



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# Digital Marketing

# Modules

---

**Module 1 - [Fundamentals]**

**Module 2 - [Digital Marketing]**

**Module 3 - [Website Optimization]**

**Module 4 - [PPC]**

**Module 5 - [Social Media Marketing]**

**Module 6 - [Tools]**



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

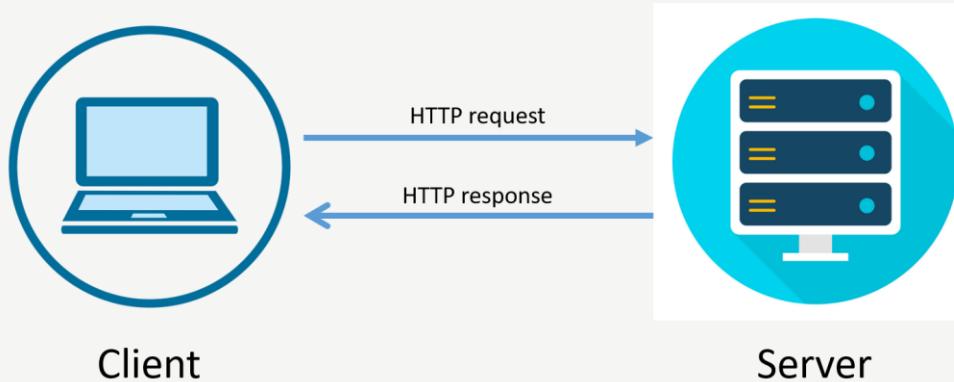
# **Module – 1**

## **[Fundamentals]**

# URL



# HTTP:



# HTTPS:

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

# 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:

---

Unique name that identifies a website on internet.

For example , [www.tops-int.com](http://www.tops-int.com)

It always includes a top-level domain (TLD)

which is .com in above example.

TLD is basically a domain extensions

Ex : .com, .in, .edu, .org

# 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



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# **Module – 2**

# **[Digital Marketing]**

# Marketing :

---

Marketing is the action or business of promoting and selling products or services, including market research and advertising.

Marketing is based on thinking about the business in terms of customer needs and their satisfaction.

In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

# Digital Marketing :

Process of interactive marketing or promoting the product and services using Digital Technologies and platforms.



# Why Digital Marketing ?

---

- In the new world a lot of users search for products and services online. See their reviews, testimonials, product videos before buying.
- Google is the largest and most powerful search engine
- Millions of \$'s can be made or lost by being in the top page of Google search results

The goal of our digital marketing efforts is to increase organic and inorganic traffic and leads to the company.

***But this traffic and leads have to be relevant.***

# 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

# 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

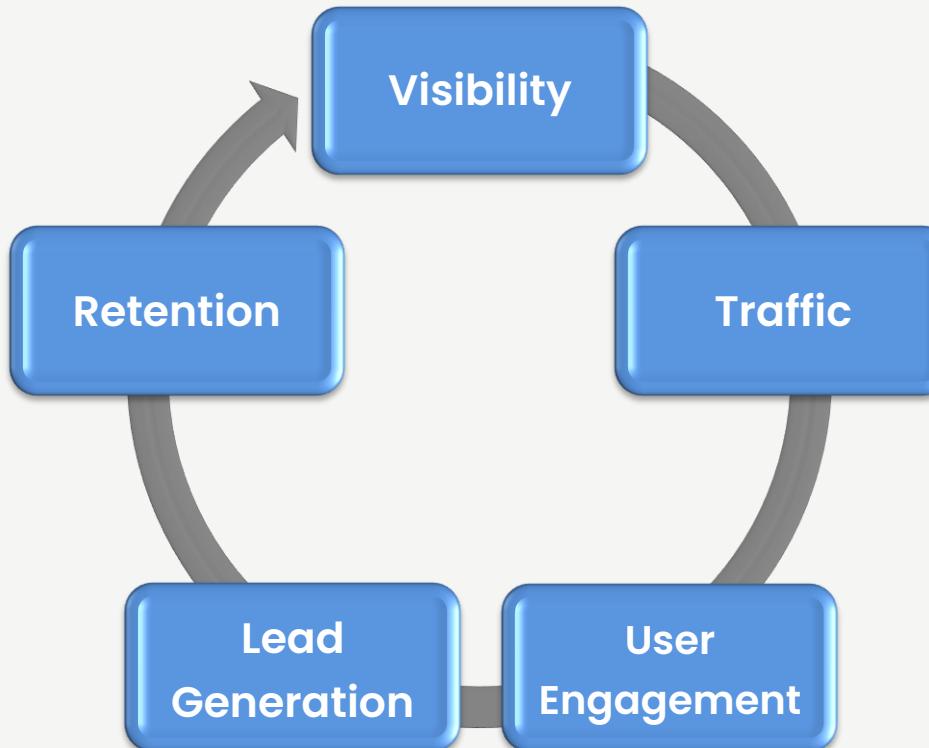
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Content Automation
- Campaign Marketing
- E-commerce Marketing
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)
- E-mail Direct Marketing
- Display Advertising

# Different Ways Digital Marketing

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



# Digital Marketing Work Cycle



# Visibility

---

- your website, blog, social media accounts, advertisements are mechanisms to increase visibility.
- In principle the search engines are the biggest tools for increasing visibility.
- The user searches for something in Google and he is 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.

# 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.

# 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

# 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

Best User Experience 2016

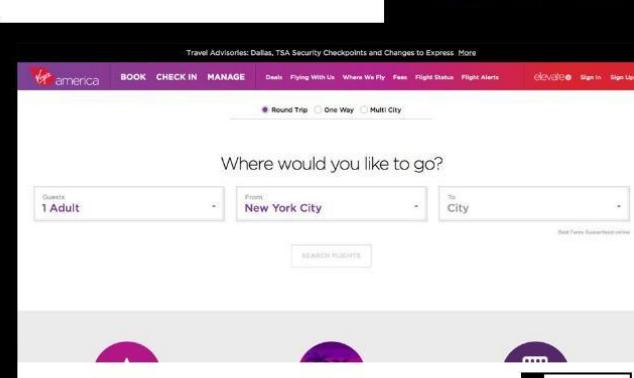
webbyawards.com/winners/2016/websites/website-features-and-design/best-user-experience/

YEAR  
2016 ▾ CATEGORY WEBSITES  
Best User Experience ▾

SUBSCRIBE TO OUR YOUTUBE CHANNEL TO WATCH THE 20TH ANNUAL WEBBYS ON MAY 17TH!

2016 / Web / Best User Experience

f t



Travel Advisories: Dallas, TSA Security Checkpoints and Changes to Express More

BOOK CHECK IN MANAGE Dark Flying With Us Where We Fly Fees Flight Status Flight Alerts elevate Sign In Sign Up

Where would you like to go?

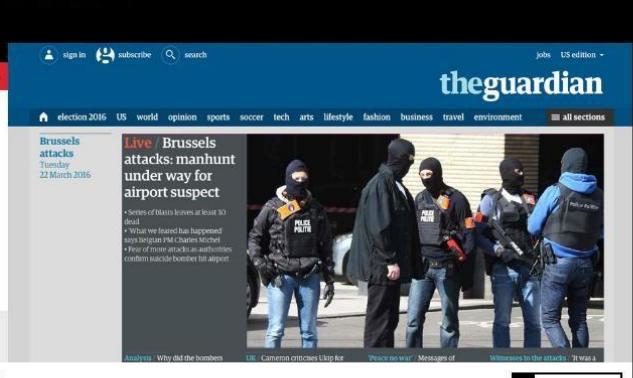
Guests 1 Adult From New York City To City

SEARCH FLIGHTS

2016 WEBBY WINNER

Webby Winner Work & Co

Virgin America



sign in subscribe search

Brussels attacks Tuesday 22 March 2016

Live Brussels attacks: manhunt under way for airport suspect

• Series of blasts killed at least 30 people  
• What we know has happened says Belgian PM Charles Michel  
• Fear of more attacks as authorities continue to search for suspect

POLICE POLICE POLICE POLICE

Analysis Why did the bombers? UK Cameron criticises Labour's 'People's Voice' Measures of... Welcome to the attack! 17 mins ago

