...**

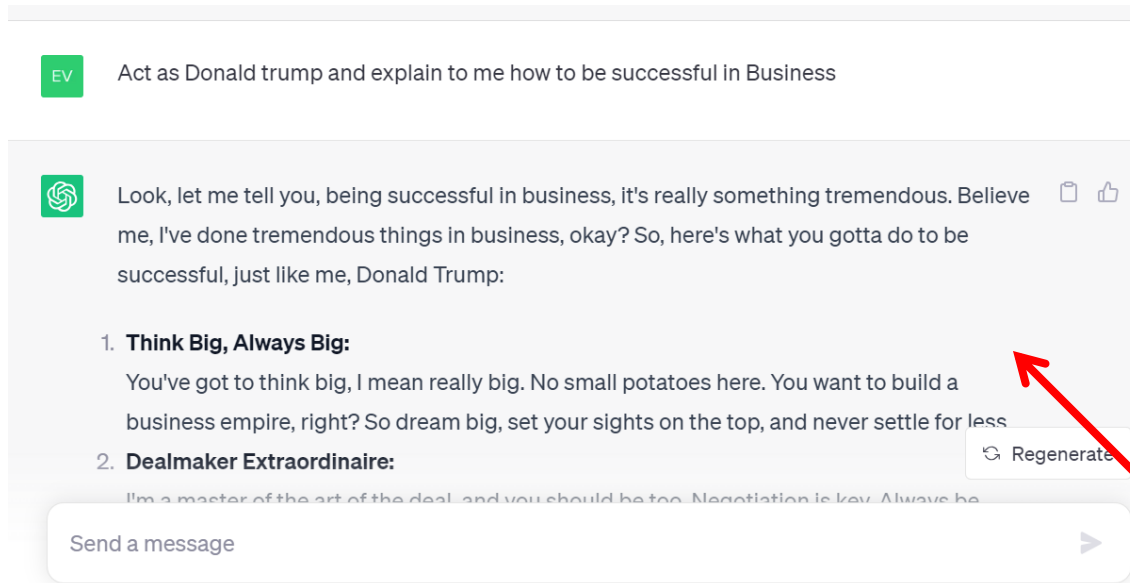
**You could then Iterate / delve deeper**

Delve deeper into one of the points Chat GPT has given you. For example

Can you give me a step-by-step guide to building an irresistible online presence for my hair salon business?

Then ask it about other points and you will get more detail.

# Some prompts you should be aware of



## Act as

In this type of prompt, you instruct ChatGPT to respond as if it were a specific person, character, or entity.

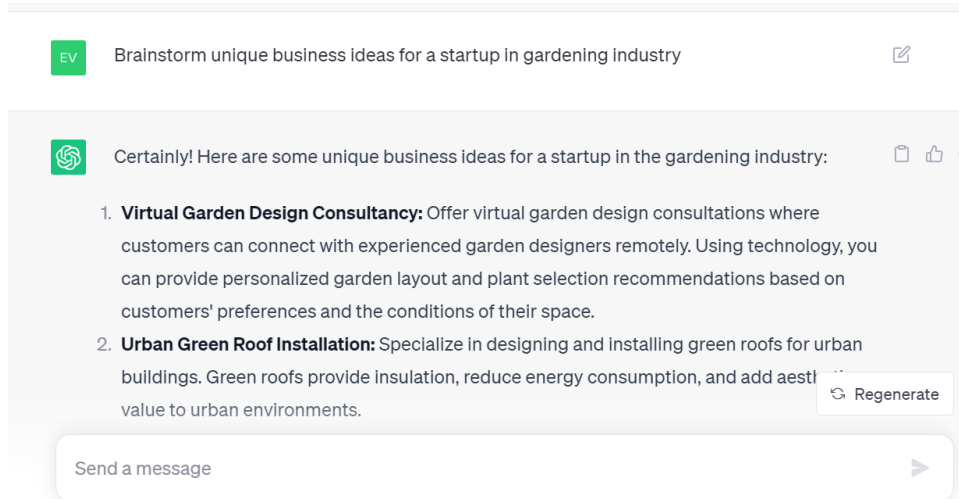
Example: “Act as a recruitment expert and explain 10 pitfalls to avoid when hiring a social media manager”

The content will be written in a more expert voice and will have more detailed expertise

Example: Act as Donald trump and explain to me how to be successful in business “

The content will be in Donald Trump’s tone and language

# Some prompts you should be aware of



## Brainstorm Ideas:

Explanation: Ask ChatGPT to brainstorm ideas on a given topic.

Example: “Brainstorm unique business ideas for a startup in gardening industry.”

Then delve deeper. Eg.

“Can you explore the idea of gardening workshops for kids. Can you give me a list of 10 topics I could cover in the workshops?”



And there are other Generative AI tools that have emerged in the market



**For generating written content – based on LLMs there are 2 other big options**

### **1. Microsoft CoPilot**

Microsoft has rebranded Chat GPT to be CoPilot

<https://copilot.microsoft.com/>

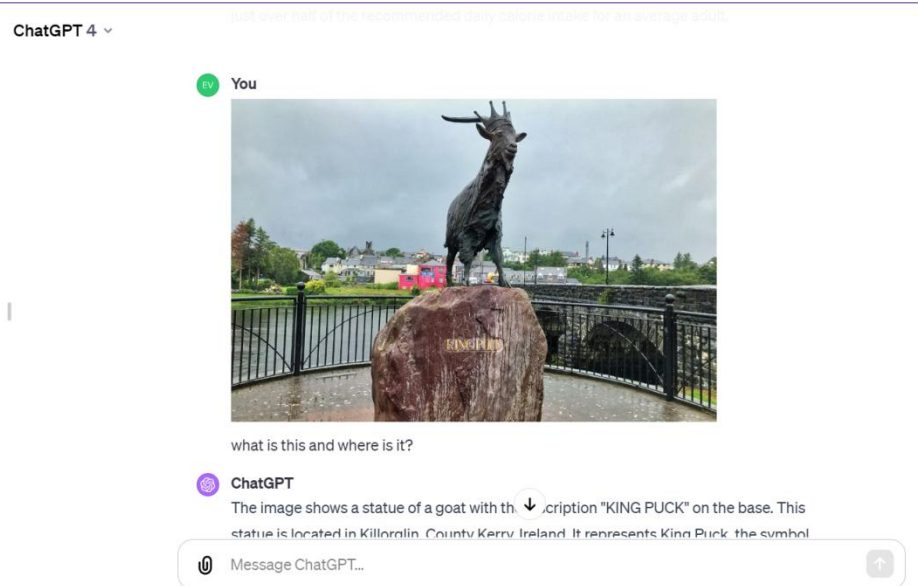
### **2. Google (Gemini)**

Google has their alternative to Chat GPT called Google Gemini

<https://gemini.google.com/app>



# You can interact with images using GPT vision

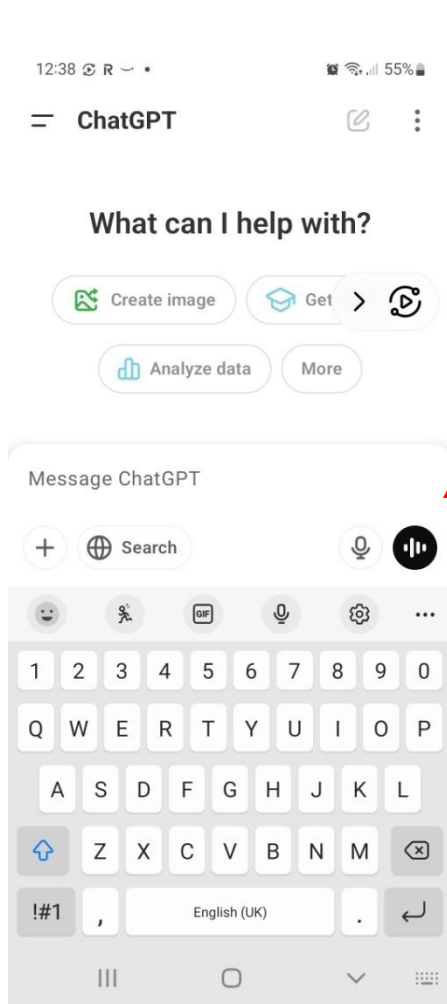


This is in the paid version of chat GPT but is free in Google Gemini and CoPilot

You can attach an image to your prompt and ask GPT questions about it. For example ..

- A photo that you take on holiday – tell me about this place
- A photo of a cable you find a drawer – what is this and what is it used for?
- A photo you take ask for it to be critiqued and how could you improve the composition
- A drawing you made – ask GPT to analyse it
- A maths problem to solve
- A photo of your dinner – how many calories in this
- A photo of items in your fridge – what could you make for dinner

# On mobile only you can use enhanced voice with Video



When you are using the app tap on the enhanced voice icon

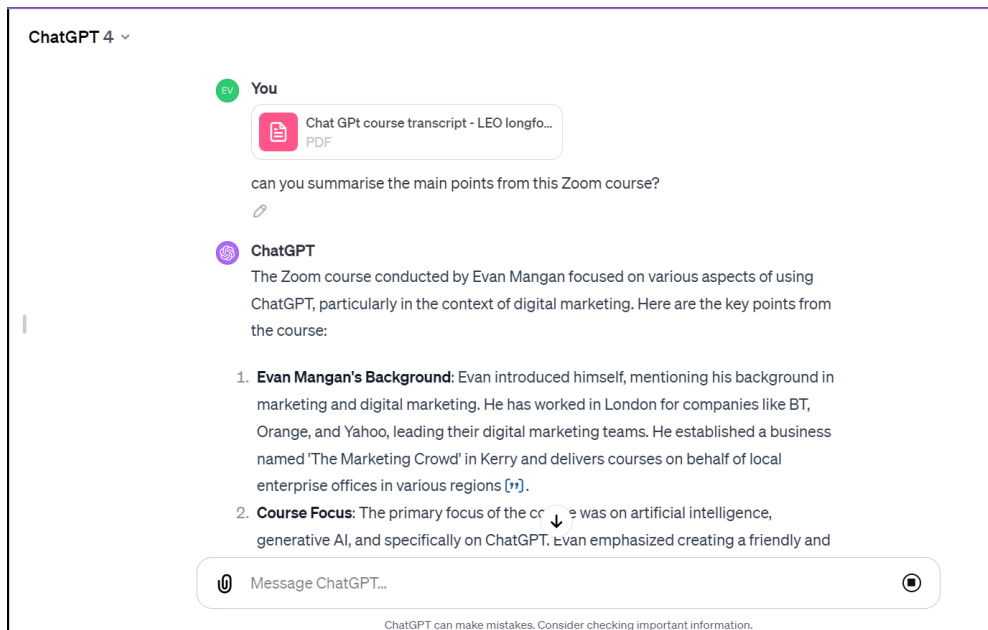
Then tap on the video icon

Chat GPT can now see what your camera can see and you can ask it questions in real time and you can get feedback form Chat GPT

For example: Ask it for advice on

- a maths problem
- The lighting setup for a marketing video you are recording
- The new layout of your shop window
- How to use some new equipment (Gimbal / Microphone) you have bought

# You can attach files and ask GPT to analyse the contents



You can attach a pdf, word or excel and ask it to analyse the contents. For example ...

- Attach a transcript from a Zoom meeting and ask it to summarise the main points
- Attach a CV and ask it to highlight the strengths and weakness of the CV
- Attach a spreadsheet and ask it questions about the data

Image creation within Chat GPT produced for an easy request

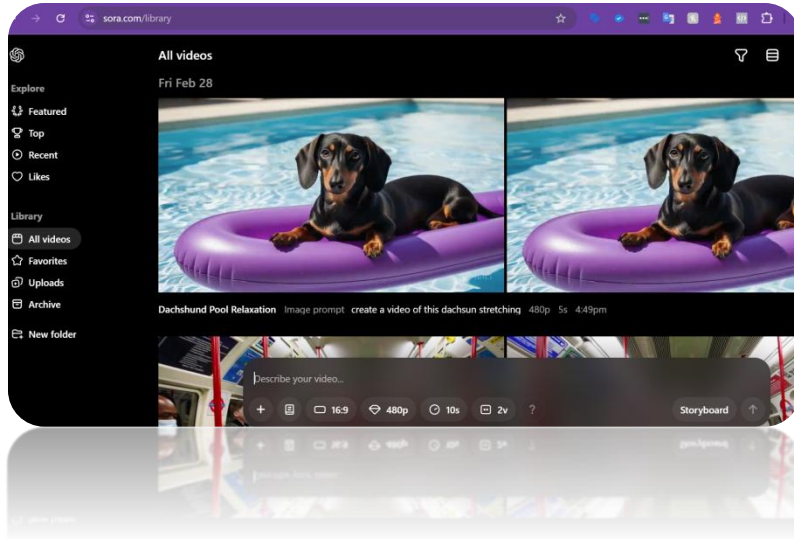


## **A Blue Ceramic Vase with Yellow Tulips**

When I simply asked for an image with a blue ceramic vase with yellow tulips this is what was produced.



# Sora – create videos just by describing them



Chat GPT launched Sora in the US and many other countries just before Christmas and it rolled out to Ireland last week.

It is so much better than any of the other text to video tools I have used. It is currently only available to paid users and to use it you have to go to [www.sora.com](https://www.sora.com) and login with your Chat GPT login.

You can then type in your prompt describing the type of video you want. You can choose the shape (landscape / portrait / square) , the length (currently 10 seconds max) and how many versions you want (up to 4). You can also attach an image and it will turn the image into a video and that feature is excellent.

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# Aim to learn these video editing skills in CapCut



## Fundamentals

- How to cut out parts of a clip
- How to add text and music
- How to add your logo on top of your video

## Intermediate

- How to make very eye-catching Reels
- How to overlay video footage on top of your video
- How to make a voiceover video
- How to make a video speaking to camera
- How to make a product marketing video
- How to make a testimonial video

## • Advanced

- How to use AI tools to edit your videos eg. Edit by deleting text, removing backgrounds,

# Mobile app Video editor – CapCut



 **CapCut**

Go to the app store or play store on your phone.  
Search for and download CapCut

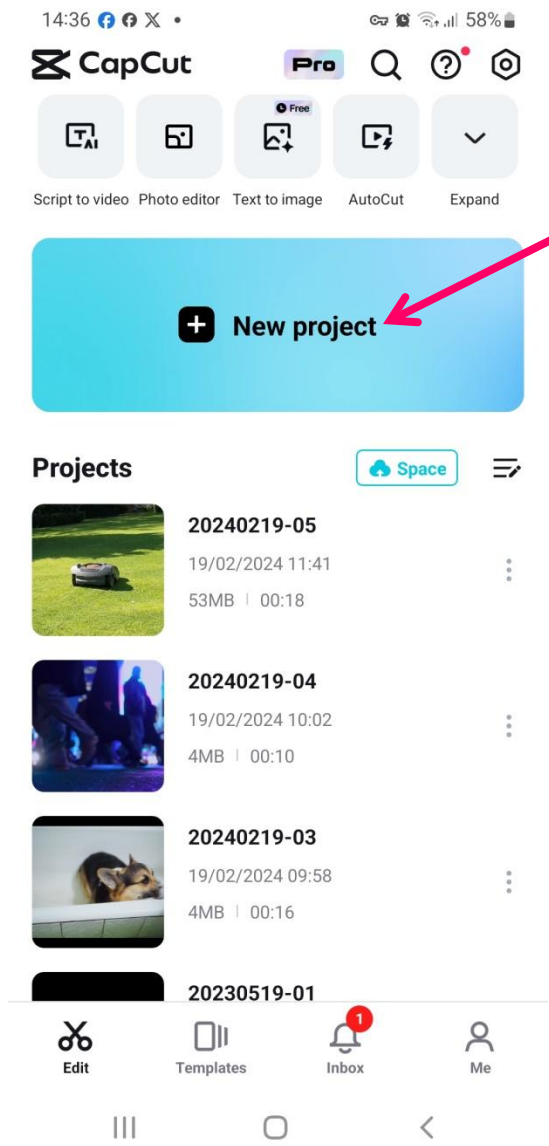
Over 400 million people use Inshot

It is made by Bytedance - the same company  
that owns TikTok so there is a lot of integration  
with TikTok

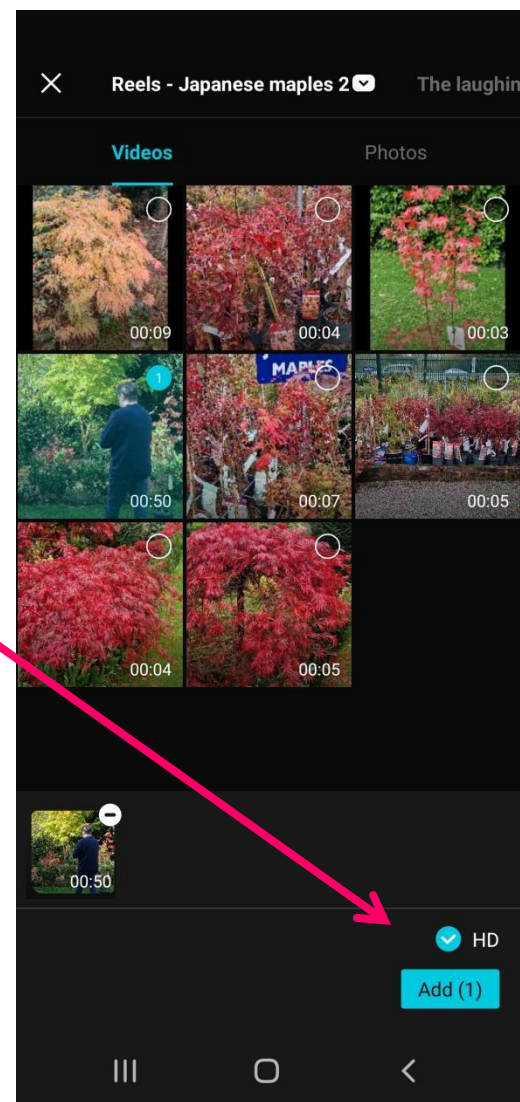
You can use the app for free and there won't be  
a watermark on your video

However, they have lots of Pro features and to  
use those you would need to buy a license

