

Strategies for Digital Marketing

1. Search engine optimization

a) User ratings

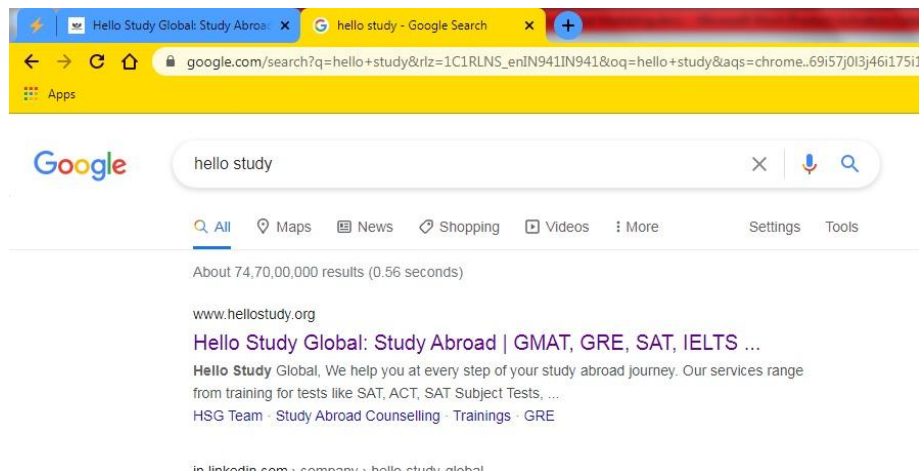
On the official website of Hello study global ratings by students can be given because it is seen that user ratings make website more authenticated and increases traffic on website which makes search engine recommend it more often.

Especially, it is observed that engines like yahoo or bing recommend website with more user ratings.

b) Sub divisions

Search engines prefer to show content relevant for users. For this sub divisions can be created in website.

For example- Right now if we search hello study global on search engine it looks like this -



But it can be changed to this format-

www.imsindia.com ▾

IMS

India's leading national coaching institute provides personalised counselling and preparation for MBA entrance tests like CAT, XAT, SNAP, NMAT, CET, etc in ...

Student Zone

Student Zone · CAT · CMAT · CET
· GMAT · GRE · Bank Exams ...

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...

CAT

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The benefit of sub dividing website in this form is that due to more information it becomes easier for engine to locate our website. Also, it becomes easier for users to navigate

website. Through this format more data can be stored on website and in an organised manner.

c) Search bar

A search bar can be putted on website to find specific information. This makes website easy to navigate which result in more traffic on website. Most of companies don't use this feature which can give us edge over them.

d) Blogs on website

The blogs already present on website of Hello study Global are too short. Whereas it is always said that content on website should be lengthy as it contains more keywords which make website easy to be located by the search engines. Blogs are the best ways to increase keywords on sites.

