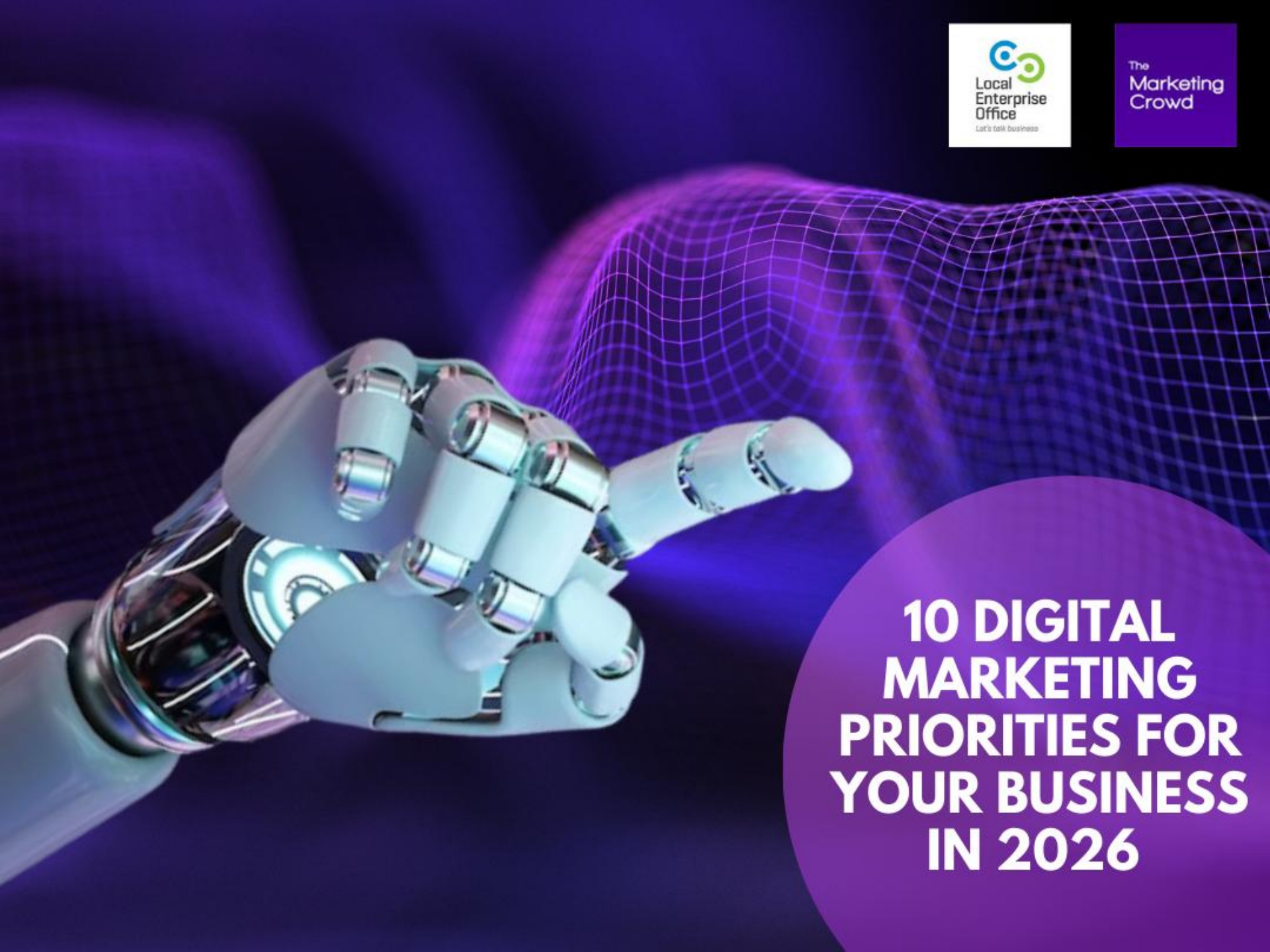
Local Enterprise Office
Let's talk business

The Marketing Crowd



10 DIGITAL MARKETING PRIORITIES FOR YOUR BUSINESS IN 2026

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. Edits 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
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 2026. With lower organic reach in social media it’s becoming more important than ever.

The Marketing Crowd

1 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

The Marketing Crowd

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.

The Marketing Crowd

1 **Learn Skills**

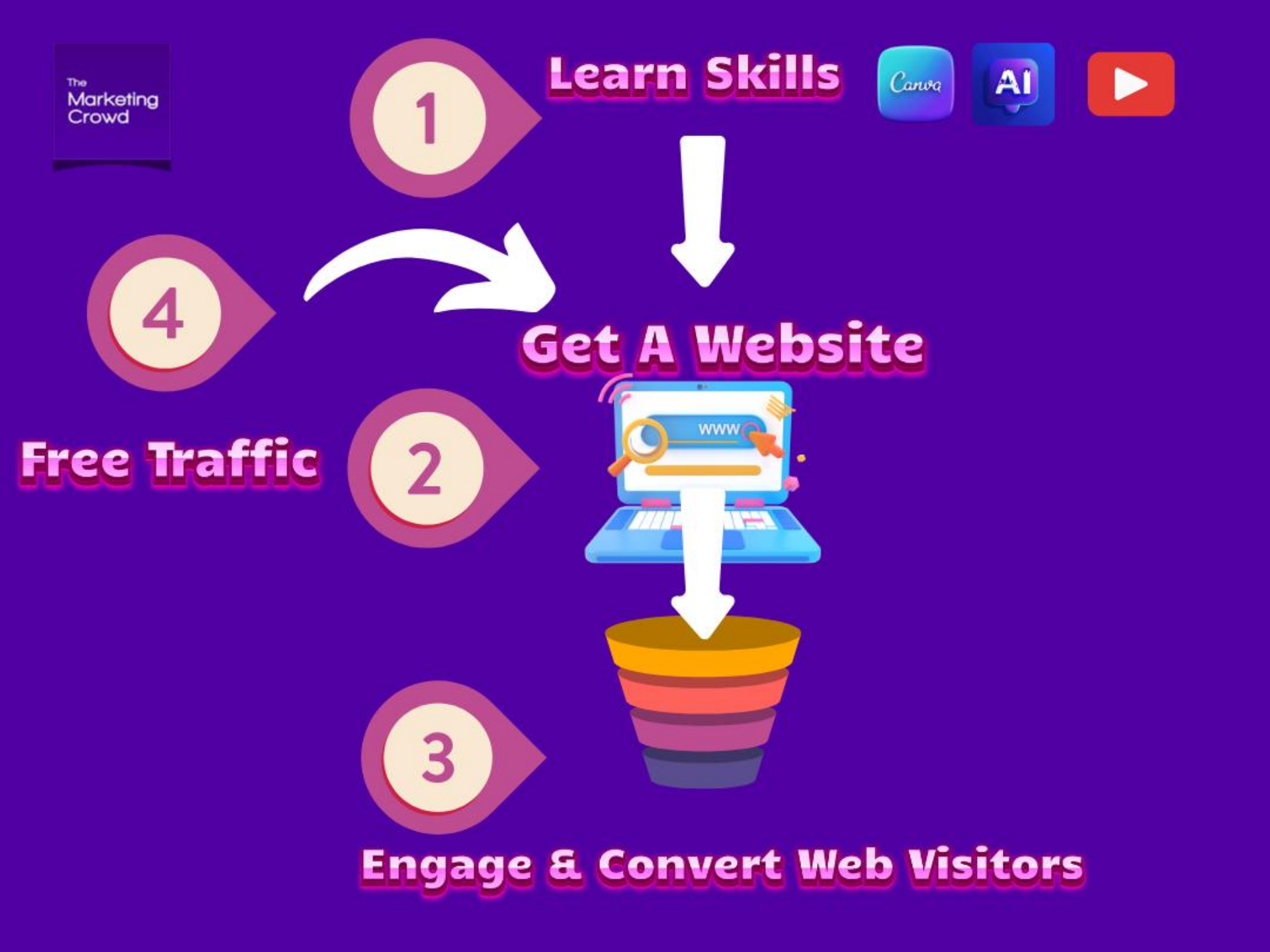
Canva AI

Get A Website

2

3 **Engage & Convert Web Visitors**

DRIVE AWARENESS & TRAFFIC
ENGAGE YOUR VISITORS
CONVERT YOUR VISITORS
ANALYSE & IMPROVE


The Marketing Crowd
1
Learn Skills
Canva
AI
4
Free Traffic
Get A Website
2
www
3
Engage & Convert Web Visitors

The Marketing Crowd

1 Learn Skills

Canva AI

4 Free Traffic

Get A Website

5 Paid Traffic

2

3 Engage & Convert Web Visitors

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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 2026. 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 2026. With lower organic reach in social media it's becoming more important than ever.

There is a free and a paid version of Chat GPT

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

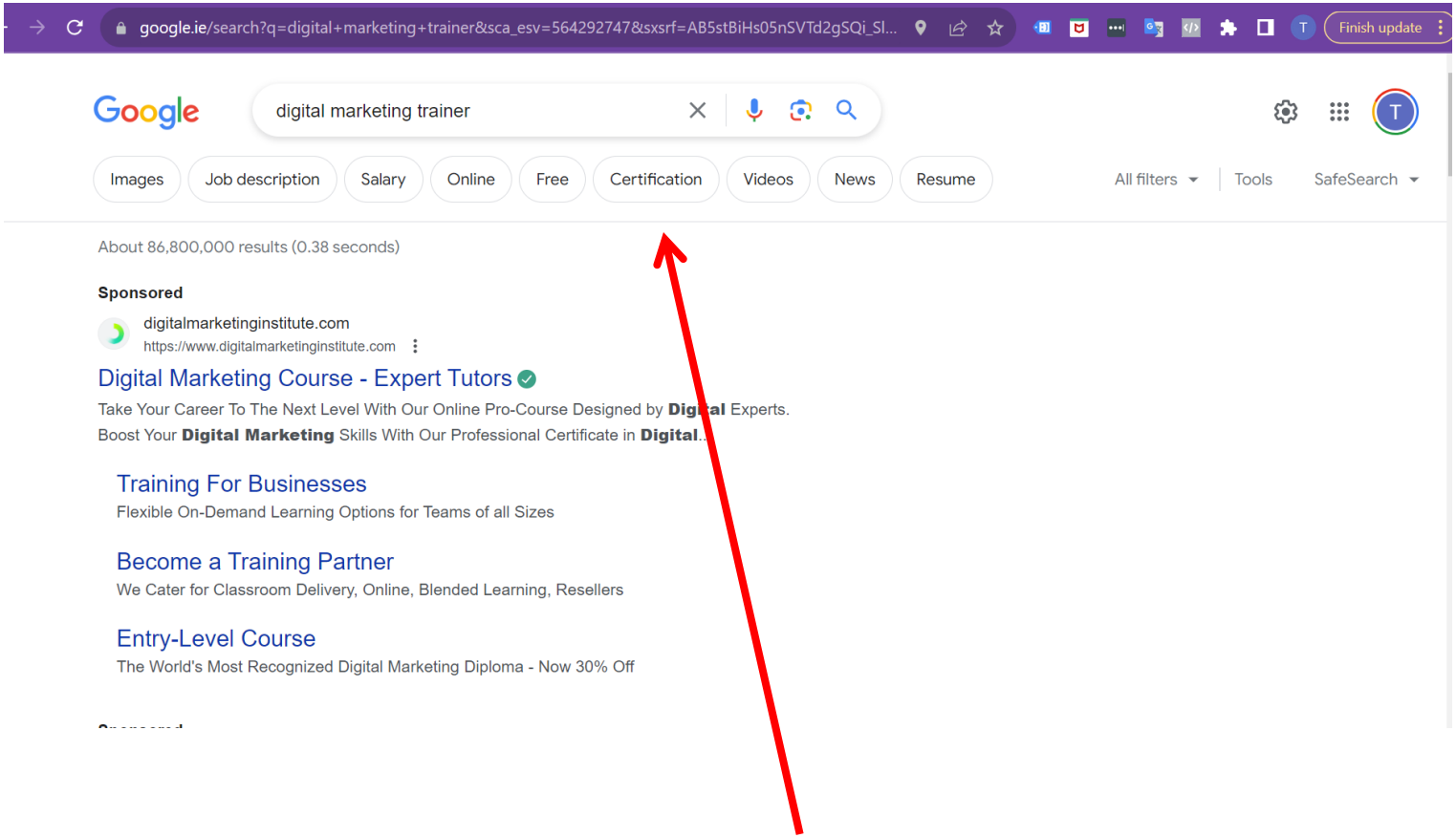
Google has its version and it is what you should consider using

Google (Gemini)

Google has their alternative to Chat GPT called Google Gemini and most of what is in the paid version of chat GPT is in Gemini

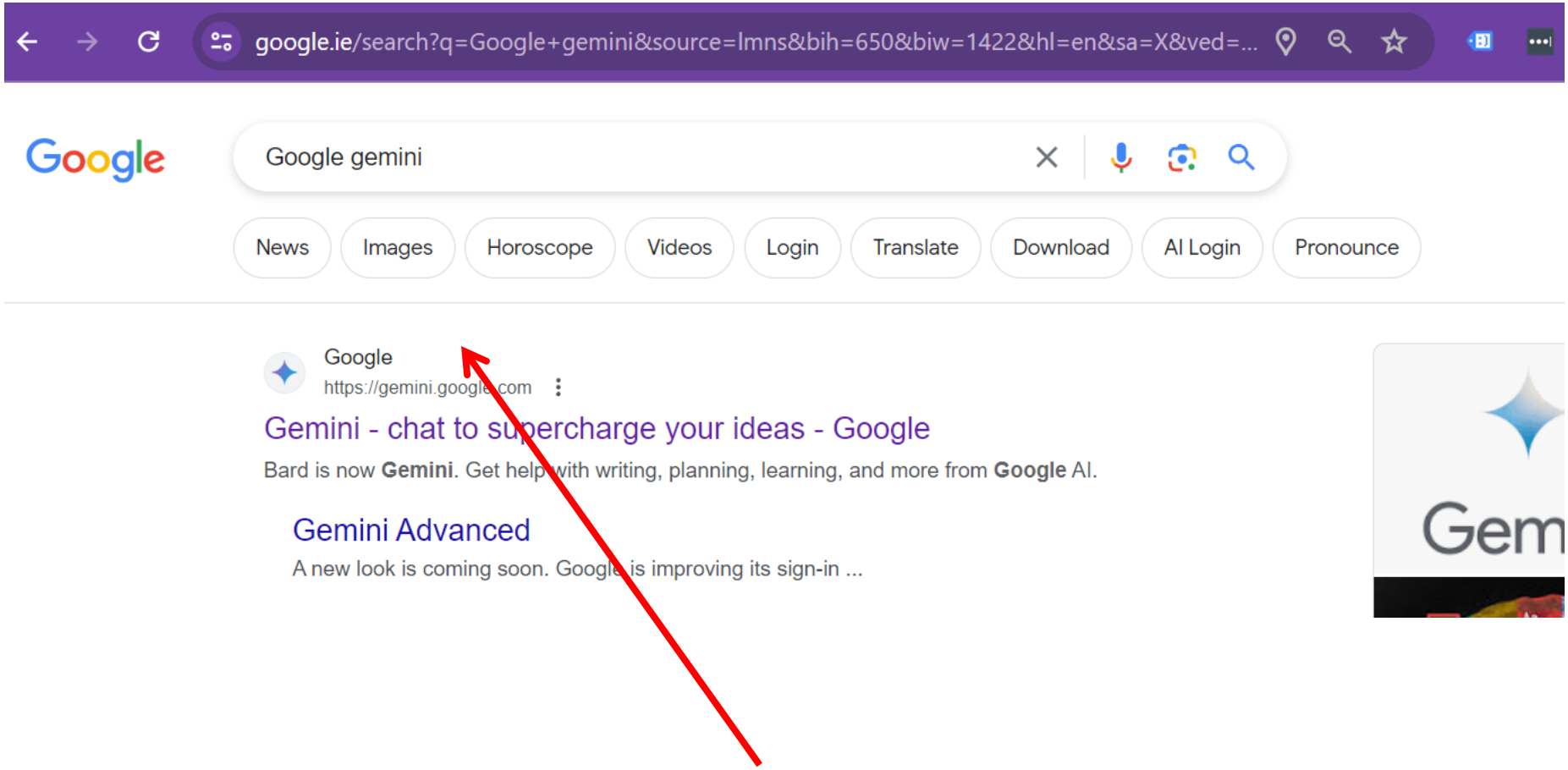
https://gemini.google.com/app

How to access Gemini on desktop



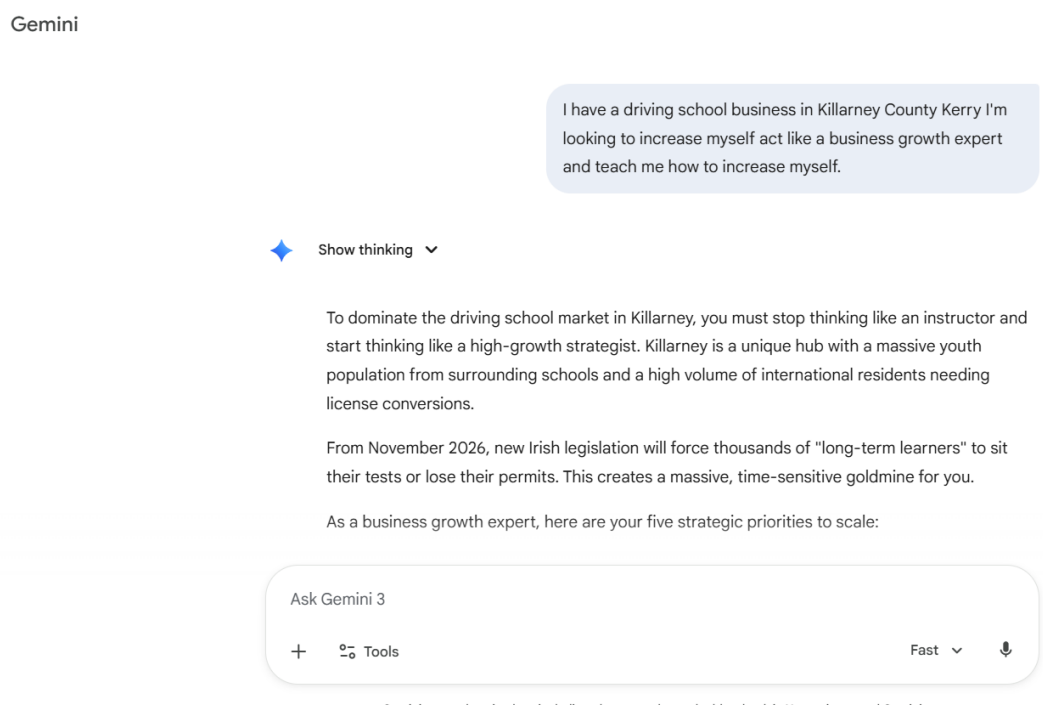
When you do a Google search, you do not see Gemini or Chat as a search result option.

How to access Gemini



To get to Gemini ... In your internet browser go to gemini.google.com
Or do a Google search for Google Gemini

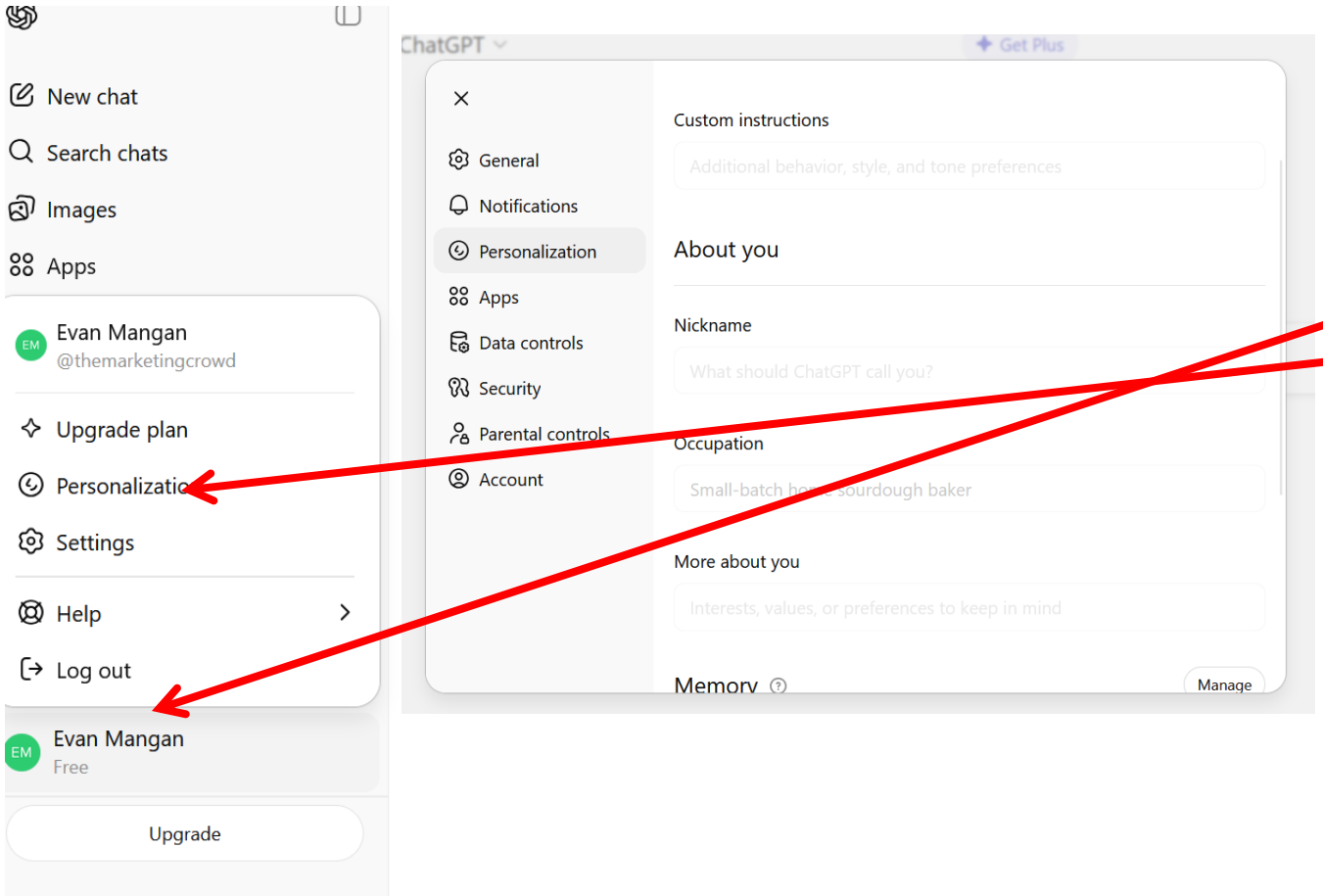
Prompts – use the same prompts as Chat GPT



All the prompts you use in Chat GPT will also work in Gemini. E.g.

- Act like an expert
- Teach me
- Brainstorm
- Summarize
- Write

Chat GPT– Tailored Answers (personalisation)

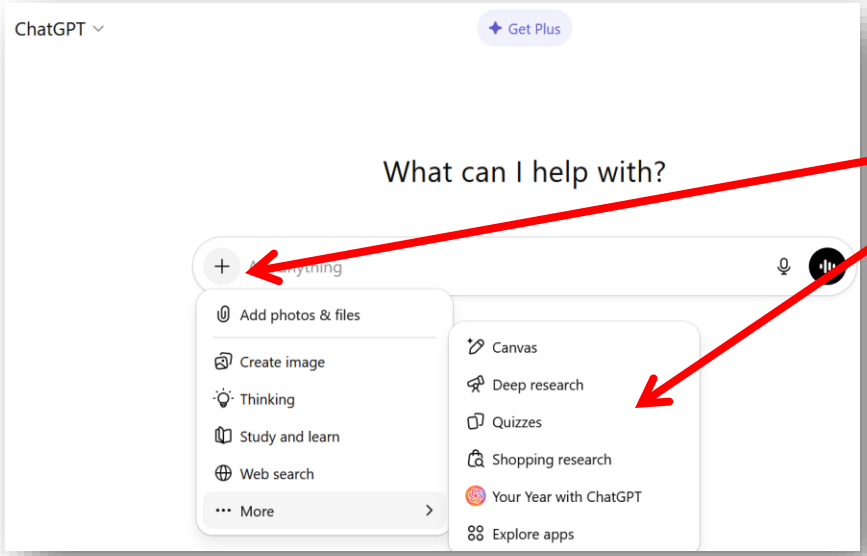


You can provide lots of context and custom instructions in the personalisation section

Click on your name
Then personalisation

Then fill in the custom instructions and about you boxes.

