

Digital Marketing

What is Marketing?

Before you learn Digital Marketing, It's important to understand what is marketing.

Marketing is not about promotion or advertising only. Marketing is a complex topic or a concept which is used to make a comprehensive plan of action to generate leads, increase sales, increase brand awareness or acquire more customers.

Marketing plays a major role in creating awareness about a business, increasing customer base, growing sales and building brand. Marketing is one of the most important parts of any business and without effective marketing, growing business becomes almost impossible.

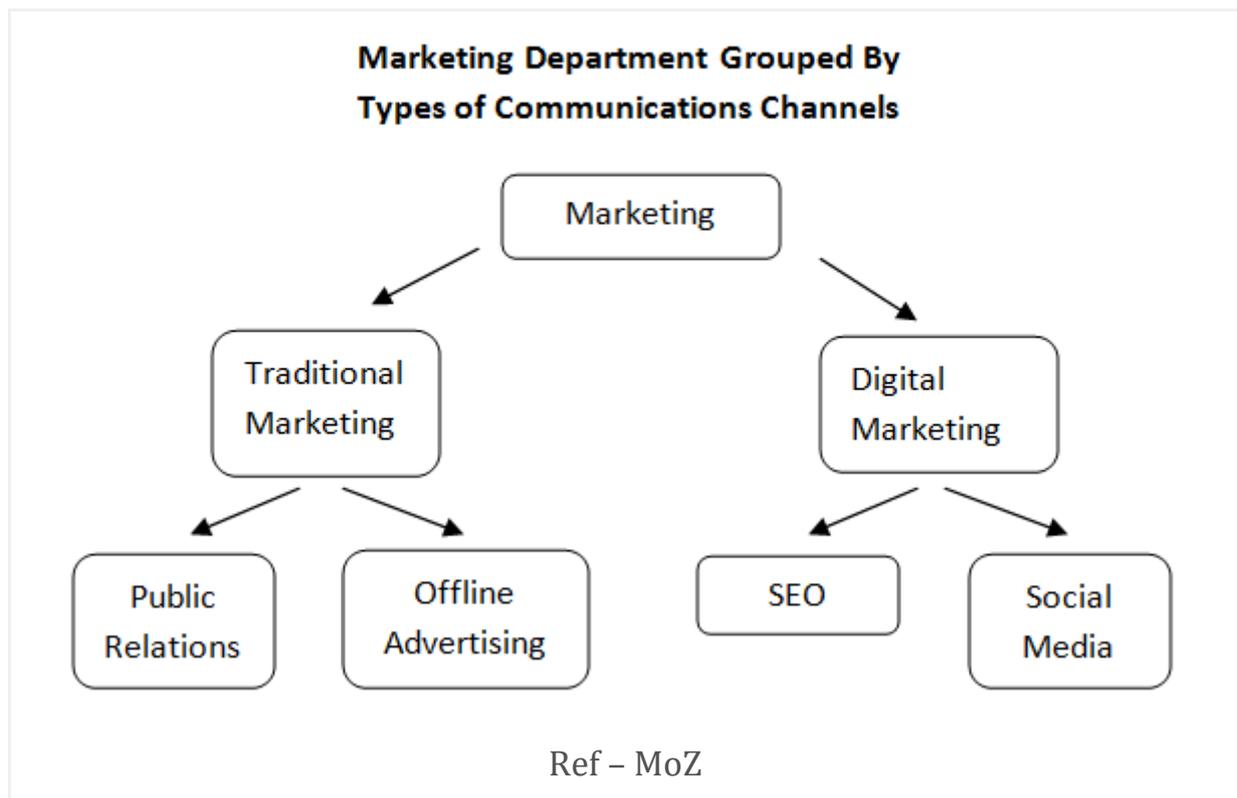
What is Digital Marketing?

Digital marketing is all about promoting a business using digital channels like Internet, website, blogs, social media platforms, video marketing, mobile marketing, email marketing and the list is huge...

Basically, digital marketing is umbrella term used for the combination of various digital marketing techniques and strategies like SEO, Social media, paid ads, Facebook ads, email marketing, content marketing etc.

To understand digital marketing, it's important to first understand digital marketing channels and concepts.

Digital marketing is not new. It's been around since the Internet started. Now digital marketing is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.



What are major topics covered under Digital Marketing?

Digital marketing is huge and complex, which includes many topics and sub-topics. To become a digital marketing expert, it's important to have knowledge about all digital marketing topics

List of digital marketing topics

- Search Engine Optimisation (SEO)
- Social Media Marketing (SMM)
- Search Engine Marketing (SEM)
- PPC Advertising
- Display Advertising
- Content Marketing
- Affiliate Marketing
- E-Mail Marketing
- Mobile Marketing
- Digital Video Advertising
- Online Digital PR
- Blogging
- Influencer marketing

Search Engine Marketing

Search engine marketing is also known as inbound marketing by some people. Search engine marketing means you use search engine as your primary marketing channel. Search engine marketing contains SEO and search advertising.

Search Engine Optimization (Also known as SEO)

Search engine optimization is one of the most important parts of Digital Marketing. SEO is about getting organic traffic on website from search engines. In digital marketing space, SEO is considered as one of the most effective channels for getting visibility, traffic on website without spending too much.

Things to know about SEO

- a. SEO is a long term strategy
- b. SEO is part of inbound marketing and Search Engine Marketing
- c. SEO gives you better ROI compared to other channels.
- d. Search Engine Optimization is difficult, complex and time-consuming. But, delivers better results if implemented properly.

Search Advertising

Search advertising is another popular channel of digital marketing. Search advertising is often confused with PPC. Search advertising is about paid advertisement in search engines.

- a. Search advertising is paid advertising
- b. Typically advertiser will pay per click
- c. display advertising is also part of search advertising sometimes
- d. Google Adwords is one of the most popular platform for search advertising

Social Media Marketing

Social media marketing is about using social networking platforms and social media websites for marketing. Social media marketing is now becoming popular due to increase in internet users and social networking users. Social media marketing is about promoting business using social networking platforms like Facebook, Twitter, Instagram, Google+, Quora, LinkedIn and many such popular social media networking website.



- a. Social media marketing is growing very fast
- b. Social media advertising is also part of social media marketing
- c. social media marketing has both organic and paid channels
- d. Facebook Ads, LinkedIn ads, Twitter Ads etc. is part of social media marketing

Email Marketing

E-mail marketing is one of the most confusing part of digital marketing mix. some people call it bulk mail, some people call it mass mail and some are even confused between mass mail and email marketing.

Email marketing is very old marketing channel and it's also changing very fast. email is one of the most preferred communication channel for marketing after SMS and growth of whatsapp and other marketing channels.



Email marketing is not the primary channel for marketing but it's an enabler. It's a communication channel between brands and buyers. Everyday email marketing is improving and now email marketing has become part of marketing automation.

Marketing Automation is the future of email marketing.

- a. E-mail marketing is now becoming part of marketing automation
- b. Email marketing is a very effective medium for communication
- c. Email marketing offers much better ROI compared to many other marketing channels

SMS Marketing

SMS marketing is actually not part of digital marketing, but SMS marketing can be used along with other marketing methods as part of a digital marketing strategy.

SMS marketing is used for sending promotional messages or reminders or sharing content with the audience.

SMS marketing can be very effective for real estate, education and healthcare businesses

Google Ads

Google Ads is a digital advertising platform by Google which is used by advertisers to show ads using Google Ads. Google ads allow advertisers to create search ads, display ads, YouTube video ads, Shopping ads and also Mobile App download ads.

Google Ads is a versatile advertising platform used by many brands and individuals to attract website traffic or generate leads using paid advertising.

Content Marketing

Content marketing is a digital marketing strategy where marketing is done using high-quality and relevant content.

This content can be blog posts, articles, email newsletters, white papers, case studies, research papers/reports, infographics, videos, webinars, e-magazines, e-books, and much, much more.

It's about creating the right content and promoting content using SEO, SEM, Social Media and other digital marketing channels.

YouTube Marketing

YouTube is the second largest search engine after Google. YouTube allows users to search and watch videos. Brands can use YouTube marketing to share video content, useful tips, a demo of the product and educate potential customers.

YouTube marketing can be very effective marketing and there is no cost for creating a channel or uploading videos on YouTube.

YouTube Advertising

YouTube advertising means showing ads on the YouTube platform. You can create YouTube video ads using Google Ads and promote your ads on other YouTube videos, show ads to the specific target audience and also use it for driving paid traffic on the website.

Facebook Advertising

Facebook advertising is about using Facebook ads platform for creating sponsored ads. Facebook advertising allows you to reach a specific audience or driving paid traffic.

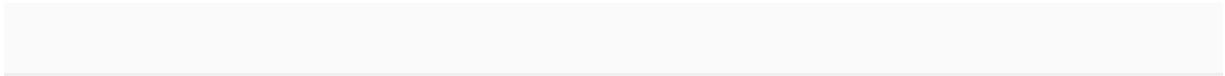
Facebook advertising is used by thousands of brands for brand building, new products awareness, lead generation and sales.

