

DMM 401
Digital Promotional Strategies

Skill Enhancement Course (SEC)

School of Vocational Studies



उत्तराखण्ड मुक्त विश्वविद्यालय

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UNIT- 1

DIGITAL PROMOTION STRATEGIES

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1.1 INTRODUCTION

Digital promotion is the use of one or more forms of electronic media to market or advertise a product or brand. Marketing or advertising platforms that may be used include social media, electronic billboards, mobile phones and tablets. An example of how a brand or organization may be used to advertise on another public website, on their own website or to use or create a

mobile application to promote their product or service can be through OOH - Out of Home, digital display boards, etc.

Digital Marketing is a marketing tool used to promote products, website, blog, portal, YouTube videos and audios digitally on the internet. This includes digital skills just like organic marketing: SEO and SMM. However, in case of digital promotion, we digitally promote our product on social media Instagram, Facebook, LinkedIn, etc so that people may get aware of the products.

1.2 OBJECTIVES

After the successful completion of this unit, you will be able to:

- Understand the basic concepts of digital promotion strategies.
- Understand the concepts of website planning and mobile marketing, content marketing, and e-commerce marketing ideas.

1.3 DIGITAL PROMOTION STRATEGIES

Digital Promotion strategies take a multi-channelled approach to distribute content, news, and offers.



1.4 WEBSITE PLANNING AND STRUCTURE

Basically, website planning is how your website is connected. How your main pages lead to deeper pages on your website. You can see it as how your navigation and sitemap are built.

Why Plan a Website Structure?

Well, you wouldn't build a house without a plan, so why would you want to build your business website without it. It helps you improve user experience, SEO, internal linking and simplicity

of usage. You should understand that planning a structure isn't just about the main website; it's also about blog and internal linking.

Essential Steps for Creating a Website Structure

- **Start by Getting the Basic Insights to Your Business-** This means getting to know your own business. It's not just important when you talk to a designer or whoever will create your website. This is important when for you too.
- **Start Doing Your Keyword Research-** Next step would be to dive into the keyword research. Paid tools have even more data to give a bigger edge when doing research for your business's keywords.
- **Competition Research -** In this step, we are technically still at keywords research, but we are going to go further into the competition of your website.
- **Create Your Website's URL Structure -** Most common URL structure looks like this. You have a homepage, services, about us, references/work, blog and contact. This represents your hierarchy, URL structure, and main navigation. You get something like this, a simple website diagram.

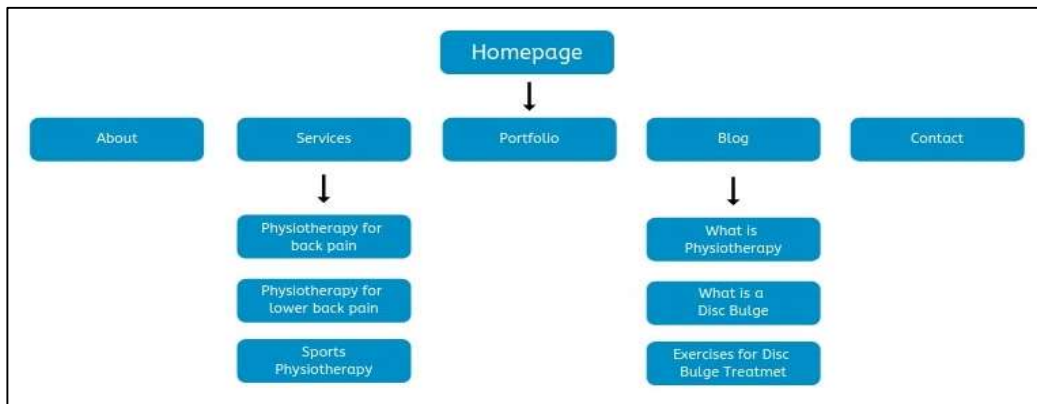


Fig. 1.2 Sample diagram of website planning

- **Create a Simple and Logical Navigation-** If you plan your website structure like shown above you shouldn't have any trouble creating the navigation for your website.
- **Create Your Navigation with HTML and CSS-** The safest way for crawlers to be able to read your navigation is to create your navigation with HTML and CSS.
- **Create an Internal Linking Strategy-** Internal linking is what makes your website structure to work for your website.

It helps the structure to be logical, help users navigate your website and it establishes your shared information's hierarchy.

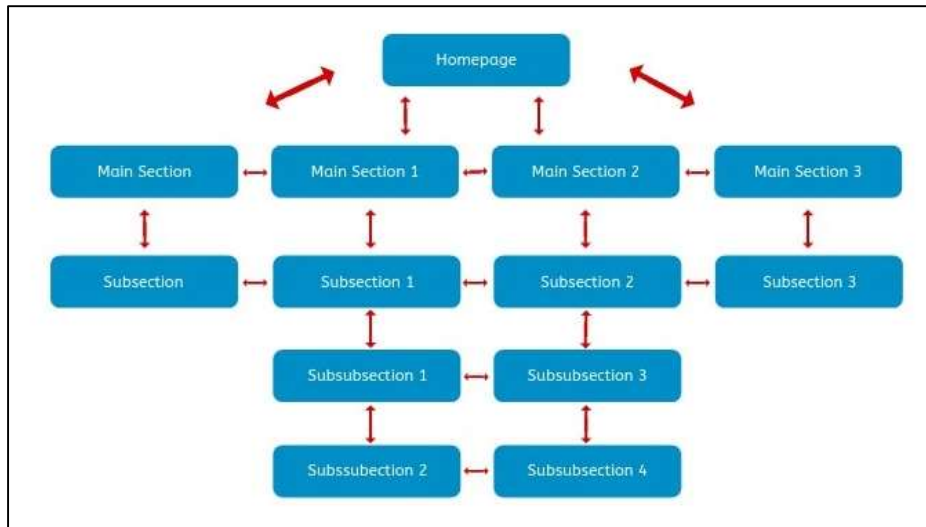


Fig. 1.3 Information hierarchy

- **Create a sitemap for your website-** The thing is that most search engines use sitemaps to find out about your new pages. It also helps search engine to index your pages faster than if you don't have one. There are many tools (Sitemap Generator) to do that, but most CMSes have something installed to create it.

1.5 E-MAIL MARKETING

E-mail marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, solicit sales or donations and build loyalty, trust, or brand awareness. Marketing emails can be sent to a purchased lead list or a current customer database. The term usually refers to sending email messages for enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads.

In general terms, email marketing is the use of email to promote your business. It is used to cultivate relationships with potential customers, keep current customers informed and updated on your brand, offer coupons to encourage customer loyalty, and more!

It is a direct form of marketing, similar to marketing through snail mail, but email marketing is much more efficient for your wallet and for environment since it's totally paperless!

Cheaper costs, easy to track ROI and its widespread reach are few of many benefits digital marketing offers.

1.6 ONLINE REPUTATION MANAGEMENT

Your online reputation is how others see you when they look for you online. Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find right materials when they look for you on the Internet.

The purpose of online reputation management is to create balance, counteract misleading trends, and allow you to put your best foot forward. Two cycles of online reputation are-

- Vicious Cycle: Ignore your online reputation and you risk falling victim to a vicious cycle of misinformation and rumours.
- Virtuous Cycle: Take care of your online reputation and you create a virtuous cycle of positive, quality materials that reflect well on you.



Fig. 1.4 Vicious Cycle

Your online reputation is forever-

If someone writes something negative about you online, it can put you at a serious disadvantage over the long term- especially if you're not aware of it. You might never know why you didn't get that apartment you wanted, or why a job offers never materialized after that phenomenal

interview. Therefore, it's important to keep tab on what people are saying about you online and take necessary steps to correct any inaccuracies.

1.7 AFFILIATE MARKETING & GOOGLE ADSENSE

Affiliate marketing is the process by which an affiliate earns commission for marketing another person's or a company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. The sales are tracked via affiliate links from one website to another.

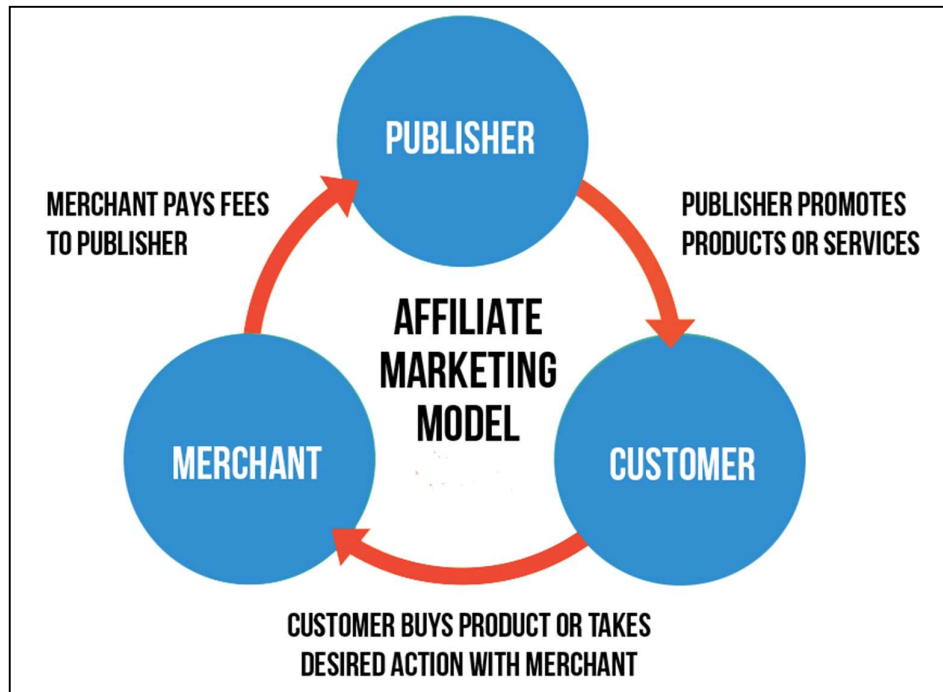


Fig. 1.5 Marketing Model

How Do Affiliate Marketers Get Paid?

A quick and inexpensive method of making money without the hassle of actually selling products, affiliate marketing has an undeniable draw for those looking to increase their income online. But how does an affiliate get paid after linking the seller to the consumer? The answer is complicated. The consumer doesn't always need to buy the product for the affiliate to get a kickback. Depending on the program, the affiliate's contribution to the seller's sales will be measured differently. The affiliate may get paid in various ways:

- **Pay per sale-** This is the standard affiliate marketing structure. In this program, the merchant pays the affiliate a percentage of the sale price of the product after the consumer purchases the product as a result of the affiliate's marketing strategies. In other words, the affiliate must actually get the investor to invest in the product before they are compensated.

- **Pay per lead-** A more complex system, pay per lead affiliate programs compensates the affiliate based on the conversion of leads. The affiliate must persuade the consumer to visit the merchant's website and complete the desired action — whether it's filling out a contact form, signing up for a trial of a product, subscribing to a newsletter, or downloading software or files.
- **Pay per click-** This program focuses on incentivizing the affiliate to redirect consumers from their marketing platform to the merchant's website. This means the affiliate must engage the consumer to the extent that they will move from the affiliate's site to the merchant's site. The affiliate is paid based on the increase in web traffic.

Why be an Affiliate Marketer?

Few reasons to become an affiliate marketer-

- **Passive income-** While any regular job requires you to be at work to make money, affiliate marketing offers you the ability to make money while you sleep. By investing an initial amount of time into a campaign, you will see continuous returns on that time as consumers purchase the product over the following days and weeks. You receive money for your work long after you've finished it. Even when you're not in front of your computer, your marketing skills will be earning you a steady flow of income.
- **No customer support-** Individual sellers and companies offering products or services have to deal with their consumers and ensure they are satisfied with what they have purchased. Thanks to the affiliate marketing structure, you'll never have to be concerned with customer support or customer satisfaction. The entire job of the affiliate marketer is to link the seller with the consumer. The seller deals with any consumer complaints after you receive your commission from the sale.
- **Work from home-** If you're someone who hates going to the office, affiliate marketing is the perfect solution. You'll be able to launch campaigns and receive revenue from the products that sellers create while working from the comfort of your own home. This is a job you can do without ever getting out of your routine role.
- **Cost-effective-** Most businesses require start up fees as well as a cash flow to finance the products being sold. However, affiliate marketing can be done at low costs, i.e. you can get started quickly without much hassle. There are no affiliate program fees to worry about and no need to create a product. Beginning this line of work is relatively straightforward.
- **Convenient and flexible-** Since you're essentially becoming a freelancer, you get ultimate independence in setting your own goals, redirecting your path when you feel so inclined, choosing the products that interest you, and even determining your own hours. This convenience means you can diversify your portfolio if you like or focus solely on

simple and straightforward campaigns. You'll also be free from company restrictions and regulations as well as ill-performing teams.

- **Performance-Based rewards-** With other jobs, you could work 80 hour/week and still earn the same salary. Affiliate marketing is purely based on your performance. You'll get from it what you put into it. Honing your reviewing skills and writing engaging campaigns will translate to direct improvements in your revenue. You'll finally get paid for the outstanding work you have done.

Google AdSense-

It is a program run by Google through which website publishers in the Google network of content sites serve text, images, video or interactive media advertisements targeted to the site content and audience. These advertisements are administered, sorted, and maintained by Google. They can generate revenue on either a per-click or per-impression basis. Google beta-tested a cost-per-action service, but discontinued it in October 2008 in favor of a DoubleClick offering (also owned by Google). In Q1 2014, Google earned US \$3.4 billion (\$13.6 billion annualized), or 22% of total revenue, through Google AdSense.

1.8 MOBILE MARKETING

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a targeted 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 on 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.

Create a Mobile Marketing Strategy-

A mobile marketing strategy is not a stand-alone effort, but it is a large chunk of any long-term or short-term marketing campaign—and its importance is only growing. From email, to PPC,

SEO, content, to social media marketing, there is a mobile marketing channel to reach every part of your audience where they are most comfortable.

Optimizing your website and email sends for mobile devices, taking advantage of the SMS and MMS channels, and building a native app for your most highly engaged audience are all big projects. So, start by updating your buyer personas to get a better idea of where the majority of your target audience spends its mobile time. That will give you your start line, and the rest will fall into a logical order. Mobile technology is not a fad that's going away any time soon. Optimizing your marketing strategy for mobile will give your brand an edge over the competition. Don't wait—go mobile today.

1.9 CONTENT MARKETING

Traditional marketing is becoming less and less effective by every minute; as a forward-thinking marketer, you know there has to be a better way of direct marketing as online through various mediums. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately drive profitable customer action.

Instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them solve their issues. Content marketing is good for your bottom line and your customers. Specifically there are three key reasons and benefits for enterprises that use content marketing: Increased sales, Cost savings, and loyal customers.

Content marketing is the present and future of marketing- Go back and read the content marketing definition one more time, but this time, remove relevant and valuable. That's the difference between content marketing and the other informational garbage you get from companies trying to sell you "stuff." Companies send us information all the time – it's just that most of the time it's not very relevant or valuable (can you say spam?). That's what makes content marketing so intriguing in today's environment of thousands of marketing messages per person per day.

1.10 ONLINE DISPLAY ADVERTISING

Display advertising (banner advertising) is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads effect.

A new world with an increasingly connected consumer

Top activities conducted by users online are reading or sending email, using a search engine to find stuff and of course interacting with communities with shared interests on social networks such as Facebook or twitter. This represents an enormous opportunity for companies to reach

out to a technologically savvy audience who is continuously interacting with the World Wide Web for various interests.

How do advertisers know who to target?

In order to uniquely identify anonymous users, online advertisers today tend to make use of cookies, which are unique identifiers of specific computers, to decide which ADs to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ADs from the site the user visited.

As advertisers collect data across multiple external websites about a user's online activity, they can then combine this information to create a picture of the user's interests to deliver even more targeted advertising. This aggregation of data is called behavioral targeting. Advertisers can also target their audience by using contextual and semantic advertising to deliver display ADs related to the content of the web page where the ADs appear. Retargeting, behavioral targeting, and contextual advertising all are designed to increase an advertiser's return on investment, or ROI, over untargeted ads.

As advertising needs become more sophisticated, display ADs can also be personalized based on a user's geography through geotargeting. Basic information such as a user's IP address can indicate a user's rough location with a limited degree of accuracy. This information can be supplemented further through the use of a phone's GPS or the location of nearby mobile towers to have a clearer indication of the user's current position for a mind-boggling array of advertising possibilities.

What is used to measure the success of Display Marketing?

If your organization intends to activate display advertising, it is important to understand some key metrics that you will encounter throughout your engagement process such as Reach, Click through Rates, Bounce rates, Conversion rates and of course return on Investment in order to have a better picture of the performance of your online display marketing activities.

Reach

Reach for online advertisements are defined by the number of people who can potentially view your advertisement online. Typically, this will be represented by the number of visitors visiting the advertisement network you plan to use.

Click through Rate (CTR)

Typically, when we talk about online marketing, a click through rate refers to the likelihood of a user clicking on your online initiative. This is generally used as a benchmark by advertising agencies to gauge how well an advertisement or a campaign is received by the audience.

Bounce Rate (BCR)

Bounce rate is the percentage of visits that go only to one page before exiting the site. When a user bounces on a page advertised by a display advertisement, it indicates that the user was intrigued enough to click on the advertisement, but when they visited your site; they found that what they saw on the advertised page is not relevant to them.

There are a number of factors that contribute to your bounce rate. For example, visitors might leave your site from the entrance page if there are site design or usability issues. Alternatively, visitors might also leave the site after viewing a single page if they were not able to find what they were expecting.

Conversion Rate (CVR)

The conversion rate basically tells you what percentage of the people clicking through an AD ended up completing an action or a goal that the advertiser desired. This could be anything from a purchase made online, a registration for a newsletter or even a request for more information.

Return on Investment (ROI)

When brands embark on display marketing, there is always a cost involved together with a goal to be achieved. Return on investment tries to quantify how much value is obtained for every rupee spent. In its simplest form, imagine an advertisement that will run for a month before Valentine's that you are using to drive traffic from search engines to market flowers throughout India. If the cost of the campaign was Rs 10,000.00 and the sales generated by the campaign were Rs 50,000.00, this means that for every Rs 1 spent, the brand earned Rs 5 back.

1.11 E-COMMERCE MARKETING

E-commerce marketing is the practice of using promotional tactics to drive traffic to your online store, converting that traffic into paying customers, and retaining those customers post-purchase. A holistic e-commerce marketing strategy is made up of marketing tactics both on and off your website. A sound marketing strategy can help you build brand awareness, drive customer loyalty, and ultimately increase online sales. You can use e-commerce marketing to promote your online store as a whole or to drive more sales for specific products. Below is an overview of a few practical ideas to try.

1.12 POINTS TO REMEMBER

- Digital promotion is the use of one or more forms of electronic media to market or advertise a product or brand.
- Website planning and structure can help to improve your user experience, SEO, your internal linking and the simplicity of usage.
- Email marketing is the act of sending a commercial message, typically to a group of people, using email.

- Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet.
- Affiliate marketing is the process by which an affiliate earns a commission for marketing another person's or a company's products.
- 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.

1.13 GLOSSARY

- E-mail marketing is the act of sending a commercial message, typically to a group of people, using email.
- Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet.
- Website planning is the practice of getting to understand the goals of your business before any design work is done.
- Effective Digital promotion Strategies and tactics are- Video marketing, Marketing Automation using artificial intelligence, Social Media Marketing (SMM), E-mail Marketing, Responsive Web Design, Remarketing, Content Marketing (CM), Local Search Marketing (LSM), Search Engine Marketing (SEM) and Search Engine Optimization (SEO).
- Website planning starts with carefully considering the target audience and your services ready to deliver.
- Search Engine Optimization is an important part of website development. Each page must be carefully structured (headings, navigation, layout, titles and links) and keywords strategically employed to improve your site's chances of ranking in search engine results.

1.14 CHECK YOUR PROGRESS

Descriptive type questions-

- a) Explain the concept of Digital Promotion Strategy in brief.
- b) How do affiliate marketers get paid?
- c) What are the benefits of Social Advertising?
- d) What do you understand by digital display advertising?
- e) Write down the advantages of mobile marketing.

Objective type questions (True/ False)-

- a) Digital promotion is the use of one or more forms of electronic media to market or advertise a product or brand. (True/ False)
- b) Email marketing is the act of sending product online. (True/ False)
- c) ORM means taking control of the offline conversation. (True/ False)
- d) Facebook, Instagram, and Twitter are social media platforms. (True/ False)
- e) An infographic is a collection of maximum text to explain a topic. (True/ False)

Answers-[a] True [b] False [c] False [d] True [e] False

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UNIT- 2

SOCIAL MEDIA MANAGEMENT

2.1	INTRODUCTION
2.2	OBJECTIVES
2.3	SOCIAL MEDIA STRATEGY & PLANNING
2.4	INFOGRAPHICS
2.5	SOCIAL MEDIA MANAGEMENT TOOLS
2.6	SOCIAL MEDIA MEASUREMENT & REPORTING
2.7	SOCIAL ADVERTISING
2.8	POINTS TO REMEMBER
2.9	GLOSSARY
2.10	CHECK YOUR PROGRESS
2.11	BIBLIOGRAPHY/ REFERENCES
2.12	SUGGESTED READINGS

2.1 INTRODUCTION

I hope you are well aware about social media, but did you ever think about how the social media can be a business game changer? Today most of the businesses get inspired by social media either positively or negatively. You have to rethink about the utilization of social media for the growth of your business. Digital marketing encompasses many moving pieces of different social media. You need to identify how to manage social media for your business, because social media plays an important role using various social media channels to effectively grow your reach, influence and conversions.

Social media management is the process of creating, scheduling, analyzing, and engaging with content posted on social media platforms, like Facebook, Instagram, and Twitter. A social

media manager may be employed by a brand, individual, or business to reach new customers online or to improve and maintain their reputation. Social media managers are experts at handling social media activity, from responding to customer comments to developing strategy on how to achieve long term marketing goals by publishing original content. However, there are also social media management tools that give you control over your own strategy.

Even if your time is limited, social media management tools and services can make your social media presence a priority. And if you aren't making social media a priority at this point in the game, you're in trouble. Social media plays an integral part in the business landscape. With 3.2 billion people using social media around the world, and 11 new users every second, it's safe to say the fad has turned into a global standard. Social media management tools and services can help you reach this huge audience and make running a social media campaign decidedly simpler.

If you're keen to kickstart your business social media strategy, there are expert services you can consult with. You can use our simple tool to get a few comparable quotes for digital marketing and social media management services. In this comprehensive guide, we'll explain how you can take advantage of social media management and traverse the media landscape in style.

How Can Social Media Benefit Your Business?

Social media management tools and services are designed to make marketing easier, which ultimately increases profits. After all, what's the point of paying for new software or services if they aren't going to improve your bottom line? Social media management tools and services come with a bevy of helpful benefits that will reinvigorate your marketing efforts and put your company in front of your target audience. Social media management can help you:

- Save time – by scheduling posts in advance, rather than burdening yourself with remembering to post at peak hours during the day.
- Increase authority – by posting multiple times a day on a wide range of platforms.
- Understand your audience – by providing in-depth analytics that explain who is following you, where they're coming from, and what they want from your business.
- Improve customer support – by creating a simple pathway for customers to inquire about your company through social media and making it simple for you to respond.
- Take control of your brand's reputation – by allowing you to monitor comments and feedback more closely, and respond as quickly as possible.
- Foster innovation- by encouraging creative collaboration across new platforms, for each social media campaign.

Clearly, social media management has benefits. But, understanding how it works is only the first step in deciding whether or not you should purchase one of these tools or services for your own business.

- **Social Media Management Cost-** Social media management tools and services vary in costs, which is why it's so important to get a tailored quote before you make a decision. Above all, you'll want an accurate estimate of how much social media management tools and services will cost for the particular scale and needs of your business.
- **Cost of Social Media Management Tools-** Most social media management tools charge by two important factors: the number of accounts you plan on managing and the number of posts you plan on scheduling in advance.
- **Social Media Accounts-** The beauty of social media management tools is your ability to schedule posts for Facebook, Instagram, Twitter, and even LinkedIn from a single platform. However, depending on how many accounts you're looking to manage, the price could go up. Whether you're popular on a wide range of platforms, or just have six different Twitter accounts that you want to manage, make sure you know exactly how much it costs to add extra accounts to your service, as it could cost you a pretty penny.
- **Social Media Posts-** The primary purpose of social media management tools is to schedule posts in advance so you don't need to perfectly time out your day to hit those peak hours. However, if you're trying to take the “quantity over quality” approach, you might need to pay a little extra. Even if you only have one account, some social media management tools will put a limit on the number of posts you can schedule in advance. The more posts you want to schedule, the higher the price, so make sure you take that into account when picking your tool.
- **Cost of Social Media Management Services-** If you're looking to truly break open the potential of a social media campaign, social media management services are the best way to go. The price is understandably a bit higher, but the results you'll see from such social media marketing specialists will be more than worth it.

Unlike social media management tools, these services offer everything from marketing strategy to paid advertising to improve your overall strategy on social media. Because of this, social media management services vary greatly in cost depending on a wide range of factors, including: Size of your company, how often you plan on posting, type of services you require,

which platforms you want to share content on the level of analytics you need and whether or not you'll provide customer service through social media.

When it comes to social media management services, varying costs make it imperative to get a customized quote before you make a decision. To get a good idea of what's out there; take a look at a few tools and services we have reviewed below.



2.2 OBJECTIVES

After the successful completion of this unit, you will be able to:

- Understand social media management tools.
- Plan social media strategy for your business.
- Understand social media measurement & reporting for growing your business.

2.3 SOCIAL MEDIA STRATEGY & PLANNING

Whether you hire a social media marketing service or take advantage of a wide range of tools, you'll be able to transform your strategy from dab to fab without spending too much or wasting too much time. You'll be able to:

- Manage multiple accounts across various platforms
- Analyse social engagement
- Schedule posts in advance
- Receive comprehensive reports of analytics
- Monitor comments and respond efficiently
- Collaborate with team members on content

Irrespective of any additional software or service your company takes advantage of, the ultimate goal of social media management is to save time and improve profits. So how does social media management create specific benefits for your company? Read on.

2.4 INFOGRAPHICS

An infographic (information graphic) is a representation of information in a graphic format designed to make the data easily understandable at a glance. We use infographics to quickly communicate a message in the form of information with graphics. It is a simple way to present large amounts of information in the form of graphics. Infographics are used by all levels of management for high-level views of data. Infographics include bar graphs, pie charts,

histograms, line charts, tree diagrams, mind maps, Gantt charts, and network diagrams. Such tools are often components of business intelligence software.

Infographics are great for making complex information easy to digest. They can be helpful when you want to- Provide a quick overview of a topic, explain a complex process, display research findings or survey data, summarize a long report, compare and contrast multiple options, raise awareness about an issue or cause, etc.

2.5 SOCIAL MEDIA MANAGEMENT TOOLS

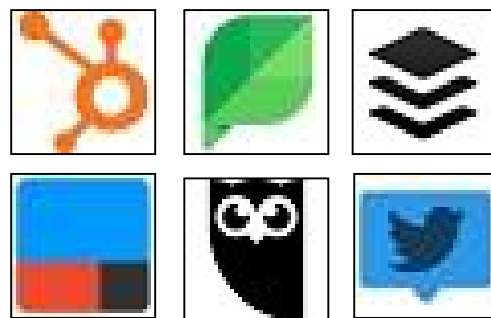
Engaging with your audience through social media is more important than ever. Customers interact with brands via Twitter, Facebook, Instagram, LinkedIn and more, and they expect fast responses and professional outputs. If you are just dipping your toe in the social media marketing waters, do-it-yourself tools are a great way to get started. These platforms can help you manage your own campaigns with simple, comprehensive interfaces designed for the most novice of social media manager.

Social media management tools are often very affordable and many offer free versions to test out before you buy. However, if you want to really make a difference on social media, you're going to need a bigger boat. While social media management tools can help your company increase the quantity of your content, improving the quality of your content is just as important when it comes to engaging your target audience.

Fortunately, social media management services are equipped with the knowledge and resources to manage your social media presence right. Through targeted posting, sponsored ads and a wide range of social media tactics that are far beyond common knowledge. These services can bring your social media game to the next level.

Now you know what social media management involves, its benefits, and the cost factors that will determine what sort of price quote you can expect, here are some examples of the companies that can help you. We've put together a selection of the top social media management tools and services available in 2019.

If you would prefer to be hands-on with your brand's social media, then there are some brilliant tools you can choose, to manage how you go about this. Social media for business shouldn't involve logging into a standard Facebook or Twitter account, just like you would with a personal page. Businesses need to be smarter. Social media management tools can let you schedule updates, manage



customer service comments efficiently and learn about trends in how your customers interact

with your brand. Some of the best social media management tools include: Buffer, Hootsuite, Sprout Social, HubSpot, Tweet Deck and many more.

If you are confident in your ability to run a successful social media campaign, social media tools will be a great start for growing your business.

2.6 SOCIAL MEDIA MEASUREMENT & REPORTING

Social media measurement, 'social media monitoring' or social listening is a way of computing popularity of a brand or company by extracting information from social media channels, such as blogs, wikis, news sites and micro-blogs such as Twitter, social networking sites, video/photo sharing websites, forums, message boards and user-generated content from time to time. In other words, this is the way to calibre success of social media marketing strategies used by a company or a brand. It is also used by companies to gauge current trends in the industry. The process first gathers data from different websites and then performs analysis based on different metrics like time spent on the page, click through rate, content share, comments and text analytics to identify positive or negative emotions about the brand.

Social Media Measurement process starts with defining a goal that needs to be achieved and defining the expected outcome of the process. The expected outcome varies per the goal and is usually measured by a variety of metrics. This is followed by defining possible social strategies to be used to achieve the goal. Then the next step is designing strategies to be used and setting up configuration tools that ease the process of collecting the data. In the next step, strategies and tools are deployed in real-time. This step involves conducting quality assurance tests of the methods deployed to collect the data. And in the final step, data collected from the system is analysed and if the need arises, it is refined on the run time to enhance the methodologies used. The last step ensures that the result obtained is more aligned with the goal defined in the first step.

Data Acquisition- Acquiring data from social media is in demand of an exploring the user participation and population with the purpose of retrieving and collecting so many kinds of data (e.g. comments, downloads etc.), there are several prevalent techniques to acquire data such as Network traffic analysis, Ad-hoc application and Crawling.

Network Traffic Analysis- Network traffic analysis is the process of capturing network traffic and observing it closely to determine what is happening in the network. It is primarily done to improve the performance, security and other general management of the network. However, concerned about the potential tort of privacy on the Internet, network traffic analysis is always restricted by the government. Furthermore, high-speed links are not adaptable to traffic analysis because of the possible overload problem according to the packet sniffing mechanism.

Ad-hoc Application- Ad-hoc application is a kind of application that provides services and games to social network users by developing the APIs offered by social network companies

(Facebook Developer Platform). The infrastructure of Ad-hoc application allows the user to interact with the interface layer instead of the application servers. The API provides a path for application to access information after the user login. Moreover, the size of the data set collected vary with the popularity of the social media platform i.e. social media platforms having high number of users will have more data than platforms having less user base Scraping is a process in which the APIs collect online data from social media. The data collected from Scraping is in raw format. However, having access to these types of data is a bit difficult because of its commercial value.

Crawling - Crawling is a process in which a web crawler creates indexes of all the words in a web-page, stores them, then follows all the hyperlinks and indexes on that page and again stores them. It is the most popular technique for data acquisition and is also well known for its easy operation based on prevalent Object-Orientated Programming Language (Java or Python etc.). And most important, social network companies (YouTube, Flickr, Facebook, Instagram, etc) are friendly to crawling techniques by providing public APIs Applications.

Social Media Reporting-

A social media report can be anything from a bare-bones spreadsheet listing raw numbers to a spiffy slide presentation packed with analysis. It all depends on the purpose of your report. When you're deciding what to include in your own, ask yourself the following questions:

- Who is your target audience?
- Are you reporting on ongoing results or a specific campaign?
- What information is most relevant in this context?

Your answers will guide how you structure the document. Here is a basic outline to get you started. Consider it the foundation of our social media report template, which you can download for free below. Mix and match the sections to create a custom social media reporting tool that works for your intended audience and needs as follows-

Introduction- Start your social media report with a quick summary of the intended goals, strategy, tactics, and success metrics. This provides context so your readers understand what to expect in the rest of the report.

Success snapshot- Next, provide a quick snapshot of the campaign's performance (or of your monthly or weekly performance, if it's a regular report). This is just a quick overview of the most important results. For example, you might want to list high-level data like total new followers, total engagements, or total website traffic. You'll get into the details in the next section.

Data tracking- This section is all about the numbers. For context, it's a good idea to provide some previous results as well. If you're reporting on a campaign, look for a similar past

campaign so you can compare what you achieved. If you're creating a regular weekly or monthly report, track your results compared to the previous several weeks or months so you can start to see any ongoing trends.

The specific data you'll want to include in your social media marketing report will depend on the goals and related metrics that you're tracking, but here are some of the most common numbers to include for each social network:

- Number of posts
- Net followers gain or loss
- Number of likes
- Post reach
- Number of comments
- Number of shares
- Number of page/profile views
- Number of clicks on post links
- Number of clicks on the link in your bio
- Number of story views
- Number of video views
- Top performing post(s)

In addition, you may want to report on the following overall data:

- Number of leads generated
- Number of conversions
- Total revenue generated
- Total spent (on social ads)
- Social share of voice
- Social sentiment

Of course, you can include much more data if it's relevant to your campaign objectives. For a full breakdown of all the numbers you might want to include in your social media report, check out our post on social media metrics that really matter.

