Summer Internship Project

Report on

SOCIAL MEDIA OPTIMIZATION

&

PAY PER CLICK

WILDNET TECHNOLOGIES

Guided by:-

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Submitted by:-

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CERTIFICATE

WILDNET
TECHNOLOGIES PVT. LTD.
(An ISO 9001 - 2008 Company)

Ref. No. _____

Date _15th - Sep - 2012_

September 18th, 2012

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhishek Chandra** had been working with us as a **"SMO Trainee"** from 6th June, 2012 to 6th September, 2012.

During his tenure with us, his performance was good and to the satisfaction of the management. He has left the organization on his own accord.

We wish him all the success in his future endeavors.

With Regards,

Kanika Kalra
(HR Manager)
Wildnet Technologies Pvt. Ltd.

Authorized Signatory

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ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

The project was about Social media optimization usage and its implications to generate an intense amount of traffic on various sites. SMO is a part of internet marketing strategy which is used to generate awareness through social media outlets.

My goal of social media optimization activities was to engage and interact longer with the targeted social communities so that enough buzz and brand awareness is created about client's business in social circles.

I was generally used to perform some tactics of generating traffic to my client's fan page www.back2college.in. I had a team of 8 members at my internship each one was in different role. My role is to generate traffic through social networking sites like Facebook,twitter,pininterest etc. because online social networks like Facebook and Twitter are quickly becoming the fastest and most direct way for customers and consumers to share their experiences about the products, services, and experiences that they have.

The main reason for this is convenience – customers don't want to spend time waiting on automated phone lines to explain their situation. Another reason is the public nature of social media – a complaint on a page with thousands of eyeballs on it is more likely to get noticed and resolved then a private issue.

Back2college.in is a site based on college going guys who missed their college life after being passed from their college.

The objective of the project was to provide 1 lac conversion of users to the clients. This conversion includes registered users with their valid id's and contact numbers and these users were mainly from 18 to 30 yrs of age group. The traffic diverting activities includes engagement with users through innovations on various social networking sites.

The main responsibilities were to understand the new trends of college going guys their interests, lifestyles and their activities on social networking sites.

The next part of my project is pay per click (PPC) is an Internet advertising model used to direct traffic to websites, where advertisers pay the publisher (typically a website owner) when the ad is clicked.

In this module we were supposed to bring the clicks on my client's Link www.back2college.in in order to generate heavy traffic and awareness among targeted groups. PPC also allows you to bid on keywords in order to secure a high search engine ranking.

CHAPTER 1: COMPANY PROFILE

Background

      Wildnet Technologies Pvt Ltd is an ISO 9001:2008 certified company and google adwords certified partner which stated out in Noida, India. At Wildnet Technologies, they are committed to meeting your process specifications and quality expectations. Their multi-functional teams take pride in doing the job right for you the first time.

Tag Line

      "We'll make you visible"

Vision

      Wildnet aims to forge a long-term business relationship with clients, serving their requirements and partnering them on a mutual growth path.

Mission

      They use ethical methods to raise your website's search engine visibility within the shortest possible timeframes.

Their Clients

      Virgin Mobile, Iffco-Tokio, Buniyad, Back2college.in, chocolate.com, movers.com, Aircel, FideSlity, Intelex & Total Med India etc.

Services

      They have a number of service options on offer to boost your ranking on Search Engine Results Pages (SERPs):

1. Search Engine Optimization (SEO)

      Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

2. Social Media Optimization (SMO)

Wildnet technologies offers SMO services and these services are designed to help companies like yours create a brand and then market their product & services through online social networks.

3. Pay Per Click (PPC)

PPC allows you to bid on keywords in order to secure a high search engine ranking.

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4. Link Building

Search engines use complicated algorithms to give better search engine page rankings to websites. Link Building is one of the most important aspects in an effective SEO campaign. A website with large number of high quality incoming links is viewed as a valuable resource by web visitors and enjoys higher visibility and better rankings.

5. Web Designing

Their web design services cover comprehensive, targeted requirements for your business. Their priority, as a leading web design company for the US, UK, Australian and Canadian organizations is to assist their clients' growth by giving their online presence a quantitative and qualitative boost.

