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**W**ow! What a busy month this is going to be. I leave Saturday to go to Xbiz in Berlin, and then I'm off to TES in Prague. imaXcash is having their usual VIP BBQ after the event, which is always a great time! Then I am off to Web master Access in Amsterdam where I hear we have the old management team in place to make it a great show. I can't wait! I come back for some R&R. Well, not really since I return to Cebu to run my bar. But that's fun combined with work. In November it is off to Bcams. It is nice getting away from here.

In the magazine we are highlighting the 2019 Lisbon show put on by TES. That was a great show with more attendees coming each and every year. Hats off to Walter and Andreas! We cover some interesting articles in this issue. Plus I am getting various companies to send in informative articles about their business that is also informative to webmasters. If you want to participate in that, please send me an email ([michael@howlingdogsenterprise.com](mailto:michael@howlingdogsenterprise.com)). IT IS FREE, plus you get a 1/3 ad copy alongside each article you write!

See you all soon!

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[michael@howlingdogsenterprise.com](mailto:michael@howlingdogsenterprise.com)

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**CO-FOUNDER & PUBLISHER**

Michael Bartholomey  
Howling Dog MikeB

**DIRECTOR OF ONLINE DEVELOPMENT**

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**CREATIVE DIRECTOR**

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**EVENTS MARKETING & PHOTOGRAPHY**

MikeB  
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Greg Jones / Mediaguy

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**SNAIL MAIL:**

Write us at:  
Howling Dogs Enterprise  
625 Banks Rd.  
Margate, Florida, 33063  
Phone - +001 (954) 225-6775

**EMAIL:**

michael@howlingdogsenterprise.com  
anna@aosva.com

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This publication contains many forward-looking words, including but not limited to "plans," "may," "will," "expects," "anticipates," "projects," "estimates," "believes," "intends,"

"should," "seeks," and similar expressions. Forward-looking statements certainly involve known and unknown risks and uncertainties that may cause actual future results to differ materially from those projected or contemplated today in the forward-looking statements. Forward-looking statements may be significantly impacted by known and unknown risks and unforeseen events, and every recommendation and all data must be analyzed for relevance and applicability to your particular business model, marketing or financial plan. Manage your risk. As we all do here in Florida from June to November, plan for the worst, and work for the best outcome, using all the information from multiple sources you are able to gather.



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# Buying A Used Connected Cam: Is It A GOOD Or BAD Idea?

Investing in security cameras or a connected camera for filming, vlogging, or sharing memories is one of the best ways to capture life's everyday moments and memories for a lifetime. Whether you are interested in purchasing cameras for your safety and security or if you are in the market for a connected cam for vlogging purposes, it is important to understand the pros and cons of purchasing a used camera for any reason.

## Pros of Purchasing a Used Connected Camera

Before you begin shopping for a used connected camera for personal or business use, it is important to research both the pros and cons of doing so prior to making your purchase. Some of the most notable advantages of purchasing a used connected camera from an individual or an online retailer include:

### Save Money

Technology expands and becomes even more powerful each year, which is why it is much easier to purchase an outdated electronic device just six months after it originally enters

the market. When you are in the market for a connected internet-based camera, shopping for a used item is one way to drastically save money on your investment. Purchasing a used connected cam that is even just a few months old is a way to save money while also getting your hands on some of today's top technology at a fraction of the original retail market cost.

By purchasing used and outdated electronics, enjoy testing multiple products and learning the mechanics of a variety of cameras and solutions on the market. By paying less for used items you are more likely to have additional funds available for future purchases and necessary investments. Spending time with used electronics is one of the best ways to become familiar with a wide range of features and mechanics that may have otherwise been challenging or nearly impossible if you are on a strict budget.

### Reputable Dealers Provide Warranties

While shopping for used electronics including used connected cams may feel risky and challenging, it is possible by working together with reputable dealers and resellers

from around the world. Whenever you are in the market for a used electronic device, research the individual or reselling company you are interested in working with to complete your purchase. Seek out a reseller that has a positive reputation and one that also provides additional warranties or refund policies.

While not all resellers of old connected cams may provide return policies or refund options, there are resellers that do that are available if a warranty or return policy is important to you.

## Easier to Recoup Money Spent When Reselling Used Cameras

Another major benefit of purchasing a used connected cam from an individual seller or a reselling company is the ability to recoup any money you spend when selling the camera again in the future. Purchasing a brand new connected camera will automatically cause you to lose out on your investment if you choose to resell the item immediately or even in the near future. However, if you purchase a connected cam at a steep discount and you are interested in selling it after you own it, it is much easier to sell the item at the price you paid for it, allowing

you to recoup your investment much faster than with brand new items.

### Cons of Buying a Used Connected Camera

While there are many advantages when it comes to purchasing a used connected camera from a reselling business or an individual, there are also cons and drawbacks to remember at all times. Some of the disadvantages that come with purchasing a used connected camera from another person include:

#### No Warranties or Guarantees

If you choose to shop for a used connected camera online with websites such as eBay, you run the risk of not being provided with a warranty or product guarantee. Anytime an individual chooses to sell items online, even if they are high-risk electronics, they are not required to provide buyers with extended warranties or the option to return the item. Purchasing a used connected camera "as is" is extremely risky if the seller is an individual or does not yet have an established professional reputation.

#### Quality Risk

It is difficult to know whether or not the connected camera you are interested in is of high-quality when shopping for one online. Without having the ability to test the camera, feel its weight, and manually view its features, it can be increasingly challenging to choose a used connected cam that is optimal for you and your needs.

