As per today schedule

Measuring seo effectiveness?

* One of the biggest challenging u have to find whether your seo campaigns is successful or fails
* Not only involves in keywordresearch
* Before u do anything u have to install an analytics solution
* Good analytics
* Adobe omniture site catalyst
* Web trends
* Coremetrices
* Once u collecting the data
* Define business objectives and kpi
* Organic search traffic(not paid search)
* Change in organic search traffic overtime compare to previous time
* Non-branded keyword searches
* Target keyword rankings
* We are in e-commerce situation generating
* Revenue
* Average order values
* Transactional data
* Subscribers
* Social followers
* Signups
* Driving directions
* Contact forms
* Phone calls
* Measuring & improving on seo improves overtime is a continuous cycle

analysize keywords?

* Keywords is the backbone of seo
* Analyzing different keywords bring to the people of our websites it is excellent place to start
* There is many enterprise level analytic tools available
* Google analytical tools

Analyze links?

* Analyzing backlinks to our site there are few good tools
* Moz pro research tool
* By using moz research tool
* Get more insight with moz analytics
* Discover new link oppurtunities

Measure social crawlytics

* It is a tool that crawls a website to see how manytimes pages from that website have been shared on social media pages
* The tool is both easy to use and free, and if you want to get an idea of how popular your website and brand is across social media channels, you need to get using this.
* You can sign up to a Social Crawlytics account with your Twitter account or using an email address, and once you are set up, you can start crawling your website using your free credits.

HOW DO YOU USE SOCIAL CRAWLYTICS?

* As previously mentioned, not only is Social Crawlytics a free service, it is also extremely easy to use, with 3 simple steps required to get your report.
* The first of these is the website details. Visit your dashboard area and enter the website you are looking to crawl.
* Enter the web address, and include any sub-domains that may be associated to this website (e.g. Geographic sub-domains).
* You then enter the crawl depth you wish to use.
* This essentially means how much of the website you wish to analyse, so if a subpage links to another page (e.g. a product) then you set a crawl depth of 2.
* Next up is the schedule;
* when do you want to receive your report.
* Just be wary of the time that is used here when scheduling, as the time is set to CDT as default.
* If you want to schedule your report once a week or every month, then set it to repeat as you need.
* Finally, it’s time to set your notifications – how do you want to know when your report is ready. All that is required here is an email address, and once your report is ready, the Social Crawlytics team will send an email to let you know.

USING THE DATA FROM YOUR SOCIAL CRAWLYTICS REPORT.

* Once you finally get your social report, the real fun begins, and you can start to delve into the world of social shares.
* The Social Crawlytics software crawls Twitter, Facebook, Google+, Pinterest, LinkedIn, Delicious and StumbleUpon.
* While some of these channels may not mean something to everyone, it does include the main social media channels and will give you an idea of where your content is being shared.
* When we look at the report below, we can see that Twitter is the most popular social channel for shared content, followed by Google+ and LinkedIn.
* The report will also give you a tabular breakdown of the content that has been shared, allowing you to discover which pages of your website is most popular when it comes to your customers sharing and engaging with your content.
* Perhaps more importantly, it will help you understand the type of content that works well with your audience, allowing you to effectively plan a content strategy that will work with your audience and engage with visitors to your website.
* Understanding which blog posts, videos or infographics work and which don’t, will allow you to be much more efficient with your digital marketing efforts going forward.
* Most importantly, Social Crawlytics is a great way to find out what type of content your customers enjoy to consume, allowing you to create more of it.

Methodology?

