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### ***In-Depth Timeline of Link building (informal tone)***

One of the most important elements of SEO remains to be the value of link building strategies. Link building, although introduced quite early in the SEO digital age, has remained as one of the most powerful and refined ways of driving traffic to sites. Way back when, there was a time the internet was chalk full of spammy link pyramids, spammy articles, spun content, and quite possibly hundreds of other ploys.

In the last twenty years, give or take, the internet has given SEO's ultimate challenges throughout internet marketing history where spammy 'anything' has virtually been disrupted. Now, refined and quality driven link building is the present and will remain the future. In this heart-wrenching evolution and history of link building strategies, the skill has now entered a world full of respect. Considering the battles SEO gurus have fought to prove the value of link building, we are now in a day in age where it is wildly appreciated and in fact, needed.

However, it hasn't been very easy. Link building tactics have become harder than ever in creating quality links that offer high volumes of inbound clicks. Although the tactics have grown harder and more complicated, the rewards and benefits of doing it right are infinitely worth every obstacle you may face. In Google's perspective, it is their job to filter through millions of search results and give its internet search users the upmost quality of content. In a perfect Google world, website owners would create engaging and useful content that can then be shared, reviewed, and recommended to other users across the web. This practice keeps the search engines clean and free of spammy content. Because let's face it, no one wants to search for peanut butter only to be directed to something entirely different.

The main point is this; Google is a genius system that has grown in intelligence over the years and can now detect spammy content fairly easily. When you try to cheat your way through cheap link building, you will find it only does more harm than good. It is worth it to create actual quality content and share accordingly. Build your online presence which will then, in turn, reflect in the search engine result pages (SERPs).

In the beginning, the link building strategies in SEO were once as easy as following a list of tactics that would quickly lead results to easy exposure. But sure enough, quality control was launched by Google's (probably never-ending) number of updates competed with the laws online marketers had followed for years. Emphasis on quality was the goal of Google and quickly then became the goal of online marketers to please Google.

Below is a cultivated, in-depth timeline of how exactly we may have gotten to our practices today, and the hurdles we had to jump over to make it in this online-driven world. One thing is for sure, it's never boring and always frustrating with the fast and ever changing rules and regulations of the internet marketing world.

#### **90's**

#Throwback- Yahoo and AltaVista were royalty of the web. Back then, the most important ranking factors were heavily based on relevancy on keyword density and meta tags. At the time, site owners loaded up their sites richly in keywords, knowing the search engines at the time would pick them up accordingly. Ranking was an incredibly new thing and it seems even search engines had a hard time of depicting how exactly certain pages would show up in the SERPs.

Before Google, no one ever thought anything better would come after Yahoo was introduced. Everyone who used the internet, used Yahoo as means of finding what they needed. Skip ahead to good old 1998... For the first time in internet history, Google introduced its revolutionary page rank-based algorithm. Sure, it took actual years for Google to really become the search engine of choice, but it had a great way of ranking websites, something that had never been done before. This allowed internet users to search and find pages that were accurate and relevant to the search based on the number of links pointing to any given site. 1998 was the first year this type of search algorithm was used, Google knowingly and suddenly created importance to links, backlinks and continued with the power of keyword placement.

## 2000's

As the turn of the century hit, SEO suddenly became more focused on the importance of both keywords and links (thanks to Google). SEO gurus during this time found a way to quickly satisfy clients by creating sites and pages that had zero relevance in content, and yet, linked to other websites. Guru's rapidly found a way around Google's algorithm and literally started tricking the system into thinking the sites they worked on, became viewable in top searches (relevant to the content or not). There was almost no stress on cultivating quality clicks as opposed to the numbers of clicks. This tactic quickly became easy to do and easy to market, because it worked. Low-quality sites with useless content unexpectedly started ranking in Google's index, which became a problem Google started addressing over the years. Google was aware of the possibility that its users would go elsewhere to find proper relevant content in their searches. Fast-forward to now Google becoming every SEO's worst enemy with their slew of updates and quickly put an end to this.

One tactic that was used during this time that has little to no relevance now was same-source links. Different domain links have and always will weigh heavier in link ranks as it provides value in return as a credible third party indicator. Links from the same domains are now viewed as unnecessary. Search engines didn't see the difference in same name domains used as backlinks as they do now. This tactic isn't used to necessarily build upon a backlink index, rather than simply redirecting the audience to a different page in hopes of selling more products, services, or simply keep them on the site of longer.

Directory submission links were used as popular tactics during this time. There were very few directory websites at the time and the original goal of these sites was to provide audiences an opportunity to find relevant content they were exactly looking for (i.e. Finding products or services in various locations with contact information) (I.e. Basically, what Google does now). Because these directories were very few and not so hard to find, these were originally seen as incredibly qualitative links. It didn't take long for these directories to explode in popularity. Soon enough, directory submissions became a hot commodity where everyone wanted one and wanted to be in one. It came to the point that many directories that were created simply for the sole purpose of pushing specific products, services, etc. Webmasters flocked to the popular ones and offered to pay for these submissions. Google quickly pulled the plug on the weight of these links knowing this was exactly what was happening.

