

# SEO Best Practices Guidelines – Zilabee.com

## For Search Engine Marketing

Our best practice guidelines will provide your organization with as much information to successfully implement search engine marketing. We have developed this strategy in such a way that guidelines can be applied by all three categories, small, medium and large scale organizations.

### **Search Engine Marketing (SEM) Best Practices**

This SEM Best Practices will help the organizations to improve their outcome from Internet marketing through better planning and execution.

#### ***Who is the targeted Audience for this document?***

To make these guidelines more useful, we have designed it in a very practical way.

The guidelines will help and are aimed at:

- ❖ CEO's and Management of the online businesses: People who are working in the online business industry and those who are involved in the decision making process of their business.
- ❖ Search Engine Marketing/ Search Engine Optimization (SEO) teams, who are very much concerned about implementing the practices in their real time environment.
- ❖ Internet marketing teams who are aggressively involved in improving results from Internet marketing activities.

- ❖ Digital marketing specialists, people who are involved in planning and controlling in digital marketing.
- ❖ Strategic management teams, who are playing important roles in the strategic planning and sales management.
- ❖ Product Managers: people who are really involved in product launch, promotion and enhancement.
- ❖ Traditional marketing managers and team members: who are involved in traditional marketing activities wish to improve their understanding on the implementation, planning and integration of digital marketing activities.
- ❖ Specialists in specific marketing activities such as search engine marketing who need to understand more about integration with other digital marketing activities.
- ❖ Faculty members and Students: those teaching marketing, internet marketing and Electronic Commerce related subjects and students learning the same subjects . This also includes an audience want to join the same industry as a SEO service provider.
- ❖ Web designers and Developers: who aim to design and develop the SEO friendly websites.

### ***What is Search Engine Marketing?***

Before discussing SEM best practices, you should be clear about the precise meaning of Search Engine Marketing and the outcome, this includes the possible results and limitations.

### **Search Engine Marketing (SEM)**

SEM is a form of Internet marketing that seeks to promote websites by increasing their visibility in Search Engine Result Pages (SERPs). (By Wikipedia.org).

According to the Search Engine Marketing Professionals Organization, SEM methods include: Search Engine Optimization (SEO), paid placement, and paid inclusion.

SEM is a set of activities that are being done to increase the visibility of the websites in the search engine result pages. SEO is in fact part of SEM, a term which usually confuses people.

## **Search Engine Optimization**

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results for targeted keywords. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site. SEO can also target different kinds of search, including image search, local search (google.com), industry-specific vertical search engines and country specific search engines (google.co.uk).

As a marketing strategy for increasing a site's relevance, SEO considers how search algorithms work and what people search for. SEO efforts may involve web site coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site.

Other, more noticeable efforts may include adding unique content to a site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users. (By Wikipedia.org)

## **SEM - A Competitive advantage for the E-Businesses**

With the change of trend in the internet business, Online marketing has become the competitive advantage and the single biggest opportunity to survive in the online business industry, which is showing a surprising popularity and growth to the search engines for researching products, services and organizations.

## **Search Engine Marketing and Challenges**

It is sometimes not pretty easy to completely figure out the behavior of your targeted market and audience. But your extensive research and a great care towards tapping into the market's current behaviors and trends can make it possible. The impact of the searching behaviors of your audience and figuring out which keywords you need to focus on requires great persistence. Not to mention securing top rankings for your chosen keywords. If you have tried SEO you'll know how tricky this can be.

Constant innovations from the rival search engines, coupled with increased activity from your competitors, means that you have to identify the right approaches and deploy the right resources to rank well.

The risks involved:

You are probably aware about the risks of SEM. Since most search engine traffic typically originates from one source (typically 'The big G', aka Google) there is a significant risk that algorithm changes can seriously dent your traffic.

We've all heard the horror stories, about being top one day and nowhere the next, but how do you ensure this does not happen to you?

On top of all that you also need to manage the risks of pages not being included in the search engine, or of being barred completely for infringing its guidelines.

