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/ Стандартные заголовочные файлы из Си в C++ (<http://cppstudio.com/cat/309/>)

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Функция strncat

★★★★★ Оценка: **4,00** (голосов: 1)

Чтобы проголосовать, вы должны зарегистрироваться.

Прототип функции strncat:

```
1 char * strncat( char * destptr, char * srcptr, size_t num );
```

Заголовочный файл:

Название	Язык
string.h	C
cstring	C++

Описание

Функция добавляет первые `num` символов строки `srcptr` к концу строки `destptr`, плюс символ конца строки. Если строка `srcptr` больше чем количество копируемых символов `num`, то после скопированных символов неявно добавляется символ конца строки.

Параметры:

- **destptr**
Указатель на строку назначения, которая будет содержать результат конкатенации строк, включая символ завершения строки.
- **srcptr**
Строка, из которой будут копироваться первые `num` символов для конкатенации.
- **num**
Максимальное количество символов для конкатенации.

Возвращаемое значение

Указатель на строку с результатом конкатенации.

Пример: исходный код программы

```
1  //пример использования функции strncat
2
3  #include <iostream>
4  #include <cstring>
5
6  int main()
7  {
8      char str1[40];
9      char str2[40];
10
11     strcpy (str1, "Быть ");           // скопировать строку "Быть" в str1
12     strcpy (str2, "или не быть");    // скопировать "или не" и добавить к строке str2
13
14     strncat (str1, str2, 11);        // объединить строки str1 и str2
15     std::cout << str1 << std::endl;
16     return 0;
17 }
```

Пример работы программы

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CraigWew (<http://gameone.club/>)

12.04.2018 (/post/698/comment-page-1/#comment-4182)

п»iHemorrhoids In Teens- Are They Dangerous?

Hemorrhoids in Teens, Are They Dangerous?

by Sue Bristol, R.N.

Hemorrhoids rear their ugly heads everywhere! Moms, dads, babies, pregnant ladies...and teenagers.

For the most part the care of hemorrhoids is the same for the teenager as for anyone else.

However, there are a few factors that create a higher risk in the teen population insofar as hemorrhoids are concerned.

For starters, the last thing your teen wants to talk about with you is his or her hemorrhoids!

Mo-om! DA-ad! How embarrassing! They don't even want to talk to you about the time of day so they're not going to be eager to talk about a problem «down there»!

And this is what makes for dangerous territory. Just because teenagers feels that they are invincible, does not mean they are.

If your teen is having rectal bleeding, it needs to be investigated as soon as possible. You need a definitive diagnosis in order to ensure that you are not dealing with a more serious issue.

But how in the world will you find out? What can lead you down the path of even broaching the topic?

Note his behavior when he's watching TV, or eating. Is he squirmy? Jumpy? Reluctant to sit still in the chair?

Sitting on one side of his buttocks? Perhaps you've noticed blood on his underwear? And is he scratching his backside every time he thinks no one is watching?

Does he take longer than «his turn» in the bathroom? This could signal constipation, a condition that goes hand in hand with hemorrhoids.

Have there been hemorrhoids in the family? (Hemorrhoids are not inherited but there seems to be a familial predisposition toward developing them as well as toward constipation.)

And what has his diet been like? If he does have hemorrhoids, he needs a special diet and some other changes in his life in order to get the situation under control.

But he's not too likely to institute those changes himself. It will be tough but you are the one who has to find out.

If you have reason to think that he may have a rectal disorder, he must be seen by the doctor, who can then take a couple of simple measures to assess the situation. The MD will do a blood count (to make sure that bleeding has not been excessive).

He'll do a couple of other lab tests to make sure his organs are all functioning well...his liver, pancreas, kidneys and so on.

He'll do a visual inspection of the anus to look for external hemorrhoids (those that develop around the anus). He'll probably use a small, lighted instrument, called an anoscope, to inspect the inside of the rectum for internal hemorrhoids.

He'll look for fissures (cracks), skin infection (pruritis ani), fistulae (tunnels from one tissue to another).

And he'll probably take a stool specimen to check for blood. If the examination does not show evidence of hemorrhoids, your Teen have to be checked further.

If the exam confirms the presence of hemorrhoids, changes in his lifestyle will have to be made (water, fiber, bowel habits).

Your Teen isn't going to like this one bit! Not one bit! However, if you have reason to suspect he may have something abnormal going on in his lower abdominal region, it is incumbent upon you to take the situation in hand.

He's got to see the doctor whether he wants to or not. Use whatever power you have over him...whether it's the car, the insurance, a ride to the game, TV, computer restrictions...or even bribes...»you know that ipod you've been wanting?»

This could be a matter of life or death.

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12.04.2018 (/post/698/comment-page-1/#comment-4196)

»Herbal Remedy for Physical Debility, Treat Body Weakness

When body has consumed whole available energy person feels weakness or debility but frequent occurrences of this condition or on slight physical work is a sign of a serious problem, herbal remedy for general debility or body weakness are effective ways to alleviate the condition. The diet one consumes is digested in the body and minerals, vitamins and proteins are made bio-available to the body for absorption, these bio-available nutrients are transferred to all parts of the body and muscles through blood. Whenever person needs to make a physical movement or to carry out internal activities of the body including all the systems, organs and brain functioning body utilizes this energy.

