

How to do SEO in Your Website

On-page SEO

Unlimited Articles, Blogs, Posts can Be added.

On-page SEO Can be done for every added post or product if it is a ecommerce website

Name	Categories	Tags	SEO Details
Revital 2.0 Mattress In Trichy	For WorkFrom Bed	Best mattress for elders, Best mattress in trichy, Mattress for back and spine, Ortho pro mattress in trichy	84 / 100 Keyword: Revital 2.0 Mattress Schema: WooCommerce Product Links: 1 0 0
Ortho Pro Spring Mattress In Trichy ID: 12278 Edit Quick Edit Trash View Duplicate	Pro Comfort, For Elders, For Kids, For My Room, Ortho Comfort	Best mattress for elders, Best mattress in trichy, Mattress for back and spine, Ortho pro mattress in trichy	89 / 100 Keyword: Ortho Pro Spring Mattress Schema: WooCommerce Product Links: 1 0 6
Dual Mattress In Trichy	Pro Comfort, Essential Comfort, For Elders, For Guests, Ortho Comfort	Best mattress for elders, Best mattress in trichy, Mattress for back and spine, Ortho pro mattress in trichy	86 / 100 Keyword: Dual Mattress Schema: WooCommerce Product Links: 1 0 3
Best UTSAV 1.0 Mattress In Trichy	Pro Comfort, Essential Comfort, For Elders, Ortho Comfort	Best mattress for elders, Best mattress in trichy, Mattress for back and spine, Ortho pro mattress in trichy	85 / 100 Keyword: UTSAV 1.0 Mattress Schema: WooCommerce Product Links: 2 0 3
Ortho Pro Profiled Mattress	Pro Comfort, For Elders, Ortho Comfort	Best mattress for elders, Best mattress in trichy, Mattress for back and spine, Ortho pro mattress in trichy	89 / 100 Keyword: Ortho Pro Profiled Mattress Schema: WooCommerce Product

Preview Shows, how your page shows in Google

Add Unlimited Keywords in Page for SEO

Green Signal If SEO is Done Good

Errors will guide you for Better SEO

Focus Keyword

- Ortho Pro Spring Mattress
- bed shops near me
- curl on mattresses
- foam mattress
- Best Mattress in trichy
- ilavam panju mattress
- ortho pro mattress
- best mattress for your health
- 89 / 100
- mattress shop near me
- discount mattress stores near me
- mattress and furniture super center
- mattress topper double bed
- Mattress topper for back pain
- Pillow top mattress for back pain
- Cooling mattress pad
- Top-rated mattress brands
- Mattress comfort and support
- Best mattress for the elderly and seniors

Read here to Score 100/100

This post is Pillar Content

Basic SEO All Good

- ✓ Hurray! You're using Focus Keyword in the SEO Title.
- ✓ Focus Keyword used inside SEO Meta Description.
- ✓ Focus Keyword used in the URL.
- ✓ Focus Keyword appears in the first 10% of the content.
- ✓ Focus Keyword found in the content.
- ✓ Content is 280 words long. Good job!
- ✓ You are using the Product Schema for this Product.

Additional 2 Errors

Title Readability 1 Errors

Content Readability All Good

Analyse your Own Website SEO Anytime using our SEO Checker

SEO Analyzer Competitor Analyzer

SEO ANALYSIS FOR [redacted] /demo

63/100
SEO SCORE

Passed Tests **16/29**

Warnings **1/29**

Failed Tests **12/29**

[https://www.\[redacted\].com/demo](https://www.[redacted].com/demo)

Online Furniture - Crown

Deliver wherever you are Online & Offline Unlimited help desk Safe in Payment & delivery

All **29** Passed Tests **16** Warnings **1** Failed Tests **12**

Priority

! Automatic Updates Automatic updates are not enabled on your site. [Enable Auto Updates](#)

Basic SEO

i Common Keywords Here are the most common keywords we found on your homepage:
mattress furniture comfort home sleep mattresses shop online size

✓ SEO Description Meta description was found and it is 85 characters long.
Deliver wherever you are Online & Offline Unlimited help desk Safe in Payment & delivery


Analyse your Own Website SEO Anytime using our Competitor Checker

SEO Analyzer Competitor Analyzer

Competitor Analysis

Enter a site URL to see how it ranks for the same SEO criteria as your site.

https://[REDACTED] Start Audit



Passed Tests	14/20
Warnings	0/20
Failed Tests	6/20

https://www.[REDACTED].com/
[REDACTED] in Trichy, India

We deal with Springfit Mattresses and Sleep Systems. HIGH RESILIENCE (HR) FOAM MATTRESSHR also known as high-resilience HR foam, this is basically the high

All 20 Passed Tests 14 Failed Tests 6

Basic SEO

Common Keywords ⓘ Here are the most common keywords we found on the page:
mattress springfit foam details agencies mattresses make enquiry email

SEO Description ⓘ Meta description is 156 characters long.
We deal with Springfit Mattresses and Sleep Systems. HIGH RESILIENCE (HR) FOAM MATTRESSHR also known as high-resilience HR foam, this is basically the high

SEO Rank Checker available with Our SEO Tool for Keywords we worked for.

Rest of the Keywords ...							
#	Keywords	Impressions	Clicks	CTR	Position	Position History	
1 ✔	how to improve seo	484 0	98 0	25 0	15 ▲ 85		
2 ⊕	what is seo experience	257 ▲ 253	56 ▲ 53	25.14 ▼ 49.86	40 ▼ 18		
3 ⊕	best	216 0	49 0	24.86 0	33 ▲ 67		
4 ⊕	what does seo do	198 ▲ 179	51 ▲ 45	27.60 ▼ 3.40	28 ▲ 2		
5 ⊕	what is seo	185 ▲ 181	38 ▲ 35	25 ▼ 50	25 ▲ 8		

DASHBOARD / ANALYTICS

Dashboard | Site Analytics | SEO Performance | Keywords | Rank Tracker Last updated on September 19, 2020

Site Analytics

Search Post URL 30 Days

Good Score	Fair Score	Poor Score	No Data
51	38	144	97

Content

#	Title	SEO Score	Schema	Links
1	Examining Keyword Research to Optimize your website /examining-keyword-research-to-optimize-your-website/	95	Article	👁️ 25 📄 20 🔗 28
2	Star Trek The Original Series List in order /star-trek-the-original-series-list-in-order/	94	Article	👁️ 184 📄 175 🔗 170
3	100+ Faith Quotes about the power of prayer /100-faith-quotes-about-the-power-of-prayer/	94	Article	👁️ 21 📄 1 🔗 81
4	Five factors of Pinterest Analytics for breakthrough Impressions /pinterest-analytics-for-breakthrough-impressions/	93	Article	👁️ 18 📄 6 🔗 28
5	300+ Motivational Quotes to achieve your goals /300-motivational-quotes-to-help-achieve-your-goals/	93	Article	👁️ 63 📄 6 🔗 64
6	PinArtwork – Search Engine Optimization (SEO) Tips & Learn to start, grow, or monetize your Blog /	90	Article	👁️ 111 📄 17 🔗 35

Unlimited Articles, Blogs, Posts can Be added On-page SEO Can be done for every added post

The screenshot shows a CMS dashboard with a sidebar on the left containing navigation options: Dashboard, Latest News /Articles, All Posts, Add New Post, Categories, and Tags. The main content area is titled 'Posts' and includes a search bar and filter options. A table lists three posts, with the 'SEO Details' column highlighted by red boxes. Each row shows 'N/A' for the keyword and 'Article (BlogPosting)' for the schema.

Title	Author	Categories	Tags	Date	SEO Details
How to Be Ahead of Stock Changes	admin	Tutorials, Uncategorized	business, how to, stock	Published 2018/06/01 at 9:08 am	N/A Keyword: Not Set Schema: Article (BlogPosting)
Online Reputation And Management	admin	Interview, News	management, online, reputation	Published 2018/06/01 at 9:05 am	N/A Keyword: Not Set Schema: Article (BlogPosting)
Tips To Move Your Project More Forward	admin	Miscellaneous, Tutorials	forward, move, project, tip, tips	Published 2018/06/01 at 9:03 am	N/A Keyword: Not Set Schema: Article (BlogPosting)

Add Unlimited Segregations for your Content

The screenshot shows a CMS dashboard with a sidebar on the left containing navigation options: Dashboard, Latest News /Articles, All Posts, Add New Post, Categories, and Tags. The main content area is titled 'Categories' and includes a search bar and filter options. A table lists five categories with their respective counts.

Name	Description	Slug	Count
Vacancies	—	vacancies	2
News & Events	—	news-events	2
Blogs	—	blogs	2
Latest Annoucements	—	latest-annoucements	4

Add your Project Details / Portfolio and do on-page SEO with Unlimited keywords

Your Company Name View Posts

Dashboard
Latest News /Articles
Media
Projects
Portfolio
Add New Post
Categories
Tags
Products / Services
SEO Tool
Appearance
Your Login Profile
Collapse menu

Portfolio [Add New Post](#)

All (8) | Published (8) | Pillar Content (0)

Bulk actions Apply All dates Rank Math Filter 8 items

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	SEO Details
<input type="checkbox"/>	Modern Multifunction Printer	admin	Personal	optimization, optimize, search, site, web		Published 2018/06/02 at 4:54 am	N/A Keyword: Not Set Schema: Off
<input type="checkbox"/>	Wireless Hair Dryer	admin	Commercial	commerce, design, new, web, wordpress		Published 2018/06/02 at 4:53 am	N/A Keyword: Not Set Schema: Off
<input type="checkbox"/>	Portable Wireless Speaker	admin	Digital	landscape, seo, side, technology		Published 2018/06/02 at 4:52 am	N/A Keyword: Not Set Schema: Off
<input type="checkbox"/>	Stand Mobile Charger	admin	Personal	2020, design, future, world		Published 2018/06/02 at 4:52 am	N/A

DASHBOARD / ANALYTICS

Dashboard Site Analytics SEO Performance Keywords Rank Tracker Last updated on: November 9, 2020

Analytics 30 Days

Overall Optimization

19 is the average Rank Math's SEO score. This chart shows how well your posts are optimized based on Rank Math's scoring system.

[OPEN REPORT](#)

Search Traffic

279.83K ▲ 117.74K

Search Impressions

122.66K ▼ 1.51K

Total Keywords

100 ▲ 10

Avg. Position

3.25 ▼ 0.37

[OPEN REPORT](#)

All Keywords Tracked Keywords

Top Winning Keywords		Top Losing Keywords	
elementor wordpre...	23 ▲ 20	what is elementor	13 ▼ 31
seo tester online	59 ▲ 14	seo checker online	42 ▼ 18
website seo analysis	35 ▲ 13	elementor	11 ▼ 13
seo report	44 ▲ 12	rank blog	8 ▼ 13
seo analysis free tool	26 ▲ 12	rank math link sugges...	3 ▼ 5

[OPEN REPORT](#)

Keyword Positions

■ Top 3 Positions ■ 4-10 Positions ■ 10-50 Positions

412 ▲ 22 **452** ▲ 58 **2.80K** ▲ 651

Avg. CTR **1.93** ▲ 0.02 [OPEN REPORT](#)

Top 5 Winning Posts

#	Title	Position	Search Traffic	Impressions	Position History
1	SEO Analyzer /tools/seo-analyzer/	15 ▲ 2	4.36K ▼ 1.31K	26.08K ▼ 10.21K	

You Can Analyze Your Website SEO Score

SEO Tool

Dashboard

Analytics

General Settings

Titles & Meta

Sitemap Settings

Instant Indexing

Schema Templates


Role Manager

SEO Analyzer


Status & Tools

Help & Support

SEO Analysis Start Analysis Again



74/100
SEO Score



18/30
Passed Tests

2/30
Warnings

10/30
Failed Tests

Priority

Automatic Updates ! Automatic updates are not enabled on your site. Enable Auto Updates

Basic SEO

Common Keywords ! Here are the most common keywords we found on your page:

SEO Description x No meta description was found for your page. How to fix

H1 Heading ✓ One H1 tag was found on your page.
SEO Made Easy

H2 Headings ✓ One or more H2 tags were found on your page.

Image ALT Attributes ✓ All images on your page have alt attributes.

