

HOW DIGITAL MARKETING CAN HELP YOUR BUSINESS BEAT THE COMPETITION

AN E-BOOK FROM WEBGURU INFOSYSTEMS



The ebook consists of various blogs written by the digital marketing experts of Webguru Infosystems.

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Introduction

In the contemporary digital age, most of the businesses that have an aspiration to drive growth have an online destination. The realm of dotcom is saturated with numerous web and mobile applications in every possible domain. This results in a potential trouble - how to get your target audience to pick your brand over the others?

This is where digital marketing comes to play. Leveraging the power of strategic digital marketing can help you drive visibility, brand awareness, quality leads, and even conversions! Optimize your organic and paid marketing efforts to establish a strong brand identity - something that small and large enterprises demand alike. With strategies like SEO, PlayStore and AppStore optimization, SMO, SMM, email marketing, etc., digital marketing can help you gain a competitive advantage.

If you want your brand to cut through the clutter and get featured in the top sections of the search results, create an out-of-the-box marketing campaign, expand your user base, increase sales and conversions, and track the efficacy of your marketing efforts; you will find the suggestions outlined here really effective.

Have a wonderful reading experience!

We hope you will love the exclusive collection from our blog. For more interesting updates visit our blog www.webguru-india.com/blog/

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Ultimate

Google Ads Strategies To Drive Higher ROI

While optimum organic search results can be obtained by implementing several SEO strategies, paid advertising requires marketers to pay the owners of the ad space. There are several categories of paid ads, including PPC (pay-per-click), PPI (pay-per-impression), and display ads.

PPC is a form of search engine marketing where search engines allow the advertisers to display their ads on the SERP (Search Engine Result Pages). Here, you need to pay a fee to the search engine every time the ad is clicked.

Though the term PPC also includes paid ads on social media networks, such as LinkedIn and Facebook; today we will focus on Google Ads only. The blog explores several Google Ads strategies to help you extract the best results out of your PPC ad campaigns. However, before that, we will discuss the benefits of paid ads generally implemented by the experts of digital marketing services. So, without further ado, let's dive in.

• Benefits of Paid Ads

Here, we will discuss a few benefits that you can derive by investing in paid advertisements. This will come in handy when you hire the services of any PPC management company for you would already know what to expect of it.





Greater Brand Visibility

A successful paid ad campaign can improve the rank of your website and display it on the first page of search results. This effectively enhances brand visibility and awareness, which is so crucial to your business.

Drive More Conversion and ROI

Since PPC ads target specific keywords, which any potential lead may use to search for information, products or services, these have higher chances to drive conversions. In fact, according to Unbounce, PPC visitors have 50% more chance of purchasing something vis-a-vis organic visitors. Thus, it can generate a higher ROI (return on investment).



Measurable

PPC ads that are run through the Google Ads platform are easily trackable. As a result, you can determine which ads are impactful in driving more traffic.



Target a location

Here, you can choose to display the ad in specific countries, cities, and zip codes. This option enables local businesses to connect with people residing near them.

PPC is a powerful marketing tool that can effectively help in enhancing online visibility, driving traffic, generating conversion, and boosting ROI. Most often, PPC shows faster results than SEO since the latter takes time to generate organic leads. This contributes to making many website owners believe that they can rank high through PPC without investing adequate resources, effort, and time in search engine optimization. However, that is not the case at all.

PPC doesn't replace or reduce the efficacy of white label SEO strategies in boosting organic traffic. Rather, it should be considered as a complement to other inbound marketing strategies.

By now, you must have received enough information about PPC. In the following passage, we will discuss some effective Google Ads strategies to help you obtain a higher ROI (return on investment).



• Effective Google Ads Strategy

According to a survey, the first-page minimum bids for Google Ads have gone up by 15%. On the other hand, the number of ad slots on the desktop version has been reduced from 11 to 7 (source: Karooya). Such competition makes it essential for the advertisers to learn some effective Google Ads strategies to survive in the market without wasting money. These strategies will help to improve the quality score of your ad. Before delving deeper, let's explain the Quality Score in brief to offer you a comprehensive idea about paid ads.

Quality Score is a rating from Google given on the basis of the relevance of your ad (for example, how closely the keyword relates to the ad, and how closely the ad relates to the page content) in order to ensure that you are not directing traffic to irrelevant pages. For example, an advertiser may bid on "shoes" when he actually sells "vacuum cleaners". Google tries to regulate such black hat strategies in order to enhance the user experience.

The Quality Score ranges from 1 to 10 and helps Google to show a relevant ad as per the score. If your competitor bids on a keyword at \$6 and has a Quality Score of 3, while you bid on the same keyword at \$4 and obtain a Quality Score of 7, Google may give your ad a higher rank because of its relevance.

Below, we will explore a few Google Ads strategies to improve the Quality Score.



Select the Right Keywords

Performing keyword research will effectively help to generate the top keywords in your particular niche. Tracking their performance is also important before bidding on the same keywords. Let's explain it with an example.

Suppose you have placed a bid on the keyword "digital marketing agency", Google may show your ad when someone searches with the term "best digital marketing agency". You can check the Search Terms Report of Google Ads to know the keywords for which your ad has been displayed. The 'Match Type' column of the report indicates the proximity between the search term that triggered your ad and the actual keyword you used.

By tracking the performance of the keywords with respect to the search terms, you can add, delete, or change the keywords accordingly.

The keyword match type instructs the search engines as to how aggressively or restrictively you want your keywords based advertisements to match the searches.

These are as follow:

1. Exact Match: Suppose someone searches with the phrase "men sports shoes black" and if your keyword is only "men sports shoes", then the search result will not be displayed since the search term does not match with the keyword.

2. Phrase Match: Here, the ad will be displayed if the search term follows the same order of words, even if it contains other words. Continuing with the previous sample keyword, when someone searches for "men sports shoes black with spikes", the ad will appear. But if the search term changes to "sports shoes for men black", the ad will not appear since the word-order has been changed.

3. Broad Match: Here, the ad will appear if the search term contains the same combination of words as in the keyword. The words can be used in any possible order, with variations like singular or plural forms.

It's important to adopt a keyword strategy very carefully. For example, bidding on the exact match keywords will help you to reach a narrow and specific target audience who search with the exact keyword. Since there can be numerous variations of search queries, chances are you may not drive much traffic through this.

To avoid such an issue, setting keywords to broad match is a popular strategy. However, this has a drawback as well. While it can drive a considerable amount of traffic, you cannot be certain if it is qualified traffic. For example, if someone searches with "black", or "sports", and your ad shows up, it may drive potentially unqualified traffic, resulting in wastage of your money.

To combat unwanted traffic, broad match modifier and negative keywords are some useful tools. The Broad match modifier (BMM) allows you to add a '+' sign in front of the words in a keyword phrase. These words need to be present in the search term irrespective of the word order. Thus, it offers more control than broad match while ensuring higher flexibility than phrase match. Also, the ad will not appear for related or synonymous search terms.

Let's explain this with the earlier example. If you modify the keyword as +men, +shoes, it can match "men blue sports shoes", 'buy shoes for men', and so on. However, it will not match "gents shoes" because the word "men" is missing from the query.

A negative match keyword is another way to refine the keyword strategy. This allows your ad to avoid getting displayed for some search queries. For example, if you set "blue" to the negative match, the ad won't show for any search containing the words - "blue sports shoes".

Improve the Quality of Ad and Landing Page

A catchy headline with a compelling ad copy revealing the service of the website is effective to catch more eyeballs. But, optimizing an ad has more to it. For example, a display URL or Vanity URL is an important aspect. The destination URL of the original page can look messy. The display URL needs to be readable and product or service-centric. This can effectively help to improve the Click-Through Rate (CTR). For example, if you want to publish an ad to sell grocery items, you can set your display URL to www.shophub.com/grocery-storehouse even though this is not the destination URL where traffic will be redirected after clicking the ad.

Refining the quality of the landing page is another crucial factor contributing to improving the Quality Score and conversion rate. The page should be user-friendly and provide adequate information to drive conversion. You can also use web analytics like Google Page Speed Insights and Google Mobile Friendly Test to check the quality of your landing page. It's better to split up the ad groups into smaller and relevant groups and form a targeted landing page for each of them. This can help to reduce the bounce rate.

Spend Your Budget Carefully

If you use relevant and popular match types, chances are you can receive excessive clicks resulting in your budget getting exhausted at the blink of an eye. To avoid such an issue, the Google Ads' Campaign Daily Budget option allows you to adjust the budget every day and invest as long as your Return on Investment (ROI) is positive. You can also seek to decrease the budget on low-performing campaigns. This flexible budget management system ensures that you don't run out of resources.

Conclusion

Paid advertising is undoubtedly one of the on-demand methods of enhancing brand visibility, growing brand awareness, increasing traffic, and boosting sales. However, only a strategic approach can offer you the expected results. Targeting the right keywords, continually optimizing the marketing strategy, and contacting a certified PPC service provider can ensure every penny of your PPC budget counts.

Effective PPC Trends

You Must Follow in 2020

Once it comes to PPC (Pay-per-Click), you seek for instant results. And according to a survey by Bluelist, paid search ads can increase brand awareness by a whopping 80%. However, as the trends in digital marketing are changing rapidly, you need to spend your budget efficiently in order to meet your business objectives. The only way to do this is by adopting the latest PPC strategies.

No worry. We have got you covered. Learn these PPC trends you are going to witness in 2020 so that you can implement the right hacks to improve your ROI.

• PPC Trends in 2020

During the initial phase of PPC, search engines like Google and others used to run search listing ads only. But with time, display and video ads along with various social media channels, and popular e-Commerce platforms are coming to the forefront. These are gradually changing the PPC landscape. Check these out.





1 Automation and Artificial Intelligence (AI)

Digital marketing has not simply revolutionized the advertisement landscape, but also brought about a renaissance in the manner we receive, handle, and process the humongous sets of data available in the cyberspace.

In other words, PPC automation is reshaping marketing.

PPC automation is the use of AI and machine learning to optimize search engine marketing (SEM) efforts. It can manage the bidding procedure with more accuracy thereby saving both time and money.

AI's machine learning capabilities can collect and identify the users' search patterns, web browsing activity, and purchase history. Thus, Artificial Intelligence automates the optimization procedure and offers optimum results. Here's how AI can be beneficial for you:

Pausing Low-Performing Ads

AI allows you a respite from constantly monitoring everything. AI can identify the low-performing ads and suggest you to stop them while prioritizing those offering the most returns. It recommends you to bid more on the best performing ads while reducing the budget for poorly performing ones. Thus, it can improve the ad performance based on your set goal while effectively saving money.

Adopt the Right Bidding Strategy

AI can also determine the best bidding strategy to accomplish different goals. Therefore, you can choose whether you want to prioritize clicks, impressions, or conversions and allow the system to take intelligent bidding actions on the campaigns.



Dynamic Search Ads

Another significant automation to help you increase the CTR (Click-Through-Rate) is the Dynamic Search Ad. It uses the search engine's organic web crawling technology to target relevant search queries. Dynamic Search Ads pull content from your website and display the same in the ad. Then it directs the ad to your most relevant web page containing that keyword. Let's simplify it with an example.

If you own a hotel in Mumbai and someone searches for a luxury hotel in Mumbai, the search engine will automatically generate a relevant headline by taking information from your website content and allow you to reach audiences that you could have missed otherwise.