Spend some time researching the used connected camera's manuals and reviews before choosing a make and model that is right for your needs. Do you intend to purchase more than one camera for your office or home? Are you interested in cameras that are intended for security, both indoors and out? Is your camera primarily for use with family members and friends, or are you seeking a solution that is optimal for businesses and corporate work? Always research various connected camera makes and models to determine the best solution for you based on your budgets and the use you have in mind for the camera itself.

### Difficult to Check Long-Term Use

Shopping for a used connected cam online makes it more challenging to check the item for potential long-term use issues that may arise once you own the camera yourself. Without a warranty or a refund policy in place, you are taking a risk by purchasing a used connected cam, even if the seller informs prospective buyers that the camera works and does not have any known issues. Without the ability to test the camera for extended periods of time and over long-term use, it is nearly impossible to know whether or not you may run into issues once your order has arrived.

#### Internet Connection Issues

A major risk of purchasing a used connected camera is the risk of the camera still being logged into the account of its previous owner. Depending on the type of connected camera you have purchased, you may need to contact the previous owner to request that they remove their email address or account information from the camera itself. Some used connected cameras include a reset option, which makes it much easier to delete user information from a previous owner.

Whenever you are in the market for a new connected camera, it is highly advisable to research how user accounts work with the camera and model you are interested in most. Before completing a purchase of a used connected cam, it is recommended that you contact the original owner to inquire about any potential conflicts you may encounter upon receiving the camera. Always ensure user data is deleted entirely before implementing your own username, email address, and password into your new connected camera.

Understanding the advantages and drawbacks of purchasing a used connected cam is essential before making an investment that may ultimately result in more issues than it is worth. Whenever you are shopping for new cameras that have already been connected to the internet in the past, conducting your due diligence and researching each seller or provider is imperative to help make the process of buying used items as smooth and as successful as possible.



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# What Is Web Hosting?



**H**osting is essential for operating a website. Your site has to reside on a server so people can type in the address and the server will send the site to their browser. Unless you want to buy and maintain a server yourself, you must purchase a hosting plan.

## What Else Do Website Hosts Offer?

Once you have a hosting plan, you will point your domain name to the host's name servers. If you don't have a domain name yet, most hosts will help you purchase one and set it up correctly. You can usually have more than one domain on your hosting account. Many hosts allow you to create subdomains as well. A subdomain is a separate website using the same domain name. An example is `blog.yourdomainname.com`. Google and Bing recognize subdomains as separate websites so they increase your chance of showing up in the search results.

SSL Certificates are becoming increasingly important for all websites, not just e-commerce websites. If your web host offers a free SSL certificate, take it. Your website will start with HTTPS instead of HTTP.

Hosts typically provide at least one email account for you. Even if you already have email accounts, this is an important feature because you want a professional email such as `support@websitename.com`. You don't want your website visitors sending emails to your personal email account.

Website hosts give you a control panel with FTP Access. This lets you upload files if you build your website elsewhere. Most web hosts offer one-click installation of third-party, open-source content management systems, such as WordPress, Joomla, Drupal and concrete5.

Look for hosts which provide automatic backups at least on a weekly basis. If something happened during a software upgrade or you lose your website files due to human error, you wouldn't want all your hard work to go to waste.

The vast majority of websites run without issues for years, but if backups are free, you would be a fool not to take advantage of this service.

## What Does Hosting Cost?

Shared hosting is typically inexpensive, under \$15 a month with a discount for paying a full year in advance. For your money, you should get 99.9 percent uptime; every minute your website isn't available, you're losing potential customers. You should also have unmetered bandwidth and storage. While hosts feature unlimited bandwidth and storage, anything beyond normal use and they will upgrade your hosting plan. When you're just starting out, you should be fine.

You will also see free website hosting. Unfortunately, free hosts usually have bandwidth and storage restrictions that make them only suitable for personal, not business, websites. Their uptime is usually less than that of paid hosts. There's no incentive to fix something that's free. Also, your site could load slowly because there are too many sites on one server. Visitors will not wait around for more than a few seconds for your website to load.

## Shared vs Dedicated Hosting

Shared hosting means you'll share a server with other websites. If you are just starting out and expect a modest amount of traffic, shared hosting is your most affordable option. As your business grows, you can usually upgrade to VPS or dedicated hosting.

Dedicated hosting means you have a server all to yourself. It's the ideal option for heavy traffic websites, although it is more expensive. You'll enjoy better security and more disk space than you would with shared hosting. Unless you are comfortable configuring a server, troubleshooting server issues and installing

security patches on a server, you'll want to buy managed dedicated hosting.

VPS, or virtual private hosting, is the middle ground between shared and dedicated hosting. You share some resources on a server with other sites, however, a portion of the resources are specifically yours.

## Adult Website Hosting

If you'll run an adult website, read the terms of service carefully before selecting a website host. Not all hosts are adult content friendly, even though your content is legal. No reputable host will let you put illegal content on their servers. Hosts often don't specify what they consider adult content so ask before paying for a year's worth of hosting upfront.

## Customer Service

Free website hosts typically only offer forum support. Look for a host that offers 24/7 support via chat, email or phone. If your website is down, you are losing business.

## SEO

If you want your website to rank well in search engines, your choice of a host plays a role in your ranking. Besides your website needing to load quickly, it shouldn't go down. If it is down frequently, you'll have a high bounce rate, which impacts your ranking. Google will believe people are not pleased with what they found once they click on your website. Choose a shared host that does not allow spammers to keep their accounts. Search engines will see you share the same IP address as a spammer or a phishing or malicious website and determine your website resides in a bad neighborhood.

