



Creative  
Agency  
Secrets

Marketing Success **Unlocked**

Get your website  
working for you

[www.creativeagencysecrets.com](http://www.creativeagencysecrets.com)

# Foreword

We live in exciting times. Several years ago, who would have dreamed traditional marketing mediums, like TV, radio and print, would no longer be the be-all-and-end-all? Well, today they're not. Thanks to the internet, we can market our businesses online. We're free!

Of course, like most things in life, running a website isn't always easy. 'Freedom' requires self-discipline. And we must, like no time before, constantly educate ourselves about ever-changing developments in the online world.

This short e-book, by Creative Agency Secrets and Word Works, is designed to help you with your ongoing education and addresses some of the essentials required for a successful website.

Please take the time to do all the tasks we recommend. Knowing you need to do something is useless unless you take action. But you knew that, didn't you?

Enjoy the read.

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# I. - How do you know that your business website is performing?

Business websites are no longer a 'set-and-forget' business asset. Any website which you haven't touched for months or years is depreciating faster than melting ice cream in summer. It is not helping your business.

The race to perform on Google was thought to be an unwinnable chase for small businesses who don't have huge marketing promotion budgets.

That is no longer true.

All businesses run on Key Performance Indicators and so in this eBook, I am going to run through a few important measurements that you can use to see if your website is performing well.

## Going Web Mobile

The first one – and the most important is mobility. Google has announced that it will be including mobile-friendliness as part of its algorithm from 21st April, 2015.

[Test your website here](#)

If your website fails the test – get in touch with your developers and build a mobile friendly website.

## Machine readers for key words

The second one is a quick test to see how a “machine” reads the words on your website. We all know Google, Bing and Yahoo are search *engines*. What we forget is that engines aren’t human. When machines read web pages they find different emphases than we humans do.

Here’s a test you can do – take the words from your website home page and paste them into the [Open Calais Viewer](#). Click ‘submit’ and then they tell you which words and phrases a machine thinks are important in what you’ve written. If those words are not the most important key words for your website – re-write them until they align.

Clever humans have written another machine reader which also shows sentiment analysis – what subtle messages are communicated using the tone of voice and context of your home page texts. Take the same words and paste them into [Alchemy API Language](#) .

The keywords tab on the left is colour coded to show positive (green), negative (red) and neutral (grey) sentiment. The size of the squares shows the perceived importance of each phrase.

Expert copywriting for the web combines both human and machine reading – it's very worthwhile getting these right. Creative Agency Secrets are copywriting experts. If you can write clearly about what you do, show off pictures and short articles and work with social media, email marketing and old-fashioned direct mail then your business can stand out.

## Get local

Did you know that Google, as the premier search engine, is getting increasingly local? You do not have to compete with a huge national firm who does the same thing as you. It's easy now just to set your search horizon to the local geography that you serve.

Let me prove it to you. Open up a search engine (Google, Yahoo Search or Bing) and search for "Your business name" and "Your suburb". Do you show up? Probably yes.

Now change the search to "Your business type/profession" and "Your suburb". Same answers? Or not?

Narrowing the search terms you show up for allows local businesses to shine as beacons to the local prospective customers they want to work with. And for New Zealand business owners, this is a godsend. Google's Webmaster Tools are free supports that allow you to register your physical location with them so you can include a Google Map with a red pin at your location.

Then customers can easily find your premises and load directions into their mobile phone maps for driving directions.

## The hard part of web marketing

There was always going to be a “BUT” in this article.... well here it is.

You cannot get the search results you want with a static website that hasn't been updated or changed for months.

This means that business owners need to learn how to rub and maintain their websites, just like driving a car – this means acquiring a knowledge of how to present your business to its best advantage, how to show off your skills, how to find the right audience and encourage them to come to your website – not just once but over and over.

In short, you need to learn how to Drive Your Website.

# II. – Improve the way your website appears on Google

We're often asked by clients when we begin working with them to increase their Google presence. So what's the easiest way to do this?

Simply put – you need to help Google to help you.

Follow the steps below to increase the size of your “Online Real Estate”.

