

About Technoglobe

Technoglobe is Leading IT Training Company of India working for IT Training, Skilling & Placement of Students since year 2001. Technoglobe has trained & placed a huge number of students in various sectors like Digital Marketing, Graphic Designing, Accounting, Video Editing and Web Development with Java Python & PHP, Data Analytics, Data Sciences, Adv. Excel, Devops, Generative AI, Networking, Cyber Security & many more technologies.

It has been awarded more than 30 times for its Quality Education & Placements at National & International platforms. It is one of the very few IT Training Companies in India that are awarded at Oxford University UK. Technoglobe has more than 100 centres in India, UAE, UK & Canada.

As part of its Strong Placement Support, Technoglobe has done 500+ tie ups with various IT & Non IT companies & adding more companies to it.

If you are not willing to learn, no one can help you. If you are determined to learn, no one can stop you.

Message from Team Technoglobe

Dear Students,

IT skilling is crucial for India as it significantly contributes to the nation's economic growth by powering the rapidly expanding IT sector, generating substantial employment opportunities, driving innovation, and enabling India to compete effectively in the global market, making it one of the key pillars of the Indian economy

Skilled IT professionals are essential for driving innovation in various sectors, including IT, healthcare, finance, Banking and manufacturing through technology adoption.

We at Technoglobe bridge the gap between the requirement of companies & skills of the students. Our job oriented Training programs makes the students employable & industry ready.

About the book

Dear Technoglobe Students

We are thrilled to introduce this book of Digital Marketing. This book aims to provide a comprehensive understanding of principles & practices of digital marketing.

This book aims to equip you with the knowledge and skills necessary to navigate the ever-evolving world of digital marketing. From the fundamentals of SEO and social media marketing to advanced topics like analytics and content strategy, our expert authors covers the topic up to great extent.

Whether you're a student, entrepreneur, or marketing professional, this book is designed to provide you with theoretical and practical tips to enhance your digital marketing skills.

We hope that this book will be valuable resource in your digital marketing journey.

Best regards,

Team Technoglobe

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Digital Marketing Step-by-Step Guide for Beginners

Digital marketing is the powerful type of promotion these days. And for many companies, it is the only way to promote their products in order to trade them. One of the benefits of digital marketing is that it allows companies to precisely measure the results of campaigns. When compared to traditional media, such as billboards, radio, or newspapers, these do not allow you to track its success that easily.

If you decide to go the way of digital marketing without any previous experience, every piece of advice will be highly valued.

Digital marketing offers many options for how to promote your service or product. Certainly, not all of them will be suitable for your business.

Therefore, before taking the first steps (and risking wasting your time and money), study the topic carefully. Focus on what options digital marketing offers specifically for your business, what strategy you should pick, and in which ways the strategies will be profitable for you. In this e-book, we will examine marketing fundamental basic. Here, you will find useful information about digital marketing tools and the best ways to use them. We will take a closer look at :-

- ✓ Importance of building a website
- ✓ Optimization for search engines
- ✓ Activity on social media CPC
- ✓ E-mail marketing.
- ✓ Artificial Intelligence (The innovation that has changed our working processes and so many other things in our work life all step by step.)

Step 1: Create Your Marketing Strategy

Firstly; think about your business strategy. Thanks to it, be sure about your vision. Also, you'll know what your strengths and weaknesses are. After creating a business strategy, you can start working on a marketing strategy. How to create a marketing strategy when you have no or little experience with digital marketing?

Small and medium businesses usually don't have their own Marketing Departments. Their marketing is neither systematic nor well-guided. So, focus on setting the right goals first. By divide these into two groups: Marketing and Communication. Why?

Every manager analyse the situation differently. The Business Director needs a quick sales growth of X %, therefore they recommend putting pressure on sales. The Marketing Director wants to create a better brand image and to invest in creative advertising. The Sales Representative needs to sell immediately. The Project Manager wants to satisfy clients and achieve good commission profitability. Every one of them fights for their outlook. But with no long-term results being set, this battlefield can ruin all efforts for business growth.

Set Your Marketing

GOALS:-It's quite easy to recognize your marketing goals – you can count and measure them. They are represented by a specific number of (Products Sold, Deals, Showrooms, Sales Representatives, or Customers). Just because of goals, we can compare ourselves to our competitors. Generally, businesses compare their market shares, sales growth, etc.

There are different approaches to goal setting. A lot of companies, for example, want to sell as much as possible. Therefore, their goal is to maximize sales. Often, they achieve this goal by giving discounts. However, if the discounts are too big, there might be profitability issues.

What does that mean? They risk their profitability would be zero %. Other companies sell a small number of products and try to maximize the margins. They prefer high processes through which their revenue is higher. Be careful here. And make sure that your earnings are always higher than the expenses.



Set Your Communication Objectives

This is very difficult to manage since it's impossible to count the communication objectives. The best strategy is to **build your brand image**. Without a brand image, no customer will have your brand on their wish list. This applies to B2C as well as to B2B. Clients must have reasons for cooperation with companies. If they don't know the brand properly, they won't be interested in cooperation.

The next step is to build your **Brand Identity**. And it does not consist only of a good-looking logo, vibrant colours, and an appealing slogan. You need to achieve unity. Unity of the entire vision of your company. Professionals do not recommend going low budget here. Reason being it's incredibly important for a brand to look unique, to BE unique and easily noticeable from its competitors. If you save money on your logo and graphics, you risk your brand drowning in the sea of thousands of other brands in the market. And being consumed by sharks.

When building a brand identity, it's crucial to differentiate between what the company says about itself and what the customers say about it. Sometimes, these two differ – a company views itself differently than how the customers see it. The key is to unify the communication line. That's why storytelling has become so popular in marketing.

Get to Know Your Target Audience

When pursuing marketing or communication goals, you can trust your customers. They will help you to meet them. However, they can help you only if they're convinced your solution is the finest in the market. The tricky thing is, for each customer, a different solution is perceived as best. And since it's impossible to reach out to each customer and submit individual offers, you must create target groups to meet your marketing efforts.

Divide your customers into target groups based on the following criteria:

- Geographical (city, region, country, continent, etc.)
- Demographic (age, gender, religion, marital status, etc.)
- Socio-economic (income, education, occupation, etc.)
- Psychological (interests, attitudes, values, etc.)
- Consumer behaviour (frequency of purchases, customer loyalty, etc.)

Once you divide your customers into target groups, it will be much easier for you to draft an advertisement. And to know how to address your potential customers more effectively.

Focus on Marketing Tools

When meeting your marketing goals, it is not only important to know your target group, but also which marketing tool you should choose to catch its attention. AS each marketing tool has a different effect. And each of them works for different types of target groups.

You can pick from the traditional ones which include radio, TV, or print publishing. However, these media are no longer as effective as they used to be in the past. And the ability to measure their success is very limited as well as complicated.

Or you can use digital marketing tools which offer more freedom in measuring their success. In general, they work much better nowadays. They have a bigger impact on the viewers or readers when compared to the traditional media. Also, digital marketing tools offer the possibility to address a different target group in different ways (i.e. in individual stages of the purchasing process, etc.).

Thus, Digital marketing tools have become the most important advertising tools in the last twenty years. Which we will focus in the next chapter.

How to Create Your Marketing Strategy

Once you know your goals, your target audience, the tools that are suitable for your business, and your budget, you can move on to creating your marketing strategy.

Your marketing strategy should be an effective investment of your means and human resources into the long-term goals. Such as gaining and retaining clients, gaining market share, or retaining a competitive advantage.

As already mentioned, a marketing strategy is closely related to a company strategy.

Steps in creating a marketing strategy

Internal Analysis –

You should first analyse your product and your business as a whole. **Label your strengths and weaknesses** as well as opportunities and potential threats. The SWOT analysis will help you to create this.



Competitor Analysis –

Analyse your competitors and brainstorm about how to differentiate yourself from them.

- What makes you unique?
- What can you offer your customers that your competitors can't?

Get inspired by what works for others when creating a marketing strategy. And adjust according to your specific needs. Monitoring tools can help you with all of this. The most commonly used and trusted are similar web, Semi Rush, or Sprout Social.

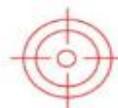


Get to know your Target Audience

Products or services often determine who should be the target audience. They will define your target audience based on the above-mentioned criteria. Always choose the appropriate communication style that will match your audience's way of communication. Be consistent so the customers can identify with your brand as well as with your product.

Set Marketing and Communication Goals

SMART Marketing Objectives



Specific

Is the detail in the information sufficient to pinpoint problems or opportunities? Is the objective sufficiently detailed to measure real world problems and opportunities?



Measurable

Can a quantitative or qualitative attribute be applied to create a metric?



Actionable

Can the information be used to improve performance? If the objective doesn't change behaviour in staff to help them improve performance, there is little point in it!



Relevant

Can the information be applied to the specific problem faced by the marketer?



Time-bound

Can the objective be set for different time periods as targets to review against?

Set specific marketing goals that will be measurable. Also, set your communication goals. Create a model of the purchasing process to see its individual stages. Marketing goals should reflect the purchasing process. Here, you should focus not only on the number of closed deals but also on lead generation, as well as the loyalty and satisfaction of the regular customers. The following chapter will cover more regarding this topic. One of the most important things here is to monitor and evaluate your goals on the fly.

Get to know the importance of the Marketing Tools

Finally, choose marketing tools that will be suitable for your business. Here, a business website can help, as well as email marketing. But there are many other options to choose from. Each tool is useful in a slightly different manner. Since this might be a bit chaotic, we are going to focus on the marketing tools in detail in next chapters. As if now, remember that **marketing mix is a must**.



Step 2: Be Efficient with See-Think-Do-Care Framework

If you want your ads to be effective, you must pay attention to each stage of the purchasing process. **See-Think-Do-Care** Framework (also called STDC Framework) is a good tool to use for creating a digital marketing strategy. As its name suggests, it reflects each stage of the purchasing process.

Through to this framework, you'll be able to recognize the needs of your customers. Also, the See-Think-Do-Care Framework will help you adjust your company's tone of voice.

Avinash Kaushik, a Digital Marketing Evangelist at Google, came up with the framework. First, he created a concept with three buying phases – See-Think-Do. Later, the care phase was added to the concept.

Stage	Measurement Metric		
	SEO	PPC	Paid Social
 See	<ul style="list-style-type: none"> ▶ Impressions ▶ Organic Position ▶ Share of Voice 	<ul style="list-style-type: none"> ▶ Impressions ▶ Search Impression Share ▶ Non-brand Clicks ▶ Cost Per Thousand (CPM) 	<ul style="list-style-type: none"> ▶ Reach ▶ Impressions ▶ Audience Size
 Think	<ul style="list-style-type: none"> ▶ Click Through Rate ▶ Brand Searches ▶ Bounce Rate 	<ul style="list-style-type: none"> ▶ Engagement Rate ▶ Brand Impressions ▶ Cost Per Click 	<ul style="list-style-type: none"> ▶ Engagement Metrics ▶ Followers ▶ Cost Per Engagement
 Do	<ul style="list-style-type: none"> ▶ Clicks ▶ Pages Per Visit ▶ Goal Completion 	<ul style="list-style-type: none"> ▶ Cost Per Acquisition ▶ Conversion Rate ▶ Goal Completion 	<ul style="list-style-type: none"> ▶ Convert to Site ▶ Goal Completion / Micro Conversion
 Care	<ul style="list-style-type: none"> ▶ Average Position ▶ Repeat Visits 	<ul style="list-style-type: none"> ▶ Return Users ▶ Repeat conversion 	<ul style="list-style-type: none"> ▶ Return Users ▶ Engagement (Remarketing) ▶ Repeat Conversion

Let's have a look at the individual stages of the STDC Framework, and how to approach customers in each of them. When doing so, we will focus on the usage of marketing tools, too. And also the possible ways to measure the tools' success.

See Stage

At the beginning of the purchasing process, it's your goal **to catch the attention of all potential customers**. For example, Red Bull is an expert in **raising brand awareness**. However, their approach might not work for companies with more sophisticated products where the purchasing process has more steps and is more complicated than one for an energy drink.



Let's have a look at other brands. For example, National Geographic. As you can see, even a relatively young brand or a printed magazine (which might be perceived as rather old school nowadays) can become successful when well-promoted.

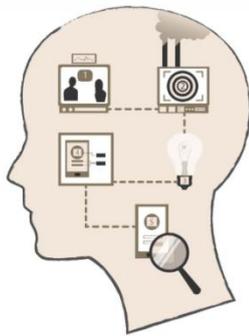
In the See stage, it is important to briefly present your brand to the potential customer. It must be perceived as attractive to them. Banners, social media posts, or short ads on YouTube work great when getting in touch with your potential customer for the first time.

Think Stage

In the second stage, the potential customers are not sure whether they'll purchase the product or not. They only start considering the product. Now, your job is to convince them they need your product.

How to do it?

Simply, tell them briefly about your product, including the positive aspects about it.



When a customer is interested in one of your products, it's time to create a post with its description. Those can be a blog post, video, etc. For example, Traveling Agencies are very good at this. To make their customers crave their product, they create videos in which they show the beauty of a particular destination. Plus, they provide their customers with useful travel information. The customer imagines himself/herself there, in paradise enjoying their life. And immediately, they feel the need to book the holidays.

Another great example is an online store selling the newest Apple product – iPhone 15. To make their potential customers crave it and feel they need it, they create a useful review where they discuss its new features. This can be in written form, or they can record a video. Then, they post it on their website, social media, or YouTube channel. A customer searching for information about the iPhone 15 will not only find out more about the product itself, but they will also be very close to clicking on “Add to the cart” on this online store.

Do Stage

In this stage, a customer wants to buy something. They are ready to spend their money. If they aren't yet convinced that your product is the best solution for them, it's the right time to put more pressure on them. Not earlier, only in the Do stage.

The best tools that will help you with convincing your customers are CPC advertising and email campaigns. These are useful, especially for online stores similar to the above-mentioned. In the Do stage, it is time to focus on the number of closed deals and all the statistics that are relevant to the purchasing process.



Online stores selling electronics might lure customers with free shipping, discounts, or gifts. They can use anything that will help them to beat the offers of their competitors. The Do stage and the steps made in it are crucial for every seller. It doesn't matter what type of product you sell, do your best to create the best offer on the market.

Remember, Do stage is **the win or lose stage**.

Moreover, it is highly recommended to use CAT (call to action) and other supporting techniques in this stage.

Care Stage

The Care stage is the finish line (but not really). According to Avinash Kaushik, only those customers who made two or three purchases belong to this stage. After a customer buys your product, it's an achievement for you. But your job is far away from finished here. You must take care of them.

Why? Simply, if a customer is satisfied with your product and something more you offer (educational material related to the product's usage, etc.), they are going to order more in the future. They are going to become loyal customers. And as you know, more orders lead to higher profit.

To offer "something more", you can create a blog with posts about how to use your product. Or any type of content that would be relevant and useful for consumers already using your product. Also, it will help you to keep in touch with your customers. i.e. E-mail campaigns are also great for this purpose.

Remember that loyal customers are always grateful for friendly and helpful customer service. Customer service is what will make your company excel. For example, Amazon is very popular for its greatly managed customer service. When it comes to this, smaller businesses cannot be equal opponents to Amazon. But paying attention to customers' reviews and answering every question that appears in your mailbox is always worth it.

Ask yourself whether you really offer the best customer service. Whether it is helpful and friendly enough. Also, think about whether you pay enough attention to your potential customers. If you have any doubts, even small ones, regarding these two, consider creating a digital marketing strategy using the See-Think-Do-Care Framework.

Step 3: Create Your Business Website

A business website is a must for all entrepreneurs. It is a cornerstone of online promotion. Fortunately, to build a business website you don't need to be a website designer. Nowadays, you can build a website yourself being a complete beginner. CMS (Content Management System) will be your saviour here.

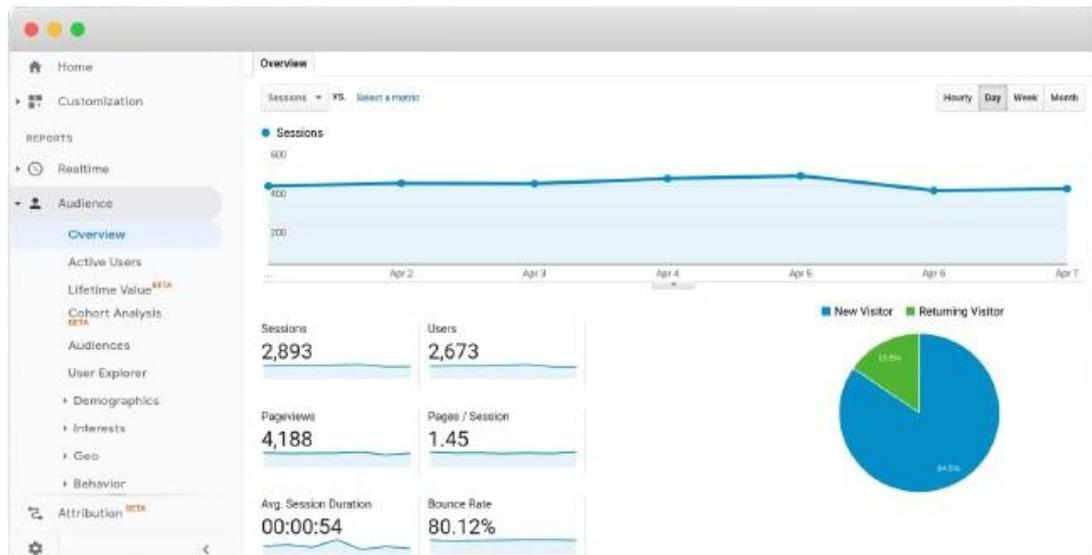


The only thing you yourself always have to make is a time plan. As it takes much time to create a website.

To sum it up, when building a website as a layman, you need two things: **CMS and a time plan.**

Interestingly enough, the demand for programming knowledge keeps decreasing. However, the demand for knowledge of marketing or graphic design has been continually increasing over the years. Therefore, if you want to create a user-friendly, attractive, and popular website, rather than a web developer, you should be a great manager.

Guide How to Create a Business Website



Systematic work always brings better results. And it applies to website building, too. Thanks to it, you'll be able to finish your website much faster than when improvising. Plan each step. Cooperate with your team. And delegate (to graphic designers, SEO specialists, programmers, etc.).

If you want to see the progress and organize the whole project properly, use Viktor Janouch's chart.

Defining your Website Goals

At the very beginning, you should define the website goals.

Be clear about the **website's purpose**. As obvious as it may seem, this step is very important.

Ask yourself:

“Is its purpose to show my products?”

“Do I want to present my brand with it?”

“Am I going to sell my products here?”

After answering these questions, it will be much easier for you to create the website content. Also, remember that you should pick one or two reasons for your website's existence to make it useful for the visitor.

Who Visit Your Website?

A website is a marketing tool. And, as with any other marketing tool, you need to know who's your target audience. Only then will you be able to deliver well-fitting content.

You need to know what the prototype of your customer is. Each user group is different and has different needs.

What do you expect from the visitor?

If you already know who you're creating the website for, put yourself in the user's shoes. What are you looking for on the website?

When knowing the visitor's experience with your website, you will better understand their needs. And you will be able to make everything as **intuitive as possible**. If you think they will reach you via phone, put your phone number on the home page. If you think they will contact you via email, put your email address on the home page. If you expect your customer to send you inquiries, create an **inquiry form**. Again, preferably on the home page.

Website's Main Topics

Often, you get all the answers from the customers naturally. As they reach out to you asking some questions or commenting on your social media posts. Work with such information smartly. For example, you can place them on the website menu, so they are easy to find.

In practice, your menu might include sections such as Products, Services, Price List, Contacts, etc.

You can create many different sections based on what you want your visitors to know about your company. For example, if you're still searching for employees, create a section called Career. If your company has an interesting history, create a section called About Us. Those who cooperate with the press could create a section called Press. Be creative!



This means you should have an inquiry form on your website.

A question arises: What does a perfect inquiry form look like? To get inspiration, you can check the website of your competitor (this is the part when you look over the fence).

In addition to the name, email address, and phone number, they usually have fields dedicated to dimensions and the number of pages in the form. This makes the user experience much more pleasant. It helps you to look more professional and makes communication with a customer easier and faster.

Website Structure Definition

Once you have identified individual parts of your website, it's time to start putting them together.

In practice, you prepare a wireframe for developers. **A successful website should be easy to access. And should navigate any type of user easily** (younger, older, everyday users, and even those who browse the internet once in a blue moon).

Simply put, it should be based on the principles of the UX design.

One valuable piece of advice – always put the most important information on the top of the page. The deeper (lower in this case) the information is on the website, the less likely the user will reach it. For example, the menu should be always at the top.

When it comes to other elements of websites such as blocks of text or buttons, their best position depends on your industry. You can, again, look over the fence to get inspiration.

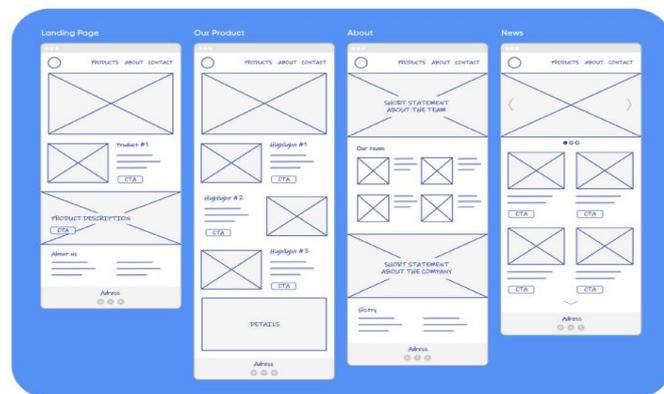
For example, if a rental car company puts their number right under the menu, clients will be more interested in their service. They can call the office right after they come to the website and book a car within minutes. So, think about your product. And the easiest ways your customers can order it. Then you'll be able to decide on which best platform you can place your information.

Website Design

Do you have an empty draft of your website or wireframe in front of you? Let's fill it!

- **Design Concept:** Pick the style of your web: modern, minimalistic, classic, etc.
- **Colour Schemes:** Pick a colour scheme that will reflect who you are. Stick to those colours and use them for the background of the website, content, links, and other components.
- **Typography:** Use styles that will look good. Be careful here, and always make sure that the content on the website is not only visually pleasing but also readable.

- **Graphics:** Use graphics that will be in harmony with your website design. The graphics include logos, images, photos, etc.



Website Content –

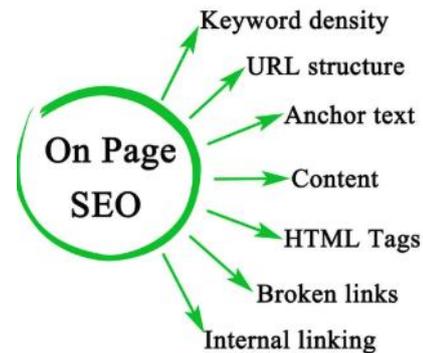
The content of your website is probably the first thing you think of when deciding to build one. Think it through. And after being sure about the above mentioned, dive into content creation (forms, buttons, text, etc.).



Now, you can review your website. And if you're not entirely happy with it, go back to the previous chapters to make changes.

On-page SEO –

Keyword Analysis is the basis of optimization. However, it is not the only thing you have to do to fully optimize.



If the customers are to stream to your site via browsers, you need to focus mainly on your website content. Especially on its **on-page SEO factors**. These include headlines, individual page names, alternative names of the images, and others.

It's crucial to use words and phrases on your website that is identical to those your customers' type into the search bars.

Website Testing –

Testing your website before publishing it is incredibly important.

Why? Because there might be errors. A website with issues harms a company's reputation. And reputation is arduous to repair. So, be careful and dedicate some time to testing and improvements.

The most common errors on websites are:

- **Issues with Functionality:** Test all the elements on your website. Open it on various types of devices as well as in various browsers. Check if all the features work properly. Also, make sure all the links on the website lead to the content you intended it to. Don't forget about forms. Try to fill them out and check if they work as they should.
- **Speed:** Check the speed of your website. For this, you can use special tools. One of the best is Page Speed Insights by Google.
- **Security:** Make sure your website is secured against threats and cyber-attacks. Keep updating the system and plug-ins and make regular data backups.

- **Content:** Check all the content on your website including images and videos. Make sure they are up to date, appear correctly on all devices, and are error-free.
- **SEO:** Check that your website is optimized for search engines (SEO). Also, make sure that Google indexes your site.
- **Back-ups:** Create a backup for your website and database.
- **Protection and Privacy Policy:** Make sure your website follows the protection regulations applicable to your state or area (CCPA, etc.). Also, check if you set the privacy policy properly.

Publishing

The day when you publish your website isn't all about celebration (even though you will celebrate for sure). You must think of how to let your customers know about it. You can use social media for this. Or send them emails. Be inventive and fun.



Off-page SEO

After publishing, you must focus not only on the on-page SEO factors but also on off-page factors. One of the most important is link building.

How to do it?

For example, you can publish your blog posts on third parties' websites or register your business and website to the online catalogues.

Some key phrases, such as “pizza LA” will require patience. Don’t worry if you don’t get to the first page of Google in the first six months. Drag optimization of your web to perfection. If you use on your website “pizza Queen LA” then people will have to search specifically for this key phrase. Try to write the whole phrase in the search bar and you’ll see your website on the first page.

Website Edits

As with many other projects, the individual steps of website creation are interconnected. They alternate and repeat, especially after you publish the website. The harder you work from the very beginning, the greater the chance you will not have to pay attention to the big (and often negative) changes on your web during heavy traffic. This will save your time as well as energy. Keep that in mind.



Which Website Builder Should You Pick?

The creation of a website seems to require a wide range of knowledge. Fortunately, the most difficult one you don’t need anymore – programming.

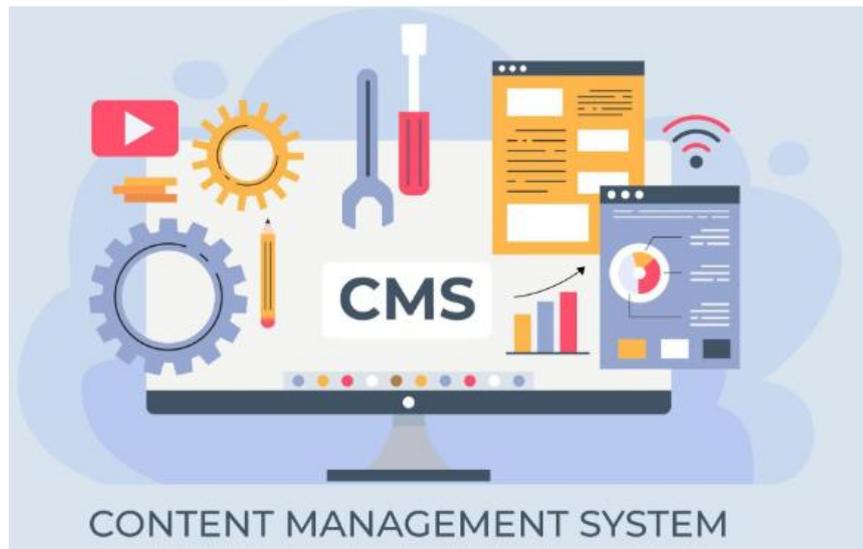
The current standard is the previously mentioned CMS. This solution includes a user-friendly administration environment even for people with no experience with web building.

Are you wondering, how is it possible that even a small business or a freelancer without any knowledge of programming can build a website themselves?

CMS and its Functionalities

CMS and other platforms offer functionalities and add-ons that make the whole process of building a website simple and quick:



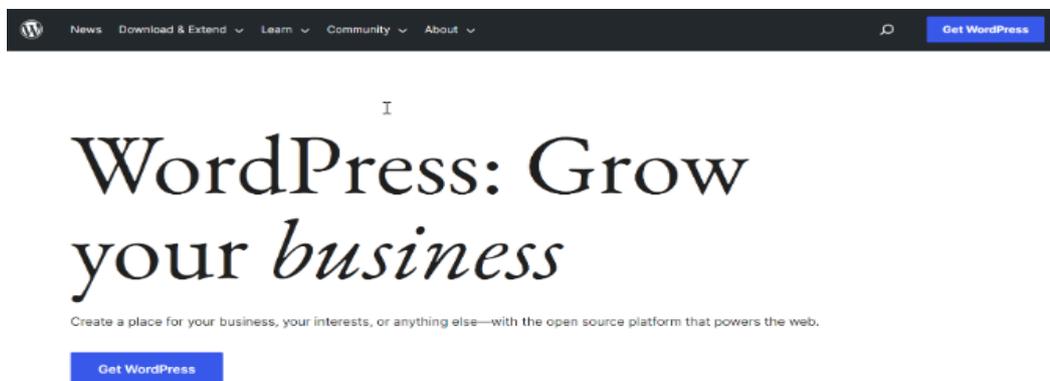


- **Templates:** A predefined look of the web page. Can be customized (often including intuitive editors, which allow the user to easily add, remove, move, or edit individual sections of the page using drag and-drop).
- **Plugins/Modules:** Additional features that are easily installed in the administration environment. Such as forms, SEO, security plugins, analytical tools, live chat, and many more.
- **Widgets:** Pre-prepared elements that work with templates and plugins. Often these are of third parties. They include Google Analytics, web forms integrated with email or a CRM system, etc.

How to pick CMS –

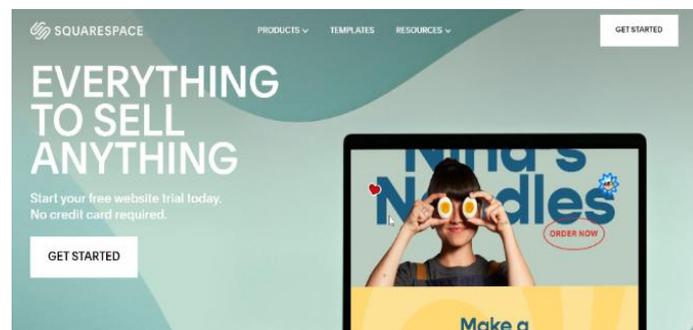
There are many CMSs to pick from. Let's have a look at the most popular one:

1. **WordPress:** WordPress is the leader of the pack. It is the most widely used CMS system, offering an extensive library of plugins and templates. It is known for being user-friendly, and free, and has a wide range of plugins.



2. **Wix:** Wix is not a traditional CMS system. But it belongs among the top platforms for website creation. It's an intuitive tool that practically anyone can learn to use. It's a paid service with customer support and comprehensive website maintenance. A disadvantage is that advanced features may come at an extra cost, so monthly expenses can add up if you need more than basic features.

3. **Square space:** The difference between Wix and Square space is minimal, both in terms of features and pricing. Square space might deter some people because it lacks phone support and requires manual website backups. However, it offers a robust e-commerce solution. In summary, if you're seeking a paid service with associated support, square space is a viable alternative to Wix.



4. **Joomla:** Resembles WordPress in many ways but may not be that user-friendly. Also, it doesn't offer as many options as WP. For instance, WordPress boasts around 50,000 available plugins, while Joomla lags with just 8,000. Nonetheless, some companies prefer Joomla when developing a website.



5. **Drupal:** Drupal is designed primarily for large companies that create complex, comprehensive websites. It offers freedom. However, for smaller businesses, Joomla and WordPress are much better choices.



Creating a website without in-depth coding knowledge is within reach for small businesses. Entrepreneurs can take on the role of website creators. You just need to master the basics of SEO and learn to work with a CMS and Photoshop.

The website creation process presented in this article is valid whether you decide to enlist the help of a developer or not. It's a comprehensive project that extends beyond the website's initial publishing date.

A website is a marketing tool that should genuinely represent your brand and engage with your target audience. Remember, that it is vital to continually enhance its design, content, and SEO.

Step 4: Rank High in Search Engines

Your goal is to create a structure and content that meets Google's criteria. Remember that robotic adherence to all SEO optimization recommendations is not always desirable. The content on the web should sound natural and should be attractive to readers (contain useful information, trends, etc.). After all, Google algorithms are becoming more and more sophisticated. And even nowadays, Google can distinguish between valuable content and such that was only adjusted to be perceived as suitable for Internet users.

To better understand SEO, let's divide it into so-called **on-page** and **off-page** SEO factors.



Can you see how the circles overlap? Once you start working on optimization, keep in mind that this is how you need to think about SEO. Don't follow a series of recommendations blindly. Everything is interconnected. To better imagine how the circles in the picture work, here is an example: keyword analysis is related to indexing and website structure.

Technical SEO –

Technical SEO can be a vicious circle. You can learn how to create and manage a website, but you'll probably have to leave some work to developers. And since not all developers know about marketing and SEO, you'll have to create detailed instructions for them.