Choose a website host with a good reputation and good online reviews and your website should run smoothly so you can focus on running your online business.

# Objectively About The New Age Data Management, Object Storage.

We all have dealt with files and folders to store data that is important for our businesses. It can be everything from ad creatives to video's and images you want to have saved and stored properly. Another option is block storage, where we split data into blocks and store it on a drive, server or computer. Recently another option became available, Object Storage, which is gaining popularity rapidly.

## So what exactly is Object Storage?

Object storage keeps all the parts of a file together, along with metadata and extended metadata. It is found with a unique identifier and there are several benefits to using this type of storage over other types. First of all, since users set up the metadata, it is easier to perform analytics on how the data and storage are used.

Data storage companies often use this type of storage and cloud services companies because you can store the data anywhere in the "storage pool" and find it via the unique identifiers or Meta data, making it truly convenient for these purposes. Even the largest provider of cloud storage, Amazon Web Services, uses S3 object storage to offer the most convenience to its users.

At MojoHost, we have fully embraced the OpenStack ecosystem, including highly available CEPH backed storage. CEPH File System is a software storage platform, and it orchestrates object storage in a redundant, reliable way. By focusing on a completely distributed operation, and avoiding having a single point of failure, the software is both scalable and widely available. If you are already using S3 at Amazon, MojoHost could act as either a replacement or a very cost-effective backup solution for you with simple bucket sync.

## What are its benefits?

Object storage is very scalable. Since you can just store anything within the pool, it's easy to add more space when you need it. This

helps to save on storage because you can just spend on what you need, not being tied to drive sizes. The other benefit is that it is very simple. It's a great foundation for storage that can reduce complexity and make things easier for everyone. Your developers will thank you as it allows for a wide array of features. Some experts believe it is great for unstructured data sets, and that it can help fight against harmful ransomware attacks.

Another considerable plus of object storage is that it is reliable. The data is stored redundantly and in such a way that losing even a significant number of hardware resources will keep data accessible, and it's simple to repair any damage or failed hardware.

Besides the above benefits, object storage is incredibly affordable. At MojoHost, you'd pay only \$0.023 per GB to store any amount of data. Delivery costs are also incredibly low – \$0.005 per GB of outbound transfer and \$0.0025 when utilizing MojoCDN. Inbound data transfer is free.

## How does Object Storage differ from Cloud Storage?

The distinction of object storage from cloud storage is that it does not allow running active scripts. So, object storage is for static content only. It is perfect for videos, photos, and even static pages. In combination with a cloud solution, dedicated server or VPS to run the scripts, this can be an incredible new way to deliver content efficiently and economically.

We hope this information has been beneficial for you and of course we at Mojohost are more than happy to provide you with more information if needed.

You can contact us at [sales@mojohost.com](mailto:sales@mojohost.com) or give us a call at +1.248.233.2045.

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# WEBSITE KEYWORD SELECTION

**W**hen you're doing keyword research, it can be tempting to cut corners. It can be a lengthy process without guaranteed results.

However, your keyword marketing campaign is guaranteed to fail without proper research and preparation. Keyword research plays an influential role in search engine optimization and without it, you're minimizing your brand's ability to reach its fair share of organic search engine traffic.

Don't get us wrong - every piece of content you publish won't rank as No. 1 on Google. But with the right strategy, you can improve your chances of ranking highly on Google's search engine results pages (SERPS), increasing brand awareness and improving your conversion rates.

Let's look at a few tips and tricks you can use to improve your website keyword selection process and choose phrases that will help your content rank highly on SERPS.

## Tip #1: Include Long-Tail Keywords

Long-tail keywords are specific phrases users may search for to find your content. Examples of long-tail keywords include:

- ❑ "how to write an SEO blog post"
- ❑ "the best keyword research tools"
- ❑ "b2b freelance writers for hire"

Think about it: when you're searching for something on Google, do you search for one or two individual words or do you search for questions and phrases?

If you're anything like most users, you're searching for long terms more often than short ones.

Long-tail keywords are one of the most powerful tools in your SEO arsenal. They're easier to rank for than individual terms and you can leverage them to increase brand awareness.

To find long-tail keywords relevant to your company, think about what types of products or services you sell and think about which questions or phrases you would search to find them.

For example - let's say your business sells cat toys. The terms "cat" and "toy" will be nearly impossible to rank for because they are too broad. Millions of websites include

these terms and you will not rank more highly than their most authoritative sources - it's that simple.

But you can rank for long-tail terms like "best brushes for long-haired cats" or "best cat trees for sale under \$150."

These terms require more creativity to generate but offer great pay-off if you use them right.

## Tip #2: Use Keyword Research Tools

It's important to think creatively when you research keywords for your website, but you don't need to do it all alone. In fact, there are dozens of useful keyword research tools on the web to help you find profitable terms and phrases.

Many keyword research tools are free, but some offer additional services for a one-time fee or paid subscription. Our favorite keyword research tools include:

- ❑ SEMrush - (<http://www.semrush.com>)
- ❑ Google Keyword Planner - (<https://adwords.google.com/KeywordPlanner>)

- ✚ AnswerThePublic - (<http://answerthepublic.com/>)
- ✚ Buzzsumo - (<http://buzzsumo.com/>)
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- ✚ Search Console - (<https://search.google.com/search-console/about>)

It's important to try a few keyword research tools to see which one you like best. They each offer unique advantages and disadvantages, so you might find something you like in one software that you can't find with another.

