

网站运营第四讲-软文

目录

- 一：软文的定义及类型
- 二：软文在网站中的表现形式及异同
- 三：软文的价值
- 四：如何实现软文的价值？
- 五：软文操作注意事项和技巧

软文(定义|类型)

软文的定义：

软文一般泛指所有**含有软性宣传的文字内容**

网页面上起到一定阐释，宣传和推广作用的段落性的文章内容，是对网站某些页面内容的详细概括说明。对搜索引擎和用户而言，可以起到进一步重点抓取和宣传的作用。

软文的类型：

一：通知展示型软文

公司活动，节假日通知，产品促销折扣通知，节日促销，公司展会信息展示，获得资质证明及奖项展示等

二：营销型软文

产品信息营销，行业信息营销，公司信息营销等

软文的形式—通知展示型软文

Betterall wish you a Merry Christmas

2015-12-25

寻找合适的切入点，该文章以客户当下比较感兴趣的节日出发，对产品无疑是一种“软性”的宣传

Today is Christmas, wish everybody has a merry Christmas. For the Christmas, our company has decorated our office so that we work at a place which is full of happy atmosphere. We have a big Christmas tree, Christmas socks, Christmas hats and of cause Christmas gift. What about your company? I think you may also be immersed in a happy Christmas atmosphere, right?

We are a famous hanger manufacture company in China, so, we also decorate our office with our beautiful hangers. With hangers and stars hanging on the ceiling, our office become beautiful and interesting. Every staffs of our company are very happy in this special day, smile appears on every face. Colorful and bright hangers lighten our company. Troubles fade away when we look at the beautiful hangers.

Besides the decoration, we have another surprise. At the morning, we saw a Saint Clause walked into our office, that's our manager. He dressed himself up as a Saint Clause to give gifts to every staffs. He tries his best to interest us, What a good manager!

Thanks for Christmas, we gain a lot of surprise, we sincerely wish everybody can have a merry Christmas.

软文的形式—通知展示型软文

“CASHINO” First show on China International Weighing Instrument Exhibition

2016-05-17

2016 China International Weighing Instrument Exhibition (CWiA), which hosted by China Weighing Instrument Association, was held at Century City New International Convention & Exhibition Center (CCNICEC), Chengdu, China during Apr. 20-22, 2016. This exhibition displayed new automatic weighing instruments and new technologies that developed by domestic and abroad enterprises in recent years. More than 270 enterprises exhibitors who came from the United States, Germany, Britain, Italy and other countries have participated in it.



It was reported that since 1995, China Weighing Instrument Association have successfully held 16 International Weighing Instrument Exhibition in places such as Beijing, Chengdu, Shanghai and so on. After carefully nurtured, China International Weighing Instrument exhibition is gradually expanding its size, growing its influence, and increasing the internationalization level to become the biggest and internationally-renowned professional exhibition all over the world and an annual well-known trade event for international Weighing Instrument industry.

PS:
借助展会，参与活动等相关信息对公司近期的活动以软文的形式展示给网页浏览者。

软文的形式—营销型软文

Why Wooden Hangers Are So Essential

2016-04-26

Being smart is a choice. Different people have their different ways of dressing. Like some dress in official clothes while others prefer casual, despite an occasion. Many a time's people think that just because they have cleaned their clothing they are tidy. Sometimes safekeeping of your clothes helps them remain clean and smart. This has always be achieved by using a clothes hanger. A hanger is a triangular shaped piece of either metal, wood and even plastic, with a hook at its top that suspends it. Clothes are hanged on a hanger to keep them in shape and also prevent them from creases. Different types of hangers are available ranging from plastic, wire, satin, velvet, and a wooden hangers.

Clothes hanger

The first cloth hanger was a wire hanger, which was invented on 1869 in North of New Britain. Making it was easy as it had only a simple loop of wire in a triangular shape, which continued up to for a loop. Over time, different complicated hangers have been designed.

Wire hanger

Wires are known to be strong. This makes them durable for a long time. Heavy clothes can be suspended on such hangers without them bending or distorting their shape. Also wires give people a sense of being noble and fashionable. However, the high cost of wire hangers makes them unsuitable for middle class people who want to minimize on their expenditures. Also wires can easily rust and sometimes are heavy to carry when many.

