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## RESEARCH ARTICLE

### SEARCH ENGINES AS IMAGE BUILDERS: RESEARCH ARTICLE

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#### ABSTRACT

This research article briefly demonstrates the requested style for submission of a manuscript to the Journal of Search Engine Optimization techniques. I explicitly discuss or implicitly demonstrate the stylistic requirements for a manuscript so that articles published by the journal have a consistent, straight-forward style. My goal is to make the process of preparing a manuscript simple for the authors, the process of preparing an accepted article for publication easy for the editor, and the process of reading an article pleasurable for the user. This document was revised in July 2018 from the original version in order to reflect changes associated with the research article move to a new web format. Use to Search Engine Optimization process for Off-page optimization and on Page optimization to build the product image in the digital world.

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## INTRODUCTION

Search engine is a very powerful medium in digital web world for any company who want to build strong image in around the world and this is only possible with search engine optimization.

### What is search engine optimization?

Search engine optimization mean is anything done to improve the ranking of a website on search engine results pages.

#### Search engine types:

- 1. Off-page optimization
- 2. On-site optimization

On-Site optimization is basically done with small html coding work and it is required to know about the html tags. So basically html meta tags most important to set inside website pages are <title></title> - Should be unique and use keywords those related to website in a very short length.

meta tags like <meta name =” description” content=””>Set description of website in short format with important keywords to use.  
<meta name =”keywords” content=””>Set unique keywords separated by comma and these keywords also similar to match with website contents, title and description.

Off page optimization is a completely outside website resources work those easily used for website ranking and best part is not required for any special programming knowledge or basic knowledge of HTML.

Off-page optimization works will help each and every brand to build their good image in search engines. The goal of off-page SEO is to accrue positive signals and interactions for your brand so that these things help you get a better rank on Google.

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## Image Build with Off-Page optimization



1. Create a great product or service
2. Active social media presence
3. Build reputation in forums and discussion boards
4. Don't write guest blogs for links
5. Variety of content is the game changer

Search engine always search the desired website related links and once it found in many then ranking of the website easily increase and helpful to build the strong image of brand. Also required time to time analysis the optimization work with the help of google analytics or google webmaster.

### Off-Page seo techniques

1.	Directory Submission	8	Optimize for Individual Platform
2.	External Link building	9	Website reviews
3	Blog posting	10	Sitemap submission
4	Article posting	11	Document shared
5	Image shared	12	Video hosting
6	Social post		
7	Social Media Marketing		

### Off-Page SEO Techniques



### Directory submission

Web Directory contains a list of websites organised by category, These websites are submitted by user. You will be submitting website to a directory to get a listing, To list your website you need to submit this following information to these directory submission sites.

- URL
- Title
- Meta Description
- Category
- E-mail
- Keywords

And there three types of subscriptions, one is free, paid and other one is reciprocal. Go with free listing option in any directory submission site. Many free and paid directories are available to allow web site url under a category along with description and keywords. The directory submission process is showing the above figure and this process is doing following way

1. Select Directory – Many PR (Page Ranking ) directories available
2. Check it SEO-Friendly – First check the status of the site that it is a seo friendly
3. Select a relevant category – select business category where exactly to be add website like hosting, education, B2B etc..

4. Fill up website details – add website title, description and keywords
5. Confirm submission – After 4<sup>th</sup> step to conform the submission
6. Confirm submission via Email – Confirm directory submission via email so the desired directory website start the process for addition of website in their database and once these process completed then it will reflect in their website.

Following few website directory links listed with many PR directory websites and from them you can add your website details

1. <https://theblogarena.com/directory-submission-sites/>
2. <https://freedirectorysubmissionsites.com/>
3. <http://www.directorycritic.com/free-directory-list.html>
4. <http://codingcyber.org/100-free-directory-submission-list-for-quality-backlinks-4489/>

These are only few links to understand about the PR directories and millions of free and paid directories available.

### What is the use of Directory submission and how to build a brand image with search engine ?

Once the directory submission works completed then google search engine or other search engines start crawling and takes the snapshots the result related to website and take back into the database and the crawling process happens again and again with same process so it will helps for the website ranking in search engines to placed the website name on the first page index on keywords those mostly used in websites on-page and in directory submission because every directory submission required different keywords, description and titles to be added.

### Most popular online tool for directory submission

**Attracta.com** - Attracta has only one goal: to increase a website's traffic. It works in a very simple and effective way to drive traffic to a website. First, the software goes throughout your entire website, finds every single page, and creates an XML Sitemap and SEO Dashboard report. Attracta not only creates these reports, but also helps you find and fix SEO errors you may have on your site. Then, the XML Sitemap is submitted to the XML interface of search engines such as Google, Yahoo!, Bing, Ask, and many more. Finally, all of these search engines use the XML Sitemap to bring more traffic to your website by including more of your pages in their search results.

### Popular Directory submission softwares tools

<a href="http://www.fastdirectorysubmitter.com/">http://www.fastdirectorysubmitter.com/</a>	<a href="http://www.ibusinesspromoter.com/">http://www.ibusinesspromoter.com/</a>
<a href="http://www.submiteaze.com/">http://www.submiteaze.com/</a>	<a href="http://www.weblogalyzer.biz/eng/allsubmitter.html">http://www.weblogalyzer.biz/eng/allsubmitter.html</a>

DMOZ (also known as the Open Directory Project), as shown in Figure 3.10, is important because AOL Search, AltaVista, Hot Bot, Lycos, and Netscape Search all increase the ranking of your site if they are listed there.

The easiest way to get involved with these communities and meet people is to interact with them online. The most popular SEO blogs at the time of writing include:

Search Engine Land	<a href="http://searchengineland.com/">http://searchengineland.com/</a>
SEO moz	<a href="http://www.seomoz.org/blog/">http://www.seomoz.org/blog/</a>
SEO Book	<a href="http://www.seobook.com/blog/">http://www.seobook.com/blog/</a>

### Off-Page seo techniques- Directory Submission



Building a great linking structure for your web site is not something that happens in the time it takes to throw a web page together. Building a successful link structure takes months, and sometimes longer. When you begin creating your link structure, you'll probably have mostly outgoing links. Those are links that lead to other pages popular pages if you can manage it that will help to bring traffic back to your site. Over time, however, you should be building your links to include not only links back into your site, but other useful links that aren't damaging to your search engine results rankings. One of the most important things to remember as you're building your link structure is that quantity isn't nearly as important as quality. Your linking strategy will be far more successful if you create links (both inbound and outbound) that are high quality. Link to great sites that are more popular than your own and try to gain links from those sites to yours too. Your link request will be most effective if you can give potential linking partners a good reason for them to support you. Perhaps you can show their customers why they should purchase more of that site's products. Whatever the reason, try to give the site you're requesting a link from some motivation to take the time to add your site to their linking system.

