DIGITAL MEDIA

TYBMM
SEM VI

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MODULE 1

UNDERSTANDING DIGITAL MEDIA

In the years since the invention of the first digital computers, computing power and storage capacity have increased exponentially. Personal computers and smartphones put the ability to access, modify, store and share digital media in the hands of billions of people. Many electronic devices, from digital cameras to drones have the ability to create, transmit and view digital media. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and social impact of the printing press.

Digital Media is a blend of technology and content, and building digital media products requires teams of professionals with diverse skills, including technical skills, artistic skills, analytical and production coordination skills. All of these skills need to be balanced on a team, with all team members focused on creating the best user experience. Digital media can be created, viewed, distributed, modified and preserved on digital electronics devices.

EXAMPLES:

1. Feeds
2. Blogs
3. Voice over Internet Protocol
4. Podcasts
5. Webcams
6. Community portals (e.g. Facebook, Myspace, Friendster, online dating services)

PRINCIPLES OF DIGITAL MEDIA.

The five principles are numerical representation, modularity, automation, variability, and transcoding.

1. Numerical Representation:
   Because all new media objects are composed of digital code, they are essentially numerical representations. That is, all new media objects can be described mathematically and can be manipulated via algorithms. According to Manovich, the key difference between old and new media is that new media is programmable. The closest we can get to the 'materiality' of a new media object is to talk about the numbers and formulas that constitute it. In new media compositions, the opposition between visual and verbal is bridged in the sense that both are code—both image and text are programmed and programmable.

2. Modularity
   Pixels, images, text, sounds, frames, code—independent elements like these combine to form a new media object. These elements can be independently modified and reused in

other works. The modularity of new media is related to the modular character of structural computer programming, such as we find in Java and C++, in which independent functions or subroutines are brought together in larger programs. In Photoshop, modularity is most evident in layers; a single image can be composed of many layers, each of which can be treated as an entirely independent and separate entity.

3. Automation

   Automation is seen in computer programs that allow users to create or modify media objects using templates or algorithms. Because of powerful automated functions built in to the software. The automated character of new media composition was the feature that most intrigued and disturbed my students. Automation raised for student's questions of originality, creativity, and authorship—that is, they were compelled to examine how their interactions with the computer influenced the work they were able to produce. Students probably have had some experience of automation in MS Word: with templates that automate document design and formatting, or the spell checker and grammar checker that automate corrections.

4. Variability

   A new media object is not something fixed once and for all, but something that can exist in different, potentially infinite versions. Unlike old media, new media does not "hardwire" structure and content together. One example of variability is found in hyper textual or interactive media that allow users to take different paths through a text and therefore access different content

   Examples: Working on the projects in the course, students experienced the principle of variability in the sense that, with just a few mouse clicks or selections from menus, they could generate many different versions of their images and movies. Indeed, one of the questions I asked students to consider in their project reports was "how did you know when you were done?"

5. Transcoding

   Transcoding is the most substantial consequence of the computerization of media. Transcoding designates the blend of computer and culture, of "traditional ways in which human culture modeled the world and the computer's own means of representing it"Broadly, transcoding designates the ways in which media and culture are being reshaped and transformed by the logic of the computer. The computerization of culture is a process of transcoding, as "cultural categories or concepts are substituted, on the level of meaning and/or language.

KEY CONCEPTS

1. **GRAPHIC DESIGN**
   This is the art of communication, styling and problem- solving through the use of type, space and image.
2. **ANIMATION DEVELOPMENT**
   This is the process of creating a continuous motion and shape change illusion by means of rapid display of a sequence of static images that minimally differ from each other.
3. **AUDIO PRODUCTION**
   Sound recording and reproduction is an electrical or mechanical inscription and re-creation of sound wave, such as spoken voice, singing, instrumental music or sound effects.

4. **WEB DESIGN**
   Web design encompasses many different skills and disciplines in the production and maintenance of websites.

EVOLUTION OF INTERNET.

In a relatively short period of time, the Internet has had an amazing impact on almost every facet of our lives. With it, we are able access to new ideas, more information, unlimited possibilities, and a whole new world of communities. It has grown and evolved to influence how we interact, how we conduct business, how we learn, and how we proceed day to day. And as much as it has changed our lives, in the process, the Internet itself has changed too.

Now let's see how …

The origins of the Internet date back nearly 40 years, with the U.S. military's funding of a research network dubbed Arpanet in 1969. Since then, the Internet has undergone more than just a name change. The number of computers connected to the Internet has grown exponentially, while the number of users has risen from a handful of computer scientists to 1.5 billion consumers.

The world's largest network of computer networks got its original name from the U.S. military arm that funded it: Arpanet was for the Advanced Research Projects Agency. Arpanet was renamed the Internet in 1984, when it linked 1,000 hosts at university and corporate labs.

The number of computers connected to the Internet has grown dramatically from the network's humble beginnings, when it connected four computers at university research labs. Today, the Internet links more than 440 million computers directly, and millions more have Internet access through private addressing schemes

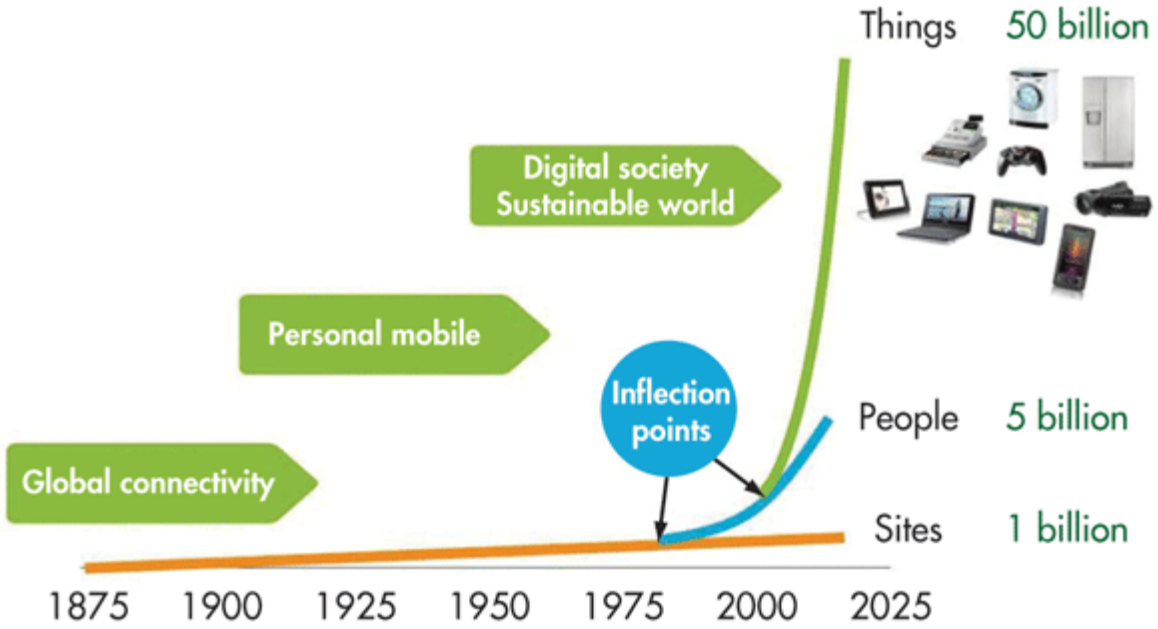
The Internet has changed from a U.S.-dominated communications medium to one that is seeing its fastest growth in Asia and Europe

The Internet's Domain Name System was created in 1984 to match complex IP addresses with easy-to-remember names ending in extensions such as .com, .org, .Edu, .gov, .mil

In 1990, Tim Berners-Lee invented the World Wide Web as a method of publishing information in a hypertext format on the Internet. The Web began to take off in 1993, after computer science student Marc Andreessen created the first popular Web browser, known as Mosaic. Since then the number of Web sites and Web pages has exploded

E-commerce burst on the scene in the mid-1990s, and it's been growing ever since - both in total sales and as a percentage of all retail sales.

In the years since the invention of the first digital computers, computing power and storage capacity have increased exponentially. Personal computers and smartphones put the ability to access, modify, store and share digital media in the hands of billions of people. Many electronic devices, from digital cameras to drones have the ability to create, transmit and view digital media. Combined with the World Wide Web and the Internet, digital media has transformed 21st century society in a way that is frequently compared to the cultural, economic and social impact of the printing press.



TRADITIONAL VS. NEW MEDIA: THE BALANCING EFFECT

Have you as an entrepreneur, business owner, student or consumer asked yourself, “how do I keep up in today’s fast-paced economy?” With many things trending one day and dead the next, it’s important that we evolve with these changes and accept the fact that things change whether we like it or not. The same can be said regarding media.

The Internet has molded the way we are as consumers, allowing us the ability to find things in a matter of seconds. At the same time, traditional media still remains an integral part in our lives, allowing us to watch what we want, when we want. As an advertiser, it's pertinent that we find and maintain a balance between both types of media.

Although new media has taken its grasp on America, traditional media is still an important means of communication to consumers. Let's take a closer look at the two, and the effects they have on us as consumers.

What is Traditional Media?

Traditional media, or as some refer to as old media, has been used in the marketing/advertising world for years. When related to advertising, traditional media encompasses that of television, newspaper, radio and magazine ads. These forms of communication are the steadfast ways that businesses have reached both consumers and other companies for decades. They are the roots of advertising and the most common form utilized by businesses on a daily basis. Though traditional media is effective, over the course of the last few years we have seen more and more businesses utilizing new media to reach its target audiences.

Traditional media methods include mostly non-digital advertising and marketing methods, including:

- Television advertisements
- Radio advertising
- Print advertising
- Direct mail advertisements
- Billboards and off-site signs
- Cold calling
- Door-to-door sales
- Banner ads

Companies have used these methods for many years to reach consumers and motivate them to make purchases. Up until very recently, these marketing and advertising styles were very effective, and helped businesses just like yours make a profit.

However, as the needs and expectations of consumers evolve, marketing has no choice but to evolve as well. This is what has led to the rise of new media and digital marketing methods—and the decrease in popularity of some of the traditional methods you know well.

What is New Media?

New media is the future of advertising. More and more consumers and businesses rely on new media to find their information. Ultimately, new media refers to content that is easily accessible via many different forms of digital media. When related to advertising, some examples of new media include online advertising (retargeting, banner ads, etc.), online streaming (radio and television) and social media advertising. Each of these are means in which businesses have the capability to reach consumers and other businesses with ease.

New media, also called digital media, consists of methods that are mostly online or involve the Internet in some sense. These methods include:

- Search engine optimization
- Pay-per-click advertising
- Content marketing
- Social media

Effect of Traditional and New Media on Consumers

As consumers, we sometimes find ourselves in a conundrum when it comes to how get our information. Now-a-day, more and more consumers use the internet to quickly find information, making new media advertising pertinent for any type of business. However, at the same time, consumers still take a good chunk of time out of their day to use traditional media. On the way to work we have our radios playing, at home we have the television on watching the news, and at the doctor's office we find ourselves reading the magazine on the end table next to us. Each of these are forms of traditional advertising that we use on a daily basis.

As consumers, we may also find that there are instances when we multitask each day. Take it from experience, there are many times when I'll be at home watching television and at the same time I'll be on my tablet looking up the next vacation I'm going to take. It's at these times that as an advertiser you need to decide where the best place to put your money will be. Is it going to be running an ad on that television show that I'm watching, or is it going to be online while I'm surfing the web? For advertisers, it's important to find that balancing act and not to strictly choose one over the other, but to weigh all the options, and find a harmonious mix between both traditional and new media.

Finding the Equilibrium

The million-dollar question is this – how do we find this equilibrium between a world of traditional and new media? For starters, although traditional advertising is important for businesses to effectively reach mass consumers, I highly recommend finding a way to inject a type of new media into all media campaigns.

Traditional media tends to be a bit more expensive than new media, but it also has the ability to reach a broad target audience. If the ultimate goal of the business is to reach a broad range of people, this is definitely the way to go. If you want to target a narrower audience, then new media may be the way to go.

New media is changing the overall media landscape. New media allows businesses to target ads more specifically to consumers based on their age, gender, marital status, etc. It also allows businesses the ability to track what these consumers are doing and how they end up on your website. All of these reasons make new media imperative to any media campaign.

There are ways that traditional media can be tracked, but sometimes we ask ourselves is the ad targeting the people we really should be targeting? New media allows us to get this data and analyse our target audience. From there, we may have a better understanding of where traditional media dollars should be spent.

All-in-all, the key to a successful media campaign is to have a well-balanced mix of media that ultimately targets your businesses audience. It's important to not waste advertising dollars on media that won't be effective. Take the time to analyse your business's marketing plan and target audiences and ask yourself what types of media can be used to reach these consumers. Overall, utilizing a mix of the two has proved beneficial for a variety of our clients over the past few years.

Final Thoughts

When deciding between traditional and new media, it's all about finding equilibrium. For some businesses traditional media may not be the right choice and new media is. For other businesses it very well may be the opposite. As a media guru, I encourage each business that I work with to see both sides of the spectrum and to know that there is always a way to reach the end consumer. Just because traditional media has tested the tides of time, doesn't mean that new media won't outlast. Next time you plan your media attack, analyse all options and decide what will work best.

MODULE 2

SEARCH ENGINE OPTIMIZATION

What is search engine?

Search engines are programs that search documents for specified keywords and returns a list of the documents where the keywords were found. A *search engine* is really a general class of programs, however, the term is often used to specifically describe systems like Google, Bing and Yahoo! Search that enable users to search for documents on the World Wide Web.

Different types of search engines.

When people mention the term "search engine", it is often used generically to describe both crawler-based search engines and human-powered directories. In fact, these two types of search engines gather their listings in radically different ways and therefore are inherently different.

Crawler-based search engines, such as Google, AllTheWeb and AltaVista, create their listings automatically by using a piece of software to “crawl” or “spider” the web and then index what it finds to build the search base. Web page changes can be dynamically caught by crawler-based search engines and will affect how these web pages get listed in the search results.

Crawler-based search engines are good when you have a specific search topic in mind and can be very efficient in finding relevant information in this situation. However, when the search topic is general, crawler-base search engines may return hundreds of thousands of irrelevant responses to simple search requests, including lengthy documents in which your keyword appears only once.

Human-powered directories, such as the Yahoo directory, Open Directory and Look Smart, depend on human editors to create their listings. Typically, webmasters submit a short description to the directory for their websites, or editors write one for the sites they review, and these manually edited descriptions will form the search base. Therefore, changes made to individual web pages will have no effect on how these pages get listed in the search results.

Human-powered directories are good when you are interested in a general topic of search. In this situation, a directory can guide and help you narrow your search and get refined results. Therefore, search results found in a human-powered directory are usually more relevant to the search topic and more accurate. However, this is not an efficient way to find information when a specific search topic is in mind.

Meta-search engines, such as Dogpile, Mamma, and Metacrawler, transmit user-supplied keywords simultaneously to several individual search engines to actually carry out the search. Search results returned from all the search engines can be integrated, duplicates can be eliminated and additional features such as clustering by subjects within the search results can be implemented by meta-search engines.

Meta-search engines are good for saving time by searching only in one place and sparing the need to use and learn several separate search engines. "But since meta-search engines do not allow for input of many search variables, their best use is to find hits on obscure items or to see if something can be found using the Internet.

Hybrid Search Engines, Hybrid Search Engines use both crawler based and manual indexing for listings the sites in search results. Most of the crawler based search engines like Google basically uses crawlers as a primary mechanism and manual screening as a secondary mechanism. When a site is being identified for spam activities, manual review is required before including it again in the search results.

How search engines works

How search engines work? There are three basic stages for a search engine: crawling – where content is discovered; indexing, where it is analysed and stored in huge databases; and retrieval, where a user query fetches a list of relevant pages.

Crawling

Crawling is where it all begins – the acquisition of data about a website. This involves scanning the site and getting a complete list of everything on there – the page title, images, keywords it contains, and any other pages it links to – at a bare minimum. Modern crawlers may cache a copy of the whole page, as well as look for some additional information such as the page layout, where the advertising units are, where the links are on the page (featured prominently in the article text, or hidden in the footer?).

How is a website crawled *exactly*? An automated bot – a spider – visits each page, just like you or I would, only *very* quickly. The crawler then adds all the new links it found to a list of places to crawl next – in addition to re-crawling sites again to see if anything has changed. It's a never-ending process. Any site that is linked to from another site already indexed, or any site that manually asked to be indexed, will eventually be crawled – some sites more frequently than others and some to a greater depth. If the site is huge and content hidden many clicks away from the homepage, the crawler bots may actually give up. There was even a time when large parts of the Internet were essentially invisible to search engines – the so-called "**deep web**" – but this is rare now.

Indexing

Indexing is the process of taking all of that data you have from a crawl, and placing it in a big database. Imagine trying to a make a list of all the books you own, their author and the number of pages. Going through each book is the crawl and writing

the list is the index. But now imagine it's not just a room full of books, but every library in the world. That's pretty much a *small*-scale version of what Google does. All of this data is stored in *vast* data-centers with thousands of petabytes worth of drives.

Ranking & Retrieval

The last step is what you see – you type in a search query, and the search engine attempts to display the most relevant documents it finds that match your query. This is the most complicated step, but also the most relevant to you as web developers and users. It is also the area in which search engines differentiate themselves. Some work with keywords, some allow you to ask a question, and some include advanced features like keyword proximity or filtering by age of content.

The ranking algorithm checks your search query against **billions** of pages to determine how relevant each one is. This operation is so complex that companies closely guard their own ranking algorithms as patented industry secrets.
Why? Competitive advantage for a start – so long as they are giving you the best search results, they can stay on top of the market. Secondly, to prevent gaming of the system and giving an unfair advantage to one site over another.

Exploiting the ranking algorithm has in fact been commonplace since search engines began, but in the last 3 years or so Google has really made that difficult. Originally, sites were ranked based on how many times a particular keyword was mentioned. This led to "keyword stuffing", where pages are filled with mostly nonsense so long as it includes the keyword everywhere.

Then the concept of importance based on linking was introduced – more popular sites would be more linked to, obviously – but this led to a proliferation of spammed links all over the web. Now each link is determined to have a different value, depending on the "authority" of the site in question. If a high level government agency links to you, it's worth far more than a link found in a free-for-all "link directory".

Introduction to SEO and what it involves

What is SEO?

Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

Importance of search for websites:

- The majority of search engines users are more likely to click on one of the top 5 suggestions in the results pages (SERPS), so to take advantage of this and gain visitors to your web site or customers to your online store you need to in the top positions.
- SEO is not only about search engines but **good** SEO practices improve the user experience and usability of a web site.
- Users trust search engines and having a presence in the top positions for the keywords the user is searching, increases the web site's trust.
- SEO is good for the social promotion of your web site. People who find your web site by searching Google or Yahoo are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.
- SEO is important for the smooth running of a big web site. Web sites with more than one author can benefit from SEO in a direct and indirect way. Their direct benefit is increase in search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site.
- SEO can put you ahead of the competition. If two web sites are selling the same thing, the search engine optimized web site is more likely to have more customers and make more sales.

Keyword Search:

When you input a keyword into this tool, it'll **find** the top 10 rankings for that keyword. Then, it'll assign that keyword a "Difficulty Score" based on the pages that currently rank for that **word**. You can look at **search** volume data for your **keywords**, and then pull up the SERP to see the top 10 results for each term.

Keyword Planner:

Keyword Planner is a free AdWords tool for new or experienced advertisers that's like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. Keyword Planner can also help you choose competitive bids and budgets to use with your campaigns.

Page naming

Page name is a term for the title of any **page** on Wikipedia. A **page** is named for the convenience of linking to it by its title. It is shown on the title line, near the top, in large bold letters.

Folder Naming:

The strength of a **folder** and file **naming convention** is dependent on the proposed**naming** structure and the quality and quantity of the data elements chosen

to build it. It should be of no surprise that for any business activity there is always an ideal**naming** structure.

Title Tag

- This is the text you'll see at the top of your browser. Search engines view this text as the "**title**" of your page. **Meta Description Attribute - A** brief**description** of the page. Meta Robots Attribute - An indication to search engine crawlers (robots or "bots") as to what they should do with the page.

Redirection tag:

- 301 Moved Permanently. A 301 redirect is a permanent redirect which passes between 90-99% of link juice (ranking power) to the redirected page. ...
- 302 Found (HTTP 1.1) / Moved Temporarily (HTTP 1.0) A 302 redirect is a temporary redirect. ...
- 307 Moved Temporarily (HTTP 1.1 Only)

Off Page SEO



Unlike On- page SEO, Off-page SEO refers to activities you can perform outside the boundaries of your website. The most important are:

Link Building

Social Media Marketing

Social bookmarking

We will examine these in more details below, but first let me explain about the importance and benefits of off-page SEO.

Why is Off-Page SEO important?

Search engines have been trying for decades to find a way to return the best results to the searcher.

To achieve this, they take into account the on-site SEO factors (described above), some other quality factors and off-page SEO.

Off page SEO gives them a very good indication on how the World (other websites and users) perceive the particular website.

A web site that is high quality and useful is more likely to have references (links) from other websites; it is more likely to have mentions on social media (Facebook likes, tweets, Pins, +1's etc.) and it is more likely to be bookmarked and shared among communities of like-minded users.

What are the benefits of 'off-site SEO' to website owners?

A successful off-site SEO strategy will generate the following benefits to website owners:

Increase in rankings – The website will rank higher in the SERPs and this also means more traffic.

Increase in PageRank – Page rank is a number between 0 and 10 which indicates the importance of a website in the eyes of Google. It is the system invented by Larry Page and Sergey Brin (Google founders) and one of the reasons that Google was so successful in showing the most relevant results to the searcher. Page rank today is only one out of the 250 factors that Google is using to rank websites.

More exposure – Higher rankings also means greater exposure because when a website ranks in the top positions: it gets more links, more visits and more social media mentions. It's like a never ending sequence of events where one thing leads to another and then to another etc.

Link Building

Link building is the most popular and **effective** off-Page SEO method. Basically by building external links to your website, you are trying to gather as many 'votes' as you can, so that you can bypass your competitors and rank higher.

For example, if someone likes this article and references it from his/her website or blog, then this is like telling search engines that this page has good information.

Over the years webmasters have been trying to build links to their websites to get higher rankings and they 'invented' a number of ways to increase link count. The most popular ways were:

Blog Directories – something like yellow pages but each entry had a link pointing to a website.

Forum Signatures – Many people were commenting on forums for the sole purpose of getting a link back to their website (they included the links in their signature).

Comment link – The same concept as forum signatures where you would comment on some other website or blog in order to get a link back. Even worse, instead of using your real name you could use keywords so instead of writing 'comment by Alex Chris', you wrote 'comment by How to lose weight'.

Article Directories – By publishing your articles in article directories you could get a link (or 2) back to your website. Some article directories accepted only unique content while other directories accepted anything from spin articles to already published articles.

Shared Content Directories – Websites like hub pages and info barrel allowed you to publish content and in return you could add a couple of links pointing to your websites.

Link exchange schemes – Instead of trying to publish content you could get in touch with other webmasters and exchange links. In other words, I could link your website from mine and you could do the same.

In some cases you could even do more complicated exchanges by doing a 3-way link: I link to your website from my website but you link to my website from a different website.

Notice that I used the past tense to describe all the above methods because not only they do not work today, **you should not even try them.**

If you try to 'trick' search engines by building artificial links, you are more likely to get a **penalty** rather than an increase in rankings (especially when it comes to Google).

The birth of black hat SEO

Link building was an easy way to manipulate the search engine algorithms and many spammers tried to take advantage of this by building link networks which gradually lead to the creation of what is generally known as black hat SEO.

Google has become very intelligent in recognizing black hat techniques and with the introduction of Panda, Penguin and Hummingbird (that's how the Google Algorithm releases are called), they have managed to solve the problem and protect their search engine results from spammers.

Of course there are still exceptions but they are doing advances in every new algorithmic release and soon enough none of these tricks will work.

To "follow" or "nofollow"

In addition to the above and in order to give webmasters a way to link to a website without passing any 'link juice' (for example in the case of ads), search engines introduced what is known as the "nofollow" link.

This is a special tag you can add to a link (for example: "Some Site) that tells search engines not to count the particular link as a 'vote of trust' to the referenced website.

This was done so that you can link to other websites from yours without taking the risk of being caught for selling or exchanging links.

As a rule of thumb, you should add the nofollow tag on all your external links (within your pages) that go to websites you cannot trust 100%, to ALL your comment links, to ALL your blogroll links and to ALL banner ad links.

What is a good link?

So, if the above links are not useful, what is a good link?

First, you should understand that link building it's not only a matter of quantity but it is a matter of quality as well.

In other words, it no longer matters how many links are pointing to your website but it is more important from where these links are coming.

For example, a link from a normal blog does not have the same 'weight' as a link from *New York Times* or a link from *Matt Cutts blog* (former head of Google Quality team) is not the same as a link from my blog.

The obvious question is, how to you get these links?

If you ask Google they will tell you that any links pointing to your website has to be natural links. **Natural links** are exactly what their name implies. A website owner or blogger likes another website or blog and naturally adds a link to his/her blog.

Does this happen in reality or is it another myth?

It certainly does but you have to try really hard to get to this point. Take for example this blog, there are many incoming links because other webmasters find the content interesting and I also link to other sites in my articles because I find their content interesting and want to inform my readers about it.

This is natural link building, a link has more value from the reader's' point of view rather than the search engine's point of view.

The best way to attract links is to publish **link worthy content** that other people would like to link to.

f natural links are what I have just described above, in which category do all other links belong?

They belong in the category of artificial links and by adopting such techniques you increase the risk for getting a manual or algorithmic penalty by Google.

Is guest blogging a valid way to build links?

Guest posting can be a valid way to get links back to your website provided that you don't do it just for links and that you don't overdo it. You can read these 2 articles to get a complete picture as to when to accept guest posts on your blog and when to guest post on other blogs.

Social Media

Social media is part of 'off-site SEO' and if you think about it, it's also a form of link building. It should be noted that almost all of the links you get from social media sites are "nofollow" but this does not mean that they do not have any value.

Social Media mentions are gaining ground as ranking factors and proper configuration of social media profiles can also boost SEO.

Social Bookmarking

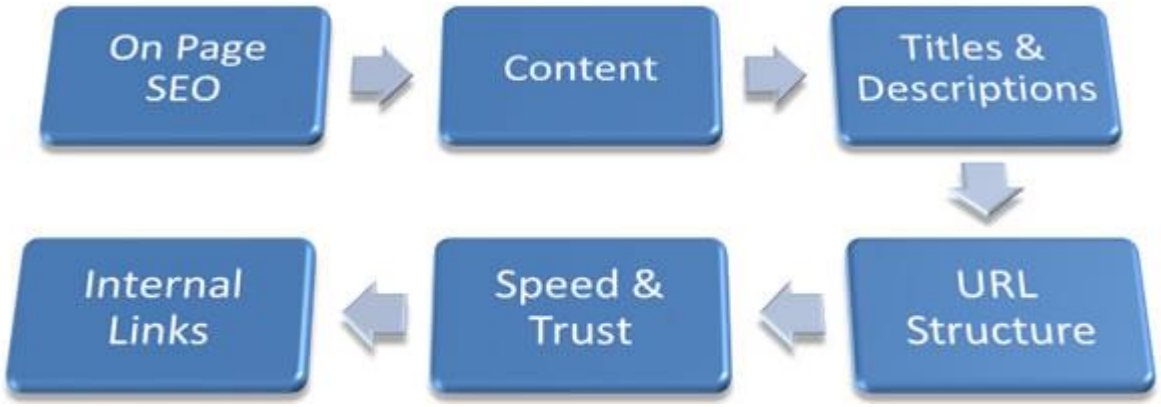
Social bookmarking is not as popular as it used to be in the past but it is still a good way to get traffic to your website. Depending on your niche you can find web sites like reddit.com, stumbleupon.com, scoop.it and delicious.com (to name a few) to promote your content.

Conclusion

Off-page SEO is as important as on-site SEO. If you want your SEO campaigns to be successful, you have to do both. When thinking about link building don't take the easy way, but try to get links from hard-to-get places. The more difficult is to get a link, the more value it has.

In the past, you could easily get thousands of links and rank higher but nowadays you have to do more than that. My advice is to forget about link building all together and put all your efforts in making a great website, promote it correctly and everything else will follow.

5 On-Page SEO Techniques That'll Boost Your Rankings (Checklist Included)



On page SEO is one of the most important processes you can use, not only for achieving better rankings but also for running successful Internet marketing campaigns.

Every SEO campaign has your website in focus and if it's not properly optimized for both search engines and users, your chances of success are minimized.

Before getting into the details on which SEO techniques to use to improve your on-site SEO, let's start with some basic terminology.

What is On-Page SEO?

On-page SEO is the process of optimizing each and every web page of your site in order to rank higher in the Search Engine Results Pages (SERPS). On-Page SEO has to do with both technical SEO (titles, descriptions, urls etc) and the content of your web pages.