Chat GPT– Deep research

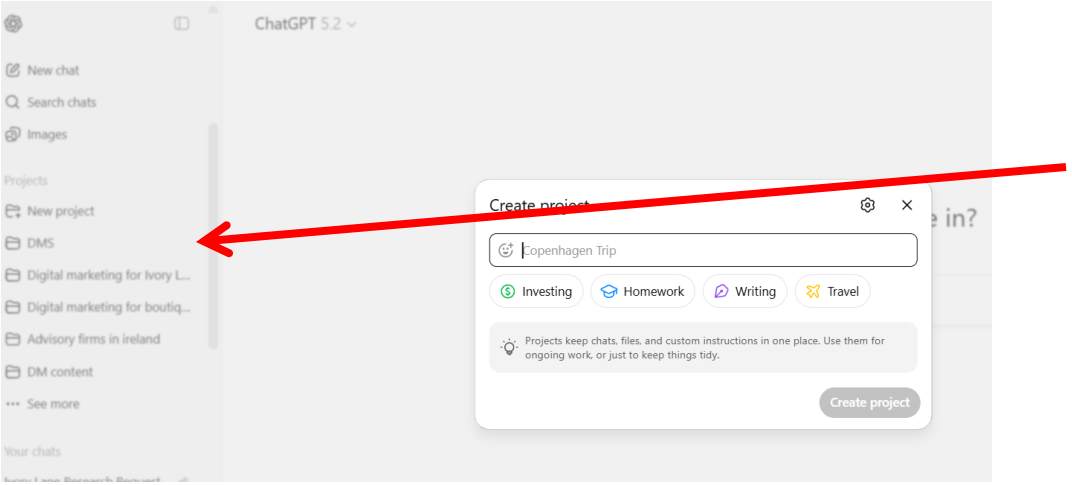


To conduct Deep research click on + icon, then more and then deep research

In the free version you get 5 deep research reports a month

In the Paid version (€20 a month) you get 25 deep research reports a month

Chat GPT– Highly Tailored Answers (Projects – paid plan only)



You can create projects on the free and paid version of Chat GPT

Click on New Project under projects and create your project. Then attach your deep research reports as context and also write custom instructions.

Then ask all your questions / chat to do with that topic within the project

There is no limit to the number of project you can create. However there is a limit to the number of file attachments (5 for free, 25 for Plus)

Gemini

What makes it Different?
Why should you use it in your marketing?

1. It has everything that is in the paid version of Chat GPT for free (except video creation)

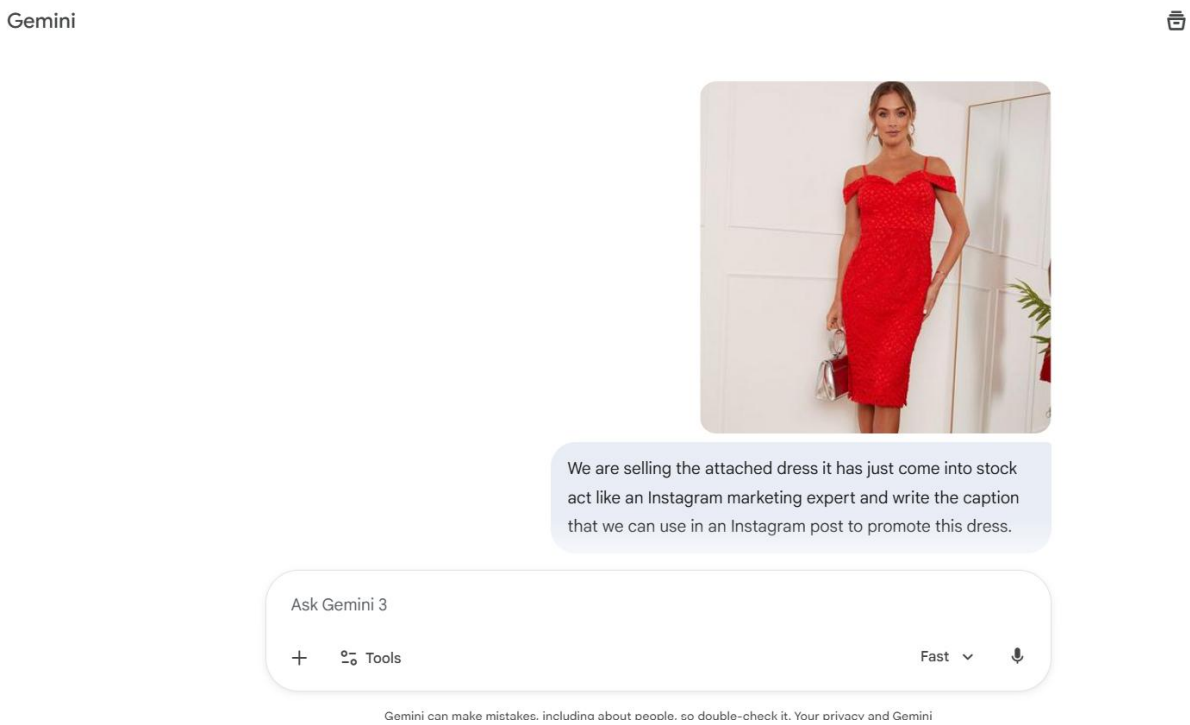
2. You can attach files (images, pdfs, videos and audio) using the free version. Only 3 per day with Chat GPT

3. On the mobile app you can use Advanced voice with video and screen sharing – very useful for your marketing

4. You can create and edit unlimited images using Nano Banana

Privacy:
However – if you switch off sharing your data with Gemini you get less features so do not use Gemini for very confidential or sensitive projects

Image attachment – ask it to write draft text for the web page for your products



Click the + icon next to the prompt

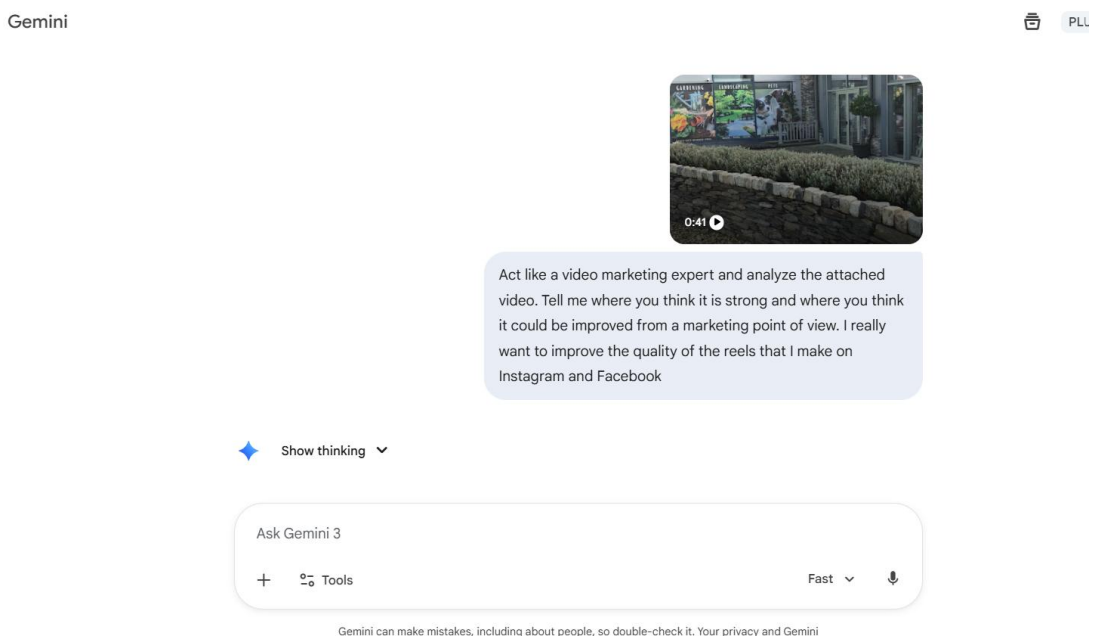
Select Image

Attach your image

Write your prompt e.g.

“write the text for the web page for this new jacket in stock”

Video attachment – ask it to analyse your Reel / marketing video and give you advice on how to improve it



Click the + icon next to the prompt

Select file

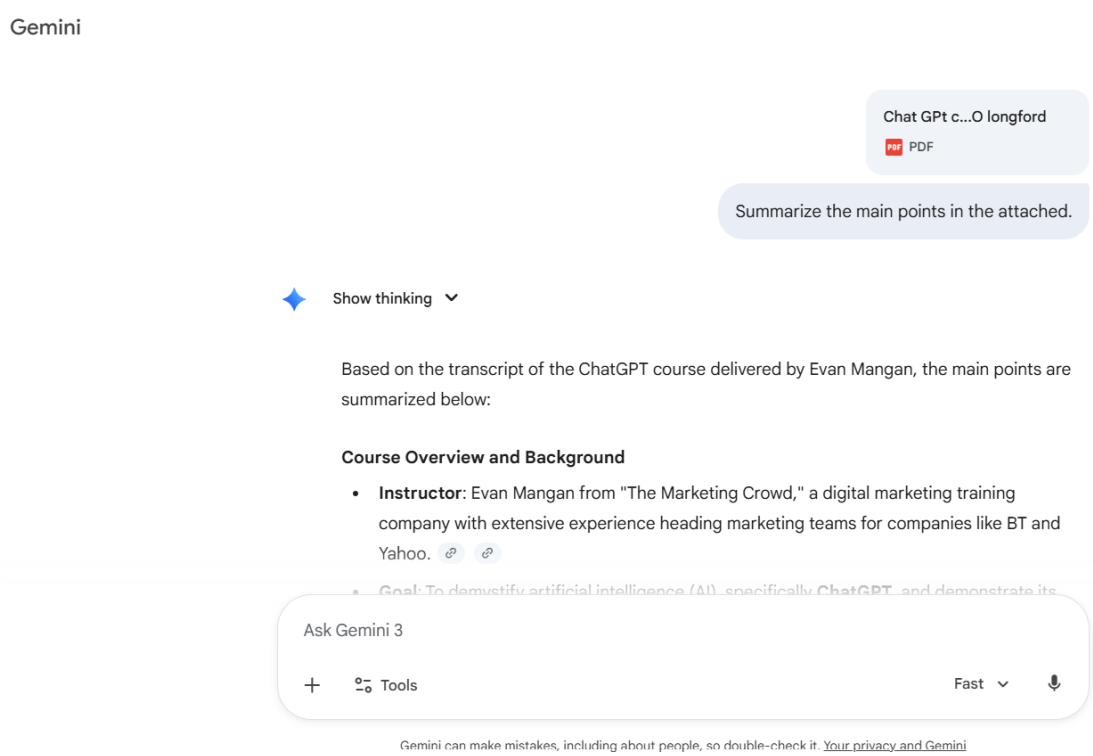
Attach your video

Write your prompt e.g.

Act like a video marketing expert and analyse the attached video. Tell me where you think it is strong and where you think it could be improved from a marketing point of view. I really want to improve the quality of the reels that I make on Instagram and Facebook

Max video length 5 mins
Max video file size – 2 gig

File attachment – ask it to analyse or summarise a file for you



Click the + icon next to the prompt

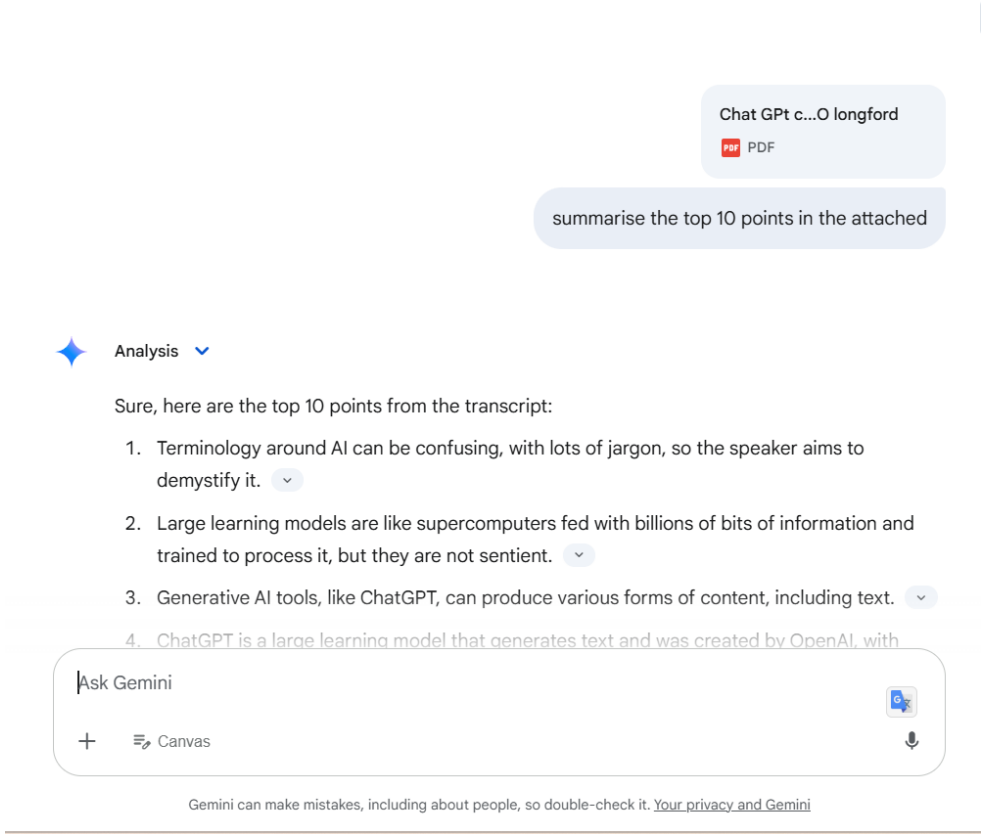
Select file

Attach your file (pdf

Write your prompt e.g.

“summarise the top 10 points in the attached”

File attachment – supported file formats



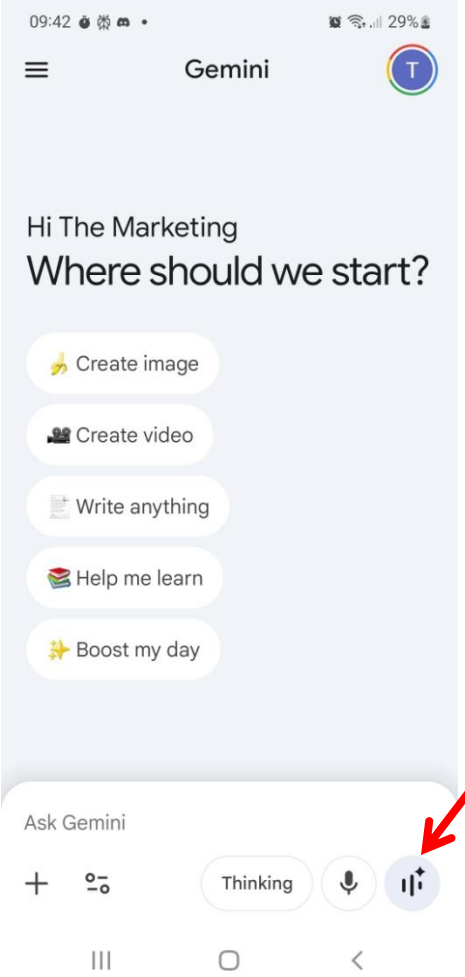
Supported files:

- PDF (*.pdf)
- Word documents (*.doc, *.docx)
- PowerPoint presentations (*.ppt, *.pptx)
- Plain text files (*.txt)
- Rich text files (*.rtf)
- Google Docs and Google Slides files (when connected via Google Drive)
- Some additional formats like DOT, DOTX, HWP, HWPX (less common document formats)237

Not Supported in Free Version:

- Excel spreadsheets (*.xls, *.xlsx)
- CSV or TSV files
- Code files (e.g., *.py, *.json)
- Audio, video, or ZIP files

Enhanced Voice – have a conversation with Gemini

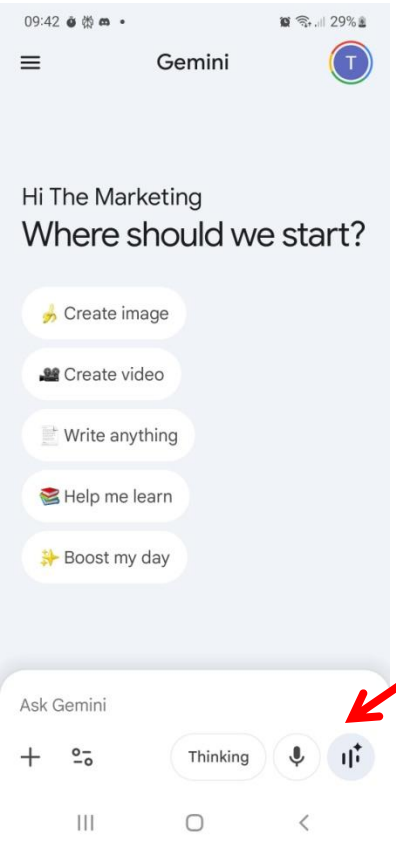


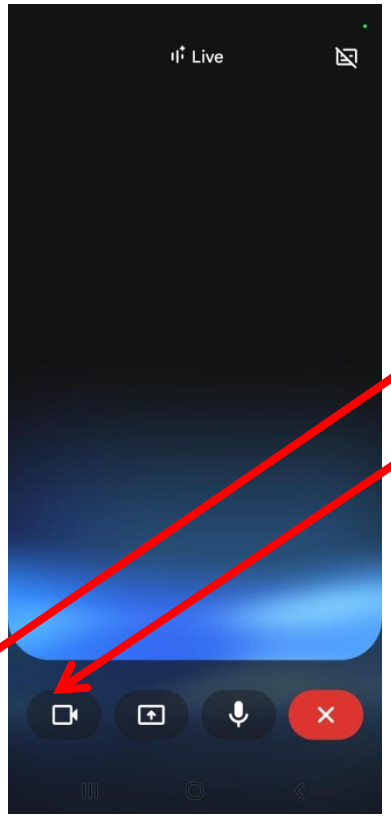
Gemini has enhanced voice on the mobile app but not yet on desktop

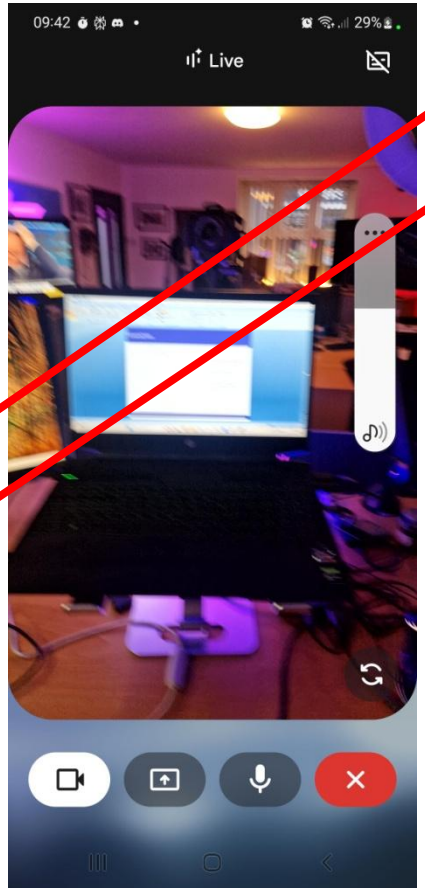
Hold an over and back conversation with Gemini

Treat it like a marketing consultant or a business coach. Ask it questions and follow up questions

Enhanced Voice with video – show Gemini what you are looking at and have a conversation with Gemini







Click on the enhanced voice icon

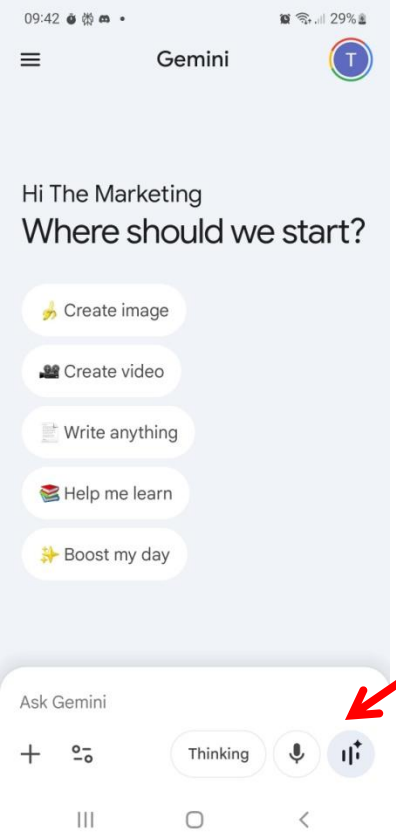
Then click on video icon

Then ask Gemini about what it can see in the video camera

Use this for

- Advice on how to use video equipment
- Advice on the best shots and angles when shoot a video
- Advice on your product packaging etc.

Enhanced Voice with screen sharing – show Gemini what you are looking at on your phone screen and have a conversation with Gemini



Click on the enhanced voice icon

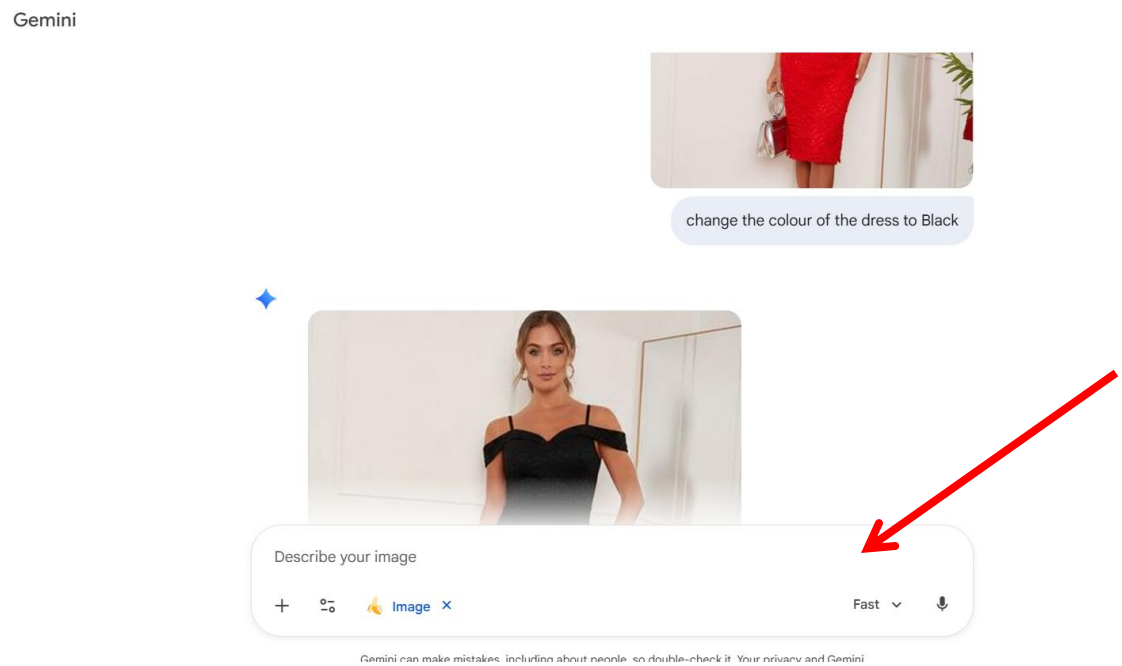
Then click on the middle icon

Then go to anything on your phone e.g. Instagram insights, Canva app ask Gemini about what it can see

Use this for

- Advice on how to do something in Canva or CapCut app
- Advice on how to interpret Instagram insights

Unlimited Image creation using Nano Banana



When you use the Fast model you get unlimited image creations with Gemini

This image model is called Nano Banana

Use this to

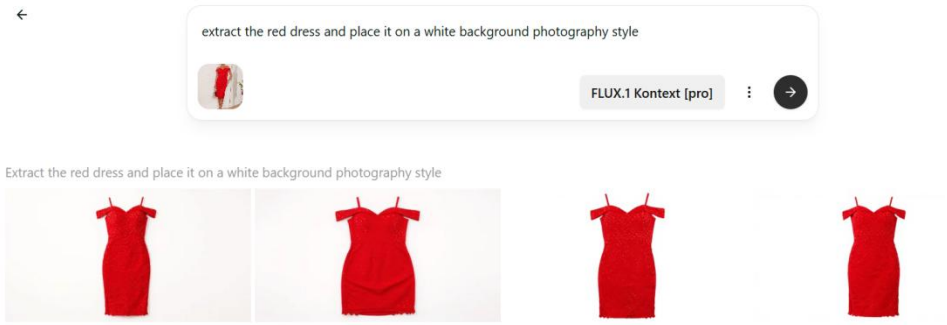
- Create images by describing them
- Create an image by attaching a product image and ask for it to be in a certain environment
- Ask for edits to an image

You can change the colour of something

Change the colour of the dress to white

But the woman and everything else stays the same

Extract and create product images



Ideal for Retailers

Extract the dress and place it on a white background product photography style

Place your product into a scene

Ideal if you have an image of your product and you want it to appear in the ideal environment. You no longer need to organise a photo shoot

Side angle shot of this product on a breakfast table next to a glass of orange juice . The table has a luxurious white linen table cloth. There is a fruit bowl on the table.

Change the colour of something to match another colour

Ideal if you have an image that you want to use in your marketing but you want to change something and want to match the colour to something in the image

Change what the woman is wearing to a red summer dress that matches the colour of the red phone box.