Thus, AI helps to create powerful, optimized, and relevant ads that can drive more conversions.

Why Should You Care?

With a massive amount of information swirling around, search engines use automation systems that are built to capture the patterns of user behaviour and can be advantageous for advertisers like you. With more user-centric and relevant ads you can catch the attention of your target audience and increase the conversion rate.

2 Alternative Platforms To Google Search Listing Ads

The scope, impact and cost-effectiveness of digital marketing coupled with the rising cost of advertising in the print and electronic media has led companies to invest in Google Search Listing Ads. However, this huge influx of advertisements has cluttered the Google Search Ad space and limited its scope in drawing eyeballs. This has resulted in a higher cost per conversion ratio as multiple companies are fighting for the same ad space. Thus, as per the expert PPC service providers, the Google Search Listing Ads Space is no longer the sovereign ruler in the PPC market.

In fact, by diversifying your PPC campaign, you can access multiple channels to draw the eyeballs of your potential customers. You may need to remind consumers about your service or product several times before they make a purchase. This can allow your ad to frequently appear in front of them if you advertise across multiple platforms they use.

Several platforms are increasingly becoming crucial to the advertisers. Here, we will mention the five most important alternative platforms you should check out in 2020:

Google Banner Search Ads



Display or banner search ads can promote your business when people are watching YouTube videos, browsing online, checking emails, or using any web or mobile application. Since it reaches 90% of global internet users, these can be your best bet as far as drawing customer eyeballs is concerned.

Facebook

You can use the social media giant, Facebook to advertise your business in its Marketplace section. Here, you can create advertisements in the form of stores to be seen by people in their news feed, search, and other areas. Such stores can reach more customers with buyers' intent. You can use the social media giant, Facebook to advertise your business in its Marketplace section. Here, you can create advertisements in the form of stores to be seen by people in their news feed, search, and other areas. Such stores can reach more customers with buyers' intent.



Instagram

Even a few years ago, in 2013, Instagram had nearly 130 million monthly users. But currently, with over 1 billion monthly active users (source: Oberlo), Instagram has become one of the most favourable ad platforms.

Visual appeal is a crucial element for Instagram ads to draw more attention. Therefore, it's important to make your ads visually attractive to get more leads in 2020.

Quora

Quora is a question-answer forum where people come to ask questions and read and share useful answers. This also includes people searching for reliable information about a company, products, or services. Thus, it provides advertisers with the opportunity to promote their business and influence people to purchase their products.

Amazon

According to Thee Digital, Amazon is the third-largest advertising platform right after Google and Facebook. Though the latter ones have a wide audience, the users are not always looking to purchase something from these sites. Whereas in Amazon, the buyer intent plays a prominent role. Most of the users searching the site are planning to buy something. Therefore, the conversion rate is usually high on Amazon.

Other than these three, other platforms like Reddit, Pinterest, and Tiktok among others also have a wide user base.

Why Should You Care?

Publishing your ad on diversified paid media platforms is a step to acquire more leads and boost your business. Not convinced yet? According to a recent study by Foundation Inc, Quora has over 300 million monthly active users. Do we need to say more?

3. Surge in Video Advertising

According to HubSpot, 72% of consumers prefer to learn about a service or product with the help of a video. Video is an amazing resource that businesses should utilize and is sure to dominate the market in the coming years.

The video ad is a great tool to enhance your business reach and add to your brand's appeal. Videos also evoke a sense of reliability and a compelling video can effectively make a brand go viral.

The Bumper Machine tool of Google helps video advertisers in this regard. Powered by machine learning, it can select a few catchy moments from a longer video and conjoin them to produce multiple 6 seconds bumper ads.



Why Should You Care?

Videos allow the brands to communicate their story to the target audience. With the increasing popularity of video advertising, you should leverage its advantages by integrating it into your marketing strategy.

Conclusion

The rapidly changing PPC trends can be a bit overwhelming at first but you can surely obtain huge benefits by adapting to them. Keeping an eye on the new developments can effectively help you to stay ahead of your competitors. So, should you want to leverage the benefits of the latest PPC trends, better engage any experienced PPC service provider in India. Or should you want your business to draw organic leads as well, then you may avail digital marketing services as well.

So, which trend do you plan to follow right away?

Importance of Display Ads in PPC

One of the common payment plans and digital marketing tools available to businesses is PPC (Pay-Per-Click). It is a model of online marketing where advertisers have to pay a fee to the search engine every time their ads get a click. The major benefit of PPC is that it allows you to reach the right audience as the campaign ads are shown to those who are actively searching for the products and services related to yours. Hence, it helps to boost traffic to your website and drive more conversions by reaching the interested leads. In fact, a recent study by Blue Corona reveals, PPC visitors are 50% more likely to purchase a product or avail a service than organic visitors.

In this article, we will discuss the importance of display ads and find out why these are extensively used by the PPC service providers. Before delving deeper, let's define display ads and their benefits.

• What are Display Ads?

Display ads, commonly known as banner ads, are a type of online paid advertising. They typically convey a commercial message through images, animations, or other graphics. In fact, these can be spotted on any website and feature interactive displays to engage the users.

Display advertising is a popular practice in digital marketing today. According to a recent survey by Acquisio, Google's display advertisement network reaches 90% of global internet users. Therefore, leveraging such a wide range of audience can be quite advantageous for your business.

• # Benefits of Display Ads

Display ads are effective in enhancing brand awareness and can be a major component in a marketer's paid ad campaigns. Go through the following advantages of display ads to know their importance in PPC (Pay-Per-Click) marketing.



Brand Awareness

Display ads are great in boosting brand awareness because they are found in a place where potential leads already exist. Suppose, a customer is checking out some diet recipes in a website, and a display ad of a health food store shows up. Here, even if the customer may not be aware of the store, the ad may create awareness and lead him or her to check out the e-commerce site. Thus, the site can garner more traffic.

Remarketing

Suppose, a user happens to visit your site but didn't carry out any transaction. You can direct the display ads to the user and remind him or her about your brand, product(s), or service(s), thereby improving the chances of a conversion.

Targeting and Tracking

Due to the extensive reach of GDN (Google Display Network), you can target a specific set of audience by placing the ad on the right website. Further, clicks, impressions, and conversions – everything can be tracked from Google Ads. Therefore, you can monitor which campaign is effective for the business.

As per our observation, the objective and potential of display ads and PPC marketing are not entirely different in the sense that they both cater to a specific set of your target audience. While catchy display ads can attract more eyeballs, an effective PPC campaign can drive conversions. Merged together, display ads can show an impressive impact on spreading brand awareness, generating higher ROI (Return on Investment), and boosting your business.

Conclusion:

The visual appeal of display ads to grab attention and the potential of PPC ad campaigns to drive higher click-through rates can combinedly help to boost your business. This is why the experts at any top SEO agency India merge display ads with PPC service to create an effective digital marketing strategy.



Top Signs Of A Digital Marketing Agency Misleading You

In our tech-driven world populated by websites and applications, customers have become increasingly choosy. The intense competition across business segments has meant enterprises need to reach out to the customers to stay relevant. This is where agencies offering digital marketing services can play an important role in promoting a brand, product or service to their target customers. However, digital marketing can be a winding path with many challenges unless it is handled by experts. To address the challenges, you may need to employ a reputed digital marketing agency, which can assure you of feasible returns rather than making exaggerated claims that may never come true.

The blog deals with the 'signs' surrounding any 'bad or shady' digital marketing agency.

Top signs to identify 'bad' digital marketing agencies

The pitfalls of engaging any 'bad' digital marketing agency can be enormous. Thus, enterprises should choose the best from the rest by studying the below mentioned 'signs.'



Access your login information and personal data

One of the trademark signs of an agency trying to trap you involves seeking your data and login information. Remember, giving them full access to your company's database can be counterproductive. For example, in future, if you don't intend to work with the concerned agency, it is likely to retain all your information leading to unintended consequences. Hence, most shady agencies try to hold your login data hostage to keep the contract active.

Guarantee No. 1 ranking/top result

This is a common ploy used by the shady agencies offering digital marketing services to lure you into selecting them. In digital marketing, it is common knowledge that improving the ranking of a site requires following a series of steps. These include enhancing the site's speed, navigability, links, meta tags, and posting quality content, among others. According to any reputed digital marketing agency India, there are no shortcuts or magic tricks in improving the ranking of a site save the concerted efforts put out by the learned professionals.



Transactional partnership

One of the deliverables of top SEO agencies is about offering customer satisfaction on a consistent basis. However, dubious agencies mainly focus on maximizing profit and do not care much about offering customer service. For them, the moment your business deal is over, they cease to attend to any issue that might crop up later.

Outdated case studies

SEO is changing rapidly and therefore, SEO strategies, too, need to be modified accordingly. While these disreputable agencies brag a lot about themselves, you may find their projects to be mostly out of date. This would mean such agencies may not be aware of the latest SEO challenges, trends, tools and techniques. Hence, with SEO techniques changing frequently, you can't afford to rely on a company that had the experience of working on outdated projects.



SEO

WWW

Conclusion

We hope this simple and effective guide will help you to distinguish between a reputed and a shady online marketing agency. Since the dynamics of SEO is always evolving, you ought to engage an experienced agency offering quality digital marketing services to achieve your business objectives.

10 Link Building Strategies

Trending in 2019

Link building is the process of acquiring hyperlinks from other websites to promote your site. A hyperlink (commonly referred to as a link) allows users to navigate through various webpages. Links are extremely crucial for a website to rank higher in the SERP (Search Engine Result Page).

When a search engine crawls the web pages, it extracts the contents of the respective pages and keeps adding them to its index. During the process, the search engine figures out whether a page contains quality content or not. While determining the quality of a page, the search engine checks the number of links pointing to that page from other websites. The more high-quality sites link back to you, your page is more likely to rank higher in the SERP.

Therefore, building links is one of the major tactics used in SEO (Search Engine Optimisation). However, the same should be used judiciously to fulfil its purported objective. This is where businesses like yours can engage the experts of any top SEO agency in India and navigate the complexities of the process. To help you with an insight into the link building process, the following passages discuss ten such strategies.

• 10 Effective Link Building Strategies

#1. Guest Posting

Guest posting refers to writing and publishing your content on someone else's website, preferably one with a high Domain Authority (DA). Remember to include the link of your website in the content. As a potential link building strategy, guest posting allows you to enhance the visibility of your site. It can also drive more traffic and in turn, may generate more conversion.

#2. Use of Social Media

Social media plays a key role in brand promotion. Creating your profile and building a dedicated community can significantly increase your brand proposition, which can further help you to gain trust. It also serves well as you seek to boost your traffic and establish your reputation.

#3. Resources and Links List Pages

Most websites have their respective resource pages where they can list all the articles, guides, and tools that they commonly use or find to be useful. All you need is to find out a website dedicated to a particular niche and provide your high-quality content as a resource page related to that site. For instance, suppose you have a unique content related to the diet regime, you can propose your source link to a website that deals with health and lifestyle. In return, you can earn a valuable backlink.



#4. Submitting Content on Other Sites

One of the significant strategies of link building involves the publication of news, guides, press releases, opinions, research, and various types of content on suitable platforms. These platforms may include the following :

- Article promoting sites
- Marketplaces
- Aggregators
- Press release portals
- Wikis
- Blog platforms
- Online magazines
- News portals

You can provide free or paid info on your service on these platforms. This strategy is beneficial to promote any product or app or service.

