



TOPS TECHNOLOGIES

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Digital Marketing

Modules

Module 1 - [Fundamentals]

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Level-1

Digital Marketing



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Introduction

Marketing :

What is Marketing ?

Marketing is the process of promoting and selling products or services to customers. It includes activities like advertising, branding, social media promotion, and customer engagement to attract people and encourage them to buy. The main goal of marketing is to understand customer needs and create strategies to fulfill them while growing a business.

How do we Marketing ?

Marketing is a way to promote a business and encourage customers to buy products or services. It involves a variety of activities, including market research, content creation, and social media marketing.

Steps in marketing:-

- **Understand your audience:** Identify your target audience, their needs, and where they are online
- **Conduct market research:** Gather and analyze data about your target market and competitors
- **Define your goals:** Set measurable goals that align with your business objectives

What is Digital Marketing ?

Digital marketing is the way businesses promote their products or services online using the internet. It includes social media, websites, online ads, emails, and SEO to reach more people and grow sales. It helps businesses connect with the right customers at the right time! 

- **Create a unique selling proposition (USP):** Identify what makes your business distinct from competitors
- **Choose your marketing channels:** Decide which channels to use to reach your target audience
- **Create content:** Create content that builds relationships with customers and improves your online visibility
- **Implement your strategy:** Put your marketing plan into action
- **Track and improve:** Continuously monitor and improve your marketing efforts

Digital marketing Platforms and Strategies

Popular Digital Marketing Platforms:

Google – SEO, Google Ads, and YouTube marketing.

Facebook & Instagram – Social media marketing and paid ads.

LinkedIn – B2B marketing and networking.

Twitter (X) – Brand awareness and customer engagement.

YouTube – Video marketing and ads.

Digital marketing Platforms and Strategies

Email Marketing Tools – Mailchimp, HubSpot, etc.

Affiliate Marketing Networks – Amazon Associates, CJ Affiliate, etc.

Digital marketing Platforms and Strategies

Effective Digital Marketing Strategies:

Search Engine Optimization (SEO) – Improve website ranking on Google.

Content Marketing – Create blogs, videos, and infographics to attract users.

Social Media Marketing – Promote through Instagram, Facebook, LinkedIn, etc.

Pay-Per-Click (PPC) Advertising – Run paid ads on Google and social media.

Email Marketing – Send newsletters, offers, and updates to customers.

Digital marketing Platforms and Strategies

Affiliate Marketing – Partner with influencers to promote products.

Influencer Marketing – Collaborate with social media influencers.

Video Marketing – Use YouTube, Instagram Reels, and TikTok for promotions.

Remarketing/Retargeting – Show ads to people who visited your website.

Digital Marketing vs Traditional Marketing



Different Stages Digital Marketing :

Customer Acquisition, Branding, retention, Servicing, Increasing touch Points, and the best part is it can be specifically targeted to your specific users.

- Customer acquisition
- Branding
- Retention
- Servicing
- Increase touch points
- Targeted to the actual user

Why Digital Marketing ?

Digital marketing is important because it helps businesses reach more people online, where most customers spend their time. It is cost-effective, allows targeted advertising, provides quick results, and helps track performance easily. Unlike traditional marketing, digital marketing lets businesses connect with the right audience through social media, search engines, emails, and websites, increasing sales and brand awareness.

- Email Marketer** – Sends emails to attract and retain customers.
- Affiliate Marketer** – Promotes products and earns commissions.
- Data Analyst** – Tracks and studies website traffic and marketing results.
- E-commerce Marketer** – Grows online store sales through digital strategies.
- Influencer Marketer** – Works with influencers to promote brands.

Benefits of Digital Marketing over Traditional Marketing

- Reduced Cost
- Real time results
- Easy to target audience
- Higher exposure
- Higher engagement
- Quicker Publicity
- Easy Analytics

Digital Marketing Activities

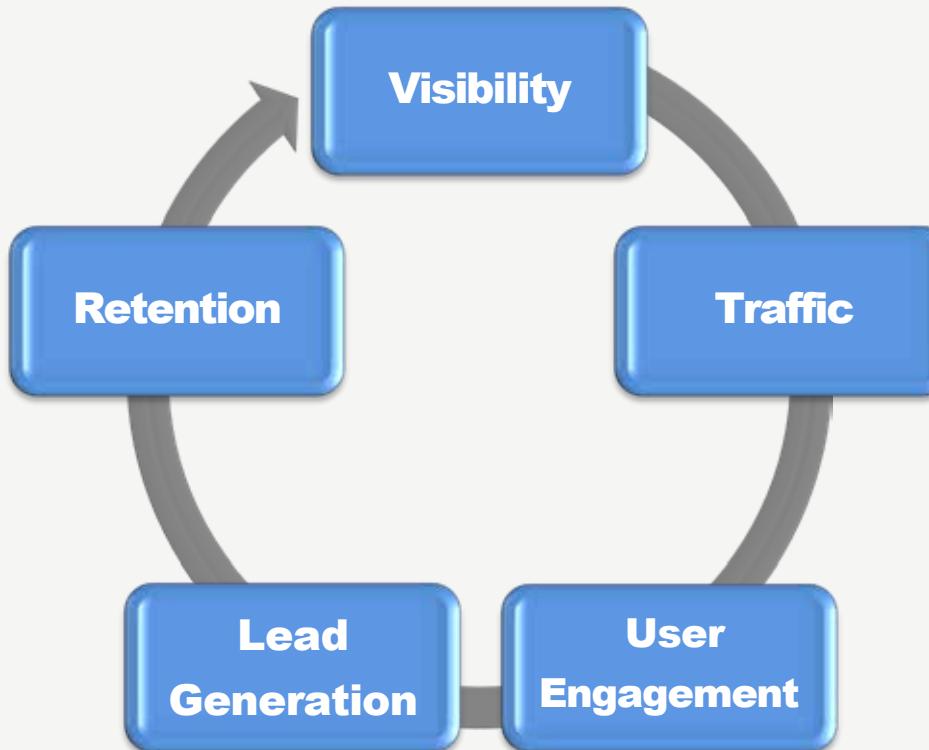
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Content Automation
- Campaign Marketing
- E-commerce Marketing
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)
- E-mail Direct Marketing
- Display Advertising

Different Ways Digital Marketing

- Website Design
- Digital Advertisement
- SEO
- SEM
- Email Marketing
- Social Media
- Content Marketing
- Analytics
- PR



Digital Marketing Work Cycle



Marketing Goals

Marketing goals are specific objectives businesses set to grow and succeed. They provide direction, help measure success, and improve decision-making.

Common Marketing Goals:

- **Increase Brand Awareness** – Make your brand more visible through social media, ads, influencer marketing, and SEO to ensure more people recognize and trust it.
- **Generate Leads** – Attract potential customers by offering valuable content, running targeted ads, using email marketing, and optimizing landing pages to convert visitors into leads.

Marketing Goals

- **Boost Sales** – Improve conversion rates by using promotions, personalized marketing, upselling, and improving the customer experience to encourage more purchases.
- **Improve Engagement** – Strengthen customer relationships by interacting on social media, responding to queries, running loyalty programs, and using personalized communication.
- **Expand Reach** – Enter new markets or target new audiences by launching region-specific campaigns, optimizing for different languages, using partnerships, and testing new platforms.

Latest Digital Marketing Trends.

- **AI-Powered Marketing** – AI automates content, chatbots, and data analysis for better personalization.
- **Voice Search Optimization** – Optimizing content for smart assistants like Alexa and Google Assistant.
- **Short-Form Video Content** – Platforms like TikTok, Instagram Reels, and YouTube Shorts dominate.
- **Influencer & Micro-Influencer Marketing** – Small influencers with engaged audiences drive better results.

Latest Digital Marketing Trends.

- **Personalization & AI-Driven Content** – Tailored experiences based on user behavior and data.
- **Social Commerce & Shoppable Posts** – Direct shopping on Instagram, TikTok, and Facebook.
- **Interactive & Immersive Content** – AR, VR, quizzes, and live shopping for higher engagement.
- **Zero-Click Searches & Featured Snippets** – Optimizing content for direct answers on Google.

Latest Digital Marketing Trends.

- **Sustainability & Ethical Marketing** – Eco-friendly and socially responsible branding.
- **Metaverse & Virtual Marketing** – Brands using virtual spaces for customer engagement.

Marketing Funnel



What is a Marketing Funnel?

A Marketing Funnel is the journey a customer takes from first discovering your brand to making a purchase. It helps businesses understand how to attract, engage, and convert customers.

Stages of a Marketing Funnel:

Awareness

- This is the first stage where potential customers discover your brand.
- They might see your business through social media posts, online ads, SEO (Google searches), influencer marketing, or word of mouth.
- The goal is to attract attention and make people aware of what you offer.

Consideration

- At this stage, people are interested but still deciding.
- They research your products, read reviews, compare with competitors, and check your website or social media for more details.
- Businesses should provide valuable content, testimonials, and offers to convince potential buyers.

Conversion

- The customer decides to make a purchase or take the desired action (like signing up or booking a service).
- A smooth checkout process, discounts, strong CTAs (Call to Actions), and good customer service can increase conversions.

Loyalty

- After purchasing, customers should have a great experience so they return for repeat purchases.
- Loyalty programs, personalized offers, follow-up emails, and excellent support help retain customers. |

Advocacy

- Happy customers become brand ambassadors and recommend your products to others.
- They leave positive reviews, share experiences on social media, and refer friends and family.
- Businesses can encourage this by offering referral programs, incentives, and engaging with customers online

Key Metrics & Ratios

- **CTR (Click-Through Rate)** – % of people who click on an ad or link.
- **Conversion Rate** – % of visitors who take action (buy, sign-up, etc.).
- **Bounce Rate** – % of visitors who leave without interaction.
- **CAC (Customer Acquisition Cost)** – Cost to gain a new customer.
- **ROAS (Return on Ad Spend)** – Revenue earned per ad spend.

Key Metrics & Ratios

- **Profit Margin** – Profit after deducting expenses.
- **ROI (Return on Investment)** – Profitability of an investment.
- **Customer Lifetime Value (CLV)** – Total revenue from a customer over time.
- **Churn Rate** – % of customers who stop using a service.
- **Retention Rate** – % of customers who stay loyal.

Case Studies of Digital Campaigns

Successful digital marketing campaigns use websites to attract and engage customers. Here are some examples:

- Nike's Online Store** – Uses a user-friendly website with strong branding and digital ads to enhance customer experience.
- Maggie's Digital Marketing Strategy** – Engages customers through interactive campaigns, recipe-based content, and social media trends to maintain brand loyalty.
- Coca-Cola's Social Media Integration** – Connects website content with social media to boost engagement and brand awareness..

Careers in Digital Marketing

Digital marketing offers many job opportunities. Here are some popular roles:

- SEO Expert** – Helps websites rank higher on Google.
- Content Creator** – Writes blogs, makes videos, and posts on social media.
- Social Media Manager** – Handles Instagram, Facebook, and other platforms for brands.
- Ads Specialist** – Runs paid ads on Google, Facebook, and other websites.

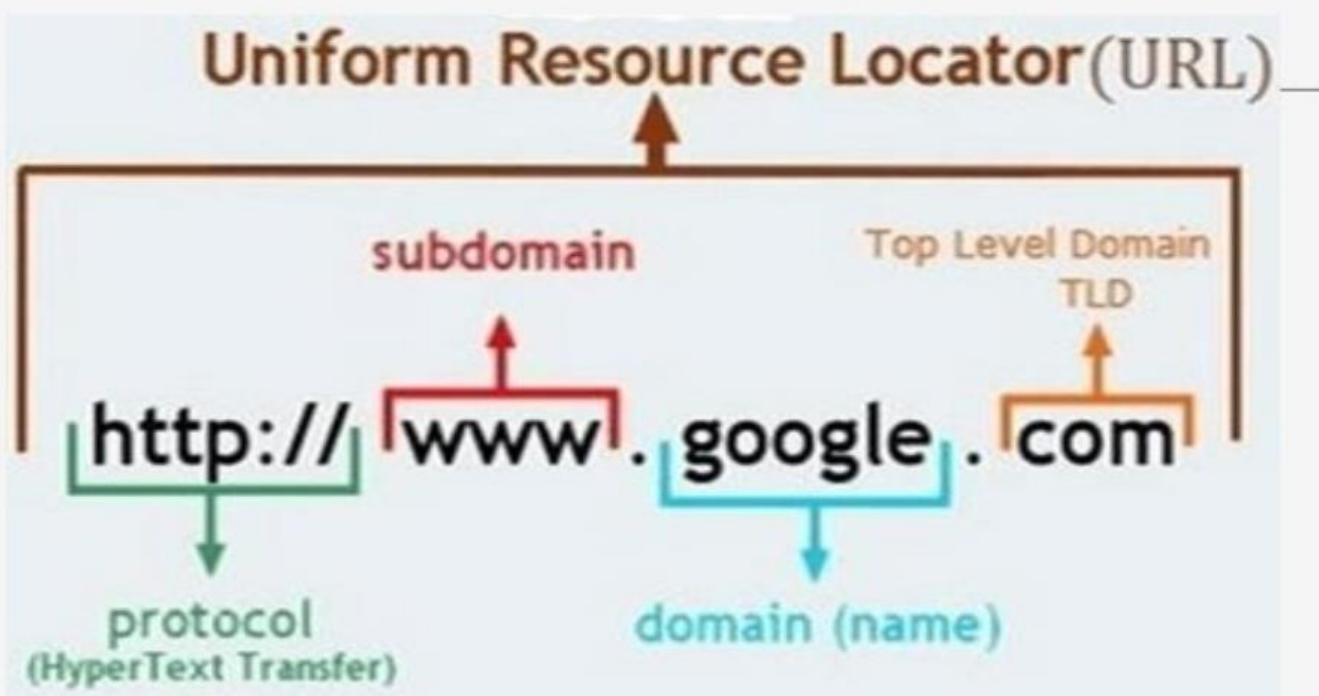


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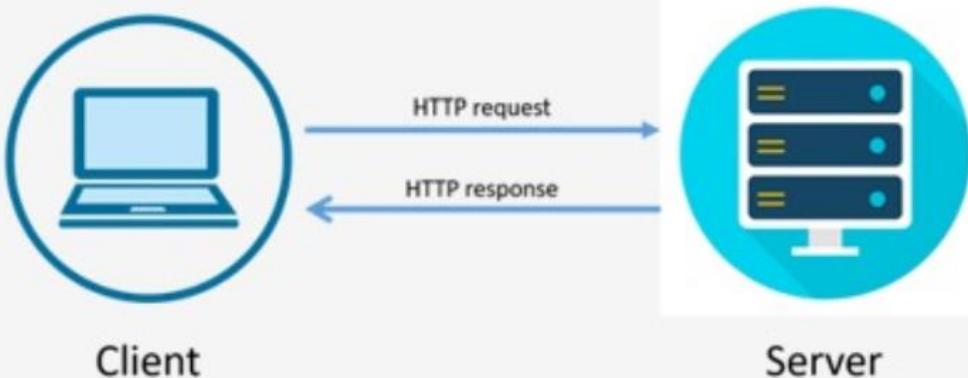
Module - 1

[Digital Marketing]

URL



HTTP :



HTTPS :

- Secure version of HTTP.
- Used for secure communication on world wide web

What is HTTPS/SSL Update?

1. HTTP (HyperText Transfer Protocol)

- A protocol used for transferring data between a web browser and a website.
 - Example: **http://www.example.com**
 - Not secure as data is sent in plain text.
- .

What is HTTPS/SSL Update?

2. SSL (Secure Sockets Layer)

- A security technology that encrypts data for safe transmission.
- When SSL is enabled, HTTP becomes HTTPS (<https://>).
- Example: <https://www.example.com>
- Ensures data privacy and security by encrypting information.

WWW :

Stands for World Wide Web. It's a way to access the any web page from server.

The World Wide Web is a system of interlinked hypertext webpages accessed via the Internet

Domain Name

- A unique name that identifies a website on the internet.
- Example: www.tops-int.com
- Includes a Top-Level Domain (TLD) (e.g., .com in the example).
- TLD is the domain extension (e.g., .com, .in, .edu, .org).

<https://www.flipkart.com/>

<https://www.irctc.co.in/>

<https://www.allegro.pl/>

<https://www.johnlewispartnership.co.uk/>

<https://www.uidai.qov.in/>

Internet Browsers :

Software applications for accessing information on world wide web.

Website :

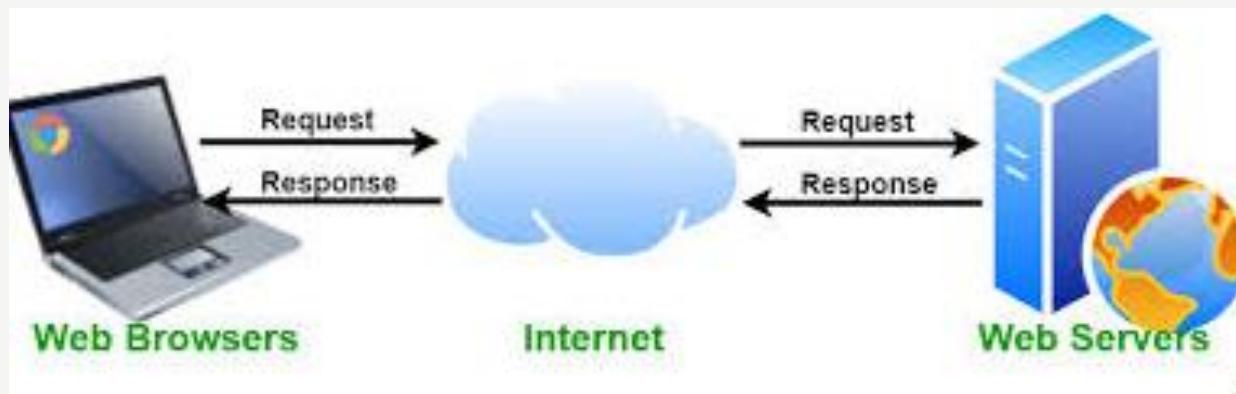
Set of related web pages located under a single domain name

Web Pages :

The page you see on the computer or mobile when you visit any website

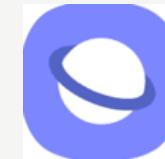
Web Server

A web server is a system that stores, processes, and delivers website content to users over the internet. It responds to requests from web browsers and serves web pages, images, videos, and other resources. Popular web servers include Apache, NGINX, and Microsoft IIS.



Browsers

- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Apple Safari
- Opera
- Brave
- Vivaldi
- Tor Browser
- Samsung Internet
- UC Browser



How to create a Customer Persona?

Competitor Research	Competitive research involves identifying your competitors, evaluating their strengths and weaknesses and evaluating the strengths and weaknesses of their products and services.
Customer Persona	A customer persona (also known as a buyer persona) is a semi-fictional archetype that represents the key traits of a large segment of your audience, based on the data you've collected from user research and web analytics.
Business Model	A business model describes how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. Example: B2B, B2C, D2C, and Marketplace model.
Unique Selling Proposition	In marketing, USP is the marketing strategy of informing customers about how one's brand or product is superior to its competitors.
Target Segment	A target segment is a group of customers within a business's serviceable available market at which a business aims its marketing efforts and resources.
Brand Personality	It is a framework that helps a company or organization shape the way people feel about its product, service, or mission.
Tone of Voice	A tone of voice is not what you say, but how you say it. This encompasses not only the words you choose, but their order, rhythm and pace.

Business Model

A business model explains how a company operates and makes money.
It includes:

Value Proposition – What problem does the business solve?

Target Customers – Who will buy the product or service?

Revenue Streams – How does the company make money?

Cost Structure – What are the expenses involved?

Example Business Models:

- **E-commerce Model** – Selling products online (e.g., Amazon, Flipkart).
- **Subscription Model** – Customers pay regularly for access (e.g., Netflix, Spotify).
- **Franchise Model** – A brand licenses its business to others (e.g., McDonald's, KFC).



Competitor Research

Competitor research involves analyzing other businesses in your industry to understand their strategies, strengths, and weaknesses.

Key aspects to study:

- **Products & Services** – What do they offer?
- **Pricing Strategy** – How do they price their products?
- **Marketing & Branding** – How do they attract customers?
- **Customer Feedback** – What do customers like or dislike?

Competitor Research

Methods to conduct competitor research:

- Check their website & social media (Facebook, Instagram, LinkedIn, etc.).
- Read customer reviews on Google, Trustpilot, etc.
- Use competitor analysis tools like SEMrush, Ahrefs, or SimilarWeb.

Example:

- If you are launching a clothing brand, researching companies like Zara, H&M, or local competitors can help you understand market trends and pricing strategies.

ZARA



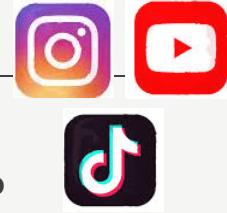
Market Research

Market research helps businesses understand their industry, customers, and demand.

Types of Market Research:

- **Primary Research** – Direct interaction with customers through surveys, interviews, or focus groups.
- **Secondary Research** – Using existing data from reports, industry publications, and competitor analysis.

Market Research



Key factors to analyze:

- **Customer Needs & Preferences** – What are people looking for?
- **Market Trends** – What's in demand right now?
- **Market Size & Growth** – How big is the potential customer base?
- **Best Marketing Channels** – Where do customers engage the most?

Example:

If you plan to start a food blog, research which topics (recipes, street food, restaurant reviews) are trending and where people engage the most (YouTube, Instagram, TikTok).



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Module - 2

[Digital Marketing]

Digital Marketing

- Digital marketing refers to the use of online platforms, digital technologies, and strategies to promote products, services, or brands to a target audience. It encompasses various online marketing tactics to drive traffic, generate leads, and increase sales.



Online Marketing

- Online marketing, also known as internet marketing or digital marketing, is the practice of promoting products, services, or brands using the internet. It includes various strategies to reach and engage customers through online channels.



Planning

What is Planning?

- Planning is the process of setting goals, defining strategies, and outlining steps to achieve desired outcomes efficiently. It helps individuals and organizations make informed decisions, allocate resources effectively, and stay on track toward their objectives.



Planning

Types of Planning

- **Strategic Planning** – Long-term planning focused on overall goals and vision.
- **Tactical Planning** – Short-term, detailed plans that support strategic objectives.
- **Operational Planning** – Day-to-day plans that ensure smooth business operations.
- **Financial Planning** – Managing budgets, expenses, and investments.
- **Marketing Planning** – Strategies for promoting products or services.
- **Personal Planning** – Setting personal goals related to career, finance, and lifestyle

Planning

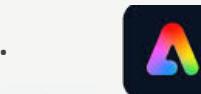
Why is it Important?

- Saves time & money
- Targets the right audience
- Improves marketing results



Planning Tools

- **Google Analytics** – Tracks website traffic.
- **Google Ads Planner** – Helps in keyword research.
- **SEMrush / Ahrefs** – SEO & competitor analysis.
- **Canva / Adobe Express** – Design marketing visuals.
- **Hootsuite / Buffer** – Social media scheduling.
- **Trello / Asana** – Manages projects & campaigns.
- **Mailchimp / HubSpot** – Email marketing & automation.
- **Google Trends** – Finds trending topics.



Visibility

- your website, blog, social media accounts, advertisements are mechanisms to increase visibility.
- In principal the search engines are the biggest tools for increasing visibility.
- The user searches for something in Google and he shown our site or blog increases visibility, if the user finds the title and description suitable he will click on it. Now that the user has seen our search listing or advertisement he is engaged he might not click today but the brand recognition has happened.

Traffic

Traffic generation happens in 2 ways

- Inbound (also called Organic Traffic) means creating quality content that brings peoples to your doors, the goal is to create such compelling content the user is attracted towards you and stays with you
- Outbound (also called Inorganic Traffic) means using mostly the paid channels to draw attention to your brand you are creating advertisements, sms or email blasts informing them about your existence.

Feature	Organic Traffic	Inorganic Traffic
Definition	Visitors come naturally through search engines or social media.	Visitors come through paid promotions and ads.
Cost	Free (No direct cost, but requires time & effort).	Paid (Requires money for ads).
Time to See Results	Slow (Takes time to build traffic through SEO and content).	Fast (Instant traffic through ads).
Long-Term Benefits	Long-lasting and sustainable.	Short-term, stops when ads stop.
Source	Search engines (Google, Bing), social media, backlinks, etc.	Google Ads, Facebook Ads, Instagram Ads, Sponsored posts, etc.
Trust Factor	More trust and credibility.	Less trust compared to organic traffic.
Example	Someone searches "best interior design" and clicks your site.	You run a Google ad for "best interior design" and people click it.

User Engagement

- The website design, the language will decide if the user prefers to spend the time looking around your website. So you have successfully engaged with the customer

Lead Generation

- Now comes the part where you actually get him to fill a form or share his details or actually buy a product or service from you.
- Once you have the lead you have successfully achieved the part of marketing. It is your sales teams role now to ensure they sell to the customer.

Retention

- The last piece where digital marketing strategy can play a part for future sales is Retaining the client.
- Retention is not only about customer service but also about references and testimonials.
- Most customers will feel confident buying from you if someone they know or have heard about is also a client and have put their trust in your brand.

Ranking Factors

What is Ranking Factor?

Ranking factors are the things that search engines (like Google) look at to decide which website should appear first in search results. Think of them as the "rules" that help a website rank higher when someone searches for something.

Important Ranking Factors:-

Content

- Keywords
- Backlinks
- Mobile
- Speed
- UX
- HTTPS
- Links
- SEO
- Local

Link Building

What is Link Building?

Link building is the process of getting other websites to link to your website. These links (called backlinks) help improve your website's ranking on Google and bring more visitors.

Why is Link Building Important?

- Improves SEO – More backlinks from trusted sites = higher Google ranking.

Link Building

- Increases Website Traffic** – More people visit your site through these links.
- Builds Brand Authority** – Makes your website look more trustworthy.

Search and Search Engines

Google



Bing



Ask

YAHOO!

Yandex



DuckDuckGo



Bai du 百度



wow

Search and Search Engines

- **Search** – Search Engines have become the most important tool for people finding products and services on the web
- The primary job of a search engine is to offer the most effective and relevant search results on what they believe the user is searching for

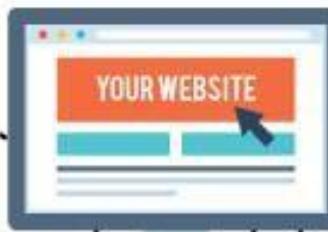
How Search Engine Works



How Search Engine Works



The Search Engine Sends Its
SPIDERS Out To Crawl The Web.



The Spiders Consolidate
Their Findings To Determine
Where To Serve You Up
On The Web.



Crawling

- It is performed by software robots called web spiders or web crawlers. Each search engine has its web spiders to perform crawling.
- In this step, the spiders visit websites or web pages and read them and follow the links to other web pages of the site.
- Thus by crawling, they can find out what is published on the World Wide Web.
- It also revisits the previous sites to check for the changes or updates in the web pages. If changes are found, it makes a copy of the changes to update the index.

Indexing

- It involves building an index after crawling all websites or web pages found on the World Wide Web.
- An index of the crawled sites is made based on the type and quality of information provided by them and stored in huge storage facilities.
- It is like a book that contains a copy of each webpage crawled by the spider. Thus, it collects and organizes the information from all over the internet.

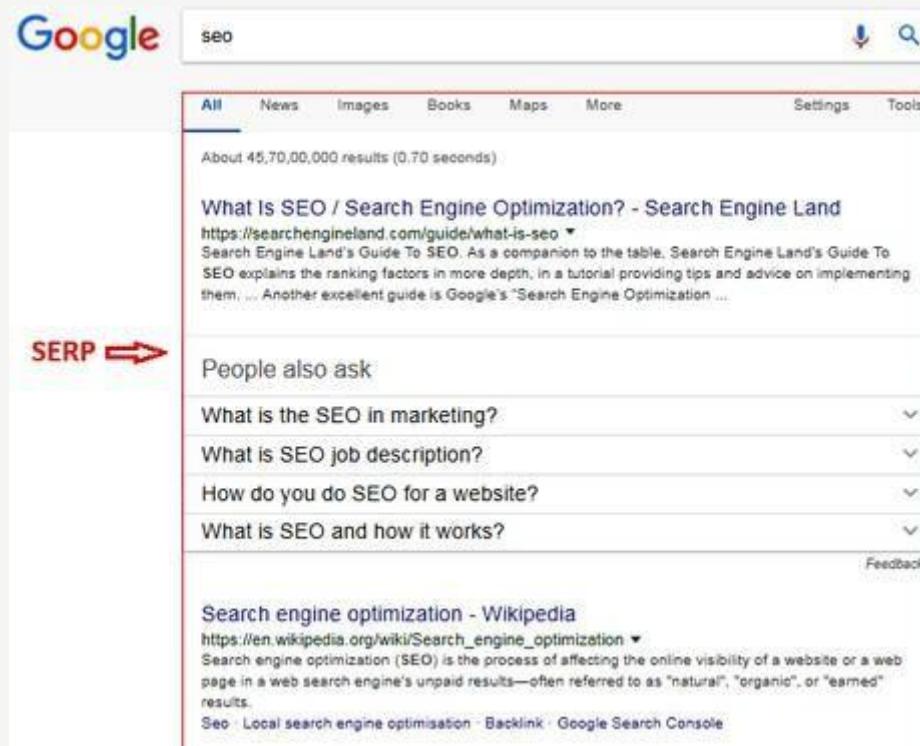
Indexing

- **Algorithms** – Each of the search Engines have different algorithms on what search results will be shown.
- **Rankings** – Each search engine ranks the page it has indexed just because one of your pages has the most relevant content doesn't mean your whole site will be ranked #1. Most users get attracted to the top 3 search results the game is in getting your product or service in the top 3 results of the search results.

What is SERP?

A search engine result page is the list of results for a user's search query and is displayed by the search engine. It is displayed in a browser window when the users enter their search queries in the search field on a search engine page.

What is SERP?



Google

seo

All News Images Books Maps More Settings Tools

About 45,70,00,000 results (0.70 seconds)

What Is SEO / Search Engine Optimization? - Search Engine Land
<https://searchengineland.com/guide/what-is-seo> ▾
Search Engine Land's Guide To SEO. As a companion to the table, Search Engine Land's Guide To SEO explains the ranking factors in more depth, in a tutorial providing tips and advice on implementing them. ... Another excellent guide is Google's "Search Engine Optimization ...

SERP ➡

People also ask

- What is the SEO in marketing? ▾
- What is SEO job description? ▾
- How do you do SEO for a website? ▾
- What is SEO and how it works? ▾

Feedback

Search engine optimization - Wikipedia
https://en.wikipedia.org/wiki/Search_engine_optimization ▾
Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.
Seo · Local search engine optimisation · Backlink · Google Search Console

Organic Results

Organic results refer to the listings of web pages on the SERPs that appear because of organic SEO such as relevance to the search term or keywords

Organic Results



Organic results



<https://support.google.com> › google-ads › answer



Organic search result - Google Ads Help

A free listing in Google Search that appears because it's relevant to someone's search terms.

Non-organic search **results** are paid advertisements.

<https://en.wikipedia.org> › wiki › Organic_search_results



Organic search results - Wikipedia

In Web search engines, **organic** search **results** are the query **results** which are calculated

strictly algorithmically, and not affected by advertiser payments.

<https://www.wordstream.com> › Learn



Organic Search: What Is Organic Search? - WordStream

Organic search, also known as natural search, refers to unpaid search **results**. In contrast to paid search **results** (pay-per-click advertising), ...

Paid Results

Paid search results are the sponsored ads or links that appear on the SERPs. They are part of Search Engine Marketing in which you have to pay to place your websites or ads on the top of the result pages.

Paid Results

Google search results for "buy smartphone".

Search bar: buy smartphone

Filter options: All, Shopping, News, Maps, Images, More, Tools

About 1,12,00,00,000 results (0.63 seconds)

Ad · https://www.apple.com/in ▾

Switch to iPhone - Apple Official Site

If you want a phone that will last, this is it. Learn more and switch now. We're committed to protecting your data. Learn more about privacy at Apple. Easy to switch. Apps curated for you. Advanced cameras. Ease of use. Apple-designed chips.

No Cost EMI Offer

Get No Cost EMI for 6 months with qualifying Credit Cards.

Cashback and No Cost EMI

Get 5% instant Cashback up to ₹6000 and No Cost EMI. Terms apply.

<https://www.amazon.in> › Smartphones

Smartphones: Buy Smart Mobile Phones Online at Best ...

Results 1 - 12 of 5000+ — Choose from Wide Range of **Smartphones** Online at Best Prices in India at Amazon.in Get Free Shipping, Cash On Delivery, ...