### Tip #3: Analyze Your Results and Update Your Strategy

After you've created your keyword strategy, it's important to analyze your results and change your tactics as necessary. Keyword popularity can be fickle, an new trending terms or phrases may become popular when you least expect it.

If you aren't keeping up with the trending keywords and phrases, your competitors may have in edge. Be sure to analyze how your keywords are doing and continue researching new terms and phrases to add to your content.

Analyzing your results is particularly crucial if you're running paid campaigns. Price changes and search volume fluctuations can heavily impact your return on investment for paid per click campaigns. If you're running PPC campaigns, it's absolutely necessary that you review your clicks and reaffirm how you're spending your advertising money.

### Tip #4: Use Keywords to Guide Your Content Strategy - Not the Other Way Around

Your keywords should tell you what your target audience is searching for on the web. If you're asking the right questions, your

keywords should represent their most popular search terms for phrases in your niche.

Knowing this, your keywords should guide your content strategy.

You should research relevant keywords for your brand before you start planning content. If it's the first step, you can create blogs, videos, and graphics with intent in mind.

Create your list of keywords and use it as a framework for your content. Think about the long-tail keywords we used the example above - "how to write an SEO blog post" could translate into an article titled "How to Write and SEO Blog Post: A Complete Guide" and contain the keyword.

This strategy leverages the needs of your audience instead of optimizing content you already created, giving you an edge over the competition. You're filling a niche your audience is looking for instead of making potentially irrelevant content fill a need that doesn't exist.

If you start using keyword research to guide your content strategy, don't be surprised when you're rewarded with more traffic, higher returns on your investments, and improved Google rankings.

### Final Thoughts

Keywords and keyword research play a key role in any content marketing strategy. Without the right keyword strategy, you could be mission out on valuable traffic and readership/

Fortunately, keyword research doesn't have to be challenging. By following the right steps and using the tips above, you can create a streamlined keyword research strategy that offers measurable results.

But remember - keywords are important, but you shouldn't overuse them. Google favors content that offers readers value. If it thinks your blog post is using keyword stuffing techniques to out-rank the competition, don't be surprised if they punish you as a result.



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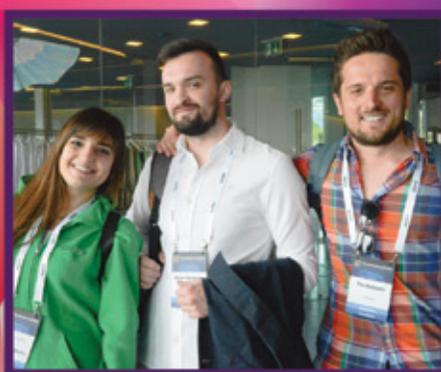


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The background of the central section is a blurred image of a conference audience. Overlaid on this is a large, circular graphic with a rainbow gradient from teal to orange. Inside the circle, the text 'WHERE AFFILIATES, MEDIA BUYERS, ADVERTISERS &amp; PUBLISHERS MEET' is written in white, uppercase, sans-serif font. The circle also contains faint, semi-transparent icons and text related to digital marketing, such as 'CONNECTION ANALYTICS', 'MARKETING RESEARCH', 'LUBING', and 'SCHEDULE'.

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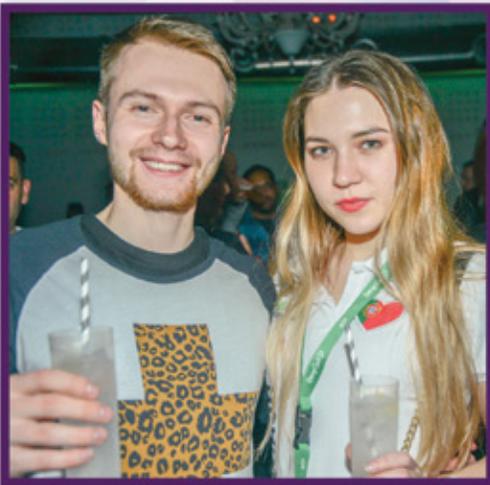
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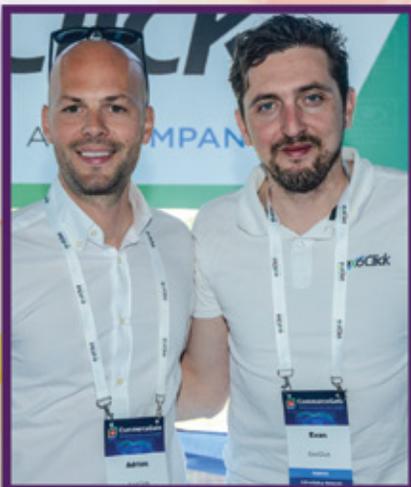
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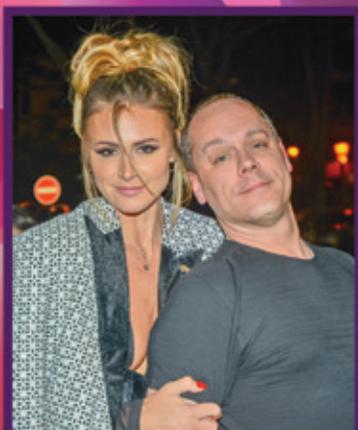




