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ENGINEERING

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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/searchengine-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.

WEEKLY NEWSLETTER

VOL. 01

We're back with another edition of Deva's newsletter, bringing you the latest insights straight from our blog. Let's take a look at what's new and exciting in the world of digital marketing!

UNLEASHING THE POWER OF 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.

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STRUCTURED DATA

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

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