2016 PEOPLE'S VOICE

People's Voice  
Guardian News & Media

The Guardian

16:38 85% ENG IN 12-05-2016

# 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

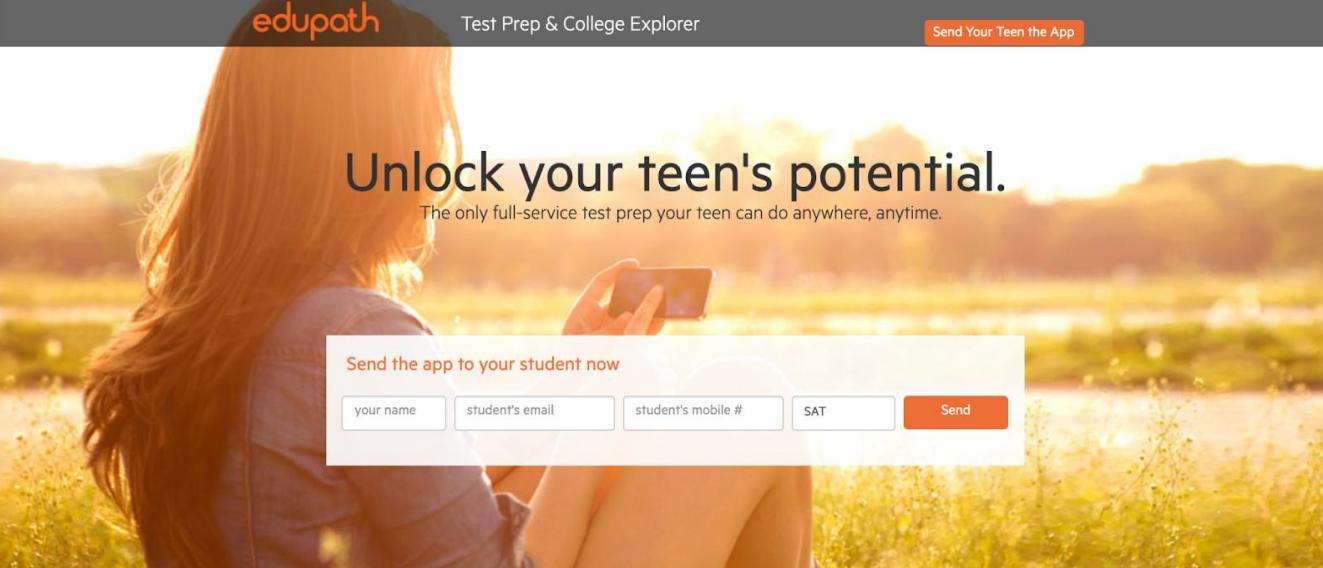
```
<title>Best User Experience 2016 | The Webby Awards</title>
<meta name="viewport" content="width=device-width, initial-scale=1.0 maximum-scale=1, user-scal
<meta name="description" content="Sites that offer the best user experience through innovative
content="http://webbyawards.com/winners/2016/websites/website-features-and-design/best-user-experience/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



**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 [Send](#)

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.

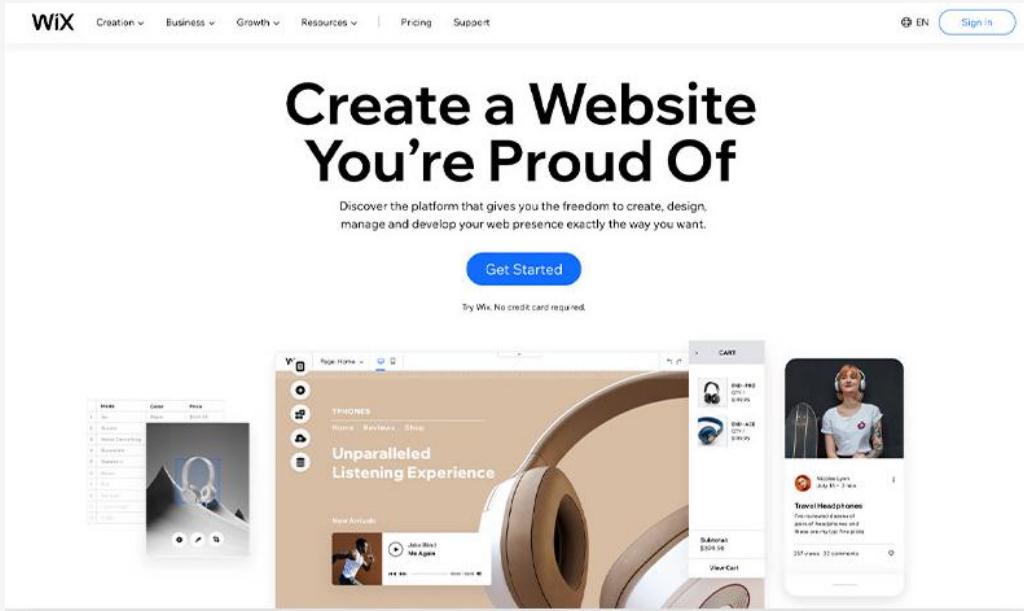
[Join the Facebook Group here](#)

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.



# Domain Name Selection

---

- You can have your company name for your marketing materials and visiting cards but for better search rankings you can find a domain name that has your keywords in the domain name.
- In case your name doesn't have keywords in your co name then you can take 2 domains 1 with your co name and another with the keywords. So I suggest If your hotel is named "Emerald Hotel" you can do emeraldhotel.com and have it redirected to [www.mumbaihotels.com](http://www.mumbaihotels.com) the keyword friendly name that we selected.

# Web Hosting

---

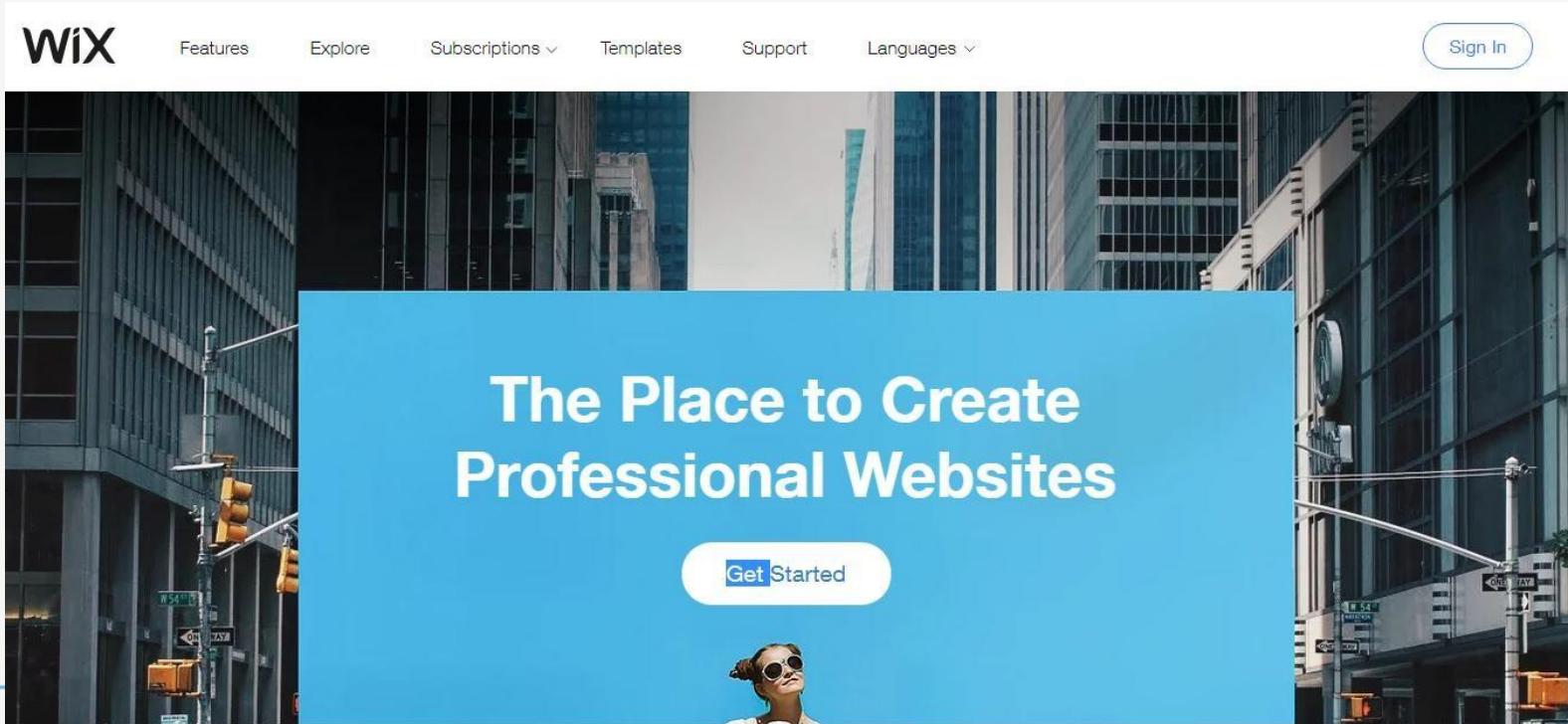
- A service that provides space for websites or web pages on special computers called servers.
- A web hosting enables sites or web pages to be viewed on the internet by the internet users.
  - *Godaddy*
  - *AWS*
  - *BlueHost*
- Google has started ranking sites based on the page speed and load times. 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.

# WIX Login



The image shows the Wix login page. At the top, there is a navigation bar with the Wix logo, followed by links for Features, Explore, Subscriptions, Templates, Support, Languages, and a Sign In button. Below the navigation is a large blue banner with the text "The Place to Create Professional Websites" and a "Get Started" button. A woman wearing sunglasses is visible at the bottom of the banner. The background of the page is a photograph of a city street with tall buildings.

Wix

Features Explore Subscriptions Templates Support Languages Sign In

The Place to Create Professional Websites

Get Started



# Select Website Category

WIX



ravalmanasi94 ▾

What kind of website  
do you want to create?

[Business >](#)

[Designer >](#)

[Blog >](#)

[Online Store >](#)

[Restaurants & Food >](#)

[Beauty & Wellness >](#)

[Photography >](#)

[Accommodation >](#)

[Portfolio & CV >](#)

[Music >](#)

[Events >](#)

[Other >](#)

# 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

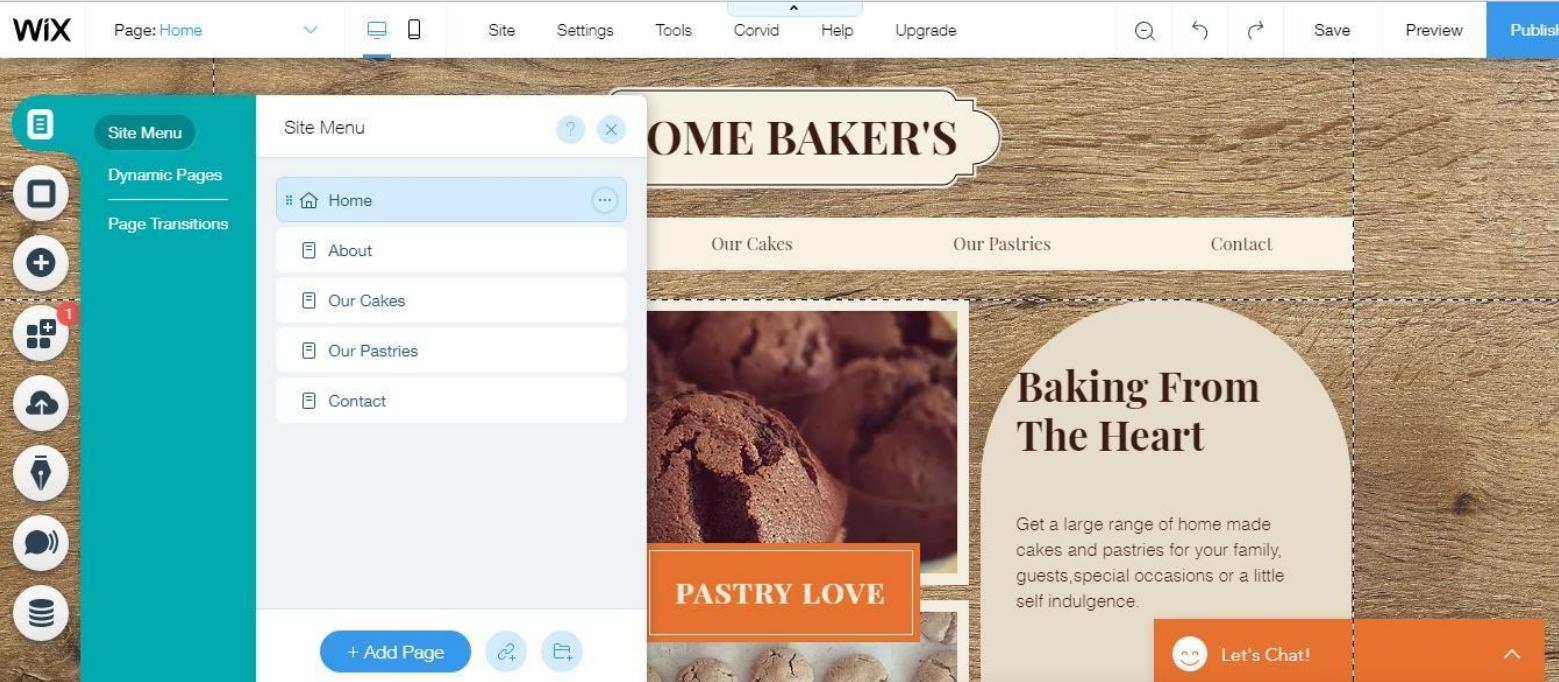


The best place to kick off your day or just take a break and enjoy a *yummy breakfast*



**CHAI** चाय

# 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 options like Site, Settings, Tools, and Help. Below the navigation is a toolbar with icons for search, refresh, and navigation.

The main area displays a live preview of a website for 'OME BAKER'S'. The header features the site name in a large, serif font. Below the header is a navigation menu with links to Home, About, Our Cakes, Our Pastries, and Contact. A large image of baked goods serves as the background for the page.

A central callout box contains the text 'Baking From The Heart' and a subtext about getting a range of home-made cakes and pastries. At the bottom right of the preview, there's a 'Let's Chat!' button with a smiley face icon.

On the left side of the interface, there's a vertical sidebar with a teal header containing 'Site Menu', 'Dynamic Pages', and 'Page Transitions'. Below this are several circular icons with icons like a document, a plus sign, a cloud, a pen, a speech bubble, and a gear, with a red '1' notification badge above the gear icon.

At the bottom of the sidebar, there are buttons for '+ Add Page', a plus sign, and a trash bin icon.