Your ultimate goal with on-page SEO, is to speak the 'search engines language' and help crawlers understand the meaning and context of your pages.

Is on-page SEO more important than off-page SEO?

To achieve maximum exposure in the search engines and keep your users happy you need both off-page SEO and on-page SEO.

In my opinion on page SEO is more important (at least for new websites), and I will explain below why.

1) 'Speak' the search engines language: It makes more sense to start with on-page SEO and get it right rather than trying to convince search engines to give you better ranking with off page SEO.

Search engines are computer programs (software) and they understand a particular language. With SEO and especially on page SEO, you 'speak' their language and your goal is to help them understand what your website is about.

In other words, the more signals you can give them, the greater are your chances of achieving better rankings.

2) On Page SEO is about the user as well: Never forget that your primary goal is to keep your users happy.

Off Page SEO may bring traffic to the website but if it is not setup correctly or if it is not user friendly, the results will be disappointing.

3) Many websites get it wrong: It's amazing but it is true that the majority of websites today are not optimized for search engines.

Despite the plethora of information about SEO, many website owners believe that it does not worth to try SEO and they quit before starting.

For those cases on-page SEO has a lot to offer both in terms of usability and also in terms of traffic.

4) On Page SEO is sometimes all you need: If you are running a website for a small business and you need to get local customers searching for various terms on Google then on page SEO is all you might need to do.

5) Off page SEO comes after on page SEO: In order to start thinking on how you can promote your website you need to ensure that it is optimized and in good condition. So, the first step is to work with on-site SEO and then go off-site.

5 on page SEO techniques for better rankings

Content comes first

A website with brilliant content can do great with or without SEO, a website with bad content will not survive with or without SEO, a website with good content can become even better with SEO!

So, what is considered Good Content?

Original Content (articles, text, images, videos, presentations, infographics, comments etc.) – No copies or rewrites of existing articles.

Content published on your website first – Even if it's your own content, if you have already published it on another website then it's not good for your site.

Content that includes text as well – Try to have text to accompany your non-text content. For example, if you post videos on your website try to add a text description as well. If you add images, try to describe in words what the image is all about.

Content that is useful – Don't publish content for the sake of publishing. Before hitting the publish button make sure that what goes live adds value to your website.

Content that is well researched – Users don't want to read quickly prepared posts and neither do search engines.

If you are writing about a certain topic or answering a question make sure that what you write is justified and covers both sites of a story.

Long articles are proven to rank better than short articles.

Posting frequency – 2 things are important when it comes to posting frequency. First is to have fresh content on your website and second to establish a publishing strategy and stick to it.

2. Page titles, description and formatting

This is SEO 101 but very important for on-page SEO. When search engines are 'reading' your pages, among the things, they check the page title, the description of the page, the headings and content (text, videos and images).

They do so because they need to understand what the page is all about and then based on other factors (off page SEO, domain authority, competition etc.), they will rank your page (for various keywords) in a position in their index.

Page titles – Each page must have a unique title that will help both search engines and users understand what the page is about. A page with title "On Page SEO Tips" is better than a page with title "index.html".

Descriptions – The page description is what the searcher will see in the search engine results page. It has to be descriptive, up to 150 characters and unique for each page.

It's your opportunity to advertise your page and convince the searcher to click your link and visit your website rather than selecting one of the other links.

Read **SEO Tips for Beginners**, for examples and guidance on how to write good titles and descriptions.

Formatting – A page needs to be properly formatted. Think of it like a report which needs to have a heading (h1) and sub headings (h2).

Important parts of the report are highlighted with bold, underline or italics.

Do not just throw text on the page but make sure that it is readable.

Besides the formatting practices explained above, you also need to use a good size font (at least 12px) and split the text into small paragraphs (max 4-5 lines).

Images – Images are important for presentation purposes but they should not increase the loading time of the website. Best practices for using images:

Use original images. If you need to use an existing image from the web you need to reference the source.

Optimise the size of the images – the smaller the size (in bytes) of the image the better.

Use an ALT tag to describe the image – This helps search engines understand what the image is about.

Use descriptive filenames – Don't just name your image 'image1.jpg' but try to use descriptive filenames, for example 'man-doing-push-ups.jpg'.

Use a Content Delivery Network – If you have a lot of images in a single page you can use a CDN service that will make your page load faster. In simple terms, your images will be hosted and served by a number of servers and this speeds up the loading process.

3. URL Structure

The URL structure is an important part of on-page SEO. Whenever I talk about URL structure, I prefer to split it into 4 major parts:

Permanent links – A permanent link is the unique URL of each page. Good URLs should be less than 255 characters and use hyphens to '-'separate the different parts.

Breadcrumb – A breadcrumb is also important for all your pages because it allows users to navigate your website in a structured way since they always know where they are and how deep below the home page.

User Sitemap – One of your options in your menu (either top or bottom) should be the User Sitemap.

This is an html file that represents the structure of your website. Visit **my sitemap** as an example.

4. Internal linking

Linking to pages within your website is very important for SEO because:

It's like building your own web: If you watch this nice tutorial by Google on how search works, you will see that the first step a search engine spider will do is follow the links they find.

So when they arrive at your page, if you don't have any other links within the text they will read your page and go but if you have links pointing to other pages within your website they will take those into account as well.

It's a way to let search engines know about your other pages: As explained above when search engines find a page with links, they will go and read those pages too, so you can use this technique to tell search engines about pages of your website they have not yet discovered.

It's a way to tell search engines which are your most important pages: Every website has some pages that are more important than others. Internal linking is one of the ways to pinpoint the most important pages by sending them more internal links.

It's a way to increase the users spend on your site – A user that is reading your post is more likely to click on a link to read more about a certain subject and thus increase both the time spend on your website and the number of pages per visit.

Best practices for internal linking**:**

Don't use keywords only for your internal links

Add internal links when they are useful for your reader

No more than 15 internal links per page (this is my opinion and not based on any research or studies)

When possible, add the links in the main body of your webpage (not in the footer or sidebar)

5. Speed and Mobile

Last but not least, 2 SEO techniques that are becoming more and more important are Speed and Mobile friendliness.

Speed: Google is investing a huge amount of money to make the web faster. In every Google I/O someone will talk about the importance of speed and their desire to include the fastest websites in their index.

In order to 'force' web site owners to take speed into account they have officially added speed as one of the ranking factors.

So, we know for sure that website speed does matter when it comes to SEO and ranking.

As a webmaster your job is to make sure that your website loads as fast as possible by taking into account Google's recommendations.

Mobile Friendliness: Almost 60% of the searches in Google are now coming from mobile devices (Updated December 2016).

This means that if your website is not mobile friendly, you are already losing half of the potential traffic. What should you do?

As a first step, make sure that you website is **mobile friendly** and as second step consider **accelerated mobile pages**, which is the new way of building super fast mobile friendly pages.

On-Page SEO Checklist

If you have read the article up to this point, the main tips are summarized in the checklist below: (You can also download in PDF format for printing **– On page SEO Checklist**)

On-Page SEO Checklist

Content

Content is original – copyscape checked?

Content is first published on your website?

Content has enough descriptive text?

Content is well researched with references?

Do you have a clear publishing strategy?

Pages Titles, description and formatting

Page titles are unique for each page?

Descriptions are unique and up to 150 characters?

Text is properly formatted using H1, H2, Bold, Italics?

Text is split into small paragraphs?

Font size is easy to read on small screens (tablets) as well?

Image size is optimized using smushit?

All images have alt tags defined?

Image filename is descriptive?

URL Structure

Permanent links use '-' as separator ?

Website pages/posts are grouped into categories?

There is breadcrumb on all posts/pages?

There is an HTML User Sitemap?

Internal Links

Pages have internal links?

There is a 'Related posts' section at the end of each page?

Internal links use both keyword and non-keyword anchor text?

Speed and Mobile Friendliness

Website scores more than 90% when checked by Google pagespeed insights?

Website is mobile friendly and passes the Google mobile friendly test?

For website owners that are new to SEO or simply do not have the time to deal with web site optimization, you can always hire a trusted SEO firm to do the work for you.

Have a look at our great range of SEO packages, suitable for every online business, customized to your own needs and requirements and at competitive prices.

Back Link:

A **backlink** for a given web resource is a link from some other website (the referrer) to that web resource (the referent). A *web resource* may be (for example) a website, web page, or web directoryA backlink is a reference comparable to a citation. The quantity and sources of backlinks for a web page are among the factors that googles page rank algorithm evaluates in order to estimate how important the page is. The PageRank score is, in turn, one of the variables that google search uses to determine how high a web page should go in search results.[4] This weighting of backlinks is analogous to citation analysis of books, scholarly papers, an academic journal.

Page Rank

Page Rank is a algorithm used by Google search to rank websites in their search engine results. Page Rank was named after Larry page,[1] one of the founders of Google. Page Rank is a way of measuring the importance of website pages. According to Google. Page Rank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites

Search Engine Algorithm:

A good **search engine** does not attempt to return the pages that best match the input query. A good **search engine** tries to answer the underlying question. If you become aware of this you'll understand why Google (and other **search engines**), use a complex **algorithm** to determine what results they should return.

search engine algorithm is a set of rules, or a unique formula, that the search engine uses to determine the significance of a web page, and each search engine has its own set of rules. These rules determine whether a web page is real or just spam, whether it has any significant data that people would be interested in, and many other features to rank and list results for every search query that is begun, to make an organized and informational search engine results page. The algorithms, as they are different for each search engine, are also closely guarded secrets, but there are certain things that all search engine algorithms have in common.

1. Relevancy – One of the first things a search engine algorithm checks for is the relevancy of the page. Whether it is just scanning for keywords, or looking at how these keywords are used, the algorithm will determine whether this web page has any relevancy at all for the particular keyword. Where the keywords are located is also an important factor to the relevancy of a website. Web pages that have the keywords in the title, as well as within the headline or the first few lines of the text will rank better for that keyword than websites that do not have these features. The

frequency of the keywords also is important to relevancy. If the keywords appear frequently, but are not the result of keyword stuffing, the website will rank better.

2. Individual Factors – A second part of search engine algorithms are the individual factors that make that particular search engine different from every other search engine out there. Each search engine has unique algorithms, and the individual factors of these algorithms are why a search query turns up different results on Google than MSN or Yahoo!. One of the most common individual factors is the number of pages a search engine indexes. They may just have more pages indexed, or index them more frequently, but this can give different results for each search engine. Some search engines also penalize for spamming, while others do not.

3. Off-Page Factors – Another part of algorithms that is still individual to each search engine are off-page factors. Off-page factors are such things as click-through measurement and linking. The frequency of click-through rates and linking can be an indicator of how relevant a web page is to actual users and visitors, and this can cause an algorithm to rank the web page higher. Off-page factors are harder for web masters to craft, but can have an enormous effect on page rank depending on the **search engine algorithm**.

Search engine algorithms are the mystery behind search engines, sometimes even amusingly called the search engine's "Secret Sauce". Beyond the basic functions of a search engine, the relevancy of a web page, the off-page factors, and the unique factors of each search engine help make the algorithms of each engine an important part of the search engine optimization design.

Google panda is a change to **Google**'s search results ranking **algorithm** that was first released in February 2011. The change aimed to lower the rank of "low-quality sites" or "thin sites", in particular "content farms", and return higher-quality sites near the top of the search results.

MODULE III

SOCIAL MEDIA

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. It helps in sharing ideas, thoughts, information etc. It is a platform to help consumers amplify their views. There are mainly nine types of social media; they are as follows:

1. Social Networks or Relationship Network – Services that allow you to connect with other people of similar interests and background. Usually they consist of a profile, various ways to interact with other users, ability to setup groups, etc. The most popular are Facebook and LinkedIn.

While personal relationship networks aren't the oldest type of social media, they can be called the most defining of them all. These channels were one of the first ones to offer public mini-sites, which later became known as profiles, with extensive information about the user that most often require them to register with their real name. Relationship networks allow us to keep all our communications in one place: on our Walls, Timelines or private messages and share updates with our entire networks in one click. They vary from professional relationship networks that help you find work, connect with other professionals in the field, and share recommendations, to romantic relationship networks that help you find single users in your area.

2. Bookmarking Sites – Services that allow you to save, organize and manage links to various websites and resources around the internet. Most allow you to "tag" your links to make them easy to search and share. The most popular are Delicious and StumbleUpon.

In the early days of the Internet (think "Hosting your own site on Geocities" era), content discovery online was a difficult task. Nowadays, there is a plethora of interesting, useful and enlightening content online, and sifting through all of it on your own is simply impossible. Of course, search engines like Google come in very handy when you know what to look for, but when you only have a vague idea of content you'd like to read or watch, there's bookmarking sites. These are web services like Stumble Upon, Pinterest, and Flipboard, where users collect content from elsewhere on the Internet, and save it to their account on the platform. This content can be private or public, and shared with other users. Often, these bookmarking sites will then suggest content similar to the links or images you have already saved on the network.

3. Social News or discussion forum – Services that allow people to post various news items or links to outside articles and then allows it's users to "vote" on the items. The voting is the core social aspect as the items that get the most votes are displayed the most prominently. The community decides which news items get seen by more people. The most popular are Digg and Reddit.

Discussion forums are one of the oldest types of social media. Before we connected to our first university friends on The Facebook, we discussed pop culture, current affairs, and asked for help on forums. Perhaps it's that unquenchable desire to get a share of collective knowledge that accounts for the wide reach and numerous users on forums such as reddit. "The front page of the Internet," as well as other forums like Quora and Digg, seldom require the person's real name to register and post, allowing for complete anonymity, if desired.

4. Media Sharing – Services that allow you to upload and share various media such as pictures and video. Most services have additional social features such as profiles, commenting, etc. The most popular are YouTube and Flickr.

This type of social network is defined by the primary type of media shared among users. Facebook and Twitter have amazing video and image-sharing capabilities; however, the majority of posts shared on these channels contain text. For channels such as Flickr or Instagram, however, images are the main focus—users have to choose, upload and edit image files before proceeding with anything else, such as captions or mentions of other users. Similarly, with sites such as YouTube and Vimeo, or apps like Vine and Snapchat, video is the primary mode of communication.

5. Microblogging – Services that focus on short updates that are pushed out to anyone subscribed to receive the updates. The most popular is Twitter.

6. Blog Comments and Forums – Online forums allow members to hold conversations by posting messages. Blog comments are similar except they are attached to blogs and usually the discussion centers around the topic of the blog post. There are MANY popular blogs and forums

Keep in mind that, while these are the 6 different types of social media, there can be overlap among the various services. For instance, Facebook has microblogging features with their "status update". Also, Flickr and YouTube have comment systems similar to that of blogs.

7. Interest-based networks- One of the most wonderful opportunities presented by social media is the ability to find people with common interests, no matter how niche these hobbies may first appear to be. In addition to Facebook and LinkedIn Groups

and Google+ communities, there are whole networks dedicated to exploration of interest—such as Last.fm for musicians and music lovers, and Goodreads for authors and avid readers.

8. Online reviews- Location-based review services such as Yelp and Urbanspoon are getting more traction as personal social networks adopt geolocation, and more users choose to consult the Internet along with their friends for recommendations of best dining spots. There are sites to review anything from hotels, restaurant or your latest employer—and user reviews have more weight than ever before. Sites like Airbnb and Uber, the biggest service providers in the emerging sharing economy, rely largely on host and driver reviews, respectively, to determine who benefits from the service.

9. E-commerce-Last but not least, a big trend emerging across all types of social media is the ability to view and purchase desired goods with a click of a button. Sites such as Polyvore, Amazon etc. aggregate products from different retailers in a single online marketplace, and services like Etsy allow small businesses and individual crafters to sell their products without an existing brick-and-mortar location. Over the past year, e-commerce elements have been adopted by many networks whose primary functionalities place them in different categories, such as Pinterest, Twitter, and Facebook.

HOW SOCIAL MEDIA IS AFFEFCTING GOOGLE SEARCH

Google search helps to find information using search engine result page. It ranks the highest viewed page first in the search engine results page. Social media affects this google search rankings. Pages that have highest views or followers on the social media sites are ranked highest on the google search. For example, the Friends TV show has high number of followers on Facebook, so it is on the top in the search engine result page. Often, while searching for information related to current affairs, google displays the tweets by the famous twitter handles or the most retweeted tweets on the result page. This way google search is affected by social media.

Google and social media platforms like Facebook and Instagram have had a long and complex relationship. While social signals have long been used in Google algorithms, it’s not so much actual social media accounts that affect the algorithm as it is the results of those accounts. There are millions of social media profiles in the world and if just having one was enough to rank well in Google, everyone would be on the front page of Google’s SERPs. Which would be great except for the fact that

anywhere between 5%-11.2% of all Facebook profiles are fakes. This is one of the major reasons that simply having a social media profile isn't enough to rank well in Google's SERPs. On that same token, however, there are millions of authentic social media profiles around the globe, which means that Google can't afford to overlook them completely. Because of that, Google evaluates social signals rather than social profiles when ranking pages.

Here are a few of the things the search engine looks at:

- How many shares content created by a given brand/individual earns
- How useful, informative, and valuable the content is
- How relevant the content is to a specific base of readers

The reason that Google looks at these things rather than the simple existence of a social profile is because Google's entire mission in search is to provide users with relevant, high-quality search results.

While the existence of a social media profile for a brand or individual isn't necessarily indicative or quality or authority, the presence of plenty of highly-shared, liked, and talked-about content is. It helps the brand or content writer in making a mark and increase recall value.

INTEGRATING SOCIAL MEDIA INTO WEBSITES AND BLOGS

In order to increase views for your brand or content on social media pages and the respective websites, it is necessary to integrate them so that customers can access both, the social media platform and the websites or the blogs. This helps to increase followers on the social media sites and it helps get more clicks on the website.

5 ways to integrate social media on your website or blog

Social share and follow buttons

Make your content shareable with social share buttons. Not only do they help you increase awareness of your content, but when you provide your visitors the opportunity to share your content easily, you're also improving user experience. When choosing social share buttons, make sure you only choose the social networks that matter to you. By keeping it simple and easy, you'll be able to increase the probability of your content being shared. Best practices recommend that social share buttons are placed at the top, bottom, or along the side of your page. Make sure to also include social follow buttons to increase your social media following.

Social login

Most users prefer to log in to a site with social login, as opposed to providing an email address and creating a new account. Improve your website visitors' experience with social login, and increase your website registration conversions and retention. When you provide visitors the opportunity to sign up or log in via their social media profiles you're shortening the registration process, which tends to lead to an increase in the conversion rate for user registrations. With the social data you collect through social login platforms, like LoginRadius, you're able to collect more than 200 data points to help you make more personalized campaigns.

Social Video

Social videos are videos that are created and shared on social networks. The added bonus of social videos for marketers is that they provide an easy social media integration for your website. With so many social media platforms including video in the mix, it would be a missed opportunity to not include your social videos on your website too. For example, Hootsuite uses Vine videos to showcase quick how-to videos. Not only are these videos great on Vine, but they also make how-to blog posts more engaging

Instagram photos

If you want to showcase your Instagram photos on your website and are also trying to increase your Instagram following, embedding your Instagram photos in blog posts allows you to capture new followers from your website visitors. This will help make your page look more attractive while garnering more followers.

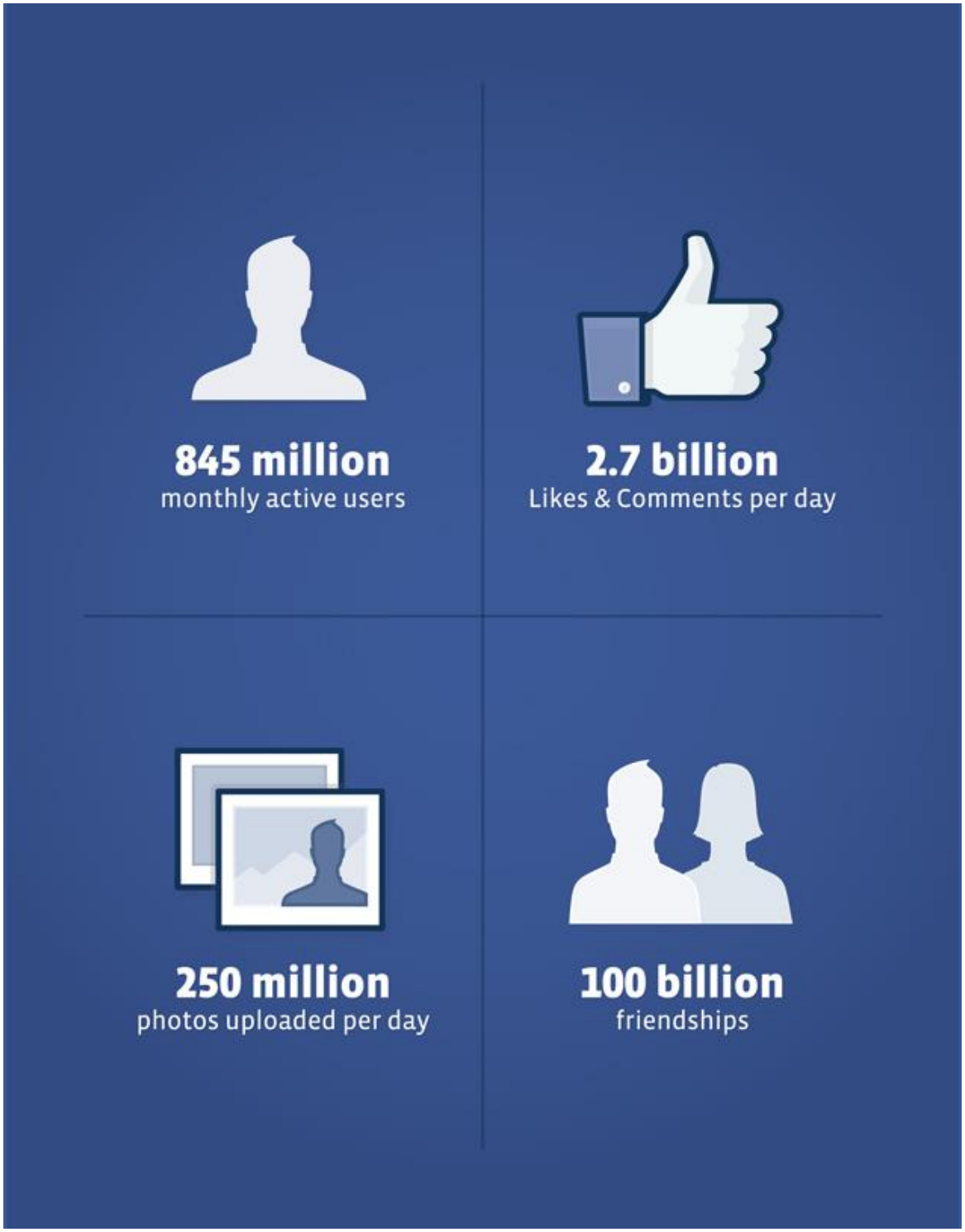
Social Proof

Simply put, when you integrate social proof to your website you're providing your visitors the opportunity to trust you more. With 79% of consumers trusting social proof as much as personal recommendations, it's important you integrate the proper social widgets on your website to increase sales and website conversions. One way to do this is to use one of Facebook's social widgets, such as the "Like Box". This feature shows your visitors that you're a credible source, their friends also like your Facebook page, and that you're a legitimate product or brand. On top of that, you'll also be able to increase your Facebook likes with this social media integration.

Social media is thus a tool of utmost importance for companies using digital marketing. It's the current go to mode of promoting products and services as well increasing readership for blogs or articles. As we advance in technology and are fast becoming a world that uses internet for most of our work, entertainment etc. social media is crucial tool in reaching out to the masses as well as niche crowds.

FACEBOOK

"Facebook was not originally created to be a company. It was built to accomplish a social mission — to make the world more open and connected" — **Mark Zuckerberg**



What you can do with Facebook

People use Facebook to stay connected with their friends and family, to discover what is going on in the world around them, and to share and express what matters to them to the people they care about. Facebook majorly helps trends catch on as well. For example, memes.

Developers can use the Facebook Platform to build applications (apps) and websites that integrate with Facebook to reach our global network of users and to build products that are more personalized, social, and engaging.

Advertisers can engage with more than 800 million monthly active users (MAUs) on Facebook or subsets of our users based on information they have chosen to share with us such as their age, location, gender, or interests. We offer advertisers a unique combination of reach, relevance, social context, and engagement to enhance the value of their ads.

Value for Consumers Through the Facebook Platform

The web, including the mobile web, is evolving to become more social and personalized. This evolution is creating more rewarding experiences that are centred on people, their connections, and their interests. The following elements form the foundation of the social web:

- **Authentic Identity.** Using your real name, connecting to your real friends, and sharing your genuine interests online create more engaging and meaningful experiences. Representing yourself with your authentic identity online encourages you to behave with the same norms that foster trust and respect in your daily life offline. Authentic identity is core to the Facebook experience, and it is believed that it is central to the future of the web.

- **Social Graph.** The Social Graph represents the connections between people and their friends and interests. Every person or entity is represented by a point within the graph, and the affiliations between people and their friends and interests form billions of connections between the points. Our mapping of

the Social Graph enables Facebook and Platform developers to build more engaging user experiences that are based on these connections.

- **Social Distribution.** Over time, people are consuming and creating more kinds of information at a faster pace across a broader range of devices. The growing volume of information makes it challenging to find meaningful and trusted content and to effectively make your voice heard. Facebook organizes and prioritizes content and serves as a powerful social distribution tool delivering to users what they will find most compelling based on their friends and interests.

Value for Developers Through the Facebook Platform

The Facebook Platform is a set of development tools and application programming interfaces (APIs) that enables developers to easily integrate with Facebook to create social apps and websites and to reach our 845 million users. Platform developers build experiences that allow our users to connect and share with friends while engaging in a wide range of activities. Platform developers range from a student on his or her computer at home to teams of programmers at leading websites. We are focused on the growth and success of Platform developers by enabling:

- **Personalized and Social Experiences.** We enable Platform developers to create better products that are personalized and social and that offer new ways for our users to engage with friends and share experiences across the web and on mobile devices. For example, a Facebook user can visit the Pandora website and immediately begin listening to a personalized radio station that is customized based on the bands the user Likes on Facebook.

- **Social Distribution.** We enable Platform developers to reach our global user base and use our social distribution channels to increase traffic to their apps and websites.

- **Payments.** We provide an online payments infrastructure that enables Platform developers to receive payments from our users in an easy-to-use, secure, and trusted environment.

Value for Advertisers and Marketers Through the Facebook Platform

Facebook offers advertisers and marketers a unique combination of reach, relevance, social context, and engagement:

- **Reach.** Facebook offers the ability to reach a vast consumer audience of over 800 million MAUs with a single advertising purchase.

- **Relevance.** Advertisers can specify that we show their ads to a subset of our users based on demographic factors and specific interests that they have chosen to share with us on Facebook or by using the Like button around the web. We allow advertisers to select relevant and appropriate audiences for their ads, ranging from millions of users in the case of global brands to hundreds of users in the case of smaller, local businesses.

- **Social Context.** We believe that the recommendations of friends have a powerful influence on consumer interest and purchase decisions. We offer advertisers the ability to include “social context” with their marketing messages. Social context is information that highlights a user’s friends’ connections with a particular brand or business, for example, that a friend Liked a product or checked in at a restaurant. We believe that users find marketing messages more engaging when they include social context.

- **Engagement.** We believe that the shift to a more social web creates new opportunities for businesses to engage with interested customers. Any brand or business can create a Facebook Page to stimulate an ongoing dialog with our users.

Facebook pages and fan pages:

Pages are for brands, businesses, organizations and public figures to create a presence on Facebook, whereas profiles represent individual people. Anyone with an account can create a Page or help manage one, if they've been given a role on the Page like admin or editor. People who like a Page and their friends can get updates in News Feed. A Facebook **page** is a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but "fans" - which are people who choose to "like" a **page**. Pages can gain an unlimited number of fans, differing from personal

profiles, which has had a 5,000 friend maximum put on it by Facebook. Pages work similarly to profiles, updating users with things such as statuses, links, events, photos and videos. This information appears on the page itself, as well as in its fans' personal news feeds.

The different types of pages are:

Local Business or Place (Business with a location)

Company, Organization or Institution (Business, Non-profit, Governmental Area)

Brand or Product: Single product or brand, different from Business/Company

Artist, Band or Public Figure: Individual's page

Entertainment: memes, gossips, humour)

Cause or Community: people concerned/committed to a cause, not necessarily within a single non-profit

From you (in this case) Cause/community page you can send invites and share the url with friends in your own wall, by email, printed, etc.

How to promote your Facebook page on Facebook?

Creating and promoting a Facebook page is a great way to let people know about your business. It’s easier than ever to connect with more of the people who matter to you by promoting your Page on Facebook.

All it takes is a few clicks. Facebook automatically pulls text and an image to instantly create a beautiful ad. All you need to do is decide who you want to reach and how much you want to spend. That’s it.

