

- [How to become the top SEO scientist of 2015](#)

Posted: Tue, 17 Nov 2015 10:00:56 +0000



If you have the desire to become the top SEO scientist of 2015, the first thing you need to do is to be more creative and open to some out of the box strategies. Being too conventional and always thinking in a rational way will not work anymore. Start questioning and stop accepting anything without proper validation, even if it comes from Google. This way you can avoid assumptions that are outdated.

When it comes to SEO, often you cannot get answers to all of your questions. Google will not tell you the exact signals its algorithm catches. Their response is that the algorithm is based on over 200 factors and you may never know which the most significant one is. Thus, SEO highly relies on guesswork and a good SEO scientist usually has a lot of experience and a good track record. This is where data analysis comes handy and plays an important role in figuring out the things that have some significant correlations and affecting the SEO.



Will Social share help?

There are many saying that good social share can boost your ranking. This results in numerous sellers across the globe offering Facebook, Google plus and other social share likes. But, do they really boost your rank or there is something else which matters? You can only figure it out if you have the capacity to analyze the best data with you at that moment.

An SEO Scientist must know to utilize the right data

Using the precise data and manipulating it in the correct manner based on a specific hypothesis that provides proper insights and helps you take better decisions is the basic to become a successful SEO scientist.

The Science of



Steps to become an SEO scientist of 2015

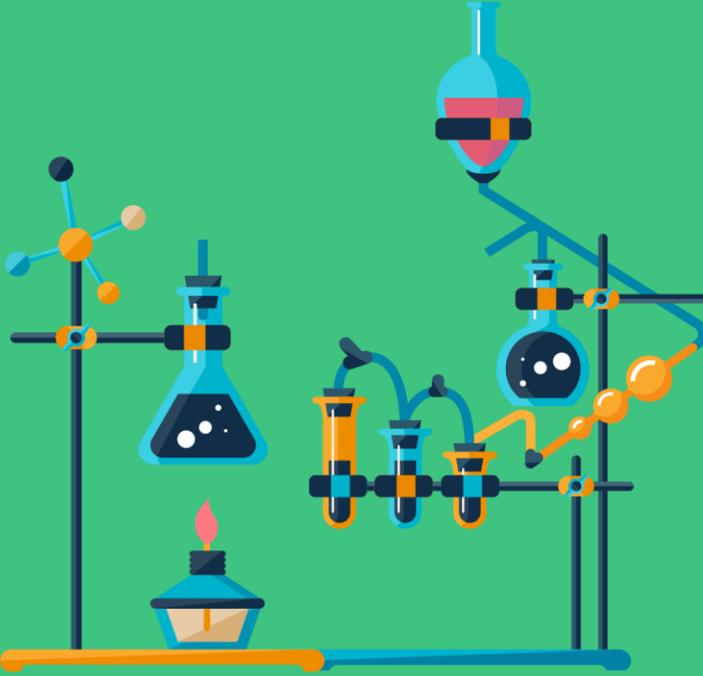
- **Mobile search optimization:** In today's world, 80% of the adult population has smart phones with them (source: GlobalWebIndex survey) and they usually spend about 1.85 hours on their smartphone everyday. This is 30 minutes more than that of 2012. Over 50% of traffic comes from Google is mobile for any website (Source: SEO PowerSuite). This clearly indicates the importance of optimization of websites for mobile searches. The presence of the mobile site should now be given equal preference as that of the desktop site. Moreover, mobile friendly sites generally boost up the overall site rankings a bit. So, you must learn the techniques to make a site mobile friendly and optimized for mobile searches.
- **Keyword Variations:** Over the years SEO have been developed a lot and now SEO means something more than single keywords. Nowadays you have to understand the approach or the intent of a user behind a keyword search and add up those phrases in different ways along with the keywords. The appropriate keyword rankings will go a long way to make them get placed in the top search list. Understanding the art of keyword variations will help you immensely in becoming the top SEO scientist in 2015.
- **The importance of Social Media:** As already stated, you cannot ignore the presence of social media in today's digital world. You have to learn how to maintain and grow your social media presence that can become an asset for better ranking of your website.
- **Get rid of complicated URL and UX:** You have to use a variety of tools and work for hours to generate a good website audit. But, even after your website looks clean you must consider checking for the integrity of different links and URL's for your site. Get rid of URL's that lack in SEO friendly keywords and are too long. Broken links or errors such as 404 can seriously hurt your website's rankings.
- **Think of the bigger picture:** It is not always possible to evaluate every intricate detail regarding page issues and posts for perfection. It is far better to focus on tools to optimize SEO and narrow down the number of SEO goals, you can really look after to make your overall site SEO friendly.
- **Use of long tail SEO helps:** The importance of long tail SEO is still very much significant in current scenario. Most of the searches made worldwide are unique long tail searches. Thus, this clearly requires your attention and mastering the art of creating [unique long tail SEO](#) will help boost your website or blog ranks.



