

WESTMINSTER

INTERNATIONAL UNIVERSITY IN TASHKENT

An Accredited Institution of the University of Westminster (UK)

SEO tactics (Traffic building)

Lecture 9

By Dr. Umidjon Akhunjonov

What we plan to cover today:



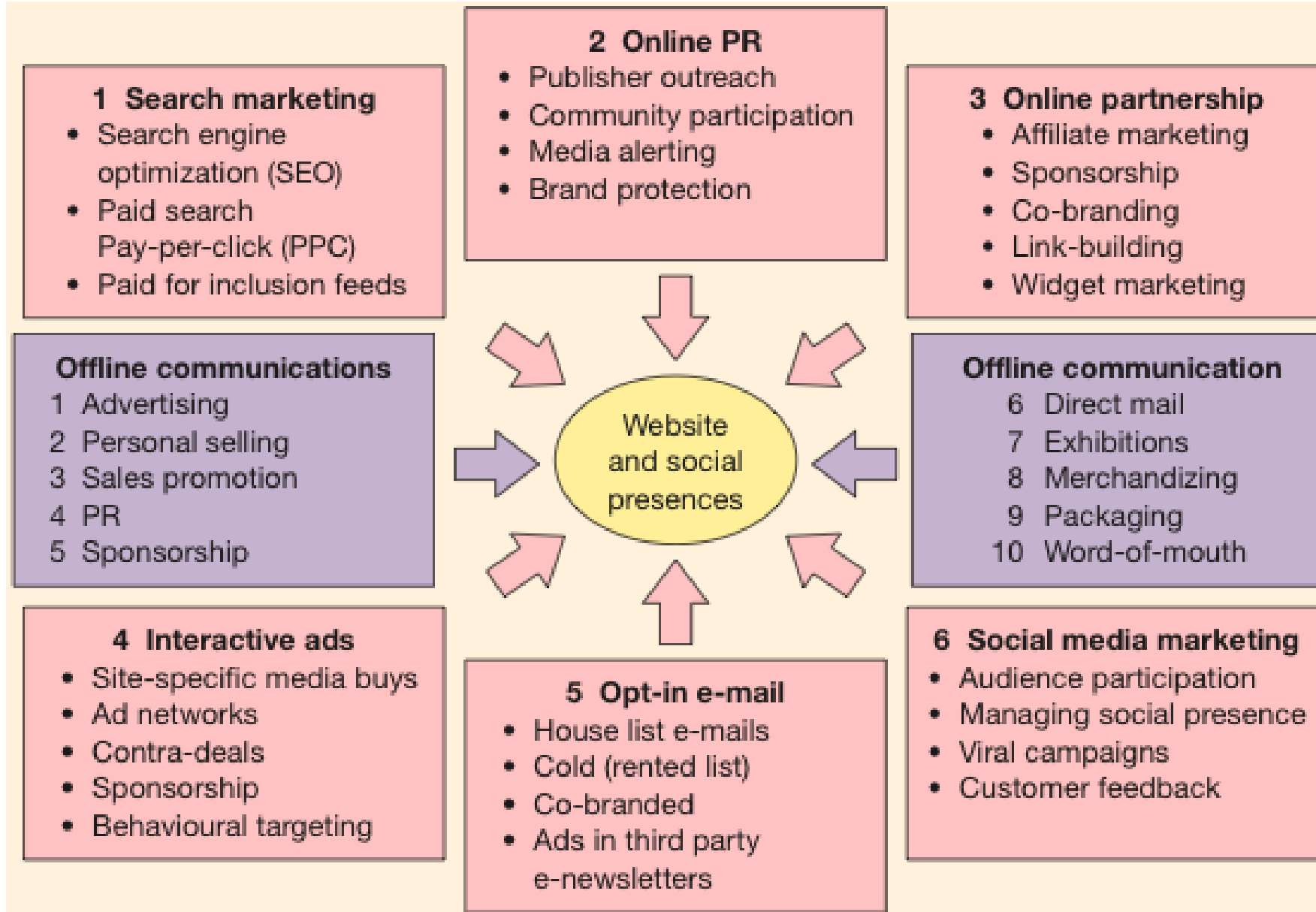
Three key aspects of traffic building

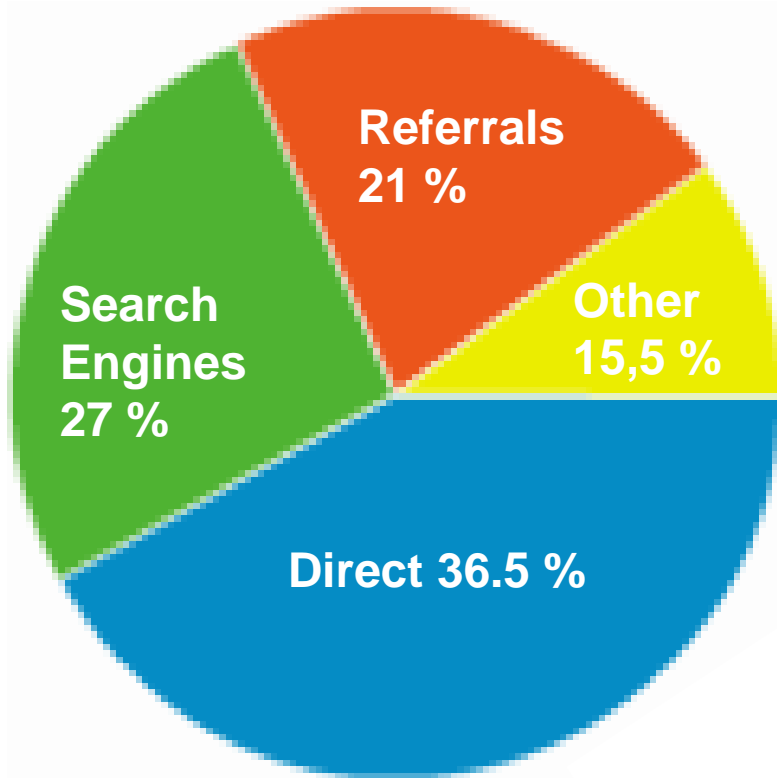
- TARGET – quantity, quality (bounce rate) and cost of the traffic;
Cost per Acquisition (of visitors, of a lead, of a sale)



- TECHNIQUES – range of online and offline commutation techniques;
- TIMING – timing of specific campaigns;

