

LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

February 2016

**5 Tips for
Improving Your
Email Newsletter
Layouts**

**Creating
the Right
Impression
on LinkedIn**

**Writing and
Distributing a Press
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Analytics Data
To Improve Your
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**4 Tips for
Improving Email
Newsletter
Deliverability**



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Welcome!

Thank you for taking a few minutes to read through this month's issue. Our hope is that the information you find in our magazine will help you achieve (and exceed) all of your goals.

Once again, we've packed this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business.

In this issue, you'll find another variety of articles covering many topics that are important to business owners. We hope you enjoy the articles on Blogging, Newsletters, Press Releases, LinkedIn, and other topics.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

If you find the magazine helpful, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

As always, we welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

To Your Success!

Darcy Guello
Principal
Guello Marketing

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A Little About Us

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It's a full-time job for me, an experienced online marketer, to keep up with all the changes and opportunities online. How could you possibly run your business while trying to figure out the online jungle? Where do you even start?

I've seen businesses that paid thousands of dollars for a website that no one visits; or business owners who spend hours each week posting on a Facebook page that they don't get any customers from. You don't want that to happen to you.

If you're interested in finding someone you can trust with online marketing advice, I'd like the chance to prove you can trust Guello Marketing. Consider this a personal invitation for us to talk.

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If you have any questions, or would like to know how we can help you meet and exceed your marketing goals, please contact us.



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

February

Black History Month
American Heart Month
International Boost Self Esteem Month
International Expect Success Month
International Friendship Month
National Cancer Prevention Month
National Children's Dental Health Month
Spay/Neuter Awareness Month

February 14th - Valentine's Day
February 15th - President's Day

1st - National Freedom Day
2nd - Groundhog Day
2nd - Rheumatoid Awareness Day
3rd - National Singing Day
4th - Facebook's Birthday
4th - Homemade Soup Day
4th - World Cancer Day
5th - National Wear Red Day

7th Super Bowl Sunday
8th - Boy Scout Day
9th - Pancake Day
9th - Pizza Pie Day
10th - Ash Wednesday
12th - Lincoln's Birthday
14th - Autism Sunday
14th - National Organ Donor Day
16th - Almond Day
17th - Random Acts of Kindness Day
20th - Love Your Pet Day
20th - National Cherry Pie Day
21st - Daytona 500
22nd - Washington's Birthday
22nd - World Thinking Day
23rd - International Dog Biscuit Day
23rd - National Banana Bread Day
23rd - World Spay Day
27th - International Polar Bear Day
28th - Rare Disease Day
28th - Academy Awards
29th - Leap Year Day



March

Irish American Heritage Month (US, Ireland)
Women's History Month (US, UK)
Employee Spirit Month
National Cerebral Palsy Awareness Month
National Endometriosis Awareness Month
Multiple Sclerosis Education and Awareness Month
Red Cross Month

March 13 - Daylight Savings Begins
March 17 - St. Patrick's Day
March 20 - Palm Sunday
March 20 - 1st Day of Spring
March 27 - Easter Sunday

1st - National Peanut Butter Lover's Day
2nd - Dr. Seuss Day
3rd - National Anthem Day
4th - Day of Unplugging



4th - National Hug a G.I. Day
6th - National Dentist's Day
6th - National Oreo Cookie Day
8th - National Pancake Day - IHOP
10th - National Pack Your Lunch Day
12th - National Girl Scout Day
13th - National Good Samaritan Day
14th - National Napping Day
14th - National Potato Chip Day
17th - Corned Beef and Cabbage Day
19th - National Certified Nurses Day
21st - National Common Courtesy Day
22nd - National Goof Off Day
23rd - National Puppy Day
26th - National Spinach Day
26th - Epilepsy Awareness Day
29th - Mom and Pop Business Owners Day
30th - National Take a Walk in the Park Day
30th - National Doctors Day
31st - National Tater Day

Writing and Distributing a Press Release for Maximum Exposure



The amount of content online has reached staggering levels. Regardless of the subject, you can almost certainly find news, opinion, and analysis across a variety of sites. However, audiences are still eager for new content, with niche subjects thriving among tight-knit communities. All types of content has the chance of going viral, helping to generate new interest in your business.

