

Understanding the Relationship between Content and Branding and Its Impact on Sales

To understand branding, it is important to know what brands are. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand.

When working on branding, or building a brand, companies that are using web pages and search engine optimization have a few details to work out before being able to build a successful brand. Coordinating domain names and brand names are an important part of finding and keeping visitors and clients, as well as branding a new company. Coordination of a domain name and brand names lends identification to the idea or image of a specific product or service, which in turn lets visitors easily discovery the new brand.

Branding is also a way to build an important company asset, which is a good reputation. Whether a company has no reputation, or a less than stellar reputation, branding can help change that. Branding can build an expectation about the company services or products, and can encourage the company to maintain that expectation, or exceed them, bringing better products and services to the market place.

Content Marketing is the New Branding

Branding isn't your company name. It's not a tag line. It's not a logo. Branding is just another name for creating a perception. A brand is a promise. It's an expectation of an experience. The company and tag line and logo and brand colors only exist to call that experience to mind. Brands can meet that expectation, exceed that expectation ... or in the worst cases, fall short of that expectation

When marketers ask, "How do we want to brand this product?" what they're really asking is how they want their audience to think about that product once it comes to market.

Content

1. Content Marketing involves

- Educate
- Convince
- Entertain

2. Content communicates your purpose with

- Consistency
- Value
- Originality

3. Content aligned to your audience.

Impact on Sales

Using user generated content is recognizing that fact that digital marketing has changed: consumers take now an active part in the promotion process. A recent study reveals that 70% of consumers prefer peer recommendations and reviews rather than professionally written content. Gone are the days when you could just sell with a one-fits-all marketing campaign. In fact, consumers are now in control of the entire digital message, they own their story and listening to what they want is far more effective than any typical marketing campaign. When used with brand content, UGC is very effective and leads to sales generation. Here are 4 reasons UGC and brand content should both be included in your digital marketing strategy.

They both create authenticity

Brand content, is the very voice of your company's values and philosophy and it truly sets you apart from your competition. But when you integrate user generated content to it, you provide an authentic user experience.

As a result of this more personalized and engaging experience, your marketing campaigns will be more effective and more impactful. A perfect digital strategy is the right balance between the voice of your brand the voice of the consumer, which at the end, both contribute to improve brand image and sales.

Visual content is key

A recent statistic revealed that consumers only remember 10% of information they receive, after a period of three days. But if visual content is associated with that same information, people are said to remember 65% of the information after the same time period.

In that sense, people are more likely to remember your products and services if they saw relevant images of it, as in a social wall for example. Not only does social walls act as recommendations, but they also advertise your brand without screaming: "buy me!".

You should include UGC and brand content to your digital strategy in order to increase your ROI.

Brand content proves your expertise

How many times when you Googled the definition of a concept, have you found yourself in the blog section of a website? Probably a lot. The reason is that the content you found is considered relevant by people who look for it, and therefore by search engines too.

Blogging for your business is a very important part of your content marketing strategy. By doing so you are proving to future consumers that you are an expert in your area and that they should trust using your products/services.

Website benefits

By combining UGC and brand content, you are creating opportunities for visitors to stay on your website.

This will allow visitors to see how well you know your area of business and how your customers are. In a sense, you are responding to the visitors' questions before they even ask them, which will develop a sense of safety in their mind. Another benefit of including UGC and brand content in your strategy is SEO. The more you are creating relevant content, the more visibility and indexing you will get on search engines.

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Search marketing

For many businesses, a customer's journey start with a search and a query. This is where Search Marketing comes up. It is all about increasing the visibility of a brand or a product on search engines by serving an ad at the precise moment it will be relevant to the audience's intent or by optimizing its ranking naturally.

Search Marketing is a term that refers to both paid and unpaid search activities. It is used as an umbrella term for SEO and Search Engine Marketing (SEM). Both are online techniques for increasing a brand or product's visibility to audiences using search engines to find information.

Be careful with this last term: SEM is just about paid ads and does not include SEO. It is a marketing method that focus on ads displayed on the search engines results, typically appearing on the top or on the right of the SERP. Basically, the higher the bid one offers to pay for an ad, the higher the ad will be on the page, depending of the degree of competition.

