

# 2023 WHAT HAPPENS NEXT?

**In Digital Marketing & Web**





# SAM RUFO

## PRESIDENT

## NXTCONCEPTS, LTD

[nxt.ski](http://nxt.ski)



**A forward thinking, non-traditional agency.**

creative thinkers | brand enhancers

strategic planners | results obsessed



# STEW JENSEN

VICE PRESIDENT  
NXTCONCEPTS, LTD

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# TODAY'S TOPICS

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- What changes has Google done that has a major impact on SEO?
- Cookies, privacy laws, and 1st party data - oh my.
- Is your website ready for 2023?
- The Metaverse? What is it and do you need to be there?
- What the heck is a NFT and can we make money with it?





# BUZZWORD BINGO

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- Win a FREE camera drone.





# GAME CHANGERS

Google is changing the internet again.

- 👁️ CTR NOT SERP?
- 👁️ VOICE & VISUAL
- 👁️ GA4 - ARE YOU READY?
- 👁️ PRIVACY & COOKIES



# CTR (CLICK THRU RATE)

**Note:** CTR as a performance metric is also used in multiple branches of digital marketing:

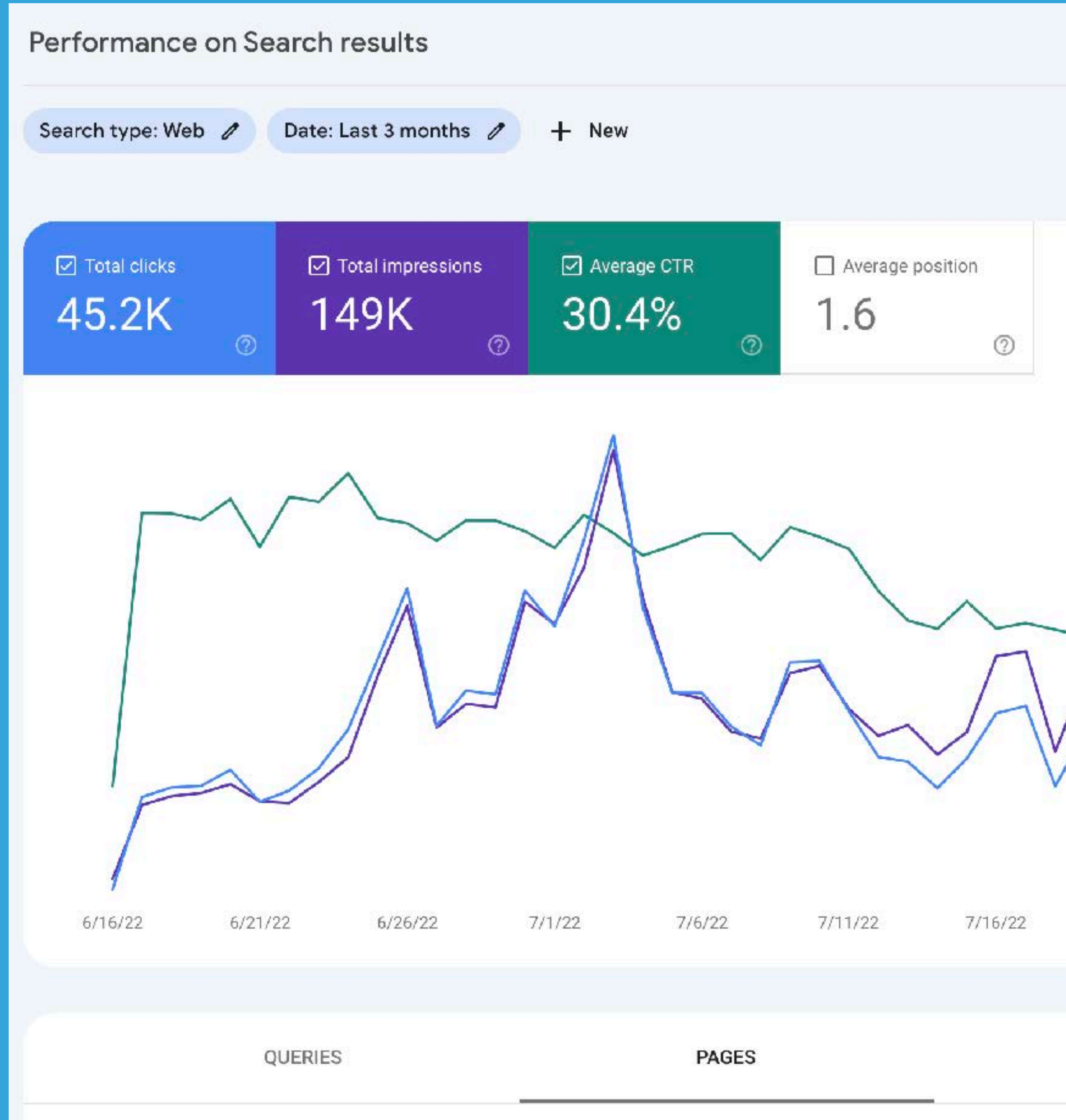
- **Paid ads** – the performance (and the price) of ads measured by CTR for various metrics (keywords, landing pages, completed forms, etc).
- **Email marketing** – you can measure how many people clicked on the link in your email from the overall number of people who opened it.
- **Social media advertising** – the CTR metric can show you how many people viewed your ads and how many of them actually clicked on it or made an action.
- **SEO** - CTR is also used for measuring the performance of internal links within the website, CTA (call-to-action) elements, etc.

INTENT NOT JUST COPY



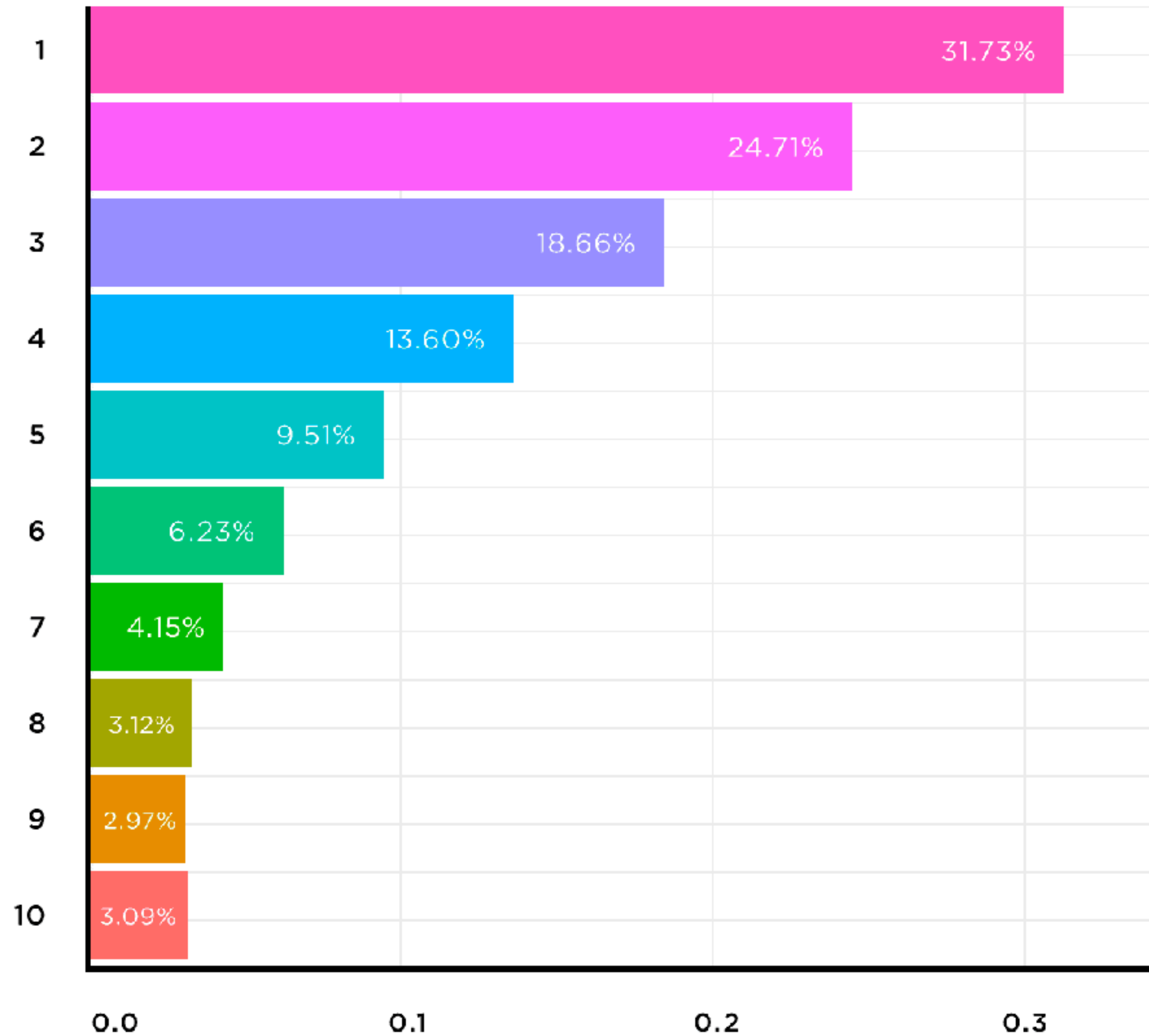
# SEO CTR

- Google Search Console





GOOGLE ORGANIC CTR BREAKDOWN BY POSITION



# SEO CTR TIPS

- Optimize title tags
- Provide attractive meta descriptions
- Create useful URLs
- Implement Structured data



# OPTIMIZE TITLE TAGS

- Write a concise headline
- Include relevant keywords
- Use power-words and numbers
- Be careful unpublishing pages

www.hobo-web.co.uk > seo-tutorial ▾

**Title - 60 Characters - 10 Words Displayed**

**Google SEO Tutorial for Beginners | How To SEO A Website ...**

21 May 2020 - An Introduction to **SEO**. QUOTE: "Search engine optimization (SEO) is often about making small modifications to parts of your website. When ...

TL;DR - How To Do SEO ... · An Introduction to SEO · Evaporating SEO Efforts

**Sitelinks because of named H2 anchors on page**

**Last Updated Date used**

**140 characters for snippet text**

You've visited this page many times. Last visit: 08/06/20

Classic Literature | view-source:classic-literature.co.uk

**Title Tag in Browser Tab**

```
1 <!doctype html>
2 <html lang="en-US">
3 <head>
4 <meta charset="UTF-8"/>
5 <meta name="viewport" content="width=device-width, initial-
6 <title>Classic Literature</title>
7 <meta name="description" content="Read some of the best classic literature books ever published
8 completely free. From Shakespeare's Sonnets to to Jane Austen's classic romance novels, all for free."
9 />
10 <!--
11 <link href="http://classic-literature.co.uk/wp-content/themes/stallion-responsive/colors/style-facebook-blue.css" type="text/css" media="all" />
12 <link href="http://classic-literature.co.uk/wp-content/themes/stallion-responsive/colors/style-facebook-blue.css" type="text/css" media="all" />
13 <link href="http://classic-literature.co.uk/wp-content/themes/stallion-responsive/colors/style-facebook-blue.css" type="text/css" media="all" />
14 <link href="http://classic-literature.co.uk/wp-json/" />
15 <link rel="canonical" href="http://classic-literature.co.uk/" />
```

**Title Tag HTML Source Code**



Google

https://www.travelocity.com › Vacation-Packages

### Vacation Packages: Best Deals on Cheap Vacations & Travel

Travelocity has some of the best deals on **vacation** packages. Bundle your flight and hotel together to save on your next **vacation!**

Caribbean Vacations · Vacation Package Deals · All-Inclusive Resorts

https://www.cheapcaribbean.com › deals › cheap-vacation...

### Cheap Vacations - Budget Friendly Hotel Packages

Book an **affordable budget** friendly **Vacation** Package on CheapCaribbean.com. Deals on all-inclusive resorts in the Caribbean, Mexico or Bahamas.

https://www.expedia.com › Vacation-Packages

### Vacation Packages | Find Cheap Vacations and Trips with ...

Book **cheap vacation** packages for romantic travel, family vacations or a weekend getaway. Find the best travel discounts and deals on your next trip with ...

