

The slide features decorative watercolor floral illustrations in the four corners. The flowers are in shades of orange, yellow, and purple, with green leaves. The central text is enclosed in a light purple rectangular frame.

多媒体的类型

跨境B2C 老刘 出品

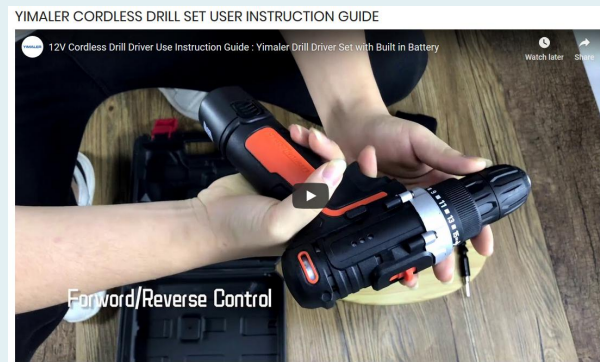
不同种类的多媒体形式的简单介绍

多媒体有哪些？

图片



视频

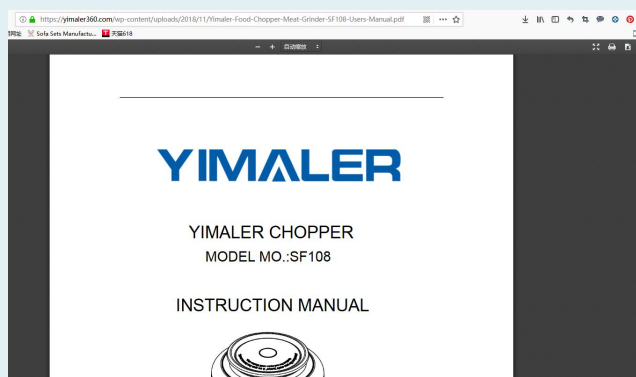
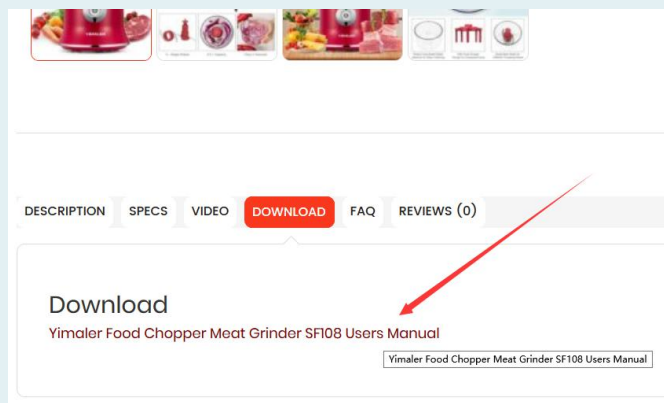


音频



除了，图片，视频，音频，
还有哪些多媒体呢？

除了，图片，视频，音频，还有哪些多媒体呢？



PDF电子书（平常多用于说明书）

以下为近期谷歌搜索PDF说明书的数据

https://yimaler360.com/wp-content/uploads/2018/11/Yimaler-Food-Chopper-Meat-Grinder-SF108-Users-Manual.pdf	4	87
https://yimaler360.com/wp-content/uploads/2018/08/yimaler-juice-extractor-instruction-manual.pdf	2	164

除了以上介绍的,还有哪些多媒体呢?



作为文档格式, 除了前面说到的PDF,

这里百度还列出了

DOC(word格式), PPT, TXT, XLS(excel格式)