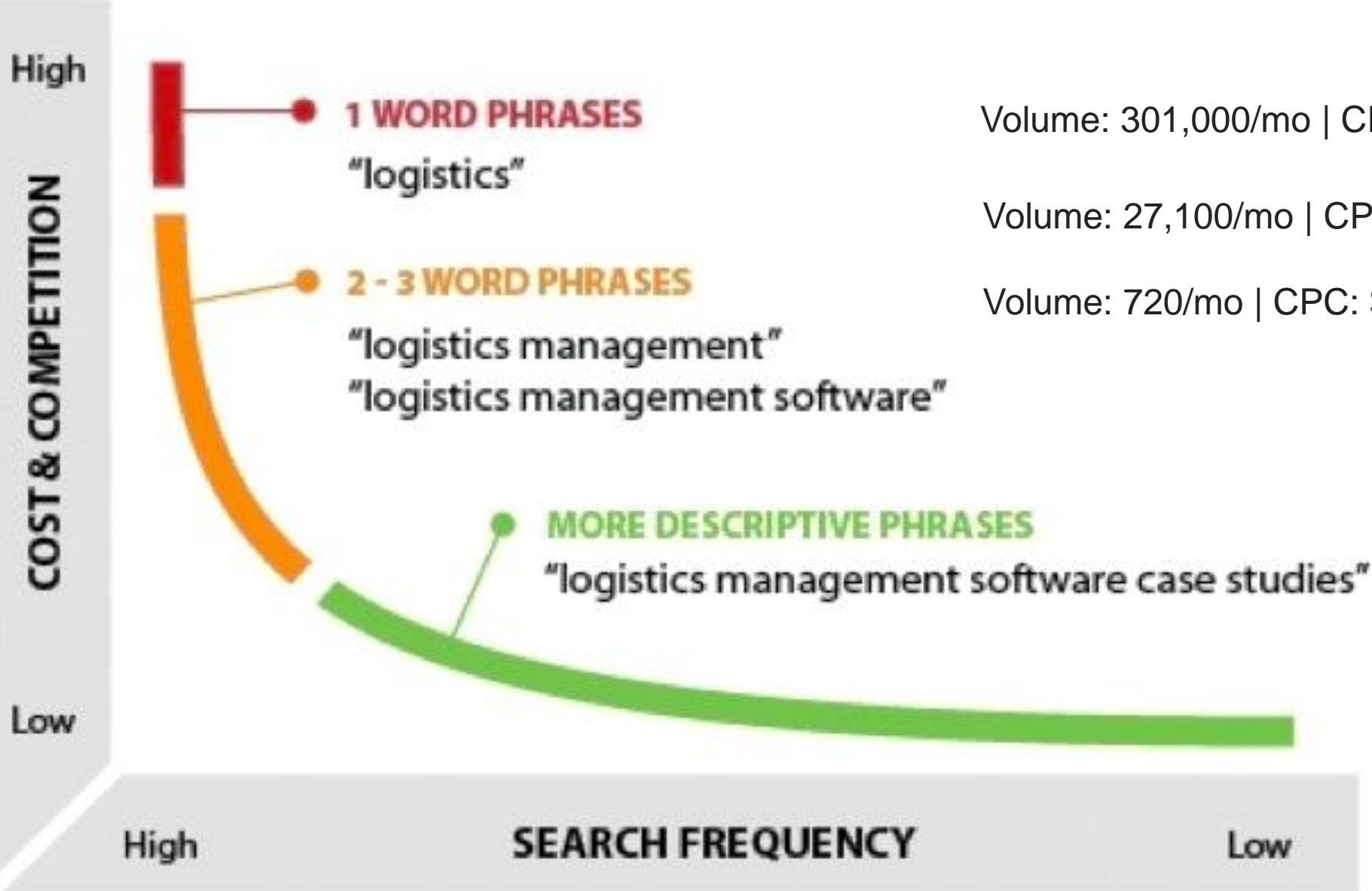
Options available for traffic building





Search Traffic – natural and paid searches;
Referral Traffic – other websites having direct links to your website;
Direct traffic – direct URL type-ins, bookmarks or when email marketing or social media links from apps are tracked;
Other traffic – affiliates, display ads and email campaigns.

