

7. SEO and digital marketing

What is SEO?

SEO, or search engine optimization, is the process of optimizing websites so that they rank well on search engines through organic (non paid) searches. This is one of the most crucial marketing strategies for any business.

Because Google aims to provide a positive user experience for its searchers, it wants to present the best possible information available. Therefore, the focus of SEO efforts should be the process of making sure search engines recognize your content as the leading information on the web for a particular search query.

How does SEO work?

Search engines use robots that crawl webpages across the internet in order to determine what content they contain and, in turn, what the pages are about. These bots scan the code, picking up the written text, images, videos and more that appear on webpages to gather all information possible. Once they've gathered enough intel about the type of information available on each page and determined that this content will be useful to their searchers, they add these pages to their index. The index is essentially all possible web results that a search engine stores to provide to a potential searcher.

Search engines assess what the best result is based on what searchers are looking for, as well as what other information already exists online. When someone searches, their algorithm matches the user's search query to the relevant information in their index,

providing searchers with an accurate answer to their query. The platforms then use hundreds of signals to determine the order in which the content will appear for each searcher. These signals are what SEO experts try to master.

It's important to note that Google does not release specifics about their algorithm or process, so it's impossible to know exactly what factors impact indexing and rankings. SEO, therefore, isn't a perfect science and even when it seems that all optimizations have been implemented, it often requires patience and continual tweaking to see results.

On-page vs. off-page SEO

Since there's no way to know exactly what influences search engine rankings the most, experts recommend that your SEO strategy contain a variety of tactics. Those tactics can largely be broken down into two categories: on-page and off-page SEO.

On-page SEO refers to the strategies that you implement on your webpages themselves, including everything from the design and written content, to your metadata, alt text, sitemap, canonical tags and more. Off-page SEO refers to the steps you take outside of your pages. This includes elements like external links, social posts and other website promotion methods.

Both on-page and off-page SEO are essential in driving traffic to your site and in ultimately signaling to Google that your site is a significant player on the internet. By letting Google know that your pages are important and that people are interested in learning about what you have to offer, you can help your pages rank higher and gain more traffic.

SEO in Digital Marketing

SEO involves optimizing a website to improve its ranking on search engine results pages (SERPs), which can help increase your reach to potential customers and support your wider digital marketing efforts.

Search Engine Optimization (SEO) is an integral part of a business's digital marketing strategy, but it can sometimes be forgotten about, or put on the back burner, in order to focus on quicker wins and greater revenue-driving initiatives. This is quite common for small to medium businesses that maybe don't have the resources to invest in a long-term marketing strategy such as SEO. It can also be quite difficult to convince stakeholders and decision-makers of the importance of SEO because it is not easily tied to specific financial numbers. Additionally, many people might not really understand what SEO is and how it can successfully help a business's online presence.

What is Digital Marketing?

Digital marketing involves businesses using digital channels and technologies to promote a product, service, or brand and to ultimately achieve their marketing objectives. Digital marketing is becoming increasingly important for businesses, as more and more consumers take to digital channels to make purchasing decisions. With digital marketing, businesses can reach a wider, and more global audience, target specific markets, e.g. by demographics, track and analyze consumer behavior, and drive greater brand awareness, sales, and revenue.

Such digital marketing techniques include:

- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising (PPC)
- Social Media Marketing (SMM)
- Content Marketing
- Email Marketing
- Influencer Marketing

And more! Any way you can advertise your business and its products or services through digital channels and technologies constitutes a digital marketing technique or tactic. A successful digital marketing strategy often involves a combination of different types of digital marketing activities to reach and engage with the target audience across multiple channels and touchpoints.

What are the objectives of SEO?

If your business does not have a website, there is a high chance that you could be missing out on all the benefits that ranking on search engines can offer your business. If you do own a website, having a distinct online presence offers more opportunities to increase the visibility of your business online, among many other benefits.

The role that SEO has in your business's digital marketing may include:

Boost your authority and credibility online

SEO can help boost your authority and credibility online, because the higher that your website ranks on search engines, the more trusted your business will seem to both your target audience and search engine crawlers. This can boost brand reputation and encourage visitors to trust and engage with the brand.