That's why you should learn at least the basics of technical SEO yourself. Here are the things you will most probably focus on

Indexation –

The website must be accessible to bots that search through it and include your website in search results. They do this regularly. That's why the functioning indexation of the website is the alpha and omega for SEO optimization.

The easiest way to verify that your website is indexed is to search for it on the internet. In our case, we type in the Google search bar "www.eway-crm.com". The result will show you all the pages where your website is indexed. However, a more precise and professional approach is to use Google Search Console. Thanks to it you'll be able to see which of your pages are not indexed.



And, therefore, which ones need your attention. One of the reasons a page isn't indexed is because there have been changes in its URL. That's why it's so important to use the so-called 301 redirections when making any URL edits. Other reasons might be deleting a page or making a mistake in the URL when typing it in the search bar.

You should prepare a 404-error page for such cases. When a user enters the 404 page on your website, it is not only good to explain the error to them but to also include a button that will lead them to the home page. You can use humour here, if it is in harmony with your company's way of communication.

Page speed –

Google pays huge attention to page speed. The reason is simple; it knows how angry users can get when the page loads slowly.

If you want to know how exactly Google evaluates the loading speed of your website, use Google Page Speed Insights.

Besides providing details, this tool will also give you recommendations on how you can optimize it.

For example, optimizing images on your website is very important. By reducing its resolution, the data size of the image gets smaller and the page loads faster. The CMS should be able to do this automatically. If not, use compression.

You can discuss this with your developer, or do the work yourself with a suitable plug-in.

UX –

A good user experience is essential for your customers and is, therefore, important for Google ratings. For example, your website's responsiveness to mobile devices is a necessity nowadays.

Another necessary parameter of your website is an HTTPS security certificate. Google focuses on the safety of its users and side-lines all the websites that don't have this certificate.

Finally, you should think of how the users navigate through your website. The experience should be intuitive and convenient.

Here, a very effective, albeit relatively demanding method, is the monitoring of the so-called heat maps. There, you can see what the visitors search for on your website and time taken by them to find it.

At the very start of website building, it is enough if you get inspiration from your competitor. And introduce the most common functionalities on your page.

For example, if you incorporate the button for automatic scrolling, correct menu layout, FAQ, contact details, etc.

Meta tags –

Once you're done analysing the keywords, you can start focusing on the content. The basic and most important factors include Meta tags, descriptions, and titles.



The title of your website should include the main keywords. Plus, it should sound and look attractive to readers. Simply, it should lure them to click on it.

Google keeps changing the maximum number of characters in titles and descriptions. Therefore, we recommend installing a module in the administration of your website that will take care of this automatically.

Why is this dangerous? Well, if the text exceeds the maximum number of characters, the search engine will use a random portion of the page's text instead of the whole description. That might be confusing for your potential customers. And leads not showing the right results.

Image optimization –

Don't underestimate the importance of images.

Pick them wisely. And optimize so the search engines include them in the results. Also, use alternative texts. They will help search engines and people with visual impairment to understand your images.

Another technique you can use is so-called **lazy loading**. That helps your website to load smoothly.

How does it work? The images load during the scrolling – they don't appear until the visitor is close to them. Another tip is to use responsive images. But make sure they appear in the right size no matter the device's screen dimensions.

Parts of URL –

Keywords should be part of the URLs of individual pages, too. The URL should reflect the structure of your website. Don't forget about the names of categories and subcategories here. And try to keep the URL as short as possible.

Does it sound complicated? Doesn't worry, every cloud have a silver lining.

Maybe an example will help you: shoes.com/women's/Adidas/winter

Content Quality –

During the creation of content, keep in mind that Google prefers longer, unique, and original texts. Those must be optimized of course.

Never copy and paste text from other websites. That's the road to hell. Create original texts that are concise and include all the important information. Also, be careful when working with AI tools. Robots use sophisticated techniques nowadays. And can distinguish between the original piece of text and the one that was AI generated.

Write well-structured texts that will be easy to grasp (use bullet points, titles, subtitles, numbers, bold text, etc.). Again, when creating content, it's important to use keywords. Use them wisely though. And spread them in the text so it looks natural. Some sources recommend that the text should consist of a maximum of 1, 5-3% of keywords.

Off-page Factors –

The last set of factors influencing SEO is the so-called off-page factors. These are not part of your website. But that doesn't mean you shouldn't control them.



Link Building –

Link building is an effective tool for your website SEO. For the best results, you should use links from reliable sources. The text used for a link must make sense. The purpose of backlinks is to build trust. And help your visitors with their issues.



What strategies should you use for successful link building?

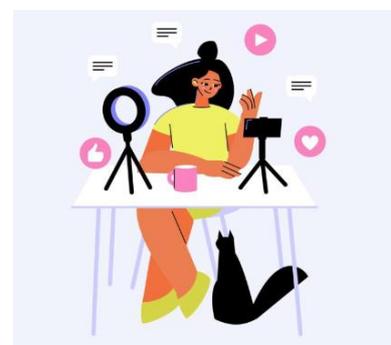
- **Guest posts:** Ask websites with high domain authority for the opportunity to write posts for them. It's not that difficult to find these. They're available on the Internet.



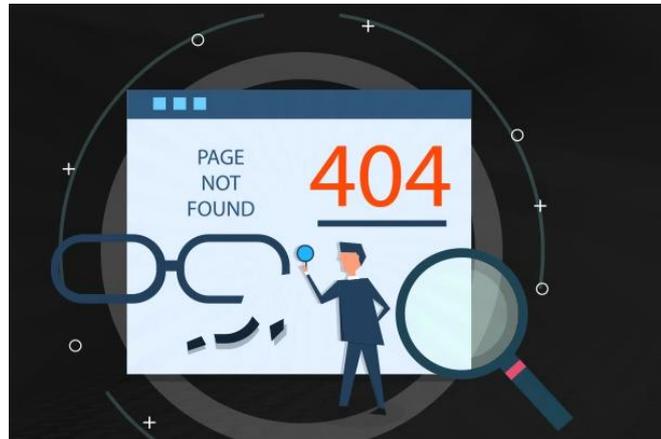
- **Content Recycling:** Syndicate your content to other platforms (social media, websites, blogs, etc.). This will help you to utilize your good quality content to the maximum + you'll get backlinks.



- **Work with Influencers:** Cooperate with influencers from your field. You can ask them to include links to your website in their posts or videos. Or you can work with them on a brand-new project. Be creative!



- **Non-Functioning Links:** Check links from your field that lead to non-existing websites. You can use Ahrens' Broken Link Checker for this purpose. These are somehow broken and, therefore, useless. Then, get in touch with the owner of the website and offer them your content. They will probably perceive your content as a useful alternative.



By offering a solution to their problem, you not only help someone, but it is also beneficial for you – you gain one more backlink in your account.

Reputation –



The last of all factors influencing the rating in browsers is your website's reputation.

In the long term, you can be rewarded if your website proves its trustworthiness.

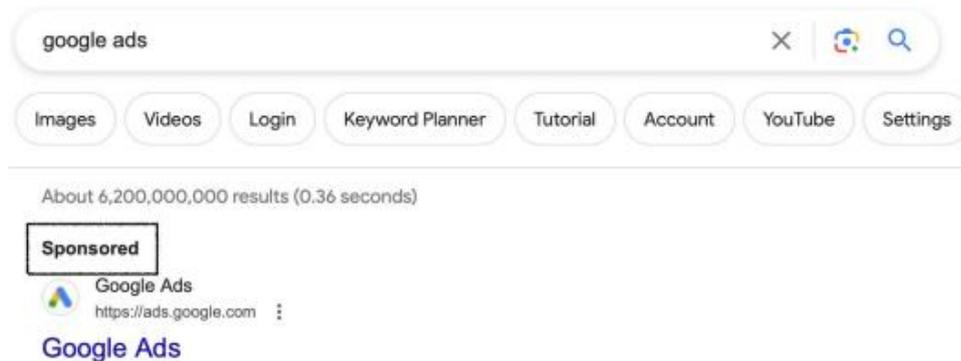
How to be trustworthy? **Create good quality content that will bring you organic growth.**

It's not a good idea to take advantage of practices that are penalized by browsers. Sometimes, they seem like a facilitation in optimization. However, they are not. Remember that important parts of the off-page factors are the analysis of backlinks and eliminating of the toxic ones.

Step 5: Use CPC to Get More Customers

CPC advertising is one of the fastest ways to achieve the desired goals in digital marketing. We see it most often in the search results.

And since CPC must be labelled with the “Sponsored” tag, your visitors will always know it’s an ad.



These can be in the form of banners, videos on social media, and other websites or mobile apps.

You don’t have to hire a marketing agency to do CPC campaigns. You can learn it yourself! Of course, learning something new takes time and money but then you can use it countless times in the future.

What strategy to choose when creating a CPC campaign? And in which ways should you be careful during the process?

Types of CPC

You can use different tools for placing CPC ads. Each of them has its merits. And they are not universal. It is important to bear in mind that you reach out to your potential customers often. You do so at different stages of the purchasing process. That’s why it’s so important to choose tools according to the customer’s needs at a particular stage of the purchasing process.

The basic tools of CPC campaigns:

- **Search networks** (search results of Google or Bing)
- **Display networks** (banners, videos, and other formats on social media, websites, or apps)
- **Remarketing** (shows on both the content network and social media)

- **Comparison shopping websites** (Google Shopping, Facebook Merchant, etc.)

This division is based on the information from Google Ads – the most widely used CPC system. In it, you can manage all platforms owned by Google (including YouTube). The inclusion of other CPC systems and social networks is very individual. For example, Meta (which controls Integra and Facebook) has its own Commerce Manager. Here, you can administer your campaigns, including the remarketing ones.

Usage of CPC according to its types:



Search Engines –

Let's say you're a financial consultant. And you aim to have more clients. Most of your potential clients will search for your services on Google. The best strategy is, therefore, to **focus on the SEO** of your website and to **invest in CPC campaigns**. When comparing these two, the CPC campaigns are better because they bring instant results.

On the other hand, they might be a bit dangerous because after ending the campaign, you disappear from the search results.



That is why many companies use CPC campaigns only at the beginning of their entrepreneurship journey. Basically, until the time their SEO is at its best.

What should you know before creating your very first campaign for search engines?

Give customers what they need

During the preparation of a new campaign, you need to be sure that your website contains everything your customers need. Basically, it should answer all their questions.

For example, if a customer types in the query “financial advisor NYC”, you should create a separate page on your website related to this topic. Use keywords and include the address of your office as well. First, you must know what questions (keywords) your potential customers ask. Google search bar will be helpful here - it gives suggestions.

For example, if you type in “financial advisor”, it will give you a couple of options on how to finish your sentence. However, to make sure you use the best keywords, use a planner in Google Ads.

In Google Ads, you’ll find not only what keywords your potential customers use, but also the average number of users typing in individual keywords per month.

The app will also tell you how competitive your keyword is, and the cost-per-click estimate. You may find out that the costs for the keyword “financial advisor” are much higher in comparison with the keyword price “financial advisor NYC”.

What I want to suggest is that the more specific keywords (key phrases in this case) you use, the lower the price.

Also, by using specific keywords (**long tails**), you will make the search much easier for your potential customers.

Long tails are known for bringing fewer people to your website – due to them being very specific. However, thanks to their relevancy, they lure to your web only those who are seriously interested in the product/service. And, therefore, who are more likely to purchase.

All in all, **you can save both time and money using long tails.**

Eliminate unsolicited click-through

Search networks set the costs per click quite high. That’s why it’s useful to use Keyword Planner – to eliminate unsolicited click-through.

Avoid unsolicited clicks by using the so-called eliminating negative keywords feature. Thanks to it, you can be sure that only relevant people will see your ad.

Let me show you how it works: Our Company's product is CRM software. Our keyword is "CRM". We found out that our negative keyword is "Honda". Thanks to knowing what our negative word is, we can be sure that our product does not appear in the search results of motorcycle fans (Honda is a motorcycle brand). The more negative words you find, the better the search results be.

Create a campaign

Once you are sure what type of customers you want to attract, you can start creating your first campaign.

But before stepping into this new world, read the guide to Google Ads first. You'll prevent making basic mistakes which would lead to useless money wasting. Also, set a daily limit on how much you're willing to spend on your ad.



Raise Brand Awareness



Increase Organic Traffic



Make More Sales



Get More Email Subscribers



Get More Leads



Get More Followers



Increase YouTube Subscribers



Reduce PPC Costs

Each campaign consists of the so-called ad groups. In these, you create the advertisements, and name and organize your campaigns and reports according to your needs. In the ad groups of the mentioned financial advisors in NYC, as many positive keywords as possible should be used (the owner of the website finds them in the analytics). Why? Because people searching for this type of service might also use other words to find a perfect expert on finances – they can search for "financial consultant", "financial expert", etc.

Now it's time to create the ad itself. Let's do it.

Do your best to catch the attention of your potential customers. At the same time, think of all the practical things we discussed earlier. In the ad, use keywords your customers are going to type in the search bar. Use these keywords in the ads' title, and description, and preferably also in the website address.

Measure and Evaluate

While measuring your CPC campaign results and evaluating whether it is useful for you in the long term, focus on ROI.

ROI is a ratio that measures the profitability of an investment by comparing the gain or loss to its total costs. And by total costs, I mean the total price for the clicks as well as other expenses (external collaboration, etc.). But there are also other parameters in the statistics you should not neglect. For example, **CTR** (or click-through rate) and **conversion rate**.



CTR shows how well you answered your customer's questions. And conversion rate tells you how you're doing when it comes to the ratio of clicks and demand.

If you don't like the numbers in the statistics, check your website again. Think about its design as well as about how your offers look and what they contain. Aren't your prices too high when compared to your competitors? Is it easy to navigate through your website?

There might be an issue with more than one thing. Unfortunately, Google Ads cannot offer solutions to all of them. You must figure it out yourself. Be patient.

Display Networks

Let's say you aim to raise your brand awareness. Display networks are ideal for this.

They offer more than 2 million websites that work with Google Ads: from banners to YouTube, and other social media platforms.



On the display network, your ads are not targeted based on keywords. They are targeted based on different targeting methods. For example, demographic, geographic, or user interests. **Unlike with search engines, here, the customer is not actively searching for anything.** It's quite the opposite, you are the one who reaches your potential customers.

You can reach a wide range of users. And create a "fertile ground" for yourself. The next time a customer meets your brand, they'll at least know they have heard of you already.

Remarketing

Remarketing is a very distinctive form of advertising that **allows you to reach customers who have already visited your website but haven't placed an order yet.** Usually, companies use remarketing on display networks or social media platforms. And since the customer is probably considering buying your product at this stage, it's the right time to remind them you exist!



In real life, your webmaster uses the so-called **Google Ads remarketing code** (it's called a pixel on Facebook). Through this, visitors are listed on the so-called remarketing list.

If a visitor to your website has already spent some time on the inquiry form page and did not reach out to you, you can offer them a free consultation. This might help to convince them that your solution is the best on the market.

If this does not help, they need some time to think about your offer. And will come back soon.



Comparison Shopping Website

As with other parts of CPC campaigns, this is a very complex one, too. Currently, one of the most favoured comparison-shopping websites is the Google Merchant Centre.

Online stores can use these websites to reach out to a wider audience. Many people got used to scrutinizing online stores before making a purchase. That's why they are so important for any online seller nowadays.



Visitors of comparison-shopping websites are already sure they're going to make a purchase. And since they want to spend money, you must be on these websites, too. Why? To compare yourself with your competitors and prove to your customers you are better than them. And your product is better than theirs, too.

In this stage, your customer needs to see specific information: prices, the trustworthiness of your brand, and the parameters of your product/details of your service.

Why Is Investing in CPC Campaigns Worth It?

If you decide to invest in CPC a campaign, two big questions arise: Is it worth it? Should I do it myself or leave it to a professional?



Outsourcing might be more expensive than doing it all on your own.

On the other hand, if you know you are not qualified enough to manage the campaigns or you don't have time to do that, it's better to delegate this to a CPC specialist.

Step 6: Best Social Media Platform for Your Business

Social media platforms enable companies to reach specific target audiences, build a loyal community, and raise brand awareness. A great advantage is that it doesn't have to be expensive to create campaigns in this virtual space.

But before rushing into this world, keep in mind that social media marketing is constantly evolving. And that you must keep up with the trends if aiming to be relevant. Only then your campaigns can be successful.

Long-term trends are visualization and keeping content concise. And since nothing indicates that this should change any time soon, the demand for social media management rises.

Many companies deal with a lack of people who would take care of their business profiles. This leads to businesses ignoring social media or neglecting their already existing profiles.

If you dive deep into the social media world, pick one that suits your business best. And learn how to use it properly.

Being present in the nowadays-popular space can be a big competitive advantage for you.

Facebook

Facebook is still the world's most popular social media. People use it no matter their age.

Even if you think that Facebook is not an important part of your marketing strategy, you should have a business profile with basic information about your company. And you should be somehow active there. Many of your potential customers will search for you not only on Google but also on Facebook. Make it easy for them.

Here are some useful tips for those who decide to be active and post regularly on Facebook:

- **Organic versus Paid Content:** As with other social media platforms, paid formats work the best on Facebook. Organic content will be shown to your audience much less than the paid one. For this reason, you should consider creating sponsored posts.
- **Posting Frequency:** Be consistent when posting. Ideally, you should create a posting plan which will help you post regularly. Activity is the key.
- **Interaction with your audience:** To be seen (and understood), include images, videos, and blog posts in your Facebook posts. Algorithms love these. Also, communicate with your fans. Answer their questions in the comments, create discussions, and show you care about their opinions. Only then you'll be able to build a strong fan base.

Instagram

Instagram is all about visual content. Therefore, it is essential to pay attention to how your profile looks. And what vibes it gives.

It is quite difficult and time-consuming to create visually pleasing content. Plus, a much younger audience is active on Instagram when compared with Facebook. This means that Instagram might not be suitable for every company. Surely, you should think through whether your Instagram profile would bring you any benefits at all.

If you decide to create an Instagram account to promote your products, follow these tips:

- **Have a visually pleasing profile:** Your business profile should be visually attractive. All your posts should be of a similar style to create a unified profile look. Also, don't forget to create a well-structured and interesting bio. To keep the posts sorted and help your potential customers be well informed, create Stories Highlights.
- **Use hash tags:** Use 8-10 relevant hash tags at every post. They will help your post to be seen. What hash tags should you use? Ideally, combine general ones with very

popular ones and those that are also very specific for your product/service. Such a combination is a magical formula for your posts to go viral.

- **Create Stories and Reels:** Reels are currently the most popular format on Instagram. Those are short videos that catch attention quickly. Often, they include background music which also helps your audience to keep watching till the end. Stories are posted with a 24-hour time limit (after this limit, they disappear). These are good to use too because people see them right after opening the app. To keep your Stories alive, sort them in the Stories Highlights.

YouTube

With more than 2 billion users, YouTube is the largest video content platform. Companies can use it for the promotion of ads and banners, but they can also create interesting content here, such as educational videos, interviews, or reviews.

If you want to dive into the world of videos, follow these best practices:

- **Place ads before videos:** YouTube users go on this platform to watch a certain type of content. Most of them hate ads and skip them (often they can do this after 6 seconds of an ad). Some ads cannot be skipped. Those are the shorter ones (15-20 seconds long). Therefore, it is essential to catch your potential customer's attention in the first seconds of your ad. And prevent their urge to skip it.

- **Build a community of subscribers:** You can use YouTube to educate your customers about your product or service. Another type of content they could be interested in is funny videos. Or you can aim to build a loyal subscriber community on this platform. To achieve this, create discussions in the comment section under your videos. Also, ask your viewers to subscribe to your channel, share your videos, and leave it a thumbs up. Do this in every video.

- **Interact with your audience:** The best way to interact with your audience is by using images, videos, and articles in your content. Both YouTube users and algorithms love these. Answer your customers' questions in the comments sections. Ask your viewers to interact with your content and create discussions under your videos. If you do so, you'll have a strong subscriber base on your YouTube channel in a couple of months.

What companies will make the most of YouTube?

YouTube is great for many companies. And there is quite a high probability it's suitable for your brand, too. Keep in mind that to be successful on YouTube, you must create visually pleasing and interesting content.

LinkedIn

Many LinkedIn users use this platform to search for job opportunities. However, it is also a great place to advertise products and services. You can find paid promotions here, too. Plus, you can get in touch with CEOs of other companies and suggest collaboration.

Here are a few points on how to be successful on LinkedIn:

- **Create Added Value:** It's essential to create a detailed business profile, share interesting content, and use hash tags. What works best is connecting with other specialists from your field. By this, you enlarge your collaboration list and be perceived as an authority.
- **Be Active in Groups:** Be the respected voice in your field of interest. Create and share content that has added value. Content that will help your followers. To be heard and become more popular, join groups discussing your topics.
- **Use In Mail Feature:** You can use a paid feature called In Mail on LinkedIn. Thanks to this feature, you can send messages to users who haven't connected with you yet. I would say this feature is like cold calling. Send your irresistible offer to the decision-makers and shine!

What companies will make the most of LinkedIn?

Promotion on LinkedIn is the most beneficial for B2B companies. Why? Because they can get in touch with the sales representatives easily on this platform.

Choosing Social Media Platform Suitable for Your Marketing

First, think of both your time and posting possibilities.



To succeed on social media, you must pick a platform that is the most suitable for your business as well as for your target audience. Also, you must be able to create good quality content in the right amount and post it regularly. Rather than creating profiles on all the above-mentioned social media platforms, which would then be empty due to your inability to create content for all of them, create an account only on one platform. And give it all your attention.

Step 7: Expand Your List of Email Addresses and Approach More Customers

Email marketing is one of the most effective tools of promotion. Companies love it for being inexpensive and having a high return on investments. Email marketing is also popular because it's easy to track its success.

Even in email marketing, there are some challenges. The biggest ones are the creation of a contact database and gaining consumers' consent.

Other challenges are spam filters or undeliverable emails. However, no mountain is too high to climb. Let's dive into the practical things now.

I'll share with you how to create a working email campaign. And tell you the pros and cons of email marketing.

Get More Subscribers

To create a successful email campaign, you must first have a good-quality contact database in your hand. Collect contacts and customers' consent to process their contact for marketing purposes. How to do it? Companies often offer their website visitors to subscribe to their newsletter. It is a simple way to expand your list of email addresses. You can do this by putting an easy form like this on one of your web pages.

You can also add the consent to your inquiry form. However, be careful here. And make sure the box is ticked off (as you can see in the picture above). Your customers must tick it themselves according to the new GDPR guidelines.

This was all about the new contacts but what about the ones you've already collected? No need to worry, you can ask your subscribers for consent additionally.

My last note here would be that there are more ways to collect addresses. You can, for example, exchange a discount or a present for an email address.

Automation in Email Campaigns –

A triggered automation in email marketing is a strategy when the automation itself is put into motion once a certain predefined case takes place. You save a lot of time thanks to automation. Plus, it enables you to create personalized messages for your subscribers.

How to effectively use automation:

- **Purchases:** You can send your customers an automatic order confirmation email, offers, or product review right after they place an order.
- **Email Interest:** Imagine you send your subscriber a certain type of email. And you notice that they open it every single time. You find a pattern in their behaviour. And you know which emails he or she likes. Based on this, you will know what kind of emails to create so they can open all of them in the future.
- **Links:** If a subscriber clicks on a particular link in your email, you can track it. And next time send a message with content like this link.
- **Abandoned Carts:** If a person interested in your products abandons their cart, you can send them an email reminding them that they forgot to complete their order. In such a scenario, you can also offer them some kind of discount which is supposed to work as a motivator.
- **Birthday Special Offers:** Create an automatic birthday campaign in which you'll wish your customers a happy birthday. You can also offer some special discount on their special day. Customers love personalized messages and discounts.
- **Unsubscribing to Newsletter:** If someone unsubscribes to your newsletter, you can send them a message confirming it. Also, it is a good idea to ask them why they decided to do so. The feedback can help you to improve your future email campaigns.

Prevent Your Emails from Going to Spam –

Equally important to the good-quality contact list is your email delivery rate. You must prevent your emails from going to spam.

But how to do it?

First, focus on your email's subject lines.

Don't use Caps Lock, exclamation marks, or rather controversial words, such as "free" in it.

At the beginning of 2024, Google changed the email authentication requirements. Study them properly to adjust the settings of your emails accordingly.

Create Engaging Emails

Use templates –

The texts in emails should be divided into short paragraphs. You can use bullets, too. And don't forget to highlight the most important information. There shouldn't be more images than the text itself in an email. Why? Because then the email might seem chaotic for its reader. Also, don't use images and emesis for things you can explain with words. By this, you prevent misunderstandings.

If you decide to use tools for your email campaigns (which you'll probably do), you can use its pre-prepared templates. Then, you only edit them according to your preferences. If not being happy with the templates in the email campaign tool, you can create your own ones. Use the tool's editor or import your HTML email template. Also, don't forget to optimize the messages for smartphones.

Use CAT

CAT (call to action) is a necessary part of every email campaign. It should make the reader take action, e.g. visit your website, read a post on your blog, or buy your product. Make sure your CAT buttons look attractive and contain an interesting phrase. They must be irresistible.

Test your emails

After you hit the send button of an email you can't take it back. Therefore, every time you create an email, send yourself a test first. Or your colleagues. Thanks to the test, you can make sure the email displays correctly on smartphones as well as on laptops. Also, you should check if the links and CAT buttons work properly.

If you want to be painstaking, you can open the message using different browsers to make sure it displays correctly on all of them.

Mandatory Unsubscribe Link in Newsletters –

Every marketing email must contain a working unsubscribe link.

Analysis

Every email marketing campaign ends with an evaluation of its results.

First, test your email subject lines. Your potential customers will react differently to different communication tones as well as phrases. Statistics will tell you what kind of tone and content they like. It will also show the best day and time to send emails.

You can examine the email content as well. How to do it? Put the so-called **UTM parameters into the links in your emails**. Then, you'll be able to see via which links your visitors got to your website, what caught their attention, or how much time they spent browsing your website. All this you can find in Google Analytics.

Pick a Suitable Email Marketing Tool for Your Business

Can't wait to send your first email? I know I know... but first, you need to find a suitable email marketing tool for your business. Firstly, that will work according to your expectations. Secondly, that will meet your business needs.

Make sure it's intuitive and offers a wide range of convenient email templates, automation features, and analyses.

To find out whether the tool is really THE ONE, try it with the trial version. After being sure it fits your needs, purchase a paid plan and use it without limitations.

Conclusion

I hope this e-book serves its purpose, which is being a supportive guide on your tour in the digital marketing sphere. And that it not only explained individual tools but also helped you to decide which strategy will be the most beneficial for your business.

Digital marketing will help you to reach new customers. And turn them into loyal ones. Every company should have their business website. It is a website that helps you introduce yourself and your product to new customers. And it is a step on a path to get to the front rungs in the search engines.

The higher you are in the search results; the more people will get to know you. And the higher your sales will be. To achieve this, it is needed to optimize your website. And in the take-off stage, it's also good to consider creating CPC campaigns. To be closer to your customers, create social media profiles.

They will help you to bond with your audience. Facebook or Instagram works perfectly for this purpose. And if you think these two are not suitable for your specialization, you can at least start using LinkedIn, where you can also search for new employees. Also, don't underestimate the power of good old email. Email campaigns are great for reaching new customers as well as for strengthening relationships with the loyal ones.

Marketers love them, especially for the high rate of return.

It's up to you what will be included in your marketing mix!

Practical Book

Digital Marketing

Definition:

The promotion of a business, products, and services of a company through digital media platforms like Google, Facebook, Twitter, LinkedIn, etc., is called digital marketing.

Advantages:

1. **Low Investment:**

Investments in digital marketing are minimal and help reach more customers to generate better returns for the company.

2. **Targeting Customers:**

It allows us to target customers based on age, gender, location, interests, and behaviour (engagement with the product).

3. **Retargeting Old Customers:**

It helps retarget old customers to generate results.

Modules of Digital Marketing

1. **Website Designing**
2. **Search Engine Optimization (SEO)**
3. **Search Engine Marketing (SEM) → Ad Words**
4. **Google Search Console**
5. **Social Media Optimization**
6. **Social Media Marketing**
7. **Gmail Sponsor Promotion**
8. **Email Marketing**
9. **Google Analytics Tools**

10. **Online Reputation Management**
11. **Affiliate Marketing**
12. **Social Media Analytics Tools**
13. **Mobile Marketing**
14. **Content Marketing**
15. **360-degree Implementation**
16. **Google AdSense**
17. **YouTube AdSense**
18. **Digital Marketing Strategy & Audit Reports**
19. **Blogging**
20. **Photoshop**

1. Website Designing

1. Purpose:

To promote any kind of product through digital platforms, we need to create a website. It helps to store all the information about a product or service.

To create a website Purchase a domain name and hosting from a free or paid vendor.

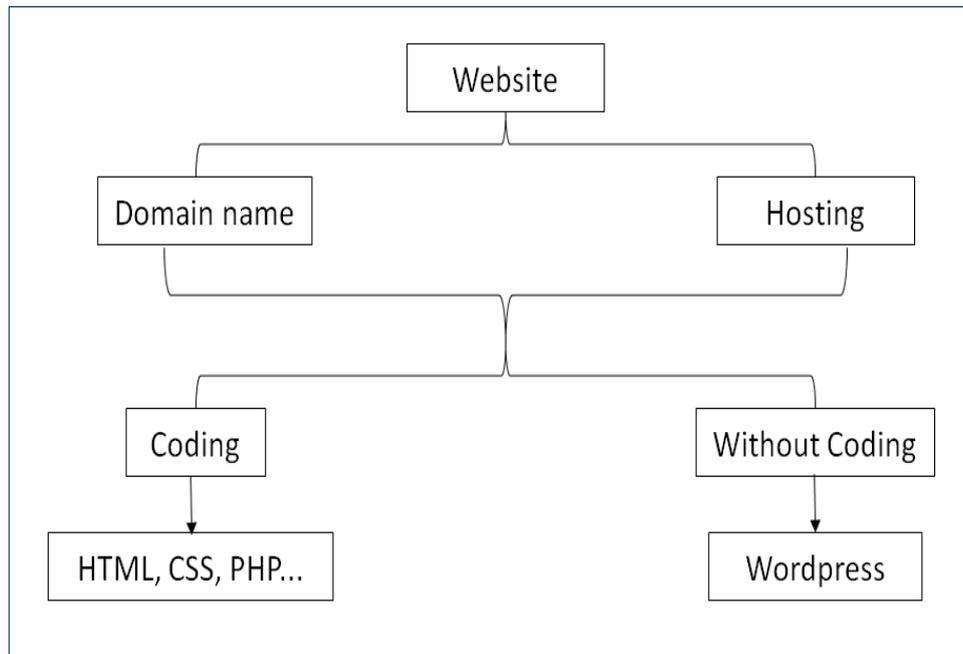
Free Vendors: - infinityfree.com

Paid Vendors: - Go Daddy, Hostinger, Big Rock, Name cheap, HostGator

Website Components:

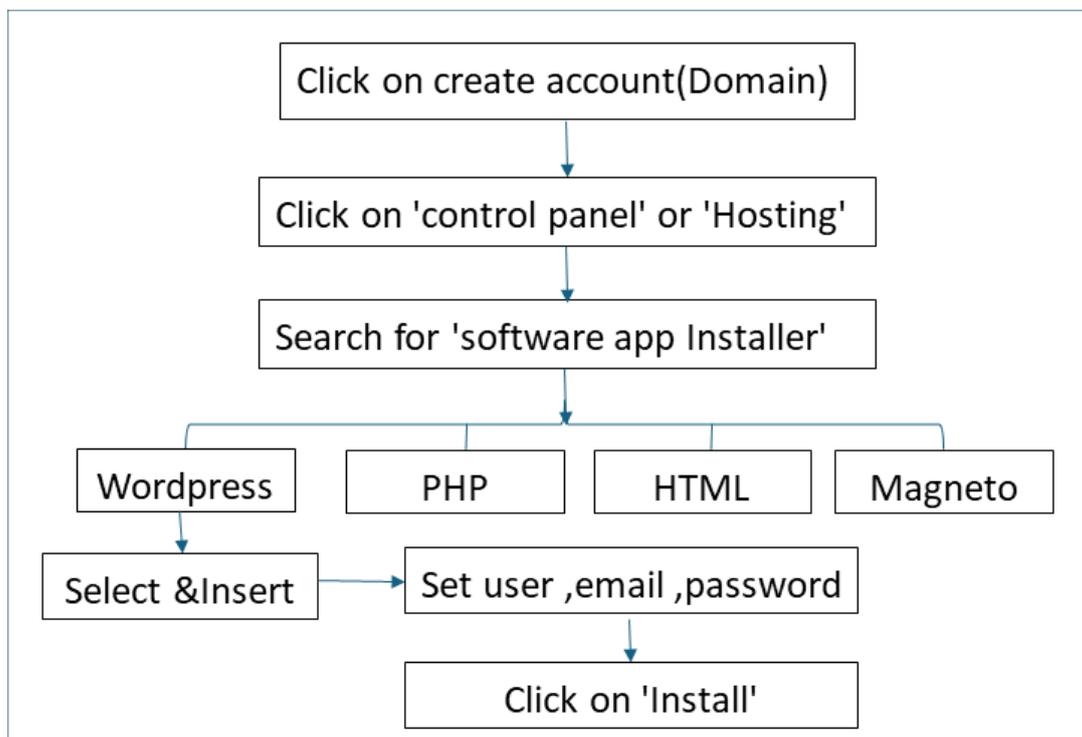
- Domain Name: Examples: .com, .org, .edu, .in
- Hosting: A storage unit (memory) like 30 GB, 50 GB, etc.