The art of writing and pushing press releases was also heavily used during this time as a great way for link building. It was as easy as writing up a release that was richly filled with keywords, brand names, celeb names, phone numbers, addresses, the whole 9-yards. Those were easily distributed to media and news outlets (using PR distributing sources) and soon enough (if deemed worthy), the news that was submitted via PR, would be splattered across many platforms. This was an easy way to be featured on an off site link, however, because of the popularity of this tactic, Google has since then dropped the weight of the links to these releases.

## 2005's

During 2009 and the few years surrounding, SEO used a new and exciting tool to gravitate searches to their site, tools that fell under the umbrella of article marketing software. A simple summary of this meant an article would be written and different variations of words/sentences/paragraphs would be spun into other variations of the same meaning. Example, "A woman wore a backpack" could then be spun into "A woman wore a purse" or "A lady wore a bag". The possibilities were quite literally endless. This formula was used by thousands of articles and literally, at the time, puzzled Google into assuming each variation was unique content. However, the results of this content were typically bad and deemed as inadequate information. Google has found a way to find these spun articles and has chosen to drop the relevancy significantly. This is why we learned quality and original content was the safest way to go about ranking correctly in the SERPs when we fast forward 10 years.

It was hard to get away from the power of keyword rich content to draw inbound clicks to any site. During this time, keyword rich anchor text was used immensely to trick Google's searches because it gave high authority rank power to these types of keywords. Since then, the updates in Google have learned to detect overly used anchor text that could now be detected as spammy. Although it's OK to use natural anchor text, anything overly done could get you into trouble. There really is a very fine line using this tactic, the best advice is to keep it sounding natural and relevant, always.

2005 and in the years surrounding it, backlinks were a hit. Although not all links were created equal, whether they were of quality content or not, Google's algorithm saw them at the same level, so long as enough backlinks pointed towards the site. The signals were there, the keywords were there, a site could be ranked easier during this time. SEO gurus spent almost little to no time finding and creating backlinks that would link back to their client's site. You could pay for it (most popular), trade for it, or simply going down a much darker route, called black hat linking.

If you remember clearly, during this time, after reading an interesting article you could scroll down and read the slew of comments plastered on the site. What really annoyed (genuine) readers was a number of comments where webmasters would spam their links on any and every site- relevant or not. This included almost not actual "comment" on the article written above. This was the time where the internet allowed webmasters to simply post links anywhere it was accepted- directories, community blogs, comments sections on any site, etc. The interesting part was this tactic worked at this time, because it really did actually create traction. Google didn't do much about correcting this version of spam, until much later.

Nowadays, these forms of commenting to drive traffic to your site are almost impossible, as many sites have ways of spam blocking. It's so controlled now that even if you may genuinely think the comment you're posting is relevant and the link you're posting is relevant to the article written on that page, Google doesn't think so anymore. The value of those link backs truly doesn't do much for your ranks, even if the number of clicks is at a worthy number. One way around this may be to simply mention a site, without linking, and if the audience reading the comment finds it of value, they will simply type in the site in their search bar on their own time. It's a long shot, the value of doing this may be little to nothing- but there are some believers still out there putting in the hours to comment their sites.

People genuinely even made money off of schemes that did just that! Agencies who offered services that guaranteed a certain amount of link clicks to your site. They created bots who would post your link on those comments no one would read, post your links on an endless amount of directories and the list goes on... all for as low as \$69 a month! Cheap? Yes! Worth it? Hell no! These service ads were just as spammy as the work they produced, and they are even more useless today.

## 2010's

Google's Panda Update 2011- This update was Google's official first Panda update. It was a way of penalizing owners of websites that intentionally didn't follow Google's webmaster guidelines. This update affected 12 percent of sites on the web at the time, a colossal amount. The content farm type sites were the primary target. The sites who had an incredible amount of ads to content ratio were radically affected.

Google's Venice Update in 2012, is very seldom spoken about. Google updated the way its ranks were viewed by localizing results. It was the first major update that proved its loyalty to well-marketed powerhouse brands over their opponents.

Google's Penguin Update 2012- Possibly the toughest hits to link builders in internet history. This update targeted black hat link building strategies which struck about 3 percent of Google's index. This penalty targeted the over-optimized sites and have continued to catch sites with black hat links since 2012 and refresh every few months. This is why when you see SEO gurus advertising their services, they are constantly offering white hat links for building up your site's ranks.

The Penguin update was Google's way of simply rewarding websites who naturally created useful content. It gave those quality sites a chance to actually rank higher in the SERPs rather than those who manipulated the search engine results by using unnatural gimmicks. Although this was great news for the humble natural brands who've built up their empires equally outside the internet, it left the ones who were desperately trying to fake it till they make it, in the dust. Since this update, it has become nearly impossible to try and rank sites with un-qualitative content.