Search Engine Marketing or paid search is divided between these terms:

- Paid search ads
- Paid search advertising
- PPC (pay-per-click) :

PPC (pay-per-call) – some ads, particularly those served to mobile search users, may be charged by the number of clicks that resulted in a direct call from a smartphone.

- CPC (cost-per-click)
- CPM (cost-per-thousand impressions)

Most search ads are sold on a CPC / PPC basis, but some advertising options may also be sold on a CPM basis.

Google AdWords is the main resource for paid search followed by Bing Ads – which is also supporting Yahoo ads. Social networks also offer PPC options.

Who employs search marketing?

All websites are "crawled" by search engines in an effort to determine a particular site's page rankings. Those that employ dedicated teams to actively manipulate those rankings through search marketing are much more likely to end up at the top of the results. This means that all websites looking to draw traffic (whether for e-commerce, information, or another service) should employ search marketing.

Attention to relevant keywords is invaluable for all websites, no matter what product or service they offer. Every website can benefit from analyzing each page of its site to make sure that some combination of relevant keywords shows up in the content.

For example, a Google search of the phrase “custom cookies” first returns the website <http://www.CustomCookies.com>. Because they bought that URL, they show up first. In second, third, and fourth positions, however, are Veronica’s Treats, Memaw’s Cookies, and Rolling Pin Productions – all modestly-sized cookie manufacturers who do a good job implementing search marketing strategies. Because they made sure that the phrase ‘custom cookies’ was prominent in their web content, they have made themselves easy to find.

How is a search marketing plan developed and employed?

Before a team develops an active search marketing campaign, they should make sure that their websites are up to par. It is imperative for visitors to like what they find once they reach the desired website. This means that all links should be working, all content should be informative and easy to read, and the look and feel of the site should fit the brand or company’s message.

Then, the search marketing team can begin working on keyword research and analysis. Research determines the most relevant and searched keywords on the site, and uses these findings in a way that generates traffic and makes sense to users.

For example, when a search marketing team working for an electronics website determines that the most popular search terms driving traffic to the site are “best digital camera,” “refurbished hard drive,” and “top ten smartphones,” they can’t just list those terms over and over again at the top of a webpage or worse – hide them in a background-matching text.

These practices, known as “black hat” SEO, are extremely frowned-upon in the search marketing world. While they may help a website jump to the top of search results temporarily, Google’s intelligent analysis will not only remove these high rankings, but ban the website from being indexed correctly in the near future. Moreover, Internet users dislike and mistrust these practices. (See also Black Hat Marketing)

To use keywords correctly, they should be integrated into the content, headlines, meta tags and search descriptions in a way that feels natural to the reader, not forced. Additionally, search marketing teams should analyze lesser-used search terms that they may be able to monopolize. For example, while a local electronics store website may not be able to compete with online giants Amazon and Best Buy for search terms like “**best digital camera**,” they could corner the market on a search term like “refurbished Canon Elph, Springfield MO.” Used correctly, this keyword might be sprinkled into a paragraph that reads: “Are you looking for a refurbished Canon Elph? Springfield MO electronics shop Electric Shop carries all models, and guarantees their refurbished products for 24 months.”

Next, the search team can begin analyzing their website's saturation and link popularity. These determine how much presence a site has on search engines, and can be analyzed through page counts, indexed pages, and backlinks from other places. If all the website's pages contain keywords and "**crawlable**" content (searchable text, not photos with words written in them, Flash or videos), it should lead people to the site and rank well in the search engines. To help them measure saturation and popularity, a search team can use tools like Google Analysis, Marketleap's Link Popularity, and Search Engine Saturation.

Back end tools like Google Analytics and HTML validators measure the success of a website by providing data on visitors. More than just counting traffic, these sophisticated back end tools can reveal important information about specific web pages and how they're being used. Once a search team knows where they're gaining and losing website visitors, they can target their keywords to fill those holes.

What types of careers work with search marketing strategies?

Because search marketing is a digital marketing field, a career in search marketing requires marketers to not only have a marketing background, but also a firm understanding of the ever-changing world of social media, search engine analytics, and broad-based online marketing. An effective search marketing team will be made up of individuals who are extremely comfortable with technology trends and have the creativity to help a website stand out from the crowd.