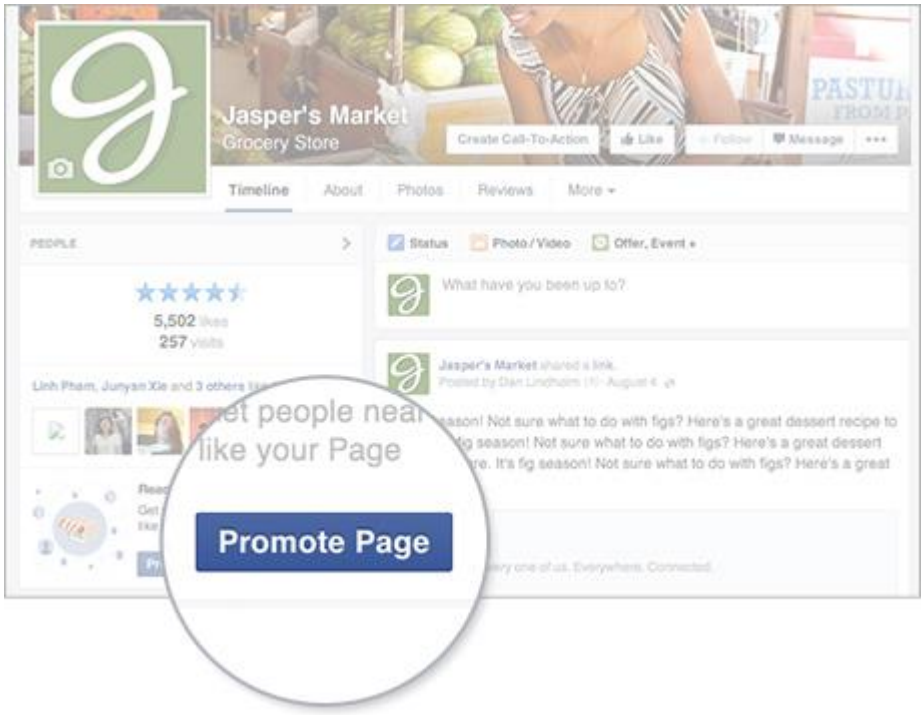
Step 1: Create an ad

Go to the Facebook Page you want to promote

Located on the left-hand side of the Page, you'll see the Promote Page button

The ad will be automatically created from images and copy on your Page. To change the images or text, you need to first change them on your Page.

In the Ad Preview section, you'll see how your ad will look on Desktop News Feed, Mobile News Feed and the Right Column. Your ad will appear in all three formats.

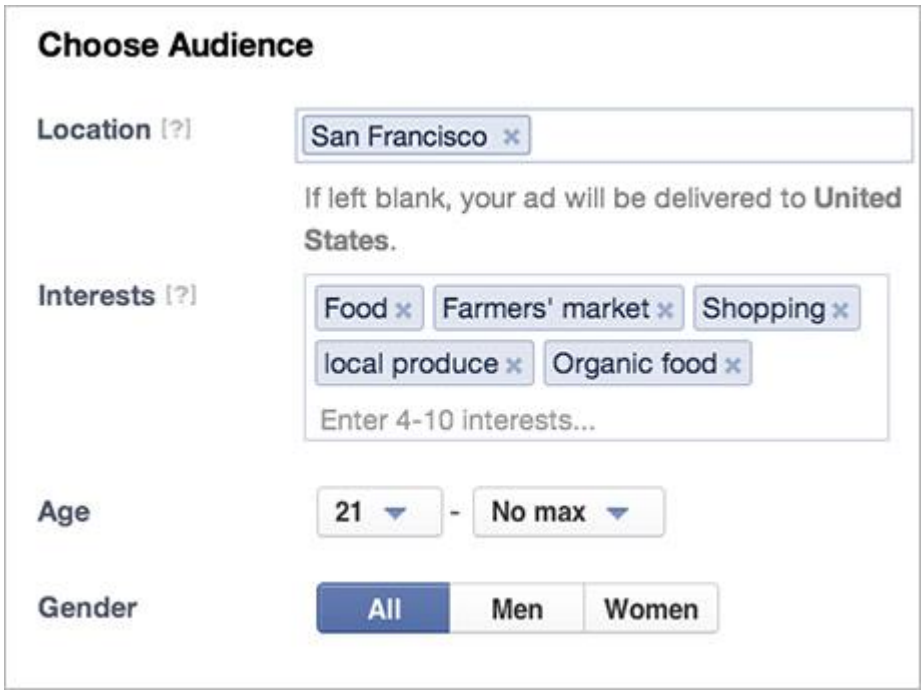


Step 2: Choose your audience

You can specify the location, age, gender and interests of the people you'd like to reach

The Interests field will initially be filled with interests we think make sense for your customers, but we encourage you to type into the box any additional interests or to remove any interests that don't apply

If you'd like to apply more advanced targeting options, try using the ads create tool to promote your Page



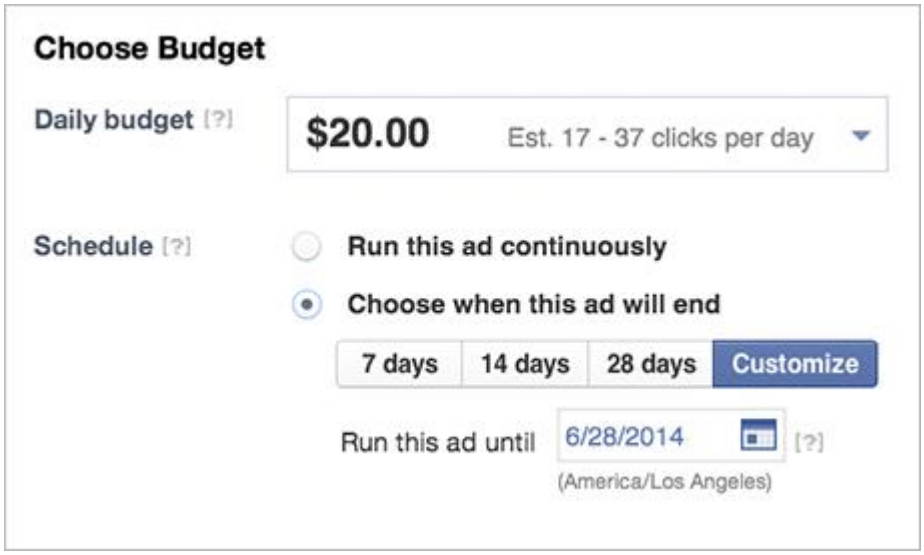
Step 3: Choose your budget

The budget you enter will be a daily budget

You can choose to promote your Page continuously, or set an end date for your promotion

You'll only be charged when your ad is displayed on Facebook, so your entire budget may not always be spent

For more sophisticated bidding and budgeting options, try using the ads create tool to promote your Page



Case Studies:

Dominos created an international campaign on Facebook to unify all its fan and gain new fans by offering 50% off all online pizza orders. They used Facebook pages and ads to get more likes and gave people the option to invite their friends. The coupon was only good for fans of Dominos.

“It was the first time we activated a single promotion worldwide,” said Dennis Maloney, Domino’s VP of digital marketing.

Results:

542,000 people were taken to the Dominos online ordering site.

Record online sales and likes in many countries including the U.S., Canda, and the U.K.

Pedigree wanted to raise awareness about the 4 million dogs living in shelters and help raise donations for those dogs. It also wanted to create a place online where dog lovers could unite. Pedigree used Facebook to connect dog lovers to their philanthropic cause by saying for every like they received, they would donate a bowl of food to animal shelters nationwide. Pedigree reached their audience by placing a Reach Block and developing an application to allow fans to share that they helped a dog in need.

Results:

The Pedigree Adoption Drive Facebook Page fan count grew from 55,000 to more than 1.1 million.

A click-through link fans can use to go and donate money from the Facebook page has led to $600,000 raise for animal shelters nationwide.

PepsiCo India wanted to create a large media presence during the Cricket World Cup, India's biggest sporting and media event. PepsiCo wanted to create a large branding event, get its advertisements closer to its consumers, create an engaging atmosphere, and drive audiences to its Cricket World Cup app. PepsiCo ran a 3 round ad campaign on Facebook with Premium Video Poll Ads, Premium Video Like Ads, and Premium Ads.

Results:

The ads received more than 22 million views

53,000 people responded to the poll ads in 24 hours

The PepsiCo India Facebook Page received almost 16,000 connections during the campaign. The number climbed to 22,000 with sustaining media. The page now has more than 1 million fans.

Durex India

Bowling over Indian men

Riding the cricket wave, the brand grew its market share in India by connecting with its audience on Facebook during key moments throughout the World Cup.

9%increase in year-on-year sales

29%increase in sales during the campaign

54 millionmen in India reached

Their Story

Long-standing presence

Owned by Reckitt Benckiser, Durex makes condoms, sex toys and lubricants. Despite being an established global name with a presence in over 150 countries, Durex faced competition from local brands in India.

Their Goal

Propositioning cricket fans

Cricket is India's favorite sport, and is popular among young men. Spotting an opportunity to grow both brand awareness and its market share, Durex wanted to use Facebook to share the excitement about the Cricket World Cup with its target audience.

Facebook helped us connect with our brand audience in a new and unique way. By targeting young cricket-obsessed Indian males using humorous and provocative messages, Durex became a talking point amidst the cricket fever. In addition to improving reach, awareness and engagement, the campaign generated a lift in sales for the brand, which is an ultimate testament for its success.

Rohit Jindal, Marketing Director, Reckitt Benckiser India

Their Solution

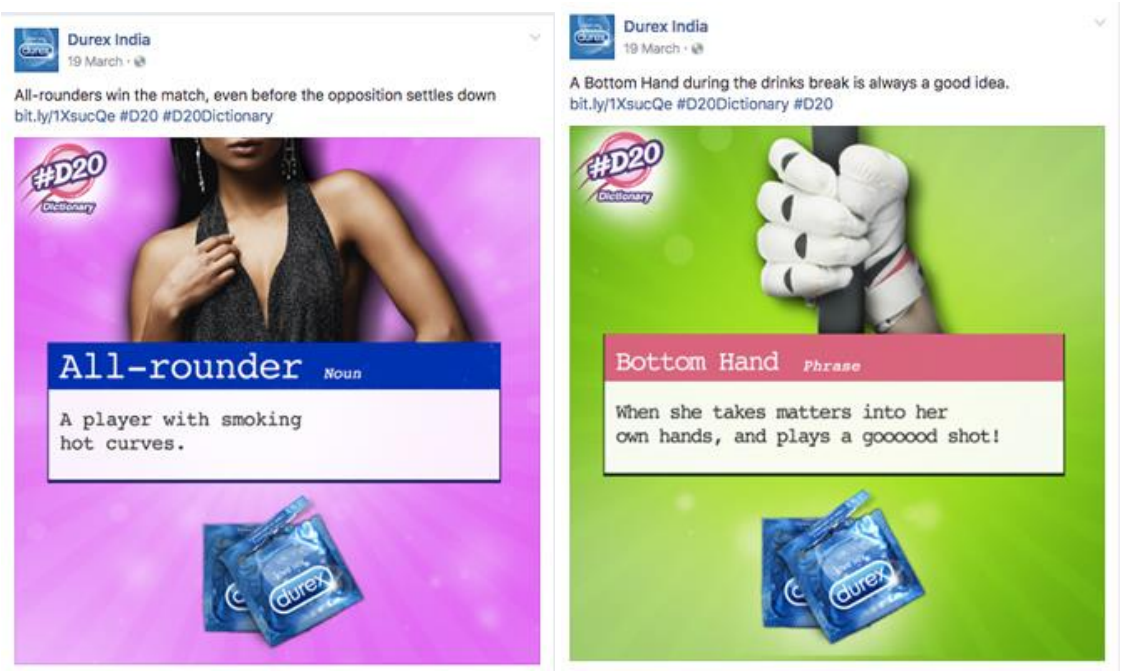
Cheeky creative

Facebook's Audience Insights revealed that Durex's young male target audience cared about cricket. So the brand decided to make cricket the focus of its campaign, in line with the upcoming World Cup.

Working with iContract, it developed a series of ads that encouraged men to take a break from watching cricket, and put Durex's products to use. The brand created a #D20 Dictionary that interpreted popular cricket terms with a cheeky twist. For example, the term "leg glance" was translated to "when you can't take your eyes off the leg side."

Targeting Indian men over the age of 15, Durex ran photo ads featuring these alternative definitions alongside suggestive cricket-themed images. Its video ads had the same humorous tone. For example, one video showed a couple watching a match with an older member of the family. During an unexpected power outage, it was suggested that they take the opportunity get romantic.

Durex worked with Interactive Avenues to plan its media spend. The agency used reach and frequency buying to help the brand reach its target audience and stay connected throughout the cricket season.



Products used

Ads

Video

Desktop News Feed

Mobile News Feed

Goals

Raise Brand Awareness

Increase In-store Sales

Their Success

On the front foot

By transforming insights about its audience into relevant ad creative, and supporting it with strategic media buying, Durex was able to boost sales during the World Cup tournament.

Between February 15–May 31, 2016, the campaign achieved:

9% increase in year-on-year sales

29% increase in sales during the campaign period

54 million men in India reached

Maybelline India



Combining Facebook and Instagram for impact

In a first for the country, Maybelline India used both Facebook and Instagram to promote its partnership with Amazon India Fashion Week, achieving an 18-point lift in ad recall.

18-pointlift in ad recall

6-pointlift in campaign awareness

5-pointlift in message association

Their Story

From New York to India

As the world's leading makeup brand, Maybelline India captures the energy, edge and style of New York. The brand inspires all women to express themselves, define their beauty and make their mark on the world.

Their Goal

Make makeup happen

Maybelline India wanted to use its partnership with Amazon India Fashion Week (AIFW) to promote key products to Indian women aged 15–34 who were interested in beauty, shopping and fashion.

As the most-followed brand for women in India, Facebook and Instagram offers Maybelline the chance to build a large community of women who are interested in learning about makeup and the power of expression via makeup. Our combined AIFW campaign focused on both education and inspiration with a clear message, helping us to achieve some fantastic results.

Pooja Sahgal, General Manager, Maybelline India

Their Solution

A model approach

To promote its partnership with AIFW, Maybelline India launched a creative-driven campaign which, in an Indian first, ran simultaneously across Facebook and Instagram. The campaign allowed the brand to share the Fashion Week experience with its target audience across both platforms via visually interesting content.

The stylish creative resonated with the audience of women aged 15–34, helping inspire them and demystify the makeup looks for Indian consumers. Maybelline India used photo ads and carousel ads on Facebook to highlight its makeup promotions, while DIY video ads showcased the runway looks, encouraging people to try them out at home.

It also used link ads on Instagram to promote new products and promotions, showcasing face charts and pack shots designed to inspire the audience and guide them through the path to purchase.

Maybelline India used Facebook's reach and frequency buying throughout the 5-week campaign to ensure new products launched during the AIFW were seen widely by potential customers, while also controlling the number of times each person saw its posts.



Products used

Ads

Video

Carousel

Instagram Ads

Goals

Raise Brand Awareness

Their Success

Best face forward

Maybelline India’s pioneering Facebook and Instagram campaign used ad formats and targeting to promote the brand’s partnership with AIFW, as well as its own products and promotions. The successful campaign achieved the following results:

18-point lift in ad recall

6-point lift in campaign awareness

5-point lift in message association



How to Embed a Widget on a Facebook Business Page?

Facebook and its third-party developers have produced thousands of widgets -- known as applications or “apps” -- to add entertaining or useful features to Facebook

profile pages, homepages, fan pages and business pages. Facebook automatically adds a selection of its own apps to all business Facebook pages. Add a third-party widget to your page from the application's About Web page.

Sign in to Facebook.

Type the name of the application that you want to add into the "Search" box at the top of the page. To browse a selection of apps, enter relevant keywords into the box. Click "See More Results" at the bottom of the Search pane to open your search in a new page.

Click the "Apps" button in the menu on the left. This filters the Facebook search to return only applications, rather than people, groups and other pages.

Click on the name of the app in the list of search results. This opens the application's About Web page.

Click the "Add to My Page" link at the bottom of the left-hand menu. This opens the "Add" dialog box with a full list of all your pages. Click the "Add to Page" button beside the name of the page on which you want to add the application.

Click the blue "Close" button to exit the dialog box. This adds the app, or widget, to your business Facebook page.

How to Link a YouTube Channel to a Facebook Business Page?

The best way to market your business is to diversify, especially when it comes to online marketing. Creating a YouTube channel and a Facebook business page allows you to employ the power of video and social-network marketing. While the types of people you attract to your YouTube channel may be the same as those you attract to your Facebook page, they may not know you have a Facebook page. Inserting a link to your page on your YouTube channel gives you a way to connect those users with a click of the button.

Sign into your YouTube account. Click your username at the top-right of any YouTube page and selecting "Channel." Open another page in your Internet browser and go to your Facebook business page.

Click the blue "Edit" link next to "Profile" on the left side of your YouTube channel page.

Click the checkbox next to "Website" if a checkmark is not present. Switch to your Facebook business page. Highlight the URL, right-click and select "Copy."

Switch back to your YouTube channel. Click the “Website” text box, right-click the box and select “Paste.” Your Facebook business page URL will appear. Click “Save Changes” at the bottom of the “Profile” section on your YouTube channel page. When users visit your channel, they can click your website link to go to your Facebook business page.

The last few years have been tough for Facebook marketers. Organic reach has dropped, younger users gravitated toward newer platforms like Instagram and Snapchat and there’s more competition than ever. Despite all of this, we’re here to tell you that Facebook is far from dead.

In order to get more out of Facebook, you have to go beyond publishing a handful of posts per day. It just isn’t as effective anymore. Now you have to dive into other features like Facebook ads to comply with their algorithm, but what about Facebook events?

How to Create Effective Facebook Events

Facebook events are the perfect way to get users’ attention and keep it. With Facebook’s calendar connection, most people have their Facebook events connected to their smartphones. This means you can keep your audience in the know without doing much leg work.



But it's not just about creating great Facebook events. You have to know how to plan, coordinate and spread awareness of your brand through this tool. Don't write off Facebook, but instead, use it in a way that will benefit you and your customers.

In this post, we'll give you 13 ways on how your brand can get the most out of Facebook Events and actually get people to attend:

1. Name Your Event

First and foremost, your Facebook event should have an official name.

Not only does naming your event help it stand out, but it also makes it easier for people to remember and talk about with their friends.

2. Write a Clear & Thorough Description

Your description is where you'll give important details for your event such as pricing, special guests and the schedule. You can also include compelling copywriting to boost the attendance.

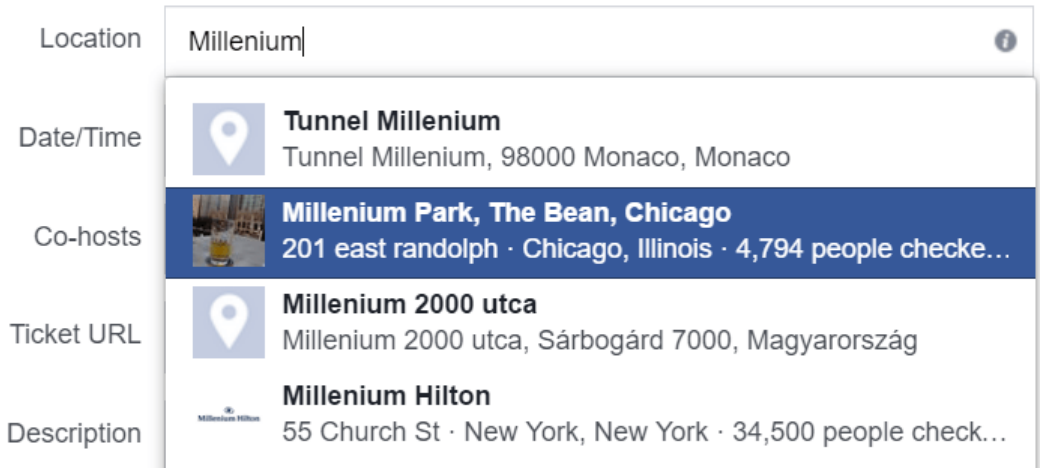


Another great way to use the description is to add special information about the location. For instance, if the event is in a certain part of a larger venue, you can list that in the description so people know where to go once they arrive.

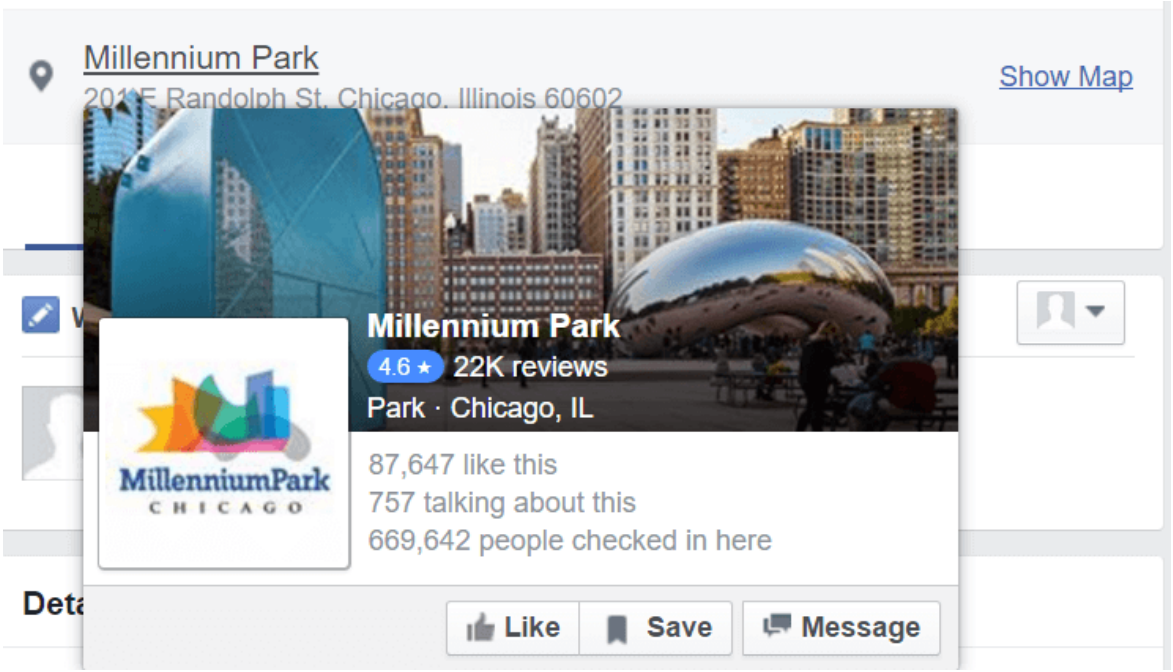
3. Use Facebook Recognized Venues

When you're creating Facebook Events, you can put an exact location for where it will take place. You have the option of entering an address, or you can enter the name of a venue on Facebook.

Start typing the name of the venue, and Facebook will autocomplete it with suggestions.



When people hover over the name of the location, the page will pop up. You can reach out to the venue and see if there's an opportunity for them to promote the event as well since you're highlighting their business.



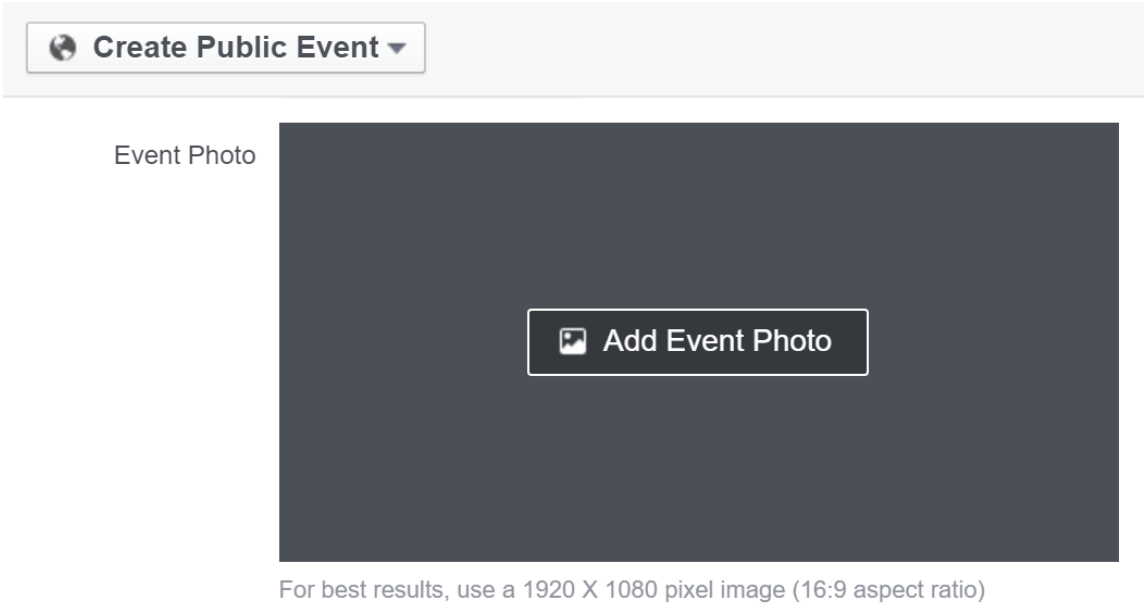
4. Use an Eye-Catching Event Photo

Facebook Event photos should compel people to want to find out more. That means your photos should be eye-catching and relevant.

If you're hosting a party to celebrate your company's 10th anniversary, you'd probably want your photo to be festive and incorporate the 10 years somehow. The purpose of your event should be clear from the photo.

Another common issue brands run into with Facebook Events is trying to figure out what size photo to use. Since your event photo can be displayed in multiple places such as the News Feed and upcoming events section, you need an image that will look great when it's resized.

Facebook recommends using the dimensions 1920 X 1080 pixel image or a 16:9 aspect ratio.



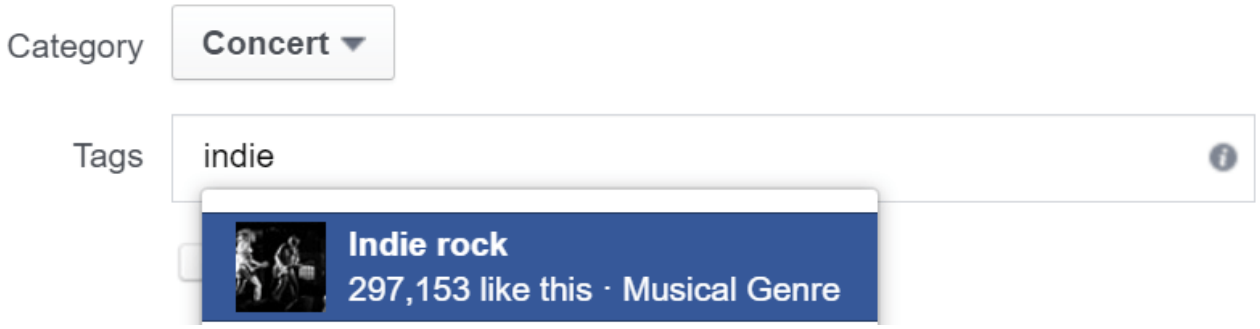
More likely than not, you're going to share this event across other networks as well. That's why it's important to use a tool like Landscape. With this free tool you can easily resize, crop and adjust images to all major social media platforms. All you have to do is upload the image and choose which networks and styles you want for the same image.



5. Use Keywords for Tags

Optimize your Facebook Event by including relevant keywords in your tags section. Don't limit yourself to just branded keywords. For instance, if you're hosting a music

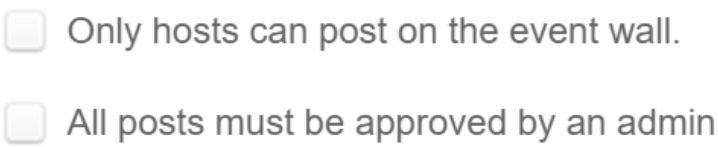
concert, you could include the genre as a tag. Start typing relevant keywords and Facebook will give you suggestions.



Adding tags allows Facebook to recommend your event to users based on their interests, so fill out as many as possible.

6. Let People Post on The Event Wall

When you're creating a public event, you have the option to only allow hosts to post on the event's wall. In most cases, you should leave this unchecked.



