



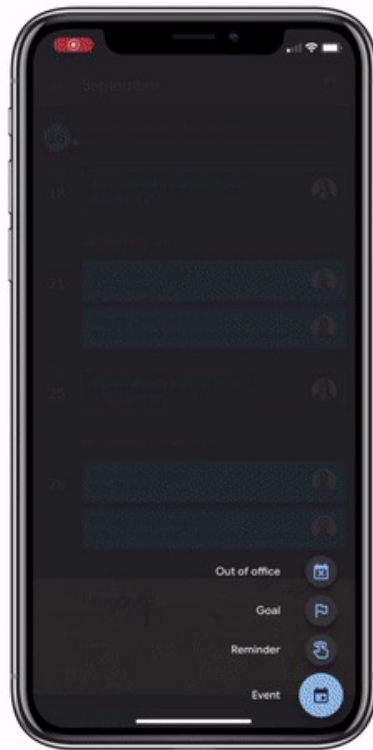
# Levelling Up Your Online Marketing for 2023

(Many of which are free or very low cost!)

with Darian Kovacs

#1

# Google Analytics - Google Goals





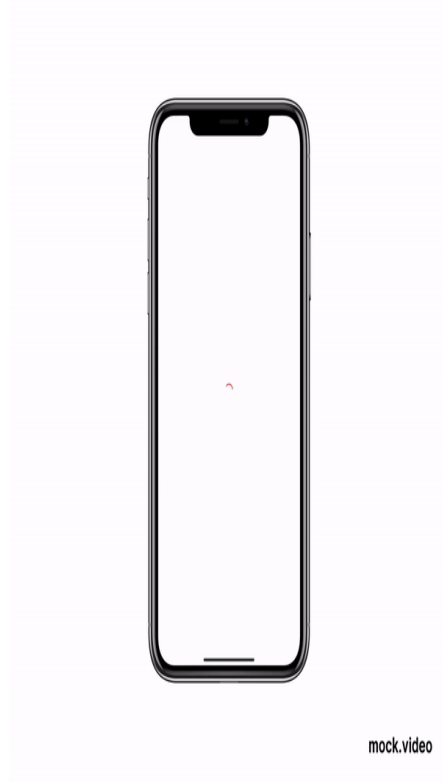
“  
Half the money I spend  
on advertising is wasted;  
the trouble is I don't  
know which half. ”

John Wanamaker  
US Department store merchant (1838-1922)