The energy available to the body for utilization can be used up in a short time if a person is physically active or performs any straining job but body replenishes the lost energy in a short time, the duration of replenishment depends upon the physical health of an individual. Healthier the person quickly he recovers from exhaustion but if a person takes too much time to recover or gets exhausted very soon after normal physical strain then it is regarded as general debility. Use of herbal remedy for general debility or body weakness is safe and effective way to cure the problem.

When a person suffers with body weakness every activity seems like an effort, the activities which a person used to enjoy seems difficult and too much energy consuming. Slowly this debility starts hindering normal daily routine of a person and makes day-to-day task difficult. Poor diet is one of the main cause of the problem, excessive consumption of fatty and oily food strains digestive organs and slow down metabolism, slow metabolism reduce availability of nutrients to the body and causes toxin build up.

Lack of nutrients in the blood causes low energy and debility. Poor blood flow due to lethargic lifestyle, lack of exercises and diseases and disorders which can constrict the blood vessels prevents healthy blood flow to all parts of the body and muscles which in turn reduce energy levels and cause debility and weakness. Lack of sleep and rest or sleeping for insufficient duration also strains systems and organs of

the body and cause hormonal fluctuations, hormonal imbalance can reduce digestion, absorption and utilization of nutrients and enzymes of the body to cause debility and weakness. Herbal remedy for general debility and body weakness can alleviate the condition by curing these problems effectively. Herbal product like Revival, Sfoorti and Vital M-40 is the few powerful supplement.

There are many very effective and magical herbs which work as excellent herbal remedy for general debility or body weakness. Shilajit, Ashwagandha and Ginseng are few very powerful and popular herbs which are used as ingredient or as single treatment of the problem and alleviate the condition in a short time. Some other spices and vegetables also work as herbal remedy for general debility or body weakness like saffron, ginger, carrots and dates with milk and provide very effective and safe results in a short time.

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12.04.2018 (/post/698/comment-page-1/#comment-4184)

п»iHow to promote your online business?

The recent economic crisis has resulted in the financial breakdown of most people. The majority of people are searching for various online jobs and businesses to earn an extra income. There are various programs available online to earn extra income in your free time. Most of these sites are free while few of them may require you to pay a small fee. Starting an online business is the easiest task as there is not much investment needed. However, succeeding in your online business is the most difficult task. Promoting your business online is the first challenge you face if you want to make any sale or refer people to a particular program, as needed by most online businesses. Affiliate marketing is the main online business which rules 90% of internet world. Every business needs you to make a sale or refer people. There are various methods to refer people to a program or make a sale online. The best option is to create a website about the products or services you promote.

You need to have a right approach in marketing your products or services right from choosing the domain name to making a sale. Choose a domain name which contains the niche you are working. For example, if you are trying to sell an e-book which talks about 'How to earn money online?' make sure that at least few of these words are included in the domain because the search engine looks at the domain names when searching for a keyword.

Purchase hosting account from a reliable web hosting company which can host your site 24/7 with minimal downtime. If your website is down when a potential customer visits your site, you are losing a sale. After you purchase a hosting account, the next step is to design your website and add content. Designing your website is a cake walk today. Your web hosting company will provide you with the web designing software. You can choose the template you like and add content to the tablets in the template. You can add text, images and hyperlinks depending on your requirement with ease. Once you are done, upload the site and check if it working properly.

Now, the most difficult part of promoting your website comes in. You need to bring traffic to your website in order to go higher in Google page rank. Build thousands of back links to your website. Send the information of your website to your friends and relatives. Use the social networking sites to promote your website. You can use paid advertising where in you can get quality visitors at an affordable price. You can also buy traffic from paid to click sites or traffic exchange programs.

Article marketing is a good strategy to get quality visitors to your website. Write articles and submit them to various article directories with a link to your website. When people read your article, they will visit your site and might even become your potential customers.

It is very important to use all the methods available to promote your website. The more quality traffic you receive, the higher sales you achieve.

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12.04.2018 (/post/698/comment-page-1/#comment-4190)
»iHummingbird Fish Finders – Overview

With advancement in technology, Hummingbird fish finders have been launching newer models to keep up with individual preferences. Today you can choose from a number of models and one of Hummingbird fish finders is bound to suit your needs. Among the different

components that comprise a Hummingbird fish finder, there are options available in each of the components that you can choose from. While choosing your Hummingbird fish finder you should keep the following things in mind to arrive at the type model that will suit you the best.

To select the transducer that's best suited to your needs, you need to consider the transducer's operating frequency, cone angle and type of installation. Transducers come in two types, single and dual frequencies. Whereas single frequency transducers are suitable for lakes and shallow coastal fishing, the dual frequency transducers are more effective in deep seas.

Most of the sonar units of Hummingbird fish finders operate at 192 or 200 kHz (kilohertz) with some using 50 kHz. Hummingbird fish finder models with DualBeam PLUSTM operate on both frequencies. You will have to match the transducer's frequency with that of the sonar unit, which simply means that 192 kHz frequency sonar units require a 192 kHz transducer to get the best out of your Hummingbird fish finder system. Sonar units that operate on high frequency (192 or 200 kHz) give the best resolution and capable of giving images that are easy to recognize.

