DIGITAL MEDIA

2017-2018

Semester-VI- TYBMM

EDITION I

By: Dr HANIF LAKDAWALA

haniflakdawala@gmail.com

MODULE I:

Introduction to Digital media:

1. *Understanding Digital Media*
2. *Principle*
3. *Key concepts*
4. *Evolution of the Internet*
5. *Traditional v Digital*

Understanding Digital Media:

What is digital marketing? Digital marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online. Digital marketing utilizes multiple channels such as content marketing, influencer marketing, SEO, social media and online advertising to help brands connect with customers and uncover performance of marketing programs in real-time.

Thus digital marketing is Digital marketing is: Building awareness and promoting a brand or product using all available digital channels. When consumers hear about a product today, their first reaction is "Let me search online for it". And so they go on a journey of discovery: about a product, a service, an issue, an opportunity. Today you are not behind your competition. You are not behind the technology. You are behind your consumer.

The term digital media refers to any type of media that is in an electronic or digital format for the convenience, information and entertainment of consumers. It includes anything that is presented in an audio (sound) or video (visual) form that can be seen and heard by others. Examples include music files, such as MP3, Midi, or WMA files; video feeds found on the Internet at popular video websites; and animated Flash® or graphic design files and images used to create interactive websites and games.

Digital media files are generally accessed by using complex electronics devices that contain digital receivers or processors. These devices can include computers, mobile devices, video

game consoles, projectors, television and radio. Consumers access these files mostly for entertainment and educational value; however, others are used for manipulation into other forms of media, such as movies, albums, or websites.

Audio and music files are usually accessed with digital media players, such as MP3 players or radio devices; they can also be downloaded from the Internet on music file sharing websites. Since digital music files are easy to locate, download, and store, this format is very popular among music lovers. These files are also easy to share among consumers. This is a lower cost alternative to purchasing large albums or collections of music permanently stored on tapes, CDs and records.

Digital visual and video media is becoming a more popular form of sharing images and information for its quick entertainment value. Video and graphic image media is not only used by regular consumers who have access to affordable digital image and video creation and editing equipment and software, it's also a format that many businesses are beginning to use. These files provide interesting and stimulating formats that have many ways of being used for the benefit of promoting ideas, information, and entertainment with the public.

Gaming digital media has been available since the first video games were introduced in the 1980s. While this has been traditionally a youthful pursuit, with the introduction of mobile gaming systems and family-friendly video games, this hobby is becoming a staple of many households and is enjoyed by consumers of all ages and abilities. The gaming media is most often found is either in a physical format, which must be purchased at video game retailers, or the more convenient downloadable forms that are found on the Internet.

Types of digital media:

- include software,
- digital images,
- digital video,
- video game,
- web pages and websites,
- social media,
- data and databases,
- digital audio, such as MP3 and
- Electronic books.

Definition of Digital Media. Digital media is digitized content that can be transmitted over the internet or computer networks. This can include text, audio, video, and graphics. This means that news from a TV network, newspaper, magazine, etc. that is presented on a Web site or blog can fall into this category.

Advantages of Digital Media Advertising Campaign

Long-lasting and Impressive: It is plain and simple that a winning advertisement will last longer in customer's minds. Whether the ad is brilliant, funny, influential, or creative, a highly innovative ad is more likely to make the consumer select that company when they find later on that they are in requirement of that product.

a. **Forms a Fan Community Quicker:** Creative communiques get more consideration and more positive reviews about the products being marketed from their customers. Moreover, they are more probable to involve the audience and the product promoted. When your audience is engaged, word of mouth elevates automatically. Highly creative digital media advertising campaign leads to more conversation about these ads and therefore, extend the audience from just those who perceived the campaign.

b. **More Productive:** A lot of study says that when a dollar is invested in a greatly resourceful digital media advertising campaign instead of ordinary ad of similar products, on average, this leads to double the sales impact of a dollar expended on a non-innovative advertisement campaign. Therefore, the creative advertisement is more impact and propel higher sales.

c. **Digital Media Advertising:** Keeps you at par with rivals: Digital advertising not only maintains your pace with your competitors, it can also brace you up to compete head- to- head with noteworthy brands and huge corporations.

d. **Less Media Spending:** A more convincing advertisement can enable other aspects of the ad budget to be drastically decreased. This not only leads to more revenue by least cost, but this can also help in rearranging your marketing budget to other parts of the business in want of it.

e. **Easy to measure:** You can keep eagle's eye on the real-time, which campaign is working and, which is not working for your business online and you can acclimate very fast to amend your results. For evaluating traffic to your site, you can use Google Analytics to measure particular goals you want to attain for your website or blog and most packaged email marketing solutions deliver better understanding into how many people are opening, reading and getting converted via your emails.

f. **Brand Improvement:** An appropriately maintained website with quality content targeting the requirements and adding value to your target audience can offer substantial value and lead generation chances. The same can be said for making use of direct advertising response with

Principles of Digital Media Marketing

For a business to succeed in today's world, it is important to have a strong digital impression within the internet. Therefore, when a business is defining its marketing plan, it must incorporate a solid digital strategy. How much value you have on each of the following factors correlates to how successful your business can be online and in the real world.

1. Innovation: Creative innovation as the name suggests is all about bringing new formats of creative assets, or a new technology in existing forms. One of the obvious problems in executing creative innovations is the feasibility of implementation, especially when it involves new technology. The capability of media owners in execution decides the fortune of the 'innovation'.

Media innovation is all about finding new ways of using the media space or creating a new media space altogether. We have seen how the media space has evolved, for it to be used for advertising purpose. Therefore, its very hard to differentiate 'innovation' from what it would have been an organic evolution of the space. For example, if you had run advertising in mobile apps five years back, we would have called it innovative, but today it's a standard part of any mobile media plan. Creative and media services need to and are blending very fast with each other, which is essential for bringing about a true innovation. Innovation suffers from another major bottleneck while selling the idea and that is resistance from advertisers. Digital media is always being looked at as a highly measurable media, and this measurability extends to 'innovation' before even executing it. Usually clients ask about the projected numbers as a result of the proposed idea, how it will achieve results that are quantifiable, what are the benchmarks, etc. First of all, if it's an innovation, how can there be any benchmarks? Secondly, if clients have the appetite for innovation, then they should not be afraid to try it in absence of any benchmarks.

Innovation leads to impact. While we question the reasonability of clients' doubts, another problem with executing innovations is the lack of farsightedness on agencies' parts in the proposed idea. Advertisers always want to see some actionable results through the innovation and they are not doing it for the sake of doing it. Agencies will need to support the idea with scalability so that the overall media/marketing objectives are always in sight while ideating and execution. Most of the creative ideas fail purely because of the scalability issue. The long-term impact of the innovation on brand has to be kept in mind and should be visible as a result of the execution. It could be difficult to measure the impact in purely quantifiable terms but there are some soft parameters that can be deployed to gauge response and effect of the execution.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

2. Integration: The importance of integration within digital media and with traditional media is ever increasing. With increasing media fragmentation, as it becomes harder for clients and agencies to choose an apt media, the need for integration is inevitable. The media needs to work harder and integration is a huge help to the cause. We have seen some real good examples of integrated marketing from across categories such as outdoor hoardings carrying a short code for SMS, tickers scrolling on TVCs to send SMSs or participate in online contests, print ads with QR codes to be scanned, so on and so forth. Integration remains the most favourite question of today's marketer and agencies need to deliver what we call 'integrated media plans', which calls for a different kind of talent within the partner agencies and most agencies are moving towards it.

3. Investment: Investment in digital media has always been in debate and its not only about how much a brand should be investing in digital vis-à-vis other traditional media, but also about how much should be invested within digital media itself given the choices of display, SEM, mobile, and social media advertising. More choices signify more confusion in choosing the right option. While there is no exact formula of how much should be invested, there are some principles that digital can adopt from traditional media. For example, SOV (share of voice) can be translated to SOI (share of impressions) in digital media, especially SEM and display. Secondly, the ROI of digital media will always be the forefront of measurability for this medium. This has resulted in a number of metrics that can be used while buying digital media other than purely CPM or CPT viz. CPC, CPL, CPA, and now even CPF (cost per fan). We will talk more about ROI in the next section.

4. Insights: Rich customer insights have always been a very strong point for digital media both pre and post planning. It will continue to enjoy that status for years to come. No other medium can compete with digital when it comes to real consumer data. Whether it is the total number of search queries on Google about a brand as pre-planning insights or the number of repeat and late visitors on brand website post-execution kind of insights, both have equal importance. Web analytics post executions provide quite useful insights on how users behaved after interacting with the ads. Insights help the media planner to know the ROI of each media vehicle used in the digital media plan. These are also helpful in building benchmarks for future planning such as help in building a media mix of various digital media viz. display, search, mobile and social, etc. How much of what vehicle to be used can be answered if these insights are accumulated over time?

5. Involvement: Involvement from all stakeholders while planning for digital media is an absolute necessity nowadays. Digital media is more of a mindset than anything else, and this needs to be shared jointly by the creative agency, media agency, PR agency, and the advertiser. These partners can no longer work in isolation in order to execute an effective digital media initiative. I still remember those days when

clients used to brief the agencies and then left everything to them for delivering an effective campaign plan. All partners need to learn the art of complementing each other with their respective skill sets. The boundaries of responsibility and accountability are blurring, and are blurring rapidly. Lack of support by one partner might result in the failure of the entire initiative or a campaign.

6. Interactivity: Interactivity was and will continue to be the differentiator for digital media from the rest of the media, although the 'type' of interactivity is changing as expected. We have witnessed discussions are not only about the 'click' but also the 'touch', especially for tablets and touch phones. Marketers and agencies are preparing themselves to deliver the interactive experiences across devices such as PCs, mobiles, tablets, and now even GPS/navigation devices. Given this scenario, content needs to be device agnostic and it calls for an effective content strategy and interactivity needs to be delivered across owned, earned, and paid media.

7. Map out your customer's journey: How often and through which channel are customers receiving information? What content is most effective for customers to push past purchase roadblocks? Where should messages be placed along the journey? These are all questions that you need to be able to answer and address in order to better market your business in the digital marketing realm, and with digital methods of communication and marketing becoming faster, more versatile, and streamlined, it is perhaps unsurprising that once new technology becomes available we quickly move further into the digital age.

8. Content...Content...Content...: Content is key! It builds trust and loyalty and can help define you as an expert in your chosen field. Good content promotes your credibility as well as your SEO. Regular, original, relevant and engaging content that enhances your brand will help build a positive relationship with your potential customer base. Utilizing a blog on your website is a great way to provide fresh and relevant content, this can lead to an increase in site visitors, user engagement, which both work to drive conversions.

Key Concepts

Three key concepts in Digital Media:
1. **Interactivity**
2. **participation and**
3. **immersion**

Introduction: Digital media have facilitated a context where new forms of communication and storytelling are possible. Interactive communication professionals become here key specialist who can understand the potential of the medium and, in turn, become creators or, at least, facilitators of stories. They are

responsible for the innovation in communicative processes: Designing and implementing them successfully not only in the well established channels and contexts, but also in these which appear –and sometimes disappear- at a much higher rate than that to which the pre-digital professional was used to. Some of these new channels and contexts will complement or expand existing ones, while others will end up replacing them entirely.

At the same time, media itself has radically changed, adapting at different rates –and with varying success—to the context in which concepts such as ubiquity, active user (as opposed to the passive viewer) or user generated content have reshaped the landscape. It is a context where social media has gone from being a space for dialogue on 'main' media (second screen) to become the main context in which stories are accessed and disseminated, often replacing the media platforms themselves, not without new inherent problems. However, and despite the accelerated rate of change, there are some concepts that remain central in order to understand digital media, the sound understanding of which is key to successfully engage in the creation of interactive communication processes. As stated above, we consider the three concepts discussed in the following section as being central to this discourse.

1. **Interactivity:** Interactivity refers to ability of a system to partake in the pro-cess of interaction. When this refers to communication, a key aspect is the fact that the passive viewer or reader of traditio-nal media is replaced by an active user; an entity with agency. The way this agency affects the reception of the work or the work itself is widely varied. And while interactivity is an intrinsic to digital medium, one can argue that not all of our experiences with it are really interactive, according to the definition below. In this context, working with interactive media not only means telling stories, but also creating and designing experiences for an active audience. Here point of view of the designer of these systems becomes important, and from it it's useful to differentiate between passive, reactive and interactive systems, and to understand that there is not so much a division but continuity between the latter two. However, while reactivity means roughly that the same actions will always result in the same system responses, interactivity refers to a much complex process.

   Interaction are defined as series of related actions between two or more agents where at least one of them is an artificial system that processes its responses according to a behavior specified by design, and that takes into account some of the previous actions executed by .

This definition aims not at addressing all types of interaction, nor at framing interactive systems under the umbrella of usability, but at a more experimental approach. Useful ideas to unders-tand this are the concepts of design for motivation or poetic interaction.

2. **Participation.** The second key idea to understand digital media is participation. Although some authors conflate it with interactivity, it is very useful to differentiate both concepts. While interaction always implies some sort of participation, this is a pertinent distinction in order to frame the different types of activities that can take place with technological systems that afford that the users take action in relation to them. It is especially relevant in the context of the web 2.0 and social media, where user generated content is central. The proposal here is to understand participation as contribution: That is, the creating content by the user of the system, as a different act than that of interacting with this content. Participation, from this point of view, includes any form of contribution of a user to a (generally online) system. Uploading picture to a social network is an act of participation, and it does involve interactivity when the actual uploading is happening. But it is a trivial and mechanistic kind of interactivity. Thus, the interest here in such cases does not reside the interactivity as described above. It is on this very act of contributive participation that, in turn, constitutes a form of social interaction.

3. **Immersion:** The third and final concept in this triad is immersion. Similarly to interaction, it can appear in a digital media experience in various degrees. But in this case we can differentiate between a technological and a psychological component of it or, in other words, between spatial and emotional immersion. The first is the immersion created with systems that are designed to isolate the user from his or her environment, and give control of the point of view on a usually 360 degree scene. These types of technologies, which find its technological ancestors at least on Baker's panoramas of the late eighteenth century, have resurfaced in recent years with the revival of Virtual Reality. They are well known for pro-viding very strong experience in terms of 'sense of place', and have been linked to the –already cliché–creation of empathy, as they are very powerful in having the user experience a specific point of view. There is, however, another type of immersion that relates strongly to interactivity. In this case it is not so much the technology but the engagement that generates immersion. Playing a game in a very small screen, or a monitor a few meters away.

Evolution of the Internet

The **history** of the **Internet** begins with the development of electronic computers in the 1950s. The **internet** has taken a lot of forms over the years. It began with the development of ARPANET (Advanced Research Project Agency Network) which was funded by DARPA (Defence Advanced Research Projects Agency) for the sole **purpose** of having a defense network that could **function** in the time of a nuclear war. Initial concepts of wide area networking originated in several computer science laboratories in the United States, United Kingdom, and France. ARPANET adopted TCP/IP on January 1, 1983, and from there researchers began to assemble the "network of networks" that became the modern **Internet**. The online world then took on a more recognizable form in 1990, when computer scientist Tim Berners-Lee **invented** the World Wide Web. On **6 August 1991**, the World Wide Web went live to the world. There was no fanfare in the global press. In fact, most people around the world didn't even know what the Internet was. Even if they did, the revolution the Web ushered in was still but a twinkle in Tim Berners-Lee's eye.

Vint Cerf. Widely known as a "Father of the Internet," **Cerf** is the co-designer of the TCP/IP protocols and the architecture of the Internet. In December 1997, President Bill Clinton presented the U.S. National Medal of Technology to **Cerf** and his colleague, **Robert E. Kahn**, for founding and developing the Internet.

Traditional v Digital

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 and out of home including in-store promotion, and transit. 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.

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.

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.

Digital Marketing Vs. Traditional Marketing: Which One Is Better?

What's the difference between digital marketing and traditional marketing, and why does it matter? The answers may surprise you.Many small businesses struggle with deciding which kind of marketing to do, because their budget will only stretch to one or the other, not both. The decisions that must be made are not easy: which method of marketing will give me the most bang for my buck? How do I know if my marketing is working? Who should I trust with my marketing? Should I do it myself? The answers may surprise you.

To clarify the terms, the use of print ads on newspapers and magazines is a simple example of traditional marketing. Other examples include flyers that are put in mailboxes, commercials both on TV and radio and billboards. On the other hand, when a business invests on building a website, advertising the brand name through different social media such as Facebook, Twitter and YouTube, this kind strategy is called digital marketing.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

Benefits of Traditional Marketing

1. **One can easily reach your target local audience.** For example, a radio ad might play in one location: your city or region. Or mailbox flyers will go to households in a select number of suburbs.

2. **The materials can be kept.** The audience can have a hard copy of materials of which they can read or browse through over and over again.

3. **It's easy to understand.** It can be easily understood by most people because they are already exposed to this kind of strategy.

4. **Neuroscience seems to support the benefits of hard copy marketing**. A study sponsored by Canada Post and performed by Canadian neuro-marketing firm TrueImpact compared the effects of paper marketing (direct mail pieces, in this case) with digital media (email and display ads). The technologies used in this study were eye-tracking and high resolution EEG brain wave measurement. The three key metrics evaluated in the study were cognitive load (ease of understanding), motivation (persuasiveness), and attention (how long subjects looked at the content).

5. **Direct mail was easier to process mentally and tested better for brand recall.** According to the report, Direct mail requires 21% less cognitive effort to process than digital media (5.15 vs. 6.37), suggesting that it is both easier to understand and more memorable. Post-exposure memory tests validated what the cognitive load test revealed about direct mail's memory encoding capabilities. When asked to cite the brand (company name) of an advertisement they had just seen, recall was 70% higher among participants who were exposed to a direct mail piece (75%) than a digital ad (44%).

The Downside to Traditional Marketing

1. **There is very little interaction between the medium used and the customers.** It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.

2. **Print or radio advertisements can be very costly.** Printing materials can be expensive and you need to hire people to distribute these.

3. **Results on this marketing strategy cannot easily be measured.** Was the campaign successful?

Benefits of Digital Marketing

1. **You can target a local audience, but also an international one.** Further, you can tailor a campaign to specific audience demographics, such as gender, location, age and interests. This means your campaign will be more effective.

2. **Your audience can choose how they want to receive your content.** While one person likes to read a blog post, another person likes to watch a YouTube video. Traditional marketing doesn't give the audience a choice. Most people hate receiving sales flyers in their mailbox or phone calls at inconvenient times on stuff that they have little interest in. Online people get the choice to opt in or out of communications and often it is relevant because they were the ones searching for it in the first place. Don't underestimate the power of market segmentation and tailored marketing.

3. **Interaction with your audience is possible with the use of social media networks.** In fact, interaction is encouraged. Traditional marketing methods don't allow for audience interaction. You can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market.

4. **Digital media is cost-efficient.** Though some invest on paid ads online; however, the cost is still cheaper compared to traditional marketing. Data and results are easily recorded. With Google Analytics and the insights tools offered by most social media channels, you can check on your campaigns at any time. Unlike traditional marketing methods, you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results.

5. **Level playing field:** Any business can compete with any competitor regardless of size with a solid digital marketing strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors. Online, a crisp well thought out site with a smooth customer journey and fantastic service is king – not size.

6. **Real time results:** you don't have to wait weeks for a boost to your business like you would have to waiting for a fax or form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button.

7. **Brand Development:** A well maintained website with quality content targeting the needs and adding value to your target audience can provide significant value and lead generation opportunities. The same can be said for utilising social media channels and personalised email marketing.

8. **Viral:** how often do your sales flyers get passed around instantly by your customers and prospects? Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly. If you consider the average Facebook user has 190 friends of which an average of 12% see their liked posts – your one message has actually been seen by 15 new prospects. Now imagine a number of them also like

and share your message and their friends do the same? That's why high-quality content is so important.

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, It is 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 more narrow 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 analyze 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 analyze 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.

MODULE II:
Search Engine Optimisation

1. What are Search Engines?
- *Types of Search Engines,*
- *How Search Engines work and how they rank websites based upon a search term?*

2. Introduction to SEO and what it involves:

What is the importance of search for websites?

What are the areas of operation for Search Engine Optimization Professionals?

How do you search for the right keywords that will help bring in the most traffic?

3. *What is On-Page Optimization?*
   - *Keyword Research with Google Keyword Planner,*
   - *Page Naming {URL Structuring} and Folder Naming,*
   - *What are Meta Tags, Redirection Tags,*

4. *What is OFF-Page Optimization?*

5. *What are Backlinks?, How to Get Backlinks? What is Google Page Rank? How to Increase Page Rank?*

6. *Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,*

What are Search Engines?

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. The purpose of a search engine is to extract requested information from the huge database of resources available on the internet. Search engines become an important day to day tool for finding the required information without knowing where exactly it is stored. Internet usage has been tremendously increased in recent days with the easy to use search engines like Google, Bing and Yahoo!

Different Types of Search Engines and How Search Engines work and how they rank websites based upon a search term?

Search engines are classified into the following three categories based on how it works.
1. Crawler based search engines
2. Human powered directories
3. Hybrid search engines
4. Other special search engines

1. Crawler Based Search Engines

All crawler based search engines use a crawler or bot or spider for crawling and indexing the new content to the search database. There are four basic steps which every crawler based search engines follow before displaying any sites in the search results.

- Crawling
- Indexing
- Calculating Relevancy
- Retrieving the Result

Crawling: Search engines crawl the whole web to fetch the web pages available. Crawling is performed by a software, called a crawler or a spider. The crawling frequency depends on the search engine and it may take a few days between crawls. This is the reason sometimes you can see your old or deleted page content is showing in the search results. New content will get updated in the search results once the search engines crawl your site again.

Indexing: is next step after crawling which is a process of identifying the words and expressions that best describe the page. The identified words are referred as keywords and the page is assigned to the identified keywords. Sometimes when the crawler does not understand the meaning of your page, your site may rank lower on the search results. Here you need to optimize your pages for search engine crawlers to make sure the content is easily understandable. Once the crawlers pickup correct keywords your page will be assigned to those keywords and rank high on search results. Search engine compares the search string in the search request with the indexed pages from the database. Since it is likely that more than one page contains the search string, search engine starts calculating the relevancy of each of the pages in its index with the search string.

Relevancy: There are various algorithms to calculate relevancy. Each of these algorithms has different relative weights for common factors like keyword density, links, or meta tags. That is why different search engines give different search results pages for the same search string. It is a known fact that all major search engines periodically change their algorithms. If you want to keep your site at the top, you also need to adapt your pages to the latest changes. This is one reason to devote permanent efforts to SEO, if you like to be at the top.