Improve organic search rankings

By optimizing your website's content, structure, and technical aspects, SEO helps improve its ranking on search engines. A higher ranking leads to more visibility and traffic, which can translate into more leads and sales. This can be achieved through several tactics, such as keyword research, on-page optimization, technical optimization, and link building.

Gain organic website traffic

SEO can be used as a customer acquisition tool. By conducting effective SEO, you will help to drive traffic to your website, which is done by improving your visibility on search engines, or in other words, your rank position. This traffic can then be leveraged to convert these new visitors into customers, subscribers, or followers.

Enhance user experience

SEO involves optimizing a website's structure, content, and navigation, which can enhance your user's experience. Ensuring your website is accessible is something that is important to search engines, such as Google. There is strong evidence that Google rewards accessibility when ranking websites, and even has its very own Webmaster Guidelines that websites can follow as best practices. By making your website accessible, you are also making sure that everyone on the internet who lands on your website has a decent user experience, including people who may have particular disabilities. This, in turn, can reduce bounce rates, increase user engagement, and boost conversions.

Surpass your competition

SEO can help your business gain a competitive advantage over your competitors. This can include having more topical content via keyword research, greater website experience through accessibility best practices, ranking in a higher position on the SERP, greater

brand awareness, and ultimately more targeted and converting traffic.

Maximize ROI

SEO is a cost-effective digital marketing strategy that can generate a high return on investment (ROI) when done right. SEO provides long-term benefits, as once you achieve a high-ranking position, you can continue to receive leads from it (as long as you're able to compete for that top position). By driving more organic traffic and leads, SEO can contribute to a brand's revenue growth and bottom line.

Support other aspects of your digital marketing strategy

SEO can support other aspects of your digital marketing strategy, and vice versa. SEO can support social media, paid advertising, email marketing, influencer marketing, content marketing, and more.

While SEO is just one single digital marketing tactic in the grand scheme of things, it's still so important to include it in your overall digital marketing strategy.

Types of SEO in Digital Marketing

On-page SEO

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn greater and more relevant traffic through search engines. On-page refers to optimizing both the content of a page and the HTML source code of that page. Effective on-page SEO helps users quickly find answers to their questions. The ultimate goal of on-page SEO is to make it as easy as possible for search engines and users to understand what a web page is about, identify if that page is relevant to a search query, and find that page useful and worthy of ranking high on the SERP. Some key elements of

on-page SEO include creating high-quality, relevant, linkable content, effective use of keywords, optimizing title tags, URLs, meta descriptions, image alt text, and more.

Off-page SEO

Off-page SEO refers to optimization techniques that are done outside of your own website. The goal of off-page SEO is to get both search engines and searchers to view your website as a trustworthy source, by boosting its authority and credibility. This can be done by other reputable places on the Internet, like pages, sites, and people. This can look like link building, social media marketing, guest blogging, influencer marketing, and other promotional activities in order to help improve your website's ranking on search engines. But, building backlinks is at the heart of off-page SEO, as search engines use backlinks as an indication of the linked content's quality. A website that has many high-quality backlinks will typically rank higher than other websites with fewer, and less valuable backlinks. When actively building links, it's important to avoid black hat activities, and rather focus on more organic link building.

Technical SEO

Technical SEO is the process of optimizing a website's technical aspects to improve that website's visibility and ranking on the SERPs. Improving technical aspects can help search engine spiders crawl your website more effectively, and improve the usability of your site. It's great having well-thought-out and useful content, but if a search engine can't crawl your website, it's likely that very few people will actually see it. A technically optimized website is fast, easily crawlable for search engines, has limited duplicate content, a wide variety of links, is secure (for example, HTTPS is implemented), utilizes robots.txt, has structured data, and more. Having an XML sitemap is a plus, and can greatly improve the way search engine

spiders crawl and find content on your website. Check out the free Technical SEO Site Audit Checklist to quickly check your own website's technical SEO performance.

Local SEO

Local SEO is the practice of optimizing a business's web presence online, to improve its visibility in local organic search results. Any business that has a physical location or serves in a particular geographic area can benefit from local SEO. Search engines rely on a number of signals when ranking local businesses, such as website optimization, local content, social profile pages, links, citations, local business listings, and managed reviews. Having a Google Business Profile presence is also critical if you're serious about optimizing for local search. When done right, local SEO allows users to find information about your business quickly and easily, so it's a benefit for both parties. It's clear that local SEO should not be ignored!

