

Week 2 - Day 09 (8 July 2025)

9.1 All About Canva Designing

During our training program, we had an engaging and creative session on **Canva**. The focus of the day was to explore how designing tools can enhance digital marketing efforts and how **AI features in Canva** simplify and speed up the design process.

We began by learning the **basics of Canva**, including how to:

- Choose templates
- Use elements, fonts, and colors
- Create posters, social media posts, and presentations

The trainer demonstrated how Canva empowers even non-designers to create professional-quality designs with ease.

AI-Powered Tools in Canva

We explored several innovative AI tools that make designing more efficient:

- **Magic Write** – Generates creative text and captions.
- **Text to Image** – Creates images from written prompts.
- **Background Remover** – Instantly cleans or changes image backgrounds.
- **Resize and Magic Edit** – Adjusts and customizes designs for different platforms automatically.

We also practiced creating a **poster and a social media graphic** using these tools. It was fascinating to see how quickly ideas could be transformed into polished designs using Canva's AI capabilities.

Overall, the session provided **practical skills in AI-based graphic design**, demonstrating how **creativity and technology** combine to produce professional results efficiently. These skills are highly valuable for digital marketing campaigns and content creation.

Brief Introduction on SEO

What is the Meaning of SEO?

SEO (Search Engine Optimization) refers to the process of improving a website's visibility and ranking on search engines like Google. It helps attract organic (non-paid) traffic to a website.

How Does Google Work?

Google uses **web crawlers** (bots) to scan and index pages from across the internet. It then ranks these pages based on **relevance, content quality, and user experience** using complex algorithms.

Why is SEO Important for Every Webmaster?

SEO ensures that a website is easily discoverable by users searching for relevant content. It:

- Increases organic visibility
- Builds credibility and trust
- Improves website traffic and engagement
- Supports long-term digital marketing success

Types of SEO

- **On-Page SEO** – Optimizing content, meta tags, headings, and internal links.
 - **Off-Page SEO** – Building backlinks, social sharing, and external engagement.
 - **Technical SEO** – Enhancing site speed, mobile-friendliness, and crawlability.
 - **Local SEO** – Optimizing for location-based searches and Google My Business listings.
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Topic: Canva Designing and Introduction to SEO

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