# 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

# 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.

# Start Your Keyword Research

---

## Use Keyword research tools

- Keyword Planner
- Ubersuggest
- SEMrush
- Kwfider
- Keywords Everywhere

# Keyword Research using Google Search



Google

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 pages 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...>

Remove

Report inappropriate predictions

About this result Feedback

A red arrow points from the text "importance of keywords in seo" to the "importance of keywords in seo 2017" link.

## 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? ▾

# 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 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.

# Keyword Do's and 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

---

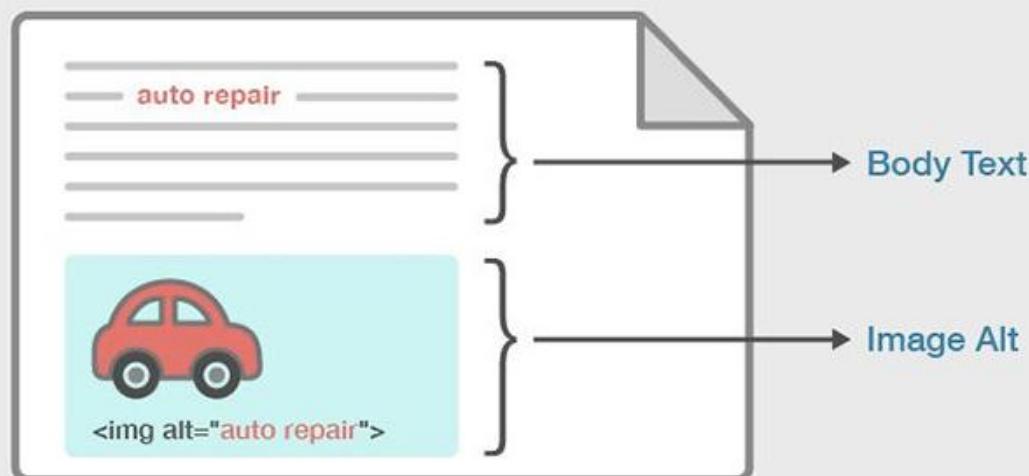
- Price Quality – Best, TOP, New, Popular
- Time Date – Month or Year or Date
- Intent - Buy Sell
- Location – City, State, Online

# Keyword Optimization

Keyword Phrase: "Auto Repair"

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

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



# 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

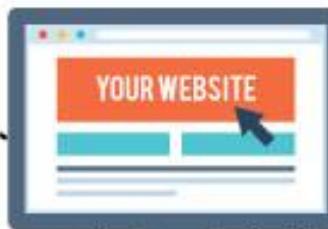
# How Search Engine Works



## 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

---

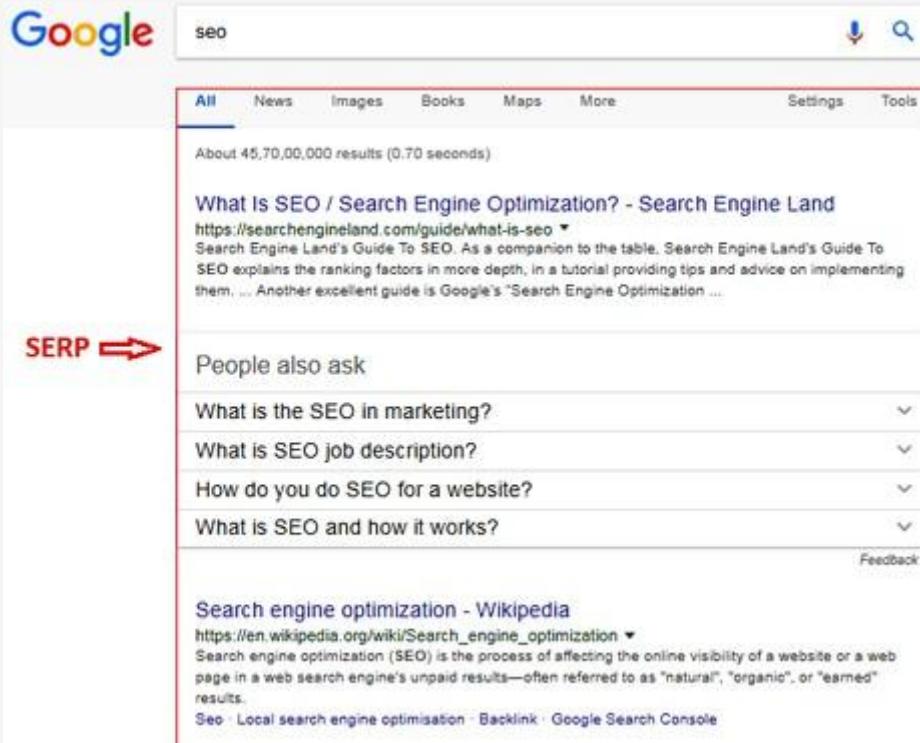
- Algorithms – Each of the search Engines have different algorithms on what search results will be shown.
- Rankings – Each search engine ranks the page it has indexed just because one of your pages has the most relevant content doesn't mean your whole site will be ranked #1. Most users get attracted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

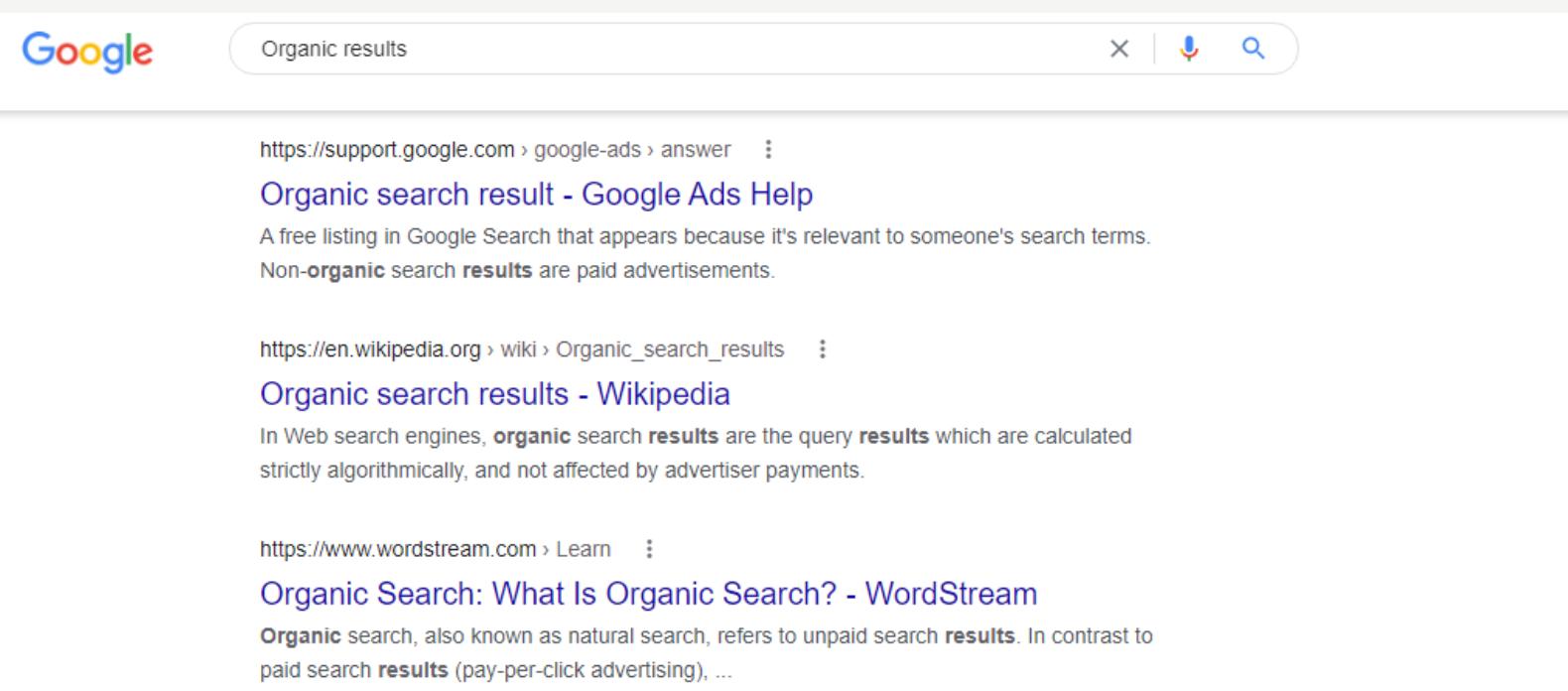
**Search engine optimization - Wikipedia**  
[https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization) ▾  
Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's 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



Google search results for "Organic results".

1. <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.

2. [https://en.wikipedia.org/wiki/Organic\\_search\\_results](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.

3. <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

Results count: About 1,12,00,00,000 results (0.63 seconds)

Ad - [Switch to iPhone - Apple Official Site](https://www.apple.com/in)

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

Image	Product Name	Price	Offer	Rating
	Apple iPhone 13 (128GB...)	₹71,990	Sale	★★★★★ (3k+)
	Samsung Galaxy M32...	₹14,999	Croma Free delivery	★★★★★ (3k+)
	OnePlus Nord CE2 Lite 5...	₹19,999	Croma Free delivery	★★★★★ (3k+)
	Redmi Note 11 Pro + 5G...	₹14,999	Croma Free delivery	★★★★★ (3k+)
	Redmi Note 10T 5G	₹14,999	Croma Free delivery	★★★★★ (3k+)



**TOPS TECHNOLOGIES**  
Training | Outsourcing | Placement | Study Abroad

# **Module – 3**

# **[Website Optimization]**

# 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.

**<ul>**: Used for create unorder List.

**<li>**: Used for create item list.

**<ol>**: Used for creating ordered list.

**<b>**: Used for making font in bold.

**<i>**: Used for making font in italic.

**<img>**: USed for inserting image in

web form.

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

and So on.

# HTML Introduction

---

List Tag used to create a List in our web page

`<ol>` is used for Ordered List

`<ul>` is used for Unordered List

`<li>` is used to set the List Items.

# HTML Introduction

---

*For Ex:*

<body>	<body>
<b>TOPS Courses</b>	<b>TOPS Courses</b>
<ol>	<ul>
<li>JAVA</li>	<li>JAVA</li>
<li>PHP</li>	<li>PHP</li>
<li>Android</li>	<li>Android</li>
</ol>	</ul>
<u>&lt;/body&gt;</u>	</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 10 times from 1 page and give it 10 different 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> <meta name="title" content="example"> </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.

