

Introduction to Digital Marketing

Definition:

Digital marketing is a way to promote yourself or your brand with the help of Digital Platforms.

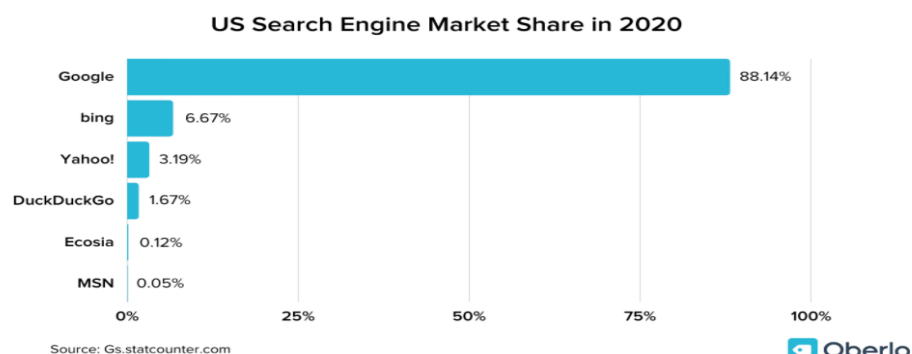
Digital marketing Platforms / Sub-Niches:

- Search Engine Optimization
- Search Engine Marketing
- Social Media Optimization
- Social Media Marketing
- Data Analytics
- Video Marketing
- E-mail Marketing
- Affiliate Marketing etc.

Search Engine Optimization

Search Engine:

A search engine is a web-based tool that enables users to locate information on the World Wide Web. Popular examples of search engines are Google, Yahoo!, and MSN Search.



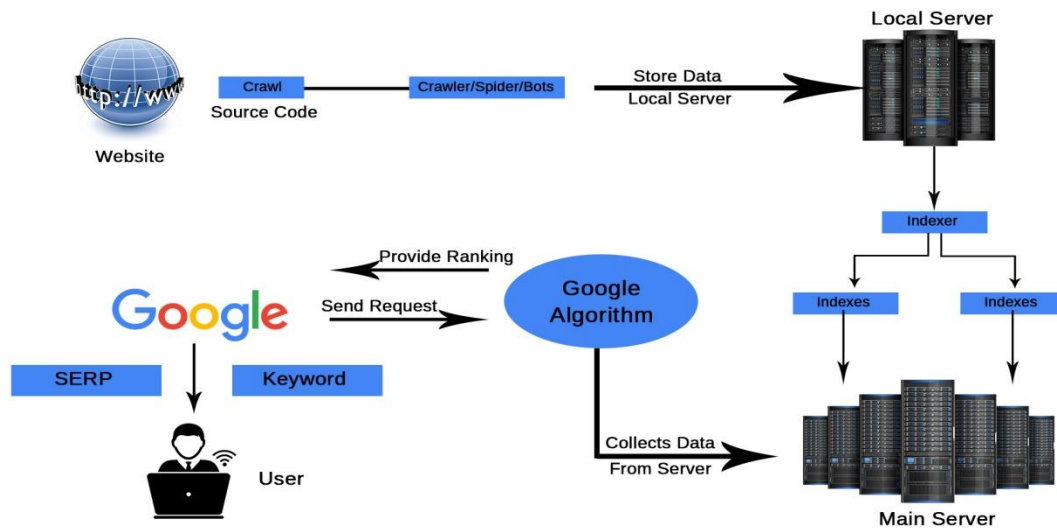
Search Engine Indexing:



- Any search engine like Google, they mostly read website source code that is always in HTML from top to bottom.
- When they read from top to bottom, they try to find words and how they are distributed in a sentence and they try to find out the inter-relation between the words.

Digital Marketing -- Online marketing, web services, internet marketing, web promotion, SEO, online advertisement, SMO, Email marketing etc.

How Search Engine Works?



What is SEO and Types of SEO:

Search Engine Optimization is a process of optimizing website in order to get higher ranking on search engines to get more relevant traffic via natural or unpaid search results.