SEO Tool

Dashboard

Analytics

General Settings

Titles & Meta

Sitemap Settings

Instant Indexing

Schema Templates

Role Manager

SEO Analyzer

Status & Tools

Help & Support

[Dashboard](#)
[Site Analytics](#)
[SEO Performance](#)
[Keywords](#)
[Rank Tracker](#)
[Index Status](#)
March 5, 2022

Presence on Google


Submitted and Indexed 75% 36

URL is unknown to Google 11% 5

Server error (5xx) 4% 2

Excluded by 'noindex' tag 4% 2

Top Statuses



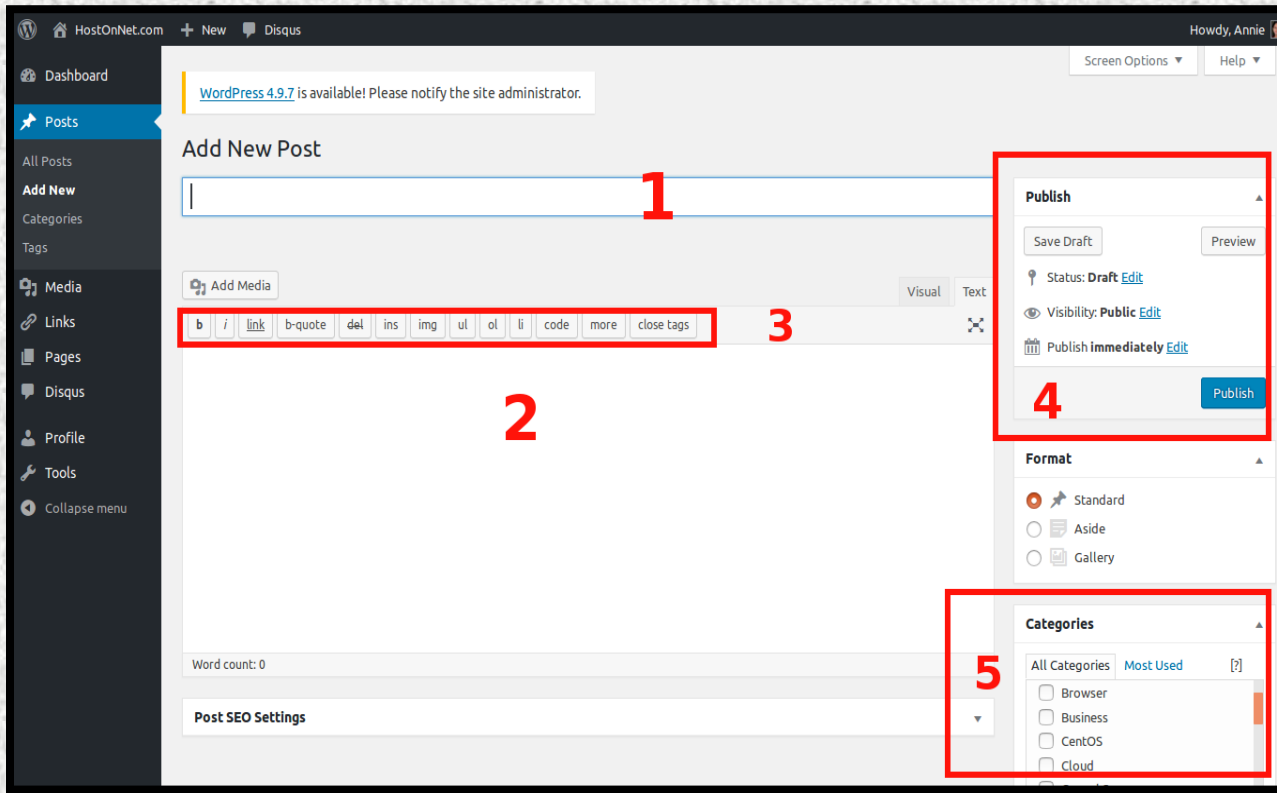
- Unspecified 2
- Pass 33
- Partial 2
- Fail 2
- Excluded 7

Content All ⌵ ⋮

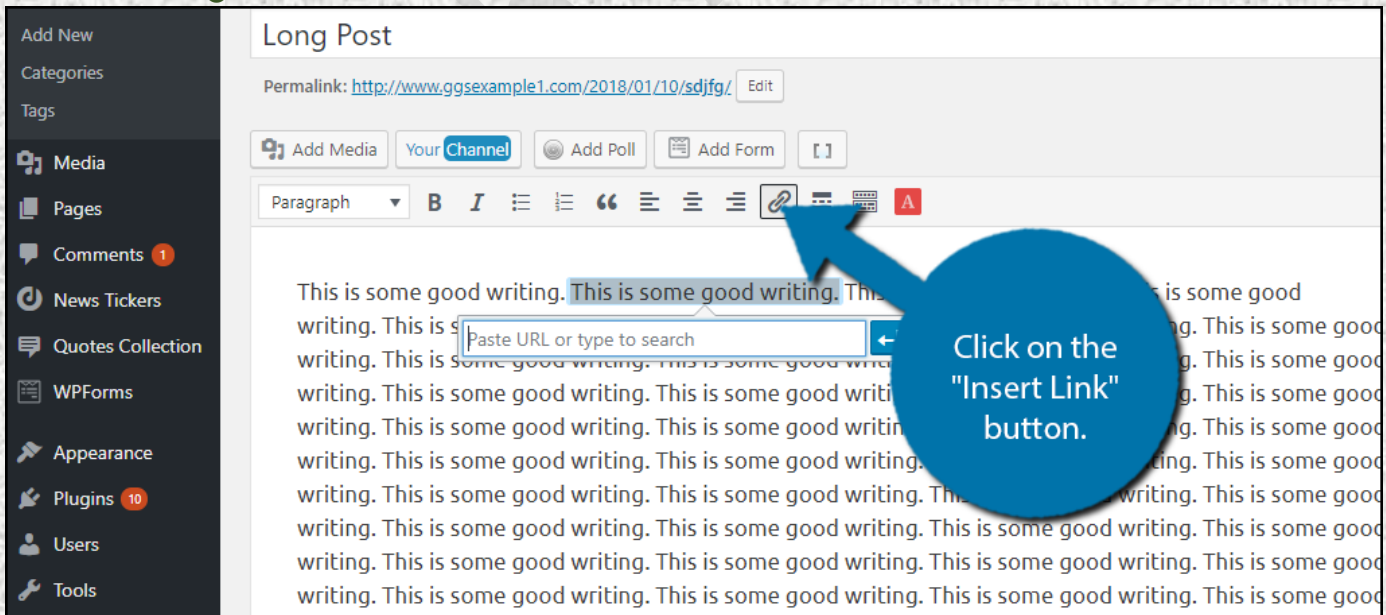
#	Title	Status	Indexing Allowed	Mobile Usability	Rich Results
1	Vimeo vs YouTube – Which one is better? /blog/vimeo-vs-youtube/	✓	✓	✓	<ul style="list-style-type: none"> ✕ Breadcrumbs ✕ FAQ
	Google: Submitted and indexed Last Crawl: 4 days ago				
2	How to Monetize a Blog and Make Money in 2020! Ultimate Guide /blog/how-to-monetize-blog/	⚠	✓	✗	<ul style="list-style-type: none"> ✕ Products ✕ Review snippets
	Google: Submitted and indexed Last Crawl: 2 days ago				
3	XML vs HTML – What is the Difference? /blog/xml-vs-html/	✗	✗	⚪	<ul style="list-style-type: none"> ✕ Breadcrumbs ✕ FAQ
	Google: Server error (5xx) Last Crawl: 2 days ago				