The area that a transducer will cover underwater depends upon its cone angle. Hummingbird fish finders offer a variety of choices in transducer cone angles: 192 kHz transducers with wide (20°) or narrow (8°) cone angle: 200 kHz transducers with either a wide (20°) or narrow (12°) cone angle: 50 kHz transducers with a 35° cone angle: dual frequency transducers with both a narrow (12°) 200 kHz and a 50 kHz cone angles.

Although there are options of various types of mountings available for Hummingbird fish finders, the transom-mount transducer is the most popular. It will be better if you choose a plastic transducer if you intend to install it in an aluminum or steel hulled boat to avoid problems arising out of electrolysis.

Another component of the Hummingbird fish finder that requires your attention is the LCD display whose efficacy is described in pixels, the small squares that make up the image on screen. Hummingbird fish finders come with FSTN displays which provide best visibility from any part of the boat as the pixels are black and

not blue. Some of Hummingbird fish finders come with displays with Grayscale technology that enhances the picture quality even further.

Much also depends upon the size of the boat that you are in or whether you are own one where you can install a fish finder permanently. You have a choice of portable Hummingbird fish finders, that can even be mounted directly on your fishing rod and still provide crystal clear visibility.

All models of Hummingbird fish finders are good value for money, if you choose the one which matches your exact need; it will not only give you a memorable fishing experience but save money on the features that you think you will never use.

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12.04.2018 (/post/698/comment-page-1/#comment-4185)

n»iSelf-Help – Relationship Style Copywriting Brings More Buyers

Self-help entrepreneurs need copywriting that relates to their prospects at a deeper level. The sales letter is not all about selling your product or service. The main purpose is to begin to establish a relationship.

In the self-help arena, you need to build the relationship first. You don't make the sale first in order to establish the relationship. When you have a message that helps people solve personal problems, it requires that a relationship and trust be established before the prospect will buy into your message of hope.

So how do you establish this relationship in a sales letter? The following keys are based upon the assumption that most self-help entrepreneurs are in their particular niche because they personally came out of that problem.

- Identify with the emotional struggles your prospect is going through relating to the particular problem you solve.
- Tell only enough of your personal story to let the reader know that you identify with their struggles. The sales letter is mainly focused on the reader, not you and your story.
- Describe the efforts you tried which were unsuccessful in helping you overcome the problem. Do you know why those efforts did not work?
- Write out some of the common frustrations of staying stuck in this situation. Now turn them into questions for the reader. «Have you ever felt . . . ?» «Are you tired of feeling . . . ?» «Have you tried . . .

- and . . . to overcome this problem but still couldn't break through?»
- Identify how your approach to solving this problem is different from other approaches. This is your Unique Selling Perspective. This must be identified and stated several different ways so your reader will understand exactly how your product or service (message) is different than others and how it can help them to finally overcome their problem. Use the language of the person stuck in this problem. If you use generic terms for this problem, you'll lose your reader in an instant. They're looking for someone who understands the deep issues they're going through.
 - Identify the emotional blockages you and your prospects go through in order to break free from this particular problem. Since you have overcome the problem, many times the prospect is not aware of some of these blockages. Don't assume your reader has these blockages, but you might share them as further insights for the reader to consider.
 - Identify the benefits you received by finally resolving this problem. Don't just list the obvious benefits, but go deep into your heart to find the underlying peace and perhaps a brighter outlook. Can you identify any additional benefits you received that you never thought of while going through the problem?
 - Your testimonials should include specific elements of the problem that were solved by your product or service. What was the «ah-ha» moment for each person giving a testimony?

These keys will be sprinkled throughout your sales letter in the appropriate places. It's important to remember that when you have a message that changes a person's life, rather than selling something like a computer, it requires this deeper, heart-to-heart approach.

The goal is to have your soul touch the soul of the hurting person you want to reach. To do so requires you to be emotionally vulnerable. Sharing the above keys will put you in this position to connect with the heart's desire of your reader.

Other ways to improve your message can be found in my free report «The 7 Missing Elements In Sales Letters For Self-Help Messages» at

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CraigWew (<http://gameone.club/>)

12.04.2018 (/post/698/comment-page-1/#comment-4197)
n»iEffective and All-Natural Cure for Lichen Planus

Although lichen planus is not a fatal disease, having this kind of skin condition can affect your day-to-day living in a major way. Why so? This is because the condition is usually associated with blue and black

lesions that appear in parts of your body, most especially in the ankle and wrist areas. And these lesions do not come and go that easily; instead, they persist for long periods of time. Although this is not a contagious disease, having them can be quite unsightly. Up until today, the underlying cause and the treatment for this disease (and not just the symptoms alone) is still not known. But now, all of that has changed with the discovery of an all natural cure for lichen planus and that is a herbal medication called Lichreton.

Lichreton is an all natural lichen planus treatment, a product of almost a decade of scientific research and clinical experiments. Compared to all the other herbal medicines in the market that may just pass off as supplements, Lichreton is designed and formulated to solely cure and treat lichen planus. For those of you who are afraid to try such a new and alternative cure, you need not worry at all because this lichen planus cure is a product of yearB's long research and hundreds of clinical testing. All of these done to create for patients a cure that is effective and most of all, side-effect free.

Lichreton research was actually created by a lichen planus patient. Because of the limited options for treatment, he went out on his way to fund a research that sought to find an effective and safe cure for lichen planus. After eight years of research and work on plants from different parts of the globe and hundreds of clinical experiments, his research tame came up with an effective treatment in the form of the Lichreton cure.