继续，多媒体的更多格式？



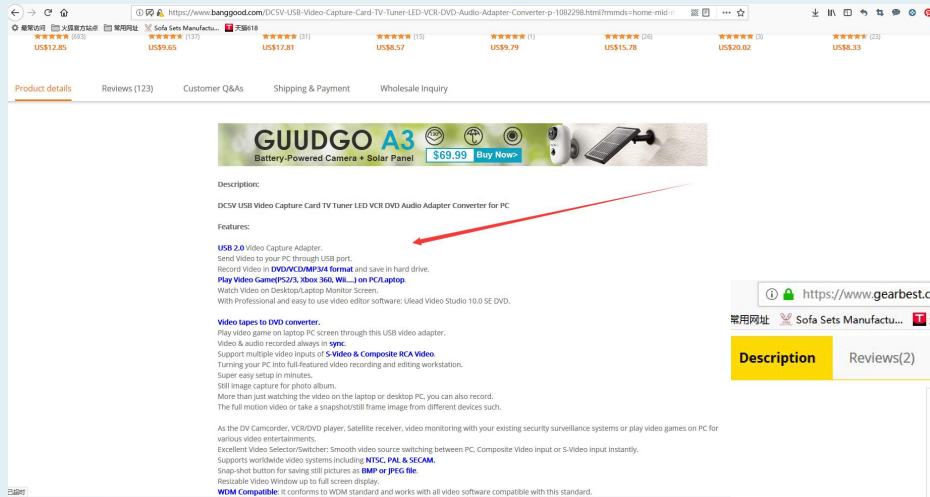
infographic



百度百科，简称为**信息图**，因为这个在国外已经很流行，最近才国内有些了解。

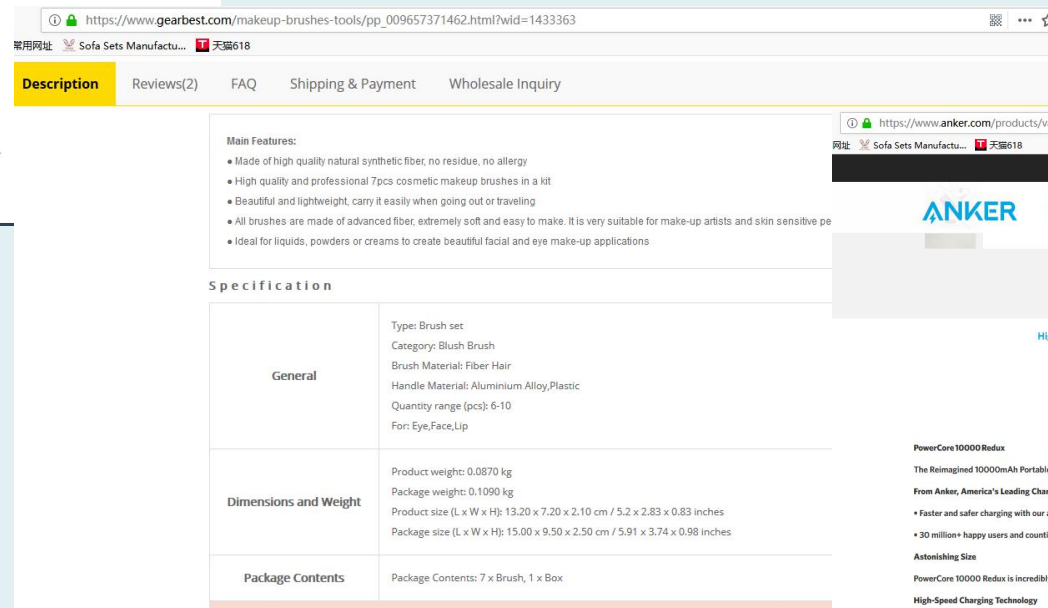
最后，多媒体的最原始简单格式 - 文字

banggood.com 广州棒谷

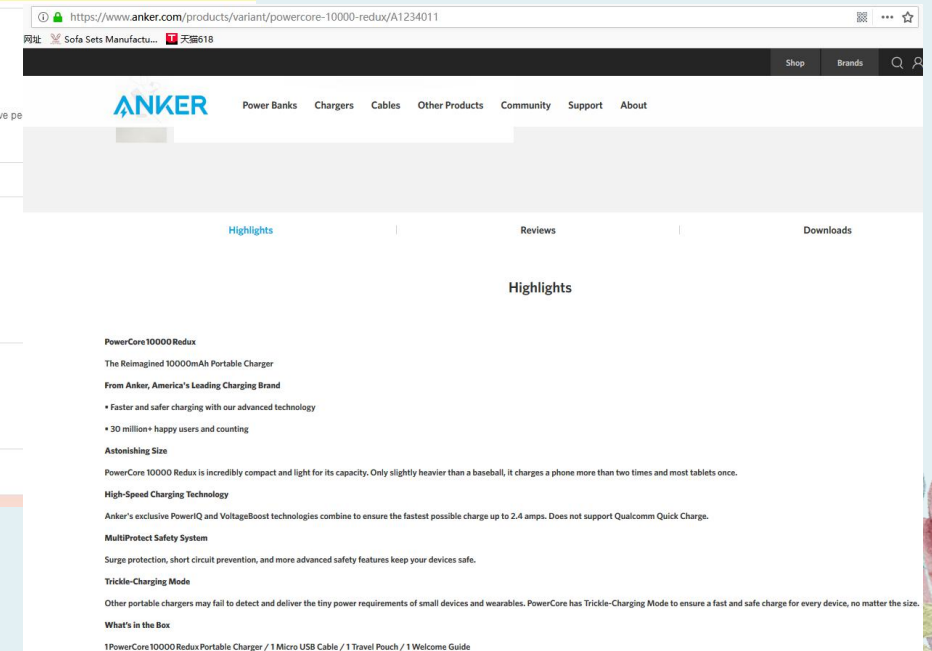


几大知名电商的产品详情页，除了部分推荐产品外，大部分都是文字放在产品描述的靠前面，而且文字内容不少。

gearbest.com 环球易购



anker.com 安克





重要性及运用

谈到了这些多媒体格式，下面再谈一下他们的重要性及一些运用？



重要性1: 文字

- 文字看似平凡，它是媒体信息传播中最基础的，也是搜索引擎算法系统最易理解解析的媒体。
- 比如：一个详情页的标题，肯定是文字，而且非常重要。
- 详情页的文字内容排版也是基础优化排名的重点。
- 包含文字数量，文字副标题 H2, H3, H4 的使用，重点文字句子加粗。

Yimaler HD Car Backup Camera Highlighted Features:

- ▶ **Yimaler CAR REAR VIEW CAMERA** apply to voltage 12V DC power, fits easily on your license plate and features the latest in safety technology. (PLEASE NOTICE: SCREEN NOT INCLUDED)
- ▶ **PREMIUM QUALITY:** Zinc black chrome shell, IP 68 Marine grade waterproof, shockproof, enjoy superior functionality even when rain dogs and cats. Operating temperature range from -30 °C to 75 °C, fully in line with the car driving environment.
- ▶ **PERFECT VIEW:** Provide a large 170°view to effectively eliminate blind spots, 8 auto-lighting LED lights & internal COMS sensor makes your night vision as bright as daylight.
- ▶ **HIGH DEFINITION:** With 4 layer nano filter glass, 720 X 540 Pixels, 520 TV Lines.
- ▶ **1 YEAR WARRANTY:** Easy installation, perfect for all vehicles such as pickup truck, bus, Van etc. Hassle-free replacement or money back during the warranty. If you have any problems, please feel free to contact us, Yimaler is glad to serve for you at any time.

More Features:

Yimaler Car Backup Camera greatly helps to reverse your vehicles, especially for night vision. Comes with a 170-degree adjustable high definition color screen, 8 auto-LED night vision, IP 68 marine grade waterproof, shockproof, zinc black chrome shell. It can work normally in various weather conditions for all cars, provides a large view field to eliminate blind spots, guarantees much safer driving for you and your family.

Please Don't Worry:

All Necessary Installation Cables/Wires are Included.

Installation:

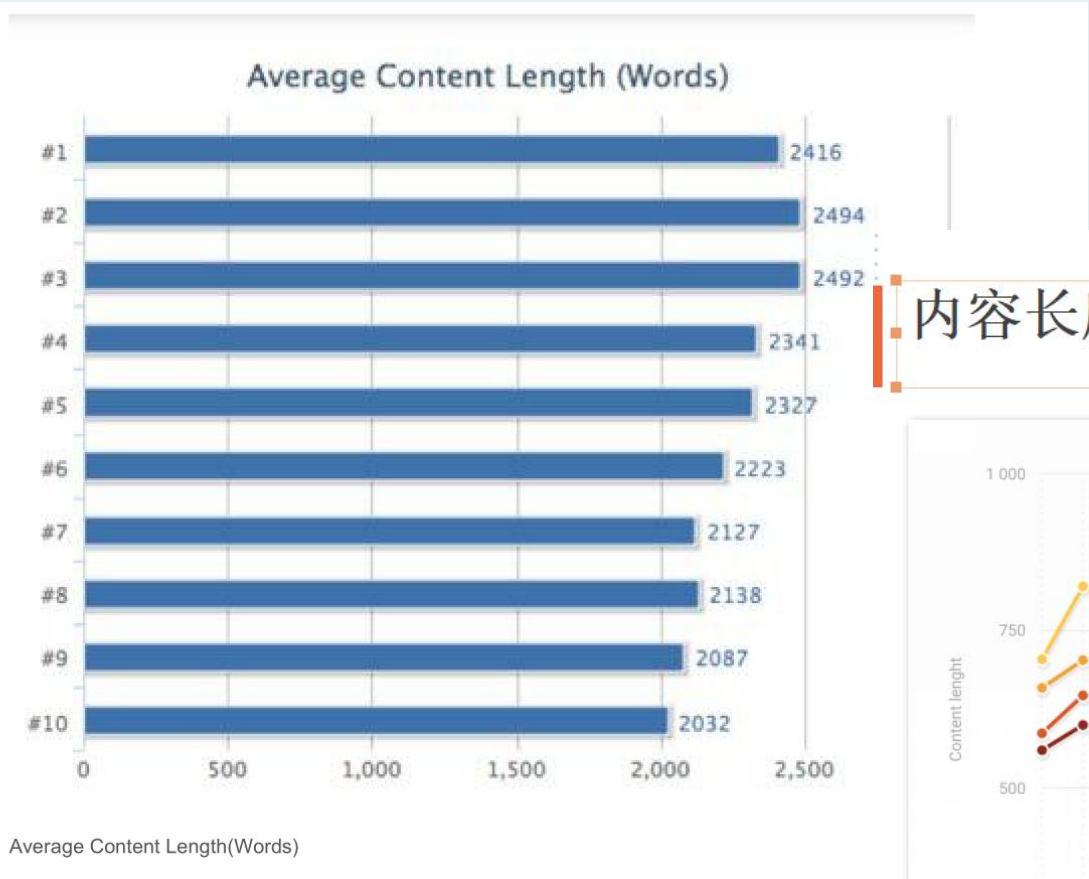
Please browse the details pages carefully.