## Map/Contact Details (The Red Boxes)

The easiest thing to do add to your “property portfolio” is create a Google+ Page for your business. Go to <http://www.google.co.nz/business/> and register your business.

Chances are, Google has already added your site to their index and simply wants you to verify the information before it displays it as it does in the red boxes (next page).

After locating your business (and verifying if need be), you'll be greeted with your Business Google+ Dashboard. It's here you can add phone numbers, office hours, address and map location.

## Creative Agency Secrets • Marketing For Business

[creativeagencysecrets.com/](http://creativeagencysecrets.com/) ▼

Nov 17, 2014 - Creative Agency Secrets - experts in business marketing. Implementing global marketing innovations in your business.

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150 Karangahape Rd, Auckland, 1010  
022 647 3993

### Blog

Add a blog with content that gets updated regularly.

### About Us

Find out more about us. ... We're all about increasing sales, driving ...

### Contact Us

Auckland's talented Business Marketing Agency. Get In Touch.

### Services

Marketing services to grow sales - drive prospects to your site.

### Clients

Some Of The Clients We've Worked With ... Creative Agency ...

### Events

Sign up to our events and learn new marketing techniques.

[More results from creativeagencysecrets.com »](#)



## Creative Agency Secrets

[Directions](#)

Marketing Agency • Auckland

**Address:** 150 Karangahape Rd, Auckland, 1010

**Phone:** 022 647 3993

**Hours:** Open today · 8:00 am - 6:00 pm

### Reviews

[Be the first to review](#)

[Write a review](#)

[Feedback](#)

## Sitelinks (The Yellow Box)

Most sites don't have what is known as "Sitelinks" when you search for their business. These are drawn from Google's index of your website and are based on what Google thinks are the most important pages on your site. Sometimes you and Google disagree on this!

## Getting The Sitelinks

Enabling Google to index your site and enable Sitelinks is simple – submit an effective Sitemap to Google Webmaster Tools and ensuring your robots.txt file isn't blocking the pages you want as Sitelinks.

These steps assume you've already verified your site on Google

## Webmaster Tools (click here if you haven't)

- 1.** Generate a sitemap.xml file (using either a sitemap plugin or a generator such as <http://www.web-site-map.com/>).
- 2.** Upload your sitemap to your site's root folder (the URL will most likely be [www.yourcompanyname.com/sitemap.xml](http://www.yourcompanyname.com/sitemap.xml)).
- 3.** On your Webmaster Tools home page, select your site.

4. In the left sidebar, click Crawl and then Sitemaps.
5. Click the Add/Test Sitemap button in the top right.
6. Complete your sitemap.xml URL into the text box that appears.
7. Click Submit Sitemap.

## Checking Your Robots.Txt File

1. Still in Webmaster tools, under Crawl, click robots.txt Tester.
2. At the bottom of the page, enter the URLs you want to be sitelinks and ensure Googlebot is “Allowed” to index them.

## Choose Which Pages Are Linked

Although most of your site hierarchy is decided in the Sitemap (Google “page priority levels” if you’re not sure), how Google deals with multiple pages with the same Priority Level is purely random.

Therefore to make sure the ones you want to appear appear, you have to “demote” certain pages from appearing. On the left menu under “Search Appearance” you’ll find “Sitelinks”.

On this page you'll be able to enter in the URLs of the pages you don't want to be used as Sitelinks on your Google search results.

\*Don't forget to shorten the metadata description on the pages that are Sitelinks – most SEO guides suggest 160 characters or fewer – however for best results we try to use 90 (that way Google won't shorten your description, cutting out important information).