Retrieving the results: The last step in search engines' activity is retrieving the results. Basically, it is simply displaying them in the browser – the endless pages of search results that are sorted from the most relevant to the least relevant sites. Most of the popular search engines are crawler based search engines and use the above technology to display search results. Example of crawler based search engines:

- Google

- Bing
- Yahoo!
- Baidu
- Yandex

2. Human Powered Directories

Human powered directories also referred as open directory system depends on human based activities for listings. The process of indexing is explained as below:

Site owner submits a short description of the site to the directory along with category it is to be listed. Submitted site is then manually reviewed and added in the appropriate category or rejected for listing. Keywords entered in a search box will be matched with the description of the sites. This means the changes made to the content of a web pages are not taken into consideration as it is only the description that matters.

A good site with good content is more likely to be reviewed for free compared to a site with poor content. Yahoo! Directory and DMOZ were perfect examples of human powered directory. Unfortunately all those human powered directory style search engines were wiped out of the web with the automated Google search.

3. 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 spammy activities, manual review is required before including it again in the search results.

4. Other Types of Search Engines

Besides the above three major types, search engines can be classified into many other categories depending upon the usage. Below are some of the examples:

Search engines have different types of bots for exclusively displaying images, videos, news, products and local listings. For example, Google News page can be used to search only news from different newspapers. Some of the search engines like Dogpile collects meta information of the pages from other search engines and directories to display in the search results. This type of search engines are called metasearch engines. Semantic search engines like Swoogle provide accurate search results on specific area by understanding the contextual meaning of the search queries.

Organic Vs Inorganic

Organic & Inorganic SEO

Organic SEO

It is a natural way of getting top ranking in SERP (search engine result page) without paying any amount to search engines for the placement. This is more preferable and trustworthy method of securing high rank on SERP.

Benefits of Organic Search Engine Optimization:

- Usually normal user's clicks more on organically optimized sites.
- Results are long lasting on search engine result pages.
- Organic results are more trustworthy than inorganic results.
- Organic service is cheaper than inorganic services.

Inorganic SEO

Known as SEM, It includes usually paid services such as PPC – Pay Per Click, CPC – Cost Per Click, CPA – Cost Per Acquisition, banner ads, classifieds etc. This service is very expensive. But those who wants immediate results, they can go for inorganic service.

Benefits of Inorganic Search Engine Optimization:

- Results in short period.
- Site gains more visibility.
- More traffic in sort time period.
- Unlike organic SEO, inorganic SEO gets more effective result in very short time.

Inorganic SEO technique is quite risky; as its cost will be count as per clicks, webmaster must remain alert from competitors, they might click on your site unnecessarily to force you pay more. There is a solution to block those users, but for that you must be aware that they clicked you unnecessarily.

Introduction to SEO and what it involves

What Is SEO?

SEO (search engine optimisation) involves following steps designed to improve a website's ranking in search results. The ultimate goal of SEO is to attract higher numbers of quality visitors to the website through organic search.

Let's break that description down a bit to get a better understanding:

1. **Ranking in search results** – when a user enters a search request on Google they are shown a list of results. The results at the top of the first page attract the most attention, so it is important to get into at the top two or three positions for as many relevant searches as possible (keywords).

2. **High quality visitors** – it is sometimes thought that SEO is all about getting as much traffic to a website as possible, but it is as important to get good quality traffic. For example, a fashion boutique in Mumbai will get no benefit from a website visitor looking for fashion boutique in Delhi.

3. **Increased quantity of visitors** – once the right visitors come to your website, the more the better.

4. **Organic search** – a search engine results' page is usually made up of both paid-for ads and organic listings, i.e. results that are not paid-for ads. SEO is concerned with organic listings.

What is the importance of search for websites?

Websites can attract visitors to website through organic search but also can also get visitors from other sources:

- Links from other websites (referral traffic);
- Social media;
- Email marketing;
- Paid ads;
- Offline marketing;
- And lots of other methods.

The ideal situation is to attract high quality visitors to website in as many different ways as possible, but organic search will almost always be an important source. In fact, for many websites it is the primary source of traffic, while for others it is a significant source.

If websites wants to attract visitors through organic search, or want to attract more, then one need SEO.

Search Engine Overview and Doing SEO

When a user does a search on Google – or any other search engine – they want an answer to their query, and Google's objective is to provide that answer. This involves sifting through millions of website pages and displaying them in order. From Google's perspective, "in order" means putting the website that is most likely to answer the user's query into first position on its results page.

This is an important concept: Google's objective is not to comprehensively list the websites on the internet, or to display your website in organic search results. All it cares about is answering the queries of its users. It does this by looking at individual website's relevance and popularity, so SEO is about positively impacting website's relevance and popularity. In practice this means making sure website is SEO-friendly, creating fantastic content that people want to read and link to, and increasing awareness of brand through marketing (link-building, social media, offline marketing, press, etc).

What are the areas of operation for Search Engine Optimization Professionals?

The core areas of operations for SEO professionals can be broken down into three key areas:

1. On-site optimization
2. Content marketing
3. Link building and outreach

On-Site Optimization: On-site optimization is usually the first service that an SEO consultant or agency will carry out on website; it entails examining website to make sure it is properly set up for search engines like Google. Onsite optimization can include improving keyword density and page loads times.

This can include details such as the keyword density of the content, page load times or site speed, and ensuring that website content and navigational menus are organized and setup for an efficient user experience.

Content Marketing: The more content website has, the more chances it has to get visitors from search engines. The more content published on website (in the form of WordPress posts or pages), the more opportunities it has to rank high in search engines, allowing website to receive more visitors who are searching for information about the services business provides. An SEO professional who offers content marketing services will work to establish which keywords or search terms are relevant to business. Those keywords will then be used to develop a content creation strategy designed to deliver targeted visitors to website. Depending on the level of service offered, the SEO professional may create content, or simply provide a plan for to use when creating own content.

Link Building and Outreach: One of the most effective ways to improve the rank of website is to acquire backlinks, links from other websites which are pointing to your's. This is a staple service of any

SEO professional or agency. Google expressly prohibits the manual acquisition of backlinks. As Google expressly prohibits the manual acquisition of backlinks, this is often the most difficult part of SEO. One of the safest ways to increase the number of backlinks to your site is to publish great content, and bring that content to the attention of other websites who might find it interesting. Hopefully, they will share the content with their audience and link to your site. Less-than-ethical SEO professionals may engage in dubious means to build backlinks to your site. This can include buying links from other websites, using automated tools, or building a network of websites with the sole purpose of linking to your site.

Outreach vs. Manual Link Building: Conversely, SEO professionals adhering to search engine guidelines will do outreach and promotion of website content, in order to acquire links from legitimate external sites. Results from questionable approaches to link building could be lost overnight. The more questionable approaches to link building might yield quicker results, compared to a content marketing and outreach program. However these quick results could be lost overnight once they come to the attention of the search engines and their increasingly sophisticated algorithms. Removing harmful unnatural backlinks can take up a lot of resources.

How do you search for the right keywords that will help bring in the most traffic?

Keyword optimization (also known as keyword research) is the act of researching, analyzing and selecting the best keywords to target to drive qualified traffic from search engines to your website. Keyword search optimization is a critical step in initial stages of search engine marketing, for both paid and organic search. If you do a bad job at selecting your target keywords, all your subsequent efforts will be in vain. So it's vital to get keyword optimization right.

But optimizing keywords isn't something you do ONLY at the outset of a search marketing campaign. Ongoing keyword optimization is necessary to keep uncovering new keyword opportunities and to expand your reach into various keyword verticals. So keyword optimization isn't a set it and forget it process. By continuously performing keyword analysis and expanding your database of keywords, your site traffic, leads and sales will continue to grow.

Benefits of Keyword Optimization: In a recent survey, participants listed keyword optimization as one of the hardest tasks in search engine marketing. Because of its difficult nature, most site owners, marketers and bloggers don't spend enough time optimizing keywords. This is ironic since optimizing

keywords is the most important aspect of SEO and PPC. If you don't choose and use keywords your customers are searching for, you won't get found. That means no traffic, no sales, no money.

Benefits of search engine keyword optimization are:

- **Drive qualified traffic to your website:** To drive searchers to your site, you must optimize for the keywords they're searching for
- **Measure traffic potential:** Analyzing the popularity of keywords helps you gauge the size of a potential online market.
- **Write effective content:** By incorporating optimized keywords into your website content, you can connect instantly with potential customers and address their needs.
- **Understand user behavior:** By analyzing the words that your customers use, you get an idea of their needs and how to service those needs.

Where Keyword Search Optimization Comes into Play

Keyword optimization plays a major role in every aspect of Internet marketing from content strategy, to link building, to how you group your keywords in your AdWords ad groups, to how your site content is organized, a.k.a your information architecture.

SEO Keyword Optimization: When it comes to SEO, the success of your organic search efforts rests largely on how effective you are at discovering, researching, analyzing and selecting the right search engine keywords for your website. All other aspects of SEO rely on successful keyword optimization. What's more, optimizing keywords touches every aspect of your SEO marketing efforts.

- **Title Tag:** Your target keywords must be included in the title tag (and front loaded). This is the most important piece of content on your website, both on and off-page.
- **Links:** Keyword optimization should be integrated into your link building strategy. Internal links, inbound links, breadcrumb links, navigational links should all have your top optimized keywords. It's also important to track and manage your link text efforts
- **Content strategy:** If you want to rank well and connect with searchers, you need to use your target keywords in your content. WordStream for SEO helps combine keyword research with content authoring (just saying...).
- **Images:** Don't forget to optimize keywords in the pictures on your website. Target keywords should be used in your image alt attribute and file names, to name a few.

- **Meta Description:** There's some debate over whether or not including target keywords in your text snippets helps rankings. But there's little doubt that having your optimized keywords here produces more clicks in searches, which is optimal.
- **URL:** Be sure to include keywords for SEO in file name slugs, like I've done with this page's URL. The page is about keyword optimization, so the slug name is /keyword-optimization.
- **Site Structure:** Keyword optimization is also critical to how you structure and organize your site content. Not only do you need to select the right keywords, but you need to group them hierarchically and order the corresponding pages on your website accordingly.

Pay per click (PPC) Keyword Optimization: But optimized keywords aren't just for organic search marketing. There's tremendous value in optimizing your PPC keywords. To be effective with your pay-per-click campaigns, you must speak the searcher's language. The more keywords you select that your customers are searching for, the more traffic you'll drive to your website, the more consumers you'll convert to customers.

- **Creating a keyword list:** Determining which keywords to target and bid on is the linchpin for all your PPC marketing strategies. Different keywords have different demand and traffic potential.
- **Grouping and segmenting:** Keyword optimization helps organize your keywords into tight groups that are semantically related.
- **Improved relevancy:** The key to a higher click-through rate is being relevant to the searcher's query. Higher CTR leads to better Quality Score. Optimized keywords are instrumental in being relevant.
- **Crafting ad text:** To coax searchers into clicking on your ads, you need to integrate your keywords into your PPC ad text.
- **Landing page optimization:** Once a user lands on your page, your message must match the offer. So the optimized keywords that were present in your ad text, must be present on your landing pages.

You can take your PPC optimization further by evaluating your AdWords account with the AdWords Performance Grader, which grades your campaigns on important factors like ad text and long-tail keyword optimization.

Social Media Keyword Optimization
Determining which keywords to target and how to incorporate them into your messaging is also a big factor in social media marketing. This guide to Keyword Research for Social Media is a good resource for

determining which keywords your audience is using and covers everything from how to conduct keyword research for YouTube to researching keywords for Facebook.

What to Evaluate When Optimizing Keywords

When determining which keywords to choose for your optimizations efforts, there are a number of factors you should evaluate.

- **Keyword Popularity** – The more popular a keyword is (meaning the more that people search for it), the more traffic it will drive to your website, should you rank highly for it, that is. When it comes to choosing keywords based on popularity, there are two lines of thinking.
- **Target the most popular keywords.** This seems pretty straightforward. If you want to attract the most visitors to your website, you should optimize for the most searched for keywords. Right? But the more popular a keyword is, the harder it is to rank for.
- **Target less competitive keywords.** It may seem counterintuitive to go after keywords that aren't as popular, but for a new website, this is often the best approach. It's very difficult to compete with mature websites that have achieved trust and authority for the most popular keywords in competitive ranking verticals. So sites that are young typically have more success optimizing for keywords that aren't that popular or competitive or optimizing your keywords by integrating modifiers (thematic modifiers or geo-targeted modifiers) and creating mid to long tail keywords.

Keyword Relevance – It's critical to choose keywords to optimize for based on how relevant they are to your products or services. If your keywords are not intrinsically relevant to what you're offering on your website, the traffic the search engines feed your website will not be delivered a relevant message. Thus, they will be unable to complete the "search and reward cycle." You see, searchers seek relevance and without it you're unlikely to convert them into customers.

Keyword Intent – To determine the value of your keywords, you need to identify the intent of the searchers. Which stage are they at in the search cycle? Are they browsing? Are they ready to buy? Or are they simply looking for solutions or pursuing information?

The intent behind keywords or more specifically "search queries" can be broken down into three categories.

- **Navigational:** company or brand queries, domain queries
- **Informational:** curiosity, question-oriented, solution-seeking queries
- **Transactional: looking** to purchase queries

It's important to optimize for the high intent keywords rather than keywords of low intent. By identifying, classifying and segmenting your high intent keyword groups into separate baskets of intent and eliminating the low-value keywords, you'll see your search relevance rise and you'll generate more, qualified traffic.

Keyword Optimization Tools and Resources

Finally, since it's so important to choose the right keyword for blogging, Web copy and landing page creation, let's wrap this up with some of the best tools on the Web for researching, analyzing, discovering and optimizing keywords. I've also included some of my favorite articles on keyword optimization, analysis and research so you can learn more about optimizing keywords.

Successful SEO optimisation can be done through two ways
1. **On page optimization and**
2. **off page optimisation**

What is On-Page Optimization?

Onpage optimization (on-pageSEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the meta description and title tags. Getting a good ranking in a search engine hasn't been the easiest thing for many. Search engines are getting more smarter & intelligent everyday, so now it takes more than just good content to top your competitors. On page optimization is one of the very first step of SEO which every webmaster should look into. It probably won't even take you an hour to learn and implement some of these on-page optimization techniques. But you may ask me, why it is so important? – Well literally speaking, if you can do proper on-page optimization for your website you can not only rank well in a search engine but also can increase the overall readability of your website for your visitors.

Some of the most important on-page optimization techniques are as under:

1. Title Optimization: A site's title tag is by far the most important website optimization element. A title tag should be short but descriptive enough for your visitors to identify you and your business. Title tag is

the first thing that is shown & indexed by the search engines. So naturally it is given a very high importance – out of thousands results that a searcher sees, your site's title has to be appealing enough for him to want to find out more information. On the other hand, your title has to be appealing enough to the search engine in order to rank you above thousands of other similar websites like yours.

Important things to include in your title:

- Your Name/ Business Name / Site Name: This is very important for breading propose. If you feel that your customers may search you by your brand name than it's also useful to put it somewhere in your title.
- Keywords: If you want to rank for a certain keywords it is always good to place some of them in your title tag. A Title tag represents the whole flavor & content of your website. So if you are selling pizza online you can include keywords like – order pizza, home delivery pizza etc in your title tag. Don't staff too many keywords in your title. Write a title which is readable to humans & also good for the search engine. (e.g. Domino's Pizza, Order Pizza Online for Delivery – Dominos.com)
- Include your 1-800 or other toll-free numbers: Some may not agree with me on this, but I think including your phone number in the title tag does help your visitors to take a direct action! It also makes your site look more professional and legit when it's being displayed in the SERP (Search Engine Result Page). Searchers are likely to 'click' on the result that has a phone number attached to it because in their unconscious mind, they will have a good impression on the authenticity of the business and the level of support. If you prefer not to include your number in the title tag, you can alternatively include it in your Meta Description which will give you almost the same benefits.

2. Meta Tags Optimization: A site's Meta tags may not be as important as it used to be before, however Meta Description is something you can't just ignore. A site's Meta description should contain a brief description of your website focusing on the areas and services that your business is specialized in. This small piece of text can be considered as a selling snippet, if a searcher finds it appealing he is likely to click and go inside your page to find out more information. But if your Meta Description is too generic and isn't written too well then there is a good chance that your site will simply be ignored.

Important things to include in your Meta Description:

- Include your Selling Point– Tell your customers what they want to hear through your site's Meta Description, and you will definitely get some advantage over others in the SERP. For instance – if

you sell 'cheap web hosting' then including a phrase like "hosting starting from only $0.99" may result in more clicks and visitors because your description will exactly match the flavor of search performed by the user.

- Keywords – Including some of your keywords will give you some advantage in Google's relevancy algorithm.
- 1-800 or other Toll Free Numbers – if you haven't included this already in your title, you can rather include it in your Meta description. If the users have skype installed on their system, any number on their browser will become clickable which will result in a direct skype-out call. So basically, if your number appears in the Meta description some of your customers might just prefer to call you directly instead of going through your site.

3. Important HTML Tags: It is necessary for you to highlight certain parts of your website that you want your readers to look at. There are several tags in html which allows you to do so. For instance – the header tags [h1] [h2] [h3], Bold [strong], Italic [em] etc. The text inside your header tags (e.g. [h1]) is given very high importance by the search engine. Usually you can use them to define the page/post titles or the important sections of your website.

Header Elements:

- Header 1: Header 1 should be used to define the most important section of your page. Usually Header 1 is used for Site's title or header text.
- Header 2 & 3: Header 2 and 3 can be used for Page/Post titles or important sections of your pages. Separating your content with headers is a good practice as it makes your site more readable and easy to navigate.

Text Styles:

- Bold: You can bold (e.g. [strong]) certain words which are of high importance. Sometimes it's good to bold your keywords where appropriate. However overdoing this may get you penalized.
- Italic: You can use the [em] tag to emphasize certain words which will appear in italic.
- Quote: This is very useful when you are quoting from someone.

4. Keyword Optimization & Synonyms: Your site's content needs to be optimized in such a way that it can suit both search engines & your readers. Stuffing your site with too many keywords can make your site unreadable. So you will need to have some sort of balance between your keywords & your content.

Important elements of Keyword Optimization:

- **Research:** Do a proper research before you decide on your keywords. There are plenty of free tools out there that can help you to do keyword research. Some of my personal favorites are: SEObook Keyword Suggestion tool, Google Adwords Keyword Tool & Overture Keyword Tool.
- **Keyword Density:** Try to have a moderate keyword density so that it can help the search engine to determine that your page is indeed related & relevant to the keyword that you are targeting.
- **Synonyms & Related Keywords:** I personally like to use synonyms instead of having a high keyword density. This helps to make my content sound natural but still helps in SEO.
- **Long Tail Keywords:** It's often good to target some long tail keywords as they are comparatively easier to rank for. During your keyword research you should be able to gather some good long tail keywords that you can optimize your site for. But you can also come up with your own long tail keywords; for example try adding some common words like – 'best', 'free', 'cheap', 'top' etc. along with your actual keyword and you might eventually get some good long tail keywords.

5. Link Optimization: It is important to optimize your internal & external outbound links for search engines as well as to give your visitors a better navigation.

Important elements of Link Optimization:

- **Try using good Anchor Text** when you are linking to other people. Include the appropriate keyword in the anchor text which gives the outbound link a 'proper meaning' and value.
- **A good & clean Internal Link Structure** with proper use of anchor text will definitely help. E.g. "Credit Card Application" is a better anchor text compared to "click here"
- **If you are using a CMS, then try using permalinks.** This way your keywords/post title will be on the link itself and thus it will valued more by the search engines.

6. Image Optimization: If your site has lot of images, you need to optimize them too as they can't be read by the search engines. It's very easy for a human reader to interpret the image into its meaning. However for a Web crawler the whole interpreting process is completely different. Search Engine spiders can only read text but not images. So you need to use some special tags for your images in order to give them some meaning.

Some Important Image Optimization Elements:

- **Alt text:** ALT text or Alternate Text is the text to describe your image when your mouse moves over an image on your web page. The text should be meaningful but short. You can use your relevant keywords as ALT text. If your browser can't display the image for some reason, the alt text is used in place of that particular image.

- **File name:** always use meaningful file name for your images, use names like "apple-iphone-cover.jpg" instead of meaningless "DSC24045.jpg". Keep image file name same or similar to the ALT text.
- **Image Title:** always use the title tag in images which will show the title as tool tip when a user moves his mouse over the image. Example of an image with title tag: [img src="http://imagelocation.jpg" alt="Image description" title="Title of the Image"]
- **Image Linking:** Whenever you want to link to your image, use the image keywords in your link text. Example: use "view an Apple iPhone", instead of "Click here to view" as the anchor text.

Offpage optimization

Offpage optimization refers to all the measures that can be taken outside of the actual website in order to improve its position in search rankings. These are measures that help create as many high-quality backlinks (incoming links) as possible.

Off page SEO refers to techniques that can be used to improve the position of a web site in the search engine results page (SERPs). Many people associate off-page SEO with link building but it is not only that. In general, off Page SEO has to do with promotion methods – beyond website design –for the purpose of ranking a website higher in the search results.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

Basic understanding of Off page optimisation!

Off page optimisation is defined as the technique which helps the website to improve its ranking on the search engine results page. These factors functions outside the boundaries of the web pages. These ranking factors are not directly controlled by the publisher. Off-page optimisation basically deals in link building for SEO.

Off page SEO is a long term and time consuming process. It includes acquiring backlinks to your webpage from the authority sites, Social media and Social bookmarking. Off page factors work in the background to improve the search rankings.

Off page optimisation techniques for better rankings!

By applying off page SEO tactics, you can boost the ranking of your web page, be noticeable and get drive traffic on your webpage. Let's go through various techniques to optimize your web page.

1. **Link building -** It is one of the most famous ways of doing off page optimisation. Link building is defined as building external links with your website. The main aim is to get as much links or votes you can to rank higher than your competitors. The webmasters are looking out for cheat codes that how they can build links to their websites. The more the backlinks, the better is the authority. Some of the ways which the helps in increasing link building are:

   a. **Blog Directories -** These are directories like yellow pages which links the entry back to a website.

   b. **Forum signatures -** By commenting on forums, people were getting a link back to their website as they used to leave links in their signatures.

   c. **Comment link -** Just as in forum signatures, where you leave a link in your signature when you comment on any other's blog to get a link back, here, instead of writing your name you write keywords in the comment. For example, Instead of writing 'Comment by Joe' you write 'comment by where to buy dogs' or something of that sort.

   d. **Article directories -** If you publish your article in the article directories, you will get a backlink to your website. Mainly directories accept only original content, but there can be some directories which accepts article which are reworded or spinned.

   e. **Shared content directories -** In shared content directories, websites like hubpages or infobarrel allows you to publish your content and in return, you can add links favouring your website.

   f. **Link exchange schemes -** This is an interesting way to build links. The scheme talks about getting in touch with the webmasters of different websites and exchange links, i.e. linking website 'X' to website 'Y' and in return website 'Y' would link to website 'X'.There is another complex method which is by exchanging links with 3, i.e. linking website 'X' from website 'Y' and website 'Y' links to another website.