**<meta name="robots" content="noimageindex," "nofollow">**

- **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

---

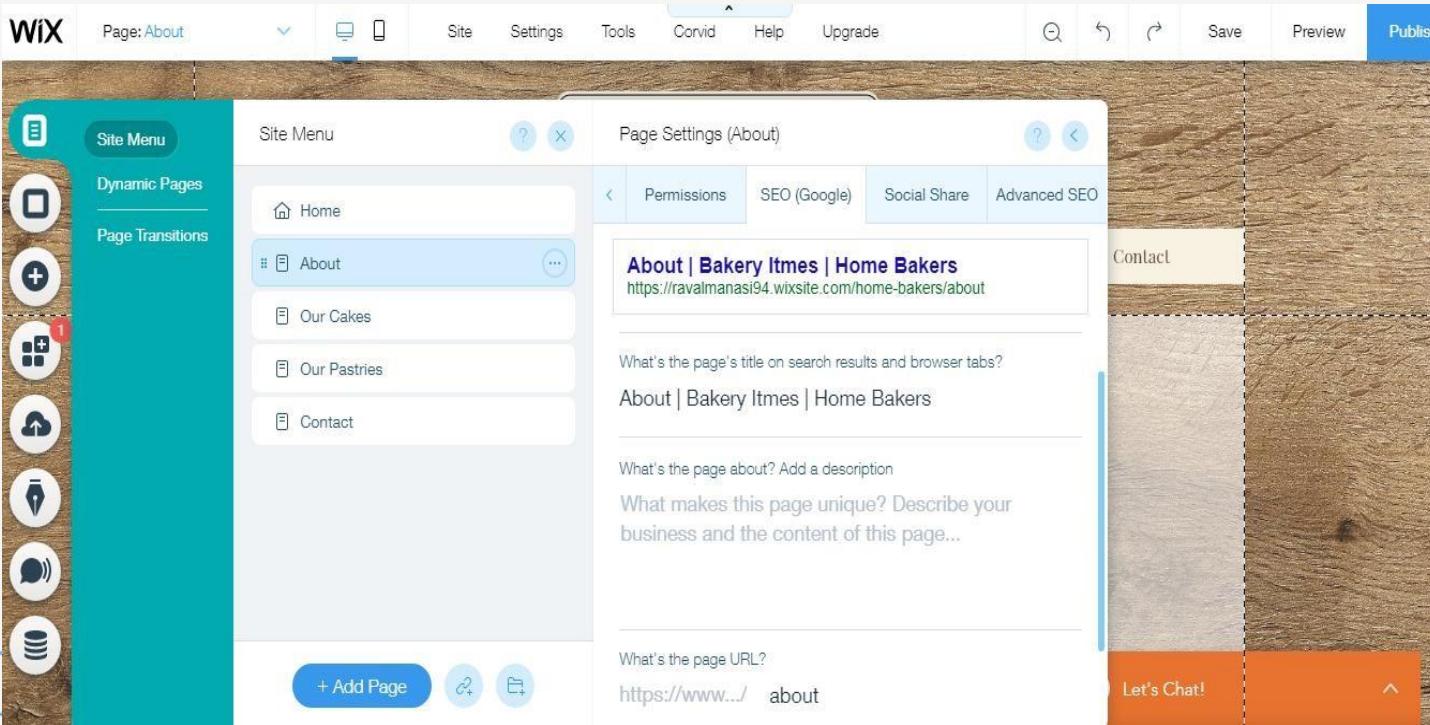
## *Meta Robots*

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. On the left, there's a vertical toolbar with icons for Site Menu, Dynamic Pages, Page Transitions, and other site management tools. A red notification bubble with the number '1' is visible on one of the icons. The main area displays the 'Page Settings (About)' for the 'About' page. The settings tabs include Permissions, SEO (Google), Social Share, and Advanced SEO. The SEO tab is active, showing the current title 'About | Bakery Items | Home Bakers' and the URL 'https://ravalmanasi94.wixsite.com/home-bakers/about'. Below this, there are fields for adding a description and a unique selling proposition. At the bottom, there are fields for the page URL ('https://www.../ about') and a 'Let's Chat!' button.

# Types of Queries

---

Transactional Queries

Informational Queries

Navigation 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.

# Robots.txt

---

- Search engine crawlers and robots are trying to index the websites and web pages every day. Web site owners use the /robots.txt file to give instructions about their site to web robots; this is called The Robots Exclusion Protocol.
- As site owners, what little control we have over what robots are allowed to do when they visit our sites exist in a magical little file called "robots.txt."
- "Robots.txt" is a regular text file that through its name has special meaning to the majority of "honorable" robots on the web. By defining a few rules in this text file, you can instruct robots to not crawl and index certain files

# Robots.txt

---

- A record contains the information for a special search engine. Each record consists of two fields: the user agent line and one or more Disallow lines. Here's an example-

**UserAgent:\***

**Disallow:/cgi/bin/**

- Star means it will be considerable for all search engine if we want for only google then make it as :

**UserAgent: googlebot**

# Robots.txt

---

- We can't change the order of command
- Allow command is not allow
- We can put Disallow command for multiple folder like

**User-agent: \***

**Disallow: /support**

**Disallow: /cgi-bin/**

**Disallow: /images/**

# 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.
- **URL Structure:** 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

---

## *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

# SEO

---

## *Off Page SEO*

- **Social Networking Sites:** There are many social networking sites such as Facebook, LinkedIn, Twitter, etc., where you can create your business page and perform similar tasks to improve the SEO of your site.
- **Social Bookmarking:** You can submit your blog posts and pages to the relevant and popular bookmarking sites like Digg, Delicious, Reddit, etc.
- **Blogging:** You can write a blog for your website, product or service and submit it to niche blog directories, and blog search engines.

# SEO

---

## *Off Page SEO*

- **Forum Marketing:** You can find online forums related to your site and interact with them by replying to threads, answering questions, offering advice and more.
- **Article Posting:** It enables you to submit articles to popular article submission directories. It gives you backlinks and improves the page-rank of your website or blog. You are required to submit articles in relevant categories for better results.
- **Link building:** You can build external links to your site to bypass your competitors and improve your rank.

# SEO

---

## *Off Page SEO*

- **Directory Submission:** You can submit your site to a particular category of a web directory, e.g., if you are offering online tutorials, you should submit your site to the education category of a web directory. It will help you build more backlinks.
- **Press Release Submission:** You can distribute your press release across various media to get authority backlinks and convey information to the public. It can bring your site on the first page for your keywords.