The Crucial Elements of SEO Marketing

Keywords

Long gone are the days when keywords were the only SEO technique that mattered, but that doesn't mean they aren't still crucial. The difference is that today, keywords must be well-researched, carefully chosen, and judiciously used in your content in order to be effective.

But what are keywords, exactly? Keywords are words and phrases that prospects use to find online content, and that brands can then use to connect with prospects who are looking for their products and services.

When undertaking the key steps of keyword research, it's important to look for ones that have high search rates and low competition and to choose short-tail keywords (such as *dog*), long-tail keywords (such as *terrier puppies for sale*), and local keywords (such as *puppies for sale in Boston*) to work into your content. Along with a primary or

seed keyword, you should also have secondary and tertiary keywords as they will still offer value to your business. Finally, use keywords to optimize all your titles, URLs, and other on-page SEO elements (more on that later...)

Content

Content is a vital part of SEO because it's the vehicle you use to reach and engage audiences. Knowing your angle and crafting content that fits is essential.

For instance, if you owned a nursery and wanted to increase your visibility, you might publish a series of blogs about gardening, choosing the right species of plants, growing tips, and more. When a person who wanted to know about gardening went looking for that information, your blog would come up, and you'd be able to build a relationship with that prospect by providing valuable information. The idea is that when the time came for that prospect to buy a plant, for instance, you'd be the first nursery that came to mind.

Today's content must be educational, but also interesting, relevant, and shareable. Content comes in a variety of forms, including:

- Web page content
- Videos
- Blogs (it's easy to start your own blog to practise!)
- Infographics
- Podcasts
- Listicles
- How-to guides
- Whitepapers and e-books
- Social media posts
- Local Listings

Off-Page SEO

Off-page SEO involves external optimization practices that happen away from your site rather than on it.

The main technique used for off-page SEO is backlink building since quality backlinks to your site from external sites tell search engines that your site is valuable and high-quality which helps to build authority.

There are many tactics to backlink building, and some of the current best practices include guest blogging, creating lots of infographics that will be highly shared, and using influencer marketing in your content.

P.S. You can read a complete guide to on-page and off-page SEO to make sure you know the difference and make the most of both. In addition, some experts are beginning to refer to off-page SEO as “reputation building”

Local SEO

Local SEO is becoming increasingly important as more and more people use mobile devices for search. These days, 60% of all searches are performed on a mobile device , and nearly half of those searches have local intent.

So, let’s say you own a restaurant, then local SEO would ensure that when people in your area went looking for the best restaurants in town, they’ll come across your site.

Along with using local keywords, other local SEO best practices include claiming directory listings, creating location-specific pages for your site, and creating pages for your business (also called doorway pages) on Google My Business local directories and Google Maps.

Search Engine Marketing

Search Engine Marketing (SEM) refers to paid marketing efforts, and it includes things like native ads, Google AdWords, social media ads, pay-per-click (PPC), Google shopping ads, display ads, and more.

Although SEM isn't always a major component of a comprehensive SEO strategy, it does have its place as it can help you reach new and highly targeted audiences. You can also make your SEO and SEM work together.

Examples of SEM advertising activities include:

- Paid and targeted campaigns
- Keyword based copy that specifically relates to your business or product
- Performance indicators such as click-through-rates (CTR) and cost-per-click (CPC)

Visibility and Rankings

One of the most important functions of SEO is increasing visibility, which means making it easier for prospects to find you when they search for something you have to offer. Visibility is directly related to your ranking.

The higher you rank on a search engine result page (SERP), the more likely prospects will see you and click through to your site, so it's key to increase your organic page ranking. The more effective your SEO efforts, the higher your ranking and the better your visibility, which is especially important when you consider that a quarter of web users never click past the first SERP.

Web Traffic

Increased web traffic is one of the main goals of SEO, and you increase traffic when you increase visibility and rankings. Consider this for a moment: the #1 spot on a Google search gets nearly 32% of clicks and moving up just one spot in search results can increase CTR by an amazing 30.8%.

The golden grail for many marketers is the 'Featured Snippet' which is often referred to as position #0 as it appears above the first ranked URL. This is usually content that's taken from a landing page on a blog that answers a question people are searching for and can give your organic click-through a huge boost.

