



SO
YOU WANT
TO HIRE
**A DIGITAL
MARKETING
AGENCY...**

LET'S TALK GOALS.



To build a successful partnership with a digital marketing agency, you need to know what you want.

Having a clear picture of what your company is doing now, what you want in the future, and how you want to get there will help you understand whether partnering with an agency is a good decision.*

* **HINT** If you're reading this, it probably is.

Get together with your team and consider these questions:

Do you already have successful products and services that people are using search engines to find?

Like all advertising, SEO and Paid Media work best when there's a solid product or service that people want or need.

Are you already using traditional advertising?

SEO and Paid Media can enhance and amplify these efforts.

Are you ready to scale and can you handle growth?

Do you have the resources to handle spikes in demand?
Is your team equipped and ready for more clients
and customers?

Are you in it for the long run?

While Paid Media can provide almost immediate impacts, SEO takes time—but once a strong strategy is implemented, you'll likely see one of your best returns on investment.

Do you have an established budget?

It takes a team with a lot of expertise to do SEO and Paid Media well. You can't expect to "set it and forget it." Both strategies require ongoing review, analysis, updates, and testing.

SEO & PAID MEDIA

A PERFECT PARTNERSHIP

SEO + PPC

AMPLIFY YOUR RESULTS



MORE VISIBILITY



MORE MARKET SHARE



MORE LEADS



MORE PROFIT

Alone, SEO and Paid Media will effectively drive traffic (and leads) to your website. Together, they'll amplify results.

SEO and Paid Media are the power couple of digital marketing, working together to produce stronger results, faster.

- > SEO can focus on high-cost keywords so your Paid Media investment goes towards the low-cost, high-performing keywords.
- > Remarketing ads can keep you top of mind for prospects who initially found you through an organic search.
- > Test new keyword strategies with Paid Media before committing to a long-term SEO strategy.
- > SEO can uncover high-performing long-tail keywords for Paid Media.
- > Ensure that landing pages match Paid Media ad copy when SEO and Paid Media planning is done in tandem.
- > An optimized site leads to an improved quality score.

DOING YOUR HOMEWORK

To best evaluate potential agency partners, you need to ask the right questions. First, let's go over what SEO and Paid Media are exactly.

SEO

This is about driving organic traffic to your site from search engines. But it goes beyond just getting visitors to your site—a great SEO strategy seeks to capture qualified, relevant traffic through precise keyword targeting and robust site architecture.

PAID MEDIA

Also known as PPC (pay per click), a Paid Media campaign includes ads that show up in search engine results, on other websites (like a news website), or on social media platforms (Facebook, Instagram, LinkedIn, etc.). These sites allow for granular, hyper-specific targeting: it's like spear-fishing for your exact ideal customer instead of throwing out a wide net.

SEO	PAID MEDIA	
✓	✓	Long-term
✓	✓	Provide customer insights and data
✓	✓	Build brand awareness
	✓	Short-term, scalable
	✓	Specifically target prospects at all stages of sales funnel
	✓	Ongoing A/B testing to determine keyword performance and discover new opportunities
	✓	Specifically target prospects through detailed demographic information
✓		Improve ROI over time of other advertising
✓		Build trust and credibility
✓		Typically outperforms other marketing in the long run
✓		Builds a barrier to entry for those that have done it long term

TYPES OF SEO

Your website is ranked in the search engines based on your site's internal architecture and code, your on-page content, and your relationships with other websites. SEO works to improve those rankings by optimizing technical and on-page elements.

TECHNICAL SEO

- > Focused on what search engines see when crawling your site, i.e. your source code.
- > Concerned with “backend” issues like site speed, mobile friendliness, site architecture, etc.
- > Constant process of reviewing site and making edits and updates along with ever-evolving algorithms and best practices.

ON-PAGE SEO

- > Site content
- > Keyword targeting and density
- > Meta data, title tags, and code tagging
- > Providing a good user experience

SEO

HATS OF MANY COLORS

All SEO strategies are aimed at improving a site's visibility and page rank. But not all fall under search engines' approved best practices:



WHITE HAT SEO

- > Playing by Google's (and other search engines') rules to create quality sites with good user experiences
- > Creating quality, user-friendly content and using effective keywords
- > Sustainable and provides high ROI over long term



GRAY HAT SEO

- > Strategies that are on the edge—not blatantly black hat, but not approved practices
- > Click-baiting, outreach marketing to get backlinks, buying expired domains
- > You may get penalized or outright blacklisted by search engines



BLACK HAT SEO

- > Trying to "game" search engines for quick results
- > Keyword stuffing, spammy link-buying, malicious redirects, doorway pages, using unrelated keywords
- > Very likely to get penalized

COME PREPARED

When you first meet with a digital agency, you can expect them to ask a lot of questions. Have this information ready to make that first meeting productive:



Have you done SEO or Paid Media in the past?

What did you do, and what were your results?