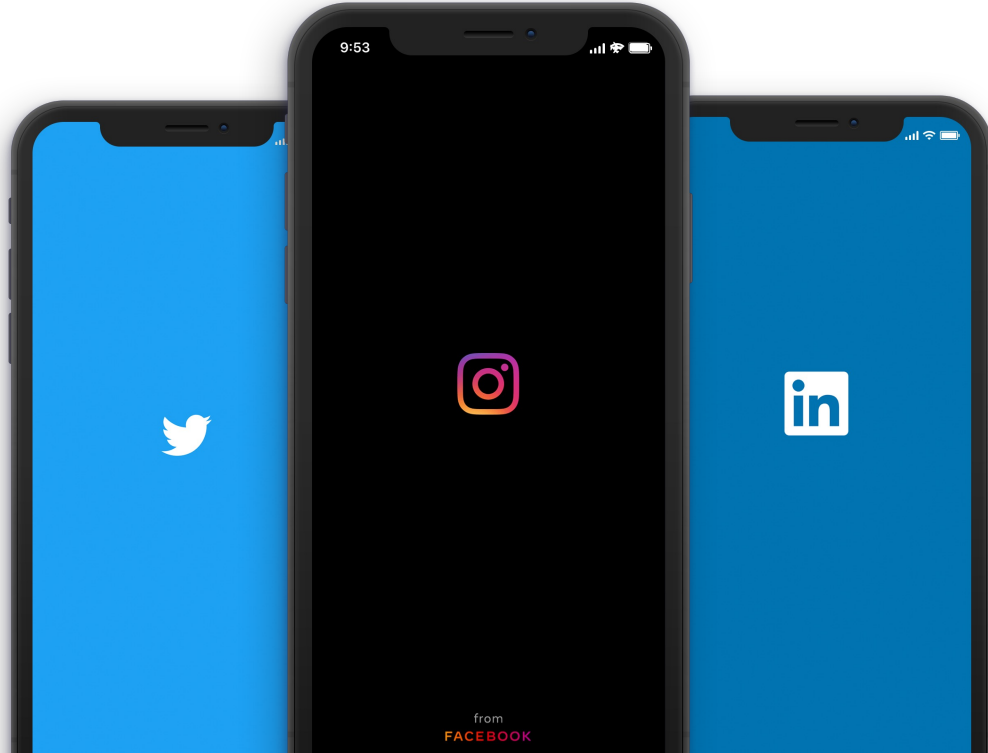
# #2

# Google My Business




# #3

## Social Media Channels - But which ones?



# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

									
<b>+2.4 BILLION MONTHLY USERS</b>	<b>+3.3 MILLION MONTHLY USERS</b>	<b>+3.3 MILLION MONTHLY USERS</b>	<b>2 BILLION MONTHLY USERS</b>	<b>3 MILLION MONTHLY USERS</b>	<b>1 BILLION MONTHLY USERS</b>	<b>4.3 MILLION MONTHLY USERS</b>	<b>8 MILLION MONTHLY USERS</b>	<b>35 MILLION MONTHLY USERS</b>	<b>1 BILLION MONTHLY USERS</b>
<b>USERS AGED 18-65</b>	<b>USERS AGED 35-65</b>	<b>USERS AGED 18-64</b>	<b>USERS AGED 18-34</b>	<b>USERS AGED 25-54</b>	<b>USERS AGED 18-35</b>	<b>USERS AGED 25-34</b>	<b>USERS AGED 16-24</b>	<b>USERS AGED 15-25</b>	<b>USERS AGED 18-64</b>
<b>MADE FOR</b> Connecting with others, instant messaging, and finding events.	<b>MADE FOR</b> News, sharing content.	<b>MADE FOR</b> Sharing content, recipes, e-commerce.	<b>MADE FOR</b> Content creation and sharing.	<b>MADE FOR</b> News & Articles, conversation.	<b>MADE FOR</b> Sharing Content, Marketing, e-commerce, Instant Messaging.	<b>MADE FOR</b> Content creation, content sharing and discussions.	<b>MADE FOR</b> Content creation and sharing.	<b>MADE FOR</b> Content creation, sharing and instant messaging.	<b>MADE FOR</b> Local SEO, navigation.
<b>BEST FOR</b> Building Brand Loyalty	<b>BEST FOR</b> Public Relations	<b>BEST FOR</b> Clothing, art and food businesses	<b>BEST FOR</b> Brand awareness	<b>BEST FOR</b> Business Development, B2B Businesses	<b>BEST FOR</b> Retail, art, food, entertainment & Beauty Business'	<b>BEST FOR</b> Sharing novel ideas and Businesses; Public Relations	<b>BEST FOR</b> Brand awareness	<b>BEST FOR</b> Brand awareness	<b>BEST FOR</b> Showing up in Google search results
<b>DOWNSIDE</b> Limited Reach	<b>DOWNSIDE</b> 280 Character limit	<b>DOWNSIDE</b> Images only	<b>DOWNSIDE</b> Resource Intensive	<b>DOWNSIDE</b> Limited Interactions	<b>DOWNSIDE</b> Images only	<b>DOWNSIDE</b> Users will pick your brand apart.	<b>DOWNSIDE</b> Data mining tool for the Chinese government.	<b>DOWNSIDE</b> Young Userbase	<b>DOWNSIDE</b> At mercy to user reviews.