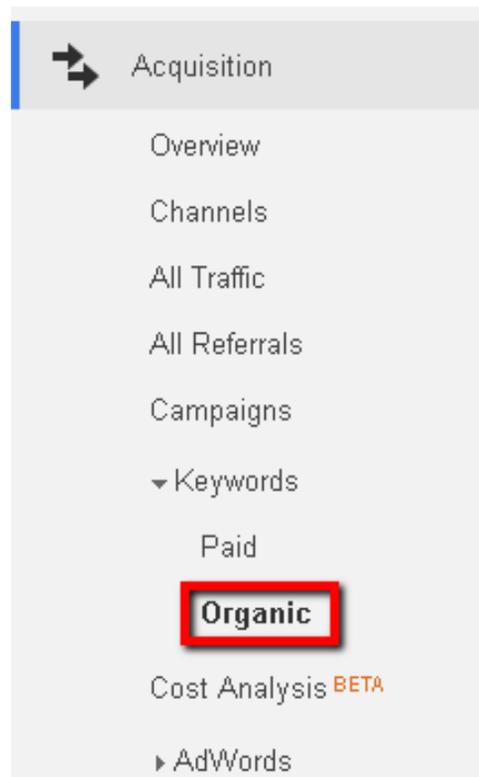
# III. – Google Analytics

## Keyword “Not Provided”

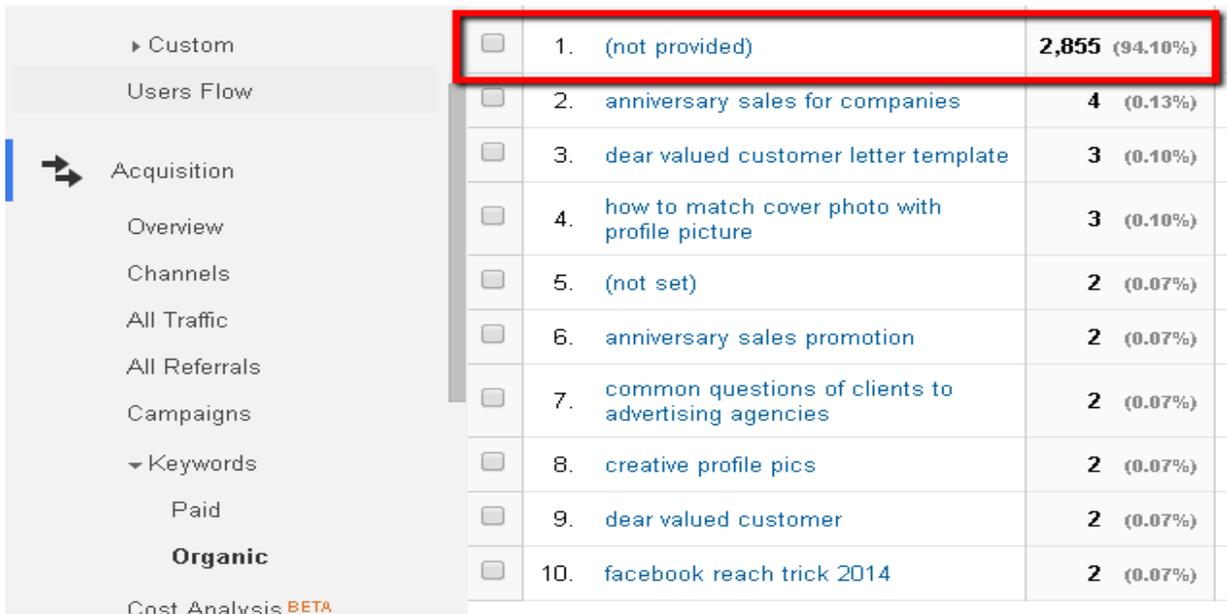
### Workaround

Anonymous website browsing means it's harder to track keyword searches. This article will show you how to find what keywords visitors search to find your site and the removes impact of the “Not Provided” keyword results in Google Analytics. This workaround will import results from Google Webmaster Tools to Google Analytics.

Inside your Google Analytics you can see which search terms prospects are using to find your website. Acquisition -> Keywords -> Organic.



However with the rise of anonymous browsing, this means that Google Analytics can no longer track keyword searches as easily and so an increasing number of searches are now being displayed as “(Not provided)”.



<input type="checkbox"/>	1. (not provided)	2,855 (94.10%)
<input type="checkbox"/>	2. anniversary sales for companies	4 (0.13%)
<input type="checkbox"/>	3. dear valued customer letter template	3 (0.10%)
<input type="checkbox"/>	4. how to match cover photo with profile picture	3 (0.10%)
<input type="checkbox"/>	5. (not set)	2 (0.07%)
<input type="checkbox"/>	6. anniversary sales promotion	2 (0.07%)
<input type="checkbox"/>	7. common questions of clients to advertising agencies	2 (0.07%)
<input type="checkbox"/>	8. creative profile pics	2 (0.07%)
<input type="checkbox"/>	9. dear valued customer	2 (0.07%)
<input type="checkbox"/>	10. facebook reach trick 2014	2 (0.07%)

This situation is getting worse month by month as we track the analytics for our website and those of our clients.