Remove anything from your image by describing the edit

Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the people in this image

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Aim to learn these video editing skills in Edits

Go to the app store or play store and search for Edits

Fundamentals

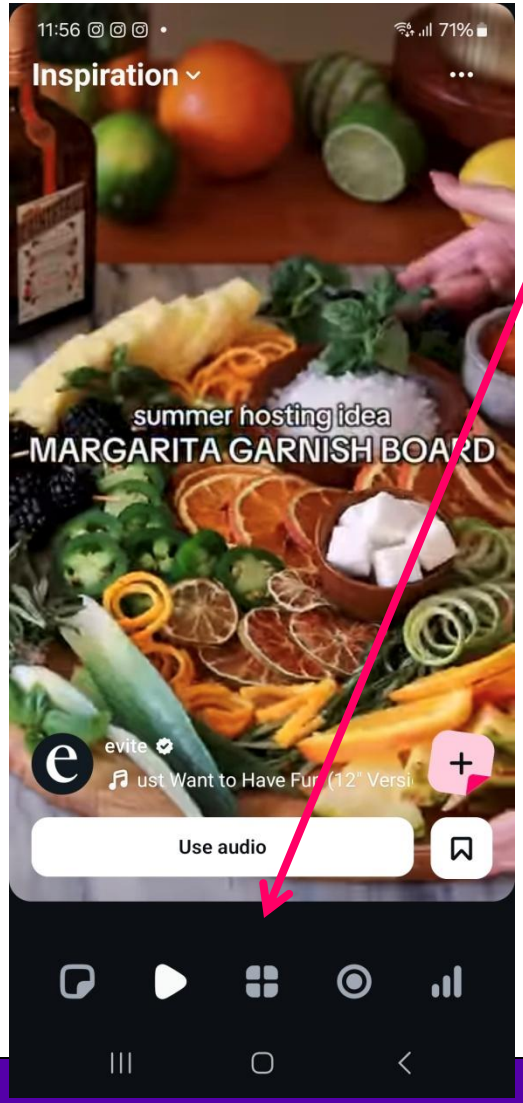
- How to cut out parts of a clip
- How to add text and music
- How to add your logo on top of your video

Intermediate

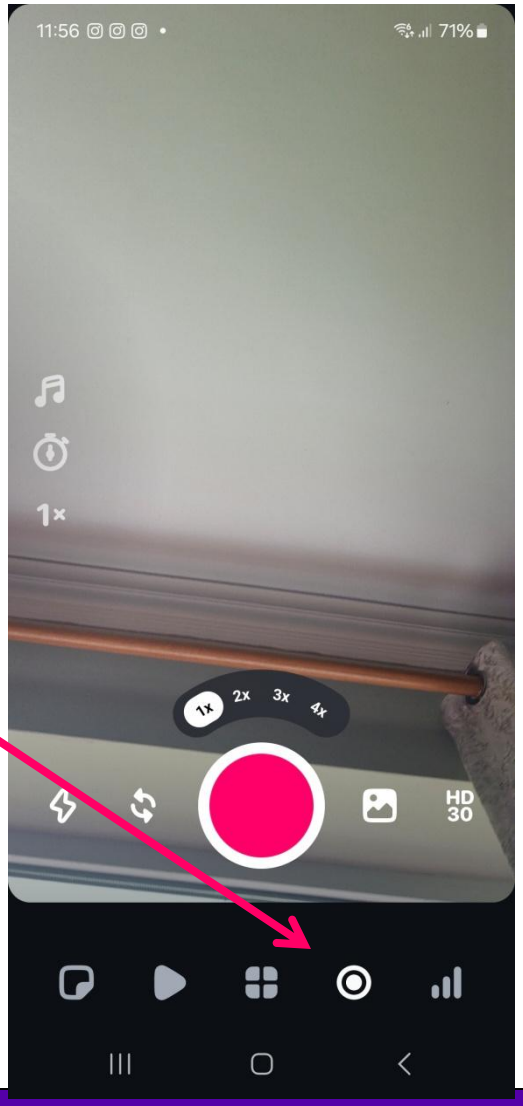
- How to make very eye-catching Reels
- How to overlay video footage on top of your video
- How to make a voiceover video
- How to make a video speaking to camera
- How to make a product marketing video
- How to make a testimonial video

- **Advanced**
- How to use AI tools to edit your videos e.g. Edit by deleting text, removing backgrounds,

Tour of the main menu



- Tap the play button
- They call this are “Inspiration”. It is your reels feed and shows you reels it think you would find interesting
- You can write a sticky note if any video gives you some ideas and you can save a video to a collection.
- Tap the circle icon. This is where you can record videos directly within the app



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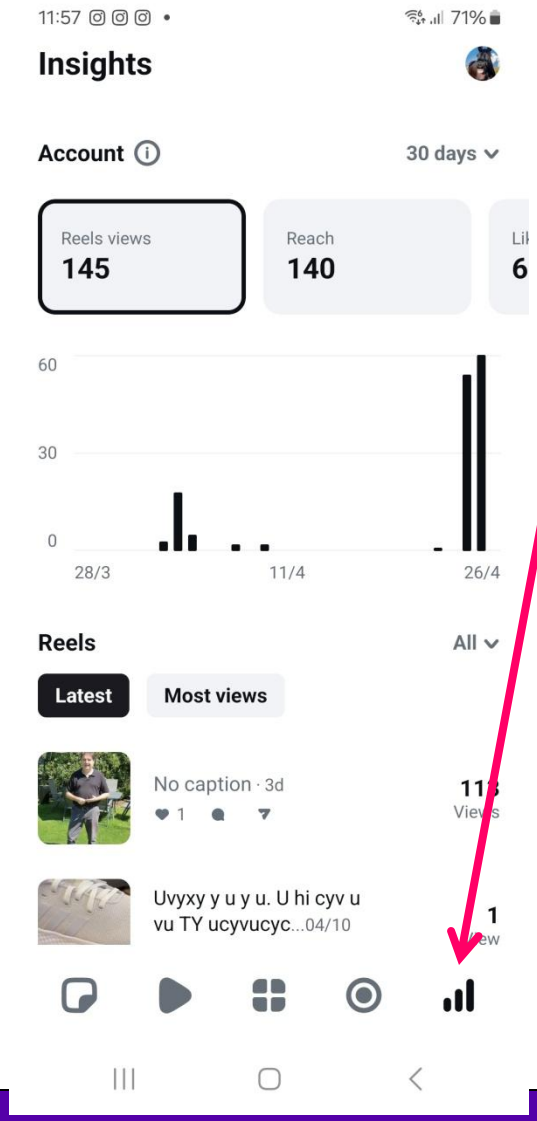
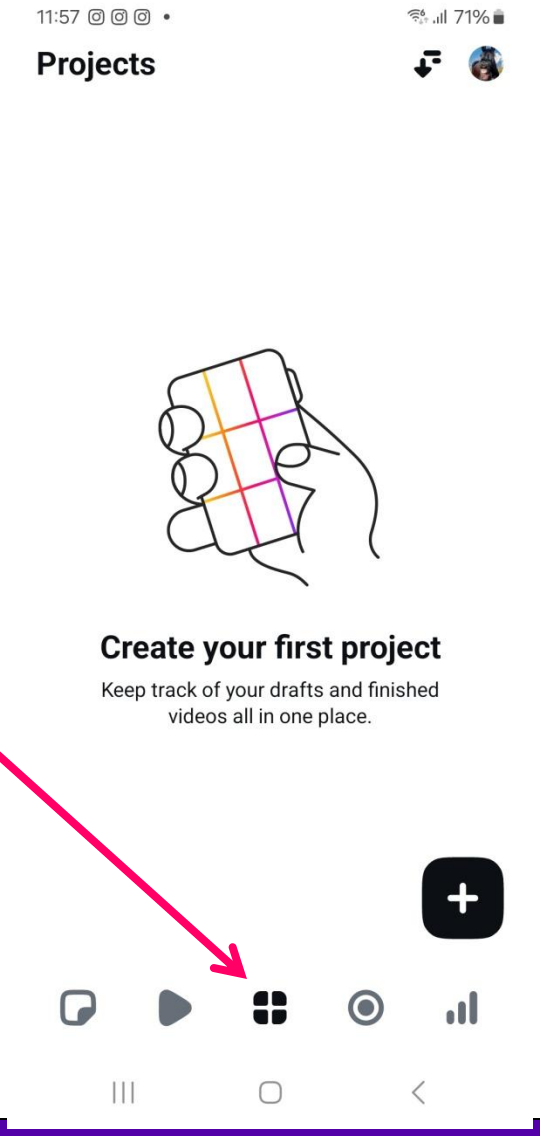
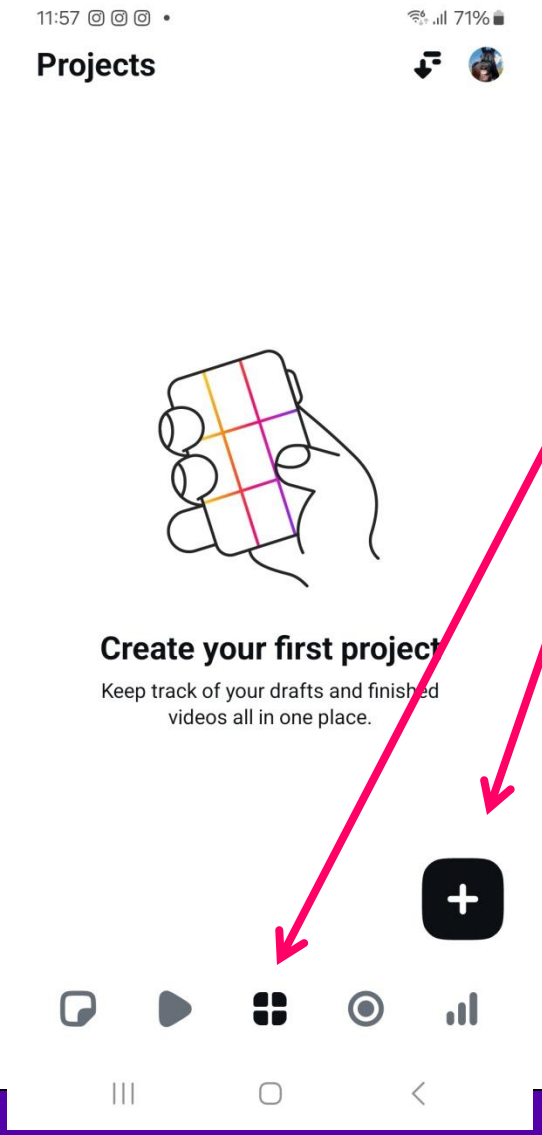


- Tap the bar chart icon
- This is where you can view the insights / metrics for your recent reels

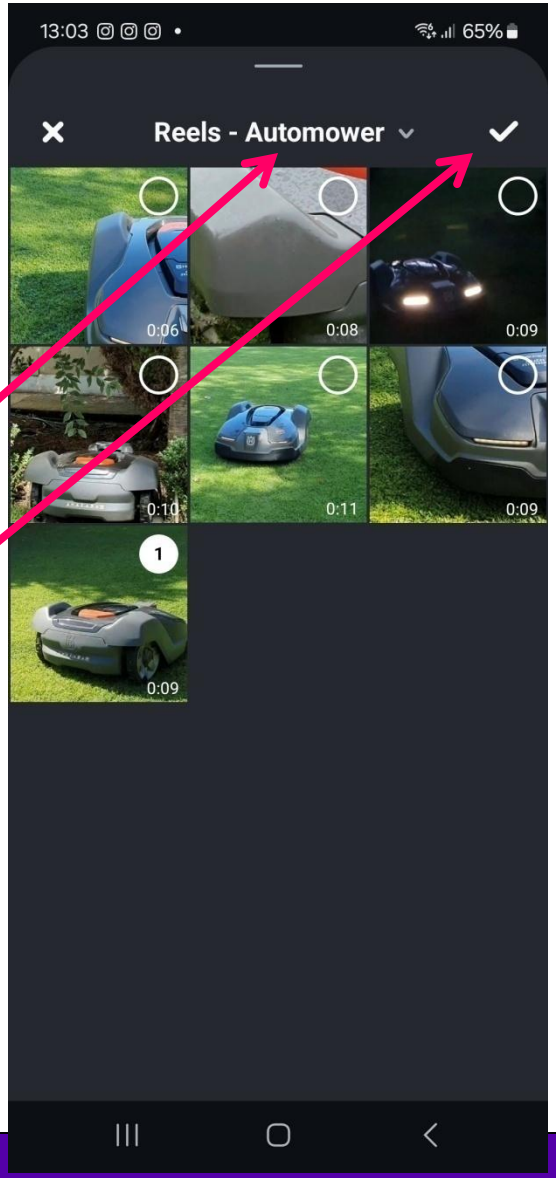
- Tap the 4 squares icon. This is where you got to edit a video



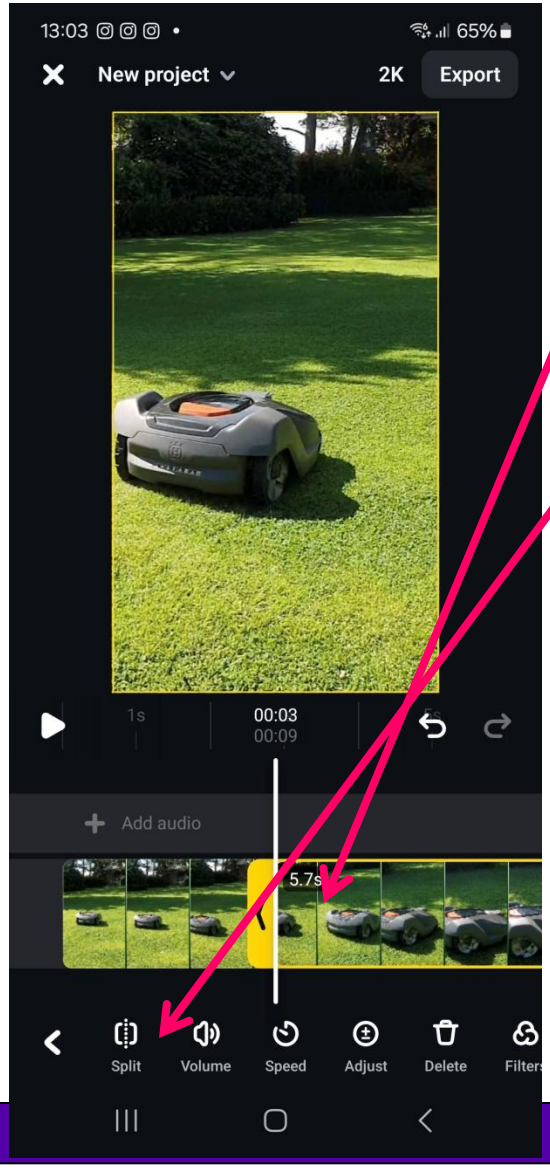
How to get started editing a video



- Tap the 4 squares icon. This is where you got to edit a video
- To edit a video simply tap on the + symbol for New Project
- Find the clips or album on your phone
- Select the clip you want to start the video with
- Tap the tick top right

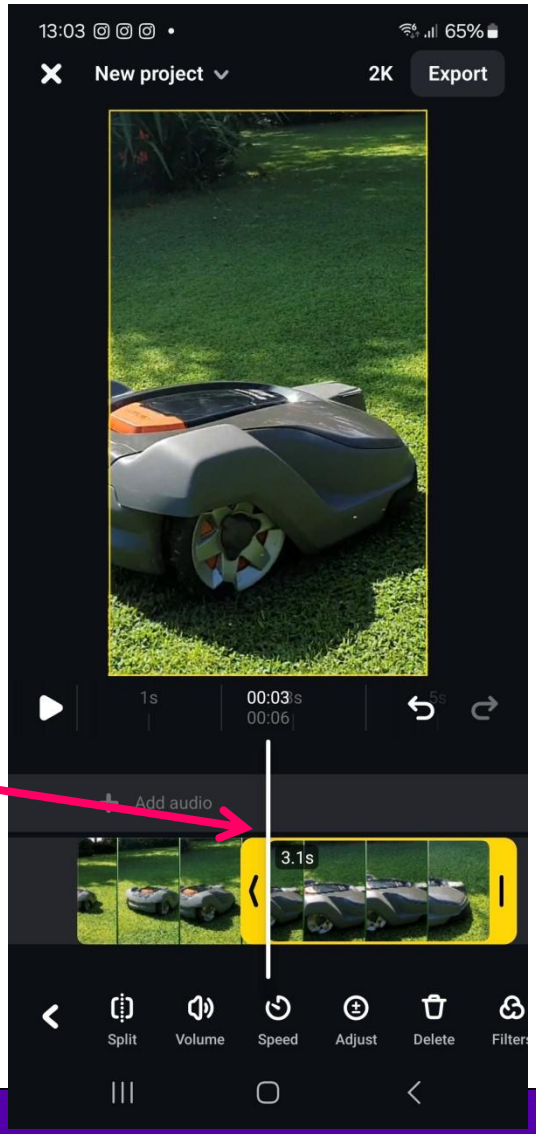


Demo 1 : How to edit a video (multiple clips plus voiceover)



- 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 tap on the clip and then tap split to cut the clip where the white line is
- Then tap on the part of the clip you want to delete and then tap delete to delete it

Repeat this split and delete process to remove the parts of the clip you don't want



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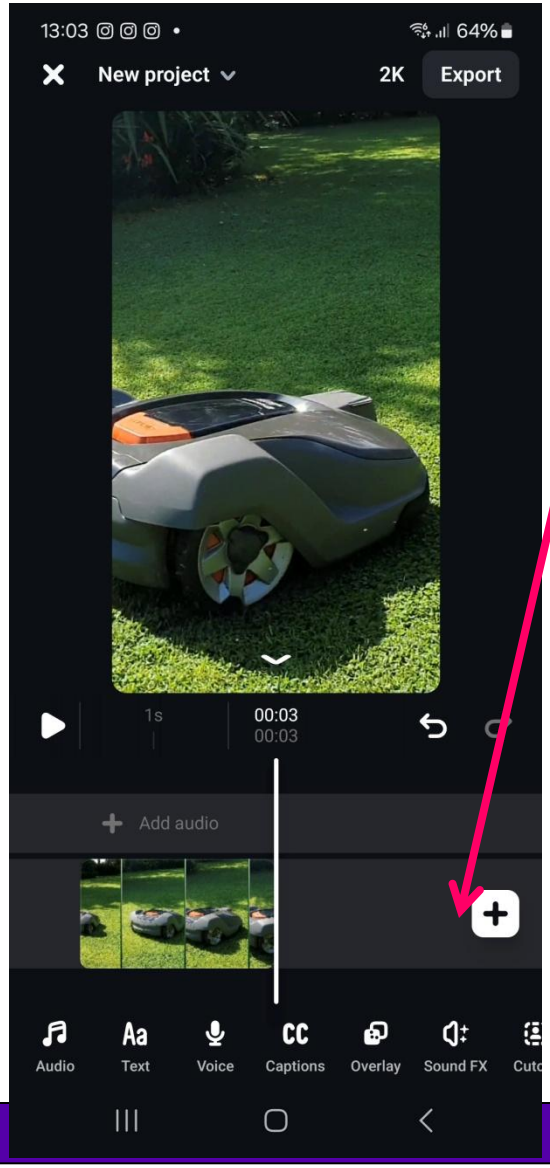
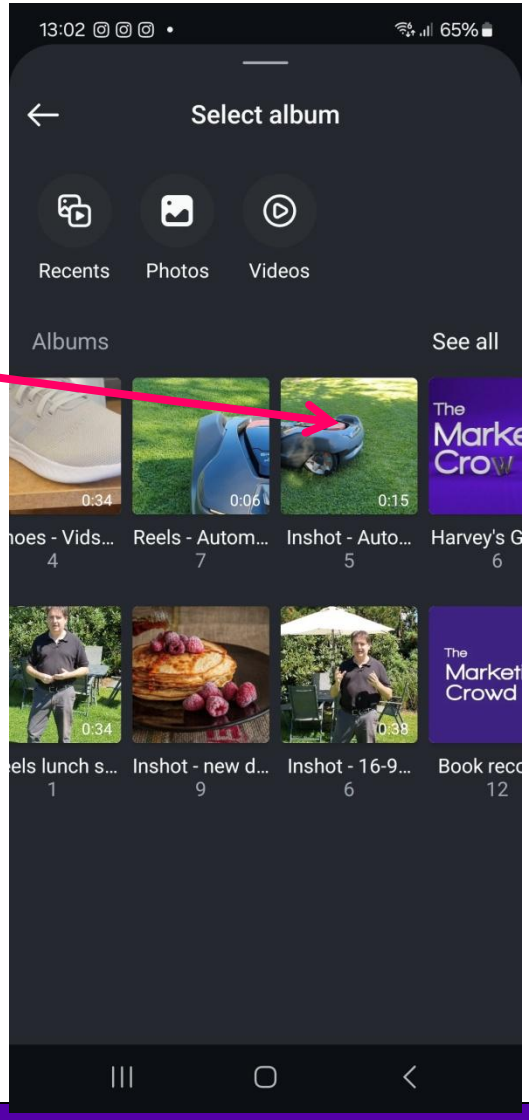
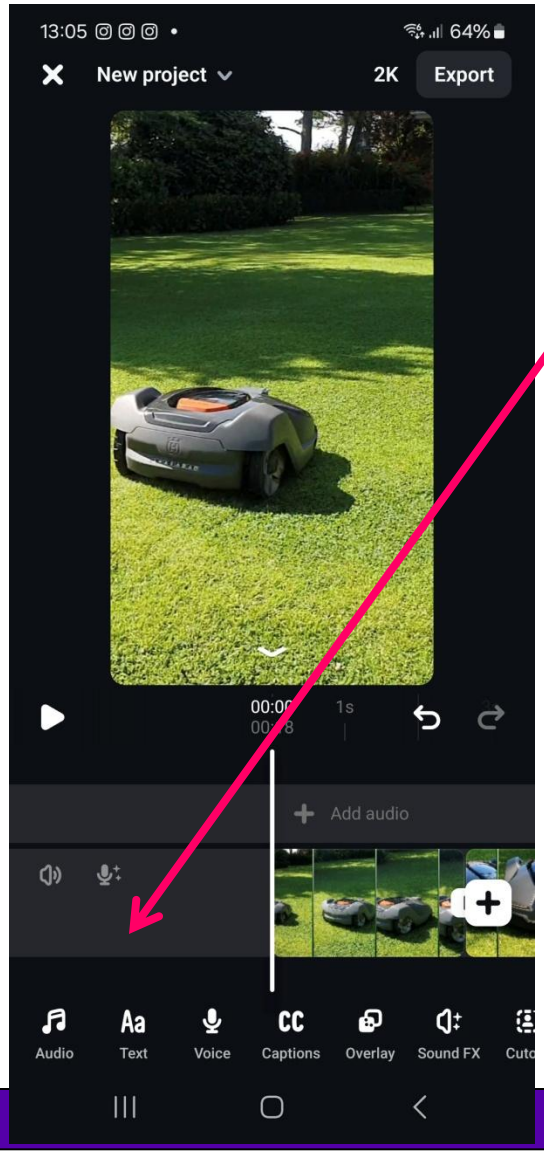


- Then Tap on + in order to add the next clip.
- Select the clip and then repeat the process of splitting and deleting the part you don't want.
- Keep repeating until you have added and edited all your clips



Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

Tap on the music symbol

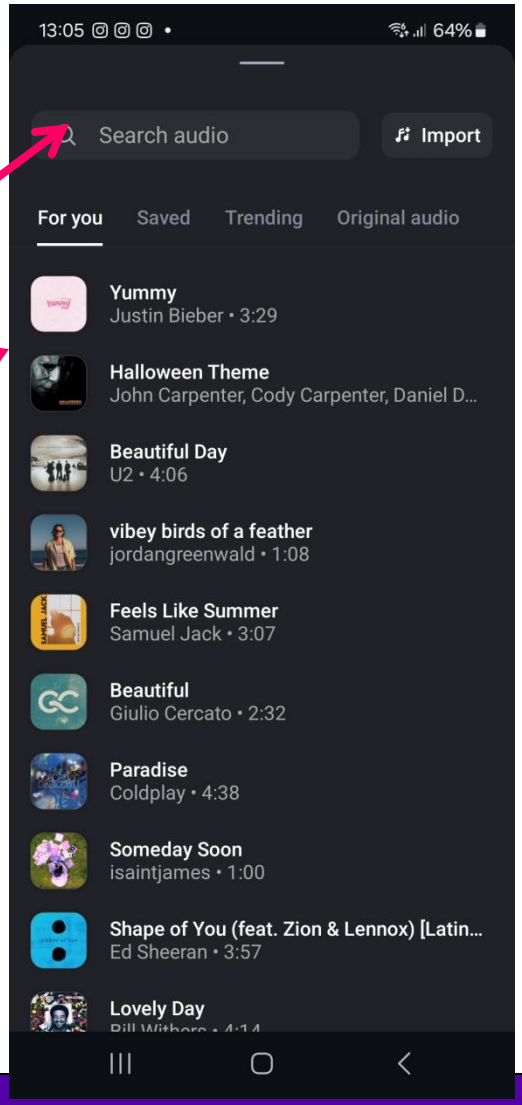
You can then search through their library of music which includes copyright music if you have a creator account.