#5. Internal Link Building

Internal link building is quite popular as an effective link building strategy. It refers to such a link that lets you navigate from one webpage specific to a domain to another in the same domain.

The benefit of an internal link is that you can drive traffic from one of your content to another. It also gives you complete control in determining the anchor text that you use. However, make sure not to stuff your entire content with internal links since it may irritate the reader. Only include the links that are relevant to your present content.

#6. Newsjacking

Creating great content is essential to generating a potential link building campaign. But whether the content is likely to go viral or not is a matter of luck! So, instead of wasting time in figuring out which topic may generate more leads, you can write content based on topics that are popular in their niche. This is called newsjacking since you are taking a popular topic from the news in order to create your content.

Promoting is a crucial part of newsjacking. To do so, you need to use social media as well reach out to blog portals that deal with similar topics as your content. You can post your content link to these sites and earn more traffic.

#7. Involve Experts to Promote Your Brand

Interviews with renowned people, reviews, testimonials, etc., can create an interest among your target audience thereby helping to enhance your backlink portfolio and brand awareness. Involving experts in brand promotion is extremely effective in this regard. This strategy can help to establish a decent relationship between the brand and the customers and thereby, promote your brand. To achieve the objective, you can rope in experts from experienced digital marketing services.

#8. Unique Data-Driven Content for link building

One of the ideal ways to command attention from the users is to enrich your content with unique data. In order to make your content more data-driven, you need to follow these essential steps:

- Do an in-depth study of your industry
- Create tools or services in your niche
- Find unique data and utilize it in your content
- Survey your email list subscribers, customers, and industry peers
- Create appealing graphics based on your compiled data

Remember, should you seek to attract more links to your website, gathering unique data is an irreplaceable means.

#9. Replicating Your Competitor's Backlinks

This is one of the quickest strategies in link building. You only need to take the backlink profiles of your competitor sites, which you may easily find in the competitor's tab (Backlink Analytics group of reports), and then generate more backlinks from it. This master plan can help in two ways: if you seek to improve rankings, it will help you to build the same backlink profile as your competitors have. Again, if you plan to increase the leads, it will enable you to get some ideas on traffic-driving websites. Once you find out where your rival site owners are placing their links, you can also pitch your link there.

#10. Adding URL to Your Comment

If handled wisely, this strategy can be immensely beneficial for your business. Here, you may place a URL in your comment or message below a blog post, in a quora answer or on several forums. But make sure that your link bears a correspondence with the post. Such an approach is effective in enhancing the visibility of your website while accumulating traffic.

Conclusion:

These 10 strategies can be extremely potent in building effective links, generating leads, and driving conversions. Hence, if you want to enhance your brand awareness among your target audience, you may contact the experts of any digital marketing services who can help you in creating powerful links to rank high on the Search Engine Result Pages.

What

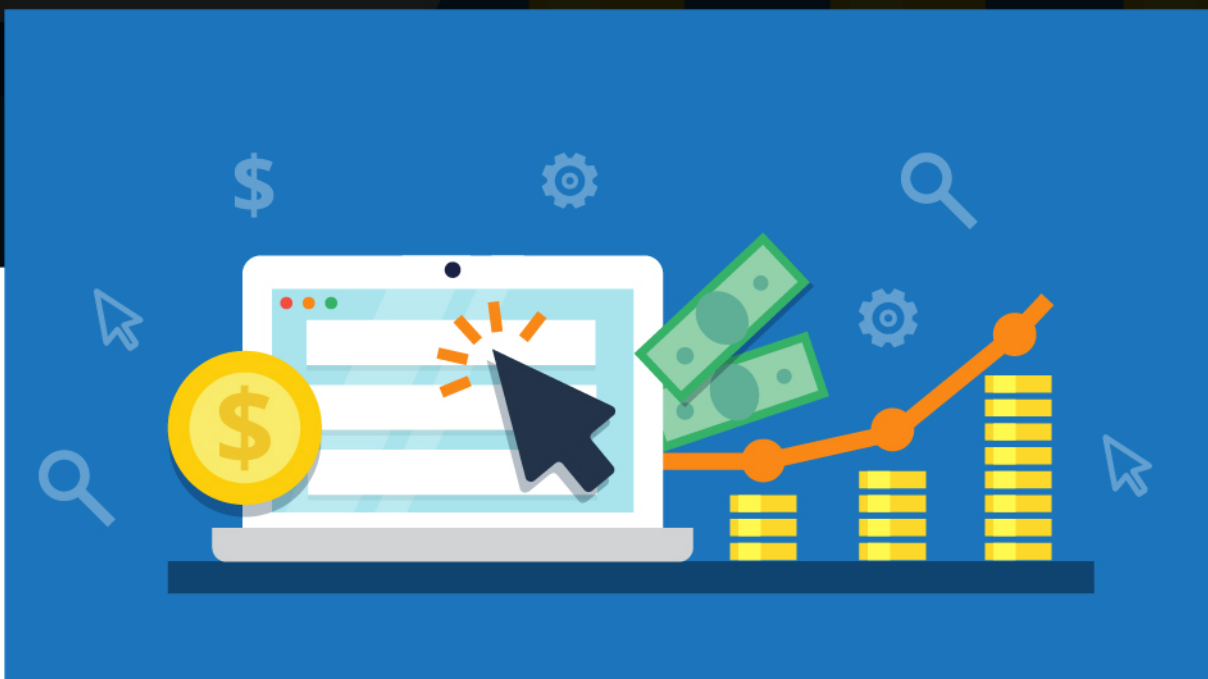
PPC Services Hacks

Can Improve Your ROI?

One of the undeniable truths of digital marketing is that PPC works. With over 40% of global brands planning to increase their PPC (that's Pay-Per-Click for the uninitiated) budget in 2019 (source: seotribunal.com) in order to drive leads, improve sales, and increase revenue, there's no wonder that companies are always turning to PPC services and utilizing platforms such as Google Ads for achieving fast results within a limited budget.

But let's face it: PPC ads are expensive. And while most businesses can easily set up and run PPC campaigns, not everyone manages to get adequate value for their money. So, even if you roll out the perfect ad copy, do your due diligence when it comes to keywords, and work with the best PPC management company on this side of the planet, there's no guarantee that you will get the proper return on your investment.

However, fret not. In order to ensure that your PPC campaigns are able to reap the maximum benefits and promise a solid ROI, here are some PPC hacks that you can use to boost the performance of your PPC campaigns.



Top Hacks used by PPC Services

Target Competitor Keywords

In today's cut-throat competitive marketplace, simple keyword research just doesn't have enough teeth to succeed. Therefore, though at the risk of sounding a bit sneaky, you are perfectly within your rights to target your ads towards your competitor's keywords. This not only makes your campaigns more inclusive but helps to wean away customers from your rivals and boost the performance of your PPC efforts. Just be sure not to step into any copyright infringement problems.

Diversify Campaigns Across Search Engines

While it is true that PPC has become synonymous with Google Ads, you just can't afford to stick to only one search engine. So, while you can always set up your campaigns primarily for Google, you should also take care to run similar efforts across other search engines. For instance, Bing controls roughly one-third of the market for search; so if you're not targeting Bing, you are losing out on a massive chunk of potential leads. Keeping all these in mind, search providers have made it a lot simpler to import campaigns across different platforms such as Google Ads and Bing Ads. For best results though you should consider employing a professional PPC management company.





Employ Negative Keywords To Your Advantage

Negative keywords are often one of the most useful yet least utilized hacks that PPC management services employ. Using negative keywords allows you to prevent your ads from appearing against irrelevant searches. This not only helps to maintain the credibility of your brand, but also saves you from paying for clicks that don't convert.

By stopping negative keywords from triggering your ads you stand to refine your advertising efforts. When you shortlist search terms that aren't related to your efforts yet might trigger your ads, you not only make your campaign more cost effective, but also make it more targeted; this helps to draw relevant audiences to your business.

Get Your Landing Pages Straight

PPC services agree without a doubt that landing pages play the most important part in the success of your PPC efforts. By investing proper time and resources into creating that perfect landing page, you can ensure that your audience is hooked the moment they, well, land on it.

Well crafted landing pages that offer relevant and value-based content to users is essential for improving the ROI for your PPC campaign. Further, you should also take care of other factors such as load speed and responsiveness to guarantee a seamless experience across devices. If possible, segment your audience across keywords and present them with tailored landing pages for the best experience.

Rely On Ad Rotation

So you've hammered out the best ad on the planet. Well, at least that's your opinion. But be advised, the same ad may not work equally well across time and situations. For achieving the best results from your PPC campaign be certain to create different ads and rotate them. PPC platforms such as Google Ads make it pretty simple to show different ads at different junctures.

When you rotate your ads, the stats tell you which ads are doing better, and under what circumstances. This gives you greater clarity and control over which ads to show when. Not only that, but you can also tweak different ads to maximize your ROI.

Final Thoughts

Proper application of the above hacks can surely enable you to drive your PPC efforts to succeed and gain the best ROI. Just remember, anyone can set up PPC, but not all campaigns are created equal. For best results, consider hiring a qualified PPC management company in India.



Why is

Digital Marketing Necessary for Your Mobile App?

A long, long time ago, in order to drive customers to your online (or offline) storefront, all you needed was a smart website. Then smartphones entered the scene and changed it entirely, perhaps forever.

Now, in 2019, it has become imperative for any business to have a proper mobile app in place to cater to its existing as well as potential customers. Noticeably, the total number of global smartphone users has already surpassed 2.5 billion (Source: statista.com) and is expected to reach almost 3 billion by 2020. Moreover, with more than half of all web traffic originating from mobiles, it is essential for any business worth its salt to have an engaging and dynamic mobile app to leverage the huge customer base.

Importantly, while one can always utilize a top mobile app development company to build that next killer app, the process cannot end there.

• Why Mobile App marketing is essential

Presently, there are over 4 million mobile apps (Source: statista.com), which are increasing exponentially with each passing day. So, chances are that your app might get lost in the crowd.

This is where digital marketing services can help to make your app visible for the users, and entice them to keep on using it. Let's see some key app marketing factors for 2019:

Proper Description and Screen Shots

Two things that drive downloads are good description and appropriate screenshots – of your mobile app, brand, products & services. While informative descriptions and engaging screenshots can nudge users to hit that install button, the slipshod ones can help your competitors instead!

App Store Optimization (ASO)

Similar to SEO, a properly executed ASO by a top internet marketing agency can help your app navigate through the oceans – the app stores, and reach your potential users.

User Feedback and Response

Everyone likes to be appreciated, and user feedback acts as testimonials that not only let potential users know that your app is worth downloading but also help you (or your mobile app development service) understand and eliminate the niggling issues affecting the user experience. Ensure that you respond to all the comments diligently, especially the negative ones!



Leveraging Authentic Influencers

In today's social media savvy world, top internet marketing agencies are leveraging influencers-experts in their respective fields with a large fan following to promote their apps. This helps to create a sense of authenticity (about your business and brand) in the minds of the users, and also helps in achieving app retention.

Social Media Engagement

Digital marketing services cannot overemphasize the importance of social media in today's times. Leveraging channels such as Facebook, Twitter, Youtube and Pinterest can be the difference between your app's survival and obsolescence. But be sure to match the social media campaign related to your app with the characteristics of the social media platform. For example, the campaign tone that works on LinkedIn may not work on Facebook.