CHAPTER 2: PROBLEM IDENTIFICATION & OBJECTIVE

Business problem

Wildnet technologies do online marketing of client's website through social media optimization technique. The major problem was llac conversion to client's website www.back2college.in as it was demanded by client.

Objective

The main objective of the project was to bring network traffic to clients's and providing llac conversion to the client's website www.back2college.in.

This was accomplished through various techniques of Social media optimization.

Social media optimization (abbreviated as **SMO**) refers to the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event.

SMO is similar to SEO search engine optimization in that the goal is to create awareness and create a specific action, such as driving traffic to a web site. Social media optimization refers to optimizing your websites and content in terms of sharing across social media and network sites. Usually social search and social proof go hand-in-hand with social media optimization.

Search engines are increasingly utilizing the recommendations of users of social networks such as Facebook, Twitter, and Google+ to rank pages in the search engine result pages. Online Social Networking sites like Facebook and Twitter has become the most popular mode of communication between customer and consumer to share their experience about the product and services.

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CHAPTER 3: LITERATURE REVIEW

Social Media Optimization (SMO) is all about to identify & reach out to your target audience, and engage with them socially at their own terms. The rule of the game is that if you have a commercial interest, do not plug into a social community unless you can add "value" to it.

Importance of online social communities and social media optimization cannot be ignored by any business these days. Of late, preferences of people have changed a lot and most of the tech savvy users now prefer to get updates for the products and services they want through social networking sites like FaceBook, Twitter, Linkedin etc.

Though popular search engines like Google, Yahoo, Bing, Ask, Altavista etc. still attract substantial number of users every day by means of their organic search queries, the fact is that growing popularity of social media has taken a good chunk of online users away from these search engines. Facebook is still the king in social media and is registering over 2 million unique visitors per day in the UK alone. This speaks volumes about the impact and potential of social networking sites.

Social Media Optimization – Potential and possibilities

Creating your buzz in social media

A substantial number of internet users remain logged in to social networking sites for most part of the day, or even at late nights. To reach these users and to attract their attention towards your business, it becomes imperative that you take the help of SMO professionals. The team of seasoned Social Media Optimization (SMO) professionals at **Wildnet technologies Pvt. Ltd.** has the expertise in creating awareness and buzz about your business in professional and other online social communities.

SMO-PART OF INTERNET MARKETING

SMO is an important part of internet marketing/e-marketing. Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing.

Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing (SEM), Social media optimization (SMO),search engine optimization (SEO), banner ads on specific websites, email marketing, content marketing, mobile advertising, and Web 2.0strategies.

Internet Marketing Tactics

There are many different technologies to facilitate your Internet marketing strategy. Some of the most common and effective tools are:

1. Search Engines and Directories:

Search engines are one of the most popular means of finding web sites, second only to following links on web pages.

Search engines help people find relevant information on the Internet. Major search engines maintain huge databases of web sites that users can search by typing in keywords or phrases.

Advertise your message. Web directories/search engines are information, gateways that have high traffic and are good for displaying advertisement banners. They are used to find Internet information and for this reason, appeal to broad target groups.

E-zines (Online magazines): These publications are focused on specific topics and may be a way to reach a target audience interested in that subject. Some companies have gathered the e-mail addresses of potential customers and used these lists to send out product information specific to client interests.

Seven good reasons to establish an E-Zine

- ✓ Establishes Trust
- ✓ Brings Visitors Back
- ✓ Establishes You as an Expert
- ✓ Keeps Current & Potential Customers Up to Date on New Products & Services
- ✓ Builds Relationships
- ✓ Allows You to Build an Opt-In Email Marketing List
- ✓ Keeps Your Website Fresh in Visitors' Minds

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E-mail: Ethical methods of gathering e-mail addresses are through on-line registration built into your corporate Web sites, or requests for information forms that request submission to your opt-in lists.

An alternative is to purchase lists of customer e-mail addresses indexed by special interests from a private company such as 'Postmaster Direct'.

Online customers are becoming increasingly selective about their relationships, the brands they trust, and what they consider relevant. While most marketers are aware of privacy issues and the risks of Spam, there is still need for improvement. Email marketing campaign management is still fairly unsophisticated even at the largest of organizations.