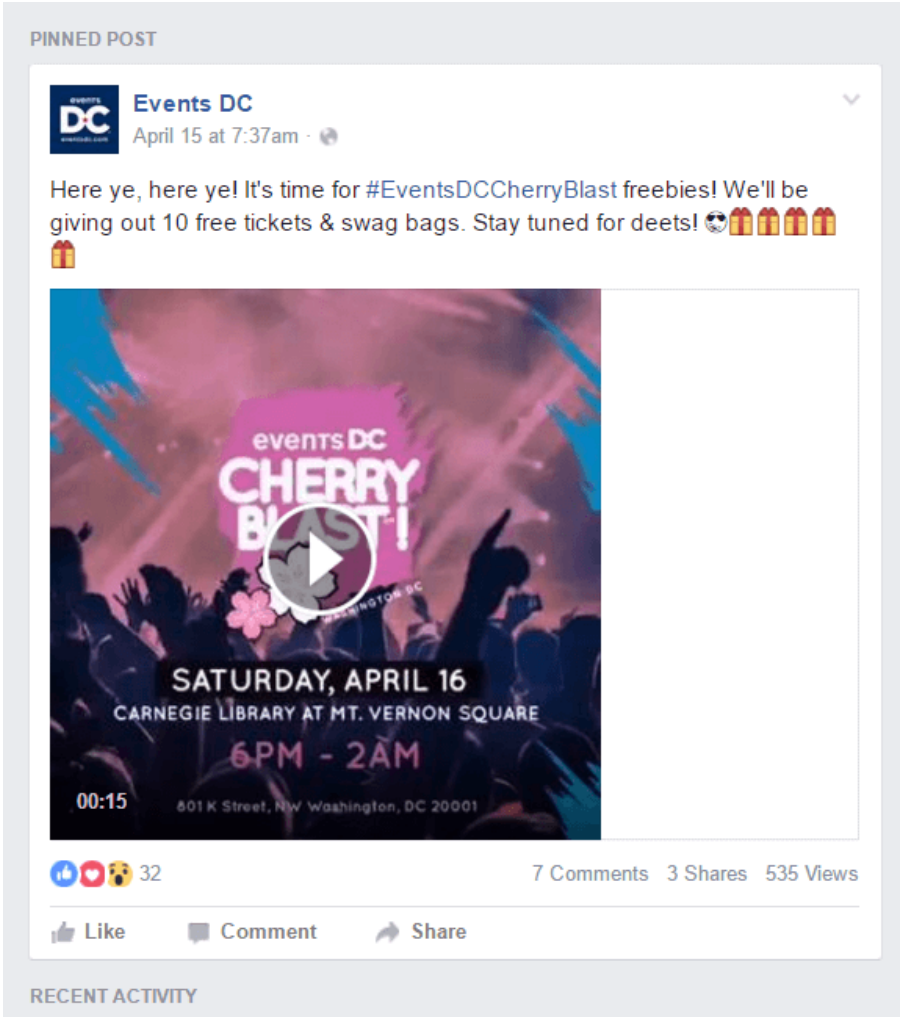
The more active the event looks; the more excited people are going to be about it. It's difficult to spark conversation when people aren't allowed to post on the event page.

Making the wall public also allows you to answer questions. Since the posts are public, the event wall serves as a FAQ section for other people that have questions.

Be active. Whether it's a question or general comment, reply to each post. Invite your co-hosts to answer questions as well to create a sense of community.

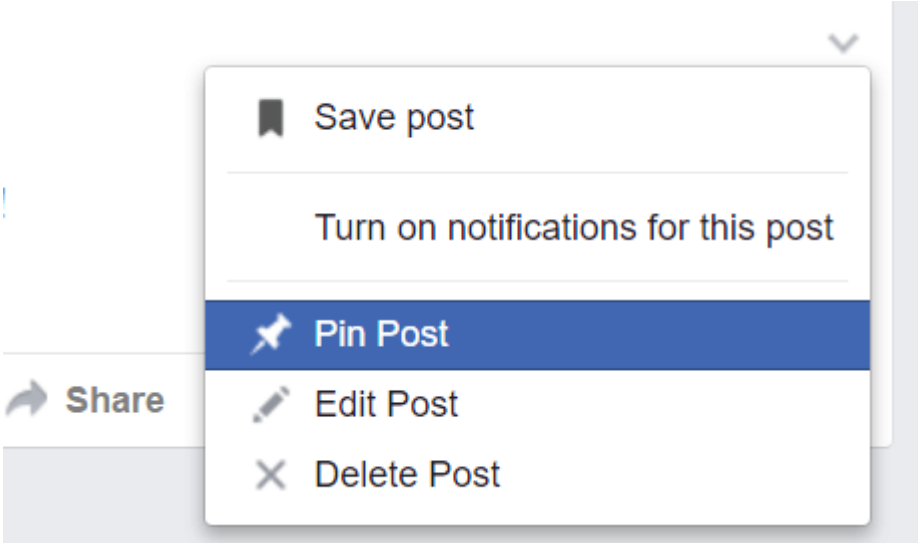
7. Pin a Post to Your Event Wall

Twitter isn't the only social network that lets you **pin content to your feed**. You can pin posts to the top of your Facebook Events wall, so it gets priority over everything else.



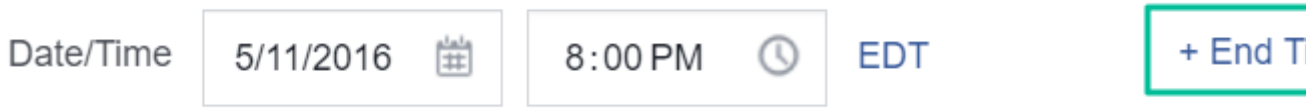
You can use your pinned post to display updates for the event, start a countdown or list other important information.

In order to pin a Facebook post, just click on the arrow at the top of a post you published on the event wall and select “Pin Post.”

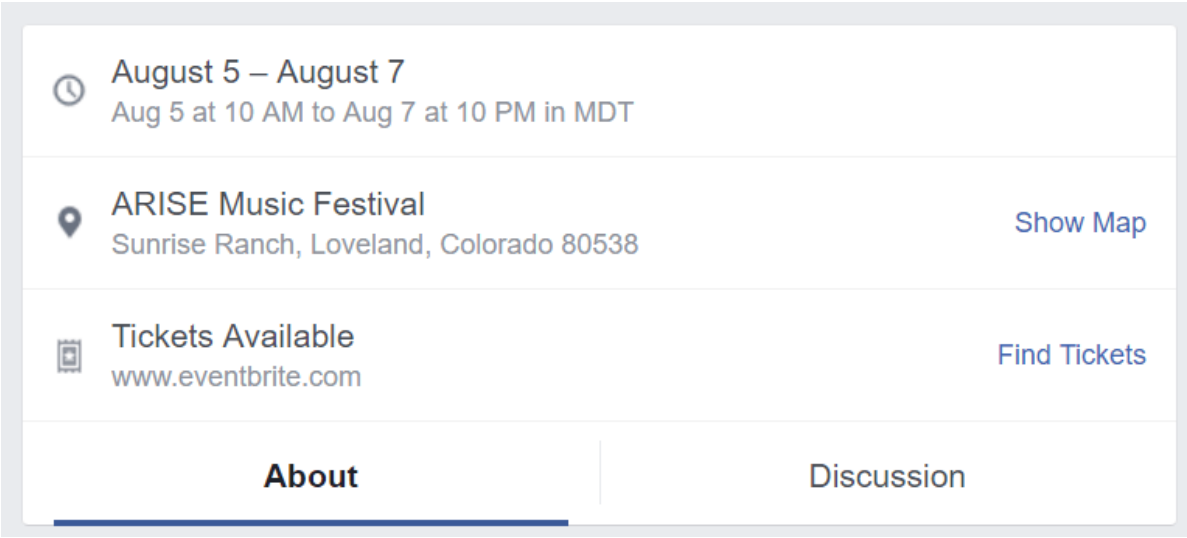


8. Set an End Time

This tip will help people plan ahead, and also keep you organized. A start date and time is required for Facebook Events, but setting an end time is optional. As a result, it's easy for brands to overlook it.



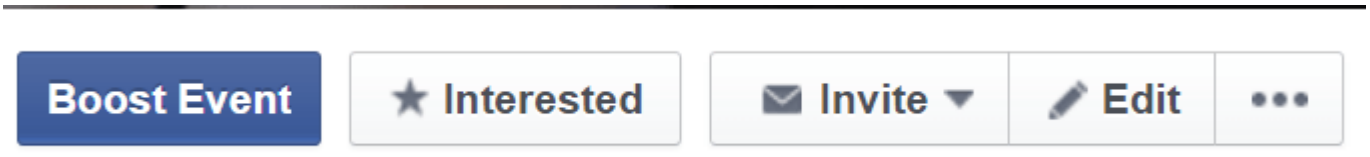
Setting an end time is particularly important if your event will span multiple days. If you only set the date the event starts, Facebook will automatically set your event to end three hours after the starting time.



9. Run Facebook Ads

Getting people to find out about your event can be a struggle. Most brands start with their inner circle and hope those people share with their networks and so forth.

Instead of playing the waiting game, get proactive by running **Facebook Ads** to promote your event. You can boost your events just like you would with a post.



Boosting an event allows you to promote it to people who may be interested in attending, but aren't aware of your brand. The extra reach can earn you more attendees and also build your Facebook following.

10. Partner up With Co-Hosts

Facebook allows you to add co-hosts to your event. Your co-hosts are able to edit the event and add it to their calendar so they can promote it too. Your co-hosts can be Facebook friends or other pages you admin.



Doing events with brands that have an established Facebook presence is a great way to grow your own following. Look for **authorities and influencers** and start planning an event that you can partner up on. Then add them as a co-host when it's time to create the Facebook event.

11. Promote the Event Outside of Facebook

Like we said before, you're going to want to spread the love across **multiple social networks**. So why limit your promotional efforts to Facebook? Spread the word about your event across all of your **social media channels**, your website and even offline. Your Facebook Events page will serve as the information hub where people can learn more and get specifics.

When you're promoting your event on your other social media platforms, use a service like **Bit.ly** to track where your traffic is coming from.

Here are some ideas to promote your event on social networks besides Facebook:

Schedule Tweets to be sent out leading up to the event. Link to your Facebook Events page.

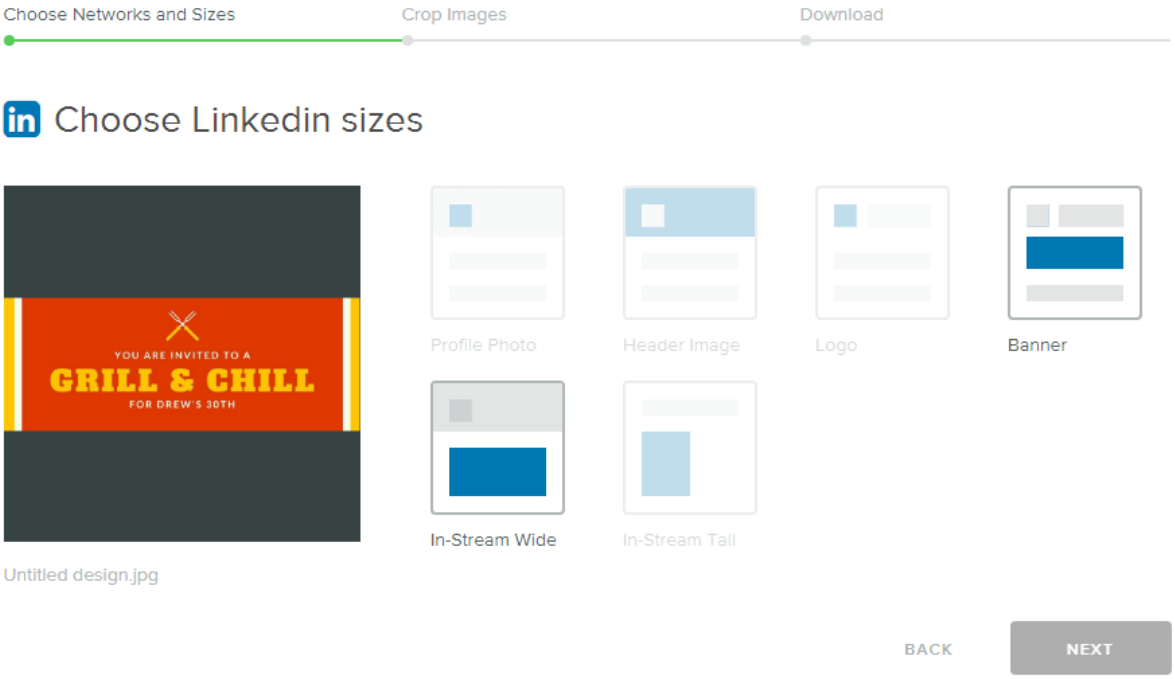
Add a link to your Facebook Events page in your Instagram profile, and post pictures to promote it.

Create a Snapchat Story to promote the event.

Make a Pinterest board for the event.

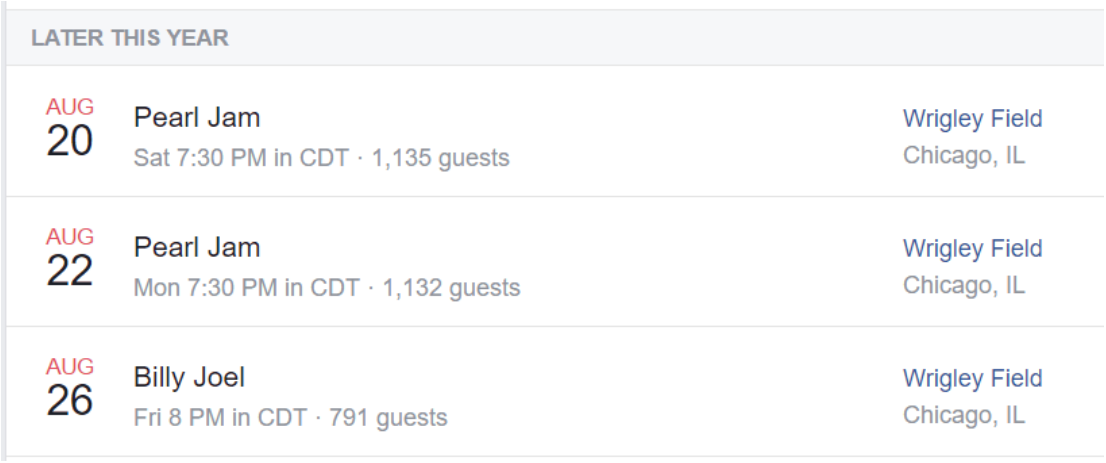
Record a promo video and publish it on YouTube and other video sites.

To keep consistent branding, upload your event photo to **Landscape** and resize it to publish on Twitter, LinkedIn and other social networks.



12. Schedule Events Ahead of Time

Not everyone can have success with **spontaneous events like Beyonce**. The earlier you can get your event on your Facebook Events page, the better. Not only will it give you more time to promote, but your followers will be able to look at what you have coming up and plan accordingly. Large venues such as stadiums and amphitheaters often list events months in advance.



13. Create a Sense of Urgency

In order to get people extremely excited for your event, create a sense of urgency. People will be much quicker to attend or accept your invitation if they feel like they'll miss out if they wait.

You can create a sense of urgency by limiting the amount of available tickets, setting a RSVP date or offering an early bird special.

4 Steps for Creating a Social Media Calendar

by **Michael Patterson** on January 07, 2016



If you're not taking the time to plan your social media calendar in advance, you could find yourself scrambling to find something to share. This is a big problem because sharing quality content across your social channels is one of the most important things you can do to engage your audience and attract new followers.

That's why one of the most critical things marketers can do is take the time to plan out their own social media content calendar. Social content calendars allow you to plan out months of quality social posts ahead of time, and save a ton of time sharing it on social.

This post details how you can create a unique social media editorial calendar, and some of the tools that make it easy to find and share social content.

Why You Need a Social Editorial Calendar

Sometimes companies can churn out social posts very quickly. **Oreo**, a company known for their strong Twitter presence, was able to send out this tweet during the 2013 Super Bowl mere moments after the power went out:



Power out? No problem:

Planning social media posts in advance will ensure that you always have quality content to share with your social media followers.

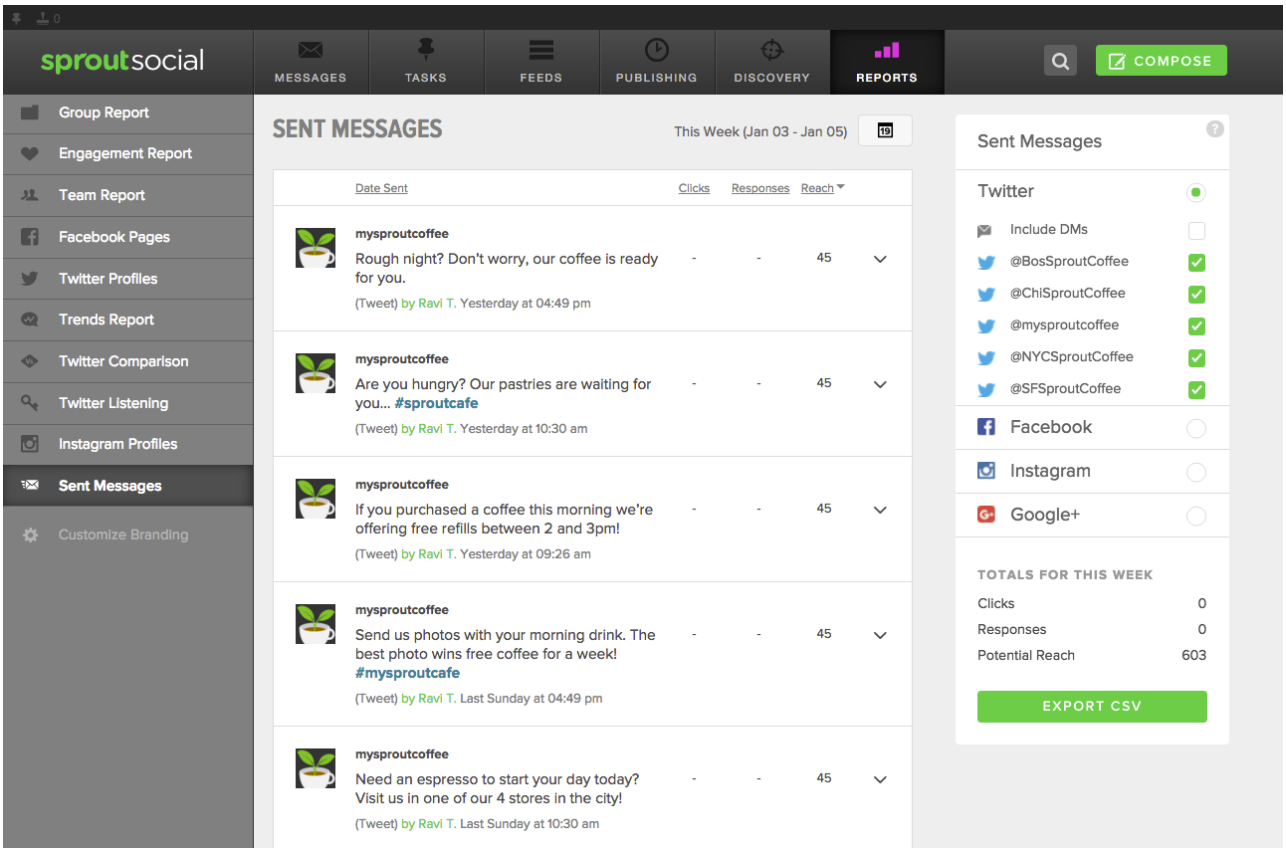
How to Create Your Social Media Editorial Calendar?

If your company is new to the idea of setting up an editorial calendar for social, or if you want to take a look at a unique way of setting one up, here's a four-step process for implementing and maintaining an efficient social media calendar for reliable content posting.

1. Figure Out What Content Resonates

Before you start searching for content to share on social you need to figure out what your audience actually likes. A fantastic way to do that is to look at past social media posts to see which were most successful. We've written an in-depth article on how to find your successful posts by **conducting a social media audit**, but the easiest way is to access your social media analytics.

Pull all of your unique social media analytics with a tool like **Sprout Social**, **Twitter** or **Facebook Insights**. Below is an example of how to view your Sent Messages with Sprout (available with a free trial).



Make sure you're sorting your messages by the metric that is most important to you, whether that's clicks, responses or total reach. Once you have an idea of what kind of content works best you can move onto the next step.

2. Decide On How Often to Post

This step depends on a handful of different things like the company, your audience, the campaign, and the social networks being used. Always keep your audience in mind and ensure you're not bombarding them with posts that are irrelevant or inappropriate.

If you're looking for some basic standards, though, Constant Contact wrote a post containing **guidelines on how often to post to social**. Here are some of the highlights:

Facebook: 3-10 times per week

Twitter: at least 5 times a day

LinkedIn: 2-5 times per week

Google+: 3-10 times per week

Pinterest: 5-10 times per day

There's a great chance your post frequency will depend on the amount, experience and authority of your social media team, so don't feel like you have to send out less than stellar content to meet these guidelines.

3. Create or Source Great Content to Share

Once you have an idea of what kind of content your audience enjoys and how much you'll need to satiate the quantity of posts you need to create, it's time to find links to share. If you don't have enough of your own content to fill your calendar, use these tools to curate relevant content.

Buzzsumo

Buzzsumo allows you to type in any website domain or keyword string and the platform returns the most socially shared content around that subject. For example, if Sprout Social was looking for quality articles to share we might type in a keyword like "Social Media Management."

Scoop.it

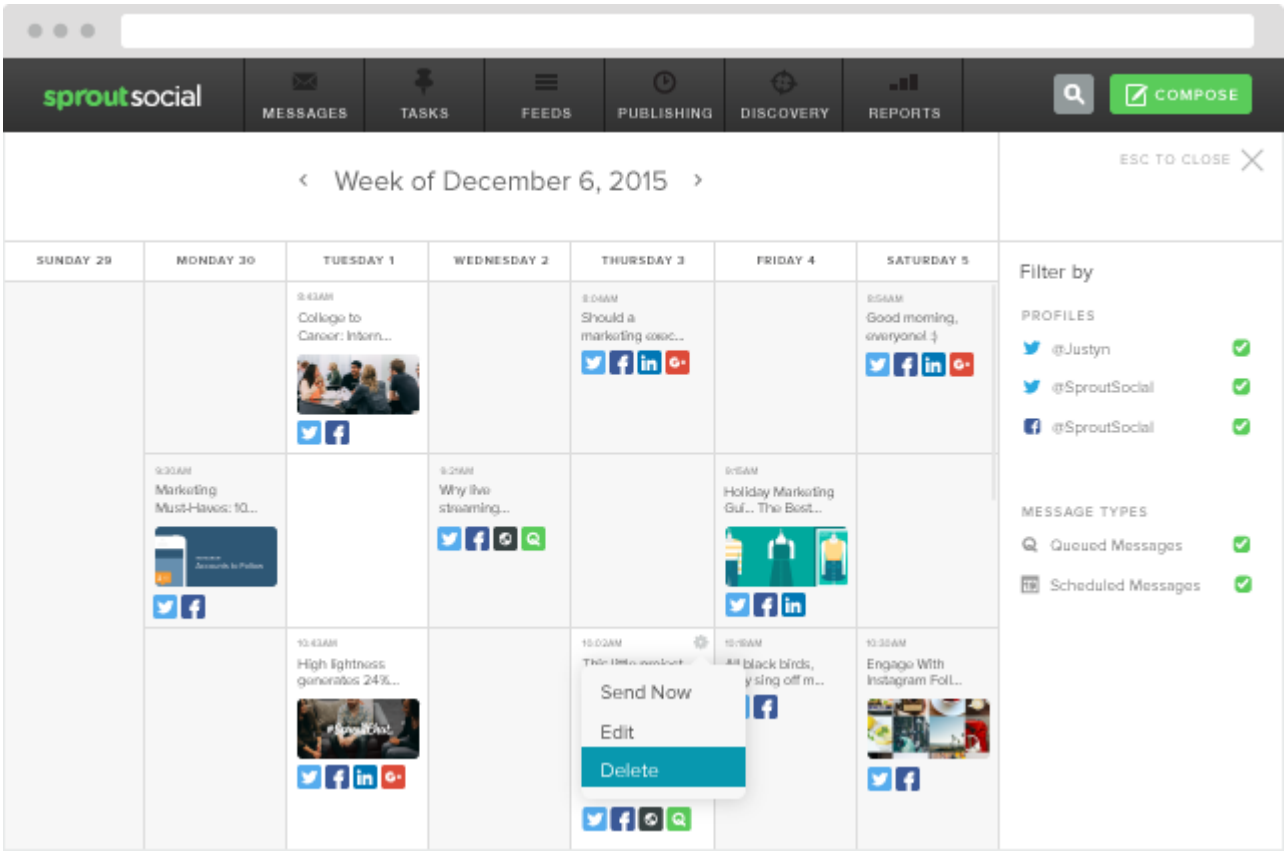
Scoop.it is an amazing tool for finding relevant content to share across your social profiles. They have a completely free version that allows you to follow topics relevant to your brand, making it easy to quickly fill up entire months of social media content.

Feedly

Feedly aggregates all of the publications you care about into one stream, allowing you to easily scale your content discovery process. Feedly also plugs in to various social media platforms, like Sprout Social, which makes the article scheduling process that much easier.

4. Fill Up Your Social Media Editorial Calendar

You've got the process in place, now it is time to start filling up your editorial calendar. You'll want to use a tool that allows you to **schedule your social messages** and visual your entire content calendar. Sprout Social has built out publishing tools for just this purpose.



Fill in the calendar with links to relevant content, resources and your own posts. These social messages will ensure you're providing your audiences with smart, useful content and give them a reason to follow you. Additionally, you can find relevant holidays or events–from Thanksgiving to National Ice Cream Day–that you can tie in with your business. In fact, Sprout Social created it's own **hashtag holidays calendar** so you can keep track of all the eccentric holidays. These timely events will help populate you calendar and bring personality to your feed.

Think through your must-haves, whether it is a product release or scheduled company announcement, and develop content to promote those initiatives. Additionally, make sure you're planning out how much promotion each initiative warrants; some large releases should have multiple social posts while others only warrant one.

Lastly, pump up the personality of your editorial calendar by planning out posts that highlight company culture or showcase who you are as a brand.

TWITTER

Twitter is an online news and social networking service where users post and read short 140-character messages called "tweets". Registered users can post and read tweets, but those who are unregistered can only read them. Users access Twitter through the website interface, SMS or mobile device app. Twitter Inc. is based in San Francisco and has more than 25 offices around the world.

USING TWITTER

1. Following: On the Twitter Web site "following" someone means the user will see their tweets (Twitter updates) in their personal timeline. Twitter lets users see who they follow and also who is following them. Followers are people who receive other people's Twitter updates.

Aggressive following is defined as indiscriminately following hundreds of accounts just to garner attention. However, following a few users if their accounts seem interesting is normal and is not considered aggressive.

If a user decides to follow someone and then changes his/her mind later, the user can just visit the person's profile page and unfollow them. Aggressive follow churn is when an account repeatedly follows and then unfollows a large number of users. This may be done to get lots of people to notice them, to circumvent a Twitter limit, or to change their follower-to-following ratio. These behaviours negatively impact the Twitter experience for other users, are common spam tactics, and may lead to account suspension.

In addition, every user can follow 5000 people total. Once you've followed 5000 users, there are limits to the number of additional users you can follow: this limit is different for every user and is based on your ratio of followers to following. Twitter isn't a race to get the most followers. If users follow other users that they're interested in and post meaningful content, it's more likely that legitimate users will find you and read your updates. People follow other users on Twitter to read updates that are interesting to them. Aggressively following and unfollowing accounts is frustrating to other Twitter users and degrades the Twitter experience for everyone.

2. Tools to manage Tweets: A Tweet is a message sent on Twitter. To send or receive a Tweet, you have to create a free account with Twitter. You also need to have friends and contacts with Twitter accounts -- otherwise you're typing to the void. Of course, you could use Twitter as a blog and keep all of your Tweets public, meaning anyone could read them on your personal Twitter profile page. But if you want to use Twitter as a way to keep in touch with friends, you'll need to convince them to sign up, too.

There are several tools that help manage the twitter feed and the tweets by itself. Here is a list of sites that social media experts use to manage their twitter accounts:

•Bit.ly account will give you access to a dashboard where you can shorten and share links to multiple Twitter accounts.

•Buffer is deemed the smarter way to tweet. It allows you to simply schedule your tweets to be spread throughout the day so you don't go through a reading spree and inundate your followers with 20 tweets within an hour. You can also get great analytics on your tweets which will help determine what your audience loves, or doesn't, out of the content you share as well as the times of day you get the most action on your tweets.

•Hootsuite It is a freemium tool, meaning that you can use the free plan if you have fewer than five social profiles to manage.

3. Finding People and Companies: Type the person's name or username into the search box at the top of your twitter.com Home timeline, or tap the search icon through your Twitter for iOS or Android app. Your results will show a combination of people and Tweets related to your search. There is also Twellow, where you can search not only for companies but also people, categorized based on information in the profile bio.

REPUTATION MANAGEMENT

Managing your reputation on Twitter is crucial, if you are using Twitter to market your product, business or brand.

Below are a few free and easy reputation management services offered:

•Tweet Scan: This service e-mails you whenever people use your keywords, company name, or brand in their tweets or even their bios. It scans Twitter, Identi.ca, StatusNet, and several other micro-blogging sites. You can view the results of your search directly on Tweet Scan or choose to receive notifications by e-mail or RSS feed.