Instagram Advertising

Since Instagram is part of the Facebook network only, the Facebook ads platform is used for creating and showing ads on Instagram.

Summary

Now you know what is a digital marketing and various digital marketing channels, you can now move to the next article of how digital marketing works.



B.Com 3 year
Paper 2
Unit 2

Understanding Internet

The Internet's growth has become explosive and it seems impossible to escape the bombardment of *www.com*'s seen constantly on television, heard on radio, and seen in magazines. Because the Internet has become such a large part of our lives, a good understanding is needed to use this new tool most effectively.

The Internet — the name we often use interchangeably with World Wide Web — is a massive public network of networks, a labyrinth of hardwired and wireless connections between disparate drives on countless devices scattered around the world. In a sense, it is like a global computer, wherein each individual computer or server becomes just another node in one massive, distributed system. Individual computers or users can log on or off, but the greater network itself remains indefinitely. Alternatively, information on one computer can be transmitted to another through the Internet and exist on both computers, without them or their users having to physically interact or remain connected to the Internet.

In simple terms, the World Wide Web is just one common area for information exchange, facilitated by global computer networks — or the Internet. You connect to this Internet to access the Web, but the Internet is just the connection between countless, separate servers, computers, and devices.

The **internet** basically forms the foundation for the **web** to function. The **web** includes the websites and individual pages that host the content and visuals users interact with. The **internet**, on the other hand, represents the core of the **web**, and **is** the actual network that supports the **web**.

When you use data on your mobile phone, or check your email, or play a video game in real-time with other gamers around the world, you are sending and receiving information through the Internet. Your device becomes a part of the network.

Website

A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.

Websites are typically dedicated to a particular topic or purpose, such as news, education, commerce, entertainment, or social networking. Hyperlinking between web pages guides the navigation of the site, which often starts with a home page.

Dynamic vs. static websites

If the aim is for your site to take on the role of a digital business card, then a **static website** will usually suffice. HTML documents with the desired information are created and are stored under their own URL on the web server. When a user enters the web address, they are presented with a static HTML document that looks exactly like those stored on the server. But what happens when a website needs to regularly add new content? With a static website, the changes need to be manually carried out in the HTML code of each individual subpage of the web project. With dynamic websites, this manual step is avoided since the web server freshly generates the websites each time they are called up. Instead of continuously issuing the static HTML pages unmodified, the server adjusts the page content automatically according to the last update. **The dynamic website is based on a strict division of the content and layout.** Both aspects are assembled when the site is entered into the browser. Dynamic websites therefore require more high-performance servers than static websites, as well as a database such as MySQL, with which the server can manage the elements of the website. Generally, dynamic websites rely on pre-defined layouts and design templates, which are filled with relevant content. Due to their flexibility, dynamic websites are the more popular choice.

Static website Advantages: static websites are cheap to operate. HTML documents are created once and are delivered unmodified from then on. If a static website is used to provide timeless information, it is clearly more low-maintenance than a dynamic website. They are also a lot faster since the websites are loaded by the server without any changes. Static websites are usually cheaper to host because the server doesn't have any further demands to carry out apart from the storage option.

Disadvantages: outdated information has to be manually replaced on the HTML pages of a static website, which takes a lot of effort. This requires relevant programming knowledge. An FTP program for transferring HTML documents on the web server is also required.

Dynamic website Advantages: dynamic websites benefit from their flexibility. Due to the strict separation of web content and layout, content changes can be made by users without any former programming knowledge. A text editor is usually available.

Dynamic websites also have the advantage of being able to react to user input.

Disadvantages: creating a dynamic website generally needs a management system (CMS or web shop system). As well as basic HTML knowledge, setting up the system also requires a further programming language, such as Perl or PHP. The server on which the system is hosted must have a database. Depending on the size of the project, dynamic websites demand a lot more server resources than static website projects.

Domain Name and Extension

Domain name is the address of your website that people type in the browser URL bar to visit your website. In simple terms, if your website was a house, then your domain name will be its address.

A more detailed explanation:

The Internet is a giant network of computers connected to each other through a global network of cables. Each computer on this network can communicate with other computers. To identify them, each computer is assigned an IP address. It is a series of numbers that identify a particular computer on the internet. A typical IP address looks like this:

66.249.66.1

Now an IP address like this is quite difficult to remember. Imagine if you had to use such numbers to visit your favorite websites.

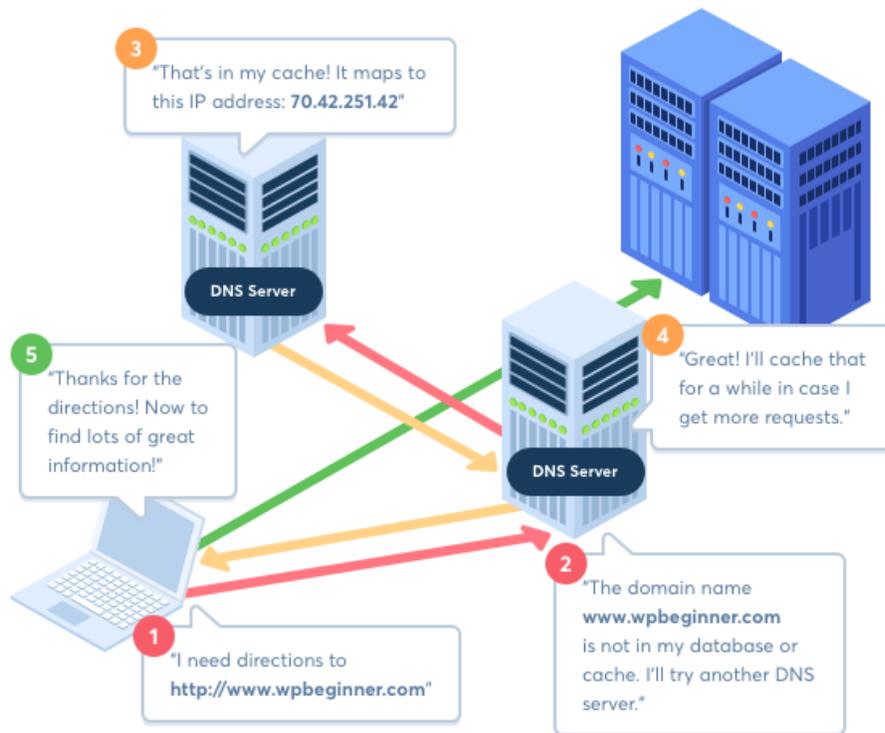
Domain names were invented to solve this problem.

Now if you want to visit a website, then you don't need to enter a long string of numbers. Instead, you can visit it by typing an easy to remember domain name in your browser's address bar. For example, wpbeginner.com.

How Domain Names Actually Work?

To understand how domain names actually work, we will take a look at what happens when you enter it in your browser.

How Domain Name Works



When you enter a domain name in your web browser, it first sends a request to a global network of servers that form the Domain Name System (DNS).

These servers then look up for the name servers associated with the domain and forward the request to those name servers.

For example, if your website is hosted on **Bluehost**, then its name server information will be like this:

`ns1.bluehost.com`

`ns2.bluehost.com`

These name servers are computers managed by your hosting company. Your hosting company will forward your request to the computer where your website is stored.

This computer is called a web server. It has special software installed (Apache, Nginx are two popular web server software). The web server now fetches the web page and pieces of information associated with it.

Finally, it then sends this data back to the browser.

How is Domain Name Different from a Website and Web Hosting?



A website is made up of files like HTML pages, website builder software, images, and more.

If the domain name is the web address of your website, then web hosting is the home where your website lives.

This is the actual computer where your website's files are stored. Such computers are called servers and they are offered as a service by hosting companies.

To create your website, you need both domain name and web hosting.

However, it's important to remember that they are two separate services, and you can buy them from two different companies.

Different Types of Domain Names

Domain names are available in many different extensions. The most popular one is **.com**. There are many other options like **.org**, **.net**, **.tv**, **.info**, **.io**, and more. However we always recommend using **.com** domain extension.

Let's take a more detailed look at different types of domain names available.

Top Level Domain – TLD

Top level domain or TLD are generic domain extensions that are listed at the highest level in the domain name system.

There are hundreds of TLDs, but the most popular ones are **.com**, **.org**, and **.net**. Other TLDs are lesser known and we don't recommend using them. For example, **.biz**, **.club**, **.info**, **.agency**, and many more.

Country Code Top Level Domain – ccTLD

Country code top-level domain or ccTLD are country specific domain names which end with country code extension like **.uk** for the United Kingdom, **.de** for Germany, **.in** for India.

They are used by websites that want to target audiences in a specific country.

Sponsored Top Level Domain – sTLD

Sponsored top-level domain or sTLD is a category of TLDs that has a sponsor representing a specific community served by the domain extension. For example, .edu for education-related organizations, .gov for the United States government, .mil for the United States military, and more.

Who is Responsible for Domain Name System?

Internet Corporation for Assigned Names and Numbers (ICANN) manages the domain names system. It is a non-profit organization that creates and implements the policies for domain names.

ICANN gives permission to companies called Domain Name Registrars for selling domain names. These domain registrars are allowed to make changes to domain names registry on your behalf.