2.7 SOCIAL ADVERTISING

Social advertising is the process of creating and deploying clickable ads to reach target audiences through social media platforms, messaging apps, news feeds, and even outside apps and websites. Companies use social advertising campaigns to build brand awareness, generate leads, and/or capture sales revenue. Social advertising is particularly effective at driving engagement and conversions because social media platforms offer a treasure trove of highly specific and actionable user data. Audiences can be defined based on past behaviour, purchase history, and/or how well users match up with target persona demographics and interests.

Targeted audiences may be completely unfamiliar with the brand and/or product being advertised. But the message has a good chance of resonating and getting an immediate response in a data-rich and highly personalized social media environment.

Benefits of Social Advertising-

Social media permeates daily life. It's where users keep up with friends, interests, and events on a daily basis. In 2018, there were nearly 3.2 billion social media users worldwide, and 73% of Americans were using more than one social media platform. The sheer numbers of people who can be reached through social media platforms is staggering. But there are other benefits, perhaps even more important ones that make social advertising a uniquely valuable investment.

- **Brand Awareness-** Social advertising offers start-ups and small businesses a fighting chance in a crowded, noisy field of competitors. In fact, there's no better way to reach people who would likely be interested in a new product, service, or app based on their individual characteristics, interests, and past behaviours. Likes, shares, tags, and comments can not only create a buzz for a brand or offering in a very short time but also influence user's social networks.
- **Improved Conversion Rates-** By virtue of how and where social advertising appears, and how precisely it's targeted, it's less likely to trigger people's natural resistance to sales. It's also likely to grab users' attention, as they're more actively engaged on social media platforms than with traditional channels. Responding to social ads feels as natural as it is easy; signups/downloads, and purchases are just a click away. For all these reasons, social advertising offers one of the highest conversion rates of any marketing medium.
- **Efficient Return of Investment (ROI) -** Social advertising is a relatively low-cost approach that offers ultra-specific user data and unmatched targeting abilities. During the course of their campaigns, social advertisers can easily access and optimize ad performance and count on steadier, more predictable response rates as social advertising propels growth, start-ups can scale quickly on a limited budget.
- **Brand Loyalty-** Although the cost of acquiring new customers through social advertising is relatively low, loyal repeat customers tend to spend more—67% more, on average, than new customers. Social advertising not only keeps brands top of mind for past buyers but also reaffirms their choices and turns them into brand ambassadors who are eager to bring friends and family on board.
- **Marketing Insights-** Social advertisers can measure both brand sentiment and campaign performance via ad impressions and engagement, increases in followers, brand mentions, traffic driven to the website, and leads/sales generated. Advertisers can also see what's working with various target audiences and refine their social ad campaigns and branding strategies in a timely, cost-effective way.

Some Popular Social Advertising Platforms-

Some popular social media advertising channels are-

- **Facebook-** Facebook has the largest user base of any platform (2 billion users) and the largest share of display ads of any social network. It also offers the highest ROI for social advertisers.

- **LinkedIn-** LinkedIn is the world’s leading career- and professional networking-oriented site. The platform currently boasts 610 million users, with 4 out of 5 in decision-making roles.
- **Pinterest-** As a hub for wedding, cooking, and fashion ideas, Pinterest has a mostly female user base. Users are free to “pin” ideas they like, including sponsored content, to their own boards for connected users to see and share. A majority of users say they use Pinterest specifically to shop, even if they wait to purchase, and 98% have tried new things they discovered on the platform.
- **Instagram-** Instagram is a highly visual platform with more than 800 million monthly users and 25 million business profiles. Half of Instagram users follow one or more brands, 60% have learned about a new product or service through the platform, and 70% have searched Instagram for a particular business.
- **Google App Campaigns-** Google App Campaigns offers broad reach and visibility. Google takes advertisers’ text and creative elements from their Google play store listing to create and deploy ads across a variety of channels including Google search, Google Play, YouTube, websites, and other apps. As of this year, Google App Campaigns has helped drive 17+ billion app installs.

2.8 POINTS TO REMEMBER

- Traditional marketing is becoming less and less effective every minute; as a forward-thinking marketer, you know there has to be a better way.
- Display advertising (banner advertising) is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics.
- Social media management is the process of creating, scheduling, analyzing, and engaging with content posted on social media platforms, like Facebook, Instagram, and Twitter.
- An infographic is a collection of imagery, charts, and minimal text that gives an easy-to-understand overview of a topic.
- Some of the best social media management tools include: Buffer, Hootsuite, SproutSocial, Hubspot and TweetDeck.

2.9 GLOSSARY

- **Infographics-** An infographic (information graphic) is representation of information in a graphic format designed to make the data easily understandable at a glance.
- **Social advertising-** It is the process of creating and deploying clickable ads to reach target audiences through social media platforms, messaging apps, news feeds, and even outside apps and websites.

2.10 CHECK YOUR PROGRESS

Descriptive type questions-

- a) Why are infographics used?
- b) How can social media benefit your business?
- c) How much does Social Media Management cost?
- d) How a good social media strategy benefits your business?
- e) Design a plan to measure Facebook marketing done by you for the desired growth of your business.

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UNIT- 3

BLOG WRITING

3.1	INTRODUCTION
3.2	OBJECTIVES
3.3	BLOG, BLOGGING AND BLOGGER
3.4	BLOG VS. WEBSITE
3.5	TYPES OF BLOGS
3.6	IMPORTANCE OF BLOG
3.7	HOW TO CREATE A BLOG
3.8	BLOG CUSTOMIZATION
3.9	OPEN-SOURCE PLATFORMS FOR CREATING BLOG
3.10	POINTS TO REMEMBER
3.11	GLOSSARY
3.12	CHECK YOUR PROGRESS
3.13	BIBLIOGRAPHY/ REFERENCES
3.14	SUGGESTED READINGS

3.1 INTRODUCTION

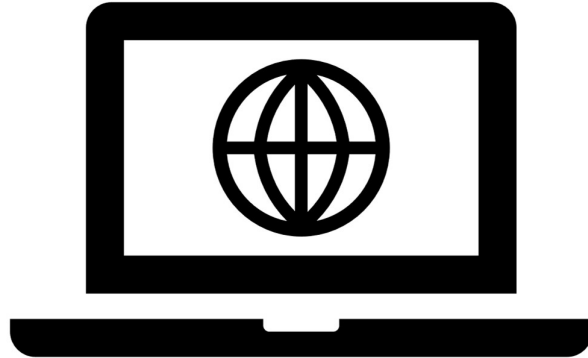
Blog is an abbreviated form of "Web log" published on Internet. It is a kind of discussion or informational board which is frequently updated. Blog is a place where writer of the blog (blogger) writes or share their views on any topic.

In other words, a blog is a type of website that is updated regularly with new contents. Most blogs contain short, informal articles called blog posts. These posts usually contain some combination of text, photos, videos, and other media. At its end, a blog is just a space on web that you can create to record and express your opinions, experiences, and interests.

Some of the most-read blogs are seems online magazines because they are written by a team of people paid or free of cost to update the blog with new posts several times. However, a majority of blogs are written by one person. As a result, the average blog is fairly personal, reflecting the interests and personality of the person who writes it. Several types of bolgs are more popular, such as- Personal Blogs, Parenting Blogs, Fashion Blogs, Food Blogs, Artist’s Blog, News Blogs, Political Blog, etc.

Why Blogs?

Some bloggers consider blogging as a hobby, but not all. Blogging can be a fair medium of earning while sharing your experience and knowledge with others. As many bloggers spend several hours each week writing blog posts, replying to comments, and more. There are many reasons why people write blogs. Some of the common reasons are-



- Writing a blog open up a world without borders.
- To share your experiences and expertise with others.
- To increase traffic for your website.
- To increase your SEO level.
- To position your brand as an industry leader.
- To develop better customer relationships.

3.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Differentiate between blog and website.
- Create your own blog.
- Customize your own blog.
- Know the various types of blogs.

3.3 BLOG, BLOGGING AND BLOGGER

As mentioned in the introduction part of this unit a blog is a kind of website where a blogger publishes/share information frequently. Nowadays, with the exponential growth of the Internet, more and more people have started to write online content; one of the popular mediums is to write blogs. Thousands of bloggers around the world have created a large audience group, followings and earning good amount of money. The objectives behind writing a blog is to share information about a variety of things, their day to day happenings, tips, and tricks or even professional articles that help them promote their businesses online.

A blog is a versatile platform for all their users because of its broad range of uses. It enables you to have an online presence which makes it incredibly easy to connect with readers and gather the opinions of the people as well. A blogger is a person or a group of people who writes and maintains a blog. The process of writing a blog is called blogging.

3.4 **BLOG VS. WEBSITE**

A blog is basically a list of articles (blogs) which is generally presented in chronological order. In blogs the recent content is shown first. Anyone can create a blog with the help of the following service providers, e.g. WordPress, Blogger, etc. Blog is a kind of personal online journal which is updated frequently and intended for public attention and usage. Basically, blogs have proved as a good medium of advertisements for an organization's website.

On the other hand, website is much broader which includes several pages and more flexible in terms of facilities. A website can be customized as per the demands of its owner/client. It is constructed under a single domain name and also consists of several pages (web page), all the pages are interconnected to each other.

S. No.	Blog	Website
2	Blogs are regularly updated with new content, which is displayed in reverse chronological order (newer posts first).	Typical websites are static in nature where content is organized in pages, and they are not updated frequently.
2	A blog is dynamic, and it is usually updated more frequently. Some bloggers publish multiple new articles a day.	A website can be static or dynamic. A static website cannot be updated frequently. Whenever you want to update its content you need to contact to your website developer, where as in dynamic websites this facility is given to the website owners/admin.
3	Blogs can be part of a larger website. Often businesses have a blog section where they regularly create content to inform and educate their customers.	Generally, in medium and small size websites, they do not maintain their own blog. If anyone wants to update their blogs it is good habit for their business.
4	All blogs can be a website or part of a website.	Not all websites can be called blogs.
5	Blogs have articles that are organized using categories and tags.	Websites use pages to organize and display content.

3.5 **TYPES OF BLOGS**

- **Personal Blogs-**

Personal blogs are those kinds of blogs where blogger shares his/her experiences, feelings, and innermost thoughts with audience. Some personal bloggers focus on particular interest, such as a hobby, some focus on something they are passionate about and some others focus on their struggle, etc.

- **Parenting Blogs-**

Readers of parenting blogs are willing to improve the parenting skills. These types of blogs are basically involved in social activities related to parents guiding principal, such as- kid's activities, kid's food, early education at home, etc.

- **Fashion Blogs-**

Fashion blogs are one of the most popular types of blogs on the internet. Fashion bloggers get invited to major events and also receive special perks in some cases.

- **Food Blogs-**

Food blogs are an attraction place for food lovers. It also attracts readers interested in recipes, ingredients, healthy eating, fine dining, and other food related stories.

- **Affiliate Blogs-**

Affiliate blogs are those where bloggers generate affiliate marketing commissions. Instead of promoting their own products, they write blog posts for others and get good earning. This is a kind of freelancing where someone can work freely from anywhere, anytime.

- **Artist's Blog-**

An artistic blog focuses on any type of art that the artist creates, such as paintings, drawings, sculpture, music, photography, writing, etc.

- **News Blogs-**

News blogs are those where blogger creates handful amount of daily news and generates huge visitors. These blogs are popular around the world.

- **Political Blogs-**

Political blogs specially cover news on politics, analysis of political news, opinions about political parties, etc.

- **Travel Blogs-**

Travel blogs are useful for travel tips, advice, and destination guides. Nowadays, they are becoming more popular due to cheap air travel and people are traveling more than ever.

- **Sports Blogs-**

Sports blogs may include sports related activities such as various sports, sports organization, general fitness, athletes, etc.

- **Finance Blogs-**

Financial blogs are about financial advice to manage our finances efficiently and effectively. Such blogs cater financial management, investment awareness, best investment options, etc.

- **Lifestyle Blogs-**

Lifestyle blogs are one of the popular types of blogs on the Internet. Lifestyle blogs have variety of readers; such readers are interested in culture, arts, local news, politics, etc.

- **Entertainment blogs-**

Entertainment blogs have a wide range of audience who search for enjoying videos, trending music, etc. These kinds of blogs are more popular among youngsters.

- **Freelancers' blogs-**

Freelance bloggers are those who are paid for providing services. If you are looking for a way to get paid for writing as a service and have experience in blogging, freelance blogging is the way to earn good.

3.6 IMPORTANCE OF BLOG

- Blogging improves search engine rankings.
- Blogs are trustworthy & informative.
- Blogs are expert's expression.
- Blogs are entrepreneur's platform.
- Blogs refine your thoughts.
- Blog rewards.
- Blogs open up a world without borders.
- Blogs provides opportunity to learn.
- Blogging is easy.
- Blogging develops communication skills.
- Blogging helps to develop and strengthen relationships with your customers.
- Blogging connects people to your brand.
- People trust over blogs.
- Blogging drives traffic for your website.
- Blogging encourages internal links.
- Blogging is essential for successful social linkages.

3.7 HOW TO CREATE A BLOG

You can create your own blog with any of the following e.g. Blogger, WordPress, Tumblr, Weebly, Joomla, Yola and Contentful. Here is the step-by-step process of creating blogs with “blogger.com”, which is a popular platform to create a blog. The blogger.com is a Google’s product, which is also known by the “blogspot.com”. As- (Fig. 3.1 blogspot.com)

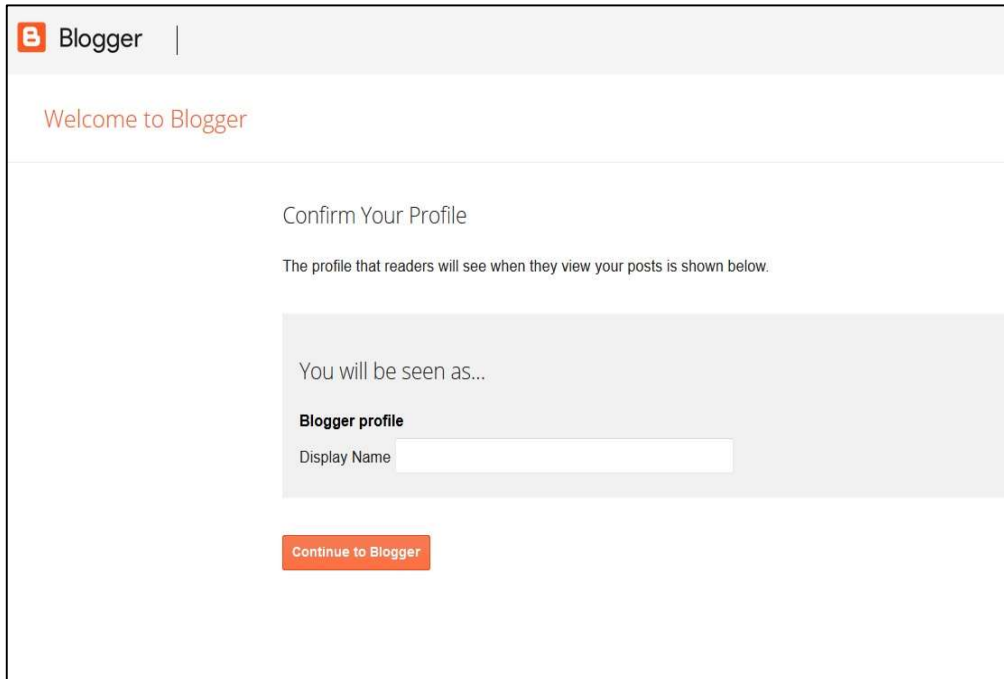
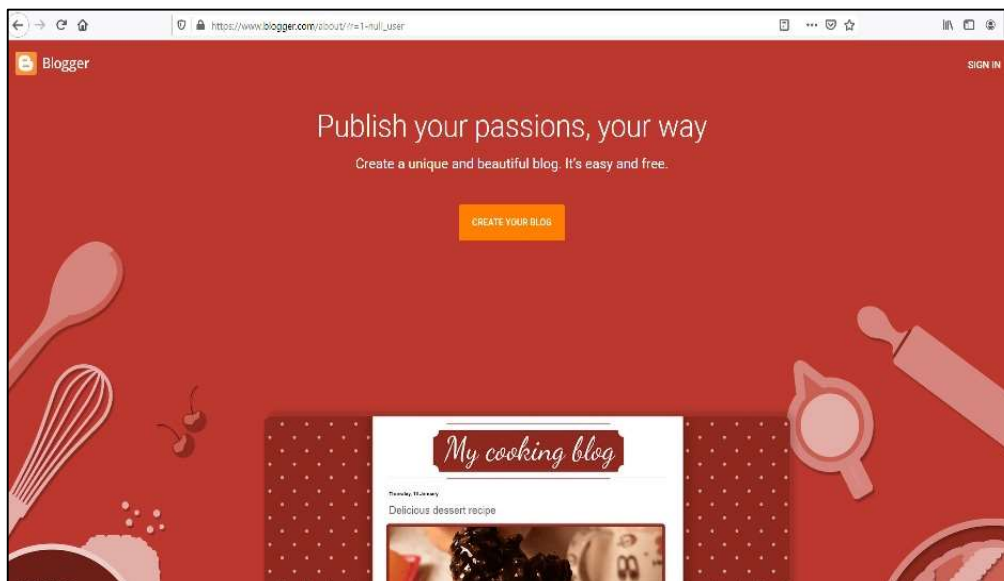


Fig. 3.1 blogspot.com



Step 1- Type the “blogger.com” in your browser’s address bar and press enter key. (see fig 3.1)

Step 2- Click on “create your blog” button. (See the fig. 3.1)

Fig. 3.2 Create login for blog creation.

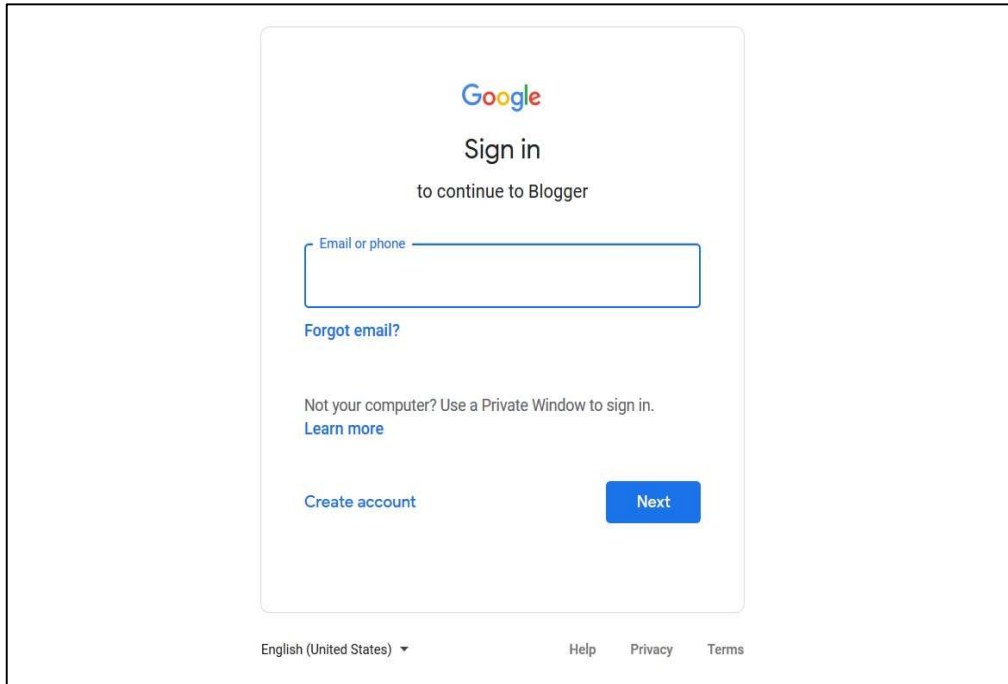


Fig. 3.3 Create blog.

Step 3- Put your google ID and password (if you have a google account, such as gmail account). If you do not have any google account than click on “create account” link displayed on the fig. 3.2.

Step 4- Please type the name of your blog profile in the “display Name” box, which you want to display in the blogger profile. For example- Vocational School. (see fig. 3.3)

Step 5- Now click on “Create New Blog” button to create a new blog. See the figure.

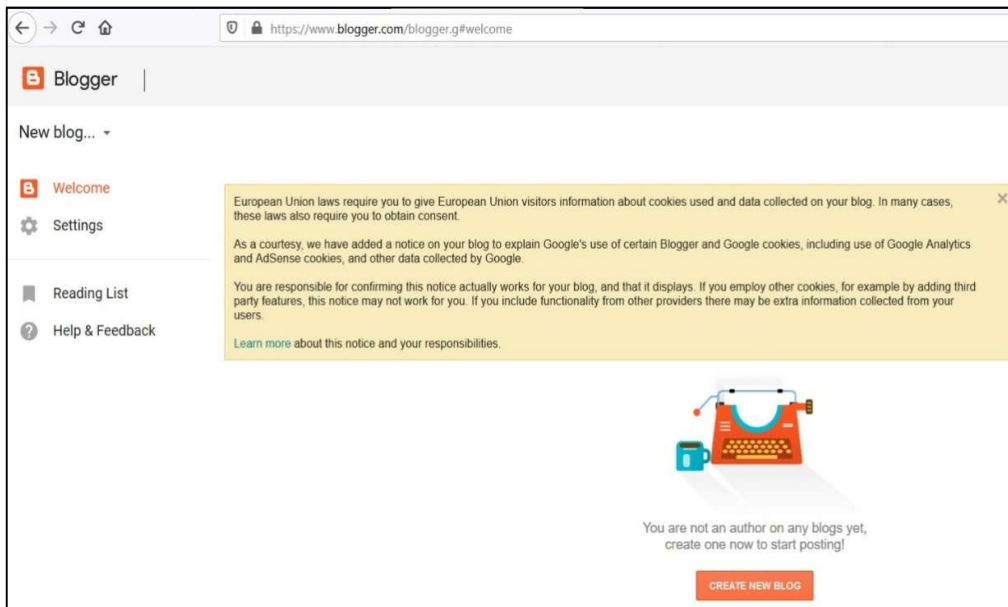


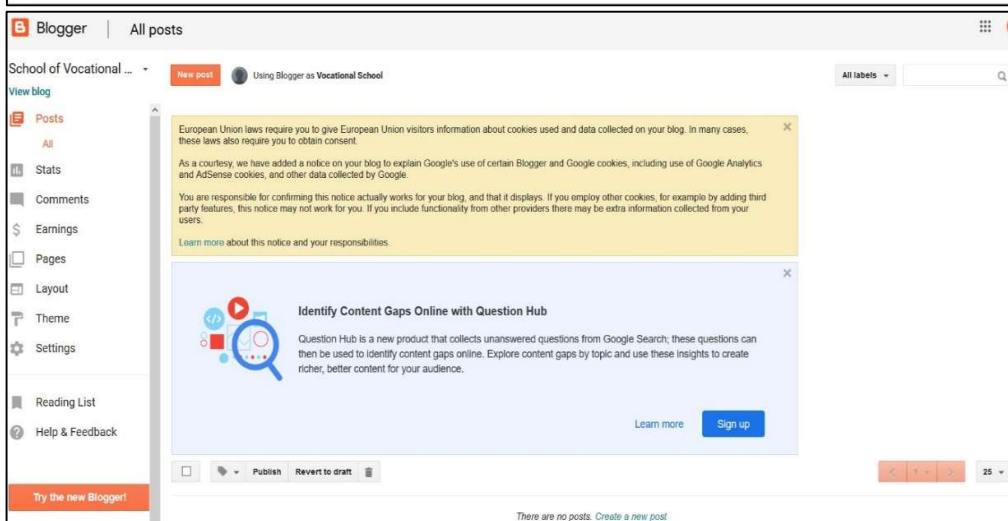
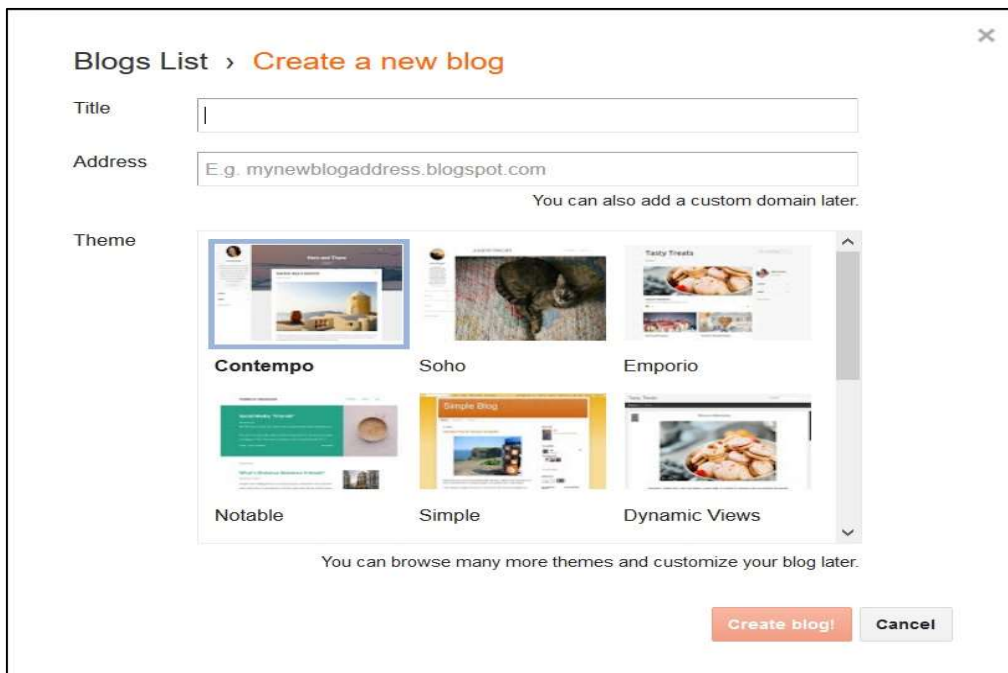
Fig. 3.4 Blog settings.

Note: For example
 Title- *School of Vocational Studies, Uttarakhand Open University, Haldwani*
 Address- *VocationalStu (the complete address of your blog is- VocationalStu.blogspot.com)*
 Theme- *You can select as per your choice.*

Step 6- Type the title of your blog, name of your blog (blog address) and select the theme for your blog, then finally click on create blog button, as shown in the figure.

Fig. 3.5 New Blog created and select theme.

Step 7- Now, finally your blog has been created. You can enjoy blogging and can customize



your blog. See the figure.

Fig. 3.6 Blog customization settings.

3.8 BLOG CUSTOMIZATION

- **Create new posts-**
You can create new posts after clicking on “New Post”. Also, can customize your post as- font style, font colour, add html and etc.
- **Comments-**
You can view comments and can organize them.
- **Add more pages-**
You can add new pages to expand your blog, and can design each page as per your choice.
- **Change the layout**
This facility is very useful for any blogger, you can adjust the blog layout as per your choice.
- **Change theme**
There are too many themes, you can select the theme which you want to use.
- **More settings**
For better management and customization of your blog, there are few more settings available.

3.9 OPEN-SOURCE PLATFORMS FOR CREATING BLOG

This is easy to use and you can do much more with the WordPress software itself. It provides the facility of plugins, custom themes, theme modifications, etc. You may download it from WordPress.com

Blogger-

It is a Google owned platform that doesn't require any technical skill to use. Like WordPress.com, it is as basic as blogging gets. It has many built-in tools, called widgets. Blogger has fewer features, templates, and expansions to enhance site design than WordPress. Blogger can be an ideal choice for the absolute beginners. You may create your own online blog as described in this unit.

Joomla-

As a robust Content Management System (CMS), Joomla has a lot to offer bloggers in general. Video can be embedded in a blog post or added using an extension. Creating a blog in Joomla is as easy as making a section on a Joomla site called “blog” and adding content. You may download from joomla.org

Drupal-

Drupal is another popular Content Management System (CMS) and has the flexibility to be used for blogging by enabling the Blog module. The use of content boxes in Drupal makes it

ideal for displaying videos and video thumbnail images while also including other types of content. You may download from drupal.org

Medium-

It was developed by the creators of Twitter and designed to be as low-maintenance as a blog can get. Its tagline is “Everyone’s stories and ideas” which reflects that this blog software was created for everyone. Posts to the Medium are published using your Twitter account on a standardized template with no customizations. This can be a drawback for bloggers who want more control. It offers an interface that is easy for readers to navigate. You can start your blog with medium.com

3.10 POINTS TO REMEMBER

- First plan your blog post, create an outline, conduct research and check facts.
- The headline of a blog post needs to be creative and magnetic; it should be able draw the attention of the readers.
- After writing initial draft of your blog, you must proofread it.
- Must consider the length of your blog. It should not be too lengthy.
- Put down better sense of readability by breaking it up into subsections.

3.11 GLOSSARY

- Joomla- Is a robust Content Management System (www.joomla.org)
- Drupal- Drupal is another popular Content Management System (www.drupal.org)
- Medium- It was developed by the creators of Twitter and designed to be as low-maintenance as a blog (www.medium.com).
- Blogger- It is a Google owned platform that doesn’t require any technical skill to use (www.blogspot.com).

3.12 CHECK YOUR PROGRESS

Descriptive type questions-

- a) What do you understand by blog? Explain.
- b) How to create your own blog for business promotions.
- c) List the difference between website and a blog.
- d) Write down the importance of blog.
- e) How many types of blogs are available in the web? Write down about five most notably known blogs.

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3.14 SUGGESTED READINGS

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UNIT- 4

IMAGE EDITING TOOLS AND INFOGRAPHICS- I

4.1	INTRODUCTION
4.2	OBJECTIVES
4.3	NEED OF IMAGE EDITING TOOLS
4.4	POPULAR IMAGE EDITING TOOLS
4.5	HOW TO USE FREE IMAGE EDITING TOOLS?
4.6	IMAGE EDITING FEATURES
4.7	INFOGRAPHICS
4.8	POINTS TO REMEMBER
4.9	GLOSSARY
4.10	CHECK YOUR PROGRESS
4.11	BIBLIOGRAPHY/ REFERENCES
4.12	SUGGESTED READINGS

4.1 INTRODUCTION

Dealing with digital promotion strategies we are already aware of various tools and freelancing techniques. In order to strengthen your digital presence, image editing tools and Infographics have proved to be quite useful. It is an effective medium through which you can channelize product to the target audience i.e. your consumers.

In this digital age, the consumer is increasingly sensitive in terms of choosing and selecting the product. The promotion of your idea, concept and product to the consumer is crucial. Many competitors are also making entry into the market on regular basis. Infographic tools here have come in rescue and are making serious impact on the market within a short period of time. It is already a leading tool in digital promotion strategy for effective and smart use of images.

4.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Know about image editing tools.
- Learn how to edit images effectively.
- Understand about Infographics.
- Understand the effective use of infographics in digital promotion.

4.3 NEED OF IMAGE EDITING TOOLS

Images play a significant role in business plans, strategy and promotion. In this digital age, the ocean of knowledge flows constantly. People have an attention of merely nine seconds and get easily distracted by another image. The processing of brain is also very fast it can't read all the textual contents; rather it is desired to be confined within words or simply an image.

Why PPT, presentation board, chat board are in market? The answer is bit simple to be precise, to be smart and to be presentable. So, in simple words images are far more effective than textual contents. One diagram or a flow chart or a design can speak more than volume of textual information.

Some reasons why image editing tools are needed are as follows:

- To present data effectively.
- To depict the concept smartly.
- To convey message, idea or product within a short period of time.
- To channelize products in the digital market quickly.


Image editing is not as hard as it seems rather its way easier. Using effective tool to edit images is the basic understanding of this unit. We will learn how to select, edit, reshape, crop an image in the later part of the unit. Playing with the colours, brightness, contrast and saving the image to various formats will make this unit interesting.

4.4 POPULAR IMAGE EDITING TOOLS

Image editing is a big world and now many are making their impactful presence with the help of these tools. It starts way back with Windows in-built tool such as Photoshop, Corel draw, Adobe illustrator, Paintshop pro, Photopea, ACDsee, Polarr, Auro HDR and the list goes on. The basic concept of image editing tool is to reshape or garnish the image, so that it can draw viewer's attention, convey the message and ensure the outcome. This is how all Image editing tools work. Microsoft Word Standard 2016 and all the latest text editing tools are also equipped with the basic image editing features. Online libraries are also helping users to play effectively with image editing. Most image editing tools also assist in social media management like Facebook, twitter, Instagram posts.

Some popular images editing tools are:

- Canva
- PicMonkey
- Pixlr
- Snappa
- Pictochartetc



Canva	• Supported with a huge template
PicMonkey	• Touch up specific photo with new effects
Pixlr	• very similar to Photoshop, all facilities of paid Image tool
Snappa	• countless stock photos & icons
Pictochart	• more focused on infographics

Fig. 4.1: The popular image editing tools with specific functionality.

4.5 HOW TO USE FREE IMAGE EDITING TOOLS?

Image editing tools are diverse in nature broadly classified into free and paid versions. The basic functionality of free online image editing software’s are just like paid professional software’s i.e. adding filters, frames, social media support, etc. and providing real feel of professional graphic designer. In most of cases there is no registration and one can use it on desktop, mobile or even on tablets.

We are going to confine ourselves with popular free online image editing tools available in market: Pixlr.com, Befunky.com, Online-image-editor.com, Lunapic.com, Fotor.com, Fotojet.com and etc. Let’s take them one by one.

Pixlr.com-

This site is available in two formats, webapp or mobile app. There are 4 versions available i.e. Pixlr, Pixlr Editor, Pixlr Pro and Pixlr Express. With the help of stock search, one can find the desired image and then use the editor facility in details.