### ***The Importance of the SEM/SEO in the Internet Business***

This is the most frequently adopted marketing technique, especially when you want to grab business remotely and through the internet. There is no other way to make people aware of your business without investing in Search Engine Marketing. The keywords or key phrases are the only tool which people can use to search exactly what they want.

Modern search engines are competent enough in delivering relevant results to users. Relevance is the basic thing on which the building of search engine stands.

Some important terms for a better start:

- ❖ Keyword.
- ❖ Description.
- ❖ Long tailed Keywords.
- ❖ Website Content.
- ❖ On-Page.
- ❖ Off-Page.
- ❖ Back links.
- ❖ Link Building.
- ❖ Link Baiting.
- ❖ Co-citation.
- ❖ Press release.
- ❖ Community building.

## **Keyword**

META tags used to define the primary search terms of a Web page.

## **Description**

Keywords, also known as search terms, the words or phrases being used to search by visitors or searchers when they come to search engines to find something. Also relates to finding website content or related items.

Understanding key-phrases enables marketers at companies to target users showing intent or interest in their products.

To attract more visitors to their page, one needs to optimize your website for these keywords. If a key search phrase is not in at least one of the website pages, the search engine will not rank the page accordingly for that phrase.

Search engines also assess other occurrences of the keywords and synonyms on the page, and also those websites / pages linking to a page.

## **Long tailed Keywords**

Long Tailed keywords are defined as “combination of unpopular keywords and keyphrases”.

Using less effective keywords sometimes given you results more than that the single highly popular keywords, because it is sometimes hard to get ranked with highly competitive keywords when you just get into SEM or you have just started a new online website for your business.

Its name comes from the fact that a long tail in graph showing unpopular keywords and combining them to get that traffic. This is found to show that the most popular sites are visited by the long tail keywords not by top keywords.

## **Website Content**

All information on a web page or website is called its content (Text, alt text, anchor text etc).

Content is the major thing which is visible to those who visit your website, and if you have good content it will help them repeat, useful and interesting content is the key for a SEO friendly website, especially if a website's content is constantly being updated. This makes it more useful for the visitors, like adding up articles, press releases and other information on your website.

## **On-Page**

It covers the following areas involved in the optimization of your web pages: Website Analysis, Reporting, Page rank, Traffic, source, click images, keywords, Meta Tag Descriptions, webpage cloud, keywords density, code to text ration, Anchor Text creation.

## **Off page**

Off page SEO covers all those areas and activities you could do to improve your Page Rank (PR) for your website after it has already gone live. These are the things which you actually execute outside the pages of your website.

## **Back-links**

The term back-links is also known as incoming links, inbound links, in-links, and inward links. Back-links are defined as the incoming links to your website or web pages. Big search engines consider the number of back-links as an indication of the popularity or significance of that website or page.

In basic link terminology, a backlink is any link received by a web node (web page, directory, website, or top level domain) from another web node.

## **Link Baiting**

It's a Link building technique which is used to attract people by placing human appealing material on your web site which influences others to put your website's links to their websites, Blogs, press releases, articles and discussion forums are the big examples for link baiting.

Thus, one can use other human interests to make a web site popular by adding useful content on a web site.

But the content must be interesting so that potential visitors create links from other sites.

## **Co-citation**

Bruno Martins defines Co-Citation as:

Bibliographic Co-Citation is a popular similarity measure used to establish a subject similarity between two items.

Co-citation is becoming a major search factor to improve the ranking but unluckily very few SEO's understand it.

It is actually a relationship of two objects via a third object. Like it shows the indirect relationship of different objects or links over the web. Suppose we have different pages they may be related to one another, even if they do not directly link with each other.

## **Press release**

Press release is an instrument used by people and companies to tell newspaper, magazine's editors of interesting things that happened with them and which were important enough to be included in the newspaper. The style of the press release is such that it discussed what event took place, where it took place, who was involved and why it was important. By looking at all this information, the editor of the newspaper could decided whether it is good enough to be included in the newspaper and which section it should go to.

With the advent of Internet, the press release serves the same function and more.

Most visitors, if they find the site interesting want to know about the people behind the site, or what is the latest project that a company is doing. This information can be presented in the form of a press release.

