

Digital Marketing World Forum Europe Amsterdam



EUROPE

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DIGITAL MARKETING WORLD FORUM

Digital Marketing World Forum
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Hall 5, RAI, Amsterdam

Digital Marketing World Forum has been at the forefront of the global digital marketing community for over 12 years. Delivering the latest marketing insights via top-level online content and world-class events in London, New York, Amsterdam and Singapore. Exploring the latest trends & strategies within Digital Marketing and covering ***Digital Marketing Technologies, Virtual Reality, Artificial Intelligence, Influencer Marketing, UX, CX, eCommerce, Content Marketing, Data, Analytics, and Mobile***, this conference is not to be missed. The agenda will focus on **supporting marketers** to tackle challenges they're facing to **inspire** and share **practical advice** to help to **plan, implement and execute** new strategies to impact their campaigns for the future.



My name is David Deutsch. I am the global digital marketing trainer and speaker for Search Titans International. Today's presentation is designed to help global gaming and gambling companies better understand the revenue potential of advanced SEO techniques known as Featured Snippets.



Search Titans International

The Featured Snippets Agency is a division of Search Titans International, a corporate trainer in digital marketing.

Featured Snippets are an advanced tool used to enhance SEO results regardless of the usual restrictions placed by Paid Ads. Featured snippets are commonly unused by restricted industries due to ignorance of legal guidelines. Rich media, such as Videos, Games, Livestreams and more, enhances the search results for the most profitable keywords.

*Discover the Power of Position 0.
Featured Snippets Agency Podcast*

The Featured Snippets Agency is a division of Search Titans International, a corporate trainer in digital marketing.



Meet The Team



David Deutsch

Global Digital Marketing Trainer Speaker
(Presenter)



Jonathon Kohler

Digital Account Project Director
(Presenter)



Presentation Summary & Agenda

1. Keyword Traffic Projections for “Gift Ideas”
2. Gambling Featured Snippets New Users & Revenue Projections
3. Video Featured Snippets Costs & ROI Projections
4. Conclusion: Gambling Revenue Projections From Keyword: “Gift Ideas”

This presentation is split in to 4 sections: Keyword analytics for one single keyword. Unique users and revenue projections. Video costs, revenue and ROI projections. Concluding with the overall digital marketing revenue projections for a single targeted keyword.



This information is provided by SEMrush.com. The chosen keyword for this demonstration. This keyword would only work for companies that sell this product of course. All examples in this presentation will be for companies that offer, among other products, through thier company sites.

Featured Snippets Availability

Google Search Central

<https://developers.google.com/search/docs/advanced/appearance/search-result-features>

Country and language availability

The `speakeable` property works for users in the U.S. that have Google Home devices set to English, and publishers that publish content in English. We hope to launch in other countries and languages as soon as sufficient number of publishers have implemented `speakeable`.

Feature availability	USA	Other Countries
Speakable	Yes	NOT Available Yet
Home Activities	Yes	NOT Available Yet
Practice Problems	Yes	Yes, But English Only
Product	Yes	Available
Livestream Video Event	Yes	Available
Software App	Yes	Available
Review Snippet	Yes	Available
Video	Yes	Available
Event	Yes	Available
How-to...	Yes	Available
Q&A	Yes	Available
FAQ	Yes	Available
Organization Info	Yes	Available
Logo	Yes	Available
Local Business Listing	Yes	Available
Breadcrumb	Yes	Available
Article	Yes	Available
Math solver	Yes	Available
Courses	Yes	Available
Job Postings	Yes	Available