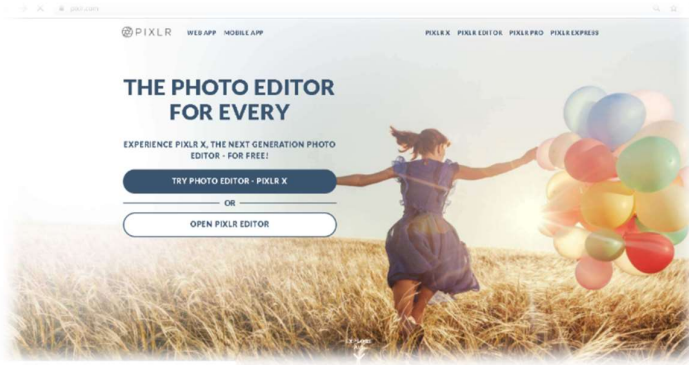


Fig. 4.2 Pixlr software

Befunky.com-

This is another image editing tool available online for free. The uniqueness of this software is cartoon, oil painting and pop art effect. The four features of every Image editor are: Crop, Exposure, Saturation and Sharpen.

They are effectively addressed into this freeware. After finishing the editing, one can save directly to Facebook, Dropbox, Twitter and Pinterst formats.

Online-image-editor.com-

This online image editor software is another free online editing tool available on net. This is quite popular in terms of dealing animated gif. The predefined animation is another feature that makes it bit different from others.

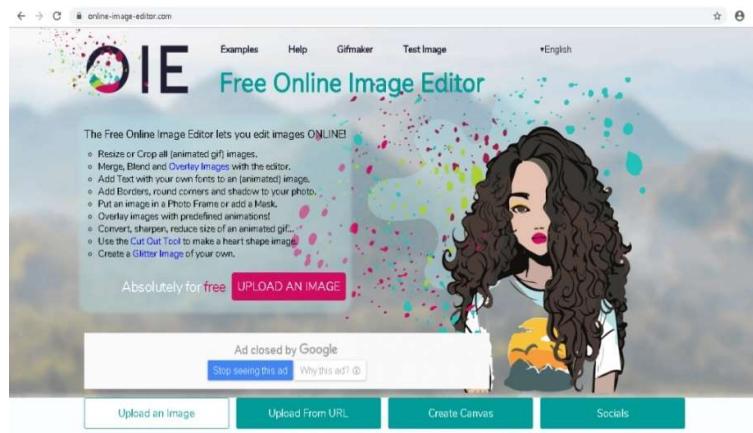


Fig. 4.3 the online Image editor software

Lunapic.com-

This software is a freeware and available on net free for all the users. The friendly approach of tools like transparent, paste, blend, effects like 200+ filters, country flags, Fairy, picasso art effect and compatibility with Twitter, Facebook, Pinterstare are some distinguished features of this Lunapic Image editor.

Fotor.com-

This free image editing tool has thousands of professional templates to start with. Countless pretty stickers, portrait retouching, HDR photography are some specific tools. Fotor also provides tutorial and guidebook for new users to help them edit images effectively.

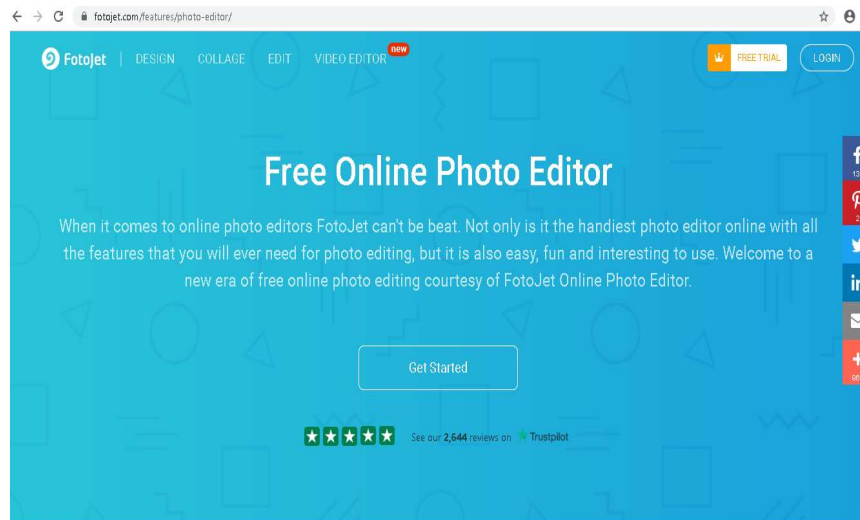


Fig. 4.4 Fotojet free image editing software

Image2go.com-

This online image editing tool is popular in nature with both features of image and video editing. Basic features of graphic designs are available like logo design, Facebook covers, Magazine and brochure covers, infographic makers, photo collages based on occasions. Photo editing tools like radial and shift, overlays, colour splash and Vignet makes it an exciting tool. Fotojet is also equipped with tutorials and tips for image editing. Popular templates like YouTube Banner, Facebook cover templates are some interesting features of this software.

4.6 IMAGE EDITING FEATURES

The basic premise for any image editor or professional graphic designer is to play with the features of image editing tools. We will discuss these editing tools one by one.

- **Selection-** The selection tool is used to isolate a part of image. With the help of mouse/marker one can select a part of image. Once selection is made for an image, a square selection outlines appears which shows that a particular portion of any image is selected for further editing.
- **Working with layers-** This option is helpful in dealing with multiple elements within an image. Layers are basically a transparent part on which image effecting is likely to be done. Layers are basically a segment on which any object or image can be placed. It is like separation of elements in any image where a particular effect can be applied. Layers can also be merged after finishing all the image editing.
- **Image size alteration-** It deals with the image size or resizing of any existing or new image. The size of image is very crucial in various platforms like high resolution images

or social media images. There are certain crop tools that deal with the cropping or resizing of existing images. Image size can also be worked out while working with new file. Image scaling is an important matter for posting the images on social media also.

- **Removal of unwanted elements in picture-** This feature of image editing helps in removing the unwanted element like wire, people or object at the back of the subject. The clone is an effective tool for the same. Background remover, blur effects are some utilities through which one can get the desired image instantly.
- **Dealing with colours-** This is the most interesting feature of photo editor. Playing with colours from black and white to a huge spectrum of colours. Replacing existing colour with a desired shade of colour, fill the colour in the entire selection, to colour the background, particular fill, change the text colour, working with texts in different layers are some of the interesting features of any image editor.
- **Special effects-** There are many ways through which one can make an ordinary picture extraordinary. Use of special effects makes any shot appear more attractive. Day shots can be changed to night shots. Filters, sketch, painting and water colour are some popular after-effects to decorate images.

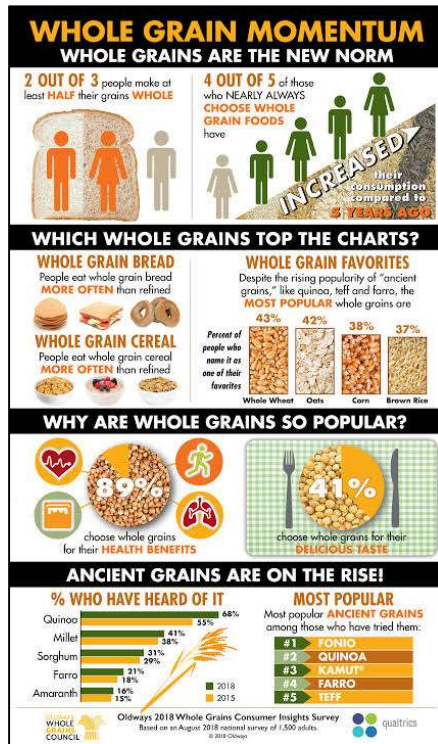
This is all about the image editing. How to reshape the image effectively by changing the colours, brightness, contrast, size or crop, and use of various filters and after effect are the things that we have learnt so far. Now, the next level is Infographic – a combination of information and graphics.

4.7 INFOGRAPHICS

The term “infographics” has been in use from the last ten years yet it is an unfamiliar word in the day-to-day life for some. It is a combination of two words information and graphics.

Information + graphics = Infographics

In simple words, it is the representation of the information or data into graphics format. Since, image plays crucial role in the flow of information or data, the graphics speaks a lot. Hence, it is being used widely in professional environment, schools, colleges and now across the web.



According to Oxford dictionary, infographics refers to the visual representation of information and data. For example, if we take an example of whole grain momentum as develop by whole grain council, this infographic speaks a lot. It talks about the whole grain intake on the day-to-day basis. It also tells us about the increase in demand.

The graphic shows that favourite whole grains are whole wheat, oats etc. Why the whole grains are so popular is also covered in this infographic chart and the rise of ancient whole grains is also the part of a single chart. The whole idea of depicting this infographic knowledge is that from a single chart, the survey of 1400 people is available to one and all.

Fig. 4.5 (Source: <https://wholegrainscouncil.org/newsroom/infographics>)

In brief, we can say that infographic is a tool for presenting important data or information on personal or professional platform with an ease of understanding of the subject. Sometimes, it is hard to make the presentation of complicated topics like rise of a particular share, functionality of a typical algorithm, knowledge of spirituality etc. Here, infographic comes handy in expressing the entire set of data in a particular chart.

Why use infographic in Marketing?

Some reasons to use Infographics in marketing are:

- **To display new or existing product effectively-** The XYZ company has come out with a new set of product range and they want to present the products to the audience. Here they can use infographics very effectively.
- **To make audience aware of an issue or a cause your company is working on-** There can be a buzzword like Namami Ganges project or awareness regarding the malnutrition or any health problem. One can explain it very easily with the help of infographics.
- **To quickly glance a topic or subject-** Suppose, students are learning computers in their certification program. One can come up with an infographic on the development of the technology or it can be an infographic journey of hardware, software, operating system, etc.
- **To summarize a complex study in short-** There are many subjects which are complex in nature like dealing with a particular operation or to solve a complex algorithm. This

can be easily sort out by creating an infographic of this particular complex study. For example infographic on the effect of demonetization in India or the failure of UK in Brexit summit.

- **Effectively display a qualitative research-** This can be another aspect where infographic can be of great help to us. After a long 5 -6 years of research, one is likely to summarize his/her entire efforts in brief here Infographics can be put in use.

Infographics will surely help students remember subjects for their examination. Governments can use infographics about the various schemes, consensus and other efforts they made for the welfare of the community. Project conception, deadline and the delivery can also be produced through Infographics. Story telling is also a good example where we can use infographics effectively. However, a question arises, i.e. who can use Infographics?

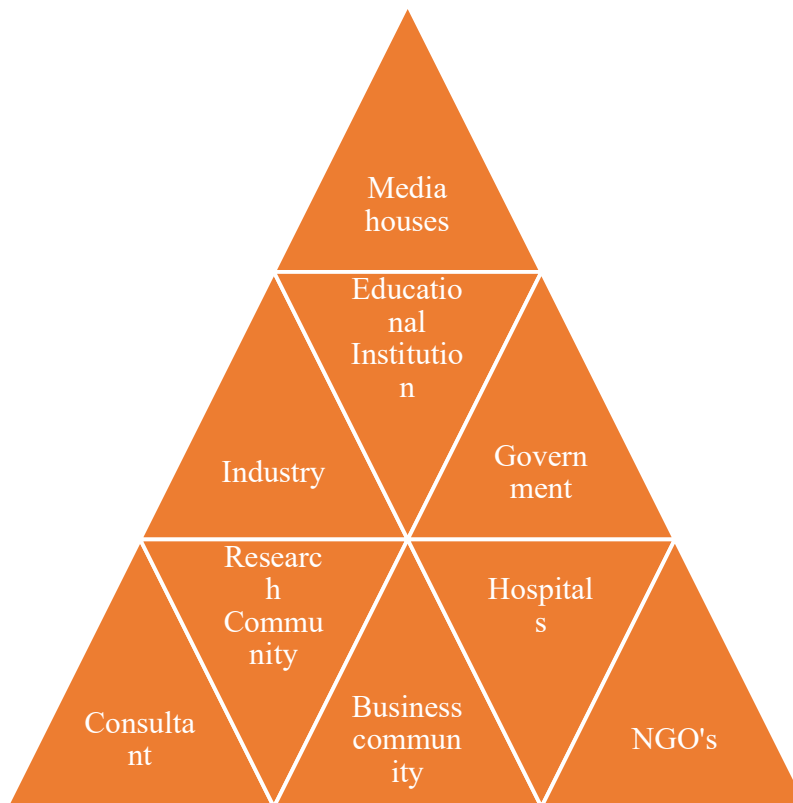


Fig. 4.6 Various members of society who can use infographics.

Types of Infographics-

Basically, we can categorize infographics on the basis of their uses:

- If we are dealing with statistical data, analysis and finding of some survey report, we can use statistical infographics. Example: the data of pulse polio cases in India can be easily summarized with this tool.

- When a student or an employee or a company is likely to come up with a new product or technology or an algorithm, then Informational infographics can be of best option. Example: A new product of Car or a Watch is likely to hit the market; the company can produce information about the car or watch through infographics.
- If some student is likely to talk about historical facts, or an employee likes to put the historical annual reports at a glance, then the best option of infographics is timeline infographics. Example: development of a particular make of computers on time frame. The technological development of communication technology can also be a part of this infographics.
- When someone is describing a process of any product or the end result then he or she can use process or product infographics. Example: The Heisenberg principle, the development process of a washing machine is an example of the process or product infographics.
- If someone is comparing two to three products on a time frame, then Comparison infographics can be used. Example: comparison of various FMCG products, quality of news in TV channel, comparison of commodity products.

Infographics can be further classified as-

1. Information channelizing infographics-

Infographics producing meaningful information for a client, or a company or a competitor can be placed under this category.

Example: The star war or eating habits of the students, Brain drain in Uttarakhand, and jobs availability in a particular technology.

2. Data representation infographics-

The scope of Big Data is enormous and we get data from various resources on second's basis. Various charts like pie chart, bar chart, set of tables, figures; percentages are the prominent elements of data representation infographics.

Example: The sales figures in the various quarters may be boost for next year planning and business strategies and the data about the competitors can also help the company in designing and producing a product.

One can ask how about the various infographics style?

Basically, the infographics styles are: static infographic style, animated infographics and dynamic infographics. Static infographics are used as editorial infographics and statistical infographics whereas dynamic or animated gifs are used to represent the process infographics

or product detailing aspects. In some places, one can also find an Interactive infographic where the audience can make selection to view the information graphically.

Best online tools for infographics-

Data storytelling is on from last one decade and the popular free software supporting infographics are as follows:

- www.venngage.com
- visme.co
- Mural
- hubspot.com
- Piktochart.com

All these websites provide bunch of templates through which one can pick the style, theme, colours and messages.

How do I can create my own infographic?

The basic idea behind developing any infographic can be:

- **The purpose, process or product:** what for this infographic is all about?
- **The use of pics, data and supportive data:** Relevant data storytelling with the help of figures, facts, compiled data or supportive comments, survey, etc.
- **Info about the uniqueness of the product:** The basic identity, keywords, conceptual elaborations, etc can be used over here.
- **Comparison with competitors:** The basic limitations of the competitors, their business strategies and your identity can play over here.
- **Choose between static, dynamic or interactive style options:** The nature of the infographics will be the key to prefer a particular type of infographics.

4.8 POINTS TO REMEMBER

The basic aim of this unit is making student aware of the various available image editing tool. With the help of some free online editing tools one can edit, crop, touch and resize the image effectively. The hand on experience on the image editing tool will be an advantage for the student to develop an infographic effectively. Many free online image editing tools are available on the cyberspace like Pixlr, Befunky, online image editor, Lunapic are available and one can use it effectively with ease. This unit also talked about the concept of infographics, utility and their better uses. The popular online free info graphics are Vennage, Visme, Mural, hubspot, etc.

4.9 GLOSSARY

- Digital story telling- A medium through which a user can narrate story digitally with the help of any digital media like images, videos, audios etc.
- HDR photography- High-definition range of photography. It is a set of images with dynamic set of luminosity for standard image editing.
- Webapp- A client server program that runs in a web browser with the help of URL. It is short form of a web application.
- Mobile app- The mobile app is an application designed for the wireless and small devices like mobile, tablets, smartphones etc.

4.10 CHECK YOUR PROGRESS

1. Explain the utility of image editing tool.
2. Explain the popular image editing tools available online.
3. What are the basic features of image editing tools?
4. Why we use infographics in marketing?
5. What is the basic classification of infographics?
6. Name few people/agencies who can use infographics for the promotion of their businesses.
7. What are the factors one can keep in mind while creating an infographic?

Descriptive type questions-

- a) Explain in brief about the use of image editing tools.
- b) What are the basic features of any image editing tools? Explain any two features in details.
- c) What do you understand by infographics?
- d) How are infographics effective in marketing?
- e) Write a descriptive note on the classification of infographics.
- f) What do you understand by special effect in Image editing?

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4.12 SUGGESTED READINGS

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- *Infographic Guide to Literature (Infographic Guides)*, Joanna Eliot
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UNIT- 5

IMAGE EDITING TOOLS AND INFO GRAPHICS- II

5.1	INTRODUCTION
5.2	OBJECTIVES
5.3	DIGITAL TERMINOLOGIES
5.4	ESSENTIAL OPERATIONS ON PHOTO EDITING
5.5	INFOGRAPHICS AND ITS ROLE IN DIGITAL PROMOTION PROCESS
5.6	VISUAL ELEMENTS OF INFOGRAPHICS
5.7	TECHNIQUES FOR PHOTO EDITING
5.8	TOOLS USED FOR IMAGE EDITING
5.9	POINTS TO REMEMBER
5.10	GLOSSARY
5.11	CHECK YOUR PROGRESS
5.12	BIBLIOGRAPHY/ REFERENCES
5.13	SUGGESTED READINGS

5.1 INTRODUCTION

Whether you are beginner level learner, intermediate level learner or the expert level learner, the quote “a picture is worth thousand words” is always fit in all cases of learning. In the learning track when images are concerned the objective is achieved very timely. Also, in the area of digital promotions this phenomenon is also utilized by using images to promote the product and services where images are given more priority rather than merely depending on the words.

5.2 OBJECTIVES

After the successful completion of this unit, you will be able to-

- Understand what are digital terminologies.
- Use photo edition operations.
- Understand the common image editing and manipulation operations.
- Understand the role of infographics in digital promotion process.
- Know various common tools used for photo editing purpose.

5.3 DIGITAL TERMINOLOGIES

Pixel: Small squares which collectively form a digital photograph are known as pixels. Pixels are the smallest unit of the image.

Resolution: Resolution is the amount of information in a digitally captured image measured in pixels. In this sense, the higher the number of pixels, the higher the resolution of the picture.

Compression: The process of shrinking the size of original image to its fraction of its original size is called compression. This is used for variety of purposes such as transferring images from one place to another, creating more vacant space in the storage devices etc.

Lossless Compression: It is a compression scheme in which no bits of information are permanently lost. This mechanism does not provide much compression and files remain very large.

Lossy Compression: It is a compression scheme in which some bits of information are permanently lost during compression and decompression of an image. Because lossless compression is not practical in many cases, all popular digital cameras offer a lossy compression.

File Format: It is the manner in which a file is constructed or in which a scanned picture is saved. A format is the pattern of ones and zeros in a file as created by a program using a specific set of rules to write that pattern.

Digital Zoom: The process of magnifying an image by spacing out pixels electronically is called digital zoom. It is very little different from blowing up an image to a larger size using a software program on a computer.

5.4 ESSENTIAL OPERATIONS ON PHOTO EDITING

Storing a photograph in digital form is not a full stop on operations on images. Editing or manipulating in the digital photograph with a photo-editing program is the main part of image operations. For non-professional image editors, such programs are the helping hands where they may apply a variety of operations on the given images. Depends on the quality of such program, it may provide limitless operation which are allowed while editing on the digital images. To achieve such image editing tasks various image editing software are available on both paid and unpaid licenses. Anyone who is interested in such operation can start learning and then applying some basic photo-editing techniques, which can improve the quality of your digital images.

The editing operations may give the various benefits such as adjusting color of image, adjusting the brightness and contrast of image etc. In other cases, you adjust an image for other purposes, such as resizing the image to smaller size which is required for the purpose of uploading the image with the given size only such as 5kb to 50kb size while uploading the images to the online form filling. Converting the original image to another format is also a common operation in digital images.

In a nut shell, the following operations are listed which are used for common image editing or manipulations:

- Cropping the image
- Reducing the size of the image
- Implementing the color balance
- Adjusting the brightness
- Adjusting the contrast
- Color saturation operation
- Rotating the image
- Using filters for implanting the sharpening of the images for better look and feel
- Operating on the RGB factors to change the color to achieve the image processing
- Avoiding or hiding the unwanted spots or parts
- Adding or removing the backgrounds to the images
- Adding the text with the images etc.

You may have different software that you may use to apply the above operations. Irrespective of the user interface of these software, all the tools have basic techniques which are more or less similar among them as image editing is of prime focus in all this software.

5.5 INFOGRAPHICS AND ITS ROLE IN DIGITAL PROMOTION PROCESS

To increase the understanding of the topic, infographics plays a vital role. An infographic or information graphic is a visual representation of information that aims to make the data easily understandable. In this way of information representation, use of text is minimum and focusing. An infographic makes minimal use of text and can be a powerful tool for displaying data, explaining concepts, simplifying presentation, relationship representation, providing key understanding etc. Moreover, infographics come in different types and can be categorized based on purpose, types of objects used and the flow of information. The types are infographics are listed below:

Informational Infographic

The informational infographic is distinguished by its above average use of text when compared to other types of infographics. To enhance the graphics, use of icons, shapes, colors and other visual elements may be used. The main focus is to be given to the words.

Timeline Infographic

Chronological order of the events and actions is the main concern in this area. They are often used to demonstrate development of a product, a historical trend etc. where the chronology is of prime importance. Timeline infographic makes use of icons, images, and graphic elements to put the point across. Moreover, the format of the timeline may be vertical, horizontal or winding out of which vertical and winding timelines are relatively easier. On the other hand, a horizontal timeline infographic works best in posters, presentations, and environments where space is not a constraint.

Charts Infographic

Charts infographic has a chart as the centre piece of the information visualization. Colors, shapes, and icons may be added for emphasis and/or explanation.

Pie Charts Infographic

A pie chart infographic is one where the focus object is a pie chart. Whereas a pie charts infographic is technically a subset of a chart infographic, we assign it a distinct category given its widespread use. Pie charts are great for showing an item's different components or how one value compares to several other values.

5.6 VISUAL ELEMENTS OF INFOGRAPHICS

Whereas there are different types of infographics, certain elements are key to making a visual representation of data qualify as an infographic. The visual elements used while working with infographics are:

Infographic Colors: Colors are perhaps the most eye-catching aspect of an infographic. It is important to choose the color scheme as your color choice can either make or break your infographic.

Infographic Fonts: The number of fonts has increased dramatically in recent years. There are now far more infographic fonts options than the usual Times New Roman, Arial, Calibri and Comic Sans. Fonts can be classified in several ways but many experts place them in four broad groupings: Serif, Sans-Serif, Script, and Decorative.

Infographic Icons: Choosing the right infographic icons can make the difference between a verbose and winding visual, and an engaging and impactful one. Icons are sometimes taken for granted but can actually come in handy when packing plenty of information in small spaces. A single icon can replace a paragraph of explanations.

5.7 TECHNIQUES FOR PHOTO EDITING

When we talk about photo editing, it may be treated to change its color, contrast, resizing, spot removal etc. But in a broader perspective it must be clear to you that what is photo editing. To know this, you must know the following photo editing tools:

Noise reduction: Noise is the presence of unwanted pixels in the digital image. It is sometimes also used to make the images much smoother than the original raw picture.

White balance: This technique is all about managing the color of the light in the digital image.

Contrast: Based on the requirements you may change the contrast of the images. The higher the contrast the sharper the image, while the lower the contrast the flatter the color of image.

Lens correction: This technique is about camera lens-based effects and also resolving the issues related to camera lens from which the image was captured.

Color adjustments: It is about changing the color of an element in the digital photo.

Resizing and cropping: This feature is used mostly by most of the users for various purposes. One example where this technique is needed is when you need to reduce the image size of your signature or passport size photograph, captured from your mobile camera while you upload it with file size restrictions.

Background removal: This feature is also used in common for variety of purposes. To focus the particular part of the image, isolating some part of the image from the original image is known as background removal.

On the other hand, there are few advanced techniques which are actually complex for those who are not aware of the photo-based operations. Few of these advanced techniques are given below:

Clipping paths: This technique is used to extract some element from an image.

Portrait corrections: This technique is used to fix the required complexion of people in images for better look.

Drop and reflection shadow: This feature adds the effect of shadow on the existing images.

Special effects: This technique is used to edit the digital images by supplying the special effects to the original images. Few such effect includes adding pattern to images, tilting the image, adding some animation to represent the special effect like raining or sunlight effects on the existing images.

Adjusting text and visuals: This feature is about adding overlays on the images. Overlays may include overlapping of images, joining the images, applying the cover to the images etc.

Photo stitching: It is a technique in which we join two differently captured images in a way that end user will be in an illusion if the stitched two images is actually one single image.

Photo masking: As the name depicts, masking is the process of hiding and revealing specified portions of an image.

Various other features are also used while editing the image such as segmentation, finding the HSV factors which stands for hue, saturation and value. This method is used to detect certain color in the image or to remove the unwanted light intensity. These methods are used for research data collection where images are captured under controlled circumstances and then their RGB values are calculated for further processing such as dimensionality reduction, feature extraction etc.

Things to Know Before Choosing the Image Editing Tool

Before starting the tools used for image editing, one need to know the things which are like prerequisite before starting the learning and trying the hands-on with these tools. Following are the things listed and the new image editing user must know it:

- Sketch is powerful and easy to learn. That's why Sketch is used by designers, developers, product managers, marketers, and anyone looking for professional graphic design software for their Mac.
- There are over one million designers using Sketch to transform their ideas into incredible products, every day. Sketch is powerful and easy to learn.
- Sketch is used by designers, developers, product managers, marketers, and anyone looking for professional graphic design software for their Mac.
- Sketch App Sources is the largest collection of free and premium design resources for Sketch discussed above.
- Thousands of Sketch files as well as plugins, tutorials, and articles created by Sketch users from around the world are curated by Sketch App Sources, which helps the intended users to get benefited from it.
- A content delivery network (CDN) refers to a geographically distributed group of servers which work together to provide fast delivery of Internet content.
- Further, for your knowledge you must know that Sketch App Sources is the largest collection of free and premium design resources for Sketch. The aim of Sketch App Sources is to help you design, collaborate, prototype, learn, and ideate faster with Sketch. Lunacy supports, not only the saved. sketch files but also supports the older templates which are found at SketchAppSources.

In the next section we will focus one tool which is used widely by many users for their personal and professional use. The insight on this image editing tool is discussed with few details.

Things to Think About Before You Begin Image Editing

In this section we will discuss the things which you need to think wisely before you begin the image editing job. These are given below:

Choosing photo editing programs: You need to choose the type of the image editing program before starting the image editing using any software. Consider whether you want cloud-based program for which you have to pay monthly or you want the standalone version which requires one time investment to purchase. The advantage of cloud-based programs is that you stay up to date as well as you may store photos in the cloud, sometimes on payment basis if size is exceeding the limit of storage in the cloud server. Online connectivity with the cloud is also a requirement. But on the other hand, buying a standalone version of an image editing program will usually become cheaper as it takes onetime payment. But overall, based on your requirement it is your choice which mode you choose.

Importing and Sorting Photos: A beautiful thing about digital photography is you can take multiple shots to increase the odds of getting some specific ones that suits your need. So, your first step after you transfers and organize your images on your computer is to review them to decide which ones to edit. The basic photo editing techniques should be available in even simple editing programs, and each can enhance your images to make them more powerful and shareworthy.

Crop and Clean-up Your Images: Cropping the image is common operation that may further be used for separating the cropped section or patching with some other section to create some sense in fulfilling the scenario. Sometimes, this task may yield the solution to clean the spots of the images. Sometimes, some cleaning-up operations may help you to achieve the objectives.

Adjust the White Balance: If your image has an overall color tone that you find displeasing or unnatural, you can adjust white balance to fix it. It is also point to be noted that RAW image files have bigger size than JPG files. It is because while converting the RAW file to JPG formats, the white color balance is adjusted and resultantly it saves the bits of your digital device. White balance adjustment is also an important point to note.

Adjusting contrast: In image displays, contrast is the display range from dark tones to light tones. Both extra high and extra low contrasts should be avoided. Typically, you want a middle contrast that avoids both extra high and extra low contrasts and gives better results.

Adjust Color Vibrancy and Saturation: After white balance, you need to make choice of improving colors in your photos with two controls known as saturation and vibrancy of colors. The more the vibrancy, the more the intensity of the colors. While increasing saturation will increase the intensity of the colors throughout the frame.

Adjust Sharpness: This operation is a must for all the image editors whether they are beginners, intermediate or expert level editors because it gives the image a catchy and clean look. This is the reasons that all the image editors have support of this tools

Finalize and Share Your Photos: This is the winding-up operation where you convert your RAW images into your preferred image formats such as JPG. At this stage, your edited images

become lighter in size and are ready to use for any purpose viz. sending as attachment with your e-mails, sharing on social media platforms or use them for any business purpose.

5.8 TOOLS USED FOR IMAGE EDITING

Software used for the purpose of photo-editing are tools which can be used to create, edit and enhance images with other additional features such as red-eye removal, cropping, adding effects, creating collage, adjusting the contrast, adding colors etc. These tools help you to fulfil the variety of purposes such as creating and editing profile photos for your social profile used in websites such as Facebook and others. Such tools will also provide the facility to change one image file format to another image file format.

Further, it takes more than showy images and better choice on picking the colors to make an effective infographic object. Here, the designing is of prime concern and for which various tools are available for editing. Below are some of the popular tools used for infographic editing of the images which you can use for personal as well as professional purposes. Basic features of the below listed tools are also given:

- a) **Lunacy Editor:** It is free window platform-based tool which support vector graphics design-based software. Its full name is Icons8 Lunacy with versions starting from 1 till 6.7 as a latest version. It was developed as a sketch viewer for Windows operating system, because the problem of opening sketch files was always a troublesome for people who didn't own Mac machines. But it is quickly becoming a powerful tool on its own.
- b) **Adobe Photoshop:** Photoshop is the product of Adobe which is paid for image editing programs. Photoshop is Adobe's photo editing, image creation and graphic design software. The software provides many image editing features for raster (pixel-based) images as well as vector graphics. It uses a layer-based editing system that enables image creation and altering with multiple overlays that support transparency.
- c) **Piktochart:** Piktochart was also a free editing tool at initial levels. Later, better and remarkable support was also given but it was paid version. So, to work in professional manner, pictochar's paid version was also popular. Moreover, this tool bundled with hundreds of templates which helps the users to do the task from the scratch. Infographic objects supported include maps, charts, photos and icons. The facility of importing the data from various tools such as Microsoft Excel, Google Spreadsheet etc. is provided. The best part is that the completed infographic can be embedded on a website or downloaded from website. The files edited and/or changed to any formats such as pdf, png, jpg/jpeg are also ready to share also.
- d) **Canva:** This tool is also very popular online design tool for image editing. It has a large collection of templates which are ready to be used by new users. It is free to be used but if wish to use this tool for business purpose then it has affordable cost with plenty of

features provided by it. Its user interface is user-friendly. A novice to this tool will feel comfortable while using this tool with any training or any pre-requisite background. Infographic elements such as icons, maps, and images, can be dragged and dropped into position. It also has various layouts to work with.

- e) **Vennage:** Vennage is also one of the free tools which is used for image editing specifically for infographics. While most other infographic tools can be used on a wide range of design projects including reports and slideshows. It helps us to complete the task in a short time. It also provides icons, maps and charts that creates a remarkable design. Like Piktochart, the infographic created in Vennage can be shared on social media, embedded on the site, or downloaded as a PDF or image file.
- f) **Visme:** Visme is another tool where interactive feature us provided for image processing. Also, it is suitable for implementing significant animation where you may design professional image editing. As a controller the web designer may provide password protected entry to the infographic content where there exists need to use it.
- g) **Easelly:** The tool named ‘Easelly’, which is easy to use, is free to use which provides simple design layout and a range of infographic contents viz. shapes, charts, and backgrounds. One of the key reasons why this tool is used by many users as this tool provides thousands of templates and is higher than other peer infographic tools. Due to its features which are easy to use and loads of templates this tool is much suitable for beginners, students, educators and business executives who are working as a beginner, intermediate or expert in the infographics. It also supports for the download the results into pdf or other file formats. There are also some other tools which allows us to create and edit pictures easily. Some other tools which will help in image processing are listed below:
- h) **PicMonkey:** PicMonkey is a tool which provides user-friendly interface for photo editing which easily runs in your browser. You can quickly and easily edit a single image or even create a collage which may be used wherever you want to use it.
- i) **Social Image Resizer Tool:** The images used for social media profiles can be edited using this tool quickly. As the name depicts, it is focused for resizing the images. It also provides various handles for resizing the images, customizing the image etc. This tool is very useful for image handling on social media websites like Facebook, LinkedIn, etc.
- j) **Timeline Slicer:** Timeline Slicer is also among one of the best tools for designing and editing images used popularly for using in social websites discussed above.
- k) **Photovisi:** To develop the collage of the images, this tool is suitable for you as it is simple and easy to use. Usually, with most of the image editor tools it is required to create the

profile or subscribe it to use its facilities such as collage. But with this tool, without creating the account you can perform the operations and upload them at a faster rate too.

- 1) **BeFunky:** This tool comes with major collection of tools which you are expecting from a standard photo editor tool which is available as browser-based tool. It has features for which it is useful such as image cropping, red-eye and blemish fixes, filters, borders, text, collage etc.

