# SEVEN BOATS™ ACADEMY
### Better Knowledge. Better Mileage

# How-To-Do Quick Guide on Digital Marketing

Get some interesting how-to-do guidelines.

# Table of Contents

# Top 5 MS Excel Tips for Faster Reporting

Everyone who is in the business of SEO knows the value of time. The internet is a vast pool of resources and opportunities, with new avenues opening up even as this is being written. You need to manage time and touch as many points as you possibly can. Reporting on MS Excel is a major time killer in this regard. Many with incomplete knowledge of the software find it really cumbersome to compile reports without wasting much time in the process. Here we will look at the top 5 ways to save time on MS Excel while preparing reports:

- Adding Up: The most irksome problem is probably that of adding up rows and columns of numbers. You can do it instantly by using the Alt key followed by the = key. Simply click on the blank field where you want the total and hit these two keys for the summative result.
- Decoding Formulas: Excel is notorious for confusing unsuspecting users into using formulas that often take you into mazes. You might find a number result behaving oddly as you change the factors producing the result. Decode the underlying formula quickly by hitting the Ctrl key with the ` key (left of 1).
- Jump to Start/Finish: You often have to use a series of rows and columns, scrolling over endlessly. How do you get to the start or finish without having to plod through all that data? Simply use Ctrl along with upper-arrow key (to reach the first row/column) and Ctrl and down-arrow key (to reach the last row/column)

- Replicating Formulas: Never waste time recreating the same formula for a series of rows or columns. Save time by creating the formula only on the first cell in the series. Then double-click on the cell and when a + sign shows up on taking the mouse pointer to the edge of the cell, click and drag it over cells you want to have the same formula.
- Logic of Short-cuts: MS Excel has a method to the madness of short-cuts. For example, the quick way to get a currency conversion formula is to use Ctrl along with Shift and 4. Now, Shift and 4 gives $! You are actually hitting Ctrl and $ for the currency conversion formula which explains the short-cut.

# The Right Way to Guest Blogging



Some SEO firms are in a state of panic! With Panda 2.0 rolling out, they are afraid that the usual practice of guest blogging is not going to work anymore. Ill-informed SEO pundits are predicting the end of guest blogging as we know it. However, the well-informed tell us that nothing can be farther from the truth! Guest blogging will continue to flourish as it did before Panda or Penguin came into the arena. This discrepancy is not due to faulty information or lack of knowledge. It is because of how you look at guest blogging.

## No More Spamming or Fake Guests

What Panda 2.0 has done to the world of guest blogging is a kind of weeding out the fakes and reinstating the genuine more strongly. With Panda keeping a close watch on your guest posts, you can no longer get spam content online using the pretext of guest blogging. Also, the days of having your in-house writer churn up something and publishing it as a guest post is not going to work either! If you want to use guest posts, you have to be transparent about the source of the post and also the quality of the writing.

## Reference is the Key

To begin with, give credit to the guest blogger who is writing for your website or blog. Other than the name and a link to their blogging profile

or social media page, there are other ways of attaching value to your guest blogger. You can write a short bio on your guest blogger with reference links to other credible websites that contain their works. In short, your aim is to maintain transparency about the identity of your guest blogger. It also makes the writers feel special and you are sure to get more posts from them in the near future.

## Internal Linking

This trick is for the guest bloggers to follow. To ensure that your work is validated on the host's website or blog, use internal web links that establish contact between your guest post and the host's website. This will enable Google to understand that you are an authentic guest blogger who understands the responsibility and is willing to put value on the content of both your post and that of the host. Of course, along with these points, your content must be unique and relevant.

# How To Start Setting Up Your Website After Keywords Research



If you don't have hosting, you need to set that up. You need to have the ability to password protect contents, or essentially set up a member's area. I use the Profits Theme to build each of these sites, and it does every single part of it very quickly, and it makes it all look great too. With the Profits Theme, you can build great-looking squeeze pages, a launch funnel, landing pages(which each content page will really be), but most of all, Profits Theme will let you create a members area that will protect your contents **without requiring a third party script**.. with Optimize Press you would still need something like Wish-list Member. It's a one-time $97 and you can use it on all of your sites. It is a no brainer, especially to setup this exact type of site that I'm explaining to you, and you can do it multiple times.

Now, you don't have to use Profits Theme obviously... it will just take a lot more time and unless you're a professional designer, your sites and pages won't look nearly as good.

**Here's an overview of how each site will work:**

1. You create a video course with basic power point-style videos. The

course will consist of 10-15 videos.

2. You create an upsell that you'll use with Click bank's Pitch Plus feature. A good upsell is the MP3s of the videos and you mention that they can listen to them on their iPod or in their car. (You can easily export just the audio from your videos when you make them with Screen flow or Camtasia)

3. You need to create a sales funnel for the leads to go into. You can do this two different ways:

a) The first way is to setup a "free ecourse" that people will opt into, that will be 5-7 auto responder emails that provide quality information on the subject, and that also sells and promotes your paid video course.

b) The second way is to set up an evergreen launch funnel that consists of 3 "pre-launch" videos that lead to your sales page on the 4th day. Profits Theme has a feature that does this exact thing. I would recommend this way because it converts a lot better.

So, each page of your site is obviously supposed to get your visitors into your sales funnel.
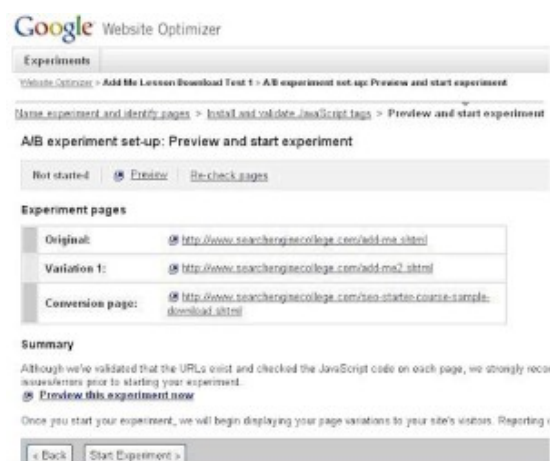


## How To Choose A Domain Name

Choosing a good domain name is really important, and there are few things you need to consider before you choose one. There are basically two trains of thought out there about how to choose the best domain name.

The first one would be to simply try and get an exact match domain. This would mean trying to get the domain for example,

'dogtrainingtips.com' if your main keyword phrase was 'dog training tips'.

The other side of coin is the recommendation to choose a domain that is a brand-sounding name. So instead of justdogtrainingtips.com, it would be something like theobedient doggie.com. The reason for the debate is people say that Google is giving less and less weight to exact match domains in these arch results now because marketers have been exploiting them for years now. So, what's the best thing to do? In my humble opinion, and no one can say for sure except a Google engineer (and they won't tell you anyways), it is best to choose a hybrid between the two styles.
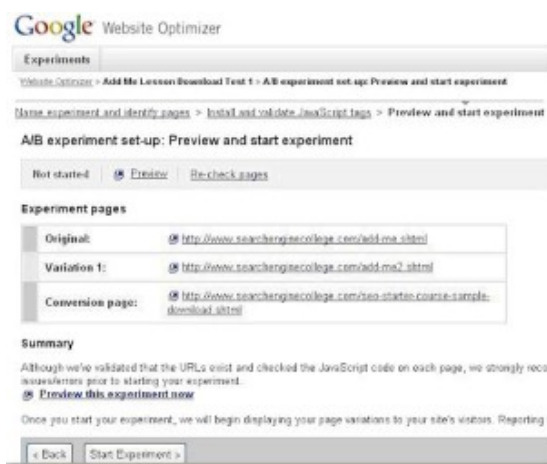


Most of the time though, you won't be able to have a brand-sounding domain that includes your main keywords- it will sound funny. Just try to make something that sounds good and includes your most important one, two, or three keywords.

But, when you're choosing the keywords for your homepage using a plugin such as Platinum SEO or All-in-One SEO, you definitely want to list your full main keyword phrase and not just your domain name again.

**Getting a Logo and Header Made**

If you haven't heard of Fiverr.com, it's going to become your new favorite site. A lot of people skimp when it comes to a site logo and header, and they just use a default text title at the top of their site.

This is a huge mistake, especially when you're putting together a site that's going to sell your own product. A good-looking logo and site header will instantly make your site seem credible and keep visitors on

the page instead of instantly bouncing. Appearance and design is big... (Profits Theme really makes it easy to make clean and professional looking pages)

You can go to fiverr and get a custom logo and a custom header designed for $10 total ($5 for the logo- $5 for the header). In case you haven't thought of this, here's the best way to quickly find a reputable seller for each thing on fiverr:

To get a logo made, simply do a search for "logo". Then, when it brings you the results, click on the "rating" button so that it sorts the providers by highest rating first. When a provider has hundreds of positive ratings and just a few or zero negative ones, it's a pretty safe bet.

And to get a header made, do the same thing except search for 'header' instead of 'logo'. Duh- I know you knew that but you'd be surprised...One other quick tip- when you're getting a logo designed or five bucks, don't be afraid to order another one from another provider in case you're not in love with the first one you got... The key to getting your business down to a science is finding the best providers for all the little tasks that you don't want to deal with.

**Author Bio**

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# Tips for Freelancers to Do Effective Communication with Clients



No matter what the nature of your job, you want to make sure that you **keep in touch.** Disappearing freelancers are more common than you would think, and the slightest lapses get your clients worrying about your being a scammer. So at every point that you have a chance to touch base with your client, do so without fail. Some important point of contact that you don't want to miss:

- A welcome email thanking your client for the gig, immediately after you land the job.
- An introductory email clarifying any details that you need, and reinforcing the details of your project, especially the details of cost and timeline/milestones.
- When you are stuck because you need a detail from the client, get that request to them right away.
- When you have an update or a clarification, send an email.
- Send update emails at the end of every milestone, along with any deliverables that you had promised.
- If you anticipate delays, send a notification right away! You don't want to leave your clients wondering. Especially, for instance, if you are traveling and will be away from internet access for a while, you want to definitely let your clients know. If you call in sick, go ahead and be upfront about it! Avoid delays like the plague, because clients experience them way too often - but what's much worse than a delay

is your behaving as if nothing has happened.

- Payment reminders - if it is time for a payment, then remember to ask for it. If for some reason you don't get a timely response, send a gentle reminder. If you are not paid on time, and don't hear from your clients despite reminders, you have the right to suspend further work until a payment is processed.

As you can see, communication is key to success. Get in touch as often as you need, keep your clients in the loop, solicit feedback at every stage, and you should sail through the project!

**An important note about payments.** The one advantage of working off freelance marketplaces is that payments are less of a headache, even though there is a commission that you have to pay the marketplace. Usually the fee is worth it, because typically in exchange you get access to an escrow mechanism for managing your finances. The way this works is that the client pays for the project in advance to a third-party (typically the marketplace, like Elance, for example), and the third-party keeps the funds safe and releases it to you once you complete the job. With a trusty third party, both the client and the freelancer are safe about the funds, if the client has a freelancer trying to cheat on them, then the funds are rolled back to them, and it's not possible to cheat diligent freelancers, because even if the client claims that the job is incomplete, the freelancer simply provides evidence of completed work and get their payment as originally agreed.