How to add a post in your Website

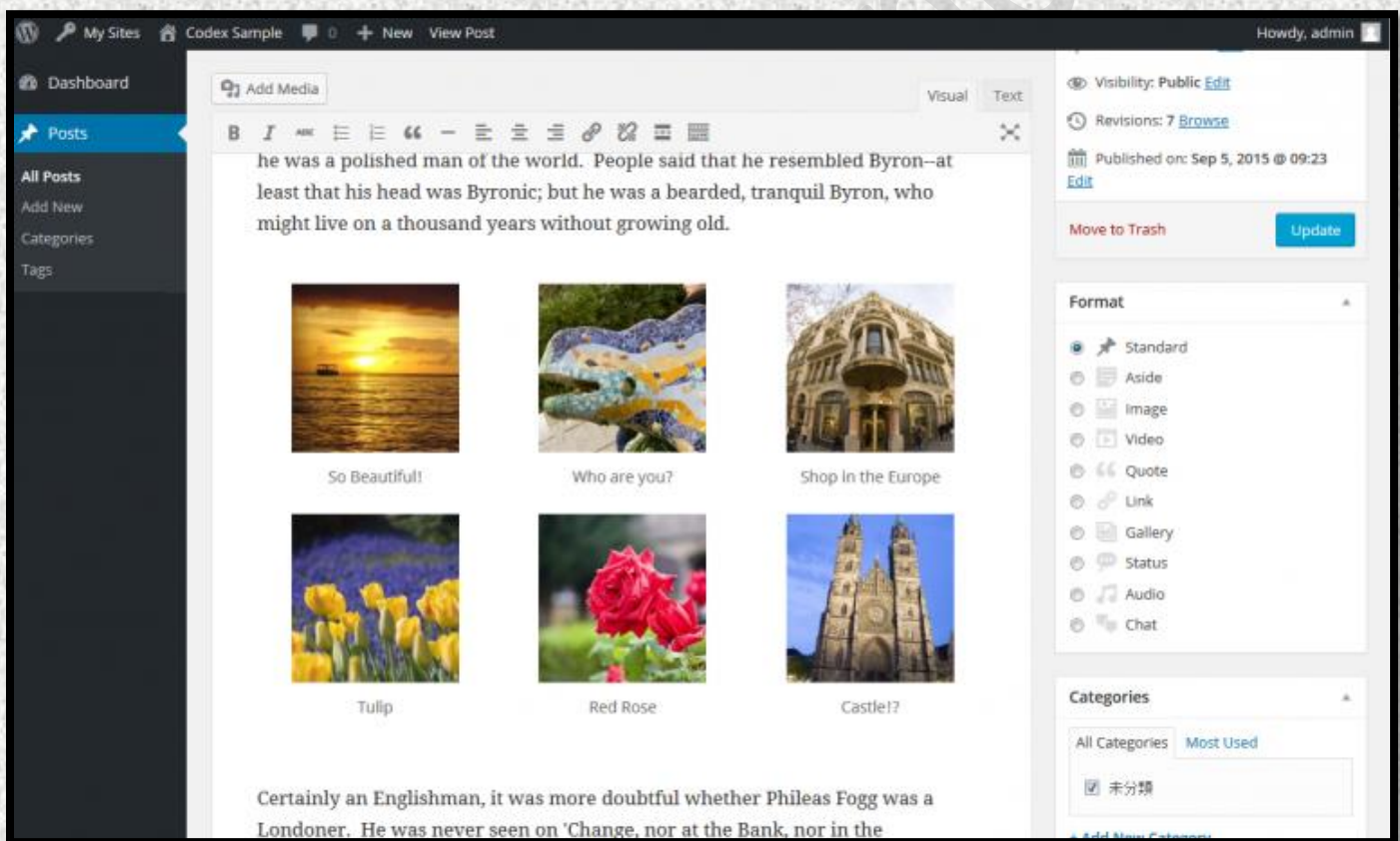
❖ Simple 5 Steps



❖ Linking text For SEO

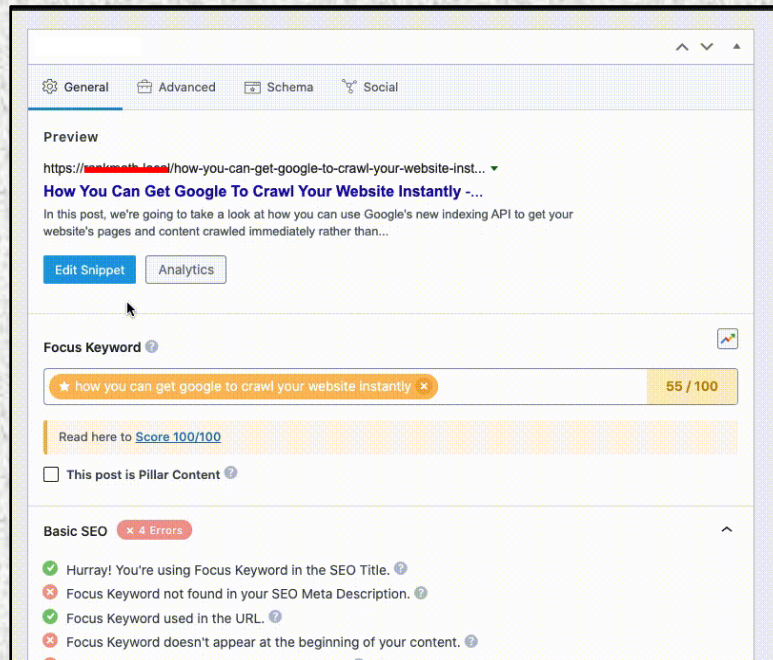


❖ Add images & Gallery

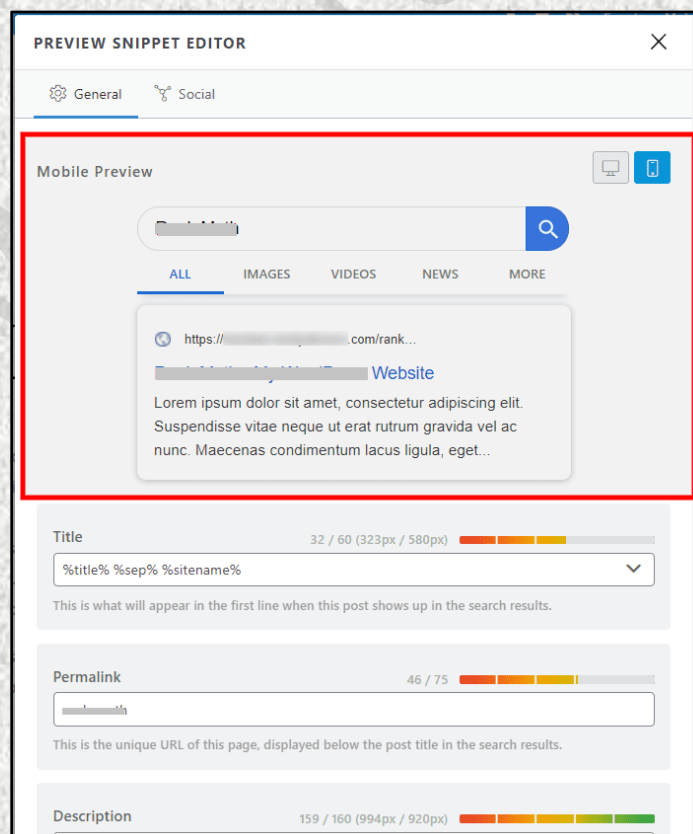


How to SEO your Regular Post & Gallery in your Own Website

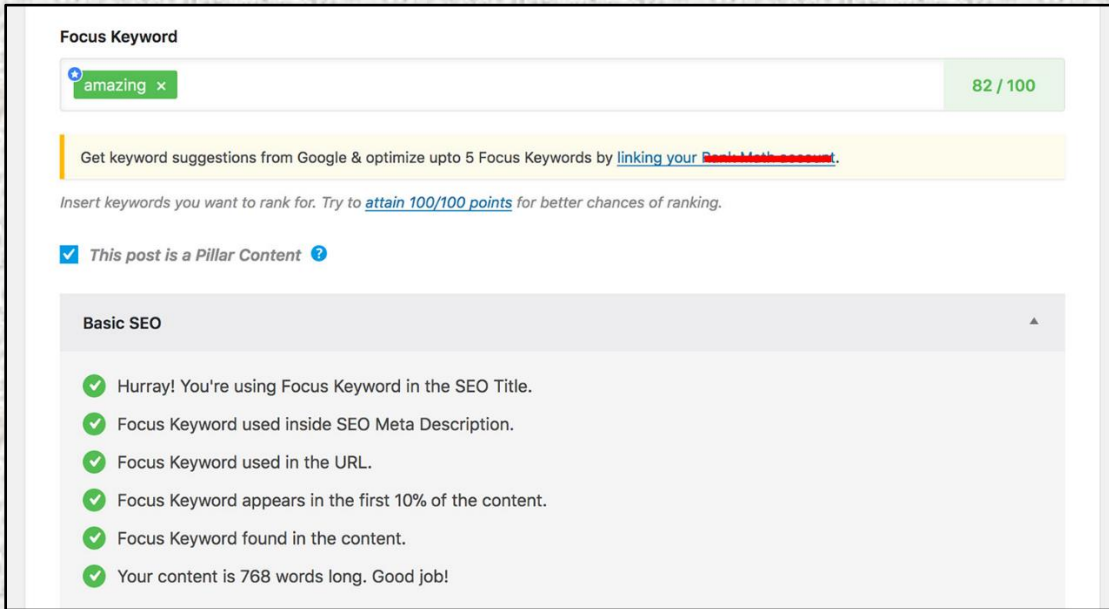
❖ Adding huge Keywords, Metatags, URL in Website Posts



❖ Preview Mobile result, Desktop Result, keyword readability



❖ Get Immediate keyword analysis report



Focus Keyword

amazing x 82 / 100

Get keyword suggestions from Google & optimize upto 5 Focus Keywords by [linking your Basic Math account](#).

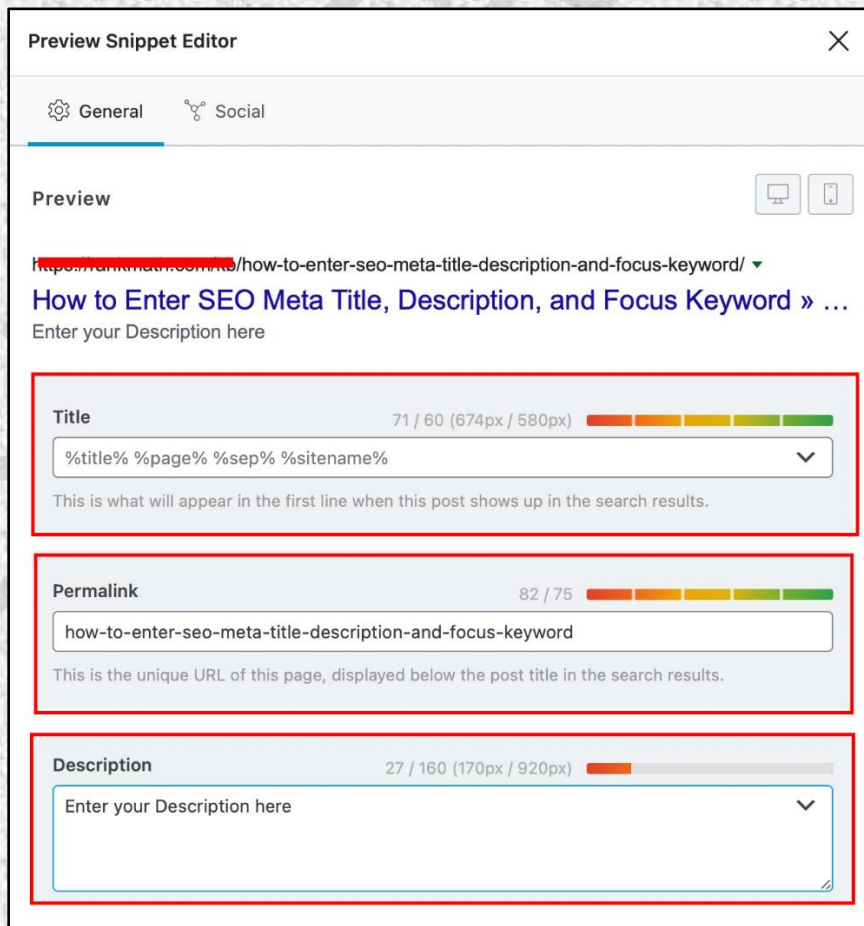
Insert keywords you want to rank for. Try to [attain 100/100 points](#) for better chances of ranking.

This post is a Pillar Content ?

Basic SEO

- ✓ Hurray! You're using Focus Keyword in the SEO Title.
- ✓ Focus Keyword used inside SEO Meta Description.
- ✓ Focus Keyword used in the URL.
- ✓ Focus Keyword appears in the first 10% of the content.
- ✓ Focus Keyword found in the content.
- ✓ Your content is 768 words long. Good job!

❖ Add SEO Title, Slug, Meta Description and single window and get immediate analysis & preview for better result



Preview Snippet Editor X

General Social

Preview Desktop Mobile

<https://rankmath.com/learn/how-to-enter-seo-meta-title-description-and-focus-keyword/> ▼

How to Enter SEO Meta Title, Description, and Focus Keyword » ...

Enter your Description here

Title 71 / 60 (674px / 580px) [Progress bar]

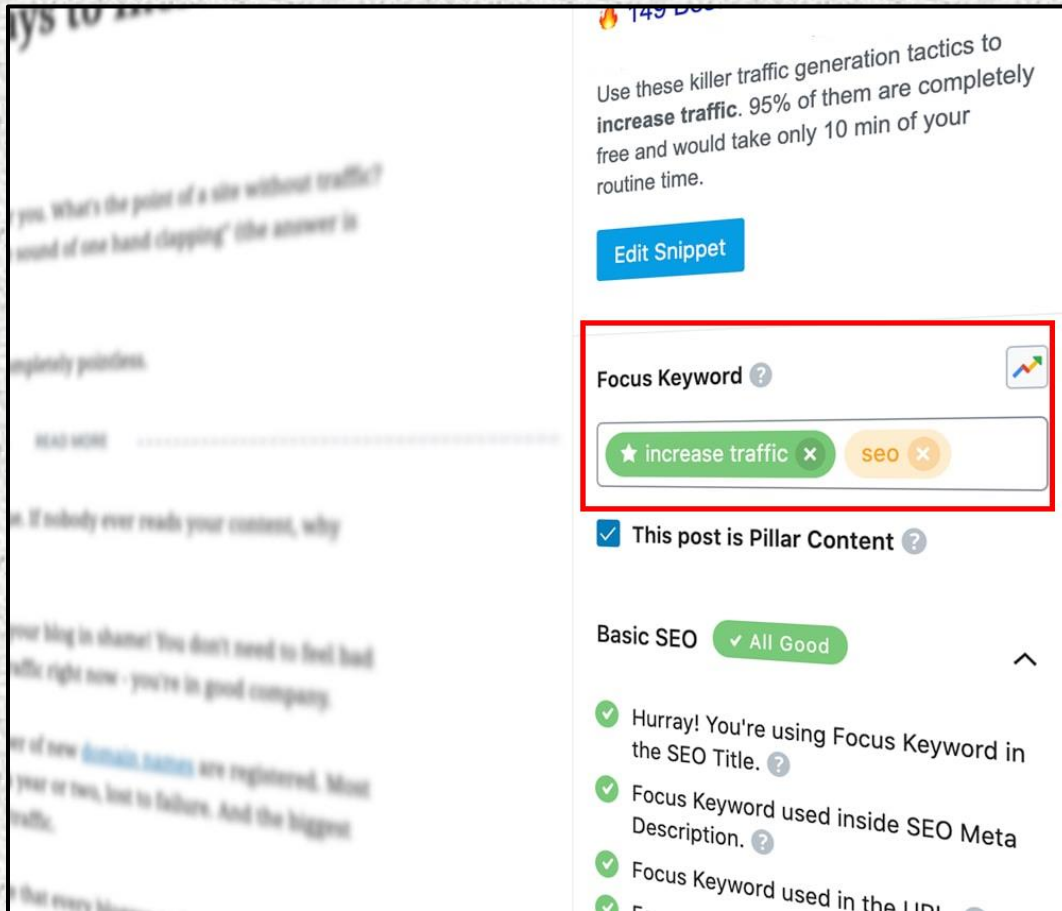
This is what will appear in the first line when this post shows up in the search results.

Permalink 82 / 75 [Progress bar]

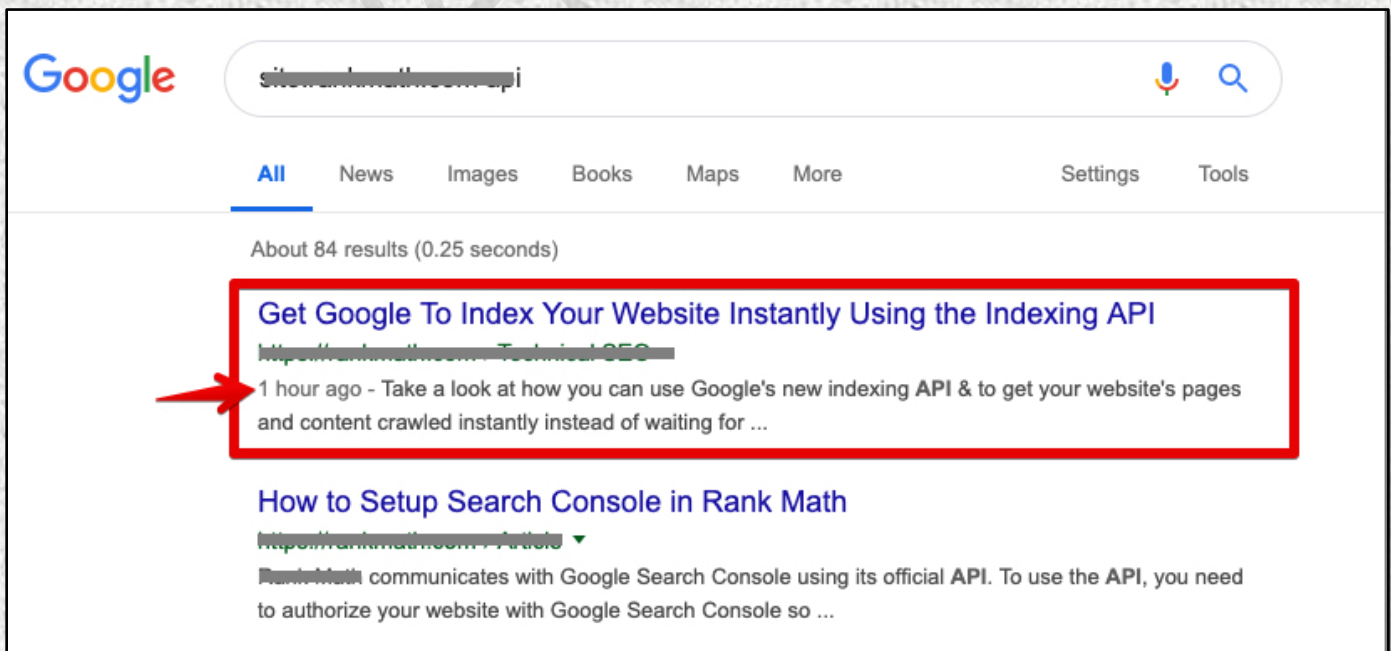
This is the unique URL of this page, displayed below the post title in the search results.