You can also find your saved music tracks (from Instagram) and also trending music

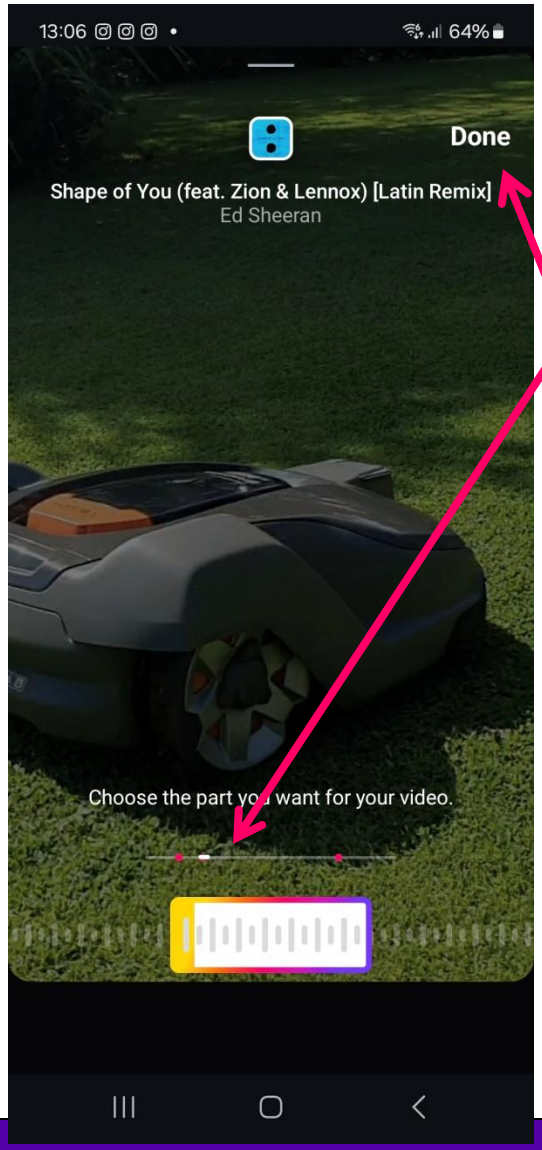
You can also tap import and then select a video from your phone that has music on it. It will extract the Audio

Tap on the music icon to listen to it

Tap on the name to select it



Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

You can then choose which part of the music you want to use, just like you would when creating a Reel in the Instagram app

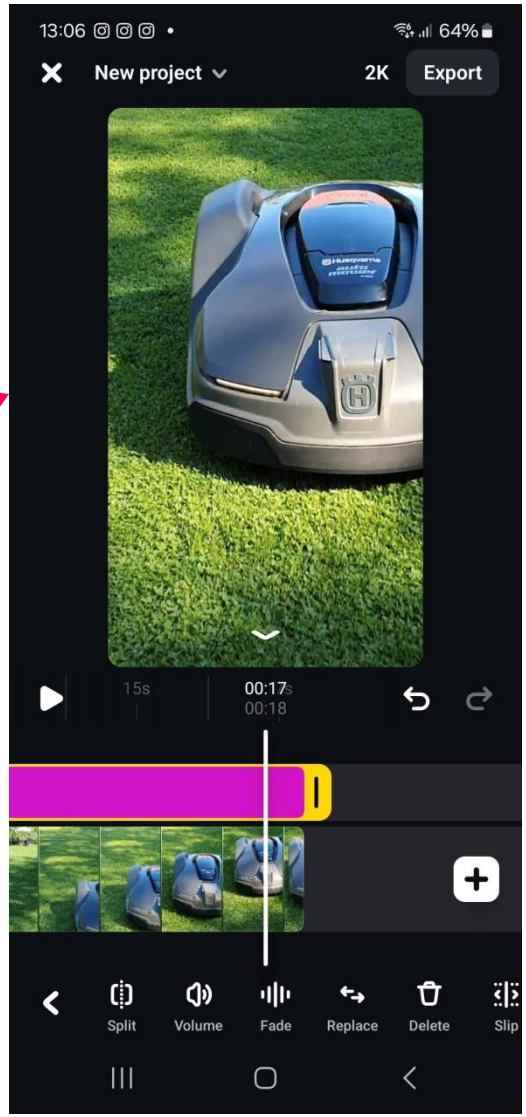
Then tap done

The music is now added to the video

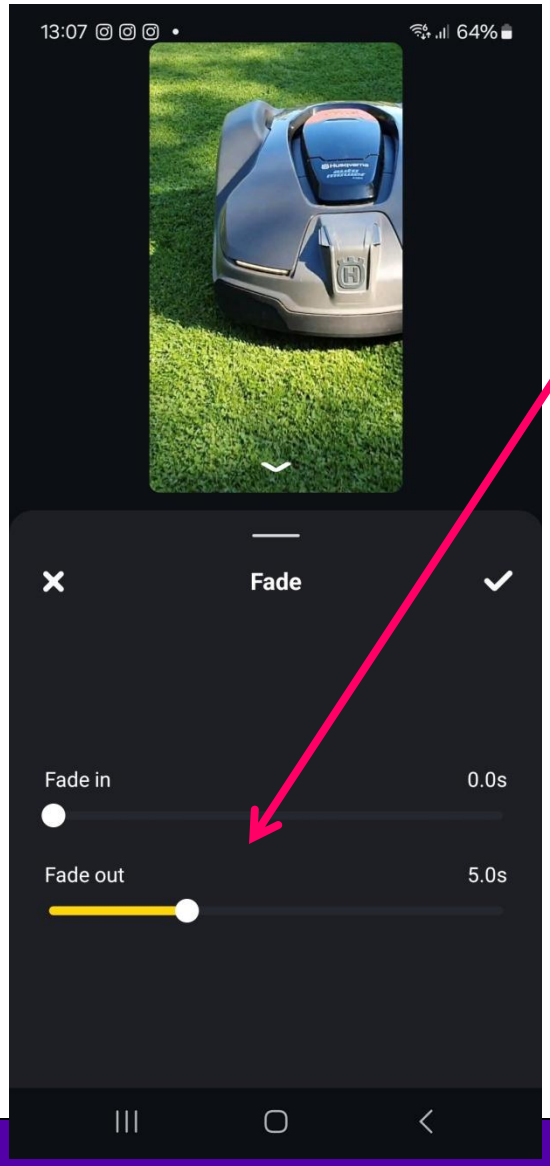
In the editing timeline tap the music line

Then tap on Fade

Then fade out the music



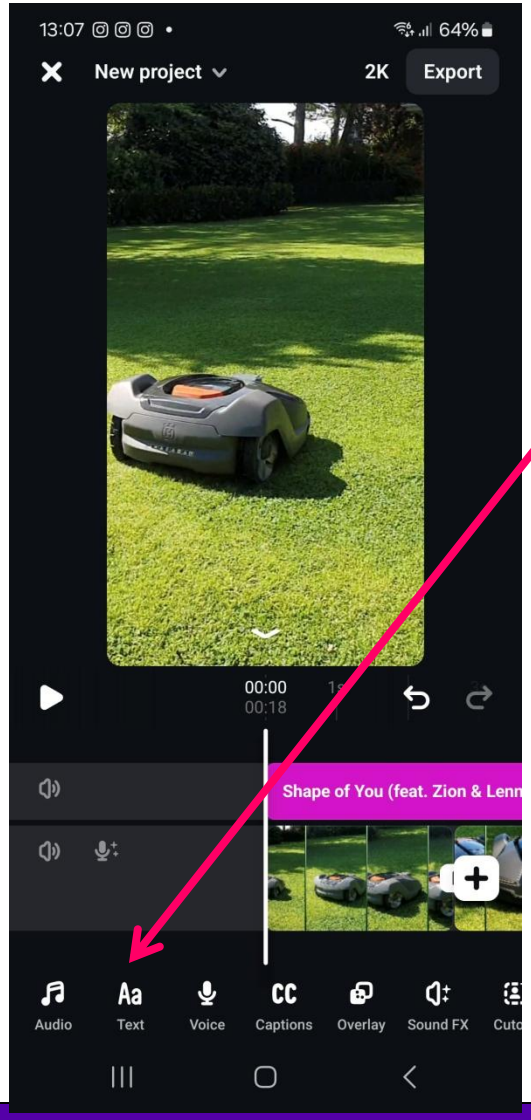
Demo 1 : How to edit a video (multiple clips plus voiceover)



To add music

Then fade out the music by dragging the slider to around 5 seconds

Demo 1 : How to edit a video (multiple clips plus voiceover)



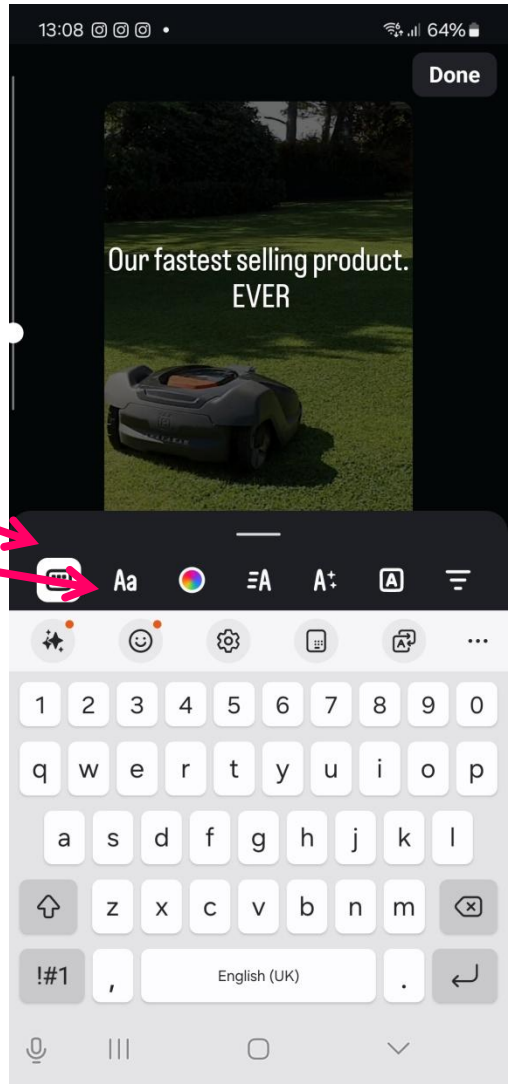
To add text

Tap on the text icon in the menu

You are now in the edit section in this Menu

Type in your text

Then tap on the Aa icon



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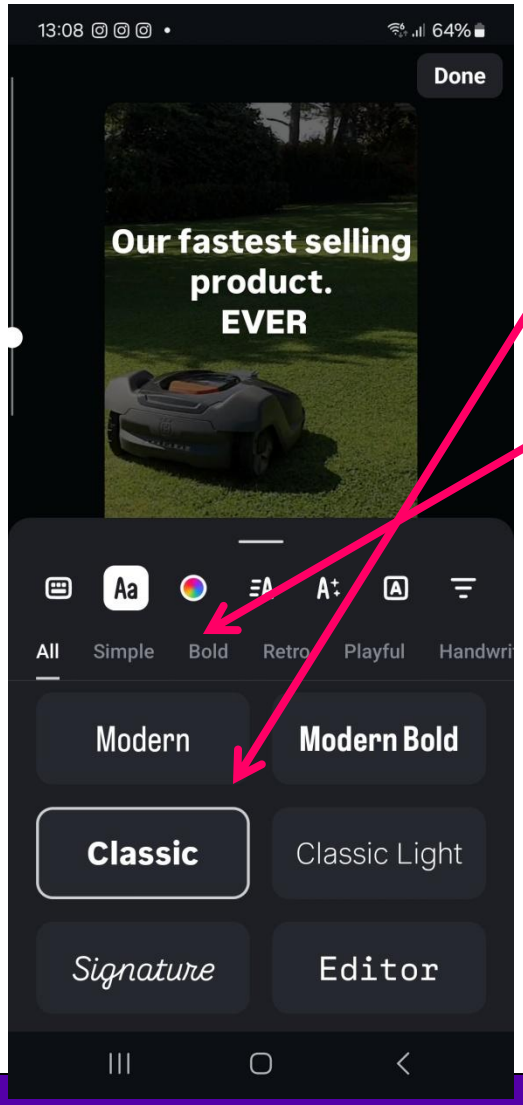
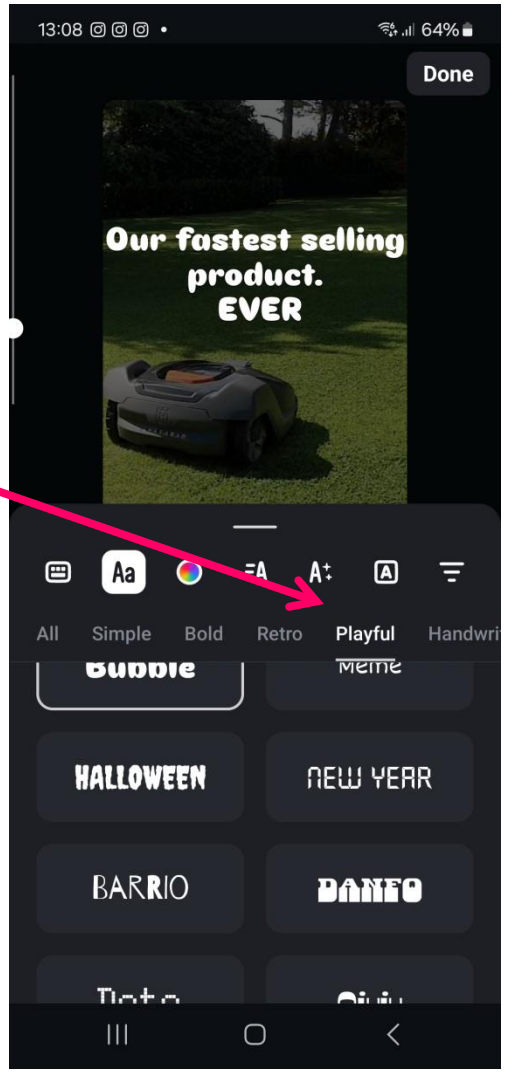


To add text

When you tap on the Aa icon you can then choose your font. Notice there are categories of fonts



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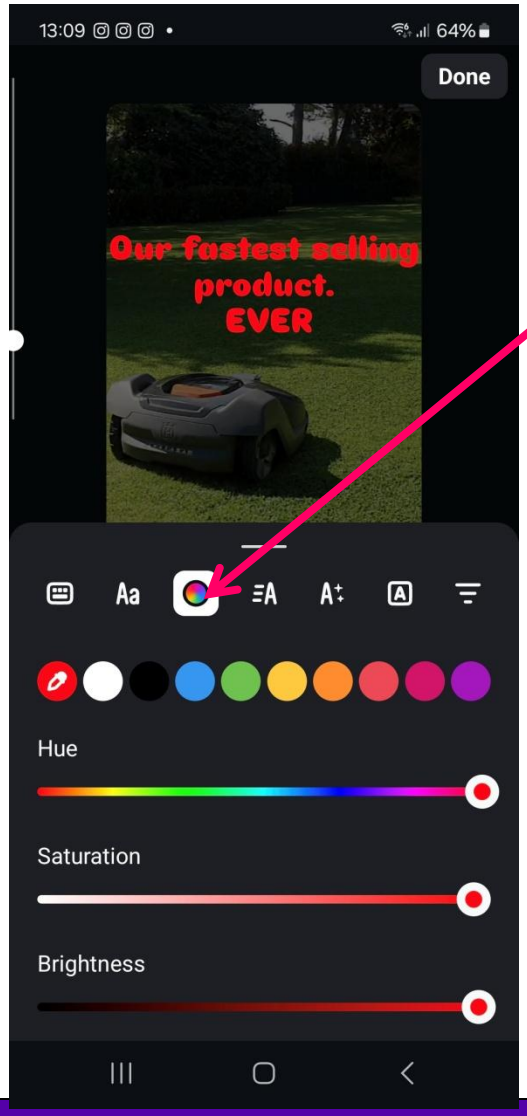
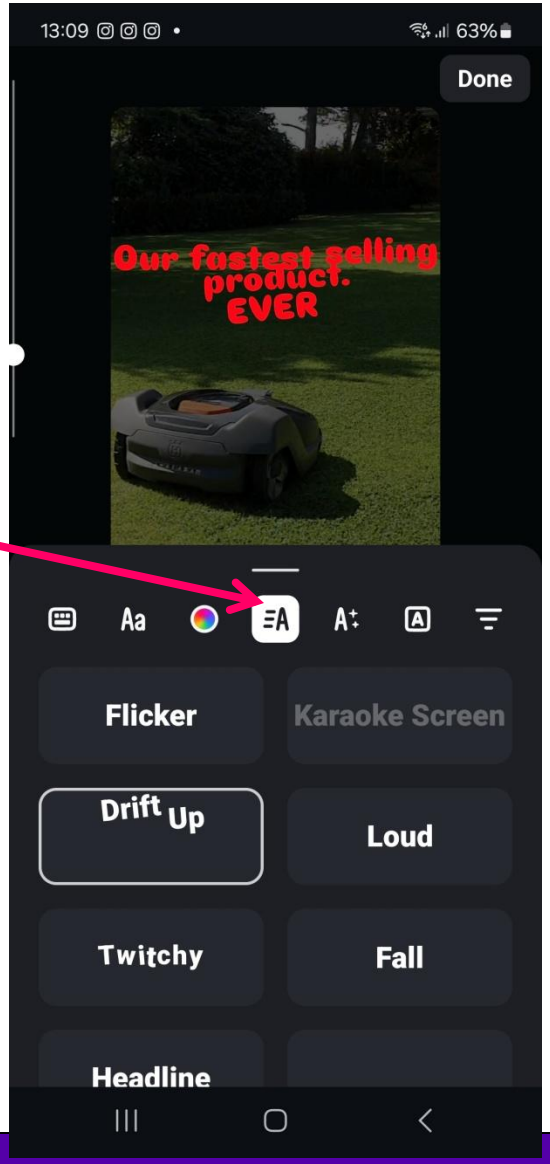


To add text

Tap on the colour wheel to change the colour of the text.

Tap this icon to add an animation to the text



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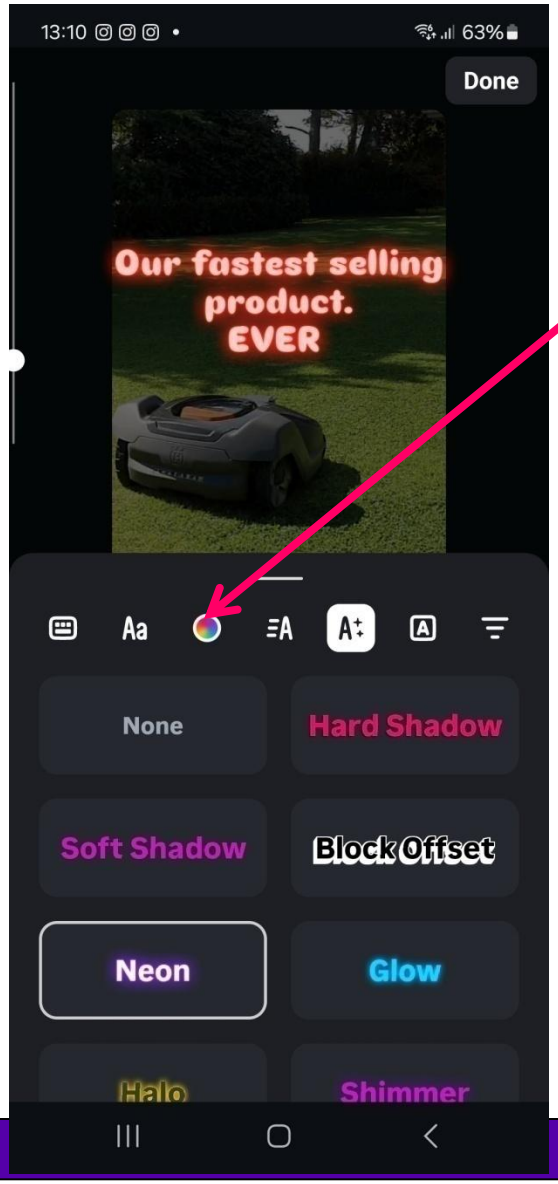
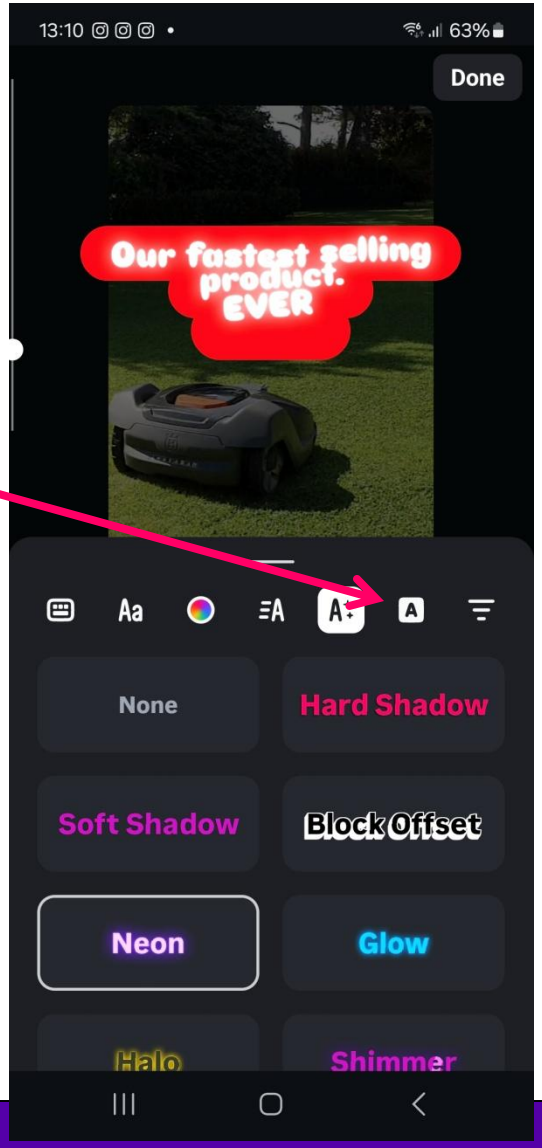


To add text

Tap this icon to choose and effect for your text e.g. Neon

Tap the A icon if you want to add a background colour to the text

Once you are happy with the text tap done



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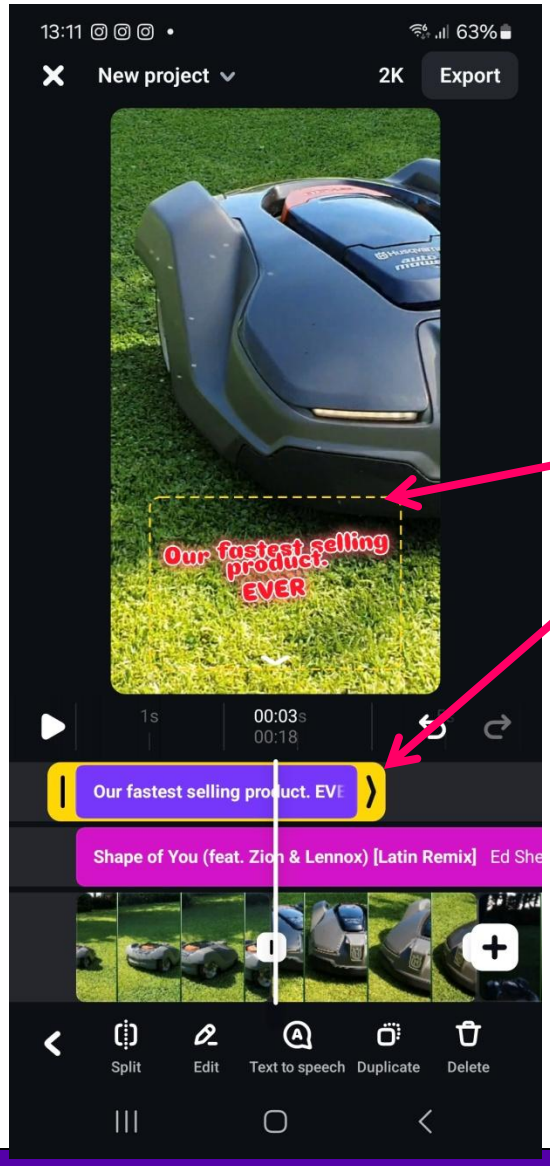
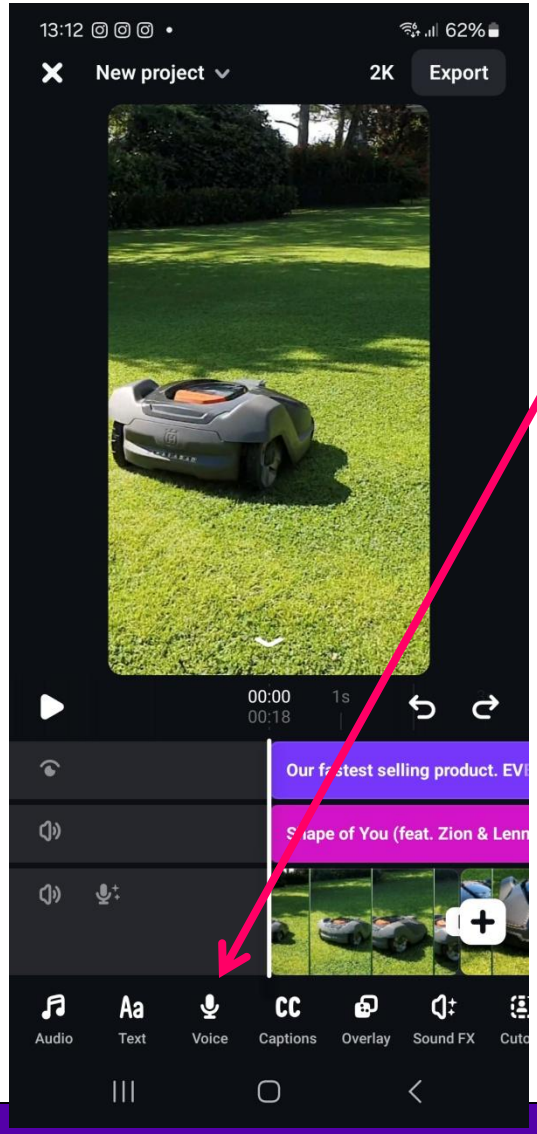