H3副标题

重点关键词文字或句子 字体加粗

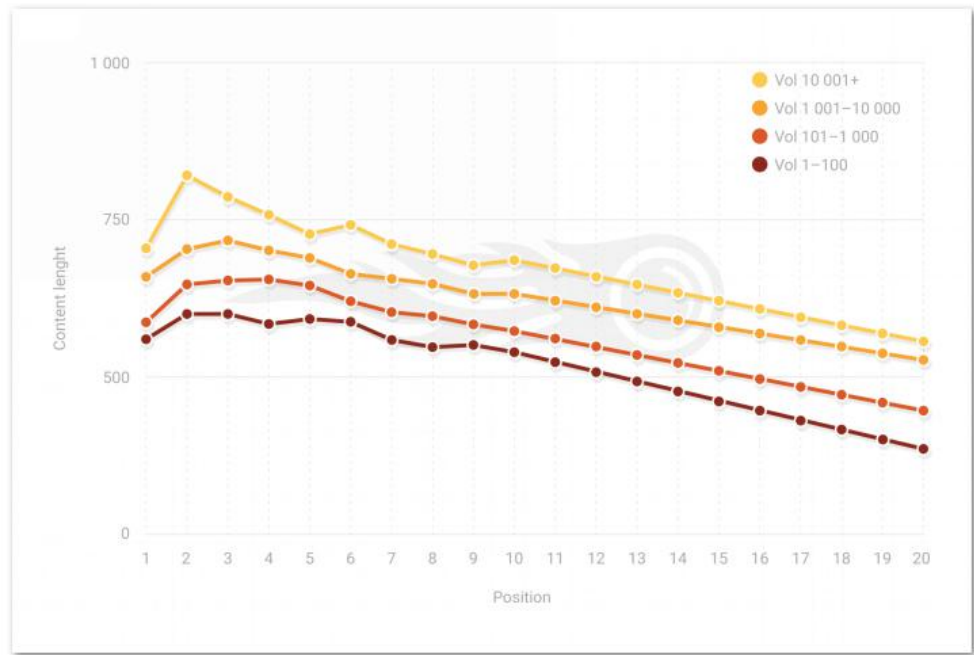
```
<div class="clear"></div>
<div class="tab-content">
  <div id="tab-description" class="tab-pane active">
    <h2>Description</h2>
    <h3></h3>
    <div class="entry-content-asset"></div>
    <div class="entry-content-asset"></div>
    <h3>Yimaler HD Car Backup Camera Highlighted Features</h3>
    <ul class="a-unordered-list a-vertical a-spacing-normal">
      <li>
        <span class="a-list-item">
          <strong>Yimaler CAR REAR VIEW CAMERA</strong> apply to voltage 12V DC power, fits easily on your license plate and features the latest in safety technology. (PLEASE NOTICE: SCREEN NOT INCLUDED)
        </span>
      </li>
    </ul>
  </div>
</div>
```


谷歌提供的一份数据列表（表明搜索排名较好的前10位文字数量均超过2000词）



内容长度

另一份数据：黄色区域的文字有1000~10000词，及10000+以上的词，排名都比内容长度少的排名更靠前



在所有搜索量组中，排名前3位的内容长度比排名第20位的内容长度长45%。

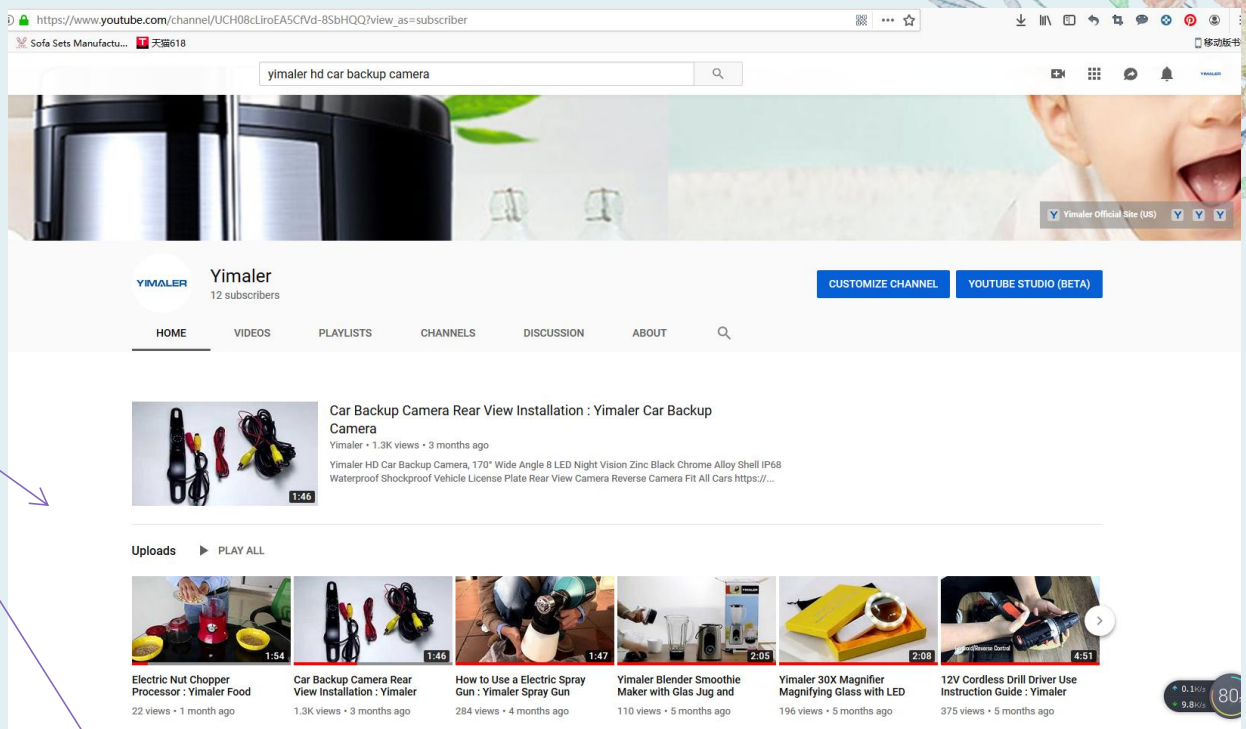
重要性2: 视频

对于亚马逊推广而言，分为站内视频和站外视频。

总体来说，亚马逊站内视频比站外视频更重要。站内视频可以增加页面访客留存时间，对提升排名和转化都有好处。

站外视频，则是综合的，特别是品牌方面，既能引流，又能提升品牌知名度及客户认可度。

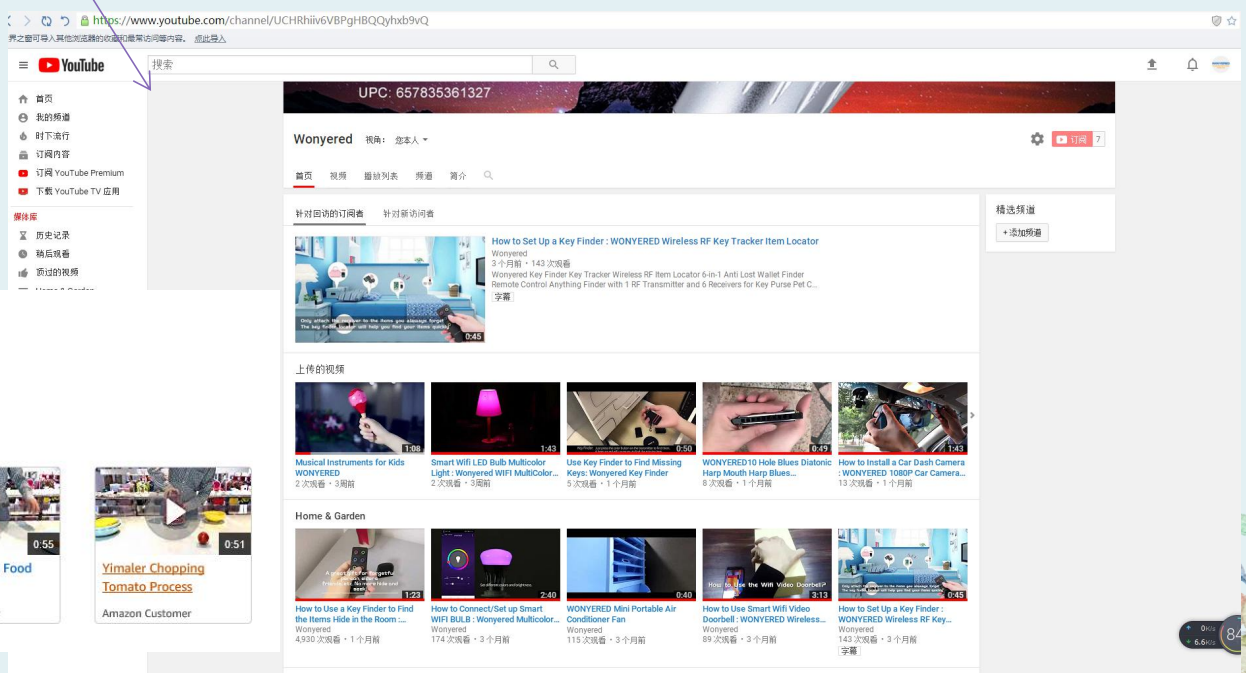
站外视频



站内视频

Best Sellers Rank	#40,296 in Kitchen & Dining (See Top 100 in Kitchen & Dining) #55 in Food Processors
Date first listed on Amazon	October 20, 2018