Domain name registrars can sell domain names, manage its records, renewals, and transfers to other registrars.

As a domain name owner, you are responsible for telling the registrar where to send requests. You are also responsible for renewing your domain registration.

Web Server & Web Hosting

Web Server: Web server is a program which processes the network requests of the users and serves them with files that create web pages. This exchange takes place using Hypertext Transfer Protocol (HTTP).

Basically, web servers are computers used to store HTTP files which makes a website and when a client requests a certain website, it delivers the requested website to the client. For example, you want to open Facebook on your laptop and enter the URL in the search bar of google. Now, the laptop will send an HTTP request to view the facebook webpage to another computer known as the webserver. This computer (webserver) contains all the files (usually in HTTP format) which make up the website like text, images, gif files, etc. After processing the request, the webserver will send the requested website-related files to your computer and then you can reach the website.

A web hosting service, on the other hand, is one of the types of internet hosting service. It is used to connect the websites of companies and individuals to the World Wide Web network so that the website can be accessed and used by those who want to get information from the site.

Web server is a high-tech machine or a kind of data center from where you can have easy access to all the information you need. The web server is connected to the browser through a trans-coder. You can visualize web servers as computers that offer web pages. Every individual web server comes with a unique IP address and domain name. If you type the name of a specific URL, the server searches for that URL on the internet, fetches it and delivers it to your web browser. All these activity is done within a matter of a few seconds.

Web host is defined as the company offering web hosting service. They are primarily responsible for hosting the website on a server. A web host can sell or rent the server machine and ensures that it runs smoothly and efficiently. It is akin to software that powers a computer but does it on a larger scale. To complete the functional part of a website, you will also need a domain name.

Web servers can be of different types such as proxy servers, mail servers, applications servers and others. Web host types are shared host, dedicated host, free host and reseller host among others.

Different types of web Servers

There are many web servers available in the market both free and paid. Some of them are described below:

Apache HTTP server: It is the most popular web server and about 60 percent of the world's web server machines run this web server. The Apache HTTP web server was developed by the Apache Software Foundation. It is an open-source software which means that we can access and make changes to its code and mold it according to our preference. The Apache Web Server can be installed and operated easily on almost all operating systems like Linux, MacOS, Windows, etc.

Microsoft Internet Information Services (IIS): IIS (Internet Information Services) is a high performing web server developed by Microsoft. It is strongly united with the operating system and is therefore relatively easier to administer. It is developed by Microsoft, it has a good customer support system which is easier to access if we encounter any issue with the server. It has all the features of the Apache HTTP Server except that it is not an open-source software and therefore its code is inaccessible which means that we cannot make changes in the code to suit our needs. It can be easily installed in any Windows device.

Lighttpd: Lighttpd is pronounced as 'Lightly'. It currently runs about 0.1 percent of the world's websites. Lighttpd has a small CPU load and is therefore comparatively easier to run. It has a low memory footprint and hence in comparison to the other web servers, requires less memory space to run which is always an advantage. It also has speed optimizations which means that we can optimize or change its speed according to our requirements. It is an open-source software which means that we can access its code and add changes to it according to our needs and then upload our own module (the changed code).

Planning and conceptualizing a website

There are numerous steps in the web site design and development process. From gathering initial information, to the creation of your web site, and finally to maintenance to keep your web site up to date and current.

The exact process will vary slightly from designer to designer, but the basics are the same.

1. Information Gathering
2. Planning
3. Design
4. Development
5. Testing and Delivery
6. Maintenance

Information Gathering

The first step in designing a successful web site is to gather information. Many things need to be taken into consideration when the look and feel of your site is created.

This first step is actually the most important one, as it involves a solid understanding of the company it is created for. **It involves a good understanding of you** – what your business goals and dreams are, and how the web can be utilized to help you achieve those goals..

Certain things to consider are:

- **Purpose**
What is the purpose of the site? Do you want to provide information, promote a service, sell a product... ?
- **Goals**
What do you hope to accomplish by building this web site? Two of the more common goals are either to make money or share information.
- **Target Audience**
Is there a specific group of people that will help you reach your goals? It is helpful to picture the “ideal” person you want to visit your web site. Consider their age, sex or interests – this will later help determine the best design style for your site.
- **Content**
What kind of information will the target audience be looking for on your site? Are they looking for specific information, a particular product or service, online ordering...?

Planning

The site map is a list of all main topic areas of the site, as well as sub-topics, if applicable. This serves as a guide as to what content will be on the site, and is essential to developing a consistent, easy to understand navigational system. The end-user of the web site – aka your

customer – must be kept in mind when designing your site. These are, after all, the people who will be learning about your service or buying your product. A good user interface creates an easy to navigate web site, and is the basis for this.

During the planning phase, your web designer will also help you decide what technologies should be implemented. Elements such as what CMS (content management system) such as WordPress to incorporate, will any contact forms be needed, etc. are discussed when planning your web site.

Design

Target audience is one of the key factors taken into consideration. A site aimed at teenagers, for example, will look much different than one meant for a financial institution. As part of the design phase, it is also important to incorporate elements such as the company logo or colors to help strengthen the identity of your company on the web site.

Your web designer will create one or more prototype designs for your web site. This is typically a .jpg image of what the final design will look like. Often times you will be sent an email with the mock-ups for your web site, while other designers take it a step further by giving you access to a secure area of their web site meant for customers to view work in progress.

Either way, your designer should allow you to view your project throughout the design and development stages. The most important reason for this is that it gives you the opportunity to express your likes and dislikes on the site design.

In this phase, communication between both you and your designer is crucial to ensure that the final web site will match your needs and taste. It is important that you work closely with your designer, exchanging ideas, until you arrive at the final design for your web site.

Development

The developmental stage is the point where the web site itself is created. At this time, your web designer will take all of the individual graphic elements from the prototype and use them to create the actual, functional site.

This is typically done by first developing the home page, followed by a “shell” for the interior pages. The shell serves as a template for the content pages of your site, as it contains the main navigational structure for the web site. Once the shell has been created, your designer will take your content and distribute it throughout the site, in the appropriate areas.

Elements such as the CMS (content management system) like Word Press, interactive contact forms, or ecommerce shopping carts are implemented and made functional during this phase, as well.

This entire time, your designer should continue to make your in-progress web site available to you for viewing, so that you can suggest any additional changes or corrections you would like to have done.

On the technical front, a successful web site requires an understanding of front-end web development. This involves writing valid HTML / CSS code that complies to current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Testing and Delivery

A good web designer is one who is well versed in current standards for web site design and development. The basic technologies currently used are HTML and CSS (Cascading Style Sheets). As part of testing, your designer should check to be sure that all of the code written for your web site validates. Valid code means that your site meets the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

Once you give your web designer final approval, it is time to deliver the site. An FTP (File Transfer Protocol) program is used to upload the web site files to your server. Some web designers offer domain name registration and **web hosting** services as well, or have recommendations as to where you can host your site. Once these accounts have been setup, and your web site uploaded to the server, the site should be put through one last run-through. This is just precautionary, to confirm that all files have been uploaded correctly, and that the site continues to be fully functional.

Other final details include plugin installation (for WordPress or other CMS driven web sites and SEO (Search Engine Optimization). SEO is the optimization of your web site with elements such as title, description and keyword tags which help your web site achieve higher rankings in the search engines. The previously mentioned code validation is something that plays a vital role in SEO, as well. There are many WordPress plugins available that further enhance the default WordPress functionality – many of which directly relate to improving your SEO, as well.

Maintenance

The development of your web site is not necessarily over, though. One way to bring repeat visitors to your site is to offer new content or products on a regular basis. If you prefer to be more hands on, and update your own content, there is something called a CMS (Content Management System) such as WordPress can be implemented to your web site. This is something that would be decided upon during the Planning stage. With a CMS, your designer will utilize online software to develop a database driven site for you.

A web site driven by a CMS gives you the ability to edit the content areas of the web site yourself. You are given access to a back-end administrative area, where you can use an

online text editor (similar to a mini version of Microsoft Word). You'll be able to edit existing content this way, or if you are feeling more adventurous, you can even add new pages and content yourself. The possibilities are endless!

It's really up to you as far as how comfortable you feel with updating your own web site. Some people prefer to have all the control so that they can make updates to their own web site the minute they decide to do so. Others prefer to hand off the web site entirely, as they have enough tasks on-hand that are more important for them to handle directly.

Basic web languages / tools for Building Website

- **HTML (Hyper Text Markup Language)**
HTML is the basic structure of web pages and web applications which makes the content semantic to the web browser. It is consist of sequential tags which has an opening and a closing, and structurally a keyword enclosed by Angle Brackets. Ex:
- **CSS (Cascading Style Sheets)**
CSS is the styling language which is used to decorate the HTML markup of a web page. Without CSS, a web page would look nothing but a large white page having some unordered text and image on it. CSS is the thing that makes the page ideally how we want.
- **Scripting Languages**
HTML and CSS are nothing without scripting languages because they are not interactive. To make a dynamic web page which will respond to users, you need languages like JavaScript and jQuery. Server-side languages like PHP, Python and Ruby might also be needed over time.
- **Database Management**
To store, manage and access user-input data of a website, a large table of information is considered which is called database. A Database Management System like MySQL, MongoDB and PostgreSQL is used in the server-side to do this job efficiently.
- **FTP (File Transfer Protocol)**
FTP is used to transfer a website's source files to its hosted server more easily. There are web based as well as computer software based FTP clients that can be used to upload one's files to the server computer.