To add text

The text is now added to the timeline. You can now

1. Pinch this box to make the text bigger or smaller on the screen
2. Tao you finger on this slider and drag it left or right to make the text appear for a longer or shorter time on the video

Demo 1 : How to edit a video (multiple clips plus voiceover)



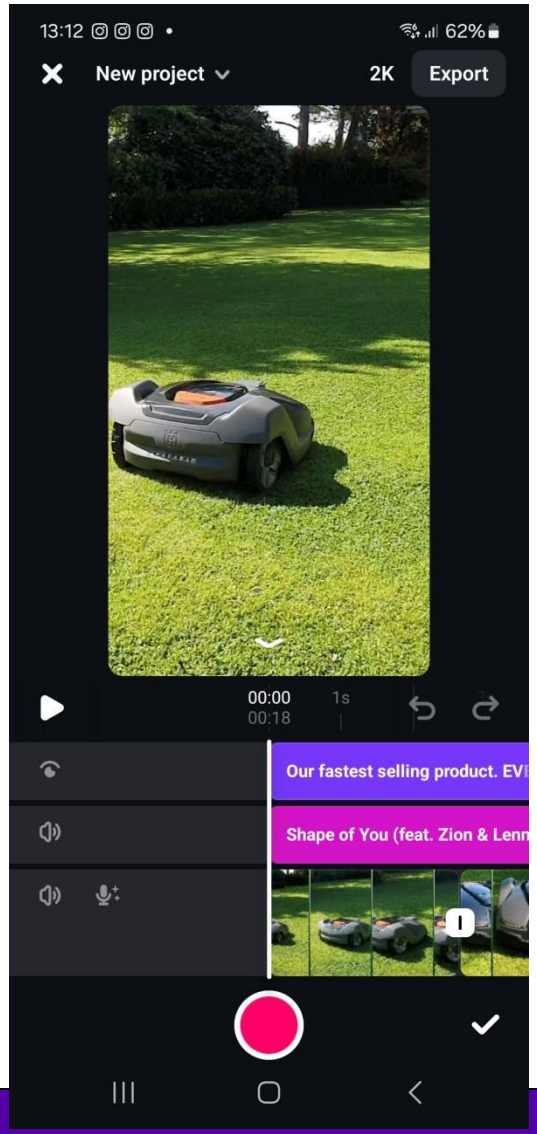
To add a Voiceover

Tap on the icon for Voice

Then tap on the red record button

Then speak into your phone and tap the button to stop recording

Your voice over will now be on the timeline



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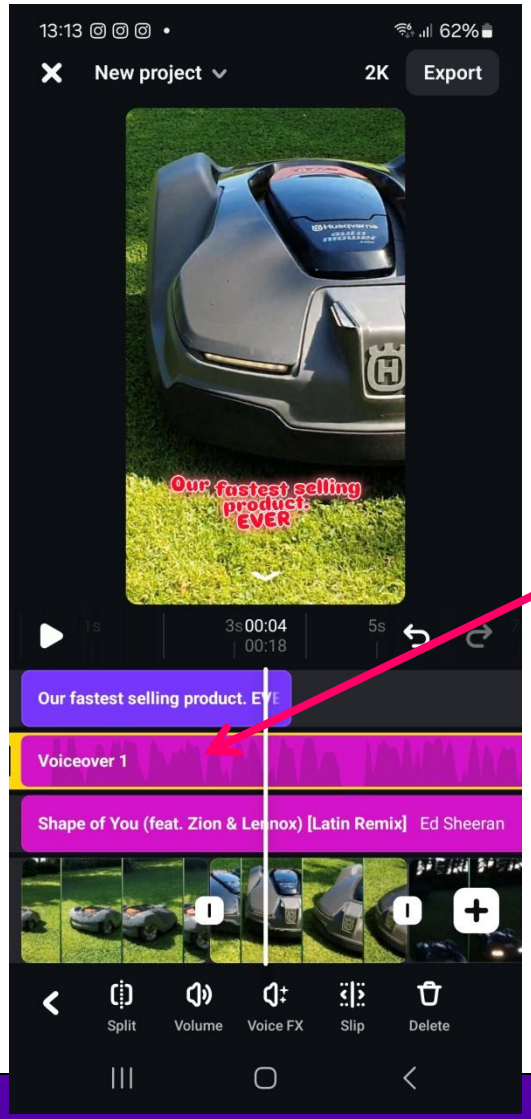


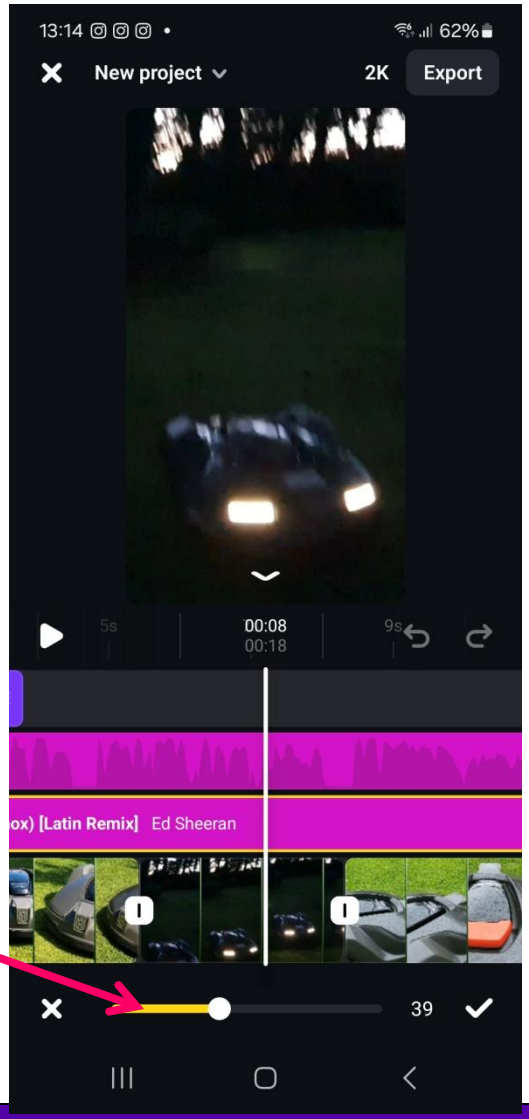
To add a Voiceover

Your voice over will now be on the Timeline

When you tap play the music will sound too loud. You now need to reduce the volume of the music

Tap on the voiceover track on the timeline to select it

Then drag the volume slider to the left to reduce the volume until you get to the point where you can clearly hear the voiceover



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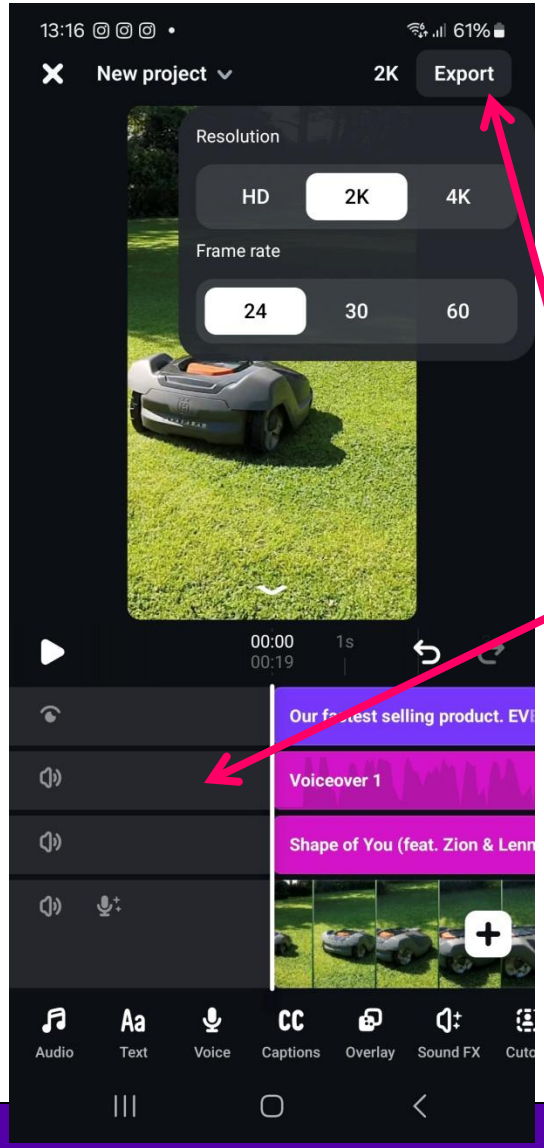


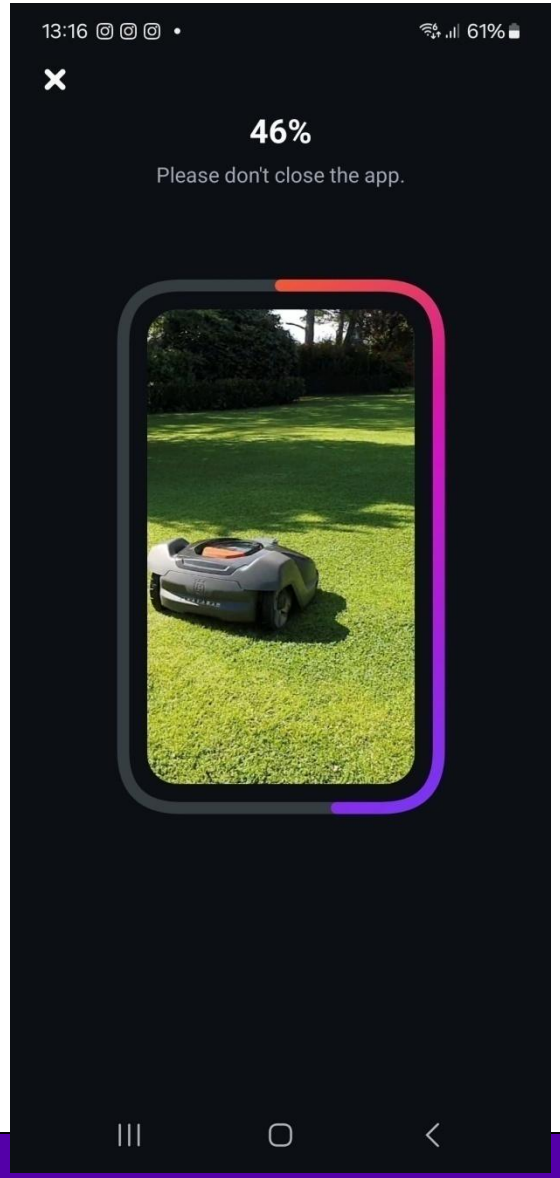
To export your video

When you want to export your video you can tap on 2K and choose your Resolution

2k and 30 FPS is a good choice

Then tap on Export

Your video will now export and you will find it in a folder called “edits” in your gallery



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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
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10. Build your email marketing list in 2026. With lower organic reach in social media it’s becoming more important than ever.

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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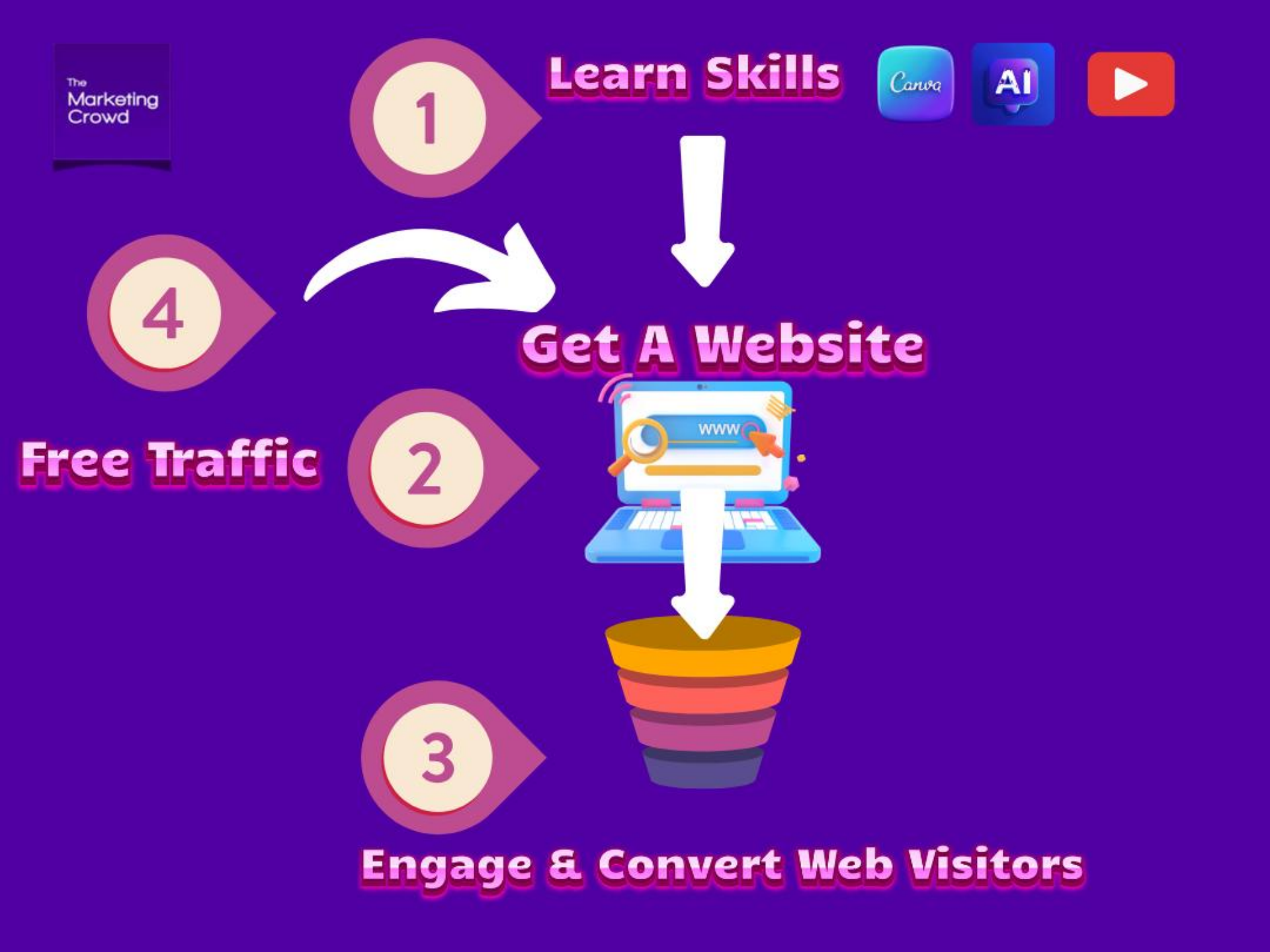
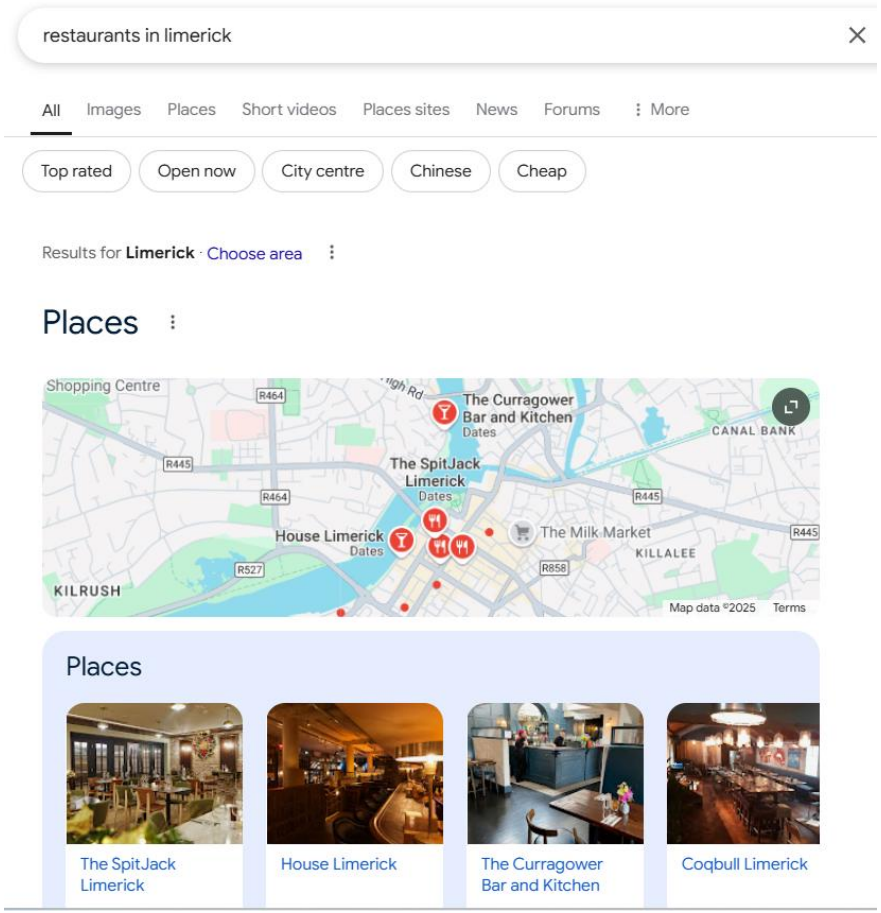

The Marketing Crowd
1
Learn Skills
Canva
AI
4
Free Traffic
Get A Website
2
www
3
Engage & Convert Web Visitors

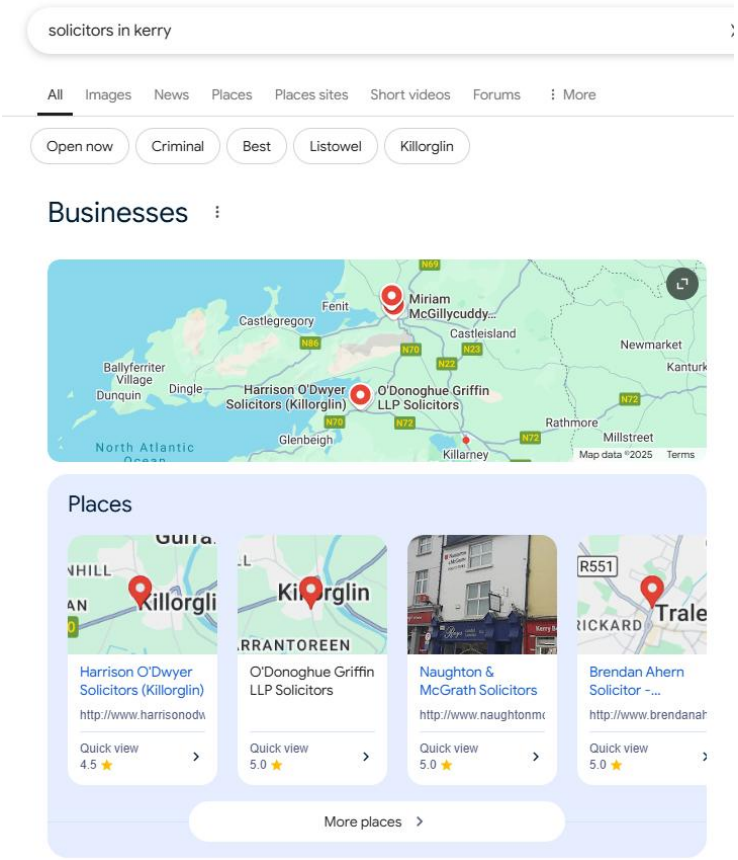
Get found in Google local map results



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

Google

treyvauds restaurant

All Maps Images News Videos More Settings Tools

About 22,500 results (0.65 seconds)

Treyvaud's Restaurant
treyvaudsrestaurant.com/
This site may be hacked.
Treyvaud'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

Treyvaud's, Killarney - Restaurant Reviews, Phone Number & Photos ...
https://www.tripadvisor.ie › ... › County Kerry › Killarney › Killarney Restaurants
Rating: 4.5 - 546 reviews
Treyvaud's, Killarney: See 546 unbiased reviews of **Treyvaud's**, rated 4.5 of 5 on TripAdvisor and ranked #8 of 182 **restaurants** in Killarney.

Dinner Menu - Treyvaud's Restaurant / Killarney County Kerry ...
www.ireland-guide.com/menu/treyvauds-restaurant.5649.4497.html
Dinner Menu for **Treyvauds Restaurant** in Killarney County Kerry Ireland.

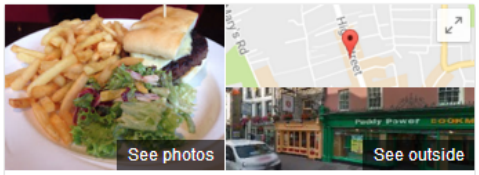
Lunch Menu / Treyvauds Restaurant / Killarney County Kerry ...
www.ireland-guide.com/menu/treyvauds-restaurant.5648.4497.html
Lunch Menu for **Treyvauds Restaurant** in Killarney County Kerry Ireland.

Treyvaud's Restaurant Reviews Online | Menupages Community
www.menupages.ie › Kerry › Kerry Central › Killarney
Rating: 4 - 18 reviews - Price range: €€€
Read reviews of **Treyvaud's Restaurant** Killarney Kerry from the Menupages Community. Submit your Review today.

Treyvaud's | Facebook
https://www.facebook.com › Places › Killarney › Restaurant
Rating: 4.3 - 332 votes
Treyvaud'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 ...