Description 27 / 160 (170px / 920px) [Progress bar]

❖ Add keywords in your regular post at your own website



❖ View the Output Shown in Google Index



❖ Adding SEO Keywords in Image of Post & Gallery Images you upload in your own website

The screenshot shows the 'Attachment details' page in WordPress. On the left is a large image of green leaves with water droplets. On the right, the metadata and settings are displayed:

- File name: leaves.jpg
- File type: image/jpeg
- Uploaded on: November 6, 2019
- File size: 125 KB
- Dimensions: 1000 by 750 pixels
- Alternative Text: A closeup of some dark green leaves.
- Title: leaves (highlighted with a yellow box)
- Caption: (empty)
- Description: (empty)
- Uploaded By: admin
- File URL: http://staging-site.local/wp-content/uplo

Buttons for 'Edit Image', 'View attachment page', 'Edit more details', and 'Delete permanently' are visible at the bottom.

This screenshot shows a WordPress attachment details page for 'attachment_details.png' (May 7, 2014, 444 x 581). A sidebar on the right provides instructions for the fields:

- Title:** ent Details in WordPress
- Caption:** Details fields show up any time you add an image to a post or page
- Alt Text:** Screen grab of the Attachr
- Description:** image to WordPress. The fields are Title, Caption, Alt Text, and Description.

The screenshot shows the 'Insert/edit image' dialog box in the WordPress editor. The 'Image description' field is highlighted with a red box and contains the text: 'The Light of Reason glows at dusk'. Other settings include 'Image Type' set to 'Internal', 'Image Source' as 'rose-480x320.jpg', and 'Dimensions' of 480 x 320.

Google Search Result

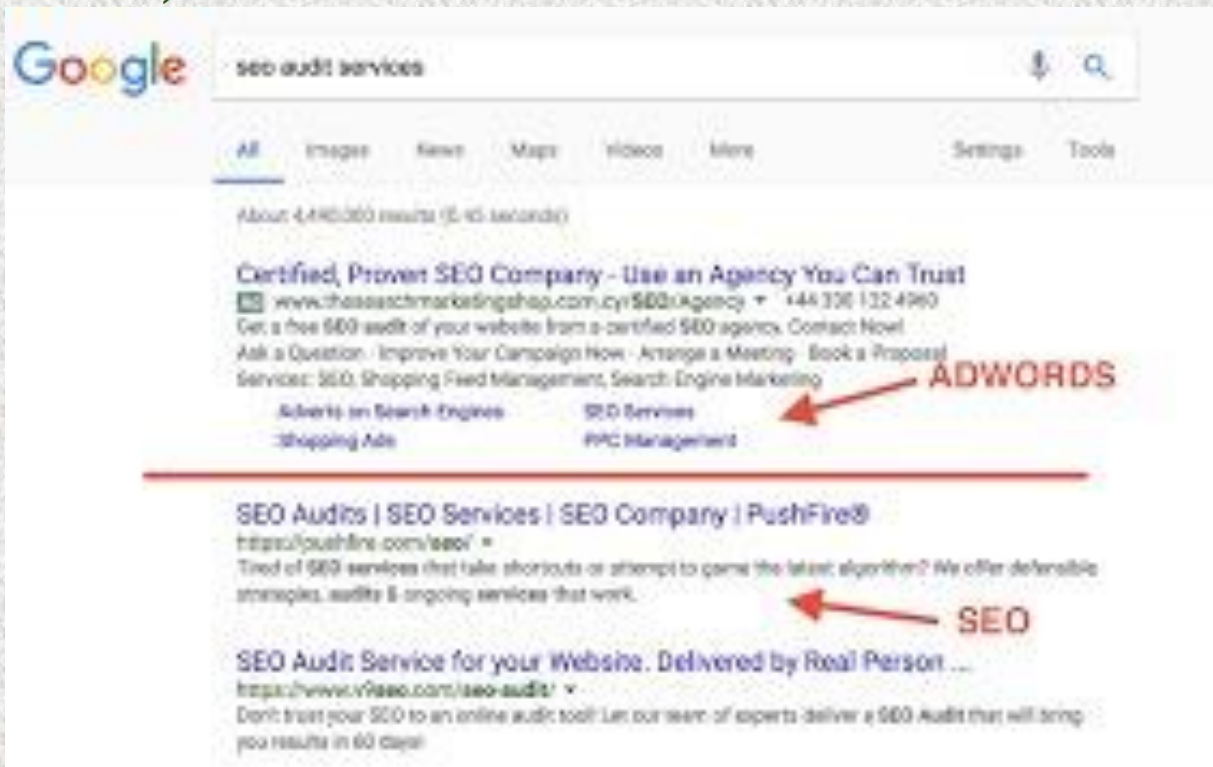
❖ Which is Best for your Business?

Google Ads or Google (Maps) My Business Or Website SEO ?

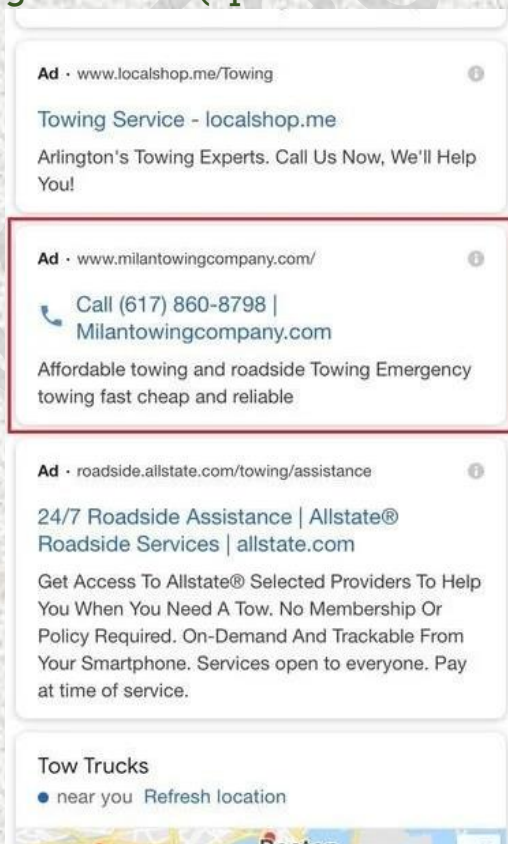
The screenshot shows a Google search for "vancouver electrician". The results are categorized into several sections:

- Over 10 providers nearby:** Three cards for "PE Electric", "TY Electric Inc.", and "BC HighLight Electric". Each card includes a star rating, a "GOOGLE SLAWYR" logo, and a "Call Us" button. A red arrow points to this section with the label "Google Local Services ads".
- Ad - TCA Electric | Vancouver - Award Winning Electricians:** A text-based advertisement for TCA Electric, including a description of services and contact information. A red arrow points to this section with the label "Google Search ads".
- Ad - Kennedy Electric Ltd. - Family Owned & Operated:** Another text-based advertisement for Kennedy Electric Ltd., highlighting family ownership and service areas. A red arrow points to this section with the label "Google Search ads".
- Ad - West Vancouver Electricians - Small & Big Jobs Welcomed:** A text-based advertisement for West Vancouver Electricians, focusing on residential and commercial services. A red arrow points to this section with the label "Google Search ads".
- Map:** A map of Vancouver showing the locations of several electricians. A red arrow points to the map area with the label "Google My Business listings".
- People also ask:** A section with four expandable questions: "How much do electricians charge per hour in BC?", "Why do most electricians charge per hour?", "What's the average age of an electrician?", and "Why are electricians in high demand?". A red arrow points to this section with the label "'People Also Ask' results".
- WireChief Electric: Vancouver Electrician:** A traditional search result for WireChief Electric, including a description of services and contact information. A red arrow points to this section with the label "Traditional Search results".

❖ Desktop View of Google Search (Sponsored places first than your SEO Ranked Website)



❖ Mobile View of Google Search (Sponsored & Review places first)



google.com/search?c

Google

best spa trichy

All Maps Images Shopping Videos News

Showing results for **best spa trichy**
Search instead for **bedt spa trichy**

தமிழில் தேடுங்கள் பெஸ்ட் ஸ்பா த்ரிச்ய

Results for **Tiruchirappalli, Tamil Nadu** · Choose area

Places near Tiruchirappalli · Choose area

Sponsored

RIVER DAY SPA
4.3 ★★★★★ (89)
Spa · No.75/E, Hotel Sona's Ground Floor
Open · Closes 9PM

near Tiruchirappalli · Choose area

Sponsored

RIVER DAY SPA
4.3 ★★★★★ (89)
Spa · No.75/E, Hotel Sona's Ground Floor
Open · Closes 9PM
Female to Male spa in Trichy - Right at the heart of Tiruchirappalli, River Day Spa takes you away from the..

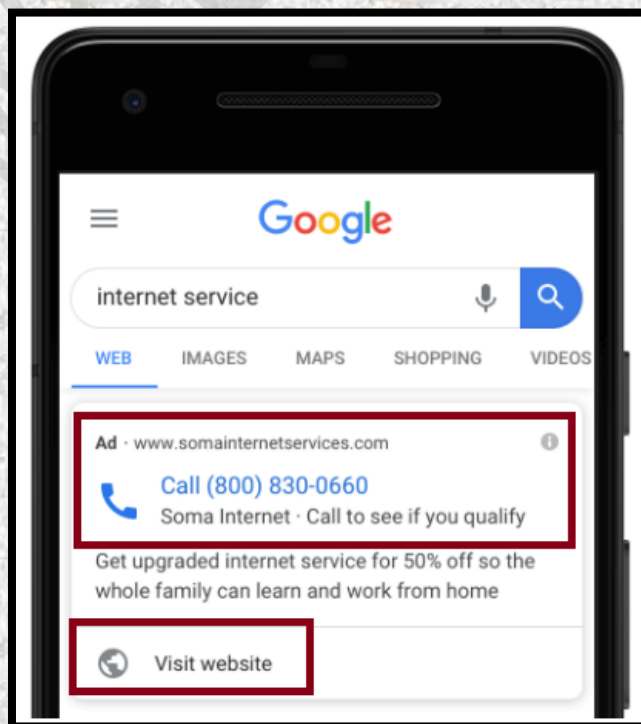
Lotus Bali Spa
4.3 ★★★★★ (96)
Spa · 4th Floor Hotel High Point, No-9, Reynolds ...
Open · Closes 9PM
"One of the **best spa** in Trichy ."

Osmosis Spa
4.6 ★★★★★ (41)
Spa · Hotel Blossoms, Central Bus Stand Old Kan...
Open · Closes 8:30PM
"**Best spa** to relax and rejuvenate in Trichy."

Dana Mesari Bali Spa (spa in trichy, bali sp...
4.5 ★★★★★ (33)
Spa · No.7, Sakthi Colony, Opp.Hotel Sangam
Open · Closes 8:30PM
"Massage was good .try it for relaxation"

More places >

❖ Call Ad in Google (Recommended)

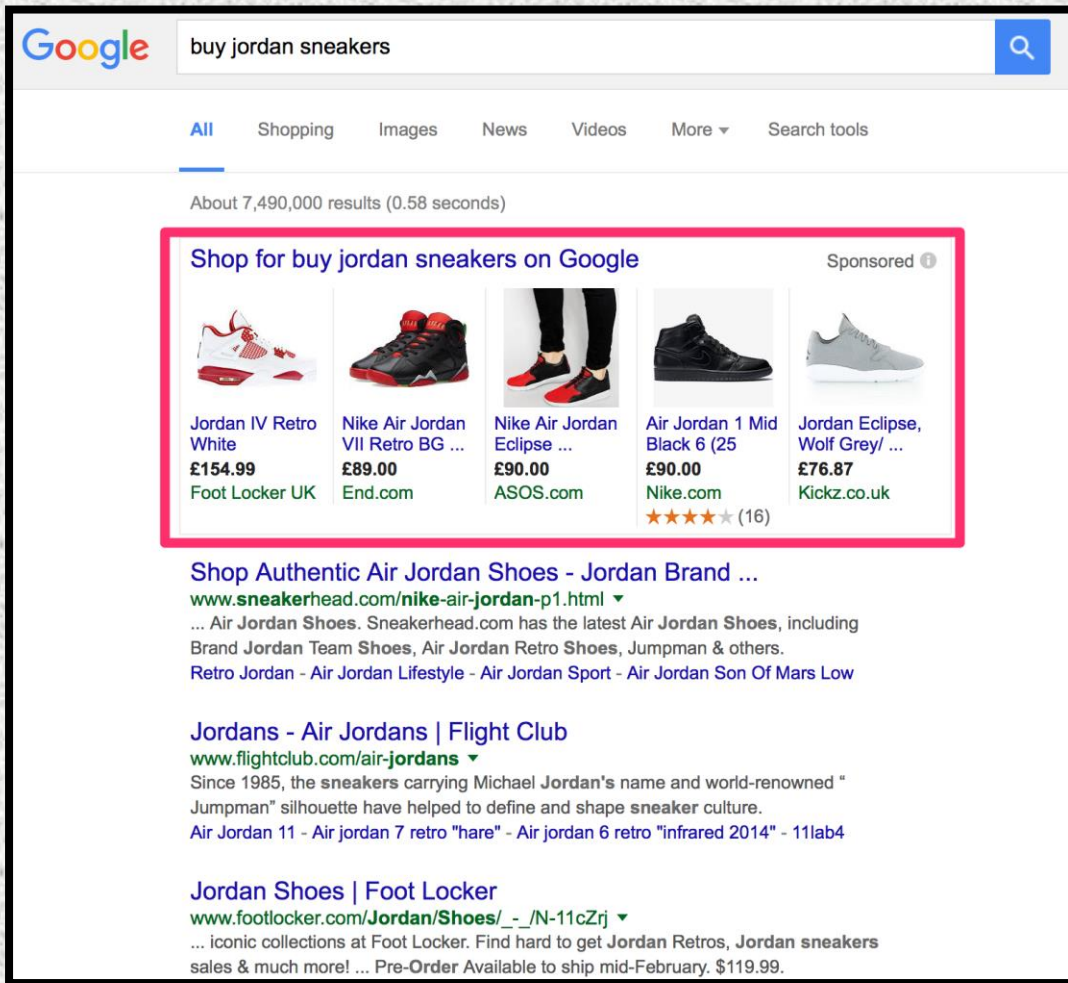


Matched locations report		
November 7, 2023 - November 21, 2023		
Matched location	Clicks	Impr.
Tiruchirappalli, Tamil Nadu, India	19	180
Manapparai, Tamil Nadu, India	0	5
Thiruverumbur, Tamil Nadu, India	1	3
Agaram, Tamil Nadu, India	0	6
S.Kannanur, Tamil Nadu, India	1	16
Total: Locations	21	210
Total: Account	26	316