When working outside the escrow system, make sure to get an advance payment - usually 50% before and 50% on completion is the standard split, but evaluate your situation and your client before you determine an split, and if you are working without escrow, make sure you do your research!!!

Just as clients research the hell out freelancers before hiring them - freelancers should research the hell out of clients too! You can have fraud clients just as much as you can have fraudulent freelancers, so make sure you look up their public profiles and glean as much information as you can to come to the conclusion that they mean business.

**Firing A Client:** I do hope this never happens to you, but given the way the world just happens to be, you might end up encountering an

unpleasant experience. When you get the first hints that a client:

- Is being unfairly demanding (going beyond the scope of the project without discussing or wanting to discuss appropriate pricing amendments)
- is not paying you as scheduled and avoiding your reminders
- being rude and unprofessional
- disappearing every now and then...

The best you can do is to minimize the extent of unpleasantness that you have to put up with. Move on from the project as quickly as possible, even if that means that you lose some money - keeping your sanity and peace of mind should be your top priority.

Be firm and professional - if you have had no payments at all, then you are not obliged to release any deliverables. If a partial payment is made, submit a suitable proportion of your work.

Whatever you do, **never** resort to being rude or improper yourself - maintain a sense of dignity and professionalism right through. Never write an email when you are in a terrible mood - apply the "24 hour rule" - make communication only after a 24-hour period has elapsed, after which you are likely to have calmed down, and will be more reasonable.

If a lot is at stake consider getting legal advice, and at this point remember that you are in a stronger position if you had your initial contracts in place. There is a middle ground between the extremes of acting on your impulses and hiring a lawyer - and that is to seek consultation from a person or community that you trust. It is not feasible to cover every possible situation in a book, so I strongly recommend that you make a place for yourself in a community of like-minded people that you can fall back on for advice in a specific tricky situation. The communities built right into Elance and Freelance Switch are great starting points.

**Damage Control:** Well, the client isn't the only side that creates trouble, much as freelancers would like to believe that's the case! Sometimes, it might be you who has made the slip, faltered, or made a mistake. In this case, keeping a good relationship with your client and giving them absolutely no reason to complain should be your top priority. So, if you have made a mistake in the project, or suffered a delay, then - don't kill

yourself over it - life gets in the way for all of us and most reasonable people would understand.

However, you need to fix the situation by taking some additional measures yourself, and here are some tips for recovery:

- If you have delayed the project considerably, offer a discount on the original price.
- If you have made a mistake in executing the project, fix it, and if necessary, also offer a discount or a (related) bonus service or product. A relevant product is easier, but do make sure it is relevant (and preferably your own brand) so as to not come across as looking cheap!
- You don't have to be over-apologetic or defensive, but at the same time, be upfront and don't hide or pretend as if nothing as happened.
- If you are met with unwarranted rudeness despite your best and sincere efforts to patch the situation, then everything in the previous section applies.

**Author Bio**

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# Key Tips to Enhance Traffic for Your Website

Without traffic you can have the best site in the world and never make a penny. There are a few ways to drive traffic through a site, but for ours we are going to focus on good old fashioned SEO. After all, who doesn't like free traffic? I know what you are thinking.."Oh no!SEO?!Backlinking?!"

Look, whatever animal Google decides to name its newest algorithm update (Panda,Penguin,etc.) If you have a diversity of quality links you really shouldn't have anything to worry about.

While there are a ton of "programs" out there that you can buy all claiming to drive "hungry" or "thousands" of people through your site every day. They all promise the same thing, what they deliver is usually nothing.

DON'T BUY ANY TRAFFIC GENERATING SOFTWARE!!!!

**Two ways to do your sites SEO:**

You can either do it yourself or outsource it. Both ways will have their own advantages and disadvantages.

**Outsourcing SEO**

Outsourcing SEO can save you hours of work a day but will cost you money. Yet, going this route can have its challenges as well. Finding a reputable SEO provider takes a little time. I had a project going with a SEO "Expert" that took the better part of 6 months. At the end of the 6 months my site was no better in the search rankings then where I started. I cancelled the job and requested my money back.. Did I get it? Nope. Point of the story… do your homework on who you are hiring. You can talk with some SEO providers on the Warrior forum and see if someone can help you out. I would stay away from Freelance places for these (Freelancer, Fiverr, etc.) I just have never had any luck hiring SEO providers from these sites.

**Do the SEO work yourself.**

Yeah, it's a grind, but sometimes if you want something done right you have to do it yourself. Yet, where do you begin?

This is my personal method of Backlinking /SEO. I'm sure some "gurus" could pick it apart, but it's fairly simple has proven to provide me withresults. After I complete each review I will bookmark them to around 8 or so top bookmarking sites. The keyword I will be targeting will be model specific. So in our previous example I would be going after "Weber Q100". I am bookmarking the actual page of the review, not the homepage for the site. Make sure to vary your anchor text so that maybe 30% of your links are the keyword. The rest will be click here's, the actual url, or related keywords.

Once I have my inner pages bookmarked, I will maybe add another 10-20 backlinks from various sources to each inner page.

As soon as my inner pages start to get indexed, etc. I switch over to creating a Facebook page for the business. This doesn't work with every niche however. I mean, you aren't going to get a ton of "likes" if you run a toilet review website. So use your better judgment here. A Facebook page that has a ton of likes can be an awesome traffic source. As far as the home page, I handle it a bit differently.

I will usually purchase a PRWeb press release and use my main generic keywords in the links of the press release. Now, it is not necessary to buy a PRWeb release seeing as to they are a little pricey, it is just what I do. There are plenty of free press release sites across the net that will

still provide plenty of exposure.

Submit your site to the DMOZ directory; JoeAnt.com is a great site to submit to if you wants to spend the $39.99

**Backlinking Your Homepage**

How do you find quality backlinks? Well, I "de-construct" what my competition has already done. I will look up the top 10 sites and see if I can get a backlink from the same places they do.

How do you do this?

Simple! Get a free account at Ahrefs.com. Here you can plug in a competitors website and see where they have backlinks and what the value of each backlink is. You can also see their anchor texts, etc. What I do issearch through these sites and see if I can get a link with these places as well. I do this in the same way as above with varying anchor texts, etc.

As soon as I start gaining some traction and seeing some visitors, my goal switches to getting these people to "like" my associated Facebook page. A Facebook page with real likes is just as powerful as an email list if you know how to use it.

Basically, you should do as much "getting the word out" as you can. I plan to start incorporating YouTube reviews into the mix as another traffic source heading into the future.

You want to always be trying to get more traffic and create new traffic sources. If you can get 1000 people a day to your site from 10 different traffic streams you will be way further ahead. This way when Google does some new algorithm change it won't crush your income as if you were just relying just Google itself.

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# A Beginner's Guide to Great Online Ads



You don't need a web designer to create online ads! There are many startups that may not have the budget to afford one anyway! That doesn't mean that you will not be able to create online ads and dip your beak into the stream of internet traffic. Google's Display Ad Builder is there for beginners who want to learn the ropes of creating eye-grabbing online ads.

To get started, select the 'New Ad' from the drop-down box on 'Ads'. The first task is, of course, to select the template. There are many templates that you can choose from. Select one depending upon the online brand that you have. The colors and the designing must match the brand that you are designing for. Because you are creating the online ad for your own brand, you must know (by instinct, if not anything else) what works and what doesn't.

Professional online ad designers suggest that you must not waste too much of time worrying about the template anyway. To gloss over a badly chosen template or an outright inappropriate one, you need some catchy message on the ad. Marketing messages don't work as ad copies anymore. You need something that moves the online user towards clicking your ad. Abused clichés like 'Click Here' or 'Know More' are steadily dying a much-deserved death.

A major mistake that online ad makers commit is that they go for too

much emphasis. As an amateur online ad maker, you have to rein yourself in. There is always the temptation to pack in as much as you can, because you're paying dearly for the size of the ad! But such a strategy doesn't work well. White space is important to make the ad look spaced out. Get rid of the cluttered hangover on your ad by judiciously removing items that belong to the second tier of importance.

The call to action, or the words that mobilize the online user into clicking, has to be witty. And different! Like it was mentioned above, clichés are not going to work. You need to be playful and engage the attention of the user. Compel the user into clicking by stoking their curiosity. You have to keep testing your calls to action regularly. Play around with words and see what works for your online ad.

# Top 5 Tips for Corporate Blogs

If you compare the appeal of personal blogs to that of corporate ones, you will find that there are lessons to be learnt. Personal blogs have an instant connect with the readers, something that corporate blogs usually lack. This is because of the objective and impersonal approach adopted by the writers of corporate blogs. That has to change and the best way to do that is to pick up some tips from the personal blogs, especially how they approach the writing and presentation. Here are the top 5 tips that corporate blogs should learn from personal blogs:

1. **Personalize:** No reader likes to enjoy reading something that does not have personal connotations. As a writer of a corporate blog, you have to create that personal connection, even though you are writing on behalf of a company. Personalize your writing and inject it with some personality that will make it a more identifiable option for the readers.
2. **The Journey:** Blogs should convey a sense of journey for the readers. You must write in a way so that readers come back for more. That sense of continuation and anticipation that you generally find on personal blogs should be incorporated into corporate blogs as well.
3. **Real-time Updates:** Personal blogs have the liberty to talk about issues and topics at real-time immediacy. Corporate blogs cannot do

that because there are red tape matters and hierarchical nods required before any writing goes up online. Corporate houses have to resolve this cycle and make way for writers to post updates as and when required. Of course, writers have to shoulder the responsibility that nothing untoward or regressive gets published.

4. **Opinions:** Corporate blogs falter on the altar of opinions. The messages are usually watered down so that it offends none. In the process, it makes little or no emphasis at all! You have to write with a clear, definite objective so that the readers are moved in a certain way. Do not let your message drift along with the general flow of things.

5. **Reasons:** Readers do not care about your products and services, or your company for that matter, if it does not benefit them. As corporate blog writers, you have to interpret the features of your product or service so that readers understand why they should buy. Stating your world-class specs and features will achieve nothing unless you decode them for the readers (and buyers).

# Top 3 Ways to Create Responsive Websites

Websites created by your designers must respond to the online visits that your SEO department is bringing in. It takes a lot of investment in terms of effort and resources to get a stream of online traffic coming to the website, especially unique visitors. This investment falls flat on its face if your website is not able to convert these potential leads into sales. There are various reasons why a website fails to impress the online visitor enough to make them click on your web links. In this post, we will highlight the top 3 ways in which you can create a more responsive website.

**#1: Use the web page area above-the-fold judiciously**. For those not in the loop, above-the-fold is the area which a user can see on his computer screen without having to scroll down. This area is very important in the context of drawing out a response from the user. In fact, it is this knowledge that makes a mess of the situation on most websites! Web designers try to cramp in too much and make the website look cluttered. Also, too much emphasis dilutes the effect considerably. Instead of overkill, chalk out the web links that are most integral to your online business. Place only those links above-the-fold and keep plenty of white space for the user to breathe free!

**#2: Build up a strong interlinking network among the different web pages of your website.** Online visitors who want to check up the other

web pages on your website must be able to do so without hunting around for web links to navigate. Use anchor texts cleverly to achieve that. Encourage your online visitors to read more content on your website. The more they read, the more willing they are to be convinced about your marketing message. Of course, while building up these interlinks, ensure that there are no broken links. Nothing repels the user more than links that lead to nowhere!