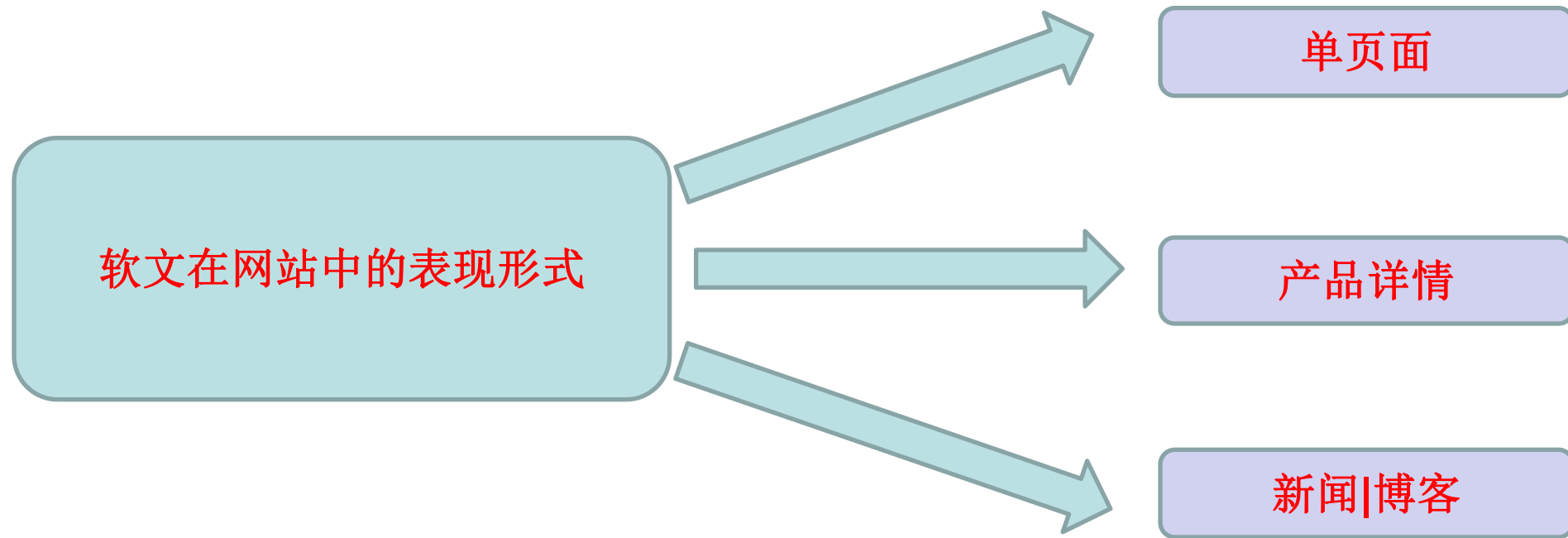
Satin hanger

These are the fashionable design of hangers. They look lovely. They are made in different textures. Mainly used for suits and shirts. However, they have a narrow usage range being used only for suits and shirts. These hangers can also get dirty easily.

PS:
针对某一产品或某一关键词进行软文宣传和推广

软文在网站中表现形式

软文在网站中的表现形式:



软文在网站中的表现形式——单页面

ABOUT US >

About Sunshine Nonwoven

Sunshine Nonwoven Fabric Co., Ltd. specializes in PP spunbond nonwoven fabric. We have been assessed to comply with the requirements of ISO9001:2000, SGS, OEKO-TEX Standard 100 and Intertek IKEA international standards. Sunshine is a professional manufacturer of 100% PP spunbond nonwoven fabric which covers about 20000m2 and have 120workers in our own factory.

Bringing about 12 years of experience and advanced production technology, we're ready to help you expand your business. Currently, our products are exported to more than 30 countries and regions, such as America, the EU, Australia and Asia. Sunshine company has strong strength advantage which includes Import technology,Excellent quality range,Experienced workforce,Customization,Timely delivery,Competitive pricing,Ethical business policies.

Sunshine Nonwoven Fabric Co., Ltd
H.K. Sunshine International Co., Ltd



Sunshine Sales Team







Sunshine Culture

FAQ >

1. Whether Sunshine Have their own machines and warehouses?

Yes, we have. Sunshine is a professional factory of 100% PP spunbond nonwoven fabric with 13 product lines and We have our own machines and warehouses

Factory Gate 	Office 
Workshop 	Workshop 

软文在网站中的表现形式二—产品详情

Product Details

Product Description

Betterall Wood Coat Hanger

Wooden hangers are often used for suits, because the wooden hangers has the water-absorbing quality, they can absorb the moisture and dust from the wool suit. Compared with traditional metal hanger or plastic hanger, wood hanger has unique shape and texture, it is refreshing and shows fashion and honor. It can increase product level and brand image, and then meet consumer' s demand for high-end products.

Advantages:

Wood hanger with broader shoulder can fit the shoulder of coat well. Designed with anti-rust hook allows 360 degree swivel, easy and simple to use. Great clothing hanger for providing stylish storage of jackets and outerwear in the closet. Non-slip rubber stick on the pant bar can avoid pants slipping.






Our Service:

1. We produce all kinds of hangers with reasonable price
2. Full-time QC control quality during every production procedure
3. 100% quality guarantee for partnerships
4. We provide different sizes, different colors, and different types of hangers
5. No matter big or small orders, you are our VIP customers
6. Prompt reply when receiving inquiry

软文在网站中的表现形式三—新闻|博客

Home >> News

NEWS

 Electric Car Charging 101 – Types of Charging, Charging Networks, Apps, & More!	2016-03-07
 Cheapest Electric Car Is... (Complicated)	2016-03-04
 Electric Car Revolution	2016-02-28
 Fastned EV Chargers (SUPER EV Charging station)Now Compatible With Teslas	2016-02-24
 Germany Saw 86% Growth In EV Market In 2015	2016-02-18