Journalists have adapted to these changing times, in many cases searching for interesting stories online instead of using traditional methods. For businesses, this offers the chance to influence what is written in the news and opinion pieces. One of the best ways to attract the attention of these journalists

is also one of the oldest -- by writing and distributing a press release.

Writing Your Press Release

Keep it Short and Direct

It is only natural to feel close to the subject of your press release. Whether you are launching a product, creating a new business, or working on something creative, you probably know every last detail about it. There can be a tendency to try and cram in as much information as you can into the press release, but this probably won't be appealing to the reader. Focus on the most important and interesting parts of the subject, allowing journalists to follow up with you later if they need more nuanced

information.

Create a Context

Creating a context makes it easier for readers to understand how the story fits within the wider industry. If you are releasing a new product, it could be helpful to briefly describe the current marketplace, allowing you to show how the product tackles a common problem. Including industry statistics can help to make your point, with the reader gaining valuable insight based on verifiable data.

Make Content Digestible

Most journalists and bloggers will receive frequent emails and press releases. Making the content digestible is a way to ensure they quickly

understand what they are dealing with. Established journalists will immediately be able to see whether the content is something they can write about. Take the most important facts and turn them into bullet points that can be quickly browsed. Also, make sure you follow a standard press release format, so the reader can quickly gather the pertinent information.

Distributing Your Press Release

Build Relationships

Prior to sending out your press release, research the important names in your industry. Creating a list of relevant journalists will allow you to contact them directly. Building a relationship beforehand will be the most effective option, but this may not always be possible if you have a fixed deadline. Over time, create a database of contacts that you can usually rely on to write about any important subject you bring to them.

Consider Using a Quality Distribution Service

Creating your own list of contacts can be time-consuming, but you could make use of a distribution service instead. These services will send your press release

out to a huge number of journalists for a fee. Services vary in quality, so it is important to research the company. PR News Wire and Business Wire are two of the most respected, but it is worth looking into services that specialize in your niche. While this option is extremely easy, it is worth building your own network over the long-term.

Follow up with Your Contacts

Whether you are dealing with existing contacts or building new relationships, following up with people is necessary. Most journalists will be dealing with deadlines and schedules, so your press release can easily be left aside. A simple reminder email can often make all the difference, resulting in opening the lines of communication between you both.

Distributing press releases has been going on long before the internet was established, but this doesn't mean they are any less successful. A press release can bring you huge exposure, with the combined forces of your industry writing about you at the same time. Aim to keep your writing simple, direct, and engaging, while building a network of relevant writers. As your network grows, every business move you make can focus attention on you.

A vertical advertisement for RingCentral. At the top, the RingCentral logo is displayed in blue and orange. Below it, a network diagram shows the RingCentral logo in a central orange circle, connected by dashed lines to several other circles containing logos for Box, Google, Ring (with a video camera icon), Salesforce, and Zendesk. The background is dark blue. At the bottom, there is a large orange button with the text 'Learn more' in white.

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Building Your Business Through Blogging

It's almost a law of nature that a modern business needs a blog as part of its website. However, just as everyone once rushed to put up a website without necessarily having clear aims in mind, many business blogs even today have little or no strategy behind them and so achieve less than hoped.

A well thought out and executed blog can have incredible business-building effects, and here are seven strong benefits to bear in mind when putting together a successful blogging strategy for your company.

Publishing Timely Content

With a blog you can react very quickly to developments in your marketplace. Your site's main ecommerce pages will probably be fairly static, restricted by product

description requirements and the straitjacket of marketing and SEO considerations, but a blog has the freedom to be more topical and reactive. If there's a major news story relevant to your niche, then blogging about it can be a quick and easy way to capitalize on the interest that's already out there - and if you can come up with an awesome angle, then your post could actually become part of the story.

