

Digital Marketing and Online Reputation

2015

Sérgio Tavares

Degree in Information Systems

I started my professional career in programming

Build up experience in areas such as e-commerce, real estate, banking and technology consulting..

CEO – GOWEB – Internacional Web Agency , Portugal, England, France and Angola

Father and husband

Tri-athlete and Marathoner



**I will explain how to create online
reputation.**

OK ?

Agenda

1 - Digital Marketing Definition

2 - Dimension Online Market in Portugal

3 - Contents Web Optimization

4 - Advertising

5 - Online Reputation

6 - Questions

DEFINITION DIGITAL MARKETING

**Promotion of products, services and people
through digital distribution channels.**

RIGHT?

DEFINITION DIGITAL MARKETING

Promotion of products, services and people through digital distribution channels.

RIGHT 😊

- Websites

- Mobile

- Newsletters

- Social networks

- Search engines

- APP



The evolution of the digital economy in Portugal from 2012 to 2017 will be huge and the bet has to be done now, the numbers do not lie and not yet thought of a web solution is time to do so.

In 2012 there were 6.7 million internet users representing 64% of the population in 2017 will be 8.5 million or 80% of the population.

Portugal's 2.5 million online shoppers ie 24% of the population. In 2017 rises to 3.5 million and 35% of the population.

2.4 Billion Euros in B2C purchases in 2012 representing 1.5% of GDP, it is expected that in 2017 it reaches EUR 4 billion through the GDP to 2.5%



Search Engines Optimization

(SEO)

Optimization for Search Engines is usually linked to small changes in key areas of the site.

Individually, these changes may seem irrelevant, but when combined with all optimization practices found notable improvements in the user experience as well as quality organic search website.



Google

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Creating titles unique and precise pages.

Use a descriptive Meta tag.

Improve the structure of your URLs

Simplify navigation on your site

Offer, quality content and services



THE FUTURE BEGINS TODAY

Write a review of your website.

Learn what your behavior and really it matches your expectations.

[Gtmetrix.com](https://gtmetrix.com) (speed)

woorank.com (SEO ranking)

PageSpeed google (google speed)

Google Trends (what they say about us)

seobook.com (detailed assessment SEO)



ADVERTISING

Google Adwords

Google Adsense

facebook advertising

Linkedin ads

Amazon Affiliate (advertising affiliate system + content per user profile)



Online Reputation

Website or blog

Linkedin

facebook

Youtube

Pinterest

Use social content smart share (dlvr.it, socialreport.com, etc...)



Questions?



Thanks 😊

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