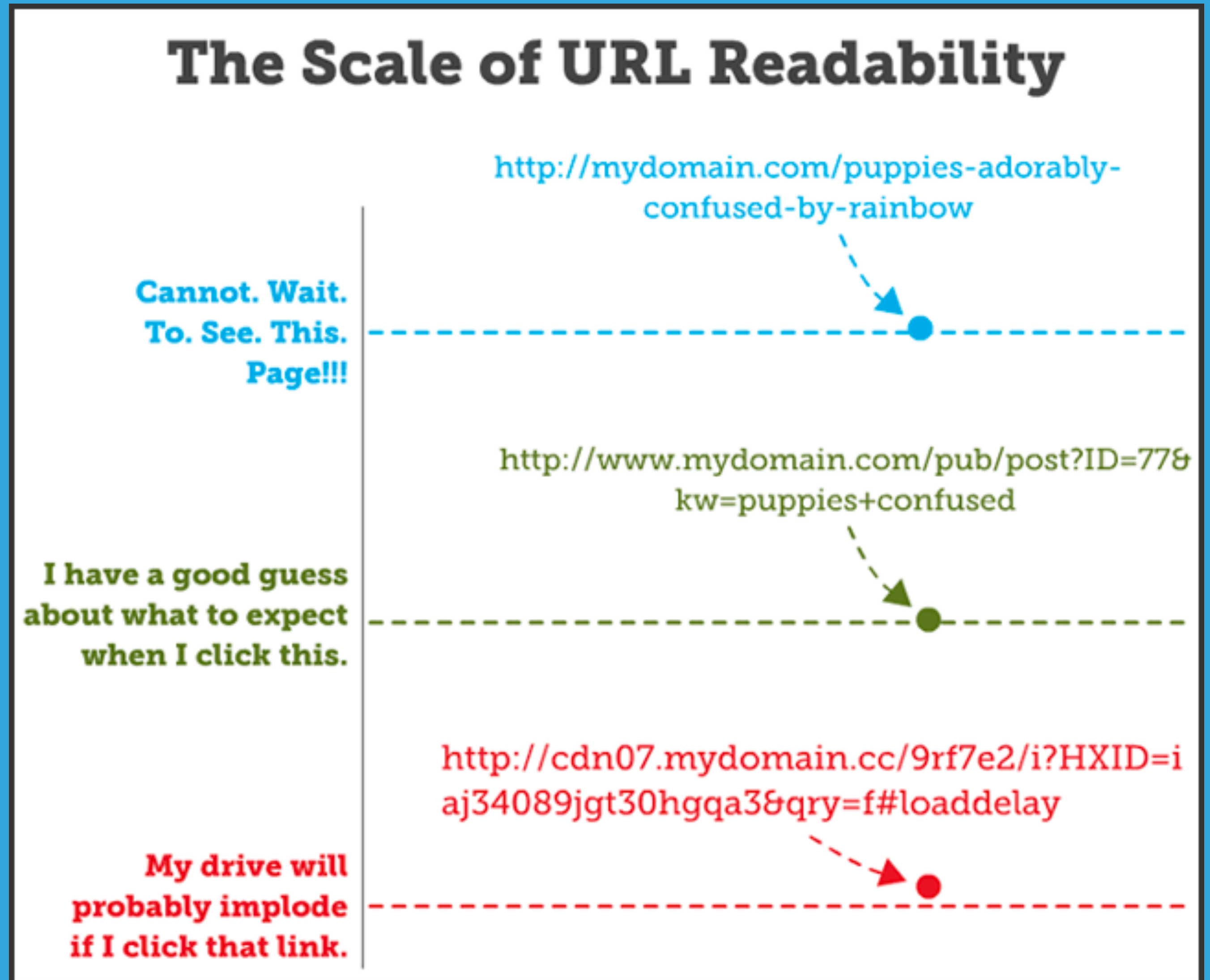
# META DESCRIPTIONS

- Write short and accurate copy
- Provide original text for every snippet
- Include CTA (Call-To-Action) phrases



# USEFUL URLs

- Short but descriptive
- Contain focus keyword
- Separate words with hyphens (-)





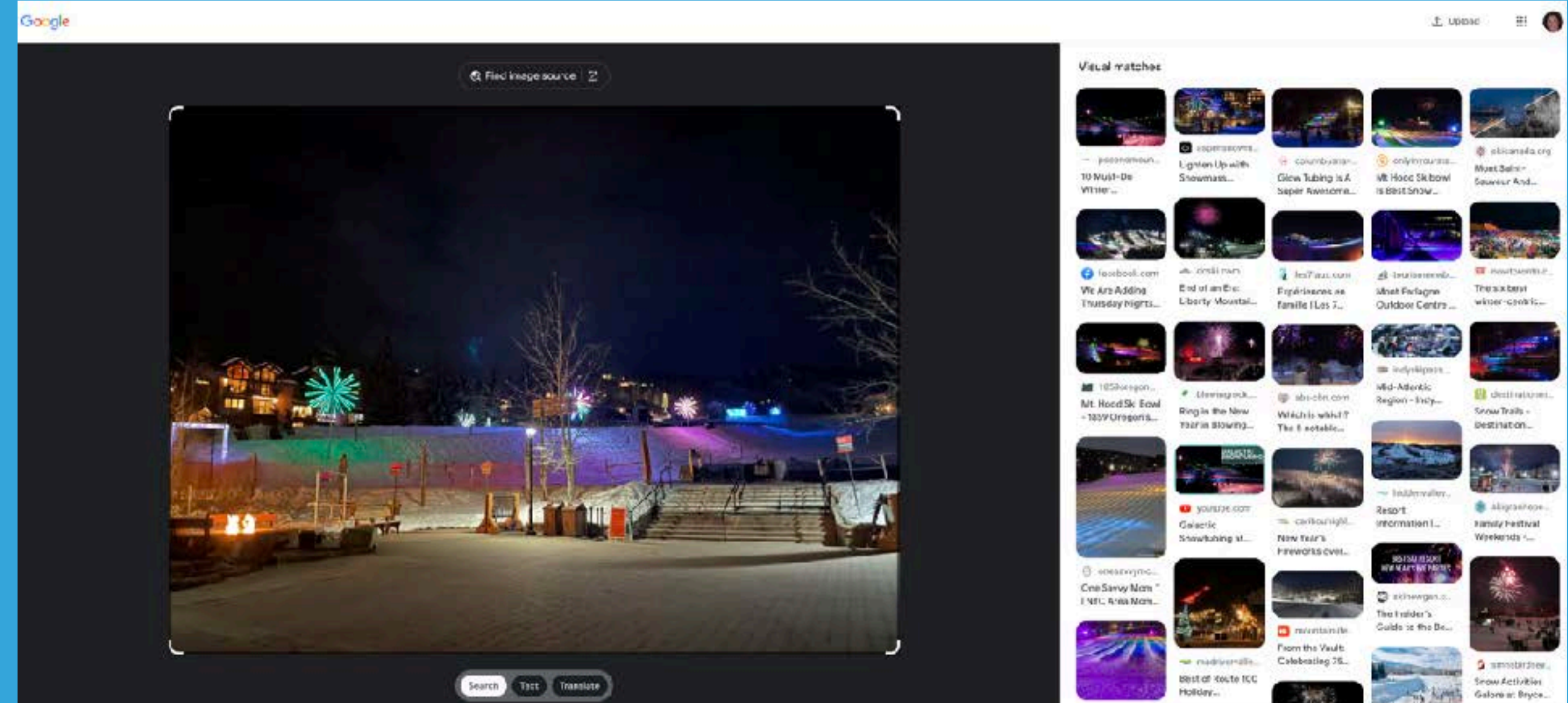
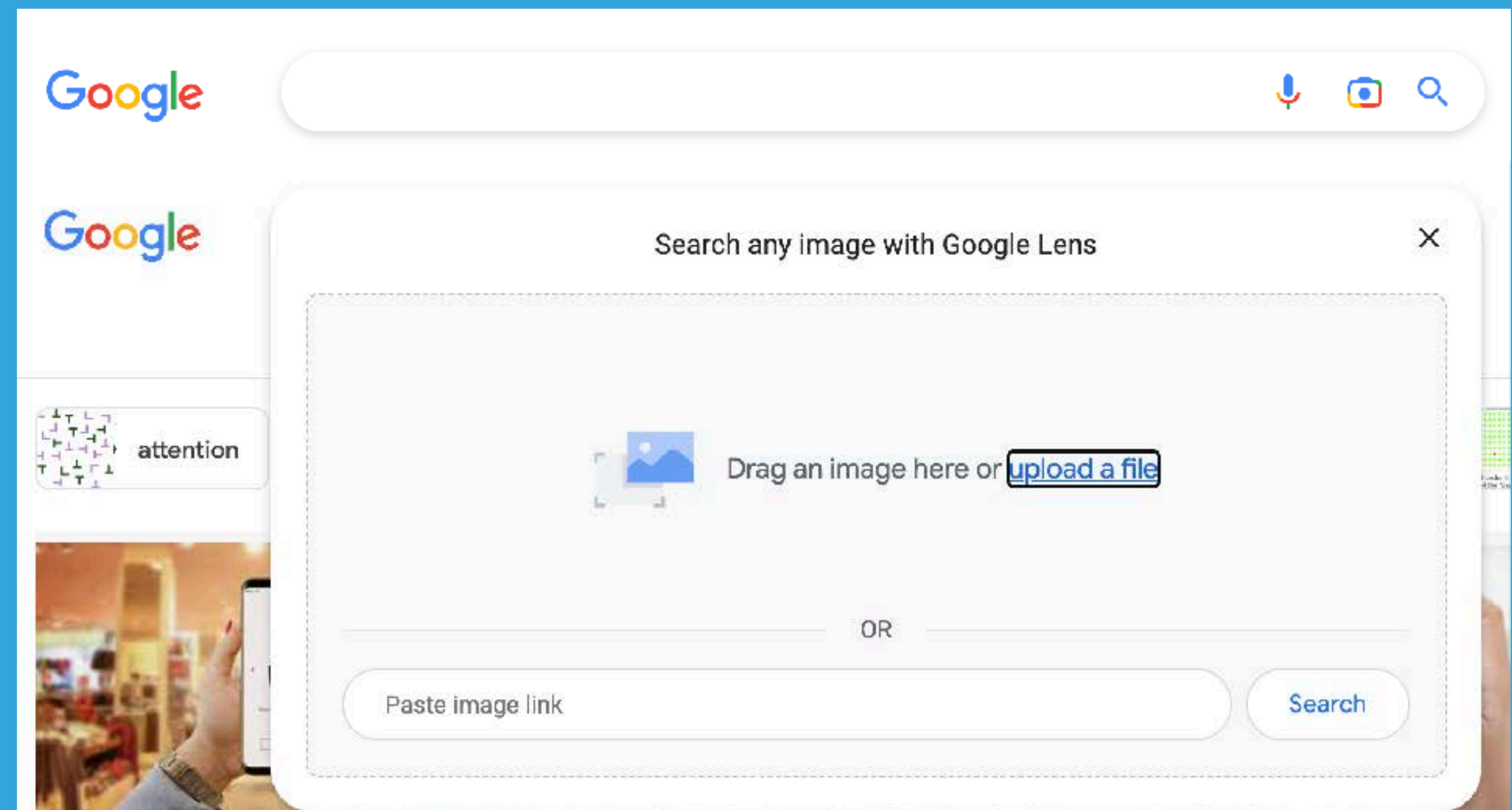
# VOICE SEARCH

- Long-tail keywords (people speak in full sentences)
- Mobile first (voice search used most on mobile devices)



