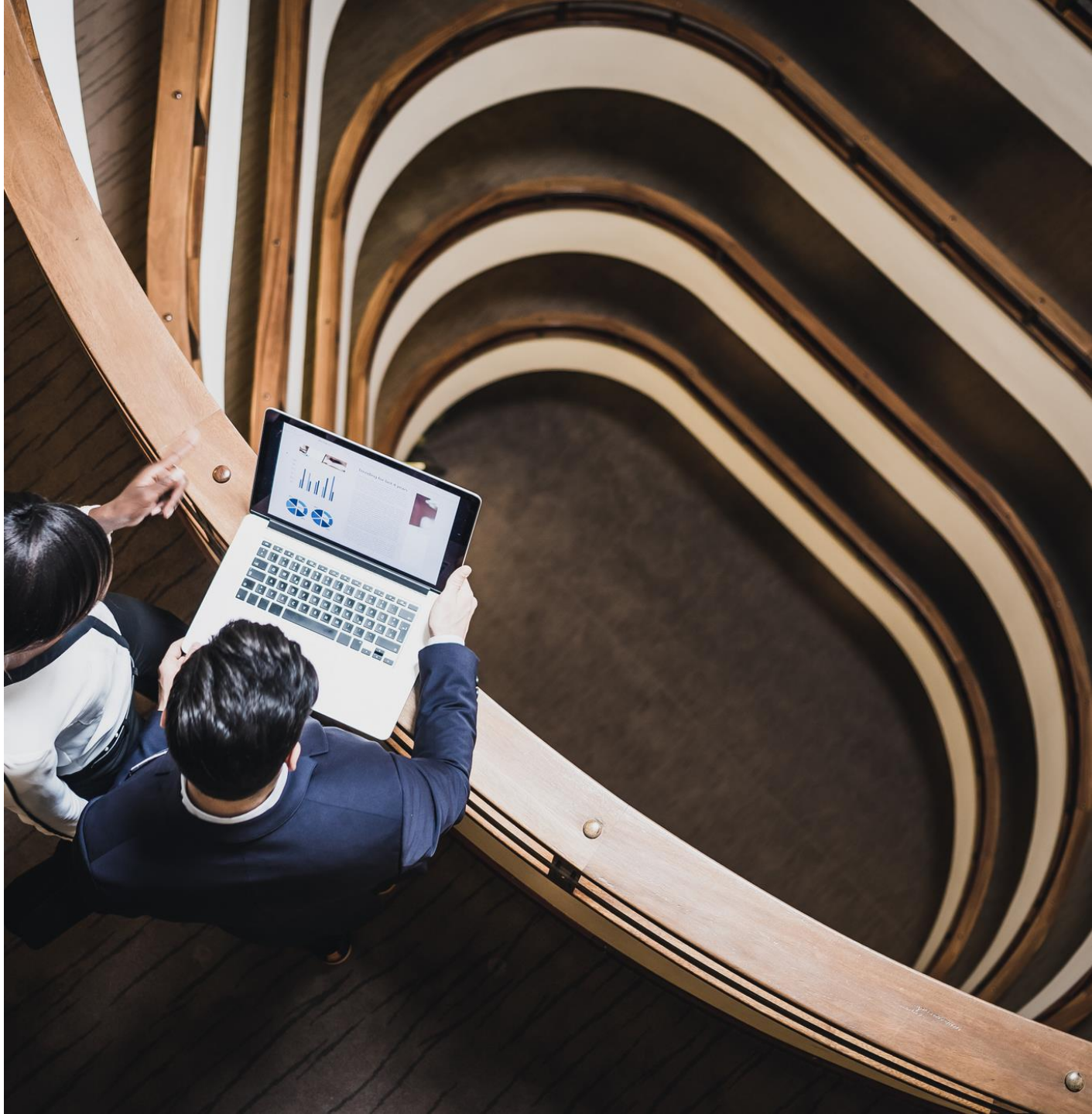
Milestone

Be everywhere your customers are

Digital Marketing Trends and Must-Have Solutions for 2023



MilestoneInternet.com | +1 408-200-2211

Your Speakers



Benu Aggarwal
President Milestone Inc

LinkedIn



Michael Bruh
Global Head of Enterprise
Milestone Inc

LinkedIn



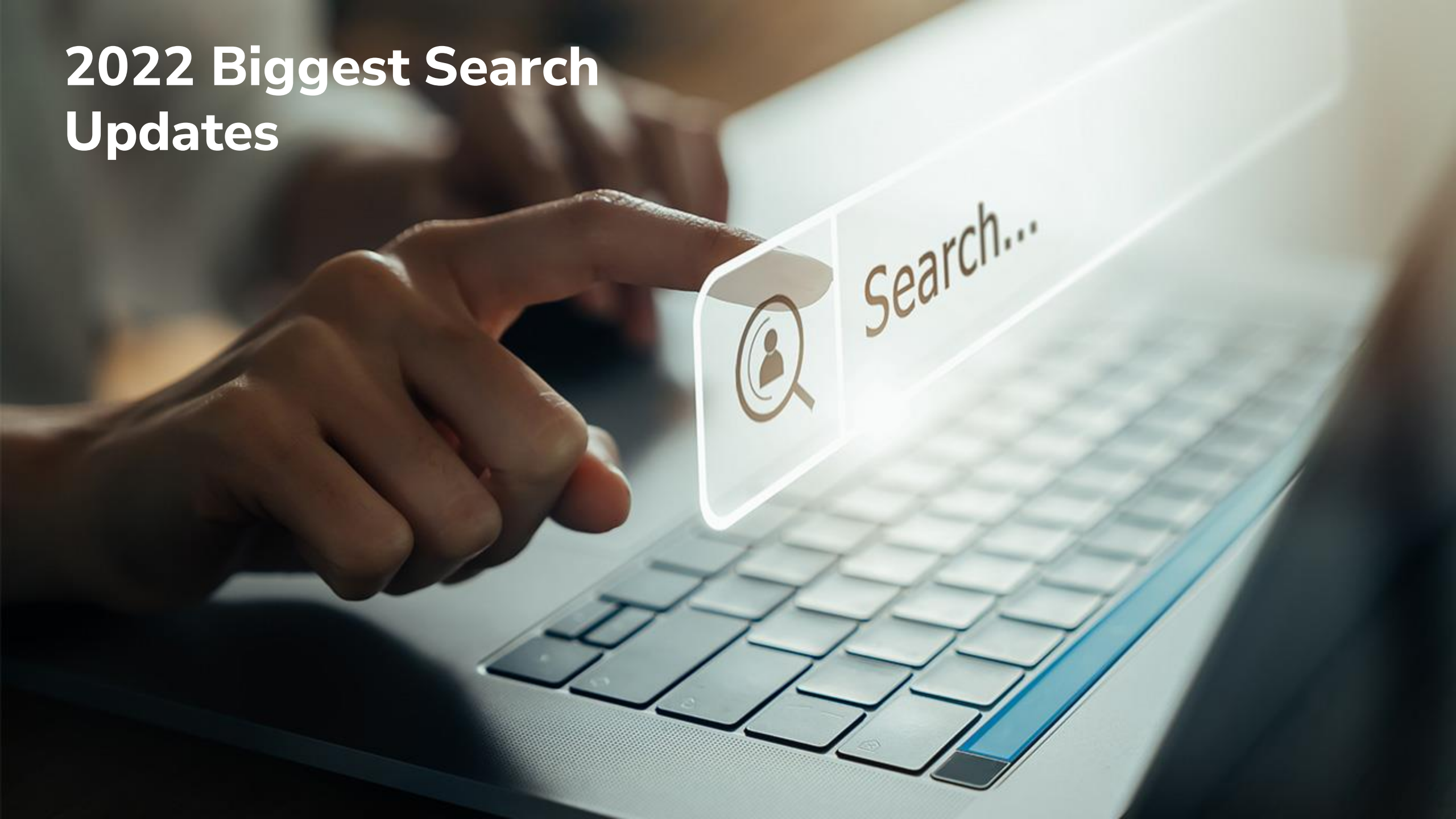
Bill Hunt
President
Back Azimuth Consulting

LinkedIn

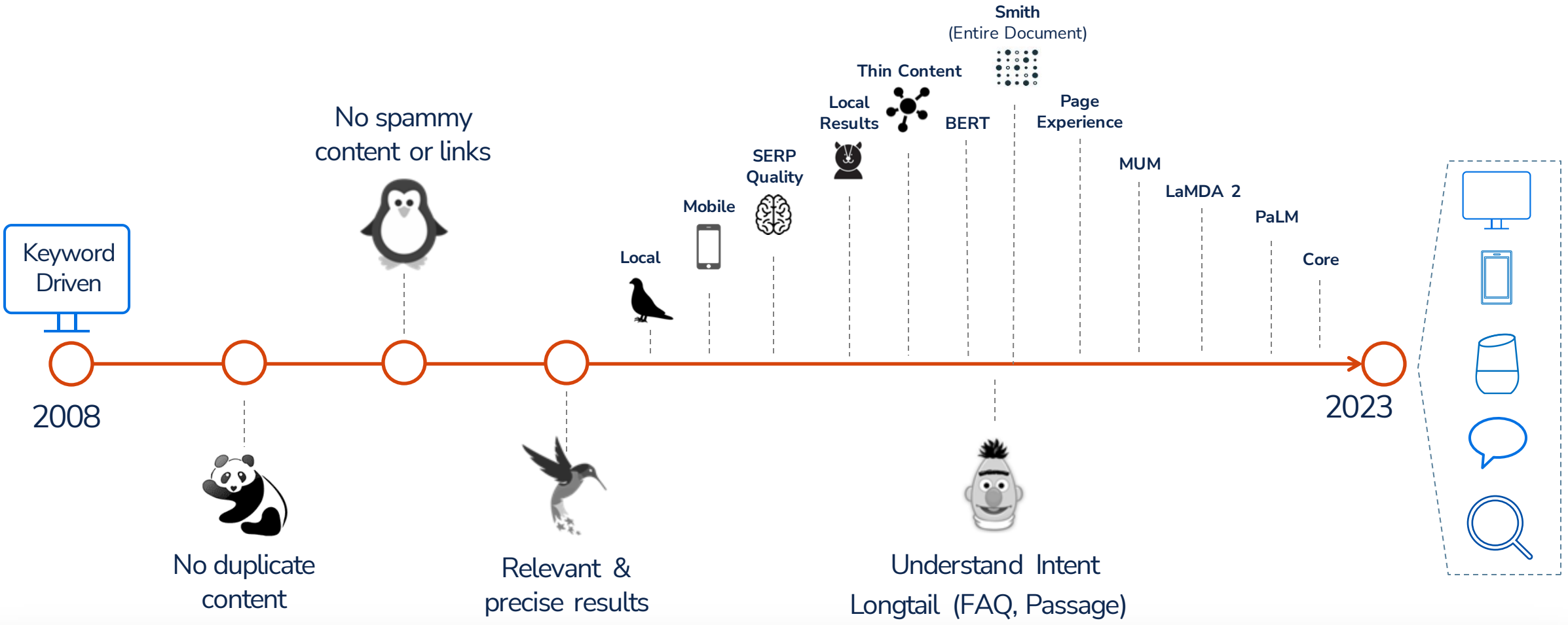
Agenda

1. Biggest Search Updates of 2022
2. Consumer Trends & Insights
3. 2023 – Digital Marketing Trends and Must-Haves
4. Key Elements of Your Success Plan

2022 Biggest Search Updates



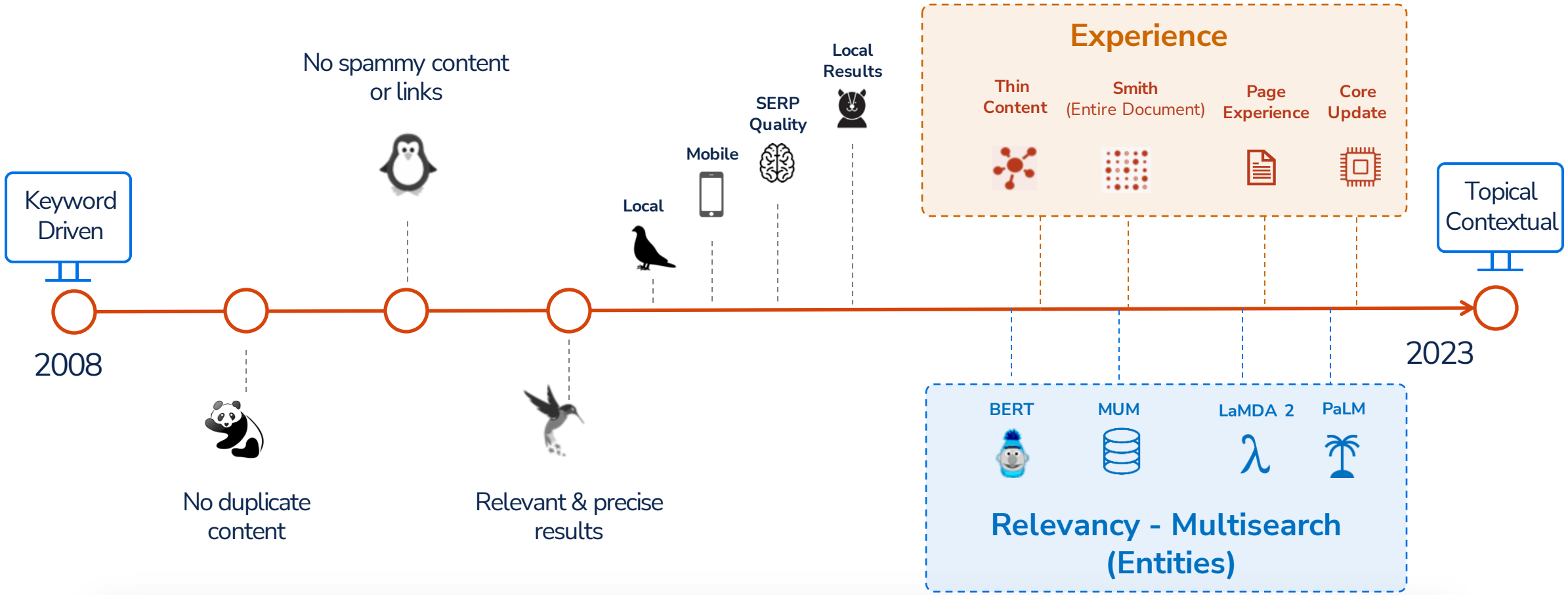
Search Evolution – Relevancy to Conversations & Experience



Keywords → Conversations & Chain of Thought

Google's Shift from Strings to Things – To cater to the needs of searchers consuming content across multiple devices with and without screens

Search Is About Experience and Relevancy



Keywords → Conversations & Chain of Thought

Biggest Releases – Better Experience For Users

Ranking updates release history	
October 19, 2022	Released the October 2022 spam update. This update is global and affects all languages. The rollout was complete as of October 21, 2022.
September 20, 2022	Released the September 2022 product reviews update. This update applies to English-language product reviews. The rollout was complete as of September 26, 2022.
September 12, 2022	Released the September 2022 core update. The rollout was complete as of September 26, 2022.
August 25, 2022	Released the August 2022 helpful content update. The rollout was complete as of September 9, 2022.
July 27, 2022	Released the July 2022 product reviews update for English-language product reviews. The rollout was complete as of August 2, 2022.
May 25, 2022	Released the May 2022 core update. The rollout was complete as of June 9, 2022.
March 23, 2022	Released the March 2022 product reviews update.
February 22, 2022	Released the page experience update for desktop. The rollout was complete as of March 3, 2022.
December 1, 2021	Released the December 2021 product reviews update. The rollout was complete as of December 21, 2021.
November 17, 2021	Released the November 2021 core update. The rollout was complete as of November 30, 2021.
November 3, 2021	Released the November 2021 spam update. The rollout was complete as of November 11, 2021.
July 26, 2021	Released the July 2021 link spam update. The rollout was complete as of August 24, 2021.
July 1, 2021	Released the July 2021 core update. The rollout was complete as of July 12, 2021.
June 28, 2021	Released the second part of the June 2021 spam update. The rollout was completed later that same day.
June 23, 2021	Released the first part of the June 2021 spam update. The rollout was completed later that same day.
June 15, 2021	Released the page experience update for mobile. The rollout was complete as of September 2, 2021.
June 2, 2021	Released the June 2021 core update. The rollout was complete as of June 12, 2021.
April 8, 2021	Released the April 2021 product reviews update. The rollout was complete as of April 22, 2021.