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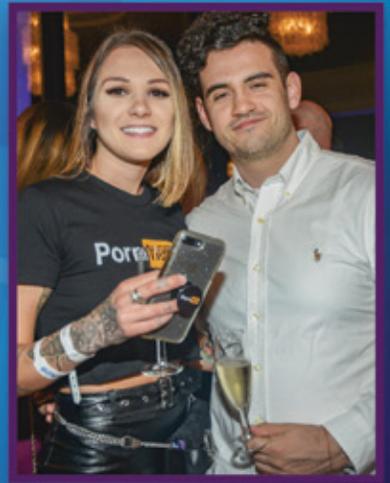










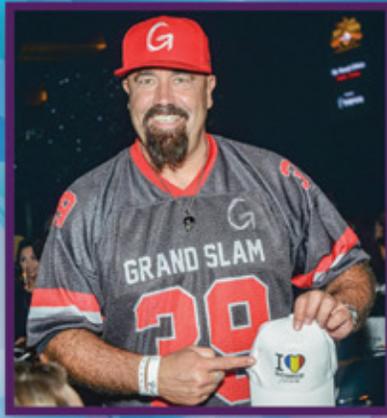


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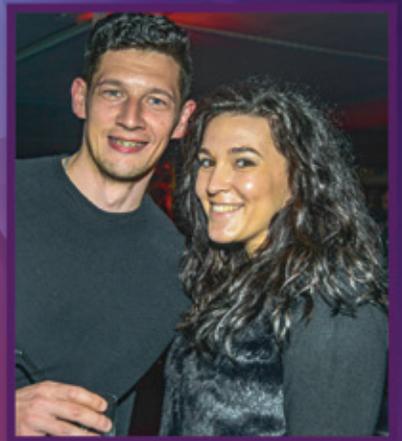
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# The Real Power Of Social Media

*By: Alex Lecomte.*

**T**he global popularity of social media is clearly growing and getting stronger all over the world.

According to numerous international studies (statista, digitalinformationworld, techjury et cetera), the time spent on Facebook, Instagram, Twitter, Reddit, YouTube, and any other social media platform is about 2 hours and 20 minutes per day and per user (in 2018).

This media consumption has increased approximately by 35 minutes per day compared to the year 2012.

This strong evolution in the consumption has forced the society to integrate social media channels as mass communication tools and, as a consequence, as great marketing support to sell ideas and values that can easily serve a product or a service.

Whether we like it or not, those websites and mobile apps have taken a very important place in public relations, branding, and global marketing strategies. When the first marketing theories were written (around 1960), the idea was basically to study the crossroad between the offer and the demand; since then, it has significantly evolved. This previous generation of professionals was focusing on the product (marketing 1.0), then on the consumer (marketing 2.0), to finally include the brands values (marketing 3.0).

Thanks to the evolution between the new technologies and our society, we are now in the middle of a new era, the marketing 4.0: The Social Marketing.

Many big brands have understood that being the best product or service wasn't enough anymore. They now have to share

values and prove their authenticity. Now, the brands must prove that they belong to a social group -- and that they are able to communicate with the users -- if they want to gain their trust through a basic process of self-identification.

Among the most popular social media marketing cases: Kim Kardashian, Wendy's hamburgers, Netflix, and many politicians. Each message posted is now meaningful and 'should be' integrated in a branding strategy. Basically, the brands are trying to convert their targets into fans so they can share a positive opinion about the products and services to their social circles.

This is how some successful brands such as Airbnb and Uber, in addition to a real service, have worked massively on some rating evaluation features, placing the user in a judgmental role, turning him into a "glocal" influencer by taking advantage of our natural will to give opinions and recommend things.

When this power of sharing an opinion is placed into famous hands, we naturally assist to a substantial endorsement: If Joanna Angel recommends a certain tattoo parlor, if Austin Wolf says that he prefers a certain kind of lubricant or Ariel X mentions her favorite sports equipment for EvolvedFights, their voice become an extremely powerful sales pitch. This is clearly a game changer, and this is why more and more companies are investing in their social media; sometimes by hiring a dedicated person in-house and sometimes hiring a professional team like 7 Veils social media premier marketing services.

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*For more information about 7Veils social media & influencer program, please email [alex@7veils.com](mailto:alex@7veils.com)*