## **Community building**

Community building is the process of getting customers and visitors to keep coming back to the website. As opposed to radio and television, the Internet is a two-way communication channel. That means like on a telephone conversation, it is possible to interact with the website that is not possible on radio or television. Whether customers like it or not, they want to discuss and leave comments on the material that they find on the website. It may be as simple as "I like this article" or it may be a complex question that the user needs to find an answer for.

This means that tools like blogs and forums are very important for websites, if they want the web surfers to come back to their site and not go around the web looking for what they need.

Blogs provide information related to the subject being discussed and forums allow visitors to interact among themselves and with the people behind the website.

## **Starting your Search Engine Marketing Campaign**

Search engine marketing (SEM) is a latest internet marketing tool to improve your Return On Investment (ROI). But if you use it without proper guidelines, it might become useless sometimes.

### ***Follow the following steps to start your Search Engine Marketing Campaign:***

Before starting the campaign, the following are the prerequisites to achieving an efficient campaign:

#### **1. Product Knowledge**

As being the starter of Internet marketing, you should be aware about the product, services or whatever you are going to work for. It will help you throughout the campaign to target the right audience and reach the right places for promotion of your product or services.

#### **2. Subject-Matter Expertise**

This emphasizes on the technical and point of sales information regarding the topic you want to work on. If you are not an expert on the topic of your Web site, then we suggest you to spend some time to understand the technicalities and required information to become a SME.

#### **3. Content and Information building (website)**

Your website must be SEO friendly, as defined by the big search engines. This is just like a foundation of a building; if the foundation is weak you would not be able to construct a strong and high building on that structure.

Design an information rich website, which is relevant to the subject by keeping in mind all formalities defined by the [search engine marketing professional organization](#) and other big search engines.

#### 4. URL Selection and Registration

A Uniform Resource Locator (URL) or known as the Domain name of a website (i.e. [www.mywebsite.com](#)) plays its own role to get visible in the search engines. Try to include your most important keyword in the URL, if you are going to start a new one. Our research shows that keyword presence in the URL is crucial for achieving high rankings in a search engine's results list.

By placing keywords in your domain name, you gain a serious advantage with search engines. If your URL points to an already established and high ranked web page, we do not recommend altering it. However, this factor is worth considering when you create new pages / sites.

### **Building knowledge Base**

The concept of promoting yourself has been little changed, you cannot simply grab people and generate leads using traditional sales pitching methods, mostly people are not even willing to listing your sales pitch. You should have a database containing the information which you can use and redistribute by meeting all the legal formalities:

There are many ways to show expertise on a Web site.

1. Write authentic articles about your topic relating to your campaign which you are working for.

2. Write regular press releases about the events which happen within or outside but related to your company or services.

(It should not look like any example which shows you are spamming or sales pitches for your products or services).

3. Offer different value-added services and tools that can really help out people.

4. Try to develop A social community and enhance your social network on your web site as well as on other websites.

5. Become an author by writing authentic content in your industry and provide a big source of news and information in your specific area of expertise.

6. Use your technical expertise. You should be completely aware of, how to deal with the myths and realities of search engine and internet marketing. It's not enough to start implementing without proper technical expertise; we suggest taking some online courses or certification for proper knowledge.

7. Implementation. The layout of the website should be according to the defined formalities and criteria.

The following areas should be implemented accordingly.

1. Implement a clear crawl-able navigation scheme using text links.
2. Define all alt text, heading, keywords and Meta tags with great care.
3. Make your page information rich and apply keywords accordingly; and make this visible in search engines.
4. Properly interlink pages with related content within your own site. This is a great tool for reinforcing the relevance of pages on your site.
5. Write effective Meta description tags. This is not useful from a ranking point of view but most of the big search engines use this information for describing your website pages on the search results.

## **Steps involved in Search Engine Marketing Campaigns**

Once you are done with all above mentioned steps then it is time to start the practical implementation of your Search Engine Marketing Campaign.

**Define the scope of the project:** After meeting all the above mentioned requirements. You will be in a position, to study the project completely and define the scope, boundaries and limitations for your project. It's really important that you are very clear about the scope and limitations of the project, so that you can keep your resources within the scope and eventually it will help you in saving money and time.

