



CLICK LAB
DIGITAL





INTRODUCTIONS

Great Expectations



Tools & Techniques



LIFTING THE LID





The Course at a Glance

- 1. Foundations, Offers & Funnel Clarity**
- 2. Traffic & Campaigns (Paid & Organic)**
- 3. SEO & Generative Engine Optimisation**
- 4. Email, Retention & Conversion**







**THE DIGITAL
LANDSCAPE IS
CHANGING
RAPIDLY**



94%

of organisations use Ai to
prepare or execute marketing
campaigns

53%

of all website traffic comes from
organic search results

50%

of Google searches end
without any click

5 trillion

Google searches per year (about 9.5 million
searches per min)
90% of the global search volume
over 60% of Google searches are from mobile

\$7.4 trillion


projected e-com sales in 2025
(it was \$5 trillion in 2021)

60%

of all online sales are from
mobile devices in UK

Ai Overview Example





All Images Videos Short videos Forums Shopping Web More Tools

About 583,000,000 results (0.32s)

Knee Pain :

AI Overview

Knee pain refers to any discomfort or pain experienced in or around the knee joint. It's a common ailment that can stem from various causes, including injuries, medical conditions, and overuse. Many cases of mild knee pain can be managed with home remedies like rest, ice, and over-the-counter pain relievers. However, persistent or severe knee pain should be evaluated by a healthcare professional.

Here's a more detailed look at the causes and types of knee pain:

Common Causes of Knee Pain:

Show more



Knee pain - NHS


NHS

Knee pain: MedlinePlus Medical Encyclopedia

7 Nov 2024 — Knee pain * Arthritis -- Including rheumatoid arthritis, osteoarthritis, lupus, and...

MedlinePlus






Mayo Clinic

<https://www.mayoclinic.org/knee-pain>

Knee pain - Symptoms and causes

25 Jan 2023 — Knee pain may be the result of an injury, such as a ruptured ligament or torn cartilage. Medical conditions — including arthritis, gout and ...



About

Knee pain is pain in or around the knee. The knee joint consists of an articulation between four bones: the femur, tibia, fibula and patella. There are four compartments to the knee. These are the medial and lateral tibiofemoral compartments, the patellofemoral compartment and the superior tibiofibular joint. [Wikipedia](#)

Feedback



30%

increase YoY in social commerce, expected to reach \$1.36 trillion in 2025

3.07 billion

monthly active users on Facebook. Instagram & Whatsapp are approx 2 billion each

20-25%

average email open rates

2.5 billion

monthly logged-in users on YouTube

1.8 billion

monthly users on TikTok

\$277 billion

projected Ad spend on social in 2025 (projected annual increase of 10%)