Marketers have to think about the drivers of customer response and purchase. Over time, as more is learned about your customer buying behavior, you can will isolate campaign and program characteristics that drive your customer or visitor response and action. Isolating the behavior of high value customers, business customers, or the minority of customers who prefer to buy online will be critical. For example, new online buyers get referrals when shopping online, while experienced frequent buyers prefer search engines.

Affiliate Marketing: Affiliate Marketing enables you to increase online sales by promoting your products and services through a network of Affiliate sites on a payment-by-results basis.

It also provides the opportunity to generate additional revenue by exploiting your site's own content to promote the products and services of other online Merchants.

A Merchant recruits content sites to partner with them as Affiliates in exchange for commissions. A common third party provider such as Commission Junction can be used.

The Merchant provides their advertising banners and links to their Affiliates and assigns a commission for each click-through to their site, subscription to their service, or purchase of their products that is generated from those links.

Affiliates place the tracking code for these ads and links on their Web sites. This allows clickthrough's to be tracked online and commissions to be calculated. If a product or service is purchased, the customer pays the Merchant directly and the Affiliate is paid a commission for that transaction. The dating giant adultfriendfinder.com has used this strategy to the maximum and has earned millions of dollars by proper implementation of this strategy.

Social media optimization is in many ways connected to the technique of **viral marketing** or viral seeding where word of mouth is created through the use of networking in social **bookmarking, video** and **photo sharing** websites. Having a good social presence will help you to increase your online exposure, traffic, leads and sales at minimal cost.

Not to be confused with Search Engine Optimization (although highly effective and complimentary to SMO), a social media optimization campaign focuses on achieving your marketing goals and branding needs by only using social media components.

TYPES OF SMO

It refers to those smo activities which user can see openly like posts, contests & comments. These activities are done on social networking sites because it is more faster than any other promotion techniques.

This brings the concept of **Fan page.**

It is also refer to directly interacting user's activity or those activity performed at fan pages

- This is also called front end activity.

- These activities are specially performed on social networking sites like Facebook,My space, pin interest

- For ex: Post Updates, running the contest, creating groups etc.
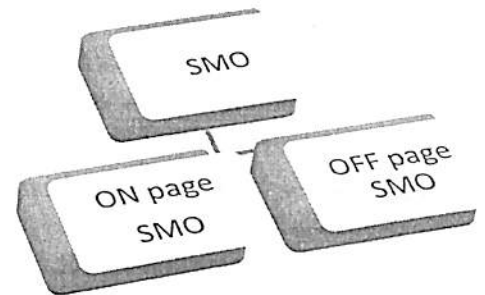
On page Tips:

Place your social media communication front-and-center on your website: This provides another way for people to discover your social media channels and increases your visibility. You want to be as many places as possible, and social media lets you do that in a scalable way.

Make your content easily shareable with single-step social sharing options: Ensure that your social sharing options are easy-to-use, visible to users and included across your website, blog and marketing emails.

Encourage Facebook *Likes* off Facebook, as well as on Facebook: In striving to gain Likes on your Facebook Page, be careful not to dismiss the importance of Facebook Likes on your website.

Create shareable, interesting content: People aren't as interested in promoting brands across their social networks as they're in promoting themselves. Users are looking for easy-to-share, attractive content in a neat, pre-packaged format.

Routinely track your progress using a set list of social media KPIs: It's not worth optimizing your social media, if you're not also tracking your social media performance and prioritizing what's working.

OFF PAGE-SMO

It refers to those smo activities where direct submission of website link or content link to other websites takes place.These activities can be done for boosting up the profile.

- ✓ These are also known as **Back end activities**
- ✓ For ex: Bookmarking, directory submissions, article submission, press releases etc .
- ✓ Offpage Social media optimization is everything that helps with your different social media channels.
- ✓ Off-page SMO activities include building mashups and incoming links, thus helping the web property hosting the social media application become more popular on the internet.

Off Page Tips:

Grow your Twitter follower and Facebook fan base

The larger your follower/fan base, the more expansive your reach will become across these social networks. The new Twitter is great for getting suggestions for who to follow. Each time you follow a user, Twitter now suggests two more similar users to follow.

Facilitate conversation with Facebook status updates & Twitter

Instead of just using your Facebook Wall or tweets to syndicate content, make sure you're engaging your social media audience.