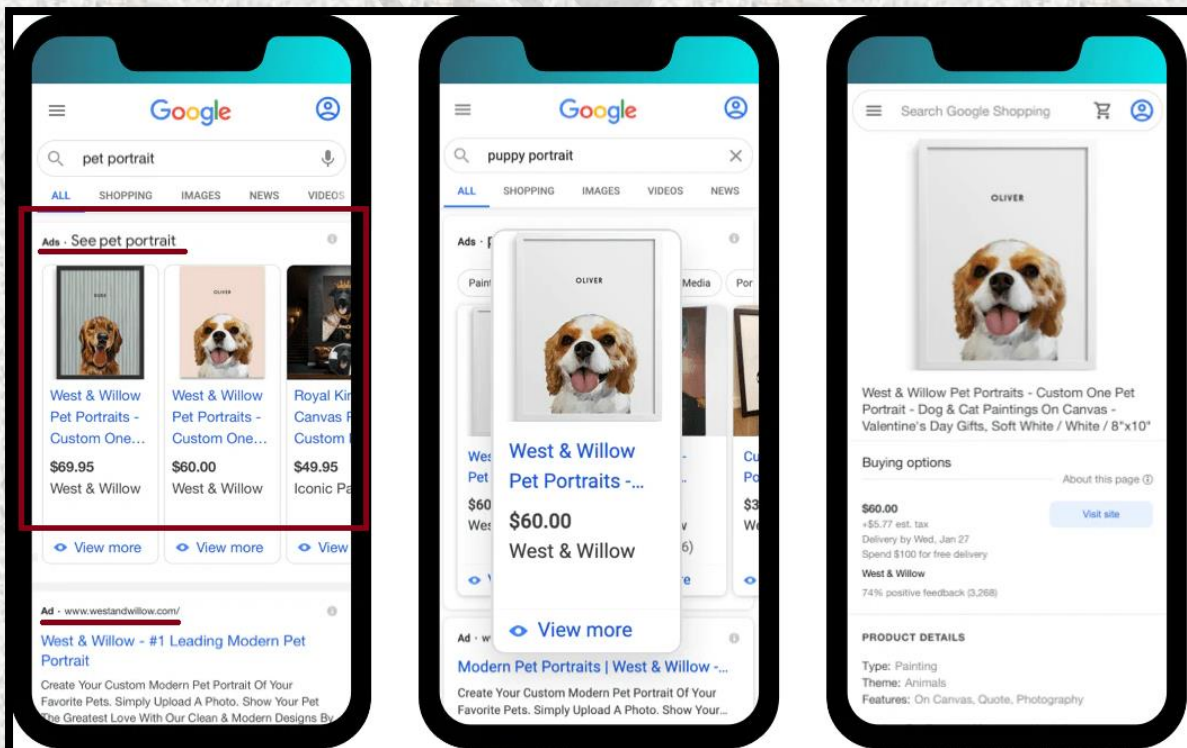
Matched locations report		
November 7, 2023 - November 21, 2023		
Matched location	Clicks	Impr.
Turaiyur, Tamil Nadu, India	0	6
Kulithalai, Tamil Nadu, India	0	1
Manapparai, Tamil Nadu, India	0	6
Manachanallur, Tamil Nadu, India	0	1
Pudukkottai, Tamil Nadu, India	0	3
Tiruchirapalli West, Tamil Nadu, India	4	42
Srirangam, Tamil Nadu, India	0	1
Krishnarayapuram, Tamil Nadu, India	0	2
Tiruverumbur, Tamil Nadu, India	1	9
Budalur, Tamil Nadu, India	1	5
Thanjavur, Tamil Nadu, India	0	6
Iluppur, Tamil Nadu, India	0	7
Lalgudi, Tamil Nadu, India	1	18
Ariyalur, Tamil Nadu, India	1	21
Total: Locations	8	128
Total: Account	26	316

Auction insights report						
November 7, 2023 - November 21, 2023						
Display URL domain	Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
mysleepwell.com	10.42%	10.89%	27.27%	80.58%	43.08%	6.84%
wakefit.co	12.72%	7.26%	40.91%	89.95%	53.20%	6.84%
amazon.in	32.46%	19.14%	27.59%	77.01%	40.83%	6.67%
flomattress.com	< 10%	0.99%	33.33%	88.67%	28.00%	7.02%
You	< 10%	--	--	53.47%	33.99%	--
thesleepcompany.in	< 10%	2.97%	66.67%	90.31%	38.18%	6.91%
sleepycat.in	< 10%	2.31%	71.43%	91.04%	36.56%	6.93%

❖ Shopping Ads for product seller (desktop view)



❖ Shopping Ads for product seller (Mobile view)



❖ Is Off site engagement being enough for Google SEO?

Off-site engagement, from click-to-calls, directions, to map views, is **not captured** by Search Console or Google Analytics

How can I see all this off-site engagement data?

Google Search Console Google Analytics

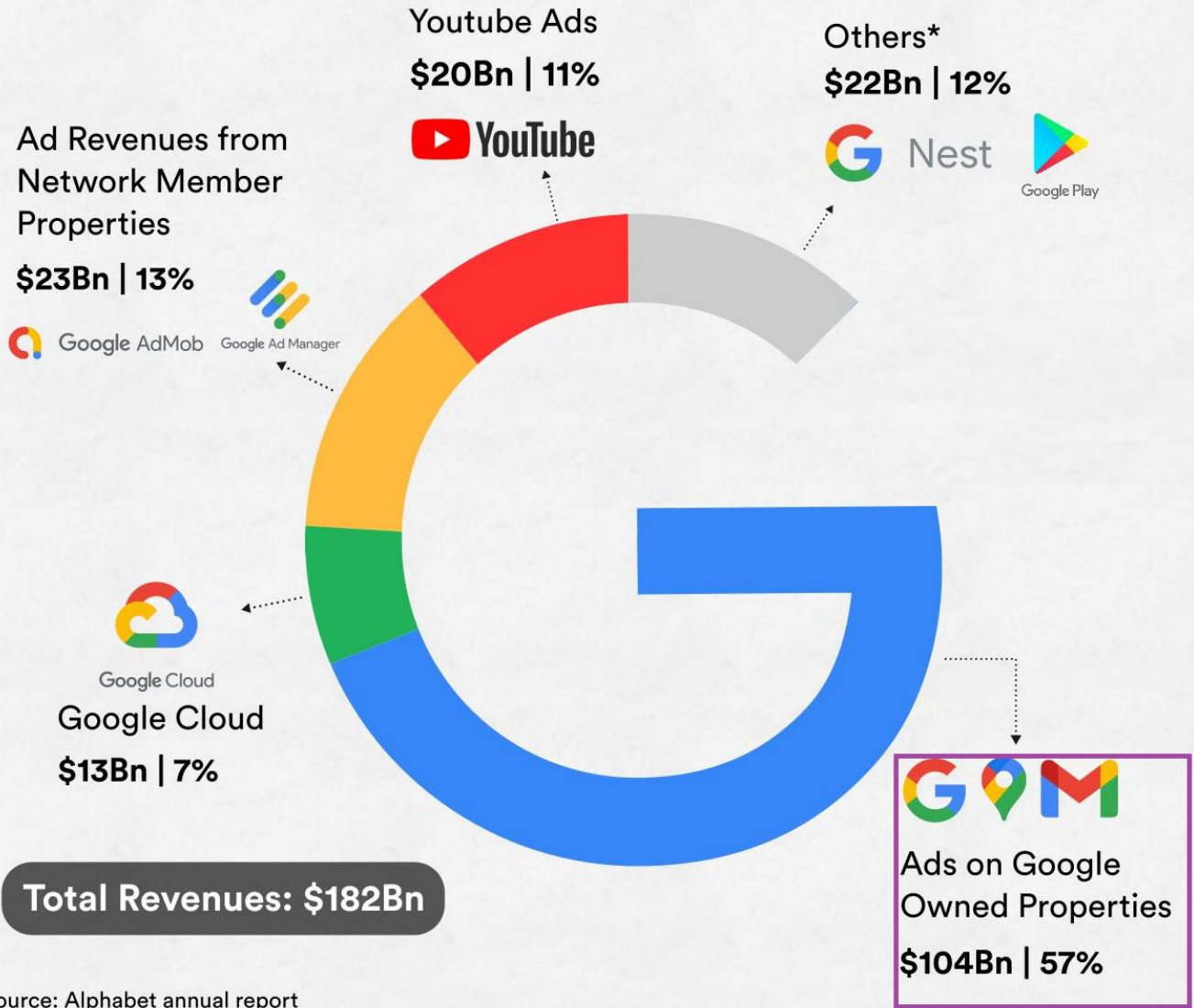
"snack pack" results

organic results

Why Google Ad is always shown at top of index?

Breaking down revenue streams of Google (Alphabet)

(Jan-Dec 2020)



- ❖ How Budget is Calculated for Google Ads
- ❖ Result for Avg.daily minimum budget for particular business

Budget

Select the average you want to spend each day.

₹2,770.52

₹2,308.76 Recommended

₹1,847.01
Average daily budget

Weekly conv.	Cost / Conv.	Weekly cost
52.1	₹248.16	₹12,929.07

Weekly estimates

Estimates are based on your keywords and daily budget ?

Ad group 1

Weekly conv.	Cost / Conv.
52.1	₹248.16

Weekly cost
₹12,929.07

- ❖ If result for avg.daily budget increases for particular business

Budget

Select the average you want to spend each day.

₹2,770.52

₹2,308.76 Recommended
Average daily budget

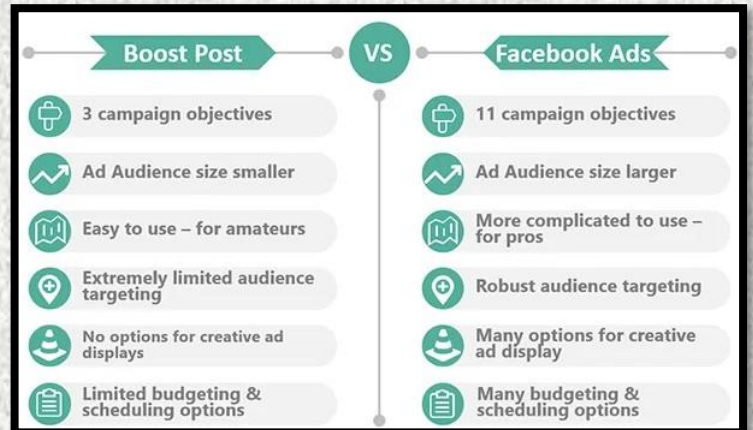
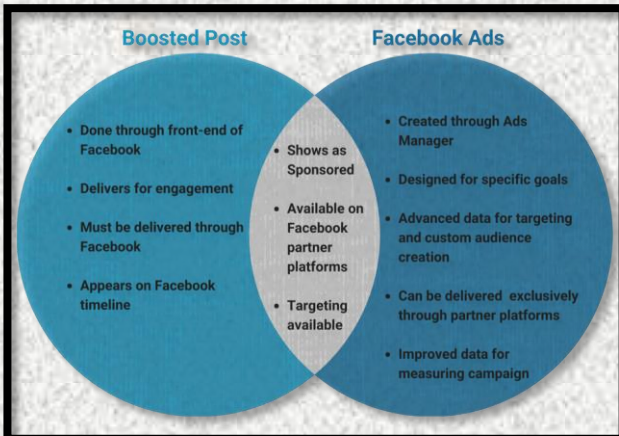
Weekly conv.	Cost / Conv.	Weekly cost
58	₹278.64	₹16,161.32

Recommended because of your campaign settings, such as bidding, targeting, keywords and ads, as well as the budgets of similar advertisers.

₹1,847.01

Facebook Ads

❖ What is facebook boost & our Facebook ad technology?