### Internal Links

Without a good internal linking strategy, you run the risk of not having your site properly spidered. It's not enough simply to have a navigational structure or a site map (though site maps help considerably). You should also have links that lead from one element (such as a blog post) to other important elements (such as an archived article or news clipping on your site), so site visitors find that moving through the information they're examining on your site is a natural process that takes place without too much difficulty or thought.

The most effective methods of internal linking are as follows:

1. Text links
2. Links within the footers of your pages
3. Inline text links

Text links are those with which you can use anchor tags and keywords. These links most often appear in the text of a page, though they can also appear in other places within your page, as long as the text links are relevant to the content of the page. Links within the footers of pages are a common practice now. Finally, inline links are those links most often contained within the body of some element of your site content, such as articles and blogs. These links can be either proper names or descriptors that are relevant to the pages being linked to.

### External-Links

External links became a factor in SEO. Links from one Web site to other Web sites are called external links. Often, the drive to build back links dominates site owners' link structure projects, whereas external linking remains ignored and misunderstood. Some companies are mistakenly concerned that they could lose traffic and customer sales if they link their site to other relevant sites' information, products, or services. The effort devoted to attracting back links is only effective when balanced with appropriate external linking to relevant expert sites. External links count towards your search engine rank because it's natural that an expert site would be connected with other related sites in its industry.

For ex. Suppose website is a ecommerce and products listed on your website and few of them on Amazon so both link you can put into your website and also if you have blog then also possible to added the external links so it will create back link to your site and getting more genuine traffic.

`<a href=" universalbusinessschool.com ">' Universal Business Schol </a>`  
Target Link
Anchor Text

Result in html format  
 Universal Business School

### Off-Page seo techniques- Directory Submission

#### BLOG POSTING

Blogs are sort of like diaries. Blog posting is a very important work for brand image build up in search engines because blog posting data always visited by unknown people from around the world and it will help to recognize the website importance in search engines. Blogs provide another way to allow your site visitors to create content for you. On your competitions racing web site, for instance, you can provide a blog tool and allow anyone to set up a blogging account. Make sure that you use the right blog tool. It has to be one that creates pages that are readable by the search engines. Search for terms such as blog software and blog tool. The blog must be a valuable place to build relationships. There are hundreds of free blogging platforms, but be careful. Some will delete blogs they consider to be "overly promotional", and some don't allow commercial activity at all.

## Free blog providers include

<http://www.blogger.com>  
<http://www.wordpress.com> (No commercial activity allowed)  
<http://www.livejournal.com>  
<http://www.greatestjournal.com>  
<http://www.insanejournal.com>  
<http://www.blogabond.com>  
<http://www.blogcheese.com>  
<http://www.ufem.com>  
<http://www.trippert.com>

The most famous wiki is Wikipedia, an encyclopedia created and maintained by the public. Proponents laud the wiki's wealth of information, all drawn from the wisdom of crowds. Some question the accuracy of information compiled in this way, but others say wikis are self-policing, with erroneous material quickly corrected. The truth undoubtedly lies in the middle. Wikipedia has more information than a printed. Paper encyclopedia, and has more than 30,000 contributors and once the Wikipedia approved the text material then the desired wiki page link never be deleted so ti will help for getting more traffic through search engines. A Wikipedia can provide you a vehicle for expanding the content on your Web site. You seed the wiki with content and invite your customers to improve it.

## Avoid for message spamming in Blog

Most of blogs tools provided the online small utility for blog feedback and sometime this will be more dangerous other than the blog security because people will try to down the brand image from blog feedback and it will affect in search engine ranking so try to block the spammers from the blog sites.

## Blog posting strategy

1. Always keep posting on blog
2. Every post try to add website link and desired blog posting links added to the social media.
3. Blog links should be link with main website.
4. Avoid and block spammers
5. Take reviews from the visitors and try to reply on very short period
6. Avoid duplicate posting on blog

## Blogger Tips to Help Blog Traffic Increase

### Know Your Audience

Before you start figuring out what you want to say, you should know who you're talking to. Create a detailed description of your ideal audience member. Identify if they are male or female, their age, the kind of work they do, and their income. All of this helps you establish a buyer persona. Your buyer persona guides the content creation. You should use each blogger SEO strategy with this character in mind. If you have a large following or offering, you might have a primary and secondary persona. This helps you reach more users because two personas can better represent a large audience.

### Do Keyword Research

Once you have a clear idea of who your audience is, figure out how to best get in front of them. In the world of blogger SEO, a lot of your reach will come down to the keywords you use. General terms in your industry may not be enough to make the cut because you'll be competing with large, established companies. Keywords that are too specific may not have enough people searching for them to be relevant, either. If your blog is part of a brand with a brick and mortar location, be sure to incorporate local terms. These can be as simple as "nearby" and "near me", or use the name of your area like "Brooklyn" or "Beverly Hills."

### Use Optimized Visuals

As you're putting content together with your new keyword strategy, don't forget to add some visuals too. You can choose between photos or videos. But, be sure whatever you use is high-quality and SEO-ready. This means you can't just slap a visual on your blog post and call it a day. You have to name it first. Give your visuals a title that is in-line with what your post is about. For the best optimization results, use a keyword in the title.

### Have a Link Strategy

If you want more people to click on your blog's link, consider adding a few links to your posts. This is called link building, which works in one of two ways. The first is using links to guide readers to other landing pages on your website. These may be pages that are deep-rooted and usually get lower traffic. But, by incorporating a link in your post, you can expect to see traffic go up on

certain pages. The other way to use link building is to guide users to pages of reference outside of your website. This gives you credibility when quoting research or statistics. It shows you are actively involved in your industry, which is a sign of commitment to excellence and innovation. Remember not to link to direct competitors, though.

### **Customize Your URLs**

If the link to your blog is just a bunch of mixed-up letters and numbers, you're missing an SEO opportunity. Take the time to go through your posts and edit the URLs. Name them something that reflects the title and add a keyword somewhere in there, too. This will help users understand what your post is about before they even make it on your landing page. More so, it will make your blogger SEO strategy more appealing to Google bots as they search the internet.

### **Fix Your Meta Descriptions**

Once you have your URLs in line with your titles, make sure each meta description is up to par as well. A meta description is a short summary of your blog post. It appears under the link (title) that comes up in a search engine results page. This is a blogger SEO tool not to overlook. Users will appreciate the sneak peek of what your post is about. This could even be the extra line of copy you need to convince them your blog post is better than others. Plus, search bots will better find you when you create the description with SEO in mind. Add a keyword in these lines of copy. Get right to the point, too, since there isn't much character room in a meta description.