So if you are interested to give this alternative pill for lichen planus a try, then we have even better news for you. This is because you can now avail of this treatment even without going anywhere else. Lichreton is now easily accessible through their online site. Here, you can simply book right at the comfort of your own homes. Their website also contains important information about the herbal medicine B- everything that you might want to know before the purchase. Aside from that, the website also has information about the company behind this medical breakthrough.

And if you still need more proof, their website also contains actual testimonials form people who have acquired, fought and overcome the disease with the help

of this medication.

So why suffer any more when you have an effective herbal cure for lichen planus right here. Purchase is as easy as a click of that mouse button and a single call. Now you can say goodbye to those unsightly lesions and get healthy skin once more. Log on to their website today to check out their products and start living a healthy life once again with Lichreton.

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»Advantages of Octashop that helps in ecommerce businesses

Octashop is a great organization that creates new channel for online businesses. It helps to reach businesses at global market. It has various advantages which are very necessary to consider in making huge success for ecommerce businesses. In fact, it has helped many top companies to reach at high level.

If you want to build a strong ecommerce platform then with the help of good company you will be able to achieve it. First of all, you need ecommerce solutions which mean to conduct business through internet. Octashop is a perfect ecommerce solution company which will help you with whatever is required to develop your online business. It will provide with services and requirements which are required for your online retail business.

Octashop is one such company that provides great advantages which are as follows. It provides dynamic store front, fast access to relevant information. So, if the customer is doing Online buying from your store then it ensures that customer is easily able to access about the product with the full information regarding the product. Furthermore, it allows advanced integrated and intelligent search by providing search option on your website.

Octashop Company further allows comparison based shopping. For example, one of its clients, Naaptol has gained huge success. Comparison based shopping in Naaptol has been enabled by the team of Octashop. Besides this, Octashop helps to plan occasion and events as per the requirement of the ecommerce business. This company ensures about search engine optimization (SEO) URLs which means that it provides with many links so as to enable thousands of people to visit your website. This in turn brings your online business in top rankings.

This company enables template based customizations and multiple parameter rating and reviews for your online retail business. Like, for particular product, you can read its reviews and get to know better

about the product before you purchase it. Moreover, to attract more and more customers to purchase products from your online store, it offers advance pricing and discounts. In addition to this, the customer can have multiple payment modes which are both online and offline modes. All this is done by Octashop on your behalf so as to make your online business expand further.

Thus, Octashop provides with advantages that are very necessary for your online business to work efficiently and effectively. In other words, this company provides easy and affordable E Commerce platform and creates new vision for online businesses.

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12.04.2018 (/post/698/comment-page-1/#comment-4187)

»How to Increase Web Traffic through Social Marketing

Regardless if the website you created for your business depends on informative pages or blogs to provide information about the products or services that you offer, solutions on how to increase web traffic is an absolute necessity if there is any hope of success for your business endeavors online. An internet marketer's ability to increase web traffic would determine how competitive or profitable your websites are in its niche market. Simply put, the main goal of increasing web traffic is to increase targeted web traffic which practically means getting as much as visitors to your websites as possible thereby maximizing your chances of turning them into buyers and generating profits.

Web traffic is the lifeblood of any internet marketing business. Failure to increase your web traffic can certainly spell disaster for any online business. Among the most effective approach on how to increase web traffic is with the help of social media.

Using social media to increase web traffic

Before we tackle the many aspects by which social media can help increase web traffic, it would be best to gain a solid understanding of what social media is all about. It is essentially a term that refers to the manner of which online users interact with blogs and websites to access information and gain in touch with other online users. Most people would cite social networking sites like Facebook and Myspace when thinking about social media. However, it actually involves a lot more than just social networking. Leveraging on the many forms of online social media can prove crucial in increasing web traffic.

Now some internet marketers may already be enhancing targeted web traffic through social media without even realizing it. For one thing, posting comments on blogs or creating posts on social networking

websites that contain links diverting users to the website you are trying to promote is a solid example of using social media to increase your web traffic.

Creating web traffic through Social Website Backlinks

Among the most effective strategies for creating web traffic is through backlinks. Backlinking basically involves posting links that when clicked, directs users to your website. It is a highly popular solution on how to increase web traffic and one that can be extremely effective with the help of social media network. For instance, you can leverage your efforts to increase web traffic by bookmarking useful and engaging website content that would spark interest among potential buyers.

If you're looking for more solutions in increasing web traffic then you may want to check out targeted web traffic generation programs from web marketing experts like James Schramko. Traffic Grab to be specific is one of the finest and most effective web traffic generation modules around highlighting James Schramko's secrets and methodologies which can prove instrumental to the success of your internet marketing ventures. To increase your website traffic, you should find out all about traffic grab and find out how to buy traffic grab

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n»iRenegade Professional – How To Market Your Network Marketing Business Online

Learning the skills to market online means getting out of your comfort zone for many network marketers. After all, promoting a network marketing business is pretty much standard across the board.

You make a list, speak to friends and family and invite people to meetings. For Renegade Professional students, what seemed unthinkable is now reality as they acquire the skills to market their businesses online.

Article Writing

There is no secret in promoting a network marketing business online. The only secret is learning the different avenues one can pursue to attract prospects to their business funnel.