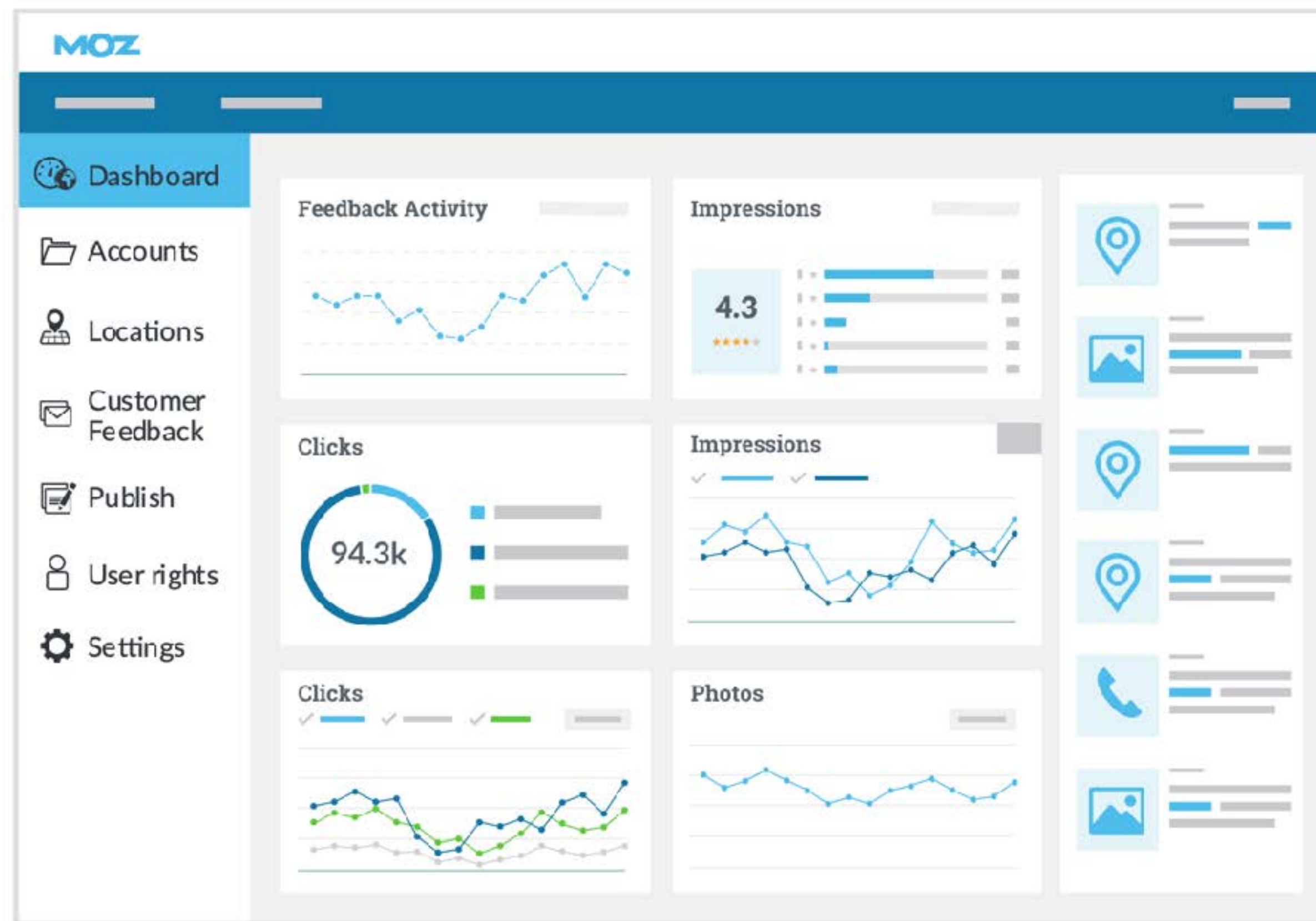
# VISUAL SEARCH

- High-quality images and videos.
- Include captions and descriptions



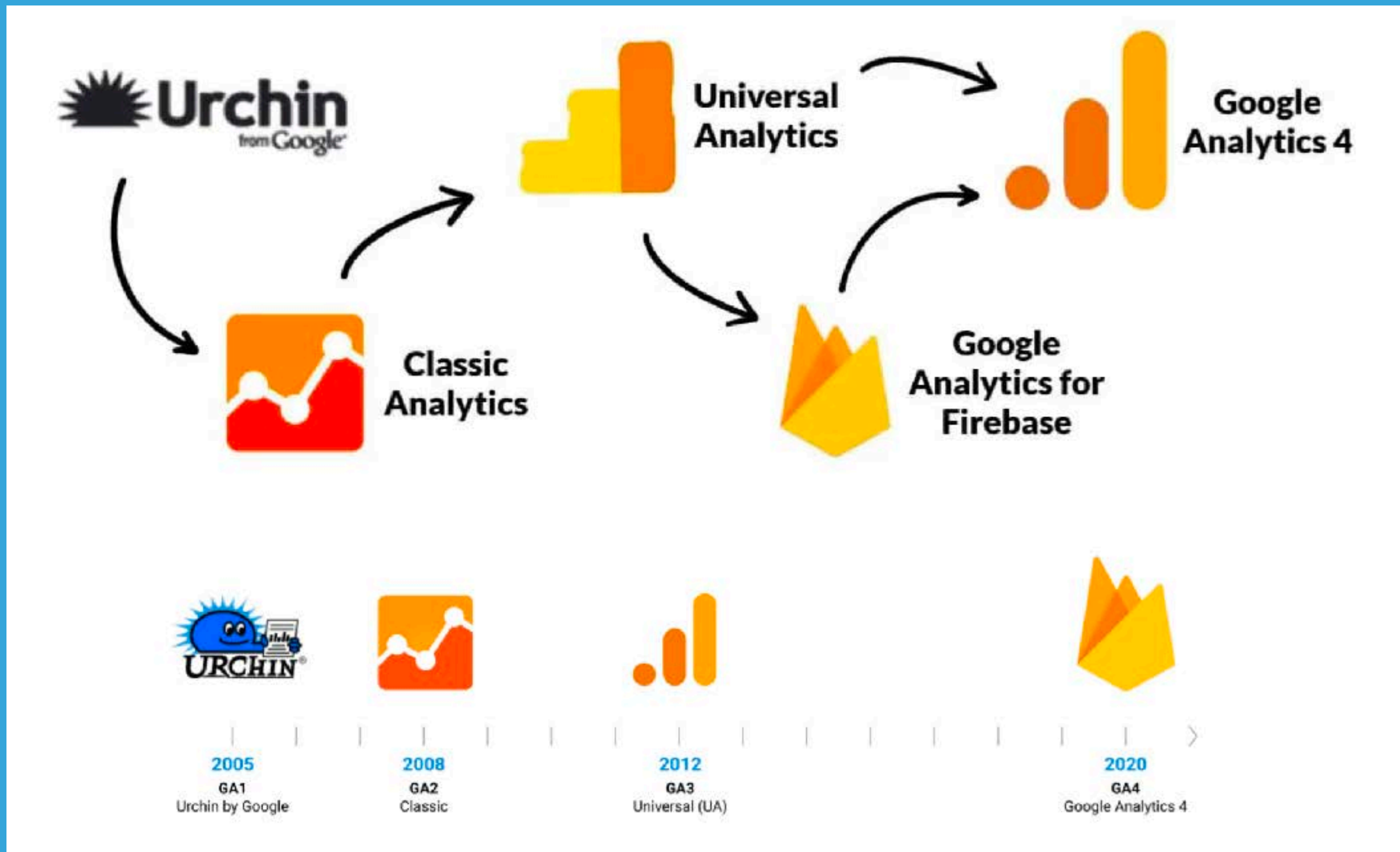
# NXT STEPS

## SEO



- Audit
- Tools
- Copy and Code





# BUH BYE UA/GA3 HELLO GA4

- July 1, 2023 RIP UA.
- Historical data will not be transferred.
- Main benefit: better reporting across all devices, easier audience and goal set up.
- More technical.
- Privacy first.





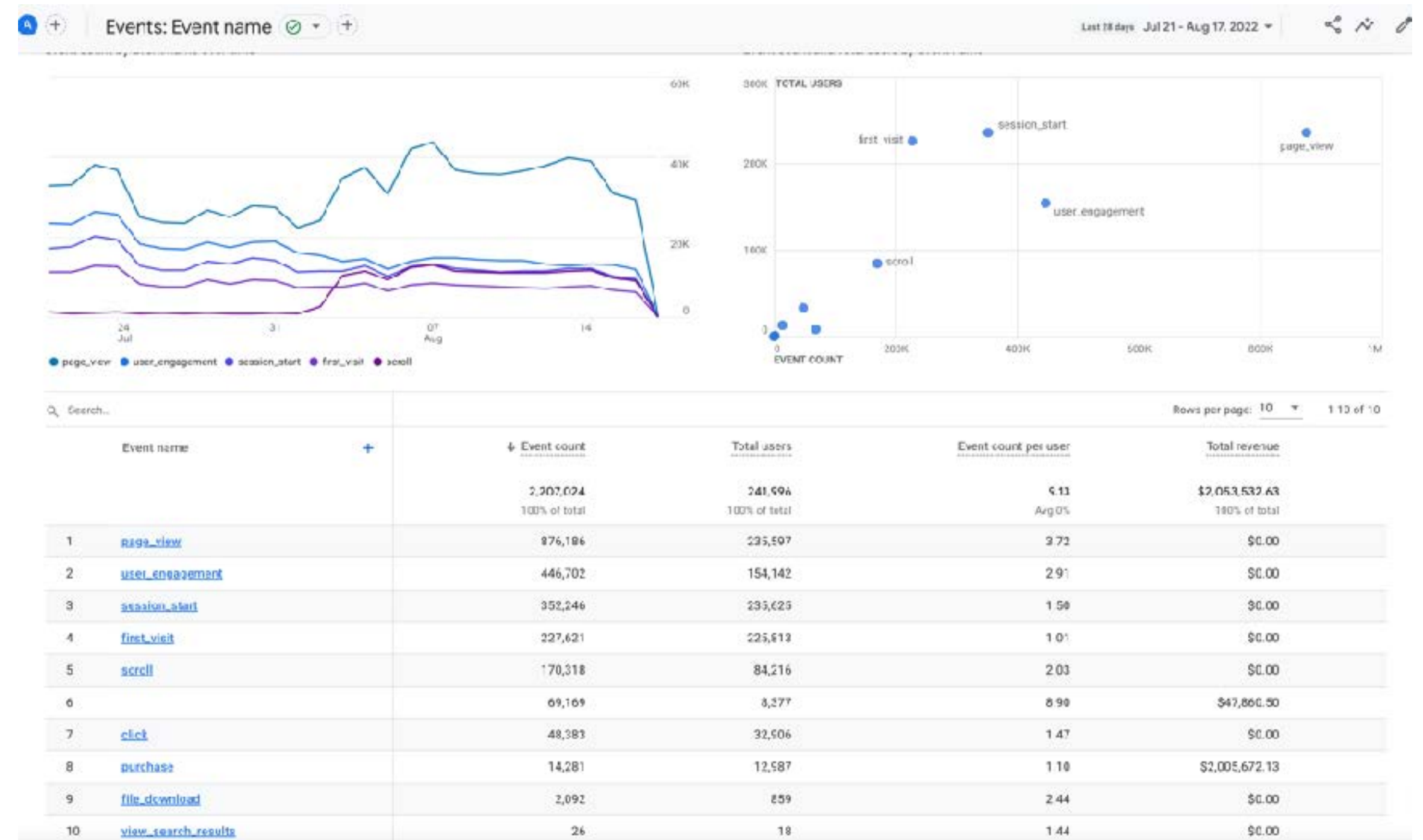
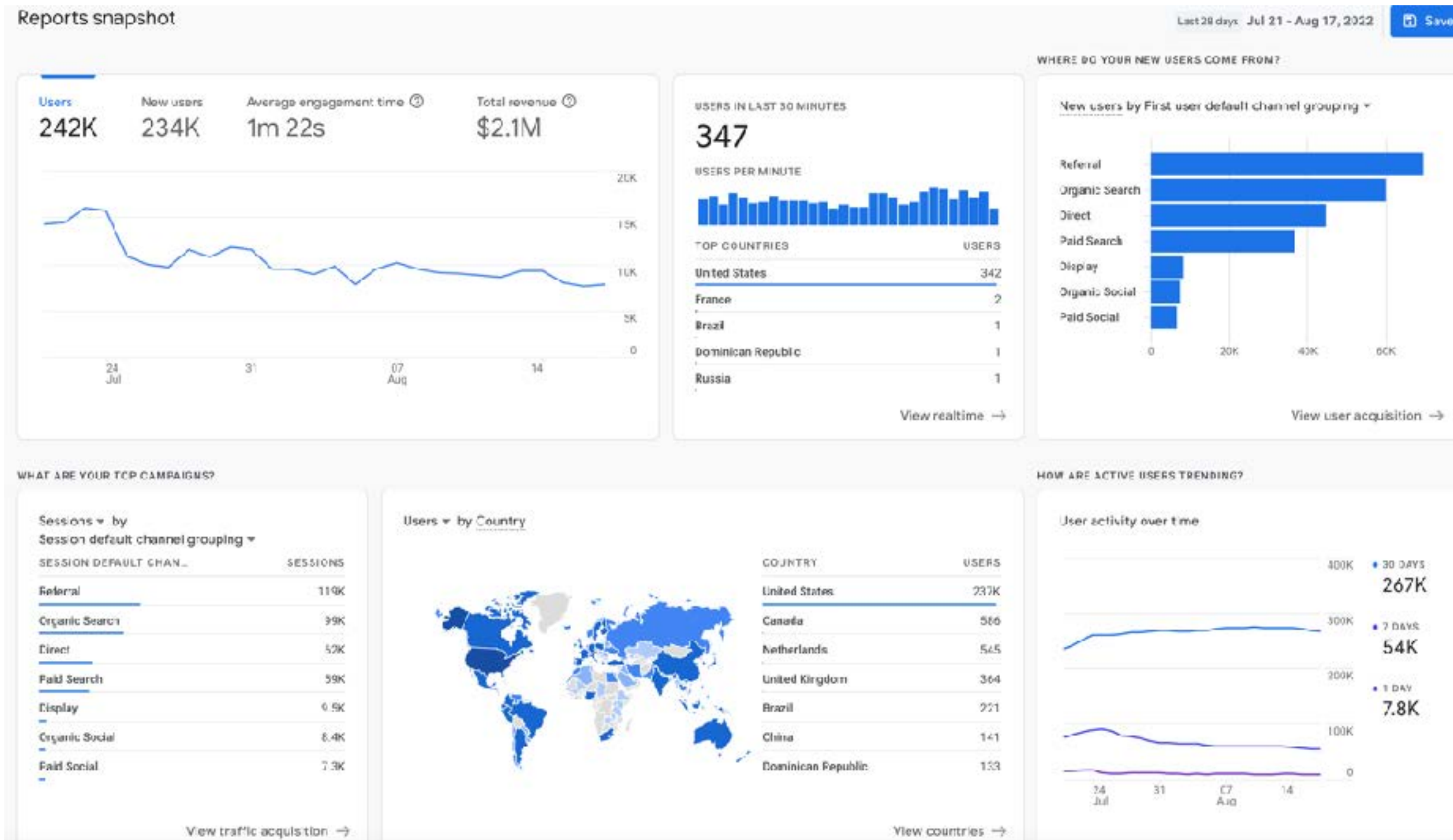
# LOST