So, if you want more people to find your website through a search engine, then you need to use SEO practices that will help you rank among the top five positions, and ideally number one.

If you're looking for agency support in the areas of SEO, content marketing and paid media, get in touch with Neil Patel Digital

Authority

Page Authority (PA) is increasingly important to search engines as it's becoming more important to web users. Essentially, authority means that your website is trustworthy, high quality, relevant, and has something to offer.

Scores range from 1 to 100 and the higher your number, the more authority your site has. You can find your PA rating by using tools such as Moz and while it's difficult to influence it, many SEO experts believe it's to do with link profile - getting external links from credible and well visited sources.

Creating a Better Visitor Experience

Another reason SEO is critical is because all the time you put into generating great content and on-page SEO optimization improves the usability of your site. This creates a seamless and positive customer experience.

For instance, when you take steps to make your site responsive, it will make it usable for all your mobile visitors as well as people who visit from a laptop or desktop. Similarly, by increasing your page load speed, you'll reduce your bounce rate and encourage visitors to spend longer on your site. Consumers expect a page to load as quickly as possible with a limit on loading to not creep past three seconds! The longer the load time, the higher the bounce rate and the lower your conversions.

Featured Resource: On-Site SEO Audit Handbook and Toolkit

Remember, Search Engines Are Fallible

SEO is important because search engines aren't perfect. If you don't take steps to counter their failings, then your website will pay the price.

For example, if a site doesn't have a proper link structure, then search engines may not crawl and index the site properly which can lower rankings. Coding errors can block search engines entirely, making it impossible for your site to rank, no matter how much time you put into other SEO efforts. Other common areas where search engines can run into problems include:

- Duplicate pages
- Forms
- Images, flash, audio files, video, and other non-textual content

Digital marketing benefits

Firstly, we are going to list down the top ten benefits that digital marketing brings about.

Cost-effective

Marketing and advertising cost is one of the biggest financial burdens that business have to carry. While big firms may invest millions of dollars in marketing and advertisement, it is almost infeasible for small ones.

However, marketing via digital platforms offers a more affordable way of popularizing products or services in public. Compared to the traditional method, it create as much influence yet costing way less.

For example, with just a few bucks, we can subscribe to an email marketing provider and send the transactional or direct emails to thousands of customers on your list.

Trackable and measurable results

With web analytics and other online metric tools, you can regularly measure how effective your campaign has been and learn all about their conversion rates without having to wait for a long period. Because you can obtain detailed information about how customers use your website or respond to your advertising, it is quite easy to adjust or stop any campaign if it does not deliver as expected.

Brand visibility

Marketers can make use of their digital platforms to increase their brand awareness and reputation. A well-developed website with a rich source of content and an interactive social channel will definitely attract more customers, keep them engaged in your brand for a longer-term and make your brand stand out among competitors.

Precise targeting

To have a successful marketing campaign, you need to reach the right people who are interested in your business and want to hear from you. Out of all the perks, the most outstanding advantages of online marketing is the ability to **target the right people**.

By traditional means of marketing, your message will go to everyone in hopes of reaching people interested in your business, marketing over digital

platforms allows the targeted campaigns to be presented to customers based on their preferences or initial action.

From such the customer's behaviours on your store, you can expand the customer database, which helps to refine your customer profile and market effectively to them in the future. This not only increases the likelihood of sales but also further lower the cost of marketing.

Global reach

Digitalization has turned our world into a global village, and for marketing, it makes the ad campaign to be visible in any part of the world. Thanks to digital marketing, you can find our new market and trade globally only with a small investment.

Digital marketing only offers the ability to reach the target customers but also helps to segment customers into smaller groups according to a particular classification. If it works effectively, segmentation will increase the chances of sales as well as cut down the cost for marketing.

For example, a jewelry store that has launched new designs for women in the age range of 40-50 years old can use digital platforms to send marketing emails for them alone. For segmentation to work effectively, adequate information should be collected from subscribers.

Challenges for digital marketing

Despite the advantages listed, there are some downsides and challenges of marketing that you should pay attention to.

Security and privacy issues

Digital marketing involves the collection, use, and dissemination of personal information, in one form or another, to approach as many customers as possible.

Today, the **misuse and abuse of consumer data** have increased at an alarming level, which makes customers more cautious when being approached by brands.