Insights on ‘Icons8 Lunacy’ Image Editing Tool-

There are various image editing tools available today, out of them few are listed above. In this section we will discuss in little bit more detail about one image editing tool listed above which is one of the best tools used today. This tool is Icons8 Lunacy tool which has alpha and beta versions available. Its benefits are listed below:

- It is available to its users at free of cost.
- It has facility to read any sketch file irrespective of any version of the tools.
- Lunacy automatically searches and downloads the missing Google fonts which you need to prepare your digital image or info graphics.
- Any user of Lunacy can publish the assets designed by them on the CDN directly. CDN servers provide this facility to store the images at free of cost.
- This platform is for the designers by the designers.
- Moreover, if you have an account on icon8 then you may take more benefits too.

As discussed, Lunacy is free to use supported on Windows platform based tool which support vector graphics design-based software. Its full name is Icons8 Lunacy with versions starting from 1 till 6.7 as a latest version. It was developed as a sketch viewer for Windows operating system, because the problem of opening sketch files was always a troublesome for people who didn't own Mac machines. But it is quickly becoming a powerful tool on its own. Its user interface is given below:

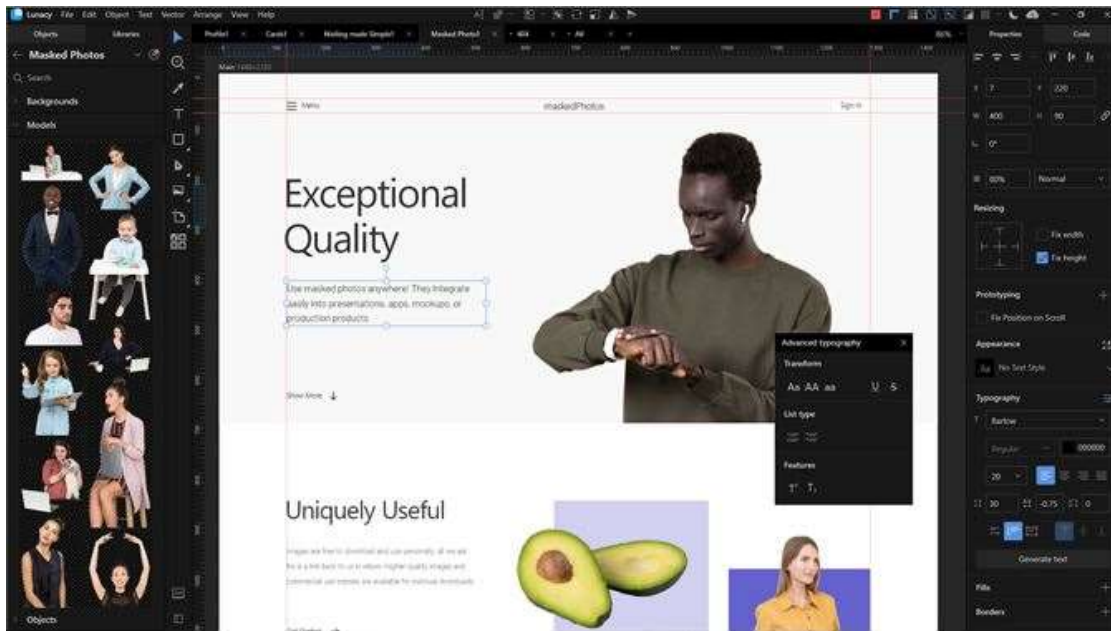


Figure 1: Lunacy user interface

In the figure 1 above, you may see that its user interface of the Lunacy looks simply to use even you are novice to the image editing tools. The UI (user interface) of this tool is quite focused to improve its UX (user experience) which increases the easiness in utilizing its interactive features in much better way. Also, its look-n-feel and layout is suitable for completing your targeted jobs-in-hand.

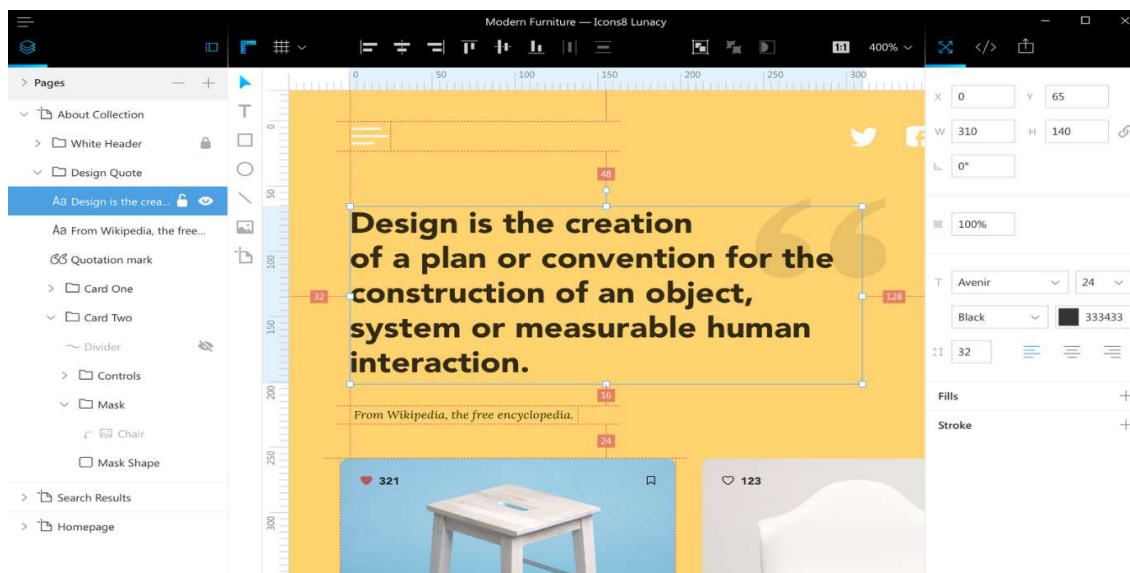


Figure 2: Object creation using Icons8 Lunacy 3.0

There are various reasons that made it the choice for users to work with Lunacy. Few good reasons for its popularity are its amazing features such as sketch editing support for Windows, regular software support, regular updates of software in the above figure 2 the user interface

and user experience is easy to use and explore for creating the perfect image editing operations. Moreover, its versions were portable which make it choice for users to carry forward the contents from one machine to another. It is also used to provide support for designing and then also editing the profile page images and templates along with.

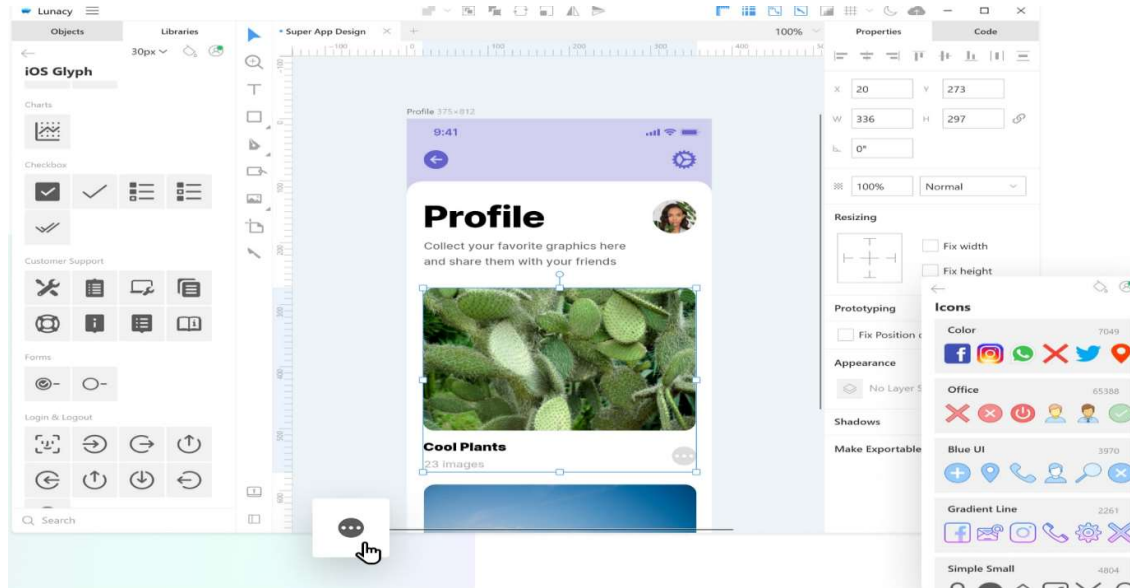


Figure 3: Profile picture editing on Lunacy tool

Here you may use the contents from its rich library such as icons shown above at the down-right side of the figure 3. You may also utilize this tool for digital promotion of the products, creating infographics etc.

In the summarized manner, we can say-

If you do not edit the images before upload or use it in raw format, it will definitely harm your business some way. Image editing tools are there to provide you facilities that will definitely help in good results from your business. It is strongly recommended to avoid any haste on using images without editing so that the image could present much better.

On the other hand, when using some image editors for photo editing or creating some info graphics for any need viz. product promotion, you must first get the list of available software or any other digital tools such as cloud-based tool on web browser. Also, based on your need, choose the best one which fulfil your requirements of image editing. You also have to make it a note that if you are using paid software or paid cloud services then tools are obviously better as compared with free tools. But, when your task is adequate enough to be completed using freebies, we recommend you for not buying any paid software.

5.9 POINTS TO REMEMBER

- “A picture is worth thousand words”. This is the reason for mushrooming of the software which provides you image editing tools.

- The raw image is original image and its size is bigger. You need to convert a raw image file into some pleasing format such as jpg which are smoother to use and smaller in size as compared with raw image formats.
- Infographic or Information graphic is a visual representation of information that aims to make the data easily understandable.
- If you are beginner in the field of the image editing then you must know beforehand about Sketch, Sketch App Sources, content delivery network (CDN) etc.
- Finally, before using any image editing tool you must have the basic knowledge about what common operations you can perform with all the image editors so that you may not be trapped with cheap image editors immaturely.

5.10 GLOSSARY

- **Image Cropping:** Image Cropping is the removal of unwanted outer areas from a photographic or illustrated image.
- **Image dimensions:** Image dimensions are the length and width of your image, measured in pixels.
- **Digital Photography:** Digital photography is the art and science of producing and manipulating digital photographs that are represented as bit maps.
- **Infographics:** An infographic or information graphic is a visual representation of information that aims to make the data easily understandable.
- **Photo stitching:** It is a technique in which we join two differently captured images in a way that end user will be in an illusion if the stitched two images is actually one single image.
- **Photo masking:** As the name depicts, masking is the process of hiding and revealing specified portions of an image.
- **Sketch:** Sketch is powerful and easy to learn. That's why Sketch is used by designers, developers, product managers, marketers, and anyone looking for professional graphic design software for their Mac.
- **Sketch App Sources:** Sketch App Sources is the largest collection of free and premium design resources for Sketch.

5.11 CHECK YOUR PROGRESS

Descriptive Type Questions-

- a) What are common digital terminologies used in image editing?
- b) What is difference between lossless compression and lossy compression?
- c) What is difference between graphics and infographics?
- d) Discuss the role and support of Sketch to image editors.

Objective Type Questions-

[1] Photo masking is the process of hiding and revealing specified portions of an image. [True/False]

[2] Photo stitching is a technique in which we join two differently captured images in a way that end user will be in an illusion if the stitched two images is actually one single image. [True/False]

[3] CDN stands for Content Directed Network. [True/False]

[4] When talking about adjusting the contrast of the image, the contrast should be either extra high or extra low. [True/False]

[5] is used by designers, developers, product managers, marketeers, and anyone looking for professional graphic design software for their Mac machines.

[6] Which of the given tools are not an image editor, i.e., Lunacy, Canva, MS Access, Social Image Resizer Tool.

[7] UI stands for user interface, likewise UX stands for

Answer (Objective Type Question)-

[1] True [2] True [3] False [4] False [5] Sketch

[6] MS Access [7] User Experience

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- Changing the world through digital experiences, <https://www.adobe.com/in/about-adobe.html>.
- All About Images for Infographics <https://www.copypress.com/kb/infographics/all-about-images-for-infographics/#1>.
- How to Enhance Your Infographics with Images, <https://barnimages.com/enhance-infographics-with-images>.
- 5 Image Editing Tools that Make You Look like a Pro, <https://neilpatel.com/blog>.
- Part 2: Digital Terminology and Essential Elements of Photo-Editing, <https://extension.uga.edu/publications/series/detail.html?id=35&name=Digital+Photography+for+Horticulture+Professionals>.

5.13 SUGGESTED READINGS

- 6 Great Image Editing Tools for Bloggers (Hint: Most Are Free), <https://bloggingwizard.com/image-editing-tools-for-bloggers>.
- Envira Gallery, <https://enviragallery.com/best-photo-editing-software-for-photographers>.
- Skylum Luminar Interface, <https://enviragallery.com/refer/skylum-luminar>.

UNIT- 6

VOICE AND VIDEO MARKETING- I

6.1	INTRODUCTION
6.2	OBJECTIVES
6.3	ROLE OF VOICE MARKETING
6.4	OVERVIEW OF POPULAR VOICE ASSISTANTS
6.5	TOOLS OF VOICE MARKETING
6.6	IMPACT OF VOICE MARKETING ON POPULAR BRANDS
6.7	VIDEO MARKETING
6.8	HOW TO PUBLISH YOUR VIDEOS ON SOCIAL MEDIA?
6.9	POINTS TO REMEMBER
6.10	GLOSSARY
6.11	CHECK YOUR PROGRESS
6.12	BIBLIOGRAPHY/ REFERENCES
6.13	SUGGESTED READINGS

6.1 INTRODUCTION

In this particular unit, we are likely to learn about two important tools of Digital marketing – voice marketing and video marketing. Both are very effective, in terms of promotion of the business, product or a process is concerned.

An image speaks more than the textual contents and if we can use a video in place of an image then it will be a combination of both audio and visual. This will surely make the content more effective and easier to understand. This chapter will help the student to deal with Voice and Video and to use them as an effective tool for Digital marketing.

6.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Understand the effective use of voice and video in marketing.
- Understand Video marketing and its impact.
- Learn about the use of voice and video in business promotion.
- Know how to publish own videos on social media.

6.3 ROLE OF VOICE MARKETING

Digital assistant and podcast are now making into our houses, cars, offices and in all personal and professional areas one can think of. It helps user to make search based on his or her voice. By giving a particular command, the voice govern devices are likely to produce the result. It is also a way through which typing is being removed from the scene.

Note- By 2020, half of all searches will be voice-based, says @comScore. #technology (Rebeca, 2018)

We all are familiar with voice govern devices like asking a weather condition on Alexa or checking out the traffic conditions with Siri. Even the schedule of appointments, daily news, global activities, meetings can be easily managed by this voice govern devices. The voice search is as simple as making a command like: “Let me know the temperature Alexa” and the respond is so quick that “It is 13-degree temperature at Haldwani”. From personal to professional questions, these digital assistants are ready to answer anytime and anywhere. The major reasons of using voice assistants are:

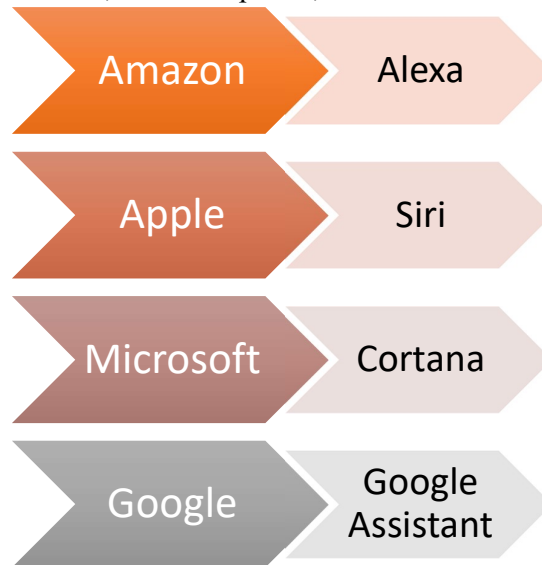
- Comparatively easier than using app or going to a particular URL.
- Ease of use while dealing with voice technology.
- No more typing for search on web or on mobile app.
- Time saving.
- Easily effective while driving a car.
- Doesn't affect the accuracy of the search.

6.4 OVERVIEW OF POPULAR VOICE ASSISTANTS

Fig. 5.1 Overview of Popular Voice Assistants

The popular voice assistant and digital devices are:

- a. **Apple Siri**- It was launched a decade back in 2011 and the voice command is “Hey Siri”. It supports iPads, iPhones, Mac Computers, etc.



- b. **Amazon Alexa**- It was launched in 2014, “Hey Alexa” is the voice command and it supports Amazon Echo and Sono speakers effectively.
- c. **Microsoft Crotona**- It was also launched in 2014 as a competitor of Siri and Alexa by Microsoft company and the popular command is “Hey Crotona” and it is integrated with Harmon Karmon Invoke.
- d. **Google Assistant**- The big legend Google also jumped into this voice search world and launched its product in 2016, the popular voice command is “Hey Google” and its compatibility is with Google Home devices, Google smartphones, etc.

However, there are some more digital voice assistants like- Xiaomi’s Xiao Ai, Alibaba’s Tmall Genie, Samsung’s Bixby and JD.com’s LingLongDingDong.

6.5 ***TOOLS OF VOICE MARKETING***

Podcast- In simple words, Podcast is a series of audio files that can be downloaded by the user. It is a combination of iPod and broadcast. It was designed for audio blogging and later it was used for delivering and synching with portable audio players. Mostly files distributed on Podcast are in audio format. Podcast work on subscription basis and the new episodes are automatically downloaded on the portable audio players and iPod. Series audiobooks, Podcast audiobooks and Podcast novels are very popular among the youngsters. Political Podcast are also in use to promote party lines, strategies and outreach to the followers. The popular companies of India engaged in Podcasting are Awaj.com and talking stuff network. Popular Guardian and BBC from UK also use Podcast.

Digital assistant- We had discussed it in previous segment 1.4, about the popular digital assistants and their productivity in marketing. Digital assistants are making their presence in Smart watches, tablets, smart speakers, appliances, cars, IoT based devices, instant messaging programs, etc. The role of digital assistant is:

- To answer the basic questions
- Setting alarm, meeting schedule
- Tell jokes
- Communicate on various topics
- Search on internet about a particular topic
- Daily news
- Weather forecast, traffic details, etc.

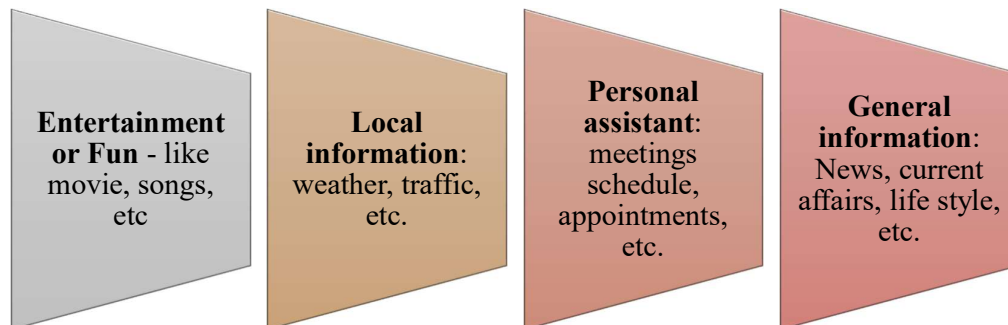


Fig. 5.2 Common usage of Voice assistant by users.

Smart speaker- A wireless smart device used as an audio player and played through connections like Wi-Fi and Bluetooth. Smart speakers also work as a digital assistant and now a part of house automation and office automation. Example- Google home max, Sonos beam, etc.

6.6 ***IMPACT OF VOICE MARKETING ON POPULAR BRANDS***

With the emergence of voice assistant, voice marketing tools are more in demand. It is just like delivering the results for a customer on a simple command. The popular brands with voice marketing are as follows:

- **Burger king:** The campaign “Who is whopper?” is a Google Ad campaign which pushes the sale of burger king a lot.
- **UBER:** This car rental company is using the voice activated user request and can be used with the help of Google home, Alexa, Siri, etc.
- **PAYPAL:** Voice assistant authorized payment transaction is effective on PayPal. With the help of Siri, one can use this command i.e. “Send 300 dollar to my mother using

PayPal”. This command will make the Siri connect to PayPal and then transfer the amount to the saved mother account.

- **Whirlpool:** Voice activated home devices are effectively working for Whirlpool, right from laundry settings like washing time, types of clothes, all are now programmed. The automatic calling setting can also be controlled through Voice assistant.
- **LG:** AI based smart TV are nowadays in huge demand. Voice control channel change, connection with various social media like YouTube, Netflix, etc. are now on voice command on the remote itself.
- **OCADO:** This British grocery market is now on voice assistant. With the help of Amazon Alexa users can generate shopping list and purchase grocery. It also supports Android mobiles.
- **Domino:** This Pizza delivery company uses Voice Ordering System with the help of Siri. This helps customers order Pizza more effectively and precisely. It is just like a virtual presence of order taking assistant with you and it assists as per your taste and likings.

6.7 VIDEO MARKETING

Video Marketing involves the use of videos in forming marketing strategies. It deals with three major segments-

- To educate the audience
- To entertain the audience
- To increase the reach of company to the consumer

Marketing has changed a lot from the last two decades. Internet had made the target audience smarter. The audience or consumers are now aware and more knowledgeable. They enquire, check and explore before buying or ordering anything.

In professional world, every company thinks of reaching to as many consumers. The consumer-centric marketing is on high demand and this video marketing is no more exception. The basic idea of this video marketing is educating the audience like Byjus, smart classes, Vedantu, etc. The second segment is to entertain the audience through popular platforms for real entertainment like YouTube and Facebook. Web series have also emerged as a source for regular entertainment for travellers.

Video marketing in brief is an effective tool to build rapport with the consumers, promoting and selling the product, delivering infotainment to the audiences and live streaming the events.

The importance of Video Marketing-

Video marketing is preferable due to the following reasons:

- **Videos are leading the world** – Videos have proved to be more attractive and impactful. It is more effective tool in presenting data, knowledge, awareness, infotainment to the audience. YouTube itself amasses a billion of views every day.
- **To connect consumers on their ease-** Videos are creating more space for consumers as they are available both on online and offline modes. Consumers can plug and play things as and when required. Example: Internet series videos are both in online and offline mode. Shared videos are just like any other attachments and it can be played irrespective of the premises.
- **It is more realistic-** Real time shoots are very helpful in forming marketing strategies. Example- While dealing with real estate, one can easily show the buyers location, development and sample flats. Buyers can have real idea of how the product will look and feel. So, the authenticity of the product is on real high with video marketing.
- **To provide a look and feel for the user-** Videos come handy in channelizing product and features detailing. Example: While marketing for a particular car, videos can reach up to the target audience, how the care behaves, engine, performance, interior and other distinguished features more easily and without going to the car showroom.
- **To humanize the company, face to the audience-** Video marketing is the best way to connect with audiences. It ensures trustworthy relationship with the consumers on a regular basis.
- **To improvise conversion and sales of the product-** Video marketing in an important tool which helps in conversion of the user to the buyer. It also helps increase the sale of products effectively.

Now the question arises that for whom video marketing is useful? The answer is bit simple. The video marketing is useful for- Companies, industries, educational institutions, hospital and health sector, real estate, government agencies, NGO's, etc.

These marketing videos are also helpful for the consumers as it provides the right set of knowledge, awareness and value to them. Look, feel and product detailing can help consumers wisely choose the best product as per his/her capability and needs.

Types of Video marketing-

We are already aware of the broad scope of Video marketing. Right from entertainment to information, product detailing to the sales market, this tool is making enormous presence in the consumer world. Basic types of video marketing are as follows:

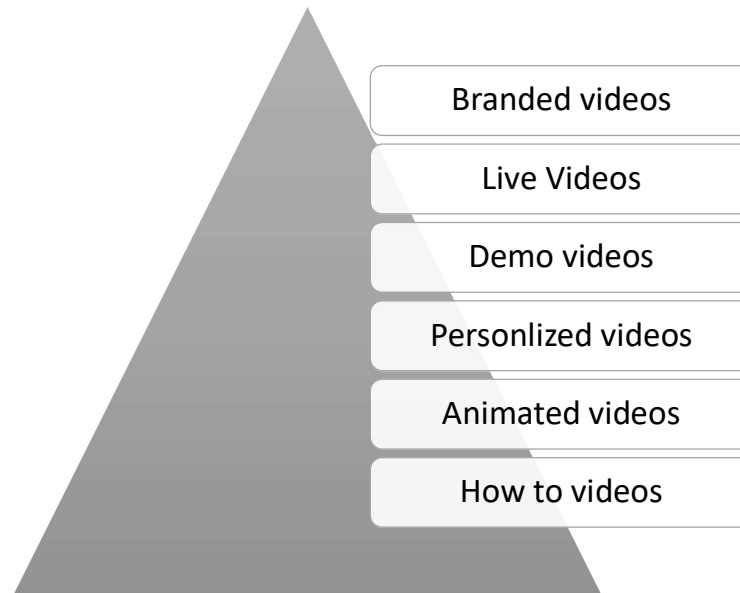


Fig. 5.3 Various types of Video marketing.

Branded video-

Brand value is important for any product and it comes only through promotion and circulation. Branded videos are videos used for image building exercise. The promotion of soft drinks like Coke, Pepsi use branded video in the promotion of their new launches as well as establishing a link with the audiences.

They are likely to create awareness and interest into the target consumers on regular basis. It is just like cementing relationship with dedicated consumers or target audiences. Popular branded videos are related with existing companies like FMCG products, Retail products, and house hold products. Examples: Pantaloons, Louis Philips, Armani, Peter England are popular brands and their video promotion strategy will be labelled as Branded Videos.

Live video-

It is the latest and most interesting type of video used for marketing strategies. This is essential in making digital presence and can be useful in presentations, demo of the product, press conferences, talks or any conference or workshops. Some of the popular Live Video streaming sites are- Facebook live, Periscope, YouTube live, Dacast, funnyorDie, etc.

Demo video-

These videos are very useful for the company's demo or product detailing. It is also helpful in presenting the company demonstration irrespective of the place and time for marketing strategies and executions. Some popular demo videos available are- Survey monkey, Mailchimp, NoseFrida, Sphero and Airtable. The common features of all these marketing videos are to emphasize on audience demand and identifying the company's goal.

Personalized video-

Personalized video is crucial for marketing and companies can use it as a tool for customizing marketing videos. They can use company name and logo. Personalized videos are based on the consumer's history logs. For example: If a person is looking for air tickets on internet for a particular destination, he/she will be happy to receive a personalized video on family tours or fun trips. This can be easily identified with the help of Artificial Intelligence technology.

Animated Video-

This imaginative type of video is very useful for marketing. Animated videos can be useful to present complicated topics very easily. Google Doodle is an interesting animation video where Google convey a story through it. These animated videos are helpful in moving in time and understanding complex subjects very easily.

Expert interviews

This is an interesting tool to have expert's opinion or to use the expert's advice for business promotion and product improvisation. These expert interviews are very helpful in planning marketing strategies for companies or designing a product based on the expert or future demands.

How to video?

This is a new version of presentation video, where one can address the target audience with his or her expertise. It is also very popular among small and medium enterprises for promotion of their products and expertise. In other words, it is a marketing video which makes the consumer to do it yourself (DIY). Basically, these how-to videos are divided into three segments.

- a) **Explainer video:** These how-to videos address the option why and how it is effective. Example why and how can one can become effective writer? There are many software available for content writing and one can use these types of videos.
- b) **Instructional Video:** These how-to-videos can address the demand of tutorial video or training videos. Example: Byjus, YouTube and many other platforms are addressing these requirements through instructional video. All learning apps or training apps use instructional videos to support the user. One can learn yogic asanas, cooking a particular dish, etc through these instructional videos.
- c) **Software videos:** Product demo is crucial for those who deal with software or product sales and marketing. Perfect demo always converts into view and purchase of the product. Software videos are helpful in detailing the usage and utility of the software. Example: How to write thesis software will surely draw the attention of research community. How to build a perfect resume with a software will cater the job seeker demand, etc.



Fig. 5.4 Video marketing (Source: ngdata.com)

How to record your own story?

One can easily go through the contents and record his or her story to promote company's marketing. Basic things required to record a video are:

- a. Firstly, a recording device- mobile or webcam or a regular recording camera.
- b. The concept on which you are likely to talk.
- c. A review of- Who is your target audience? What they are likely to hear? Platform on which this video will be, Time frame if any, Content matter.
- d. Be simple and brief.
- e. Don't try to control your surroundings.

Natural location, flow and language draw more audience's attention. So, it is preferable to be aware about the surroundings but not to hold all the inflow.

Careful about the time frame-

In any case, your video should not cross 60 second duration. Instagram prefers 26 second and Hub Spot prefers 30 seconds video, Facebook – 30 seconds, Twitter- 30 seconds is an ideal duration. However, the video length varies as per the purpose.

If the videos are explanatory video or software video's, then the length will be more enough as the company is trying to demonstrate all attractive and important features of a particular software whereas when dealing with awareness video, it should be brief enough to finish in few seconds. Ensure the marketing video should be catchy and to the point. It should cover all the points but in very brief. Marketing video is just like promo of a movie or a particular product.

6.8 HOW TO PUBLISH YOUR VIDEOS ON SOCIAL MEDIA?

Preparing a video is one thing but how to make it reach one and all is an important aspect. Here, social media plays an important role and Search engine optimization (SEO) comes into play. Customization, duration and quality of video and knowledge about the target audience are always crucial for the promotion of video on various platforms. Let's see the available resources through which one can share marketing videos-

- **On own website-** The website is very important for the SEO or Video marketing. In order to keep the audience focused and dedicated to your product a website is essential. All the recorded videos will be a part of the company website and it can also serve as an archive for all the marketing videos.
- **On Facebook-** Social media presence in everyone's life is enormous in nature. All events, activities, movements, agitations and product launch now use social media. Facebook live is an important tool as the video looks more authentic and real. In fact, big companies also use this tool to create brand awareness and authenticity of the product.
- **On YouTube-** From a survey, the second largest SEO is YouTube with a viewership of more than 2 billion people every month. This is a huge figure for the promotion of any company and the product. YouTube channels have now emerged as an important tool for improving marketing strategy. YouTube subscriptions and a greater number of likes are just like getting a reward for your work. Sometimes, even companies pay to you on rise in demand video. This business is bit simple. If you have 1 million views on YouTube channel, then you can have \$ 3000 to \$ 7000 in your accounts from YouTube.
- **On Instagram-** A story a day is the basic idea of Instagram, another popular social media. Now, to enhance the authenticity of an event one can share Live videos with his story through Instagram Live #liveonInstagram, #thisweekonInstagram, etc.
- **On Snapchat-** It is another social media option which the company can use to link with its consumer. The snapchat story is for 24 hours and more on the personal video. However, the #LastSelfie campaign was very popular and conveys social awareness towards wild animals.



Fig. 5.5 Snapchat (Source: Snapchat.com)

- **On Email-** The emails are as always in demand. A video in subject line surely draws the attention of the audience. Email is still an important tool to build rapport with the consumers on regular basis.

6.9 POINTS TO REMEMBER

The basic aim of this unit is to make the student aware of voice and video marketing. These two prominent and promising tools are making the marketing handy and with ease. The popular voice marketing is based on digital assistants like Microsoft's Crotona, Apple's Siri, Google Assistant, Amazon's Alexa, etc. The support of digital assistant is amazing and it is helping the human in day-to-day life very effectively. Video marketing is also effective in terms of creating the demand for the product, company liaison, marketing strategies, etc. Various social platforms like Facebook, Twitter, Instagram, YouTube, etc are helping the video marketing to attain phenomenal heights.

6.10 GLOSSARY

- **Social media:** An effective tool of social networking. Usually, a collection of website and application through which users can interact, share files and documents effectively.
- **Digital Presence:** It is the virtual presence of a company or its product. In simple words, it's profiling of the company, person or a product on the internet and if a person searches any keyword, they may get the desired results.
- **Drift video:** It is basically a digital conversational video platform where one can record a video and share it smartly.
- **Digital Assistant:** A virtual assistant is designed to assist users in question answer mode. It is an effective tool to collect information on voice technology. They are also labelled as voice assistant as they are commanded by the user's voice.

6.11 CHECK YOUR PROGRESS

1. What is the use of voice marketing?
2. Name few digital assistants available in the market.
3. What is the basic function of a digital assistant?
4. Why is Video marketing?
5. Who can use Video marketing?
6. What is Branded Video? How is it useful in marketing?
7. What do you mean by How to Video?

Descriptive type questions-

- a) Explain in brief about the use of voice marketing.

- b) What are the basic features of any voice marketing tools? Explain any two of the features in detail.
- c) What do you understand by video marketing?
- d) How is video marketing effective in marketing promotion?
- e) Write a descriptive note on types of marketing videos.
- f) How does one record story through video marketing tools?
- g) How does one publish his video on social media?

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- Voice of a customer marketing, Ernan Roman

UNIT- 7

VOICE AND VIDEO MARKETING- TOOLS AND ACTIVITIES- II

7.1 INTRODUCTION

7.2 OBJECTIVES

7.3 VOICE TECHNOLOGY- AN OVERVIEW

7.4 CHALLENGES IN VOICE SEARCH ANALYTICS

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7.1 INTRODUCTION

Voice and video contents are used heavily in business processing these days. Various programs for which voice is given as input are deployed in the machines such as Apple Siri, Amazon Alexa, Google Assistant etc. Selection of spoken language is important to execute any specific type of program for creating any interaction during voice processing better. The voice tools are

used for voice-oriented marketing which are typically based on long search queries to fetch the meaningful results. Such voice tools may be used to achieve all tasks such as making calls, send text, set alarms, timers, reminders, play music, play TV shows, solve mathematic equations for students, providing scores of the going match, searching real life queries such as ATM, restaurants, forecasting of weather etc. If you use voice for searching, luckily, your voice is free, if only there were a device that could listen to your oral order and do the work needed so that your food will be at your doorstep exactly when you finished your assignment. In fact, there is a solution to your general to specific queries based on voice as a data and this is known as voice recognition technology.

