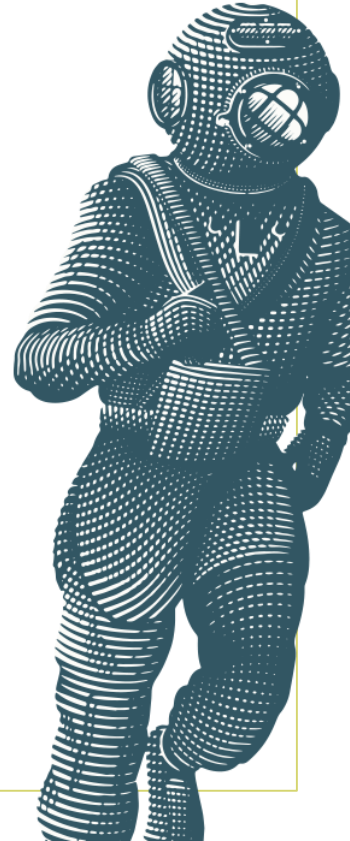


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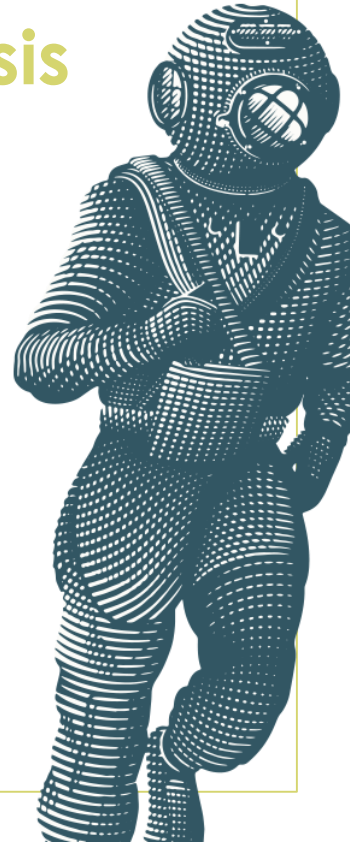
**THE
DISCOVERY
AGENCY**



University of Redlands Center for Business GIS and Spatial Analysis Speaker Series

September 20, 2016

PACIFIC[®]



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Targeted Digital Marketing A Defense Against Retail Disruption

Seann G. Bernshaw
Chief Data Scientist
PACIFIC Digital Group

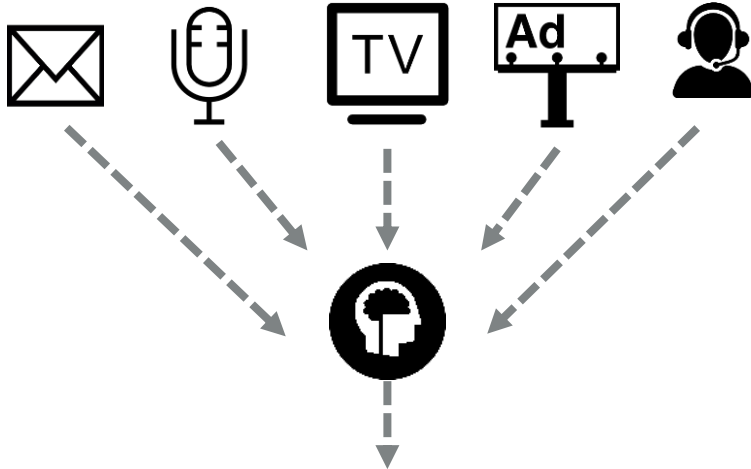
Digital Marketing Search Engine Optimization

SEO is an Inbound Marketing Channel



To understand SEO, you must first understand the distinction between outbound and inbound marketing.

With **outbound marketing**, advertisers try to cast their message as wide as possible in hopes it will reach its intended audience.



Inbound marketing is more targeted. It enables you to get your message “found” by folks who are already researching or shopping for your unique set of products and services.



What is SEO



Beyond achieving favorable rankings in search engines, SEO is a marketing discipline that aims to increase brand discovery and engagement across any digital channel where people may be searching for that brand's products and services.

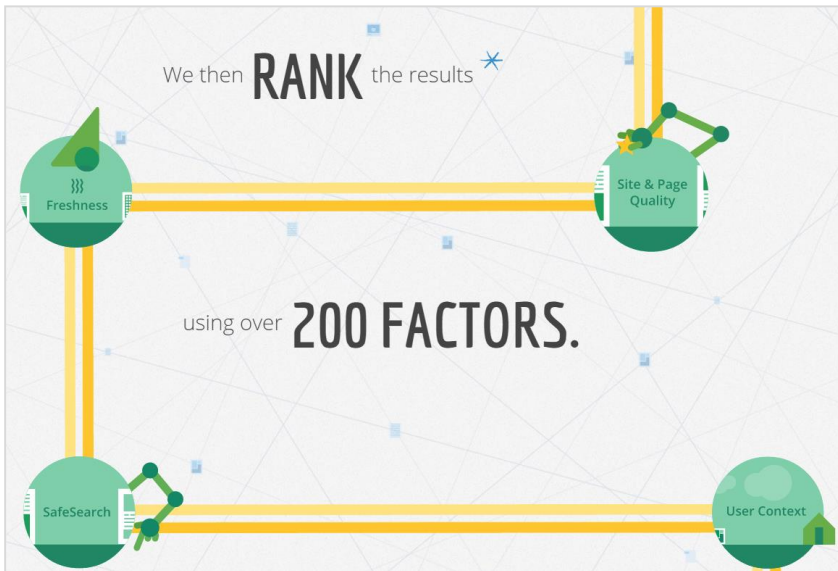
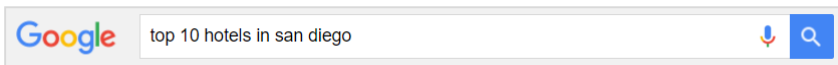


Google search results for "top vacation spots". The search bar shows "top vacation spots" and the Google logo. Below the search bar, there are tabs for "All", "News", "Images", "Shopping", "Maps", "More", and "Search tools". The results show "About 46,900,000 results (0.54 seconds)". The top result is "Top Vacation Spots - Travel Channel" with the URL "www.travelchannel.com/interests/travel-tips/.../top-10-vacation-spots" and a description: "Plan your next trip to one of Travel Channel's top vacation spots, including New York City, Paris, Orlando and Las Vegas." The second result is "Top 10 Vacation Spots - Travel Channel" with the URL "www.travelchannel.com/interests/travel-tips/.../top-10-vacation-spots" and a description: "Plan the ultimate vacation at these top 10 vacation spots around the world." The third result is "20 Best Places to Visit in the USA | U.S. News Travel".

YouTube search results for "top vacations spots". The search bar shows "top vacations spots" and the YouTube logo. The results show a list of videos. The first video is "Adventures by Disney®" with a description: "Family Vacations Around the World. Request a Free Brochure Now!". The second video is "A BEAUTIFUL EVENING IN KYOTO" by Discover Kyoto with 256,344 views and a description: "Exciting Gion Festival at night. Beautiful colorful Yukata." The third video is "Top 10 Vacation Spots in The World" by MindChop TV with 4 months ago and 78,130 views and a description: "From Bora Bora to Las Vegas, we count down Top 10 Vacations in The World." The left sidebar shows navigation options like Home, My Channel, Trending, Subscriptions, History, and Watch Later. The bottom shows a list of subscriptions including "Al Jazeera English".

Pinterest search results for "top vacation spots". The search bar shows "top vacation spots" and the Pinterest logo. Below the search bar, there are tabs for "In USA", "In The Us", "Bucket Lists", "Honeymoon Destinations", "Beach", "Places To Visit", "Trips", and "National Parks". The results show a grid of pins. The first pin is "In USA" with a description: "A beautiful evening in Kyoto". The second pin is "A BEAUTIFUL EVENING IN KYOTO" with a description: "Exciting Gion Festival at night. Beautiful colorful Yukata." The third pin is "Top 10 Vacation Spots in The World" with a description: "From Bora Bora to Las Vegas, we count down Top 10 Vacations in The World." The bottom shows a list of pins including "All Pins", "Your Pins", and "Pinners".

Search Engines Are the Most Important Channel for SEO



Top 10 oceanfront hotels in San Diego | DiscoverSD.com

www.discoverSD.com/news/2013/may/16/stay-top-10-oceanfront-hotels-in-san-diego/ ▾

May 16, 2013 - Stay: **Top 10 oceanfront hotels in San Diego**. Discover the **best beach hotels** and resorts in **San Diego**. By Michelle Dederko 2:05 p.m. May 16, ...

The 6 Best Luxury Hotels in San Diego | Oyster.com

www.oyster.com/san-diego/hotels/roundups/luxury-hotels-in-san-diego/ ▾

Oyster knows what luxury travelers look for in their **hotels**. When we review luxury properties around the world, we evaluate how every feature stacks up against ...

Best Hotels in San Diego | Travel + Leisure

www.travelandleisure.com/slideshows/best-hotels-in-san-diego ▾ Travel + Leisure ▾

Best Hotels in San Diego. **Best Hotels in San Diego**: Hotel del Coronado. **San Diego ... Best Ways to Sleep on an Airplane** Travel Channel, powered by ...

Best 5 Star Hotels in San Diego, CA | Expedia

www.expedia.com ▾ ... ▾ California ▾ San Diego Hotels ▾ Expedia ▾

Located near the beach, this family-friendly **hotel** is within 6 mi (10 km) of Torrey ... THE US GRANT, a Luxury Collection **Hotel**, **San Diego** - **San Diego Hotels**.

San Diego Five Star Resorts | Rancho Valencia – Awards | San Diego ...

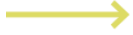
www.ranchovalencia.com/about/luxury-san-diego-hotel-awards ▾ Rancho Valencia ▾

Boutique **Hotel** Awards | The Americas' **Best Culinary Hotel** | November 2014 ... Organic Spa Magazine | **Top 10 Organic Spas** | August/September 2013 ... **San Diego Magazine** | **Best of North County San Diego**: "**Best \$30-mil Makeover**" | May ...

Awesome resource to learn how Google's search engine works:

<https://www.google.com/insidesearch/howsearchworks/thestory/>

SEO at its Simplest



Search engine visibility can be influenced by two major ranking factors



Content Relevancy

It Begins with Knowing What Your Audience Is Looking For



There are several methods to help us better understand audience behavior on the web:

Keyword Research

Identifying popular (high volume) search terms and phrases relevant to your brand's products and services.

Social Listening

Uncover recurring themes, frequently asked questions, and discussion topics related to your brand or vertical.

User Journey

Defining your audience's needs as it relates to a product or service can have the most impact on your SEO and content strategy. This can be accomplished through focus groups and consumer surveys. Often times however, the easiest way is through creative thinking and putting yourself in your audience's shoes.



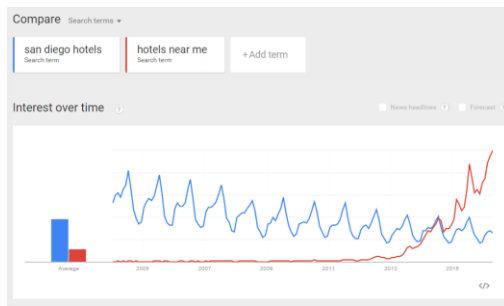
Keyword Research



Google Keyword

Search terms	Avg. monthly searches	Competition	Suggested bid	Add imp. when	Add to plan
sydney hotels	1,600	High	\$5.33	-	»
sydney accommodation	329	High	\$6.16	-	»
hotels in sydney	1,600	High	\$5.30	-	»
cheap accommodation sydney	110	High	\$5.20	-	»
cheap hotels in sydney	210	High	\$4.17	-	»
sydney hotel deals	50	High	\$8.36	-	»

Google Trends



Google Auto Suggest

- san diego hotels
- san diego hotels downtown
- san diego hotels cheap
- san diego hotels on the beach

ABOUT 69,100,000 RESULTS (0.65 SECONDS)

Competitive Research

hipmunk Flights Hotels Cars Packages Deals

What Budget Hotels Are Available in San Diego?

Finding cheap hotels in San Diego is relatively easy. From large chain companies to smaller, independently owned properties, there are plenty to choose from, and many offer great amenities like free Wi-Fi. Business travelers will appreciate the central location and easy airport access of the Travelodge San Diego Downtown Convention Center, while families wanting to visit the zoo will love the Mission Valley Resort. Other great options under \$65 per night include Americas Best Value Inn Loma Lodge (Sea World/Old Town), The West Park Inn, and for travelers and backpackers looking to make friends, USA Hostels San Diego Downtown.

What Luxury Hotels Are Available?

From beach side resorts to swanky downtown hotels, there are plenty of luxury properties to choose from in San Diego. The Grand Hyatt San Diego is a beautiful luxury resort in the city center overlooking the coast. The Omni San Diego Hotel is an upscale hotel that's popular with business travelers and sports fans, as it is part of the PETCO Park Complex that houses the San Diego Padres. Beach lovers will appreciate the Hilton San Diego Resort and Spa and the Paradise Point Resort and Spa. Additional favorites include the Westin San Diego and the Westin San Diego Gaslamp Quarter, which is one of the city's landmark hotels.

Are there Airbnbs in San Diego?

