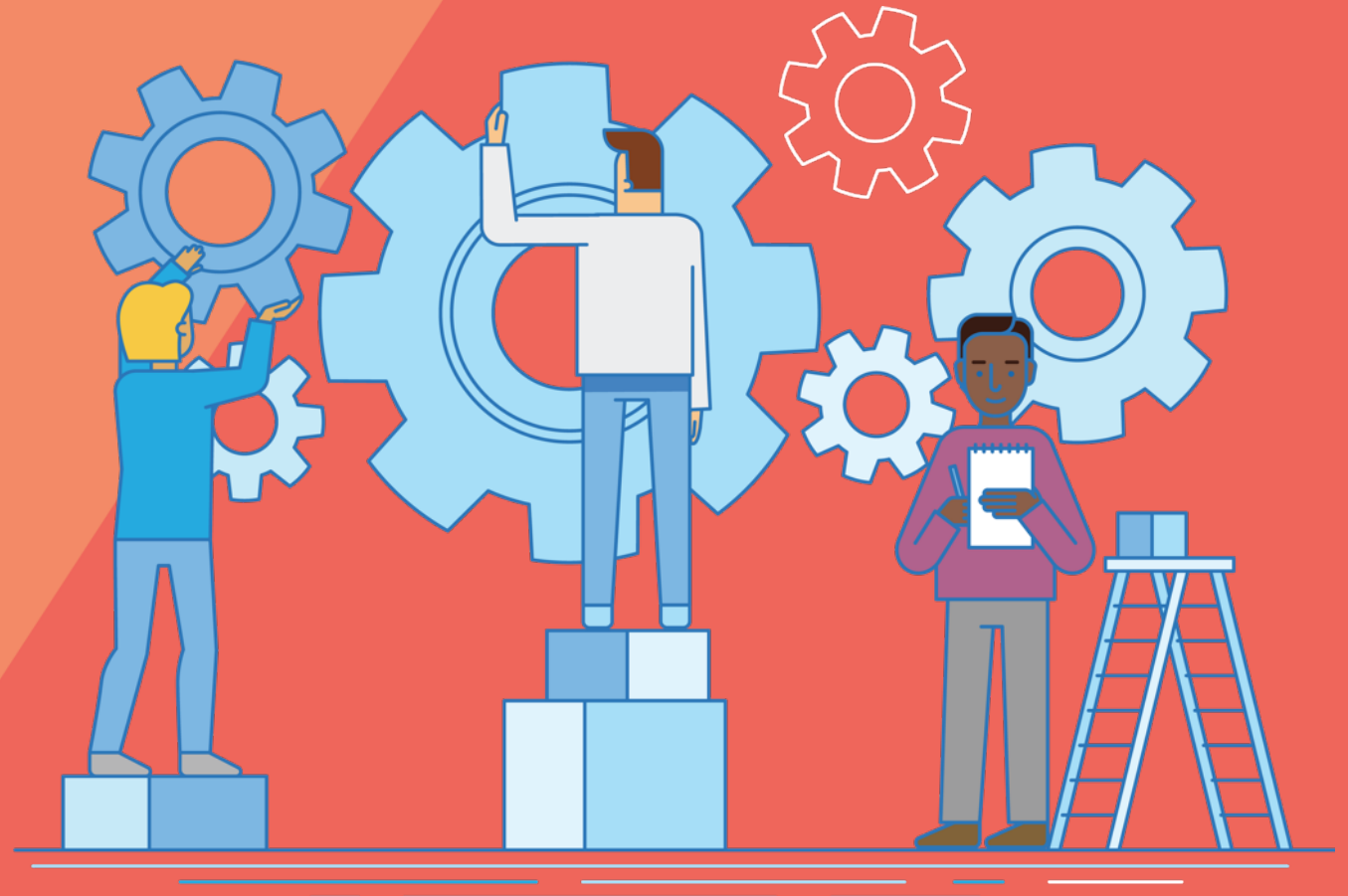


# Online Search & Discovery

Digital Playbook to Ensure Consumers  
Are Finding Your Restaurant



# Table of Contents

<b>Overview</b>	<b><u>3</u></b>
What is Search & Discovery?	<u>5</u>
Why it's important	<u>6</u>
<b>How consumers are searching today</b>	<b><u>7</u></b>
What consumers are searching	<u>9</u>
Search & discovery platforms	<u>10</u>
Google results and reviews go hand in hand	<u>11</u>
“Near me” searching	<u>12</u>
Social media	<u>15</u>
Organic search	<u>17</u>
<b>SEO &amp; SEM</b>	<b><u>19</u></b>
SEO best practices	<u>21</u>
<b>Search &amp; Discovery to-do checklist</b>	<b><u>24</u></b>
<b>Consider paid advertising</b>	<b><u>26</u></b>
<b>Terms to Know</b>	<b><u>30</u></b>
<b>Contact Information</b>	<b><u>33</u></b>



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foodservice 

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# Overview

## Overview

Now more than ever it's important to be found quickly and frequently when consumers are searching online for their next meal. Restaurant Search & Discovery tools help ensure consumers find your place and menu in the fastest way possible. This can be done with Google and Yelp as well as apps like Open Table, Instagram, and Snap Chat.

This playbook will help you understand the importance of Search & Discovery when it comes to making your operation **stand out** and how it can **build your business**.



**76%** of consumers say they're more likely to choose a restaurant that gives them in-depth information in search results (like, 'has outdoor seating' or 'good for kids')

## What is Search & Discovery?

**Search** is when consumers go online and generally know what they are looking for, actively seeking an answer.

“BBQ places near me,” “Best vegan restaurant in Louisville,” “Affordable steakhouse Dallas,” are all examples of what a consumer might search. If you happen to be a nearby BBQ place, this could be great news. But if you’re not managing tools to help you show up earlier in search results, you could go unknown and unnoticed.

**Discovery** is a little different.

Unlike Search, where you want to be visible when they’re looking for you, Discovery is about you looking for the right customers and putting yourself in their online path. Food might be the farthest thing from their mind, but a well-placed ad when they’re checking out other things they enjoy helps them discover your operation.

