

# 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

Google augmentation mammoplasty

+Michelangelo

Web Immagini Video Notizie Shopping Altro Strumenti di ricerca

Circa 154.000 risultati (0,42 secondi)

**Breast Augmentation | American Society of Plastic Surgeons**  
[www.plasticsurgery.org/.../breast-augmentation.ht...](http://www.plasticsurgery.org/.../breast-augmentation.ht...) Traduci questa pagina  
View breast augmentation before & after photos, and learn about breast implants, fat transfer breast ... Breast AugmentationAugmentation Mammoplasty.  
Breast Augmentation Cost - Fat Transfer Breast ... - 3D Animation - Video Gallery

**Transaxillary Nonendoscopic Subpectoral Augmentation ...**  
 [www.youtube.com/watch?v=EqZf1IYW1po](http://www.youtube.com/watch?v=EqZf1IYW1po)  
01 apr 2014 - Caricato da ASJOnline  
The author demonstrates his operative technique for transaxillary augmentation mammoplasty (TAM) with ...

**Procedures-Breast Augmentation, Mammoplasty, Breast Lift ...**  
[www.plasticsurgerynynj.com/mps-breast\\_enhance...](http://www.plasticsurgerynynj.com/mps-breast_enhance...) Traduci questa pagina  
Breast Augmentation (Augmentation Mammoplasty). Breast augmentation is a very popular procedure for women and among the most commonly performed ...

**augmentation mammoplasty - definition of augmentation ...**  
[medical-dictionary.thefreedictionary.com/augment...](http://medical-dictionary.thefreedictionary.com/augment...) Traduci questa pagina  
aug-men-ta-tion mammoplasty n. Plastic surgery to enlarge the breast, often by insertion of an implant. The American Heritage® Medical Dictionary Copyright ...

**Mammoplasty - Wikipedia, the free encyclopedia**  
[en.wikipedia.org/wiki/Mammoplasty](http://en.wikipedia.org/wiki/Mammoplasty) Traduci questa pagina  
Mammoplasty, or mammoplasty, refers to a group of surgical procedures, the goal of ...  
Augmentation mammoplasty is commonly performed to increase the size, ...

**Breast augmentation - Wikipedia, the free encyclopedia**  
[en.wikipedia.org/wiki/Breast\\_augmentation](http://en.wikipedia.org/wiki/Breast_augmentation) Traduci questa pagina  
Breast augmentation and augmentation mammoplasty are plastic surgery terms for the  
..... "Augmentation Mammoplasty: A New "natural feel" Prosthesis".

# Blog – SERP and Keywords

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Web Immagini Video Notizie Maps Altro Strumenti di ricerca

Circa 4.170.000 risultati (0,35 secondi)

**Breast augmentation - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/**Breast\_augmentation** Traduci questa pagina  
Breast augmentation and augmentation mammoplasty are plastic surgery terms for the **breast-implant** and the fat-graft mammoplasty approaches used to ...

**Breast Implants Worth it? Reviews, Cost, Pictures - RealSelf**  
www.realslf.com/**Breast-implants**/reviews Traduci questa pagina  
★★★★★ Valutazione: 88% - 3.089 recensioni  
Read 3089 reviews of **Breast Implants**, including cost and before and after photos, submitted by members of the RealSelf community.

**Breast Augmentation | American Society of Plastic Surgeons**  
www.plasticsurgery.org/.../**breast-augmentation**.ht... Traduci questa pagina  
View **breast augmentation** before & after photos, and learn about **breast implants**, fat transfer **breast augmentation**, costs & more using trusted resources from ...

**Breast Implants: Silicone Vs. Saline, Cost, Problems, Recovery**  
www.webmd.com/.../**breast-implants**/cosmetic-proc... Traduci questa pagina  
WebMD explains **breast augmentation**, including the pros and cons of saline and silicone implants, cost of surgery, potential problems and complications, and ...

