Property Services Regulatory Authority
PSRA

Digital Marketing CPD

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CORE
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Core Optimisation - Key Takeaways

1. Think Digital First - Ensure Google Analytics is fully enabled.
2. Ensure you are measuring all relevant KPI's for your business including enquiries.
3. Use the insights from your GA data to inform your target audience and Strategy.
4. Have a multi channel approach, remember SEO is the dominant source of traffic and leads and is a low cost channel.
5. If you are running paid search channels ensure performance is fully transparent and you understand your ROI.
6. Is your site is optimised & monitored regularly and the keywords that are important to drive business performing.
7. Do a content audit and content plan, use keyword planner and search console which are free tools.
8. Fully utilise GMB, this is a direct form of communication with your customer, Do not ignore it.

Thank you for your time

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