Creating a website with CMS

A CMS or a Content Management System is built so tactically that it fits first-day-at-work beginners to experienced web developers.

- It is a software application that makes it easy to create and manage online contents. Most of them are open-source and free to use.
- If you know the basics of HTML, CSS or PHP, it is advantageous for you. It is not a big problem if you don't know because these platforms are very much intuitive. Here are top three free choices of CMS platforms you can choose according to your need.

Unit-3

Google Analytics

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization ([SEO](#)) and marketing purposes. The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

Google Analytics is used to track website performance and collect visitor insights. It can help organizations determine top sources of user traffic, gauge the success of their marketing activities and campaigns, track goal completions (such as purchases, adding products to carts), discover patterns and trends in user engagement and obtain other visitor information such as demographics. Small and medium-sized retail websites often use Google Analytics to obtain and analyze various [customer behavior analytics](#), which can be used to improve marketing campaigns, drive website traffic and better retain visitors.

How does Google Analytics work?

Google Analytics acquires user data from each website visitor through the use of page tags. A [JavaScript](#) page [tag](#) is inserted into the code of each page. This tag runs in the web browser of each visitor, collecting data and sending it to one of Google's data collection servers. Google Analytics can then generate customizable reports to track and [visualize](#) data such as the number of users, bounce rates, average session durations, sessions by channel, page views, goal completions and more.

The page tag functions as a [web bug](#) or web beacon, to gather visitor information. However, because it relies on [cookies](#), the system can't collect data for users who have disabled them.

Google Analytics includes features that can help users identify trends and patterns in how visitors engage with their websites. Features enable data collection, analysis, monitoring, visualization, reporting and integration with other applications. These features include:

- data visualization and monitoring tools, including dashboards, [scorecards](#) and motion charts that display changes in data over time;
- data filtering, manipulation and funnel analysis;
- data collection application program interfaces ([APIs](#));
- [predictive analytics](#), intelligence and anomaly detection;
- segmentation for analysis of subsets, such as conversions;
- custom reports for advertising, acquisition, audience behavior and conversion;
- email-based sharing and communication.
- integration with other products, including Google Ads, Google Data Studio, Salesforce Marketing Cloud, Google AdSense, Google Optimize 360, Google Search Ads 360, Google Display & Video 360, Google Ad Manager and Google Search Console.

Within the Google Analytics dashboard, users can save profiles for multiple websites and either see details for default categories or select custom metrics to display for each site. Available categories for tracking include content overview, keywords, referring sites, visitors overview, map overlay and traffic sources overview.

The dashboard can be viewed on the Google Analytics site and is available through a [widget](#) or a [plugin](#) for embedding into other sites. Customized Google Analytics dashboards are also available from independent vendors.

Important metrics

A metric is a standard of quantitative measurement. Google Analytics enables users to track up to 200 different metrics to measure how their websites are performing. While some metrics may be more valuable to certain businesses than others, these are some of the most popular metrics:

- **Users.** A user is a unique or new visitor to the website.
- **Bounce rate.** The percentage of visitors who viewed only a single page. These visitors only triggered a single request to the Google Analytics server.
- **Sessions.** The group of visitor interactions that happen in a 30-minute window of activity.
- **Average session duration.** How long on average each visitor stays on the site.
- **Percentage of new sessions.** The percentage of website visits that are first-time visits.
- **Pages per session.** The average number of page views per each session.

- Goal completions. The number of times visitors complete a specified, desirable action. This is also known as a conversion.
- Page views. Total number of pages viewed.

Setup Analytics Account –

- First Go to google.com/analytics
- Choose one of the following
 - Sign in to Analytics – You have to use this option if you have an existing google account .you can login with your google account .
 - Start for free- You have to use this option if you have no google account.
- After login, create your account in google analytics.
- Fill all the required details of you website.
- Click on “get tracking id” and check on “I agree”.
- You will get a code in your google analytics account. Copy this code and write in your website configuration page.
- After entering the code you can start tracking your website traffic on your google account.

Add Analytics code in website –

Google Analytics is a tool that tracks number of visitors on your website. It will help the visitor to find yours website, what they looked at when they were there. this is a free service provided by Google which you can integrate with your create account.

To add the analytics code please follow the instructions below-

- Log in to your Google Create account.
- Click “Content” from the Top Menu.
- Click “Site Information” from the left hand menu.
- Select the tab titled “Google Analytics” and paste the code into ‘Google Analytics’ box.
- Click to “Save Changes”.

Monitor and Measure –

We can easily measure the data in the quantitative form and can use any tool to monitor the performance of the advertisement.

We can measure the internal performance of an advertisement on the website such as traffic on your social page, blog or websites. You can also measure the conversion rate i.e. whether your ad campaign is effective or not. If you are getting a response from the traffic means you have quality content.

You have also check the cost and revenue.

You can measure the following categories-

- Web traffic and leads
- Return of investment.

Goal and Conversion

Goals and conversions helps you to track just about every things you want your site to accomplish.

Goal- a goal is website page that assists as conversions for your site. in other words ,goals are conclusive measurement of the success of wesites goals are configured at the view level.

Set the goal -

- Login to google analytics and choose conversion tab to shoe in fig.
- Click on setup goals and click on new goal.
- Now you create your goal .

There are three types of goals –

1. URL Destination Goal
2. Time on site goals
3. Pages per visit Goals

Bounce Rate

Bounce rate is the percentage of single page visit of whole website. In this visit only one page of the website and leaves yours websites from the landing page without browsing.

Bounce rate of a website =
$$\frac{\text{Total number of a bounce on a page}}{\text{Total number of entrance on webpage}}$$

Exit rate – Visitors who left your website from current page is called exit rate. Exit rate contains multiple session. the visitor exit from side navigation without visit on landed page.

$$\text{Exit Rate} = \frac{\text{Total exit from page}}{\text{Total Visit on page}}$$

Unit-4

Social media are interactive platforms where content is created, distributed and shared by individuals on the web. Professors Andreas Kaplan and Michael Haenlein of the ESCP European Business School define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. ” Social media websites and applications allow users to create and exchange user-generated content where people talk, share information, participate and network through technologies such as blogs and social networking sites. Within the last decade, social media has become one of the most powerful sources for news updates, online collaboration, networking, viral marketing and entertainment.



Characteristics of Social Media

Before the term Web 2.0 was coined in 1999, Internet pages featured mostly static content such as text and graphics. Websites operated on Web 1.0 technologies, where website hosts and owners were the primary content contributors. Online information targeted a mostly passive audience that received rather than contributed content. However, with the introduction of Web 2.0 Internet technologies around the turn of the 21st century, social media venues such as blogs began to allow users to interact and collaborate with each other in virtual communities. This more open, communal method of social media dialogue contrasted significantly with the top-down approach that characterized

the early years of the web. Specifically, social media began meeting the characteristics of Web 2.0 websites, providing a rich user experience, dynamic content, scalability, openness and collective intelligence. Active social media users could take advantage of various features that allowed them to 'like,' create and post images, and upload videos and text. Users could then share this information, either with a select group of friends or publicly across the web. However, this has also opened up social media websites to spamming, trolling and flaming by unscrupulous or less mature users. Nevertheless, social media has grown rapidly in the U.S. and around the world due to its blending of technology and social interaction for the co-creation of value.

Types of Social Media

Some of the most popular current forms of social media are social networking websites such as Facebook, which surpassed over one billion active monthly users in October 2012. There are several types of online platforms classified under the vast umbrella of social media. These categories include:

Social Networks: Social networking websites allow users to build web pages featuring personal portfolios and interests. These pages are used to connect with friends, colleagues and other users in order to share media, content and communications. Examples of social networks include Facebook, LinkedIn, MySpace and Bebo.

Visual social networks are becoming more popular, with Instagram having now surpassed Twitter in its amount of users. Data has shown that a tweet that includes an image has a 150% more chance of being shared. There are also new networks such as Snapchat and Periscope, that are slowly growing in terms of popularity, especially with the younger generations.

Web blogs: Some of the oldest and most popular forms of social media are blogs. Blogs are often viewed as online journals that order content chronologically, or by date, month, year and category. Users can also maintain "vlogs," or video blogs, featuring shared or homemade videos. Blogging websites include WordPress, Blogger and Tumblr.

Microblogs: Microblogs are blogging tools that feature short posts, as opposed to journal-style posts. Users are usually restricted to posting a few lines of text, or uploading individual images and videos. Microblogging is particularly common for posting quick updates and distributing content via mobile devices. Notable microblogging sites include Twitter and Tumblr. However, social networks such as Facebook, Google+, LinkedIn and MySpace also have their own microblogging features.