On the other hand, video marketing in the business is playing a vital role too. Whether you watch any video on YouTube you must get small sized video advertisement made for the product marketing purpose. This type of marketing is also used for product promotions especially when you watch videos for free. The other types of videos used in video marketing includes event videos, testimonials, how-to-videos, vlog (video logs), webinars, tutorials, reviews, presentations, live videos etc. These tools are fulfilling the business needs of today. Moreover, these marketing tools are controlled under the smart artificial intelligence technology that makes automatic and suitable selection of videos to its customized audience. Both audio and video-based marketing tools are in use at every segment of the market. The detailed insights on both the audio and the video technologies are given in the sections below.

7.2 OBJECTIVES

After the successful completion of this unit, you will be able to-

- Know about voice technology.
- Using voice for managing business.
- Understanding voice marketing.
- Knowing the tools used for voice.
- Understanding video marketing.
- Knowing the tools used for video marketing.
- Understanding the insight on one voice marketing tool.
- Understanding the insight on one video marketing tool.

7.3 VOICE TECHNOLOGY- AN OVERVIEW

Voice recognition technology can be a program (software) or a standalone device (hardware). The core of voice technology is the ability to take a user's voice as input or a command to either produce a desirable output or perform some particular tasks.



Figure 1: Voice Technology

In other words, Voice Technology is a Technology that enable you to perform certain action only with the help of your voice. Some of you may never know life without “Siri”. Other may feel like voice technology is something out of science fiction. But the truth is somewhere in between. While most people remember 2011 when IBM’s Watson won Jeopardy, or when Apple launched Siri, actually voice technology dates back much further. In 1961, IBM introduced the IBM Shoebox, the first digital speech recognition tool. Since then, voice technology has improved and become more present in our everyday lives. Now-a-days various voice assistants are available to not only serve you personally but in promoting your business too.

Voice Technology Today-

The voice technology is growing every moment. This growth is shown with the facts taken from various sources. These facts depict that in 2019, Google research showed that 20% of all search queries on mobile were voice search, and more than 40% of adults used voice search daily. It is not surprisingly to say that this percentage is rising, as more people buy voice assistants for their homes and for businesses too. Another study of December 2018 shows that 118.5 million smart speakers were in US homes, a figure that had grown 78% just from the year before.

However, the NPR-Edison study found that of the people who already owned smart speakers, 69% had no intention of buying another speaker. But just because they aren’t buying a speaker doesn’t mean they won’t use the ones they already own any less. By the year 2024, there will be a revolution in the field of voice marketing that is based on voice-based search.

Voice Search-

Voice search is speech recognition technology on smart devices, which enables users to perform online searches by speaking terms aloud instead of typing into a search field. Some devices that enable voice search are:

- Siri– Acquired by Apple in 2011, the former standalone iOS app
- Alexa– Amazon’s Alexa was released in 2014, initially as part of the Amazon Echo smart speaker.

- Google Assistant– Not to be outshone, Google started this technology in 2016. Apple’s Siri is now one of the top virtual assistants used by its customers. Whereas, by January 2019, Amazon had sold over 100 million Alexa-enabled devices which is also a big figure. Also, Google Assistant is arguably now the best voice-enabled virtual assistant. Whatever the voice assistance you choose for your business, you will get benefit from all as the competition always gives benefits to the customers. But here we may make a point that in future voice-based marketing will lead from the from especially when this technology is loaded using artificial intelligence.

Content to be Used for Voice Search-

Before we start learning what is voice search optimisation and its use for voice marketing, let us know what are contents used for better results. We have to make sure about few things that we will use in the understanding of searching with voice. These are:

Implement Schema mark-up on all relevant pages

Design of a database is called the schema. It shows the relationship between the tables used in the database. Here, implementing schema mark-up on all relevant pages on your website is still best practice whether you are optimising for voice search or traditional search. Schema mark-up helps to tell Google, Yahoo, Bing or any other search engine about the nature of the content on a specific webpage. Common types of schema mark-up include: Organisation, Website, Product, Local Business, Recipes, Articles, Person, Events, Video, etc.

Make sure you are using HTTPS protocols

Earlier, few browsers such as Chrome have been marking websites that do not use the HTTPS protocol as ‘Not secure’, displaying warning to visitors about the security of their data when using unsecure sites. With 70.4% of Google Home results pages secured with HTTPS, now more than ever is the time to shift to the HTTPS protocol and provide a secure environment for visitors and improve the ranking in voice search as well as traditional search.

Focus your efforts on page speed

Page speed is important factor while searching. People want results quickly when they conduct a voice search and also this process should also be convenient for the intended users. A study by Backlinko found that the average Time to First Byte of a voice search result was .54 seconds (vs. the worldwide average of 2.1 seconds). Speeding up your website should be a priority. Use tools like Google’s Page Speed Insights, Web Page Test and GT Metrix to discover potential issues that are slowing down your site and specific pages and look to address these to improve your opportunities to rank for voice queries.

Keep short and simple words

When you are targeting a specific voice query with a piece of content, think about the way you structure your content and the language you use. In a study conducted by Backlinko, it was found that voice results tend to be short and concise. They found that the average voice search answer is just 29 words. Not only this, but the language used in voice search results should also be as simple as possible for faster results. It needs to be understood by people on the first pass as they don't want to have to ask for the answer to be repeated to understand it.

7.4 CHALLENGES IN VOICE SEARCH ANALYTICS

Whether the voice-based search is in the high use today, still there are various obstacles while using this search technology in practice. Following are not all but few commonly encountered barriers in voice search analytics:

- **Google yet not allow filtering of voice searches-** One of the substantial obstacles that becoming obstacle in voice search analytics is that tools of Google do not allow for filtering out the voice searches. According to coverage of the matter on Search Engine Roundtable, Google is focusing the possibility of allowing that at some point but hasn't given a timeframe for when it might roll out that feature.
- **Directory errors may stop people from searching content by voice-** Substantial errors are found in the directory content that could make it difficult for people to reach business sites through voice searches. For example, in almost a quarter of instances, there were errors in the business name. Then, in approximately half the directory listings, there were mistakes in the opening hours. If those errors remain, they could prevent people from reaching certain sites through voice searches. Then, the analytics for such searches may be abnormally low due to the mistakes.
- **Technology tweaks may cause changes in search behaviours-** In late January 2019, Google added a microphone icon to the Google search bar on Chrome for people using Android devices. As such, people may be more likely to depend on that voice search feature when doing things that make it difficult or impossible to type, such as driving or washing the dishes. If companies try to develop voice search analysis tools in the future, they must realize how the availability of voice search tools could influence popularity. The search processes must be retrieved on voice content when voice is used for searching by the user. The challenge is to develop algorithm that must comply with both text and voice-based search.
- **The potential for a steep learning curve when using new analytics tools-** Making the most of those resources once they exist may require people to go through a longer learning process than anticipated. The length of time required to learn one's way around an analytics tool used to dig into voice searches will likely go up depending on the depth of the data offered, too.

- **A Lack of Urgency from Marketers About Voice Search-** It will definitely change how people get information as well as how marketers prepare their content for their customers. But there are others who think voice search won't make such a big dent in the content landscape. Some companies that are considering making voice search analytics tools may ultimately decide that the demand is not high enough yet. This challenge is somewhere not motivating for the content voice-based application developers. Voice search may need to penetrate the market more. The technology may need to reach that point before many companies try to develop analytics tools.
- **Separating voice-search and text-search-** We also can't overlook how, at least for now, marketers can only rely on best practices as they look at search analytics data and try to decide whether particular queries happened via voice searches or typed searches. For example, marketers know that voice searches are usually more conversational than typed searches. But nothing is stopping a person from speaking a voice query and stating, "music shop near me" instead of typing "Where can I find the closest music instrument shop?" So, any worthwhile voice search analytics tools offered must offer some reliable way to tell marketers whether a person spoke the search query or typed it.

That'll be exceptionally difficult considering that some devices, like smartphones, allow either typed or spoken searches. As such, it's not enough for a voice search analytics tool to tell a marketer if the search traffic came from a mobile or desktop device. It must be even more precise and identify the method a person used to get results, such as a microphone or a phone keyboard.

7.5 VOICE-ORIENTED MARKETING

Voice oriented marketing is the collective strategies, tools, and processes a company uses to reach its target audience through voice-enabled devices, including Amazon Alexa, Apple Siri, and Google Assistant. The voice marketing is changing the scenario of the workplace with various facts. Text and voice languages are different while in use, where text may be formal by voice usually casual. Voice search usually involves longer queries as compared with text queries. Voice oriented search is focussed on local solutions and people changes the way how search is to be done. Following section focuses the contents of the above statements:

(i) The Language of Voice Search is Different

Typically, people use questions more with voice search, as the voice assistants are programmed to respond to these rather than to an affirmation. For example:

- Text – “Weather in New Delhi”
- Voice – “What is the weather in New Delhi?”

People tend to speak in full sentences with voice search, and the artificial intelligence (AI) platform will respond in kind. As programs like Siri use the text of web pages to deliver answers, content needs to be optimized for conversational language.

(ii) It Involves Longer Search Queries

With the dawn of voice search, people tend to use even longer, more specific queries.

- Text – “best restaurant in Delhi”
- Voice – “What is the best Italian restaurant in Delhi?”

(iii) It’s Focused on Local Solutions

Voice searches are most performed whenever people are looking for quick answers and information about the local area. They pull out their device and ask Siri or Google for directions or information on the nearest restaurant, bar, or shop.

(iv) It Changes the Way People Get Their Search Results

Users no longer need to visit a website to get the answer they want. Instead, a quick voice search serves up the answer, which can be read back to you in mere seconds.

7.6 TOOLS USED FOR VOICE ASSISTANCE

Come to the practical part of the voice-based tools. There are various tools which are popular these days that help in voice-based assistance. Few voice-based tools are discussed below with their basic introduction too:

(i) Amazon’s Alexa

It is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audiobooks, and providing weather, traffic, sports, and other real-time information, such as news.



Figure 2: Amazon’s Alexa

Alexa is also available on a lot of third-party devices like speakers or TVs as well as through the Alexa app on phones.

(ii) Google Assistant

In the field of voice assistance technology, Google Assistant is an equivalent product which is equivalent to Amazon's Alexa, Apple's Siri and Microsoft's Cortana. Google Assistant has made incredible progress since its 2016 launch and is probably the most advanced and dynamic of the assistants out there.



Figure 3: Google Assistant

Google has spread Assistant far and wide, not only on its own hardware, but through partnerships with other companies that see Google Assistant in a huge range of devices, from fridges and headphones to speakers and cars.

(iii) Apple's Siri

Similar to other voice assistants, Apple's Siri is the voice assistant used popularly. Its interface is shown below:



Figure 4: Interface of Apple's Siri

Specifically, for this smart voice product various commands are well prepared. Below is a list of some of the commands and questions on which Apple's Siri is able to respond to or to take the actions in reply:

- Make calls
- Send/read texts
- Set alarms/timers/ reminders/check calendar etc.
- Play music (specific songs, artists, genres, playlists)

- Play TV shows and movies, answer questions about them
- Do translations and conversions
- Solve math equations
- Offer up sports scores
- Check movie times and ratings
- Search for nearby restaurants and businesses
- Check the weather
- and many more.

Surprisingly, this voice assistant will definitely help you in tuning your business as per your interest.

7.7 *AMAZON ALEXA- HIGHLIGHTS AND COMMON COMMANDS*

As discussed above, Amazon's Alexa can also control several smart devices using itself as a home automation system. The list of Alexa commands is expansive and grows with every new service or device it supports. Alexa isn't perfect, but it's pretty great at understanding natural language, so you don't always have to speak the commands exactly as you see them below. Many commands work when worded several different ways or even with words omitted. Out of various commands the basic commands followed by Alexa are listed below:

(i) **Basic commands**

- Ask for help: "Alexa, help."
- Have a conversation: "Alexa, let's chat."
- Mute or unmute: "Alexa, mute" or, "Alexa, unmute."
- Stop or pause: "Alexa, stop" or, "Alexa, shut up."
- Change volume: "Alexa, set the volume to 5," "Alexa, louder" or "Alexa, turn up/down the volume."

Also, the Alexa is updated with the Coronavirus commands given below:

(ii) **Coronavirus commands**

- Ask for coronavirus information: "Alexa, what is the coronavirus?"
- Ask for coronavirus news updates: "Alexa, what's the latest with the coronavirus?"
- Ask for help washing your hands: "Alexa, help me wash my hands."

To understand the concept deeper, various commands developed for Amazon's Alexa are bundled in the following categories:

- **Echo Show commands:** The Echo Show and Echo Spot are the only Echo speakers with touchscreen displays. This means you can tell them to show you things.

- **Fire TV and Fire TV Stick:** You can now use compatible Echo devices (Echo, Echo Dot, Echo Look, Echo Show and Amazon Tap) to control your Fire TV and Fire TV Sticks.
- **Media controls:** Helps in managing the media control options.
- **Time and date:** Able to respond the queries related to time and date.
- **Calls and messaging:** Help in interacting on calls and message related activities on your devices.
- **Purchasing:** Used to process commands related to purchasing using audio features of Alexa
- **Notifications:** Echo speakers will light up yellow when you have new notifications
- **News and weather:** Help in forecasting on weather and give you news alert also.
- **Entertainment:** Helps in providing and short listing the entertainment-based tools.
- **Food and businesses:** Whether you want to raise your query to get food or feed any business transaction, Alexa is there to help you.
- **Math:** Alexa also helps you to overcome the mathematical problems. Moreover, it will help your kids to solve the puzzles too.
- **Definitions and spelling:** Get the definition or spelling of a word using this device is easy.
- **Sports:** Check the results of a finished game, find out the results of your favorite teams, ask if a team won, ask when the next game is scheduled etc.
- **Smart home:** Alexa can integrate with loads of smart home platforms, such as SmartThings, Wink, Insteon, Lutron, Belkin WeMo, Philips Hue and many more.
- **Bluetooth:** Pair a Bluetooth device, Disconnect from a Bluetooth device
- **Profiles and user accounts:** Switch profiles, check which profile is active etc.
- **Skills:** Skills are like third-party applications for Alexa speakers. They allow you to connect third-party software and hardware to your speaker, as well as play games and add different news sources to your Flash Briefing.
- **Search:** Get Wikipedia information, Tell Alexa to continue reading a Wikipedia entry
- **Holidays:** Find out when a holiday is, Ask for holiday movies?

Conclusively, this is not the limit to use this smart device. Whatever you may think about this device it will either respond you immediately, and if not, then soon you will get updated version including the solution of the problem left in the earlier version.

7.8 AMAZON ALEXA IN BUSINESS

Voice marketing as discussed above is used to process the task of searching, sorting, deleting, filtering the content used by various devices. Few of the areas where Amazon Alexa is deployed for improving your business are discussed below:

- **Development of Voice ID for identifying voices:** Amazon's Alexa may become even smarter in the near future, as Amazon is currently working on developing voice identification software that will allow Alexa to identify who it is speaking with and differentiate speakers from one another. Voice ID would be able to match a person's voice to a pre-recorded voice print to accurately identify voices. With this function, primary account holders could get benefited with the security policies. No doubt, this new feature will become the building block for the new business model.
- **Introduction to a mobile app:** Amazon's Alexa is now available on its Amazon shopping app for iOS, causing it to become available to users on iPhones and iOS devices. Although, Alexa lives on the Amazon app, its functions are not limited to the app itself and can perform a variety of functions extending beyond shopping.
- **Introduction to competitor products:** Amazon has recently allowed Alexa to be adapted for competitor products, licensing its technology to other manufacturers attempting to create home assistant products similar to Amazon's Echo.
- **Introduction to motor vehicles:** Ford, Volkswagen, Hyundai, and Volvo all announced Alexa integrations this past year, bringing Alexa into the car voice assistant market. Most notably, the partnership between Ford and Alexa is taking voice assistance one step further, allowing you to feed destinations into your car navigation systems, control smart homes from the driving seat, and lock, unlock, start, and check info on your car from inside the house, all through Alexa.
- **Introduction to TV:** The features of commanding a Television set is not supported universally. Whether in the specific TV sets such as Amazon's Fire TV, Alexa is having full control on operations. This feature will suffer with the existing TVs but in the manufacturing of new TV set such smart features are being considered so that they may respond to the smart devices too.
- Therefore, the Dish Hopper 3 is one product that is looking to change this reality and push us towards a remote-less, button-less TV future. Specifically, Dish Hopper 3 is a product for controlling TV integration with Amazon Alexa and allows you to vocally prompt your TV to change channels and do more by providing the high-tech features by supplying the convergent media-based results.
- **Integration with smart home devices:** Alexa has the potential to be a universal smart home hub for all the devices in your home, regardless of which providers you employ for different products. Many smart home companies have native support for Alexa and allow for effortless integration, so that you may call upon Alexa to turn off your lights, update your home security settings, change your refrigerator settings, etc. Numerous companies have smart home hubs that are compatible with different brands of devices, but Alexa is universal and ubiquitous in the competition these days. Needless to say, the its

competitors are also updating their products at high end to increase the capture of the market.

7.9 VIDEO MARKETING- AN OVERVIEW

Video marketing is using videos to promote and market your product or service, increase engagement on your digital and social channels, educate your consumers and customers, and reach your audience with a new medium. According to the research by HubSpot, video on page is capable of increasing conversion rates by over 280%. Moreover, most of the customers have a faith that video-based search results help them to make buying decisions better as compared with text-based results. One of the main features of the video-based content for any purpose is that once it starts, it resumes automatically and you may repeat or jump to any part the video anytime. Also, if the video is interactive one then the understanding of the content may be witnessed by asking questions in between.

A single picture worth a thousand words, then how much more valuable is video? Video is a collection of many pictures and that is the basis of video marketing. It is all about a new marketing strategy that integrates engaging video into your marketing campaigns. If we use video for marketing then, it can be used for everything for your business such as from building customer report, to promoting your brand, services or products. In the education, interactive videos may track whether the students are watching and listening their videos attentively or not by raising small questions based on the content delivered moments before.

How Video Marketing Works?

Marketing your product and services is really a challenge for its intended employees as competition is cut-throat in the market place. Duplicate product practices are highly active that may defame your genuine product one way or the other. You may use the video contents to promote the products and services for achieving better marketing results. Your business brand creates videos that promote your company, drive sales, raise awareness of your products or services, or engage your customers. Various points are important to note here before you develop you video contents. To develop your video marketing strategy, you need to take a note on following:

- **Budget for creating videos:** As you develop the video for your business, before hand, you must consider to choose various things that may help you in reaching your target. You must think for suitable equipment, good editing software, and obviously a smart video marketing team
- **Time:** Time is also a factor before you create the video. Sometimes the time for videos may be short sometimes it may be long especially when you are giving the detailed demonstration of your premium products. Conclusively, it may be said that the more the cost of the product the more the time for demonstration of the product.

- **Engage:** It's not enough to simply tell your stories to your customers, but you must engage your audience while you do so. You have to know that how will you make your stories interesting? Create the stories that will pull audience to your business.
- **Keep it short and focussed:** Try to cover the things in time as much as less because customer must not get irritated with your video content. May be the customer will not return to you in future if you unnecessary engage them or comply them to subscribe into your business. The golden rule is kept it short.
- **Publish:** To get the better promotions for your business products use the social media platforms that will make your business to take leaps and grow exponentially. You may promote your videos on your websites, Facebook, Instagram, YouTube and other social media channels.
- **Analyse:** This feature is for keeping an eye for your business growth. You may also create a repository to maintain the statistics of your video data for improving the business by removing the weaknesses in future videos.

Benefits of Video Marketing-

Once you have prepared video content for your product and service promotions you will definitely going to get benefits from it. Few of the benefits of video contents for marketing are listed below:

Video make connecting with your audience easier: Yes, audiences are interested in knowing the products on videos. Even reviews are also given in video modes. Nowadays, many company's marketing efforts are designed to help build trust of the customer. This medium allows customers to get more eager to know your brand.

Videos boost information retention: If your customers hear something only, they are likely to retain less of that information. But if we provide them the same contents using audio-video medium then they will retain the content for longer run as well as more accurately. Your customers are comfortable in watching the video as compared with other contents such as text or audio advertisements. Also, if good video marketing is planned it can attract new visitors easily.

To make the marketing practices more robust, the firm must select this tool to reach heights in the business. Video can be a versatile tool for salespeople throughout the entire customer buying journey and it can do much more than increase engagement. Moreover, using video contents you may highlight the features of the products to your customers so that they may easily find the way how to use the latest features of the product or services. In case of online service marketing, screenshots of the process may be used and in case of more complex topic screen may be recorded while preparing the content.

7.10 TYPES OF VIDEOS USED IN MARKETING

In this section we will know what are various types of Content used in video marketing include-

- **Product Demo:** In this kind of video, there should be proper information about project which explains the customer or consumer about features, and benefits of the products. It should be design in such a way that it showcases the utility to the customers that they will get after buying the product.
- **Interviews:** Here interview does point that interview which we all have to gone through during selection process of any company, here interview is used for answering questions on a particular topic and posting its video online.
- **Event Videos:** These videos are basically containing the highlights of an event (the event can be professional or kind of social activity and it is usually a part of the event marketing.
- **Explainer Videos:** This kind of videos is specially designed to answer Frequently asked question related to the product that is selling buy a company or an individual.
- **Testimonials:** The term testimonials refer to customer who already bought that product from a company and happy or renowned company expressing their appreciation and good experience with the company. This helps in increasing the confidence of prospective buyers.
- **How-To Videos:** These kinds of videos are used to express that how to use a product of a company. Video contain step by step procedure on working of product.
- **Vlog:** Vlogs or video blogs are video versions of traditional blogs. Through vlogs, a business executes its marketing strategies using videos.
- **Webinars:** Webinars or web-based-seminars are live, web-based video conferences where the host uses an internet connection to connect with the audience of viewers and listeners worldwide and talk about a specific topic.
- **Presentations & Talks:** These include posting recorded videos of presentations and talks someone related to the business has organised, delivered, attended, or was a part of. Such talks (like TEDx) are much sought after video content on the internet.
- **Tutorials:** Tutorials are basically used to teach the customers the intricacies of the offering or other offering business are affiliated with.
- **Reviews:** These are the reviews of the product or services posted by influencers and thought leaders, which result in altering the decisions of the viewers.
- **Live Videos:** Live videos are videos related to the brand or offering that are streamed live either to showcase something important or to interact with the customers directly.

- **Brand Videos:** Brand videos are typically created as a part of a larger advertising campaign, showcasing the company's high-level vision, mission, or products and services. The goal of brand videos is to build awareness around your company and to intrigue and attract your target audience.
- **Animated Videos:** Animated videos can be a great format for hard-to-grasp concepts that need strong visuals or to explain an abstract service or product.

To make a business that suits your business perfectly you have to plan in advance, prepare and shoot video and mix it with audio and other visual effects by applying the mixing effects. If you are in need or interested in creating videos for you business growth then following ten steps used by the HubSpot to create business videos will help you in achieving your task. These steps are:

- Plan your video.
- Script your video.
- Understand and use your cameras.
- Set up your studio.
- Prepare your talent.
- Shoot for the edit.
- Organize your footage.
- Edit your video.
- Choose your music.
- Record your voice over.

If you are new in this technology then you may take these steps as guidelines for preparing videos for your business promotion activities. In the next section we will take insights on a specific organization that has used video content for their business and have got benefited too.

7.11 INSIGHTS ON VIDEO MARKETING

A case study of Revzilla.Com (A Motorcycle Gear Company)

The concept of video marketing seems very simple. Still, if you are new in this task then you must take a closer look on any model that is developing such models. In this section revzilla.com, a motorcycle gear company is focussed for your better understanding. Its user interface is shown in the figure below.

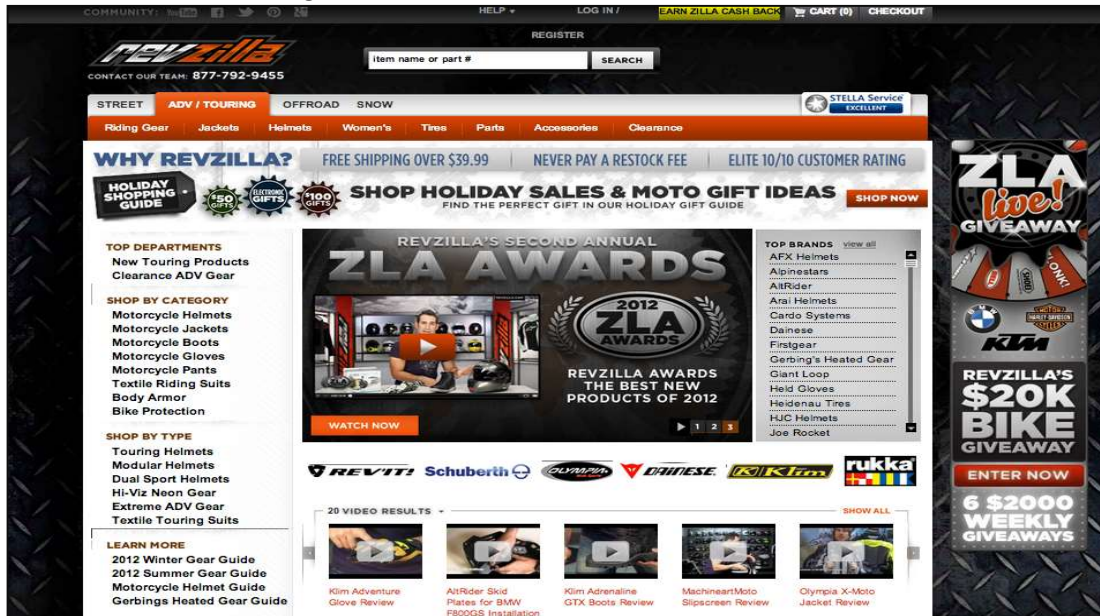


Figure 5: User interface of RevZilla, A Motorcycle Gear company

The facts about this website are:

- RevZilla has produced over 1,800 videos that provide product reviews and instructions for more than 17,000 subscribers around the world.
- In just a few years, RevZilla has accumulated over 9,000,000 video views.

Here we may focus that how the strategy of using videos has generated leads for the company. Surprisingly, it is very high. There are various reasons for the popularity and obviously the high gain of this company due to use of videos-based content for its customers. Few of the features used by revzilla are shared below, which you may also note while creating videos:

- **Short and engaging:** If the videos are short and engaging the customers, there are lot of chances to get profit. Such valued videos provide information about products that RevZilla sells to its most valued customers. The purpose of the videos is to provide viewers with information to make smart choices about products and not to force them to buy specific product. No diversion for business purpose only is to be made unless opt by the customer itself.
- **Consistent:** The videos here follow a consistent, host-driven formula that is both informative and engaging, which helps to grow audiences and brand loyalty. One or two online videos is simply not enough to create the kind of conversations that grow a brand. The concept of series is used by RevZilla's videos and it gives benefit for longer run too.

- **Specific focus:** RevZilla positions itself as an expert on motorcycle gear, and it has successfully built an online video audience by focusing exclusively on what it knows best. Sometimes companies have achieved viral success with more emotional, less content-oriented videos, but having a specific focus and area of expertise is more likely to build brand loyalty over time.
- **Conversation:** The RevZilla encourages conversation. One of the best things about online video marketing is that it gives users the opportunity to join in on the conversation. For example, this RevZilla video features the best products of the year, which were chosen in part based on user feedback.

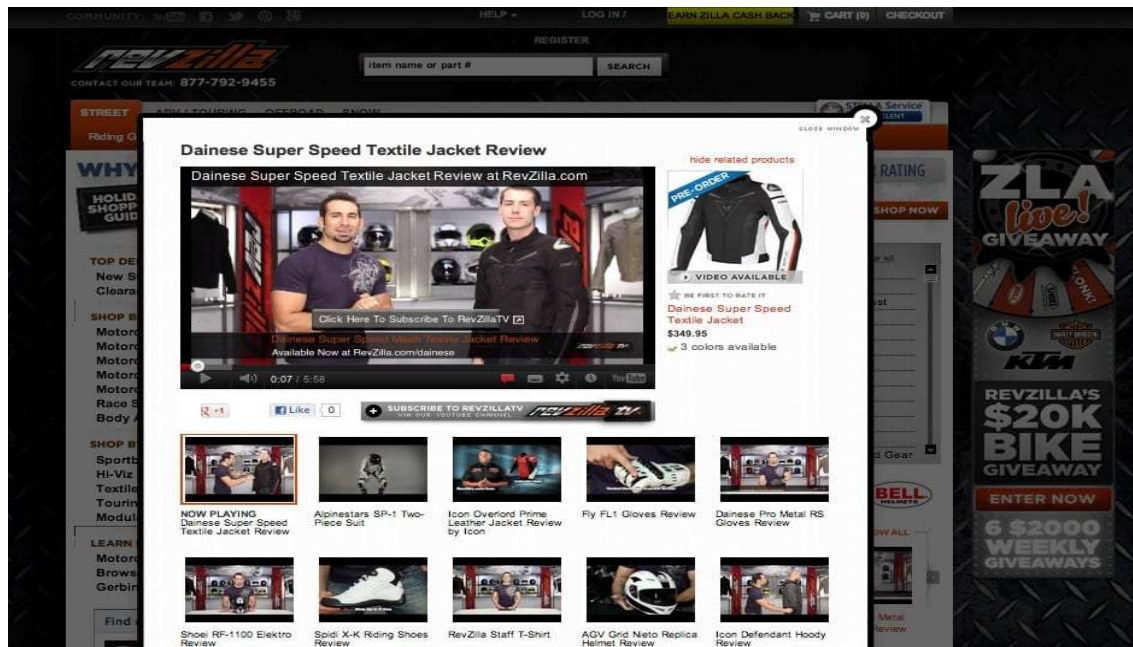


Figure 6: Revzilla video features the best product of the year

- **Responsiveness to comments by its representatives:** One of the main features of the video marketing strategy opt by this company is that the representatives from the RevZilla team respond to comments whether it is positive comment or the negative comment. Likewise, the response is quick, polite and open ended from the representative's end. This feature increases the confidence of the customers with the organization and resultantly business grows more.
- **Style of valuable feedback by viewers:** In this platform, viewers also provide valuable feedback on the difference in styles. As a case of promotion, the hosts from the RevZilla offers gifts such as free t-shirt to whichever commenter can respond to them for particular case such as guess the team member who is dressed up as Batman in the currently running video. This is a clear example of a fun, personalized type of interaction through online video that is likely to build brand loyalty over time.

7.12 POINTS TO REMEMBER

- Voice based search is used frequently for casual search these days.
- Apple Siri, Amazon Alexa, Google Assistant are few examples of voice assistants that accepts the commands and responds accordingly.
- Marketing is fully affected by voice-based search and market stakeholders are using voice technology for ease of processing their tasks.
- Voice marketing-based process uses casual search strings such as ‘ATM near me’ in spite of ‘May I know the location of all the ATMs near me.’.
- Video content for marketing is used heavily by all the brands.
- Product promotion content use on video mode gave better growth in the businesses.
- Types of videos used are event videos, testimonials, how-to-videos, vlog (video logs), webinars, tutorials, reviews, presentations, live-videos etc.
- In the online education, interactive videos are used to verify if the students are attending the video lectures attentively.
- The voice based smart systems such as Siri, Alexa, Google Assistant etc are making the change in the way how the business is growing these days. Moreover, voice id-based voice processing is in practice to do business more conveniently by giving the customized and verified service to the existing customers.
- Video marketing is growing exponentially specially in the social platform such as YouTube, Facebook, Instagram etc where maximum stakeholders meet. Various factors such as budget, time, engagement, publishing, analyzing must be considered before creating any product and service promotion using video marketing.
- YouTube, Instagram, Facebook etc are the social platforms where the video contents are used for marketing.
- Biteable, Video Marketing Blaster, Vidgeos, Animaker, Hippo Video, Filmora, Powtoon, Vidyard etc are used to create the videos for various purposes.

7.13 GLOSSARY

- **Voice marketing:** Voice marketing is a set of tactics and strategies designed for reaching audiences who are using voice devices
- **Video marketing:** Video marketing is the strategy designed by marketing teams to create, curate, and utilize videos as a means of marketing their products or services to their target audience.
- **Amazon Alexa:** It is a virtual assistance AI technology which is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audiobooks, and providing weather, traffic, sports, and other real-time information, such as news.
- **Apple Siri:** It is similar technologies as Amazon Alexa.

- **Google Assistant:** It is similar technologies as Amazon Alexa.
- **Voice recognition:** Voice or speaker recognition is the ability of a machine or program to receive and interpret dictation or to understand and carry out spoken commands.
- **Voice search:** Speech to Text Searching Assistant makes it faster and easier than ever to search apps, web search, or image search for the content you want.
- **Video marketing:** Video marketing is using videos to promote and market your product or service, increase engagement on your digital and social channels, educate your consumers and customers, and reach your audience with a new medium.
- **Event video:** It is the art of capturing social and special events onto video by a videographer.
- **Product testimonial:** a positive report on a product written by a customer.
- **How-to-videos:** It is a video format used popularly to teach viewers about a product or a service for business purposes.
- **Vlog:** refers to a type of blog where most or all of the content is in a video format. Vlog posts consist of creating a video of yourself where you talk on a particular subject such as reporting or reviewing a product or an event.
- **Webinars:** A webinar is an event held on the internet which is attended exclusively by an online audience.
- **Live videos (Live streaming):** This type of video allows us to broadcast a current video feed to an online audience.