What other advertising are you doing/ have you done?

What are your results with those?



What's your budget for SEO?



What's your current budget for Paid Media?



What's your return on ad spend (ROAS) goal for Paid Media?



What are your growth goals?

What are your other business goals?



Is your website team in-house?



Who are your main competitors?



What keywords are you targeting?

What keywords would you like to target?



Are you currently tracking data or analytics?



What stages of your sales funnel do you want to focus on most?



GET THE INFO YOU NEED

In your first meeting with a digital marketing agency, you should be asking just as many questions as you answer. Here's what you should ask—and how to identify the good signs and red flags in their answers:



What's your experience with SEO and Paid Media?

You want an agency who is well-versed. They should be able to point to case studies and examples of the success they've had with other clients.

Is your team certified?

Certifications can include Google Analytics, Google Ads, and Google Advanced Search. Team members can also get accredited with Bing and certified through Brightedge. Having these certifications shows a commitment to staying on top of their game.

Are you partners with major search engines?

Agencies that have been recognized by search engines like Google, Bing or Yahoo! have proven their expertise and use of best practices for their clients.

Can you provide referrals or references?

Ideally, an agency can provide both new and long-term clients for you to contact.

How long before we see results?

Beware of any agency that makes guarantees like "You'll be on the first page of Google within 60 days." Paid media can provide fast results, but good SEO takes more of a time commitment.

How is your team structured? Is all work done in-house?

With agencies who outsource work, there could be lapses in communication and slower response times. Understanding team structure and work allocation will help you understand who is doing what at any given point in time.

How will roles and responsibilities be split up between our team and yours?

Get a clear picture of expectations—what you can expect from them and what they'll expect from you.

Do you do link-building?

Link-building used to be a key part of successful SEO strategies—but now it's much harder to do it right and in almost all cases it is not in accordance with Google's terms of service. Unfortunately, many agencies still heavily rely on outdated practices that risk penalties from Google and other search engines.

How do you work with people outside your city/region?

Don't limit yourself to agencies in your city, but do make sure they're able to handle long-distance partnerships.

What advantages do you have over your competitors?


They should be able to point to expertise, technology, and examples of success.

Do you manually update Paid Media campaigns?

Many agencies set up Paid Media campaigns and then just put them on autopilot. You want a team that will be constantly reviewing, testing, and updating your campaigns.



WHY IS TECHNOLOGY SO IMPORTANT?

The logo for TitanBOT is located on the left side of the page. It features the word "Titan" in a large, bold, sans-serif font, with a registered trademark symbol (®) to its upper right. Below "Titan" is the word "BOT" in a smaller, bold, sans-serif font. The entire logo is rendered in a dark blue color.

With the right technology, SEO doesn't have to be a guessing game.

For example, with Titan Growth's proprietary, patented software, TitanBOT, our team can see exactly what Google sees when it crawls your site, which enables us to identify opportunities. We can even test how updates will affect your search rankings before taking those updates live, so we can make more informed decisions and create better outcomes.

With TitanBOT, we're able to be proactive, not just reactive. TitanBOT is updated continuously with new algorithm changes (and, as a Google All-Star Agency Partner, Titan Growth has a dedicated pod of Google employees that work for us) so our clients are prepared and stay ahead of the competition.

GET STARTED!

Every agency will have a slightly different process, but here's what you can expect once you kick off your partnership:

The SEO Process

1

Preliminary Site Analysis

Identifying current traffic volume, competition, and market share

2

Fix and Update Major Issues

Major code issues, metadata, alt tags

3

Keyword Research

Ongoing and (ideally) done with data collected from Paid Media campaigns

4

Audience Research & Targeting

Improve traffic volume, lead capture, and conversion rates

5

Ongoing Testing & Improvements

Proactively updating your site in advance of algorithm updates

The Paid Media Process

1

Initial Account Set Up

Build campaigns and ad groups, set budget and targeting

2

Ad Creation & Optimization

Keyword research, ad creation, A/B testing, measure and optimize

3

Audience, Affinity and In-Market Groups

Segmentation and identification of your ICP (Ideal Customer Persona) in order to only pay for clicks that will have a high likelihood of converting into profit

4

Implement Machine Learning

Creating a strategy that includes machine learning technology along with artificial intelligence to help manage the ever-changing competitive landscape

5

Campaign Monitoring

Monitor on a daily basis to adjust bids, update ads, test new keywords, discover opportunities, and tweak targeting



TIME TO GROW?

At Titan Growth, making clients happy is what we love to do. Every one of our team members is triple-certified with Google University, plus Bing Accredited, and all our SEO team members are Brightedge certified – so you know you're getting the foremost experts with the latest knowledge in the field.

We thrive on providing data-driven, results-oriented strategies aimed at increasing your revenue and profit while helping you grow your business.

GROW



To learn more about
how Titan Growth
can help you reach
your goals, contact
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