Treyvauds - 12 Photos & 14 Reviews - French - 62 High St, Killarney ...
https://www.yelp.ie › Restaurants › French

Google Business Profile



Treyvaud's Restaurant

Website Directions

4.2 ★★★★ 20 Google reviews
Restaurant

Smart, family-run restaurant with a Modern Irish and international menu, plus regular event nights.
Address: 62 High Street, Killarney, Co. Kerry
Hours: Open today · 12–11:30p.m.
Phone: (064) 663 3062

Suggest an edit

Reviews from the web

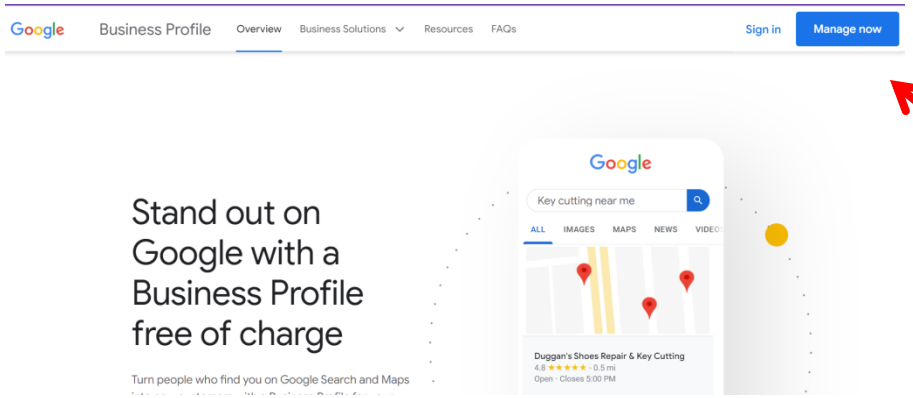
MenuPages.ie	Facebook
4/5	4.3/5
18 reviews	332 votes

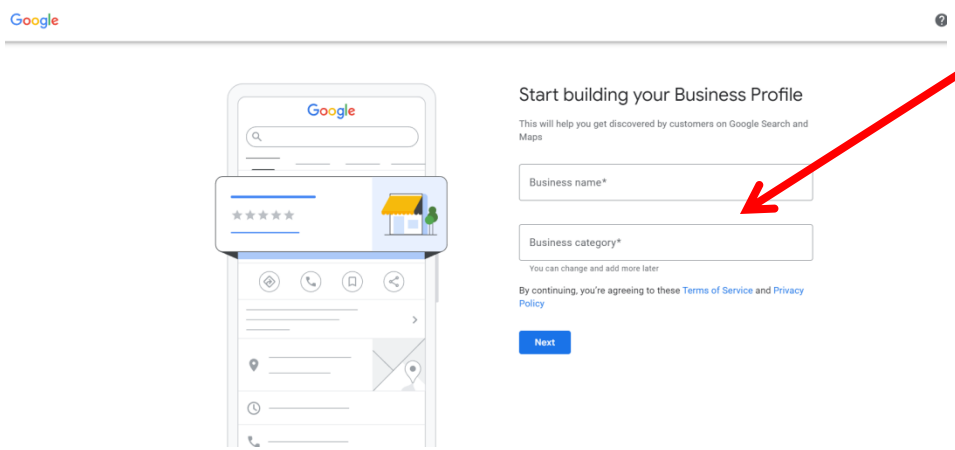
Popular times Sundays

Now: Usually not too busy

peak

Getting started





Go to Google.com/business

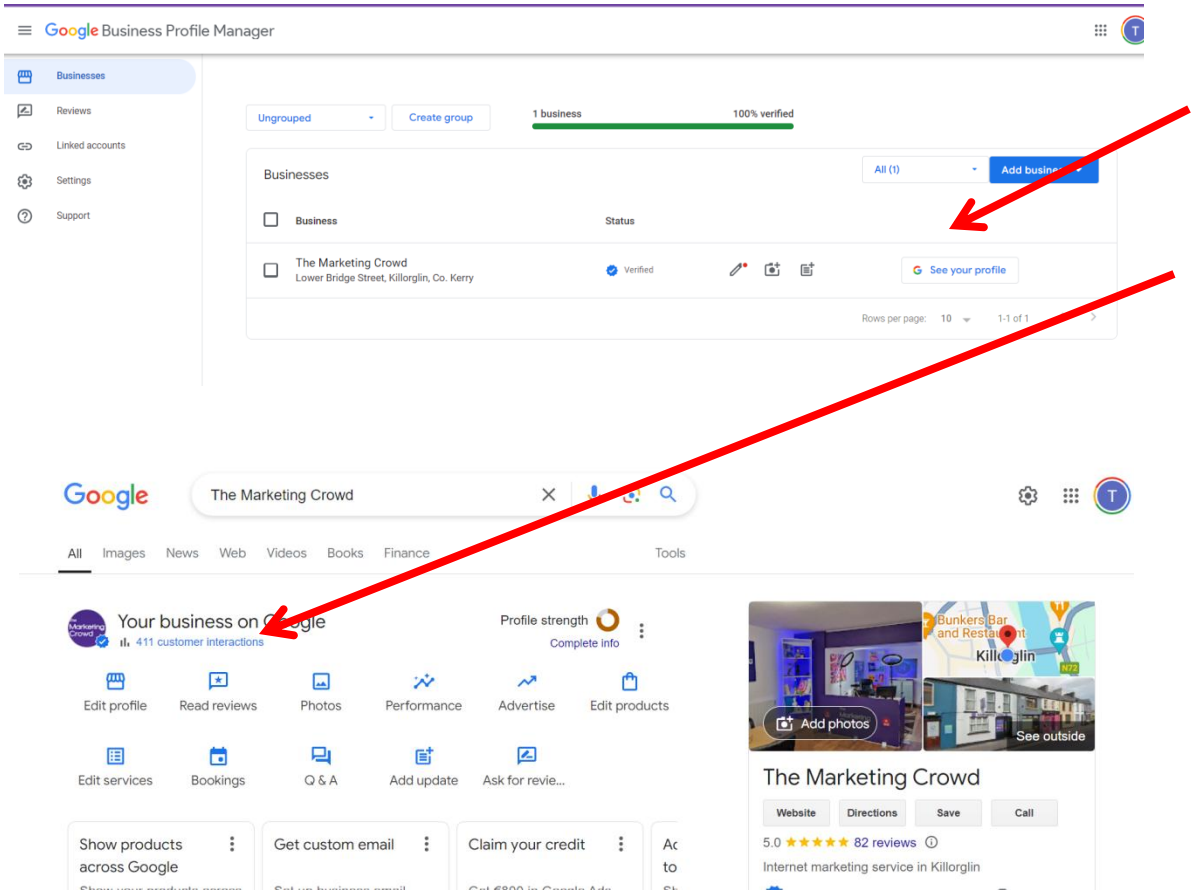
Click sign in on the top right and login with your Gmail account logins

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

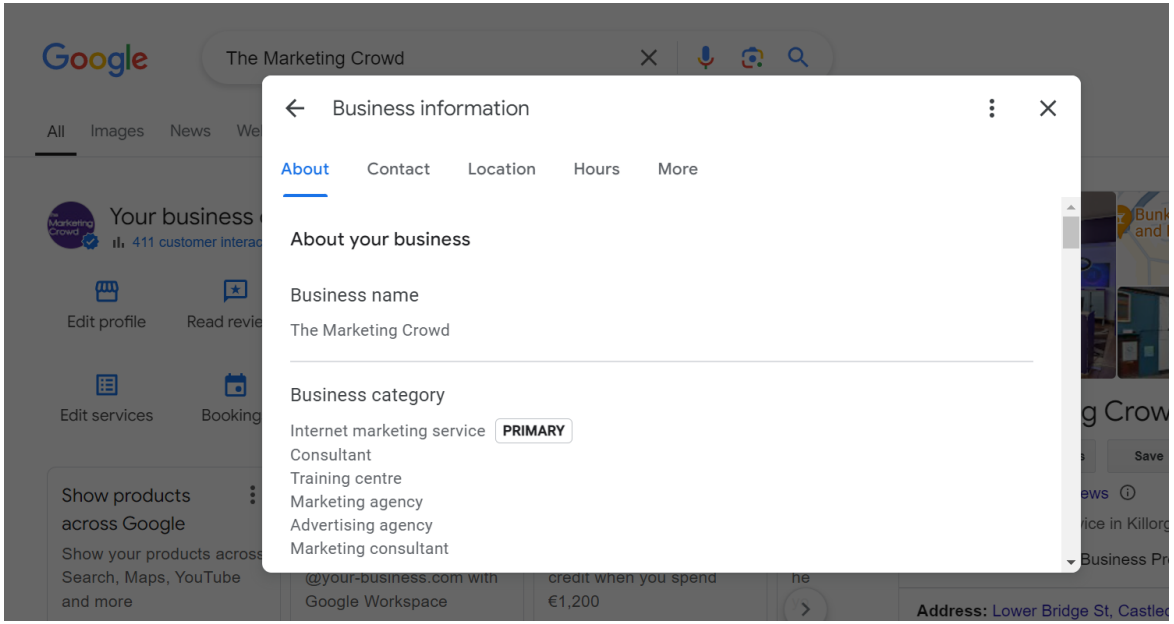
They want

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

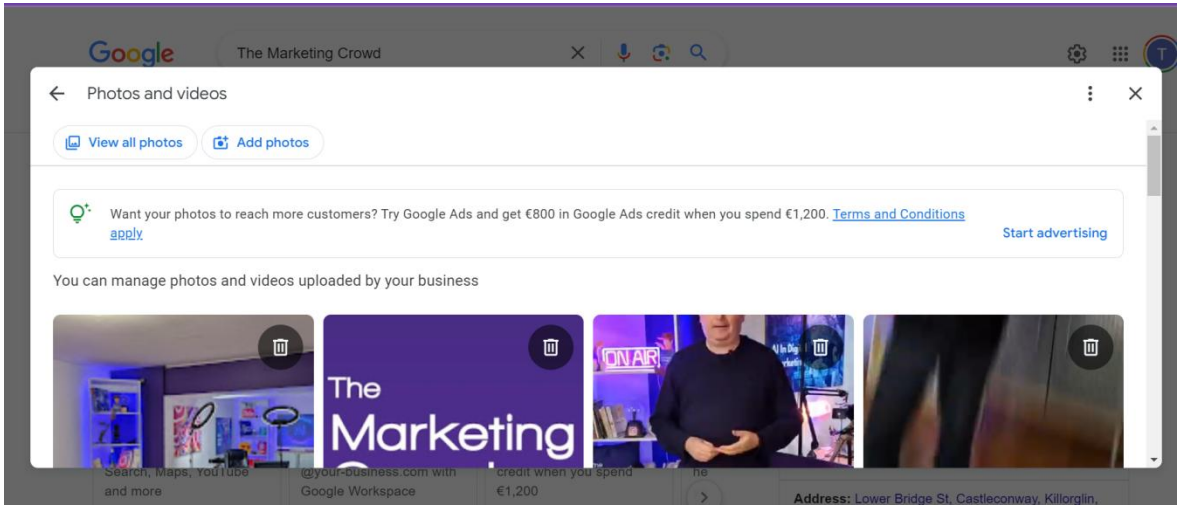
How to setup and optimise your Google business profile



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"

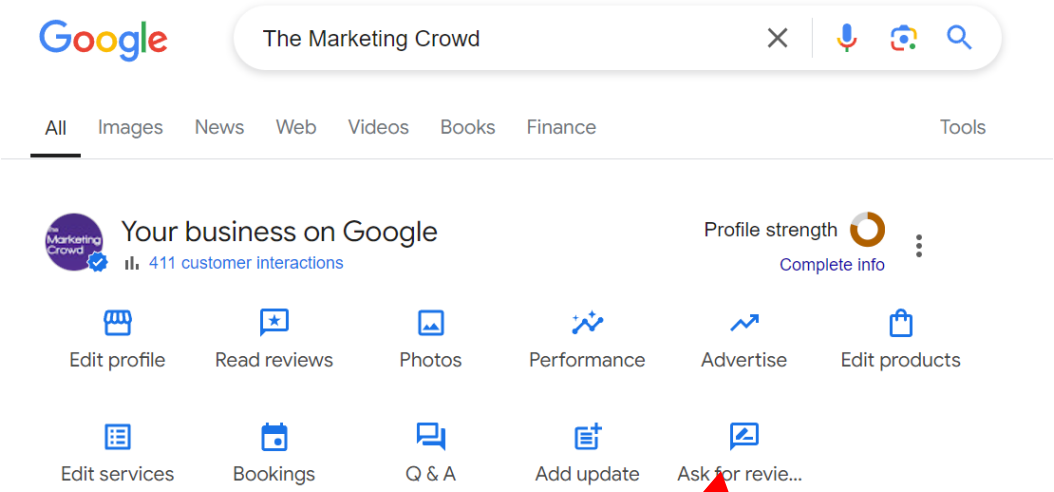
Ensure you upload your "identity" photos.

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

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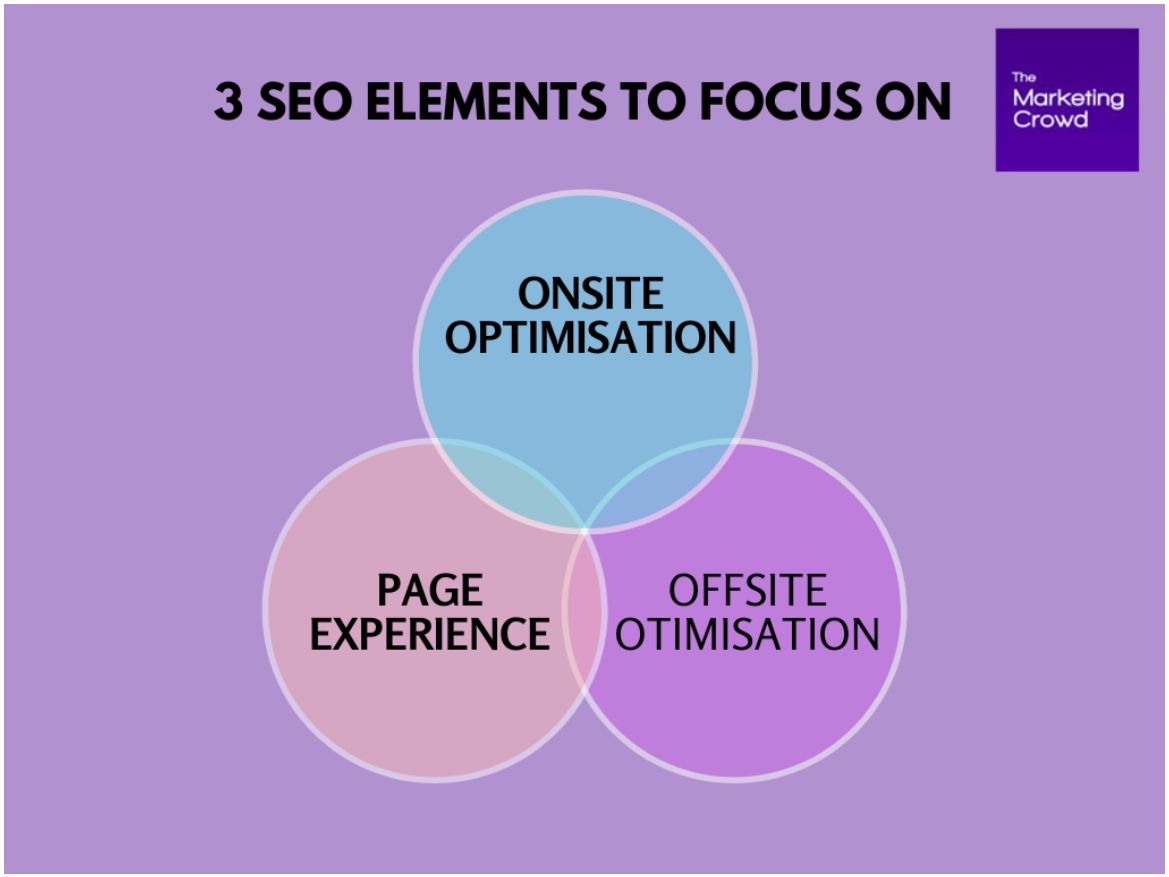
Get found in Google organic search results

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...

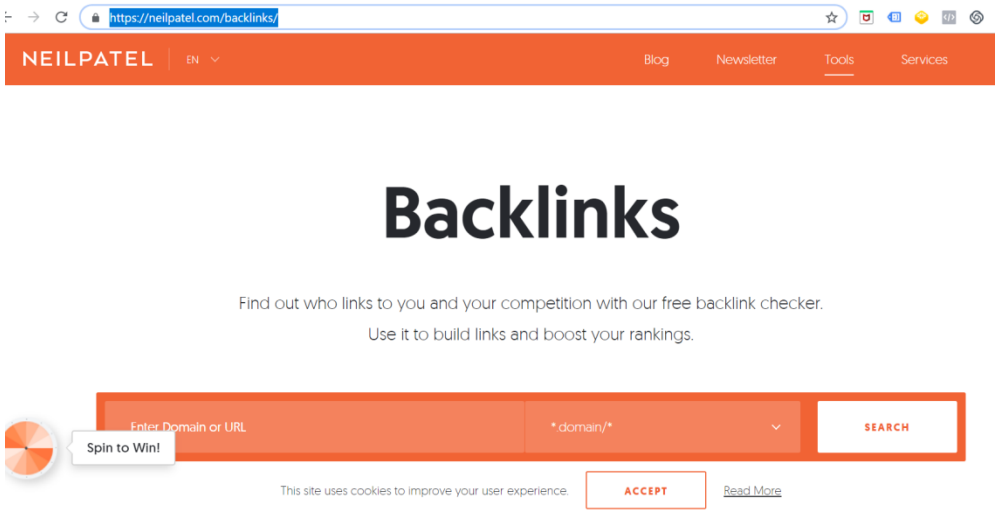


Offsite Optimisation

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



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

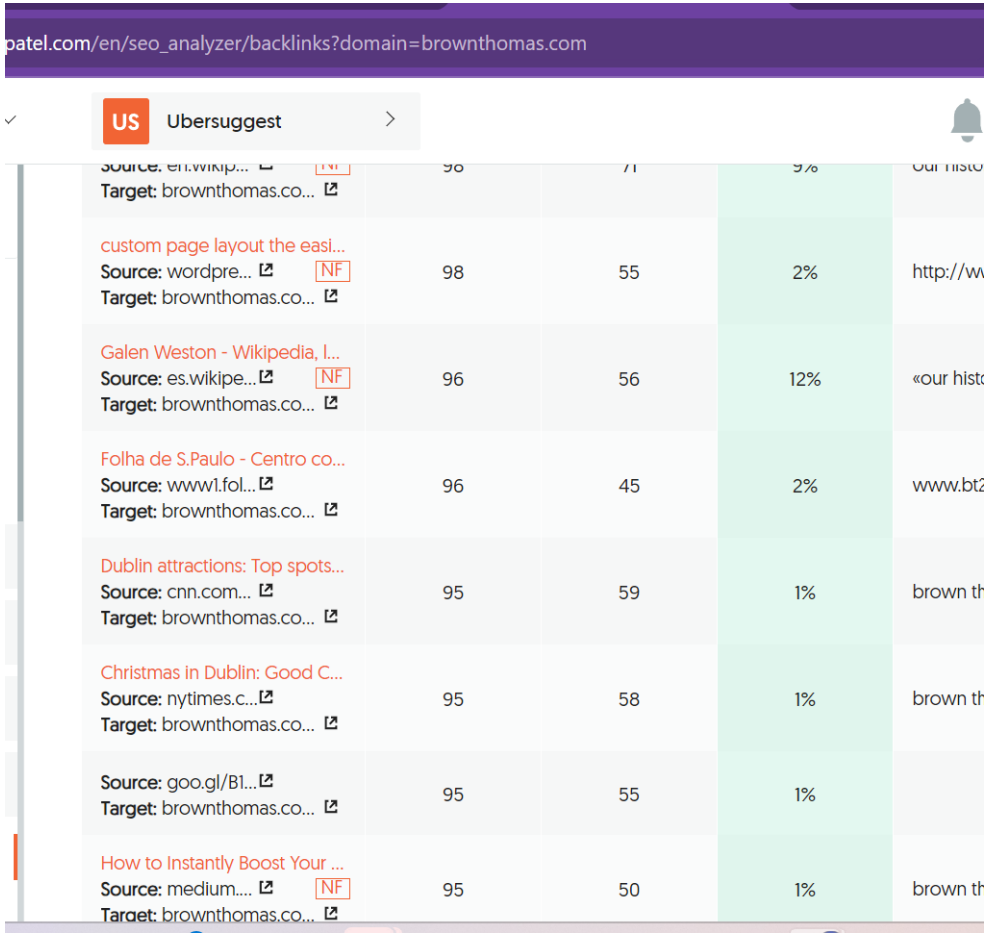
Sign in with your Gmail address

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



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 e.g.

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

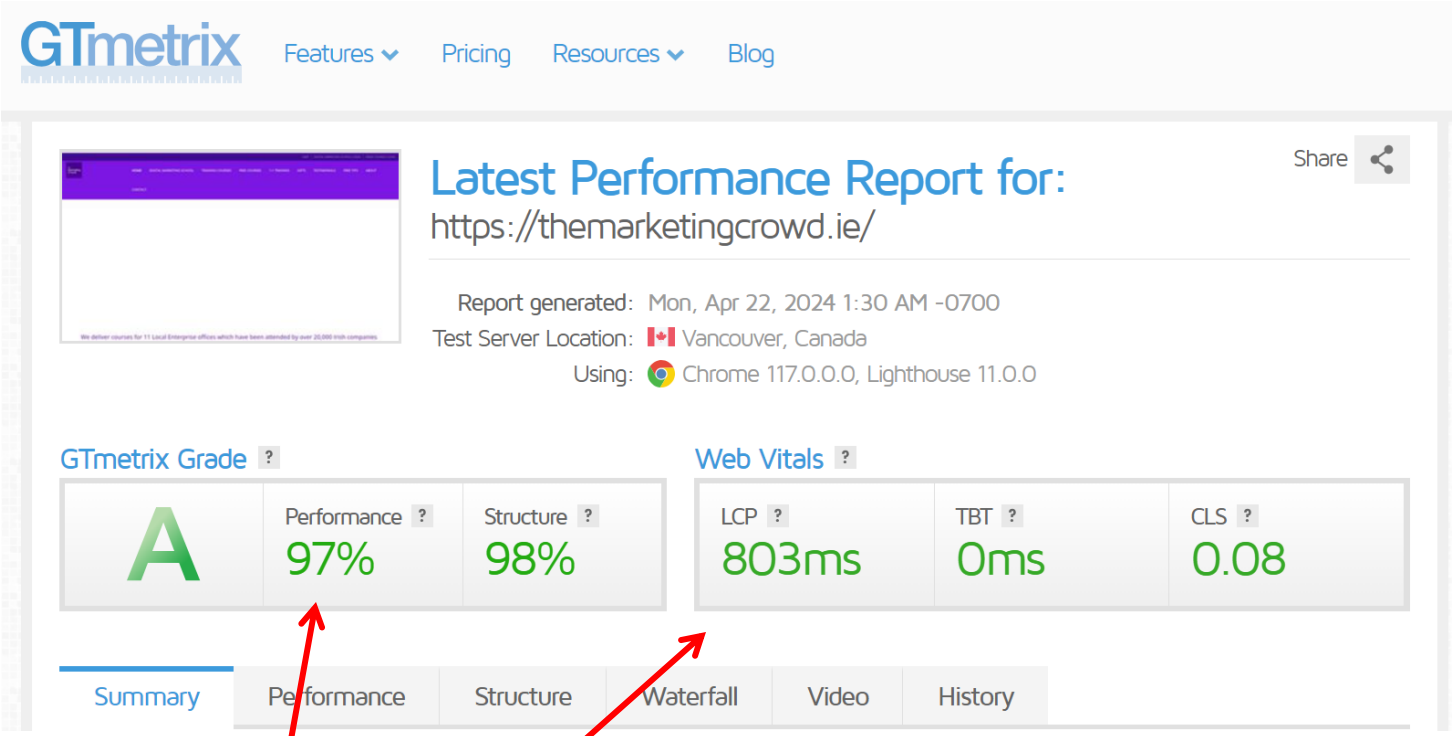
Google wants pages that load quickly and are mobile friendly

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/

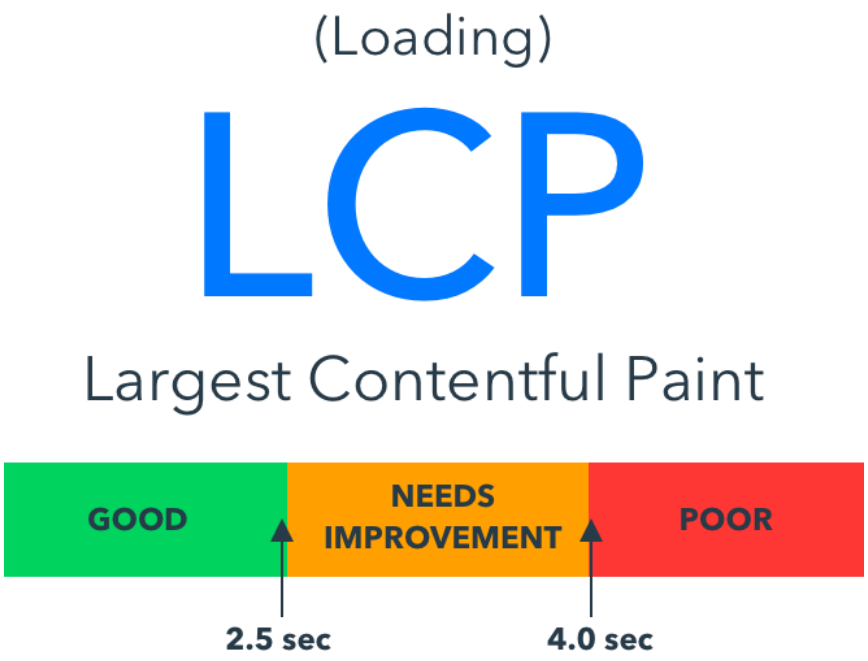
Page experience – Ensure Google sees your site loads quickly



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)



How To Fix Issues if your score is poor

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

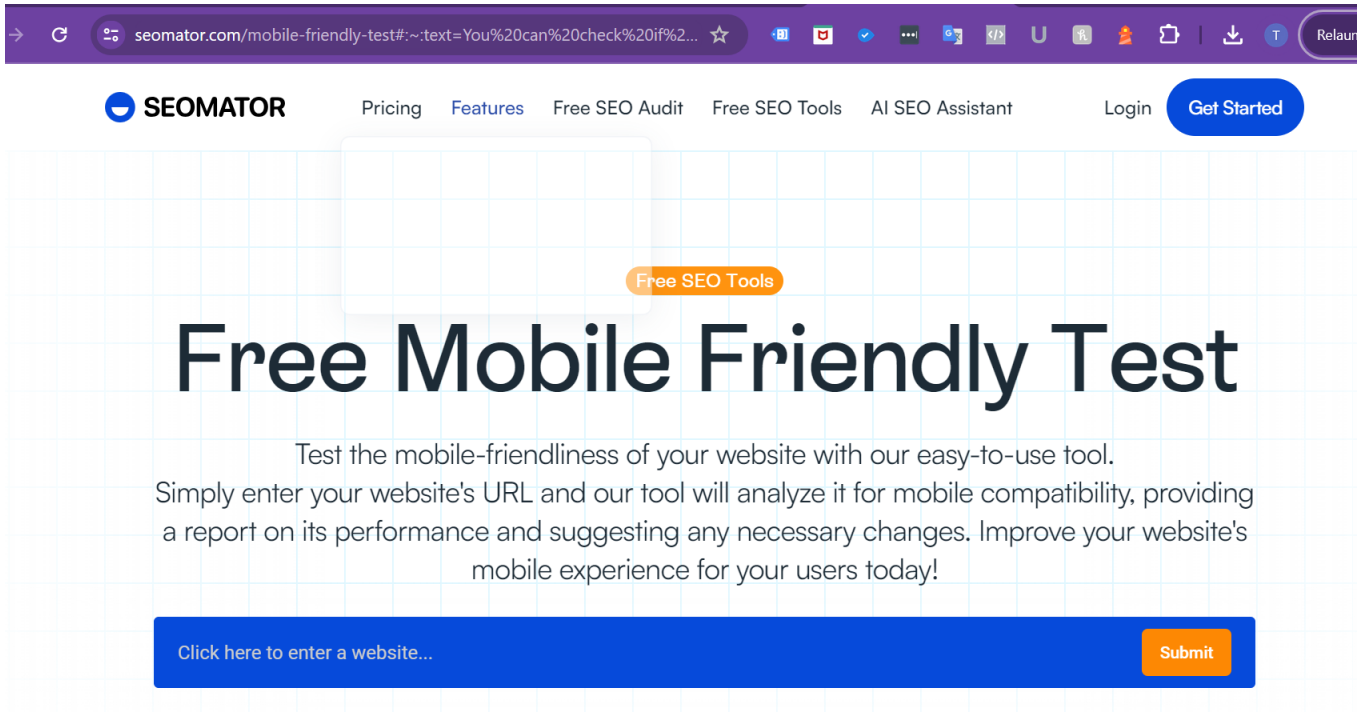
- Slow server
- Too much Javascript and CSS blocking the render time
- Slow time fetching the resources

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



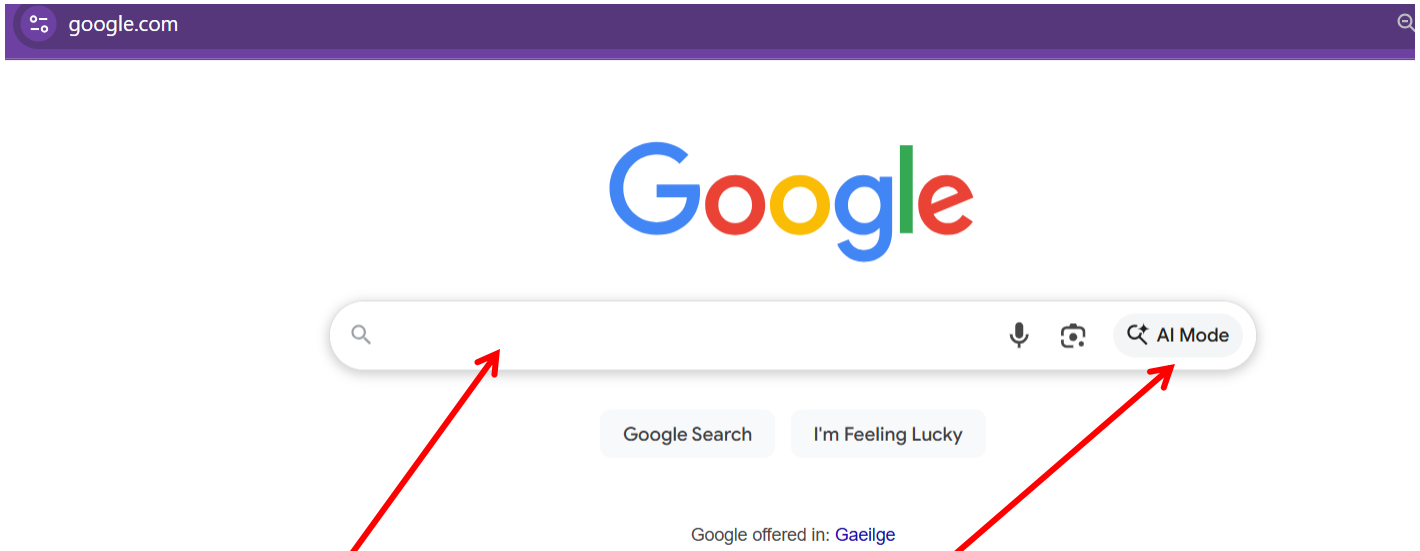
There are number of free tools you can use to check this. Here is one

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

What we will cover

1. **The big picture for your digital marketing**
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. Edits 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 2026. 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 2026. With lower organic reach in social media it's becoming more important than ever.

