

DIGITAL MARKETING TRAINING • 2026

61 Digital Marketing Mistakes and Fixes

A practitioner's playbook across six core channels

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A STRATEGIC TRAINING RESOURCE

00

INTRODUCTION

Welcome.

This guide brings together 61 of the most common digital marketing mistakes I see across content, eCommerce, paid media, social, SMB strategy, and SEO — alongside practical fixes you can apply immediately. It is built for marketers, founders, and in-house teams who want to move past noise and focus on what genuinely moves the needle.

Each section follows a deliberate structure: a short context, the mistake, and a fix. Use it as a reference, an internal training asset, or a working checklist when auditing your own channels and partner agencies.

The advice here is drawn from direct, hands-on experience managing seven-figure paid spends, scaling brands, and steering performance teams. Read it the way it was written — as a practitioner's notebook, not a textbook.

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ABOUT

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Founder, SKOMA Digital

PROFILE

Track Record at a Glance

- Digital Marketing Director at \$ 8-figure eCommerce Brand and ex-AD at Impressive
- 31 digital certifications from Google, Waze, LinkedIn, PMI, HubSpot and UserFeel.
- 13+ years of professional exposure to Digital Media and Marketing
- Overseeing \$3 million p.a in paid digital spend for mid-large brands
- SEMRush Award Winner 2018 - Best Integrated Digital Campaign (Billy J)
- People Choice Award - MVP 2019
- Featured Speaker @ Startcon Sydney 2019 (4k) and Startups Expo LI 2021 (18k)
- Published Author on Skillshare, Udemy and Teachable with students in 98 countries

Inclusions

What's included in the training?

- 10 Content Marketing Mistakes & Fixes
- 11 eCommerce Mistakes & Fixes
- 10 Google Ads Mistakes & Fixes
- 10 Social Media Mistakes & Fixes
- 10 SMB Digital Marketing Mistakes & Fixes
- 10 SEO Mistakes & Fixes

Outline of Management Approach

Outline of management approach for your partner agencies and in-house resources across Social, SEO, PPC and Email Automation to drive maximum performance

Agency Management Relationship

Purpose

Ensure Alignment with the Business KPIs and coherent efforts to facilitate customer journey and maximise revenue performance

People

Get to know your AMs, channel specialists, escalation points. Take stock of internal capabilities

Process

Review existing Contracts and partnership inclusions with existing partners to ensure SLAs are actively met + Reporting Frequency, Format and Accessibility

Agency Management Performance

01

Content Marketing Mistakes & Fixes

Ten universal pitfalls in modern content strategy – and how to fix them.

Content Marketing Mistakes & Fixes

Your infographics may be stunning, and your e-books could be informative but your content strategy may still not be effective—if the material you create isn't collectively driving you toward your objective, or if your team is having trouble getting it out the door. B Every product and business is unique, there is no one-size-fits-all approach to content marketing. However, there are several universal ways to get it wrong. Here are the most typical content marketing blunders and how you can fix them.

The 10 Mistakes

- Acting as if there are no clearly defined audiences
- Inadequate Research
- Failure to Identify Key Performance Indicators
- Failure to optimise for SEO
- Ignoring CTA
- Failing to Make the Most of Your Content
- Failure to monitor outcomes
- No A/B Testing
- No Overarching Strategy
- Giving Up Too Soon

1. Not having clearly defined audiences.

Creating buyer personas help firms gain a better understanding of your customers. Some business executives, especially first-time entrepreneurs and small business owners, believe that casting a wide net will allow them to reach more clients and expand their market. Only a few very specific groups will bring in the majority of a company's revenue, and "casting their net wide" means ignoring these in favour of fleeting possibilities. Furthermore, this approach prevents them from gaining a thorough understanding of their actual prospects' interests, pain points, and behavioural patterns.

1. Not having clearly defined audiences. (continued..)

Knowing your customer is the cornerstone of any successful content marketing strategy, so define your market and get to know the people you're selling to. The best way to do so is to create buyer personas for the two or three types of customers you identify. These will shape your strategies and reveal the channels in which to invest for the best return.

To define your ideal customer, consider the following:

- Conduct extensive audience research: Buyer personas should be based on real-world data rather than gut instinct. Compile information about your current customers and social audience. Consider particulars such as age, location, language, spending power, and spending patterns, interests, challenges and so on.
- Engage the services of market research experts: Collaborate with experts to gain a better understanding of your market's changing habits and expectations.

To define your ideal customer, consider the following: (continued..)

- Speak with your prospects: Engage with them on social media through comments, conversations, polls, forums, and other means. Communicate with them directly and learn about your target audience firsthand.

2. Inadequate Research

Your content must be valuable to your target audience. It must offer critical insights, useful information, actionable solutions, or emotional engagement. You don't want to create visually appealing content that falls flat on its face. This occurs when you fail to conduct adequate research on your customer base, industry trends, and product specifics. To create this content, you must first understand what your target audience is interested in. It is not enough to rely on conventional wisdom in your field and solid keyword research goes a long way.

— THE FIX

Fixes to consider:

- Consider what your most successful competitors are doing.
- Create customer profiles for your target demographic, complete with likes, dislikes, and habits.
- Subscribe to industry magazines and read their customer trend analyses.
- Test various types of content on social media to gain early insights into what attracts the most attention.

— THE FIX

Fixes to consider (continued..)

- Determine exactly what you want your content funnel to accomplish.
- Determine in greater detail what you want each step of the funnel to accomplish.
- Find out how your target audience interacts with content the most.
- Define the desired outcomes for each type of content you create.
- Use the information above to identify the key performance indicators (KPIs) for your content and how to measure performance on each.

4. Failure to optimise for SEO

SEO is such an important part of content marketing that it's surprising how many marketers ignore it—or avoid targeting keywords entirely. Don't visualise cross the finish line without taking the first step!

— THE FIX

The solution:

- Learn how to select the right keywords and optimise all of your content, from infographics to blog posts. In order to attract social media searchers, include hashtags in your content. You can also increase traffic and performance by interlinking your content. Tools like seoreviewtools/SEMRush/aHrefs have made it really easy to analyse the SEO-health of your content and there is no reason to not do it well.