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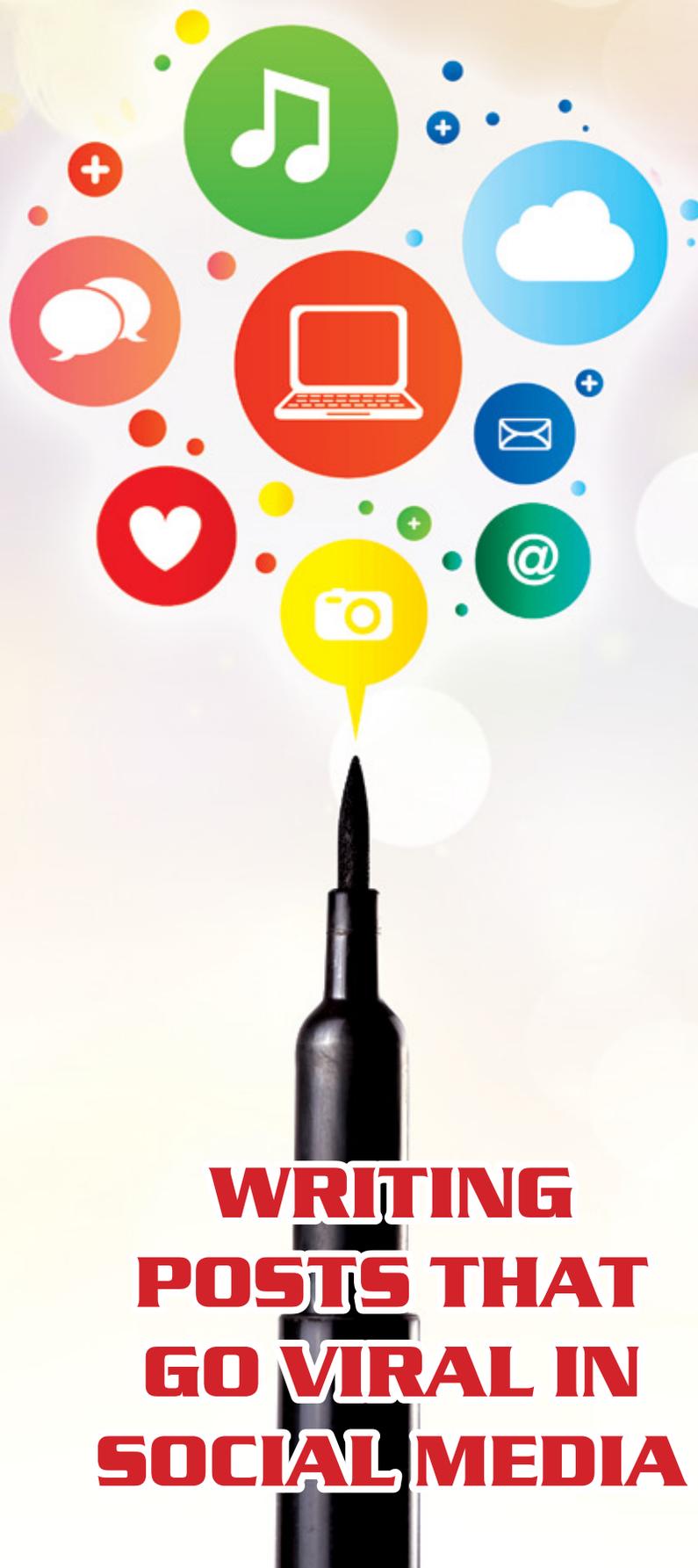
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# WRITING POSTS THAT GO VIRAL IN SOCIAL MEDIA

In recent years, we've started using the term "viral" to describe something on the Internet that achieves widespread popularity in a brief period. The term "viral" originates from video sharing websites like YouTube, but today it applies to content marketing and social media posts, too.

As a blogger or webmaster, publishing viral content is one of the most valuable actions you can take for exposure. Going viral is one of the most sought-after occurrences in Internet marketing, but it can be challenging to do.

So - what is viral marketing, and what causes content to go viral? Let's look at a few helpful tips you can use to write blog posts that will go viral and earn widespread attention for your brand.

## What is Viral Marketing?

Viral marketing means something different to everyone, but in each case it achieves one similar goal: viral marketing generates a ton of potential interest in a brand or product in a brief period of time by spreading among a target audience like its namesake - a virus.

When a blog post or video "goes viral," audience members are quickly sharing it among one another. If you're using viral marketing, the idea is to get viewers to share it with their friends and family. When they do, you get free (or low-cost) exposure.

Social media lends itself to the success of viral videos and blog posts. On social networks, users can share content quickly and easily with their friends, which can lead to massive growth when it's shared on platforms with substantial reach.

### How to write blog posts that go viral on social media

The tricky part about viral marketing is the results are largely in the hands of the users.

For a blog post to go viral, it must generate interest enough so they share it. To do this, a blog post should have at least one of the following characteristics:

- It should be funny (laugh-out-loud posts are ideal for viral success!)
- It should be controversial (political posts go viral often for this reason)
- It should cover a trendy or popular topic
- It should offer helpful, useful, and unique information

Your blog posts don't need all four characteristics to go viral, but you'll need to emphasize one or two. The best way to start your viral marketing campaign is to think about the types of posts you share with friends on social media: they're either funny, controversial, cover trending topics, or offer valuable insights.

Fortunately, there are a few tips and tricks you can use to craft blog posts with a higher likelihood of going viral. No one can guarantee a

blog post will achieve viral success but using the right formula can significantly improve your chances.

Let's look at 4 ways you can write blog posts that go viral on social media.

### 1. Play the Numbers Game

Writing a blog post that goes viral is like applying for jobs - you can put all of your effort into one post and see few results but find crazy success with the next one you publish.

Like applying to jobs, the best way to achieve viral success is to play the numbers game and publishes much content as you can.

If you were looking for a career change, you'd give your resume to as many potential employers as possible to increase your chances of getting hired. Publishing blog posts works in much the same way - the more content you published, the more likely you are to go viral.

Don't start your viral marketing campaign and assume every post you make will reach huge audiences - instead, play the long-game and consistently publish quality, engaging posts. With time, you'll attract new viewers and increase your chances of finding viral success.

### 2. Write Eye-Catching Titles

Titles are one of the most important aspects of a blog post. It's the first thing potential readers see before they open an article - if you don't have a strong title, you're less likely to convert those viewers into readers who will share the content.

Blog titles also impact how search engines will rank your content. You can include relevant keywords to improve your chances of landing in Google's top search results.

### 3. Use Pictures and Videos to Get Attention

In general, blog posts that contain media (like images and videos) are more likely to go viral than text posts.

It's easy to see why: social media users want easily digestible content. They want to consumer information, humor, or controversy

quickly - with images and video, you can make this happen.

Helpful images and video will improve your chances of going viral more so than irrelevant media. For example, consider posting a detailed infographic with your next blog post to offer your readers media-based information. The infographic will make your content easier to digest and thus, easier to share.

