



Hill Web
Marketing

Minneapolis Digital Marketing Agency Stresses Value Of SEO, SEM, And PPC Search Trends In 2019

December 08, 2018

December 08, 2018 - PRESSADVANTAGE -

Hill Web Creations LLC, a Minneapolis digital marketing agency helps businesses prepare and implement SEO, SEM and PPC best practices for a competitive edge. Digital searches for answers are rapidly changing due to technological developments like voice-activated mobile searches, machine learning, and chatbots.

"What you need for a competitive edge is an agency that is aware of these developments and is capable of adjusting your digital marketing strategies to align with user preferences," says owner Jeannie Hill.

New ways are emerging for e-commerce sites to communicate and reach ideal audiences. These could be in the form of a live conversation conducted on messaging apps, a live chat performed on e-commerce sites, through voice assistants, or through chatbots directly on websites.

Conversational AI for voice-activated search has unique characteristics compared to text-based search. Text-based searches are usually made using one to three words. On the other hand, the number of words for voice searches usually range from four to six words. Thus, voice searches offer more clues to understanding the context of the search.

The age of digital touch as the primary user interface between consumers, their choice of device, and a business, is vanishing. By embracing the modern Internet, it's possible to increase brand awareness and user engagement levels significantly. Embrace advancing Artificial Intelligence technology and meet prospective new clients where buying decisions happen.

Today, consumers have more purchasing choices than ever. While many traditional interfaces may still include a screen, the act of performing a search may not require a screen at all. Search queries are happening on mobile devices more often and are powered by voice or even by gestures, and often comes in the form of a question. This is so different from what many SEO's have been used to. Gone are the days of simply planning for people who type words through an input device.

There is no need to feel overwhelmed by change. Every business can take advantage of these new opportunities to enhance interaction with customers.

Businesses that are prepared for all forms of search at every touch point are quickly engaging the use of schema structured data and digital assistants like Siri, Google, Alexa or Cortana. The result is that most people get the answer they want faster and feel as if they are taking part in a human conversation. Voice searches tend to make use of full sentences, instead of the short phrases used in a text-based search. This has the advantage of making the intent of the searcher clearer to the search engines that work behind the scenes to provide the best answer.

Understand the need of the consumer, meaning the intent that prompts online conversations. The firm says to move away from "marketers speak", and instead imagine what is in the mind of consumers and use natural language to engage with real people.

Digital marketers can respond more appropriately to the intent of the consumer when initiating a search. For instance, if the goal of the searcher is to gather information, provide comprehensive information that covers the search query. On the other hand, if a searcher is seeking directions to the nearest hospital because of a medical emergency or to a towing company because of an accident, the answer should be short and get right to the point.

Successful digital marketing is simple: solve people's problem. Be real and establish a personal connection with consumers by knowing what they want and how they prefer to obtain answers. This results in the establishment of trust and the chance to become the go-to source the next time that service or product is needed.

Businesses that are serious about driving revenue can benefit by hiring a performance digital marketing

agency that brings together the right strategy in organic SEO, paid search, social media, Google Maps marketing, and conversion optimization.

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