Content Communities: Users on content communities organize, share and comment on different types of content, including images and videos. YouTube, Flickr and scribd are examples of content communities.

Wikis: Wiki websites allow a community of people to add and edit content in a community-based database. One of the best-known wikis is Wikipedia.

Podcasts: Podcasts are audio and video files available through subscription services such as Apple iTunes. The term “podcast” is a neologism derived from “broadcast” and “pod” (as in “iPod”), since Podcasts are often listened to on portable media players.

Social Media Marketing Benefits

Here are a few benefits and advantages of using social media platforms for business marketing:

1. Create Brand Recognition

Gaining brand recognition is one of the most important marketing goals for any company. This is due to the fact that consumers prefer to purchase brands they are familiar with. Fortunately, social media makes brand building simple and effective.

Social media has an advantage over traditional media in that it allows you to get your brand in front of people much more quickly and easily. Furthermore, it draws your audience’s attention to your brand even when they aren’t thinking about it.

2. Increases Sales

It has been seen that social media has a higher lead-to-close rate than any other form of marketing. With more visibility that comes with being on social platforms, your company gets more opportunities for converting potential customers into actual customers.

Therefore using social media in marketing can prove to be very beneficial for businesses.

3. Measuring Success with Analytics

Without tracking data, you won’t be able to determine the performance of your social media marketing tactics.

Google Analytics is a terrific social media marketing tool that may help you measure your most successful social media marketing efforts and determine which ones should be abandoned.

You may measure each social media platform to learn more about which of your social media post and content is performing best with your audience.

4. Discover How To Connect With Your Audience Using Social Listening

The act of monitoring social conversations about specific topics is known as social listening. It assists you in understanding what is important to your target audience and identifying trends that they are following.

You'll learn about their problems, which will help you create content that addresses those issues. You can also determine the tone and language used by your target audience.

Take a look at Burger King's Twitter account. They employ the same lingo that the younger Twitter audience uses to express themselves in a humorous manner.

If you're not sure how to match your audience's tone and style, social listening can help.

5. Cost-Effective

Social media marketing may be the most cost-effective component of an advertising strategy. Almost all social networking platforms allow you to sign up and create a profile for free, and any paid promotions you decide to invest in are relatively inexpensive when compared to other marketing tactics.

Being cost-effective is extremely advantageous because it allows you to see a higher return on investment while retaining a larger budget for other marketing and business expenses.

If you decide to use paid social media advertising, always start small to see what to expect. As you gain confidence, fine-tune your strategy and experiment with increasing your budget.

Simply by investing a small amount of time and money, you can significantly increase your conversion rates and eventually get a return on your initial investment.

6. Helps you get Marketplace insights

One of the most significant benefits of social media is gaining marketplace insight. Is there a better way to learn what your customers think or what they need than by directly talking to them? We don't think so.

Being active on Social Media Platform allows you to know customers' interests and opinions that you might not otherwise be aware of. This is one of the best research tools available to you.

One of the greatest social media advantages is that it also allows you to analyze the demographics of your consumers. You can get deep insights into who your customers are and can market your product or services accordingly to them.

7. Higher Conversion Rate

Your business will have more conversion opportunities as a result of higher visibility. Every blog post, photograph, video, or remark has the potential to drive traffic to your company's website. Through a humanization factor, social media marketing allows your company to make a great impression.

It personifies a brand when it interacts with customers by sharing content, commenting, and updating statuses on social media.

Outbound marketing has a 100 percent lower lead-to-close rate than social networking. When a brand is engaged online, consumers who follow your brand's accounts are more likely to believe your company's authenticity.

According to Social Media Examiner, 66 percent of marketers experienced lead generation benefits from spending at least 6 hours per week on social media sites. Putting your brand in an environment where people are sharing, liking, and talking about it can only help your existing visitors convert better.

8. Better Customer Satisfaction

Social media is a platform for networking and communication. It is critical to give your firm a voice through these platforms in order to humanize it. Customers like receiving a personalized answer rather than an automatic one when they leave comments on your pages.

When you interact with customers on a one-to-one basis on social media, it makes them more loyal. Loyal customers spend more with you, stay with you longer, and tell their friends about you.

Even if responding to a customer complaint, a brand dedicated to customer satisfaction that takes the time to compose personal messages will be viewed favorably.

9. Improves Brand Loyalty

Developing a loyal customer base is one of the primary goals of almost all businesses. Given that customer satisfaction and brand loyalty typically go hand in hand, it is critical to engage with customers on a regular basis and begin developing a bond with them.

Social media isn't just for introducing new products and promotional campaigns for your company. Customers regard these platforms as a service channel through which they can communicate directly with the company.

The millennial generation is known for having the most brand loyalty of any generation. To attract the attention of their most influential customers, businesses must use social media marketing.

10. Increases Brand Authority

Customer satisfaction and brand loyalty both contribute to your company's authority, but it all comes down to communication. When customers see your company posting on social media, especially when they see you replying to customers and posting original content, they believe you are more credible.

Interacting with customers on a regular basis shows that your company values customer satisfaction and is available to answer any questions they may have. Customers who are pleased with a product or service are eager to spread the word, and they frequently use social media to do so.

Once you have a few satisfied customers who are vocal about their positive purchase experience, you can let actual customers who enjoyed your product or service do the advertising for you.

11. Increases Inbound Traffic

If you do not market your brand on Social Media, the inbound traffic is limited to your usual customers. Only people who know your brand and are familiar with it will search for the keywords you are ranking for.

If you want to reach out to new consumers who are outside your loyal customer circle, then Social Media Marketing is a necessity.

Social Media is a melting pot of various types of people with different backgrounds and behaviors. Posting your content on these platforms allows these individuals to reach your business organically.

By marketing on social media, you can effectively open your business to a wider variety of versatile consumers across the globe. Every social media profile visit that you get works as a gateway to your website, and every piece of content you post is one more opportunity to acquire a new customer.

12. Increases Brand Awareness

If you want to syndicate content and improve your brand's visibility, making use of Social Media is the most cost-effective method to do so.

Each post or piece of content that you share will contribute towards introducing you to new networks of individuals.

You will be able to engage with a broad audience, pitch your product or service to them, solve their queries, and keep them engaged until they convert.

13. Tell Your Brand's Story

Using social media to share your brand's mission and stories is an excellent way to do so. Effective stories can have a significant impact on the image of your brand. They can be simple or complex, depending on what you believe will be the most effective.

Tell stories about people who have used your product or service. If they give you positive feedback, make sure to share it! It will disseminate the message that your product is effective enough for someone to provide positive feedback.

14. Collect Data From Audience Research To Improve

Audience research is similar to social listening in that it involves gathering information from a group of people. It searches for the keywords that your target audience will use, but it is more focused on your specific product. You can gather this information through social media.

You can see the reach and insights for all of your posts on Facebook and Twitter.

15. Use Social Media to Remarket Your Audience

Retargeting or Remarketing is an excellent social media marketing tool. In general, only 2% of customers will make a purchase on their first visit to your website. Advertising can assist in reaching the remaining 98 percent.

One way to do that is to run remarketing ads.

Remarketing works by keeping a list of visitors to your site and placing anonymous "cookies" in their browsers. When they visit a social media site, the ads are displayed by a retargeting service.

Social networking services

There is a variety of social networking services available online. However, most incorporate common features:

- social networking services are, Internet-based applications
- user-generated content (UGC) is the lifeblood of social networking services.
- users create service-specific profiles for the site or app that are designed and maintained by the SNS organization
- social networking services facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Social networking services vary in format and the number of features. They can incorporate a range of new information and communication tools, operating on desktops and on laptops, on mobile devices such as tablet computers and smart phones. This may feature digital photo/video/sharing and diary entries online (blogging). Online community services are sometimes considered social-network services by developers and users, though in a broader sense, a social-network service usually provides an individual-centered service whereas online community services are groups centered. Generally defined as "websites that facilitate the building of a network of contacts in order to exchange various types of content online," social networking sites provide a space for interaction to continue beyond in person interactions. These computer mediated interactions link members of various networks and may help to create, sustain and develop new social and professional relationships.

BLOG

A blog (a shortened version of "weblog") is **an online journal or informational website** displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject. Today, there are **more than 570 million blogs** on the web. The number of bloggers in the USA alone is set to reach **31.7 million** users by 2020.

There are many reasons to start a blog for personal use and only a handful of strong ones for business blogging. Blogging for business, projects, or anything else that might bring you money has a very straightforward purpose – to rank your website higher in Google SERPs, a.k.a. increase your visibility. As a business, you rely on consumers to keep buying your products and services. As a new business, you rely on blogging to help you get to potential consumers and grab their attention. Without blogging, your website would remain invisible, whereas running a blog makes you searchable and competitive.

So, the main purpose of a blog is to connect you to the relevant audience. Another one is to boost your traffic and send quality leads to your website.

The more frequent and better your blog posts are, the higher the chances for your website to get discovered and visited by your target audience. This means that a blog is an effective lead generation tool. Add a great call to action (CTA) to your content, and it will convert your website traffic into high-quality leads. A blog also allows you to showcase your niche authority and build a brand.