### **Be Careful of Duplicate Content**

Make sure you aren't producing posts that are too much alike. Also, don't just copy and paste content from another landing page into your blog. Such strategies are considered duplicate content and they can hurt your SEO efforts. This is because a major part of SEO best practices is to create new, relevant content. You can't just optimize your site and leave it alone. You also can't pretend content is "new" if you're re-posting something you've already written. You have to make each blog original and in-line with your products and industry.

### **Design for Mobile**

When all your posts are ready to go, give them a look over on your desktop. Then, do the same thing on your smart phone or tablet. All posts still easy to navigate and design should be understand auto adjust in mobile screen. If not, you need to focus on a mobile-responsive website design. This should be your top priority before you do any other blogger SEO improvements. In fact, 80% of users say a seamless experience across devices matters. When you put off creating this experience for them, you risk losing a big part of your audience. Keep readers coming back by changing how you present yourself on mobile.

### **Article Posting**

Article Submission means the Article Content Engine and its unique methods of traffic and income generation so natural that you can almost call it organic. Link-building that is search engine-friendly and effective. Article Submission has come a long way since the days of do-it-yourself online marketing – or did you not know that you no longer have to sit around for hours brainstorming for article ideas, come up with just the right words in which to dress them, spend some more time manually submitting them through some distribution service.

### **How to write the article with correct words those are related to website?**

1. Without grammatical mistake write-up minimum 400 words
2. Use website related keywords
3. Easy to understand
4. SEO friendly
5. Article content not copied

### **Example of article**

#### **Keyword: Furniture Store**

Specialty furniture stores supply a selection of certain furniture and nothing else. If you visit home furniture stores, you will find a bewildering variety of house furniture. Contemporary designs for all these beds are easily obtainable at furniture stores and you may purchase them according to your convenience. You can get furniture made in the United States in ample department stores, in furniture stores and on the internet. Several online home furniture stores provide the products of several different American furniture firms. When it is possible to mix the extensive variety of options you've got with pleasant shopping in an outstanding environment you know you've chosen the best furniture store. If you simply moved into a brand new apartment, or would like to renovate your house, contemporary furniture offers you the oh-so-needed 'ready-to-assemble' feature. You have to look for the finest outdoor furniture store if you would like to ensure that you would have the ability to furnish your garden with the finest furniture there is. In addition, You will want to select a furniture store with all kinds of furniture. It is likewise wise to pick out a

furniture store that is extremely near the area you reside in. Some stores are not going to have the sort of furniture you're looking for, therefore it is best to plan initially and after that go furniture shopping.

### Free Article Submission Sites

<http://Prnewswire.com>  
<http://Allbusiness.com>  
<http://Prweb.com>  
<http://Ryze.com>  
<http://www.Bpubs.com>  
<http://www.hooverwebdesign.com/>

### Paid Article Submission Sites

<http://ArticleRich.com>  
<http://IdeaMarketers.info>  
<https://www.springer.com>

### Image Sharing

Earlier SEO was text-based, but this has changed significantly. Image sharing is a speedy process for high traffic attraction on website and creates more back links for the website and increase ranking in search engines. With heavy-duty images for desktop sites and lightweight images for mobile sites. Set to limit the image file size to less than 80–90 KB for optimal page-loading time. Use PNG or JPEG image formats wherever possible because they are robust and have more visual properties



<http://www.instagram.com>

Above image was posted by Welingkar Institute on Instagram official account also they mention the small write up information about this photograph including we school name with a reputed organization UMED - Maharashtra State Rural Livelihoods Mission (MSRLM) for collaboration. Instagram limits the amount of links you can post, which essentially means the links from your profile on Instagram are much more powerful. If you work in a fashion or image-heavy or web designing industry, Instagram is a must-have social network to incorporate into your SEO and overall digital strategy. Image search traffic is not useful today, the demand for sophisticated image search will likely lead it to be useful in the future and thus is worth optimizing for now. I don't consider it a high priority but it is a good long-term strategy. Images may seem like a straightforward component of your site, but you can optimize your use of them. All images can have a distinct filename and "alt" attribute, both of which you should take advantage of. The "alt" attribute allows you to specify alternative text for the image if it cannot be displayed for some reason. This method can be useful when posting details on blogs.

<http://www.facebook.com>

Most popular social networking site in all over the world is facebook and millions of people communicating each other from different county's. So this is the best platform to share your website related images like events, awards, latest news update to share on facebook and instant you will get a traffic on your website also received good or bad feedback those will help you out to improve services and brand image in search engine.

<http://www.pinterest.com>

Pinterest is one of the major platforms used on Social Media there are around 176 Million registered users and around a 100 million active users each month. Users can upload, save, sort, and manage images known as pins and other media content through collections known as pin boards. It has a new mission of becoming one of the multi-billion dollar eCommerce hubs. Hence this leads to new updates on this platform. Let's see what the new biggest update all about is!

### **Social post**

Posting comments, shared information and new updates about your company on social media websites to get instant traffic and instant feedback. Social media refers to the content generated by social networking. The publishing mode for social media is many-to-many publishing. What this means is that a group of people publish a work or works that are distributed to another group, or several groups, of people. Social networks have become so pervasive that, much like meta search aggregator engines, social network aggregators have begun to arise. The concept is to log in to one place and see all your updates from various social networks, photo sharing, and presence applications.

There are many, many social media sites, but the big sites are

1. Facebook
2. Tweeter
3. Youtube
4. Instagram

**1. Facebook** – Is a most popular social networking portal in all over the world special like for young generation those always connect with social media and this a biggest social hub to share your website or brand information, new updates, events, achievements to the many of many peoples in very quick basis

Some interesting technique to generate traffic for your website through facebook.

For ex. If you have 500 connections and these file hundred approximately 100 connections each mean overall you will be connected with 500 known and unknown 49500 so whatever you shared information on your facebook wall it will automatically shared on 49500 facebook users.

**2. Tweeter** - There are 974 million users on Twitter; however, only 241 million people log on once a month. Compared to Facebook's statistics, it might seem like Twitter wouldn't be the best place to start.

When it comes to marketing on Twitter, your company bio and your audience are very important how you can optimize your Twitter results by following a few simple steps

### **Optimize Your Company or website Bio**

You want to make sure your company identity and voice are all branded well. Have a consistent tone between the Twitter account and the landing page, so your audience has a clear understanding of who you are and what you do.

### **Find Out Influencers and Experts in the Target Areas and Interact With Them Regularly**

Use Twitter search or tools to figure out where likeminded prospects, influencers, and customers are by searching for keywords that relate to your industry. Then follow them and interact with them on a daily basis.

### **Get Your Colleagues Involved**

The first people who are going to help you build your brand are going to come from inside the company. Make sure co-workers are following on Twitter and engaging with posts by tweeting, retweeting, and commenting.