When done well, the combined efforts of search and discovery can be some of the **most efficient and effective ways of finding new customers.**



**About half of all searches** for a restaurant are done on-the-go, and the average consumer is eating at a restaurant within 24 hours, over 30% within the hour from the time they make that initial search

## Why it's important

Search and discovery are how consumers are finding your place

Every smartphone is a research tool, and diners are grabbing their phones more and more before eating out to find info about locations, check out menus, and see what others are saying.



**73%** of diners say that websites other than a restaurant's website are the most important place to look.

**68%** of millennials trust online reviews, compared to 34% who trust TV ads.

**84%** trust online reviews as much as a personal recommendation.

**33%** would never eat in a restaurant with less than four stars.



### Pro Tip

Make sure your site is designed to be mobile friendly. Otherwise, you could lose almost every consumer who finds you via their smartphone.



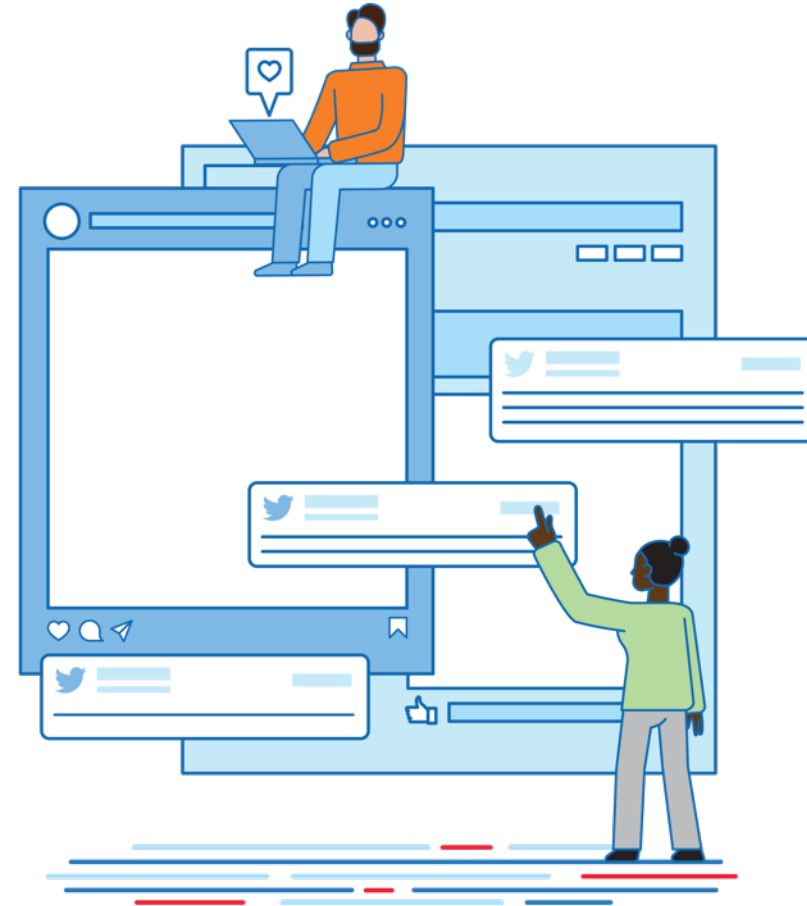
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# How Consumers Are Searching Online Today

## How consumers are searching today

They're not coming directly to you

An important shift to note is that consumers are **moving further away from your branded website and are using search as their primary means of finding you**. In fact, 73% of high-intent traffic—when consumers are looking because they're very interested in going to the restaurant—happens off of a restaurant's website. **Most businesses get 2.5x as much traffic across maps, apps, and discovery sites as on their own website**. When it comes to restaurants, that number jumps to 10x more traffic.



### Pro Tip

Post links to your site on social media, review sites, blog posts, and any other 3<sup>rd</sup> party sites.



## What consumers are searching

It's important to keep in mind that when users don't know where to eat, they will typically find your restaurant through searching for a cuisine, menu item or restaurant feature, hours of operation, and ready-to-click phone numbers. For example, if a user is craving a banh mi they will just search for "banh mi" or "Vietnamese sandwich shops" rather than a specific establishment name.



**68%** of consumers **search by either cuisine or food item**—not by restaurant name.

**76%** of consumers say they're **more likely to choose a restaurant that gives them in-depth attribute information in search results** (like, 'has outdoor seating' or 'good for kids').



### Pro Tip

Make sure to highlight distinct aspects of your business on your site (outdoor seating, best gyro, house cocktails, happy hour, delivery, etc.).

## Search and discovery platforms

Google and Facebook are two of the primary platforms for restaurant search and discovery. If you don't have visibility on either of these, you could be missing the majority of your audience because users are using these search platforms to get to specific information, such as reviews on Yelp.

**32%** of all US online traffic is controlled by five websites. These websites determine what sites we visit next and what kind of ads we see.



### Pro Tip

Don't just share a picture of your menu—it hurts your search results. Live text and PDFs are indexable by search engines, ensuring the words on your menu are found when consumers search for them.