Three types of SEO:

- **On-Page SEO** – On page optimization includes optimization of both Content and HTML source code.
- **Off-Page SEO** - Refers to actions taken outside of your own website to impact your rankings within SERP.
- **Technical SEO** - Refers to the process of optimizing your website for the crawling and indexing phase.

On-Page SEO Checklist:



- Optimize Title & Description
- Optimize HTML Tags
- Keyword optimization
- Keyword density
- Image Alt tags
- Check copied content
- Internal & External Linking
- Broken link check
- Website load time
- Google analytics check
- Google search console
- Robot.txt
- sitemap.xml etc.

On-Page Optimization

Title Tag:

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

The image shows a search engine result for the query 'What is Digital Marketing? - Marketo'. Red arrows point from labels on the left to specific parts of the search result:

- URL:** Points to the breadcrumb 'www.marketo.com > digital-marketing'.
- Title:** Points to the main title 'What is Digital Marketing? - Marketo'.
- Description:** Points to the meta description: 'At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands.'

Additional information visible in the search result includes 'Domain Score: 90', 'Domain traffic: 166,966', '9' Pinterest pins, and '1,042' Facebook shares.

HTML Code:

```
<head> <title>What is Digital Marketing? - Marketo</title> </head>
```

Optimal Format:

Primary Keyword – Secondary keyword | Brand Name

Best digital marketing institute - SEO training | Digital Bhajan

Title Length:

Google displays first 50-60 character's of title tag. There is no exact character limit as each character have different width and Google displays title at max 600 Pixels.



Meta Description:

It is a summary or abstract of that particular web page. It influences Click through Rate in SERP.

HTML Code:

```
<head> <meta name="description" content="Example of your page summary goes here.">
</head>
```

Optimal Format:

This is short paragraph for marketers to advertise their content or represent their content in front of searchers in order to get high CTR. You must include the keywords in description but at the same time don't spam it and it should look natural.

Meta Description Length:

Meta Description length should be in between 150-160 Characters. It completely depends on the situation how Google will display your meta description.

Permalink URL:

The permalink URL is full URL that you see and use for any post, page or other pieces of content on your site.

Types of URL:

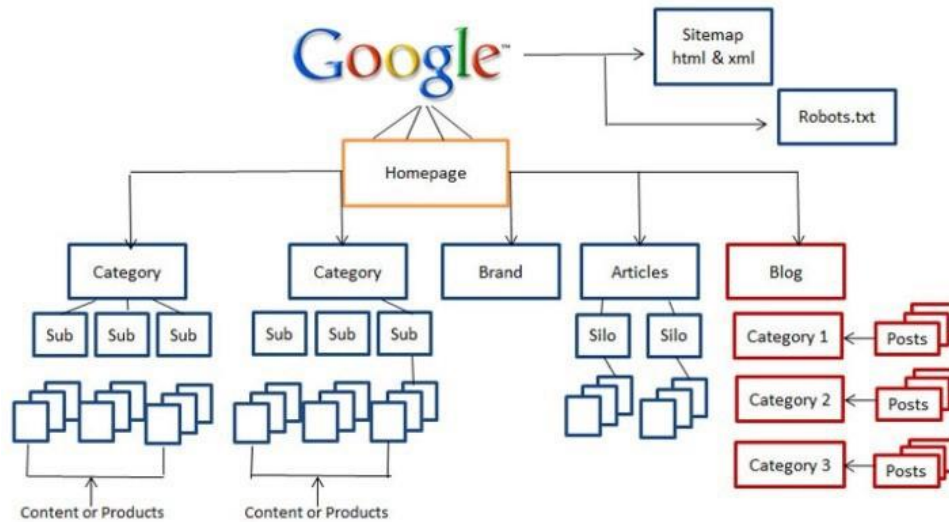
Static URL: www.digitalbhaijan.com/contact-us

Dynamic URL: www.digitalbhaijan.com/view_port/php?-code&-=issue

SILO Structure:

SILO structure is deep site architecture and it's a way to separate your website content into categories.