**Develop an Economic Feasibility:** It is totally up to your company's own defined strategies and policies, while there is no hard-and-fast rule for this, but there are a few factors involved which may impact a change in your budget for the project you are working on to optimize your return from search marketing.

- ❖ Geographic Location - if you are working for some specific area your budget will be comparatively low from the budget you estimate for a global campaign. Local area search engines need a lower budget as compared to global search engines.
- ❖ Keywords' Competitiveness - If you are working towards competitive keywords or key phrases with high competition then you will have to allocate big budget for it.
- ❖ Number of keywords - the more keywords means a higher budget.
- ❖ Paid Inclusions - if you are looking for paid inclusions you will have to spend a bigger amount on that. If running a Pay Per Click (PPC) campaign such as Google AdWords, you will require a higher budget than a business-hours-only campaign.
- ❖ Affiliates and advertising - if you intend to run affiliate marketing and advertising campaigns on the internet, it requires additional costs which must be estimated and allocated while making economic feasibilities.
- ❖ B2B vs. B2C - Budget may vary from campaign to campaign, generally it depends on how many decision makers are actually involved. In B2C usually one decision maker is involved, if he/she considers the product or service reasonable. They simply go for it. It requires a rather lower budget as compared to a B2B campaign because many decision makers are involved and sometimes you need additional and supportive activities for conversion.
- ❖ Limitations - you have to see the limitations for your campaign, sometimes your project requires traffic from some specific area or industry and to approach that specific traffic requires additional budget.
- ❖ Age of the website – age has its own importance. It's also important to know that it is sometimes difficult to get ranked for a newly launched website; it takes some time to get crawled and recognized by the search engines.

To resolve this issue we can suggest one alternate method, you can go to Google and search for URLs for Sale, try to find out if you can find something relevant and suitable for your business with a good age. This is an alternative, if you do purchase an older domain name then you will have to allocate the separate budget for it.

## **Keyword research and analysis**

Matt Cutts says, “Keyword is the king of SEO”.

It means that we cannot deny the importance of the keywords in our Search engine marketing campaign; it needs detailed research and analysis to find out the most suitable keywords or key phrases, this is where keyword mapping exercises come into play. You can also use some famous Keyword tools like Wordtracker , Overture and Keyword Discovery. These can help you find out how users search for things related to the content you have, or plan to have, on your Web site.

Map your website pages to the things you learn during this exercise. Following are the steps to follow for keywords research.

- ❖ Look at the existing content of your web pages.
- ❖ Research on your business subject.
- ❖ Think like a searcher or web site visitor.
- ❖ Find out all those keywords by using which you can find your competitors”
- ❖ Websites.
- ❖ Make a list of all possible keywords relevant to your website.
- ❖ Use some keywords research.

## **Competitive analysis**

Once you are done with your keywords they try these keywords in search queries and see what you can find in Search engines.

- ❖ Search for the keywords you have identified for your website.
- ❖ Choose top five results and open these websites, these will be the competitors for your defined keywords. (You have to be careful again if the keywords are not correct then you might go to the wrong direction).
- ❖ Study the competitors’ websites.
- ❖ Go through different business publications related to your industry.
- ❖ Relevant blogs, forums and other social communities.

## Conduct a SWOT Analysis

**Strengths:** All attributes of the organization that are helpful to achieving the objective.

**Weaknesses:** All attributes of the organization that are harmful to achieving the objective.

**Opportunities:** All external conditions that are helpful to achieving the objective.

**Threats:** All external conditions those are harmful to achieving the objective.

## Implement On-Page

On-Page SEO is the key for success, it's just like a platform for the whole campaign, you have to start it from your website pages, and if you choose a right direction it will bring you to the right place.

❖ Define keyword tags, Meta tags and description tags.

## SEO-Friendly Layout

Your webpage must be SEO friendly; the following are a few factors which can make your webpages SEO friendly.

a. Relevant information on the pages:

Amount of text on web pages matters a lot to get ranked by search engine. A page having a high amount of information will be preferred and ranked higher rather than a page having a small amount of information over the page. Generally, we should try to increase the text content of our website in the interest of SEO.