Article writing may seem so simple yet it's one of the most effective ways of branding yourself as an authority within your MLM field. It's free and not only creates important links to your MLM website but also

brings you important visitors.

So how do you use article marketing as a lead generation source for your business? Here's a simple four step process:

1. Choose a keyword within network marketing. For example, «earn income residual» is what is known as a long tail keyword or phrase which people are likely to type into a search engine.
2. Write an article based on the keyword «earn income residual.» Write what you know about it and how you generate it. Give the reader a couple of things they can take away and use.
3. Write a resource box. A resource box is added at the end of the article and basically invites the reader to learn more about you and your service. Be careful not to make it about you. Your resource box needs to offer a solution to the reader to want to make them click through to your link.
4. You submit your article to an article directory. There are hundreds of article directories to choose from. For greater traction, search for the term article directories in your favorite search engine. Choose the top six, that is, those with a Google page rank of 5 or higher.

Article marketing is a powerful way to create interest in your primary business. Any Renegade Professional with a desire to make their network marketing business work should be using it as one of their lead generation tools.

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n»iBasic SEO Interview Questions

What is SEO?

SEO is search engine optimization or optimizer is a collection of techniques applied to optimize our site so that it ranks well in SERPs (Search engine result pages) like Google, Yahoo, Bing and another major search engines.

Who Do SEO?

They are the Webmaster, SEO Engineer and Website optimizer etc.

What tools do you use for doing SEO?

I use Google webmaster tools, Google Analytics, Open site explorer,

Alexa, Website grader etc. But now a days there are so many paid tools are available in market like Seo Moz, spydermate, bulkdachecker etc.

What is Google Sandbox?

Google Sandbox is an imaginary area where new and less authoritative sites are kept for a specified time period until they establish themselves of being displayed on the search results. It happens by building too many links within a short period of time.

What is the difference between On Page SEO and Off Page SEO?

On Page Optimization means optimizing your website and making changes on title, meta tags, site structure, site content, solving canonicalization problem, managingrobots.txt etc.

Off Page Optimization means optimizing your web presence which involves backlink building and social media promotion.

What are the limitations of title and description tags?

Title tag can be between 66-70 characters and Meta description tag can be between 160-170 characters.

How will you increase the Pagerank of a page?

By building more backlinks from authority sites and high page rank webpages.

What do you mean by anchor text?

Click-able text written on an hyperlink is known as Anchor Text.

How will you treat Web standards while optimizing a website?

Google loves web standards hence I will apply the web standards provided by W3C while optimizing a web site.

If the meta robots tag has a value of "no index, no follow" what does it mean? Does Google uses keyword tags?

It means the search engine crawlers would not index the contents and would not follow the links present on the page.

No, Google does not make use of keyword tags.

What is 301 redirect?

It is a method of redirecting user from the old page url to the new page url. 301 redirect is a permanent redirect and is helpful in passing the link juice from the old url to the new url.

What do you understand by Cloaking?

Cloaking involves using deceptive techniques which presents the user with a different version of the webpage than that presented to the search engines.

What methods would you apply for decreasing the loading time of a website?

I would use external style sheets, less images (unless necessary), optimize the images and decrease the file sizes of the image without reducing the quality of the image, use CSS sprites to reduce HTTP requests etc.

What are the Social Media channels you have used for marketing?

I have used blogs like blogger, word press, tumblr etc, social bookmarking sites like Digg, Jumptags, Delicious etc., social networking sites like Facebook, LinkedIn etc., Video Sharing sites like YouTube, Vimeo etc.

What would you suggest to the client who has a website made on Flash?
How would you do Seo for that site?
Search engines find it harder to parse the contents presented using Flash. I would suggest the client to use an alternative to flash like HTML 5.

What do you understand by Frames in HTML?

A frame is a HTML technique which divides the content of a page onto several parts. Search engines see Frames as completely different pages and as such Frames have a negative impact on Seo. We should avoid the usage of Frames and use basic HTML instead.

Which is the most important area to include your keywords?

Page title and Body text are the most important areas where we can include keywords for the SEO purpose.

What are webmaster tools?

Webmaster tools is a free service by Google from where we can get free Indexing data, backlinks information, crawl errors, search queries, CTR, website malware errors and submit the XML sitemap.

A customer can give you an access to only one tool, which one will you choose, Webmasters or Analytics?

Of Course Webmaster tools, because these are almost the essential tools for the search engine optimization, we can have some analytics data in the webmasters as well. But now due to the inclusion of webmaster data in Analytics, we would like to have access to Analytics.

What is the main purpose of search engine spiders?

Index sites, because even though spiders visit sites, their main function is not only to visit them but to index their contents spiders do not monitor sites for unethical activities.

What is the best way to maximize the frequency of crawling of your website by search engines?

Frequently adding new, original and quality content on the website.

When do you apply for re inclusion in a search engine's index?

If our website is banned by the search engines for black hat practices and if we have corrected our wrong doings we apply for reinclusion.

What aspects of a hyperlink are important for SEO?

The place from which the link originates, The anchor text, especially the keywords in it is very important. The place to which the link leads and for back links the reputation of the web site from which the link originates is also crucial, because if you link to link farms, this might get you banned from search engines.

What is robots.txt?