Mobile Marketing

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website to reading your content, it's all accessible through a small mobile screen. Consider:

- 80% of internet users own a smartphone.
- Mobile platforms, such as smartphones and tablets, host up to 60% of digital media time for users in the U.S.
- Google anticipates search queries on mobile devices to surpass desktop searches by the end of 2015.

Effective mobile advertising means understanding your mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS marketing and mobile apps.

How to Create a Mobile Marketing Strategy?

As with any marketing effort, every brand and organization will develop a unique mobile strategy based on the industry and target audience. Mobile technology is all about customization and personalization, which means mobile marketing is, too.

Step 1 – Create Mobile Buyer Personas

Understanding your audience is the first step to any marketing strategy, and buyer personas are a valuable tool to aid in that understanding. Buyer personas are simply fictional representations of your various types of customers. Create a profile that describes each one's background, job description, main sources of information, goals, challenges, preferred type of content, objections, and/or role in the purchase process. It is easier to determine a channel and voice for your marketing messages when you have a clear picture of your target audience.

Make a specific point to detail your target audience's mobile habits as well. How much of their web usage happens on mobile devices? Are they comfortable completing a purchase on a smartphone? A simple way to start is to research big data reports on mobile usage. Some interesting observations include:

- 65% of all email is first opened on a mobile device.
- 48% of users start their mobile internet sessions on a search engine.
- 56% of B2B buyers frequently use smartphones to access vendors' content.

- 95% of adults primarily use their smartphones to access content/information.

To better understand your specific target market, monitor Google Analytics for your site's mobile traffic numbers. You can also ask or survey clients and prospects about their mobile web usage.

A/B testing—which compares two versions of the same campaign on a certain channel—can also be informative for developing any aspect of buyer personas. When all other factors are the same, do your email campaign landing pages get more views when you send a related email on weekends or on weekdays? In the mornings or in the evenings? Which title or email subject gets more click-throughs?

Both the general and specific data will help develop audience personas that include mobile usage.

Step 2 – Set Goals

The key to defining any effective strategy is to first decide what success looks like. Get the key stakeholders together to map your mobile marketing strategy. Identify goals by asking your team some of these questions:

- What are we currently doing for mobile? This will define your starting point, and make sure everyone is on the same page as you begin.
- If you are already doing mobile marketing, how are those initiatives performing? This conversation will identify what is already working, what is not, and what's not even being measured.
- What are your main objectives for including mobile marketing in your overall strategy? Discuss why you're considering mobile now, what conversations have led up to this point, and what you expect from mobile marketing.
- Who are your key audiences for mobile marketing? Talk about your customer personas in light of mobile usage updates. How similar or different is each persona's mobile usage?
- How are you engaging your mobile audience cross-channel? This discussion will help analyze how the channels you're currently using can be included in your mobile marketing strategy.

Step 3 – Establish KPIs

Just like your other marketing efforts, mobile marketing needs to be tested and optimized. Determine which realistic, measurable KPIs define your mobile campaign's success. For example:

- **Engagement**—Provide mobile-friendly content for potential customers who are searching for information about your industry or product. Make sure your website is mobile-responsive to improve mobile SEO.

- **Acquisition**—Make sure lead nurturing emails are mobile-friendly with clear calls-to-action. Buttons in emails should be near the top of the message and be big enough to easily tap in order to facilitate click-throughs. Then make it as easy as possible for someone to fill out a form on your mobile-optimized landing page.
- **Customer Service**—In a connected, social marketplace, customer service is very much a marketing opportunity. Allow your customers to easily reach you through any platform they want, including simple click-to-call buttons for smartphone users.

In order to identify the right KPIs for your mobile marketing campaign, ask yourself:

- Do I want to increase conversions from email messages?
- Am I trying to improve traffic to sales pages?
- How important is it that I generate more qualified prospects?
- Does our brand need to improve sales by converting more traffic on certain pages?

Step 4 – Monitor Mobile Metrics

Google Analytics can help monitor mobile usage of your site:

- Mobile behavior data reveals how well your mobile content engages your audience.
- Mobile conversion data will indicate whether or not some of your key landing pages still need to be optimized for mobile browsing.

Adding the Device Category field to the Site Content dashboard will display the quantity and quality of much mobile traffic to each individual page on your site.