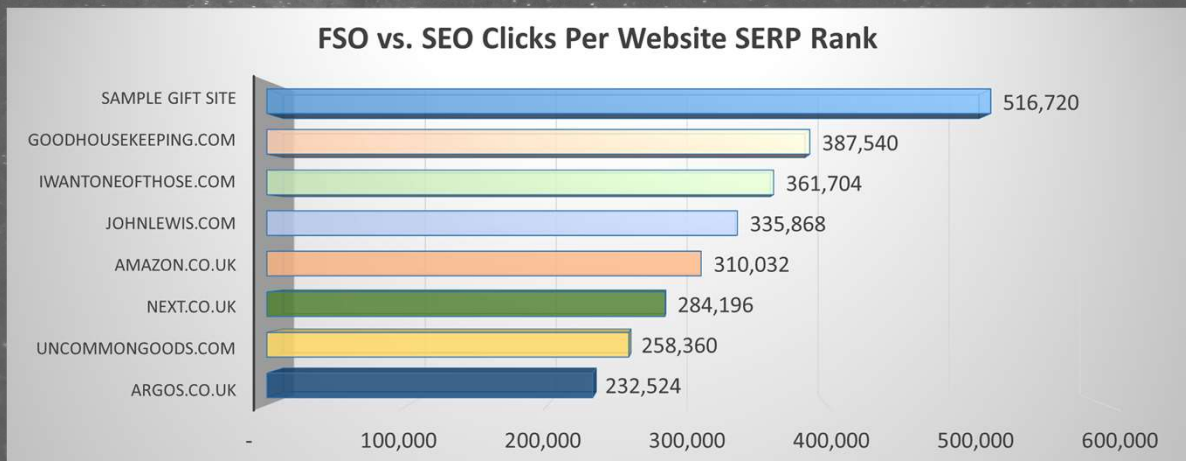
Google mostly creates and tests new features for search engines in the USA. They always start off in beta testing mode **ONLY** in the USA and then eventually successful features will be rolled out in other countries and languages. To make things easier, I have recently checked the availability of each feature on Google's website.

Featured Snippets Average Click Through Rates

Featured Snippets	Yearly Searches	CTR Increase	Clicks
Article	2583600	3.0%	77,508
Organization Info	2583600	5.0%	129,180
Event	2583600	5.0%	129,180
Local Business Listing	2583600	5.0%	129,180
Q&A	2583600	6.0%	155,016
FAQ	2583600	6.0%	155,016
Review Snippet	2583600	7.0%	180,852
Product	2583600	10.0%	258,360
How-to...	2583600	15.0%	387,540
Video	2583600	15.0%	387,540
Featured Video	2583600	25.0%	645,900
Livestream Video Event	2583600	30.0%	775,080

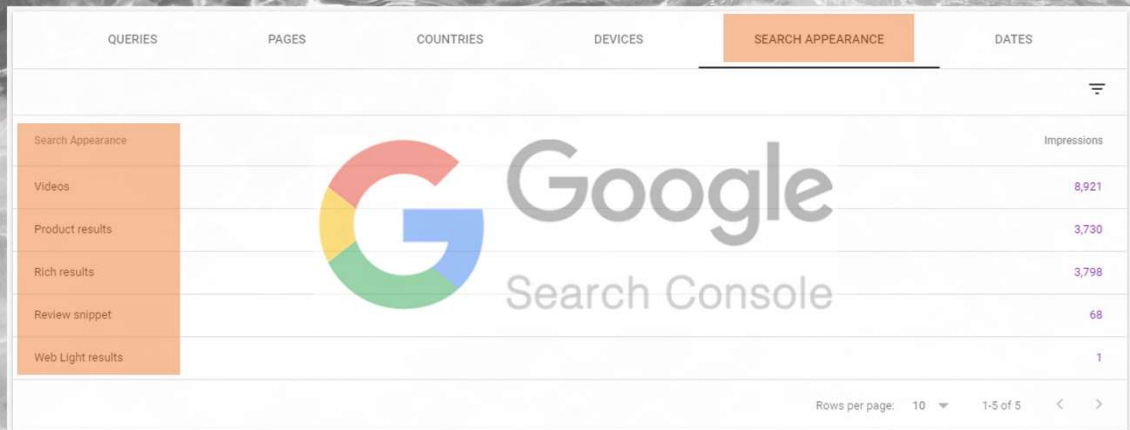
There is no way to tell the exact click through rate of any link or advertisement in advance. Each ad is different and more or less attractive. However, on average some featured snippets will automatically be more interesting than others. Their placements on the search engine results page might be higher up on the page. The thumbnail image of the livestream video, might take up the entire page above the fold sometimes. FAQ results are often mixed with regular search results and sometimes they appear above all other listings on the page.