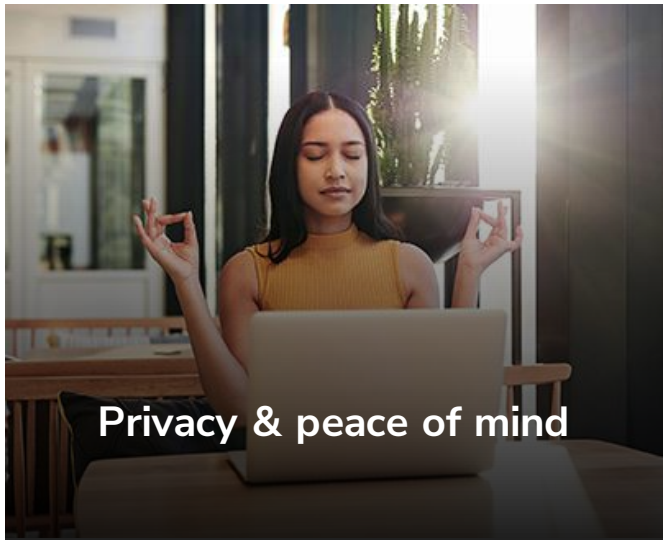
Core updates – better search
- Mobile
- Spam updates/safe browsing

Helpful content
- Product reviews

Experience - user/ page/site

https://developers.google.com/search/updates/ranking

Consumer Trends & Insights











[Google digital marketing trends 2023]

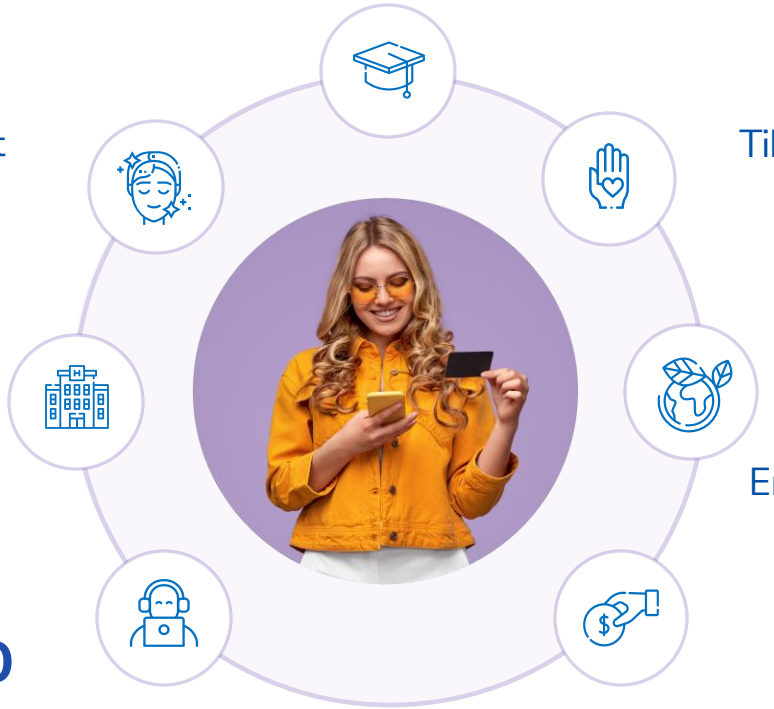
[Adobe digital customer experience 2023]