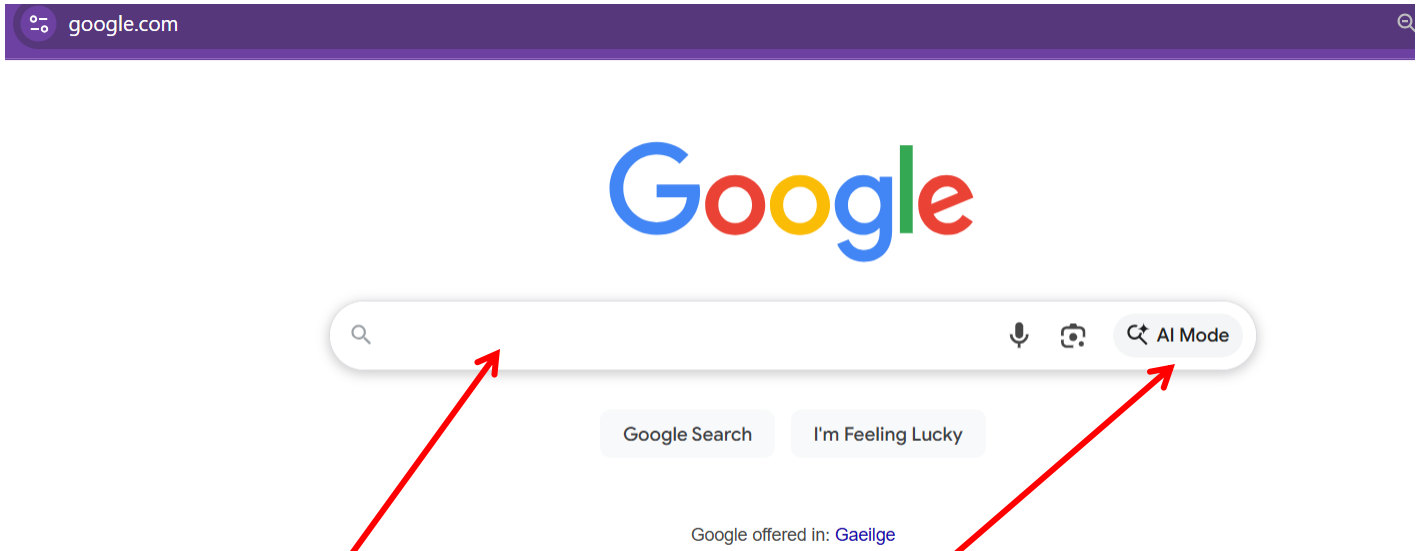
What is Google AI Mode?



When you go to Google there are now 2 main ways to search

1. The usual way. Type your search term into the search box
2. Or if you want an AI answer, click on AI mode

What is Google AI Mode?



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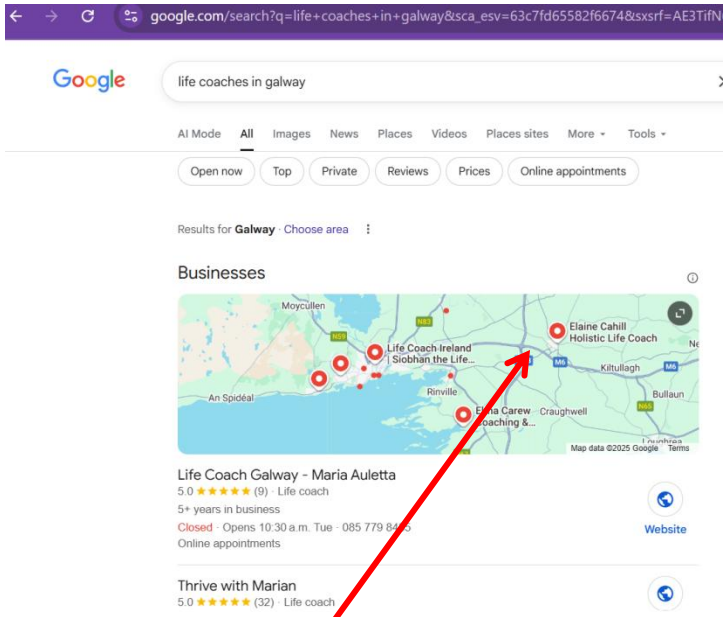
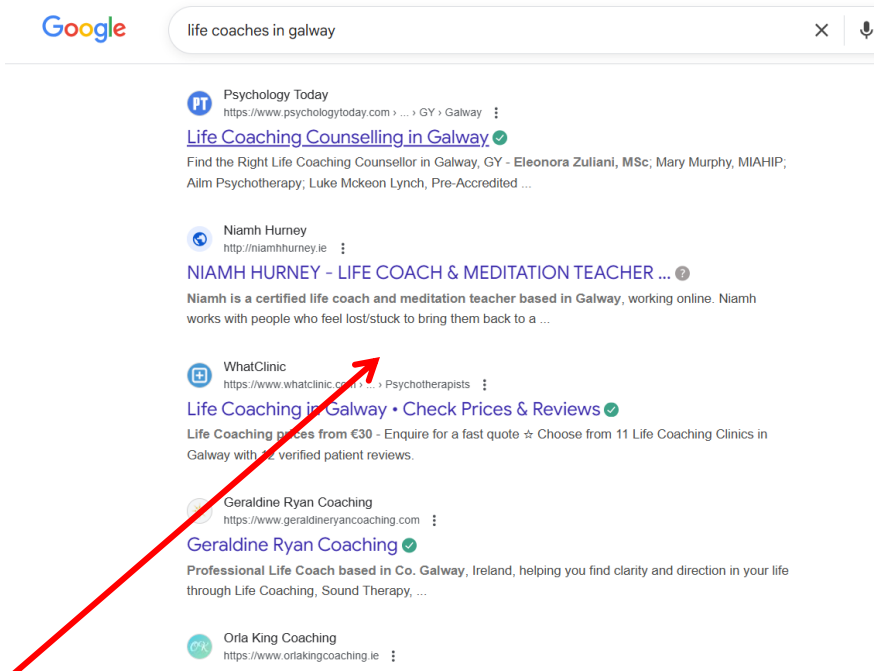
When someone searches the normal way

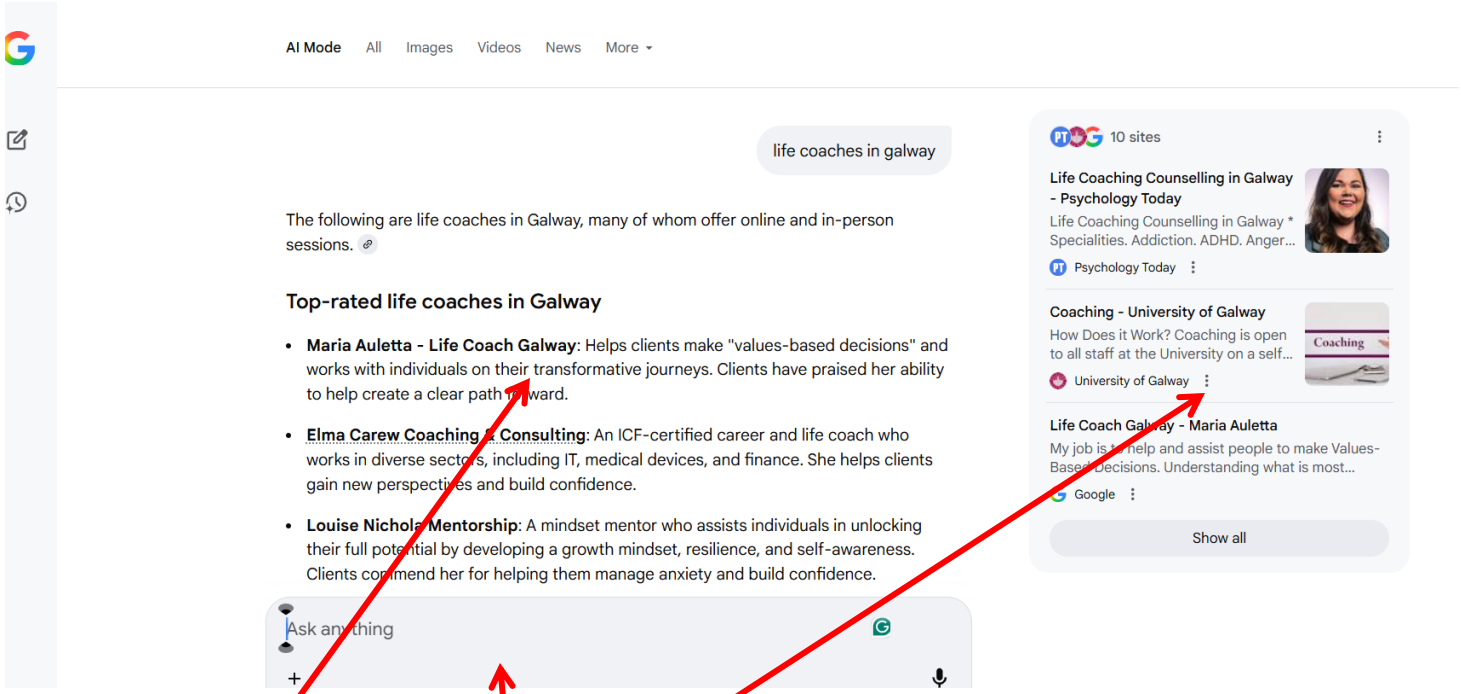




When someone searches the normal way – e.g. Life coaches in Galway, the results are

1. Local map results – 3 Google profiles (You need a Google profile and if yours is one of the 3 best Google might place you in the top 3)
2. Below these are the 10 organic page results (You need a web page that Google feels is very relevant, and your site needs good domain authority and needs to load quickly)

When someone searches using AI mode

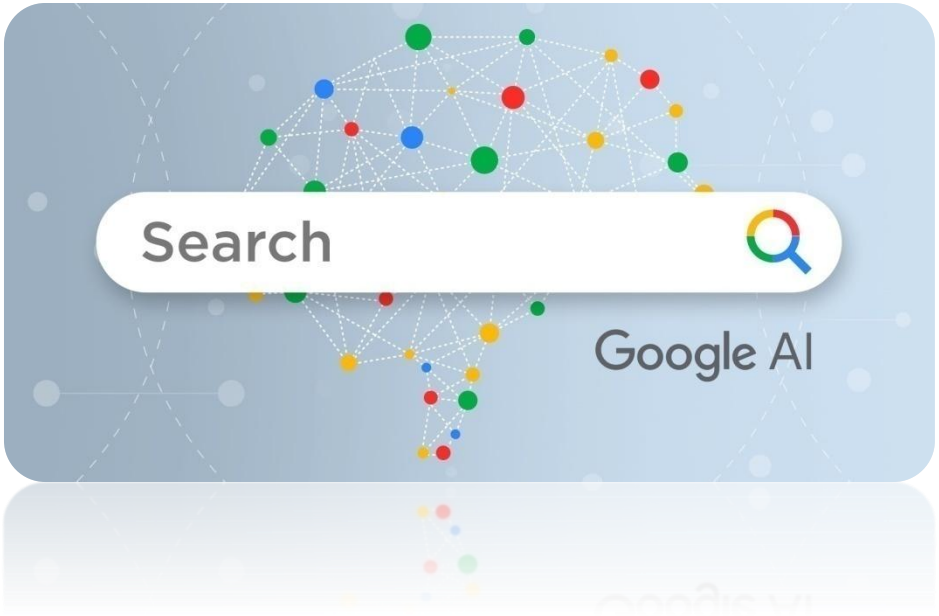


When someone searches using AI mode – e.g. Life coaches in Galway, the results are

1. What Google Gemini is recommending. It isn't a list of links. It's the AI recommendation and why it is recommending
2. It will also list some reference web pages that you can visit for more information

3. The searcher can also ask a follow-up question e.g.. Which are the best for career advice?

Therefore, there are 2 ways to get found in Google AI Mode



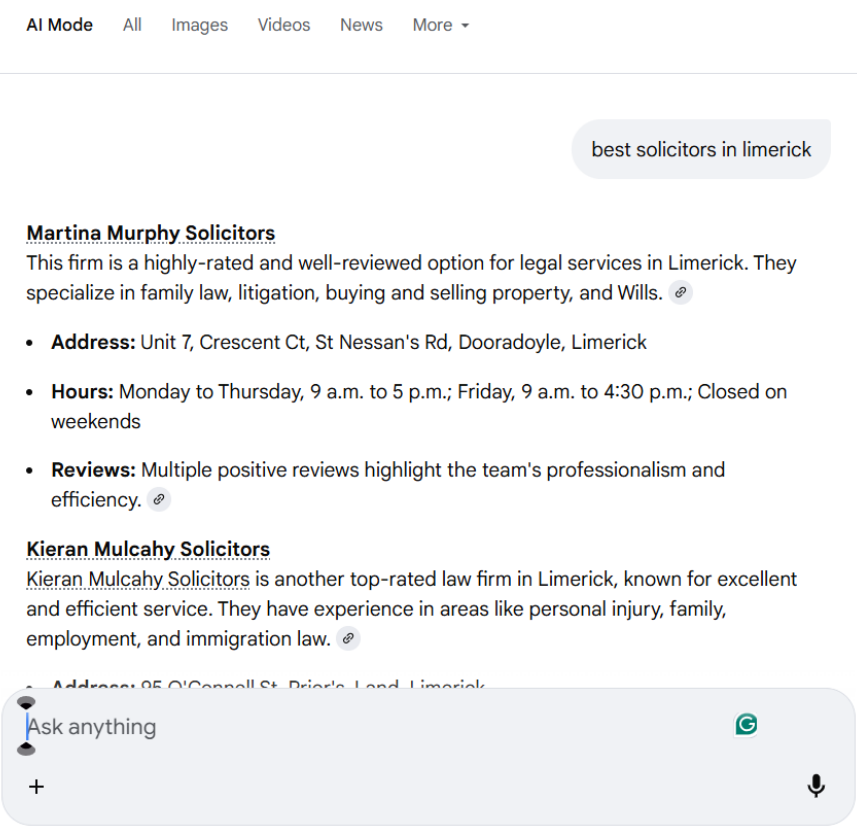
For small businesses, this means that the goal has changed. It's no longer just about

1. Getting your Google profile chosen as one of the top 3
2. Getting a relevant page from your website appearing high up in the list of 10 organic results.

There are now 2 extra ways in AI mode:

1. Getting recommended by AI mode
2. And / or getting cited by AI Mode

1. Getting recommended as a business in AI mode answers



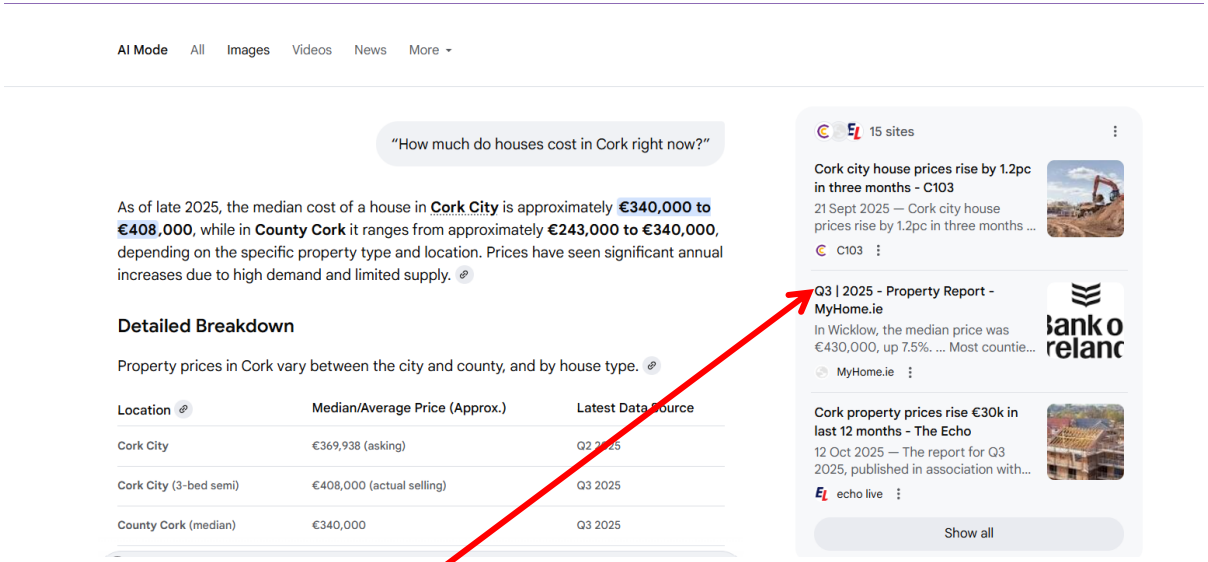
1 Getting Recommended as a Business (The Suggestion)

This is the most valuable outcome — when Google's AI names your business directly as part of its recommendation list.

These are often transactional or local searches like *"best solicitors in Limerick"* or *"life coaches near Galway"*.

To be recommended, you need to make it easy for Google's AI to understand what you specialise in and Google needs to think that you are reputable

2. Getting included in AI mode answers as a reference link



2. Getting Included as a Reference (The Citation)

This is when Google's AI uses your website or blog post as one of the sources that its AI answer is built from.

Your brand may not appear in the text of the answer, but your page will be cited as a trusted reference — often shown as a link beside the AI mode answer

The Big Shift

Traditional SEO helped you appear in a list of links.

AI Search is different — it's about becoming one of the trusted sources that Google's AI chooses to recommend or cite.

Understand that you have 3 different types of pages on your site

To get your head around Google AI mode it's important to realise that you have 3 types of pages on your site.

1. Product /' service pages that sell
2. About Us page – that establishes credibility
3. Blog pages that educate and help

Understand which of these pages will

1. Get your business recommended in the answer
2. Get you linked to as a useful source

1. Product / Service Pages

These pages help in getting your business recommended by AI

(Plus AI could also reference your page)

These are **transactional pages**.

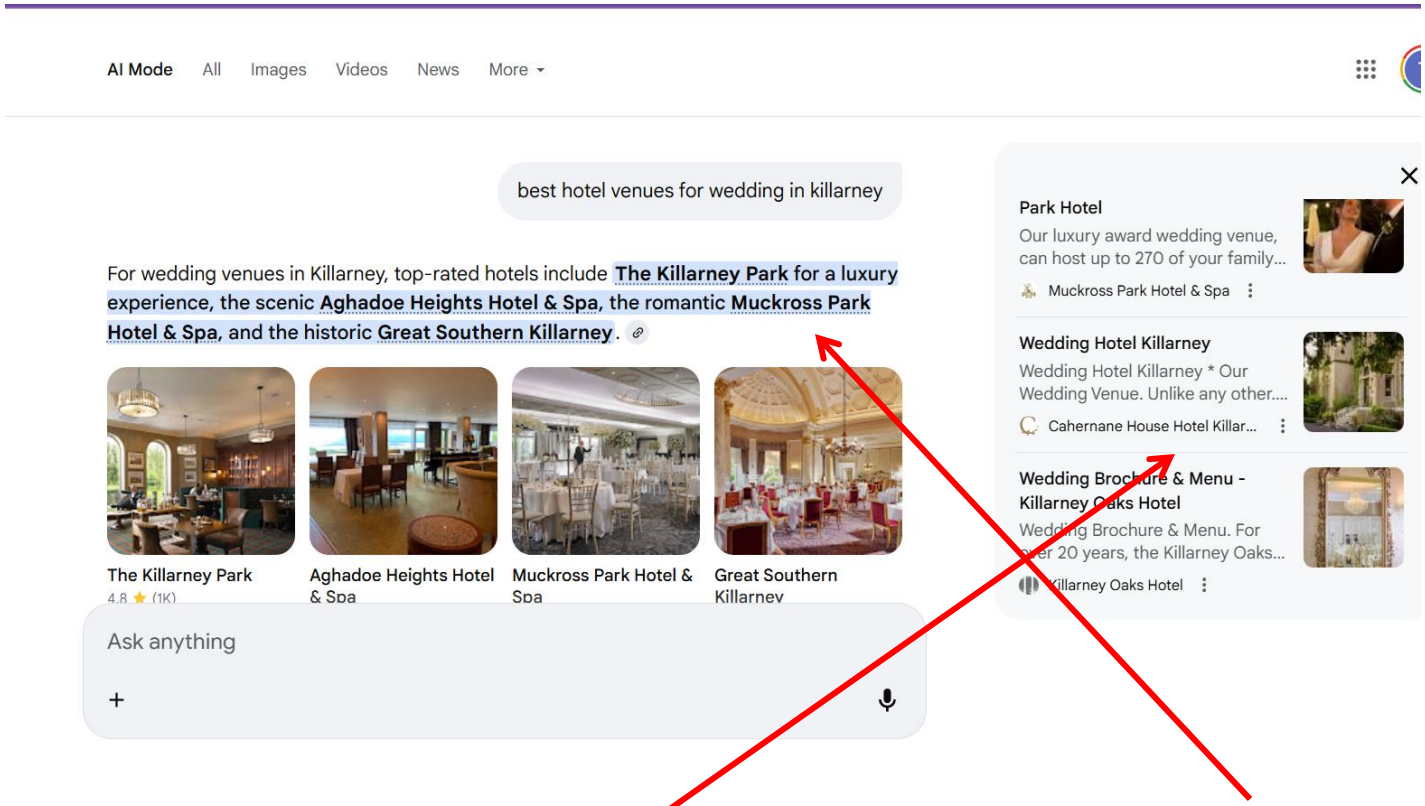
They exist to convert — to sell, not to answer broad questions. So they tend not to be referenced for searches like “Why or how”

- they are commercial rather than informational
- they rarely contain the kind of explanatory, educational content AI looks for when choosing references when people ask questions

However, these pages can strongly influence AI Recommendations, especially for transactional searches like:
“top wedding hotels in Limerick city”
“best dog groomers in Kerry”
“Recommend AI digital marketing trainers in Ireland”

And for these transactional searches they could link to a Product / service page

1. Product / Service Pages



When I search for “best Wedding hotel venues in Killarney”, the AI recommends hotels in the answer but links to some of their product / service pages in the reference section

1. Product / Service Pages

This is the page that explains our staff training service

AI Mode All Images Videos News More

inhouse staff training providers for digital marketing in ireland

In-house digital marketing training providers in Ireland include The Marketing Crowd, Digital Insights, DCM Learning, and others that offer customized, on-site, or online training for your staff.

