



THE LATEST TRENDS IN  
**SMM, SEO and SEM**

HOW WEBMYNE CAN HELP YOUR BRAND STAY ON TOP  
WITH THE CONSTANTLY EVOLVING ONLINE MARKETING  
TRENDS

## **TABLE OF CONTENTS**

### **OVERVIEW**

1. Optimizing For Mobile Use
2. Voice Search Optimization
3. Local SEO Listings
4. Ranking Social Media Posts
5. Optimizing For App Store
6. Enhancements in in-app functionality.
7. Utilizing Multi-channel Publication Options
8. Video Marketing as an Effective Marketing Tool
9. Quality Link Building
10. Continued Increase in Advertising Costs

### **PARTING THOUGHTS**

## Overview

Social Media Marketing, Search Engine Marketing and Search Engine Optimization are different facets of online marketing that are constantly changing and evolving, and this constant change in digital marketing landscape works to shift the behavior of marketers as well as consumers.

In order to stay on top of things, marketers need to integrate these changes into their online marketing campaigns as they happen. Being aware of the latest trends in these fields and employing the most relevant strategies is the way to succeed in the long term.

The following showcases the latest trends in SEO, SEM and SMM that will help you understand the changing nature of online marketing. We have also listed our response to each of this shift in the marketing universe, which has helped us calibrate our approach successfully, and helped us generate more leads and increase the ROI for our clients.

# 1. Optimizing For Mobile Use

With more and more people using their hand-held devices i.e. smartphones and tablets to find the information they need, it is imperative for business owners to extend their marketing efforts to their mobile-first audience in order to generate better leads and increase the overall conversion rate. In 2016, mobile searches were studied to have generated more traffic than laptop or desktop searches. Google itself favors mobile-friendly websites and so it is important for marketers to optimize their website for mobile use.

## **Webmyne's Approach:**

We build responsive websites that provide a seamless user-experience regardless of the device use, and this gives our clients an edge over their competition in generating quality leads across all devices.

## **2. Voice Search Optimization**

According to a study by Statista, 28% of users believed voice search to be a more convenient and accurate alternative to traditional keyboard search. With digital assistants such as Cortana, Google Now and Siri becoming popular with mobile users, it is time to factor this in when zeroing in on keywords. Different terms are found to be used when typing and speaking, with voice searches using more long-tailed keywords. Missing out on these keywords will translate into missing out on effective leads.

### **Webmyne's Approach:**

At Webmyne, we utilize voice search optimization in addition to traditional keywords, since mobile user experience is our priority and this helps our clients dominate not just text based, but voice based search landscape too.

### **3. Local SEO Listings**

There has been quite a few changes in how search engines especially Google deals with local search results. Google has been placing more importance to local SEO and with the launch of My Business, it has been modified to provide more information about local businesses. In order to improve brand visibility, it is important for businesses to be listed in My Business.

#### **Webmyne's Approach:**

We try to be as specific as possible so that the business is listed in the relevant categories to increase the chance of being returned for the right search terms.

## 4. Ranking Social Media Posts

Ranking Social media posts is as important as ranking blog posts, videos and images in search results. Not only does it increase brand visibility but it also factors in reputation management. With Facebook's enhanced Notes feature, it imperative to make use of long-form content here to enhance ranking and visibility.

Live streaming too has become very popular among users with Periscope topping the charts with its user-friendly live-streaming online platform. Periscope allows users to record a short moment of their lives and share it with their friends and followers. Instagram and Snapchat have followed suit. Posting in-the-moment updates would make a great difference in capturing viewer attention and loyalty, especially with the advent of in-the-moment type social media.

### **Webmyne's Approach:**

We help clients create the kind of share-worthy content that draws in attention of targeted audience and compels them to open a dialogue with you.

## 5. Optimizing For App Store

Consider these two studies:

- According to a study recorded in 2015, mobile apps took up almost 52% of the total time that is spent online by the average person.
- 63% of all apps are discovered within app store searches, according to Forrester.