- Bounce Rate (Now Engagement)
- Session Duration & Time On Page (Now Avg Engagement Times)
- Conversion Rate
- Views
- Dashboards
- Page Speed Reports



# GA4

## GAINS: AI POWERED INSIGHTS

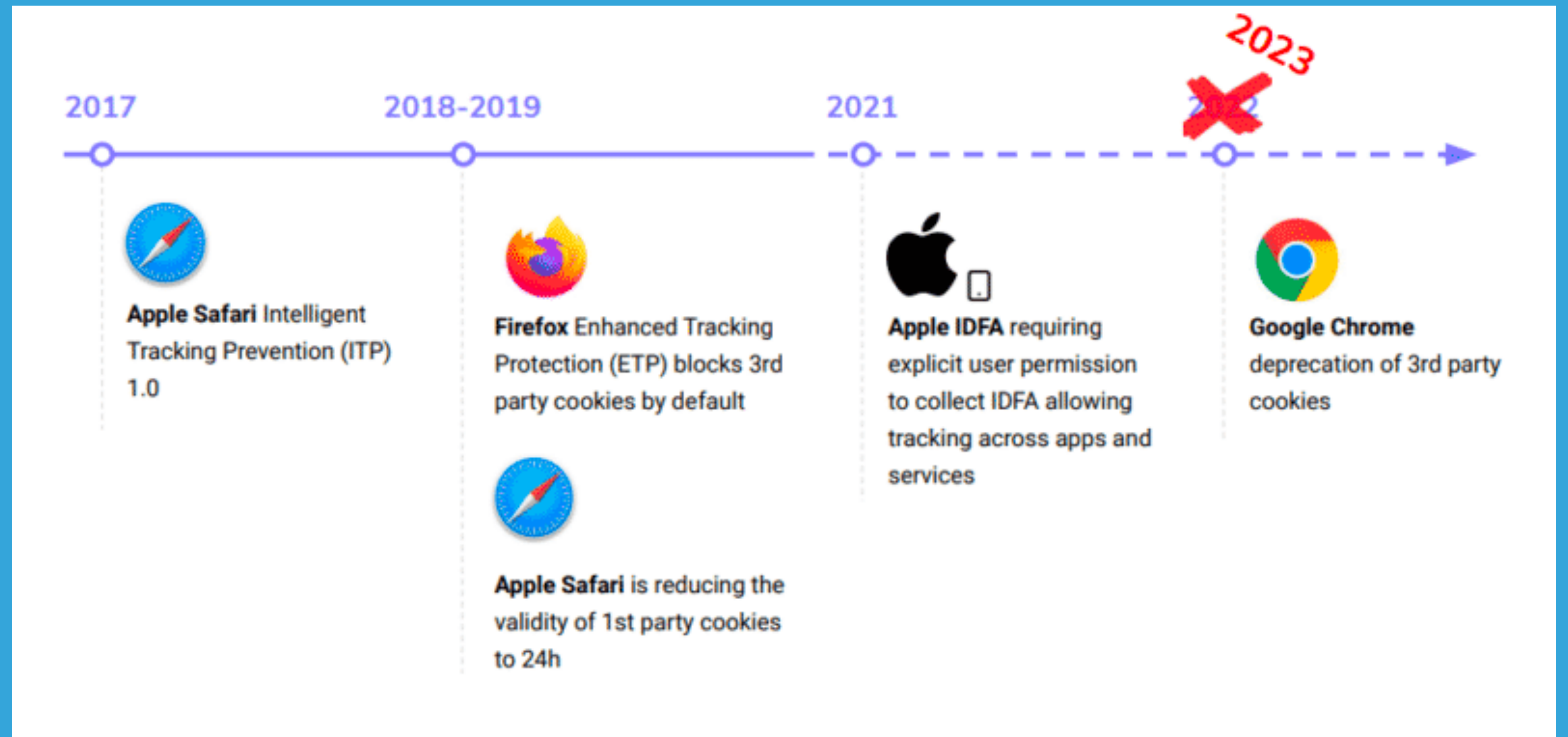




# COOKIES

## Alternatives

- First Party Data
- Zero-Party Data
- ID providers
- Device fingerprinting
- Contextual Targeting



## SETUPAD

	First-Party Cookies	Third-Party Cookies
Set by	The publisher's web server	A third-party server
Accessibility	Only available to the website owner	Available on all websites that load the third-party server's code
Browser support	Supported by all browsers	Blocked by default on Safari, Firefox, Brave
Usage	Publishers rely on first-party cookies	Online advertising relies on third-party cookies



# Privacy Sandbox for the Web

Privacy Sandbox for the Web will phase out [third-party cookies](#) and limit covert tracking. By creating new [web standards](#), it will provide publishers with safer alternatives to existing technology, so they can continue building digital businesses while your data stays private.



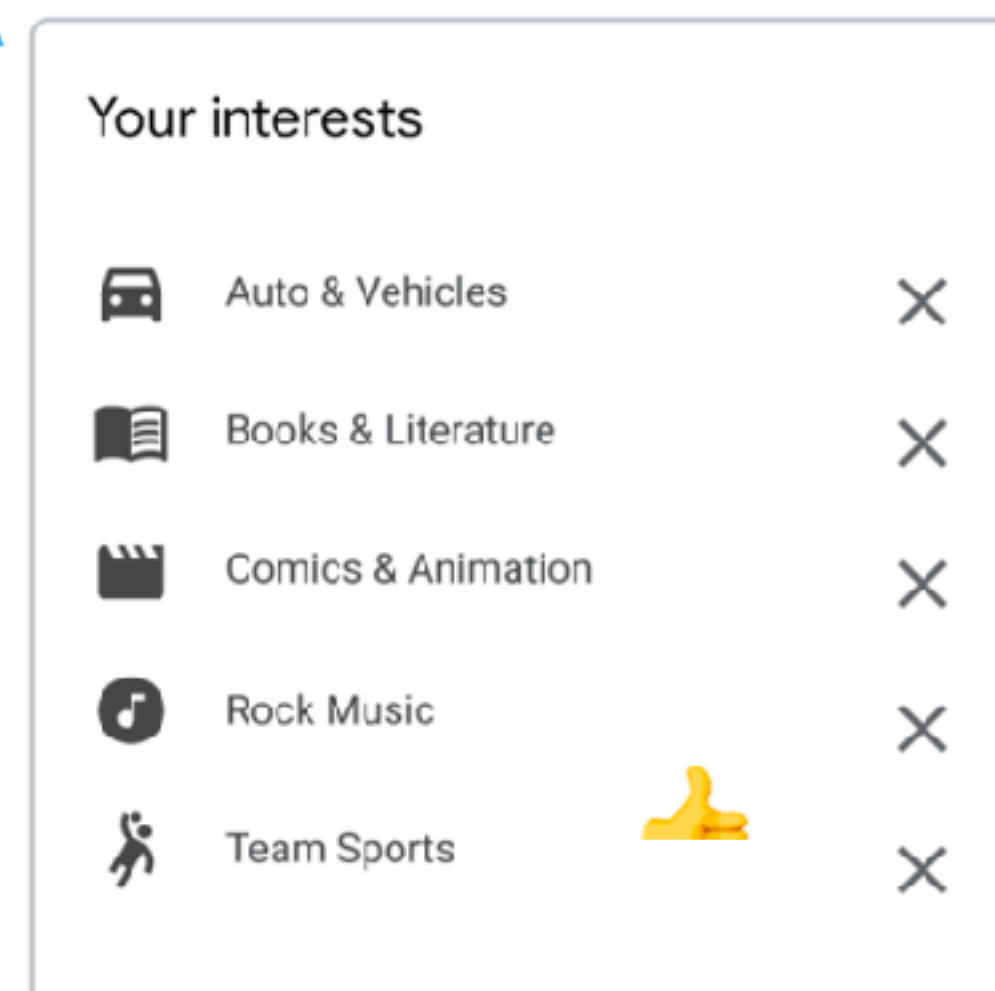
# TOPICS

- Google Topics is Google's new proposal for cookie tracking.
- Goal- to protect users' information while allowing advertisers to continue promoting relevant content to people interested in what they offer.