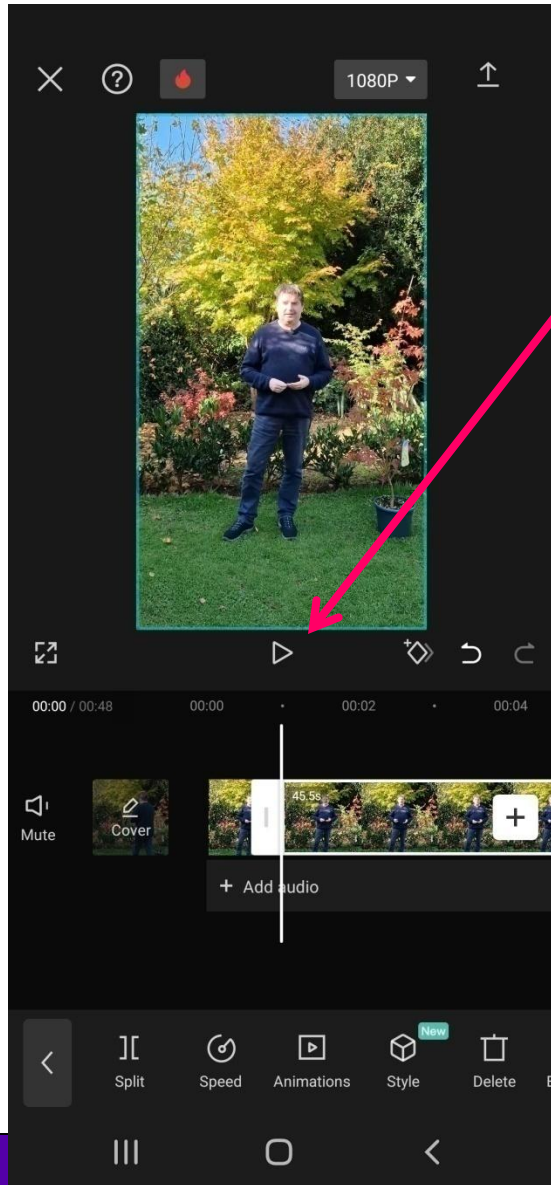
# Demo 1 : How to edit a video (Someone speaking to camera)



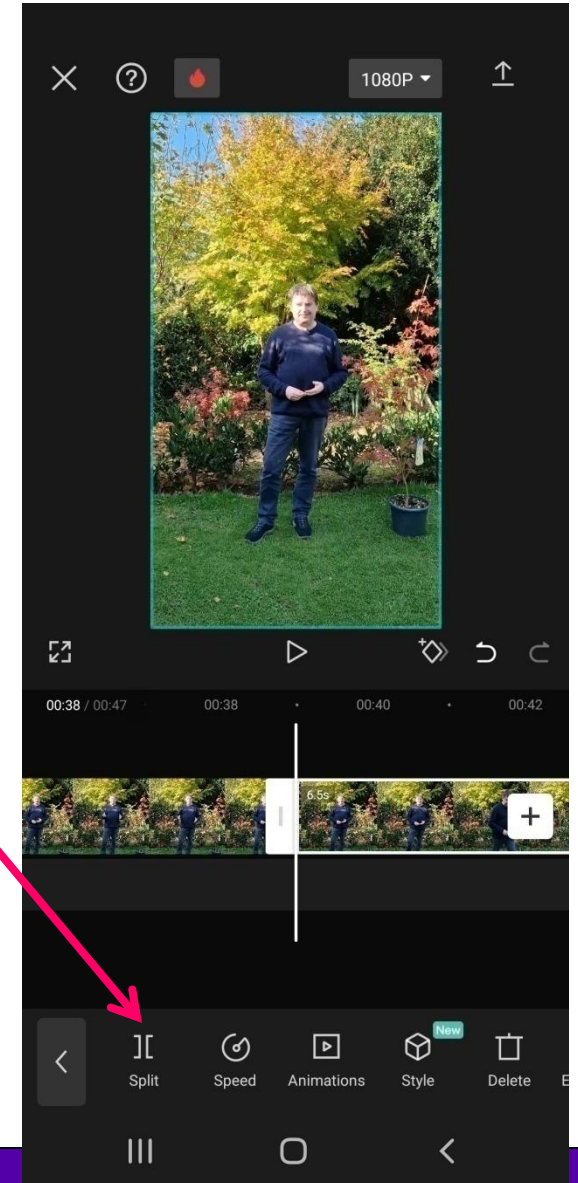
- Open the app
- Tap New project
- Find the album on your phone
- Select the clip you want to start the video with
- Tap HD
- Tap Add



# How to edit a video (Someone speaking to camera)

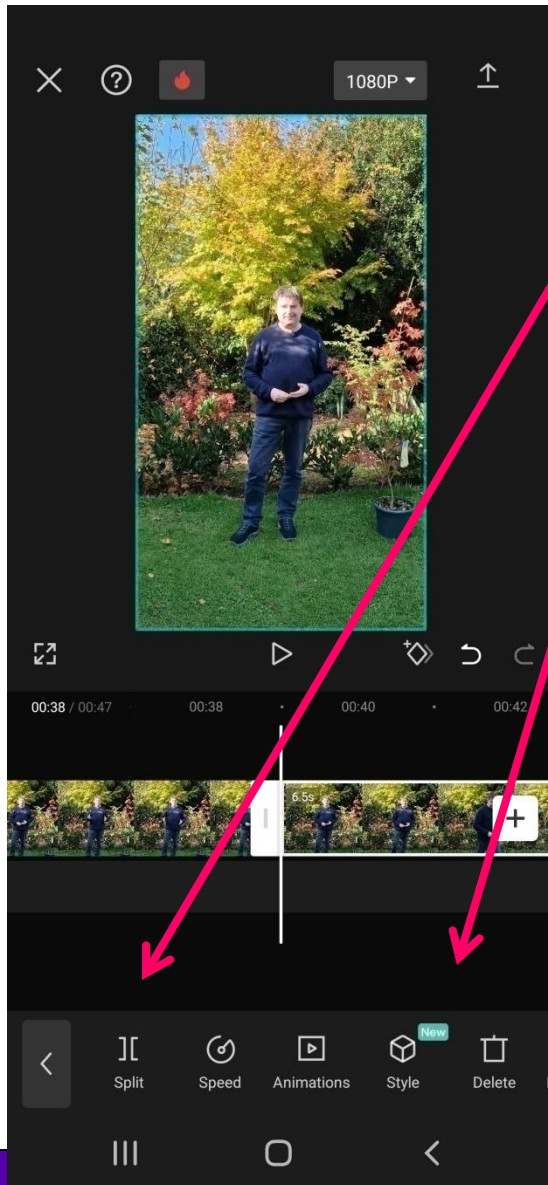


- Your clip is now on the timeline
- Tap play and pause to choose the part where you want to split the clip
- To get the split option either tap edit or tap on the clip





# How to edit a video (Someone speaking to camera)

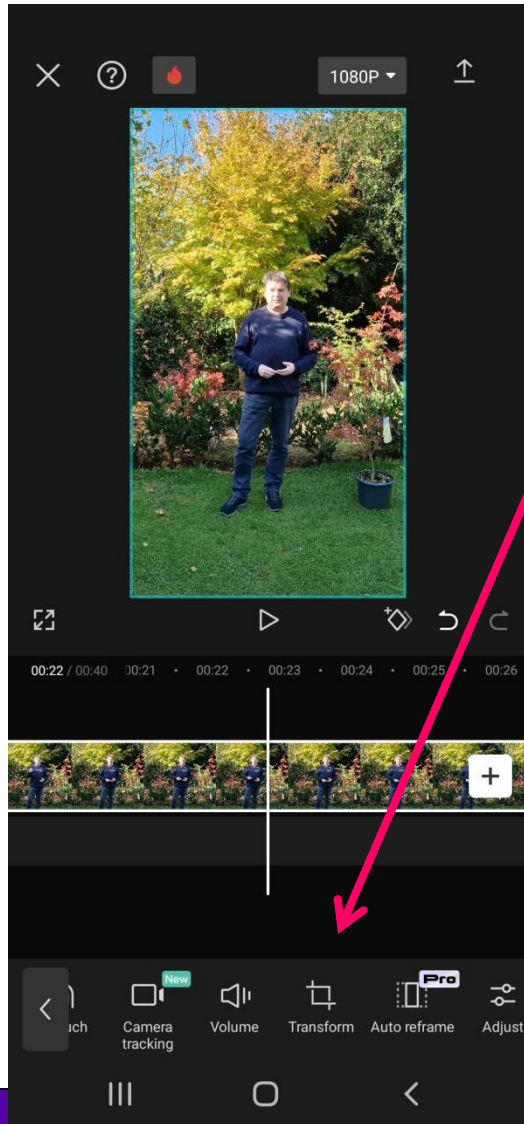


- Tap split
- Then select the part you want to delete
- Then tap on delete
- Then go to the end of your video and if there is something you want to cut out, pause at the end of the part you want to keep and then split and delete the part you don't want

## **Remove the CapCut logo clip at the end**

- At the end of your video will be the CapCut logo. To delete this simply tap on the clip and then tap delete

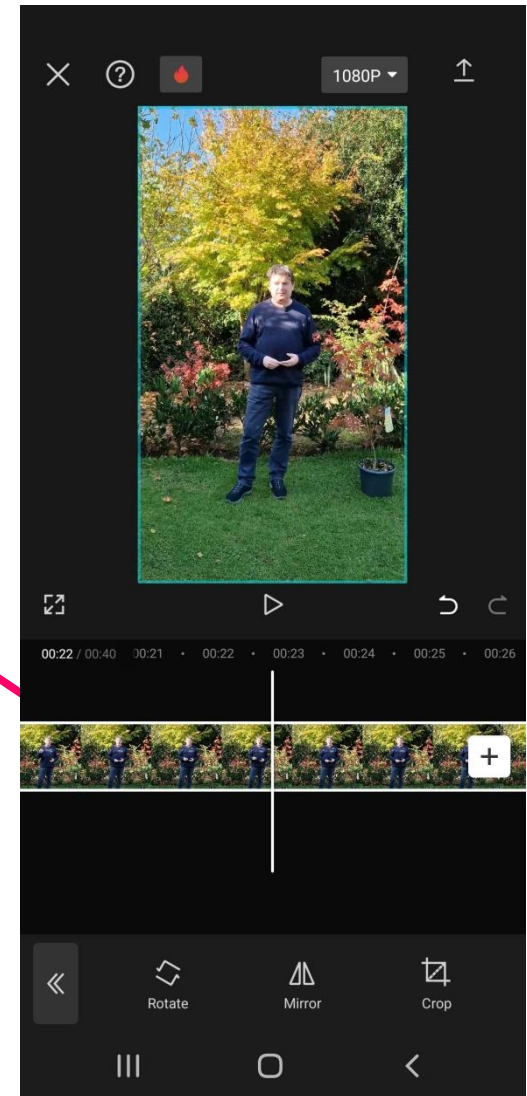
# How to edit a video (Someone speaking to camera)



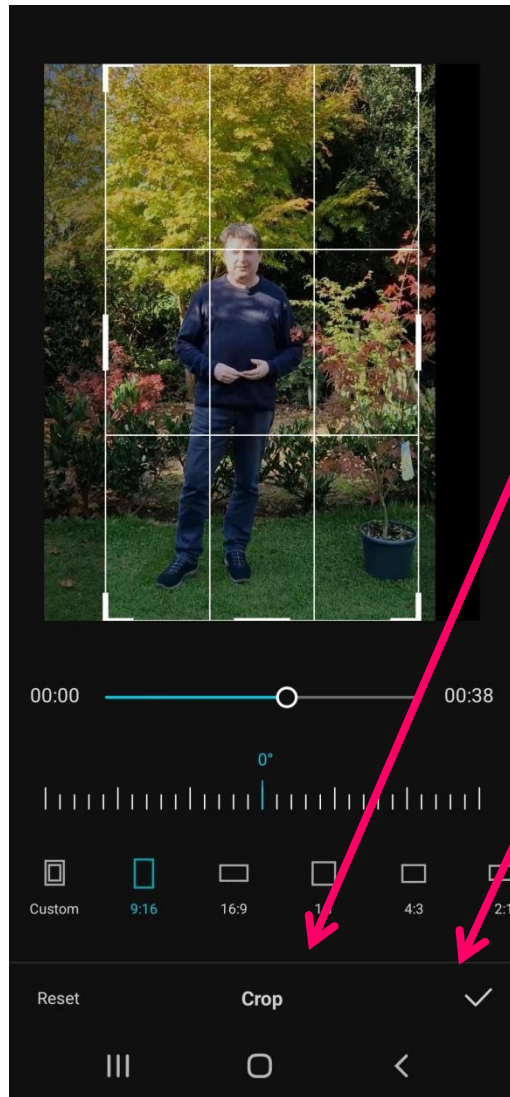
**To crop into the video or crop parts out CapCut**

Tap on a clip  
Then tap transform

Then tap crop



# How to edit a video (Someone speaking to camera)



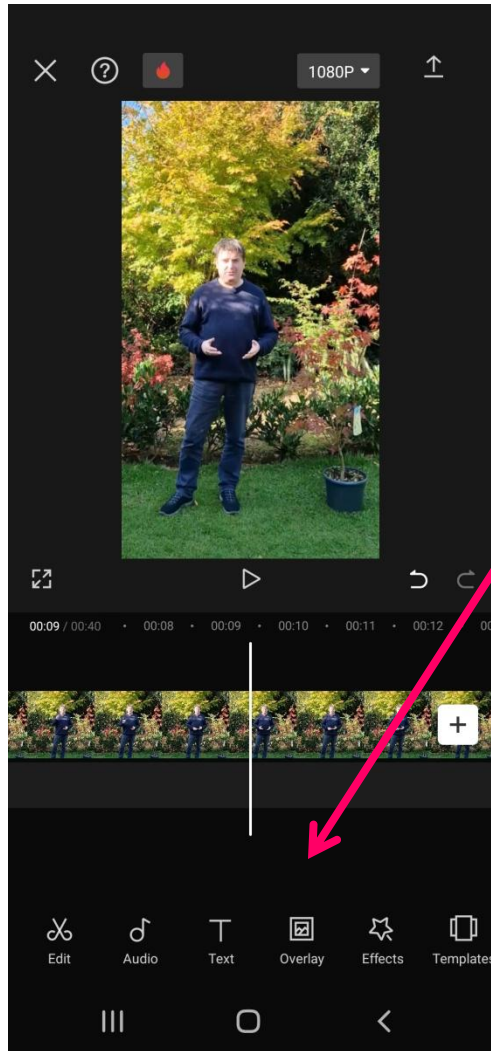
**To crop into the video or crop parts out CapCut**

Select the shape of your video e.g., 9:16

Then drag the corner of the video to choose the crop you want

Then tap on the tick

# How to edit a video (Someone speaking to camera)



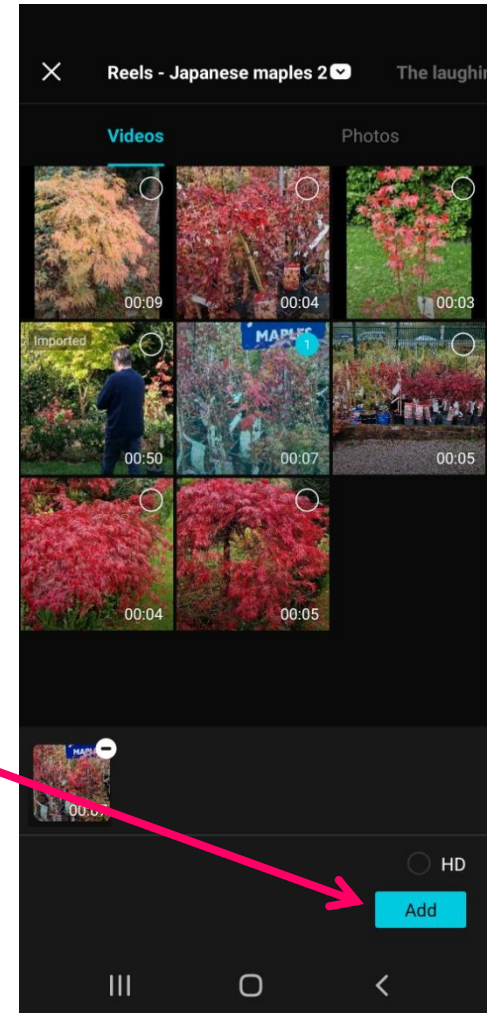
## To overlay footage on top of your video

Play and then pause at the point where you would like to overlay footage

Tap on Overlay in the bottom menu

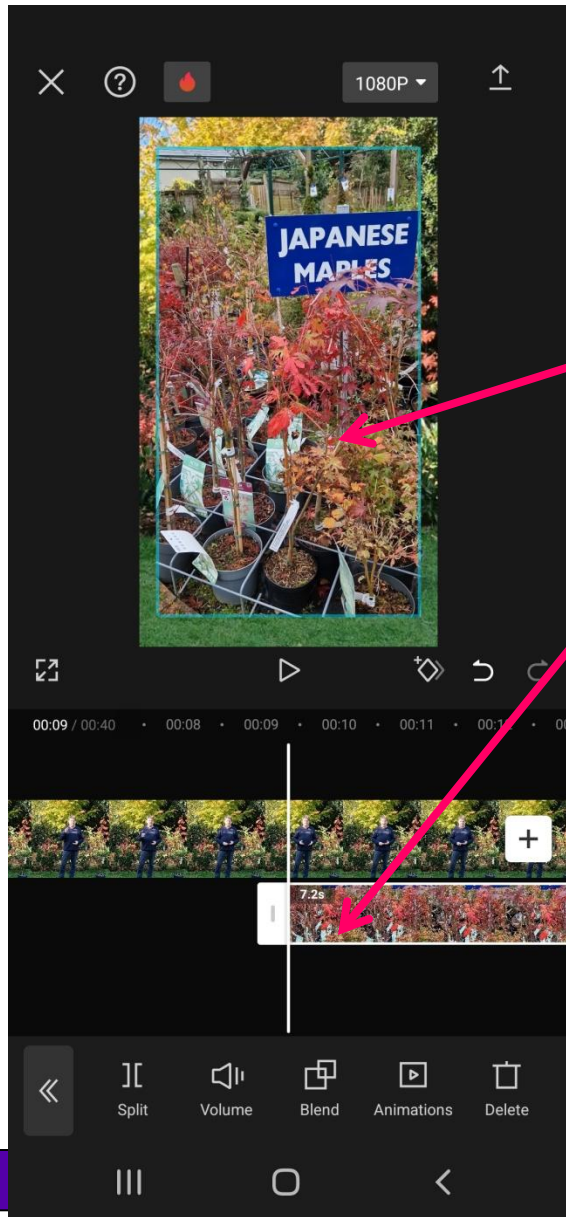
Find the footage / video that you want to overlay. Tap to select

Tap HD and then add





# How to edit a video (Someone speaking to camera)



## To overlay footage on top of your video

The video now appears on top of your main video.

