



Digital Content Promotion





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A website with remarkable content speaks volumes about the website and business. However, to get the content to the target audience, it is important to promote it through suitable channels. We can broadly categorize our Digital Content Promotion services into four streams:

[Website Optimization](#)

[Advertising](#)

[Public Relations](#)

[Social Engagement](#)

Authentic Promotion

MetaPlume analyses the content and promotional requirements of your websites and recommends suitable services which are then used with consistent, sincere disclosure and development of your online identity.

A Synthesis of Services

[Press Releases](#) are bookmarked on [social media sites](#), ads used keywords, content is developed for [article submissions](#) is then also used for [newsletter](#) mail-out. These Digital Promotion services are all interconnected, not only with each other but with MetaPlume's other key service areas of website design and content promotion. As you read through this information, see the connections between all of these services, which create a [web of identity](#),



Understanding back links

Back links are inbound links to a website. The number of quality back links is an important factor for determining the search engine ranking for a website in search results. A higher number of back links from websites with higher ranking will have a positive effect on a website while back links from websites of lower ranking may not be favorable. Thus building high quality back links is important for improving the ranking of a website on search engines.

Back links are generated through:

[Advertising](#)

[Press Releases](#)

[Social media](#)

[Social Networking](#)

[Directory and article listing](#)

Directory listing

This is an ongoing process which allows the website to generate back links organically. Software submissions, where the website is listed in hundreds of websites in a couple of days, amounts to spam and might end up with a website being black listed. To avoid this, we will list your website in a number of carefully selected free directories with high page ranking.

Article listing

All the articles in the website will be submitted to a fixed number of handpicked article submission websites, with high page ranking, on a regular basis. This also helps generate back links and also promotes content.



Website optimization

Website optimization is the basic foundation on which promotional activities are planned. This requires that the website is user-friendly and adheres to the algorithms based on which search engines rank websites. Important on page optimization includes:

[Website domain name choice](#)

[Meta content \(keywords\) & tags](#)

[Content optimization](#)

[URL, title, headings, hypertext links, body text and image tags](#)

Website domain name

This is the first step in website optimization. The ideal domain name for your website should describe the basic subject or focus of your website. This makes your website easier to remember, reduces the errors when typing the URL and avoids confusion with other websites. Websites with domain names such as Monstor.com are exceptions rather than the rule. While it may not be an easy task to find a short domain name that's perfect for your business, MetaPlume can advise you on choosing a website domain name that can become a success.

Keywords

Keywords fuel all your optimization, PR and marketing campaigns. Drawing traffic to your website alone is not enough; the key is to get relevant traffic. Choosing the right keywords helps you put your best foot forward. MetaPlume analyses your keyword requirement and helps organize keywords in different static pages. MetaPlume will advise you on selecting keywords for dynamic web pages as well. Keywords will focus on meeting your short term as well as long term goals and will be analyzed and updated on a regular basis.

Title & meta description

The title and description of website pages should accurately describe the subject of the website for both visitors and search engines. MetaPlume will ensure that your most important keywords are embedded in the meta description and title, while making sure that they blend well and appeal to the readers as well.



Content optimization

Your websites will be regularly visited by human visitors as well as search engine bots. Website content should engage readers and also attract search engines. It is therefore important to weave keywords seamlessly into the content. MetaPlume offers a full range of content creation services, including text and video services.

URL, title, headings, hypertext links, body text and image tags

All the URLs in a website should indicate the content in it. This applies to titles, headings and hypertext links as well. These should be based on keywords for the individual pages to bring visitors directly to these pages. MetaPlume can optimize URL, title, headings, image tags and hypertext links.



Public Relations

Many “traditional” forms of public relations are still relevant in the digital age, adapted to make the best use of online tools. At MetaPlume, we continuously develop and add to email marketing databases for general websites as well as subject- specific databases which are then used for mail-outs, Press Releases, newsletters and contest promotions.

[Press releases](#)

[Newsletters and email marketing](#)

[Company Connect](#)

[Contests](#)

Press releases

Press release distribution is an effective way of promoting a website by advertising important initiatives, accomplishments and other news. Press Releases generate back links and promote the website content. MetaPlume can write Press Releases, publish them and promote them through social web media. They are updated in a fixed number of free Press Release websites and also sent out to selected mailing lists.

Newsletters and email marketing

Email marketing is an important aspect of website promotions. Here the most important factor is that emails should be directed to people who are actually looking for it. This translates into business. MetaPlume will assist you by developing mailing lists of potential customers and managing your email campaigns through their custom programmed email and newsletter management website 'Company Connect'.

Company Connect

Company Connect is designed to manage mailing lists and email campaigns. When you add Company Connect's "subscribe to our mailing list" button on your website your subscribers will be directed to the Company Connect website where they can choose the newsletters they would like to receive. Their details are automatically added to your mailing list or newsletter mailing list. Our advanced content management system allows you to create and customize professional looking emails or newsletters with logos, images and colors with rich formatting. As the owner of your



website, you have the option of drafting an email and choosing the mailing lists from the different categories and sending them out in one go.

Contests

Contests and give-aways on your website help increase traffic and increase awareness of your products and services. MetaPlume will help you run an effective contest to market your brand.



Online Advertising

Advertising online generates back links, promotes website content and markets products.

[Classifieds](#)

[Banner ads](#)

[Adword campaigns](#)

Classifieds

Free Classifieds websites display free ads for services and products. A carefully crafted ad with judicious use of keywords attracts potential customers, who might in turn contact the website. Such ads also increase the number of back links to the website. MetaPlume offers both Classifieds creation and distribution services.

Banner ads

Banner ads are effective in bringing potential visitors to a website. Displaying banners in high PR websites is especially useful for product websites. MetaPlume can create engaging ad visuals, consistent with your brand image, and then run campaigns on high page ranking sites.

Adword campaigns

Google Adword campaigns can be organized to accelerate website promotions. MetaPlume will help you decide on the words suitable for ads and manage an AdWords package that fits in with your goals and budget.



Social Engagement

Content in a wide variety of formats such as text, images, videos, and PowerPoint presentations can create a multiplier effect for content. Depending on your business, customers may also become engaged in an exchange of information on social media sites. These activities:

- generate back links
- promote content
- offer social engagement with customers
- develop an online voice and identity across multiple platforms

Social networking websites allow you to create accounts and share your views and content. This is an important platform to reach out to the masses and generate interest in the website. Social networking website profiles become your windows to the world of the Web. MetaPlume creates and maintains your profiles in important social networking sites including Facebook and Twitter.

- Social bookmarking websites
 - StumbleUpon
 - Delicious
 - Digg
 - Reddit
 - Yahoo Buzz
 - Mixx
- Blogs
 - Blogger
 - WordPress
 - Tumblr
- Video sharing
 - YouTube
 - Dailymotion
 - Metacafe
 - Vimeo
 - Veoh
- Photo sharing websites



- Flickr
- Picasa
- Photobucket
- PowerPoint sharing websites
 - Slideshare
 - 280 Slides
 - Sliderocket
 - Presentationzen