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Three Reasons Why SEO Doesn't Work for MSPs



Many MSPs believe that, as long as they have some keywords, they have an SEO plan in place. Moreover, they feel that once they have an SEO plan in place, they are done and if they don't rise in placement then SEO doesn't work. The reality is SEO isn't a strategy, it's a tactic, and SEO requires the support of other tactics in order to be successful. Here are three reasons why SEO might not be working for your MSP...



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Direct Versus Organic Traffic



Are you following your traffic via your Google Analytics but are unsure of what it all means? Does it matter if it's organic, direct, or something else? In this blog, we break down the difference between traffic sources and why it matters to how you market your MSP.

Different Types of Traffic

While most businesses are familiar with direct and organic traffic, in reality there are several types of traffic you should be aware of and track. These traffic types are:

- Direct: Traditionally, any traffic where the visitor manually types in the URL of a website in the address bar.
- Email: Traffic from email marketing, such as an email blast.
- Organic: Traffic from search engine results (not paid). An example of this would be someone looking for cybersecurity solutions and your blog on ransomware popping up and being clicked on.
- Paid search: Traffic from search engine results that is a paid advertising (PPC), such as

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Want Great Custom Content? Spice Up Your Syndicated Content!



It may be considered a cliché at this point, but the mantra, "content is king" is one of the truisms of digital marketing. Content drives traffic, develops authority, and encourages conversions. However, while original or custom content is hard to come by, syndicated content is a great workaround. However, to take full advantage of it, it needs to be customized.

The Importance of Content for MSPs

Successful marketing in the digital era thrives on content. Content drives traffic, defines your message and brand, as well as gives your audience the confidence to invest in your skills as a technology expert. Without consistent, high-quality content, most MSPs will never reach their full potential to attract an audience to their site and convert them into customers.

MSPs in particular, due to their technology-laden jargon, need content which is accessible to their non-tech clients who have need of their services. Any effective marketing strategy for an MSP must include content written with their potential customers in mind.

The reality is, unfortunately, finding time to research, create, edit, and post a good blog can be a difficult task for any business owner. This is why so many vendors and MSP marketing agencies offer some level of prebuilt, syndicated content.

What is Syndicated Content?

Syndicated content is content distributed by a single provider to various websites. It fills the need particularly for smaller businesses, who need high-quality content to explain their complex services and philosophies. This allows them to better compete against enterprise-sized businesses, who are more able to generate their own content. As content is the main driver of traffic to websites, the ability to have access to content is critical to a smaller MSP's marketing plans, as well as for overall business success.

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How to Minimize Bounce Rate on Blog Pages



Bouncing is, in most cases, a fun activity. From bouncy balls, to trampolines, to bungee jumping, there are countless

ways that bouncing can be seen as a good thing. When it comes to your website, however, bouncing is widely considered the last thing you want your visitors to do. However, this can often be an oversimplification that hides the real problem.

Let's go over the concept of bounce rate, and what needs to be done to really optimize your website.

First of All, What is "Bounce Rate?"

Let's consider how someone might behave as they go to your website. Of course, you have the people who would behave the way you want them to: exploring your blogs and service pages to learn more about the managed services

you offer and the benefits of subscribing to them. Ideally, these visitors would fill out a form or otherwise give permission for you to contact them, and you'd be off to the races.

Alternatively, someone might go to one of the pages on your website and, after some amount of time, just leave without navigating to any of your other pages. This is what is described as a bounce, and it offers some less-than-good implications—depending on a few different factors.

What Can a Bounce Signify?

Frankly, that depends.

In terms of how bounce rate has traditionally been approached, it tends to mean a few things. As we've established, bounce rate is the percentage of single-engagement visits to your website. In layman's terms, it signifies how many people came to your website, stayed on whatever page they landed on, and clicked back out of your website. By collecting this percentage, Google gets the idea that the webpage didn't

offer what the user hoped (or expected) to find.

This sounds bad, right? Bounce rate, however, isn't such a one-or-the-other consideration.