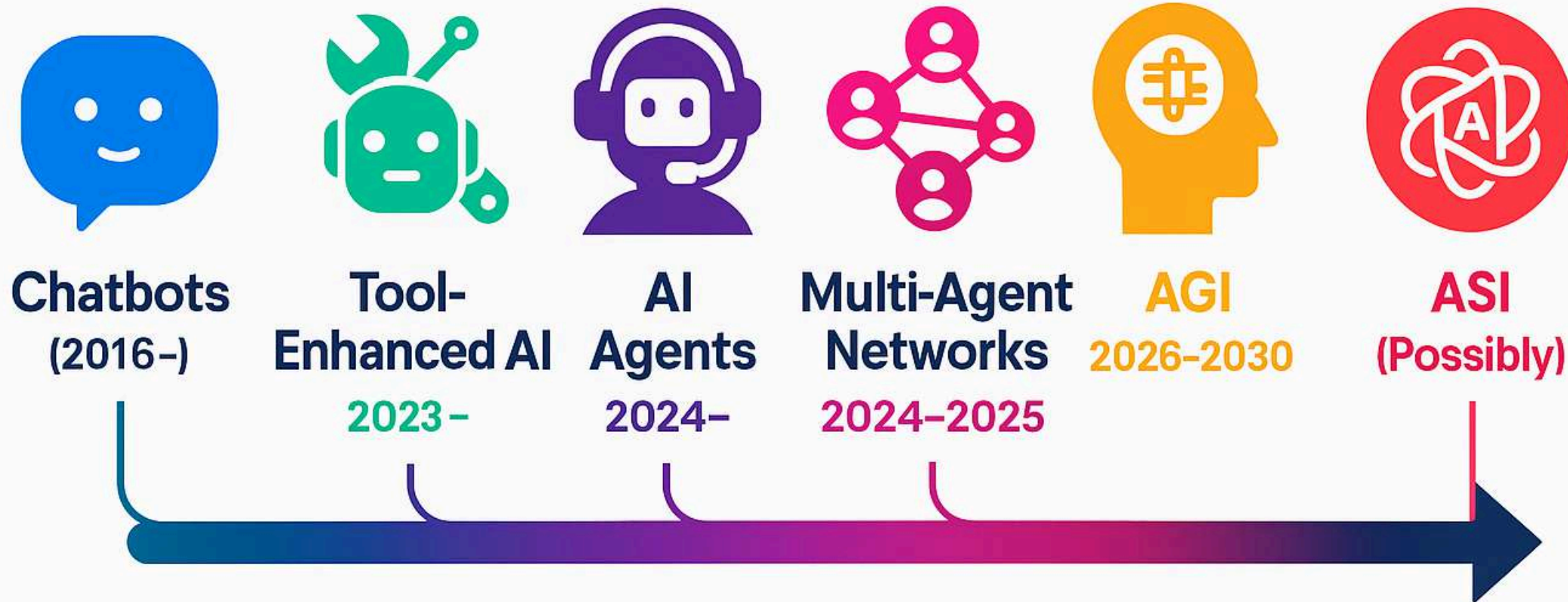


450 million
weekly active users on chatgpt



The small
subject of Ai...
let's take a
moment.