## What you can see now



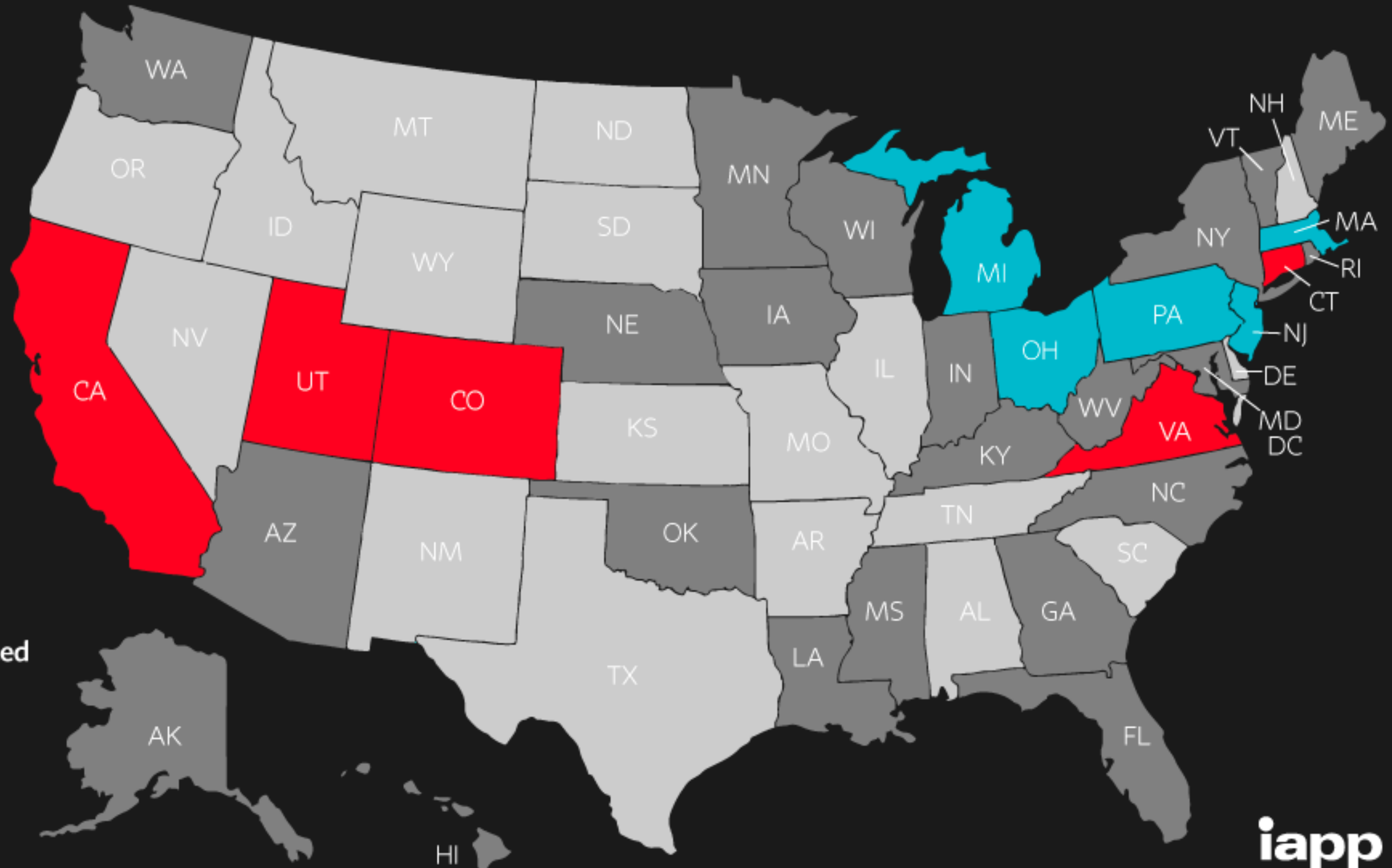
## What you'd see with Topics



# US State Privacy Legislation Tracker 2022

## STATUTE/BILL IN LEGISLATIVE PROCESS

- Introduced
- In committee
- In cross chamber
- In cross committee
- Passed
- Signed
- Inactive bills
- No comprehensive bills introduced



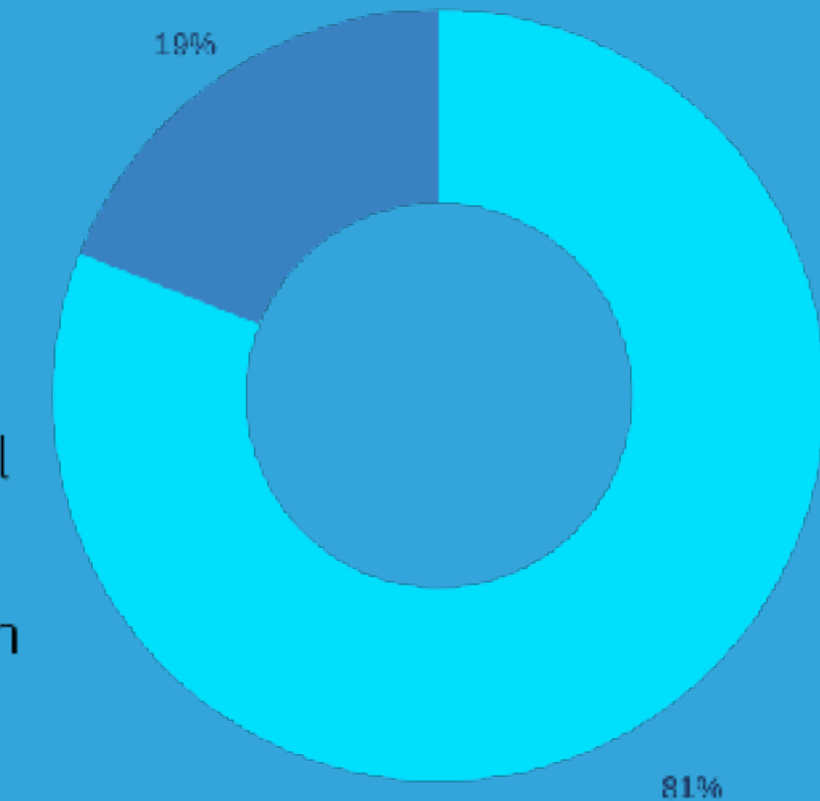
Last updated: 7/7/2022

# PRIVACY

- Company Privacy Policy
- Website Cookie Consent Opt-In
- Personally Identifiable Information (PII)

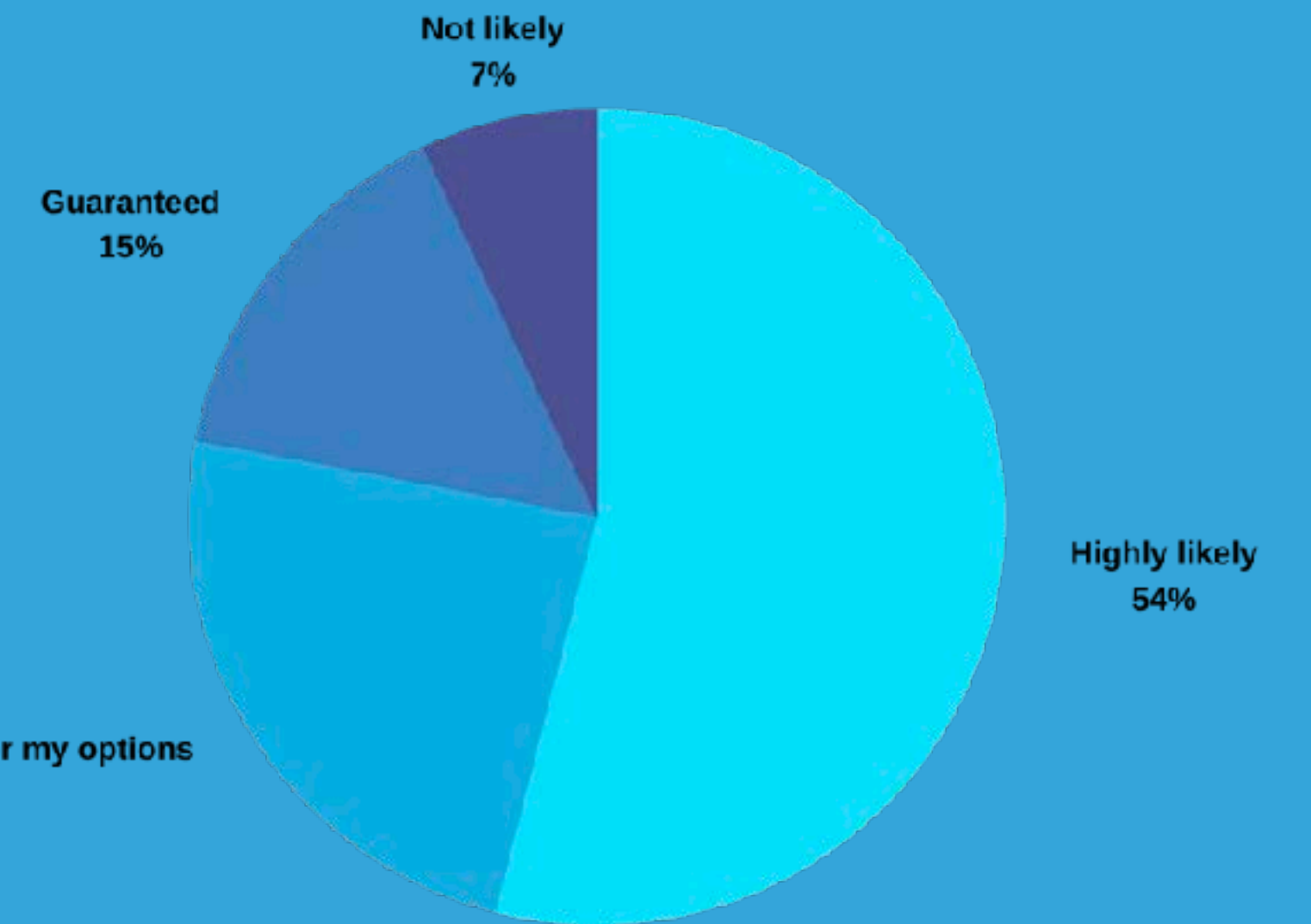
# 81%

of Americans think the potential risks of data collection by companies about them outweigh the benefits



How likely are you to walk away from a business that requires you to provide highly personal information (like phone number or email) in order to conduct business with them?

It depends on business or my options  
24%



# YOUR PRIVACY POLICY

- Specify the types of data you collect, what you use it for, and how you protect it.

## Clauses for Privacy Policy

**TYPES OF INFORMATION**  
"Personal information" is any information that we could use to identify an individual. It does not include personal information that is encoded or anonymized, or publicly available information that

**HOW WE COLLECT INFORMATION**  
We collect information two ways: Information we get from your use of our Services, and information you provide to us directly.

**Kissmetrics' Use of Cookies and Web Beacons**  
Cookies. Kissmetrics uses cookies (small text files that Kissmetrics stores locally on your computer) on our Client's websites for one or more of the following

**6. CHILDREN'S PRIVACY**  
Instagram does not knowingly collect or solicit any information from anyone under the age of 13. In the event that we learn that we have collected personal information from anyone under the age of 13, we will delete that information from our files.

**Third Parties that Provide Content, Advertising Services, or Functionality of Our**  
Some of the content, advertising, and functionality on our Services may be provided by third parties include:

**Changes to this Policy**  
We may revise this Privacy Policy from time to time. The most current version of the policy will govern our use of the Service. You will always be at <https://twitter.com/privacy>. If we make a change to this policy that, in our sole discretion, is

## Privacy Policy Generator

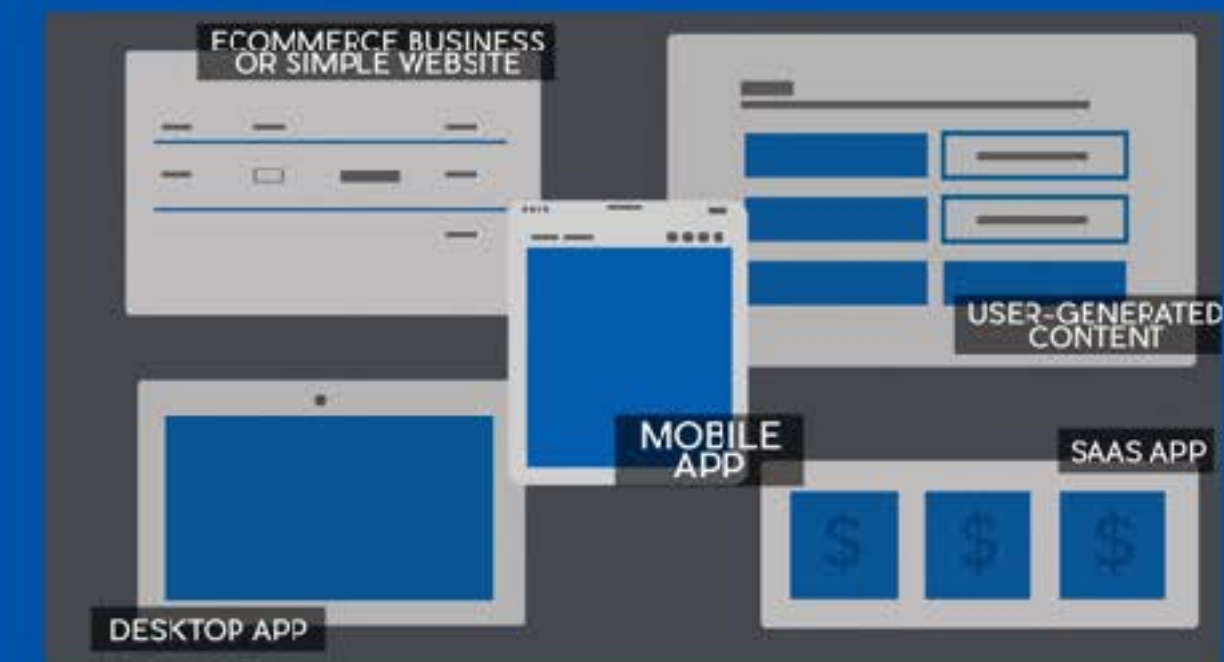
[privacypolicygenerator.info](https://privacypolicygenerator.info)

Generate a Privacy Policy, 2021 up-to-date, for your business with the Privacy Policy Generator from TermsFeed.