SEO – Long tail keywords

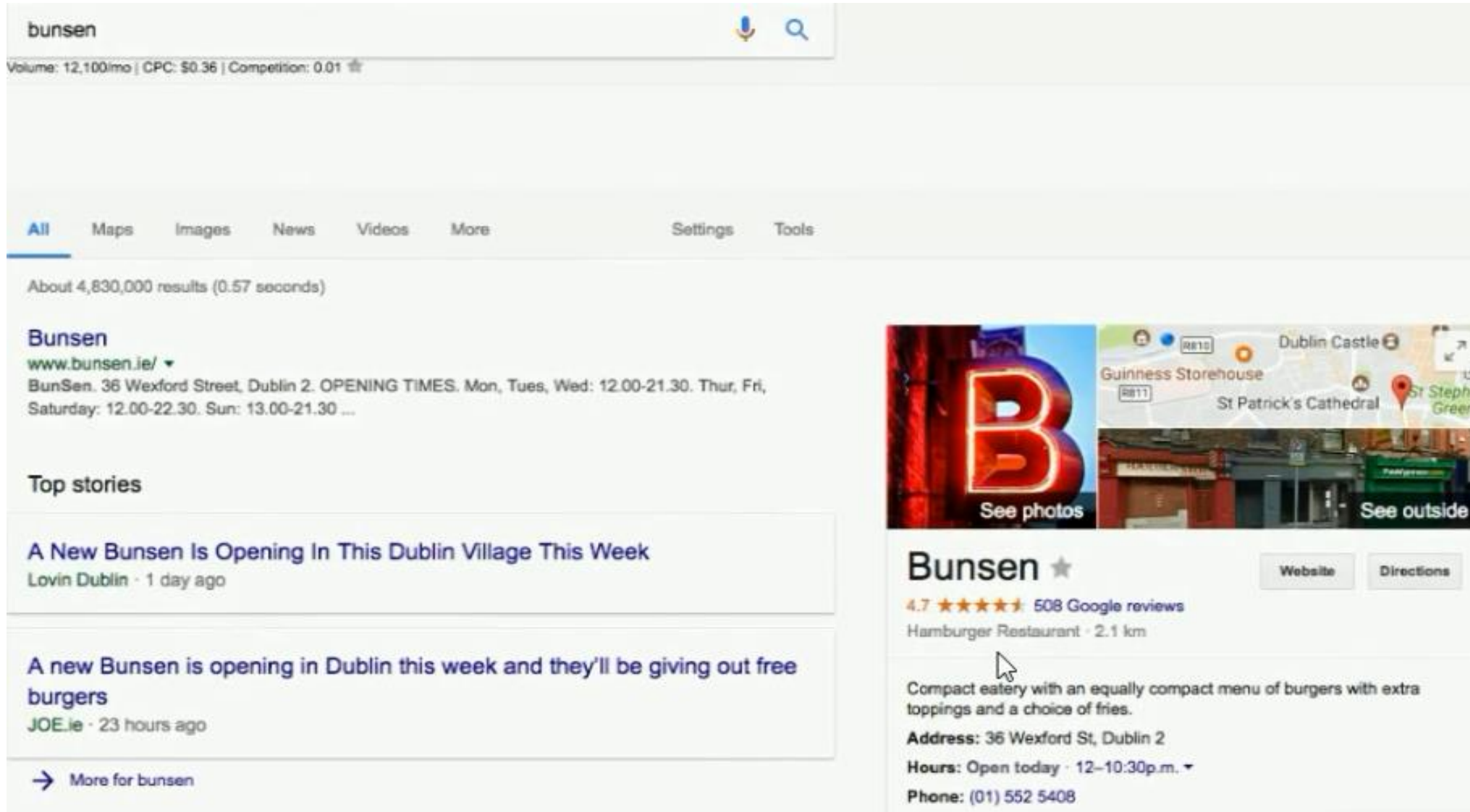


Volume: 301,000/mo | CPC: \$0.54 | Competition: 0.04

Volume: 27,100/mo | CPC: \$1.70 | Competition: 0.22

Volume: 720/mo | CPC: \$8.40 | Competition: 0.43

Search engine optimization



The screenshot shows a Google search for "bunsen". At the top, the search bar contains "bunsen" and a search icon. Below the search bar, there are statistics: "Volume: 12,100mo | CPC: \$0.36 | Competition: 0.01". The search results are categorized by "All", "Maps", "Images", "News", "Videos", "More", "Settings", and "Tools". The search results show "About 4,830,000 results (0.57 seconds)".

The first result is for "Bunsen" with the website "www.bunsen.ie/". The description reads: "BunSen. 36 Wexford Street, Dublin 2. OPENING TIMES. Mon, Tues, Wed: 12.00-21.30. Thur, Fri, Saturday: 12.00-22.30. Sun: 13.00-21.30 ...".

Under "Top stories", there are two news snippets:

- "A New Bunsen Is Opening In This Dublin Village This Week" by Lovin Dublin - 1 day ago.
- "A new Bunsen is opening in Dublin this week and they'll be giving out free burgers" by JOE.ie - 23 hours ago.

At the bottom left, there is a link "More for bunsen".

On the right side of the search results, there is a local business listing for "Bunsen". The listing includes a large "B" logo, a map showing the location near Dublin Castle, Guinness Storehouse, St Patrick's Cathedral, and St Stephen's Green, and a photo of the restaurant's exterior. The listing text reads:

- Bunsen** ★
- 4.7 ★★★★★ 508 Google reviews
- Hamburger Restaurant · 2.1 km
- Compact eatery with an equally compact menu of burgers with extra toppings and a choice of fries.
- Address:** 36 Wexford St, Dublin 2
- Hours:** Open today · 12–10:30p.m. ▼
- Phone:** (01) 552 5408

Buttons for "Website" and "Directions" are visible next to the listing name.

**GOOGLE
USES**

**AROUND 200
FACTORS OR
SIGNALS**

**WITHIN ITS
RANKING
ALGORITHM!!!**

https://www.ted.com/talks/andreas_ekstrom_the_moral_bias_behind_your_search_results



- Name tag under the pic
- File name of the pic

2009: Rasizm: monkey face

Public relations is about reputation – the result of what you do, what you say and what others say about you (**Obama Girl – credits to Ben and his team**).

