

# 英文企业网站文章写作指南

2016.12





# 目标

- ◇ 内容建设：
  - ◇ 增加页面，“织网”覆盖更多关键词
- ◇ 创造价值：
  - ◇ 提升点击率，降低跳出率，增加停留时间，提升排名
- ◇ 品牌传播：
  - ◇ 提升品牌曝光度，美誉度
- ◇ 思想领袖：
  - ◇ 独到见解，引领行业，影响力

# 要领

## ◇ 质量 > 数量

◇ 好文：分享，收藏，传播...

◇ 差文：网络垃圾箱...

# 主题

- ◆ 商务： Why Us
  - ◆ 如何选择中国(某产品)供应商？
  - ◆ 如何甄别中国(某产品)供应商？
- ◆ 市场： Industry in China.
- ◆ 技术：
  - ◆ 定义、研发、设计、专利、工艺、应用、生产、检测、维修。
- ◆ 服务：
  - ◆ 选型、定制、售后、OEM&ODM

# 内容



- ◇ SEO: Title, Keywords, Description
- ◇ 文章标题：主题+关键词+吸引力
- ◇ 正文：
  - ◇ 格式：提出问题，解决问题，结论。
  - ◇ 口吻：站在客户角度，非自己的角度。
  - ◇ 配图：图文并茂，数据表，可加水印。
  - ◇ 链接：导向相应的产品、分类、首页，甚至站外。
  - ◇ 强调：加粗、斜体、颜色。
  - ◇ 揉合：品牌，关键词。
- ◇ 字数：500-2000单词。



## Classification of Cam Lock Based on Structure

Posted: 07/21/2016 05:54:43 Hits: 99

Cam lock has wide application. Based on structure, cam lock is classified into plum blossom pin tumbler lock, blade cam lock and triangle cam lock.

### 1. Plum blossom pin tumbler lock

Plum blossom pin tumbler lock refers to that lock pins controlling lock to rotate are copper billiards, having small dimensions. At present, plum blossom pin tumbler lock is one of the mostly used locks. One type is that has smaller dimensions. This type of locks is a kind of locks matching with 300 categories of key. The other type of locks is that has larger dimensions and seven billiards. The type of locks can match with nearly ten thousands of keys, having excellent security. Zinc alloy and copper are used as raw materials for plum blossom pin tumbler lock.

### 2. Blade cam lock

Blade lock is that the lock pins which control lock to turn inside structure are metal blade (usually made of copper and stainless). This type of cam lock has simple structure, easy for being processed. Blade cam lock is usually used for mailbox, filing cabinet and tool cabinet. Categories of secret keys range from dozens of categories to 200 categories. Zinc alloy is used as raw material for blade cam lock.

### 3. Triangle cam lock

Key cylinder of triangle cam lock is solid triangle, linear and square. Their keys can be shared. Triangle cam lock is widely applied in industrial equipment. The raw material is mainly zinc alloy. Only a few triangle cam locks adopts stainless steel.

In addition, when people choose lock, people are commonly worried about that lock has poor durability or the surface of lock is rust and oxidized, only being used for a short period. The issue has closed relationship with the used materials and their surface treatment. In terms of durability, the best material is stainless steel. Especially, the materials which are used for the surface of cam lock, the commonly are used, the brighter surface is. Stainless steel has good strength, strong corrosion resistance and color does not change. Stainless steel also has different categories, mainly classified into ferrite and austenite. Ferrite stainless steel also called as rustless iron, has magnetic property. Rustless iron also can be rust if it is used for a long time or under bad environment. Only austenite stainless steel cannot be rust. Identification is quite simple, just only using a magnet.

Copper is one of the materials which are the most commonly used for lock, having good mechanical properties, strong corrosion resistance and processability. Copper has gorgeous colors. In particular, handle and other lock decorative parts which are forged by using copper, have flat surface, good density without pore and sand holes. Copper also has fastness and rust protection. The surface can be plated with 24K gold or gulch golf for surface treatment, showing gorgeousness and nobleness, adding colors to people's home furnishing.

Zinc alloy cam lock has poorer strength and rust protection. However, the advantage of zinc alloy is that it can be made into parts having complicated pattern,

# 分发

- ◆ SNS: Google+, LinkedIn, Facebook, Pinterest, Tumblr, etc..
- ◆ 功效: 传播, 通过Inbound links引导到网站。
- ◆ 内容: 标题, 描述, 网址, 配图。
- ◆ 或一键分享。

# How to Regulate Circular Degree and Flatness of Cylinder and Dial?

BY ZHENLIHUA - JUNE 9, 2015

Like 11 G+1 0 Tweet 3 Share 8



1. The reasons causing circular degree of cylinder failing to the standard



# 持续

- ◆ 持之以恒。
- ◆ 24个月。





# 谢谢

更多内容：[www.jeawin.com](http://www.jeawin.com)

Google SEO by JEAWIN