There are a few things that come with experience after learning and mastering the above skills and cannot be taught are as follows:

- **Understanding Metrics:** Understanding the metrics are the next important thing to master. Understand their actual meaning and their relation with different websites. You have to practice analyzing metrics for various types of websites and with time you will develop the feel for the good and bad of the websites on the basis of metrics alone.
- **Building Hypothesis:** This is equally important and plays a key role in developing your SEO skills. Hypothesis is nothing, but questions that you will ask (such as the one asked above “Will social share help”) regarding the website metrics you are looking into and the answer will lead you to the right path.
- **Correlation based estimations:** Let us start by finding relations between; say the social shares and results of Google search visibility. You will see that there is only 1% correlation for a given key phrase in SEMrush (a useful tool to analyze search traffics on the basis of key phrases) when page rank and search traffic are concerned. This correlation jumps to 59% when social shares are taken into consideration. Although, Google constantly denied the fact that social sharing has anything to do with their algorithm, but the statistics saying something else. The correlation between social shares and the referring domain numbers is 70% and that between social shares and different types of links jumps to 81%. You can go by the theory that Google will rank a page higher if it trusts the website domain. So, by now you must be aware of the importance of analyzing different correlations to understand the ranking of a webpage.

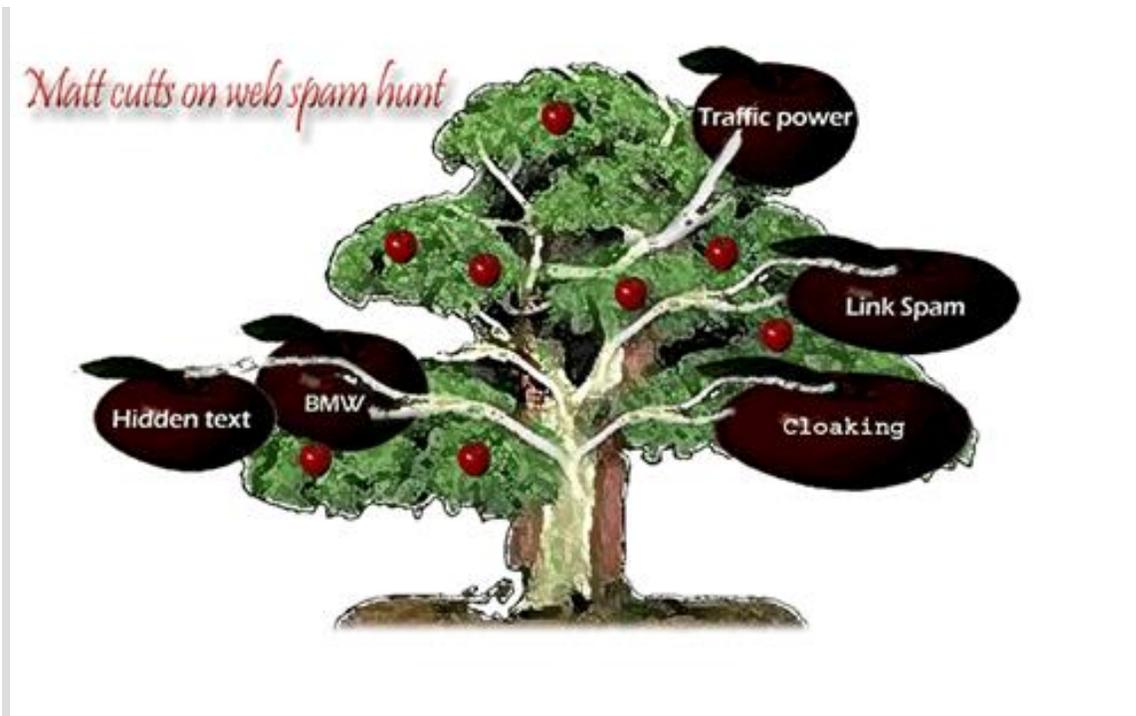
You Dream. We Design.