Home >> Blog

BLOG

BLOG CATEGORIES

Blog

Car Charger for Your Phone

不同形式软文信息的异同点

相同点

都是描述性的文章段落

都可以布置重点关键词及锚文本链接

展示形式多样化:文章段落/文字+图片

每个页面都有属于自己页面的主题

不同点

着眼点/描述范围不同

注：后期提到的“软文”重点以页面News和Blog软文为主

软文的价值

网站内容的重要形式之一

增加网站收录

间接促进排名

吸引用户点击

软文的价值一：网站内容重要形式之一

PRODUCTS



32A Level 2 EV Charger

Type2 To Type2 16A



NEW 32A 7.68KW Wall-Mounted EV Charging Station

BS-B10, 2016 NEW 32A 7.68KW Wall-Mounted EV Charging Station (single type), with nice appearance and perfect performance. It can be connected with Type1 and Type2 EV Charging Cable. The IP degree is 55, can be installed outdoor and used in any climate. CE, TUV have already approved. OEM is welcome.

👉 READ MORE

Type2 16A Single Phase Male to Female EV Charging Cable

BS-CHC001, Type 2 (IEC 62196-2) Male to Female Connector (Charging Cable) Single Phase 16A for Electric Vehicle (EV) Charging, meet IEC 62196-2 (Mennekes, Type 2) EU European standard. CE, TUV, UL certificates are all approved. Cord length: 3m, 5m or customized.

👉 READ MORE

PRODUCTS

EV Charging Connectors

- » Type 1 Connectors
- » Type 2 Connectors

EV Charging Cables

- » Type 1 To Type 2
- » Type 2 To Type 2

Portable EV Charger

- » 10A EV Charger
- » 16A EV Charger
- » 10A / 16A Adjustable

EV Charging Stations

- » EV Charging Station (Wall)
- » EV Charging Station (Floor)

EV Charging Wire

- » EV Straight Wire
- » EV Spring Wire



软文的价值二：引导蜘蛛抓取 增加网站收录



PS:客户之前发布的软文信息，已经被谷歌收录

软文的价值三：间接促进排名

Pure Nano Gold Powder is Benefit to Human Health

2016-06-07

Nano gold powder, at the right size and shape, have been shown to notably increase IQ levels, strengthen ti
reduce stress-related symptoms and act as an anti-depressant.

Nano gold powder has the following features:

- Has antioxidant and restorative effects
- Has free-radical scavenging properties
- Useful in the treatment of Alzheimer's Disease
- Is anti-cataleptic
- Is an immunostimulant & promotes analgesic actions
- Demonstrates restorative effects towards ischaemic brain damage
- a high degree of safety & efficiency

Pure nano gold powder played important role of strengthen energy transport and carrying oxygen for smooa transportation on
the blood and better skin metabolism to reach metabolism for the natural cells and resisted skin damage from the ultra-violet
ray. Once the nano gold entered human body cells, it can adjust functions of cells through horizontal gene transfer to activated
cells.

Google

Pure Nano Gold Powder

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About 827,000 results (0.27 seconds)

Pure Nano Gold Powder - Silver nanoparticles
[www.hwnanomaterial.com/Pure-Nano-gold-powder_c0_sp](#) ▼
Ultra-fine pure nano gold powder is safe, non-toxic, good dispersion. High Purity ... Water soluble
nano ATO powders has good electric conductivity. Superfine ...

Pure Nano Gold Powder Is Benefit To Human Health From Hongwu ...
[www.hwnanomaterial.com/Pure-Nano-Gold-Powder-is-Benefit-to-Human-Health_n74](#) ▼
Apr 14, 2016 - Nano gold powder, at the right size and shape, have been shown to notably increase
IQ levels, strengthen the immune system, reduce ...

Pure Nano gold powder | Silver Nanoparticles Antimicrobial,Copper ...
[www.hwnanomaterial.com/blog/category/pure-nano-gold-powder/](#) ▼
Something About Pure Nano Gold Powder. Can you imagine no bacterial clothing? Such clothing can
be in the medical field is especially useful in health ...

软文的价值四：吸引用户点击

Products Categories

► Silver Nanopowders (Ag)

Ag Silver

Nanoparticles/Nanopowders

Conductive Silver powders

Silver Coated Copper Powder

► Carbon nanotubes

Single-walled Carbon Nanotubes

(SWCNTs)

Double-walled Carbon Nanotubes

(DWCNTs)

Multi walled Carbon Nanotubes

(MWCNTs)

Carbon Nanotubes Dispersion

MWCNTs-COOH

News

[Home >> news](#)

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Useful in the treatment of Alzheimer's Disease