7.14 CHECK YOUR PROGRESS

Descriptive Type Questions-

- a) Define voice marketing and its use in searching.
- b) Define video marketing and its use in product and service promotion for business.
- c) How seminar is different from webinar?
- d) Write the purpose of creating how-to-videos.
- e) Discuss in detail how to increase the business using Social media.

Objective Type Question-

- a) Vlog is also called video log. (True/False)
- b) Amazon Alexa is a one of the popular video marketing tools used to promote business. (True/False)
- c) The basic mathematical problems are easily addressed by voice assistants such as Apple Siri. (True/False)
- d) Voice assistant allows strict use of language syntax that follows the grammar rules. (True/False)

- e) Keeping the video short, engage your audience throughout, and Budget plan are some of the important feature(s) that should be addressed while creating video for product or service promotions. (True/False)
- f) Event videos, Testimonials, and How-to-videos are the ONLY types of videos used for businesses. (True/False)
- g) The term is used to recognize the voice of the customer or user for customizing the business.
- h) is/are the voice assistant(s).

Answer (Objective Type Question)

- [a] True [b] False [c] True [d] False [e] True
- [f] False [g] Voice id [h] Amazon Alexa

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UNIT- 8

ONLINE CUSTOMER SERVICES

8.1	INTRODUCTION
8.2	OBJECTIVES
8.3	ONLINE CUSTOMER SUPPORT POLICIES
8.4	CUSTOMERS SUPPORT TOOLS AND TECHNIQUES
8.5	OPEN-SOURCE SURVEY TOOLS
8.6	POINTS TO REMEMBER
8.7	GLOSSARY
8.8	CHECK YOUR PROGRESS
8.9	BIBLIOGRAPHY/ REFERENCES
8.10	SUGGESTED READINGS

8.1 INTRODUCTION

A digital promotional strategy is ideal approach for designing and implementing marketing campaign. Content promotion strategy may be broadcasted in many forms such as- social



media, e-mail marketing, blogs, podcasts, conferences, etc. Here we will discuss about online customer services- tools and activities.

Here we are going to understand about “customer” and “online customer services”. As-

Customer- A person who buys goods or services is known as customer. It is important for generating revenues. Without customer business is nothing. Customer may be individual or a group. It can be purchase of goods or taking services by organizations.

Online Customer- As the world is growing with e-commerce. Everyone wants to purchase products online like mobile phone accessories, grooming items, home appliances, etc. Online Customer is web-based place where a number of customers come together to purchase goods, discuss their issues related to the products, and give new product ideas. Customers can come together with the help of social media techniques like mobile devices, personal computers, and web. These techniques provide better experience to the customer to communicate, and making interaction with expert of the company.

Services- An authority is responsible for a selected kind of activity, or presenting a specific aspect that people need or a service such as transport, hospitals, customer care service. Mobile customer care is very popular. So many times, we keep asking for help from mobile customer care that the network is not coming or tell me about the tariff.

8.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Understand customer services and support policies.
- Understand customer support tools and techniques.
- Know about Open-source survey tools.

8.3 ONLINE CUSTOMER SUPPORT POLICIES

Service of customer must be simple and effective to the customer. Online customer service must be effortless. For the enhancement of business, do the business online and provide simple customer care service to the customer. Customer satisfaction is an important aspect of developing a successful business. Customer care service delivers consumers demand, fast customer supports these days. The regular or commonly asked questions can be eliminated like warranty of the product, return or exchange policies of goods, installation testimonials, etc because all necessary information should be available on the products/services. For rapid response to the customers, the provision of automated message of contact within a short period of time should be there. Following points must be noted in designing policies-

- **Customer Satisfaction-** It means how much customer satisfies with company’s product, brand and customer services. These satisfaction measures can be determined by rating and surveys. Customer satisfaction means how they feel about your product its quality and brand. Customer satisfaction is needful for businesses. If a customer is not satisfied

with your online customer service, then they will not purchase your goods.

- **Productivity-** A proportion of the effectiveness of an individual, machine, production line, framework, and so forth in changing over contribution is helpful in producing yields. Profitability is registered by separating normal yield per period by all-out expenses caused or assets expended in that period. Some factors that tend to increase the productivity are automation, completion, efficiency, environment, innovation, knowledge, quality, risk management, reuse, competition, prioritization and many more.
- **Feedback-** Taking ideas & feedbacks and their implementation is an important part of customer service. There are many ways to collect feedback for e.g. surveys, phone call, emails, suggestion boards, etc.
- **Customer loyalty-** Holding a client and selling them normally is known as customer loyalty. Client faithfulness can be estimated as the quantity of clients who shop routinely.
- **Improvement-** Improving client support procedures or client experience is generally a cycle of estimation, improvement and estimation. For instance, an aircraft may explore different avenues regarding new kinds of dinners, measure client experience and make changes dependent on criticism.
- **Brand-** Client service targets identified with brand picture and reputation. As a rule, predominant client service gradually fabricates brand worth and poor client assistance can rapidly pulverize brand an incentive through terrible attention. It is conceivable to quantify client care with brand mindfulness addresses, for example, "Can you name a friendly and reliable airline?" Recognition, Awareness, Visual Symbols, Concept, Reputation, Culture, Quality, Status, Trust, Relationship and more.
- **Sales-** This is a process that maintains relationships among buyer clients and sellers. The salesperson of a company demonstrates customers what they actually imagine about the goods in a polite and direct manner.
- **Product Knowledge-** The product knowledge means knowing everything about the product and demonstrates it in front of the customers. It is an important platform to deliver product information to customers. The following type of product knowledge are must- Customers, brand, customer experience, use, complementary products, configuration, troubleshooting, specification, customization, integration, etc.
- **Customer Experience-**The main motive of an organization to satisfy customers and this can be done by providing the better environment, better services, attractive location, reputed products and brand image.
- **Customer service Improvement-**It can be earned by changing organization's design and customer satisfaction. In this process, we try to gain trust of the customer by talking about the journey. Here are some common ways to improve customer service.
- **Ratings and Reviews-** This directly influences the selling power of products. High ratings indicate the product is very nice or product is made by a very repudiate company.

- **Customer Relationship-** Targets identified with building and keeping up client connections. For instance, a record official with an objective to call clients once a quarter to check whether they have any inquiries or concerns regarding their products and services.
- **Service Culture-**Service culture means a set of expectations, rules and regulations and principles that show to the customer service at a firm. Service culture is reflected by respecting customer's intelligence, common courtesies and diligence over roles.

8.4 CUSTOMER SUPPORT TOOLS AND TECHNIQUES

Today is the era of technology and people want everything online to buy and sold. A number of companies provide different tools and techniques to their customers for the easiness of the system. Companies try for better interaction between customers and their organization with the help of various online customer supporting tools like Alexa, social media, automatic call-back, live chat, etc. For better customer support some important components are as follows:

- **Usability-** How easy is it to install software? Are they easy to use? Will people be able to work with it easily and enjoy?
- **Effectiveness-** How well the tool solves the problem? It means how effectively it solves the problem.
- **Value-** How much valuable is the software used? How effectively it fulfils the need of customer's and team?

Tools for Providing Better Customer Service Support-

Nowadays, several organizations provide client support tools to urge shoppers for better connection with their brand. These customer assistance tools guarantee that customers made a decent buy. Organizations are always adopting various techniques to allure their customer by support department efforts. As the market in the whole world faces various types of volatile and sophisticated environment, in spite of this it is their job to give customers satisfactory product.

In order to keep customers returning and keep that competitive edge, companies use different online tools to attract customers. Here are some valuable customer support tools you can use to engage your clients and increase your market.

[1] Artificial Intelligence-

Despite continued growth, how do sudden businesses suddenly stop growing? This is a matter of thought. When you invest, you find that your customer support team does not take care of your customers' request. Your customers have to wait for two or more days for their request and are displeased with social media. If you do not have enough money to hire and train your

customer care staff, then you should do artificial intelligence (AI) and automation. AI and automation are the only solutions. 82% of customers leave the company due to poor customer service. These are customers who are not satisfied with customer service. Many businesses use AI tools well for their business to grow.

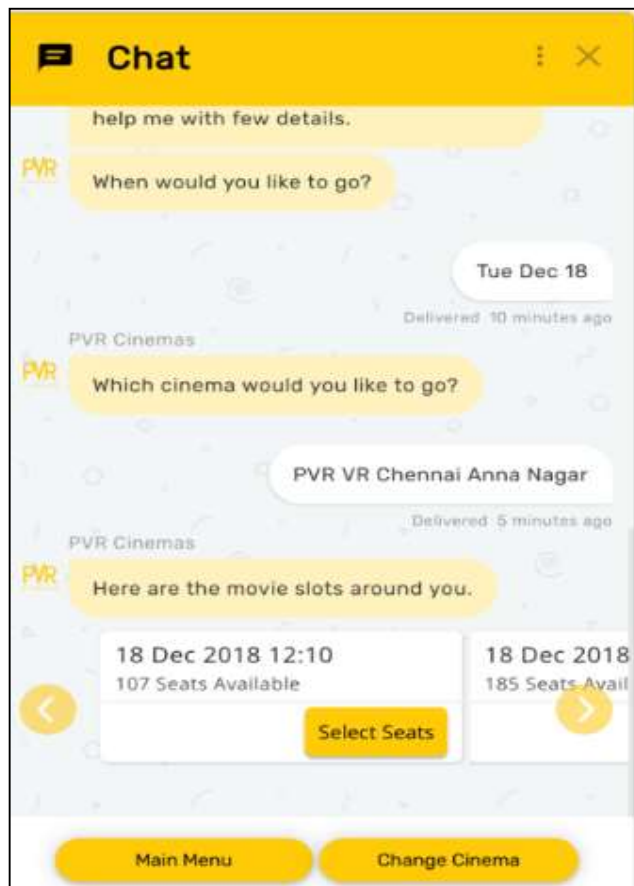
What is Artificial Intelligence?

AI is characterized as a computer system framework that copies a human's ability to comprehend and learn. Prior to AI, computer system should have been programmed with precisely what they should do. With advancements in AI, people can mention to computers what the objective is, and the AI will learn and advance an approach to arrive utilizing calculations and estimations that recreate the way a human think - yet a lot quicker.

What are chatbots?

Chatbots are a sort of messaging software that associates with clients and website visitors to gather information and provide help. The most basic chatbots in support use simple if/then statements and give assistance. This isn't AI, however it is computerization. Further developed chatbots can utilize AI to learn and improve their capacity to comprehend what's being asked of them.

Chatbots can be very useful for customer service teams, particularly in high volume circumstances where similar inquiries come up much of the time. Chatbots can likewise make customer service progressively effective by gathering information, checking account information and triaging before associating customer to help. For instance, PVR Cinemas offers internet booking platform for film tickets. They utilize a unique guideline-based bot to ask clients proper inquiries to gather information and find correct tickets for them. The inquiries continue as same dependent on the stream set by the organization; however, the information points change depending upon the day, area and what movies are available. People can book their tickets



easily and PVR Cinemas does not have to set up the live person for something that can undoubtedly be cultivated with a bot.

Chatbots versus AI-Chatbots and AI are two themes that are regularly combined together. Although, in actual we take both as same but practically both are different. Not all chatbots use AI. Not all AI has a messaging interface. In any case, when you consolidate both of them together, you get an extremely supportive AI right hand, or "bot ". Chatbots are carefully client facing and they may utilize AI to more readily get clients or to surface better information. Majorly, chatbots are of two types- (i) Rule-based chatbots- Chatbot programming tools without AI functionality are classified as rule-based chatbots since they use only simple rules. (ii) AI based chatbots- programming that learns from client interactions can gather setting, refer to older conversations and offer assets to help answer questions. Since it utilizes a kind of AI called “machine learning” it really improves after some time.

Regardless of whether it's having the option to understand content, distinguish designs or perceive a picture. This can be extremely useful when working with chatbots, yet customer service can likewise profit by utilizing AI in different manners.

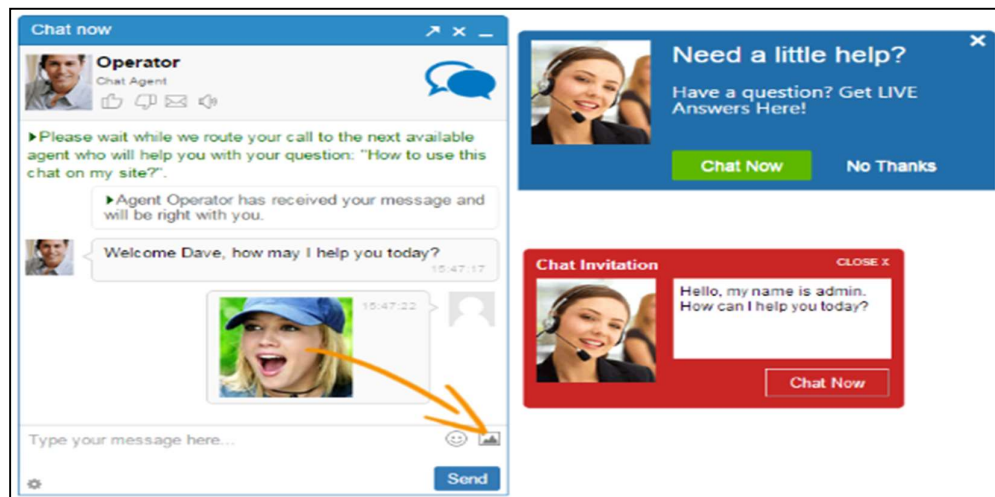
AI can give supportive information on the specialist side of a helpdesk or reveal experiences dependent on client discussions and ratings. Fundamentally, whenever you need a ton of information crunched or handled, AI will be a major assistance as-

- **Virtual Assistants for Automated Customer Service-** Virtual assistants are commonly used for providing services to their customers and the things are used for services like bots, chatbots and digital assistants.
- **Agent-Facing Bots for Faster Human Service-** Chatbots do not irritate customers, rather it be can used as a supportive agent for their customers to provide the services such as rapid-reply or auto-reply templates.
- **Chatbots for Conversational Commerce-** Virtual agents work in various fields like sales and marketing. A number of brands have planted like chat- or voice-based retail experiences on Facebook Messenger, Amazon Echo, or some additional interactive platforms.
- **Sentiment Analysis for Customer Insights-** How customers react after getting product and brands of your company? Sentiment analysis can be done with the help of textual data, like emails, social media posts, and chat and call logs.
- **Automate Routing for Streamlined Issue Handling-** How to direct a customer email? AI can provide catalogue of customer aim, like the customer trying to read more and more about the selected item, correcting the destination address, demanding the money back, etc.

- **Emotion AI for Increased Customer Satisfaction-** Emotion AI means, sentimental computing in which the machines are trained to find out, understand, and react to human emotion for further, voice or body language. For example, a customer is talking by chatbot to a customer representative who does not understand the problem, but with the help emotion AI can escalate to the customer.
- **Recommender System for Cross-Selling and Up-Selling-** The recommended system shows the familiarity with the customers by which it provides the better search results for every customer. Most of the times the recommended products have purchased by the customers.

[2] Live Support Chat-

Through live support chat, customer can memorize the information provided by the agent of organization and can add virtue of handle to multiple customers at a particular time.



Except online supporting to a customer they have a lot of multiple features. These can be tracked by senior designative and can also be monitored by their younger colleague. Chat support is the most straightforward and quickest approach to connect with website visitors and convert them into clients. Resolve client issues quickly by envisioning what a client is going to type straightaway and see what they are seeing on your site with our "live visit system". Administrators can answer boundless chats utilizing our numerous visit window features to give quicker resolution to approaching inquiries.

[3] Self-Service Helpdesk-

The world revolves around “Google”. If a customer has a problem then he/she tries to find an online solution for that problem before directly contacting the concerned authority. We can stop such type of user problem by creating an online self-service helpdesk for customers with no prior technical knowledge.



[4] Automatic Call-back Phone System-

Nowadays, most people use smart phones. In the automatic call-back phone system, a company makes sure that it provides a better feel to their customers 24*7. After a customer leaves his/her contact number, the customer care person places it in a queue and calls the customer automatically as soon as the first person is available to solve the problem.

[5] Dedicated Mobile App-

Mobile users are active users of variety of apps fulfilling their needs. Through dedicated mobile, you can implant your online shop in it, ticketing system, etc. According to a survey, 75% of customers use the Internet and their smart phones when they shop and 50% of them choose a mobile customer service app for their disposal.

[6] Email Marketing Tool-

Some customers prefer email communication rather than anything else. It can be more helpful than the traditional techniques. Email marketing has a several benefits like pricing, design, time saving, etc.

[7] Social Media Management Tool-

Nowadays, business is nurtured by the online audience. A company has to maintain a social media management tool as it's easier to gain followers through social media given its large usage and impact. These tools will attract you to surf social media, ensure easy communication and gives answers to everyone.

[8] SMS Text Support-

According to comScore, SMS (Short Messaging Service) is used by 75% of Americans. By taking this in consideration, you would like to add some more communication channel for supporting the customer support mix by providing SMS text support as an option.

[9] Customer Portal-

Customer portal is a dedicated place that allows customers to access their personal data. Here, customers can view ordered item history and also keep the selected items.

[10] Bold360-

This platform is designed using Artificial Intelligence for marketers to understand each customer effectively. Bold360 through AI chatbots and human support system provides consumers and employees what they want with faster pace and in effective manner.

8.5 OPEN-SOURCE SURVEY TOOLS

Practically all organizations, scientists, market enthusiasts, and different experts depend on surveys to discover answers to certain significant questions. Surveys give important experiences into different business parameters and permit business people to make informed educated choices for their ventures. Organizations depend vigorously on reviews for market analysis and customer follow up. It encourages them to comprehend their clients, their preferences, satisfaction level, and their decisions for their future relationship. New companies utilize them for powerful statistical surveying and business development openings. Marketers rely on surveys to enhance and polish their strategies. There are several free and open source surveying tools to help businesses grow.

The fundamental objective of a surveyor is to discover a survey tool that gives at least these five highlights.

- Create a customized questionnaire
- Share the questionnaire via multiple channels
- Collect the respondent data
- Generate a report for further analysis
- Reach their audience and engage them efficiently.

You may require more than this if you are searching for broad outcomes dependent on surveys, yet at the same time, these five are must require highlights. Any online survey tool meeting the above five fundamental necessities without charging for these services can be categorized as free online survey tool. Some open source (free) survey tools are-

- **LimeSurvey**-It is an online survey tool that can be used for conducting questionnaires. It is also used for advanced evaluation management. It is an open source and will always be developed transparently.
- **Qualtrics Research Core**- Qualtrics is survey software that can be used for handling easy questionnaires for detailed research projects. It allows users to make a unique research survey by its drag and drop survey tool. Qualtrics supports only one active survey and further support is provided by the help centre. Number of questions to be asked can be endless though upto just 100 questions can be replied by the help centre.
- **SoGoSurvey**- This software is used as a comprehensive tool. It provides 24x7 supports via smartphones, chats, and emails. Such type of systems helps users improve customer's experience. With an unlimited number of active surveys, it is also supported by the help

centre. As the number of questions is 100 here but only 200 replies are given per year from the help-centre side.

- **Survey Anyplace-** Survey Anyplace targets for creating fun, mobile, and interactive quizzes while the survey provides users to engage people with their listeners in a special way. It provides the number of surveys and can be supported through email. The number of questionnaires may be endless but the number of replies is only 20 per month.
- **SurveyGizmo-** It is a free open-source survey option tool ideal for small businesses for basic surveying. There are several survey tools that run only for one time without sufficient response. However, Surveygizmo provides a better job by providing a complete report. It allows three surveys free of cost and support is provided by the help centre. The number of questions should not be more than 25 per page and it answers 100 per survey.
- **SurveyLegend-** Surveylegend is another effective tool for small businesses. It provides a rapid review of functions, so that users can review on their mobile screens. It confers three surveys but it is not an open-source tool. Support is provided via email mechanism and any of the users can ask endless questions with endless replies.
- **SurveyMonkey-** SurveyMonkey tool is used by large industries, academic institutions, and government agencies. It is one of the most reliable tools for survey-making worldwide. The reason behind this is its smoothness with GUI (Graphical User Interface) with unlimited surveys, and support from the help centre. Only ten surveys are allowed with 100 replies for every survey.
- **Typeform-** Typeform is used by large organizations, NGOs (Non-Governmental Organizations), and bloggers. It creates surveys by using the conversational data gathering methods. It feeds the survey taker's questions and replies. It has all the features like SurveyMonkey, a number of active surveys, support, questionnaires, and of responses. However, the best of all is that Typeform is an open-source software.
- **Zoho Survey-**This software tool is used by small industries, NGOs, and public sector units. Marketers normally use Zoho, which is a CRM (Customer Relationship Market) tool and the CRM tool boasts the capacity and user's affectionateness. It takes few trials to get the user's problems set up and after taking a little more time when you are getting ready for the survey. Zoho provides high functionality. It has an endless number of active surveys with a user manual. Only 10 questions are allowed per survey with 100 replies per month.

8.6 POINTS TO REMEMBER

- Computer- A computer is an electronic device that manipulates data or information. It can store, recover, and process information. You can utilize a computer to type documents, send an email, play games, and use web.
- Computer Network- A computer network is a digital telecommunications network for sharing resources between nodes, which are computing devices that use a common telecommunication technology.
- Computer hardware- Computer hardware refers to the physical components that make up a computer system. There are different kinds of hardware that can be installed inside, and connected to the outside, of a computer.
- Some of the hardware names are Motherboard, Central Processing Unit (CPU), Random Access Memory (RAM), Power Supply, Video Card, Hard Drive (HDD), Solid-State Drive (SSD), Monitor, Keyboard, Mouse, Battery Backup (UPS), Flash Drive, Printer, Speakers, External Hard Drive, Pen Tablet and more.
- Email- The most common method of sending and receiving messages online.
- Internet- Internet is a global network of billions of computers and other electronic devices. With the Internet, it's possible to access almost any information, communicate with anyone else in the world, and do much more.
- Information Technology- Information technology definition is the use of innovation to take care of businesses or organizational issues. Regardless of the job, a member of an IT department works with others to take care of innovation issues, both of all shapes and sizes.
- Online Marketing- It is a set of methodologies and tools used for promoting products and services through internet. Online marketing comprises a wider range of marketing elements than traditional business marketing due to extra channels and marketing mechanisms available on the internet.
- Software- Software is a collection of data or computer instructions that tell the computer how to work. This is rather than physical equipment, from which the framework is manufactured and really plays out the work. Without software, computer is useless and will not work. C, C++, java, .net, operating system, and more are some examples of software.
- Technology- Technology is the set of knowledge, skills, experience and techniques through which humans change, transform and use our environment in order to create tools, machines, products and services that meet our needs and desires. Etymologically the word comes from the Greek tekne (technical, art, skill) and logos (knowledge).
- Web- Web is the common name for the World Wide Web, a subset of the Internet consisting of the pages that can be accessed by a Web browser.
- WiFi- It is a universal wireless networking technology that utilizes radio frequencies to transfer data. It allows high-speed Internet connections without the use of cables. The

term WiFi is a contraction of "wireless fidelity" and commonly used to refer to wireless networking technology.

- WWW- It is a World Wide Web Consortium (W3C). The World Wide Web is a combination of all resources and users on the Internet that use the Hypertext Transfer Protocol (HTTP).

8.7 GLOSSARY

- **AI-** Artificial Intelligence is computers that act in a way analogous to intelligent human behaviour.
- **Brand-** Everything customers or the general public thinks or knows when they hear a company's name.
- **Business Hours-** The days and hours when your customers can directly reach your support team.
- **Call Centre-** Term used to include reservation centres, help desks, information lines or customer service centres.
- **CRM-** Customer Relationship Management.
- **Channels-** All the possible ways through which customers can reach the support team, for example phone, email, social media, live chat, etc.
- **Churn-** The loss of clients or customers over a certain period of time.
- **Customer Retention-** Customer retention is the act of keeping customers. There are many studies that show that keeping customers longer is much less expensive than acquiring new customers with some suggesting that it is up to ten times less expensive to keep a customer than acquire a new one. Customer retention is focused on ways to keep customers longer.
- **Cross-Selling-** The practice of selling an additional product or service to an already existing customer.
- **Customer Service-** The assistance, advice and information provided by a company to people, businesses etc that use their product or service.
- **E-business-** Business process that result when you rely on digital technology and the internet as the primary communication and interaction media.
- **Feedback-** A customer's opinion of their experience with your company and how you could improve.
- **Feedback Loop-** A process that entails gathering customer feedback, takes necessary action, and communicates the results back to the customer(s).
- **Help Desk-** A software (or platform) companies use to manage customer support.
- **Service level agreement (SLA) -** An agreement describing the services a provider furnishes with a customer within a given time period.

- **Solutions/articles-** Content that contains information on how to do something or how to solve an issue usually via a KB.
- **Support channel-** A support channel is a medium for customers to reach out to a company to get help. It could be email, phone, chat, web form, or even Facebook and Twitter.

8.8 CHECK YOUR PROGRESS

Descriptive type questions-

- What is the difference between customer and online customers?
- What is digital promotional strategy?
- What is the best free survey tool?
- Is SurveyMonkey an open source? If yes tell something about that.
- What is Artificial Intelligence?

Objective type questions-

- What are the two main purposes of a bar code?

[a] Pricing and Inventory	[b] Pricing and Location
[c] Receipt and Inventory	[d] Receipt and Location
- What is/are the tangibles? Surveys suggest that most customers evaluate or rate the service that you provide based on five factors. One of those factors is tangibles.

[a] The degree of caring that you show customers.
[b] Your ability to provide service that is dependable and accurate.
[c] The physical representations of your company including the facility, equipment, and your appearance.
[d] The respect, competence, and confidence you show to the customer.
- The study of how groups, individuals and firms buy goods and services to satisfy their needs is called

[a] Membership behaviour	[b] Market behaviour
[c] Database behaviour	[d] Consumer behaviour
- When the new developed product concept is tested, the next immediate step is to

[a] Develop market strategy	[b] Develop a testing technique
[c] Develop intermediaries	[d] Develop logistic network
- The comparison of brand equity from thousands of different brands with several categories is called

[a] Brand preference valuator	[b] Brand asset valuator
[c] Brand similarities valuator	[d] Brand differences valuator
- Which of these questions will identify customer needs?

- [a] Is there anything I can help you with today?
[b] Are you happy with the service you have received today?
[c] Would you be willing to recommend us to your friends?
[d] Have I resolved this matter to your satisfaction?
- 7) When the brand equity is based on customer differences then the competition, it is based on
[a] Price [b] Cost [c] Preferences [d] Loyalty

Answer- [1] a [2]b [3]d [4]a [5]b [6]b [7]a

8.9 *BIBLIOGRAPHY/ REFERENCES*

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- <https://www.jeffbullas.com/content-promotion-strategies/>
- <https://expertsystem.com/chatbot/>
- <https://www.chaport.com/>
- <https://www.groovehq.com/>
- <https://blog.capterra.com/best-free-survey-tools-power-your-research/>
- <https://www.goodfirms.co>

8.10 *SUGGESTED READINGS*

- <https://blog.capterra.com/best-free-survey-tools-power-your-research/>

UNIT- 9

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION (SEO) - I

9.1	INTRODUCTION
9.2	OBJECTIVES
9.3	SEARCH ENGINE OPTIMIZATION LIBRARY
9.4	SEARCH ENGINE OPTIMIZATION TECHNIQUE
9.5	SEARCH ENGINE OPTIMIZATION TOOLS
9.6	TOOLS TO SIMPLIFY ON-PAGE OPTIMIZATION
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9.10	GLOSSARY
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9.13	SUGGESTED READINGS

9.1 INTRODUCTION

We use different search engines like Google, Bing and Yahoo to search anything on web. One can search web pages, content/text, videos, images etc. on these search engines. There are no payments or charges are involved with search, but in case of paid search ads payment has to be done in case user wants to optimize his or her web site, improve its visibility, and quality. Then, go for Search engine optimization. Search engine optimization means improving the visibility of a webpage, website or web portal. Your web site will be more visible to users on web search engine. It also increases the quality and quantity of your web site traffic. Search engine optimization may consider following kinds of searches:

- Text search

- Image search
- Video search
- Audio Search
- Academic Search
- News search
- Area-specific searches, etc.

There are a number of techniques used for optimizing a website. It may include-

- Editing the contents of website for specific search
- Adding the content on website as per specific search
- Modifying the HTML and HTML associated coding so that specific keywords could be improved
- To remove the hindrance caused by indexing activities of search engines like Bing, Google and Yahoo.
- For promoting a website, one must increase the number of backlinks. These backlinks are also called inbound links.
- To focus on mobile search along with desktop search.

Search engine optimization is an important part of Internet marketing strategy. It tells us how search engines work. It records the people's search behaviour on search engines and search keywords they type during internet search. It also notices that the choice of particular search engines is preferred by the user. Search engine optimization increases the number of visitors on the website which can be easily converted into customers. It also helps increase website ranks and quickly displays the search engine results page (SERP).

Search engine optimization is different from the local search engine optimization. Local search engine optimization means local search on a particular web site. It is search of any tap or content inside the web page. User can enter products or services as local search. You can learn search engine optimization by some easy-to-understand video.

9.2 OBJECTIVES

After successful completion of this unit, you will be able to-

- Increase your online visibility.
- Help build your website as a brand.
- Optimized website towards more user traffic.
- Boost your credibility and authority.
- Improve user experience and stay ahead of your competitors.

9.3 SEARCH ENGINE OPTIMIZATION LIBRARY

Search engine optimization has a huge library where one can optimize many things during search engine optimization. You have to consider all aspects during search engine optimization. Following are the aspects which could be taken care for search engine optimization-

- Feeds and Blogs
- Doorway Pages and Cloaking
- Content & Writing
- Robots and Crawling
- URLs and Domains
- Duplicate Content
- Flash
- General
- Image Search
- Local
- Mobile Search
- Redirects and Moving Sites
- Spamming
- Sitemaps and Submitting
- Tagging
- Titles and Descriptions
- Video Search

The search engine optimization can be done on following main search engines, e.g. Google search engine optimization, Bing search engine optimization and Yahoo search engine optimization.

9.4 SEARCH ENGINE OPTIMIZATION TECHNIQUE

Many companies prepare their website without considering search engine optimization and are not more successful. Following are some primary steps for search engine optimization, which should be considered while preparing a successful website:

- Figure out what companies' customers are searching?
- How to optimize companies web pages (for their target keywords)?
- How to confirm that your website is accessible by customers and search engines?
- How other websites are linked with companies' website?

Search engine optimization Case study-

(Source: <https://ahrefs.com/blog/seo-basics/>)

Suppose you run a hotel in Dublin, Ireland but the website developer of that hotel doesn't apply the Search engine optimization. Suppose the customers of the hotel are searching as:

'accommodation in Dublin'

'place to stay in Dublin'

'hotels in Dublin'

Notice that what your customers are searching you should record them. You can also ask them directly to your website. Some more idea should also be collected. We must consider following points:

- a) You have to find out the most popular searching way of people.
- b) You have to write down the way customer or people search your web site. You have to write down the exact words and exact phrases. Write down which word or phrase is asked by majority of people.
- c) The noted words or phrases should be used for Google search. You should mention these phrases in your webpage.

Suppose any customers or tourist searching the hotel at Dublin, Ireland as:



Fig. 9.1 Google Search Box (Source: <https://ahrefs.com/blog/seo-basics/>)

Following are some search results of above query:

30 Best Dublin Hotels, Ireland (From \$27) - Booking.com

<https://www.booking.com> › Ireland › Dublin County › Visit Dublin ▼

Great savings on **hotels in Dublin, Ireland** online. ... Looking for deals in **Dublin**? Express **Dublin City Center** is located in **Dublin** on O'Connell ...

Dublin Hotels from £24 | Cheap Hotels | lastminute.com

<https://www.lastminute.com> › Hotels › Europe › Ireland › Leinster › Dublin City

This contemporary **hotel** is close to the centre of **Dublin** and the River Liffey. ... You off to a great start with a full **Irish** breakfast in the restaurant, ...

Missing: i'm | Must include: i'm

Dublin Hotels | Find & compare great deals on trivago

<https://www.trivago.co.uk> › Ireland › Eire ▼

Compare the prices of 2548 **hotels** in **Dublin, Ireland**. ... Many guests choose **cheap** **hotels** located around **Dublin Airport** and use the money they've ...

Missing: i'm | Must include: i'm

Dublin Hotels 2019 - Book Top Hotels in Dublin | Expedia

Fig. 9.2 The customers search result of the hotel Dublin, Ireland (Source: <https://ahrefs.com/blog/seo-basics/>)

After few seconds many results came and each search the common phrase “Dublin hotels” is displayed in the title. So, this is very important for optimizing the title tags for search engine optimization. Therefore it’s (“Dublin hotels”) is the one of the most popular style that people search for places to stay in Dublin.

