

The background of the entire page is a close-up, high-angle photograph of a CNC machine in operation. The machine's metal components, including a cutting tool and a workpiece, are visible. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of industrial precision. The overall color palette is dark, with shades of blue, grey, and black, accented by the orange bar on the left and the white text.

DIGITAL MARKETING CHEAT SHEET FOR MANUFACTURERS

Strategy - On-page SEO - Proper Messaging - Measuring Content
Marketing Work Flow - Social Media

1 PLANNING/STRATEGY

The first steps of any marketing effort are Planning and Strategy. In order to get more organic website traffic, you need to rank high for the keywords your target audience is using. Here are two tools to help you create the perfect keyword list.

Keyword Research

Find the right keywords
Use Google's keyword planner tool -
<https://ads.google.com/home/tools/keyword-planner/>
Consider questions that your target audience might be searching for.

Competitor Analysis

Find out what keywords your competitors are ranking for use SpyFu - <https://www.spyfu.com/>

2 ON-PAGE SEO

Now that you have a good keyword list, select which web pages or blog posts will be targeting each of your top keywords.

Website Elements to target

Title Tags
Description Tags
Heading Tags
Anchor Tags

Other on-page SEO considerations

Be sure to use your keywords in your content.
Your keyword density should be around 1% - 2%.
Input your text here to check keyword density:
<https://www.seoreviewtools.com/keyword-density-checker/?text-input>
Each page or post should have at least 3 internal links
(links that go to another page or post on YOUR website)

If you have a WordPress site, you can most likely handle all of this in-house. Otherwise, you might have to contact your favorite website agency for manufacturers. <https://drivendigital.us/>

3 PROPER MESSAGING

Now that you have the basic on-page SEO done, let's move to your website messaging. We highly recommend following the messaging framework that Donald Miller teaches

<https://businessmadesimple.com>

Here is a brief overview of messaging fundamentals:

Understand the problem you are trying to solve
Present your company as the Guide that will help them solve their problem
Show them that you have a Plan
Call them to action
Show them what success will look like

Of course, there is a lot more to it.
Go to Mr. Miller's website and enroll in his online course. It will be some of the best money you've ever invested.

4 MEASURING

Always know your numbers. Measuring your progress is critical! Here are some of the key things that you need to measure.

Google Analytics

Check page views (Don't get too hung up on this. Remember quality is better than quantity)
Bounce rates (look for red flags, like high bounce rates on certain pages)
Google Analytics is very comprehensive and can be very confusing. We recommend going through the Analytics training from Google.
<https://analytics.google.com/analytics/academy/>

Contact Form submissions

filter out the spam before you count this

Online orders/quote requests

Email campaign opens and click-throughs

Google Business Profile post views

5 CONTENT MARKETING WORKFLOW

- ▶ Create content (new pages, landing pages, or blog posts) based on targeted keywords or keyword questions.
- ▶ Make sure your new content has at least 300 words. More is better.
- ▶ Push a blurb about your content to social media (primarily LinkedIn and Google Business Profile).
- ▶ Make sure to link back to your new content.
- ▶ Submit content to Google Search Console for indexing
<https://search.google.com/search-console/about>
- ▶ Send an email campaign to your lead list linking back to new content
We recommend Active Campaign for your email campaigns.
- ▶ Repeat the above steps at least once a month. More is always better.

6 SOCIAL MEDIA

Where is your target audience? Don't invest time and money in channels that your clients don't use. Most manufacturers' customers are on LinkedIn and not so much Facebook or Twitter. Always post on Google Business Profile

Post 3 times a week

Examples: Manufacturing Mondays, Website Wednesdays, and Fun Fact Friday

If you would like a comprehensive step-by-step plan to accelerate your digital marketing, you need a MAP.
<https://drivendigital.us/seo-for-manufacturers/the-map/>

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YOU NEED A MAP

The word "MAP" is in a large, bold, white, sans-serif font. To the left of the letter "A" is a stylized orange icon of a speedometer or a target with motion lines, representing the "MAP" (Master Acceleration Plan) concept.

Driven Digital's Master Acceleration Plan (MAP) will provide you with:

- ▶ Keyword research
- ▶ Competitor analysis
- ▶ Blog post ideas
- ▶ Website edit recommendations
- ▶ Digital Marketing timeline/calendar
- ▶ and much more

100% Money-back guarantee!

Find out more here!

✉ info@drivendigital.us

📍 18 N Vann St, Pryor, OK 74361
(918) 824-4494