5. Ignoring CTA

Nobody wants to read (or write) content that is loaded with hard sell, but that doesn't mean you should ignore the request entirely. Even the most subtle content marketing requires a call to action (CTA) to help the reader progress through the funnel. They should be able to effortlessly make out what you expect them to do next e-g download a paper, read the next article, start a trial, request a demo or even Buy Now!!

— THE FIX

The quick and easy recipe for effective CTAs is as follows:

- Define your objective: What do you want people to do after they read your content? Would you like to be added to your email list? Have you downloaded your ebook? Do you want to share your content on social media?
- Keep it brief: It is critical that your CTAs are clear and concise.
- Make it executable: Readers should not have to look for the next step or second-guess what you want them to do.

6. Failing to Make the Most of Your Content

It takes a lot of time and effort to create great content, but many marketers only publish it once and then let it collect dust for eternity. This is a huge missed opportunity.

— THE FIX

Fix:

- Look for ways to repurpose and reuse content from the first idea. An e-book, for example, can easily be spun into a few blog posts and an infographic. Learn how a divisible content strategy can assist you in accomplishing this.

7. Failure to monitor outcomes

If you're on a diet to lose weight, you should keep track of your progress at least once every 30 days. Why is this required? You may never know if the specific meal plan you've been following for the past few weeks has been working or not if you don't measure your results and monitor how you're doing.

THE FIX**Fix:**

- The same is true for content marketing; if you don't know if a particular piece of content or strategy is working, you won't be able to improve.
- SEMRush and AccuRanker are two tools that can help you track results and see which pieces of content are working and which need some tweaking.

8. No A/B Testing

This is related to ineffective measurement. Your goal is to move away from educated guesses and hunches and toward more concrete solutions. Always put your hypotheses to the test. Do you believe blue is the best colour for that button? You may be surprised to learn that red is the true winner OR Do you think adding a phone number next to checkout might create a drop in conversions because people would start calling? You might find out that conversion rate goes up by 20% where inbound call volume only went up by 3% (real case study)

— THE FIX

Solution:

- Split testing, also known as A/B testing, enables marketers to compare two alternative versions of a web page — a control (the original) and variation — to see which performs better in terms of conversions.

9. No Overarching Strategy

Each piece of content in your funnel can be thought of as a strategy for converting leads into dedicated, loyal customers. That's fine, and each piece is capable of doing so — but it's not its only function. You'll also need an overarching strategy to determine how each piece of content interacts with the others. A good content marketing strategy charts readers' progression from one piece to the next. On a whiteboard, it appears to be a flowchart of options for leads who are inexorably moving toward purchasing the most appropriate product. A master plan that lacks content cannot function. Without a master plan, content has no clear job to do. You require both.

— THE FIX

Consider the following:

- Sketch a diagram of your current content by connecting it to the existing CTAs. Identify what products for each of your consumer profiles are the best first purchase.

10. Giving Up Too Soon

Although content marketing is a long-term game, many businesses expect instant results and hope that a single piece will go viral and turn their venture into an overnight success. While this is possible, the most probable outcome is that your content funnel, once fully realised, will provide a consistent stream of growth over a longer period of time. Don't fall into the trap of expecting or relying on things to be different for you.

— THE FIX

Solution:

- Allow a month for your content marketing to start generating engagement.
- Determine the best early growth indicators, which are typically tied to shares and views rather than sales and sign-ups.
- Set weekly goals for those indicators that are relevant to your short-term expectations.

IN CLOSING

Final thoughts:

There is no doubt that content marketing is the most effective way to increase inbound traffic to your website and generate more leads. When done correctly, it can help you build online authority and increase your organic traffic. Make sure you address the items listed above in order to become an expert content marketer.

02

11 e-commerce Mistakes and Fixes

Friction points in the buyer journey – and how to remove them.

11 e-commerce Mistakes and Fixes

No e-commerce site is flawless the first time it goes online. Even if you pick a relatively simple or ready-made e-commerce solution, issues will always arise. While it's difficult to foresee problems, experts believe several typical e-commerce issues may be avoided – or addressed rather quickly. Simple errors can drive people away from your checkout and directly into the arms of your rival. Avoid these blunders if you want to grow your business and reduce leaks in your bottom line.

11 eCommerce Mistakes

- Not Doing Research On Target Audience
- Checkout procedures that are difficult to understand
- Not Having Social Proof
- Putting the User Experience on the Backburner
- Poor photography/creatives and pictures
- No Mobile Site Or Mobile Optimisation
- Marketing Isn't Done Intentionally with Pre-set Objectives
- Less Information About The Store &/or Contact Details
- Competitor Analysis Isn't Being Conducted
- Making Information Difficult To Distribute On Social Media
- Search Capability Is Poor Or Non-existent

1. Not Doing Research on Target Audience

Knowing who your target clients are is the foundation of any effective internet marketing plan. The internet helps businesses to expand their reach globally. Everyone is online these days, and your website might appeal to a wide range of people. Knowing exactly who you're attempting to reach and utilizing all of the resources at your disposal to bring these very particular clients to your shop is the foundation of digital marketing.

— THE FIX

Fix:

- Your marketing efforts will need to be clear about who your consumers are if you want to attract as much traffic to your website as feasible.
- Your content marketing efforts will be much more effective if you have a defined buyer persona.

2. Checkout procedures that are difficult to understand

When a consumer has finished their shopping, they are ready to leave. It makes no difference that their goods must be paid for. They are finished in their minds and they want to go on with the rest of their day. Complicated checkout processes provide undue friction, which can lead to cart abandonment even after a client has decided to buy the items.

THE FIX**Fix:**

- The worldwide value of cart abandonment is estimated to be in trillions of dollars. You have complete control over the look and feel of your checkout procedure. Failure to maintain it streamlined from the moment a consumer adds a product to their basket to the time they click "checkout" can result in lost money, customers, and conversions.
- In order to make a good checkout page one should take following advices into considerations, allow guest checkout, prioritize mobile-friendly design, display trust signals and badges, refine and simplify, use a progress indicator, Limit distractions, Use data validation and input error notification and don't surprise customers with additional costs.

3. Not Having Social Proof

One of the most essential aspects in persuading potential consumers to make a purchase is social proof. Reviews, recommendations, and product testimonials are examples of this. A customer is always interested in hearing what others have to say about a product. This aids in the development of trust and the growth of conversion rates.