 <b>CCPA</b> California Consumer Privacy Act	 <b>GDPR</b> EU General Data Protection Regulation
 <b>CalOPPA</b> California Online Privacy Protection Act	 <b>And many more</b> Privacy laws around the world

Use our Privacy Policy Generator to create this policy for your business (web, mobile and others). You can use the policy for:

[Websites](#), [Mobile apps](#), [E-commerce stores](#), [SaaS apps](#), [Facebook apps](#) and more.

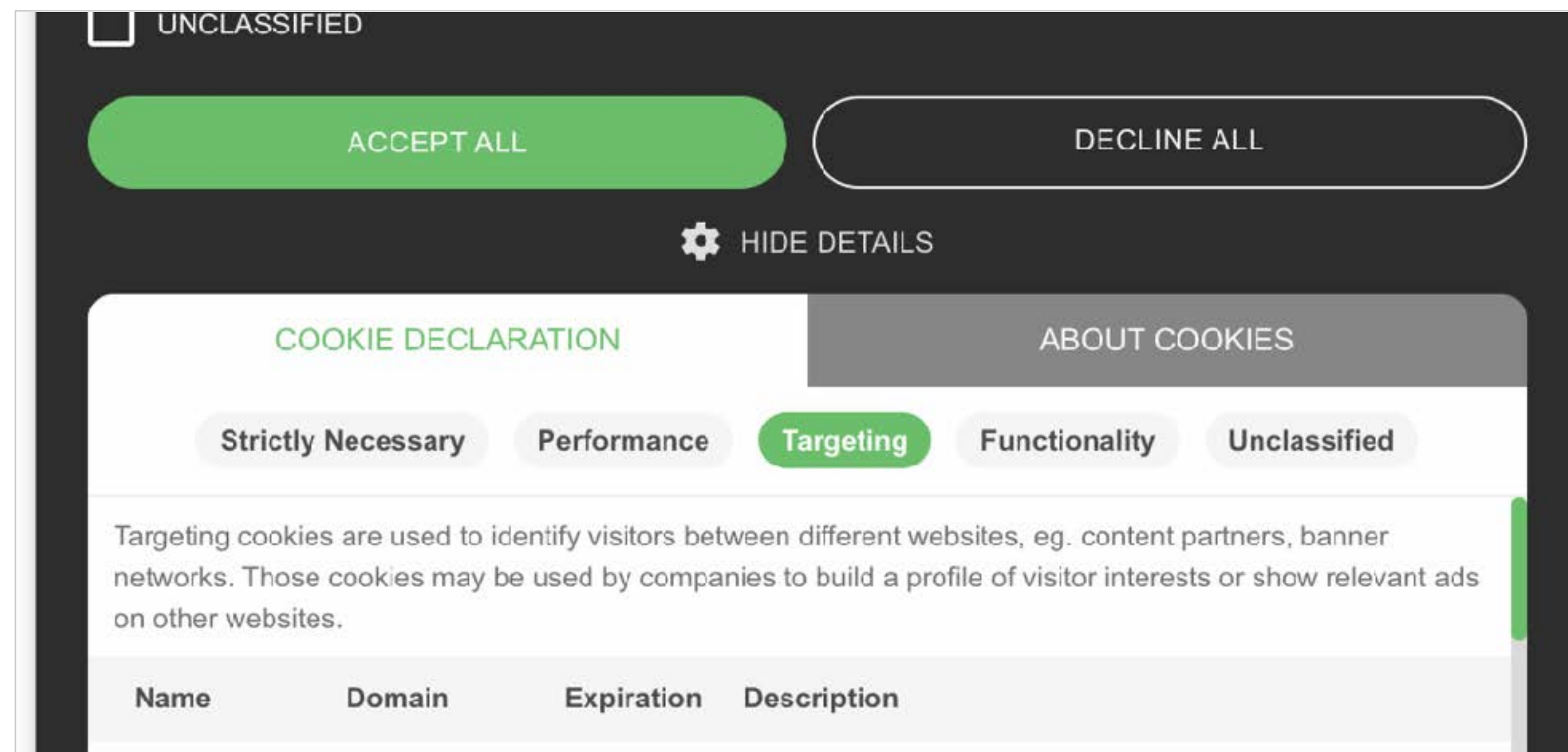




# COOKIE CONSENT

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- You must obtain clear, **specific consent from users** to place cookies and track them.
- Users need to consent or decline cookie use. If the user doesn't explicitly consent, you can't place cookies on their browser. The site must still be accessible.



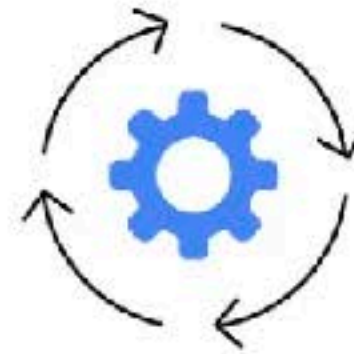
# AGENCY-RESORT



Realign your team structure



Implement early and test often



Embrace automation

“If you want to go fast, go alone. If you want to go far, go together.”

- Agencies need to step up
  - ▶ Continuing Education
  - ▶ Lead Privacy Expert
- Partner to build-out solutions that mitigate data loss while respecting user privacy.
- Rabbit approach
- AI does know better here



# NXT STEPS

## PRIVACY & COOKIES

What this Privacy Notice covers	✓
Personal data we collect	✓
Using your personal data	✓
Marketing communications	✓
Market research	✓
Sharing personal data with suppliers and retail partners	✓
Sharing personal data with regulatory authorities	✓
Sharing personal data with credit reference and fraud prevention agencies	✓
Sharing personal data within the TUI Group	✓
Protecting your personal data	✓
Data retention	✓
About cookies and similar technologies	✓
Links to other websites	✓
Social media features	✓
Accessing and updating your personal data; and complaints	✓
Legal basis for processing personal data	✓

- Forms: Limit the data you collect and store via form submissions.
- Design: Make sure you are collecting and protecting your first party data.
- Statement: Make sure you have a current privacy statement.
- Consent: Make sure you ask for user cookie consent.

### Resources:

- <https://www.termsfeed.com/privacy-policy-generator/>
- <https://www.privacypolicygenerator.info/>





# ONLINE HEALTH

## Website Security and Software

- 👁️ SECURITY ISSUES
- 👁️ CMS / SERVER SOFTWARE RETIREMENT
- 👁️ EMAIL / WEBSITE BLACKLISTING



# SECURITY TIPS

- Website Tools  
<https://builtwith.com/>
- Virus  
<https://sitecheck.sucuri.net>
- Uptime Monitoring  
<https://www.pingdom.com/product/uptime-monitoring/>



# SOFTWARE EXPIRATION DATES

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# EMAIL TIPS

- **Emails and newsletters going to spam?**

DKIM (DomainKeys Identified Mail)

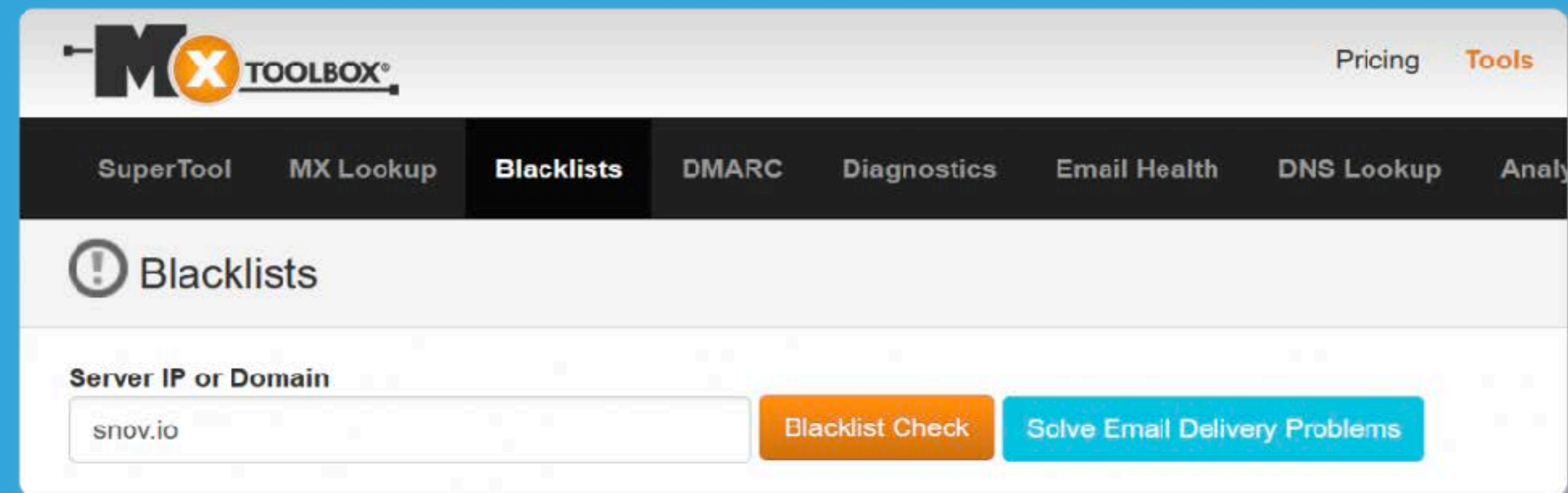
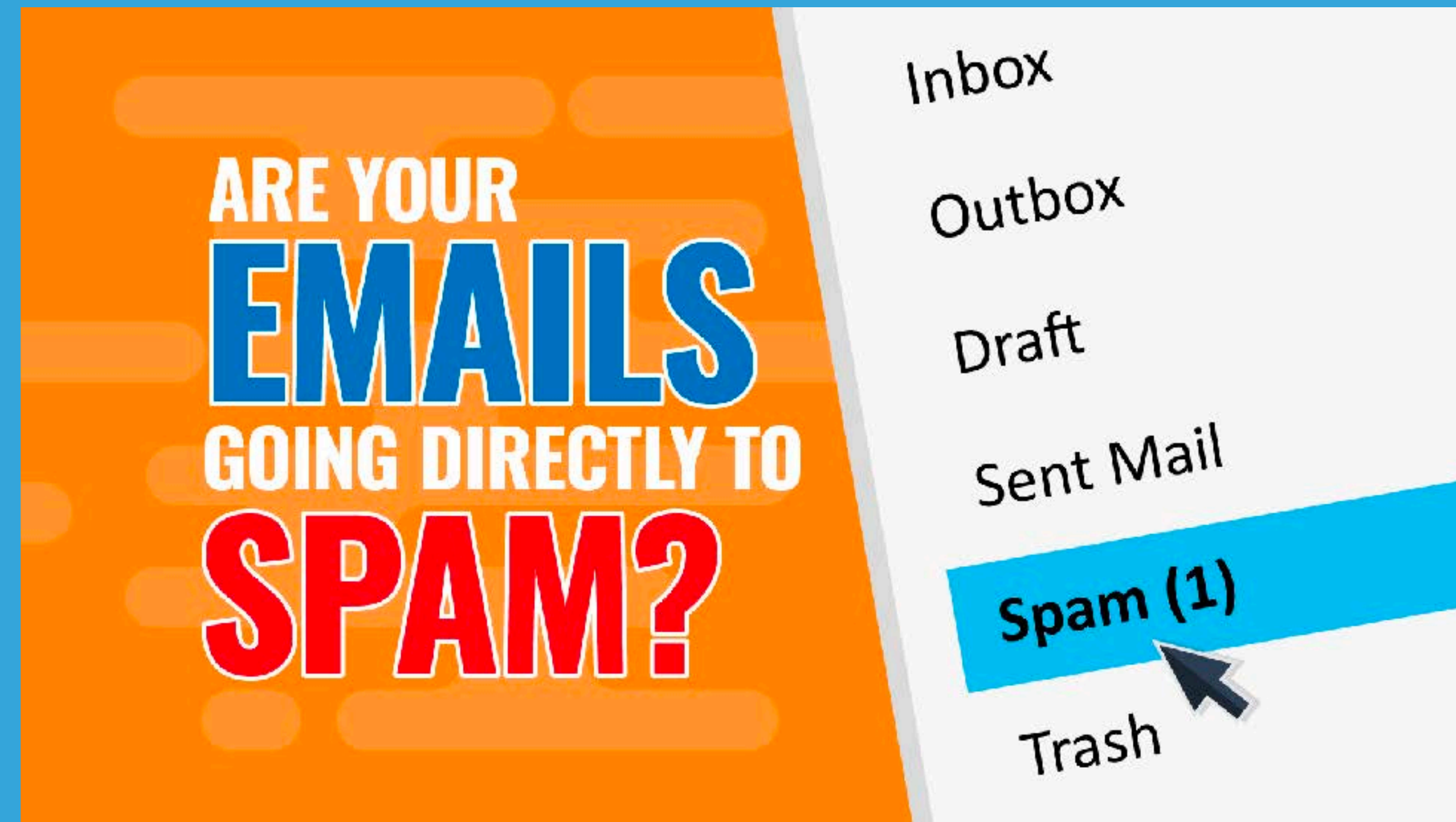
SPF (Sender Policy Framework)