FSO vs. SEO Clicks Projections by Rank



Position 0 is always above position 1 in Search Engine results pages. Regular SEO is based exclusively on text content. Featured snippets are usually based on rich media like images, videos and specific types of content. The websites listed in this chart are in position ONLY for regular SEO and so are destined to receive maximum CTRs of less than 20%. The lower the listing, the less clicks they are likely to get. ANY featured snippet module will place your website above all these listings. Livestream videos or video carousels will get much more than 35% click through rates every time.

Google Search Console Reporting “Search Appearance” Tab



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
				Search Appearance	Impressions
				Videos	8,921
				Product results	3,730
				Rich results	3,798
				Review snippet	68
				Web Light results	1

Rows per page: 10 1-5 of 5

bbkparis.com

Once the pages have been optimized with Featured snippets modules, using schema structured data, Google will show you exactly how many impressions and clicks your featured snippets receives. Unlike 3rd party software, Google search console is 100% accurate and dependable reporting tool. SEMRush.com is also a very good 3rd party software and will provide you with advanced reporting for both your site and ALL of your competitors.

Ecommerce Conversion Rate & Average Player Monthly Deposits

CALCULATING ACCURATE PROJECTION DATA

*Average
2% Conversion
Rate*

*Average Player
Monthly Deposit
\$400*

Differing Company
Variables:

- 1) Average Conversion Rate
- 2) Average Order Value

Almost all the data required to make these projections can be found online. SEMrush, Google Ads and other tools will provide very helpful data sets. However, to calculate any company's revenue and sales projections, we need their Average Order Value and the website's average conversion rate. Average order value is simple enough to find. How much money does the average consumer spend over the course of a year? Some ecommerce sites will only sell to each consumer 1 time and never again. Others will sell to consumers 4 times a month or more. The other consideration is the number of consumers that buy from 100 visits? 1 sale in 100 visitors is 1% conversion rate. Ecommerce average conversion rate is usually 3% but can be as high as 15% in very rare cases like Amazon.

Clicks X Conversion Rates = Sales
Yearly Sales X AOV = Yearly Revenue

Rank	Sites	Yearly Searches	CTR	Clicks	CR	Sales	Yearly AOV	Revenue	Position 0 Potential
0	Sample Gift Site	2,583,600	20%	516,720	3%	15,502	£250	£3,875,400	£3,875,400
1	goodhousekeeping.	2,583,600	15%	387,540	2%	7,751	£150	£1,162,620	£1,550,160
2	iwantoneofthose.co	2,583,600	14%	361,704	1%	4,340	£90	£390,640	£558,058
3	johnlewis.com	2,583,600	13%	335,868	2%	6,717	£374	£2,512,293	£3,865,066
4	amazon.co.uk	2,583,600	12%	310,032	4%	12,401	£300	£3,720,384	£6,200,640
5	next.co.uk	2,583,600	11%	284,196	2%	5,684	£340	£1,932,533	£3,513,696
6	uncommongoods.c	2,583,600	10%	258,360	1%	3,100	£300	£930,096	£1,860,192
7	argos.co.uk	2,583,600	9%	232,524	3%	6,976	£140	£976,601	£2,170,224
Total		2,583,600		2,686,944	3%	62,471	£243	£15,500,567	£23,593,435

POSITION	SITES	YEARLY AOV	CTR	CR	SALES
FSO	Sample Gift Site	£250	20%	3%	15,502
1	goodhousekeeping.com	£150	15%	2%	7,751
2	iwantoneofthose.com	£90	14%	1%	4,340
3	johnlewis.com	£374	13%	2%	6,717
4	amazon.co.uk	£300	12%	4%	12,401
5	next.co.uk	£340	11%	2%	5,684
6	uncommongoods.com	£300	10%	1%	3,100
7	argos.co.uk	£140	9%	3%	6,976

Using these data sets is where things get very interesting. Maybe a little complicated, but very accurate. When investing time and money in any business, we always want to have accurate revenue projections so that we understand the risks before we invest. This table shows how much money each of these companies will make per year selling coffee capsules online. However, none of these companies is using featured snippets to promote thier listings. They are determined to get the lowest possible click through rates. Less clicks, sales and revenue for them.