•Twitalyzer: This Web app evaluates your activity and gives you a score in terms of your influence and clout on Twitter, the quality of your tweets, how much you retweet other people's tweets, and even the rate at which you tweet. You can also have access to trends and reports by connecting Twitalyzer with your Twitter account. A particularly useful feature (found in the paid versions) is the click numbers from links, which tells you how many people clicked a particular URL in a tweet.

•Google Alerts: Go to the Google Alerts site; enter your company name, brand, or other industry keywords in the Search Terms text box; and save it as an alert type.

You then receive daily notifications of all news articles, Web sites, blogs, videos, and groups that mention your keywords.

•HowSociable: Enter your brand or company name in the text box and click the Measure Visibility button to see how many times (if at all) it appears as a search result on Google, in a blog, or on Flickr, Facebook, or Myspace.

Some of the best reputation management services that one can buy include Radian6 and Vocus.

KEYWORD RESEARCH

Keyword targeting allows you to connect with users based on words and phrases they've recently Tweeted or searched for on Twitter. This marketing capability allows you to reach your target audience when your business is most relevant to them.

There are two types of keyword targeting on Twitter:

•Search: The phrases that people search for on Twitter are indicators of what's top of mind for them in that moment. Keyword targeting enables you to target your Tweets so that they show up when people are searching for topics related to your business. This type of targeting is particularly effective during cultural, seasonal, or industry events that relate to your business.

For example, a running shoe company might want to target users searching for Tweets about marathons. To do so, they could target general keywords, such as "marathon", "training", and "running", as well as event-themed keywords, such as "Boston Marathon", "London Marathon", and "Patagonian International Marathon".

•Timeline: Tweets send important signals about what users are experiencing in the moment – their thoughts, feelings, wants and needs. With keyword targeting in timeline, you can act on these signals by targeting your Tweets to users based on something they've tweeted.

For example, a travel company could reach people who have recently tweeted about planning a trip by targeting keywords and phrases such as "planning summer trip", "beach vacation", or "travel tips". By default, campaigns will appear in both search and timeline. If you'd like to focus on one or the other, you can customize where your Tweets appear.

How keyword targeting works?

Enter the keywords you want to target and choose whether you want to use phrase match or unordered keyword match. To ensure that you're reaching the most comprehensive group of relevant users, keyword targeting defaults to a broad match, which accounts for slang, misspellings, synonyms and more. For example, if the keywords you're targeting are "love coffee", broad match may include terms like "love lattes", "enjoy coffee", and "loving coffees".

HASHTAGS AND TREND TOOLS INFLUENCE ON TWITTER

1. Hashtags: A hashtag—written with a # symbol—is used to index keywords or topics on Twitter. This function was created on Twitter, and allows people to easily follow topics they are interested in.

•People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search.

•Clicking or tapping on a hash tagged word in any message shows you other Tweets that include that hashtag.

•Hashtags can be included anywhere in a Tweet.

•Hash tagged words that become very popular are often trending topics.

2. TweetDeck: TweetDeck is a social media dashboard application for management of Twitter accounts. Like other Twitter applications it interfaces with the Twitter API to allow users to send and receive tweets and view profiles. TweetDeck gives the Twitter experience more flexibility by letting you view multiple timelines in one easy interface. It includes a host of features to help advanced users get the most of Twitter: manage multiple Twitter accounts, schedule Tweets for posting in the future, build Tweet collections, and more.

3. Klout: The Klout Score is a number between 1 – 100, that represents your influence. The more influential you are, the higher your Klout Score. (Influence is the ability to drive action. When you share something on social media or in real life and people respond, that's influence). For example, generating 100 retweets from 10 tweets will contribute more to your Score than generating 100 retweets from 1,000 tweets.

4. Peer Index: PeerIndex is a London-based company providing social media analytics based on footprints from use of major social media services like Facebook, LinkedIn, Quora, and Twitter. PeerIndex helps social media contributors assess and score their influence and benefit from the social capital they have built up.

LINKEDIN

LinkedIn is a business oriented social networking site intended for professionals to network with each other. The main purpose of the site is to allow registered users to maintain a list of connections that are people they know and trust in business. It is used by career oriented individuals and business to share business information with others.

LEAD GENERATION FROM INDIVIDUAL PROFILES

Individual profiles with good content and credible information will help you be approachable as a person. This helps in getting jobs or recruiting people more easily. Some important things to take care of in order to generate more leads from your individual profile.

1. **Photograph**
   Upload an image that makes you look friendly and approachable. It doesn't need to be formal and stuffy, but it should project you as professional. You can add logos to it if you wish. A crisp, clear professional photograph is impressive, but a well composed one taken on a decent smartphone will do the job very well.

2. Headline
   This is a really good opportunity to make a strong first impression by highlighting your value to customers and prospects. This is what you leave as your calling card when you comment in discussion groups and like other people's comments. It's what shows up in searches as well as when people visit your profile. Highlight your expertise and the customer benefits you deliver. Add your job title and company at the end. Include keywords that you want to be found for. You have about 60 characters so make full use of them.

3. Summary
   This is your opportunity to shine. If you are in a sales role don't focus on sales achievements. Focus instead on demonstrating your ability to add value to client businesses, along with evidence of business benefits achieved if possible. If you are the business owner provide a mix of personal and company messages, and highlight

customer value, along with your ambition for your business and ways others might be able to help you, for example specific introductions you would value. Including some trigger events that typically start conversations between prospects will really make you stand out. Add specialisations at the end as a way to include keywords.

Contact details

It may sound obvious but assuming you want to be contacted by potential customers or job recruiters take a moment to fill out your phone number and address. Make sure it's your business email address displayed and update your LinkedIn profile URL to remove the default numbers. Add your Twitter name, and update the website addresses, choosing the 'Other' option so you can update the text descriptions. You could even include a link to your email newsletter subscription page, for example, or your Slideshare or YouTube channel.

4. Add video and slides

   You have the opportunity to add visual media at the end of each section of your profile. If you have video or slide presentations they can be easily added here, as can documents that are hosted on the web. For lead generation, consider creating a short – 6-8 slides – on a topic that your prospects are concerned about, which you can help them with. Avoid selling a solution, but outline the main areas and issues that they should be considering. You can also add slides and video from other sources, so you can enhance your credibility on the back of material from trade associations, research companies, supplier and partners and so on.

5. Review and add skills around keywords

   Being at the top of the LinkedIn search for the main fee earning or client solution skills is a great way to generate inbound inquiries. Expanding your skills section to 30, 40 or even 50 skills, and then using them in the body copy and headlines of your profile is a solid strategy. Done well and you may also appear toward the top of Google and search engine rankings too. LinkedIn has had a very useful skills application that was a great prompt for discovering additional skills and keyword phrases. Keep an eye out to see if they re-introduce it. Endorsements for skills has a tarnished reputation, but there are several reasons why they are worth giving and receiving.

6. Join groups where your prospects are

   Some people are reluctant to join groups, and others belong to college or former employer groups, and professional and trade groups. Useful thought these are, the primary ones to focus on are those where your customers and prospects are more

likely to be members. Sharing news and updates with potential customers is far more worthwhile than reading and commenting on sales and marketing oriented groups, unless you're looking to partner with them. Update the order of your groups within LinkedIn so the prospect oriented ones appear at the top of your Groups display list.

LEAD GENERATION FOR AN ENTERPRISE

Social media leaders employ a 5-step model for establishing relationships with customers and prospects. Understanding how to apply this 5-step model to your social media strategy on LinkedIn will help to garner more followers and recruits for your company. Five steps to engaging followers on LinkedIn:

1. Establish your presence

Design your page optimally. Click the "Edit" button in the upper right of your Company Page to update your company description, specialties, industry, website, and more. Use rich, descriptive language that helps readers understand your vision, purpose, and the value you offer. Give detailed descript of the products or services you offer.

Optimize your Company Pages so that they are very SEO-friendly. Google shows previews of up to 156 characters of your page text, so be sure your description leads with powerful, keyword-rich sentences. Members can also search for companies by keyword on LinkedIn, so include words and phrases that describe your business, expertise, and industry focus.

2. Attract followers

Once you've established your company presence on LinkedIn, you can begin fostering relationships by attracting followers to your Company Page. Here are some simple, effective strategies for attracting followers:

Engage your colleagues- Employees are 70 percent more likely to engage with your Company Updates. Encourage them to add a link to your Company Page to their email signatures.

Announce your Company Page to customers and partners- Once your page is all set, drive traffic its way with a compelling blog post or email newsletter announcement.

Add a "Follow" button to your website- Your web team can pull code for a "Follow" button from developer.linkedin.com to add to your blog or website. This lets LinkedIn members follow your company with a single click.

3. Engage followers
   The best relationships are rooted in great conversations – and your tool for starting those conversations is the Company Update. Every update should

convey your brand promise and values. But don't forget that LinkedIn members want informative, insightful, inspirational content – not self-serving promotion. By delivering useful and engaging content, you'll foster engagement and help your message spread faster. Some tips to keep in mind:

Tailor your content to specific audiences- Content that's customized to their professional interests resonates more with audiences. With LinkedIn's Targeted Updates, you can easily match your message to your audience. When you create an update, you can decide whether to share it with "all followers" or a "targeted audience." Choose the second option to send your update to a subset of followersbased on geography, job function, industry, company size, or seniority. E.g. HP wanted to engage professionals and gather recommendations for its products. The company launched its own page, inviting members to recommend and comment on items in their Products & Services page. The company also ran LinkedIn Ads to generate recommendations at scale. The results: more than 2,000 recommendations, 20,000 new followers, and 500,000 viral updates about HP products in two weeks.

Be helpful and friendly, not sales-y- One-sided conversations are no fun. So don't post overly promotional messages. If you do post occasional company-related news or product announcements, make sure they deliver a specific benefit to your followers.

Think about timing- Updates posted in the morning usually earn the highest engagement, with a slight bump occurring again after business hours. Experiment to see what works best for your company.

Post at least once per weekday- Consistent posting encourages engagement and fosters familiarity. Thus generating more leads for your company.
Link to great content Company- Updates containing links can have up to 45 percent higher follower engagement than updates without links. Just remember to write a compelling sentence to accompany the link, inspiring members to click through.

4. Amplify through the network
   Nothing impacts people's perceptions and behaviour like the recommendation of a trusted friend, colleague, or family member. When you post content to your Company Page, your followers can like, share, or comment on your updates, amplifying your messages to reach their first degree connections too. Each amplification acts as an endorsement of your content and brand. In fact, a study of thousands of Company Updates found that amplification was a primary driver of over one-third of all impressions. Each additional impression is a chance for

your company to nurture relationships with LinkedIn members. Some tips to amplify your page:

Link to relevant “best-of” lists- Posts that point followers toward “Top” lists (e.g., “Top 10 social media tactics in B2B marketing”) can get almost 40 percent more amplification.

Listen to conversations outside LinkedIn- Collect findings from your contact forms, call centres and blog comments to create content on the most popular topics. When you post content that better reflects your community’s interests, your followers will find your updates worthier of a share, like, or comment.

Invite customers to write reviews- Their recommendations of your products and services will get amplified throughout the network.

Ask members for feedback- Your followers will welcome the chance to respond to questions about industry trends, business problems, new products, and more. On average, status updates that contain questions receive almost 50 percent more comments.

Post interesting videos- A recent study found that followers who engaged with posts containing links to YouTube videos took twice as many amplification actions (likes, shares, and comments) as they did with posts that did not contain videos.

Dive into the comments- Since conversations are two-way affairs, it pays to appoint a team of social media ambassadors to respond to your followers’ input. Be sure to answer questions in a timely manner and thank followers who share insightful, useful comments.

5. Analyse and refine

In any marketing campaign, success depends on your ability to measure performance and use that data to optimize content. LinkedIn’s analytics tools empower you to do just that, ensuring you have the insights you need to strengthen follower relationships. Experimenting with different kinds of content is the best way to improve engagement and amplification.

Measuring engagement

Engagement rate is the ratio of clicks, likes, comments, and shares to total impressions. This is a key metric for understanding how often members take action on your updates.

Measuring amplification

Amplification rate is the ratio of likes, comments, and shares to total update impressions. This helps you understand how often members are sharing your content and what they find most interesting.

This five step process will help generate leads for your enterprise on LinkedIn company page. It will help create awareness about your work, business and your value offerings.

ADVERTISING IN LINKEDIN

With a user base of over 300 million working professionals and a plethora of highly relevant information on each user, LinkedIn advertising solutions have become powerful tools for marketers. Advertising on LinkedIn is less a question of when or if a company should embrace it, and more a question of how best to go about it. That's why we thought it would be beneficial to bring you the different ad solutions offered by LinkedIn.

Whether you're completely new to advertising on LinkedIn or just looking for some additional help, we've put together these tips, steps and strategies to help you build out your LinkedIn marketing strategy.

1. Choose from Self-Service Ads or Managed Campaigns

There are two ways to advertise on LinkedIn: self-service ads and managed campaigns.

Self-Service Advertising on LinkedIn

LinkedIn's self-service solutions let you launch a targeted campaign in minutes. You can set your own budget, choose clicks or impressions, and stop your ads at any time using Campaign Manager, LinkedIn's all-in-one advertising platform. Ad formats supported in Campaign Manager Are Sponsored Content, Sponsored In Mail and Text Ads.

Managed Campaigns on LinkedIn

LinkedIn's account-managed advertising allows you to partner with a dedicated LinkedIn team to create exclusively placed, highly visible ads for premium audiences. Our team will help you fine tune your targeting and create personalized content that converts. Account-managed ad formats include Sponsored Content, Sponsored InMail, Dynamic Ads, and Display Ads, along with the account-based marketing (ABM) using LinkedIn Account Targeting.

The six steps below demonstrate how to run a self-service ad campaign on LinkedIn using Sponsored Content, Sponsored InMail or Text Ads.

2. Get Started with Campaign Manager: Get started by signing in to Campaign Manager. If you don't have an account, you can create one in minutes.Campaign Manager is where you will manage and optimize your advertising on LinkedIn. It includes several features designed to help you meet your advertising goals:

Dynamic visual reporting that recalculates and displays only the data that matches your search and filter settings.

A detailed breakout of the actions your Sponsored Content campaigns generate, including Clicks, Likes, Shares, Comments, and Follows.

A detailed view of the demographic categories of LinkedIn members who click on your ads, available at the account, campaign, and creative level.

3. Choose Your LinkedIn Ad Format

Now that you are logged in to Campaign Manager, it's time to create and manage your ad campaigns. You can use Sponsored Content, Sponsored InMail, Text Ads, or a mix of all three. Before we get into actions, here's a quick breakdown of each option:

Sponsored Content: Sponsored Content is native advertising that appears directly in the LinkedIn feeds of professionals you want to reach. Using Sponsored Content, you can:

Get your message out on every device: desktop, tablet, and mobile

Use rich media to stand out in the feed

Easily test your messaging and optimize campaigns in real time

Sponsored In Mail: Sponsored In Mail is a unique ad format that lets you deliver personalized, relevant content through LinkedIn Messenger. Using Sponsored In Mail, you can:

Drive conversions with personalized messages

Reach targeted audiences on desktop and mobile

A/B test messaging to resonate with your target audience

Text Ads: Text Ads are simple but compelling pay-per-click (PPC) or cost-per-impression (CPM) ads. Using Text Ads, you can:

Easily create your own ads and launch a campaign in minutes

Tailor messaging to the professionals you need to reach

Pay for only the ads that work – per click or per impression

4. Create Your Ads: Create Sponsored Content. Once you've selected Sponsored Content, you will have three options:

Choose an update from your LinkedIn Company Page to sponsor

Choose an update from your LinkedIn Showcase Page to sponsor

Create new Sponsored Content

If you want to edit an existing update to customize it for a target audience, choose to create new Sponsored Content. It's a good idea to create multiple variations of Sponsored Content so that you can see which messages get the best results. You can use a variety of messages, links, photos, and images to see what works best.

To add rich media, click the paperclip icon in the upper right corner of the text box.

Once you've created your ad, you can view a preview before saving. If everything looks good, select the content you want to promote within your campaign and click the Sponsor selected button.

Create Sponsored InMail

Once you've selected Sponsored InMail, enter a campaign name and choose a language for your ads. You will have several options:

Choose the sender. The sender's first name, last name and profile image will appear in the recipient's inbox along with the subject line of the message. Add message subject line and summary. The summary will give your recipients a sneak preview of your message on desktop. Craft your message. You can add easy personalization (like the recipient's first name) right in the tool. When crafting your Sponsored InMail message content consider the messaging context of the LinkedIn Platform.

Keep your subject lines concise, relevant and conversational. Short and impactful subject lines with a clear value exchange work best. Consider utilizing some of the following keywords:

Thanks

Exclusive invitation

Connect

Opportunities

Join us/me

Humanize your message with conversational language and aim to keep your copy under 1,000 characters.

Create a Text Ad

Once you've selected the Text Ads option and named your campaign, you can start creating your ad.

First, decide where members should go when they click your ad, whether it's your page on LinkedIn or a specific page on your website. Next, add your image, a headline (up to 25 characters), and a description (up to 75 characters). As you create your ad, you will see a preview on the right side of the page.

You can create up to 15 Text Ads to see which headlines, descriptions, and images get the best results.

5. Target Your Ads

Selecting your audience works the same way regardless of whether you choose Sponsored Content, Sponsored InMail or Text Ads. After you've created your ad, you will be taken to a scree where you can see a wide variety of criteria you can use to select your ideal audience. As you select additional criteria, you will see how each additional filtering option affects your estimated target audience size in the right sidebar.

You will notice additional options below the targeting criteria.

Audience Expansion automatically includes audiences similar to those you've selected. This helps to ensure you're not missing out on relevant engagement opportunities, especially early in your campaign.

You can also choose to deliver your campaign to your target audience beyond the LinkedIn feed, using LinkedIn's network of partner audiences.

6. Set Your Budget

Now that you've selected your audience, it's time to set the budget for your campaign. There are two options: cost per click (CPC) or cost per impression (CPM).

CPC is often used for action-oriented campaigns like lead generation or event registration, whereas the CPM model is typically a better fit when brand awareness is the goal.

Along with choosing between CPC and CPM, you will also enter your suggested bid, daily budget, start date, end date, and total budget. Regardless of the end date you choose, you can cancel your campaign at any time. It's also important to note that LinkedIn uses an auction system for bidding that rewards engagement, meaning you can win an auction without being the highest bidder.

Step 7. Measure and Optimize Your Campaign

Once your LinkedIn ad campaign is live, it's necessary to see how your ads are performing. You can access your analytics by visiting Campaign Manager and selecting the campaigns you want to evaluate.

In addition to overall performance, you can also see how your campaigns are performing as it relates to social actions and budget. Social actions are initiated by LinkedIn members who interact with your content – it's organic, free engagement.

Click through to each campaign to see how each ad within the campaign is performing. Using this data, you can edit your ads, refine your targeting, adjust your budget, and toggle ad variations on and off based on performance.

DEVELOPER API

LinkedIn is the world's largest business social networking hub. Launched in 2003, LinkedIn has millions of users and is implemented in over 200 countries. One purpose of the site is to allow registered users to maintain a list of contact details of people with whom they have some level of relationship, called Connections. Users can invite anyone (whether a site user or not) to become a connection.

LinkedIn actually provides 2 APIs:

The JavaScript API is a rich client library enabling you to build dynamic applications in the web browser. Use OAuth 2 to easily authorize users via the "Sign In with LinkedIn" button, access LinkedIn data with native objects, and interact with Plugins.

The REST API provides a simple, consistent representation of people, companies, jobs, and the interactions and relationships between them. Our query language lets you read data in XML and JSON at the granularity and aggregation that you choose.

Use OAuth 1.0a to authorize users and begin making REST API calls using any programming language.

LINKEDIN GROUPS

LinkedIn groups provide you with access to the professionals in your target market, and the ability to communicate with the exact market you're trying to reach is an opportunity that should not be missed. Here are a few ways to leverage LinkedIn groups for lead generation.

First, your employees can join the groups that are related to both their professional profile and to your company's industry and products. Second, they can start to engage with these groups. How? Connect with group members, comment on articles posted, and most importantly for your company, share your great content. The focus of each group enables you to post the right content that group members will find most valuable and interesting. As you become a regular contributor and provider of answers, you will build brand awareness and attract qualified leads

BLOGS

The term blog comes from the combination of "web" and "log" or "weblog," which initially started in the 1990s as an online diary. Eventually the term was shortened to "blog," but still remained a resource where people could provide personal accounts of their lives. At that time, blogs were traditionally built websites that were updated and uploaded manually, limiting the number of bloggers to only those who knew how to build and upload web pages.

It wasn't until the late 1990s, when LiveJournal and then Blogger developed platforms, that blogging didn't require people know coding or web design. In the early 2000s, WordPress came along, and quickly grew into one of the most used blogging platforms.

There are several sites that are developed exclusively for Blogging purposes. These sites have generated both interest and led to the use of blogging as digital media tools of marketing, advertising and in many instances even public relations. A few popular blogging sites are – Wordpress, Tumblr, Pinterest, Wix, etc.

The very nature of blogging makes them ideal for marketing since they provide new content to draw people back and offer a way for consumers and businesses to interact. Here are a few other benefits:

1. Inexpensive to start and run. While there are free blogging platforms, such as Blogger and Wordpress.com, to maintain a professional appearance that allows for your unique brand to shine through, use a self-hosted option, such as

WordPress.org. For the cost of a domain and webhosting, you can have a customized blog marketing for you.

2. Easy to use. Most blogging platforms are simple to use. If you can copy, paste, type, drag & drop, and upload, you can have a professional looking blog.

3. Effective way to have new and return traffic come to your site so what's new. Offering tips, updates and other new content gives people a reason to return to your business website.

4. Improves search engine ranking. Google in particular likes to find and rank new content, and many entrepreneurs use blogging specifically for search engine optimization (SEO)

5. Allows you to show off your expertise to gain trust and credibility with your market. People like to now who they do business with. With a blog you can prove you're an expert, provide helpful tips and other valuable information, all of which help consumers feel good about spending money on your product or service.

6. Connect with your market. While most businesses now use Twitter and other social platforms more than blogs for engagement, blogs can allow you to have a conversation with your market. This allows you to build trust and rapport, as well as get feedback and provide customer service.

7. It can make money beyond your product or service. You can accept advertising, promote affiliate products and get sponsors, adding additional sources of revenue to your business.

Blogging just to blog isn't an effective form of marketing. Your blogging should have a purpose. Whenever you post a blog article, you want to have a sense of how it will promote your business, such as keeping you connected with your market, building your credibility or sharing a new product/service. Further, blogging is often lumped with social media because it includes options for your readers to engage with you. Consider ending all posts with a call to action, whether it's for readers to share their thoughts or experiences, ideas, tips, or feedback on what you posted

MODULE IV

Tools & Trends

Web Analysis Tools

Web servers powering millions of websites across the globe generate large amount of log data on daily basis. Often webmasters use these log files to fix or optimize their websites. Unfortunately, most of the log data generated by servers is quite cryptic for an average user.

- AWStats **-** This free log analysis tool is not only flexible, but also enjoys a large community base comprising of thousands and thousands of users benefiting from its array of features. You can not only analyze regular web server log files through this software, but can also parse FTP log files and mail log files. This makes it an all-in-one log file analysis solution. It not only generates reports in a streamlined format, but also lets you export the vital analyzed log data in different file formats for offline analysis. You can run this log analysis tool on almost every popular platform.

- Analog**-** This is one of the lightest and powerful log file analysis tool. You can run it on almost every operating system. This multilingual analysis tool can prepare reports in over two dozen popular languages. It also supports plugins to enrich the reports giving you more effective information to analyze micro events happening on your web server. It has a rich set of reporting options giving you both graphical and statistical information about important traffic trends of the website. Since it is open source, you can easily modify this log analyzer to suit ones business requirements.

- Deep Log Analyzer **-** This powerful log analysis tool can easily parse log files generated by IIS as well as Apache web server. It has a nice interface with tons of customizable options to generate custom reports from the raw data. Apart from rich set of reporting modules, it also lets you export the parsed data in both HTML and Excel format. It also supports script execution for automated report generation. Webmasters can also generate reports which primarily focus on search engine optimization. It has a nice interface which makes this tool quite user friendly.

- Log Parser **-** This unique log analysis tool not only parses regular web server log files, but also analyzes several other types of event log files generated by

Windows operating system. In fact, with the help of additional helper software, you can make this flexible tool parse almost any kind of log file data. This tool is best for offsite log analysis where the amount of raw data is huge. The application itself has a small footprint on memory and runs smoothly without any glitch. It can easily parse and analyze different types of XML and CSV files containing raw server log data.

- BareTail **-** This flexible log file analysis engine can parse and present the information in real time as the events occur on your web server. You can connect to a remote web server and can see the parsed log reports as they're generated on the server. You can also upload huge amount of raw data for parsing within this powerful analysis engine. Similarly, skipping to a specific point within a very large report is instantaneous. If required, you can also view multiple log files simultaneously and that too in real time from different web servers. I'd highly recommend this tool.

- SmarterStats **-** The free edition of this unique log analysis software is powerful enough to analyze web server log files of small to medium websites. Apart from regular log file parsing, it also supports several SEO features to help you attain better presence on major search engines. The interface is clean and obvious with helpful prompts and hints. It can parse both Windows and Unix/Linux based web server log files seamlessly. You can also integrate several 3rd party software with this tool for additional features. You can also use this tool on your smartphones and tablets.

- WebLog Expert **-** This handy log file analysis software can generate reports in HTML, PDF and CSV formats. The last format can be used to archive huge volume of report data. Its parsing engine is quite fast and generates long reports in fairly quick time without consuming much system resources. This tool can parse compressed log files generated through popular web servers. It also lets you create website profiles to segregate reporting data on per site basis. Its minimal and clean interface keeps things simple and easy that helps you customize the reports as per your needs.

- Webalizer **-** This lightning fast log file analyzer can give bulky tools a run for their money. It supports parsing of different formats of popular log files. Power users can use its command line directives to generate reports without any delay. Due to its multilingual support, users from across the globe can generate the log reports in their preferred language. There's no limit on the size of raw log file you can use with this tool. You can even rotate the raw

data to generate similar reports in a round robin fashion across multiple days. It has a DNS look-up capability to include relevant data.

Web Analytics

Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage. However, Web analytics is not just a process for measuring web traffic but can be used as a tool for business and market research, and to assess and improve the effectiveness of a website. It helps one to estimate how traffic to a website changes after the launch of a new advertising campaign. Web analytics provides information about the number of visitors to a website and the number of page views. It helps gauge traffic and popularity trends which is useful for market research.

Most web analytics processes down to four essential stages or steps, which are:

- Collection of data: This stage is the collection of the basic, elementary data. Usually, this data is counts of things. The objective of this stage is to gather the data.
- Processing of data into information: This stage usually take counts and make them ratios, although there still may be some counts. The objective of this stage is to take the data and conform it into information, specifically metrics.
- Developing KPI: This stage focuses on using the ratios (and counts) and infusing them with business strategies, referred to as Key Performance Indicators (KPI). Many times, KPIs deal with conversion aspects, but not always. It depends on the organization.
- Formulating online strategy: This stage is concerned with the online goals, objectives, and standards for the organization or business. These strategies are usually related to making money, saving money, or increasing marketshare.

Web Server Log File Analysis

Web servers record some of their transactions in a log file. It was soon realized that these log files could be read by a program to provide data on the popularity of the website. Thus arose web log analysis software.

In the early 1990s, website statistics consisted primarily of counting the number of client requests (or *hits*) made to the web server. This was a reasonable method initially, since each website often consisted of a single HTML file. However, with the introduction of images in HTML, and websites that spanned multiple HTML files, this count became less useful. The first true commercial Log Analyzer was released by IPRO in 1994.

Page Tagging

Concerns about the accuracy of log file analysis in the presence of caching, and the desire to be able to perform web analytics as an outsourced service, led to the second data collection method, page tagging or 'Web bugs'.

In the mid-1990s, Web counters were commonly seen — these were images included in a web page that showed the number of times the image had been requested, which was an estimate of the number of visits to that page. In the late 1990s this concept evolved to include a small invisible image instead of a visible one, and, by using JavaScript, to pass along with the image request certain information about the page and the visitor. This information can then be processed remotely by a web analytics company, and extensive statistics generated.

Log File Analysis vs Page Tagging

Both logfile analysis programs and page tagging solutions are readily available to companies that wish to perform web analytics. In some cases, the same web analytics company will offer both approaches.