Related Video Shorts | Upload your video



https://www.alexa.com/topsites

全球网站流量排名数据, (youtube视频站排名第二)

The top 500 sites on the web

Global By Country By Category

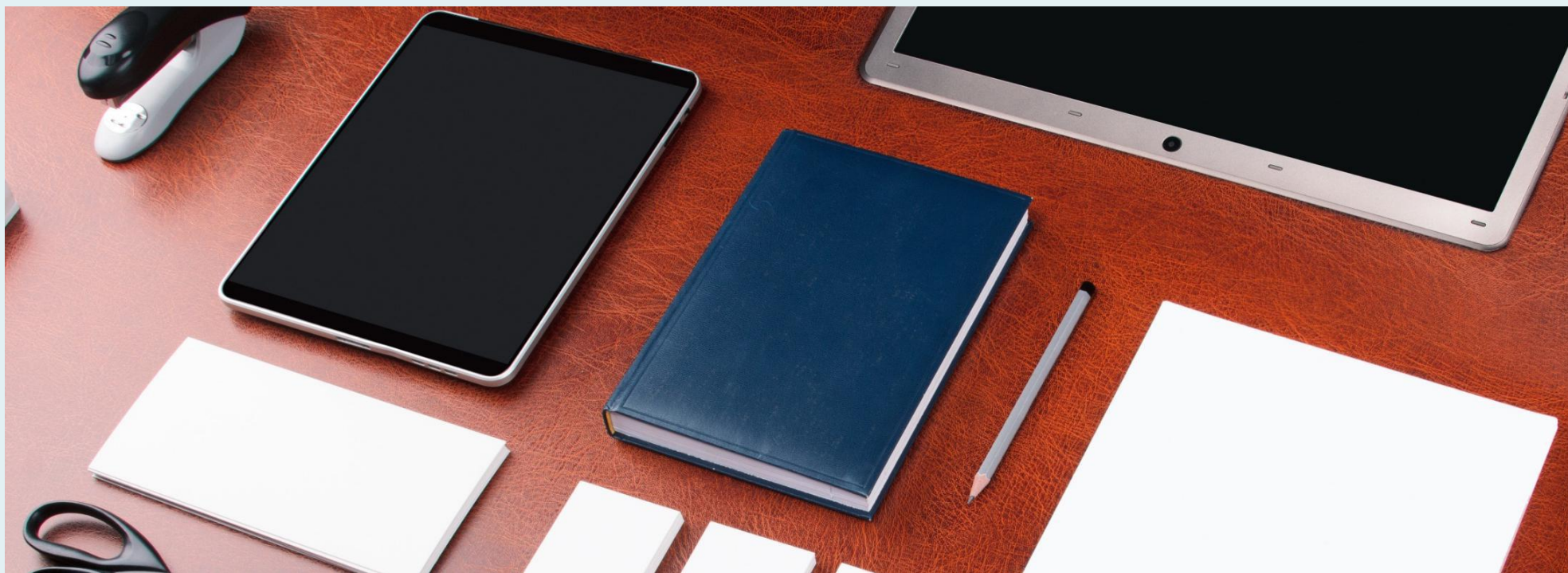
Showing 50 of 500 results

Want access to the complete list?

Site	Daily Time on Site	Daily Pageviews per Visitor
1 Google.com Enables users to search the world's information, including webpages, images, and videos. Offers... More	8:07	10.71
2 Youtube.com YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... More	8:37	4.96
3 Facebook.com A social utility that connects people, to keep up with friends, upload photos, share links and ... More	9:21	3.92

重要性3： 图片

图片的重要性不言而喻，这个大家都知道，网站主图，以及产品详情页主图的设计好坏，会影响到很多数据，比如跳出率，转化率等。



图片优化的注意事项：

- 图片的尺寸目前都到了至少1000x1000px
- 图片的大小尽量要控制，因为会影响网页的加载速度，独立站一般都控制在150K以下。第三方电商网站有CDN加速，但也尽量不要太大，建议尽量也在200K以下为好。
- 图片的命名：上传之前尽量都以品牌词+关键词命名好，再上传上去。
- 独立站，图片的alt, title也可以做更多优化。
- 图片的设计原则：除了纯产品展示或包装图外。其他设计图尽量包含应用场景，包含出现人物的图会更加有利于吸引转化。
- 例如：



第三方学习了解的数据：

一定要包括图片



带图片的文章能比不带图片的文章获得
多出 **94%** 的访问量和参与度。

重要性4: infographic

如右图，一篇文章中的节选，这个就是infographic配合文字做的文章。是否会比一般的文章显得更清晰特别呢？

infographic制作工具，其实大家的手机里可能都有一些app制作工具。

这里介绍2个：

<https://www.canva.cn/>

<https://www.chuangkit.com/> (创客贴)

2、用户体验 (PC端和移动端)



目前而言，谷歌移动友好度算法 (Mobilegeddon) 还未给移动搜索排名带来太大的影响，不过在搜索结果TOP 30的站点中，移动友好度高的站点数量在不断的增加。从我们的调查结果中也可以看出，采用响应式设计的站点在搜索引擎排名中更具优势。随着移动互联网用户数量的逐步增长，改善站点在不同移动设备的兼容性、提高站点移动设备友好度也愈发重要。