The optimum page size is 500-3000 words (or 2000 to 20,000 characters). When the amount of text increases, it is likely to increase the search queries for that page and finally it would help out in increasing the number of site visitors.

b. Number of keywords on a page:

Keywords play an important role, we must use keywords at least three to four times in the page text. It may vary from page to page all depends on the size of the page.

Keyword phrases are also very worth while. We can get best results if a keyword phrase is being repeated many times in web page text and all keywords in the phrase should be arranged in exactly the same order.

c. Where to locate the keywords on a page:

SEO experts say that keywords should be near to the beginning of the page, the closer a keyword or keyword phrase is to the beginning of a page, the more considerable it is for the search engine.

d. Keyword Enablization:

A simple formula is "One page – one keyword phrase". For best optimization practices, assign one key-phrase to one page, and then try to optimize each page for its own keyword phrase. Sometimes you can choose two or three related phrases, but you are advised not to optimize a page for 5-10 phrases at once. It would be just useless and considered as traditional content and it would probably produce no effect on page rank.

e. Significance of Home page:

The main Home page of your website is the most important page for the whole campaign in any case, because it is the page which always gets the maximum backlinks. Whatever you have added on your company, the Home page is being mentioned. Optimize the home page of your site (e.g. index.html, .php, .asp etc) for keywords and phrases which define best practices for your business or website. This page is most likely to get to the top of search engine lists.

Our search engine research and experience says that a home page gets 30-40% percent of the total search traffic for some sites.

f. Keyword density and SEO:

Keyword page density is a measure of the relative frequency of the word in the text expressed as a percentage. For example, if a specific word is used 5 times on a page containing 100 words, the keyword density is 5%. If the density of a keyword is too low, the search engine will not pay much attention to it. If the density is too high, the search engine may activate its spam filter. If this happens, the page will be penalized and its position in search listings will be deliberately lowered.

#### g. Role of Text format in SEO:

Special attention is being paid by the Search engines to page text that is highlighted or properly formatted. It is crucial that your keywords appears in one of these headings.

We also recommend that you put an <H1> heading as close to the beginning of your page as possible. Search engines traditionally consider text in the headings to be essential, and having your keyword there will be a positive influence on your website's overall optimality. The use of CSS allows you to redefine the appearance of text highlighted with these tags. This means that «H» tags are used less nowadays, but are still very important in seo work.

#### h. «TITLE» tag:

<<Title Tag>> is one of the most important tags from the SEO point of view. Title tag should be placed before all other tags; otherwise search engines may overlook it which will significantly damage your rankings. Practice the use of this fact in SEO work. Keywords must be used in the TITLE tag. The link to your site that is normally displayed in search results will contain text derived from the TITLE tag. It functions as a sort of virtual business card for your pages.

Some other very critical components are as follow:

- ❖ Ageing of your website.
- ❖ Quality Content of your website.
- ❖ Back linking over your website.
- ❖ Useful information over your website.
- ❖ Design and layout of your website.

### **Grouping for keywords**

You might have different areas, services and parts of your marketing campaign, divide your keywords into logical groups and assign them proper names. Keep the number of groups manageable, but ideally you'll end up with 30 or fewer keyword search terms per group—60 terms as an absolute maximum. Assign the time and resources you want to spend on those specific groups for working on different areas of your campaign simultaneously.

## Setup the Parameters

You cannot start it blindly, there are many factors involved in it which have to be setup to see the better results from your efforts.

- ❖ Geographical locations.
- ❖ Traffic will come in day time or night time.
- ❖ During business hours or off hours.
- ❖ During weekdays or weekends.
- ❖ Looking for B2B or B2C or both.
- ❖ Search/content.

## Start Link building for your website

Google's latest criterion to evaluate a website's worth and to rank the websites in its indexes is Back Links. Getting people to link to you remains an important component of the marketing effort.

We don't recommend you for link exchange or paid linking. We mean getting people to give your website links without returning them anything, i.e. one-way links.

You must be very ethical and relevant to the topic being discussed in the post or article where you are going to make a back link for your website.