Linkability of website still remained vital

Based on various data, it is assumed that the ranking of a web page depends highly on linkability of the webpage and the social shares can very much give an indication of website's linkability. So, you must build content that can produce a lot of links and get a more social share.

So, to become a top SEO scientist of 2015 you have to build good questions and get hand to best of the data available. Finally, you need to organize and analyze the data expertly in a nice and ordered way, to get proper answer to those questions. To enlighten your SEO knowledge, do visit our blog at frequent intervals.



- **Ecommerce: Pains and Gains**

Posted: Fri, 13 Nov 2015 05:40:08 +0000



The importance of Ecommerce is on the rise with increase in the speed of internet. Ecommerce deals with transaction of various products or services through the internet. Forget about the world, the internet connection in our country improved a lot over the years and especially in recent times. Even the rural population has started to get into the internet mostly through their smartphones. The newly invented online tools are also helping a lot in trading through internet networks and as a result Ecommerce is now becoming an integral element of modern trade. Now, what are the main advantages and disadvantages of using Ecommerce? Does it actually have any faults or is it flawless? Does it really offer a lot in promoting your products or services? Does it absolutely necessary in the modern world to involve in Ecommerce to promote your business? Let us have a clear understanding of the pains and gains of Ecommerce in modern scenario.

First, we will analyze the positive attributes of Ecommerce i.e. let us focus on the gains.



Cost Effectiveness

One of the beauties of Ecommerce is its cost effectiveness and clarity over the overall transaction processes. Moreover, the whole process of financial transaction in Ecommerce being electronic, the conversion is lower and cost effective as well. Thus, payments for all the Ecommerce transactions become even cheaper.

The Overall Margin is Higher

With Ecommerce your business will become safer due to the overall higher margin possible because of Ecommerce. This further ensures additional control over your business at the same time you can enjoy more flexibility. Ecommerce also allows you to save vital time for other business activities.

Increased Productivity

Ecommerce offers increased productivity both from the viewpoint of customers as well as the companies. Nowadays the trend of seeking answers online is increasing at a rapid pace. People are getting fond of this process as this is a cheaper and faster method and can be done at their own convenience. At the same time the process is cheaper for the companies as it requires less expenses compared to other methods.



Possibility of Quicker Comparison

Another important feature of Ecommerce is the fact that it allows the users to have a quick comparison of specifications and prices among similar products and services offered by different companies. This makes the shopping experiences smarter and customers can save money by making the right choice. This also gives the company offering better prices and specifications the right exposure to the potential customers.



Economically Beneficial

Ecommerce is economically beneficial in the sense that it does not need any big investment on infrastructure development, setting up stores and other common necessities of traditional trading to make the transactions. The only need is building a good website and having a sound customer service.

Now that we have much better understanding of the gains from Ecommerce, let also have a look on its loopholes i.e. the possible pains associated with Ecommerce.

Security

One of the challenges every company face in Ecommerce is to convince their customers about the safety issues regarding the process of online payments. Not all the customers are efficient in online transactions and sometimes these customers can be tricked by fraudulent organizations using the name of the popular brands. So, it is mandatory for the customers to double check the website and brand before making an online purchase.



