

Assignments

Nov 26
2020

Write only 100 words of Press Release
Keyword:- “Latest Warda Winter Designs 2020”

Amazon Product Research With Helium and Jungle Scout

How to win Direct Clients

- Through Facebook
- Social Media professional presence
- LinkedIn
- Local Pakistani clients (search through Google Maps – Contact via call & email)
- International Client (search through Google Maps – Contact via call & email)
- Through Lead Generations & Run Email Campaign
- Free Calls to US through Hangout Dialer App

Contact time

Check the business opening hours

Emailing Time: 8:00 a.m. – 9:00 a.m. (Local Time)

Calling time: 10 a.m. – 11:00 a.m. (Local Time)

Payment Mode:

1. Through PayPal – Find your friend or family abroad
2. Direct Bank Transfer
3. Western Union
4. Money Gram

LBL - Local Business Ranking

Important Steps to Rank Local Business on Google

1. On Page SEO on Business Website –

- a. Take care of NAPW on Contact us Page
 - b. Keywords (plumbers in Lahore, Wedding Photographer in Lahore,)
2. GMB (Google My Business) List your business (take care of NAPW)
3. List your business on top 100 local business directories
4. Ask your customers to publish reviews (or do it by yourself)

Email Campaign

Steps though GetResponse

1. Import email List to GetResponse
2. Create Email Template
3. Send E-Mail

Funneling Steps	Target/Activity/Achievement
TOFU –	Top of the Funnel Get the Subscribers/marketing campaigns

MOFU –	Middle of the Funnel Offers/Discounts
BOFU –	Bottom of the Funnel Conversion time/Paid

E-Commerce Store Development

Steps for Store Development and Running

- 1- Convert Your Website to E-Commerce (WooCommerce Plugin)
- 2- Now Upload the Products to Your website
- 3- Sale the Products

Where to Get the Products for your business?

- AliExpress / Import from China
- Local Pakistani Vendors

Business Model?

- Keep Your Inventory > Sale & Ship the Product
- Drop Shipping > Just Upload the Product and do not keep that product in your hand. Whenever receiving the order, ask the vendor to deliver the product to the client.
- How to do Drop shipping in Pakistan > Solution: Find local vendor

Temporary Email Service Provider

<https://tempmailgen.com/>

*You can use this temp email service to register in Hunter.io

Pitch Deck Presentation Format

Why - Discuss the Problem

How - How to resolve the problem

What - What are you already doing

Market Size

- Research about your product
- You will know about the market size
- Find the Audience from that Market Size

Business Model

- How the business will work

Revenue Model / Revenue Stream

- How money flows into the business
- Income generation

Competition

- Research about your competitors/ You can list top of them as well
- Tell..... How to manage those competitors
- A creative side/angle of your business, which others' haven't

Traction - Graphical Presentation

- Add the charts/graphs to impress the client/investor

Financials

- bhai , aapka paisa.... Samjhein hamara paisa
- **Kitna Paisa Chahye**
- **Is lakshmi ko kahan aur kaisey kharch karen gy**
- Profit jab aey ga, kitna aey ga, kharchay kiya hon gey

Team

- Discuss Your team with professional pictures

Queries

Domain Choosing and Registration

For a website, initially you need

Hosting + Domain Name

$\$31 + \$6 = \$37/\text{year}$

Keyword: “Baby Leg Warmers”

EMD – Exact Match Domain – babylegwarmers.com

PDM – Partial Match Domain – bestbabywarmers.com

Babylegwarmers.com > Domain Not Available

Keywords	Monthly Searches	Competition	Available Domains
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baby leg warmers	4400	Easy	
baby leg warmers shop		Easy	babylegwarmersshop.com
baby leg warmers store		Easy	babylegwarmersstore.com
Buy baby leg warmers		Easy	buybabylegwarmers.com
Best baby leg warmers	50	Easy	bestbabylegwarmers.com

Video Editing

What you have learnt:

1-Split the video and remove bad parts & adding effects

2-Insert Logo

3-Insert BG Sound

4-How to do Voice Over

5-Adding Transitions to elements (motion effects)

6-How to Animate the text

7-Free Audio Library (YouTube Audio Library)

Learn Yourself

How to animate the logo + How to add a ticker

How to show AdSense ads on your website

1- There should be at least 25-40 posts on your website

2- Your website must have following pages

a. About us + Contact us + Privacy Policy + Terms

3- There should at least 15-20 visitors on daily basis from Search Engine

4- Apply for Ads on Google AdSense

a. If your website qualify then they will create your AdSense Account

5- After AdSense account creation, copy ad code from AdSense account and place it on your website.