* Waterfall methodology?
* Essential to getting started right
* Requirements skills are often lacking
* Requirements is often seen as a barrier to getting started
* Much like construction and manufacturing workflows, waterfall methodology is a sequential design process.
* This means that as each of the eight stages (conception, initiation, analysis, design, construction, testing, implementation, and maintenance) are completed, the developers move on to the next step.
* As this process is sequential, once a step has been completed, developers can’t go back to a previous step – not without scratching the whole project and starting from the beginning.
* There’s no room for change or error, so a project outcome and an extensive plan must be set in the beginning and then followed carefully.
* Advantages of the Waterfall Methodology
* 1. The waterfall methodology stresses meticulous record keeping. Having such records allows for the ability to improve upon the existing program in the future.
* 2. With the waterfall methodology, the client knows what to expect. They’ll have an idea of the size, cost, and timeline for the project.
* They’ll have a definite idea of what their program will do in the end.
* 3. In the case of employee turnover, waterfall’s strong documentation allows for minimal project impact.
* Disadvantages of the Waterfall Methodology
* 1. Once a step has been completed, developers can’t go back to a previous stage and make changes.
* 2. Waterfall methodology relies heavily on initial requirements.
* However, if these requirements are faulty in any manner, the project is doomed.
* 3. If a requirement error is found, or a change needs to be made, the project has to start from the beginning with all new code.
* 4. The whole product is only tested at the end. If bugs are written early, but discovered late, their existence may have affected how other code was written.
* Additionally, the temptation to delay thorough testing is often very high, as these delays allow short-term wins of staying on-schedule.
* 5. The plan doesn’t take into account a client’s evolving needs.
* If the client realizes that they need more than they initially thought, and demand change, the project will come in late and impact budget.
* When should you use waterfall methodology?
* 1. When there is a clear picture of what the final product should be.
* 2. When clients won’t have the ability to change the scope of the project once it has begun.
* 3. When definition, not speed, is key to success.
* Agile methodology?
* Seen as being done in-cycle often take the form of use cases
* Considered very fluid
* Agile came about as a “solution” to the disadvantages of the waterfall methodology.
* Instead of a sequential design process, the Agile methodology follows an incremental approach.
* Developers start off with a simplistic project design, and then begin to work on small modules.
* The work on these modules is done in weekly or monthly sprints, and at the end of each sprint, project priorities are evaluated and tests are run.
* These sprints allow for bugs to be discovered, and customer feedback to be incorporated into the design before the next sprint is run.
* The process, with its lack of initial design and steps, is often criticized for its collaborative nature that focuses on principles rather than process.
* Advantages of the Agile Methodology
* 1. The Agile methodology allows for changes to be made after the initial planning.
* Re-writes to the the program, as the client decides to make changes, are expected.
* 2. Because the Agile methodology allows you to make changes, it’s easier to add features that will keep you up to date with the latest developments in your industry.
* 3. At the end of each sprint, project priorities are evaluated. This allows clients to add their feedback so that they ultimately get the product they desire.
* 4. The testing at the end of each sprint ensures that the bugs are caught and taken care of in the development cycle. They won’t be found at the end.
* 5. Because the products are tested so thoroughly with Agile, the product could be launched at the end of any cycle. As a result, it’s more likely to reach its launch date.
* Disadvantages of Agile Methodology
* 1. With a less successful project manager, the project can become a series of code sprints. If this happens, the project is likely to come in late and over budget.
* 2. As the initial project doesn’t have a definitive plan, the final product can be grossly different than what was initially intended.
* When should you use Agile methodology?
* 1. When rapid production is more important than the quality of the product.
* 2. When clients will be able to chance the scope of the project.
* 3. When there isn’t a clear picture of what the final product should look like.
* 4. When you have skilled developers who are adaptable and able to think independently.
* 5. When the product is intended for an industry with rapidly changing standards.
* Both the Agile and waterfall methodologies have their strengths and weaknesses.
* The key to deciding which is right for you comes down to the context of the project.
* Is it going to be changing rapidly? If so, choose Agile.
* Do you know exactly what you need? Good.
* Then maybe waterfall is the better option.
* Or better yet? Consider taking aspects of both methodologies and combining them in order to make the best possible software development process for your project.

One vs many

Capturing individual requirements

.skills

. techinues

Gathering requirements into a specification

.tools

.deliverables

.managing relationships

Course outline ?

. the big picture

.a few good requirements

.requirement skills and techniques

.requirements activites

.when requirements get together

.getting exhausitive

. scope and requirement validation

. requirements prioritization

.issues and resolutions

And also we checked home and gardens deals website , in that we found house to home, better homes gardens,NZ house and garden,HGtv.com and check a lot of features what are available on their sites