Bounces Aren't Always Bad

The problem with how bounce is measured brings up some potentially misleading flaws that contribute to the widespread belief that "high bounce rates = bad." The truth of the matter is that a high bounce rate can often be a non-issue, if not a good thing, based on the goal of the website.

Granted, bounce rate can be a sign that ineffective content is present on the page, or there are issues with its accessibility, or that the content on the page isn't accurately reflected by the keywords that led the user there. However, single-page...



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Want Great Custom Content? Spice Up Your Syndicated Content!

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How Your MSP Can Benefit From Syndicated Content

The goal of MSP-focused content is to establish you as the local IT expert who can answer clients' questions and support their businesses. Your content may be the only first impression you will have with potential customers.

If you are blogging regularly, and offering great insight and tips for free on your website, it will give a very good impression to a prospect. It also feeds into how Google sees you and builds authority. Content is critical to your MSP marketing and ultimate business success.

Syndicated content can provide MSPs with a reliable source of high-quality content that focuses on the services and the support you can offer local businesses. This content can propel your MSP marketing strategies forward by providing

the fuel to drive traffic to your website, your blog, your social media, as well as provide content for promotional emails and even direct mail.

Syndicated Content Needs To Be About You.

Syndicated content is valuable, but its very nature requires that it be generic in order for it to be appropriate for as wide a range audience as possible, hence the syndication. This requires that there are broad strokes when discussing ideas and solutions, as opposed to the more individual and personalized answers which would bring you the best results. However, it doesn't have to stay that way; great syndicated content can be personalized. When you receive syndicated content from a top performer, you aren't forced to 'take what you get'. In fact, you are encouraged to add your own spin to it.

For example, a syndicated blog post about having a business continuity plan in case of a disaster is likely going to be a good post that fits your business. However, it takes on a different level of urgency and value to your readers if you personalize it for your location. If you are about to enter into tornado season, adding a few sentences about that can make all the difference.

The same goes for your case studies. Did you just save a prominent local business when their historic offices on Main Street burned down? Explaining that process and walking the reader through the specific results will bolster the value of that already-good blog post...



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Direct Versus Organic Traffic

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Google Ads.

- Referral: This traffic occurs when a user finds you through a site other than a major search engine, for example, a link on another site.
- Social: Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram
- Other: If traffic does not fit into another source or for some reason can't be tracked to a source, it is considered "Other" traffic

Understanding where traffic comes from is essential to developing a Search Engine Marketing strategy for your MSP website. Remember, the goal of SEO is to drive traffic to your site, so it is important to

understand what is driving the traffic. If you understand where your traffic is coming from, you're better able to develop a marketing strategy to take advantage of what is driving your traffic.

Organic or Direct Traffic; Which Is Better?

Like most marketing, the answer is it depends. Organic traffic is more directly related to SEO; the better you rank for relevant keywords, the more organic traffic you should see. However, the goal of online marketing, of which SEO is a part, is to increase overall traffic. The source is less important if the traffic is high-quality and ultimately provides your business with an essential element you need; conversions. This can take the shape of form completions or phone calls,

as long as they result in qualified leads. While organic traffic is tied to how much your content resonates with your audience, the better "optimized" your content is, the more Google will offer it as a search result. This, in turn, will expose more people to it, increasing the organic traffic your site receives. As direct traffic is the result of people typing your URL directly into the address bar or search engine, they do so because they know your business can provide the answer to their question. This makes direct traffic, traffic that is tied to your brand, or name recognition...



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Twitter... a blogging platform?



Considering that Twitter has the fewest number of users compared to the other social networks they

compete with—a relatively scant 330 million as compared to Facebook's 2.8 billion—it's fair to question if it is worthwhile to invest much time into using it for your marketing. Rest assured, it certainly can be. It all depends on how you utilize it. One effective way to communicate a lengthier message on the platform infamous for short messages is by using a tweet-thread.

Let's go over some of the reasons that Twitter can pay off in terms of your business' marketing and promotion, and then dive into how to put a thread into use.