Creating a Greater Depth and Breadth of Content

Similarly, with a blog you don't have to be as focused on directly selling your product, services, or company brand. A blog lets you cover narrow but important areas in greater depth, or explore niche topics that are only sideways-related to your main theme - you have much more

leeway in both the topic and tone of your content. If each post brings in only a few extra visitors it all adds up over time, and along the way you'll also be building a reputation for expertise and authority on your subject.

Generating Links Naturally

Blogs offer the freedom to publish link-worthy content, and the importance of inbound links when it comes to ranking well on search engines is well established. While your product pages are unlikely to see many people linking to them spontaneously, a timely, interesting, or even controversial blog post can quickly generate completely natural links which will provide real traffic as well as helping to boost your site's search popularity.

Harnessing Social Media Power

Blog posts are perfect for publicizing on social media. While social media accounts that only link to commercial pages will rapidly come to be seen as spammy, links to interesting and useful blog posts are positively welcomed by people looking for online diversion and entertainment. And if these posts also subtly market your company, then everyone's a winner.

Building a Powerful List

Likewise, if you have an active and engaging blog, people will be more likely to join your email list to be notified of new postings, and every marketer knows the power of a well maintained and targeted list.

Community Building

Customer interaction is almost always a good thing in business, and while having a Facebook or similar presence is an easy way to achieve this, bringing your community interaction in-house to your own site can build longer term value. While blogs don't generally feature full community features such as allowing customers to start their own topics, the simple commenting system they offer is a good halfway house that can make your customers feel more valued and involved.

Testing the Waters

Finally, the more relaxed atmosphere of a blog means that you can easily test the waters with new ideas or

approaches to your market. If an experimental post generates plenty of interest, it can be a pointer to future lucrative marketing efforts, while if it sinks without trace it's no problem -- there's always the next post to publish and the chance to try again from a different direction.

Many blogs are started with a rush of enthusiasm but soon tail off when concrete results aren't quickly seen. Having clear aims in sight and specific results in mind can put blogging where it deserves to be, at the center of your online marketing strategy.

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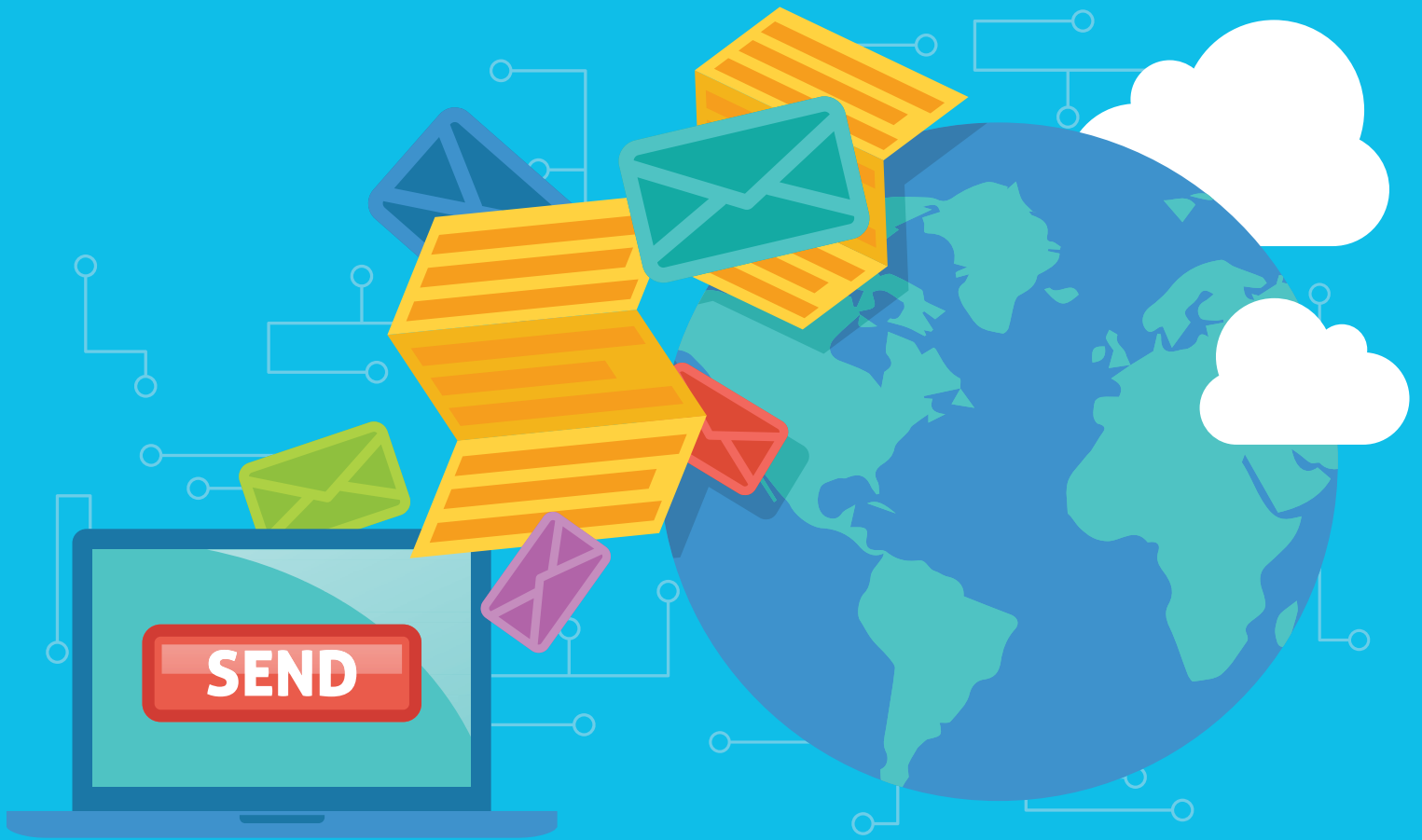
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4 Tips for Improving Email Newsletter Deliverability