You can pinch it with 2 fingers to expand it to completely cover the main video

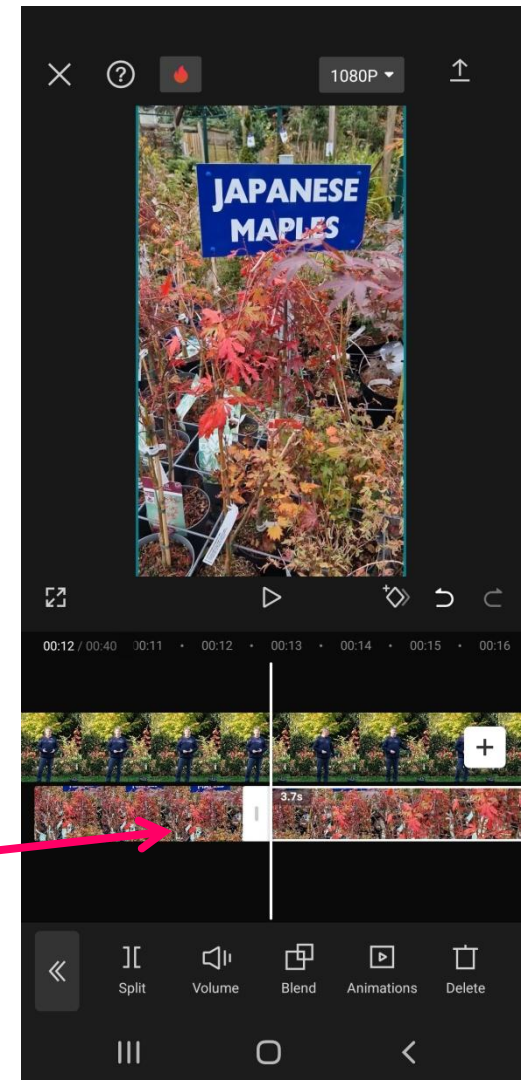
On the timeline the video appears below the main video

Press play and pause where you want the footage to end

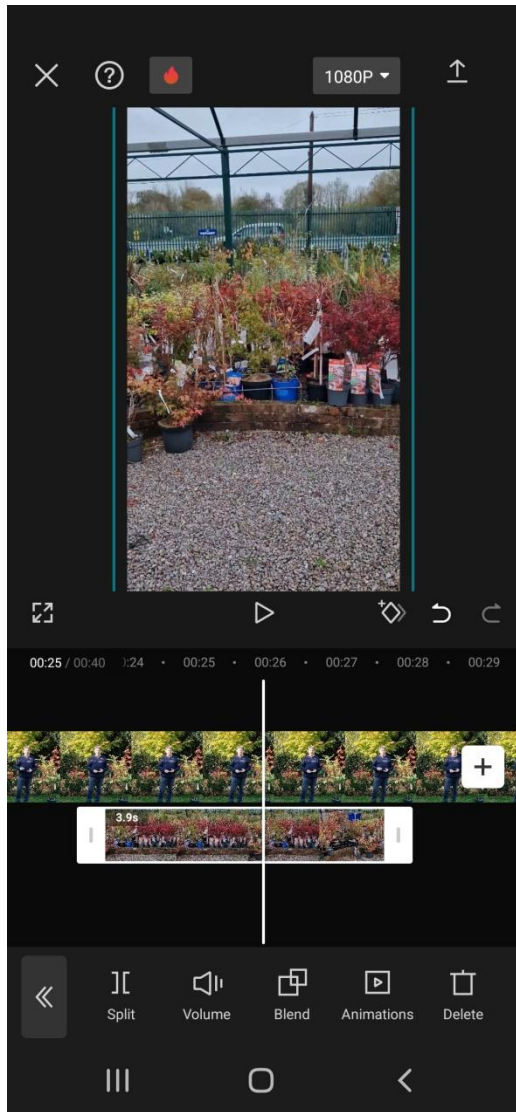
Tap on the footage clip on the timeline

Then tap split and delete

Repeat this process for other footage clips you want to add



# How to edit a video (Someone speaking to camera)



## To add music

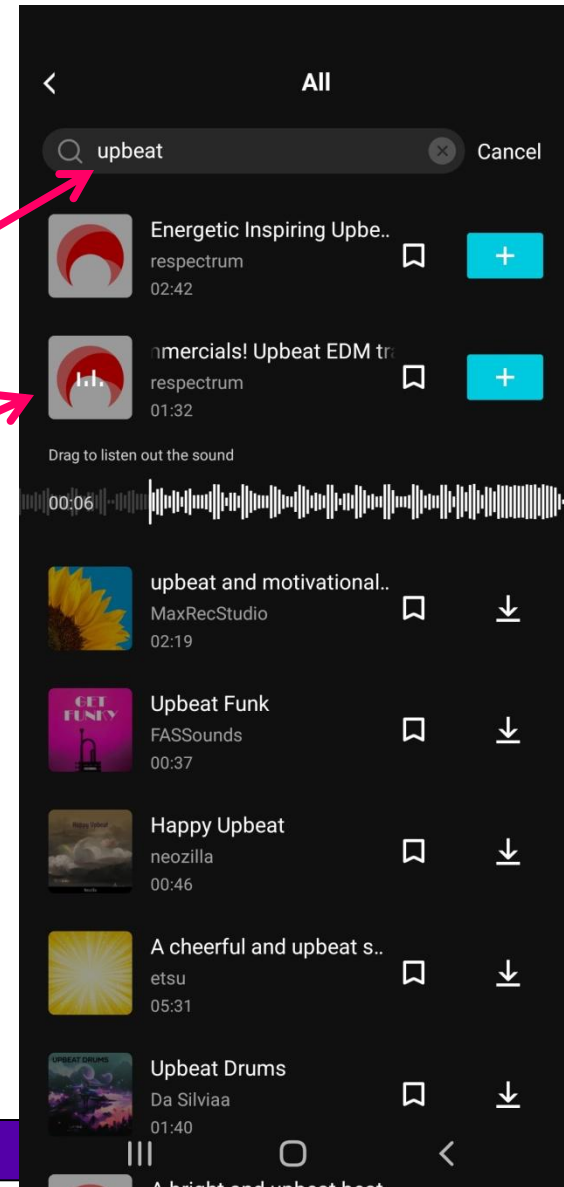
Tap on audio in the bottom menu

Then tap sounds

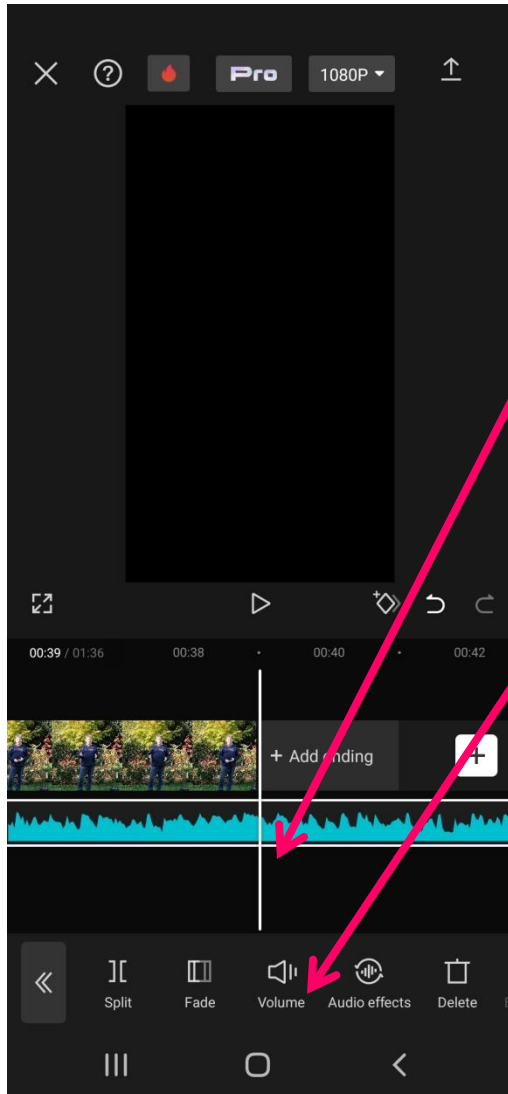
You can then search through their library of music

Tap on the music icon to listen to it

Tap on + to add it



# How to edit a video (Someone speaking to camera)



## To add music

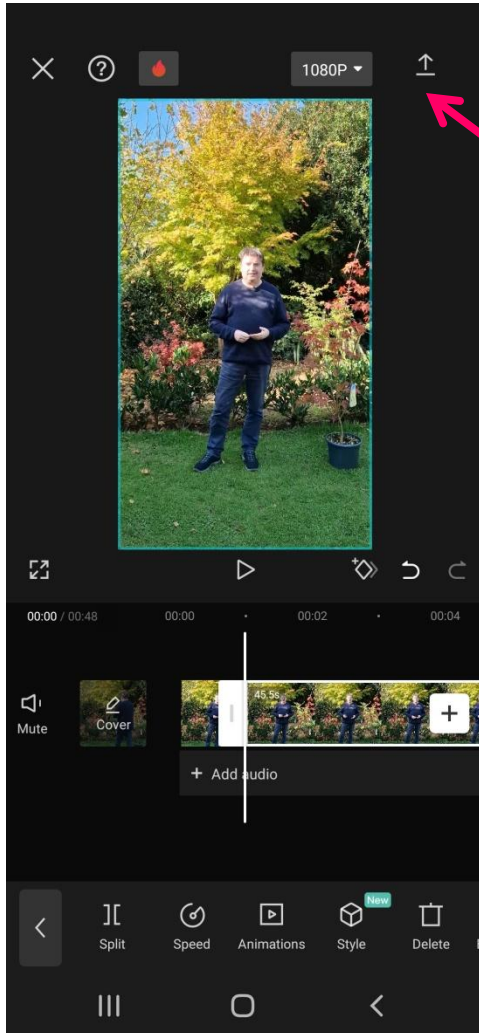
To adjust / reduce the volume of the music, tap on the music in the timeline

Then tap on volume

Then drag the slider to reduce the Volume



# How to edit a video (Someone speaking to camera)

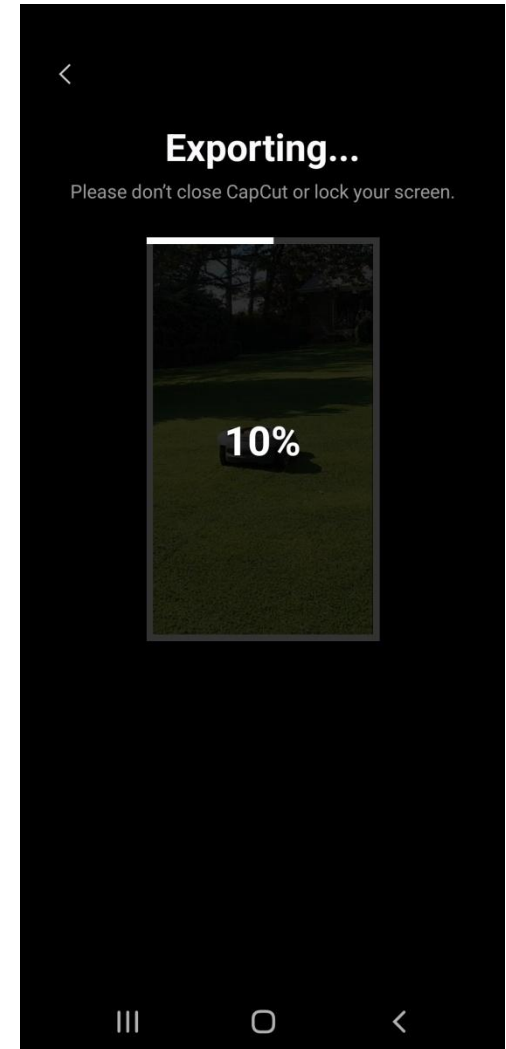


## To export your video

Tap the arrow in the top right of the screen

Your video will export

It will be placed in your camera folder



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# There are 2 big options for getting a high quality website



## 1. Local Web Designer

- Get a custom website designed
- Typical cost ranges from €1,500 - €5,000
- LEO grant available



## 2. Build your own using Site build platforms

- Look at templates on wix.com , weebly.com, squarespace.com Easily tailor these yourself. No web designer. Typical cost is €25 / month
- You can now easily use AI to build a website for you on Wix. Tell it about about your business and products and it will create it for you. See details here <https://www.wix.com/blog/best-ai-website-builder>
- Look at shopify.com for an ecommerce website. Typical cost is €30 / month

# How you can use Chat GPT for website engagement and conversion



You could use Chat GPT of Gemini to help you with this

## **Get help with defining your website goals and strategy**

I'm creating a new website for my business. Act like a website marketing expert and help me define the main goals and features I should include to attract customers and generate sales.

## **Get help with creating a website brief for a web designer**

Act like a website marketing expert and create a website brief for my website, including homepage layout, key pages, color scheme, and functionality recommendations."

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# Ensure your website isn't a leaky bucket

Once you have a website It's tempting to focus on driving traffic to your website.

However, if you do, you could be spending lots of time and money driving traffic into a website that is not geared up to convert the traffic into enquiries and sales.

You could be spending lots of time driving traffic into a leaky bucket.

You should focus on employing tactics that will

1. Engage your website visitors
2. Then convert them into enquiries and sales



# Setup your website to engage visitors – Checklist of tactics for your website

## Tactics To Increase engagement

### Don't immediately scare or frustrate

- Ensure you have an SSL cert
- Ensure the page loads quickly

### Immediately resonate

- Write compelling headlines that quickly engage visitors who land
- Bullet point key features / benefits
- Embed Videos that will engage visitors

### Build credibility & Trust

- Highlight any media coverage you have received.
- Use statistics for number of customers, years in business etc.
- Highlight blog posts on key pages to engage and build trust

### Encourage Browsing

- Have image and text links to tempt visitors to browse around
- Make it easy for visitors to find what they want - Have a simple navigation
- Make it easy for visitors to find what they want Have site search

### Measure whether people are engaging or not – install Google analytics

Research how you compare with competitors and continually refine your site





# How to convert the visitors who engaged – checklist for your website

## Tactics to increase conversions

### Entice

- Test different offers
- Psychology – use limited time offers
- Psychology – use a countdown timer for your offers
- Psychology – scarcity can increase conversions

### Reassure

- Aim to get visitors to read testimonials – ways to best present testimonials
- Consider offering a satisfaction guarantee
- Create product / service videos that will convert visitors
- Explain what makes you different
- Ensure returns policy is better than competitors

### Encourage Action

- Ensure you have call to action buttons on all key pages
- Add Request a Call back buttons (if offering a service)
- Optimise your enquiry forms



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**Learn Skills**



1



**Get A Website**



2

3

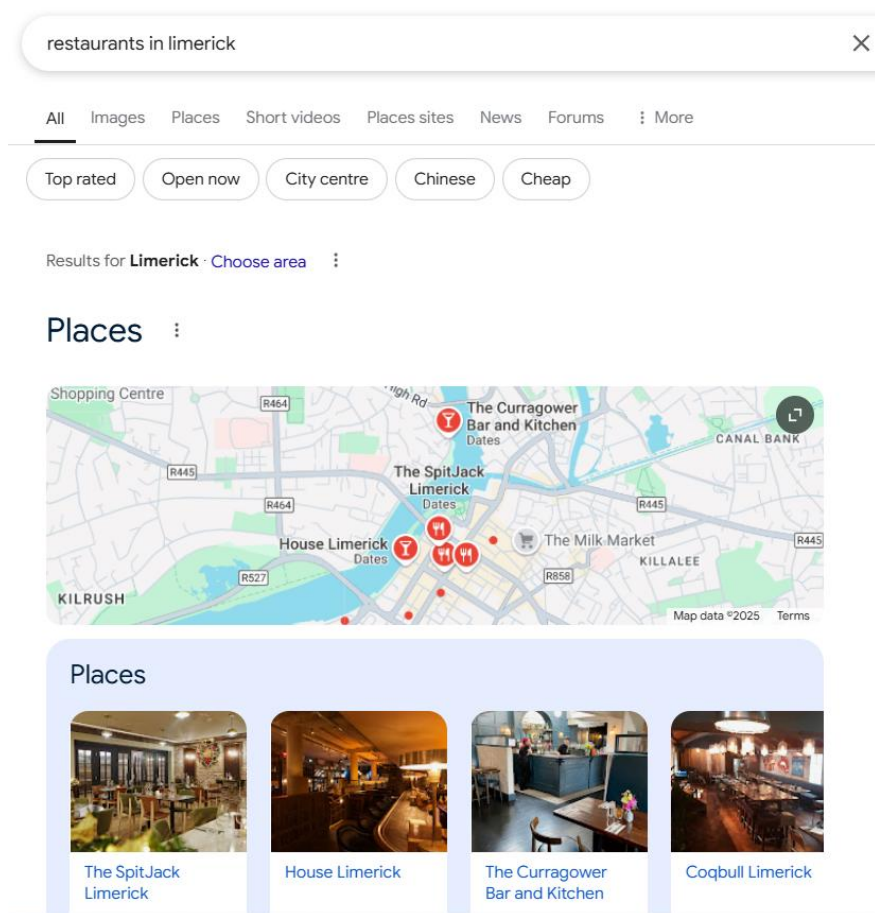
**Engage & Convert Web Visitors**

4



**Free Traffic**

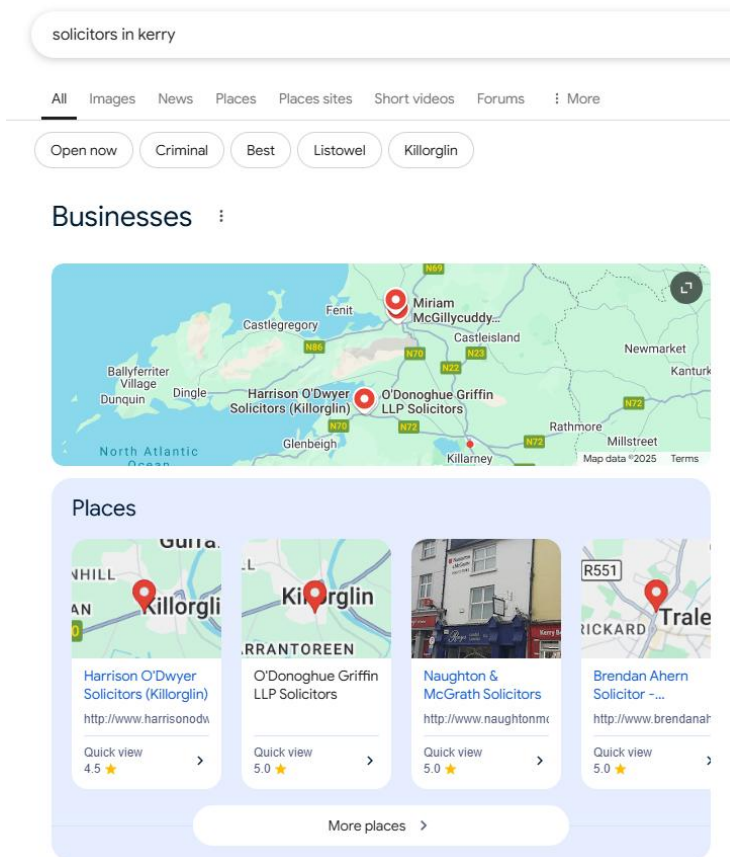
# Get found in Google local map results



When someone searches using the name of a town or county, Google places “Google profiles” prominently on page one under a map

- Create a Google Business Profile
- Add relevant content and images.
- Get reviews for your listing.

