Digital Techniques and Technologies in Fashion Advertising

Lesson 3

Blog – Buyer Personas

"personas are archetypes that describe the various goals and observed behavior patterns among your potential users and customers."

Kim Goodwin in Designing for the Digital Age

Blog – Buyer Personas

- Assess and understand your target values and expectations
- Explore the "language" of your target
- DON'T LET THE ABOVE INFORMATION DRIVE YOUR CONTENT ALONE:
- Be unique in the way you address such expectations and values
- Create your own "Culture"

Blog – Topic

- Take a topic, and stick with it
- Blog posts\Galleries works better when they are topic oriented
- Avoid when possible, to talk about orange and apples in the same post

Blog – Keyword

- The word that better addresses what you're talking about
- Keyword can consist in multiple words, usually no more than 3
- Keyword is related to SERPs

Blog – SERP

- Search Engine Result Page
- Keywords are competing for SERPs
- The more common a keyword is, the more competition you'll get
- Find your niche, and try to choose keywords wisely

Blog – SERP and Keywords

Blog – SERP and Keywords

Blog – SERP and Keywords

Blog – SERP and Keywords

Blog – Title

- Capital is evil
- 50- 60 Character
- Captivating
- Include Keyword

Blog – Introduction

- Studies suggests that 55% of readers spend less than 15 seconds on a post (average)

- First sentence: strong, intriguing, keyword related

- Give a reason to go on reading

Blog – Content

- Use lot of images to break text
- Insert as much links as you can
- Create your own "culture"
- Write in Short Paragraph (rule of thumb, 2-3 sentences)
- Write in simple way
- Use bold text to emphasize specific words (debated)
- Minimum 300 words (2 minutes)
- Max 1600 words (7 minutes)
- Insert Keyword in the First Paragraph
- Use Heading to divide sections
- Use keyword multiple times (max 10)

Blog – Flesch Reading Ease Formula

The specific mathematical formula is:

RE = 206.835 – (1.015 x ASL) – (84.6 x ASW)

RE = Readability Ease

ASL = Average Sentence Length (i.e., the number of words divided by the number of sentences)

ASW = Average number of syllables per word (i.e., the number of syllables divided by the number of words)

The output, i.e., RE is a number ranging from 0 to 100. The higher the number, the easier the text is to read.

• Scores between 90.0 and 100.0 are considered easily understandable by an average 5th grader.

• Scores between 60.0 and 70.0 are considered easily understood by 8th and 9th graders.

• Scores between 0.0 and 30.0 are considered easily understood by college graduates.

Blog – Flesch Reading Ease Formula

- Short Sentences

- Short Words

- Divide into Paragraphs

Blog – Featured Image

- Meaningful image for your content
- The name should contain keyword
- Max 90kb in size
- Mind the copyrights!

Blog – Galleries

- Meaningful images for your content
- The name should contain keyword
- Max 90kb in size
- Mind the copyrights!
- Write caption Texts

Blog – Call To Action

- Invite and guide the reader to perform an action
- Buy – Conversion
- Share – Other Leads
- Comment – Submission of content

Blog – Meta Description

- Preview on SE
- 155 Characters
- Include Keyword

Blog – Meta & Keys

Blog – Page Analysis