# 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

# SEO

---

## *Off Page SEO Tools*

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

# SEO

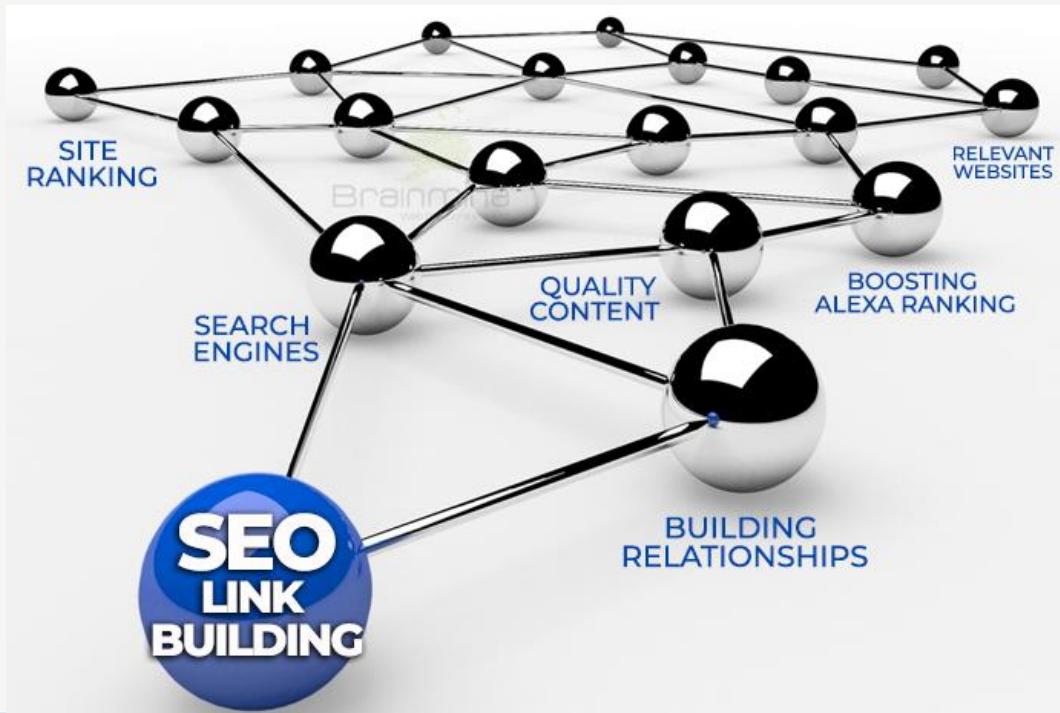
---

## *SEO Reporting Tools*

- Google Analytics
- Google Adwords
- Google Web Master

# 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 1 domain
- 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?

# SEO

---

## *Website Content*

- One of the most important pieces of any digital marketers work would be the website content.
- This is what the user will see when he lands on your page and if the content is not compelling for him to read they will jump back to the search results.

# SEO

---

## *A Website Content Should Include :*

- Brief summary of the product you are selling
- Images with alt tag which explain the features of the product
- a few customer testimonials
- Few relevant links to other pages (Internal, Outbound, Inbound)

# SEO

## *Blog Content*

- A blog is an information on the website that is regularly updated. Blogs are usually written by an individual or a small group of people. It is written in an informal or conversational style.
- It is like an online diary or a book located on a website. The content of a blog generally includes text, pictures, videos, etc. A blog may be written for personal use or sharing information with a specific group or to engage the public. Furthermore, the bloggers can set their blogs for private or public access.

**Some blog platforms generally used for marketing :**

Blogger, WordPress, Tumblr , Medium, Ghost, Squarespace, etc.

# SEO

---

## *Video Content*

- In recent times the search engines have started giving equal weightage to video content as it did to text content.
- When you search for something you will see search results includes links to YouTube or video pages on people's websites.

# SEO

---

## *Video Content*

- Nothing sells products and services more when a customer writes feedback and testimonial on their experience.
- There are a lot of review sites where your customer shares testimonials and feedbacks and that helps your business in a big way.

**Ex: Zomato**

# SEO

## *Case Studies*

- Case studies can be a great way for you to share your understanding of the various customer problems and how you helped solved the problem.
- For the most complex to the easiest solution each client loves to know that their vendor or supplier understands the exact problem and how to solve their problems.

# SEO

## *Case Studies*

- In certain cases where you don't want to put your proprietary solution in the public domain you can document the problem and then to know the solution they have to fill their email address and you can mail them the full document by email.
- The good part of this 2 pronged approach is you can track who the potential customer is and can share additional newsletters and other information if required.

# SEO

---

## *Google My Business :- Local SEO*

- Google My Business is a free tool of Google which is designed to help you create and manage their business listings on SERPs
- Using this tool, you can easily create and update your business listings such as you can:

# SEO

---

## *Google My Business :- Local SEO*

- Update business name, address and hours
- Upload your business's images
- Manage and reply to customer reviews
- Get custom insights like how customers are responding to your business online
- Get notifications when customers talk about your business
- Can manage multiple locations from one dashboard
- Can invite others to manage your business listings

# SEO

## Google My Business :- Local SEO

Placementindia.Com - Disapprov. | My Meetings - Zoom | My Sites | Wix.com | SEO Interview Questions - java... | tops cg road - Google Search | +

Apps | Gmail | TOPS Technologies... | Log In | Tops Techn... | Welcome to TOPS... | Welcome to TOPS... | Search Console - D... | Can't add more fiel... | ASP.NET Interview... | >

SEC Export CSV | ★ Add All Keywords [table] — View full report for this keyword. Volume: 0imo | CPC: \$0.00 | Competition: 0 ★