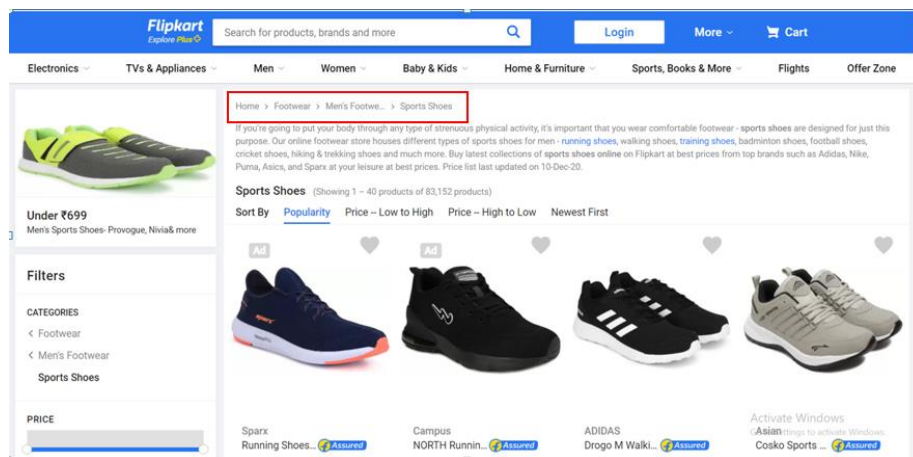


Breadcrumbs:

Breadcrumbs are a secondary navigation aid that helps users easily understand the relation between their location on a page (like a product page) and higher level pages (a category page, for instance).

You can use multiple keywords here.

Example: Flipkart



Heading Tags:

Heading tags are used in HTML to define heading of a web page, they are the outline of your content. We can segregate heading tag into 6-categories.

- **H1 Tag** - It's a name or title of your web page content and is the most important tag. There must be only 1 H1 tag per web page. You must include your Focus Keyword in H1 Tag.



- **H2 Tag** - It's a sub heading of the web page that comes under title or H1 Tag. You must include focus keyword in first H2 Tag.
- **H3 - H6** - These are sub categories; you can use these tags as per your web page content.

Image ALT Tag:

ALT Tags or ALT Attributes are alternative text for images, these tags are used to describe the images or what images are representing.

Keyword Density:

Keyword density refers to number of times a keyword is used within a webpage. It is calculated in ratio or percentage.

Keyword Proximity:

Keyword proximity refers to closeness between two or more keywords within the page/article.

Keyword Stuffing:

Keyword stuffing refers to the technique of loading webpage with keywords to manipulate search engine rankings.


Contextual Internal Links:

A contextual link is simply a link within the content of your website. An internal link is a link from one page to another page on the same domain.

Anchor Text:

Anchor text is the visible characters and words that hyperlinks display when linking to another document or location on the web.

`digitalmarketing`



↓ Your Link ↓ Open in new tab ↓ Anchor text

Technical SEO



Robots.txt:

It's a text file that contains instruction for search engine robots or crawlers, that tells crawlers what to index and what not to index from your website.

Example:

User-agent:*

Disallow: /wp-admin/

Allow: /wp-admin/admin-ajax.php

Here,

User agent - Search Engines

* - All Search Engines

Disallow - Include file which you don't want search engine to crawl.

Robot Meta Tag:

Robots Meta Directives or meta tags is piece of code that provide instructions to crawlers how to crawl or index web page content.

Robot meta tag basically controls the instructions for particular web page (page Level).

Example-

<meta name="robots" content="parameter1,parameter2">

It is for all search engine robots

<meta name="googlebot" content="[DIRECTIVE]">

It is for only Google search engine.

Robot Meta Tag Parameters:

- Index
- No-Index
- Follow
- Nofollow
- Noimageindex
- None etc.



Redirects:

Redirect is the process of sending user and search engines to different URL from the one they originally requested.

3 most commonly used redirects are:

- **301 Redirect** - "Moved Permanently" Recommended
- **302 Redirect** - "Moved Temporarily" or "Found"
- **Meta Refresh**

301 Redirect:

It's called "moved permanently" as URL has been moved permanently to another URL. Link Equity - 301 redirects passes all (90-99%) the link equity or ranking power to redirected page(URL).