# What is a Google Business Profile – it gets you found in the 3 map results






- You can get a free Google Business Profile
- Whenever someone searches using a Geographic term in the search e.g. Solicitors in Kerry, they will place 3 listings in the map results at the top of the page

The only way to appear in these map results is to have a Google Business profile

Note: You could have your listing appear in the map results and your web page appear in the 10 organic search results below them

# What is a Google business profile – it also appears on the right hand side when people search for your business by name



[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 22,500 results (0.65 seconds)

[Treyvau's Restaurant](#)  
treyvau'srestaurant.com/ ▼  
This site may be hacked.  
Treyvau's is a family run Restaurant located in the heart of Killarney. Specialising in International cuisine, you can sample such mouth watering delights like, ...  
Menu · Sunday Lunch · Lunch

[Treyvau's, Killarney - Restaurant Reviews, Phone Number & Photos ...](#)  
<https://www.tripadvisor.ie> > ... > County Kerry > Killarney > Killarney Restaurants ▼  
★★★★★ Rating: 4.5 - 546 reviews  
Treyvau's, Killarney: See 546 unbiased reviews of Treyvau's, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 restaurants in Killarney.

[Dinner Menu - Treyvau's Restaurant / Killarney County Kerry ...](#)  
[www.ireland-guide.com/menu/treyvau's-restaurant.5649.4497.html](http://www.ireland-guide.com/menu/treyvau's-restaurant.5649.4497.html) ▼  
Dinner Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

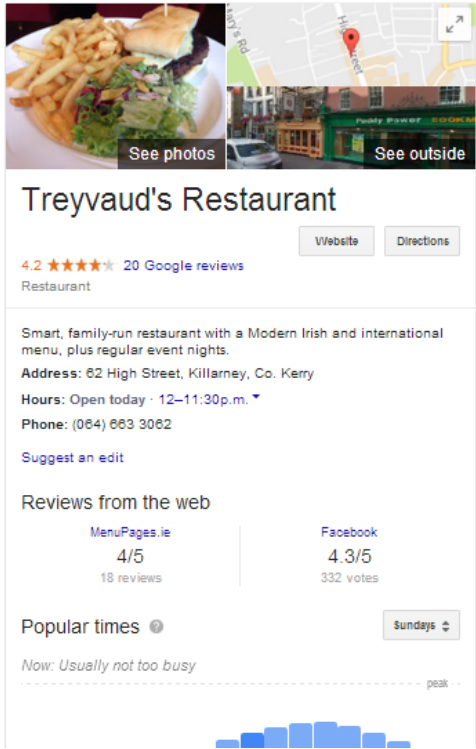
[Lunch Menu / Treyvau's Restaurant / Killarney County Kerry ...](#)  
[www.ireland-guide.com/menu/treyvau's-restaurant.5648.4497.html](http://www.ireland-guide.com/menu/treyvau's-restaurant.5648.4497.html) ▼  
Lunch Menu for Treyvau's Restaurant in Killarney County Kerry Ireland.

[Treyvau's Restaurant Reviews Online | Menupages Community](#)  
[www.menupages.ie](http://www.menupages.ie) > Kerry > Kerry Central > Killarney ▼  
★★★★★ Rating: 4 - 18 reviews · Price range: €€€  
Read reviews of Treyvau's Restaurant Killarney Kerry from the Menupages Community. Submit your Review today.

[Treyvau's | Facebook](#)  
<https://www.facebook.com> > Places > Killarney > Restaurant ▼  
★★★★★ Rating: 4.3 - 332 votes  
Treyvau's, Killarney, Ireland. 15644 likes · 108 talking ... Been to many top restaurants all over the world and this is one of the best. Beautiful food, prepared and ...

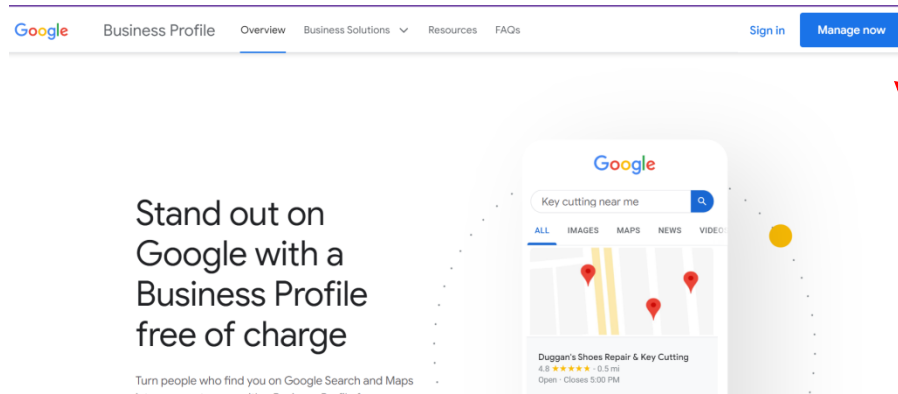
[Treyvau's - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...](#)  
<https://www.yelp.ie> > Restaurants > French ▼  
★★★★★ Rating: 4.4 - 44 reviews · Price range: €€€-€€€  
was on our short list of

## Google Business Profile



The Google Business Profile for Treyvau's Restaurant is displayed on the right side of the search results. It features a header with a photo of food and a map snippet. Below the header, the restaurant's name 'Treyvau's Restaurant' is shown, followed by a 4.2-star rating from 20 Google reviews. The profile includes a 'Website' button and a 'Directions' button. A description states: 'Smart, family-run restaurant with a Modern Irish and international menu, plus regular event nights.' The address is '62 High Street, Killarney, Co. Kerry'. The hours are 'Open today · 12–11:30p.m.'. The phone number is '(064) 863 3062'. There is a 'Suggest an edit' link. The 'Reviews from the web' section shows ratings from MenuPages.ie (4/5, 18 reviews) and Facebook (4.3/5, 332 votes). The 'Popular times' section shows a bar chart for the current time, indicating it is 'Usually not too busy'.

# Getting started



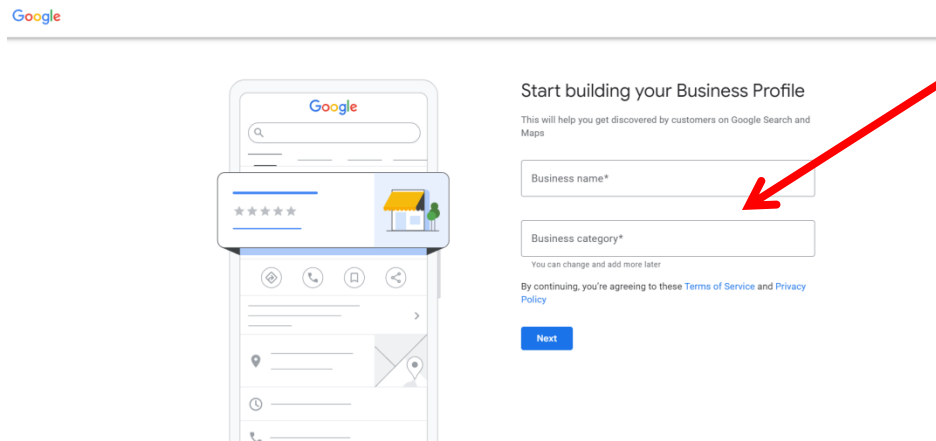
**Go to [Google.com/business](https://www.google.com/business)**

Click sign in on the top right and login with your Gmail account logins

If you have a listing setup using that account it will take you to it.

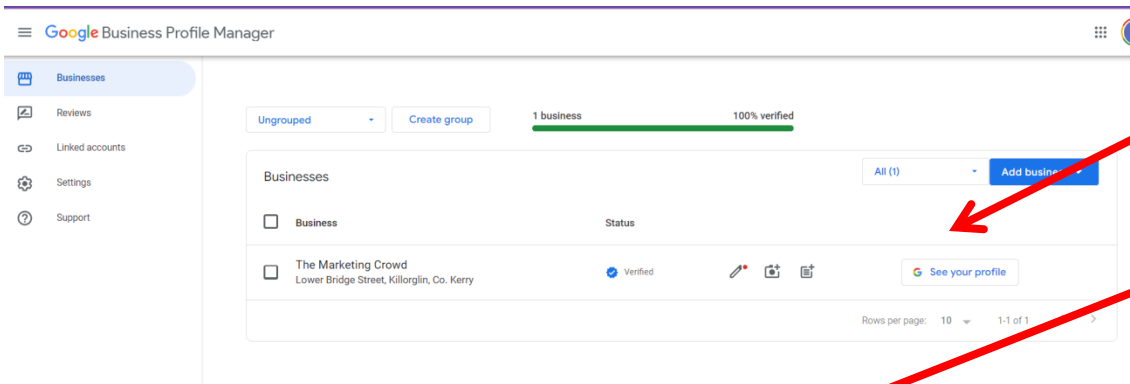
If not it will ask you to search for your business

If you business doesn't have a listing it will ask you to create one



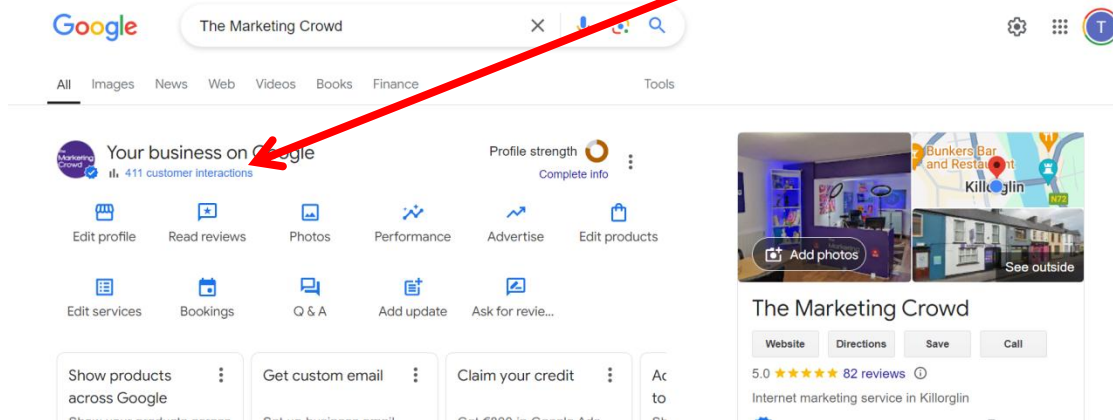


# How to setup and optimise your Google business profile



**When you do login to your listing you need to click on “see your profile”**

**It will now take you to a Google search result for your business name where you can now update your profile**



# How does Google choose the top 3 profiles to put in map results?

## Google Business Profile Optimisation

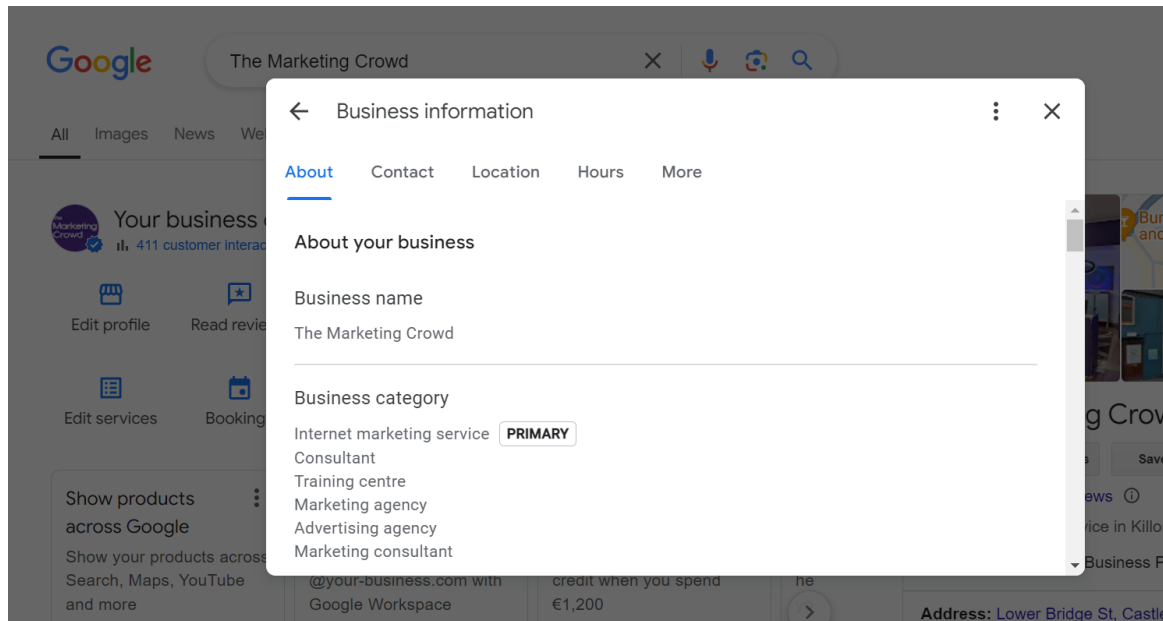
They want

1. The most relevant profiles
2. That are comprehensively filled in
3. That are most trusted

Therefore, you need to

1. Ensure you add categories, location and content that will make you relevant
2. Ensure you fill in all the sections and upload lots of images and videos
3. Get as many 5 star reviews as you can and more than your competitors

# How to setup and optimise your Google business profile



Click on “edit profile” and then work your way through each section and ensure you complete each section

- Add 4-5 categories and not just one
- Add a geographic Service area – this is crucial in getting you found in those locations
- Add opening hours, products, services, company overview etc.

# How to setup and optimise your Google business profile

## Add images to your listing

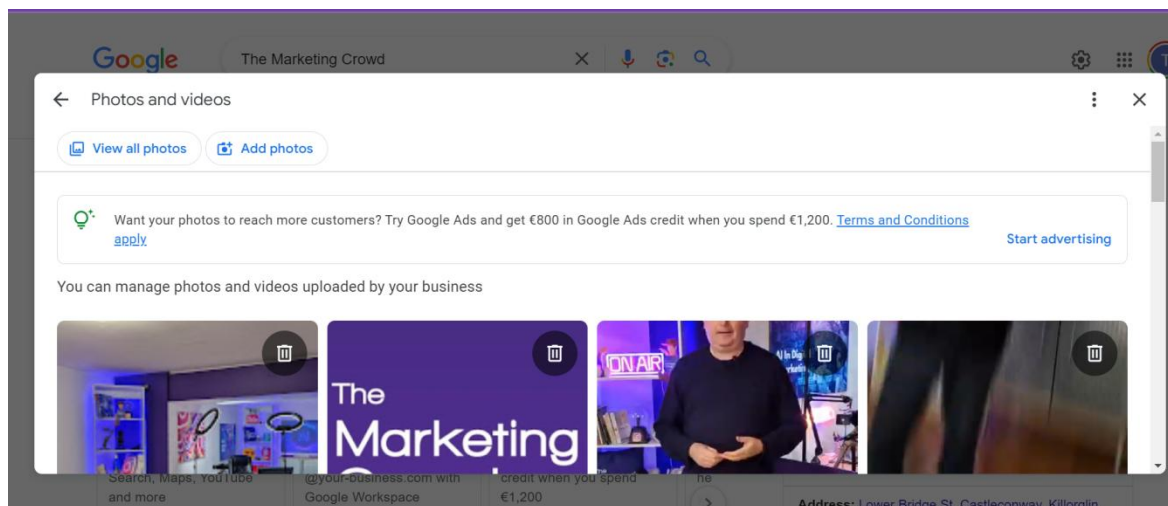
To add images click “Photos”

Ensure you upload your “identity” photos.

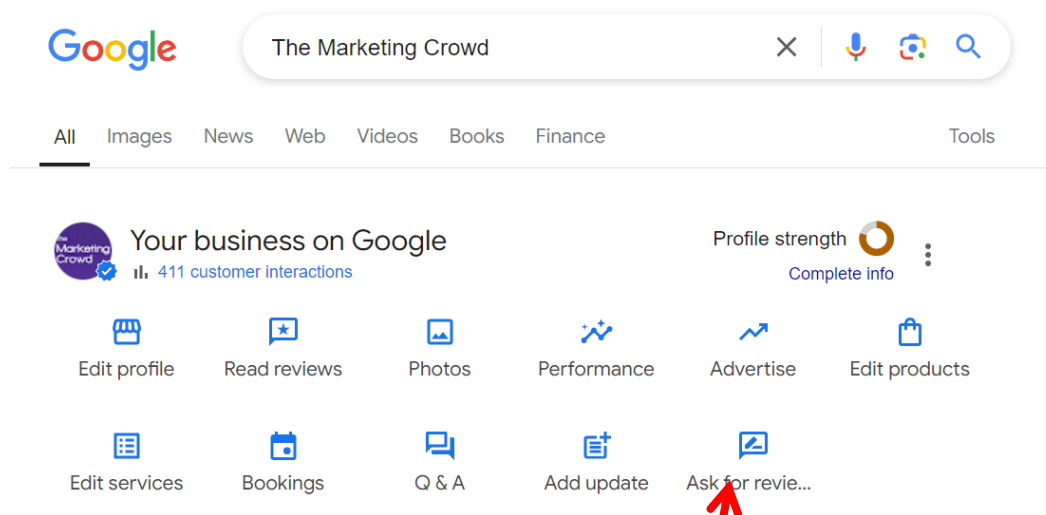
### Cover Photo

Your cover photo is displayed on your [Google+ page](#) and should be something that showcases your business’s personality and helps potential customers identify you. The best dimensions for your cover photo are 2120 x 1192 pixels.