And as more data privacy regulations and guidelines are put into action by governments, industries, and privacy organizations around the world, it's becoming increasingly important that marketers understand these rules and follow them - or face penalties and/or fines.

Time and effort

Digital marketing is promising, but challenging.

Firstly, you need to make sure that your staffs have sufficient knowledge and expertise to perform marketing tasks with success. In the age of technology, tools, platforms change constantly; hence it is a must to be updated and sensitive with any new trend.

Secondly, optimizing your website and building a rich source of content can take up a lot of time. Therefore, the results should be measured on the basics to ensure a return-on-investment.

Competition

While digital marketing can bring your brand to the world, you can also up against the global competition. It is quite challenging to shine brighter than your competitors and grab attention among many advertisements aimed at consumers online.

Digital marketing channels

The following are typical digital marketing channels that you should know about before choosing to include one or more in your digital marketing strategy.

Social marketing

Social marketing refers to all activities using social networks like Facebook, Instagram, or Twitter to maintain a relationship with present customers and reach a wider audience through digital word-of-mouth.

Content marketing

This is the art of offering various forms of content which is valuable, relevant, and consistent to attract and retain a close relationship with customers, and ultimately to drive profitable customer action.

Blogs, posts on social media, infographics, or video are typical examples of content marketing.

Depends on customer's needs at different stages in the buying journey, your content should be organized differently. Here are some options that we recommend you to use.

Awareness stage

- **Blog posts:** increase organic traffic when combining with effective SEO and keyword strategy
- **Infographic:** create more chance of being find found via social media via sharable content
- **Short videos:** approach a wider audience when they are posted on social platforms like Youtube, Facebook, etc.

Consideration stage

- **Ebook:** bring more leads (because the audience is likely to leave their contact to receive ebooks with valuable content and knowledge)
- **Research reports:** like ebook, research report is also great for lead generation.

Decision stage

- **Case studies:** Detailed case studies will help you positively influence customers who already make a purchase by providing evidence about how effective your products can work.
- **Testimonials:** this is an advertising method in which a person offers positive comments about a product or brand to create trust and strengthen brand credibility. Celebrities with their huge influence on followers are often approached to provide testimonials, but other people can also make useful contributions in this form of marketing.

Search Engine Optimization

Search Engine Optimization is the process of optimizing your content on your website to make it more visible to search engines and generate more traffic from searches.

The connection between content, social media marketing, and SEO is consistent because social media and SEO are perfect distribution channels for content

By this method, the marketers need to pay the search engine a predefined amount of fee to show advertising at different places within the search results for certain keywords or phrases. Google Adwords is probably the most common form of search engine marketing.

Pay-per-click Advertising (PPC)

With this modern type of marketing, businesses pay a fee each time one of their ads is clicked. Apart from search engines, we can see that almost all social networks offer the opportunity for Pay Per Click advertising. These ads are then shown in the feed of the targeted social media users.

Email marketing

Email marketing is one of the most effective marketing channels. By sending regular emails to registered customers to inform them about promotion programs or tutorial content, you can boost sales and build customer loyalty through time.

But how can we make the most use of it? Rather than buying an email list and bombarding them with messages for advertising, email marketing should always be achieved with a list of subscribers you personally earned and nurtured.

Advice on choosing the right channels for your digital marketing plan

The selection of digital marketing channels depends on a variety of factors. We are going to list down some of the most critical factors that help you find out the best choice for your business module.

Marketing objective

Because different marketing plans serve for various purposes, it is essential to identify your business needs as well as long-term and short-term goals.

Here are some of the goals that your business may be rooting for:

- Brand awareness
- Sale generation
- Lead generation
- Educate potential customers
- Generate traffic

For example, if you aim to increase revenue by 20% by the next two years, you need to phrase out and set up different milestones to reach the ultimate aim. Then for the first five months aiming to generate 400 sales qualified leads, you can use Adwords instead of SEO because optimizing for organic search takes more time.

Marketing budget

Defining your budget allocation will help you choose suitable channels for your marketing plan.

Budget allocations may include the following:

- Fees for digital marketing manager and staff
- Paid advertising budgets
- Payment for content creation services
- Fees for graphic artists, photographers, and videographers, etc

Human resources

When establishing a digital marketing campaign for your business, you need to have a team that is equipped with sufficient skills and knowledge on various aspects of your marketing channels.