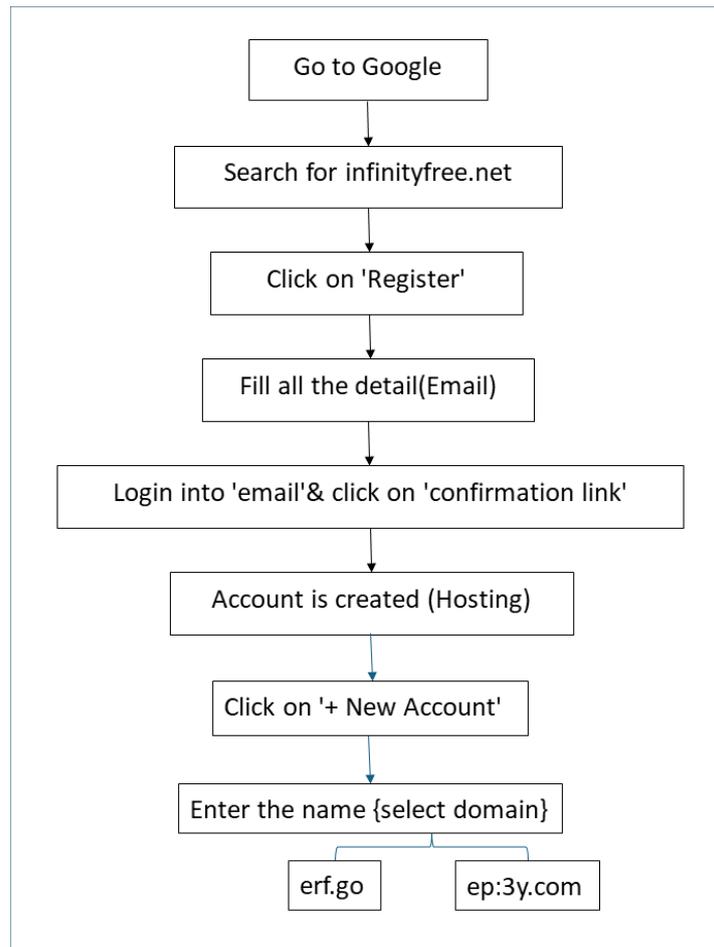
Website: - {Flow Chart}



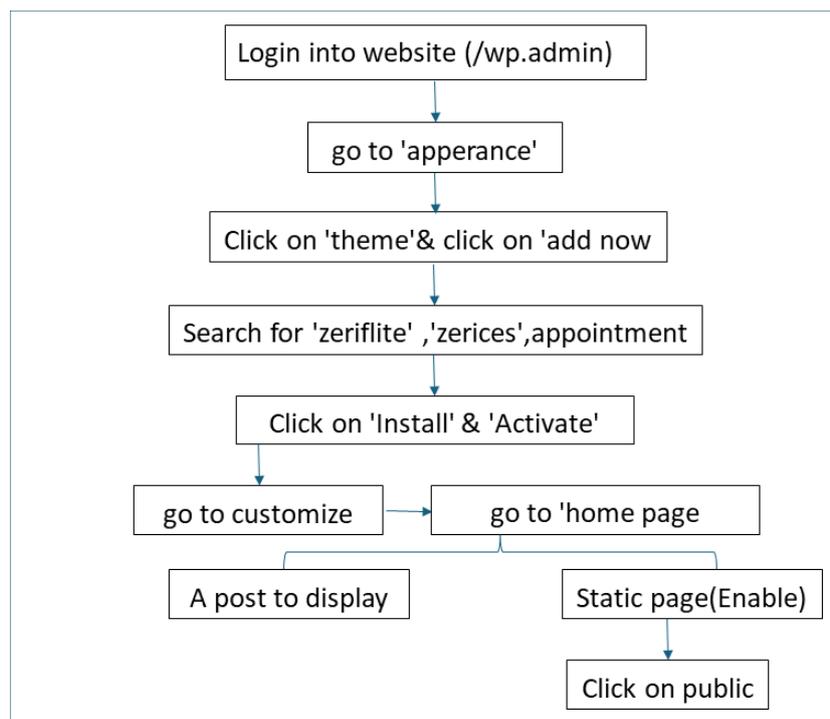
Step-by-step process to create a website (web creator) {FLOWCHART}

1. Purchase Domain and Ho:

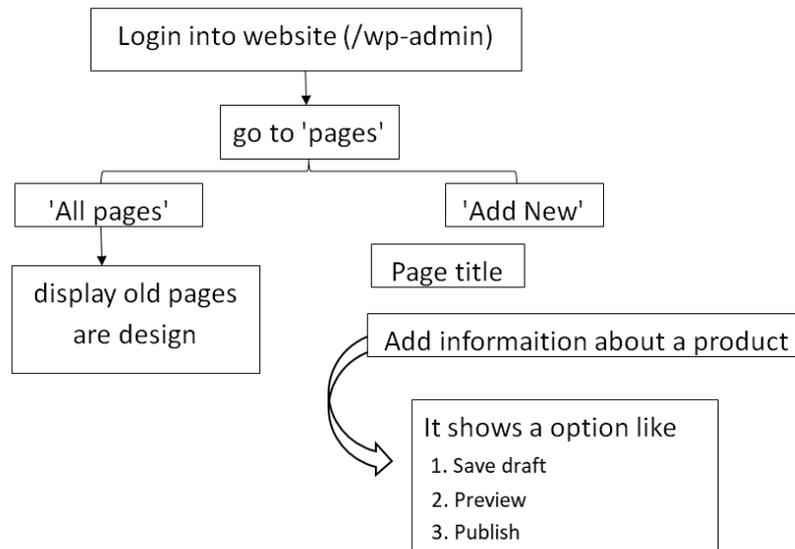




Step 2: Install Theme {FLOW CHART}



Step 3: Create the Page and Upload Content {FLOW CHART}



Step 4: Add Pages to the Menu

Step 5: Remove unnecessary content from the theme.

Step 6: Implement SEO programs to optimize the website.

Step 7: Find out the right marketplace to promote a product.

BASIC TOPICS:-

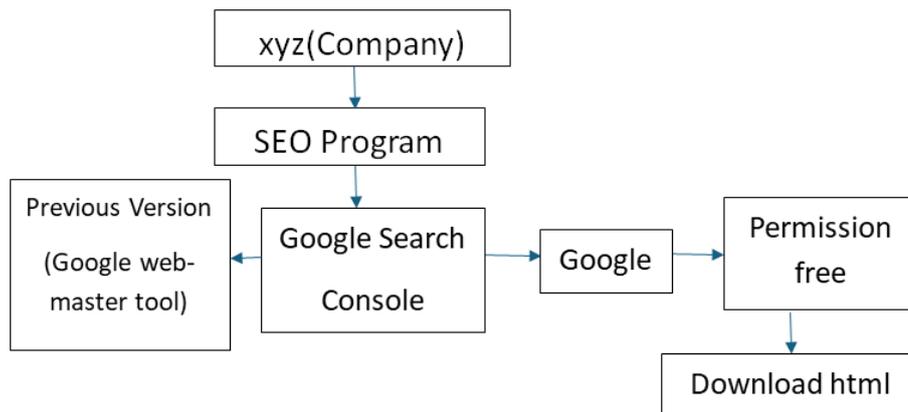
1. How to SEO Works
2. Operators on Common SEO
3. Google Updates
4. Page Rank
5. Page Authority, Domain Authority
6. Bounce Rate
7. Types of Keywords
8. SEO

Search Engine Optimization SEO:-

It is a digital marketing technique that enables the company pages to bring into topics possible in “**SERP**” based on the customer keyword.

SERP → Search Engine Result Page

How to do SEO

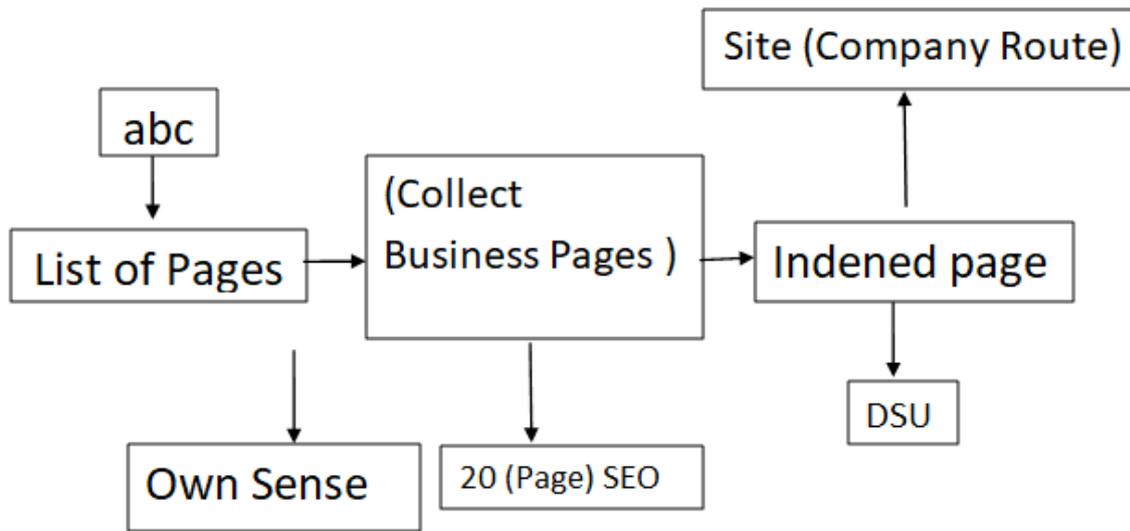


2. Operators or Components in SEO:

There are two types of operators in SEO:

1. Site
2. Cache

Site:• Site is used to find out the list of indexed pages from a website in Google.



Cache:

- It helps us to find out the date and time of a website's crawling.

Example:

- Site: <website name> → Shows business page.
- Cache: <website name> → Shows Google crawling time.

3. Google Algorithms or Updates:

• Google updates are used to describe a change affecting how rankings are calculated by the search engine.

- **General aim:** Improve the relevance and quality of the search results.

List of Google Updates:

1. Caffeine update
2. Hummingbird update
3. Rank Brain
4. Panda
5. Penguin
6. Pigeon

7. Pay Day
8. Pirate
9. Exact match domain (EMD filter)
10. Top-heavy ranking
11. Mobile-friendly view
12. Possum
13. Penguin 4.2
14. Google Fred
15. Google Sandbox
16. Broad core / BERT core
17. Phantom III
18. Lighthouse
19. Google Clustering
20. Speed update
21. Google Media
22. Ginger

1. Caffeine update:

- It is used to display results very quickly.

2. Humming Bird:

- It makes the Google search engine to show the right information to the right keyword.

3. Rank Brain:

- It helps to Google to understand the complex keywords to display the right information for the right keyword.

4. Panda:

- The webpage that contains copy & duplicate content will be hit by Panda it checks content quality {word count}

This Panda – check words under 500 words

This Panda – check words over 2000 words

5. Only for Business Pages:

- In Blogs you can write once 2000 words. Panda is a form of 2 type this and think.

If the content is less than 500 words it will be hit by this panda, if more than 2000 words, it will be hit by the thick panda.

Note: Use small SEOtool.com to find out the unique content

6. Penguin:

• The page that contains more keywords studying and spammer linking will be hit by Penguin.

- Do not repeat the same keywords more than 3% in the website that comes under the keyword and which will be hit by penguin.

7. Pigeon :

- It gives more importance to local search results.

8. Possum:

• The company which in typing to targets local customers based on local keywords without any branch or office in that area will be hit by Possum.

9. Payday:

- The website which contains irrelevant keywords apart from the business keywords.

Will be hit by Payday Update.

10. Pirate:

• The website which contains copyright content like video, music, movie, etc. will be hit by pirate updates according to **DMCA {Digital Medium of telecom authority}**.

11. Exact Match Domain:

• The domain that contains exact Keywords and the website con key word sell spamming things will be hit by the End filter.

According to the exact match, the domain purchases the domain by using the name and keyword.

Example: Social Media Help

12. Mobile Friendly View:

- The website which is designed for any company in desktop view, must be in a responsive way or customized because according to recent updates most of the companies are getting business through mobile devices.

13. Broad care:

- Advanced version of an MFV According to Broad Care if the loading speed of the website is too slow and if the context is not displayed in a proper way then it will be hit by Broad Care.

14. Phantom III:

- The website which is designed in the worst way which contains low-quality content and which contains more keyword density will be hit by Phantom III.

15. Penguin 4.2:

- **The** Website that contains 404 error pages or dead links or broken links and which are ranking cells in Google will be hit by Penguin.

16. Top Heavy Ranking:

- The website which contains more and more ads without any useful content and which is ranking well at the top will be hit by Top Heavy Ranking.

17. Google Fixed:

- The website which is designed to solve the quarries of a customer and which contain more and more affiliate marketing ads will be hit by Google Fixed.

18. Google Sound Box:

- It is designed to hit newly designed websites while trying to rank well in Google without any clear content.

19. Speed Update:

- The website that is loading too slowly for more than 3 sec will be hit by a speed update.

20. Page Rank:

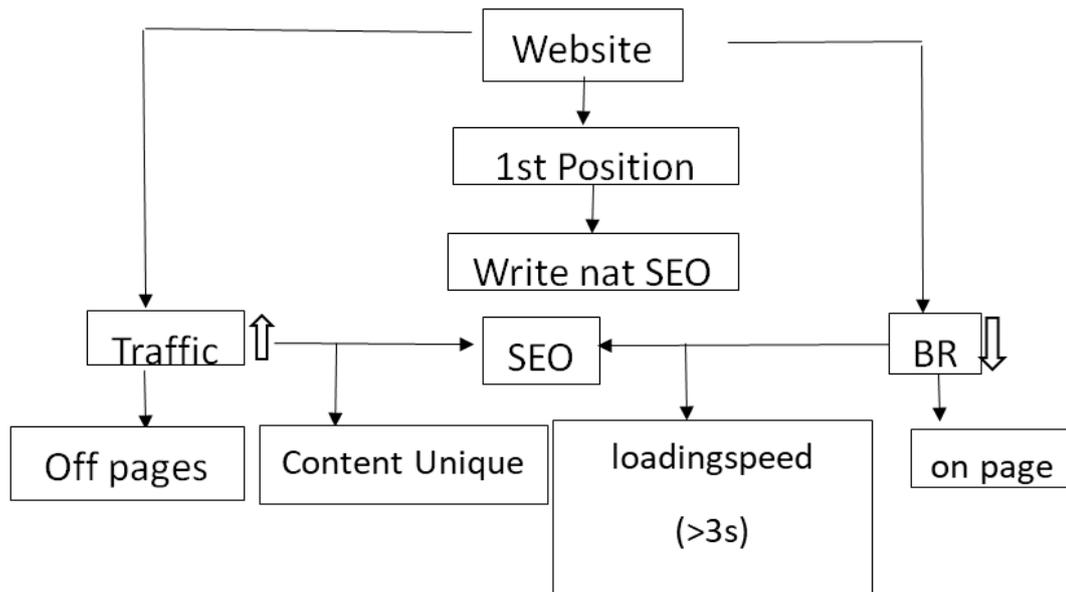
- The rank which is given by the Google to each and every page depends on the traffic.it uses to determine a page relevance or importance.

Page Authority or Domain Authority:

The score will be given by Google depends on the quality of traffic. The score start from 1 to 100.

Bounce Rate:

The Time Difference between the loading time and exit time of a customer on the page by engaging with the context is called bounce rate according to Google, the bounce rate should not be more than 25%.



7. Types of Keywords:

Keywords are of a total 7 types in SEO

1. Long Tails Keywords or Complex Keywords:- Contain 0 or more than 3 keyword
Ex- DMC Training Institute in Amerced, Hyderabad
2. Short Tail Keywords:- Contains 2 or 3 words
Ex- mobile under 10,000
3. Shopping Keywords:- Purchase keyword
Ex- Mobiles, Laptop
4. Information keywords:- Info keywords
Ex- what is DMC?
5. LSI:-[Latent Semantic Indexing]- Supportive Keywords
Ex- DM- course, training, freelance

6. DKI :-[Dynamic Keyword Insertion] :-
7. Location Keyword:- Includes location
Ex- DMC in Hyderabad

Note: - Always use long tail keyword to generate more business and traffic.

SEO

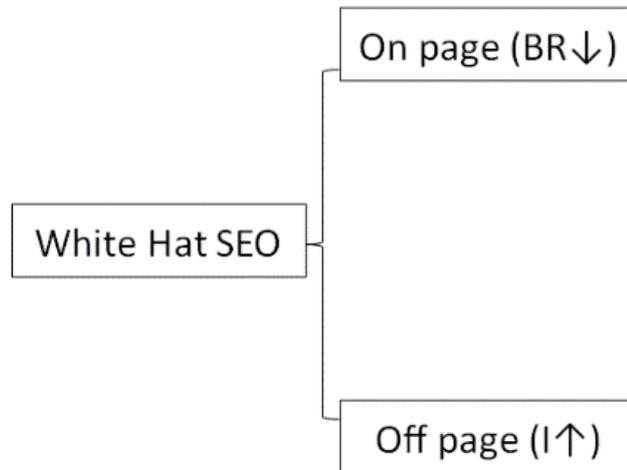
SEO is a methodology of strategies, techniques, and tactics used to increase the number of visitors to a website by obtaining a high-ranking placement on the Search Engine page.

Optimization - Act of making some things as good as possible.

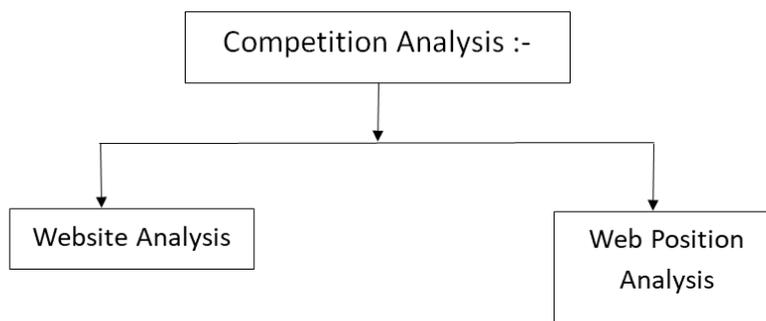
Use – To reduce costs that lead to higher profit.

SEO

1. **Business Analysis:-**
 - Product Of services
 - Target Group Of audience {AGE/GENDER/LOCATION}
 - Competitor {Online & Offline}
 - Index Pages
2. **Keyword Analysis:** - Helps you to collect keyword which is searched by users in the market.
3. **Types Of SEO :-** Black Hat SEO,White SEO



4. Competition Analysis :-



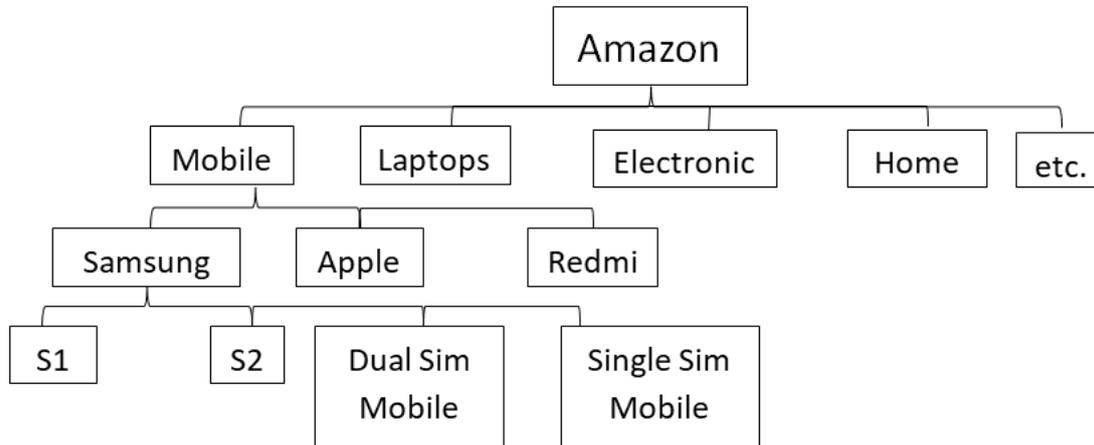
5. Reports

6. Recovery SEO

Business Analysis: It is used to analysis the business of accompanying in terms

- a. Find out the product or services of a company
- b. Find out the target group of a audience {Like- Age,Gender,Location}
- c. Analyze the competitor of a company
- d. Find out the list of a business pages and index pages

SEO is done only for business pages.



2. Age : 20 to 45%

Gender:- Female/Male

Location: - Shipping {City, Mandal, metropolitan cities}

3. Flipkart, Snapdeal, Paytm, Phonepe

4. Index Pages – Site: www.Amazon.com

Keyword Analysis:-

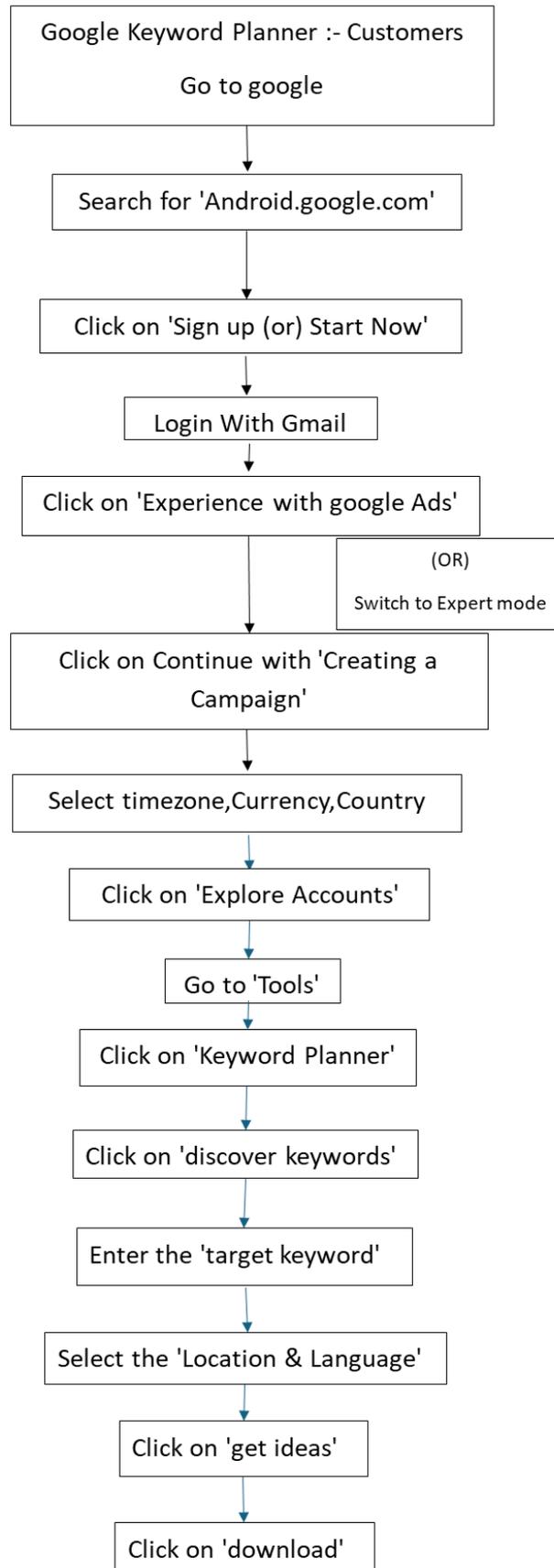
It also called as a keyword research which helps us to collect the list of keywords from the Google about a product of service.

There are many tools in the market where that give you all the keywords based on the products of services.

Those tools are: - Umber Suggest, Keyword.IO, keysearch.com

Tools – Keyword+SearchVolume

- From the above tools, there is no chance to collect all the keywords for free because those are paid tools because of this thing Google designed a new tool called **Google Keyword Planner**, Which helps us to collect all the keywords for free including search volume
- Keyword only is used to know which keyword is used by



Types OF SEO

There are 3 types of SEO in Digital Marketing:-

1. White Hat SEO
2. Black Hat SEO
3. Grey Hat SEO

White hat SEO:- it is to do SEO for a website according to the Google rules is called white hat SEO

White Hat is of 2 Techniques > On-Page optimization
> Off Page

On-Page Optimization:-

It is to make some changes in the customers to engage with the content and to make them wait for a long time is the website which helps us to reduce the bounce rate

Meta tags

- a) Meta Title
 - b) Meta Description
 - c) Meta Robots
 - d) Meta Keywords
3. Open graph tags (OG Tags) Tag
 4. Breadcrumbs
 5. Heading optimization
 6. Loading speed optimization Tag
 7. Anchor linking
 8. Canonical linking Tag

9. Keyword density optimization Tag
 10. Content optimization Tag
 11. Nofollow & Dofollow link optimization
 12. Social button
 13. Image (Alt Tag) optimization Tag
 14. Video optimization
 15. Footer optimization
 16. Server optimization
- (i) Non-www to www conversion
 - (ii) Robots.txt Tag
 - (iii) Site map submission Tag
 - (iv) Change of address

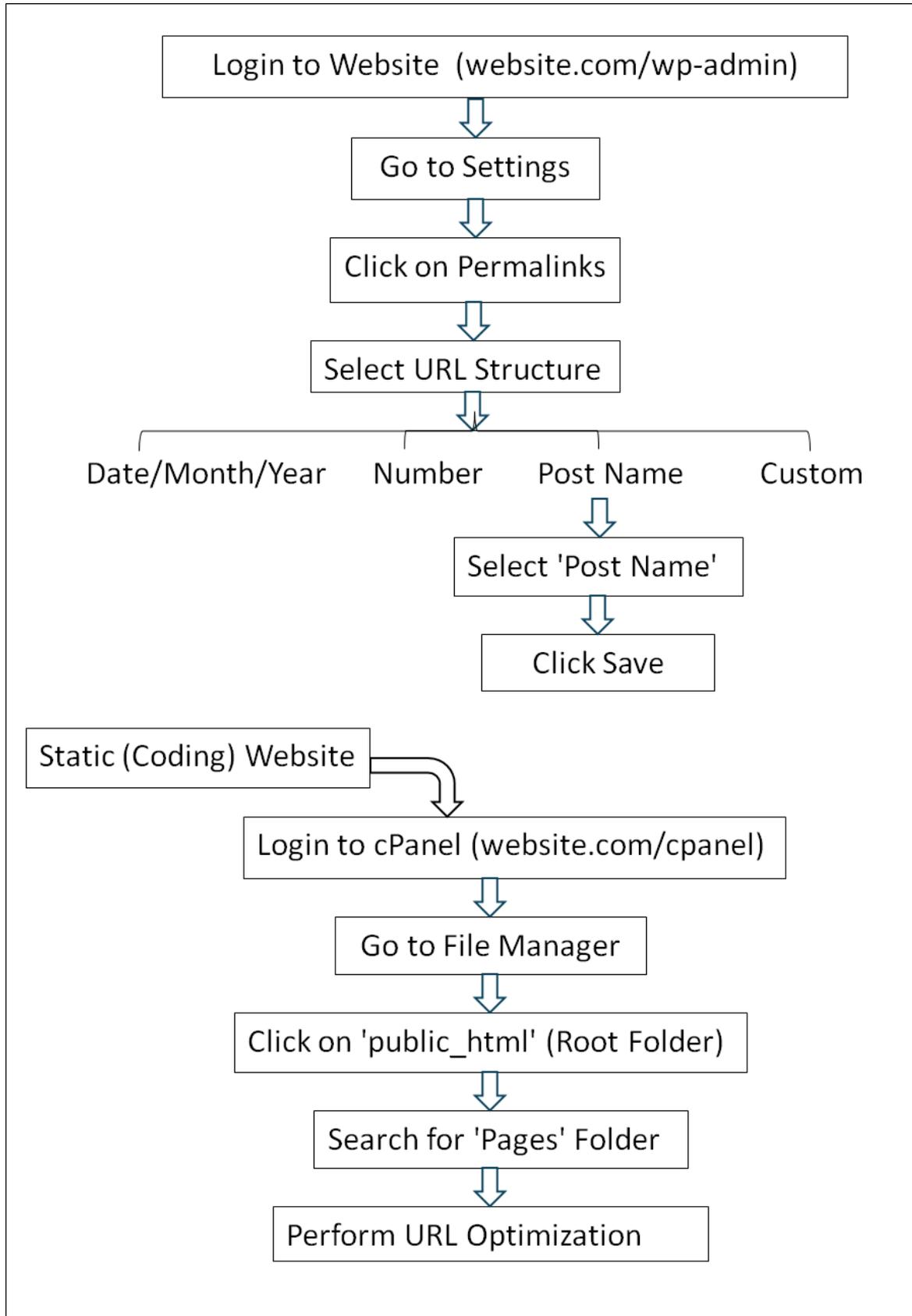
URL Optimization {WEB Address}:

According to URL, The URL of a business page should be “SEO FRIENDLY URL”

[Use keyword in the name and separate URL by [_] or [-]}

Dynamic: - {Word Press}

Website without Coding



2. Meta Tags:-

Metatags are in the form of HTML which uses clear information to the customer about a page in the Google to the keyword.

Meta Tags are four types;-

1. Meta Title
2. Meta description
3. Meta keyword
4. Meta Robots

Meta Tittle: - {NEVER USE COMMA's}

According to Google rules the title of a page should not be more than 72 characters and later is reduced to 55 characters.

According to a new update, the title of a page should not be more than 71 characters

Insert a minimum of one or two keywords in the title.

Meta Description:-

It is a two-line of sentence which uses clear information to the customer in Google in a short way.

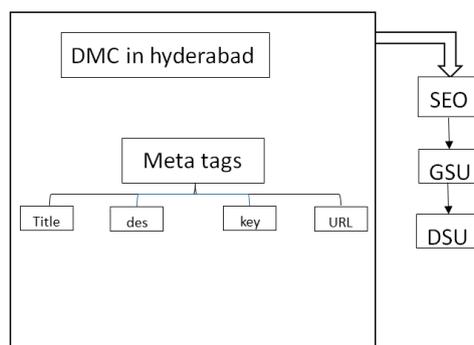
First Limit: 154 or 156 Characters

Later Reduced: 115 Characters

New: 300 Characters

Meta Keywords:-

Add a minimum four to five keywords in the background of each pages.