**Add photos to all sections – exterior, interior, staff etc.**



# How to setup and optimise your Google business profile



## Try to get reviews for your Google listing

If you are in a very competitive market for local searches E.g. Hotels, restaurants, plumbers, Google will place the Listings with the most / best reviews highest in the search results.

To get more reviews, when you are in your listing click on Get more reviews. It will give you a link that you can then email customers. When they click it will take them directly to the reviews section of your listing

# What we will cover

1. The big picture for your digital marketing
2. Understand how generative AI tools such as Chat GPT and Google Gemini can help you achieve your digital marketing goals.
3. Focus on making better marketing videos. CapCut is an amazing editor you can use.
4. Ensure you have a website – don't just depend on having a social media presence.
5. Focus on increasing your website conversion rate by implementing proven tactics.
6. Optimise your Google Business Profile to get found high up in search – Google now chooses 6 profiles for page 1 local results.
7. **SEO – Focus on getting your website appearing high up in Google search results.**
8. AI search will become far more important in 2025. Do you understand how to get your business found in perplexity.ai and GPT search?
9. Understand how social media algorithms work and what you need to post to attract and engage followers.
10. Build your email marketing list in 2025. With lower organic reach in social media it's becoming more important than ever.

# Get found in Google organic search results

When it comes to driving traffic to your website, getting found high up in Google search results needs to be your top priority.

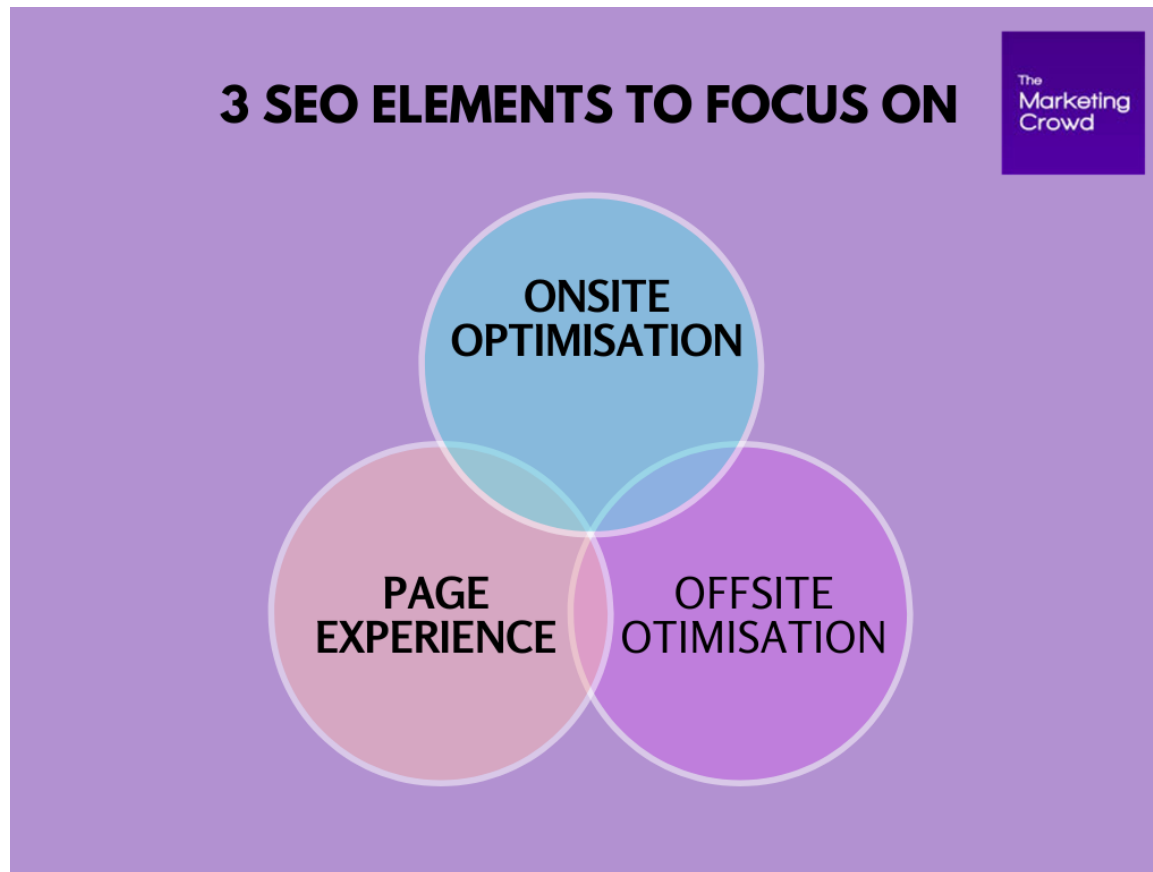
The essence of SEO is that you have a page for every big topic you want to be found for. Therefore, you will need a dedicated page for all of your main products/services and some other topics that customers might be searching for.





# Recap on the main elements of SEO

In order to get found high up in Google's organic/free search results you need to focus on...

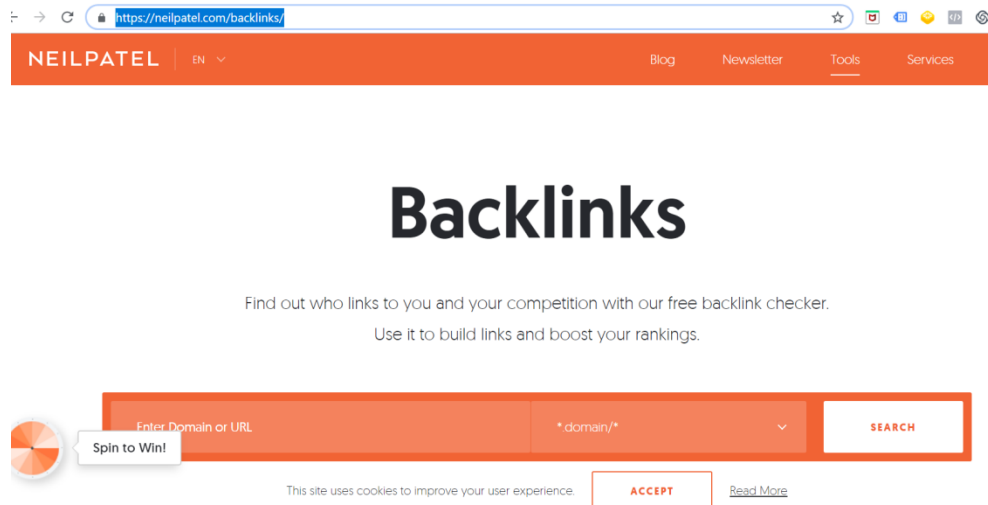


# Offsite Optimisation



1. **Backlink Building:** Acquiring high-quality backlinks from reputable websites is crucial for off-site SEO. Backlinks are essentially votes of confidence from other websites, signalling to search engines that your website is credible and authoritative.
2. **Content Marketing:** Creating and promoting high-quality, shareable content can attract natural backlinks and social signals, thereby boosting your website's visibility and authority

# Check your domain authority and those of your competitors



The screenshot shows the Neil Patel Backlinks tool interface. At the top, there's a navigation bar with 'NEILPATEL' and a language dropdown set to 'EN'. Links for 'Blog', 'Newsletter', 'Tools' (which is underlined), and 'Services' are also present. The main heading is 'Backlinks' in a large, bold font. Below it, a subheading reads: 'Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings.' A search bar is prominently displayed with a placeholder 'Enter Domain or URL' and a dropdown menu showing '\* domain/\*'. A 'SEARCH' button is to the right of the search bar. A 'Spin to Win!' icon is on the left. At the bottom, a cookie consent banner states 'This site uses cookies to improve your user experience.' with 'ACCEPT' and 'Read More' options.

Go to <https://neilpatel.com/backlinks/>

Sign in with your Gmail address

Then in a different tab search on Google using the main search term you want be found for.

Then choose 3 website that are appearing on page 1.

Enter their urls into the tool

# Look at who is linking back to competitors that are doing well in Google search

patel.com/en/seo\_analyzer/backlinks?domain=brownthomas.com

US	Ubersuggest				
Source: en.wikipedia.org	Target: brownthomas.com	98	71	9%	our histo
custom page layout the easi...	Source: wordpre... NF	98	55	2%	http://w
Galen Weston - Wikipedia, I...	Source: es.wikip... NF	96	56	12%	«our histo
Folha de S.Paulo - Centro co...	Source: www1.fol... NF	96	45	2%	www.bt2
Dublin attractions: Top spots...	Source: cnn.com... NF	95	59	1%	brown th
Christmas in Dublin: Good C...	Source: nytimes.c... NF	95	58	1%	brown th
Source: goo.gl/B1...	Target: brownthomas.co... NF	95	55	1%	
How to Instantly Boost Your ...	Source: medium... NF	95	50	1%	brown th

## Look at your backlinks and look at competitors backlinks

If you scroll down you can see which sites are linking back to them. Make a note of what type of backlinks they are and which sites eg.

Directories

Supplier websites

Sponsorships / promotions

Blogger reviews

Generate article mentions

Ask yourself could these sites also link to you? Does it give you ideas of ways you could go about getting backlinks?

# Onsite Optimisation – Ensure Google sees you have a relevant page



1. Conduct keyword research to figure out what topics you want to be found for and what search terms you will target
2. Ensure you have a page for each topic
3. Add relevant search terms to the Meta title of each page
4. Add a relevant headline
5. Write body text that has content relevant to the topic
6. Tag the images on the page with keywords relevant to the topic

# Page experience – Ensure Google sees your site loads quickly

## Page Speed Analysis



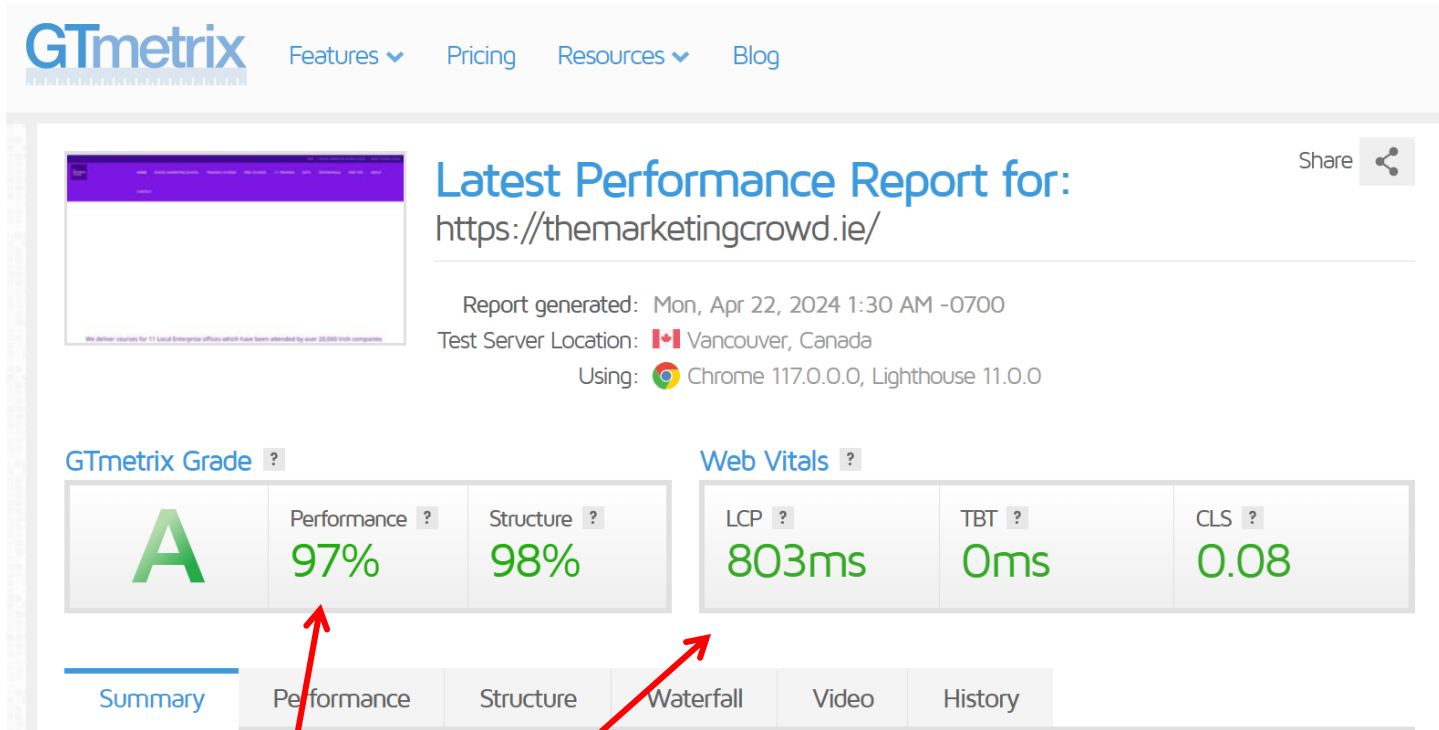
Google wants pages that load quickly and are mobile friendly

It has a number of tests called Core Web Vitals test

You can test the load speed for you web pages by using this website

<https://gtmetrix.com/>

# Page experience – Ensure Google sees your site loads quickly



In the report you ideally want ...

Performance over 90%

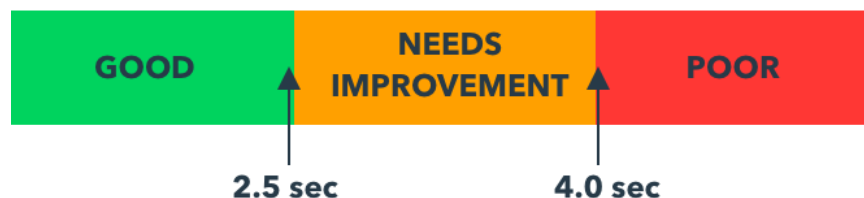
LCP less than 1.2 seconds (this is how long it takes the largest element in the page to load)



# Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(Loading)  
**LCP**

Largest Contentful Paint



## How To Fix Issues if your score is poor

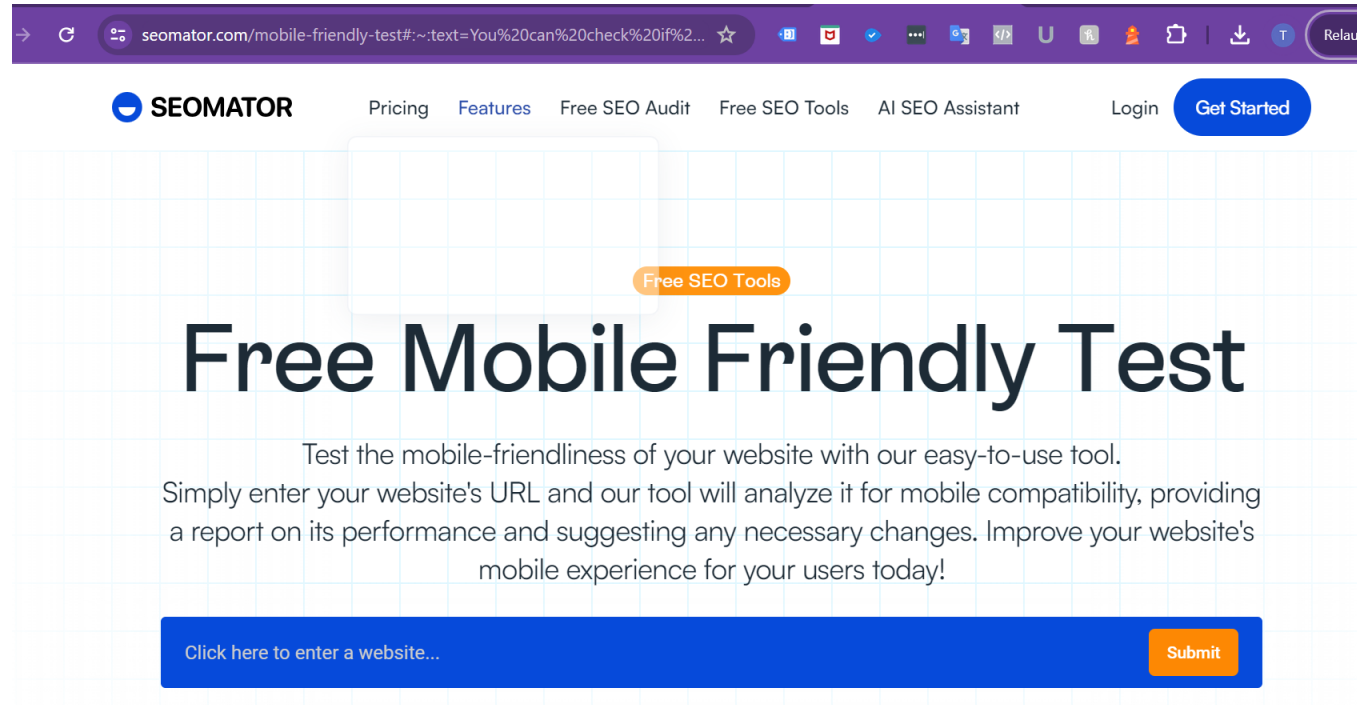
LCP is all about speed and a number of things can impact loading speed

- Slow server
- Too much Javascript and CSS blocking the render time
- Slow time fetching the resources

You should look at

1. Investing in good hosting. E.g. for WordPress, WP engine is very good.
2. Ask you web designer to look at speed and he / she might need to look at ,...
  - Loading JavaScript after the content
  - Avoiding excessive iframes,
  - Avoiding embedding apps e.g. forms
  -

# Page experience – Ensure your site is mobile friendly

A screenshot of a web browser displaying the Seomator website. The browser's address bar shows the URL 'seomator.com/mobile-friendly-test#:~:text=You%20can%20check%20if%20...'. The website's navigation bar includes the Seomator logo, links for 'Pricing', 'Features', 'Free SEO Audit', 'Free SEO Tools', 'AI SEO Assistant', 'Login', and a 'Get Started' button. The main content area features a large heading 'Free Mobile Friendly Test' with a 'Free SEO Tools' badge above it. Below the heading, a paragraph explains the tool's purpose: 'Test the mobile-friendliness of your website with our easy-to-use tool. Simply enter your website's URL and our tool will analyze it for mobile compatibility, providing a report on its performance and suggesting any necessary changes. Improve your website's mobile experience for your users today!'. At the bottom, there is a blue input field with the placeholder text 'Click here to enter a website...' and an orange 'Submit' button.