Because most people are very much concerned about their visitors, and they think your site has something of value for them, such as great content.

There is also some consideration on who links to your site and from where your links are actually coming from and what value they hold in the search engines.

Things to remember before link building:

For years, the people in this industry have thought of this practice as "link building". "Link Building" is the term which our industry has adopted deliberately after Google has declared it as a tool for evaluation of a website's worth. But it's time to change our thinking. It's not like that there is anything wrong with this practice, good links can still drive higher traffic and search term rankings.

But, a few things should be kept in mind before you launch your Link Building plan for the better results from your efforts and it will ultimately show some positive affects visible in search engines.

1. We must be very much clear about our keywords and key-phrases so that we can approach the exact and potential place. It is recommended that you should not highly stick to your own keywords, it will narrow your search and outputs, e.g. your keyword is “real estate”, you can try for “property agent” , “market buying trends” “marketing” etc.

2. Since we should try to search Key phrase-specific Page Rank, in this way we must get highly relevant pages to link to our sites.

3. Link exchange and swapping is now highly discouraged, these sort of activities have become practically a waste of time and add no value. The exception is swapping links with highly relevant sites. If you really get good links from link exchange then three way linking is the best option.

4. Paid linking or link purchasing is a practice that worked really well for lots of people in the past. And people are still practicing this. However, it involves significant risks, so get over it. Why would you want to do this with any business that you are building for the long term?

5. Page Rank (PR) of the page matters a lot, where you are going to place your link, so try to get links from pages with good a good PR.

6. Content used for placing links should be fresh and unique.

7. Importance of .edu and .gov back-links cannot be denied, you should also try to get these links in a natural and authentic way. They will definitely make a good impact on the visibility of your website in the eyes of the search engine.

### **What you earn from back linking?**

- ❖ Relevant traffic.
- ❖ Pre-Sales leads.
- ❖ Great content which you distribute helps out to brand your business.
- ❖ A reputation as an open business, that builds relationships with it's customers and partners.
- ❖ You build trust, and get people to link back to your site which eventually increases your website's ranking in the search engines.

### **Set Up a Link building Strategy for your Project**

Generally, it includes a set of activities to achieve your goal of getting your website on top of the search engine results.

Try to do everything manually and avoid software for link building, because the use of software for link building is being discouraged by Google and other Big search Engines. And it may go to Spam.

(Note: Strategy may vary a little in some cases, according to the nature and the objective of business changes).

### **Following are the points for our link building Strategy:**

#### ❖ Define Plan and Scope of the Project:

First of all we need to define and plan the scope, boundaries and time frame for the prospective projects.

We assume that you have done the following, as already discussed above.

- ❖ Keyword Research.
- ❖ Follow the limitations.
- ❖ Conduct Competitive Analysis.
- ❖ Study the types of Competition.

### **Direct competition**

This is a sort of competition which is visible, like having a few competitors in the market, which have the same nature of business and capturing your market. We study it and see how we can build a proper link to where your competitors haven't reached yet.

### **Indirect Competition**

Other who are not putting efforts directly to compete with others but because of their good reputation, their popularity, high traffic and natural links with good PR websites and having the valid criteria bring them on top in the search engines.

### **On Page SEO**

On Page SEO relates to Website Analysis, Reporting, Page rank, Traffic, source, click images, keywords, Meta Tag Descriptions, webpage cloud, keywords density, code to text ration and Anchor Text creation.

## **Link Building Activities**

Those engaged in the Link Building Activities will usually implement these steps:

- ❖ Develop authority content to use it for link building.
- ❖ Use PPC as a Link Building Tool.
- ❖ News & Syndication are a big source for building natural links
- ❖ Use to trade articles with other webmasters.
- ❖ Write about, and link to, companies with "in the news" pages.
- ❖ Perform surveys and studies that make people feel important.
- ❖ Directories Submissions.
- ❖ Social Bookmarking.
- ❖ Submit site to paid directories (If Client is willing to pay).
- ❖ Local & Business Links.
- ❖ Creating and posting to Blogs & the Blogosphere.
- ❖ Linking up with relevant pages.
- ❖ Affiliate membership.
- ❖ Community building.
- ❖ URL registration with big search engines.
- ❖ Three way link building.
- ❖ Referral programs.
- ❖ Google Adwords
- ❖ Affiliate marketing programs.
- ❖ E-mail marketing programs.
- ❖ Local directories submission.
- ❖ Local area advertisement.
- ❖ Content distribution.
- ❖ Article submission.
- ❖ Press release submission.
- ❖ Blog posts.
- ❖ Group posts.
- ❖ Social networking.