# SOCIAL MEDIA SPEED DATING II

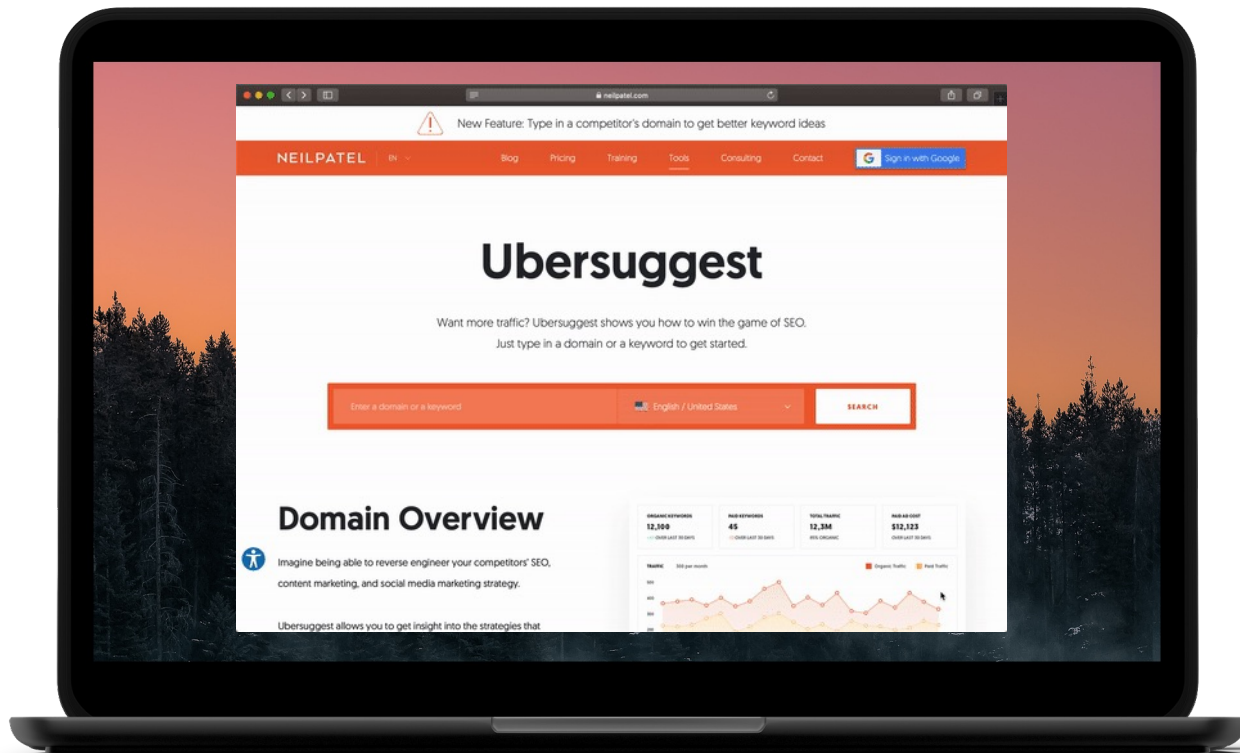




# #4

# SEO

neilpatel.com  
/ubersuggest/



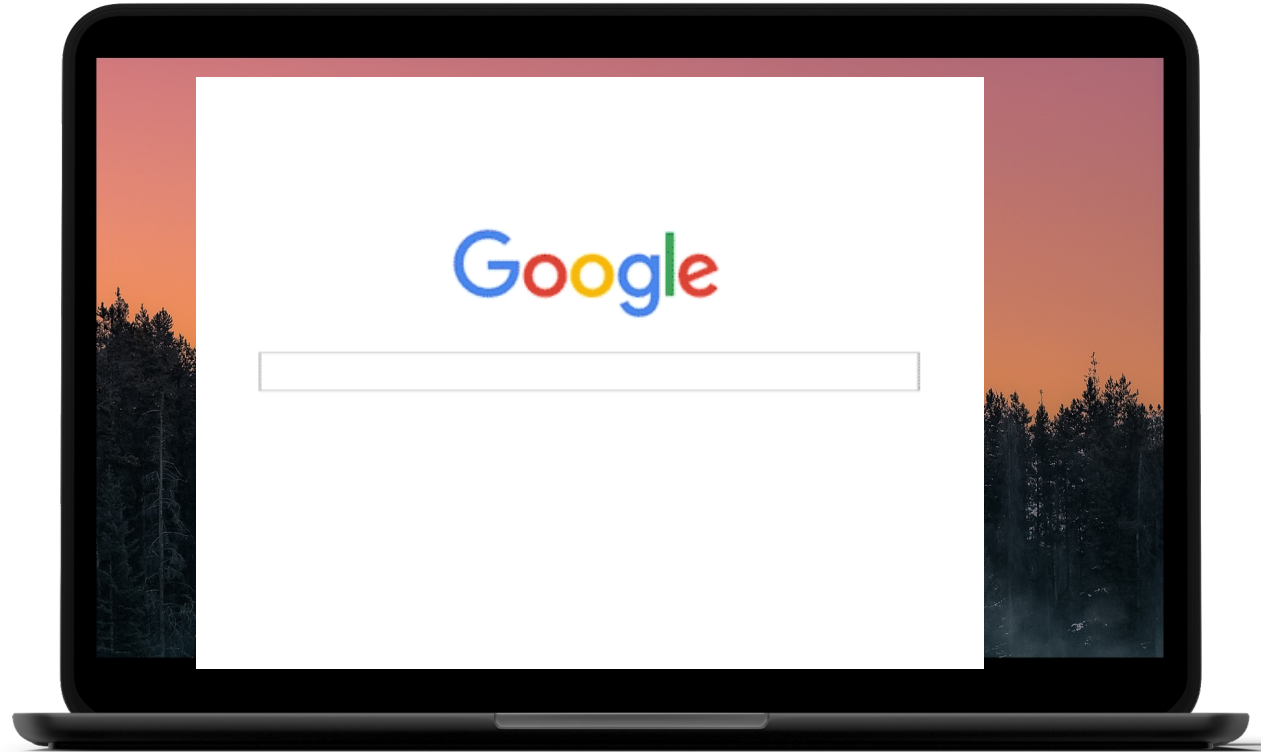
#4

SEO



#4

SEO



# SEO Audit Ahrefs Reports [Ahrefs.com](https://ahrefs.com)

ahrefs

Site Explorer Report by © AHREFS  
www.tsawwassen-town-centre-mall.com

### Overview

URL Rating	Domain Rating	Backlinks	Referring Domains
25	4.3	326	57

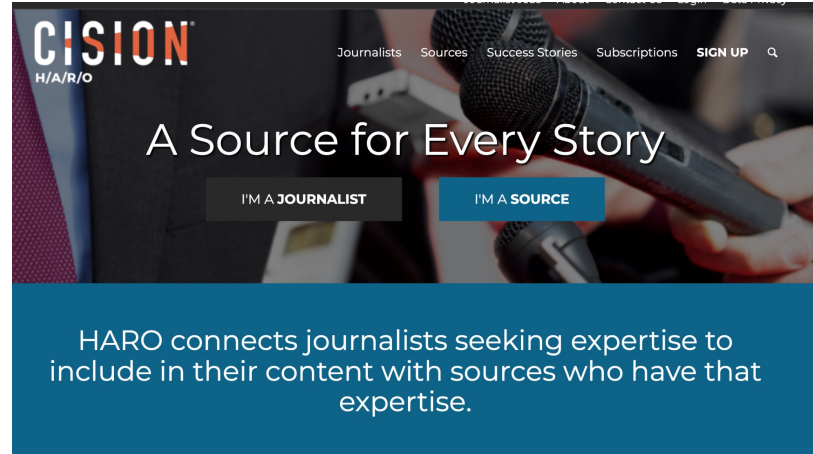
  

LINKING METRICS		BACKLINKS TYPES	
Referring Pages	221	text	326
Total Backlinks	326	dofollow	272
Crawled Pages	1,986	nofollow	54
Referring IPs	59	redirect	0
Referring Subnets	57	image	109
Referring Domains	57	form	0
Governmental	0	Governmental	0
Educational	0	Educational	0
.com	38		
.net	0		
.org	4		

1 of 5



# Help a Reporter Out H/A/R/O



# #5

# Add an E-Mail Grabber to Your Website

Free one from  
Hubspot.com or Mailchimp



#6

# People Also Ask





best interior designer vancouver




Vancouver, BC Interior Designers and Decorators · Cedarhurst Residence. Previous Next · Company Highlight Video by McCabe Design & Interiors. Previous Next.

## People also ask

How much does an interior designer cost Vancouver? 

Who is the best interior designer? 

Is it expensive to hire an interior designer? 

How much do interior designers charge in Canada? 

How do I choose an interior designer? 