Need Systems supporting Scalability

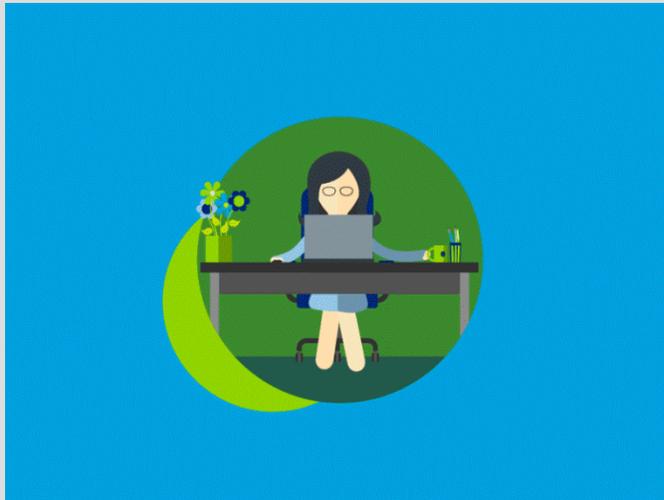
For a company trying to make the most out of Ecommerce must have a very well developed and advanced website that can support a huge number of customers at the same time. If you are not prepared to handle numerous users at a time, you better aren't opting for Ecommerce as this will result a definite crash of your website and will have some serious negative effect on your brand.

Data and System Integrity

At every point of your Ecommerce you need to ensure that your customers are having a secured access to your site as their information is valuable and protection of their data is of paramount importance. You should not opt for Ecommerce unless you can provide security to their data.

People Focused on Products

How hard you may try, the people who are more focused on the products prefer not to buy online. This is because they want the product to be felt and tested with them before making a purchase. So, you will always lose these customers in Ecommerce.



Problems in Relation and Customer Service

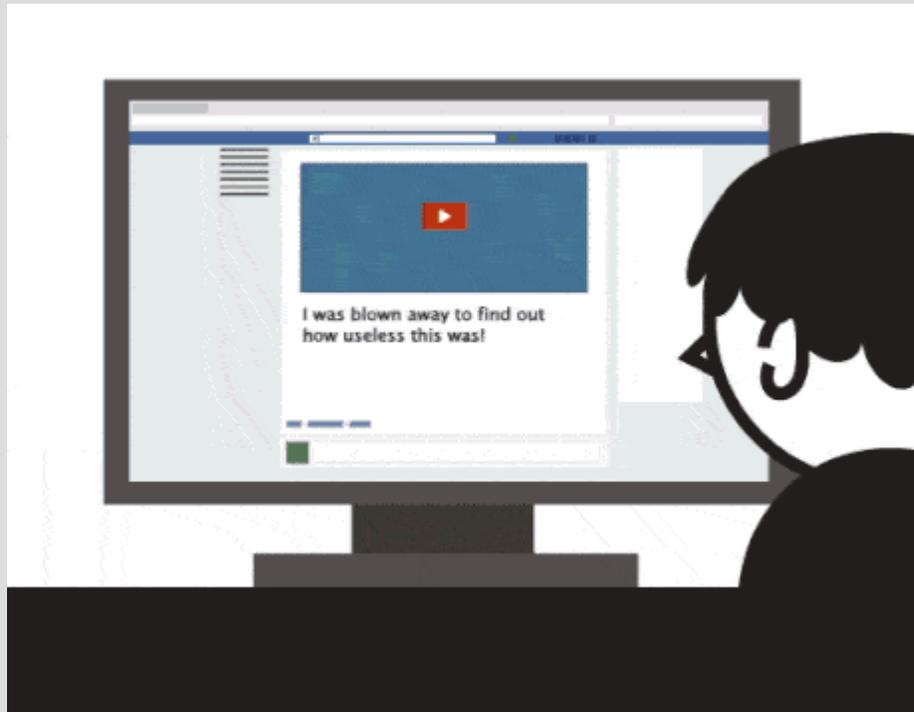
Building a fruitful relationship with the customers and having their loyalty is priceless for any trading business and that cannot be achieved truly using Ecommerce. Providing a solid customer service may help to attain this goal to some extent.