Consumer Trends = Reevaluating Priorities, Rising Expectation

800%
Next Day Flower Delivery

90%
Designer Outlet

40%
TikTok and Instagram



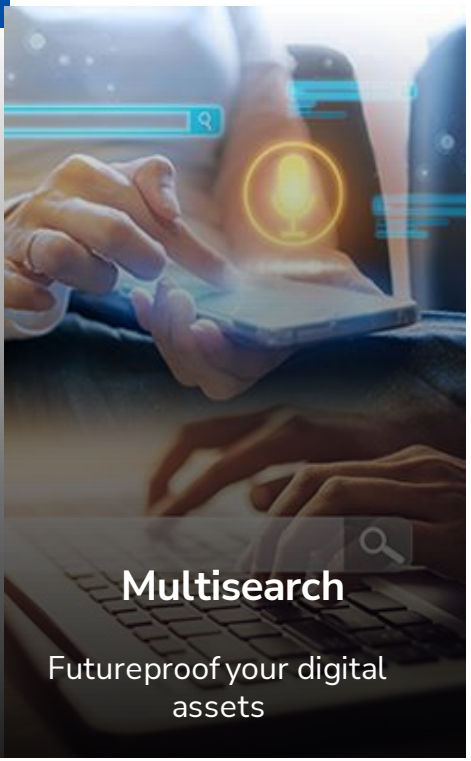
60%
Specials this Week

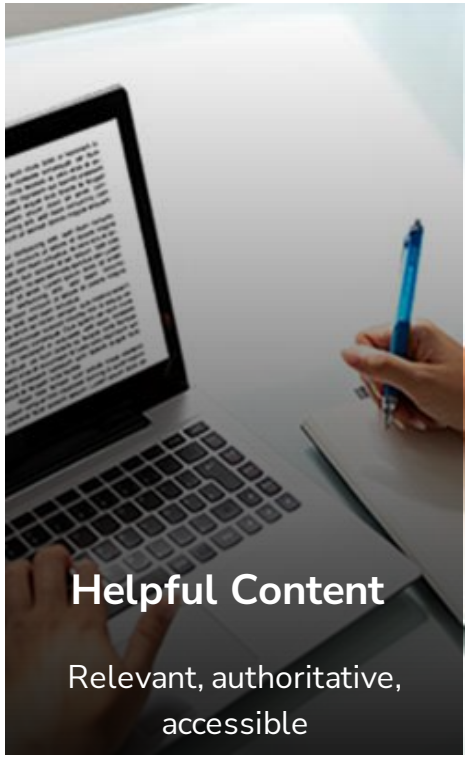
35%
Environment / Sustainable Living

400%
Open Now Near Me

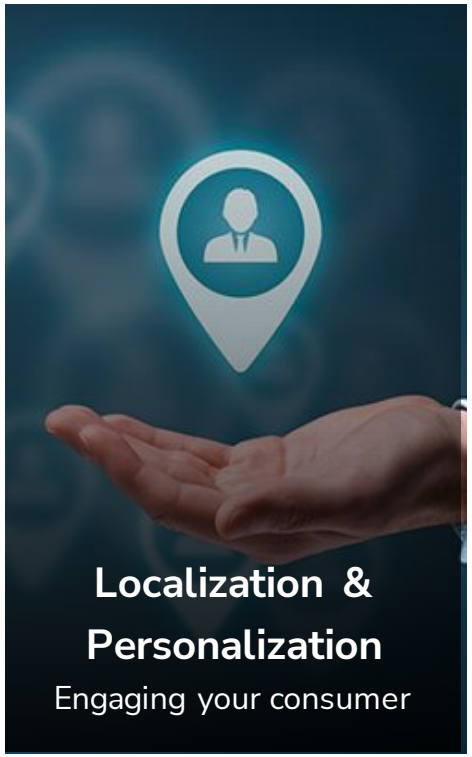
115%
Financial Calculator

Digital Marketing Trends & Must-Haves for 2023









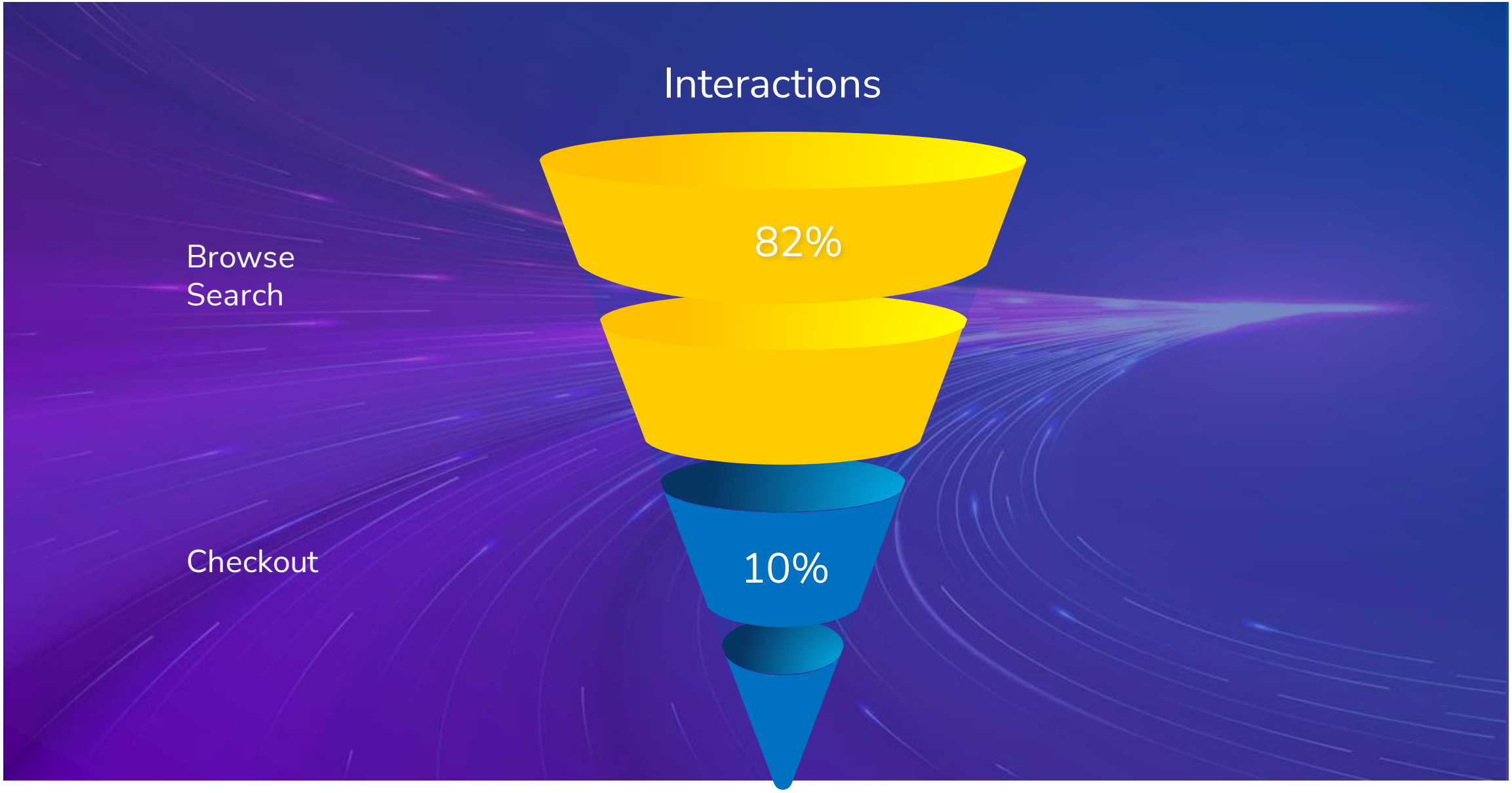






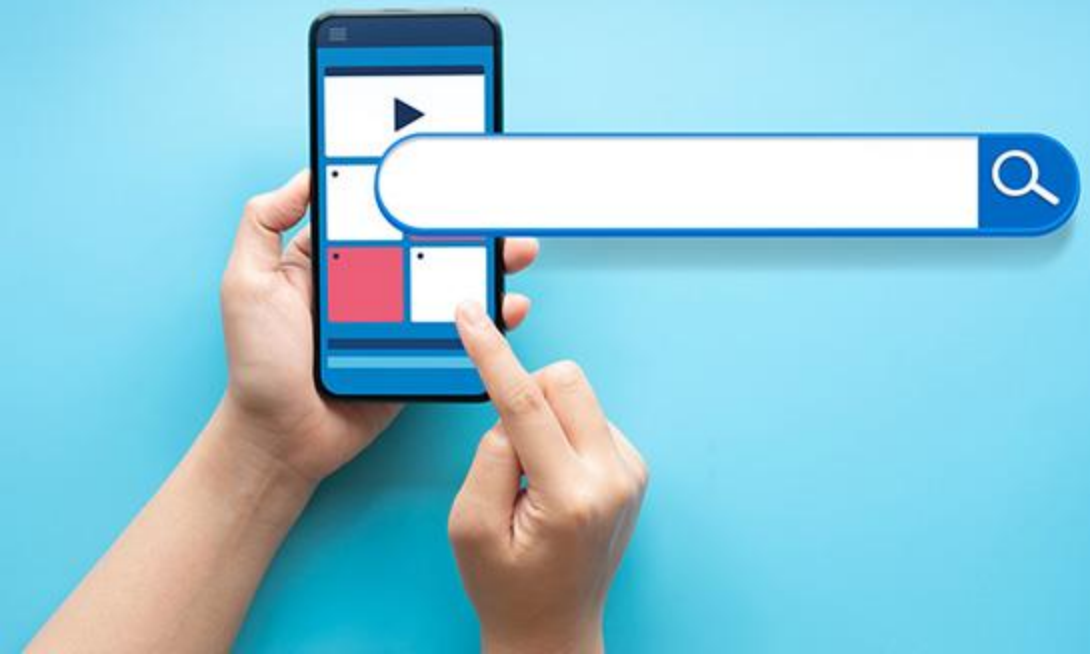


Most Time Is Spent on Discovery



1 Multisearch

Helping you search outside the box

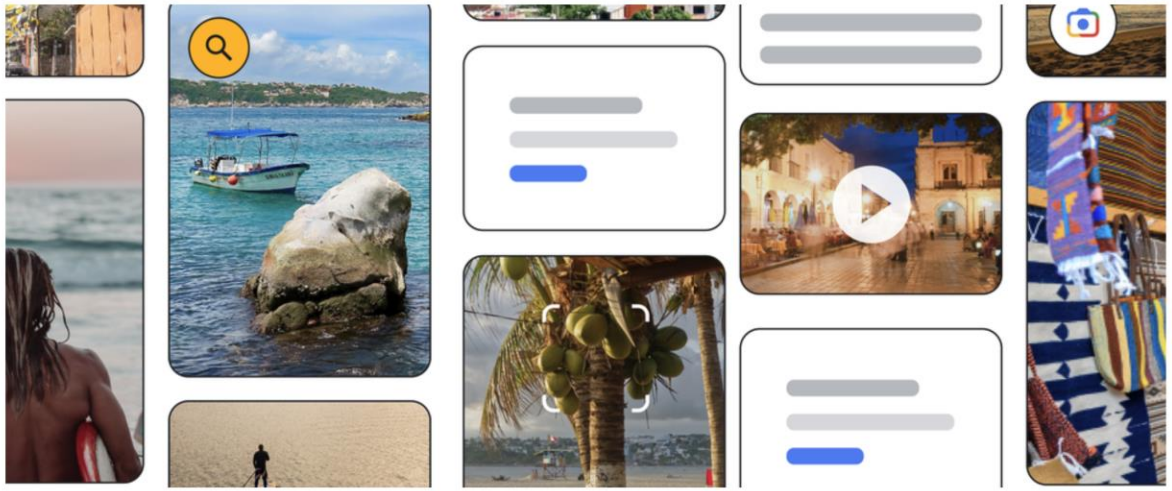


Search On 2022: Search and explore information in new ways

Sep 28, 2022 · 5 min read

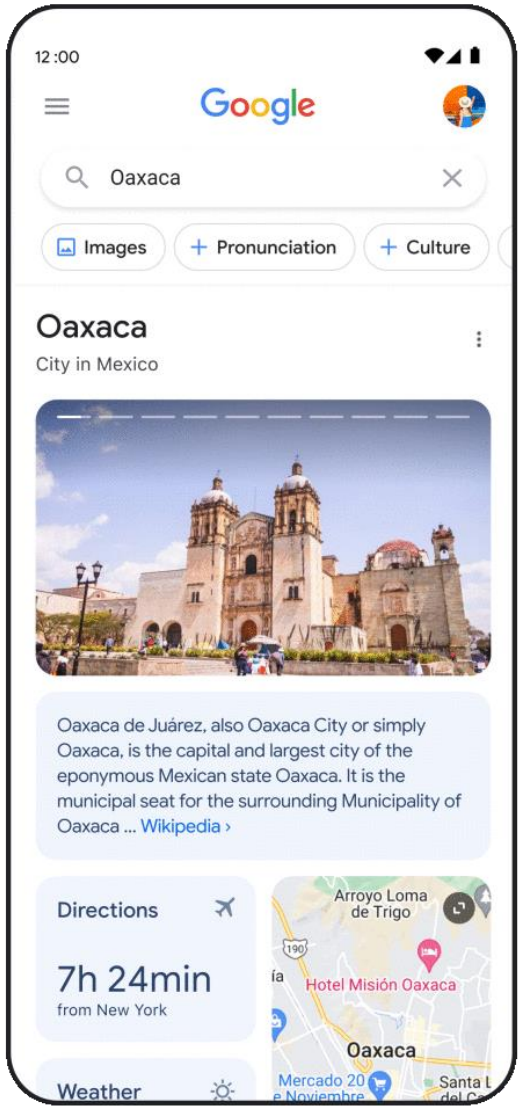
Cathy Edwards
VP/GM, Search

Share



https://blog.google/products/search/search-on-2022-announcements/

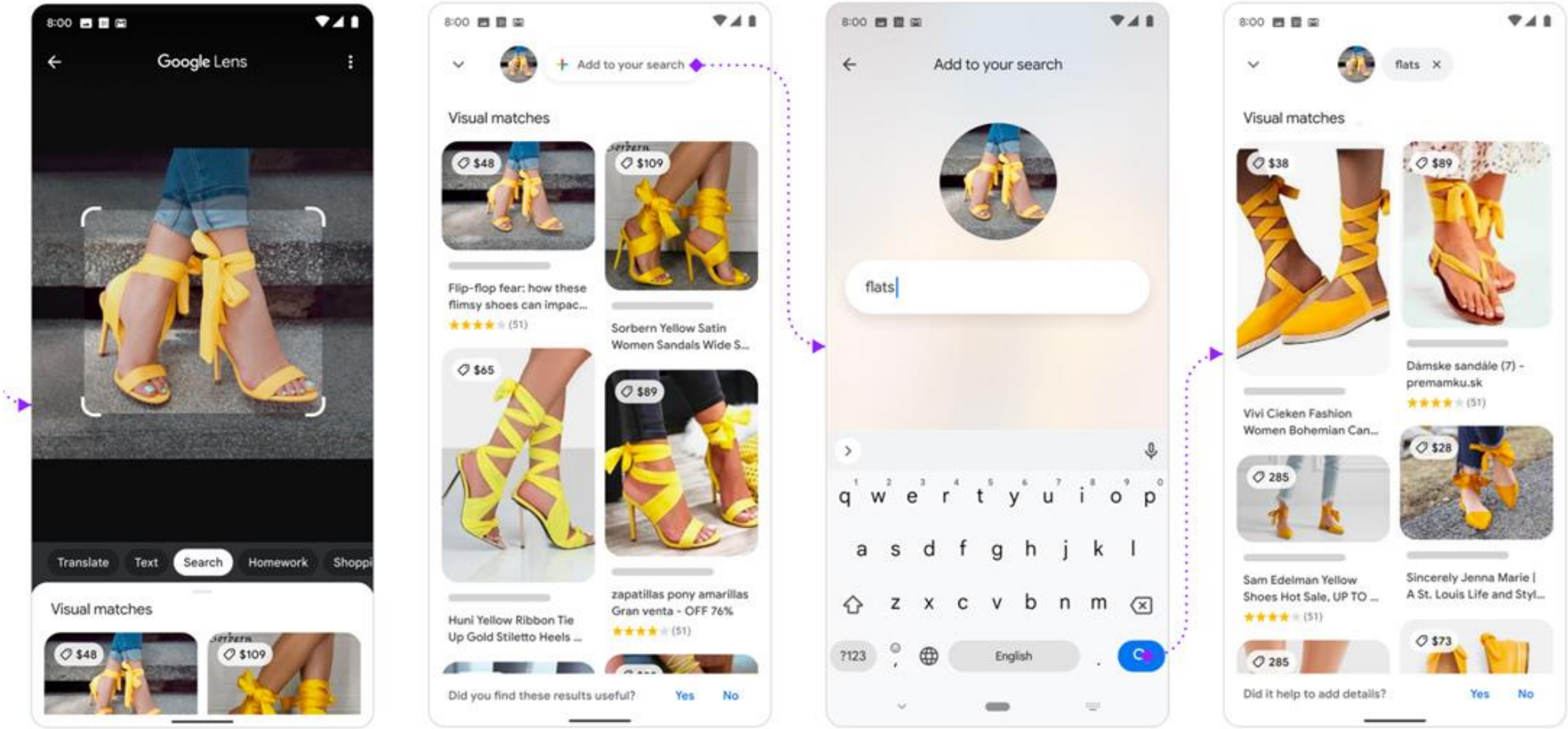
Multisearch - Smarter Search Experience







Google Shopping - Shop the Look



1

Multisearch – Future-Proofing Your Digital Presence



Images

Web stories

Content

Video

PDFs, RFPs, Menus

Events

FAQs

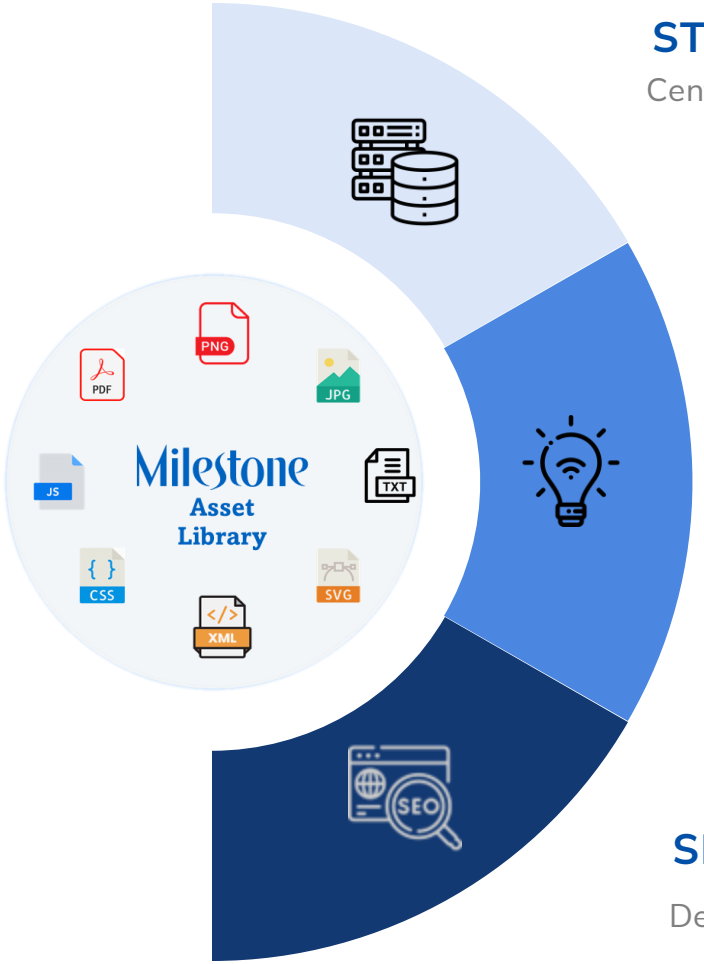
Maps

Infographics

User Experience - Discoverable, Quality, Relevant

Your Assets – Discoverable, Qualitative, Relevant

Asset library



STORAGE

Centralized Assets | Improve Findability

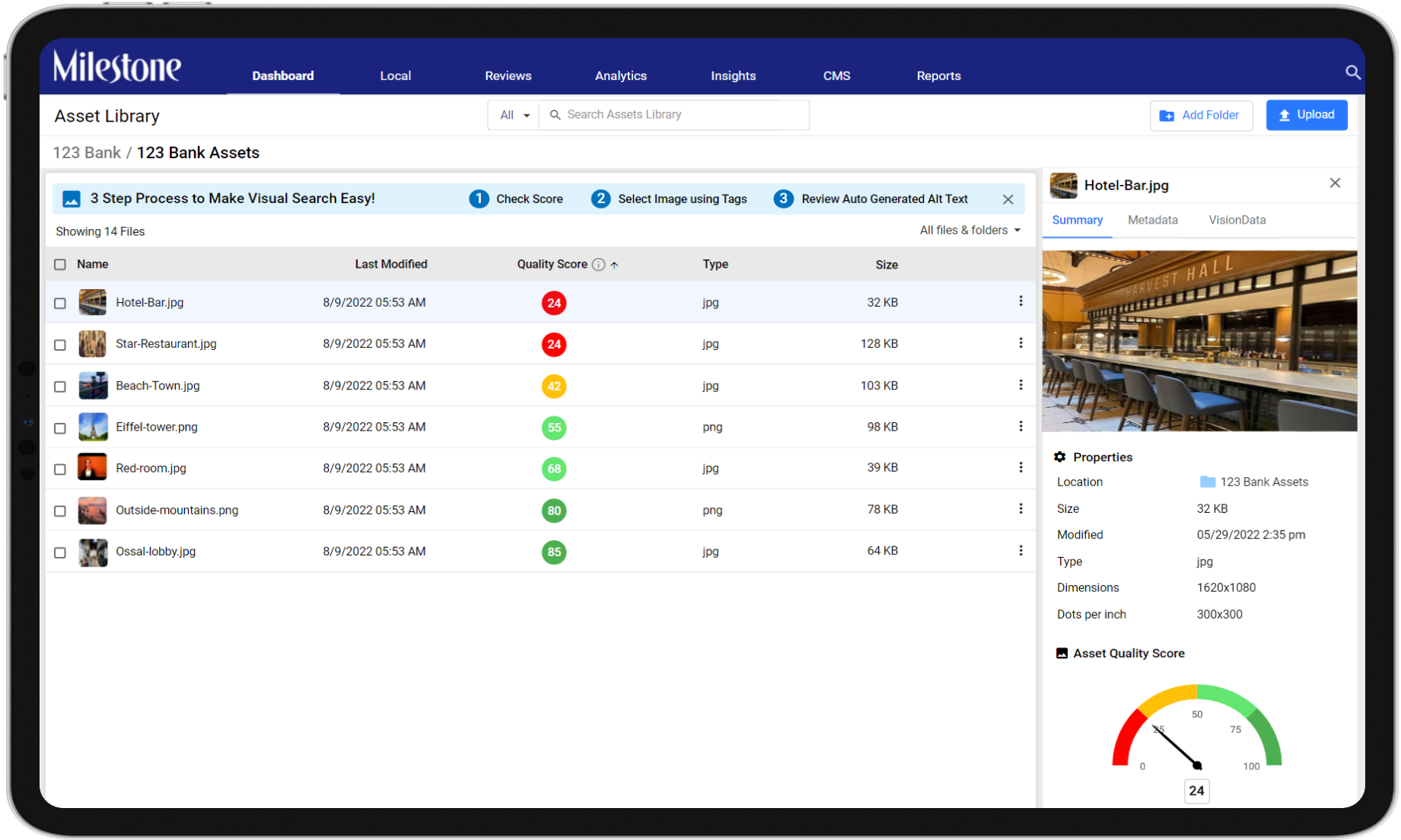
SMART / OPTIMIZED

Quality | Fast Loading

SEO / DISCOVERY

Descriptive Auto-generate Tags| Entities

Data-Driven Approach for Selecting Your Assets



2

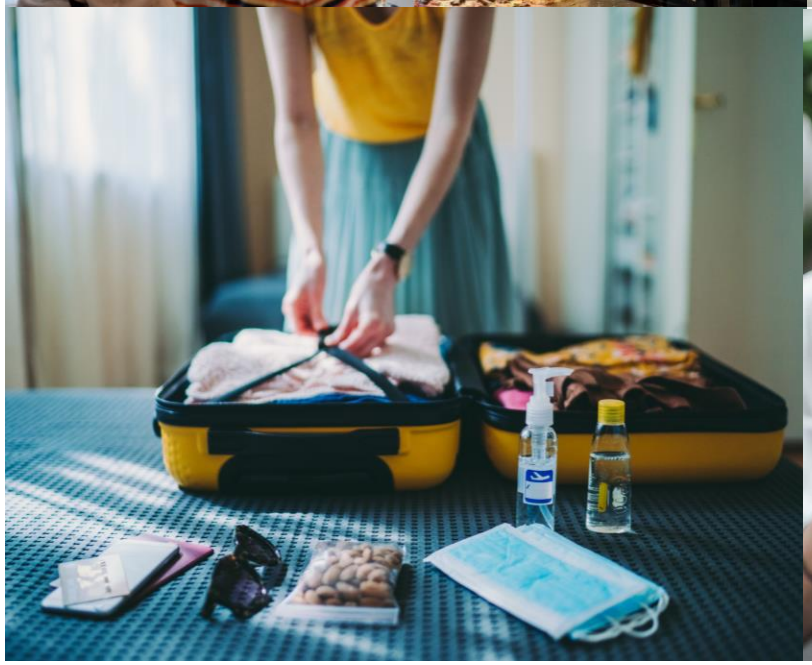
Helpful Content

Relevant, qualitative, accessible, authoritative, experiential



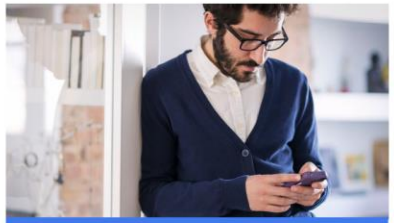
What Is Helpful Content? Relevant





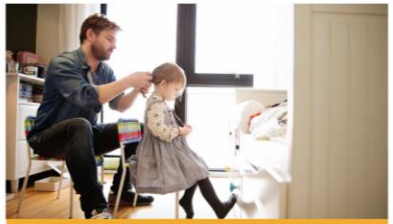
Helpful Content Covers All Micro moments – Qualitative



