30-MINUTE WEBSITE MARKETING
Praise for 30-Minute Website Marketing: A Step By Step Guide

After the success of his first two books, Lee has continued where he left off. He has a special talent when it comes to demonstrating his extensive knowledge in a digestible way. Lee’s books are always packed full of useful information and actionable tips, where his writing style always helps to inspire you. Not just that, but Lee can back up the words in his books with the work he does on a daily basis, as a pioneer of the search marketing industry.

30-Minute Website Marketing is your new one-stop-shop for understanding digital marketing in bitesize chunks. If you’re looking to broaden your understanding of digital marketing and its place in business, you won’t go far wrong here. This book is packed full of information that’ll stand the test of time. I recommend you give this book a blast!

Jack Cooper, Digital Manager, Andertons Music Co.

Lee Wilson’s experience and understanding of digital marketing has allowed him to distil complex marketing strategies and tactics into quick and easy process driven activities. With a focus on team management, this book is highly relevant to today’s enterprise internal digital marketing teams and agencies alike. Ensuring that every stakeholder is working to the best of their ability is just one of the key aspects of this book, and condensing the team environment, communication and delivery into 30 minute activities will drive ROI.

Sam Osborne, SEO and Performance UX Specialist, Top 10 UK Agency
30-MINUTE WEBSITE MARKETING
A Step By Step Guide

BY

LEE WILSON
Vertical Leap, UK
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Lee Wilson (BA Hons) has worked in digital marketing delivering 1000s of integrated content and marketing campaigns since 2003, after he successfully graduated from Winchester University, England, UK, with honours in Business Management and Communications.

Lee is a certified web applications developer through the Open University (Cert WAD), Individually Google Analytics (GA) Qualified, and has Search Engine Marketing Professional qualifications (SEMPO) relevant to the authoring of this book.

For the past number of years, Lee Wilson has been employed as the Head of Enterprise SEO for a top 10 UK Search and Digital marketing agency (Vertical Leap). In 2019 Lee was promoted to Head of Services, and joined the company Operations Team. During that time, he has worked on and led huge numbers of data-driven campaigns within search marketing, digital, and content niches, spanning leading global brands, start-ups, SMEs, plus new entrepreneurial ventures.

Prior to working in the agency side of marketing, Lee Wilson was employed in-house for over seven years as the Marketing Head and the Leader of direct and digital marketing departments. Lee took the step towards setting up and running his own digital content and marketing business in 2008.

Personally, Lee is a passionate author with his first solely authored book published in 2016, Tactical SEO: The Theory and Practice of Search Marketing, and has more recently published Data-Driven Marketing Content: A Practical Guide (Emerald, 2019). He also has vast experience and insights covering many marketing specialist areas and has been mentally ideating and developing this body of work into this business guide since working on his first few websites back at the start of the 2000s when his interest in this realm was sparked.

As an industry expert, Lee Wilson can be seen providing expert opinion and content contribution to many influential websites and businesses including being regularly cited on Search Engine Journal, State of Digital, plus a host of other media sites and mainstream publications.

Outside of content, marketing and writing, Lee derives inspiration from his wife, young daughter, mum and dad, plus close friends who inspire him every day, bringing lots of light and love into his life.
Foreword

In a career spanning thousands of integrated marketing campaigns, I’ve noticed that one of the largest barriers towards business website success is the inability to take the right action fast enough.

Companies have a tendency to overcomplicate and dwell on strategic decision-making at the expense of implementing insight, thus losing ground on the competition by not being the first to act on untapped marketing opportunity.

It is this frustration of website performance and opportunity wastage, which led me to put pen to paper and solve this dilemma with my 30-Minute Website Marketing: A Step By Step Guide.

There is not a single priority website and marketing action that cannot be broken up and progressed with the allocation of 30 minutes of expert time and attention.

Whether your primary need is Search Engine Optimisation (SEO), Pay Per Click (PPC), Social Media Marketing (SMM), or other website specialism and performance enhancement, this practical guide has them covered, both by priority and by expected business impact.

The second problem which this text seeks to solve is the underperformance of isolated marketing specialists, working in segmented channels, unaware of the restrictions this is placing on the integrated opportunity to multiply website performance spanning all key strategic areas.

Every business can spare 30 minutes a day towards maximising the potential and realising the untapped performance that exists within your website.

This practical business and website marketing guide enables you to take action today and start implementing the right actions that can change your company culture towards an action mindset, underpinning your website and marketing success for years to follow.
Acknowledgements

From my very first in-house, small-budget, integrated digital marketing campaign in the early 2000s, through to my latest cross-agency high-investment projects today, every single website venture has contributed to the insights provided in this Step By Step guide.

Interestingly, some of the most powerful actions have resulted from trial, error and even failure and recovery, as much as they have from substantial website success and delivery upon objectives.

Over my career to date, I have had the pleasure of directly managing a growing number of staff from hugely varied backgrounds, specialisms, technical and creative mindsets.

All of which remain with me in some degree when ideating strategy, tactics and action plans, capable of positively impacting any business performance regardless of size, scale or level of competition and historical performance.

This 30-Minute marketing and website guide is a distilled nod of thanks to everyone that I have worked with over the past 15+ years, leading digital, website and marketing departments.

As with all acknowledgements I want to say a special thanks to my current team at Vertical Leap, to my family and to my close friends.