With spam folders being flooded with junk emails in enormous quantities, there's no doubt that email marketing has formed a rather dodgy reputation in recent years. Nonetheless, email remains one of the most rewarding marketing platforms of all, not least because of the exceptionally high return on investment it can offer. However, far more promotional emails end up being blocked by the spam filters than those that make it to the inbox, let alone appeal to their target audiences.

Deliverability is one of the key priorities of any successful mailing campaign, since you'll only end up wasting your time and money if your target audience isn't receiving the content they want when they want to see it. Building a quality mailing list consisting of engaged subscribers and making sure your newsletters don't raise the suspicion of the spam filters are

both important steps to take. The following tips will help you to improve the reach of your content:

1. Get Your Timing Right

Timing is an important factor in social media and email marketing, since it has a significant impact on whether or not your content reaches the largest audience. Getting the timing right will have a positive impact on your response rates, whereas sending your newsletters at the wrong time will likely mean they get overlooked. Unfortunately, there are few set rules, but you will need to take the season, time of month, week and the time of day into account. Specific market timings, such as the holiday season and half term, can also play an important role in certain industries. Following are some general tips and advice:

- Late evenings tend to get the highest response rates for consumer promotions and customers seeking to make last orders for the day.
- Early mornings, before the typical working day, tend to see relatively high open rates when consumers are more likely to be distracted by offers.
- Lunch breaks tend to see high open rates, since consumers often check their personal emails at this time.
- Afternoons, particularly later during the week, tend to see job-related apathy set in, leaving consumers more open to receiving promotional content.
- Late afternoons generally see higher response rates in B2B email content among those who are working late or looking for holiday promotions.
- Email newsletters received during the night typically have the lowest open rates for obvious reasons. 10PM is generally the cut-off time for marketing.

Statistically, email open and response rates are at their highest in the early morning, but specific types of promotions are often better sent towards the end of the week in the late afternoons when people are more open to receiving promotions distracting them from their working lives. On a final note, be sure to segment your mailing lists by time zone if you serve a wide geographical audience.