**#3: Think of mobile devices and Smartphones as well.** Your website must have a version for mobile device users. You cannot ignore this growing market anymore! Develop mobile versions with the thought in mind as to what users might need to know about your website while they are on the move. If you sell products, the mobile version of your website must definitely have store addresses and phone numbers before having links to your 'Services' page. That's what users are searching for through their mobile phones. That will bring up the responsive quotient of your website.

# Tricks to Do with 'Contact Us' Page

**Contact Us**

Do you think that the 'Contact Us' page is the last lap of your online sales cycle? It's time to think again! Smart online marketing on this rather underrated web page can help you convert casual visitors or potential leads into sales. All you have to do is follow these guidelines suggested by digital marketing experts. For best results, implement all the suggestions listed here:

- **Multiple Contact Options:** Review the 'Contact Us' page on your website. Does it have only a phone number of email id? That is not sufficient. You need more than one contact options for your users. Provide other contact choices like connecting to your website through a Facebook or Twitter login. You cannot expect that every online user will like to pick up the phone and call your numbers. Give them options and that will increase your chances of bagging a lead out of nowhere.
- **Website-wide Information:** Do not limit your contact coordinates to the 'Contact Us' page only. Spread them out over your entire website, preferably all the web pages you have. Users must not feel lost when it hits them to contact you on reading a certain web page. If you allow them to hunt out contact information to reach you, take it that they will not bother to do so! However, if you keep the information right on their computer screen, no matter which page they are on, they will respond to the call of action.
- **Different Contact Reasons:** It is presumptuous to conclude that only buyers of your products and services will contact you. There are others as well who may feel the need to get in touch with your business. Having a single contact point that works for buyers only is not smart internet marketing. You need to provide more contact points for different kinds of users on your 'Contact Us' page.

- **Live Chat:** This trend is fast catching up in digital marketing technology. Having an online chat option for users to instantly ask questions or touch base with you is a must-have. Of course, you need the manpower to keep someone posted to answer users' queries in real time. The point to note is that do not leave the line alive when there's no one manning it. Encourage users to get online and speak to your agents. That will give you a fair chance to persuade leads into sales.

# Sell Your e-Book like a Pro
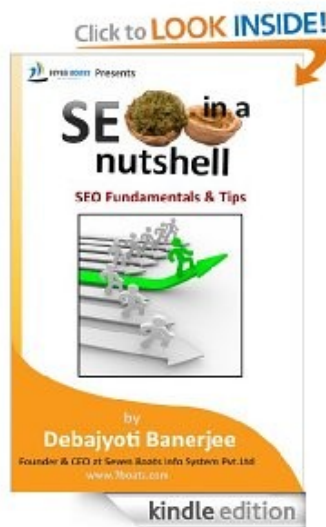
Writing an e-book takes time, dedication and knowledge. You might end up spending a couple of years writing one! So, when the time comes to offer it to your readers, you have to act like a pro. Otherwise your mission will not see its full closure. You will end up under-selling or worse, end up offering the e-book to the wrong readers! However, before you finish writing your e-book, you must build up a platform of readers. You cannot get a whole host of readers swarming down upon your e-book the moment you put it up for sale! Unless you are a celebrity or a recognized author already…

Build up a platform while you write the e-book. Start off by writing a blog or pod cast. Interact on social media. Get yourself a small (preferably large!) army of readers who read your works. These are your readers who will help you sell your e-book. You might offer the e-book at a discount (or totally free if it comes to that) to these readers so that they recommend your book in their personal circles. While building up this dais for yourself, write extensively on topics that you are going to touch upon in your e-book. Establish yourself as a writer who knows these topics inside out. That way, when you come out with your e-book, people will know that you are a credible authority on this topic.

Now comes the part where you have to act like a publisher yourself. Self-publishing may make you indulgent. Guard against its pitfalls. Carry on your job like a true-blue publisher. Edit your work ruthlessly. It is a much better idea to get a professional editor on board if you feel that you are not up to it. This is a good investment because an outside view makes your material trimmer and meaner. Get the cover design and layouts done by professionals instead of entrusting your cousin who studies Photoshop. Professionals will lend that touch to your e-book that will make it more salable.

Finally, the marketing part of your e-book is as important as the two mentioned above. Promote your e-book on social media networks and the channels you build up as your platform. You will do good to get professional reviews done on your e-book. You can also write guest posts for popular blogs so that people get to know about your e-book.

# Top 3 Tips for Landing Pages that Convert



As one of the first pages that your potential customer sees, your landing pages need to be stellar; regardless of your overall website design. As such, it's important that your landing page uses a form that inspires customers to continue through your site and make a conversion.

However, it's not as easy as it sounds. While best practices are helpful, it's important to focus on how YOUR customers convert. Here are three tips on how you can optimize your landing page for exactly that.

**Know Your Obstacles, and Avoid Them**

When setting up your landing page, you should have a relatively clear understanding of how browsers view it. Knowing what makes your current landing pages effective and what pages are seeing a high bounce rate is the only way of knowing how to begin.

- Load your page using a variety of different browsers to see how your content formatting looks. You can use any one of the free "browser shots" websites.

- Taking too long to load is one of the first mistakes you can make when creating a landing page. Your landing page load time should not exceed five seconds; this is bad for customer experience and SEO. Check the speed of your site using Google's speed tool.
- Whatever changes you make to your landing page, be sure to test their effectiveness fairly regularly. One way to do this is by creating matching pages with specific differences and measuring which ones are most effective.

**Balance Your White Space**

Don't be afraid of using white space on your landing page. In fact, blank space might end up being your best friend when designing a page that increases conversions. Experts at Unbounce.com suggest, "The purpose is to use simple special positioning to allow your Call To Action (CTA) to stand out from its surroundings and give your eye only one thing to focus on." But, be sure you aren't over-using this technique.

- Be sure you don't eliminate too much information that the viewer no longer knows where he or she is. As long as you include a company logo and necessary basic information, you shouldn't have to include much other text. As with most things, it's important to achieve a balance.

**Set a Clear Path**

When leading potential customers towards a purchase, it's important that you are clear in you CTA. Customers should be aware of exactly where they should click to sign up for your services, and what exactly your services can do for them. Having a clear message for your customer is one of the most important things you can do to improve conversion rates.

- Be sure they are aware of what they are going to receive when asking for their personal information.
- The customer's feeling of security is of upmost importance. Be sure to include a well-placed company logo and your contact information at the bottom of the page to reassure them of your legitimacy.
- Make buttons stand out by using a contrasting colors or aesthetically pleasing design (studies show that orange can be an effective color). Be sure not to make your graphics too cheesy or exaggerated –

consumers want real.

Like designing your website, there are many tips and tricks for optimizing your landing page to increase your customer conversions. Whether you outsource the work or do it yourself, knowing what your customers want and how you can best optimize for that will be your best shot at improving landing pages and increasing conversion rates.

*Bio: Resource Nation, a lead generation resource, is a business authority for B2B companies in all industries. Follow Resource Nation on Facebook and Twitter, too!*

# How to Increase Your Blog Traffic Through Effective Web Design

A good blog design is essential in achieving your blogs potential. Web design is the first thing your visitors will see. If you want to make a good first impression, you must be sure that your design is worth the second look.

There are several websites that can help you to redesign your blog including Typepad, Squarespace and WP101. Typepad provides various blog designs and publishing. On the other hand, Squarespace is more suited for service providers and other professionals such as lawyers, doctors or educators whilst WP101 is ideal for new bloggers who run Wordpress. WP101 provides video tutorials about creating, optimizing and customizing a Wordpress installation.

Whilst the design of your blog is important, choosing extreme themes will not do your blog any favors. The content needs to be the focus of your blog. Inappropriate design can be too distracting. It is important to keep in mind that a great website needs to have the following:

1. **A Footer**

In order for viewers to be able to navigate to the website with ease, footers must be implemented. Important information must be placed in your website like copyright information, links to the website of the author, as well as social media profile links and contact information

where appropriate.

2. **A sense of Uniqueness**

Due to the vast number of websites on the internet, making a lasting impression is vital. Creating an aspect of your website that is unique can help people to recognize your website, generate links and help you stand out from the crowd. Creating wonderful designs, color schemes and great images will not be enough if all of them are seemingly familiar. Needless to say, you must ensure that each element you put into your website complements each other. To design your colour palette we rcommend Adobe Kuler

3. **A Sidebar**

Another important factor you should consider when developing a website is the sidebar. It is often neglected by web designers, but it can provide you the website owner many advantages including: opt-in forms, showcasing your top content, highlighting your post popular articles and promoting your products / services. Make sure that the side bar has an interesting appearance and is user friendly.

**4. A Place For Feedback**

What others think about your website is important! You need to gather feedback on how your viewers view and interact with your website. It will provide you insight on what to improve or focus on. Knowing your weak and strong points will help you in playing the game right. Comments are one of the reasons why blog sites are popular to many individuals. It provides the readers a platform to express their ideas and thoughts on various topics. Keeping your readers engaged is vital to the success of your website. Split testing is becoming more popular and can help you improve many website statistics including pages visited, time on site and lowering bounce rate.

*Aileen Galsim is a blogger for Showcase Creative (http://www.showcasecreative.com) a UK printing company, based in Camberley, that provides bespoke presentation folders, calendars, and other printed presentation products.*

# How To Earn Money by Reselling Different Products



A lot of other marketers and product owners use these programs as well. You can even Google search for them and just click lifetime commission products and search that or lifetime lead tracking, lifetime commission and see what comes up. You might be surprised. A lot of the niche products don't do this as much as the Internet marketing niche does, but they're still out there if you look for them.

**Resell Rights**

The next is resell rights and private label rights. This is the second easiest way to earn. Products are already created – you just go out, purchase the rights to those products, and then start selling them. The benefit is you keep 100% of the profits and you set the price. You can charge whatever you want for these resell rights products or PLR products and whatever they sell for you keep the money and it goes right into your account.

**Purchase High Quality Resell Rights**

Now, the key here is to only purchase high quality resell rights and PLR products. There is a lot of crap out there and you have to weed through that and only buy the good ones that fit your niche.

How it works with resell rights is you purchase the resell rights or PLR products, and then you edit the provided sales material. Usually it comes with the sales letter and a thank you page and all of that so you edit that to match your details and your payment links. You add your own payment link. You upload it to your Web site and then you include a link to the resell right product in your free report.

They click on that link, they go to your resell right sales page for the product that you've now edited to make your own, they buy it, and you get paid. All sales go directly into your account – no waiting, no going through anything else. The payment goes right into your account whether it's PayPal or a merchant account or www.2CheckOut.com or whatever payment processor you use.

**Your Own Products**

The next is to use your own products. Now, this is the slowest way to get started unless you already have your own products, but it has the greatest earning potential because with your products, you keep all the profit obviously. Now you can create your own products and sales letter. Then you link to your sales page in the back end page of your free reports just as you would with an affiliate product or a resell rights product.

This allows you to control the sale and the customer so that you can up sell them more products over time whereas with an affiliate program you refer the sale, you don't get to keep the customer. The customer goes with the product owner, but if it's your own product or your own resell right product, you control the customer so you can immediately offer them an up sell and sell them again and you can add them to your e-mail list so you can continue to market to them over and over and over again.