## A Workaround For Keyword Searches

Although not a perfect replacement, Creative Agency Secrets has found a work-around which can give you a good indication of what search words and phrases your website is showing up for and which are drawing visitors.

It involves [Google Webmaster Tools](#). You have to set this up for your website.

Set up and Verify yourself and your website in Webmaster Tools – generally the easiest way is to do this with your analytics account.

Remember your site must be using the asynchronous tracking code.

Select the Google Analytics radio button (which can be found under the “Alternate methods” tab) and click Verify.

Now navigate to Search Traffic in the sidebar menu.

Scroll down below the graph you will see a list of Queries used and the Impressions.

The main benefit of this data is you can see the Average Position your site has in search listings for each one (far right column).

	Query	Impressions	Clicks ▲	CTR	Avg. position
☆	facebook cover and profile picture match	91	46	51%	1.2
☆	creative agency	2,389	39	2%	31
☆	dear valued customer	654	37	6%	5.7
☆	dear customer letter	101	23	23%	3.0
☆	how to make profile picture and cover photo match	43	22	51%	1.9
☆	how to make facebook cover and profile picture match	41	22	54%	1.4
☆	client brief template	123	18	15%	6.7
☆	dear valued customer letter sample	64	18	28%	3.3
☆	dear valued customer letter template	61	18	30%	2.9
☆	how to line up facebook cover and profile picture	59	18	31%	1.2
☆	chasing email	35	17	49%	1.0

We are going to show you how to send this data to your Google Analytics account but it's worth noting that there is more accuracy in this screen as Google Analytics rounds the numbers.

## Link your accounts: Google Analytics & Webmaster Tools

Open Google Analytics and browse to your website dashboard. In the side menu go to Search Engine Optimization -> Queries. You will get a message advising you to enable Webmaster Tools.



### This report requires Webmaster Tools to be enabled.

Set up Webmaster Tools data sharing

#### What is Webmaster Tools?

Webmaster Tools is a free product that provides data and analytics to help improve your site's performance in Google search.

#### Enabling Webmaster Tools data within Analytics

Once you connect a site you own in Webmaster Tools to your Analytics property, its data becomes visible in your Search Engine Optimization reports. You can visit the Property Settings page in Analytics account management to change which of your Webmaster Tools sites' data you wish to show, and control which views on your Web Property have access to view the data.

#### How to use Webmaster Tools data within Analytics

Webmaster Tools provides data about what users see in Google search results before they decide to click to your site (or some other site). You can use this data to identify opportunities and prioritize development effort to increase the number of visitors to your site. Examples:

- Identify landing pages on your site that have good clickthrough rates (CTR), but have poor average positions in search results. These could be pages that people want to see, but have trouble finding.
- Identify search queries (keywords) for which your site has good average positions, but poor click through rates. These are queries for which your pages get attention and improved content could lead to more visitors.

Click the button to Set up Webmaster Tools Data sharing at the top of the page.

Leave all the settings it displays as default although you can change the fields if some are incorrect e.g. Industry Category. At the bottom of the page the sub-heading Webmaster Tools Settings click the Edit hyperlink.

**Webmaster Tools site** optional 

If your property is also a verified website in Webmaster Tools, and you are the owner, you can associate your Webmaster Tools data here. Google Analytics will then be able to display some of that data in some reports.

non- Edit



This will bring up a list of site(s) and associated Analytics web properties. Choose your site on the left radio button and Save.

Webmaster Tools site	Associated Analytics web property
<input type="radio"/>	This site is not linked to any web property in your Google Analytics account

Click OK to Add association in the next window.

