



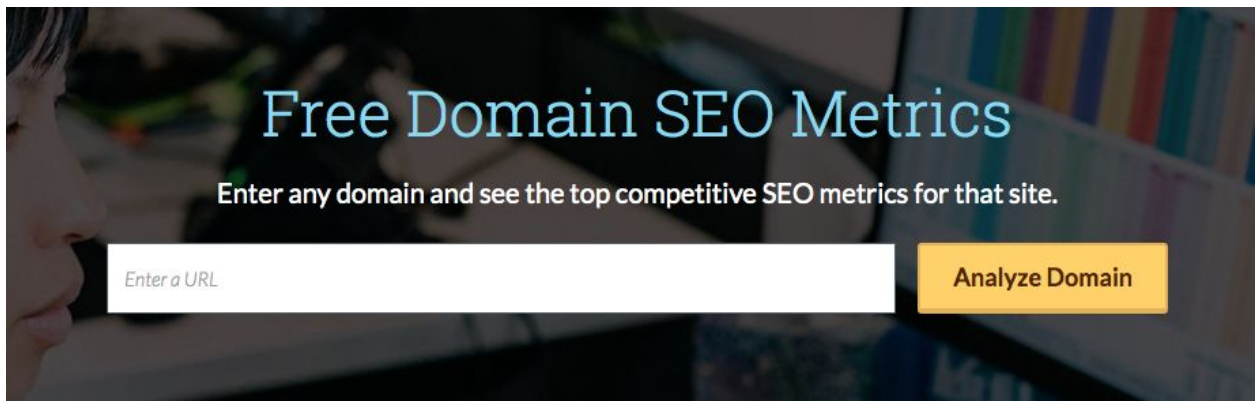
Digital Marketing Worksheet | 2021

Hi there! This worksheet will help guide you through some of the top insights you can find about your online presence and how to affect it. Each step will focus on a specific area, and layers on top of the next, for a more complete picture of what's going on online with your brand, company, organization.

If you have any questions after completing this worksheet, please feel free to reach out to us at: contact@obtaincreative.com OR via our website <https://obtaincreative.com>.

STEP 1)

Enter your domain address into: <https://moz.com/free-seo-tools>



Select “**Analyze Domain**”

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
24	117	352	1%

You will see a result similar to the one above. — So **WHAT DOES THIS MEAN?!**

Let's run through it together.

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Domain Authority (DA):

Every website has a score between 0-100, and is industry specific. — **AKA don't panic if yours is a 12!** For instance, most small businesses that have been established for a couple years are between **25-45**. Here at Obtain, we've never seen a client score higher than a 65, and they were an entire hospital system!

This score is Google's way of assigning an overall snapshot for each website. This can be affected by items like:

- **Length of time domain has been in use**
 - (1 year vs. 15) — *the longer, the better.*
- **Proper use of Meta Data**
 - *ie. title tags, keyword descriptions, image alt tags, etc.) These are all SEO elements that can be added and edited on the back-end of your website. — don't know what the heck these are, hit us up!*
- **Amount of QUALITY copy per page**
 - *aim for 350 words minimum, and ideally around 1500 for BLOG posts/articles)*
 - make sure your content is quality! Don't write something just for the sake of writing something. It won't work. I promise.
 - how do you know your content is quality? Post a sneak peek on social media and see if it gets good engagement, send it to your top clients for their perspective, etc, before you post it.
- **Consistently refreshed content**
 - *adding new, quality content ideally once per month - once per quarter.*
- **Bounce rate**
 - *when someone goes to your site and leaves **without** going on to another page. You can find this info in your **Google Analytics!***
 - *a healthy bounce rate for a site is between 40-60%*
 - *users leaving a site is a sign they are not finding what they are looking for. Following this entire worksheet will help you improve this.*

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- **Average amount of time users spend on site**
 - *how much actual time your visitors are spending on your site. — Another metric you can find in your Google Analytics.*
 - *Is yours enough time to see the relevant content on your site that would lead someone to purchase something or contact you?*