The table on the Site Content dashboard includes metrics like pageviews and bounce rate. Add the Device Category by clicking the “**Secondary dimension**” menu above the first column and selecting “**Device Category**” from the “**Users**” submenu. The table will then display the most-viewed pages on your site, per device, so you can see how mobile actually affects your web traffic.

That information can hint at which search queries may be leading mobile traffic to your site, what content your mobile audience is most interested in, and which pages to optimize for mobile browsing first.

Video Marketing

Video marketing can be used for everything from building customer rapport, to promoting your brand, services or products. Additionally, video marketing can serve as a medium to present how-to's, promote customer testimonials, live-stream events and deliver viral (entertaining) content.

To develop your video marketing strategy, you'll want to:

- **Allocate resources.** You're going to need to designate some budget for video – at the least, decent equipment, good editing software, and a video marketing guru (or, better, team) – as well as time to create it.
- **Tell your stories.** Storytelling has never been as important as it is in video, so get brainstorming: What stories do you want to tell? How will you tell them?
- It's not enough to simply tell your stories; you must engage your audience while you do so. How will you make your stories interesting? What will hook your audience?
- **Keep it short.** There's no set length for marketing videos (although there are recommendations), but the general rule is that shorter is better. Be ruthless with your editing. Cut, cut, cut out everything extraneous. Attention spans are short, so make the best of what you get.
- **Publish your videos far and wide** – embedded in your website, uploaded to Google-owned YouTube, and on all your social media channels. Then, promote, promote, promote.
- Track metrics and stats, to determine which videos do the best – and why.

Examples of Video Marketing

Video marketing is all over the Internet. Look no further than your favorite brands, your Facebook, your YouTube homepage, and there it is: successful video marketing that has found its way to your eyes.

Benefits of Video Marketing

The benefits of video marketing are many. Let's begin with the easily quantifiable: statistics, numbers, and data –

- Video helps you **connect with your audience.** Today, so much of a company's marketing efforts are designed to help build trust. Video is the bridge that links what you say to who you really are, allowing customers to peer behind the curtain and get to know your brand.
- Video is an SEO gold mine, helping build backlinks to your site, boosting likes and shares (which can effect search rankings), and driving traffic to your site. And let's not forget that YouTube is owned by Google, so be sure to post your videos to YT and tag, tag, tag with keywords/key phrases!

- **Videos boost information retention.** If your customers hear something only, they're likely to retain about 10% of that information three days later; by contrast, if what they hear is accompanied by relevant imagery, they'll retain an average 65% of that information three days later.
- In 2017, video content will account for an estimated 74% of all online traffic. Your **customers love video.** Would-be customers also love video, which means good video marketing can attract new visitors.
- Email subject lines that include the word "video" see a 19% increase in open rates, and a 65% boost in click-throughs.
- Four times as many customers would prefer to watch a product video, than read a product description.
- Do you like money? Then consider this: after watching a video, customers are 64-85% more likely to make a purchase.

Challenges of Video Marketing

Once upon a time, cost was a serious challenge to video marketing: The cost of equipment, editing software and, from an end-user's perspective, the data cost of consuming online video.

Today, those challenges are mostly in the rear-view mirror. Yes, you still need some budget – good equipment, editing software and a delivery platform are more affordable than they once were, but they're not free – and you do need a marketing team with experience in video, but these are all surmountable obstacles.

In fact, the biggest challenges of video marketing in 2017 are strategic: How to build a solid and effective video marketing strategy, how to create content that people want to consume, and how to create engaging videos that get shared. Additionally, video content marketers need to have a solid understanding of metrics, and how they indicate a video's success and areas for improvement.

Social Media Marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.

Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (**e.g. more active or passive use**) and the establishment of a firm's desired social media "culture" and "tone."

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.), also known as "earned media," rather than use marketer-prepared advertising copy.

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and and other content that drives audience engagement, as well as paid social media advertising.

How Social Media Marketing Can Help You Meet Your Marketing Goals?

Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

Best Social Media Marketing Tips

Ready to get started with marketing on social media? Here are a few social media marketing tips to kick off your social media campaigns.