Is anti-cataleptic

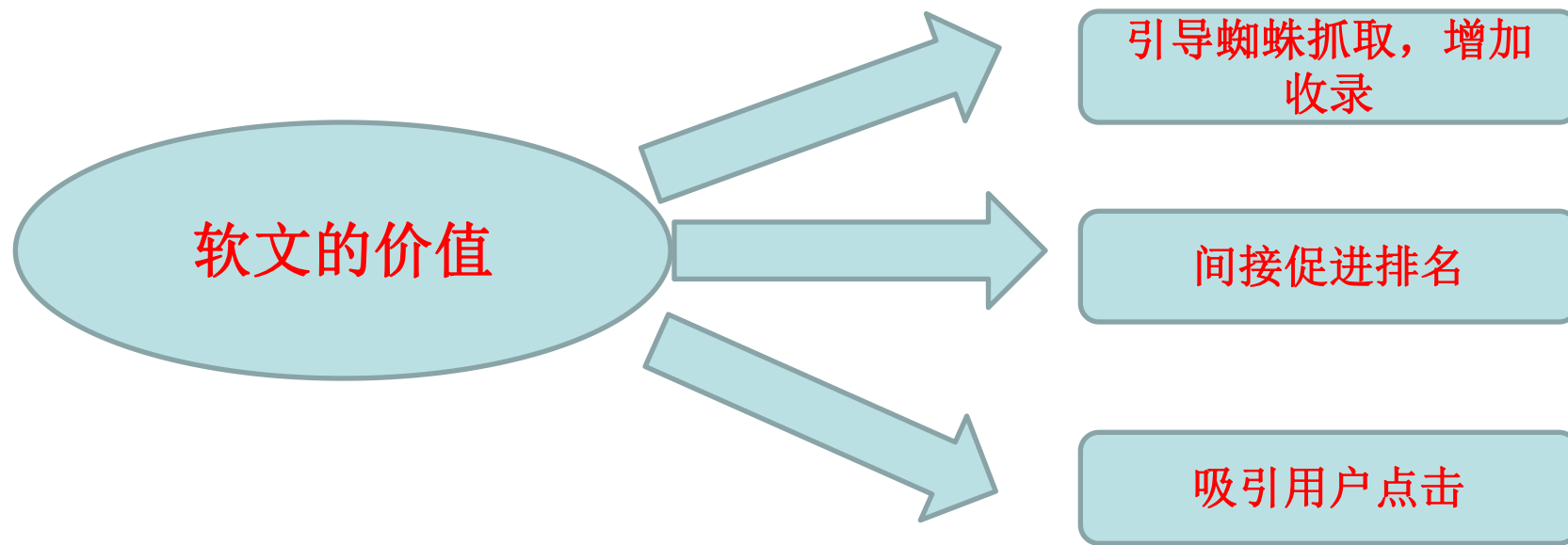
Is an immunostimulant & promotes analgesic actions

Demonstrates restorative effects towards ischaemic brain damage

a high degree of safety & efficiency

Pure nano gold powder played important role of strengthen energy transport and carrying oxygen for smooth transportation of the blood and better skin metabolism to reach metabolism for the natural cells and resisted skin damage from the ultra-violet ray. Once the nano gold entered human body cells, it can adjust functions of cells through horizontal gene transfer to activated cells.

软文价值总结



软文既然有那么多价值，那么怎样才能更好地怎样实现软文的价值呢？

如何实现软文的价值？

软文内容的吸引力

原创

关键词的布置

锚文本内链

主动提交

软文内容的吸引力



Home > Blog

The introduction of Allied Telesis switch models

May 27,2016 16:00:26

Allied Telesis is the world's leading provider of network products and solutions, it has more than 200 companies and branches all over the world, built a perfect R & D center, production base, sales channels, as well as pre-sales and after-sales service system. Allied Telesis can provide users with a complete products line and solutions, its structure of the product line is constantly adjusted with the change of technology and demand, from the media converters, hubs and network cards in the eighty's, to the router, full range of switches, optical fiber transmission, VoIP, wireless LAN and network management system, and made success in integrated broadband access (Play Triple), IPv6 and mobile IP and other fields recently.

Today we will share the Allied Telesis x510 Series Switches with you.

x510 Series Switches including x510, x510DP and x510L Series Switches.

Allied Telesis x510 Series Switches are a high-performing and feature-rich choice for today's networks. They offer a versatile solution for Enterprise applications. The Allied Telesis x510 Series of stackable Gigabit Layer 3 switches includes a full range of security and resiliency features, coupled with easy management, making them the ideal choice for network access applications.