Jio Phone Next 32 GB ROM, 2..., Redmi Note 11 Pro + 5G..., Redmi Note 10T 5G

Ads · Shop buy smartphone

 SALE Apple iPhone 13 (128GB... ₹71,990 79,... Croma Free delivery	 SALE Samsung Galaxy M32... ₹14,999 Croma Free delivery	 SALE OnePlus Nord CE2 Lite 5... ₹19,999 Croma Free delivery
 SALE Redmi 9A SPORT	 SALE motoro G	 SALE

Digital Marketing Things

- Website
- Domain Name Selection
- Web Hosting
 - ↳ Godaddy
 - ↳ AWS
 - ↳ BlueHost
- Building the site

Website

- Visitor's view
- Crawler 's view
- Landing Page
- Thank You
- Call to Action

Website

What is a Website?

A website is a collection of web pages available on the internet. It can be used for sharing information, selling products, or promoting businesses. Websites are essential for online presence and digital marketing.

Understanding Website

A website is made up of different parts, including:

- **Domain Name** – The web address (e.g., www.example.com).
- **Hosting** – A server that stores website data and makes it accessible online.

Website

- ◆ **About Page** – Information about the business or individual.
- ◆ **Services/Products Page** – Details of what the site offers.
- ◆ **Contact Page** – Ways to get in touch (phone, email, forms, etc.).
- ◆ **Footer** – Includes links to policies, social media, and other resources.

WordPress & Website Creation

WordPress is a popular platform for building websites without coding.

- 📌 It provides ready-made templates and plugins to add features like contact forms and SEO tools.
- 📌 Businesses, bloggers, and e-commerce stores use WordPress for fast and easy website creation.
- 📌 Other website builders include Wix, Shopify, and Squarespace.

- **Web Pages** – Different sections of a website (e.g., Home, About, Contact).
- **Content** – Text, images, videos, and other elements displayed on the site.

Website Structure

Websites are structured in a way that makes navigation easy for users.

- ◆ **Header** – Contains logo, navigation menu, and contact details.
- ◆ **Homepage** – The main page that gives an overview of the site.

Web Page Creation

- A web page is a part of a website. To create one, you need:
- A domain (your website name, e.g., www.yoursite.com)
- Hosting (a server where your website files are stored)
- A website-building platform (WordPress, Wix, etc.)



WordPress Themes

- WordPress themes control how your website looks. You can:
- Choose a free or paid theme from the WordPress Theme Library
- Install and activate a theme under Appearance > Themes
- Customize colors, fonts, and layouts



Twenty Thirteen



Elegant



Twenty Ten



E-Shop



ColorMag



Shop Isle



OnePress



illyy



Storefront



Spacious



Lorum Ipsum



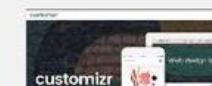
MagicWP Dark Theme



5 MINUTE SETUP



Customizr

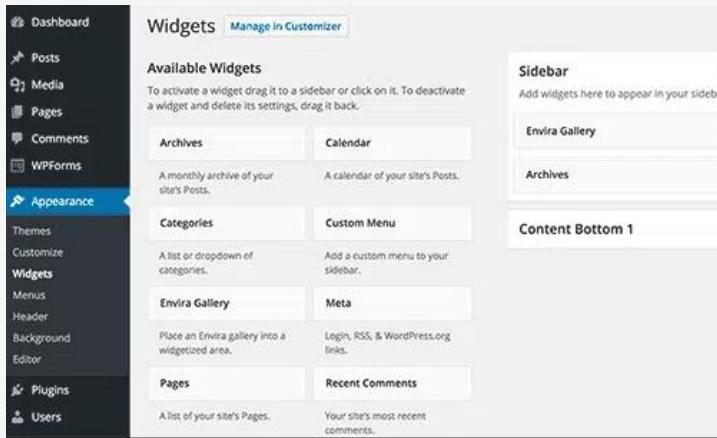


Customizr

WordPress Widgets

Widgets are small tools that add features to your site. Examples:

- **Search Bar** – Helps users find content
- **Recent Posts** – Shows your latest articles
- **Social Media Links** – Connects visitors to your social profiles
- You can add widgets under Appearance > Widgets in WordPress.



WordPress Plugins

Plugins add extra functionality to your site. Examples:

Yoast SEO – Improves search rankings

WooCommerce – Turns your site into an online store

Elementor – Helps you design pages easily

You can install plugins from Plugins > Add New in WordPress.



How to Register a Site & Get Hosting

- **Step 1:** Buy a domain from sites like GoDaddy, Namecheap, or Google Domains.
- **Step 2:** Get hosting from providers like Bluehost, SiteGround, or Hostinger.
- **Step 3:** Install WordPress through your hosting provider.
- **Step 4:** Log in to WordPress and start building your site!

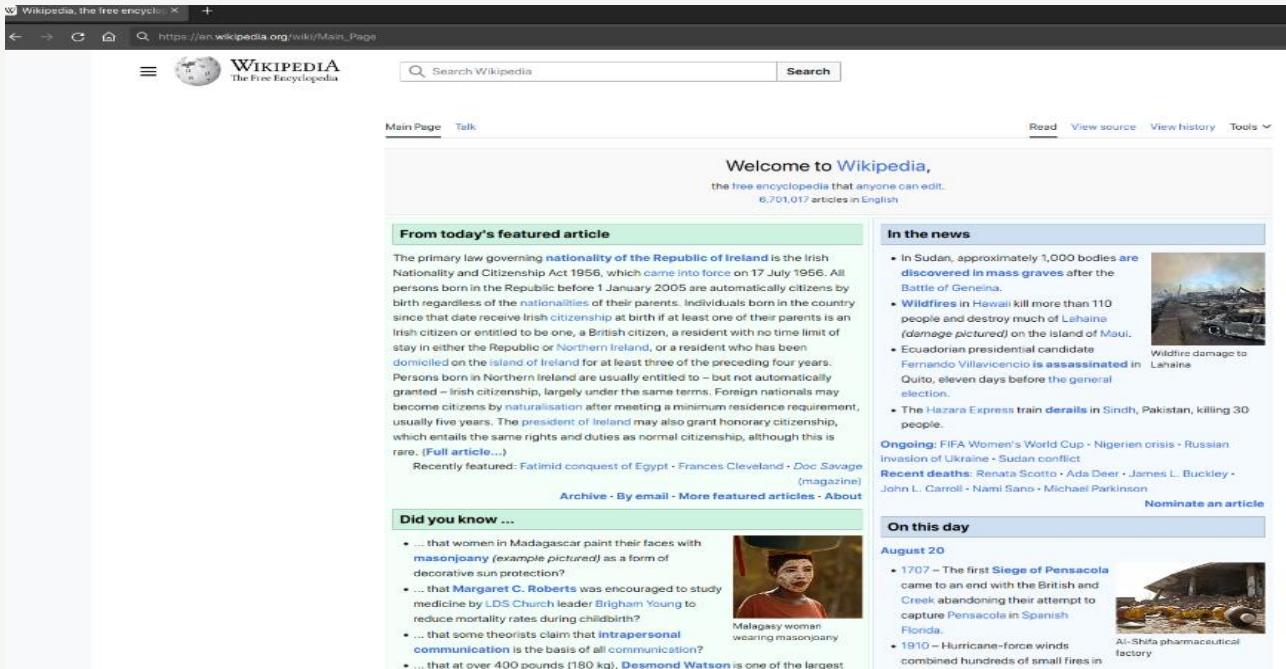


Home Page

What is home page ?

A homepage is the main or introductory page of a website. It serves as the starting point for visitors and provides navigation to other sections of the site.

Home Page



The screenshot shows the English Wikipedia Main Page. At the top, there's a navigation bar with links for "Main Page", "Talk", "Read", "View source", "View history", and "Tools". Below the bar, the title "WIKIPEDIA The Free Encyclopedia" is displayed next to a search bar with the placeholder "Search Wikipedia". A "Search" button is located to the right of the search bar. The main content area features a large banner with the text "Welcome to Wikipedia, the free encyclopedia that anyone can edit." and "6,701,017 articles in English". Below the banner, a section titled "From today's featured article" discusses the Nationality and Citizenship Act of 1956 in Ireland. To the right of this, a "In the news" sidebar lists several recent events, each accompanied by a small thumbnail image. The events include a mass grave discovery in Sudan, wildfires in Hawaii, the assassination of a Ecuadorian presidential candidate, and a train derailment in Pakistan. The "On this day" sidebar shows historical events from August 20, such as the Siege of Pensacola and Hurricane-force winds in 1910.

Home Page

What home page includes?

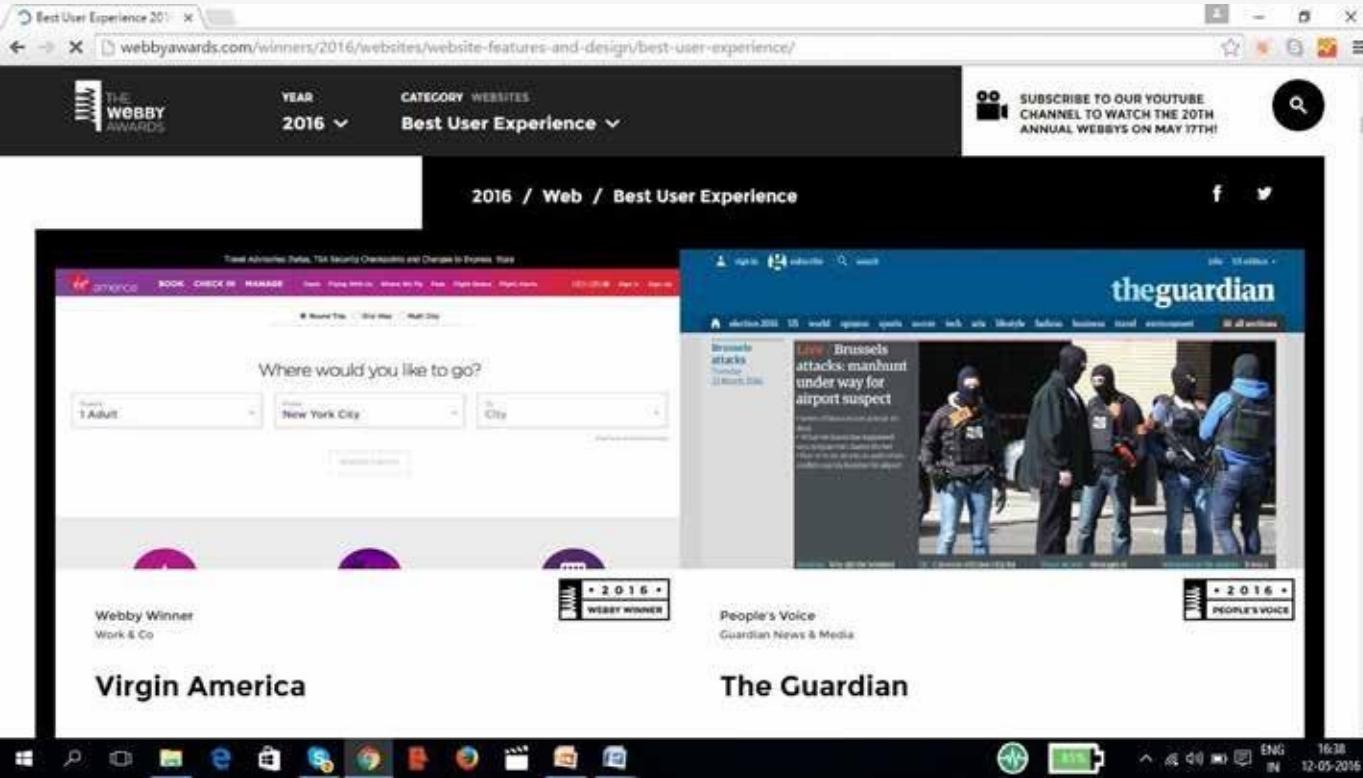
- **Homepage** – The main page of a website.
- **Brand Logo & Name** – Represents the website or business.
- **Navigation Menu** – Links to key pages like About Us, Services, Contact, etc.
- **Main Content** – Introduction, featured products/services, updates, or promotions.
- **Call-to-Action (CTA)** – Encourages actions like signing up, shopping, or contacting.
- **Footer** – Includes links, contact details, and social media.

Visitor View

Visitor view is the front end which the visitors see

A good site design will enable you to keep the user on your page longer, decrease bounce rate, and Establish Trust.

Visitor View



The screenshot shows a web browser window displaying the 2016 Webby Awards winners for Best User Experience. The URL in the address bar is webbyawards.com/winners/2016/websites/website-features-and-design/best-user-experience/. The page header includes the Webby Awards logo, the year 2016, the category "WEBSITES", and the specific award "Best User Experience". There is also a call to action to "SUBSCRIBE TO OUR YOUTUBE CHANNEL TO WATCH THE 20TH ANNUAL WEBBYS ON MAY 17TH!" with a search icon.

The main content area displays two websites as winners:

- Virgin America**: A travel website with a search interface for flights. It features three purple circular icons at the bottom and a "Webby Winner" badge with "2016 WEBBY WINNER".
- The Guardian**: A news website's homepage. It features a large image of police officers in riot gear. It has a "Webby Winner" badge with "2016 PEOPLE'S VOICE" and a "2016 WEBBY WINNER" badge.

The browser's taskbar at the bottom shows various open tabs and application icons.

Crawler View

The URL, Title tag, Meta tags are the 4 important pieces of a website backend that a marketer must remember.

Though your domain might not have all the keywords but the URL the page name can have the keywords and you should use it to your advantage

```
<title>Best User Experience 2016 | The Webby Awards</title>
<meta name="viewport" content="width=device-width, initial-scale=1.0 maximum-scale=1, user-scalable=0" />
<meta name="description" content="Sites that offer the best user experience through innovative design and user-centered features." />
<meta content="http://webbyawards.com/winners/2016/websites/website-features-and-design/best-user-experience/" property="og:url" />
<meta content="Sites that offer the best user experience through innovative design and user-centered features." property="og:description" />
<meta content="https://webby-gallery-production.s3.amazonaws.com/uploads/asset/image/entry-asset-10038/optimized-best-user-experience-2016" property="og:image" />
<meta content="article" />    <meta name="google-site-verification" content="WuBuI55AeEKuwqcCC6HsPHutlBhaAw4H" />
```

Landing Page

- Web page that visitors arrive at after they click the link on SERP.
- It can be the first of the website or from one of the natural results from the search query.
- Main Purpose is to increase the user interaction within website.

Landing Page



The landing page for edupath features a large background image of a person with long hair sitting in a field at sunset, holding a smartphone. The edupath logo is in the top left corner, followed by the text "Test Prep & College Explorer" and a red button "Send Your Teen the App". The main headline is "Unlock your teen's potential." with the subtext "The only full-service test prep your teen can do anywhere, anytime." Below this is a white call-to-action box with fields for "Your name", "student's email", "student's mobile #", and "SAT", along with a red "Send" button.

edupath Test Prep & College Explorer

Send Your Teen the App

Unlock your teen's potential.
The only full-service test prep your teen can do anywhere, anytime.

Send the app to your student now

Your name student's email student's mobile # SAT

Forget classes. Next generation SAT & ACT prep is here.



Thank You Page

- Thanks them
- Set Expectations
- Suggest to follow you on Social media
- Share the offer to others

Thank You Page

Example:



Brilliant!

Your Mood Boosters PDF is on its way to your inbox!

Here's how we can stay in touch:

Join my private FB group: *Write and Create with Lisa Tener* where I share ideas, support for your creative process, answer your questions and more. In the group, you'll find other reflections, suggested readings and guidance from me and other professionals who empower creative flow.

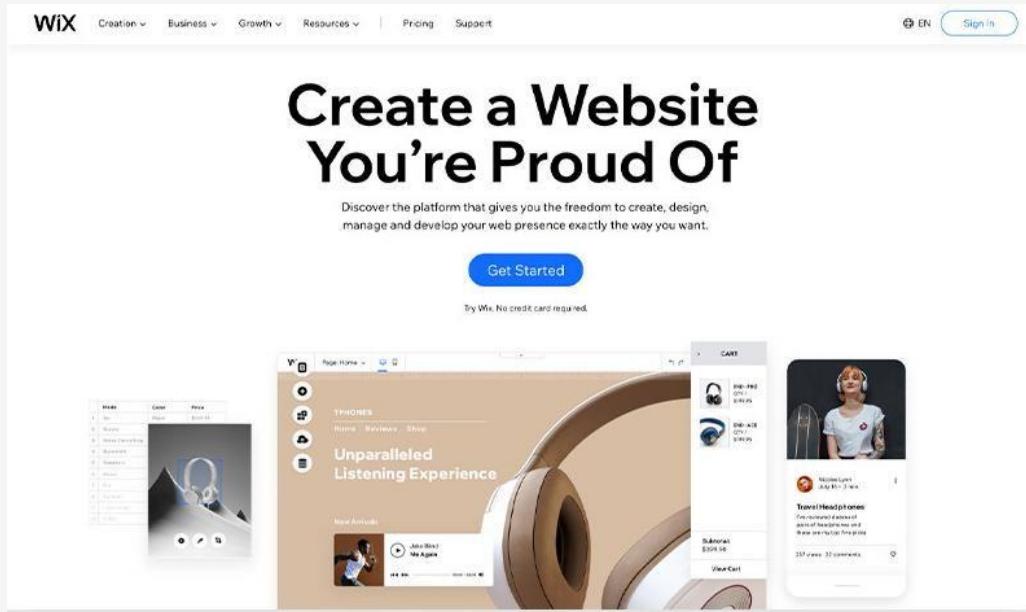
[Join the Facebook Group here](#)

You can also follow me on your favorite social media platforms:

[Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#)

Call To Action

Calls to action may vary. You may want your visitors to subscribe, to register, to buy something, to bookmark your post, etc.



Web Hosting

- A service that provides space for websites or web pages on special computers called servers.
- A web hosting enables sites or web pages to be viewed on the internet by the internet users.
 - *Godaddy*
 - *AWS*
 - *BlueHost*
- Google has started ranking sites based on the page speed and load times. If your site doesn't load quickly you can kiss your rankings a goodbye

Building The Site

- Now that you have a domain name you can start thinking about your website
- There are two options build it yourself using readymade website companies
 - **WIX.com**
 - **Wordpress**
 - **Build your site yourself**
- Another important point to remember is that most of the users are now surfing the web on a mobile or tablet having a site that is responsive (which means it will resize itself when it sees a smaller screen) is a must have.

Choose Template

- › Online Store
- › Photography
- › Video
- › Music
- › Design
- › Restaurants & Food
 - Catering & Chef
 - Restaurant
 - Cafe & Bakery
 - Bar & Club
 - Food & Drinks
- › Travel & Tourism
- › Events
- › Portfolio & CV
- › Blogs & Forums
- › Health & Wellness

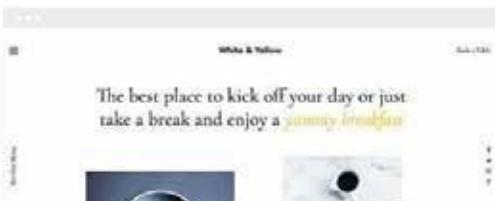
website template you love



Vegetarian Restaurant



Poke Restaurant

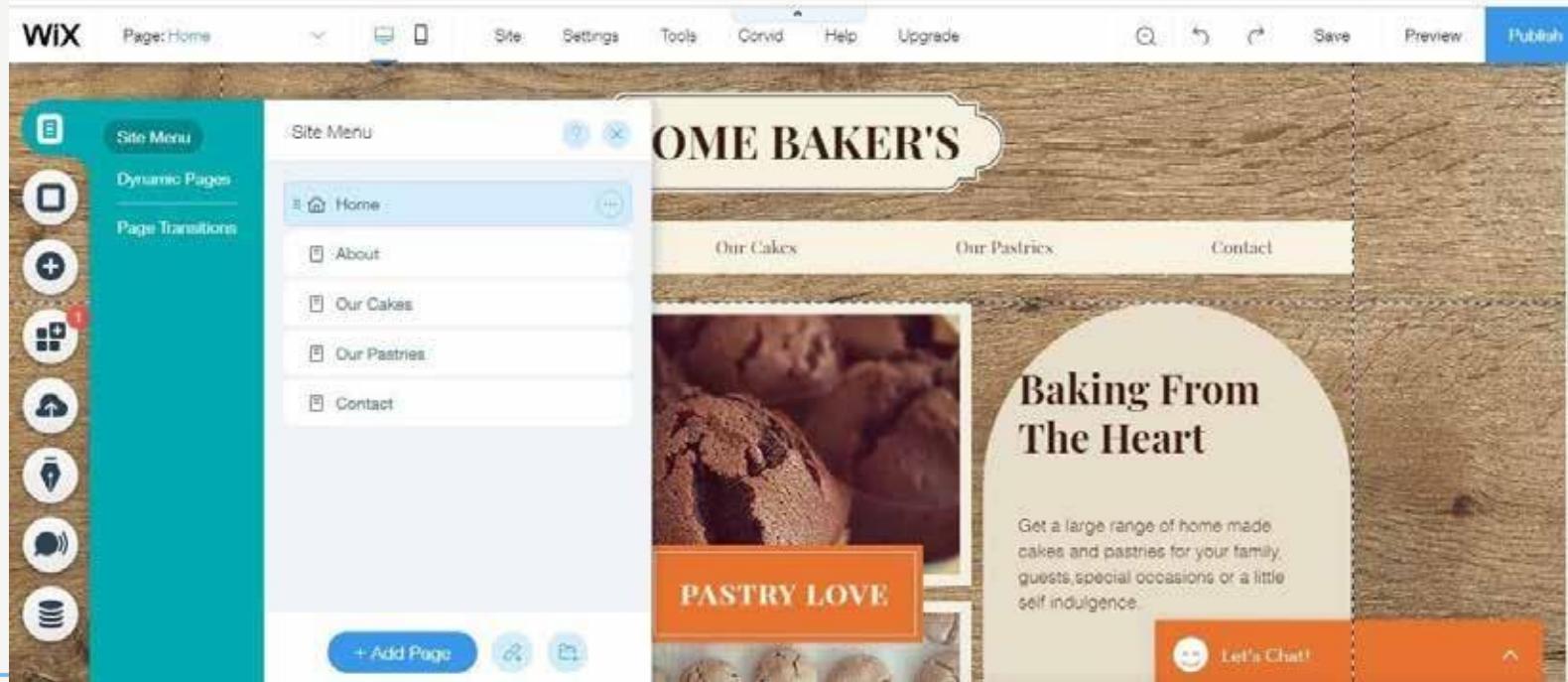


The best place to kick off your day or just
take a break and enjoy a *yummy breakfast*



CHAI

Add/Update Your Website



The screenshot shows the Wix website builder interface. At the top, there's a navigation bar with the Wix logo, a dropdown menu for 'Page: Home', and various site management icons like Site, Settings, Tools, Covid, Help, Upgrade, and a search icon. To the right of the bar are buttons for Save, Preview, and Publish.

The main area displays a live preview of a website for "OME BAKER'S". The website has a rustic wooden background. It features a header with the site name "OME BAKER'S" in a large serif font. Below the header are three navigation links: "Our Cakes", "Our Pastries", and "Contact".

A large central image shows a close-up of several chocolate cakes. Overlaid on this image is a white rounded rectangle containing the text "Baking From The Heart". Below this, another white rounded rectangle contains the text "PAstry LOVE".

On the left side of the screen, a teal sidebar provides access to various website building tools. It includes sections for "Site Menu", "Dynamic Pages", and "Page Transitions", along with a vertical stack of circular icons representing different functions like adding pages, editing, and publishing.



TOPS TECHNOLOGIES

Training | Outsourcing | Placement | Study Abroad

Module —3

SEO

HTML Introduction

HTML tags are used for design your web page. There are so many tags are available in HTML.

For Ex:

<p>: Used for creating paragraph.

****: Used for create unorder List.

****: Used for create item list.

****: Used for creating ordered list. **<a>**: Used for creating hyperlink.

****: Used for making font in bold.

<i>: Used for making font in italic.

****: USed for inserting image in web form.

and Soon.

HTML Introduction

List Tag used to create an List in our web page

 is used for Ordered List

 is used for Unordered List

 is used to set the List Items.

HTML Introduction

For Ex:

<body>

<body>

TOPS Courses

TOPS Courses

JAVA

JAVA

PHP

PHP

Android

Android

</body>

</body>

HTML Introduction

Table Tag Used to create/add tables in web pages

For Ex:

```
<Body><table>

<tr><td align="center" colspan="2">Application Form</td></tr>

<tr><td>Username</td><td><input type="text" /></td></tr>

<tr><td>Password</td><td><input type="password" /></td></tr>

<tr><td align="center" colspan="2"><input type="submit"
value="save"/></td></tr>

</table></Body>
```

HTML Introduction

The anchor tag is used to make click-able text written on a hyperlink

For Ex:

```
<body>  
<a href="reg.php">Click Here to Register</a>  
</body>
```

“Click Here to Register” is anchor text.(link text)

Whenever someone click on this anchor text he will be redirected to “reg.php” webpage.

it is a way to improve navigation for better user experience

HTML Introduction

- A relevant Anchor text tells the user what to expect when he clicks on that link.
- Google pays a lot of attention to the relevancy of the anchor text and the actual content. If your anchor text says Puma Shoes but your site has no content on Puma shoes Google will consider it as spam site and hence wont rank it.
- If the same page is linked from the page then only the first anchor tag is considered so you can't link the same page 10times from 1page and give it 10different anchor tags and hope for the page to rank to the top.

HTML Introduction

Image Tag Use to insert an image in webpage. Ex:

```
<body>  
  
</body>
```

HTML Introduction

Image alt text

- Also called “alt tags” and “alt description”
- Image Alt text is a feature which is added to an image tag in HTML. It appears in the blank image box when the image is not displayed due to slow connection, broken URL or any other reason.
- Ex:
- ``

HTML Introduction

Meta Tags

- Meta title tags
- Meta description tags
- Meta keywords
- Meta robot tag

HTML Introduction

Meta Title Tags

- It is used to tell search engines and visitors what any given page on your site is about
- It is the most important of all the Meta tags. It tells search engines about the title your webpage, and it is displayed in search engine listings above the URL of your webpage or website.
- You can add a title tag in the `<head>` section in your site's HTML. It should look something like this:

```
<head> <ket6 k6ke="title" coktekt="ex6kple"> </head>
```

HTML Introduction

Title Tags Check list :

- Length
- Keyword placement
- Brand name
- Do not duplicate title tags
- Make it relevant
- Do not ‘keyword stuff’ title tags

HTML Introduction

Meta Description

- meta description is an attribute within your meta tags that helps describe your page.
- This snippet of text may appear in the search engine results under your headline
- You can find the meta description on any web page by right-clicking on the page and selecting "view source" or "view page source":

```
</head><meta name="description"  
content = "your site's summary"/> </head>
```

HTML Introduction

Meta Keywords

- This is the tag where you actually put your keywords
- The most important thing to keep in mind when selecting or optimizing your meta keywords is to be sure that each keyword accurately reflects the content of your pages.

```
</head><meta name="keywords" content = "Keywords for  
your website"/></head>
```

HTML Introduction

Meta Robots

- Robots meta directives (sometimes called “meta tags”) are pieces of code that provide crawlers instructions for how to crawl or index web page content.

<ket6 k6ke="robots" coktekt="koik6geikdex," "kofollow">

- Noimageindex: Tells a crawler not to index any images on a page.
- Nofollow: Tells a crawler not to follow any links on a page or pass along any link equity.

HTML Introduction

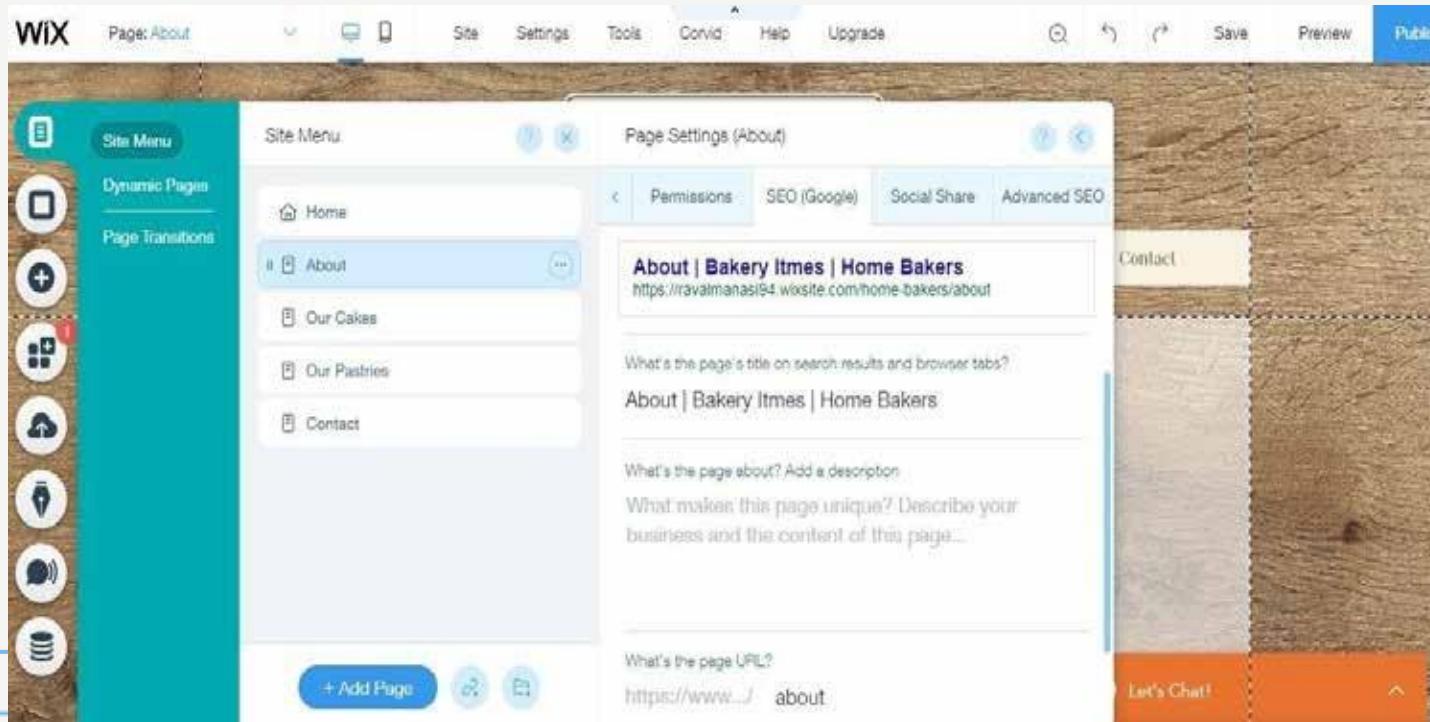
Meta Robots

Some of the main robots Meta tag values or parameters are as follows

- FOLLOW: This tag instructs the crawler to follow the links on the page.
- NOFOLLOW: This tag instructs the crawler not to follow the links on the page.
- INDEX: This tag instructs the crawler to index the page.
- NOINDEX: This tag is used to instruct the search engine crawler not to index the page.

HTML Introduction

Now let's see how to add Meta Tags in your new wix site



The screenshot shows the Wix website builder interface. The top navigation bar includes 'WIX', 'Page: About', 'Site', 'Settings', 'Tools', 'Corvid', 'Help', 'Upgrade', 'Save', 'Preview', and a 'Publish' button. On the left, a sidebar menu lists 'Site Menu', 'Dynamic Pages', and 'Page Transitions'. The main content area is titled 'Page Settings (About)'. It shows a list of pages: 'Home', 'About' (which is selected), 'Our Cakes', 'Our Pastries', and 'Contact'. Below this, there are sections for SEO settings: 'Title' (set to 'About | Bakery Items | Home Bakers'), 'Description' (set to 'About | Bakery Items | Home Bakers'), and 'URL' (set to 'https://www.../about'). A large orange 'Let's Chat!' button is at the bottom right.

SEO(Search Engine Optimization)

What Is SEO?

SEO (Search Engine Optimization) is the process of improving a website to increase its visibility on search engines like Google, Bing, and Yahoo. The goal of SEO is to rank higher in search results, attract more visitors, and drive organic (free) traffic to a website.

Why SEO is Important ?

- **More Visibility** – Higher rankings mean more visitors.
- **Better Traffic** – Attracts the right audience.
- **Trust & Credibility** – Top results are seen as more reliable.
- **Cost-Effective** – Free organic traffic instead of paid ads.
- **Better User Experience** – A well-optimized site is fast and easy to use.

What Is Indexing in SEO?

Indexing in SEO is the process where Google and other search engines store and organize web pages in their database after crawling them. Only indexed pages can appear in search results.

What Is AMP?

AMP (Accelerated Mobile Pages) is an open-source framework created by Google to make web pages load faster on mobile devices. It improves user experience by reducing page load time and making content appear instantly.