<https://www.youtube.com/watch?v=wKsoXHYICqU>

ONLINE REPUTATION MANAGEMENT

York University Research

Reaction: positive, negative, neutral (factual info)

- **Social networking sites (Facebook);**
- **Broadcast media (Youtube);**
- **Micro-blogs (Twitter).**

- **Broadcast Media (YouTube)**
 - Brands play a "supporting" rather than central role" (75-25 rule)
- **SNS and Microblog (Facebook and Twitter)**
 - More likely to turn "negative" ... why?
- **Microblogs**
 - Useful platforms for proactive brands

<https://www.youtube.com/watch?v=yZ1iTo9Wjrc>

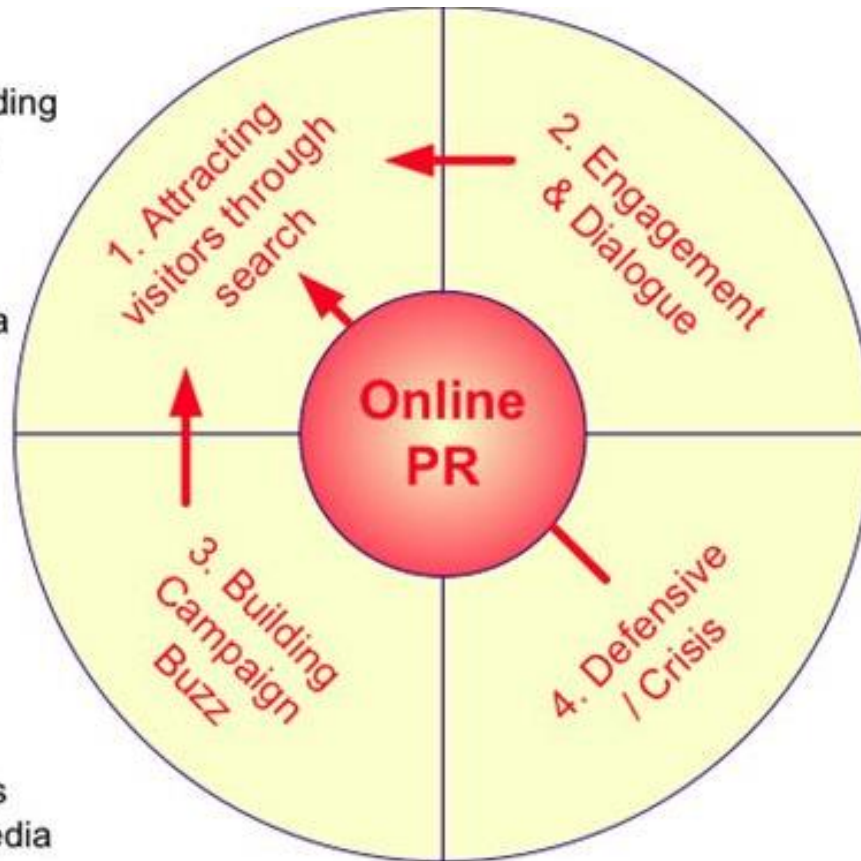
Online PR options

E-PR activities

- Inbound link-building
- Content creation
- Blogs
- Feeds (RSS)
- Press releases
- Influencing media owners

E-PR activities

- Propagating 'big idea'
- Web editorial contacts
- Viral agents
- Seeding viral
- Press releases
- Influencing media owners



E-PR activities

- Surveys and polls
- Audience research:
- Social media inc user-generated content
- Own blog
- Influencing media owners

E-PR activities

- Brand protection
- Monitoring and response:
- Social media
- Influencing media owners

Online PR is maximizing favorable mentions of your company, brands, products or web sites on third-party web sites that are likely to be visited by your target audience.

