

## **Shaadi Rewards**

### **Best Practices Handbook:** Building Traffic through Search Engines

## Shaadi Rewards - Best Practice

Shaadi Rewards proudly presents to you, a **Marketing Kit**, with industry-leading best practices for Search Engine Optimization (SEO) and Pay Per Click (PPC) aimed to increase the popularity and the revenues of your website. In this section, you will find a variety of tips and ideas that will help generate increased activity, drive greater traffic and (most important) **increase your earnings significantly**.

**Our SEM Kit is divided into 3 categories, listed below .**

<a href="#">(Natural Search) SEO Kit</a>	<ul style="list-style-type: none"> <li>• Increase your search engine rankings</li> <li>• Create search-engine-friendly Web sites</li> <li>• Drive additional traffic without having to pay per click</li> </ul>
<a href="#">(Paid Search) PPC Kit</a>	<ul style="list-style-type: none"> <li>• Drive highly targeted and valuable traffic</li> <li>• Operate effective and efficient pay-per-click campaigns (PPC)</li> </ul>
<a href="#">Learning Resource</a>	<ul style="list-style-type: none"> <li>• Various Books and links on SEO and SEM Marketing tactics Many of these books are available at Amazon.com, Borders.com, or Barnes &amp; Noble (BN.com)</li> </ul>

## Search Engine Optimization

**The most effective way to drive relevant traffic to your website.**

Natural search listings refers to all unpaid search results that appear on the right hand side of a search engine, when relevant keywords are queried. Click here to see an [example](#)

Here are few simple steps which can be implemented easily on your website to rank higher on Natural search listings:

- 1: [Keyword research](#)
- 2: [Page Title Optimization](#)
- 3: [Meta Tags Optimization](#)
- 4: [Content Optimization](#)
- 5: [Heading Tags Optimization](#)
- 6: [Create a Site map](#)
- 7: [Link popularity](#)

### 1: Keyword Research

Keywords are key phrases which a user types on a search engine to look for services and products. First let's start with basic keyword research that will give us a list of keywords to target for your website.

A comprehensive list of keyword will cover all the keywords related to your services and products offered. Ranking high for these keywords will **generate more sales for you !**

Eg: Taking Shaadi.com into consideration, as our website mainly caters to the Online Matrimonial Domain, The most popular keywords searched here are matrimonial, matrimonials, indian matrimonial, indian bride, matrimonials

Thus, It would be very beneficial to insert these keywords in the Meta Tags of your website, we will be discussing Meta Tags later on in the document.

Meanwhile, Effective Tools that you can use to shortlist the relevant keywords for your website -

- [Overture](#)
- [Google Sandbox](#)

To read more about keyword research : [isitebuild.com](http://isitebuild.com)

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### 2: Page Title Optimization

The Page Title is one of the key page elements that the search engine indexes. and shows the end user the relevant results of the key words entered.

Eg : If a user searches for "Indian matrimonial" as a keyword, as our page title contains indian matrimonial as a key word, our link shows up on the search engine results page.

The correct placement for the Title Tag- <title>     </title> is between the Head Tag - <HEAD> and </HEAD> within the HTML of your web page.

**Syntax :** <title>Your page keyword – SiteName.com</title>

**Example :** <title>Shaadi.com Matrimonials – Indian Matrimonial</title>

**Tips to a great Page Title -**

--Ensure that the keyword relevant for the page is included in the title.

- Make sure that your page title is around 60 characters (maximum six words).
- Do not include words such as: "and", "the", "A", "to", "for", "of" etc. in the title.
- If possible, each page should have a unique title.

For more details on some more tips on how to optimize your Page Title :

- [Efuse](#)

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### 3: Meta Tags Optimization

Meta tags help search engines to find out important information about your page that they might have had difficulty determining otherwise. There are two meta tags – **Meta Description Tag** and **Meta Keywords Tag** that can help your search engine listings.