Advantages of log file analysis:

- The web server normally already produces log files, so the raw data is already available. No changes to the website are required.
- The data is on the company's own servers, and is in a standard, rather than a proprietary, format. This makes it easy for a company to switch programs later, use several different programs, and analyze historical data with a new program.
- Logfiles contain information on visits from search engine spiders, which generally do not execute JavaScript on a page and are therefore not recorded by page tagging. Although these should not be reported as part of the human activity, it is useful information for search engine optimization.
- Logfiles require no additional DNS(Domain Name System) lookups or TCP (Transmission Control Protocol) slow starts. Thus there are no external server calls which can slow page load speeds, or result in uncounted page

Advantages of page tagging:

Page tagging can report on events which do not involve a request to the web server, such as interactions within Flash movies, partial form completion, mouse events such as onClick, onMouseOver, onFocus, onBlur etc.
The page tagging service manages the process of assigning cookies to visitors; with log file analysis, the server has to be configured to do this.
 Page tagging is available to companies who do not have access to their own web servers.
Lately page tagging has become a standard in web analytics.

Module V

Features of a website

1. Homepage
2. Links
3. Navigation
4. Multimedia

10 features that make a good website-

1. A logical roadmap.
2. Crucial Business information
3. Contact information
4. Clear navigation
5. Security
6. Social media integration
7. A mobile-ready version
8. FAQs
9. Good hosting
10. Clutter free

HOMEPAGE

What makes a good homepage design?

A good homepage clearly answers ‘Who I am’, ‘What I do’ and/or what can you (the visitor) do here. It should be easy to navigate and have a clutter free look. Not only that, but the colours and patterns used to make the page create an impact on the visitor as well. For example, the homepage of Youtube with its red and white colour combination catches your eye faster than your usual websites. As it is the first impression of the website, making it look presentable is a crucial part of website designing.

Some other important pointers are-

1. It resonates with the target audience - Every homepage has to be user friendly and narrowly focused. The best homepages usually avoid an overtly corporate look. Example – Facebook.
2. It communicates a compelling value proposition – Your homepage should be able to attract visitors and make them stay on your page for a while. It is the best place to nail the value proposition because that could be the sole reason for your prospect to stick around and not navigate to your competitors. Example – Gmail.

3. It’s optimized for multiple devices – Many of the websites are becoming mobile optimized due to growing importance of mobiles. Example – Zomato.
4. It includes call to action – Your homepage should effectively uses primary and secondary call to action to direct the visitors to the next logical step. Example – Free trial, Schedule a demo, buy now or learn more.

The Goal of the homepage is to Guide your Visitors and funnel them to the next logical step.

Example

- Dropbox's homepage and website is the ultimate example of simplicity. It limits its use of copy and visuals, and embraces whitespace.
- It's difficult to tell from the static screenshot above, but this site captures your attention with its subtle use of whimsical animation in that graphic.
- Their sub-headline is simple, yet powerful: "Get to all your files from anywhere, on any device, and share them with anyone." No need to decode jargon to figure out what Dropbox really does.
- It has a focus on one primary call-to-action, "Sign up for free." But the Google-enabled sign-up feature reduces friction for visitors who hate completing long registration forms.

LINKS

A link a word or a group words that help you refer to other related data that the reader can directly follow either by clicking, tapping or hovering. A hyperlink points to a whole document or a specific element within a document. Links are placed on the website by using the anchor <a> tag. There are three types of links on a website-

1. Internal Link – Internal links refer to all links on your site that link to other pages within your web space. This by far is the most common form of link that should be on your site as this links are what tie together each page to one another.
2. Outgoing links – These are the links that point to other websites which can help your overall standing with search engines. It is vital to focus on the quality of your outgoing links, networking only with sites that deal in similar and relevant content.
3. Incoming links – These are the links that are from other sites that direct users to your webpage. Incoming links are by far is the most important type of link to have for your website as they directly indicate to search engines how many other sites recognize you as a valid source of information.

NAVIGATION

Web navigation refers to the process of navigating a network of information resources in the World Wide Web, which is organized as hypertext or hypermedia. The user interface that is used to do so is called a web browser.

Basic features for an effective navigation are –

1. The load on your website should be less, to have faster and easy navigation throughout the website.
2. Clear options such as “Home” ,”Call for action”, etc should be clear to direct the visitors clearly and make navigation easy for them.
3. Visitors do not spend more than 3 seconds on an average for the website to load. Navigation on the web page has to be necessarily smooth to keep the visitor on our page.
4. Clutter usually confuses the visitors about the next step they want to take, in a website. Therefore, it is very important for the webpage to be clear, to make it easy with navigation.
5. Navigation should be user friendly.

MULTIMEDIA

Multimedia elements help to enrich a website that aids in captivating and informing web page visitors, regardless of which browser they are using. Sound files, pictures, animations and video footages are considered forms of multimedia that can be combined to enhance a website.

Embedded Video Footage

Embedded video is an advantage of using multimedia in a Web design. Such videos can contain an array of footage to serve not only a website's mission but also its visitors. Multimedia of this variety is useful to site visitors who have literacy challenges and those with visual, audio or cognitive disabilities. Provide links to a narration transcript to reach the broadest audience should accessibility issues occur.

Informative Images

The advantage of using photos in a multimedia Web design goes beyond the use of images as decoration. Images in a multimedia context consist of slide shows or galleries that a website visitor can view. In situations where you use photos as multimedia objects, embed them with descriptive HTML code such as a title -- because if a browser fails to load the images, your website visitor will at least know what should be there.

Animated Information

Flash objects are multimedia elements that you can use in your Web design as well. The advantages of adding Flash animations to your design include featuring scalable, dynamic and media-rich content that stays within one container on a Web page. This content can illustrate how things work or present information in entertaining ways. Consider including an alternative animation file type that a visitor can view in the event that your Flash animation fails to load in the browser they are using.

Sound

Sound can enhance your Web design project. The sound clips you incorporate can be short or long. You may use them to deliver website visitors information in the form of recorded speech. If you incorporate multimedia of this type into your design, embed descriptions within your HTML code and consider linking to a transcript. These extra steps enable site visitors to review the contents of featured sound files in the event that an accessibility issue arises

MODULE VI

MOBILE

How to Write Mobile Content for a Mobile-Responsive Experience

In a world where over 46 percent of consumers are now using mobile devices to view websites (and growing), it's more important than ever to focus on how your website looks on mobile devices. An average mobile user doesn't have the time or patience to read a wall of text. So, when you're writing for mobile you need to think of how you can water down the content—but without losing the flavor.

Consumers using smartphones report being far more likely to use their devices for local shopping while out in the world. Nearly 68% reported using their smartphones for local shopping while in store. Nearly 82% of consumers reported using their smartphones at home for local shopping, while 49% use their devices at work. And more than 40% of smartphone users reported using their devices at least once a day for local shopping.

When creating mobile-friendly content, you'll have to think of the three key factors that define mobile users:

Pocket Fillers – These people use their mobile device to fill up some time while they're waiting to complete something else. This mobile time is just filling up the spare time – it's not really there for too much purpose.

Distracted Users – These individuals are looking at a website while doing something else. They're easily distracted away from your mobile content; therefore, they need to find something entertaining in a very short period of time.

The Mini Screen – Mobile screens aren't very big, especially when compared to traditional computer screens. They don't have the space to fill up content and marketers need to consider the size of the screen when they start writing up content. Can the user read everything without scrolling? How many times do they need to scroll?

Creating Perfect Content

According to a survey, 46 percent of users are using their mobile phone as a primary research tool. That number is expected to grow even more. In order to create an efficient content for the mobile phones, the following things have to be kept in mind:

Quick and precise

Some of the best mobile content is the type that cuts to the point in a matter of seconds. You only discuss the necessities to get the information to the user. You don't fluff, you don't add thousands of words and you don't use in-depth research to

create mobile content. Remove all superfluous words and write tight factual sentences. You should break up the paragraphs. Use easy words for writing content for your mobile website.

Catchy Headlines

Boring headlines won't get you far with web users and they certainly won't do much for mobile users. The typical mobile reader looks for something that stops them and catches their otherwise easily diverted interest. You need something catchy, compelling, interesting, and an instantly attention grabbing thing. You should get to the point through the headline and then back it up with the content itself. Your header should be clear and tell readers exactly what they're going to get from reading further. Avoid jargons while writing titles for the content for a website. A punchy summary just below the title would also help you to attract and grab the attention of the potential customers of your website.

Varying Screen types:

Mobile devices don't have a one-size-fits-all screen. There is no industry standard so when you're writing for mobile users, you have to remember that there are dozens of screen types out there – including resolution and viewing capabilities. When it comes to writing your mobile work, you need to be direct, succinct and just get to it. No fluff and fillers.

Responsive Designs

A responsive design is one that has a great user experience regardless of how the user is accessing your site. You only need one source code and no matter what the user is looking at, it automatically optimizes for that device and screen. A site built on a responsive system pays attention to things like screen size and resolution. It automatically adjusts based on the needs of the user to give them the optimum experience. Text, media and even videos are changed so that everything operates flawlessly on your site.

Mobile Content Marketing

In order for a content marketing strategy to be successful, it's important that the approach represent a deeper understanding of your users' behavior and what that means for both your content creation and user's experience.

With mobile marketing, the better you understand your audience's information discovery and consumption habits, the more compelling your content will be. Specifically, understanding the makeup of their mobile universe will help you create content that feels native. Content marketers recognize that web site design forms an integral part of content marketing. With smartphones, that may require implementing responsive web design and creating a web portal that works well across all devices.

Customers expect a congruent experience across devices and channels, so it pays for your brand to give them what they want.

Survey proves that, 74% of consumers will leave a mobile site after just five seconds and 46% are unlikely to return if the site didn't work the first time. It's essential for the mobile content experience to meet and exceed customer expectations in the first few seconds.

When you understand that a smartphone is a tool that aids a visitor on his quest for quick results, you can focus your marketing on providing content that's functional and accessible. For a national retailer, that would mean mapping zip code data to find a local brick and mortar store. Adapting the desktop website into a mobile one means using fewer graphics, providing less text, and incorporating features native to smartphones, such as click-to-call buttons. Increasingly, users are expecting personalization and hyper-relevance.

Examples of Effective Mobile Content:

Mountain Dew

Mountain Dew's mobile website uses interactivity and customization to great effect. While their page may seem busy to some, it matches the high-energy, counter culture feel that matches the Mountain Dew brand. Each image on the home page opens up a larger area directly on the homepage that provides information and links for deeper reading. This allows users to see more of the content that may interest them, from sports teams to promotions, without ever needing to use the back button.

Design fits the context of a mobile device using bold colors and minimal text. The content is tailored to fit their audience demographics and psychographics perfectly. Navigation allows users to customize the home page in real time, providing a hyper-relevant personalized experience. Deselecting any option will remove the content that users do not find interesting. It provides an exceptional user experience that drives users toward a desired action with the creative use of motion and video.

Create Pilates

Create Pilates offers Pilates as its foundation, but has brought together experts in complementary fields too, such as yoga, nutrition, massage and anatomy, giving birth to Pilates+. It makes great use of bold dynamic visuals, clean simple fonts and minimalist text. Each category block opens to more information where users can view pricing, book a class or access a schedule. The navigation is accessible on both the left, as a drop down menu with clickable links, or on the right with interactive buttons you can tap.

Pizza Hut

You can't get simpler than Pizza Hut's mobile content, which incorporates a marketing message and call to action front and center. They make ordering a pizza from your mobile so enticing, that a visitor doesn't have a chance to reconsider.

Colors are consistent with their “piping hot” branding. Focusing on the bare essentials increases the chance of the user completing an action. For location-based search, placing the “Find Store” at the top of the screen is essential for a good customer experience, leading to higher conversions. By including GPS features and localizing deals for individual restaurants, Pizza Hut is making it even easier for consumers to complete their orders.

BLOGS

Introduction:

Digital marketing moves at a frightening speed. Often the only way to keep up is to keep on reading. But with so many digital marketing blogs out there that it can be hard to distinguish between the useful reads and the digital marketing weeds.

At the Digital Marketing Institute we regularly keep up to date with a few quality blogs – the one’s we know are valuable, reliable, compelling and original.

Examples:

1. Digital Marketing News & Views: Marketing Land

What You Can Expect:

The best things about Marketing Land is that it features daily breaking news stories about all aspects of the digital marketing industry so you can get most of your digital marketing news from the one place. The writers at Marketing Land often publish practical tips and strategies you can use in your own digital marketing campaigns. However, one of our favourite things about this website is that it features specialist articles written by subject matter experts.

Its Super Useful For:

Keeping up to date with important upcoming launches and digital marketing announcements and helping you to stay ahead of the competition.

2) Digital Marketing Stats & Studies: Kiss Metrics

What You Can Expect:

Kiss Metrics specialises in analytics, marketing and testing and its blog posts reflect this specialist knowledge. You can look forward to a host of beautifully designed infographics containing the latest digital marketing statistics, studies and tests. You'll also find an array of useful digital marketing guides that tackle subjects like email marketing, social media and customer analytics.

Its Super Useful For:

Conducting research for your own articles and selecting useful statistics to use for your campaign proposals.

3) Search Engine Marketing: Moz Blog:

What You Can Expect:

If if you'd love to be an SEO superstar you'll love Moz Blog – we promise. It's packed full of useful blog posts on how to handle every element of your SEO strategy and practice – from the technical issues like how to overcome duplicate content issues to communication tactics like content strategy and relationship building. Our favourite thing about Moz Blog is that it helps you keep track and understand the mechanics behind the latest SEO updates.

It's Super Useful For:

Step-by-step how-to guides – if you're want to learn how to do something new in search this is the blog for you.

4. Content Marketing: Content Marketing Institute

What You Can Expect:

You can look forward to delving into original content marketing research, including information on the content marketing industry's benchmarks, budgets and trends. The blog is home to a number of compelling articles written about content strategy, storytelling and blogging best practices. Another bonus is that it keeps you updated with the latest content marketing events. Well worth a browse and a bookmark.

It's Super Useful For:

Learning how to craft and implement an effective and measurable content marketing strategy of your own.

5. Social Media: Social Media Examiner

What You Can Expect:

As the name suggests Social Media Examiner dispenses useful advice on all things social

media, including Facebook, Twitter, YouTube, Google+ and Pinterest and more. You can look forward to advice from social media experts on how to formulate an effective social media strategy for each channel. Blog posts and articles include expert interviews, innovative case studies, reviews of the latest industry research, podcasts and the latest social media news.

Its Super Useful For:

The strategy and case study blog posts are particularly useful for helping you plan and create your own social media strategy and content calendars.

6. Google Analytics: Occam's Razor

What You Can Expect:

Occam's Razor by Avinash Kaushik contains a whole host of blog posts on every aspect of Google Analytics. You'll find in-depth how-to guides and information on a wide range of topics, including qualitative analysis, competitive intelligence analysis, analytics tips, web metrics and more. Author of two bestselling books ('Web Analytics 2.0' and 'Web Analytics: An Hour a Day'), Avinash Kaushik is one of the world's leading experts on Google Analytics – we'd take his advice.

Its Super Useful For:

Getting to grip with Google Analytics basics and learning more advanced Google Analytics tricks to help you measure your website's and campaign's performance.

How to improve performance?

To get higher traffic on your blog, content marketing is something that you need to promote in your marketing efforts. Having said that, to excel in this particular direction, technology has helped greatly. Multiple apps and software's are available to ease up the content marketing process.

Now, when we talk about apps, then the use of web-based and mobile apps is tremendous. You have an app for anything and everything. To make content marketing a profitable deal and augment it as a process, apps are a great source.

Only a well-written content won't make it in today's stiff competition. A content until does not solve the purpose of search of the readers, it won't appeal to the search engines. With content marketing apps, you can brand your content that suits the target audience. Following are the most helpful and used apps that are designed to take normal content and improve its quality by making it useful for the readers.

So here are the 6 essential content marketing apps that can help any business grow their blog traffic.

1. Sumall:

Google analytics is just not the ultimate calculation. There are various other figures and numbers, such as insights, reports, analytics and more that you need on a day-to-day basis to effectively arrange your content strategy. Without a proper tool or app, it is nearly impossible to manually manage all these metrics and calculations. This app is a one-stop solution for social media and eCommerce dashboard. This further helps in generating quality leads and grow revenue.

2. Buffer:

If you wish to excel in the digital marketing world, you need Buffer. Social media is an important element for any marketing effort as most of the desired audience and clients are socially active Facebook, Twitter, LinkedIn etc. You need to regularly update and post. Now, posting regularly is impossible as you can't be manually posting round-the-clock. This calls for something to help you with regular posting. Here is where Buffer comes in handy. You can simply schedule your post for the desired date & time, and let Buffer post on various platforms on your behalf. It aids in posting on multiple platforms at a single point of time and also can take up multiple scheduled posts.

Best part is, it's FREE! You can make a free account at Buffer during your initial phase and once you learn the trick to lead social media marketing, you can avail a paid account too.

3. Google Docs Research Tool:

This is an inbuilt tool for Google docs users. This easy-to-use app, very easily you can conduct a research straight from your document environment, by avoiding to visit the search engine. This saves a lot of time. For becoming an excellent blogger, wasting too much time on the research process can be a mistake and one can't afford that. Being punctual and timely are some attributes a great blogger possesses. Drawing higher traffic by creating content that is fully backed up by data, is one of most crucial element to lead as an expert and gain a competitive edge. Link your content out to authoritative sites, which will lead to the creation of beneficial

content; which will further allow your audience to gain out of it and share it to the maximum.

4. Hemingway App:

If you are looking out for a tool that offers you aid in getting an error-free content and helps you highlighting the mistakes and loopholes; this app is a savior. It offers a great array of editing tools that can help in various forms of editing. Few of the assistance it offers are, simplifying hard sentences, offering suggestions and simple version of very hard sentences, helping in avoiding phrases that are not reader-friendly, help in avoiding the use of too many adverbs and lastly, discouraging the use of passive voice. For any writer or content creator or marketer, all this sounds perfect. And so is this app.

Continued use of this tool can highly improve the writing skills and editing and formatting of content for the desired audience.

Types of Blogs:

Blog Type #1: The Rogue
Rogues, quite simply, attract attention — both good and bad.

They're not afraid to bend the rules and go against the grain. They take bold stances on divisive issues. This wins them both admirers and detractors.

Blog Type #2: The Guest Host
The benefits of guest posting have been blogged about ad nauseam. But the benefits of *hosting* guest content have been written about much less.
That's what the Guest Host is all about — regularly hosting top-notch guest content.

Did you know that Neil Patel grew the KISSmetrics blog to over 400,000 visitors a monthpublishing posts that mainly came from guest authors? He also grew the Crazy Egg blog to over 100,000 visitors a month using the same strategy.

Although the Guest Host regularly features content from guest authors, the person (or people) behind the blog will also regularly step back into the spotlight and write posts of their own.

Blog Type #3: The Crash-Test Dummy

The Crash-Test Dummy is best summed up using the words of the person who coined the term: Pat Flynn of SmartPassiveIncome.com.

As Pat says on his home page, “I’m the crash test dummy of online business, sharing what works (and what doesn’t) so you know exactly how to build your business better.”

The Crash Test Dummy tests different strategies, techniques, and tools, then shares what works (and what doesn’t) so you can know what to implement and what to avoid.

Blog Type #4: The Niche

Rather than focusing on broad topics like leadership, marketing, or sales, niche blogs get hyper-specific.

How specific?

When Pat Flynn began his Niche Site Duel (in which he and Tyrone Shum each created niche sites from scratch), his list of potential niche ideas included things like writer’s block, police training, and data loss — that’s how specific.

Blog Type #5: The Giver

The Giver gives away incredible free bonus content with every post.

These are called “content upgrades” — an additional piece of content created for a specific blog post and given away in exchange for an email address. On top of being a great way to deliver more value to your audience, they’re also a great way to build your email list.

Blog Type #6: The Guide

The Guide writes posts that help readers with their personal lives. Many bloggers utilizing this blog type discuss topics like personal development, life coaching, and/or spirituality.

Blog Type #7: The Homer

No, the Homer is not a label reserved for blogs about doughnuts, nuclear power, or Duff beer.

It's reserved for bloggers who write posts of epic proportions — posts that take readers on a 2,500+ word journey every time.

Though word count is one of the most noticeable aspects of the Homer, it doesn't define this type of blogger. Word count is simply a means to an end, and that end is a transformative journey. The Homer takes the reader from Point A to a vastly different Point B.

Blog Type #8: The Tell-All

Would you be comfortable swapping stories with the Most Interesting Man in the World from the Dos Equis commercials?

Have you been to the top of the mountain… and also walked through the shadow of the valley of death?

Have you learned a lot of valuable information the hard way?

If you answered "yes" to all three of those questions, the Tell-All might be the perfect fit for you.

To put it simply, the Tell-All frequently writes posts that feature both shockingly revealing details and highly valuable information/lessons learned.

Blog Type #9: The Personal Brand

Are you a major part of the brand you're trying to build?

Well, of course you are. You're building it, after all. But is your personality a cornerstone of the blog you're building? Is your name in the URL? Is your face all over the home page? Do you want to be known as *you*, or as the person who writes Blog XYZ?

Personal Brand blogs are ideal for those who are seeking to position themselves as experts.

Blog Type #10: The Enterprise

The Enterprise is a blog built for a company, not an individual. It's the type of blog companies like Buffer, HubSpot, and Coca-Cola feature on their websites.

Typically, a team of writers create content that is relevant and valuable to the type of people who fit the company's customer profile. That content then attracts those potential customers to the website, where they can learn more about the company's product(s).

TWITTER

What do people want from brands on Twitter?

According to Twitter, there are 255 million active Twitter users generating more than 500 million Tweets per day. Link clicks are by far the biggest way users interact with content, accounting for 92% of all user interaction with Tweets. Twitter users follow a median of 6 brands on Twitter, looking for things like interesting and fun content, news and updates, discounts and promos and more. So we know your customers are on Twitter, ready to click some links. They want to hear from you there and take actions that can benefit your business.

Twitter's research shows that, 60% of respondents say they've made a purchase from an SMB based on something they saw on Twitter. 86% say they plan to purchase in the future. 43% of respondents plan to make multiple purchases from SMBs they follow on Twitter.

Writing great Tweets

Conversations that you have with your customers every day can also happen on Twitter. And you can approach these Twitter conversations the same way – like you're talking to a good friend. Here are a few tips straight from Twitter:

Know the difference between voice and tone. Voice doesn't change, but a business' tone should vary based on a situation. If a follower did not have a positive experience, a business' tone may be more sympathetic and understanding.

Talk with people, not at them. Reply to @mentions and address both positive and negative feedback. It's a real-time network, so businesses shouldn't keep followers waiting too long. Keep Tweets conversational. Be professional without being overly formal. Avoid business jargon when possible. Think about how your content will be consumed by your followers. Would they want to retweet it or pass it along to others? Incorporate humor, inspiration and newsworthy content to draw followers in.

Viral words and phrases

Of course your own content, written in your brand's voice, is the main idea to focus on for Twitter success. But Twitter is particularly powerful at driving "amplification" for brand messages–retweets that share your message. In fact, 78% of user engagement with a brand's Tweets is in the form of Retweets, according to Salesforce research.

Imperative words that tell you to do something, like see, make, look. Visual words like video and photos point to the importance of multimedia content. A lot of superlatives like "the most" and "the best" and "blow your mind."Audience-referencing phrases like "make you," "when you," and "you see." If you're talking to "me," I am more likely to feel strongly about the content.How-to phrases that explain a process or teach a skill. Tweets that contained more adverbs and verbs have a higher click-through rate than tweets with more nouns and adjectives. So the general rule that action words make for stronger, more compelling writing is also true for Tweets.

Formatting: Optimize for your goal

Different tweets can be used to achieve various marketing outcomes. For example, if you want to drive more direct response start by simplifying your Tweets. Start with a compelling offer and then communicate a sense of urgency. Next, include a strong call-to-action with a link to your website. Finally, avoid using hashtags or @mentions.

If you're sharing any blog posts, Conductor polled people on headline format and found that people prefer title case (shown here as "sentence case") – basically the first letter of every word in the headline capitalized, more than lowercase or all caps. This formatting can help set off content and signify that it's something special that your followers will want to read and share.

Hashtags: How to choose the right ones

Consider creating a hashtag that is short, recognizable by followers, and allows them to easily follow along. If you're using an existing hashtag, ensure you're adding value to the conversation. The volume of hashtags is important as well: one or two hashtags can get you up to two times more engagement than tweets without hashtags.

But when you use more than two hashtags, your engagement actually drops by an average of 17 percent. So make sure you're choosing your hashtags carefully and focusing on the ones where you can add the most value for Twitter users.

Tweet length

Length: Around 100 characters is the sweet spot

A tweet at this length is long enough for the original poster to say something of value but still short enough for the person retweeting to add their commentary as well. If you can veer toward the shorter side, it might be worth a try for your clicks as well. Tweets shorter than 100 characters get a 17% higher engagement rate, according to Salesforce.

Photos and video can make content twice as engaging

With Twitter, you have more than characters as content. Equip your marketing arsenal with rich media like photos and Vine or YouTube videos to drive retweets—it can double engagement with users.

Timing it right

Try weekends for B2C, weekdays for B2B. Every business and audience is different, so it's best to test multiple days of the week to see what works for you. If your brand speaks directly to consumers ,Saturdays and Sundays may have a higher engagement rate as that is when most people are not at work and therefore have more free time..

The best time of day to tweet: Daytime and afternoon

There is a 30% greater engagement rate when Tweets are published during the day (between 8AM-7PM). This makes sense if you consider the majority of news, store hours and activities happen during the day. Specifically, the afternoon and early evening tend to be good time to see more engagement and clicks.

Mobile users have their own patterns

There are also lots of Twitter users who primarily use a mobile device. These folks are very likely to be on Twitter during their commute as well as during school or work hours. And these users just might be the ones you're looking for for your business – they're 44% more likely to click on links and 66% more likely to retweet than an average user. They also tend to follow more brands and they're 53% more likely to recall seeing an ad on Twitter than the average Twitter user.

Frequency of Tweets

More posts=more engagement

You'll come across businesses that tweet 2x per day and others that post 20x per day. What's most important is to develop a regular cadence of tweeting—your followers should know that they are going to get regular updates from you. It's generally OK to tweet as often as you have content to support it. Twitter is a high volume channel, and it helps to Tweet enough to get noticed in the stream.

The general rule here: Make the most of the time you do have. If you're a small business owner with a million things to do, you might be better off trying for 4-5 tweets per day to make the most of the time you do have. If you have the time and the content to post more often, Tweeting regularly helps you establish yourself as an authority on Twitter.

The more you tweet, the more opportunities you have to engage with fans, and the more total response you will receive. Greater volume should generally correlate to greater total response.

Measuring and testing

Measuring your progress is key to growing your business on Twitter. Start by asking yourself what you want to achieve. From there, track your results on a weekly basis using a tool like Buffer. Here are a few key metrics worth a look:

Follower growth: How many new followers you get every day, week or month.

Follower quality and engagement: How many users interact with your account.

Reach: How many users favorite or retweet your Tweets.

Clicks: How many users click on your links.

Conversion: How many users sign up for your service or buy your product.

The more you tweet, the faster you will learn about what works and what doesn't. You can test different headlines, days and times, types of media and more to isolate what resonates most with your followers. All you need is a way to track the metrics of all the Tweets you are sending. You can do this either through a URL shortener like bit.ly or with Buffer's built in analytics. For example, we test timing at Buffer by taking one piece of content and choosing 3-4 different times to test it on the same day. Buffer will always generate a different URL so it's super simple to do a quick A/B test. It works best to keep the posts simple tweets with a headline plus a link each time (interspersed each time with other types of posts that are perhaps more conversational in tone).

Timing testing

The following day, check your analytics and see how the tweets compare for clicks, favorites and retweets. From there, update your schedule to optimize for your metric

of choice. Repeat this process as your content changes and you get more followers to make sure you’re always tweeting at the most optimal times.

12 Templates You Can Customize

1. Use "The Basic Shared Content Tweet"

[ARTICLE TITLE]: http://url.com #hashtag by @TwitterHandle

This go-to tweet style is the easiest to execute, but many times, people forget to include a relevant hashtag and the author's Twitter handle. The hashtag could get your tweet more exposure to people following that hashtag. And always credit your information source (the author or the site you got the post from) on social media. It'll show appreciation to the original content creator -- and they might return the favor by sharing some of your content with their followers.

Example: 12 Tweet Formulas to Get You Started on Twitter: http://hub.am/Sgsvt5 #twittertips by @HubSpot

2. Try "The Shared Content Tweet With Commentary"

[YOUR OPINION] > [ARTICLE TITLE]: http://url.com #hashtag by @TwitterHandle

[ARTICLE TITLE]: http://url.com #hashtag by @TwitterHandle > [YOUR OPINION]

Like the basic shared content tweet, this tweet includes the article title (or a shortened version), a relevant hashtag, and the author's Twitter handle. But in addition, you'll add your opinion -- whether it's a quick "+1" or something a little more in-depth. Something personal like that might increase engagement rate with your tweet.

Example: Bookmarking this. > 12 Tweet Formulas to Get You Started on Twitter: http://hub.am/Sgsvt5 #twittertips by @HubSpot

3. Retweet With Commentary

Typically, when you want to retweet someone's tweet, you'll simply click the retweet button and share the content with your followers. But if you want to know how to retweet with a little flavor, we're going to show you. There are two ways to add commentary to a retweet: using the "retweet with comment" feature or composing a new tweet and publishing it manually.

a) Using the "retweet with comment" feature.

