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NAAN MUDHALVAN COURSE: DIGITAL MARKETING
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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://searchengine2003.blogspot.com/2023/08/search-engine-optimization.html>

Wordpress;

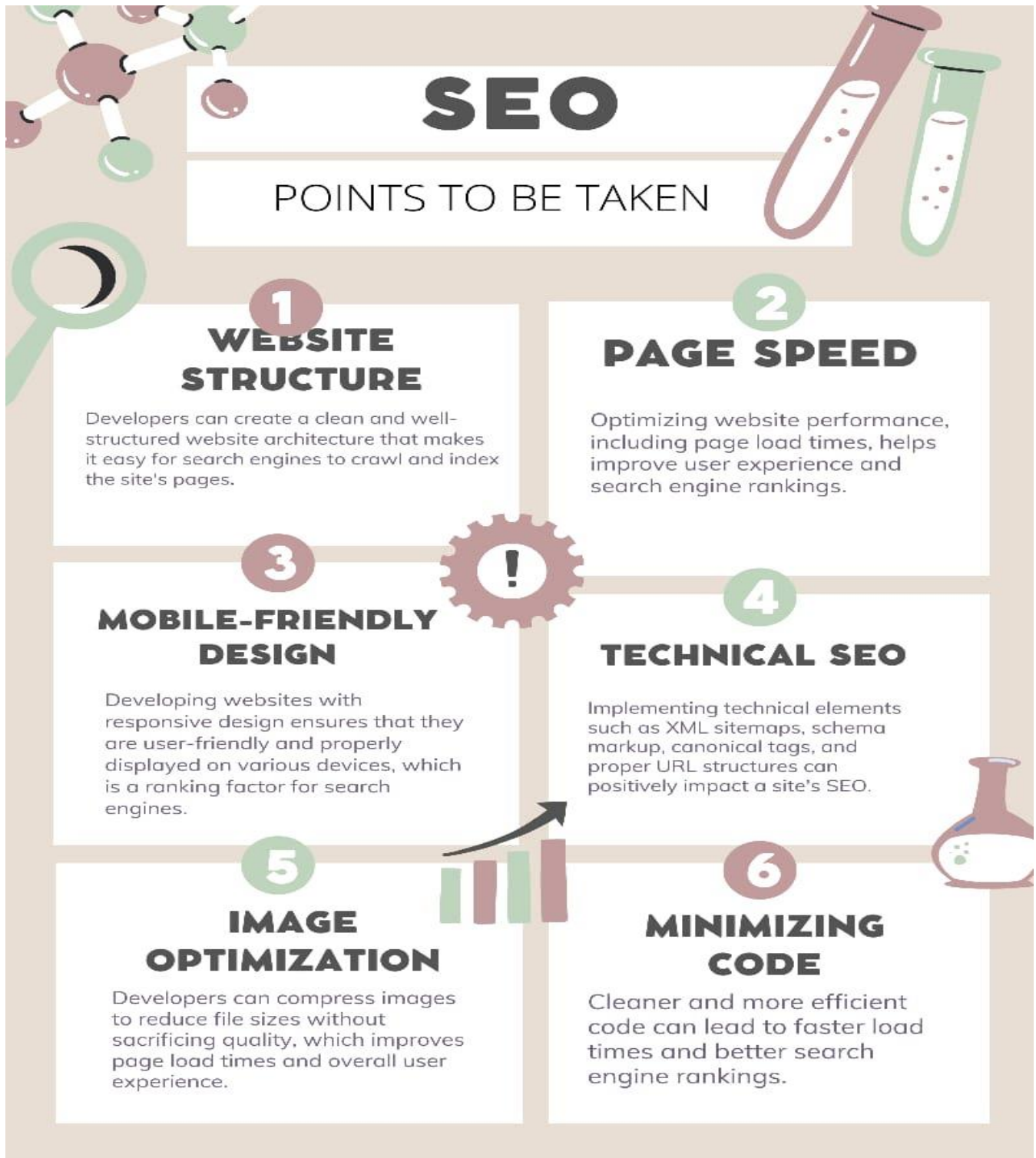
<https://manoharananbalagan2003.wordpress.com/2023/10/29/search-engine-optimization/>

search engine optimization

Oct 29, 2023 Uncategorized

SEO stands for Search Engine Optimization. It's the process of optimizing a website or online content to improve its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to increase organic (unpaid) traffic to a website by making it more relevant and valuable to both users and search engines. SEO involves various techniques, including optimizing website structure, using relevant keywords, creating high-quality content, improving page load speed, optimizing images, building backlinks from reputable sources, and more. By following these practices, websites can improve their chances of appearing higher in search engine results when users search for relevant topics or keywords. This can lead to increased website traffic and potential business growth.

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



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