## **Standards of formalization for Content writing**

### **Case Studies**

For Case Studies, White Papers and other legal Documents which could be used for link building should be written in a highly Professional style by keeping all legal formalities in mind.

## **Articles writing**

For Articles writing, the style should be professional.

## **Press Releases**

For Press Releases, the writing style should be semi-professional, this may vary for internal and external PR to be distributed.

## **Blogs and forums writing**

For blogs, forums and other Postings, the style depends on the existing style of the place wherever we are going to place it. Write according to the existing style, topics and type of forum and blog. We cannot make a formula to write every time in same style, sometimes professional style is not successful. It should sometimes be a flexible and ordinary way of writing to capture our desired audience.

## **Guidelines for Affiliates, advertising or AdWords Campaign**

If you want to run an AdWords campaign in the search engines or you may have advertising and affiliate campaigns, you need to follow the steps described below:

### ***Develop landing pages***

As you have already divided your keywords into different groups. Logically, you may want a special page for each key term group which is called a landing page. Your landing page must be something where after launching the page, a visitor can say "Oh, yes this is the place I was looking for".

It's amazing how many search engines just send searchers to a website's home page. Unless the home page is enormously well-designed and well described, visitors will wonder, "Is this the right page I am looking for, or what am I doing here?"

Our best practice guidelines are geared towards developing and designing a landing page that can influence the objective of bringing traffic to your website which makes the landing page unique and provides the visitor with a view of the best service provider or vendor on the earth with comparative key words or group they come from.

A good landing page must leave some source of contact e.g. hyper linked e-mail, Contact number, embedded contact form, or an opportunity to download (White papers, Articles or case studies etc).

## **Write, Design and Manage ads**

Ads are a pretty crucial part of the advertising campaign, while writing your ads for marketing and advertising, follow these standards:

- ❖ Use of shorthand and abbreviations are discouraged by all big search engines (Google, Yahoo etc) writing “w8” for “wait”, “4” for “for” etc.
- ❖ Avoid use of too much punctuation Great!!!!
- ❖ Avoid using superlatives "Best," "Product," etc.
- ❖ Highlight your key feature and competitive advantages in a compelling way.
- ❖ Title or the heading should be eye-catching.
- ❖ An eye catchy title will help you in increasing your click-through rate, initiate incentive for participation.

To get visitors involved is the key to success for online marketing, if you are running advertizing or ads for marketing of your products or services, it has been seen optimistically a plus to get involved by signing up online with your website by your web visitors. White paper, case studies or a survey result related to the industry is a commonly used tool to get visitors engaged and to get their contact information. Practically seen that visitors are more likely interested to sign up and download or receive something which is useful for them rather than just to fill up a form to get information about your products or services.

## **Track your traffic and conversion**

Tracking your traffic will help you to analyze your campaign, all big Search Engines provide the conversion tracking code, which is embedded in the website's code and Search Engines provide you a control panel or interface which helps you to keep track of and analyze your daily traffic. Eventually, the aim of Search Engine Marketing is to generate either leads or sales, not just the number of hits, so tracking of conversion becomes a critical component in the case of search marketing campaigns. A good example of such a tool is Google Analytics.

## **Commence campaign and evaluate the results**

Usually, Search engines like Google and Yahoo delay in providing true statistics; sometimes there is a delay of quite a few hours in their reporting, so it might take some time to get the real picture about what's really happening with your ad campaigns.

We suggest you to analyse the results on a weekly basis for at least one month for your campaign. It becomes crucial to analyze which keywords are giving you big traffic as compared to others, focusing on those keywords will definitely increase your CTR.