Robots.txt is a text file used to give instructions to the search engine crawlers about the caching and indexing of a webpage, domain, directory or a file of a website.

What is Keyword Difficulty?

Keyword difficulty identifies how difficult it would be to rank well for a particular keyword. and the value is higher for more popular words because it will be more difficult to compete with 1,000s of other sites for a popular word than with 10s of others for the less popular ones

Which of the options below is the best way to select the keywords to optimize for?

Use a tool to determine the theme of your web site, because it is the whole theme of a website that is more important than separate keywords. Selecting competitors keywords which have the highest density is not recommendable because if your competitor has wrongly selected the keywords, or even if the keywords are right for them, this does not mean that they are right for you, so actually you get on the wrong trace from the very beginning.

Which is better Robots.txt or Meta Robots Tag?

Meta Robots tag is much better as it helps in forcing the search engine crawlers not to index and display the hidden pages in your server.

What is a landing page?

A landing page is a page in the website which is designed to attract the visitors to contact/subscribe/buy a service or the product by reading few lines of important information about that particular service or the product on that page.

If you have a site that is targeted at a particular country only, which of the following are recommendable to do in order to rank well in country specific search results?

Use the appropriate language attribute in the HTML code of the page, The web site should be hosted in the same country, so that its IP falls in the range of IPs that are specific for this country. Have the web site written in the language of the country. Submit the site to local search engines, search engines use their own algorithms to determine the language of a particular sites, even there are SEO experts who say that no efforts on your side are necessary for ranking well in country specific search results.

Why are metatags important?

Because search engines still use them for estimating search relevancy. although search engines might not rely on metatags to generate search results, metatags are used (to a differing extend) by most of the search engines Because it is a professional approach to Web design to have complete and accurate metatags, since metatags are part of the html code of a page, they must also be done professionally, as the rest of the code.

Do you know who Danny Sullivan is?

He is a Journalist who covers the field of web search, considered as search engine guru and editor at searchengineland.com

Who is Matt Cutts?

He is the head of web spam team at Google.

From SEO point of view, which is better – one big site or several smaller site?

If you have enough content in the same niche it is better to have it in one big site because first, this way the site is easier to maintain and the great number of pages is good for ranking high in search results. Many small sites allow focusing on specific niches, therefore competing for different keywords.

How do you know how much to pay for a text link from another site to yours?

The price of a text link from another site to yours depends on many factors, The price is often different because it depends on the current rating of the site that will back link to us. The most important of which is the Web Site the back link originates from, because there can't be universal prices for text links. when you don't know the real price of a link, negotiating to drop the price is pointless and generally, reputable sites are not going to negotiate the price of their links.

Do you use separate SEO strategies for Google,Yahoo and Bing?

Yes I use separate strategies for Google,Yahoo and other search engines.Morebacklinks are required for Google. It pays more attention to backlinks and site authority while Yahoo and Bing pays more attention to title and Meta tags. Hence, a site takes time to rank on Google as compared to Yahoo and Bing.

Which technique is unethical and can be a reason for banning?

Creating a doorway page instead a home page is considered as unethical because doorway pages are aimed at misleading search engines.

Explain some SEO practices?

Building back links. Rewriting the titles to include the target keywords, Rewriting dynamic URLs into static.

For which of the following file types a SEO expert needs to provide an alternative textual description?

(swf. - gif.) Since .html, .pdf and .doc are text file formats and spiders can read their contents directly, it is pointless to provide an alternative textual description. On the contrary, .swf and image file types, like .gif and .jpg, need alternative textual descriptions because spiders cannot read their contents directly.

What is Keyword proximity?

It measures the distance between two keywords in the text. Keyword proximity is used by some search engines to measure relevancy of a given page to the search request. The idea is that the closer two keywords to each other are, the more relevant the page , keyword density measures how many times (not how far) a given keyword appears on a page.

If you were a SEO for a technology web site, what would you do to build backlinks for it?

Four practices are a quite legal and recommendable way of building backlinks are:-

Post in technology blogs.

Submit articles to technology engines.

Exchange links with other reputable technology web sites.

Provide free syndicated content to partner-websites.

Explain onsite search box, and how it helps to attract traffic?

An onsite search box allows searching for pages that are inaccessible to unregistered users (i.e. search engine spiders). When you have an onsite search box, your visitors will get more search results than in comparison to using Google and the other search engines. If you have an onsite search box and see what users are searching for. You will be able

to notice new keywords that are of interest to your audience. Using the “site:” operator in search engines makes onsite search boxes obsolete is false because generally search engines do not index every single page of a site. Even if these pages are not disallowed in the robots.txt or are password-protected. A good onsite search box is really valuable but it is a fact that occasionally onsite search boxes use so imprecise algorithms that using the “site.” Operator in Google gives much more reliable results.

What are the advantages of submitting sites to search directories?

By submitting to a search directory, you get a back link to your web site. When your site is listed in search directories, this increases the chances that search engines will index it sooner, compared to when it is not listed. Submitting to search directories is a good Web marketing initiative. Because that increases the chances of having your web site index and when your site is listed in a search directory. You list its URL as well, so you actually get a valuable link

Submitting to search directories neither gets higher ranking nor gets your web site certified.

What are the criteria for the uniqueness of a page (unique as opposed to duplicate content)?