2. Avoid the Spam Filters

Obviously, the best way to avoid spam filters is not to send spam in the first place. Quality, relevant content delivered to a clearly specified audience should be your number-one priority, but avoiding the spam filters isn't always as

simple as that. Having an excellent email newsletter does not guarantee that it will always bypass the spam folder, and even a solid email marketing strategy will see around 10 percent of its newsletters fall victim to overly zealous spam filters.

Most importantly, you'll need to make certain that the content of your email newsletters and mailing lists meet the requirements of the CAN-SPAM Act of 2003 in the US at the very least. Violating the law can lead to astronomical fines, depending on the number of bad addresses on your mailing list. The key points of the law are as follows:

- You must include a physical address in all correspondence.
- You must provide a working unsubscribe link that remains active for at least 30 days after the email has been sent.
- You must never use deceptive subject lines, headers or incorrect from names and reply addresses.

Although the CAN-SPAM Act only applies to US businesses, many other countries have increasingly strict anti-spam laws of their own, so it's always a good idea to familiarize yourself with the laws of your own country before building your email marketing strategy.

Meeting local laws and requirements is only one part of the battle. It is also important to understand how spam filters identify junk mail. For the most part, they search for key words and phrases commonly associated with spam, and if they find too many violations, the newsletter will end up being automatically filtered into the spam folder. Some common features of spam emails are as follows:

- Focuses excessively on monetary value by talking about money-back guarantees, huge savings or other overly embellished financial goals.

- Reads like a typical sales pitch by describing some sort of invented breakthrough or tries to instill a false sense of urgency.
- Excessive use of weak calls to action, such as 'click here' and 'buy now' among others.
- Excessive use of capital letters, particularly in subject lines and headers. This practice is basically akin to shouting.

You can often tell if your emails are landing in the spam folders by analyzing your open rates and testing your newsletters before sending them.

3. Build an Opt-in Mailing List

By far the most important step to formulating a sustainable email marketing strategy is to build a quality, opt-in mailing list. Sending unsolicited promotional emails is illegal in many jurisdictions, and it's a guaranteed way to have your content flagged as spam and devastate your brand's public image. It takes a long time to build a quality mailing list, but with the right approach, it will eventually become one of the most valuable assets your business will ever have.

While great content tailored to meet the desires and needs of the specific type of consumer you intend to target is essential for nurturing your leads, you'll also need to work hard to get people to subscribe. Attracting prospects relies on a number of important factors, such as quality and relevant blog content, high engagement on social media and premium content offers for the most dedicated among your followers. You should be wary of gating content behind compulsory sign-ups as well, instead focusing on making an irresistible value proposition and asking people for their express permission to receive promotional emails from you. Following are

some essential tips for building a quality mailing database:

- Keep your email sign-up forms as simple as possible, asking only for the information you really need. No one will want to spend more than a minute filling in a form just to receive promotional content, so all you should ask for at this stage is a first name and email address.
- Make your sign-up forms easy to find, but make sure they're not obtrusive or overly distracting. Your website will be the primary platform of attracting subscriptions, so it's a good idea to have a sign-up form in a sidebar so it appears on every page of the website.
- Use the opportunity to gather email addresses whenever your customers make purchases by providing an option to accept promotional content. Make sure this box is unchecked by default, however, since you need express rather than implied permission to enjoy the highest engagement rates.
- Always include a forwarding feature in your email newsletters as well as social sharing buttons. These features will allow recipients to easily share content they like with others, and it also gives you the opportunity to track the engagement levels with your newsletters.

Above all, you need to have a solid value proposition to encourage people to sign up, and you'll need to deliver on your promises to successfully nurture your target audience and decrease the chances of them unsubscribing.

4. Find the Optimal Sending Frequency

A common characteristic of spammers is that they tend to send an excessive number of emails all vying for attention. They rely on

numbers alone in the hope of attracting the most gullible among consumers. Getting your sending frequency just right will also take a bit of testing, but it's generally better to start slow rather than risk annoying your recipients by bombarding them with too much promotional content. On the other hand, not sending emails frequently enough will lead to your audience forgetting about you.