What is Crawling in SEO ?

Crawling in SEO means that search engines like Google send bots (also called crawlers or spiders) to scan websites. These bots go through web pages, follow links, and collect information about the content. This helps search engines understand what your website is about and decide if it should appear in search results. If your website is easy to crawl, it has a better chance of ranking in search results!

Crawling Basics:-

Crawling is the process where search engines (like Google) scan web pages using bots (crawlers/spiders) to discover new or updated content.

Optimizing Crawl Budget

Crawl budget is the number of pages Google crawls on your site within a given time. To optimize it:

- ✓ Remove broken links & duplicate pages.
- ✓ Use an updated XML sitemap.
- ✓ Improve site speed & structure.
- ✓ Block unnecessary pages using robots.txt.

Algorithms

What are Algorithms and Updates in SEO?

- In SEO, algorithms are complex rules and formulas that search engines like Google use to rank websites. These algorithms analyze factors like keywords, backlinks, content quality, and user experience to decide which pages should appear at the top of search results.
- Algorithm updates are changes made by search engines to improve search quality, fight spam, and provide better results to users. Google frequently updates its algorithms to ensure that high-quality, relevant content ranks higher.

Algorithm updates in SEO:

1. Panda

Date: February 24, 2011

Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

2. Penguin

Date: April 24, 2012

Hazards: Spammy or irrelevant links; links with over-optimized anchor text.

Algorithm updates in SEO:

3. Hummingbird

Date: August 22, 2013

Hazards: Keyword stuffing; low-quality content.

4. Mobile

Date: April 21, 2015

Hazards: Lack of a mobile version of the page; poor mobile usability.

5. RankBrain

Date: October 26, 2015

Hazards: Lack of query-specific relevance; shallow content; poor UX.

Algorithm updates in SEO:

6. Medic

Date: May 4, 2018

Hazards: Lack of authority on YMYL websites; weak E-A-T signals.

7. Bert

Date: October 22, 2019

Hazards: Poorly written content; lack of focus; lack of context.

8. Core Updates

Date: 2017-present

SEO Techniques

- White hat SEO

What is White hat SEO ?

White Hat SEO refers to ethical and legal techniques used to improve a website's ranking on search engines like Google. It follows search engine guidelines and focuses on providing valuable content to users.



SEO Techniques

- Black Hat SEO

What is Black Hat SEO?

Black Hat SEO refers to unethical and illegal techniques used to rank a website higher on search engines quickly by breaking search engine rules. These methods can get a website penalized or banned by Google.



SEO Techniques

- Grey Hat SEO

What is Grey Hat SEO ?

Grey Hat SEO is a mix of White Hat (ethical) and Black Hat (risky) SEO techniques. It is not completely against search engine rules but can still be risky if overused.



Black,White, Grey hat SEO



WHITE HAT SEO



BLACK HAT SEO



GREY HAT SEO

- SEO Onpage (Technical)
- Off-page SEO
- Local SEO
- App Store Optimization
- YouTube SEO

- Cloaking
- Doorway Pages
- Hidden Text
- Link Farms
- Sneaky Redirects

- SEO Squatting
- Negative SEO
- Spun Content
- Paid Links
- Domain Grabbing

Start Your Keyword Research

Use Keyword research tools

- Keyword Planner
- Ubersuggest
- SEMrush
- Kwfinder
- Keywords Everywhere

Keywords

- Keywords are the words and phrases in your web content that make it possible for people to find your site via search engines.
- Keywords are the first things you should learn about when you start to optimize your website or blog for SEO

Keyword Research using Google Search



Google search results for "importance of keywords". A red arrow points to the first result, which is a snippet from accountingweb.com about the importance of keywords in SEO.

importance of keywords

importance of keywords in seo

importance of keywords in c

importance of keywords in seo 2017

importance of keywords in research paper

importance of keywords in search engine optimization

importance of keywords in blogging

importance of keywords in url

importance of keywords in literature search

Users search on words or phrases, and, if your site is well optimized, your names turn up in the search results. AUG 6, 2010

The importance of keywords to search engine optimization ...
<https://www.accountingweb.com/.../the-importance-of-keywords-to-search-engine-optim...>

About this result Feedback

People also ask

How does a keyword work? ▾

Why keywords are so important? ▾

Why is search engine optimization so important? ▾

What is a SEO description? ▾

Feedback

Types of Keywords

Short Tail Keywords:

- Short Keywords that are 1-3 words.
Ex. Make money online, Lose weight

Long Tail Keywords:

- More specific keywords that are usually three words or longer. Ex. How to make money by blogging, How to lose weight quickly
- Long tail keywords are more profitable, as you will drive more targeted traffic using these keywords.

Types of Keywords

Mid-Tail Keywords:-

- Search terms longer than short-tail but shorter than long-tail keywords.
- Usually consist of 2 to 3 words.
- Have moderate search volume and competition.
- Example: "Best running shoes"

LSI Keywords (Latent Semantic Indexing Keywords):-

- Words or phrases related to your main keyword.
- Help search engines understand the context of your content.
- Example: If your main keyword is "Apple"

Types of Keywords

Competitor's Keywords:-

- Search terms your competitors rank for.
- You can analyze these keywords to improve your SEO strategy.

How to find them?

- ◆ Use tools like Ahrefs, SEMrush, or Ubersuggest.
- ◆ Check Google Search Console for keyword insights.

Keyword Density and Placement

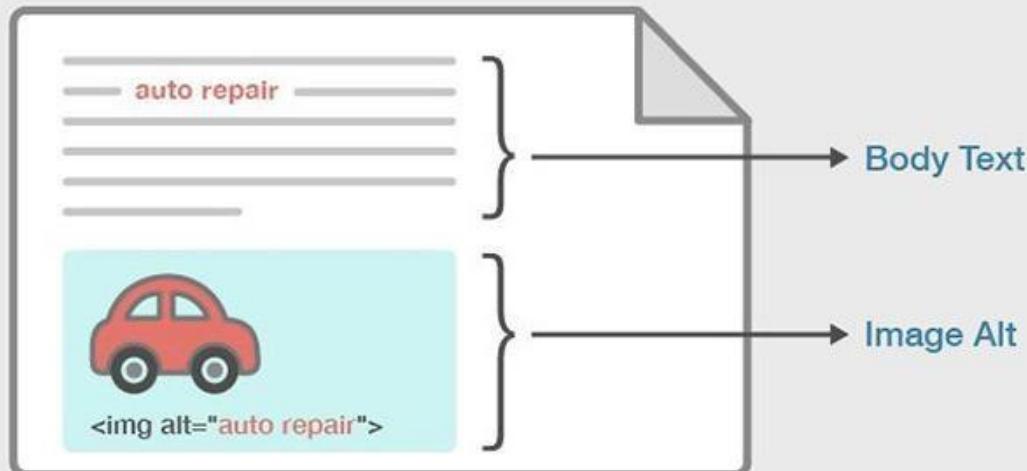
- Keyword Density is how many time you have used your target keyword in your content.
- Depending on your target keywords, (long tail or short tail), you should try to maintain a general percentage of keyword density.

Keyword Optimization

Keyword Phrase: "Auto Repair"

"Tom's Auto Repair" —————→ Title Element

http://tomscars.com/auto-repair/ —————→ URL



Keyword Stuffing

- This is the overuse of keyword on any particular page.
This will be **harmful to your ranking**
- Keyword stuffing refers to increasing the keyword density beyond a certain level to achieve higher ranking in the SERPs.

Difference Between Keyword Prominence, Proximity & Density

Aspect	Keyword Prominence	Keyword Proximity	Keyword Density
Definition	The importance or visibility of a keyword on a webpage. It focuses on where the keyword appears and how prominent it is.	Refers to how close keywords are to each other within the content. It assesses the proximity of relevant terms to each other.	The ratio of the number of times a keyword appears to the total number of words on a webpage. It gauges the concentration of keywords in the content.

Importance	Emphasizes the significance of keyword placement and visibility.	Emphasizes the closeness of relevant keywords, which can impact the context and meaning.	Emphasizes the concentration of keywords, which can affect how search engines perceive the relevance of the content.
Optimization Strategy	Focus on strategic placement of keywords in important areas of the content.	Consider the natural flow of content and use relevant keywords in close proximity when it makes sense contextually.	Aim for a balanced keyword density, avoiding both keyword stuffing and insufficient keyword usage.

Impact on SEO	High prominence signals to search engines that the content is relevant to the keyword, potentially improving search rankings.	Proximity helps search engines understand the context and relevance of the keywords, improving the content's quality.	Optimal density ensures that the keyword is present enough for search engines to recognize the content's relevance without being considered spammy.
Example	Placing a keyword in the title tag, meta description, and headings to enhance its prominence.	Using relevant keywords in close proximity within sentences or paragraphs to establish context.	Ensuring that a keyword is used appropriately throughout the content without overloading it excessively.

Types of Queries

Transactional Queries

Informational Queries

Navigational Queries

Commercial Queries

- **Transactional Queries :** These are queries where the user wants to do something like buy a phone. If you are selling phone and you have pricing of phones with reviews then the user can look at the prices, user reviews and then he can buy the phone

Types of Queries

- **Informational Queries:** These are queries where the user is looking for information. How is a truck made or how do I lose weight. How can you effectively service these queries say you have a hotel in Switzerland your site has month wise weather in Switzerland it would enable the user to visit your page get an answer from there he can also look at your hotel property and potentially book it for his next vacation.

Types of Queries

- **Navigation Queries:** These are the queries where user is searching for a certain Product/ Service When a user is specifically looking for a product by brand

example would be you searching for Facebook.com on Google and clicking on the results.

- **Commercial Queries:** Commercial queries are searches with buying intent, but users are still comparing options.

Keyword Frequency

Keyword frequency refers to how many times a keyword appears on a webpage.

- If you use a keyword too little, search engines may not recognize the topic of your page.
- If you use it too much (keyword stuffing), Google may penalize your site.
- The best practice is to use keywords naturally in the title, headings, and throughout the content.

Keyword Cannibalization

Keyword cannibalization happens when multiple pages on the same website target the same keyword.

- ✖ This confuses search engines because they don't know which page to rank higher.

- ✓ Instead, focus each page on a different keyword or combine similar content into one strong page.

Keyword Do's & Don'ts

- Broad Keywords X
- Work on Competitive Keywords
- Keywords with Low Traffic
- Non Converting Keywords
- Rank for 1 keyword rather than multiple keywords

Keyword Add-ons

- **Price Quality** – Best, TOP, New, Popular
- **Time Date** – Month or Year or Date
- **Intent** - Buy Sell
- **Location** – City, State, Online

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.

Two types of SEO :

- On-page SEO
- Off-page SEO

SEO

On Page SEO

On page SEO is the all the things we do on our website which help boost ranking.

It means to optimize your website and make some changes in the title, meta tags, structure, robots.txt, etc.

There are numbers of factors can be included as On page SEO.

Most on-page SEO strategies focus around one topic, that is user experience.

Better user experience = more conversions.

SEO

On Page SEO

Main aspects of On page SEO are

- Meta tags
- Heading tags
- Content Length
- URL
- Keyword Density
- Image and Video optimization
- Content Quality
- Internal Linking
- Site Speed

SEO

Main aspects of ***On Page SEO*** are:

- Page Title: It should be relevant, unique and should include your main keywords.
- Meta Descriptions: There should be a Meta description for each webpage, and it must contain relevant keywords for your content.
- Meta Tags: You can add a set of keywords as Meta tags for each of your page.
- URLStructure: You can include search engine friendly URLs for your webpage as it improves crawling. In SEO, shorter URLs containing targeted keywords usually perform better.

SEO

Main aspects of ***On Page SEO*** are:

- Body Tags (H1, H2, H3, H4, etc.): You can use body tags to break up your content into paragraphs to make it easier to read.
- Keyword Density: You should include relevant keywords in your content but avoid excessively repeating or overusing keywords.
- Image: You can use relevant images within your content to make your page visually more appealing and thus can improve the SEO of your site.
- Internal Linking: You can place links to your other web pages to enhance your website. It enhances navigation and crawling.

SEO

On Page SEO Tools

- Google Search Console: Top SEO Tool
- SEMRush: Marketing SEO Tools
- Yoast SEO Tools.
- PageInside.
- Woorank: SEO Ranking Tool
- Ubersuggest: Keyword Tracking Tool
- Google Trends: SEO Checker Tool
- Screaming frog - SEO Spider Tool

Importance of Quality and Relevance in Content:-

- Higher Rankings** – Google ranks high-quality, relevant content better.
- More Engagement** – Useful content keeps visitors on your site longer.
- Builds Trust** – Well-written content makes you an industry expert.
- Boosts Sales** – Helps customers make decisions and increases conversions.
- Avoids Penalties** – Prevents low rankings due to spammy or copied content.

SEO-Friendly Content

When creating content for SEO, it's important to focus on quality, structure, readability, and user engagement. Here's a simple breakdown:

1. Content Length & Readability:

- Ideal Length: Content should be long enough to provide value but not too long to lose readers. Blog posts typically range between 800-2,000 words, depending on the topic.
- Readability: Use simple language, short sentences, bullet points, and headings to make content easy to read. Tools like Hemingway Editor and Grammarly help improve readability.

2. User Engagement Metrics

Google values how users interact with your content. Key engagement signals include:

- **Time on Page:** If users stay longer, it indicates useful content.
- **Bounce Rate:** A high bounce rate (people leaving quickly) suggests poor content or irrelevant results.
- **Click-Through Rate (CTR):** A higher CTR from search results shows compelling titles and meta descriptions.

3. Content Quality & Structure

- **Relevance:** Ensure the content answers user queries effectively.
- **Originality:** Avoid duplicate content; use unique insights and examples.
- **Proper Formatting:** Use H1, H2, H3 headings, bullet points, and images for better organization.
- **Internal & External Links:** Linking to related pages helps SEO and improves user experience.

4. Schema Markup (Structured Data)

Schema markup helps search engines understand content better and display rich snippets (e.g., star ratings, FAQs).

Common Schema Types:-

- **Organization Schema:** Provides business details (name, logo, contact info).
- **Blog Schema:** Helps blogs appear in Google's featured snippets.
- **Product Schema:** Displays product info, prices, and reviews in search results.
- **Service Schema:** Highlights services offered by a business.

- JSON-LD Format (Google's Preferred Schema Format)
- JSON-LD (JavaScript Object Notation for Linked Data) is a structured data format used to implement schema.

Common JSON Schema Tags

JSON Schema helps organize website data so that search engines can understand it better. It uses special tags to describe different types of content, like articles, products, or events. This makes it easier for search engines to display relevant information in search results. Here are some common tags used for different types of content:

Common JSON Schema Tags

1 Organization

Tag: "@type": "Organization"

- Defines TOPS Technologies as a company.
- Includes name, logo, contact details, and address.

```
{  
  "@context": "https://schema.org",  
  "@type": "Organization",  
  "name": "TOPS Technologies",  
  "url": "https://www.tops-int.com",  
  "logo": "https://www.tops-int.com/logo.png",  
  "contactPoint": {  
    "@type": "ContactPoint",  
    "telephone": "+91 98765 43210",  
    "contactType": "customer service"  
  }  
}
```

Common JSON Schema Tags

2 Blog

Tag: "@type": "Blog"

- Defines blog posts on the website (e.g., IT career tips, tech trends).

```
{  
  "@context": "https://schema.org",  
  "@type": "Blog",  
  "name": "TOPS Technologies Blog",  
  "url": "https://www.tops-int.com/blog"  
}
```

Common JSON Schema Tags

3 Product (Course)

Tag: "@type": "Product"

- Represents IT courses as products (e.g., Web Development Course).

```
{  
  "@context": "https://schema.org",  
  "@type": "Product",  
  "name": "Full Stack Web Development Course",  
  "description": "Learn front-end and back-end web development with hands-on projects.",  
  "brand": "TOPS Technologies",  
  "offers": {  
    "@type": "Offer",  
    "price": "500",  
    "priceCurrency": "USD",  
    "availability": "https://schema.org/InStock"  
  }  
}
```



Common JSON Schema Tags

4 Service (Training & Placement)



Tag: "@type": "Service"

- Defines the IT training & placement services.

```
{  
  "@context": "https://schema.org",  
  "@type": "Service",  
  "name": "IT Training & Placement Assistance",  
  "provider": {  
    "@type": "Organization",  
    "name": "TOPS Technologies"  
  },  
  "areaServed": "India"  
}
```

Internal Linking

What is Internal Linking ?

Internal linking is when you link one page of your website to another page on the same website. It helps users navigate easily and improves SEO by passing link authority between pages.

Example:

- A website's menu linking to different pages (e.g., "Home," "About Us," "Services," "Contact Us").
- <https://www.tops-int.com/blog>

External Linking

What is External Linking ?

External linking is when you add a link from your website to another website. This helps provide more information and improves credibility.

Example:-

https://en.wikipedia.org/wiki/Digital_marketing

Difference between internal & External link

Feature	Internal Link	External Link
What it does?	Links one page of your website to another page on the same website.	Links your website to a different website.
Purpose	Helps users stay on your website and find more content.	Gives users extra information from other sources.
Example	<i>"Read our SEO Guide for more details."</i>	<i>"Check out Google's SEO Guide for more tips."</i>
Effect on visitors	Keeps visitors on your website longer.	May lead visitors to another website.
SEO Benefit	Helps improve your website ranking.	Builds trust by linking to useful sources.

SEO

Off Page SEO

- Off Page takes place outside the page.
- There are several off page SEO techniques used to improve page rank in the search engine results page.
- It means optimizing your websites through backlinks, social media promotion, blog submission, press releases submission, etc.

SEO

Off Page SEO

Main aspects of Off page SEO are

- Blog Posting / Guest Posting
- Social Media
- Social Bookmarking
- Local Listing
- Image and Video Submissions
- Forum Posting

Link Building Guide

Manual Link Building Process

- ✓ Find relevant websites in your industry.
- ✓ Contact website owners through email outreach.
- ✓ Offer valuable content or request a backlink.
- ✓ Monitor and maintain your backlinks regularly.

Link Building Metrics

- 📌 **Domain Authority (DA)** – Higher DA = More powerful backlink.
- 📌 **Page Authority (PA)** – Strength of a specific webpage.
- 📌 **Spam Score** – Avoid links from high-spam-score websites.
- 📌 **Dofollow vs. Nofollow** – Dofollow links pass SEO value, while Nofollow doesn't.

Backlink Audits Using SEMrush

A backlink audit helps check toxic links and find ways to improve your backlink profile.

👉 Steps to audit backlinks:

- 1** Use SEMrush to scan your website's backlinks.
- 2** Identify toxic or spammy backlinks.
- 3** Disavow bad links using Google's Disavow Tool.
- 4** Find high-quality backlink opportunities from competitors.

Auditing Competitor Backlinks & Gaining Insights

- ✓ Use SEMrush, Ahrefs, or Moz to check competitor backlinks.
- ✓ Find which websites link to your competitors.
- ✓ Reach out to those sites and request a backlink.
- ✓ Create better content to attract similar backlinks.

SEO Audit & Tools

An SEO audit helps find & fix issues affecting rankings. Key tools include:

- Google Search Console** – Checks indexing & crawl errors.
- SEMrush & Ahrefs** – Backlink audits & competitor analysis.
- Google PageSpeed Insights** – Measures site speed.
- Screaming Frog** – Scans on-page SEO issues.

Measuring SEO Success:

-  Track SEO performance using:
 - 📌 Organic Traffic (Google Analytics)
 - 📌 Keyword Rankings (SEMrush, Ahrefs)
 - 📌 Backlink Growth (Moz, Ahrefs)
 - 📌 Domain Authority (DA/DR) (Moz, Ahrefs)

SEO Audits

1. Backlink Audit

A backlink audit helps check the quality of links pointing to your website. It helps find toxic or spammy links that can hurt your SEO.

📌 Tools to Use:

- SEMrush** – Finds bad backlinks and suggests removals.
- Ahrefs** – Shows backlink profile and link quality.
- Google Search Console** – Lists websites linking to you.

SEO Audits

👉 How to Audit Backlinks?

- 1** Analyze your backlinks using SEMrush or Ahrefs.
- 2** Identify toxic or spammy links.
- 3** Remove bad links or disavow them using Google's Disavow Tool.
- 4** Focus on getting high-quality backlinks from trusted websites.

SEO Audits

2. Page Speed Audit with GTmetrix & Google PageSpeed Insights

A page speed audit helps check how fast your website loads. A slow website can hurt SEO and user experience.

❖ **Tools to Use:**

- ✓ **GTmetrix** – Tests page speed and provides suggestions.
- ✓ **Google PageSpeed Insights** – Checks speed and performance for desktop & mobile.

SEO Audits

👉 How to Improve Page Speed?

- **Optimize images** – Use compressed formats like WebP.
- **Enable caching** – Stores website data for faster loading.
- **Minify CSS, JavaScript & HTML** – Removes unnecessary code.
- **Use a CDN (Content Delivery Network)** – Loads content faster worldwide.

SEO Audits

3. Mobile Site Audit

A mobile site audit ensures your website is mobile-friendly and loads well on phones.

📌 **Tools to Use:**

- ✓ **Google Mobile-Friendly Test** – Checks if your site is optimized for mobile.
- ✓ **Google PageSpeed Insights** – Measures mobile performance.
- ✓ **Google Search Console** – Reports mobile usability issues.

SEO Audits

How to Improve Mobile Performance?

- **Use a responsive design** – The site should adjust to any screen size.
- **Improve page speed** – Mobile users expect fast loading.
- **Avoid pop-ups** – They can block content and frustrate users.
- Use large fonts & easy-to-click buttons.

SEO Audits

4. Google Search Console for Audits

Google Search Console (GSC) is a free tool to monitor and fix SEO issues.

- ✓ **Check indexing issues** – See which pages Google has indexed.
- ✓ **Find mobile usability errors** – Fix mobile problems.
- ✓ **Monitor backlinks** – Track who links to your site.
- ✓ **Detect crawl errors** – Fix broken links & server issues.

SEO Off-Page Activities

1. Guest Posting

Writing an article for another website in your industry and getting a backlink in return.

- Helps improve SEO & website authority.
- Brings new visitors from the guest website.

2. Directory Submission

Listing your website on online directories like Yelp, Yellow Pages, or Justdial.

- Helps improve local SEO & visibility.
- Increases chances of getting quality backlinks.

3. Social Bookmarking

- Sharing your website or blog post on social bookmarking sites like Reddit, Digg, Mix, StumbleUpon.
- Increases traffic to your website.
- Helps search engines find your content faster.

4. Web 2.0 Submission

Creating content on free blogging platforms like WordPress, Blogger, Medium, Tumblr and linking back to your site.

- Helps in building backlinks.
- Creates more online presence for your brand.

5. Article Submission

Submitting well-written articles to article directories like EzineArticles, HubPages, ArticleBase with a backlink to your site.

- Increases authority and traffic.
- Helps in getting quality backlinks.

6. Press Release Submission

Publishing news and updates about your business on PR websites like PRWeb, PRLog, Newswire.

- Builds credibility and trust.
- Helps in getting backlinks from news websites.

7. Forum Submission

Participating in discussion forums like Quora, Reddit, Warrior Forum by answering questions and sharing links.

- Increases website traffic.
- Builds authority in your industry.

8. PPT Submission

Uploading PowerPoint presentations related to your business on sites like SlideShare, SlideBoom with a backlink.

- Boosts engagement and brand awareness.
- Helps in SEO through backlinks.

9. PDF Submission

Sharing PDF documents with valuable information on sites like Scribd, SlideShare, Issuu with a link to your website.

- Helps in branding and link-building.
- Increases website traffic.

10. Video Submission

Uploading videos on platforms like YouTube, Vimeo, Dailymotion with a link to your website.

- Increases engagement and visibility.
- Helps in ranking on search engines (Google & YouTube).

11. Classified Submission

Posting free or paid ads on classified websites like OLX, Craigslist, Gumtree, Quikr to promote products or services.

- Helps in generating leads and traffic.
- Improves local business visibility.
- Increases chances of getting backlinks.

12. Business Listing

Adding your business details (name, address, phone, website) to local business directories like Google My Business, Yelp, Justdial, Bing Places.

- Helps improve local SEO and Google rankings.
- Makes it easier for customers to find your business.
- Builds credibility and trust.

13. Blog Commenting

Leaving valuable comments on blogs related to your industry, often with a link to your website.

- Helps in networking and brand visibility.
- Drives traffic to your website.
- Can provide backlinks (if allowed by the blog).

SEO

Off Page SEO Tools

- Moz: SEO Software
- Ahrefs: SEO Keyword Tool
- Majestic: Marketing SEO Tools
- Hubspot

SEO Techniques

1. Infographics Submission

Sharing visual content (infographics) on websites like Pinterest, Visual.ly, Infographic Journal to attract backlinks.

- Increases engagement and shares.
- Helps get high-quality backlinks.
- Makes complex information easy to understand.

2. Broken Link Building

Finding broken (dead) links on other websites and suggesting your content as a replacement.

- Helps website owners fix broken links.
- Earns quality backlinks to your site.
- Improves website SEO and authority.



How to do it?

- 1** Find broken links using Ahrefs or Check My Links (Chrome extension).
- 2** Create similar content.
- 3** Contact the website owner and suggest your link.

3. HARO (Help a Reporter Out)

A platform where journalists look for expert answers. You can respond and get featured in news websites.

- Helps get backlinks from high-authority sites (Forbes, NY Times, etc.).
- Improves brand credibility and SEO.
- Increases website traffic.

👉 How to use HARO?

- 1 Sign up on HARO (helpareporter.com).
- 2 Answer relevant journalist queries.
- 3 If they publish your response, you get a backlink!

4. Disavow Tool

A Google tool to remove harmful or spammy backlinks that hurt SEO.

- Protects website from toxic backlinks.
- Helps maintain good SEO rankings.
- Used when bad backlinks can't be removed manually.

👉 How to use it?

- 1 Find bad backlinks using Google Search Console or SEMrush.
- 2 Create a disavow file with bad links.
- 3 Upload it to Google Disavow Tool.

Technical SEO

What is it Technical SEO?

Technical SEO is the process of optimizing a website's backend to help search engines crawl, index, and understand it better. It focuses on improving website structure, speed, and performance to enhance search rankings and user experience. If your website has technical issues, search engines may struggle to find and rank your pages. A well-optimized site ensures faster loading, better mobile usability, and higher rankings in search results.

Key Factors:

- Website Speed** – A fast-loading site improves user experience and rankings.
- Mobile-Friendliness** – Ensures your website works well on mobile devices.
- Secure Website (HTTPS)** – A secure website is trusted more by users and search engines.

Key Factors:

- XML Sitemap** – Helps search engines find and index your pages easily.
- Structured Data (Schema Markup)** – Helps search engines understand your content better.
- Fixing Broken Links & Errors** – Avoids issues like 404 errors that can hurt rankings.

Core web Vitals

What are Core Web Vitals?

Core Web Vitals are important factors that measure the user experience of a website, including loading speed, interactivity, and visual stability. Google uses these metrics to rank websites in search results.

Types of Core Web Vitals:-

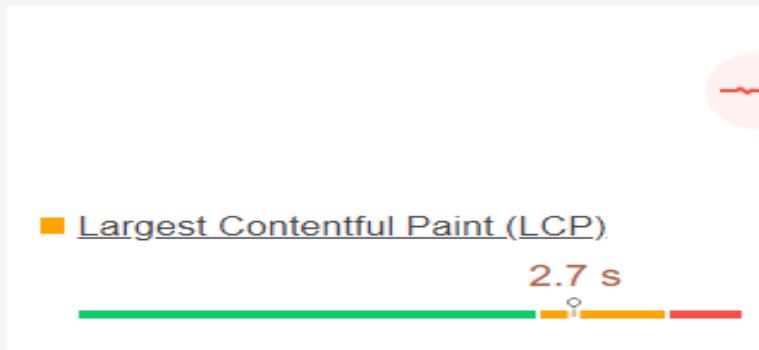
Largest Contentful Paint (LCP)

First Input Delay (FID)

Cumulative Layout Shift (CLS)

Largest Contentful Paint (LCP):

- Measures loading speed.
- Tracks how long the main content (image or text) takes to appear.
- A good LCP score is under 2.5 seconds.



First Input Delay (FID):

- Measures interactivity. (Replaced by INP in 2024)
- Checks how quickly a website responds when a user clicks a button or link.
- A good FID score is under 100 milliseconds.

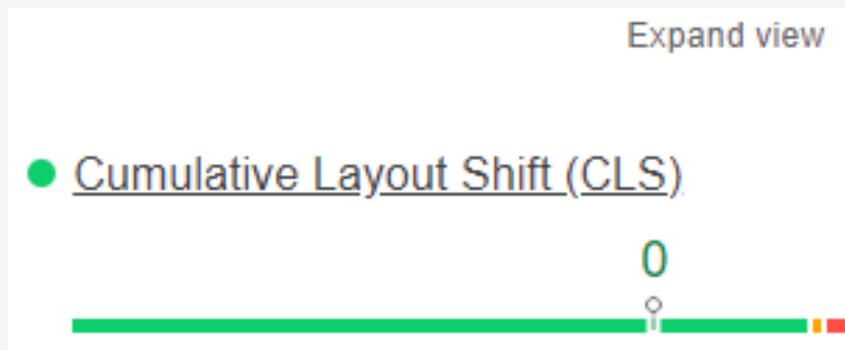
■ First Contentful Paint (FCP)

2.4 s



Cumulative Layout Shift (CLS):

- Measures visual stability.
- Checks how much the page layout moves unexpectedly while loading.
- A good CLS score is under 0.1.



Reporting Tools:

- ◆ **Google Search Console** – Tracks website performance, indexing issues, and errors.
- ◆ **Google PageSpeed Insights** – Analyzes and improves website loading speed.
- ◆ **Screaming Frog** – Finds technical SEO issues like broken links and duplicate content.
- ◆ **Ahrefs Site Audit** – Identifies technical SEO problems and suggests fixes.

What is Website Structure?

Website structure is how pages are arranged and linked. A clear structure makes it easy for users to navigate and Google to rank your site.

Why is a Well-Structured Website Important?

- Better User Experience** – Visitors find what they need easily.
- Higher Google Rankings** – Well-organized sites rank better.
- Faster Crawling & Indexing** – Google quickly understands your site.

Best Practices:-

- ✓ **Simple Navigation** – Keep pages within 3 clicks of the homepage.
- ✓ **SEO-Friendly URLs** – Use short & clear URLs (e.g., example.com/interior-design/).
- ✓ **Internal Linking** – Link related pages to improve ranking.
- ✓ **Mobile-Friendly Design** – Ensure fast, responsive pages for mobile users.

Simple Guide to SEO Best Practices

1. URL Structure & Best Practices

URLs should be short, clear, and SEO-friendly.

- Use keywords
- Avoid numbers & special characters
- Use hyphens (-) instead of underscores (_) or spaces.
- Keep it lowercase .

2. Internal Linking Strategies

Internal links connect pages within your website.

- Link related pages to help users & Google find them.
- Use descriptive anchor text
- Avoid too many links on one page

3. Mobile SEO & Mobile-First Indexing

Google ranks websites based on their mobile version first.

- Make your site mobile-friendly (responsive design).
- Ensure fast loading speeds (compress images, enable caching).
- Use large fonts & easy-to-click buttons.
- Avoid pop-ups that block content on mobile screens.

Responsive Design vs. Mobile Versions

- ✓ **Responsive Design** – The same website adapts to different screen sizes (best for SEO).
- ✓ **Mobile Version (m.example.com)** – A separate mobile site, but it can cause duplicate content issues.
- 👉 **Best Practice:** Use responsive design for better user experience and SEO.



Page Speed & User Experience on Mobile

- Fast-loading pages keep users engaged (Google prefers fast sites).
- Compress images & enable caching to improve speed.
- Use large fonts & easy-to-click buttons for a smooth mobile experience.
- Avoid pop-ups that block content on small screens.



Sitemap

What is a Sitemap?

A sitemap is a file that lists all the important pages of a website, helping search engines like Google find, crawl, and index them. It acts like a roadmap for search engines to understand your site's structure.

Types of Sitemaps:-

XML Sitemap

HTML Sitemap

1. XML Sitemap (For Search Engines)

A file that helps search engines find and index website pages.

- Best for SEO and ranking improvement.
- Used by Google, Bing, and Yahoo.
- Submitted in Google Search Console.

2. HTML Sitemap (For Users)

A page that lists important website links, helping users navigate.

- Improves user experience.
- Helps users find important pages easily.

Importance of Sitemaps

1. Helps Search Engines Find Pages Quickly

Search engines use bots (crawlers) to scan websites. A sitemap provides a direct list of important pages, ensuring they are found and indexed faster.

This is especially useful for:

- Large websites with many pages.
- Newly launched websites that don't have many backlinks.