3. Not Having Social Proof. (continued..)

Leaving aspects of social proof out of your online shop and plan is one of the most common e-commerce marketing errors. People can't walk into a brick-and-mortar store to feel the quality of an item, try it on, or see how it works with e-commerce. As a result, social evidence can assist a client in making a purchasing decision.

THE FIX**Fix:**

- Social Proof can be improved when the product or service is designed to be customer oriented and shall be executed so to provide maximum customer satisfaction.
- When a product or service is intended to be client-centric and performed in such a way that it provides maximum customer pleasure, social proof can be increased.
- When a consumer is satisfied with a product or service, he or she will recommend it to others, either verbally or through social media, creating a better environment for social proof and increasing product or service acceptability among potential customers.

4. Putting the User Experience on the Backburner

Your consumers will go somewhere else to shop if your site doesn't look nice, feel well, or perform properly. The importance of user experience in e-commerce marketing cannot be overstated. Your website should be simple to navigate, appealing, and easy to understand. Any additional material should be optimized, and the wording should precisely suit your brand. Product descriptions and thoughtful categorization are examples of this. You'll also require a simple checkout procedure.

— THE FIX

Fix:

- Your website should be simple to navigate, appealing, and easy to understand.
- Any additional material should be optimized, and the wording should precisely suit your brand. Product descriptions and thoughtful categorization are examples of this.
- You'll also require a simple checkout procedure.

5. Poor photography and pictures

You need outstanding product photographs when consumers buy online since they are giving up the tactile ability to recognize and handle a thing and scrutinize it.

— THE FIX

Fix:

- Various perspectives are crucial, as are multiple alternatives if the options modify the look, such as the hue.
- Also, especially if using a smartphone, make sure the shot is large enough to zoom in on.

6. No Mobile Site or Mobile Optimization

Ignoring the importance of mobile commerce in today's digital landscape is a costly oversight for any e-commerce business. With a growing number of consumers turning to their mobile devices for research and purchasing, it's crucial to ensure that your mobile site is well-designed and user-friendly. Failing to do so can be detrimental, as data shows that a significant portion of customers - 57% - will hesitate to recommend a company with a poorly designed mobile site, and 40% will even switch to a competitor's site after a poor mobile experience.

— THE FIX

Fix:

- Make a good and responsive mobile site which parallels the web experience. The mobile site should have a nice user interface and should support all of the customer's operational options.

7. Marketing Isn't Done Intentionally

A product can't sell itself. This may seem self-evident, but a typical marketing blunder is not having a defined plan in the first place. The only way to see genuine results is to have a firm agenda. Email marketing, social networking, SEO, retargeting, and valuable content are all important components of a successful plan. This must be done with purpose and consistency. Ineffective marketing activities will not provide results. Your website will either receive little or no traffic, or the incorrect clients will be drawn to it

— THE FIX

Fix:

- The only way to see genuine results is to have a firm agenda. Email marketing, social networking, SEO, retargeting, and valuable content are all important components of a successful plan.
- This must be done with purpose and consistency.
- Ineffective marketing activities will not provide results. Or if they do, you wouldn't know what worked that you could repeat. More likely scenario is that your website will either receive little or no traffic, or the mismatched clients will be drawn to it

8. Less Information about the Store &/or Contact Details

More than simply the goods influence purchasing decisions. Consumers also want to know about shipping costs, delivery times, return policies, and how to contact customer service with queries or complaints. For the potential consumer, not knowing this data generates friction and eventually, you start losing potential customers.

— THE FIX

Fix:

- In order to gather more information about potential customers and what is it that they are looking to learn, few steps could be taken like, Use Google Alerts, Mention or Talkwalker Alerts. Interview current customers, Study your web analytics, use your competitors and industry, Leverage professional social networks

9. Competitor Analysis Isn't Being Conducted

E-commerce operates in a highly transparent environment, which is one of the key appeals for consumers. They have the ability to easily compare prices and products, and make informed decisions. As an e-commerce business, you are constantly facing competition from a plethora of similar businesses offering similar products 24/7. In such a competitive market, it's imperative to stay connected and informed about the latest developments. In any industry, changes can occur at any moment, and it's crucial to be prepared to adapt and stay ahead of the competition.

— THE FIX

Fix:

- You should be aware of what your competitors are charging and which special offers are luring clients away from you. Don't make the mistake of manually scouring rivals' websites for prices.
- Use competitive pricing systems that give current and historical pricing comparisons to avoid further losses.

10. Making Information Difficult To Distribute On Social Media

Lack of understanding: Some businesses may not fully understand the benefits of user-generated content Limited resources: Some businesses may not have the resources, such as budget or personnel, to implement and manage a UGC strategy. Fear of negative feedback: Some businesses may be hesitant to encourage customers to share their experiences because they fear negative feedback or criticism. Lack of time: Many businesses are focused on running the day-to-day operations and may not have the time or resources to devote to UGC Lack of platform: Some businesses may not have a platform in place for customers to easily share their experiences, such as a review system. Not understanding the audience: Some businesses may not understand the importance of understanding the audience and their preferences, making it difficult for them to create a strategy that resonates with the audience.

THE FIX**Fix:**

Social sharing is the first step in maximizing your visual Web presence. You may increase awareness, interest, consideration and sales by making pictures on your website more pinnable and then adjusting the size and placement of share icons. After expanding the Pin It button on share bars and overlaying the symbol on individual photos, BuzzFeed saw a tenfold increase with just adding the pinning option.

11. Search Capability Is Poor Or Non-existent

Consumers who use on-site search to find products are three times more likely to make a purchase, making it crucial to provide them with accurate and timely results. Many pre-built systems may have difficulty with search functionality, so it's important to consult with your technical team about ways to improve your current system or explore advanced options such as Solr or Sphinx. Incorporating these advanced search solutions into your shopping cart can be done relatively easily and at a reasonable cost, through the use of plugins.

— THE FIX

Fix:

- At a modest cost, plugins are available to incorporate these search solutions into many of the most popular shopping carts.