Create alignment between your social media channels and website

Treat your social media channels as an extension of your website. There has to be some alignment between the channels. Strive to keep your brand messaging the same, at least at the meta level, such as using your same overall marketing message, brand colors and company voice.

Tweets: Avoid self-promotion, be helpful and generous

Being overly self-promotional in the social media space is a surefire way to lose your audience's attention. Tweets should include a range of: relevant, interesting content; RTs of your followers, customers, top influencers; your own content (recycle old content too); and, self-promotion.

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FAN PAGE IN FACEBOOK

A **fanpage** is a website created and maintained by a fan or devotee interested in a celebrity, thing, or a particular cultural phenomenon. The phenomenon can be a book, television show, movie, comic, band, sports team, game or the like.

Fansites may offer specialized information on the subject (e.g., episode listings, biographies, storyline plots), pictures taken from various sources, the latest news related to their subject, media downloads, links to other, similar fansites and the chance to talk to other fans via discussion boards. They often take the form of a blog, highlighting the latest news regarding the fansite subject. They often include galleries of photos and/or videos of the subject, and are often "affiliates" with other fan sites.

Fan page creation:

Step 1: Build your Facebook Page

Everything on Facebook starts with your Page. Create a Page It's a simple, free way to communicate with customers.

Step 2: Connect with people

Get people to like your Page. Create several ads and target based on location, demographics and interests.

Step 3: Engage your audience

Post quality updates and promote your posts with ads to engage your customers and their friends.

My client's fan page

IMPORTANCE OF FAN PAGE

Facebook fan pages have become extremely popular over the past year. Large and small businesses alike are utilizing fan pages to drive more customers and clients to their products or services. Using fan pages will also bring in specific people that are interested in what you are offering vs. the general public.

Important reasons for facebook fanpages existence:

Branding

This is the number one reason why you need to jump into the Facebook fan page right now. If you want to market a brand effectively, I am sure you have been advised to use social media.

Viral

The biggest thing about Facebook is that it can viral your posts like anything. Whenever you make an update on your blog, the Facebook feed catches it. Your fans have the power to like it and put it on their wall.

SERPs

Your fan page can get indexed in Google. While most part of Facebook is login protected against search engine spiders, fan pages are not. So if your fan page has keywords that match, there is a high probability that your Facebook fan page may turn up in Search Engine results.

Connect More Personally with Users

Almost every one has a bit of their personal life on Facebook. So as you can see that you can connect with you audience at a more personal level.

Easy to Promote

It is not a very difficult task to promote your Facebook fan page. You can easily promote on your blog or website using the widget that Facebook provides you with. So you don't have to go out of your way to tell everyone to join your fan page.

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FANPAGE INTEGRATION

Building an app on Facebook gives you the opportunity to deeply integrate into the core Facebook experience. Your app can integrate with many aspects of Facebook.com, including the News Feed and Notifications.

One of the most requested features since facebook launched their integration has been the possibility to also send to your facebook fan pages. Today they are happy to say that it's possible. If you have a band and want to stream your next concert live, or if you are a company wanting to make a live press release about your latest product and get real-time feedback, you can now post your broadcast automatically to that facebook page.

Over 8 million users become fans of Facebook Pages every day to connect with their favorite public figures and organizations and get updates directly in their streams. Now with the launching of Fan Box, a Facebook Connect-enabled social widget that Page owners can add to their websites to allow users to fan and view the accompanying Facebook Page stream. With the Fan Box, brands can bring content from their Facebook Page into their website and help convert website visitors into Facebook fans.

Photos   Likes 10,975   Events   Videos

Google +   Pinterest   Contact   Notes

Best Tips on Fun-t Trips..
Traveling with frien one of the most fun

@Back2College_in   Invite Your Frien...   Fan of the Week

My client's fanpage Integration

FANBOX OR FANGATE

This is a social plugin that enables facebook page owners to attract and gain like from their own websites. Each Fan Box includes the **Become a Fan** button. You can customize the Fan Box to include additional features including the stream of recent posts as well as a list of fans. The Fan Box can integrate tightly into your website - it takes a minimum of 200px width and 64px height for the button, and 554px height with all features included.

