

# Top 10 Austin Digital Marketing Strategies during Covid-19

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*SEO TIPS By DIQ SEO in Austin*

AUSTIN, TEXAS, UNITED STATES,  
October 16, 2020 /EINPresswire.com/ --  
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Strategies during Covid-19

A Pre and Post Covid-19 Study performed by DIQ SEO an Austin SEO Consulting and Analytics firm, shows that Austin Texas Businesses have increased their Digital Marketing spending by over 230%. Pre-Covid-19

Digital Marketing budgets were steadily rising as small, medium and large businesses shifted from traditional evergreen marketing channels like television, print, and radio, over to modern channels like search engine marketing (SEM), Organic Search Engine Optimization (SEO), and Pay Per Click (PPC) channels. At the same time that Austin Businesses increased their SEO, SEM, and PPC budget their consumers were spending more time on social media, streaming ( Hulu, Netflix, YouTube), search engine browsing, and shopping on platforms like Amazon. Because of this, we saw another shift of Digital Marketing Consulting Agencies springing up and increasing the [digital marketing agency](#) footprint by about 45% in Austin Texas from the past 3 years.

DIQ SEO in Austin

DIQ SEO has been accredited with publishing the most Business SEO and Digital Marketing strategies for Austin Businesses with a higher success rate and higher transparency with weekly reports to clients, as well as, short-term and long-term client strategy updates to keep our clients on top of Google rankings. DIQ SEO was recently awarded the Annual Austin SEO Alliance Award for [Best SEO Company in Austin Texas](#). The CEO of DIQ SEO Erik Avery provided a list of the Top 10 best digital marketing strategies for Local Businesses in Austin Texas during the Covid-19 pandemic. This list is aimed at making sense of all of the local web-related traffic trends that have been and are occurring from March 2020 to the present day. These multichannel digital

A dark blue advertisement for DIQ SEO. It features the DIQ logo (a stylized '@' symbol followed by 'DIQ') in white. Below the logo, the text 'WHAT IS YOUR DIGITAL IQ' is written in white, with 'WHAT IS YOUR' in a smaller font. Underneath, 'TRANSFORM BUSINESS' is written in a larger, bold, light green font. A smaller line of text reads 'GET MORE LEADS BY IMPROVING YOUR DIGITAL FOOTPRINT'. At the bottom, there is a white rectangular button with the text 'FREE CONSULTATION' in blue.

Austin SEO Company DIQ SEO in Austin

marketing suggestions are a general strategy for any vertical found in the Local Austin Texas Markets.

- 1.) Tracking is always number 1! If you are not tracking your Austin Online Business whether that is traffic, site health, KPIs, ROIs you will just be guessing.
- 2.) Audits help diagnose and track progress whether negative or positive. After you diagnose you can identify opportunities for improvement.
- 3.) Content Strategy use SEM tools like Google Keyword planner or SA360 to obtain critical information about what your customers are looking for and then create a content strategy around those keyword search terms.
- 4.) Backlink Building identifies quality relevant backlinks to obtain for authority, trust scores, and referral traffic. This can be obtained by backlink sniffing successful competitors in your vertical using tools like Semrush.
- 5.) Site Health Optimization should always be the first start for Austin Businesses with online marketing strategies. By increasing a business's site health the Website will garner increased performance and ranking to all of its elements. A business in Austin Texas should seek to consult from [Website Development Companies](#) that are local to Austin and know the market.
- 6.) Onsite SEO Best Practices should always be upheld to strengthen content ranking and relevant free traffic.
- 7.) Press Releases are a quick way to obtain backlinks, authority, referral traffic, and syndicate your messages while strengthening your organic listings simultaneously.
- 8.) Citation Bursts are a great way to increase your quality backlinks, bring in the referral traffic, and rank up your local business listings in Google Maps, Apple Maps, Bing Maps, and Yahoo Maps.
- 9.) Multichannel PPC campaigns leveraging AI, Machine Learning, Automation, and Algorithms. Viewing the customer journey in the Marketing funnel using tools like Kenshoo, Marine Software, Sprinklr, C4, Google Analytics, SA360, and other tools that are available to assist with transparency and automation in the paid marketing channels. This means following your clients from the top, middle, and bottom of the funnel customizing the messages being sent to the cross channel. DIQ SEO suggested shifting budgets from top-funnel marketing strategy to lower-funnel marketing tactics during this time to save ROI on conversions.
- 10.) SEM Tools like RavenTools, Semrush, Screaming frog, Moz, and Adobe Analytics can make anyone look like a professional SEO specialist. Most importantly automate and leave your time to focus on the big game strategy.

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