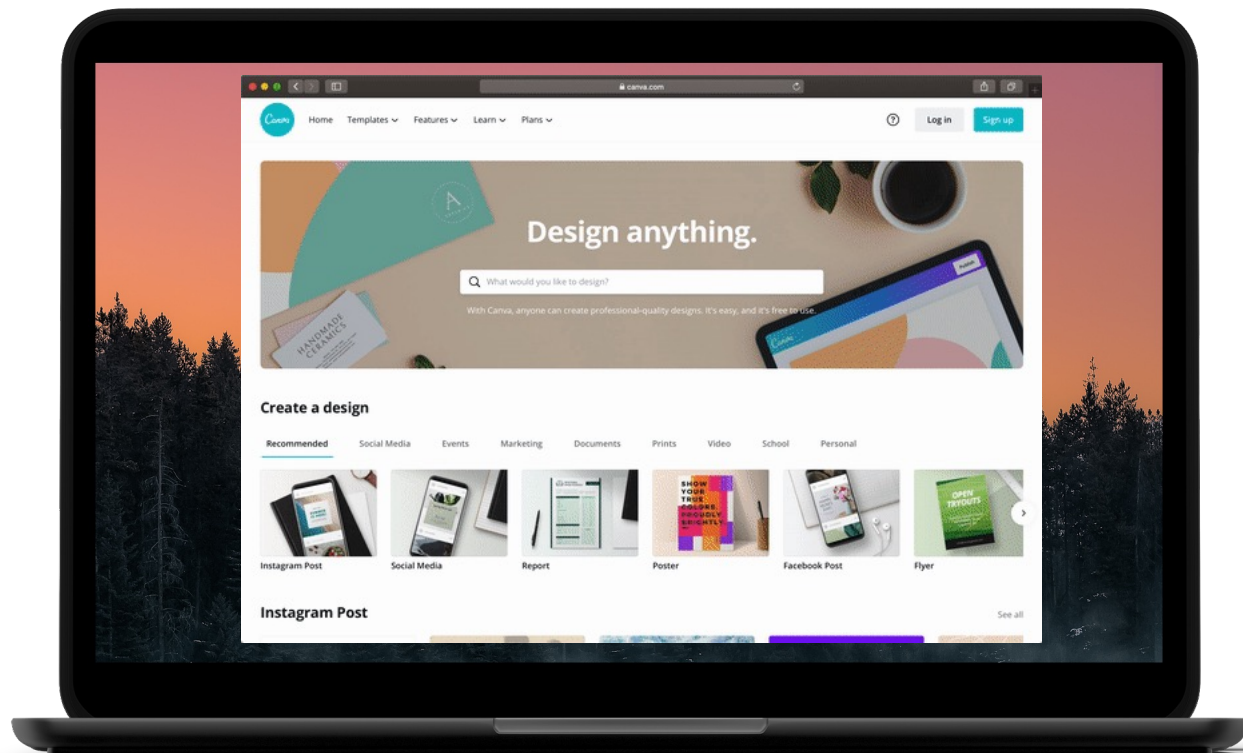
How do I find an interior designer for my budget? 

[Feedback](#)



