Basic SEO for the Promotional Products Industry
Separating Fact from Fiction

Presented by:
David Shultz
VP, Supplier Partnerships
commonsku

Copyright Notice
Please note, I have and created the materials for this presentation and they are copyrighted. Distribution or reproduction of content is prohibited.

PPAI has permission to utilize this PowerPoint presentation for educational purposes.

Images have been purchased or I have taken them myself.

About Me
• David Shultz
  VP, Supplier Partnerships, commonsku
d@dshultzkc david@commonsku.com
• 19 years in the industry
• PPAM Board President
• RAC Board Member
• PPAI Professional Development Committee
• Board Member – Big Slick Celebrity Weekend / Children’s Mercy Hospital
Agenda

• SEO vs. SEM vs. SMM
• SEO Basics
• Social Media, Blogs, Video
• SEO in the Promotional Products Industry
• Tools You Can Use Today
• Real-World Example
• Wrap-up

How can you connect what you are offering, selling, making, doing if you cannot see the end experience and the emotion felt tied to it by those you hope to use it, consume it, rent it or buy it?

Chris Wachowiak // Ronin Branding
SEO vs. SEM vs. SMM

- **SEO**
  - Search Engine Optimization
- **SEM**
  - Search Engine Marketing
- **SMM**
  - Social Media Marketing

---

**Search Engine Optimization**

The process used to maximize the number of visitors to a website by ensuring that the site appears high on the list of results returned by a search engine.
SEO – On Site

- Site Structure
- Hierarchical
- Responsiveness
- URL Structure
- Keywords
- Images – Alt Tags
- SSL / HTTPS

SEO – Off Site

- Backlinks
- Reviews
- Social Media
- Video
- Blogs
- Email Marketing
- Authority Matters

Site Structure / Hierarchy
Responsiveness / Mobile

Importance of Mobile
- 3.5 Billion People
- 4 Billion People

URL Structure
- Simple
- Hierarchical
- Keywords
- Unique product names/numbers
- Differentiate

https://www.4imprint.com/tag/115/travel-mugs
Images / Alt Tags

HTTPS & SEO

Elements of an Effective Website

- Tells a story / who you are / why you're special
- Case studies
- Client recommendations
- Product search as "component"
- Fresh content
Google Local/Reviews

Social Media – How does it help SEO?

- Shares/likes/followers
- Potential for links
- Build audience
- Build credibility/authority
- Customer service/loyalty

Remarketing - Facebook Pixel
Remarketing - Google

- YouTube – 2nd largest search engine
- 400 hours of video uploaded each minute
- 3B searches/mo.
- 6B videos watched / mo.
- 20% of visitors read text
- 70% of visitors watch video
- Visitors will stay on a site with video 7 times longer than one without

Video

- YouTube – 2nd largest search engine
- 400 hours of video uploaded each minute
- 3B searches/mo.
- 6B videos watched / mo.
- 20% of visitors read text
- 70% of visitors watch video
- Visitors will stay on a site with video 7 times longer than one without
Dollar Shave Club

- Cost to produce: $4500
- First 48 hours – 12,000 signups
- 4.75MM views in first 3 months (26MM today)
- Sold to Unilever for $1B

“People tend to remember things when they’re musically presented, and comedy is a form of music... when you’re launching a new business and sharing a new idea, if you can get people to remember it, there’s obviously a better chance of success.”

-Michael Dubin

Video

SEO In Our Industry

- How to stand out / get ahead of trends
- Narrow, nichey keywords/categories
- Optimize website/products for “searchability”
- Content to keep users coming back (“stickiness”)
- Successful use of other digital marketing tactics (i.e., social media, blogs, email marketing)
- Online product search/ecommerce as a component of overall marketing strategy
- Long tail – you don’t need to be #1
SEO ToolBox – Analyze Your Competitors

BuzzSumo

Übersuggest
An Example in The Fundraising Space

- **Big Slick Celebrity Weekend**
  - Started in 2010
  - Poker Tournament, Wiffle Ball Game & Charity Auction
  - Goal: $50,000
  - Raised: $120,000
- **2018**
  - Softball game, bowling tournament, charity auction & party, online component

2010-2018: $8MM raised
Strategy – Tell Our Story

Tactics

- SEO
- Email marketing
- Social media
- Video / Facebook Live
- Facebook pixel
- Adwords campaign
- Banner advertising
- Other advertising

bigslickkc.org

NPR Approach

Donate $100 to Children's Mercy and get a Limited Edition Big Slick T-Shirt from Charlie Hustle
Website / SEO
- Titles / Descriptions
- Sitemap
- Structure / <H1> tags
- Landing pages
- Video / Photos
- Referring Links
- Modal Window
  - Email List
  - Specific initiatives

Use of Modal Window

Social Media
- 49% of nonprofit supporters on social media wanted to do more after seeing a photo.
- 59% of people donate after becoming a follower of a nonprofit’s social network.
- 67% of people surveyed “like” a nonprofit on Facebook because they want to show their friends that they support a cause.
Social Media

Videos / Photos / Storytelling

Cross-Channel Approach
Evaluate / Adjust

- Everything drives traffic to website
- Coordination of email/social
- Best day/time?
- Content - videos, animated .gif, photos
- Calls to action – focused
- Subject lines – personalized

Evaluate / Adjust

- Site Traffic
- Social Analytics
- Email Analytics
- Paid Ad ROI

Results
5 SEO Trends that Matter Most in 2019

- Mobile-first indexing
- Page speed
- Brand as a ranking signal
- Brand reputation
- GDPR
- Amazon Search

Summary

- SEO is more than website architecture
- Social/email/blogs
- What works/doesn’t work?
- Review results
- Modify efforts
- Be prepared to adapt to constantly changing techniques and trends

Thank you!

Questions?

David Schultz
VP, Supplier Partnerships
david@commonku.com
@dshultzkc
Steps to Download SAGE® Mobile™

1. Download SAGE Mobile™ on your mobile device
2. Select Tradeshows from the menu bar on the left
3. Select Expo East
4. Select the Schedule icon → Education tab
5. Select this session's title → Tap the Rate & Review area
6. Select stars to rate the session (5 is excellent)
7. Be sure to provide comments

**Automatically Entered Into A Raffle To Win A Bulova Watch**

One winner selected on Tuesday & one on Wednesday