As is the case with social and email timing, there are few rules in place that determine the optimal sending frequency. Anything between one and four emails per month tends to work best, but it is important to remember that frequency and engagement are often negatively correlated. In other words, the more often you send out email newsletters, the lower your engagement rates will become, even if your open rates might remain high. On the other hand, any digital marketing strategy earns better results the more businesses keep in contact with their customers and prospects.

By starting out with fewer emails, you'll have the opportunity to analyze your results by tracking things like click-throughs, open rates, unsubscribes and conversions. You can email as frequently as you like, provided you are able to continue offering genuine value to your target audience, and that this is reflected by the aforementioned metrics. As a general rule, however, you're probably best off avoiding emailing daily unless you have a huge and growing number of products and services on offer of the type that consumers rely on for everyday life. Other businesses might stick to no more than one email per week, which tends to work best for those targeting busy consumers or companies that don't have something new or interesting to offer all the time. Sporadic emailing can also work, particularly in the case of businesses that are heavily reliant on seasonal sales or sales of products and services that are only required on an irregular, infrequent basis.

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5 Tips for Improving Your Email Newsletter Layouts



Getting email marketing just right takes a degree of creativity as well as a quality, opt-in mailing list if you want to have any hope of reaching your target audience.

Since most promotional emails either end up getting ignored or landing in the spam folder, you'll need to make sure every aspect of your campaign has been carefully planned and executed.

Done correctly, email marketing presents one of the most rewarding digital marketing strategies of all, not least because it requires a minimal investment.

Delivering unique and relevant content should be your number-one priority, but that's not all. You'll also need to think about making your content as presentable as possible so your subscribers can view it comfortably on any Internet-enabled device.

1. Optimize Your Content

While the content itself is the most critical element of any email newsletter, your efforts won't get the rewards they deserve if you don't pay attention to the way in which it's presented. Even if your content is excellent, you'll still need to take some extra steps to ensure it keeps your readers' attention. Most importantly, it's a good idea to keep your content short without revealing too much.

After all, an email newsletter should effectively serve as an extension of your website, since one of your primary goals will likely be to drive traffic to a specific landing page. Email generally doesn't favor long reading, so your focus should be on attracting attention, piquing people's interest and encouraging them to take action. Finally, remember that the majority of recipients will likely want to read more on your website rather than clicking a 'Buy

Now' call to action in the email itself.

2. Provide an Excellent Call to Action

Every email newsletter needs a strong call to action determined by your goals. Most importantly, your CTA should be clearly obvious. It needs to be located close to the top of the email so your readers won't have to scroll down to see it, but it's also important that it's not too distracting or aggressive. You should also avoid weak and generic CTAs, such as 'buy now' or 'click here'. CTAs such as these tend to alert spam filters as well, making it important to use a bit of creativity and choose something original. You can reinforce your CTA by using eye-catching imagery and large, touch-friendly buttons. Instructions should be kept short, and action verbs tend to work best. Since your goal is to have your readers take a

desired action, you'll also want to avoid confusing them or encouraging procrastination by providing too many options. In fact, a single, strong CTA should be all you need.

3. Use Branded HTML Templates

From the tone of voice it uses to the color palettes of its website, every brand should have a distinct style that people come to recognize. All content should be branded so people will immediately be able to associate it with your business, and your emails newsletters are no exception. Since people are visual in nature, you'll need to present your newsletters by way of an attractive, unique and branded design that enhances visual appeal. Since a newsletter's job is to capture attention and generate interest, you'll need to look into investing in branded HTML templates for presenting your content in the best possible way. The template you use needs to look professional and engaging, improving the readability of your content in the process. However, you will need to choose an editable and customizable template so you can adapt it for your specific brand as well as for multiple mailing campaigns.