# #8

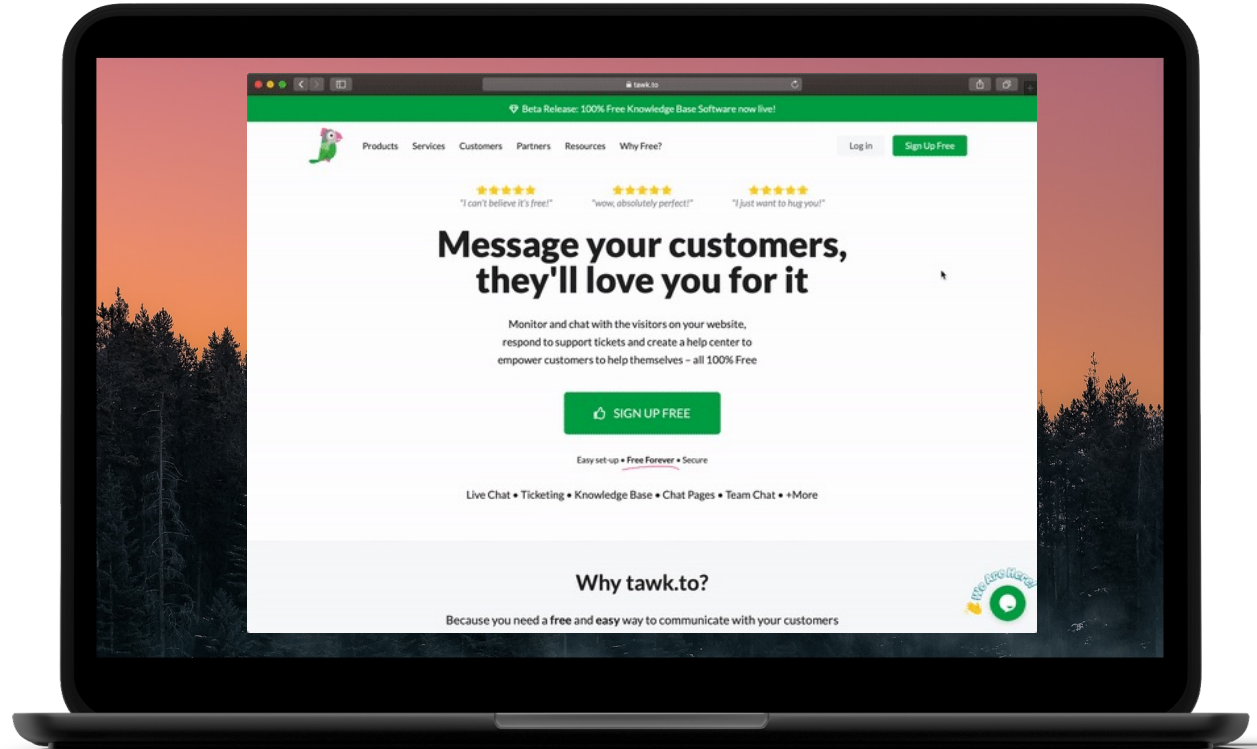
# Canva





# #9

# Tawk.to



#10

Do  
Something  
Weird



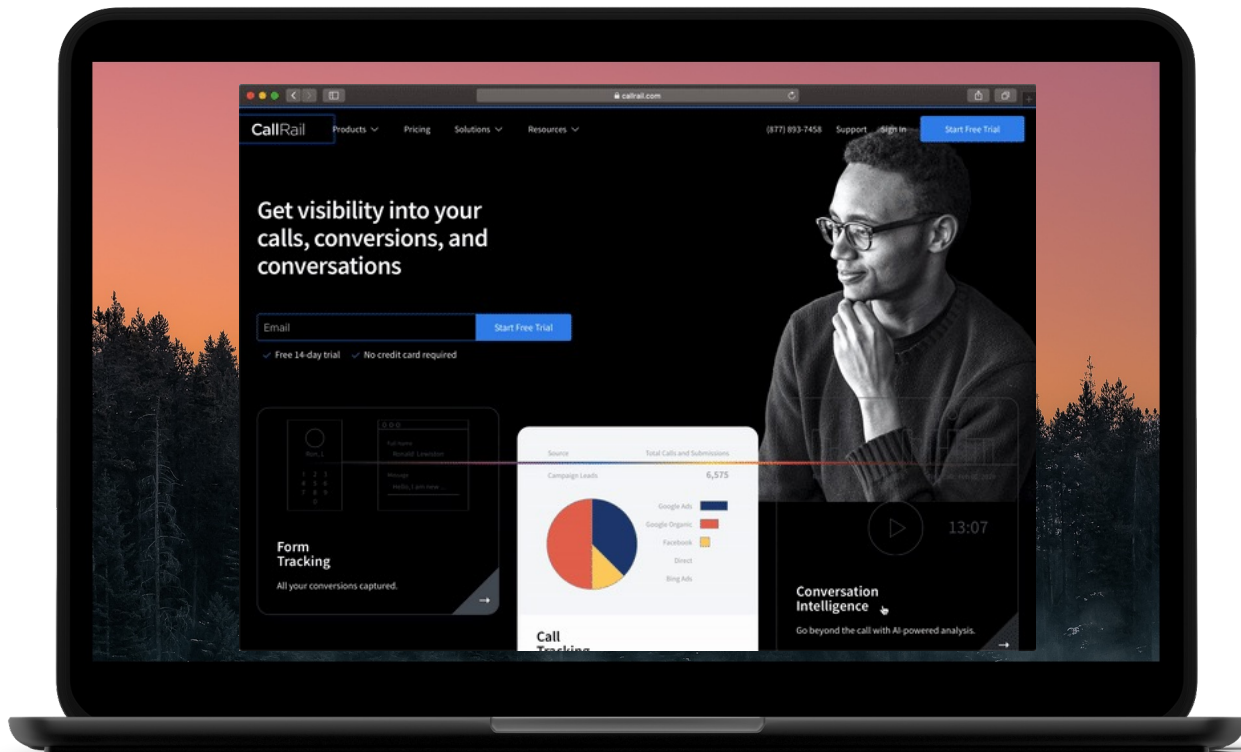
#10

Do  
Something  
Weird



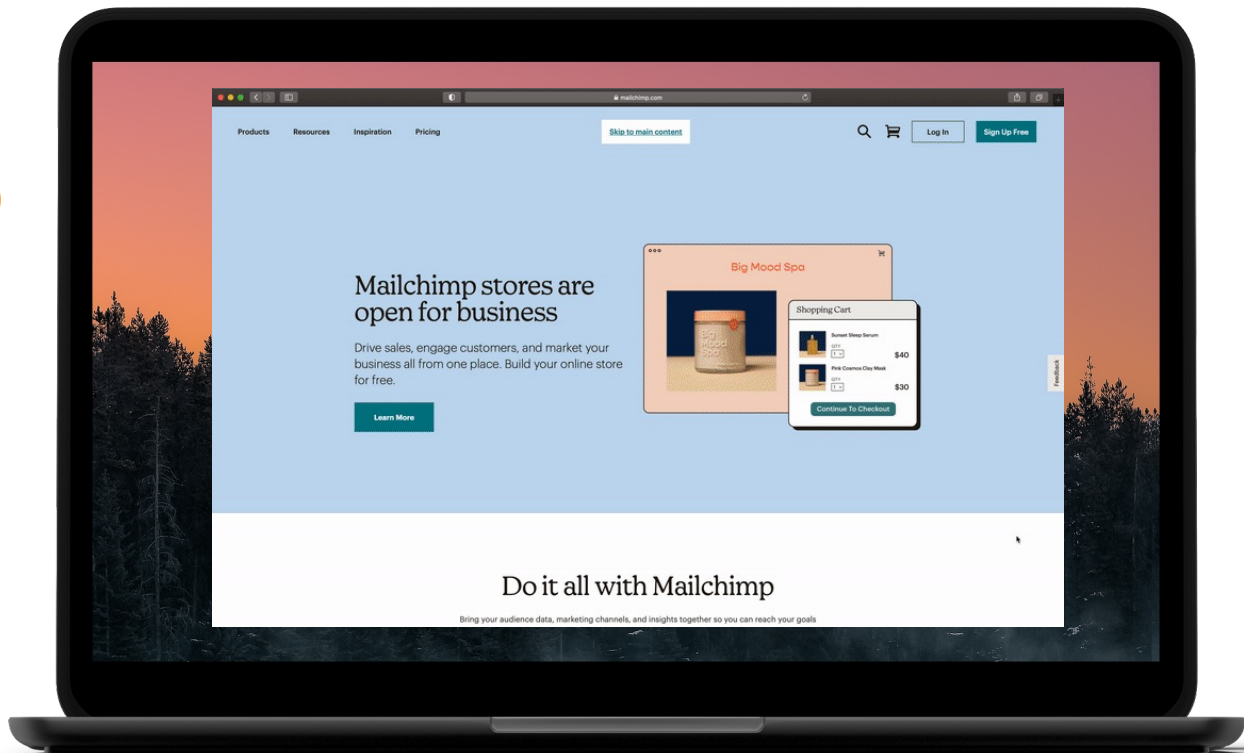
#11