Now, we will mention the above keyword search term in Ahrefs Keywords Explorer as following Fig. 9.2

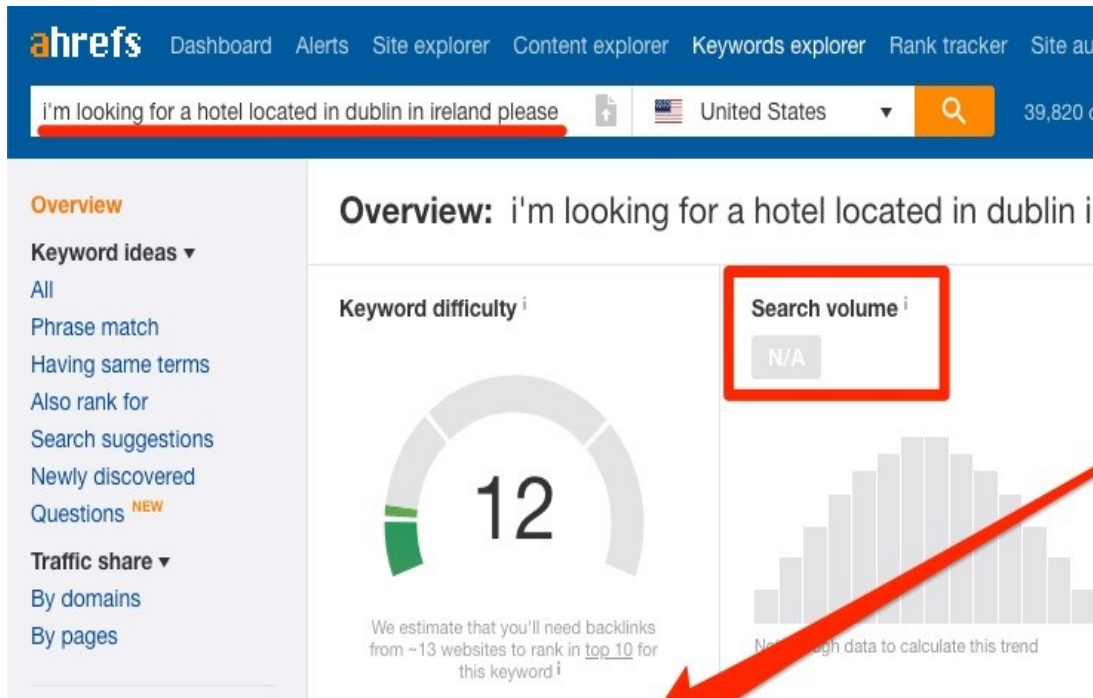


Fig. 9.3 The keyword search term in Ahrefs Keywords Explorer (Source: <https://ahrefs.com/blog/seo-basics/>)

When you search for the phrase “Dublin hotels” in Keywords Explorer it will display highest search volume around 9,000. It shows good traffic. This is the actual targeted keyword to search. Now, you can see at the Search engine results page (SERP) for “Dublin hotels” in Keywords Explorer. Following is the snapshot of it:

Search results ⁱ	AR ⁱ	DR ⁱ	UR ⁱ	Backlinks ⁱ	Dr
1 ▶ 4 related questions					
2 30 Best Dublin Hotels, Ireland (From \$27) - Booking.com https://www.booking.com/city/ie/dublin.html ▼	167	92	30	292	
3 THE 10 BEST Hotels in Dublin for 2019 (from \$27) - TripAdvisor https://www.tripadvisor.com/Hotels-g186605-Dublin_County_-Dublin-Hotels.html ▼	89	93	32	236	
4 The 10 Best Hotels in Dublin for 2019 Expedia https://www.expedia.com/Dublin-Hotels.d178256.Travel-Guide-Hotels ▼	2.2K	87	19	44	

Fig. 9.4 Search engine results page (SERP) for “Dublin hotels” in Keywords Explorer (Source: <https://ahrefs.com/blog/seo-basics/>)

You can see the “Kw.” column, which shows top 10 web pages ranking. It shows number of keywords searches. On average 150–200 keywords search is there. These web pages receive traffic ore then hundreds of other related keywords. People can search “Dublin hotels” by different ways. Now you can get a meaning of other keywords by more Google search methods.

Cheap Hotels in Dublin | Compare with TravelSupermarket

<https://www.travelsupermarket.com> › Hotels › Ireland hotels ▼

Compare prices for hundreds of Dublin hotels with TravelSupermarket and save online today...

Top 10 Best Value Hotels in Dublin – HotelsCombined.ie

<https://www.hotelscombined.co.uk> › Ireland › County Dublin ▼

Compare deals for 2389 hotels in Dublin and find the best value hotels at HotelsC Dublin hotel reviews, photos, maps and hot deals.

Dublin Hotels, Dublin City Hotels, 4 star hotels Dublin, Dub

<https://www.ashlinghotel.ie/> ▼

Ashling Hotel Dublin official site, 4 star luxury hotel in Dublin City, on Luas tram lir Dublin Hotels near Phoenix Park & Dublin Zoo.

Fig. 9.5 Keywords by more Google search methods(Source: <https://ahrefs.com/blog/seo-basics/>)

In the above fig you can see more similar & related phrases display again and again. You can see the phrases like” “Dublin city hotels”, “hotels in Dublin”, and “cheap hotels in Dublin”. These companies have already known above keywords and phrases; therefore, they have included them in their title tags. For more suggestions, try the Also rank for report in Keywords Explorer.

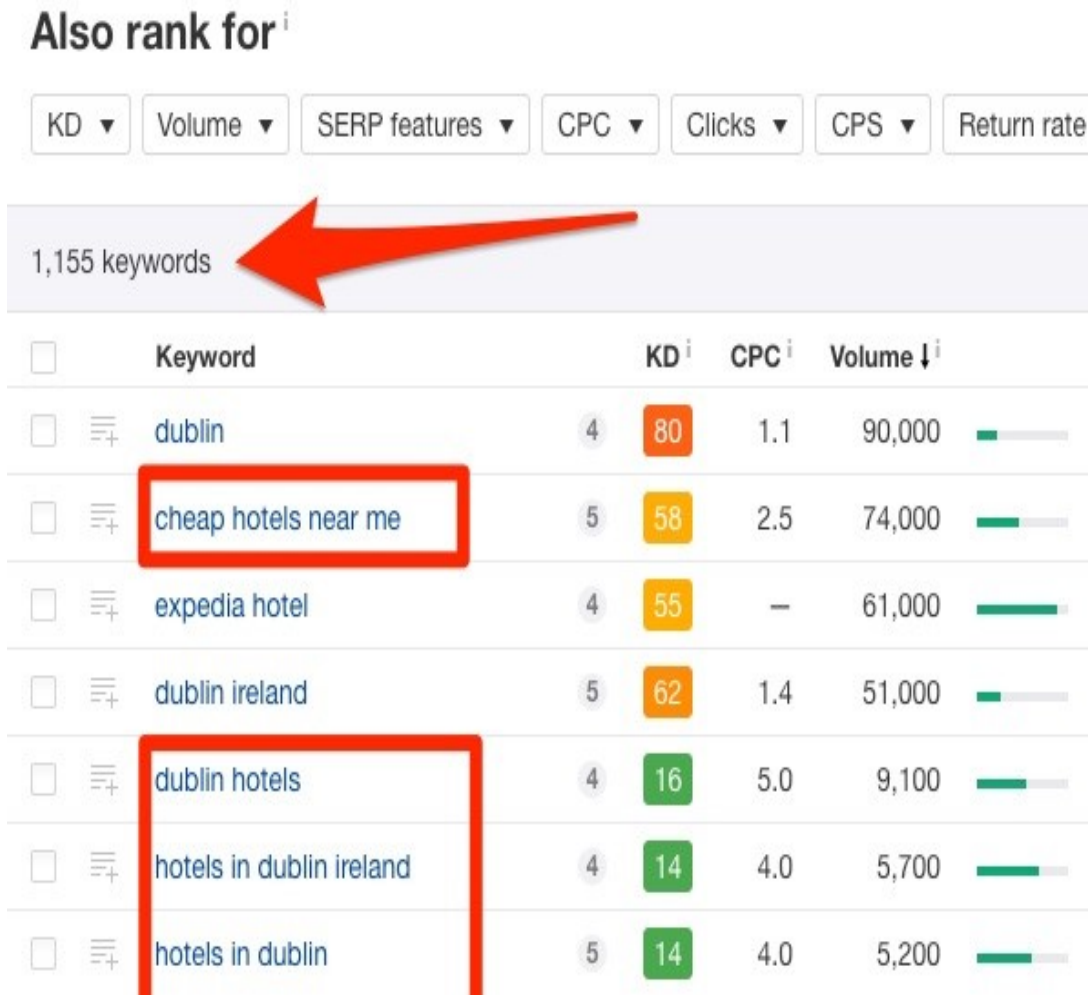


Fig. 9.6 Also rank for window (Source: <https://ahrefs.com/blog/seo-basics/>)

The above report shows the different keywords for which the top ten ranking pages rank. But above report surfaces many keywords. Now you have to select most relevant results. It may be 2–3 most relevant top-ranking pages. You can paste these most relevant results into Ahrefs Content Gap tool. You can find out the common keywords for that all of these page’s rank.

Google has auto completed results feature. You can open Google and type any query in the search box but do not press Enter key as Fig7. Automatically the Google will display many search terms which can be used by user:



Fig. 7.7 Google’s autocomplete results (Source: <https://ahrefs.com/blog/seo-basics/>)

The above report effectively automates shows Google auto complete along with Search Engine Optimization.

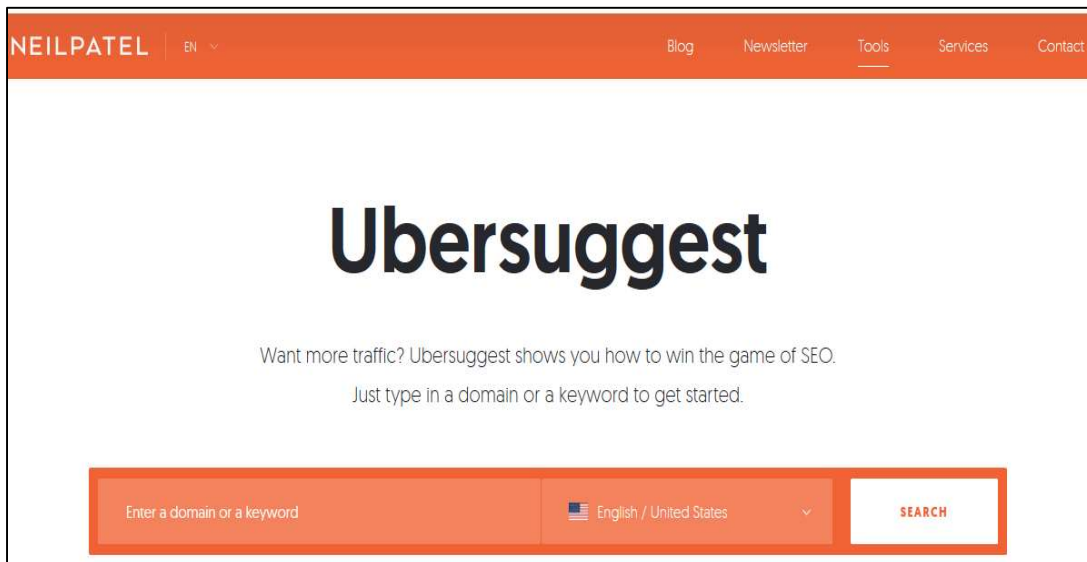
9.5 SEARCH ENGINE OPTIMIZATION TOOLS

There are a number of tools for Search Engine Optimization to help improve your website's online visibility. These tools improve your website keyword research. This keyword research is the one of the primary steps for Search Engine Optimization. Keyword research is part of a good SEO strategy. There are several tools specifically prepared to identify the best possible keywords for your business as already discussed in previous topic. Following are some Search Engine Optimization tools- Ubersuggest, KeywordTool.io and Google Keyword. Planner

Ubersuggest-

Ubersuggest is an amazing free tool for search engine optimization. This tool can find more than hundreds of new long tail keywords in few seconds or minutes. This tool collects data from Google Suggest. Google Suggest display keyword ideas similar and related, of whatever you search on Google. If you look at the top SEO pages report, you will find your competitor's pages. Following is the snap shot of Ubersuggest:

Fig. 7.8 Ubersuggest search engine optimization Tool (Source:



<https://longtailpro.com/ubersuggest/>)

For example, you have a website. You want to find the “best running shoes” for different situations and for different people. After typing phrase “running shoes,” you will get following results:

Now you can paste above idea in other tool like longtailpro.com (Long Tail Pro). You can critically analyze low competitiveness score, and a fair amount of search volume of each keyword. Within few minutes or seconds, you have number of excellent keywords.

KeywordTool.io

KeywordTool.io is another tool for search engine optimization. This tool can also find more than hundreds of new long tail keywords in few seconds or minutes. Again, if you want to see the phrase “best running shoes”.. Following is the snap shot of KeywordTool.io:

Fig. 7.9 Search Result ideas (Source: <https://longtailpro.com/ubersuggest/>)

- ⊕ best running shoes for high arches
- ⊕ best running shoes for overpronation
- ⊕ best running shoes for shin splints
- ⊕ best running shoes for men 2015
- ⊕ best running shoes for supination
- ⊕ best running shoes for heavy runners
- ⊕ best running shoes for bad knees
- ⊕ best running shoes for pronation
- ⊕ best running shoes for plantar fasciitis 2015
- ⊕ best running shoes for wide feet
- ⊕ best running shoes for underpronation
- ⊕ best running shoes for heavy men
- ⊕ best running shoes for flat feet women
- ⊕ best running shoes for achilles tendonitis
- ⊕ best running shoes for supination 2015
- ⊕ best running shoes for kids
- ⊕ best running shoes for treadmill
- ⊕ best running shoes for women with flat feet

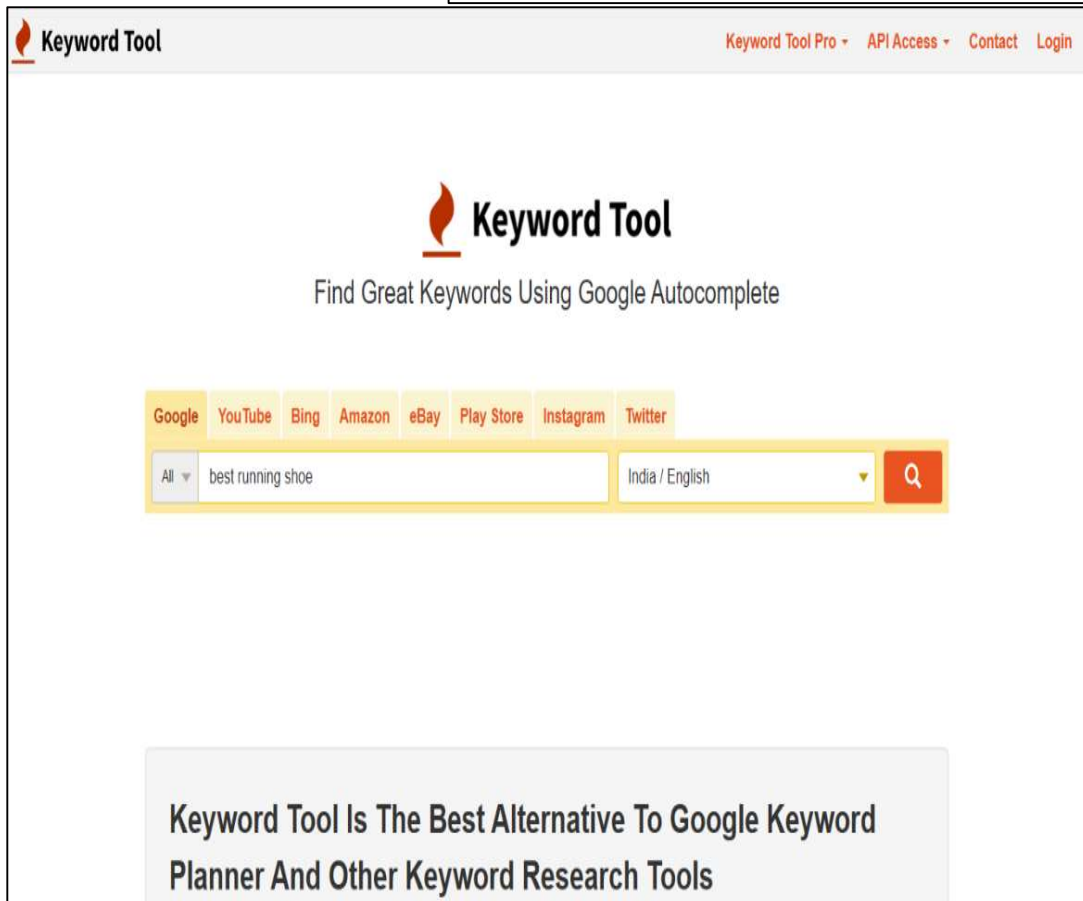
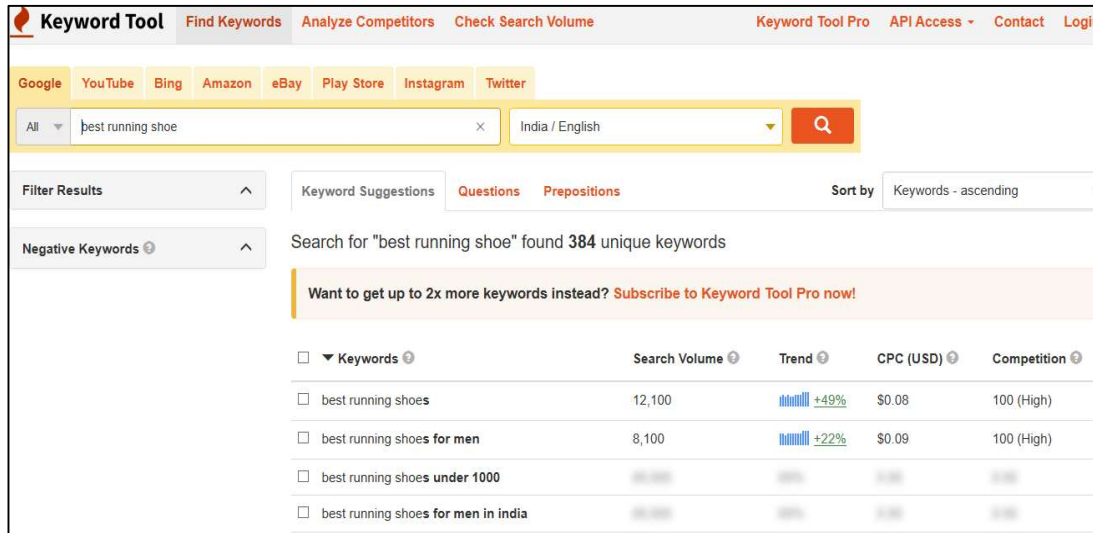


Fig. 9.10 KeywordTool.io search engine optimization Tool (Source: <https://keywordtool.io/>)

The above Keyword tool is one of the suitable substitutes of Google Keyword Planner. It is one of the best Keyword Research Tool. You can type keyword according to a particular company and language. Search volume data can be collected from Google, YouTube, Bing, Play Store, Instagram, and Twitter. Following is the result of the phrase “best running shoes



“on KeywordTool.io.

Fig. 9.11 KeywordTool.io Find Keywords (Source: <https://keywordtool.io/>)

You can see the search volume, trend, CPC (USD) and competition in ascending order. You can filter your result and also mention the negative keywords.

Google Keyword Planner

It is a free Google Ads tool. This is helpful for digital marketing and new or professional advertising personnel. It also helps you select competitive bids and budgets. Following are steps for using Google Keyword Planner:

- Step 1: Access the Google Keyword Planner.
- Step 2: Choose the Tool.
- Step 3: Filter and Sort the Results.
- Step 4: Analyse the Keyword Ideas Section.
- Step 5: Choose a Keyword

9.6 TOOLS TO SIMPLIFY ON-PAGE AND OFF PAGE OPTIMIZATION

Optimizing a page’s on-page elements is an essential part of the search engine optimization process. Following are On-Page Optimization tools, e.g. Screaming Frog, SEMrush, Redirect Path, etc.

Screaming Frog-Screaming Frog helps you quickly identify issues from your website. This tool provides you an immense amount of data. SEO Spider is a small computer program. You can install this program on your PC, Spiders Web site links, CSS, images, script and apps. Screaming Frog search engine optimization permits you to quickly review or analyze a website from an onsite search engine optimization perspective. This tool comes handy in analyzing medium to large websites. Manually checking of each page these websites would be highly labour intensive. You can easily miss a redirect, meta refresh or duplicate page issue on this website. Spider tool permits you to export key onsite search engine optimization elements like meta descriptions, URL, page title, and headings to Excel.

Off page Optimization-

Another essential part of search engine optimization is off-page optimization, which basically involves earning backlinks. Two popular tools for identifying new opportunities for link building include Ahrefs and Open Site Explorer.

Ahrefs- This tool increases your search traffic. It also researches your competitors. Ahrefs tool monitor your niche. Ahrefs informs you how your competitor's rank is increased. It also suggests you how to outrank your competitor. Following page is shows Ahrefs Rank of teespring.com:

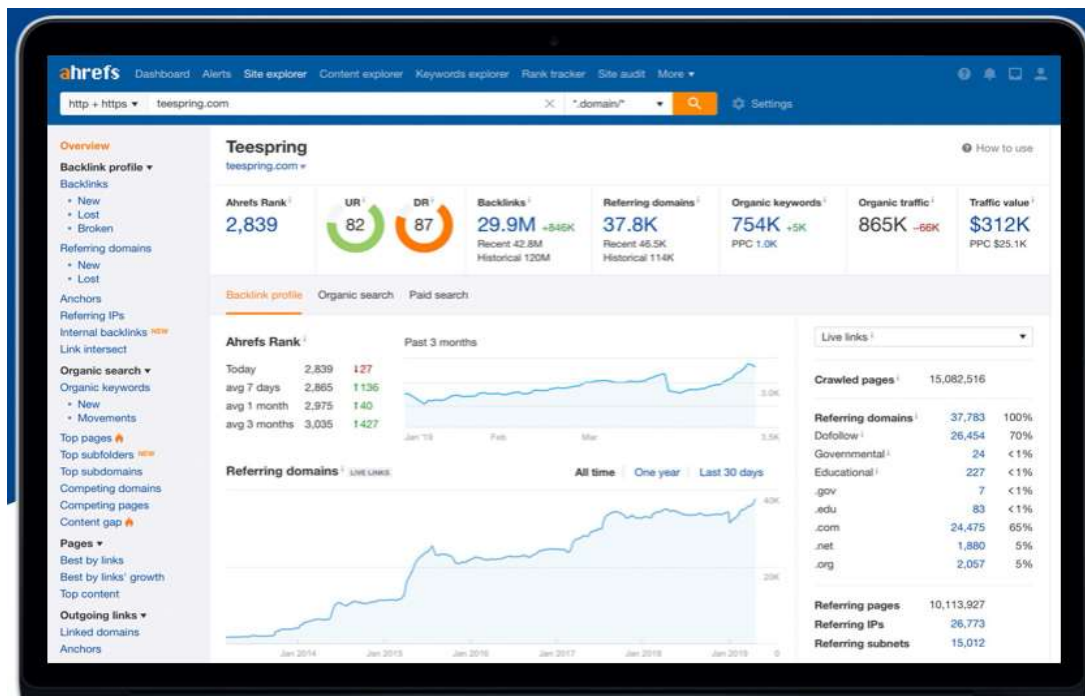


Fig. 9.12 Ahrefs tool for search traffic (Source: <https://ahrefs.com/>)

You can perform following operations on Ahref tool:

- Competitive Analysis
- Keyword Research

- Backlink Research
- Content Research
- Rank Tracking
- Web Monitoring

You can perform above operation through Ahrefs tool. However, you can add new tools and features regularly. Following are the tools offered by Ahrefs:

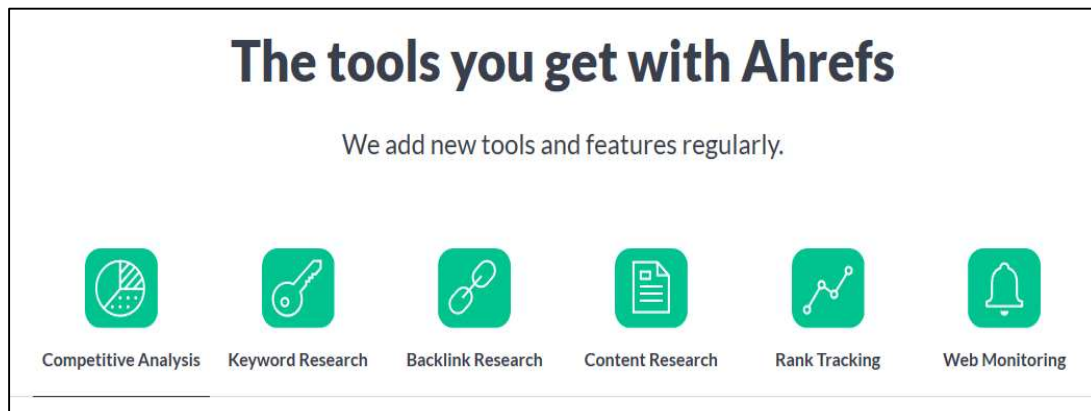


Fig. 9.13 Ahrefs tools (Source: <https://ahrefs.com/>)

9.7 RESULTS MONITORING TOOLS

Result monitoring tools measure the impact of changes made on your website, e.g. Google Analytics, Google Search Console.

Google Analytics- Google Analytics is a tool which gets deeper and closer understanding of your customers. It is a free tool by Google and helps you analyze data for your organization in one or single place. It is a web analytics service which reports and tracks website traffic. Google Analytics is also under Google Marketing Platform brand.

It is one of the most commonly used web analytics service on the web. It also permits gathering usage data of Androidapp, and iOS. This type of tool is known as Google Analytics for Mobile Apps. You can block Google Analytics by your browsers, or/and firewalls. (Source: https://en.wikipedia.org/wiki/Google_Analytics)

9.8 TOOLS TO IMPROVE YOUR CONVERSION RATE

The main goal of search engine optimization is not only to attract traffic but also to convert the traffic into customers and clients for your company and business. Your website is designed as per the need of customer and should be designed to encourage conversions. The following search engine optimization tools can help you measure the performance of your website. These tools identify opportunities for improvement in your website, e. g. GTMetrix, Crazy Egg, etc.

GTMetrix-

This tool makes your website fast for every user. GTMetrix tool test your web page in different countries, different browsers, and in different connection speeds. It also optimizes your website. Following is the snapshot of <https://gtmetrix.com/> which is showing above all features:

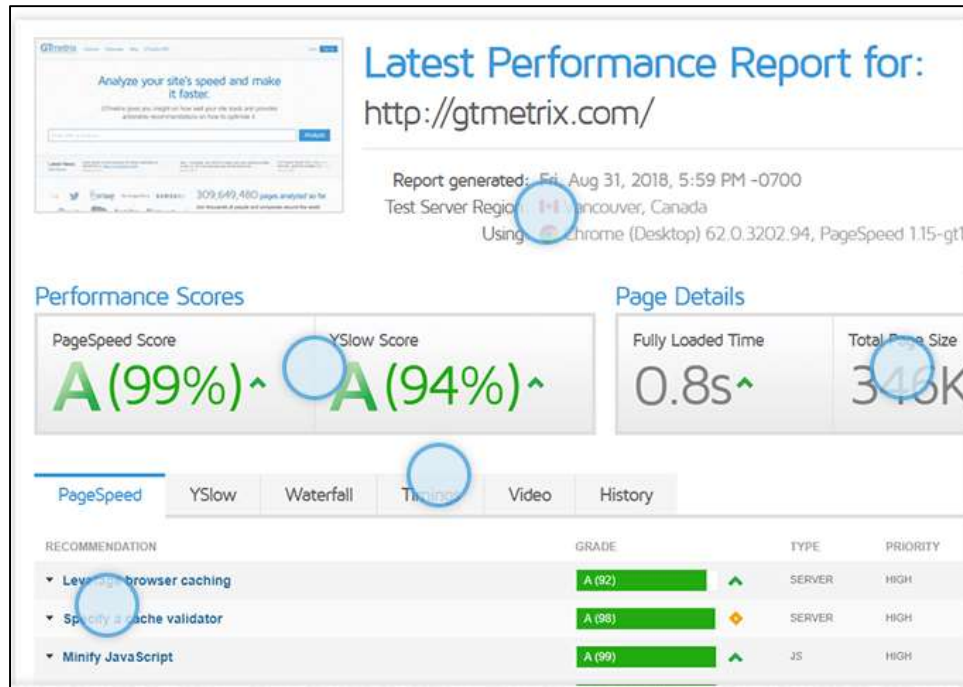


Fig. 9. 14 GTMetrix tool (Source: <https://gtmetrix.com/>)

The above GTMetrix tool displays the latest performance report. It displays region wise performance of your website. Middle part of the above fig shows the comparative page speed score and total page size and fully page loading time. The bottom apart shows the page speed and other feature of your web site.

Using GTMetrix tool you can keep track of your web page performance with scheduled monitoring. You can visualize this performance with interactive graphs. As given in following fig.15. You can find and get benefited by the following through graphs:

- Monitor pages
- Run a test daily, weekly or monthly
- To ensure optimal performance
- Visualize performance with graphs
- Graphs show: Page Load Time, Page Size & Request Counts and PageSpeed and YSlow scores
- To define a date interval to extract specific performance history
- Annotate areas of interest on your graph

- Give your data context
- Set alerts of Page Speed/YSlow scores
- Set alerts of Page load time
- Set alerts of Total Page size.

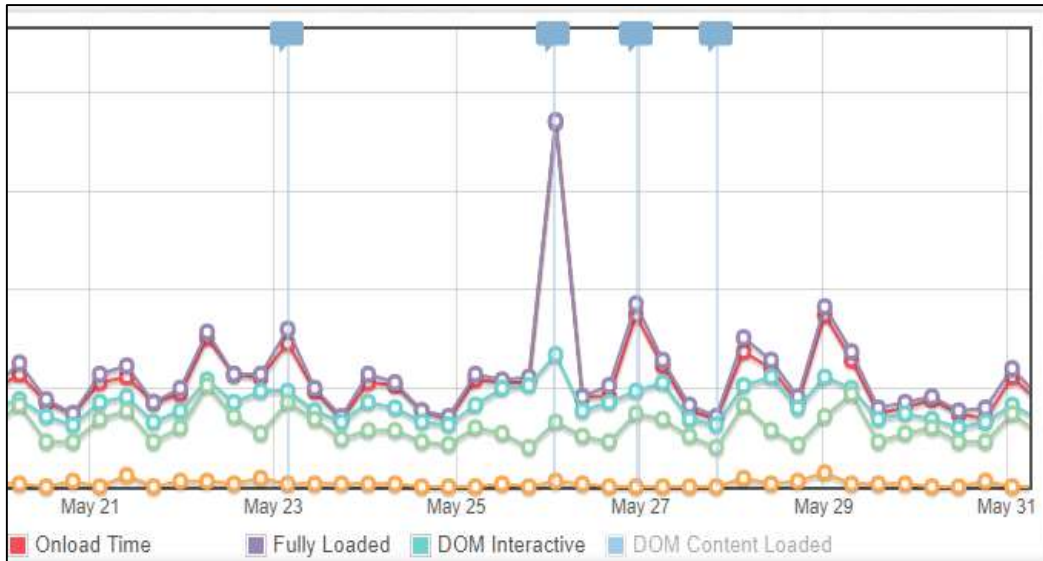


Fig. 9.15 Page load time by GTMetrix tool (Source: <https://gtmetrix.com/>)

It provides the following detailed assessment:

- PageSpeed and YSlow scores and recommendations
- Page Load Details (time, size, number of requests)
- Various Analysis Options.
- Waterfall, Video and Report History

(Source: <https://gtmetrix.com/>)

9.9 POINTS TO REMEMBER

- Search engine can search web pages, content/text, videos, images, etc. There are no payments or charges are involved with search, but in case of paid search ads payment will be involved.
- Search engine optimization means improving the visibility of a webpage, website or web portal.
- Search engine optimization is an important part of Internet marketing strategy
- Many companies prepare their website without considering search engine optimization, without search engine optimization these websites are not more successful.
- The search engine optimization has huge library.

- For search engine optimization, you have to write down the way customer or people search your web site. You have to write down the exact words and exact phrases. Write down which word or phrase is asked by the majority of people.
- Google has auto completed results feature. You can open Google and type any query in the search box but do not press Enter key and automatically Google will display many search terms which can be used by user.
- There are a number of tools for Search Engine Optimization. These tools help improve your website's online visibility.
- GTMetrix and Crazy Egg tools help you measure the performance of your website and these tools will identify opportunities for improvement in your website.
- Google Analytics and Google Search Console tools measure the impact of changes made on your website.
- To optimize any website is a very complex task. Sometimes, search engine optimization is very challenging process. Search engine optimization sometime takes time. It requires good planning, and patience optimizing. Search engine optimization can help you to boost your business, your credibility, popularise you, earn more traffic, and improve your online visibility. Search engine optimization is a very great way improves customer experience and improves the brand value of your product. It will create the website as per customer needs. By this you can develop a user-friendly site. Finally, if you do your web site optimization then you don't need to worry about digital marketing of your web site.

9.10 GLOSSARY

- **Search engine results page (SERP)**-It quickly displays the search engine results page.
- **Ubersuggest**- Is a free tool for search engine optimization. This tool can find more than hundreds of new long tail keywords in few seconds or minutes.
- **KeywordTool.io**- Is another tool for search engine optimization. This tool can also find more than hundreds of new long tail keywords in few seconds or minutes.
- **Google Keyword Planner**- It is a free Google Ads tool. This is helpful for digital marketing and for new or professional advertising personnel. It also helps you select competitive bids and budgets.
- **Ahrefs**- This tool increases your search traffic. It also researches your competitors. Ahrefs tool monitor your niche. Ahrefs informs you how your competitors rank increased. It can suggest you how to outrank your competitor.

- **GTMetrix-** This tool makes your website fast for every user. GTMetrix tool test your web page in different countries, different browsers, and in different connection speeds. It also optimizes your website.