Use Push

According to an article by marketingland.com, about 21% of the users are expected to delete an app after using it once, while 71% of them shall delete the app within the first 3 months of use. So, top internet marketing agencies are using push notifications to reach out to users and drive longevity. However, caution must be observed while running a push campaign, as too many notifications can irritate the user, which is bound to have a negative impact on the life of the app.



Website and Blog

Complement your app with an informative website and blogs (posted periodically on the website and/or third party sites). According to most top internet marketing agencies, this helps to drive more downloads and builds a solid customer base.

Out-of-the-box Promotions

Aligning yourself with an expert digital marketing service will help you to promote your mobile app using contests, email-campaigns and prizes for reaching certain in-app milestones.

Appropriate Analytics

Use Analytics to know how, when, where and by whom your app is being downloaded and used. Proper analytics by your mobile app development company or digital marketing service can help to A/B test your app's performance by setting up certain trigger points inside your app.

Nurturing a Community

The use of the above techniques/tools helps to build a community of users who can advocate your app to others, thereby creating an ecosystem where your users themselves become your biggest promoters.

Conclusion:

So there you have it! Applying and monitoring the above techniques in a sound, customer-centric manner will help to improve your app downloads as well as user retention. However, remember to keep the preferences of your target audiences in mind when you are trying out these strategies. Revisit your efforts and revise your approaches to match the industry trends, and be ready to devote time and effort to tweak your apps as per your users' requirements.

Should you implement all of these successfully and consistently, you can be sure to drive major downloads. And if it seems too much work, then hire a top internet marketing agency in india to help you.

Digital Marketing

For The Travel Industry

The Benefits

The wide reach of globalization has led to the expansion of the travel and tourism sector. Like other sectors of the economy, the travel and tourism sector is increasingly using digital technology to reach out to its customers and provide them with a seamless user experience. Furthermore, the digital transformation of the industry has greatly facilitated user engagement and experience.

“Travelling, it leaves you speechless, then turns you into a storyteller.” - Ibn Batuta.

With growing competition, companies associated with the travel and tourism industry are looking for ways such as digital marketing to reach their potential customers and enhance their brand value. Even statistics point to the importance of utilizing travel online marketing to generate better leads – For example, it has been observed that 69% of travellers begin their search online and 50% of them use the internet to make travel bookings (Source: Deep blue digital marketing and Hotel Executive.)

Importance of digital marketing services

If you belong to the travel industry and seek to leverage the online medium to beat the competition, online tourism marketing is the way out. Let us understand how an internet marketing agency can help your travel website get the all important business leads and achieve ROI.



Promotes the destination

Earlier, people willing to travel used to search for travel destinations in the print medium. However, with the advent of the digital medium, one can look for such destinations using their internet enabled devices – either on the social media or while browsing for selected destinations on search engines. This trend needs to be leveraged by your company through the promotion of select travel destinations. This is where you need a top digital marketing agency to market such destinations through content marketing, image sharing, email marketing etc.

Taps into the growing pool of mobile users

With the reach of smartphones and internet services growing at a frenetic pace, customers are frequently using them to plan their travel itinerary. They do so by visiting the travel sites featuring on the top sections of the Search Engine Result Pages. Furthermore, smartphones have enabled people to receive travel related information, either from their acquaintances, friends, colleagues and relatives or from the travel companies. So, you need to tap into the growing pool of mobile users to target them and increase the popularity of your website using digital marketing.

The role of SEO

Travellers often use search terms like 'best holiday destination in the USA' or 'best travel package in India' while planning their trip. And when the search engine displays a list of websites, the ones that feature among the top get most of the clicks. Now, since the list is dynamic and is displayed by Google algorithm based on some criteria, your website must be optimized continually using SEO techniques such as updating meta tags, link building etc. Also, to popularize your travel website and establish the brand, suitable blogs/articles incorporating videos, images, infographics, and PPTs should be posted in popular forums such as TripAdvisor, Viator.com, Inspirock.com etc., to gain customer traction. The ultimate objective of using SEO is to let your travel website become a success through increased visibility and garnering the maximum leads.

Leverages social media

The social media platforms such as Facebook, Twitter, Instagram etc have become the online hub for a large number of users to search and share information and interact with each other. We too display the trait when we tend to look at the posts comprising beautiful locales and read customer reviews. Social media marketing can be a powerful, effective, yet low cost methodology to generate interest in your brand and services, target customers, and promote your business.



Generates ratings and reviews

It is a common practice to look into the ratings and reviews before selecting a particular travel agency, package, or hotel. The higher the ratings and more the number of positive reviews, the greater is the inclination among people to choose the same. A good internet marketing agency would help you liaise with your customers, gather feedback and bring to your notice the shortcomings related to the services. By acting as the interface between your business and customers, the digital marketing company can help generate positive ratings and reviews from the customers.



Conclusion

Since travel enthusiasts are increasingly going online to execute their travel plans, your website needs to be visible enough for your potential customers to take notice and access. To meet the objectives, it must be marketed well using online marketing services. Also, the online medium has turned out to be highly dynamic with the advent of new technologies and changing user preferences. Hence, to sustain in this competitive environment, you need to reach out to your potential customers either using in-house resources or engaging top digital marketing services.

What Are The Benefits Of Local SEO For Your Business?

It is already an established fact that Search Engine Optimization (SEO) needs to be at the core of your efforts to gain online visibility. Undeniably, a good ranking on Google SERPs leads to greater traffic, better leads and more conversions.

But there's a catch.

Even if your website ranks among the top three in Google SERP for a particular search term, it's of no use if your business does not operate in the vicinity of the person searching for your products or services. This is especially true for local businesses with brick-and-mortar establishments.

Therefore, to ensure that your search rankings are location-relevant and specific to where your potential customers are, you need to leverage the power of local SEO. Local SEO has proven to be a game changer for improving the performance of businesses.

So what exactly is Local SEO, and how does it impact the performance of your business? Let's dive in and find out.

What is Local SEO?

Simply put, local SEO is a branch of SEO that focuses on optimizing your presence on the search results with a focus on local searches. The prime objective of local SEO is to make sure that your business is found by the potential customers in your locality.

Local SEO services specifically target local search quantifiers such as near me searches, and searches with geographical qualifiers such as city name, zip code, or any other form of location information. This is done to make sure that the traffic you get is relevant to your business location, thus improving your chances of getting conversions.

Now that we know what local SEO is, let's find out why it's so important for your business.

The Importance of Local SEO Services

According to the latest statistics by hubspot.com, there has been a 900% increase in local searches over the last two years. Those numbers alone are enough to tell you that more and more customers are looking to local search in order to meet their daily needs. Whether it's buying a book for yourself, or getting your washing machine fixed, people are increasingly using search to find and contact local businesses nearby.

The very fact that customers find your business in local search results tremendously increases the chances of their visiting your location and making a purchase. Therefore, it's a given that if you are not utilizing local SEO for improving visibility, you are sorely missing out on important leads. Local SEO services help you to bridge the gap between your business and customers by targeting searchers with qualified intent who are more likely to convert.

Considering the fact that local SEO can potentially propel your business to new heights, let's take a look at some of the specific ways in which local SEO can help your business.



LOCAL SEO

Impact of Hiring A Top SEO Agency In India

Working with a top SEO agency in India, you can leverage the power of local SEO for reaching out to customers exactly when they need your services. Following are some ways in which local SEO can positively impact your business.

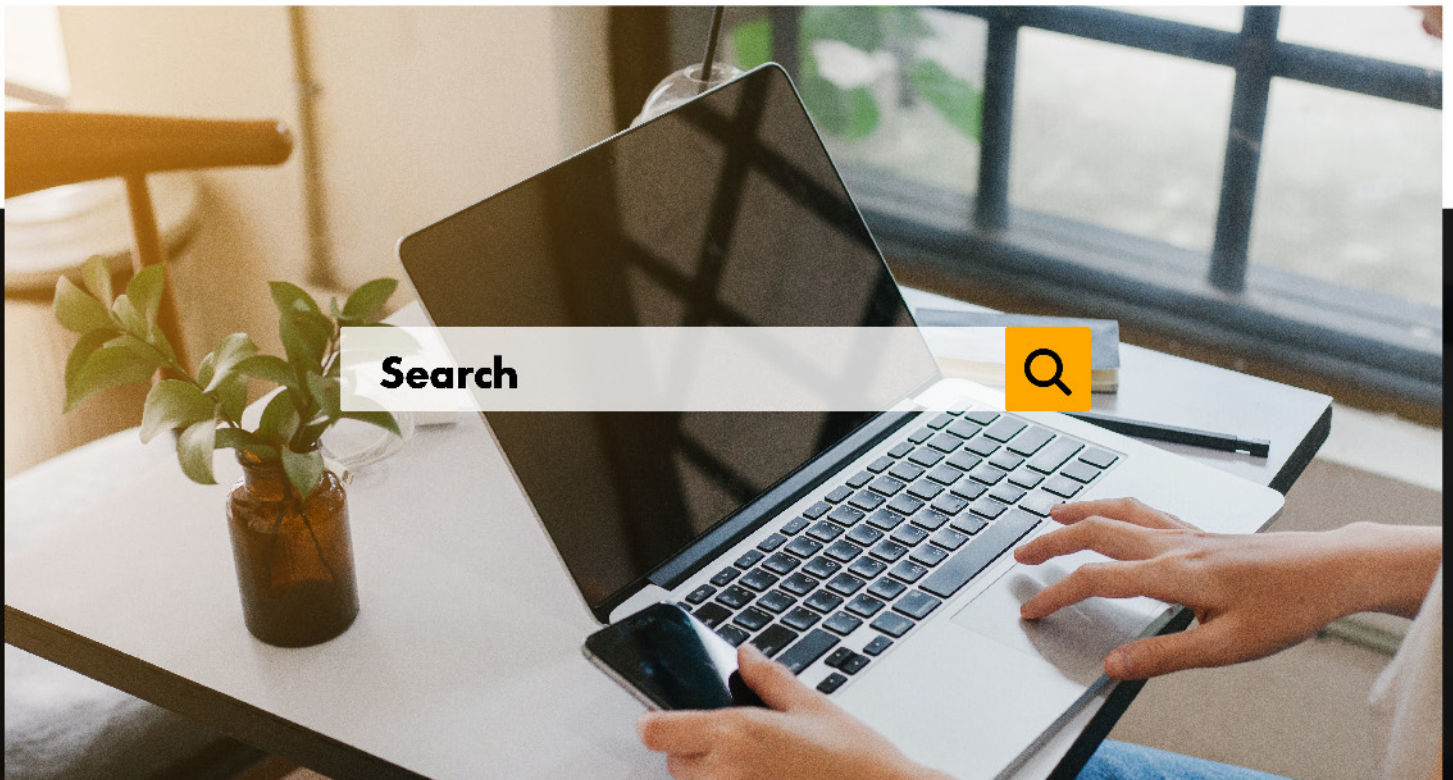
Improves Search Rankings

One of the obvious benefits of a well-executed local SEO strategy is an improvement in your search rankings. Local SEO works to boost your ranking to one of the top three positions in Google SERPs provided the right SEO practices are implemented. With a majority of searchers opting to click on the topmost links, this significantly improves the number of visits to your business.