### Top five sites with their traffic market share

Google  
16.41%

YouTube  
4.91%

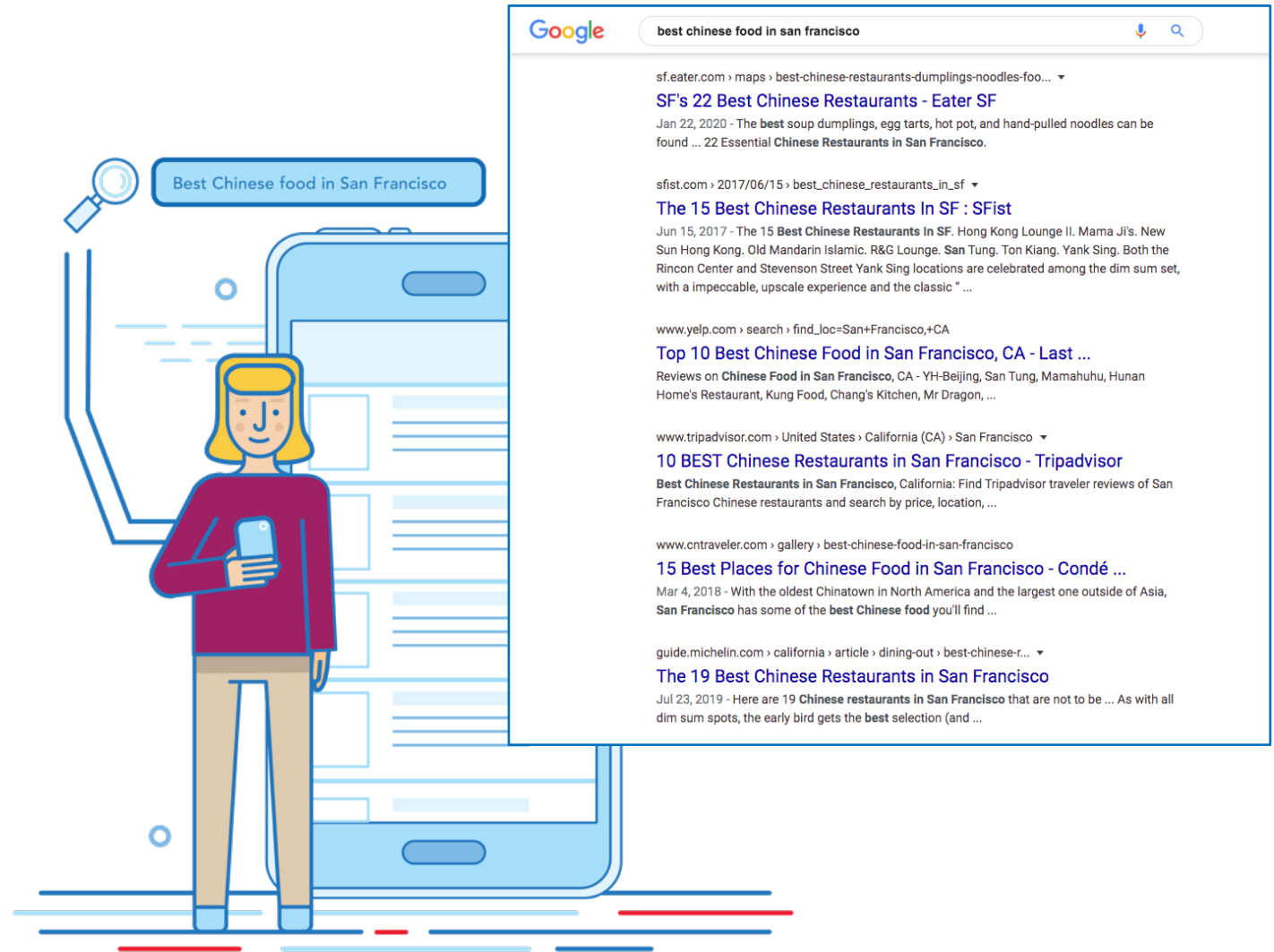
facebook  
6.56%

yahoo!  
2.55%

amazon  
1.91%

## Google results and reviews go hand in hand

Most restaurant goes use Google as their 1<sup>st</sup> point of search. A lot of times, the 1<sup>st</sup> search results are 3<sup>rd</sup> party reviewers, such as Yelp. By making your website searchable on Google, and being on Yelp and Google Reviews, you are more likely to show up higher in the search results that get the most views—driving to more people to your site and operation.



## “Near Me” searching

Smartphones have become the first tool consumers typically use for research on nearby restaurants, and the GPS component allows for valuable location-based results.

Google "near me" searches are up 200%, according to an Uberall report that surveyed more than 1,000 smartphone users across the US.

The Top 5 ways consumers used their smartphones to help them shop, included

1. Researching products
2. Price comparison
3. Search for coupons or deals
4. Check for store hours
5. Find nearby store locations



The restaurant and quick-service industry sees the majority of “near me” searches

**82%** of respondents said they had used a "near me" search on their mobile devices, while only **18%** have not. Among millennials, "near me" use was even greater, at **92%**.



### Pro Tip

Show photos of your food and atmosphere on your website, review sites, and social media so those searching can see more about your establishment.

## What search results look like

There are so many ways users can search, it's impossible to determine exactly what form a consumer's journey will take. However, these examples will provide you with context for what a typical consumer might experience when searching and discovering.

"Near me" cuisine – Google

Searched for a menu item; Banh mi

The screenshot shows a Google search for "bahn mi near me". The search bar at the top contains the text "bahn mi near me". Below the search bar, it says "About 191,000,000 results (0.89 seconds)". The main content area shows "Showing results for **bahn mi** near me" and "Search instead for bahn mi near me". A map displays several restaurant locations with red pins. Below the map, there are three restaurant listings:

- Pho Kim**: 4.4 ★★★★★ (342) · \$ · Vietnamese, 3433 S Campbell Ave C, Closed - Opens 11AM, "They have excellent banh mi sandwiches."
- Bambu Vietnamese Cuisine**: 4.3 ★★★★★ (505) · \$\$ · Vietnamese, 1338 Battlefield Rd, Closed - Opens 11AM, On the menu: banh mi
- Civil Kitchen**: 4.4 ★★★★★ (810) · \$\$ · American, 107 Park Central Square, Closed - Opens 11AM Tue, On the menu: banh mi

At the bottom of the listings, there is a "More places" link.