These skills can be listed as:

- Development skills: for your website design and development needs.
- Creative skills: refer to both writing and visual creation skills.
- Search skills: interactively searching and retrieving information relevant to marketing topics.
- Social skills: for engaging potential customers through social media.

Customers

The selection of marketing channels base on the presence of your ideal buyers. Defining your customers before advertising significantly increases the chance of your campaign's success. Buyer's demographics, preferences, platform, touchpoint, etc., can have a significant influence on your decision.

B2B versus B2C digital marketing

Digital marketing strategies work for B2B (business to business) as well as B2C (business to consumer) companies, but best practices differ significantly between the 2. Here's a closer look at how digital marketing is used in B2B and B2C marketing strategies.

- B2B clients tend to have longer decision-making processes, and thus longer sales funnels. Relationship-building strategies work better for these clients, whereas B2C customers tend to respond better to short-term offers and messages.

- B2B transactions are usually based on logic and evidence, which is what skilled B2B digital marketers present. B2C content is more likely to be emotionally-based, focusing on making the customer feel good about a purchase.
- B2B decisions tend to need more than 1 person's input. The marketing materials that best drive these decisions tend to be shareable and downloadable. B2C customers, on the other hand, favor one-on-one connections with a brand.

Of course, there are exceptions to every rule. A B2C company with a high-ticket product, such as a car or computer, might offer more informative and serious content. As a result, your digital marketing strategy always needs to be geared toward your own customer base, whether you're B2B or B2C.

Take a look at your current audience to create well-informed and targeted online marketing campaigns. Doing so ensures your marketing efforts are effective and you can capture the attention of potential customers.

Types of digital marketing

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples of types of digital marketing tactics.

Search engine optimization

Search engine optimization, or SEO, is technically a marketing tool rather than a form of marketing in itself. The Balance defines it as “the art and science of making web pages attractive to search engines.”

The "art and science" part of SEO is what's most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking on a search engine results page (SERP).

Today, the most important elements to consider when optimizing a web page for search engines include:

- Quality of content
- Level of user engagement
- Mobile-friendliness
- Number and quality of inbound links

In addition to the elements above, you need to optimize technical SEO, which is all the back-end components of your site. This includes URL structure,

loading times, and broken links. Improving your technical SEO can help search engines better navigate and crawl your site.

The strategic use of these factors makes search engine optimization a science, but the unpredictability involved makes it an art.

Ultimately, the goal is to rank on the first page of a search engine's result page. This ensures that those searching for a specific query related to your brand can easily find your products or services. While there are many search engines, digital marketers often focus on Google since it's a global leader in the search engine market.

In SEO, there's no quantifiable rubric or consistent rule for ranking highly on search engines. Google and other search engines change their algorithm almost constantly, so it's impossible to make exact predictions. What you can do is closely monitor your page's performance and make adjustments to your strategy accordingly.

Content marketing

As mentioned, the quality of your content is a key component of an optimized page. As a result, SEO is a major factor in content marketing, a strategy based on the distribution of relevant and valuable content to a target audience.

As in any marketing strategy, the goal of content marketing is to attract leads that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material, such as:

- Blog posts
- E-books
- Newsletters
- Video or audio transcripts
- Whitepapers
- Infographics

Content marketing matters, and there are plenty of stats to prove it:

- 84% of consumers expect companies to produce entertaining and helpful content experiences
- 62% of companies that have at least 5,000 employees produce content daily

- 92% of marketers believe that their company values content as an important asset

As effective as content marketing is, it can be tricky. Content marketing writers need to be able to rank highly in search engine results while also engaging people who will read the material, share it, and interact further with the brand. When the content is relevant, it can establish strong relationships throughout the pipeline.

Conclusion

Businesses are rapidly moving towards digital marketing, and there are good reasons to do so. While there are so many possible ways of approaching customers online, it is becoming more and more challenging to choose the right channels for your digital marketing plan.

We hope that this article will bring you a great source of knowledge that helps you save time and effort to build your optimized digital marketing channel.

Thank you so much for your valuable reading time. We would love to hear and share more if you have any comments.

Also, we are providing a wide range of marketing solutions, which may help you **optimize your site, boost conversion rate and sales.**