Makes You Customer-Centric

Appearing on local results helps your business maintain a customer-centric approach. By providing customers with the correct information, product or service, as and when they require, you stand to create a reputation as a business that truly cares for its clientele's needs.





Helps To Create Your Brand

Local SEO, when done right, establishes your business as a brand that customers can rely on. Increased visibility and presence on search results allows customers to put their trust in your establishment. This not only helps your web presence, but also encourages word-of-mouth promotion, where customers themselves become your advocates.

Improves Revenue

Ultimately, local SEO works to augment your revenue by providing your business with customers who have the relevant intent to perform a transaction. Hence, it goes without saying that local SEO can have a large role to play in maintaining the profitability of your business.

Final Thoughts

As more and more users turn to local search for fulfilling their needs, leveraging local SEO must be a top priority for your business. By utilizing the power of local, you stand to establish a reputation for your business that endures well beyond the pages of search. And should you find it difficult to execute the local SEO strategy all by yourself, better engage experienced local SEO services.

What Are

The SEO Challenges For Website Developers?

The web has grown to enormous proportions in a relatively short span of time. With everyone from the corporate honcho to that high-school kid next door setting up their websites, the webosphere is certainly on the way to becoming one of the most complex ecosystems on the face of the earth.

This has certainly been made possible by the rapid rise in web technologies and the quick adoption and implementation of sound web development techniques by developers. Today, any website development company India or elsewhere knows the demands of the market, and how to keep up with it.

However, with so many online destinations to choose from, how do users settle in on the resource that is sure to meet their needs?

That is where SEO for website developers kicks in

Search engines such as Google or Bing operate using cutting-edge programming to deliver the latest and most relevant results right to the users' browsers. But this gives rise to another problem. In a crowd of around 2 billion websites as of 2019 (Source: websitehostingrating.com) how do you ensure that your site ranks high on Search Engine Results Pages (SERPs)?

Enter SEO and a top SEO agency for process execution

This is where search engine optimization (SEO) helps. Experts providing local SEO services employ a number of techniques to ensure that your website features high on the SERPs. With proper SEO, you can be certain that your site gets the maximum number of visitors and generates the right buzz.

As is evident, SEO should not be something that you begin to think of after your website development is complete. Instead, your SEO efforts should begin from the web development stage itself. This, however, poses a conundrum for both web developers and SEO professionals.

What Are The Odds?

Popularly, SEO and Web Development are considered entirely separate fields that require mutually exclusive skill-sets. As a result, during web application development, web developers and SEO professionals might find themselves at odds with each other.

A deeper delving, however, reveals an entirely different picture.

While web development and SEO are separate disciplines, both require certain skills that are common and, in many cases, actually serve to complement each other. Following are some common traits, which are shared by both developers and SEOs :

- Both SEO and web application development require an analytical bend of mind, critical thinking and the ability to devise innovative solutions to complex problems.
- A sound understanding of programming principles and web development fundamentals, along with a clear idea of how the web actually functions is extremely important for both developers and SEOs.
- Both jobs require on-the-feet thinking, the ability to quickly adapt to changing situations and a self-driven attitude to constantly learn new skills.

These are only some of the many similarities between the developers and SEOs. If you look at it thoughtfully, the work of each profession essentially forms the two sides of successful web application development.

The Key To Successful Collaboration

It is a no-brainer that developers and SEOs must work in tandem to enable any website to reach its full potential. And the best way to successfully collaborate efforts lies in an open mindset, respect for each other's work and clear communication. By investing time and effort to understand how the other side operates, both developers and SEOs stand to benefit from being able to discuss problems and share insights instead of shuttling around demands and difficulties.

When developers have a clear idea about SEO techniques and solutions they will be able to better understand and implement the recommendations from SEOs; on the other hand, an understanding of development principles will allow SEOs to realize the impact of coding changes on optimization efforts.



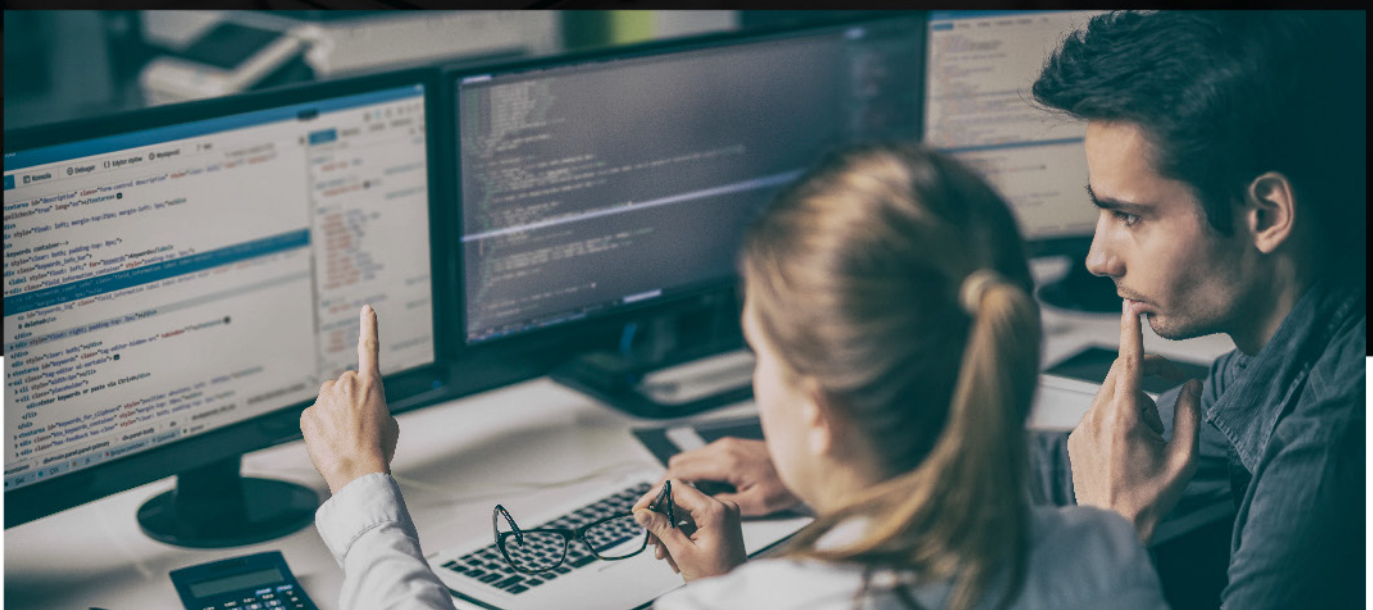
Benefits Of Working Together

An alliance between web application developers and SEOs can go a long way towards improving the entire web application development process. In fact, by executing SEO for developers, the functioning of a site can be improved in many ways.

For example, integrating SEO with web development right from the start saves time that is otherwise wasted in retracing steps. Your local SEO services and website design services can work together to give you a website that has faster load speeds, well-structured URLs and meta tags and a well navigable site architecture, just to name a few.

Best Of Both Worlds

Ultimately, it is safe to say that both developers and SEOs ultimately do the same job: that of delivering relevant, useful and engaging content to the user. When they work hand-in-hand, web application developers and experts of any SEO agency India enable each other to deliver the best performance and create web experiences that attract users and make sure they come back for more every time. Finally, if you want a robust website with built-in SEO features, then contact an experienced website development company India.



How To Grow

Your Business

With Digital Marketing Services?

Today, businesses are looking at the ways and means to stay competitive. As business models transform and embrace the online ecosystem, marketing needs to follow suit as well. With scores of websites spread across verticals vying to get the attention of the online users, your business needs to engage experienced digital marketing services to target them and generate revenue.

To leverage the huge number of online users and meet your business objectives, your online business address (read website) must be visible on search results. Furthermore, merely steering traffic to your website would not suffice to stay competitive. What you need is a concerted effort in terms of technical inputs and a robust digital marketing strategy to convert the traffic into sales. Sounds difficult? Well, not quite should you take the help of a top digital marketing agency.

Why use digital marketing services?

Hiring digital marketing services can help your business to ensure high visibility on search engines, maximizing leads, driving conversions, and achieving ROI. Read the below mentioned outcomes of using such services.



#1. Cost-effective option:

Small businesses with limited resources often find it difficult to build an in-house digital marketing infrastructure. However, when they outsource the job to an experienced digital marketing agency, the latter can offer them a cost-effective option in terms of expertise to yield better results. To cite statistics, the Digital Marketing Spend Report of Gartner stated that 40% of the respondents claimed to have made savings by implementing digital marketing solutions to promote their products and services (Source: <https://www.gartner.com/technology/research/digital-marketing/digital-marketing-spend-report.jsp>).

#2. Drives conversions:

The growth of any business is measured on the quantum of incoming traffic getting converted into leads and sales based on the products and services that are marketed online. This is where an internet marketing agency in India can help you plan and execute the right digital marketing strategy. The agency shall use various tools and techniques like Search Engine Optimization (SEO), PPC, Content Marketing, Email Marketing, and Social Media Marketing services to aid your digital marketing campaign. You have a look at HubSpot's 2013 State of Inbound Marketing Report to see how the above mentioned tools can lead to prompt and effective interaction with the targeted users resulting in driving better conversions.



3. More revenue generation:

When you implement the latest digital marketing techniques, you generate higher leads and possible conversions for your business. A survey report on IPSOS Hong Kong shows that companies engaging online marketing services have 2.8 times better revenue growth than others (Source: <https://digitalmarketingphilippines.com/12-reasons-why-digital-marketing-can-help-you-grow-your-business/>). In other words, the internet is THE place where your business must prevail and when you use the right online marketing strategies, its doors can open to greater possibilities.

4. Easy communication with the targeted audience:

Online marketing tools enable business owners to directly communicate with their targeted audience thus scoring better than the traditional marketing channels. Customers, when they interact with your business, expect some form of engagement and a internet marketing agency india can help you to achieve that besides offering an insight into the expectations of your target audience.





5. Creates brand awareness:

Digital marketing helps you to popularize your brand, products and services among online consumers. Your target audience may or may not have heard or known about your products and services, however, a proper digital marketing campaign run by an experienced agency can generate awareness about your brand. With tools and techniques like Social Media Marketing, PPC, Content and Email Marketing and seo services can highlight your brand, products, and services besides strengthening the relationship with your customers. When customers will have better experience while using your products, they are likely to put forth their reviews and share experiences with others. This will help to spread your brand's reputation leading to growth.

Conclusion:

Businesses eyeing for growth and success can do so with online marketing services that offer smart strategies and techniques to attract high traffic. Hitting the right group of customers for better results is what digital marketing is all about and the role of such services in enhancing the growth of your business can never be downplayed. If you want your business to take advantage of the digital marketing outcomes mentioned earlier, contact an experienced digital marketing agency India today.

How

SEO Best Practices Can Be Misleading

In the digital ecosystem, letting your website gain high visibility on Search Engine Result Pages would mean following the best SEO practices. However, such practices can lead to missed opportunities as well as many among them are mere myths rather than having any substance. So, let us understand what these best practices are and how often are they followed like a routine by the global or local SEO services.



SEO

What are the SEO best practices?

These are methodologies that have been generally accepted by professional SEO services and digital marketers as the best ways to optimize websites for search engines. These constitute title lengths, word counts of content, meta description etc. So, why do we follow such practices? Do they really help to achieve results like better visibility, leads, and conversions? Let us find out.