4. Don't Neglect the Plain-Text Version

One of the biggest challenges with getting your newsletter layouts just right is that emails look different in every client. You can spend all the time in the world crafting the perfect email newsletter, complete with a carefully optimized layout, only to have it display very differently in certain email clients. However, while almost all email clients can display HTML emails, complete with visual content and other features, there are still some devices and platforms that display nothing more than basic text. Additionally, some people also choose to block HTML-based emails for security or bandwidth reasons, even if their email clients support HTML. As such, every email newsletter should be delivered in both HTML and plain-text formats to ensure they always get delivered. Since plain text is far more limiting than HTML, you may need to rewrite or restructure some of the copy to compensate for the missing features.

5. Include an Option to View in Browser

In keeping with the fact that different clients display emails differently, you'll also need to

provide an option allowing your recipients to view the email as a webpage in their browsers. Even though most recipients will be viewing your emails in HTML, your chosen layout may not render precisely as intended in their particular client. For example, popular email client Outlook, only displays the first frame of animated GIFs, and it doesn't display form fields or other active content by default. As previously mentioned, email is often not very conducive to longer reading either, and providing an option to view your newsletter as a separate entity can help to improve its usability and readability. Most email marketing services allow you to add a simple tag to your emails to facilitate browser viewing, though you may need different tags for both the HTML and plain-text versions.

You likely won't find the perfect email newsletter layout the first time, and there will undoubtedly be plenty of testing required to find the perfect solution. It is generally best to spend some time crafting multiple layouts and sending them to segmented groups among your subscribers. This A/B testing method will allow you to narrow down the best results, repeating the process until you find what works best.



Creating the Right Impression on LinkedIn

LinkedIn is a networking platform for professionals and businesses looking to connect with like-minded people, potential employers and new customers. Creating the right impression is essential for making useful connections on LinkedIn. Your LinkedIn profile is the first chance you will have to present yourself to the LinkedIn community, so it's important to create a professional profile that will appeal to your intended audience.

Photograph

Always use a professional head shot as your profile image, as LinkedIn users want to connect with real people, rather than company logos or impersonal graphics. Aim for a professional photograph that presents a friendly face. Your profile image should give the impression that you

are approachable and open to conversation, as this will help to initiate interactions through LinkedIn groups.

Headline

LinkedIn limits the number of characters you can use in your headline, so it's important to make every word count. Use specific keywords to describe what you do, as other users can search for keywords to find new connections. Avoid using blocks of uppercase letters, special characters and exclamation marks in your headline, as these can appear unprofessional.

Skills

Your LinkedIn profile is the perfect place to showcase your skills and talents. Focus on your achievements and professional skills, but avoid bragging or boasting, as you

don't want to appear arrogant. Tell potential employers or customers how your skills could benefit them, providing a brief example to illustrate your point.

Links

Add links to your website and other profiles, as this enables users to find out more about you. If you are hoping to promote your business or sell a specific product, create a dedicated landing page that LinkedIn users will see when they click your website link.

In addition to creating an effective profile, posting regular updates will ensure that your profile stays relevant. Regular updates will also increase your profile's visibility and improve your chances of making the right connections.

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How to Turn Out-of-Office Replies into an Effective Marketing Tool

Turning on your automatic reply saying you're out of the office before taking leave is good email etiquette. However, they tend to be generic one-liners and are a missed marketing and PR opportunity.

Your out-of-office reply will probably be one of your most-read emails; the recipient, hoping for a reply, receives one seconds after they press send, so they're likely to read it immediately. Don't let your automatic reply be a disappointment. Instead, turn it into a unique marketing opportunity.

Firstly, don't let the lead or inquiry fizzle out while you're on leave. Let the recipient know you were the right person to contact, and that your response is worth waiting for. A brief description like "As a member of the marketing team specializing in advertising sales, I look forward to discussing your campaign with you" would reassure the sender that you're the appropriate contact person.

If they want swifter resolution, keep the momentum going by identifying who can help in your absence and how they can be contacted. Make

it seem like your colleagues will be happy to hear from them to give a welcoming impression of your company. "My colleague Sarah is also an expert in advertising sales campaigns and will be pleased to help in my absence" encourages communication more than a standard "Contact Sarah in my absence."