Canvas Page: The Page in which your app is loaded.

You populate the Canvas Page by providing a Canvas URL that contains the HTML .

Fan-gating is still an extremely effective tool that can be used to increase Facebook Page Likes. However, the ways in which businesses are now using fan-gating to attract new fans has changed as a result of Timeline. Because Pages can no longer use custom applications as their default landing tabs, alternative methods for increasing Page Likes have been developed.

PAY PER CLICK

Pay per click (PPC) (also called cost per click) is an Internet advertising model used to direct traffic to websites, where advertisers pay the publisher (typically a website owner) when the ad is clicked.

In my project we used PPC methodology in order to bring traffic to client's site www.back2college.in through clicks. Client's site commonly charge a fixed price per click rather than use a bidding system.

There are two primary models for determining cost per click: **flat-rate and bid-based**. In both cases the advertiser must consider the potential value of a click from a given source. This value is based on the type of individual the advertiser is expecting to receive as a visitor to his or her website, and what the advertiser can gain from that visit, usually revenue, both in the short term as well as in the long term. As with other forms of advertising targeting is key, and factors that often play into PPC campaigns include the target's interest (often defined by a search term they have entered into a search engine, or the content of a page that they are browsing), intent (e.g., to purchase or not), location (for geo targeting), and the day and time that they are browsing.

We used flat rate model in which the advertiser and publisher agree upon a fixed amount that will be paid for each click. In many cases the publisher has a rate card that lists the cost per click (CPC) within different areas of their website or network. These various amounts are often related to the content on pages, with content that generally attracts more valuable visitors having a higher CPC than content that attracts less valuable visitors. PPC allows you to bid on keywords in order to secure a high search engine ranking.

The majority of all search traffic on the web originates at Google, Yahoo!, and MSN. Google has it's own PPC model, known as AdWords. By advertising via Google AdWords, your listing can appear on not only Google, but also AOL, Iwon, HotBot, Lycos, AskJeeves, Teoma, and NetScape.

CHAPTER 4: BUSINESS MODEL AND METHODOLOGY

This chapter talks about the methodology adopted to execute the project. The way I worked to attain our objectives to solve the business problem. Here I discussed the business model of my project.

Business Model of project
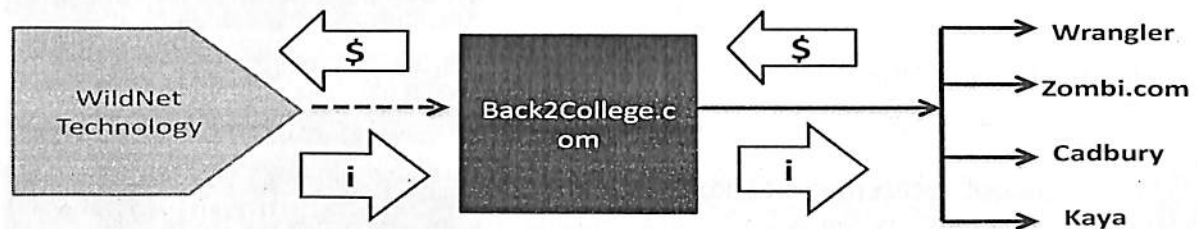
As shown in the business model our project team at wildnet technologies we were supposed to bring 1Lac conversion for our client as our client paid us for that conversions. After `that client bifurcated those 1lac conversions to wrangler,zombie,Cadbury & kaya. In order to do business client distribute that conversion to its subclients and subclients gave an amount of money to back2college.com.

As we follow one of the best ways to promote our client's website is to encourage new visitors to share our content on Twitter, Facebook, Digg and other social sharing sites. However, we can't expect our visitors to share any old boring content to it's important to create content for our site that is compelling and sharable.

ACTIVITY FLOW

Here drawn an activity flowchart performed during my summer internship project. There are 8 most important activities in SMO & PPC techniques.

Activities performed

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TECHNOLOGIES

Opening Client Page	• Back2college.in
Engagement of People	• Images, Blogs, Videos etc
Content Generation	• Content is the fuel for any social media optimization engine
Innovations	• Ideas & creativity comes through various channels
Strike the Target Audiences	• Based on demographics & interest.
Emphasis on Active Users	• Monitors through daily activity on various SNS
Poll Optimization	• Executing a opinions poll.
E-mail Marketing	• Done through professional e-mail emplates
Account Maintenance	• Including security issues related to existing accounts on SNS

Opening of client's website

The first activity was to open the client website www.back2college.in especially in google chrome browser.