What are the benefits of SEO best practices?

For any industry or business, SEO can have many imponderables. Since algorithms running search engines to rank websites are not exactly known to all and sundry, SEO best practices are the legit and secured ones to follow. These show a clear path and give a sense of comfort to the stakeholders (read digital marketers and clients) having less or no experience. Moreover, clients can derive a sense of contentment in knowing that their SEO experts are following the best practices. This can reassure them of the success of their SEO campaign. Also, more often than not, SEO best practices can lead websites to better their search rankings. Therefore, in a digital landscape where myths abound and 'expert advice' is often delivered on a platter, pursuing SEO best practices can be a good policy.

However, there can be times when 'best practices' may not be the best and turn out to be mere 'myths' or part of the SEO folklore. There are many grey areas where considerable differences abound among SEO practitioners. These differences continue to linger in the absence of any confirmation from the search engines. Most differences revolve around factors that Google uses to rank websites on its search pages. For example, even seasoned SEO professionals are unsure of the Click-Thru-Rate (CTR) being a ranking factor. Let us understand that search engine algorithms are complicated and not known outside the organizations developing them.

So, should 'experts' start dishing out the advice of particular practices being the best to deliver results without being confirmed by the search engine, it needs to be considered with a pinch of salt. Moreover, there are 'influencers' dime a dozen who are known to give insights into SEO practices thereby leading to confusion. A newbie SEO professional can get conflicting signals thinking what to believe and what to reject. And matters can become even more complicated when influencers may not agree on a given point. So, what to do, whom to believe and which practices to follow? For starters, let us look at a few examples where some of the SEO best practices have become myths only leading to missed opportunities.

Character limit of a meta title:

There is a general agreement of sorts among SEO professionals that a meta title should have a maximum length of 60 characters. This is born out of the fact that meta titles get truncated across displays of various devices. However, Google does not suggest any maximum limit and merely states the titles not to be unusually long or verbose as they are likely to be truncated in the search results. Currently, Google truncates titles that exceed 600 pixels. So, thinner characters (l) will take fewer pixels vis-à-vis- the thicker ones (W). Moreover, Google does not leave the truncated portions from crawling. Thus, sticking to an arbitrary character limit of sixty can lead the search engines to miss valuable keywords, which you could have included for optimization.



Inclusion of a Robots.txt file:

It is worth mentioning that a robots.txt file does not affect the crawling or indexing of a site. So, it seems to be followed blindly as a rule without accruing any significant benefits for the specific website. Such inclusion can increase the cost and turnaround time of any SEO process carried out by a top SEO agency in India or elsewhere.

Disavow bad links:

The disavow tool on Google search console is often used arbitrarily to remove 'bad' links, which otherwise had been nurtured over a period of time. However, Google does not advocate such a thing as evident in the recent pronouncement by Google's John Mueller. According to him, random links collected over a period of time are not necessarily harmful. He stressed the need to remove links that are paid for or have been placed unnaturally.

Conclusion

SEO best practices give practitioners and clients a sense of security and confidence. However, not all practices need to be followed as routine but evaluated based on experience and for specific projects only. Therefore, should you be looking at enhancing the prospects of your business by following the best SEO practices, contact an experienced SEO company today!



5 Best Reasons Why You

Should Outsource

SEO Services

The evolving digital trends and the need to be at the top of search results, are the reasons as to why Search Engine Optimization(SEO) has gained momentum in recent years. Even statistics point to the effectiveness of SEO with around 57% of B2B marketers stating the importance of SEO in generating leads over other marketing activities (Source: junto.digital) Needless to say, businesses these days leverage SEO services in India to derive outcomes such as increased traffic, improved brand visibility, and enhanced ROI – at relatively lower costs compared to traditional marketing. Importantly, the SEO services in India can help your brand to stand out among scores of competitor websites. However, there is a dilemma that prevails in the minds of most business owners – to do the SEO in-house or outsource it to a professional SEO company in India?

Remember, to execute SEO in-house, a business would require a team of skilled digital marketers, website designers and developers, and finally, knowledgeable content writers. Undoubtedly, all these would incur a huge expenditure for your business. On the other hand, outsourcing the SEO services would entail a slew of benefits as explained below.





Benefits of SEO services

- 1. Reduced costs:** This is arguably the most important reason for a business to outsource its SEO requirements to a professional SEO agency in India. For the cost of maintaining an in-house SEO team can include the annual hikes, bonuses, PFs and the cost of hardware and software components among others. Whereas by outsourcing SEO, you just have to entrust your SEO requirements to the agency and be in touch with it.
- 2. Ensures continuity in SEO practices:** One constant feature that characterizes SEO is CHANGE. Google is coming up with new updates to its algorithms periodically. These have necessitated the SEO services to align their practices accordingly. For failing to apply or being aware of the changing SEO practices can have a negative impact on your business. However, outsourcing the SEO job to a team of digital marketing experts will keep you stress-free as the task of keeping up with the changes in Google algorithm will be undertaken by them.
- 3. Quality content:** Content marketing is an essential part of SEO; it goes a long way in generating business leads and driving conversions. Hence, if your site has contents that are not keyword-enriched or written poorly, they could degrade your brand name. Writing suitable contents all by yourself can take the precious time of yours. So, the best option would be to handle the task to an top SEO agency in India as it would have trained writers who are skilled in writing SEO-rich contents. Remember! In SEO, 'Content is the King.'

4. Establishment of quality links: Having a liberal collection of inbound links is one of the features of a successful website. Establishing quality links requires the expertise of professional digital marketers since such links can open your door to success in online marketing. By outsourcing SEO, you will have the benefit of using a professional link build-up process to increase the accessibility of your website.

5. Analysis of the website: Your business website needs to be analyzed periodically to check if it matches the latest SEO trends. In case it shows low ranking and reduced traffic, you may engage experienced SEO services in India. This way, you can leverage the expertise of dedicated SEO experts who will figure out the causes and work towards modifying your website and implementing suitable digital marketing strategies to increase traffic and ranking.

Conclusion :

Featuring in the top sections of the Search Engine Result Pages (SERPs) can be the difference between the success and failure of a business in this competitive business environment. To ensure your business website features prominently in the SERP, you need to engage the services of your in-house SEO experts or outsource the job to a top Top SEO Agency in India where the latter can offer you a slew of benefits.



How Can

Schema Markup Enhance The SEO Results?

You put your search query on a search engine and get an expansive list of websites on the Search Engine Result Pages (SERPs) in return. What would be preferable to you? An ambiguous list of websites or a structured one with better information? Should you prefer the latter, then you must know the display of a structured list of websites with better information is the result of a technique called the Schema Markup. The technique works at the backend and optimizes a website to increase its visibility and user interaction. So, the next time around, ask your digital marketing agency to include Schema Markup and let your target customers derive better insights and user experience.

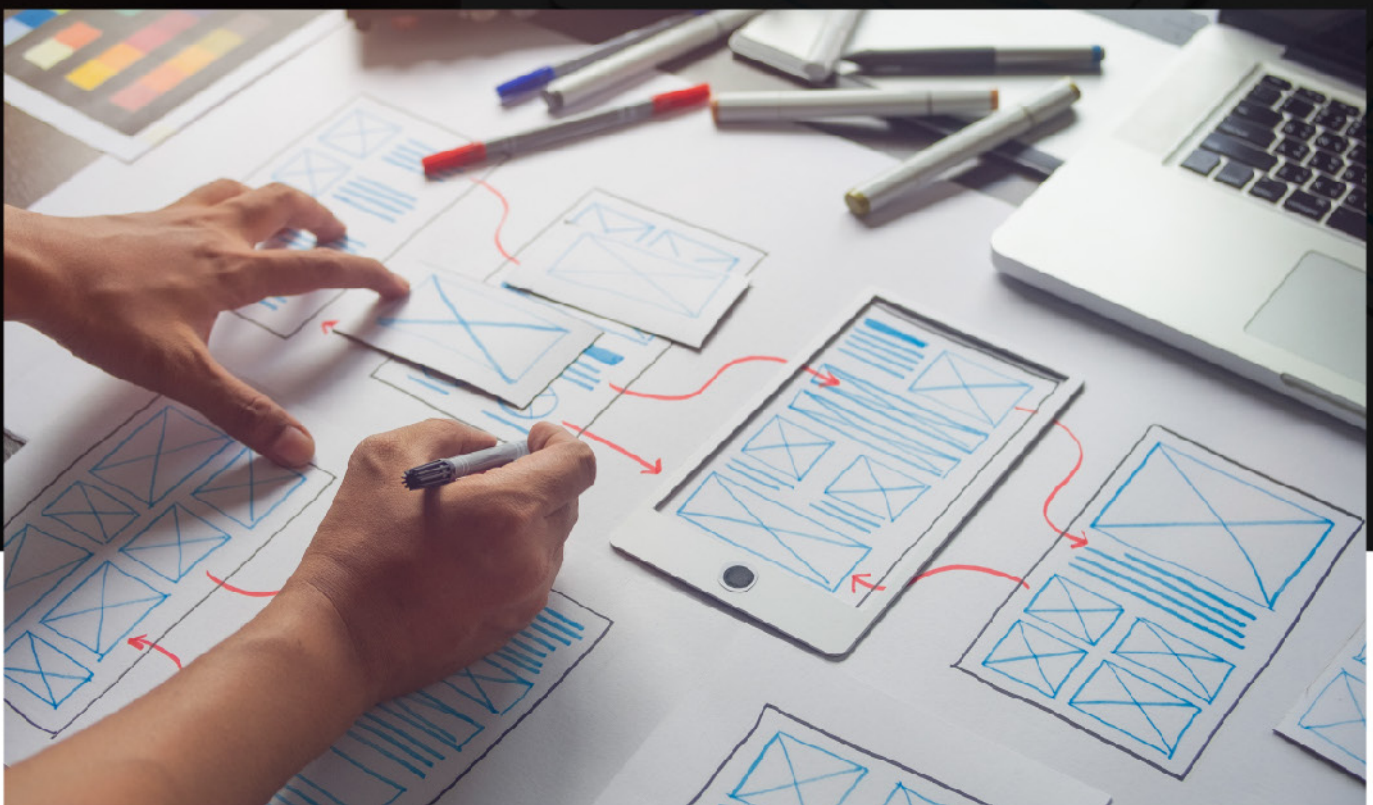
What is a Schema Markup?