*Author Bio*

*Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my A00-281 exam from SAS institute and C90-03Aexam from VMware. Thanks for reading.*

# How you can create a successful blog

There are billions of internet users, so why is your blog not getting hits?

One of the main ways to make sure your blog is successful is to make sure you are active. You have to be active a lot; this is a minimum of once a day. If you are not updating your blog at least once a day then people are not going to continue to visit it. If people are visiting your blog in the first place it means that something you are posting is interesting to them. As a result they will keep coming back to check what new updates you have or new content for them to see. If you are not updating your content regularly eventually they will get fed up of coming back for nothing or will this that you are no longer active.

Don't dismiss people who come to your blog or speak to you. If there is some sort of messaging service for your users to contact you, then answer them. You need to engage your audience and by ignoring their messages you will only turn them away and could also make them bitter.

You need to keep your blog up to date and looking nice. Nobody wants to come and look at a disorganised and unattractive web page. No matter how interesting your content may be, if the framework is not there to make it look pretty it will not entice anybody in. You also need to keep checking your blog as a user will see it just in case there is an error with it. If something is updated make sure you double check the

user view as there may be issues for them which will stop them viewing your content. It must look professional for anyone to take you seriously.

When you add content to your blog make sure to add as many keywords as you can. This is for the users who will use search engines to find content that is similar to what you post. If you can master this then you will have a large amount of hits very quickly. If you think it links slightly to your content make sure you tag it. There's a lot of content within the World Wide Web so make sure you give yours the best chance to stand out from the crowd.

Try placing adverts for your blog wherever you can. Whether it is a postcard in the local store window or and ad online. Any advertisement is going to help you receive hits. The more traffic you can get on your site the more successful your blog will be. It works in what is called a snowball effect, it starts tiny but once it gets going it builds rapidly. This can happen simply from word of mouth. For example one user stumbles across your blog and loves it so they share it with their social network where their friends will continue to share it and in no time your traffic is through the roof.

There are many aspects affecting the success of a blog but these are some fool proof tips to help you on your way. Good Luck!

**Author Bio:**
*Liza John is an IT professional from Test4prep. Have you really looked for thisN10-005 Exam Questions assistance? Move ahead to take the benefit of SY0-301 Exam Questions and pass your exam easily.*

# Top 3 Steps for Faster Websites

Who cares for websites that take a long time to upload? Online users paying for their internet connection have little patience for these websites! They quickly close down the browser and use the next option available on the search engine results page. You have to move beyond this initial hurdle if you want to curve ahead of the competition. The best way to do that is to improve the time it takes for your website to upload on the browser. How can you do that best? Here are the Top 3 ways in which you can create websites that are fast:

- **Steer clear of multiple HTTP queries**. For every image on your website, an HTTP query is generated for the user's browser. The more the number of images, the more is the number of queries. To resolve all of them and then get through to the website takes time. Instead of this method, integrate all of these images into CSS sprites. This will bring down the number of requests going to and fro from your end to the user's browser. It will reduce the load time of the website as well.
- **Images rule the roost** when it comes to the visual appeal of a website. Excellent high-resolution images are always a major boost for web pages. The catch is that these brilliant images take longer time to upload. It slows down the browser because it requires more bandwidth. In the same vein, you cannot dismiss having images on

your website as that will make your web pages look dull. The best way out is to optimize your images. Break them down into smaller files and then put them together. That will reduce the weight of the images.

- **If you have the option, use Content Delivery Networks (CDNs)**. With CDNs, you will have different servers in different locations of the world. The theory is that a person in Australia will find it faster to access websites functioning out of servers in Australia than in UK. If you have multiple servers located in various geographical locations, you will find it easier to provide faster websites to users spread out across the globe. This is another way of decentralizing your website's platform so that there are easier entry-points to your network, based on these CDNs.

# Five Easy Ways to Make the Most of Your Blog Archives



Every blog post that you create is stored in your blog archives, and those archives provide a huge repository of content that can be used wisely to engage the new visitors. Not only revitalizing the content in your blog archives, give that content another chance to survive, but it also saves you, time and effort. That's because giving a fresh look to your blog archives usually requires less time and effort than creating a new content from the scratch. The ultimate goal is to make readers aware of the goldmine buried in your archives. Here are five creative ways that help you to make the most of your blog archives.

## 1. Create Resource pages

Although this requires you to invest some time in creating these pages, the end result is truly incredible. A resource page is a group of quality content developed around a topic and is put together in such a way that attracts more page views. The idea behind creating multiple resource pages is to enable the visitors to access best content on a single page. Following are the steps that help you to create resource pages for your blog.

- **Identify the popular categories that have more traffic**

You can use web analytics program to examine those categories that contain the most interesting content of your blog.

- **Find the best posts under each category**

Once you've selected the categories, identify and list all the best posts in each of the categories. Arrange the posts by the order of the traffic they are receiving.

- **Create a dedicated page with a catchy title**

Create a dedicated page for each category and give a catchy headline for each page. However, keep this headline short; also make sure that the title covers the primary keyword related to that particular category.

- **Include thumbnails**

Once you have added all the popular posts to a page, do away with the sidebar and spice up the listing with appropriate thumbnail images for each post.

After creating resource pages the next step is to create a secondary menu and add the links of all resource pages. You should customize this menu in such a way as to grab the attention of the visitors. Place this menu at the top of the content for easy access. You can also create a sidebar and add the links of all resource pages.

## 2. Include related posts links at the end of each post

Almost every blog uses this technique to drive traffic towards the archives. It would be better if you place links to the related content at the bottom of the post. Once the reader has arrived at the end of the post and he clicks on these related links he is taken to the similar content.

Generally this section is populated automatically through plugins like Yet Another Related Posts Plugin, LinkWithin and so on.

## 3. Include internal links within the blog posts

One of the simplest ways to bring life to your blog archives is to add internal links within your new blog posts. Whenever you create new blog posts, think of the old posts on your blog and use internal links to relate

them. Make sure these links you use are useful or they could ruin your blog than doing well.

## 4. Repurpose content from your Blog archives

Pull out some of your old posts, edit and transform them into a new piece of content. This is one of the popular techniques that many blog marketers adopt. For instance, you always loved to write an ebook which you want to give as a freebie for your newsletter list but you don't have enough time to fulfill your wish. Now, you have the chance of doing so. All you have to do is to review your archives and pull together some of your old posts that could be rewritten into ebooks or white papers. You could also make use of some of the posts in your blog archives as the basis of an online video or webinar.

## 5. Improve the Call-to-Action

Make sure you have included call-to-action for every post. This gives your reader the next best click. Examine your site stats, and check whether the top blogs that get the most views every month have a call-to-action. If not, you need to include one.

*About The Author*: Alyssa is a writer/blogger. She loves writing, traveling and reading books. She contributes in BETAOUT

# Technical Tips to Create Best Blogs: Earning Point of View

Blog creation is one of the mostly used internet profession as there are many blog creation sites helping people to earn much money by using their interests and knowledge. Following are the few important and helpful steps by which beginners can create best blogs and can earn money on internet:

**Search a Domain id and Hosting**

First step for blog creating is to get a domain name and hosting because this will help your emails to reach as emails not as junk emails. So,nobody could say you that he / she did not get your email.

**Finding Correct Plugins and Form the Back up**

It is very important to get a right plugin and for this one must have to set up the back end by making different sites and then installing Google optimizer and site map etc. but a simple way is to use blogger powered by Google, so one can easily fulfill the searching issues.

**Topic to Write About**

For choosing best topic to write, one must create a tag line first and that must be less than 12 words like 10 words at max. The usage of adjectives, adverbs, prepositions, articles etc. is not admired. Make three different taglines and then by feedback select the best one. There are few other instructions to follow while writing a blog:

- Write about your interest in
- Write about something that can develop an interest
- Write about something you have many points to discuss about.

**Ensure Existence of Posts**

SEO is search engine optimization is that content must attractive to the real people and to the search engine too but for both it must be attractive. It means If a blogger just create a blog while keeping in mind about the search engine, he will find it but in unreadable manner or if he has created the blog just keeping in mind the readers, then search engine will not find it. This shows that one must keep the balance in both. So for this one must keep in mind the process of optimization while creating different blogs.

**Planning and Working**

For blog creation, plan making is the most important point as it is the foundation of basic ideas. For blog writing, one must have to write almost 600 to 750 words on any of the interested topics and he / she is open to opt any style like some use to write short blogs, some love to write one complete blog of 600 to 750 words or others may opt both styles in one go. But in creating different blogs it does not matter what style you opt.

Many blog writers use to guide the beginners and also take training classes so that one can be able to create his/ her own blogs and earn money. In training sessions, teaching and also practice are involved. This will help the blogger to write at his/ her best as these trainings will polish the writing skills and also the technicalities which are used in internet blog earnings.

*Susan is an IT proficient from Prep nerds. Have you surely looked for this Prepnerds.com Assistance? Move ahead to*

*take the benefit of Oracle Certifications Exams and pass your exam easily.*

# What to Keep in Mind to Build a Mobile-friendly Website



The number of Smartphone users has shot up exponentially. With this ever-increasing number, add the availability of excellent internet connections to mobile devices and you will realize how throbbing this market is. Websites have to be created so that they can be accessed easily by Smartphone and Blackberry users. The unfortunate matter is that most of the websites available for computer users do not have a cell phone edition. That is bad for business because mobile device surfers are even more critical about websites that do not cater to their demands.

In other words, you have to start building a Smartphone version of your existing website. To do that, the first step is to check out statistical data. Google Analytics will be a great help here. Find out if the users checking into your website using Smartphones behave any differently than those tuning in from computers. If there is a significant deviation in their approach to your website, you have to think of a designing chapter so that your website is friendlier to mobile users. A basic change in approach would be to get rid of that superfluous Flash intro to your

website that Smartphone users detest.

The second step would be to think like a Smartphone user yourself. What are the features that you would like to be displayed on your cell phone screen for a quick glance on the move? Store Location is definitely one of them! Smartphone users may want to check the address or phone number of a store while they are somewhere near it. They are less likely to use the large Services page if you compare it with the relevancy of a Store Location page. Of course, you will have the Services page but as a second-tier option. Thinking on these lines will help you give what mobile users really want.

Finally, you cannot rule out the possibility of users tuning in from tablets. These devices are on the height of their popularity now. Blowing up a website regulated for the Smartphone screen to the width of a tablet screen will make it appear grainy and annoying. You have to check up that your websites work for both Smartphone screens and also for tablets. Design a separate version or ensure that the acoustics on your website are sensitive to tablets as well as Smartphones.

# Building up a Credible Website



There is no point in counting the number of websites that are there in the domain of your online business. What you need to do is check how many of them are actually credible. Credibility of a website depends on some basic elements. If you can place a check in all these boxes, then you have a website that will work its way up to the top. If you fail on any of these counts, you need to look at ways on how you can change it. These elements are:

- Backlinks: Your website must have backlinks on reputed, established websites. The credibility of these reputed websites will rub off on your brand. Of course, these websites will place your website's link on their site only if you attain some basic standing in your domain. This will improve your standing among search engine algorithms as well.

- Relevant Links: Just like your website's link must be on other reputed websites, you need to place relevant external links on your website as well. They will guide the online visitor to what they want to read and in turn, they will depend upon your website as a credible source of information.