# CallRail



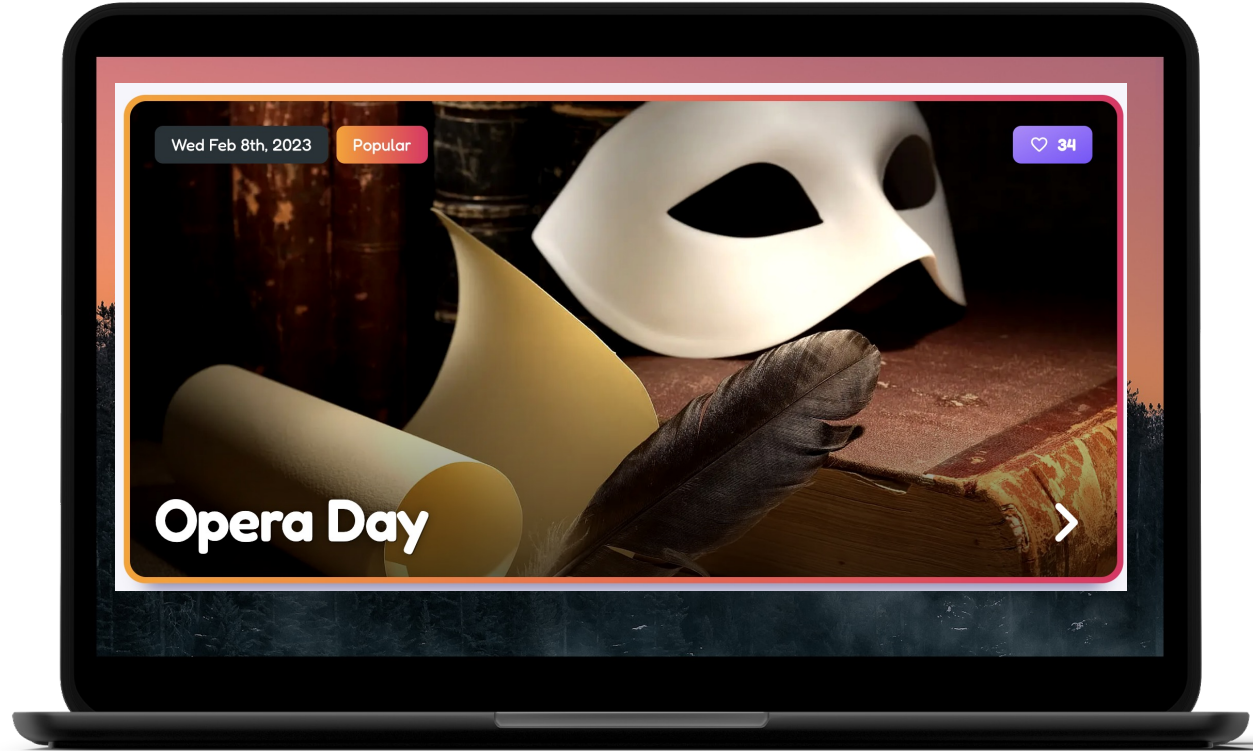
# #12

# Mailchimp



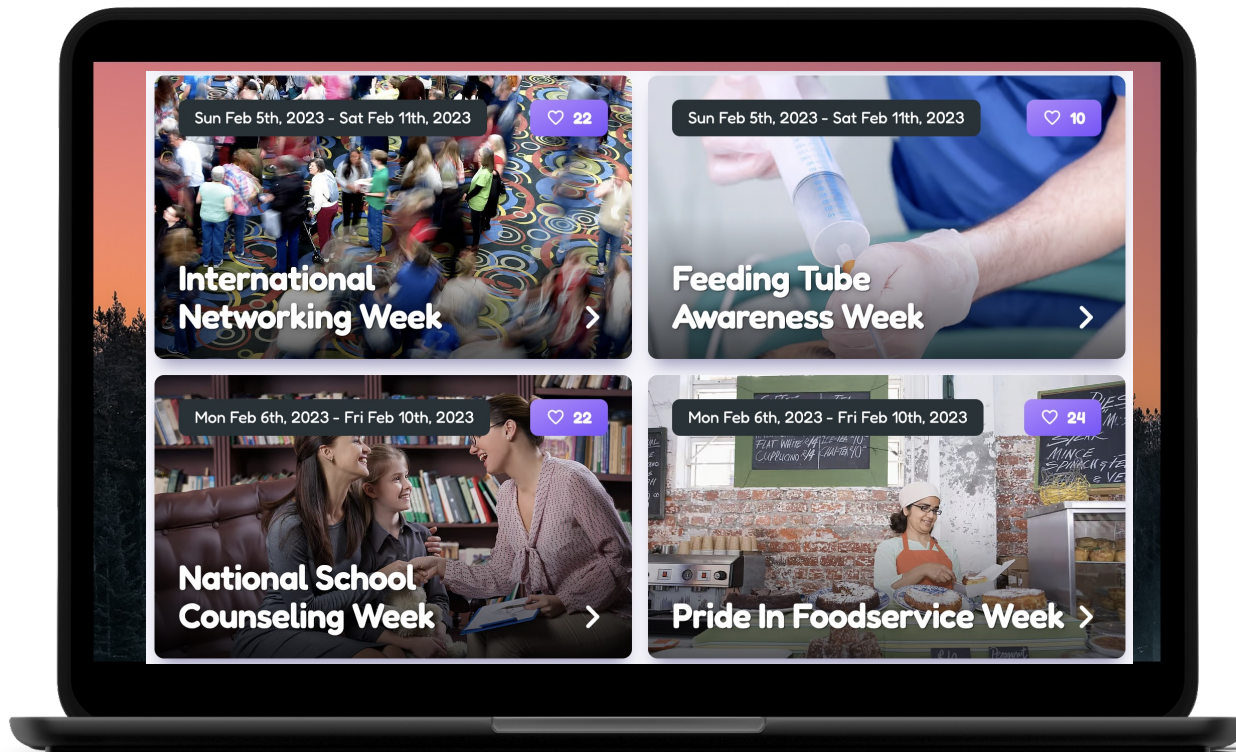
#13

# Days of the Year

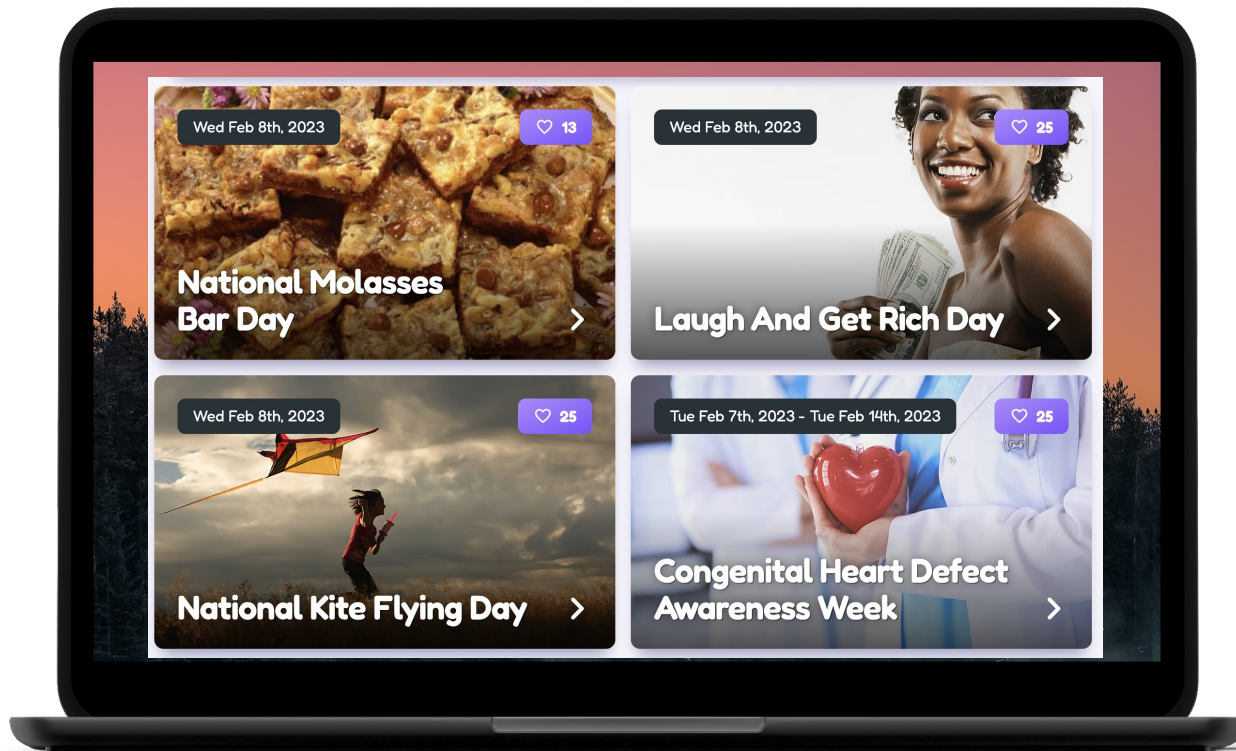




# #13



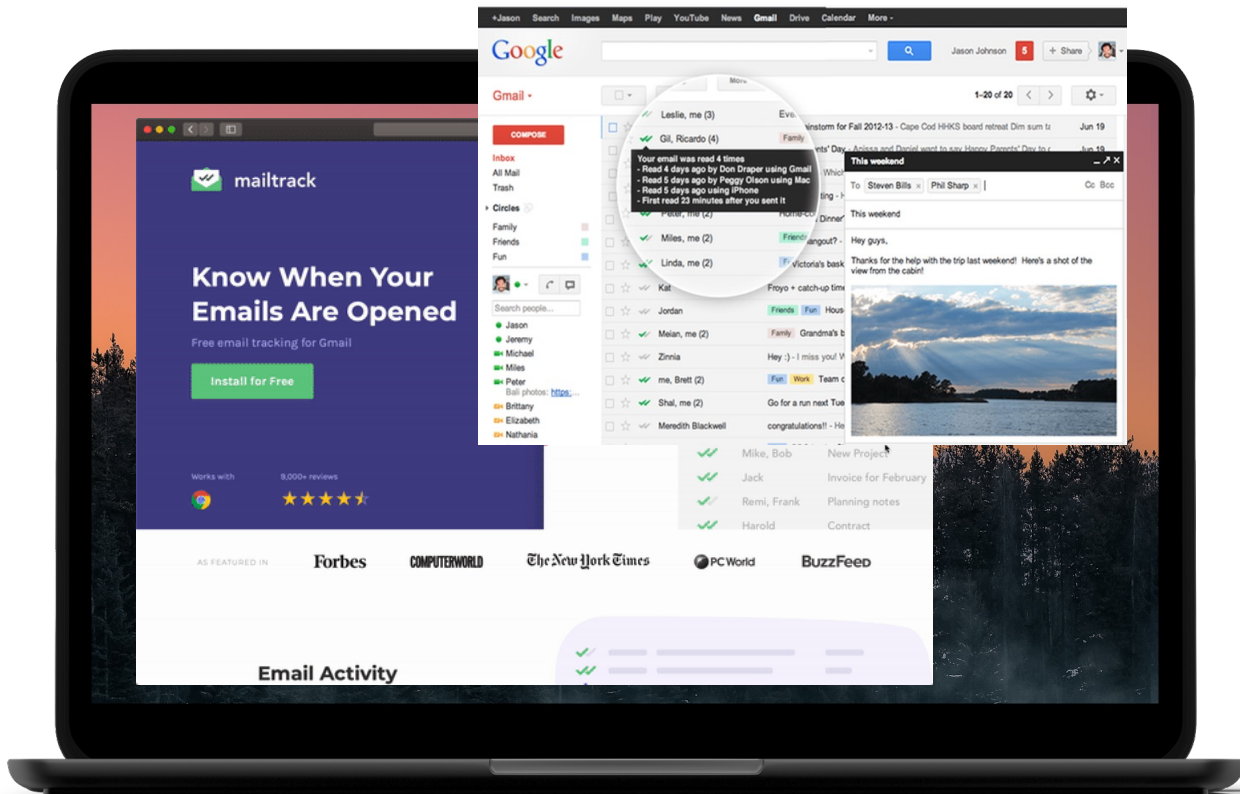
# #13





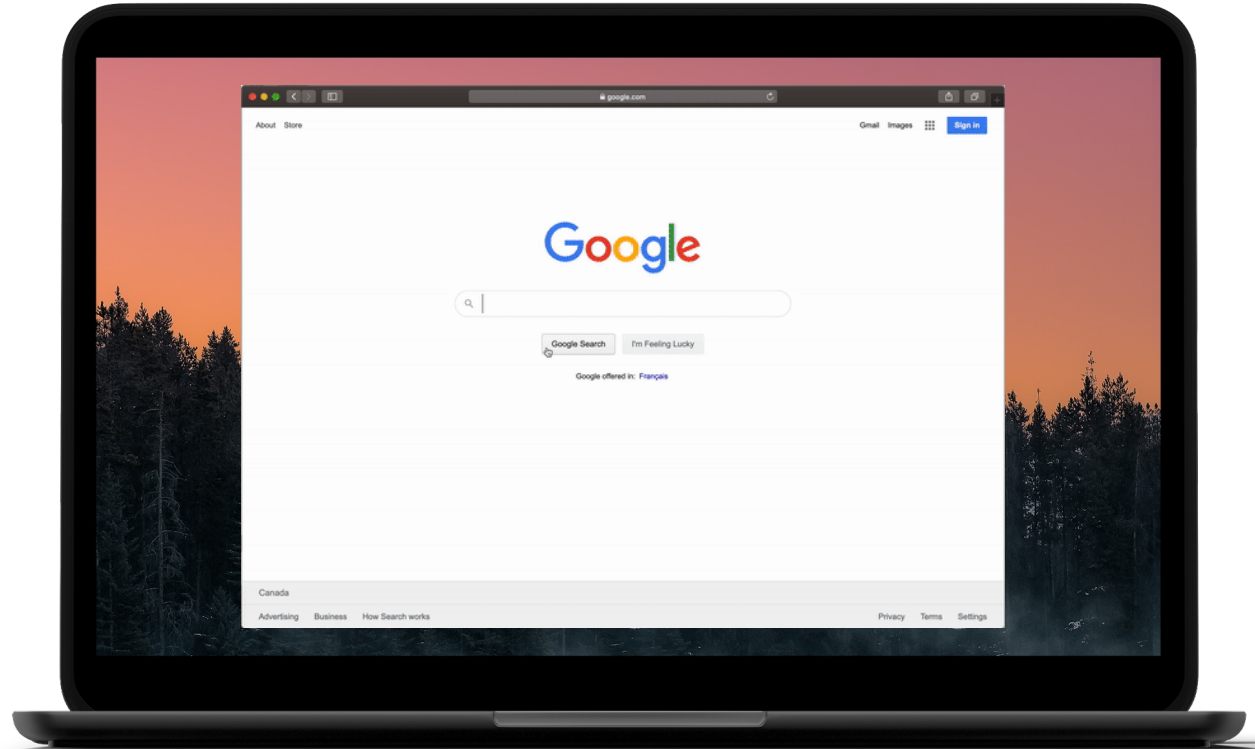