### **Tweet Regularly**

Daily tweets and engagements are a great way to stay in front of your customers. Just be sure you tweet relevant information that's useful to them. That way, they retweet, comment, or favorite your posts.

### **Ask for Twitter Love**

Ask your followers to retweet, mention, or favorite tweets, or share content with fresh tweets.

### **Retweet**

This helps you link with and cement your thought leadership in the industry you're in. Plus, people love it when their tweets are retweeted by businesses!



## Follow Hash tags or Trends

You should take a look at trending hash tags and topics and figure out a way to make a relevant connection to your brand. For ex. Universal Business School launched new course PGDM (Business Management)

### #PGDM# Post Graduate Diploma in Management# AICTE Approved PGDM

**3. Youtube** - YouTube has statistics very similar to Facebook. They have one billion active users every month, which is about one out of every two people on the internet. People search YouTube for entertainment and educational purposes. This means businesses can easily get in front of their audience with a simple YouTube channel or some videos that demonstrate how to use their products, or what their services can do for their clients.

## Using YouTube

**Length of Videos** - YouTube lets you record videos up to fifteen minutes by default. If you want to make a longer video, you can visit the upload page and click on the 'increase your limit' option.

## Video Types

When you're making a video on YouTube, it's imperative you focus on the content your clients, customers, and fans are looking to view. This means your videos have to be oriented toward serving their needs.

## After Uploading the Video

The video title is a headline for your video, so it should be compelling and descriptive. Make sure you have keywords in the first two sentences of your description so people searching for that specific information can find it. Google and Bing will search the first few sentences of your description for relevant words. Use tags that describe your video's content, both broad and specific ones. Put the most important ones first, and ask yourself what keywords your viewers might use to find your video.

## Featured Videos

Once there are a few videos on your account, you can select one or even a few of them to be featured videos. You can prompt your viewers to view future videos after they've seen certain other videos. Just insert links or titles of those videos in the description.

## Sharing Videos

Your videos should be posted on all of your social media platforms if you have others. This helps your content be seen and shared by others. There is a share button below your video that lets you post it on social media's news feed, or you can send a link in your email newsletter.

## Choose the Right Tags and Category

When you're uploading videos to YouTube, you have to choose a category and enter tags for the video, which are also keywords. There are fifteen categories you can choose from, and you add dozens of tags to your video.

**4. Instagram** - Instagram is a great tool to use, but you have to know how to use it. Most businesses like to engage users who post photographs for them, but you can easily post your own for your business and obtain even more followers. Well, Instagram has over half a million active users every month. These users have shared over forty billion photos since the conception of Instagram, and they share an average of ninety-five million photos and videos every day. Eighty percent of the users come from outside of the United States, and it's used by 24% of American men and 31% of American women. Therefore, if your business is focused more on an international level, then Instagram might be a good answer for you. Plus, it can mean a lot of exposure if your photo or video goes viral.

## How do you use Instagram?

**#1: Get Familiar with Instagram using a Business' Perspective:** Instagram began a blog for businesses to follow that offers brand spotlights, tips, news, and API examples for businesses to use. Their blog is definitely going to keep you updated on how they operate, so it's a good idea to begin reading that on a regular basis immediately. Check out their blog and keep up with some of the more unique ways to use Instagram for your business.

**#2 Balance Fun Images with Images from Your Business:** Interesting pictures can receive thousands of likes and pictures of personal shoppers posing at luncheon events will receive half that amount of likes. You should be keeping track of the engagement your images get to figure out what your followers prefer.

**#3: Build a Following:** There are three main ways you can obtain a following in Instagram. If you already have a Facebook account, then connect the two. If not, then use some popular, relevant hash tags connected to your images. Or you can engage by liking others and following their photos. Cross-post selected images to the business Facebook page with hash tags that align with your brand image to help potential customers find you on Instagram.

**#4: Embed Instagram Videos into Blogs or Websites:** Instagram recently released an embed feature for desktop web browsers so that you can embed your videos into your blog or business website. Because you never know who is going to see your shares on a social networking platform, embed the Instagram video to extend the reach of your content.

**#5: Follow Followers Back:** The people you're following on social networking platforms will make all the difference in the world. Many brands on Instagram, some who have a very large following, don't follow their followers back. You should find the brands and people you like and can learn from in your followers, and then follow them back.

**#6: Create a Flexible Posting Plan:** You don't have to post daily on Instagram; the feed speed on Instagram is pretty laid back. Decide what you have ready to post and make a schedule to help you remember what you should be posting when and track what's working once you have a few posts.

**#7: Inspire Your Potential Customers:** Post photos that are relevant to not only your brand but also relevant to your potential customers. For example, a whole foods market might post photos that promote healthy, wholesome food items, sustainability, store events, and the active community of employees and customers they have. Attract your target market with images that share an inspiring and compelling story.

**#8: Create Photo Contests on Instagram Using Facebook:** You can host photo contests on Instagram with hash tags to organize the submissions, and RSS feeds to follow along with new photos as they're being added. Use your Facebook status updates to encourage potential clients and customers to enter the Instagram photo contest.

**#9: Market Your Brand with Trends:** Twitter used to have a # follow Friday hash tag that gained a lot of attention. You can use hashtags trending on Instagram to help out your brand. Find some trending ones that pertain to your brand and join in on the fun!

**#10: Build Network:** Instagram connects people by using photos, so here are three ways you can create a network: Engage by liking and leaving comments on other's photos. Follow the established followers from other social media sites. Include hashtags if your brand, using specific ones on Google+ and Twitter.

**#11: Create an Amazing Profile:** Like their counterparts on Facebook and Twitter, Instagram profiles have to include branding information in a specific way. Use the maximum number of characters available to you, pay attention to the wording and tone you use, and use specific image sizes.

## Social media in marketing

On the social web, consumers connect, share, and validate thoughts, arriving at consensus over time. Consensus on the social web may be fleeting or scattered small groups of ardent followers for products like a new designer energy drink Orit may indeed manifest as mass popularity around long-standing power brands such as Red Bull, Apple, and Nike, all of which have a strong presence on the social web.

## Advertising and Promotion

People log into their favorite social network for fun, relaxation, connection, and perhaps to consume news or information. They aren't there for ads. Turn on the hard sell, and you'll be disappointed. However, if you adopt a new marketing mindset, social media advertising can be fruitful indeed. Focus on driving word-of-mouth endorsement, brand engagement, and qualified leads, and you can drive big numbers at great return on ad spending. Online advertising is under pressure. Consumers are deluged with more commercial impressions than ever before, with overflowing e-mail inboxes, banner ads on every web page, and ads before every video.