Travelers looking to meet locals or searching for cheap hotels in San Diego should consider an Airbnb rental. There are single rooms starting as low as \$35 per night to entire houses or apartments for a few hundred dollars. For larger groups, there is even an ocean view estate that can fit multiple families (up to 16 people) for a little over \$2,500 for four nights. As with hotels, there is a large variety of Airbnb options throughout the different neighborhoods of San Diego.

What Boutique and Independent Hotels are in San Diego?

You'll find a large variety of boutique hotels in San Diego, ranging from antique B&Bs to welcoming beach hotels. Britt Scipps Inn, a beautiful historic hotel, is a local favorite and ranked as one of the top 10 B&Bs in the United States. Another popular historic boutique hotel is the Sofa Hotel, complete with modern touches like a spa and yoga studio. Beach lovers should check out the Pacific Terrace Hotel, while those considering staying in the swanky La Jolla neighborhood should consider the Empress Hotel of La Jolla or the Grand Colonial Hotel in La Jolla.

<https://adwords.google.com/ko/KeywordPlanner/Home>

<https://www.google.com/trends/>

Optimizing for Content Relevancy



There are multiple ways to improve the content relevancy of your site.



Semantic Relevancy

Reinforce your most important keywords and their synonyms.



Content Depth

Provide adequate details around your topic.



Content Breadth

Serve a wide of breadth of related topics.



Matches User Intent

Provide information users are expecting to find based on their query.



Content Freshness

Regularly update your content to prompt search engines to crawl it more frequently.



Internal Linking

Internally link to your most important content.



Accessible

Remove barriers that could prevent search engines from finding your content.



Experience

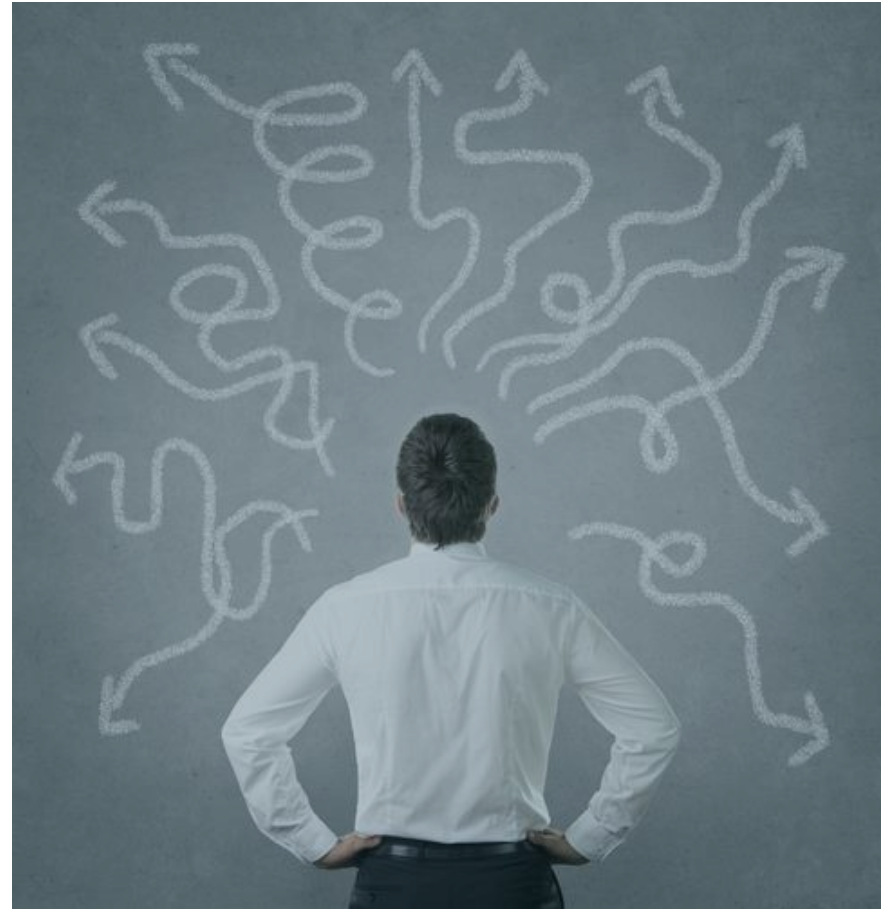
Better functionality, clear calls-to-action, and more engaging content.

Content Strategy



In addition to targeting popular and relevant search terms, our content should:

- prompt the user to take action.
- engage the reader on an emotional level.
- address the implied intent of the user who lands on that content and address the questions, desires, fears, and anxieties they may associate with a given topic.
- ladder to the larger story-telling approach the brand aspires to deliver across all digital touchpoints.



Building on a Strong Technical Foundation



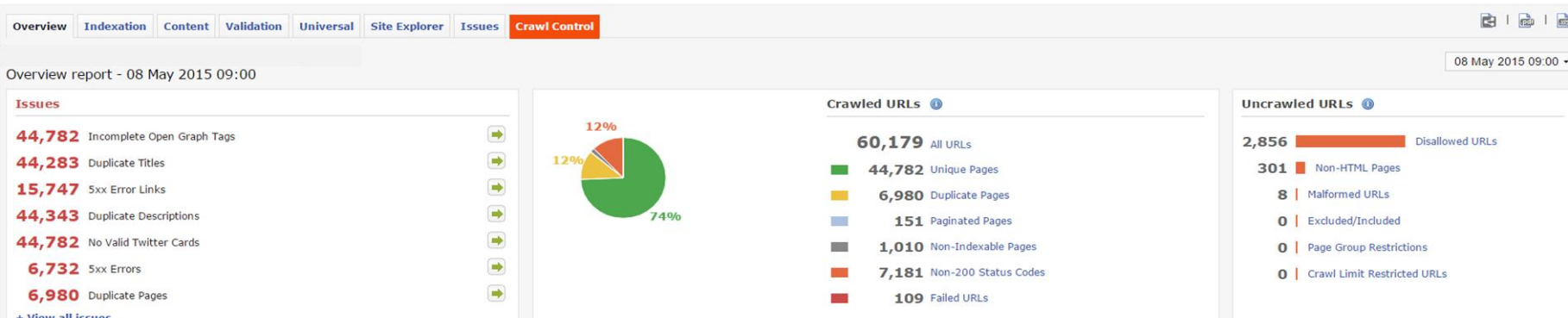
The SEO team is constantly monitoring our clients' websites for technical roadblocks that prevent search engines from finding or attributing value to our content. These include:

Server Errors: Pages that can no longer be found or loaded in the browser.

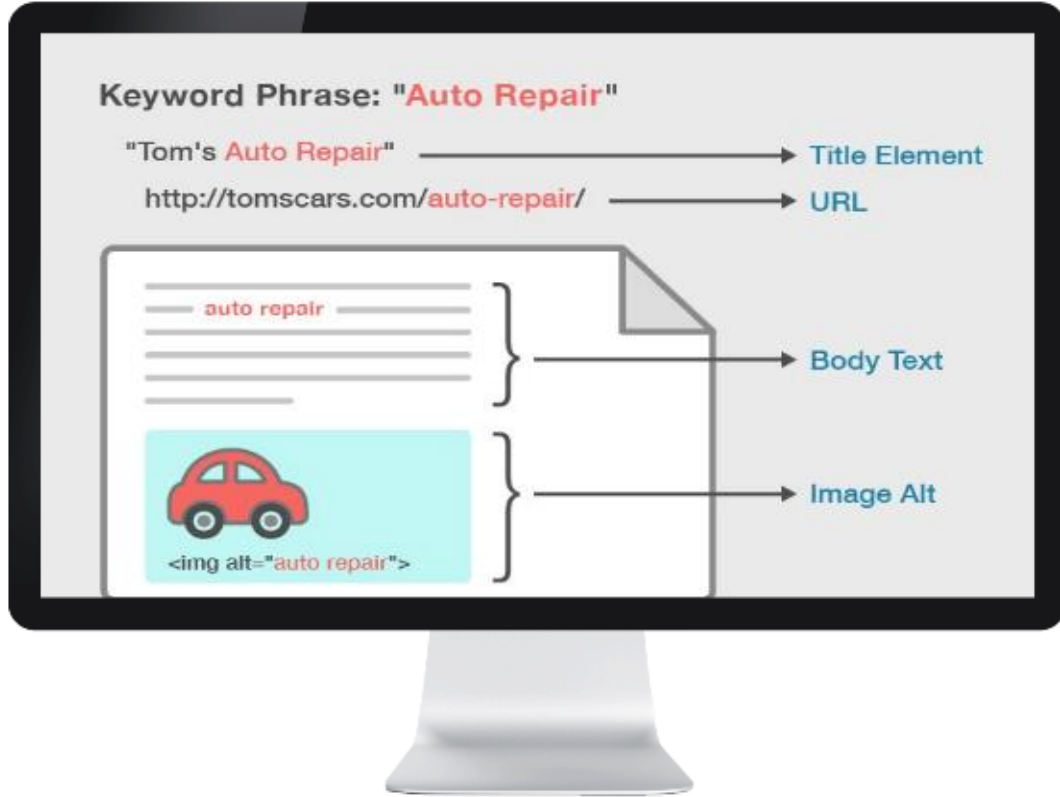
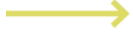
Duplicate Content: Search engines may attribute less value to our content if it's repeated throughout the web or even within our website.

NoIndex Directives: Special tags used to prevent search engines from indexing low-value content are sometimes accidentally applied to important pages.

NoFollow Links: Special tag to prevent search engines from passing link value to specific pages may be incorrectly applied to important links on your website.



Keyword Usage



Title Tags



The Title tag defines the title of a web page. Title tags are one of the most important elements that search engines use to discern the keyword relevancy of a web page. Also, the page title is the most prominent feature of a webpage when it appears in search engine results pages.

```
<head>
```

```
<title>Top 10 San Diego Hotels from $40/night | Expedia</title>
```

```
</head>
```

Top 10 San Diego Hotels from \$40/night | Expedia

www.expedia.com › ... › United States of America › California › Expedia ▾

Cheap Hotels in San Diego. Manchester Grand **Hyatt** San Diego. 1 Market Pl, San Diego 92101 4.0 out of 5. Town and Country Resort & Convention Center. The Sofia Hotel. Travelodge San Ysidro. Bristol Hotel. **Country Inn & Suites** by Carlson-San Diego North. **Hilton** San Diego Bayfront. **Motel 6** San Diego Mission Valley East.

Title tags are most effective when they:

- mention your highest priority keyword targets as close to the front of the title as possible
- offer a unique value/selling proposition
- include a call-to-action or communicates a sense of urgency to compel users to click-through and visit your site

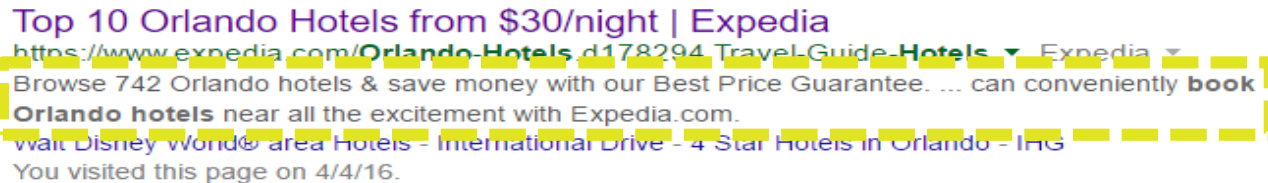
Meta Descriptions



The **Meta Description tag** is an HTML attribute that provides a concise description of the contents on a web page.

This description often appears below the page title in search engine results pages. Optimizing the Meta Description tag can improve click-through rates to your website from those results pages.

```
<head>  
<meta name="description" content=" Browse 792 Orlando hotels & save money with our Best Price Guarantee. Read user reviews of over 271,000 hotels worldwide. No Expedia cancellation fee.">  
</head>
```



Meta Descriptions are most effective when:

- all pages on your site have their own unique, keyword-rich Meta Description that summarizes the contents of that page in 150 characters or less
- they contain a call-to-action & value proposition

Header Tags

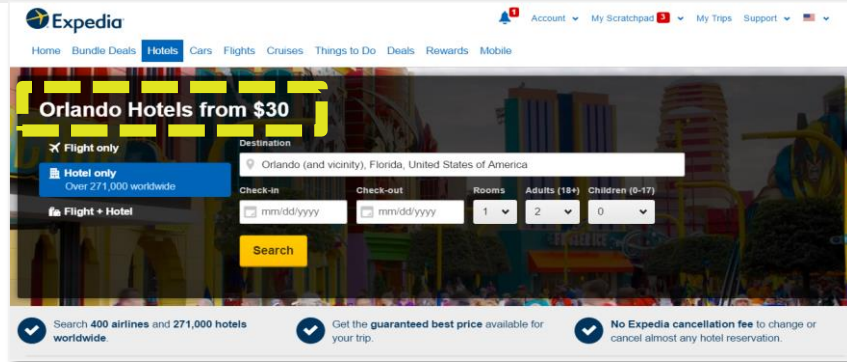


Header tags are used to define HTML headings. For SEO, the H1 tag is the most important heading for improving keyword relevancy on a webpage.

```
<body>
```

```
<h1>Orlando Hotels from $30</h1>
```

```
</body>
```



Tips on Headers:

- All pages on the websites should have a unique H1 tag (pages should only have a single H1 Tag)
- When inserting additional header tags to a page, apply a content hierarchy using header tags (H2 – H6). Having multiple H1 tags on a single page may adversely affect that page's relevancy for its target keyword phrase

The PACIFIC Keyword Assignment (KWA)



The KWA is a process document we use to provide clarity to the content team on the highest priority words and phrases that we want to rank for on a given page.