2. Improves Website Indexing for Better SEO

A well-structured XML sitemap helps search engines understand your content and index pages more accurately. This improves your rankings on search engine results pages (SERPs).

3. Helps New Websites Get Discovered Faster

New websites often struggle to appear in search results because they lack backlinks. By submitting a sitemap to Google Search Console, search engines can discover and rank new pages more quickly.

4. Ensures All Important Pages Are Visible in Search Engines:-

Not all pages get naturally discovered by search engines, especially:

- Pages with fewer internal links.
- Deeply buried pages (more than 3 clicks from the homepage).

3. Crawling & Indexing (How Google Reads Your Site)

- Search engines crawl (scan) pages to understand content.
- A well-structured site helps Google index (store) pages faster.

Robots.txt

What is robots.txt?

Robots.txt is a special file used to control search engine crawlers (Google, Bing, etc.). It tells them which pages to crawl and which pages to ignore on a website.

How Does robots.txt Work?

The robots.txt file is placed in the root directory of a website (example.com/robots.txt). It contains rules that allow or block crawlers.

Why is robots.txt Important?

- ✓ Controls search engine access to your site.
- ✓ Prevents indexing of private or duplicate pages.
- ✓ Saves crawl budget (Google doesn't waste time on unimportant pages).
- ✓ Protects sensitive data (e.g., admin pages, login pages).

✓ **User-agent:** * → Applies to all search engines.

✗ **Disallow: /private/** → Blocks the private folder.

✗ **Disallow: /admin/** → Prevents admin panel indexing.

✓ **Allow: /public-page/** → Allows search engines to index this page.

✓ **Sitemap: URL** → Helps search engines find important pages.

```
txt

User-agent: *
Disallow: /private/
Disallow: /admin/
Allow: /public-page/
Sitemap: https://example.com/sitemap.xml
```

Simple Guide to Technical SEO Fixes

1. Dealing with Crawl Errors

Crawl errors happen when search engines **can't access** your web pages.

Common reasons include:

- ✗ **Broken links (404 errors)** – Page not found.
- ✗ **Blocked pages in robots.txt** – Search engines are restricted.
- ✗ **Server issues (5xx errors)** – Website is down or slow.

2. Canonical Tags & Duplicate Content Issues:-

If multiple pages have similar content, search engines may get confused and lower rankings.

- ✓ Canonical tags (`rel="canonical"`) tell Google which version is original.
- ✓ Prevents duplicate content issues & improves SEO.

html

```
<link rel="canonical" href="https://example.com/original-page/">
```

3. Site Speed & Performance

A slow website leads to poor user experience and lower rankings.

- 📌 How to check speed?

Use tools like:

- Google PageSpeed Insights** – Tests and suggests improvements.
- GTmetrix** – Analyzes loading speed and performance.

4. How to Improve Site Speed?

- **Optimize images** – Compress images (use WebP format).
- **Enable browser caching** – Stores website data for faster loading.
- **Minify CSS, JavaScript, HTML** – Removes unnecessary code.
- **Use a Content Delivery Network (CDN)** – Loads pages faster globally.

Local SEO

What is Local SEO?

- Local SEO is a way to optimize your business so that it appears in search results when people nearby search for products or services. It helps businesses attract local customers, especially those searching for things like "restaurants near me" or "best plumber in [city]."
- If you have a physical store or offer services in a specific area, Local SEO helps you get more calls, visits, and sales from nearby customers.

Key Factors:

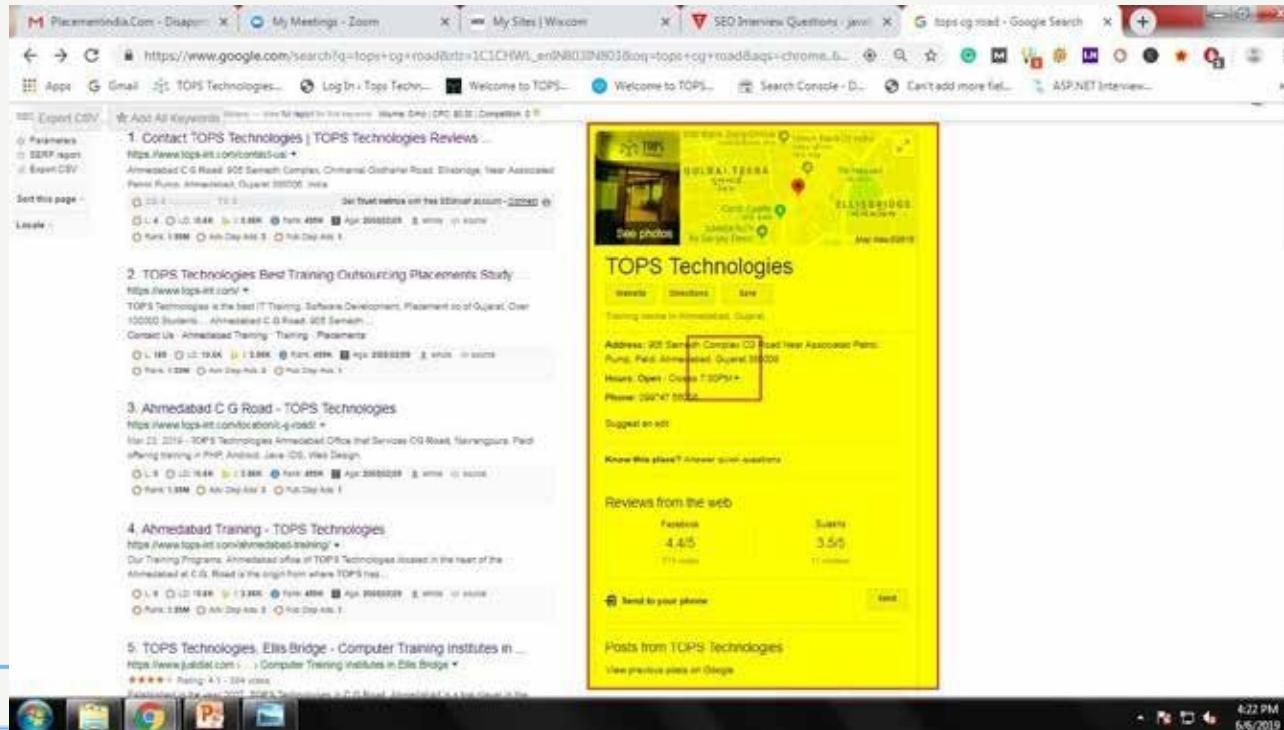
- Google My Business (GMB) Optimization** – Creating and updating your business profile on Google.
- Local Keywords** – Using city or region-based keywords (e.g., "plumber in New York").
- Customer Reviews** – More positive reviews help improve rankings.
- Local Citations** – Listings on directories like Yelp, Yellow Pages, etc.
- NAP Consistency** – Ensuring your Name, Address, and Phone number are the same everywhere.

Reporting Tools:

- ◆ **Google My Business (GMB) Insights** – Tracks how customers find and interact with your business.
- ◆ **Moz Local** – Monitors local listings and ensures accuracy.
- ◆ **SEMrush Listing Management** – Checks local business listings and helps optimize them.

SEO

Google My Business :- Local SEO



The screenshot shows a Windows desktop environment with several browser tabs open:

- Placemedia.com - Dispar...
- My Meetings - Zoom
- My Sites | Wix.com
- SEO Interview Questions - javatpoint.com
- https://www.google.com/search?q=tops+bg+road&tbs=LCJHVi_&rlz=1NINR36jcor=tops+bg+road&qsa=chrome...&sa=...
- Welcome to TOPS...
- Welcome to TOPS...
- Search Console - D...
- Can't add more fil...
- ASP.NET Interview...

The main content area displays a Google My Business listing for "TOPS Technologies" located at "205 Sernath Complex, Chimanlal Goharji Road, Ellisbridge, Near Associated Petrol Pumps, Ahmedabad, Gujarat 380005, India". The listing includes a map, address, phone number (079 25886228), operating hours (Open: 09:00 PM), and a "Send review" button.

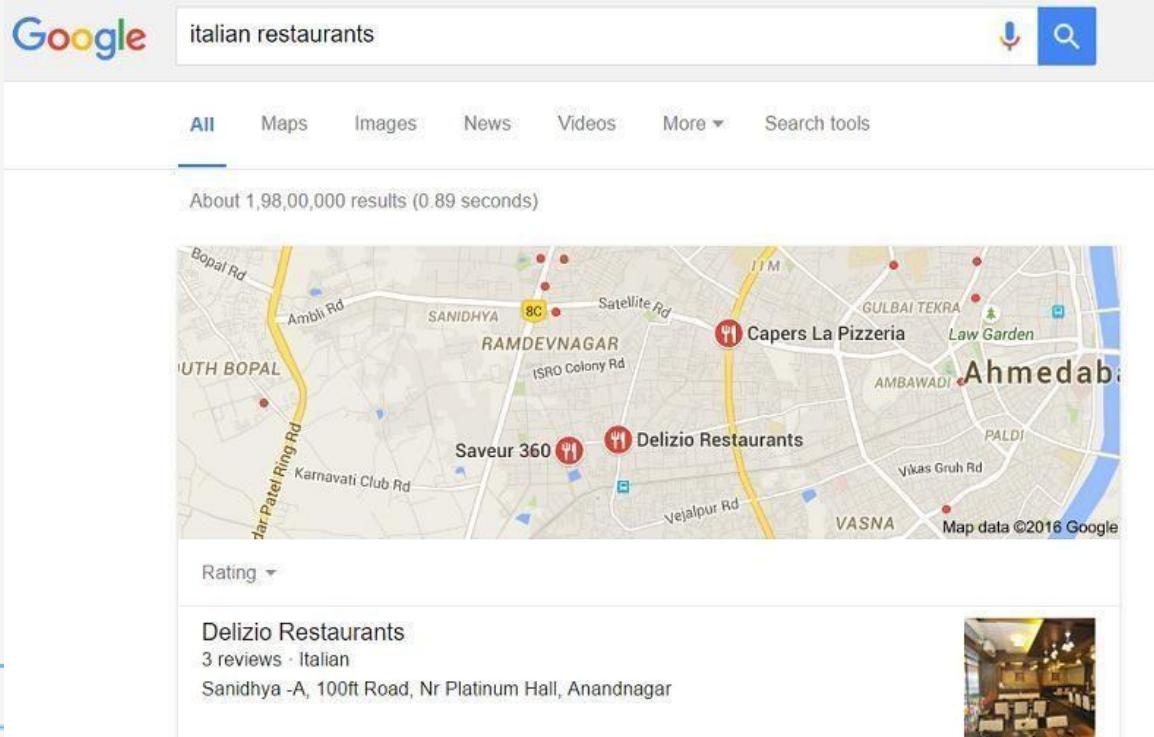
Below the listing, there are five numbered sections corresponding to different Google My Business entries:

1. Contact TOPS Technologies | TOPS Technologies Reviews
https://www.google.com/search?q=tops+bg+road&tbs=LCJHVi_&rlz=1NINR36jcor=tops+bg+road&qsa=chrome...&sa=...
2. TOPS Technologies Best Training Outsourcing Placements Study
https://www.google.com/search?q=tops+bg+road&tbs=LCJHVi_&rlz=1NINR36jcor=tops+bg+road&qsa=chrome...&sa=...
3. Ahmedabad C G Road - TOPS Technologies
https://www.google.com/search?q=tops+bg+road&tbs=LCJHVi_&rlz=1NINR36jcor=tops+bg+road&qsa=chrome...&sa=...
4. Ahmedabad Training - TOPS Technologies
https://www.google.com/search?q=tops+bg+road&tbs=LCJHVi_&rlz=1NINR36jcor=tops+bg+road&qsa=chrome...&sa=...
5. TOPS Technologies, Ellis Bridge - Computer Training Institutes in ...
https://www.google.com/search?q=tops+bg+road&tbs=LCJHVi_&rlz=1NINR36jcor=tops+bg+road&qsa=chrome...&sa=...

At the bottom of the screen, the taskbar shows icons for File Explorer, Task View, Google Chrome, and File Manager. The system tray indicates the date as 6/6/2019 and the time as 4:22 PM.

SEO

Google My Business :- Local SEO



Google search results for "italian restaurants". The search bar shows "italian restaurants". Below it, the "All" tab is selected, along with other options like Maps, Images, News, Videos, More, and Search tools. A message indicates "About 1,98,00,000 results (0.89 seconds)". Below this is a map of Ahmedabad, India, showing the locations of several Italian restaurants, including "Capers La Pizzeria" and "Delizio Restaurants". The map also displays various roads and landmarks. At the bottom, there is a listing for "Delizio Restaurants" with a rating of 3 reviews, described as an Italian restaurant located at "Sanidhya -A, 100ft Road, Nr Platinum Hall, Anandnagar". To the right of the listing is a small thumbnail image of the interior of the restaurant.

E-Commerce SEO

What is eCommerce SEO ?

- E-Commerce SEO is the process of optimizing an online store to improve its visibility in search engine results. It helps your products rank higher so that more customers can find and buy from your store.
- If your online store doesn't appear in search results, you may lose potential buyers to competitors. Good SEO brings more traffic, more sales, and better rankings without paying for ads.



Key Factors:-

- Product Page Optimization** – Using relevant keywords in product titles, descriptions, and images.
- High-Quality Images & Videos** – Improves engagement and conversions.
- Site Structure & Navigation** – Makes it easy for users and search engines to find products.

- User Reviews & Ratings** – Increases trust and rankings.
- Technical SEO** – Fast loading speed, mobile optimization, and secure transactions (HTTPS).
- Internal Linking** – Helps users navigate products easily.

Unique challenges of e-commerce

E-commerce SEO Challenges:

- **Competition:** Standing out among many similar stores.
- **Product Variations:** Managing SEO for different product sizes or colors.
- **Content Overload:** Keeping track of SEO across many pages.
- **Changing Inventory:** Updating the site when products go out of stock.

Optimizing Pages:

- **Product Pages:** Use clear descriptions, images, and keywords.
- **Category Pages:** Organize products with helpful descriptions.
- **User-Generated Content:** Encourage reviews and comments for fresh content.

SEO for International Sites:

Adjust content for different languages, currencies, and regions (e.g., using country-specific domains).

Reporting Tools:

- ◆ **Google Analytics** – Tracks website traffic, conversions, and user behavior.
- ◆ **Google Search Console** – Monitors keyword rankings and indexing issues.
- ◆ **Ahrefs & SEMrush** – Helps track keyword performance and backlinks.
- ◆ **Screaming Frog** – Audits eCommerce websites for SEO issues.

Tools for SEO

1. Google Search Console (GSC)

A free tool by Google that helps monitor and improve your website's presence in Google Search.

- Shows which pages are indexed.
- Finds crawl errors & mobile usability issues.
- Helps track keywords & backlinks.
- Allows you to submit sitemaps for better indexing.



Tools for SEO

2. Google Tag Manager (GTM):

A tool that helps manage tracking codes (tags) on your website without editing the code manually.

- Helps track website events (clicks, form submissions, downloads, etc.).
- Works with Google Analytics, Facebook Pixel, and other tools.
- Saves time by managing all tracking codes in one place.



Google Tag Manager

Tools for SEO

3. Screaming Frog (SEO Technical Audit Tool)

A website crawling tool that helps in technical SEO audits.

- Finds broken links, duplicate content, missing meta tags.
- Analyzes page titles, headings, and redirects.
- Helps improve website structure & on-page SEO.



Tools for SEO

4. Google Analytics (GA)



A tool that tracks and reports website traffic and user behavior.

- Shows how many people visit your website.
- Tracks which pages they visit & how long they stay.
- Analyzes traffic sources (Google, Social Media, Direct, etc.).
- Measures conversion rates, bounce rates & session durations.

Goal Creation: Setting specific actions or outcomes that you want visitors to take on your website

Event Creation: Tracking user interactions on a website, like clicks, downloads, video views, etc.

Tracking: Monitoring user behavior on a website through analytics tools, capturing data like page views, events, and conversions.

Number of Users: The total count of unique individuals who visit your website during a specified period.

Bounce Rates: The percentage of visitors who leave the website after viewing only one page without interacting further.

Average Session Duration: The average amount of time users spend on your website during a single visit.

Sessions by Channel: Breakdown of website traffic by different channels, such as direct, organic search, paid search, social media, etc.

Pageviews: The total number of pages viewed by users on your website.

Goal Completions: The total number of times users successfully complete a defined goal, like signing up or making a purchase.

SEO

Link Building



SEO

Link Building

- Links that up on the HTML code rank higher
- External links are much more valuable – External links don't mean spammy links
- Links from Reputed and Different domains are more valuable then 1domain
- Links from within the content are rated higher then links that are provided in the footer or in the section of sponsored links

SEO

Link Building

- Links in HTML code are rated higher than ALT image tags
- A page with a lot of new links from trusted sources in a short time is ranked higher as it is considered to be valuable by search engines
- Even 1 link to a spammy site devalues the link value of all the pages it is linked to

SEO

Inbound Links – Outbound Links

An inbound link, which is also known as a backlink, is the incoming link to your site from an external source. It comes from an external site to your site. Whereas, outbound link is a link that starts from your site and points to another website.

SEO

Inbound Links – Outbound Links

INBOUND LINK



INBOUND LINKS ARE
LINKS THAT COME FROM
OTHER WEBSITES OR A
DIFFERENT DOMAIN NAME.

OUTBOUND LINK



OUTBOUND LINKS ARE THOSE
LINKS ON YOURWEBSITE THAT
LINKOUT TO WEBSITE WITH A
DIFFERENT DOMAIN NAME.

SEO

Link Popularity

Link popularity refers to the number of backlinks that point towards a website. The backlinks can be of two types: internal and external links. The links to a website from its pages are called internal links and the links from outside sources or other websites are called external links.

SEO

Link Popularity

- Content is the most important parts of digital marketing and the right content can do wonders for any company.
- Google evaluates the highest rating in its algorithm for ranking the content.
- It has been observed that it in most of the instances the price of a text ad on Google search results is lower if the content is better than the competitor's page if his content is irrelevant. So content not only works for organic search but also inorganic (advertisement) results.

SEO

Different Types of Content

- Website Content
- Blogs
- Video / Info graphics
- How to Guides
- Customer Reviews and Testimonials
- PR
- Article
- Case Studies

SEO

High Quality Content

- Is your topic unique?
- Do you have a compelling, descriptive headline?
- Is your content useful to readers?
- Does your content exhibit your unique brand voice?
- Is your content an appropriate length?
- Have you included proper background research?
- Do you have internal and external links embedded?
- Do you take advantage of multiple mediums?

SEO

High Quality Content

- Are you adding something original to the discussion?
- Is your content easily readable (or understandable)?
- Is your content organized logically?
- Is your format aesthetically pleasing?
- Does your content actively engage an audience?
- Is your content generally comprehensive?
- Will other people cite your content?



TOPS TECHNOLOGIES
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Module —4

[PPC- Pay Per Click]

PPC

What is PPC?

PPC (Pay-Per-Click) is an online advertising model where advertisers pay a fee each time someone clicks their ad. It helps businesses drive traffic to their websites instantly instead of waiting for organic (SEO) results. Google Ads is one of the most popular PPC platforms.

How Does the PPC Model Work?

- **Advertisers Choose Keywords** – Businesses select keywords people search for.
- **Bid Placement** – Advertisers set a maximum bid (amount they are willing to pay per click).
- **Ad Auction** – When a user searches, Google runs an auction to decide which ads appear.

- **Ad Rank Calculation** – Google considers bid amount, ad quality, and expected impact to rank ads.
- **User Clicks & Payment** – If a user clicks the ad, the advertiser pays based on the CPC (Cost-Per-Click).

Google Ads Account Management

Managing a Google Ads (AdWords) account involves:

- ✓ **Campaign Setup** – Choosing campaign type, budget, and objectives.
- ✓ **Keyword Research** – Selecting relevant search terms.
- ✓ **Ad Creation** – Writing attractive ad copies with headlines and descriptions.
- ✓ **Targeting** – Setting audience demographics, locations, and devices.
- ✓ **Budget & Bidding** – Adjusting bids to get the best results.
- ✓ **Performance Tracking** – Analyzing metrics and optimizing ads.
- ✓ **Testing & Optimization** – A/B testing different ads for better results.

Important PPC Metrics & Quality Score

- ◆ **CTR (Click-Through Rate)** – Percentage of users who click the ad after seeing it.
- ◆ **CPC (Cost-Per-Click)** – Amount paid for each ad click.
- ◆ **Impressions** – Number of times an ad is displayed.
- ◆ **Conversion Rate** – Percentage of users who take action (purchase, sign up, etc.).
- ◆ **Quality Score** – Google rates ads from 1 to 10 based on

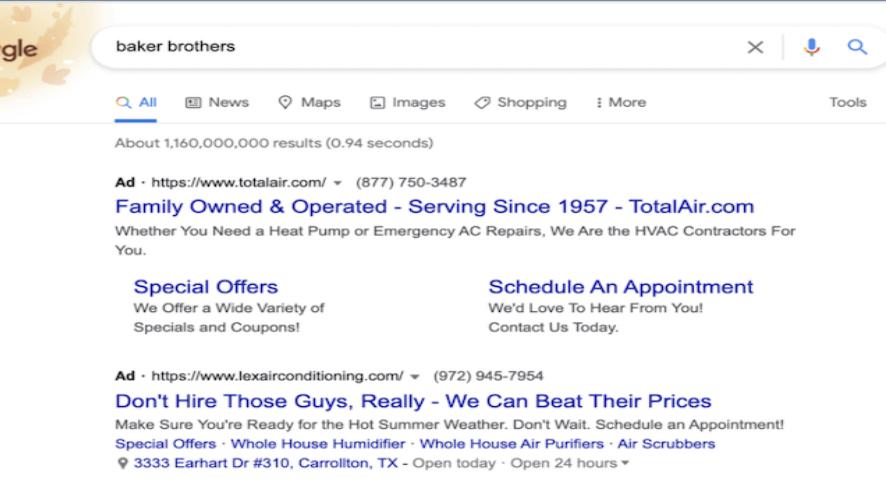
Types of Google Ads:-

- 1** Search Ads
- 2** Display Ads
- 3** Shopping Ads
- 4** Video Ads
- 5** App Promotion Ads
- 6** Performance Max Ads
- 7** Remarketing Ads

1 Search Ads –

These are text ads that appear at the top of Google search results when people search for something related to your business.

Example: Searching for "best running shoes" and seeing an ad for Nike



gle

baker brothers

All News Maps Images Shopping More Tools

About 1,160,000,000 results (0.94 seconds)

Ad · <https://www.totalair.com/> · (877) 750-3487
Family Owned & Operated - Serving Since 1957 - TotalAir.com
Whether You Need a Heat Pump or Emergency AC Repairs, We Are the HVAC Contractors For You.

Special Offers
We Offer a Wide Variety of Specials and Coupons!

Schedule An Appointment
We'd Love To Hear From You!
Contact Us Today.

Ad · <https://www.lexairconditioning.com/> · (972) 945-7954
Don't Hire Those Guys, Really - We Can Beat Their Prices
Make Sure You're Ready for the Hot Summer Weather. Don't Wait. Schedule an Appointment!
Special Offers · Whole House Humidifier · Whole House Air Purifiers · Air Scrubbers
3333 Earhart Dr #310, Carrollton, TX - Open today · Open 24 hours

2 Display Ads –

- These are image or banner ads shown on websites, apps, and YouTube to attract users visually.
- Example: Seeing a clothing brand ad while reading a blog.



③ Shopping Ads –

- These ads display product images, prices, and store names directly on Google. Best for e-commerce businesses.
- Example: Searching for "iPhone 14" and seeing product listings with prices.

About 7,490,000 results (0.58 seconds)

Shop for buy jordan sneakers on Google

Sponsored ⓘ

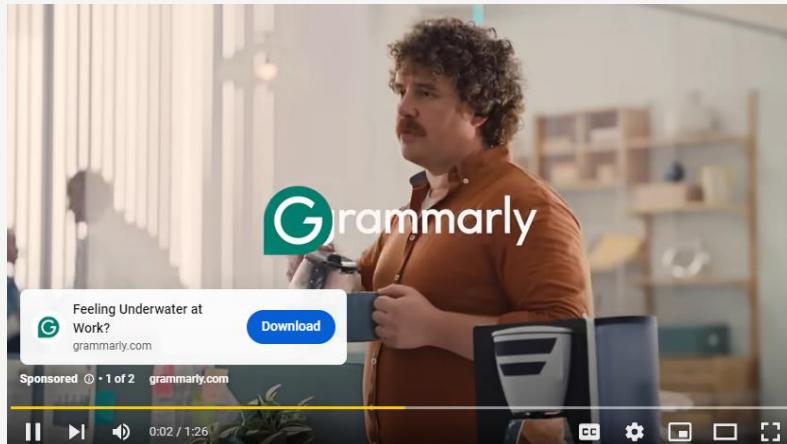
				
Jordan IV Retro White	Nike Air Jordan VII Retro BG ...	Nike Air Jordan Eclipse ...	Air Jordan 1 Mid Black 6 (25)	Jordan Eclipse, Wolf Grey/ ...
£154.99	£89.00	£90.00	£90.00	£76.87
Foot Locker UK	End.com	ASOS.com	Nike.com	Kickz.co.uk

★★★★★ (16)

Check Availability Ask Vendor Check Order Details

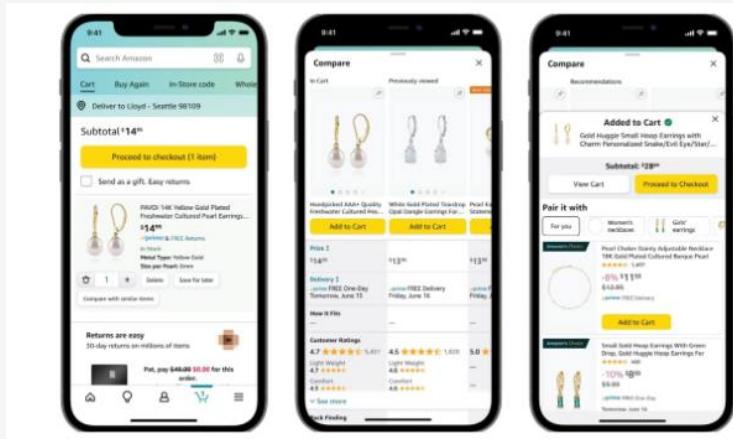
4 Video Ads –

- These ads play before, during, or after YouTube videos. They can be skippable or non-skippable.
- Example: Watching a video on YouTube and seeing an ad for a fitness app.



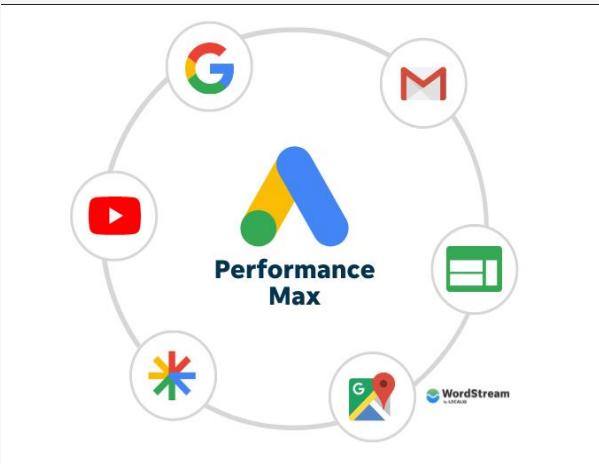
5 App Promotion Ads –

- These ads encourage people to download or engage with a mobile app. They appear on Google Search, Play Store, YouTube, and other platforms.
- Example: Seeing an ad for a gaming app while using another app.



⑥ Performance Max Ads –

- Automated ads that run across all Google networks (Search, Display, YouTube, Gmail, Maps) to maximize performance using AI.
- Example: A single campaign showing ads in multiple places automatically.



7 **Remarketing Ads –**

- These ads target people who previously visited your website or app, reminding them to return and take action.
- Example: Looking at a laptop online and later seeing ads for the same laptop on different websites.

Rules for PPC Advertising

- ✓ Use relevant keywords and ad copy.
- ✓ Follow Google Ads policies (no misleading content, no restricted products).
- ✓ Ensure a fast and user-friendly landing page.
- ✓ Use negative keywords to avoid irrelevant traffic.
- ✓ Optimize bids and budget regularly.
- ✓ Monitor and improve the Quality Score.

Bidding

What is Bidding in PPC?

Bidding in PPC (Pay-Per-Click) is the process of setting the amount you're willing to pay for a user to click on your ad. Google Ads uses bidding to decide which ads appear in search results and how much advertisers pay. A good bidding strategy helps control costs and maximize results.

Types of Bidding in PPC

- 1 Manual CPC (Cost-Per-Click)** – You set the maximum cost you're willing to pay per click. Good for full control over spending.
- 2 Enhanced CPC (ECPC)** – Google adjusts your bids automatically to get more conversions while staying within your budget.
- 3 Maximize Clicks** – Google sets bids automatically to get the most clicks within your budget. Best for increasing website traffic.

- 4 Maximize Conversions** – Google sets bids to get the most conversions (sales, sign-ups, etc.) based on your budget.
- 5 Target CPA (Cost-Per-Acquisition)** – You set a target cost per conversion, and Google adjusts bids to get conversions at that price.
- 6 Target ROAS (Return on Ad Spend)** – You set a goal for return on investment, and Google adjusts bids to maximize revenue. Best for e-commerce.

- 7 Target Impression Share** – Google adjusts bids to ensure your ad appears a certain percentage of the time at the top of search results.
- 8 Viewable CPM (Cost-Per-Thousand Impressions)** – You pay for every 1,000 times your ad is seen, useful for brand awareness.
- 9 CPV (Cost-Per-View)** – Used for video ads, where you pay when someone watches or interacts with your video.

Why is Bidding Important?

- ✓ **Controls Ad Spend** – Helps manage costs and avoid overspending.
- ✓ **Maximizes Results** – Ensures you get the best return on investment (ROI).
- ✓ **Improves Ad Position** – Higher bids can improve your ad ranking on Google.

Ad Server

Ad Server Keyword Types in PPC

When running a PPC campaign (like Google Ads), you need to choose how your keywords match user searches. These are the four main keyword type:-

- Broad Match
- Exact Match
- Phrase Match
- Negative Match

① **Broad Match –**

- Shows your ad for related searches, even if the exact keyword isn't used.
- **Example:** If your keyword is "running shoes", your ad might show for searches like "best sneakers" or "buy sports shoes".



Good for: Reaching a wider audience.



Risk: Can show for unrelated searches.

② Phrase Match –

- Shows your ad when the search includes your keyword phrase in the correct order, but other words can be before or after.
- **Example:** If your keyword is "men's shoes", your ad might show for "buy men's shoes online" or "discount on men's shoes".



Good for: More targeted traffic with some flexibility.



Risk: Might still show for some unwanted searches.

③ **Exact Match –**

- Shows your ad only when the exact keyword (or close variations) is searched.
- **Example:** If your keyword is [running shoes], your ad only shows for "running shoes" or "running shoe", not "best running shoes online".



Good for: Highly targeted traffic and better conversion rates.



Risk: Less reach, fewer impressions.

④ **Negative Keywords –**

Prevents your ad from showing for specific words to avoid irrelevant traffic.

Example: If you sell premium shoes, adding "cheap" as a negative keyword ensures your ad doesn't show for searches like "cheap running shoes".

 **Good for:** Filtering out unqualified clicks and saving money.

Ad Rank

What is Ad Rank?

Ad Rank is a score used by Google Ads to determine the position of your ad on the search results page. A higher Ad Rank means your ad appears higher in search results, while a lower Ad Rank means it appears lower or might not show at all.

Ad Rank

Why is Ad Rank Important?

- **Better Ad Placement** – Higher Ad Rank means your ad appears at the top.
- **Lower Costs** – A high Quality Score reduces the amount you need to pay per click.
- **More Clicks & Conversions** – Higher-ranking ads get more visibility and engagement.

Ad Rank

How to Improve Ad Rank?

- **Increase Quality Score** – Make ads relevant to keywords and user intent.
- **Improve Click-Through Rate (CTR)** – Use compelling ad copy & call-to-actions.
- **Optimize Landing Page** – Ensure fast loading speed, mobile-friendliness, and relevance.
- **Use Ad Extensions** – Add site links, call buttons, and structured snippets to improve ad visibility.
- **Adjust Bidding Strategy** – Increase bids for high-value keywords while maintaining efficiency

Ad Rank

How to Calculate Ad Rank in Google Ads?

Formula:

- 📌 Ad Rank = Max Bid × Quality Score

CPC Bid ✖ **Quality Score** = **Ad Rank**



The best combined Bid and Quality Score gets the **top ad position** at the **best price**.

