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# Digital Marketing Assignment –

## Module 2

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### Basic:

#### 1. Why online marketing is preferred more than offline marketing?

Online Marketing	Offline Marketing
Online Marketing means promotion of product and services through digital media or electronic mediums like – SEO, SEM, PPC, etc.	Offline Marketing means promotion of products and services through TV, Telephone, Broadcast, Door to Door, Sponsorship, etc.
Online marketing is more cost effective.	Offline marketing is not cost effective.
It is efficient and fast for brand building.	It is not so good for brand building.
Online marketing is easy to measure with the help of analytics tools.	Offline marketing is difficult to measure because there are no proper tools which can measure the outcome of marketing.
Online marketing includes – SEO – Search Engine Optimization PPC – Pay Per Click Web Design Content Marketing Social Media Marketing Email Marketing	Offline marketing includes – T.V. Advertisements Radio Banner Ads Broadcast Sponsorship Print Ads.

#### 2. What is SEO?

SEO stands for “search engine optimization.”

It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

It aims to improve your website’s position in search results pages. Remember, the higher the website is listed, the more people will see it.

Good SEO involves many different activities, such as:

- Identifying relevant keywords with good search traffic potential
- Creating high-quality, useful content and optimizing it for search engines and for users
- Including relevant links from high-quality sites
- Measuring the results

Two types of SEO:

- On –page SEO
- Off-page SEO

On-Page SEO	Off-Page SEO
It focuses on optimizing parts of your website that are within your control.	It focuses on increasing the authority of your domain through content creation and earning backlinks from other websites.
It looks at what your site (or your page) is about.	It looks at how authoritative and popular your website is.
<b>What you rank for</b> is largely determined by on-page factors.	<b>How high you rank</b> in the search results is largely determined by off-page factors.

## Intermediate:

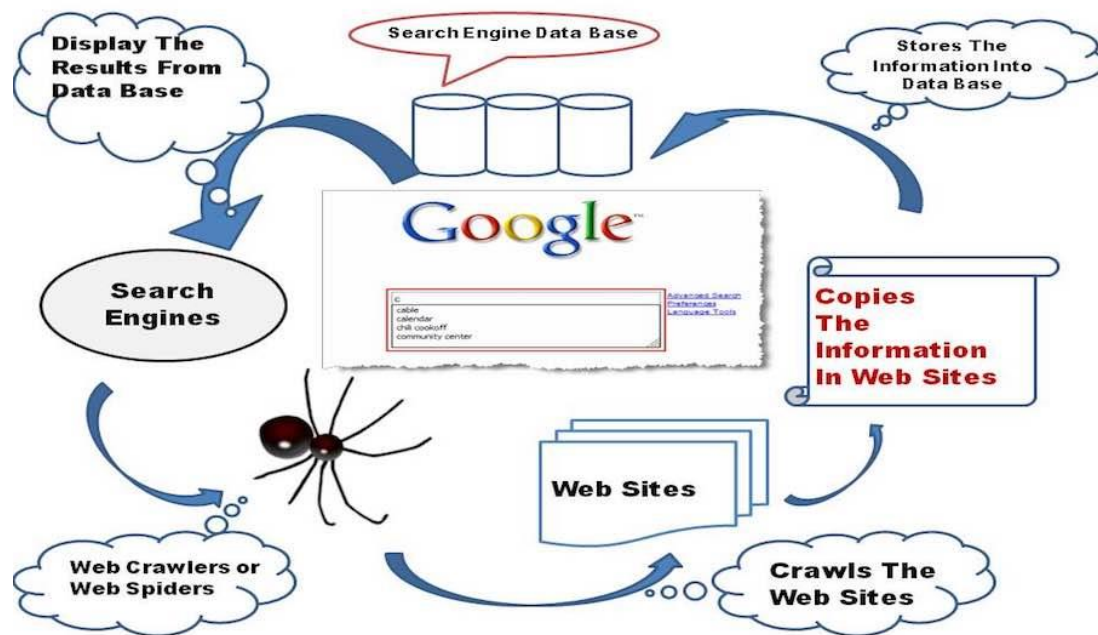
### 1. Create the plan for generating outbound traffic for <https://www.tops-int.com>.

Many businesses struggle to come up with new and innovative ways to increase website traffic. If you're looking to increase website traffic with both organic and paid ways, here are 10 methods that are proven to yield results.

- Perform Keyword Research
- Create Memorable Content
- Write Guest Post
- Keep Active Social Media Pages
- Use Advertisement to increase Website Traffic
- Send Email Newsletters
- Influencer Outreach
- Create a Helpful Industry Tool or Content
- Submit Press Releases to Influential Publications
- Exchange Backlinks.

### 2. How does the search engine work?

Search engines work by crawling hundreds of billions of pages using their own web crawlers. These web crawlers are commonly referred to as **search engine bots** or **spiders**. A search engine navigates the web by downloading web pages and following links on these pages to discover new pages that have been made available.



### The Search Engine Index:

Webpages that have been discovered by the search engine are added into a data structure called an index.

The index includes all the discovered URLs along with a number of relevant key signals about the contents of each URL such as:

- The **keywords** discovered within the page's content – what topics does the page cover?
- The type of **content** that is being crawled (using microdata called Schema) – what is included on the page?
- The **freshness** of the page – how recently was it updated?
- The previous **user engagement** of the page and/or domain – how do people interact with the page?

