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Summer may be over but it's still red hot and things are really sizzling over at Redline HQ. Instead of shutting the shop over summer, we were busy working and we even welcomed several new high profile projects, including a major global private health insurance and pensions provider.

In this issue, we explain the latest SEO trends that can help make your website more visible and discuss the benefits of Split Testing. You also get to meet our team and find out what makes us tick. It is also an opportunity for us to introduce Pilar the latest member of the Redline graphic design team.

Speaking of teams...Redline recently enjoyed a fantastic day of team building with Pizzamos in Coin, which you can read about in our New Launch section.

In the next issue we'll be reporting back from the International Hero Conference to bring you news of the latest online lead generation techniques. So watch this space...

Enjoy the read!

Best regards

Line Lyster Managing Director

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Top **SEO** trends

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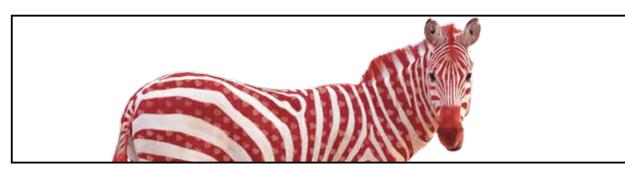
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New Launches

Can you believe that we're well into the second half of 2016 already? It's scary to think that it will soon be Christmas and then 2017. If you think that time goes by quickly, then consider how rapidly technology moves forward, particularly when it comes to Search Engine Optimisation. It is an area that is constantly evolving. With each New Year it seems that there is no respite from SEO changes resulting from Google's new algorithms, ramping up the pressure for marketers and SEO consultants around the globe. New rules seem to pop up every other week, and usually this leaves small business owners wondering what the heck to believe or do. If you fall into this category, help is at hand... we are going to go through the top SEO trends you need to know and implement to stay ahead of the curve. Best of all, these particular trends are not going away anytime soon and will be relevant for the next few years at least.







Statistics any small business owner needs to know about SEO

If you own and run a small online business we don't have to tell you just how important online traffic is to your bottom line. If you're not getting traffic, you're not making any money – it's really that simple. With that said, it's always best to know some statistics that give you a better understanding of how people search online. Besides just knowing, it also encourages small business owners to work harder on promoting their services or products – believe us when we tell you, you NEED a piece of this pie!

According to hubspot.com, in the U.S. alone, an average of 12 billion web searches are conducted each month. SEO will gain importance more than anything else as it helps you drive quality traffic, get visibility, boost your brand and lend your business the credibility it needs to succeed. After all, what is the point of creating so much content and graphics if it is not visible to the audience when they run a search query?

The point is you want to be found and in order for this to happen, you need to implement at least basic SEO onsite. Ponder this for a moment – back in 2015 marketers realised the true value of SEO, and starting aligning content for their customers' needs including mobile optimisation. This was a good call because now if you're not mobile and you don't have any valuable content on your site, you're not getting anywhere fast.

Did it finally hit you? After reading the previous paragraph, if you have your head in your hands in frustration because you didn't grasp the importance of mobile first and content...don't fear, it's never too late to get started!





What exactly is SEO (Search Engine Optimisation)

The real question is what processes drive SEO? Searchengineland.com has suggested that the process of SEO is driving traffic from the organic and paid listings in the SERPs (search engine results pages) directly to sites based on very specific search keywords. At its most basic definition, SEO is used on your website to help search engines rank it.

Here's what you need to know now:

Search engine rankings are always changing. So you can be number one on a major keyword phrase today, but we promise you'll likely be number two tomorrow. In many ways you can make sure you keep that number one spot, but you need to be consistent! So, if you're thinking you can hire a marketing team or SEO consultant for just a short amount of time...think again!

You need updated content, this means regular blogs, at the bare minimum twice a month. Make sure that your blog is long and full of great information. Avoid fluff and keyword stuffing no matter what! To give you an idea of how much content we're talking about here, Quicksprout. com states that the average content length for a web page that ranks in the top 10 results for any keyword on Google has at least 2,000 words. Obviously this is the best case scenario and isn't always realistic.





The SEO Trends you've been waiting for

We'll get right to the point, if you're not using all of these trends in your online marketing plan, then don't expect traffic, and certainly don't expect to make any money.