[YOUR OPINION] #hashtag

[EMBEDDED ORIGINAL TWEET]

The "retweet with comment" feature allows you to embed an original tweet within your own message, and then comment on it in up to 116 characters. To do this, click the retweet icon at the bottom of the tweet. In the window that appears, add your comment to the "Add a Comment" section (and include a hashtag, if you so desire).

b) Manually retweeting with commentary.

[YOUR OPINION] #hashtag - RT @TwitterHandle [ARTICLE TITLE] - http://url.com

To retweet with commentary in this way, simply copy and paste the person's tweet into a brand new tweet, preface the tweet with RT @TwitterHandle, and add commentary to the beginning. If you modify their tweet at all (e.g. to make the tweet a bit shorter, allowing more room for your comment), use MT -- which stands for "modified tweet" -- instead of RT.

Example: #7 is important but often forgotten. - RT @mvolpe "10 Things Great Marketers Do Every Day" http://hub.am/1m6RPK4 by @kellykranz

4. Use "The .@TwitterHandle Tweet"

.@TwitterHandle [REST OF TWEET]

If you put someone's Twitter handle at the very beginning of your tweet, Twitter assumes you're @replying to that person -- so they omit that tweet from showing up on your Twitter followers' feeds. While this is usually a good thing (otherwise, your feed might get taken over by @reply tweets), there may be times when you want your followers to see that tweet on their feeds. To do that, simply add a period right before their Twitter handle.

Example: .@HubSpot redesigned their blog! Check it out here: http://blog.hubspot.com #webredesign

5. Try "The Problem/Solution Tweet"

Don't let your [ASSET] [NEGATIVE RESULT]. Find out how to [GOAL] here: http://url.com #hashtag

Fear is a powerful motivator. Nobody wants to suck, or fail, or flounder, or fall short, or whatever [negative result] you use. And if they do, they want to learn how to remedy the situation, fast -- that's where you can help them. Also, if there's a relevant hashtag you can use here, don't forget to include it!

Example: Don't let your blog fall into a rut. Find out how to churn out new blog posts quickly: http://hub.am/1nD3y5M #blogging

6. Utilize "The Stat or Fact Tweet"

Did you know that [STAT]? http://url.com #hashtag

Don't just find any old data point here -- find something that will really intrigue your target audience. Once they get this little preview, they could want to read the full

story to understand (1) why this data point is true, and (2) what they should do about it. Just be sure your statistic is recent and from a reputable source.

Example: Did you know 6.5% of blog posts are published on the weekends & they get 18% of all social shares? http://hub.am/1otH7QF #blogging

7. Tweet "The Endorsement Tweet"

I loved this article by @TwitterHandle about [TOPIC] - http://url.com #hashtag

Lots of valuable info on [TOPIC] in this article by @TwitterHandle - http://url.com #hashtag

This tweet can take many forms, but instead of tweeting a basic shared content tweet, you're adding your endorsement to the tweet and possibly including info on why you enjoyed the piece.

Example: I loved this article by @lkolo25 about how to not screw up your landing pages - http://hub.am/1p2LQwy #leadgen

8. Embed a SlideShare in a Tweet

[PRESENTATION TITLE]: http://url.com #hashtag by @TwitterHandle

Did you know you can embed a SlideShare presentation directly into a tweet? That way, your followers can flip through the presentation without ever having to leave Twitter (or the page a tweet is embedded on). To embed a SlideShare presentation into a tweet, all you have to do is link to the presentation and it will embed automatically. This is also true for documents and videos from SlideShare as well.

9. Ask a Question in a Tweet

[QUESTION] #hashtag

[QUESTION] - http://url.com #hashtag

Twitter, like all social networks, is a two-way conversion. You should regularly ask your followers questions. These can be tied to an article you've read or could be something a little more random (though still tied to your brand). Not every tweet needs to drive traffic to a website page.

Example: What tool do you use to schedule your social media posts? #socialmedia

10. Use "The Tip or Advice Tweet"

[YOUR OWN WORDS OF WISDOM] #hashtag

[QUESTION] #hashtag 1) [ANSWER #1] 2) [ANSWER #2] 3) [ANSWER #3]

Again, not every tweet needs to drive traffic to a website page -- in fact, tweeting bits of advice that obviously aren't traffic drivers is a great way to build credibility. Tweets like this are retweeted frequently and can get you more engagement and followers, so don't look as a "sacrifice."

Example: Do you pass reshare test? Be valuable on #socialmedia: 1) Provide information 2) Provide analysis 3) Provide assistance 4) Be entertaining.

11. Try "The Inspiring Quote"

"[QUOTE]" - @TwitterHandle #quote

"[QUOTE]" - [NAME OF PERSON NOT ON TWITTER] #quote

Everyone loves a daily dose of inspiration! It's difficult to research quotes and find the perfect one, so inspirational quotes are best shared when you randomly come across them and get inspired yourself. So keep your eyes peeled for great quotes, takeaways, data, etc. Just make sure to give credit where it's due!

Example: "Our time is limited so don't waste it living someone else's life." - Steve Jobs #quote

12. Post "The Photo Tweet"

[PHOTO CAPTION] #hashtag [ATTACH PHOTO]

There are lots of ways to spice up your tweets with visual content. The simplest of them all is adding a photo to your tweet, using the text part of the tweet as a caption, and sharing that with your followers. This is great for sharing pictures of your office space and employees, or promoting events and webinars. Remember to include any relevant Twitter handles or hashtags.

TYPES OF TWITTER USERS

1. Egg - We all came into the Twitterverse as eggs. Sadly, many of those eggs never hatch.

A study from Beevolve indicates that a quarter of Twitter users have never tweeted. Some Eggs send out a few initial tweets and then go dark when nobody responds. But I have to give it up to the egg who manages to get the President of the United States to follow them. How one accomplishes this is a mystery of the Twitterverse I may never figure out.

2. Lurker - Twitter itself previously shared that 40 percent of users that logged in during a given month had not tweeted in the past month. There is overlap between Lurkers and Eggs but these two categories together likely represent more than half of the Twitter user base.

3. Contester - Some users emerge from the Lurker shadow to become prolific tweeters... with the sole purpose of entering promotions or claiming coupons. Having

previously run a social promotions business, this is a group I am quite familiar with. If more than 50 percent of your Tweets are contest entries I'm talking about you. There is nothing wrong with free stuff, but since you are on Twitter already I encourage you to take the next step.

4. Retweeter - If you want to tweet but aren't sure what to say then the easiest thing to do is retweet someone else. So long as you are sharing good content then RT away, but why not let a little of your own personality shine through? I know it's a bit daunting at first, but if you are feeling insecure about the content of your tweets you can use the free service from Tweetoptix to review your tweets before you send them.

5. Bot - In Twitter's IPO prospectus they state that less than 5 percent of accounts are spam or fake accounts. If, however, you include other automated Twitterbots that are tweeting content (aside from link bait) the number of non-human Twitter accounts is likely much higher.

6. #TeamFollowBack - I can't even venture a guess as to what percent of Twitter users this encompasses, but it's way too many. Sometimes it is difficult to tell the difference between these real people and bots. But evidently if you want to collect followers as a status symbol without ever sharing anything worthwhile then this is the team to join. If you haven't come across this user segment yet just have a look at the image to the right. Enough said.

7. Celebrity - Celebrities probably comprise 1 percent of Twitter users, while 99 percent of users follow these celebrities. Celebrity accounts include musicians, athletes, and actors. You also make the cut if you are the President of the United States or Bill Gates. Celebrities have millions of followers. When you're a celebrity, people retweet whatever you post. So you can use that influence to promote a cause or to tout new Instagram filters.

8. "Guru" - No I'm not talking about the Dali Lama (who is both a genuine guru and celebrity), but rather the group of people who have amassed a big enough following to become pseudo celebrities on Twitter alone. A quick search on Followerwonk

shows more than 150,000 people with the term “guru” in their Twitter bio. Most of these people are self-proclaimed “gurus” of one sort or another, so take it with a grain of salt. But my hat goes off to those who have successfully used the medium to build their personal brand.

9. Business - Businesses are a very important group of users as they represent the advertising revenue that will fuel Twitter’s growth. Companies of all sizes are now on Twitter and many of them are engaging with consumers in ways that were not possible in the world before social media.

10. The Best of the Rest - Based on the available numbers and a bit of fuzzy math, I estimate approximately 20-25 percent of the Twitter user base is unaccounted for in the nine categories above. This remaining group represents the core user base of the product. Some tweet more, some tweet less, but they are generally engaged.

7 MOST CREATIVE WAYS OF USING TWITTER (CASE STUDIES)

1. Humanize The Experience

Verizon turned to Twitter with the Verizon FiOS Twitter Campaign. Through a series of commercials, Verizon encouraged viewers to reach out to three current customers and ask questions at their Twitter handle. While some of the questions asked were legitimate, not surprisingly there were some questions that didn’t help the brand, like “Will you help me find my mom?” and “Are you robots?”

There is still some debate about whether this campaign was successful or not, but one thing Verizon did well with this ad was to humanize an experience. Even if the campaign didn’t produce the desired results, people were still talking about Verizon and their FiOS service, which is a positive thing.

- What Verizon did right:
- Helped real customers interact with other real customers
- Gave customers a way to interact on social media
- Brought a human side to the brand
- Made people talk

2. Involve Your Audience

During a soccer game in South America, Coca Cola turned tweets sent to the company during the game into confetti, which was then thrown out to the crowd. This was a great way to interact with customers in a current setting, with their own content. The company took a real-time event, where actual customers were in attendance, and brought the company to the people. And who doesn't love confetti?

What Coca Cola did right:

- Used a current event to their advantage
- Sent content in a fun and playful way
- Used creativity to connect with their audience
- Involved current customers at a live event

3. Use Information Wisely

Many companies use Twitter to answer customer questions, but KLM, a Dutch airline, has taken this to the next level. Instead of simply having a back-and-forth with customers, KLM updates in real time on Twitter. Every five minutes, the Twitter cover photo is updated with the new estimated "hold times." This makes it easy for customers know what to expect from the company and offers real-time insight.

What KLM did right:

- Interacted with the customer in real time
- Included transparency to set customers' expectations
- Used social media to address a negative to produce a positive outcome

4. Know The Local Crowd

Luvs discovered that there are a lot of moms in Brooklyn with babies, but without cars. The Lullaby Lift campaign was created, offering moms with sleepless babies in Brooklyn an opportunity to go on a soothing taxi ride to rock their baby to sleep. All the moms had to do was tweet #LullabyLift for a ride. Over the course of two nights, Brooklyn families got a lift, while many more people across the country participated in the campaign online.

What Luvs did right:

- Discovered a local need
- Catered to a specific location and target demographic
- Built brand awareness by opening the campaign to the online world

5. Be Timely

Domino's Pizza in the UK looked to the lunch crowd for their Knock Down the Price of Pizza campaign. For every tweet sent with the hashtag #letsdolunch, Dominos knocked off £0.01 for its most popular pizza. The price eventually went from £15.99

to £7.74 for a large pepperoni pizza. This was a clever, one-off campaign that quickly got fans interacting with the company during the lunch hour.

What Dominos did right:

- Targeted a specific time to target the right audience
- Let customers do the advertising for the brand by offering an incentive

6. Remember Holidays

To help customers have a memorable Valentine's Day, Kraft turned to Ted Williams, the famous voice discovered on the street, to send personalized videos for their Kraft Valentines Tweets campaign. This campaign was both fun and creative, offering fans a chance to create a personal message for the ones they love, while still taking advantage of a recognized voice. What better way to surprise that special someone than by having your tweet read by the "Golden Voice of Love?" All customers had to do was tweet #voiceoflove to Kraft for a chance to have their love message read by Williams.

What Kraft did right:

- Focused on a holiday
- Added a personal touch

7. Tie into Top Influencers

NetWorld Solutions created GoGranny as a way to spoof competitor GoDaddy's Superbowl ads. The mockumentary vignettes featured Cloris Leachman and were hosted on YouTube. The sassy "GoGranny" took over Twitter for three days during Super Bowl weekend and tweeted carefully targeted messages that caught the attention of influencers like Guy Kawasaki and Scott Monty. Top mommy bloggers at BlogHer also participated. In just five days, the campaign had inspired 3,000 tweets and 20 million impressions on Twitter. #GoGranny also became a trending topic. Besides the attention the campaign garnered, the company saw sales of its .CO domain increase by more than 500% during Super Bowl weekend.

What NetWorld did right:

- Used a celebrity endorsement
- Utilized other social networks

MODULE VII

Cyber Crime and Challenges of the New Media

Cyber crime is the latest and perhaps the most complicated problem in the cyber world. “Cyber crime may be said to be those species, of which, genus is the conventional crime, and where either the computer is an object or subject of the conduct constituting crime” “**Any criminal activity that uses a computer either as an instrumentality, target or a means for perpetuating further crimes comes within the ambit of cyber crime”** A generalized definition of cyber crime may be “unlawful acts wherein the computer is either a tool or target or both” The computer may be used as a tool in the following kinds of activity- financial crimes, sale of illegal articles, pornography, online gambling, intellectual property crime, email spoofing, forgery, cyber defamation, cyber stalking. The computer may however be target for unlawful acts in the following cases- unauthorized access to computer/ computer system/ computer networks, theft of information contained in the electronic form, e-mail bombing, data didling, salami attacks, logic bombs, Trojan attacks, internet time thefts, web jacking, theft of computer system, physically damaging the computer system.

Reasons for Cyber Crime “The Concept of Law” has said ‘human beings are vulnerable so rule of law is required to protect them’. Applying this to the cyberspace we may say that computers are vulnerable so rule of law is required to protect and safeguard them against cyber crime. The reasons for the vulnerability of computers may be said to be:

1. Capacity to store data in comparatively small space: The computer has unique characteristic of storing data in a very small space. This affords to remove or derive information either through physical or virtual medium makes it much easier.

2. Easy to access: The problem encountered in guarding a computer system from unauthorised access is that there is every possibility of breach not due to human error but due to the complex technology. By secretly implanted logic bomb, key loggers that can steal access codes, advanced voice recorders; retina imagers etc. that can fool biometric systems and bypass firewalls can be utilized to get past many a security system.

3. Complex: The computers work on operating systems and these operating systems in turn are composed of millions of codes. Human mind is fallible and it is not possible that there might not be a lapse at any stage. The cyber criminals take advantage of these lacunas and penetrate into the computer system.

4. Negligence: Negligence is very closely connected with human conduct. It is therefore very probable that while protecting the computer system there might be any negligence, which in turn provides a cyber criminal to gain access and control over the computer system.

5. Loss of evidence: Loss of evidence is a very common & obvious problem as all the data are routinely destroyed. Further collection of data outside the territorial extent also paralyses this system of crime investigation.

New Media and Crime Prevention

On the upside of technological advances, new media has promoted innovative ways to prevent crime and help prosecution. The impact of new media in involving citizens in crime prevention, making them proactive agents effecting change in their communities, has been significant.

Public safety is one of the main concerns of every government, and when the state's capacity is surpassed by violence and crime, the voice of the citizen plays a key role in maintaining security. *Alerta Miraflores* is a good example of what new media can do for public safety.

Alerta Miraflores : citizen participation for crime prevention

This new approach to managing crime using web and phone-based technologies provided citizens an instrument to report incidents to local authorities. Citizens dial in and are connected to an automated system to report the incident. The data provided by the citizens is captured electronically and displayed on maps to let public safety officials pinpoint the areas from which citizens are calling, to define priorities and to dispatch the closest officers. At the same time, the system is more transparent, thereby encouraging greater citizen participation.

All incidents reported – by citizens and municipal police operators – are captured in a database and logged into the Citizen Net, an internet and interactive voice response-based system.

The system has benefited the community in several ways:

- It has generated an efficient allocation of police officers (Non emergency calls are triaged)
- It is being used to identify problem areas and trends on a "crime map", enabling trend analysis and adjusting strategic plans accordingly.
- By having a public database of the incidents reported and the actions taken, the system greatly increases transparency and accountability.
- The establishment of a Command Centre.
- The Centre functions as a Citizen Security Data Centre with a rich data set for analysis, decision-making, and monitoring of trends and results.
- It has created a sense of ownership for the community of the process of achieving results.
- It is a simple and effective problem-solving tool

Challenges to New Media

Number of users :

The popularity of the Internet and its services is growing fast, with over 2 billion Internet users worldwide by 2010. In 2005, the number of Internet users in developing countries surpassed the number in industrial nations, while the development of cheap hardware and wireless access will enable even more people to access the Internet. With the growing number of people connected to the Internet, the number of targets and offenders increases. It is difficult to estimate how many people use the Internet for illegal activities. Even if only 0.1 per cent of users committed crimes, the total number of offenders would be more than one million. Although Internet usage rates are lower in developing countries, promoting cyber security is not easier, as offenders can commit offences from around the world. The increasing number of Internet users causes difficulties for the law-enforcement agencies because it is relatively difficult to automate investigation processes. Criminals can commit serious computer crimes with only cheap or second-hand computer technology – knowledge counts for far more than equipment. The date of the computer technology available has little influence on the use of that equipment to commit cybercrimes Although the cost of Internet access is higher in most developing countries than in industrialized countries, the number of Internet users in developing countries is growing rapidly. Offenders will generally not subscribe to an Internet service to limit their chances of being identified, but prefer services they can use without (verified) registration. A typical way of getting access to networks is the so-called “war driving”. The term describes the act of driving around searching for accessible wireless networks. The most common methods criminals can use to access the network fairly anonymously are public Internet terminals, open (wireless) networks, hacked networks and prepaid services without registration requirements. Law-enforcement agencies are taking action to restrict uncontrolled access to Internet services to avoid criminal abuse of these services. In Italy and China, for example, the use of public Internet terminals requires the identification of users. However, there are arguments against such identification requirements. Although the restriction of access could prevent crimes and facilitate the investigations of law-enforcement agencies, such legislation could hinder the growth of the information society and the development of e-commerce. It has been suggested that this limitation on access to the Internet could violate human rights. For example, the European Court has ruled in a number of cases on broadcasting that the right to freedom of expression applies not only to the content of information, but also to the means of transmission or reception.

Availability of information:

The Internet has millions of WebPages of up-to-date information. Anyone who publishes or maintains a webpage can participate. One example of the success of user-generated platforms is Wikipedia, an online encyclopaedia where anybody can publish. The success of the Internet also depends on powerful search engines that enable users to search millions of WebPages in seconds. This technology can be used for both legitimate and criminal purposes. “Google hacking” or “Google dorks” describes the use of complex search-engine queries to filter many search results for information on computer security issues. For example, offenders might aim to search for insecure password protection systems. Reports have highlighted the risk of the

use of search engines for illegal purposes. An offender who plans an attack can find detailed information on the Internet that explains how to build a bomb using only chemicals available in regular supermarkets. Although information like this was available even before the Internet was developed, it was however, much more difficult to get access to that information. Today, any Internet user can get access to those instructions. Criminals can also use search engines to analyse targets. A training manual was found during investigations against members of a terrorist group highlighting how useful the Internet is for gathering information on possible targets.

International dimensions:

Many data transfer processes affect more than one country. The protocols used for Internet data transfers are based on optimal routing if direct links are temporarily blocked. Even where domestic transfer processes within the source country are limited, data can leave the country, be transmitted over routers outside the territory and be redirected back into the country to the final destination. Further, many Internet services are based on services from abroad, e.g. host providers may offer web space for rent in one country based on hardware in another. If offenders and targets are located in different countries, cybercrime investigations need the cooperation of law-enforcement agencies in all countries affected.

Independence of location and presence at the crime site:

Criminals need not be present at the same location as the target. As the location of the criminal can be completely different from the crime site, many cyber offences are transnational. International cybercrime offences take considerable effort and time. Cybercriminals seek to avoid countries with strong cybercrime legislation. Preventing "safe havens" is one of the key challenges in the fight against cybercrime. While "safe havens" exist, offenders will use them to hamper investigation. Developing countries that have not yet implemented cybercrime legislation may become vulnerable, as criminals may choose to base themselves in these countries to avoid prosecution. Serious offences affecting victims all over the world may be difficult to stop, due to insufficient legislation in the country where offenders are located. This may lead to pressure on specific countries to pass legislation. One example of this is the "Love Bug" computer worm developed by a suspect in the Philippines in 2000, which infected millions of computers worldwide. Local investigations were hindered by the fact that the development and spreading of malicious software was not at that time adequately criminalized in the Philippines. Another example is Nigeria, which has come under pressure to take action over financial scams distributed by e-mail.

Resources:

Modern computer systems that are now coming onto the market are powerful and can be used to extend criminal activities. But it is not just increasing power of single-user computers that poses problems for investigations. Increasing network capacities is also a major issue. One example is the recent attacks against government websites in Estonia. Analysis of the attacks suggests that they were committed by thousands of computers within a "botnet" or group of compromised computers running programs under external control. In most cases, computers are infected with malicious software that installs tools allowing perpetrators to take

control. Botnets are used to gather information about targets or for high-level attacks. Over recent years, botnets have become a serious risk for cyber security.

Speed of data exchange processes:

The transfer of an e-mail between countries takes only a few seconds. This short period of time is one reason for the success of the Internet, as e-mails have eliminated the time for the physical transport of a message. However, this rapid transfer leaves little time for law-enforcement agencies to investigate or collect evidence. Traditional investigations take much longer. One example is the exchange of child pornography. In the past, pornographic videos were handed over or transported to buyers. Both the handover and transport gave law-enforcement agencies the opportunity to investigate. The main difference between the exchange of child pornography on and off the Internet is transportation. When offenders use the Internet, movies can be exchanged in seconds. E-mails also demonstrate the importance of immediate response tools that can be used immediately. For tracing and identifying suspects, investigators often need access to data that may be deleted shortly after transfer.

Speed of development:

The Internet is constantly undergoing development. The creation of a graphical user interface (WWW) marked the start of its dramatic expansion, as previous command-based services were less user-friendly. The creation of the WWW has enabled new applications, as well as new crimes. Law-enforcement agencies are struggling to keep up. Further developments continue, notably with online games and voice over IP (VoIP) communication. Online games are ever more popular, but it is unclear whether law-enforcement agencies can successfully investigate and prosecute offences committed in this virtual world. The switch from traditional voice calls to Internet telephony also presents new challenges for law enforcement agencies. The techniques and routines developed by law-enforcement agencies to intercept classic phone calls do not generally apply to VoIP communications. The interception of traditional voice calls is usually carried out through telecom providers. Applying the same principle to VoIP, law enforcement agencies would operate through ISPs and service providers supplying VoIP services. However, if the service is based on peer-to-peer technology, service providers may generally be unable to intercept communications, as the relevant data are transferred directly between the communicating partners. Therefore, new techniques are needed. Understanding cybercrime: Phenomena, challenges and legal response New hardware devices with network technology are also developing rapidly. The latest home entertainment systems turn TVs into Internet access points, while more recent mobile handsets store data and connect to the Internet via wireless networks .USB (universal serial bus) memory devices with more than 1 GB capacity have been integrated into watches, pens and pocket knives. Law-enforcement agencies need to take these developments into account in their work – it is essential to educate officers involved in cybercrime investigations continuously, so they are up to date with the latest technology and able to identify relevant hardware and any specific devices that need to be seized. Another challenge is the use of wireless access points. The expansion of wireless Internet access in developing countries is an opportunity, as well as a challenge for law-enforcement agencies. If offenders use wireless access points that

do not require registration, it is more challenging for law enforcement agencies to trace offenders, as investigations lead only to access points.

Anonymous communications:
Determining the origin of communication is very often a key component of cybercrime investigation. However, the distributed nature of the network, as well the availability of certain Internet services, which create uncertainty of origin, make it difficult to identify offenders. The possibility of anonymous communication can be either just a by-product of a service or offered with the intention of avoiding disadvantages for the user. Being mindful of uncertainty of origin is crucial to prevent incorrect conclusions. Examples of such services – which can even be combined – are: • public Internet terminals (e.g. at airport terminals or Internet cafés); • network address translation (NAT) devices and virtual private networks (VPN)• wireless networks; • prepaid mobile services that do not need registration; • storage capacities for homepages offered without registration; • anonymous communication servers; • anonymous remailers. Offenders can hide their identities through, for example, the use of fake e-mail addresses. Many providers offer free e-mail addresses. Where personal information has to be entered, it may not be verified, so users can register e-mail addresses without revealing their identity. Anonymous e-mail addresses can be useful e.g. if users wish to join political discussion groups without identification. Anonymous communications may give rise to anti-social behaviour, but they can also allow users to act more freely.

Failure of traditional investigation instruments: Investigating and prosecuting cybercrime requires Internet-specific tools and instruments that enable competent authorities to carry out investigations. In this context, instruments to identify the offender and collect the evidence required for the criminal proceedings are essential. These instruments may be the same as those used in traditional terrorist investigations unrelated to computer technology. But in a growing number of Internet-related cases, traditional investigation instruments are not sufficient to identify an offender. One example is the interception of voice-over-IP (VoIP) communication. In recent decades, states have developed investigation instruments, such as wiretapping, that enable them to intercept landline as well as mobile-phone communications. The interception of traditional voice calls is usually carried out through telecom providers. Applying the same principle to VoIP, law-enforcement agencies would operate through Internet service providers (ISPs) and service providers supplying VoIP services. However, if the service is based on peer-to-peer technology, service providers may generally be unable to intercept communications, as the relevant data is transferred directly between the communicating partners. Therefore, new technical solutions together with related legal instruments are necessary.

Encryption technology:
Another factor that can complicate the investigation of cybercrime is encryption technology, which protects information from access by unauthorized people and is a key technical solution in the fight against cybercrime. Encryption is a technique of turning a plain text into an obscured format by using an algorithm. Like anonymity, encryption is not new, but computer technology has transformed the field. For a long time it was subject to secrecy. In an interconnected environment, such secrecy is difficult to maintain. The widespread availability of easy-to-use software tools and the

integration of encryption technology in the operating systems now makes it possible to encrypt computer data with the click of a mouse and thereby increases the chance of law-enforcement agencies being confronted with encrypted material. Various software products are available that enable users to protect files against unauthorized access. But it is uncertain to what extent offenders already use encryption technology to mask their activities. One survey on child pornography suggested that only 6 per cent of arrested child-pornography possessors used encryption technology, but experts highlight the threat of an increasing use of encryption technology in cybercrime cases. There are different technical strategies to cover encrypted data and several software tools are available to automate these processes. Strategies range from analysing weakness in the software tools used to encrypt files, searching for encryption passphrases and trying typical passwords, to complex and lengthy brute-force attacks. The term “brute-force attack” is used to describe the process of identifying a code by testing every possible combination. Depending on encryption technique and key size, this process could take decades. For example, if an offender uses encryption software with a 20-bit encryption, the size of the key space is around one million. Using a current computer processing one million operations per second, the encryption could be broken in less than one second. However, if offenders use a 40-bit encryption, it could take up to two weeks to break the encryption. In 2002, the Wall Street Journal was for example able to successfully decrypt files found on an Al Qaeda computer that were encrypted with 40-bit encryption.

MODULE VIII

CYBER LAW

Cyber law deals with issues generated by the use of the computer and the internet. Cyber law examines the technological aspects of law.

I. Information Technology Act

- With the widespread usage of IT computers, mobile phones, internet and other components of the digital media, there is an increase in the misuse of the Information and Communication technologies. Cybercrimes have increased to a great extent.
- The Internet is easy to use and costs less. Moreover, it is also the fastest mode of communication. Majority of people are using it. This has led to tremendous rise in cybercrimes.
- Computer virus, hacking, online financial frauds, email spamming, phishing, etc. are a few examples of cybercrimes.
- So, to get remedy for all these cybercrimes, IT Act I.e. the Information Technology Act was finally articulated in the form of IT Act 2000 in the year 2000 and was modified in the year 2008. {IT Act 2008 [Amendment]}
- The name 'Information Technology Act' has been suggested because it is the law which governs information processing.
- The Government of India enacted the IT Act with some major objectives to deliver and facilitate lawful electronic, digital and online transactions and to mitigate cybercrimes.

1) Scheme of the IT Act:

The following points define the scheme of the I.T. Act −

- The I.T. Act contains **13 chapters** and **90 sections**.
- The last four sections namely sections 91 to 94 in the I.T. Act 2000 deals with the amendments to the Indian Penal Code 1860, The Indian Evidence Act 1872, The Bankers' Books Evidence Act 1891 and the Reserve Bank of India Act 1934 were deleted.
- It commences with Preliminary aspect, which deals with the short, title, extent, commencement and application of the Act in Section 1. Section 2 provides Definition.

- It deals with the authentication of electronic records, digital signatures, electronic signatures, etc.

- It deals with offences and penalties. A series of offences have been provided along with punishment in this part of The Act.