DMARC (Domain-based Message Authentication Reporting and Conformance)

<https://mxtoolbox.com/dkim.aspx>





- **Blacklists**

Spamhaus, Spamcop, Invalument, Barracuda



# NXT STEPS

## WEB SECURITY & HEALTH

 <b>Everyday Security</b> Scan your site Backup your website	 <b>Monthly Security</b> Check activity log Update your website Check Search Console Remove themes and plugins Update your credentials Check user roles and privileges Block malicious IPs Test your backups Update WordPress salts
 <b>Long Term Security</b> Check SSL Check hosting plans	 <b>One-time Measures</b> Invest in a strong firewall Implement HTTP Authentication Use Two-Factor Authentication Limit login attempts Disable XML-RPC Disable Directory Browsing Restrict File Permissions Hide wp-config file Disable PHP Execution

- Use secure passwords.
- Keep all software updated.
- Use a web-application firewall.
- Back up regularly.
- Tighten Security with a Website Audit.







# META WHAT?

- 👁️ A digital virtual world of avatars and environments.
- 👁️ New future economic marketplace and advertising landscape.
- 👁️ Critical future market for developing younger customers.
- 👁️ Experts predict the Metaverse economy will be worth between \$8 - \$13 Trillion by 2030.
- 👁️ Potential first experience of skiing / snowboarding in a safe convenient environment.



# WHAT IS THE METAVVERSE?

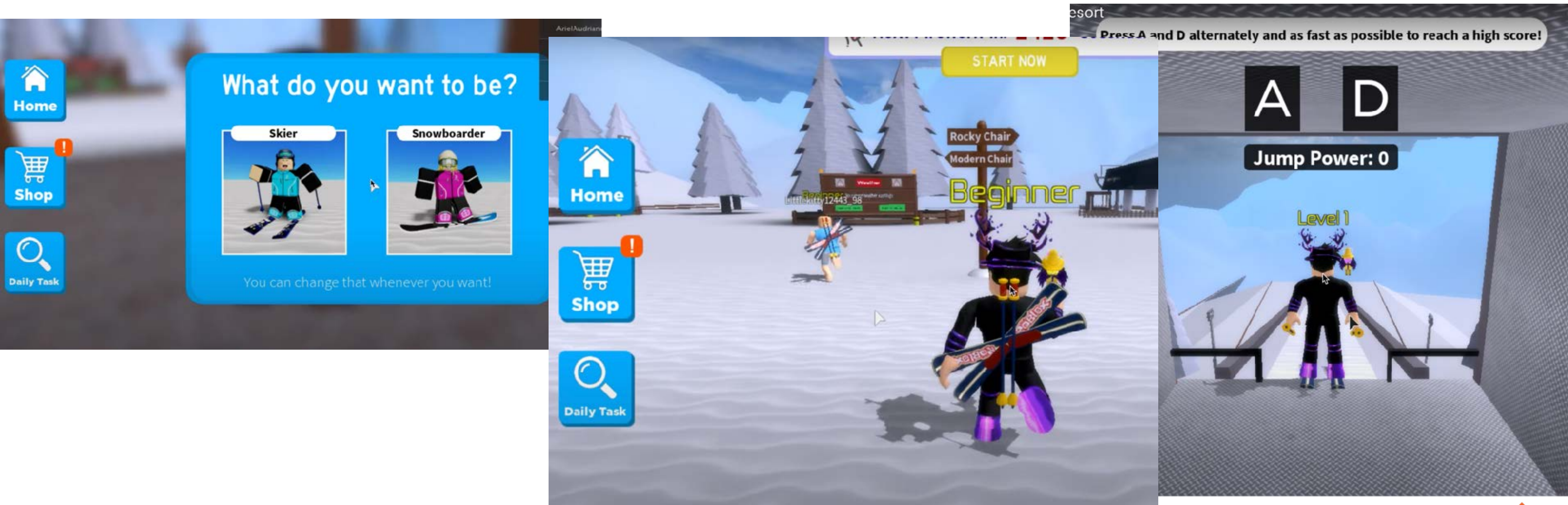


# MARK'S SKI RESORT

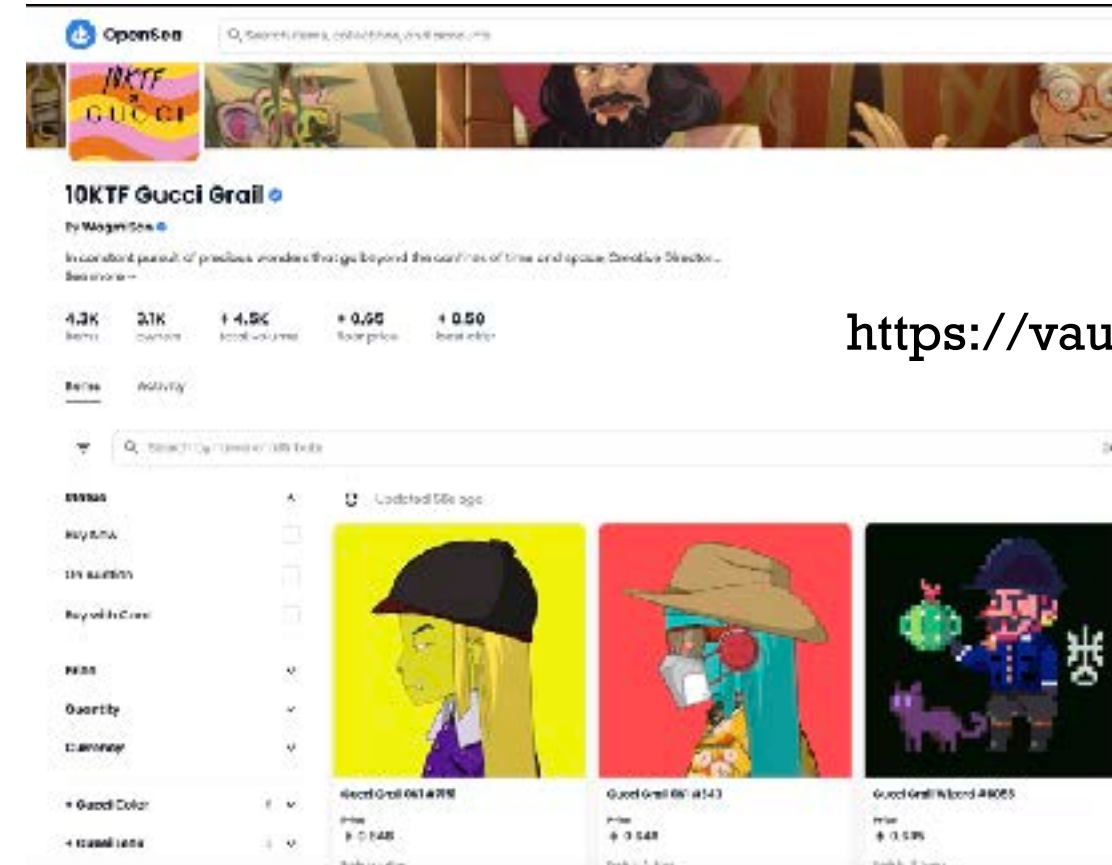
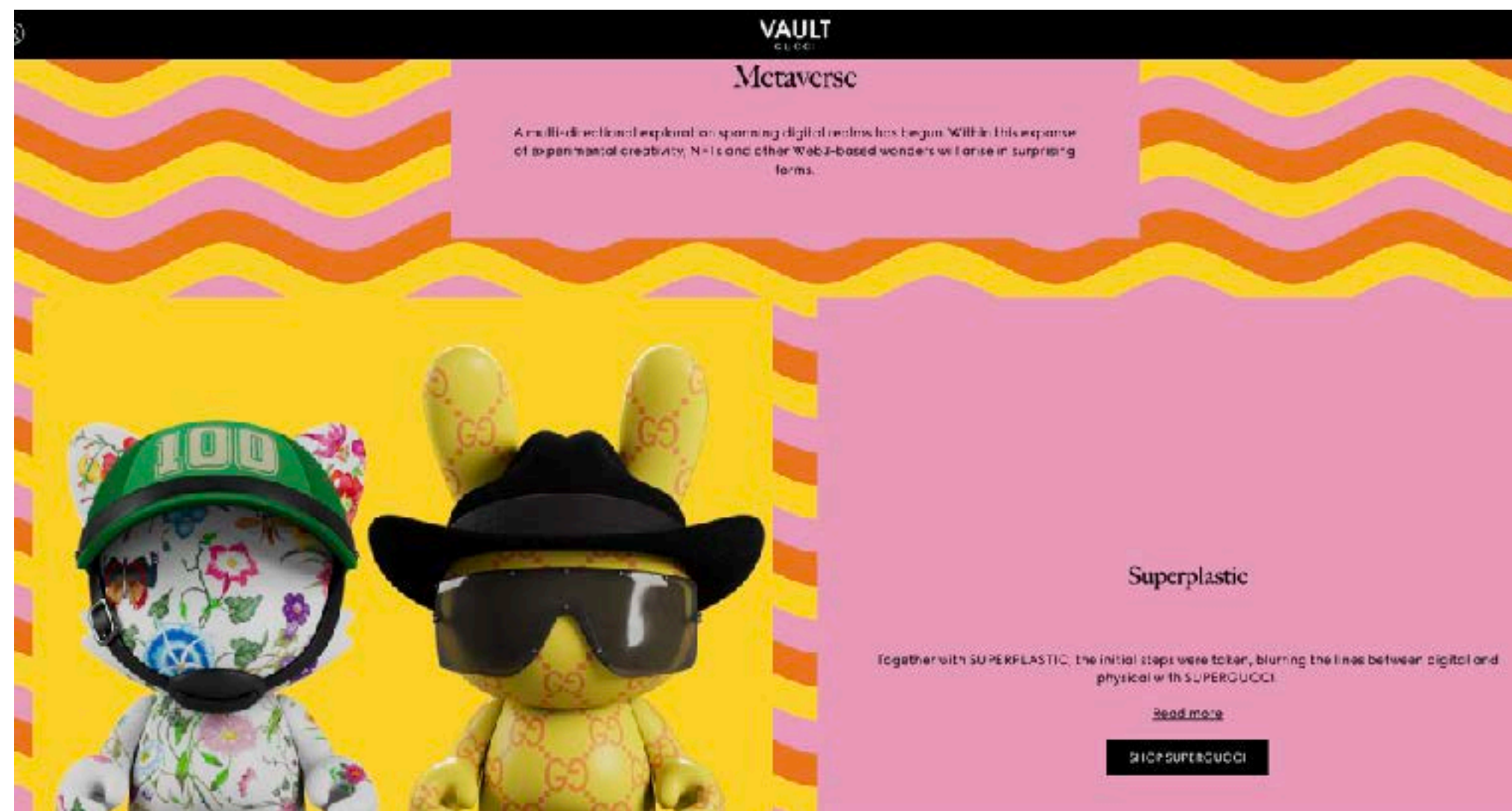
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# ROBLOX SKI RESORT & GAMIFICATION



# WAYS TO META MARKET



<https://vault.gucci.com/en-US/story/metaverse>

- Product Placement – Fortnite Wendy’s vs Burger King
- Branded Attire & Products – Gucci, Nike, Adidas
- Virtual Influencers – Mini Mouse to promote Disney’s new virtual theme park.
- Interactive Virtual Events – Gorillaz, Travis Scott & the Weekend. Product launches, PR events.
- Future Ad Placements – Billboards, intra-game video, skywriting, blimps, virtual TV shows.