1. **Social Media Content Planning** — As discussed previously, building a social media marketing plan is essential. Consider keyword research and competitive research to help brainstorm content ideas that will interest your target audience. What are other businesses in your industry doing to drive engagement on social media?
2. **Great Social Content** — Consistent with other areas of online marketing, content reigns supreme when it comes to social media marketing. Make sure you post regularly and offer truly valuable information that your ideal customers will find helpful and interesting. The content that you share on your social networks can include social media images, videos, infographics, how-to guides and more.
3. **A Consistent Brand Image** — Using social media for marketing enables your business to project your brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business's core identity, whether it's friendly, fun, or trustworthy, should stay consistent.
4. **Social Media for Content Promotion** — Social media marketing is a perfect channel for sharing your best site and blog content with readers. Once you build a loyal following on social media, you'll be able to post all your new content and make sure your readers can find new stuff right away. Plus, great blog content will help you build more followers. It's a surprising way that content marketing and social media marketing benefit each other.
5. **Sharing Curated Links** — While using social media for marketing is a great way to leverage your own unique, original content to gain followers, fans, and devotees, it's also an opportunity to link to outside articles as well. If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Curating and linking to outside sources improves trust and reliability, and you may even get some links in return.
6. **Tracking Competitors** — It's always important to keep an eye on competitors—they can provide valuable data for keyword research and other social media marketing insight. If your competitors are using a certain social media marketing channel or technique that seems to be working for them

Future of Marketing Gamification and Apps

The future of marketing of gamification and apps marketing is about to enter a more challenging territory. Building on the vast increase in consumer power brought on by the digital age marketing is headed towards being on demand not just always on but also always relevant responsive to the consumer desire for marketing that cuts through the noise with pin point delivery.

Gamification and Game Based Marketing

Gamification is emerging as a marketing trend and it vital for marketing to address the analysis of games used in gamification in terms of their structure and mechanism and their subsequent transference to the area of marketing activities.

Gamification is the application of structure and mechanics of games (points, rewards, levels, challenges, and trophies) to the real world in order to boost the engagement of users change their behaviour and solve problems of various kinds.

Gamification Benefit Marketing

Companies need to understand how to add games and games mechanics to their marketing mix how to use games to influence behaviour and reach business goals and use game based marketing to boost revenues.

1. To play a game users (potential consumers) have to login first. The helps companies build a database of potential clients by collecting the email ids of players.
2. Games allow companies to attract fans in social media by also constituting an important element of competition.
3. Games allow education and integration of members of group or branch
4. Games can provide consumers with a positive fun filled and entertaining experience
5. Games permit companies to simulate real life situations that customers identify with easily in such a way that target group gets more engaged.

The World Of Apps

Apps are adding a completely new dimension to marketing today. An app can be defined as a software application typically developed by a product brand to allow a consumer to gain information about there by forming an opinion or completing a transaction.

Applications or apps as they are termed are optimized for the devices on which they are to be downloaded on and accessed from. Marketing are using them for the following reasons :

1. Enhancing their reach

2. Positioning brands
3. Stimulating impulsive buying by6 increasing visual appeal
4. Stimulating consumer engagement
5. Leveraging consumer interactivity and participation

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Online Campaign Management; Using Marketing Analytic Tools To Segment, Target And Position

When used correctly, analytics can provide you with an immense pool of information, and can really help you to pinpoint effective marketing strategies and target your market correctly. Today we are going to look at how marketing analytics tools can help you segment and target new readers, how to differentiate between customers and your target audience, and finally how to read key metrics via conversion tracking.

Target Audience

Google Analytics can really provide you with a myriad of information, as long as you know where to find it and how to read the data. Website metrics will help you review user traffic and define all types of information about your visitors. This, in turn, will give you the opportunity to see exactly where your visitors are coming from, and even why they are visiting your content. Analytics should become a key part of your business objectives as they can be used to help you develop all types of areas of your business: sales (ecommerce), lead generation, content publishing, online information, and branding. Analytics can easily be used as a way to segment your traffic or your users and define your target audience, which will then help you identify areas where you can target new readers.

Important aspects of Google Analytics are metrics (quantitative measurements) and dimensions (characteristics). Once you have set up your dashboard you will be able to set all kinds of metrics and dimensions which will help you segment your users into different areas: from location and browser usage, to age, pages viewed and time spent on your website. It's always best to combine dimensions and metrics so that they share the same scope or view, that way all of the information that you collect will actually tell you a story from beginning to end. Your main goal is to get to know where your visitors come from and, from that, you will be able to define strategies to target new visitors and readers.