- The KWA should only supplement the face-to-face collaboration necessary for SEO and Content to effectively work together. We cannot rely on it alone to produce high quality content.
- The mandatory phrases and themes are only a starting point. Content writers are encouraged to incorporate synonyms and semantically relevant themes.

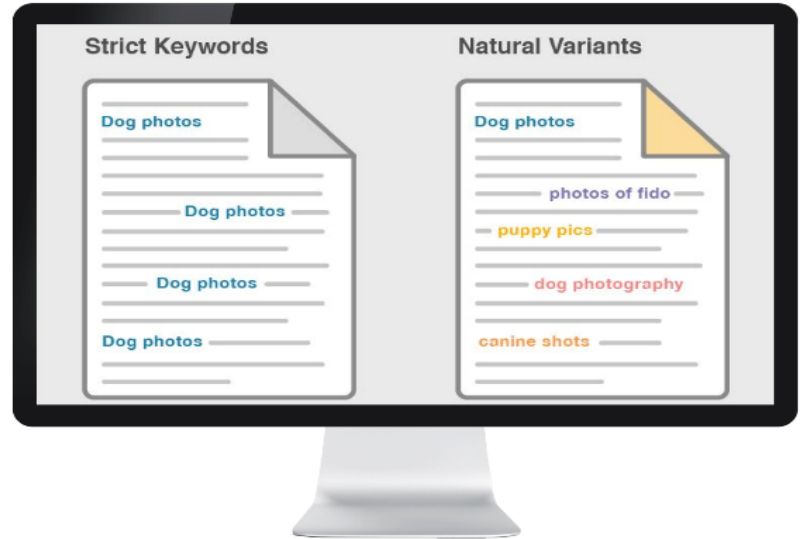
Target URL Indicates where content will be published.	Target URL http://www.client.com/example-url																		
Keywords Keyword Themes and Modifiers show a selection of targeted keywords to be incorporated naturally into body content. Mandatory keyword phrases must be included in the text at a minimum.	KEYWORDS <table border="1"><thead><tr><th>Keyword Theme:</th><th>Srch/Mo:</th><th>Keyword Modifiers (optional):</th></tr></thead><tbody><tr><td>1 Cheap hotels in San Diego</td><td>1</td><td>1 Modifier1</td></tr><tr><td>2 Keyword Theme</td><td>1</td><td>2 Modifier2</td></tr><tr><td>3 Keyword Theme</td><td>1</td><td>3 Modifier3</td></tr><tr><td>4 Keyword Theme</td><td>1</td><td>4 Modifier4</td></tr><tr><td>5 Keyword Theme</td><td>1</td><td>5 Modifier5</td></tr></tbody></table>	Keyword Theme:	Srch/Mo:	Keyword Modifiers (optional):	1 Cheap hotels in San Diego	1	1 Modifier1	2 Keyword Theme	1	2 Modifier2	3 Keyword Theme	1	3 Modifier3	4 Keyword Theme	1	4 Modifier4	5 Keyword Theme	1	5 Modifier5
Keyword Theme:	Srch/Mo:	Keyword Modifiers (optional):																	
1 Cheap hotels in San Diego	1	1 Modifier1																	
2 Keyword Theme	1	2 Modifier2																	
3 Keyword Theme	1	3 Modifier3																	
4 Keyword Theme	1	4 Modifier4																	
5 Keyword Theme	1	5 Modifier5																	
Meta Optimization Overall theme of a URL viewed by search engines, which will be added during the upload stage.	MODIFIERS AND NEGATIVE KEYWORDS <table border="1"><thead><tr><th>Mandatory Keyword Phrase(s):</th><th>Srch/Mo:</th><th>Negative Keyword Phrase(s):</th></tr></thead><tbody><tr><td>1 Keyword Phrase</td><td>1</td><td>1 Negative Keyword1</td></tr><tr><td>2 Keyword Phrase</td><td>1</td><td>2 Negative Keyword2</td></tr><tr><td>3 Keyword Phrase</td><td>1</td><td>3 Negative Keyword3</td></tr><tr><td>4 Keyword Phrase</td><td>1</td><td>4 Negative Keyword4</td></tr><tr><td>5 Keyword Phrase</td><td>1</td><td>5 Negative Keyword5</td></tr></tbody></table>	Mandatory Keyword Phrase(s):	Srch/Mo:	Negative Keyword Phrase(s):	1 Keyword Phrase	1	1 Negative Keyword1	2 Keyword Phrase	1	2 Negative Keyword2	3 Keyword Phrase	1	3 Negative Keyword3	4 Keyword Phrase	1	4 Negative Keyword4	5 Keyword Phrase	1	5 Negative Keyword5
Mandatory Keyword Phrase(s):	Srch/Mo:	Negative Keyword Phrase(s):																	
1 Keyword Phrase	1	1 Negative Keyword1																	
2 Keyword Phrase	1	2 Negative Keyword2																	
3 Keyword Phrase	1	3 Negative Keyword3																	
4 Keyword Phrase	1	4 Negative Keyword4																	
5 Keyword Phrase	1	5 Negative Keyword5																	
Element Optimization The headers and overall elements that make up the structure of the page that are optimized based on keyword targets.	META OPTIMIZATION <p>Current Title Tag Content placeholder</p> <p>Proposed Title Tag Content placeholder</p> <p>Current Meta Description Content placeholder</p> <p>Proposed Meta Description Content placeholder</p> <p>H1 Content placeholder</p> <p>H2 Content placeholder</p>																		
Cross-Linking Indicates a link to a different page or site. Crosslinks are included in the body content through the most natural-sounding phrases.	CROSS-LINKING OPPORTUNITIES <table border="1"><tbody><tr><td>Mandatory Opportunity 1: http://domain.com/example-url</td><td>Replace this with Anchor Text</td></tr><tr><td>Mandatory Opportunity 2: http://domain.com/example-url</td><td>Replace this with Anchor Text</td></tr></tbody></table>	Mandatory Opportunity 1: http://domain.com/example-url	Replace this with Anchor Text	Mandatory Opportunity 2: http://domain.com/example-url	Replace this with Anchor Text														
Mandatory Opportunity 1: http://domain.com/example-url	Replace this with Anchor Text																		
Mandatory Opportunity 2: http://domain.com/example-url	Replace this with Anchor Text																		
Body Content Tag copy for your URL. Text is written to provide readers and search engines alike with meaningful verbiage. We incorporate keyword phrases, modifiers, and crosslinks when	BODY CONTENT OPTIMIZATION <p>Content Requirements: 300 -/block</p> <p>Headline: Cum sociis natoque penatibus et.</p> <p>Body:</p> <p>Maecenas faucibus mollis interdum. Etiam porta sem malesuada magna mollis euismod. Etiam porta sem malesuada magna mollis euismod.</p> <p>Nulla vitae elit libero, a pharetra augue. Donec id elit non mi porta gravida at eget metus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla vitae elit libero, a pharetra augue.</p> <p>Donec ullamcorper nulla non metus auctor fringilla. Donec id elit non mi porta gravida at eget metus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur</p>																		

Synonyms and Close Variants



Google's own research shows that synonyms actually play a role in up to 70% of searches.

Search engines possess vast quantities of synonyms and close variants for billions of phrases, which allows them to match content to queries even when searchers use different words than your text.



Content Consolidation Vs. Fragmentation

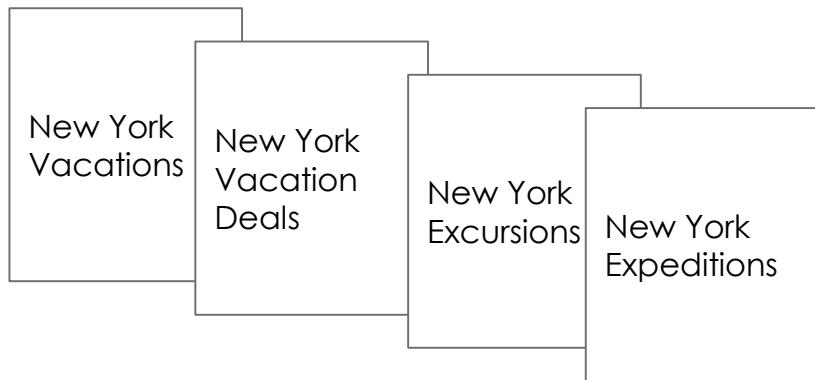


The Old (Outdated) SEO Philosophy:

In the old days, SEO's would fragment the contents of their sites across as many pages as possible because hyper-targeting a page to a singular keyword phrase could improve your chances of ranking for that phrase.

It didn't matter how similar or closely tied the pages were or how shallow the content was on those pages.

The more pages you published, the better!



Current Best Practice:

Now more than ever, the quality of your content is evaluated by how robust and well-written it is. **Today,**

Google rewards:

- **More robust content experiences:** We should aim to produce longer form pieces that provide relevant meaningful information (Note: we should NOT inject fluff for the sake of word count).
- **Keyword diversity:** Although keyword frequency still plays a role in organic visibility, search engines evaluate pages based on the synonyms, keyword diversity, and contextual associations you employ to enrich your content.
- **Content freshness:** To search engines, this could signify that the information on the page should be crawled and served out more frequently to searchers.

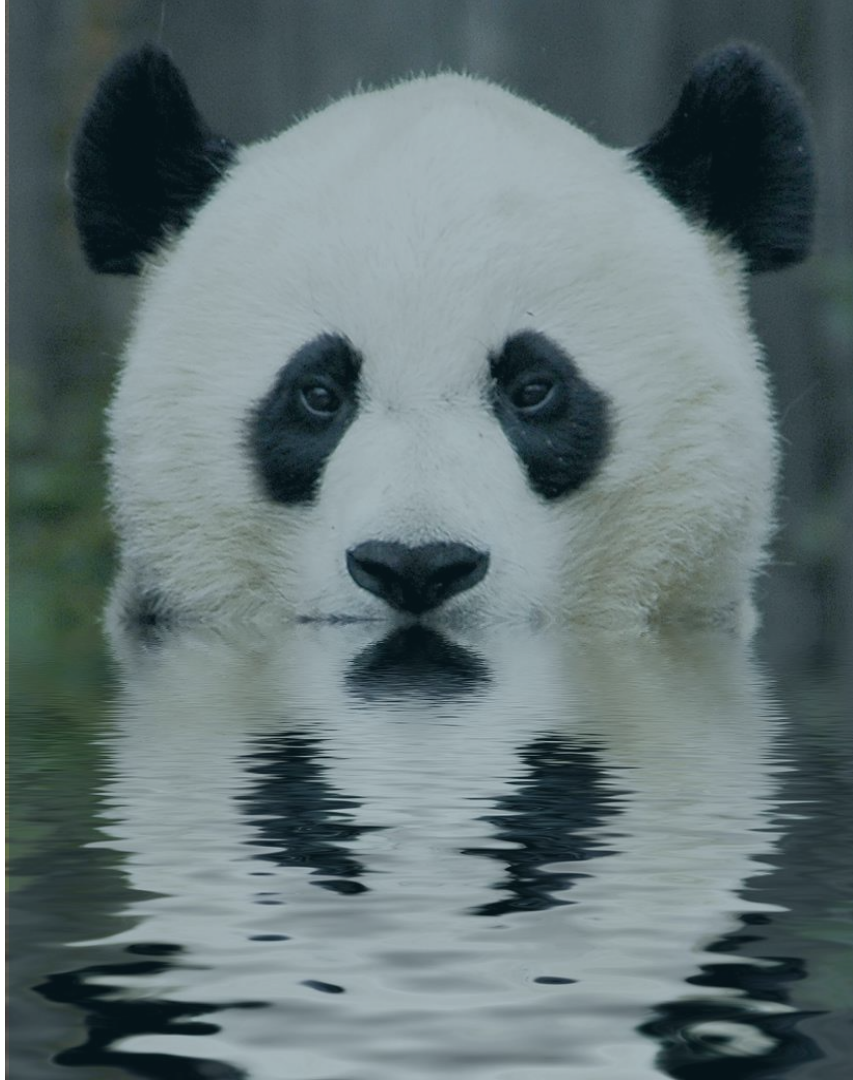
Beware of the Panda



Google's Panda Update is a search filter introduced in February 2011 meant to stop sites with poor quality content from working their way into Google's top search results. - Search Engine Land

These algorithm updates seek to penalize low-quality, shallow content pages that provide little-to-no-value to users.

It's also important to remember that although the majority of spam content removal is automatic, "Google Quality Raters" examine questionable pages by hand and can take **MANUAL ACTION**.



Authority

What is Authority?