Engagement of people:

In social media the prior responsibility is to engage people through video, blogs,notes & images. Engagement is not just about unending, feel-good conversations on your blog or Facebook page.

Its is the way how you convey or present your views to others engagement is when people qualify themselves – when a prospect raises her hand and says, "Yes, I'm interested in your company. Help me to get to know you a little more". Invariably people who have engaged with you online become customers at higher rates, and they in turn tell their friends about you, revving up your marketing engine over and over again.

Content generation:

Content is the fuel for any social media marketing engine. Due to time and a lack of acumen, it is also a barrier to success for many online marketing efforts. A strategic approach to creating, publishing and using content creates a process that increases the probability the effort will be sustained and produce measureable results. As in our project we have to generate an specific content for our clients website www.back2college.in .

Guidelines for creating content:

Figure out who you know best

The most important part of content is relevance to the topic or theme in www.back2college.in we are looking for content related to students & colleges regarding new trends in fashion & technology.

Know Yourself: Create content you know about. Be genuine & interesting. People will be responsive to your content, as long as it's authentic.

Know your audience: Create content your audience finds interesting. If you're able to figure out what you're audience is interested in; you can find spokespeople to contribute content on your brands behalf.

Know the medium : Content can take many forms, video, audio, images, presentations, motion graphics, or copy. Know what media work best to communicate your message to your audience.

Know the memes : Each social media channel is different, and may have very different memes. Things that are well understood on one social network might not be obvious on others.

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Know how/ what to track : Because every site & platform is different, there are many different ways you can track things. Certain sites will provide you with metrics, while others require you to embed tracking codes. Some sites won't allow tracking code, so you might have to get monitoring software.

Know what to listen for : In the same way you need to know what to track; you also need to know what to listen for. Listening is a skill that many marketers don't have; they're often really great at communicating a message, but often fall short when interpreting collective responses. If you can define some key performance indicators in terms of key-words, you'll have a advantage over much of your peers.

Know what to do : Another important and often overlooked element of listening is knowing what to do with the information you've heard. How should you respond? Should you change the mind of a person who posted a negative comment? What if that person is a 'troll' who posts negative comments all over the place? That type of person wouldn't ever change his mind. This is the best guide to evaluating comments and determining the appropriate response.

Striking the target audience was our target

Social media is a gateway to many businesses opportunities and cannot be ignored as an efficient online marketing plan. Creating profiles on social sites gives you the opportunity to reach to your target market and audience. This allows you to connect with the people who have some interest in your products or services.

We were aimed to focus on college students and adolescents youths because to generate an effective customer involvement.

Poll optimization

Poll optimization is a technique to optimize polls on social networking sites especially facebook introduced a way to further engage your audience. It can be used to gather valuable market research and insight into your fans behavior. In the long run, this information could lead to more sales and a larger, happier Facebook community.

Email Marketing in social media

Social media have become an important part of the internet and online marketing landscape in the last decade. How do social media impact email marketing, and is email marketing still relevant in a world full of social networks?

Email marketing has always been an attractive marketing strategy to online businesses as it allows them to quickly, easily, and cheaply engage their most loyal customers. Email marketing has grown into an effective industry that compliments other marketing strategies quite well, and raises the growth potential for companies wishing to reward their customers and obtain new ones.

The great thing about **email marketing and social media marketing** is that businesses don't (or shouldn't) have to choose just one. Both strategies offer unique advantages in attracting new customers, as well as in soliciting new business from old clients. In fact, in conjunction with each other, these marketing solutions can be used to connect with even more customers than ever before.

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CHAPTER 5:PPC METHODOLOGY

Pay-per-click is a great tool for affiliate marketers. Whether you're using PPC to drive traffic to your own website, or to link directly to merchants, PPC has revolutionized how affiliates are doing business on the internet.

As in my project we were supposed to bring clicks on my client's website www.back2college.in

Why ppc?