Keep this in mind when you craft social media posts, too. On each platform - Twitter, Facebook, LinkedIn, etc. - insights show users are more likely to share content with images or videos. If you're not using these types of media, you're missing out on potential reach.

### 4. Outline Your Vision

What kind of attention do you want to get from your viral marketing campaign? Do you want to shock your audience, make them laugh, or teach them something they didn't already know?

It's also important to outline the types of attention you don't want from your viral campaign. Sometimes, content achieves widespread success on false pretenses. You may see this with blogs promoting the deaths of celebrities who haven't died yet (and similarly misleading rumors).

Once you've outlined your vision for your viral marketing campaign and decided what kind of message you want to send, you have a goal to work toward.

### Final Thoughts

Viral marketing is new compared to other advertisement campaigns, due to the massive success of social media. However, you shouldn't expect every blog you publish to go viral, nor should you be disappointed when they don't achieve explosive success.

However, with the right strategy and consistent, focused effort, you can improve your content's chances of going viral and get the publicity you're looking for in time.

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# FORMULATING A WEBSITE STRATEGY

**L**aunching and operating a successful website requires more than simply providing visitors with straightforward information or dry and dull content. When you want a website that truly thrives online while generating a following, it is essential to formulate a website strategy of your own. With a website strategy, remain focused on reaching goals you have set for yourself while getting to know your audience as you work to grow and scale your business and brand online.

## Define Your Target Audience

Before you can build a thriving website it is important to define the target audience of users you want to reach. What are the demographics of users who are most likely to find your content, information, or products interesting and useful? What are the age ranges and genders you are honing in on most, and why? How do users of your target demographics typically discover new brands and businesses online? Do you intend to sell products or are you interested in captivating their attention for future social sharing opportunities? The more familiar you become with the audience you want to reach, the easier it is to implement a working website strategy that delivers desirable results.

## Set Major Goals

Set at least one to three major goals surrounding the purpose of your website before you begin developing content and promoting it online. Where do you see your website in one, five, or ten years from now? Do you intend to monetize your website? If so, do you prefer selling products, subscriptions, or simply generating income via third-party advertising revenue? Setting goals is a way to prevent feeling confused or sidetracked once you launch your website, especially if you are inundated with more visitors than you originally anticipated.

## The Importance of a Branding Strategy

Develop a branding strategy for your business and official website. Create a modern and aesthetically-pleasing logo that is of high-quality and that appears professional. Select one to three colors to use for most of all of your branding, and stick to your scheme of choice. The most successful major brands in history have a distinct branding strategy. Consider companies such as Starbucks, Nike, and even Burger King. It is possible to immediately recall logos and color schemes of top brands, as their branding strategy rarely waivers.

## Conduct Keyword Research

Spend time conducting keyword research on the products, services, or content you intend to promote. Conducting keyword research is possible by using third-party advertising tools as well as websites such as Google Trends. Gain valuable insight into the popularity of relevant keywords and terms you intend to target with your website. Search for keywords that are not saturating and dominating an entire market. Use unique and specific keywords to focus on individuals who are interested in solving particular problems or seeking out specific services and products.

## Launch an Official Website

Avoid using a free website or just social media to promote your business, brand, or ideas. Launching an official website is not only a way to increase the web traffic you receive, but it also provides you with the opportunity to leave a lasting and professional impression on new visitors and prospective customers. Users online are more likely to trust a new website or brand if it has an official domain name to match its business or brand name. Using an official website is one way to establish your legitimacy and authority, even if you are entering a market that is highly competitive.

## Develop SEO-Friendly Content

Based on your keyword research, develop SEO-friendly content that is most relevant to your target audience and the type of information you intend to share. With the research of various keywords, craft content that resonates with your audience while also providing them with unique and interesting information that is difficult to find elsewhere when browsing online.

## Create an Email Newsletter

Launching an email newsletter is a great way to break the ice when getting to know more about your prospective customers and interested subscribers. Email newsletters provide an intimate form of maintaining contact with your subscribers and users who are genuinely interested in hearing from you. Use an email newsletter to keep subscribers informed of your latest updates while also

requesting feedback from those who are truly loyal to your website and its purpose.

## Build an Online Presence With Social Media

Once you have an official website, it is time to launch your social media presence. Build your social media presence using the same logos and color scheme you have chosen for your website. Use the same name across all social media platform for branding purposes and to prevent the confusion of potential visitors and followers.

Social media is one of the greatest ways to build an online following, even for smaller brands and businesses that are not available worldwide. Create accounts for your website on Facebook, Instagram, Twitter, and even Pinterest depending on the demographics you are targeting. Create a social media posting calendar to ensure consistency in your updates. Showcase transparency by answering questions and responding to comments publicly and professionally with your social media platforms to boost your loyal following.

## Track and Monitor Analytics

Always use a solution to track and monitor your website's analytics. Solutions such as Google Analytics is extremely beneficial, especially when you are just starting your website from the ground up. Track and monitor the analytics of each piece of content, page, and update you publish to gain valuable insight into how visitors of your website feel while browsing.

Working to develop a website strategy is imperative whether you intend to sell local products or if you are interested in building an international brand for your business. Taking the time to formulate a working website strategy is not only helpful for sharing articles and content, but it can drastically change the way visitors and prospective customers view your business and brand in any industry. With a proper website strategy, optimize your marketing efforts while maximizing your online reach without feeling lost or confused on which direction to take ever again.