- 1 Social content is gaining more popularity
- 2 Videos still rule
- 3 Content is no longer King, it's now dictator and overlord!
- 4 Don't forget about voice search functions and keyword phrases
- 5 Mobile First

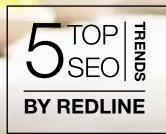
Social Content is gaining more popularity

Social media is vital today and Google is using social media as a direct ranking factor signal. If you're not 'social' you are most likely missing out on sales. Facebook for example has far surpassed many expectations when it comes to an advertising platform. It's cheaper, more direct, and you can put your product or service in front of the exact customer you want...in other words people who are likely to buy! This is Facebook alone, so you can well imagine what you can get by utilising other platforms like Pinterest, Twitter or LinkedIn – our advice is to get social, and learn all you can about how to successfully advertise your business on these social platforms.

2

Videos still rule

Do you want to increase your visibility by over 400%? Yes, over 400%, no exaggeration and no kidding around! Video was predicted back in 2011 to overtake basic text adverts and they pretty much did! Video is the now and the future; people are more inclined to hit play than have to read. You can put this down to laziness on the part of the viewer, but hey, at least it could work in your favour. Facebook automatically play videos in your timeline now. This alone should tell you something right there.





3

Content is no longer King, it's now dictator and overlord!

Thanks to Google's new Sematic search and Artificial Intelligent machine RankBrain, content is everything now. As previously stated, Quicksprout.com claims 2000 words minimum will yield results, and we've seen it first-hand. You might want to consider improving or refreshing your website content as well – go ahead and say all you wanted to say on the homepage, but include some images, videos and of course your major keywords or phrases in there as well.

Mobile Optimisation has come and gone...if you're not on board you are already losing out.

4

Don't forget about voice search functions and keyword phrases

We have already established that most people will take the easy option of watching a video instead of reading. So what's the next step? Quite simply spoken words...because mobile optimisation and mobile advertising has soared over the past two years, many people are now 'talking' into them. Voice commands are keywords – did you know that? Perhaps you did, but let's just remind you again – you must now optimise for mobile search phrases. You do this through your web content which includes within your title tags and meta- descriptions.

Granted many things have changed or evolved over time when it comes to SEO; however, if you want to make money online you need to evolve with it. There are several ranking factors that go into Google when you search. Google themselves will sometimes give us clues or even better, directly answer our questions in a video.





5Mobile First

We know for certain that these trends must be followed if you want any success online, so just to round up, please make sure you do the following:

Optimise your website for mobiles – if you have not, then you are already losing.

Refresh your onsite content or create a better blog – aim for up to 2000 words and don't forget to diversify your keywords, phrases and where you place them throughout the content. One big hint – your headings need to count.

Go on and make a video – you can make some great videos for very little money. Some of the most viral videos in our short internet history have gone viral and gained serious traction. Just remember to have fun with it, and try to keep your audience's attention.

Content may be King or a dictator, but don't forget that social media is queen – the reigning queen to be exact.

Meta tags still matter. Just as keywords and phrases still matter, title tags have been around since the dawn of Google's search algorithm. This is one trend not quite ready to leave the spotlight just yet.



Getting back to basics even when it comes to 21st century marketing will always yield the best results. Follow our simple advice, and stick with the trends that are proven to work. You can't go wrong, and you can make some money as well!

If you need help incorporating SEO into your marketing mix, contact Redline Company today. Don't delay, wasting time is costing you money.

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Daniel Rodríguez López, - Director of Outdoor Concepts -

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MEET THE TEAM

We want to introduce you to the Redline team.



LINE LYSTER

Danish

DIRECTOR AND FOUNDER

Line Lyster is the big boss! She is a true entrepreneur and team leader. Always a go-getter and focused on achieving success in everything she does. Rising to the top quickly as the Senior Marketing Manager at Ocean Estates prior to starting Redline Company in 2004, she is a marketing force to be reckoned with. We have no idea where she gets her unlimited source of energy from (it could however be from all the chocolate she eats)... She doesn't seem to have an off switch!