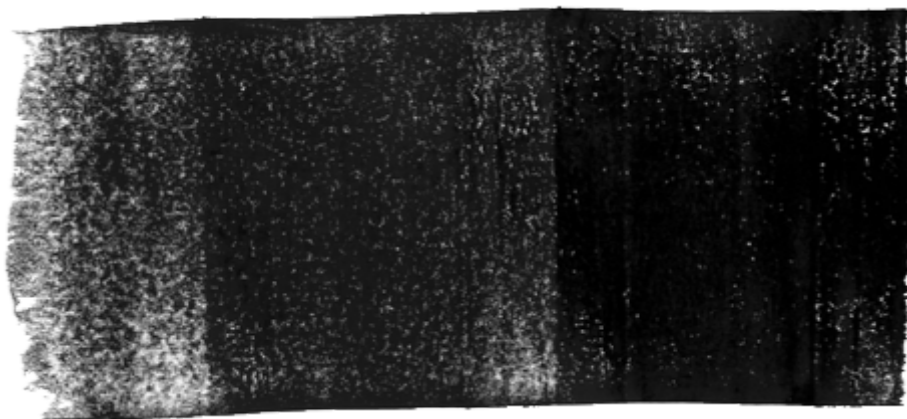
Linking Domains:

This represents the number of **domains** linking to your website. For instance, if let's say, Arkansas Business features you **5** times and links to your website all **5** times, your **Linking Domain** metric will only represent them **ONCE**. — **IMPORTANT:** the more relevant, high domain authority linking domains you have, the better! If you are featured somewhere, make sure to ask for a **link to your website!**

“**L**inking domains are the equivalent of showing up at an important party and having the CEO of a big company introduce you to all of their friends! — You **want** Google to be impressed by who is giving you clout! The more clout you have, the higher your score will become over time.”

Ranking Keywords:

This number represents the total number of **keywords** you are showing up for in Google Search — *within the top 50 slots.*





STEP 2)

Ask yourself, “What do I want to show up for in Google?” — Do these keywords match? [Scroll down on your report to see what your top keywords are for free on MOZ.](#)

Keywords by Estimated Clicks

Estimated clicks for top keywords, based on volume and CTR.

Keyword	Visibility
ar state	1,615
arkansas state police	680
arkansas treasure hunt	572
arkansas property tax	425
arkansas unclaimed property	388
lopfi	388
arkansas.gov	340

Top Ranking Keywords

Your top keywords sorted by ranking position.

Keyword	Rank
arkansas department of corrections	1
arkansas dmv	1
arkansas state police	1
arkansas secretary of state	1
arkansas minimum wage	1
arkansas department of education	1
ar state	1

*arkansas.gov site example

Are most or ALL of your keywords just “branded terms”? Do they actually represent what you want to be seen and known for? If not, this is an immediate sign that your website hasn’t been optimized for SEO and may need some content updates.

One of the quickest things you can do to help improve your site in this regard is to look at what your audience cares about, and then **write content** that thoroughly addresses that topic on your site. You can get an idea of what these things might be, by doing the following:

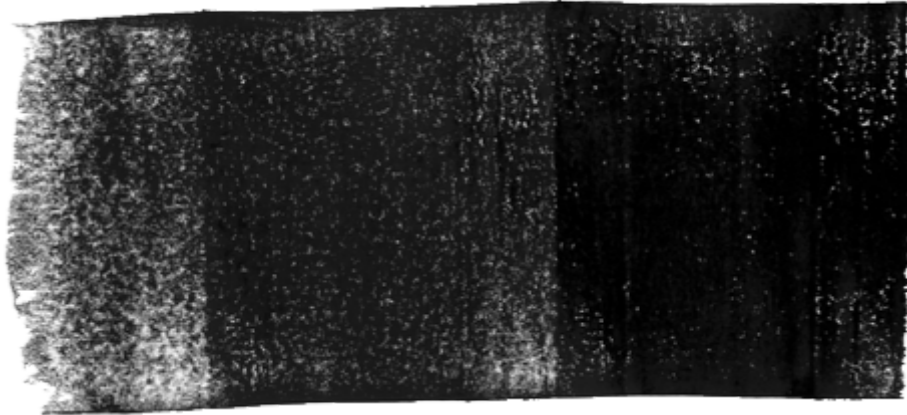
- **Search your keyword ideas on Google and see what pops up in results?**
 - Are these results good? What could you add in your own content structure to provide a better answer/info? **Add this to your content calendar!**
- **Look at your Google, Yelp, Facebook reviews and look for FAQs, topics, accolades, etc.**
 - Craft content that highlights these things!

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- Use [Google Trends](#) to see what's popular in your industry/service lines/products
 - You guessed it, craft content around these topics!



STEP 3 (final step):

Take this information and use it to make edits to your current website and social media content! You now know **where you stand**, **what your audience might be interested in**, and how to see if you're improving (*you can run your domain through this tool again in 3-6 months*).

BONUS: RUN YOUR COMPETITOR THROUGH THIS SAME TOOL! [SEE WHERE THEY STAND!](#)

If you are consistently crafting quality content that addresses your audience, you will begin to see results.

CELEBRATE!

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