- Thereafter the provisions about due diligence, role of intermediaries and some miscellaneous provisions are been stated.

- The Act is embedded with two schedules. The First Schedule deals with Documents or Transactions to which the Act shall not apply. The Second Schedule deals with electronic signature or electronic authentication technique and procedure. The Third and Fourth Schedule are omitted.

2) Digital Signature and the IT Act:

- The purpose of the digital signature is to provide authenticity to the user for information. It is a safeguard for 'information' or 'data'. Digital signature secures your data by encoding it. It contains a key pair i.e. the private key and the public key. The IT Act 2000 has provided a legal recognition to digital signature.

3) Important Features of the IT Act:

The salient features of the I.T Act are as follows −

- It elaborates on offenses, penalties, and breaches.

- It outlines the Justice Dispensation Systems for cyber-crimes.

- It defines in a new section that *cyber café is any facility from where the access to the internet is offered by any person in the ordinary course of business to the members of the public*.

- It provides for the constitution of the Cyber Regulations Advisory Committee.

- It adds a provision to Section 81, which states that the provisions of the Act shall have overriding effect. The provision states that *nothing contained in the Act shall restrict any person from exercising any right conferred under the Copyright Act, 1957*.

- The Act provides legal recognition to e-commerce, which facilitates commercial e-transactions.

- It recognises records kept in electronic form like any other documentary record. In this way, at brings electronic transactions at par with paper transactions in documentary form.
- The Act also provides legal recognition to digital signatures which need to be duly authenticated by the certifying authorities.
- The Act applies to any cyber offence or contravention committed outside India by a person irrespective of his/her nationality.
- The provisions of the I.T. Act have no application to negotiable instruments, power of attorney, trust, will and any contract for sale or conveyance of immovable property.
- Cyber Law Appellate tribunal has been set up to hear appeal against adjudicating authorities

4) Application of the IT Act:

- The **Act** will apply to the whole of India unless otherwise mentioned. **It** applies also to any offence or contravention there under committed outside India by any person.
- It also defined cybercrimes and prescribed penalties for them.

II. Copyright

The world today has entered into an era of instant communication. A person sitting in the remotest corner of India can enjoy live performance taking place in the far away places like America or Africa, thanks to electronic (parallel) media. Telephone and fax have made it possible to communicate oral or written messages across the globe within seconds. The computer-aided communication technologies such as E-Mail and Internet have added altogether a new dimension to today's communication process by making it more speedy, informative and economical. The ways through which different types of information can be communicated have also undergone a sea change. These days a film song can be put in or accessed by a single device along with a textual message and even a painting. While all these have made communication among people more effective and efficient both in terms of time and cost, they pose the greatest threat to the copyright world. Modern communication channels, being intensively relying on a variety of copyrighted products, are liable to be pirated in large scale, if adequate precautions are not exercised. Copyright is a legal right created by the law of a country that grants the creator of an original work exclusive rights for its use and distribution. This is usually only for a limited time. The exclusive rights are not absolute but limited by limitations and exceptions to copyright law, including fair use. A major limitation on copyright is that copyright protects only the original expression of ideas, and not the underlying ideas themselves.

The Copyright Act, 1957 came into effect from January 1958. This Act has been amended five times since then, i.e., in 1983, 1984, 1992, 1994, 1999 and 2012. The Copyright (Amendment) Act, 2012 is the most substantial. The main reasons for amendments to the Copyright Act, 1957 include to bring the Act in conformity with WCT and WPPT; to protect the Music and Film Industry and address its concerns; to address the concerns of the physically disabled and to protect the interests of the author of any work; Incidental changes; to remove operational facilities; and enforcement of rights.

Section 9 of the Copyright Act requires for establishment of an office to be called the Copyright Office for the purpose of the Act. The Copyright Office is to be under the immediate control of a Registrar of Copyrights to be appointed by the Central Government, who would act under the superintendence and directions of the Central Government. The Copyright Office is currently located in New Delhi.

Copyright is a form of intellectual property, applicable to certain forms of creative work. Some, but not all jurisdictions require "fixing" copyrighted works in a tangible form. It is often shared among multiple authors, each of whom holds a set of rights to use or license the work, and who are commonly referred to as rights holders. These rights frequently include reproduction, control over derivative works, distribution, public performance, and "moral rights" such as attribution.

Copyrights are considered territorial rights, which means that they do not extend beyond the territory of a specific jurisdiction. While many aspects of national copyright laws have been standardized through international copyright agreements, copyright laws vary by country.

Typically, the duration of a copyright spans the author's life plus 50 to 100 years (that is, copyright typically expires 50 to 100 years after the author dies, depending on the jurisdiction). Some countries require certain copyright formalities to establishing copyright, but most recognize copyright in any completed work, without formal registration. Generally, copyright is enforced as a civil matter, though some jurisdictions do apply criminal sanctions.

Copyright piracy is a phenomenon prevalent worldwide. Piracy means unauthorised reproduction, importing or distribution either of the whole or of a substantial part of works protected by copyright. The author of a copyrighted work, being the owner, enjoys certain exclusive rights with respect to his or her works. These include right to reproduce, to publish, to adopt, to translate and to perform in public. The owner can also sell, assign, license or bequeath the copyright to another party if he wishes so. If any person other than the copyright owner or his authorised party undertakes any of the above mentioned activities with respect to a copyrighted product, it amounts to infringement of the copyright. Copyright piracy is thus like any other theft which leads to loss to the owners of the property. Besides economic loss, piracy also adversely affects the creative potential of a society as it denies creative people such as authors and artists their legitimate dues. There are different ways through which piracy takes

place. A computer software is pirated by simply copying it onto another machine not authorised for its use. Book piracy takes place when a book is reproduced by someone other than the real publisher and sold in the market. A performer's right is violated when a live performance of an artist is recorded or telecasted live without his/her permission. In a cinematographic work piracy generally takes place through unauthorised reproduction of the film in video forms and/or displaying the video through cable networks without taking proper authorisation from the film producer (the right holder). In fact, there are numerous other ways through which piracy of copyrighted works take place. The nature and extent of piracy also vary across the segments of the copyright industry.

Piracy of copyrighted products is a problem as old as the copyright itself. Only in recent years it has received prominence, especially in the academic and policy circles. In India, no official estimate is available to indicate the extent of piracy and associated economic loss. But perceptions are that the piracy is a big problem. The main reasons behind copyright piracy are poor enforcement and lack of awareness on copyright matters. The copyright laws of India are as good as those of many advanced countries in Europe and America, where concern for copyright is at a high level. Punishments prescribed for violators are stringent and comparable to those of many countries in the world. But laws alone can do little justice unless implemented properly. The enforcement mechanism is weak in the country.

III. Ethics

The determination of choosing what is right and what is wrong and following the right behaviour using morals is called as ethics.

Computer ethics is a set of moral principles that govern the usage of computers.

Digital Ethics is the study of how to manage oneself ethically, professionally and in a clinically sound manner via online and digital mediums.

Cyber ethics is the philosophic study of ethics pertaining to computers, encompassing user behaviour and what computers are programmed to do, and how this affects individuals and society. For years, various governments have enacted regulations while organizations have defined policies about cyber ethics. It can also be termed as “netiquette” i.e. “net etiquette”. As a part of responsible computer user in the society, one shall use the system in an ethical and lawful manner.

- Ethics for a computer user:
  Any ethical computer user should avoid software piracy and unauthorised access.
  - Software Piracy:
    Software piracy is nothing but copyright violation of software created originally by an individual or an institution. It includes stealing codes or programs and other information illegally and creating the imitated copy by unauthorised means and utilizing the data either for their own benefit or for profit making is

violation of copyright act. Piracy is possible in many forms and few most common are: duplication of original licence copy, distribution and usage of the same.

- Unauthorised Access:
  Authorization means granting access rights to resources, which is related to information security, computer security and to access control in particular. This is typically possible when the particular software or service is purchased through legal and formal procedures.
  Gaining access without the permission of the user is unauthorised access. Attempting to get information [like emails, bank account, intellectual or any personal or confidential information] from unauthorised person is known as accessing the machine illegally.

- Information services
  The ethics for information services are:

1. Ensuring accuracy and authenticity
2. Properly designed database
3. Information provided should be complete without ambiguity
4. Providing proper security from unauthorised access

- Code and guidelines of ethics
  Following are the key points which users should follow as guidelines:
  - Honesty: as a part of decent behaviour, user shall always demonstrate the truth while using the internet.
  - Respect: User should respect the privacy of the users.
  - Confidentiality: User should keep confidentiality while using internet and not share any information to anybody which will be breach and the user should not try to get confidential data from the others.
  - Professionalism: User should maintain professional conduct and well-mannered approach.
  - Responsibility: User should take ownership and responsibility of their own data on the internet and also ensure that it contains authenticity and the truth.
  - Communication: User should ensure decent and polite communication with the others.
  - Obeying the law: User should strictly ensure to obey the law and demonstrate decent internet usage.

- Ethics for computer professionals

1. Computer professionals are obligated to perform assigned tasks competently, according to professional standards.
2. These professional standards include technical excellence and concern for social effects of computers on operators, users and the public.
3. Computer professionals should ensure that their technical knowledge and efforts to create desired output are getting utilized in the development of the society.
4. Computer professionals are bound to operate on ethical grounds and with legal functions.
5. They are key factors and responsibilities that a computer professional shall take into account.

- Ethics for business
  E-commerce is becoming very popular among businessmen as it is helping them to reach consumers faster than any other means. Every business is expected to follow their set of ethics and carry out deals in the most legal and efficient way.
  Business should have ethical policies and guidance on the proper use of business computers. They should have authenticity and quality of the product. Moreover, they should also have branding and quality services and should have proper data security procedures.

IV. Digital Security

Digital security is the protection of your digital identity – the network or Internet equivalent of your physical identity. Digital security includes the tools you use to secure your identity, assets and technology in the online and mobile world.

These tools include anti-virus software, Web services, biometrics and secure personal devices you carry with you every day. Secure personal devices such as a smart card-based USB token, the SIM card in your cell phone, the secure chip in your contactless payment card or e-passport are digital security devices because they give you the freedom to communicate, travel, shop, bank and work using your digital identity in a way that is convenient, enjoyable and secure.

Every day, everywhere, digital technology is generating new possibilities; new ways to work and play, to transact and interact. We're surrounded by digital identities and data which need to be exchanged over networks with organizations, people and devices.

As more and more of these devices get connected, they can help us access a range of services including communications, payment and eGovernment. The benefits are obvious – but there are security implications too. Potentially, there are risks for individual identities as well as personal, corporate and government information.

Computers and the internet- Internet security involves the protection of a computer's internet account and files from intrusion by an outside user. Internet users today are very familiar with companies like Symantec (Norton Anti-Virus) and McAfee that provide them with internet security products to guard against computer viruses, as well as to provide secure firewalls and protection against spyware.

Organizations like the Center for Internet Security (CIS) provide enterprises with resources for measuring information security status and making rational security investment decisions. The fact that an organization like CIS exists today is proof of the importance of maintaining adequate internet security.

Another example of secure smart card technology usage is the Microsoft .NET card framework. This is a software framework that is available with several Microsoft Windows operating systems. It includes a library of coded solutions to prevent common programming problems and a virtual machine that manages the execution of programs written specifically for the framework.

Telecommunications- Perhaps the most widely known digitally secure telecommunication device is the SIM (Subscriber Identity Module) card, a device that is embedded in most of the world’s cellular devices before any service can be obtained. The SIM card is just the beginning of this digitally secure environment.

The Smart Card Web Servers draft standard (SCWS) defines the interfaces to an HTTP server in a smart card. Tests are being conducted to secure OTA ("over-the-air") payment and credit card information from and to a mobile phone. Combination SIM/DVD devices are being developed through Smart Video Card technology which embeds a DVD-compliant optical disc into the card body of a regular SIM card.

Other telecommunication developments involving digital security include mobile signatures, which use the embedded SIM card to generate a legally 1binding electronic signature.

Digital Media Terminologies

A

Above The Fold – The area of the webpage that can be viewed without the user scrolling down.
Adsense – A contextual ad serving platform ran by Google which allows webmasters to create an income stream by placing ads on their sites.
Adwords – An advertising network ran by Google to allow advertisers to place ads across Google products. Adwords is Google's #1 income stream.
Affiliate – When you are affiliated with a company or service. Usually by selling/advertising their products/services for a commission on sales.
Affiliate Marketing – Marketing/advertising products or services that you do not own in exchange for a commission on confirmed sales or leads you have generated.
Alexa Rank – A measure based on traffic to a website. The lower the number the better. For example a website with an Alexa rank of 40 gets more traffic than one ranked 200.
Algorithm – A set of criteria or rules used to rank websites in search results. Often referred to as the Google Search Algorithm.
ALT Text – The ALT tag or ALT text is a bit of HTML code that is added to an image. This is the text that appears when you hold your mouse over an image on a website.
Analytics – The collection and analysis of data. Most people collect data about traffic coming to their website including number of visitors, pages visited and so forth using Google Analytics.
Anchor Text – The clickable text of a link.
Article Spinning – When you spin an article you can create hundreds of unique articles from 1 seed article by providing alternative words and sentences in the text.
Authority – The overall authority a website has based on a range of factors such as popularity, traffic, backlinks, social media shares and so forth. The more popular a website is, the more authority it has.
Authority Site – An authoritative site in its niche that is well established with a great user experience and fantastic content.
Authorship – Google Authorship is used to identify the author of a particular piece of content on the web via their Google+ profile and Authorship rich snippet markup.
Automation – Automating a manual task with a bot such as filling in a web form, signing up to websites, submitting content and so forth.

B

Backlink – When one website links to your website.
Below The Fold – The area of the webpage that cannot be seen until the user has scrolled down the page.
Black hat SEO – An aggressive form of search engine optimization often using automated tools and unethical practices.
Blog – This website is a blog! An online journal where people can share opinions and discuss various topics.
Blog Network – A collection of blogs usually owned by the same person that are setup anonymously to manipulate search engine rankings through backlinks.
Blogosphere – The blogging community
Bot – A computer program that can interact with the internet, usually to automate tasks or scrape data.
Bounce Rate – The percentage of people that leave a site without visiting any other pages.
Breadcrumbs – A navigation trail on a website that allows you to see where the current page is in the hierarchy/structure.
Broken Link – A backlink that points to a page that no longer exists and returns a 404 error.

C

Cache – Serves static versions of dynamic web pages to reduce server load, bandwidth and increase page speed.
Call To Action (CTA) – Words or buttons that encourage the user to take a certain action. Clicking on a link or making a purchase for example.
Canonical – The preferred/main page when multiple pages have very similar content.
Captcha – A challenge/response test to reduce spam. Usually asking people to type in the characters they see in an image or solve a simple math problem.
Cascading Style Sheets (CSS) – A web language used to apply styles to web elements such as font size, colour, background & alignment.
Citation – Mention of your business name or address on another webpage, with or without a backlink.
Click Through Rate (CTR) – The percentage of users that saw an advert compared to how many clicked it. If the ad was seen 100 times and clicked on 40 times, you would have a 40% click through rate.

Cloak – When you show different content to search engines and humans. Usually serving up a highly optimised page to search engine bots and an entirely different page to human visitors.
Content Management System (CMS) – A user friendly system to manage and publish a range of content online including text, images & videos. This blog is run on the WordPress CMS.
Content Spinning – When you take a seed piece of content and 'spin' it with alternative words and sentences to produce hundreds of unique articles.
Conversion – When a user takes the desired action. Perhaps signing up to an email list or buying a product, that user has 'converted'.
Conversion Rate – The percentage of people that convert. For example if 4 out of 10 visitors buy a product you have a 40% conversion rate.
Cookie – A text file that is used by web browsers and websites to store data such as login sessions or to track your activity across a site.
Copywriting – The use of words to create compelling text usually used to sell products or capture peoples attention.
Cost Per Click (CPC) – How much you will pay/have paid for each click on your link or advert.
Cost Per Mille (CPM) – The cost for 1,000 impressions or views of your advert.
Crawler – A bot or piece of software that crawls the web to extract and create an index of data.
Cross Site Scripting (XSS) – A security vulnerability in web forms that can be used to inject code & gain admin access.

D

Dedicated Hosting – Website hosting that is not shared with anyone else. You have a dedicated server serving only your website without sharing resources with other sites.
Deep Linking – When you create a backlink to an inner page of a website (any page that isn't the homepage).
Disavow – The Google Disavow tool that allows you to tell Google which backlinks it should ignore when calculating your sites ranking.
DoFollow – A backlink that can be followed by search engine spiders/crawlers/bots.
Domain Name – A unique name made up of letters, numbers, dashes and periods to identify a website such as www.matthewwoodward.co.uk
Downsell – Part of a sales funnel when a user has rejected a more expensive product. You try to sell them something more affordable instead.

Dripfeed – When you drip out a certain action over a period of time. Such as drip feeding 70 backlinks over a week, would see them drip feed at a rate of 10 per day.
Duplicate Content – Two webpages that feature either duplicate or very similar pieces of content. This is a key cause of the Google Panda penalty.

E

Ebook – A digital version of a book which can be delivered in a number of formats including PDF or for a device like the Amazon Kindle.
Ecommerce – Electronic commerce is the buying or selling of products/services on the internet.
Email List – A list of peoples email addresses that have signed up to your newsletter, bought your/product service.
Email Marketing – A form of direct marketing delivered to peoples email inbox's. Sometimes this maybe an email to alert of a new blog post or new special offers etc.
Expired Domain – The used car world of domains. An expired domain was previously registered by someone else but they chose not to renew it and let it expire.
External Link – A link on a webpage that points to a webpage on a different site/domain name.

F

Feed – A feed of data that can serve a number of purposes. For example RSS feeds are used to get the latest updates from websites.
Footprint – Something that is constant across a number of websites. For example most sites that used the WordPress CMS can be found by searching for the "powered by wordpress" footprint in Google.
Funnel – When you guide web users through a predefined funnel that usually has multiple calls to action. For example visit website > buy product > buy upsell > join newsletter is a 'funnel'.

G

Google Bot – The search crawler/bot software developed by Google to spider the web and index it.
Google Bowling – Maliciously trying to lower a competitors websites standing with Google. This is now known as Negative SEO.

Google Dance – When a websites rankings in Google are fluctuating rather than remaining stable. Google Dances often happen in the first few months of a websites life or after link building.
Guest Post – When you are invited to publish an article on someone else's website or blog. This is usually done to create a backlink to your site or to increase traffic/brand awareness/engagement.

H

Hacker – A highly skilled computer programmer. Often confused with the term Cracker which is the same as a hacker, but with malicious/illegal intent.
Hits – The total amount of times your website was accessed. A hit is a person visiting your site.
HtAccess – An Apache web server configuration file that can be used to create redirects, block spammers and increase your websites security.
Hypertext Markup Language (HTML) – A programming language used to create websites. I used HTML to make the text bold.

I

Internet Marketing (IM) – Using the internet to market product or services either as a business owner or an affiliate.
Impression – When a user views your advert or webpage.
Inbound Link – A backlink pointing to your website.
Income Report – A websites monthly earnings and expenses usually compiled in a report format to publicly track progress and growth.
Indexed – If a webpage is included in Google's index of the web.
Internal Link – A link on a webpage that points to another page on the same website/domain name.

K

Keyword – An important word/search term that you want to optimise and rank your website for.
Keyword Density – The percentage a keyword appears on a page in comparison to the rest of the text. If you have 100 words but 3 of those are you target keyword – you would have a 3% keyword density.
Keyword Research – Researching keywords to a**** their search volumes, commercial intent and strength of competition in search engines.

Keyword Spam – When you repeat a keyword on a page multiple times through a variety of methods to manipulate the search engines.
Keyword Stuffing – When a keyword phrase is used excessively throughout a webpage to falsely increase keyword density.

L

Landing Page – The page you intend the user to first arrive on. Landing pages usually have a clear call to action.
Latent Semantic Indexing (LSI) – An indexing and retrieval method that works out which words are relevant to other words. Eg Google knows that the word SEO is related to link building, keyword density & link bait.
Link – A link from one website to another.
Link Bait – A piece of content that is created with the goal of attracting backlinks from other websites.
Link Building – When a person creates backlinks to website they own or are in control of.
Link Pyramid – A backlink structure that takes the form of the Pyramid with your website at the peak. For example your website may have 100 links pointing to it. Each of those 100, may have 200 links pointing at them. And each of those 200, may have 300 links pointing at them creating a pyramid structure.
Link Velocity – The speed at which backlinks to a website are created or removed.

M

Made For Adsense (MFA) – Websites that are specifically built to make money with the Google Adsense program.
Meta Description – The description of a webpage that appears in search engine results pages defined with the Meta Description tag in the head section of a webpage.
Meta Keywords – The keywords that are used to help search engines workout what a webpage is about. Google dropped support for Meta Keywords in 1998. It is good practice to remove meta keywords entirely in modern times.
Meta Robots – A meta tag placed in the head section of a webpage to tell search engine spiders whether to index or follow that specific page.
Meta Tags – A collection of tags that include the Meta Title, Meta Description, Meta Keywords & Meta Robots tags that each serve different purposes.
Meta Title – The title of a webpage usually seen in the browsers taskbar or in search engine result pages.

Monetize – Introducing features to the website that allow it to make money. This could be in the form of banner advertising, affiliate marketing or launching a product/service.
Money Site – Your main website that is used to generate an income.

N

Negative SEO – Formally known as Google Bowling, Negative SEO is the malicious practice of harming a competitors websites standing with Google.
Niche – A specific topic or market that you target. This blogs niche is internet marketing.
NoFollow – A tag that can be added to links telling search engines not to follow them or give them any weight when calculating rankings. Any paid or affiliate link should have the nofollow tag.
NoIndex – A tag used to tell search engines not to index the current page. You can also noindex entire sections of websites with the robots.txt file.

O

Offsite SEO – Search engine optimisation techniques that are applied without making changes to your website such as link building or increasing social signals.
One Way Link – A link that points to a website that does not provide a link back.
Online Marketing – Using the internet to market and sell products and services either as an affiliate or a business owner.
Onsite SEO – Search engine optimisation techniques that are applied by making changes to the website.
Opt In – When a user joints your email list or opts in to receive communication from you.
Organic Link – A backlink to your website that is created naturally by another webmaster.
Outbound Link – A link on a webpage that points to a webpage on a different site/domain name.

P

Page Rank – A Google based metric that determines how authoritative a site or webpage is based on the incoming backlinks. PageRank ranges from 0 the least important upto 10 the most important.
Page Title – The title of a webpage from the Meta Title tag.

Panda – The Google Panda update & penalty was introduced in February 2011 targeting low quality sites and duplicate content.
Pay Per Action (PPA) – An advertising model where you only pay for a completed action such as a confirmed sale, email subscription or inbound sales enquiry.
Pay Per Click (PPC) – An advertising model where you pay a set amount for every click your advert receives.
Penalty – A search engine penalty which may either be algorithmic (automated based on a set of rules) or manually applied after a human review of your site.
Penguin – The Google Penguin update & penalty was introduced in April 2012 targeting unnatural backlink profiles.
PHP – A programming language also known as Hypertext Preproccesor and is usually used to serve dynamic content and interactions with databases.
Plugin – A file or bit of code that can be easily installed to add new functionality to a website or content management system.
Popunder – An advert, banner or webpage that is automatically triggered to appear underneath the current web browser. This is considered an unobtrusive form of advertising.
Popup – An advert, banner or webpage that is automatically triggered to appear on top of the current web browser which is highly intrusive.
Private Label Rights (PLR) – A license given to digital products that usually allows you to modify, reuse or resell them as you wish.
Private Proxies – Proxies that are not publicly accessible and require a private login/authorization for use. Private proxies are faster and much more reliable.
Proxies – A proxy allows the user to hide their IP address and allows them to remain anonymous/appear to be using a different computer in another location to connect to the internet.
Public Proxies – Proxies that are free to use publicly accessible although often slow, unreliable and shared with thousands of people.

R

Reciprocal Link – When you link to a webpage and they return the favour by linking back.
Return On Investment (ROI) – The percentage of profit made above the initial investment. If you invested £100 and earnt £140 you would have a 40% return on investment.
Redirect – When you redirect a user from one webpage to another.

Rich Snippet – HTML tags used to mark up specific data such as a review, review rating, price, address, phone number etc that Google is now using to display directly in search results.
Robots.txt – The Robot Exclusion Standard is a text file placed at the root of a website that contains instructions for bots/spiders/robots crawling your site.
Really Simple Syndication (RSS) – A standard data feed system used to deliver updates/content from websites.

S

Sales Funnel – A funnel or series of webpages designed to get the user to buy products/services.
SAPE – A Russian based blog network.
Scrape – A piece of software or a bot that spiders the web to collect/scrape data.
Search Engine Marketing (SEM) – Using search engines to market to your target audience either through SEO or paid methods such as PPC.
Search Engine Optimisation (SEO) – Optimising your website and strategy to gain higher rankings in the organic search engine results.
Search Engine Results Page (SERP) – The page of results you see after conducting a search in a search engine like Google.
Shared Hosting – Website hosting that is shared with other websites. The servers resources are shared equally between the users which is fine for smaller sites.
Site Audit – Conducting a full review or analysis of a site to meet a variety of goals. Such as ensuring a smooth user experience by checking for broken links or an indepth SEO audit to identify onsite SEO problems.
Site Speed – How fast a website loads – the faster it loads the better!
Sitelinks – A list of links to related inner page that appear underneath specific results on search engine results page.
Sitemap – A page that links to all other pages on the site allowing spiders to easily find all of the pages on your website. Please also see XML Sitemap.
Social Bookmark – A type of backlink that is usually created when a user publicly bookmarks your site with a service like Reddit.
Social Media – A website or application that is used for social reasons such as Facebook.
Social Media Marketing (SMM) – Using social media channels such as Facebook & Twitter to market to your target audience.
Social Share – When a user shares your webpage on social media. Examples are clicking on a like button, tweeting about it or posting it on Google+.

Social Signals – An offsite SEO measurement that can determine the popularity of a specific webpage based on how many times it has been shared & discussed on social media sites.
Spider – A bot or piece of software that is used to crawl the internet and index data.
Spinning – When you take a seed piece of content and 'spin' it with alternative words and sentences to produce hundreds of unique articles.
Split Testing – When you test different versions of web pages to see which performs better. This is usually measured in return on investment, conversion rate and click through rate. You can split test headlines, images or entire layouts and designs.
Spun – When an article is formatted with spinning markup – it is 'spun'.
Subscriber – When a user subscribes to your site either through an email subscription, RSS subscription or by following you on social media.

T

Target Audience – A group of people that will be interested in your product/service/blog – eg my target audience is internet marketers and small business owners.
TED – A global business conference that invites business leaders with a huge range of backgrounds to deliver inspiring talks.
Tier 1 – The first layer/tier of backlinks pointing to your website in a tiered link building or pyramid link structure.
Tier 2 – The second layer/tier of backlinks pointing to the first layer/tier of backlinks in a tiered link building or pyramid link structure.
Tier 3 – The third layer/tier of backlinks pointing to the second layer/tier of backlinks in a tiered link building or pyramid link structure.
Tiered Link Building – A backlink structure that takes the form of the Pyramid with your website at the peak. For example your website may have 100 links pointing to it (tier 1). Each of those 100, may have 200 links pointing at them (tier 2). And each of those 200, may have 300 links pointing at them (tier 3) creating a pyramid structure.
Traffic – How many people visit your website.
Traffic Driving – Marketing activity with the goal of increasing traffic to a website.
Traffic Generation – Marketing activity with the goal of increasing traffic to a website.

U

Uniform Resource Locator (URL) – The address of a webpage on the internet.

Upsell – Part of a sales funnel when a user has bought a product. You try to up sell them to buy something with a higher price tag.
Usability – How usable a webpage is often improving its design to make it easier to use and increase conversion rates.
User Generated Content (UGC) – When users create content on your website either by submitting a comment, creating a forum topic, uploading a video and so forth. YouTube is a great example of a UGC site.

V

Virtual Private Server (VPS) – A virtual server usually running Windows or Linux that you can remote into. Most SEO's use them to run use a VPS to run link building software uninterrupted or to host websites depending on your goal.

W

Warrior Special Offer (WSO) – A product that is sold in the WarriorForum special offers section. These products are usually low quality and make false claims, avoid.
Web 2.0 – Refers to the transitional period of the web from static webpages to webpages that allow sharing & interaction. The second generation of the web.
Web Hosting – A service that will host your website for you allowing users all over the world to access it 24/7.
Webmaster – The owner of a website.
Webmaster Tools – Usually meaning Google Webmaster Tools or Bing Webmaster Tools you can get additional information about your websites status in the search engines.
White hat SEO – Using ethical SEO practices to increase your sites popularity and ranking in search engines.
Wiki – A website that takes advantage of user generated content and collaborative editing.
WordPress – A popular content management system. I use WordPress to power this blog.

X

XML Sitemap – A list of pages you want search engines to find created in a standard XML format.