Competitor Revenue Projections Per Featured Snippet

Featured Snippets	Yearly Searches	Featured CTR	Clicks	Sales/Leads	argos.co.uk	uncommongoods.com	next.co.uk	amazon.co.uk	johnlewis.com	wantoneofthose.com	goodhousekeeping.com	Sample Gift Site
Article	2583600	3.0%	77,508	634	£88,704	£348,480	£975,744	£209,088	£278,087	£458,600	£980,623	£316,800
Organization Info	2583600	5.0%	129,180	3,168	£443,520	£2,376,000	£6,652,800	£1,425,600	£1,896,048	£3,126,816	£6,686,064	£1,584,000
Event	2583600	5.0%	129,180	9,504	£1,330,560	£9,504,000	£26,611,200	£5,702,400	£7,584,192	£12,507,264	£26,744,256	£4,752,000
Local Business Listing	2583600	5.0%	129,180	3,168	£443,520	£1,742,400	£4,878,720	£1,045,440	£1,390,435	£2,292,998	£4,903,114	£1,584,000
Q&A	2583600	6.0%	155,016	3,802	£532,224	£2,851,200	£7,983,360	£1,710,720	£2,275,258	£3,752,179	£8,023,277	£1,900,800
FAQ	2583600	6.0%	155,016	3,802	£532,224	£2,090,880	£5,854,464	£1,254,528	£1,668,522	£2,751,598	£5,883,736	£1,900,800
Review Snippet	2583600	7.0%	180,852	15,840	£2,217,600	£15,840,000	£44,352,000	£9,504,000	£12,640,320	£20,845,440	£44,573,760	£7,920,000
Product	2583600	10.0%	258,360	19,008	£2,661,120	£19,008,000	£53,222,400	£11,404,800	£15,168,384	£25,014,528	£53,488,512	£9,504,000
How-to...	2583600	15.0%	387,540	9,504	£1,330,560	£5,227,200	£14,636,160	£3,136,320	£4,171,306	£6,878,995	£14,709,341	£4,752,000
Video	2583600	15.0%	387,540	1,901	£266,112	£1,045,440	£2,927,232	£627,264	£834,261	£1,375,799	£2,941,868	£950,400
Featured Video	2583600	25.0%	645,900	15,840	£2,217,600	£15,840,000	£44,352,000	£9,504,000	£12,640,320	£20,845,440	£44,573,760	£7,920,000
Livestream Video Event	2583600	30.0%	775,080	19,008	£2,661,120	£19,008,000	£53,222,400	£11,404,800	£15,168,384	£25,014,528	£53,488,512	£9,504,000

If each of these companies were to invest in featured snippets however, their stories would be very different. Each featured snippet gets a different click through rate and a different search result. One company can and sometimes does have separate listings for each featured snippet. For example, one company can have a livestream video, a how to video, product listing, reviews and set of FAQ listings all on the same results page. That is the ideal way to target each keyword for your company. Even though a keyword only gets 1000 searches per month, a company with all those listings will get a much higher number of clicks than if they only have 1 text listing.