Following guidelines to help you identify the highest-return social advertising options and optimize your performance as you go along:

1. Start with a top-line budget
2. Establish measurable goals
3. Allocate money and time between core platform and test-and-learn campaigns
4. Test constantly
5. Rebalance efforts and budget based on return

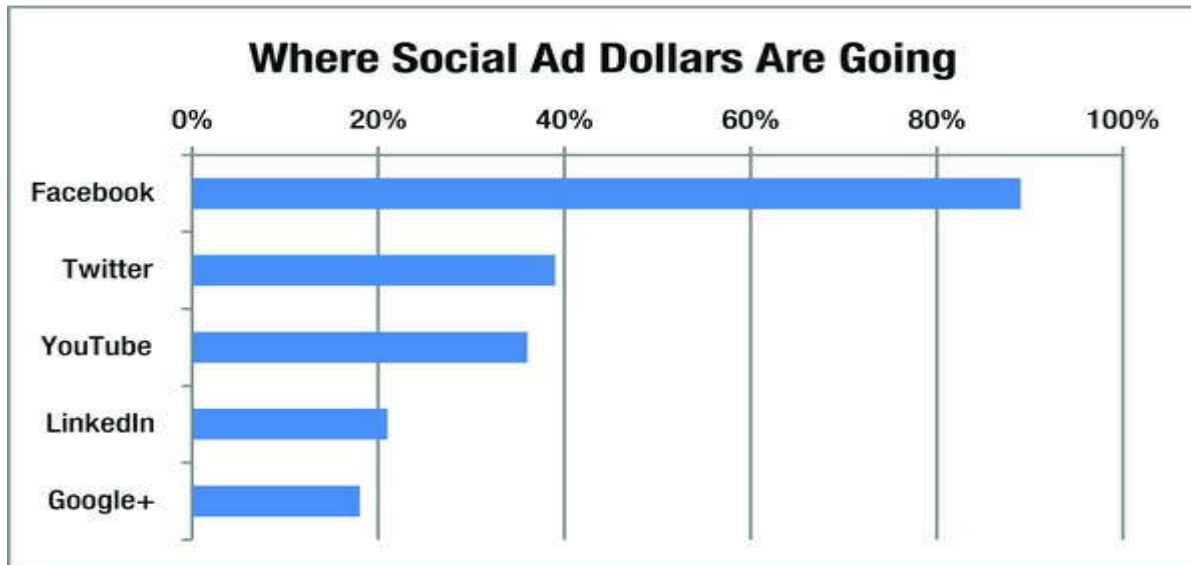
## Your Social Ad Budget

Consumers spend about 15% of their online time on social media, some experts argue that current media budgets are under allocated to social. A survey by Buddy Media found that ad media buyers plan to increase spending on social advertising: while

two-thirds of respondents currently dedicate less than 5% of their ad budgets to social, most expect in the next two years to be allocating 5–15% to social media. To manage a successful social media ad spend, you need the discipline of a fixed monthly budget that forces you to plan in advance, tailor promotions to seasonal peaks, pursue the best opportunities and say “no” to the many marginal ones.

### Goals and Tests

Advertisers are spending their money where the overwhelming majority of users are spending their time: Facebook. In a survey of media buyers, a resounding 86% of those who intended to advertise in social media planned to do so on Facebook



Of media buyers who intended to advertise on social media sites, fully 86% planned to advertise on Facebook. Source: GO-Gulf.com

### Average Time Spent on Top Social Media Sites

Site	Average Time on Site
YouTube	16.4 minutes
Pinterest	15.8 minutes
Facebook	12.1 minutes
Twitter	03.3 minutes

### Promotion and “Earned Media”

A most entirely on paid advertising, advertising and promotion are inextricably linked. Your major advertising campaigns should be echoed simultaneously in other channels, including traditional and online press releases. Goal is to create positive brand associations and build authentic connections with brand loyalists and genuine prospects. Blog networks are an interesting fusion between social media and paid promotion. Today, most of the biggest, most influential blogs are no longer labors of love but are supported by advertising and sponsorship.

### Optimize for individual platforms

Individually optimize with one to many social networking sites to build strong networks those will help for business expansion and increase the position in search engine index.

### Use Facebook’s Page Insights

Facebook’s Page Insights provides statistics to help you determine what’s working for your account. You can use this data for targeting your sponsored posts, finding out what posts are popular, and understanding the demographics of your followers

Link Your Instagram Account to Your Facebook Page. This means that when you share a photo on Instagram, it will automatically appear on your Facebook Page. Just remember that you did this so that you don’t inadvertently share an Instagram photo that you don’t want everyone on Facebook to see.

## Embed Videos

Embedded videos are a good way to add drama to your Facebook posts.

## Interact with Other Facebook Pages

Managers of Pages should share and comment on other Pages. This is supposed to increase how often your Page is displayed.

## Experiment

More than any other platform, we cannot figure out how to optimize Facebook posts. For example, our goal is that every post contain a big graphic whether people read it on a computer, Android device, or iOS device, and as far as we can tell, this is impossible.

## Google+

### Think Twice About Starting a Community

Google News curates news from around the world. The most popular stories display a button that says “See real-time coverage.” Click on this button, and to the right of the story you can enter a Google+ comment.

### Use Replies and More

Replies and More is the most valuable Google+ extension in the world, and it is amazed that Google hasn't added its functionality into Google+. It enables you to reply to someone and trigger a notification to him or her without having to type “@” and the person's name. This procedure increases the likelihood of a response.

### Add a Google+ Profile Badge to Your Website

You can embed your Google+ profile badge in your blog or website to facilitate people reading your Google+ page

Let us enumerate some factors of social signals that are likely to improve search ranking.

- Number of Facebook shares
- Number of people that like your brand on Facebook
- Number of Twitter followers
- Number of tweets mentioning your brand name or including a link to your website
- Number of people that “have you in their circles (Google+)”

### Website reviews and ratings

Online visitors always believe on reviews about the site or company and then decide for the next step. For ex. If you want to buy a printer on Amazon and before buy you are checking the reviews and almost are good about the vendor delivery and product packaging then only you go with buy option otherwise move to next vendor same way if bad reviews posted against the restaurant then people don't like to visit this restaurant and it will affect on the business as well as website ranking in Google.

Similar to the effect of adding a blog or forum to your Web site, adding reviews to your Web site can have a positive impact on your search-engine rankings while enhancing the overall credibility and sales of your Web site. Reviews provide an opportunity for your Web site visitors to learn from previous customers while providing you with fresh user-generated content, which search engines love. User reviews have the same selling power as a testimonial. If you offer a product or service, other users' reviews can help increase sales. People find comfort knowing that others have used the product or service with good results. Although you may be concerned that users may provide negative reviews of your products, the positive effect of having user reviews on your Web site far outweighs the risk of an occasional negative review.

**Google Reviews :** Only Gmail user can add the Google reviews for any website or company and this is very useful to maintain the brand image in search engine. If anyone gives the negative reviews then it will be difficult to maintain reputation in search engine.