The premise of PPC is very simple. Rather than working SEO 'magic' to position your website at the top of the search engine results, PPC allows you to gain that exposure almost instantly, by paying a fee (per click) to display a small "ad" or "link" within the sponsored listing sections of the search engines results pages. The more you are willing to pay for each click, the higher your listing will appear on the page. It is one of the technique of internet marketing to bring more traffic to your website.

Hit the Ground Running

There are basically two ways you can use PPC to generate revenue as an affiliate. Firstly, you can run PPC ads designed to drive traffic to your own website. If you have a well-designed site with lots of good content (informative articles, newsletters, product reviews, or whatever your forte).

The second choice is to run PPC ads that link directly to the merchant with your affiliate id embedded in the link. This can be very expensive if you're competing against other merchants who can afford to pay more per click than yourself, but it's a great way to quickly determine if a category is worth competing in.

Organic Listing in ppc:

Organic listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements.

The advantage of organic search marketing is that organic listings are more trusted by searchers than paid listings. Most searchers are savvy enough to realize that Google has a say in what shows up in their searches, and that paid listings are more about who has the deeper pocket. Top organic positions also attract 50% more attention than top paid positions.

The disadvantage of organic search is that it can be tricky to get top rankings if you don't know what you are doing.
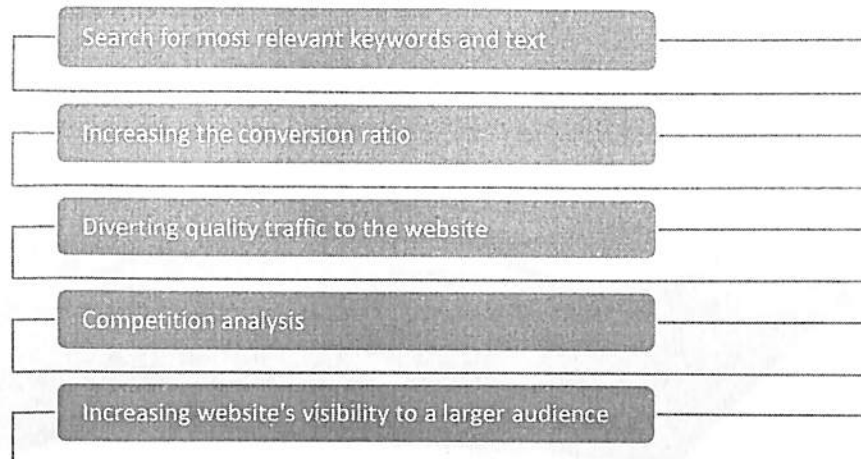
Paid listing in ppc:

Paid listing is the rate you are charged per click. In contrast, non-organic search results may include pay per click advertising.

The advantage of paying per click is that you have complete control over which terms your website will be listed under– in real time. This is especially useful when you aren't sure about which keywords yield the highest returns. Using PPC management tools, you can easily determine which keywords are working best for your website.

The obvious disadvantage of paid search marketing is that you have to pay for it.

Major activities of PPC

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- Search for most relevant keywords and text
- Increasing the conversion ratio
- Diverting quality traffic to the website
- Competition analysis
- Increasing website's visibility to a larger audience

Above mentioned are the some basic activities involved in ppc methodology as keywords are key in ppc techniques PPC keyword tools like Google's Keyword Tool give you some comparative statistics to help you decide if you want to move forward with particular words on your list.

Increasing conversion ratio:

Increment in conversion ratio in PPC can be done through long-tail keywords which are the longer, highly specific, unique phrases that draw your most qualified customers to your site. Generally, long-tail keywords don't draw high numbers of visitors per keyword, but when you add up all those long-tail terms, it actually amounts to more traffic than what's driven by the few most popular head terms. Plus, the people they draw are your best target audience, because they show more buying intent and are more likely to convert.

Competitor analysis:

Understanding PPC competitive analysis is taking PPC advertising to the next level. Many of the more advanced advertisers take the extra time to leverage industry standard keyword intelligence tools to understand the keywords that result in clicks for key competitors.

Our client's website competitor is www.collegelife.com .

Analyzing our competitor's PPC ads is a great way to extract data about how their company influences conversions. It's also a way to analyze our own ads to see what's missing.