Though this came suddenly, Google initiated a slew of warnings that were viewable on their Webmaster Tools which reinforced their changes. It scared site owners and online marketers alike, could they have lost their edge in the online marketing world?

The Penguin update almost immediately devalued the once authoritative backlinks that were then considered spammy after the update. However, although this pushed many sites back who did have spammy links connected to their sites, Google also allowed these webmasters to correct their wrongs and the adjustments did find them back in the ranks.

It became a catch 22, it confused the SEO gurus who had created low-quality backlinks in the past to satisfy clients who needed traffic driven to their sites, quickly. The time element was strained because now gurus had to work on quality versus quantity and the time frames didn't change according to the clientele. They wanted results and they wanted them fast, just as it had been done in the years prior. This update scared many gurus away from the industry for good. But those of us who stuck around after this truly became stronger and smarter. We've figured out new strategies to please the almighty Google.

We also have to keep in mind, Google's number of updates truly did come down to quality control. Like with any business, if you see your company is losing its high-class quality because of a number of cheaters and manipulators, you become weary of what other users or customers may think. Quality control is part of any major brand, and Google was certainly playing in the big leagues, so there shouldn't be room for error. It's a blessing and a curse to see Google grow and change. Over the years the number of SEO gurus has definitely diminished (which means there are more clients to take hold of), but there's also a learning curve with every single update that occurs. Always challenging.

Google's ability to evaluate content become harder to track during this time. What made the content of quality? Does this article sound as if it was written to rank well? Or give quality content to the audience? How specific to the topic is it? Could it be too general? How is the anchor text devaluing my article? Will Google think I'm trying too hard? The stresses of coming up with the content of quality enough to appeal to the audience and to Google truly has become a magical skill.

## 2018

In present day link building, guest posting services receive gold stars all across Google's search index. It has proven again and again in being one of the highest rated and most valuable off-site link building tactic, since the very beginning, till now. It is one of the most safest methods of outreach link building.

To write an article and have it published on another site allows content to be viewed among a wider range of audience. This process allows quality content to be shared from an external publication and has virtually no risk of being penalized by any of Google's previous and even upcoming updates. As an off-site tactic for driving clicks to your site, this could quite possibly be the best.

If you're trying to create quality content but don't have a large enough audience to reach, it may be tougher to create natural links to your site. It's better to reach out to sites who have a large established audience already built up, as they do hold a level of authority in the ranks. Once a relationship has sparked, offering to guest post will automatically generate traffic to your site. Plus, you can offer this authoritative site quality content for their readers- a win, win. A foot in the door is all you need.

Creating quality content and publishing these articles or points to your own site and drawing traffic in that way remains to be the best tactic for link building. However, to build a necessary audience and drive traffic to a new site where no previous traffic was driven, outreach link building is a great way to do this. Jumping off that point, not just any content from guest writers are worthy. Because of the increase of guest posting and the popularity, it's driven by sites, major publishing outlets have skyrocketed their contributing writers' standards. The need to stay relevant and competitive among these guest posts is at the highest level it has ever been. This can all be recognized because of the value of link building and the heaviness it holds among Google's indexing.

An emphasis on content marketing has never been greater. SEO gurus and webmasters alike are investing in quality content marketing, more than they ever have in the past. This form of content will continue to rise each year, and yet, will continue to uphold even past any other update Google may launch. The main reason for even having a website is to provide content, whether it's informative or selling products/services. The Penguin update in 2012 may have unknowingly boosted the crave for quality content writers. If you are one, hone in your skill and know your value is much greater now than it ever has before. If you're an internet marketer, know the value of quality content and don't go cheap. Know the importance quality content allows for quality link building- the common factor? Quality!

Creating a backlink from a site with a high volume of traffic, allows the authority to be passed along from their site to yours. If the backlink is acquired from a high traffic site, a site in your similar field, that is an excellent way to drive a fraction of that traffic to yours. It will also create a sense of stability and build your credentials as a site on its way up in the SERPs. These types of links are by no means easy to get, however, the type of organic traffic that could be driven to your site from this tactic is endless. Your site will increase in authority and page clicks. This is especially useful once the content on the already authoritative site matches or is in parallel with your site. Example, if people are looking to buy baby cribs, they don't mind looking into a bunch of different sites who sell them before settling onto one.

The best and most natural way of generating a natural audience and a high traffic number of clicks, could all funnel down to two main topics. Produce quality content on-site and naturally gaining an audience from off-site link building. As a newly launched site, you're #1 goal is to produce (and continue producing) new, quality, entertaining, newsworthy content. Ask yourself these:

- Who's your audience?
- Their age?
- Their sex?
- Are you selling products or services?
- Is your site informational?
- What is your main goal?

Once you've mapped out the reasoning behind your site, it's up to you to now prove those things by giving your audience what they want- content.

As soon as you've established your site, it's time to reach out to other sites who've already established their sites and their audience. Now your site is in need of exposure, and there's no way of doing that just off luck. How do you drive traffic? How do you build the audience? The best way (not the easiest) is building quality backlinks that can drive traffic to your site.