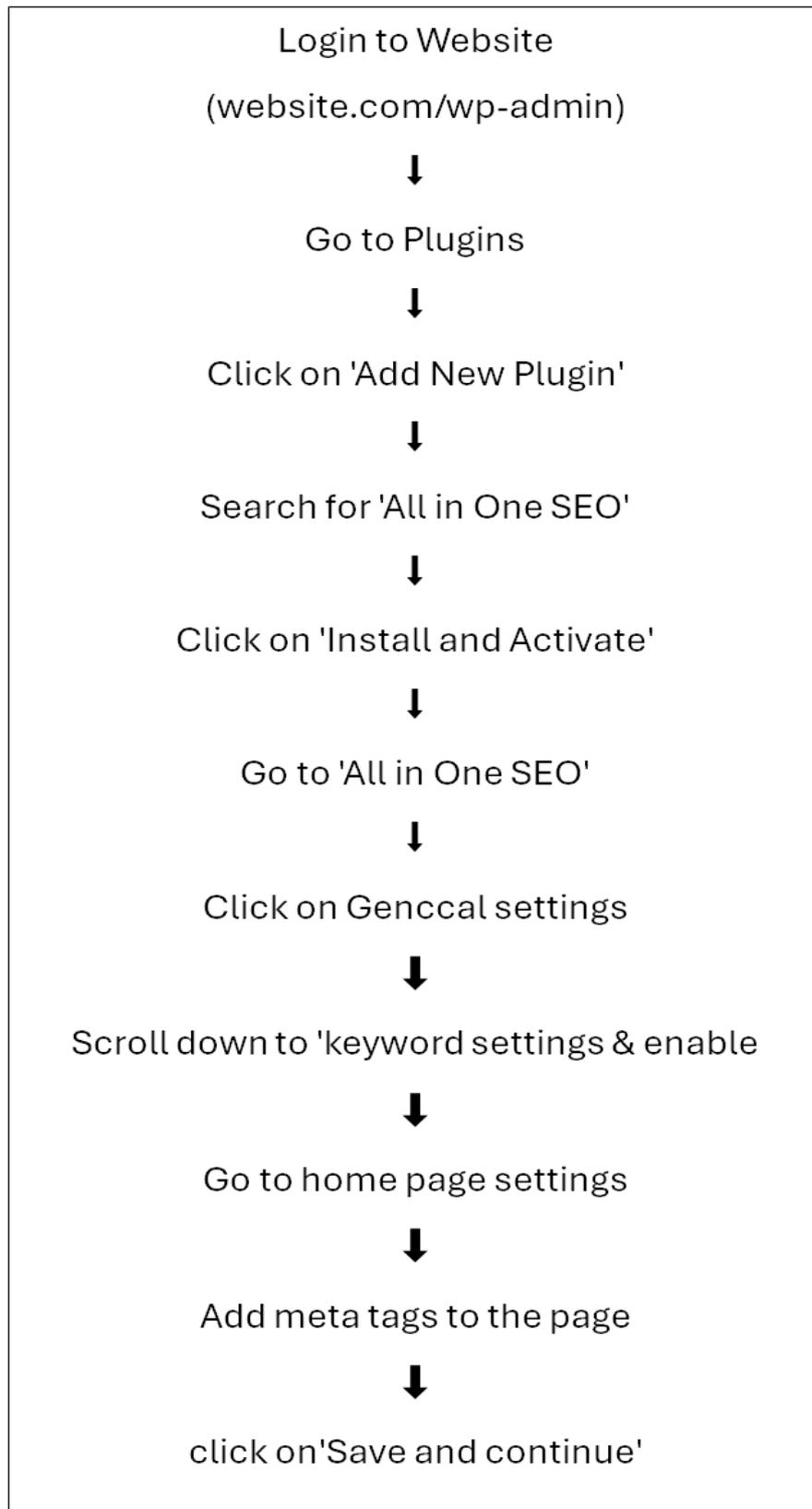


Title: - Best DM Course training institute in Jaipur

Description: - Register today & get hiring from institute.

Keywords: - DMC, DMC in Jaipur, DMC Training

URL: - www.abc.com/D-M-C-in-jaipur



Static:-

<p>Static</p> <p>If it is in coding control panel</p> <p>↓</p> <p>File manager</p> <p>↓</p> <p>Public html</p> <p>↓</p> <p>Pages</p> <p>↓</p> <p>click on edit</p>	<p>Syntax</p> <p>. Title :- <title> = "hi"</title></p> <p>.des :- <meta name ="discription" /></p> <p>.keyword :- <meta name = 'keywords' /></p>
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To open control open → digital.net :2081

:2023

Open Graph Tags {OG}:-

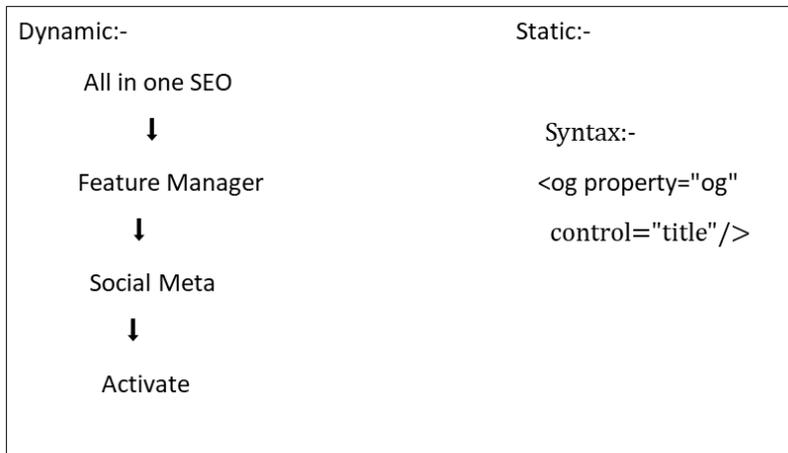
Open graph gives clear information to the customer whenever the page URL's is posted

In social media channels

OG Tags are 3 types:-

- * Open Graph Image
- * Open Graph Title

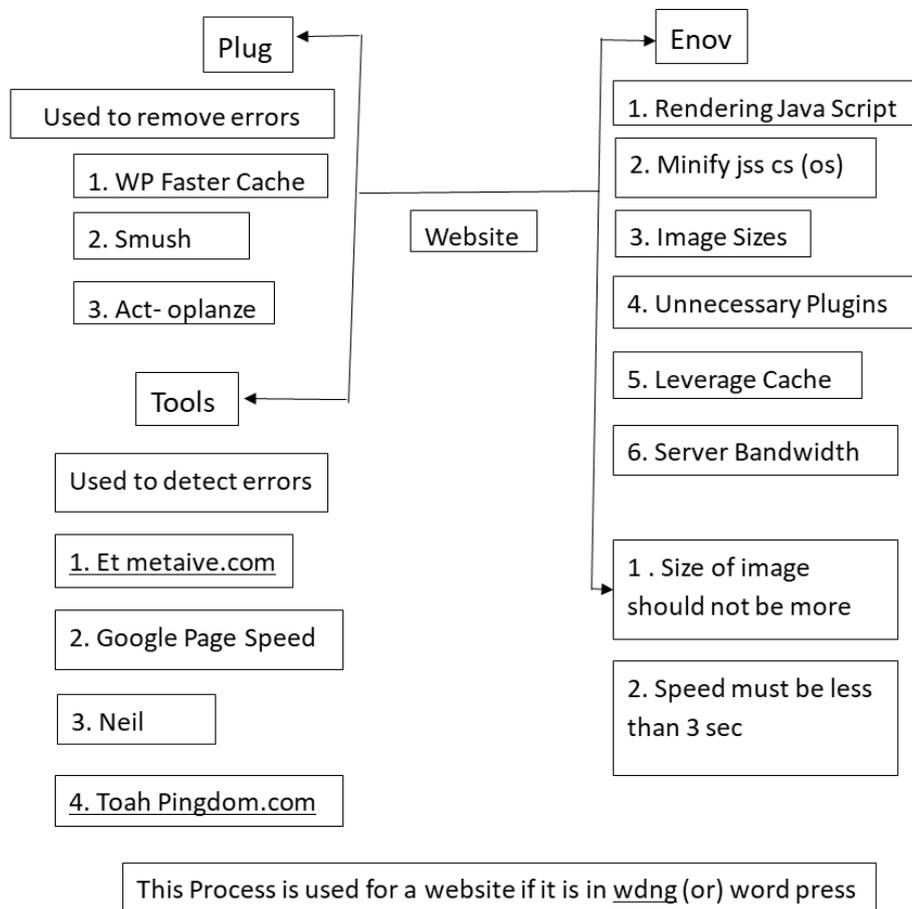
*** Open Graph Description**



Loading Speed Optimization:-

The time it takes to load a page on the website is called the loading speed of a page.

The reason for the loading speed of the website in low, image size cache.



5. Keyword Density Optimization:-

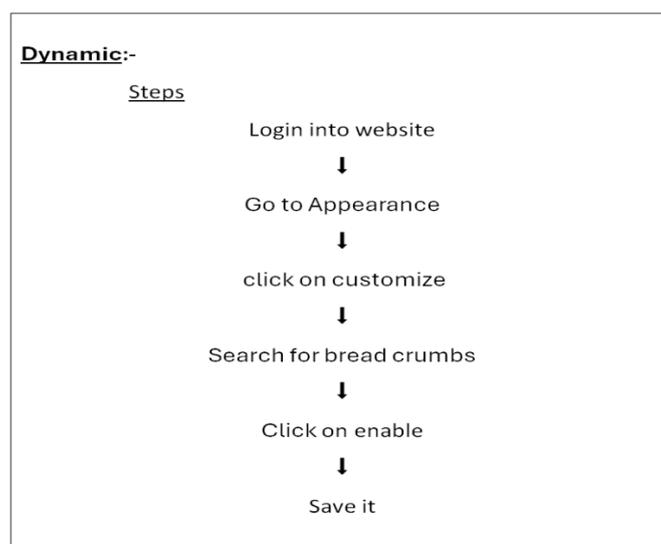
$$\text{Keyword Density} = \frac{\text{Keywords Repeated}}{\text{Total Words in page}}$$

The page that contains the keyword that are repeated more than 5 times or 3% will come under keyword density will be hit by Penguin Formula.

6. Based Crumbs Optimization :-

- The navigation of a customer from page to page is called Bread Crumbs.
- Bread Crumbs is used to remove duplicate page view
- Bread crumbs is used to make the customers to understand how far they entered into the website.
- Bread Crumbs are of 3 types
 - a. Location Based
 - b. Path Based
 - c. Attribute Based
- Bread Crumbs used to remove the duplicate pages from the website when the customer is navigating from page to page.

Dynamic:-



CONTINUE...

Static:

Go to google.



Search for Breadcrumbs code in wp'



Click on 'any result"



Copy the code



Login into 'panel



file manager



Public html



Search for 'header.php'

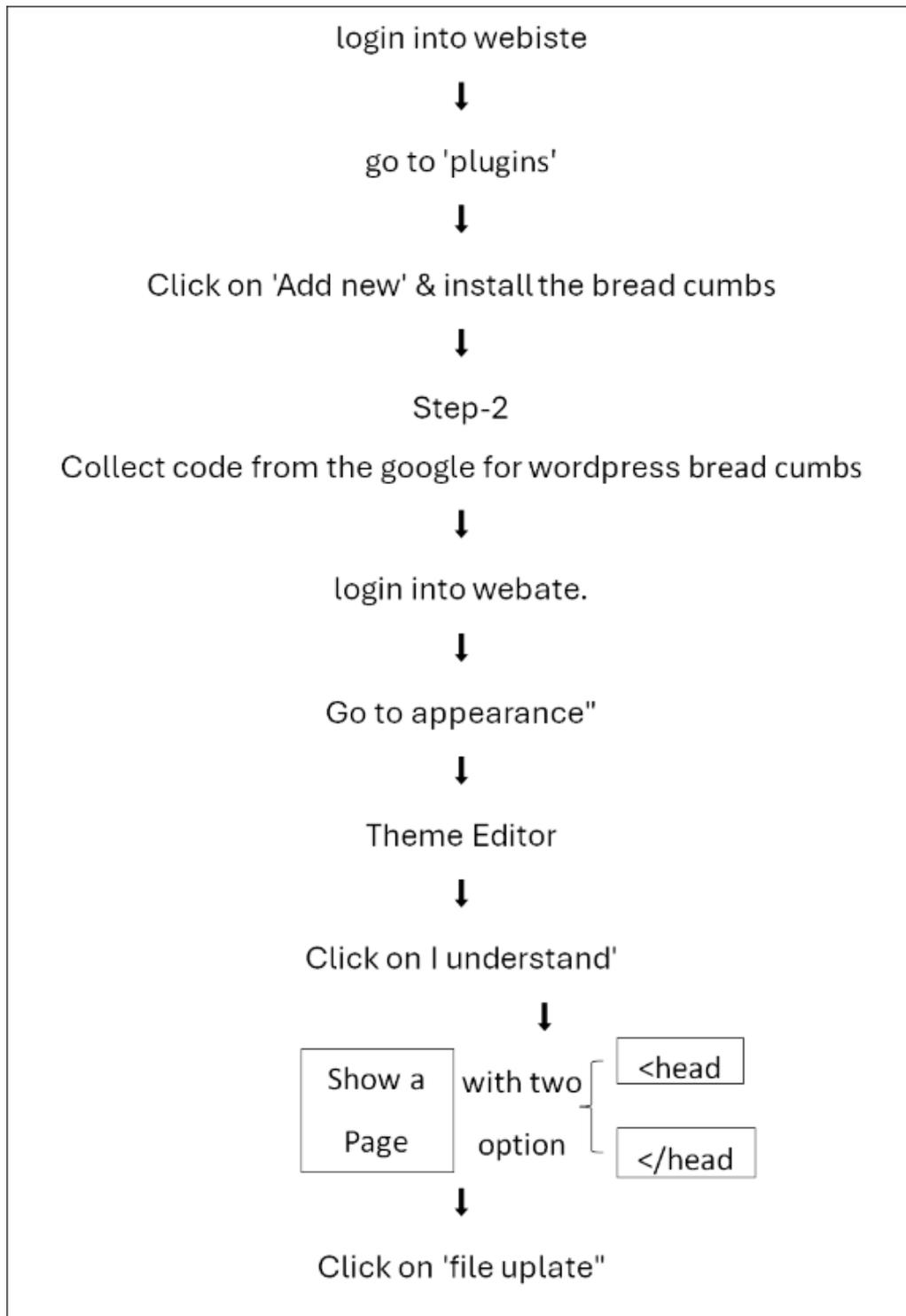


upload code

BuiltWith.io:

Is the website used to know whether any website is in coding or WordPress and all the details of a website?

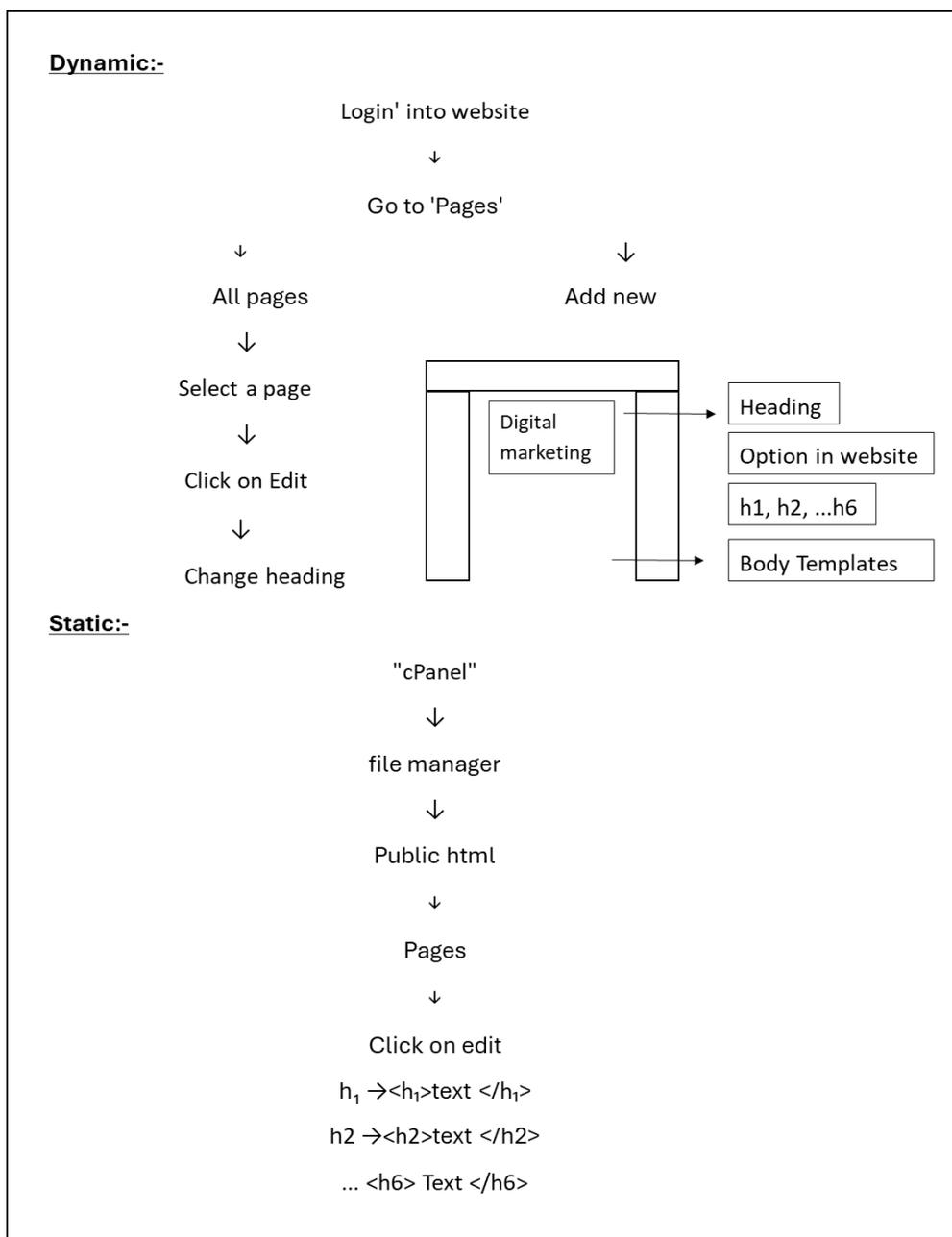
Common options for all WordPress websites to install Bread Crumbs



7. Heading Optimization :

The heading gives clear information of the content

- Heading are like a tittle of a page where heading are of total 6 sizes which start from H1 to H6.
- Do not repeat H1 heading more than once and other heading can be repeating more than once.
- Use target keyword in the heading to index page in the space of time in Google.



8. Anchor Linking Optimization :

It is a clickable text or image that allows customers to find more information about the previous topic. It is also called a “Hyperlink.”

- Anchor Links are two types :
 - Text Anchor Linking
 - Image Anchor Linking

USES:

It makes the customer wait for a long time, reducing the bounce rate.

It helps us place over content in the website without hitting by ‘**THICK PANDA**’

It helps us to Index Page for more keywords.

Do more than 2 anchor links per page.

9. Canonical Linking Tag :

It is used to remove duplicate page URLs and helps us to same page position.

How to remove duplicate URL {By Creating a default URL}

Dynamic:

No need to modify by default there is an option to modify.

Login into website



Settings



click on General settings'



Wordpress URL - http://abc.com

Site URL - http:// abc.com



Click on 'Save'

Static :-

'c' panel



file manager



header plots

<link rel="canonical", ahref" = "Website URL" />.

10. Content Optimization:

Content is like a description of a product or service.

According to Google rules the content should be:

- Content should not be copied according to Panda.
- Content should not be less than 500 words and should not be more than 2600 words according to Thick and Thin Panda.
- Use keywords between 12-20 keywords and do not repeat the same keyword on a page.
- Do not use irrelevant keywords according to “Pay Day update”.
- The loading speed of a website should not be more than 3 sec, if it takes more than 3 sec, it will be hit by speed update.
- Do not use copy-right content like images, Video etc. Which have Copyright
- Do a minimum two anchor links in the page.
- Add the keyword in BOLD & Italic form.

11. like Box/Follow Box:

Like box/follow box are used to generate for like and followers to the social media pages of a business.

For LIKE BOX:

Dynamic:

Like box:-

Dynamic:-

Login into website



Go-to 'plugins'



Click on 'Add new'



Search for Easy facebook like
box'



Click on Install and Activate

Go to Appearance



Click on 'widget'



drag and drop the 'plugin'



Ente the social media fb page URL



Click on 'Save'

Static:-

Go to google



Search for 'developers.facebook.com'



Click on 'DocS'



Go to Social Integrations



Click on Social facebook plugins'



Select the like box button'



Enter the Fbpage URL



Select "height & width'



Select the type of button



Click on 'get code'

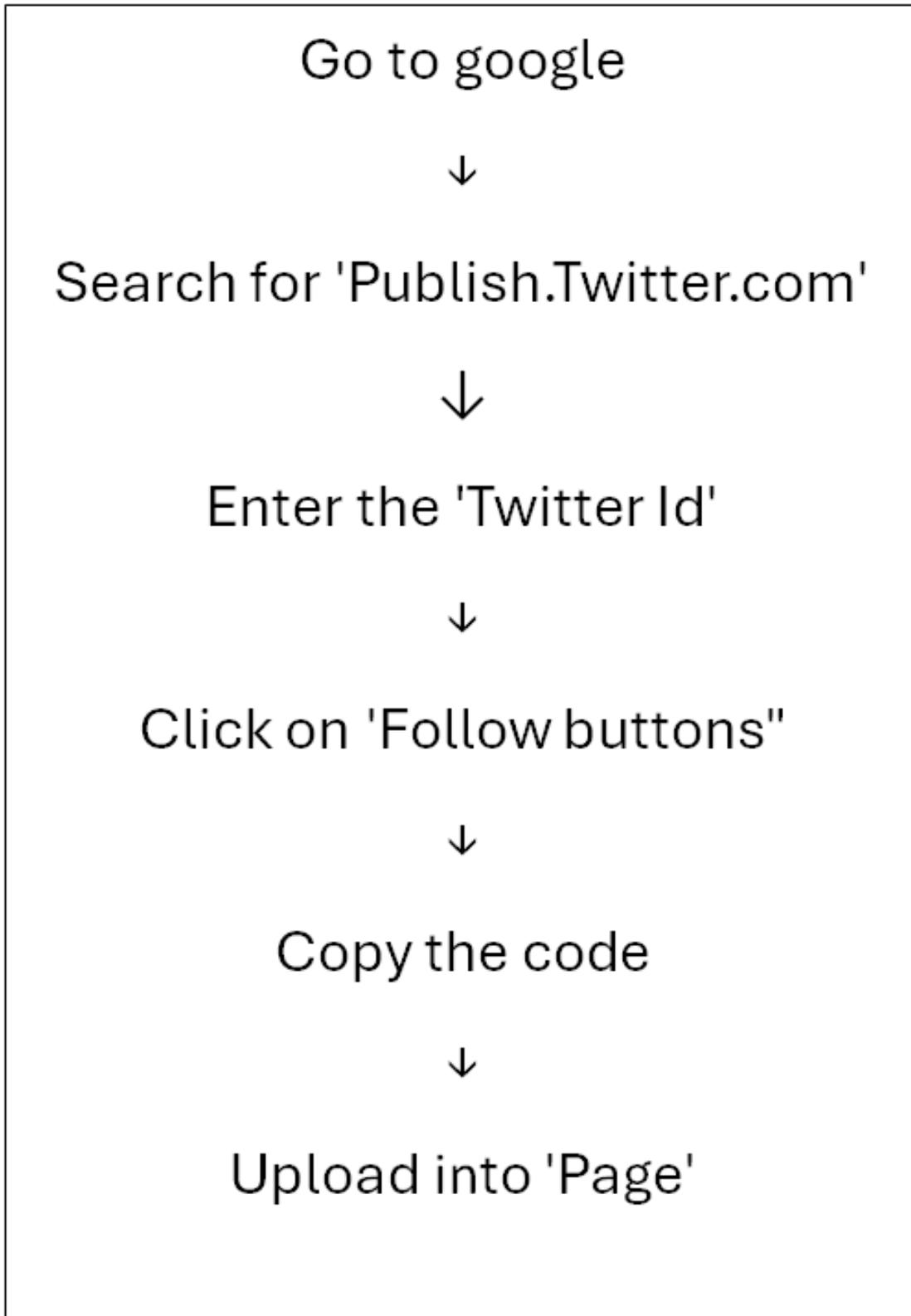


Code 1- Used to display bon in all pages code in 'header'

Code 2- used to display box in a single page code in 'body'

CONTINUE...

FOLLOW BOX:



12. Social Media Button & Social Share Button

- Social share buttons are used to share any information from the website into the customer's social media platform.
- Social media buttons are used to help the customer to find more info about company products and services and daily activities.
- **Sassy: is a plugin used to add social media plugins**

13. Image optimization:

It is to add minimum 160 keywords in the background of each image is called "Alt"

- **Alternate Related**
- **Text**
- **Keywords**

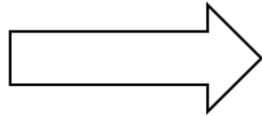
14. Video Optimization:

- The process of adding video to the page is called video optimization.
- Video optimization will make the customers understand the clear info about a product and it makes the customer wait for a long time.

Powtoon.com

Animaker

Animoto



These website are used to make any aniation in for a website

Process of video Optimization:-

Log in Youtube



Go to channel'



Select a 'video and play'



click on Share button under the video



Click on 'Embed'



Copy the code'



Add into 'website'

15. Footer Optimization:

It is the place which is meant for adding the company address, company info, social media buttons, and location map.

16. Server Optimization:

It is to modify something in the server based on Google updates

- **Non www to www Conversion :**

1. It converts a website from non-www to www

Ex – abc.com > www.abc.com

2. It helps us to index the website to the keywords in entire world.

Dynamic:

Dynamic:-

login into website



Settings



click on 'General settings'



Wp URL <http://www.abc.com>

Site URL <http://www.abc.com>



Click on (Save)

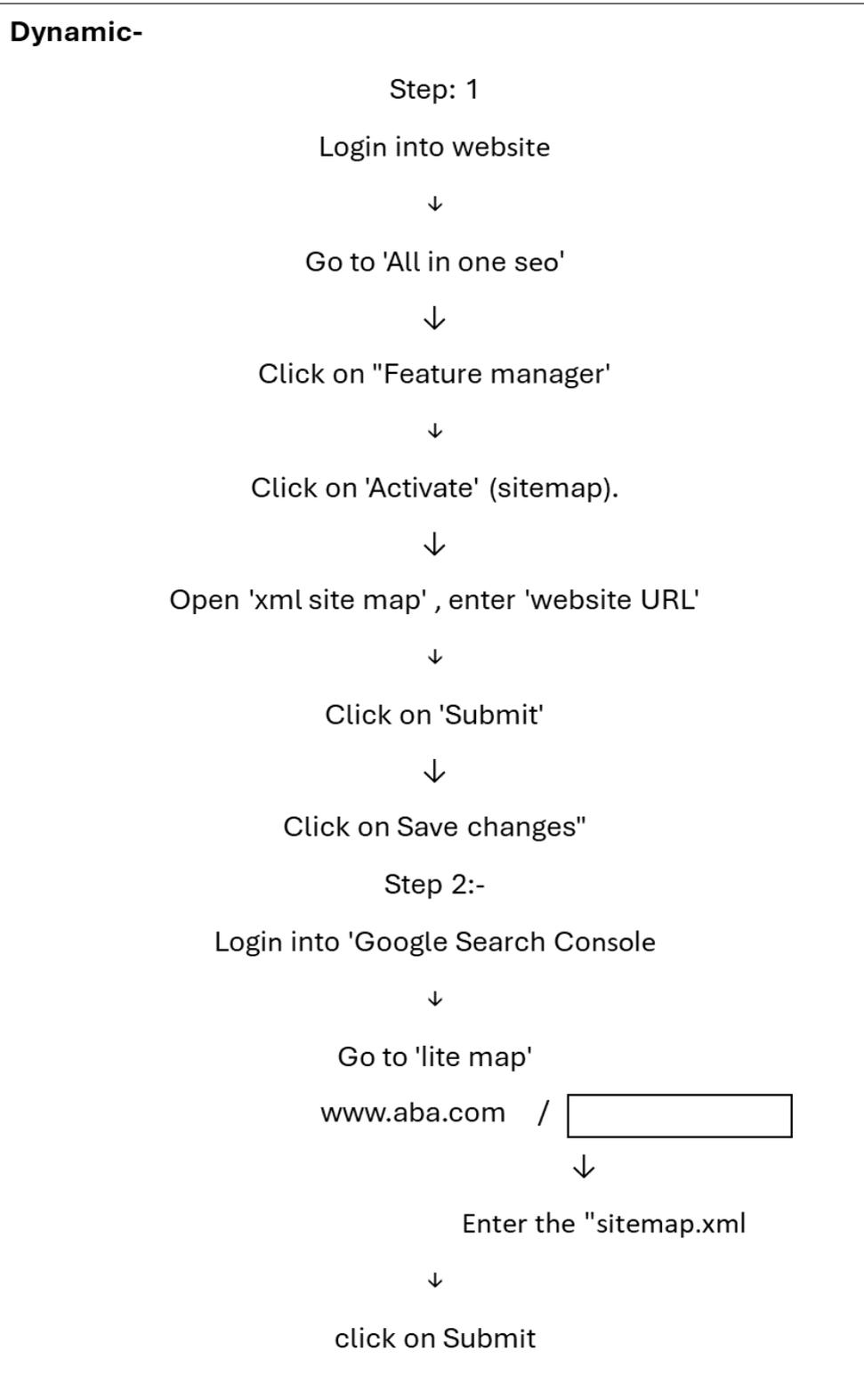
Site Map Submission:

- It is used to re-submit the error pages to the Google.
- **Site Map** : It is a tool helps us to re-submit crawl error pages directly to the DSU

Crawler errors pages → Pages which are not read by

- **It is 2 types :**
- XML format is meant for crawling.
- HTML format is meant to crawl
- Reason for skipping crawlers of pages > servers issue, plugins, bandwidth, SEO Friendly URL because of this reason we get a crawl error page.

Dynamic:



CONTINUE...

Static or dynamic:-

This process is used either for wordpress or coding

Step 1:-

Go to 'google'



xml-sitemaps.com



Enter the website URL'



Click on 'Start'



Click on 'download Site map'



login into 'c'panel



file manager



Public-html



Upload file

Step 2: Same as dynamic

Robots.Txt:

- It is a program that helps us to allow or disallow the crawlers and index to block any pages from Google temporarily
- A program that will tell to Google through DSU to do not show a page in Google with remaining the page in the website.
- Helps us to hide a particular page to the Google temporarily.

Syntax:-

user-agent:

disallow : /wp-admin

disallow : /p-t-in-hyd

If that pages want to show again in the google

allow: /p-t-in-hyd

Home	DMC	PT	Python	S	Contact
		X			
		X			



SEO → GSU → DSU

Change of Address:

- It is to transfer the address of an old website to the new website either permanent or temporarily.
- **NOTE: Address Means DA, PA, BACK LINKS, POSITIONS ETC.**
- Permanent change of address also called as 2 “301” redirect.
- Temporarily change of address is called as “302” redirect.

OFF – Page Optimization

It is used to communicate with the outside world to generate more traffic, domain, authority, and pages authority into our website.

Off page is of two type T↑DA↑PA↑
a)Link bulding
b)Citation

Link Building:

It is to do anchor linking in other website to generate more back link into our website.

Equalizer to Do link-Building:

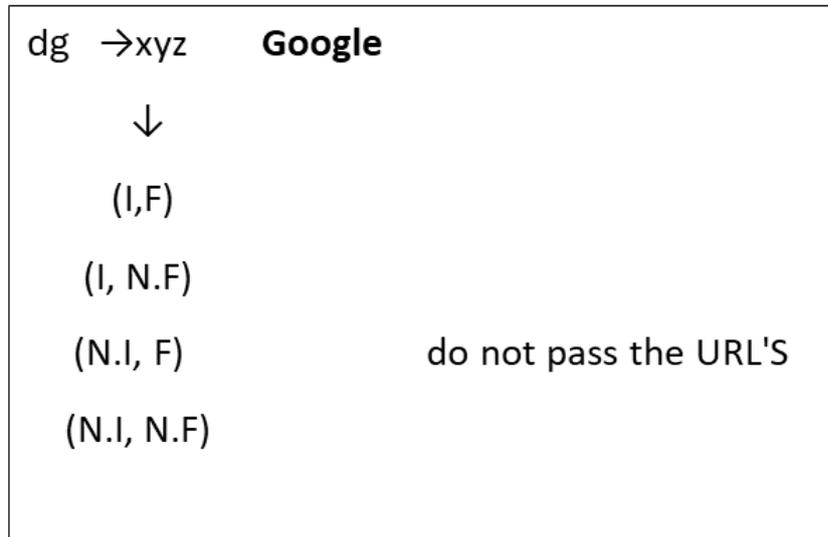
- Relevancy must be similar between both the website.
- The spam score of a website should not be more than 5%.
- The DA of other websites must be high compared to our website.
- Do not purchase spamming back links from third party.
- Do not submit more than 30 category submission each day

Meta Robots :

Meta robots are the programs which helps us to control crawl and index while pairing and back link.