When you use your niche knowledge for creating informative and engaging posts, it builds trust with your audience. Great blogging makes your business look more credible, which is especially important if your brand is still young and fairly unknown. It ensures presence online and niche authority at the same time.

Common features that a typical blog will include:

- Header with the menu or navigation bar.
- Main content area with highlighted or latest blog posts.
- Sidebar with social profiles, favorite content, or call-to-action.
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.



Viral Marketing



Viral marketing can be defined as the spreading or transfer of information about a brand or product in a short period of time among the mass media. It has worked very well for thousands of marketers and helped them in improving the growth of their business. And in current digital age as people are highly immune to social media that makes achieving it quite easy.

Viral marketing is exactly what it sounds like marketing that spreads like a virus. This simple approach can help in creating a lot of positive impact during promotional product launches or campaigns. It helps to get tremendous visibility, exposure, and better traffic which results in increased sales revenue.

Here are some of the most valuable benefits of viral marketing you might be looking for:

1. Lower Advertising Costs

It does not happen at the very beginning but with time it will surely cut down your advertising costs as you have already got enough exposure and buzz around the internet. Viral Marketing is indeed a best way to lower down your advertising costs as it is not expensive to launch but is very effective and fast in getting your message across your prospective buyers.

2. Remarkable growth

Success in business rarely happens quickly. Viral marketing is one of very few tactics that can create explosive growth in very little time. And once it hits people, it spreads very fast everywhere that positively affects your business's sales and profit.

3. Builds more credibility

As more and more people in the entire network recommend and talk about your brand, your credibility is increased among your audience. The loud and remarkable buzz that is generated will surely help boost your product or service recognition. Attention-getting videos on internet can be easily embedded into web pages, blog posts and social networking sites. Your business get better comments and higher traffic that works for your business on a positive note.

4. Better visibility

Viral marketing helps in creating better visibility for your business. If you develop a good content marketing campaign that unleashes the interest (emotion) of your target audience, increased visibility will only lead to increased growth of your brand

5. Conversion

The combinations of different marketing strategies whose objectives are focused on achieving engagement with your audience have their most convincing proof of ability in increasing traffic. Viral marketing is one of the most important strategies to attract customers and raise awareness of your brand. The trust and transformation of prospective customer into potential customer of your company will come sometime later.

These were some valuable benefits of Viral advertising for businesses. Viral Marketing is an increasingly essential term for business organizations striving to spread their message in a digital age.

Facebook marketing

Facebook marketing is a platform that allows a brand to put their products and services in front of the audience and promote with the help of organic and paid means.

In simple words, Facebook marketing is a practice of promoting a brand and maintaining its presence on the Facebook platform.

Facebook marketing involves promoting products and services by offering highly targeted paid advertisements and organic reach to the targeted audience.

the five reasons influencing the importance of Facebook Marketing in growing your business:

- Global network coverage
- Enhances organic reach
- Integrates with other marketing platforms
- Runs Paid Advertisement
- Automated tools to function

BENEFITS OF FACEBOOK MARKETING

1. Cost-friendly Marketing Expenses
2. Develop brand loyalty
3. Information related to Facebook insights and Competitor Analysis
4. Targeting potential customers
5. Increase in website traffic

FORMATS OF FACEBOOK MARKETING

1. Image Ads
2. Video Ads
3. Carousel Ads
4. Collection Ads
5. Slideshow Ads
6. Lead generation Ads

Twitter marketing

Twitter marketing is how businesses use Twitter to create and disperse content to targeted audiences and build community interest for their brand—and hopefully generate sales. Twitter helps companies get in touch with a wide pool of potential customers from around the world. In fact, more than [300 million monthly active users](#) are on Twitter.

Building a targeted and effective Twitter marketing strategy is a multistep process. The first step involves creating buyer personas for your ideal customers. After that, it's a good idea to do Twitter research to get to know how your target audience acts on the platform and what they're interested in.

When you have some idea of what your intended audience wants, it's time to start making content for them. However, keep track of how users respond to your tweets. Monitoring your tweets' performance can help you adjust and improve your strategy and find your brand voice.

There are also several small details that can contribute to the success or failure of your Twitter strategy. For example, when you post can be just as important as what you post. It's vital that you release content when your target audience is likely to see it.

Main benefits of Twitter marketing

There are several benefits to marketing with Twitter. The platform allows you to increase awareness about your brand, communicate and engage with potential customers, and keep up with important trends and developments in your industry. Below is a list of some of the top advantages of using Twitter for marketing:

Brand awareness: Twitter helps alert consumers to your company's existence and educate them about your business and products.

Customer engagement: Twitter gives customers a quick and easy way to reach out to you. This helps your business build relationships.

Drive website traffic: Twitter is a great tool for guiding users to your business website.

Thought leadership: Twitter lets you start conversations with your audience and share your opinions and views with them.

Customer research: Twitter has several tools that can help you research how your target customers act on the platform and see what they respond to.

Business sales: Twitter is great for advertising your products and can help generate sales for your business.

Develop community: Twitter helps you form a community of fans and supporters of your business.

Twitter used by people to.

- Create a different community.
- Search customers globally.
- Customer services.
- For discount.
- Feedback and suggestions.

LinkedIn marketing

LinkedIn marketing refers to the process of utilizing LinkedIn to promote an individual or business to attract attention to their profile. Businesses can establish their own company pages and subpages (e.g., for specific products) on the platform and use it to:

- Build brand awareness
- Share content to drive traffic to a business website or blog

Make new business connections or nurture existing business relationships

These techniques can be used to bring greater attention to the business and, ideally, for lead generation. If you want to take advantage of these benefits, the first step is to set up a LinkedIn business profile.

LinkedIn also offers additional functionality you can take advantage of, like LinkedIn Boosting, LinkedIn ads, and Showcase Pages. The following sections provide greater details about these LinkedIn marketing components.

How to set up a business LinkedIn page

Ready to tap into the power of LinkedIn for your business? The first step is to set up a LinkedIn business page. Here's a step-by-step guide.

1. Go to LinkedIn Pages

A business page on LinkedIn is different from an individual user page. It provides company-specific information. [Creating a page](#) is free. However, you'll need a company email and name.

To create your page, here are a few steps. First, go to your LinkedIn page. At the top right, click "Work." Next, scroll down to "Create a Company Page." If you don't have a LinkedIn account, you can set one up for free. You will then be the page's automatic administrator (you can later designate others in your organization as admins too).

2. Select the relevant category for your business

You will then be asked to select your business category. Options include:

Small business of less than 200 employees

Medium to large business of 200+ employees

Educational institution

Showcase page (use this only if you already have an existing company/business page and this will serve as a subpage for that page)

3. Fill out page details

With this done, you'll be asked to complete the specific page details for your business/company page. Prepare to provide the following information:

Business name: Use your business name as it appears on your marketing materials (how it's known to customers) to ensure easy brand recognition.

URL: Decide what you want the publicly displayed URL for your LinkedIn business page to be. Logically, it probably makes sense to have it reflect your company name, making it easy to remember.

Website: Provide a link to your business website (make sure it's correct). This will appear on your page and can be a great way to drive traffic to your platform and generate leads.

Company size: Designate the number of employees. This allows people to quickly see how large your company is.

Company type: This is where you designate the legal entity (e.g., sole proprietorship, corporation, limited liability company, etc.). Make sure to choose the option that reflects your legal status.

Note that you'll also be asked to select a business industry for your company page. Options include:

- Consulting
- Transportation
- Marketing services
- Advertising
- Textiles
- Health care
- Biotechnology
- Computer games
- Finance
- Banking
- Automotive
- Luxury goods
- Telecommunications
- Computer software

This is just a small sampling of the many options available. You'll find categories covering everything from aerospace to alternative medicine—so the odds are good you'll find a label that fits your niche.

4. Add company logo and tagline

With the logistical details settled, you can go on to add your company logo and tagline. It's important to include these elements, as they're strong reflections of your brand. They're what helps make it memorable and recognizable.

For example, consider a strong brand like McDonald's. The company is renowned not only for its logo (the golden arches) but also for its tagline, "I'm Lovin' It." You immediately associate these elements with the brand.

5. Provide more business details

LinkedIn then gives you the chance to add a few more unique business details that can help localize your page and provide potential consumers with greater clarity about what you offer.

Take advantage and add as much detail as you can. Ensure that anybody who visits your company page has a comprehensive, correct snapshot of who you are and what you offer.

Here are some points to include:

Company description: This is a great place to provide your elevator pitch. Briefly state what your company does and what makes it special.

Location: Other companies in other locations may share your company's name or have a similar-sounding name. Designate a location to avoid confusion and help localize your page.

Hashtag: Adding a [hashtag](#) allows you to highlight key terms relevant to your company. If you have a hashtag you already use on other social media platforms, add it here, ensuring cohesive branding across platforms.

Cover photo: Add a cover photo to make your page more visually appealing. This should reflect your brand. Company pages use everything from team pictures to images of their products for cover photos.