With the growing number of Apps which are usually preferred over mobile websites mostly due to better UX and functionalities, it is important not to miss out on this secret weapon - App Store Optimization. Optimizing for the app store will enhance brand visibility quickly, resulting in more downloads and installs. In-app analytics can also be used to measure conversions, click-through rates and app-use rates.

### **Webmyne's Approach:**

We help drive traffic to your app's page by employing ASO, to lead your target consumers to find and download your app.



## **6. Enhancements in in-app functionality.**

With more innovations in in-app functionalities, mobile apps are becoming more and more central to marketing. Even popular apps such as Facebook has introduced automatic video playing and Instant articles as part of their enhancements and they are also reported to be working on their own digital assistant. Making constant improvements in in-app functionalities is essential to witness better ROI.

### **Webmyne's Approach:**

We create fully customized performance oriented apps that have provided guaranteed results to customers from across the globe. This helps our clients not miss out on a larger fraction of mobile first audience.

## **7. Utilizing Multi-channel Publication Options**

In Social Media posts, it has been the norm to post a short summary of the post along with a link to the content in question. But social media platforms have been concentrating on helping users publish their content directly on their site instead of linking them. With Facebook's revamped Notes section, LinkedIn's content publishing platforms, blogging within social media has been on the rise. This change in the way content is presented to the target audience can make a huge difference and it is imperative that this type of content marketing be part of an effective marketing campaign.

Facebook's Instant articles feature was a total game changer, ensuring that people spend more and more time in-app. Instant articles improve user experience by loading faster than the usual links. This feature can be used by businesses to reach out to the right audience. Twitter has been developing a similar new feature, in the secret, called Project Lightning. LinkedIn also has enhanced its content game with LinkedIn Pulse.

### **Webmyne's Approach:**

Webmyne utilizes new ways to publish your content, with multiple social media channels to reach out to highly targeted audience in the most effective way possible.

## **8. Video Marketing as an Effective Marketing Tool**

- Youtube is the second largest search engine.
- Facebook receives close to 8 billion video hits per day as of December 2016.

These facts show how video marketing continues to dominate the sphere. Studies show that video content has better audience engagement rates when compared to their bland-text counterparts. Brands are finding ways to engage audience through captivating and entertaining video content and ranking such videos in the results page to drive traffic to their websites.

### **Webmyne's Approach:**

We believe on-topic, short, branded, humorous video content works best with video marketing and hence we build solid video content strategies that are sure to raise some eyebrows among your target audience.

## 9. Quality Link Building

Link building remain the most crucial ranking factor even with the Penguin updates. And they will continue to be effective as long as search engines use links to determine web page ranks. Optimizing anchor-to-text ratio is crucial to avoid being flagged as spam.

**Webmyne's Approach:** We believe, with links, quality trumps quantity and that they have to be relevant and in proper context for successful link building SEO.

## **10. Continued Increase in Advertising Costs**

Increased competition has affected the visibility in both search results and social media. For this reason, advertising costs has been steadily increasing over the years. Social media sites have also been throttling visibility to encourage brands to purchase ads. It is still possible to set up a successful online marketing initiative with a reasonable budget at the hands of the right people.

### **Webmyne's Approach:**

We believe in the longevity of organic clicks over paid ads. With paid ads you get results only as long as you pay and we help you step up your organic rankings game by employing fool-proof and sustainable search engine marketing strategies.

## Parting Thoughts:

Online marketing is all about putting your brand out there, while staying one step ahead of the other players in your field. This can be best accomplished by understanding the way search engines work and adjusting your strategy accordingly. SEO, SEM and SMM are always on the move and it pays to keep one hand on the pulse because every change can impact your marketing campaign in some way.

When you are aware of the latest happenings in the marketing world, you will be able to better anticipate changes and move your pawn accordingly. This constant adjustment is absolutely imperative to get to the top of your game and stay there.

When you work with Webmyne, you will have a partner on your speed dial who does the heavy lifting for you. We stay on top of the trends, so that you can rest in the knowledge that your business is gaining the visibility that it deserves.

[Get in touch with us today for a free consultation.](#) We will help create a Digital Marketing game plan that is tailormade for your business.