Domain/Page Authority is the Level of Trust Search Engines Attribute to Your Brand

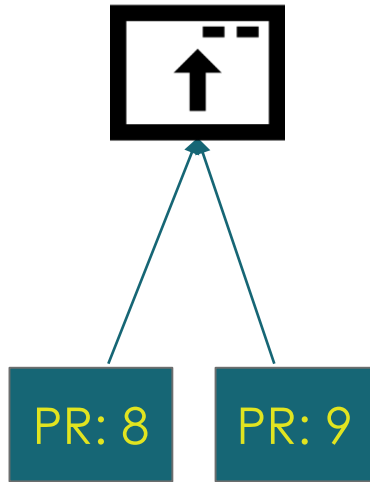
Search engines rely on multiple signals to determine trust including the following:

1. **Link Quantity:** To search engines, each link pointing to your site/page is treated like an endorsement or vote of confidence towards the quality, usefulness, and value of your site/page.
2. **Link Quality:** Receiving fewer links from higher quality sources is more valuable than a greater number of links from lesser quality sites.
3. **Link Anchor Text:** The words used by others to link to your site can boost your site's search rankings for those words.
4. **Contextual Relevance:** Links count more when the content surrounding the link are relevant to the anchor text of that link and/or the destination landing page on your site.
5. **Brand Mentions:** Search engines can determine a brand's authority for a given topic based on how frequently the brand is mentioned in the context of that topic.
6. **Social Signals:** The direct impact social signals have on content is a hotly debated topic among SEOs. What is clear, however, is that social media success often correlates with greater search engine visibility. Higher social metrics are also an indicator of the content's extended reach which could also drive more traffic to that content.

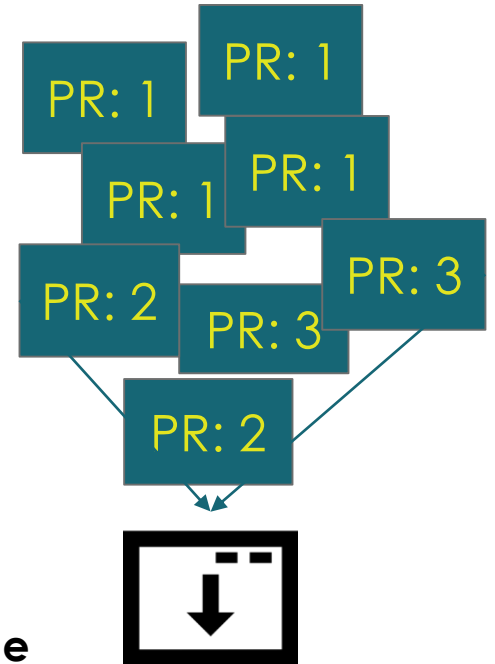
Link Quantity Vs. Quality



PageRank calculates the number and quality of links to a page to estimate its level of importance/authority.



is more valuable than...



Did you know PageRank was named after Larry Page

Gaming the System



Until today many websites try to game the search engine algorithm by building cheap spammy links across the web

The best way to build quality links to your site is by developing amazing content that can easily go viral because of how well it resonates with its intended audience.

directories, low-quality press releases, link wheels, link exchanges, article spinning & syndication, link farms, paid blog networks, site wide side-bar links, site wide footer links, forum spam, comment spam, profile spam, social bookmarking spam, single page websites, buying expired domains, plugins, wordpress themes, badges with exact-match anchor text links, obvious paid link schemes

Beware of the Penguin



Google launched the Penguin Update in April 2012 to better catch sites deemed to be spamming its search results, in particular those doing so by buying links or obtaining them through link networks designed primarily to boost Google rankings.

- Search Engine Land



We've detected that some of the links pointing to your site are using techniques outside Google's [Webmaster Guidelines](#).

We don't want to put any trust in links that are artificial or unnatural. We recommend removing any unnatural links to your site. However, we do realize that some links are outside of your control. As a result, for this specific incident we are taking very targeted action on the unnatural links instead of your site as a whole. If you are able to remove any of the links, please submit a [reconsideration request](#), including the actions that you took.

If you have any questions, please visit our [Webmaster Help Forum](#).

Google May Penalize You for Having an Unnatural Back Link Profile



Your website may be in risk if:

- the majority of your backlinks are exact match keyword pointing to your money pages
- you have too many links pointing to the same landing page (besides your homepage which is the most natural destination for the majority of your links)
- you have too many links from the same types of websites or websites that share certain IP characteristics that could indicate a common relationship across those sites
- too many links exclusively from high 'domain authority' sites

Manual Actions

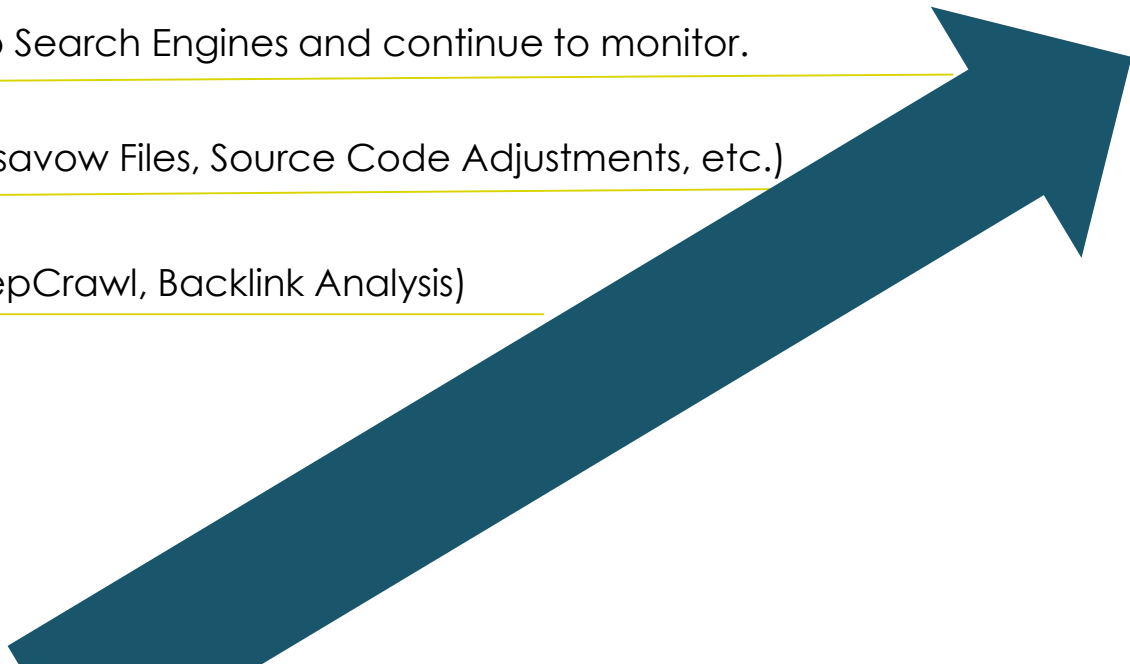


Manual actual penalties have negative implications for any business. They can hurt traffic, conversions, and revenue. Worst of all, your website cannot reap the benefits of new content initiatives and technical optimizations until these manual action penalties are resolved.

3. Resubmit to Search Engines and continue to monitor.

2. Necessary Actions (Disavow Files, Source Code Adjustments, etc.)

1. Comprehensive Audit (GWT, DeepCrawl, Backlink Analysis)

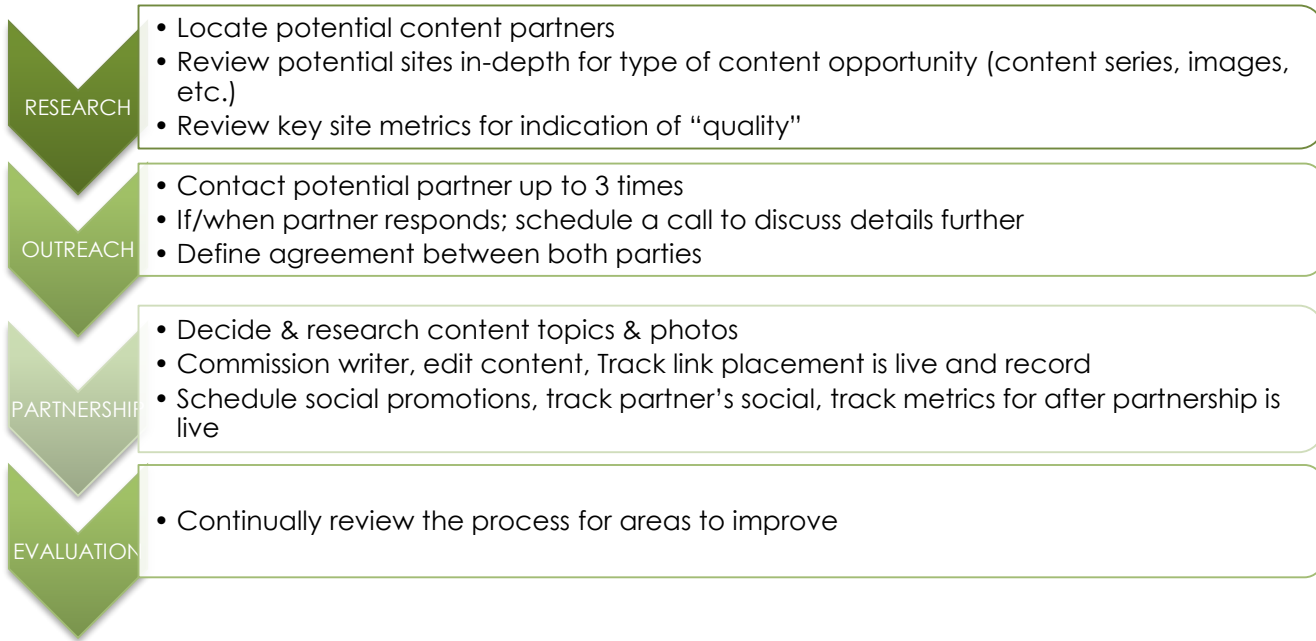


Link Building Process



Back links are a key factor for improving domain authority & keyword rankings

- Link building however, is one of the riskiest tactics in SEO
- Since Google's guidelines are always changing Expedia established a new process of acquiring backlinks

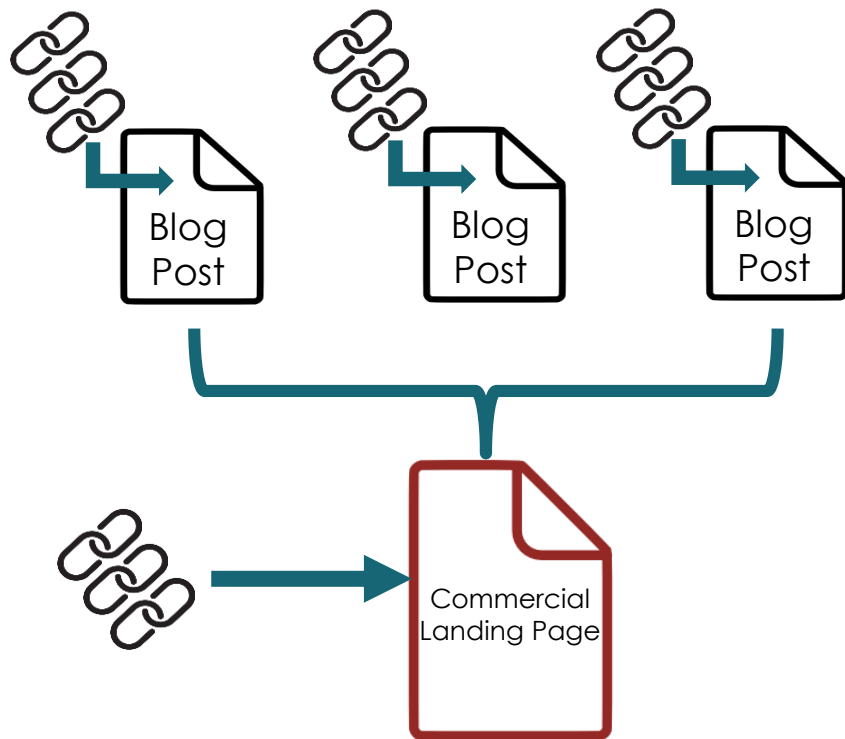


Link Building Model



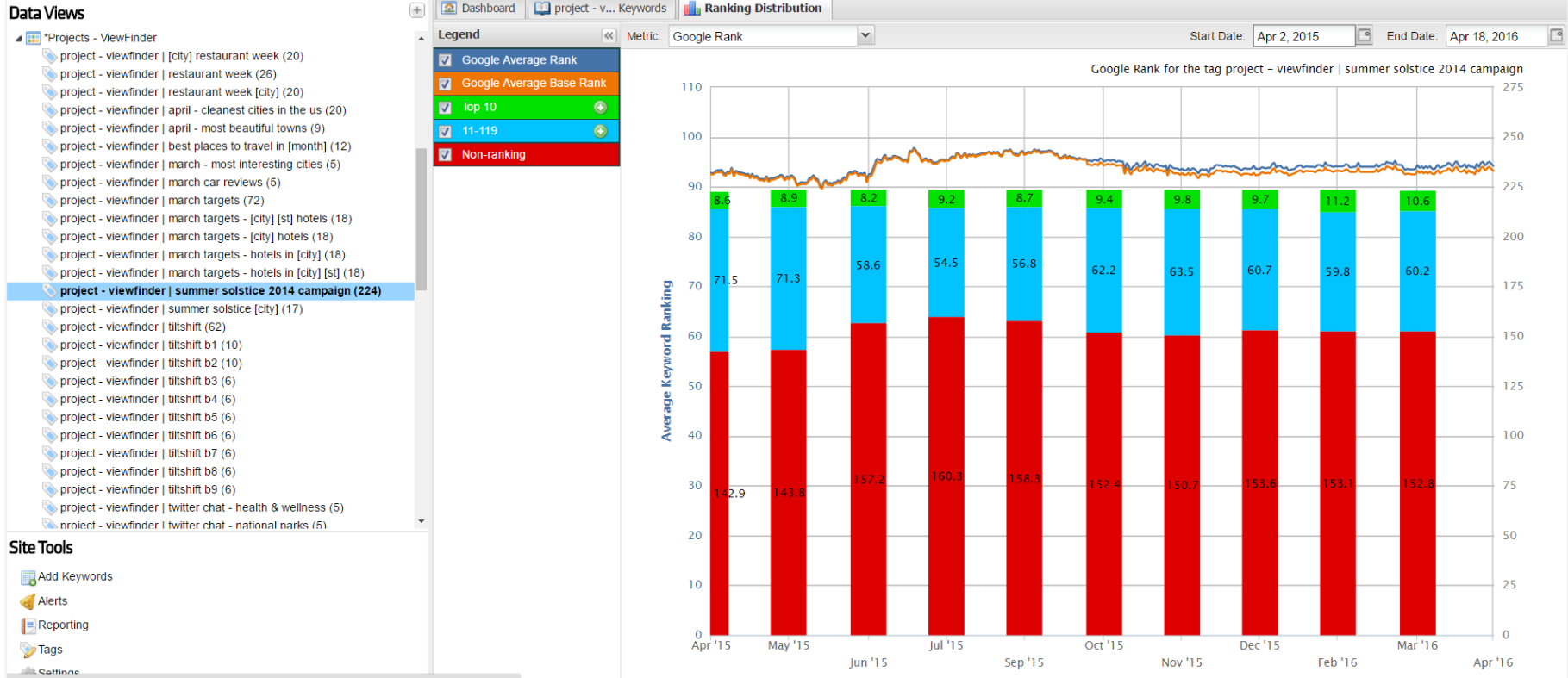
We can't rely on blog posts alone to transfer link equity to our highest priority commercial landing pages.