Google Ads

Below factors determine how successful your PPC advertising campaign will be:

- **Keyword Relevance** – Crafting relevant PPC keyword lists, tight keyword groups, and proper ad text.
- **Landing Page Quality** – Creating optimized landing pages with persuasive, relevant content and a clear call-to-action, tailored to specific search queries.
- **Quality Score** – Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.

Google Ads

Keyword Research for PPC

- PPC campaign is built around keywords, and the most successful AdWords advertisers continuously grow and refine their PPC keyword list.
- If you only do keyword research once, when you create your first campaign, you are probably missing out on hundreds of thousands of valuable, longtail, low-cost and highly relevant keywords that could be driving traffic to your site.

Google Ads

An effective PPC keyword list should be:

- **Relevant** – Of course, you don't want to be paying for Web traffic that has nothing to do with your business. The keywords you bid on should be closely related to the offerings you sell.
- **Exhaustive** – Your keyword research should include not only the most popular and frequently searched terms in your niche, but also to the long tail of search. They are less competitive, and therefore less expensive.

Google Ads

- **Expansive**- PPC is iterative. You want to constantly refine and expand your campaigns, and create an environment in which your keyword list is constantly growing and adapting.

Google Ads

Managing PPC

Following are the adjustments to optimize your campaigns:

- **Add PPC Keywords:** Expand the reach of your PPC campaigns by adding keywords that are relevant to your business.
- **Add Negative Keywords:** Add non-converting terms as negative keywords to improve campaign relevancy and reduce wasted spend.
- **Split Ad Groups:** Improve click-through rate (CTR) and Quality Score by splitting up your ad groups into smaller, more relevant ad groups, which help you create more targeted ad text and landing pages.

Google Ads

Managing PPC

- **Review Costly PPC Keywords:** Review expensive, under-performing keywords and shut them off if necessary.
- **Refine Landing Pages:** Modify the content and calls-to-action (CTAs) of your landing pages to align with individual search queries in order to boost conversion rates. Don't send all your traffic to the same page.

Google Ads

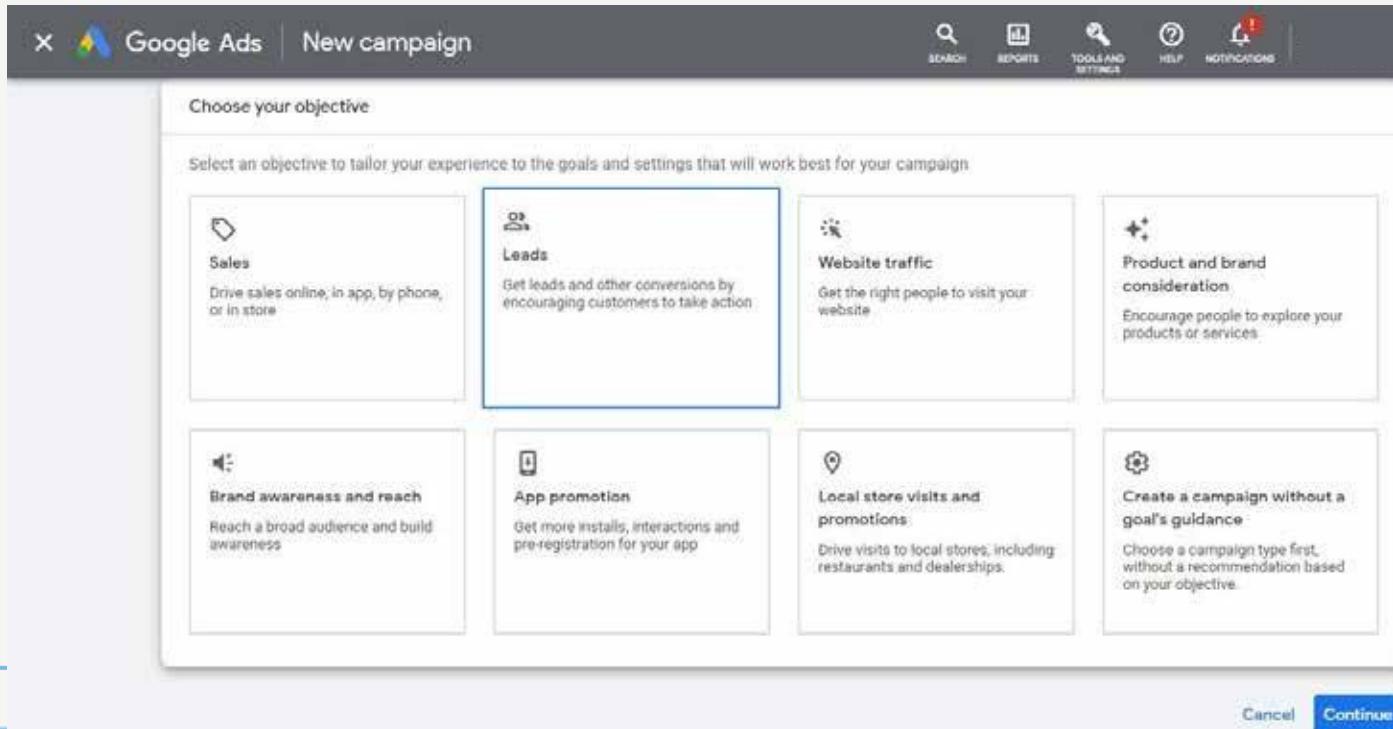
What is CTR

- CTR stands for Click through Rate.
- It is calculated by dividing the number of times a link appears on a search engine result page (impression) by the number of times it is clicked by users.

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$

Google Ads

Creating Campaign



The screenshot shows the Google Ads interface for creating a new campaign. At the top, there's a navigation bar with icons for SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, and NOTIFICATIONS. Below the navigation bar, the title "New campaign" is displayed next to a "X" icon.

The main area is titled "Choose your objective" and contains the instruction: "Select an objective to tailor your experience to the goals and settings that will work best for your campaign".

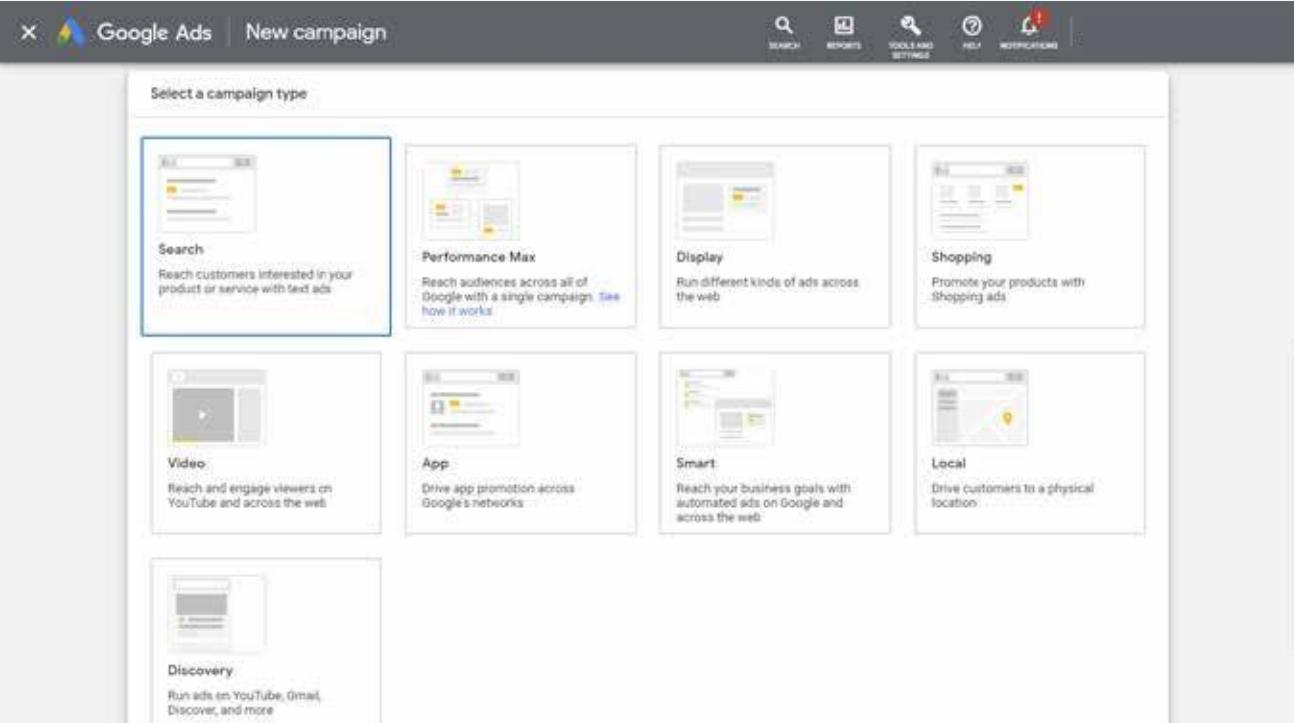
There are eight objective options, each with an icon and a brief description:

- Sales**: Drive sales online, in app, by phone, or in store.
- Leads**: Get leads and other conversions by encouraging customers to take action. This option is highlighted with a blue border.
- Website traffic**: Get the right people to visit your website.
- Product and brand consideration**: Encourage people to explore your products or services.
- Brand awareness and reach**: Reach a broad audience and build awareness.
- App promotion**: Get more installs, interactions and pre-registration for your app.
- Local store visits and promotions**: Drive visits to local stores, including restaurants and dealerships.
- Create a campaign without a goal's guidance**: Choose a campaign type first, without a recommendation based on your objective.

At the bottom right of the interface, there are "Cancel" and "Continue" buttons.

Google Ads

Creating Campaign



The screenshot shows the Google Ads interface with the title "New campaign". The top navigation bar includes icons for SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, and NOTIFICATIONS.

The main section is titled "Select a campaign type" and displays nine options:

- Search**: Reach customers interested in your product or service with text ads.
- Performance Max**: Reach audiences across all of Google with a single campaign. [See how it works](#).
- Display**: Run different kinds of ads across the web.
- Shopping**: Promote your products with Shopping ads.
- Video**: Reach and engage viewers on YouTube and across the web.
- App**: Drive app promotion across Google's networks.
- Smart**: Reach your business goals with automated ads on Google and across the web.
- Local**: Drive customers to a physical location.
- Discovery**: Run ads on YouTube, Gmail, Discover, and more.

Google Ads

Set Daily Budget

Google Ads | New campaign

Budget and bidding

Select the budget and bidding options that work best for your goals.

Budget

Set your average daily budget for this campaign:

\$100

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

What do you want to focus on? [?](#)

Clicks [▼](#)

Set a maximum cost per-click bid limit

This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget.

[More settings](#)

Ad rotation: [Optimize: Prefer best performing ads](#)

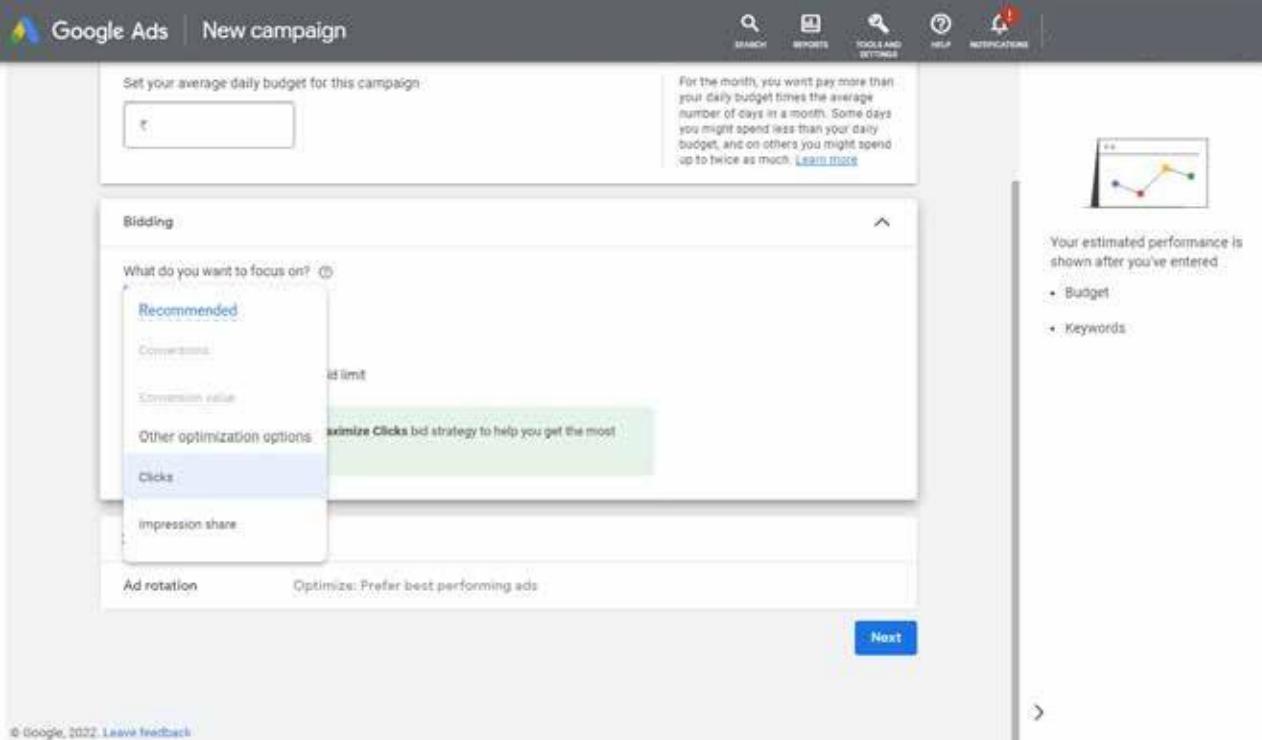
Your estimated performance is shown after you've entered:



- Budget
- Keywords

Google Ads

Targeting Audience



The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS', 'HELP', and 'NOTIFICATIONS'.

The main section starts with a budget input field: "Set your average daily budget for this campaign:" followed by a note: "For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much." A link to "LEARN MORE" is provided.

The "Bidding" section allows focusing on "Conversions", "Conversion value", or "Clicks". A note says: "Maximize Clicks bid strategy to help you get the most".

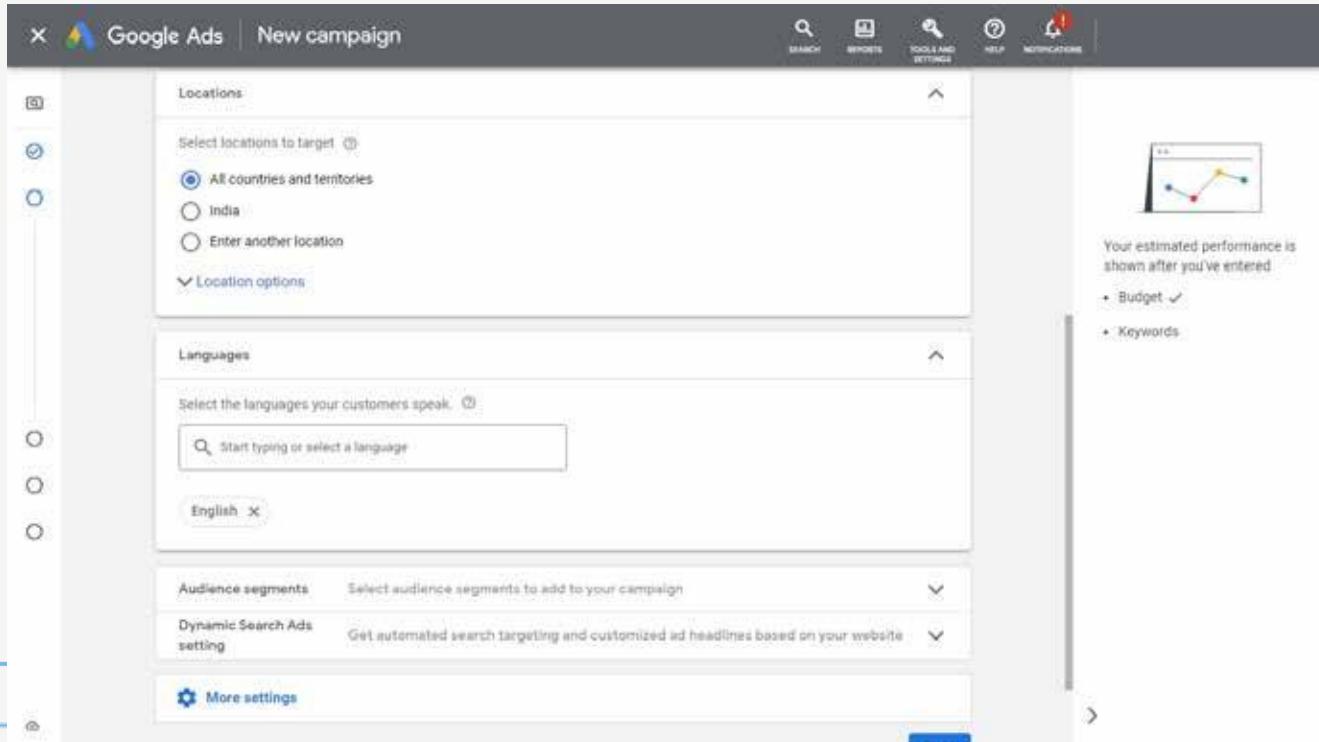
On the right, there's a chart icon and a note: "Your estimated performance is shown after you've entered" followed by a list: "• Budget" and "• Keywords".

At the bottom, there are "Ad rotation" and "Optimize: Prefer best performing ads" settings, and a prominent blue "Next" button.

Page footer: "© Google, 2022. Leave feedback"

Google Ads

Targeting Audience



The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS', 'HELP', and 'NOTIFICATIONS'.

Locations:
Select locations to target: All countries and territories
 India
 Enter another location
Location options

Languages:
Select the languages your customers speak:
Start typing or select a language
English X

Audience segments: Select audience segments to add to your campaign

Dynamic Search Ads setting: Get automated search targeting and customized ad headlines based on your website

More settings

Your estimated performance is shown after you've entered
+ Budget ✓
+ Keywords

Google Ads

Targeting Audience

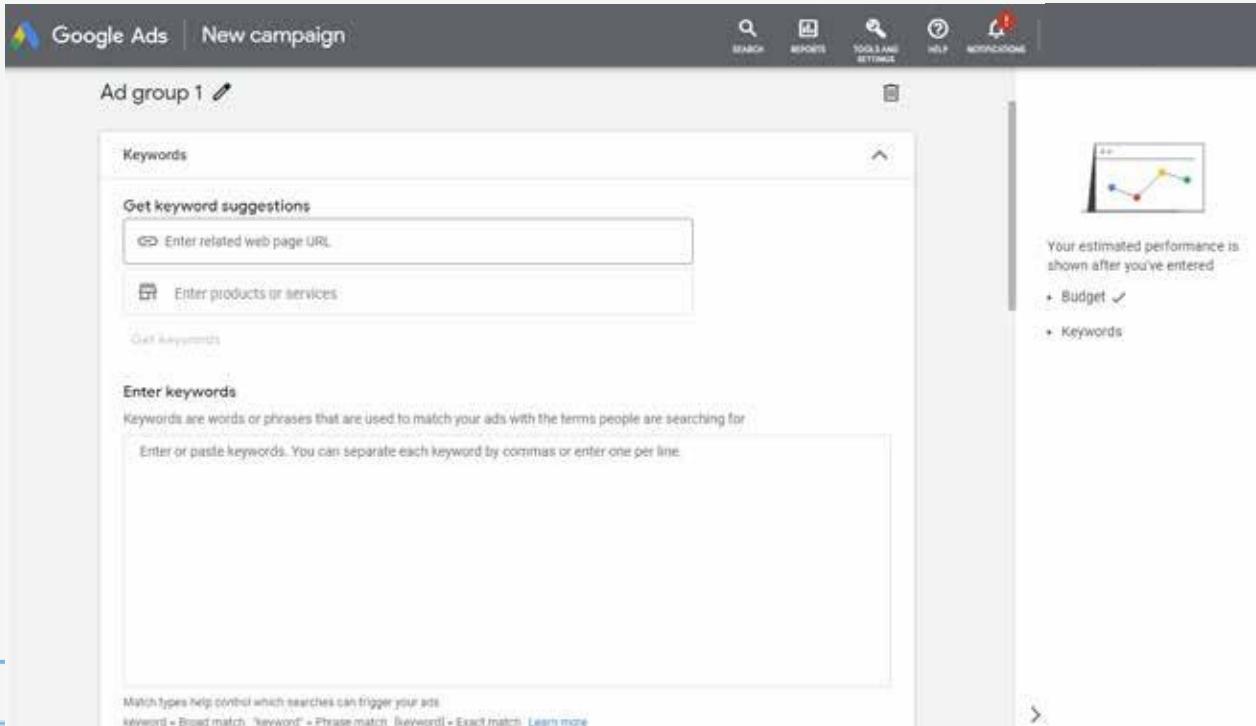
Audiences

Select audiences to add to your campaign 

SEARCH	BROWSE	IDEAS (14)	1 selected	CLEAR ALL
SEO			In-market audiences	
 What they are actively researching or planning (16)			Business Services > Advertising & Marketing Services SEO & SEM Services	
<input checked="" type="checkbox"/> In-market audiences > Business Services > Advertising & Marketing Services SEO & SEM Services				
<input type="checkbox"/> In-market audiences > Business Services > Business Technology > Web Services Web Design & Development				
<input type="checkbox"/> In-market audiences > Business Services Advertising & Marketing Services				
<input type="checkbox"/> In-market audiences > Business Services > Advertising & Marketing Services Email Marketing Services				
<input type="checkbox"/> In-market audiences > Business Services > Business Technology > Web Services Web Hosting				

Google Ads

Setting Keywords

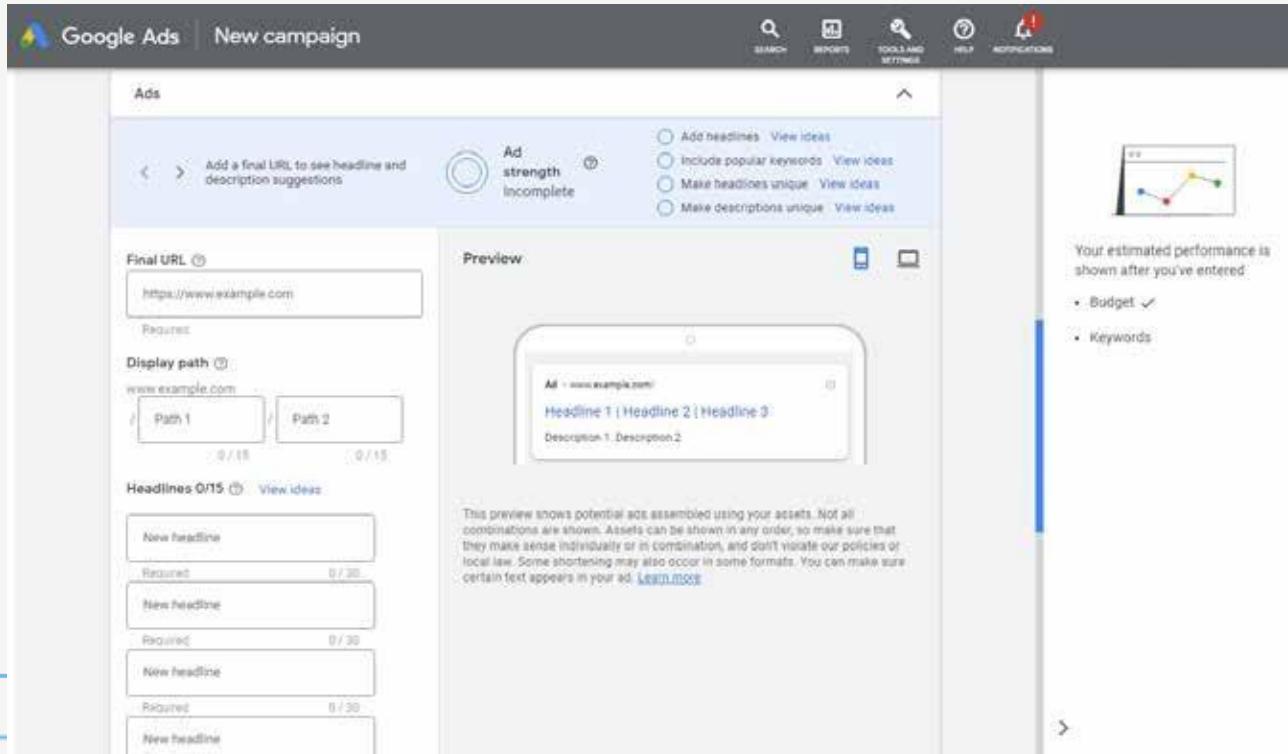


The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS', 'HELP', and 'NOTIFICATIONS' (with 4 notifications). The main area is titled 'Ad group 1' with a pencil icon. It features two sections: 'Get keyword suggestions' (with fields for 'Enter related web page URL' and 'Enter products or services') and 'Enter keywords' (with a note explaining keywords are used to match ads with search terms and a field for entering or pasting keywords separated by commas or on new lines). To the right, there's a sidebar with a line graph icon and text stating 'Your estimated performance is shown after you've entered' followed by '+ Budget ✓' and '+ Keywords'.

Match types help control which searches can trigger your ads
Keyword = Broad match • Keyword = Phrase match • Keyword = Exact match [Learn more](#)

Google Ads

Creating Ad Groups and Ads



The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS', 'HELP', and 'NOTIFICATIONS'. The main area is titled 'Ads' and displays the following information:

- Ad strength:** Incomplete. Suggested actions: Add headlines, View ideas; Include popular keywords, View ideas; Make headlines unique, View ideas; Make descriptions unique, View ideas.
- Final URL:** <https://www.example.com>
- Display path:** www.example.com / Path 1 / Path 2 (0/15, 0/15)
- Headlines:** 0/15 (View ideas). New headline entries: Required (0/30), Required (0/30), Required (0/30), Required (0/30).
- Preview:** Shows a mobile and desktop preview of the ad. The mobile preview includes 'Ad - www.example.com', 'Headline 1 | Headline 2 | Headline 3', and 'Description 1, Description 2'. A note below states: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more.'
- Performance graph:** A small chart showing estimated performance.
- Estimated performance notes:** Your estimated performance is shown after you've entered:
 - Budget ✓
 - Keywords

Google Ads

Add Ad Extensions

X Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 888-292-4221 designs.saurabh@gmail.com

Extensions

Get more clicks and drive valuable customer actions by adding key information about your business.

- Sitelink extensions Add additional links to your ad
- Callout extensions Add more business information to your ad
- Call extensions 9601834396 (Campaign-level extensions)
 - Based on your selection, a call extension has automatically been created for this campaign

More extensions

- App extensions Add an app extension to your ad
- Structured snippet extensions Add snippets of text to your ad
- Lead form extensions Add a form to your ad
- Price extensions Add prices to your ad
- Promotion extensions Add a promotion to your ad

Next



Your estimated performance is shown after you've entered

- Budget ✓
- Keywords

Google Ads

Sitelink Extension

Ad · <https://www.worldremit.com/> ▾

WorldRemit money transfer - Low cost money transfer.

Send in just a few taps & track your transfer every step of the way. Fast, easy & secure. Sign up online or download the app today. Guaranteed exchange rates. No Agents to visit. Send anytime day or night. Protected Transfers. 150+ Countries Available. Fast. Trusted. Low Cost.

£20 for you, £20 for them

When you refer a friend
and they send over £100

How does it work?

We show you how to transfer money
in 3 easy steps. Watch our video.

Money Transfer Services

Including Mobile Money Transfer,
Cash Pick-Up & Bank Account Deposit

Transparent. Simple. Fast

Low cost. Trusted. WorldRemit.
A better way to send money

Google Ads

Callout Extension

Sales Team Training - Richardson.com

Ad www.richardson.com/SalesTraining ▾ (800) 526-1650

Achieve Your Business Objectives With Our Award-Winning Training!

Highly Custom Programs · Interactive Approach · Fortune 500 Clients

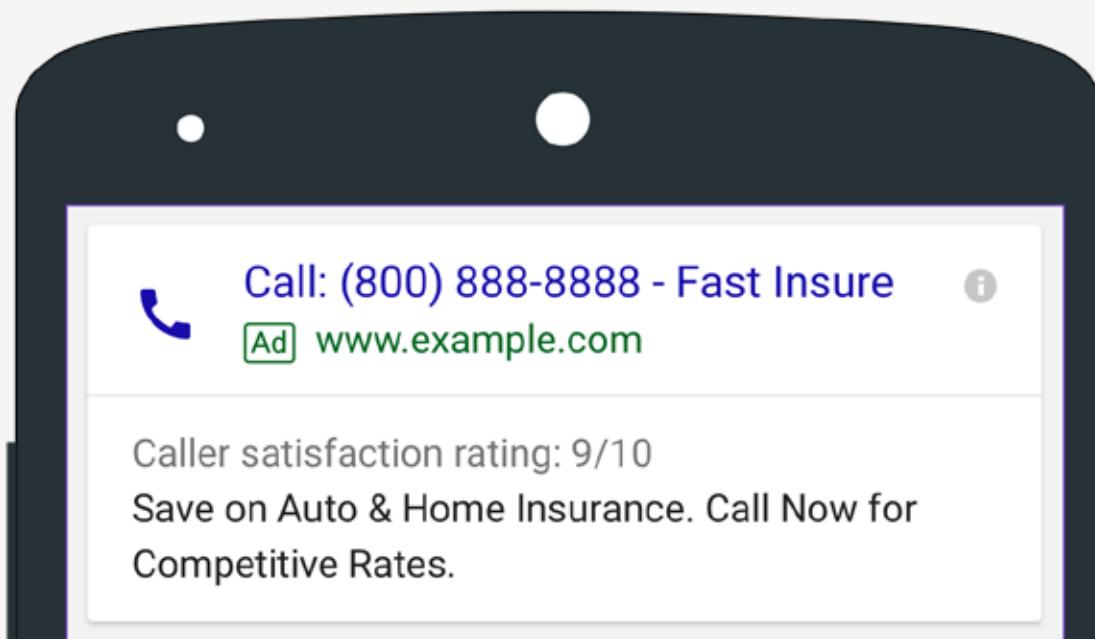
2014 Gold Winner – Stevie Awards

Sustain Training Impact - Industry Specialization - Sales Excellence Blog

Callout
extensions

Google Ads

Call Extension



Google Ads

App Extension

Ad · www.deliveroo.co.uk/ i

**Deliveroo - Food Freedom | Get Your Order
In 15 Minutes | deliveroo.co.uk**

The food you love, delivered to your door in as little as 15 Minutes. Find your food freedom today. Order now and track your food.



Deliveroo: Restaurant ...
4.1 ★★★★★ (113,187)

Install

Google Ads

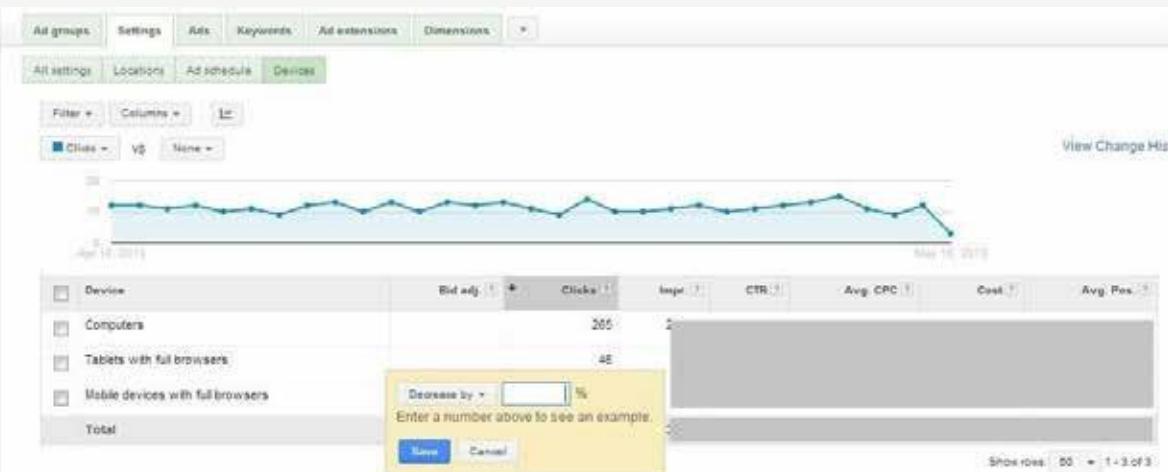
How does Your Daily Budgets get Spent

- Let's say you have an ad with a CPC of \$0.25, and that you'd like to receive 300 ad clicks per day.
- Using these figures, you can calculate an estimated daily budget: $25 \times 300 = \$75$
- In this example, 25 cents is the most that you'd be charged if 25 cents is your maximum CPC.
- However, the actual amount you could be charged per click can change, depending on the variables of each individual ad auction.