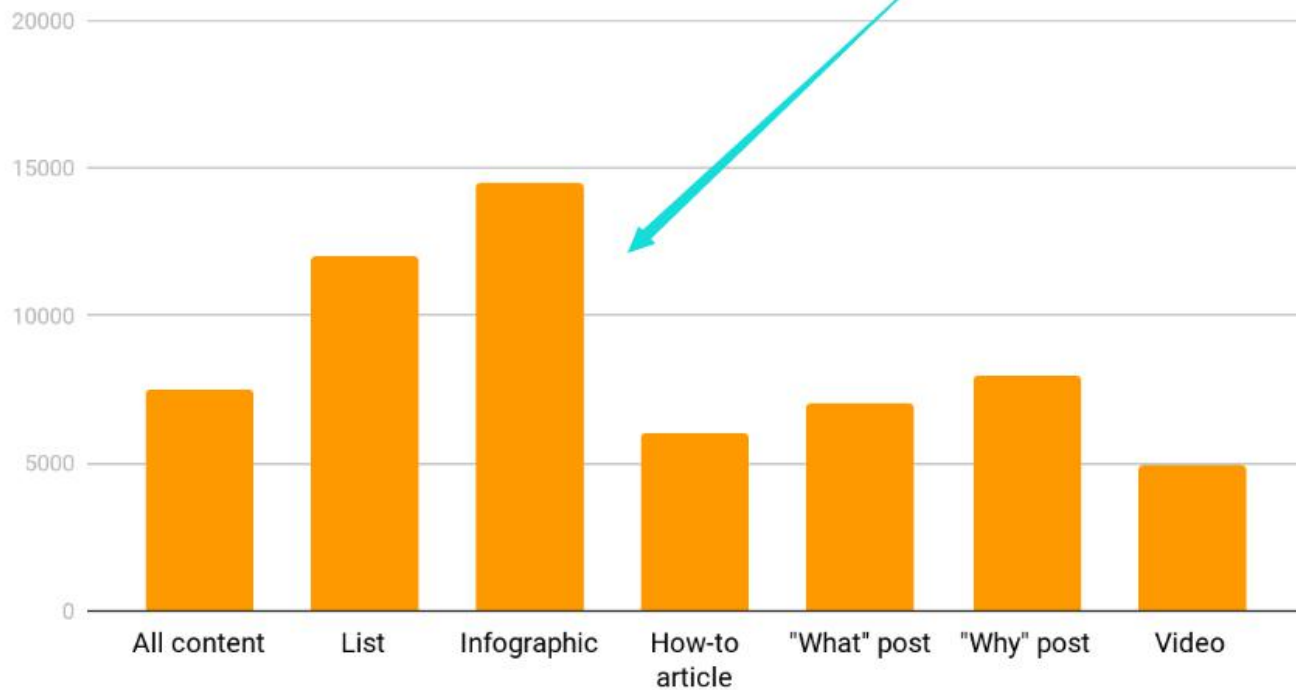
5、社交媒体信号



诸如Twitter、Facebook等社交媒体的分享、推荐等信号是否会影响谷歌搜索引擎排名呢？对此，谷歌方面仍然没有明确的信号表明两者之间 (社交媒体与搜索引擎排名) 存在直接的因果关系，不过从searchmetrics的数据来看，社交媒体信号 (包括分享、推荐、评价等) 对站点的搜索引擎排名是有积极影响的。社交媒体信号对网站品牌的塑造和权威性的认证起到了很大的作用，而品牌、口碑、权威性等因素会对用户的网站选择起到一定的引导作用，因而社交媒体信号这一影响因素也是不容小觑的。

第三方学习了解的数据:

按内容类型显示的平均份额



来源: 如何创建病毒式内容: 从1亿篇文章总结的10大见识。Buzzsumo 研究。

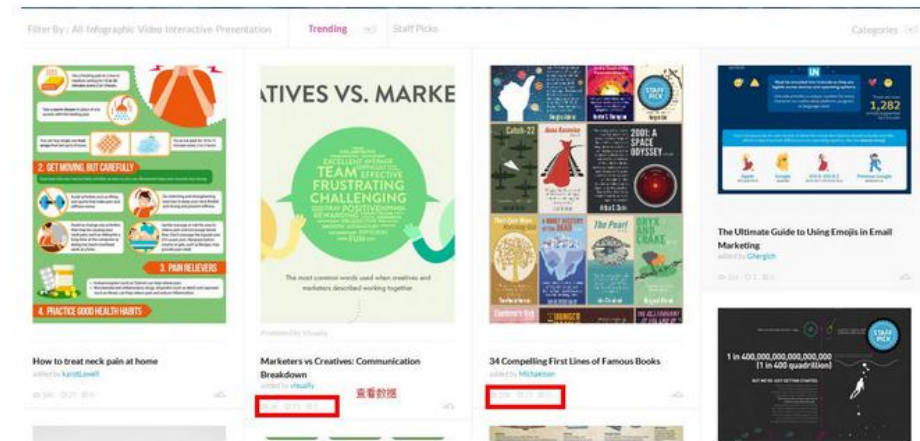
这个现实, 能获得病毒式传播的文案中, infographic 排名第一。另外还有list列表, video视频, 以及how to, why, what等开头的文章。

网上的一篇文章，了解学习如何制作信息图(Infographic)

- <http://www.seodaniel.com/infographic/>
如何制作有趣的信息化图像 (Infographic)

参考别人的Infographic，构思自己的图像

在 [Visual.ly](#) 或者 [Pinterest](#)，可以看到很多人分享他们的Infographic，我们可以通过关键词搜索，找到与我们Niche相关的信息化图像，然后找比较多Views和赞的，查看他们的风格。如下图所示：