Online PR – Renault influencer outreach



Year: 2010

Models: Zero emission range
(Twizy)

Objective: get people talk

Strategy: invitation to 13 bloggers
from France, Germany, the UK,
Italy and Spain (high-tech, trends,
innovation and scientific themes)

Output: 22 articles, 900 000
exposures to the message,
increased visibility of the brand

Today's empowered customer

FedEx®

<https://www.youtube.com/watch?v=PKUDTPbDhnA>

[goobie55](#)

Published on Dec 19, 2011

Here is a video of my monitor being "delivered". The sad part is that I was home at the time with the front door wide open. All he would have had to do was ring the bell on the gate. Now I have to return my monitor since it is broken.



8 years old Harry Winsor

"We do not accept unsolicited ideas. We regret to inform you that we have disposed of your message and retain no copies"



Online PR – Reputation management

www.gigaalert.com
www.google.com/alerts

GigaAlert

Generate Leads. Monitor Competitors. Safeguard Your Reputation.



Track your interests on the Web.

[Sign Up ▶](#) [Log In ▶](#)

The web's leading solution for monitoring your professional interests online. Track the entire web for your topics and receive new results by daily email.

Google Alerts is a content change detection and notification service, offered by the search engine company **Google**. The service sends emails to the user when it finds new results—such as web pages, newspaper articles, blogs, or scientific research—that match the user's search term(s).

[Google Alerts - Wikipedia](#)

https://en.wikipedia.org/wiki/Google_Alerts

Link building – obtaining links from third-party sites to a company site (creating your own external links through blogs, social bookmark tools such as addthis.com and etc.);

Create great content, link to great content and great content will link to you
(Ken McGaffin)

Affiliate marketing – a commission based arrangement where referring sites are paid a fee for sales, leads or visitors (review sites as an example, trivago.com).

Online sponsorship – a long-term arrangement to associate a brand with a site or part of a site (co-branding).

- *Obtrusive ads*: Where the ad uses video, pop-up or “take over” technology to get the user’s attention
- *Targeted ads*: Where the content of the ad matched the content of the site
- Which is better: *Targeted* or *Obtrusive* or ads that are both *Targeted and Obtrusive*

- **Poor and diminishing click-through rates (CTR)** – CTR from 25 percent on the first banner in 1994 (Click here), to an average of 0.1 percent
- **Relatively high costs** – interactive advertising costs can be relatively high, with media costs of around 10 pounds plus creative costs
- **Branding effect is difficult to quantify** (other objectives such as content delivery, transaction enabling, attitude shaping, response soliciting, retention encouraging)

Interactive advertising (kun.uz example)

Интернетда реклама қай даражада самарали?



SEO

SMM

E-mail маркетинг

Телеграм ботлар

БЕПУЛ МАСЛАҲАТ (71) 233-49-03

Views 153 574

Clicks 448

Calls 2

Money spent

Interactive advertising (comparison)

- Brand the first frame with a brand identity;
- Tell a story, but each frame should stand alone;
- Ditch “click here!”, instead use an action verb such as “Sign up now” or “Download our white paper”;

Сизни соч ва соқол муаммолари қийнаяптими?
Малакали трихологлардан...

**БЕПУЛ
КОНСУЛТАЦИЯ**



(95) 142 08 01 / 143 08 01


hair regrowth Products
Since 2010

TM “Minox” dan
“Go’zallik Sirlari”
jurnali

[Ro'yhatdan o'tish](#)

(95) 143-08-01 / (95) 142-08-01

Guvohnoma №: 005386



- Use high contrast;
- Keep it simple – only use a few elements in a creative;
- Include human face where possible;
- Flash makes producing higher-impact ads more practical.

Follow-up email for abandoned cart:

1. Generic branded follow-up email: +10 percent conversion rate;
2. Personalized remarketing email with a promotional code for a 5 percent discount limited to 72 hours: +100 percent conversion rate;
3. Personalized remarketing email with a promotional code for a 5 percent discount limited to 48 hours; +200 percent conversion rate;