Google Ads

Device Targeting

- Today, consumers are searching the Web across numerous devices (often at the same time), which means you need to pay attention to where your most valuable leads are coming from.



Google Ads

Performance, Profitability and Growth

- Once you know what PPC is and how paid search works, it makes sense that your next question might be, “How much does a typical click cost?”
- Some keywords are significantly more expensive to bid on than others, depending on how competitive the market is, and it’s important to realize this before launching a PPC campaign.
- In the US, if you average across all different types of businesses and keywords, the average CPC in AdWords is between \$1 and \$2. That's on the search network. On the display network, clicks tend to be cheaper, and the average is under \$1

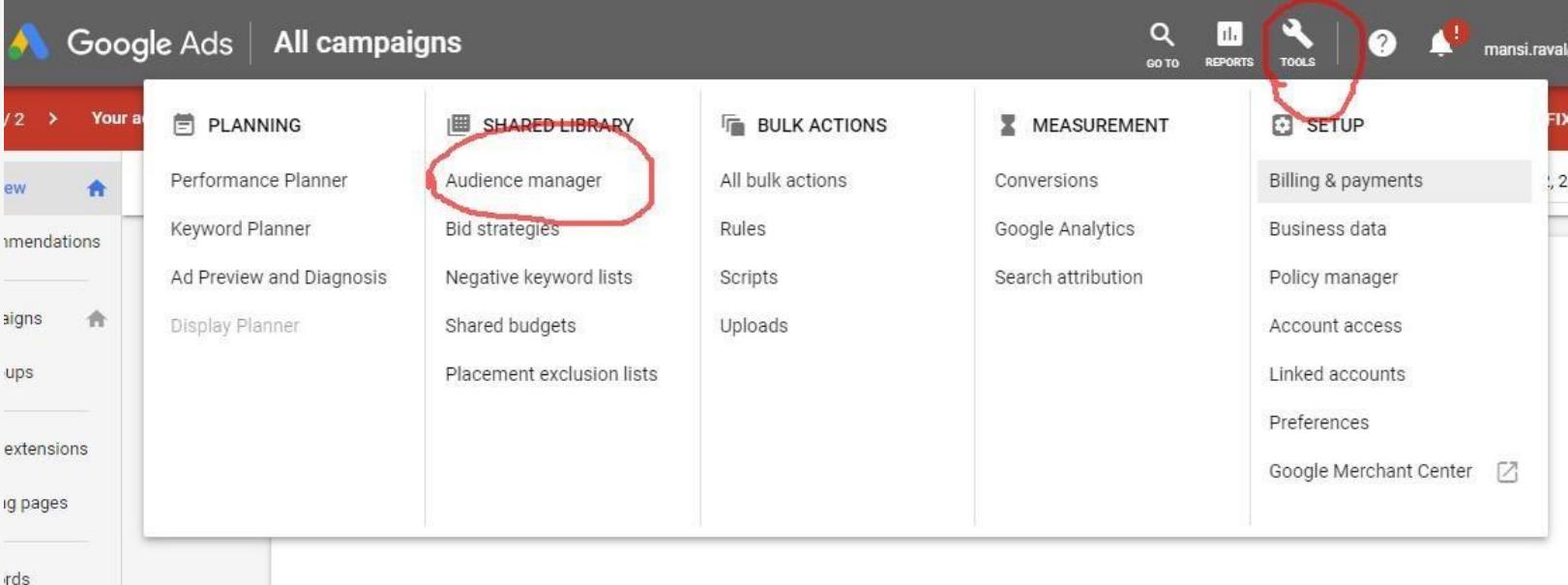
Google Ads

Remarketing

- Remarketing is a clever way to connect with visitors to your website, who may not have made an immediate purchase or enquiry.
- It allows you to position targeted ads in front of a defined audience that had previously visited your website - as they browse elsewhere around the internet.

Google Ads

Create Remarketing Audience

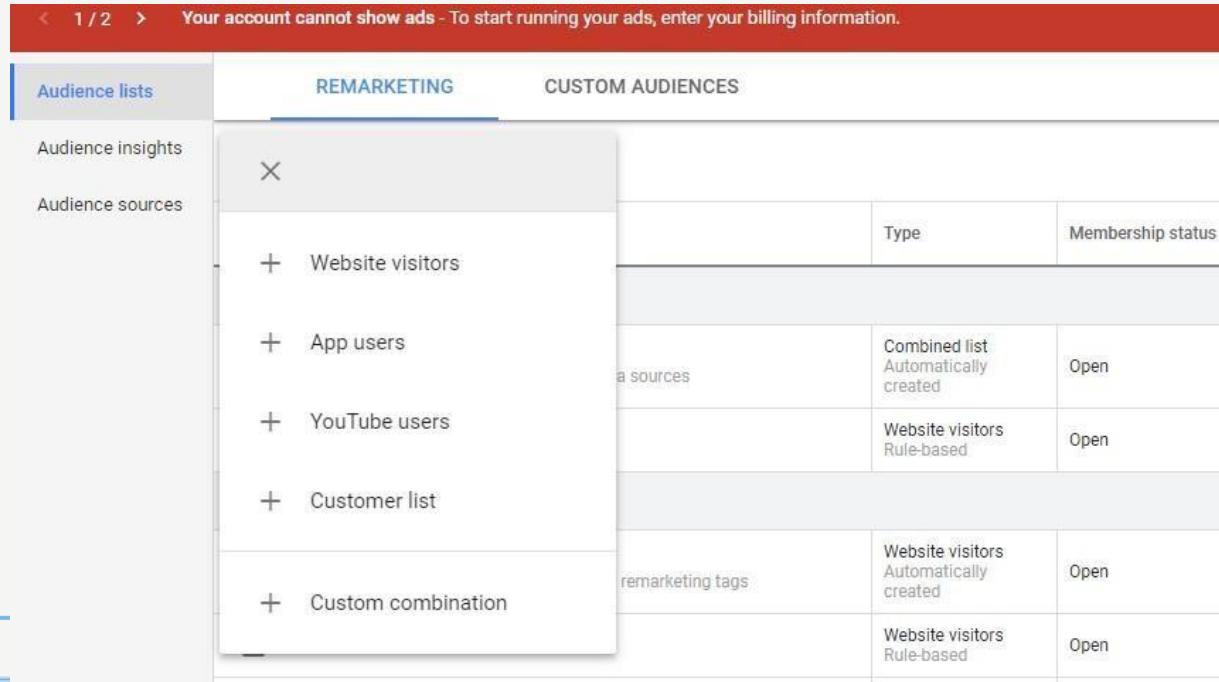


The screenshot shows the Google Ads interface with the title "All campaigns". The top navigation bar includes "GO TO", "REPORTS", "TOOLS" (which is highlighted with a red circle), and a user icon. Below the navigation is a grid of tools:

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Performance Planner	Audience manager (circled)	All bulk actions	Conversions	Billing & payments
Keyword Planner	Bid strategies	Rules	Google Analytics	Business data
Ad Preview and Diagnosis	Negative keyword lists	Scripts	Search attribution	Policy manager
Display Planner	Shared budgets	Uploads		Account access
	Placement exclusion lists			Linked accounts
				Preferences
				Google Merchant Center

Google Ads

Select Type of Audience for Remarketing



Your account cannot show ads - To start running your ads, enter your billing information.

Audience lists

REMARKETING CUSTOM AUDIENCES

Audience insights

Audience sources

X

- + Website visitors
- + App users
- + YouTube users
- + Customer list
- + Custom combination

	Type	Membership status
a sources	Combined list Automatically created	Open
	Website visitors Rule-based	Open
remarketing tags	Website visitors Automatically created	Open
	Website visitors Rule-based	Open

Google Ads

Create Audience



X Google Ads | New audience: Website visitors

1 / 2 > Your account cannot show ads - To start running your ads, enter your billing information.

Audience name Audience name

List members Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visitors of a page ▾

Visited page Include people that visited a page with the following rules

Match any rule group ▾

A visited page must match every rule in this group

URL contains AND

OR

Google Ads

Add Google Ads Tag Into Your Website

Audience sources >

Google Ads tag X

Global site tag

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your site. You must install this tag on every page of your website.



Copy the tag below and paste it in between the `<head></head>` tags of every page of your website. You only need to install the global site tag once per account, which can be used with both remarketing event snippets as well as conversion event snippets:

```
<!-- Global site tag (gtag.js) - Google Ads: 788669093 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-788669093"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-788669093');
</script>
```

When using the Google Ads tag, you must comply with the [Personalized advertising policy](#) and the [Google EU user consent policy](#), and must not send information related to sensitive interest categories. If you implement the user ID parameter, you also agree to comply with the [Advertiser cross-device linking policy](#). Google Ads may use the data reported from the tag to improve the bidding and targeting for the campaigns in your account.

Google Ads

Add User/Partner Into Your Google Ads Account

5. Click Send invitation.
6. Your invitee will need to accept your invitation and create their own AdWords sign in using the email address you sent the invitation to, or another of their choosing. They won't be able to use an email address that's already associated with an AdWords account. We'll notify you when your invitee responds.
7. After accepting the invitation, they will also need to confirm the email address.

Google Shopping Introduction

Google Shopping is an eCommerce platform that lets online consumers search and compare products. It also shows users where they can buy products and for what price. In other words, it is a custom search engine, which is distinguishable from Google's main search pages.



This means it has its own domains, such as:

<https://www.google.com/shopping>

That said, it is connected to Google's main search pages. When a user searches for a product-related keyword, they will see Shopping Ads.

By using Google Merchant Center and Google Shopping, you can increase sales by attracting potential buyers to your website.

Google Ads

Add User/Partner Into Your Google Ads Account

From your manager account's "Account access" menu, you can invite users to your manager account, manage your user invitations, and see who has access to your manager account and what level of access they have.

Google Ads

Add User/Partner Into Your Google Ads Account

Steps:

- Click the gear icon in the top corner of your manager account and choose Account settings.
- Click Account access from the side navigation.
- Click the +Users button.
- Enter the new user's email address, name(optional), and choose an access level.

Google Ads

Add User/Partner Into Your Google Ads Account

- After the invitee has accepted and confirmed their email address, you must confirm and grant the invitee access to your account. To do this, click the gear icon in the top corner of your account, then click Account settings.
- Click Account access from the side navigation and confirm their access to your account by clicking Grant access.

Earn From Google



Google AdSense



Google AdMob

Google AdSense

What is Google AdSense?

Google AdSense is a platform that allows website owners, bloggers, and content creators to earn money by displaying ads on their websites. Google places ads on your site, and you get paid when visitors click on them or view them.

How Google AdSense Works?

- 1 Sign Up & Get Approved** – You apply for an AdSense account and, once approved, you receive an ad code to place on your website.
- 2 Google Displays Ads** – Google automatically shows relevant ads based on your website content and visitor behavior.
- 3 Users Click on Ads** – When visitors click on an ad, you earn money (CPC – Cost Per Click) or when they view an ad (CPM – Cost Per 1000 Impressions).
- 4 Earnings & Payments** – Google pays you monthly once you reach the minimum payout threshold

Benefits of Google AdSense:

- ✓ **Easy to Use** – Google handles ad placement, so you don't need technical skills.
- ✓ **Earn Passive Income** – You make money just by allowing ads on your site.
- ✓ **Variety of Ad Formats** – Supports text ads, display ads, video ads, and more.
- ✓ **Works with Any Website** – Blogs, news sites, forums, and even YouTube channels can use AdSense.

Google AdMob

What is Google AdMob?

Google AdMob is similar to AdSense but designed for mobile apps. It allows app developers to earn money by displaying ads inside their mobile apps.



How Google AdMob Works?

- 1 Integrate AdMob into Your App** – Developers add the AdMob SDK (Software Development Kit) to their apps.
- 2 Google Shows Ads** – AdMob displays relevant ads inside the app, like banner ads, interstitial ads (full-screen), and rewarded ads (users get rewards for watching ads).
- 3 Users Interact with Ads** – When users click or view ads, the app owner earns revenue.
- 4 Get Paid** – Like AdSense, AdMob pays developers when earnings reach the payout threshold.

Benefits of Google AdMob:

- ✓ **Monetize Mobile Apps** – Earn money from free apps through ads.
- ✓ **Multiple Ad Formats** – Banner ads, video ads, interstitial ads, and rewarded ads.
- ✓ **Ad Mediation** – Allows developers to show ads from different networks, maximizing revenue.
- ✓ **Works on Android & iOS** – Can be used for both platforms.

Difference Between ADSense & AdMob

Feature	Google AdSense	Google AdMob
Best For	Websites & blogs	Mobile apps
Ad Formats	Text, display, video	Banner, interstitial, rewarded, native ads
Earnings	CPC (Cost Per Click) & CPM (Cost Per 1000 Impressions)	CPC, CPM, & ad mediation
Integration	Simple HTML/JavaScript code	Requires SDK integration in the app
Audience	Website visitors	Mobile app users

Google Merchant Center

Google Merchant Center helps people to discover, explore and buy products from connected websites. With its family of features and deep reporting tools, it brings you different ways to get the right products to the right customers.



Google Merchant Center

Google Merchant Center

Benefits

The Merchant Center account bring following benefits:

- it is a gateway to advertising your products with Google Shopping.
- It allows you to store essential product information needed to generate and serve your product ads to potential customers.
- Without Google Merchant Center (GMC), your products will not appear on Google Shopping.
- you cannot create Product Ads unless you add sufficient product information to your GMC account.

If you sell products directly to consumers, Google Merchant Center is one of the tools you need. It should be an integral part of your overall digital marketing strategy.

How Google Merchant Center Work?

Sign Up for Google Merchant Center

- You can Sign Up for Google Merchant Center account Using your gmail account.
- On sign up you need to provide your business details as follow

Name of your business, Address of your business, Valid phone number for your business,

How Google Merchant Center Work?

Sign Up for Google Merchant Center

Where can customer see your products:

- **On your website:** Customers see your product listing on Google and go to your website to buy.
- **On Google:** Customers see your product listing on Google and buy without leaving Google. They can still check out on your website even if checkout on Google is available for your product listings.(This service is not available in all countries)
- **At your local shop :** Customers see your product listing on Google and visit your local shop to buy.

How Google Merchant Center Work?

Add Products in Google Merchant Center

The 'Products' page allows you to manage your feeds, review their quality and view a detailed list of all of your products in one place.

Feeds: Create and upload feeds. The 'Feeds' page provides access to various feed and inventory management tools, including feed rules and downloadable error reports.



TOPS TECHNOLOGIES
Training | Outsourcing | Placement | Study Abroad

Module —5

[Social Media Marketing]

Topic List

Video Marketing

Email Marketing

Social Media Sites

Affiliate Marketing/Content

Marketing

Mobile Marketing



TOPS TECHNOLOGIES

Training | Outsourcing | Placement | Study Abroad

Video Marketing

YouTube Marketing

What is YouTube Marketing?

YouTube Marketing is the process of using videos to promote a brand, product, or service on YouTube, the world's second-largest search engine. It helps businesses reach a wider audience, increase engagement, and boost sales through video content.



Youtube Marketing

Why is YouTube Marketing Important?

- **Huge Audience** – Over 2.5 billion people use YouTube monthly.
- **Better Engagement** – Videos get more attention than text or images.
- **Boosts SEO** – YouTube videos rank on Google search results.
- **Increases Conversions** – Videos help explain products/services better.

Youtube Marketing

Introduction to YouTube Marketing

Chaliye Shuru Karte hai.....🔥

Youtube Marketing

Why do brands need to be present on YouTube?



Obviously money but..

6 facts about YouTube

Why should you focus on YouTube anyway? Here are six insights to think about before reading on.

2nd

YouTube is the second largest website in the world after Google.

Source: Alexa top 50 global sites

2nd

YouTube is the second largest search engine after Google.

Source: YouTube, 2021

#1

YouTube is the most visible domain within Google Search. 26% of search results display a YouTube video.

Source: Milestone Internet, 2020

#1

YouTube is the most shared domain on Facebook and Twitter.

Source: BuzzSumo, 2021

90%

90% of people say that they discover new brands or products on YouTube.

Source: Ipsos, 2018

55%

55% of people search for a product on Google then use YouTube to learn more about it before making a purchase.

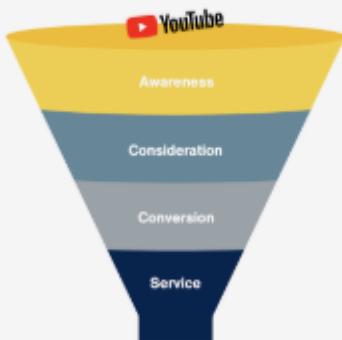
Source: Thinkwithgoogle, 2019

YouTube Marketing

Where YouTube falls in the funnel?

Marketing Funnel

Below you can see YouTube's role in all phases of the marketing funnel. From discovery of new brands to the purchasing of products displayed in live streams, YouTube plays a role in each phase of the funnel. In the next chapter, we'll take you through how you can now use this YouTube knowledge effectively for your brand.



Awareness

YouTube plays a crucial role in the discovery of new brands and products. 90% of users say that they have discovered new brands and products on YouTube. By actively using YouTube, you increase your brand's chances of being discovered by your target audience.

Conversion

More than 40% of shoppers worldwide say that they have purchased products they discovered on YouTube. Additionally YouTube offers even more opportunities to generate leads and conversions with YouTube ads.

As a result, it also plays an increasingly important role in the conversion phase of the funnel, close to the purchase. Finally, with the announced integration of e-commerce in videos and live streams, it is also becoming easier to purchase featured products.

Consideration

More than half of shoppers say that online videos have helped to decide which specific brand or product to buy. Therefore video plays an increasingly larger role in the consideration phase. This is a great opportunity to convince your target audience of your brand.

Service

One of the most important reasons to use YouTube is to find answers and instructions. Proactively using YouTube to answer these questions can lead to significant cost reduction and increased customer satisfaction.

Sources: Think with Google, YouTube Brand Discovery Data & Search Engine Journal, YouTube Shopping Influence 2018

You tube Marketing



What is common between these 3 brands?

Youtube Marketing



 PHYSICSWALLAH

Subscribers base – 11M+



Subscribers base – 16M+



Subscribers base – 6M+

Youtube Marketing

Differences between YouTube & Instagram

- Long Form VS Short Form Content
 - High Efforts = Higher Results
- Informed Audience – Higher Chances of Conversion
- Monetization
- Consumed with high interest & attention

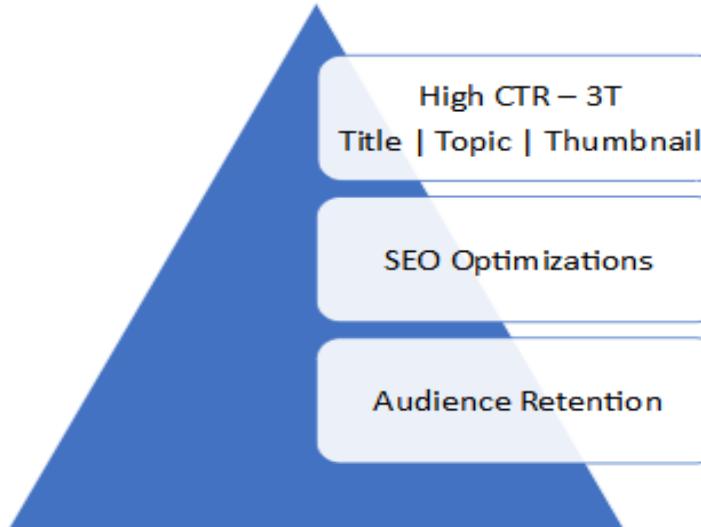
Youtube Marketing

How to look at YouTube or any SMP

- Reverse Mechanism Theory
 - What YouTube wants from creators/channels?
 - What Audience on YouTube wants from your video?
 - How do we serve exactly what YouTube & Audience's wants?

Youtube Marketing

3 strong pillars to build any channel YouTube



Youtube Marketing

How to come up with ideas for YouTube

- Obvious once

- YouTube Auto Suggest (Incognito Mode)
- YouTube Studios (New)
- Tools – vidIQ, Tube-buddy, Keyword planner, Google Trends
- Google People ask for
- Competitors & Creators channels
- Social Listening
- Quora, Reddit

- Uncommon once

- Look Around – Watch your thoughts (like literally)
- Curiosity feeders
- Anything Extravagant
- Knowledge, Reviews, Entertainment

Youtube Marketing

Title – The Attention Holder

- SEO Friendly
- Inviting & Intriguing
- Avoid obvious click-baits
- Add Emotive Words in Title – like?

Youtube Marketing

Titles hacks that converts views

- How to increase bank balance, save money? 8 Financial advice tips in Hindi
- How to GROW your DEAD CHANNEL- in 2 Steps Only
- Strategy Which Got Me 99.91 Percentile In CAT, Ft. Ananta Chhajer, IIM Ahmedabad
- 7 Amazing Makeup Products in India that are Actually Natural
- The Harsh Reality Of Being An IAS Officer - Anil Swarup, CEO State Devt.
- How to Study MORE in LESS TIME
- 5 Easy Steps To Speak In ENGLISH Fluently And Confidently | English Speaking Tricks
- I TRIED THIS FOR A WEEK for CLEAR & GLOWING SKIN

Youtube Marketing

Thumbnail – ARE Rule



The A-R-E rule

Follow this rule to create great thumbnails:

If you want to design the 'perfect' thumbnail, it has to meet these three criteria:

Attractive: your thumbnails draw the attention of our audience. It has to stand out from the crowd.

Relevant: your thumbnails accurately portray the content in the video. Don't try to trick people with great thumbnails which don't represent your content. This is clickbait and is punished by users and the algorithm. Deliver on the promise.

Engaging: Your thumbnails need to trigger an emotional response to the viewer. High-performing thumbnails almost always have a (strong) emotional response.

And never stop testing and optimizing your thumbnails.

Youtube Marketing

Thumbnail – What Makes them Winning?



Diabetes Symptoms |
Diabetes Mellitus | Type 2...



How to Fix "Low Back" Pain
(INSTANTLY!)



MY HONEST IITJEE STORY ft.
PhysicsWallah| 26/360 to...



How I Cleared My Hormonal
Acne & Scarring In \$35 |...

Youtube Marketing

Best practice for Thumbnail

- Story



Youtube Marketing

Best practice for Thumbnail

- Story
- Attention



Youtube Marketing

Best practice for Thumbnail

- Story
- Attention
- Evokes curiosity



Youtube Marketing

Best practice for Thumbnail

- Story
- Attention
- Evokes curiosity
- Results / Reference

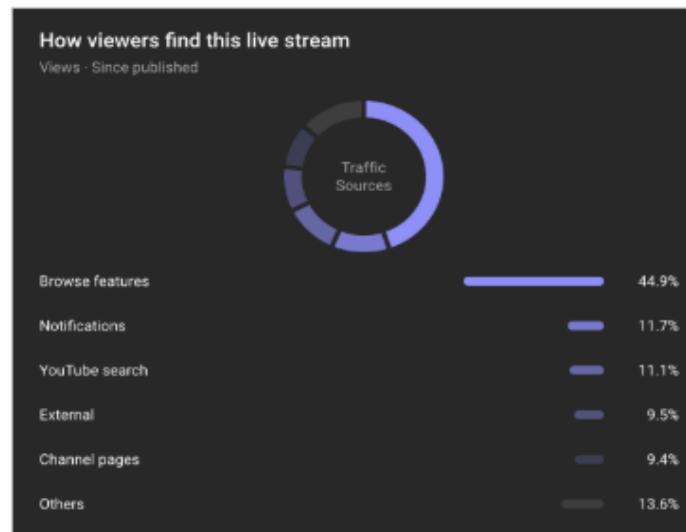


Don't Invest in Property
before checking 10...

Youtube Marketing

6 factor important to study algorithm

- YouTube Search
- Suggested Videos
- Browse Features
- Notification
- Channel Page
- External



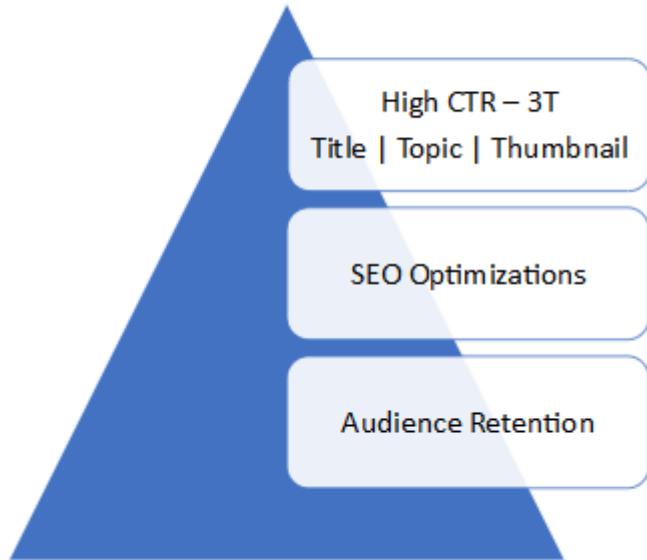
SEO

- Title
- Description
- Tags
- #tags
- Settings

Not making it anymore boring try SEO of a video LIVE, NOW!

Can't make them move
without a good Engine





The 3rd Pillar

How to Improve Audience Retention -

- Use A Compiling Hook - Put What Viewers Care about upfront
- Talk Fast and with energy
- Vary The Visuals
- Use Drama & Conflict
- Have a Climactic Moment
- Build Audience Loyalty

Metrics to chase

Metrics to chase for a video

- CTR
- Average View Duration

Metric to chase for a Channel as a whole

- Impressions
- Views to Subscribers
- Returning Viewers
- Interactions

Hacks to improve Subscribers

- Collaborations – Sandeep & Warikoo
-
- Creative CTA – (<https://www.youtube.com/watch?v=cTx0k9AI0OQ>)
-
- Code - ?sub_confirmation=1
-
- Purpose – Give them a reason to do that

Video Marketing

YouTube Keyword Research

- Keyword research for YouTube is similar to Google keyword research
- It can not only help to understand what keywords to use in your videos content and description, but also which videos to create.

Tool :

ubersuggest.com

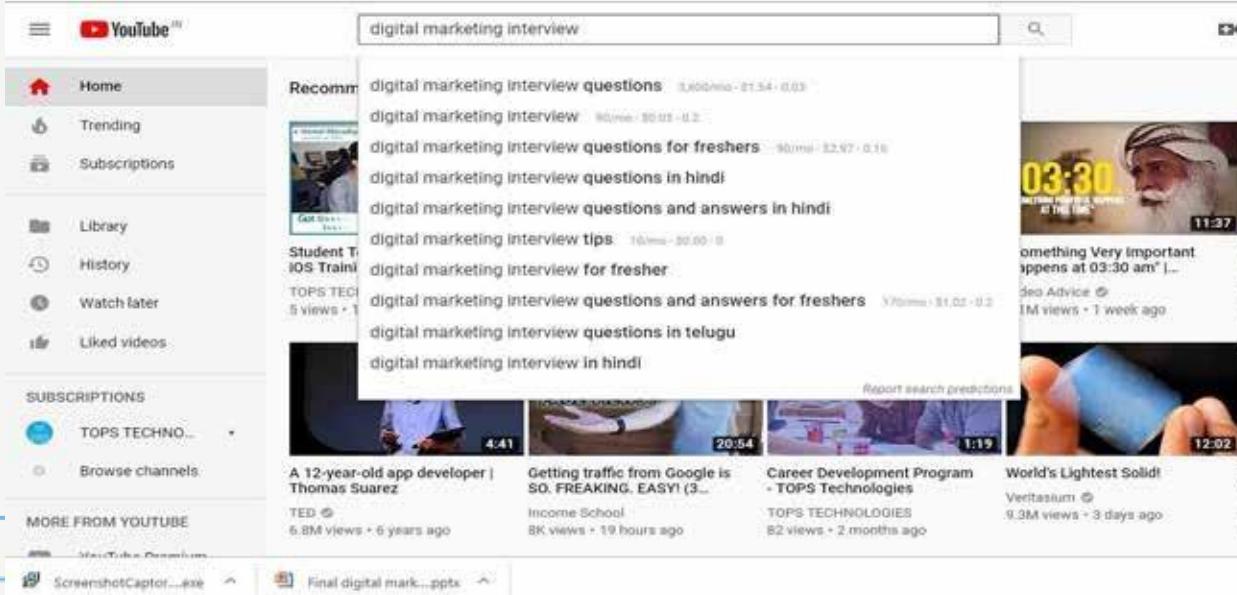
Google trends

YouTube Channel Analytics Research

Video Marketing

YouTube Keyword Research

- you will be able to use the autocomplete when you enter a keyword YouTube will provide you suggestions.



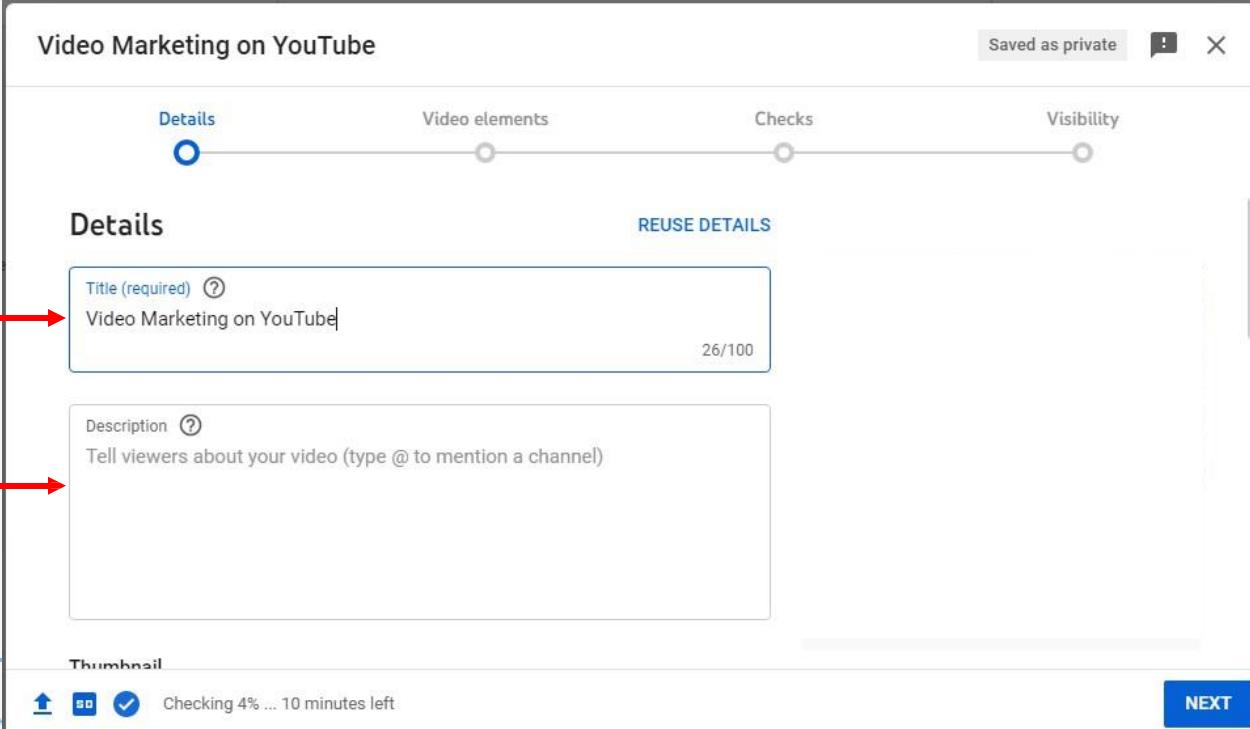
The screenshot shows the YouTube search interface with the query "digital marketing interview" entered into the search bar. The left sidebar includes links for Home, Trending, Subscriptions, Library, History, Watch later, Liked videos, Subscriptions (TOPS TECHNOLOGIES), and More from YouTube. Below the search bar, a dropdown menu displays search predictions: "digital marketing interview questions", "digital marketing interview", "digital marketing interview questions for fresher", "digital marketing interview questions in hindi", "digital marketing interview questions and answers in hindi", "digital marketing interview tips", "digital marketing interview for fresher", "digital marketing interview questions and answers for fresher", "digital marketing interview questions in telugu", and "digital marketing interview in hindi". To the right of the predictions, several video thumbnails are visible, including one by TOPS TECHNOLOGIES titled "Something Very Important happens at 03:30 am" and another titled "World's Lightest Solid! Veritassium". At the bottom of the screen, there are tabs for "ScreenshotCaptor.exe" and "Final digital mark...pptx".