**How to handle bad reviews ?** If any bad reviews are added then positively reply on these reviews and try to resolve any differences between these customers or online visitors.

### Volume of Customer Reviews Associated with Your Local Business Listing

The search engines can also use the metric of customer opinions to rank local search results. Customers can choose to leave reviews of businesses on their online local business listing. This information can then be used to rank businesses. Additionally, the search engines can use the number and sentiment analysis from reviews as a signal of whether or not a local business should

rank well for a given query. This is a helpful metric because the nature of a business that has been reviewed four times versus a business that has been reviewed five times is completely different than a business that has never been reviewed at all.

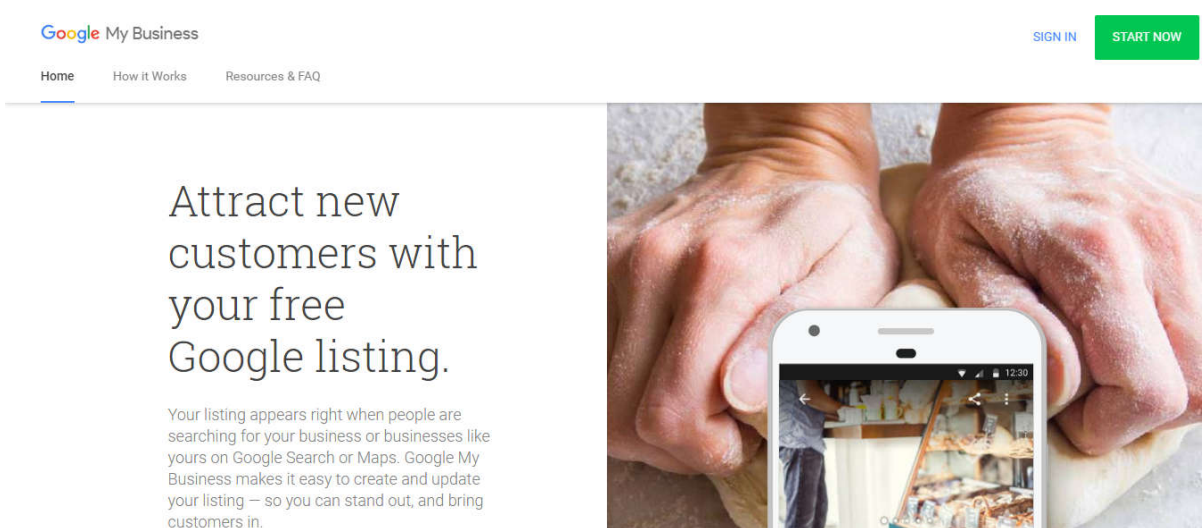


Above image shows 205 reviews for welingkar institute of management development & research and it is a good impression on online visitors who searching distance or online management course online in Mumbai. Good reviews always beneficiary for the business and it will great help for increase the ranking level in search engine. Use reviews when your audience has something to say that will itself aid potential customers in making a smart choice.

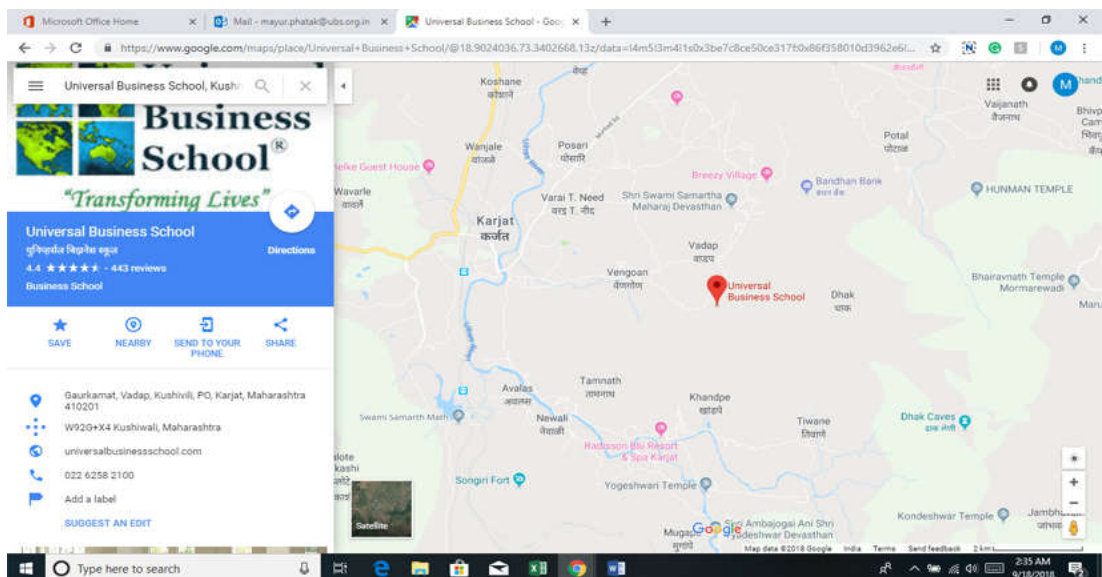
### Off-page seo techniques

#### List business in Google

Most important features for off page optimization is add your business in Google. It is FREE Service provided by google and once the Google approve listing then your company location will start showing in google maps so your clients will easily find out your office location by google maps. Local business listing in google help for local SEO.



If you looking for Universal Business school in Karjat then following result will show in google map and easily to reach the place.



## Email marketing

Email marketing helps to without knocking the door and reach to unknown many customers locally and around the world and getting more traffic generation for the website. Either way, the email marketing you conduct today faces stiff competition from the email communication that is now the backbone of our digital lifestyles. This is best technique to reach the customers without noise and attract them to follow your website and generate more traffic that would be hit your website ranking in search engines.

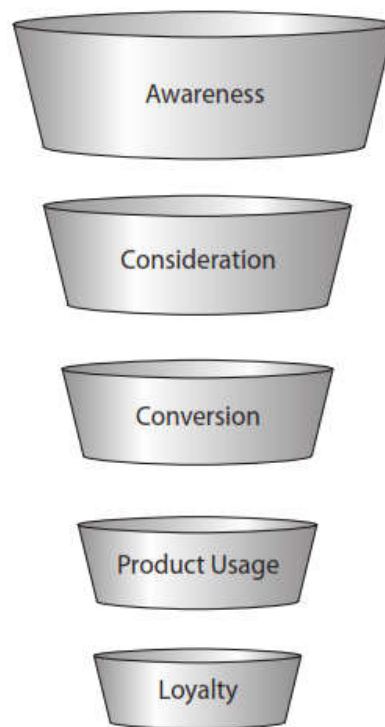


Figure 1.3 The five types of email

### Five types of email

**Awareness:** To make customer aware of Company X by building image

**Consideration:** To bring Company X into the consideration set.

**Conversion:** Convert visitors to client through landing page from the website. Conversion emails are the most common form of email marketing messages that a person receives (outside of personal communications). These messages are your standard, hard-hitting, “Buy it now” and “Sign up today” emails. But email marketer, beware! These emails can be the worst performers when you evaluate your return on investment (ROI). This subject line email most of the time delivers to junk box and not possible to generate the traffic for website attention.