## View The Data

On the Admin screen click Reporting in the top menu to return to Google Analytics and go to Acquisition -> Search Engine Optimization -> Queries. You should now see a summary graph and below it the list of keyword queries , impressions, clicks and average position of your website. For everyday checking, we find the Google Analytics summary data is fine. But for non-rounded data, go into the Webmaster Tools display to get the full picture.

*\*Note that data is normally 2 days behind on these searches compared to other metrics in Google Analytics.*

# IV. – What are title tags (and why are they important?)

We all know the words on a website are important. However, the words seen in search engine results pages (SERPs) are important too. In this chapter, I explain title tags and why they are important.

## What is a title tag?

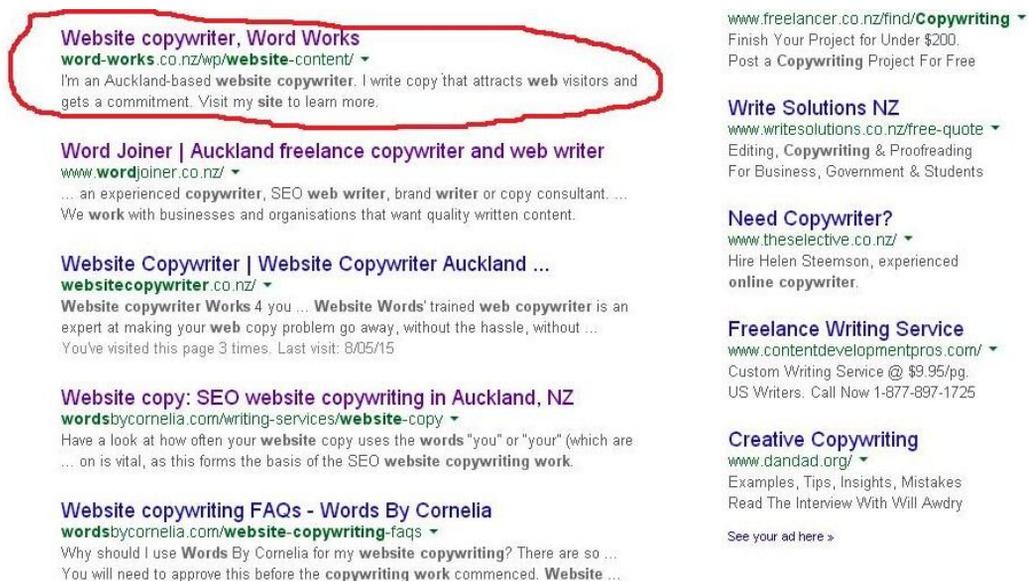
Simply put, a title tag describes what a web page is about. It informs search engines, like Google, and just as importantly, “human” readers.

To illustrate, here are a couple of screen shots of a page from my website.



Here you can see the title tag in the top left-hand corner of the page. It reads Website copywriter, Word.... The last part is cut off. Hover your cursor over the tab and you'll see all of it: Website copywriter, Word Works.

This screen shot shows what the title tag looks like in a Google search.



To gain extra insight, I spoke with SEO maven Mike Morgan of High Profile Enterprises.

## What do title tags do?

Title tags are important from an SEO perspective and should include a web page's primary keyword. For example, my prime keyword is "website copywriter".

However, it seems just having a keyword in your title tag isn't enough — several other elements must align.

Mike Morgan: "They [keywords] are only second in importance to the URL of a web page ... title tags are completely useless if other elements, like the URL, H1 heading and content, don't line up."

The title tag, along with the accompanying meta description, is what people read to decide whether a web page is worth visiting. So, it should be compelling.

## How to write a title tag

Title tags are limited to 512 pixels in length, which translates to about 56 characters including spaces. The number of characters allowed varies depending on which you choose because different characters differ in size. If your title tag is longer than 512 pixels, it will be truncated with ellipses at the end.

Here's an example:

The image shows a search results page with several entries. The second entry is circled in red. The circled title tag is: "The End Of HFTs (And Price Discovery): America's Biggest ...". The snippet below it reads: "www.zerohedge.com/.../end-hfts-and-price-discovery-america's-biggest-...". The snippet text is: "Jan 19, 2015 - According to the WSJ, some of America's largest mutual funds and asset managers led by Fidelity Investments "are close to launching a private ...".