9.11 CHECK YOUR PROGRESS

Descriptive type questions-

- What are the objectives of search engine optimization? Explain search engine optimization library? Explain each term of search engine optimization library?
- What do you understand by paid search ads? What are their benefits? Explain.
- What do you understand by Search engine results page (SERP)? Which tool is used to Search engine results page (SERP)? Explain.
- What is Ahrefs Keywords Explorer? What is the role of this tool? Explain.
- What do you understand by Google's auto complete results? What are its benefits? Explain with the help of example.
- What do you understand by Search Engine Optimization tools? What are the different Search Engine Optimization tools? Explain each of them.
- Which tools are used to improve off-page optimization? Also explain the tools which are the excellent choices to identify new opportunities for link building.
- Which tool makes your website fast for every user? Also explain how to optimize websites?
- How GTMetrix tool test your web page in different countries, browsers, and in different connection speeds? Explain.
- How GTMetrix tool helps you keep a track of your web page performance with scheduled monitoring? How can one visualize web page performance?

Objective type questions-

- SEO stands for.....
- SERP stands for.....
- SEO library is a.....
- Ahrefs stands for.....
- Ubersuggest, KeywordTool.io are.....
- Google Keyword Planner is a free.....
- Ahrefs Open and tools are the excellent choices to identify new opportunities for link building.

- h)and.....tools help you measure the performance of your website and these tools will identify opportunities for improvement in your website
- i) Google Analytics and tools measure the impact of changes made onto your website.
- j) Competitive Analysis and Keyword Research operations can be performed by tool.

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- <https://fortunelords.com/ubersuggest/>
- <https://keywordtool.io/>
- <https://ahrefs.com/>
- <https://gtmetrix.com/>

9.13 SUGGESTED READINGS

- Google’s “Search Engine Optimization Starter Guide.” This is a free PDF download that covers basic tips that Google provides to its own employees on how to get listed.
- Moz’s “Beginner’s Guide To SEO,” which present SEO Success Pyramid from Small Business Search Marketing.

UNIT- 10

INTRODUCTION TO SEARCH ENGINE OPTIMIZATION- II

10.1 INTRODUCTION

10.2 OBJECTIVES

10.3 HOW SEARCH ENGINE WORKS?

10.4 UNDERSTANDING CRAWLING

10.5 UNDERSTANDING INDEXING

10.6 UNDERSTANDING RANKING

10.7 SEO- TACTICS AND METHODS

10.8 DESIGN AND LAYOUT

10.9 CHALLENGES OF SEARCH ENGINE OPTIMIZATION

10.10 POINTS TO REMEMBER

10.11 GLOSSARY

10.12 CHECK YOUR PROGRESS

10.13 BIBLIOGRAPHY/ REFERENCES

10.1 INTRODUCTION

Search engines such as Google and Bing use bots to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index. Next, algorithms analyze pages in the index, taking into account hundreds of ranking factors or signals, to determine the order pages should appear in the search results for a given query.

Search ranking factors can be considered proxies for aspects of the user experience. Our Periodic Table of SEO Factors organizes the factors into six main categories and weights each based on its overall importance to SEO. For example, content quality and keyword research are key factors of content optimization, and crawlability and mobile-friendliness are important site architecture factors.

The search algorithms are designed to surface relevant, authoritative pages and provide users with an efficient search experience. Optimizing your site and content with these factors in mind can help your pages rank higher in the search results.

SEO is a fundamental part of digital marketing because people conduct trillions of searches every year, often with commercial intent to find information about products and services. Search is often the primary source of digital traffic for brands and complements other marketing channels. Greater visibility and ranking higher in search results than your competition can have a material impact on your bottom line.

However, the search results have been evolving over the past few years to give users more direct answers and information that is more likely to keep users on the results page instead of driving them to other websites.

Also note, features like rich results and Knowledge Panels in the search results can increase visibility and provide users more information about your company directly in the results.

This unit will also be helpful to enhance the skills and knowledge in the following terms-

- **Increasing the Significant Traffic:** The optimization of the website can be done properly by creating the keyword targeted content. Good quality content on the website provides ultimate results in very less time. It drives direct traffic from the search engines to your website.
- **Generating E-commerce Sales:** Another objective of SEO is that helps you generate relevant traffic to your e-commerce website which often leads to the generation of sales. Once you have successfully implemented the SEO strategies on your e-commerce website then you can expect extremely high conversion rates.
- **Branding:** The branding is another powerful tool for the application of SEO. The branding is closely related to creating brand awareness and recognition. You must have noticed that the websites which remain at the top of the search engine ranks get more traffic and popularity. These websites use this exposure to bolster the brand recognition and authority of their brand.
- **Reputation Management:** The businesses who are willing to populate the search results with relevant and positive links. The use of SEO enables this process with the help of content creation and its promotion through link building. Reputation management is considered as one of the most challenging tasks of search engine optimization. This practice involves the optimization of pages on different domains. It uses various social media profiles, public relations, press releases, etc for this task.
- **Lead Generation:** Millions of search queries are made every day on the search engines and most of them have commercial intents. You just have to follow the right SEO strategies for maximizing the lead generation on your website. The more often people

would visit your website, the more likely they would trust you. This can only be achieved by improving the ranking of your website through SEO.

10.2 OBJECTIVES

After the successful completion of this unit, you will be able to-

- Know the working of search engines.
- Understand Crawling, Ranking and indexing.
- Define search engine challenges.

10.3 HOW SEARCH ENGINE WORKS?

Search engines have three primary functions:

- (i) Crawl: Scour the Internet for content, looking over the code/content for each URL they find.
- (ii) Index: Store and organize the content found during the crawling process. Once a page is in the index, it's in the running to be displayed as a result to relevant queries.
- (iii) Rank: Provide the pieces of content that will best answer a searcher's query, which means that results are ordered by most relevant to least relevant.

What is search engine crawling?

Crawling is the discovery process in which search engines send out a team of robots (known as crawlers or spiders) to find new and updated content. Content can vary it could be a webpage, an image, a video, a PDF, etc. but regardless of the format, content is discovered by links. Googlebot starts out by fetching a few web pages, and then follows the links on those webpages to find new URLs. By hopping along this path of links, the crawler is able to find new content and add it to their index called Caffeine a massive database of discovered URLs to later be retrieved when a searcher is seeking information that the content on that URL is a good match for.

What is a search engine index?

Search engines process and store information, they find in an index, a huge database of all the content they've discovered and deem good enough to serve up to searchers.

Search engine Ranking

When someone performs a search, search engines scour their index for highly relevant content and then orders that content in the hopes of solving the searcher's query. This ordering of search results by relevance is known as ranking. In general, you can assume that the higher a website is ranked, the more relevant the search engine believes that site is to the query. It's possible to block search engine crawlers from part or your entire site, or instruct search engines to avoid storing certain pages in their index. While there can be reasons for doing this, if you want your

content found by searchers, you have to first make sure it's accessible to crawlers and is indexable. Otherwise, it's as good as invisible.

Crawling

Can search engines find your pages?

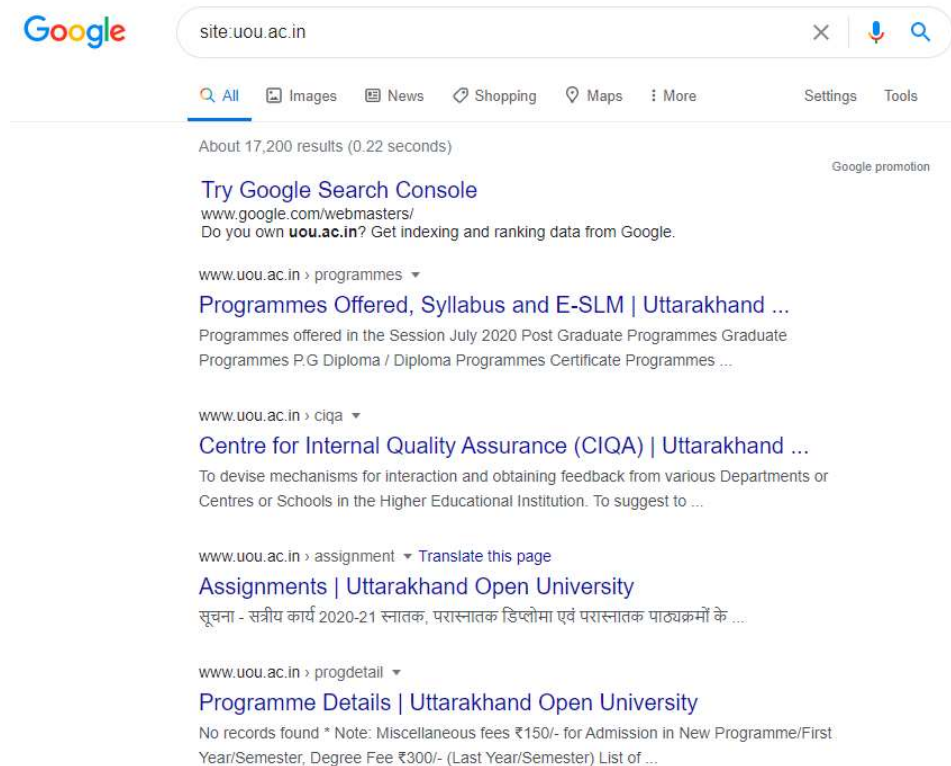
As you've just learned, making sure your site gets crawled and indexed is a prerequisite to showing up in the SERPs. If you already have a website, it might be a good idea to start off by seeing how many of your pages are in the index. This will yield some great insights into whether Google is crawling and finding all the pages you want it to, and none that you don't.

One way to check your indexed pages is "site: yourdomain.com", an advanced search operator. Head to Google and type "site: yourdomain.com" into the search bar. This will return results Google has in its index for the site specified.

10.4 UNDERSTANDING CRAWLING

As you've just learned, making sure your site gets crawled and indexed is a prerequisite to showing up in the SERPs. If you already have a website, it might be a good idea to start off by seeing how many of your pages are in the index. This will yield some great insights into whether Google is crawling and finding all the pages you want it to, and none that you don't.

One way to check your indexed pages is "site: yourdomain.com", an advanced search operator. Head to Google and type "site: yourdomain.com" into the search bar. This will return results Google has in its index for the site specified:



The number of results Google displays (see “About XX results” above) isn't exact, but it does give you a solid idea of which pages are indexed on your site and how they are currently showing up in search results. For more accurate results, monitor and use the Index Coverage report in Google Search Console. You can sign up for a free Google Search Console account if you don't currently have one. With this tool, you can submit sitemaps for your site and monitor how many submitted pages have actually been added to Google's index, among other things. If you're not showing up anywhere in the search results, there are a few possible reasons why:

- Your site is brand new and hasn't been crawled yet.
- Your site isn't linked to from any external websites.
- Your site's navigation makes it hard for a robot to crawl it effectively.
- Your site contains some basic code called crawler directives that is blocking search engines.
- Your site has been penalized by Google for spammy tactics.

Can crawlers find all your important content?

Now that you know some tactics for ensuring search engine crawlers stay away from your unimportant content, let's learn about the optimizations that can help Googlebot find your

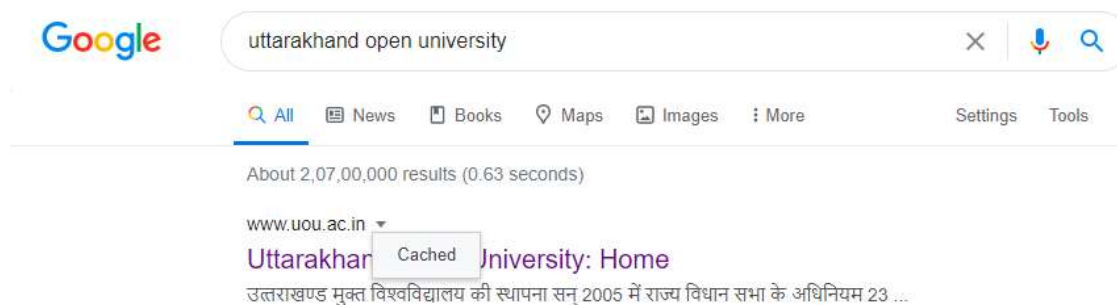
important pages. Sometimes a search engine will be able to find parts of your site by crawling, but other pages or sections might be obscured for one reason or another. It's important to make sure that search engines are able to discover all the content you want indexed, and not just your homepage.

10.5 UNDERSTANDING INDEXING

Once you've ensured your site has been crawled, the next order of business is to make sure it can be indexed. That is right just because your site can be discovered and crawled by a search engine doesn't necessarily mean that it will be stored in their index. In the previous section on crawling, we discussed how search engines discover your web pages. The index is where your discovered pages are stored. After a crawler finds a page, the search engine renders it just like a browser would. In the process of doing so, the search engine analyzes that page's contents. All of that information is stored in its index.

Google crawls and caches web pages at different frequencies. More established, well-known sites that post frequently like <https://www.nytimes.com> will be crawled more frequently than the much-less-famous website for Roger the Mozbot's side hustle, <http://www.rogerlovescupcakes.com> (if only it were real...)

You can view what your cached version of a page looks like by clicking the drop-down arrow next to the URL in the SERP and choosing "Cached":



You can also view the text-only version of your site to determine if your important content is being crawled and cached effectively.

Are pages ever removed from the index?

Yes, pages can be removed from the index! Some of the main reasons why a URL might be removed include:

- The URL is returning a "not found" error (4XX) or server error (5XX) – This could be accidental (the page was moved and a 301 redirect was not set up) or intentional (the page was deleted and 404ed in order to get it removed from the index)
- The URL had a noindex meta tag added – This tag can be added by site owners to instruct the search engine to omit the page from its index.

- The URL has been manually penalized for violating the search engine's Webmaster Guidelines and, as a result, was removed from the index.
- The URL has been blocked from crawling with the addition of a password required before visitors can access the page.

If you believe that a page on your website that was previously in Google's index is no longer showing up, you can use the URL Inspection tool to learn the status of the page, or use Fetch as Google which has a "Request Indexing" feature to submit individual URLs to the index. (Bonus: GSC's "fetch" tool also has a "render" option that allows you to see if there are any issues with how Google is interpreting your page).

Tell search engines how to index your site

[1] Robots Meta directives

Meta directives (or "meta tags") are instructions you can give to search engines regarding how you want your web page to be treated.

You can tell search engine crawlers things like "do not index this page in search results" or "don't pass any link equity to any on-page links". These instructions are executed via Robots Meta Tags in the <head> of your HTML pages (most commonly used) or via the X-Robots-Tag in the HTTP header.

[2] Robots meta tag

The robots meta tag can be used within the <head> of the HTML of your webpage. It can exclude all or specific search engines. The following are the most common meta directives, along with what situations you might apply them in.

[3] index/noindex tells the engines whether the page should be crawled and kept in a search engines' index for retrieval. If you opt to use "noindex," you're communicating to crawlers that you want the page excluded from search results. By default, search engines assume they can index all pages, so using the "index" value is unnecessary.

When you might use: You might opt to mark a page as "noindex" if you're trying to trim thin pages from Google's index of your site (ex: user generated profile pages) but you still want them accessible to visitors.

[4] follow/nofollow tells search engines whether links on the page should be followed or nofollowed. "Follow" results in bots following the links on your page and passing link equity through to those URLs. Or, if you elect to employ "nofollow," the search engines will not follow or pass any link equity through to the links on the page. By default, all pages are assumed to have the "follow" attribute.

When you might use: nofollow is often used together with noindex when you're trying to prevent a page from being indexed as well as prevent the crawler from following links on the page.

[5] noarchive is used to restrict search engines from saving a cached copy of the page. By default, the engines will maintain visible copies of all pages they have indexed, accessible to searchers through the cached link in the search results.

When you might use: If you run an e-commerce site and your prices change regularly, you might consider the noarchive tag to prevent searchers from seeing outdated pricing.

Here's an example of a meta robots noindex, nofollow tag:

```
<!DOCTYPE html><html><head><meta name="robots" content="noindex, nofollow" /></head><body>...</body></html>
```

This example excludes all search engines from indexing the page and from following any on-page links. If you want to exclude multiple crawlers, like googlebot and bing for example, it's okay to use multiple robot exclusion tags.

[6] X-Robots-Tag

The x-robots tag is used within the HTTP header of your URL, providing more flexibility and functionality than meta tags if you want to block search engines at scale because you can use regular expressions, block non-HTML files, and apply sitewide noindex tags.

For example, you could easily exclude entire folders or file.

```
<Files ~ "\/?no\bake\/*" > Header set X-Robots-Tag "noindex, nofollow"</Files>
```

The derivatives used in a robots meta tag can also be used in an X-Robots-Tag. Or specific file types (like PDFs):

```
<Files ~ "\.pdf$" > Header set X-Robots-Tag "noindex, nofollow"</Files>
```

10.6 UNDERSTANDING RANKING

How do search engines ensure that when someone types a query into the search bar, they get relevant results in return? That process is known as ranking, or the ordering of search results by most relevant to least relevant to a particular query.

To determine relevance, search engines use algorithms, a process or formula by which stored information is retrieved and ordered in meaningful ways. These algorithms have gone through many changes over the years in order to improve the quality of search results. Google, for example, makes algorithm adjustments every day — some of these updates are minor quality tweaks, whereas others are core/broad algorithm updates deployed to tackle a specific issue, like Penguin to tackle link spam. Check out our Google Algorithm Change History for a list of both confirmed and unconfirmed Google updates going back to the year 2000.

Why does the algorithm change so often? Is Google just trying to keep us on our toes? While Google doesn't always reveal specifics as to why they do what they do, we do know that Google's aim when making algorithm adjustments is to improve overall search quality. That's why, in response to algorithm update questions, Google will answer with something along the lines of: "We're making quality updates all the time." This indicates that, if your site suffered after an algorithm adjustment, compare it against Google's Quality Guidelines or Search Quality Rater Guidelines, both are very telling in terms of what search engines want.

What do search engines want?

Search engines have always wanted the same thing: to provide useful answers to searcher's questions in the most helpful formats. If that's true, then why does it appear that SEO is different now than in years past?

At first, their understanding of the language is very rudimentary - "See Spot Run." Over time, their understanding starts to deepen, and they learn semantics - the meaning behind language and the relationship between words and phrases. Eventually, with enough practice, the student knows the language well enough to even understand nuance, and is able to provide answers to even vague or incomplete questions.

When search engines were just beginning to learn our language, it was much easier to game the system by using tricks and tactics that actually go against quality guidelines. Take keyword stuffing, for example. If you wanted to rank for a particular keyword like "funny jokes," you might add the words "funny jokes" a bunch of times onto your page, and make it bold, in hopes of boosting your ranking for that term:

Welcome to funny jokes! We tell the funniest jokes in the world. Funny jokes are fun and crazy. Your funny joke awaits. Sit back and read funny jokes because funny jokes can make you happy and funnier. Some funny favourite funny jokes.

This tactic made for terrible user experiences, and instead of laughing at funny jokes, people were bombarded by annoying, hard-to-read text. It may have worked in the past, but this is never what search engines wanted.

The role links play in SEO

When we talk about links, we could mean two things. Backlinks or "inbound links" are links from other websites that point to your website, while internal links are links on your own site that point to your other pages (on the same site). Links have historically played a big role in SEO. Very early on, search engines needed help figuring out which URLs were more trustworthy than others to help them determine how to rank search results. Calculating the number of links pointing to any given site helped them do this.

Backlinks work very similarly to real-life WoM (Word-of-Mouth) referrals. Let's take a hypothetical coffee shop, Jenny's Coffee, as an example:

- Referrals from others = good sign of authority

Example: Many different people have all told you that Jenny's Coffee is the best in town

- Referrals from yourself = biased, so not a good sign of authority

Example: Jenny claims that Jenny's Coffee is the best in town

- Referrals from irrelevant or low-quality sources = not a good sign of authority and could even get you flagged for spam

Example: Jenny paid to have people who have never visited her coffee shop tell others how good it is.

- No referrals = unclear authority

Example: Jenny's Coffee might be good, but you've been unable to find anyone who has an opinion so you can't be sure.

This is why PageRank was created. PageRank (part of Google's core algorithm) is a link analysis algorithm named after one of Google's founders, Larry Page. PageRank estimates the importance of a web page by measuring the quality and quantity of links pointing to it. The assumption is that the more relevant, important, and trustworthy a web page is, the more links it will have earned. The more natural backlinks you have from high-authority (trusted) websites, the better your odds are to rank higher within search results.

The role content plays in SEO

There would be no point to links if they didn't direct searchers to something. That something is content! Content is more than just words; it's anything meant to be consumed by searchers there's video content, image content, and of course, text. If search engines are answer machines, content is the means by which the engines deliver those answers.

Any time someone performs a search, there are thousands of possible results, so how do search engines decide which pages the searcher is going to find valuable? A big part of determining where your page will rank for a given query is how well the content on your page matches the query's intent. In other words, does this page match the words that were searched and help fulfill the task the searcher was trying to accomplish?

Because of this focus on user satisfaction and task accomplishment, there's no strict benchmarks on how long your content should be, how many times it should contain a keyword, or what you put in your header tags. All those can play a role in how well a page performs in search, but the focus should be on the users who will be reading the content.

Today, with hundreds or even thousands of ranking signals, the top three have stayed fairly consistent: links to your website (which serve as a third-party credibility signals), on-page content (quality content that fulfills a searcher's intent), and Rank Brain.

What is RankBrain?

RankBrain is the machine learning component of Google's core algorithm. Machine learning is a computer program that continues to improve its predictions over time through new

observations and training data. In other words, it's always learning, and because it's always learning, search results should be constantly improving.

For example, if RankBrain notices a lower ranking URL providing a better result to users than the higher-ranking URLs, you can bet that RankBrain will adjust those results, moving the more relevant result higher and demoting the lesser relevant pages as a by-product.

10.7 SEO– TACTICS AND METHODS

SEO techniques are classified into two broad categories:

- **White Hat SEO** - Techniques that search engines recommend as part of a good design.
- **Black Hat SEO** - Techniques that search engines do not approve and attempt to minimize the effect of. These techniques are also known as spamdexing.

White Hat SEO

An SEO tactic is considered as White Hat if it has the following features:

- It conforms to the search engine's guidelines.
- It does not involve in any deception.
- It ensures that the content a search engine indexes, and subsequently ranks, is the same content a user will see.
- It ensures that a web page content should have been created for the users and not just for the search engines.
- It ensures good quality of the web pages.
- It ensures availability of useful content on the web pages.

Always follow a White Hat SEO tactic and do not try to fool your site visitors. Be honest and you will definitely get something more.

Black Hat or Spamdexing

An SEO tactic, is considered as Black Hat or Spamdexing if it has the following features:

- Attempting ranking improvements that are disapproved by the search engines and/or involve deception.
- Redirecting users from a page that is built for search engines to one that is more human friendly.
- Redirecting users to a page that was different from the page the search engine ranked.
- Serving one version of a page to search engine spiders/bots and another version to human visitors. This is called Cloaking SEO tactic.
- Using hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections.

- Repeating keywords in the metatags, and using keywords that are unrelated to the website content. This is called metatag stuffing.
- Calculated placement of keywords within a page to raise the keyword count, variety, and density of the page. This is called keyword stuffing.
- Creating low-quality web pages that contain very little content but are instead stuffed with very similar keywords and phrases. These pages are called Doorway or Gateway Pages.
- Mirror websites by hosting multiple websites - all with conceptually similar content but using different URLs.
- Creating a rogue copy of a popular website which shows contents similar to the original to a web crawler, but redirects web surfers to unrelated or malicious websites. This is called page hijacking.

Always stay away from any of the above Black Hat tactics to improve the rank of your site. Search engines are smart enough to identify all the above properties of your site and ultimately you are not going to get anything. The website design and layout gives the first impression about your site. There are sites which are too fancy and regular net surfers just reach those sites and come out even without creating a single click.

10.8 DESIGN AND LAYOUT

Search engines are very smart but after all, they are software and not human being, who can read the content of their interest. If you make your site too complicated, then the search engine would not be able to parse the content of your site properly, and finally indexing would not be efficient, which results in a low rank. The actual page content should have a keyword density of about 10% and should weigh in at about 200 words - but there are as many opinions about this as there are SEO experts. Some say, keyword density should be 5% and some say it should be 20%. You can go with 10% which is good enough. Here are a few guidelines that you should keep in mind while designing a web page.

- You should have more text content than HTML elements.
- No frames. They are the enemies of search engines, and search engines are enemies of frames.
- No ads if possible. Because most of the ads use Java-Script which is not advised to be used.
- No JavaScript. If you need JavaScript, call it from an external file rather than dumping the code in the HTML file. JavaScript drop-down menus prevent spiders from crawling beyond your homepage. If you use them, be sure to include text links at the bottom of the page.
- Do not put anything in the page topic that does not fit perfectly.
- No unnecessary directories. Keep your files as close to the root as possible.

10.9 CHALLENGES OF SEARCH ENGINE OPTIMIZATION

- **Need genuine online reviews:** Even though there's a clear-cut difference between local SEO and online reputation management, the latter has a big impact on your local search rankings.
- **Optimize Google my business page:** Setting up your Google My Business page is rather easy but optimizing it? It needs careful work. Moreover, these details like your business address, phone number, and email address must be similar to what's being displayed on your website. For local businesses, it's crucial to have your website display all these contact details clearly.
- **Need a website re-design:** Over 50% small businesses don't even have a website, even when Google search is the new yellow pages and people use online search before purchasing anything. And then there are businesses which have unresponsive, slow and user repelling websites.
- **Need marketing analytics setup:** Many businesses argue that they never plan to use a certain marketing strategy, and hence, never get the analytics setup done for it. But a good business decision would be to set these analytics up so that you don't miss out on precious data. As a part of our local SEO services, we begin with setting up Google Analytics - with proper goal setting, and e-commerce settings (in case of an e-commerce business) and search console setup. We also recommend our clients to opt for Google ads setup, Facebook ads setup, email marketing setup and basic CRM setup to ensure they're growth ready.
- **Need to use localized keywords naturally:** Using keywords with local intent is the biggest challenge faced by organic marketers. Incorporating such keywords on a page's copy for local SEO is the trickiest.
- **You need to optimize local landing pages:** A few years back, SEOs would make multiple landing pages targeting each location. That meant lots of location specific pages, good keyword density and lots of interlinking. However, Google termed such pages as 'doorway pages' calling it spam.

10.11 POINTS TO REMEMBER

- **Keyword Research:** Research the best keywords for your site. Look at what your competitors are using for keywords, and try a few keyword tools. Remember to target your audience and consider all the word that they will type into the Google and Bing search engines.
- **Put your keywords in Bold:** This is an old trick, but is still effective. All you have to do is highlight one or two of your keywords when they first appear on the page. You do not have to keep highlighting the same keyword; you need only do it for its first appearance. You can also use italic.

- **Make your URLs search engine friendly:** Do not name your pages (URLs) with numbers and symbols. Add in some words to make them easier for a human to read. In addition, you should try to make some of those words as descriptive as possible, and adding in a few keywords will help too.
- **Install SSL Certificate:** Websites that are secure using https:// instead of http:// now appear higher in the search results. If you cannot install your own SSL certificate ask your host to do this for you. When it is installed, you have to make sure all your website pages are secure and not with mixed content. Also make sure that all your website version with http:// and with www. all forwarded to your new https:// URL.
- **Organize your website:** You need to make sure that your website and your menus are well organized so visitors can easily find what they are looking for. Add Call To Action and Forms to your pages to make it easy to contact you or shop.
- **Increase the quality:** Google and Bing/Yahoo are optimized to search out high quality content. Their methods for determining quality are fairly crude, but it will not help your case if your content is weak, fluffy, heavily SEOed and has multiple obvious spelling mistakes. Search engines measure how much time people spend on your website after using search. If you have a bad website people will leave it faster.
- **Add a keyword to each page title:** Your page title is a very important piece of text because it tells the reader what the page is about and it tells the search engine what the page is all about. So, you should try to add a keyword or two into the title. Just make sure the title is still easy to read for humans.
- **Be wary of your loading and render times:** The render time is the time it takes for a web page to go from white, to starting to load. A long render time will increase your bounce rate. The loading time is the time it takes from the beginning of the render, to the point where everything is loaded. A long loading time will damage your websites SEO.
- **Optimize your internal linking:** Every page should have at least three internal links on it. Three is the bare minimum, and this includes checkout pages too. Internal links are the ones that link one page to another. External links are the ones where you link your page to one outside of your website.
- **Integrate social media:** There are hundreds of widgets that you can add to your website. They will help you to link social media and your website. Do not put the widgets everywhere, but the addition of a few here and there will help your SEO in the long term.
- **Optimize your Images:** Make sure they do not take too long to load, and make sure they have their ALT text filled out. If you are able to give them a title, then you should. You should also name your image files something SEO friendly before you upload them onto your website.
- **Create a Sitemap:** Create an XML sitemap. If you have a WordPress website, you can create a nice XML sitemap with the Yoast SEO tool which will create a dynamic XML

sitemap for you. Then you have to add the URL of your sitemaps to your Google Search Console and Bing Webmaster Tools account.

- **Make Your Website Mobile Friendly:** This is very important because people now do more searches from mobile devices than from desktop or laptop computers. Make sure that your website can be used easily from a cell phone. Contact forms should be easy to fill and submit. All your phone numbers should be clickable.
- **Fill your Meta Description Tag:** This is what may appear on the search engine's results page, and is a nice opportunity to sell the content of your web page. Create this text that will make people to click on your website. You should make sure that it has keywords in it if you want to feel any positive SEO effect.

10.11 GLOSSARY

- **2xx status codes:** A class of status codes that indicate the request for a page has succeeded.
- **4xx status codes:** A class of status codes that indicate the request for a page resulted in error.
- **5xx status codes:** A class of status codes that indicate the server's inability to perform the request.
- **Advanced search operators:** Special characters and commands you can type into the search bar to further specify your query.
- **Algorithms:** A process or formula by which stored information is retrieved and ordered in meaningful ways.
- **Backlinks:** Or "inbound links" are links from other websites that point to your website.
- **Bots:** Also known as "crawlers" or "spiders," these are what scour the Internet to find content.
- **Caching:** A saved version of your web page.
- **Caffeine:** Google's web indexing system. Caffeine is the index, or collection of web content, whereas Googlebot is the crawler that goes out and finds the content.
- **Citations:** Also known as a "business listing," a citation is a web-based reference to a local business' name, address, and phone number (NAP).
- **Cloaking:** Showing different content to search engines than you show to human visitors.
- **Crawl budget:** The average number of pages a search engine bot will crawl on your site
- **Crawler directives:** Instructions to the crawler regarding what you want it to crawl and index on your site.
- **Distance:** In the context of the local pack, distance refers to proximity, or the location of the searcher and/or the location specified in the query.
- **Engagement:** Data that represents how searchers interact with your site from search results.

- **Google Quality Guidelines:** Published guidelines from Google detailing tactics that are forbidden because they are malicious and/or intended to manipulate search results.
- **Google Search Console:** A free program provided by Google that allows site owners to monitor how their site is doing in search.
- **HTML:** Hypertext markup language is the language used to create web pages.
- **Index Coverage report:** A report in Google Search Console that shows you the indexation status of your site's pages.
- **Index:** A huge database of all the content search engine crawlers have discovered and deem good enough to serve up to searchers.
- **Internal links:** Links on your own site that point to your other pages on the same site.
- **JavaScript:** A programming language that adds dynamic elements to static web pages.
- **Login forms:** Refers to pages that require login authentication before a visitor can access the content.
- **Manual penalty:** Refers to a Google "Manual Action" where a human reviewer has determined certain pages on your site violate Google's quality guidelines.
- **Meta robots tag:** Pieces of code that provide crawlers instructions for how to crawl or index web page content.
- **Navigation:** A list of links that help visitors navigate to other pages on your site. Often, these appear in a list at the top of your website ("top navigation"), on the side column of your website ("side navigation"), or at the bottom of your website ("footer navigation").
- **NoIndex tag:** A meta tag that instructions a search engine not to index the page it's on.
- **PageRank:** A component of Google's core algorithm. It is a link analysis program that estimates the importance of a web page by measuring the quality and quantity of links pointing to it.
- **Personalization:** Refers to the way a search engine will modify a person's results on factors unique to them, such as their location and search history.
- **Prominence:** In the context of the local pack, prominence refers to businesses that are well-known and well-liked in the real world.
- **RankBrain:** the machine learning component of Google's core algorithm that adjusts ranking by promoting the most relevant, helpful results.
- **Relevance:** In the context of the local pack, relevance is how well a local business matches what the searcher is looking for
- **Robots.txt:** Files that suggest which parts of your site search engines should and shouldn't crawl.
- **Search forms:** Refers to search functions or search bars on a website that help users find pages on that website.
- **Search Quality Rater Guidelines:** Guidelines for human raters that work for Google to determine the quality of real web pages.

- **Sitemap:** A list of URLs on your site that crawlers can use to discover and index your content.
- **Spammy tactics:** Like “black hat,” spammy tactics are those that violate search engine quality guidelines.
- **URL folders:** Sections of a website occurring after the TLD (“.com”), separated by slashes (“/”). For example, in “moz.com/blog” we could say “/blog” is a folder.
- **URL parameters:** Information following a question mark that is appended to a URL to change the page’s content (active parameter) or track information (passive parameter).

10.12 CHECK YOUR PROGRESS

Descriptive type questions-

- a) What are the major objectives of search engine optimization?
- b) Explain the search engine index.
- c) What do you mean by web crawling?
- d) What do you mean by indexing in SEO?
- e) What is the role of links in search engine optimization?
- f) Differentiate between white hat and black hat SEO.
- g) What are the major challenges of search engine optimization?
- h) List the crucial SEO ranking factors one need to know.

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