- Flawless Webpages: You will do a world of good to your website if your webpages have error-free writing and excellent web designing. Web development also plays a crucial role here. For example, the website must have pages that upload quickly on the browser and is also sensitive to mobile browsers. Take the new-age devices into consideration while building a website.

- Easy Navigation: Online visitors must have easy access to your website's internal webpages. Any online visitor will hate to work their way through a maze to hunt out the information that they are looking for. Instead, offer them a website with clear bread-crumbs so that they know where they are and how to move to the next webpage of their interest.

- Heavy Online Traffic: If you follow the directives mentioned above, you are likely to have a much better online traffic coming to your website. That, in itself, improves your website's credibility. People like to go to places where they find a substantial influx of visitors. Credibility also improves impressively when your website is mentioned on social networking sites (known as social mentions) like Facebook or Twitter.

# Why Data Collection and Marketing Might Save Your Business During Down Times



Every business has downtimes when they are simply not making as much money as they would like to, or a been able to in previous months. Comparing your months earnings, compared to the same time of year the previous month, can be an excellent way for you to understand whether or not the profitability of your company is growing are falling. However, during these downtimes there are number of options available to you that can allow you to continue receiving revenue through marketing. This is through data collection, and ongoing marketing through a number of different channels. When the orders are simply not coming in on the website, turning to your e-mail list, call list, or address book can allow your business to continue to market your products to your customers, and get through the tough times.

**Building Trust**

Look into hiring a pr agency leeds company, that can handle the data

collection and ongoing marketing of your products. When users come to your website, they should be able to enter their e-mail to receive industry news, updates on your products and services, and other interesting and related tidbits of information to the services that you provide. Then, you can begin building trust with these people by delivering weekly or monthly updates on your industry. This is an excellent way for you to help deliver important information to your customers, while still building your self up as an expert in the industry, and lightly marketing your products to consumers that have visited your website previously.

**Ongoing Marketing**

Ongoing marketing is another important aspect of the process. By collecting data from your users, whether it is a phone number, address, or e-mail, and receiving permission to send them advertisements, during down times you can send them coupons and deals for some of your products in order to keep the money flowing. This can help your company to whether the down times when the money is not coming in so quickly, and through the help of a solid marketing company you can create an exceptional newsletter that connects with your clients and builds an ongoing funnel for future marketing campaigns.

**Huge Deals**

A great way to encourage those that are subscribed to your e-mail list to purchase your products is to offer huge deals. Deals as high as 50% off can be offered, and will greatly increase your conversion rate. In providing them with such a large discount for being subscribed to your newsletter, they understand that they are receiving benefits for doing so, and will be much more likely to remain subscribed. This, combined with sprinkling in industry related news and information, provides actual value to the end-user, and allows them to stay in touch with your company and your new products. Try not to use your e-mail list solely for marketing your own products, and instead use it as a way to build trust for the future marketing of products if at all possible. A short blurb at the bottom of every newsletter will allow you to continue to market

products to them, without being overly intrusive.

**Author Bio** - This particular pr agency leeds based company can improve your marketing efforts with very little investment.

# How Striking a Personal Note with Customers Can Help You Grow



It is a fact that people like to buy from other people, and not from companies. This means if you want to increase your customer base, you should work on your personal connections with your potential customers. This post will discuss how you can grow your company using personal connections.

**Show Interest before Selling**

You should show interest in your customers before you start selling to them, and you can easily do this by asking them questions before launching a hard sell. Ask your potential customers about what they are looking for, and use this information to explain to them how your product or service can meet these needs. You can utilize a series of open ended and closed questions to ensure that you understand exactly what your customers want. This way, they will feel that you care about their needs and will continue doing business with you.

## Know Your Customers

In the physical world, it is easier to know and relate to your customers more than it is in the virtual world. All the same, there are things you can do to get to know your online customers. Try to build your business on the model of a local corner store. In this model, the local owner knows his customers (and their family members) by their names. You can achieve the same thing by collecting personal data (legally) from your customers and mentioning in your dealings with them. For example, you can congratulate them on their birthdays, graduations or even marriage. Social media platforms are very useful for collecting this data. When you relate to your customers this way, they will count you among their circle of friends and become even more inclined to deal with you.

## Organize Occasional Face To Face Meetings

The internet, or social media in particular, is good for interactions but it is not enough. You need to create opportunities where your customers can put a face to your online business. There are several ways of doing this. If you can conduct some of your transactions in the physical world, do so occasionally. You can also organize an annual get together with your customers or even use your venues for holding social gatherings of your followers or fans of your social sites. The idea is to show your customers that there is a human face behind those emails, phone calls or tweets they regularly receive. This way, they will be more open to giving you repeat business.

## Listen To Your Customers

There are few things as annoying as getting interrupted in the middle of a conversation. If you want to show respect to your customers, you should listen to their concerns and needs keenly before offering them solutions. Try not to assume that you know what they want before you listen to them. Customer care executives tend to make this mistake a lot, by formulating responses to customers before understanding the root of customers' problems. First build a relationship by listening to

your customers, then you can leverage this relationship to maintain and even grow your customer base.

Use the above techniques to build relationships with your customers, and they will stick with your business. These are some of the methods used by the entrepreneurs of the hugely successful wish.co.uk. Just remember that a relationship isn't built overnight, so you should expect to work on it for some time before seeing results.

*Jack Harding* *likes researching upstarts and the entrepreneurs that make them successful. He enjoys sharing his findings and insights on entrepreneur blogs.*

# How to do a quick Website Audit



A website audit is the foremost step to start a successful SEO campaign. A proper website audit will tell us on which areas the website is falling short with respect to SEO. And many of us skip this step thinking this analysis may take time and proceed with the conventional steps for the SEO which should not be the case because it is the website audit which will tell us on which areas the website is missing out. Hence a website audit is a must to start off with any website makeover. Here are the steps which one should follow for a quick website audit.

## Check the tags

The title tag should be present for every page and it should be unique so that it can let the search engines know what the respective page is about. It should be within 70 characters including spaces. The meta tag or meta description describes the page briefly for the target audience and it should be within 150-165 characters including spaces as the search engines probably display the first 140-150 characters. Then check for <h1>tag or h1 heading as each page should have one <h1>tag. H1 heading should be an important phrase or line on webpage telling the search engines more about the webpage. And the last tag to look in is the image description also known as the alt text. All the images should have alt text or image description as that would help the search engine read the images. Finally the most important point here is all the tags i.e., title tag, meta tag, <h1> tag and image description

should have the targeted keyword.

## WWW Resolve

We have to make sure that websites with or without www should direct to one URL otherwise the search engine will see it as a duplicate website having duplicate content which is not good for SEO. Similarly the website IP should direct to the website's domain name to avoid duplicity.

## Check for robots.txt

Robots.txt should be present for every website. Robots.txt files allows us to restrict the desired section from the search engine robots. Preferably we should not restrict any specific area and let the robots crawl the entire website which is good for SEO.

## Check for Site Map

A sitemap is very essential for the search engine robots to index the pages of the website. A sitemap consists of URLs which are available in the website and it helps robots to crawl the website in a proper manner. So a XML sitemap should be present.

## Check for flash and frames

Flash is not SEO friendly because search engine robots can't crawl the sites with flash. Same goes for the frames as search engine robots can't crawl or index the content with in them.  It is always recommended that the flash sites should be reconfigured to HTML.

## Check for domain registration

Age of domain is very important factor for the Google search engine. The older the website is or if the website's domain is registered in advance for 5-6  years , the more value the website gets from Google, though there are many other parameters but it's a signal too. It is recommended that we register a domain for longer period.

## Check for 404 error page

A custom 404 error page should be present for every website.

## Check for page load time

A higher page load time will drive away the visitors. So it is always preferred to use coding which will make the website run faster. A website load time should be lesser than 5 seconds. Check for using less external Javascript or inline CSS. Use CSS sprites and define image height & width. Also use gzip or caching plugins.

## Check for Dublin Core

Dublin Core is a set of standard metadata elements used to describe resources for the purpose of the discovery. Website should take advantage of Dublin Core for describing its own website's content. We should provide the details of the website in http://geo-tag.de/generator/en.html and then put the generated code before closing the header part of HTML.

## Check for microformats

A microformat is a technical semantic markup that can be used to structure the data submitted to search engines in a better way.  So Microformats should be present for every website.

## Check for url format

For SEO, a website should have a clean URL so that it can be easily understood. It should be descriptive without any jargons as descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it.

## Keyword and its consistency

Before we start with the SEO we should do a research on the keywords of the respective page because based on the targeted keywords we have to make the changes. The targeted keyword should be consistent in title, meta description, H1 heading, image description, content, internal links anchor text and backlinks anchor text.

## Content length and blog

Search Engines love content. We need to see whether the website is having quality content or not. It is recommended that each webpage should have atleast 350-500 words consisting the targeted keywords. A Regular update of content is appreciated by the search engine robots and hence starting up blog is a great idea to boost SEO as the content is updated on regular basis in blog.

## Text/html ratio

Text/HTML ratio should be more than 15%. Hence if there is fair enough content in the website the search engines will rate the website good.

## Check for the link structure

There should be no broken links in the website as that has negative impact on SEO. We should also check whether there is fair number of backlinks or not. Even the internal linking structure should be good.

## Check for social signals

Social signals are important to check how your site is popular on top social media sites. The more engagement and share your site has, the better the SEO. Also your site must have schema.org structure and Facebook opengraph protocol.

## Check for Responsive design

Check your site is mobile responsive or not. If your site has a meta view port tag, it's better for SEO

## Check for W3C validation

Though it is not directly related to SEO, but the less error you have, it's the better. A clean code is always good.

## Check for overall Site structure

Check for overall site structure, page level structure, page hierarchy, keyword cannibalism, content structure.

## Check for strategic business representation, Competitors & Feature analysis

Check with competitors what features and business strategy they are using for digital marketing. Plan accordingly. Check for website's call of action & design issues.

## Check Google Analytics & Google webmaster central data

Get insights from Google analytics & Google webmaster central and take decisive action items.

## Check website heatmap

Check website heatmap to know which sections are getting more attention and try to place the most important elements there.

You can use **Woorank, Alexa, Backlinkwatch, Mozbar, SEOMoz Site explorer, Spyfu, SEMRush, Traffic Travis, Linkdex, Scribecontent.com, aboutus.org, Google analytics, Google webmaster central, SEOCentro** & many other good **Free SEO tools**. After checking the above points, we will get an idea of the part or component the website is lacking and hence we can work accordingly to improve the performance of the website. For in depth website analysis contact us.

# Best Designing Tips Implied by The Top Webmasters

Designing a website is also included in the art of making business online. It's not just using good fonts or proper links rather choosing appropriate text and information for the visitors. Following are the tips which can help you in creating a good web design

## List of Quality Designing Tips

1. Choosing appropriate title
2. Never to use "click here" links to be used by the visitor
3. H1for top level headings to be used
4. Don't forget to add up a doctype
5. Usage of link/s is good while making a website
6. Use font size which is visible to the visitor
7. Avoid using combinations of very bright colors while web designing.
8. Using ISO date format for ease
9. Structuring documents by aligning them with headings
10. Name some groups keeping the semantics in consideration
11. Choose URLs carefully

## Choose Appropriate and Catchy Titles

A visitor visits a site by seeing its initial name rather reading the whole text.name an article in the linked context and use right words which explains the context correctly. Example a heading showing about the use of Pinterest but the text is all about its publicity will all go in vain.