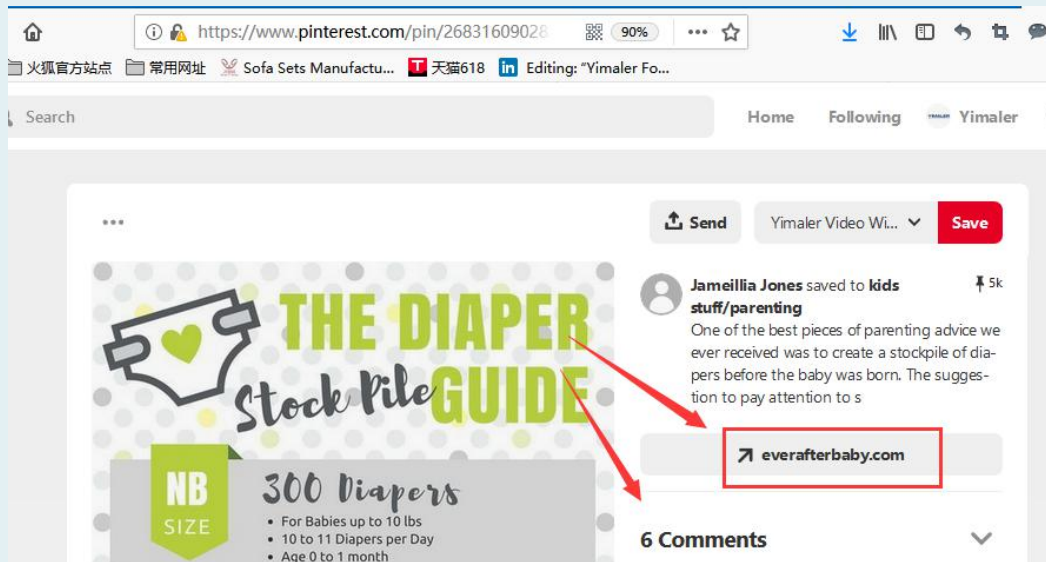


利用辅助工具帮助你制作

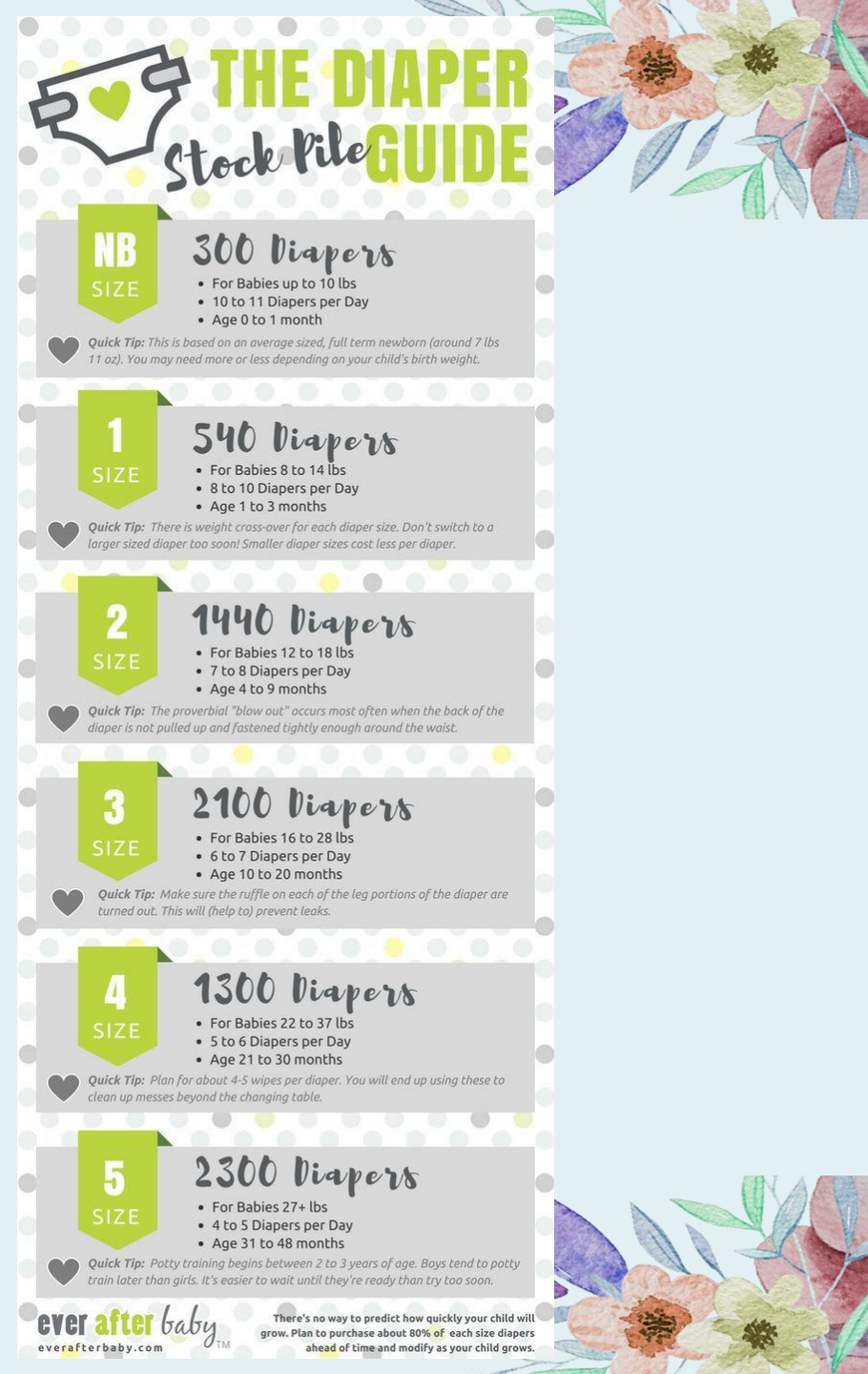
Daniel在这里介绍几个在线制作的网站：



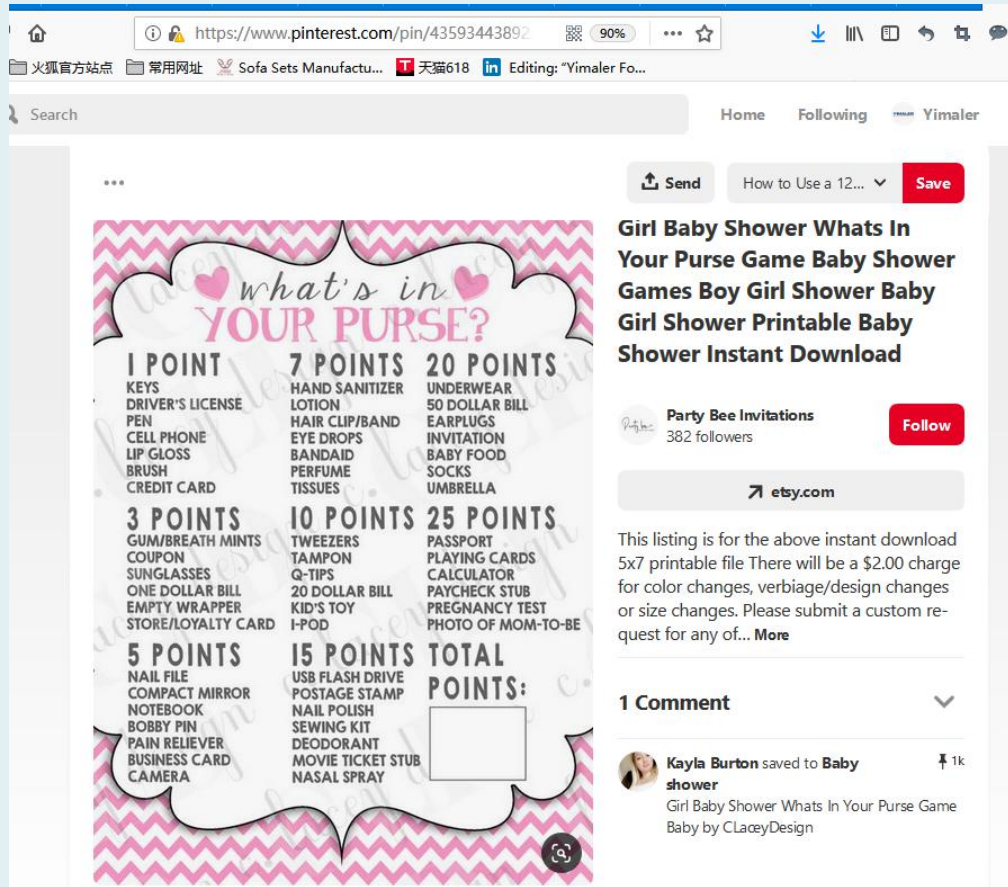
信息化图(Infographic)例子展示1:



全图



信息化图(Infographic)例子展示2:



全图



信息化图(Infographic)例子展示3:

NO Electronic Rules Until

- You get dressed, tidy up your bedroom, eat breakfast, brush teeth, and flush the toilet
- You read for at least 15 minutes
- You do your math project given by parents
- You do write one page about what you did yesterday
- You play with dogs for at least 10 minutes
- You play outside or basement for at least 30 minutes
- You get creative for at least 40 minutes by built, crafted or something creative
- You have finished one chore and it must be approved by parents

Then...you can use iPad or play video game



P Programmed Auto / Program Mode
Camera pairs aperture and shutter speed but you can change the settings

A OR Av Aperture Priority Mode
You set the aperture, and the camera sets the shutter speed and ISO

S OR Tv Shutter Priority Mode
You set the shutter speed, and the camera sets the aperture and ISO

M Manual Mode
You set the shutter speed, aperture, and ISO, but the camera still gives a meter reading

GUIDE Night Portrait Mode
Combines flash with slow shutter speeds, but fixes other settings

Macro Mode
Sets a wide aperture to blur backgrounds

Sports Mode
Sets a fast shutter speed to freeze action

Flash Off / Auto Flash Off Mode
Fully automatic mode that ensures flash does not fire

Full Automatic Mode
Sets all camera settings automatically

Portrait Mode
Sets a wide aperture to blur backgrounds, but overrides other settings

Landscape Mode
Sets aperture to maximize depth of field and the built-in flash is switched off

Hospital Bag Essentials

For Mom

- pajamas
- socks
- bath robe
- slippers
- hair brush
- pony tail holder
- sanitary napkins
- toothbrush
- toothpaste
- razor
- chapstick
- shampoo/conditioner
- lotion
- deodorant
- mouthwash
- notebook
- pen
- pain-relief spray for vaginal delivery
- nursing bra
- nursing pads
- nipple ointment
- cold pack
- camera
- change of clothes

For Baby

- pajamas
- onesie
- take-home outfit
- diapers
- diaper ointment
- bottles
- scratch mittens
- hat
- car seat
- receiving blankets
- burp cloths

www.babyinbloom.net

HOW TO PUMP MORE MILK

Admit it. Pumping breast milk is a lot of hard work. So you better make sure that you pump effectively to give you more milk. Maximize your pumping productivity with these 8 tips!