IN CLOSING

Conclusion

All of these common e-commerce mistakes stem from a lack of customer-centric approach. To ensure success, it's essential to prioritize the needs and preferences of your clients in every aspect of your business, from shipping and payment options to website navigation and security. It's important to ensure that your e-commerce platform and customer data is secure, and that your products are tailored to appeal to your target demographic. As someone with experience in the e-commerce industry, I cannot stress enough the importance of putting the customer first in order to eliminate any obstacles that may impede their shopping experience.

03

10 Google Ads Mistakes and Fixes

Common paid-search missteps that quietly bankrupt advertisers.

10 Google Ads Mistakes and Fixes

Are you getting the best results from your Google Ads campaigns, or are you missing out on important conversion opportunities? If you want to see results from your digital advertising, there is always something to keep track of. Google Ads can drive relevant traffic to your business, so it's a good idea to start identifying mistakes that bankrupt advertisers and learning how to set up high-converting Google Ads. Here's how to fix all of your Ads mistakes so you can write effective Google Ads that convert leads into paying customers.

10 Google Ads Mistakes

- Conversions That Aren't Up-To-Date
- Using the Wrong Match Type for Keywords
- Negative Keywords Aren't Used or Are Used Incorrectly.
- Ad Extensions are Missing, and Ads are Poorly Written.
- Directing Traffic to Incorrect Landing Pages
- Leaving Out the Call to Action
- Creating Too Few Advertisements Per Campaign
- Targeting Prospects Outside Your Market Inadvertently
- Failure to Observe Audiences
- Not Retrospecting Ad Schedule Modifiers

1. Conversions That Aren't Up-To-Date

Advertisers place conversion tags on any number of pages, import conversions from CRMs such as Salesforce, track calls, and import conversion events from Google Analytics. This additional perspective on the conversion journey is invaluable, but it can also lead to a lot of noise. It's more difficult to see when conversions are double-counted or old ones are still populating. If all of those old conversions are included in CPA calculations or bidding algorithms, the bidding decision-making process is hampered.

— THE FIX

Fix:

- Google Ads' Conversions section should be checked at least quarterly. Scan for anything out of date or old that should be removed.
- Check to see if you're on track - if the tracking is coming from a Google tag, an Analytics Goal, or an imported file.
- Learn about dead conversions and how to remove them to keep the conversion interface clean.

2. Using the Wrong Match Type for Keywords

It's natural to believe that if you target the right keywords with a high enough bid, your ads will show up in relevant searches. However, this is not always the case, especially if you use the incorrect keyword match type. If you match keywords too loosely to search terms, your ad may appear in unrelated searches. In contrast, if you pair them too closely, your ad may not appear in many searches. •

THE FIX**Fix:**

- To optimize your search ads, you must conduct extensive keyword research and have a thorough understanding of your target audience's search intent. You'll also need to understand the distinctions between the following keyword match types:
- Broad match - When people search for the keywords related to what you've specified, your ads will appear.
- Phrase match - When people search for your keywords in that exact order, your ads will appear.

— THE FIX

Fix: (continued..)

- Exact match- Your ads will only appear when the exact keyword you're targeting is typed into a search engine. As a result, you must be strategic in your keyword selection and match type.

— THE FIX

Fix: (continued..)

- Your ad's performance is heavily influenced by the type of match you use. A good strategy is, to begin with, exact matches and then expand to broad and phrase matches as needed. For the best results, combine the three keyword matches and bid strategically using a technique known as cascading bids. It entails determining the lowest bid for broad match keywords. For exact match keywords, you should bid the most, and for phrase keywords, you should bid somewhere in the middle.

3. Negative Keywords Aren't Used or Are Used Incorrectly.

On Google Ads, you do not pay for a keyword. Instead, you pay for search terms. Search terms contain a wealth of information that can be used to develop new keyword campaigns. However, if you look at the list, you will notice a lot of garbage that you are paying for. If you don't include negative keywords, you're probably wasting money on irrelevant keywords. Negative keywords prevent your ad from appearing in irrelevant searches. Before you post your ad, make sure to include a long list of negative keywords for your account.

— THE FIX

Fix:

If you don't include negative keywords, you're probably wasting money on irrelevant keywords. Negative keywords prevent your ad from appearing in irrelevant searches. Before you post your ad, make sure to include a long list of negative keywords for your account.

4. Ad Extensions are Missing, and Ads are Poorly Written.

Ad extensions are clickable components that can be added to any Google ad. They can display information such as your company's phone number, the price of an item, or the services you provide. Ad extensions are technically optional. According to Google, ad extensions can contribute up to a 15% increase in click-through rate (CTR), so it's in your best interest to use them whenever possible. Google suggests including at least four extension types: Affiliate, Location, App, Callout, Lead form, Location, Price, Structured snippet, etc. The right ad extensions will eventually boost your click rate.

THE FIX**Fix:**

- Writing effective ad copy is similar to writing a blog post headline. If you want to write an enticing ad copy, you must first understand what works. You must also take advantage of the opportunities and tools that are available to you.
- Rich snippets would increase your search CTR if you were doing search engine optimization.
- Ad extensions are the best option for PPC ads that are closely related to rich snippets. Choose the right ad extension instead of the wrong one.

5. Directing Traffic to Incorrect Landing Pages

Isn't your website's homepage the best place to drive traffic? No, not exactly. Although many marketers make the mistake of using the homepage as the landing page for every ad, it can be one of the worst Google Ads destinations. Your homepage is one of the most general pages on your site and serves as an introduction to your company. It is intended to appeal to a wide range of needs, interests, and questions. That means it's an excellent landing page for a broad search, such as your company's name.

— THE FIX

Fix:

However, when targeting a more specific keyword, it is critical to consider the search intent. Prospects may, for example, click on your ad to access content, purchase something, or contact your company. As a result, you should always tailor the landing page to the ad, allowing prospects to take the desired action immediately.

6. Leaving Out the Call to Action

Whether you're writing a headline or a description, Google Ads has a strict limit on the number of characters you can use in any element of the copy. When you're limited on space, you may have to leave out an important part of your message. While you must be selective in what you include in your ad copy, leaving out the call to action (CTA) is a big mistake.

— THE FIX

Fix:

Prospects who do not see a CTA may simply scroll past and click on another ad or an organic search result instead. Always include a CTA in your ad headline to increase clicks and conversions. That way, you can tell prospects what step to take next in order to get the conversion you desire.