## Never Use 'Click here' Links For Your Visitors

A visitor visits a website to look up for the data he's looking for. If you create a mess for him by putting click here kind of links then he'll definitely get annoyed and will leave your site immediately. Never divert your user by irritating him this way.

## H1 For the Top Level Headings

A top level heading is a representation of the whole text you have uploaded for the visitor. The initial heading should be having minimal words showing its complete meaning.

## Do Not Forget to Add in A Doctype

A group of HTMLs which makes a website complete is a doctype. It shows the legality of a website.

Doctypes shows the type of html being used by the writer of the website.

## Utilizing Links

Directing your visitor to the appropriate information is not just helping but also increasing your websites loyalty. Use the right type of links on a website which should help him reach to the correct information example if it's a website teaching how to care for a pet then it will include links like contact to a vet doctor or right pet food etc.

## Utilize Fonts That Are Visible To The Traffic

Red, yellow orange type of colors are eye catching though but also alarms the visitor and compels him to see that highlighted text first he visits.homogeneity in the text helps readers go through the whole text

in a form and he don't skip anything written.

## The ISO Date Format

The ISO date format is an international format which is correct for the web readers. It is written as yyyy-mm-dd in which

- YYYY shows digital years
- MM is the month (from JANUARY-December)
- DD is the digital date

## Structure Your Documents By Using Headings

Use the right type of headings to put the correct context in it so that the reader must feel easy to look up the information he wants for himself. Minimum words with complete meaning is the best choice for heading.

## Consider Semantics When You Are To Name a Group

Semantics are short representations of a group which gives a hint about the group you are talking about. Do remember them while you name a group as it gives you hint about the group you are interested to look for.

## Choose the URLs Carefully

A URL is an address to a website which connects you to the context. Use the right terms and easy language so that the visitors can approach the website later onwards.

*I am **John S Lam** from Test4Prep; it gives 100% IBM Mastery 000-M45 exams. Let's take benefit of IBM Mastery 000-M46 Exams material efficiently and get guaranteed success. Check out free demo of all certifications Exam.*

# Bring Readers Back to your Blog
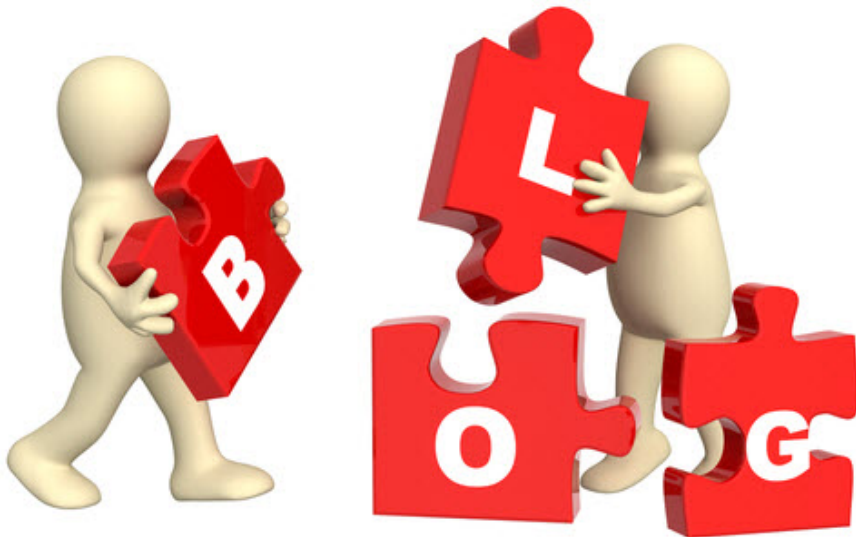


I understand the effect the recent Google updates had on some of yours search engine traffic. Unfortunately, I have even seen many webmasters and pro bloggers losing their entire business. But we can hardly blame Google or be mad at them. They are just doing their business, and now it's your turn to do yours.

Have you ever though what you did with your hard earned search engine traffic once they visit your site? Of course you hope and (most of the time) try to make them read an article, click on an ad or make them buy something from you. But what's next? What after they have done what you want them to do? Don't you want them to come back for more? If yes, what are you doing to bring your readers/ visitors back to your site again and again? Believe me, this is the ONLY way to stay profitable in this cut-throat competitive market. You need to engage your visitors with your website or blog. When a website fails to do so, it means the visitors do trust or feel engaged with your particular site. And if your reader don't feel engaged with your content, don't blame Google the next time you lose rankings.

I know you have tried everything from creating unique and original

content to optimizing them with proper keywords. You have been really working harder to retain your visitors. So this time why don't try something more, apart from creating amazing content. Work to bring them back again and again and spread the word out about their amazing experience with your site to their friends. I have a few tips for you:

## Tip #1: Building Subscribers

Try to encourage your readers to subscribe to your blog instead of motivating them to click on Ad-Sense ad to earn you a mere $0.10. Pop-up ads are indeed annoying, so are the other ads. Avoid placing ads in your site's best content and rather leave them for sidebars or other pages. The only purpose your best content should serve is to impress the user and letting them like your blog and subscribe to your RSS feed or newsletter. In doing so you might lose some money from advertising or affiliate revenue but believe me you will the gainer at the end. It will earn your readers respect and trust and of course, a few more subscribers, which is far more valuable than earning a few cents from a one-time visitor.

## Tip#2: Creating Followers on Social Networks

As a marketer you are aware of the value of word-of-mouth. It helps to create a viral effect on the digital sphere. In this age of social media you best bet is to get people like and follow your content/ page on Twitter, Facebook, Google+, LinkedIn etc. People who start following you in a social network are more likely to follow you forever. And when you create and share some interesting stuff on your blog, these people will not only come back but will also like, share, recommend or retweet the link to their friends and followers. This is one of the best ways to bring your readers back to your site.

## Tip #3: Encouraging Contribution

Okay, you have done everything mentioned in this post. What's next? Why can't you still engage your readers? This is something you should ask yourself. Would you like to visit a place where you have no say – where all you do is listen (read in this case)? I guess no; none of us would and this same theory applies to your readers. Encourage them to voice their thoughts – ask them to share whatever they think or can

contribute. Comments are the most common and simplest form of contribution. Unfortunately, many blogs disable comments in fear of spammers. Believe me there are numerous ways to get rid of spammers other than disabling comments. Allowing comments, on the other hand, has many advantages. It encourages discussion and your readers are more likely to come back to blog just to see the response their comments got from other, if not anything else.

You can get more creative with encouraging people's contribution. Ask for guests posts. This means free content for your blog and for them, it is the inbound link that they will receive. Besides, guest bloggers are more likely to promote your blog in social networks in order to promote their guest posts. And free publicity will undoubtedly bring more numbers of readers to your blog. If your niche allows, you can even encourage your readers to share pictures and videos, code snippets, tips, recipes, and community news etc. Reviews, ratings, likes and sharing too are good ways to encourage readers for contributing to your site.

## Tip #4: Surveys, Quizzes & Tests

Quizzes, surveys and tests too can help you encourage your readers to come back to your blog. People love to show your achievements to the world and your readers are no exception. Besides, such practices improve your reader's engagement with your blog. Publishing knowledge tests and quizzes will motivate people to come back to your blog to learn more and improve their results. Also, give out badges, as people love to share them on social networks. Finally, be creative while creating content for your quizzes, surveys and tests. Create original, interesting and preferably long quizzes.

Follow these tips and I'm sure you don't need to worry much as Google launches its next update.

# Niche Marketing – Choosing Your Area



Unlike mass marketing, niche marketing is all about focusing on a small group of people or a market segment. You need to narrow your focus in niche marketing. Your target will be a small segment of consumers with unique and similar needs. Thus, you can define a niche market as a focused and targetable portion of a market. This means, you business must address the need for product or service, which other mainstream providers failed to address. Now that you know what niche marketing is all about, it's time to choose your niche. And for that, you need to opt for something you are knowledgeable about as well as something you enjoy doing. The following are 3 elements that are essential for choosing your niche area:

- Make sure it is an area capable of delivering high profit

- Make sure the area has low risk

- Make sure you know your brand

When it comes to high profit, opt for an area which is a ready market 'just waiting for your' product or services. Your customers must be

ready (to pay) to purchase your products or leverage upon your services. Regarding the area having low risks, this will eliminate the necessity to make large investments in your business. It must be an area where you can start with whatever you have at hand and get more tools as you move ahead.

Personal branding is extremely important in niche marketing. It plays an important role in positioning your business strategically in the market. The main focus would be on the exclusivity you are offering. This alone has the potential to attract your audience to your products or services. Also, you need to be aware of what other people are talking about you, including your customers and target groups. For a successful personal branding you must stand out in the crowd, rather than being one amongst the many. You need to develop your mark, the same one that you have created around your name and career, into your business (products and services). This will express and communicate your skills and values, making you unique for your customers and targeted audience. In fact, personal branding also helps when it comes to market yourself and your business to the world. This helps to create an impact and let you know what other people, including your customers, potential target and competitors, think about you. Unfortunately, you will hardly have much control over this. The good news is you can influence over it, provided you ability and required knowledge to persuade your customers and target groups on social media.

# As Good As You Know Your Readers, As Good Your Blog Will Be…!

## Offer something special to blog readers
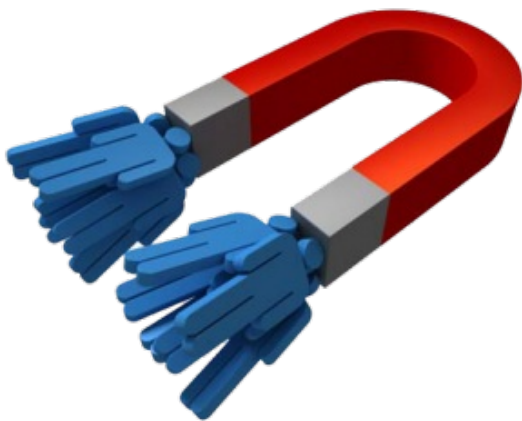


Everyone knows that content is the king for blogging success and most of the bloggers concentrate on creating good content. No doubt, quality content can turn your dreams true in this sector but you will have to invest more in your blog to get consistent and long time results. Loyalty is what a blogger will always expect and need from the side of visitors and this will come when you are god, kind and passionate towards the readers. There is no denying the fact that the visitors and blog readers will need some sort of passion, authority and many more things if they need to enjoy the experience in real terms. That is why we will discuss here how your blog gets going when you supply the readers with something which is more than just hard-hitting content!

## How to be good to your blog readers?

First of all, you are needed to bring some relation facts into your conversation. Everyone is busy in his or her life and he takes some time

out of schedule for putting valuable comments to your blog. You cannot keep them busy in petty things or you can never think not to respond. It is much better to communicate with them. Connectivity is always important in blogging industry.

You should also take out some time to enhance your personality, in the eyes of the blog readers. This will let them know much about you and your orientation.

The most important thing which the blog readers will always like from your side is the consistency. It may refer to regular communication, daily updates and responding to their valuable comments. All these things will keep you consistent in this industry where competition is so fiercer. Moderate blogging is always beneficial; do not load your readers with more than enough content on your blog. This will definitely irritate them. Maintain the quality and you will reap the benefits for a long time.