Wordpress Website Creation/Development (III)

1. Setting up following plugins

- a. Yoast (adding SEO title & Description to all Pages & posts) + Connected Google Search Console
- b. Smush
- c. WP Forms

Google Analytics Set-up

moneebIndustries.com

solarPanels.moneebIndustries.com

agriMachine.moneebIndustries.com

Pitb.gov.pk

erozgaar.Pitb.gov.pk

techhub.pitb.gov.pk

How to Create a website

Difference between domain and sub-domain

Main Domain: moneebahmed.com

Sub Domain: Lahore.moneebahmed.com

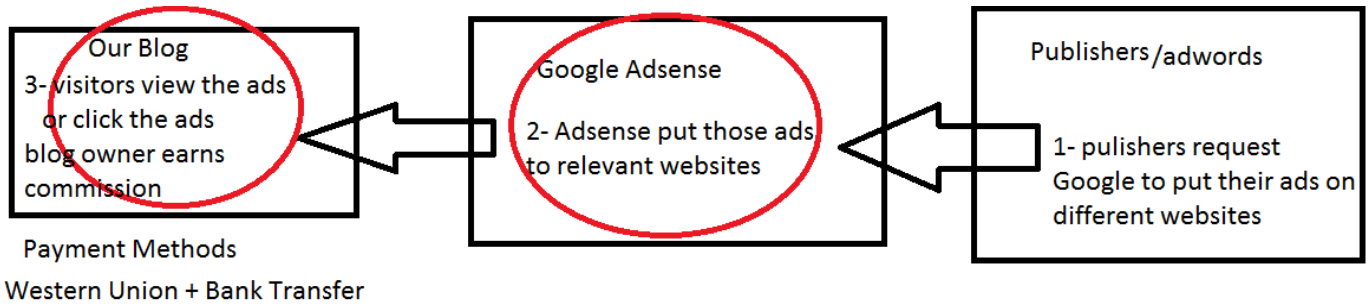
Content is King

Website Creation Steps

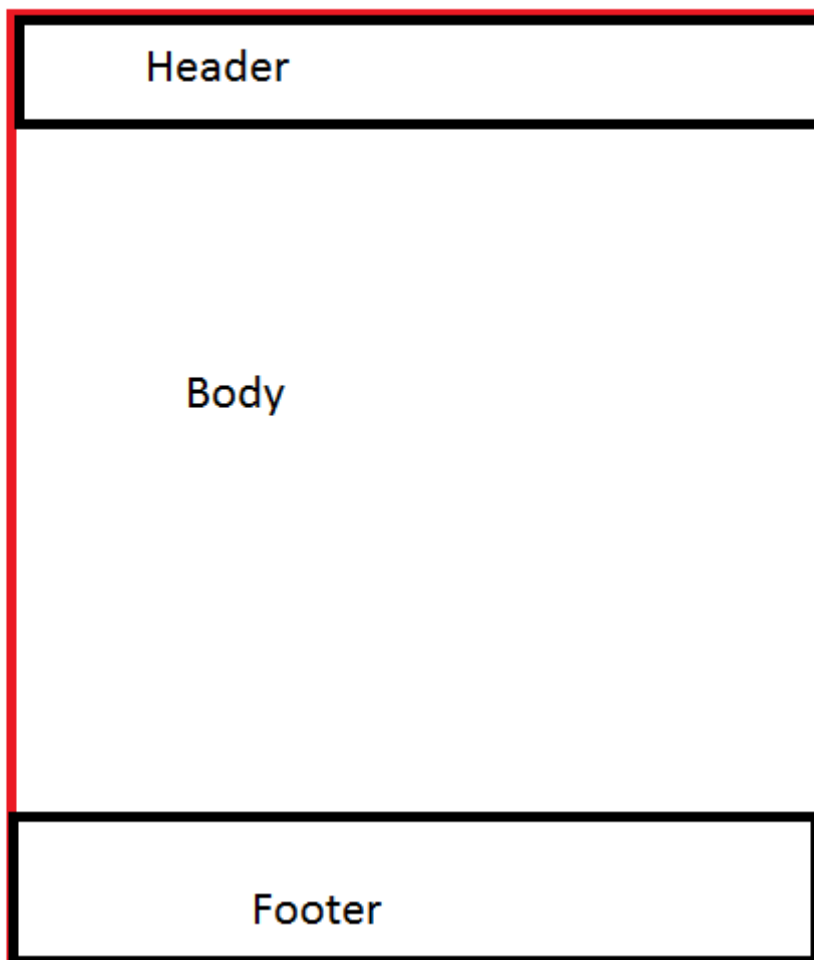
1. Create Account on [Awardspace.com](https://awardspace.com)
2. Update Password (Optional)
3. Create a subdomain
4. Install “Wordpress” App/software on that sub-domain
5. Login your website
 1. Lahore.moneebahmed.com/[wp-admin](#)
 2. anniversarybouquet.onlinewebshop.net/[wp-admin](#)
 3. moneeb.solaryp.com/[wp-admin](#)
6. Go to [posts>All posts](#) Delete the Sample post
7. Create a new post
8. Go to [Appearance > Widgets](#) ... Edit Your Footer
9. Go to [Pages > All Pages](#) ... Delete/Trash the sample page.