Parameters | SERP report | Export CSV

Sort this page ▾

Locale: ▾

1. Contact TOPS Technologies | TOPS Technologies Reviews ...  
<https://www.tops-int.com/contact-us/>  
 Ahmedabad C G Road, 905 Samadh Complex, Chimanlal Girhardi Road, Ellisbridge, Near Associated Petrolium Pump, Ahmedabad, Gujarat 380008, India  
 0 L: 0 LD: 0 TS: 0  
 ○ L: 4 LD: 10.6K t: 3.86K R: 459K Age: 2008/02/09 whois source  
 ○ Rank: 1.55K Adv Disp Ads: 3 Pub Disp Ads: 1

2. TOPS Technologies Best Training Outsourcing Placements Study ...  
<https://www.tops-int.com/>  
 TOPS Technologies is the best IT Training, Software Development, Placement co of Gujarat. Over 100000 Students ... Ahmedabad C G Road, 905 Samadh ...  
 Contact Us - Ahmedabad Training Training Placements  
 0 L: 163 LD: 10.6K t: 3.86K R: 459K Age: 2008/02/09 whois source  
 ○ Rank: 1.55K Adv Disp Ads: 3 Pub Disp Ads: 1

3. Ahmedabad C G Road - TOPS Technologies  
<https://www.tops-int.com/location/c-g-road/>  
 Mar 23, 2019 - TOPS Technologies Ahmedabad Office that Services CG Road, Navrangpura, Paldi offering training in PHP, Android, Java, iOS, Web Design.  
 0 L: 0 LD: 10.6K t: 3.86K R: 459K Age: 2008/02/09 whois source  
 ○ Rank: 1.55K Adv Disp Ads: 3 Pub Disp Ads: 1

4. Ahmedabad Training - TOPS Technologies  
<https://www.tops-int.com/ahmedabad-training/>  
 Our Training Programs - Ahmedabad office of TOPS Technologies located in the heart of the Ahmedabad at C.G. Road is the origin from where TOPS has ...  
 0 L: 0 LD: 10.6K t: 3.86K R: 459K Age: 2008/02/09 whois source  
 ○ Rank: 1.55K Adv Disp Ads: 3 Pub Disp Ads: 1

5. TOPS Technologies, Ellis Bridge - Computer Training Institutes in ...  
<https://www.justdial.com/.../Computer-Training-Institutes-in-Ellis-Bridge-...>  
 ★★★★ Rating: 4.1- 384 votes  
 Established in the year 2007, TOPS Technologies in C.G. Road, Ahmedabad is a top player in the

TOPS Technologies

Website | Directions | Save

Training centre in Ahmedabad, Gujarat

Address: 905 Samadh Complex CG Road Near Associated Petrolium Pump, Paldi, Ahmedabad, Gujarat 380008  
 Hours: Open - Close 7:30PM  
 Phone: 099747 55014

Suggest an edit

Know this place? Answer quick questions

Reviews from the web

Facebook 4.4/5 214 votes	Sulekha 3.5/5 11 reviews
--------------------------------	--------------------------------

Send to your phone

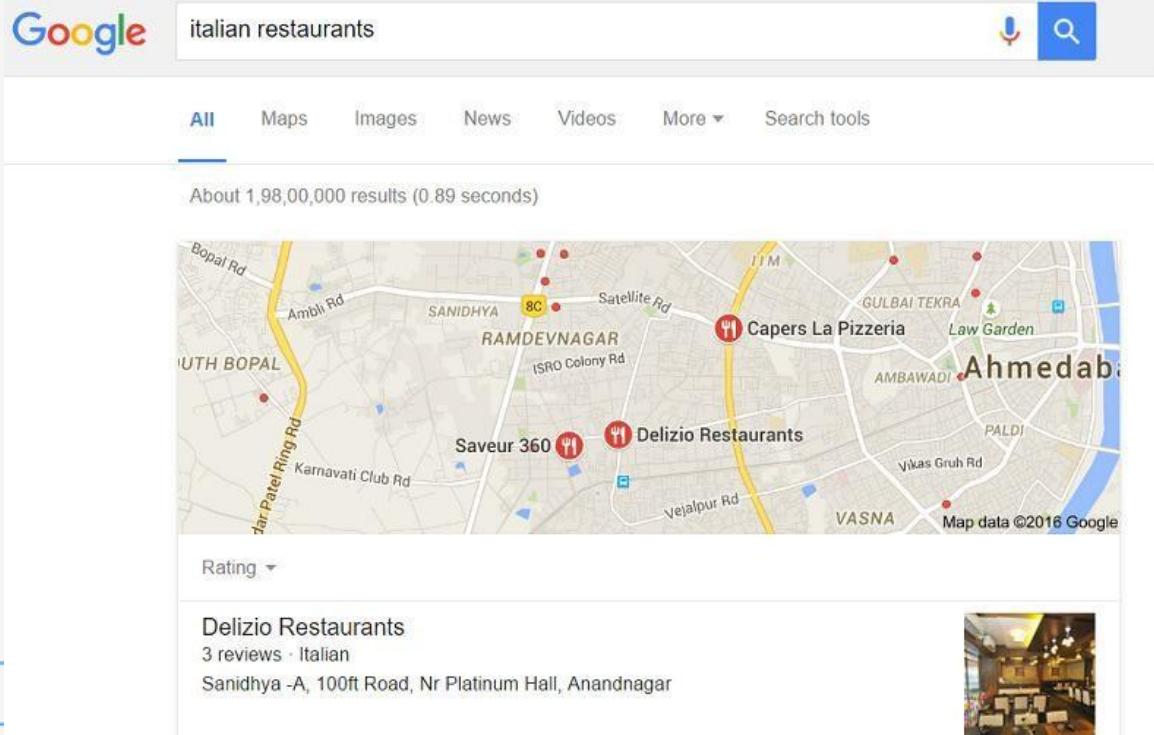
Posts from TOPS Technologies

View previous posts on Google

4:22 PM  
6/6/2019

# SEO

## *Google My Business :- Local SEO*



Google search results for "italian restaurants". The search bar shows "italian restaurants". The results page includes a map of Ahmedabad with pins for Capers La Pizzeria and Delizio Restaurants, and a listing for Delizio Restaurants.

Search tools

About 1,98,00,000 results (0.89 seconds)

Map data ©2016 Google

Rating ▾

**Delizio Restaurants**  
3 reviews · Italian  
Sanidhya -A, 100ft Road, Nr Platinum Hall, Anandnagar



# SEO

## *Google My Business :- Local SEO*

- If you are an offline business there is a huge value in investing time and effort in local SEO.
- Basically what you are doing is promoting your business for local leads. If done correctly the search engines will rank your business higher than a competitors



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# **Module – 4**

# **[PPC- Pay Per Click]**

# What is PPC ?

---

- **PPC** stands for Pay-Per-Click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.
- Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.
- Each time our advertisement is clicked, for sending a guest to our site, we need to pay Google a small fee.

# What is PPC ?

---

- Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if we bid on the keyword "PPC software," our ad might show up in the very top spot on the Google results page.
- Search engines also appreciate advertisers who can make applicable, well-targeted PPC campaigns by charging them less for their advertisement clicks.

# What is Google Ads ?

---

- Google Ads is the most popular PPC advertising system in the world.