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than kittens.**



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# Five Ways To Find Long-Tail Keywords For Seo

If you take the time to examine the inner workings of a successful SEO campaign, you're likely to find some well-researched keywords. These are not just any keywords. They are most likely long-tail keywords. There has been a lot of talk about long-tail keywords over the past few years; Nonetheless, it's worth repeating.

Long-tail keywords are highly targeted keyword phrases that contain four or more words. They are different from your standard keywords, which consist of one to two keywords. Now, you're probably thinking the longer the keywords, the lower the search volume. Although this may be true, it's still worth considering.

By using long-tail keywords, you have a user intent advantage. When a user searches for head terms, there are likely looking for information. On the other hand, users entering long-tail keywords are more motivated to purchase. By optimizing for long-tail keywords, you've created a traffic net that's transactional in nature.

Once you're able to show value to visitors, it's easy to convert them as subscribers or customers. Also, it's easier to rank for long-tail keywords because of the low search volume. Precise terms increase your odds for first-

page ranking. In short, optimizing for long-tail keywords will rank higher within the organic search results and drive more targeted visitors to your website.

## The Trick to Discovering Long-tail Keywords

The more visitors you have, the more likely you are to see an increase in revenue and subscribers. The problem now is finding the ideal keywords that will increase your bottom line. The most common misconception among new digital marketers is the belief that a lot of money is needed for keyword research tools. This misconception is the farthest thing from the truth.

Let's face it; many of the paid tools used for keyword research are overrated. Yes, they can make the whole process easier, but they are an unnecessary part of the most difficult aspect of SEO. If you have the time and the manpower, it's possible to manage without even spending a penny.

## Keyword Brainstorming Using Google Search

First, visit Google search to come up with some ideas. If your SEO strategy is local, then make sure to conduct research within the

regional Google variant. Once you're there, began searching for your niche or topic, but don't hit the enter key. If your autocomplete function is turned off, turn it on. Google will then predict a combination of keyword phrases that closely resembles your search term. This provides a great insight as to what people are looking for within your niche.

## Ubersearch for Additional Keywords

If you want more long-tail keywords other than those listed on Google search, you may want to try Ubersuggest. It's an excellent way to acquire more keywords that you probably would have never thought of. Once you've obtained the words from Google search and Ubersuggest, began organizing them in a spreadsheet. Ubersuggest makes it easy because you can download keyword results.

## Answer the Public for Commonly Searched Questions

Answer the Public is a hidden treasure. It's an automated tool that provides different keyword variations. The results are displayed according to each variation. Enter a keyword, and you will see numerous questions, alphabetical lists, and prepositions that relate to your query. Although it offers many variations of a keyword, you

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want to choose the ones that have the ability to convert.

### Google Keyword Planner for Search Volume

Google keyword planner is an amazing tool for discovering the search volume of long-tail keywords. It's also another way of finding them. Once you've entered your desired keyword phrase, you will then see its average monthly search volume. Long-tail keywords with a search volume of 1000 or more per month is a great starting point.

If you can't find long-tail keywords that have at least 50 searches per month, you may want to explore other keyword phrases. Remember, the most important aspect is conversion. Select keywords that are likely to result in conversions. Don't make the search volume your primary focus. Converting visitors to buyers or subscribers is the ultimate goal.

Long-tail keywords with more than a few thousand monthly inquiries is a plus. Pay special attention to the intent of the user. In short, you are compiling a list of long-tail keywords with a decent search volume that clearly displays a strong buyer's intent.

### Paid Services for Finding Long-tail Keywords

If you have additional funds and you want to make the keyword research process easier, you may want to consider some of the paid options. One of the most popular is Semrush. It's an organic research tool that provides your competitor's search rankings, competing domains, and flexible filters for specific research. It's pretty pricey, and you can expect to pay a minimum of \$99 per month. This will buy you a limit of 3000 searches a day. Semrush does offer a free version; however, it's limited to 10 searches a day.

KWfinder is another popular paid research tool. It has a nice layout that makes finding keywords easy. It also provides competitor's rankings, local keywords, SERP analysis, and keyword metrics. The minimum monthly price for their service is \$49, but you're limited to 100 keywords within 24 hours.

### Gauge the Competition

At this point, you should have a strong list of targeted keywords. Now, you need to know just how competitive these keywords are. This will tell you how difficult it may be to rank for your desired keywords. Unfortunately, this ranking process is time-consuming, and you will need a variety of tools. Your true purpose is to gauge the competition and evaluate their strengths and weaknesses. Your next step is to outperform your competitors.

### What Do You Do with All the Data?

At this point, you're prepared to make a smart decision about which keywords you will use. Before you proceed, you want to ask yourself the following questions.

- ❑ Can you create content that's similar or better than the content that exist on the first page of Google for your desired keywords?
- ❑ Does your webpage load faster than the other websites on the first page?
- ❑ Can you obtain high-quality backlinks to strengthen your off-page SEO?

Despite the details that are provided here, there are many other SEO factors to consider. Some of these factors may be out of your control, such as domain authority, domain age, and others. With the most intensive planning, nobody can guarantee a first-page ranking. However, with strong research and planning, it dramatically enhances your chance of success.

Remember, engaging and converting are your primary focus. Choosing the right keywords is the initial step. If you dedicate the time and effort mentioned in this article, you're a few steps ahead of your competitors. If you have done the keyword research, but you're not up to the writing, consider outsourcing it. There are many writing companies and freelance writers that will create great content on your behalf.

Regular posting of content is necessary for maintaining search engine rankings. Most first page websites produce high volumes of content. If you do what's mentioned in this article, you are well on your way to a successful SEO campaign.



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