**The META Description Tag**, is used to communicate to the Search Engines what your website is all about. It describes your website as a whole. Your meta description tag should contain an accurate keyword rich description about your website.

**Syntax:** <META NAME="description" content="This would be your description of what is on your page. Your most important keyword phrases should appear in this description.">

**Example :** <meta name="Description" content="Shaadi.com Matrimonials - Indian Matrimonial, The No.1 Matrimonial Services Provider. Add your Free Matrimonials Profile Now! and Contact Partners for FREE!">

**When you write a meta description tag, you should limit it to 170 characters or 200 characters at most**

**The META Keywords Tag** is where you list keywords and keyword phrases that you've targeted for that specific page. Yahoo! Search strongly recommends the use of the META Keywords Tag. The keywords tag may be considered in the overall equation of page quality depending on the search resource.

**Syntax:** <META NAME="keywords" content="keywords phrase 1, keyword phrase 2, keyword phrase 3, etc.">

**Example :** <meta name="Keywords" content="matrimonial, matrimonials, indian matrimonial, muslim, india, sikh, indian bride">

Please note :

- (1) The correct placement for both meta tags is between the <HEAD> and </HEAD> tags within the HTML the makes up your page.
- (2) Place the meta description tag first and then the meta keywords tag.
- (3) We recommend that your Keywords Meta not exceed 1024 characters including spaces. We recommend that your Description Meta tag not exceed 250 characters including spaces.

**For more details on some more tips on how to optimize your Meta Tags:**

- [Microsoft](#)
- [Efuse](#)

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#### 4: Content Optimization

Google loves nothing more than content rich websites. Compelling content on your website is the essential key to attracting more targeted and qualified visitors to your site.

As a partner, we request you to integrate content from [www.shaaditimes.com](http://www.shaaditimes.com)

Our relationship and wedding portal through the shaaditimes RSS Feed. All you need to do is include the code in the HTML of your web page, and you can be assured of regularly updated quality content. The content provided in the RSS feeds are summaries of the stories, which lead back to Shaadi Times for the complete story.

You would just need to follow these simple steps to get up and running with the **RSS feeds**.

**1:) Upload** this file in the **root directory** of your **web server**. To Download [Click Here](#)

**2:) Insert** the following **code** where you would want it to **appear** in the **page**:

```
<div style="padding-right:0px; width:370px; height:670px; overflow: auto;">
<?PHP
include ($_SERVER['DOCUMENT_ROOT'].'/shaaditimes-xml.php');
?></div><br clear=all>
```

A few tips to write good web content : -

- Give the page a keyword heading title using H1, H2 tags.
- First 250 words of your page content should include keyword rich content.
- Make sure that keywords are used in internal and external links.

Here are few articles on improvising your website content :

- [Webmasterword](#)
- [Akamarketing](#)

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#### 5: Heading Tags Optimization

Heading tags are one of the most important tags appearing on the page not only to the users but they are also very important to the search engines. Because these tags are very closely related to the content of the page that they appear on, they can really boost your rankings. That's why we advise you to have at least one Heading tag on each page. Headings are defined with the <h1> to <h6> tags.

<h1> defines the largest heading and holds the most importance in terms of on page factors, whereas <h6> defines the smallest heading and is considered least important by the search engines.

Many of the major search engines like Google, Yahoo and MSN place a lot of relevance on keywords in header tags (H1, H2 and H3).

**Example :** For Shaadi.com, we see that keywords such as matrimonial, matrimonials, indian matrimonial, indian bride enjoy a good search volume on the Search Engines.

As a result Ranking the above in hierarchy,

1. matrimonial
2. matrimonials
3. indian matrimonial
4. indian bride

So, the syntax of the Heading Tags in the body section based on the above example will be:

```
<H1 ALIGN="CENTER">matrimonial </H1>
```

```
<H2 ALIGN="CENTER">matrimonials</H2>
<H3 ALIGN="CENTER">indian matrimonial </H3>
<H4 ALIGN="CENTER">indian bride</H4>
```

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## 6: Create a Site Map

Site Maps are useful for visitors looking for specific information on your website. They are also great “*spider-food*” i.e they enable search engines to easily find and index every page you want them to find on your site. No matter what the size of your website, you should include a detailed, text-based site map, with a link to every page and preferably, a link for each page. Also remember to link the site map from the home page.