There are number of free tools you can use to check this. Here is one

<https://seomator.com/mobile-friendly-test>

# What we will cover

1. The big picture for your digital marketing
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3. Focus on making better marketing videos. CapCut is an amazing editor you can use.
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5. Focus on increasing your website conversion rate by implementing proven tactics.
6. Optimise your Google Business Profile to get found high up in search – Google now chooses 6 profiles for page 1 local results.
7. SEO – Focus on getting your website appearing high up in Google search results.
8. AI search will become far more important in 2025. Do you understand how to get your business found in perplexity.ai and GPT search?
9. Understand how social media algorithms work and what you need to post to attract and engage followers.
10. Build your email marketing list in 2025. With lower organic reach in social media it's becoming more important than ever.

# What is Perplexity



It's an Answer engine

If you have a question about ANYTHING and if you want your answer to incorporate the latest news or content, then ask perplexity

It is free to use.

There is a Pro version with extra features but most people don't need it

# The benefits of using it

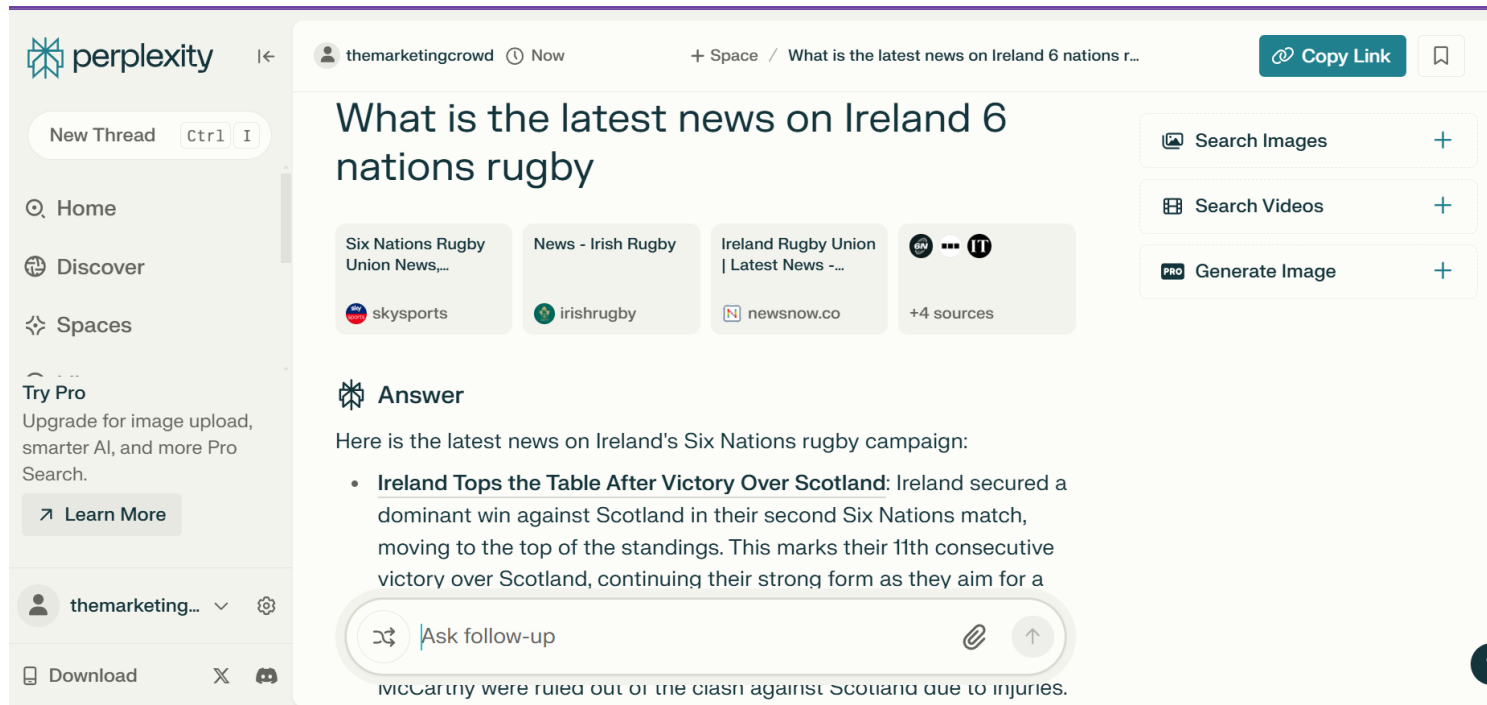
# Why?

When you search on Google you get links to relevant pages. You then need to click on the links and read the pages

With Perplexity, it reads all the pages and then summarises and synthesises the content and provides you with an answer

- It saves you time
- It gives you the answer based on it's research
- It's very up to date

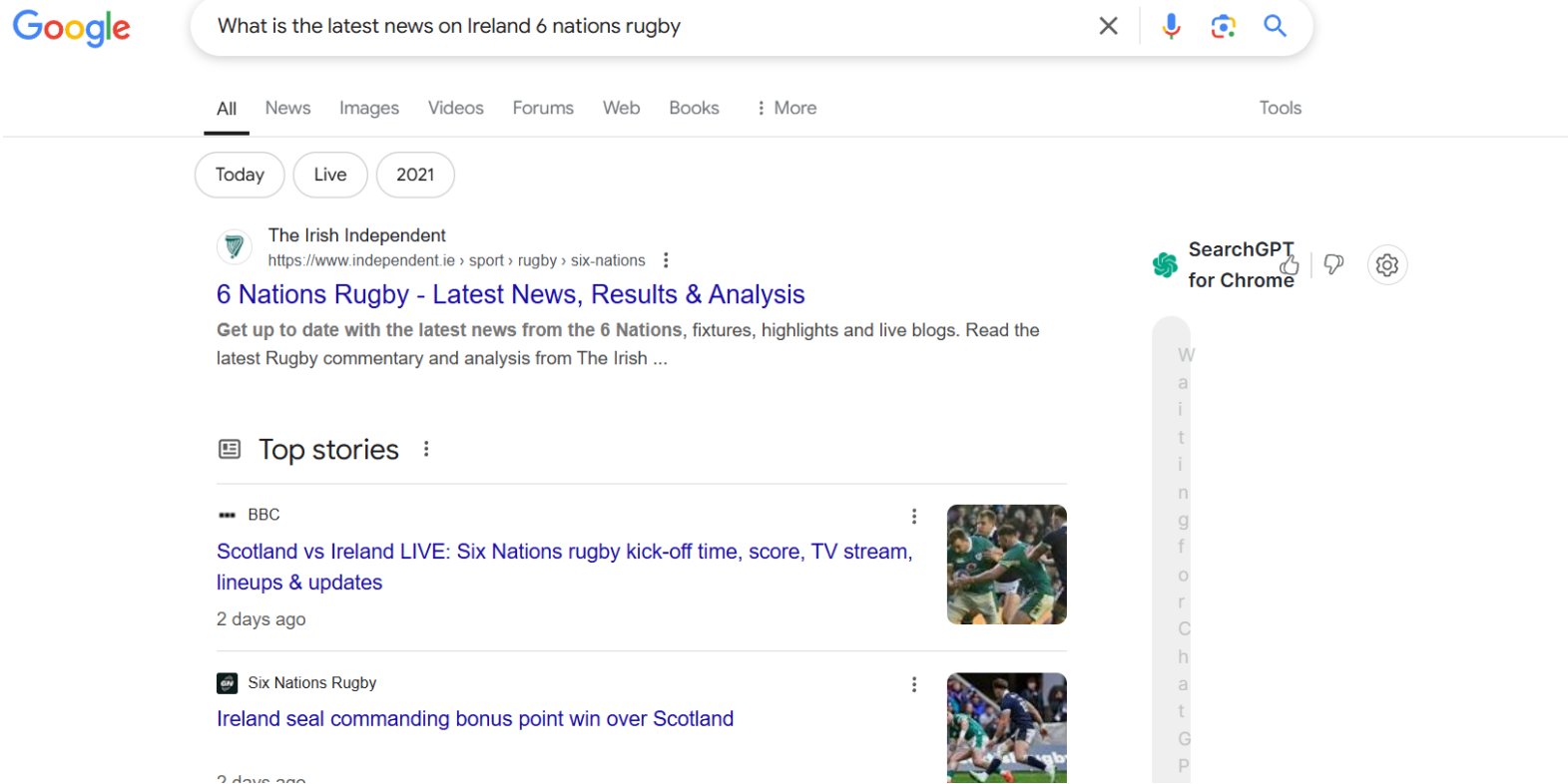
# How to use it – example of using it personally



## What is the latest news on Ireland 6 nations rugby

When I ask Perplexity it goes off, reads all the articles and synthesises it into an update for me. It also gives me the links to sources if I want to read them

# How to use it – example of using it personally

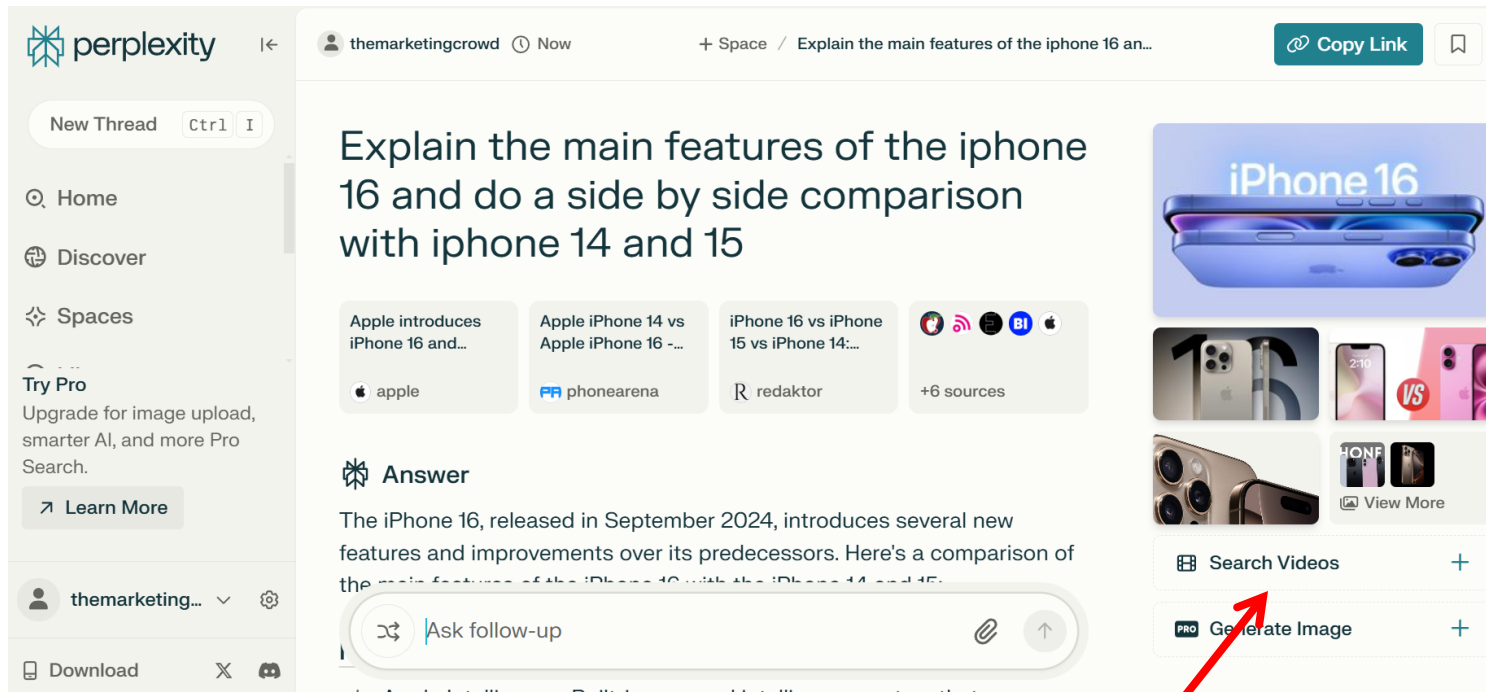


When I ask Google, the same question it just gives me links to relevant web pages. I need to then click on the links and read the articles / pages

For 20 years that seemed good. But once you try Perplexity, Google seems quite primitive



# How to use it – example of using it personally



**Explain the main features of the iphone 16 and do a side by side comparison with iphone 14 and 15**

When I ask Perplexity it goes off, reads all the articles and synthesises it into an update for me. It also gives me the links to sources if I want to read them and videos and images that are relevant

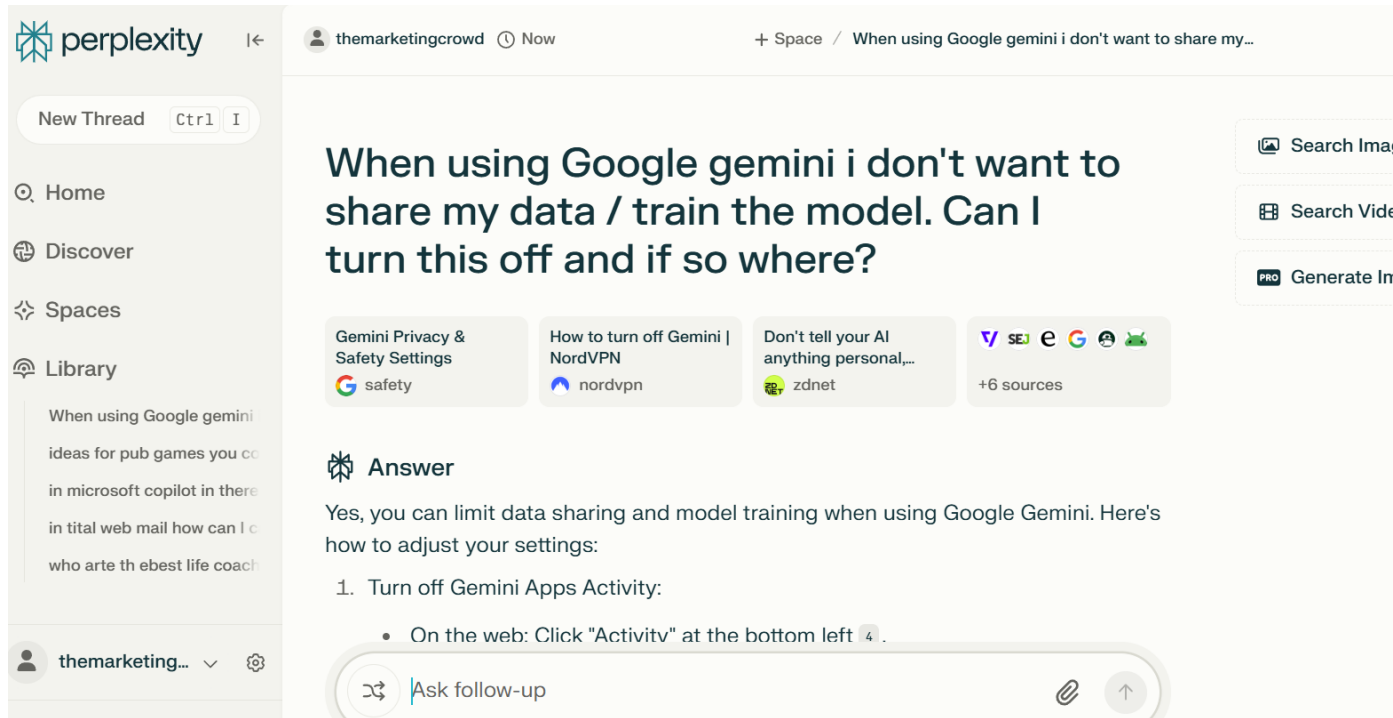
# How to use it – example of using it for Digital Marketing

The screenshot displays the Perplexity AI web interface. On the left is a sidebar with navigation links: Home, Discover, Spaces, and a 'Try Pro' section. The main content area shows a search query: 'Instagram recently changes the grid from square to 5:4. What are the implications for businesses using it for marketing? what has now changed?'. Below the query, there are several source cards from 'oktopost', 'diamond-group', and 'smk'. An 'Answer' section provides a summary: 'Instagram has recently changed its grid layout from the traditional 1:1'. To the right of the text, there are two images: a smartphone screen showing an 'Edit grid layout' toggle set to 'Switch to square', and a video thumbnail titled 'CHANGE GRID BACK TO SQUARE'. A 'Copy Link' button and a bookmark icon are at the top right.