高质量的原创软文



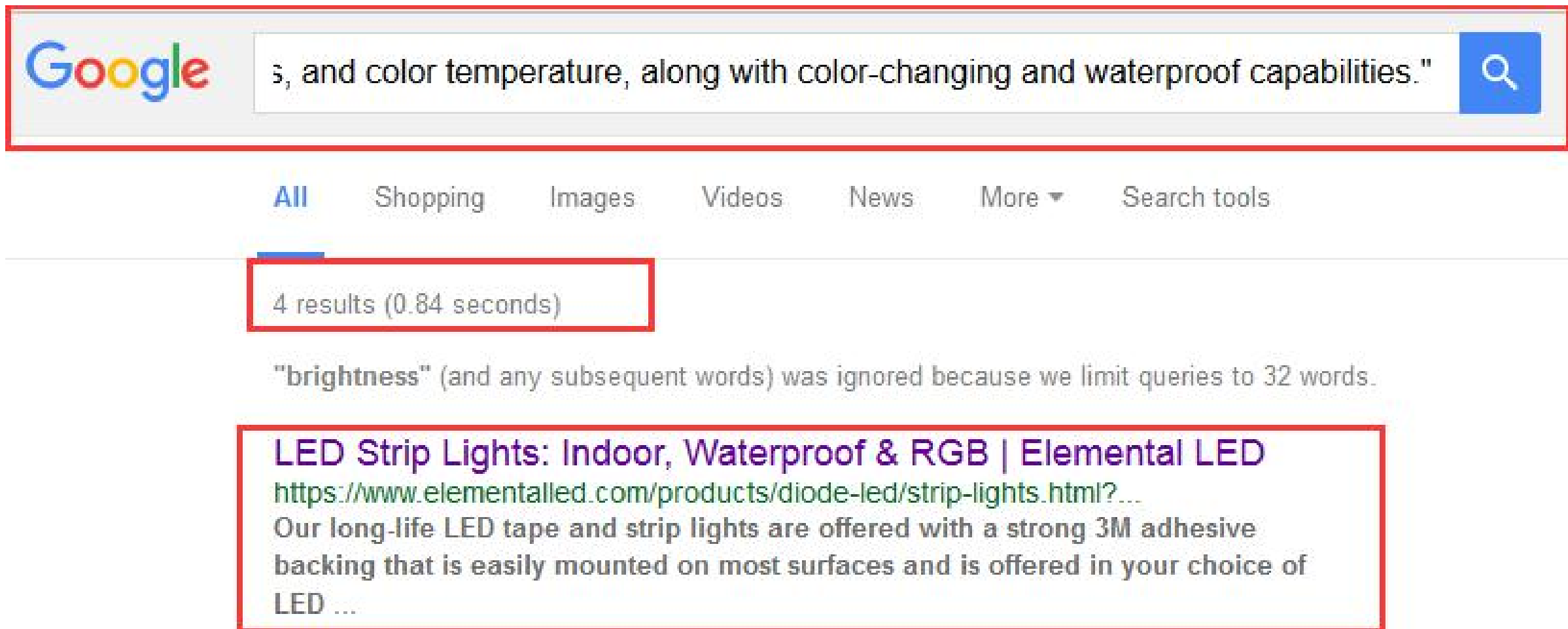
HYDROLUME® for Extreme-Environment LED Lighting ▶



VALENT® 90 CRI LED Lighting ▶

Diode LED is the manufacturer of tape and strip lights that offer energy efficient, stylish and modern solutions to cove, under-cabinet, display, and other accent lighting applications. LED ribbon is flexible, field-cuttable, and discreet. Our long-life LED tape and strip lights are offered with a strong 3M adhesive backing that is easily mounted on most surfaces and is offered in your choice of LED density, brightness, and color temperature, along with color-changing and waterproof capabilities. Our LED Tape and Strips are UL listed in multiple categories for all residential and commercial applications.

高质量的原创软文



关键词布置（锚文本）—标题|内容

• Custom luxury wooden wine packaging boxes suppliers tell us how to upgrade your prod...	2016-05-31 17:02:17
Custom luxury wooden wine packaging boxes suppliers tell us how to upgrade your products to commodity. Prior to reveal how to upgrade your products to commodity, Marketing manager in custom l...	
• BVLGARI luxury jewelry packaging suppliers can benefit from its store extension in Russia	2016-05-26 15:50:33
BVLGARI luxury jewelry packaging suppliers can benefit from its store extension in Russia: BVLGARI is a famous top luxury brand, who is the second place in luxury jewelry field, following Frenc...	
• Eco friendly luxury cosmetic packaging gift boxes help your cosmetic enter US market	2016-05-24 20:01:56
Eco friendly luxury cosmetic packaging gift boxes help your cosmetic enter US market: Recently, American government has issued a policy about cosmetic and beauty industry; they will prohibit ...	
• Luxury cosmetic packaging suppliers need to acclimate to shrink demand of luxury cos...	2016-05-19 12:18:27
Luxury cosmetic packaging suppliers need to acclimate to shrink demand of luxury cosmetic: As per the NEWS report these years, due to the economic downturn, the demand of luxury cosmetic has ...	
• Luxury watch packaging must comply with the modern consuming trend	2016-05-15 16:38:35
Luxury watch packaging must comply with the modern consuming trend: As per the updated investigation, the modern consuming trend has been experiencing some change. As long as after 1980 and 1...	
• Eco-friendly cosmetic packaging advocate cosmetic brands of concentration on research...	2016-05-04 21:39:58
Eco-friendly cosmetic packaging advocate cosmetic brands of concentration on researching and development of natural cosmetic ingredients: Currently, along with the health awareness have been wa...	
• How chocolate packaging supplies comply with commercial model changing	2016-04-22 15:40:09
Howchocolate packaging supplies comply with commercial model changing: Along with the influence by internet, our commercial model has experienced dramatic changing; from product economic model,...	
• Luxury wine packaging suppliers will be impacted by tough economic situation	2016-04-22 00:03:07
Luxury wine packaging suppliers will be impacted by tough economic situation: As per the reliable data reported, Chinese consumers were not willing to purchase luxury goods at any prices any ...	
• Luxury cosmetic packaging tells you the importance of personalized service for marketing	2016-04-20 21:58:34
Luxury cosmetic packaging tells you the importance of personalized service for marketing: In China, e-commercial has been popular for many years, most of metropolis ladies have enjoyed the co...	

