

NEWSLETTER

NOVEMBER 2021

SHORELINE
MEDIA MARKETING SOLUTIONS



GUIDELINES TO CREATE AN SEO-FRIENDLY WEBSITE



MICROSOFT CLARITY INSIGHTS – A BRAND NEW TOOL BY MICROSOFT ADVERTISING



FACEBOOK IS NOW META!

Meta



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GUIDELINES TO CREATE AN SEO-FRIENDLY WEBSITE

SEO (Search Engine Optimization) can help you increase the visibility of your website when your target audience is searching for services or products related to your business. The process involves optimizing your website and content as well as staying well-informed about your competitors.

Reasons to design an SEO-friendly website ...**a) Greatly improve customer experience**

Good customer experience ensures that they will return to your site the next time. Also, the more time the customers spend on your site, the higher your rankings are.

b) Gain the favor of web crawlers

SEO helps you to update your site according to the latest search engine requirements, enhancing your rankings significantly.

c) Increase customer engagement

An effective SEO strategy can help you attract more customers and ensure that they spend more time on your site. This step is very important to improve your rankings.

d) Achieve a higher ranking

You must work on your website content, site design, and SEO strategy to rank higher. Higher rankings ensure that you have better sales and that you stay on par with your competitors.

e) Excellent returns

SEO activities are known to deliver the best return on investment. When you achieve a higher ranking and relevant site traffic, you can easily get the desired returns.

Points to consider while designing an SEO-friendly website.

a) Easier website navigation

Buyers prefer a website that has relevant, organized information. Don't forget to incorporate a sitemap page so that users can easily find and visit the required link.

b) Select an SEO-friendly domain

Your domain name should have keywords related to your services or products. This helps your target customers to find your business easily. Also, the domain name should be unique yet relevant to your industry.

c) Optimal & easy-to-understand content

Your website content can affect its loading speed. It is important to keep your website light to ensure an excellent user experience.

d) Mobile-friendly site

Many people access various websites through their mobile. A mobile-responsive website ensures that your target customers can reach out to you via various gadgets.

e) Reach out through social media

Social media can help you drive traffic to your site, improve your online presence, and increase sales.

f) Add captions to your images & videos

Adding captions ensures that website crawlers can find your content. Insert appropriate keywords in your captions so that people can find the content easily.

g) Update your content

Creating new content is a must to increase the rankings of your pages. The best way is to remove old, low-ranking articles and add new, fresh information to attract new audiences.

h) Include internal and external links in your strategy

- Internal links can help a visitor to navigate your website easily. It aims to introduce other web pages of your site to visitors.
- When external links direct users to your website, search engines consider your site reliable and trusted.
- Link building does take time, but it can significantly boost your traffic.

Web design mistakes to avoid ...

a) Repetitive heading tags

Adding appropriate & unique headers (H1 and H2 tags) at the right locations can help improve your rankings. Also, adding necessary keywords is a must.

b) Non-responsive website design

If your website is not mobile-friendly, you may lose a lot of customers. If your site is not compatible with mobile phones, you should get this issue fixed as soon as possible.

c) High-resolution images

Large size images can affect the loading speed of your website. The best way to upload images is to compress and resize them. Use Google PageSpeed Insights tools to check the loading speed of your pages.

d) Too short content

To optimize the page loading speed, many designers do not add much content to the site, forgetting that it is equally important to add good, informative content to your site.

e) Adding the infinite scrolling feature

It is one of the effective ways to hold your users on your site for a longer time. Splitting the content of a website can make it easier for web crawlers to crawl them.

Lastly ...

Whether you are creating a new website or improving a current one, keep the target audience and search engine algorithm in mind. Talk to your SEO experts and follow the above guidelines to improve your rankings. If you need help, we are just a call away.

2

**MICROSOFT CLARITY INSIGHTS – A BRAND NEW TOOL
BY MICROSOFT ADVERTISING**

To come up with a successful marketing campaign, advertisers need to understand post-click user behavior and engagement on landing pages. This is precisely why Microsoft Advertising took it upon itself to **introduce** a new tool last month – Microsoft Clarity Insights!

An overview of the key benefits of this tool

- **More Powerful Data** – It helps you to understand the customer journey and enhance the signals to make optimization decisions on your website and advertising campaigns.
- **Free Website Analytics** – It enables you to gain a deeper understanding of user behavior, path to conversion, and engagement on the landing pages.
 - Use **Sessions Recordings** to replay user sessions and better understand the customer journey
 - Through **Instant Heatmaps** decode engagement on ad landing pages, including clicks, scrolls, and movement
 - Make the most of the powerful **Analysis Dashboard** to analyze engagement by campaigns, channels, and browsers
- **Seamless UET (Universal Event Tracking) Upgrade** – Sign up using your existing MS Advertising credentials and your existing JavaScript UET tags will be updated on the back end.

Several companies have harnessed the power of Clarity Insights to:

- Increase the average time their customers spend on their blog
- Significantly improve their click-through rates
- Reveal any usability issues that they may be facing
- Provide insights into the average scroll depth of their blog readers
- Detect interesting user behavior patterns
- Boost their conversion rates
- Figure out the drop-offs and abandonments

Final takeaway

To get started with Microsoft Clarity Insights, you will have to reach out to your Microsoft account manager. However, it is important that you first ensure that your JavaScript UET tags are up to date. Ideally, you should place the tag across your website to attain all kinds of information on user behavior.

From November 2021, UET tag creation will be compatible with Clarity Insights by default. By mid-November, Microsoft will migrate all existing UET tags to include Clarity Insights, except websites that contain sensitive data. Once the UET tag has been updated, accessing Clarity through the MS Advertising account should be possible.

To learn more about the data collected through this tool, visit the following links:

- [Clarity data collection](#) – Data collected after installation
- [Clarity cookie list](#) – The purpose of cookies
- [Clarity cookie consent](#) – Customization of cookie settings

We also recommend you go see a [FREE live demo](#) before signing up for this tool! If you have any questions, we are here to assist you.

3

FACEBOOK IS NOW META!

On 28th Oct 2021, Mark Zuckerberg **announced** that Facebook is renaming itself to "Meta" to encompass its expanding technology and role in what it calls "the metaverse." Facebook owns apps such as WhatsApp, Instagram, Oculus VR, and more. In July this year, **Zuckerberg told The Verge** that over the coming years Meta would "effectively transition from people seeing us as primarily being a social media company to being a metaverse company."

So what's the Metaverse?

Mark Zuckerberg explains in his founder's **letter**: "You will be able to teleport instantly as a hologram to be at the office without a commute, at a concert with friends, or in your parent's living room to catch up."

"Our hope is that within the next decade, the metaverse will reach a billion people, host hundreds of billions of dollars of digital commerce, and support jobs for millions of creators and developers,"

He gave marketers a clue about the opportunities that lie ahead and how the company is invested in them. It is said that the company will spend \$10 billion over the next year on technologies needed for building its metaverse.

The announcement said, "Starting with our results for the fourth quarter of 2021, we plan to report on two operating segments: Family of Apps and Reality Labs."

"We also intend to start trading under the new stock ticker we have reserved, MVRs, on December 1. Today's announcement does not affect how we use or share data."

Controversy Post Rebranding

Post the rebrand, whistleblower Frances Haugen's revelations have Facebook under fire for its practices, morals, and social impact.

Zuckerberg pointed out in his founder's letter that Meta's metaverse may offer exciting avenues, especially for the digital industry.

Facebook is already a destination to discover local businesses. But, from a branding standpoint, we simply can't look away from a branding fail, and "Meta" just feels like one.