Instead we need to build campaigns around relevant themes that could justify partnership strategies through which we build links to our editorial content and **commercial landing pages.**



Measuring Performance

Measure Keyword Rankings



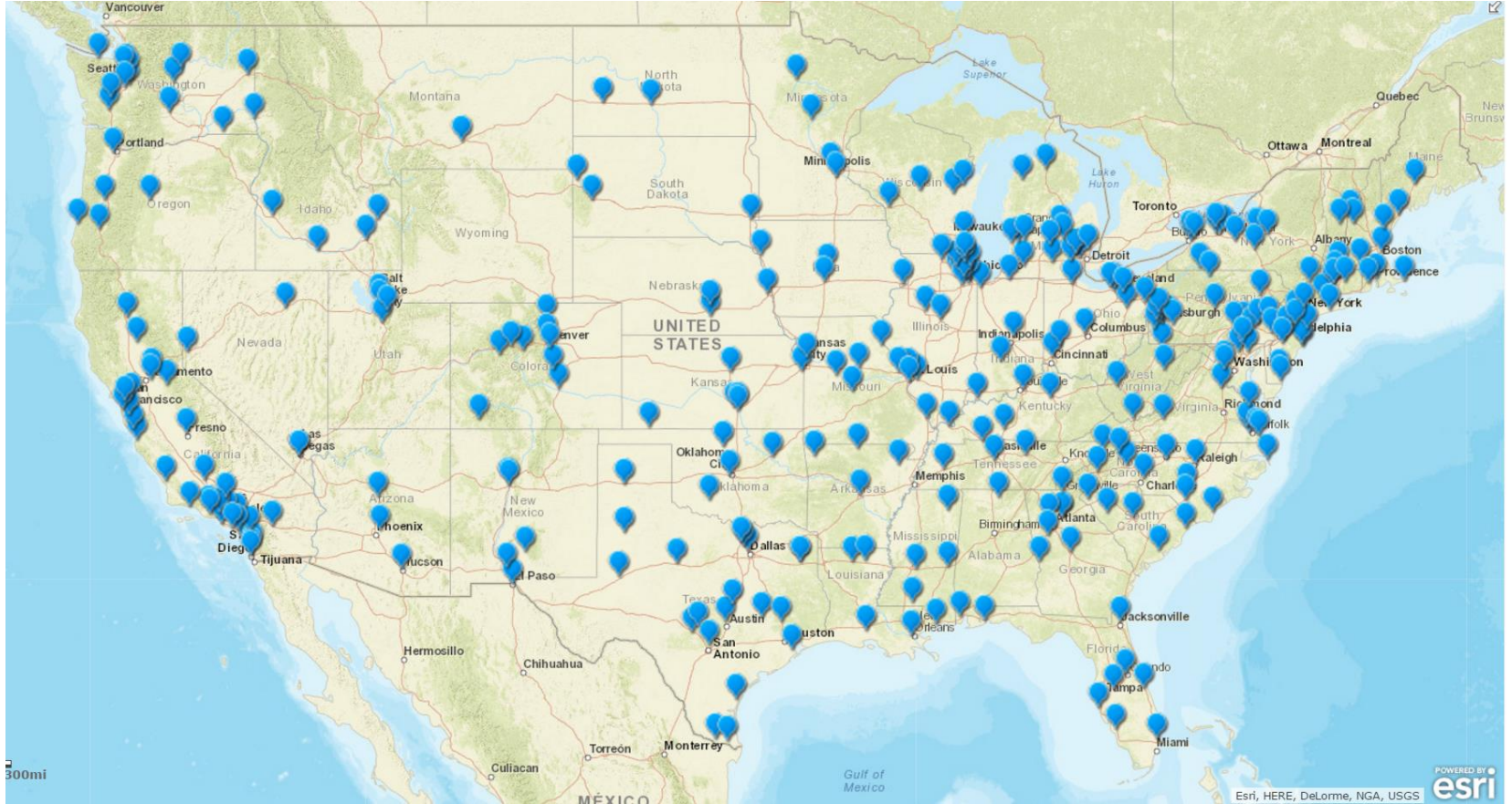
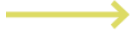
Targeted Digital Marketing A Case Study

Jacuzzi Location Analytics



- **Where are the franchise stores located?**
- **What is the trade area of each franchise?**
- **How do we determine market potential?**
- **How do we focus digital marketing on these markets?**

