NAME : SREENIVAS A

DEPARTMENT: ELECTRONICS AND COMMUNICATION

ENGINEERING

COLLEGE : GOVERNMENT COLLEGE OF

TECHNOLOGY

NAAN MUDHALVAN COURSE: DIGITAL MARKETING

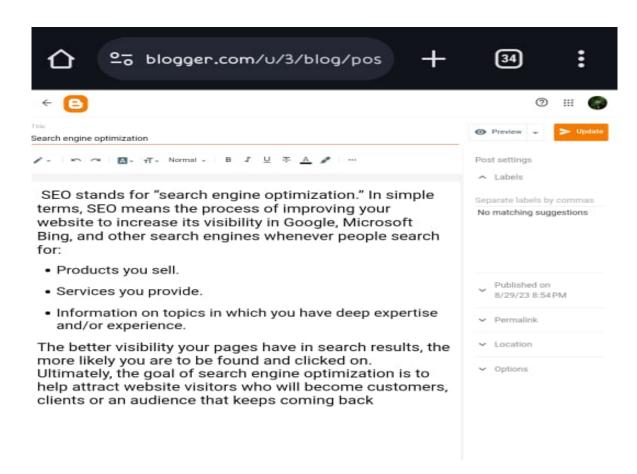
NAAN MUDHALVAN ID : AEA20D9240D3F2486F74A6A4DB175E3E

ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and wordpress. Customize the theme design and post new article with 500 words.

Blogspot:

https://www.blogger.com/u/3/blog/posts/340192203131671322?hl=en&tab=jj



2. Create and design a social media advertisement poster using canva.



WebsiteStructure

Developers can create a clean and well-structured website architecture that makes it easy for search engines to crawl and index the site's pages.

Page Speed

Optimizing website performance, including page load times, helps improve user experience and search engine rankings.

3

Mobile-Friendly Design

Developing websites with responsive design ensures that they are user-friendly and properly displayed on various devices, which is a ranking factor for search engines.

Image Optimization

Developers can compress images to reduce file sizes without sacrificing quality, which improves page load times and overall user experience..

5

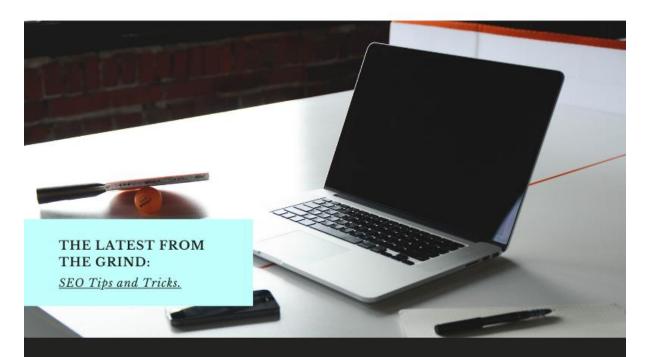
Minimizing Code

Cleaner and more efficient code can lead to faster load times and better search engine rankings.

3. Create email newsletter design using Mailchimp or canva tool.

THE TECHIEE FLY

The Monthly Newsletter of Sreenivas Labs.



SEARCH ENGINE OPTIMISATION TRENDS

Story by Sreenivas Arunachalam.

EXPLORING THE SEO:

Have you ever wondered how SEO can supercharge your business growth? Our recent blog post dives deep into the world of SEO, giving you a roadmap to boost your online visibility.

STRUCTURED DATA:

ntegrating structured data markup helps search engines understand the content on a page, potentially leading to enhanced search result displays (rich snippets).