However, your client or customer is at their computer and ready to interact with your company, so give them something to act upon while they're in this mindset. "Did you know that we have launched a new product? Check it out here" will drive

traffic to your latest range. Inviting them to view an article on your website, your company blog, or recent research will also increase website traffic, show you're up to date with industry trends, or generate interest in your services.

You may want to inject a bit of your personality into your out-of-office reply to maintain

friendly working relationships or simply to brighten someone's day.

However, don't overdo it; resist the temptation to brag about being on the beach, keep the humor clean, and keep it professional. Also, to maintain company branding, make sure your signature is correctly formatted using your company's standard font.

The next time you turn on your out-of-office replies, consider what links, advice, and suggestions you can include to make the most of this marketing opportunity. Aim to subtly promote your products, services, or website in an interesting and helpful way, and keep the interest warm until you return to work.

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APP Watch



GOOGLE TRANSLATE

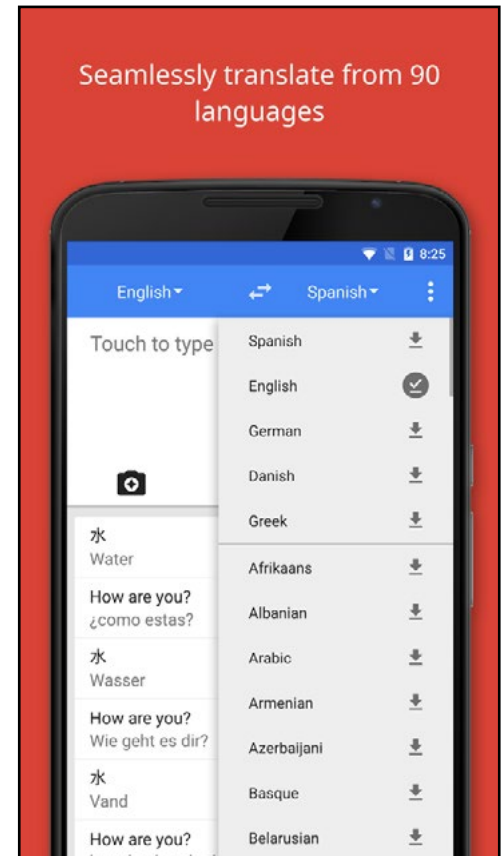
Price = FREE

Availability: Apple and Android

The Google Translate app lets you instantly visually translate printed text in twentyseven languages. Just open the app, click on the camera, and point it at the text you need to translate—a street sign, ingredient list, instruction manual, dials on a washing machine. You'll see the text transform live on your screen into the other language.

No Internet connection or cell phone data needed.

- * Type to translate 90 languages
- * Use your camera to translate text instantly in 26 languages
- * Two-way automatic speech translation in 40 languages
- * Draw with your finger as a keyboard alternative
- * Download language packs for when you're traveling, or if your connection is expensive or slow.
- * Star and save translations for future reference
- * Take pictures of text for higher-quality translations or for languages not supported by instant camera translation



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Google Analytics

Using Google Analytics Data To Improve Your Marketing

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Use Keywords Report to Increase organic

Use the keywords as alt tags and titles on your images

Use the keywords as page titles and page descriptions

Create more content based on the keywords that are driving the most traffic to your site

Use Traffic Sources Report to drive additional traffic

For Top Referring Community Sites:

- Spend more time on replying to threads
- Spend more time looking for topics that you can provide value to

For Top Referring Blogs:

- Continue nurturing relationships and search for more cross-promotional opportunities
- Increase your guest posts

For Top Referring Social Sites:

- Spend more time on the social media channels that are working the best
- Increase posts that are driving the most traffic

Use Visits Report to drive additional traffic



Find the best times to post by identifying the days with the most traffic to increase engagement

Increase activity and promotion on social media channels that are providing the most traffic

Use Mobile Report to optimize for Mobile Visitors



Check to see if your site is responsive

See what devices have the highest bounce rate

Find out where visitors are dropping off in your sales funnel. Then modify the site to optimize results

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