Example : [Shaadi Sitemap](#)

For more details on how to create an effective Site Map

[Google Webmaster](#)

Website submission to Online Directories and Search Engines

Submitting your site to search engines and directories like -Dmoz, Google, Yahoo, AltaVista, All The Web, MSN ensures **continuous visibility for your website free of cost** on the web.

A checklist where you need to submit your website for Free ! -

- [Dmoz](#)
- [Google Add URL](#)
- [MSN Submit](#)
- [Yahoo! Suggest](#)

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## 7: Link Popularity

This is the single most influential factor for determining how well a web site will perform in search engine rankings. A web site's link popularity is computed from the number and more importantly, the quality of links pointing to a web site.

There are 3 ways of increasing your link popularity of your website : Outbound Links, Inbound Links, Reciprocal  
**---Outbound Links**

Outbound links to a website are links that originate from your website/webpage and points to any external website/webpage.

Eg : Link of any External site on **your site** -----> External Site

**---Inbound links**

Inbound links to a web site are links that originate from an external web site to your website.

Eg : Link of **your site** on an External site -----> **Your site**

The higher the page rank (2 and above) of the external website, it would be more beneficial for you to have your websites link on the external relevant websites. To achieve a high link popularity, the type of links you should build are Inbound Links

**Please note**

1. Many directories exist and vary in their methods of getting your link posted on them. They provide a great source of quality inbound, one-way links. If you are looking for a list of Free Web Directories to do Free Directory Submissions to, this free web directory list is a good place to start.

[Seocompany](#)

Ofcourse, getting your website listed at Dmoz and Yahoo is a must

2. The most powerful way to get inbound, one-way links is to have great site content that other web sites will want to link to. This allows you to get links from sites other than directories, which can definitely be better. The best thing about this is that it requires no communication on your part, it just happens naturally. If your site has poor content then others sites may not link, including the directories. Most of the top ranking web sites today got to the top because of great content. Writing interesting and informative articles for your web site is a good way of getting these kind of links.

### ---Reciprocal Linking

Placing an external link on your website and in return , you give him a link to be placed on the external website

Eg :Link of an external site on **your site** --->External site **PLUS** Link of **your site** on external site -----> **your site**

Resources and References on Link Popularity :[Seobook](#)

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## Pay Per Click Advertising

### An excellent medium to target users who are looking for what you are selling

Services like Google, Yahoo and MSN typically sell listings on a cost-per-click (CPC) basis, which gives the advertiser to control their budgets but also gives total control on which keywords to bid on.

Steps to be taken for a successful PPC campaign.

#### **1: Ad Copy**

The primary purpose of any on line ad copy is to get a user to click through to visit your website. Before creating your ads you need to determine your target market and keyword selections. If your company focuses on a specific market niche, The ad you create should include your main keywords either in the title or near the beginning of the body text.

Draw attention by using call to action phrases and words that provoke enthusiasm and response.

For Eg Use phrases like "Save on DVDs," "Get cheap stereos," or "Join now for 20% discount," etc. **Just be cautious and be sure to follow Google's Guidelines**

#### **2: Before writing the text ads:**

The following steps can be followed before writing a Text ad

- Prepare and finalize your keyword list.
- Identify the immediate benefits that your product or service will offer the web user.
- Think about what you want the searcher to do after they have read your ad

#### **3: Writing text ads:**

The following steps can be followed while writing a Text ad

- Use keywords in the ad title and in the ad copy,
- Include a call to action such as Join now
- Make sure the message in the ad extends to the page your customers land on after they click on your ad.