I-want-to-know moments



I-want-to-go moments



I-want-to-do moments



I-want-to-buy moments

900+

A car-buying process

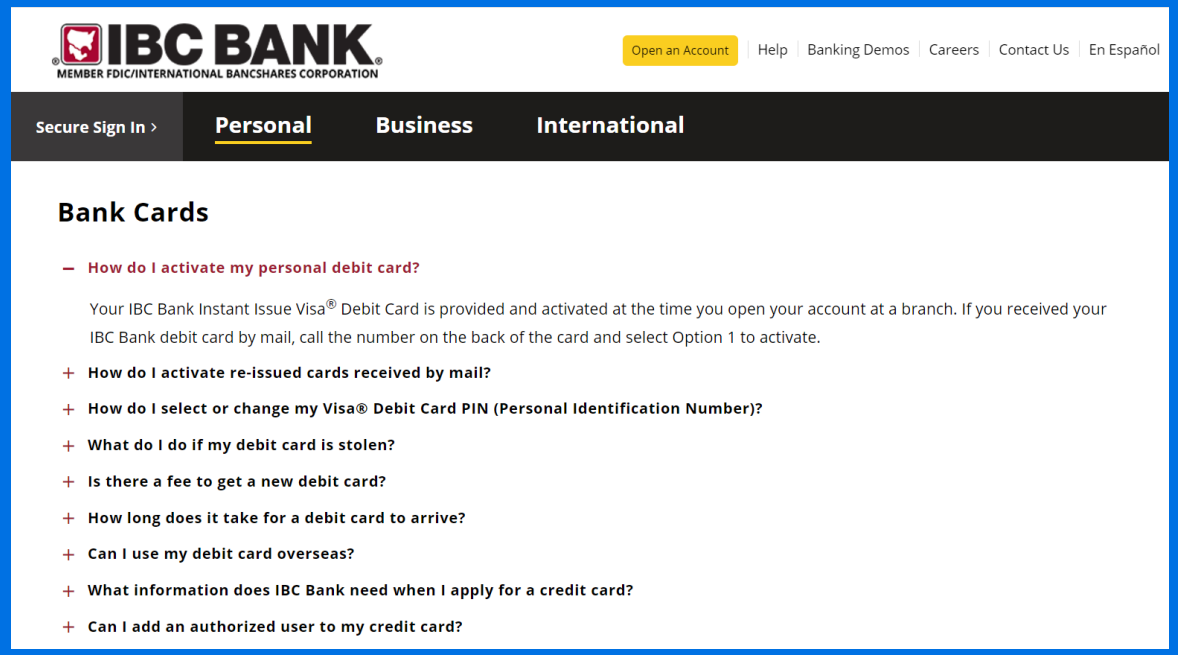
700+

Booking travel

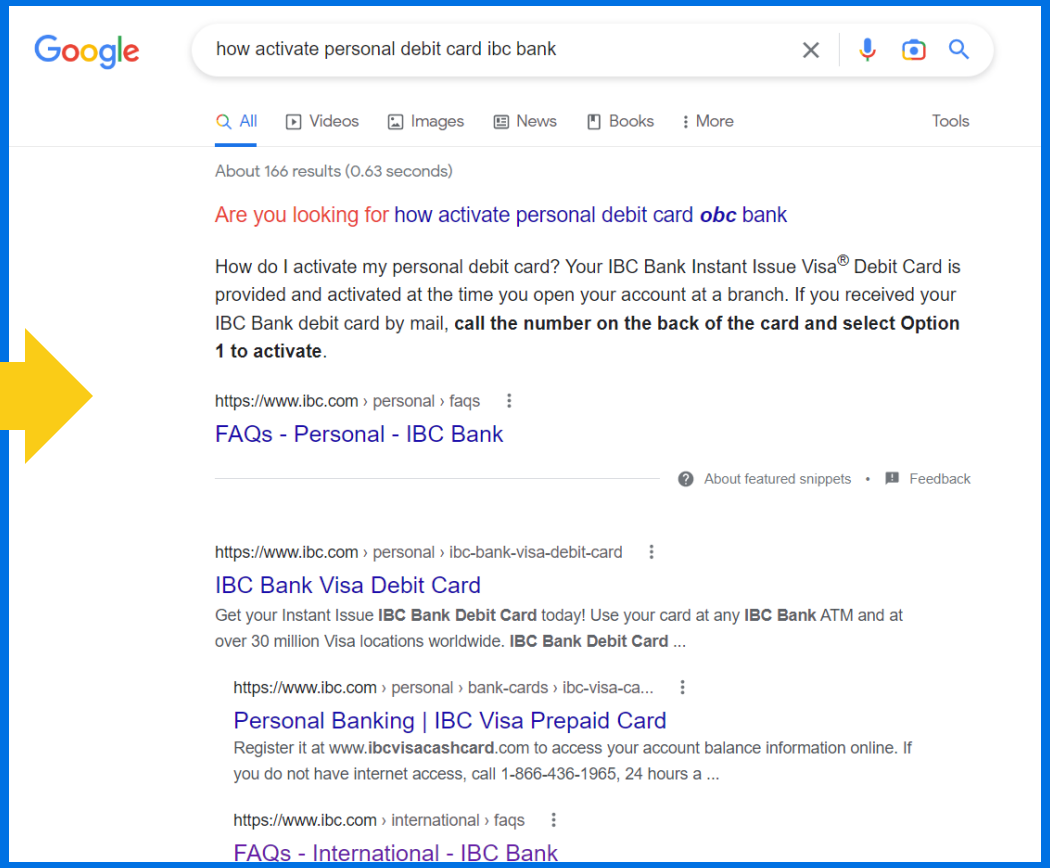


Helpful Content – Authority & Expertise

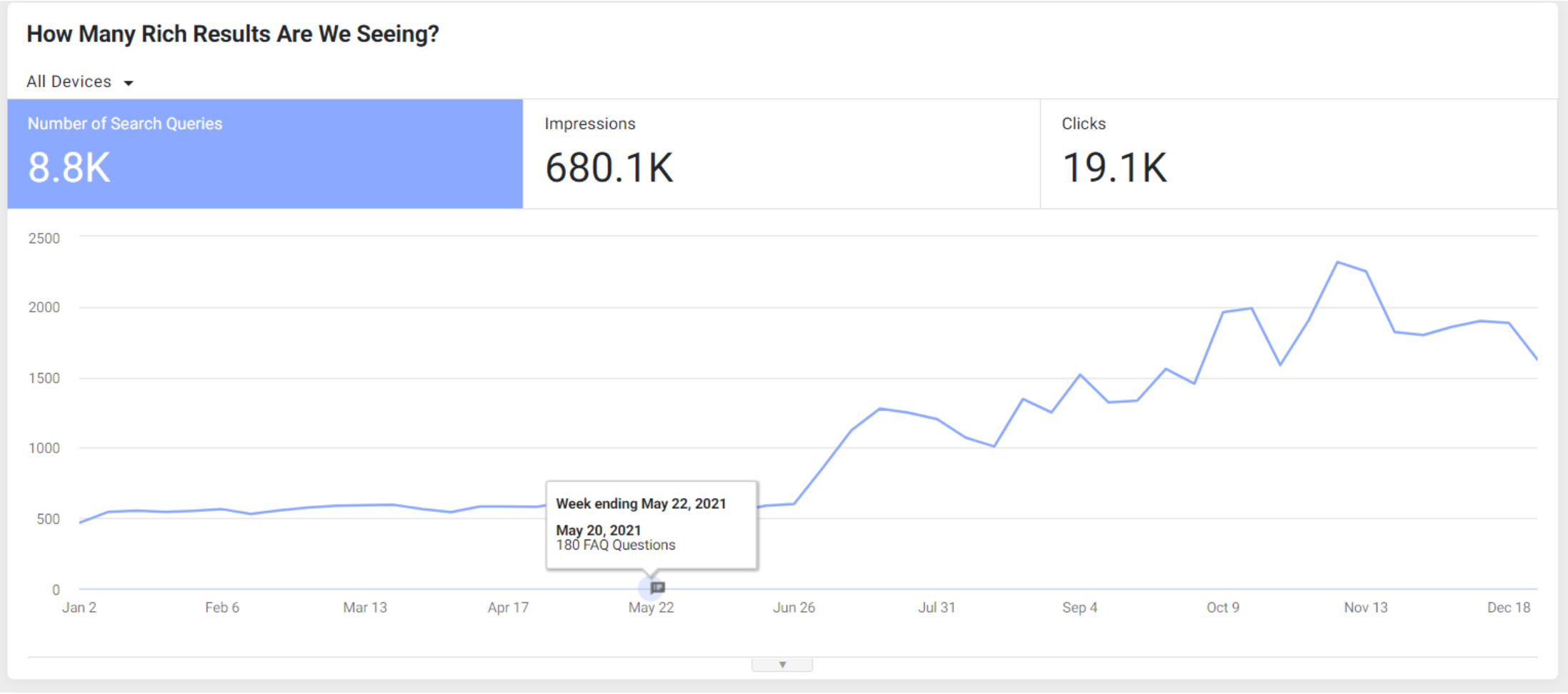
Website FAQs



Rich Results



Helpful Content – Authority & Expertise



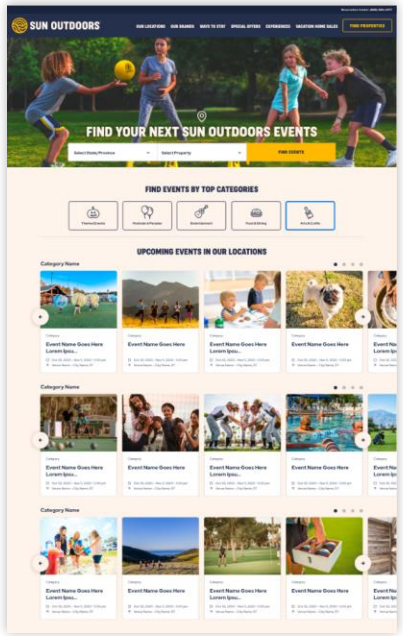
Result:

3X Growth
in search queries in 3 Months

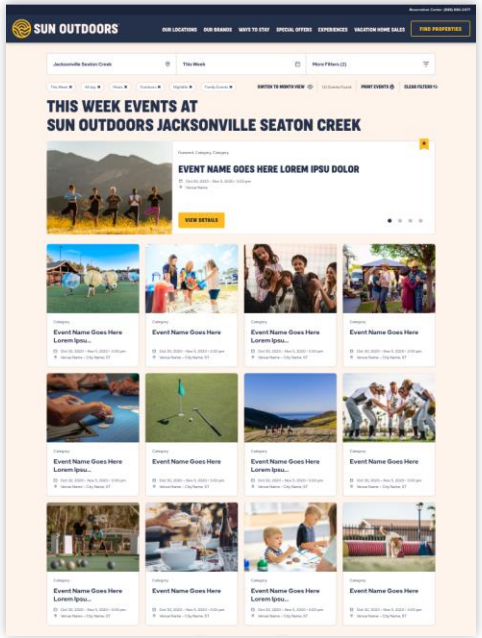
4X Growth
in search queries in 5 Months

Helpful Content: Events Calendar

Location selection hub



Events calendar pages



36% ↑

avg. monthly increase in impressions

41% ↑

avg. monthly increase in pageviews

$119K

revenue from events pages

86K

traffic from events pages

Month view

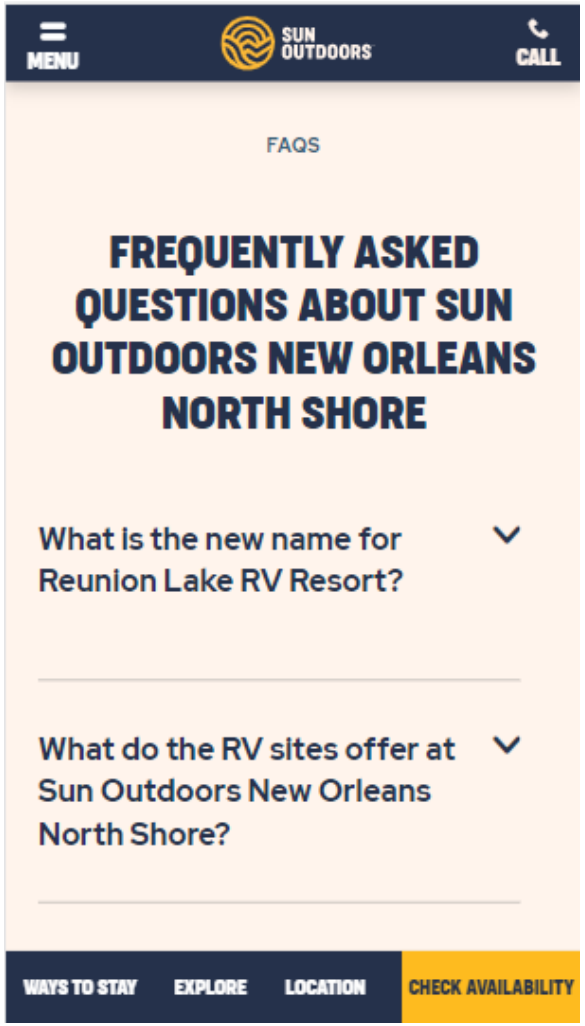


Data Source = GSC & Google Analytics

Date Range: Jan-Nov 29 2022

Helpful Content: FAQ Pages – Discoverable, Quality, Relevant

FAQ page



239K impressions from FAQ pages

7K traffic from FAQ pages

28K pageviews from FAQ pages

878K FAQs viewed on website

Data Source = GSC & Google Analytics

Date Range: Jan-Nov 29 2022

Helpful Content

Data-driven helpful content scorecard

The journey starts with defining audience personas and goals

QUANTITATIVE

1 **AVAILABILITY**

- Number of indexed pages
- Content opportunity
- Content Gaps

2 **VISIBILITY**

- Visibility % for identified group of terms

QUALITATIVE

3 **RICH RESULTS**

- Number of rich results
- Number of Q&A results (Featured Snippet, PAA, FAQ)

4 **ENTITY COVERAGE**

- Number of entities covered
- Entity Gaps

PERFORMANCE

5 **TRAFFIC**

- Organic traffic
- Traffic potential based on click-rate based on position

6 **ENGAGEMENT**

- Combination of bounce rate, time on site and pages / visit

7 **CONVERSION**

- Conversion rate
- Transactions
- Revenue

3

Omnichannel Experience

User experience & discovery



Omnichannel – Consistent Experience Across All Touch Points

Multichannel



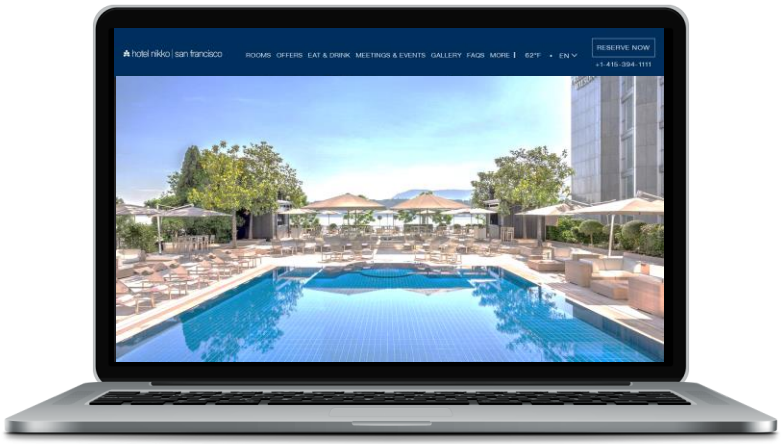
Product or service-centric approach.
Create once and publish across channels and devices.

Omnichannel

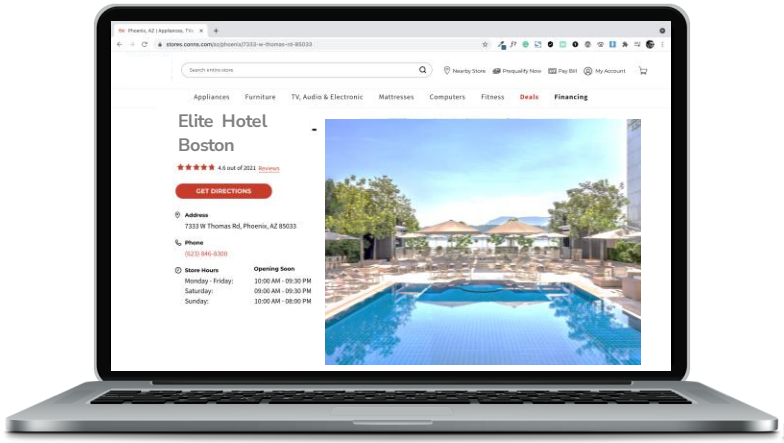


Customer-centric approach. Unify the experience offered to customers across channels and devices pertaining to their buying journey.

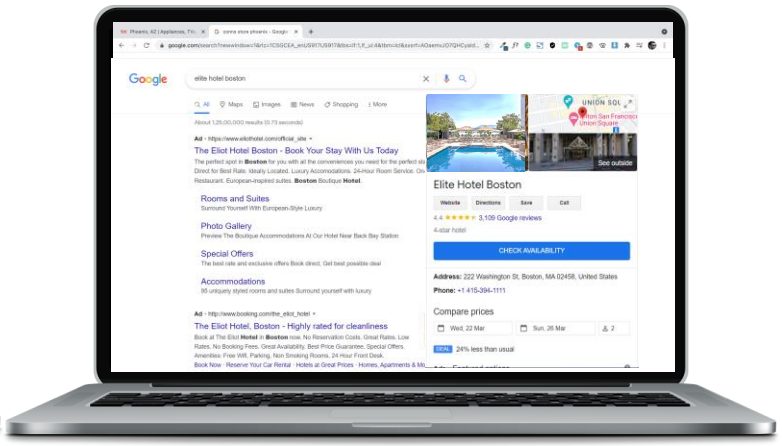
Consistent Omnichannel Experience



Website / FAQs



Local Landing Pages



Local Channels

Asset Library





Centralized & Consistent Delivery Across Search-Optimized Website, Local Landing Pages & Update Local Listings at Scale

User Experience Health Score Card

1

USER EXPERIENCE

- Core Web Vitals (CLS)
- Mobile-First User experience

2

LAYOUT & CONTENT

- Font consistency and legibility
- Color
- H1 and Headlines
- Images
- Videos
- Homepage Layout
- Inside page layout

3

NAVIGATION

- Friendly Navigation
- All pages are accessible

4

CONVERSION

- Primary CTA Accessibility
- CTA on inside pages
- Conversion Flows

5

FEATURES

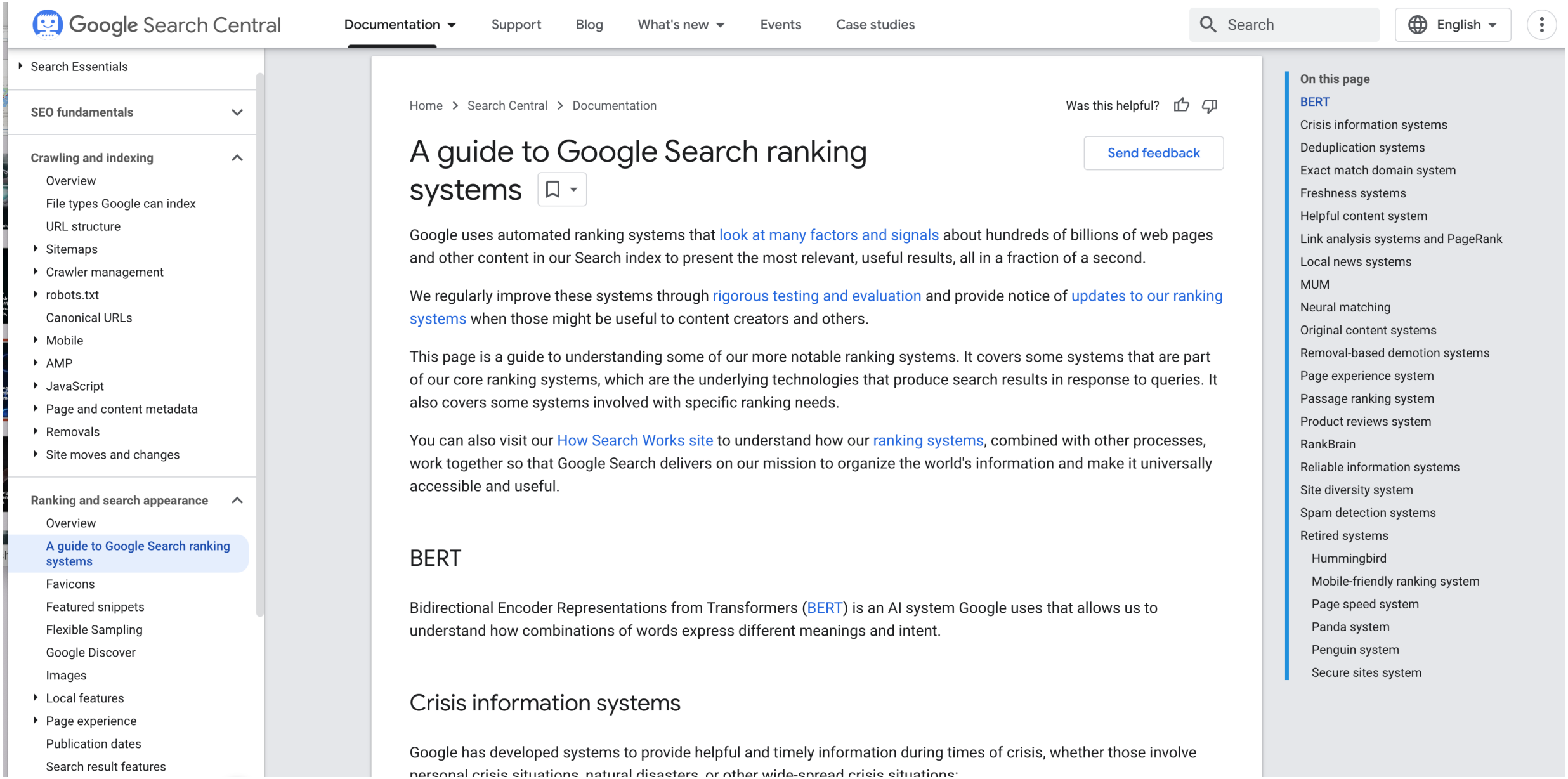
- Active Features
- Upgrades & Opportunities