Code similarity, Text similarity, Page names. Titles, headings, page titles and metatags.

What does the abbreviation PPC stand for?

Pay per click, Pay per Click measures how much online advertisers must pay each time their advertisement is clicked on.

What is LSI?

LSI stands for Latent Semantic Indexing. It is a data retrieval technique which finds connection between words and the use of synonyms while fetching data from the index.

Will you use an ordinary html sitemap with Google?

Google has a special format for sitemaps rather than ordinary html format. So it is good to use special XML format that Google uses for sitemaps.

What is Page Rank?

This is the Google technology for measuring popularity among users.

Yahoo has a similar technology, called Web Rank, and Alexa Rank is the Alexa technology. The way Google measures how popular a given page is based on the number and quality of sites that link to it.

You have just launched a new web site. Unfortunately, nobody visits it, even search engines' spiders don't notice it. What can you do for its SEO success?

Submit the URL of the web site to search engines and search directories.

If you own a web site and have a weekly newsletter that features the same content as the site. How can you include Google AdSense in your newsletter when you mail it to your subscribers?

We can't include AdSense in our newsletter, because we cannot include Google ads in offsite content, as an e-mail newsletter.

Difference between exit rate and bounce rate?

Bounce rate is the percentage of people who leaves a particular website just after visiting a single page on this and exit rate refers to the percentage of people who leaves from a particular page.

Can search engines see password protected pages?

In most of the cases Search engines are not different from regular users. Search engines cannot go anywhere that a regular user cannot go. If we have a password protected area on our website that cannot be accessed without a login and password then the search engines also cannot see it.

For seo which is better text links or graphical links?

Text links are better for SEO. Text links can contain the anchor text that our web page wishes to rank well for and that is an important factor in many search engines, especially Google. Image links are still valuable but do have less benefits compared to text links.

What is Cross Linking?

Cross Linking- a strategy that can come in handy to get high search engine rankings. By leveraging multiple domains owned by you. Search engines value these links, as they are from relevant sites. With related content- and you stand a chance of getting a better rank

What is Google EMD updates?

The EMD Update - for "Exact Match Domain" - is a filter Google launched in September 2012 to prevent poor quality sites from ranking well simply because they had words that match search terms in their domain names. When a fresh EMD Update happens, sites that have improved their content may regain good rankings. New sites with poor content - or those previously missed by EMD - may get caught. In addition, "false positives" may get released.

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12.04.2018 (/post/698/comment-page-1/#comment-4192)
»The Benefits of Choosing to be a Generalist Life Coach

A lot of coaching students and new coaches ask me about whether they should choose a coaching niche or be a generalist life coach. The vast majority of coaching schools and "gurus" will advise that we absolutely need a niche to do the following:

- o Attract only the clients and "coaching topics" we are passionate about working with
- o Repel all the clients and "coaching topics" we don't feel skilled and/or interested in delivering

- o Focus on marketing efforts (and money) into very specific activities and therefore potentially gaining more return on our investment

- o And there are heaps more reasons!

What's really interesting though is that after all these years of the experts telling us we need a niche and that being a Generalist Life Coach is actually us trying to be "everything to everybody", we now find that there's a shortage of generalists!

Here are some things to consider:

- o Life coaching clients typically come to us with more than one "thing" or "issue" and that these topics cover more than one category. For example, someone who comes initially for work/life balance reasons, may then bring up a few sessions later a relationship issue, then later on something specific about life purpose or spirituality, and then out of the blue also ask for some assistance in addressing conflict and or performance management issues in their role as an executive. This is a typical client, but they might be hard to drop into a specific niche, as they fit into lots of them!

- o Many coaching clients want to find just one person who can help them with all of their "things" versus working with lots of different coaches for different reasons. In these cases the client IS looking for someone who can be a bit of "everything" for them.

- o At the end of the day, regardless of your specialty or the client's areas of coaching inquiry, you are using the same foundational life coaching skills. As your client's variety of topics for coaching continue to expand, you will need to tap into and grow your repertoire of coaching skills to address these unique issues as they come up. You also tap into your background and experience, and utilise your referral networks. This is about developing your "mastery of coaching" at it applies no matter whether you're a niche or generalist coach.

- o Niche coaching relies on clients who have identified a specific category in which they're looking for a solution. This is fine and works perfectly for those focused clients. However, there's a huge market of people out there (millions!) who might just identify as "feeling stuck", "not sure of direction to take", "wanting something different but I don't know what" and so on. There are millions of people who want to generally speaking make some changes in their life and would like some personal assistance in figuring out

what needs to change and why. These people do not necessarily have enough self-awareness and/or industry awareness to seek out a specialty niche coach. They want (or think they want) a personal life coach who can hopefully help with anything that might come up.

o You can have “General Life Coaching” as a niche, and you can have more than one niche! You can also offer “Relationship Coaching”, “Spirituality Coaching” and “Executive Leadership Coaching.” You just would most likely market them differently. You can also market them together in some instances so that people discover all you have to offer and can also make referrals for you to someone looking for one of your other specialty areas.

Finally, consider that you have a lifetime of experiences and skills. Are you limiting your coaching practice to just one area of experience and skills, or could you expand your market, and help more people, and possibly make a bigger success of your business, if you were open to tapping into everything you have to offer by being a Generalist Life Coach?