2. **Social Media -** Another way of building links is by engaging your website on social media platforms. It is a great way to attract traffic. The links which you see on social media are generally no-follow links, but this does not indicates that those links do not have any value.

Mentioning your brand on social media platforms will drive a hell lot of traffic. Go straight with your strategy and website, you will definitely start ranking.

3. **Social Bookmarking -** This is another great way of promoting and attracting huge traffic to your website. This can be done by promoting your blogs on famous websites such as, Reddit, ScoopIt, digg, StumbleUpon etc. The content is very frequently updated on such sites, which is appreciated by Search engines.

4. **Guest Blogging -** We know the fact that by curating new, unique, compelling content, building up new links will drive traffic to your website. Blogging is a way to attract traffic with bare cost. By posting comments on other websites will allow you to add links in the comments section. The links will be crawled by the search engines leading to driving traffic to your website.

How does off page optimisation benefits in SEO?

The benefits of off page optimisation are:

a. More rankings - By using the techniques of "off page" optimisation, a successful strategy will help increase your website rankings in the SERPs. This will help you attract more traffic.

b. More exposure - The best part about Seo is when you start ranking higher on SERPs, you get more exposure, i.e. more clicks, more visits, more links and more mentions on social media. This is a chain of events which takes place one after another.

c. Better pagerank - Pagerank is a concept introduced by Larry page which talks about importance of a website in the eyes of Google. The concept is about ranking the web pages between 1 to 10. The higher the rank, the better is the website in the eye of Google.

What are Backlinks?, How to Get Backlinks? What is Google Page Rank? How to Increase Page Rank?

What are backlinks?

Backlinks, also called "inbound links" or "incoming links," are created when one website links to another. The link to an external website is called a backlink.

Backlinks is an incoming hyperlink from one web page to another website. Backlinks, also called "inbound links" or "incoming links," are created when one website links to another. The link to an external website is called a backlink.

When a webpage links to any other page, it's called a backlink. In the past, backlinks were the major metric for the ranking of a webpage. A page with a lot of backlinks tended to rank higher on all major search engines, including Google. This is still true to a large extent.

Why are backlinks important?

Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another. In essence, backlinks to your website are a signal to search engines that others vouch for your content. If many sites link to the same webpage or website, search engines can infer that content is worth linking to, and therefore also worth surfacing on a SERP. So, earning these backlinks can have a positive effect on a site's ranking position or search visibility.

Earning and giving backlinks

Earning backlinks is an essential component of off-site SEO. The process of obtaining these links is known as link earning or link building. Some backlinks are inherently more valuable than others. Followed backlinks from trustworthy, popular, high-authority sites are considered the most desirable backlinks to earn, while backlinks from low-authority, potentially spammy sites are typically at the other end of the spectrum. Whether or not a link is followed (i.e. whether a site owner specifically instructs search engines to pass, or not pass, link equity) is certainly relevant, but don't entirely discount the value of nofollow links. Even just being mentioned on high-quality websites can give your brand a boost.

Just as some backlinks you earn are more valuable than others, links you create to other sites also differ in value. When linking out to an external site, the choices you make regarding the page from which you link (its page authority, content, search engine accessibility, and so on) the anchor text you use, whether you choose to follow or nofollow the link, and any other meta tags associated with the linking page can have a heavy impact on the value you confer.

Competitive backlink research

Backlinks can be time-consuming to earn. New sites or those expanding their keyword footprint may find it difficult to know where to start when it comes to link building. That's where competitive backlink research comes in: By examining the backlink profile (the collection of pages and domains linking to a website) to a competitor that's already ranking well for your target keywords, you can gain insight about the link building that may have helped them. A tool

Dr Hanif Lakdawala   haniflakdawala@gmail.com

like Open Site Explorer can help uncover these links so you can and target those domains in your own link building campaigns.

Here is a glossary of common terms related to backlinks that you should know:

a. **Link Juice:** When a webpage links to any of your articles or your website's homepage, it passes "link juice". This link juice helps with the ranking of the article, and also improves the domain authority. As a blogger, you can stop passing link juice by using a no-follow tag.

b. **No-Follow Link:** When a website links to another website, but the link has a no-follow tag, that link does not pass link juice. No-follow links are not useful concerning the ranking of a page as they do not contribute anything. In general, a webmaster uses the no-follow tag when he/she is linking out to an unreliable site.

     Example: Links from comments on other blogs.

c. **Do-Follow Link:** By default, all the links that you add into a blog post are do-follow links, and these pass link juice.

d. **Linking Root Domains:** This refers to the number of backlinks coming into your website from a unique domain. Even if a website has linked to your website ten times, it will only be considered as one linked root domain.

e. **Low-Quality Links:** Low-quality links are links that come from harvested sites, automated sites, spam sites, or even porn sites. Such links do far more harm than good. This is one reason you should be careful when buying backlinks.

f. **Internal Links:** Links that are going from one page to another within the same domain are called internal links. The process itself is referred to as internal linking or interlinking.

g. **Anchor Text: Text** that is used for hyperlinks is called anchor text. Anchor text backlinks work great when you are trying to rank for particular keywords.

Advantages of backlinks in SEO: It is important to have backlinks from quality sites, and those backlinks should be contextual. If, for example, you have a site about fish, and you are creating links from other niche sites about monkeys, these links will be of no use. Your goal should be to get links from authoritative and relevant sites.

Google looks at the number of backlinks and the quality of these links to determine the importance of a website. Consequently, SEO experts put a lot of effort into getting more backlinks for their customers. But there are good and bad ways of accomplishing this. Building quality backlinks takes a lot of effort and time. This isn't a one-and-done type operation. This takes ongoing dedication and effort.

 Some examples of proper backlink building include:

- **Guest Posting/Blogging** – Are there quality websites dedicated to your industry that accept guest articles? Try contacting them with the offer of a free article on a relevant topic in exchange for a byline with a link back to your website.

- **News Articles** – Journalists and writers are always on the lookout for experts to contribute quotes for their articles. Some (but not all) will include backlinks to their sources' websites. Websites such as HARO and Profnet help you to connect with journalists who have specific needs, while other tools allow you to send interesting pitches to writers.

- **Local Citations** – Address listings on Google, Yelp, Facebook, Yellow Pages, and elsewhere count as backlinks, and also go a long ways towards helping customers find your business!

- **Blog/Forum Comments and Profiles** – Commenting on blogs and forums used to be a great way to build backlinks. While this approach is no longer as strong as it once was–due in part to frequent abuse–providing support in industry-specific forums, as well as on sites like Quora can help build backlinks and raise awareness of your website.

- **Press Releases** – These are published in many news sites with backlinks to your site. However, cheap press release services don't publish anywhere that will get you worthwhile links. For this to work, you'll have to work with high quality publishers such as PR Newswire. But it will cost you dearly–about $1,000 for a 500 word press release.

- **Directories** – While the value of web directories has diminished dramatically submitting your website to local, industry-specific and niche directories can net you worthwhile backlinks.

- **Business Network Profiles** – LinkedIn profiles, for example, allow you to post your URL and so may other industry networking sites.

- **Reciprocal Links** – These are 'tit-for-tat' links—your friend has a website that links to your website, and your website links back to your friend's site. While reciprocal links are seen by some to be effective, it's kind of in the gray area where they can be used both honestly and solely to improve Google ranking. Be careful. Try and only link with sites where it makes sense. A mechanic's website probably shouldn't have reciprocal links with a beekeeper's website.

- **Social Media** – You simply can't ignore the value of social media. And even on the basic level of backlinks, there's a modicum of value, as social media sites display a profile owner's website URL. However, since Facebook and some other networks don't allow Google's crawlers to index profile pages, backlinks from these networks will not affect Google SERPs directly.

- **Internal Site Links** – Surprise! Links from one page on your site to another count as backlinks. Technically, internal site links are not backlinks, but when used appropriately, internal links can help increase the ranks of your internal web pages for certain keywords.

- **Paid Ad Links** – Technically, this is a grey/black hat area, as it can lead to link farming. When done in an appropriate manner, such as by paying for advertising with a reputable industry organization, it can work well. Just be careful.
- **Donations** – Donating your time or money to local charities, organizations, and schools can be an effective way of obtaining backlinks.

Having a diverse "link profile" not only helps your website attract more visitors, but is looked at positively by the search engines. But remember that some links, especially unnatural links, will not help increase your site's rankings, and can actually be harmful. With that knowledge in hand, just be careful who you link to and who is backlinking to you.

PageRank (PR) is an algorithm used by Google Search to rank websites in their search engine results. PageRank was named after Larry Page, one of the founders of Google. PageRank is a way of measuring the importance of website pages.

A search algorithm is the step-by-step procedure used to locate specific data among a collection of data. It is considered a fundamental procedure in computing. In computer science, when searching for data, the difference between a fast application and a slower one often lies in the use of the proper search algorithm.

WHAT IS SEARCH ENGINE ALGORITHM?

Unique to every search engine, and just as important as keywords, search engine algorithms are the why and the how of search engine rankings. Basically, a 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.

MODULE III:

SOCIAL MEDIA

1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs

*2. **Using Facebook:** What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar*

*3. **Using Twitter:** Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management | Keyword Research | Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex*

*4. **Using LinkedIn:** Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups*

*5. **Using Blogs:** How Blogging can be used as a tool.*

Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs

---

Definition of social media: Websites and applications that enable users to create and share content or to participate in social networking.

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

Types of social media

The Different Types Of Social Media Platforms

A. Social networking (Facebook, LinkedIn, Google+).

Definition: Using websites and applications to communicate informally with others, find people, and share similar interests. Allows users to directly connect with one another through groups, networks, and location

B. Microblogging (Twitter, Tumblr).

Definition: Posting of very short entries or updates on a social networking site. Allows users to subscribe to other users' content, send direct messages, and reply publicly. Allows users to create and share hashtags to share content about related subjects

C. Blogging (Using Publishing Websites)

Recording opinions, stories, articles, and links to other websites on a personal website

Examples: Wordpress and Blogger

D. Photo sharing (Instagram, Snapchat, Pinterest).

Publishing a user's digital photos, enabling the user to share photos with others either publicly or privately

E. Video sharing (YouTube, Facebook Live, Periscope, Vimeo).

Definition: Publishing a user's digital photos, enabling the user to share photos with others either publicly or privately. Allows users to embed media in a blog or Facebook post, or link media to a tweet

F. Crowdsourcing

Definition: Obtaining needed services, ideas, or content by soliciting contributions from a large group of people, particularly those from the online community

Examples: Ushahidi, Inc.

Few popular social media platforms

a. **Facebook is** a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

b. **Twitter** is a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

c. **Google**+ (pronounced Google plus) is Google's social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project's slogan is "Real-life sharing rethought for the web."

d. **Wikipedi**a is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article

for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.

e. **LinkedIn is** a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

f. **Reddit** is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

g. **Pinterest** is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instructions.

Advantages of Social Media

Imagine spending as little as 6 hours a week in order to increase your business's recognition, traffic, and sales with little to no cost. That's right! About 90% of marketers claimed that social media generated immense exposure for their company, and that's only one of its many advantages. Social networks are now a substantial part of every marketing strategy, and the benefits of using social media are so great that anyone not implementing this cost-effective resource is missing out on a phenomenal marketing opportunity.

It's easy to see that social media marketing is a key element for success in marketing and many marketers realize the potential for business growth using the platform. However, some of these professionals are unsure of which tactics to apply and if they are effective.

According to Social Media Examiner, about 96% of marketers are currently participating in social media marketing, but 85% of participants aren't sure which tools are the best to use. With our help, we will diminish the confusion by thoroughly explaining the advantages of using social media to market your business.

1. Increased Brand Awareness

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers.To get started, create social

media profiles for your business and begin interacting with others. Get employees, business partners, and sponsors to "like" and "share" your page. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business. Each post that is shared will be introduced to a new network of individuals, which can lead them to becoming potential customers, and the more people who know about your business, the better. By investing only a few hours per week, over 91% of marketers claimed that their social marketing efforts greatly increased their exposure. There is no doubt that by simply having a social media page your brand will benefit, and with regular use it can generate a wide audience for your business.

2. More Inbound Traffic

Without marketing your business on social media, your inbound traffic is limited to your usual customers. The people familiar with your brand are likely searching for the same keywords you already rank for. Without utilizing social media as part of your marketing strategy, you'll have much more difficulty reaching anyone outside of your loyal customer circle. Every social media profile you add to your marketing mix is a gateway to your website, and every piece of content you post is another opportunity to acquire a new customer. Social media is a melting pot of different types of people with varying backgrounds and behaviors. With different people come different needs and different ways of thinking. Syndicating your content on as many platforms as possible allows these individuals to organically reach your business. For instance, perhaps someone in an older demographic of consumers will search for your website using a particular keyword on Facebook, but a millennial could begin their search by using a different social media platform entirely, because they search for products totally differently. By marketing on social media you can effectively open your business to a wider variety of versatile consumers all over the world.

3. Improved Search Engine Rankings

Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. Search engine optimization is very important for achieving higher page rankings and obtaining traffic to your business website. While social media doesn't directly increase search engine rankings, Social Media Examiner states that more than 58% of marketers who have been using social media for one year or longer still see improved search engine rankings. Being able to rank in the top positions for your keywords will revolutionize your traffic and continue to generate positive results for your business.Let's face it, everyone uses Google to find information, and they likely won't navigate past page 1 because their answer normally is on the first page of results. If your business website isn't ranked towards the top of search engine results, you should probably adjust your search engine optimization strategy. To give yourself the best chance of ranking better through social media, create high quality content that integrates your targeted keywords. Content such as blogs, infographics, case studies,

business information, and employee photos will make your business's social media profile intriguing and credible. Once you begin posting quality content, you'll begin to build a social media community where followers will "like" and "share" your content. Most importantly, it gives you more opportunities to get in front of industry influencers who will write about your business and provide links back – which will help to directly increase search engine rankings.

4. Higher Conversion Rates

With increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic. Social media marketing allows your business to give a positive impression through a humanization factor. When brands are interactive by sharing content, commenting, and posting statuses on social media, it personifies a brand. People prefer to do business with other people, rather than companies. Over 51% of marketers claimed that taking the time to develop relationships with consumers showed positive results in sales. The better impression you make on a visitor, the more likely they are to think of your business when the need for your product or services arises. Studies have also shown that social media has a 100% higher lead-to-close rate than outbound marketing. When a brand is interactive online, consumers who follow your brand's accounts often begin to more completely trust the credibility of your business. People use social media platforms to stay connected to their friends, family, and communities. Since people are already talking, why not throw your brand into the mix? More likely than not, they'll mention your brand to a friend when your products or services are needed, overall providing your business with social proof of its quality. As reported by Social Media Examiner, about 66% of marketers saw lead generation benefits by using social media platforms at least 6 hours per week. Putting your brand in an atmosphere where people are sharing, liking, and talking, can only improve the conversion rates on your existing traffic.

5. Better Customer Satisfaction

Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of your visitors' needs and aim to provide the best experience.Every customer interaction on your business's social media accounts is an opportunity to publicly demonstrate your compassion for your customers. Whether an individual has a question or a complaint, social media allows you to address the matter using interpersonal dialogue. A brand devoted to customer satisfaction that takes the time to compose personal messages will inherently be viewed in a positive light, even if responding to a customer complaint.

6. Improved Brand Loyalty

One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them. Social media is not just limited to introducing your brand's products and promotional campaigns. Customers see these platforms as a service channel where they can communicate directly with the business. The millennial generation is known for being the most brand loyal customers of all. Born between the early 1980's and the early 2000's, millennials are the largest generation in US history -— and will soon completely consume the market. Studies show that this segment of customers is 62% more loyal to brands that directly engage with them on social media. Since these technology natives require communication with their brands, businesses must implement social media marketing to get the attention of their most influential consumers.

7. More Brand Authority

Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication. When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible. Regularly interacting with customers demonstrates that your business cares about customer satisfaction, and is available to answer any questions that they might have. Satisfied customers are eager to spread the word about a great product or service and they usually turn to social media to express their opinion. Having customers mention your business on social media will advertise your business, and show new visitors your value and brand authority. Once you obtain a few satisfied customers who are vocal about their positive purchase experience, you can let the advertising be done for you by actual customers who enjoyed your product or service.

8. Cost-Effective

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to other marketing tactics. Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. If you decide to use paid advertising on social media, always start small to see what you should expect. As you become more comfortable, fine tune your strategy and try increasing your budget. Just by spending a small amount of time and money you can significantly increase your conversion rates and eventually get return on investment on the money you initially invested.

9. Gain Marketplace Insights

One of the most valuable advantages of social media is marketplace insight. What better way to know the thoughts and needs of your consumers than by directly talking to them? By monitoring the activity on your profiles,, you can see customer' interests and opinions that you might not otherwise be aware of if your business didn't have a social media presence. Using social media as a complementary research tool can help gain information that will aid you in understanding your industry. Once you gain a large following, you can use additional tools to analyze the demographics of your consumers. Another insightful aspect of social media marketing is the ability to segment your content syndication lists based on topic, and identify which types of content generate the most impressions. These tools give you the ability to measure conversions based on posts on various social media platforms to find the perfect combination for generating revenue.

10. Thought Leadership

Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field. There is no one way to become a thought leader – it requires work that can be supported by online networking tools. To establish yourself as an expert, be sure to utilize social media platforms and build your presence. Be communicative, connect with your audience, share content, and promote your authority. When your social media campaign is aligned with other marketing efforts, your skills will be highlighted and followers will look up to you. Being able to directly connect with your customers creates a relationship that they will value, allowing you to become a notable influencer in your field.

Using Facebook :

Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar

What Can You Do With Facebook

- There are many ways to use a Facebook page beyond simply posting updates.
- **There** ways to use Facebook page for business**.**

1. **Collect Testimonials and Reviews:** If you set up your Facebook page as a local business, you have the option to collect testimonials and reviews from your customers. While you can't encourage customers to review your business for incentives, you can put up a sign at your business that lets customers know they can review your business on your Facebook page. In addition to having a Facebook page full of reviews, you can add the best reviews to your website. To add a review, click on the timestamp of the review, click the drop-down arrow at the top right and select the Embed Post option. (In most cases, the Embed Post option will be hiding under the More Options link in that drop-down menu.)

2. **Engage With Your Audience:** The most important way to use your Facebook page for business is to engage with your audience. Your audience is composed of a variety of people–fans of your content, fans of your business, potential customers, current customers and former customers. With this in mind, create posts and content that engage these groups of people. The traditional rule for audience engagement is 80/20. Eighty percent of your content should be for your audience, and 20% should be for your business (sales, marketing, self-promotion, etc.). This means that the majority of your posts should be aimed at getting your audience to engage with your page. You can do this by encouraging audience participation and sharing content relevant to your niche or industry. If the majority of your posts fall within these lines, you'll create an engaged and loyal audience that will be more receptive to the 20% of posts that promote your business, products and services.

3. **Take Advantage of News Feed Ad Placement:** Facebook allows you to place ads in the right column and within the news feed. The catch is that you must link your ad to a Facebook page to display it in the news feed. Without a Facebook page, you're limited to ad placement in the right column only. In news feed ads, Facebook uses your page as the source of the ad. Your target ad audience will have the option to like your page in addition to engaging with your main advertising objective.

4. **Ask for Audience Feedback :** Want some insight into what your potential or current customers want? Survey them on Facebook. A survey not only encourages them to engage with your page, but can also help you discover what products or services they need. Poll your audience with a standard post to your page (for free) or use Facebook polling apps. Your choice depends on if you want to compile the answers yourself or have the app compile the answers for you, and if you want to collect additional information (like email addresses) that you can't collect publicly on your page.

5. **Use Your Page for Blog Comments:** If you're tired of dealing with spam on your business blog, your Facebook page can be a great alternative to blog comments. Add a link to discuss the post

on Facebook at the end of each blog post. The link should point to a post on your Facebook page wall about that post. This not only allows you to turn off comments on your blog, but also helps you build a fan base and organic engagement on your page. Plus, the people who see a great discussion developing around a post on your Facebook page will likely click through to read the blog post.

6. **Share Opinions as Your Business:** Speaking of blog comments, there are over 128,000 websites using Facebook comments as an alternative to standard comment platforms built into content management systems like WordPress. If you're commenting on a blog that relates to your business, use your Facebook page to leave the comment instead of your personal profile. From the drop-down menu next to the Comment button, select your page and then leave a valuable comment. By using your Facebook page, you invite people who like your comment to like your business page, as opposed to connecting with your personal profile. Anyone who is in the role of moderator or admin of your business page can use your page to comment on blogs using Facebook comments. Note that when you post comments as your personal profile, your business page is automatically linked next to your name and your position if you've added it as your current employer in the Work and Education section. You can also tag other Facebook pages within your comment, as shown in the comment above. While you don't want to use this feature to spam, you can use it when applicable.

7. **Combat Negative Results on Search Engines:** If your business is struggling with negative results in searches for your name on search engines, your Facebook page can help. Facebook is a strong domain, so a page with your business name will rank well in search results. While your Facebook page may not rank immediately after your website, it will likely be in the first ten search results. This means that one fewer negative result will be on the first page of search results for your business name.

Facebook Features

Facebook offers a number of features that stretch beyond just casual social networking. From advertising to social media marketing, many of these tools could prove beneficial to businesses looking to make more of an impact on the Web.

Here are eight Facebook features business should be using.

1. **Page Insights:** Much like Google Analytics, Facebook also provides metric data, allowing you to monitor your page's performance. Insights allow page administrators to see how many people like

their business's page, the number of people who saw a post and demographic data about the page's readership. Most important, it illustrates the specific content that engages readers.

2. **Hashtags:** Primarily associated with platforms like Twitter, hashtagging (or marking key words with the # symbol) is an essential social media tool that allows you to join a larger conversation. Recently introduced on Facebook, the practice creates a clickable link that will include your post in related topics, even outside your network. For example, hashtagging #marketing would put your post in conversation with those interested in business and marketing strategy.