TOOLS USED

In my project I used different tools for extracting and implementing data at various phases. Some of them are as follows:
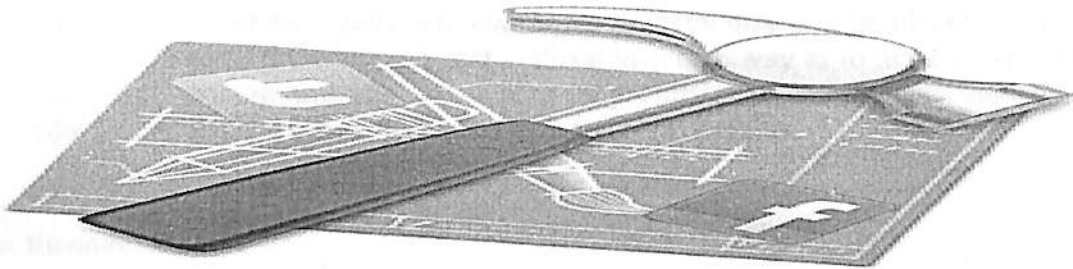
ROBOFORM

RoboForm (formerly "AI RoboForm") is a password management and web form filling program that automates password entering and form filling, developed by Siber Systems, Inc. It is available for many web browsers, including Internet Explorer (and other Trident-based browsers), Firefox, Google Chrome, as well as support for mobile devices such as Palm, Pocket PC and Symbian. RoboForm was named PC Magazine Editor's Choice, and CNET Download.com's Software of the Year.

Key features:

All Your Logins in One Place

Keep all your logins completely in sync. No more worries about remembering your passwords

Fill forms with a Single Click

Save time with easy one-click form filling. Let RoboForm Password Manager fill in your data on almost any web form. No more needless typing.

Access from Anywhere

Whether you are on your desktop, laptop, netbook, or mobile device, you can always securely access RoboForm Password Manager from anywhere.

Dig DB

This tool is used for extracting emails in bulk from search engine pages. It empower excel for difficult query and data manipulation, delete duplicates and fix links.

Autofiller

A feature found in software and applications , that lets you enter a series of numbers or characters in a specified range, and have the software complete the entry you started typing.

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CHAPTER 6: FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This is the last chapter of this report. Here I have summarized the entire report and stated the recommendation as per my study on the subject 'Online Marketing of www.back2college.in .

Findings

The relevance of this study will contribute towards meeting the objective for which it was started. The structure of the content is materialized in such a way as to make a person starting from the scratch and moving towards developing a professional who understands the subject, its methodologies and has the vision to relate it with the core domains.

Main Business Models

Internet Marketing is a big source of online marketing, and there is a lot of potential to implement this and there are several business models that exist as of now, although there is huge number of business models yet to be named and used. They are:

- ✓ E-COMMERCE: e-commerce is generating the economy by selling the goods or products online. The goods are sold from Business to Business (B2B) and Business to Customer (B2C) and also direct from Customer to Customer (C2C). Just selling the goods and make the money over the internet is the simple way like eBay, online shopping.
- ✓ LEAD BASED WEBSITES: Leads are the database of the potential customers. in retail business, they are generated by walk-ins and in Internet Marketing this database is created by the visitors.
- ✓ AFFILIATE MARKETING: It is a process of selling goods by second party other than the company. Company provides the leads for sales and the second party sells the goods and shares the profits of the company.

Objectives

The objectives which I have achieved using facebook insights & webmaster tools are:

i.   Total users reach of users increased from 108 to 100005
ii.   Likes of fan page increased from 107 to 12000

Recommendations:

- ✓ One of the most common issues I observed that social media efforts themselves are often uncoordinated activities.

- ✓ There should be an audit process for tracking of various activities performed online.

- ✓ There should be a separate team of content generation expertise.

- ✓ Find out tools & website which helps to provide online traffic for money at lower amounts.

- ✓ Daily update every event on facebook fan page, keep checking on tweets on hourly basis.

- ✓ Find out online marketing tips & tricks on different websites

- ✓ The needs for the creation of content in such a scenario can include: presentations, newsletters, images and even training sessions.

REFERENCES

- ✓ www.smotutorials.com

- ✓ www.authorstream.com

- ✓ Collected data from company.

- ✓ wikipedia