7. Creating Too Few Advertisements Per Campaign

Every ad in your Google Ads account is part of an ad set, which is a subset of a campaign. Although you can run a single campaign from your Google Ads account, each campaign necessitates the use of multiple ads and ad sets. If an ad set only contains one or two ads, the platform cannot effectively optimize performance. As a result, performance may suffer and you may end up paying more than necessary for the results.

— THE FIX

Fix:

- Although creating the ideal campaign structure is a combination of art and science, Google recommends at least three ads per ad set. You'll also want to make sure that each ad has distinct copy and creatives so that you can compare results and determine which ones are most effective.

8. Targeting Prospects Outside Your Market Inadvertently

This is an easy mistake to make because Google doesn't make it easy to realize you're doing it. When you create an account, you specify your target market by either selecting a location or calculating a radius around your business. What you may not realize is that Google is targeting people who are not necessarily in your market but have expressed an interest in it. And their interpretation is quite broad.

THE FIX**Fix:**

- In the location option, you'll see that your running ads are targeting people who live in, regularly visit, or have expressed an interest in your targeted locations (recommended). The better option is to click on people who live near or visit your desired location on a regular basis.

9. Failure to Observe Audiences

It's easy to overlook the fact that searches are conducted by a diverse range of potential customers. At this point in the game, Google has a lot of information on its users. They frequently behave very differently, but nothing is visible in the search data because they search the same terms.

— THE FIX

Fix:

- Adding Audiences and tracking their performance is a basic Marketing 101 function that is easily overlooked out of habit. However, the data presented here is useful not only for identifying new bid adjustments but also for identifying audiences to target on other platforms such as YouTube.

10. Not Retrospecting Ad Schedule Modifiers

As with many other bid modifiers, there is a tendency to set up and schedule bid modifiers and then forget about them. Seasonally, performance can vary depending on the time of day.

— THE FIX

Fix:

- Revisit it at regular intervals with good data samples to ensure you remain relevant during peak times of the day. However, the data presented here is useful not only for identifying new bid adjustments but also for identifying audiences to target on other platforms such as YouTube.

IN CLOSING

Conclusion:

Finally, effective Google Ads are all about targeting the right words (in part through match type), lowering your cost per customer acquisition, and driving potential customers to your site where you've set up a well-crafted funnel that will increase conversions.

04

10 Social Media Mistakes & Fixes

How brand visibility quietly turns into reputational damage.

10 Social Media Mistakes & Fixes

Everyone wants to get on board with increasing their brand's visibility on social media. Simply put, that is where the crowd is. You're probably well aware of how powerful social media channels have become, whether you're using them to stay in touch with friends and family or as a marketing tool. When used correctly and without errors, you can successfully promote yourself, your brand, or your product. If you have a major hiccup, it can harm your reputation for years, both personally and professionally.

10 Social Media Mistakes & Fixes. (continued..)

After all, even if you delete the angry rant you posted on Facebook, it was seen by someone. It's possible that someone saved it. Regardless, that one blunder isn't going away anytime soon. Consider the following ten blunders. We've all been victims of them at some point in our lives. And, hopefully, we've learned a thing or two.

Contents:

- Applying the Same Approach to All Social Media Platforms
- You're Not Responding To Complaints/Comments
- Inappropriate posting time
- Not including a link to your website in your social media profiles
- Not using enough pictures.
- No Human Contact
- Your headlines are not interesting.
- Not Keeping an Eye on Social Media
- Content Going Live Unedited
- Analytics Not Being Tracked

1. Applying the Same Approach to All Social Media Platforms

We're almost certain that you don't need to be a social media genius to recognize that each social media platform is unique. Each format differs from one channel to the next by offering different languages to various audiences. Take a look at your social media accounts to see what I mean. Did you notice someone, whether it's a person or a brand, sending out the same message on Facebook, Twitter, Google+, and LinkedIn? Doesn't it appear impersonal and spammy?

— THE FIX

Fixes:

- Instead of simply repeating the same message across multiple social media platforms, take the time to learn more about what each service has to offer and how it works. You will then be able to tailor more effective messages.
- Also, keep in mind that you may have multiple accounts, one for business and one for personal use, which will influence the content you share.

1. Applying the Same Approach to All Social Media Platforms. (continued..)

Instead of simply repeating the same message across multiple social media platforms, take the time to learn more about what each service has to offer and how it works. You will then be able to tailor more effective messages. Also, keep in mind that you may have multiple accounts, one for business and one for personal use, which will influence the content you share.

2. You're Not Responding To Complaints/Comments

The dangers of over-promotion only worsen when brands are unresponsive. When you do not respond to them, 1 in 4 people become irritated. And, given that only 1 in 10 social media messages receives a response from brands, it's likely that you're irritating a lot of fans. Arguing with trolls is bad for your brand, but ignoring legitimate complaints, questions, or concerns is a big mistake.

— THE FIX

Fixes:

- Instead, try this: Although it may be tempting at times, do not delete negative comments; instead, respond to them positively and promptly.
- While this advice is based on communication and conversation to foster patience and understanding, it does not apply to persistent trolls or those intent on abusing you.

3. Inappropriate posting time

We've all had those moments when our thinking was a little unbalanced – whether because we were tired, emotional, or had a few too many drinks. If this is the case, posting on social media should be avoided. Stop and think about what you're doing before sending a message that you'll later regret. When you're clear-headed, you'll be glad you did.

— THE FIX

Fixes:

- Stop and think about what you're doing before sending a message that you'll later regret. When you're clear-headed, you'll be glad you did.
- However, there are times when we post at inconvenient times. For example, do you think anyone is going to read that amazing blog post you just finished at 2 a.m. on a Wednesday morning? Most likely not.

— THE FIX

Fixes:

- In a nutshell, you don't want to be active when no one else is. After all, it is counterproductive to the purpose of social media. Try to be aware of the best times to post in the future. On Facebook, for example, engagement rates are 18% higher on Thursdays and Fridays. On Twitter, weekdays have 14 per cent more engagement than weekends, with 5 p.m. having the most retweets

4. Not including a link to your website in your social media profiles.

It may appear simple, but when your account on a social network appears without a photo, it appears abandoned and unofficial. Because social media is intended to be personal, including a profile picture, whether of a person or a logo, will instantly breathe new life into your profile. And, just in case you're wondering, Twitter accounts with photos have ten times the number of followers as those without. People connect emotionally with images rather than text, and in an increasingly crowded digital landscape, where our minds are drawn more and more to images, this is especially true.