These are 4 type

- Index – Copy – DSU
- No – index – Do not Copy
- Follow – Pass back links based on DA
- No – Follow – Do not pass back link



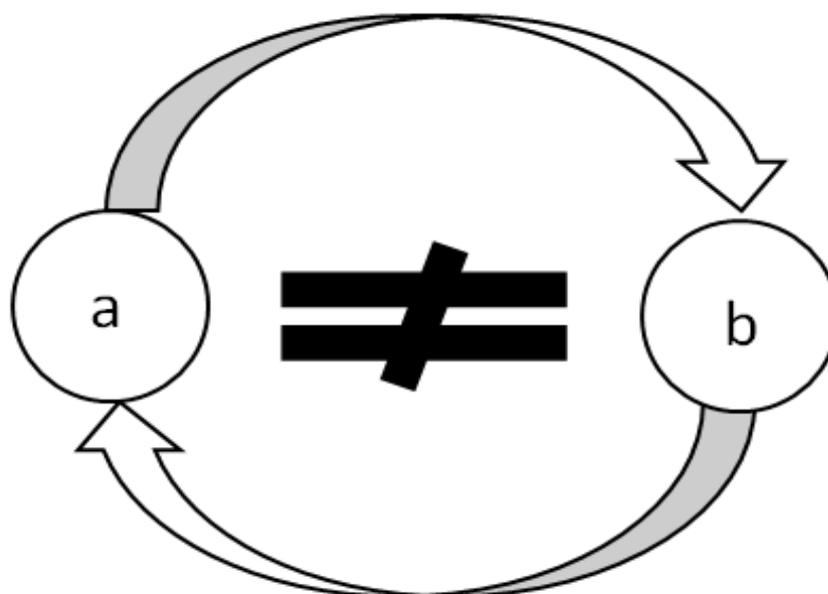
Tools:

- **MOZ Bar:** Used to see spam server and backlinks
- **Neilpatel.com/ Small SEO tools:** Used to see no-follow or do-follow
- **Anefs.com Tools:** paid version to check no follow or follow

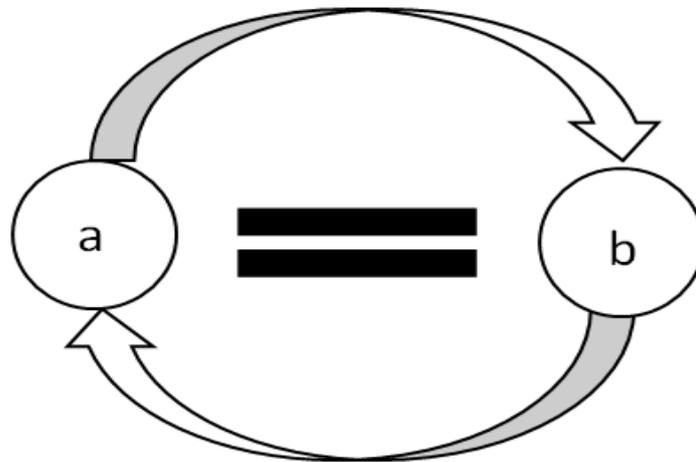
Types of Link – Building:

There is 3 types of link building in SEO.

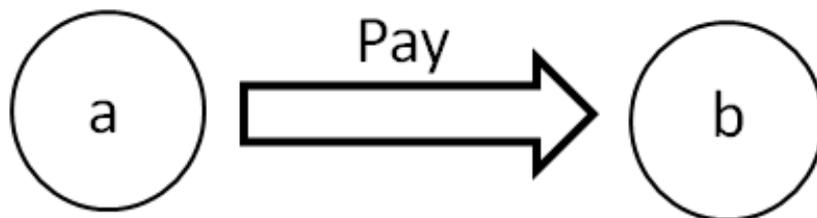
- **One-way:** Free 3m or 6m or 1year to pair backlinks.



- **2nd or reciprocal** : Cross Link Building {2 to 3 weeks to pass backlinks}



- **3rd or Paid**: 24 hours to 48 Hours – to pass instant backlinks only one way.



Citation

- Search Engine Submission
- Directly Submission
- Social Boot Sharing
- Social Sharing
- Image Sharing
- Video Sharing
- Document or PPT Submission
- PDF Submission

- Preparation Release Submission
- Forum Q/A submission
- Local business listings
- Blog Community
- Web 2.0 Submission
- Article Submission
- Guest Posting
- Info graphic Submission
- Classified Submission

In search Engine Submission – Submit URL

Directly Submission – Submit Link

Classified Ads – Post free Ad And sell

- **Social Book Marking :**

The website which is used to bookmarks our websites platforms like Likendin, Reddit.

In Reddit we can add only page by page, In mix – website the total website will be stored in the website {like Show OG Tags} by doing this link we get more traffic.

- **Document or PPT Submission :**

The platform where we should create PPT or PDF about a company product and services by creating 10 Slides.

First slides there is no option for Hyperlink after 5th slides we can attach hyperlink and should submit these into website {PPT}

Press – Release Submit: Uploading according into news portal, here cost is too expensive

Forum Submission: Quora up to 15 days we should not do any link building.

To get more and much traffic where there not be any relevant.

- **Blog Community:** Collecting all blogs based on the keywords which we want to promote our business.
- **Site : Sweans.com**

Site :-Sweans.com

Html → < a href = "....."> Link text → Syntax for Anchor Linking

Ex :- < a href = https://www.digitalgannet.com >
digital marketing course in hyderabad

Web 2.0 Submissions:

Creating the pages one by one about our information of a product, we can do anchor linking in each page,

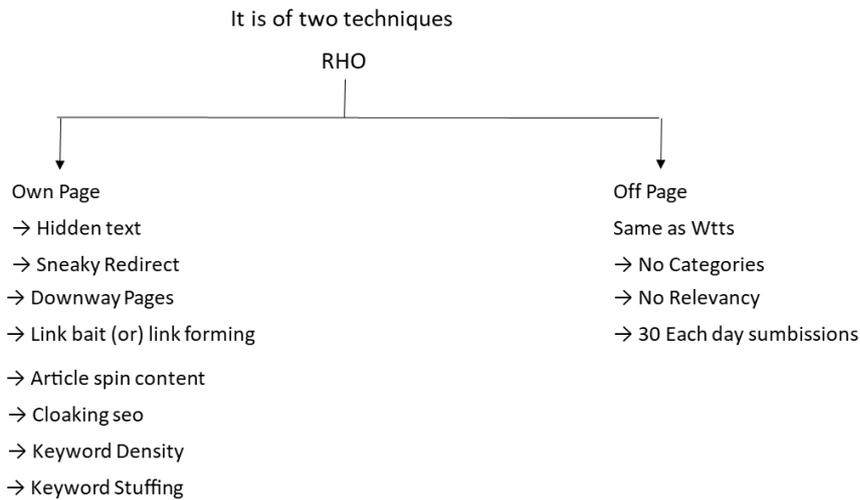
Ex – Sites Wix, Yola, BlogSpot, Weebly, Tumblr

Article Submission:

Create an article with 2000 word content Promotion of our content to other also called as Guest Posting. We can into any website and post article that people promote yours business we can post any article into other sites to get traffic to your sites.

BLACK – HAT SEO

It is SEO for a website without following the Google rules is called **BLACK HAT SEO**



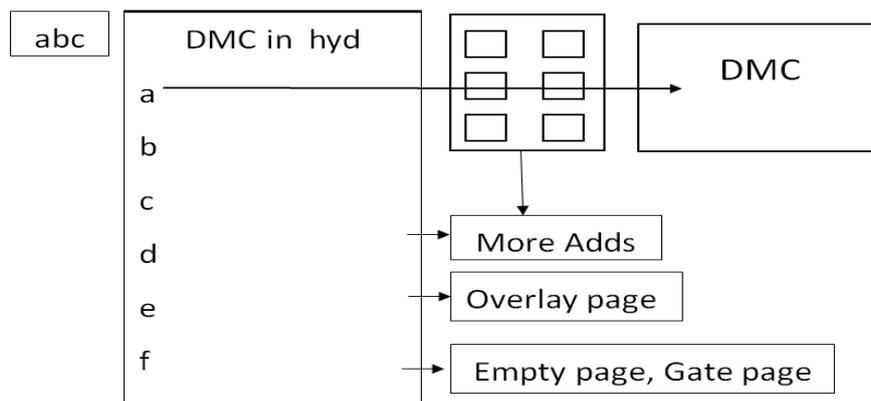
Hidden Text:

The text which is added in the back-ground colour {more content or more keyword or more relevant keyword} and which is not visible to the customer will be hit by thick panda, pay-day and penguin.

But the crawler can read the page irrespective of the colour text.

It is to make the customer to lead into irrelevant business pages according to his search.

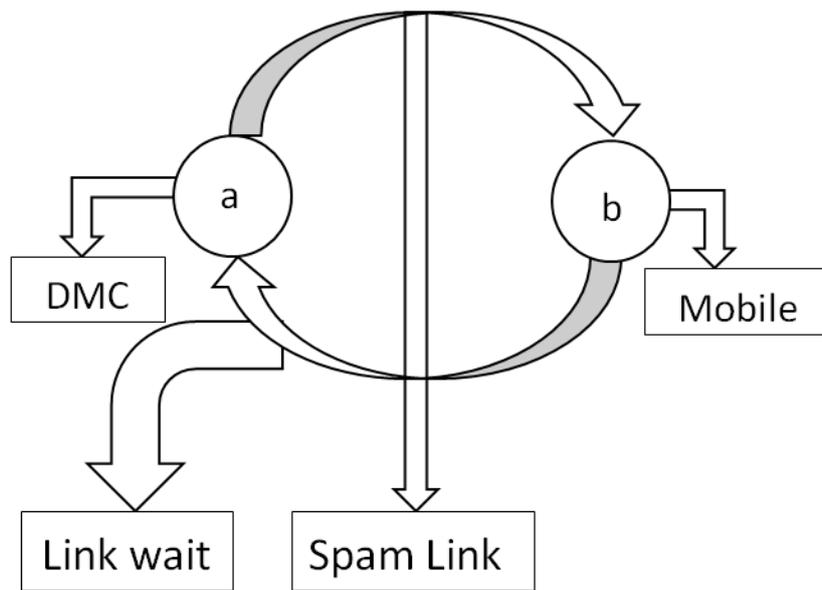
Doorway Pages:



It is to make the customers to lead into an empty page which contains only ads and later it is to re-direct customer into main page.

Link Forming or Link building:

It is also called as spammy link building or irrelevant link building.

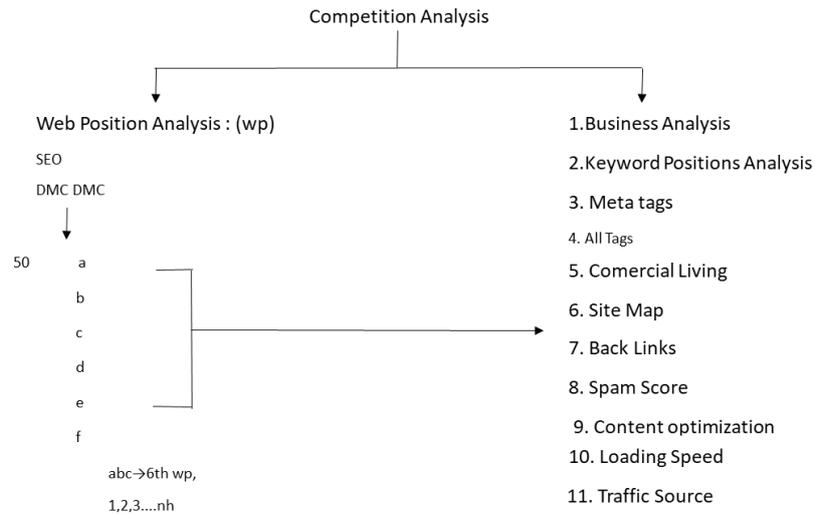


Article Spin Content:

Spinbot.com is a tool article context modification the website which contains article spin content will be hit by panda.

Cloaking SEO:

It is make the customer to lead into or it is create a single page into two ways where one page is meant for crawler and other page is meant for customer which customize ads by using IP Address.

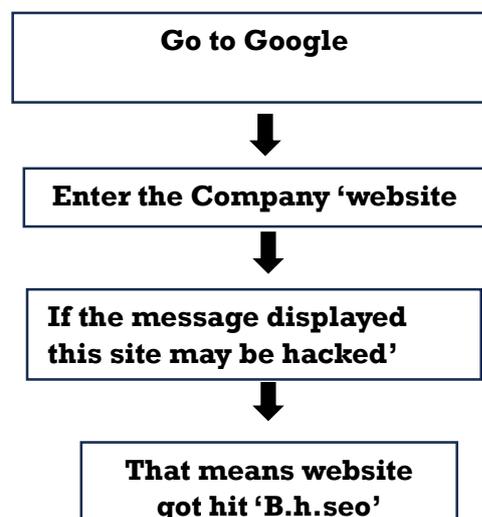


GOOGLE SEARCH CONSOLE

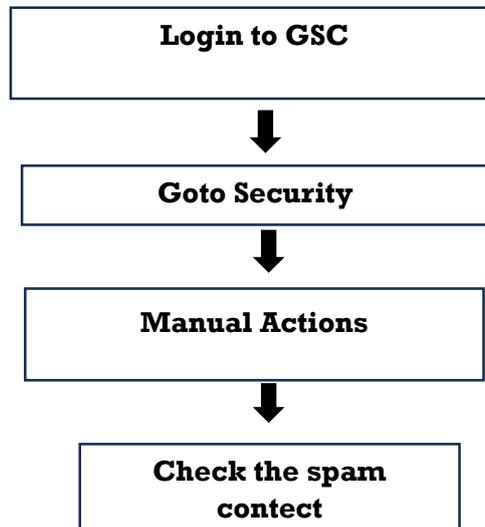
- It's also called as "Google Web Master" tool.
- Use to display any website in Google to the keywords
- It helps us to remove any page permanently or temporary from Google.
- It helps us to submit a site map to rein the crawl error page.
- It helps us to analyse the organic traffic of the website.
- It is used to check the backlinks of the website.
- It helps us to find out spam issues of the website

Recovery SEO:

- How to find the website hit by 'Black Hat SEO'.



- **Discover Link :**



How to remove backlines

- Open the website
- Install Moz bar tool & enable
- Click on the spam score number
- Download all spammy links {MOZ PRO}
- Open the Excel sheet which is downloaded and copy all the spammy links
- Paste into notepad, and save as "Encoding"
- Go to Google and search for the Discover tool.
- Click on any result
- Login with email {in which GSU Account }
- Select the website and click on discover and upload notepad {file}
- If 0 Domains and 0 URLs is displayed then start again

SEO:

Step 1. Find out the business page



Check these pages are indexed (Site :)

Step 2. Find out the position of a website for each keyword (Keyword position analysis)

To Check:- NeilPatel.com → Submit → Keyword Position url

Step 3. Check the spam score and collect the spam links by using “MOZ bar”.



Remove by 'using'

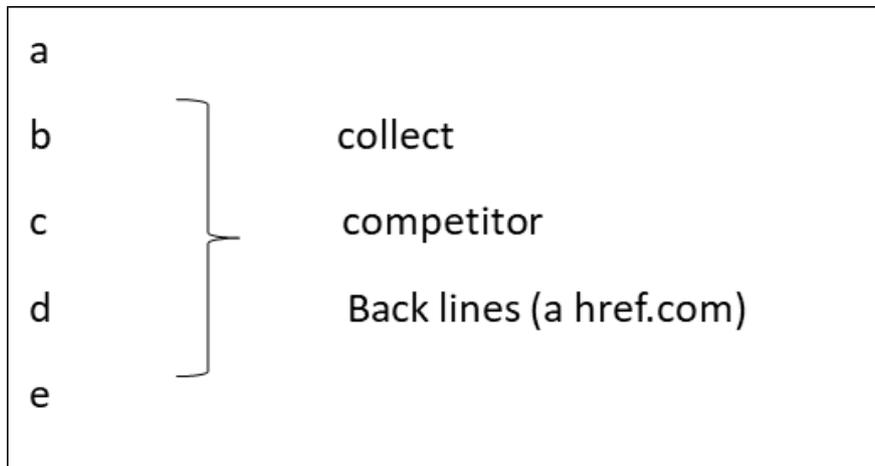


Disarow tool

Step 4.

Implement on page	
-Meta tags	} SEO quake SEO site cheer up EIT Matrix → Serial web
- loading speed	
-Alt tags	
- Content & also see the keywords	
- Backlinks	
-DA & PA	
- Site maps	
- Traffic Source	

Step 5. OFF Page (enter the keyword in Google)



Step 6. Open one-by-one link-building site & check spam.

Step 7. SUBMIT REPORT

META DESCRIPTION SYNTAX:

SEO:

<meta name='description', content 'Tent'/>

flikovee.com → organic Search (gives hint)- to program
better SEO

SEO:-

choose asste

- 1 {
 - ↓
 - analyse business pages
 - ↓
 - Choose a promoting page
 - ↓
 - Site: url(Check for indened pages),
 - ↓ (i.e it stored of not in google choose)
 - Neilpatel.com
 - ↓ (To check the position of a page) which we are pending
- 2 {
 - Paste net to the page (remove Mash & select country)
 - Go to Traffic analyses → keywords
 - Ctrl + Shift + delete
 - ↓
 - analyse the competitors keywords
- 3 {
 - ↓
 - Go to website and check spamsire using mozbar
 - ↓
 - Implement SEO (onpage)
 - ↓
- 4 {
 - Go to google (Off page)
 - ↓
- 5 {
 - Cheet for Competitive keywords & backlinks
 - ↓
 - copy url (i.e top than your's website)

CONTINUE...



- ↓
- Search for the keywords position.
- ↓
- Go to aheefs.com backlinks)
- ↓
- flikover.com
- ↓
- Dashboard
- ↓
- Click here to acces
- ↓
- paste the url live competitors)
- ↓
- remove the slash in nel refresh
- ↓
- go to live
- ↓
- Search for Do-follow (Overview backlinks Should be mine)
- ↓ backlinks
- VISTAMINE
- Syntax (i.e download)into excel

Check each and every ste of the backlink



Do backlinking

SMALL SEO TOOLS.COM > KEYWORD POSITION:

- **DEPENDS ON :**
- Competition
- Keywords
- Location
- Search volume of keywords
- Spamming
- Backlinks
- Relevancy
- Target of customer SEO – Based on keyword

SEARCH ENGINE MARKETING:

Promotion of a business products and success of a company through Sponsor ads like by creating text ads, video, shopping, application etc.

Adwords:

It is an online advertising platform of a Google that's helps to the advertiser to promote these products or service through different ads in different ways by paying some things to search engine.

USES OF SEM:

- Its helps us to generate business in less time
- Its helps us to target customer depends on age, gender, location, and also re-marketing.
- Less investment and more returns.

1. Account setup or account creation
2. Keyword match types
3. Click through rate (CTR)
4. Importance of quality score
5. Dynamic keywords insertion
6. Ad rank
7. Types of pricing model
8. Bid management
9. Frequency Capping
10. Remarketing setup
11. Conversation setup
12. Attribution models
13. Campaign setup
14. My client centre
15. Awards Express Ads
16. Reports Creation
17. Have of the day

1. ACCOUNT SETUP OR ACCOUNT CREATION :



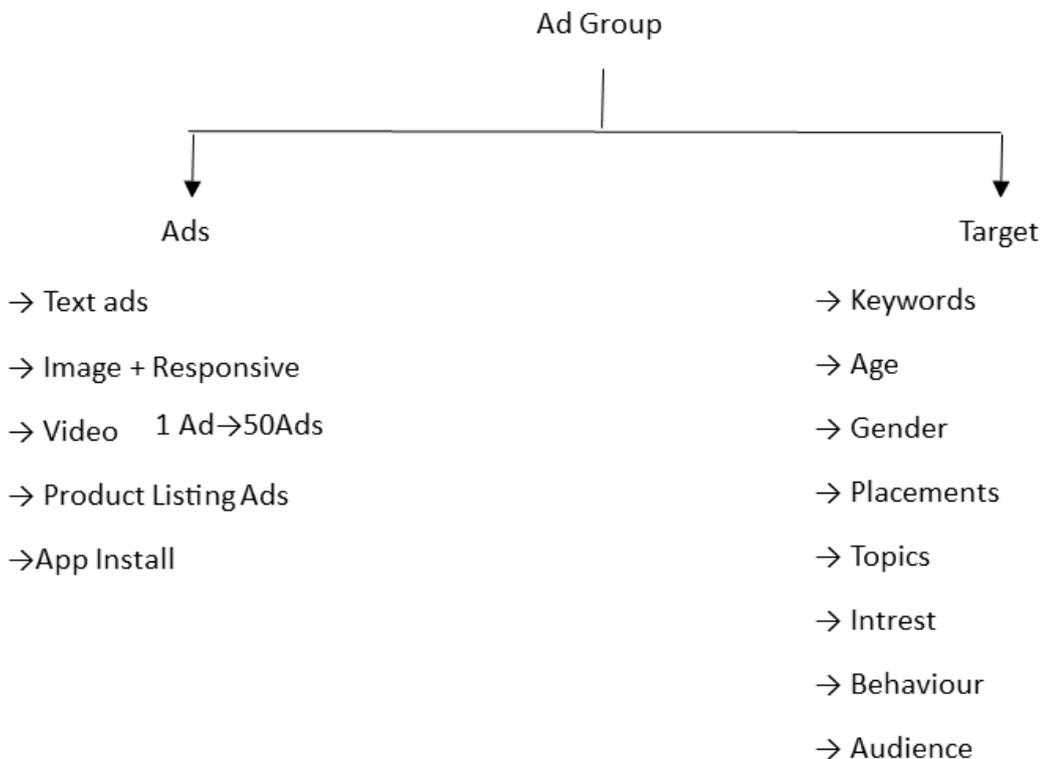
- **Search network** – Text Ads – Display in GSE+GSP+LSR
- **GSE** : Google Search Engine
- **GSP** : Google Search Partner
- **LSR** : Local Search Result

Gives or used leads + conversations

- **Display network** - Image + Responsive – shown in website + game + YouTube gives traffic + Branding + Remarketing
- **Shopping network** – product listing ads – GSE + YouTube + website + application
- **Video network** – Video ads – YouTube + website + app
- **Universal app promotion** – App install – GPS + GSE + YouTube + website + app

2nd Campaign – Types of Ad:

- **Smart Campaign** : Shop visit , Call only Ads , Sign Up or sales



2. Keyword Match Types :

Keywords match types are used to context the ads of advertisers like when to trigger (Display)

And where to not trigger based on the customer.

- **Keyword matches are 7 types :**
- Board match
- Phrase match
- Exact match
- Broad match modified
- Negative Board
- Negative Phrase
- Negative Exact

➤ **Broad Match :**

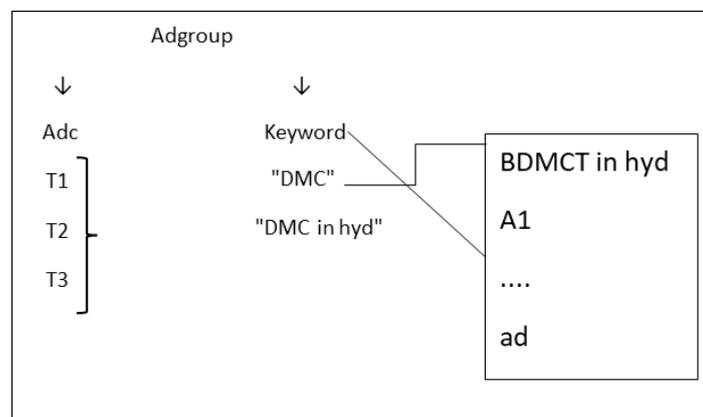
According to the board match if the target keyword is covered is a user search without any reference, then the Ad will be triggered in Google.

Board matches can allow close variant text, plural words, spelling mistakes, and stemming words.

EX – Floor mate, Flooring mate

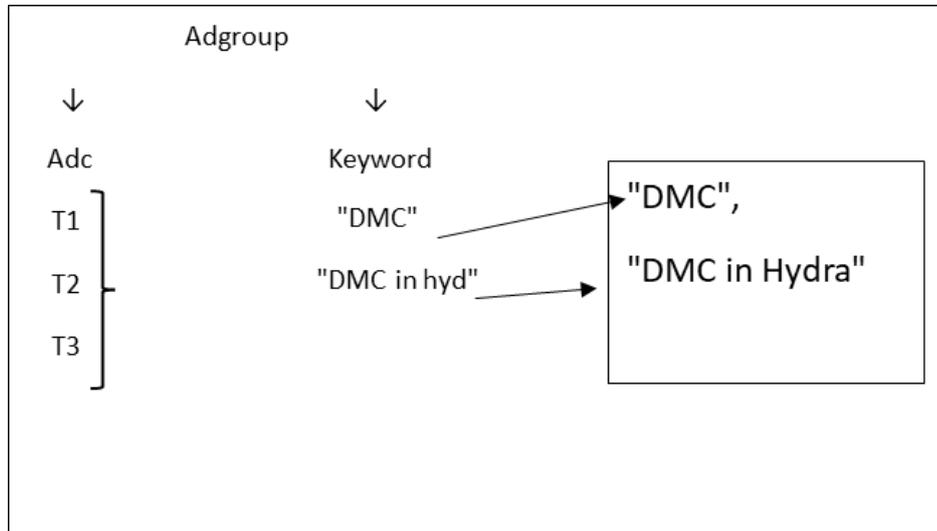
➤ **Phrase Match :**

If the target keyword is covered in the user search team in a sequence then only the ad will be triggered in the Google



➤ **Exact Match :**

If the target keyword is exactly matched with the customer search term, then only add will be triggered in Google.



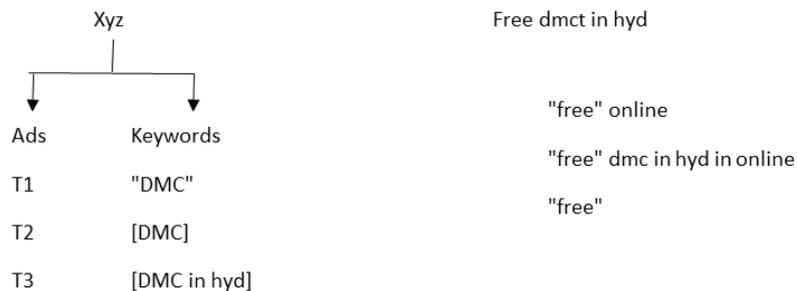
➤ **Board Match Modified :**

According to BMW, it is used to convert long tail keywords into short tail and displays ads to the customer by using (+).

EX – Advanced DMC + Institute in Hyderabad (LTK) + D + M + Hyderabad

➤ **Negative Board, Phrase Exact match types :**

These are opposite to board, phrase exact math type



- NO →BA
- " "→PM
- []→EM
- +|+→BYM

3. CLICK THROUGH RATE (CTR) :

The amount of clicks which are generated from an adcopy is divided by the number of impressions

Which are generated from the same ad copy.

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}}$$

Impressions

Impression = If the ad is displayed in google to the customer

Click = if a customer made an action on a ad is called click

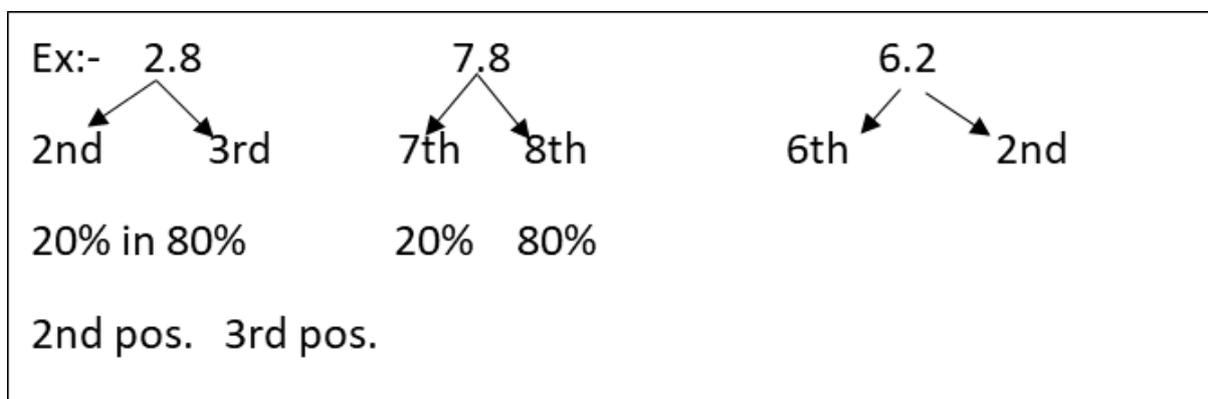
4. Quality Score :

The Score which is given by the Google to each and every keyword depends on the relevance of advertiser adcopy plus landing page plus keyword is called quality score.

Quality Score start from 0 to 100.

Quality Score is used by Google to display where the position of our website to be in search engine result and how much to charge.

USE: Helps to get high position and charge less



5. Imp. Of Quality Score :

If the quality score is high the ad-score irrelevant and it decide position where to display and price (how much to change).

Ad Rank ↑ (Rank given by the google ace to quality scac &

↳ Cpc↓ → Nearest Competitk Adrank tor01 cpcy}

↳ position Q.s of mine

↳ man and men Adrank Value

Adrauk → cpc x (Q s

E:- a) cpc(45) Adrank (copcall.)

95(10) 45 × 10 = 450

b) cpc (45) /Q(9) → 45*9 = 405

CPC = 405/10 + 0.01 = 40.51 cpc

Imprenions can be controlled by keyword Match type

CTR ↑ → QS ↑ → Adrauk ↑ → P ↑ (CPC ↓ ↑)

How to increase quality score:

1. CTR must be high
2. Relevancy must be same between loading (Page ,keyword ,and ads copy)
3. Analyse the data from Google analytics tools
4. History of ad word the day when we started ad words to the company

How to get 10/10 in quality score:

1. Focus more on relevancy than search volume keywords.
2. Use minimum one or two keyword in the ads copy
3. Collect all the low quality keywords from the ad group and then create separate ad group with these keywords (Low quality scoreless the 5).
4. Continuously analyse the search two report (Keywords which are searched by customers)

and collect all the negative keywords to place into negative tab.

5. Do not change either CPC or budget or any other option in the campaign after launching the up to 48 hours.

Types of pricing models :

- The amount which is charged by the Google depends on the action of a customer from the advertiser budget.

PPC / CPC	→	Click
ppm/cpm	→	Cost per mille (cost per 1000 emprenios)
PPA/CPA)	→	Acquastion(comuson)
ppv/cpv	→	view
PPL/CPL	→	lead
PPD CPD	→	Download.
PPU/ Cpu	→	upload
PPE CPE	→	engage
PP/CPT	→	Install
CTA	→	call to Action
CPS	→	spot (Audio)
CPD	→	

6. Dynamic keyword insertion :

- It is a Google adwords algorithm that places customers search turn into adwords of advertiser.
- Ad copy is shown in Google depends on performance and CPC.

7. Types of syntax in DKI

1. Keyword : Digital Marketing Course
2. Keyword : Digital Marketing Course
- 3.Keyword : Digital Marketing Course
4. Keyword : Digital Marketing Course
- 5.Keyword : Digital Marketing Course
6. Keyword : Digital Marketing Course
7. Keyword : Digital Marketing Course

Always use the 3rd syntax, and never use the 7th syntax which leads to a eliminate due to the capitalization.

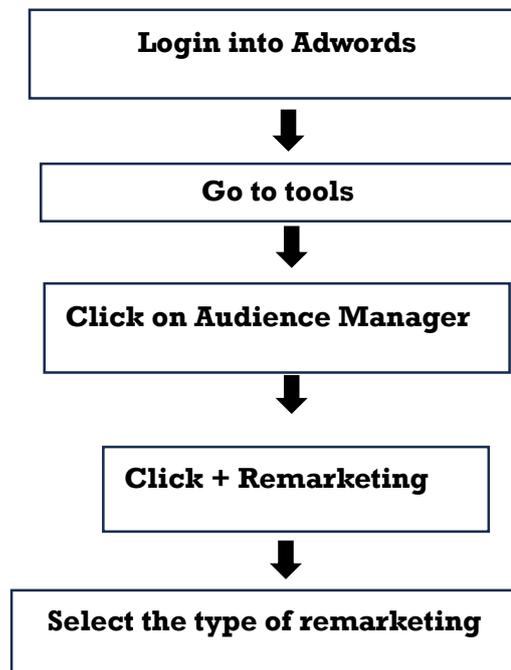
7. Bid Management :

- **Bid:** - the amount which is paid by the advertiser to the Google depends on the action of a customer on that copy.
- **Bid Management:** It is used to context the bids depends on the customers actions like helps us to display the copy when and where in the Google.
- it's all about when and where to trigger.