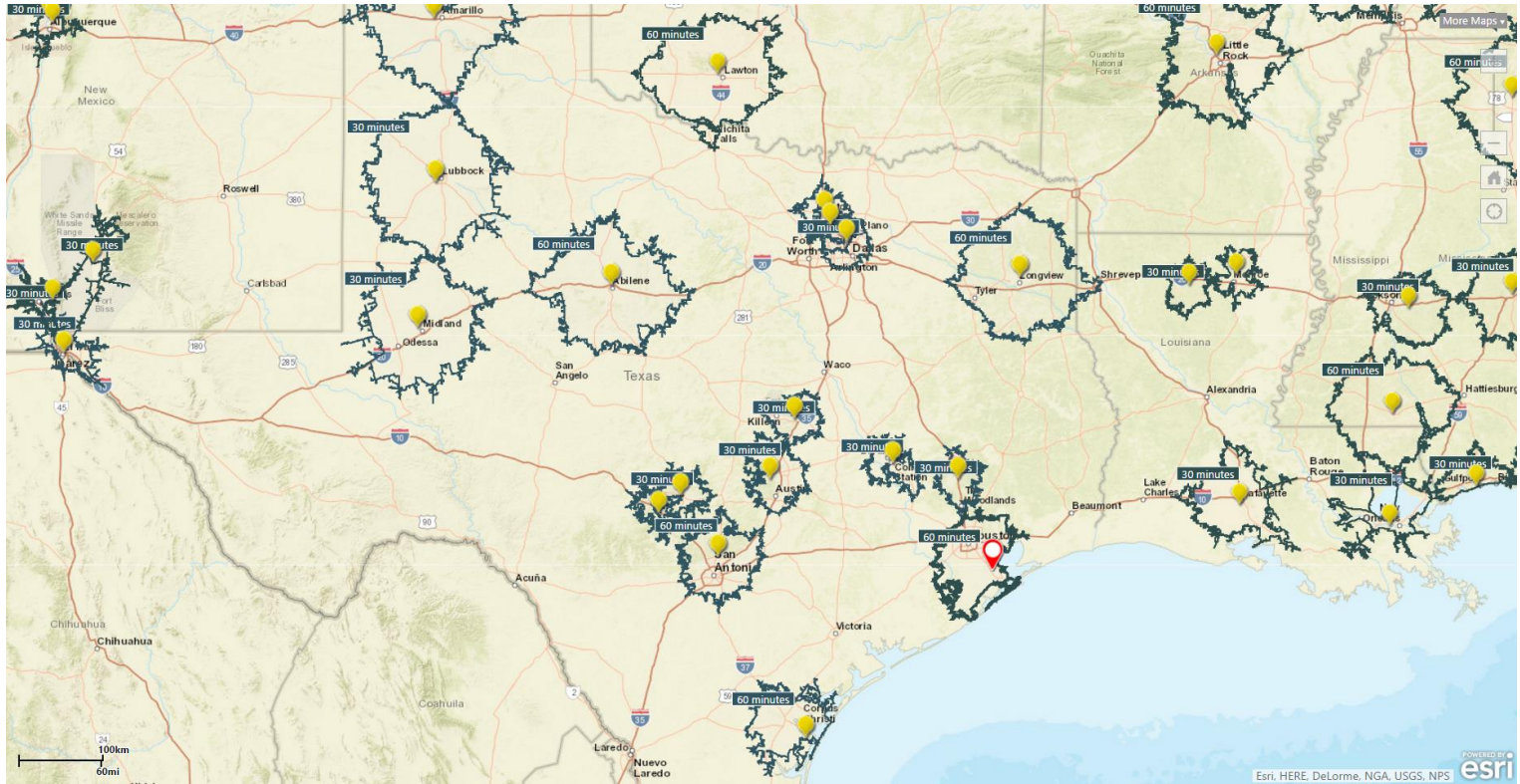
Jacuzzi Dealer Locations



Jacuzzi Dealer Trade Areas



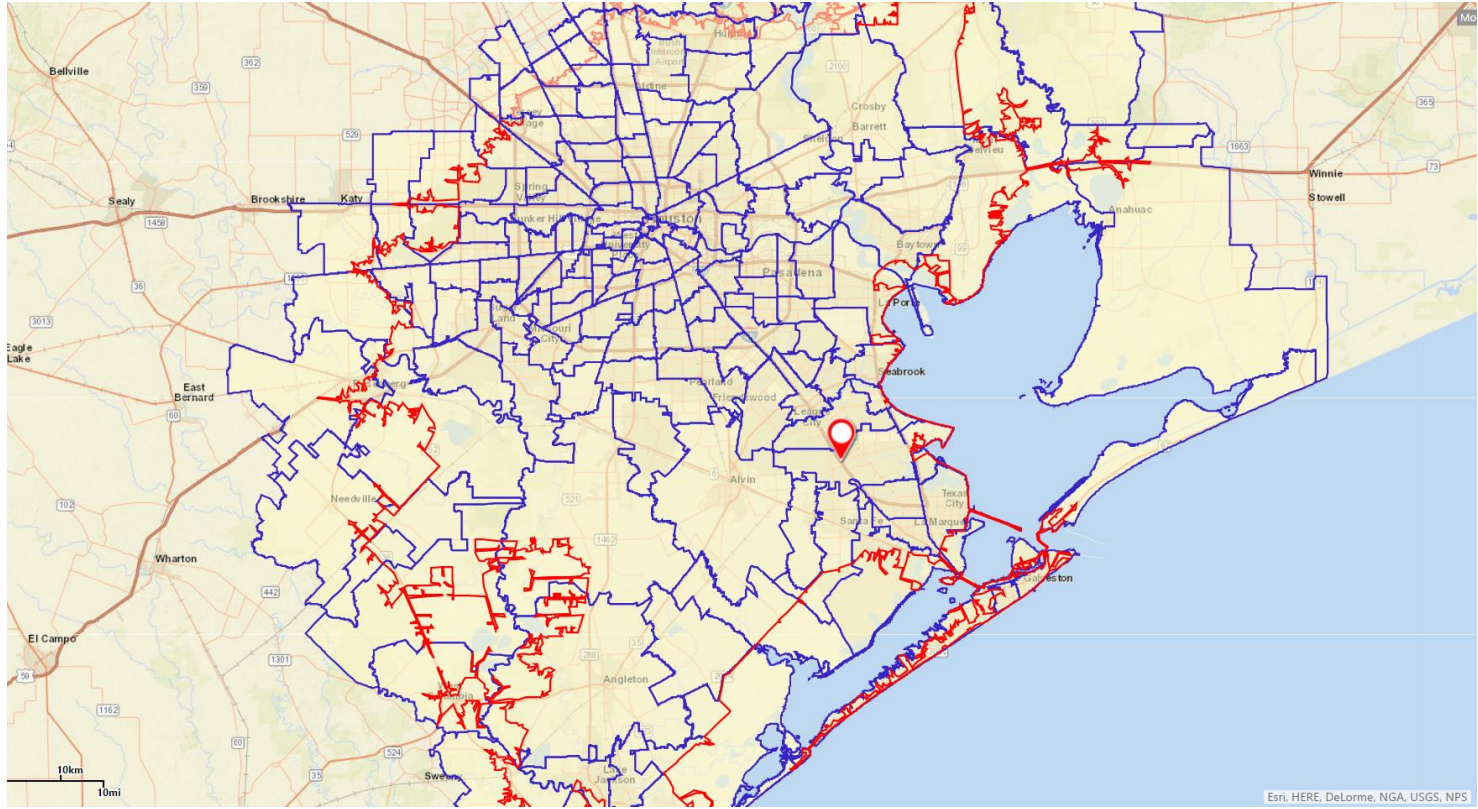
Trade Areas Based on Drive Times



Jacuzzi Dealer Trade Areas



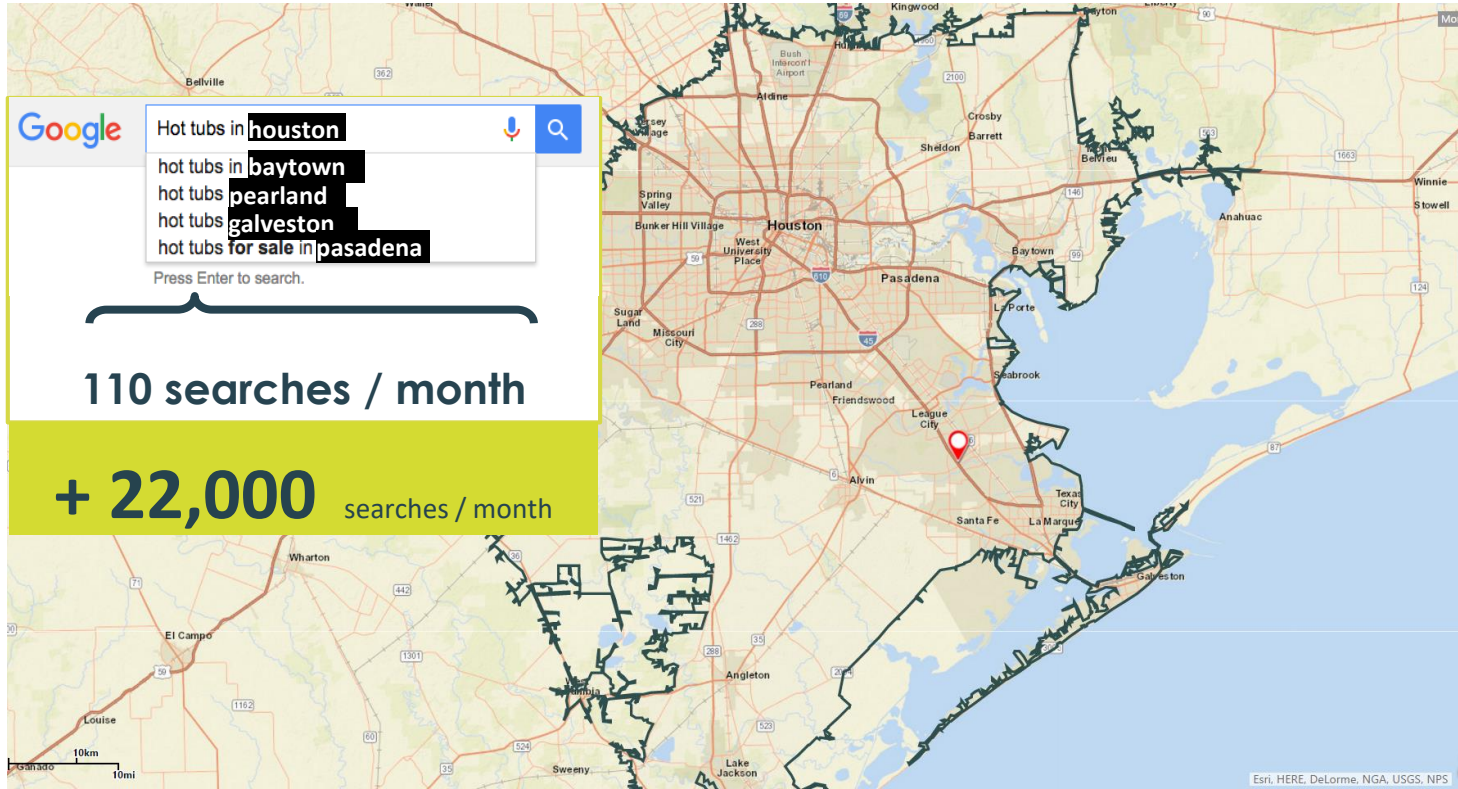
Trade Areas Based on Drive Times with Zip Codes



Jacuzzi Dealer Keyword Evolution



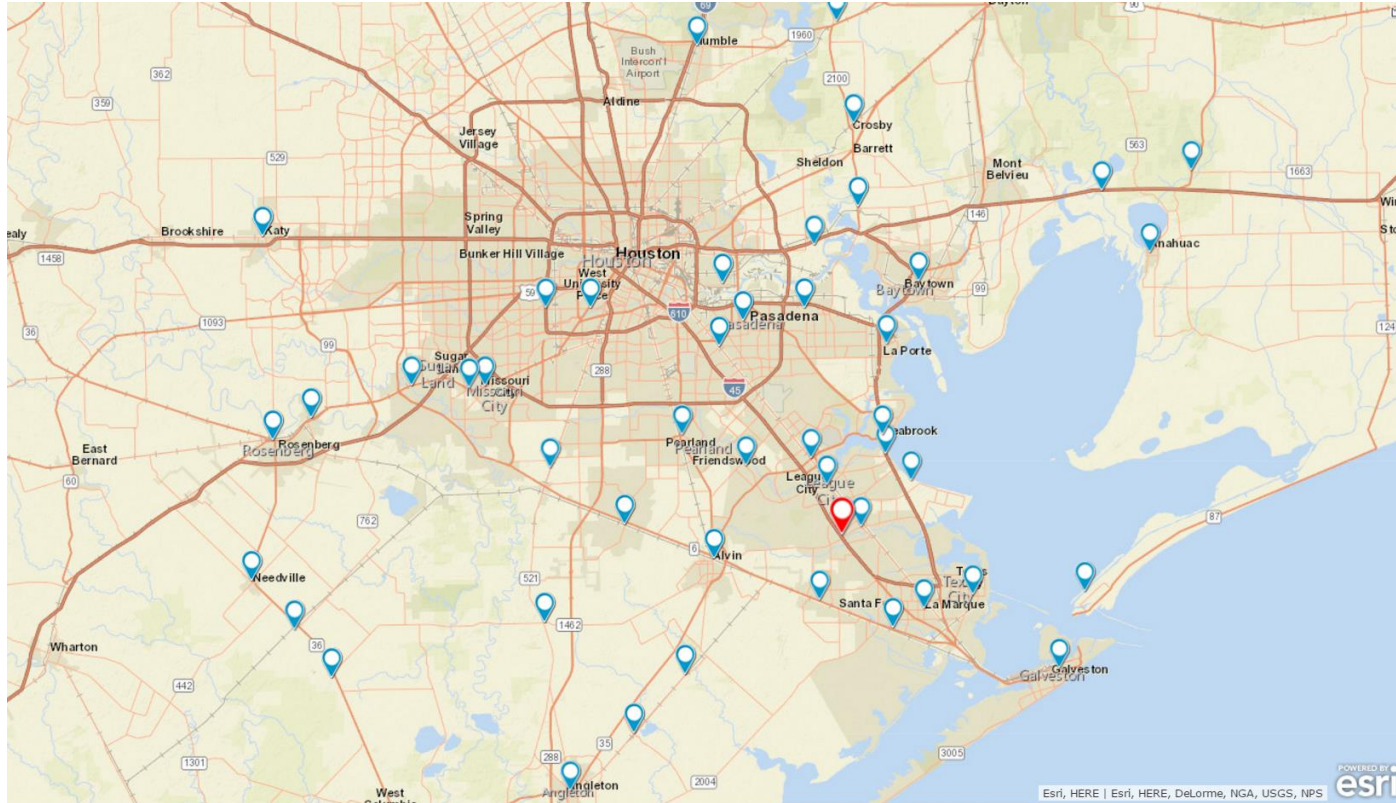
How Search Marketers Need to See the World Now