Luxury cosmetic packaging | tells you the importance of personalized service for marketing

2016-04-20 21:58:34

Luxury cosmetic packaging | tells you the importance of personalized service for marketing:

In China, e-commercial has been popular for many years, most of metropolis ladies have enjoyed the convenience of e-commercial shopping, additionally, ladies also enjoyed the cost saving thank to e-shopping. However, e-shopping can't become popular in Japan. Do you wonder the reason why E-shopping can't become popular in Japan?

After investigation on passers on street in Japan, we found that more than 70 percent of Japanese ladies preferred to buy in physical store, the reason is ladies enjoyed the top quality service and have a great opportunity to communicate with others during their shopping in physic stores. Most importance, more than 90% male shoppers also chose shopping in physical stores instead of e-shopping, since they feel physical store provide with them more simple and prompt service. For instance, we trusted most of shoppers who has bought in Japanese physical store have enjoyed fantastic shopping experience: elegant shopping environment, fantastic music, humanized layout and so on. One of my friend who have shopped in Japan will share us with another live shopping experience:

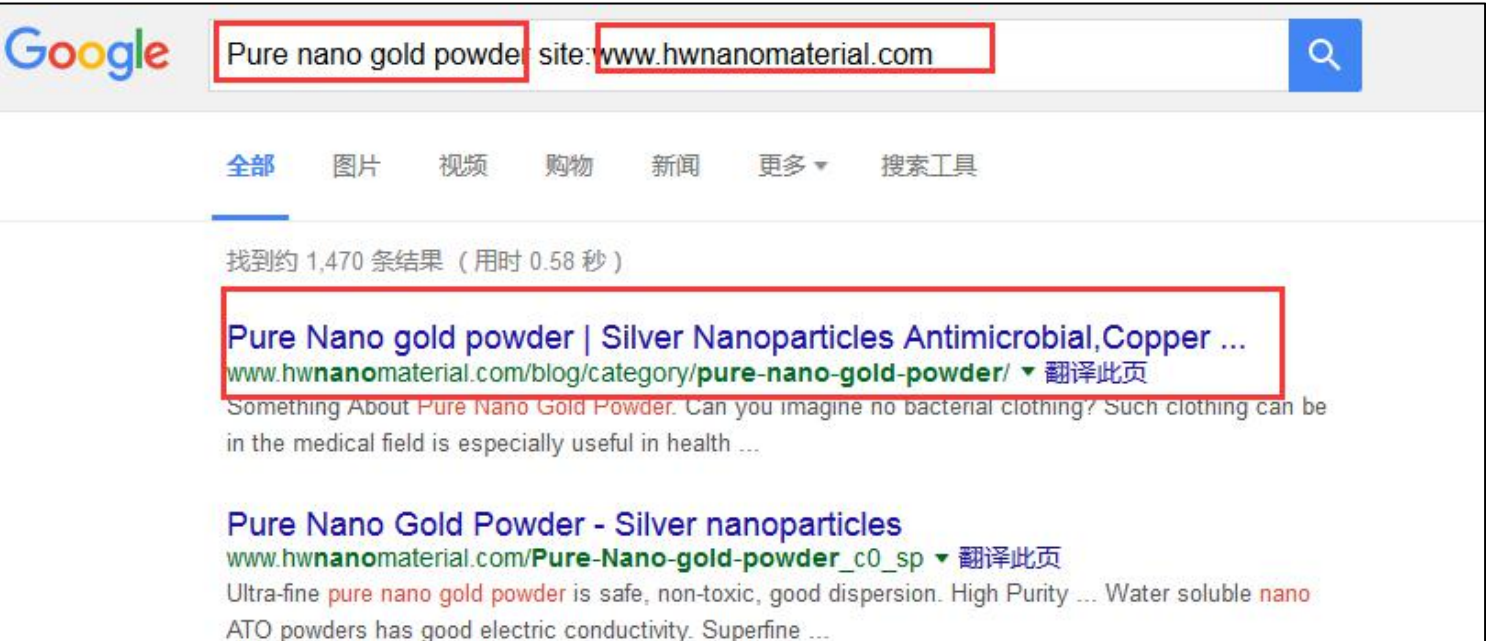
He entered a shoe store to select shoe, when he chose one pair of shoes and would like to try if it is fit to his feet or not, the shop assistant bring the shoe lifter help him wear the shoes kneeling on the ground. Originally, he planned to buy one pair of shoes only, finally, he decided to buy one more pair of shoes due to the heart-warming service. After he paid, he found that his original old shoes have been cleaned and polished. It is very amazing. Although the price is slightly higher than that one via e-shopping, you can enjoy the heart-warming service which exceed money worth and you can feel customers are always the GodJ Now, you can understand why E-shopping can't become so popular as Chinese.

软文中添加锚文本技巧

锚文本：即是关键词+超链接

所加的链接有三种形式：

- （1）与这个关键词对应的分类页链接
- （2）与这个关键词相关的其他产品页链接
- （3）采用关键词所对应的高权重页面，如何查找关键词对应的高权重页面？如下图用 关键词+site:网址 得出来的结果，排名第一的即为高权重页面





Ink used in daily life contains dye, film formers, and dispersant substances leading to certain toxicity and pollution. For example, some dyes are toxic to marine life or will react with disinfectants such as chlorine to produce similar harmful byproducts.