Video Marketing

YouTube Video Upload and Keyword Targeting

**Primary Keyword /
Long Tail Keyword**

Keywords



The screenshot shows the YouTube video upload interface for a video titled "Video Marketing on YouTube". The "Details" tab is selected, indicated by a blue circle. The "REUSE DETAILS" button is visible. In the "Title (required)" field, the text "Video Marketing on YouTube" is entered, with a character count of 26/100. Below the title, there is a "Description" field with the placeholder text "Tell viewers about your video (type @ to mention a channel)". At the bottom, there is a "Thumbnail" section with upload progress icons and a status message "Checking 4% ... 10 minutes left". A "NEXT" button is at the bottom right.

Video Marketing

YouTube Video Annotation/Cards and End Screen Settings

Video Marketing on YouTube

Saved as private ! X

Details ✓ Video elements ○ Checks ✓ Visibility ○

Add subtitles ADD
Reach a broader audience by adding subtitles to your video

Add an end screen IMPORT FROM VIDEO ADD
Promote related content at the end of your video

Add cards ADD
Promote related content during your video

Checks complete. No issues found. BACK NEXT

Video Marketing

YouTube Creating Playlist

- Creating a playlist enables you to keep your user from going somewhere else upon completion of the video.
- The playlist works exactly as the name suggests, it is a list of videos that should be played when the existing video gets over.
- So when your video gets over you are defining what video the user sees. So if you have a group of videos that you have added to your playlist you can keep your viewer engaged.

Video Marketing

Videos on Facebook

- Please don't forget to share your videos on Facebook its as easy as just clicking on the share button and its done.



TOPS TECHNOLOGIES

Training | Outsourcing | Placement | Study Abroad

Email Marketing

Email Marketing

Email marketing is one of the oldest and most popular digital marketing techniques.



Email Marketing

What is Email Marketing?

Email marketing is a way for businesses to send messages directly to people's email inboxes to promote products, services, or updates. It helps companies connect with customers, increase sales, and build relationships.



Email Marketing

Why is Email Marketing Important?

- **Direct Communication** – Emails go straight to your customers.
- **Cost-Effective** – Cheaper than other types of marketing.
- **High ROI (Return on Investment)** – Generates good results with low investment.
- **Increases Customer Engagement** – Keeps your audience informed and connected.
- **Personalized Marketing** – Send targeted emails based on customer interests.

Email Marketing

Types of Email Marketing:-

- ➡ **Promotional Emails** – Offers, discounts, and new product announcements.
- ➡ **Welcome Emails** – Sent to new subscribers to introduce your brand.
- ➡ **Newsletter Emails** – Regular updates, industry news, and useful content.
- ➡ **Transactional Emails** – Order confirmations, invoices, and shipping details.
- ➡ **Re-engagement Emails** – Reminders or special offers to inactive customers.

Email Marketing

How to Do Email Marketing?

- **Build an Email List** – Collect emails from website visitors, social media, or events.
- **Choose an Email Marketing Tool** – Use platforms like Mailchimp, HubSpot, or ConvertKit.
- **Create Engaging Content** – Write clear, valuable, and attractive emails.

Email Marketing

- **Segment Your Audience** – Send different emails based on customer preferences.
- **Use Catchy Subject Lines** – Grab attention to increase email opens.
- **Add a Call-to-Action (CTA)** – Encourage readers to buy, sign up, or learn more.
- **Test & Improve** – Track open rates, clicks, and conversions to improve emails.

Email Marketing

Best Practices for Email Marketing:-

- Keep emails short and to the point.
- Personalize emails with the recipient's name.
- Use eye-catching images and buttons.
- Send emails at the right time (e.g., mornings or lunch breaks).
- Avoid spammy words like “**FREE!!!**” or “**Hurry! Limited Offer**”.

Email Marketing

Email Marketing Plan :-

An Email Marketing Plan helps businesses reach customers, promote products, and grow sales through emails. Follow these simple steps to create a successful plan.

Types Of Email Marketing Plan:-

1. Set Clear Goals
2. Build Your Email List
3. Segment Your Audience
4. Choose an Email Marketing Tool
5. Create Engaging Email
6. Track & Improve Performance
7. Automate & Optimize

Email Marketing

1. Set Clear Goals

Decide what you want to achieve with email marketing:

- Increase sales
- Get more website visitors
- Build customer relationships
- Promote a new product or service

Email Marketing

2. Build Your Email List

Collect emails from interested customers using:

- Signup forms on your website
- Social media promotions
- Free offers (discounts, eBooks, guides)
- Events and webinars

Email Marketing

3. Segment Your Audience :-

Not all customers are the same. Send different emails to different groups based on:

- New vs. Existing Customers (Welcome emails vs. special offers)
- Interests & Behavior (Product recommendations)
- Location & Age Group (Personalized messages)

Email Marketing

4. Choose an Email Marketing Tool

Use email platforms like:

- Mailchimp** – Beginner-friendly
- Constant Contact** – Good for small businesses
- HubSpot** – Advanced features for large businesses
- ConvertKit** – Great for bloggers & creators

Email Marketing

5. Create Engaging Emails:-

Your emails should be clear, valuable, and interesting.

Email Structure:

- Catchy Subject Line (Grab attention in 5-7 words)
- Personalized Greeting ("Hi [Name],")
- Valuable Content (Short and to the point)
- Call-to-Action (CTA) ("Shop Now," "Learn More")
- Professional Design (Use images, buttons, and clear formatting)

Email Marketing

6. Track & Improve Performance:-

Use email analytics to measure:

- 📌 **Open Rate** – How many people opened your email?
- 📌 **Click-Through Rate (CTR)** – How many clicked a link inside?
- 📌 **Conversion Rate** – How many took action (bought a product, signed up)?
- 📌 **Unsubscribe Rate** – How many left your email list?

Email Marketing

7. Automate & Optimize:-

Save time by setting up automated emails:

- Welcome Emails** – Sent automatically when someone subscribes
- Abandoned Cart Emails** – Remind users to complete purchases
- Birthday or Anniversary Emails** – Personal touches to boost engagement
- Re-engagement Emails** – Encourage inactive users to return

Email Marketing

Creating Email

- From
- Subject
- To
- Unsubscribe Link
- Reminder of when and How they subscribed to the list

Email Marketing

Common Mistakes in Email Marketing

- Absolute Paths
- Design
- Old Lists
- Long emails.
- All Caps in Subject or the main heading
- Bright fonts and colors in the email body
- A lot of exclamation points
- Don't use the word Free, Click Here now
- Sending an email without checking how it will look in major email services like Gmail, yahoo Hotmail

Email Marketing

Spam Filters

- The email service providers have certain criteria's through which they define whether the email the customer has just received is a valid email or spam.
- Google has gone 1step further of adding tabs for regular email, promotional emails and then spam. If it is an email from a verified email source but is promotional in nature it will go to the promotional folder.

Email Marketing

Email Performance

Things need to check while performing Email Marketing

- Open Rates
- Click Rates
- Unsubscribe Rates
- Bounce back



TOPS TECHNOLOGIES

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Social Media Marketing

Social Media

- Social media is the mechanism for people to communicate with each other and companies, share opinions, reviews, likes, dislikes, pictures, videos and much more with a large pool of friends and associates.



Social Media

List of Available Social Media Platforms

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest

Social Media

- Social Media strategy should be part of the larger Marketing and Digital marketing strategy – Either one by itself can't work as effectively as both working together.
- The biggest puzzle in the success of the Social media marketing puzzle is getting as many people to engage with your properties.
- You might be sending the best messages and communication but if the number of people who see it is small then the effect is minimal.

Social Media

- You will need to create a large pool for fans and likes to your pages so that every time you communicate through social media it creates a large impact.
- If a few of your fans become your advocates and start promoting your messages to a larger audience you will see a huge increase in your brand awareness.

Social Media

Types of Content on Social Media

Entertainment	Education	Inspiration	Conversation	Promotion
Viral Videos	Informative Blog Path	Quotes	Question Answer	Product Details
Jokes	Tips & Tricks	Facts	Caption this Photo	Product Review
Memes	Case Studies	Personal Stories of Success	Polls	Discount Coupons
Comics	Live Video Training			Service Details
Contest				Product Video

Social Media Marketing

Essential Elements of Social Media Marketing Strategy

1 Identify Business Goals

- Every piece of your social media strategy serves the goals you set. You simply can't move forward without knowing what you're working toward.
- Look closely at your company's overall needs and decide how you want to use social media to contribute to reaching them.

2. Set Marketing Objectives

- You can determine your objectives with the S-M-A-R-T approach: Make your objectives specific, measurable, achievable, relevant and time-bound.

Social Media Marketing

Essential Elements of Social Media Marketing Strategy

3. Identify Ideal Customers

- When you know your target audience's age, occupation, income, interests, pains, problems, obstacles, habits, likes, dislikes, motivations and objections, then it's easier and cheaper to target them on social or any other media.

Social Media Marketing

Essential Elements of Social Media Marketing Strategy

4. Research Competition

- Researching your competition not only keeps you apprised of their activity, it gives you an idea of what's working so you can integrate those successful tactics into your own efforts.
- Also pay attention to the type of content they're posting and its context (promotional, etc.) and how they're responding to their fans.

Social Media Marketing

Essential Elements of Social Media Marketing Strategy

5. Choose Channels and Tactics

- Many businesses create accounts on every popular social network without researching which platform will bring the most return.
- If your prospects or customers tell you they spend 40% of their online time on Facebook and 20% on Twitter, you know which primary and secondary social networks you should focus on.

6. Create a Content Strategy

- There are three main components to any successful social media content strategy: type of content, time of posting and frequency of posting.

Social Media Marketing

Essential Elements of Social Media Marketing Strategy

7. Allocate Budget and Resources

- Establish a strategy first, and then determine the budget that fits that strategy.

8. Assign Roles

- Knowing who's responsible for what increases productivity and avoids confusion and overlapping efforts.

Social Media Marketing

Social Media Marketing Tools: Hootsuite & Buffer:-

If you want to manage your social media accounts easily, Hootsuite and Buffer are great tools that help you schedule posts, track performance, and engage with your audience—all from one place.

Social Media Marketing

Hootsuite:-

- **Schedule Posts** – Plan and publish content across multiple platforms like Facebook, Instagram, Twitter, and LinkedIn.
- **Monitor Activity** – Track comments, messages, and mentions in one dashboard.
- **Analyze Performance** – Get insights into likes, shares, and audience engagement.
- **Team Collaboration** – Work with your team to manage social media efficiently.

Social Media Marketing

Buffer:-

- **Easy Scheduling** – Schedule posts in advance for different social media platforms.
- **Content Planning** – Organize and plan your posts with a simple calendar view.
- **Analytics & Reports** – Measure the success of your posts and improve your strategy.
- **User-Friendly** – Simple and easy-to-use interface, great for beginners.

Social Media Marketing

Facebook Marketing

- With about one billion daily active users on Facebook, this social media platform remains a treasure house for businesses and brands.
- Facebook can also be used to advertise and promote your products and services to a large audience.
- It is the social-media platform of choice for the majority of marketers.

Social Media Marketing

Facebook Marketing :-

Facebook Marketing is using Facebook to promote your business, products, or services. It includes creating a business page, posting content, running ads, and engaging with followers to build brand awareness and generate sales.



Social Media Marketing

What is Facebook Marketing?

Facebook Marketing includes all the ways businesses can use Facebook to connect with their audience. This includes:

- Creating a Facebook Business Page
- Posting engaging content (images, videos, articles, etc.)
- Running Facebook Ads
- Using Facebook Groups and Events
- Engaging with followers through comments and messages

Social Media Marketing

Facebook Page Best Practices:

A Facebook Business Page is like your brand's digital home on Facebook.

Here's how to make it effective:

- **Complete Your Profile** – Add a profile picture, cover photo, business details, and a call-to-action button.
- **Post Consistently** – Share useful, engaging, and visually appealing content.
- **Use Facebook Stories & Reels** – Short, interactive content gets more attention.
- **Engage with Your Audience** – Reply to comments and messages quickly.
- **Leverage Facebook Insights** – Track performance and adjust your strategy

Social Media Marketing

KPIs to Measure Success:

Key Performance Indicators (KPIs) help track if your Facebook marketing is working. Important KPIs include:

- **Reach & Impressions** – How many people saw your content?
- **Engagement Rate** – Likes, comments, shares, and reactions.
- **Click-Through Rate (CTR)** – Percentage of people who clicked on your link.
- **Conversion Rate** – How many people completed the desired action (buying, signing up, etc.)?
- **Return on Ad Spend (ROAS)** – Revenue generated from Facebook ads compared to the money spent.

Social Media Marketing

Facebook Insights:

Facebook Insights is a free analytics tool that shows how well your page and posts are performing. You can track:

-  **Post Performance** – Which posts get the most likes, comments, and shares?
-  **Audience Demographics** – Who is engaging with your content? (age, gender, location)
-  **Best Posting Times** – When your followers are most active.

Social Media Marketing

Facebook Business Manager:

Facebook Business Manager is a tool that helps businesses manage their Facebook Pages, ad accounts, and team members in one place. It allows:

- ◆ Managing multiple Facebook pages and ad accounts
- ◆ Assigning roles to different team members
- ◆ Tracking ad performance and insights

Social Media Marketing

How Does Facebook Advertising Work?

Facebook Ads allow businesses to promote their products to a highly targeted audience. The process works like this:

- **Create a Facebook Ad Account** – Set up your Business Manager.
- **Choose an Ad Objective** – Decide what you want (more website visits, sales, brand awareness, etc.).
- **Define Your Target Audience** – Select who should see your ad based on location, age, interests, and behavior.

Social Media Marketing

- **Set Your Budget & Schedule** – Decide how much to spend and when the ad should run.
- **Create the Ad** – Use images, videos, or carousels with engaging text.
- **Launch & Monitor** – Track performance and adjust as needed.

Facebook Ads Manager

Campaigns 433600976363507 (433600...)

100 Opportunity score

Updated just now

Discard drafts Review and

All ads Actions Had delivery Active ads See more Create a view

Search by name, ID or metrics

Campaigns Ad sets Ads This month: Feb 1, 2025 – Feb 28, 2025

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Charts

Off / On	Campaign	Delivery ↑	Actions	Bid strategy	Budget	Attribution setting	Re
<input checked="" type="checkbox"/>	Leads Campaign_Dame Essentials_4jan	<input checked="" type="radio"/> In draft		Using ad set bid ...	Using ad set bud...	—	
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<input checked="" type="checkbox"/>	New Awareness Campaign	<input checked="" type="radio"/> In draft		Using ad set bid ...	Using ad set bud...	—	

Social Media Marketing

Facebook Ad Campaign Objectives:

When running a Facebook Ad, you must select an objective based on your business goal:

- **Awareness** – Increase brand recognition.
- **Consideration** – Get people to visit your website, watch a video, or engage with a post.
- **Conversions** – Drive sales, sign-ups, or app downloads.

Social Media Marketing

Facebook Ad Targeting:

Facebook lets you target ads very precisely, so they reach the right people. You can target based on:

- ◆ **Demographics** – Age, gender, job, education level
- ◆ **Interests** – Hobbies, favorite brands, likes & follows
- ◆ **Behavior** – Shopping habits, device usage
- ◆ **Location** – City, country, or even a specific area
- ◆ **Custom Audiences** – Target people who have already interacted with your business
- ◆ **Lookalike Audiences** – Find new people similar to your existing customers

Social Media Marketing

Benefits of Facebook Marketing

- Popularity
- Larger Demographics
- Fast Growing
- User spend more Time
- Highly Scalable Content Promotion
- Highly Targeted Facebook Ads
- Incredibly Powerful Remarketing

Social Media Marketing

Facebook Page

- Facebook fan pages are an effective way for businesses, brands, artists and personalities to establish a significant Web presence on the world's largest social networking site.
- This is your company or business' official presence on the world's largest social networking site, so effective promotion is critical.
- Use your Facebook fan page to engage with customers, followers or fans of the product, service, artist or other type of business you're promoting.

Social Media Marketing

Facebook Page TOPS Technologies



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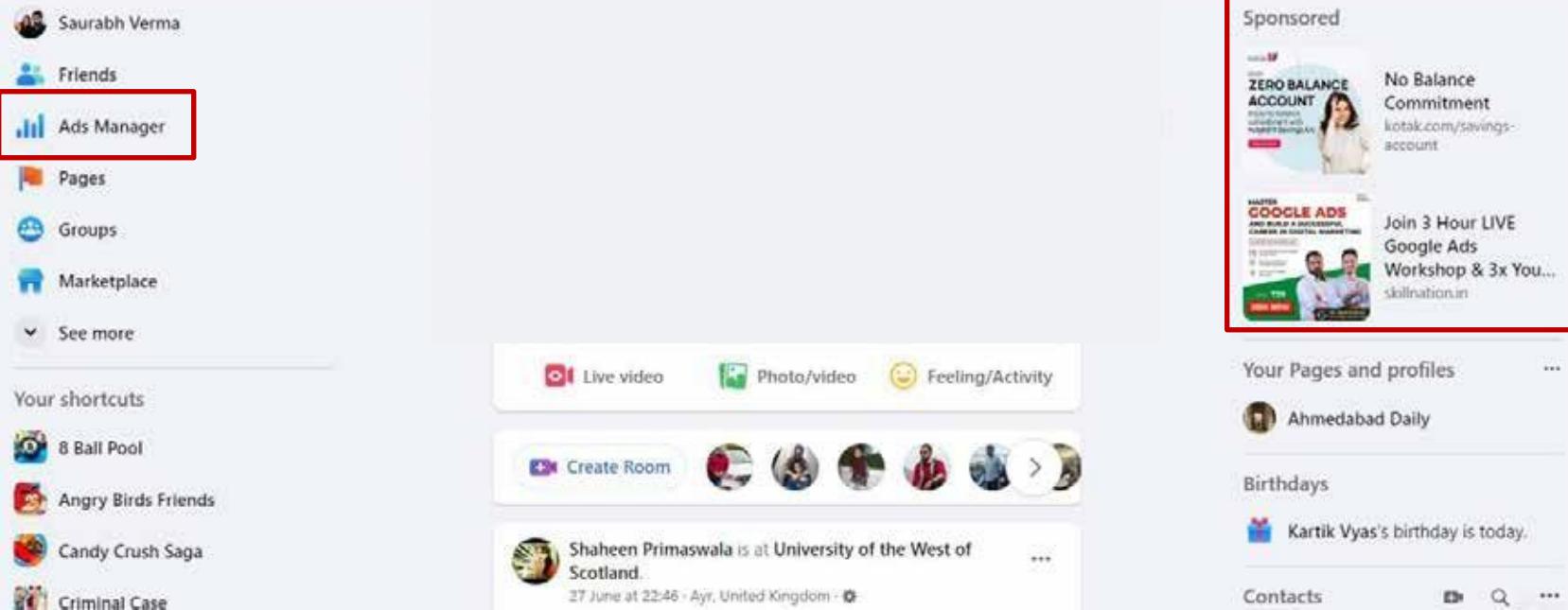
[Call Now](#)

Home Reviews Videos Photos More ▾

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Social Media Marketing

Facebook Sponsored Advertisement



The screenshot shows a Facebook interface. On the left, there's a sidebar with user profile links (Saurabh Verma, Friends, Ads Manager, Pages, Groups, Marketplace) and a 'See more' button. Below that is a 'Your shortcuts' section with game icons for 8 Ball Pool, Angry Birds Friends, Candy Crush Saga, and Criminal Case. The main content area features a sponsored ad for Kotak Bank's zero balance account, followed by a Google Ads workshop announcement. At the bottom, there are sections for 'Your Pages and profiles', 'Birthdays', and 'Contacts'.

Saurabh Verma

Friends

Ads Manager

Pages

Groups

Marketplace

See more

Your shortcuts

8 Ball Pool

Angry Birds Friends

Candy Crush Saga

Criminal Case

Live video Photo/video Feeling/Activity

Create Room

Shaheen Primaswala is at University of the West of Scotland.
27 June at 22:46 · Ayr, United Kingdom · [View on Map](#)

Sponsored

KOTAK ZERO BALANCE ACCOUNT

No Balance Commitment kotak.com/savings-account

SKILLNATION GOOGLE ADS

Join 3 Hour LIVE Google Ads Workshop & 3x You... skillnation.in

Your Pages and profiles

Ahmedabad Daily

Birthdays

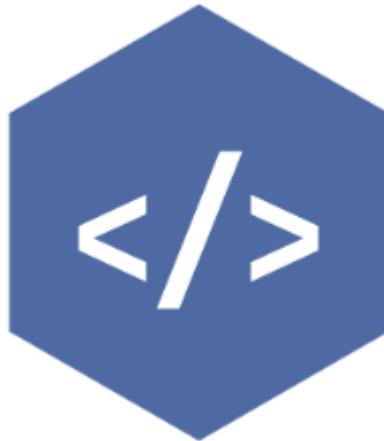
Kartik Vyas's birthday is today.

Contacts

Facebook Pixel

What is Facebook Pixel?

Facebook Pixel is a tool that helps you track and understand what people do on your website after they see or click on your Facebook ad. It collects data so you can improve your ads and target the right audience.



Facebook Pixel

How Does It Work?

- **Add the Pixel to Your Website** – You place a small piece of code on your site.
- **Track User Activity** – It records actions like page visits, purchases, and sign-ups.
- **Improve Ad Targeting** – You can show ads to people who are interested in your products.
- **Retarget Visitors** – Remind people to come back if they didn't complete a purchase.
- **Measure Ad Performance** – See how well your ads are working and make improvements.

Facebook Pixel

Why is Facebook Pixel Important?

- Helps you reach the right people.
- Increases sales by targeting interested users.
- Reduces ad costs by focusing on valuable customers.
- Provides insights to improve your marketing strategy.

Facebook Catalog

What is Facebook Catalog?

A catalogue is a container that holds information about all the items you want to advertise or sell on Facebook and Instagram. You can use your catalogue with different types of ads and sales channels to promote your items, including Meta Advantage+ catalogue ads, Shops on Facebook and Instagram, and more.



Facebook Catalog

How to Create Catalogue?

Create a **Facebook Page** for your business if you don't have one yet.

Create a **Business Manager account** so you can assign your catalogue to your business.

Make sure that you're a business admin.

Facebook Catalog

How to Create Catalogue?

To create a new catalogue:

- Go to Commerce Manager.
- Start creating your catalogue:
 - If this will be your first catalogue, click **Get Started**.
 - Select **Create a catalogue** and then click **Get Started**.
 - If you already have at least one catalogue, you'll see all of your catalogues listed.
Select **+ Add Catalogue** to create a new one.
- Select the type of inventory you advertise or sell, then click **Next**.
- E-commerce (products) only: Choose how you want to add items to your catalogue:
- Select **Upload product info** if you plan to add items yourself in Commerce Manager.

Facebook Catalog

How to Create Catalogue?

- Select the ***Business Manager account*** that your catalogue belongs to. This unlocks more ways to use your catalogue than selecting a personal account and enables you to assign other people permission to work on the catalogue. To select a Business Manager account, you must be a business admin.
- Enter a name for your catalogue.
- Click **Create**.
- You've created a new catalogue.
- Now you can add your items.

Facebook Catalog

How to Add items in Commerce Manager?

There are three main ways to add items to your catalogue in Commerce Manager

Manual: Add items using a manual form in Commerce Manager.

Data feed: Upload a spreadsheet or XML file to add items in bulk. You can upload a file once or set up scheduled uploads to happen on a regular basis.

Meta pixel: Import and update items automatically from your website using a pixel. This method is more complex to set up. You may need help from a developer to install microdata tags on your website.

Facebook Catalog

Method Comparisons

	Manual	Data feed	Pixel
Inventory size	Small and doesn't change often	Medium to large or changes often	Medium to large or changes often
Inventory type	All inventory types except property listings	All inventory types	Products only
What you need	Item details and images	<ul style="list-style-type: none">• Data feed file with correct specifications• File hosting site (optional)	<ul style="list-style-type: none">• Pixel installed• Microdata tags on product pages• Recent website activity

Facebook Catalog

Method Comparisons

	Manual	Data feed	Pixel
Effort to set up	Low	Medium	High
Effort to manage	High: Update items manually	Medium: Update data feed file as needed	Low: Pixel updates products automatically
Recommended if	Your inventory is small and doesn't change often	<ul style="list-style-type: none">• Your inventory is large or changes often• You want to set up scheduled uploads hourly, daily or weekly	<ul style="list-style-type: none">• Your inventory is large or changes often• You already have a pixel installed

Facebook Catalog

Creating Sets

A set (also known as a product set or collection), is a sub-group of items within your catalogue. You can create sets and use them to showcase items from your catalogue in **Meta Advantage+ catalogue ads, carousel and collection ads**: Select a product set when you create an ad in Meta Ads Manager to control which items from your catalogue will appear in the ad. Sets for collection ads must contain four or more items. Sets for carousel ads must contain two or more items.

Shops on Facebook and Instagram: Create collections and feature them in your shop on Facebook or Instagram. A collection must contain two or more items.

All catalogues already contain a default set called "All products" that contains all of the items in the catalogue, but you can create as many more sets as you want. Note that the default set can't be edited.

Content Marketing

What is Content Marketing?

Content marketing is a strategy where businesses create and share valuable, relevant, and engaging content to attract and retain their target audience. Instead of directly selling, it focuses on educating, entertaining, or solving problems to build trust and relationships.



Content Marketing

Why is Content Marketing Important?

- Increases brand awareness** – Helps more people discover your business.
- Builds trust and credibility** – Provides useful information to your audience.
- Drives website traffic** – Engaging content attracts more visitors.
- Generates leads and sales** – Converts readers into customers.

Content Marketing

Types of Content Marketing:-

- Blog Posts** – Improve SEO & provide valuable insights.
- Videos** – Engaging content for YouTube, Instagram, TikTok.
- Infographics** – Simplify complex info with visuals.
- Social Media Posts** – Quick, engaging updates on various platforms.
- E-books & Guides** – In-depth educational resources.
- Podcasts** – Audio content for insights & discussions.

Content Marketing

Successful Content Marketing Strategy:-

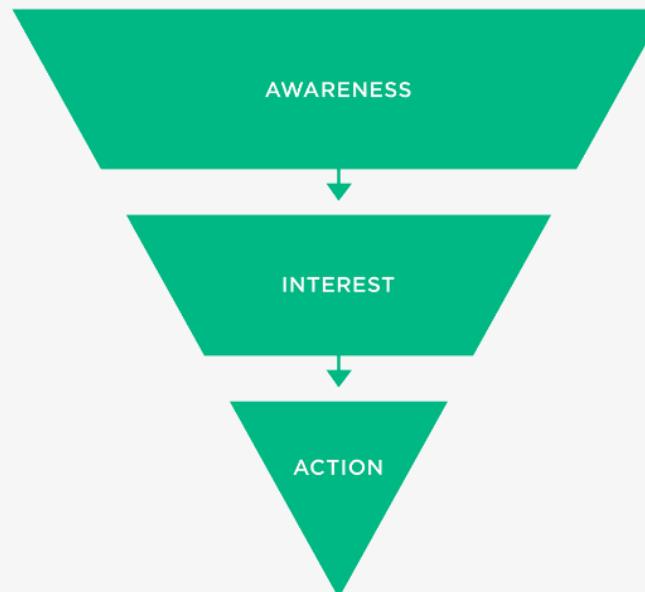
- Know Your Audience** – Understand their needs & interests.
- Create High-Quality Content** – Engaging, valuable, and clear.
- Use SEO** – Optimize with keywords for better reach.
- Promote Everywhere** – Share on social media, email, and websites.
- Track & Improve** – Analyze performance and refine strategy.

Content Marketing

Content Marketing Funnel:-

- A Content Marketing Funnel is the process of guiding potential customers from discovering your brand to taking action (buying or signing up).
- It has three main stages:

The Content Marketing Funnel



Content Marketing

1. Awareness Stage (Attract):-

- Goal:** Make people aware of your brand and attract potential customers.
- Content Type:** Blog posts, social media posts, videos, infographics, SEO content

Content Marketing

2. Interest Stage (Engage):-

- Goal:** Keep the audience engaged and build trust.
- Content Type:** E-books, newsletters, webinars, case studies, product guides

Content Marketing

3. Action Stage (Convert):-

- Goal:** Encourage the customer to take action (buy, sign up, or contact).
- Content Type:** Discount offers, testimonials, product demos, free trials

Content Calender

What is a Content Calendar?

A content calendar is a schedule that helps you plan, organize, and manage your content for social media, blogs, emails, and marketing campaigns. It helps you stay consistent and saves time.

Content Calender

O O O

Date	Platform	Post Time	Content Type	Title/Topic	Assigned To	Status	Hashtags	Notes
2024-09-01	Instagram	10:00 AM	Image	Fall Fashion Launch	Winnie Lee	Scheduled	#FashionFall, #NewArrivals	Carousel post of new collection
2024-09-02	Twitter	2:00 PM	Text/ Link	Blog Post: Best Business Books	George Towers	To Post	#Bestsellers, #Businessbook #BookLovers	Link to full article on website
2024-09-03	Facebook	5:00 PM	Video	Live Q&A with Nutritionist	David White	Preparing	#HealthTips, #Smoothie Time	Promote upcoming health webinar

Content Calender

How to Create a Content Calendar (Step by Step)

Step 1: Decide Your Goals :

- Do you want more followers, engagement, or sales?
- Set clear goals for your content strategy.

Step 2: Choose Your Platforms:

- Decide where you will post (Instagram, Facebook, LinkedIn, YouTube, etc.).
- Focus on platforms where your audience is active.

Content Calender

Step 3: Pick Content Types

- Will you post images, videos, blogs, or reels?
- Mix different types of content for variety.

Step 4: Plan Posting Schedule

- Decide how often you will post (daily, weekly, or monthly).
- Find the best time to post based on audience activity.

Content Calender

Step 5: Create a Calendar

- Use Google Sheets, Trello, Asana, or social media tools like Hootsuite or Buffer.
- Include the date, platform, post type, caption, hashtags, and goals for each post.

Step 6: Design & Write Content

- Create images, videos, and captions in advance.
- Use tools like Canva, Photoshop, or Adobe Express for designs.

Instagram Marketing

What is Instagram Marketing ?

Instagram is one of the most popular social media platforms, and businesses use it to promote their products or services. It helps brands connect with customers, increase sales, and grow their online presence.



Instagram Marketing

1. Instagram Marketing:-

Instagram marketing means using Instagram to promote a business, product, or service. Businesses use different strategies like posts, stories, reels, and ads to reach their audience.



Key Strategies:

- **Posting Content** – Share high-quality photos, videos, and reels related to your business.
- **Stories & Highlights** – Use Instagram Stories to keep followers engaged.
- **Hashtags** – Use relevant hashtags (#) to increase reach.
- **Engagement** – Reply to comments, messages, and interact with followers.

Instagram Marketing

2. Influencer Marketing on Instagram:-

Influencer marketing is when brands collaborate with Instagram influencers (popular people with many followers) to promote their products.

Why It Works:

- Influencers have a loyal audience.
- Their followers trust their recommendations.
- It helps businesses reach a wider audience quickly.

Instagram Marketing

Types of Influencers

Influencers are often named according to their audience size:

- Nano-influencers: 1,000-10,000 followers
- Micro-influencers: 10,000-50,000 followers
- Mid-tier influencers: 50,000-500,000 followers

Instagram Marketing

3. Instagram Analytics & Measurement

Analytics helps you track how well your Instagram marketing is working. It shows data on likes, comments, shares, and follower growth.

Important Metrics to Track:

- **Engagement Rate** – How many people like, comment, and share your posts.
- **Reach & Impressions** – How many people see your content.
- **Follower Growth** – How many new followers you gain.
- **Website Clicks** – How many users visit your website from Instagram.
-  **Use Instagram Insights (a free tool) to measure these results.**

Instagram Marketing

4. Instagram Ads

Instagram Ads allow businesses to promote their products to a larger audience. Ads appear as posts, reels, or stories.

Types of Instagram Ads:

- **Photo Ads** – A single image with text.
- **Video Ads** – Short videos to showcase a product/service.
- **Carousel Ads** – Multiple images or videos in one post.
- **Story Ads** – Ads that appear in Instagram Stories.
- **Shopping Ads** – Ads that let users buy products directly.

Instagram Marketing

Why Use Instagram Ads?

- Reach more people than organic posts.
- Target specific audiences based on interests, age, and location.
- Increase sales and brand awareness.



Annotation

What is Annotation?

Annotation means adding extra information to a piece of content (like text, images, or videos) to explain it better. It helps users understand the content quickly.

Examples of Annotations:

- Notes or comments added to a document or article.
- Highlights on a webpage to show important points.
- Captions or labels in a video explaining different parts.

Linking

2. What is Linking?

Linking connects webpages or content using hyperlinks, helping users navigate and find information easily.

Types of Links:

- **Internal Links** – Connect pages within the same website.
- **External Links** – Direct users to a different website.
- **Anchor Links** – Jump to a specific section on the same page.

Why Are Annotation and Linking Important?