3. **Stock Photography:** Facebook recently partnered with Shutterstock, a popular royalty-free photography marketplace, to provide millions of stock images for small businesses to integrate into their Facebook ads and posts. At no additional cost, users have unlimited access to Shutterstock's licensed library, complete with search-engine ability and Facebook's ad-creation tool.

4. **Pages Manager App:** Facebook's free app for Android and iOS allows page admins to seamlessly post content from their mobile devices. Users can stay up-to-date with a live page feed, manage events and upload multiple photos for single posts. The latest versions are available in the Apple App Store and the Google Play store.

5. **Scheduled Posts:** Want to maintain a steady stream of content but don't have time to constantly monitor your page? Facebook now allows you to schedule posts to appear at a later time. When creating a post to appear at a later time, click the clock icon to the bottom left of the sharing tool, and add a future time at which you'd like the post to be published. Posts can be scheduled in 10-minute intervals.

6. **Promoted Posts:** This is a great tool for small businesses that want to promote their content but don't have a big budget for advertising. For as little as Rs 400 per post, the promoted content is labeled "sponsored" and will appear higher in your audience's newsfeed for a longer period of time. This provides a better chance your audience will engage with the post.

7. **Graph Search:** The latest version of Facebook's search bar includes a breadth of search results outside your known network. While still in its beta stage, Graph Search aggregates user data and provides personalized search results based on your interests and connections, allowing businesses to appear in searches optimized for specific audiences.

8. **Places:** Facebook's updated location feature allows users to add specific locations to their posts and photos using GPS technology.

By adding your business as a place, users can check in upon arrival, prompting a notification on their timeline, and essentially promoting your business while providing its location.

Facebook Fan Pages

A fan page is the only way for entities like businesses, organizations, celebrities, and political figures to represent themselves on Facebook. Unlike a personal Facebook profile, fan pages are visible to everybody on the Internet. Anyone on Facebook can connect to and receive updates from a page by becoming a fan (i.e. 'Liking' the page).

What's the difference between a Fan Page and a Group?

Unlike groups, fan pages are visible to unregistered users and are thus indexed in search engines (important for reputation management, for example); Unlike pages, groups allow you to send out "bulk invite" (you can easily invite all your friends to join the group while with pages you will be forced to drop some invites manually).Because of this, groups are better for viral marketing, meaning that any group member can also send bulk invites to his or her friends.

General Rule: Pages are generally better for long-term relationships with your fans, readers or customers. Groups are generally better for hosting a (quick) active discussion and attracting quick attention.

Benefits of Having a Fan Page Over a Personal Page on Facebook

1. **Unlimited Friend:** Count : While the amount of friends you have on your personal profile page is limited and capped at 5,000, your Fan Page can have an infinite number of fans. This is probably one of the most important reasons that you should be using a Fan Page and not your personal page. Why would you ever want to limit the amount of fans your brand can have?

2. **Search Engine Results:** Facebook Fan Pages are indexed, which means that some of the public content is indexed as well. As a business, you want to show up on the search engines. Of course, you want to direct traffic to your website first, but having a social presence is very important.

3. **Tagging Your Brand:** Your fans and other Fan Pages can tag your Fan Page. Only your friends can tag your personal page. As you want to show up on as many newsfeeds as possible, you definitely want the option to be Tagged in photos and posts by others. This increases your engagement, not to mention your fan base.

4. **Facebook Insights:** Facebook Fan Pages have great analytics. You can tack the amount of views a post receives and monitor your weekly reach all within the Facebook Insights. To be a

smart marketer means knowing how to maximize each post and learning which posts work best for your brand. This is the insight you need to deliver the right content to your fans.

5. **Facebook Contests:** Facebook contests are often seen in tabs. You can't host a successful contest on your personal page because the software and third party apps are just not there. Contests build engagement and engagement is your friend.

6. **Advertising:** Facebook advertising, while expensive, is very targeted. Advertising to a Fan Page is more effective than an outside landing page because Facebook wants to keep the traffic within the network. You can promote your Fan Page through ads, but not your personal page.

7. **Check-Ins & Location Services:** You can allow people to check into your brand through your Facebook Fan Page. You can't do anything like this on your personal page. If you have a location for your business, this is crucial for social proofing and newsfeed marketing. You always want to get people to interact with your brand. They can do so by checking in.

8. **Promoted Posts:** You can promote your posts now on your personal page, but they aren't as strong. Your personal page is often less targeted than your Fan Page. In being able to promote certain posts you are able to garner more exposure for whatever it is you're trying to push. You'll also have analytic access to this promoted post. If you promote posts like I do, you'll notice a definite leap in Likes.

9. **Showcase The Other Pages You Like:** Fan Pages give you the option to like pages and showcase them on your page. These should be brands that you have relationships with or brands that have a similar following. See tip #15 for more on this.

10. **Newsfeed Marketing:** Newsfeed marketing is the basis of social media marketing. By having a regularly updated Fan Page, you'll be seen and noticed on the newsfeeds of your fans. When they interact with your posts and brand, you'll show up on their friends' newsfeeds. This is your key to gaining new fans.

11. **Comment as Your Brand:** This is great branding. As long as you Like pages officially to your Fan Page, you can comment on their content and posts as well. In doing so, you're increasing exposure for your brand and providing valuable (read: priceless) insight and conversations with a new audience.

How to promote your Facebook page

1. Post content that leads to high engagement: It seems like a no brainer, but many businesses forget that low-quality posts will lower your overall organic traffic. Every time you post something that has a

low engagement rate you're sending a signal to Facebook that says "This isn't interesting to my fans." Test a few different types of posts with your fans to see what gets the most comments, shares, and clicks. If one of your latest posts didn't have high engagement, ask yourself why, and then adapt.

2. Always include an image, link, or video with your post: Visual is powerful. 40% of people will respond better to visual images than to plain text.

3. Don't overpost (or underpost!): The rule of thumb is to avoid posting content more than 2-3 times/day. That said, make sure you're posting at least once every other day to avoid stagnation on your page.

4. Cross promote your posts on other platforms: Share your Facebook post on Twitter, Pinterest, your blog and any other platforms you use to distribute your content. You'll be able to get your posts in front of a larger audience, which will help you expand your overall reach and post performance.

5. Continue to grow your fan base: Only getting 10% of your current fan base to see your posts? Double the total number of fans on your page and you've doubled your reach. Here's a trick you can use to invite all of your friends and family to like your page: Invite All Facebook Friends to Like a Page at Once

6. Avoid "click-bait" text with your post: What do I mean by "click-bait"? I'm talking about posts that are heavy in words like "Click here!" or "Comment on this post!" or "Share this post for…"- Facebook is cracking down on click-bait and you don't want to take any risks that might hurt your reach. Stick with posts that contain interesting content that your fans will enjoy rather than "salesy" content (posts that just encourage fans to take an action or make a purchase).

Building content calendar

A content calendar is a shareable resource that marketing teams can use to plan all content marketing activity. The benefit of using the calendar format, rather than just a long list of content to be published, is that you can visualize how your content is distributed throughout the year. Content calendars are exactly what they sound like: a way to plan and organize upcoming content. ... An editorial calendar is specifically for planning content assets such as blog posts and videos, while a social media content calendar—the primary focus of this post—is for planning content for social.

Planning out your business' content in advance is a key part of building a social media strategy that actually works. Unfortunately, for many business owners, content planning often gets pushed to the backburner.

Why Do You Need a Content Calendar?

A content calendars is exactly what it sounds like: A calendar featuring all of your upcoming social media posts. For many business owners, the idea of planning out an entire month of content might seem a little unnecessary. Maybe you only occasionally find yourself rushing to find an article to share on Facebook or trying to think up a clever holiday greeting to tweet out. So, is planning that far in advance really worth it? The truth is that a content calendar is so much more than just an agenda or day planner for your social profiles. Here are just a few of the reasons why a proper social media content calendar will help you build better marketing campaigns.

How to Build a Content Calendar:

Building a content calendar for an entire month in one shot sounds like a daunting task, but it's much easier if you know which tools to use.

So, let's take a look at each step of the process along with the resources you'll need to get the job done.

1. Creating a Framework for Your Content Calendar : In order to build a content calendar, it's a good idea to create a blank calendar template to help you visualize what your monthly content output will look like. To build a template, it's better to opt for versatile options like Google Calendar or Trello. With both of these tools, you'll be able to create collaborative content calendars that include details like the timing of posts and labels for content categories.

2. Finding out Which Types of Content Your Audience Enjoys: Once you've decided how you're going to create a calendar outline, you'll need to figure out which types of content resonate with your audience. Determining this is as easy as finding out which pieces of content are already generating the most engagement for your brand and helping you grow your audience on social media. To figure out which types of content you should be focusing on, you need to dive into your analytics for your different social profiles and find the common traits that connect your best performing posts. After looking through the analytics for each of your platforms, you should be able to determine which types of content are most popular with your audience. Look for the posts with the highest levels of engagement and the most clickthroughs. Once you've identified your best pieces of content, segment your calendar to create a diverse output of content. An easy way to make sure that your calendar contains an appropriate mix of content is by dedicating specific days of the week to certain types of posts. For instance, if you're an athletics company, maybe every Tuesday you share a motivational quote and every Thursday you share a new smoothie recipe. Get creative and don't be afraid to test out and refine your ideas!

3. Curating Content for Your Calendar: Manually curating content can be a lengthy, time-consuming process—especially if you don't know where to look. Thankfully, there are many tools out there that make it easy to collect relevant content:

4. Scheduling Your Content: Now that you've collected and organized your content, it's time to schedule out your posts for the upcoming month. This part of the process will save you from trying to constantly remind yourself to post your content, instead you'll be able to set everything up in advance and just let it run. Here are some great social media scheduling apps that you can use to automate your posting:

Adding a Personal Touch

Although automating your social media content does make things considerably easier, it's no substitute for the personal touch that customers have come to expect from social media. A content calendar isn't a replacement for real time interaction—it's a tool for supplementing those special moments that win people over and make them fans for life. By using a content calendar, you'll be able to focus on nurturing those organic relationships with your customers without having to worry about which piece of content is getting shared from your profile that day. Additionally, you'll want to consider boosting your posts and running paid social media ads on Facebook, Instagram, Pinterest, and Twitter to increase your reach and target new audiences with your content.

Creating a Facebook event

---

1. Use a Facebook page to create your event and add your personal profile as a host.

Invitees have a link to see all of the other events you have created.

Invitees have a link to like your page.

Your personal profile can directly message all of the invitees (however, abuse of this feature can be seen as spam.). Your personal profile can directly message all of the invitees (however, abuse of this feature can be seen as spam.)

2. Don't make someone search for information on your event: Make sure the important stuff is at the top of the details section and can be seen without hitting "See More." If there is a separate registration website, put that first! At the end of the details section, list all of the links someone would be interested in: main event link, tickets, audio, video, Facebook page, Twitter, Instagram, and all other event links. Third party Facebook event aggregators such as HUGECITY recognize these links and highlight them for their audience.

3. Use Facebook-recognized venues, not addresses for the location: Type the venue name into the location bar slowly. Facebook will autocomplete the name of the venue and then you can click on one of the suggestions. If your venue is not listed, create a venue. VERY IMPORTANT: If you do not have a map on your event, Facebook will not recommend it to friends of your attendees or people in the area.

4. If your event lasts longer than 5 days, create multiple events: Calendars automatically import Facebook events and you will create more friends than enemies if you squat on someone's calendar for days. Additionally, if you don't add an end time, Facebook defaults your event to 3 hours long.

5. Never check "Only admins can post to the event wall.": The wall is the best place to engage your invitees. Allow them to communicate with you.

6. Add a cover photo that fits the event and fits the rectangle (714 x 264 pixels): This is just like a magazine cover or flyer for an event. Don't use the flyer for the event unless you can see all of the information you need in the rectangle.

7. Have one official Facebook event: If you can, make everyone involved in the event a host to your event. Invitees can see all of their friends who are attending without having to look at lots of events. Those hosts can help spread the word about your event. The true attendee number can be seen a lot easier

8. Use your invites wisely: Create groups of friends by location, interest, work and more. Use Facebook hacks like "invite all of your friends" to invite the groups of your friends to your event. (Abuse of this feature can be seen as spam.).

9. Keep people excited about coming: 50 percent of tickets are sold when you first publish the event. The next 50 percent are sold the week of the event. Someone saying that they are attending does not mean that they will remember to be there. A post into your event wall notifies everyone who has been invited. Post pictures, past videos, reviews and articles written about the event (remember to tag all of the pages involved with the @ function).

10. Promote your event outside of your circle: Facebook only allows you to invite your friends. Facebook ads give lots of impressions but very few attendees. (It's not worth the cost.)

Using Twitter

Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and

Companies on Twitter, Twitter Tools, Reputation Management | Keyword Research | Hashtags & Trends

Tools Influence on Twitter: TweetDeck, Klout, PeerIndex

Following and Listening

What is social media listening
Social media listening, also known as social media monitoring, is the process of identifying and assessing what is being said about a company, individual, product or brand on the Internet.social media listening is quickly becoming an important customer intelligence tool. There are several ways to use social media to gain insight, including monitoring online customer support forums, using software tools to gather comments from social outlets such as Facebook and Twitter and encouraging customers to suggest new product features and vote on their favorites.In basic terms, social media monitoring is the act of using a tool to listen to what is being said across the internet; monitoring media not just from traditional publishers, but on millions of social sites too. Most monitoring tools work by crawling sites continuously and indexing them. Some are crawled in real time, such as Twitter. Other sites might be crawled less often – say, every 10 minutes, or every day, if they are less important. Some tools, like us, do this crawling themselves. Others use data providers. We'll let you guess which of those options we think is better.

Anyway, once all those sites are indexed, they can then be searched. Most tools use some form of queries, or search strings, that the user writes to find mentions of specific words and phrases on those pages. It will then bring these (we call them 'mentions') back into the tool's interface, which can then be read, sliced, diced and so on.

What Is Social Listening?
Social listening is the process of tracking conversations around specific topics, keywords, phrases, brands or industries, and leveraging your insights to discover opportunities or create content for those audiences. It's more than watching @mentions and comments pour in via your social profiles, mobile apps or blogs. If you're only paying attention to notifications, you're missing a huge group of people that are talking about you, your brand and your product.
So how does social listening differ from social monitoring? Dan Neely, CEO of Networked Insights, described it perfectly:

"Monitoring sees trees; listening sees the forest."
Monitoring collects every social mention and interaction, while listening requires analysis and reflection. With the listening, you can:
   • Track overall brand health

- Create content your audience craves
- Generate ideas for marketing campaigns
- Improve your customer experience
- Drive strategic product decisions

Why Is Social Listening Important?

Tracking mentions and notifications is key to an effective engagement strategy. However, analyzing the context and larger trends around those conversations through social listening can give you valuable insight to better speak to and serve your target audience. But you may ask: what social conversations should I listen to?

Let's take a look at Twitter. Over 25 billion social interactions take place on Twitter each day, so it offers a breadth of consumer, industry and cultural insights unlike anything else. With that type of volume, most companies don't have the ability to go through every Tweet about their brand or industry. Plus, looking at these Tweets individually makes it difficult to see larger trends or themes. That's where listening comes into play. With social listening, you don't treat every Tweet like a task. You look at the aggregate of a collection of social media messages. Here's a simple way to think about it.

A Social Listening Example

Let's say you own a Fresh Fruit Juice and ice-cream shop and you source your fruits from a couple different vendors. A customer comes in on Monday and orders a peach mango Juice. After tasting it, they complain that it's bitter. You apologize and give them a refund. Friday, someone else comes in and orders a peach mango Juice and tells you it's amazing.

Next Monday, another customer comes in and orders a peach mango Juice. They complain that it's not sweet enough so you give them a refund like the customer from the previous week. A similar trend continues on for about a month.If you were to look at these situations on a case-by-case basis, it'd be easy to write them off as one time issues. You quickly become aware of the problem and solve it on the spot. That's monitoring.

But after a month, when you realize all the complaints are coming in on Mondays, you can see a trend developing and conclude there's probably something wrong with the fruits coming in on Mondays. With that knowledge, you can go to the vendor and let them know there's a problem with the fruits. From there, they can diagnose the issue and get it resolved so you can stop losing money on refunds. That's social listening.

Social media listening allows you to see things at a bird's eye view. As social media marketers, it's easy to get consumed with responding to incoming messages one by one. This is particularly true if you deal with hundreds or thousands of questions and comments per day. While monitoring and responding to social messages is important, you also need to use social listening to see the bigger picture of what's going on with your brand on social.

What Can You Do With Social Listening?

Now that you have a better understanding of social listening and why your brand needs it, let's take a look at the ways you can actually put it to use.

Track Overall Brand Health: One of the biggest benefits of social listening is sentiment analysis. According to our research, social media is people's top choice for customer care.

Tools To Help Analyze Your Tweets

If you're tweeting and not monitoring or analyzing your tweets, you shouldn't be on Twitter. However, if you are serious about wanting to know how well you're doing, then you should want to measure your influence.

Some of these free tools to analyze and measure success on Twitter:

1. **Klout – Measure Influence and Style:** Klout is a website and mobile app that uses social media analytics to rate its users according to online social influence via the "Klout Score", which is a numerical value between 1 and 100. Klout uses Bing, Facebook, Foursquare, Google+, Instagram, LinkedIn, Twitter, YouTube, and Wikipedia data to create Klout user profiles that are assigned a unique "Klout Score". Klout scores range from 1 to 100, with higher scores corresponding to a higher ranking of the breadth and strength of one's online social influence. While all Twitter users are assigned a score, users who register at Klout can link multiple social networks, of which network data is then aggregated to influence the user's Klout Score.

2. **PeerIndex – Access Your Online Social Capital**: PeerIndex is a company providing social media analytics based on footprints from use of major social media services including Facebook, LinkedIn, Quora, and Twitter. Part of an emerging group of Social Media Analytics providers. PeerIndex helps social media contributors assess and score their influence and benefit from the social capital they have built up. PeerIndex currently tracks approximately 45 million Twitter profiles, making the company one of the leaders in its sector.

3. **Twitalyzer – A Subscription Model Tool:** Twitalyzer is one of the Web-based tools that allow you to automate, export, and manage your Twitter data and analytics to measure effectiveness. The information you obtain from Twitalyzer is not overwhelming. Twitalyzer is a free (with a paid-subscription model) analytics tool that gives you the ability to research detailed information on things like Twitter account impact, engagement, clout, and velocity of branded individual Twitter accounts.

4. **TweetStats – Graph Your Stats:** TweetStats might just be the right tool for you! TweetStats is a Twitter tracker or analyzing tool that tracks how many tweets you send out per day, per month, or per hour. ... They also can show you the trending topics on Twitter today, of all times, and at this exact moment.

5. **Crowdbooster – Schedule and Analyze:** Crowdbooster is a social media analytics tool that gauges both presence and performance of your business in social media and provides you with figures and analytics to optimize your strategies. The platform is integrated with powerful tools to help you come to data-driven decisions

6. **Tweet Grader – Score Your Profile:** Twitter Grader is a free tool that analyzes and measures users' Twitter profiles for marketing purposes. Twitter Grader is a free tool that allows you to check the power of your twitter profile compared to millions of other users that have been graded.

7. **Tweet Reach –** Insight Into Your Tweets: Potential **reach** measures how many unique Twitter accounts your **tweets** could have reached. A potential impression means a **tweet** has been delivered to a Twitter account's timeline.

Finding People and Companies on Twitter

A big question for marketers that want to connect with businesses on Twitter is that they often don't know where to look. Part of the rub is that Twitter is predominantly a service used by individuals, not companies.   While you can use search.twitter.com advanced features to find individuals using specific criteria, it can be more productive for finding companies or commercial users of Twitter via a managed list.

How do you find people on Twitter who are going to help drive your business forward?
What tools are available to help you find the needle in the haystack? I assume you have heard of this phrase before! Twitter can be a great place for wasting time and too many businesses focus on their follower count alone. But, what really matters is the type of people you are building relationships with, and this means it's important to use tools that will help you find people on Twitter to follow and so you can start building those relationships.

Find People on Twitter with these tools:
1. SocialBro Search: SocialBro is tool focussed on Twitter. It helps you find your audience, connect with that audience and produce results. There is a really good advanced-search facility on SocialBro that helps you pick out the most relevant people to connect with.

 2. Twitter Search for People Using Advanced Search: Twitter provides an advanced search facility that is not actually all that advanced, but it is free.With Twitter's advanced search, you can set parameters for the search you want to carry out, such as including or excluding keywords and hashtags, to find

tweets. Alternatively, you can search for people based on who they have interacted with. To use Twitter's advanced search, you can start from their advanced search page. Or, when you carry out a normal search, you can click 'advanced search' in the left-hand sidebar to access more features.

3. Find People Based on a Hashtag: There is a range of tools that provide analytics based around a specific hashtag. With some of these tools, you can view the most influential people who are connected to a specific hashtag. This can be a good source for finding people to follow on Twitter. For example, imagine if there was a weekly Twitter chat about an area relevant to your business. You could use Tweet Binder or a similar tool to analyze the influential people on this Twitter chat. Or, if you have been to a conference, you can quickly find the most influential attendees by using these tools. This could be a good source of followers.

4. Find Common Followers Amongst Multiple Twitter Accounts Using Followerwonk: Followerwonk lets you find out who follows who, which will help you to find really relevant and influential people. You start by adding up to three different Twitter accounts to see who they all follow. When you find out who is followed by three different influential people, you will see a useful list of people worth connecting with.

5. Find People Based on Categories Using Twtrland: Twtrland categorizes people into 60,000 categories based on their skills, knowledge and niche. This means there really is a category for everything! To start to find influencers who are relevant to your industry, you select 'Influencers' on the top right-hand side of the screen, then enter the category you are interested in in the box marked 'Skill'. Twtrland also provides some suggested categories below. You can also choose a location, if you particularly want to connect with influencers in specific countries.

Twitter Tools

Twitter marketing involves a lot of moving parts. Engaging with your audience, managing your followers and creating content are just a few of the responsibilities marketers take on every day. As you can imagine, doing all of this within the native Twitter app can be frustrating, to say the least. But luckily there are tools you can use to make life a little easier.

There are hundreds of Twitter tools out there you could try, but that doesn't mean your business needs them. What tends to happen is you read a list of 200 must-try Twitter tools, then rush to sign up for all of them. But in most cases, you'll use a tool once and never again. If Twitter tools

were tangible products, most marketers would probably have a bin full of them covered in dust, sitting in the basement.