Therefore an alternative dye emerged recently. The research team from the University of St. Petersburg developed a colorless, non-toxic ink. This ink does not subside with the time, but also



Link

Link URL

http://www.hwnanomaterial.com/TiO2-Titanium-Oxide-Nanopowder_c59

Target New window

OK Cancel

from the University of St. Petersburg developed a colorless, non-toxic ink. This ink does not subside with the time, but also it's ecosystem absolutely safe. The research team used **nano-titanium dioxide** as raw material, by varying the

Colorless ink Using Nano TiO2 Add Luster to Life and the Environment

2016-02-25

Ink used in daily life contains dye, film formers, and dispersant substances leading to certain toxicity and pollution. For example, some dyes are toxic to marine life or will react with disinfectants such as chlorine to produce similar harmful byproducts.

Therefore an alternative dye emerged recently. The research team from the University of St. Petersburg developed a colorless, non-toxic ink. This ink does not subside with the time, but also it's ecosystem absolutely safe. The research team used **nano-titanium dioxide** as raw material, by varying the nanostructured material, so that they can reflect light, light interference occurs on a particular route, you will be greeted by a variety of colors. By changing the thickness of the coating, the color change can be achieved. In fact, such phenomenon is common in the life. When we play with soap bubbles, the thickness of other films would determine the color we can see.

http://www.hwnanomaterial.com/TiO2-Titanium-Oxide-Nanopowder_c59

It is worth mentioning that this ink on the printing conditions is not high. It does not require special printing equipment, or need any high temperature treatment.

Below is a squirrel image printed by the new ink.

主动提交谷歌

<https://www.google.com/webmasters/tools/submit-url?pli=1>



Google

Search Console

每次抓取网页时，Google 都会将新网站添加到索引中并更新现有网站。如果您有一个新网址，请在此告知我们。我们不会将提交的所有网址都添加到索引中，

网址：

✓ 进行人机身份验证

reCAPTCHA
隐私权 - 使用条款

提交请求

软文价值的实现：主动提交发布的链接 VS 被动等待

PS：提交的链接可以是新增的博客，新闻，单页面等等

优质软文展示

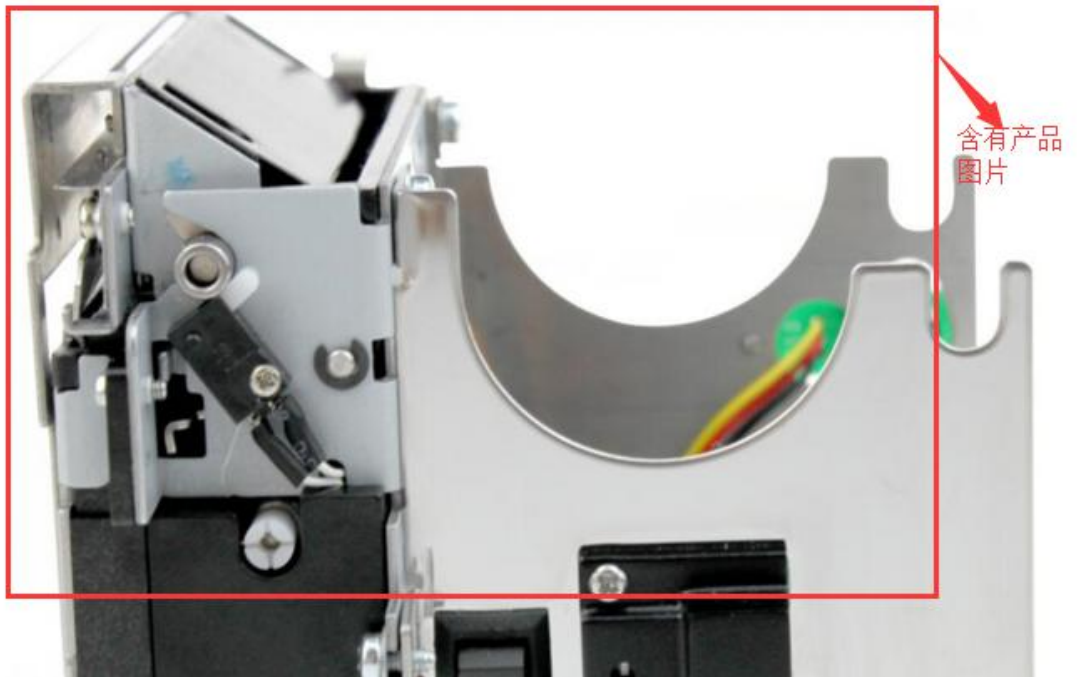
NEW Launch: Fast, Small, Reliable Kiosk Printers KP-220

主题清晰

Kiosk technology has become a popular tool for retailers, cash dispensers to lottery and ticket machines. Many telecommunications providers and other organizations that hope to make their customers' experience easy, fast, informative and convenient. CASHINO manufactures a wide range of **kiosk printers** with fast, small, reliable of features and accessories to fit the requirements of nearly any kiosk application.