Buttons: You also have the option to add call-to-action buttons to drive people from your LinkedIn page to your business. CTA options include messages like "Visit website," "Sign up," "Learn more," and "Contact us." Take advantage of this opportunity to spur the page visitor to action.



Unit-5

SEO

SEO stands for search engine optimization. SEO is the process of taking steps to help a website or piece of content rank higher on Google.

The key difference between SEO and paid advertising is that SEO involves “organic” ranking, which means you don’t pay to be in that space. To make it a bit simpler, search engine optimization means taking a piece of online content and optimizing it so search engines like Google show it towards the top of the page when someone searches for something.

Look at it this way. When someone types “vegan lasagna” into Google, they’re likely looking for a recipe, ingredients, and instructions on how to make it. If you wrote an article about making vegan lasagna, you’d want people to find your recipe. For anyone to find it, you need to rank above all the other websites with recipes for vegan lasagna. It’s not easy, but that’s what SEO marketing is all about.

Here are best way for creating the best content readers love and Google respects:

1. Understand user intent: You need to know what the reader wants to accomplish when they land on your page.
2. Develop a customer avatar: You also need to know who your reader is, what they like, what they dislike, and why they’re there.
3. Break up the text: People have short attention spans, and writing giant walls of text doesn’t work anymore; you need to break it up with plenty of headers and images.
4. Make it actionable: There’s nothing worse than reading a piece of content and not getting everything you need to accomplish something. Your content should be thorough, but it also needs to answer the question, “What now?” Will the reader have everything they need when they finish your article?

Here are the five crucial SEO features to look for in an e-commerce platform:

1. Ability to customize Title Tags, Meta Descriptions, URLs, and Header Tags

If your chosen platform does not give you the ability to edit title tags, meta descriptions, URLs, and header (H1, H2, etc.) tags for your home page, product pages, collections pages and other customizable pages, you are going to have trouble controlling the way your website is displayed on Google. Title tags and meta descriptions are not only important because they are a strategic place to add in your business' targeted keywords, but these fields also function as your "call to action" that compels searchers to click on your listing above competing listings.

2. A well-optimized URL structure and simple 301 redirects

It is a very common problem for e-commerce platforms to automatically generate URLs that are hard for search engines to understand, especially on product pages and pages that are dynamically generated. However, the URL continues to be one of the most important components of any page for SEO purposes, not only because it tells the search engine what the page is about, but it also is the path through which the search engine finds that page. Therefore, an SEO-friendly e-commerce platform that is one that gives you the option to quickly and easily edit URL strings and re-arrange their structure. Even better still is an e-commerce platform that offers the option of easily 301 redirecting from the old URL to the new.

3. Mobile customization

Just when you thought you were keeping up with the competition by creating an online store, now it is more important than ever to ensure that customers who access your webpage via a mobile device also have a great shopping experience - which may require creating a new site just for mobile. Cutting-edge e-commerce platforms will have options available for you to optimize your website for a mobile device – either through an app that creates a mobile store for you, or through the use of responsive design, in which a website changes its size and shape depending on the screen on which it is being displayed.

An SEO-friendly e-commerce platform should also have a way to deal with any potential issues that may arise with duplicate content being displayed on your website's root domain as well as the mobile site. Through the use of rel=canonical tags, notification to Google Webmaster Tools, and a mobile XML sitemap, your e-commerce support team should be able to help you avoid duplicate content issues if the platform doesn't already have these features automatically built in.

4. A powerful internal search feature and proper indexation of internal search results pages

Most e-commerce platform offer website visitors the option of conducting an internal search, whereby users can search for items or categories they may not have encountered while browsing the online store. However, many internal search engines leave much to be desired in terms of functionality, often leaving users with poor results or no results for straightforward searches. A good e-commerce platform is one that returns accurate results whether the user types in the name of a product, its category, its SKU number, or other important descriptors they may use to filter through your products.

As far as SEO is concerned, it is very important that the platform allows you to control whether these pages are displayed on external search engines, and how they actually appear on those engines. This will require that either you or someone at your e-commerce support team has the ability to edit individual internal search results pages, such as by adjusting their title tags and meta descriptions and by editing the content on the page. Internal search results pages can be very powerful tools for leveraging your SEO strategy because they contain information entirely based on what your users are searching for. But it is generally not recommended to index all of these internal search results pages on Google, Bing, and other major search engines because in many cases, they provide thin and duplicate content.

5. Good customer support and a savvy technical team

Because implementation of many of these strategies hinges on the capabilities of each e-commerce platform, it will be crucial to maintain a relationship with the support team at that platform to ensure that your online store complies with these important SEO recommendations. Since each e-commerce platform is unique,

even the most experienced web developers and SEO professionals still may require the assistance of the technical team at each e-commerce platform to make customizations or to properly set up the online store. Be sure to discuss what is expected of either party before diving into a contact with an e-commerce company, and take a look at what informational resources are available to you. The last thing you want is to have your online store up and running but to be nearly invisible on search engines due to the limited functionality of your e-commerce platform and the inability for its technical team to help reconcile the issue.

Part of SEO

Technical SEO

Technical SEO is a prerequisite for Google's ability to crawl and index your website. It is not so much a ranking factor as it is the ticket that allows you to even participate in the game.

A well-structured website allows users and the crawlers to find exactly what they are looking for – in the best place and with the most efficient path to it.

Technical optimisation is an indicator of a website's health. It is the heartbeat that keeps your website alive. And it is NOT just for web developers and software developers but for all SEOs and marketers even if it sounds scary.

You might have heard some of these ideas or concepts which are all part of the structural work on the website that is technical optimisation:

- Choosing which pages to index or de-index to maintain a focused and relevant website
- Creating a complete sitemap of all pages to tell Google what to look at
- URL structure and page hierarchy to make sure your content lives in the right place
- Internationalisation and href lang to show Germans the German content and Spanish visitors the Spanish content

- Working with 404 errors and redirects because no one likes the “oops, this page got deleted” messages
- Server issues and server log analysis to make sure things run smoothly
- Source code, HTML and Javascript to create a lean and crawlable website
- Structured data to tell Google what page elements are
- Web speed optimisation because neither users nor Google want to wait 6 seconds
- Mobile friendliness because we are living in a mobile first world where Google prioritises the mobile experience to reward or punish desktop results.

We have not one but two modules on the textbook that are purely dedicated to technical optimisation. The main learning for now is: yes, this stuff really matters.

And the bigger your website gets (we are talking thousands or tens of thousands of pages), the more important these factors become!

On-Page SEO

On-page SEO is the process of (keyword) optimizing content to improve your rankings and search visibility on Google.

Google’s aim is to present the user with the most relevant answer to their search query. Hence, they are trying to return the content piece that best meets the aim or search intent of the user.

Keyword optimization can seem like a mundane or outdated activity but in reality, it still moves the needle tremendously. Why let Google guess what our article is about when we can just tell them by placing the keyword strategically?

A word of caution though, the times of stuffing your keywords into an article are long gone! That is not what we are talking about here.

Today, you want to think about content as the intersection between the needs of all stakeholders.

Content allows you to communicate what you stand for, what is important to you and your business. At the same time, it allows prospects, leads, customers and clients to find answers to their questions and solve an issue or motivate them to achieve their goals.

Content optimisation is the link between supply (your content writing) and demand (the users' needs).

Off-page SEO

Off-page SEO is the process of improving external ranking factors that are outside of your control. The main off-page ranking factor is backlinks.

It also encompasses soft factors such as brand mentions, social shares or consistent entity details (name, address, phone number) and reviews.

Off-page SEO is everything that is relying on cooperating, as well as other people talking about your business on the web.

The most well-known part of off-page SEO (and possibly the most impactful one) is link acquisition or backlink building.

The goal of link building is for relevant, powerful websites to link to your content, which then increases your trust and authority signals and ranking performance. Check out our module “establishing authority” to learn more about links as ranking factors.

One of the main ranking factors for backlinks is the number of referring domains pointing to your website. If the same website links twice to you, you will have two backlinks but one referring domain.

There are probably diminishing returns from receiving more backlinks from the same domain, and this is why SEOs are so focused on receiving backlinks from a wide variety of unique domains.

But successful link acquisition goes beyond the number of links.

What's more important is the quality and relevance of the backlinks.

What's more important is the quality and relevance of the backlinks.

Google is especially strict when it comes to link-based webspam. This is as a result of years of webmasters manipulating this ranking factor through spamful techniques like forum comments, spam backlinks, zombie websites and over-optimised anchor texts.

A balanced, naturally looking backlink profile is the only way to receive sustainable ranking success without punishment from Google.

These are the other success factors to consider for link building:

- Authority of the website linking to you. If they receive Google's love, rankings and organic traffic, the link will contribute more to your ranking success.
- Strength of the specific URL that is linking to you matters equally.
- Context and relevance. If you are a food website, links from Russian gambling websites just do not make any sense. Your link sources should be relevant to your niche and the topics that you are covering in your content.
- Dofollow/nofollow: The eternal debate. Keep in mind that you want to create a natural backlink profile. So, having a few nofollow backlinks is totally fine, even something that we want.
- A well-optimised link anchor text (the clickable element that you read on a website) is probably one of the most powerful ranking factors, but is also one of the easiest ways to look unnatural to Google. You will mainly want to receive branded or non-optimised anchor texts to look natural.

