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DEPARTMENT: ELECTRONICS AND COMMUNICATION

ENGINEERING

COLLEGE : GOVERNMENT COLLEGE OF

TECHNOLOGY

NAAN MUDHALVAN COURSE: DIGITAL MARKETING

NAAN MUDHALVAN ID : 665F1696A461B8FB0AA4E1D1A869C661

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:

 $\frac{https://searchengine optimization 023.blog spot.com/2023/08/seo-and its-importants.html}{and its-importants.html}$

Wordpress: https://sant20fec39.wordpress.com/2023/10/29/seo-and-itsimportance/

SEO and it's importance.

Oct 29, 2023 Uncategorized

SEO, or Search Engine Optimization, is crucial for improving a website's visibility on search engines like Google. It involves optimizing various elements of a website to rank higher in search engine results pages (SERPs). Good SEO practices can lead to increased organic (unpaid) traffic, better user experience, and higher chances of reaching your target audience. By using relevant keywords, creating quality content, optimizing site structure, and building backlinks, you can enhance your website's chances of being discovered by users searching for related information or products/services.

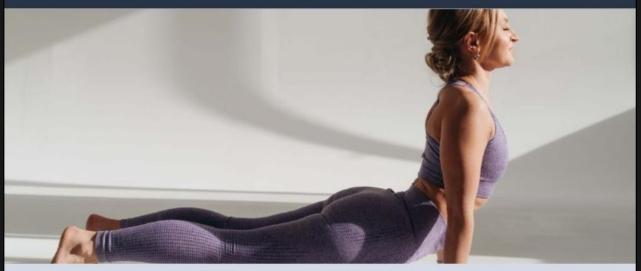
some fundamental steps of SEO:



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

 $\frac{https://searchengineoptimization 023.blog spot.com/2023/09/how-we-aredoing.html}{}$





How are we doing?

Dear Community,

Your yoga experience matters greatly to us, and we're eager to hear your thoughts! Help us enhance your time on the mat by taking a brief moment to complete our Customer Satisfaction Survey. Your feedback is a vital part of shaping the future of our studio, and as a thank you, we're offering an exclusive 10% discount on your next class package. Your insights propel us forward, and we're excited to evolve together.

Namaste, By Santa..

Create email newsletter design using Mailchimp or canva tool

 $\frac{https://searchengine optimization 023.blog spot.com/2023/09/timeline-design processing.html}{design processing.html}$

TIMELINE

DESIGN PROCESS

1. BRIEF

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2. BRAINSTORM

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3. SKETCH

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4. SOLUTION

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5. DESIGN

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6. REVISION

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7. PRESENTATION

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8. DELIVER

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