ANI - AGI - ASI

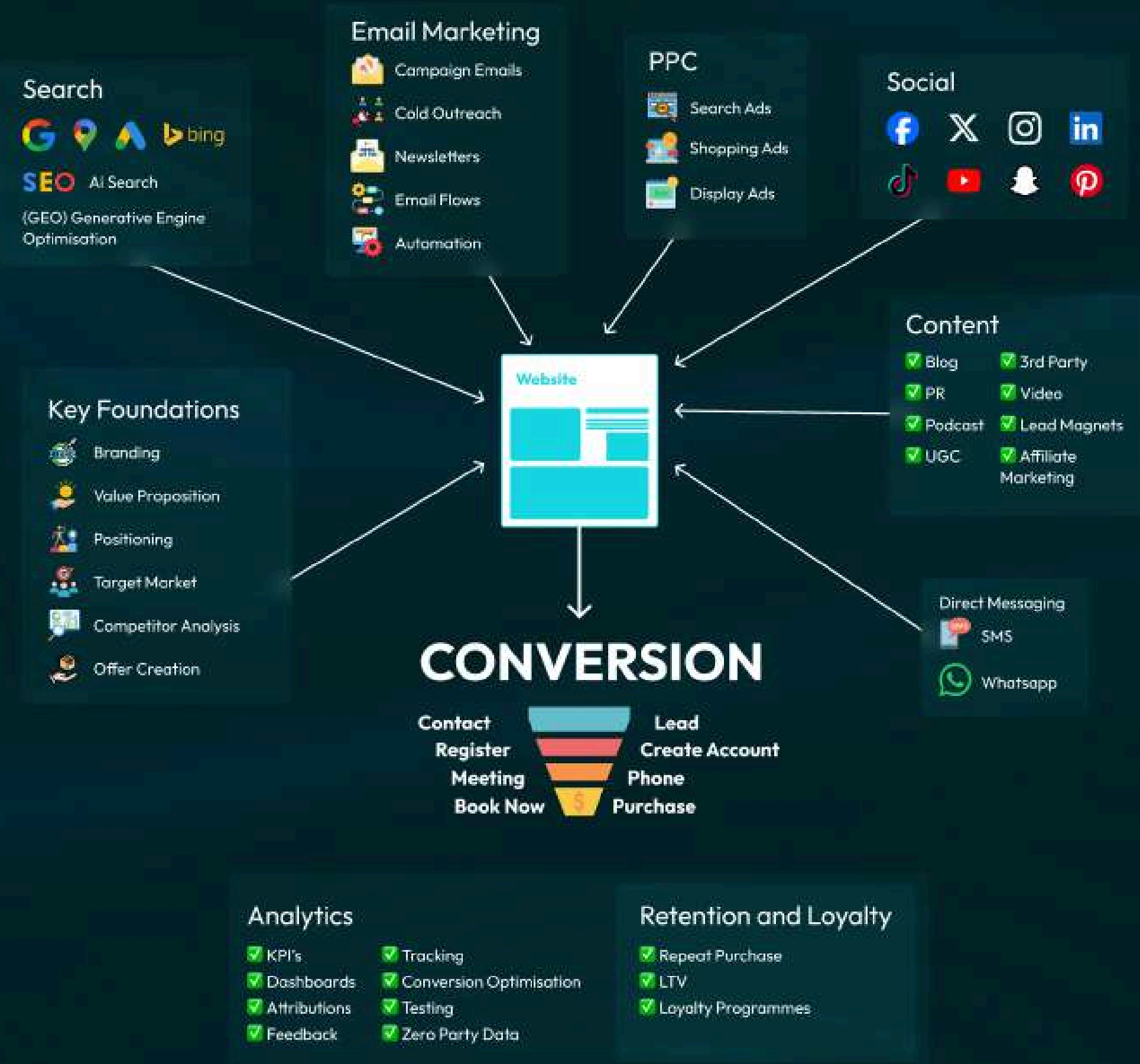




**How are you
currently
using Ai?**

DISCOVERY TASK







**How might Ai
support your
biggest hurdle?**



VIBE MARKETING

Ai Agent Example





Website the Cornerstone



PEER REVIEW ACTIVITY



ABOVE THE FOLD IMPRESSION
WHAT'S MISSING
WHAT'S WORKING

KPI Tracking & Attribution



CPC

CR

LEADS

SUBGROWTH



RPR

ROI

REVENUE

PROFIT

CPM

LTV

CTR

ACV

ROAS

CPL

LINKS

CAC

broas

SITE VISITORS

KEYWORD RANK



LTV- CUSTOMER LIFETIME VALUE

CAC - CUSTOMER ACQUISITION COST

ROAS - RETURN ON AD SPEND

AOV - AVERAGE ORDER VALUE

CAR - CUSTOMER ACQUISITION RATE

CR - CHURN RATE

CVR- CONVERSION RATE

CPA- COST PER ACQUISITION



Foundations First

FOUNDATIONS

OF A SOLID DIGITAL FRAMEWORK



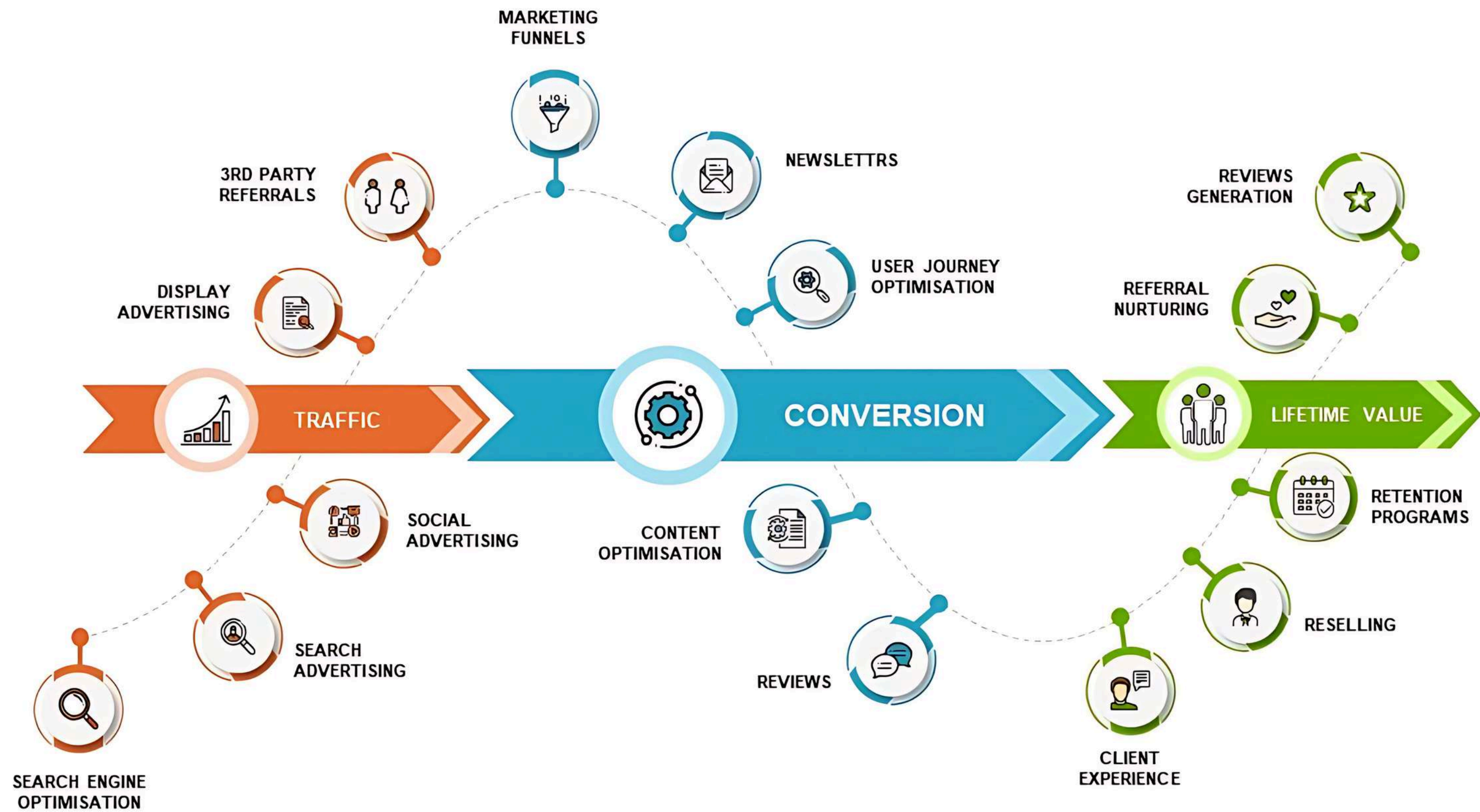


Offer Engineering

Funnel Thinking









**THANK
YOU**