There are more than enough clients out there for all of us. None of us need to be trying to “grab our piece of the pie”, because we could just work together to make a “bigger pie for everyone!” This closing statement is important because increasing the number of generalist life coaching services out there helps the entire market grow and supports our speciality coaching colleagues by nurturing general coaching clients into coaching advocates who will return again and again seeking out more coaching services for their personal and professional development.

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12.04.2018 (/post/698/comment-page-1/#comment-4191)

»iYoga Studio SEO (Search Engine Optimization)

As Yoga studios start off in the new year, many are thinking about how to market and grow their business. Because studios are «local businesses», one of the main avenues for promoting their business is via Google. But one important thing Yoga studios need to consider is their SEO or search engine optimization. Yoga SEO is all about focusing on your local city. So if you live in Los Angeles or Chicago, this needs to

be very prominent in your strategy. Google has gotten very smart about how to deliver relevant local business search results and it can detect what city the user is in and will show them all the studios in their area. Many businesses are very confused about what SEO is. One of the main points in trying to explain this to Yoga businesses is by using the analogy that every time someone links to you, it's a «Like» on Facebook. Each link tells Google that your website is liked by other people and so it starts to rank you higher for your keywords. When managing your Yoga SEO , here are some things to consider:

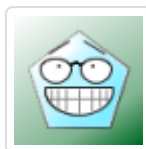
1. Make sure each page on your site has proper title, description, and keywords in the meta tags
2. Make sure that the first couple sentences of each page have those keywords
3. Make sure you have some links coming to your page with those keywords set up as back links

Search Engine Optimization can sounds a little more intimidating then it actually is. If you would like some help I offer the service of being a Yoga business consultant and work with Yoga studios and teachers with their marketing and branding. Please also check back here to learn more about the changes that Google has made to local business search results as they are pretty major!

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n»i6 Ways Why Sports Companies are Using Social Media Platforms to Their Advantage

Undoubtedly, social media is not just for maintaining a good relationship with friends, family, and whoever else you want to! It's definitely not about only posting pictures videos. Rather, Facebook, Twitter, Instagram, and all other such potential platforms are full-fledged marketing tools even. With the help of such social media networks , businesses can definitely speak directly to their customer base. And, like most of the other organizations, sports companies have also found effective ways to make the best use of these social media platforms.

Moreover, it is quite a true fact that since the time when social media came into existence, it is bringing people together from all over the world to share their love for various entertainment activities. And, sports

is one such effective one! In almost all kinds of matches, people take the help of Twitter to share their views on the game and thousands of videos get posted on Facebook or YouTube.

Besides, there are numerous other approaches through which sports companies have been attaining immense brand-awareness through social media.

If you are even leading a sports company but haven't opted for such strategies yet then just make a move soon. Do you want to know what are the approaches to opt for?

Then, just read ahead!

1. Go for Live Tweeting

Imagine a football club which is in the middle of an exciting match then it is more likely that someone would be tweeting about the same. Isn't it simply superb for the fans who are not able to come to the match? It will let them be in the loop about what is actually happening in the game. This stride has certainly let the clubs attract a lot more followers towards their social media accounts which have been further proven to be extremely advantageous.

2. Use Hashtags

Yes! Hashtags are now on-trend!! And, these can really let the sports-businesses to attain immense perks. Over the time, many of the sports companies have posted on social media platforms with hashtags through which they have usually captured the market with wider potential as the fans finally tend to spread the word immensely.

3. Build a community

Whether it is a brand or a sports team, to build a community on Facebook is something wonderful. In doing so, such companies usually have a guaranteed market of effective ticket holders to which they use various marketing strategies with a knowledge of these companies being directed towards the right kind of people.

4. Leveraging the players

Undoubtedly, sports franchises and companies have one most important advantage over other brands to come up with a powerful social media strategy and that is nothing but the players.

So, it has been noticed during multiple times that the star athletes have been turned into some of the greatest brand-advocates that any business could ever ask for.

And, many sports agencies have put them in front-and-center on various social media platforms to help the

fans connect with their loved team members while setting the stage for some exciting content. This approach is certainly very helpful for your brand's profile while not getting into immense monetary or time investment.

5. Collecting and making use of feedback

No other mode is as effective as social media to connect with fans. The sports companies have used this concept for a long period of time and thus they usually collect the reviews from their followers through social media. Through such platforms, the companies create an amazing connection between fans and players which ultimately attract people towards them. Also, the feedback that they get from the followers tends to be helpful for the sports-clubs to attain immense trust from customers.

6. A good storytelling

It is certainly true that much of what makes sports so appealing is nothing but the narrative behind any game. No doubt, the rivalries compel us, success stories to inspire us, and the underdogs definitely make us cheer louder. Apart from that, the prominent teams come up with the representative stories of their respective towns.

It makes them really essential to create a voice which fills the hearts of their fans with immense buzz. In such a scenario, social media is definitely an excellent approach to convey such franchise stories and thus definitely creating a unique way to interact with their friends. And, as the sports-companies connect with the fans in a better way through such an approach, so it has become a really effective way to be on the advantageous side always.

Your Turn









Last but not the least, these are some of the most potent ways through which sports companies have attained huge success. So, just opt for these if you are in the same business and see your brand-name climbing the new heights.

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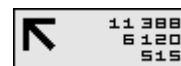
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