Jacuzzi Dealer Search Locations



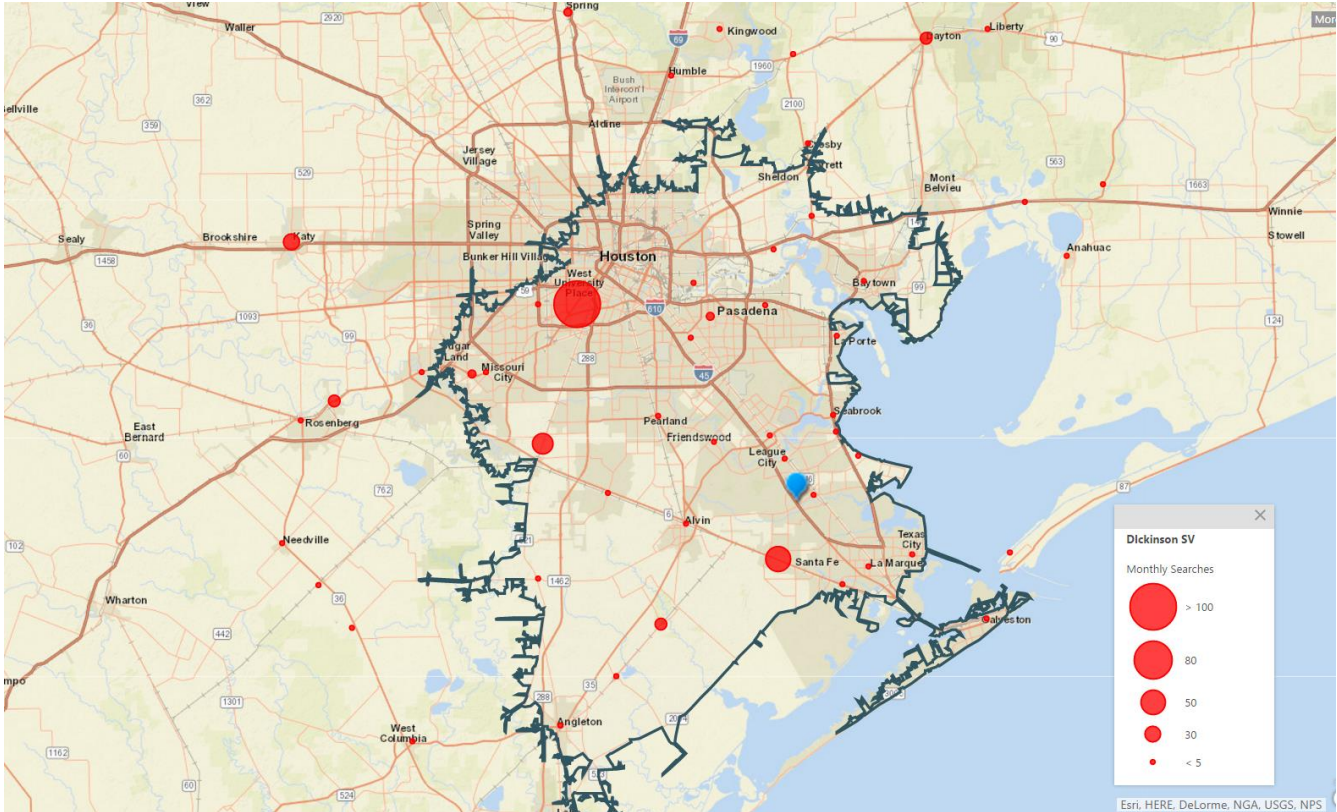
Integrating Search with Location



Jacuzzi Dealer Search Locations



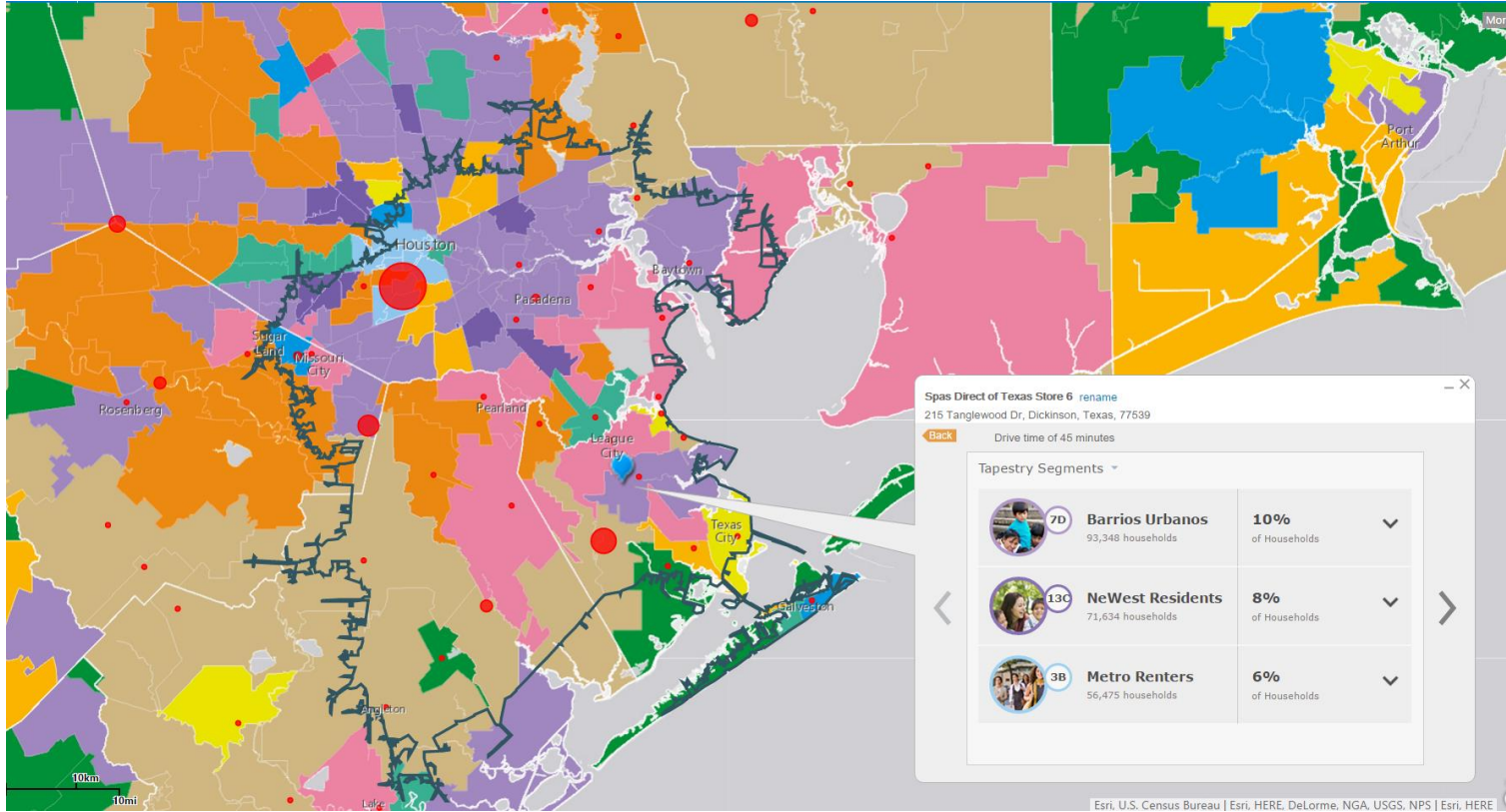
Integrating Search with Location



Jacuzzi Dealer Search Locations



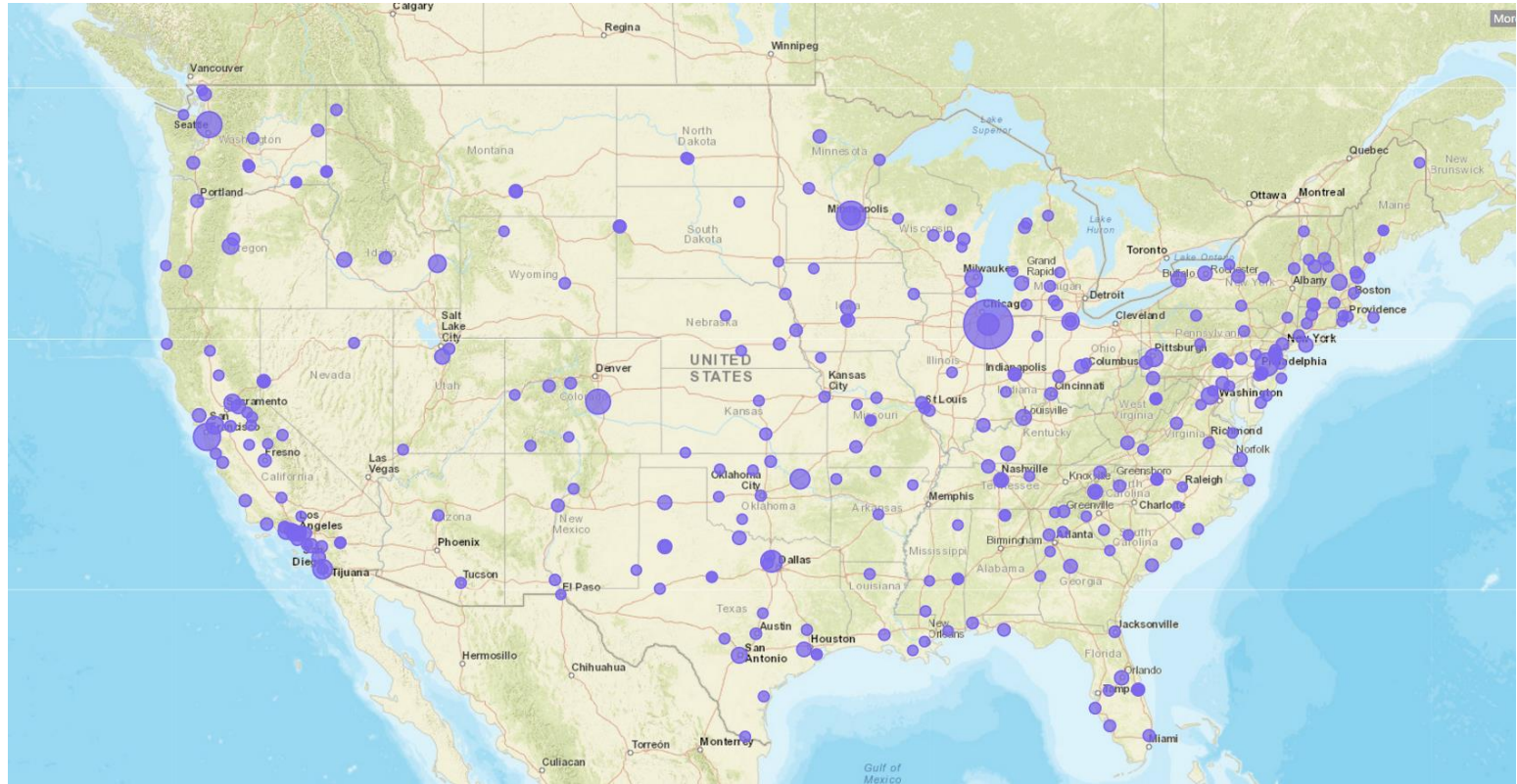
Integrating Search with Location and Demographics



Jacuzzi CRM Data



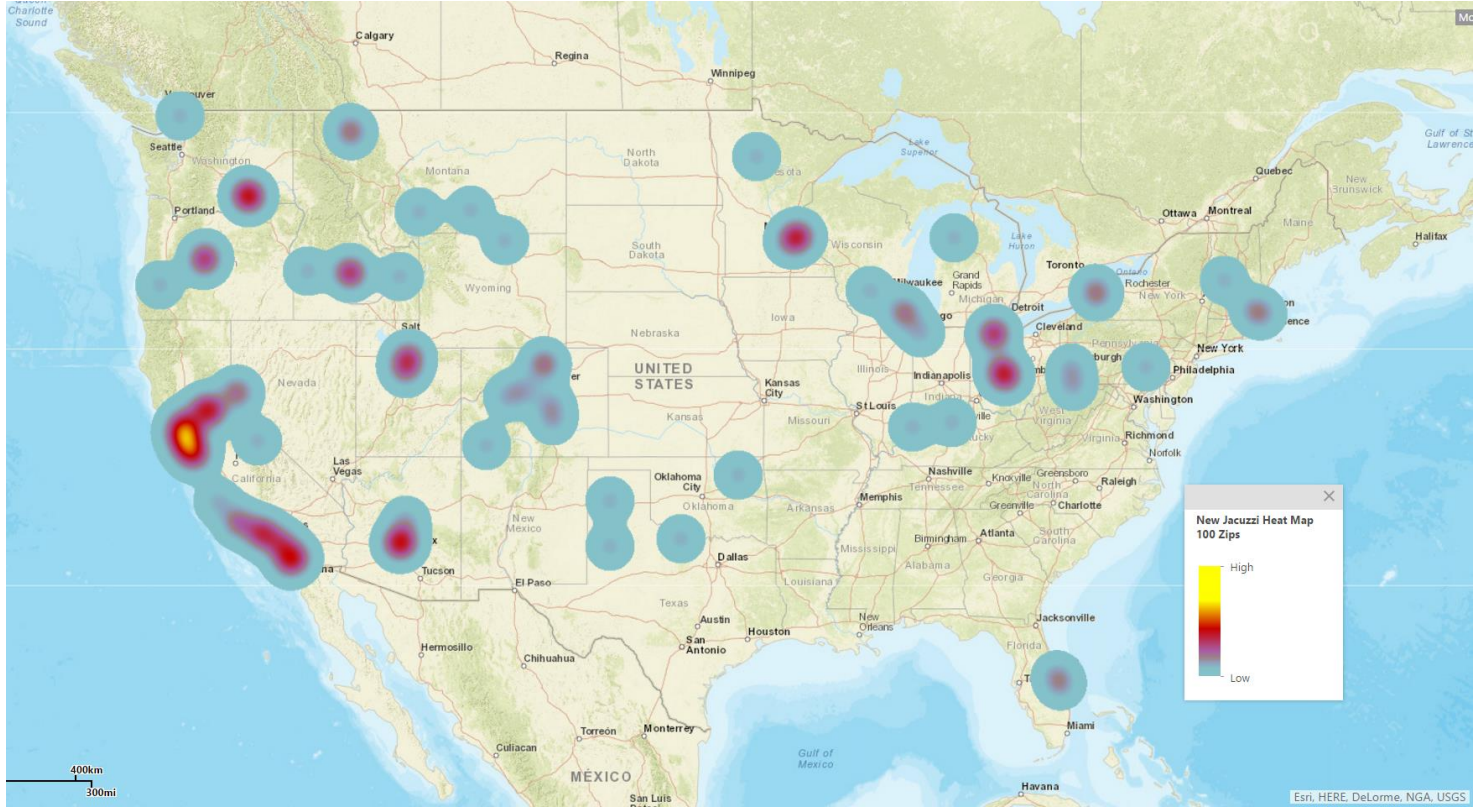
CRM Data by Dealer



Jacuzzi CRM Data



CRM Data by Zip Code



Tapestry Segments



Ludlow, Vermont

Cluster Group	Median Income
6E – 68.2%	\$ 46,000
8F – 25.9%	\$ 39,000
6C – 5.9%	\$ 53,000
Overall	\$ 50,341

- 6E – Resort Dwellers
- 8F – Old & Newcomers
- 6C – The Great Outdoors



Tapestry Segments



LifeMode Group: Cozy Country Living

Rural Resort Dwellers

6E

Households: 1,215,000

Average Household Size: 2.21

Median Age: 52.4

Median Household Income: \$46,000

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, *Rural Resort Dwellers* residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas provide affordable homes valued at 8% less than the US median home value. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

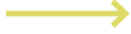
SOCIOECONOMIC TRAITS

- *Rural Resort Dwellers* residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by QM, LLC.

Tapestry Segments





LifeMode Group: Cozy Country Living

Rural Resort Dwellers

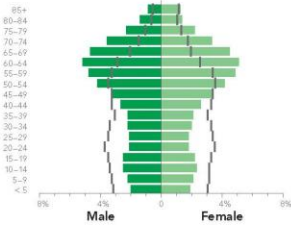


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **52.4** US: 37.6

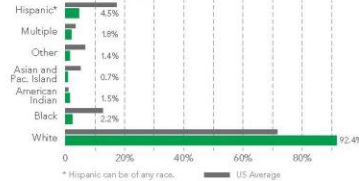
I Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **21.9** US: 62.1



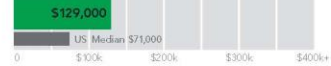
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

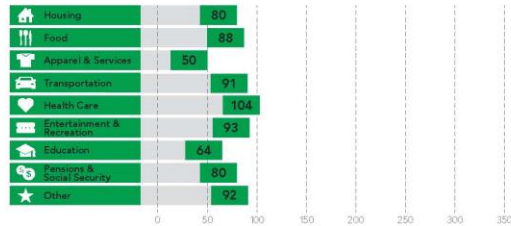


Median Net Worth



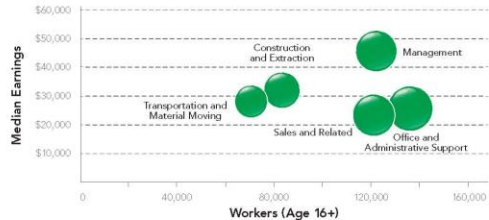
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

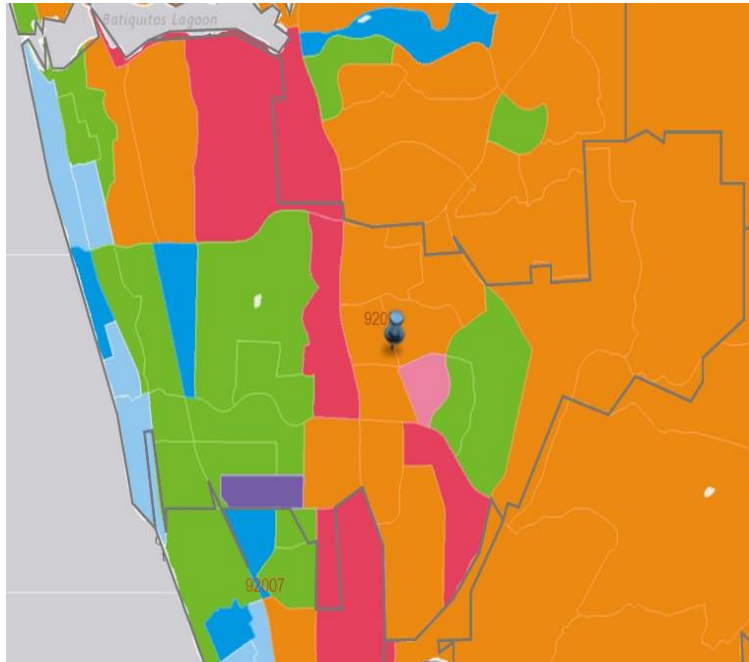
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



Tapestry Segments



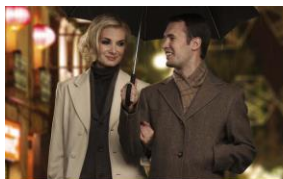
Encinitas, California



Cluster Group	Median Income
2A – 26.8%	\$ 98,000
3C – 11.4%	\$ 51,000
9B – 10.8%	\$ 61,000
Overall	\$ 87,452

2A – Urban Chic
3C – Trendsetters
9B – Golden Years

Tapestry Segments



LifeMode Group: Upscale Avenues

Urban Chic

2A

Households: 1,574,000

Average Household Size: 2.37

Median Age: 42.6

Median Household Income: \$98,000

WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

OUR NEIGHBORHOOD

- More than half of *Urban Chic* households include married couples; 30% are singles.
- Average household size is slightly lower at 2.37.
- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.
- Two-thirds of homes are owner occupied.
- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.
- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 236).