It's all about diversifying your backlinks. You can't have too many reciprocated links. The work must be put in to create a lot of authoritative link backs. Google doesn't like if you have a large number of backlinks from one authoritative site, oddly enough, this is seen as a form of spam. It seems a bit odd to be getting traffic from one specific site, Google prefers you diversify your links to truly enrich your sites variety of audiences. It's all about acquiring the right audiences, not a specific audience you get from one site.

Webmasters quickly decided that buying links would be an easier route to walk down. Soon enough, the number of sites that formed who offered to post your links on their high-traffic driven site became a sure way of driving traffic onto yours.

This tactic became so popular that major brands started doing this to push their products to specific audiences, and so, the influencer was born! A single-individual who grew his/her audience to astounding numbers and suddenly found their followers shopping in the same places they do, wearing the same clothes they do, and so on. Influencers are today's walking advertisements, so of course, brands saw a perfect opportunity of gifting and paying these people to talk about how much they love their brand. These blogger outreach services were as simple as inserting a link of where to buy, and watch as the money and link clicks piled up. Fool proof? In Google's world, sure, in the Federal Trade Commission (FTC) world? Hell NO.

For once, Google isn't to blame here. According to the FTC, influencers had created a new way of manipulating consumers into thinking they actually loved the products they advertised, when in reality, the brand just paid for that placement. The FTC released its statements in early 2017 stating that all online influencers must indicate to their followers if the product they're pushing was paid for or not. By tagging, hashtagging, posting, commenting, the influencers slowly started stating their ad's using "#ad" or "#sponsored". Although these influencers still drive major brands (willing to pay a high-ticket price) for these placements, the trust and loyalty these influencers originally started with their followers, has decreased immensely.

These types of paid links aren't completely trackable by Google but are by the FTC. Feeling like you can't catch a break yet? Don't worry, theirs hope.

### **The Future**

A viable tactic that once worked terribly was link earning. This process is simply when content is produced, it would quite literally attract links to your site like a magnet, therefore you would earn a backlink share. This tactic is typically harder to wait for as it does take time to real in the types of hardcore links you may be striving for. However, because Google has done a bang-up job of discouraging those fast and spammy links that may have worked like magic in the past, it's time to focus on quality content. Hold on to this tactic in the future as it may be the fool proof way of naturally building quality link backs to your site. Plus, it keeps Google in your corner.

One thing to remember is to always approach link building from the perspective of your audience. Who is my audience? Will my audience want to read this? From there, create graphics or write content that will be incredibly useful to your audience who will then find it useful enough to share with their audiences. Boom, you've then successfully created tons of natural link backs to your site and you've scored a loyal reader. PLUS, when your audience visits your site, they will be happy with the consistency of the quality content.

Publishing and being active on a certain type of business directory is still incredibly helpful for a local business (Yelp). This also leads into the importance of real reviews! Perhaps another form of Yelp will come along in the future, but the importance of real reviews is staying for good. Be sure to always give your audience an opportunity to review your products and services, one good review is all it takes to sway another buy!

Social Media is quite literally the holy grail of creating tons of link backs to your site. Sometimes millions of clicks can be generated if your content goes viral (i.e. Hitting the internet lottery). Don't sleep on this tactic as it could a huge reason feeding your demise. Be where your audience is, communicate, generate content, feed their content hungry minds among as many social platforms you can manage. People will follow you and share your content with their audience and sometimes the sharing could spread like wildfire (with just one fantastic piece of content). Tons of followers means tons of clicks; it really is that simple. Social media is here to stay and although 30 years from now Facebook, Instagram and Twitter may be gone... there will be tons of similar social outlets that will replace them. The age of the mass audience is dead, how are you connecting with the individuals in your audience? How are you connecting to your specific audience?

Social Media has also opened a whole world of possibilities in terms of driving traffic to any site. It is, now, the best way to drive people to your site. Aside from the above link building strategies already mentioned, it's also the way you present your content to the world of social media that could better drive your traffic. The idea behind posting snippets of your content is a new and improved way of sharing that free content that your audience craves. The secret is to not sell to your audience but to merely show them what they may be missing from their life. Give them a taste of what they want and they will flock to your site if done correctly. When you scroll through your Facebook timeline, how many times do you see an article shared by your friend? Or a video or a funny cat? Or a cool new way to cook chicken and veggies? Sure, out of the thousands that may see that content, many won't care to click to view more... but the audience you're trying so desperately to attract will. It is now about building a quality audience it's not about numbers! It's about the loyalty of those numbers! If you have 15K people viewing your site every month and you're only receiving about 3K in orders, this can be incredibly frustrating. as opposed to

having 5K viewers and 3K in orders. You know you can reel in those buyers again next time. Quality. Allow your web pages to gain audience relevant to your site.

The intro to these types of shares, the snippets of content featured on social media, have immensely increased the ability to have a higher click through rate (CTR).