# REAL OR META?

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# THE MATRIX



# NEW REALITY?



- What is real?
- How do you define real?
- How do we know what is real?
- What does identity mean in a completely digital world?
- What is reality when we can join a world that looks and feels as real as right here, right now?
- In the digital world, can we become immortal?

MetaHuman

Next Generation Digital Human

⊗ Toggle Displayed/Rendered pixels





# NXT STEPS

## IDEAS FOR RESORTS TO MONITIZE / BRAND IN THE METaverse



- Build Your Virtual Resort-sell land
- Virtual Ski School-virtual lessons
- Advertising / Sponsorships-branded spaces
- Virtual Live Ski Competitions
- Virtual Resort Hosts
- IRL Wearable Guided Experiences
- Branded Ski Merch
- Season Pass Sales
- Other Ides?





Bored Ape Yacht Club  
\$150,000 To Start

# NFT

(is Fungable even a real word?)

- Non-fungible tokens (NFTs) are cryptographic assets on a blockchain with unique identification codes and metadata that distinguish them from each other.
- Unlike cryptocurrencies, they cannot be traded or exchanged at equivalency. This differs from fungible tokens like cryptocurrencies, which are identical to each other and, therefore, can serve as a medium for commercial transactions.
- NFTs can represent real-world items like artwork and real estate.



# VIP MEMBER

- Special menu's
- VIP Perks
- Dedicated Concierge



## San Francisco's First NFT Members Club and Restaurant Is Coming. Here's a Sneak Peak.

Shō Club in San Francisco will offer members 24/7 dedicated concierges and special menus, among other perks.

By TORI LATHAM



ADVERTISEMENT



SHŌ Group

Prior to the pandemic, private restaurants were on the rise around the country, offering exclusive access to the well-heeled. But the social clubs opening now have a 2022 wrinkle their predecessors didn't: NFTs.

Shō Club just unveiled its plans to become San Francisco's first NFT-based club and restaurant, with details about what flashing your non-fungible token will get you. In all, there will be a total of 3,265 memberships, with prices ranging from \$7,500 for the lowest option to \$300,000 for the highest. That membership will come in the form of an NFT, although you'll be able to buy it with regular old dollars.

GET THE MAGAZINE!



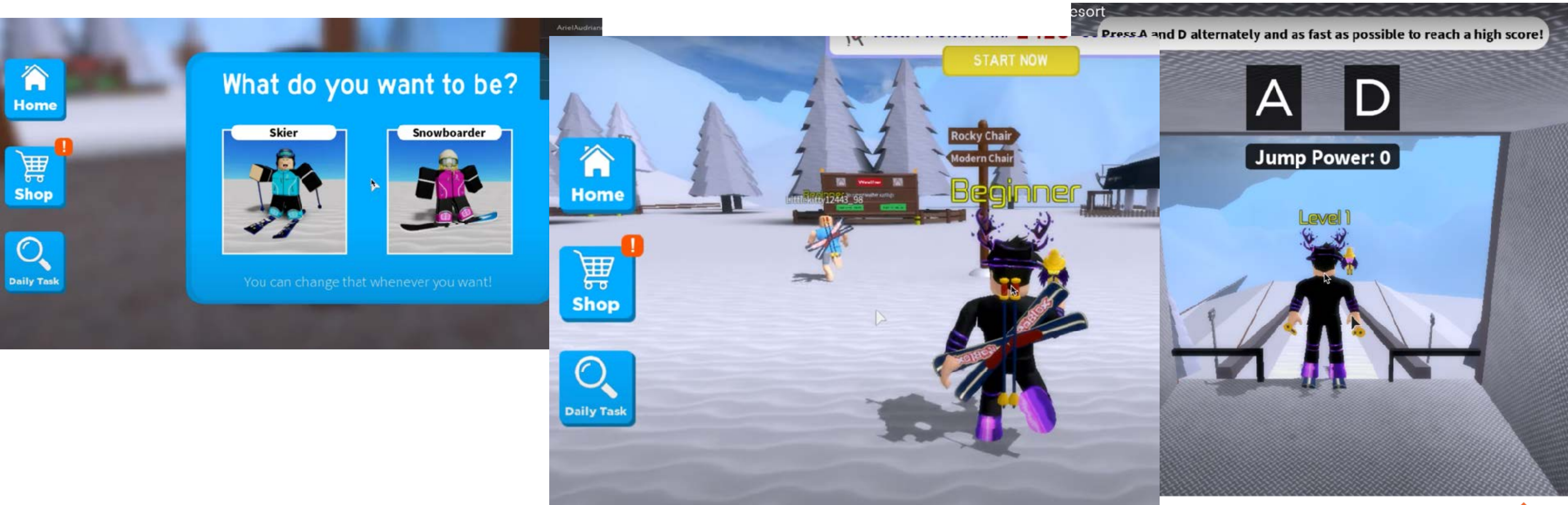
Subscribe now and save. Includes digital magazine access + a free gift.

SUBSCRIBE TODAY!

LATEST GALLERIES IN DINING

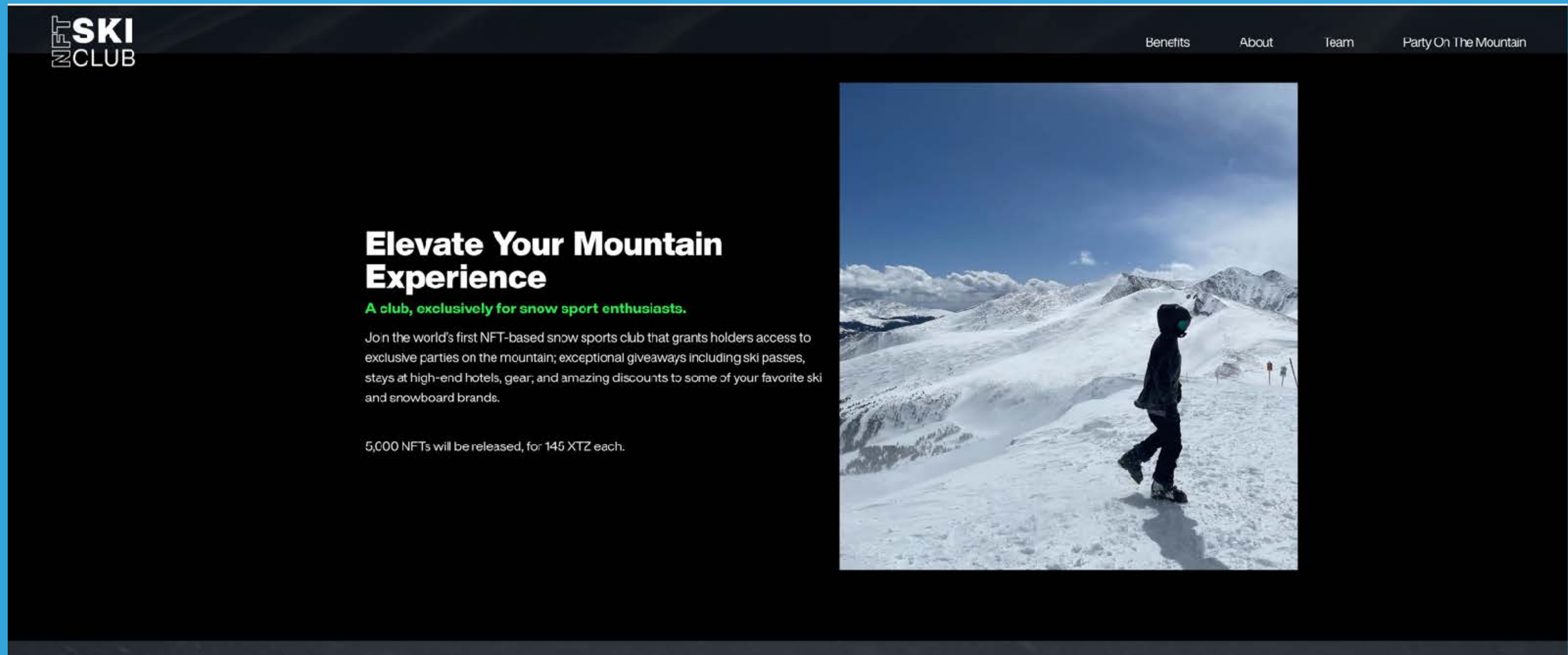


# ROBLOX SKI RESORT & GAMIFICATION



# EXCLUSIVE CLUBS

- Priority Paid Access to Benefits
- Real Estate Co-Ownership
- Exclusive Party & Events



The screenshot displays the website for 'ELSKI ZCLUB'. The top left corner features the logo 'ELSKI ZCLUB' in white. The top right corner has a navigation menu with links for 'Benefits', 'About', 'Team', and 'Party On The Mountain'. The main content area is dark-themed and features a large white headline: 'Elevate Your Mountain Experience'. Below the headline is a sub-headline in green: 'A club, exclusively for snow sport enthusiasts.' The main text describes the club as the world's first NFT-based snow sports club, offering access to exclusive parties, giveaways (ski passes, hotel stays, gear), and discounts. At the bottom of the text, it states '5,000 NFTs will be released, for 145 XTZ each.' To the right of the text is a large image of a person in winter gear walking on a snowy mountain slope under a blue sky with clouds.



# CAR BUYING

- Raised estimated \$8.8 Million Dollars for waitlist NFT.
- Car designed online by you. You own the NFT of the car being built and is how you pay for the car.



# BRANDED NFT'S

- Retro snowboard brand Kemper is offering NFTs for old product models.
- Kemper claims they are the first to try it in the action sports industry.



# EVEN JAMES NIEHUES IS DOING IT!

- Secondary market for original art sold long ago.
- Some of his NFTs have sold as high as \$3,500 (Cottonwood Canyon).





# NXT STEPS

## RESORT NFT'S

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- Replace Co-Op style resort ownership with NFT based ownership model?
- Sell Digital Assets – Trails, Lifts & Parks. Branded Images in general for avid fans?
- Create an exclusive club membership with lifetime benefits?
- Exclusive NFT Events Access?
- Other Ideas?



# NXT STEPS

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## TAKEAWAY

- Buzzword Bingo winner?
- Game Changers
- Voice, Visual, Privacy, AI, Meta, NFT



# THANK YOU



# FOR A COPY VISIT NXT.SKI

A screenshot of the nxtconcepts website. The page has a white background with a blue header. The logo is in the top left, and navigation links are in the top right. The main content area is titled "SEMINARS & WORKSHOPS" and contains a paragraph of text and a table of downloadable documents.

Over the past decade, Samantha Rufo the President of nxtConcepts has given quite a few Seminars and Workshops to businesses and organizations across the U.S. In this area you will find the talk outlines and handouts from multiple topics such as social media, marketing, Blog Outreach, Advertising, Websites and much more.

All of the downloadable documents are in Adobe Acrobat PDF format. You will need to have Adobe Acrobat Reader installed on your computer in order to view and print the documents.

#	Title	Description	Size	Download
PDF	Need a speaker?	Speakers Bureau Book an engaging speaker from the nxtConcepts/myMarketingGuide.com Executive Team! nxtConcepts executives have spoken at various conferences and events across the nation. nxtConcepts offers a comprehensive resource for individuals and small businesses to further their intelligent marketing efforts. Read About Our Speakers Find out background information about nxtConcepts executives. Go here... Book a Speaker for Your Event To request one of our executives for your next conference, simply give us a call at 888-215-0820 or fill out our contact form here. You will receive an answer to your request within three weeks.	29.21 KB	<a href="#">Download</a> <a href="#">Open</a>
PDF	What's NXT 2019 RUF Q	There has been a shift in marketing. It's more complex than in any other time in modern history. This highlights the challenges for marketers and ways to overcome them. As well as what to be prepared for in the next 5 years.	13.15 MB	<a href="#">Download</a> <a href="#">Open</a>