If you take a good look at the pains of Ecommerce, you can really feel that most of them can be avoided and you can gain a lot from Ecommerce if you have sufficient management of risks. So, guys just enjoy high speed internet and Ecommerce.

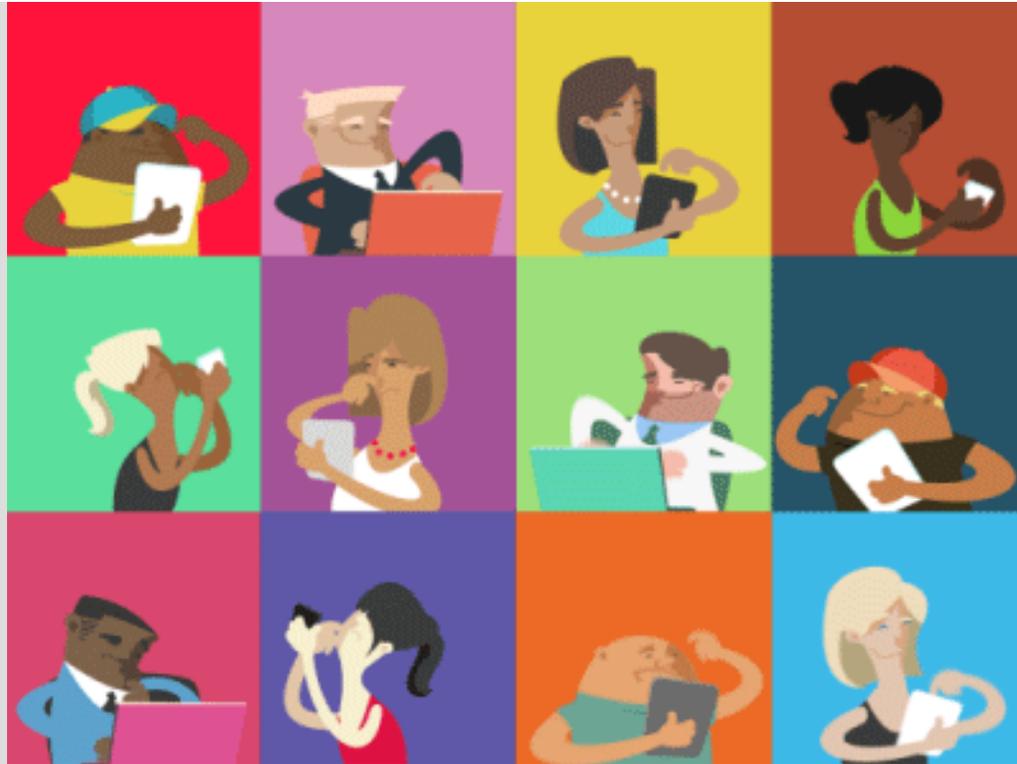


- [Facebook Marketing Course Adventures](#)

Posted:Thu, 12 Nov 2015 11:18:30 +0000



With 1.12 billion users, you cannot afford to overlook Facebook – your competitors, customers, employees, suppliers, future customers and business partners are all using Facebook. And you should be too. Presently, when you look at Facebook page and fan pages or the group that live on the site, you will discover that each famous brand is there. They are not only on the Facebook page, but they are active on approximately a daily basis. For the current generation, who spend most of the time on the internet than on the other mode like TV, brands desired to modify their approach. Facebook offers the best probable solution in this scenario. Though it's not only big brands that make the complete use of Facebook power, but several small and medium industries also creating their business page on the Facebook to promote and advertise their product or services.