**Breast Augmentation (1 Day Post OP) - YouTube**  
 www.youtube.com/watch?v=66W6kxPhi7U Traduci questa pagina  
05 feb 2013 - Caricato da Maggie H  
I went for 421cc medium profile silicone implants by the brand natrelle. I thought dr. Hochstein did an amazing ...

**Breast Augmentation: Gummy Bear Teardrop Implants ...**  
www.youtube.com/watch?v=bH6OtNMU-qM Traduci questa pagina  
20 mag 2014 - http://beverlyhillspasticsurgery.com Rachel has decided to have **Breast Augmentation** with Dr. David Kim and to have the newly FDA approved ...

# Blog – SERP and Keywords

Google    +Michelangelo    

**Web** Immagini Video Shopping Notizie Altro ▾ Strumenti di ricerca   

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Circa 297.000.000 risultati (0,37 secondi)

**Guys & Girls Accessories, Jewelry, Body Jewelry, Bags | Hot ...**  
[www.hottopic.com/hottopic/Accessories.jsp](http://www.hottopic.com/hottopic/Accessories.jsp) ▾ Traduci questa pagina  
Shop Hot Topic for ACCESSORIES including Ties, New Arrivals, Room Stuff and more!

**Jewelry: Bracelets, Earrings & Necklaces For ... - Hot Topic**  
[www.hottopic.com/hottopic/Accessories/Jewelry.jsp](http://www.hottopic.com/hottopic/Accessories/Jewelry.jsp) ▾ Traduci questa pagina  
Shop Hot Topic for Jewelry and ACCESSORIES including Necklaces, Earrings, Rings and more!

**Music Accessories: Bracelets, Pins, Patches ... - Hot Topic**  
[www.hottopic.com/hottopic/Music/Accessories.jsp](http://www.hottopic.com/hottopic/Music/Accessories.jsp) ▾ Traduci questa pagina  
Shop Hot Topic for Accessories and BAND MERCH including Screamo Accessories, Rubber Bracelets, Stickers and more!

**Accessories | Pop Culture | Hot Topic**  
[www.hottopic.com/hottopic/.../Accessories.jsp](http://www.hottopic.com/hottopic/.../Accessories.jsp) ▾ Traduci questa pagina  
Shop Hot Topic for Accessories and POP CULTURE including Patches, Sunglasses, Headphones/Earbuds and more!

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**Immagini relative a HOT ACCESSORIES** Segnala immagini non appropriate



Altre immagini per HOT ACCESSORIES

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**Accessories Trends - Bags, Shoes, Jewelry and - File**

# Blog – SERP and Keywords

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Web Immagini Shopping Notizie Video Altro Strumenti di ricerca

Circa 39.500.000 risultati (0,47 secondi)

[Immagini relative a NECKLACES 2015](#) Segnala immagini non appropriate



[Altre immagini per NECKLACES 2015](#)

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**The Best Jewelry Trends from Spring 2015 Runways ...**  
[www.harpersbazaar.com/.../best-jewelry-trends-spr...](http://www.harpersbazaar.com/.../best-jewelry-trends-spr...) Traduci questa pagina  
14 ore fa - The standout jewelry trends spotted on the Spring 2015 runways in ...  
Vintage earrings, chocker necklaces etc: [www.vintageinbloom.etsy.com](http://www.vintageinbloom.etsy.com).

**SPRING & 2015 TRENDS on Pinterest | 774 Pins**  
<https://www.pinterest.com/annerush8/spring-2015-trends/>  
I can't believe was the first thing that came up for jewelry trends 2015, I just lost ...  
Rocobarocco Collection Spring 2015 ... Solitaria Necklace - ShopSosie.com.

**Discover necklaces from the Cruise 2015 collection. - Dior**  
[www.dior.com/couture/en\\_int/womens.../necklaces](http://www.dior.com/couture/en_int/womens.../necklaces) Traduci questa pagina  
Fine, plastron, long and multi-strand necklaces... discover the entire collection of necklaces created by Dior. These refined jewellery pieces will lend a chic touch ...