There are a few things you must watch out for when doing your best to acquire quality back links. Google has a few rules that may (in a way) go against their initial rules. If you work your best and cultivate a relationship with an authoritative website and you've successfully integrated your content on their page and linking back to your site, over-time you will see the weight of your links will drop. You will find that your site will lose its linking power with that site. The reason for this is Google doesn't like when you acquire backlinks from the same domain too many times. It also doesn't like with you acquire links from far too many domains that are considered of a low-authority. This can be seen as manipulative.

Google isn't out to get you, online marketer. The one job it has, since the very beginning, was to provide quality content to its users, it hasn't changed its original concept. You are the one making it hard for Google, but guess what? Google's smarter than you and will continuously evolve and catch whichever get rich quick tactic you may be thinking of. The end goal is this; to reward sites that simply follow their rules. So, do it. No matter the updates and no matter the new strategies that will come up in future SEO services, link building has and always will remain a key element in ranking up naturally in the search engine result pages. This tactic has stood the test of time and will drive the right amount of traction to your site. The future consists of focused customer targeting, using social media to attract and generate tons of interactions reposts, retweets, likes, shares, comments, etc. Do what's right for your site and take the time to attract the right audience for you, numbers are good, but quality numbers are better.

### ***Which Digital Marketing Tactics Can Help Boost My Brand? (informal tone)***

As society continues to grow in the digital realm, print marketing is quickly losing its engagement and audience reach. Businesses who are continuing to thrive in this culture have made the switch to digital marketing.

Email marketing, digital advertising, social media marketing, online pamphlets and much more can all be categorized under digital marketing tactics. All of these strategies are not always necessarily used to 'sell' a product to a consumer, but rather to catch the consumers attention. These repetitive tactics can ensure your audience thinks about your brand when they think of the best 'French Fries' or 'Vacuum Cleaners' or even 'Healthy Dog Food.'

What's the right and the wrong way to attract your audience digitally? In this short period, where businesses have tested individual approaches, they have found some positive ways to captivate their audience and convert their interest into sales. They've also found negative ways to attract viewers and ways to turn their audiences away from their brand as well.

Here are some excellent starting points to help get you set up for digitally elevating your business to attract the audience you need.

1. Create a stunning and user-experience friendly website, plus search engine optimization (SEO)
2. Develop a digital content strategy
3. Find creative ways to promote your site on social media
4. Effectively pay for digital advertising
5. Measure your advances and adjust accordingly

#### **Create A Website**

Your brand's website is your company's home base. If you are trying to sell something remarkable, but you don't have a unique site to back it up, then you'll likely lose out on a lot of sales. Your website is the foundation of your business and the information point where your audience can look up your products to find more information.

#### **The User Experience of Your Website**

The most important aspect of your website is ensuring it's easy to use with content that is easy to follow. You want to assume your audience has no idea what your selling. The more information you can give them with easy to read verbiage, the easier it will be to sell your product. The user experience (UX) of your website is based solely on the design. You want to be sure the audience doesn't have any trouble maneuvering through your site. The best way to test your site is to ask a small group of people who have never seen your site, to go through and give you pointers on parts they may find confusing. One of the biggest mistakes a business owner with a website does is he or she doesn't test their site with other people. It's important to remember that just because it is a website that is easy for you to maneuver, doesn't mean it's the same for someone else.

#### **Search Engine Optimization (SEO)**

For all online marketers, SEO is an incredibly familiar term. Search engine optimization uses information from your website to maximize the number of website visitors by ensuring your website appears high on search engine results. For example, if a customer searches "best vacuum cleaners" on Google, you want your website to show up on the 1st page of those Google results if you sell vacuum cleaners. How can you ensure this?

There are two forms of SEO, on & off-site SEO. On-site SEO is implementing the use of keywords or sentences that your audience may use to search up on Google, Bing & Yahoo. Meaning, you can ensure the phrase, “This is the best vacuum cleaner on the internet,” is somewhere on your website to help boost your keyword match. You can do this by writing blog posts about your products on your site as well as ensuring your titles, meta descriptions, and other elements include these keywords.

Off-site SEO is a bit more complicated, as it involved other more ‘authoritative’ websites. The goal with off-site SEO is to try to get a high-traffic website to link back to your site using a backlink to connect inbound links to you. SEO, in general, may be a more complex tactic to work with, however, with some practice, it will be worth every ounce of effort you spend on it.

### **Digital Content Strategy**

Providing your audience content that they can value you from is key to a successful website. Now that you’ve created a stunning website that is starting to receive some traffic, it can be extremely beneficial to attract a bigger audience by creating high-quality, valuable, and target specific content that can attract the right visitors to your website. Worthy content can drive the traffic to your site which can turn into leads and sales. Content development is a productive strategy to follow, and it may be worth some money to invest in a content writer who can provide quality content for your site.