带有超链接的产品主词

含有产品
图片



Small

Kiosk printer KP-220 is 58mm width model, can fit into tight space. With an innovative small design, these units provide the flexibility to support many kinds of self-service device.

Fast

Kiosk printer KP-220 achieve fast print speed up to 220mm/sec. This unsurpassed kiosk printer performance optimizes the user experience by accelerating transaction times.

Reliable

Kiosk printer KP-220 with precision engineering and compact design. Service life ratings include a minimum of 100 km printing and at least 0.5 million cuts, for long-life dependability. Extreme temperature support (0 to 60 degrees C) makes these units ideal for outdoor applications. Also with full or partial cutter as optional, double QR code more convenient for supermarket and retails. With proven reliability, the KP-220 avoids painful downtime, minimizes operating and maintenance costs, and delivers a better user experience.

About CASHINO

CASHINO is a professional thermal printers provider, specializing in product research and development in the field of commercial paper printers, we have developed a variety of thermal printers, bar code printers, embedded printer, small ticket printer, **dot matrix printers** and other receipt printers, after years of development and growth, the printer has now become a well-known brand in the field of special instruments, products widely used in government, education, finance, media, telecommunications, pharmaceuticals, hotels, restaurants, shopping malls, supermarkets and other fields.

For more information, visit www.cashinotech.com

长尾词布局

公司网址

软文操作注意事项和技巧

误区一

Potop's agent in Taiwan

2016-03-23 09:00:24

In order to find agents ,our general manager of our company was going to have a business trip in Taiwan.Our company have a strong intention of cooperation with the Sou Le Enterprise Co.,Ltd company.

After knowing each other well, our company and the Sou Le Enterprise Co.,Ltd company, determine the cooperation relations, and promised to have a good cooperation with each other.From now on, our company will be one more business partner, which is a good helper. Let's congratulations to two companies cooperate happily in the future.

POTOP is a professional enterprise specialized in *Film Blowing Machine* , *Laminating Machine* .Your satisfaction is our pursuit. Adhering to the enterprise spirit of professional focus on excellence, Guangzhou POTOP will provide the best instruments and service for you.

More info about our products,you can also visit our site www.potop-lab.com directly!

PS:

1. 文章篇幅过短，内容展示不全

2. 文章无重点关键词

误区二

Baoshili's products are widely used in the biotech, pharmaceuticals, medical equipment, microelectronics, optics, semiconductor, magnetic disk, automotive, aviation and aerospace industries.

Our cleanroom products include **polyester cleanroom wipes, microfiber cleanroom wipes, super-fine microfiber cleanroom wipes, roll wipes, pre-saturated wet wipes, sterile wipes, and more.**

Being ISO 9001 certified demonstrates to our customers the consistent and recognized quality of our products – from product development through the entire production process, where we complete the whole industry chain process, which includes spinning, weaving, greige fabric cleaning, setting, cutting, cleaning, and packaging.

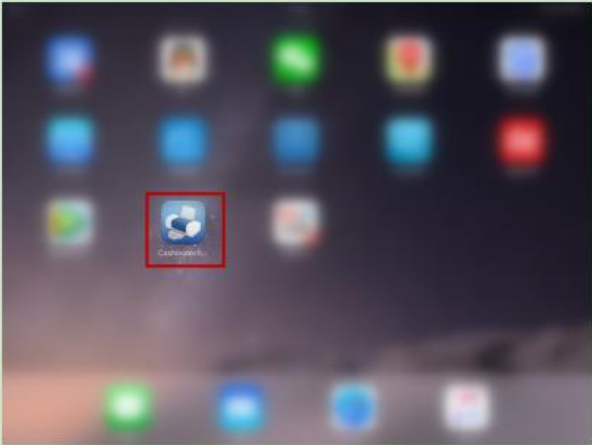
PS:

1. 关键词堆砌
2. 主题不突出

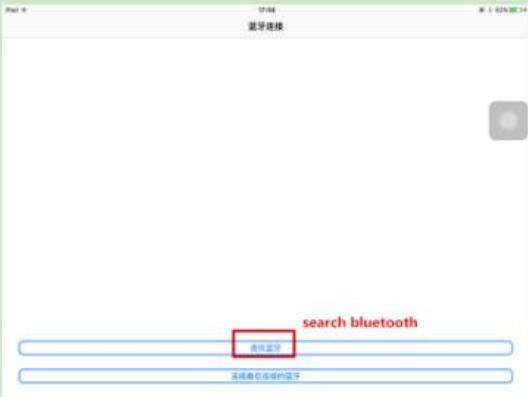
误区三



2. Click APP icon, enter application.



3. Search Bluetooth to connect printer with equipment.



PS:

文字内容过少，图片过多

后期软文注意事项总结

- 一：标题：新颖、吸引人眼球
- 二：文章长度：适中，切记过长或者过短
- 三：文章内容：围绕一个主题，布局合理，切忌多个主题同时表述
- 四：关键词插入：软文中关键词需要是自然的插入
- 五：重点内容重点标记，让客户能第一时间抓取到重要信息

PS:软文的定期提供

感谢大家

下面是沟通互动时间

请大家积极互动起来