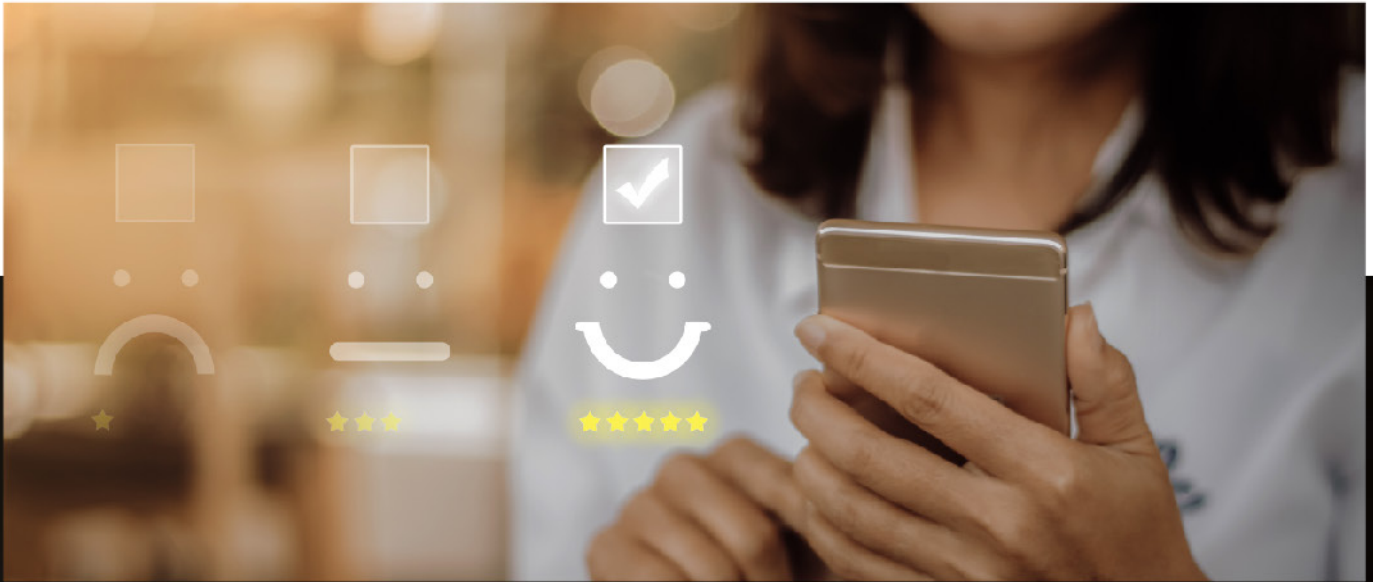
It is a code that is incorporated into your website to help the search engines return structured and informative output for the users. Supported by major search engines like Google, Firefox and Bing among others, the schema markup code or technique helps search engines to interpret the website or web pages better and make the listing on SERPs appear relevant to your business. The 'rich snippets' or HTML markup adds more detail to your website's URL and helps users with better and richer information. In a nutshell, schema markup tells search engines more about your website – such as the kind of business, products, services or content offered using rich snippets like reviews, ratings etc.

Why should you use a Schema Markup?

Simple, to make your website stand out from the rest with structured information in a search engine listing and improve its Click Through Rate (CTR). In a competitive business environment, users are likely to flock to a site that is visible, easily readable, and accessible. Schema markup can improve the visual appeal of your website with relevant details and help users to make informed decisions. Importantly, the recent pronouncement by John Mueller of Google hinted at the possibility of Google using structured data markup as a parameter to rank websites. If this is true, then it is all the more important for you to adopt schema markup for your website. At a time when only a small number of websites are integrated with schema markup, it makes absolute sense that the digital marketing services should execute the same.

Moreover, in a day and age when voice searches using digital assistants like Siri, Cortana, OK Google, and Alexa are rising, schema markup can act as a signpost for search engines to return business relevant results against voice based search queries.





What are the types of schema markup?

There is a comprehensive list of schemas that businesses like yours can use to enhance the readability of your website – both for the search engines and end users. However, the SEO services need to be judicious in integrating the specific schemas to increase their impact and relevance. Let us understand the type of schemas digital marketers can utilize.

#1. Organization Schema Markup: To be added to your About Us or Home Page, this type of schema establishes your business details with the search engines. Using this you can describe your business and/or marketing details such as physical location, contact information, official name and logo, or social media profile info among others.

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#2. Video Schema Markup: Embedded videos have become one of the prominent web development trends to derive better user engagement. So, should your site has attractive videos then you can let the search engines display the same as video rich snippets in search results.

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#3. Product and Offer Schema Markup: If you have an eCommerce site and want to display product and offer information on the SERPs, then product and offer schema markup can come handy. Using this type of schema, you can display information related to your product or offer such as price, availability, reviews etc. Such readily available info on the SERPs can generate better customer traction and sales.

#4. Schema Rating Markup: Ratings give an idea about your site's popularity with the end customers. It gives an insight pertaining to various parameters of your business such as product or service quality, efficiency, customer service etc. Today, customers are seen to be swayed by such ratings as they opt for websites with higher ratings. The rating schema can generate rich star rating snippets for your website on the SERPs.

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#5. Event Schema Markup: This type of schema is used by businesses that organize musical soirees, art festivals, and events. It can help to increase the knowledge graph of your site for Google and promote your events.

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Conclusion

The integration of schema markup into your website (specific types relevant to your business) can improve the readability of your URL on the SERPs. It can help to improve the Click Through Rate of your site and generate leads. Since the backend coding can turn out to be challenging for businesses, it is better to engage a professional digital marketing services to garner positive results.

How To Select The Top SEO Company

With more number of customers moving online to look for information, products or services, businesses want their websites to get high visibility. This has brought into sharp focus the utility of Search Engine Optimization or SEO in letting websites feature high on Search Engine Result Pages (SERPs). If statistics are to be believed then around 50% of mobile users visit physical stores within one day after doing an online search (Source: Google 2018.)

The rush to rank high on SERPs and generate effective leads have increased the demand for SEO services. This has crowded the market with scores of SEO agencies promising to let your website feature high on Google and other search engines. This is where you, as a business owner, should choose the right SEO service provider that has the requisite experience and expertise to deliver the goods. This is of utmost importance, for the rewards of running a successful SEO campaign can let your business stay ahead of your competitors by generating more user traffic. So, how to separate the grain from the chaff or select the top SEO agency from the ones making exaggerated claims?



How to choose the top SEO agency?

Let us take you through the steps to help you choose the top SEO agency. However, let us first understand what SEO is all about.

What does the term SEO mean?

SEO or Search Engine Optimization is about impacting the online visibility of your website or web page(s) on a search engine's organic results. This involves the judicious use of SEO techniques following thorough research and analysis. The SEO techniques comprise activities such as on page optimization, backlink building, website analysis, keyword research, content marketing, competitor's analysis, and social media integration, among others. The idea behind SEO is to garner more user traffic for your website when it is listed high in a Search Engine Result Page. Thus, more the user traffic greater is the opportunity for your business to convert them into customers.



How can the right SEO company in India help your business

- Rank your website prominently on SERPs using relevant keywords.
- Offer greater visibility to your website.
- Garner more traffic and proper business leads.
- Now comes the most important section as to how your business can choose the best SEO company.

Steps to choose the top SEO agency

Ranking of the SEO agency: Let's put it this way, the SEO agency responsible for putting your site prominently on SERPs should have its site ranked reasonably well. For if the agency does not know how to put its own website up the order, how can it be expected to garner a good ranking for your site?

Experience: Since SEO is a complex job requiring the right skills, the SEO company to be chosen should have the experience to understand and execute the job well. When a digital agency handles a number of client portfolios for a reasonable period of time, it gains enough domain knowledge to understand the challenges and develops sufficient expertise to address them.

Social media followers: Leveraging social media platforms is one of the important SEO techniques to drive traffic and promote a brand. Thus, it is important for the SEO agency to have a number of social media followers. Again, if the SEO agency cannot garner a sufficient number of social media followers for itself, how can it be expected to create traffic for your brand on social media platforms.

Ease of communication: Once you outsource your digital marketing campaign to a top SEO agency, you need to be in constant touch with the latter. This is where the ease of communication helps you to understand the progress of your campaign and measure results. If the SEO agency dilly dallies or does not communicate its plan of action to you properly, you can end up pinching yourself for making the wrong choice.

Team strength: The SEO agency should have the adequate team strength to handle your SEO job. The SEO experts should get sufficient time and leeway to understand, analyse, and drive your digital marketing campaign for better results. Remember, the SEO agency with a fewer number of marketers (read overburdened) shall struggle with achieving your business goals.

Sample reports: Ask for a few sample reports or case studies to understand the type and modus-operandi of SEO work carried out by the SEO agency for a slew of clients across verticals. The reports would give you an insight into the expertise (or the lack of it) the agency possesses or promises.

Blogs: Since content would play an important role in executing the SEO plan for your business, you should go through the in-house blogs published by the agency on its website. The level of writing and diversity of topic shall help to gauge the expertise of the SEO agency you are going to work with.

Cost: Digital marketing using SEO is supposedly cost effective compared to the traditional form of marketing. Find out the cost of executing your campaign based on your business imperatives and objectives. It is important to understand here that not all low cost campaigns are less than effective and vice versa.

Conclusion

A well run SEO campaign can help your business in myriad ways. It is thus important to choose the best SEO service provider to get the value for money. To achieve the best results for your digital marketing campaign in a cost effective manner, consider the above mentioned criteria and select the top SEO agency in India.

How Effective is

Content Marketing in 2019

Today, digital marketing has become a popular yet cost effective medium to drive traffic, boost sales, and achieve ROI. Among the many dimensions of digital marketing, content marketing retains its pre-eminent position. The importance of high quality and relevant content has not ceased; in fact, it is and will continue to grow.

In 2019, content marketing shall witness more personalization and customization. The content marketing services need to utilize various digital channels like the social media, question-answer forums, or image sharing platforms among others, to let their content reach a large number of readers.

To keep up with the dynamic field of content, let us lap up the trends that are likely to rule in the year 2019.





Content marketing trends to rule in the year 2019

BE VISUAL : Till now, content marketing has primarily been all about the text based content as seen on e-books, websites, blogs, articles, social media and more. However, the latest trend is about being visual enough for the audience to take notice. Your readers seek more visual engagement in the form of images, videos, infographics, and presentations. The content marketers need to be more creative with illustrations to be heard through all the noise.

In 2019, video can be crowned the king of content. This is primarily due to the fact that videos drive 10x more engagement than textual content in terms of sharing, commenting and embedding. If statistics are to be considered, around 87% of digital marketing services are expected to use videos as an effective marketing tool in 2019 (Source: Hubspot.) Also, around 74% of marketers who are not using videos until now are expected to start using them in 2019 – a significant jump from mere 34% in 2017 and a modest 65% in 2018 (Source: Hubspot.)

The reason why videos have become the favourite medium for each and every content marketing agency in india is their ability to connect with the target audience as compared to a text. Remember, as a digital marketer, should your content establishes a connect with your audience, you end up garnering more traffic. This helps to promote your brand and adds the possibility of generating a higher revenue stream. writers who are skilled in writing SEO-rich contents. Remember! In SEO, 'Content is the King.'

REVIEWS AND RATINGS : It has been observed that customers are mostly looking at reviews and ratings pertaining to a particular product or service before deciding to avail the same. Customers are mostly swayed by the recommendations of people who have already bought a product or used a service over any online marketing blitz launched by the brand or business. Even statistics point to that trend with 85% of consumers trust online reviews and personal recommendations (Source: BrightLocal.) Also, according to HubSpot research, around 60% of consumers place their trust on positive reviews and go through the same before making a purchase decision.

Since positive reviews and high ratings have become the most trustworthy advertising model, you should use a slew of methodologies, besides optimizing your content, to let customers post glowing comments about your brand, products or services. These methodologies include creating spaces for customers to post comments, offering incentives, responding to each and every review – even the negative ones, and establishing a seamless feedback mechanism.





FORUMS : Your content can get a higher traction, both from the search engines and users, if it features on popular forum sites with a high Domain Authority (DA). For example, posting content (blogs, articles, classifieds, PDFs, Infographics etc) under relevant categories on Quora, Medium, and other sites will help your content (and website) to get quality backlinks. This indirect form of marketing where you slip in your brand name in a subtle manner while posting relevant content on popular sites can help drive traffic and improve rankings.