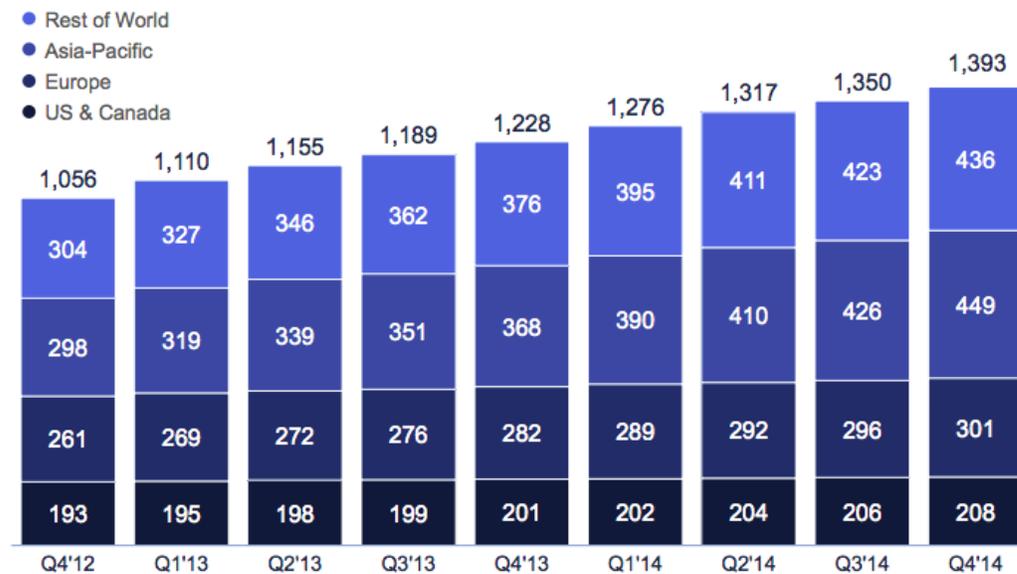


There are several ways through which you can marketing or advertise your product and services. But lots of industries after getting started on Facebook, they struggle to get actual outcomes from their [Facebook marketing](#) efforts. So, proper knowledge on facebook is very essential.

What do you think the majority of your possible clients are hiding? If you identify the source then you are going correctly if not then the answer lies here. A world report shows, highest Social interaction is seen and qualified on Facebook. Facebook plays a significant role when it appears to market your industry on Social Media Platform.

Monthly Active Users (MAUs)

In Millions



Please see Facebook's most recent quarterly or annual report filed with the SEC for definitions of user activity used to determine the number of our DAUs, mobile DAUs, MAUs, and mobile MAUs. The number of DAUs, mobile DAUs, MAUs, and mobile MAUs do not include Instagram or WhatsApp users unless they would otherwise qualify as such users, respectively, based on their other activities on Facebook.