### **Social Media Approach**

One of the best ways to reach an online audience is by advertising through social media marketing. There are a few ways a business can push their products or services through social media. The best way to reach your target audience is by coming up with a list of hashtags that go along with your brand image and follow the tags by ‘liking’ and ‘commenting’ on people who use these same hashtags. The idea behind this first strategy is to allow your audience to become familiar with your brand using innovative ways to sell the products. Your social media accounts should be a platform in which a customer could ask a question and have it answered instantly.

A brand can also spend some money on advertising their social media accounts in the digital marketing realm. If you are having a hard time in building your follower count and don’t have a large audience to advertise yet, you can pay to push your posts to reach a broader audience. Funding for social media posts is a great way to spend your advertising dollars. Robust platforms like Facebook, Twitter, Instagram, and LinkedIn are great platforms to reach a wider audience. Take the time to build each platform and check it daily. There are great social media managing tools that can help assist you in keeping each platform updated, like HootSuite. HootSuite allows its users to manage multiple social accounts and platforms in one space. You can also pay for an advanced subscription that can give you access to more tools as well.

### **Pay for Adverts**

In digital marketing, paying for advertisements may be a little bit daunting if you are not familiar with the popular methods. In today’s digital marketing world, tons of brands are moving away from conventional advertising (billboards, magazine, TV, radio) and instead are paying for influencer marketing campaigns.

Influencer marketing is one of the most modern and more functional ways to attract an audience using an influencer who has tons of followers. If you are selling a vacuum cleaner, for example, you may want to stay away from influencers who’s target audience is more shoe based. Instead, it may be a great idea to pay for an influencer campaign with someone whose target audience is home improvement or home décor. This is a great way to tap into an audience who otherwise may not have seen your vacuum cleaner on any other platforms.

Another way to pay for advertising in digital marketing is paying for Google Adwords. Google Adwords is a form of advertising created by Google that allows advertisers to pay to display their website link and a short bio of their site to the search engine users. This type of advertising means when a user types in a keyword or words like “best vacuum cleaner” your website will pop up first with an AD tag below the link. It’s a great way to ensure your audience notices your brand name and the product or services you may be selling. Bing Ads work the same way, except the ad is placed on the Bing search engine instead.

YouTube advertising is a fantastic way to reach your target audience as well. You can choose specific bloggers or pages to advertise on, and your video advertisement will play before the blogger’s video starts. For YouTube’s advertising, however, you should ensure an excellent production of your video ad, otherwise, you will lose viewers based off of quality. Be sure the video is sharp, short, creative and entertaining to gain an audience’s attention. This goes for all forms of digital marketing and advertising.

### **Measure your Advances**

Once you’ve created a stunning website and have search engine optimized it, developed a content strategy, started promoting on social media, and paid for a form of digital advertising you need to ensure all of these tactics are converting into sales. It’s important to measure your advances and pay attention to all of your digital marketing campaigns to see which version(s) are getting you the most return on your investment (ROI). The best part about digital marketing is being able to measure the clicks on your website along with figuring out exactly where the clicks are coming from.

Take some time in learning what you can do to better your efforts in digital marketing. The points listed above can get you started in the most popular forms of digital advertising and marketing. The best way to ensure an audience boost is to stay active on social media and provide quality content for your readers. The more content your brand can produce, the more digital traffic you can stir up!

### ***What Are Dental Implants? (formal & educational tone)***

It can be tough to feel confident in your smile when you have missing teeth. Not only do these empty spaces affect the look of your smile, but it can also cause serious health problems down the line. If a missing tooth is left un-replaced, the jawbone below the empty cavity will start to deteriorate. This can prematurely age the patient by sagging the skin from the outside. One of the greatest ways to restore the look and health of your smile is with a dental implant.

A dental implant is a titanium post that is surgically inserted into the empty cavity in a patient's smile. The post is positioned directly into the jawbone and allowed healing time for it to fuse with the bone itself. Titanium is the only metal that can fuse with human bone and is known to be used in other major surgeries, such as hip replacements. When this material is used in the dental industry, it allows the jawbone to regain strength, enough to allow for a replacement tooth to permanently sit on. This is the only procedure that can permanently replace a missing tooth. Not only does a dental implant provide the look of a great smile, but also provides the necessary strength for everyday use for 20+ years.

### **Dental Implants: How Do They Work?**

As mentioned above, dental implants are made up of an important material called titanium. This material is used to create the piece that will be surgically drilled into the patient's mouth, the implant post. This piece fuses with the jawbone to allow strength and stability for the replacement tooth to sit on. Not only can a single tooth be replaced, but multiple teeth can also be replaced with a dental bridge or denture. The implant allows this replacement option to sit snug with no worry of it slipping out or shifting. This allows the patient to be comfortable and confident while talking or chewing. The implant post acts as the needed foundation, as an artificial tooth root. Many patients won't be able to tell the difference between their natural or artificial teeth with implants.

### **Who Can Be A Candidate for Dental Implants?**

In most cases, a dental implant can be used to replace any missing teeth. However, there are some patients who may need a bone graft surgery prior to the dental implant procedure. A bone graft would be necessary if their jaw bone is not strong enough to withstand the pressure of the titanium post. If a tooth is not replaced, the jawbone below the gum line will start to deteriorate, this is usually due to lack of pressure being applied to that area.