— THE FIX

Fix:

- You can link back to your website on Facebook, Twitter, YouTube, LinkedIn, and Google+. Not only does that add five more links to your site, but it also adds five more ways for your hundreds or thousands of followers to return to your site to learn more about your products and services

5. Not using enough pictures.

Images can help you cut through the clutter of the Internet and quickly communicate your marketing message. The aesthetic quality of images encourages engagement and sharing not only on these channels but also on Twitter and Facebook — studies have shown that a tweet or Facebook post with an image attracts more attention than a text-only update.

— THE FIX

Fix

- try this: Include an image in all of your online posts, even if they are text-only.
- Maintain consistency across all your images to aid brand recognition and create a strong visual identity by using the same colors, fonts, and layouts.

6. No Human Contact.

My brand is my company. If that is your approach to social media, you will not get very far. People want to connect with other people, don't they? Humans behave and feel like them. Social media profiles allow brands to show their human side and connect with like-minded people. Just as humans greet and connect with one another, your brand page should do the same. Social networks are used to interact with others. Use it to demonstrate to your audience that your brand, like them, is a social creature – it's an effective way to build trust.

— THE FIX

Fix:

- Just as humans greet and connect with one another, your brand page should do the same. Social networks are used to interact with others. Use it to demonstrate to your audience that your brand, like them, is a social creature – it's an effective way to build trust.

7. Your headlines are not interesting.

The first thing a potential reader sees is your headline. No matter how great your content is, few people will click through to read it if the headline does not immediately captivate them. Share the benefits that your readers will receive if they continue to read your post. One way to think about this is through the classic marketing technique of WIIFM, or "what's in it for me?"

— THE FIX

Fix:

- Share the benefits that your readers will receive if they continue to read your post. One way to think about this is through the classic marketing technique of WIIFM, or "what's in it for me?"

8. Not Keeping an Eye on Social Media

Social media is a two-way conversation in which you must listen more than you speak. It's easy to get caught up in the metric of having the most Facebook likes, YouTube views, and Twitter followers as an indicator of your impact. Likes, views, and followers, on the other hand, are not an objective measure of your brand's true position.

THE FIX**Fix:**

- You must delve deeper to discover what people truly think about your product or service.
- Don't just keep an eye out for mentions of your company's name. Attempt to assess the emotions associated with those mentions.
- Tweets indicating problems with your company should be addressed right away. This reinforces the public's perception that your primary focus is on customer satisfaction.

9. Content Going Live Unedited

You have brilliant copywriters and super-active social media managers, but if unproved content rife with grammatical errors or off-message content goes live on your brand's social media, it can be extremely damaging to brand perception.

— THE FIX

Fix:

- Make it a requirement for your managers to double-check every piece of content scheduled for publication.
- Examine the images, videos, and text on graphics for errors as well.

10. Analytics Not Being Tracked

Without actionable insights, there is little point in using social media. Just as you use analytics software to track and assess the success of your SEO and email marketing campaigns, you should also track and assess your social media performance metrics. To gain additional functionality, you can use the platform's metrics or external software.

THE FIX**Fix:**

- Use Google Analytics to track shares and analyze traffic to your website. Is it more or less likely that they will convert to leads and sales? Measure the quality of your followers, the popularity of your posts, and the scope of your influence to gain information that will aid your future social media efforts.

IN CLOSING

Conclusion:

These are simple errors to make, but they are also simple to fix. Whether you have a new or established social media strategy, correcting these social media mistakes is a sure way to supplement your efforts.

05

SMB Digital Marketing Mistakes & Fixes

Costly missteps small businesses make – and the fixes that turn them around.

SMB Digital Marketing Mistakes & Fixes

You, like any other Small Business Owner, may be doing many things correctly, such as having a dedicated local following and being committed to customer service. Many small businesses, however, struggle because they lack an active inbound marketing strategy. With the right marketing strategy, the potential for growth is enormous for a low initial investment. What is sometimes lacking is the proper application. It is even more critical in the post-covid era due to the exponentially increased reliance on online channels to reach new and even existing customers.

SMB Digital Marketing Mistakes & Fixes. (continued..)

If you have already launched your business or are already in the market and have made harmless mistakes or suffered major setbacks, here are some costly digital marketing mistakes that businesses make that you can avoid and solutions that you can implement

Contents:

- Inadequate planning and setting unrealistic goals
- Inaccuracy in audience targeting
- Ignoring or being overly concerned with SEO
- Failure to have the company listed on Google Maps and other platforms.
- Not optimizing your website
- The majority of resources are being spent on social media likes and comments.
- Low-quality content that affects your branding

1. Inadequate planning and setting unrealistic goals

Many small businesses undervalue the significance of developing a strategic plan. In theory, plans may appear to be more favorable than they are. When a plan is laid out, its flaws, if any, become more apparent. A small startup must be aware of its business objectives and its long-term vision. A living and breathing Business Model Canvas, SWOT and Porters 5-forces model, and a dynamic Customer Journey Map are usually enough to keep the aerial strategy in check.

1. Inadequate planning and setting unrealistic goals. (continued..)

You can't hope to find the best approach for your online advertising unless you first define your goal. And this is one of the most common digital marketing blunders made by businesses. All of your advertising campaigns will lack focus if you do not have clearly defined goals.

THE FIX**Fix:**

Defining a goal for your digital advertising plans, on the other hand, necessitates careful consideration. Setting unrealistic goals for your campaigns can lead to failure, while not setting any goals at all can be discouraging. That is why you need specific and attainable goals. After that, you can create metrics to help you monitor and track the effectiveness of each of your campaigns.

THE FIX**Fix:**

When starting a campaign, make sure you set SMART goals. SMART objectives mean: Specific - Concentrating on key defined actions, whether it is engagement or leads. Measurable - Using traceable goals. For example, Key Performance Indicators (KPIs). Achievable - Establishing attainable goals as well as short-term and long-term objectives. Relevant - Be realistic and don't aim for the moon. Time-bound - Set deadlines to track the success of your digital marketing efforts or to keep yourself motivated.