# #14

# MailTrack



#15

# Answer The Public



“ It’s more important what others say about you than what you say about yourself.

”



Who Says Who You Are?



If you know how to worry,  
you know how to meditate





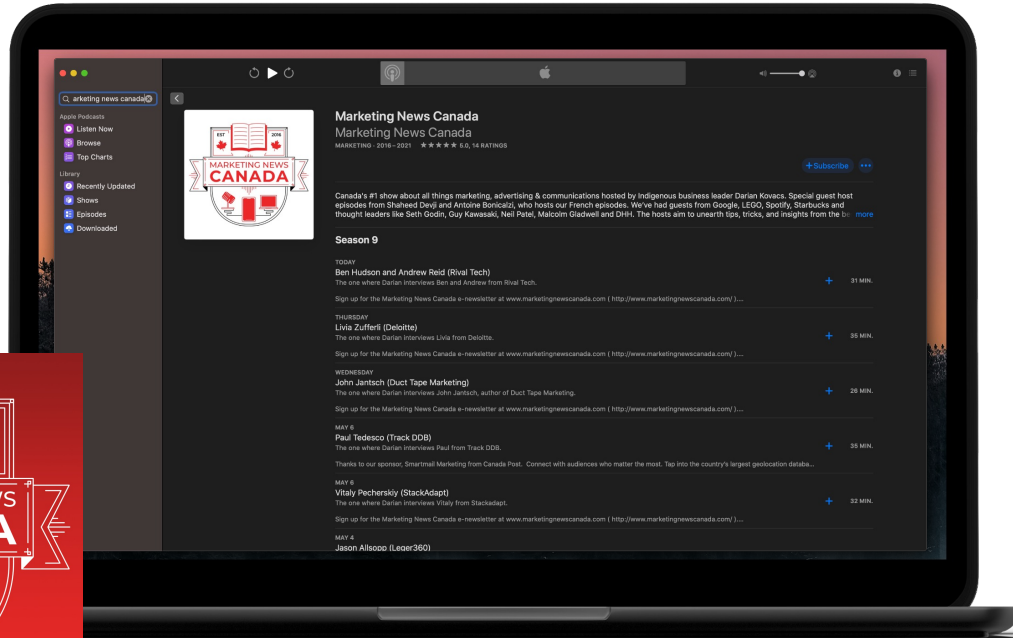
Do not conform to the pattern of this world, but be transformed by the renewing of your mind.



What's your anchor?









**JELLY  
ACADEMY**





# Thanks!

## Any Questions?

You can find me at @dariankovacs & @jellymarketing