LORNA SCUTT

British

COPYWRITER, ACCOUNT MANAGER AND PRESS LIAISON

Lorna is an avid reader, if she isn't writing, she can be found at her desk reading articles, blogs and newspapers. At the weekend, you guessed it - she'll still be reading but browsing magazines on the beach, trying to write the next chapter of her long awaited novel or planning her next trip to Rome. Lorna has an eye for detail that she carries through into everything she does, including her coffee, which must be Pantone colour 4635 C. Like all animal lovers and Redline employees... she has a big heart.

SKILLS



DIGITAL MARKETING | SEM | PPC SPECIALIST

Let's not be shy about it...Tiffany is a nerd. She is proud to be one and absolutely loves anything in the digital marketing arena. You will find her scouring the internet for the latest trends and movements in the digital world even on weekends. A pet lover with a big heart and always willing to help! But don't give her coffee...she quite literally bounces off the walls.

TIFFANY KROLL

South African and German

SKILLS

Online advertising (Google Adwords, Bing, Social media advertising) | Social media management | Strong analytical ability | Email marketing | SEM | SEO | PPC campaigns | A/B split testing



ALBERTO GUTIÉRREZ

WEB DEVELOPER

Alberto is quite surprising...a talented web developer who bakes cakes. (His Japanese cheesecake is out of this world!) To balance out his sedentary computer job, he is often 'shooting 'em up' in paintball or playing (and winning) football with his Seville team.

Spanish

SKILLS

Web design | Web programming | HTML | CSS | PHP | XML | JQUERY | Javascript | C/C++ systems | PYTHON | PERL | Responsive websites | CMS systems: Modx, Magento, Alfresco, Moodle, Joomla,



GRAPHIC DESIGNER

Diana is an extremely talented graphic designer. She started as an intern in Redline, loved the team so much and didn't want to leave. So she is now a permanent member of Redline. Her creativity is clearly reflected in her continually changing hairstyle and colour, and her obsession with anything Disney related. Ambitious and driven she lives by the Toy Story motto "Reach for the sky"!

DIANA RODRÍGUEZ

Spanish

SKILLS

Graphic design | Video production | Public relations | Social media | Marketing campaign creation and management | translation

Lived in Russia

Originally from Cuba

Avid online gamer

Obsessed about Disney

Changes hair colour/style all the time



PILAR RÍOS

Spanish

GRAPHIC DESIGNER

Pilar is a very creative graphic designer with an inquiring mind always looking to face new creative challenges. Loving the digital world, she uses Pinterest as one of her favourite sources for inspiration and trends. Illustrating children books is one of her hobbies.

SKILLS

Graphic design | Web design | Wordpress | Branding | Illustration

Loves cartoons

Drinks tea 24 hours a day

Travelling is one of her passions

You will always find her in the children's book section at the local bookshops

Definitely, not completely normal



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A/B TESTING EXPLAINED

Unlike other marketing companies we don't like to bombard clients with marketing terminology and phrases just for the hell of it, instead we prefer straight talking. However, sometimes it is unavoidable with topics like: A/B split testing. So we'll do our best to debunk the mystery and explain what the devil it means in plain English.

So what on earth is A/B split testing? We hear it all the time. Here goes...There are many types of online marketing that can be used to promote your business. There is of course basic SEO or search engine optimisation (as covered in our SEO Trends to Help You Stay Ahead article), pay per click advertising via Google AdWords or social media marketing via Facebook, LinkedIn or Pinterest and the list goes on.

But, A/B split testing is more than a marketing online strategy, it's a sure way to help your online business grow. A/B split testing can help you learn more about your customers or clients and at the end of the day, understanding your direct sales funnel can mean bigger bucks for your bank.

A METHOD OF COMPARING TWO VERSIONS OF A WEBPAGE OR APP AGAINST EACH OTHER TO DETERMINE WHICH ONE PERFORMS BETTER.

Let's get started with a few simple definitions:

WHAT IS A/B TESTING?

In simple terms, A/B testing (also known as split testing or bucket testing) is a method of comparing two versions of a webpage or app against each other to determine which one performs better. A/B testing uses data and statistics to validate new design changes and improve your conversion rates.

WHAT IS SPLIT TESTING?