Filter the Topics from

<https://www.google.com/adsense/>



Websites' basic structure



Fiverr Notes

1st Title for URL

Website speed Optimization

2nd Title for Original title

Optimize and increase the website speed

Fiverr.com/username

TIPS OF THE DAY

Try to be Online from your Computer/Laptop at least in peak hours

Peak Hours:- 4-5 PM

8-10 PM

1-4 AM سحری کے وقت

Short URL & LONG TITLE

Install extension **Fivlytics** to read the client name on Buyer Requests

Create multiple gigs to support each other

Question

My response time is 4 hours

{How to Decrease the Response time to 1 hour?}

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Sources for Content Writing Ideas

- ❖ Ezinearticles
- ❖ Google News
- ❖ Google Scholar
- ❖ Competitors' Website for their Services
- ❖ Wikipedia

Content Optimization Basics

- Write Creative & Unique **Title**/Main Heading
- Use **heading H1** and sub headings **H2, H3, H4**
- Write **Small Paragraphs** (2-3 lines Paragraphs)
- Add **Images/Charts/Graphs** and write their Captions & Alternative tags
- Use **Bullets/Numbering** in the Content
- You can Add **videos & Audios** in the Content
- You can **quote** something in your content
- You can **Embed Tweets**
- Optimize the Content with proper keywords distribution

Content Optimization (Keywords Distribution in the Content)

- Add Main Keyword in Title
- Use the keywords in Heading 2, Heading 3, Heading 4 e.t.c.
- Add Main Keywords in 1st Paragraph specifically and distribute among other paragraphs
- Add Keywords in the Alt Tags of Images
- You can use Alternative Keywords, Synonyms, Related Keywords in other paragraphs as well.

Types of Content

- Copy-writing – 300-500 words

- Grant Writing –
- Business Proposal Writing –
- Business Plan Writing -
- News / PR Writing – Length: 300-450 words
- Resume and Cover letter
- Academic Writing and Research
- Technical Writing
- Story & Novel Writing –
- Editing & Proofreading –
- Translation –
- Web Content
- Creative Writing – Small Piece of Content – How to
- Transcription (Video/Audio Transcription)
- Articles and Blog writing

News Vs Press Release

News is information about current events

News can be written accordingly with perspective or relating an incident, activity, Statement e.t.c. >>> خبر کو ہر اخبار اپنے انداز میں بیان کرتا ہے

Press Release is an official statement issued to newspapers giving information on a particular matter. >>> جیسی یہ ریلیز کی جاتی ہے، ویسی ہی پبلش کی جاتی ہے

Press Release Structure / How to Write the Press Release

Length: 3-6 Paragraph / 300 to 500 words

- ★ 1st Para – Introduce the Event, Activity, Inauguration e.t.c
- ★ 2nd+3rd+4th Paras – Details Explanation + Factors, Properties, Qualities, Effect on Social Life e.t.c.
- ★ Last Paragraph – (2-3 lines) Talk About Company
- ★ Ending – After Last paragraph write Company Information (NAPW)
 - Company Name
 - Address
 - Phone Number
 - Website URL/Address

Press Release Writing Standards

Heading/Title of the Press Release should be Descriptive, News like.

DO NOT write small Title

Do not Use the words like You, Your, I, e.t.c. in Press Release Content

Gig Ideas

SEO GIG IDEAS:

SEO Analysis Report *

SEO Keywords Research *

High DA PA Backlinking *

On Page SEO *

Wordpress Speed Optimization *

Monthly SEO Services *

Reputation Management *

Local SEO Services *

Fiverr Upwork Proposal Writing

Para 1 > About the Issue + How to resolve + Techniques + Tools + Time Duration + Complexity of the issue + LSI Standards

Para 2 > Discuss Track Record + About Yourself

Para 3 > Ending Lines(Complimentary)

Looking Forward

Moneeb Ahmed

Buyer Requests Peak Hours

- 3-4 PM
- 8-10 PM

- 2-4 AM

Sample Proposal

Hi

On LinkedIn, I will promote your profiles to specific circles and keep in top results against your industry i.e. Customer Services, BPO e.t.c. I will optimize your profile with proper keywords optimization and engagement. My skill set ensures me that I can trend you and keep trending your profile.

I have more than 7 years of experience in Digital Marketing and website rankings. My majority of clients are from the USA, Ireland e.t.c. I can provide you with my sample ranking reports on demand.

My quoted price is on a monthly basis. I would love to work with you ensuring on-time delivery with quality.

Looking Forward
Moneeb Ahmed