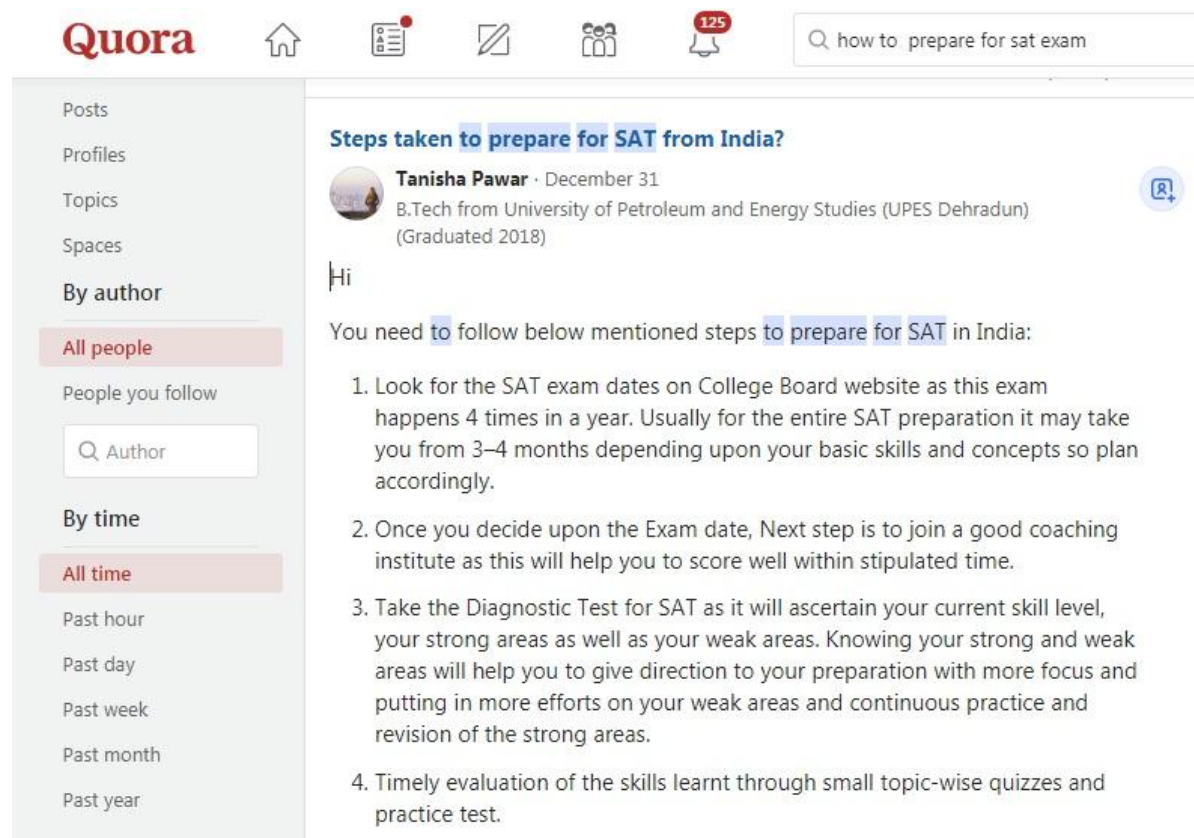
Keywords like “exam preparation”, “Abroad study” etc. should be repeated on website. This can be done through more blogs on website or more lengthy blogs.

2) Using question and answer websites

Many websites such as Quora, Reditt, Yahoo answers, stack exchange etc. can be used as good source of digital marketing. On these question and answer websites it is generally observed that people are asking questions relating to training programs. Those people can be targeted and can be easily attracted towards our organization.

For example-

This is Screenshot of people asking for how to prepare for these exams.



The screenshot shows a Quora interface. At the top, the Quora logo is on the left, and navigation icons (home, feed, write, people, notifications) are in the center. A search bar on the right contains the text 'how to prepare for sat exam'. On the left sidebar, under 'By author', the 'All people' filter is selected. The main content area displays a post titled 'Steps taken to prepare for SAT from India?' by Tanisha Pawar, dated December 31. The author's bio states 'B.Tech from University of Petroleum and Energy Studies (UPES Dehradun) (Graduated 2018)'. The post begins with 'Hi' and 'You need to follow below mentioned steps to prepare for SAT in India:'. It then lists four steps: 1. Look for the SAT exam dates on College Board website as this exam happens 4 times in a year. Usually for the entire SAT preparation it may take you from 3-4 months depending upon your basic skills and concepts so plan accordingly. 2. Once you decide upon the Exam date, Next step is to join a good coaching institute as this will help you to score well within stipulated time. 3. Take the Diagnostic Test for SAT as it will ascertain your current skill level, your strong areas as well as your weak areas. Knowing your strong and weak areas will help you to give direction to your preparation with more focus and putting in more efforts on your weak areas and continuous practice and revision of the strong areas. 4. Timely evaluation of the skills learnt through small topic-wise quizzes and practice test.

We can directly approach these people through these websites only. It would be better if our students answer them on these websites.

These kinds of questions are there on numerous questions and answer websites.

3) Google ads

Google ads can be a great source for digital marketing as Google shows its ads always on top. Also, Google taps preferences of users by using cookies. So, with help of Google we can easily approach to target clients. It can boost traffic on page by 200% easily.

Similarly Ads on Facebook, Instagram etc. can help to reach targeted audience easily.

“These are some of improvements that can be made for digital marketing by Hello Study Global. In my opinion it can increase reach of website.”