❖ Desktop & Mobile view of a Video Ad in Facebook

Author Naomi Rawlings
Sponsored · 🌐

Love's Unfading Light is now available for just \$.77! If you're looking for a new romantic novel to read this night, this limited time offer is certainly worth looking twice at! <https://amzn.to/2n93bq9>

"A fabulous story and the start to a wonderful series." Roseanna M. White

Love's Unfading Light

Read Love's Unfading Light On Any Device Now
Will his love be enough to soothe her wounded soul? 🌻🌻🌻🌻

[HTTPS://AMZN.TO/2N93BQ9](https://amzn.to/2n93bq9)

Download

Like Comment Share Buffer

Desktop Version

Author Naomi Rawlings
Sponsored · 🌐

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Will his love be enough to soothe her

<https://amzn.to/2n93bq9>

Download

Like Comment Share


Mobile Version

❖ Desktop & Mobile view of a Image Ad in Facebook

Author Naomi Rawlings
Sponsored

Love's Unfading Light is now available for just \$0.77! If you're looking for a new romantic novel to read this night, this limited time offer is certainly worth looking twice at! <https://amzn.to/2n93bq9>

"A fabulous story and the start to a wonderful series." Roseanna M. White



ENDS TODAY
SALE
GET IT FOR \$0.77

Read Love's Unfading Light On Any Device Now
Will his love be enough to soothe her wounded soul?

[HTTPS://AMZN.TO/2N93BQ9](https://amzn.to/2n93bq9) [Shop Now](#)

197 81 Comments 35 Shares


❖ Desktop & Mobile view of a Image Carousel Ad in Facebook

Reedsy Discovery
Sponsored · 🌐


Murphy Brown meets Stephanie Plum in this new laugh-out-loud mystery series that has been downloaded over 150,000 times already!

Stella is tracking a killer and a cute, cross-town rival. Can she get the story and the man, or will the murderer make sure this deadline is her last?

Get the first book for just \$0.99!



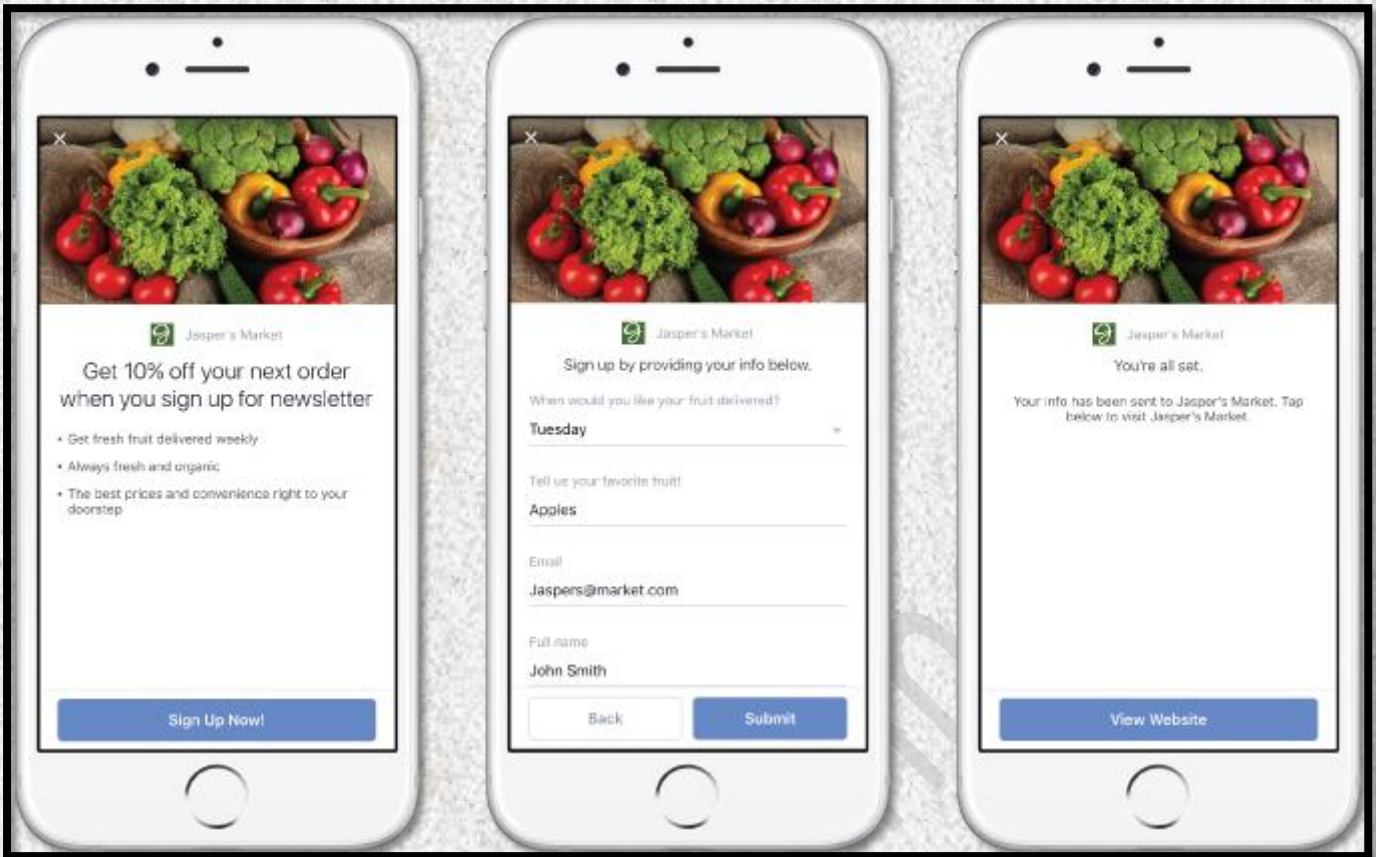
Book One: The Big Lead
Only \$0.99 on Amazon! [Get Offer](#)



Book Tw Interview
Only \$3.99

6 1 comment 2 shares

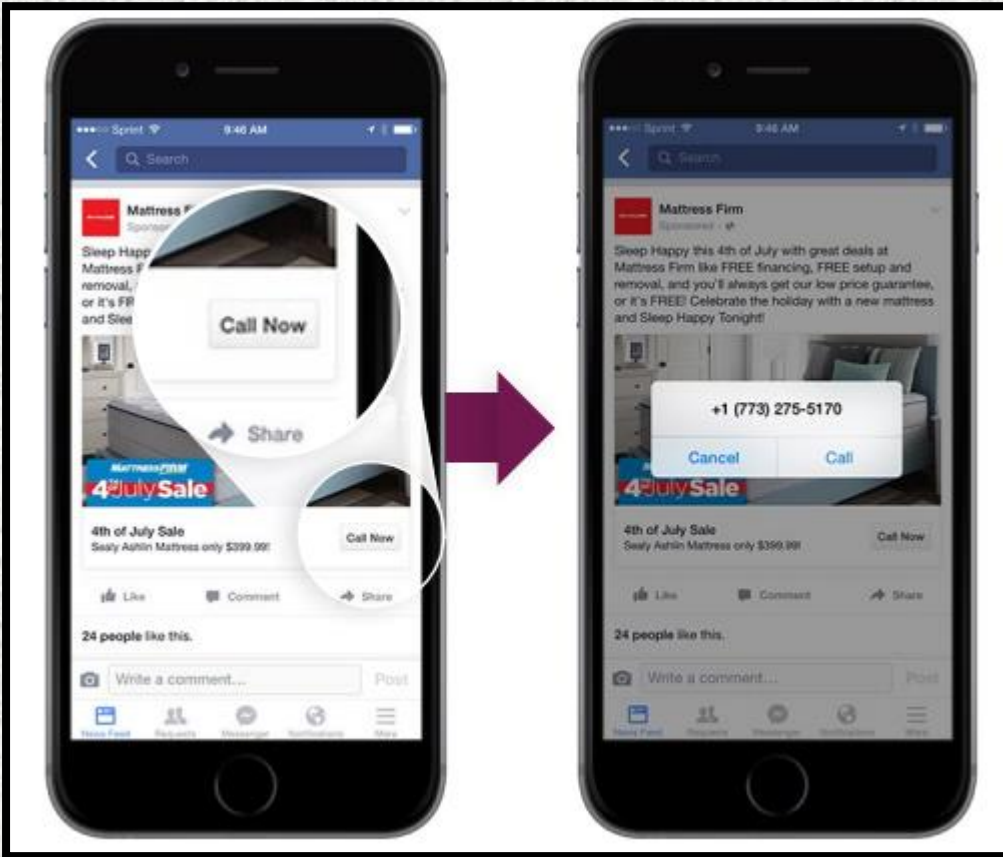
❖ Facebook Form Submission



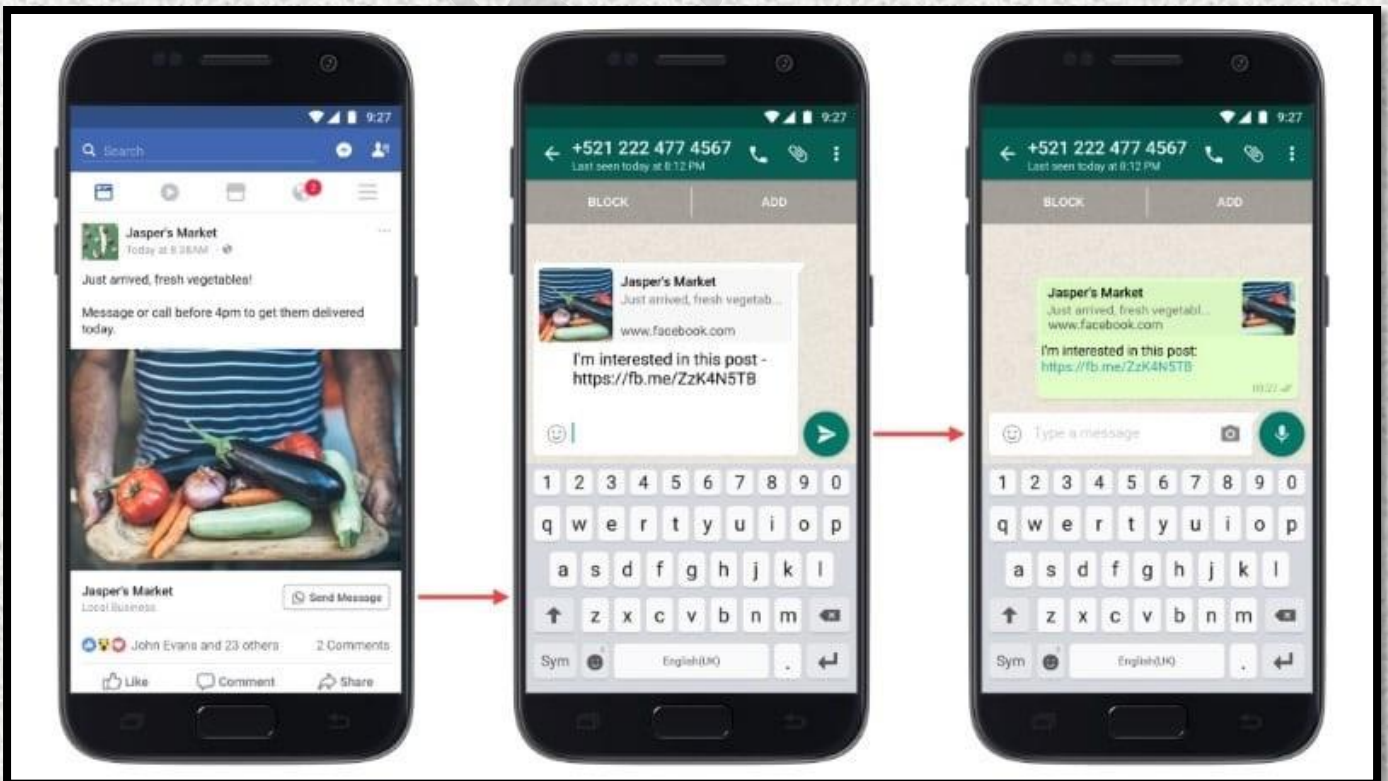
❖ Facebook Ad towards Messenger Chat



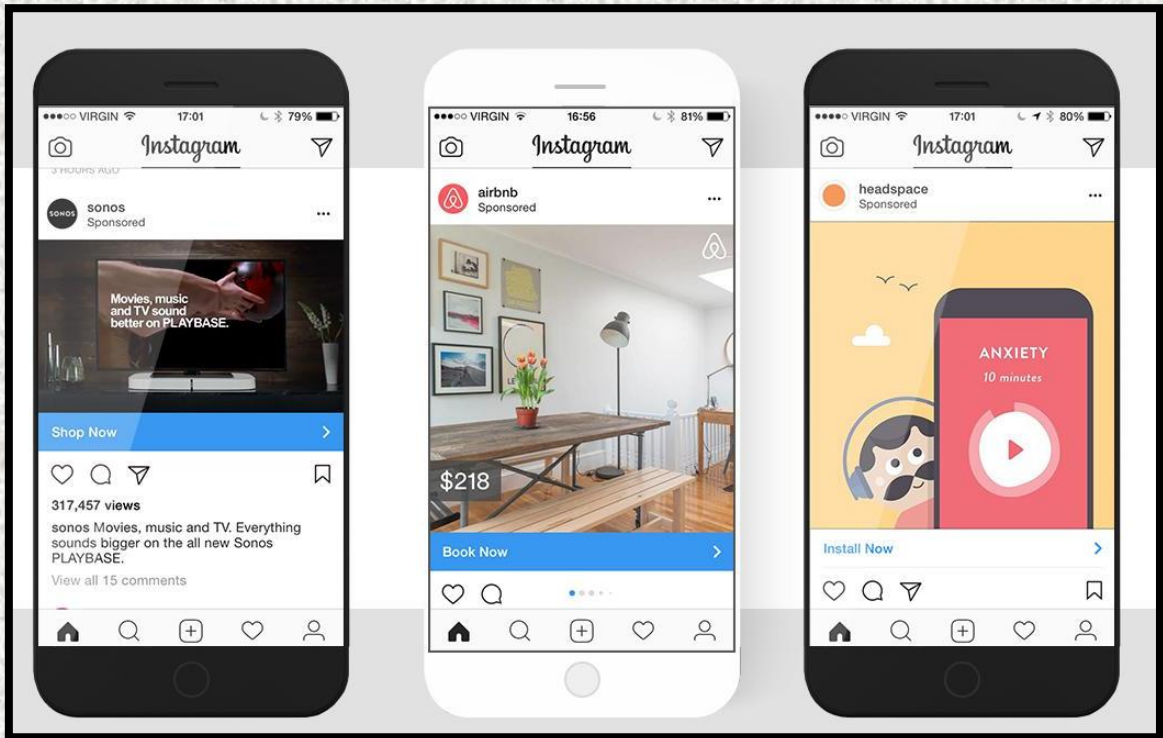
❖ Facebook Ad towards Call Button



❖ Facebook Ad Directing to your WhatsApp



❖ Instagram Sponsored Ad



AD PLACEMENTS

FEED

- Facebook News Feed
- Instagram Feed
- Facebook Marketplace
- Facebook Video Feeds
- Facebook Right Column
- Instagram Explore
- Messenger Inbox