SCORING RUBRIC	OUT OF 100
GOOD SHAPE	70-100
NEEDS ATTENTION	40-69
AT RISK	0 - 39

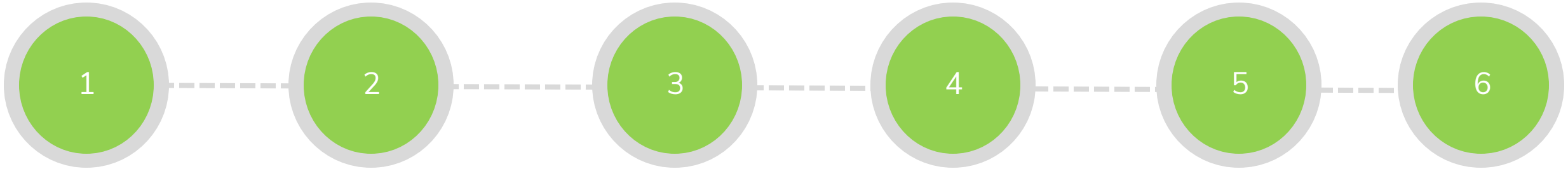
Discovery of Every Asset Is Critical



Google Search Essentials



Site Health Scorecard – Site Health Must-Have



Crawling

1. Crawled to Indexed Ratio
2. Crawl Purpose Gap Ratio
3. Crawlability Errors
4. Mobile verses Desktop
5. Milestone JSON Detection
6. Invalid Canonical Tags
7. Undiscoverable URLs in Crawl Path
8. Broken Links

Indexing

1. Estimated number of URLs
2. XML Sitemap for URLs
3. Valid URLs- Green, Yellow and Red based on number of crawlable URLs
4. Index Gaps analysis
5. GSC Errors Mitigation
   - Robots.txt exclusions

Rendering

1. JavaScript Dependency
2. JavaScript verses HTML ratio
3. Content Accessibility
4. Number of DOM Elements

Page Experience

1. Speed Score
2. LCP
3. FID
4. CLS
5. Optimized Images
6. Optimized Video

Schema & Clickability

1. Types of Schema
2. Number of detected schema
3. Schema Gap
4. Total opportunity by page

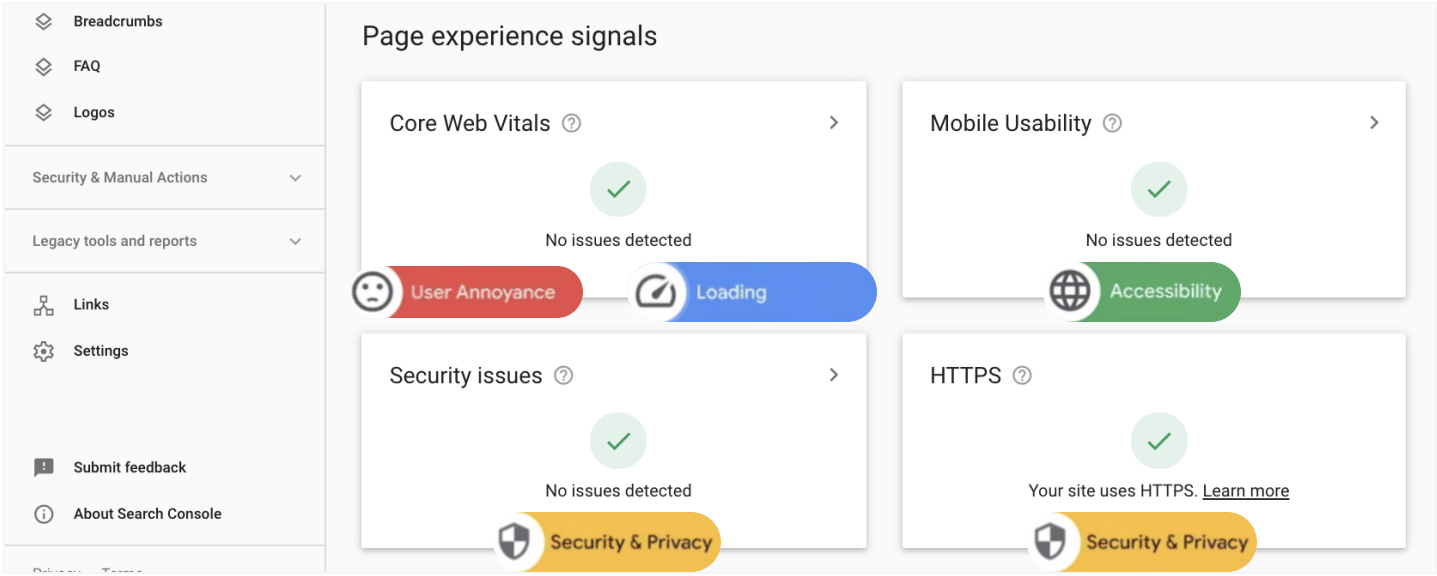
Globalization

1. Geo detection strategy
2. International versions
3. Hreflang/XML sitemaps
4. Consistent cross market templates

What Does Success Look Like?



[See the algorithm updates here from Chrome's team on Google I/O]



4 Localization & Personalization



Enhance Your Local Content, **Engage** With Your Local Audience **&** Deliver An Exceptional Digital **Experience**

84%

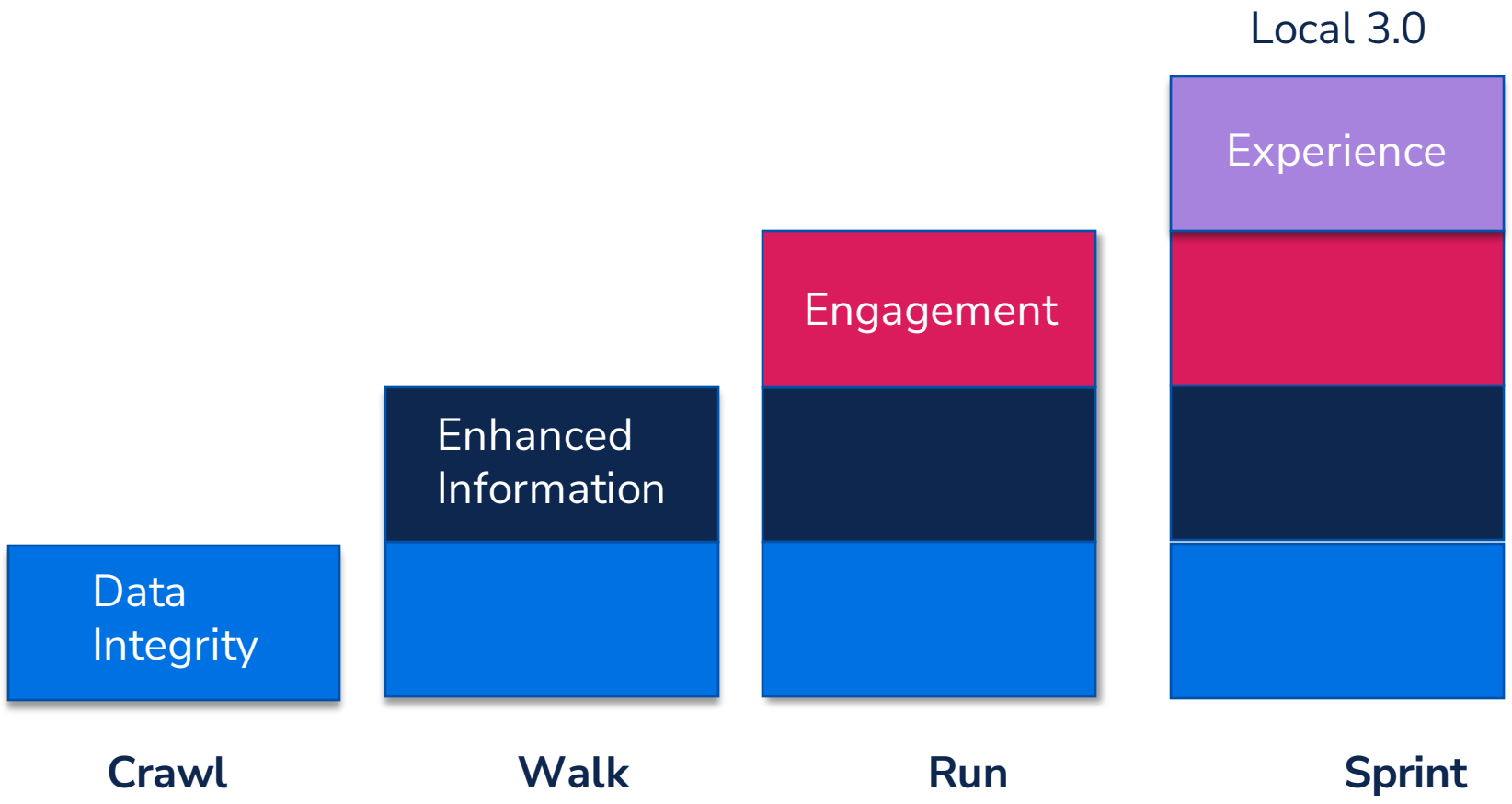
of "near me" searches happen on a mobile device.

76%

of people who conduct a local search nearby visit a business within a day.

28%

of searches for something nearby result in a purchase. ***



* https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/smartphone-user-search-behavior-statistics/
**https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/local-search-to-store-visit-statistics/
***https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/location-search-conversion-statistics/

Omnichannel - Resurgence of Local Retail

49%

Consumers like to buy from brands with local presence

34%

Consumers likely to engage with appointment shopping

>50%

Consumers discover product on one channel and shop on another

51%

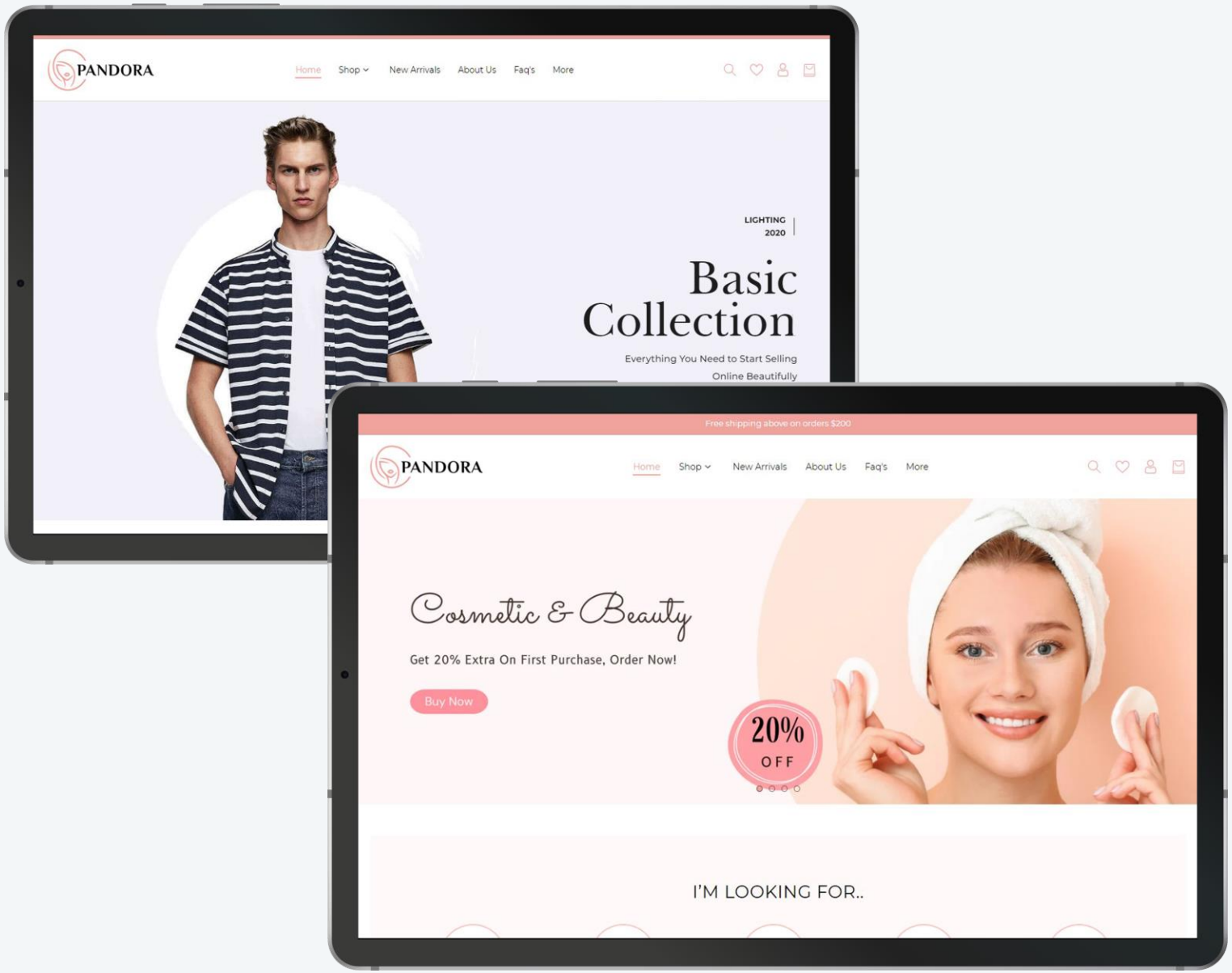
Consumers would prefer to buy online if local returns an option

40%

Brands will prioritize experiential retail in the next year

53%

Brands will invest in tools that allow them to sell anywhere



Personalization

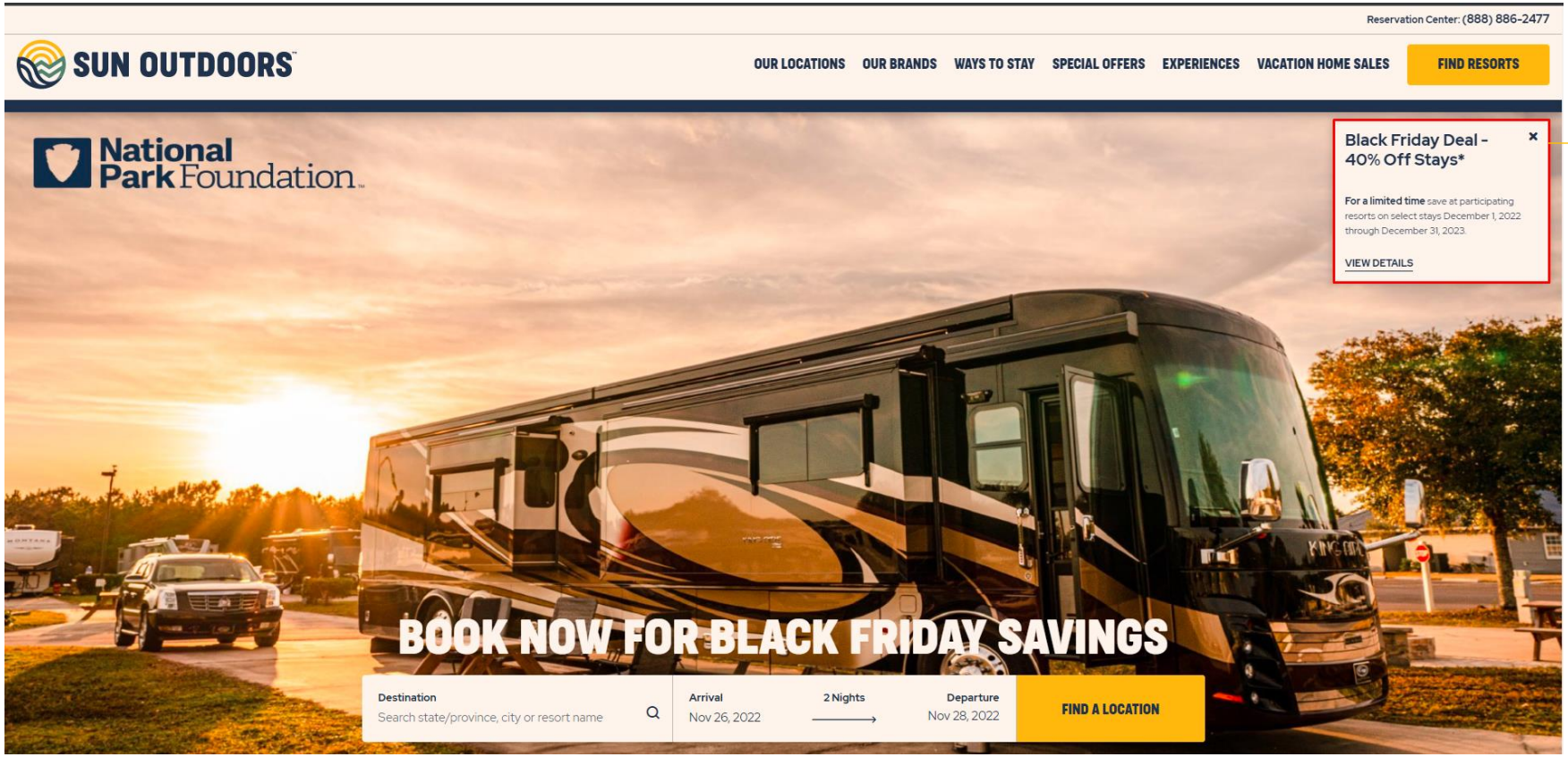
Show Personalized Banner

Location
- City
- Country

Technology
- OS
- Browser
- Device

Behavior
- No. of visits
- No. of pageviews
- Last visited date
- First visited date