- AIM MULTIPLE LET-DOWN**
Instead of aiming for a single let down, aim for multiple let downs. While you may get less milk in subsequent let down, they all add up together giving you more extra milk.
- USE HANDS-ON PUMPING TECHNIQUE**
To ensure your breast is emptied thoroughly, use hands-on pumping by massaging different areas of your breast while pumping.
- FOLLOW WITH HAND EXPRESSION / MANUAL**
Once you stop seeing drop of milk using your electric pump, switch to manual pump or hand expression. You will be surprised that you may still get a good amount of milk.
- REPOSITION THE BREAST SHIELD**
No more milk drips? Try to reposition the breast shield to get it flowing again. Do this until you don't see any more flow even with repositioning in all around the breast.
- MORE-FREQUENT, SHORTER PUMPING SESSION**
Rather than pumping 2 session, 30 minutes each, you better have a 3 session 20 minutes each. See if you will get more milk. This is my go-to-method to increase my dipped supply.
- PUMP EARLY IN THE MORNING**
Prolactin level is highest in the early morning. Maximize your production by pumping at this hour.
- PUMP & NURSE SIMULTANEOUSLY**
Tell your breast that you're having a twin by pump and nurse your baby at the same time. It is a huge time saver and very easy to get let down (since the baby is doing it for you).
- DO POWER PUMPING BOOTCAMP**
When milk supply drops is unavoidable, do power pumping regularly until you see increase in supply. Do a 20-min pump, 10-min break, 10-min pump, 10-min break and 10-min pump in an hour and do this at least twice a day. The more frequent you do this, the sooner you see a huge boost in your supply.

You're doing great job, Mama!

www.livingwithtwinsupply.com

www.livingwithtwinsupply.com

New Baby Checklist

Everything You Need Before Your Baby Arrives
www.OneAwesomeMomma.com

Feeding	Clothing
<input type="checkbox"/> 4-6 4oz. Feeding bottles <input type="checkbox"/> 6-8 8oz. Feeding bottles <input type="checkbox"/> Nipples <input type="checkbox"/> 8-10 Burp cloths <input type="checkbox"/> 8-10 Bibs <input type="checkbox"/> Boppy pillow & pillow case <input type="checkbox"/> Pacifier <input type="checkbox"/> Steamer & food processor <input type="checkbox"/> High chair <input type="checkbox"/> Bottle & nipple brush <input type="checkbox"/> Drying rack <input type="checkbox"/> Bottle warmer (optional)	<input type="checkbox"/> 5-7 Side snap tops <input type="checkbox"/> 5-7 Bottoms <input type="checkbox"/> 5-7 Onesies <input type="checkbox"/> 5-7 Sleep & plays <input type="checkbox"/> 10-15 Mittens <input type="checkbox"/> 5-7 Socks <input type="checkbox"/> "Take Me Home" Outfit <input type="checkbox"/> A couple of special outfits (optional)
Sleeping	Diapering
<input type="checkbox"/> Crib/Bassinet/Pack 'n Play <input type="checkbox"/> Mattress <input type="checkbox"/> 5-7 Mattress sheets <input type="checkbox"/> 2-3 Mattress covers <input type="checkbox"/> White noise machine <input type="checkbox"/> 3-5 Swaddling blankets <input type="checkbox"/> 2-3 Wearable blankets	<input type="checkbox"/> Diapers & baby wipes <input type="checkbox"/> Changing table & pad <input type="checkbox"/> Cotton balls <input type="checkbox"/> Diaper rash cream <input type="checkbox"/> Diaper pail & refill <input type="checkbox"/> 5-7 Changing pad covers
Bathing	Going Out
<input type="checkbox"/> Baby tub with sling <input type="checkbox"/> Baby shampoo <input type="checkbox"/> Body wash <input type="checkbox"/> 5-7 Wash cloths <input type="checkbox"/> 2-3 Towels <input type="checkbox"/> Baby lotion	<input type="checkbox"/> Car seat <input type="checkbox"/> 2-3 Blankets <input type="checkbox"/> Carrier <input type="checkbox"/> Stroller <input type="checkbox"/> Formula containers <input type="checkbox"/> Baby bag <input type="checkbox"/> Sun hat (for summer) <input type="checkbox"/> Cardigan (for fall) <input type="checkbox"/> Bunting (for winter) <input type="checkbox"/> Car window sun shade
For Mommy	Others
<input type="checkbox"/> Breast pump & extra parts <input type="checkbox"/> Nipple cream <input type="checkbox"/> 5-7 Nursing bra <input type="checkbox"/> Nursing cover	<input type="checkbox"/> First aid kit <input type="checkbox"/> Play gym & baby toys <input type="checkbox"/> Books <input type="checkbox"/> Swing (optional) <input type="checkbox"/> Bouncer (optional)

重要性5: 电子书

PDF档电子书

适合做说明书
产品规格书
使用教程等

PDF

电子书
包含各种格式

Word

Word档, 也称为doc格式

适合做各类模板文档
因为可编辑, 可复制,
网上也收到一定欢迎

PPT演示文稿

适合做课件
产品介绍
品牌介绍等

ppt

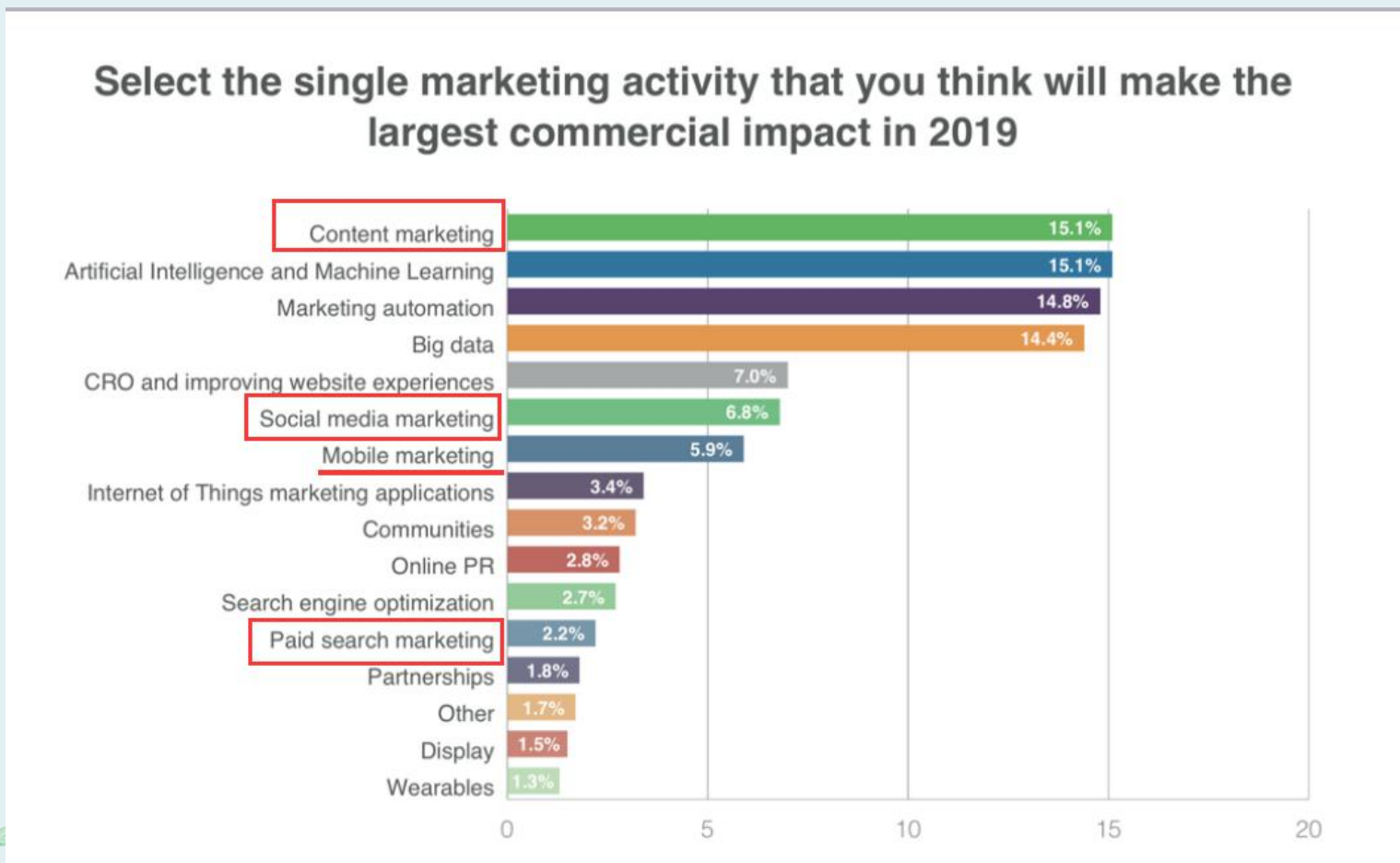
excel

Excel档, 也称为xls

适合做表格列表类文档

最后，一个第三方的数据：

从中可以看出，内容营销(content)仍然排在第一名，其中还有一些通过机器学习人工智能大数据算法营销，还有社媒营销(social media marketing)都比较重要。