STORIES

- Facebook Stories
- Instagram Stories
- Messenger Stories

SEARCH

- Facebook Search Results

IN-STREAM

- Facebook In-Stream Videos

Devices	In-Stream
All Devices (Recommended)	Quickly capture people's attention while they're watching videos
Facebook	Facebook In-Stream Videos
Audience Network	Search
Instagram	Get visibility for your business as people search on Facebook
Messenger	Facebook Search Results
Asset Customization	Messages
14 / 14 placements that support asset customization	Send offers or updates to people who are already connected to your business
Feeds	In-Article
Get high visibility for your business with ads in feeds	Engage with people reading content from publishers
Facebook News Feed	Facebook Instant Articles
Instagram Feed	Apps and Sites
Facebook Marketplace	Expand your reach with ads in external apps and websites
Facebook Video Feeds	Audience Network Native, Banner and Interstitial
Facebook Right Column	Audience Network Rewarded Videos
Instagram Explore	
Messenger Inbox	
Stories	
Tell a rich, visual story with immersive, fullscreen vertical ads	
Facebook Stories	
Instagram Stories	
Messenger Stories	

How Budget and Leads are calculated in Facebook and Instagram Ads

Fixing Minimum Budget and Estimated daily reach.

Varies Business to Business

Budget & schedule

Daily budget

₹1,000.00 INR ⚠

Your daily budget of ₹1000.00 looks higher than usual. If it's correct, you can ignore this warning.

You'll spend up to ₹1250 on some days and less on others. You'll spend an average of ₹1000 per day and no more than ₹7000 per calendar week on currently delivering ad sets. [Learn more](#)

[Hide graph of estimated reach and results](#)

Estimated daily reach

₹1000 Budget 136K Reach

Daily reach

Budget per day

These are estimates and don't guarantee results.

Audience definition

Your audience is defined.

Specific Broad

Estimated audience size: 833,300 - 980,400

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

80K-230K

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Budget & schedule

Daily budget

₹500.00 INR

You'll spend up to ₹625 on some days and less on others. You'll spend an average of ₹500 per day and no more than ₹3500 per calendar week on currently delivering ad sets. [Learn more](#)

[Hide graph of estimated reach and results](#)

Estimated daily reach

₹500 Budget 80K Reach

Daily reach

Budget per day

Audience definition

Your audience is defined.

Specific Broad

Estimated audience size: 833,300 - 980,400

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

47K-137K

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

✓ Budget & schedule

Daily budget

₹2,000.00 INR ⚠

Your daily budget is set 1,900% higher than this account's average budget of ₹100.00.

You'll spend up to ₹2500 on some days and less on others. You'll spend an average of ₹2000 per day and no more than ₹14000 per calendar week on currently delivering ad sets. [Learn more](#)

[Hide graph of estimated reach and results](#)

Estimated daily reach

₹2.0K Budget 246K Reach

Audience definition

Your audience is defined.

Specific Broad

Estimated audience size: 833,300 - 980,400

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

145K-418K

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

❖ **Reach and Enquiries obtained with minimum Budget varies business to business**

[Show more options](#)

✓ Budget & schedule

Daily budget

₹1,000.00 INR

You'll spend up to ₹1250 on some days and less on others. You'll spend an average of ₹1000 per day and no more than ₹7000 per calendar week on currently delivering ad sets. [Learn more](#)

[Hide graph of estimated reach and results](#)

Estimated daily Results

₹1000 Budget 31 Results

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 23,200,000 - 27,300,000

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

15K-43K

Conversations

18-52

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Budget & schedule

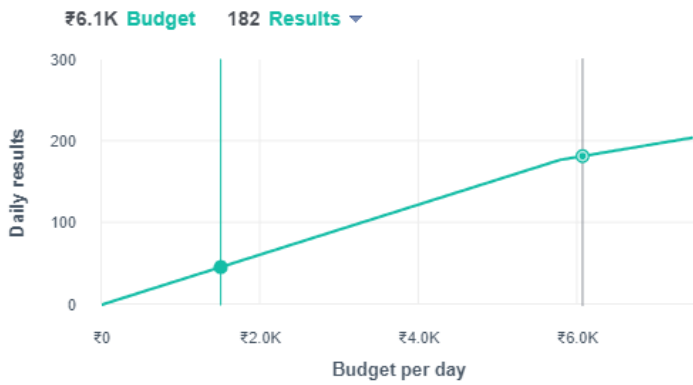
Daily budget

₹1,500.00 INR

You'll spend up to ₹1875 on some days and less on others. You'll spend an average of ₹1500 per day and no more than ₹10500 per calendar week on currently delivering ad sets. [Learn more](#)

[Hide graph of estimated reach and results](#)

Estimated daily Results



These are estimates and don't guarantee results.

Estimated audience size: 23,200,000 - 27,300,000

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

22K-64K

Conversations

27-78

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Meta will aim to spend your entire budget and get the most results using the highest-volume bid strategy.

[Show more options](#)

Budget & schedule

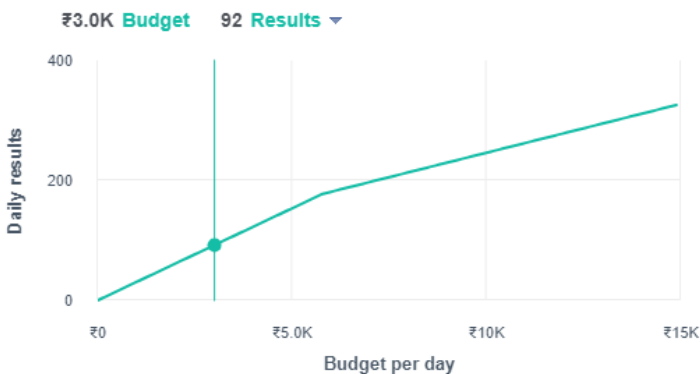
Daily budget

₹3,000.00 INR

You'll spend up to ₹3750 on some days and less on others. You'll spend an average of ₹3000 per day and no more than ₹21000 per calendar week on currently delivering ad sets. [Learn more](#)

[Hide graph of estimated reach and results](#)

Estimated daily Results



These are estimates and don't guarantee results.

Audience definition

Your audience selection is fairly broad.



Estimated audience size: 23,200,000 - 27,300,000

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

Estimated daily results

Reach

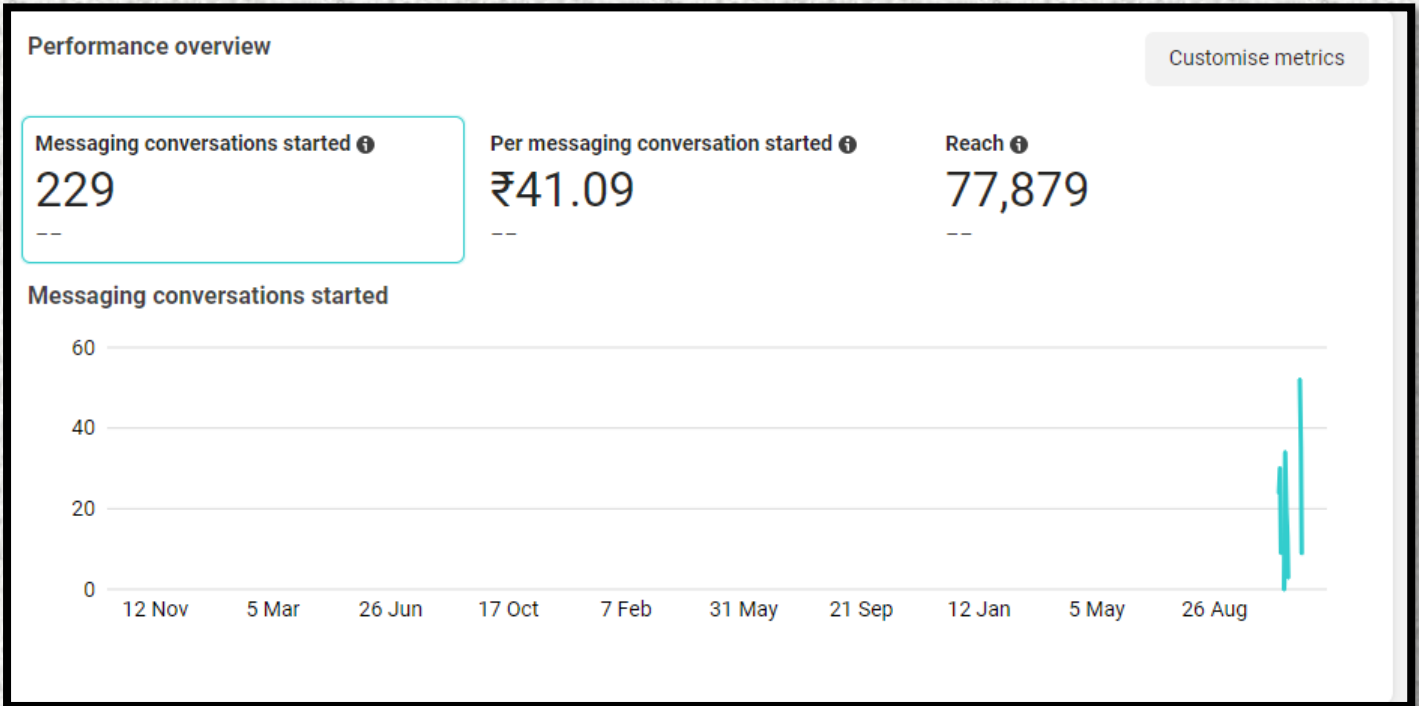
45K-129K

Conversations

54-156

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Performance Overview While Running Ad



5 AD OBJECTIVES

Brand Awareness

Increase the visibility of your brand.

Reach

Get your Ads in front of the maximum number of users.

Traffic

Generate more visitors for your website.

Engagement

Increase the number of people that engage with your Ads and posts.

Conversions

Increase the number of users committing to an action (purchasing a product, filling out a contact form, etc.).

WHAT'S YOUR MARKETING OBJECTIVE?

Why to maintain Social Media Platform?