- The Google Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties.
- Google Ads works on a PPC model, in which clients bid for the keywords that suit their businesses and pay for each click on their promotions.

# How Google Ads Works?

---

- Google Ads operates on a pay-per-click model, in which users bid on keywords and pay for each click on their advertisements.
- Every time a search is initiated, Google digs into the pool of Google Ads advertisers and chooses a set of winners to appear in the valuable ad space on its search results page.
- The “winners” are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids.

# How Google Ads Works?

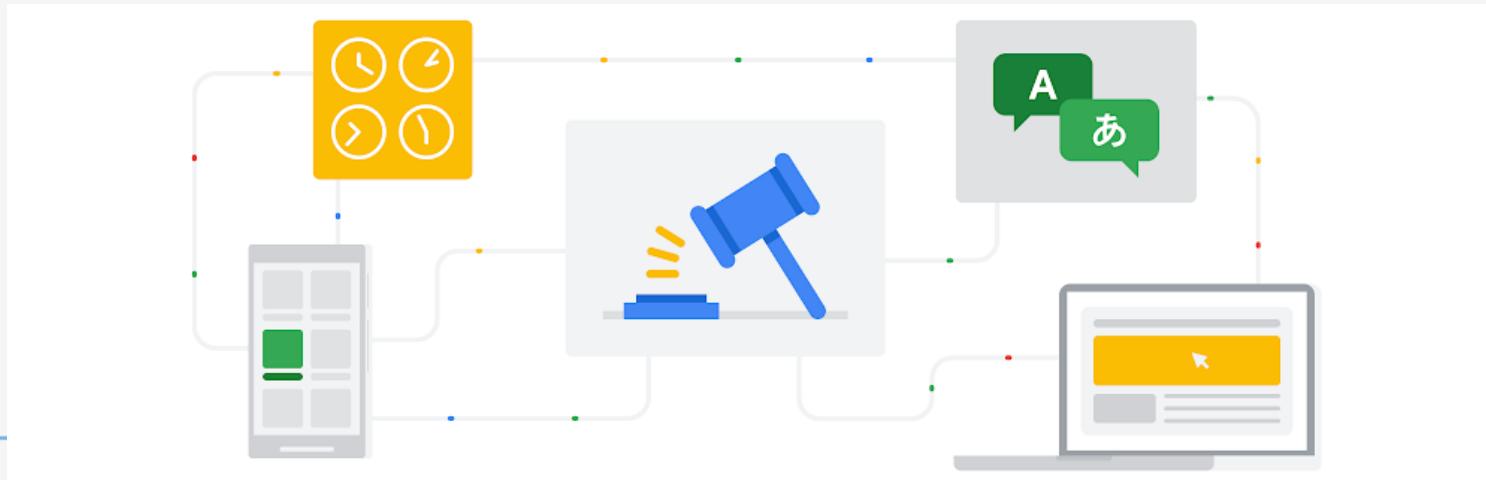
---

- More specifically, who gets to appear on the page is based on and advertiser's **Ad Rank**, a metric calculated by multiplying two key factors – **CPC Bid** (the highest amount an advertiser is willing to spend) and **Quality Score** (a value that takes into account your click-through rate, relevance, and landing page quality).
- This system allows winning advertisers to reach potential customers at a cost that fits their budget. It's essentially a kind of auction.

# How Google Ads Works?

## *The Ad Auction*

The ad auction begins when a user enters a search query, after which Google determines whether the query contains keywords that advertisers are currently bidding on.

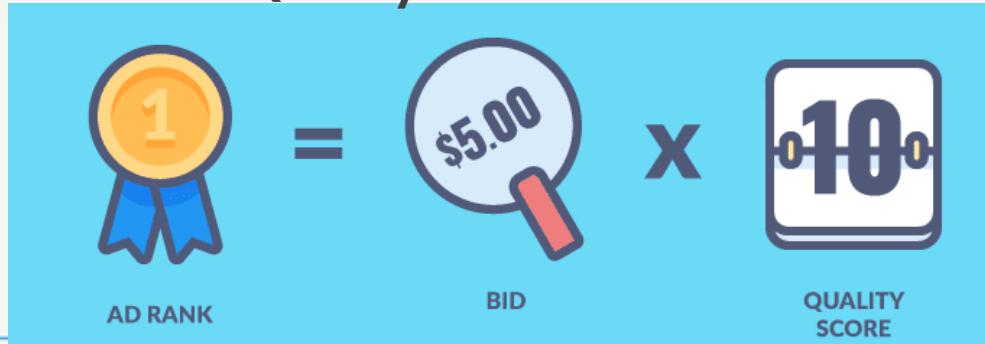


# How Google Ads Works?

## *The Ad Auction*

If advertisers have bid on some of the keywords in the user's search query, the ad auction begins. The purpose of the auction is to determine Ad Rank, or where each ad will be positioned. The auction determines the inclusion and placement of ads according to the Ad Rank formula based on two main factors

- maximum bid and Quality Score:



# How Google Ads Works?

## *The Ad Auction*

Once your Quality Score and Ad Rank have been calculated, Google uses this data to determine how much you'll pay each time someone clicks on one of your ads. This formula looks like this:

ADVERTISER	MAX BID	QUALITY SCORE	FORMAT IMPACT	AD RANK
BOB	\$4	Low	Low	NOT SHOWN 5
JANE	\$3	High	Low	2ND 15
SUE	\$2	High	High	1ST 20
TOM	\$1	Medium	Medium	3RD 8

# 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

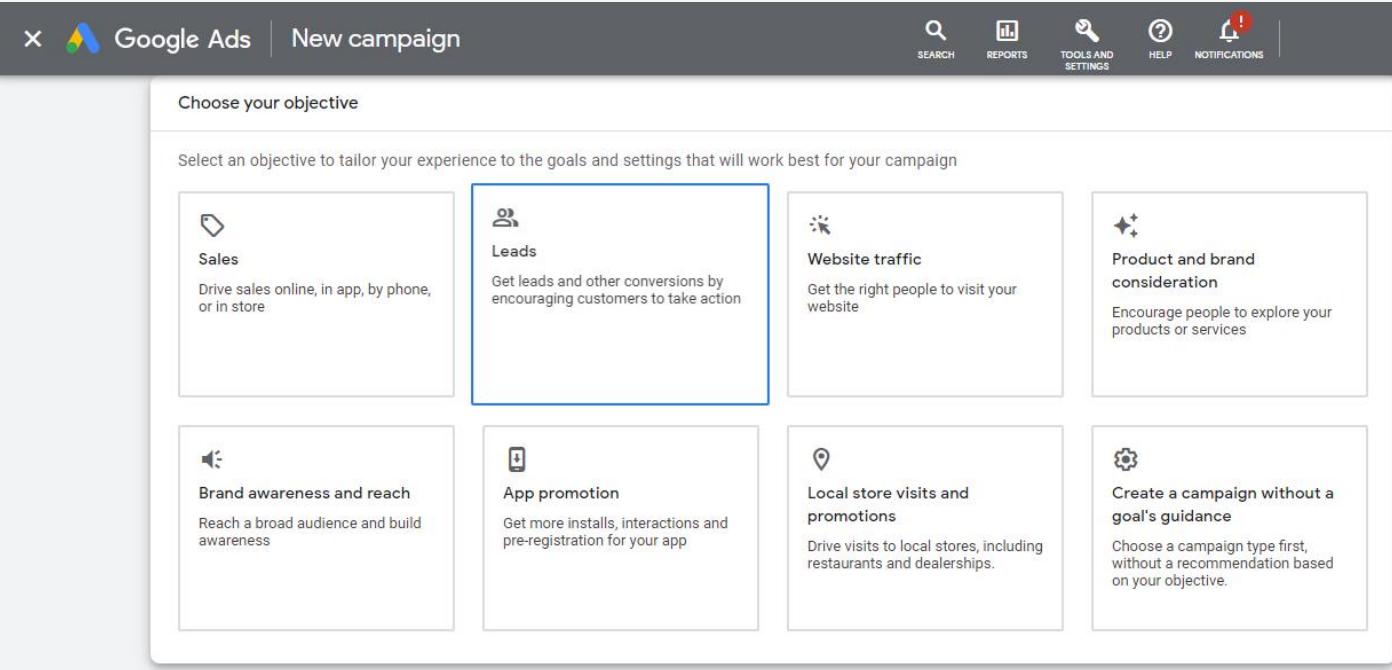
## *What is CTR*

- 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*



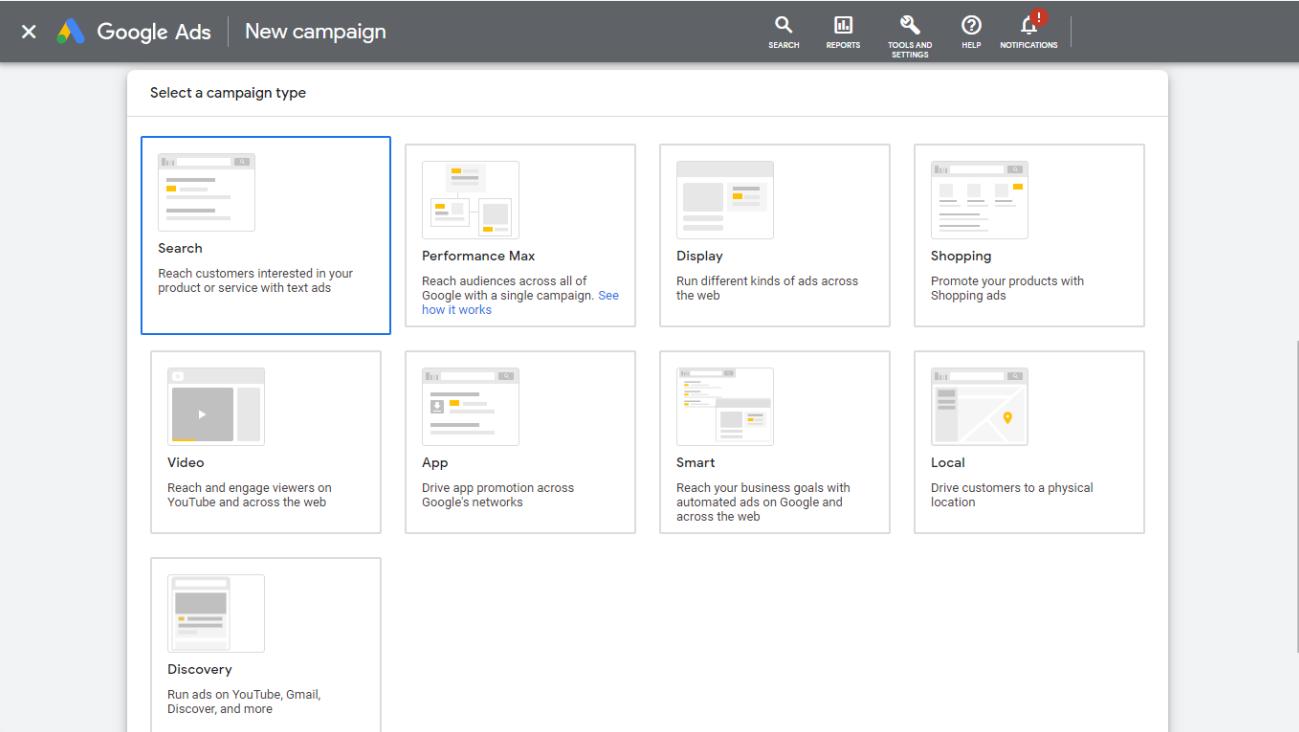
The screenshot shows the Google Ads interface for creating a new campaign. At the top, there's a navigation bar with icons for SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, and NOTIFICATIONS. Below the navigation bar, the main heading is "Choose your objective". A sub-instruction reads: "Select an objective 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 a dark header bar. The header includes the Google Ads logo, a search bar, and navigation links for SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, and NOTIFICATIONS. A red notification badge with the number '1' is visible on the NOTIFICATIONS link.

The main content area is titled "Select a campaign type". It displays nine campaign type options, each represented by a small icon and a brief description:

- 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

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS

### Budget and bidding

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

**Budget**

Set your average daily budget for this campaign

 ₹

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  Conversion  App installs  Sales  Revenue

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*

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS

Set your average daily budget for this campaign

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? [?](#)

Recommended

- Conversions
- Conversion value
- Clicks
- Impression share

Other optimization options [Maximize Clicks bid strategy to help you get the most](#)

Ad rotation Optimize: Prefer best performing ads

Next >

Your estimated performance is shown after you've entered

- Budget
- Keywords

© Google, 2022. [Leave feedback](#)