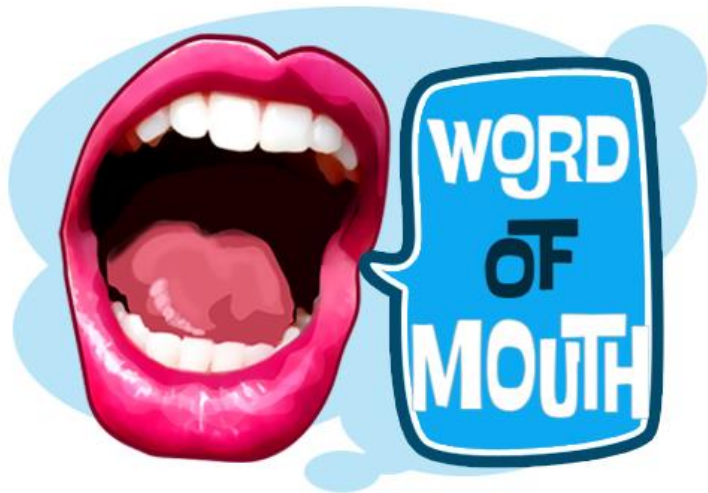
Clicked but didn't use the discount, yet, generally made a purchase.

Opt-in email – CRITICAL (OLX EXAMPLE)

- C - CREATIVE
- R - RELEVANCE
- I - INCENTIVE
- T - TARGETING AND TIMING
- I - INTEGRATION (to a general campaign)
- C - COPY (structure, style, explanation of the offer)
- A - ATTRIBUTES (HTML or text, subject line, time)
- L - LANDING PAGE



Viral marketing is a clever idea, a shocking idea, or a highly informative idea which makes compulsive viewing. It can be a video clip, a TV ad, a cartoon, a funny picture, a poem, song, political or social message, or news item.



Viral marketing (examples)

Найдите формулу для идеальных ресниц проходя по ссылке: <https://minox.uz/ru/minox-xl-balzam-dlya-resnits/>



ADWEEK Winning video content (by WIUT student)

48 534

Охват [?]

5 543

Вовлеченность [?]

20,00 \$

Всего потрачено [?]