### Advanced:

#### 1. Build a website in wix.com on one of the following services:

Restaurant  
Online gift store  
Art gallery  
Event management

<https://resham1511chandani.wixsite.com/online-gift-store>

Visit link for the website on wix.

Add some add-ons to your website like social links and share, online chat, image gallery, different menus.

I have added all this add-ons in my website.

Include lead generation form and thank you page in your website.

Lead generation form and thank you page is also added in the website.

**2. Perform the complete on-page SEO for the [www.sling-tech.com](http://www.sling-tech.com) along with SEO title tag, meta tags, keywords, links, content.**

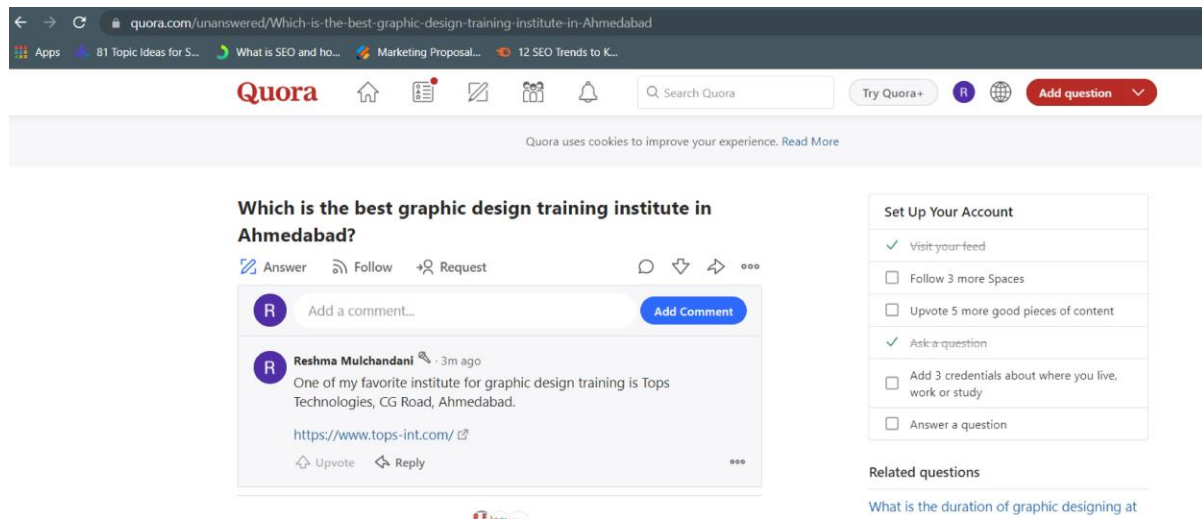
SEO for the website – [www.sling-tech.com](http://www.sling-tech.com) is as follows:

Title Tag:	Slingshots Bands and Slingshot Ammo - Sling-Tech Is All Things Slingshot
Meta Description Tag:	Sling-Tech.com has Slingshots, Bands, Slingshot Ammo, and Accessories for the slingshot shooter. No matter what your slingshot needs, we here for you!
Meta Robots Tag:	Index, Follow
Keywords:	No Meta Keyword property included.
Meta property="og : title"	Slingshots Bands and Slingshot Ammo
Meta property="og : description"	Sling-Tech.com has Slingshots, Bands, Slingshot Ammo, and Accessories for the slingshot shooter. No matter what your slingshot needs, we here for you!
Meta property="og : url"	<a href="https://sling-tech.com/">https://sling-tech.com/</a>
Meta property="og:site_name"	Sling-Tech
Links – Canonical:	<a href="https://sling-tech.com/">https://sling-tech.com/</a>
Content:	

**3. Create backlinks for [www.tops-int.com](http://www.tops-int.com) using different off-page SEO techniques. → social bookmarking, → classifieds → forum posting → review submission.**

Tops Backlinks generated at following forums:

Website Name	Link to the site
<a href="https://www.thephotoforum.com/">https://www.thephotoforum.com/</a>	<a href="https://www.thephotoforum.com/threads/perspective-tool.426687/">https://www.thephotoforum.com/threads/perspective-tool.426687/</a>
<a href="https://www.quora.com">www.quora.com</a>	<a href="https://www.quora.com/unanswered/Which-is-the-best-graphic-design-training-institute-in-Ahmedabad">https://www.quora.com/unanswered/Which-is-the-best-graphic-design-training-institute-in-Ahmedabad</a>



#### 4. Create a blog on word press for latest SEO trends in market.

Written a blog on WordPress.com.

The link of the blog is given below:

##### **Traditional Marketing vs. Digital Marketing**

[https://digitalmarketingvstraditionalmarketing756336687.wordpress.com/2022/02/19/digital-marketing/?preview\\_id=16&preview\\_nonce=3026a5a846&preview=true](https://digitalmarketingvstraditionalmarketing756336687.wordpress.com/2022/02/19/digital-marketing/?preview_id=16&preview_nonce=3026a5a846&preview=true)

##### **Latest SEO Trends:**

[https://digitalmarketingvstraditionalmarketing756336687.wordpress.com/2022/03/07/latest-seo-trends/?preview\\_id=37&preview\\_nonce=15f817f980&preview=true](https://digitalmarketingvstraditionalmarketing756336687.wordpress.com/2022/03/07/latest-seo-trends/?preview_id=37&preview_nonce=15f817f980&preview=true)

View the blog on above link.

Thank You.