**Product Usage:** Create interest in product and services. After the initial sale has been made, many email marketers get lazy, stop working, or flip the responsibility of emails to another department within the company. Don’t fall into this trap! For example, when you purchase something from Amazon, you immediately receive a confirmation email. Inside that email are some recommendations of other products that people who bought the same thing you did also purchased. A week later, you receive an email asking you to complete a survey about how happy you are with the product you have purchased and, again, subtly recommending products “others like you” have tried.

**Loyalty:** Deliver value-added information Ex. Explain Hosting servers security how to manage in a simple way.

Similar to usage emails, loyalty emails are sent only after a sale or transaction has taken place between you and your customer. The difference is that usage emails drive the customer to use the product or service they just purchased, and the emails encourage the reader to share their resulting feedback with friends and family.

### How to harvest email id’s to deliver email marketing?

Email marketing required for good email id’s to deliver email campaign emails and following way to harvest the email id’s.

1. Add email newsletter subscription on website
2. Search different category in Google and visit each site and then from contact page collect the email id's.
3. Collect email id's from yellow pages CD
4. Visit the commercial event and collect visiting cards or brochure

**Drawbacks of email marketing:** Bulk email marketing harmful for search engine index reputation because traffic not generated if emails going to junk box. So trusted email id and proper email marketing gateway important for email marketing.

Following websites providing email marketing services and most of the time emails going to inbox.

<https://netcore.in>

Mumbai base Necore company send email from their unique more than 10,000 rotation IP's and this is best technique to deliver bulk emails in a proper way and deliver to the end to end unknown customers.

### What's the Big Problem with Frequency and Reach Campaigns?

Maybe they make money in the short-term, but they sabotage long term relationships by ignoring the opportunity to talk to the appropriate individual about the appropriate things. Too often, frequency and reach campaigns reach near-term goals at the expense of long-term relationships.

Following point is required for more attention on email marketing and try avoid this incidence.

- 1) Spamming
- 2) Bounce emails
- 3) Black List

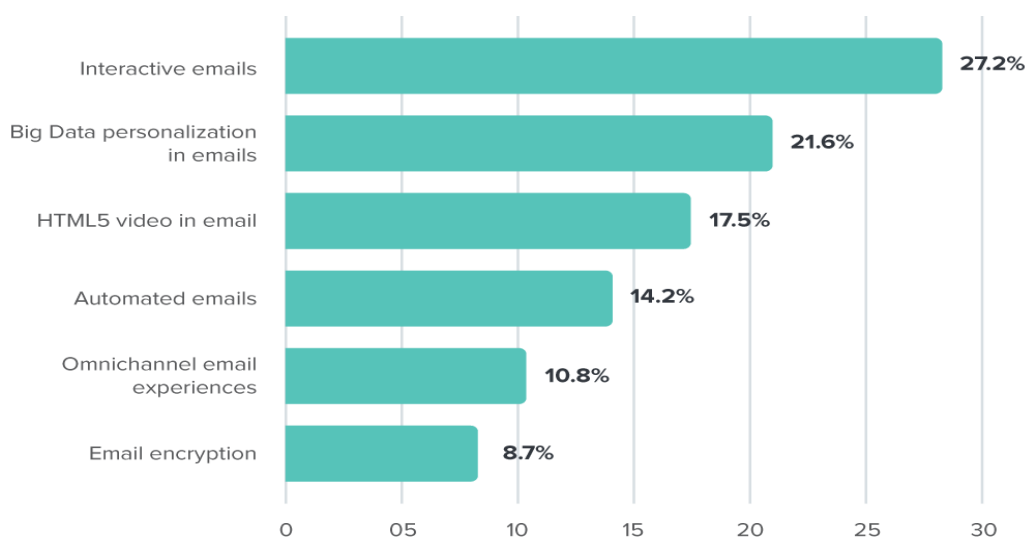
### How Do You Avoid These Issues?

Don't "look" like spam, both in terms of your content and interms of your technology. Make sure that your content is relevant to your list members. If you send them things they aren't interested in, they're going to unsubscribe or delete. Keep them involved! Give them things to do link to games to play, puzzles to solve, articles to read, product discounts touse, and videos to watch. Above all, make sure that your content is on target. Play on their needs and interests, and you're much more likely to be read. Finally, don't annoy your subscribers by sending messages too frequently. Your frequency should be enough to keep your relationship with your readers intact, but not so often that you burn them out. Now for the technology: Work with a good email provider to make sure that you stay off the email blacklists. I can't stress how important a good technology company is. And if you do end up being blocked, immediately work with the watchdog organizations to clear your name

### Email Marketing trends 2017

## Top Email Marketing Trends in 2017

Complete this statement: "2017 will be the year of \_\_\_\_." (select all that apply)



Source: Litmus poll of 1,262 visitors to its blog between Dec. 5 and Dec. 20, 2016

## Document sharing

Document sharing is one of the best way to increase the visibility and diversify a blacklist profile a bit. PDF file submission on various file sharing websites mean a positive impact on ranking because if you offer them to download or share the document and pdf sites are similar to web 2.0 sites in terms of SEO.

### High Pr Do follow Document Sharing Sites List

S.NO	Document Sharing Sites (PDF)	Page Rank	DA	PA
1	scribd.com	8	91.54	92.64
2	sliderocket.com	7	71.28	76.35
3	docdroid.net	7	76.39	80.65
4	mininova.org	5	73.12	77.86
5	slideboom.com	5	58.88	65.35
6	calameo.com	7	90.15	91.04
7	thinkfree.com	6	66.64	58.15
8	authorstream.com	6	67.35	73.04
9	4shared.com	6	81.31	84.73
10	slideserve.com	5	41.73	51.37
11	divshare.com	5	65.12	55.15
12	slideworld.com	4	33.88	43.28
13	keepandshare.com	7	69.91	74.22
14	rapidshare.com	7	81.92	75.98
15	edocr.com	4	49.48	57.98
16	letitbit.net	3	71.45	52.71

If you are providing server hosting then you can create a knowledgebase document that “How to change port number from root” and fulfill all the details related to the subject and upload on slide share or 4sharedplus or above on any sites and then place a comment with keywords. Now this is a very strong source for the new hoster to find security and once they found on above on any document shared websites then he will try to visit your website and will purchase the solution. So two important events to be created i.e traffic generated and visitor converted to the client.