If a patient has a soft bone tissue or too large of a deteriorated jawbone, perhaps this patient may not be a candidate for dental implants. Additionally, poor dental or overall health can also be a concern if a patient is interested in becoming a dental implant candidate.

### **How Long Do Dental Implants Last?**

Unlike other tooth replacement options, dental implants are permanent. Many patients have noticed their implants lasting for over 20+ years without the need for replacement. It is the greatest option for permanent tooth replacement as it mimics the look and feel of a natural tooth, as well as keeping your jawbone from deteriorating.

Don't let the look of missing teeth drag your confidence down and talk to your dentist about dental implant options.

### ***SKG New Generation Wide Chute Juicer Review (informal tone)***

The SKG wide chute juicer is a 240W powerhouse machine that is designed with extraordinarily modern parts and a shiny piano paint job to give your kitchen the elegant touch it craves. This juicer isn't only pretty to look at, but it boasts a 16 lbs. body, making it one of the sturdiest juicers in the juice making industry.

The SKG's New Generation Wide chute presents a fantastic three-inch wide chute feed, which gives you a bigger opening to insert bigger chunks of food all at once. The speed is steady at 60 RPM which typically is slower than typical masticating juicers; however, this gives more time to extract the juice from your foods entirely- you can be sure not one drop will go to waste! The slow speed also minimizes oxidation, which keeps the nutrients intact and in your juice, where they belong! Until, of course, they reach your body.

#### **What We Like & What We Don't**

There are quite a few aspects of this juicer that we adore. Firstly, it has incredible resistance to clogging. The big mouth wide chute makes it easier to juice, prevents oxidation, and is easier to clean. When there is minimal oxidation the juice is much more nutritious, it tastes fresher and better and lasts much longer than an average juice pressed by a heated juicer. The little clogging is all thanks to the wide chute. If ever you do find your juicer has clogged, you may press the REV (reverse rotation) button for a few moments while it unclogs. It also features a sealed juicing space that is completely drip free, this again keeps all vital health benefits in, until you're ready to drink them up.

It saves us time on the prepping side as the larger chute offers a bigger feeding opening and decreases time we would use on chopping up foods (our tired chopping hands are thankful for this as well). The low speed of this juicer gives its users more bang for their buck as you can be assured this machine will get most of the minerals and vitamins out of your produce.

The values you can expect from this juicer are endless. You can expect a high juice yield of an orange 85-90%, pear 78-83%, apple 65-75%, celery 65-70%, carrot 42-47%. It has the ability to make sorbet and tofu as well. Sometimes you will find pulp in the juice, which in many cases (if you're a pulp lover) this is a pleasant surprise. Finding some pulp in your juice is common in masticating juicers. However, if this happens and you're not happy about it, you can simply use a filter to strain out the juice you want, it doesn't add too much time during your juicing period. If you do decide to use these bits (which we highly recommend as they are packed with nutrients), this pulp can then be used in soups, rice, cakes, and much more. Again, the pulp we're discussing at this moment is not the same as the tough fiber pulp that is discarded through the exit of the machine. Those bits should be tossed out right away as all of their nutrients have already been extracted, there's no need to keep them around for any reason.

The size of this juicer isn't made for a one-person family unless you're a hardcore juicer (in which case, more power to you). It's perfect for a family of four who is looking to shift to or maintain a healthy juicing lifestyle. Unfortunately, with the size, the weight has to accommodate- meaning this is a much heavier juicing machine. Wherever you decide to park it, it's probably best to leave it there, as it's permanent residence. In addition to the size and weight, this machine isn't necessarily the quietest, however, you wouldn't expect this as it is a powerhouse boss machine made for juicing the toughest foods, and to be honest, with the quality you get with this juicer, I don't mind a little bit of noise. It's also extraordinarily safe, as the system automatically shuts off if the motor starts to overwork and overheat. The juicer may shut off if the power supply is unstable or if it was assembled incorrectly. If or

when this happens, you must be patient, as this will lock the machine for one hour- perhaps not ideal if you're in a rush!

Warranties always give us a higher incentive on purchasing, because we want to feel protected if we make a big purchase, plus this is not a cheap machine. The warranty is fantastic on the SKG New Generation Wide Chute Juicer as it offers five years on all parts and ten years warranty on the motor and main body. Thanks to that guarantee, we feel inclined to even buy these as gifts for other families!

### **Final Thoughts**

If you're looking for the best juicer on the market, the SKG New Generation Wide Chute should be at the top of your list. This machine is exceptionally sturdy and heavy and proves its quality just by its weight and size. However, with all that kitchen counter space that's lost, the juicer will do exactly what you purchased it for-juice out the foods you give it. This is not just any large juicer, this one claims to keep most of the nutrients in your healthy juices – and it does! We love the sleek and modern design of this red juicer and looks fantastic on our kitchen countertops. As much as we want to be efficient and juice to stay happy and healthy, we also don't mind the touch of elegance it gives with its chunky body design. Who says kitchenware had to be ugly? Not SKG!