SOCIOECONOMIC TRAITS

- Well educated, more than 60% of residents hold a bachelor's degree or higher (Index 223).
- Unemployment rate is well below average at 5% (Index 62); labor force participation is higher at 69%.
- Residents are employed in white collar occupations—in managerial, technical, and legal positions.
- Over 40% of households receive income from investments.
- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.
- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.



Notes: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are extracted from data by ORC MBI.

Tapestry Segments



2A

LifeMode Group: Upscale Avenues
Urban Chic

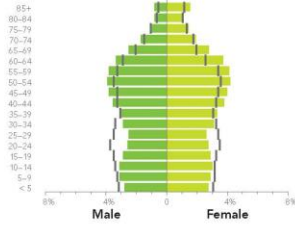


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **42.6** US: 37.6

I indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different races or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **45.2** US: 62.1



INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

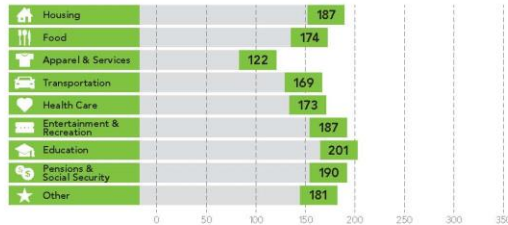


Median Net Worth



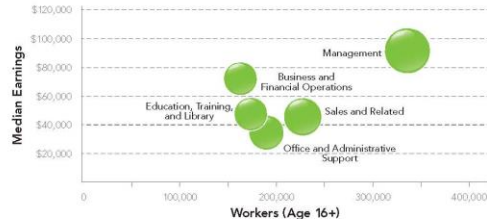
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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



Targeted Digital Marketing Model Building

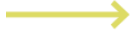
Model Building



Significant Tapestry Segments

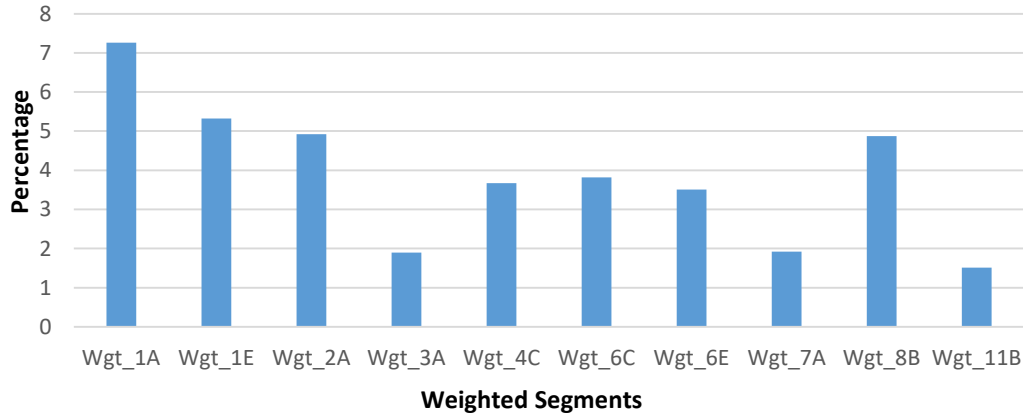
1A	Top Tier	6C	The Great Outdoors
1E	Exurbanites	6E	Rural Resort Dwellers
2A	Urban Chic	7A	Up and Coming Families
3A	Laptops and Lattes	8B	Emerald City
4C	Middleburg	11B	Young and Restless

Model Building



Significant Tapestry Segments

Average Segment Percentages
Across Top 100 Zips



Model Building



Descriptive Statistics Demographic Variables

Demographic Variable	Mean	Standard Error	Median	Standard Deviation	Sample Variance	Kurtosis	Skewness	Range	Minimum	Maximum	Confidence Level (95.0%)
Population	33266.86	1571.723	32021.5	15717.232	2.47E+08	-0.07629	0.1659001	75818	1372	77190	3118.639809
Households	12957.89	589.9719	12795	5899.7191	34806686	-0.48874	-0.017943	25691	609	26300	1170.632272
Families	8681.21	403.6756	8564.5	4036.7565	16295403	-0.3664	0.0075478	17845	351	18196	800.9800581
Average Household Size	2.514646	0.031687	2.48	0.3152819	0.099403	3.859947	1.3610733	1.85	1.96	3.81	0.062881867
Owner Occupied Housing Units	8769.13	388.3584	8645.5	3883.5839	15082224	-0.43052	-0.120511	16521	449	16970	770.5872915
Percent Owner Occupied Housing	0.688334	0.010685	0.691196	0.1068493	0.011417	1.161892	-0.527495	0.641564	0.3034087	0.9449724	0.021201213
Median Age	41.137	0.580156	40.5	5.8015612	33.65811	0.279775	-0.085452	29.5	25.9	55.4	1.151155604
Median Household Income	77571.48	3135.431	72273	31354.312	9.83E+08	5.069001	1.9852305	163524	36476	200000	6221.375809
Average Household Income	101694	4045.963	92602	40459.634	1.64E+09	3.102093	1.7162796	203719	47110	250829	8028.069148
Per Capita Income	40200.35	1530.819	36364	15308.194	2.34E+08	1.597019	1.427069	66520	20529	87049	3037.477896

Model Building



Descriptive Statistics Top Ten Tapestry Segments

Tapestry Segment	Mean	Standard Error	Standard Deviation	Sample Variance	Kurtosis	Skewness	Range	Minimum	Maximum
1A	7.808	2.089772	20.89772	436.7147	10.02325	3.2169288	100	0	100
1D	4.624	0.821686	8.2168602	67.51679	9.165438	2.7966535	46.3	0	46.3
1E	5.395	0.886586	8.8658621	78.60351	8.658252	2.6428248	50.5	0	50.5
2A	4.509	1.058549	10.585487	112.0525	11.3329	3.1339208	63.1	0	63.1
4A	5.217	0.913343	9.1334335	83.41961	3.38103	1.9742536	41.2	0	41.2
4C	3.357	0.792388	7.9238835	62.78793	12.83153	3.2991767	47.3	0	47.3
5B	4.859	0.86406	8.6406029	74.66002	6.141087	2.3539709	46.1	0	46.1
6A	5.223	1.040644	10.406436	108.2939	18.09151	3.7674331	64.3	0	64.3
8B	3.49	0.951988	9.5198835	90.62818	13.24895	3.6061689	54.1	0	54.1
8F	3.988	0.793604	7.9360357	62.98066	6.940447	2.6650582	34.5	0	34.5

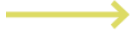
Model Building



Descriptive Statistics Weighted Segment Values

Variable	Mean	Standard Error	Standard Deviation	Sample Variance	Kurtosis	Skewness	Range	Minimum	Maximum	Confidence Level (95.0%)
Wgt_1A	72.069	18.144947	181.4494747	32923.91186	7.206465291	2.817315603	837.9	0	837.9	36.00351235
Wgt_1E	52.841	8.5962414	85.96241379	7389.536585	4.918506287	2.214736219	404	0	404	17.05680786
Wgt_2A	48.841	13.015381	130.1538057	16940.01315	24.27144305	4.374177743	946.5	0	946.5	25.82533877
Wgt_3A	18.798	10.473364	104.733639	10969.13515	63.98926177	7.598696078	945.6	0	945.6	20.7814262
Wgt_4C	36.448	10.37072	103.707201	10755.18353	24.75054716	4.616603482	709.5	0	709.5	20.57775861
Wgt_6C	37.886	10.271767	102.7176743	10550.92061	17.81612108	4.016996209	625.5	0	625.5	20.38141505
Wgt_6E	34.832	19.8173	198.172996	39272.53634	51.04360992	6.989219957	1636.8	0	1636.8	39.3218218
Wgt_7A	19.107	6.061735	60.61734968	3674.463082	15.40307131	3.854793189	353.6	0	353.6	12.02779728
Wgt_8B	48.39	17.352422	173.5242192	30110.65465	34.15113482	5.57305705	1298.4	0	1298.4	34.43096972
Wgt_11B	15.046	4.314141	43.14141047	1861.181297	16.69033889	3.949975243	239.8	0	239.8	8.560191796

Model Building



Correlation Matrix

Weighted Segment Values

Variable	Wgt_1A	Wgt_1E	Wgt_2A	Wgt_3A	Wgt_4C	Wgt_6C	Wgt_6E	Wgt_7A	Wgt_8B	Wgt_11B
Wgt_1A	1									
Wgt_1E	0.072882	1								
Wgt_2A	0.36812	0.14498	1							
Wgt_3A	-0.01285	-0.06964	0.09734	1						
Wgt_4C	-0.14007	-0.08708	-0.13298	-0.06372	1					
Wgt_6C	-0.14366	0.021302	-0.12784	0.018365	0.119224	1				
Wgt_6E	-0.07052	-0.09869	-0.06659	-0.03187	-0.04586	0.322891	1			
Wgt_7A	-0.11664	-0.11764	-0.11946	-0.05715	0.076669	-0.10839	-0.05541	1		
Wgt_8B	-0.08721	-0.08232	-0.01814	0.725146	-0.08867	0.155728	0.007759	-0.03713	1	
Wgt_11B	-0.05696	0.043076	-0.10869	0.030625	-0.11455	-0.10809	-0.06178	0.231009	0.308248	1

Targeted Digital Marketing Regression Results

Regression Results



Regression Statistics								
Multiple R	0.810732158							
R Square	0.657286633							
Adjusted R Square	0.618779513							
Standard Error	11240.66057							
Observations	100							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	10	21567381951	2156738195	17.06922339	8.00309E-17			
Residual	89	11245368049	126352450					
Total	99	32812750000						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	43371.26242	9622.754461	4.507156719	1.99195E-05	24251.05428	62491.47056	24251.05428	62491.47056
Percent Owner Occupied Housing	-8762.829505	13396.77158	-0.654100091	0.514733964	-35381.92927	17856.27026	-35381.92927	17856.27026
Wgt_1A	3.80589679	7.507963202	0.506914684	0.613468347	-11.11226617	18.72405975	-11.11226617	18.72405975
Wgt_1E	31.16551308	13.72149638	2.271291133	0.025540967	3.901192035	58.42983412	3.901192035	58.42983412
Wgt_2A	31.41802104	10.23098784	3.070868769	0.002830631	11.08926612	51.74677596	11.08926612	51.74677596
Wgt_3A	72.82886934	11.55562329	6.302461366	1.09566E-08	49.868092	95.78964667	49.868092	95.78964667
Wgt_4C	46.18584073	11.38990754	4.054979426	0.000107222	23.55433707	68.8173444	23.55433707	68.8173444
Wgt_6C	57.80030301	12.03972605	4.800798854	6.33896E-06	33.87762381	81.72298222	33.87762381	81.72298222
Wgt_6E	35.28444096	6.111897094	5.773075105	1.1203E-07	23.14023162	47.4286503	23.14023162	47.4286503
Wgt_7A	31.6969354	20.18460478	1.570352045	0.119881834	-8.409444361	71.80331516	-8.409444361	71.80331516
Wgt_11B	118.1708364	29.19786853	4.047241883	0.000110255	60.15529357	176.1863793	60.15529357	176.1863793

Statistical Potential



- **Hot Spot Analysis**
- **Time Series Studies**
- **ARIMA Models**
- **Factor Analysis**
- **Space-Time Cubes**
- **Input-Output Analysis**

Targeted Digital Marketing The Future

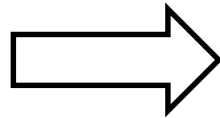
SEO + GIS - Implications for Digital Marketing



Location Matters!

Rank Where it's Important!

Rank with your Customers!



Long Term Evolution

Multi Platform Customer Targeted

Content Specific Paid Search

Thank You!

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