Remember the 80/20 rule: (80/20 rule - Rule based on Pareto's Law stating that 80% of an end result (quality problems, inventory valuation, distribution of wealth) comes from a source of 20% (items, number of people, etc.)).

It means 80% of the traffic will be generally produced by 20% of your keywords. Focus on these 20% keywords and try to eliminate the unnecessary keywords, minimum but targeted keywords will increase the CTR and page impression for your campaign.

If you still face problems in the results, then implement the following steps:

- ❖ Review and optimize keyword bids.
- ❖ Re-write or modify your Ad content and test it.
- ❖ Develop new landing pages with a new concept and test it.
- ❖ Manage your leads. Categorize the warm and cold leads and work on them accordingly.

## **Practices for E-mail Marketing**

- ❖ Develop your e-mail database by managing and enhancing the database.
- ❖ Design web-based influential news letters or messages.
- ❖ Use built-in content management systems and tools to customize your content according to the audience.
- ❖ Fragment your market into different Segments.
- ❖ Identify your target audience and address your audience with customized content and with their names.
- ❖ Optimize channel programs.

## Best Practices for Social Media marketing

There is one scenario when we started looking at our latest blogging performance, we noticed that our posts have been much shorter lately on social media. Much less than when we would primarily write about blogging tips and starting a blog.

- ❖ Reading RSS feeds of our favorite blogs (we hate RSS, even full feed - but they are a necessary evil. Still, we try to actually read blogs that we like).
- ❖ Finding interesting content.
- ❖ Submitting interesting content.
- ❖ Checking statistics.
- ❖ Increasing your social networks.
- ❖ Finding people on Social media websites.
- ❖ Responding to my own comments.
- ❖ IM conversations with people all over the globe (read: no sleep if I wanted to talk to all of them all the time).
- ❖ Write a few posts (some start to finish, some partial thoughts) and coming up with post ideas.
- ❖ Prepare for blog interviews.
- ❖ Submit stories to several social networks.
- ❖ Save bookmarks on del.icio.us.
- ❖ Stumble some sites.
- ❖ Sphinn some stories.
- ❖ Comment on other blogs.
- ❖ Perpetuate poke, superpoke, vampire, and slayer wars on Facebook.
- ❖ Ask others for Sphinn votes. (No, scratch that).
- ❖ Twittering, since everyone wants to know up to the minute details about my cat? Newsflash: I don't have a cat.

## **Valuable ways to get repeat your traffic**

There are numerous, easy methods to get repeat traffic to your websites over and over again. This article will discuss nine simply ways to get visitors to your website coming back.

1. Update the pages on your website frequently. Stagnant sites are dropped by some search engines. You can even put a date counter on the page to show when it was last updated.
2. Offer additional value on your website. For affiliates and partners you can place links to their sites and products and ask them to do the same for you. You can also advertise their books or videos, if these products relate to your industry and are not in competition with your own product.
3. You can allow customers to opt in to get discounts and special offers. Place a link on your site to invite customers to opt in to get a monthly newsletter or valuable coupons.
4. Add a link to your primary page with a script Book Mark or add this site to your Favorites.
5. Add a link to Recommend this site to a Friend so that the visitor can email your website link, with a prewritten title, thought you might be interested in this just by clicking on it.
6. Brand your website so that visitors always know they are on your site. Use consistent colors, logos and slogans and always provide a Contact Us link on each page.
7. Create an Our Policies page that clearly defines your philosophy and principles in dealing with your customers. Also post your privacy policy as well, so that clients know they are secure when they visit your site.
8. Create a FAQ page which addresses most of the doubts and clarifications about your product or your company that are likely to be asked. This helps to resolve most of the customers doubts in their first visit to your site.
9. Ensure that each page on your website has appropriate titles and keywords so that your customer can find their way back to your site if they lose the book mark.
10. Never spam a client, who has opted for newsletters, with unsolicited emails.

Later if they decide they want to opt out of the mailings, be sure you honor their request and take them off the mailing list. They may still come back if they like your products.

But they will certainly not come back if you continue to flood their email box with mails they no longer wish to receive.

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