Off-page SEO is other people talking about you on the web. The more they talk and link to you, the more authoritative you will become. It is hard work, of course, and a lot of it comes down to satisfying your audience's needs, creating a good product and building relationships.

But link acquisition is by no means impossible and too powerful to be missed in your mix of SEO activities.

IMPORTANCE OF SEO

1. SEO is pocket friendly rather than PC and other marketing techniques. It is a fixed paid service provided by an agency accordingly.
2. An effective Seo strategy would definitely work and improve search engine ranking of your websites.
3. Instead of email marketing and smo technique, SEO is even necessary for website ranking and driving more user traffic on your website.
4. Indispensible use of mobile in daily life makes it an important factor in digital marketing. Even Google used to consider mobile website searches as primary content for search engine ranking. This shift makes mobile Seo a bigger factor in Seo technique. Mobile Seo cannot be ignored to improve visibility of a website.

5. Wise implementation of SEO for a website, takes it above all of its competitors in search engine.
6. SEO helps in collection of more ROI. Good search engine ranking also helps to attract visitors and obviously the conversion rate also increases due to higher ranking. So Seo helps in increasing traffic, hence conversion rate and ROI.

How important is SEO for digital marketing:

Ranking factor is the key to success in digital marketing. However it is not so easy to gather vast user traffic on a website but Seo technique will somehow ensures its probability. SEO is an art to increase visibility of website in search engine. A constant work on Seo will definitely bring success in digital marketing. Here are some factors which ensure that SEO is really very important for digital marketing:

1. Generally a user refers those websites which have higher ranking in search engine.
2. SEO technique increases usability and user experience I a website, it is not dedicated towards search engine ranking.
3. It greatly helps in promotion of website or brand. Users find website in higher ranking sometimes involves in sharing it on social media platforms platforms, like FaceBook, Twitter, etc.
4. It will help in increasing customers to your website and keep you up in competition. One of two websites of same field has more visitors and customers which has higher ranking in search engines. This is because of user trust on search engine and they mostly consider website of higher ranking.

Google Ad Words

Google Ads (formerly **Google AdWords**) is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users.

Google launched AdWords in 2000. At first, AdWords advertisers paid for the service monthly, and Google would set up and manage their campaign. To accommodate small businesses and those who wanted to manage their own campaigns, Google soon introduced the AdWords self-service portal. In 2005, Google started a campaign management service called Jumpstart.

The AdWords system was initially implemented on top of the MySQL database engine. After the system had been launched, management decided to use Oracle instead but was eventually reverted to MySQL after the system became much slower.

Google AdWords, can place ads both in the results of search engines like Google Search (the Google Search Network) and on non-search websites, mobile apps, and videos (the Google Display Network). Services are offered under a pay-per-click (PPC) pricing model.

Google Ads' system is based partly on cookies and partly on keywords determined by advertisers. Google uses these characteristics to place advertising copy on pages where they think it might be relevant. Advertisers pay when users divert their browsing to click on the advertising copy. Adverts can be implemented locally, nationally, or internationally.

Besides the Google search engine, advertisers also have the option of enabling their ads to show on Google's partner networks, including AOL search, Ask.com, and Netscape, who receive portion of generated income.

How does Google Ads Search Algorithms work

Google is able to achieve it is by using algorithms to rank search results and paid advertisements. The search algorithms look at information and factors relating to:

- **The meaning of your query:** Google's intelligent platform seeks to understand the intent behind each search, considering things like natural language, synonyms, category and context, as well as spelling mistakes and "freshness".

- **The relevance of web pages:** Next, they assess the content of websites to see if the keywords included on these pages are related to the search query, also analyzing data related to other content formats such as pictures, videos, lists, etc.
- **The quality of the content:** Google identifies quality by looking for signals of expertise, authoritativeness, and trustworthiness related to pages. This could be the quality of websites linking to other pages and overall content quality, plus spam reports.
- **The usability of web pages:** Google hates poorly functioning websites just as much as you! That's why they evaluate the ease-of-use of pages in terms of responsiveness, loading time, navigation, etc. Then they promote the sites they consider more user-friendly.
- **The context and settings:** This is related to the actual searcher, and involves factors like the searcher's location or country, past search history, preferred language, etc. Their Google account personalization is also taken into consideration.

understanding the main Google algorithms: **Ad Position, Ad Rank, and Quality Score.**

Ad Position

According to Google, *“Ad position is the order of your ad in the auction results as compared to other ads. For example, an ad position of “1” means an ad was the first ad shown, with no other ads ahead of it.”*

Google further explains that an ad with an ad position of “1” doesn't necessarily mean that your ad is above the organic search results. If the layout of the page features paid ads above organic results, then a **#1 ad position** would be the first to appear there, or the first to appear below or beside the organic results.

On a Google SERP, ad position can affect the **location of your ad on the page**; your ad can appear at the top, side, or bottom of the page. Prominence metrics, your top and absolute top metrics, will give you a greater sense of your ads' location on SERPs. The main top metrics include impression rate/share and lost share. A couple ways to improve these metrics include improving ad/landing page quality and increasing your bid.

Ad Rank

Google calculates the Ad Rank for ads in the ad auction, and your Ad Rank directly translates to your Ad Position.

Let's explore the Ad Auction a little deeper: anytime a user performs a Google search, Google runs an auction for clicks. To participate in the auction, you **bid**

on your keywords of interest. Based on the outcome, the auction decides which ads will be shown for that search.

Thus, an ad with the **highest Ad Rank** will achieve the #1 ad position for that given search.

At a high level, Google takes these factors into account when determining Ad Rank:

- **Bid:** Maximum amount you're willing to pay for a click on your ad.
- **Ad and landing page quality:** Relevance and helpfulness of ads and landing pages as determined by the Quality Score (more on that in the next section).
- **Ad Rank threshold:** Quality thresholds set by Google in order to show an ad.
- **Ad auction competitiveness:** Difference in Ad Rank between you and other bidders.
- **Search context:** Whether the ad is relevant to the search terms, location, device, other search results, etc.
- **Expected impact of ad extensions and format:** Google's measurement of the expected performance impact of any ad extensions and other ad formats.

Quality Score

This is the one of the most subjective metrics on Google Ads and deals with the **quality of your Google ad campaigns**. Quality is important because Google's main goal is to give searchers exactly what they're looking for. What's more, if your Quality Score is too low, your ad might not even be eligible for the ad auction. After all, Google doesn't want to risk its reputation on bad ads.

Quality Score is measured as a number from 1 to 10, with 1 being the lowest and 10 being the highest. It is comprised of three main elements:

- **Expected Click-through-Rate:** Based on the historical CTR of keywords, ads, ad extensions, formats, campaigns, and more. Basically, it looks at your entire account to predict this figure. Your CTR gives you an idea of how keywords and ads are performing (a high CTR means users find your campaigns useful and relevant.)
- **Ad relevance:** Google's main goal is to figure out how relevant your ad is to the search query, so keywords are of the utmost importance here. It also looks at cohesion between keywords, ad copy, and landing page copy.
- **Landing page experience:** This analyzes how easy-to-use, helpful, high-quality your landing page is in terms of page loading time, navigation, content, etc. Though this is the "final" algorithm, the effects of Quality Score can be felt all the way at the top, as it can lead to lower costs, better ad position, and better performance.

how you can optimize your search campaigns

When advertising in several channels or if you have multiple campaigns, it is essential to figure out which channel is working best for your main KPI -- key performance indicator. You also need to determine what is playing a supportive role.

For example, paid search always provides higher conversions than YouTube; however, this does not mean that YouTube is not playing a role in the conversion that your paid search ad receives credit for. You need to know which campaigns and channels are performing the best, and then allocate your marketing budget using this information.

Budget Considerations and Impression Share

Another aspect of optimizing your PPC efforts is your budget and search impression share. This is a crucial factor when bidding on any branded terms. Review your impression share for any area where you are working to defend your brand's keywords, along with any other terms that are regularly converting for you. If you have fallen behind on share because you have a limited budget, now you should reexamine how your budget is allocated.

Day of the Week and Hour of the Day

You can make bid adjustments on several levels.

Traditionally, manual bid management is done on the keyword level. However, there are several aspects of paid search campaigns to which you should make bid adjustments past that point. Adjusting your bids on the basis of the day of the week or hour of the day is one option.

Another is to think about excluding specific times of the day or days of the week on the basis of your performance to make sure you maximize the results achieved. A best practice to follow is to go to Account Settings/Ad Schedule, and then add your selected schedule there.

Even if you have ads running 24 hours per day, you have an easy-to-understand visual you can look at for performance, rather than having to pull a report each time.

Bid Adjustments for Location

A factor that is often overlooked, yet essential, is the performance by location. Some locations perform differently from others. If you continually review and adjust to reach your number one goal, you make your campaigns much more efficient.

If you are running campaigns around the nation, you must consider how much budget larger cities require versus how well they will convert. You can find these reports that highlight performance by going to Campaign to Locations to User location report.