Time



Personalization

Show Personalized Banner

Location
- City
- Country

Technology
- OS
- Browser
- Device

Behavior
- No. of visits
- No. of pageviews
- Last visited date
- First visited date

Time

Perfect Experience

Location page must-haves:

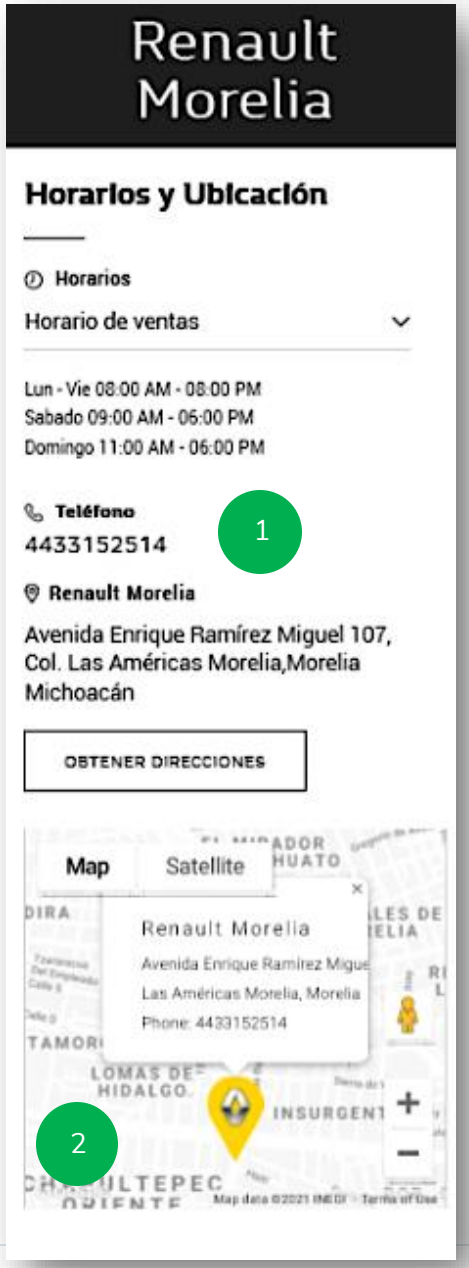
1. Address, contact info, hours
2. Map and directions
3. Staff bios
4. Parking info
5. Payment, financing info
6. Offers, deals, coupons
7. Reviews
8. Frequently asked questions
9. Inventory highlights
10. Location images
11. 3D tours, video
12. Department information
13. COVID information, health & safety
14. Curbside, delivery, in-store shopping, appointment-only, etc.

51%

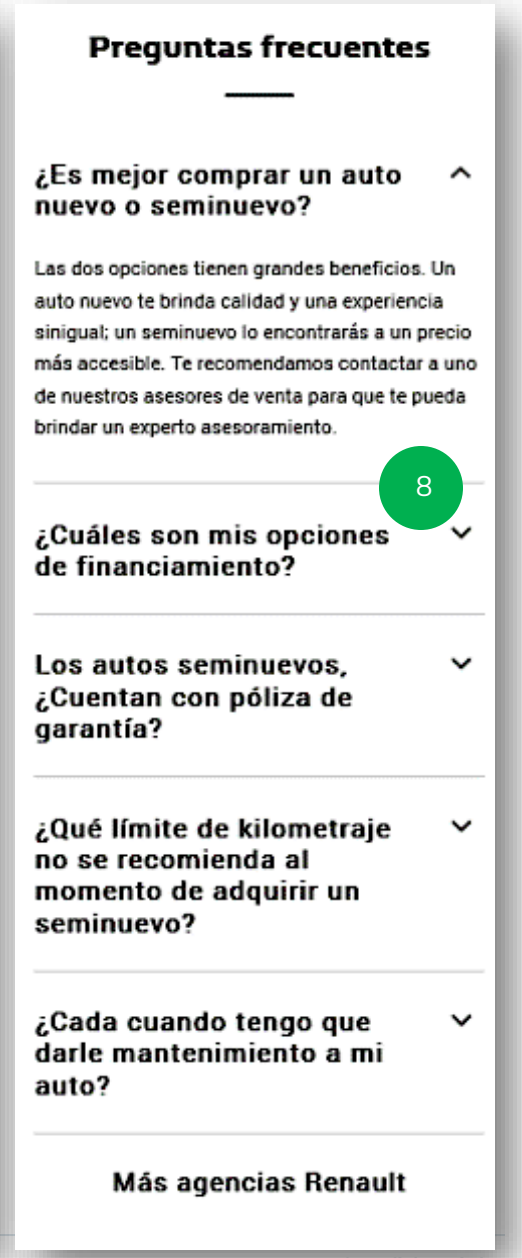
of phone leads from location pages

13%

of form leads generated from location pages



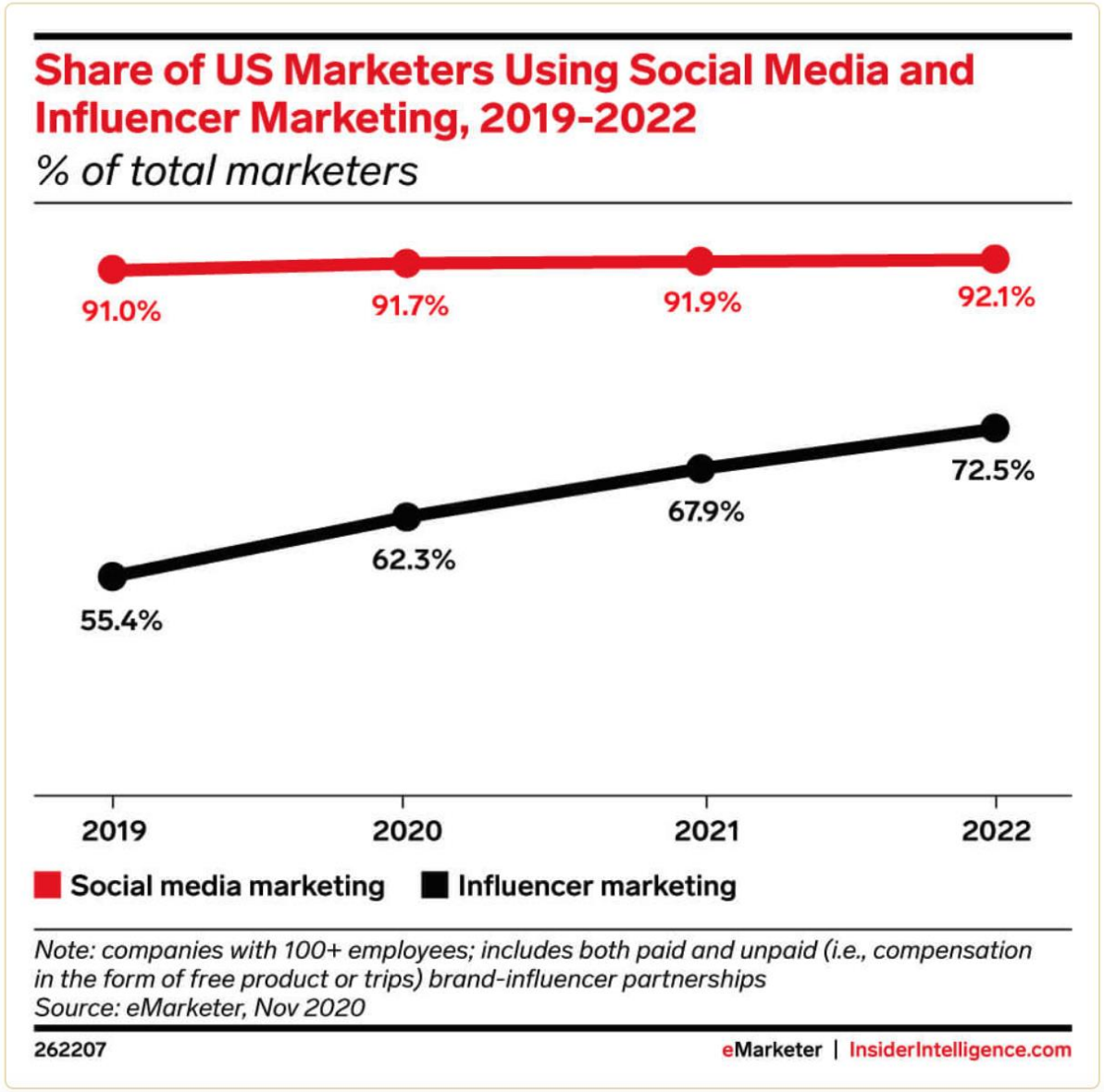




5 Influencer Marketing & Expert Community Building



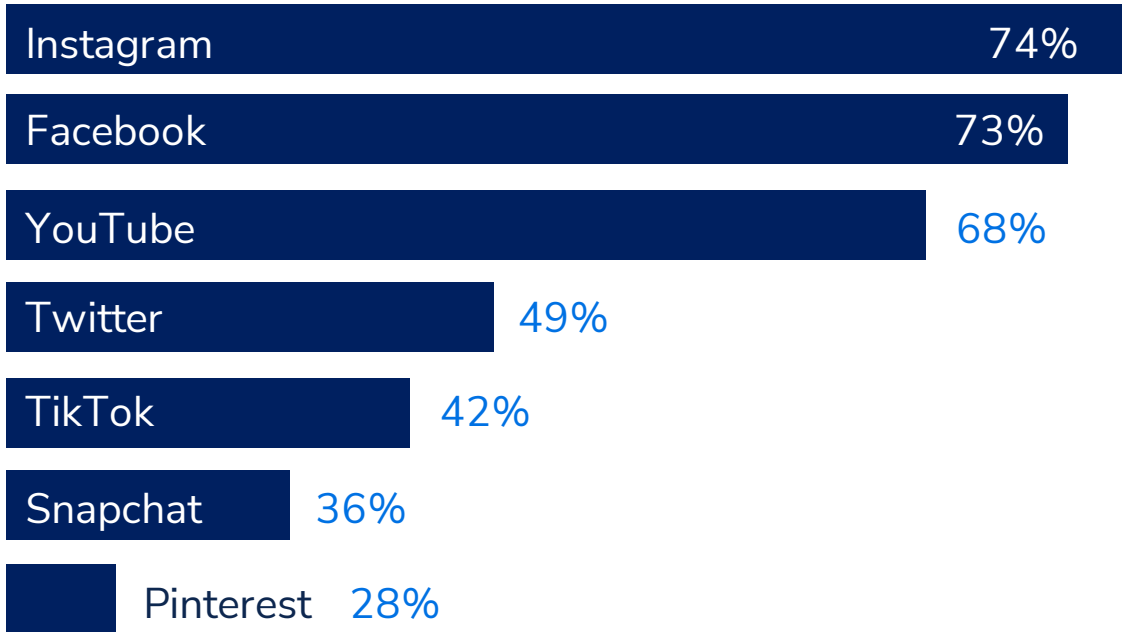
Influencer Marketing's Share Is on the Rise



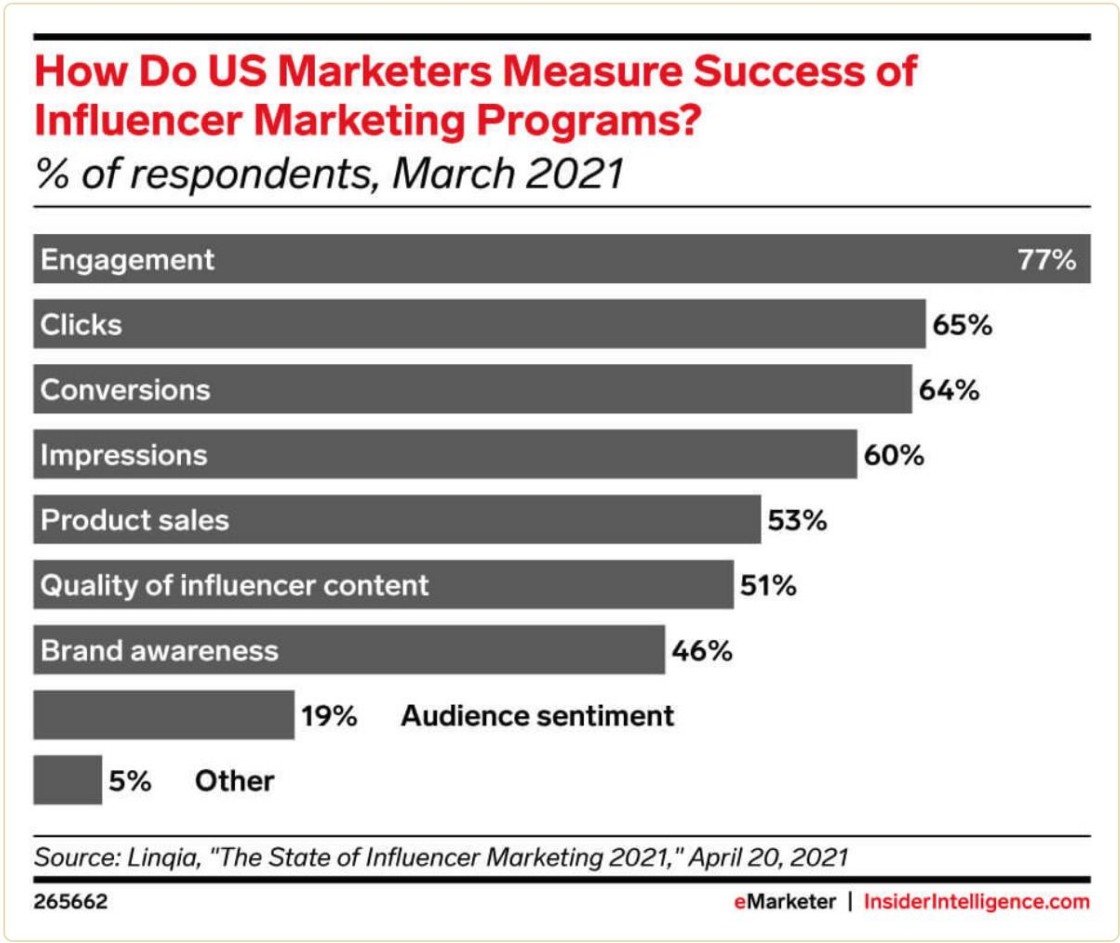
Channels and Engagement

Channel

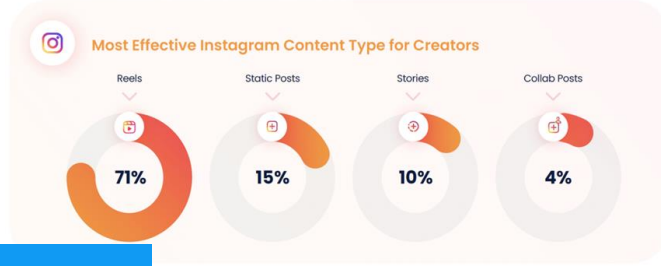
Market share of social media platforms for Influencer Marketing