American's Best Mutual Fund Managers - MarketWatch  
www.marketwatch.com/.../americas-best-mutual-funds-1294429263159  
Sep 16, 2011 - Bruce Berkowitz spends his days like a lot of other fund managers: reading economic reports, chatting about investment ideas with his chief...

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Implementation and Consulting  
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The End Of HFTs (And Price Discovery): America's Biggest ...  
www.zerohedge.com/.../end-hfts-and-price-discovery-america's-biggest-...  
Jan 19, 2015 - According to the WSJ, some of America's largest mutual funds and asset managers led by Fidelity Investments "are close to launching a private ...

The 30 Richest Hedge Fund Managers In America  
www.businessinsider.com/richest-hedge-fund-managers-in-the-us-2014-...  
Sep 29, 2014 - The Forbes 400 always includes the biggest names in the hedge fund space. We counted 30 hedge fund managers this year. Fund managers...

America's Richest Hedge Fund Managers - Forbes  
www.forbes.com/sites/.../2013/.../americas-richest-hedge-fund-managers/  
Sep 16, 2013 - Twenty-eight members of the 2013 Forbes 400 built their fortunes through the management of hedge funds. Now making up 7% of America's ...

America's Richest Hedge Fund Billionaires - Forbes  
www.forbes.com/sites/.../2014/.../americas-richest-hedge-fund-billionaire...  
Sep 29, 2014 - Two of the most prominent and closely watched hedge fund managers are now among the richest 400 Americans. Larry Robbins and William ...

As space is limited, it makes sense to make the most of it. Mike says the web page's prime keyword should come first followed by less important information, like business location and business name.

“Title tags should be short, sharp and compelling,” says Mike. “The biggest challenge is aligning them to the page content — what is the page really about?”

He says that where in the past title tags were written more for search engines, there has been a swing towards “human” readers in recent times. So, he believes a title tag should ideally be a complete phrase, rather than just separate words.

For example:

- Website copywriter | Auckland (the old way)
- A website copywriter for web content based in Auckland, NZ (the new way).

# V. – Meta descriptions: Why you need to get them right

Following on from title tags, in this chapter I explain meta descriptions.

## What is a meta description?

According to Wikipedia, metadata is “data about data.” And that’s what a meta description is: data about a web page. Meta descriptions can be seen on SERPs, just below the title tags. Here’s an example:

More images for laundry products

**Online Shop for Live Simply laundry products | Live Simply**  
[www.livesimply.co.nz/live-simply-products/](http://www.livesimply.co.nz/live-simply-products/) ▼  
Select and order your cost-saving, eco-friendly Live Simply **products** online - Simply **Laundry** Balls & other **products** to make washing clothes easier.

**Simply Laundry Balls and Simply Readers from Live Simply ...**  
[www.livesimply.co.nz/](http://www.livesimply.co.nz/) ▼  
Save money – spend a lot less on **laundry products**; Relieve skin allergies; Gently clean your clothes & linen, keeping them soft; Get an eco-friendly wash; Avoid ...

**Laundry detergents - Reviews & Ratings - Consumer NZ**  
<https://www.consumer.org.nz/products/laundry-detergents/overview> ▼  
The Consumer guide to **laundry detergents**. Independent test results, reviews and buying advice.

**Laundry Liquid, Top and Front loader : ecostore New Zealand**  
[www.ecostore.co.nz](http://www.ecostore.co.nz) > Laundry ▼  
Get Laundry Liquid, Top and front loader from ecostore for clean laundry. Our **laundry products** are healthy and more eco friendly with no harmful chemicals.

**Laundry : ecostore New Zealand**  
[www.ecostore.co.nz/categories/laundry](http://www.ecostore.co.nz/categories/laundry) ▼  
The products in our plant and mineral based laundry range are healthier and safer for you and for our environment. Our **Laundry products** are independently ...

**Products - Surf laundry detergent**  
[www.surflaundry.co.nz/products/](http://www.surflaundry.co.nz/products/) ▼  
**Products**. Surf offers a fantastic range of **products** including NEW 2in1 powders with built in fabric softener and our gorgeous **laundry** liquids. Find out which best ...