Warning! Featured Snippets are “Out of Scope” for Affiliate Marketers

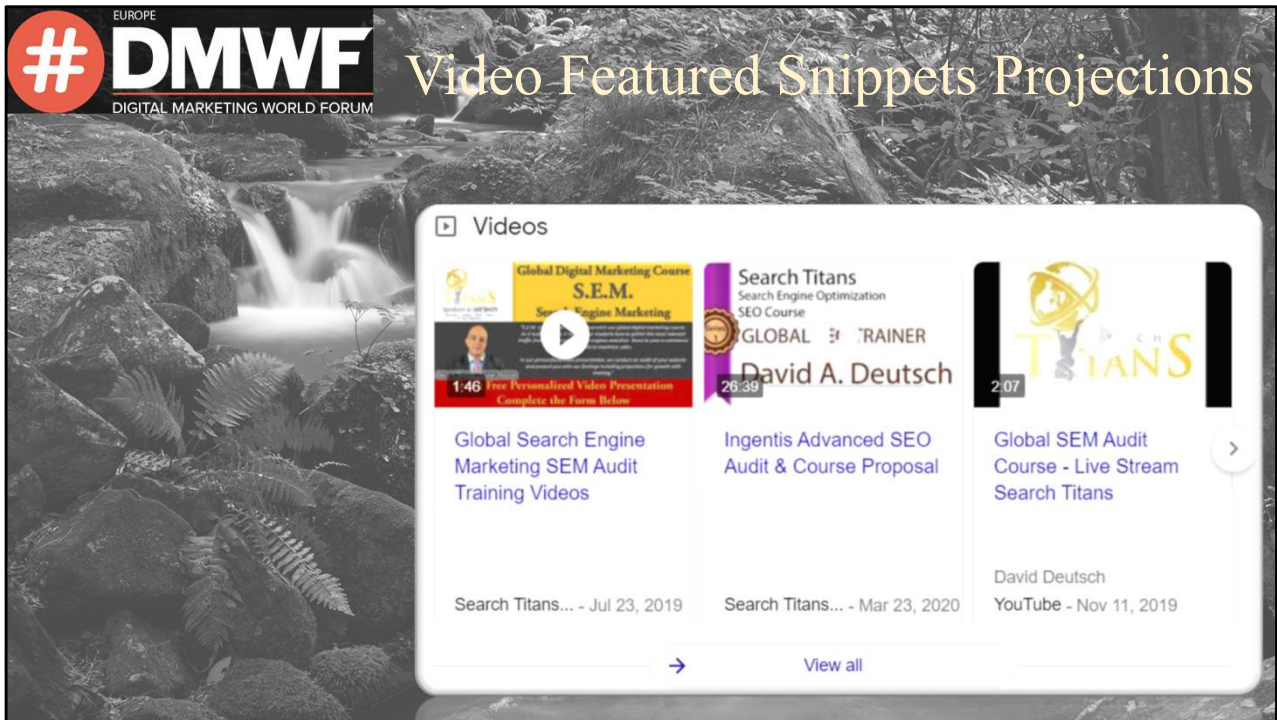


“As a result, sites featuring mostly content from affiliate networks can suffer in Google's search rankings, because they do not have enough added value content that differentiates them from other sites on the web.”

Source:

<https://developers.google.com/search/docs/advanced/guidelines/affiliate-programs>

All gambling companies rely on affiliate partners to get them clicks and sales from search engines. However, Google is very clear that only content owners are permitted to apply for featured snippets. So it's important for companies to target featured snippets on their main sites, because affiliates will not be able to do it for them.



Producing videos is never cheap or easy. Using our calculations, we can determine the value of each video in advance of producing them. Making sure than videos appear above position 1 of all the other listings on the page is the ultimate click enhancer.