#### **4: Ad Positions**

Keep in mind the following in regards to monitoring and tracking your ad positions

- Carefully monitor your ad position, Cost Per Click, and Click Through Rate.  
Your Cost Per Click or CPC is your Total Cost divided by your Total Click.  
A CTR is obtained by dividing the number of users who clicked on an ad on a web page by the number of times the ad was delivered (impressions). For example, if your ad was delivered 100 times (impressions delivered) and 1 person clicked on it (clicks recorded), then the resulting CTR would be 1%.
- A higher CTR and higher CPC results in higher positioning

#### **5: Tracking your Keywords:**

The first step to a successful PPC campaign is to track each keyword, this is done by having tracking id and a URL of relevant landing page. for every keyword that runs in the campaign. This will help in knowing keyword performance and the returns, which will help in reducing the cost.

**Eg: Indian Matrimonial:** <http://www.shaadi.com/matrimonials/india-matrimonial/ptnr?=xxx>  
where the ptnr value is the tracking code.



## Some benefits of using PPC:

- **Exposure on the net** -Your website ads would appear next to Search Results
- **Pay for Targeted Success** – Launching a PPC campaign guarantees that you will only be paying for the people who are genuinely interested and decide to click through to your Ad.
- **Immediate Results** – When managed correctly a PPC campaign can produce significant results in a short period of time, sometimes even minutes.

## SEM Learning Resources

Success in Search Engine Marketing requires both learning and practice. The key element of learning in the SEM industry is to be abreast of latest best practices. Therefore, one needs to have a constant urge to learn in order to be a successful Search Engine Marketer. An SEM professional has numerous options to learn SEM concepts and best practices. However, it is critical that one chooses appropriate options for continuous learning. Find below a list of selected learning options.

**Discussion Forums** - Below is a list of some of the popular SEM discussion forums.

- [SEO Chat](#)
- [Search Engine Watch](#)
- [Web Master World](#)

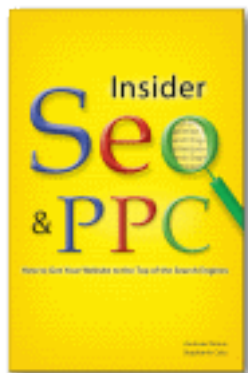
**Blogs** - Blogs are another powerful source of continuous learning. Find below some of the blogs which publish valuable information about SEM concepts including latest revisions and trends.

- [Google Adwords Blog](#)
- [Yahoo Search Marketing Blog](#)
- [Matt Cutts Blog](#)
- [Search Engine Land](#)
- [Top Rank Blog](#)
- [Andy Beal's Blog](#)
- [Bruce Clay's Blog](#)
- [Gord Hotchkiss' Blog](#)

**Articles and Tutorials** - Find below some of the popular SEM articles and tutorials written by SEM experts.

- [SEMPO Learning Center](#)
- [Beginners Guide to SEO by SEOMoz](#)
- [Google Webmaster Guidelines](#)
- [W3schools HTML Tutorial](#)
- [Andreas.com](#)
- [Insider-SEO](#)

## Books for your Reference



### **Insider SEO & PPC, by Andreas Ramos and Stephanie Cota.**

How to use search engines to get qualified leads, prospects, and customers by building and managing SEO and PPC campaigns. Interviews with Google, Microsoft, Clicktracks Web Analytics, and others. 26 case studies. 47 tips & tricks.

Available at Amazon, Borders, Barnes & Noble



### **Insider's Guide to SEO, by Andreas Ramos and Stephanie Cota**

Available at Amazon, Borders, Barnes & Noble.

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Results 1 - 10 of about 407,000 for [shaadi.com](#). (0.09 s)

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[www.ibibo.com](#)

**Shaadi.com** Matrimonials – Indian Matrimonial

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[:: USA **Shaadi.com** Matrimonials ::]

18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48 ...

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Natural Search Listing