Restaurant results based on menu item fueled by **Google My Business**

Restaurant results based on menu item fueled by **Yelp, a 3<sup>rd</sup> party review forum**

- Best Banh Mi Near Me - December 2019: Find Nearby Banh ...**  
<https://www.yelp.com › nearme › banh-mi>  
Best **Banh Mi Near Me**. Le Bakery. 143 reviews. Bakeries, Vietnamese Food, Bubble Tea. Long Beach Market & Deli. 101 reviews. Korean Food, Asian Fusion, Beer, Wine & Spirits. Dong Phuong. 333 reviews. Vung Tau Vietnamese Cuisine. 50 reviews. Basil's Cafe. 31 reviews. Henry's Cafe & Bakery. 35 reviews. Kien Giang. 144 ...
- Top 10 Best Banh Mi in Springfield, MO - Last Updated ...**  
[https://www.yelp.com › search › find\\_desc=banh+mi](https://www.yelp.com › search › find_desc=banh+mi)  
"Always stop in after shopping at Asian World Market. The **banh mi** is tasty and the spring rolls are quite refreshing. If you're looking for good food then this is the ..."
- Lucky Tiger Opens in Springfield on Sept. 17, Serving a ...**  
<https://www.feastmagazine.com › springfield>  
Sep 12, 2019 - Lucky Tiger's crispy pork belly **banh mi** sandwich with Tater Tots. ... plans to extend business hours to seven days a week in the **near** future.
- Vietnamese sandwiches are coming to northeast Springfield**  
<https://www.news-leader.com › story › news › business › 2016/12/27 › vie...>  
Dec 27, 2016 - Saigon Sandwiches will be a home for **banh mi** sandwiches, ... Pronounced "bon me," these sandwiches are a product of Vietnam's history, Winn said. ... men who work in **nearby** factories and other businesses – became fans ...

Restaurant results based on **social media profile information**

## What search results look like

“Near me” cuisine – Bing

Restaurant results based on menu item  
fueled by **Yelp**, a 3<sup>rd</sup> party review forum

Organic results based on indexed word on webpage

The screenshot shows a Bing search results page for the query "bahn mi near me". The search bar at the top contains the text "bahn mi near me" and has a magnifying glass icon to its right. Below the search bar are navigation tabs for "All", "Images", "Videos", "Maps", "News", "Shopping", and "My saves". The "All" tab is selected. Below the tabs, it shows "3,320,000 Results" and "Any time" with a dropdown arrow. The main content area displays several search results. The first two results are from Yelp, both titled "Best Bahn Mi Near Me - December 2019: Find Nearby Bahn Mi ...". The third result is from menuism.com, titled "Banh Mi Locations Near Me + Reviews & Menu". The fourth result is from nearmefy.com, titled "Banh Mi Near Me - Find the Best Thai Banh Mi Places Nearby". The fifth result is from www.banhmihouston.com, titled "Banh Mi Houston", which is circled in red. To the right of the search results is a "Related searches" section with links for "best bahn mi near me", "vietnamese sandwiches near me", "bahn mi sandwich", "bahn mi sandwiches near me", "bahn mi sandwiches near me", "bahn mi recipe", "vietnamese restaurant near me", and "best bahn mi near me".

**bahn mi near me**

All Images Videos Maps News Shopping | My saves

3,320,000 Results Any time ▾

**Best Bahn Mi Near Me - December 2019: Find Nearby Bahn Mi ...**  
<https://www.yelp.com/nearme/bahn-mi> ▾  
Find the best **Bahn Mi** near you on **Yelp** - see all **Bahn Mi** open now and reserve an open table. Explore other popular cuisines and restaurants **near** you from over 7 million businesses with over 142 million reviews and opinions from Yelpers.

**Best Banh Mi Near Me - December 2019: Find Nearby Banh Mi ...**  
<https://www.yelp.com/nearme/banh-mi> ▾  
Find the best **Banh Mi** near you on **Yelp** - see all **Banh Mi** open now and reserve an open table. Explore other popular cuisines and restaurants **near** you from over 7 million businesses with over 142 million reviews and opinions from Yelpers.

**Banh Mi Locations Near Me + Reviews & Menu**  
<https://www.menuism.com/restaurant-locations/banh-mi-610261> ▾  
Find a **Banh Mi** near you or see all **Banh Mi** locations. View the **Banh Mi** menu, read **Banh Mi** reviews, and get **Banh Mi** hours and directions. Find a **Banh Mi** near you or see all **Banh Mi** locations. View the **Banh Mi** menu, read **Banh Mi** reviews, and get **Banh Mi** hours and directions. Toggle navigation.

**Banh Mi Near Me - Find the Best Thai Banh Mi Places Nearby**  
<https://www.nearmefy.com/banh-mi-near-me> ▾  
**Banh Mi Near Me** - Find the best **banh mi** places **near** your location. Search for the closest **banh mi** near you. See maps, hours, directions and more. **Banh Mi Near Me** - Find the best **banh mi** places **near** your location. Search for the closest **banh mi** near you. See maps, hours, directions and more.

**Banh Mi Houston**  
[www.banhmihouston.com](http://www.banhmihouston.com) ▾  
Try our **Banh Mi**, we make everything from scratch daily including our fresh . baked bread. We are also excited to offer breakfast, our very own selection of breakfast **banh mi**. Check out our menu and stop by for a delicious meal and see our specials.

**Related searches**  
[best bahn mi near me](#)  
[vietnamese sandwiches near me](#)  
[bahn mi sandwich](#)  
[bahn mi sandwiches near me](#)  
[bahn mi sandwiches near me](#)  
[bahn mi recipe](#)  
[vietnamese restaurant near me](#)  
[best bahn mi near me](#)

## Social Media

Through social media you can dive into highly targeted discovery programs. These will involve considerable investment as far as money and time but can be highly effective in getting awareness. *See page 29 for contact information for social media providers.*

Even if you don't have the means to run a full social media campaign, remember that keeping up your own social page content is important.