Motion Graphics Production Costs per Featured Video

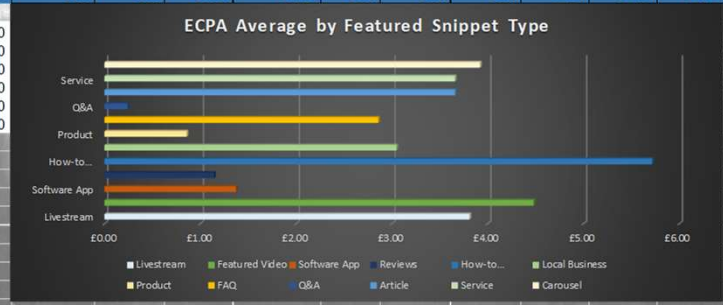
Video Techniques	Yearly Searches	CTR	Clicks	Standard CR	Sales	AOV	Revenue	Cost Per Video	ECPA	All Kws Cost	Roi
FSO Video Projections	37,929,600	17.8%	7,269,840	3.0%	390,438	£250	£97,609,455	£189,000	£4.72	£1,843,500	12298%
Livestream Video Event FSO	3,160,800	30.0%	948,240	3.0%	34,137	£250	£8,534,160	£20,000	£5.86	£200,000	4267%
Featured Video FSO	3,160,800	20.0%	632,160	3.0%	58,080	£250	£14,519,925	£40,000	£6.89	£400,000	3630%
Video Software App FSO	3,160,800	25.0%	790,200	3.0%	47,412	£250	£11,853,000	£10,000	£2.11	£100,000	11853%
Video Review Snippet FSO	3,160,800	15.0%	474,120	3.0%	28,447	£250	£7,111,800	£5,000	£1.76	£50,000	14224%
Video How-to... FSO	3,160,800	20.0%	632,160	3.0%	28,447	£250	£7,111,800	£25,000	£8.79	£250,000	2845%
Video Local Business Listing FSO	3,160,800	15.0%	474,120	3.0%	21,335	£250	£5,333,850	£10,000	£4.69	£100,000	5334%
Video Product FSO	3,160,800	15.0%	474,120	3.0%	37,930	£250	£9,482,400	£5,000	£1.32	£50,000	18965%
Video FAQ FSO	3,160,800	10.0%	316,080	3.0%	11,379	£250	£2,844,720	£5,000	£4.39	£50,000	5689%
Video Q&A FSO	3,160,800	10.0%	316,080	3.0%	9,482	£250	£2,370,600	£5,000	£0.37	£3,500	67731%
Video Game FSO	3,160,800	25.0%	790,200	3.0%	35,559	£250	£8,889,750	£12,000	£3.37	£120,000	4445%
Video Service FSO	3,160,800	15.0%	474,120	3.0%	21,335	£250	£5,333,850	£12,000	£5.62	£120,000	4445%
Video Carousel Multi Videos	3,160,800	30.0%	948,240	3.0%	56,894	£250	£14,223,600	£40,000	£7.03	£400,000	4149%

Not every video has the same purpose. Therefore, some videos will be cheaper to produce and easier to make. The big question is which video types will make the most money for YOUR company and for the keywords you are targeting. This chart shows the CPA of each video type in general. I have grouped 10 keywords for each video type.

Motion Graphics Video Costs (CPA) Per Keyword

Average ECPA	Livestream	Featured Video	Software App	Reviews	How-to...	Local Business	Product	FAQ	Q&A	Article	Service	Carousel
Keywords	£5.86	£6.89	£2.11	£1.76	£8.79	£4.69	£1.32	£4.39	£0.37	£5.62	£5.62	£6.03
gift ideas for men	£3.81	£4.48	£1.37	£1.14	£5.72	£3.05	£0.86	£2.86	£0.24	£3.66	£3.66	£3.92
christmas gift ideas	£4.66	£5.48	£1.68	£1.40	£6.99	£3.73	£1.05	£3.50	£0.29	£4.48	£4.48	£4.80
gift ideas	£4.66	£5.48	£1.68	£1.40	£6.99	£3.73	£1.05	£3.50	£0.29	£4.48	£4.48	£4.80
gift ideas for women	£4.66	£5.48	£1.68	£1.40	£6.99	£3.73	£1.05	£3.50	£0.29	£4.48	£4.48	£4.80
30th birthday gift ideas	£5.69	£6.69	£2.05	£1.71	£8.54	£4.56	£1.28	£4.27	£0.36	£5.47	£5.47	£5.86
ideas for mothers day gifts	£5.69	£6.69	£2.05	£1.71	£8.54	£4.56	£1.28	£4.27	£0.36	£5.47	£5.47	£5.86
mothers day gift ideas	£5.69	£6.69	£2.05	£1.71	£8.54	£4.56	£1.28	£4.27	£0.36	£5.47	£5.47	£5.86
father's day gift ideas	£8.53	£10.02	£3.07	£2.56	£12.79	£6.82	£1.92	£6.39	£0.54	£8.18	£8.18	£8.77
birthday gift ideas	£12.75	£14.99	£4.59	£3.83	£19.13	£10.20	£2.87	£9.57	£0.80	£12.24	£12.24	£13.12
gift ideas for mum	£12.75	£14.99	£4.59	£3.83	£19.13	£10.20	£2.87	£9.57	£0.80	£12.24	£12.24	£13.12