**Instagram recently changed the grid from square to 5:4. What are the implications for businesses using it for marketing? what has now changed?**

Ask it questions about very recent changes and it will give a detailed up to date answer with links to articles and videos if you also want to read / watch them

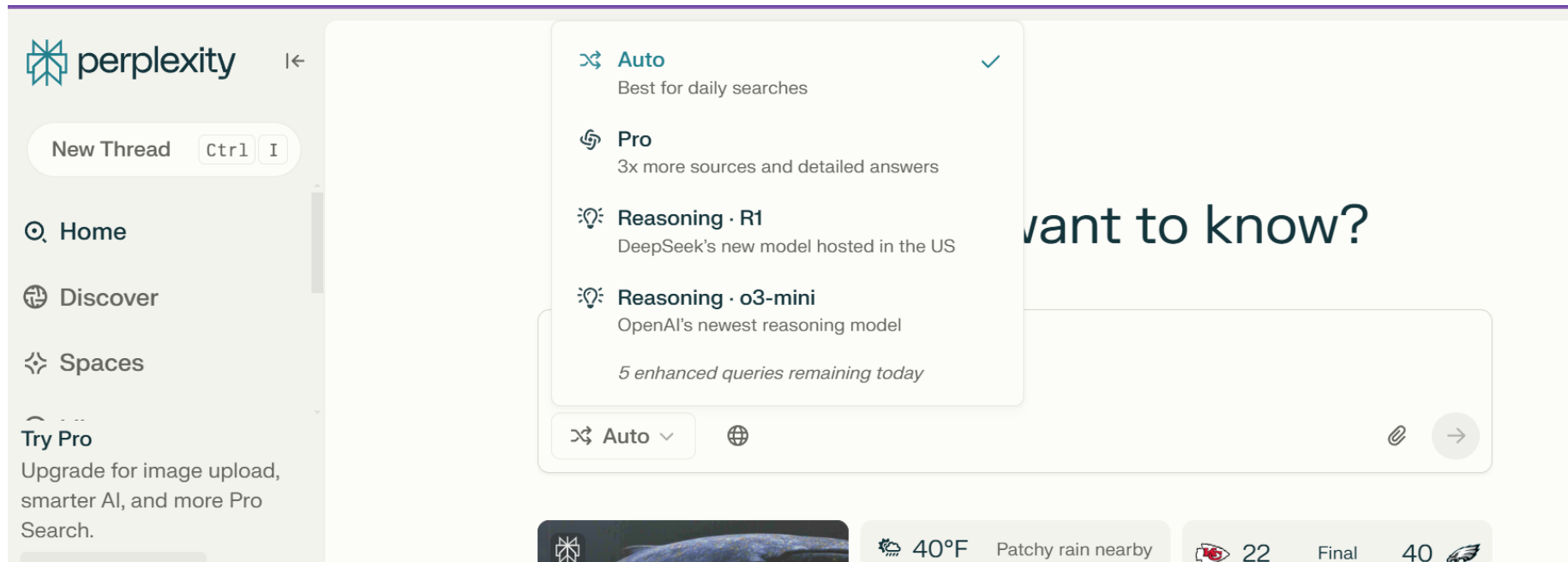
# How to use it – example of using it for Digital Marketing



**When using Google Gemini I don't want to share my data / train the model. Can I turn this off and if so where?**

Ask it questions about very recent changes and it will give a detailed up to date answer with links to articles and videos if you also want to read / watch them

# How to use it – By default you are using the free version of Perplexity

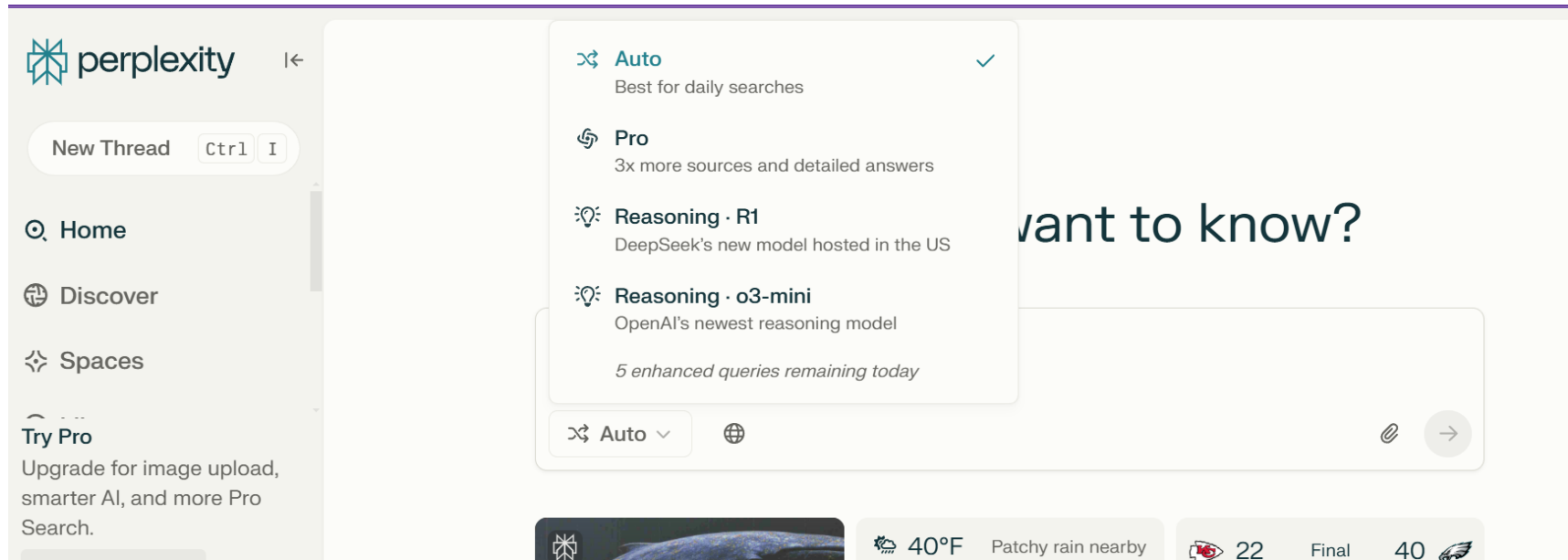


By default it is set to Auto

This is the free version of Perplexity and you can do unlimited searches per day.

If you are using perplexity to answer questions that are not that complicated, leave it at Auto

# How to use it – There is a pro version of Perplexity. Why use a Pro search?

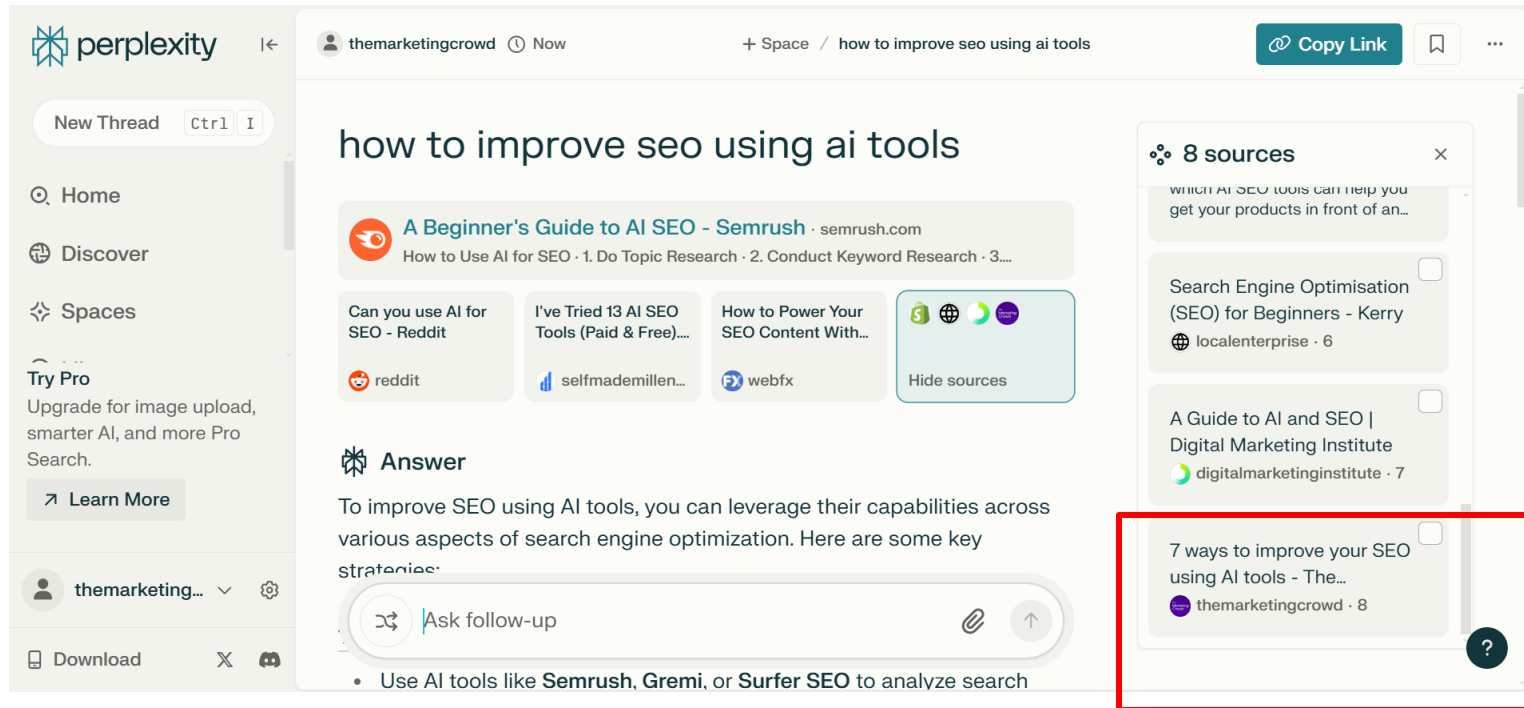


If you click on Auto you can switch over to a Pro Search.

Free users of Perplexity AI are allowed 5 Pro Searches per day. You could use Pro search when you want

- In depth research into a topic and you want to use multis step reasoning
- Advanced computations for maths or coding
- You want to attach a file and include the contents in the analysis
- You want it to also access other AI tools like Chat GPT pro

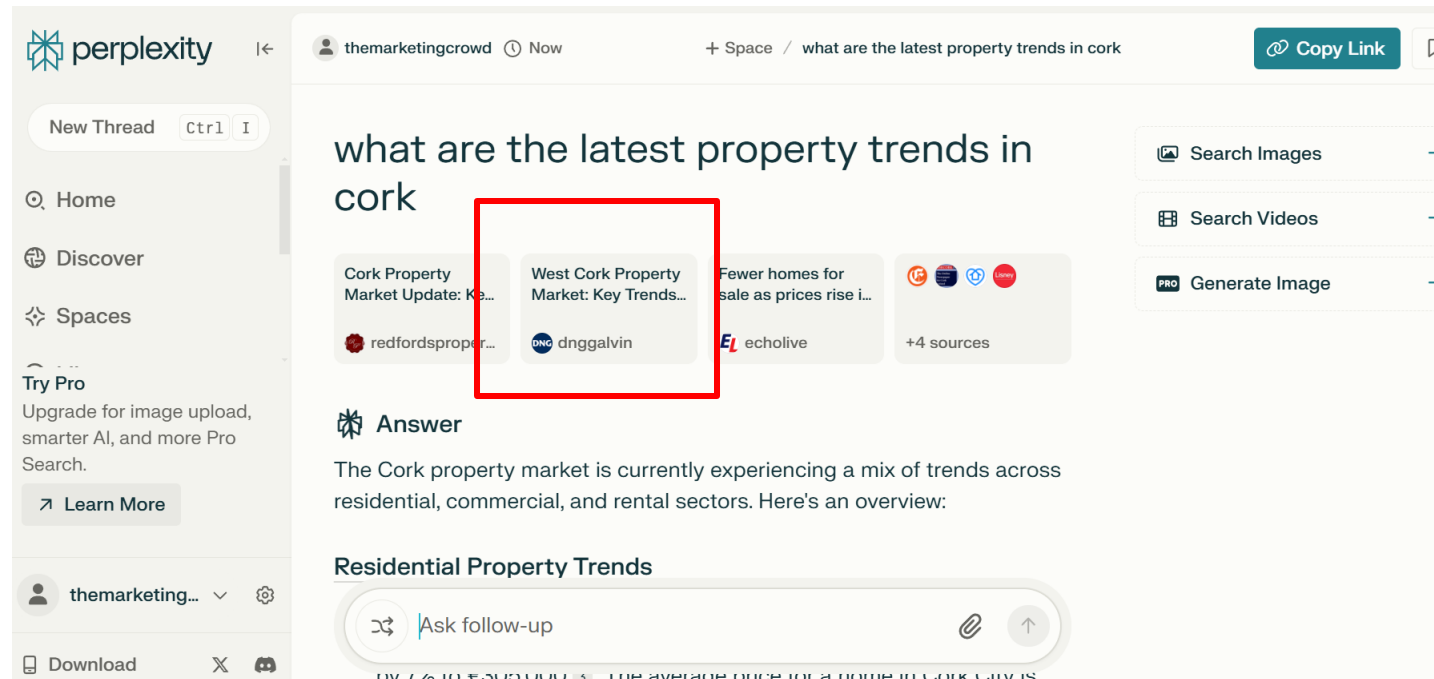
# What ways can you get found in Perplexity



**1. Perplexity could link to your website as a source. Users could then click though to your page**

**“how to improve SEO using ai tools”**

# What ways can you get found in Perplexity



**1. Perplexity could link to your website as a source. Users could then click though to your page**

**“what are the latest property trends in Cork”**



# What ways can you get found in Perplexity

The screenshot displays the Perplexity AI web interface. At the top, the search query is "Which are the best family friendly hotels in Killarney...". Below the query, a row of source cards is shown, including "Great Southern Killarney", "International Hotel Killarney & Hannigan's...", and "Killarney Plaza Hotel And Spa". To the right of these cards is a map of Killarney, Ireland, with several location pins. Below the sources, the "Answer" section begins with the text: "The following are some of the best family-friendly hotels in Killarney:". A red rectangular box highlights the first two bullet points in the list:

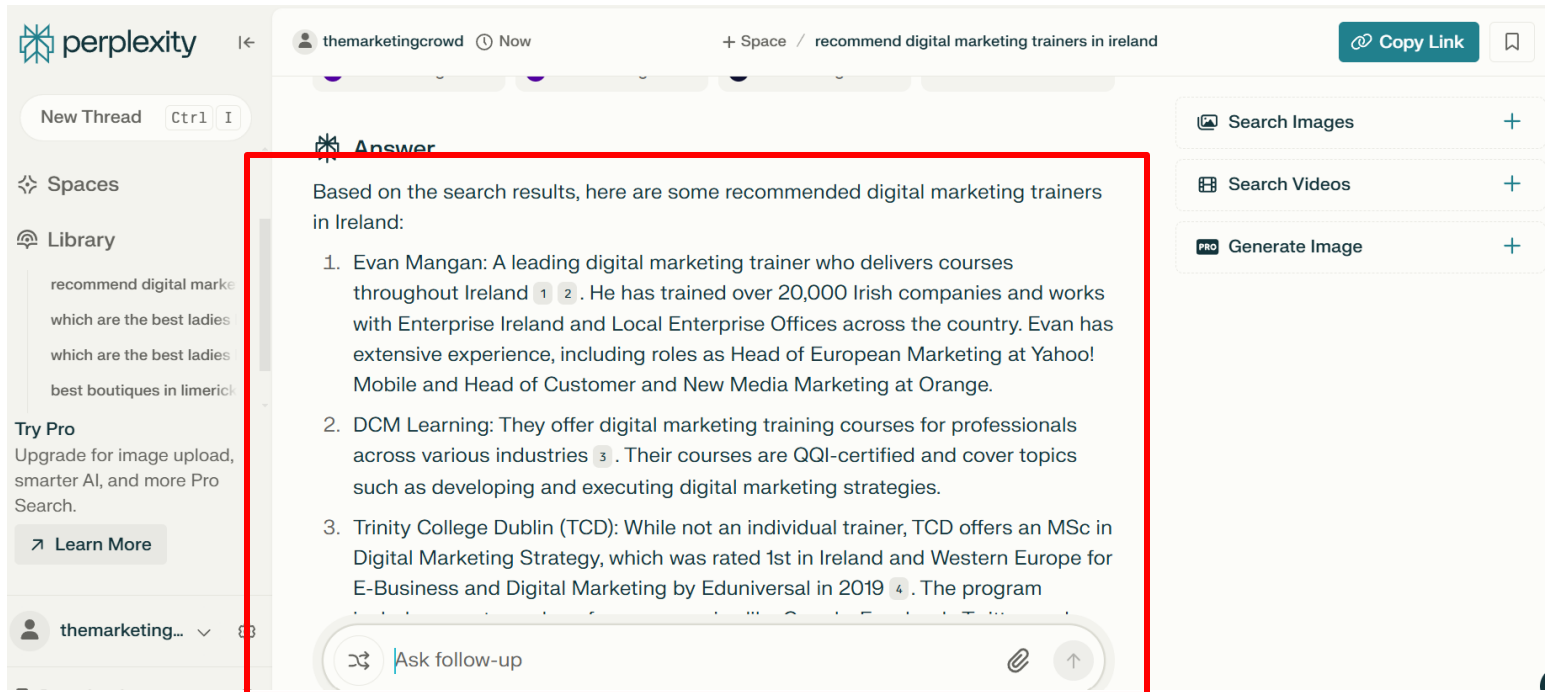
- **The Brehon Hotel & Spa** This hotel was crowned the overall best family-friendly hotel in Ireland at the Irish Hotel Awards 2023 <sup>19</sup>. It offers refined quarters, some with balconies, in an upscale hotel with an elegant restaurant and spa <sup>6</sup>.
- **Great Southern Killarney** provides family rooms, interconnecting rooms, and

Below the highlighted text, there are several small thumbnail images of hotels and a "View More" link. At the bottom of the interface, there is a "Search Videos" button and a plus sign for additional options.

## 2. Perplexity could recommend your product or your service

“Which are the best family friendly hotels in Killarney”

# What ways can you get found in Perplexity



## 2. Perplexity could recommend your product or your service

“Recommend digital marketing trainers in Ireland”

# What ways can you get found in Perplexity

The screenshot displays the Perplexity AI web interface. At the top, the search bar contains the query "recommend wedding celebrants in Galway". Below the search bar, a red box highlights the "Answer" section, which includes a list of recommended wedding celebrants in Galway, Ireland. The list includes "Weddings by Debbie Kelly", "Rev Geraldine Bown - Wedding Celebrant", and "Nicola McGuire Wedding Celebrant". To the right of the search bar, there is a "Copy Link" button and a "Library" section. The "Library" section lists several search results, including "recommend wedding celebrants in Galway", "Recommend a digital marketing agency", "Recommend a wedding celebrant", and "recommend digital marketing agency". Below the "Library" section, there is a "Try Pro" section with a "Learn More" button. The "Answer" section is highlighted with a red box, and it contains the following text: "Here are some wedding celebrants in Galway, Ireland:" followed by a list of three celebrants. The first celebrant is "Weddings by Debbie Kelly", located in Oldenway Business Park, Galway, with a 5.0 rating and 30 reviews. The second celebrant is "Rev Geraldine Bown", a wedding celebrant based in Rosmuck, Co. Galway, with a 5.0 rating. The third celebrant is "Nicola McGuire Wedding Celebrant", highly recommended as noted on their Facebook page. To the right of the "Answer" section, there is a map of Galway, Ireland, and a "View" button. Below the map, there are two video thumbnails. The first video thumbnail shows a couple in a wedding ceremony, and the second video thumbnail shows a woman speaking. Below the video thumbnails, there are two buttons: "Search Videos" and "Generate Image".

perplexity |← themarketingcrowd ⌚ Now + Space / recommend wedding celebrants in Galway Copy Link

New Thread Ctrl I

Spaces

Library

recommend wedding celebrants in Galway

Recommend a digital marketing agency

Recommend a wedding celebrant

recommend digital marketing agency

Try Pro

Upgrade for image upload, smarter AI, and more Pro Search.

Learn More

themarketing... ⚙️

Download ✕ 🗨️

## recommend wedding celebrants in Galway

Weddings by Debbie Kelly  
weddingsbydebbie...

Rev Geraldine Bown - Wedding Celebrant  
revgeraldine

Find Celebrants in Galway  
thecelebrantdirect... +7 sources

### Answer

Here are some wedding celebrants in Galway, Ireland:

- Weddings by Debbie Kelly** Located in Oldenway Business Park, Galway. They have a 5.0 rating with 30 reviews and identify as women-owned 1.
- Rev Geraldine Bown** A wedding celebrant based in Rosmuck, Co. Galway, with a 5.0 rating 2.
- Nicola McGuire Wedding Celebrant** Highly recommended, as noted on their Facebook page 3.