Split testing is a method of conducting controlled, randomized experiments with the goal of improving a website metric, such as clicks, form completions, or purchases. Incoming traffic to the website is distributed between the original (control) and the different variations without any of the visitors knowing that they are part of an experiment. The tester waits for a statistically significant difference in behaviour to emerge. The results from each variation are compared to determine which version showed the greatest improvement.



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USING THE RIGHT COLOUR FOR A CTA SCREAMS OUT "SIGN UP NOW", "HURRY BEFORE IT'S TOO LATE", AND "ONLY A LIMITED AMOUNT WILL GET THIS," OFFER" REELS THEM IN.

We use this method of marketing all the time, and in all cases, the general consumers or browsers have no idea. In order to make a sales funnel work, whereby it gets you the direct sales you need, experimenting is needed. It's during these experiments, where we can see raw data or better yet, we see real consumer behaviour. By experimenting with certain online sales tactics, we can increase your sales, thereby increasing your profits.

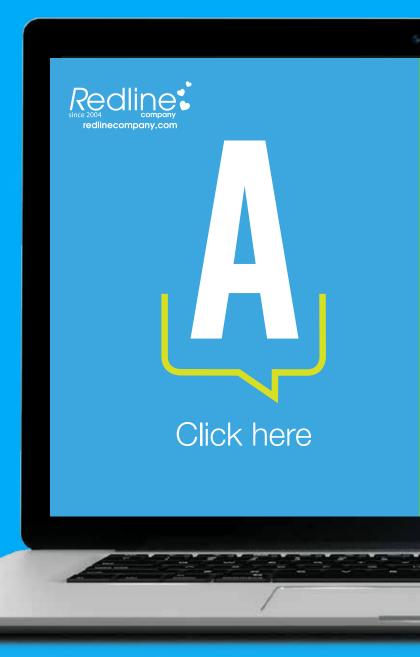
It all comes down to conversions, and conversions have to be forced. It may sound harsh, but there is a method to our madness. Split testing allows us to test changes in simply signup forms, registration pages, the call to actions we use (CTAs), or any other part of a website where a measurable goal can be improved.

For example, testing changes to a simple online checkout flow helps us determine what factors increase those conversions from one page to the next. We want to see what makes them click, so to speak, and by doing so, this leads to increased orders for you the website owner.

COLOURS AND SHAPES MATTER

It may sound a bit crazy, but colours and shapes on an online form or check out form or downloadable link or CTA matters. We've personally seen the metrics on landing pages with virtually the same exact setup, CTA and registration, but in two very different colours. One yielded more results.

Believe it or not, it's simple psychology. Using the right colour for a CTA screams out "sign up now", "hurry before it's too late", and "only a limited amount will get this offer" reels them in. You might say to yourself, well not me, it won't reel me in...but it already has.