Higher than Max CPA	£	60.00
Higher than Ideal CPA	£	60.00
Lower than Ideal CPA	£	50.00
Excellent CPA	£	45.00
Extraordinary CPA	£	35.00
Fantastic CPA	£	25.00

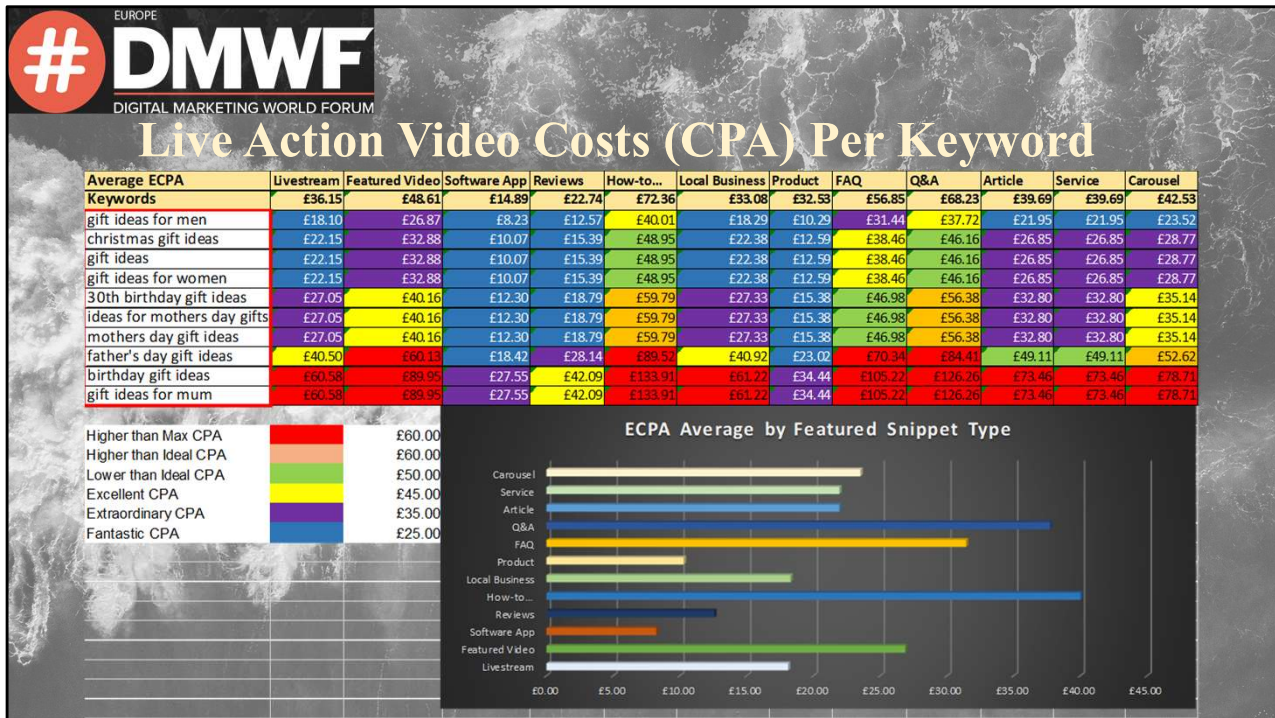


These effective costs per acquisitions are all in relation to motion graphics videos. No cameras or actors required, so much more affordable. Each keyword gets different searches per month. Also the conversion rates of each keyword will be different. Using these calculations, we can easily see which keyword matched to the featured snippet will be most profitable and which will actually lose money. Companies can choose the best videos to produce while reducing the risk of negative ROI.