Bidmanagment		
Automatic	manual	Focus
↓Bid Strategies	↓	
1) Enhance cpcx	1,2,3,6,7,8	1) Clicles
2) Target CPA		2)Impresions
3) Target ROAS		3) Conversion value
4) Target out rauksharex		4) Correios
5) Target Search page location.		
6) marimum click's		
7)conversions (sales, purchases)		
Target Impresion Share		
1,5,6 are removed by google recently		

- **Enhance CPC:** It is to raise the CPC on so and so keyword to trigger the ad more number of time to the customers, to search the company target.
- **Target (CPA):** Customer purchase something from Google will ask to pay by advertiser.
- Set the bids to generate more conversions.

➤ **Website Visitor :**



Audience Name:

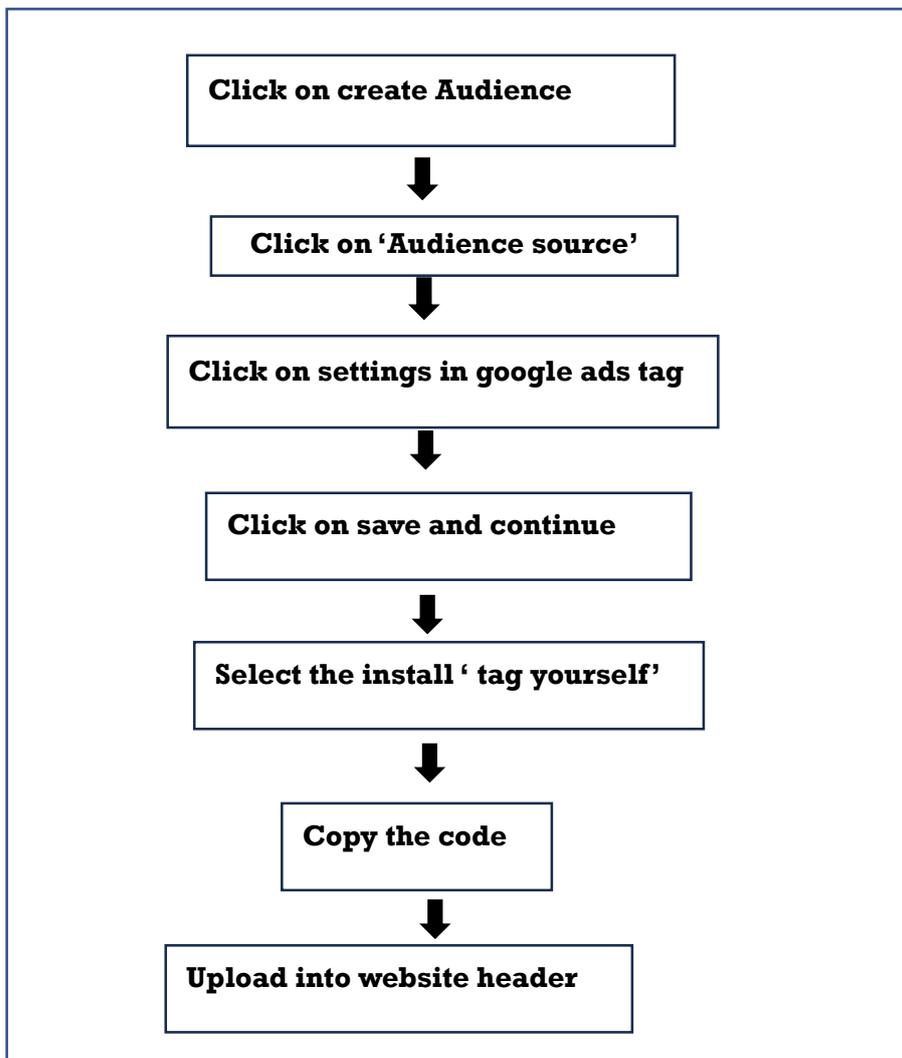
List Member :

- **Visitor of a page**
- **Visitor of a page who also visited another page**
- **Visitor of a page who did not visit another page**
- **Visitor of a page**

Initial List Size :

- **Include people from last 30 days**

➤ **Start with an empty list**



Attribution Model :

It is a set of rules that passes so keyword and corresponding click when conversion happens.

Helps to find out the right keywords through which we get the sales.

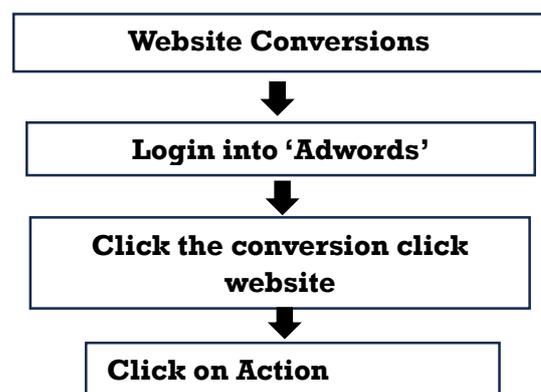
- There are 6 types :

- **Last Click:** Gives all the credit for the conversion to the last – clicked ad and corresponding keyword.
 - **First Click:** Gives all the credit for the conversion to the first clicked ad and corresponding keyword.
 - **Linear :** Distributes the credit for the conversion equally across all clicks on the path
 - **Time Delay:** Gives more credit to clicks that happens closer in time to the conversion. Credit is distributed using after 7 day. In other word, a click 8 days before a conversion gets half as much credit as click 1 day before a conversion.
 - **Position Based:** Gives 40% of credit to both the first and last clicked and corresponding keyword with remaining 20% spread out across the other clicks on the path.
 - **Always go for the last click.**
- **Conversion Setup :** The action which is done by the customer on advertiser ad copy and which leads to the valuable business to the company like purchase, sign-up, install ,download etc.
 - **Conversion Tracking:** It helps us to the conversion when a customer made an action.

TYPES OF CONVERSION :

- Website conversion – conversion in website either bought the product or not
- App Conversion – installation of app in Google play
- Phone call – Just dial, India art
- Import data – used by CRM

Website Conversion :



Category

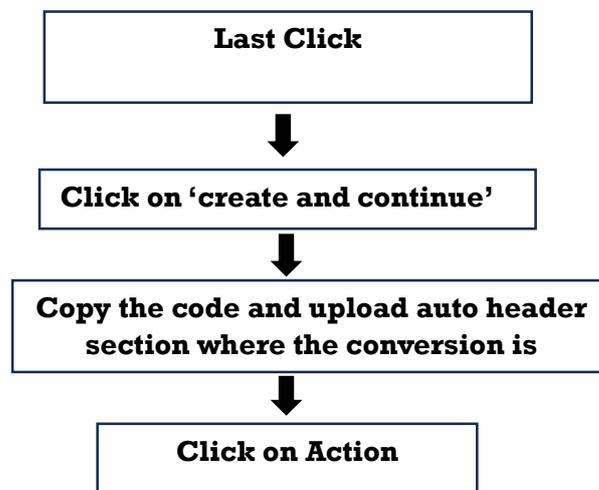
- Purchase
- Lead
- Page view
- Sign up
- Other

Conversion Name : Value –

- Use the same value for each conversion
- Use different values for each conversion
- Don't use a value for this conversion action (not recommended)

Count:

- Every
- One
- Conversion Window – 90 days duration
- View through conversion – 1 day
- Include conversion – yes
- Attribution Model –



Campaign Setup :

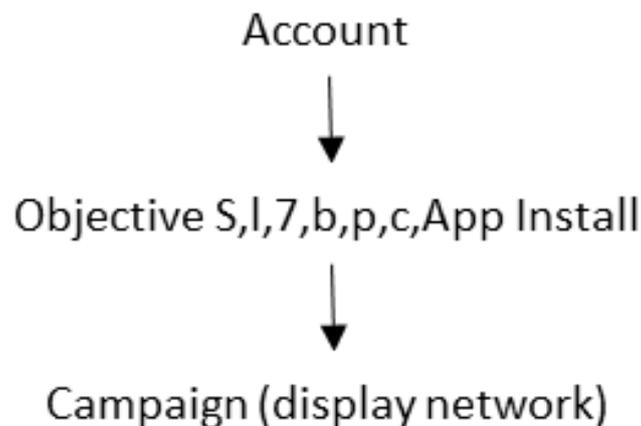
- Search Campaign – It helps us to create text format ads to generate more leads and conversion based on business

Display Campaign (More branding) :

- It is used to generate more branding through re – marketing.
- It helps us to generate more traffic into website through image and responsive ads.

NOTE: Display network is used for branding.

- **Keywords** – Must enter 40 or 50.
- Does not use phrase or board match type only in display network?
- **Bidding** : Helps us for enhance CPC



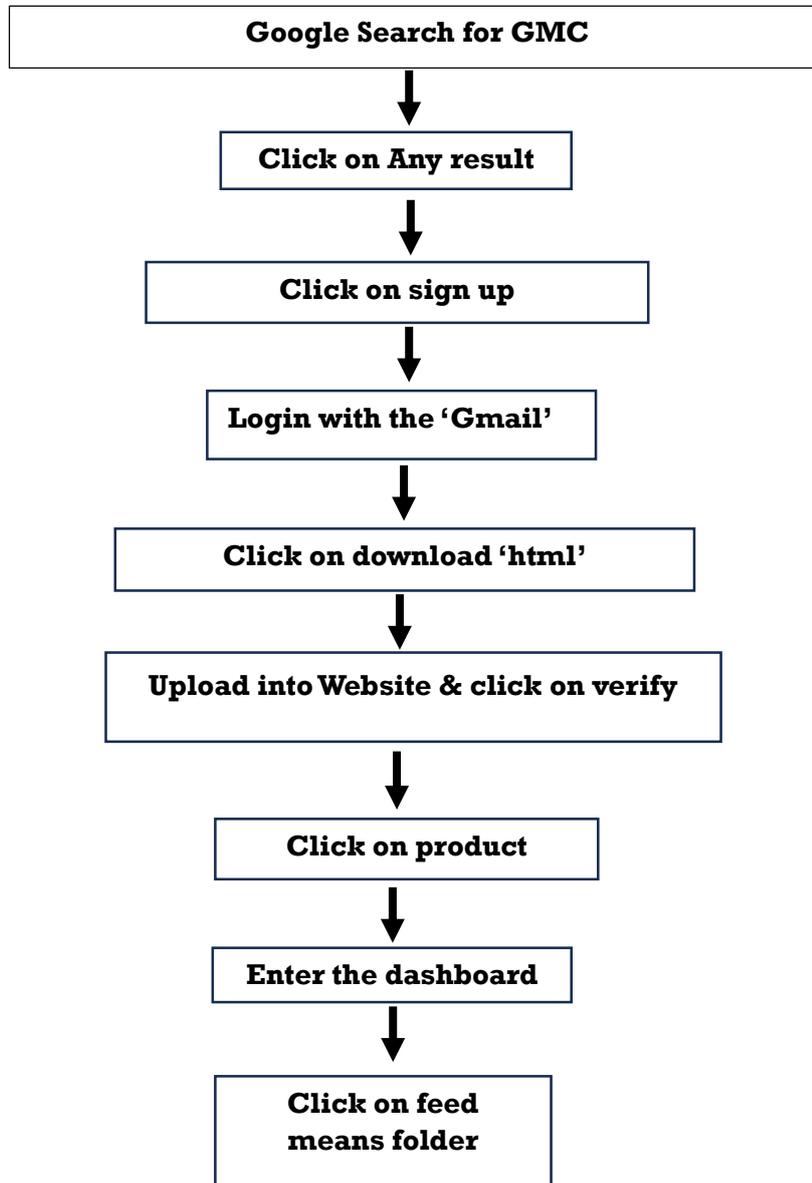
Shopping Campaign:

It is also called as a product listing ads which is used by e-commerce companies and product based companies.

Google merchant Centre: Platform where upload your product and link this GMC to Google ad words.

To Create a shopping campaign :

- Create an account in Google merchant centre
- In shopping campaign, there is no option for to create an ads and keywords.



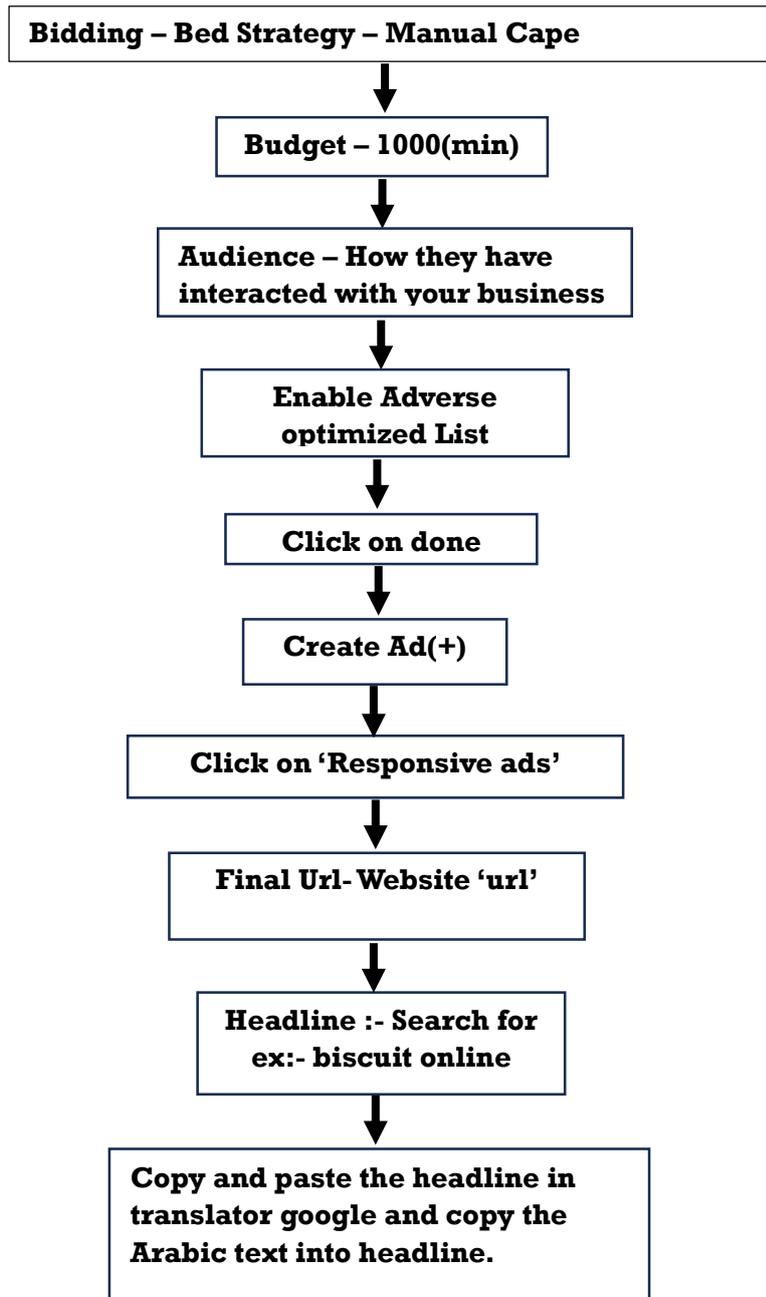
{NOTE: Use same Gmail for adwords and merchant centre}

ID: S10

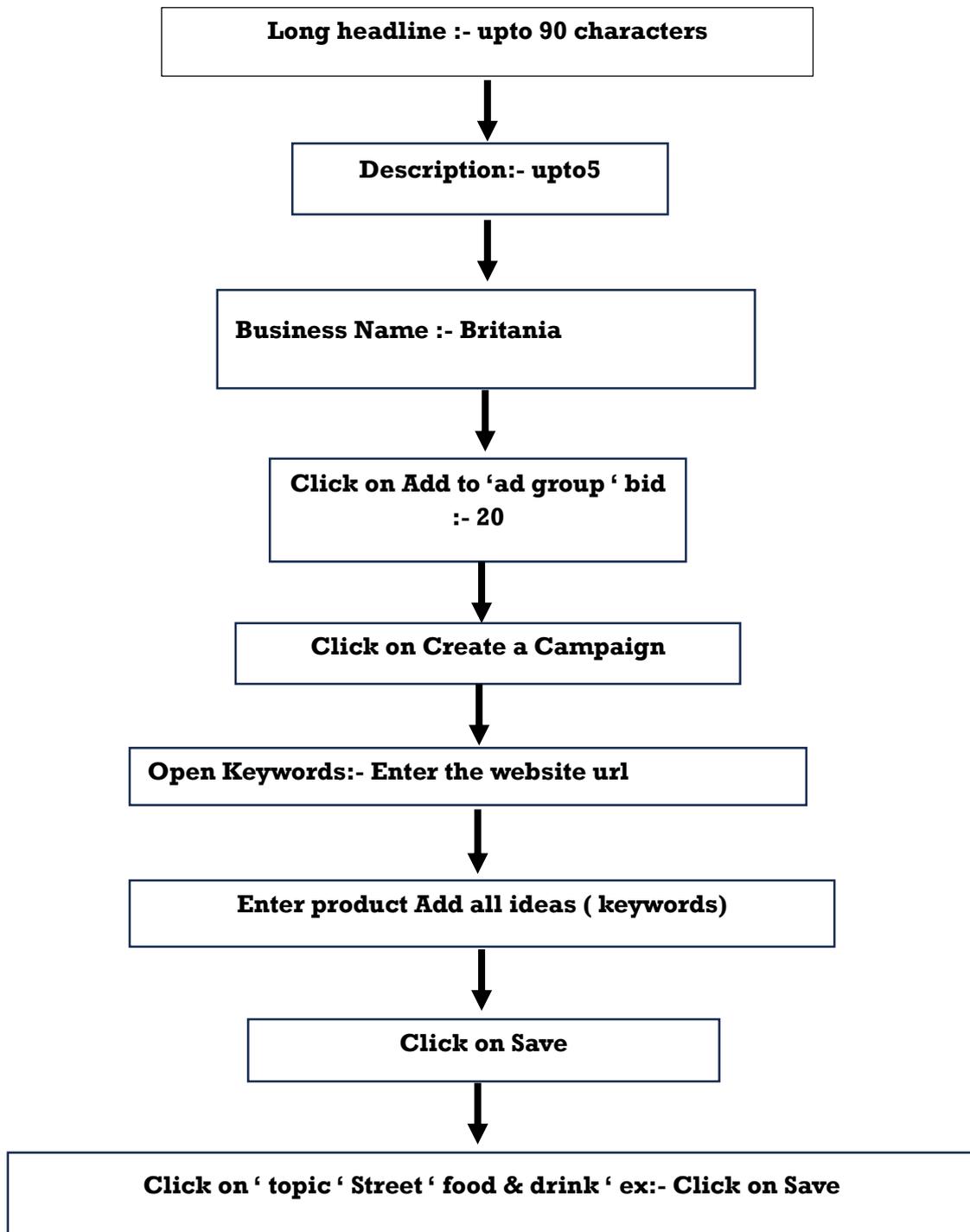
- **Title** : Samsung galaxy M20
- **Description** : Cash on delivery & free shipping
- **Link** : Url of product in which app its landing
- **Condition** : New Product or Re-furbished product

- **Price** : 9,999 – (count for 1000, we pay less tax & 10,000 – tax is more)
- **Availability** : In stock
- **Image link** : copy and paste image Url

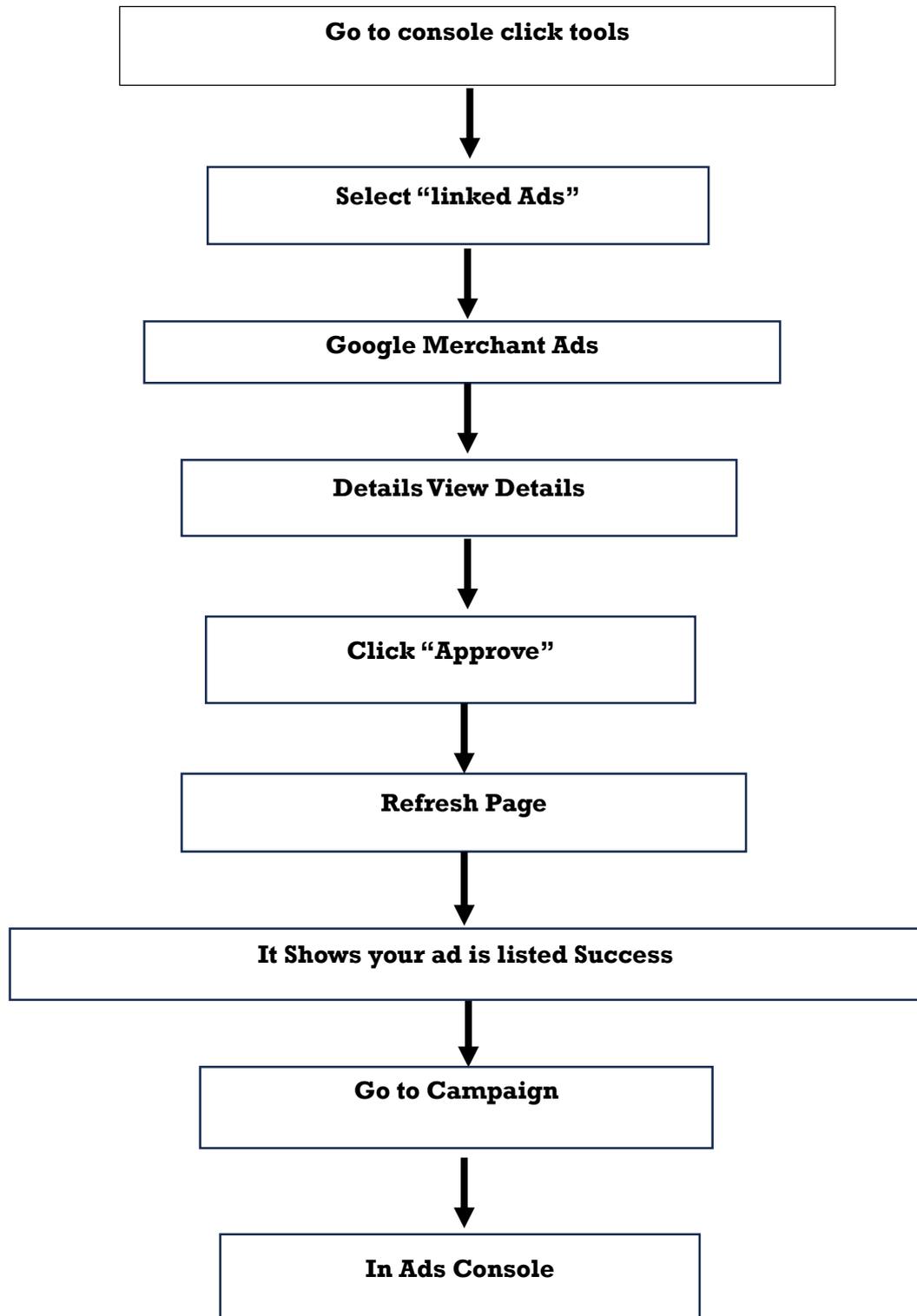
In some profiles, link will not be shown in that cases click on ad Google another account, copy the code from Google adwords and paste it for linking.



Shopping Campaign Process:



CONTINUE...



Video Campaign:

It is used to target the customers to generate more subscribes views.

There are 6 types:

- **Instream ads (loading Page):** This type of format is used by product based companies or service based companies. It generate traffic, branding, view. No time limit
- **Video Discovery:** It generate subscribe views. this video ad contains film, cartoon, animation, movies.
- **Bumper ads** : non – skippable
 - Same as 1st ad
 - Ad will be only for 6 sec
 - Ex – Netflix, Swiggy, Zomato.
- **Non – Skippable ads** : 15 sec – same as 1st ad
- **Outstream:** This ad shown only on mobiles, tablets.
- **CPVM:** Cost per viewable impression
 - **Ad sequence:** Combination Of all the above ads

Campaign Name: Views

Budget: As per client requirement

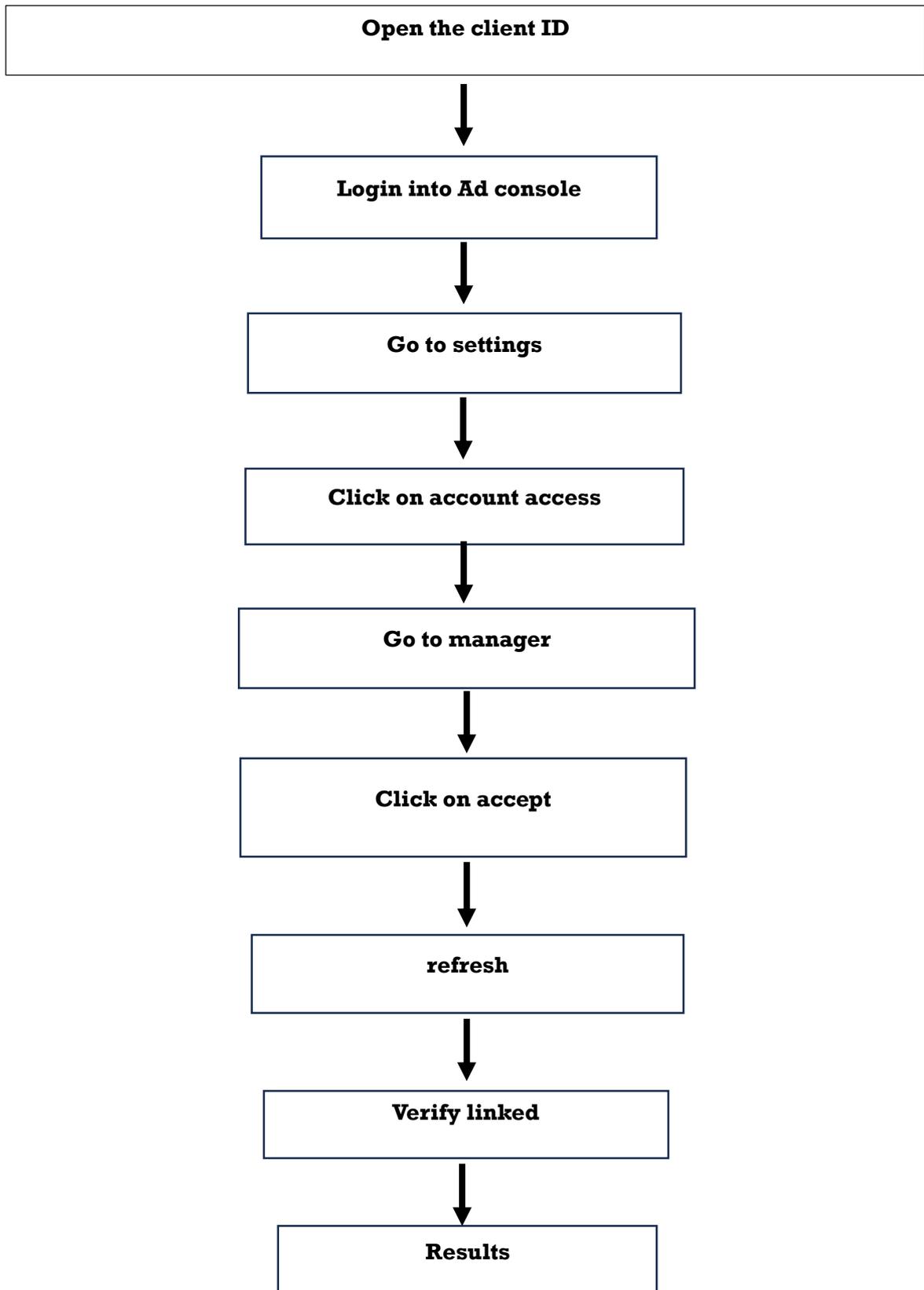
Network: -

Investor: Standard

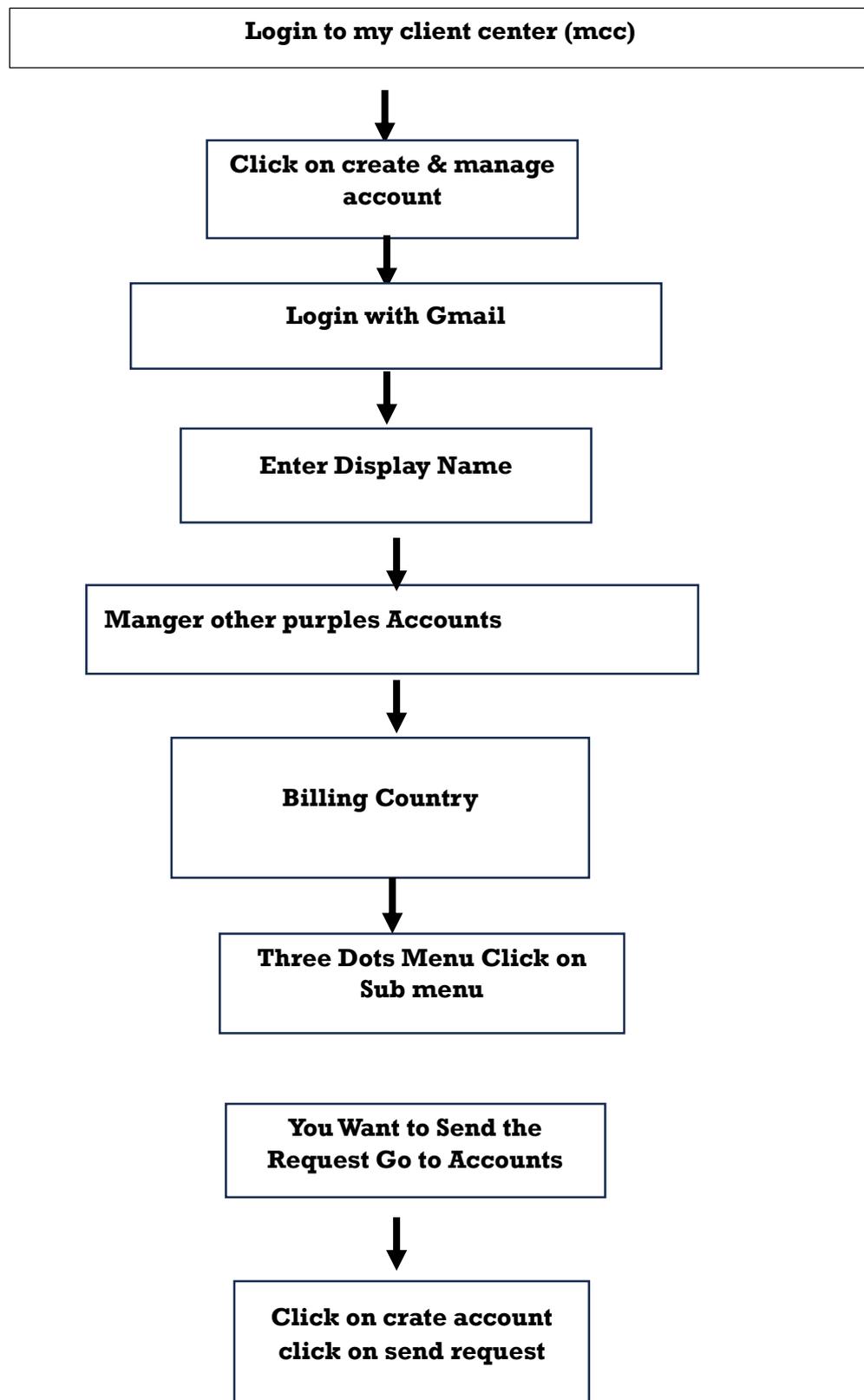
Call of action: Watch more

Headline: Minors

- **My client Centre:** Manage a multiple account on a single account



Step 2: Ask A client to accept the request



Auction Insight:

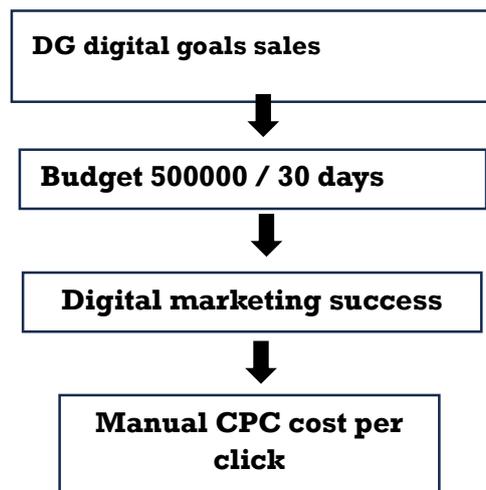
- It is used to check the list of a competitor based on product.
- How to check the competitor of a company using Auction Insight.
- We don't use "DKJ"; Keyword should be always an exact match.