Действия

Пользователи

Страны

осмотры продукта

5

Покупки

26

Клики по фото

183

Клики по ссылке

234

визиты на веб-сайте

51

«Лайки» Страницы

9

Комментарии

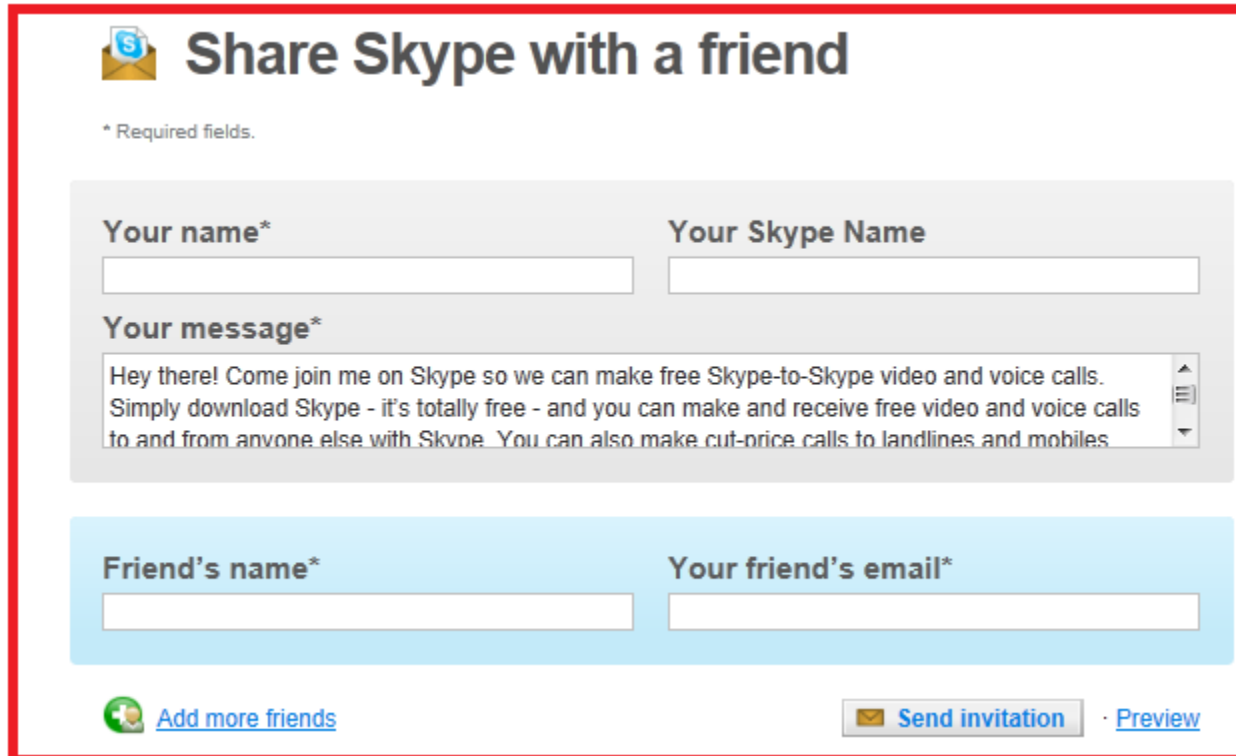
38

Перепосты

291

Pass along email viral (email with a link to a site prompting the recipient to forward the email to interested friends);

Web facilitated viral (email prompt) (“email a friend” or “email a colleague” form);



The screenshot shows a web form titled "Share Skype with a friend" with a Skype icon. It includes a note about required fields and several input fields for user information and recipient details. A text area contains a pre-written invitation message. At the bottom, there are buttons for "Add more friends", "Send invitation", and a "Preview" link.

Share Skype with a friend

* Required fields.

Your name* **Your Skype Name**

Your message*

Hey there! Come join me on Skype so we can make free Skype-to-Skype video and voice calls. Simply download Skype - it's totally free - and you can make and receive free video and voice calls to and from anyone else with Skype. You can also make cut-price calls to landlines and mobiles.


Friend's name* **Your friend's email***

[Add more friends](#) [Preview](#)

Incentivized viral (offer of reward in exchange for someone's contacts);

Web-link viral (e-books with clickable links);

Recommend now and get your starter credit.





Your invitation text:

Hi,



I'd like to recommend this deal.

All the best,



You'll be credited by HK\$50.00 for every new customer you successfully bring on board. [Learn more](#) ?

Please insert your friends' email addresses here:
(separate email addresses with comma or semicolon)

Or spread the word on: ?  [Facebook](#)  [Twitter](#)

The quickest way: ?
Have a look through your email account and recommend the deal to your contacts.

Your email address

@

Your webmail password

Groupon does not save your password!

What makes content viral and persuasive?

MIT study (persuasion)