To avoid wasting time or money on a bunch of tools you never use, make sure you only try software that provides value and will help you be more efficient. The tools you use will be different depending on your needs, but here's a place to get started. Few of the Twitter tools are given below:

1. Tweetdeck: Tweetdeck is the best tool for real time Twitter management and engagement. Once you login, you are presented with a dashboard with anything you could possibly need for real-time management. Your dashboard contains everything from likes and mentions to hashtags/topics you want to track. It even lets you reply on your dashboard without having to do so through Twitter. Additionally, it gives you the ability to see analytics, track trends, followers and make lists. It is a must have tool for social media management.

2. Buzzsumo: If one of your goals is to drive traffic from Twitter back to your website, you need to share the right type of content. But what does your audience want to see? Buzzsumo is a great tool that allows you to find the most socially shared content (articles, infographics, videos and more) on any given topic. Simply enter a keyword or even a competitor's website, and Buzzsumo will show you the articles that have been Tweeted the most. Once you find content people have been Tweeting about, you can create something similar on your own website and start distributing it on Twitter.You can even click "View Sharers" to see who shared the content on Twitter, which is a great way to find new people to connect with.

3. Periscope: Live streaming has been bubbling up for a while, but it started reaching new heights in 2016. In Q4 2016 alone, live video from Twitter's content partners attracted over 31 million viewers. In that same time span, 6.6 million hours of live video was broadcasted through Periscope. Periscope is a video streaming app, purchased by Twitter in 2015, that allows users to stream live videos from their phones. It's integrated directly into Twitter so the videos show up directly in their followers' Twitter streams. If your brand hasn't jumped into the live video game yet, Periscope is a great place to start. It's simple to use and as the stats show, people absolutely love live streams.

4. RiteTag: Hashtags are a good way to give your Tweets more visibility. The challenge is figuring out which hashtags to use, because just adding something random like #monkeysareawesome isn't going to do anything. In order to get the most out of hashtags on Twitter, you need to use ones people are actually looking for.RiteTag is a nifty Twitter tool that rates the hashtags you're thinking of using. As you start typing into the entry field, RiteTag will give you instant feedback on the quality of your hashtag so you can make changes on the spot. There are also a couple of other helpful features like notifications if new hashtags related to your topic start trending. On top of that, RiteTag will also suggest hashtag ideas based on your keywords.

5.Storify: Did your company host or attend a popular industry event? If you live Tweeted using a specific hashtag, you can use Storify to batch all your Tweets together and give your audience a look at everything that happened. Storify allows you to pull in multiple Tweets and or other social media posts and group them into a story. Then you can embed that story on your website or elsewhere.

HOW TO USE REPUTATION MANAGEMENT SERVICES ON TWITTER

Managing your reputation on Twitter is crucial, if you are using Twitter to market your product, business or brand. Lucky for you, you can monitor your reputation through the free or paid automated services listed here. Few of the free service, reputation management services are as under:

1. **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.

2. **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. (Note that you need to use the bit.ly] URL shortener for this feature to work.)

3. **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 Everything alert type. You then receive

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

4. **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. Although you can find very good free reputation management services, they sometimes can't handle the more in-depth reporting that a corporation or an agency that deals with multiple accounts needs. You can use these services to see who's asking and answering questions about your products, who's complaining, and who's praising you. Then help the complainers, answer the questioners, and give a little love to the people who are praising you.

KEYWORD RESEARCH

Keyword targeting on Twitter

Target based on Tweets and searches. Target based on Tweets and searches. 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:

a. **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".

b. 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".

Using LinkedIn

Using LinkedIn: *Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups*

Lead Generation Through LinkedIn

In content marketing, your network is everything. Although publishing a brilliant article on a site with 100,000 readers is a great credibility booster, it won't matter if you're not speaking to the right people. That's where LinkedIn's publishing platform has stepped up to the plate. Its platform has become a prime place for brands to share content. Now that anyone can publish articles to the professional networking site, it's easier than ever for companies to target brand advocates, potential customers, and industry influencers all in one place. What was once the content domain of Richard Branson and Bill Gates now plays a significant role in any solid marketing strategy.

Some people question the value of publishing on LinkedIn when compared to well-known sites like Forbes. Others wonder whether it's worth going after the big names at all if LinkedIn allows them to get so close to their audiences. I say it's not an either-or situation. LinkedIn helps me stay top of mind with customers and influencers in my industry, while my Forbes articles reach tens of thousands of people and increase my company's credibility. Visibility is important, but engaging directly with your network will create more tangible business opportunities.

Why LinkedIn Works: B2B marketers love LinkedIn — and for good reason. The platform drives 80 percent of B2B social media leads. Companies such as HubSpot use LinkedIn to republish blog posts, maximizing the number of people reading and sharing their teams' ideas. LinkedIn provides a perfect venue for publishing insightful, shareable content that's tailored to your network. You can also drive readers to other content that you or colleagues have published by linking to them in your article. LinkedIn advertising can generate qualified traffic to landing pages that invite your audience to sign up for more articles and information.

LinkedIn may play different roles in your content strategy, so consider whether you're using it to create visibility or generate leads. One may found that their LinkedIn articles didn't perform as well as one'd like traffic-wise, but they were great at bringing in new business. One post only had 11,000 views, but company got more than 100 qualified leads from it. It's just a matter of figuring out how to make LinkedIn work for your company's goals.

How to Do LinkedIn Right:

Many people see LinkedIn as a place to look for jobs and little else. But companies such as Microsoft have taken the content opportunities on LinkedIn and run with them, and marketers at all levels would be wise to follow suit. Bill Gates publishes as a LinkedIn Influencer, and the company regularly shares blog posts relevant to industry insiders and the general public. Microsoft starts conversations with readers and keeps them coming back for new insights.

Follow these steps to create your own successful LinkedIn strategy and start directing qualified leads to your brand:

1. Create an editorial calendar to stay consistent. Don't treat LinkedIn like an afterthought — a site where you publish when you have a little spare time. Use this platform to stay in front of your network by consistently publishing quality content. Because you won't have an editor reminding you of deadlines, maintaining an editorial calendar can help you manage your LinkedIn publishing schedule.

2. Optimize your posts for conversion. You can take a few more promotional liberties on LinkedIn than you would when writing for a publication. Include calls to action by linking to relevant whitepapers and articles that help drive traffic to your company's site. Don't inundate readers with sales pitches, of course, but provide them with additional resources from your organization.General Electric has mastered this strategy by sharing genuinely interesting content and discussion starters on its LinkedIn page and linking back to the company's website or other brand articles. The exciting, visually appealing posts on GE's LinkedIn profile make readers want to stick around. Most importantly, readers don't feel like they're being sold something all the time.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

3. Mention other influencers. Don't humblebrag about all the cool industry people you know in every post, but do include shout-outs to colleagues and mentors, when possible. Share useful anecdotes from conversations you've had with them, or reference a milestone achievement of theirs to drive home a point in your article. The people you mention will likely share the post with their networks, expanding your content's reach.

4. Regularly reward engagement. Reader comments present the perfect opportunity to create a human-to-human connection with your audience. A simple thank-you will suffice for some comments, while others merit a thoughtful reply. Taking the time to talk with readers in the comments makes it more likely that they'll become brand advocates and share your content with their own networks — putting your content in front of more potential leads.

Lead Generation as Enterprise

Different Ways LinkedIn Can Build Your Brand and Generate Leads

As more brands recognize the power of LinkedIn, you'll need to stay on your A game. Connect with your audience through relevant LinkedIn Groups, personalized interactions, and creative content to make your page one that excites people and keeps them craving more. Your LinkedIn presence acts as a gateway to your brand. If you give people a taste of the interesting work your company is doing and how it can help them, they'll follow up through the links and opportunities you provide. You might not get the massive visibility you hoped for, but the qualified leads that funnel in will be more much valuable. Following are the ways to generate leads as Enterprise:

1. Turn your profile views into new business: Most LinkedIn users are familiar with the "Someone has viewed your profile" email notification. If you're like me, you'll open it, glance at the content, and send it directly to the trash. But according to LinkedIn expert John Nemo, by doing that I'm missing out on opportunities to generate leads. Instead, I should follow that email (or click the "who's viewed your profile" link in the "Profile" drop-down on my personal LinkedIn page), and track down the people who have viewed my profile. Then…

"once you find someone worth reaching out to (meaning a person who you think is your ideal prospect or customer), you can open his or her profile in a new tab, scan it to quickly find out some additional personal and professional information about him or her, and then invite him or her to connect." Think about it. This person has just viewed your profile, meaning they've taken

the step to find out more about you. Reach out to learn why. It could very well be that they're interested in your products or services.

2. Take advantage of plugins: LinkedIn is a great tool for lead generation on its own, and it becomes even more powerful when you integrate complementary add-ons. Here is one example worth tapping into:

Rapportive

This is a handy tool for Gmail users who browse in Firefox or Chrome. After downloading, run it to get a list of any LinkedIn profiles, Twitter handles, Skype accounts, and more, that have been created with the emails addresses in your contacts.

3. Sign up for LinkedIn's new ProFinder service: An exciting new service LinkedIn has been quietly rolling out is "ProFinder." As a freelancer or independent professional, signing up is a must. Inspired by freelance-finding websites like Upwork and Fiverr, this new offering allows businesses to take advantage of LinkedIn's vast amount of user data to find highly recommended pros for any job. To become part of ProFinder, you'll need an exceptional profile that shows off your skills. According to LinkedIn, it should include:

- A professional profile photo
- A title relevant to the service you want to be found for
- A summary filled with your accomplishments
- Several recommendations that cite your skills, describe your role in a project, and include a relevant date
- Links to long-form content you've published on LinkedIn
- If you're interested, you can apply to be part of the program here.

4. Ask employees to post your company's content: You've been searching tirelessly for some powerful brand advocates to share your company's blog content and case studies, and they were sitting right in front of you the entire time. Data shows that 50% of all employees already post to social media about their employers, so why not ask them to share updates related to your brand that can generate traffic and leads? According to strategist Travis Wright, because people tend to listen to their social connections more than official marketing campaigns, techniques like this can result in 5 times more traffic, and 25% more leads.

5. Make yourself discoverable: Search engine optimization isn't just for Google. On LinkedIn, making yourself easily discoverable and touting your experience has the potential to boost the number of opportunities you have to sell your products or services. Make sure your profile is 100% complete — or as LinkedIn calls it — "All-Star" status. Chronicle all your relevant work experience, complete with clear job titles and descriptions that prove you know your stuff. Determine which keywords you want your profile to rank for, and search them. Join more groups. When search engines like Google crawl a page to determine how it should be ranked on SERPs, in most cases they take into account all its text. Since the groups you're a member of are displayed on your profile, their names will help you rank for relevant searches that your prospective clients are conducting. Request recommendations. Some experts believe that 10 or more will boost your profile's search engine ranking.

6. Publish posts with LinkedIn Pulse: Taken directly from the LinkedIn FAQ:

"The quickest way to build your professional brand is with LinkedIn's publishing platform. Use it to write about everything from industry trends to career accomplishments. It's important to write about what you know, as these articles will help you establish yourself as an expert."

Like on your landing pages, the more authority you can show off, the more sought after you'll be by prospects hunting for your services. Consistently publishing educational articles and blog posts about industry news has the potential to not only drive traffic to your website but eventually position you as an influencer in your space.

LinkedIn Pulse allows you to do that with an easy-to-use interface that you can use to write rich, long-form content that includes images, videos, and even links to your company website.

7. Contribute to group conversation: Countless group conversations are happening on LinkedIn every day in nearly all industries and every niche. These discussions not only allow you to network with other professionals in your field but prove your authority to those who have questions about your area of expertise. And if you include helpful links in your content, they can even help you drive traffic.

8. Sponsor your most valuable content: Sponsored Updates allow you to infiltrate the LinkedIn feeds of people who are most likely to find your content valuable.

9. Create a sponsored InMail campaign: Sponsored InMail campaigns allow you to cut through all the clutter and reach the LinkedIn inboxes of the people who matter to your business.

Use the service to send rich content and compelling offers to targeted prospects of your choosing.

10. Leverage the personalized power of dynamic ads: The more personalized your message is, the more relevant it is to your prospect. With LinkedIn's dynamic ads, you can target people with highly specific marketing messages depending on your goal.

USING BLOGS

What is a Blog?

The term blog comes from the combination of "web" and "log" or "weblog," and was eventiually shortened to "blog." In the 1990's when blogs first appeared, they were primarily online diaries, where people would 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 didn't require tech knowledge, that blogging expanded. In the early 2000s, WordPress came along, and quickly grew into one of the most used blogging platforms.

Difference Between Websites and Blogs

One of the major differences between websites and blogs is the amount of site owner and visitor engagement. Blogs are often lumped in with social media because visitors can leave comments and talk with the blog owner. Prior to blogging, visitors to websites could sign a "guest books," but there wasn't a method to have a conversation online (except email) through the site. Another aspect of blogs that differ from traditional websites is the frequency in which it's updated. Many websites are static, in that once they're up, the information doesn't change. Blogs, on the other hand, are like news sites, that are updated often with new content.

Like many new resources that pop up, visionary entrepreneurs recognized the blog format as a marketing tool, and began to use it to provide information and updates to their customers, and as a way to draw in new business. From there, blogs grew into a new and effective marketing strategy.

What is Blog Marketing?

Blog marketing is the process of reaching your home business' target market through the use of a blog. Initially, business owners had a blog separate from their websites, but today, you can easily integrate the two to make it easier for you to manage, as well as easier for visitors to access. Many business owners use a blogging platform, such as WordPress, for both their site and blog. Further, as blogging has grown in ease and popularity, many people have created businesses from blogging all on its own (as opposed to having a business first and then blogging). For example, some food blogs are businesses in and of themselves.

The Pros of Blog Marketing

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:

- **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.
- **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.
- **Effective way to have new and returning traffic come to your site to see what's new.** Offering tips, updates and other new content gives people a reason to return to your business website, which gives them opportunity to buy.
- **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)
- **Allows you to show off your expertise to gain trust and credibility with your market.** People like to now who they're doing 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.
- **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 gives you the opportunity to build trust and rapport, as well as get feedback and provide customer service.

- **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.

The Cons of Blog Marketing

Like just everything else in life, there is a downside to blogging, including:

- **Time consuming.** Creating new content and updating your blog can take a significant amount of time. Hiring freelance writers and a virtual assistant, or using private label right content can help.
- **Need a constant stream of ideas.** Along with time, having something new blog about is one of the biggest challenges bloggers face.
- **It can take time to see results.** The Internet is overloaded with information, so getting people to your blog takes time.
- **It needs to be marketed too.** You're using the blog to market your business, but for it to work, people need to know about it, which means you have to find your target market and entice them to your blog.

How to Do Blog Marketing

Starting a blog and using it to promote your business can be set up within minutes. It's the ongoing management and marketing that will take time.

- **Make a blog marketing plan.** What are you going to share on your blog? News, tips, resources, etc? Further, how often will you update your blog? Daily, weekly, etc?
- **Create your blog**. Decide on your blogging platform, and set it up, including customization that fits your business. Be sure to use the same logo on your blog as on your website (if you have a separate website) to retain consistency. If you use a free blog platform (not recommended for business blogging), have a domain name pointing to the blog so make it easier for consumers to get to your site.
- **Fill your blog with several posts ASAP.** Readers don't like to visit a blog with only one or two posts. Add ten or more posts quickly, and then go to your regular post schedule.
- **Market your blog.** It's very easy to integrate social media into your blogs, so that your blog posts go out to your followers. Include your blog on your marketing materials as well.
- **Reply to comments**. Remember, blogs are social, so people will ask questions, provide feedback, or share their opinion. Delete spam posts.
- **Use your blog to encourage email signups**. This is another great way to keep people who are interested in your business coming back to your blog, which again, gives them more opportunity to spend money with you.

1. Key terms and concepts

2. Web analytics

3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: **Log file analysis, Page tagging,**

What is web analytics?

Web analytics is the process of analyzing the behavior of visitors to a Web site. The use of Web analytics is said to enable a business to attract more visitors, retain or attract new customers for goods or services, or to increase the dollar volume each customer spends.Thus Web analytics groups together the measurement, collection, analysis and presentation of data from the Internet in order to understand and optimise how websites are used. Web analytics lets you precisely study user behaviour on your websites (and mobile sites, and mobile applications, which is more largely called digital media.

Web analytics is the measurement and analysis of data to inform an understanding of user behavior across web pages. Analytics platforms measure activity and behavior on a website, for example: how many users visit, how long they stay, how many pages they visit, which pages they visit, and whether they arrive by following a link or not. Businesses use web analytics platforms to measure and benchmark site performance and to look at key performance indicators that drive their business, such as purchase conversion rate.

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. Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns.

Why Web Analytics Are Important

There's an old business adage that whatever is worth doing is worth measuring. Website analytics provide insights and data that can be used to create a better user experience for website visitors. Understanding customer behavior is also key to optimizing a website for key conversion metrics. For example, web analytics will show you the most popular pages on your website, and the most popular paths to purchase. With website analytics, you can also accurately track the effectiveness of your online marketing campaigns to help inform future efforts.

How Web Analytics Work

Most analytics tools 'tag' their web pages by inserting a snippet of JavaScript in the web page's code. Using this tag, the analytics tool counts each time the page gets a visitor or a click on a link. The tag can also gather other information like device, browser and geographic location (via IP address). Web analytics services may also use cookies to track individual sessions and to determine repeat visits from the same browser. Since some users delete cookies, and browsers have various restrictions around code snippets, no analytics platform can claim full accuracy of their data and different tools sometimes produce slightly different results.

Today, the ubiquity of digital marketing is such that no marketer can overlook it. Especially the small and medium businesses are catching up with modern technologies by incorporating their existing marketing efforts with digital marketing strategies – in an attempt to capture the developing and productive online marketplace. The digital consumption, in fact, has revolutionized the way businesses are performed and what seems like a daily proliferation of social media contents, marketers are left with more choice than ever when considering how they prefer to reach their consumers.

What are analytic tools?

The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. The goal of any business analytic tool is to analyze data and extract actionable and commercially relevant information that you can use to increase results or performance. But with so many tools available it can be difficult to know what to use and when.

Digital marketing gives an opportunity to reach out to leads and customer through various digital channels that can speed up the sales cycle and maintain customer loyalty. If you are one looking to start up your digital marketing business, then for sure you will need some best digital media tools to manage your analytics, content marketing, publishing, visualization etc.

Following are widely used web analytical tools:

1. **Google Analytics – www.google.com/analytics:** Track everything on your website – from total number of visitors and traffic sources to conversions and revenue – for free. Google Analytics should be the very first thing installed on your site. From the second you go live, you need to record everything that's going on. How else will you know what's working and what's not? Google Analytics is a simple service you can install on your website to record how many visitors your site receives, how they found you, what pages they viewed, where they exited your site, how long they stayed, whether they're new users and pretty much every other metric you can think of. When you think about it, it's unbelievable that Google gives this service away for free. Google Analytics is the backbone for all of our marketing campaigns, providing us with the information we need to make informed choices. Google Analytics helps you analyse your site's traffic in three simple steps: sign up, add tracking code, and receive data of daily visits. It gives information of visitors across all your sites, apps, and offline channels. These insights help you to improve engagement, drive more traffic to your sites, and strategically plan your future activities. Google Analytics is one of the best free tools that any website owner can use to track and analyze data about Web traffic. You get to see what keywords are bringing the most visitors to your pages and what aspects of your designs are turning them off. This tool will generate a report for your website that includes information about visitors, traffic sources, goals, content and e-commerce.

2. **Google AdWords Keyword Planner: 2. Keyword Planner – adwords.google.co.uk/keywordplanner**
   A free tool to research and evaluate the worth of keywords. Right, now you've got your tracking sorted you can start actually working on your website. Despite a flurry of late additions to the industry, Google's Keyword Planner is still the best research tool out there. And yes, it's technically designed for AdWords but it works perfectly for SEO purposes too. This handy tool shows you a keyword's traffic volume and estimates the competitiveness of the term. This allows you to identify the hanging fruit (high volume, low competition terms) and optimise certain pages (**or your entire site) to rank for those terms.**

3. **Google Apps:** These apps allow you to work while on-the-go. Right from professional emails to business-grade security and controls allows for a seamless work from anywhere. Gmail brings all your professional mails on your palm top. Google Drive allows working and sharing in the cloud thereby making accessibility faster and easier with teammates. Google Hangouts allows holding chat, video calls, presentations with up to 15 people at the same time. Apart from these, Calendars, Docs, Sheets, Forms, Slides, and Sites help in all-round collaboration with team and clients.

4. **Mention.net:** It is imperative that if you are running a business, people will talk about your brand, service, product, industry, and also your competitors. Mention.net helps you to find them and have a conversation! Real-time monitoring in over 40 languages helps you reply immediately. Connect with influencers and initiate a community of subject matter experts, and future brand ambassadors. React to all conversations without leaving the integrated dashboard with accessibility to Twitter, Facebook, along with regular mails. Mention Analytics allows you to easily track and analyse all conversations related to you with information on source type, location, sentiment, language, or time period. Collaborate with your entire team at the same time by sharing alerts and assigning tasks. Over 600,000 companies are already benefiting with Mention.net.

5. **Buffer:** Use Buffer to drive traffic, increase fan engagement, and save time, thereby making social media marketing a hassle-free task.The social media team of digital marketing agencies needs to be on track with their social feeds across all platforms, at all times, and for all clients. A humongous task indeed, but made easier by Buffer. This is one of the most user-friendly social media management tools. Buffer strategically schedules and shares your posts throughout the day so that it gets maximum views by followers and fans. Just select the social accounts where you want the post to be seen and add the content. This saves your time to specifically update each social platform. You also have a choice to customize content if required. Engage your fans with multimedia posts like photos, videos, or create your own beautiful images with Pablo. Buffer allows you to add content to your queue from anywhere thus making it a flexible tool. This tool is compatible with all your favourite social networks like Twitter, Facebook, LinkedIn, Google+, and Pinterest.

6. **MailChimp** – MailChimp is currently the best email marketing tool available out there. It integrates well with WordPress, Shopify, Magneto and other platforms. MailChimp let you send 12,000 emails every month provided you have less than 2,000 subscribers. Other features include easy email creator, autoresponders, segmenting, tracking, analytics and more.

7. **Spring Metrics:** Spring Metrics has taken the analytics tool and made it simpler. You don't have to be a professional data-miner to get the answers to your questions. You get real-time conversion analytics, top converting sources, keyword analytics, landing-page analysis, e-mail performance reports and simple point-and-click configuration. Unlike Google Analytics, Spring Metrics tracks a visitor's path through your website from the time he landed to the time he left. All of this is included in Spring Metrics' Standard Plan for $49 a month. When you first sign up, you get to try it free for 14 days. The simplicity of this tool has a lot of website owners switching over from Google Analytics.