**30% of millennials** admit they avoid restaurants with a weak Instagram presence.<sup>1</sup>

**72% of Facebook users** rely on it to help them make a decision about where to eat.<sup>2</sup>

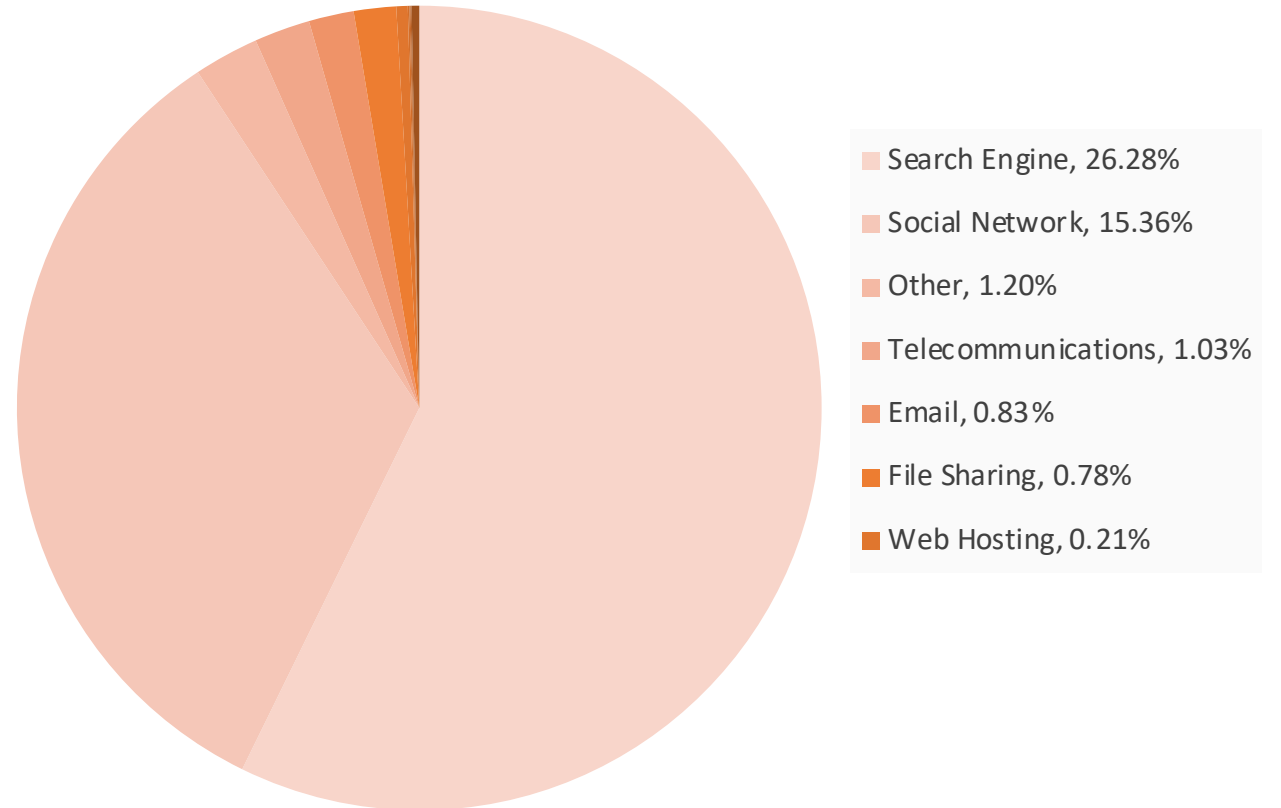
**41%** of US traffic is shared between search engines and social network sites



### Pro Tip

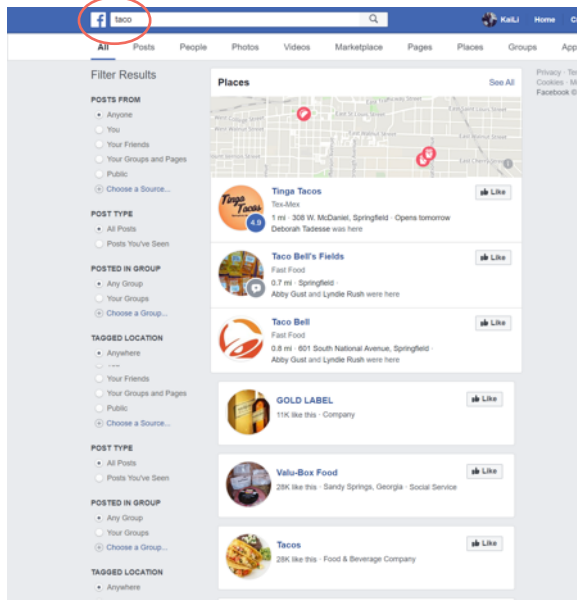
Make a plan and schedule ahead of time for how you want to post on social media including events, specials, and deals.