*Related reading -* How to decode reader psychology in content writing

You may reject this suggestion but reputation is second to none in this world. People will always like to get connected with famous personalities. It is the history and no doubt, it will also be seen in the future trends. The time demands to get connected with influential websites, personalities and experts to make your blog interesting. Get your impressions active.

At the last but not the least, the blog readers will also seek for the most valuable thing and that is the trust. You should never try to speak lies to your valued readers or visitors through your blog. You should always give the due credit to your readers. That is where satisfaction rests!

## Blog will show and fetch your skills

It should be always remembered while blogging that the blog can act as your perfect replica which covers a wide variety of traits, personalities and views. Readers will obviously impressed by these things and they will pay you returns. The suggestion for you is to always remain good to your readers for wellness of your blog!

**Summary: -** The best thing about the blogging service is that it represents most of the personality of the owner. That is why you should

be always generous and active in blogging industry. Many things matter apart from good and quality content for the blog readers.

*Author's Bio:-*

**Kady Babs** *is a Certified Professional and freelance writer. At present attached with* Test4Prep. *This is Best Source for* 1y0-a25 Test*. You can try free demos of certifications with 100% Risk Free and Guaranteed. Babs has creative writing skills and helping people to get certified on first try.*

# Assessing the Effectiveness of an Email Marketing Campaign

As is the case with the majority of marketing practices, one of the most essential aspects of an email marketing campaign is measuring its effectiveness.

It is through this analysis that the business waging the campaign is able to ensure they are acting positively, getting the desired results and can make any necessary changes as and where appropriate.

With this in mind, there are a number of ways of measuring the results of the practice.

## Inbox arrival

As is the case with any advertising or marketing medium, one of the best ways of assessing the effectiveness is to assess how many customers have received the message. In the case of email marketing, this is measured by the number of customers who have received the email into their inbox.

Many free email providers have spam filters and uninvited emails may land here by mistake. Many people check their spam or trash cans on a

regular basis to ensure that no emails have landed there by mistake and some providers (such as GMAIL) alert their customers when they have flagged a message as spam so that the customer can check for themselves.

However, the easiest way of avoiding the dreaded trash can is to ensure that customers have signed up for the campaign and are expecting messages.

## Targeting a demographic

Rather than sending out a general or blanket email which invites all customers, many businesses choose to send out targeted emails to certain groups of customers which gives them a better chance of receiving a reply from a smaller number of customers.
It might be that the business has a separate filter for new and existing customers or one which only targets customers who have brought certain services in the past and sends them details of similar products or services.
Targeted emails allow the business to much more easily assess the amount of return business.

## Assessing

The key with any marketing campaign is to weigh the results against the amount of effort which was put into the campaign. Sending out emails to 1000 customers and receiving 1 enquiry or sale as a result might seem like a poor result but when analysed, if it took five minutes to send out those emails and the result was £1000 worth of business which might not have otherwise existed then the result might be seen in a more positive light. The key is to view and assess the results in context and consider them on a regular basis. This will give the business in question a much better opportunity of making any changes which might be necessary and tweak the campaign so that it is more successful and profitable in the future.

## Testing

The golden rule for the majority of marketing campaigns is to test them first. For this reason, many businesses start by targeting a small control group and assessing those results before they roll out to a larger audience. This gives them a better opportunity of getting their campaign right before they "go public".

# Tips While Creating Facebook Ads

*This is a guest post written by **Mike** who is crazy about Hyundai cars. He runs a daily-updated Hyundai blog which provides latest Hyundai news and information on automobile industry.*

Efficient Frontier, the ad-buying and optimization firm acquired by Adobe Systems Inc. reported that **Ads on Facebook** would account for 5% of the over-all online advertising spending this year. The amount is 2.7% up from Facebook's ad spending during the fourth quarter of 2010. David Karnstedt, the former president and CEO of Efficient Frontier (now VP & GM, Advertising, Digital Marketing for Adobe) said, "Facebook continues to be where marketers are placing new bets by adding advertising spend with a focus on fan acquisition."

In fact, retailers and marketers are already using **Facebook Ads** to attract potential customers who spend a lot of time on this social networking site. The Sponsored Stories and Featured Stories are also becoming popular for attracting people to Facebook fan page. Market surveys say, all these marketing efforts are working and brands have successfully increased their fan count by an average of 9% per month in the fourth quarter.

The ad platform of Facebook is pretty simple to work on; it has an image limit of 110×80 pixel, a title limit of 25 characters, and a body text limit of 90 characters. However, many advertisers mess up with an ad unit so small. And the trend is also noticed in Facebook. Here we have a few tips to help you create Facebook ads.

**Images:** Spare us the poor quality images that have been through several rounds of Photoshop and other photo editing tools. Using pixelated, improperly stretched out, and blurry images will hardly help

you to impress your targeted audience. And there is no excuse for using such poor quality images when Facebook allow previewing as soon as you load an image.

**Grammar:** Just like any other web content, make sure the ad content is free of grammatical errors. Most of the ad-content go wrong with basic grammar. For example, many advertisers tend to forget (read overlook) the necessity for the end of sentence punctuation. Unfortunately, such content is often far below the body text limit of 90 characters. Thus, to make your ad-content look more professional, get rid of such grammatical errors.

**Link:** As a marketer, you are fully aware of the importance of linking your content to the specific service and product. The same applies for Facebook Ads. While promoting something specific you must link it to the ad, this is especially applicable if you are promoting some contests or discounts. Link the ad to the specific tab where the discount codes are available or the contest is being held on.

Creating Facebook ads are quite simple, provided you know what you are doing and why you are doing it. In other words, you must be aware of your goals. In addition, focus on the detailing of your content to create a convincing and stronger ad campaign, which will definitely go a long way.

## Useful Facebook Ad Design Tips - Infographic

Source: AdChop

# Generating Lead from Landing Page

**Landing pages** help you to make a good first impression, and you have only one chance to do it. In fact, landing pages have the potential to get you a lead or sale. And *generating leads* are a must for growing your business. Thus, constructing and optimizing a landing page is essential for achieving quality leads. Remember your first impression is the last impression, when it comes to generating leads through landing pages. Thus, make sure you have an effective punch line that can motivate the visitors' purchasing decision. Also, double-check your web design and check for page errors, especially the 404 errors. Broken link is something your landing page cannot afford at any cost.

Likewise, check the loading time of your landing page, the images (if any) must not take too much time to load. In addition, your content should be optimized properly. Place the images and call to action buttons strategically to retain your customer's attention. Your focus should be on creating an urge for them to buy your products/ services. Optimize the punch line carefully as well as focus on the color scheme and design of the page. Overall, your landing page should be user-friendly. Never try to yell at your visitors, forcing them to buy your products. Too much of bold letters and larger font-size won't help you to generate leads, rather it will annoy the visitors and they are likely to leave the page without exploring your page/ website further.

Another way to generate leads through landing pages is by optimizing data gathering forms. Having information about your visitors will also help you in future lead generations. For example, if you know what other (of course related) kind of products and services interest the visitor, you can contact them in future with such services and make direct sales. However, don't bother your visitors with loads of extraneous questions; rather, try to get most relevant data while allowing them to switch fields with tab. Also, providing auto fill facility will help visitors to give

information with ease. Another important factor you need to consider while optimizing data gathering forms is its position. Make sure you place it at a prominent position. Pop-up forms can be a good idea to catch visitors' attention; however, they can be annoying at times.

In conclusion, keep your landing page concise. Focus on the call to action buttons to grab the attention of the visitors. Limit on the quantity of content and optimize the page according to the folds. All your important points should be placed above the fold. However, don't neglect below the fold altogether. You never know, placing a call to action button there as well may do the magic for you.

## 12 Elements every Landing page should have - Infographic

Source: Hubspot

# How to Optimize The Landing Page for a Better Conversion
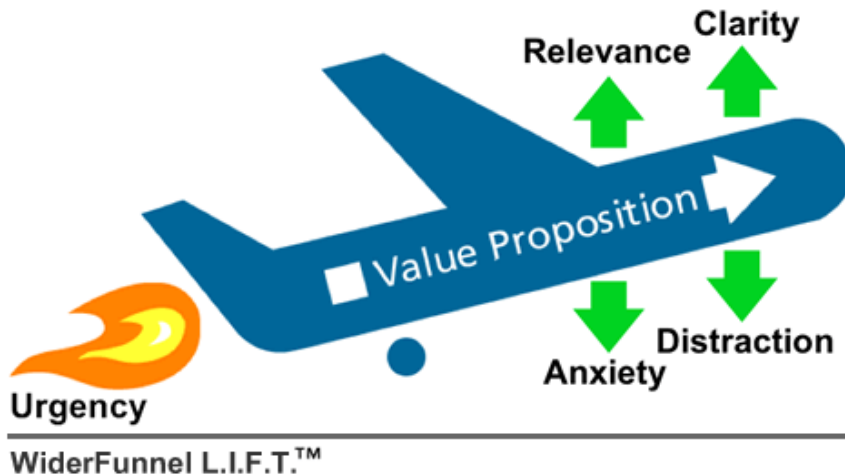


The landing pages were first introduced as pages to attract people and then take to a particular page. However, the modern day landing pages are more advanced in terms of flexibility and actions. The landing page optimization is a great way to make the landing pages more effective and attract more traffic with it. You can now use the landing pages as full one page websites to make sure that you can control the visitor even better way. The optimization techniques will allow you to make the visitors take actions that you want them to take.

There was a time when people used to use many number of keywords to get the top spot in the search engine result pages. It used to work well for the websites till the introduction of the modern day search engine optimization algorithms. It started to filter the contents that had too much keyword. The landing pages become a great solution for that. The landing pages are the best medium for connecting your website with people. The landing pages attract people and bring to your site. Even if the SEO strategies fail, the landing pages will do the job for the websites. It's important to create them in a way so that it can bring the visitors exactly where you want them to.

One thing that you need to understand is that people think about themselves first and that's why you have to be the website that will fulfill their needs. Communicating with your visitors is very important and the landing pages are your main communication tool. You need to make sure that the landing page is attractive enough to grab someone attention and make them to visit your website. The title of the landing page should talk about your business and your personality. Understand what the visitors are looking for and make sure that your landing page answers them properly. The actions of the landing page should appear clear so that people can easily use the page to reach particular sections of your website. Grabbing the visitor's attention with an attractive and meaningful image is very important in order to make them click the desired actions. Another small trick that you can use in your landing page is using words that create a personal connection between you and them. "YOU" is one word that will make individual visitors feel that you are personal with them.

**The LIFT Model: The Six Landing Page Conversion Rate Factors (Landing Page Influence Function for Tests™ (or LIFT™) Model, a framework Chris Goward developed for WiderFunnel to use to analyze conversion pages and develop test hypotheses)**

Source: WiderFunnel

# 9 Proven link-bait ideas to boost back-links and traffic to your website



A link-bait is any useful content or feature hosted on your website primarily to gain attention and attract links from authority websites, bloggers and other webmasters within your niche. It is a completely white hat method of getting hundreds of links, mentions, likes and shares. No Small Business SEO strategy can be complete without a few, targeted link-baits thrown into the mix.