**Fall/Winter 2014-2015: Jewelry Trends | Vogue English**  
[en.vogue.fr/jewelry/...2015...-/14459](http://en.vogue.fr/jewelry/...2015...-/14459) Traduci questa pagina  
... at Balmain, we've trawled the runways of New York, London, Milan and Paris so you don't have to. A round-up of the jewelry trends for Fall/Winter 2014-2015.

# 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:

$$RE = 206.835 - (1.015 \times ASL) - (84.6 \times ASW)$$

**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

The screenshot displays the WordPress admin dashboard with the Yoast SEO plugin interface. The left sidebar shows the navigation menu with 'Settings' and 'SEO' highlighted. The main content area is the 'WordPress SEO by Yoast' settings for a post titled 'Volumio for Raspberry PI 2 - Volumio'. The 'General' tab is active, showing the snippet preview, focus keyword, SEO title, meta description, and meta keywords. The 'Categories' and 'Tags' sections are visible on the right sidebar. The 'Revisions' section at the bottom shows a list of previous versions of the post.

**WordPress SEO by Yoast**

General | Page Analysis | Advanced | Social

**Snippet Preview** ? **Volumio for Raspberry PI 2 - Volumio**  
<https://volumio.org/volumio-raspberry-pi-2/>  
Raspberry Pi 2 music player: Audiophile quality, bit perfect playback, airplay, upnp, spotify.

**Focus Keyword:** ?   
**Focus keyword usage**  
Your focus keyword was found in:  
• Article Heading: **Yes (1)**  
• Page title: **Yes (1)**  
• Page URL: **Yes (1)**  
• Content: **Yes (8)**  
• Meta description: **Yes (1)**

**SEO Title:** ?

**Meta description:** ?   
The meta description will be limited to 156 chars. 62 chars left.

**Meta keywords:**   
If you type something above it will override your [meta keywords template](#).

**Categories**

All Categories | Most Used

News  
 Reviews  
 Showcase  
 Uncategorized

[+ Add New Category](#)

**Tags**

Separate tags with commas

i2s dac  new version  
 raspberry pi 2  release  
 volumio

[Choose from the most used tags](#)

**Featured Image**

[Set featured image](#)

**Revisions**

- voladmin, 4 weeks ago (8 February, 2015 @ 13:34:35)
- voladmin, 4 weeks ago (8 February, 2015 @ 13:26:59)
- voladmin, 1 month ago (7 February, 2015 @ 19:21:03)
- voladmin, 1 month ago (7 February, 2015 @ 19:16:22)

# Blog – Page Analysis

The screenshot shows the WordPress dashboard with the Yoast SEO plugin interface. The main content area displays the 'Page Analysis' tab for the post 'Page Analysis'. A yellow warning box at the top states: 'To update this page analysis, save as draft or update and check this tab again.'

The analysis results are as follows:

- The keyword density is 0%, which is a bit low, the keyword was found times.
- The copy scores 39.8 in the [Flesch Reading Ease](#) test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.
- The page title contains 36 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- The meta description is under 120 characters, however up to 156 characters are available. The available space is shorter than the usual 155 characters because Google will also include the publication date in the snippet.
- The page title contains keyword / phrase, but it does not appear at the beginning; try and move it to the beginning.
- No subheading tags (like an H2) appear in the copy.
- This page has 7 outbound link(s).
- The keyword / phrase appears in the URL for this page.
- The images on this page contain alt tags with the target keyword / phrase.
- You've never used this focus keyword before, very good.
- The meta description contains the primary keyword / phrase.
- There are 356 words contained in the body copy, this is more than the 300 word recommended minimum.
- The keyword appears in the first paragraph of the copy.

On the right side, the 'Categories' section shows 'News' selected. The 'Tags' section includes 'i2s dac', 'new version', 'raspberry pi 2', 'release', and 'volumio'. The 'Featured Image' section has a 'Set featured image' link.

The 'Revisions' section at the bottom shows three revisions by 'voladmin' from February 8, 2015, and one from February 7, 2015.