8. **Woopra:** Woopra is another tool that offers real-time analytics tracking, whereas Google Analytics can take hours to update. It is a desktop application that feeds you live visitor stats, including where they live, what pages they are on now, where they've been on your site and their Web browser. You also have the ability to chat live with individual site visitors. This can be a great feature for your e-commerce site to interact with customers. Woopra offers a limited freebie plan as well as several paid options.

Tracking Tools to enhance lead nurturing

Few of the Tools for effective lead nurturing automation are as under:

1. BuzzBuilder Pro: BuzzBuilder Pro is described as a "prospecting platform for sales pros" and it's focused on automating tasks in email marketing, lead generation and lead nurturing. When it comes to increasing conversions, it facilitates lead generation through:

- automated cold email campaigns
- trigger events throughout the web
- business intelligence

When it comes to lead nurturing, it uses automation and intelligence to move the conversation forward. It makes it easier for marketing and sales teams to keep their leads organised, while ProspectPulse helps to score leads according to interest.One of the most useful features is the ability to send automatic follow-up emails to warm prospects. Moreover, HotLead Alerts notifies you in real time about the most interesting leads, helping you connect with them as soon as possible.

2. LeadSquared : LeadSquared is a lead conversion platform blending marketing automation and sales CRM to nurture leads and enable new sales.

Its most popular features include:

- Lead tracking
- Lead scoring
- Email integration
- Lead qualification
- Drip marketing
- Lead intelligence analytics

When focusing on lead nurturing, LeadSquared allows you to set up personalised approaches, depending on the actions that each lead completes. For example, a prospect who downloads an ebook is having a different approach compared to someone who visited the Pricing page. This way, the automated process becomes more sophisticated, increasing the chances of moving each lead further down the funnel. Moreover, it allows you to design easy and visual lead nurturing workflows, while lead nurturing analytics can offer the right insights on your most effective campaigns.If lead assignment is a challenge for your team, then LeadSquared can speed up the process by assigning the leads to each person based on geography, interests, or any other criteria. One of the most interesting features in LeadSquared is the ability to use machine learning to increase the efficiency of a marketing and sales strategy. Conversion prediction collects all the historical data and learns from every lead to create a prediction model that helps you identify top prospects. Leads are marked according to their conversion probability – either high, medium, or low – helping teams focus their interest on the most likely to convert. The pricing is offering three options, depending on your team's needs, one for Marketing Automation, one for Sales and Mobile CRM and one that combines both of them, along with the feature of Conversion Prediction.

3. SharpSpring: It is a scalable marketing automation platform that engages website users based on their on-site actions, including email automation, form fills, and personalized content. Your team can stay on top of hot leads with notifications and daily reports while your content reaches leads automatically. Lead scoring uses website engagement metrics to gauge interest, while visitor metrics and reporting help you understand where your site converts and where it's losing leads.

What is Log File:

In computing, a log file is a file that records either events that occur in an operating system or other software runs, or messages between different users of a communication software. Logging is the act of keeping a log. In the simplest case, messages are written to a single log file.A log, in a computing context, is the automatically produced and time-stamped documentation of events relevant to a particular system. Virtually all software applications and systems produce log files.

In computer log management and intelligence, log analysis (or system and network log analysis) is an art and science seeking to make sense out of computer-generated records (also called log or audit trail records).

What is Log File Analysis?

Log file analysis has many applications outside of SEO, such as site security. In terms of search engine optimization, the process usually involves downloading the file from your server and importing it into a log file analysis tool, where all the information about every "hit" on the site (whether bot or human) can be analyzed to inform SEO decisions and learn about previously unknown issues.

Log file analysis is an arduous process that frequently results in the discovery of critical technical SEO problems that could be found no other way. Log files contain incredibly accurate data that allow a brand to better understand how search engines are crawling their site and the kind of information they are finding. Log file data includes a record of the URL/resource that was requested, action taken, time and date, IP of the machine it originated from, user agent/browser type, and other pieces of information.

What is page tagging: A page tag is a tool which allows you to mark or categorize a page or groups of pages on your website to gain more valuable tracking, contact or visitor segmentation, and reporting. Think of a page tag as a bucket that has a particular theme to it. Page tag values are the items within that bucket that fit that theme.The results of page testing analysis and its applications.

Page tagging is relevant for anyone interested in actively maintaining the constant growth of their web project. And there's no doubt that the gathered data is especially valuable when it comes to sales-oriented marketing; the potential to use this data to attract new users, readers, or customers shouldn't be underestimated either. Here are a few examples of the valuable insights that can be gained from page tagging results:

The device used: more and more users are accessing the internet via mobile devices. Having mobile pages and a responsive design (i.e. optimizing sites for all devices) should always be a priority for any website operator. Page tagging lets you find out more about the user visit distribution of one page to another.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

Make sure to keep industry-specific developments (e.g. the growing number of purchases completed on mobile devices) in mind when working with this technology.

Popular topics, content, search words: high click rates and longer page views indicate that your published topics and themes have aroused your viewers' interest. Operators of blogs or news portals are able to gain valuable input this way, which can be used for future planning. Information on the keywords used is especially interesting when it comes to online shops and other web services.

Conversion rate: observing conversion rates, i.e. the value that indicates the positive number of transactions in relationship to the total number of visitors, is an indispensable e-commerce measure. This way, online shop operators are able to find out how many users turned into paying customers. A conversion can even be something as simple as registering for a newsletter, clicking a link, or downloading a specific file.

Bounce rates and internal searches: the moment in which a user leaves your site can just as easily be determined as the last website they accessed. Bounce rates can be indicative of weak content or technical shortcomings. For this reason, it's crucial to inspect the functionality of individual elements, the general loading time as well as the menu navigation factors. A clue that the latter aspect isn't functioning as it should be is if users do not frequently use the menu, or internal search function, on your website. Although web page tagging is often considered to be the same thing as web analysis, the latter aspect encompasses a large spectrum of measures for harvesting data.

MODULE V

Features of a website

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

What is a home page of a website?

A home page is generally the main page a visitor navigating to a website from a web search engine will see, and it may also serve as a landing page to attract visitors.

What is the purpose of the home page of a website?

The homepage is the most important page on a website, but it's also the most misunderstood. In reality, a homepage has two objectives: **a) Start a conversation with the visitor, b) Direct the visitor**

a) **Start a conversation with the visitor:** This is done by having engaging them with a captivating headline, sub headline, and body copy that answers the three key questions the visitor has when they arrive at your website:

1)   Where am I?

2)   What can I do here?

3)   Why should I do it?

Really put yourself in your target customer's shoes here. What are the main questions they need clarified before they move deeper into your website?

To reframe the three questions above, you need to tell them :

- You understand the main reason they're at your website – the main problem that they're facing (in your headline and sub headline)

- Clearly communicate the aspects to your products and service that solve the problems they have (in body copy)

- Why they should deal with your company versus your competitors (in the body copy)

b) **Direct the visitor**

The second objective of your website homepage is to direct the visitor to the area of the website that has the answers to the questions they need. This can be challenging, because often, there's more than just one thing you're trying to achieve when people go to your website. You have numerous products and services to showcase, actions you want them to take, important company news and updates you need to communicate, you want them to follow you on social media, you want them to get in touch, or buy that product, or register for that event…..

The key point here – prioritises your business objectives, and make your website's home page reflect these objectives. The best way to do this is to have a service directory on your website home page. A service directory is 3 or 4 boxes that identify the key places a visitor can go to get the information they need, so they will take the actions you want them to take.

Let's use a simple example. Let's say you're a building company, and you have three services you provide - New Home Builds, Renovations & Commercial Builds. Most of your business comes from Commercial Builds, so you put that box first, then New Home builds, then Renovations as people read left to right. You also put a brief keyword rich description of each service with a corresponding image or icon so the visitor is reassured they're being directed to the right place. This is how the homepage directs traffic.

So remember, the goal of a website homepage is not to generate enquiries or sales, it's to start an engaging conversation with the visitor by answering the three key questions they have – where am I, what can I do here, and why should I do it. Then directing them to the area of your website that allows them to get the info they need before they get in touch. Hopefully this sheds some light on how to make the most important page of your website do the job it's supposed to do.

What does website link mean?

In computing, a hyperlink, or simply a link, is a reference to data that the reader can directly follow either by clicking, tapping, or hovering. A hyperlink points to a whole document or to a specific element within a document. Hypertext is text with hyperlinks.

What is the purpose of links in web page?

In computing, a hyperlink, or simply a link, is a reference to data that the reader can directly follow either by clicking, tapping, or hovering. A hyperlink points to a whole document or to a specific element within a document. Hypertext is text with hyperlinks. The text that is linked from is called anchor text.

What is website link building?

Link building, simply put, is the process of getting other websites to link back to your website. ... Building links is one of the many tactics used in search engine optimization (SEO) because links are a signal to Google that your site is a quality resource worthy of citation.

Why Link Building Is Important for SEO

Link building is important because it is a major factor in how Google ranks web pages. Google notes that: "In general, webmasters can improve the rank of their sites by increasing the number of high-quality sites **that link to their pages."**

Benefits of links are:

1. Build Your Brand Authority: while high quality links on popular websites will greatly benefit your SEO, they will also help attract consumers to your brand simply by association. This also helps to present your company as an information source within your industry, and can even result in websites linking to your content, giving you natural backlinks, which Google loves

2. Drive Steady Referral Traffic on Autopilot: Not all website traffic originates from a search on Google, Yahoo, Bing, or another search engine. Referral traffic is also a large percentage of all traffic, meaning that people are clicking on links within content and being taken to the linked content. High quality links on sites with a lot of traffic will not only help your SEO, but they can also drive targeted traffic to your website around the clock. A single link on a popular website can continue to push traffic to your website for years. The beautiful thing about referral traffic is that it is highly targeted. Just think about how much money is spent on paid search. Some businesses have extremely high CPCs, so every

referral click is driving high quality traffic without a cost per click associated with it. If you currently have a company handling your link building use these tips to evaluate your SEO company.

3. Long Term Directory & Resource Links: The internet is one big source of data that will continue to grow and always be there to access information from. If you obtain high quality links form reputable directories and other resource websites it can help to drive traffic to your website for years to come. Imagine if your business sold "blue widgets" and you obtained a link on a directory of all blue widget manufacturers. For years, consumers searching online for blue widgets come in contact with your link and click through, landing on your website and converting into sales. Links like these can continue to attract visitors several years down the road.

4. Create New Relationships: When someone reads good content and sees a backlink pointing to the source or creator, there is a very good chance that they will click on the link to learn more about who or what is responsible for what they just enjoyed. This can lead to that individual joining your newsletter or performing some other measurable action on your website. They might connect and follow your social media profiles or they might read your blog and then bookmark it or subscribe to your RSS feed. A simple link can bring a company and consumer together without the aid of search engine rankings.

5. Brand Name Exposure & Recognition: When someone is reading content online they can quickly identify the visible links within the content. When a consumer sees your brand name linked throughout great content they begin to associate your company with the particular topic(s) that they are seeing your brand name linked to.

What is Web Site Navigation?

Website navigation is important to the sucess of your website visitor's experience to your website. The website's navigation system is like a road map to all the different areas and information contained within the website. Using a consistent navigation scheme from page to page helps the website visitor learn your website navigation system.

When it comes to websites, the navigation system acts like a road map to all the different areas and information contained within the website. If the navigation is clear, visitors will stay and have a good experience, which ultimately leads to more business for you. We're going to clarify exactly what considerations we employ to ensure your site's navigation helps exceed your company objectives. At the same time we'll show you some stellar examples of these essential elements coming into play.

What makes good website navigation?

First off, do keep in mind there is no one-size-fits-all strategy. Although, three factors should always be considered;

- *Your business,*
- *Your goals, and*
- *Your audience.*

These elements will all affect your strategy, which is basically how you are going to get people to engage with you. A great example of this is social media. If your target audience is seniors, it's highly unlikely likely that Twitter and Instagram are the best ways to engage with them. Following are the basic elements of website navigation planning:

1. **Ask yourself:** "What experience do you want the user to have?" Then use this information to shape and guide your navigation. In other words, not being rigid with conventions is vital to bear in mind. As a general rule, simple navigation is best. For example, less clutter in terms of menu structures, calls to action and design allows anyone to find their way speedily and effortlessly. Consistency is another crucial point. Consistency in navigation is about a consistent user experience throughout the site - if it doesn't change too much, the user can always find their way around, or back to where they've already been if they wish. Your viewer will feel comfortable and calm as opposed to overwhelmed and irritated.

2. **Conversion Point:** Your page's ultimate goal is a conversion. In other words, converting visitors/leads into customers. Success hinges on conversion. The prospect must be able to convert quickly into a visitor, and the visitor must be able to convert quickly into a lead, an applicant, a customer, a donor, or a subscriber. The odds of converting a visitor into a legitimate prospect or customer go up significantly when that visitor arrives on a website that is "conversion ready," which means that behavior up to the point of arrival strongly indicates a propensity to convert. When and how conversion occurs varies from one organization to another. A conversion point is reached via calls to action and the menu structure.

3. **Call to Action:** A call to action is a line of text that prompts your visitors, leads, and customers to take action. It is, quite literally, a "call" to take an "action." Examples include: buy now, download file, get a coupon, register for an event, sign up for newsletter, hear a sample, get a quote. A good call to action will create a sense of urgency ("offer ends tomorrow") and therefore entice people to actually take an action from your content. Having calls to action throughout a site will enable users to be lead clearly and directly to registration or purchase pages.

4. **Menu Structure:** The menu structure guides people to what they want to find and what you want them to find. Menus are typically found along the top or the left hand side of a page, with the logo at the top left and secondary components where it makes sense for the individual design. This is not a rigid web convention but rather a guideline. The F pattern is a proven, dominant web copy reading pattern that roughly resembles the letter F. Studies have found that users' main reading behavior was fairly consistent across many different sites.

   The pattern has the following three components:

   - Users first read in a horizontal movement, usually across the upper part of the content area. This initial element forms the F's top bar.

   - Next, users move down the page a bit and then read across in a second horizontal movement that typically covers a shorter area than the previous movement. This additional element forms the F's lower bar.

   - Finally, users scan the content's left side in a vertical movement. This last element forms the F's stem.

   A superb example of where the navigation lends itself well to the content is The Briars. In order to accommodate all of the various services they offer, a more complex menu structure is beneficial for different types of visitors. This adaptive site balances a top menu for browsing along with boxes which link quickly to specific services. In other words, viewers can find their way to a specific service directly or enjoy exploring the different R & R options that are available to them. "Use clear and stimulating yet brief language - make each word fight for its right to be on the page. Remember the "need for speed" and try to minimize links & distractions."

5. **Site Content:** Writing for the web is different than writing for other means. Ensure that the keywords (the phrases and specific terms that a target audience is likely to use when searching for a product or service) appear in text copy on your site. Also, use several headings and sub-headings throughout each page because users typically scan a page for information as opposed to reading it word for word like a book. Use clear and stimulating yet brief language- make each word fight for its right to be on the page. Therefore, remember the "need for speed" and try to minimize links & distractions.

6. **The 3 Second Rule:** Three seconds is the average time a visitor will give your page to learn what it's about and what they're expected to do. Fail this test, and your visitor will leave.

   Here are some tips to keep their attention;

- use white space, bold text and bullet points to help visitors scan to get a sense of what the page about and decide if it's something they'd be interested in reading,
- use compelling images and photos that back up the content,
- use well designed graphics to make the look professional.

Remember, your page's ultimate goal is a conversion. With this in mind, your marketing efforts may result in beautifully crafted pages and creative copy, but if most of your visitors are leaving without converting and you don't know why.

Multimedia

Multimedia is content that uses a combination of different content forms such as text, audio, images, animations, video and interactive content. Multimedia means that computer information can be represented through audio, video, and animation in addition to traditional media (i.e., text, graphics drawings, images).

A good general definition is: Multimedia is the field concerned with the computer-controlled integration of text, graphics, drawings, still and moving images (Video), animation, audio, and any other media where every type of information can be represented, stored, transmitted and processed digitally.

A Multimedia Application is an Application which uses a collection of multiple media sources e.g. text, graphics, images, sound/audio, animation and/or video.Hypermedia can be considered as one of the multimedia applications.

Purpose of Multimedia:
The purpose of multimedia is to combine all of these so that the benefits of each can be used in a desktop environment. Hypermedia: is software that allows the user to interactively manipulate information in a variety of formats - text, images, animation, graphics, sounds, digitized voice, and video

5 Components of Multimedia
Multimedia applications can include many types of media. The primary characteristic of a multimedia system is the use of more than one kind of media to deliver content and functionality. Web and desktop computing programs can both involve multimedia components. As well as different media items, a

multimedia application will normally involve programming code and enhanced user interaction. Multimedia items generally fall into one of five main categories and use varied techniques for digital formatting.

Text

It may be an easy content type to forget when considering multimedia systems, but text content is by far the most common media type in computing applications. Most multimedia systems use a combination of text and other media to deliver functionality. Text in multimedia systems can express specific information, or it can act as reinforcement for information contained in other media items. This is a common practice in applications with accessibility requirements. For example, when Web pages include image elements, they can also include a short amount of text for the user's browser to include as an alternative, in case the digital image item is not available.

Images

Digital image files appear in many multimedia applications. Digital photographs can display application content or can alternatively form part of a user interface. Interactive elements, such as buttons, often use custom images created by the designers and developers involved in an application. Digital image files use a variety of formats and file extensions. Among the most common are JPEGs and PNGs. Both of these often appear on websites, as the formats allow developers to minimize on file size while maximizing on picture quality. Graphic design software programs such as Photoshop and Paint.NET allow developers to create complex visual effects with digital images.

Audio

Audio files and streams play a major role in some multimedia systems. Audio files appear as part of application content and also to aid interaction. When they appear within Web applications and sites, audio files sometimes need to be deployed using plug-in media players. Audio formats include MP3, WMA, Wave, MIDI and RealAudio. When developers include audio within a website, they will generally use a compressed format to minimize on download times. Web services can also stream audio, so that users can begin playback before the entire file is downloaded.

Video

Digital video appears in many multimedia applications, particularly on the Web. As with audio, websites can stream digital video to increase the speed and availability of playback. Common digital video formats include Flash, MPEG, AVI, WMV and QuickTime. Most digital video requires use of browser plug-ins to play within Web pages, but in many cases the user's browser will already have the required resources installed.

Animation

Animated components are common within both Web and desktop multimedia applications. Animations can also include interactive effects, allowing users to engage with the animation action using their mouse and keyboard. The most common tool for creating animations on the Web is Adobe Flash, which also facilitates desktop applications. Using Flash, developers can author FLV files, exporting them as SWF movies for deployment to users. Flash also uses ActionScript code to achieve animated and interactive effects.

MODULE VI

Content writing

1. Blog
2. Twitter
3. Mobile

What is content writing?

Content writing can be defined as the form of online writing which is closely linked to web marketing campaigns meaning creating the writing which appears on websites that are designed to sell or promote a specific product. The act is professionally performed by content writers who work according to the brief provided by a client.

A website content writer or web content writer specializes in providing relevant content for websites. Every website has a specific target audience and requires different content.Content writing is a form of online writing which is closely linked to web marketing campaigns. This means creating the writing which appears on websites that are designed to sell or promote a specific product. Content writers work according to the brief provided by a client.

Companies depend on content writers to perform several major tasks:

- Create content that allows the site visitors to get the information they want quickly and efficiently.
- Create content pages and other pages which are SEO friendly
- Produce content to entice and engage visitors
- Ensure efficient and focused web content gives readers access to information in a user-friendly manner.
- Create or copy edit to inform the reader

Content, at the most basic level, is information. Content on the web takes a variety of forms: blog posts, social media posts, video and audio recordings, web pages, white papers and more. Content writers, therefore, specialize in written content. Understanding the purpose of content is key to producing high-quality work. It's meant to speak directly with a particular audience, such as customers, potential customers, investors, employees, or other stakeholders. Content can be well-written, researched and creatively conceived, but if it isn't speaking to the intended audience, it's not doing its job.

The 5 Core Principles of Content Writing Success

Principle #1: Do media, not marketing: Media to Brian includes all forms of content – interesting blog posts, shareable infographics, or fun videos. And, unlike "marketing," which people run away from, media is something people want. Even seek out! When you create good media, it helps your audience feel educated, informed, or entertained – all things people want. And, when you can give people what they want, they'll come back to you again and again for more.

Principle #2: Focus on your audience experience: The stereotypical marketing experience is that a company targets you as a customer and absolutely floods you with a barrage of advertising. Most of it is "interruption-based" marketing … the company tries to interrupt your daily pattern, so you have to pay attention to them. But this isn't the best way. Instead, think of your target prospect as someone you'd like to have as a friend … someone you'd like to have in your life for a long, long time. How can you build a deeper connection with him? What can you do to give him a warmer, happier experience interacting with you, so he's more willing to spend time with you? It's a different mindset, but by training yourself to build friendships and quality relationships based on a positive experience, you're going to be able to get better results over time for your clients than you will using invasive, interruption-based marketing.

Principle #3: Create the perception of premium access with user registration: Back in 1999, Brian remembers that people would sign up for just about anything. These days, we're much more cautious … much less trusting about handing out our email addresses. We no longer want to deal with just anyone – we only want to be a part of communities we can trust with our information. So, instead of trying to get people to sign up for a newsletter or download a free report or even an app, try inviting people to become a part of your community. When they register, they get a special level of access, and get to participate with their fellow community members.

Principle #4: Map the journey: Along with changing trust levels and a bigger desire for a community experience, Brian says that how we all use the web is changing. And, as a new web writer, you have the chance to be at the forefront of this change by paying more attention to the whole journey a visitor takes once he or she arrives at a website. Sometimes this is called "the buyer's journey" or "the customer experience." The focus is on how a new visitor grows in your client's community from a casual set of

eyeballs to a loyal, repeat customer. So, as you think about content for a new client, ask yourself what a visitor will see first, where he'll go next, and how that all ties back to his intentions when he sought out your client in the first place.

Principle #5: Successful content strategy = customer success: Many companies tend to think of their own success. That doesn't work these days … to get the best results over the long term, you want to encourage your clients to focus on creating more success in the lives of their customers. Why this shift? Well, the more you can help customers with good information and good products, the happier they'll be with your client's company. Your audience will become more loyal … more satisfied … and, of course, they'll spend more money with you over time.