Google Analytics Dashboard Know Where Visitors Come From

As an authorpreneur, or any business owner for that matter, you must be able to differentiate between a "customer" and your "target audience". Your customers are actually going to help you learn all about your target audience, even if they aren't aware of it! The more you know about your target audience, the more you can connect with it, and the larger it will become. You want your readers to feel like they have an affinity with you, and that affinity will lead to loyalty as well as promotion within their circles. Basically, your goal will be to learn as much as possible about your readers in order to target the right people, and consistently grow your market. You can analyze your customers'

analytics; see where they come from and why. You can also track shares and mentions via social media and see what posts are more popular than others, or get to know your market by sending out questionnaires or surveys to those who have subscribed to your email list. By analyzing all of these areas you will be able to create surefire tactics to connect with and grow your target audience.

In addition to using all of the metrics available via Google Analytics, another way to define successful marketing tactics is to use online advertising strategies, and to then use conversion tracking to determine which campaigns are successful and which aren't. AdWords' Conversion Tracking feature can be used to define the number of sales or leads generated from different campaigns, which will then help you make informed decisions on where you should spend your money and where you shouldn't. In a first stage you will define what a conversion is for you: is it a book sale, or a new email subscriber? Is it a social share or a new Facebook Fan? Once you have defined this, the second stage will be to add a small piece of code to the page you will call your "conversion page" (this can be a "thank you" page or confirmation page, depending on what your conversion is). Then, once a visitor arrives on that page, Adwords Conversion Tracking will not only record the conversion but will actually drill the conversion down to a set of metrics that will show you exactly how the conversion took place, from beginning to end! This way you can easily track successful ads and ones that don't create any traction.

Adwords Conversion Tracking

Google Analytics, AdWords, and other online analytics and advertising tools all contain a huge pool of information that will help you create not only your own brand, but also develop and grow your target audience and pinpoint advertising strategies that work for you. All of this information can help you grow your business, and there are many extensive guides available online for free. You can't go wrong with using all of this available data to your advantage!

Overview of search engine optimization (SEO)

SEO stands for **Search Engine Optimization**. SEO is all about optimizing a website for search engines. SEO is a technique for:

- Designing and developing a website to rank well in search engine results.
- Improving the volume and quality of traffic to a website from search engines.
- Marketing by understanding how search algorithms work, and what human visitors might search.

SEO is a subset of search engine marketing. SEO is also referred as SEO copywriting, because most of the techniques that are used to promote sites in search engines, deal with text.

If you plan to do some basic SEO, it is essential that you understand how search engines work.

How Search Engine Works?

Search engines perform several activities in order to deliver search results.

- **Crawling**– Process of fetching all the web pages linked to a website. This task is performed by a software, called a **crawler** or a **spider** (or Googlebot, in case of Google).
- **Indexing**– Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- **Processing**– When a search request comes, the search engine processes it, i.e. it compares the search string in the search request with the indexed pages in the database.
- **Calculating Relevancy**– It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results**– The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.

Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings it is due to an algorithmic shift or something else outside of your control.

Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithms lead to major changes in results relevancy.

What is SEO Copywriting?

SEO Copywriting is the technique of writing viewable text on a web page in such a way that it reads well for the surfer, and also targets specific search terms. Its purpose is to rank highly in the search engines for the targeted search terms.

Along with viewable text, SEO copywriting usually optimizes other on-page elements for the targeted search terms. These include the Title, Description, Keywords tags, headings, and alternative text.

The idea behind SEO copywriting is that search engines want genuine content pages and not additional pages often called “doorway pages” that are created for the sole purpose of achieving high rankings.

What is Search Engine Rank?

When you search any keyword using a search engine, it displays thousands of results found in its database. A page ranking is measured by the position of web pages displayed in the search engine results. If a search engine is putting your web page on the first position, then your web page rank will be number 1 and it will be assumed as the page with the highest rank.

SEO is the process of designing and developing a website to attain a high rank in search engine results.

What is On-Page and Off-page SEO?

Conceptually, there are two ways of optimization:

- **On-Page SEO**– It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.
- **Off-Page SEO**– It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc.