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Seven Boats Academy presents

Starter Wordpress guidebook

Few essential tips & tricks of Wordpress web development for beginners!

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How to Use Permalinks to Optimize WordPress

WordPress is the most popular content management system on the planet. This is partly because its popularity fed its own PR campaign, and partly because its themes/templates may be highly search engine optimized. Whatever the reason that you have decided to use the CMS, you are able to use a thing called permalinks to optimize your WordPress blog.

What are permalinks?

They are another name for your URLs. When you buy a website domain, you buy something such as www.petsparkcars.com, and this is your home page. Your URLs are all of the pages that come off of that page, so you may have www.petsparkcars.com/cat-parking-a-mini-metro. That is a URL, and that name is what is known as your permalink in WordPress.

Controlling the structure of your permalinks

You do have full control over your permalinks with WordPress. There is a section called, "Permalink Settings" which shows you a number of options. These options are mostly the WordPress common settings, with the final one being the custom structure. You may control your structure by either clicking on one of the custom setting options (they are radio buttons), or by typing a custom structure setting in.

Your options will appear on the screen as:

Default

Day and Name

Month and Name

Numeric

Post name

Custom Structure

How the permalinks are set up

They start with a general format, which means starting with your home page. It then adds in your post specific content. The reason that it puts in months and days, or sets them as numbers, is because WordPress is built to be a blog. As a result, this means that any content that is old is less valuable. It gives numeric iteration values or dates in order to show which posts are the newest. Where this works very well as a blog function, it is not very search engine friendly.

Setting your permalinks to be more search engine friendly

WordPress is known for its SEO (Search Engine Optimization) properties. You may make your WordPress blog more search engine friendly by using the custom structure within the permalinks section.

In the custom structure section, delete anything that is in the panel already, click its radio button, and enter this into the blank panel:

/%postname%/

Doing this is going to set your URL default to the most search engine friendly setting. It will just show your domain name and your blog post name/title. This is very search engine friendly, so long as your blog post titles are also search engine friendly. For example, if your blog post title is "1001" or "App!! Stuff" then it is not going to be very search engine friendly. If it is something like the example given earlier, such as "cat parking a mini metro", then your permalink is going to be search engine friendly:

www.petsparkcars.com/cat-parking-a-mini-metro.

This is because the URL is descriptive, so that the reader can figure out what the page is all about, and so can the reader.

It is sometimes possible to edit a URL after the effect

This is done by going into a post to edit it. Next to your permalink there may be a button that says "edit". It is the same button that is available whenever you create a new blog post. It is there so that you can alter the permalink (URL) after the WordPress program has already auto-generated it. If you have set your WordPress to the custom settings shown above, then you do not need to do this. But, some people feel the need to go back and change old URLs.

Should you go back and change old URLs?

If your version of WordPress allows you to, then you may go back and change URLs. Or, you may have to delete the post and reinsert it (not an easy job and may confuse your post order). But, should you go back and change your old URLs? It is really up to you, but in the opinion of this writer, you should not!

It is going to confuse your blog post order if you remove blog posts and add in new ones with new permalinks. It is also going to create broken links, as people may have back linked to your blog post in the past. Changing URLs causes more problems than it solves. Plus, your future posts are going to be search engine friendly, so you should take that as a win and run with it. Changing your old posts is not going to attract enough attention to warrant the time you are going to spend on it.

Author's bio:

The guest post is written by Sonia Jackson from http://www.cool-essays.com. She helps you in writing essays and research papers on different topics. Feel free to approach.

Top 5 MS Excel Tips for Faster Reporting

Everyone who is in the business of SEO knows the value of time. The internet is a vast pool of resources and opportunities, with new avenues opening up even as this is being written. You need to manage time and touch as many points as you possibly can. Reporting on MS Excel is a major time killer in this regard. Many with incomplete knowledge of the software find it really cumbersome to compile reports without wasting much time in the process. Here we will look at the top 5 ways to save time on MS Excel while preparing reports:

- Adding Up: The most irksome problem is probably that of adding up rows and columns of numbers. You can do it instantly by using the Alt key followed by the = key. Simply click on the blank field where you want the total and hit these two keys for the summative result.
- Decoding Formulas: Excel is notorious for confusing unsuspecting users into using formulas that often take you into mazes. You might find a number result behaving oddly as you change the factors producing the result. Decode the underlying formula quickly by hitting the Ctrl key with the ` key (left of 1).
- Jump to Start/Finish: You often have to use a series of rows and columns, scrolling over endlessly. How do you get to the start or finish without having to plod through all that data? Simply use Ctrl along with upper-arrow key (to reach the first row/column) and Ctrl and down-arrow key (to reach the last row/column)
- Replicating Formulas: Never waste time recreating the same formula for a series of

rows or columns. Save time by creating the formula only on the first cell in the series. Then double-click on the cell and when a + sign shows up on taking the mouse pointer to the edge of the cell, click and drag it over cells you want to have the same formula.

- Logic of Short-cuts: MS Excel has a method to the madness of short-cuts. For example, the quick way to get a currency conversion formula is to use Ctrl along with Shift and 4. Now, Shift and 4 gives $! You are actually hitting Ctrl and $ for the currency conversion formula which explains the short-cut.

The Right Way to Guest Blogging

Some SEO firms are in a state of panic! With Panda 2.0 rolling out, they are afraid that the usual practice of guest blogging is not going to work anymore. Ill-informed SEO pundits are predicting the end of guest blogging as we know it. However, the well-informed tell us that nothing can be farther from the truth! Guest blogging will continue to flourish as it did before Panda or Penguin came into the arena. This discrepancy is not due to faulty information or lack of knowledge. It is because of how you look at guest blogging.

No More Spamming or Fake Guests

What Panda 2.0 has done to the world of guest blogging is a kind of weeding out the fakes and reinstating the genuine more strongly. With Panda keeping a close watch on your guest posts, you can no longer get spam content online using the pretext of guest blogging. Also, the days of having your in-house writer churn up something and publishing it as a guest post is not going to work either! If you want to use guest posts, you have to be transparent about the source of the post and also the quality of the writing.

Reference is the Key

To begin with, give credit to the guest blogger who is writing for your website or blog. Other than the name and a link to their blogging profile or social media page, there are

other ways of attaching value to your guest blogger. You can write a short bio on your guest blogger with reference links to other credible websites that contain their works. In short, your aim is to maintain transparency about the identity of your guest blogger. It also makes the writers feel special and you are sure to get more posts from them in the near future.

Internal Linking

This trick is for the guest bloggers to follow. To ensure that your work is validated on the host's website or blog, use internal web links that establish contact between your guest post and the host's website. This will enable Google to understand that you are an authentic guest blogger who understands the responsibility and is willing to put value on the content of both your post and that of the host. Of course, along with these points, your content must be unique and relevant.

Wordpress SEO Tips

Wordpress is one of the most popular blogging system covering more than 60 million websites worldwide. It is basically a free and a open source blogging tool & content management system (CMS) based on PHP & MySQL. The main focus would be to promote the blogs more & more. Unless you attract more readers & commentators to your blogs, your write up won't get promoted. Here in this article we would discuss some easy SEO steps to promote your wordpress site. The Wordpress SEO tips are provided keeping in mind the latest penguin-panda updates. Please find below some of the Wordpress SEO suggestions:

Permalink Structure: Try to keep the permalink as simple & short as possible (%postname%), so that it becomes easier for the visitors to understand from the permalink as to what the page is about. You can also insert a single focus keyword to your permalink.

Steps to insert permalink

- Move to WP dashboard
- Click on settings
- And then select the "permalinks"

SEO Post Title: Try to use attractive headlines to your post (70 characters). It helps the visitors to get attracted to your articles easily. Always use the key phrases in the title & accordingly modify the title. This is one of the best practices for Wordpress SEO that earns good results.

SEO Meta Description: is a brief write up of maximum 160 characters. It actually helps the visitors to know exactly what the particular page or post is all about. Although, meta description is not considered to be the ranking factor, but can affect your

conversion rates. The meta description gives a vivid idea to the searcher about a given page of what they are looking for.

Image Optimization: It takes hardly few minutes to optimize your images. Add alt tag to your images. This is very easy, just copy & paste the focus targeted keywords. Actually google does not have eyes to gaze your images, it can only understand what is there in the html source. Therefore, try to insert an alternative text to each of the images.

You can use a plugin All in one SEO or Yoast Wordpress SEO for better Wordpress SEO.

Quality & well researched SEO content: is a most popular way to promote your posts. Ideal quality content should be free from any kind of spelling errors, bulk keywords stuffing & grammatical errors. Try to be informative & interactive with your write ups. Link some of the keywords with the other authority sites. This in turn would help to earn authenticity to your post. Use H2 and H3 for headlines also, with related keywords as your subheadings.

The discussed points are some of the key factors that judge the quality of your sites & posts. Apart from all these, there are various other parameters that make your pages SEO friendly, like – pageload time factor, social media integration, internal linking etc.

Nowadays, wordpress is one of the most popular global platforms. Almost all the leading corporate manages their website in wordpress. Just in one word "google loves wordpress".

How To Start Setting Up Your Website After Keywords Research

If you don't have hosting, you need to set that up. You need to have the ability to password protect contents, or essentially set up a member's area. I use the Profits Theme to build each of these sites, and it does every single part of it very quickly, and it makes it all look great too. With the Profits Theme, you can build great-looking squeeze pages, a launch funnel, landing pages(which each content page will really be), but most of all, Profits Theme will let you create a members area that will protect your contents **without requiring a third party script** ... with Optimize Press you would still need something like Wish-list Member. It's a one-time $97 and you can use it on all of your sites. It is a no brainer, especially to setup this exact type of site that I'm explaining to you, and you can do it multiple times.

Now, you don't have to use Profits Theme obviously... it will just take a lot more time and unless you're a professional designer, your sites and pages won't look nearly as good.

Here's an overview of how each site will work:

1. You create a video course with basic power point-style videos. The course will consist

of 10-15 videos.

2. You create an upsell that you'll use with Click bank's Pitch Plus feature. A good upsell is the MP3s of the videos and you mention that they can listen to them on their iPod or in their car. (You can easily export just the audio from your videos when you make them with Screen flow or Camtasia)

3. You need to create a sales funnel for the leads to go into. You can do this two different ways:

a)   The first way is to setup a "free ecourse" that people will opt into, that will be 5-7 auto responder emails that provide quality information on the subject, and that also sells and promotes your paid video course.

b)   The second way is to set up an evergreen launch funnel that consists of 3 "pre-launch" videos that lead to your sales page on the 4th day. Profits Theme has a feature that does this exact thing. I would recommend this way because it converts a lot better.

So, each page of your site is obviously supposed to get your visitors into your sales funnel.
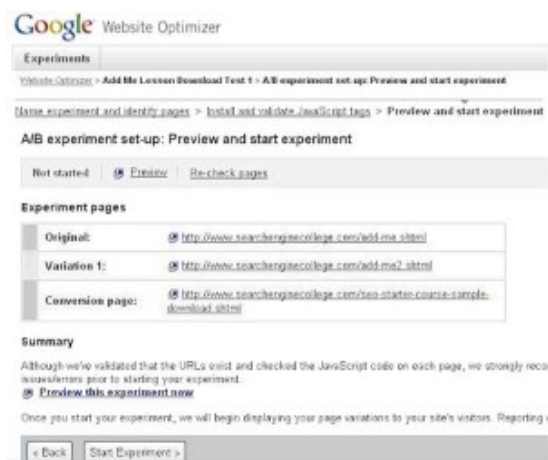
How To Choose A Domain Name

Choosing a good domain name is really important, and there are few things you need to consider before you choose one. There are basically two trains of thought out there about how to choose the best domain name.

The first one would be to simply try and get an exact match domain. This would mean trying to get the domain for example, 'dogtrainingtips.com' if your main keyword phrase was 'dog training tips'.

The other side of coin is the recommendation to choose a domain that is a brand-

sounding name. So instead of justdogtrainingtips.com, it would be something like theobedient doggie.com. The reason for the debate is people say that Google is giving less and less weight to exact match domains in these arch results now because marketers have been exploiting them for years now. So, what's the best thing to do? In my humble opinion, and no one can say for sure except a Google engineer (and they won't tell you anyways), it is best to choose a hybrid between the two styles.
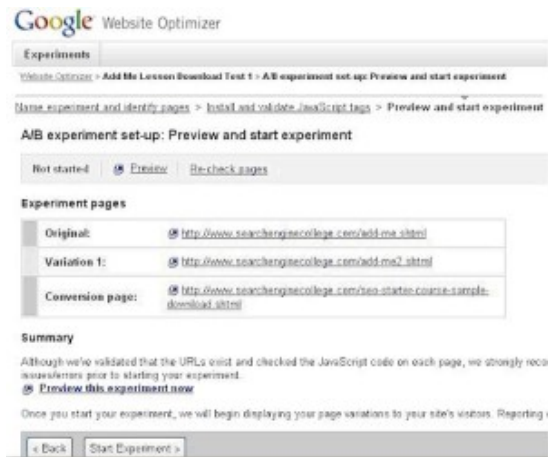
Most of the time though, you won't be able to have a brand-sounding domain that includes your main keywords- it will sound funny. Just try to make something that sounds good and includes your most important one, two, or three keywords.

But, when you're choosing the keywords for your homepage using a plugin such as Platinum SEO or All-in-One SEO, you definitely want to list your full main keyword phrase and not just your domain name again.

Getting a Logo and Header Made

If you haven't heard of Fiverr.com, it's going to become your new favorite site. A lot of people skimp when it comes to a site logo and header, and they just use a default text title at the top of their site.

This is a huge mistake, especially when you're putting together a site that's going to sell your own product. A good-looking logo and site header will instantly make your site seem credible and keep visitors on the page instead of instantly bouncing. Appearance and design is big... (Profits Theme really makes it easy to make clean and professional looking pages)

You can go to fiverr and get a custom logo and a custom header designed for $10 total ($5 for the logo- $5 for the header). In case you haven't thought of this, here's the best way to quickly find a reputable seller for each thing on fiverr:

To get a logo made, simply do a search for "logo". Then, when it brings you the results,

click on the "rating" button so that it sorts the providers by highest rating first. When a provider has hundreds of positive ratings and just a few or zero negative ones, it's a pretty safe bet.

And to get a header made, do the same thing except search for 'header' instead of 'logo'. Duh- I know you knew that but you'd be surprised...One other quick tip- when you're getting a logo designed or five bucks, don't be afraid to order another one from another provider in case you're not in love with the first one you got... The key to getting your business down to a science is finding the best providers for all the little tasks that you don't want to deal with.

Author Bio

Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my 642-883 exam from SAS institute.

Tips for Freelancers to Do Effective Communication with Clients

No matter what the nature of your job, you want to make sure that you **keep in touch.** Disappearing freelancers are more common than you would think, and the slightest lapses get your clients worrying about your being a scammer. So at every point that you have a chance to touch base with your client, do so without fail. Some important point of contact that you don't want to miss:

- A welcome email thanking your client for the gig, immediately after you land the job.
- An introductory email clarifying any details that you need, and reinforcing the details of your project, especially the details of cost and timeline/milestones.
- When you are stuck because you need a detail from the client, get that request to them right away.
- When you have an update or a clarification, send an email.
- Send update emails at the end of every milestone, along with any deliverables that you had promised.
- If you anticipate delays, send a notification right away! You don't want to leave your clients wondering. Especially, for instance, if you are traveling and will be away from internet access for a while, you want to definitely let your clients know. If you call in sick, go ahead and be upfront about it! Avoid delays like the plague, because clients

experience them way too often - but what's much worse than a delay is your behaving as if nothing has happened.

- Payment reminders - if it is time for a payment, then remember to ask for it. If for some reason you don't get a timely response, send a gentle reminder. If you are not paid on time, and don't hear from your clients despite reminders, you have the right to suspend further work until a payment is processed.

As you can see, communication is key to success. Get in touch as often as you need, keep your clients in the loop, solicit feedback at every stage, and you should sail through the project!

An important note about payments. The one advantage of working off freelance marketplaces is that payments are less of a headache, even though there is a commission that you have to pay the marketplace. Usually the fee is worth it, because typically in exchange you get access to an escrow mechanism for managing your finances. The way this works is that the client pays for the project in advance to a third-party (typically the marketplace, like Elance, for example), and the third-party keeps the funds safe and releases it to you once you complete the job. With a trusty third party, both the client and the freelancer are safe about the funds, if the client has a freelancer trying to cheat on them, then the funds are rolled back to them, and it's not possible to cheat diligent freelancers, because even if the client claims that the job is incomplete, the freelancer simply provides evidence of completed work and get their payment as originally agreed.

When working outside the escrow system, make sure to get an advance payment - usually 50% before and 50% on completion is the standard split, but evaluate your situation and your client before you determine an split, and if you are working without escrow, make sure you do your research!!!

Just as clients research the hell out freelancers before hiring them - freelancers should research the hell out of clients too! You can have fraud clients just as much as you can have fraudulent freelancers, so make sure you look up their public profiles and glean as much information as you can to come to the conclusion that they mean business.

Firing A Client: I do hope this never happens to you, but given the way the world just happens to be, you might end up encountering an unpleasant experience. When you get the first hints that a client:

- Is being unfairly demanding (going beyond the scope of the project without discussing or wanting to discuss appropriate pricing amendments)
- is not paying you as scheduled and avoiding your reminders

- being rude and unprofessional
- disappearing every now and then...

The best you can do is to minimize the extent of unpleasantness that you have to put up with. Move on from the project as quickly as possible, even if that means that you lose some money - keeping your sanity and peace of mind should be your top priority.

Be firm and professional - if you have had no payments at all, then you are not obliged to release any deliverables. If a partial payment is made, submit a suitable proportion of your work.

Whatever you do, **never** resort to being rude or improper yourself - maintain a sense of dignity and professionalism right through. Never write an email when you are in a terrible mood - apply the "24 hour rule" - make communication only after a 24-hour period has elapsed, after which you are likely to have calmed down, and will be more reasonable.

If a lot is at stake consider getting legal advice, and at this point remember that you are in a stronger position if you had your initial contracts in place. There is a middle ground between the extremes of acting on your impulses and hiring a lawyer - and that is to seek consultation from a person or community that you trust. It is not feasible to cover every possible situation in a book, so I strongly recommend that you make a place for yourself in a community of like-minded people that you can fall back on for advice in a specific tricky situation. The communities built right into Elance and Freelance Switch are great starting points.

Damage Control: Well, the client isn't the only side that creates trouble, much as freelancers would like to believe that's the case! Sometimes, it might be you who has made the slip, faltered, or made a mistake. In this case, keeping a good relationship with your client and giving them absolutely no reason to complain should be your top priority. So, if you have made a mistake in the project, or suffered a delay, then - don't kill yourself over it - life gets in the way for all of us and most reasonable people would understand.

However, you need to fix the situation by taking some additional measures yourself, and here are some tips for recovery:

- If you have delayed the project considerably, offer a discount on the original price.
- If you have made a mistake in executing the project, fix it, and if necessary, also offer a discount or a (related) bonus service or product. A relevant product is easier, but do make sure it is relevant (and preferably your own brand) so as to not come across as looking cheap!

- You don't have to be over-apologetic or defensive, but at the same time, be upfront and don't hide or pretend as if nothing as happened.
- If you are met with unwarranted rudeness despite your best and sincere efforts to patch the situation, then everything in the previous section applies.

Author Bio

Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my 1Y0-A26 exam from VMware. Thanks for reading.

Key Tips to Enhance Traffic for Your Website

Without traffic you can have the best site in the world and never make a penny. There are a few ways to drive traffic through a site, but for ours we are going to focus on good old fashioned SEO. After all, who doesn't like free traffic? I know what you are thinking.."Oh no!SEO?!Backlinking?!"

Look, whatever animal Google decides to name its newest algorithm update (Panda,Penguin,etc.) If you have a diversity of quality links you really shouldn't have anything to worry about.

While there are a ton of "programs" out there that you can buy all claiming to drive "hungry" or "thousands" of people through your site every day. They all promise the same thing, what they deliver is usually nothing.

DON'T BUY ANY TRAFFIC GENERATING SOFTWARE!!!!

Two ways to do your sites SEO:

You can either do it yourself or outsource it. Both ways will have their own advantages and disadvantages.

Outsourcing SEO

Outsourcing SEO can save you hours of work a day but will cost you money. Yet, going this route can have its challenges as well. Finding a reputable SEO provider takes a little

time. I had a project going with a SEO "Expert" that took the better part of 6 months. At the end of the 6 months my site was no better in the search rankings then where I started. I cancelled the job and requested my money back.. Did I get it? Nope. Point of the story… do your homework on who you are hiring. You can talk with some SEO providers on the Warrior forum and see if someone can help you out. I would stay away from Freelance places for these (Freelancer, Fiverr, etc.) I just have never had any luck hiring SEO providers from these sites.

Do the SEO work yourself.

Yeah, it's a grind, but sometimes if you want something done right you have to do it yourself. Yet, where do you begin?

This is my personal method of Backlinking /SEO. I'm sure some "gurus" could pick it apart, but it's fairly simple has proven to provide me withresults. After I complete each review I will bookmark them to around 8 or so top bookmarking sites. The keyword I will be targeting will be model specific. So in our previous example I would be going after "Weber Q100". I am bookmarking the actual page of the review, not the homepage for the site. Make sure to vary your anchor text so that maybe 30% of your links are the keyword. The rest will be click here's, the actual url, or related keywords.

Once I have my inner pages bookmarked, I will maybe add another 10-20 backlinks from various sources to each inner page.

As soon as my inner pages start to get indexed, etc. I switch over to creating a Facebook page for the business. This doesn't work with every niche however. I mean, you aren't going to get a ton of "likes" if you run a toilet review website. So use your better judgment here. A Facebook page that has a ton of likes can be an awesome traffic source. As far as the home page, I handle it a bit differently.

I will usually purchase a PRWeb press release and use my main generic keywords in the links of the press release. Now, it is not necessary to buy a PRWeb release seeing as to they are a little pricey, it is just what I do. There are plenty of free press release sites across the net that will still provide plenty of exposure.

Submit your site to the DMOZ directory; JoeAnt.com is a great site to submit to if you wants to spend the $39.99

Backlinking Your Homepage

How do you find quality backlinks? Well, I "de-construct" what my competition has already done. I will look up the top 10 sites and see if I can get a backlink from the same

places they do.

How do you do this?

Simple! Get a free account at Ahrefs.com. Here you can plug in a competitors website and see where they have backlinks and what the value of each backlink is. You can also see their anchor texts, etc. What I do issearch through these sites and see if I can get a link with these places as well. I do this in the same way as above with varying anchor texts, etc.

As soon as I start gaining some traction and seeing some visitors, my goal switches to getting these people to "like" my associated Facebook page. A Facebook page with real likes is just as powerful as an email list if you know how to use it.

Basically, you should do as much "getting the word out" as you can. I plan to start incorporating YouTube reviews into the mix as another traffic source heading into the future.

You want to always be trying to get more traffic and create new traffic sources. If you can get 1000 people a day to your site from 10 different traffic streams you will be way further ahead. This way when Google does some new algorithm change it won't crush your income as if you were just relying just Google itself.

Author Bio

Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my 642-874 exam from VMware. Thanks for reading.

Spice up your Blog with WordPress Plugins

Blog posts must have the license to thrill. Otherwise, they taper out and people simply stop coming to read. The days of dealing with the same dour topic in post after post is now passé. You need content diversification to keep the reader on alert and craving for more! In order to achieve that, you need to do more than tweak your writing material. There are some amazing plugins on WordPress that help you give your blog a new dimension every time you feel like doing so. Here are 3 of them:

- **Zemanta:** Zemanta is one of the best WordPress plugins around. It can be used by both advertisers as well as bloggers. The best part about Zemanta is that it keeps you inspired to write in a unique way: it pops up posts and images related to the topic that you are writing on! The layout of the plugin can be customized according to your needs. For mobile devices, Zemanta is a boon!

- **Linkcious:** Want to give your readers a different kind of experience? Why be the one talking all the time? Let them experience other websites and web pages through your blog! Use Linkcious, a fun way of offering external web links to your readers. Linkcious allows you to dress up web links in a spicy way so that users are happy about clicking their way through to other web pages. As of now, Linkcious is a WordPress plugin that you get through an invite only, but it is worth requesting one for! Linkcious is the perfect tool to divert traffic to other credible, authentic web pages and earn the credit for being a dependable guide.

- **MyBlogGuest:** This WordPress plugin is perfect for bloggers who want to include guest posts in their blog. In fact, it has now become a necessity to include guest posts in your blog because it gives you a break, and also allows your readers to sample some different kind of content without moving to other destinations. It also gives you a newer circle of readers when you write guest posts for other bloggers.

MyBlogGuest spares you the time to look for guest post writers. You can simply select from the blog dashboard! To complete the cycle, always interact with guest writers after you publish their posts or they publish yours.

A Beginner's Guide to Great Online Ads

You don't need a web designer to create online ads! There are many startups that may not have the budget to afford one anyway! That doesn't mean that you will not be able to create online ads and dip your beak into the stream of internet traffic. Google's Display Ad Builder is there for beginners who want to learn the ropes of creating eye-grabbing online ads.

To get started, select the 'New Ad' from the drop-down box on 'Ads'. The first task is, of course, to select the template. There are many templates that you can choose from. Select one depending upon the online brand that you have. The colors and the designing must match the brand that you are designing for. Because you are creating the online ad for your own brand, you must know (by instinct, if not anything else) what works and what doesn't.

Professional online ad designers suggest that you must not waste too much of time worrying about the template anyway. To gloss over a badly chosen template or an outright inappropriate one, you need some catchy message on the ad. Marketing messages don't work as ad copies anymore. You need something that moves the online user towards clicking your ad. Abused clichés like 'Click Here' or 'Know More' are steadily dying a much-deserved death.

A major mistake that online ad makers commit is that they go for too much emphasis. As an amateur online ad maker, you have to rein yourself in. There is always the temptation to pack in as much as you can, because you're paying dearly for the size of the ad! But such a strategy doesn't work well. White space is important to make the ad

look spaced out. Get rid of the cluttered hangover on your ad by judiciously removing items that belong to the second tier of importance.

The call to action, or the words that mobilize the online user into clicking, has to be witty. And different! Like it was mentioned above, clichés are not going to work. You need to be playful and engage the attention of the user. Compel the user into clicking by stoking their curiosity. You have to keep testing your calls to action regularly. Play around with words and see what works for your online ad.

Top 5 Tips for Corporate Blogs

If you compare the appeal of personal blogs to that of corporate ones, you will find that there are lessons to be learnt. Personal blogs have an instant connect with the readers, something that corporate blogs usually lack. This is because of the objective and impersonal approach adopted by the writers of corporate blogs. That has to change and the best way to do that is to pick up some tips from the personal blogs, especially how they approach the writing and presentation. Here are the top 5 tips that corporate blogs should learn from personal blogs:

1. **Personalize:** No reader likes to enjoy reading something that does not have personal connotations. As a writer of a corporate blog, you have to create that personal connection, even though you are writing on behalf of a company. Personalize your writing and inject it with some personality that will make it a more identifiable option for the readers.

2. **The Journey:** Blogs should convey a sense of journey for the readers. You must write in a way so that readers come back for more. That sense of continuation and anticipation that you generally find on personal blogs should be incorporated into corporate blogs as well.

3. **Real-time Updates:** Personal blogs have the liberty to talk about issues and topics at real-time immediacy. Corporate blogs cannot do that because there are red tape matters and hierarchical nods required before any writing goes up online. Corporate houses have to resolve this cycle and make way for writers to post updates as and

when required. Of course, writers have to shoulder the responsibility that nothing untoward or regressive gets published.

4. **Opinions:** Corporate blogs falter on the altar of opinions. The messages are usually watered down so that it offends none. In the process, it makes little or no emphasis at all! You have to write with a clear, definite objective so that the readers are moved in a certain way. Do not let your message drift along with the general flow of things.

5. **Reasons:** Readers do not care about your products and services, or your company for that matter, if it does not benefit them. As corporate blog writers, you have to interpret the features of your product or service so that readers understand why they should buy. Stating your world-class specs and features will achieve nothing unless you decode them for the readers (and buyers).

Top 3 Ways to Create Responsive Websites

Websites created by your designers must respond to the online visits that your SEO department is bringing in. It takes a lot of investment in terms of effort and resources to get a stream of online traffic coming to the website, especially unique visitors. This investment falls flat on its face if your website is not able to convert these potential leads into sales. There are various reasons why a website fails to impress the online visitor enough to make them click on your web links. In this post, we will highlight the top 3 ways in which you can create a more responsive website.

#1: Use the web page area above-the-fold judiciously. For those not in the loop, above-the-fold is the area which a user can see on his computer screen without having to scroll down. This area is very important in the context of drawing out a response from the user. In fact, it is this knowledge that makes a mess of the situation on most websites! Web designers try to cramp in too much and make the website look cluttered. Also, too much emphasis dilutes the effect considerably. Instead of overkill, chalk out the web links that are most integral to your online business. Place only those links above-the-fold and keep plenty of white space for the user to breathe free!

#2: Build up a strong interlinking network among the different web pages of your website. Online visitors who want to check up the other web pages on your website must be able to do so without hunting around for web links to navigate. Use anchor texts cleverly to achieve that. Encourage your online visitors to read more content on your website. The more they read, the more willing they are to be convinced about your marketing message. Of course, while building up these interlinks, ensure that there are

no broken links. Nothing repels the user more than links that lead to nowhere!

#3: Think of mobile devices and Smartphones as well. Your website must have a version for mobile device users. You cannot ignore this growing market anymore! Develop mobile versions with the thought in mind as to what users might need to know about your website while they are on the move. If you sell products, the mobile version of your website must definitely have store addresses and phone numbers before having links to your 'Services' page. That's what users are searching for through their mobile phones. That will bring up the responsive quotient of your website.

Tricks to Do with 'Contact Us' Page

Contact Us

Do you think that the 'Contact Us' page is the last lap of your online sales cycle? It's time to think again! Smart online marketing on this rather underrated web page can help you convert casual visitors or potential leads into sales. All you have to do is follow these guidelines suggested by digital marketing experts. For best results, implement all the suggestions listed here:

- **Multiple Contact Options:** Review the 'Contact Us' page on your website. Does it have only a phone number of email id? That is not sufficient. You need more than one contact options for your users. Provide other contact choices like connecting to your website through a Facebook or Twitter login. You cannot expect that every online user will like to pick up the phone and call your numbers. Give them options and that will increase your chances of bagging a lead out of nowhere.
- **Website-wide Information:** Do not limit your contact coordinates to the 'Contact Us' page only. Spread them out over your entire website, preferably all the web pages you have. Users must not feel lost when it hits them to contact you on reading a certain web page. If you allow them to hunt out contact information to reach you, take it that they will not bother to do so! However, if you keep the information right on their computer screen, no matter which page they are on, they will respond to the call of action.
- **Different Contact Reasons:** It is presumptuous to conclude that only buyers of your products and services will contact you. There are others as well who may feel the need to get in touch with your business. Having a single contact point that works for buyers only is not smart internet marketing. You need to provide more contact points for different kinds of users on your 'Contact Us' page.
- **Live Chat:** This trend is fast catching up in digital marketing technology. Having an online chat option for users to instantly ask questions or touch base with you is a must-have. Of course, you need the manpower to keep someone posted to answer

users' queries in real time. The point to note is that do not leave the line alive when there's no one manning it. Encourage users to get online and speak to your agents. That will give you a fair chance to persuade leads into sales.

How to Setting Up Your WordPress

Wordpress isn't the only game in town, but it's what we'll be using in this guide. It's easy to install, makes it easy to customize your sites and is just an overall pleasure to work with.

I have some sites that a standard HTML sites, as well as a few that use other CMS (Content Management Systems, of which WordPress is the most popular.) But I like my WordPress sites the most. When you signed up for hosting, the company sent you a link to your Cpanel and login information. So go to that email and click the link to log into your control panel. Go ahead and log in.

You'll see a whole lot of stuff here, but I want you to stay focused and scroll down until you find a little smiley face and the words "Fantastico Deluxe." This helpful utility installs Wordpress for you, so you don't have to do a bunch of behind-the-scenes stuff.

Click on Fantastico and you'll see a screen similar to this:

Click on Wordpress there on the left hand side. On the next screen click on "New Installation"
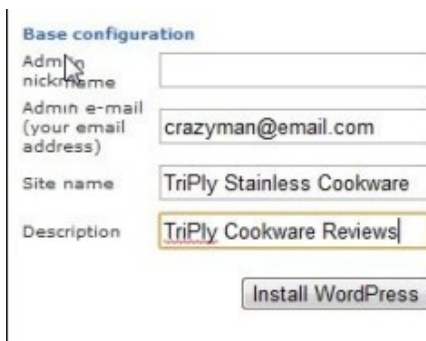
From the top drop-down menu, you should only have one site to choose from. But if you have a few domains (working ahead of the class are we???), you'll have to choose your new site. Then fill in the admin name – make it something original, not just admin.

Then put in a password that is difficult to guess for anyone except you. Be sure to write it down somewhere, in case you forget it. On the bottom of the screen type in some descriptive information, like this:

Click Install WordPress. And on the next page, click on the button to complete the installation. Now you'll have your Wordpress website installed and ready for action. It's time to log into your new Amazon Money Machine website for the first time. Your admin login page will be something like this: "http://mywebsitename.com/wp-admin"

Log into the site using your credentials and voila! You're logged into your very own Wordpress website. I did a bit of work on this site, in anticipation of this tutorial, so yours will look a little bit different. Take some time to click on some of the links and buttons, just to get familiar with everything. Wordpress is very simple to use, so don't let the fact that you're not yet familiar with it intimidate you.

You don't even have to become an expert. Plus, I'll be walking you through all the most important tools for getting your site set up and making money.

Author Bio

Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my 640-802 exam from SAS institute and CLO-001 exam from VMware. Thanks for reading.

Sell Your e-Book like a Pro
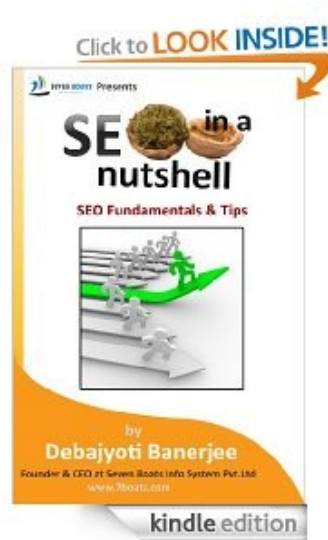
Writing an e-book takes time, dedication and knowledge. You might end up spending a couple of years writing one! So, when the time comes to offer it to your readers, you have to act like a pro. Otherwise your mission will not see its full closure. You will end up under-selling or worse, end up offering the e-book to the wrong readers! However, before you finish writing your e-book, you must build up a platform of readers. You cannot get a whole host of readers swarming down upon your e-book the moment you put it up for sale! Unless you are a celebrity or a recognized author already…

Build up a platform while you write the e-book. Start off by writing a blog or pod cast. Interact on social media. Get yourself a small (preferably large!) army of readers who read your works. These are your readers who will help you sell your e-book. You might offer the e-book at a discount (or totally free if it comes to that) to these readers so that they recommend your book in their personal circles. While building up this dais for yourself, write extensively on topics that you are going to touch upon in your e-book. Establish yourself as a writer who knows these topics inside out. That way, when you come out with your e-book, people will know that you are a credible authority on this topic.

Now comes the part where you have to act like a publisher yourself. Self-publishing may make you indulgent. Guard against its pitfalls. Carry on your job like a true-blue publisher. Edit your work ruthlessly. It is a much better idea to get a professional editor

on board if you feel that you are not up to it. This is a good investment because an outside view makes your material trimmer and meaner. Get the cover design and layouts done by professionals instead of entrusting your cousin who studies Photoshop. Professionals will lend that touch to your e-book that will make it more salable.

Finally, the marketing part of your e-book is as important as the two mentioned above. Promote your e-book on social media networks and the channels you build up as your platform. You will do good to get professional reviews done on your e-book. You can also write guest posts for popular blogs so that people get to know about your e-book.

How To Get Started After Creating Website on Wordpress

Getting Everything Set to Begin

We have earlier discussed about how to create your website on wordpress. Before we can start adding the reviews to the site, we will have to add a couple things first. The first two things we will add will be:

A Privacy Policy Page

A Disclaimer Page

These will need to be added to be in compliance with Google, Amazon and FTC policies. A Warrior forum search or Google search should be able to show you what you are looking for there to be in compliance. A search to see what your competition is using can also be helpful. You will want to create your own forms that you can use on your websites.

As far as a Privacy policy, just do a Google search for website privacy policy and go through the results to get an idea of what you will need to include. *Keep in mind, I'm not a lawyer and can't offer you advice on how to write these policies*

Plugins:

The first thing we will have to do is hover over the plugins tab on the left and select "add new". In the search box we will write in the names of the plugins and click search. Once found you will install each of them. They will all have to be "configured after install. I'm not going to get that much into filling these out as they all have tutorials on how to do it properly. I'm just going to give you a brief overview.

These will be the ones you will want to install:

First we will add:

All in one SEO pack.

So click plugins, add new, and write "All in one SEO pack" into the search bar…
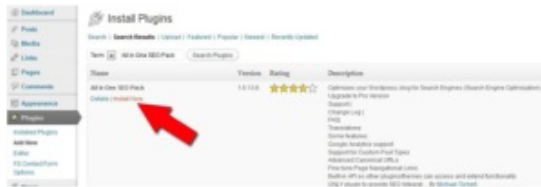
When it comes up we will click install now. The next page will ask us if we would like to "activate" the plugin.. We do, so we will click the activate button.

The next thing we will want to do is configure it which we will do in the options tab found here:
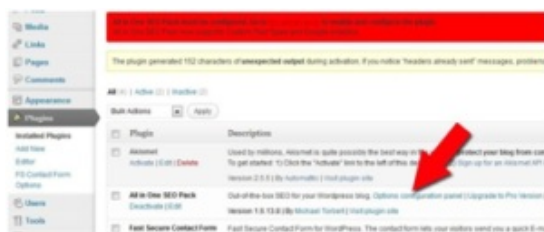
Scroll down and fill out these three boxes as shown with your website info. When you are finished with that, scroll down to the bottom and click save.

Next we will add the plugin called:

Fast Secure Contact Form

We will go to the settings section on this plugin and do two things. The first is copy this short code (**)** for creating a Contact page. We will also scroll down and enter our email address into the email section.

Now, with the code we just copied we will create a Contact page. To do this select the pages tab from the left and select "add new". We will then fill it out like this and click publish.

Author Bio

Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my 640-864 exam from SAS institute and 642-642 exam from VMware. Thanks for reading.

Top 3 Tips for Landing Pages that Convert

As one of the first pages that your potential customer sees, your landing pages need to be stellar; regardless of your overall website design. As such, it's important that your landing page uses a form that inspires customers to continue through your site and make a conversion.

However, it's not as easy as it sounds. While best practices are helpful, it's important to focus on how YOUR customers convert. Here are three tips on how you can optimize your landing page for exactly that.

Know Your Obstacles, and Avoid Them

When setting up your landing page, you should have a relatively clear understanding of how browsers view it. Knowing what makes your current landing pages effective and what pages are seeing a high bounce rate is the only way of knowing how to begin.

- Load your page using a variety of different browsers to see how your content formatting looks. You can use any one of the free "browser shots" websites.
- Taking too long to load is one of the first mistakes you can make when creating a landing page. Your landing page load time should not exceed five seconds; this is bad for customer experience and SEO. Check the speed of your site using Google's

speed tool.

- Whatever changes you make to your landing page, be sure to test their effectiveness fairly regularly. One way to do this is by creating matching pages with specific differences and measuring which ones are most effective.

Balance Your White Space

Don't be afraid of using white space on your landing page. In fact, blank space might end up being your best friend when designing a page that increases conversions. Experts at Unbounce.com suggest, "The purpose is to use simple special positioning to allow your Call To Action (CTA) to stand out from its surroundings and give your eye only one thing to focus on." But, be sure you aren't over-using this technique.

- Be sure you don't eliminate too much information that the viewer no longer knows where he or she is. As long as you include a company logo and necessary basic information, you shouldn't have to include much other text. As with most things, it's important to achieve a balance.

Set a Clear Path

When leading potential customers towards a purchase, it's important that you are clear in you CTA. Customers should be aware of exactly where they should click to sign up for your services, and what exactly your services can do for them. Having a clear message for your customer is one of the most important things you can do to improve conversion rates.

- Be sure they are aware of what they are going to receive when asking for their personal information.
- The customer's feeling of security is of upmost importance. Be sure to include a well-placed company logo and your contact information at the bottom of the page to reassure them of your legitimacy.
- Make buttons stand out by using a contrasting colors or aesthetically pleasing design (studies show that orange can be an effective color). Be sure not to make your graphics too cheesy or exaggerated – consumers want real.

Like designing your website, there are many tips and tricks for optimizing your landing page to increase your customer conversions. Whether you outsource the work or do it yourself, knowing what your customers want and how you can best optimize for that will be your best shot at improving landing pages and increasing conversion rates.

Bio: Resource Nation, a lead generation resource, is a business authority for

B2B companies in all industries. Follow Resource Nation on Facebook and Twitter, too!

How to Increase Your Blog Traffic Through Effective Web Design

A good blog design is essential in achieving your blogs potential. Web design is the first thing your visitors will see. If you want to make a good first impression, you must be sure that your design is worth the second look.

There are several websites that can help you to redesign your blog including Typepad, Squarespace and WP101. Typepad provides various blog designs and publishing. On the other hand, Squarespace is more suited for service providers and other professionals such as lawyers, doctors or educators whilst WP101 is ideal for new bloggers who run Wordpress. WP101 provides video tutorials about creating, optimizing and customizing a Wordpress installation.

Whilst the design of your blog is important, choosing extreme themes will not do your blog any favors. The content needs to be the focus of your blog. Inappropriate design can be too distracting. It is important to keep in mind that a great website needs to have the following:

1. **A Footer**

In order for viewers to be able to navigate to the website with ease, footers must be implemented. Important information must be placed in your website like copyright information, links to the website of the author, as well as social media profile links and contact information where appropriate.

2. **A sense of Uniqueness**

Due to the vast number of websites on the internet, making a lasting impression is vital. Creating an aspect of your website that is unique can help people to recognize your website, generate links and help you stand out from the crowd. Creating wonderful designs, color schemes and great images will not be enough if all of them are seemingly familiar. Needless to say, you must ensure that each element you put into your website complements each other. To design your colour palette we rcommend Adobe Kuler

3. **A Sidebar**

Another important factor you should consider when developing a website is the sidebar. It is often neglected by web designers, but it can provide you the website owner many advantages including: opt-in forms, showcasing your top content, highlighting your post popular articles and promoting your products / services. Make sure that the side bar has an interesting appearance and is user friendly.

4. A Place For Feedback

What others think about your website is important! You need to gather feedback on how your viewers view and interact with your website. It will provide you insight on what to improve or focus on. Knowing your weak and strong points will help you in playing the game right. Comments are one of the reasons why blog sites are popular to many individuals. It provides the readers a platform to express their ideas and thoughts on various topics. Keeping your readers engaged is vital to the success of your website. Split testing is becoming more popular and can help you improve many website statistics including pages visited, time on site and lowering bounce rate.

Aileen Galsim is a blogger for Showcase Creative (http://www.showcasecreative.com) a UK printing company, based in Camberley, that provides bespoke presentation folders, calendars, and other printed presentation products.

How to Create Your Website on Wordpress

If you are not familiar with creating a website, then you are on the right place to learn that. In this article you will find all the procedure very simple and easy. So let's start to know about this:

Setting up a website and installing Wordpress is pretty straight forward. Wordpress is one of the most popular formats for websites so finding help or someone to make changes to a Wordpress website is easy.

Logging into your Wordpress Dashboard

Once we are logged into the backend or "dashboard" we will see this:

The first thing we will want to do is click the Settings tab and select Privacy. From here we will want to ask Google to not index the site. We just do this while we are in the construction phase and will change it back later.

The second thing we will do is click the settings tab and go to the "Permalinks" section.

We will change this to a custom structure. So instead of your review being called "?p=123" it will now be the title of your review which is better for SEO as well as looking better.

To do this you will enter (/%postname%/) in the custom structure box like this:

Now we can begin getting the general structure of the website in place for what we will be doing.

When you are working with Wordpress you can add different themes to give you various look and formats for your websites. When you uploaded Wordpress, you automatically uploaded a theme that is fine for using, yet as you get a little more into this, I am sure you will want to pick up a theme for your site.

For most of our sites, we use a theme from Woothemes called Bold News. There are a ton of free themes that you can use as well, yet we have beenusing Woothemes since we started and have had a good experience with them. The themes offer little things like short codes and specific widgets that can really make life a little easier.

Designing your site is up to you. There are so many different things that can be done to a Wordpress site and themes, it's a little beyond the scope of what I am teaching here. As far as customizing your site for beginners, you can just Google things like "how to make a background for my Wordpress site" or "how to make a logo" or "customize Wordpress site" etc.. This is actually how I learned to customize the look and feel of my websites so it's definitely possible.

Author Bio

Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my 640-875 exam from SAS institute and 640-878 exam from VMware. Thanks for reading.

How To Earn Money by Reselling Different Products

A lot of other marketers and product owners use these programs as well. You can even Google search for them and just click lifetime commission products and search that or lifetime lead tracking, lifetime commission and see what comes up. You might be surprised. A lot of the niche products don't do this as much as the Internet marketing niche does, but they're still out there if you look for them.

Resell Rights

The next is resell rights and private label rights. This is the second easiest way to earn. Products are already created – you just go out, purchase the rights to those products, and then start selling them. The benefit is you keep 100% of the profits and you set the price. You can charge whatever you want for these resell rights products or PLR products and whatever they sell for you keep the money and it goes right into your account.

Purchase High Quality Resell Rights

Now, the key here is to only purchase high quality resell rights and PLR products. There is a lot of crap out there and you have to weed through that and only buy the good ones that fit your niche.

How it works with resell rights is you purchase the resell rights or PLR products, and

then you edit the provided sales material. Usually it comes with the sales letter and a thank you page and all of that so you edit that to match your details and your payment links. You add your own payment link. You upload it to your Web site and then you include a link to the resell right product in your free report.

They click on that link, they go to your resell right sales page for the product that you've now edited to make your own, they buy it, and you get paid. All sales go directly into your account – no waiting, no going through anything else. The payment goes right into your account whether it's PayPal or a merchant account or www.2CheckOut.com or whatever payment processor you use.

Your Own Products

The next is to use your own products. Now, this is the slowest way to get started unless you already have your own products, but it has the greatest earning potential because with your products, you keep all the profit obviously. Now you can create your own products and sales letter. Then you link to your sales page in the back end page of your free reports just as you would with an affiliate product or a resell rights product.

This allows you to control the sale and the customer so that you can up sell them more products over time whereas with an affiliate program you refer the sale, you don't get to keep the customer. The customer goes with the product owner, but if it's your own product or your own resell right product, you control the customer so you can immediately offer them an up sell and sell them again and you can add them to your e-mail list so you can continue to market to them over and over and over again.

Author Bio

Charles West is a professional content writer and blogger since last 2 years. I have writing expertise in technology and certification topics specially. I love to share that recently I passed my A00-281 exam from SAS institute and C90-03A exam from VMware. Thanks for reading.

How you can create a successful blog

There are billions of internet users, so why is your blog not getting hits?

One of the main ways to make sure your blog is successful is to make sure you are active. You have to be active a lot; this is a minimum of once a day. If you are not updating your blog at least once a day then people are not going to continue to visit it. If people are visiting your blog in the first place it means that something you are posting is interesting to them. As a result they will keep coming back to check what new updates you have or new content for them to see. If you are not updating your content regularly eventually they will get fed up of coming back for nothing or will this that you are no longer active.

Don't dismiss people who come to your blog or speak to you. If there is some sort of messaging service for your users to contact you, then answer them. You need to engage your audience and by ignoring their messages you will only turn them away and could also make them bitter.

You need to keep your blog up to date and looking nice. Nobody wants to come and look at a disorganised and unattractive web page. No matter how interesting your content may be, if the framework is not there to make it look pretty it will not entice anybody in. You also need to keep checking your blog as a user will see it just in case there is an error with it. If something is updated make sure you double check the user view as there may be issues for them which will stop them viewing your content. It must look professional for anyone to take you seriously.

When you add content to your blog make sure to add as many keywords as you can. This is for the users who will use search engines to find content that is similar to what you post. If you can master this then you will have a large amount of hits very quickly. If

you think it links slightly to your content make sure you tag it. There's a lot of content within the World Wide Web so make sure you give yours the best chance to stand out from the crowd.

Try placing adverts for your blog wherever you can. Whether it is a postcard in the local store window or and ad online. Any advertisement is going to help you receive hits.

 The more traffic you can get on your site the more successful your blog will be. It works in what is called a snowball effect, it starts tiny but once it gets going it builds rapidly. This can happen simply from word of mouth. For example one user stumbles across your blog and loves it so they share it with their social network where their friends will continue to share it and in no time your traffic is through the roof.

There are many aspects affecting the success of a blog but these are some fool proof tips to help you on your way. Good Luck!

Author Bio:

Liza John is an IT professional from Test4prep. Have you really looked for thisN10-005 Exam Questions assistance? Move ahead to take the benefit of SY0-301 Exam Questions and pass your exam easily.

6 Mistakes to avoid when backing Up WordPress

Used by millions throughout the world, WordPress is the most preferred free blogging tool. But, like any place here on WordPress too, bloggers and writer commit some serious mistakes, and one of them and the most severe is not backing up the content of your WordPress. Although some may keep backup but then they also make mistakes, which nullify the endeavor to make backup of the content. Therefore below are mistakes, which must not be made while backing up WordPress.

Backing up the post only:
It is a general belief that a website or for that matter a blog has only content and most of the people make backup of only post. But one must not forget that a website has much more than just written contents. True backup means backing up all theme modification, styles and even plugins, which are being used in the website.

Banking on manual backup:
People think that saving the posts on a regular basis is the meaning of backup and thus they rely completely on manual backup. But at times manual backup can prove to be catastrophic, as it is humanly impossible to keep up with the minute and detailed advancement computers and internet is taking. So, in order to be safe and to have a foolproof backup make such procedures automatic and look for option like cloud drives.

Not testing Backups:
It is the most common mistake, which almost everyone make at least ones. But, it is

rather foolish to not check and test the backups, as you are taking the pain and even investing valuable time in backing up the data and still leaving it for odds that may be it won't work.

Making Backup only on Hosting account:

Some hosting sites do offer daily backups of the account and similarly there are several WordPress Plugins, which allow its users to make backups on the hosting account. Till here its fine but the biggest flaw with making backup only on hosting account is that you never know when your account will get compromised and all of your data will get erased, and this is the exact reason why it is advised to have backups at least two separate places so that in case one backup is lost you still have all your data.

Not securing the backups:

Backups may contain important data and information like administrator username and password apart from other information related with the content of the website. Therefore, it is of prime importance to safeguard even the backups. Make sure that you have not only the backup of data but they are secure too. Most people miss this security part.

Irregular frequency of backing up:

For those avid bloggers who are very active on their blogs or websites but make backups on a monthly or weekly basis, it is indeed a big mistake. You never know when a hacker will sneak into your system or on your website and cause a security threat. The only solution to this is to have a regular frequency of backing up.

This is a guest post by rcg infosoft, *a website design and development company specialized in* wordpress development

Top 3 Steps for Faster Websites

Who cares for websites that take a long time to upload? Online users paying for their internet connection have little patience for these websites! They quickly close down the browser and use the next option available on the search engine results page. You have to move beyond this initial hurdle if you want to curve ahead of the competition. The best way to do that is to improve the time it takes for your website to upload on the browser. How can you do that best? Here are the Top 3 ways in which you can create websites that are fast:

- **Steer clear of multiple HTTP queries** . For every image on your website, an HTTP query is generated for the user's browser. The more the number of images, the more is the number of queries. To resolve all of them and then get through to the website takes time. Instead of this method, integrate all of these images into CSS sprites. This will bring down the number of requests going to and fro from your end to the user's browser. It will reduce the load time of the website as well.
- **Images rule the roost** when it comes to the visual appeal of a website. Excellent high-resolution images are always a major boost for web pages. The catch is that these brilliant images take longer time to upload. It slows down the browser because it requires more bandwidth. In the same vein, you cannot dismiss having images on your website as that will make your web pages look dull. The best way

out is to optimize your images. Break them down into smaller files and then put them together. That will reduce the weight of the images.

- **If you have the option, use Content Delivery Networks (CDNs)** . With CDNs, you will have different servers in different locations of the world. The theory is that a person in Australia will find it faster to access websites functioning out of servers in Australia than in UK. If you have multiple servers located in various geographical locations, you will find it easier to provide faster websites to users spread out across the globe. This is another way of decentralizing your website's platform so that there are easier entry-points to your network, based on these CDNs.

The Features Of The Wordpress Newsletter Plugin

Here to launch a newsletter plugin, the Wordpress can have the various Wordpress newsletter plugins. In this the all plugins are not same and here one must have to choose that plugin which matters a lot for us in the Wordpress. The combination of newsletter templates can appear in the different form and here we can create a newsletter and customize it and then send it within the second.

The newsletter plugin can have the various fields like radio buttons, text boxes and double options in apt. Our subscribers can manage and export here by making use of this newsletter plan. The our subscribers can be exported and import here by just a few clicks.

- One can easily add all the posts in the newsletter plugin.
- In this newsletter, we can manage the subscribers.
- The use of these newsletters is very much compatible with the Wordpress and the all the high versions of Wordpress.

For any good Wordpress newsletter plugin, we have some features included:-

- **The use of this is easy to use and flexible:-**

With the help of its subscribers, one can start any newsletter and due to this you would use it easily, and they are flexible so that it can attract your users to the newsletters. In this plugin, there are the separate options in this. Wordpress newsletter that you used here have the all features but the option in this form is not exactly right. So we can get both the plugins.

- **The ease of use as well as reliability:-**

For making the use of newsletter plugin in Wordpress can this reliable to use and we can make use of it very easily.

- **The templates of the newsletter:-**

The templates you have chosen for this newsletter must be good and they are very effective to use. Here one can make the use of the extra newsletter template so that it is not compatible with the other plugins. This can have the collection of the various templates. To make your template more attractive and better than another, and make some minor changes then one must have to use the customization option for it.

- **The monitoring and the tracking features:-**

The Wordpress newsletter plugin can have the features as tracking and monitoring.If one cannot track the monitor and track the features of Wordpress, then one cannot be a success. Here the newsletter plugin can include the analysis of the newsletter in it.

- **Fair price should be there:-**

About choosing the Wordpress newsletter plugin, one should be aware of its price. It can also contain the some Wordpress that are free and some can have higher costs. One must have to find the price of it.

You must have to know here that which newsletter plugin is most effective in this Wordpress and why should one choose it. The features of the newsletter plugin can affect more in our websites. It is not hard to make a perfect choice to choose the newsletter plugin on the website.

Author Bio:

Here is Liza John from Prep Nerds . Have you really looked for this *Prep Nerds* *Assistance? Step forward to take the benefit of* *IBM Certifications* *and pass your exam easily.*

Five Easy Ways to Make the Most of Your Blog Archives

Every blog post that you create is stored in your blog archives, and those archives provide a huge repository of content that can be used wisely to engage the new visitors. Not only revitalizing the content in your blog archives, give that content another chance to survive, but it also saves you, time and effort. That's because giving a fresh look to your blog archives usually requires less time and effort than creating a new content from the scratch. The ultimate goal is to make readers aware of the goldmine buried in your archives. Here are five creative ways that help you to make the most of your blog archives.

1. Create Resource pages

Although this requires you to invest some time in creating these pages, the end result is truly incredible. A resource page is a group of quality content developed around a topic and is put together in such a way that attracts more page views. The idea behind creating multiple resource pages is to enable the visitors to access best content on a single page. Following are the steps that help you to create resource pages for your blog.

- **Identify the popular categories that have more traffic**

You can use web analytics program to examine those categories that contain the most interesting content of your blog.

- **Find the best posts under each category**

Once you've selected the categories, identify and list all the best posts in each of the categories. Arrange the posts by the order of the traffic they are receiving.

- **Create a dedicated page with a catchy title**

Create a dedicated page for each category and give a catchy headline for each page. However, keep this headline short; also make sure that the title covers the primary keyword related to that particular category.

- **Include thumbnails**

Once you have added all the popular posts to a page, do away with the sidebar and spice up the listing with appropriate thumbnail images for each post.

After creating resource pages the next step is to create a secondary menu and add the links of all resource pages. You should customize this menu in such a way as to grab the attention of the visitors. Place this menu at the top of the content for easy access. You can also create a sidebar and add the links of all resource pages.

2. Include related posts links at the end of each post

Almost every blog uses this technique to drive traffic towards the archives. It would be better if you place links to the related content at the bottom of the post. Once the reader has arrived at the end of the post and he clicks on these related links he is taken to the similar content.

Generally this section is populated automatically through plugins like Yet Another Related Posts Plugin, LinkWithin and so on.

3. Include internal links within the blog posts

One of the simplest ways to bring life to your blog archives is to add internal links within your new blog posts. Whenever you create new blog posts, think of the old posts on your blog and use internal links to relate them. Make sure these links you use are useful or they could ruin your blog than doing well.

4. Repurpose content from your Blog archives

Pull out some of your old posts, edit and transform them into a new piece of content. This is one of the popular techniques that many blog marketers adopt. For instance, you always loved to write an ebook which you want to give as a freebie for your newsletter

list but you don't have enough time to fulfill your wish. Now, you have the chance of doing so. All you have to do is to review your archives and pull together some of your old posts that could be rewritten into ebooks or white papers. You could also make use of some of the posts in your blog archives as the basis of an online video or webinar.

5. Improve the Call-to-Action

Make sure you have included call-to-action for every post. This gives your reader the next best click. Examine your site stats, and check whether the top blogs that get the most views every month have a call-to-action. If not, you need to include one.

About The Author: Alyssa is a writer/blogger. She loves writing, traveling and reading books. She contributes in BETAOUT

Technical Tips to Create Best Blogs: Earning Point of View

Blog creation is one of the mostly used internet profession as there are many blog creation sites helping people to earn much money by using their interests and knowledge. Following are the few important and helpful steps by which beginners can create best blogs and can earn money on internet:

Search a Domain id and Hosting

First step for blog creating is to get a domain name and hosting because this will help your emails to reach as emails not as junk emails. So,nobody could say you that he / she did not get your email.

Finding Correct Plugins and Form the Back up

It is very important to get a right plugin and for this one must have to set up the back end by making different sites and then installing Google optimizer and site map etc. but a simple way is to use blogger powered by Google, so one can easily fulfill the searching issues.

Topic to Write About

For choosing best topic to write, one must create a tag line first and that must be less than 12 words like 10 words at max. The usage of adjectives, adverbs, prepositions, articles etc. is not admired. Make three different taglines and then by feedback select the best one. There are few other instructions to follow while writing a blog:

- Write about your interest in
- Write about something that can develop an interest
- Write about something you have many points to discuss about.

Ensure Existence of Posts

SEO is search engine optimization is that content must attractive to the real people and to the search engine too but for both it must be attractive. It means If a blogger just create a blog while keeping in mind about the search engine, he will find it but in unreadable manner or if he has created the blog just keeping in mind the readers, then search engine will not find it. This shows that one must keep the balance in both. So for this one must keep in mind the process of optimization while creating different blogs.

Planning and Working

For blog creation, plan making is the most important point as it is the foundation of basic ideas. For blog writing, one must have to write almost 600 to 750 words on any of the interested topics and he / she is open to opt any style like some use to write short blogs, some love to write one complete blog of 600 to 750 words or others may opt both styles in one go. But in creating different blogs it does not matter what style you opt.

Many blog writers use to guide the beginners and also take training classes so that one can be able to create his/ her own blogs and earn money. In training sessions, teaching and also practice are involved. This will help the blogger to write at his/ her best as these trainings will polish the writing skills and also the technicalities which are used in internet blog earnings.

Susan is an IT proficient from Prep nerds. Have you surely looked for this Prepnerds.com Assistance? Move ahead to take the benefit of Oracle Certifications Exams and pass your exam easily.

What to Keep in Mind to Build a Mobile-friendly Website

The number of Smartphone users has shot up exponentially. With this ever-increasing number, add the availability of excellent internet connections to mobile devices and you will realize how throbbing this market is. Websites have to be created so that they can be accessed easily by Smartphone and Blackberry users. The unfortunate matter is that most of the websites available for computer users do not have a cell phone edition. That is bad for business because mobile device surfers are even more critical about websites that do not cater to their demands.

In other words, you have to start building a Smartphone version of your existing website. To do that, the first step is to check out statistical data. Google Analytics will be a great help here. Find out if the users checking into your website using Smartphones behave any differently than those tuning in from computers. If there is a significant deviation in their approach to your website, you have to think of a designing chapter so that your website is friendlier to mobile users. A basic change in approach would be to get rid of that superfluous Flash intro to your website that Smartphone users detest.

The second step would be to think like a Smartphone user yourself. What are the features that you would like to be displayed on your cell phone screen for a quick glance on the move? Store Location is definitely one of them! Smartphone users may

want to check the address or phone number of a store while they are somewhere near it. They are less likely to use the large Services page if you compare it with the relevancy of a Store Location page. Of course, you will have the Services page but as a second-tier option. Thinking on these lines will help you give what mobile users really want.

Finally, you cannot rule out the possibility of users tuning in from tablets. These devices are on the height of their popularity now. Blowing up a website regulated for the Smartphone screen to the width of a tablet screen will make it appear grainy and annoying. You have to check up that your websites work for both Smartphone screens and also for tablets. Design a separate version or ensure that the acoustics on your website are sensitive to tablets as well as Smartphones.

Building up a Credible Website

There is no point in counting the number of websites that are there in the domain of your online business. What you need to do is check how many of them are actually credible. Credibility of a website depends on some basic elements. If you can place a check in all these boxes, then you have a website that will work its way up to the top. If you fail on any of these counts, you need to look at ways on how you can change it. These elements are:

- Backlinks: Your website must have backlinks on reputed, established websites. The credibility of these reputed websites will rub off on your brand. Of course, these websites will place your website's link on their site only if you attain some basic standing in your domain. This will improve your standing among search engine algorithms as well.

- Relevant Links: Just like your website's link must be on other reputed websites, you need to place relevant external links on your website as well. They will guide the online visitor to what they want to read and in turn, they will depend upon your website as a credible source of information.

- Flawless Webpages: You will do a world of good to your website if your webpages have error-free writing and excellent web designing. Web development also plays a crucial role here. For example, the website must have pages that upload quickly on the browser and is also sensitive to mobile browsers. Take the new-age devices into consideration while building a website.

- Easy Navigation: Online visitors must have easy access to your website's internal

webpages. Any online visitor will hate to work their way through a maze to hunt out the information that they are looking for. Instead, offer them a website with clear bread-crumbs so that they know where they are and how to move to the next webpage of their interest.

- Heavy Online Traffic: If you follow the directives mentioned above, you are likely to have a much better online traffic coming to your website. That, in itself, improves your website's credibility. People like to go to places where they find a substantial influx of visitors. Credibility also improves impressively when your website is mentioned on social networking sites (known as social mentions) like Facebook or Twitter.

All about WordPress Breadcrumbs

WordPress breadcrumbs are very important especially when it comes to blog navigation. Without navigation, a user will not feel comfortable about going around the blog and will get lost. Just like in the fairy tale, these breadcrumbs are used to help a user navigate around your blog, and help them find what they need.

Why Breadcrumbs Matter in Blogs

When your blog has gotten a lot of entries, navigating can be difficult. With breadcrumbs they have another navigation aid and are very convenient. With it they will have an easier time finding pages or specific categories on your blog. In other words, it helps make your blog friendlier and thus more attractive to other readers. The positive impact from readers will increase the popularity of your blog.

At the same time your breadcrumbs will cut down the steps that they have to take to go back and forth. By cutting back the amount of navigation time for your readers, they will enjoy reading your blog even more. Another benefit of using breadcrumbs is that they can find their location easily.

Other Benefits

These breadcrumbs will also help you when it comes to posts categorization. With it, you don't have to worry about making separate pages for its or that categories. What not a lot of bloggers realize is that it helps in SEO via internal linking. You just need to make sure that you utilize the right keywords for the anchor text allowing you to link many pages in your blog. This set up assists search engine spiders in finding your site and study its content.

Breadcrumb for WordPress Plugins

There are a lot of plugins for WordPress that make it easy to apply breadcrumbs. A good example is Breadcrumb NavXT which makes it easy to generate breadcrumb trails. You can also customize the trails so they match the requirements of your website or blog. Another benefit of this plugin is that it is very user friendly.

Another good plugin is Yoast Breadcrumbs because it makes it easy to add breadcrumbs to a template or theme. Furthermore, it is compatible with many WordPress Frameworks. Yoast Breadcrumbs also has support for WP Framework, Thesis, Hybrid and Thematic. If you want to try another plugin there is Breadcrumbs Plus which makes it simple for anyone to put a breadcrumb menu to a site or blog.

The plugin also helps users go back to their page they were on previously from wherever they are. This plugin also has support for multiple languages such as Polish, Spanish and Italian.

There is also Simple Crumbs, and just like the others can generate breadcrumbs for your different WordPress posts and pages. The Simple Crumbs plugin needs to use Permalinks to work. Another good choice is Breadcrumb Trail. You can use this breadcrumb plugin for WordPress 3.1 and higher. Simply install the plugin and follow the instructions to get your breadcrumbs ready.

There are many other breadcrumb plugins that you can use. While they all have the same purpose, their setup and features differs. Some are more powerful than others, but offer more features. If you want to find out what type of WordPress breadcrumbs plugin is ideal, it's best to give each one a try. You won't lose anything by giving them a shot, and it will make blog editing a lot easier.

Monica is a free lancer writer of http://www.techiesguide.com/ and she loves to share his knowledge on wordpress.

Tips To Choose Best WordPress Video Themes

If you are an online entrepreneur, then obviously you are forced to strategize and rethink ideas thousand times a day. With different opinions, ideas, suggestions pouring in from all corners via your friends, relatives, businesses, etc., launching on to the best option would be extremely tricky. But, not to forget, no one knows your business so better than you; so, when it comes to taking decisions, go with yours rather listening to others! Setting up a website on your own is no longer daunting as we have a fabulous and formidable CMS in the form of WordPress. You never require any exceptional coding skills or abnormal qualities to set up a website using WordPress as it is such a wonderful user-friendly open source platform. However, to make your business click and bring you fruitful gains, you yet have to opt out for some interesting additional functionality like themes, plugins, etc. Though WordPress offers you with surplus themes to choose from, finding the best one mayn't be that easy. You have to look down deep into a few factors to identify the best video theme that fits your business as well as bill. Video themes play a crucial part in the improvement of any business; so, find the best theme that puts forward your business prospects in an elegant and contemporary way online.

The following points would provide everyone with a deep insight on how to identify a

best WordPress video theme for your online business.

Tip #1: Outstanding online visibility:

The first and foremost point to be accounted for while fetching a new theme for your business is the performance of the theme online. Only a high-quality theme with best color combinations and great layout has the tendency to fit the purpose of your business. Remember, though you have surplus online video themes for WordPress not all the themes have the ability to produce a magical impact on the audiences while hosted online. Pick a video theme which offers outstanding features, in addition to comprehensible extensions.

Tip #2: Customization:

We have reached a stage beyond which any extensions or themes without customization features will no longer be favored by any. Everyone loves to add a touch of personalization to everything they have to make it more close to his heart. So, find a video theme which is extremely customizable with ease. Most video themes come up with "custom editor" features using which the skin layers and colors of the theme can

be modified easily. In addition, most themes allow you to add multiple galleries in order to make the online videos look unusually better.


Tip #3: Compatibility:

Check whether the theme is compatible with different browsers. Nowadays, more and number of businesses are switching over to mobile-friendly websites. So, make sure that your website works well on the mobile interfaces and screens as well. Not all the themes have these capabilities. Many themes that work better on the website offers poor visibilities on the mobile phone screens. The cross-browser feature is a must and not all themes own this feature.

Tip #4: Flexibility and control:

Another important feature that cannot be overlooked! Any theme with adorable features should have the flexibility to add more features and should offer the owner a thorough control over it. Ensure whether the video theme offers exotic flexibility features for adding social bookmarks, integrating videos of different formats, comprehensible SEO features, etc. Remember, pictures play a great role in the business improvements as they have the capability to crawl easily in the search engines.
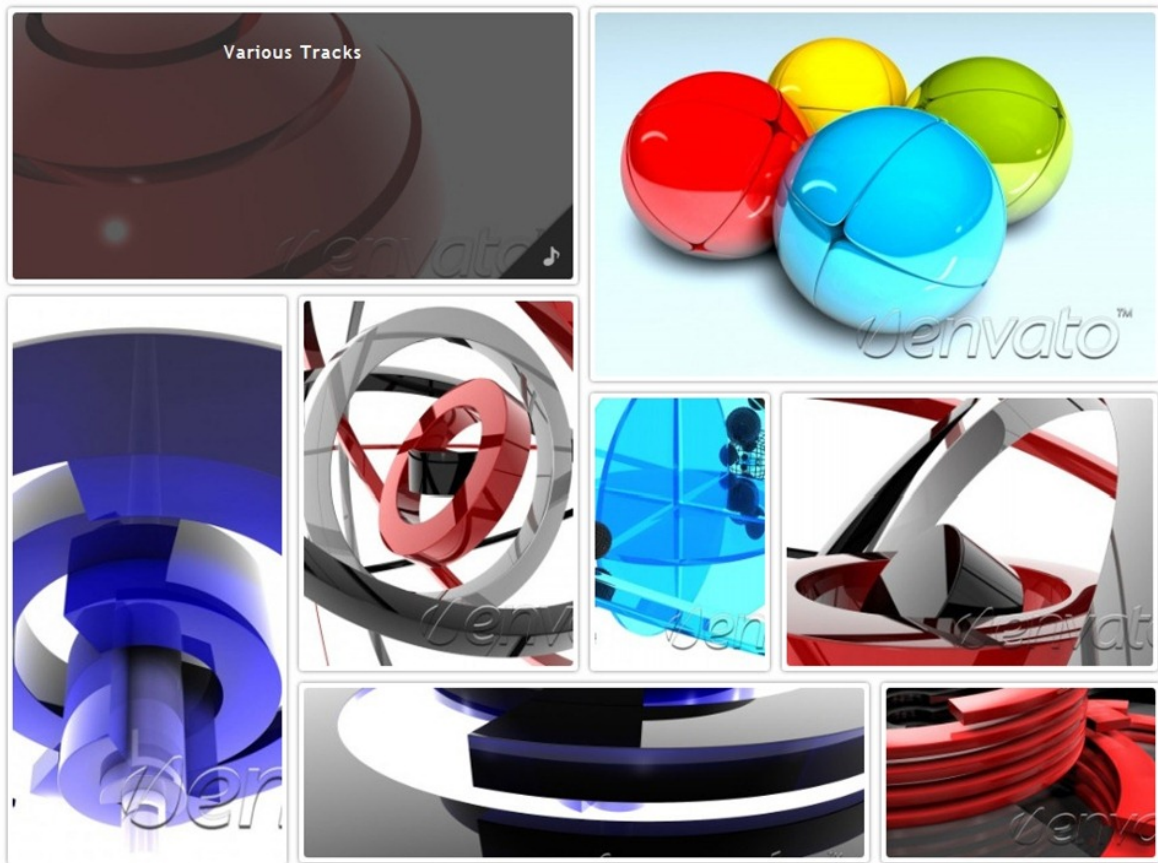
Tip #5: Easy-to-navigate Features:

Even a great-looking theme with outstanding features will be of no use if your video theme doesn't promise any user-friendly features. User-friendly navigation features are the solicit options that most customers look out for while navigating your website either online or offline. So, make sure that your website comes up with down-to-earth features and easy to operate.

Tip #6: Budget:

Go for themes that are well within your budget. It is very necessary that a video theme should come up with impressive features in order to improve business, but not a cost of investing a lot of money. Even budget proves to be crucial when it comes to establishing and improving online business. In fact, today we have numerous video themes for WordPress absolutely free of cost all over the space in the internet. Most of the time they well suit all businesses; however, in order to add more features or enhance the existing features you may have to opt for premium themes. Not to worry! There are premium themes with scintillating features, however at very affordable pricings. So, don't take the budget for granted as your entire business is all about money-making.

Tip #7: Market research:

Today we have millions of online video themes for showcasing your products and services. Before heading toward to an online shop for buying some video themes, carry out a brief stint of research. View as many themes online which are used by your relatives, friends, and competitors. This could give you a vast idea on how to choose a perfect video theme that works for your business.

Tip #8: Approach a reputed shop:

On planning to buy a video theme for your business, make sure that you go for the best online store that offers video themes with incredible benefits. In fact, there are numerous such shops offering high-quality video themes with plenty of freebies and discounts. Buying some products from these shops would easily help you overcome a lot of troubles related to installing and setting up the theme in your website. In fact, many online stores do offer money back guarantee if the theme doesn't meet the needs of owners.

Well, whatever I have mentioned here are some common points that have to be considered while identifying a video theme for your business. Incorporate the right video theme for your business to appease the users online and to increase the sales of your business sky high. I hope the information provided in this article is useful to many.

Author-Bio:

Riya Sherin is a designer who has a love for creativity and enjoy experimenting with various techniques in web. Her speciality is designing, developing a lots of best design and writing eCommerce daily deals software related websites.

How to back up a WordPress install

These days, blogging has pretty much taken the entire world by storm. That may sound a little far fetched but when you actually think about it, it is not that far fetched at all. For example, bloggers have become influential members of the media, the press and everything else that makes our culture and pop culture what it is today. There are very few things on the internet that are not in one way or another connected to blogging. Blogs are essentially the undercurrent of our shared pop culture because most of the blogs are written by real people, normal people. Blogs are shaped by their interests and their opinions, not a corporation or anything like that- the way many people see the mainstream media as.

WordPress is by far one of the most popular blogging platforms available on the internet because it is free, it is popular and wide-read and it is very easy to use. WordPress offers free blog space to anyone who would like to blog. And if there is one thing about blogs, well depending on how often a person adds content to it, they can get very large- sometimes much larger than even the blogger first intended. That is why it is very important to back up everything you put on WordPress and even the entire blog site itself. It is difficult to keep a blog going, but to have it hacked or destroyed by a virus or something like that would be by far the worse case scenario. You could lose some information, or the entire site, so that is why it is important to have

all the content backed up.

Here are a few simple steps you can take to back up a WordPress install:

Store On The Computer

One easy way to save all the content and information stored on your blog site is to simply just dump it all in the local folder. By doing this, you pretty much have an exact copy of your blog- stored in real-time- on your personal computer without even an internet connection.

First, you want to log in to the web server with an FTP client. Once the client is open then you can store large amounts of information onto the server.

Second, you can store it into the WordPress installation folder.

Third, you can download the installation information into the WordPress server and administration panel. That is really all there is to it.

Johnny G. is a freelance writer for many web sites, news blogs, arts and life magazines and for marketing firms and search engine optimized (SEO) companies, among many others. When he is not writing, he is blogging for fun about science fiction movies. He makes sure to back up everything he puts on WordPress

11 Bewitching WordPress Image Gallery Modules for Businesses Enhancement

With massive growth over the past few years, WordPress is appreciated uniformly by businesses of different sectors. Once used, no one would hate WordPress websites as it comes up with such special features capable of delivering high outputs for any business. When it comes to quality and security, WordPress is second to none. Above all, it is peoples' favorite as no expertise skills are required to configure, set up, or run a website in this platform. Well, the next question drilling in the minds of many would be the extension and expandability offered by this platform! In fact, WordPress is highly extendable and renders a great outlook on incorporating a few extensions. And, this article is about some of the worthy image gallery extensions and how they are profitable to your online web business.

Hereby I have presented a grand list of bewitching image gallery modules for WordPress websites.

1. Fancy Gallery

It is a cost-free extension highly suitable for creating, editing, and managing images and galleries from the backend without any fuzz. It is well-known software as it is named as the "famous software" a few years ago. Few features of this interesting plugin include fresh and ease of use interfaces, advertisement- and branding-free set up, fancy lightbox support, etc. If you want to surprise your audiences with a grand looking image gallery, then pick this extension for your business. View more details and download extension from the site .

Demo: http://wordpress.org/extend/plugins/jquery-lightbox-gallery/

2. jGallery

Create gallery on any pages, posts or sidebars effectively using the jGallery plugin. With some powerful options like using widgets, shortcodes, and manual insertion of gallery into templates, this is widely recognized by many businesses. Updated CSS and minified CSS and JS are additional features that will assure the speedy performance of the website. More details about this typical plugin is available at the site.

Demo: http://codecanyon.net/item/jgallery/109241

3. Tiles Gallery

Place your artistic websites demonstratively in front of the audiences using the Tiles Gallery extension. This plugin adds a touch of innovation as well as artistic nature to your website with ease. Some additional features like animated captions, automatic image resizing, and preloading have made this extension stand out from other WordPress plugins. Right choice for those who develop artistic websites! Learn more details and features about this lucrative plugin from the site

Demo:http://codecanyon.net/item/tiles-gallery/2380148
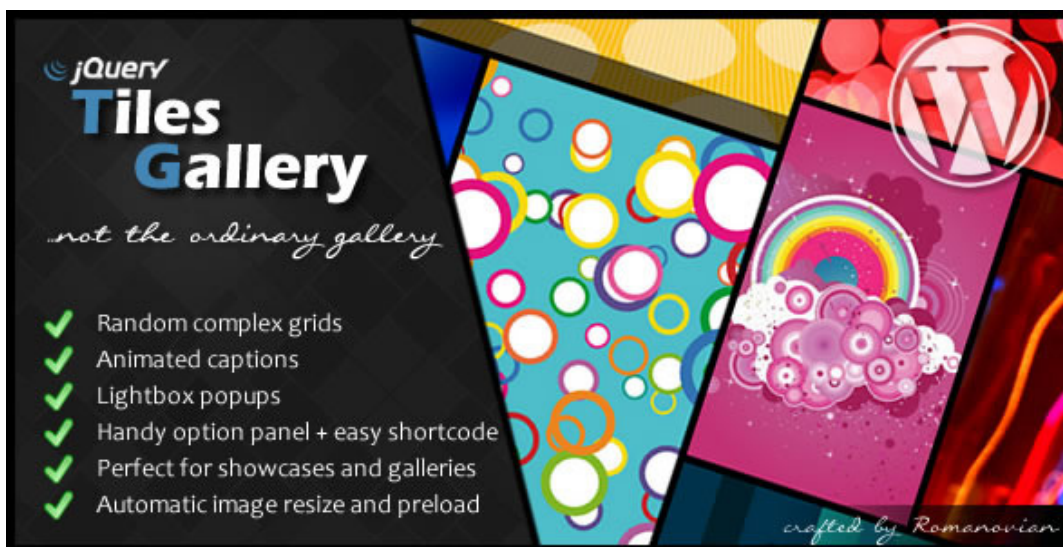
4. Drop Shawdow Boxes

Adding certain graphical effects to your website is never a bad idea as most people re-visit sites that are fancy looking. But, the problem is incorporating graphical effects require adept CSS skills. And, definitely everyone won't be an expert in CSS, so an alternative to resolve this crisis is by adding an extension called as "Drop Shawdow Boxes." Coming up with both shortcode builder and widgets, it is one of the widely recognized extensions of all time. More details about this interesting plugin is available at the site

Demo: http://wordpress.org/extend/plugins/drop-shadow-boxes/screenshots/
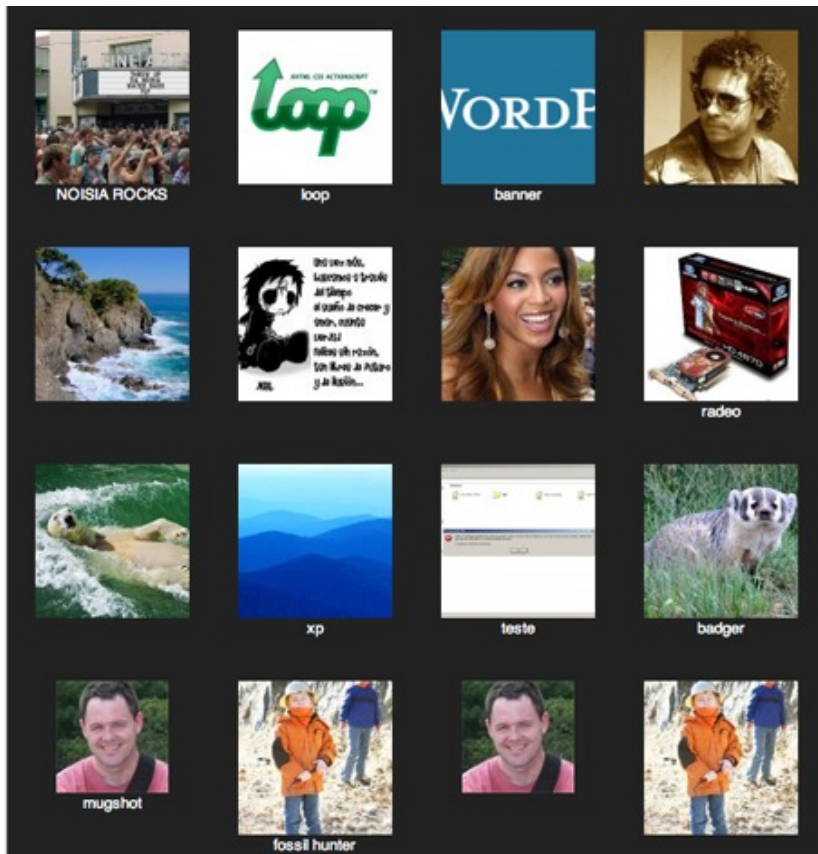
5. Flicker Pick a Picture

Picking a picture from Flicker accounts and placing it on your website would boost the visibility of your website to a great extent! More features like previewing results of images, determining order of images, and embedding html options in image captions have made this extension a lively and vibrant one over others. To learn more about this interesting plugin and to incorporate in your site, visit this interesting plugin is available at the site

Demo: http://wordpress.org/extend/plugins/image-flicker/installation/

6. Photo Mosaic Gallery

Constructing a visually-striking website is very possible using this impeccable Photo Mosaic Gallery. All it requires is a shortcode to convert your ordinary photo gallery into a great-looking one. Features like widget support, mansory layout, template tag support, etc. have made this extension quite popular all over the world. Find more exciting information on the features and benefits of this nifty extension from the site

Demo: http://codecanyon.net/item/photomosaic-for-wordpress/243422

7. Global Gallery

With most ecommerce business transforming into mcommerce, having the mobile-ready option in the website would be a great move. Global Gallery plugin plays a great role in resizing the gallery layout, resolution, etc. to make it appear hot in front of the audiences via Android-based smartphones. The 3-color layouts and 4-lightbox ready

options have added more spice to this extension. A few more features and benefits of using this plugin is provided in the site.

Demo: http://codecanyon.net/item/global-gallery-wordpress-responsive-gallery/3310108

8. VimeoGraphy

For those who are keen on customizing videos and image galleries, VimeoGraphy is a boon. It just takes 30 seconds to load video galleries effectively using this simple extension and utterly simple to customize them. Some special features include great control over graphics width by pixels and percentage, allows unlimited gallery creations, in-built cache to speed up loading, etc. More details about this extension and its features are available at

Demo:http://wordpress.org/extend/plugins/vimeography/

9. Social Gallery WP Photo Viewer

With Facebook going viral nowadays, presenting your site with Facebook-like styled appearance won't be a bad idea to drive sales. Lightbox features embedded with social media buttons are other prominent features speculating this effective plugin from their rivals. For educating more about the features and abilities, visit the site

Demo: http://codecanyon.net/item/social-gallery-wordpress-photo-viewer/2665332

10. NextGen

The centralized gallery management system embedded in this system allows you to come up with managing all your images effectively. Edit, insert, resize images as you wish using this powerful NextGen gallery plugin. Upload images in batches using this efficient plugin. For more details on features and benefits, visit the site

Demo: http://wordpress.org/extend/plugins/nextgen-gallery/screenshots/
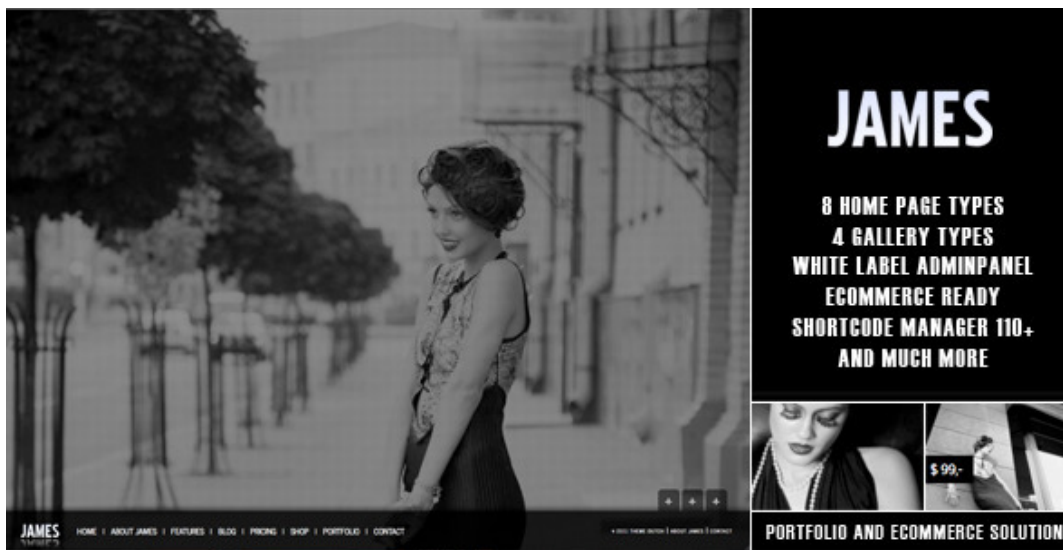
11. WP Pica Gallery

Pica gallery is nothing but "**PICASA**" yet with subtle changes. It easily organizes your large set of digital photos effortlessly. Create, edit, manage photos without fuzz using this plugin. Overall, it is compatible with WP versions of 3.0 or higher. More details of this software are available at,

Demo: http://www.apptha.com/category/extension/Wordpress/PICA-Photo-Gallery

I hope all the modules discussed in this article are of immense worth to many businesses. If you are looking for one, pick the best one that best suits your business needs and budget.

AUTHOR-BIO:

Riya Sherin is a designer who has a love for creativity and enjoy experimenting with various techniques in web. Her speciality is designing, developing a lots of best design and writing daily deal website development eCommerce related websites.

Best Five Easy Tweaks to Make WordPress a More Professional CMS

In today's world, WordPress is one of the most important and popular systems helping in management of content for internet users. It has been observed that most of the websites that usually take help of content management systems take the help of WordPress. It is unquestionably one of the best solutions for management of content.

There are different websites which run with the help of WordPress. Since there are a number of websites which run with the help of WordPress, word press should have a more professional approach to managing contents. Let us discuss five simple tips by which WordPress can be made into a more professional content management system.

1. Change the language

Whenever you are logging in the dashboard of WordPress, the top right corner

showcases a link to your own profile which is addresses as Howdy! Howdy is a more colloquial term which is used by the Americans, which can be improved with a little bit of professional tone. Especially when you are presenting this website to a professional organisation, you should have a more professional approach. The word Howdy can be changed into something more professional and soothing such as hello, or welcome to your profile. It also gives an optimistic approach to first timers who are logging in for some business.

2. Superfluous blogging widgets should be disconnected.

The widgets that are present in the WordPress website are most of the time related to blogs. If you are into building a blogging website, this is all good enough, however if you are building a website which would be dealing with the content of companies, blogs could be removed from the same. Blogs have a tendency to confuse customers who are new in this business. Use only word press as your content managing system. These blogs can be removed by using plugging. These plugging can be set up easily from the dashboard. However this is easy for people who are more internet savvy.

3. Redundant dashboard widgets which are not required can be removed from the webpage.

Dashboard widgets that are present in the screen are usually ignored by people visiting the site for business. It has been observed that maximum number of clients do the same. They are hardly bothered about the latest updated plug-ins of extra information in the dashboard. The internet savvy clients can themselves remove the widget option by clicking into the box which has screen options present in the right hand corner on top. Most of the people who cannot do it by themselves find it pretty irritating as well. The widgets can also be removed by using a kind of code name.

4. The Hello Dolly plugin present can be removed

The new and updated installation of the WordPress comes with an inbuilt Hello Dolly plugin where the lyrics of the song hello Dolly are sung in the background in the right hand top corner present in the dashboard. This is termed as highly unprofessional for some of the clients. However the sad part is that this cannot be removed as easily as the others. One needs a professional hand to remove the same. Another plugin can also be installed in order to remove this plugin, just to notice that the new plugin is as irritating as the previous one. Thus the only option left is going directly to the plugin page and removing the plugin for good. You should always remember that if this version of the WordPress or any custom wordpress themes are updated, the plugin of hello dolly will come back again and you again have to follow the same process of deleting it.

5. Using traditional posts for the dashboards

Last but not the least one can use posts in dashboards which can be grouped under different classifications. Thus will be easier for the client as well as he will be able to find things easily.

These are five simple ways in which you can create a professional approach to your word press as a good content managing system software.

Author Bio:

The above article is written by Jennifer who is associated with many web designing agencies as a **Magento Developer** *as well as editor. In her free time, she writes articles related to wordpress, designing, html etc.*

Why Data Collection and Marketing Might Save Your Business During Down Times

Every business has downtimes when they are simply not making as much money as they would like to, or a been able to in previous months. Comparing your months earnings, compared to the same time of year the previous month, can be an excellent way for you to understand whether or not the profitability of your company is growing are falling. However, during these downtimes there are number of options available to you that can allow you to continue receiving revenue through marketing. This is through data collection, and ongoing marketing through a number of different channels. When the orders are simply not coming in on the website, turning to your e-mail list, call list, or address book can allow your business to continue to market your products to your customers, and get through the tough times.

Building Trust

Look into hiring a pr agency leeds company, that can handle the data collection and ongoing marketing of your products. When users come to your website, they should be able to enter their e-mail to receive industry news, updates on your products and

services, and other interesting and related tidbits of information to the services that you provide. Then, you can begin building trust with these people by delivering weekly or monthly updates on your industry. This is an excellent way for you to help deliver important information to your customers, while still building your self up as an expert in the industry, and lightly marketing your products to consumers that have visited your website previously.

Ongoing Marketing

Ongoing marketing is another important aspect of the process. By collecting data from your users, whether it is a phone number, address, or e-mail, and receiving permission to send them advertisements, during down times you can send them coupons and deals for some of your products in order to keep the money flowing. This can help your company to whether the down times when the money is not coming in so quickly, and through the help of a solid marketing company you can create an exceptional newsletter that connects with your clients and builds an ongoing funnel for future marketing campaigns.

Huge Deals

A great way to encourage those that are subscribed to your e-mail list to purchase your products is to offer huge deals. Deals as high as 50% off can be offered, and will greatly increase your conversion rate. In providing them with such a large discount for being subscribed to your newsletter, they understand that they are receiving benefits for doing so, and will be much more likely to remain subscribed. This, combined with sprinkling in industry related news and information, provides actual value to the end-user, and allows them to stay in touch with your company and your new products. Try not to use your e-mail list solely for marketing your own products, and instead use it as a way to build trust for the future marketing of products if at all possible. A short blurb at the bottom of every newsletter will allow you to continue to market products to them, without being overly intrusive.

Author Bio - *This particular pr agency leeds based company can improve your marketing efforts with very little investment.*

How Striking a Personal Note with Customers Can Help You Grow

It is a fact that people like to buy from other people, and not from companies. This means if you want to increase your customer base, you should work on your personal connections with your potential customers. This post will discuss how you can grow your company using personal connections.

Show Interest before Selling

You should show interest in your customers before you start selling to them, and you can easily do this by asking them questions before launching a hard sell. Ask your potential customers about what they are looking for, and use this information to explain to them how your product or service can meet these needs. You can utilize a series of open ended and closed questions to ensure that you understand exactly what your customers want. This way, they will feel that you care about their needs and will continue doing business with you.

Know Your Customers

In the physical world, it is easier to know and relate to your customers more than it is in the virtual world. All the same, there are things you can do to get to know your online customers. Try to build your business on the model of a local corner store. In this model, the local owner knows his customers (and their family members) by their names. You can achieve the same thing by collecting personal data (legally) from your customers and mentioning in your dealings with them. For example, you can congratulate them on their birthdays, graduations or even marriage. Social media platforms are very useful for collecting this data. When you relate to your customers this way, they will count you among their circle of friends and become even more inclined to deal with you.

Organize Occasional Face To Face Meetings

The internet, or social media in particular, is good for interactions but it is not enough. You need to create opportunities where your customers can put a face to your online business. There are several ways of doing this. If you can conduct some of your transactions in the physical world, do so occasionally. You can also organize an annual get together with your customers or even use your venues for holding social gatherings of your followers or fans of your social sites. The idea is to show your customers that there is a human face behind those emails, phone calls or tweets they regularly receive. This way, they will be more open to giving you repeat business.

Listen To Your Customers

There are few things as annoying as getting interrupted in the middle of a conversation. If you want to show respect to your customers, you should listen to their concerns and needs keenly before offering them solutions. Try not to assume that you know what they want before you listen to them. Customer care executives tend to make this mistake a lot, by formulating responses to customers before understanding the root of customers' problems. First build a relationship by listening to your customers, then you can leverage this relationship to maintain and even grow your customer base.

Use the above techniques to build relationships with your customers, and they will stick

with your business. These are some of the methods used by the entrepreneurs of the hugely successful wish.co.uk. Just remember that a relationship isn't built overnight, so you should expect to work on it for some time before seeing results.

Jack Harding likes researching upstarts and the entrepreneurs that make them successful. He enjoys sharing his findings and insights on entrepreneur blogs.

Create Simple Image Gallery for WordPress Websites

What exactly adding a video or image to an ecommerce website offers? It just takes a wild imagination and a bit of practicability to answer this question. A site with more images and less content speaks a lot to the audience than with heavy content and less images. What makes the difference? Not just the colors or layout of the theme or image incorporated decides that. It is the search engine-friendliness of images, in addition to the style and layout of image creates the difference. It is a proven fact that images in the websites boost the performance of the website and help it rank better in the search engine result pages. By increasing the visibility of your website, your business promotions may skyrocket.

A person owning a WordPress website can consider him lucky as it offers impeccable extensions for creating one or more image galleries in the website. While creating an image gallery in WordPress appears perplexing for many, learning a few tricks would help them create an interesting image gallery for their websites. In fact, WordPress offers a lot for generating an image gallery. Image upload to your website is possible by two means: one by using the default insert picture option and other by adding plugins to your website.

What is the different between the first and the second option? A well-expected question from many! Well, in the first case, you may be allowed to add images to website not more than one or two from your system. Also, it denies the option of loading pictures from different URLs. In order to add picture from different sources, it becomes necessary to download plugins. What are the plugins existing in the market for adding pictures or images from various locations? Here is a list of plugins helping you create image gallery for WordPress websites.

WP Photo Album

Simple, yet effective plugin for creating a superb image gallery with credible features. With options to select categories and setting up albums, this is one of the high-quality of plugin allowing you to create and upload image gallery via WordPress backend.

Download this wonderful plugin from the site : http://www.w3lift.org/web/wppa/

Flicker Photo Album

It is clearly one of the hot favorites of many. With the seamless automation of photo gallery creation, it offers wonderful features to set up a high-quality photo album in a short period of time. It becomes easy to add images to your blog while you are hooked along with Flicker.com. Powerful plugin for adding photo albums. Download and install the high-quality Flicker photo plugin from the site.

Download this wonderful plugin from the site :

http://www.ronakg.com/projects/awesome-flickr-gallery-wordpress-plugin/

NextGEN Gallery

Excellent plugin for creating exciting photo galleries within your website. With incredible powerful slideshow option, this is clearly one of the best photo galleries of all time. The easy-to-use features and navigation are other features that set this plugin apart from others.
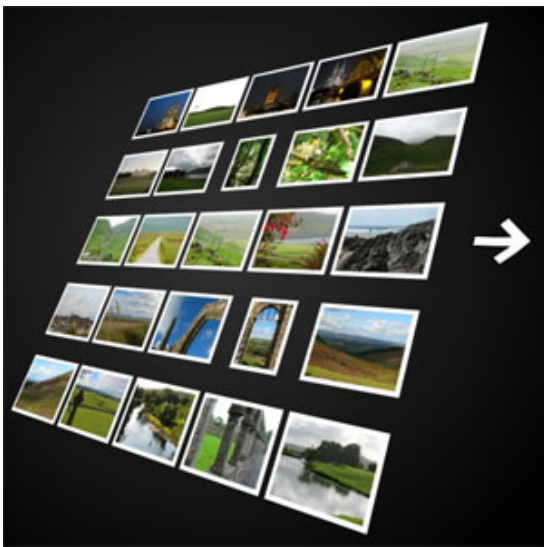

Download NextGen photo gallery plugin for business ideas from the site

http://www.visser.com.au/blog/list-of-wordpress-plugins-addons-for-nextgen-gallery/

FrontPage Slideshow

Another interesting plugin with adorable features. As the name suggests, it allows to portray the slideshow of the pictures on the front page. On clicking each picture, the user will be redirected to their respective pages of the blog. Four slides with different information appear on the screen at once.
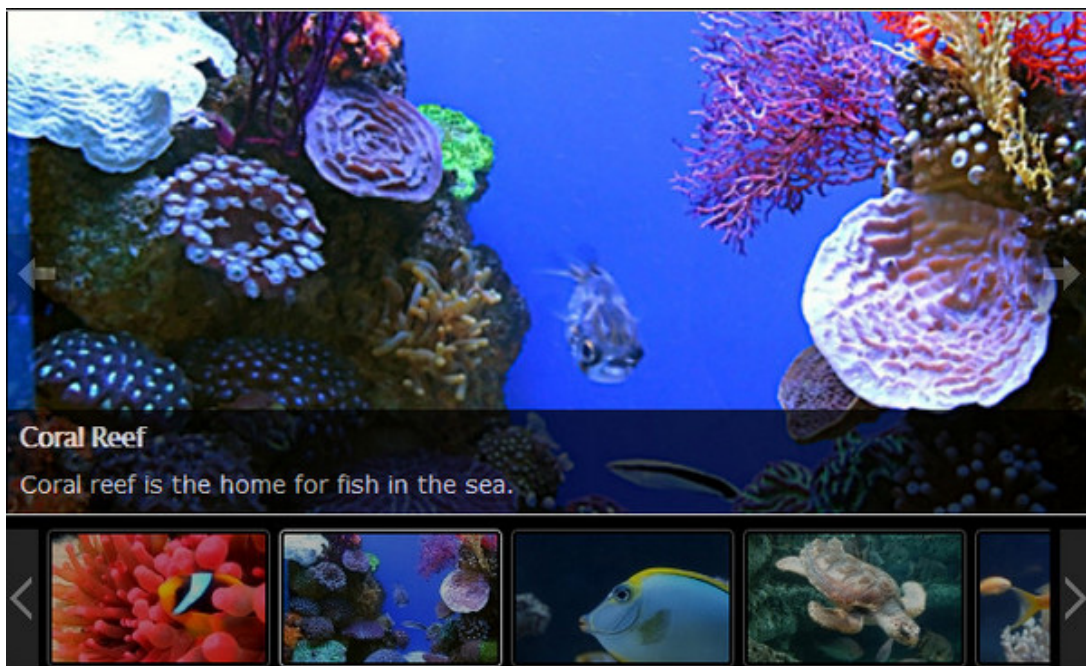
Learn fascinating details about this extension from the site
http://speckyboy.com/2010/06/30/top-10-content-slider-plugins-for-wordpress/

Lightbox 2

With the assistance of this tool, enlarging and overlaying images on the present page is highly possible. Comes out with numerous visual abilities. Exciting plugin for improving your business needs. On one click you will be able to apply the lightbox effect on all your blogs.

Download this extension for your enhanced business purposes from the site
http://wordpress.org/extend/plugins/wp-lightbox-2/

Global Gallery

It is one of the powerful plugin destined for Android phones as it creates fully responsive galleries in no time. With 3-gallery layouts and 4-lightboxes effect, without doubt, it is one of the worthy themes.

Learn more information about this exciting extension from the site
http://www.tripwiremagazine.com/2012/11/wordpress-gallery-plugin.html

Cincopa

Exotic plugin with unimaginable features capable of making your website a media-rich hub. Adding slideshows, video galleries are other specialties offered by this powerful plugin which sets this module apart from the rest. Another key point about this interesting plugin is, it is entirely cost-free.

Download this spicy plugin from the site http://blog.shareaholic.com/2012/04/photo-

gallery-wordpress-plugins/

PICA Photo Gallery

It is an exciting plugin for putting your website in front of the audiences impressively. Add a unique look to your website and make it completely unforgettable the visitors.

Download this fabulous photo gallery plugin from the site
http://www.apptha.com/category/extension/Wordpress/PICA-Photo-Gallery

Hope, everyone who read this article found it interesting and got a few ideas for improving your visibility of your websites.

Author-Bio

Riya Sherin is a designer who has a love for creativity and enjoy experimenting with various techniques in web. Her speciality is designing, developing a lots of best design and writing groupon template eCommerce related websites.

Installing Your First WordPress Theme

So you have been able to find out the most suitable theme for your WordPress blog and now you are wondering about how you can install it on your site. Installing your first WordPress theme is not something very much complicated as mostly bloggers think it really is. The thing which confuses most of the bloggers is that there are two different approaches while you are considering installing your very first WordPress theme.

Installing Your WordPress Theme Manually

First and foremost, I am going to provide you with a guide on how you can install your WordPress theme yourself so that you can easily familiarize yourself with the WordPressstructure.

1-   To install a theme by hand, you are required to download a theme.

2-   Unzip the theme to a particular folder on your system.

3-   Now you are required to fire up the FTP application and FTP to your website.

4-   Now, you need to steer to the particular theme folder by surfing through the 'WP-content' folder and then the 'theme' folder.

5-   Once you have browsed through the theme folder on your site, you need to navigate to the particular theme that you have unzipped on your system.

6-   Upload the particular theme that you have saved on your system to the theme folder on your site.

7-   When done, you need to log in to your WordPress platform on your website.

8-   Go to the 'Appearance' section that one the left side of the menu, and then opt for the 'theme' option.

9-   Now you will see your selected theme as the listed option. In case not then you should upload it again.

10- Now you will be able to fully preview it and then get it activated on your blog by selecting suitable options that are listed on your platform's theme options.

Installing Your WordPress Theme Automatically

If you are someone lazy then you can easily install the WordPress theme via an automatic mode. Now, I will provide you brief information on how you can easily install your WordPress theme automatically.

1-   To install the WordPress theme on your blog, you need to log in to your account.

2-   steer through the 'Appearance' feature that is on the left side of your WordPress menu.

3-   Now, you need to click over the 'Themes' option that is sited under the 'Appearance' option.

4-   Once you are there, you will be able to see the 'Manage' tab. by clicking this tab; you will be able to install your required theme which is most likely going to grayed out. You can click over the 'Install Theme'option to make it activated.

Once you have been able to install the WordPress theme for Exin Certifications you will be able to figure out that it has not been much of a complicated task to work on. You can further get your particular theme customized and enjoy your very own personalized WordPress theme on your blog.

Author Bio

I am John S Lam from Test4Prep; it gives 100% 640-893 exam. Let's take benefit of 642-165 exam material efficiently and get guaranteed success. Check out free demo of all certifications Exam.

Five Incredible Ecommerce Themes for WordPress

The availability of quality eCommerce themes from WordPress makes it a serious choice for many online businesses. WordPress has come a long way from being a simple blogging platform to one of the top Content Management Systems. In addition to this, WordPress has entered the spectrum of eCommerce with its themes and plugins designed specifically to cater to web shops.

Here are the top 5 incredible eCommerce themes for WordPress.

Boutique: Boutique is a quality eCommerce WordPress theme from the house of Elegant Themes. This theme is user-friendly as it gives you the power to start your own store front. This theme has the ability to integrate with many other eCommerce plugins such as Cart66, eShop and PayPal shopping cart so that users would not find any difficulty using this theme. It brings to the fore the power of having a simple yet stylish design that makes it easy to design and use. This theme helps you create quality, professional looking user interface that can be used for various niches such as portfolios, business, blogging, portals etc.

Catalog: Catalog, a good looking theme, is a responsive WordPress theme built using Templatic with Jigoshop or even with woocommerce. The standout points of Catalog are its simplicity and minimalistic design elements. It comes equipped with mega menu, customizable features, SEO compatibility and short codes plugins. Since this theme is mobile friendly, it looks good on any platform and device. It comes with widgetized homepage, a dedicated blog and bbPress compatibility. Catalog can be installed with just one click and it comes with theme tutorials and a help guide. It also comes with page templates and ad monetization features. Catalog eCommerce

WordPress theme is compatible with cross browsers and gravity forms plugins making it one of the most useful and responsive themes from WordPress.

Propulsion: Propulsion is one of the popular eCommerce themes from WordPress that is suitable for people who are looking to create a portfolio, a business or an eCommerce site. This responsive WordPress theme is built on bbPress Forum and woocommerce plugins. It comes with an array of options that can be modified to suit your requirements. The layout, colors, fonts, styling can be changed directly from the theme. It also gives you the ability to use any of the 21 preinstalled skins and 3 slideshows from within the theme background. The color, dynamic templates creators and font options are useful in developing interactive and attractive eCommerce websites in no time.

eStore: eStore is an exceptionally good eCommerce WordPress theme that can easily convert your blog in to an interactive and fully functional store. This theme can be configured very easily, it brings along many integration options and eCommerce plugins including PayPal, eShop and others. eStore comes with elegant theme options, varied menu features and 5 different color schemes. This is a premium theme from the house of Elegant Themes.

Kiosk: Kiosk is an eCommerce theme designed perfectly as a one page theme. It is best suited to meet the needs of authors, musicians and artists. This theme is perfectly suitable with WooCommerce. This responsive theme comes with 2 color schemes and with the ability to work with OCMX Live Framework. Kiosk has image slider, thumbnail options and header image uploading ability. It can be used with a blog. There are two contrasting color schemes in Kiosk. With a good menu management system in place, Kiosk provides users the ability to resize images automatically. Kiosk is a rather simple, innovative design theme which lays importance on the product and features where no detail is missed out.

While there are many themes that can be used for your eCommerce sites, these were some of the popular eCommerce WordPress themes.

Effective Use of WordPress While Blogging

WordPress became one of the extremely famous blogging bundles on the web; this really is generally because of its simplicity in use and its goal focused design and style that allows the consumer to simply increase their qualities by using WordPress Plugins.

Extensions as Plugins

Plugins are resources to increase the efficiency of WordPress. Plugins provide customized features and functions to ensure that every consumer can modify their website for their particular requirements. Plugins are among the most useful aspects of WordPress like a platform. You are able to download a brand new model of WordPress using the plugins you choose, or simply a zipper of your preferred plugins. Increasingly more plugins are beginning to make use of AJAX methods. For every WordPress consumer, plugins are very important. Fortunately there is already several plugins available for you, but occasionally your visitors will advise something which has not yet been applied as a plugin. Semiologic CMS is really a group of plugins and designs for WordPress that actually work with each other to show a WordPress blog into really a CMS (Content Management System). Every plugin is started individually, if you desire to use some of the plugins that can be done without operating the plugins you don't need.

Use Labels as Tag

Using Tags at the start or top is really a Wordpress tool that tries to help make your website equally more device and people understandable using the 'Tags' you establish as META keywords inside a page's header. When utilizing this plugin, you are able to utilize the WordPress' types as tags, no extra tagging tool is required. Some search engines like Google are meant to really like this tag. This plugin is incredibly simple to install and will also make a dynamic Meta Description Tag for each web page in your blog, according to post quotes or around the first words from the page.

Video clips

WP-FLV is really a plugin that will help you to include flash video in your Wordpress site. It supports the Hyperlink to your Flash Video file. For example produce a list of video links instead of display the video player. It had been quite simple to obtain this working, and i believe it appears more professional than the majority of the expensive flash video players. It is convenient to simply pop up, but it's difficult to define the measurements of the windows which they open in, particularly when all of the videos contain several resolutions.

Advertisement By Giving Ads

Adsense Deluxe enables you to instantly put in Google Adsense effortlessly. Adsense-Deluxe enables you to examine your Adsense configurations without needing to modify your Wordpress themes. There are plenty of methods you can insert ads for your WordPress blog. Google Adsense is among the most famous online contextual advertising and marketing system. Wordpress makes it possible for bloggers to simply add Google Adsense inside wordpress utilizing plugins.

Sky is the limit with WordPress

WordPress is a platform for blogging and is becoming renowned day by day. It will prove to be very useful if you are planning to create your own website, not only this, but it will also help you to update it from time to time with no difficulty at all. It would be hard to deny that, undisputedly; WordPress possesses the incomparable ability to design the future and is even capable to change it.

Ability to change future

Word Press is such a wide content management system that it is not even possible for any one person to know all that it offers. Conventionally, we all know that WordPress is used for blogging but dear reader, let me tell you that it has so many widespread and incomprehensible features that when I came to know about those I was simply delighted! Just a bit of a creative mind and this amazing WordPress would render the future changed. But before that it is important to know what exactly WordPress capable is of. Here are some of the uses of WordPress .Just read on to discover what you have been missing.

Multiple authors on your WordPress blog

Instead of logging in the WordPress dashboard and entering the password and username, you can go to the users section of the WordPress dashboard, and administrate your blog with more then one users who can have easy success to the posts of blogs; comments and plugins.You can involve your friends, family members and business partners in this. Whenever you add a new user, there is a drop down box

available and it is possible for you to choose any one among these: administrator, author, subscriber or an editor. You can very conveniently have an editor for you who will be able to proofread the posts, edit the posts of other people, without him/her having anything to do with the themes and plugins. Another option can be to add friends and if in case, he/she is not trustworthy enough, they could only be told to add posts to the blog. A proper author can even add new content to the blog. So it is just amazing because no one will be able to change your themes or plugins, and without making changes to anyone else's content, they can add unlimited amount of stuff.

A new post on the blog

Its second very worthwhile use of WordPress is that it tells others about any new content you have added on your blog automatically. You can set twitter plug-in and as soon as you make any new posts to your blog, WordPress will automatically log in your twitter account and provide a link to the fresh post made by you. The built in blog along with ping list through which, as soon as you make a post and it goes live, it will be submitted to yahoo, Bing, Google and numerous other blog directories.

So, it is good to get themes changed by the use of WordPress, beside this you can also have many other features of WordPress by which it is possible to change the future.

AUTHOR BIO:

Fenix Raw is an IT professional from Test4Prep.Are you really looking for this 9L0-063 Exam assistance? Move ahead to take the benefit of 9L0-010 Exam and pass your exam easily .

Online Marketing Via WordPress Themes

Online marketing is really no longer optional. In fact, it's quickly becoming the case that online marketing is the most important form of marketing that businesses do. WordPress themes can provide a valuable tool for online marketing for several different reasons. Even though some of these reasons are technical in nature, they should be easy to understand for anybody with some experience in the world of online marketing.

Compliance

In order for the search engines to pay attention to your site, it has to be compliant with the web authoring standards set forth by the W3C. Commercially produced wordpress themes are validated to make certain that they meet this requirement. The requirement ensures that your website will display correctly in standards compliant browsers, which describes all of the browsers produced by the major manufacturers. If you do not meet the compliance requirement, the value of the rest of your web marketing efforts are likely to be nullified.

SEO

Online marketing is also heavily dependent upon search engine optimization. WordPress is a platform that is already search engine optimized and, provided you are using standards compliant themes, search engine optimization efforts will not be foiled by utilizing a premade theme. In fact, some of these themes have features that enhance this particular marketing strategy.

Where search engine optimization is concerned, it's all about the details. In many cases, if you check the admin panel on your WordPress theme, you'll find SEO options built right into that panel. While there is a convenience advantage in this, it's also advantageous in terms of making certain that you take care of all of the very detailed elements of a successful SEO effort. By placing all of the tags and other items into the form of easy to fill in fields, a WordPress theme ensures that you don't forget any of the required processes.

Linking

Having links to and from your site is important to online marketing. WordPress is set up to be accommodating to sites that want to involve visitors in what amounts to the creation of a great site. If you're using the blogging tools on WordPress, you can encourage people to include links that backup their comments or that add extra information to them. This is a great way to generate links for your site and turn into a resource, which can help market your site, as people will come to see it as something truly useful.

Catalogs

If you're running an eCommerce site, there are WordPress plug-ins available that make it very easy to create catalogs. Not only do they make it easy to create catalogs, these plug-ins ensure that the catalog has a consistent format between one item and the next. This is great for marketing the site itself. The easier it is for people to shop on your site, the more successful it is likely to be as a destination for shopping.

Online marketing can be complex, frustrating and difficult to understand. What's important to keep in mind is that using the right tools for building your website can make a big difference in how successful your marketing efforts are. This is one of the reasons that WordPress is very popular as a content management system. Because it is standards compliant and because it is easy to add features to it, is easy to design your site to suit your brand and to be an attractive destination for visitors.

When you install a WordPress theme, look for ones that have the plug-ins you need for your marketing efforts or look for ones that are compatible with the plug-ins you want to use on your theme to increase the viability of your marketing.

About author

Olga Ionel is a creative writer at ThemeFuse.com. She is passionate by Wordpress, SEO and Blogging.

How to do a quick Website Audit

A website audit is the foremost step to start a successful SEO campaign. A proper website audit will tell us on which areas the website is falling short with respect to SEO. And many of us skip this step thinking this analysis may take time and proceed with the conventional steps for the SEO which should not be the case because it is the website audit which will tell us on which areas the website is missing out. Hence a website audit is a must to start off with any website makeover. Here are the steps which one should follow for a quick website audit.

Check the tags

The title tag should be present for every page and it should be unique so that it can let the search engines know what the respective page is about. It should be within 70 characters including spaces. The meta tag or meta description describes the page briefly for the target audience and it should be within 150-165 characters including spaces as the search engines probably display the first 140-150 characters. Then check for <h1>tag or h1 heading as each page should have one <h1>tag. H1 heading should be an important phrase or line on webpage telling the search engines more about the webpage. And the last tag to look in is the image description also known as the alt text. All the images should have alt text or image description as that would help the search engine read the images. Finally the most important point here is all the tags i.e., title tag, meta tag, <h1> tag and image description should have the targeted keyword.

WWW Resolve

We have to make sure that websites with or without www should direct to one URL otherwise the search engine will see it as a duplicate website having duplicate content which is not good for SEO. Similarly the website IP should direct to the website's domain name to avoid duplicity.

Check for robots.txt

Robots.txt should be present for every website. Robots.txt files allows us to restrict the desired section from the search engine robots. Preferably we should not restrict any specific area and let the robots crawl the entire website which is good for SEO.

Check for Site Map

A sitemap is very essential for the search engine robots to index the pages of the website. A sitemap consists of URLs which are available in the website and it helps robots to crawl the website in a proper manner. So a XML sitemap should be present.

Check for flash and frames

Flash is not SEO friendly because search engine robots can't crawl the sites with flash. Same goes for the frames as search engine robots can't crawl or index the content with in them. It is always recommended that the flash sites should be reconfigured to HTML.

Check for domain registration

Age of domain is very important factor for the Google search engine. The older the website is or if the website's domain is registered in advance for 5-6 years , the more value the website gets from Google, though there are many other parameters but it's a signal too. It is recommended that we register a domain for longer period.

Check for 404 error page

A custom 404 error page should be present for every website.

Check for page load time

A higher page load time will drive away the visitors. So it is always preferred to use coding which will make the website run faster. A website load time should be lesser than 5 seconds. Check for using less external Javascript or inline CSS. Use CSS sprites and define image height & width. Also use gzip or caching plugins.

Check for Dublin Core

Dublin Core is a set of standard metadata elements used to describe resources for the purpose of the discovery. Website should take advantage of Dublin Core for describing its own website's content. We should provide the details of the website in http://geo-tag.de/generator/en.html and then put the generated code before closing the header part of HTML.

Check for microformats

A microformat is a technical semantic markup that can be used to structure the data submitted to search engines in a better way. So Microformats should be present for every website.

Check for url format

For SEO, a website should have a clean URL so that it can be easily understood. It should be descriptive without any jargons as descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it.

Keyword and its consistency

Before we start with the SEO we should do a research on the keywords of the respective page because based on the targeted keywords we have to make the changes. The targeted keyword should be consistent in title, meta description, H1 heading, image description, content, internal links anchor text and backlinks anchor text.

Content length and blog

Search Engines love content. We need to see whether the website is having quality content or not. It is recommended that each webpage should have atleast 350-500 words consisting the targeted keywords. A Regular update of content is appreciated by the search engine robots and hence starting up blog is a great idea to boost SEO as the content is updated on regular basis in blog.

Text/html ratio

Text/HTML ratio should be more than 15%. Hence if there is fair enough content in the website the search engines will rate the website good.

Check for the link structure

There should be no broken links in the website as that has negative impact on SEO. We should also check whether there is fair number of backlinks or not. Even the internal linking structure should be good.

Check for social signals

Social signals are important to check how your site is popular on top social media sites. The more engagement and share your site has, the better the SEO. Also your site must have schema.org structure and Facebook opengraph protocol.

Check for Responsive design

Check your site is mobile responsive or not. If your site has a meta view port tag, it's better for SEO

Check for W3C validation

Though it is not directly related to SEO, but the less error you have, it's the better. A clean code is always good.

Check for overall Site structure

Check for overall site structure, page level structure, page hierarchy, keyword cannibalism, content structure.

Check for strategic business representation, Competitors & Feature analysis

Check with competitors what features and business strategy they are using for digital marketing. Plan accordingly. Check for website's call of action & design issues.

Check Google Analytics & Google webmaster central data

Get insights from Google analytics & Google webmaster central and take decisive action items.

Check website heatmap

Check website heatmap to know which sections are getting more attention and try to

place the most important elements there.

You can use **Woorank, Alexa, Backlinkwatch, Mozbar, SEOMoz Site explorer, Spyfu, SEMRush, Traffic Travis, Linkdex, Scribecontent.com, aboutus.org, Google analytics, Google webmaster central, SEOCentro** & many other good **Free SEO tools**. After checking the above points, we will get an idea of the part or component the website is lacking and hence we can work accordingly to improve the performance of the website. For in depth website analysis contact us.

Best Designing Tips Implied by The Top Webmasters

Designing a website is also included in the art of making business online. It's not just using good fonts or proper links rather choosing appropriate text and information for the visitors. Following are the tips which can help you in creating a good web design

List of Quality Designing Tips

1. Choosing appropriate title

2. Never to use "click here" links to be used by the visitor

3. H1for top level headings to be used

4. Don't forget to add up a doctype

5. Usage of link/s is good while making a website

6. Use font size which is visible to the visitor

7. Avoid using combinations of very bright colors while web designing.

8. Using ISO date format for ease

9. Structuring documents by aligning them with headings

10. Name some groups keeping the semantics in consideration

11. Choose URLs carefully

Choose Appropriate and Catchy Titles

A visitor visits a site by seeing its initial name rather reading the whole text.name an article in the linked context and use right words which explains the context correctly. Example a heading showing about the use of Pinterest but the text is all about its publicity will all go in vain.

Never Use 'Click here' Links For Your Visitors

A visitor visits a website to look up for the data he's looking for. If you create a mess for him by putting click here kind of links then he'll definitely get annoyed and will leave your site immediately. Never divert your user by irritating him this way.

H1 For the Top Level Headings

A top level heading is a representation of the whole text you have uploaded for the visitor. The initial heading should be having minimal words showing its complete meaning.

Do Not Forget to Add in A Doctype

A group of HTMLs which makes a website complete is a doctype. It shows the legality of a website.

Doctypes shows the type of html being used by the writer of the website.

Utilizing Links

Directing your visitor to the appropriate information is not just helping but also increasing your websites loyalty. Use the right type of links on a website which should help him reach to the correct information example if it's a website teaching how to care for a pet then it will include links like contact to a vet doctor or right pet food etc.

Utilize Fonts That Are Visible To The Traffic

Red, yellow orange type of colors are eye catching though but also alarms the visitor

and compels him to see that highlighted text first he visits.homogeneity in the text helps readers go through the whole text in a form and he don't skip anything written.

The ISO Date Format

The ISO date format is an international format which is correct for the web readers. It is written as yyyy-mm-dd in which

- YYYY shows digital years

- MM is the month (from JANUARY-December)

- DD is the digital date

Structure Your Documents By Using Headings

Use the right type of headings to put the correct context in it so that the reader must feel easy to look up the information he wants for himself. Minimum words with complete meaning is the best choice for heading.

Consider Semantics When You Are To Name a Group

Semantics are short representations of a group which gives a hint about the group you are talking about. Do remember them while you name a group as it gives you hint about the group you are interested to look for.

Choose the URLs Carefully

A URL is an address to a website which connects you to the context. Use the right terms and easy language so that the visitors can approach the website later onwards.

*I am **John S Lam** from Test4Prep; it gives 100% IBM Mastery 000-M45 exams. Let's take benefit of IBM Mastery 000-M46 Exams material efficiently and get guaranteed success. Check out free demo of all certifications Exam.*

Bring Readers Back to your Blog
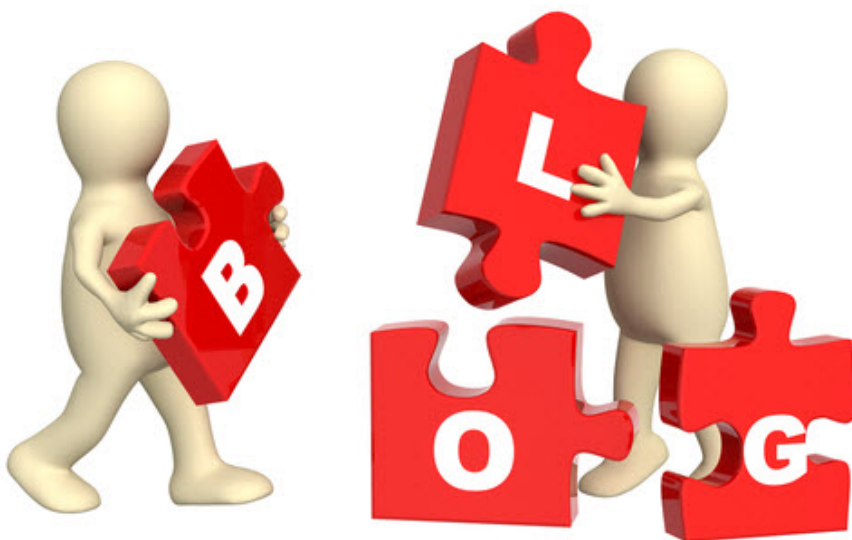
I understand the effect the recent Google updates had on some of yours search engine traffic. Unfortunately, I have even seen many webmasters and pro bloggers losing their entire business. But we can hardly blame Google or be mad at them. They are just doing their business, and now it's your turn to do yours.

Have you ever though what you did with your hard earned search engine traffic once they visit your site? Of course you hope and (most of the time) try to make them read an article, click on an ad or make them buy something from you. But what's next? What after they have done what you want them to do? Don't you want them to come back for more? If yes, what are you doing to bring your readers/ visitors back to your site again and again? Believe me, this is the ONLY way to stay profitable in this cut-throat competitive market. You need to engage your visitors with your website or blog. When a website fails to do so, it means the visitors do trust or feel engaged with your particular site. And if your reader don't feel engaged with your content, don't blame Google the next time you lose rankings.

I know you have tried everything from creating unique and original content to optimizing them with proper keywords. You have been really working harder to retain your visitors. So this time why don't try something more, apart from creating amazing

content. Work to bring them back again and again and spread the word out about their amazing experience with your site to their friends. I have a few tips for you:

Tip #1: Building Subscribers

Try to encourage your readers to subscribe to your blog instead of motivating them to click on Ad-Sense ad to earn you a mere $0.10. Pop-up ads are indeed annoying, so are the other ads. Avoid placing ads in your site's best content and rather leave them for sidebars or other pages. The only purpose your best content should serve is to impress the user and letting them like your blog and subscribe to your RSS feed or newsletter. In doing so you might lose some money from advertising or affiliate revenue but believe me you will the gainer at the end. It will earn your readers respect and trust and of course, a few more subscribers, which is far more valuable than earning a few cents from a one-time visitor.

Tip#2: Creating Followers on Social Networks

As a marketer you are aware of the value of word-of-mouth. It helps to create a viral effect on the digital sphere. In this age of social media you best bet is to get people like and follow your content/ page on Twitter, Facebook, Google+, LinkedIn etc. People who start following you in a social network are more likely to follow you forever. And when you create and share some interesting stuff on your blog, these people will not only come back but will also like, share, recommend or retweet the link to their friends and followers. This is one of the best ways to bring your readers back to your site.

Tip #3: Encouraging Contribution

Okay, you have done everything mentioned in this post. What's next? Why can't you still engage your readers? This is something you should ask yourself. Would you like to visit a place where you have no say – where all you do is listen (read in this case)? I guess no; none of us would and this same theory applies to your readers. Encourage them to voice their thoughts – ask them to share whatever they think or can contribute. Comments are the most common and simplest form of contribution. Unfortunately, many blogs disable comments in fear of spammers. Believe me there are numerous ways to get rid of spammers other than disabling comments. Allowing comments, on the other hand, has many advantages. It encourages discussion and your readers are more likely to come back to blog just to see the response their comments got from other, if not anything else.

You can get more creative with encouraging people's contribution. Ask for guests posts. This means free content for your blog and for them, it is the inbound link that

they will receive. Besides, guest bloggers are more likely to promote your blog in social networks in order to promote their guest posts. And free publicity will undoubtedly bring more numbers of readers to your blog. If your niche allows, you can even encourage your readers to share pictures and videos, code snippets, tips, recipes, and community news etc. Reviews, ratings, likes and sharing too are good ways to encourage readers for contributing to your site.

Tip #4: Surveys, Quizzes & Tests

Quizzes, surveys and tests too can help you encourage your readers to come back to your blog. People love to show your achievements to the world and your readers are no exception. Besides, such practices improve your reader's engagement with your blog. Publishing knowledge tests and quizzes will motivate people to come back to your blog to learn more and improve their results. Also, give out badges, as people love to share them on social networks. Finally, be creative while creating content for your quizzes, surveys and tests. Create original, interesting and preferably long quizzes.

Follow these tips and I'm sure you don't need to worry much as Google launches its next update.

Niche Marketing - Choosing Your Area

Unlike mass marketing, niche marketing is all about focusing on a small group of people or a market segment. You need to narrow your focus in niche marketing. Your target will be a small segment of consumers with unique and similar needs. Thus, you can define a niche market as a focused and targetable portion of a market. This means, you business must address the need for product or service, which other mainstream providers failed to address. Now that you know what niche marketing is all about, it's time to choose your niche. And for that, you need to opt for something you are knowledgeable about as well as something you enjoy doing. The following are 3 elements that are essential for choosing your niche area:

- Make sure it is an area capable of delivering high profit

- Make sure the area has low risk

- Make sure you know your brand

When it comes to high profit, opt for an area which is a ready market 'just waiting for your' product or services. Your customers must be ready (to pay) to purchase your products or leverage upon your services. Regarding the area having low risks, this will eliminate the necessity to make large investments in your business. It must be an area where you can start with whatever you have at hand and get more tools as you move

ahead.

Personal branding is extremely important in niche marketing. It plays an important role in positioning your business strategically in the market. The main focus would be on the exclusivity you are offering. This alone has the potential to attract your audience to your products or services. Also, you need to be aware of what other people are talking about you, including your customers and target groups. For a successful personal branding you must stand out in the crowd, rather than being one amongst the many. You need to develop your mark, the same one that you have created around your name and career, into your business (products and services). This will express and communicate your skills and values, making you unique for your customers and targeted audience. In fact, personal branding also helps when it comes to market yourself and your business to the world. This helps to create an impact and let you know what other people, including your customers, potential target and competitors, think about you. Unfortunately, you will hardly have much control over this. The good news is you can influence over it, provided you ability and required knowledge to persuade your customers and target groups on social media.

As Good As You Know Your Readers, As Good Your Blog Will Be...!

Offer something special to blog readers

Everyone knows that content is the king for blogging success and most of the bloggers concentrate on creating good content. No doubt, quality content can turn your dreams true in this sector but you will have to invest more in your blog to get consistent and long time results. Loyalty is what a blogger will always expect and need from the side of visitors and this will come when you are god, kind and passionate towards the readers. There is no denying the fact that the visitors and blog readers will need some sort of passion, authority and many more things if they need to enjoy the experience in real terms. That is why we will discuss here how your blog gets going when you supply the readers with something which is more than just hard-hitting content!

How to be good to your blog readers?

First of all, you are needed to bring some relation facts into your conversation. Everyone is busy in his or her life and he takes some time out of schedule for putting valuable comments to your blog. You cannot keep them busy in petty things or you can never think not to respond. It is much better to communicate with them. Connectivity is always important in blogging industry.

You should also take out some time to enhance your personality, in the eyes of the blog readers. This will let them know much about you and your orientation.

The most important thing which the blog readers will always like from your side is the consistency. It may refer to regular communication, daily updates and responding to their valuable comments. All these things will keep you consistent in this industry where competition is so fiercer. Moderate blogging is always beneficial; do not load your readers with more than enough content on your blog. This will definitely irritate them. Maintain the quality and you will reap the benefits for a long time.

Related reading - How to decode reader psychology in content writing

You may reject this suggestion but reputation is second to none in this world. People will always like to get connected with famous personalities. It is the history and no doubt, it will also be seen in the future trends. The time demands to get connected with influential websites, personalities and experts to make your blog interesting. Get your impressions active.

At the last but not the least, the blog readers will also seek for the most valuable thing and that is the trust. You should never try to speak lies to your valued readers or visitors through your blog. You should always give the due credit to your readers. That is where satisfaction rests!

Blog will show and fetch your skills

It should be always remembered while blogging that the blog can act as your perfect replica which covers a wide variety of traits, personalities and views. Readers will obviously impressed by these things and they will pay you returns. The suggestion for you is to always remain good to your readers for wellness of your blog!

Summary: - The best thing about the blogging service is that it represents most of the personality of the owner. That is why you should be always generous and active in blogging industry. Many things matter apart from good and quality content for the blog readers.

Author's Bio:-

Kady Babs *is a Certified Professional and freelance writer. At present attached with* Test4Prep*. This is Best Source for* 1y0-a25 Test*. You can try free demos of certifications with 100% Risk Free and Guaranteed. Babs has*

creative writing skills and helping people to get certified on first try.

Assessing the Effectiveness of an Email Marketing Campaign

As is the case with the majority of marketing practices, one of the most essential aspects of an email marketing campaign is measuring its effectiveness.

It is through this analysis that the business waging the campaign is able to ensure they are acting positively, getting the desired results and can make any necessary changes as and where appropriate.

With this in mind, there are a number of ways of measuring the results of the practice.

Inbox arrival

As is the case with any advertising or marketing medium, one of the best ways of assessing the effectiveness is to assess how many customers have received the message. In the case of email marketing, this is measured by the number of customers who have received the email into their inbox.

Many free email providers have spam filters and uninvited emails may land here by mistake. Many people check their spam or trash cans on a regular basis to ensure that no emails have landed there by mistake and some providers (such as GMAIL) alert their customers when they have flagged a message as spam so that the customer can check for themselves.

However, the easiest way of avoiding the dreaded trash can is to ensure that customers have signed up for the campaign and are expecting messages.

Targeting a demographic

Rather than sending out a general or blanket email which invites all customers, many businesses choose to send out targeted emails to certain groups of customers which gives them a better chance of receiving a reply from a smaller number of customers.
It might be that the business has a separate filter for new and existing customers or one which only targets customers who have brought certain services in the past and sends them details of similar products or services.
Targeted emails allow the business to much more easily assess the amount of return business.

Assessing

The key with any marketing campaign is to weigh the results against the amount of effort which was put into the campaign. Sending out emails to 1000 customers and receiving 1 enquiry or sale as a result might seem like a poor result but when analysed, if it took five minutes to send out those emails and the result was £1000 worth of business which might not have otherwise existed then the result might be seen in a more positive light. The key is to view and assess the results in context and consider them on a regular basis. This will give the business in question a much better opportunity of making any changes which might be necessary and tweak the campaign so that it is more successful and profitable in the future.

Testing

The golden rule for the majority of marketing campaigns is to test them first. For this reason, many businesses start by targeting a small control group and assessing those results before they roll out to a larger audience. This gives them a better opportunity of getting their campaign right before they "go public".

Tips While Creating Facebook Ads

*This is a guest post written by **Mike** who is crazy about Hyundai cars. He runs a daily-updated Hyundai blog which provides latest Hyundai news and information on automobile industry.*

Efficient Frontier, the ad-buying and optimization firm acquired by Adobe Systems Inc. reported that **Ads on Facebook** would account for 5% of the over-all online advertising spending this year. The amount is 2.7% up from Facebook's ad spending during the fourth quarter of 2010. David Karnstedt, the former president and CEO of Efficient Frontier (now VP & GM, Advertising, Digital Marketing for Adobe) said, "Facebook continues to be where marketers are placing new bets by adding advertising spend with a focus on fan acquisition."

In fact, retailers and marketers are already using **Facebook Ads** to attract potential customers who spend a lot of time on this social networking site. The Sponsored Stories and Featured Stories are also becoming popular for attracting people to Facebook fan page. Market surveys say, all these marketing efforts are working and brands have successfully increased their fan count by an average of 9% per month in the fourth quarter.

The ad platform of Facebook is pretty simple to work on; it has an image limit of 110×80 pixel, a title limit of 25 characters, and a body text limit of 90 characters. However, many advertisers mess up with an ad unit so small. And the trend is also noticed in Facebook. Here we have a few tips to help you create Facebook ads.

Images: Spare us the poor quality images that have been through several rounds of Photoshop and other photo editing tools. Using pixelated, improperly stretched out, and blurry images will hardly help you to impress your targeted audience. And there is no excuse for using such poor quality images when Facebook allow previewing as soon as you load an image.

Grammar: Just like any other web content, make sure the ad content is free of grammatical errors. Most of the ad-content go wrong with basic grammar. For example, many advertisers tend to forget (read overlook) the necessity for the end of sentence punctuation. Unfortunately, such content is often far below the body text limit of 90 characters. Thus, to make your ad-content look more professional, get rid of such grammatical errors.

Link: As a marketer, you are fully aware of the importance of linking your content to the specific service and product. The same applies for Facebook Ads. While promoting something specific you must link it to the ad, this is especially applicable if you are promoting some contests or discounts. Link the ad to the specific tab where the discount codes are available or the contest is being held on.

Creating Facebook ads are quite simple, provided you know what you are doing and why you are doing it. In other words, you must be aware of your goals. In addition, focus on the detailing of your content to create a convincing and stronger ad campaign, which will definitely go a long way.

Useful Facebook Ad Design Tips - Infographic

Source: AdChop

Generating Lead from Landing Page

Landing pages help you to make a good first impression, and you have only one chance to do it. In fact, landing pages have the potential to get you a lead or sale. And *generating leads* are a must for growing your business. Thus, constructing and optimizing a landing page is essential for achieving quality leads. Remember your first impression is the last impression, when it comes to generating leads through landing pages. Thus, make sure you have an effective punch line that can motivate the visitors' purchasing decision. Also, double-check your web design and check for page errors, especially the 404 errors. Broken link is something your landing page cannot afford at any cost.

Likewise, check the loading time of your landing page, the images (if any) must not take too much time to load. In addition, your content should be optimized properly. Place the images and call to action buttons strategically to retain your customer's attention. Your focus should be on creating an urge for them to buy your products/ services. Optimize the punch line carefully as well as focus on the color scheme and design of the page. Overall, your landing page should be user-friendly. Never try to yell at your visitors, forcing them to buy your products. Too much of bold letters and larger font-size won't help you to generate leads, rather it will annoy the visitors and they are likely to leave the page without exploring your page/ website further.

Another way to generate leads through landing pages is by optimizing data gathering forms. Having information about your visitors will also help you in future lead generations. For example, if you know what other (of course related) kind of products and services interest the visitor, you can contact them in future with such services and make direct sales. However, don't bother your visitors with loads of extraneous questions; rather, try to get most relevant data while allowing them to switch fields with tab. Also, providing auto fill facility will help visitors to give information with ease. Another important factor you need to consider while optimizing data gathering forms is its position. Make sure you place it at a prominent position. Pop-up forms can be a good idea to catch visitors' attention; however, they can be annoying at times.

In conclusion, keep your landing page concise. Focus on the call to action buttons to grab the attention of the visitors. Limit on the quantity of content and optimize the page according to the folds. All your important points should be placed above the fold. However, don't neglect below the fold altogether. You never know, placing a call to action button there as well may do the magic for you.

12 Elements every Landing page should have - Infographic

Source: Hubspot

Wordpress Plugins and Site's Load time: what's the catch?

Wordpress is an open source blogging platform based upon PHP and MySQL. It was launched in the year 2011. About 22% of the new websites created uses Wordpress as their platform; Wordpress is the most popular Content Management System (CMS) on the net today. One of the features that make Wordpress so popular is its rich Wordpress Plugins collection. Wordpress Plugins provide users and developers with the option of enhancing their Wordpress account besides the regular features given by default Wordpress account.

Currently Wordpress has a collection of over 18,000 Plugins that range from providing security to adding different widgets. Wordpress is regularly updated so it may happen that all of the Plugins may not work properly and some Plugins might affect your blog performance. The following points will give a brighter picture of Wordpress and their Plugins and how you can increase your site performance:

1. The more Wordpress Plugins you use, more time your site will take for loading. Some Wordpress Plugins add little code to every page so generally they have no effect on site's performance but there are Plugins that add major codes such as jQuery and CSS to every page, which in turn reduces your site's performance. The loading speed may get severely bad if these Plugins keep adding jQuery files to the

pages. You can disable the additional files that these Plugins add to each page. You can either combine multiple files in one file or load these files on pages which uses script or files.

Being an open source blogging platform, Wordpress provides you with the option of disabling these scripts that these Plugins use. You will have to edit the codes from the "theme editor" section of Wordpress.

2. There is a plug-in WP-PageNavi, which gives an option to the users by which you can disable the files used by the Plugins from the dashboard itself. So, you will not be required to edit the coding part.

In the page navigation section of the plug-in, just select the first option of "pagenavi.css". This plug-in enhances the performance of your site by just using a check box.

3. Some Plugins may add additional JavaScript to certain page; you can disable this functionality of the plug-in by using editing the codes in the "Plugins.css" section of "theme editor" of Wordpress.

You can remove all the blank spaces in the coding of your Wordpress page. The spaces and blanks are used to give a human touch to the code page but search engine crawlers do not care about the layout of the codes, as long as they are error free. If you want your website to load faster remove all the blank spaces.

Site speed is important in terms of revenue as well, search engines tend to consider a site's loading speed to rank them in their searches. A website that takes more time to upload might lose its online revenue as well. Plugins have a huge impact on the performance of a Wordpress blog. Before adding new Plugins to your Wordpress site, test if the Plugins is compatible with your site. Always try to use a cache version of the Plugins to optimize your loading speed.
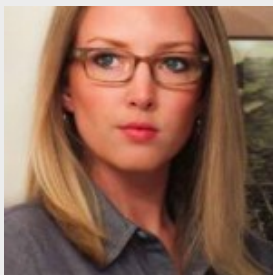
About the author: This is a guest post written by Alyssa Clarke. **Alyssa**

Clarke *is a blogger who also happens to be a tech buff. She is a car lover too, especially* expensive cars *and her current favorite is the* BMW 5 Series.

How to Optimize The Landing Page for a Better Conversion

WiderFunnel L.I.F.T.™
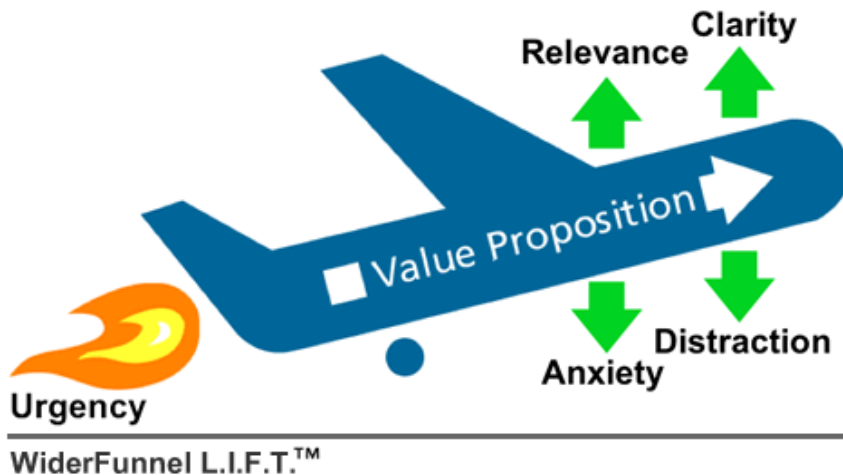
The landing pages were first introduced as pages to attract people and then take to a particular page. However, the modern day landing pages are more advanced in terms of flexibility and actions. The landing page optimization is a great way to make the landing pages more effective and attract more traffic with it. You can now use the landing pages as full one page websites to make sure that you can control the visitor even better way. The optimization techniques will allow you to make the visitors take actions that you want them to take.

There was a time when people used to use many number of keywords to get the top spot in the search engine result pages. It used to work well for the websites till the introduction of the modern day search engine optimization algorithms. It started to filter the contents that had too much keyword. The landing pages become a great solution for that. The landing pages are the best medium for connecting your website with people. The landing pages attract people and bring to your site. Even if the SEO strategies fail, the landing pages will do the job for the websites. It's important to create them in a way so that it can bring the visitors exactly where you want them to.

One thing that you need to understand is that people think about themselves first and that's why you have to be the website that will fulfill their needs. Communicating with your visitors is very important and the landing pages are your main communication

tool. You need to make sure that the landing page is attractive enough to grab someone attention and make them to visit your website. The title of the landing page should talk about your business and your personality. Understand what the visitors are looking for and make sure that your landing page answers them properly. The actions of the landing page should appear clear so that people can easily use the page to reach particular sections of your website. Grabbing the visitor's attention with an attractive and meaningful image is very important in order to make them click the desired actions. Another small trick that you can use in your landing page is using words that create a personal connection between you and them. "YOU" is one word that will make individual visitors feel that you are personal with them.

The LIFT Model: The Six Landing Page Conversion Rate Factors (Landing Page Influence Function for Tests™ (or LIFT™) Model, a framework Chris Goward developed for WiderFunnel to use to analyze conversion pages and develop test hypotheses)

Source: WiderFunnel

9 Proven link-bait ideas to boost back-links and traffic to your website

A link-bait is any useful content or feature hosted on your website primarily to gain attention and attract links from authority websites, bloggers and other webmasters within your niche. It is a completely white hat method of getting hundreds of links, mentions, likes and shares. No Small Business SEO strategy can be complete without a few, targeted link-baits thrown into the mix.

While, link baiting is one of the most effective link-building techniques, it is also one of the toughest. The first consideration in developing a successful link-bait is great idea. Following is a rundown of nine proven link bait ideas that work well in almost any industry.

Lists

From a to-do list to a grocery list we all create a several lists every week, so how about creating a useful list for your industry! For inspiration, you can check out Fortune-500. Remember you can list the best, the worst and everything in between. Even this article is sort of a list of link-bait ideas.

Interviews

Big names have big followings and if you publish an exclusive interview with a popular

personality, you can be sure that their fans will share it and link to the relevant page from their own website. The main challenge with this technique is approaching authority figures in your niche and getting some time out of their busy schedules. However, if you are enthusiastic enough and your social skills are up to scratch then you should be able land some great interviews for your website.

Case studies

Case studies and systematic analysis is always a good link-bait idea. All of us want to know what works and what does not or why something works and why something does not. Case studies help people make decisions and by helping people make informative decisions you can earn valuable links and mentions.

Original Research

Similar to case studies, research studies are a safe link bait idea. If you have the resources to carry out your own analysis, you can publish your own research study and make it available to the public. Other webmasters who cannot conduct a thorough research on their own will then cite your analysis and findings, bringing in valuable links.

Review, Compare and Contrast

Yet another 'study' commonly used as a link-bait is a compare/contrast study or a review. Here you take two or more of the most popular products, services and solutions offered in your niche and review them side by side. You can also review an individual product but it does not offer the same value as a detailed X vs Y comparison. These types of studies will attract links and attention from the customers of the products or services reviewed in the study and sometimes even the respective vendors.

Free Widgets, Add-ons and Apps

Offering useful freebies is a great way to attract links to your website. The freebie could be a simple BMI calculator or a widget that displays the location of the last 10 visitors to your website. This technique is perfect for small business internet marketing as most businesses can afford to offer free apps and widgets for marketing purposes. Awesome free tools that are regularly updated and upgraded will attract tons of back links over time.

Tutorials and How-to Guide

Make no mistake, tutorials and guides are popular - just ask ehow.com. People use the

web for information and DIY style help. When done correctly, a tutorial gives the website authority in the given niche and provides immense value to the end users many of whom will bookmark your website and share it in their social circle.

Controversy

The easiest way to obtain a large number of back-links is to create some controversy and debate. This could range from a bold prediction to a brand bashing rant. The idea behind this technique is to take a controversial view on an issue or situation and thus invite debate. You will not believe how easy it is to get blogs, forums and webmasters talking about your website albeit in negative light. This technique must therefore be used with great care and only if you have run out of ideas.

Reference Material and Data

Data is at the heart of any thoughtful analysis. By collecting valuable data and providing it free of charge, you encourage others to carry out their own analysis and credit you with the original data. Similarly, creating a reference section full of useful information such as definitions, descriptions and explanations will help you attract hundreds of links to your website from other webmasters who utilize that information.

About the Author
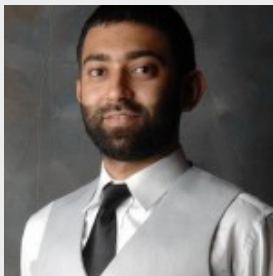
Abdur Rafay Zafar is the CEO and SEM Executive at Reach Me Faster™, a Digital Media & Marketing Agency specializing in Internet Marketing for Small Business.

Techniques to Increase Your Website Traffic

For web, traffic is currency. The more traffic a site has, the greater is its value. However, gaining traffic or rather relevant traffic requires a great deal of effort and patience. It cannot be achieved in a day and needs a strategic planning. There are many best-practices that can help you to achieve higher web traffic; the following are some of them:

Content is King:

This is the basic guideline to follow if you want to survive (as well as to increase the number of traffic) in a web business. So have a strategic content planning to create an online buzz. One of the best ways to create a buzz is writing controversial articles. People love controversies; thus by writing such an article you can spark debate, which in turn, will help you to get more number of hits and links to your article. Whether or not they agree with you, the end result will surely be a huge increase in traffic. Similarly, publishing breaking news too will help you to achieve many links from other sites as well as increased traffic.

The other content strategies that are likely to increase your traffic include:

- *Top 10 or Top 100 lists* – They are good for generating traffic. Such lists are useful and people are likely to bookmark and share the list, allowing you to enjoy a great online exposure.

- *How-To and Guides* – Your visitors will love such content, as long as you give them something interesting and useful. However, such guidelines should be "definitive" and as complete as possible to make your visitors flock to read it.

- *Publishing interviews of industry players and decision makers* – People love to read

about celebrities, be it an entrepreneur, an author, or a silver screen personality. Publishing interviews of big shots will never fail to get you some more traffic and those valuable links that the search engines refer to while evaluating the worth of your site. Better yet, ask the interviewee to put a link of the interview on his/her blog or website and you can leverage upon his/her readers as well.

- *Writing about seasonal events* – This can increase your site traffic dramatically. Write some valuable and useful articles about holidays and seasonal events such as World Cup, Presidential election, Christmas, etc and you will have no shortage of visitors to your site.

Optimizing Your Website:

This is much more than optimizing a site for search engines; the latter is more technical while the former needs to be more humane. Search engines evaluate a site with the help of crawlers and spiders. However, for your visitors it is their experience that helps them to assess a website. Thus, make sure your site is user friendly and easy to navigate. In addition, make them feel good about the site. For example a 404 error page will always turn off your users. Regardless of how much you hate it; such errors are likely to occur on your site. Though you can hardly do anything about it, you can customize the 404 error page including some useful links. Thus, instead of moving on to some other site, your visitors will be channeled to other parts of your site, increasing your web traffic.

Infographic - Strategies to target and increase website traffic

source - Monetate

Targeting website traffic by customer segment to improve conversion rates is done only by 25% of digital marketers today. With a little targeting know-how, marketers can begin customizing a website experience for every visitor. Targeting will benefit consumers by creating a more efficient, individually-tailored online shopping experience resulting in higher conversions.
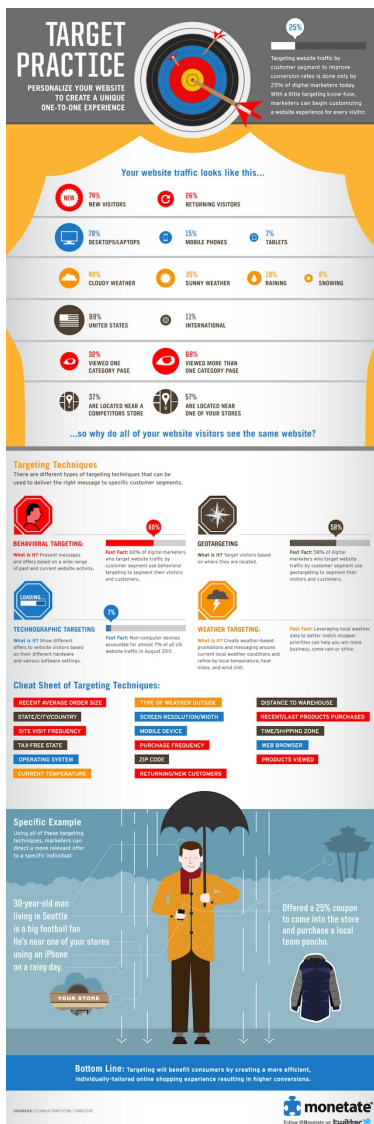
Next, one of the most important tasks is to test the site in various browsers. Sites that work fine in Chrome may have some trouble in opening pages in Firefox. And you can never guarantee which browser your visitors are likely to use. Thus, it is important that the site works fine on almost all the popular browsers. There are several free online service providers that offer browser compatibility testing across various browsers.

Also, speed up your site. With the infinite options available, Internet users are known to have little patience. In general, most of the users will wait just a couple of seconds for your pages to load. And if it fails to do so, they are likely to move on to some other site that takes less time to load. So do not load you site with unnecessary elements that take ages to load. In addition, reduce the size of images that you are using and stay away from flash site (though they may look beautiful) as such sites take more time to load. A faster loading speed will also help you to achieve a higher search ranking.

Some other website optimization tips include:

- *Highlight the popular content* – Tell your visitors "what's hot" as they visit your site.

You can either brand them as Feature Articles, Popular Article or Article of the Day. This way, you will encourage the visitors to read it and thus increase your number of page views.

- *Interlinking pages* – It has a two way benefit. First, it will make site navigation easier for the visitors, increasing the number of pages views. Secondly, interlinking pages will distribute the link juice among all the pages, thus improving the search rankings.

- *Cached pages* – Serve cached versions of your website's pages to the visitors. This will not only improve your site's loading speed, but will also reduce the load on the web server. This, in turn, will make the website more responsive.

Finally, don't forget to get a decent hosting plan. With a mediocre hosting plan you site is likely to load slowly, despite all your optimizing efforts.

The basic guideline to follow when it comes to achieve more number of traffic is to create unique and fresh content. Search engines, especially Google, value sites with relevant and unique content. The more unique content a site has, the better search ranking it will achieve. Also, translate the content into other languages to multiply your search engine traffic. Read more 21 tactics to increase your blog traffic here at SEOMoz

Make Online Visitors Stay on Your Website

It is not enough for the SEO services team to get online traffic for your website. These visitors have to stay on your web pages long enough to read the information you have provided. Through clicks made on your web page, they can go from one web link to another. By studying these clicks, you will be able to understand the behavior of your online visitors. The trick is to make them stay on the website for longer periods of time i.e to reduce website bounce rate. You know that there are many other websites in the same domain, vying for their attention.

> Related reading - Interlinking of web pages help SEO

To keep the online visitor interested, you must pay a lot of attention to the content and website designing. No reader wants to go through a web page that has a cluttered feel. They do not like to read on such web pages. Make your website designing user-friendly. Get rid of unnecessary pop-ups and ad widgets. They may get you some additional revenue but you are losing loyal visitors because these widgets interfere with their experience. The content on the web page must be of high-quality. SEO teams often lose out on good content. Never compromise language on the altar of keywords.

> Related reading - Role of keywords in web content writing, Tips to write magnetic content, Tips to write interesting blog content

An interesting way to keep online visitors interested is to integrate your website with social media presence. Lots of users like to share good content with their friends and contacts through Facebook and Twitter.

Related reading - *Web writer's friend - Twitter*

Make sure you have buttons that allow them to share content instantly. They will not take the pains to copy paste your URL on their profiles to inform others! They would rather click a 'Like' button on the web page itself. Such interactive options keep the users coming back for more. They know that they are involved in your online business. And that is a big plus for your business.

Related reading - *Adding linkedIn to your business website*

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Clean Up Your Wordpress URLs for Better SEO

The URLs on your Wordpress has a role to play in how efficiently you can use them for SEO and social media marketing. A URL, that follows certain conventions, is useful for your regular online visitors to understand where they can find the content they are looking for. It is also needed in locating web pages conveniently. But Wordpress URLs are often modified by external agents like services that push your blog through social bookmarking and submission websites. URL shortening services also has a role to play here. It is in the interest of your SEO services campaign that you clean up the Wordpress URLs.

There are two major reasons why you must clean up your Wordpress URLs. The first one is that a canonical URL is easier to submit and market over social media networks. Too many alpha-numeric characters on the URL give off an impression that you are spamming.

Related Reading - Beware of spam in newsletter creative

Online users, especially those on the social media networks are wary about spam. Because you do not know these users personally, neither do you have a strong rapport

with them, they can easily block you out for spamming their page with gibberish URLs.

The next reason is somewhat technical and pertains to SEO operations. Unique URLs prevent duplicity of content and web pages. If the parameters are different on your Wordpress URLs but the core is the same, search engine crawlers can be confused about the exactly location of the page. That is not a productive way to conduct a SEO campaign. You would want to avoid any conflict of interest when it comes to indexing web pages of your Wordpress blog. External agents will always tamper with your Wordpress URL. What you can do is redirect them to the clean and unique URLs for your Wordpress content.

Related reading - Importance of sitemap in SEO campaign
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Provide a Better Reading Experience on Wordpress

When an online user checks out a Wordpress page, the purpose is to read what's written. For the netizen used to the ways of the Internet, pop-ups and ad banners are nothing but a distraction. Serious readers of your blog will be distracted and irritated if they do not get a clutter-free reading experience. It is not difficult to come across online blogs that are so packed with banners and widgets that you can hardly read the material that online users will come for!

Related Reading - Check our banner designing services

It is obvious that you will have to monetize your blog so that you earn revenue. Advertisements on your Wordpress page are necessary in that way. But you have to keep in mind that these ads must not interfere with the reading pleasure of the online users. If that experience is compromised, these users will not come back to your blog for information. You will lose out on business in a bigger way. What is more, without

readers and online traffic, the advertisers will shy away from your blog as well. It is a lose-lose situation that no Internet marketer would like to get into.

Related reading - Will Google Penalize Sites with Excessive Above-the-Fold Ads?

Avoid falling into this trap that will only spell doom for your Wordpress blog. It is a much better idea to blend elements in a way that you do not miss out on advertisers and you also get your online readers a blog page that is readable. The advantage of using Wordpress for your blog is that it has a variety of templates to choose from. It is also easy to customize your blog so that the readers can get an experience that is unique and different. Use the tools provided by Wordpress to ensure that the content of your blog is not overshadowed by any other aspect. We would recommend you to check this how-to guide for more technical details on improving reading experience in WordPress blog

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