Ad Group: 2 types of ad group create

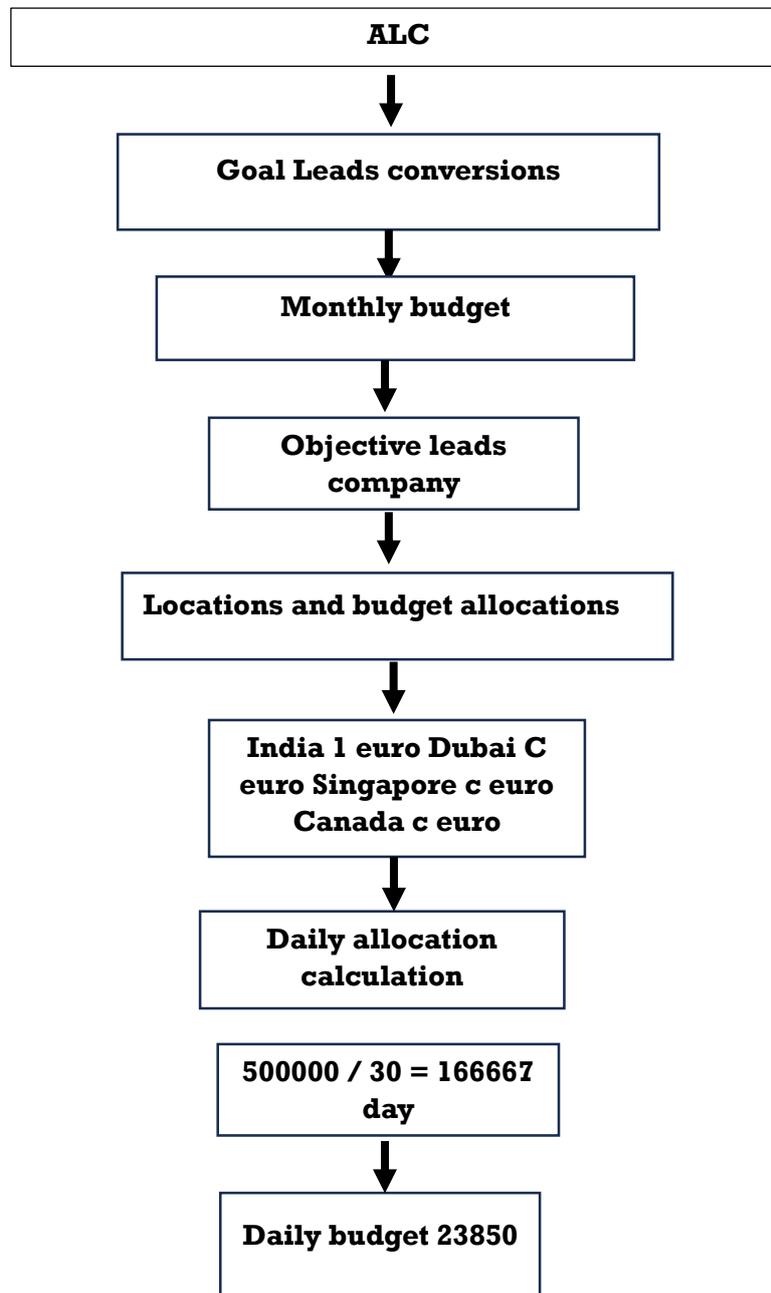
- Competitor keyword
- Our company ad

Hours of the day:

In a day which hour we are getting more clicks, and conversion. If we get to know in which time the clicks are generated can schedule a time zone but never do this never schedule your ad.



SMO (SOCIAL MEDIA OPTIMIZATION)



SEO/SEM: leads/Conversion/Branding (Here we cannot maintain the branding.

SMO/SMM: lead/conversion/maintain brand/engage

It is used to engage, to create and maintain brand of a company by promoting the product through social media channels.

Facebook, twitter, Instagram, LinkedIn, YouTube, Pinterest.

Facebook: It is also called Hybrid platform because it can be used as YouTube and Instagram.

(Can upload 24 hours of video in fb and YouTube to engage the customer).

Twitter: It is also called as a micro blogging and it helps us to influence a person or a product. (Influence marketing or Loud Platform)

Instagram: It helps us to highlight the interest.

YouTube: It is video marketing business which helps us to create a brand awareness of a platform.

Pinterest: It is also called as long term business because the uploaded infographics will remains for several years.

LinkedIn: it helps us to showcase the skills =.

- Best platform to generate B2B leads.

Facebook:

1. Page creation (Fan page)
2. Page layout design
3. Different types of postings → Image, text, video, links, etc.
4. 80/20 Rule
5. Embed post
6. Push and pull strategy
7. Engage rate (vs. PTAT)
8. Edge Rank Algorithm (AXIXXD)
9. Content creation
10. Group vs. Event creation
11. Importance of marketplace listing
12. Facebook Insights
13. Tools used for FB
14. Schedule (vs. Back post)
15. Rules to follow on FB

16. Social media calendar

Steps to promote a business on Facebook:

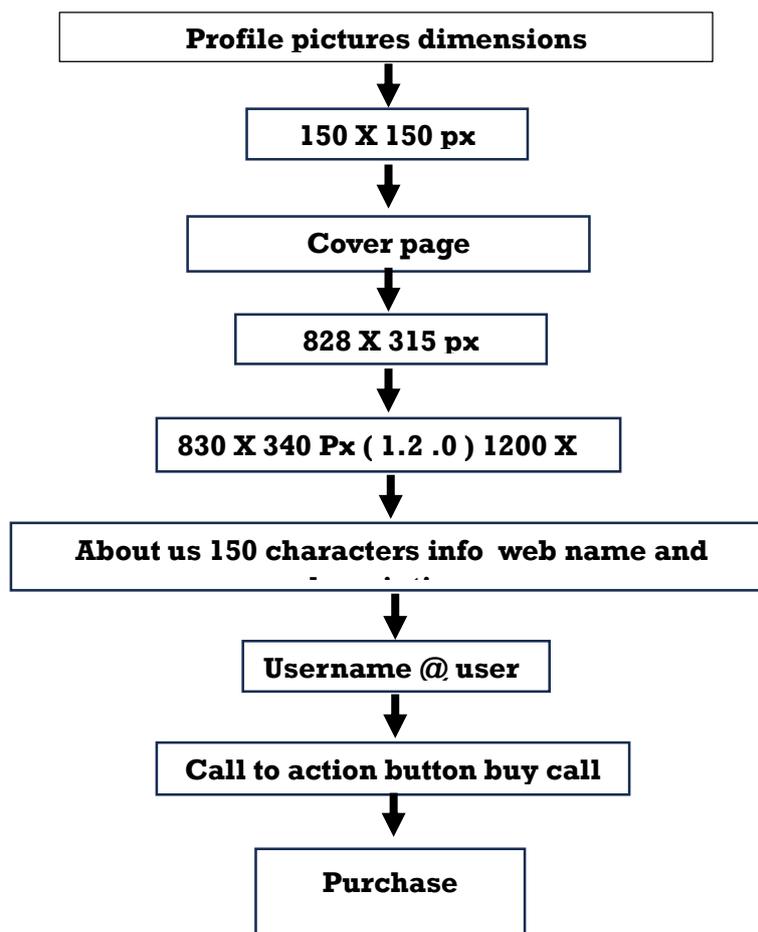
1. Create a Facebook account and a page.
2. Create engaging postings by using photo design tools to attract customers to a product.
3. Design the posts based on the performance of a page and submit to the client or company.

Additional Note:

“Never ever create an account name and page name the same because within less period, the account and page get blocked.”

Page Layout Design:

Canva: Is a tool that helps to create any type of image, poster etc.



Never Post continuously anything because Facebook don't care about your posts daily, so maintain a minimum of 3 days for posts.

Use a Hashtag (more than 2, should not be used) for the company product to reach more customers.

EX - #Britannia Rusk and your page URL

80%: Should be friendly posts, 20%: Should be business posts

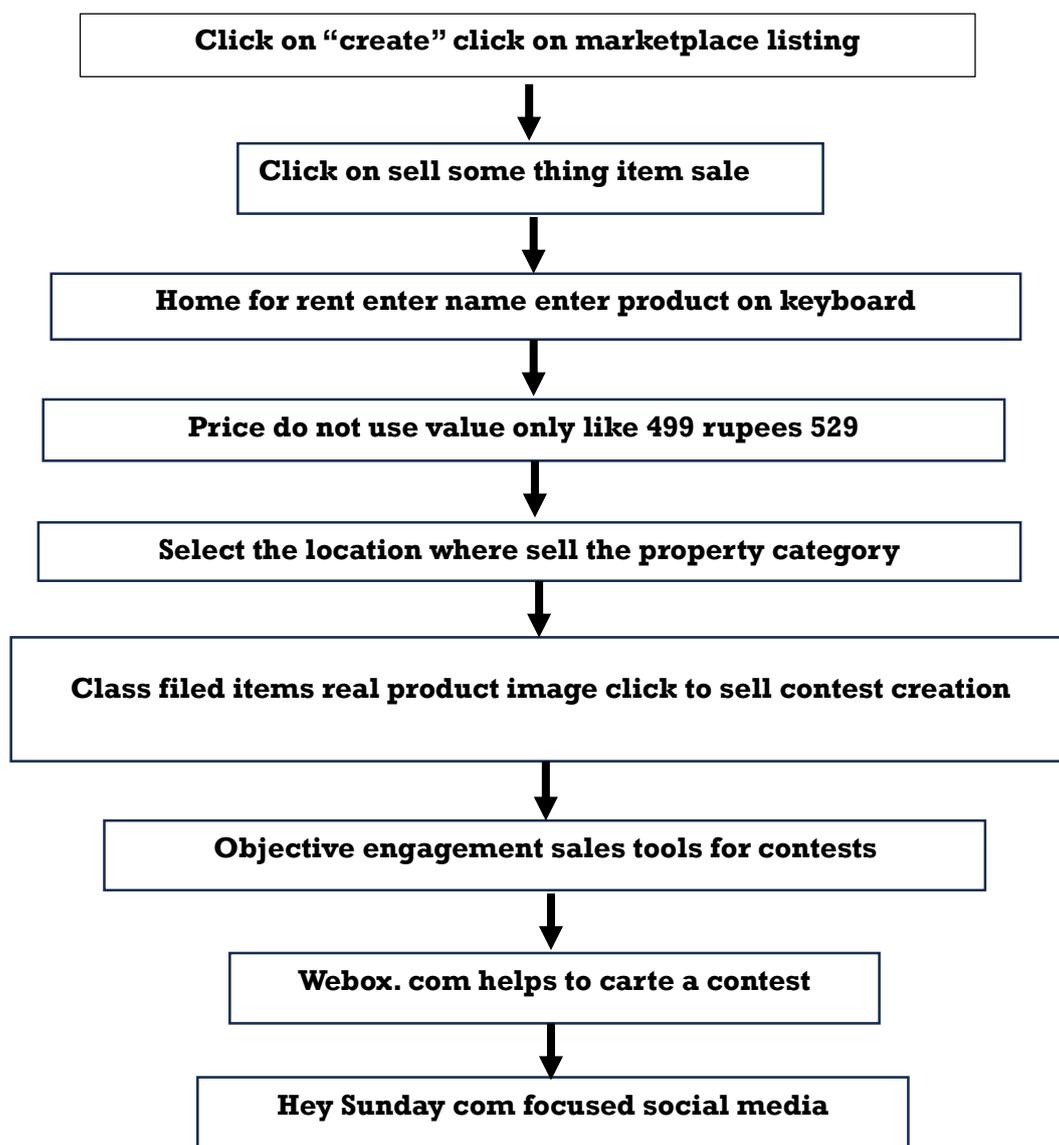
Insights: Submit reports

Likeanalyse.com: Helps us to analyse the pages of a company.

Market Place Listing:

It helps us to place any product or property so that we can sell or purchase.

Ex – Lox



Rules in Facebook:

1. Do not use same name for profile name and page name. (Even applicable to all apps)
2. Do not use all capital letters in page name. (Can use first letter capital) e.g. Astra Immigration.
3. To get more reach do not share duplicate postings (must upload item to same post)
4. Do not use "spammy" techniques to get more page likes, i.e., "like for like" or "click bait tactics"
5. Do not share anything on the groups up to one month. (If done, page & account blocked)

To promote a business on Twitter there is no chance to create a page. Big account will be used as a page for promotion.

Fb: 5000 characters can be used on description

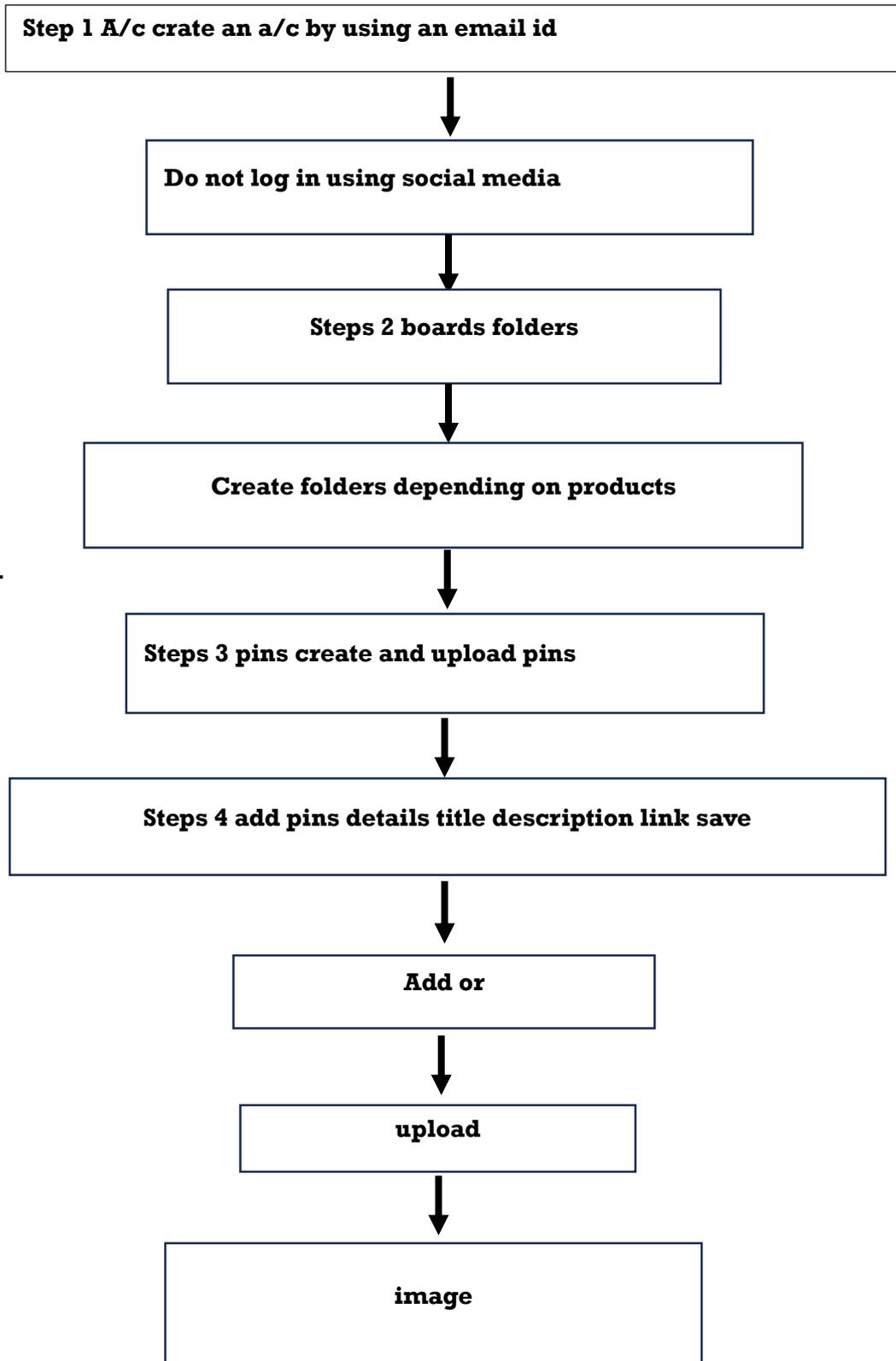
LinkedIn: 1800

Twitter: 280

Pinterest can be used to upload image or info graphic about a product or service

Info graphics give clear info in single image platform used to get more traffic {use only real image}.

- It is mostly used by product, service and create based companies to generate more backlinks leads and traffic



Instagram: Helps us to show the interest.

Web for Instagram – Desktop use

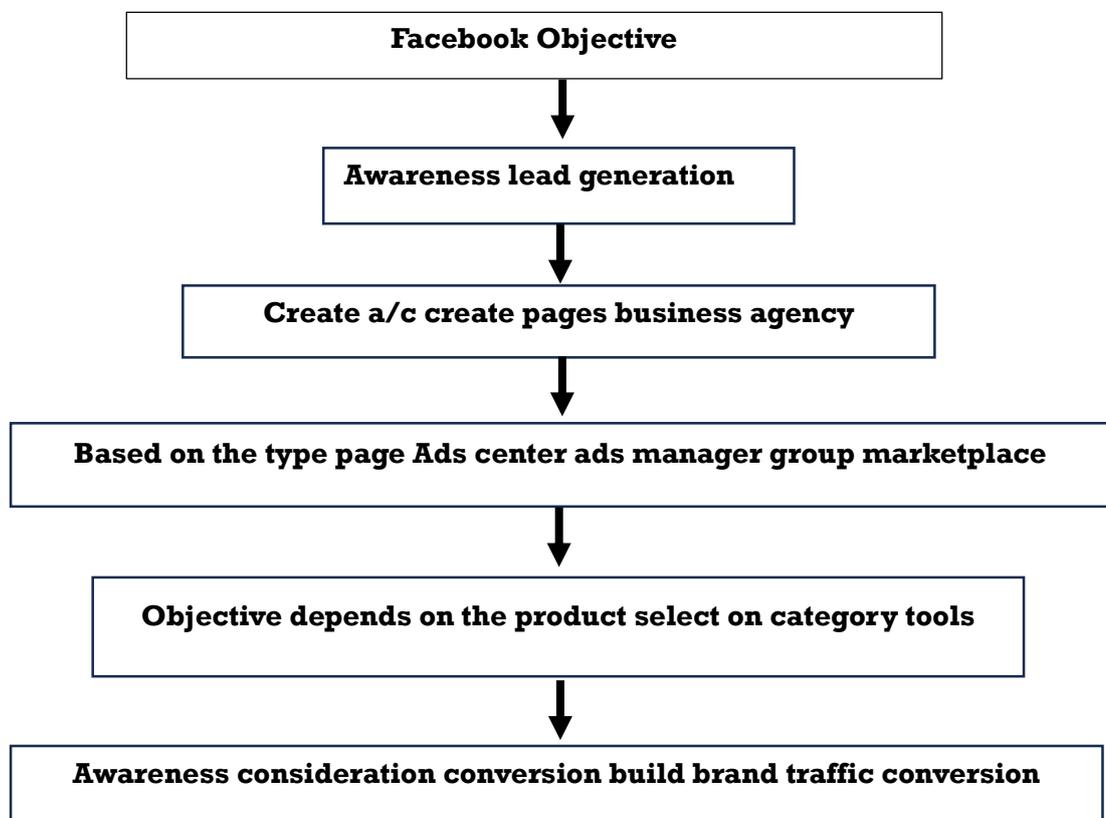
LinkedIn: Profile pic should be too professional because it attracts 80% of companies to send job profile while looking for a professional.

- Someone should be added at the end of full name.
- Accept connections only from the profiles that are similar to our profile (30000 Connection Limit).
- Add proper headline with an attractive words of experience.
- Add skills and carrier objective, experience, education etc.

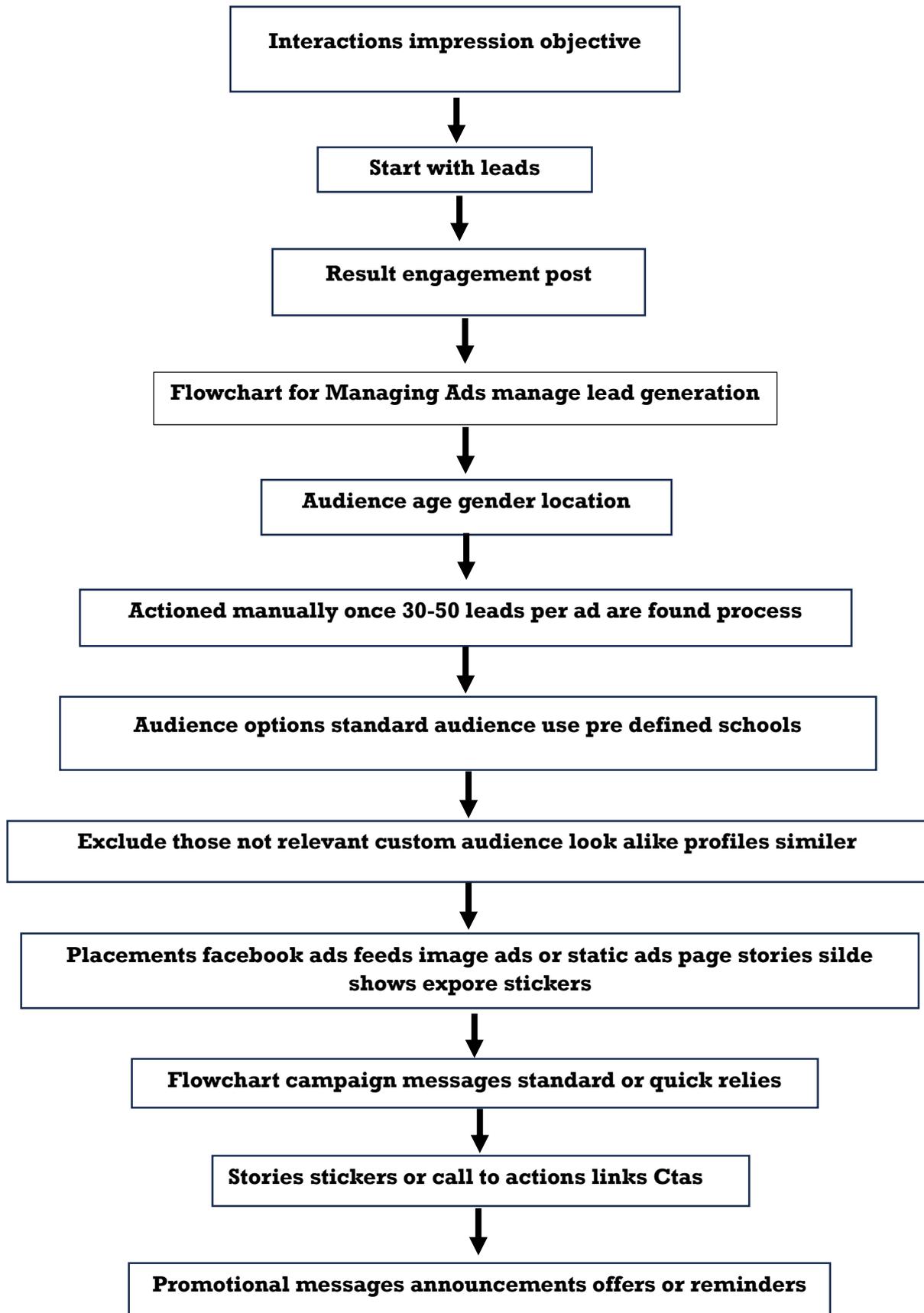
Social Media Marketing:

Promotion of business or product through social media channels to generate more leads and conversion through sponsored.

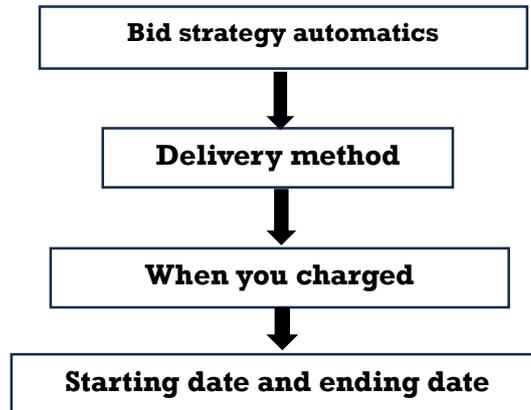
- **Facebook :**



CONTINUE...



Budget: Daily Budget & Lifetime



Ad:

Identity : Link Instagram + Facebook (Accept Terms)

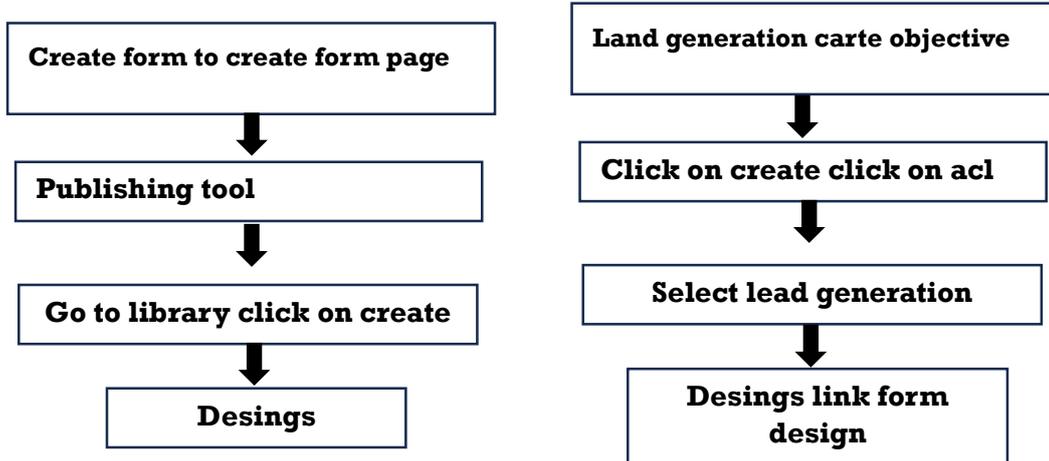
Format: Single image, video, slide

Media: Image / video (image size should be 600x600)

Additional: Tittle, Description, Display, URL, button

Click on place order – Pay the amount

Lead Generation:



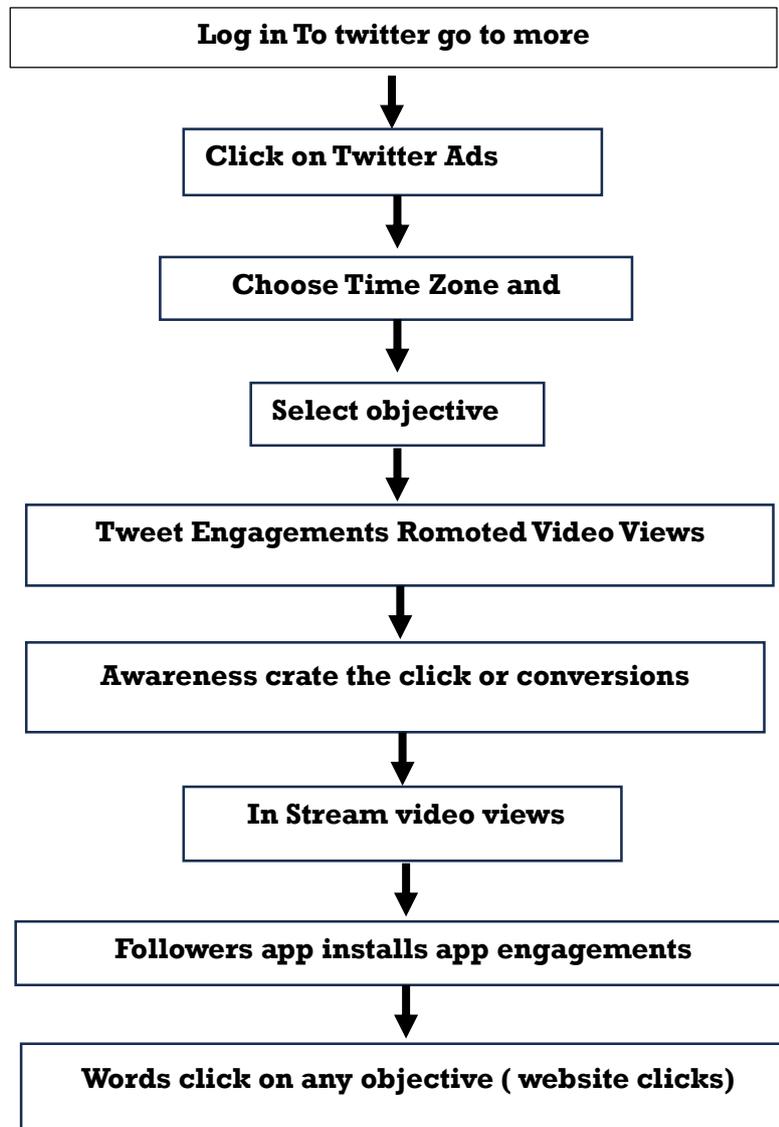
Pixel: It is used to the advertiser to track the conversions from the customers.

Fillmore 9: Best tool to design any type of videos (Slow motion) in paid version.

- How to reach more people in fb in free version :

Twitter:

- Twitter takes 15 days to access adscopy from the starting days.
- In twitter ads there is no chance of lead generation.



Campaign Setup :

- Campaign Name
- Funding source
- Daily budget (total Budget 10 \$ minimum **OPTIONAL**)
- Start and End Date

Ad Group Setup :

- Ad Group Name
- Bid type – automatic bid
- Targeting

Your Audience :

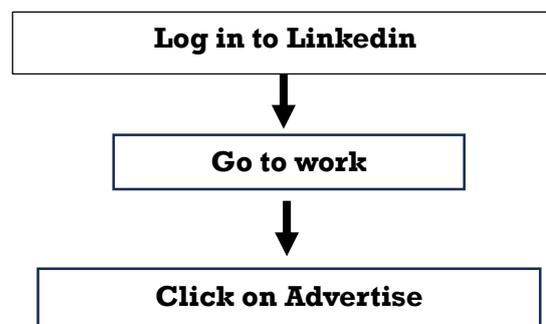
- Targeted Audience (web): Target people who visited a website
- Mobile audience targeting : can target who using mobile
- Targeted Audience (lists) : Can target with phone number
- Flexible Audience targeting : Can target before targeted options
- Gender ,Age, Location , Platforms , Languages ,Device model

Audience Feature :

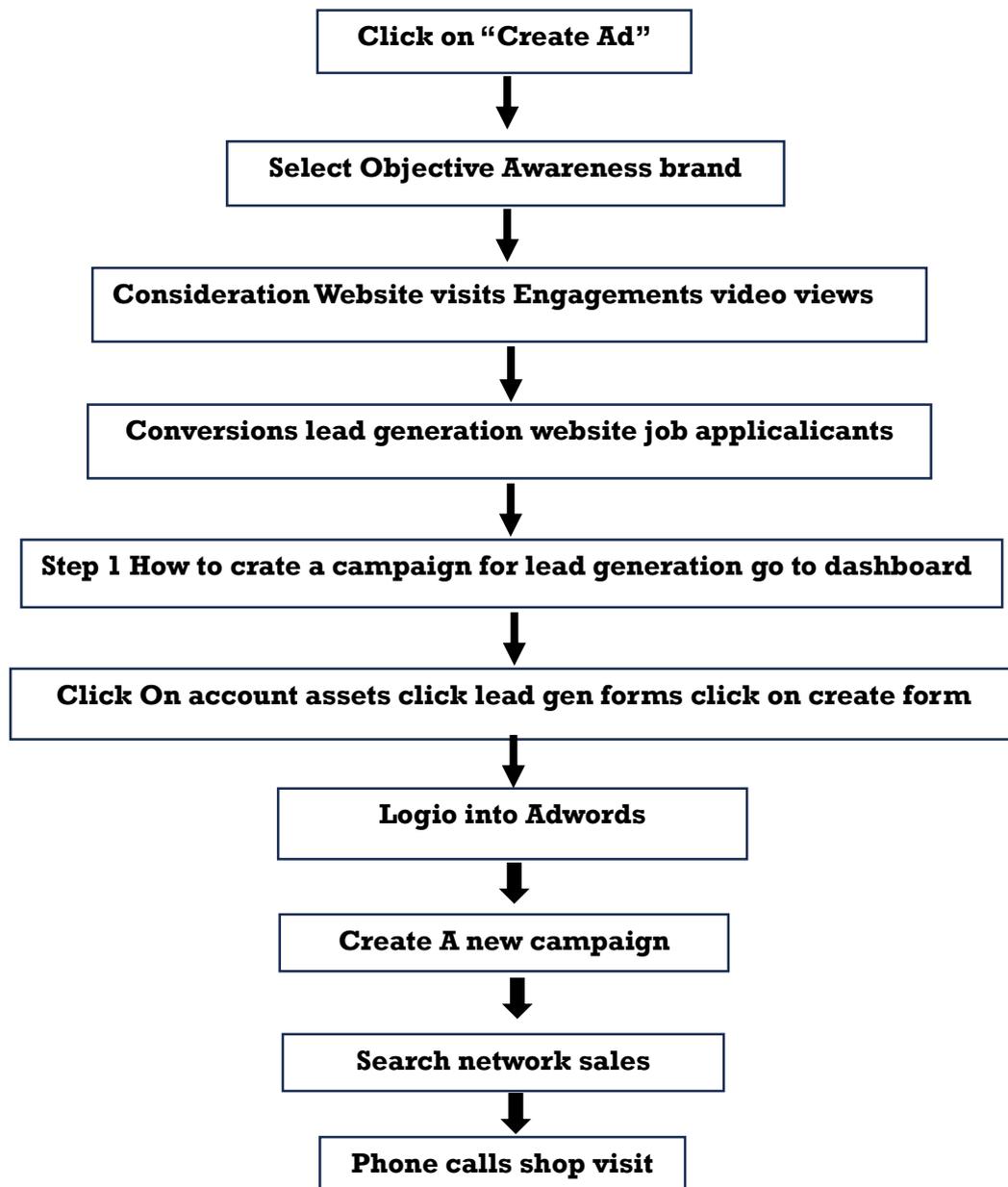
- Events
- Behaviour
- Interest
- Conversation topic
- Follower Look – alkies
- Keywords
- Movies or TV shows

LINKEDIN:

It helps us to generate more B2B leads to the company.