## Internet and Telecom Traffic Share

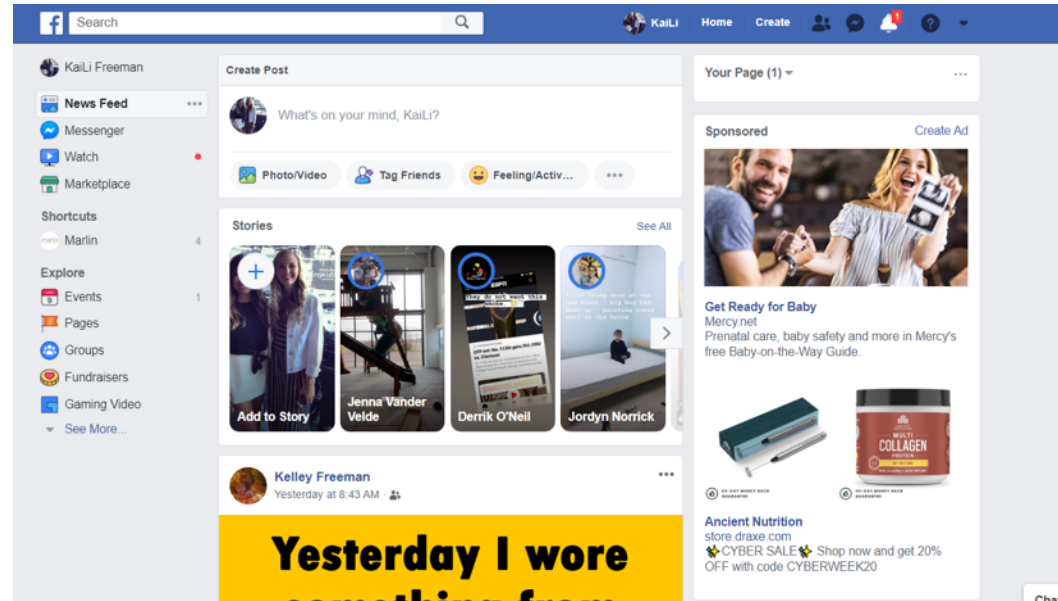


## What search results look like

Social media – Facebook



Social media search



Social media targeted ads



## Organic Search

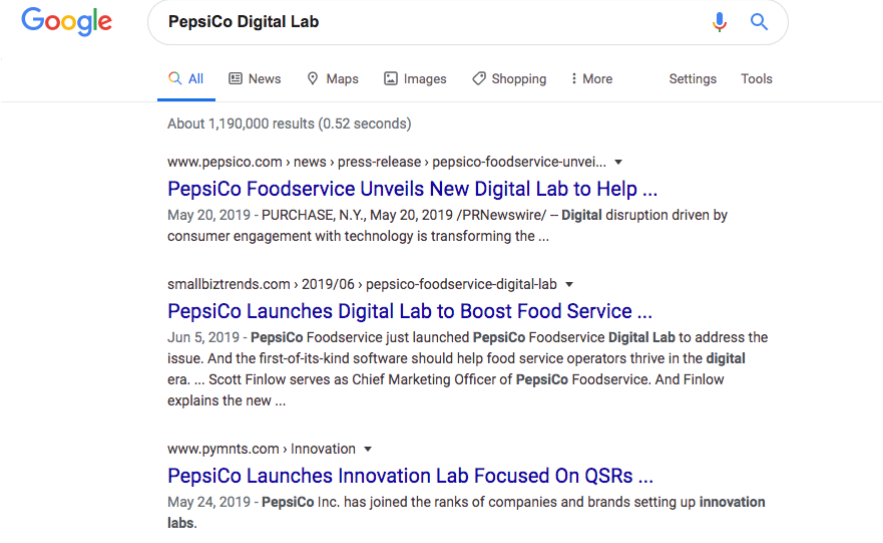
Organic traffic—traffic from unpaid sources, such as search engines—is widely considered the most valuable traffic source for several reasons:

Google (the most used search engine) directs the highest amount of traffic.

Google is very particular about their rankings and ranking in the top three results for a keyword indicates that your content is high quality.

On Google, results on the first page—especially the top 3 results—**receive 92% of all search traffic**. Traffic drops by a significant amount on the second page.

**33% of clicks from organic search results will go to the very first listing on Google.**



The screenshot shows a Google search for "PepsiCo Digital Lab". The search bar contains the text "PepsiCo Digital Lab". Below the search bar, there are navigation options: All, News, Maps, Images, Shopping, More, Settings, and Tools. The search results show approximately 1,190,000 results in 0.52 seconds. The top three results are:

- www.pepsico.com › news › press-release › pepsi-co-foodservice-unvei...  
**PepsiCo Foodservice Unveils New Digital Lab to Help ...**  
May 20, 2019 - PURCHASE, N.Y., May 20, 2019 /PRNewswire/ -- Digital disruption driven by consumer engagement with technology is transforming the ...
- smallbiztrends.com › 2019/06 › pepsi-co-foodservice-digital-lab  
**PepsiCo Launches Digital Lab to Boost Food Service ...**  
Jun 5, 2019 - PepsiCo Foodservice just launched PepsiCo Foodservice Digital Lab to address the issue. And the first-of-its-kind software should help food service operators thrive in the digital era. ... Scott Finlow serves as Chief Marketing Officer of PepsiCo Foodservice. And Finlow explains the new ...
- www.pymnts.com › Innovation  
**PepsiCo Launches Innovation Lab Focused On QSRs ...**  
May 24, 2019 - PepsiCo Inc. has joined the ranks of companies and brands setting up innovation labs.

**The top 3 things** that impact your SEO ranking: keyword strategy, metadata, and backend site crawlability.



### Pro Tip

Make sure you use keywords in your metadata for page titles and page descriptions to help with organic search. For SEO best practices, see page XX.

## Organic Search (con't)

To show up higher in search result, it's critically important to have your site **optimized for search engines**. The next few slides will help set you up for organic search success by helping you:

1. Understand SEO vs SEM
2. Identify things on your site that you can update at no cost
3. Evaluate if investing in SEM tactics is right for your business

Reviews posted on sites such as Yelp and Open Table affect your organic search results, so be sure to manage them. For tips and best practices, see our [Online Review and Reputation Management Playbook](#)

The screenshot shows a Google search for "PepsiCo Partners". The search bar contains the text "PepsiCo Partners" and the search button is visible. Below the search bar, there are navigation links for "All", "News", "Images", "Shopping", "Maps", "More", "Settings", and "Tools". The search results show approximately 6,870,000 results in 0.46 seconds. The top result is from www.pepsicopartners.com, titled "PepsiCo Partners | PepsiCo Partners". The snippet for this result reads: "Become a PepsiCo Customer. You're 3 steps from faster ordering anytime, anywhere. Get all the benefits of PepsiCo Partners." Below the snippet are several links: "Register, login, then create ..." (with a sub-snippet: "Physical Address Street Number - ie; If your address is \*123 Main ..."), "Become a CUSTOMER" (with a sub-snippet: "Become a PepsiCo Customer. Enter your information below to ..."), "Contact Us" (with a sub-snippet: "If you are interested in becoming a PepsiCo Foodservice Customer ..."), "About Us" (with a sub-snippet: "When you think PepsiCo, think partner. We want to be much ..."), "BEVERAGES" (with a sub-snippet: "BEVERAGES. PepsiCo Beverage Brands. Beverage Brands ..."), and "FAQ Page | PepsiCo Partners" (with a sub-snippet: "How do I register? I'm attempting to self-register but I don't know my ..."). There is a link for "More results from pepsicopartners.com »". Below the search results is a "People also ask" section with four questions: "Who are PepsiCo partners?", "How do I order Pepsi products?", "What beverages are Pepsi products?", and "Does Pepsi have a rewards program?". There is a "Feedback" link at the bottom right of this section. Below the "People also ask" section, there are two more search results. The first is from www.pepsiequipmentservice.com, titled "How do I place an order for product or supplies? : Pepsi ...", with a snippet: "Sep 15, 2018 - Click on 'Login/Register' if you're an existing PepsiCo Customer or click on ... to talk with someone about becoming a new PepsiCo Partner!". The second is from csnews.com, titled "PepsiCo Partners Online Platform | Convenience Store News", with a snippet: "PepsiCo Foodservice introduces PepsiCoPartners.com, an online platform that enables the company to serve foodservice operators with personalized attention, ...". The final result is from www.pepsico.com, titled "PepsiCo Home", with a snippet: "This year, PepsiCo is transitioning to 100% renewable electricity for its U.S. direct operations through a range of plans, joining its operations in 9 other countries."