付费营销也有，但只能作为辅助。如果全部都靠付费营销，或低价营销，也许能一段时间获得效果，但利润率肯定是大打折扣。

这里希望大家可多了解掌握一些内容营销的东西，不用全部都依靠付费广告。

著名IP品牌的内容更新案例

案例品牌2: amz123

案例品牌1: shoptify

今天 (1封)
<input type="checkbox"/> Shopify Digest A 6-Step Guide to Natural Lighting for DIY Product Photography - Plus
昨天 (1封)
<input type="checkbox"/> Shopify Digest 9 Lessons from a 6-Figure Beauty Brand That Launched in a Dorm Room
星期日 (1封)
<input type="checkbox"/> Shopify Digest 12 Things to Sell on Shopify (Other than Physical Products) - When you
上周 (4封)
<input type="checkbox"/> 广告邮件 AD (1) Shopify Digest, sales, 七牛云, Aayush Bhaskar, Shopify Partners, shopex, 平安
<input type="checkbox"/> Shopify Digest How to Start an Online Food Business: The Ultimate Guide - When Bob McClu
<input type="checkbox"/> Shopify Digest 100 T-Shirts: A Different Way to Validate Your Business Idea - One of 1
<input type="checkbox"/> Shopify Digest 8 Crowdfunding Sites to Raise Money For Your Big Idea - Raising capita
更早 (18封)
<input type="checkbox"/> Aayush Bhaskar Do you know Google recently rolled an update? Here's my take on it. -
<input type="checkbox"/> 20431956 Avada591
<input type="checkbox"/> Shopify Digest Getting the Perfect YouTube Review: A Step-By-Step Approach - Plus, check o
<input type="checkbox"/> GitHub [GitHub] Please review this sign in - Hey siriusliu8!Your GitHub account was su
<input type="checkbox"/> BlueHost BlueHost欢迎访问帮助中心 - 这是您成功注册我们的帮助中心后的确认信息 邮件地址: 4
<input type="checkbox"/> BlueHost BlueHost您在帮助中心的用户信息 - 感谢您注册 BlueHost 帮助中心 (https://desk.cn.
<input type="checkbox"/> sales Your Account Password has been changed successfully - The password for you
<input type="checkbox"/> sales Reset your Password - A request to reset password was received from your BI
<input type="checkbox"/> Shopify Digest 10 Examples of Innovative Customer Loyalty Programs - In the retail marketr
<input type="checkbox"/> Shopify Digest Get More Sales with These 5 Email Receipt Marketing Tactics - Every time sor

AMZ123 首页 跨境头条 测评曝光 资源 活动 百科 社群 百宝箱

亚马逊运营的必经之路 (下)

对赌、一身轻

关键词 搜索

官方微信群

Keepa账号免费! 您没看错!

让独立站从入门到精通: 全面讲解Shopify建站+Facebook引流

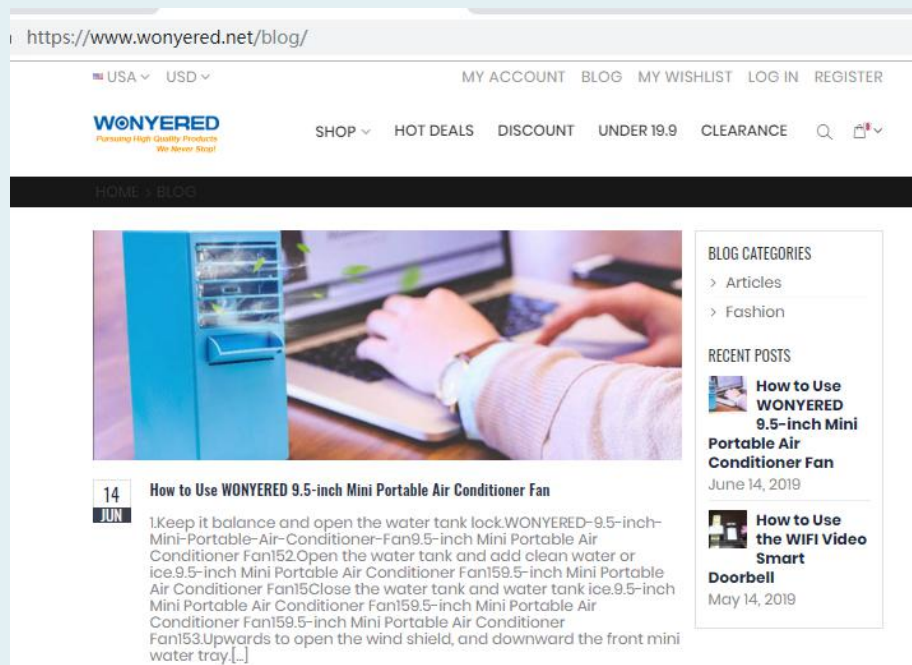
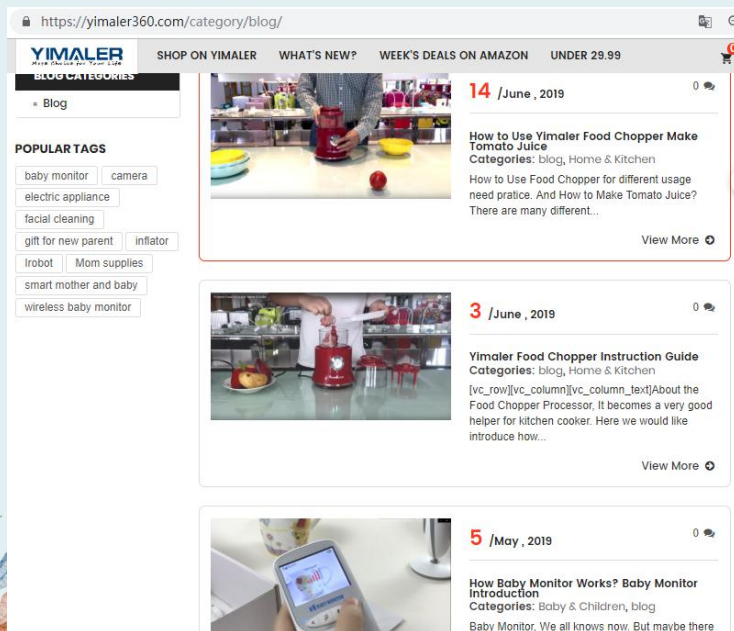
年电商阅兵|6月1日至16日, 宁波海关监管申报单逾794万票

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shoptify和amz123.com都已经有很高知名度

- 为何他们还要每天更新至少一篇文章内容， amz123甚至每天都是5~10篇。
- 因为他们背后的运营知道，他们之所以能够保持粉丝的活跃量，他们就必须不停的为客户提供产品以外的更多免费价值内容。



结语：学习+实践

坚持学习，报培训班是最快的方式，需要稍微花费一些成本。

任何学习都是需要花费成本的，同时还包含试错成本。

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THANK YOU

欢迎大家指导交流相互学习

跨境B2C 老刘