While, link baiting is one of the most effective link-building techniques, it is also one of the toughest. The first consideration in developing a successful link-bait is great idea. Following is a rundown of nine proven link bait ideas that work well in almost any industry.

## Lists

From a to-do list to a grocery list we all create a several lists every week, so how about creating a useful list for your industry! For inspiration, you can check out Fortune-500. Remember you can list the best, the worst and everything in between. Even this article is sort of a list of link-bait ideas.

## Interviews

Big names have big followings and if you publish an exclusive interview with a popular personality, you can be sure that their fans will share it and link to the relevant page from their own website. The main challenge with this technique is approaching authority figures in your niche and getting some time out of their busy schedules. However, if you are enthusiastic enough and your social skills are up to scratch then you should be able land some great interviews for your website.

## Case studies

Case studies and systematic analysis is always a good link-bait idea. All of us want to know what works and what does not or why something works and why something does not. Case studies help people make decisions and by helping people make informative decisions you can earn valuable links and mentions.

## Original Research

Similar to case studies, research studies are a safe link bait idea. If you have the resources to carry out your own analysis, you can publish your own research study and make it available to the public. Other webmasters who cannot conduct a thorough research on their own will then cite your analysis and findings, bringing in valuable links.

## Review, Compare and Contrast

Yet another 'study' commonly used as a link-bait is a compare/contrast study or a review. Here you take two or more of the most popular products, services and solutions offered in your niche and review them side by side. You can also review an individual product but it does not offer the same value as a detailed X vs Y comparison. These types of studies will attract links and attention from the customers of the products or services reviewed in the study and sometimes even the respective vendors.

## Free Widgets, Add-ons and Apps

Offering useful freebies is a great way to attract links to your website. The freebie could be a simple BMI calculator or a widget that displays the location of the last 10 visitors to your website. This technique is perfect for small business internet marketing as most businesses can afford to offer free apps and widgets for marketing purposes. Awesome

free tools that are regularly updated and upgraded will attract tons of back links over time.

**Tutorials and How-to Guide**

Make no mistake, tutorials and guides are popular - just ask ehow.com. People use the web for information and DIY style help. When done correctly, a tutorial gives the website authority in the given niche and provides immense value to the end users many of whom will bookmark your website and share it in their social circle.

**Controversy**

The easiest way to obtain a large number of back-links is to create some controversy and debate. This could range from a bold prediction to a brand bashing rant. The idea behind this technique is to take a controversial view on an issue or situation and thus invite debate. You will not believe how easy it is to get blogs, forums and webmasters talking about your website albeit in negative light. This technique must therefore be used with great care and only if you have run out of ideas.

**Reference Material and Data**

Data is at the heart of any thoughtful analysis. By collecting valuable data and providing it free of charge, you encourage others to carry out their own analysis and credit you with the original data. Similarly, creating a reference section full of useful information such as definitions, descriptions and explanations will help you attract hundreds of links to your website from other webmasters who utilize that information.

*About the Author*
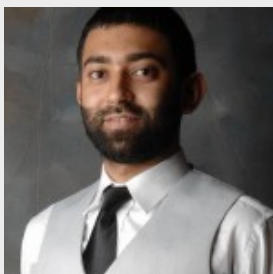
*Abdur Rafay Zafar is the CEO and SEM Executive at Reach Me Faster™, a Digital Media & Marketing Agency specializing in Internet Marketing for Small Business.*

# Techniques to Increase Your Website Traffic

For web, traffic is currency. The more traffic a site has, the greater is its value. However, gaining traffic or rather relevant traffic requires a great deal of effort and patience. It cannot be achieved in a day and needs a strategic planning. There are many best-practices that can help you to achieve higher web traffic; the following are some of them:

**Content is King:**

This is the basic guideline to follow if you want to survive (as well as to increase the number of traffic) in a web business. So have a strategic content planning to create an online buzz. One of the best ways to create a buzz is writing controversial articles. People love controversies; thus by writing such an article you can spark debate, which in turn, will help you to get more number of hits and links to your article. Whether or not they agree with you, the end result will surely be a huge increase in traffic. Similarly, publishing breaking news too will help you to achieve many links from other sites as well as increased traffic.

The other content strategies that are likely to increase your traffic include:

- *Top 10 or Top 100 lists* – They are good for generating traffic. Such lists are useful and people are likely to bookmark and share the list, allowing you to enjoy a great online exposure.

- *How-To and Guides* – Your visitors will love such content, as long as you give them something interesting and useful. However, such guidelines should be "definitive" and as complete as possible to make your visitors flock to read it.

- *Publishing interviews of industry players and decision makers* – People love to read about celebrities, be it an entrepreneur, an

author, or a silver screen personality. Publishing interviews of big shots will never fail to get you some more traffic and those valuable links that the search engines refer to while evaluating the worth of your site. Better yet, ask the interviewee to put a link of the interview on his/her blog or website and you can leverage upon his/her readers as well.

- *Writing about seasonal events –*This can increase your site traffic dramatically. Write some valuable and useful articles about holidays and seasonal events such as World Cup, Presidential election, Christmas, etc and you will have no shortage of visitors to your site.

***Optimizing Your Website:***

This is much more than optimizing a site for search engines; the latter is more technical while the former needs to be more humane. Search engines evaluate a site with the help of crawlers and spiders. However, for your visitors it is their experience that helps them to assess a website. Thus, make sure your site is user friendly and easy to navigate. In addition, make them feel good about the site. For example a 404 error page will always turn off your users. Regardless of how much you hate it; such errors are likely to occur on your site. Though you can hardly do anything about it, you can customize the 404 error page including some useful links. Thus, instead of moving on to some other site, your visitors will be channeled to other parts of your site, increasing your web traffic.

## Infographic - Strategies to target and increase website traffic

source - Monetate
Targeting website traffic by customer segment to improve conversion rates is done only by 25% of digital marketers today. With a little targeting know-how, marketers can begin customizing a website experience for every visitor. Targeting will benefit consumers by creating a more efficient, individually-tailored online shopping experience resulting in higher conversions.
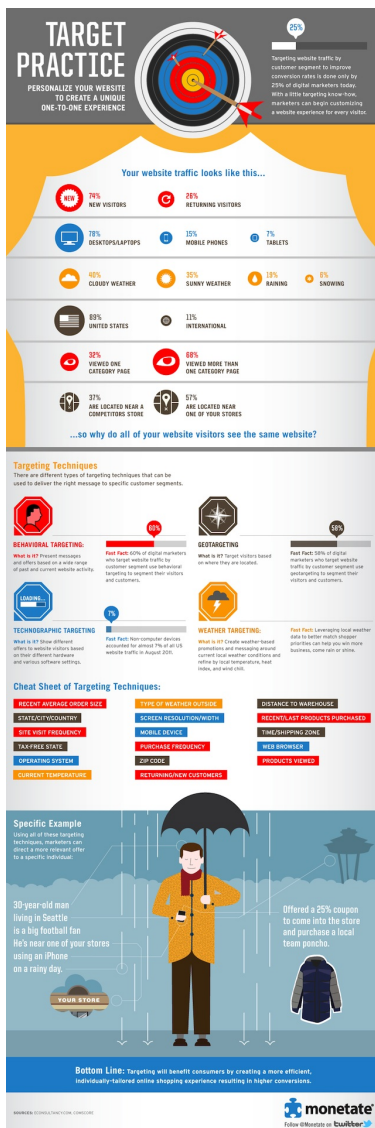
Next, one of the most important tasks is to test the site in various browsers. Sites that work fine in Chrome may have some trouble in opening pages in Firefox. And you can never guarantee which browser your visitors are likely to use. Thus, it is important that the site works fine on almost all the popular browsers. There are several free online service providers that offer browser compatibility testing across various browsers.

Also, speed up your site. With the infinite options available, Internet users are known to have little patience. In general, most of the users will wait just a couple of seconds for your pages to load. And if it fails to do so, they are likely to move on to some other site that takes less time to load. So do not load you site with unnecessary elements that take ages to load. In addition, reduce the size of images that you are using and stay away from flash site (though they may look beautiful) as such sites take more time to load. A faster loading speed will also help you to

achieve a higher search ranking.

Some other website optimization tips include:

- *Highlight the popular content* – Tell your visitors "what's hot" as they visit your site. You can either brand them as Feature Articles, Popular Article or Article of the Day. This way, you will encourage the visitors to read it and thus increase your number of page views.

- *Interlinking pages* – It has a two way benefit. First, it will make site navigation easier for the visitors, increasing the number of pages views. Secondly, interlinking pages will distribute the link juice among all the pages, thus improving the search rankings.

- *Cached pages* – Serve cached versions of your website's pages to the visitors. This will not only improve your site's loading speed, but will also reduce the load on the web server. This, in turn, will make the website more responsive.

Finally, don't forget to get a decent hosting plan. With a mediocre hosting plan you site is likely to load slowly, despite all your optimizing efforts.

The basic guideline to follow when it comes to achieve more number of traffic is to create unique and fresh content. Search engines, especially Google, value sites with relevant and unique content. The more unique content a site has, the better search ranking it will achieve. Also, translate the content into other languages to multiply your search engine traffic. Read more 21 tactics to increase your blog traffic here at SEOMoz

# Make Online Visitors Stay on Your Website

It is not enough for the SEO services team to get online traffic for your website. These visitors have to stay on your web pages long enough to read the information you have provided. Through clicks made on your web page, they can go from one web link to another. By studying these clicks, you will be able to understand the behavior of your online visitors. The trick is to make them stay on the website for longer periods of time i.e to reduce website bounce rate. You know that there are many other websites in the same domain, vying for their attention.

*Related reading - Interlinking of web pages help SEO*

To keep the online visitor interested, you must pay a lot of attention to the content and website designing. No reader wants to go through a web page that has a cluttered feel. They do not like to read on such web pages. Make your website designing user-friendly. Get rid of unnecessary pop-ups and ad widgets. They may get you some additional revenue but you are losing loyal visitors because these widgets interfere with their experience. The content on the web page must be of high-quality. SEO teams often lose out on good content. Never compromise language on the altar of keywords.

*Related reading - Role of keywords in web content writing,*

*Tips to write magnetic content, Tips to write interesting blog content*

An interesting way to keep online visitors interested is to integrate your website with social media presence. Lots of users like to share good content with their friends and contacts through Facebook and Twitter.

*Related reading - Web writer's friend - Twitter*

Make sure you have buttons that allow them to share content instantly. They will not take the pains to copy paste your URL on their profiles to inform others! They would rather click a 'Like' button on the web page itself. Such interactive options keep the users coming back for more. They know that they are involved in your online business. And that is a big plus for your business.

*Related reading - Adding linkedIn to your business website*

*__Author:__ I am Susan Hannan from Exams Key; it gives 100% 156-915.71 Exam. Let's take benefit of 117-101 Exam material efficiently and get guaranteed success. Check out free demo of all certifications Exam.*
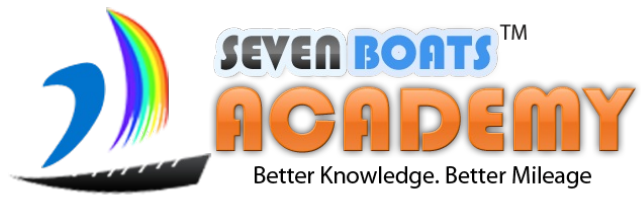
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