CONTINUE...



Google Adwords Express A/C:

It helps us to target the local customers depends on the call only ads.

- Shop Visit
- Sign Up or Leads

True caller:

Assets: Digital Marketing word for image and video

Snap chat: 1200 rupee minimum budget (do not select the option third party)

Quora: minimum 1000 budget every day.

WEB ANALYTICS TOOL:

Web analytics tools are used for to track the behaviour of a customer like where and how the customers made a search of visit

- Google analytics tool
- Crazy egg
- Adobe analytics

Google analytics tool: It is a product of a Google that's helps us to track this traffic of a website.

- How to use Google A.T?
- How to submit a website to GAT?
- How to block inner traffic
- How to exclude IP Address / single / multiple
- Importance of field and how to create?
- How to create goals?
- How to setup funnels importance
- How to submit reports

GAT:

-Real time (Active use)

Overview

Location

Device

Traffic Source

Context (Page)

Event (Conversion Lead)

Audience (User)

- User, new user, Avg Time , Bounce Rate, Page views
- Lifetime Value (ad), user experience (complete details of action of a customer's), Age, Gender, Location , Lang. , user flow , (in which page a customer is moving), Benchmark (comparison), Audience event, device, browsers, wife, and carrier.

Acquisition (Traffic):

Organic (SEO)

Inorganic (Paid)

Social Traffic (SM)

Referral Traffic (Off-Page)

Direct Traffic

Display Traffic (Google Ads)

Other Traffic (SM, Email, Affiliate marketing)

Behaviour (Site):

Loading Speed

Search Teams

Loading Pages

Exit

Drilled Down Pages

Pages Speed Suggestion

Unique Traffic

Conversion:

Goals

Funnel visualization

Reverse Goal Path

Conversion

Publisher

Experimental

Admin:

User admin

IP Exclude

Filters

Remove

How to exclude IP address :

- Excluding IP address is used to exclude the inner traffic of a company.

How to exclude multiple IPs?

By using a Syntax We can exclude multiple IPs

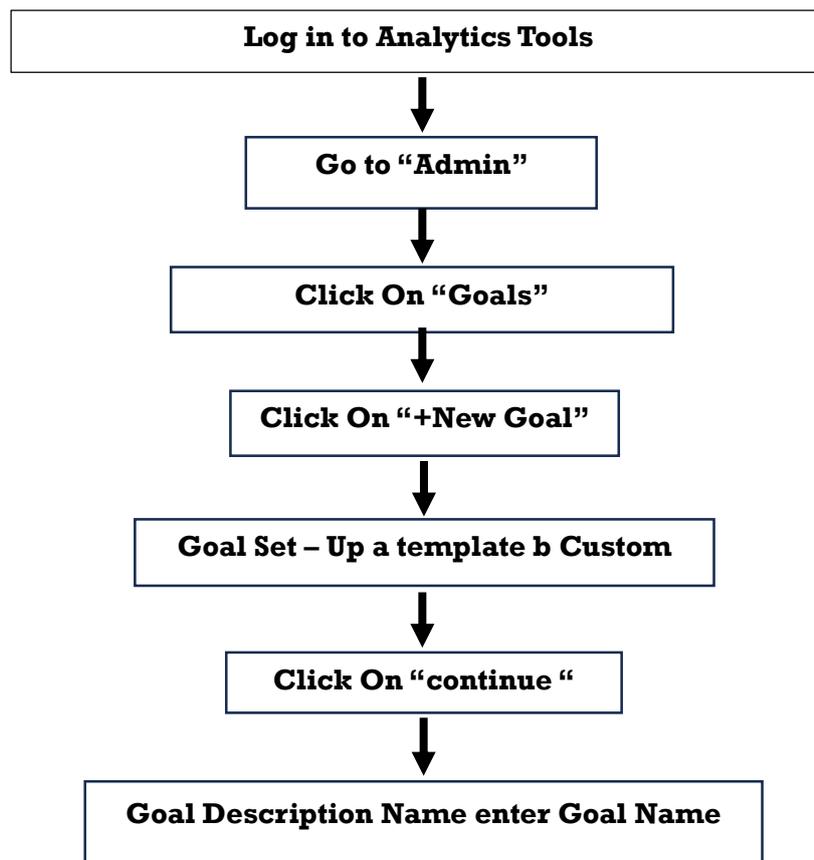
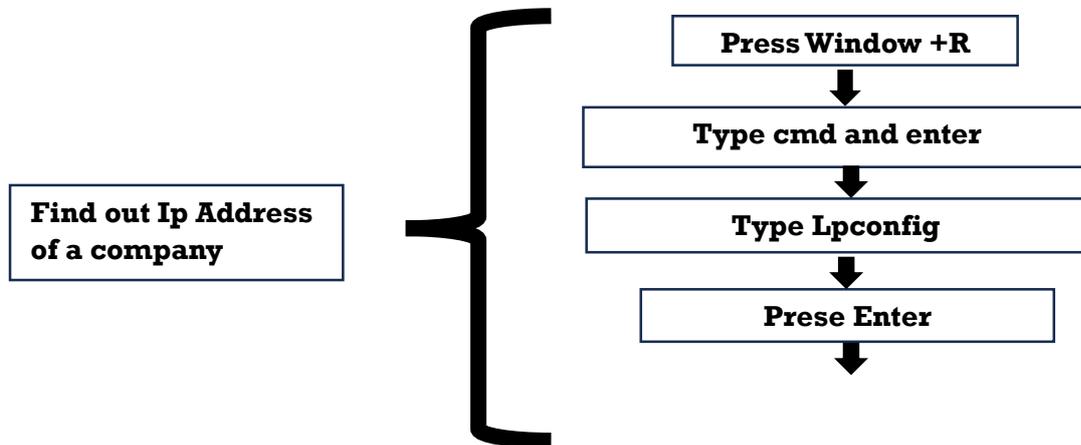
How To Create A Goal :

Goal: goals are used to track the conversions without using any conversion tracking code (Conversion are happened through organic)

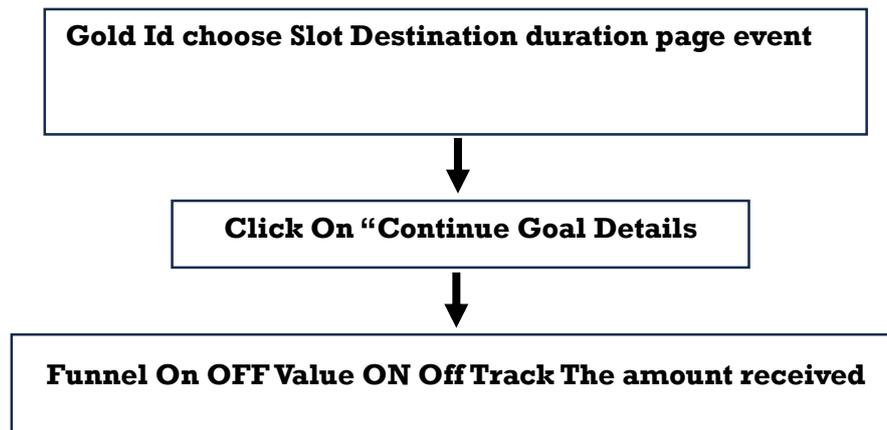
Are called as Goals

Google Tag Manager: It is used to track the conversion of all products (so many products)

Per day we can enter only 20 products.



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Email Marketing:

Promotion of a business or service through Email as a platform to target the customers individually.

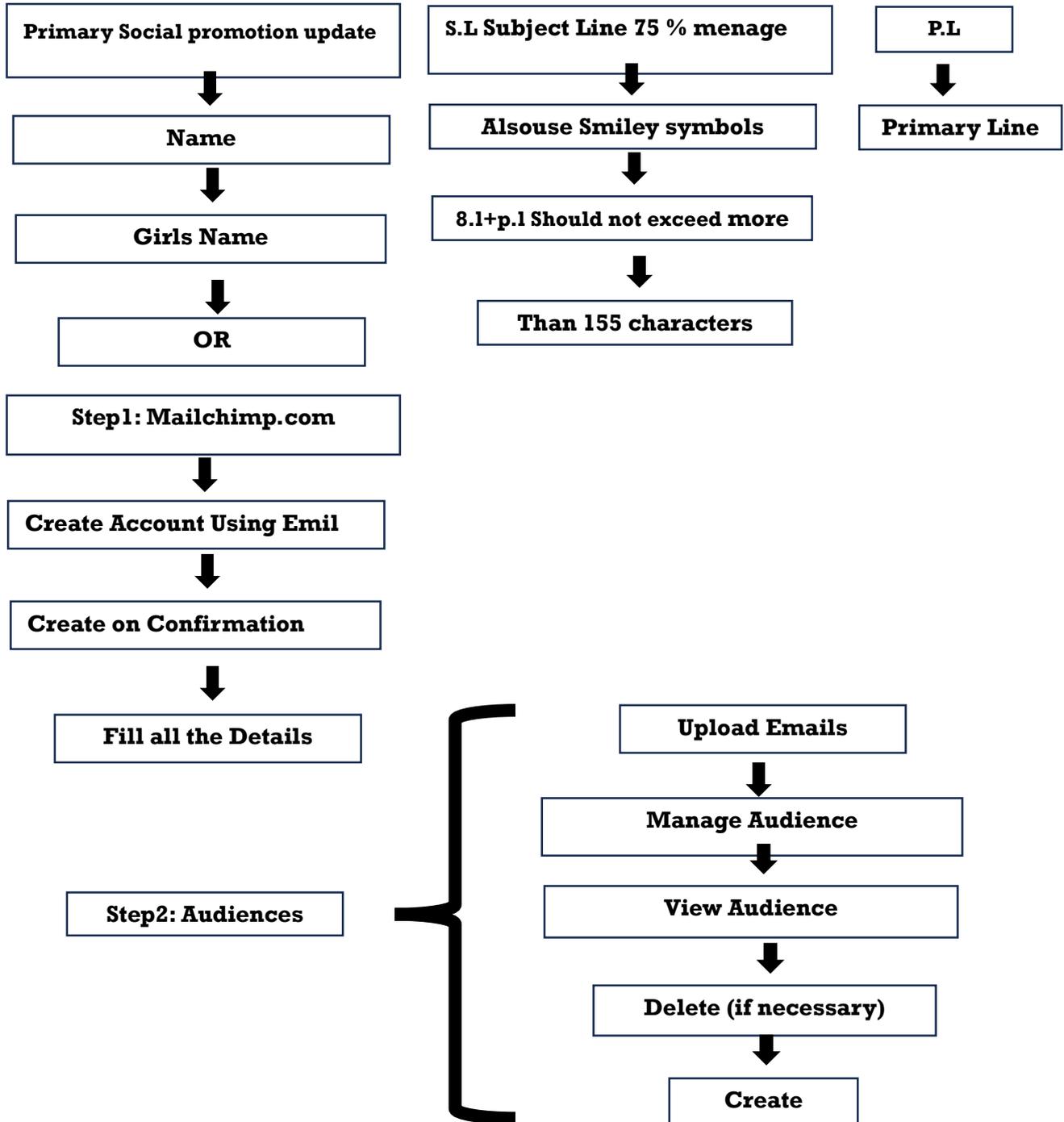
Importance of Email Marketing:

Types Of Email :

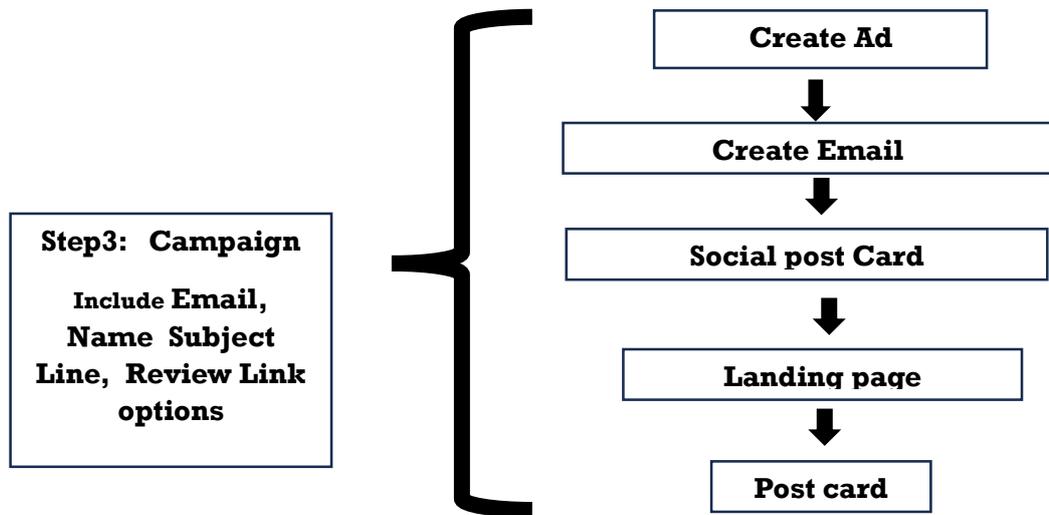
- Newsletter Email
- Public Email
- Personal Email
- Individual Email
- Event Response Email
- Survey Email
- Business
- Lead Capture Email
- Auto fill Form

{	One way
	Two way
- RSS feed email (Really Simple Syndication)
- Promotional – Amazon, Flipkart

How to design an Email:

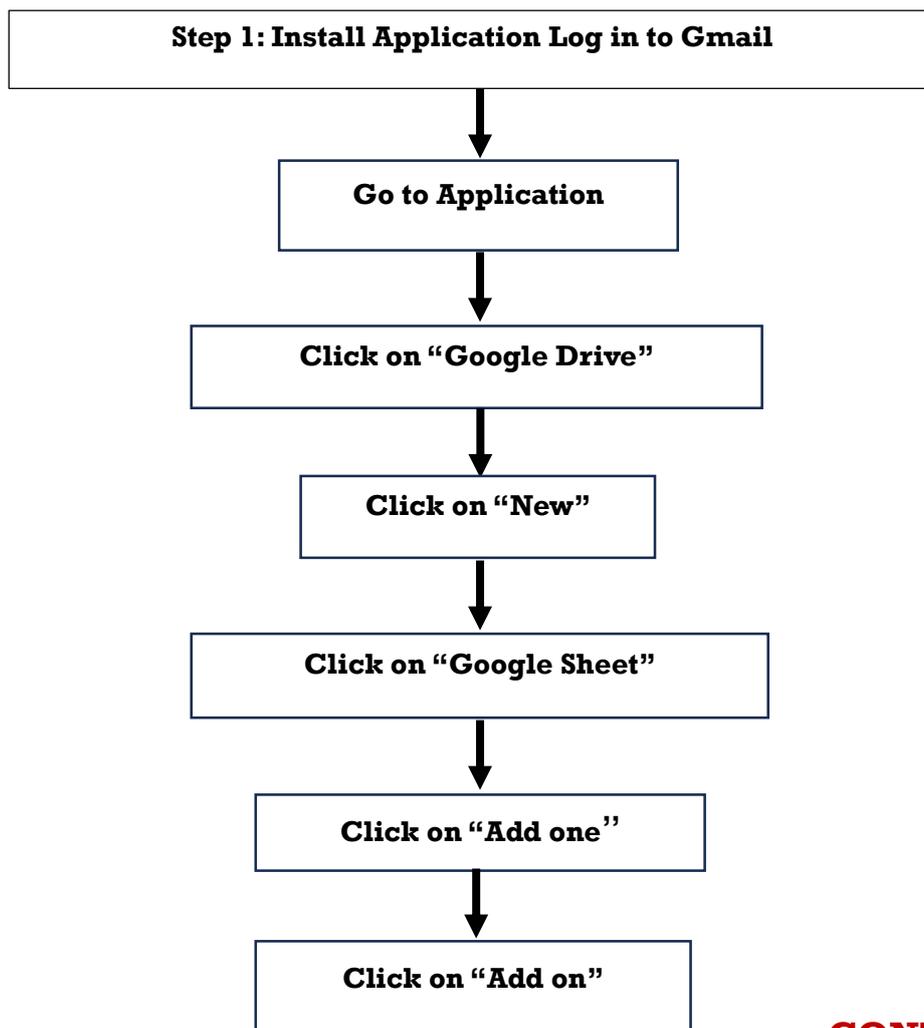


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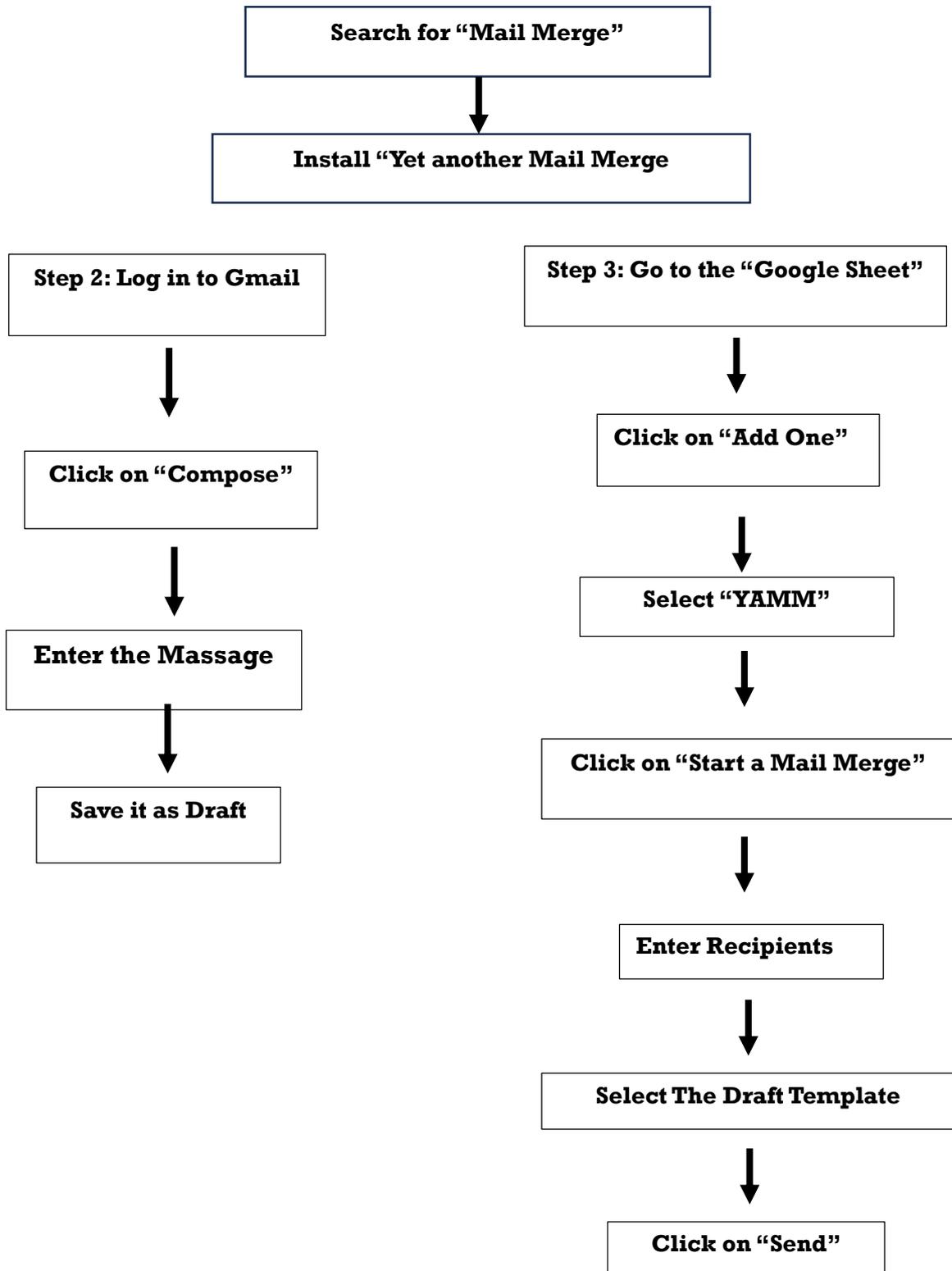


Mail Chimps:

It is used to send the mails into inbox directly.



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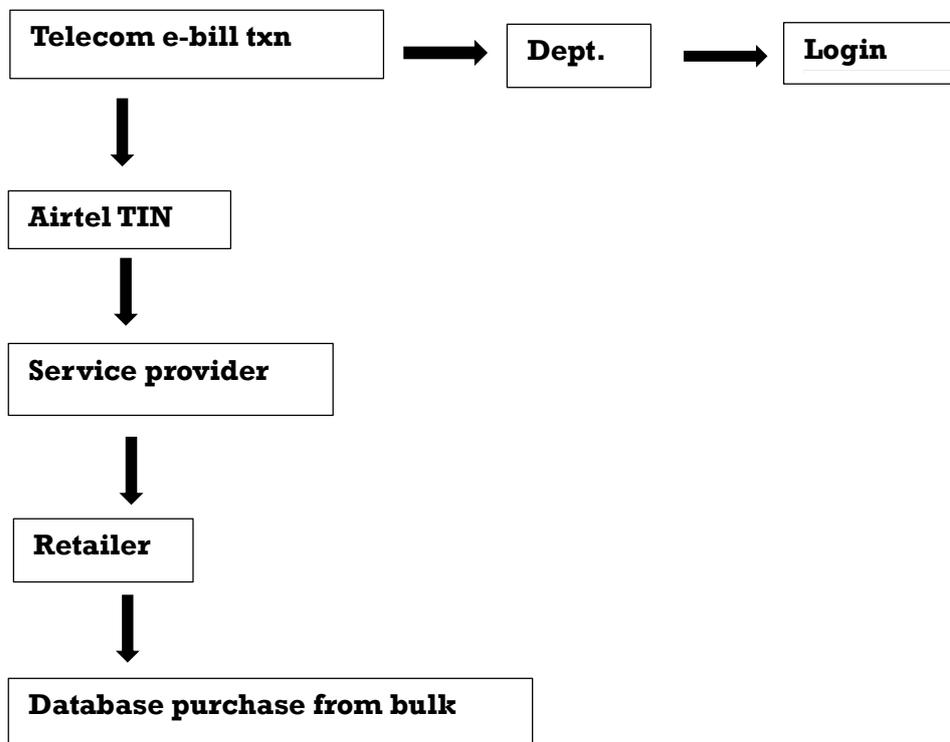
Mobile Marketing:

Any kind of a promotion through mobile as display is called mobile marketing. it is also called as a Direct Marketing.

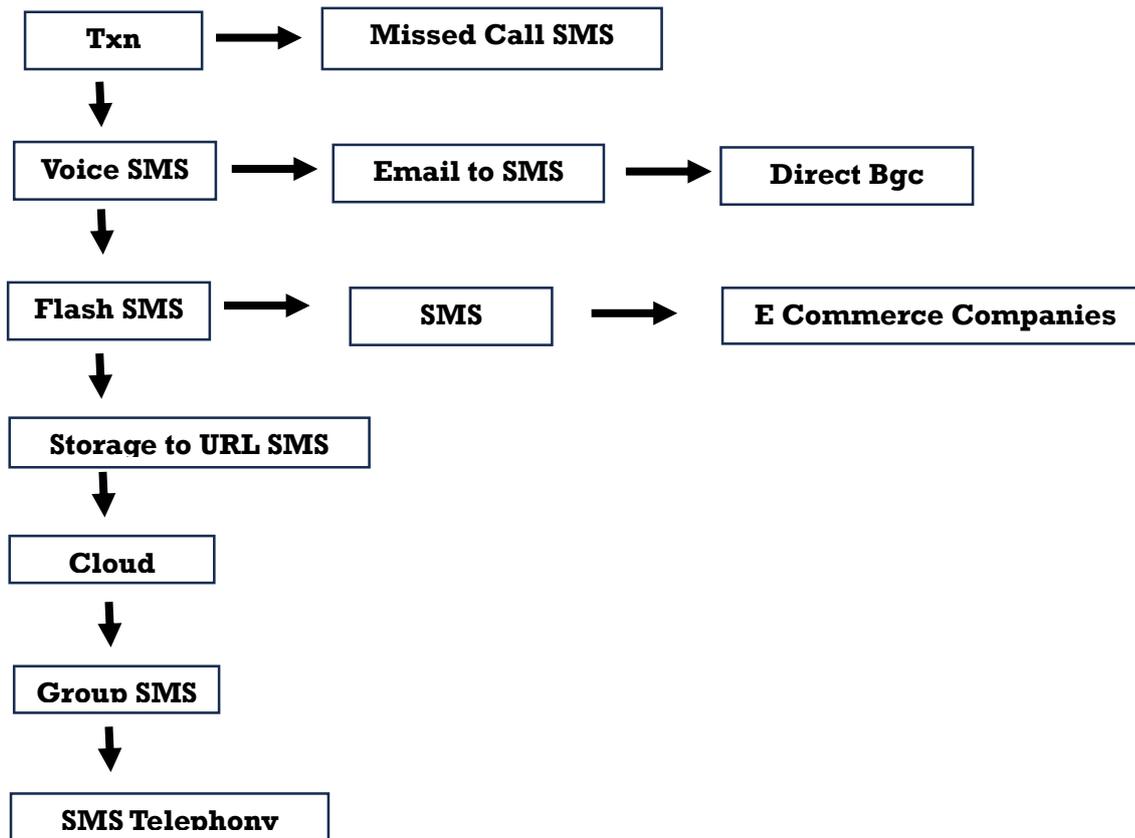
- SMS marketing
- Whatsapp Marketing
- Call Only ads
- Location based targeting
- QR code marketing
- Mobile Search, Display etc.
- Ingame App Promotion

SMS Marketing :

SMS Stands for short message service where a simple text message will be sent to the customer about product or service from the sender by using bulk sms services.

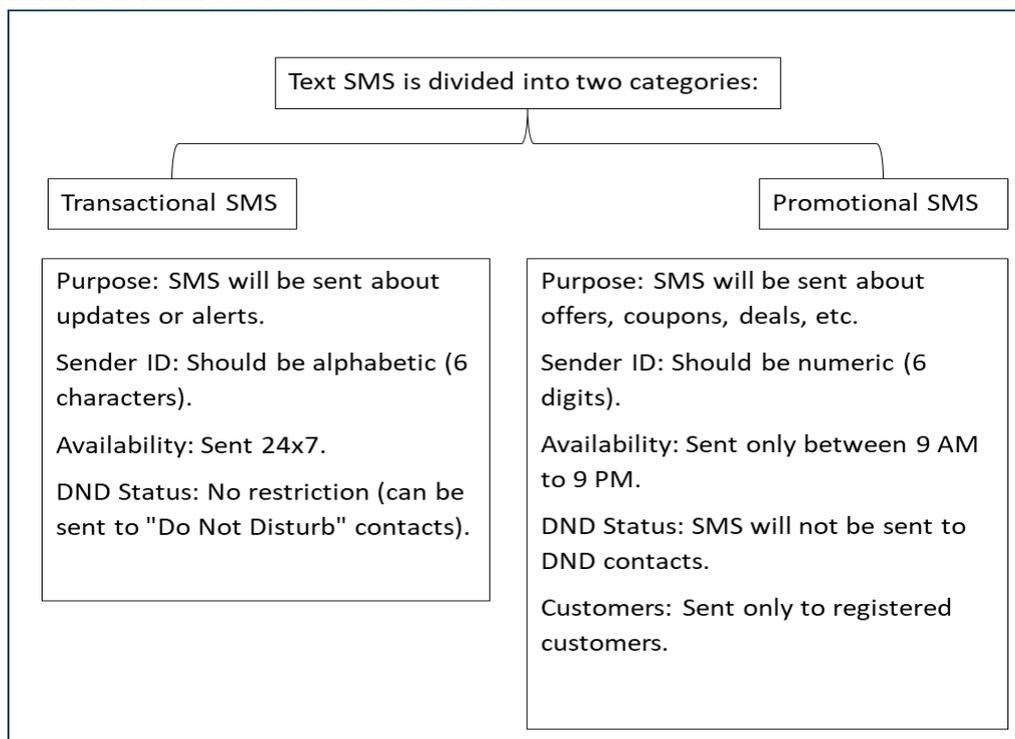


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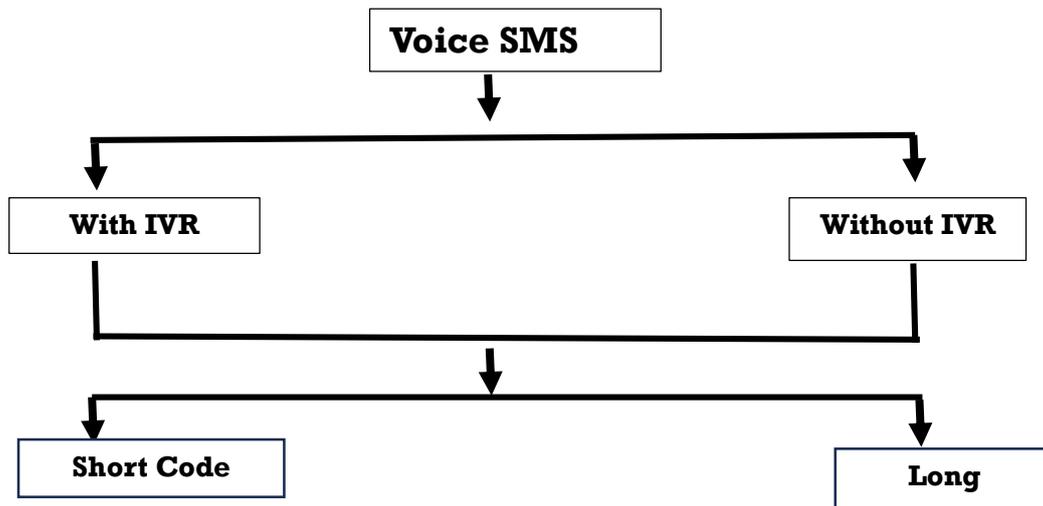
Text SMS Marketing :

A simple text message will be sent from the sender about a product or service within 160 character to the customer.

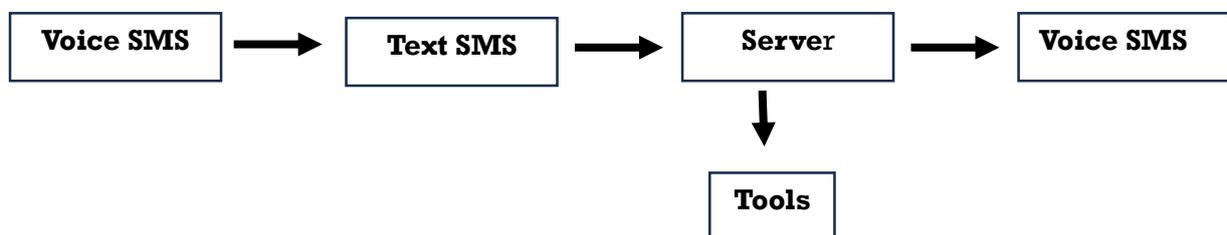


Voice SMS :

A pre-recorded voice sms will be sent to the customer by using with or without IVR (Inner Voice Recording)



CONTINUE...



Missed Call SMS:

It helps us to give missed call to so and so number to get desired information for free.