Providers offering customized and on-site training

The Marketing Crowd

- **Location:** Killorglin, County Kerry.
- **Training format:** Offers tailored one-to-one coaching sessions and on-site staff

Ask anything

Certification. Our mission is to support markete...

Google

Staff team inhouse training on Digital Marketing and social ...

A 2-hour staff training session using Zoom with Evan on a digital...

The Marketing Crowd

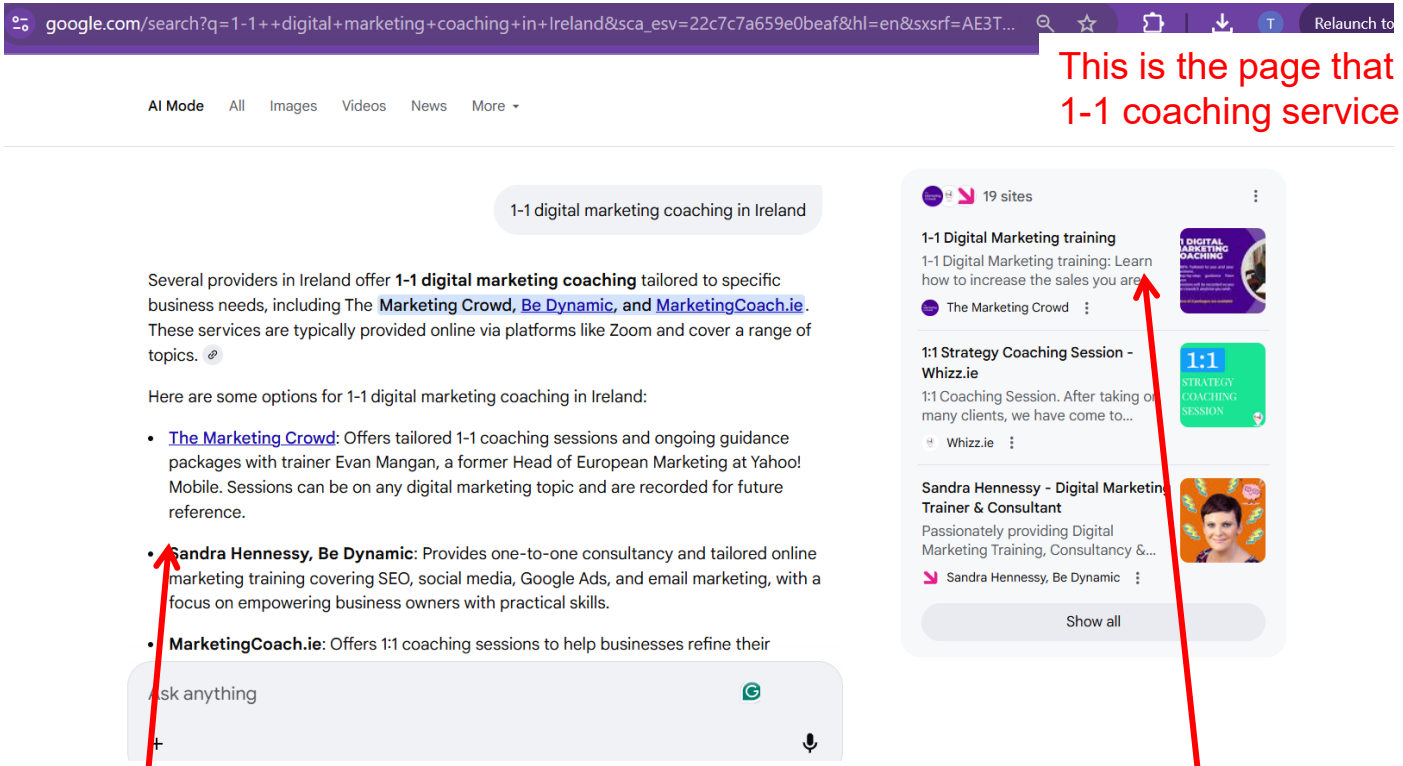
Digital Marketing Consultancy & Training - Sandra Hennessy ...

Digital Marketing Consultancy & Training - Sandra Hennessy, Be...

Sandra Hennessy, Be Dynamic

When I search for “inhouse staff training providers for digital marketing in Ireland” ”, the AI recommends training companies in the answer but links to some of their product / service pages in the reference section

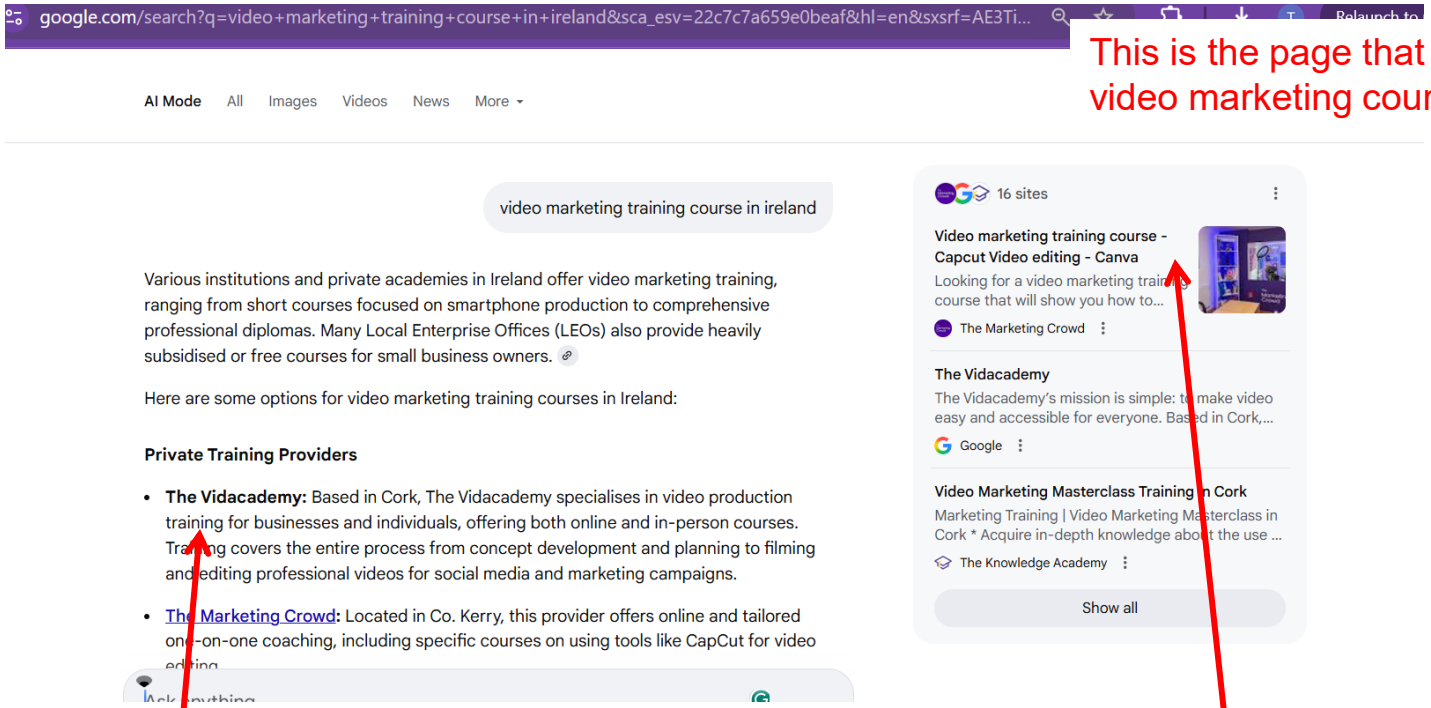
1. Product / Service Pages



This is the page that explains our 1-1 coaching service

When I search for “1-1 digital marketing coaching in Ireland” ”, the AI recommends training companies in the answer but links to some of their product / service pages in the reference section

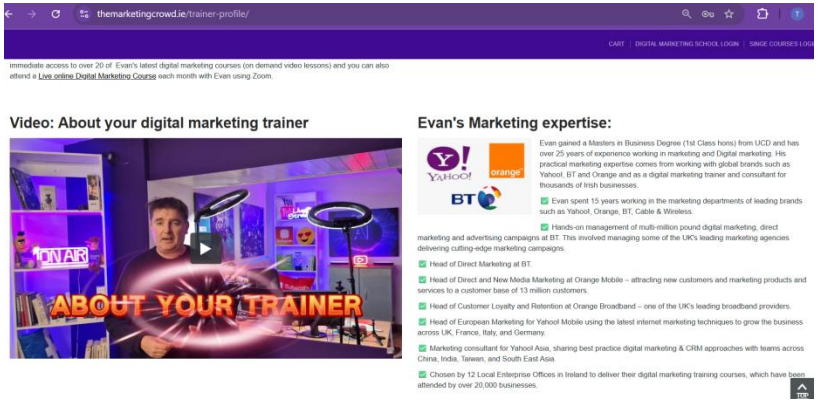
1. Product / Service Pages



This is the page that explains our video marketing course

When I search for “Video marketing training course in Ireland” ”, the AI recommends training companies in the answer but links to some of their product / service pages in the reference section

2. About Us / About me pages



These pages help in getting your business recommended by AI

(Plus AI could also reference your page)

Best Use: Optimise for AI Recommendations & Trust Signals

These pages help AI decide whether to recommend you when someone asks:
“Who are the top wedding planners in Wexford?”
“Recommend life coaches in Ireland”

AI wants to see **proof**, not just claims.
Use these pages to establish:

- real experience
- real qualifications
- real results
- real consistency

They strengthen *all your other pages*.

Restaurant: Chef bio showing years of experience and awards
Estate Agent: Agent profile showing Cork market expertise and track record
Hotel: “Meet the Wedding Team” page with bios and event credentials

2. About Us / About me pages

AI Mode All Images Videos News More

Digital marketing trainers in ireland

A variety of institutions and individual consultants offer digital marketing training in Ireland, ranging from globally-recognized certifications to tailored, one-on-one mentoring.

Key Training Providers and Institutes

- **Digital Marketing Institute (DMI)**: A global leader in digital marketing certification, offering a range of courses from professional diplomas to master's degrees. Their programs are widely recognized in the industry.
- The Marketing Crowd: This company has trained over 20,000 Irish businesses and delivers courses on behalf of numerous Local Enterprise Offices (LEOs). They offer

Ask anything

This is the page that is all about Evan as a digital marketing trainer

21 sites

Digital Marketing Institute
DMI is the global standard in Digital Marketing Certification. Our mission is to support marketers...
Google

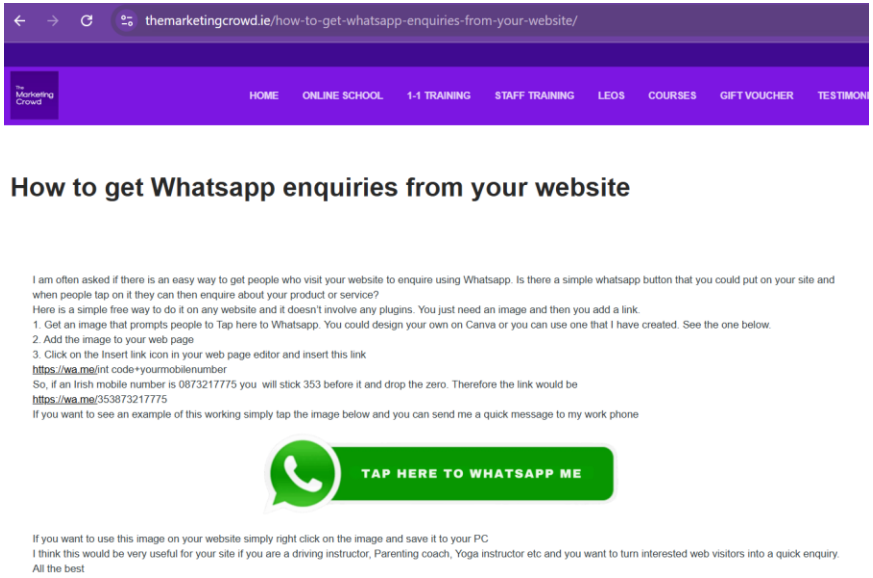
The Marketing Crowd
Over 20,000 Irish business have attended our Digital markeitng and social media marketing...
Google

Digital marketing trainer - social media trainer - Evan Mangan
Are you looking for a Digital Marketing Trainer or Social Media Trainer? If yo...
The Marketing Crowd

Show all

When I search for “Digital marketing trainers in Ireland” ”, the AI recommends trainers in the answer but links to some of their About Me / About Us pages in the reference section

3. Blog posts / education articles



These pages help in getting you included as a relevant source in AI

Blog posts are your primary opportunity to appear in AI Mode as a source when the AI is answering informational questions.
They answer the “how”, “what”, “why”, “who”, and “when” queries that users type into Google.

AI Mode Behaviour
When someone asks an informational question such as:

“What should a bride look for when choosing a wedding venue in Ireland?”
“How much does a solicitor cost in Ireland?”

Google’s AI scans blog posts that:
match the question exactly
provide *clear, direct, answer-first explanations*
are *well structured* and *easy to interpret*
These are the pages most likely to be used as **citations** in AI Mode, because they give factual, educational, or explanatory content the AI can rely on.

3. Blog posts / education articles

This is a blog post on our website

AI Mode All Images Videos News More

How to get WhatsApp enquiries from your website

You can get WhatsApp inquiries from your website **by implementing a click-to-chat link or a WhatsApp chat widget**. The method you choose depends on your technical ability and desired functionality.

1. Using a WhatsApp Click-to-Chat Link

This method is simple and requires no plugins or complex coding. It uses a standard URL format that opens a chat in the user's WhatsApp application or WhatsApp Web.

- **Create the link:** Use the official `https://wa.me/<number>` format, where `<number>` is your full business phone number in international format (omit any zeros, brackets, or dashes).

Ask anything

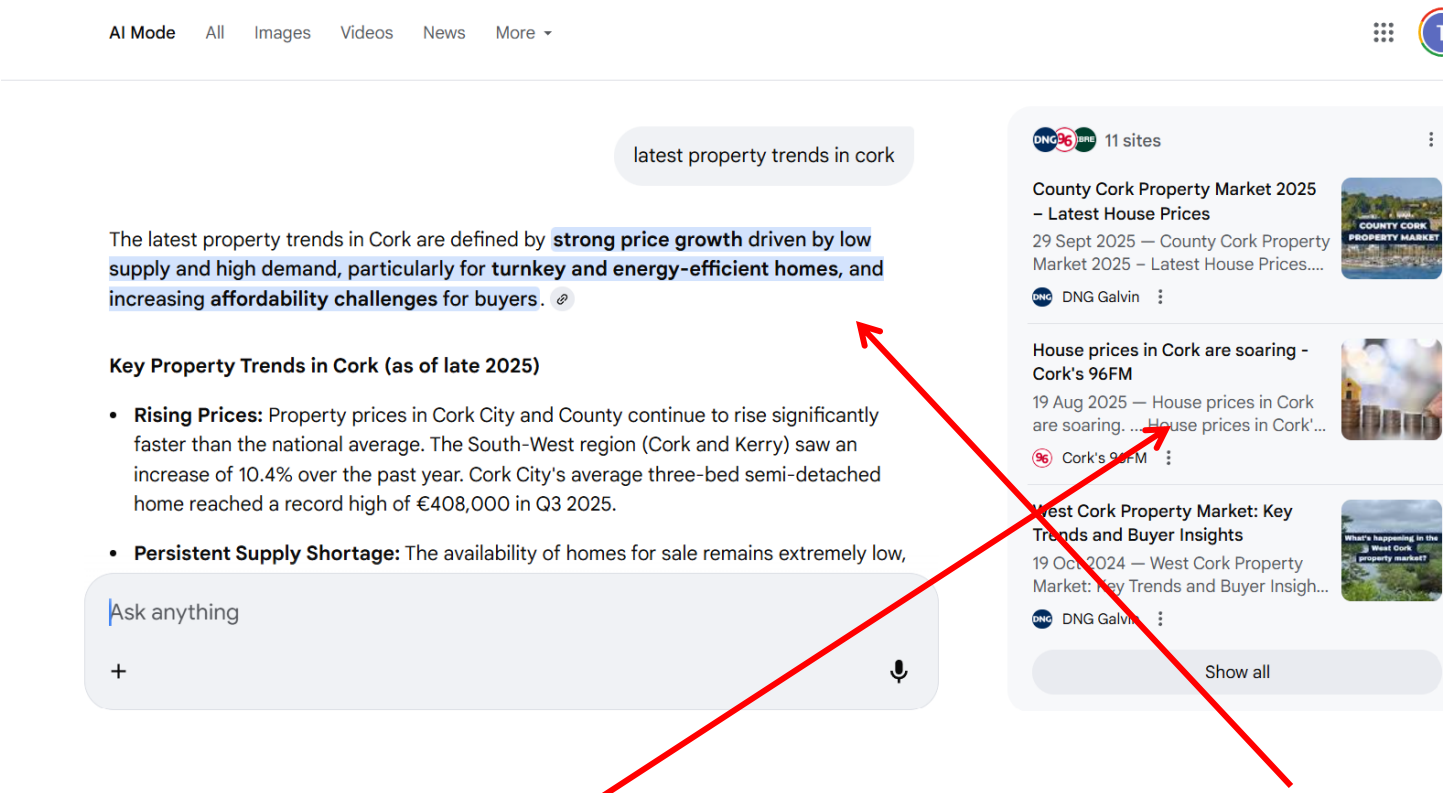
Tip #1 Insert a WhatsApp link for Website. WhatsApp link for websit...
Kommo

How to get Whatsapp enquiries from your website
7 Oct 2025 — How to get Whatsapp enquiries from your...
The Marketing Crowd

Collect and manage consent for WhatsApp conversations
8 May 2025 — WhatsApp consent requirements. ... You must clearly...
HubSpot

When I search for “How to get WhatsApp enquiries from your website ”, the AI provides the answer but links to some blog posts / How to articles in the reference section. Also, in the answer there is a link that tells you which sources it pulled the information from

3. Blog posts / education articles



When I search for “Latest property trends in cork ”, the AI provides the answer but links to some blog posts / How to articles in the reference section. Also, in the answer there is a link that tells you which sources it pulled the information from

In summary

Product Pages :

These pages help in getting your business & Products recommended by AI

(Plus AI could also reference your page)

About Us Pages :

These pages help in getting your business recommended by AI

(Plus AI could also reference your page)

Blog Posts:

These pages help in getting you included as a relevant source in AI

What do businesses need to do to adapt?

How to increase the chances that you will get recommended

1. Focus on getting reviews
2. Check if there are lists on 3rd 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 do businesses need to do to adapt?

How to increase the chances that you will get 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 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.**
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8. AI search will become far more important in 2026. 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 2026. With lower organic reach in social media it's becoming more important than ever.

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

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 form square to semi portrait

What to focus on?

- 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?

- TikTok shop 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.

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10. **Build your email marketing list in 2026. With lower organic reach in social media it's becoming more important than ever.**

The Marketing Crowd

1 Learn Skills

Canva AI

4 Free Traffic

Get A Website

5 Paid Traffic

2

3 Engage & Convert Web Visitors

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

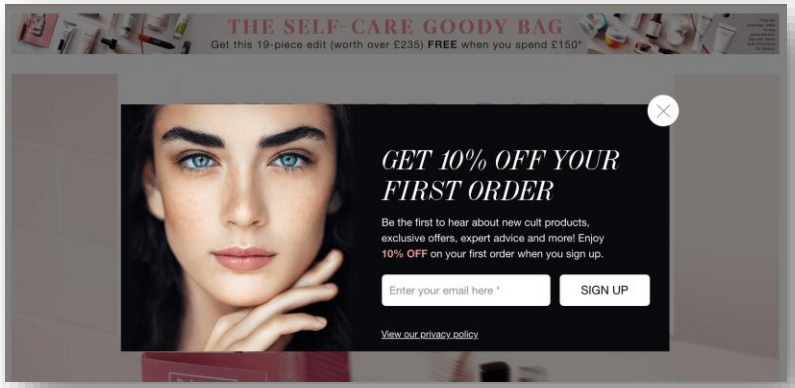
If 97% of your website visitors don't enquire or purchase wouldn't you want to get back in front of them again?

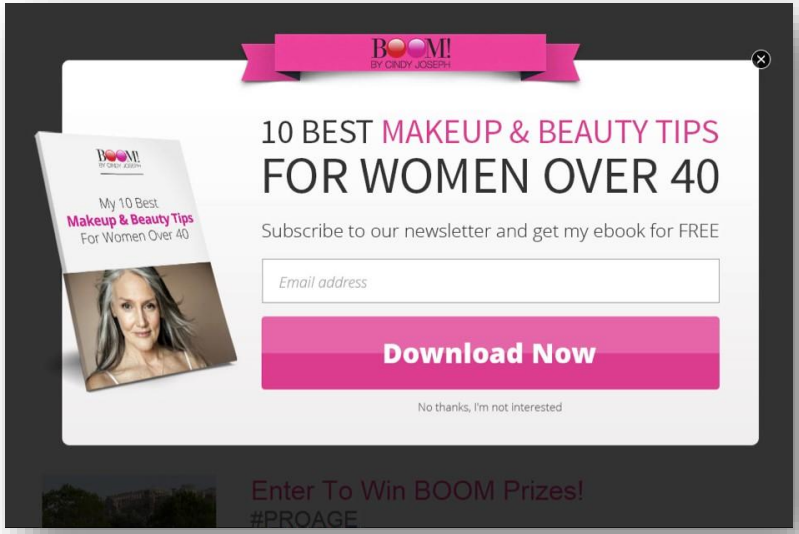
If you can motivate your website visitors to leave their email address you then have the chance to follow up with monthly emails containing helpful content and special offers.

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

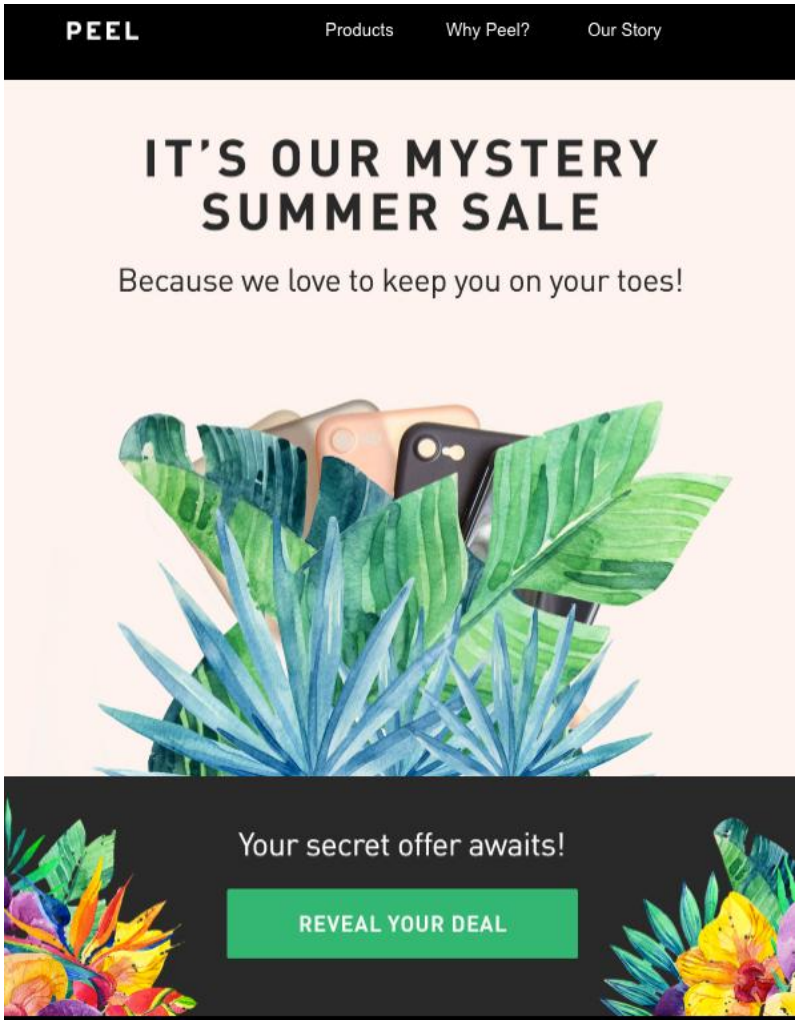
Act like an email marketing expert and recommend the best ways for me for turn my website social media followers into email signups. For each recommendation provide detailed suggestions on what I should do.

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 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

Email marketing examples