17 Inlet Road, Takanini

**Laundry Detergent NZ**  
[www.fishpond.co.nz/](http://www.fishpond.co.nz/) ▼  
Over 15 Million **Products** in Stock  
Free Shipping in New Zealand!

**Laundry Products**  
[www.alibaba.com/](http://www.alibaba.com/) ▼  
Find Quality **Products** from Verified Suppliers. Get a Live Quote Now!  
You visited [alibaba.com](http://alibaba.com) yesterday.

**Special of the Month**  
[www.waterviewlaundromat.co.nz/](http://www.waterviewlaundromat.co.nz/) ▼  
Do a Big 27Kg Wash from only \$4.  
Please check website for details.  
37 Davenport Street, Auckland

See your ad here >

## What does a meta description do?

A meta description is advertising copy. Its job is to promote a web page. When you think about it, a good meta description is pretty important — being displayed in SERPs doesn’t guarantee a web page click-throughs. So, a

meta description must be compelling, and like any good piece of advertising copy, include a call to action. Google says meta descriptions don't affect search results. However, keywords are still important. This is because Google bolds any keywords in a meta description that are used in searches, therefore, increasing the likelihood of getting click-throughs (see the bolded laundry products in the previous screen shot).

## Is it true meta descriptions have no effect on search results?

Well, the answer is yes and no. It is true Google's algorithm isn't affected directly by meta descriptions. However, it is affected by user behaviour, which meta descriptions influence. So, meta descriptions affect search results indirectly. Well-known blogger [Neil Patel explains this well in his post](#).

## What if you have no meta description?

If you don't write a meta description, Google will pull text from the first paragraph of your web page. While this isn't necessarily a bad thing, the chances are this text won't be as compelling as a carefully-crafted meta description.

## How long should a meta description be?

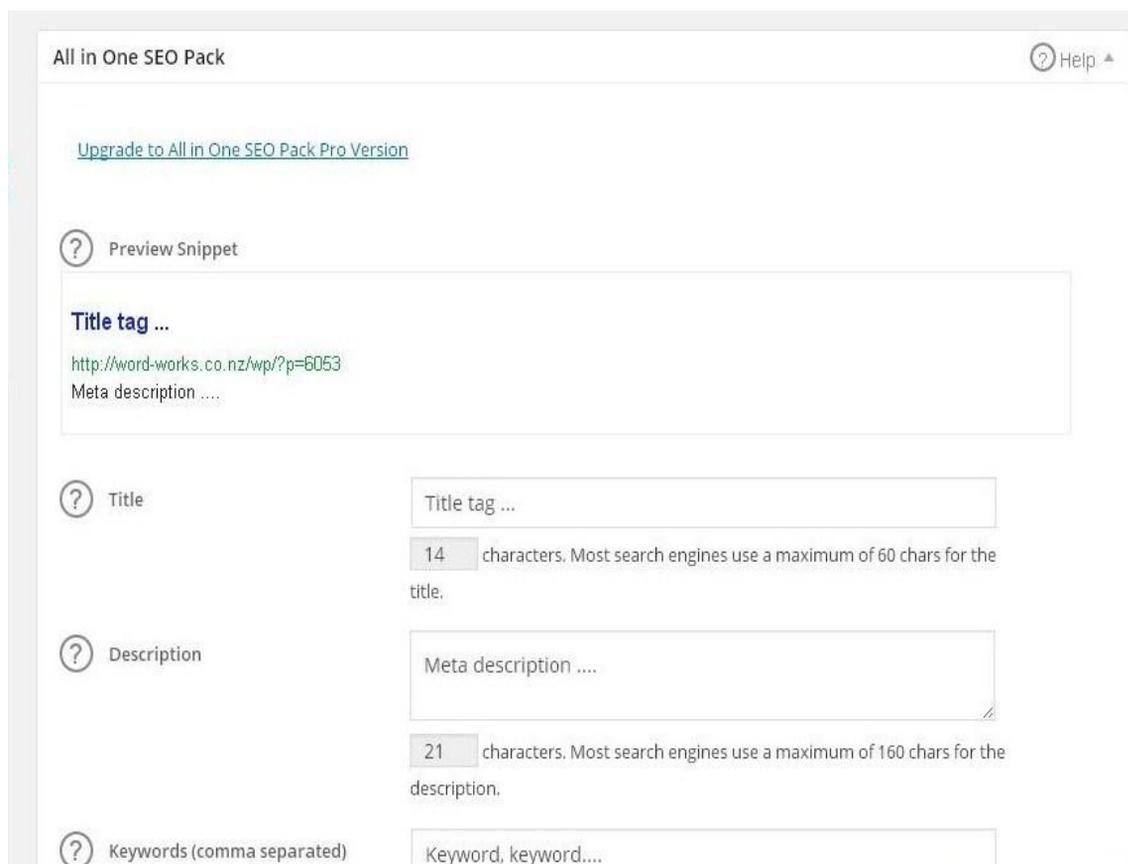
Google allows about 920 pixels for meta descriptions, which is 150 to 160 characters including spaces. The number of characters varies because some take more space than others.