Live Action Video Production Costs per Featured Video

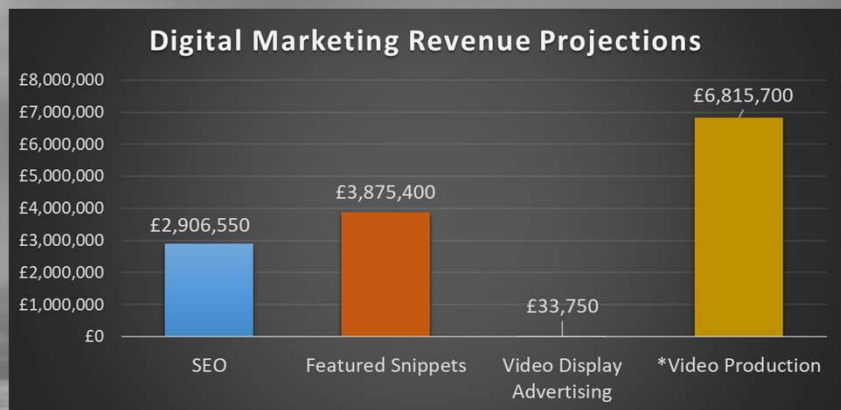
Video Techniques	Clicks	Yearly Searches	CTR	Standard CR	Sales	AOV	Revenue	Cost Per Video	ECPA
FSO Video Projections	7,269,840	37,929,600	17.8%	3.0%	390,438	£250	£97,609,455	£1,234,000	£42.28
Livestream Video Event FSO	948,240	3,160,800	30.0%	3.0%	34,137	£250	£8,534,160	£95,000	£36.15
Featured Video FSO	632,160	3,160,800	20.0%	3.0%	58,080	£250	£14,519,925	£240,000	£48.61
Video Software App FSO	790,200	3,160,800	25.0%	3.0%	47,412	£250	£11,853,000	£60,000	£14.89
Video Review Snippet FSO	474,120	3,160,800	15.0%	3.0%	28,447	£250	£7,111,800	£55,000	£22.74
Video How-to... FSO	632,160	3,160,800	20.0%	3.0%	28,447	£250	£7,111,800	£175,000	£72.36
Video Local Business Listing FSO	474,120	3,160,800	15.0%	3.0%	21,335	£250	£5,333,850	£60,000	£33.08
Video Product FSO	474,120	3,160,800	15.0%	3.0%	37,930	£250	£9,482,400	£55,000	£32.53
Video FAQ FSO	316,080	3,160,800	10.0%	3.0%	11,379	£250	£2,844,720	£55,000	£56.85
Video Q&A FSO	316,080	3,160,800	10.0%	3.0%	9,482	£250	£2,370,600	£55,000	£68.23
Video Article FSO	790,200	3,160,800	25.0%	3.0%	35,559	£250	£8,889,750	£72,000	£39.69
Video Service FSO	474,120	3,160,800	15.0%	3.0%	21,335	£250	£5,333,850	£72,000	£39.69
Video Carousel Multi Videos	948,240	3,160,800	30.0%	3.0%	56,894	£250	£14,223,600	£240,000	£42.53

Not every video has the same purpose. Therefore, some videos will be cheaper to produce and easier to make. The big question is which video types will make the most money for YOUR company and for the keywords you are targeting. This chart shows the CPA of each video type in general. I have grouped 10 keywords for each video type.



The ECPA's are based on the costs of producing live action videos with actors and cameras. Ultimately, this will provide the highest quality of videos and therefore conversion rates, but the initial investment can be daunting. It's best to select live action videos only for the most profitable keywords and video types.

Conclusion: Yearly Revenue Projections From Keyword: “Gift Ideas”



In conclusion, our calculations will help you decide where to invest your time and money.