Ask follow-up

personalized and unique ceremonies tailored to your needs. whether non-

Lough Corrib

Headford

Dughterard

Ballyvaughan

Inverin

Furbo

Galway

View

Search Videos

Generate Image

## 2. Perplexity could recommend your product or your service

“Recommend wedding celebrants in Galway”

# What is Google Search Generative Experience (SGE - AI overviews)

The screenshot shows a Google search for "what is the best way to lose weight". The SGE AI overview panel is displayed at the top of the results. It includes a "Search Labs | AI Overview" header, a "Check important info. Learn more" link, and a main text block stating: "The best way to lose weight is to create a sustainable life-style change by combining a balanced, nutritious diet with regular physical activity, aiming for gradual weight loss of 1-2 pounds per week, and focusing on making small, achievable changes to your eating habits and exercise routine; this approach is most likely to help you maintain weight loss in the long term." To the right of the text is a circular diagram titled "The Cycle of a Carb-Heavy Diet". Below the main text is a section titled "Key aspects of a healthy weight loss plan:" with a "Diet:" label and a "Show more" button. To the right of the SGE panel are two search results: "Weight loss: 6 strategies for success - Mayo Clinic" and "Tips to help you lose weight - NHS".

Google

what is the best way to lose weight

All Images Videos Forums Shopping News Web More Tools

Search Labs | AI Overview  
Check important info. [Learn more](#)

The best way to lose weight is to create a sustainable life-style change by combining a balanced, nutritious diet with regular physical activity, aiming for gradual weight loss of 1-2 pounds per week, and focusing on making small, achievable changes to your eating habits and exercise routine; this approach is most likely to help you maintain weight loss in the long term.

The Cycle of a Carb-Heavy Diet

Weight loss: 6 strategies for success - Mayo Clinic  
Jun 22, 2024 — To lose weight, you need to lower the total calories you take in from food and drinks. ... Regular physical...

Mayo Clinic

Tips to help you lose weight - NHS  
Things you can do to lose weight \* get active for 150 minutes a week — you can break this up into shorter sessions. \* aim to g...

Sponsored

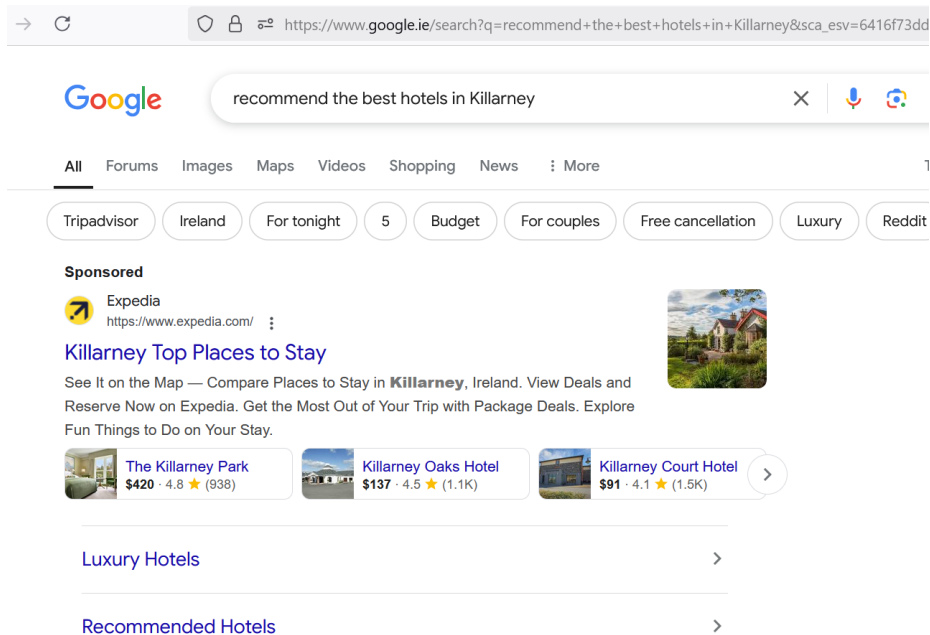
Google has started integrating AI into the search results and it calls this Search Generative Experience (SGE)

## Generative AI snapshots

This is a feature that will pop up underneath your search bar to provide more nuanced answers to your search query. This change is a major one in the search engine experience.

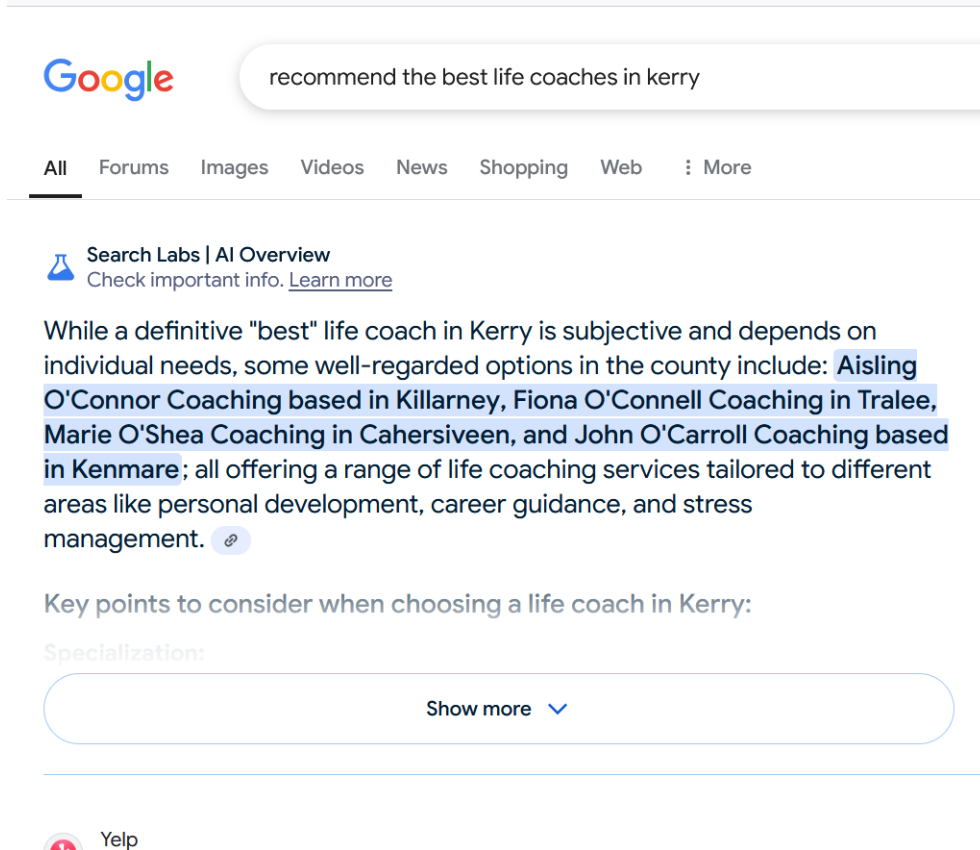
In this example notice it is a panel at the top that provides an answer generated by AI

# What is Google Search Generative Experience (SGE - AI overviews)



Some searches do not provide AI answers

# What is Google Search Generative Experience (SGE) - AI overviews



The screenshot shows a Google search interface with the query "recommend the best life coaches in kerry". Below the search bar, there are tabs for "All", "Forums", "Images", "Videos", "News", "Shopping", "Web", and "More". The "All" tab is selected. Below the tabs, there is a section titled "Search Labs | AI Overview" with a subtext "Check important info. [Learn more](#)". The main content of the AI overview is a paragraph stating: "While a definitive 'best' life coach in Kerry is subjective and depends on individual needs, some well-regarded options in the county include: **Aisling O'Connor Coaching based in Killarney, Fiona O'Connell Coaching in Tralee, Marie O'Shea Coaching in Cahersiveen, and John O'Carroll Coaching based in Kenmare**; all offering a range of life coaching services tailored to different areas like personal development, career guidance, and stress management." Below this paragraph, there is a section titled "Key points to consider when choosing a life coach in Kerry:" followed by a "Specialization:" label and a "Show more" button with a downward arrow. At the bottom of the screenshot, there is a "Yelp" logo.

Google

recommend the best life coaches in kerry

All Forums Images Videos News Shopping Web : More

Search Labs | AI Overview  
Check important info. [Learn more](#)

While a definitive "best" life coach in Kerry is subjective and depends on individual needs, some well-regarded options in the county include: **Aisling O'Connor Coaching based in Killarney, Fiona O'Connell Coaching in Tralee, Marie O'Shea Coaching in Cahersiveen, and John O'Carroll Coaching based in Kenmare**; all offering a range of life coaching services tailored to different areas like personal development, career guidance, and stress management.

Key points to consider when choosing a life coach in Kerry:

Specialization:

Show more

Yelp

And some that are very similar do provide AI answers

# What are the implications for SEO – you getting found in organic results?



**1. Changes in search result appearance:** The introduction of AI Overviews alter how search results are displayed, pushing organic listings further down the page

AI Overviews appear in 30% of searches and nearly three-quarters (74%) of problem-solving queries

Finance industry: SGE appears in 47% of queries, the lowest among industries studied

Beauty industry: SGE shows up for 99% of searches, the highest among industries studied

**2. Decreased organic traffic:** Websites are expected to lose approximately 25% of organic traffic due to AI Overviews

**3. Reduced click-through rates (CTR):** The prominent AI-generated snapshots are likely to decrease CTRs, especially for top organic positions



# What do businesses need to do to adapt to Ai answers?



## When SGE/ AI answers rolls out in Europe ...

Check to see if Google is providing AI answers for the main search terms you want to be found for.

**If they are providing AI answers your goals will be to**

### **1. Get included as a source within the AI answer**

Stat: Nearly 94% of links in SGE don't match the top 10 organic search results (Source: [Search engine Journal](#) )

### **2. If it recommending products / companies (eg recommend the best life coaches in Kerry) , you want to get recommended.**

# What do businesses need to do to adapt?



## **How to increase the chances that you will get chosen as a source?**

Follow the same approach as with perplexity and Search GPT for getting chosen as a source

1. Write high quality content that answers the main questions people would have about a topic
2. Ensure it is well structured
3. Ensure it is up to date
4. Ensure it loads quickly
5. Ensure it is mobile friendly
6. If other sites link to your high quality content Google will see it as more authoritative

# What do businesses need to do to adapt?



## How to increase the chances that you will get recommended

Follow the same approach as with perplexity and Search GPT for getting recommended

1. Focus on getting reviews
2. Check if there are lists on 3<sup>rd</sup> party websites recommending products / companies. Approach them
3. Figure out the main things AIs are putting weight on for your type of product/ service
4. Ensure you have a page on your site that showcases that you have all of these things (and / or work on developing them)

# What we will cover

1. The big picture for your digital marketing
2. Understand how generative AI tools such as Chat GPT and Google Gemini can help you achieve your digital marketing goals.
3. Focus on making better marketing videos. CapCut is an amazing editor you can use.
4. Ensure you have a website – don't just depend on having a social media presence.
5. Focus on increasing your website conversion rate by implementing proven tactics.
6. Optimise your Google Business Profile to get found high up in search – Google now chooses 6 profiles for page 1 local results.
7. SEO – Focus on getting your website appearing high up in Google search results.
8. AI search will become far more important in 2025. Do you understand how to get your business found in perplexity.ai and GPT search?
9. Understand how social media algorithms work and what you need to post to attract and engage followers.
10. Build your email marketing list in 2025. With lower organic reach in social media it's becoming more important than ever.

## Step 4.5 Focus on the best social networks for your business

Once you have focused on getting found in search results you should turn your attention to social media. The main marketing objective in social media is to increase awareness of your business, grow your following and then send out posts that both engages your audience and drives them to your website, back into your sales environment.

- Decide which of the social networks you will focus on based on whether you are targeting consumers or businesses.
- Grow your followers.
- Post content that engages your audiences and also promotes your products or services.
- Where possible, drive people to your website from your social media posts.



# Facebook Marketing (Organic) – What you need to know



## Facebook's organic reach continues to decline

- Organic reach for posts is down to 5%
- They are still adding a lot of suggested posts into the feed. Therefore, even less room for business page posts
- Facebook Reels tend to give you the best organic reach
- Expect to see Meta's AI tools to roll out in the coming months

## What to focus on ?

- Try sending out more Reels – most pages find better reach with Reels

# Instagram – What you need to know



**Instagram is the main social network for most businesses – particularly those targeting consumers**

- Reels are still the main way to reach more people for free on.
- The reach of Reels has fallen for most businesses over the past 12 months.
- Organic reach for posts is down to between 10% and 15%%
- A significant % of the feed now contains “suggested posts”. Therefore, even less room for business posts so expect reach to go down further for posts.
- The main grid has moved from square to semi portrait

## **What to focus on?**

- Move away from posting square images, 1080 x 1350 pixels now works best. Canva has set this as the default for Instagram posts
- Focus on Reels
- Test whether Carousels get you more reach when posting images

# TikTok – What you need to know



**TikTok is the fastest growing social network and more businesses are considering it for marketing.**

- The way TikTok works, you could get into the feeds of thousands of people who are not following you but have an interest in your topic.
- It is a video social network so you would need to create a lot of Videos (like Reels)
- Lends itself more to targeting consumers rather than B2B

## **What to focus on?**

- There is uncertainty about the future of TikTok in the US and Meta could end up buying it
- TikTok shops has launched in Ireland and this could be a brilliant opportunity for product sellers.. You should explore TikTok shopping
- Click here to apply <https://seller-ie-accounts.tiktok.com/account/register>



# LinkedIn – What you need to know



**Engagement on LinkedIn continues to increase and it is the major social network for B2B marketing**

- It has incorporated a lot of AI tools – expect to see a lot more AI

## **What to focus on?**

- Providing useful interesting content that adds value
- There is now a video feed within LinkedIn (similar to reels feed) . Post portrait shaped videos and they could be shown to more connections and non connections in this feed.

# How you can use Chat GPT for social media marketing

Once you setup your Custom Instructions or Custom GPT you could use these prompts



## **Get a recommendation on the best social network for your business**

I have a (dental practice in Cork, Ireland). Act like a social media marketing expert and explain how I could use Facebook, Instagram, TikTok and LinkedIn for marketing. Also, recommend what you think are the best 2 networks that I should focus on and why

## **Get recommendations on the best hashtags to use on social media**

I have a (ladies' boutique in Limerick Ireland). I am sending out a post or Reel on social media about (a mother of the bride dress). Act like a social media marketing expert and recommend 20 hashtags I should use

# What we will cover

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**Learn Skills**



1



5

**Get A Website**



2

**Paid Traffic**

**Free Traffic**

3

**Engage & Convert Web Visitors**

4

# You will want to email your website visitors so incorporate ways to capture email addresses



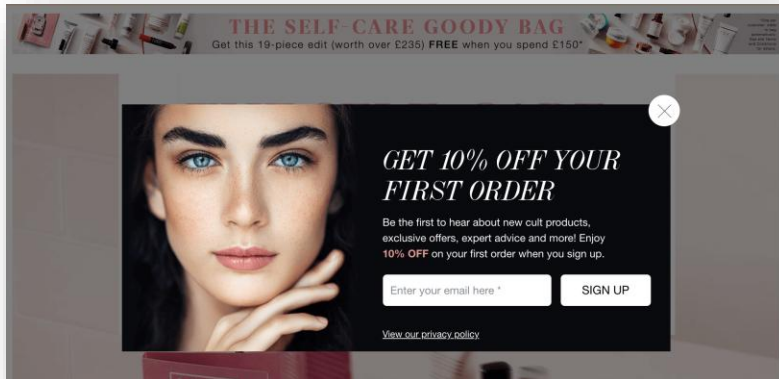
If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

You will need an email marketing tool

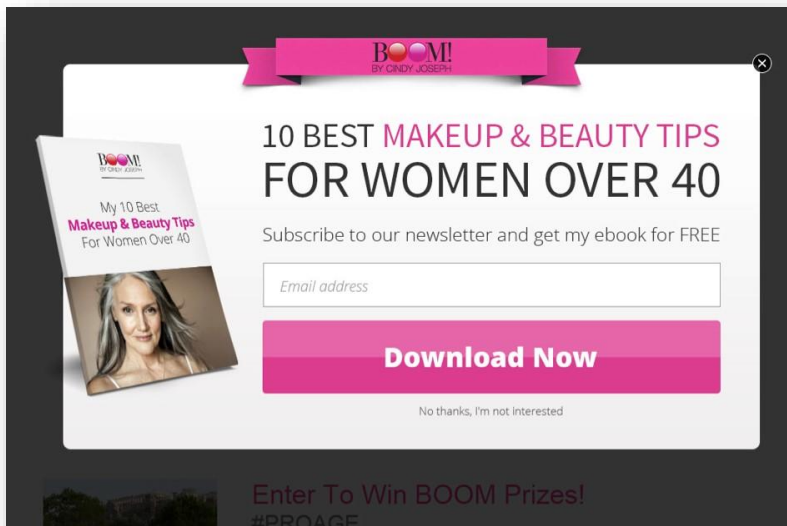
I recommend Mailerlite.com which is free to use if you have less than 1,000 email addresses.

# You will want to email your website visitors so incorporate ways to capture email addresses



## Examples of ways to capture email addresses.

- Offer a discount on the first order
- Sign up for our monthly news and offers
- Download our guide which shows you 20 ways to do x



# How you can use Chat GPT for email marketing

Once you setup your Custom Instructions or Custom GPT you could use these prompts



## **Get ideas on how to turn web visitors into email signups**

Act like an email marketing expert and recommend the best ways for me for turn my website visitors into email signups. For each recommendation provide detailed suggestions on what I should do.

## **Get ideas on how to turn social media followers into email signups**

Act like an email marketing expert and recommend the best ways for me for turn my website social media followers into email signups. For each recommendation provide detailed suggestions on what I should do.

# Send out email marketing campaigns to potential customers

When your website visitors sign up for your newsletter or if they download a guide or ebook on your site you should then follow-up with email campaigns to try and engage and convert them.

- Implement tactics on your website that motivated people to leave their email addresses
- Implement tactics on social media to motivate people to provide their email address
- Then run email marketing campaigns targeting people who left their email address. Sign up for [mailerlite.com](https://www.mailerlite.com) to run email campaigns for free (if you have less than 1,000 email addresses)



## Not yet using an email marketing tool?

I recommend you try Mailer Lite [www.mailerlite.com](https://www.mailerlite.com)



# Email marketing examples



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