Above image shows the welingkar institute of management and research maintain the page on shiksha.com and provide the official brochure download.

## Questions and answers

Another best way to getting high traffic for the website need to participate on questions and answers subjects sites. For ex. Yahoo answers – most popular free questions and answers posting websites and millions of users active on this sites. So if you have good knowledge about your company related job word then you can participate and give the answer with a link to your website which will help in bringing you more visibility.

### Question and Answer Websites

S.No	Question and Answer Sites	PR
1	https://answers.yahoo.com/	8
2	http://askville.amazon.com/	8
3	https://www.quora.com/	7
4	http://www.blurtit.com/	4
5	http://www.ehow.com/	6

Welingkar Institute of Management Development and Research college has managing their official page on shiksha.com and trying to attend the questions from the online visitors.



PGDM in Media and Entertainment [Add to Compare](#) [Download Brochure](#)

Eligibility Admissions Fees Structure Seats Info Placements **Q&A 3** Gallery 17 Contact

**Ask & Answer** (Showing 3 of 3 questions)

**Q:** Is PGP in media and entertainment which is an 11 months course a good option? Do they provide with good placements?  
**A:** This course has started two years back only. There are many good media houses ...  
 by Abhijeet Bhagwat Contributor-Level 9 [Read All Answers \(3\) >](#)

**Q:** I am not selected for the merit list displayed today. My GD-PI was good enough. Is there any chance to get selected in the next merit list?  
**A:** Depends on your overall profile and your GA/PI performance, as there is weigh ...  
 by Bazil Aga Contributor-Level 10 [Read All Answers \(3\) >](#)

**Q:** Is it reliable to opt for Welingkar's PGDM Media & Entertainment as is it starting this year? Will placement for this PGDM be same as others?  
**A:** It started last year, and the response has been quite good. Talk to some of L...  
[View All 3 Questions >](#)

**Ask current students, alumni & our experts**  
 Type your Question here..  
[Ask Question](#)

On yahoo answers if you find out the questions then you will get the proper answer by welingkar institute and that answer will impress by the visitor and will defiantly join the college no doubt.

**YAHOO! ANSWERS**  [Search Answers](#) [Search Web](#)

Education & Reference Higher Education (University +)

**How good is welingkars distance learning programme for MBA in Mumbai?**

I am planning to do a Distance learning programme in Operations management from Welingkars Institute of Management. How good is it?

**YAHOO! ANSWERS**  [Search Answers](#) [Search Web](#)

**Answers** Relevance ▾

**Best Answer:** Hello,  
 Just for your knowledge apart from MBA there are other Post Graduation Courses as well which are taken up by students and students are getting guaranteed salary packages in the range of 4 -6 Lacs. Some of these courses are Hospitality, International Hotel Management, Healthcare, Event Management, Public Relations and Corporate Administration. So while you are looking for a MBA course which is of 2 years duration, you can also go for these 1 year post graduation courses.

**Advantages:**  
 Course fee is less and duration is also 1 year as compared to MBA  
 Student can earn back upto 50% of their fees.  
 6 Months of industry exposure  
 Guaranteed salary packages which are at par with MBA institutes.

**Answer:** You can see the reply from welingkar college to the student is so impressive and short format included all words those used on welingkar website and that's why welingkar college website getting more traffic

**RSS feed:** Content syndication simply means sending out your Web site content to others. The big upside of syndicating your content is having more people read your stuff, which in turn can lead to increased traffic coming back to your Web site. The potential downside of syndication is duplicating your content. In essence, you are trading potential search engine ranking for direct links and the traffic that your feed brings in. RSS is short for Really Simple Syndication, and it is a method for distributing frequently updated content. Basically, people who receive an RSS feed see a page that displays all of a Web page's recent updates or uploads in a standardized format. An RSS document (which is called a feed) contains either a summary of content from an associated Web site or the full text that the spiders come and look over. An RSS feed is a typical example of content syndication. RSS is a method of distributing links to new content in your Web site, and the recipients are people who've subscribed to your RSS feed. Even though your RSS feeds ends out lots of copies of the same text, you can avoid a duplicate content problem by only sending out a snippet of your article, not the whole thing.

**Following Websites providing free RSS feed generation:** <https://feed43.com/>

<http://fetchrss.com/>  
<https://feedity.com/>

Google Product Search, uses spiders along with RSS feeds to check for new content.

### **Finding RSS feed**

If you need to submit your feed to the search engines or feed engines, you can use any of the following four standard feed locations. Each one represents a different feed standard, but they all accomplish the same thing and search engines can read all of them: <http://yourDomain.com/?feed=rss>

### **Promoting your RSS feed**

The single best way to promote your feed is to make sure you have clearly visible RSS icon, with a link to your feed visible throughout your site. You can also submit your RSS feed to special search blog-only search engines; we'll learn later how to submit your blog to blog engines.

### **So how does RSS syndication work?**

When you publish a new Web page about a particular topic, you want others interested in that topic to know about it. You can do so by listing the page as an item in your RSS file. You can have the page appear in front of those who read information using RSS readers. There are several RSS or news aggregators out there that you can use. A little searching around will turn up the feed reader that's just right for you:

**News Is Free ([www.newsisfree.com/](http://www.newsisfree.com/)):** A free service. With it, you can create customized pages for different topics, and then have headlines from various resources automatically filled into those pages.

**Feedreader ([www.feedreader.com/](http://www.feedreader.com/)):** A small, free software-based tool. Just enter the URL of a feed, and the headlines are brought back and made viewable within the application.

**Google Reader ([www.google.com/reader/](http://www.google.com/reader/)):** An easy-to-use feed reader that also enables you to share, comment on, and trend items. It's integrated with your Google account. As with most things Google, it's completely free.

### **Off-page SEO techniques**

#### **Video sharing**

With the advances in streaming technology and faster Internet connection speeds, video is becoming more and more popular as time goes on. Like increasing the rank of your Web site, you can use similar techniques to make sure your video has a chance of achieving a high page rank.

#### **Getting search-engine ranking for your video is as simple as this**

Place keywords in the metadata of a video. Meta data is descriptive text, containing mostly keywords, that can be placed in the HTML of the video file. You want this text to both describe the video and give the spiders something to look at.

**Use YouTube ([www.youtube.com](http://www.youtube.com))** to host your video. YouTube was acquired by Google a couple of years ago, so any video on YouTube gets indexed a lot faster than it would on other video hosting sites.

Link from your video to your Web site. This could help drive up your site's traffic and ranking. Of course, you especially benefit from this strategy if the video you post becomes popular. Keep in mind that because YouTube.com is a separate site, the video is not considered "your" content. You want to host the video on your own site as well so that you get credit for it as part of your content. Always link back to your site in the description of the video and in the video file itself.

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