### ***Shun DMS400 Classic 4-Piece Steak-Knife Set Review (informal tone)***

Let's be serious for a moment; an elegant steak dinner wouldn't be classy without the most luxurious piece of cutlery tool, a quality steak knife. In particular, a Shun DMS400 Classic knife. When you remove a deliciously cooked steak off the heat, you allow the piece to rest, and to ensure your steaks are the very best; you can use a laser-sharp steak knife to keep the flavor of the juices where they belong, inside the steak, and soon in your mouth- not pooled in your plate!

The Shun DMS400 Classic steak knife set is unlike any other on the market. These knives are hand-sharpened to a 16-degree edge on each side, making it impossible not to glide through your steak, allowing the blade to minimize the cutting of capillaries in the meat and full summary, will keep more of the juices inside the steak. The difference with these steak knives will blow you away with their precision and ability to glide through any steak, like warm butter.

The Shun Cutlery Classic set is made of four beautifully crafted steak knives and comes in a gorgeous matching box, perfect for gifting the chef or home cooking enthusiast in your life. If you're looking to purchase these for yourself, they're perfect for an elegant four-person dinner party, and the quality box could easily be used as a storage box! We actually love the box set so much we love to display it out where everyone can see, weird? Maybe. Showing off? Definitely.

#### **Structure of Shun's Classic Steak Knives**

This steak knife set is handcrafted in Japan and fashioned with excellence with a tasteful and contemporary traditional design. Many of the highest quality steak knife sets are manufactured and made in Japan, however, different companies enjoy showing off their particular kind of steel they've produced for perfect quality knives.

Made with a VG-MAX core, commonly known as "super steel" and is surrounded by layered Damascus cladding which ultimately provides stain resistance and protection of the core. The Damascus style reduces sticking to any meat and results in less damage to the meat when cutting for faster prep times and quick bites. The reason for the blade is it's cutting ability- isn't it?

The four-blade set features whopping 4 3/4" blades on each handle for a disappointment-free dinner. Each knife structures a thin, 16-degree angle blade which is the closest to razor-sharp as you can get with the quality and of the Shun's name. The blades are completed with a D-shaped ebony Pakkawood handles, which are sure to match any table setting both elegant, modern and stylish. Perfect for you, we know. Best of all, the Shun's satisfaction guarantee is backed by a manufacturer's limited lifetime warranty. Nothing truly beats lifetime warranty for a worry and stress-free purchase.

One of our favorite characteristics of these knives is the real contemporary vibe you feel with them. The look of these knives are a look of pure extravagance. The "D" shaped handles add the edge needed to add comfort in the grip. The sophisticated look truly is the winner with these knives. In our fair share of research, we've decided in terms of looks, this knife set takes the cake.

#### **What We Love & What We Don't**

We love this set so much that we're slightly offended they would have this available for purchase with only four pieces to work with. At this price point, chefs and home cooks all around expect a little more in terms of quantity. Quality cutlery is hard to come by at a decent price point and this set is no different in that aspect.

On the other hand, the quality presented in this steak knife set is unlike any other. The modern, classic, sleek look and grip to this set is a luxury lovers dream. They are a pure pleasure to use, and the grip is firm and comfortable without feeling too casual. Let's just say, if you're using these knives, it's not an ordinary dinner with the TV on in your PJ's! Shun also offers a free sharpening service for as long as you own them, a fantastic deal if you ask me! And if you live near a store you may bring them in and they will sharpen two knives while you wait, and for two or more, they will guarantee the rest sharpened by the next day for pick up, now that's luxury!

There's a definite feeling that chefs and home cooks alike have when using them. There's an understanding that the knives sitting idly in your silverware drawer do not even come close in comparison to the Shun Classic Set. This set is so well loved across the nation that they're press coverage speaks for them. They've been featured in Oprah's O Magazine, Clean Eating Magazine, Country Living Magazine, Yahoo Food, Martha Stewart Weddings, Weight Watchers, Dr. Oz's The Good Life and many more! There's a reason the editors and food feature writers are obsessed with writing about the Shun's Classic set; it's incredible in so many aspects. The elegance and the quality are perfect to create the atmosphere around a great steak dinner.

### **Final Thoughts**

This Asian inspired steak knife set that's come from the Shun's Classic cutlery line is impressive, just by the level of handmade craftsmanship. With the clear nod to the hand-forged knives of ancient Japan, this gorgeous classic set is made with exactly the perfect amount of super steel needed to give these knives the extra strength for your needs. The layered cladding provides stain resistance as it protects the core. Best of all? The elegant style of this set will have you calling all the neighbors over for a fancy steak dinner; it doesn't hurt to show off every once in a while. Unless you're throwing a barbeque with foam plates and plastic cups, otherwise, this set will fit any special occasion!