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SEO & SEM

## SEO & SEM

### SEO (Search Engine Optimization)

This is the practice of increasing the quality and quantity of traffic to your website by ensuring you are including verbiage and tags on your site that are more likely to show up in the search results. For tips on SEO best practices, see page 21.

### SEM (Search Engine Marketing)

This is the practice of increasing website search traffic through paid search engine advertisement. Ever seen the ads that show up above the search results on Google? That's SEM.



**These are perhaps the two most important areas of search and discovery**, the main difference being that SEO can be done at no cost (if you do it yourself), whereas SEM always involves some sort of hard cost to you (though the results can sometime be worth it.)

The other critical point is that these are both issues that require ongoing attention. They both work best when they're done in response to current consumer trends, so careful monitoring is needed to see the best results.

## SEO Best Practices

### Search engine results don't happen by accident.

The algorithms guiding them “crawl” sites to find text, tags, and data that match all or some of what gets typed in the search bar. By following these tips, your site can be optimized to make sure that you're one of the first results consumers find when they start searching for establishments like yours.

### Check Out Tools like SEO MOZ or SEM Rush

- These tools help you learn where you rank against your top competitors in organic searches and create benchmarks for improvements. (Domain and Page Authority).
- Discover what optimizations can be made to ensure search engines can accurately read what's on your site.
- Find out what keywords will help your sit or site pages show up and rank higher in searches.
- [SEO MOZ](#)
- [SEM RUSH](#)



Moz Pro: the proven, all-in-one SEO toolset

A few of the SEO solutions you can accomplish with Moz Pro

Site audits	Rank tracking	Backlink analysis	Keyword research
We crawl your site on demand, uncover technical SEO issues, and recommend improvements and fixes.	Track performance of hundreds (or thousands) of your traffic-driving keywords across 170+ search engines.	The Moz link index is second to none. See metrics to any site in seconds, including anchor text and Domain Authority.	Discover thousands of keywords to target along with Keyword Difficulty scores, competitor research, and SERP analysis.
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>

[Explore all features](#)



### Pro Tip

Start with one of these tools to learn more about how organic search is affecting traffic to your site. They offer free trials, videos, and tutorials to get started!

## What to keep in mind when evaluating your SEO

### 1. Ensure Better Search Engine “Crawling”

- Make sure all images have alt text tags and that they accurately describe the image.
- All pages need meta descriptions, as well as appropriate page headers and titles.
- Fix any pages or images that may appear broken on your site.
- Have an XML sitemap built into your website.

### 2. Evaluate Keywords on Your Site

- Identify popular words and phrases consumers type into search engines when looking for establishments like yours.
- Researching keywords gives you a better understanding of how high the demand is for certain keywords and how hard it would be to compete for those terms in the organic search results against competitors.
- By researching the words people type into search engines and using this research to create targeted content, you can drive traffic that is more likely to result in business.

### 3. Create Page Titles

- In order for a page’s full title to show within a Google search, the title needs to be limited to 57 pixels or between 10 and 60 characters.



### Pro Tip

These updates are made within the back-end of your website, most likely in your content management system. You can update them yourself if you are hosting your site on a user-friendly CMS or ask your website developer to ensure you’re including SEO data in your back-end.

## What to keep in mind when evaluating your SEO (con't)

### 4. Consider H1s (header tags)

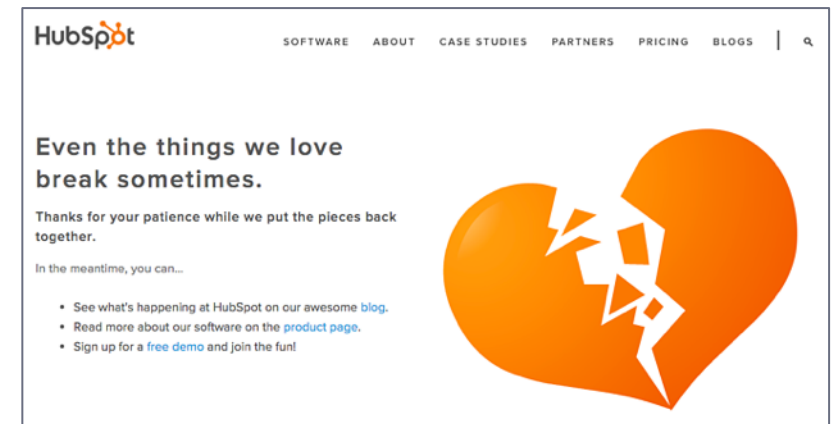
- Header tags help search engines and searchers quickly determine what your page is about.
- When consumers click on specific search results, they expect to see a headline that closely matches the page they're going to visit.
- Adding an H1 may decrease bounce-rate and improve rankings.

### 5. Use meta descriptions

- Meta descriptions are very important and provide the content or snippet that appears directly below the title tag on the search engine results page—it also appears on social media sites when your page URL is shared.
- They should be between 55-300 characters in length and include keywords that will encourage a searcher to click.
- In the absence of a meta description, social media platforms and search engines will pull in the first matching text they find on a page, which may not be relevant for users.
- If it's too long or doesn't relate to what the searcher is looking for, you may be missing a traffic-driving opportunity.