2. Inaccuracy in audience targeting

One of the digital marketing mistakes that can make or break a business is targeting the wrong audience. Some marketers make the mistake of failing to understand their target audience before advertising to them, which can result in wasting time and resources on people who aren't even remotely interested in what a company is selling.

— THE FIX

Fix:

Make the time to collect data on your target audience's behavior, purchasing habits and triggers, what they want most in products/services, and so on. A company can better understand its customers by gathering relevant data on them, making it easier to target them through digital marketing campaigns

3. Ignoring or being overly concerned with SEO

Making the most of a technically free instrument like SEO is a wise strategy for a small business. Given enough time, attention, and consistency, changes to the website and its content, as well as obtaining a high authority link or two, could be extremely profitable for small-scale startups. SEO takes longer to produce results than paid ads, but that doesn't mean it's not worthwhile to invest in.

3. Ignoring or being overly concerned with SEO. (continued..)

However, this does not imply that small businesses can begin competing with big businesses head to head. Smaller brands are bound to lose in a head-to-head fight because big companies have more sophisticated technology and approaches, years of history, plus, much superior domain authority.

THE FIX**Fix:**

- Smaller businesses, on the other hand, could concentrate on locally popular keywords or key phrases that big brands haven't considered. Knowing your target market and focusing on narrower opportunities with a shorter path to completion may result in a few dozen good visitors to seed your first few sales.

4. Failure to have the company listed on Google Maps and other platforms.

If a small business such as a grocery store, does not list itself on the Google My Business platform, it is missing out on the local market. When searching online, a small local store must inform its customers that it is locally available and within their reach. This is especially important if the goal of the marketing campaign is to increase store visits. Small business owners commonly believe that Google will automatically list their establishment in a local search – but if you don't have a Google My Business page, you won't appear in the map results. It's free to do, quick to set up, and you'll see results right away that you were probably missing out on.

— THE FIX

Fix:

- Small business owners commonly believe that Google will automatically list their establishment in a local search – but if you don't have a Google My Business page, you won't appear in the map results.
- It's free to do, quick to set up, and you'll see results right away that you were probably missing out on.

5. Not optimizing your website

Because mobile devices account for 55 per cent or more of web traffic, all businesses should ensure that their website works flawlessly on the mobile device of any site visitor. A poor website interface, slow loading pages or images, poor graphics, pop-up ads, and distorted text will never entice a customer to buy from the site or visit the store.

— THE FIX

Fix:

Site optimization has a significant impact on SEO ranking and quality scores. As a result, small businesses should disregard this, as a quick and effective mobile site is no longer a desirable asset.

6. The majority of resources are being spent on social media likes and comments.

Social media marketing and digital marketing are not the same things. Rather, it is a small component of digital marketing. Unfortunately, organic posts will only get you a few likes unless you have a genuine following of 100k+. Organic social media efforts will yield very little tangible rewards due to how algorithms are designed to suppress your posts unless you pay for them.

6. The majority of resources are being spent on social media likes and comments. (continued..)

Some businesses, because they interpret digital marketing as only social media marketing, devote all of their resources to social networking platforms while ignoring other aspects of digital marketing. Social media is important for its aesthetic value, but so are SEO, content marketing, SEM, email marketing, and other forms of marketing. Control the amount of time and resources spent on each channel. Analytical tools can be used to determine which channels are the most profitable and which are the least profitable. Adjust the amount of time and resources spent on each channel as needed. Channel performance must be reviewed on a regular basis, and the budget must also be revised on a regular basis.

THE FIX**Fix:**

- Control the amount of time and resources spent on each channel. Analytical tools can be used to determine which channels are the most profitable and which are the least profitable. Adjust the amount of time and resources spent on each channel as needed. Channel performance must be reviewed on a regular basis, and the budget must also be revised on a regular basis.

7. Low-quality content that affects your branding

One of the most effective ways to engage with online consumers is to provide them with useful and high-quality content. A business can develop its brand identity and awareness by providing content through blogs, establishing itself as an authority in its niche. Many businesses fail to recognize this, which leads to one of the most common digital marketing mistakes: abandoning their blog section. As a result, you may receive negative SEO.

7. Low-quality content that affects your branding (continued..)

Posting high-quality content is the solution. Just because you can buy blog articles online for \$0.01 per word does not mean they will benefit your website or audience. Furthermore, both search engines and consumers place a premium on consistency.

— THE FIX

Fix:

- You can increase your authority and drive more traffic to your website by posting content on a regular basis. There are many mistakes a business can fall prey to and there are many strategies as well. Do not make a leap of faith; instead, consult an expert, whether in-house or through an agency, today!

06

10 business limiting SEO Mistakes & Fixes

What stops your site from ranking – and how to course-correct.

10 business limiting SEO Mistakes & Fixes

Every day, the demand for SEO services grows. So, too, are the possibilities in SEO. Not only is the SEO field growing, but so is the market, which is expected to hit \$1.6 billion by 2027. SEO has evolved from a siloed practise to a significant revenue channel in recent years. A channel that is increasingly being incorporated into content marketing and overall digital strategies. Search engine optimization must be a component of a well-rounded marketing strategy. SEO will propel your site to the top of organic search results. If done correctly, it can propel your website to the top of the search results. However, you must avoid common business limiting SEO blunders along the way!

Contents:

- Picking the Wrong Keywords
- Producing Duplicate Content
- Inadequate Loading Time
- The Absence of Location-Specific Pages
- A Website That Isn't Mobile-Friendly
- Doubts About How SEO Works Across Digital Channels
- Backlinks That Aren't Credible
- Neglecting Indexability
- Internal Linking Opportunities Go Unnoticed
- Analytics Tools Are Overlooked

1. Picking the Wrong Keywords

Search Engine Optimization (SEO) is all about selecting the right keywords for your website to appear in search results. However, you must ensure that you select the appropriate keywords for your website. It's more important to know what words your customers would use to search for the products or services you offer when defining your company's products and services. One of the most common blunders is ignoring search engines' preferences for keyword selection and the use of long-tail keywords. You must realize that the keywords you believe are correct may mean completely different things to other people or maybe too generic for your users.