It pays to be aware of this restriction because if your meta description is too long, it will be cut short diminishing its effectiveness.

It's best to avoid non-alphanumeric characters in meta descriptions. If you don't, your descriptions will be cut short. If you must include quotation marks, use single instead of double.

## How to load meta descriptions on your website

If you have a content managed website, loading meta descriptions should be easy. I have a WordPress site that has the All in One SEO Pack plug in. The following screen shot shows the back end of my web site.



The screenshot displays the 'All in One SEO Pack' configuration page. At the top, there is a 'Help' icon and a link to 'Upgrade to All in One SEO Pack Pro Version'. Below this is a 'Preview Snippet' section showing a preview of the page's title tag and meta description. The main section contains three input fields: 'Title', 'Description', and 'Keywords (comma separated)'. Each field has a character count and a note about search engine limits.

All in One SEO Pack Help ▲

[Upgrade to All in One SEO Pack Pro Version](#)

**Preview Snippet**

**Title tag ...**  
http://word-works.co.nz/wp/?p=6053  
Meta description ....

**Title**   
14 characters. Most search engines use a maximum of 60 chars for the title.

**Description**   
21 characters. Most search engines use a maximum of 160 chars for the description.

**Keywords (comma separated)**

## 5 tips for writing meta descriptions:

- 1** - Include a solution or benefit. What benefit will the reader receive by visiting your web page?
- 2** - Tell the reader what you want them to do. In most cases that will be to visit the web page. However, if you've included a phone number, you may want them to just call you.
- 3** - Be honest. You don't want people visiting your website and then leaving disappointed.
- 4** - Include keywords. Remember, though: The human reader always comes first. Include keywords, but not at the expense of the copy.
- 5** - Make them unique. Don't duplicate your meta descriptions — Google will punish you. Make sure every meta description is unique and highly relevant for each page.

# VI. – About Creative Agency Secrets

Set up as a marketing execution agency, the team at Creative Agency Secrets is relied on by clients to send out marketing communications every month.

Clients love having a well-informed team of "digital natives" ready to answer questions and help guide them through making a digital transformation of their business.

## *How well does your website work for your business?*

If your website doesn't bring in new customer sales or leads/enquiries, we can help.

Start by implementing the tips in this eBook.

If you don't want to do them yourself, give us a call.

## Creative Agency Secrets services

**Coaching** - we offer education and coaching services for people who want to learn how to do their business marketing using modern techniques.

**Outsource** - we do the marketing for you each month

**Web** -: [www.creativeagencysecrets.com](http://www.creativeagencysecrets.com)

# VII. – About Word Works

Word Works is owned and operated by freelance writer Andrew Healey.

The internet and the development of mobile devices, like smart phones and tablets, have made it ridiculously easy for consumers to educate themselves about products and services — they no longer need cold-calling sales people and interruptive advertising to make purchasing decisions. So, it's up to businesses to create content that educates, informs — even entertains.

Andrew works with select clients by creating content, both online and off, and managing content strategies.

## Services include:

- *Blogs*
- *Case studies*
- *E-books*
- *Copy for web pages*
- *Press releases*
- *Advertorials*
- *Newsletters.*

**Web:** [www.word-works.co.nz](http://www.word-works.co.nz)