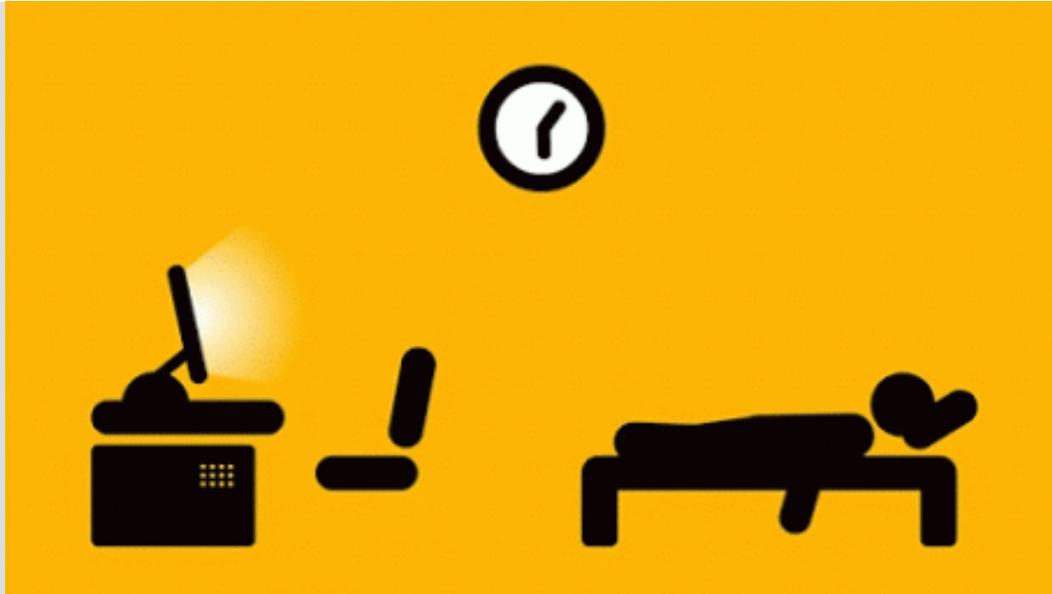
Facebook Marketing Course

In the above infographic, you can see that, in the last quarter of 2012 the monthly lively users were 1,056 million but the figure increased globally from 1,056 million to 1,228 million in the last quarter of 2013. And in the last quarter of 2014, it has grown again to 1,393 million. Presently, Facebook is the top most and biggest social media platform through which millions of people everyday promote their product and services.

Individual learn more about organizations, products, artists and world events through it. By making Facebook business pages, it offers a unique marketing chance for industries.

Did you know?

- Every day over 1.15 Billion active users are there in the Facebook whereas 819 million users open facebook via their mobile devices.
- 75% of active users outside the Canada and United states
- Generally, any kind of advertising reaches 27% of its intended audience. But Facebook's average advertising reaches 90%.



Facebook symbolizes huge global viewers that you can tap into via the power of campaign, advertisements etc. And, mobile business is experiencing volatile development so you must know how to efficiently advertise and sell to your viewers via the “Facebook News Feed” – It’s the most viewed section of Facebook.

For all companies, from big corporations to nonprofits, tracking how viewers are acting together with content is very important. Knowing statistics and seeing trends assist Page admins continually progress their Pages. A complete report is essential to know your business page status.



Your Facebook page is a set where you can publicize your business logo, contact details, proper address and briefly explain your products and services. You can also share information about your staff, environment or any other feature of your industry that is likely to draw other Facebook viewers and create interest in what you do. Marketing actions that would price thousands of dollars via other channels can be used on Facebook for a portion of the cost. This creates it ideal for small to average businesses with a tiny marketing budget. Big businesses can also test marketing ideas and themes through Facebook before consinging to bigger campaigns.



You can enlarge your business's profile on Facebook by cheering accessible and potential customers to click the 'Like' button on your business Facebook page. Once they like your official facebook page, your customers will get your updates on their wall, where their followers or friends will also see them. This assists to create a consciousness of your business and to connect your friends with your brand. Clients can also share optimistic messages about your brand or products or services, shared on their walls for all their friends to see.

Facebook delivers brand publicity to potentially new viewers which then help your industry to position themselves in superior and exclusive ways. Each time a Facebook user turn into a fan of your business page, a notice is shared as news thing which can be viewed by everybody on his friends list. It supports your business page to go viral on Facebook thus making a base for obtaining latest customers.

Facebook business pages are more extensive than Twitter accounts. Facebook allows you to advertise your product with the assist of videos, images, descriptions, Graphics, and testimonials which other viewers and followers can outlook and comment for others to see. Facebook is the most accepted and prime Social Media stage to promote and market your business.

But sometimes you may lose the adventure of Facebook page promotion and advertisement due to insufficient knowledge about facebook users. So, it's time to stop struggling with your Facebook advertising and marketing. Presently, there are several institutes, they offer different kinds of facebook courses through which you can aware about the method or techniques to run a campaign or promote products. It's essential to learn how to use Face book's frequently changing algorithms and features and receive laser-focused on structure your business the right way! A reputed institute can help you take your Facebook promotion or marketing to the next level with their advanced Facebook course including everything you require to get better results faster.

It's not a very fast program through which you can learn quickly everything but as soon as you sign up for this course, you will be able to create a few adjustments to your promotion and marketing approach and it will help you to bring better result in future.



- [How to incorporate paid social media into your marketing](#)

Posted: Tue, 10 Nov 2015 11:33:45 +0000

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