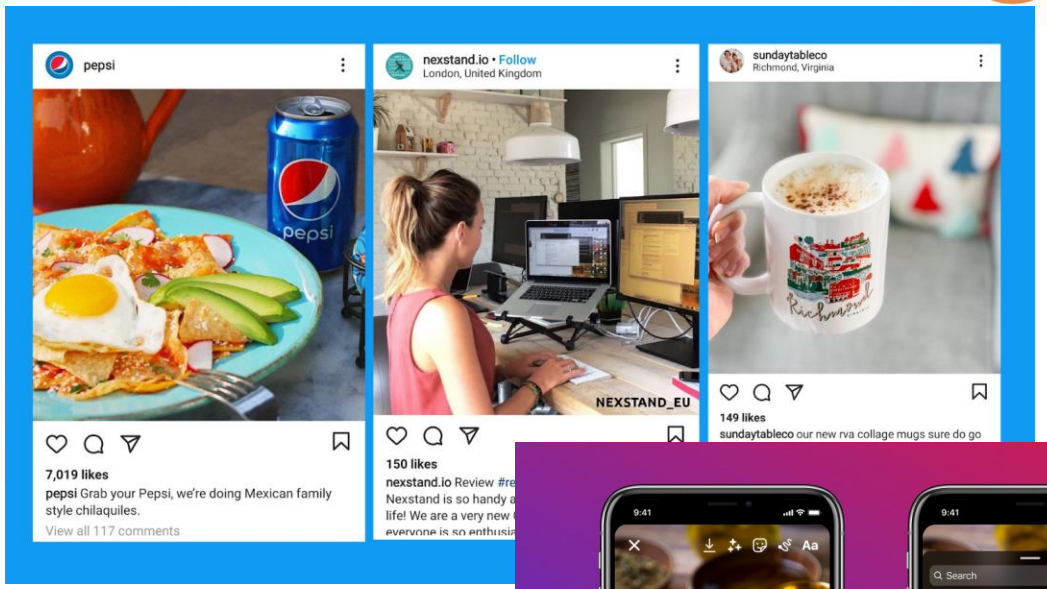
Engagement Matrix

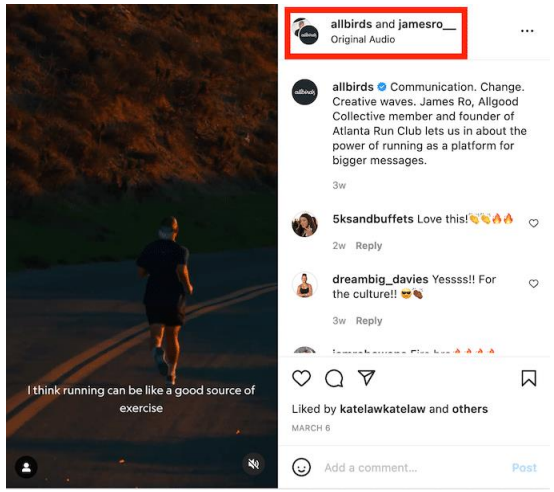


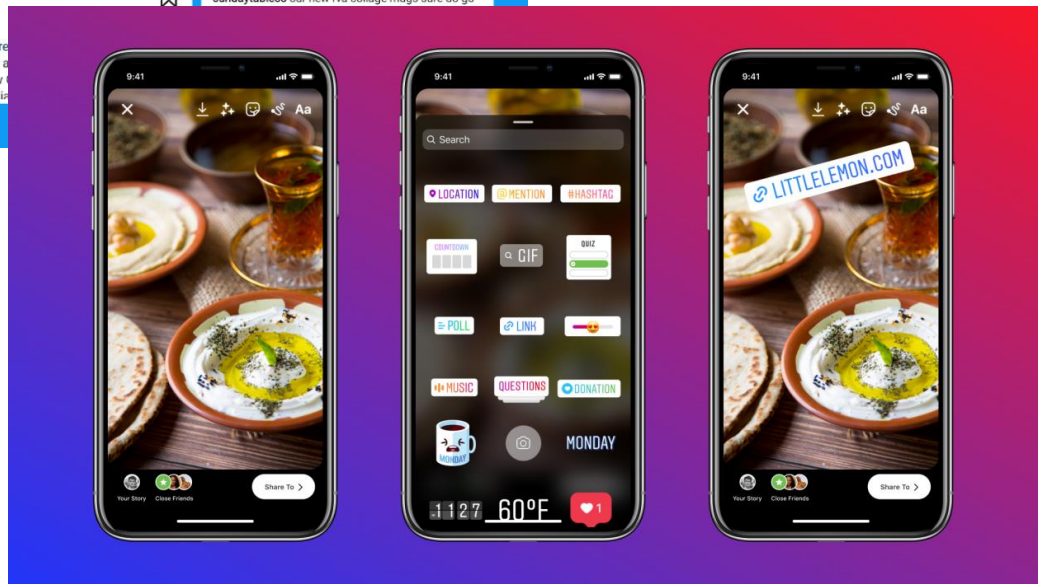
Short Video with Expert Advice Is Best Form of Content



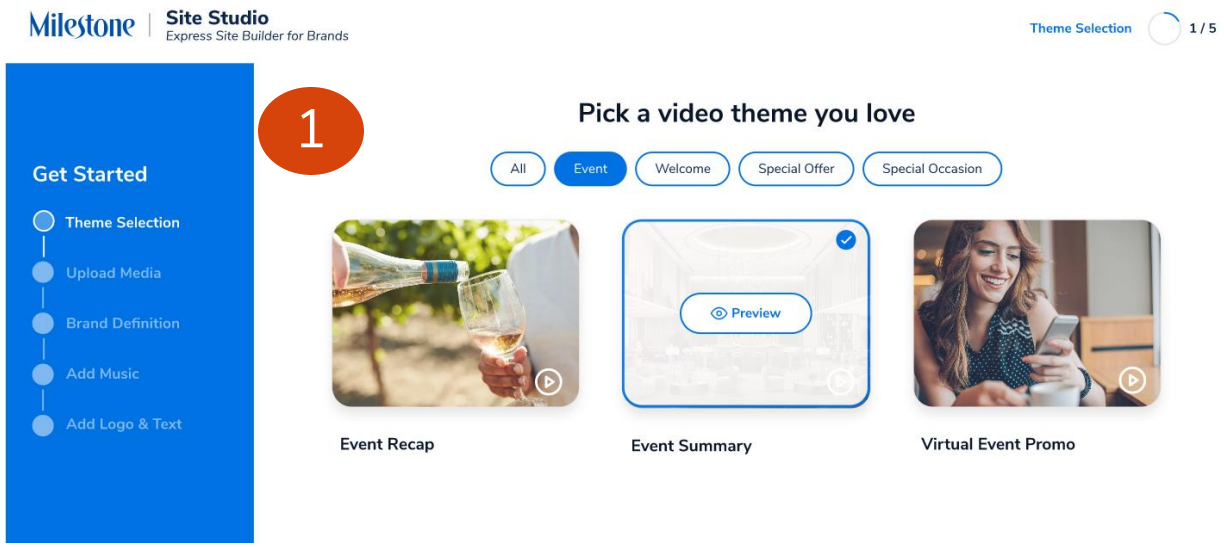


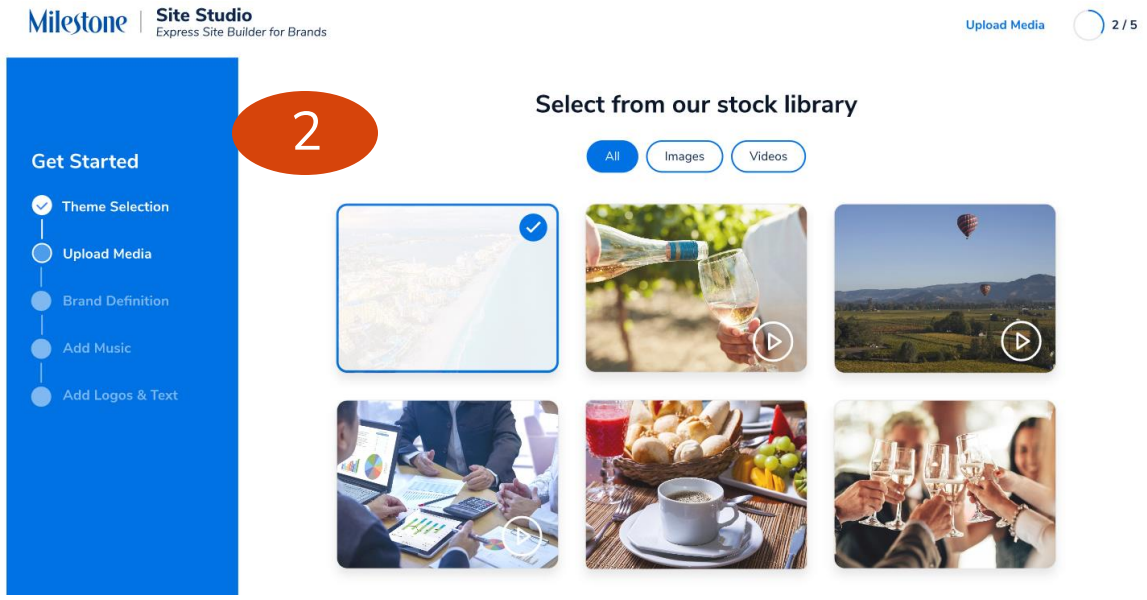


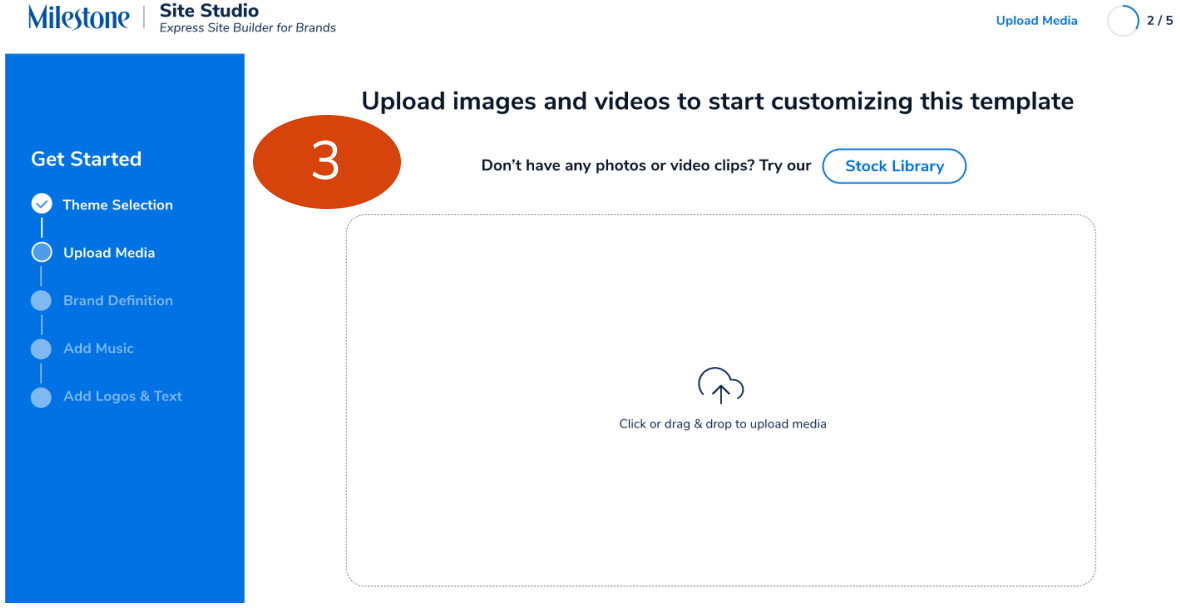


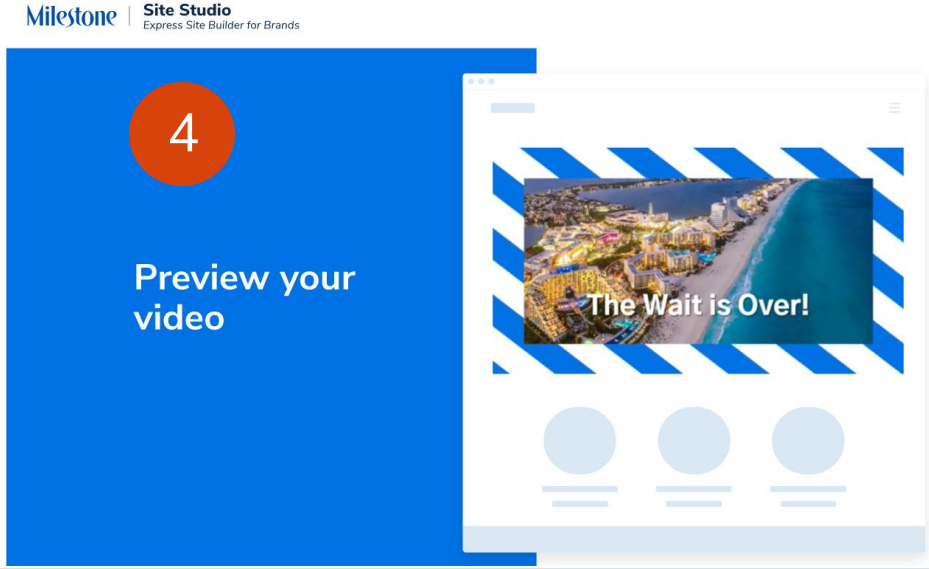


Video Studio – Simplify and Reinforce Best Practices for Video Optimization









6 Business Intelligence

Deriving business insights & actions from most relevant data points

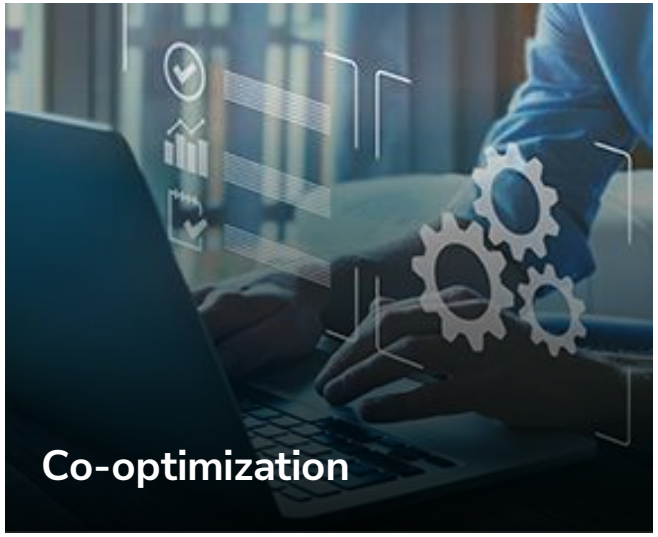


Business Intelligence & Analytics











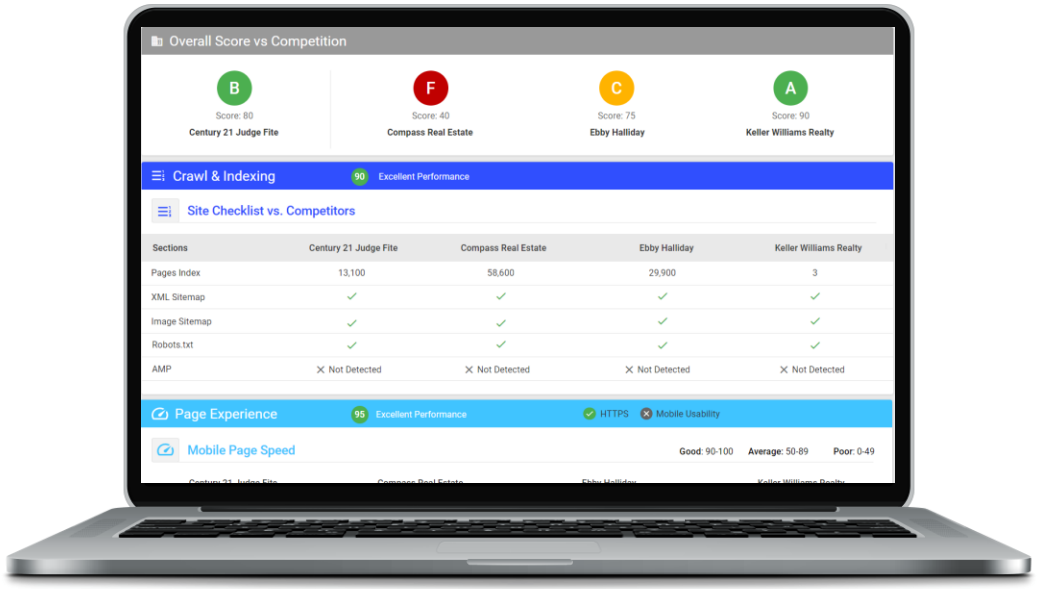


SWOT & Competitive Benchmarking

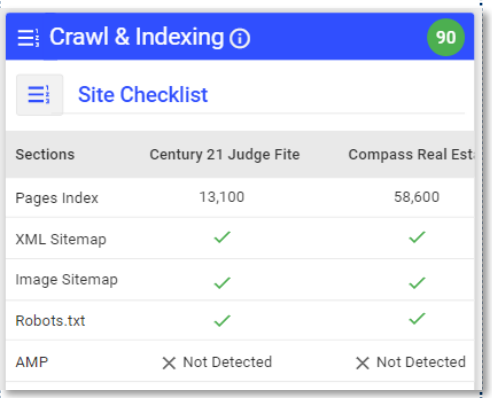


Meaningful Insights - Digital Presence Report

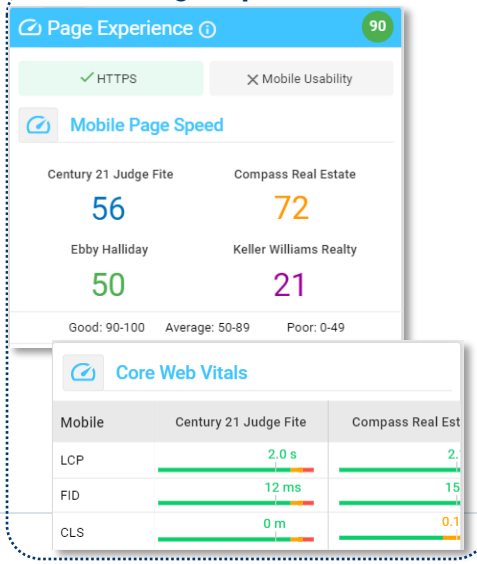
A **comprehensive** digital presence audit & competitor benchmarking of your business at your fingertips to enable meaningful insights and revenue.