10 SOCIAL MEDIA STATISTICS

You Need to Know

Daily Active Social Media Users

There are currently **4.59 BILLION** social media users – which equates to **about 58% of the population.**
(Statista, 2020)

Facebook is the Market Leader

Facebook remains the **most widely used social media platform**, with **2.94 BILLION** users worldwide.
(DataReportal, 2022)

Social Media Users by Generation

aged 18-29	84%
aged 30-49	81%
aged 50-64	73%
aged 65 and above	45%

(Pew Research Center, 2021)

Time Spent on Social Media per Day

An average of **2.5 HOURS** per day is spent on **social networks and messaging.**
(DataReportal, 2021)

The Power of Social Media Marketing

73% of marketers believe social media marketing has been **"somewhat effective" or "very effective" for their business.**
(Buffer, 2019)

Customers Are Using Social Media

75% of internet users use social media to **research brands.**
(DataReportal, 2022)

The Impact of Positive Customer Experience

71% of consumers who have had a positive experience with a brand on social media are likely to **recommend the brand to their friends and family.**
(Forbes, 2018)

Influencers Help Build Brand Trust

49% of consumers **depend on influencer recommendations** on social media.
(Omnicend, 2018)

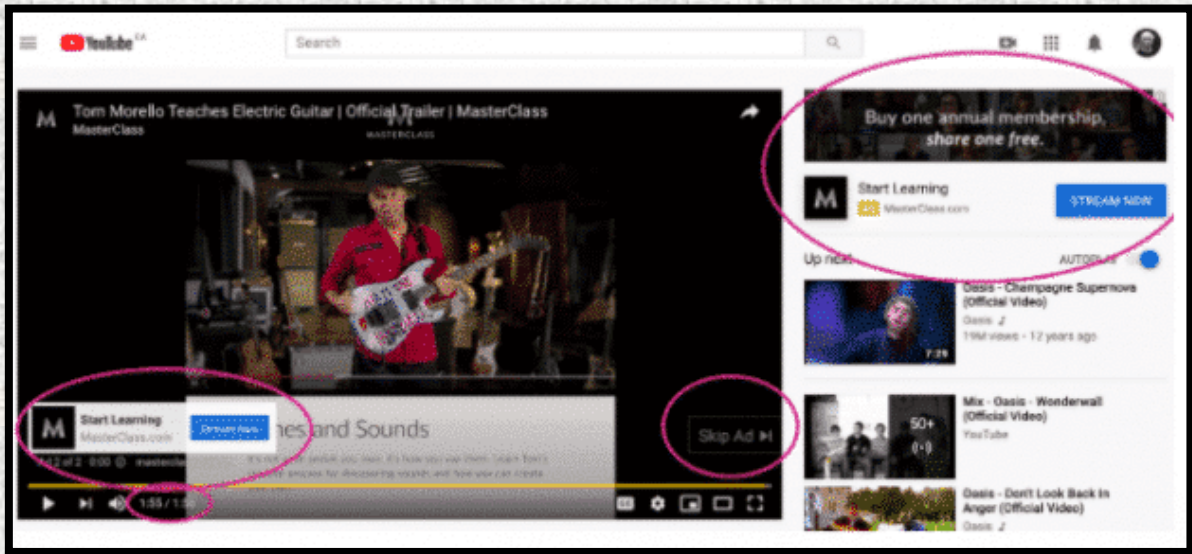
Instagram Stories Usage

Daily active Instagram Stories users **increased from 150 million** in January 2017 to **500 MILLION** daily active Stories worldwide in January 2019.
(Statista, 2019)

Social Media Users Via Mobile

91% of all social media users **access social channels via mobile devices.** Likewise, almost 80% of total time spent on social media sites occurs on mobile platforms.
(Lyfemarketing, 2018)

YouTube Ads



YouTube Advertising Formats

<p>Skippable video ads</p>	<p>Non-skippable video ads</p>	<p>Bumper ads</p>
<p>Overlay ads</p>	<p>Display ads</p>	<p>Sponsored cards</p>

The Massive YouTube Ecosystem

56 Countries
56 countries post content in 61 languages

2nd Largest
YouTube is the 2nd largest search engine, behind Google

60 Years
More content is uploaded in 60 days than all 3 major U.S. Networks generated in the last 60 years

One Billion
More than 1 billion unique users visit YouTube each month

100 Hours
100 hours of video are uploaded every minute

17%
17% of all internet traffic flows through YouTube

One Billion
One billion daily views come from mobile devices

Six Billion
6 billion hours of video are watched monthly

Hundreds of Millions
YouTube is now being accessed from hundreds of millions of devices

25% Mobile
25% of views, globally, are from mobile devices



Youtube Advertising Benefits



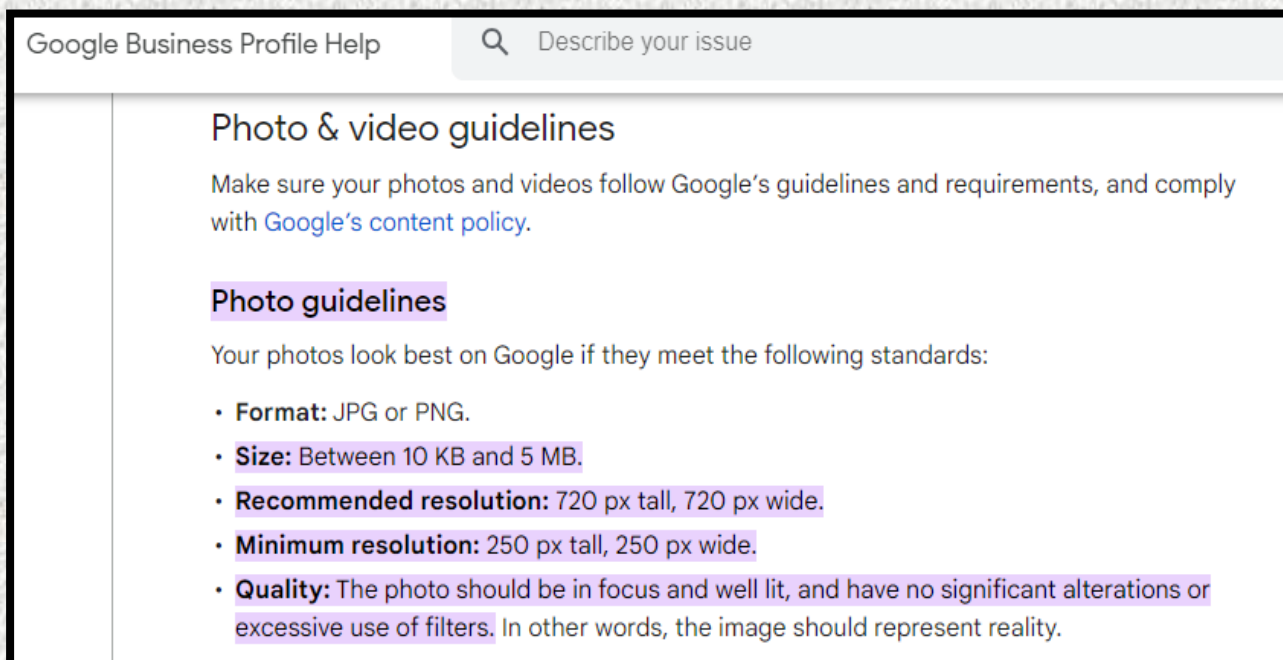
- | | |
|-------------------------|---------------------------|
| Targeting Options | Reach |
| New Audiences | Visibility |
| Profitability | Analytics |
| The cost | Optimization |
| Scalability | Improved Content Strategy |
| A new Marketing channel | Video Ad Formats |
| | Organic Growth |
| | Organic Brand Awareness |

Google My Business

- ❖ **Google My Business is a tool that enables you to manage and optimize your Business Profile on Google**

Photo & video guidelines

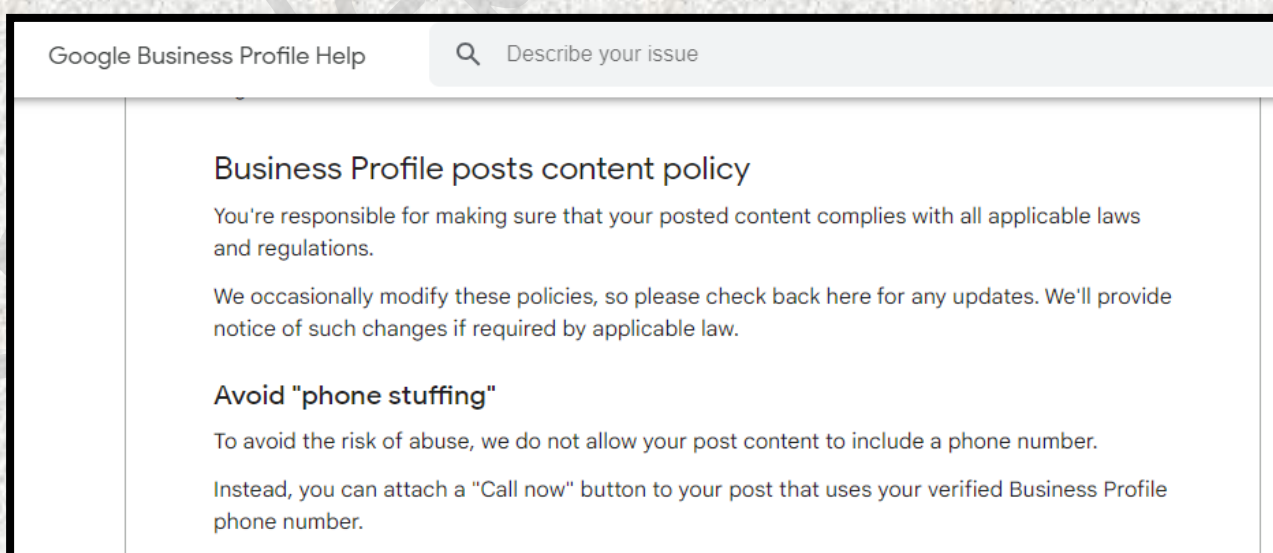
Make sure your photos and videos follow Google's guidelines and requirements, and comply with Google's content policy.



The screenshot shows the Google Business Profile Help page. At the top, there is a search bar with the text "Describe your issue" and a magnifying glass icon. Below the search bar, the page title is "Photo & video guidelines". The main content area starts with the text: "Make sure your photos and videos follow Google's guidelines and requirements, and comply with [Google's content policy](#)." Below this, there is a section titled "Photo guidelines" with a purple highlight. The text reads: "Your photos look best on Google if they meet the following standards:" followed by a bulleted list of requirements:

- **Format:** JPG or PNG.
- **Size:** Between 10 KB and 5 MB.
- **Recommended resolution:** 720 px tall, 720 px wide.
- **Minimum resolution:** 250 px tall, 250 px wide.
- **Quality:** The photo should be in focus and well lit, and have no significant alterations or excessive use of filters. In other words, the image should represent reality.

Tips for posting media to Maps



The screenshot shows the Google Business Profile Help page. At the top, there is a search bar with the text "Describe your issue" and a magnifying glass icon. Below the search bar, the page title is "Business Profile posts content policy". The main content area starts with the text: "You're responsible for making sure that your posted content complies with all applicable laws and regulations." Below this, there is a paragraph: "We occasionally modify these policies, so please check back here for any updates. We'll provide notice of such changes if required by applicable law." Below that, there is a section titled "Avoid 'phone stuffing'" with a purple highlight. The text reads: "To avoid the risk of abuse, we do not allow your post content to include a phone number." Below this, there is another paragraph: "Instead, you can attach a 'Call now' button to your post that uses your verified Business Profile phone number."

Tips for posting media to Maps

High quality photos, videos, and other media help people all over the world find relevant information about places. Low quality media may be removed; quality removals can't be appealed.

Follow these tips for posting high quality media to Maps.

Content & formats

- **Use media that you captured.** Upload media of a place that you captured using a camera. Avoid screenshots, stock photos, GIFs, collages, heavily edited or otherwise manipulated photos, or imagery created by other parties.
- **Create the media at the location you're posting to.** Relevant photos and videos are created at the location you're posting about.
- **Focus on the location.** The location should be the primary subject of the content. Media where something other than the place is the main focus, such as selfies that emphasize a person or group, is less helpful for people trying to decide where to go.

Make sure your videos meet the following requirements:

- **Duration:** Up to 30 seconds long
- **File size:** Up to 75 MB
- **Resolution:** 720p or higher

Stylistic adjustments

- **Keep media simple.** Minimal stylistic adjustments, such as correcting rotation or improving lighting, can be helpful. For 360 photos, blurring faces and license plates helps protect people's privacy. Avoid excessively dark or rotated images. Avoid adding elements such as borders, text, or collaged images.
- **Keep media real.** Using filters is OK as long as the media still provides a clear, accurate depiction of the place. Avoid heavy filters.
- **High resolution is best.** High-resolution images help others see what a place is like. Avoid blurry or out-of-focus imagery.
- **Stable videos are the most helpful.** Avoid shaky, out-of-focus, or distorted or corrupted videos.

Superimposed text or graphics

- **Make sure superimposed content is relevant.** Promotional content should be relevant to the place that the media is posted for. Other superimposed content may not help people using Maps.
- **For 360 photos,** limit superimposed content to either the top or bottom 25% of the equirectangular image.
- **For other media,** avoid including distracting or inappropriate superimposed content.

360 photos

- **360 photos wrap 360° without any gaps in the horizon imagery.** Images don't have to extend top to bottom. Minor gaps or holes between the top and bottom edges are acceptable, as are minor stitching errors.
- **The best resolution for 360 photos is at least 4K** (a resolution of 3,840 pixels by 2,160 pixels or greater).
- **Create links between nearby vantage points when connecting 360 photos.** Creating links elsewhere may disorient people who are exploring your connected 360 photos for the first time.
- **Maps may alter connections to improve viewing.** When multiple 360 photos are published to one area, connections between them may be automatically generated. To ensure a realistic, connected viewing experience, we may adjust, remove, or create new connections, and adjust the position and orientation of your 360 photos.
- **Place pins/dots accurately when publishing multiple 360 photos in an area.** Using pin/dot proximity or the resulting blue line map visualization to write or draw over the map is distracting to others.

Types of photos you can add

There are several types of photos you can add to your Business Profile:

- **Logo:** Help your customers recognize your business on Google. For businesses that have their basic information, such as a phone number or hours of operation, the Business Profile highlights the logo.
- **Cover photo:** Set a cover photo at the top of your profile that best represents your business. In some instances, this action doesn't guarantee the cover photo will show up as the first image for your business.
- **Business photos:** Add different photos to highlight features of your business to attract and inform customers. [Learn more about business photos.](#)