Why Blogs Matter

In addition to communicating valuable information to readers, blogs also serve important SEO purposes. When they're well-written, they relate to Google and other search engines that a website is authoritative and relevant and that the writer well-versed on a given topic or in a given industry. Additionally, blogs are a critical platform for any company that wants to build a well-rounded content strategy and are essential to companies striving to bond with their clients and showcase their brand voice.

Without a blog, it's difficult to build up a consistent brand voice, and companies are finding that blog content consistently stands out as one of the most relevant and trustworthy sources of online content out there. To be exact, they're the fifth most trusted source of online content among readers. What's more, blogging has the potential to have a massive impact on a company's leads and engagement rates. The more blogs you publish, the more people will find their way to your site and its content. And if you're writing your blogs well, they'll want to stay, share, and download.

Principles for writing content for blogs
If you want to learn how to write content for a blog, you're in luck. These simple tips will help you get started.

1. First Things First: Know Your Audience: Knowing your audience is essential to writing good blogs. If you've never built a target persona before, now is the time to do it. In addition to giving you an idea of who you're speaking to and what they care about, a target persona will also serve the critical purpose of helping you get inside your readers' heads and solve their most pressing problems for them.

When you understand your blog's audience, everything else can flow naturally. It's critical to remember who your audience is throughout the writing process, and keep them in mind as you work to craft content your readers can depend on.

2. Spend the Time to Craft Great Topics: Topics are the lifeblood of your blog, so it pays to come up with great ones. If you're having a difficult time harvesting blog topics, turn to trusty sources like your website FAQ and Quora. These are often untapped gold mines of great ideas and outstanding information, so it pays to pay attention to them.As you craft the topics for your blog, pay attention to which perform well and which don't. This will give you a good idea of what you should be crafting going forward.

3. Make Your Hook Captivating: The hook, or the opening part of your article, is one of the most important components of all of your content. With this in mind, spend some time making sure the beginnings of your article are as good as possible. They should be constructed to grab your reader's attention and keep it. This means including relevant facts, stats, and information. It also means addressing the reader directly and ensuring that you know your audience well enough to know what will appeal to them.

4. Organize Your Blogs to Make Them More Readable: While many people bypass this detail, organizing and optimizing your blogs is essential. To make them as enjoyable as possible, organize them into small, digestible chunks and ensure that you're never presenting your readers with dense blocks of information. In addition to making your content more user-friendly, breaking it into approachable pieces will help to make it better for SEO.

How to Write Content for Twitter

Twitter has emerged as a tour de force in the world of social media. Twitter is a great place to share thoughts and build your brand, but how do you craft tweets that get attention?

Why Use Twitter?

Today, Twitter is the platform that intersects with all of the various directions of technology and content. Designed to offer rapid-fire updates and live streaming news and videos, Twitter is a social platform designed to cater to mobile users (an estimated 80% of Twitter's users are mobile), and enjoy the maximum level of reach. Today, there are 500 million tweets sent each day, and Twitter is doing things each day to adjust its upward mobility and cater even more effectively to changing markets.

Changes to the 280 Character Limit

While some Twitter users have always loved the 140-character limit, others view it as impossibly restrictive and frustrating, Fortunately, Twitter took the bull by the horns and make a large step earlier this year to make the 140-character limit a little more flexible for its users and now its 280 words.

How to Write Content for Twitter: Follow These 7 Rules

To write content for Twitter that your readers actually want to engage with, follow these simple rules:

1. Be engaging: Twitter doesn't allow a bunch of room for chatter, so it's important to be engaging and let your content rest on that. Since tweets are only 280 characters (not counting the recent updates to that limit), you'll need to pack all of your efforts into a small space. The best bet to be engaging in this type of climate is to speak directly to your target audience. When your Tweets are highly customized and personalized, they'll have an easier time capturing your readers' attention and will survive Twitter's inherently short content lifespan (which is only 18 minutes) a bit more effectively.

2. Add a shortened URL: While a typical URL will eat up all of your Tweet space, a shortened URL is a great way to drive twitter followers back to your site. With this in mind, use a site like Bitly or Buffer to shorten URLs and add them to your tweets. This will allow you to enjoy a traffic boost without sacrificing much room in your tweet in the process.

3. Use trending hashtags: Hashtags are the skeletal structure of Twitter. To be sure your tweet performs as well as possible add a hashtag. Bonus points if it is a trending hashtag. In addition to branding your tweet, hashtags can dramatically enhance your visibility on the network and can easily make it so that other Twitter users can find you and interact with your posted material.

4. Add an image: There are not many places in the world wide web that images don't help content, and Twitter is no exception. In fact, Buffer reports that simply adding an image to a Tweet boosts retweets by 35% To help your tweet perform well, add an image, video, or GIF to the content you post. In addition to grabbing reader attention, this simple addition will also go a long way toward boosting your post's engagement and helping it make its way around the web more efficiently.

5. Talk to people rather than at them: Twitter is a highly personal platform, and your tone will go a long way toward defining whether your Tweets welcome your readers or alienate them. To keep your tone helpful and friendly, be sure to talk with people rather than talking at them. While it's easy to feel like the people on Twitter are some distant crowd you'll never meet, thinking of them as your friends and relatives can help you craft a voice that's welcoming and exciting. Struggling with how, exactly to do this? Don't fear. Think about conducting your Twitter engagement just like you would a conversation with a friend. Focus on fostering a back-and-froth and developing topics, ideas, and conversational directions that are interesting to your readers. While this is a tiny step, making your Tweets more conversational and personal can truly have a massive impact on how effective your Twitter presence is at generating leads and promoting engagement.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

6. Add your sense of humor to Tweets: Humor is a powerful tool on Twitter, and it's great for drawing people in from various parts of the web. As a general rule, though, you'll just need to be sure that your humor is appropriate and professional enough that it can be passed along the web without harming your company or your brand.

7. Incorporate viral words: Twitter relies heavily on viral words and phrases that tell people what to do and when to do it. To use these in your Tweets, check out a list of the most-used viral words and phrases and incorporate them into your Tweets. While it may seem like a simple step, this can go a long way toward making your Twitter presence more engaging and compelling for your readers.

How to Write Content for Mobile

1. Stay on top — Putting attention-grabbing text first has always been important — more so with mobile. For example, email summaries can appear in on-screen windows, so you want to catch as many eyes as possible.

2. Less is more — Keep email, blog, and website headlines short. Crop copy to only one or two main ideas per page.

3. Link it — If you're writing for more than one device, one way to "mobilize" longer website or blog content is to separate it into different pages and add click here to read more or next page links at the bottom.

4. Scannability — Make your text easier on the eyes; my newsletter features more online content formatting advice.

5. Personality — It don't mean a thing if it ain't got some zing. Pizzazz suits the smaller screen. It's more about what you say and how you say it. People tend to see themselves in their smartphones and in their tablets. The more personal nature of these devices means your content should be more personal, too — emphasize "you" more than "I."

Responsive Design: A Must-Have for Mobile Users

While making your content readable on a mobile devise is essential, you'll also need to incorporate responsive design to get the most ROI from your website. Responsive design basically indicates that your site is responsive to mobile users on different devices. It means it will function just as well on an iPhone as it will on an iPad or Android device. When your site is highly responsive, you run a lower risk of losing users for a lack of functionality, and a higher likelihood of turning more visitors into customers.

A site that is 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. That means text, media, and even videos shift automatically so that everything operates flawlessly on your site.

Why Use Responsive Design?

Much like writing mobile-friendly content is essential today, responsive design is, as well. Here's why:

- **It's Recommended by Google.** While there's been some speculation about whether it's a ranking factor, Google has made it clear they prefer responsive sites.
- **Responsive Sites Are Indexed Faster.** Indexing can take place more rapidly when bots don't have multiple URLs to drawl through.
- **You'll Save Time and Money on Website Development.** Since responsive sites self-adjust to various mobile platforms, you won't have to spend as much time altering your site down the road.
- **It's Simple.** Today, you can use one CMS to load everything you need to your site and maintain it accordingly.

MODULE VII
New Challenges

Cyber Crime and Challenges of the new media

What is a cyber crime?

Cyber Crime is not defined officially in IT Act or in any other legislation. In fact, it cannot be too. Offence or crime has been dealt with elaborately listing various acts and the punishments for each, under the Indian Penal Code, 1860 and related legislations. Hence, the concept of cyber crime is just a "combination of crime and computer".

Cybercrime in a narrow sense (computer crime): Any illegal behavior directed by means of electronic operations that targets the security of computer systems and the data processed by them.

Cybercrime in a broader sense (computer-related crime): Any illegal behavior committed by means of, or in relation to, a computer system or network, including such crimes as illegal possession and offering or distributing information by means of a computer system or network.

- Any contract for the sale or conveyance of immovable property or any interest in such property;
- Any such class of documents or transactions as may be notified by the Central Government

Cyber crime, or computer crime, refers to any illegal action that involves a network or computer. In this sense, the network or computer may have been used to commit a crime or may be the target of a crime. In the latter scenario, a hacker or computer thief, for instance, may steal information that was stored on the targeted system. Many times people may be confused as to the classification of what constitutes cyber crime. Although this classification is somewhat confusing, due to the relative novelty field or lack of tangible nature, cyber crime refers to any illegal action that is committed through an electronic-based medium or targets a computer-based platform.

When debating what is cyber crime, you must evaluate whether an illegal action was committed through the use of or on a computer. Cyber Law, which may be classified as "Computer Law", is considered to be one of the most recently-developed legal fields as a result of the ongoing advent of computer-based technology. The presence of cyber crimes relies heavily on the Internet and online activity, and as a result, regulations and oversight of this type of activity has been expressed in the spectrum of Cyber Law. Cyber Law is a fairly expansive legal field that consists of a variety of avenues and jurisdictions, including the ethical and moral use of the Internet for lawful and legal purposes.

Cyber Crimes in India- What is, Types, Web Hijacking, Cyber Stalking

The advancement of technology has made man dependent on Internet for all his needs. Internet has given man easy access to everything while sitting at one place. Social networking, online shopping, storing data, gaming, online studying, online jobs, every possible thing that man can think of can be done through the medium of internet. Internet is used in almost every sphere. With the development of the internet and its related benefits also developed the concept of cyber crimes. Cyber crimes are committed in different forms. A few years back, there was lack of awareness about the crimes that could be committed through internet. In the matters of cyber crimes, India is also not far behind the other countries where the rate of incidence of cyber crimes is also increasing day by day.

In a report published by the National Crime Records Bureau report (NCRB 2016), the incidence of cyber crimes under the IT Act has increased by 85.4% in the year 2015 as compared to 2014 in India, whereas the increase in incidence of the crime under IPC is by 18.5% as compared to the year 2016.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

Visakhapatnam records the maximum number of incidence of cases. Maharashtra has emerged as the center of cyber crime with maximum number of incidence of registered cases under cyber crimes. Hacking with computer systems and obscene publication were the main cases under IT Act for cyber crimes. Maximum offenders arrested for cyber crimes were in the age group 18-30 years. 563 people in the age group 18-30 years were arrested in the year 2010 which had increased to 883 in the year 2016.

WHAT ARE CYBER CRIMES

Cyber crimes can be defined as the unlawful acts where the computer is used either as a tool or a target or both. The term is a general term that covers crimes like phishing, credit card frauds, bank robbery, illegal downloading, industrial espionage, child pornography, kidnapping children via chat rooms, scams, cyber terrorism, creation and/or distribution of viruses, Spam and so on. Cyber crime is a broad term that is used to define criminal activity in which computers or computer networks are a tool, a target, or a place of criminal activity and include everything from electronic cracking to denial of service attacks. It also covers the traditional crimes in which computers or networks are used to enable the illicit activity.

DIFFERENT TYPES OF CYBER CRIMES

Cyber Crimes can be categorized in two ways:

a. The crimes in which the computer is the target. Examples of such crimes are hacking, virus attacks, DOS attack etc.

b. The crime sin which the computer is used as a weapon. These types of crimes include cyber terrorism, IPR violations, credit card frauds, EFT frauds, pornography etc.

DIFFERENT KINDS OF CYBER CRIMES

The different kinds of cyber crimes are:

1. Unauthorized Access and Hacking: Unauthorized access means any kind of access without the permission of either of the rightful or person in charge of the computer, computer system or computer network. Hacking means an illegal intrusion into a computer system and/or network. Every act committed towards breaking into a computer and/or network is hacking. Hackers write or use ready-made computer programs to attack the target computer. They possess the desire to destruct and they get the kick out of such destruction. Some hackers hack for personal monetary gains, such as to stealing the credit card information, transferring money from various bank accounts to their own account followed by withdrawal of money. Government websites are the most targeted sites for the hackers.

2. Web Hijacking: Web hijacking means taking forceful control of another person's website. In this case the owner of the website loses control over his website and its content.

3. Pornography: Pornography means showing sexual acts in order to cause sexual excitement. The definition of pornography also includes pornographic websites, pornographic magazines produced using computer and the internet pornography delivered over mobile phones.

4. Child Pornography: The Internet is being highly used as a medium to sexually abuse children. The children are viable victim to the cyber crime. Computers and internet having become a necessity of every household, the children have got an easy access to the internet. There is an easy access to the pornographic contents on the internet. Pedophiles lure the children by distributing pornographic material and then they try to meet them for sex or to take their nude photographs including their engagement in sexual positions. Sometimes Pedophiles contact children in the chat rooms posing as teenagers or a child of similar age and then they start becoming friendlier with them and win their confidence. Then slowly pedophiles start sexual chat to help children shed their inhibitions about sex and then call them out for personal interaction. Then starts actual exploitation of the children by offering them some money or falsely promising them good opportunities in life. The pedophiles then sexually exploit the children either by using them as sexual objects or by taking their pornographic pictures in order to sell those over the internet.

5. Cyber Stalking: In general terms, stalking can be termed as the repeated acts of harassment targeting the victim such as following the victim, making harassing phone calls, killing the victims pet, vandalizing victims property, leaving written messages or objects. Stalking may be followed by serious violent acts such as physical harm to the victim. Cyber Stalking means repeated acts of harassment or threatening behavior of the cyber criminal towards the victim by using internet services. Both kind of Stalkers i.e., Online & Offline – have desire to control the victims life.

6. Denial of service Attack: This is an attack in which the criminal floods the bandwidth of the victim's network or fills his e-mail box with spam mail depriving him of the services he is entitled to access or provide. This kind of attack is designed to bring the network to crash by flooding it with useless traffic. Another variation to a typical denial of service attack is known as a Distributed Denial of Service (DDoS) attack wherein the perpetrators are many and are geographically widespread. Many DoS attacks, such as the Ping of Death and Teardrop attacks, exploit limitations in the TCp/IP protocols. For all known DoS attacks, there are software fixes that system administrators can install to limit the damage caused by the attacks. But, like Virus, new DoS attacks are constantly being dreamed up by Hacker.

7. Virus attacks: Viruses are the programs that have the capability to infect other programs and make copies of itself and spread into other program. Programs that multiply like viruses but spread from computer to computer are called as worms. These are malicious software that attach themselves to other

software. Virus, worms, Trojan Horse, Time bomb, Logic Bomb, Rabbit and Bacterium are the malicious. Viruses usually affect the data on a computer, either by altering or deleting it. On the other hand worms merely make functional copies of themselves and do this repeatedly till they eat up all the available. Trojan Horse is a program that acts like something useful but do the things that are quiet damping. Trojans come in two parts, a Client part and a Server part. When the victim (unknowingly) runs the server on its machine, the attacker will then use the Client to connect to the Server and start using the Trojan. TCP/IP protocol is the usual protocol type used for communications, but some functions of the Trojans use the UDP protocol as well.

8. Software Piracy: Software piracy refers to the illegal copying of genuine programs or the counterfeiting and distribution of products intended to pass for the original. These kind of crimes also include copyright infringement, trademarks violations, theft of computer source code, patent violations etc. Domain names are also trademarks and protected by ICANN's domain dispute resolution policy and also under trademark laws. Cyber squatters register domain name identical to popular service provider's name so as to attract their users and get benefit from them .

9. Salami attacks : These attacks are used for the commission of financial crimes. The key here is to make the alteration so insignificant that in a single case it would go completely unnoticed. E.g. a bank employee inserts a program, into the bank's servers, that deducts a small amount of money (say Rs. 5 a month) from the account of every customer. No account holder will probably notice this unauthorized debit, but the bank employee will make a sizable amount of money every month.

10. Phishing: Phishing is the act of sending an e-mail to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft. The e-mail directs the user to visit a web site where they are asked to update personal information, such as passwords and credit card, social security, and bank account numbers that the legitimate organization already has. The Web site, however, is bogus and set up only to steal the user's information. By spamming large groups of people, the phisher counted on the e-mail being read by a percentage of people who actually had listed credit card numbers with legitimately.

11. Sale of illegal articles: This category of cyber crimes includes sale of narcotics, weapons and wildlife etc., by posting information on websites, auction websites, and bulletin boards or simply by using email communication.

12. Online gambling: There are millions of websites; all hosted on servers abroad, that offer online gambling. In fact, it is believed that many of these websites are actually fronts for money laundering. Cases of hawala transactions and money laundering over the Internet have been reported.

13. Email spoofing: Email spoofing refers to email that appears to originate from one source but actually has been sent from another source. Email spoofing can also cause monetary damage.

14. Cyber Defamation: When a person publishes defamatory matter about someone on a website or sends e-mails containing defamatory information to all of that person's friends, it is termed as cyber defamation.

15. Forgery: Computers, printers and scanners are used to forge counterfeit currency notes, postage and revenue stamps, mark sheets etc. These are made using computers, and high quality scanners and printers.

16. Theft of information contained in electronic form : This includes theft of information stored in computer hard disks, removable storage media etc.

17. Email bombing: Email bombing refers to sending a large number of emails to the victim resulting in the victim's email account (in case of an individual) or mail servers (in case of a company or an email service provider) crashing.

18. Data diddling (also called false data entry) is : This kind of an attack involves altering raw data just before it is processed by a computer and then changing it back after the processing is completed. Data diddling involves changing data prior or during input into a computer. The information is changed from the way it should be entered by a person typing in the data, a virus that changes data, the programmer of the database or application, or anyone else involved in the process of having information stored in a computer file. It also include automatic changing the financial information for some time before processing and then restoring original information.

19. Internet time theft: Internet time refers to usage by an unauthorized person of the Internet hours paid for by another person.

20. Theft of computer system: This type of offence involves the theft of a computer, some part(s) of a computer or a peripheral attached to the computer.

21. Physically damaging a computer system: This crime is committed by physically damaging a computer or its peripherals.

22. Breach of Privacy and Confidentiality: Privacy refers to the right of an individual/s to determine when, how and to what extent his or her personal data will be shared with others. Breach of privacy means unauthorized use or distribution or disclosure of personal information. Confidentiality means non disclosure of information to unauthorized or unwanted persons. In addition to Personal information some other type of information which useful for business and leakage of such information to other persons may cause damage to business or person, such information should be protected. Generally for protecting secrecy of such information, parties while sharing information forms an agreement about he procedure of handling of information and to not to disclose such information to third parties or use it in such a way that it will be disclosed to third parties. Many times party or their employees leak such valuable information

for monitory gains and causes breach of contract of confidentiality. Special techniques such as Social Engineering are commonly used to obtain confidential information.

23. E-commerce/ Investment Frauds: An offering that uses false or fraudulent claims to solicit investments or loans, or that provides for the purchase, use, or trade of forged or counterfeit securities. Merchandise or services that were purchased or contracted by individuals online are never delivered. The fraud attributable to the misrepresentation of a product advertised for sale through an Internet auction site or the non-delivery of products purchased through an Internet auction site. Investors are enticed to invest in this fraudulent scheme by the promises of abnormally high profits.

25. Cyber Terrorism: Targeted attacks on military installations, power plants, air traffic control, banks, trail traffic control, telecommunication networks are the most likely targets. Others like police, medical, fire and rescue systems etc. Cyber terrorism is an attractive option for modern terrorists for several reasons. It is cheaper than traditional terrorist methods. Cyber terrorism is more anonymous than traditional terrorist methods. The variety and number of targets are enormous. Cyber terrorism can be conducted remotely, a feature that is especially appealing to terrorists. Cyber terrorism has the potential to affect directly a larger number of people.

The list of offenses given above is not exhaustive and would also include any other types of offenses that would be committed through a computer or against a computer in the future

MODULE VIII

Cyber Laws

1. Information Technology Act
2. Copyright
3. Ethics
4. Digital Security

Information Technology Act

Objectives of IT legislation in India

The Government of India enacted its Information Technology Act 2000 with the objectives stating officially as:

"to provide legal recognition for transactions carried out by means of electronic data interchange and other means of electronic communication, commonly referred to as "electronic commerce", which involve the use of alternatives to paper-based methods of communication and storage of information, to facilitate electronic filing of documents with the Government agencies and further to amend the Indian Penal Code, the Indian Evidence Act, 1872, the Bankers' Books Evidence Act, 1891 and the Reserve Bank of India Act, 1934 and for matters connected therewith or incidental thereto."

The Information Technology Act, 2000, was passed on 9 June 200 and was made effective from 17 October 2000. It was enacted by Parliament of India to protect the field of e-commerce, e-governance, e-banking as well as penalties and punishments in the field of cyber crimes.   The Information Technology Act, 2000 *basically deals with the legal recognition of electronic documents and that of digital signatures.*

The Act essentially deals with the following issues:

- Legal Recognition of Electronic Documents
- Legal Recognition of Digital Signatures
- Offenses and Contraventions
- Justice Dispensation Systems for cyber crimes.

The scope and applicability of ITA-2000 was increased by its amendment in 2008.

Why did the need for IT Amendment Act 2008 (ITAA) arise?

The IT Act 2000, being the first legislation on technology, computers, e-commerce and e-communication, the was the subject of extensive debates, elaborate reviews with one arm of the industry criticizing some sections of the Act to be draconian and other stating it is too diluted and lenient. There were some obvious omissions too resulting in the investigators relying more and more on the time-tested (one and half century-old) Indian Penal Code even in technology based cases with the IT Act also being referred in the process with the reliance more on IPC rather on the ITA.

Thus the need for an amendment – a detailed one – was felt for the I.T. Act. Major industry bodies were consulted and advisory groups were formed to go into the perceived lacunae in the I.T. Act and comparing it with similar legislations in other nations and to suggest recommendations. Such recommendations were analyzed and subsequently taken up as a comprehensive Amendment Act and after considerable administrative procedures, the consolidated amendment called the **Information Technology Amendment Act 2008** was placed in the Parliament and passed at the end of 2008 (just after

Mumbai terrorist attack of 26 November 2008 had taken place). The IT Amendment Act 2008 got the President assent on 5 Feb 2009 and was made effective from 27 October 2009.