How Twitter Can Be Used to Boost Your Business

Twitter, like many other social media platforms, can be used very effectively as a means of running a marketing campaign in support of many different goals. Whether you're trying to drum up interest in a new service, share a new

piece of marketing content, or simply engaging with your audience, Twitter is the place to be. After all, unless you invest in Twitter Ads, the platform is free to use. It can potentially serve as a place to offer basic customer support, collect actionable data for your marketing to draw from, or identify criticisms that you can then resolve. On top of all that, it's also another way to broadcast your content (and a link back to your website) to your following.

That being said, with its increased character limit of 280 (although many would still advise you to keep them at 140 characters maximum) it might seem like a poor place for anything more than a brief marketing pitch: *identify problem, offer solution*. However, one method of using Twitter offers an effective means of using it as an outlet for an extended conversation with your audience, or even a place to tell a story.

Using a Twitter Thread

To use its other name, a "tweetstorm" is simply a series of tweets that one person all shares that connect back to one another. By using a thread, you can combine several tweets into one cohesive and collected train of thought. Each of the tweets included in the thread offer a link to see the thread as a whole. Using them, you can share insights, boost your content

by discussing it in detail and linking back to it.

How to Create an Effective Twitter Thread

There are two parts that go into creating a tweetstorm: the actual process that allows you to make one, and the act of writing one that grips the attention of your reader. We'll go over both topics now, starting with the actual creation of a thread.

Writing Your Thread

- 1.Begin by composing your first tweet.
- 2.Once you are satisfied, press the small **plus sign** next to the Tweet button.
- 3.Another space to compose a tweet will appear, allowing you to continue your message.
- 4.Repeat these steps until you have completed your thread, pressing **Tweet all** once you're satisfied.

Of course, you can add all of the different elements Twitter allows its users to feature alongside their tweets by pressing the buttons on the opposite side from the Tweet/Tweet all button. To any of the...



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Putting the Social in Social Media



Recently, we have been sharing insights on some best practices regarding social media. This time, we're going to discuss the primary function of social media: engagement.

Engagement is simply how you interact with your audience and whether or not you are able to develop a relationship with them. Engagement is also one of the most important and resource-consuming aspects of using social media as a tool for marketing and the promotion of your services.

Understanding How Social Media Works

While best practices are to post (depending on platform) multiple times a day, the real work comes in the form of deciding not only what to post, but where to post it. Using social media as a marketing tool, requires you not only post on your own social media, but on other individuals' and business' social media as well. Social media is a conversation between you and your clients, current or potential. Unfortunately for many businesses, social media is used primarily to only to talk to themselves.

Successful social media encourages people to listen and recognize your value as an expert worth listening to. When you post, do you post content which would be considered valuable and worth sharing? Or instead, do you mostly post birthday wishes, cat memes and other content, which while displaying your personality, is also personal and may be of little value to an outside audience? Social media is by nature a place for developing shared experiences.

The fundamental question is how seriously does your business take social media? Social media has grown beyond the days of being a way to just keep in touch with distant relatives and old school mates. Now it is the primary means of communication between society and businesses.

Many Options to Choose From

There are a wide variety of social media platforms available. The one thing to recognize is there is no shortage of opportunities to get your message out to interested parties. You just need to take the time to determine which platform is best for you. For example, if you're providing instruction, then a visual based platform such as YouTube may be a better fit than a webpage with a wall of text.

Social media platforms can be broken down into four basic areas:

- **Social Networking:** Facebook, LinkedIn, Google+
- **Microblogging:** Twitter, Tumblr
- **Photo Sharing:** Instagram, Pinterest
- **Video Sharing:** YouTube, Periscope

These listings are just a small example, there are many more platforms out there. While they may be different in execution and design, all social media can be used to drive traffic to your website or landing page. Once there, you have a greater chance to convert visitors into clients; but you have to get them there first. Unfortunately, there's no magic bullet, but if you promote it and provide value, they will come...



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