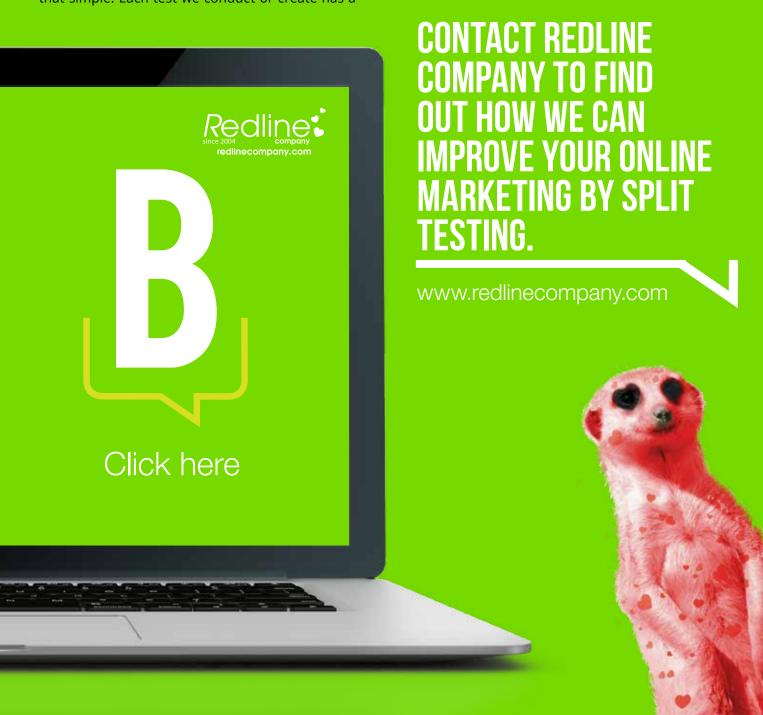
WHY SPLIT TESTING NEEDS TO BE A PART OF YOUR ONLINE MARKETING CAMPAIGN

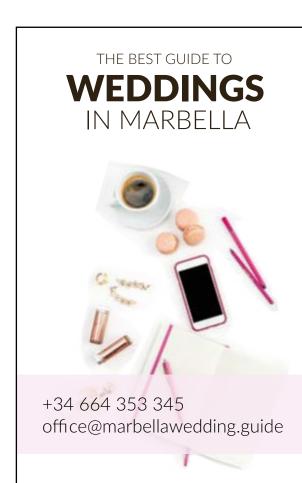
With A/B split testing, seemingly subjective choices like web design and colours can be made more objective. Split testing and experimenting with simply words, shapes, arrows, and colours allows us to collect data that helps your ROI – it really is that simple. Each test we conduct or create has a

quantifiable goal in mind. This means, even though you might think you are wasting money, believe us when we say, you are making more money.

Yes, when it comes to split testing, most are done with landing pages in conjunction with online advertising. In many cases, this technique doesn't sit well with clients because they think they are paying twice or double, but this isn't the case at all.

Most advertising platforms like Google AdWords and Facebook advertising lets you decide the budget and the costs per click. So, only when someone clicks on the adverts, because they were "reeled" in by that colour or image or text, is when you pay.







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REDLINE HELPS PIZZAMOS FIND THE RIGHT MARKETING INGREDIENTS

PIZZAMOS-CASE STUDY

If you're considering starting a new venture or you would like to rebrand your current business, take a look at how Redline has helped an exciting brand new culinary event company called Pizzamos launched in Andalucia by chef and food photographer Peter Staes.

ESTABLISHING A BRAND TO REFLECT THE BUSINESS

As a new business the first task (as always) was to establish an appropriate corporate branding. The product – pizza making events in the Coin countryside – required a brand that would appeal to each target market: friends and families based on the Costa del Sol, international holiday makers (English, Spanish, Danish and Flemish is spoken) and corporate clients. The logo is designed to be professional yet fun and the slogan "Let's make pizza" was included for added definition. Working closely with the client we were able to achieve a corporate identity that is clean, easily recognisable and completely relevant to the product and market.

PIZZAMOS WEBSITE

The next step was to develop – designing and programming a new website that would showcase the product, deliver an exciting enduser experience and also provide an easy to use online booking facility. As standard with all of Redline's websites, Google Analytics was also installed to track activity and data for future marketing campaigns.

HIGH QUALITY PROFESSIONAL PHOTOGRAPHY PROVIDED BY PETER STAES

The design of this site takes full advantage of the power of high quality videos and photos - produced by Peter Staes himself of course - to tell a story. Every element is designed to tempt the visitor into the hidden world of heady scents, colours and unspoilt sun-drenched Andalucian countryside, with the invitation to learn how to make authentic pizzas with like-minded people. As this is a newly launched business we have only just started the marketing, so far we've designed flyers, stickers, arranged merchandising...and this is only the beginning.









ABOUT PIZZAMOS

Pizzamos is the latest venture by talented chef and professional food photographer Peter Staes. The project marries his love of fine food, locally sourced seasonal produce and relaxed socialising. Originally from Belgium, Peter fell in love with Southern Spain and now splits his time between Brussels, Marbella and 'Peter's Mountain' a beautiful country residence in Coin with an authentic pizza oven, where these unique super delicious events take place.

HIGHLY RECOMMENDED BY REDLINE



We liked the concept so much that we went ahead and booked a Pizzamos team building event for Redline Company. Apart from being an original activity, it was a great way to get to know the product... and of course we had lots of fun.

BOOK YOUR TEAM BUILDING EVENT ON PIZZAMOS.COM