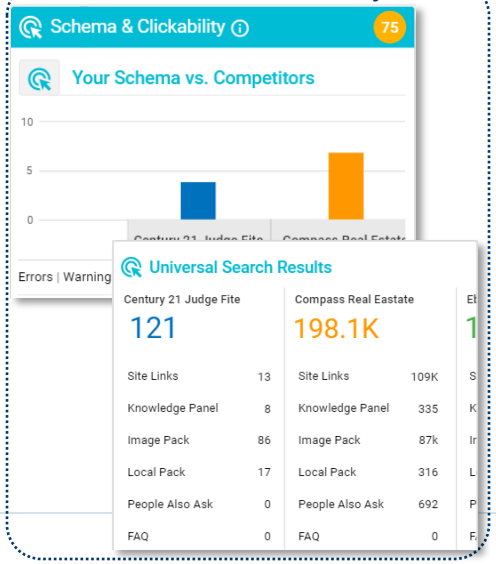
Crawl & Indexing



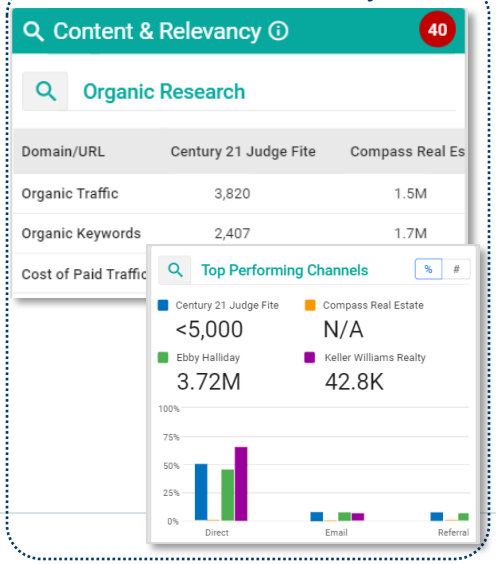
Page Experience



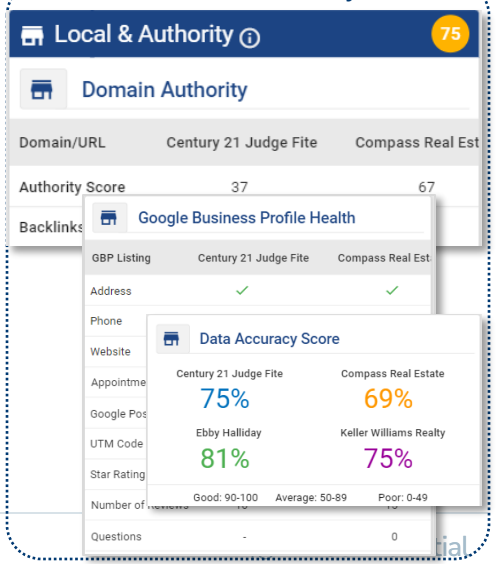
Schema & Clickability



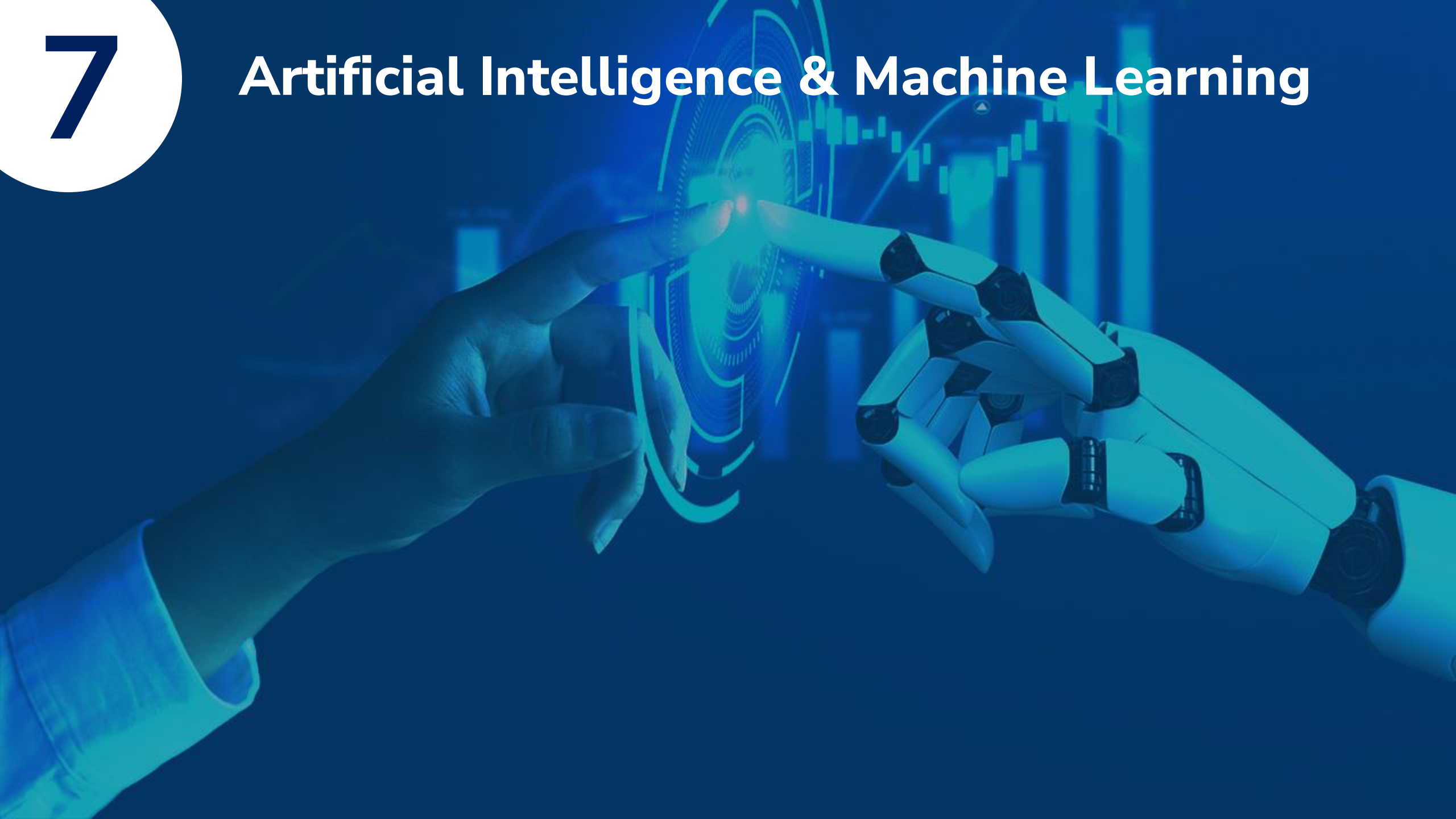
Content & Relevancy



Local & Authority



7 Artificial Intelligence & Machine Learning



Businesses Will Be Solving Complex Problems Using AI/ML



Visual Search

Conversational Search

Search Insights

Personalized Recommendation

Data Driven Content

Predictive Analytics

Edge SEO

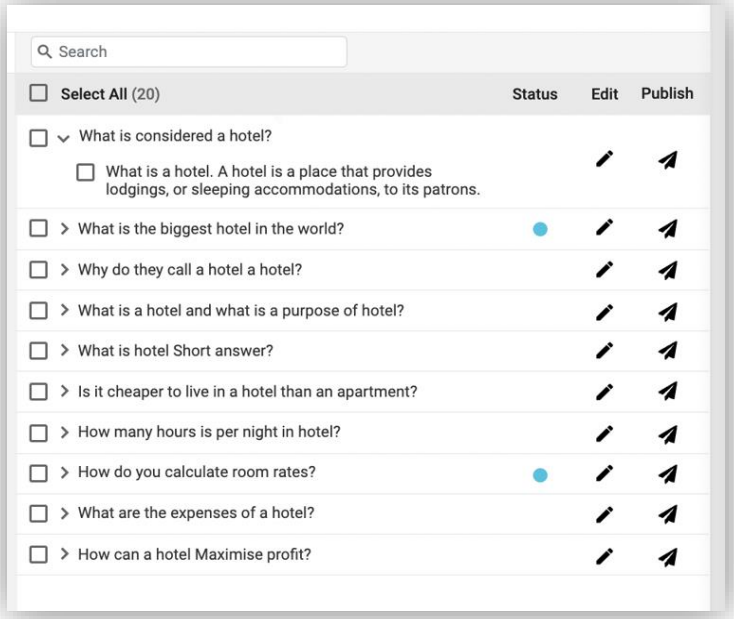
Chinese Street Surveillance. Object / Face Recognition.



AI - FAQ, Content, SEO Tags

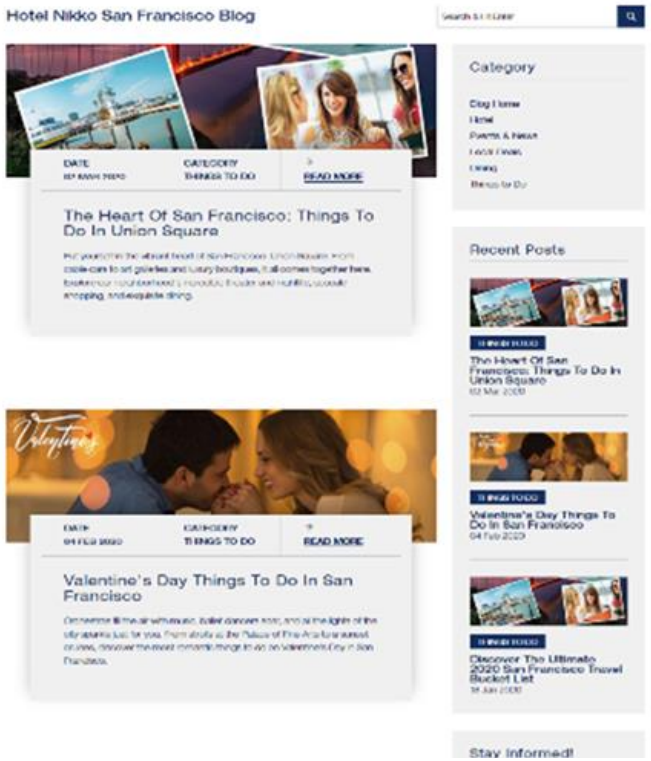
Generate FAQs

from webpages & search terms



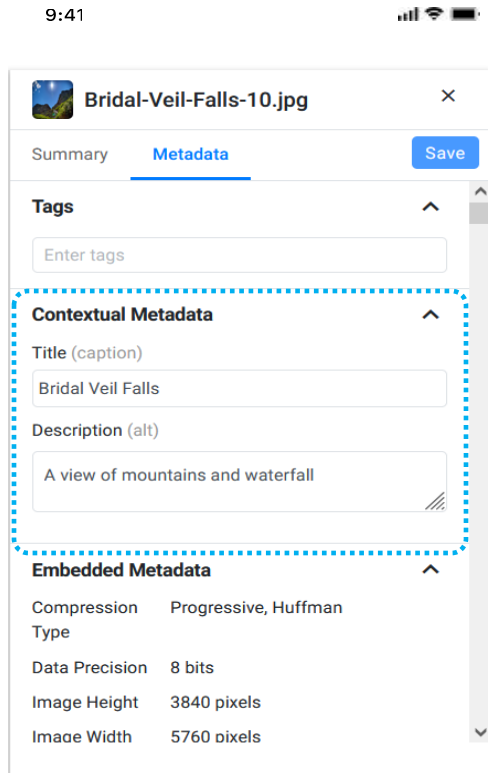
AI-powered Content

first draft of blog content



Auto-generate SEO Tags

for image/pages meta tags & descriptions

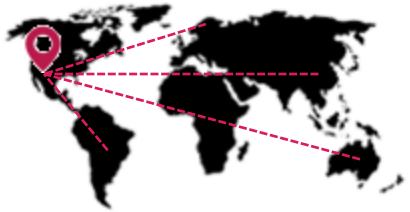


Multi-Lingual Sites: Language A Barrier? Not Anymore!

WHY MULTI-LINGUAL SITES?

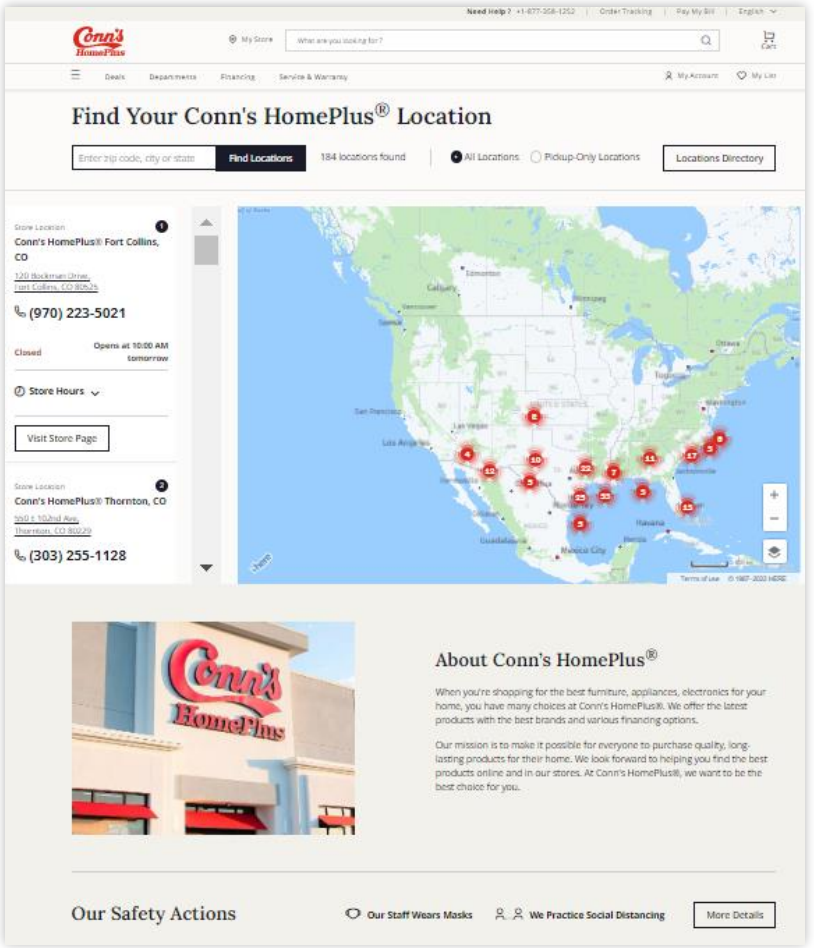


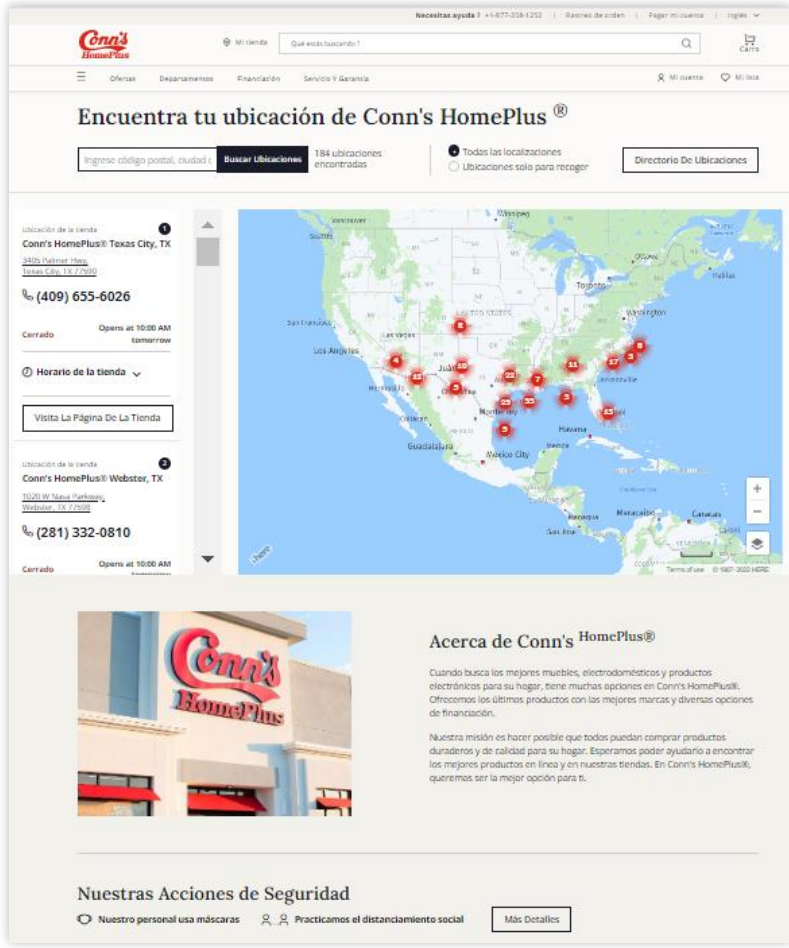
GLOBAL OPERATIONS



GLOBAL FOOTFALL

AI/ ML based real-time translation for **100+** languages





Your Success Plan



Four Keys to Success Plan !



Key Objectives



Key Drivers



Key Metrics



Key Solutions

Key Objectives



Sharpen your goals

Key Drivers



Map your strategy to impact goals

Key Metrics



Realistic target measurement & timeframes

Key Solutions



Align your technologies, channels & tactics to achieve success!

Takeaways

1. **User Experience** - Discoverable, quality, relevant
2. **Omnichannel** – Consistent unified experience
3. **Engagement** – Personalization and localization is key
4. **Business Intelligence and AI** - Less is more
5. **Your Success Plan** - Prioritize, measure, align



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Contact us to discuss these trends and many more

Marketing_team@milestoneinternet.com



* Available to first 10 to respond, not available to agencies, consultants, or individuals

https://www.milestoneinternet.com/resources/request-audit

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