1. Picking the Wrong Keywords. (continued..)

You'll end up optimizing your website for all the wrong keywords in either case. Before you begin the optimization process with the correct set of keywords, it is critical to conduct thorough research.

— THE FIX

Fix:

You'll end up optimizing your website for all the wrong keywords in either case. Before you begin the optimization process with the correct set of keywords, it is critical to conduct thorough research.

2. Producing Duplicate Content

Duplicate content has the potential to harm your rankings — and potentially for a long time. You should avoid duplicating any type of content from any website, whether they are a direct competitor or not.

THE FIX**Fix:**

Keep an eye out for duplicate descriptions, paragraphs, and entire sections of copy, duplicate H1 tags on multiple pages, and URL issues, such as www and non-www versions of the same page. Pay attention to the uniqueness of every detail to ensure that a page is not only rankable in the eyes of Google, but also clickable in the eyes of users.

3. Inadequate Loading Time

All of the photographs, videos, banners, and various other types of graphics on your website can sometimes improve the overall appearance of your website, making it more appealing to customers. However, it is critical to balance all of these features with the website's loading time. If your website takes a long time to load, customers will quickly abandon it. This is especially true for mobile users who do not have a strong internet connection or a lot of memory.

3. Inadequate Loading Time. (continued..)

When a user visits a web page directly from the search results, the search engines pay close attention to how long the user stays on the page and what actions they take on the page. If the user quickly leaves that page, it indicates that the web page is not relevant to the customer's needs. There are several ways to reduce a website's loading time, including the use of caching programmes and limiting the number of plugins. Poorly written codes can also be a major source of problems.

— THE FIX

Fix:

- There are several ways to reduce a website's loading time, including the use of caching programmes and limiting the number of plugins. Poorly written codes can also be a major source of problems.

4. The Absence of Location-Specific Pages

According to a Google report, searches for location-specific keywords and "near me" have increased, particularly among mobile users. For example, mobile searches for "...near me" increased by 900 per cent between 2013 and 2017. Furthermore, 76% of people who use their mobile device to search for something nearby visit the related business within a day or less, and 28% of those searches result in a purchase.

THE FIX**Fix:**

- Because of the rise in mobile consumers, many businesses now place a premium on local visibility. High-quality, location-specific, or locally optimized content is an essential component of global and local SEO.
- Recognizing your brand with a local presence should increase your visibility in local search results. To help improve your ranking in local SERPs, you could create well-optimized location-specific unique pages. When you only have one location, clear location signals are natural.

5. A Website That Isn't Mobile-Friendly

Many users now rely on mobile devices rather than computers because we live in a mobile-first world. If your page is not mobile-friendly, you will most likely lose viewers. If you haven't used this feature, your site is also missing out on the most advanced design techniques.

THE FIX**Fix:**

- Having a mobile-friendly website allows you to rank higher on search engine results pages (SERPs). By far the most advanced type of design is a mobile-optimized website. Because the site is mobile optimized, it will reformat itself completely for different devices. When you optimize your website for mobile, you also improve site speed and design structure.
- You can use the mobile-friendly test tool to check whether your website is suitable for mobile devices. If you discover that your site is not mobile-friendly, choose a trustworthy web host, optimize your site's loading time, enable Accelerated Mobile Pages (AMP), and redesign your pop-ups for mobile devices.

6. Doubts About How SEO Works Across Digital Channels

SEO has now become an essential component of digital marketing; however, in order to maximize its potential, it is critical not to overlook how it interacts with other channels. You won't be able to measure the full impact of SEO unless you integrate it with other marketing channels. You and your company will struggle to achieve SEO success both internally and externally. Building a symbiotic relationship and agreeing on goals and success metrics across channels – social, email, paid, and public relations – are all part of modern-day SEO.

— THE FIX

Fix:

- Ensure that your SEO strategies take into account the inputs and outputs of all digital channels.
- Ensure that your SEO strategies take into account the inputs and outputs of all digital channels.
- Maintain constant communication with both internal and external digital counterparts.
- Ascertain that your entire digital team supports your SEO strategy and roadmap.

7. Backlinks That Aren't Credible

Backlink building is still an effective SEO strategy. However, this is only if you use high-quality links! Linking to pages with low or no page rank adds no value or credibility.

— THE FIX

Fix:

- Solution: Prioritize quality over quantity! Concentrate on high-ranking sites and authoritative industry blogs.

8. Neglecting Indexability

For SEO, good indexability indicators are critical. Simply put, if a page is not indexed, it will not be seen by a search engine, and thus will not be seen by users. Even if your website appears to be crawlable, there are a variety of factors that can prevent it from being indexed. For example, duplicate metadata and content can make it difficult for search engines to determine which pages to rank for similar search terms.

8. Neglecting Indexability. (continued..)

Take a note of the following things: Title tags with more than 60 characters are cut short in the SERPs, while those with fewer than 60 characters may miss out on opportunities for further optimization. If the hreflang attribute clashes with the source code of any given page, multilingual websites can cause search engines to become confused.

— THE FIX

Fix:

- Pages that appear to be lacking in content can be flagged by the Site Audit tool, so it is worth reviewing these to ensure they are as informative as possible.

9. Internal Linking Opportunities Go Unnoticed

Webmasters are frequently so focused on obtaining links from other sites that they neglect to consider internal linking. Orphan pages are difficult to find for both users and search engines due to a lack of a solid internal link structure. It also overlooks opportunities to guide users through the sales funnel, from a high-level blog to a checkout page.

THE FIX**Fix:**

- A hub-and-spoke structure may be the best way to structure your internal links as this model encourages users to stay on your site longer, increasing the possibility of conversions.
- In terms of SEO, properly structured links inform search engine crawlers about which pages are related and which pages are the most important. For example, having multiple blogs about the complexities of SEO that link to a central page about what SEO is will help them understand and rank pages accordingly.

10. Analytics Tools Are Overlooked

Google Analytics is a useful tool for measuring the performance of your website during the Search Engine Optimization process. You can see how your optimization is working for the various types of content on your website and which strategies are the most effective for you. Many marketers dislike analyzing performance on a regular basis, but they are making a serious mistake.

— THE FIX

Fix:

- Setting up an analytics tool for your website and monitoring its performance on a regular basis is critical to the success of your optimization efforts.

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