USING EBOOK : The increased use of digital devices, especially tablets and notebooks, has popularized the concept of ebooks. Since these multi purpose devices garner a high user engagement with people on the go, the use of ebook based content has seen an upward trend. According to statistics, the market share of ebooks in 2018 has registered a quantum jump of 25.8% from just 12.3% in 2013 (Source: Statista.) Hence, the content marketing strategy of 2019 should involve the use of ebooks as well.

INFLUENCER MARKETING : This type of marketing leverages the expertise as well as fan following of a select few individuals aka influencers in various fields to garner better traction of your content from the users. For example, if you want your content highlighting the benefits of green tea to reach a large number of users, engage the services of an influencer – a popular actor or a prominent doctor or fitness expert. The influencer can push your content (in return for benefits of course) through his or her writings, videos etc., among the followers. The ultimate idea is to cash in on the influence certain people (influencers) have on a large number of people at large.

If statistics are to be believed then influencer marketing is likely to become a \$10 billion market by 2020 (Source: ClikZ.) Among the metrics that help measure the ROI through influence marketing, engagement seems to score the highest (90%) followed by clicks (59%), impressions (55%), reach (50%) and conversions (54%) (Source: Linqia Report.) So, leverage the trust wielding interaction of a large number of users with the influencers and boost traffic to your content and website.



FOCUS ON QUALITY NOT QUANTITY : To be in the minds of your readers you have to constantly appear, true. However, while striving to be regular, do not compromise on the quality of your content. Be it for the search engines or your audience, it is important to post high quality, relevant and unique content.

In general, the quality of content is primarily determined by the level of information and value addition it offers. Add to that parameters like length, formatting, spelling and grammar, vocabulary usage and visual appeal of the content. When you are talking about “trends” or writing “how to” posts, try to include relevant statistics to support your statements.

Quality is also measured by the effectiveness of your content in acquiring results or reaching the digital marketing goals. Remember, at the end of the day, your content should be able to:

- Drive engagement
- Increase rankings on the SERPs
- Generate traffic to your website
- Improve conversions

BE MOBILE : People use their handhelds more than ever before to communicate, browse the internet, and carry out sundry activities. Thus, for the content marketers of today, it is imperative to post content, be it in the form of text, images, or videos, on sites that can be easily viewed on mobile devices. Therefore, make sure you create content that can be accessed by users across digital devices irrespective of their types, sizes, and brands.

CONTENT MARKETING WILL OUTSHINE TRADITIONAL ADVERTISING :

The effectiveness of content marketing will continue to grow through 2019 vis-a-vis traditional advertising for a slew of reasons. First, the content present on the digital medium has a longer shelf life than traditional advertisements. Second, the content can be tailored to suit specific target groups. Third, the content offers a higher ability to build engagement. A marketer can offer a lot of relevant information easily through meaningful content instead of bombarding the audience with constant sales messages, which can be a major turn off.

Certain innovative strategies can have an impact in the way your company is perceived today. You may incorporate these in your digital marketing strategies to make a world of difference.

- » There should be an extensive focus on infographics, memes, videos, and podcasts.
- » Make sure you tell a story differently rather than follow the pattern set by others.

Conclusion

Simply put, the year 2019 will see changes in content marketing in terms of better focus on visuals and creativity. The digital marketing services will need to imbibe the trends and provide engaging, informative and actionable content. As a business, it is important to create content that engages the target users effectively and helps your website score high on search engine rankings. In order to achieve the objective and stay competitive in 2019 and beyond, working with a top digital marketing company may help your cause.

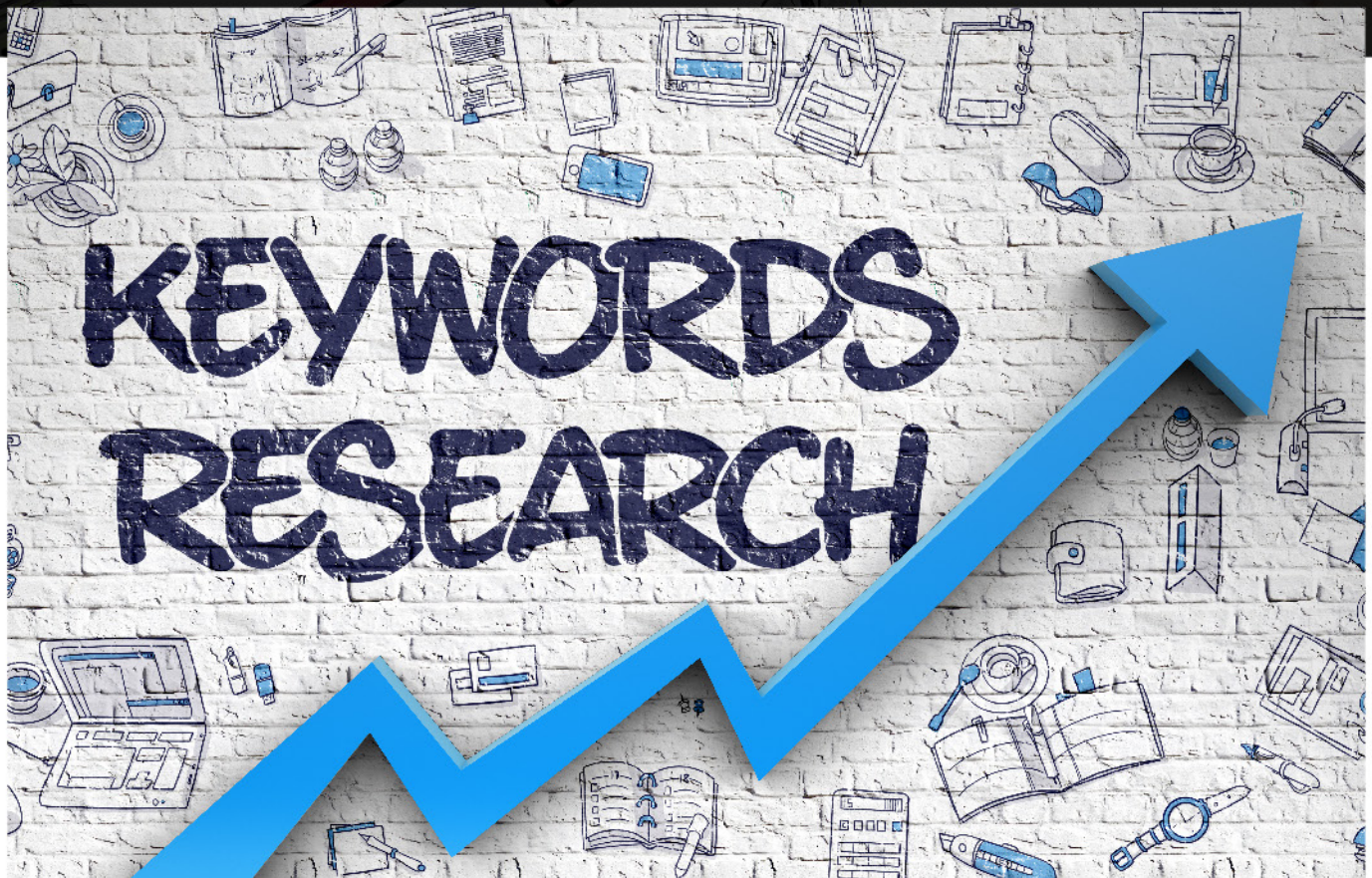


How Important is

Keyword Research

For PPC Services?

The customers of today are seen to buy products/services from websites that rank high on the Search Engine Result Pages. This has resulted in a situation where every business worth its salt wants its website to appear on the top of search results. Since reaching there organically can be a difficult and time consuming proposition, why not use a quick fix solution? As businesses look to get quick results for their money spent, engaging PPC advertising services can be the desirable option. However, to ensure the PPC management services give you the highest campaign returns, conducting proper keyword research is essential.



What are keywords & their importance in running PPC advertising services?

These are the search terms used by your target customers on search engines to get specific pieces of information. For example, should you be looking to hire the best digital marketer in India to promote your brand, products or services, then you can use the phrase 'top digital marketing company in India'. Incorporating keywords that represent your brand, products or services in the PPC campaign can help you garner better leads. Let us understand how proper keyword research can help your PPC campaign.



PPC management services & keyword research

At the outset, you should do proper keyword research using tools like Google keyword planner, SEMrush, Ahrefs, or Accuranker among others to identify keywords that are relevant to your business. The research can be based on a slew of parameters such as Cost Per Click (CPC), the average monthly searches, keyword trends, and visibility etc. While doing keyword research, it is advisable to expand the range of your business relevant keywords by adding synonyms. This helps to increase the visibility of your PPC advertisement to your target customers. For example, if your internet marketing agency wants to highlight the SEO aspect in your PPC campaign, it can use similar search terms that a user who is unaware of the more technical aspect of SEO, is likely to use – top rank on search engine etc.

Furthermore, keyword research can help you to select specific keyword match types to ensure your PPC campaign remains focused and effective. Let us understand the keyword match types in some detail.

Broad match: This type of keyword match lets your PPC advertisement to feature on search engines whenever similar words – misspellings, singular/plural, synonyms, relevant variations etc are used in the search query. You can declare a keyword as a broad match should you want the widest possible users to look at your ad. And yes, this can be a costly proposition.

Phrase match: This type of keyword match shall trigger your ad only when the searches include the exact order of the keyword. For example, if 'digital marketing' is declared as a phrase match, then searches that include 'digital marketing agency' or 'digital marketing company' shall trigger your PPC ad to be displayed on the Search Engine Result Page (SERP).

Exact match: The keyword match type shall trigger your ad only when the search queries are exactly similar to your keyword.

Benefits of keyword research in your PPC campaign :

Keyword research can help your PPC campaign in the following ways –

Set up bids: After identifying the business relevant keywords to be used in your PPC campaign, its time now to set bid value against your keywords. You have three options to choose from – first page bid, top of page bid, and first position bid. The CPC will be the highest for the first position bid. However, you should set the “Max CPC” as per your budget to optimize the display of your ads across the SERP.

Intelligent use of negative keywords: Your PPC budget can go for a toss if you do not account for the negative keywords. To prevent irrelevant clicks, it is crucial that your PPC management company includes related yet not associated search terms under the ‘negative keywords’ field in Google Ads. For example, if you are a provider of digital marketing services, you can find out the negative search terms like ‘courses’, ‘training’, ‘information’ etc and include them in the negative keywords list. Thus, you can use the provision of ‘negative keywords’ on Google Ads to prevent false clicks and optimize spending.

Conclusion

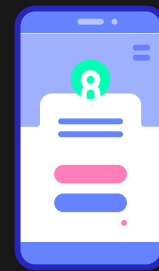
Post setting up your business relevant keywords and eliminating the negative ones, you should be ready to reach out to your customers quickly and effectively through the PPC campaign. However, should you find the keywords not delivering the desired results, try changing them with new ones suggested by Google Ads. This is where engaging experienced PPC management services can help you to get the best returns for every penny spent.



Our Services



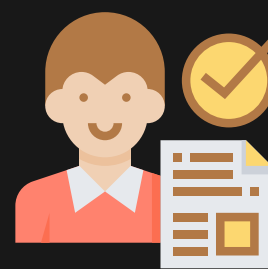
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