### 6. Redirect from old pages and errors

- Sometimes you might remove pages on your site or move PDF locations. If you do, make sure to always redirect old URLs to their new location.
- Always have a 404-error page that leads users back to content on your site, not to a dead end!





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# Search & Discovery To-Do Checklist



## Search & Discover to-do checklist

Here are a few things you should do to optimize your search and discovery presence and work towards getting in the top three search results:

### To-Do Checklist

- Claim your restaurant on 3<sup>rd</sup> party sites.
- Optimize your website and social media pages (see SEO best practices on page 21).
- Look into programs or software, like Grade.us, that can make managing reviews and your web updates easier.
- Assess what you can reasonably handle. It's better to do a few things well rather than try to participate in all options.
- Plan ahead on whatever you choose. (We recommend having at least 3 months planned so you're not in a rushed or reactionary position.)
- Set aside time each month to review how your efforts are going and look for content or placements that need to be adjusted.
- Choose your consumer target carefully. This will help make sure all of these efforts have better return on investment.
- Know who your competitors are and keep an eye out for what they are doing. This helps ensure you're carving out a unique point of difference for your operation.
- Claim your business on review sites and manage reviews. This is covered in our [Online Review & Reputation Management Playbook](#)

### To-Don't Tips

- Don't do nothing. Get your site's SEO in order (see SEO best practices on page 21) and consider SEM. Both can ensure you have an effective online presence to get new customers.
- Don't create fake reviews.
- Don't ignore bad reviews.
- Don't overextend yourself. Your food comes first. If you're strapped for time or have no desire to manage your site or online advertising, consider using 3<sup>rd</sup> party sources.
- Don't address it and forget it. Make sure you are checking in and continuing to monitor and update.



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Consider Paid  
Advertising

## Consider paid advertising

Now that you know where most users are searching and discovering, you might consider using these websites to boost traffic to your operation through paid advertising and SEM.

- **For social**, we recommend focusing on Facebook and Instagram.
- **For search and keywords**, we suggest focusing on Google Ads, Bing, Yelp, and Yahoo.



## Paid advertising info

### facebook

Because Facebook is a media powerhouse, it's a great place to start. You can go to their business page where they provide instructions, tips, and support on setting up a profile and beginning an advertising campaign that can accommodate a budget you're comfortable with. Get started at <https://www.facebook.com/business>

**1.6 billion people** worldwide are connected to a small business on Facebook, and it boasts the largest and one of the most engaged user-bases of any social network.

### Instagram

Instagram is owned by Facebook and is leveraging their powers to show great numbers on how to get noticed. They offer a variety of training and services to get you started. Download and set up a profile with their training or resource services at [https://www.facebook.com/business/learn/categories/instagram?ref=ens\\_rdr](https://www.facebook.com/business/learn/categories/instagram?ref=ens_rdr)

### Google Ads

Google ads allows your operation to show up on Google Search and Maps, and across their entire network of partner sites. You can customize your geographic area and goals, purchase keywords, and ad creation is made easy with just a few simple sentences. You only pay for what people click plus budgets are set ahead of time so you can keep your spending in check. Get started at <https://ads.google.com> or by calling 1-844-245-2553 to set up with a Google Ads specialist.

## Paid advertising info (con't)

### YAHOO!

Yahoo, owned by Verizon Media, is one of the largest email providers and is the 3<sup>rd</sup> most popular search engine in the world. They are a relevant place to put ad dollars for user discovery. Get started at <https://gemini.yahoo.com/advertiser/home>



Yelp is a website and mobile app that connects people with great local business and business owners with their communities, with millions of people relying on it every day to make spending decisions. Get started at <https://biz.yelp.com/advertise>



Microsoft Advertising includes Bing (#2 in search engines), so it's important to consider covering your bases. You can choose to target your ads to different geographic regions, times or days of the week, and even demographics. Get started at <https://ads.Microsoft.com>



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# Terms to Know

## Terms to Know

**Alt Tags:** An alt tag, also known as "alt attribute" and "alt description," is an HTML attribute applied to image tags to provide a text alternative for search engines. Applying images to alt tags such as product photos can positively impact a business's search engine rankings.

**Bounce Rate:** Your bounce rate is the percentage at which a person leaves your site from the entrance page without interacting with the page.

**Header Tags (H1s):** Header tags are part of the HTML coding for a Web page. Headings are defined with H1 to H6 tags. The H1 tag defines the most important heading on the page (usually the largest or boldest), whereas H6 indicates the lowest-level heading.

**Meta Data:** Metadata provides information about a certain item's content. An image, for example may include metadata that describes how large the picture is, the color depth, the image resolution, when the image was created, and other data. Web pages often include metadata in the form of meta tags.

**Meta Description:** The meta description is a snippet of up to about 155 characters that summarizes a page's content. Search engines show the meta description in search results mostly when the searched-for phrase is within the description, so optimizing the meta description is crucial for SEO.

## Terms to Know

**Pixels:** The pixel (picture element) is the basic unit of programmable color on a computer display or in a computer image. The physical size of a pixel depends on how you've set the resolution for the display screen.

**Search Console:** Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. You don't have to sign up for Search Console to be included in Google Search results, but Search Console helps you understand and improve how Google sees your site.

**SEM:** Search Engine Marketing (SEM) is a form of online marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

**SEO:** SEO stands for Search Engine Optimization. This is the practice of increasing the quality and quantity of traffic to your website by ensuring you are including verbiage and tags on your site that are more likely to show up in the search results.

**XML:** The Extensible Markup Language (XML) is a simple text-based format for representing structured information: documents, data, configuration, books, transactions, invoices, and much more. It was created to be more suitable for previous programming languages for Web use.





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## Online Search & Discovery

If you have questions about search and discovery not covered here, or you'd like to discuss some of this in more detail, get in touch. We'd love to hear from you.

### Contact Us

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