Highlights of Information Technology Act 2000:

Section 43 deals with penalties and compensation for damage to computer, computer system etc. This Section addresses the civil offence of theft of data. If any person without permission of the owner or any other person who is in charge of a computer, accesses or downloads, copies or extracts any data or introduces any computer contaminant like virus or damages or disrupts any computer or denies access to a computer to an authorised user or tampers etc…he shall be liable to pay damages to the person so affected.

Thus the new Section 43-A dealing with compensation for failure to protect data was introduced in the ITAA -2008

Section 65: Concealing, destroying, altering any computer source code when the same is required to be kept or maintained by law and Fabrication of an electronic record or committing forgery by way of interpolations in CD produced as evidence in a court is an offence punishable with three years imprisonment or two lakh rupees or with both.

Section 66: Computer related offences are dealt with under this Section. Data theft stated in Section 43 is referred to in this Section. Whereas it was a plain and simple civil offence with the remedy of compensation and damages only, in that Section, here it is the same act but with a criminal intention thus making it a criminal offence. The act of data theft or the offence stated in Section 43 if done dishonestly or fraudulently becomes a punishable offence under this Section and attracts imprisonment upto three years or a fine of five lakh rupees or both. Earlier hacking was defined in Sec 66 and it was an offence.

 Hacking is the unauthorized access to a computer system, programs, data and network resources. If crime is proved under IT Act, accused shall be punished for imprisonment, which may extend to three years or with fine, which may extend to five lakh rupees or both. e-mail spoofing is e-mail activity in which the sender addresses and other parts of the e-mail header are altered to appear as though the e-mail originated from a different source. E-mail spoofing is sending an e-mail to another person in such a way that it appears that the e-mail was sent by someone else. Spoofing is the act of electronically disguising one computer as another for gaining as the password system.

Information Technology (Amendment) Act, 2008, crime of identity theft under Section 66-C, whoever, fraudulently or dishonestly make use of the electronic signature, password or any other unique identification feature of any other person known as identity theft.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

Section 66A Information Technology Act 2000 and Social Media

. The Section 66 A of the IT Act reads asunder:

Section 66A:

Punishment for sending offensive messages through communication service etc.

- Any person who sends, by means of a computer resource or a communication device,
- Any information that is grossly offensive or has menacing character, or
- Any information which he knows to be false, but for the purpose of causing annoyance, inconvenience, danger, obstruction, insult, injury, criminal intimidation , enmity, hatred, or ill will, persistently makes by making use of such computer resource or communication device.
- Any electronic mail or electronic mail message for the purpose of causing annoyance or inconvenience or to deceive or to mislead the addressee or recipient about the origin of such messages.

Shall be punishable with imprisonment for a term which may extend to three years and with fine.

Explanation

For the purposes of this section terms Electronic mail• and Electronic Mail Message• means a message or information created or transmitted or received on a computer, computer system, computer resource or communication device including attachments in text, image, audio, video and any other electronic record, which may be transmitted with the message.

This section by its interpretation is wide enough to cover all kinds of messages, mails, comments which can be offensive or unwarranted. The message can be in form of text, image, audio, video or any other electronic record which can be transmitted. In the current scenario such sweeping powers under the IT Act provides a tool in the hands of the Government to curb the misuse of the social media in any form. The original Section 66 of the IT Act 2000 was limited to extent of handling the offenses of hacking which proved to be ineffective in tackling the problems of wrongful emails, messages and campaigns on the social media like facebook. This amendment was brought in and Section 66A of the IT Act was inserted in the statute book to tackle all such kinds of problems on the internet. By its simple definition the Section 66 A of the IT Act gives widest powers to stop any kind of objectionable email, messages on the social media, SMS etc. Some critics have come out very heavily on Section 66A of the IT Act claiming that it is draconian and prone to be misused by the law enforcing machinery. Such absolute powers in the hands of law enforcing machinery may jerpardize the freedom of expression or the right of freedom of an individual is the moot point now.

Dr Hanif Lakdawala   haniflakdawala@gmail.com

One has to see this Section 66A Information Technology Act 2000 and Social Media from the point of view of the freedom of expression granted under the Indian Constitution which is based on the principles of co existence of the rights of the fellow citizen and the State. Freedom of expression is not an absolute freedom which anybody can claim to enjoy in disregard of the existence of others rights of the duties of the state and the public order. It is always subject to certain restrictions which the State may impose in the interest of the citizen or the country.

The original Section 66 of the IT Act was intended to handle the problem of hacking and other related aspects but the insertion of Section 66A of the IT Act subsequently it is now equipped to handle even the social media which may be a matter of concern for all of us. Thus Section 66 A of the IT Act now empowers the law enforcing machinery to take legal action against any offensive, unwarranted comment, material or exposure to the extent that it may jeopardize the freedom of expression as enshrined under Article 19 (1) (g) of Indian Constitution and right to personal liberty as enshrined under Article 19 of the Constitution of India. If taken to judicial determination, this section may not sustain the rigors of and may be stuck down by any court.

Common Cyber-crime scenarios and Applicability of Legal Sections

Let us look into some common cyber-crime scenarios which can attract prosecution as per the penalties and offences prescribed in IT Act 2000 (amended via 2008) Act.

- **Harassment via fake public profile on social networking site**
  A fake profile of a person is created on a social networking site with the correct address, residential information or contact details but he/she is labelled as 'prostitute' or a person of 'loose character'. This leads to harassment of the victim. *Provisions Applicable:- Sections 66A, 67 of IT Act and Section 509 of the Indian Penal Code.*

- **Online Hate Community**
  Online hate community is created inciting a religious group to act or pass objectionable remarks against a country, national figures etc.*Provisions Applicable: Section 66A of IT Act and 153A & 153B of the Indian Penal Code.*

- **Email Account Hacking**
  If victim's email account is hacked and obscene emails are sent to people in victim's address book.*Provisions Applicable:- Sections 43, 66, 66A, 66C, 67, 67A and 67B of IT Act.*

- **Credit Card Fraud**
  Unsuspecting victims would use infected computers to make online transactions.*Provisions Applicable:- Sections 43, 66, 66C, 66D of IT Act and section 420 of the IPC.*

- **Web Defacement**

  The homepage of a website is replaced with a pornographic or defamatory page. Government sites generally face the wrath of hackers on symbolic days.*Provisions Applicable:- Sections 43 and 66 of IT Act and Sections 66F, 67 and 70 of IT Act also apply in some cases.*

- **Introducing Viruses, Worms, Backdoors, Rootkits, Trojans, Bugs**

  All of the above are some sort of malicious programs which are used to destroy or gain access to some electronic information.*Provisions Applicable:- Sections 43, 66, 66A of IT Act and Section 426 of Indian Penal Code.*

- **Cyber Terrorism**

  Many terrorists are use virtual(GDrive, FTP sites) and physical storage media(USB's, hard drives) for hiding information and records of their illicit business.*Provisions Applicable: Conventional terrorism laws may apply along with Section 69 of IT Act.*

- **Online sale of illegal Articles**

  Where sale of narcotics, drugs weapons and wildlife is facilitated by the Internet*Provisions Applicable:- Generally conventional laws apply in these cases.*

- **Cyber Pornography**

  Among the largest businesses on Internet. Pornography may not be illegal in many countries, but child pornography is.*Provisions Applicable:- Sections 67, 67A and 67B of the IT Act.*

- **Phishing and Email Scams**

  Phishing involves fraudulently acquiring sensitive information through masquerading a site as a trusted entity. (E.g. Passwords, credit card information)*Provisions Applicable:- Section 66, 66A and 66D of IT Act and Section 420 of IPC*

- **Theft of Confidential Information**

  Many business organizations store their confidential information in computer systems. This information is targeted by rivals, criminals and disgruntled employees.*Provisions Applicable:- Sections 43, 66, 66B of IT Act and Section 426 of Indian Penal Code.*

- **Source Code Theft**

  A Source code generally is the most coveted and important "crown jewel" asset of a company.*Provisions applicable:- Sections 43, 66, 66B of IT Act and Section 63 of Copyright Act.*

- **Tax Evasion and Money Laundering**

  Money launderers and people doing illegal business activities hide their information in

virtual as well as physical activities.*Provisions Applicable: Income Tax Act and Prevention of Money Laundering Act. IT Act may apply case-wise.*

- ▪ **Online Share Trading Fraud**

  It has become mandatory for investors to have their demat accounts linked with their online banking accounts which are generally accessed unauthorized, thereby leading to share trading frauds.*Provisions Applicable: Sections 43, 66, 66C, 66D of IT Act and Section 420 of IPC*

Copyright

What is copy right: 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. A copyright protects certain "forms of expression." This includes works of art as well as written materials. It does *not* include an entire broad subject or topic, but rather only what you might express about that subject or topic. You can't copyright World War II, but you can copyright a book you wrote about it. A copyright is granted to the individual who creates a form of expression. It most often relates to intellectual property rather than a tangible creation. You can formally register a copyright, but you might also have an automatic protection of your rights even without registering something you created.

Copyright protection is available for original works of authorship that are fixed in a tangible form, whether published or unpublished. The categories of works that can be protected by copyright laws include paintings, literary works, live performances, photographs, movies, and software.

A Copyright Owner's Rights: The primary goal of copyright law is to protect the time, effort, and creativity of the work's creator. As such, the Copyright Act gives the copyright owner certain exclusive rights, including the right to:

- Reproduce the work
- Prepare "derivative works" (other works based on the original work)
- Distribute copies of the work by sale, lease, or other transfer of ownership
- Perform the work publicly
- Display the work publicly

The copyright owner also has the right to authorize other people to do any of the rights mentioned above. The copyright owner has the option and ability to transfer his or her exclusive rights -- or any subdivision of those rights -- to others as well. The Copyright Office does not have forms for these transfers, so a transfer of copyright is usually done through a contract. It is not legally required for a transfer to be recorded with the Copyright Office, but having a legal record of the transaction is often a good idea.

If an author or artist creates a work for a company or in the course of his or her employment, the creator is usually not the copyright owner. This situation is known as a "work made for hire," and it gives copyright ownership to the employer or person who commissioned the work. A work made for hire situation can occur when an independent contractor is hired to create a particular work, or if the work is created by an employee while he or she is on the job. For example, if an employee writes articles for a company, the company is the copyright owner not the actual writer.

Copyright Law in India: Copyright is a form of intellectual property protection granted under Indian law to the creators of original works of authorship such as literary works (including computer programs, tables and compilations including computer databases which may be expressed in words, codes, schemes or in any other form, including a machine readable medium), dramatic, musical and artistic works, cinematographic films and sound recordings.

Copyright law protects expressions of ideas rather than the ideas themselves. Under section 13 of the Copyright Act 1957, copyright protection is conferred on literary works, dramatic works, musical works, artistic works, cinematograph films and sound recording. For example, books, computer programs are protected under the Act as literary works.

Copyright refers to a bundle of exclusive rights vested in the owner of copyright by virtue of Section 14 of the Act. These rights can be exercised only by the owner of copyright or by any other person who is duly licensed in this regard by the owner of copyright. These rights include the right of adaptation, right of reproduction, right of publication, right to make translations, communication to public etc.

Copyright protection is conferred on all Original literary, artistic, musical or dramatic, cinematograph and sound recording works. Original means, that the work has not been copied from any other source.

Copyright protection commences the moment a work is created, and its registration is optional. However it is always advisable to obtain a registration for a better protection. Copyright registration does not confer any rights and is merely a prima facie proof of an entry in respect of the work in the Copyright Register maintained by the Registrar of Copyrights.

As per Section 17 of the Act, the author or creator of the work is the first owner of copyright. An exception to this rule is that, the employer becomes the owner of copyright in circumstances where the employee creates a work in the course of and scope of employment.

Copyright registration is invaluable to a copyright holder who wishes to take a civil or criminal action against the infringer. Registration formalities are simple and the paperwork is least. In case, the work has been created by a person other than employee, it would be necessary to file with the application, a copy of the assignment deed.

One of the supreme advantages of copyright protection is that protection is available in several countries across the world, although the work is first published in India by reason of India being a member of Berne Convention. Protection is given to works first published in India, in respect of all countries that are member states to treaties and conventions to which India is a member. Thus, without formally applying for protection, copyright protection is available to works first published in India, across several countries. Also, the government of India has by virtue of the International Copyright Order, 1999, extended copyright protection to works first published outside India.

Indian perspective on copyright protection:

The Copyright Act, 1957 provides copyright protection in India. It confers copyright protection in the following two forms:

(A) Economic rights of the author, and

(B) Moral Rights of the author.

(A) Economic Rights: The copyright subsists in original literary, dramatic, musical and artistic works; cinematographs films and sound recordings. The authors of copyright in the aforesaid works enjoy economic rights u/s 14 of the Act. The rights are mainly, in respect of literary, dramatic and musical, other than computer program, to reproduce the work in any material form including the storing of it in any medium by electronic means, to issue copies of the work to the public, to perform the work in public or communicating it to the public, to make any cinematograph film or sound recording in respect of the work, and to make any translation or adaptation of the work. In the case of computer program, the author enjoys in addition to the aforesaid rights, the right to sell or give on hire, or offer for sale or hire any copy of the computer program regardless whether such copy has been sold or given on hire on earlier occasions. In the case of an artistic work, the rights available to an author include the right to reproduce the work in any material form, including depiction in three dimensions of a two dimensional work or in two dimensions of a three dimensional work, to communicate or issues copies of the work to the public, to include the work in any cinematograph work, and to make any adaptation of the work. In the case of cinematograph film, the author enjoys the right to make a copy of the film including a photograph of any image forming part thereof, to sell or give on hire or offer for sale or hire, any copy of the film, and to communicate the film to the public. These rights are similarly available to the author of sound recording. In addition to the aforesaid rights, the author of a painting, sculpture, drawing or of a manuscript of a

Dr Hanif Lakdawala   haniflakdawala@gmail.com

literary, dramatic or musical work, if he was the first owner of the copyright, shall be entitled to have a right to share in the resale price of such original copy provided that the resale price exceeds rupees ten thousand.

(B) Moral Rights: Section 57 of the Act defines the two basic "moral rights" of an author. These are:

(i) Right of paternity, and

(ii) Right of integrity.

The right of paternity refers to a right of an author to claim authorship of work and a right to prevent all others from claiming authorship of his work. Right of integrity empowers the author to prevent distortion, mutilation or other alterations of his work, or any other action in relation to said work, which would be prejudicial to his honour or reputation. The proviso to section 57(1) provides that the author shall not have any right to restrain or claim damages in respect of any adaptation of a computer program to which section 52 (1)(aa) applies (i.e. reverse engineering of the same). It must be noted that failure to display a work or to display it to the satisfaction of the author shall not be deemed to be an infringement of the rights conferred by this section. The legal representatives of the author may exercise the rights conferred upon an author of a work by section 57(1), other than the right to claim authorship of the work.

Cyberethics

Cyberethics is the philosophic study of ethics pertaining to computers, encompassing user behavior and what computers are programmed to do, and how this affects individuals and society. Cyberethics is a set of "moral choices individuals make when using Internet-capable technologies and digital media." The acceptable behavior in the real world is also acceptable in cyberspace. Examples of moral conduct in both physical and virtual realms include showing respect for others, being honest, not stealing from others, etc.

Why teach Cyberethics?

As technological advancements are made each day, the question "What are people doing with this technology?" has raised ethical concerns in the field of Educational Technology. What is Ethics? What does it mean to act in an ethical way in cyberspace? Why should people act ethically in a virtual environment? These are some of the questions that educators should know the answers to so that students who are required to use technology everyday can learn how to make the right decisions in today's digital society.

Ethics

The traditional understanding of "Ethics" is defined as "a system of moral principles; the rules of conduct recognized in respect to a particular class of human actions or a particular group, culture, etc; and moral principles, as of an individual." A decision is considered moral when it conforms to the rules of right

conduct. In other words, if an action violates the rights of others, the act itself may be considered immoral or unethical.

Even though most digital media users may have a good understanding of ethical conduct in the physical world, without an understanding of moral responsibility to guide ' interactions in the virtual realm, the chances of misconduct by an individual will be dramatically increased. Society today thus have a need to demonstrate the appropriate usage of technology following the right rules of conduct in both physical and virtual realms so that future generations can learn how to use technology in an ethical, responsible manner.

The Government has taken an active role in making resources for parents and children to learn about cyberethics. This is a growing problem and without parents and teachers using the resources available nothing can be done to prepare future generations on internet users from being safe online. The main issues that surround cyberethics are:

- Copyright/Downloading,
- Hacking and
- Cyberbullying.
- These three issues are increasing daily and mostly due to children using the internet improperly.

- **Copyright/Downloading:** This has become a major problem due to programs like Napster and LimeWire which allow users to download music, programs and videos for free. Many people, especially children, do not realize that this behavior has major consequences.
- **Hacking:** Is the intentional damage that a person inflicts onto another computer or computer network. This can include stealing classified information, stealing passwords to get into a site and also changing a website without permission. Since the world is run on computers it is important that hackers are stopped. They could create viruses that could shut down important websites or computer systems. Cybercitizenship.org gives a chilling example: "If a virus were to disable the computer network of a hospital, it could shut down medical instrumentation systems that control life support and monitoring functions-all of which could cost a patient his or her life." Children need to be aware of these extreme consequences.
- **Cyberbullying:** Bullying does not only happen in real life anymore. Cyberbullying is growing and people are becoming aware of its effects on children. The Megan Meier case shed light on

this issue that was thought of by many people as harmless bullying. This teenage girl was bullied on the internet through e-mail and myspace which is said to ultimately lead to her suicide.

Digital Security

Digital Security: Digital security is an all-encompassing term which includes the tools you can use to secure your identity, assets and technology in the online and mobile world. These tools you can use to protect your identity include anti-virus software, web services, biometrics and secure personal devices you carry with you every day.

Digital security is the protection of this online identity. Criminals are finding new ways to operate and steal information from digital users for their own personal gain. Digital security is an all-encompassing term which includes the tools you can use to secure your identity, assets and technology in the online and mobile world.

These tools you can use to protect your identity include anti-virus software, web services, biometrics and secure personal devices you carry with you everyday. 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 an ePassport are digital security devices because they give you the freedom to communicate, travel, shop and work using your digital identity in a way that is convenient, enjoyable and secure.

The importance of digital security:

Digital security is important because government, military, corporate, financial, and medical organizations collect, process, and store unprecedented amounts of data on computers and other devices. A significant portion of that data can be sensitive information, whether that be intellectual property, financial data, personal information, or other types of data for which unauthorized access or exposure could have negative consequences. Organizations transmit sensitive data across networks and to other devices in the course of doing businesses, and cyber security describes the discipline dedicated to protecting that information and the systems used to process or store it. As the volume and sophistication of cyber attacks grow, companies and organizations, especially those that are tasked with safeguarding information relating to national security, health, or financial records, need to take steps to protect their sensitive business and personnel information.

Challenges of digital security: For an effective cyber security, an organization needs to coordinate its efforts throughout its entire information system. Elements of cyber encompass all of the following:

- Network security
- Application security
- Endpoint security
- Data security
- Identity management
- Database and infrastructure security
- Cloud security
- Mobile security
- Disaster recovery/business continuity planning
- End-user education

The most difficult challenge in Digital security is the ever-evolving nature of security risks themselves. Traditionally, organizations and the government have focused most of their cyber security resources on perimeter security to protect only their most crucial system components and defend against known treats. Today, this approach is insufficient, as the threats advance and change more quickly than organizations can keep up with. As a result, periodically issues guidelines in its risk assessment framework that recommend a shift toward continuous monitoring and real-time assessments, a data-focused approach to security as opposed to the traditional perimeter-based model.

India announced its first ever national-level Cyber Security Policy in 2013, against the backdrop of revelations of NSA surveillance. The policy, which was articulated by the Ministry of Communications and Information Technology, served as "basically a statement of first principles" rather than a comprehensive framework for cybersecurity policy, according to Arun Sukumar, the head of the Cyber Security and Internet Governance Initiative at the Observer Research Foundation. Now, four years after its inception, the government needs a new policy that outlines a specific framework towards implementing broad principles outlined in the 2013 policy.

From Broad Principles to Comprehensive Implementation

The 2013 Policy took a welcome first step in outlining the broad principles of how India can approach cyber security. However, the government of India needs an updated policy to move beyond simply a statement of principles and outline how to operationalize cyber security, from training cybersecurity personnel, to establishing public-private partnerships, and to facilitating civil-military collaboration. The National Cyber Security Policy broadly outlined a vision for "To create a workforce of 500,000 professionals skilled in cyber security in the next 5 years through capacity building, skill development and training" in 2013. After nearly four years, the number for such skilled personnel is only 50,000 or 10%

Dr Hanif Lakdawala   haniflakdawala@gmail.com

according to latest reports. An updated Cyber Security Policy should outline specific guidelines for the training and recruitment of such cyber specialists in a time-bound manner.

Public-private partnerships were a central feature of India's cyber policy as well. The policy called for the "develop[ment] effective public private partnerships and collaborative engagements through technical and operational cooperation and contribution for enhancing the security of cyberspace." However, there has been little development on this space. Industry partners such as the Information Systems Audit and Control Association (ISACA), the National Association of Software and Services Companies (NASSCOM), and the Data Security Council of India (DSCI) have collaborated to address private sector cyber security needs, but these processes have not yet aligned with government efforts. Addressing this gap must be at the heart of the government's updated policy.

Another area of priority for a new cyber security policy must be fostering greater civil-military cooperation on cyber security. A group of eighty leading defense, strategic and intelligence officials, ranging from former Director of the Intelligence Bureau PC Haldar, former Admiral Arun Prakash, former Chief of the Air Staff PV Naik, and former Foreign Secretary Shyam Saran called upon Prime Minister Modi to "take urgent steps" to improve India's cyber security standards. In particular, they highlighted the need for "more regular, more formalised interaction" between the civilian and military branches of government. The government's updated policy must go beyond the vision of greater collaboration outlined in the 2013 policy, and outline the frameworks for such greater collaboration, potentially under the aegis of the newly created National Cyber Coordination Centre operationalized in August 2017.

Given the rapid transformation of the cyber landscape since 2013, as well as the need for a more comprehensive framework for the operationalization of the vision of cyber security policy as laid out by the government, India needs to update its cyber security policy.

Dr Hanif Lakdawala   haniflakdawala@gmail.com