Sharing and Persuasive Content and



What makes content viral and persuasive?

MIT study (persuasion)

Thesis

“In order to make content more ”shareable” or viral, creators and firms might need to sacrifice some elements of content that potentially damage persuasiveness.”

You can watch the latest ”top viral videos” here

<http://www.visiblemeasures.com/insights/charts/adage/>

Persuasion Study

- Over 400 videos collected from a host of contents
 - Consumer packaged goods, electronics, fashion apparel, food (primarily fast food)
- Main variables of interest are
 - Total views that were observed (including sharing, copies, other derivatives and memes)
 - Comments that were generated and measures of persuasiveness from over 25,000 brand surveys
 - **Dependent variables**--purchase intent and recall

Findings

- Advertising works 😊!
 - Exposure alone (to video advertising seeded on social sites) increases purchase intent by about 7%
 - **But ...**
 - The average amount of persuasion was **higher** for ads that had fewer than the median views
 - So **persuasion loss** kicks in ... (in the study at around 3-4 million views)

Comments and Execution

Table 7: Correlation of ad characteristics with total views and comments ratio

	Total Views	Total Comments:Total Views Ratio
Outrageous Rating	0.103***	-0.0191**
Provocative Rating	0.110***	-0.0381***
Funny Rating	0.0734***	0.0131*
Visual Appeal Rating	0.0384***	0.0203**

Raw Correlations shown between various Ad Characteristic Ratings and Total Views in Column (1) and the ratio of Total comments: Total Views in Column (2). * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

Offline traffic building

- Google using traditional advertising (TV ad, direct mailing) to advertise its Google Chrome and Google+ services
- Online recruitment agency Monster.com saw its traffic quadruple in the 24 hours following adverts in the price US Super Bowl spot.

https://www.youtube.com/watch?v=EBZB_D7MmOk

- Advertising, PR, Direct Mail and Physical reminders

THANK YOU