- Makes content more informative and easy to understand.
- Improves user experience by providing extra details.
- Helps websites rank better on search engines (SEO).
- Keeps users engaged by guiding them to more content.

Playlist

What is a Playlist?

A playlist is a collection of songs, videos, or other media grouped together for easy access and playback. It helps organize content based on mood, theme, or preference.

Where Playlists Are Used:

- **Music Apps (Spotify, Apple Music)** – Create playlists for workouts, relaxation, or parties.
- **Video Platforms (YouTube, Netflix)** – Organize favorite videos or series into a list.

Twitter Marketing

What is Twitter Marketing ?

Twitter (**now called X**) is a powerful platform for businesses to connect with their audience, share updates, and grow their brand. Twitter marketing refers to using Twitter for business promotion, customer engagement, and brand awareness.



Twitter Marketing

1. Twitter Marketing for Brand Awareness:-

Twitter is great for increasing brand awareness because of its real-time nature and ability to reach a large audience quickly. Businesses use Twitter to:

- Share valuable content** – Tweets, images, videos, and links to blogs or websites.
- Engage with customers** – Reply to tweets, retweet (share) relevant posts, and participate in trending conversations.

Twitter Marketing

- Use hashtags (#)** – Helps people discover your brand when they search for specific topics.
 - Post consistently** – Regular updates keep followers engaged and improve visibility.
-
-  **Example:** A clothing brand can tweet about new arrivals, offer special discounts, or post customer reviews to attract more buyers.

Twitter Marketing

2. Twitter Ads

Twitter Ads allow businesses to reach a targeted audience by promoting tweets, accounts, or trends.

Types of Twitter Ads:

- **Promoted Tweets** – Your tweet appears on users' feeds even if they don't follow you.
- **Promoted Accounts** – Encourages people to follow your brand.
- **Promoted Trends** – Highlights a hashtag related to your brand at the top of Twitter's trending section.
- **Website Clicks or Conversions Ads** – Drives traffic to your website.

Twitter Marketing

Why Use Twitter Ads?

- Reach more potential customers.
- Target users based on interests, location, and demographics.
- Boost engagement and sales.



Twitter Marketing

3. Twitter Analytics

Twitter Analytics helps businesses track how their tweets are performing. It shows:



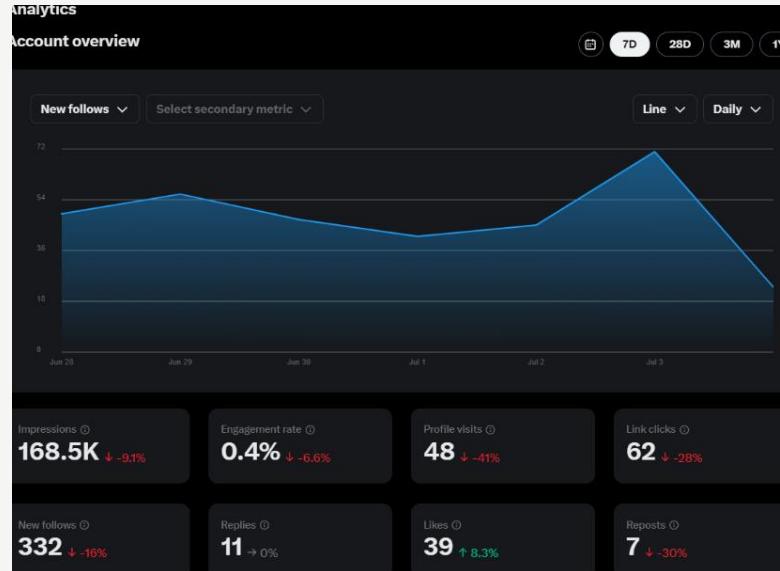
Important Metrics:

- **Tweet Impressions** – Number of times your tweet was seen.
- **Engagement Rate** – How many people liked, commented, or retweeted your post.
- **Follower Growth** – How many new followers you gained.
- **Link Clicks** – How many people clicked on your website link.

Twitter Marketing

Why Use Twitter Analytics?

- Helps improve your content strategy.
- Shows what type of content your audience likes.
- Helps measure ad performance.



Twitter Marketing

Twitter Tools for Better Marketing:-

- There are several tools that help businesses manage and improve their Twitter marketing. These tools save time, increase engagement, and provide valuable insights.

Crowdfire

- Tweriod
- Hashtagify
- Ritetag
- TweetReach
- TweetArchivist

Twitter Marketing

1. Crowdfire

What it does:

Crowdfire is a social media management tool that helps businesses schedule posts, track engagement, and monitor competitors.

Why use it?

- You can plan and schedule tweets in advance.
- It suggests content ideas based on your niche.
- Helps you see which tweets are performing well.



Twitter Marketing

2. Tweriod

What it does:

Tweriod helps you find the best time to tweet by analyzing when your followers are most active.

Why use it?

Tweets posted at the right time get more engagement.
It shows the best hours and days to post.

Tweriod

Twitter Marketing

3. Hashtagify

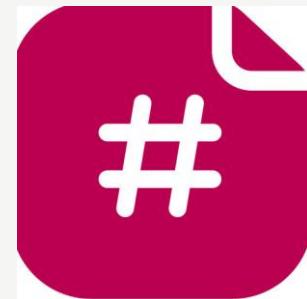
What it does:

Hashtagify helps you find the best hashtags to reach more people and get more engagement.

Why use it?

It suggests trending and popular hashtags.

Helps your tweets appear in searches related to your business.



Twitter Marketing

4. Ritetag



What it does:

Ritetag suggests real-time trending hashtags to help your tweets get noticed.



Why use it?

- Helps increase tweet visibility.
- Shows which hashtags are performing well.



Twitter Marketing

5. TweetReach



What it does:

TweetReach measures how far your tweets have reached and who is engaging with them.



Why use it?

- Helps track how many people see and interact with your tweets.
- Shows which influencers engage with your content.



Twitter Marketing

6. TweetArchivist

What it does:

TweetArchivist tracks and saves tweets over time, helping you analyze trends and patterns.

Why use it?

- Helps you monitor old tweets for future reference.
- Analyzes trends and keywords related to your industry.



LinkedIn Marketing

What is LinkedIn?

LinkedIn is a professional networking platform where individuals and businesses connect, share content, and find job opportunities. It helps professionals build their careers and companies grow their brand.



LinkedIn Marketing

What is LinkedIn Marketing?

LinkedIn Marketing is the use of LinkedIn to promote businesses, build personal brands, and generate leads. It includes creating content, networking, running ads, and using LinkedIn tools to reach the right audience.



Linkdein Marketing

LinkedIn for Marketing and Branding :-

LinkedIn is the world's largest professional networking platform. It is a great tool for marketing, branding, and business growth. Companies and individuals use LinkedIn to connect with professionals, share content, and promote their brand.

LinkedIn Marketing

1. LinkedIn as a Marketing Platform:-

LinkedIn is a powerful platform for marketing because it helps businesses and professionals connect with the right audience. Companies use LinkedIn to:

- Build relationships with potential clients and partners.
- Share valuable content to showcase expertise.
- Generate leads and sales through targeted networking.

LinkedIn Marketing

2. LinkedIn for Personal Branding:-

Personal branding on LinkedIn means showcasing your skills, achievements, and expertise to build a strong professional reputation.

How to Build a Personal Brand:

- Optimize your profile with a professional photo, headline, and summary.
- Share industry-related posts and engage with other professionals.
- Get endorsements and recommendations from colleagues.

Linkdein Marketing

3. Brand Marketing on LinkedIn:-

Companies use LinkedIn to increase brand awareness and trust.

How to Market a Brand on LinkedIn:

- Post regularly about company updates, achievements, and industry trends.
- Use videos, articles, and infographics to attract engagement.
- Participate in LinkedIn groups to connect with the right audience.

LinkedIn Marketing

4. LinkedIn Company Pages:-

A LinkedIn Company Page is a profile for businesses to promote their brand and services.

Benefits of a Company Page:

- Increases visibility and trust.
- Allows businesses to post job openings.
- Helps attract followers and potential clients.

LinkedIn Marketing

5. LinkedIn Advanced Search:-

LinkedIn Advanced Search helps find specific professionals, companies, or job opportunities easily.

How to Use It:

- Search for people based on location, job title, or industry.
- Find potential clients or partners using filters.

LinkedIn Marketing

6. LinkedIn Premium:-

LinkedIn Premium is a paid version of LinkedIn with extra features.

Benefits of LinkedIn Premium:

- See who viewed your profile.
- Send direct messages (InMail) to people outside your network.
- Access LinkedIn Learning courses.

Linkdein Marketing

7. LinkedIn Ads:-

LinkedIn Ads help businesses promote their brand and reach the right audience.

Types of LinkedIn Ads:

- **Sponsored Content** – Promotes posts in users' feeds.
- **Text Ads** – Small clickable ads on LinkedIn pages.
- **Message Ads** – Send direct messages to potential customers.

Pinterest Marketing

What is Pinterest Marketing ?

Pinterest is a visual search engine and social media platform where users discover, save, and share ideas using images and videos (Pins). Businesses use Pinterest to drive traffic, promote products, and build brand awareness.



Pinterest Marketing

1. Pinterest for Business:-

Pinterest offers business accounts with tools to help brands market their products effectively.

Why Use Pinterest for Business?

- Drives website traffic (Pins can link to your website).
- Boosts brand awareness through visually appealing content.
- Increases sales by showcasing products attractively.

Pinterest Marketing

2. Marketing on Pinterest:-

Marketing on Pinterest involves creating and sharing engaging Pins to attract users and drive sales.

Pinterest Marketing Strategies:

- Create high-quality, eye-catching images.
- Use keywords and hashtags to make Pins searchable.
- Post consistently to stay visible in users' feeds.
- Join group boards to reach a wider audience.

Pinterest Marketing

3. Best Practices for Pinterest Marketing:-

Following best practices helps improve engagement and results.

Key Best Practices:

- Use vertical images (1000x1500 pixels) for better visibility.
- Write clear, keyword-rich Pin descriptions.
- Organize boards by themes (e.g., Healthy Recipes, Home Décor, DIY Projects).
- Pin regularly and at the right time (evenings & weekends work best).

Pinterest Marketing

4. Leveraging Rich Pins:-

Rich Pins provide extra details directly on the Pin, making them more informative and useful.

Types of Rich Pins:

- **Product Pins** – Show real-time prices and availability.
- **Recipe Pins** – Display ingredients and cooking instructions.
- **Article Pins** – Highlight blog post titles and descriptions

Pinterest Marketing

5. Analytics & Measurement:-

Pinterest Analytics helps track Pin performance, audience engagement, and traffic.

What to Measure?

- Pin impressions (how many people see your Pins).
- Click-through rate (how many click on your links).
- Saves & shares (how many users save or share your Pins).



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Affiliate Marketing

Affiliate Marketing

What is Affiliate Marketing?

Affiliate marketing is a way to earn money by promoting products or services of other companies. When someone buys through your special link, you get a commission for the sale.



Affiliate Marketing

How Does It Work?

- **Join an Affiliate Program** – Sign up with a company that offers affiliate commissions (e.g., Amazon, Flipkart, or Bluehost).
- **Get a Unique Affiliate Link** – The company provides you with a trackable link.
- **Promote the Product** – Share the link on your blog, YouTube, Instagram, or website.
- **Earn a Commission** – When people buy using your link, you get a percentage of the sale.

Affiliate Marketing

Benefits of Affiliate Marketing:-

-  **Passive Income** – Earn money while you sleep.
-  **No Investment Needed** – No need to create or store products.
-  **Work from Anywhere** – Promote products online from anywhere.

Affiliate Marketing

Promoting



Affiliate Marketing

Steps to Start Affiliate Marketing:-

Market Research – Identify a profitable industry with high demand and growth potential. Research competitors, trends, and audience behavior.

Niche Selection – Choose a specific, focused topic within a larger industry (e.g., home fitness, AI tools, luxury fashion). A well-defined niche helps you target the right audience.

Affiliate Marketing

Website Creation – Build a professional blog or website where you can publish content, product reviews, and recommendations. A website enhances credibility and attracts organic traffic.

Website Optimization – Ensure your site is user-friendly, mobile-responsive, and optimized for SEO to improve visibility and engagement.

Promoting Affiliate Products – Create valuable content such as blog posts, YouTube videos, social media posts, and email campaigns to share affiliate links. Use effective marketing strategies like SEO, paid ads, and influencer collaborations.

Affiliate Marketing

Driving Conversions & Making Sales – Focus on building trust with your audience by providing honest reviews, comparisons, and in-depth guides. When visitors purchase products through your affiliate links, you earn a commission.

Earning Commissions & Scaling Up – The company pays you a percentage of each sale made through your referral link. Track your performance using analytics tools, optimize your strategies, and scale up by exploring new products and platforms.

Mobile Marketing

What is Mobile Marketing?

Mobile marketing is a way of promoting products and services through mobile devices like smartphones and tablets. Since most people use their phones daily, businesses use mobile marketing to reach customers easily.



Mobile Marketing

Types of Mobile Marketing:

- **SMS Marketing** – Sending promotional messages or offers via text messages.
- **Social Media Ads** – Running ads on platforms like Instagram, Facebook, and TikTok.
- **Mobile-Friendly Websites** – Making websites easy to use on mobile devices.
- **Push Notifications** – Sending alerts or updates from mobile apps.
- **In-App Advertising** – Showing ads inside mobile apps or games.
- **Location-Based Marketing** – Sending offers based on a user's location.

Mobile Marketing

Why is Mobile Marketing Important?

- **More People Use Mobile** – Most internet users browse through their phones.
- **Instant Reach** – Messages and ads are seen quickly.
- **Higher Engagement** – Mobile content like videos and stories get more attention.
- **Personalized Marketing** – Brands can send customized offers based on user behavior.



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Module —6

[Analytics]

Google Tools

- Google Search Console
- Google Analytics
- Google Adwords Keyword Planner
- Google Trends
- Pagespeed Insights
- Google Places for Business
- Google Tag Manager

Google Webmaster Tools (Google Search Console)

What is Google Webmaster Tools (Google Search Console)?

Google Webmaster Tools (now called Google Search Console) is a free tool by Google that helps website owners monitor, maintain, and improve their website's performance in Google Search. It provides important data about how your site appears in search results and alerts you to any issues that need fixing.



Key Features of Google Search Console:-

1. Structured Data:-

- Helps Google understand your website content better.
- Uses special code to display rich results (e.g., star ratings, recipes, event details).

2. Rich Results & Data Highlighter:-

- **Rich Results:** Enhanced search results with images, reviews, prices, etc.
- **Data Highlighter:** A simple tool to tag important information on your site without coding.

3. HTML Improvements:-

- Detects issues like missing meta descriptions, duplicate titles, or content errors.
- Helps improve your website's search appearance.

4. Accelerated Mobile Pages (AMP):-

- AMP makes pages load faster on mobile devices.
- Improves user experience and can boost mobile rankings.

5. Google Index:

- Shows which pages Google has added to its search database.
- Helps check if important pages are indexed and visible in search results.

6. Crawl & Crawling Errors:

- Google "crawls" websites to discover new and updated pages.
- The Crawl Report shows if Google had trouble accessing your site.
- Fixing crawl errors helps ensure your site is fully visible in search results.

7. Security Issues:

- Alerts you about hacking attempts, malware, or harmful content.
- Helps protect your website and visitors from security threats.

8. Search Analytics:

- Provides data on website traffic, clicks, impressions, and rankings.
- Helps understand which keywords bring visitors to your site.

9. Links to Your Site & Internal Links

- **Links to Your Site:** Shows websites that link to your content (backlinks).
- **Internal Links:** Tracks links within your site to improve navigation and SEO.

10. Manual Actions

- Google may apply a Manual Action (penalty) if your site violates search guidelines.
- Can be due to spammy content, bad backlinks, or keyword stuffing.

11. International Targeting

- Helps target specific countries or languages for better search ranking in global markets

Google Search Console

Why is Google Search Console Important?

- ✓ Improves SEO – Helps you optimize your website for better search rankings.
- ✓ Fixes Technical Issues – Alerts you about problems that can affect your site's performance.
- ✓ Tracks Search Performance – Understand what keywords bring traffic to your site.
- ✓ Ensures Google Indexing – Makes sure all important pages are visible on Google.

Google Analytics

- Google Analytics is a free web analytics tool offered by Google to help you analyze your website traffic.



Google Analytics

- **Introduction to Web & Google Analytics**

Web analytics is the process of tracking and analyzing website data to understand visitor behavior and improve performance. Google Analytics is a free tool by Google that helps website owners monitor traffic, user activity, and engagement.

- **Navigating Google Analytics**

When you log in to Google Analytics, you'll see different sections that provide important website data. These sections help you understand where visitors come from, what they do on your site, and how to improve user experience.

Google Analytics

Key Metrics in Google Analytics:-

1. Sessions:

A session starts when a user visits your website and ends when they leave or stay inactive for a while. It tracks everything a user does in that visit.

2. Users:

This shows the number of unique visitors to your website. If the same person visits your website multiple times, they count as one user but will have multiple sessions.

Google Analytics

3. Traffic Source:

This tells you where your website visitors are coming from. The main sources are:

- **Organic Search** – People who find your site through Google search.
- **Direct** – Visitors who type your website URL directly.
- **Referral** – People who click on a link to your site from another website.
- **Social** – Visitors coming from social media platforms like Facebook, Instagram, or Twitter.
- **Paid Ads** – Traffic from Google Ads or other paid promotions.

Google Analytics

4. Content (Pages Users Visit):

This section shows which web pages are getting the most visitors. It helps identify popular content and pages that may need improvement.

5. Real-Time Visitors:

This feature lets you see how many people are currently on your site, where they are from, and what pages they are viewing in real time.

Google Analytics

6. Bounce Rate

Bounce rate measures the percentage of visitors who leave your website after viewing only one page.

- High bounce rate means users are leaving quickly (which could indicate poor content or a bad user experience).
- Low bounce rate means visitors are exploring more pages.

Google Analytics

7. Customization & Reports:-

- **Customization** – You can create custom reports based on your business needs.
- **Reports** – Google Analytics provides ready-made reports for audience insights, traffic sources, and website performance.

Google Analytics

8. Actionable Insights & Making Better Decisions:-

Google Analytics helps businesses make informed decisions by providing data on:

- ✓ What marketing channels bring the most visitors.
- ✓ Which content is most engaging.
- ✓ How to improve website speed and user experience.
- ✓ Where to focus digital marketing efforts.

Google Analytics

Source of Industry Experts

- <https://moz.com/learn/seo>
- <http://academy.hubspot.com/>
- <http://searchengineland.com/>
- <http://socialmouths.com/blog/>
- <https://support.google.com/analytics>

Follow industry experts

Google Analytics

Step-by-Step GA4 Setup

1 Create a Google Analytics Account

- Go to Google Analytics
- Click "Start Measuring" and enter your account details.

2 Set Up a GA4 Property

- Enter your website name and time zone.
- Choose "Google Analytics 4" as the property type.

Google Analytics

3 Set Up a Data Stream

- Choose your platform (Website, iOS, or Android).
- Enter your website URL and enable Enhanced Measurement (to track page views, clicks, etc.).

4 Get the GA4 Tracking Code

- Copy the tracking code and add it to your website's header (or use Google Tag Manager to install it).

5 Verify Installation

- Go to Reports → Realtime in GA4 to check if data is being tracked.
- GA4 Event Creation & Goal Creation

Google Analytics

What is an Event in GA4?

An event is any user action on your website, like:

- Clicking a button
- Watching a video
- Submitting a form
- Downloading a file

Google Analytics

How to Create an Event in GA4?

- 1** Go to Admin → Events → Create Event
- 2** Click "Create" and name your event (e.g., "button_click")
- 3** Set conditions (e.g., if a user clicks a specific button)
- 4** Click "Save" and test the event in real-time reports

Google Analytics

How to Create a Goal (Conversion) in GA4?

- 1** Go to Admin → Events
- 2** Find the event you want to track as a goal (e.g., "purchase" or "form_submission")
- 3** Toggle "Mark as Conversion"
- 4** GA4 will now track it as a goal (conversion)

Google Analytics

What is a Funnel in GA4?

A funnel in GA4 shows the steps users take before completing a goal (e.g., making a purchase). It helps analyze where users drop off and how to improve the user journey.

Example of a Funnel:

- 1** User visits Homepage
- 2** Clicks on Product Page
- 3** Adds product to Cart
- 4** Proceeds to Checkout
- 5** Completes Purchase 

Google Analytics

How to Create a Funnel in GA4?

- 1** Go to Explore → Funnel Exploration
- 2** Click "Create New Funnel"
- 3** Add steps (e.g., homepage → product page → checkout)
- 4** Analyze user drop-offs and optimize your website accordingly

Google Analytics

Why GA4 is Important?

- Tracks user interactions more accurately
- Helps businesses understand customer behavior
- Improves marketing strategies with detailed reports

GA 4 Vs Universal Analytics Comparison Table

Key Differences	Google Analytics 4 (GA 4)	Universal Analytics (UA)
Setup	GA4 enables you to use data from apps and websites.	It uses property and views.
Learning Curve	Steep learning curve	Easy to learn
User-friendliness	Not so user-friendly	Completely user-friendly
Reporting	Complete cross-platform and cross-device reporting	Restricted cross-platform and cross-device reporting
User Tracking	Event-based tracking	Session tracking
Automation	Machine learning	Limited automation
Conversions	It counts every instance of the conversion event.	conversion per session for each goal.

Google Tag Manager

What is Google Tag Manager?

Google Tag Manager (GTM) is a free tool by Google that allows you to manage and update tracking codes (tags) on your website without needing to edit the website's code manually. It helps businesses track user behavior and improve digital marketing performance.



Google Tag Manager

Why Use Google Tag Manager?

- **No need for a developer** – You can add and update tracking codes easily.
- **Faster website updates** – Manage all tags in one place.
- **Better tracking** – Helps track user actions like clicks, purchases, and form submissions.

Google Tag Manager

How Does Google Tag Manager Work?

- **Install GTM Code** – Add the GTM code to your website (only once).
- **Create Tags** – Add different tracking codes (like Google Analytics, Facebook Pixel, etc.).
- **Set Triggers** – Decide when a tag should fire (e.g., when someone clicks a button).
- **Publish & Track** – Activate your tags and monitor user actions.

Google Tag Manager

Common Uses of GTM

- Tracking website visitors with Google Analytics
- Running Google Ads conversion tracking
- Setting up Facebook Pixel for ads
- Monitoring button clicks, form submissions, and purchases
- Managing multiple tracking codes in one place

Google Tag Manager

Benefits of Google Tag Manager

- Saves time** – No need to edit website code every time.
- Reduces errors** – Tags are managed in a structured way.
- Improves website speed** – Loads tracking codes efficiently.
- Boosts marketing performance** – Helps track and optimize ad campaigns.

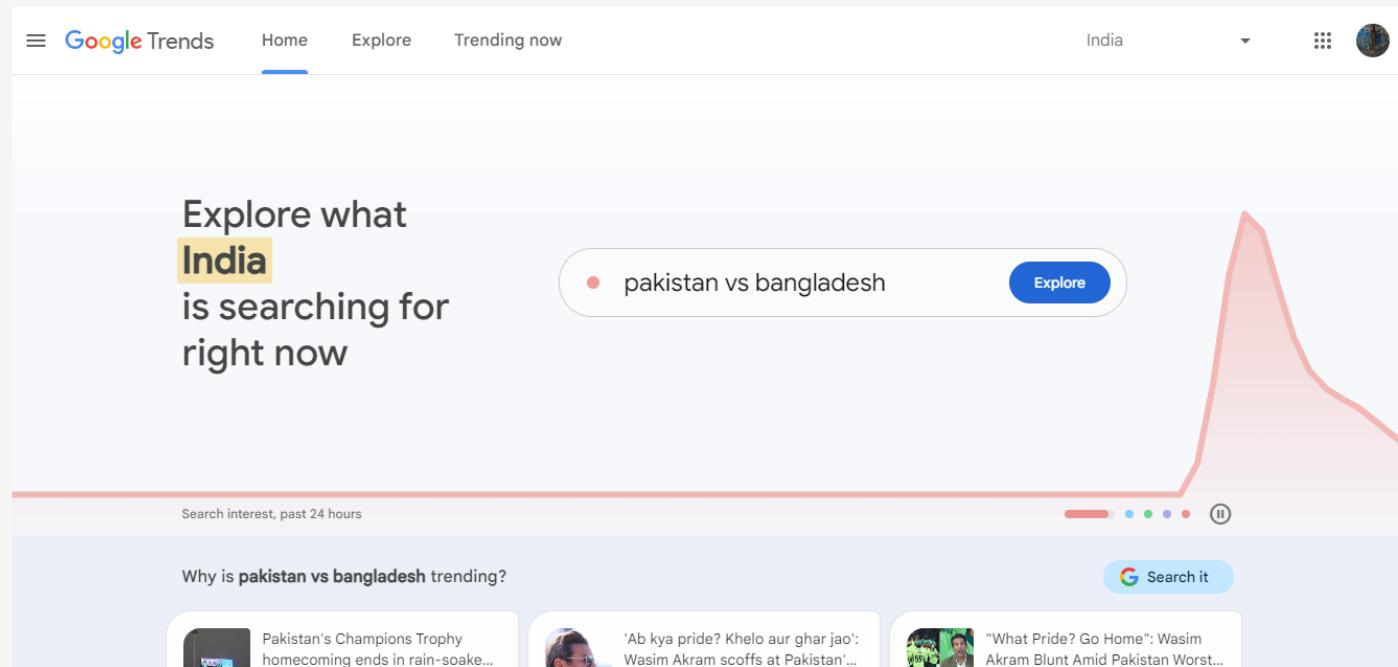
Google Trends

What is Google Trends?

Google Trends is a free tool by Google that shows how popular a search term or topic is over time. It helps you see what people are searching for on Google.



Google Trends



Google PageSpeed Insights

What is PageSpeed Insights?

PageSpeed Insights (PSI) is a free tool by Google that checks how fast a webpage loads and gives suggestions to improve its speed and performance.





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Module-7

[Advanced SEO Techniques]

Advanced SEO Techniques

Voice Search Optimization

- Understanding Voice Search and Its Impact on SEO:-
- Growth of voice search and AI-powered assistants (Siri, Alexa, Google Assistant).
- How voice search differs from traditional text search (longer, more conversational queries).
- Importance of featured snippets and position zero in voice search.

Advanced SEO Techniques

Optimizing for Voice Search Queries:-

- Focus on natural language and question-based queries (who, what, when, where, why).
- Use conversational and long-tail keywords.
- Improve page speed and mobile-friendliness.
- Optimize for local SEO (Google My Business, location-specific keywords).
- Use structured data and schema markup to enhance search visibility.

Advanced SEO Techniques

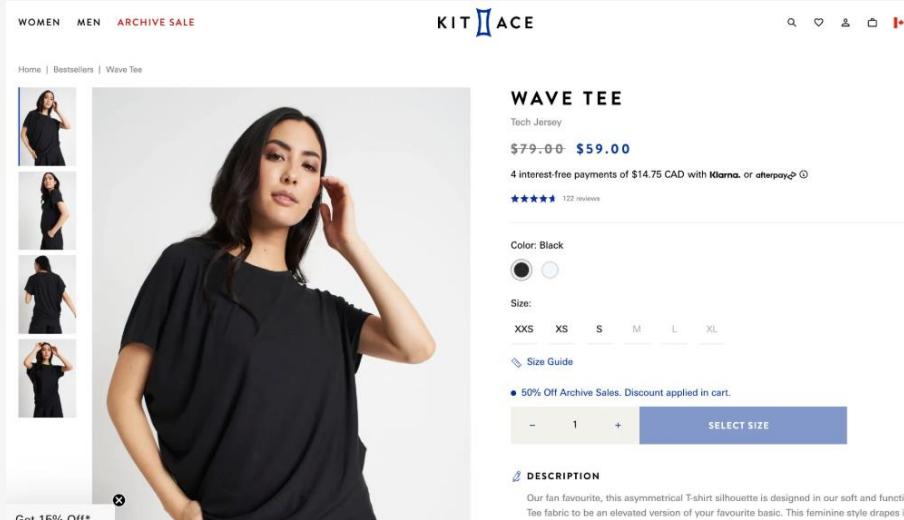
- **SEO for E-Commerce**
- Unique Challenges of E-Commerce SEO:-
- Handling duplicate content (product descriptions used by multiple sellers).
- Managing faceted navigation and URL structure to prevent keyword cannibalization.
- Optimizing for transactional intent keywords.

Advanced SEO Techniques

Optimizing Product Pages, Category Pages, and User-Generated Content

Product Pages:

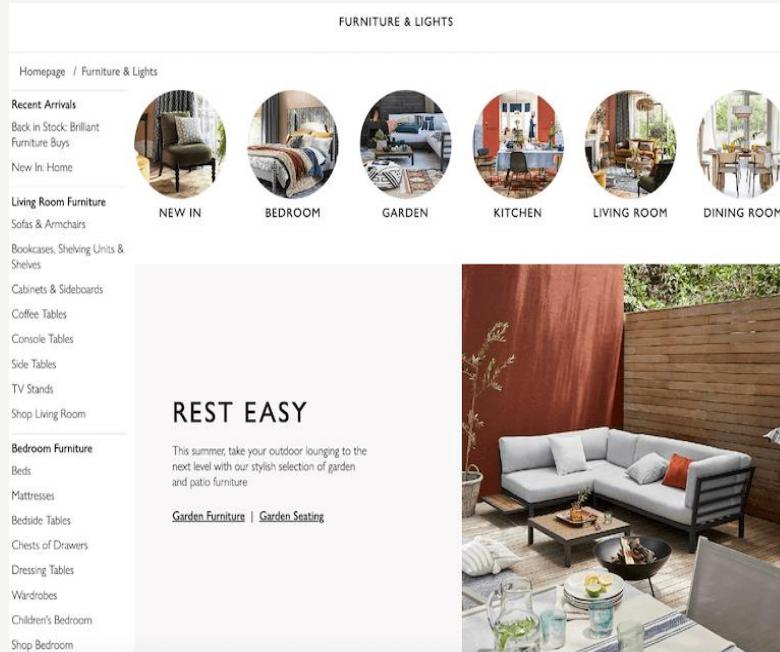
- Unique, keyword-rich product descriptions.
- High-quality images with optimized alt text.
- User reviews for content freshness and engagement.



Advanced SEO Techniques

Category Pages:

- Optimized title tags, meta descriptions, and H1s.
- Internal linking between related categories and products.
- Rich snippets and structured data implementation.



The screenshot shows a website's furniture category page. At the top right, there's a navigation bar with icons for search, user profile, and cart. Below it, a large banner features a modern sofa set on a wooden deck with a fire pit. To the left of the banner is a sidebar with a vertical menu:

- Recent Arrivals
- Back in Stock: Brilliant Furniture Buys
- New In Home
- Living Room Furniture** (selected)
- Sofas & Armchairs
- Bookcases, Shelving Units & Shelves
- Cabinets & Sideboards
- Coffee Tables
- Console Tables
- Side Tables
- TV Stands
- Shop Living Room
- Bedroom Furniture**
- Beds
- Mattresses
- Bedsides Tables
- Chests of Drawers
- Dressing Tables
- Wardrobes
- Children's Bedroom
- Shop Bedroom

On the right side of the banner, there's a grid of six circular thumbnails labeled NEW IN, BEDROOM, GARDEN, KITCHEN, LIVING ROOM, and DINING ROOM. Above the grid, the text "FURNITURE & LIGHTS" is displayed. Below the grid, a section titled "REST EASY" contains the text: "This summer, take your outdoor lounging to the next level with our stylish selection of garden and patio furniture." and links to "Garden Furniture" and "Garden Seating".

Advanced SEO Techniques

User-Generated Content:

- Leveraging customer reviews for SEO.
- Encouraging Q&A sections for better engagement.

INSTAGRAM INSPIRATION

Always on the lookout for new tips, combinations, colors and layers? Get inspired by how creators, influencers and celebs have chosen to wear the collection! Click on the image to get the products worn and replicate the looks (but don't forget to post your look by tagging #Pioneros).



Advanced SEO Techniques

- **SEO for International Sites**

- 1). Implementing Hreflang Tags for Multi-Language Sites

- What are hreflang tags? (Tells search engines the language and region targeting of pages).
- Correct implementation to avoid duplicate content issues.
- Example:

```
<link rel="alternate" hreflang="en-us" href="https://example.com/us/" />
<link rel="alternate" hreflang="en-gb" href="https://example.com/uk/" />
```

Advanced SEO Techniques

2). Geo-Targeting and International SEO Best Practices

- Using ccTLDs (example.uk, example.in) vs. subdomains (in.example.com) vs. subdirectories (example.com/in/).
- Localized content and currency adaptation.
- Backlink strategy with region-specific domains.

Thank You