Example:

moving new domain permanently

Original domain: <http://www.abc.com>

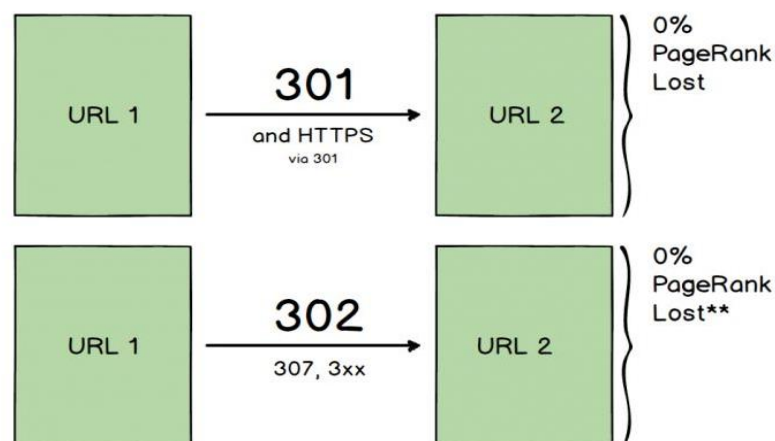
New domain: <http://www.xyz.com>

302 Redirect:

It's called "Found" or "Moved Temporarily" as URL has been moved temporarily to another URL for maintenance or some other purpose.

New Rules of 3xx Redirection

According to Google*



* Big caveat here. Proceed with caution.



Server Response code:

- 200 - "OK"
- 301 - "Moved Permanently"
- 302 - "Moved Temporarily"
- 403 - "Forbidden"
- 404 - "Page not found"
- 500 - "Internal Server Error"
- 502 - "Bad Gateway"
- 503 - "Service Unavailable"

Common status code classes

- 1xxs – Informational responses: The server is thinking through the request.
- 2xxs – Success! The request was successfully completed and the server gave the browser the expected response.
- 3xxs –Redirection: You got redirected somewhere else. The request was received, but there's a redirect of some kind.
- 4xxs – Client errors: Page not found. The site or page couldn't be reached. (The request was made, but the page isn't valid — this is an error on the website's side of the conversation and often appears when a page doesn't exist on the site.)
- 5xxs – Server errors: Failure. A valid request was made by the client but the server failed to complete the request.

Canonical Tag:

Canonical tag tells search engines which version of URL you want to display in search engines.

- It's a way of telling search engines that the specific URL is a master copy of a page.
- It prevents problem caused by identical or "duplicate" content appearing on multiple URL's.
- If you don't use canonical tag, search engine may dilute your ranking ability. Even if your page ranked, search engines may picked wrong URL to rank.

Sample Canonical Tag

```
<link rel="canonical" href="https://abc.com" />
```

404 Not Found:

This means the file or page that the browser is requesting wasn't found by the server.



- 404s don't indicate whether the missing page or resource is missing permanently or only temporarily like in case of 301 Redirects.
- Every site will have some pages that return 404 status codes, It's best practice to keep it under 10-15%.
- You can 301 redirect all the 404 status code to home page, but it's not always worth. It may confuse users who may not realize that the webpage they were trying to access doesn't exist.

Boiler Plate Content:

Boiler plate content basically means the duplicate or repeated content on your website that remain same for all pages of your site. For example, basically for any website Header and Footer section remains same for all the pages.

Corner Stone Content:

This is the main important landing page of your topic. Cornerstone content is the core of your website. It consists of the best, most important articles on your site; the pages or posts you want to rank highest in the search engines.

Rich Snippet:

Rich Snippets is the term used to describe structured data markup that site operators can add to their existing HTML, which in turn allow search engines to better understand what information is contained on each web page. It helps in increasing CTR.

- Go to <https://developers.google.com/search/docs/data-types/product>
- Select your type of business
- Go to example section on same page
- It will show 3-Types of code JSON-LD, RDFa, Microdata.
- Select JSON-LD OR Microdata and click on "See Markup"
- Edit the code shown and copy it.

Open Graph:

Open Graph is a technology first introduced by Facebook in 2010 that allows integration between Facebook and its user data and a website. Open Graph meta tags are snippets of code that control how URLs are displayed when shared on social media.

visit: <https://developers.facebook.com/tools/debug/>