# Google Ads

## *Targeting Audience*

X  Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP 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 

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

Next >

# 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 
 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*

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS

Ad group 1 



**Keywords**

Get keyword suggestions

 Enter related web page URL

 Enter products or services

Get keywords

Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

Enter or paste keywords. You can separate each keyword by commas or enter one per line.

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

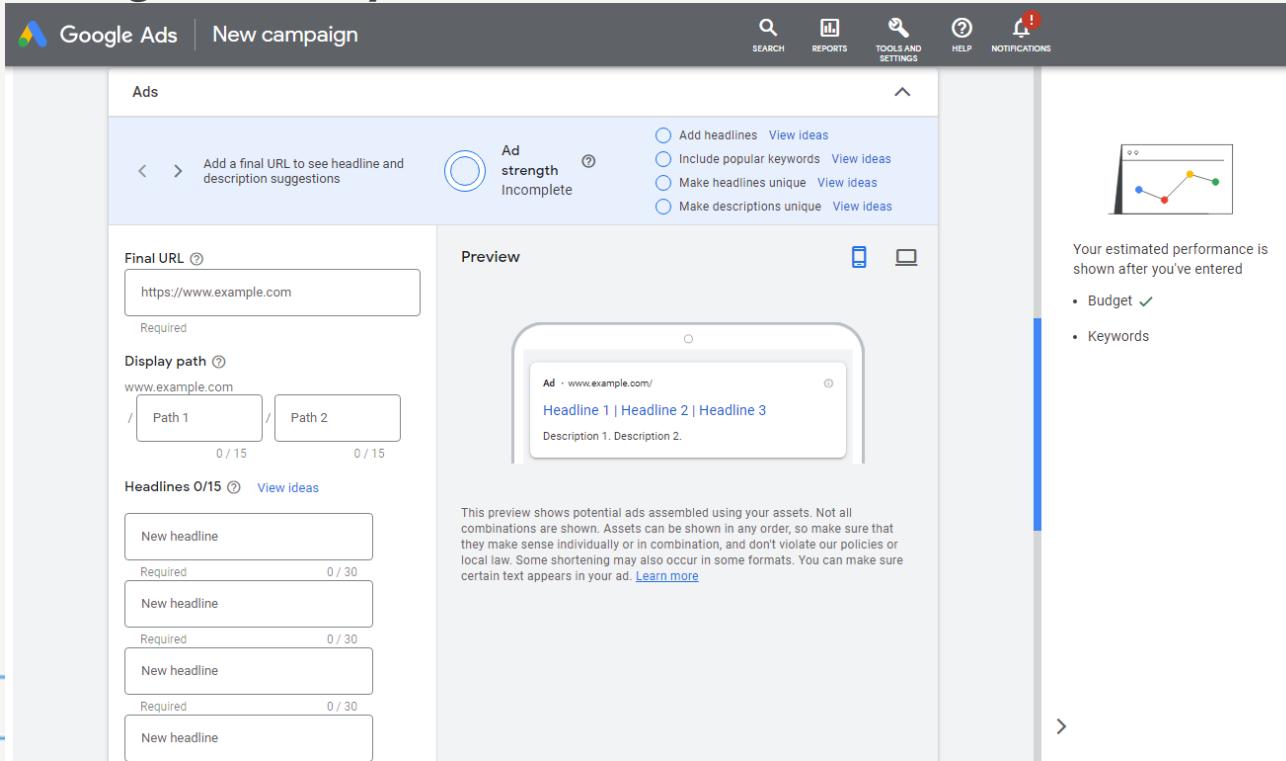
Your estimated performance is shown after you've entered

- Budget 
- Keywords

>

# 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 steps:

- Final URL:** <https://www.example.com> (Required)
- Display path:** www.example.com / Path 1 / Path 2 (0 / 15) (0 / 15)
- Headlines:** 0 / 15 (View ideas)
  - New headline (Required 0 / 30)
  - New headline (Required 0 / 30)
  - New headline (Required 0 / 30)
  - New headline (Required 0 / 30)
- Ad strength:** Incomplete (with a circular icon)
- Preview:** Shows a mobile phone screen with the ad text: 'Ad - www.example.com/ Headline 1 | Headline 2 | Headline 3 Description 1. Description 2.'
- Performance preview:** A line graph showing estimated performance.
- Information:** 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 838-292-4221 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
- 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

[More extensions](#)

**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](http://www.richardson.com/SalesTraining) ▾ (800) 526-1650

Achieve Your Business Objectives With Our Award Winning Training!

Highly Custom Programs · Interactive Approach · Fortune 500 Clients

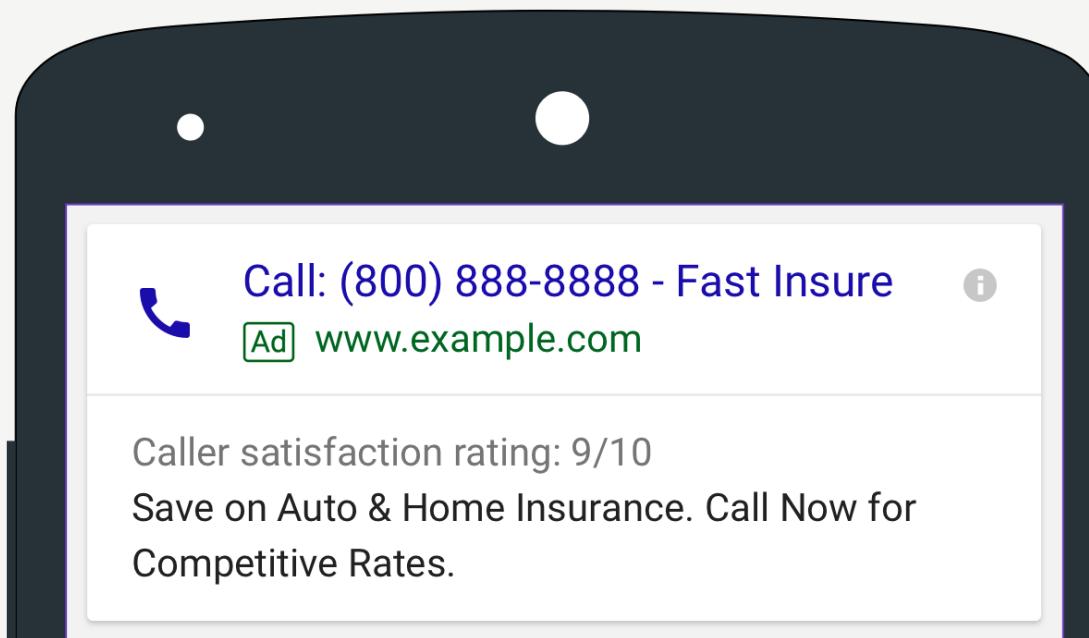
2014 Gold Winner – Stevie Awards

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

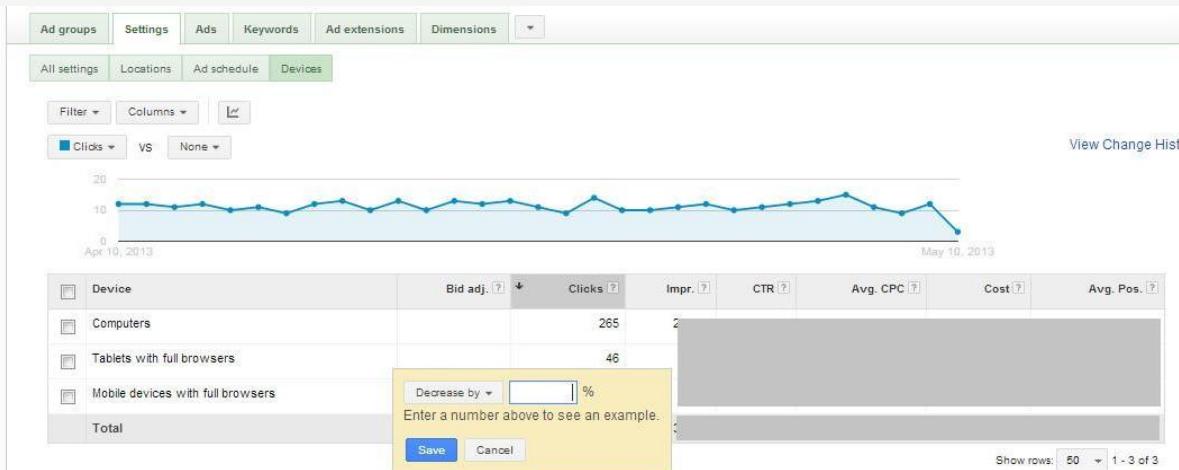
## *How does Your Daily Budgets get Spent*

- 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

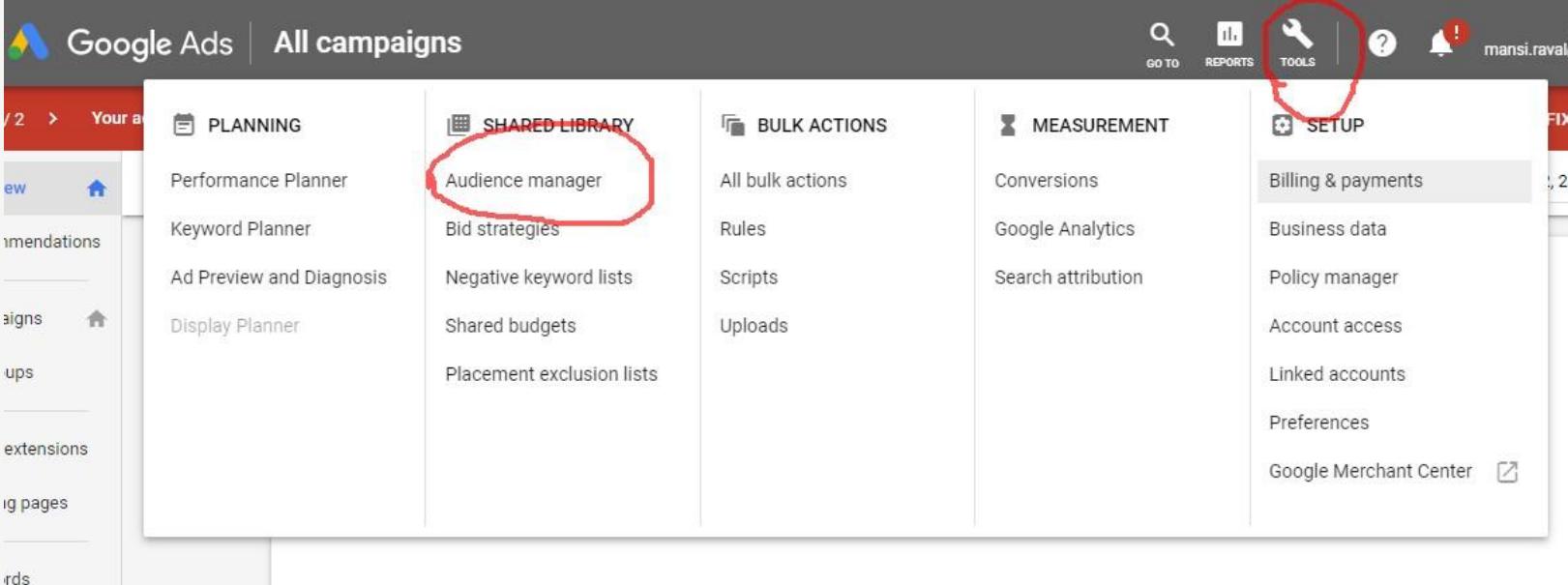
---

## *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 following navigation bar:

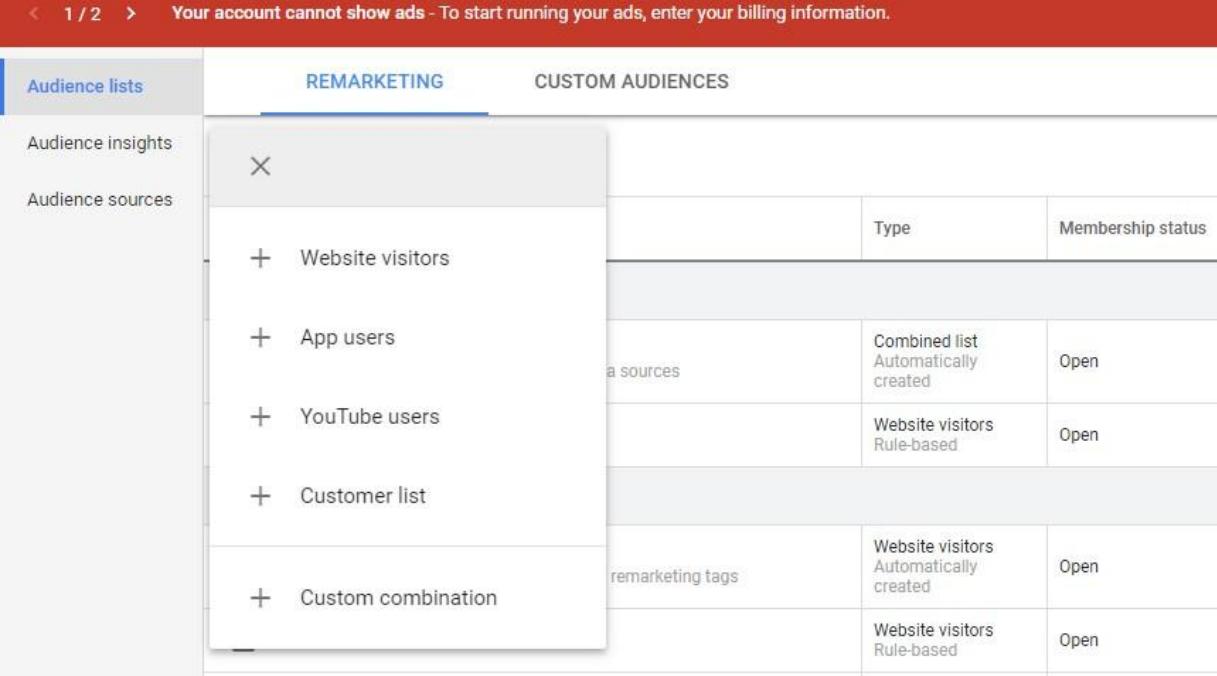
- GO TO
- REPORTS
- TOOLS** (highlighted with a red circle)
- ?
- mansi.raval@...

The main content area displays the "All campaigns" dashboard. A modal window is open, listing various tools and features:

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Performance Planner	Audience manager (highlighted with a red circle)	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

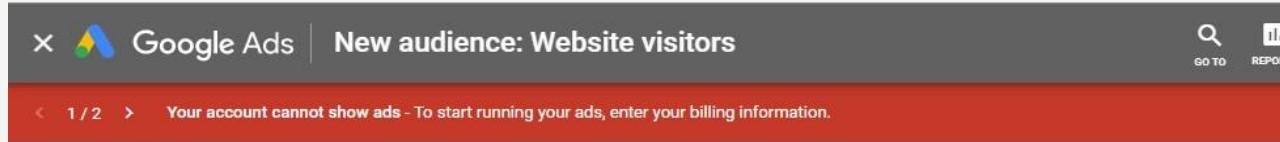
X

- + 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



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*

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:

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

# 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 Ads

## *Add User/Partner Into Your Google Ads Account*

8. 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.
9. Click Account access from the side navigation and confirm their access to your account by clicking Grant access.



**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

# Video Marketing

---

## *YouTube*

- New and Interesting way to market content and create a brand
- Youtube is the 2nd most popular search engine with more searches then yahoo and bing
- Similar to Google Analytics Youtube also offers analytics

# Video Marketing

---

## *Creating The Content*

- If your content is funny or valuable to the customer it might become viral.
- There are 2 very successful companies that were born out of the power of video marketing
  - ◊ Blendtec
  - ◊ Dollar Shave club
- The idea and the execution team have to be top notch to execute the video production and the promotion.
- The initial users have to be targeted and marketed to ensure virility.

# Video Marketing

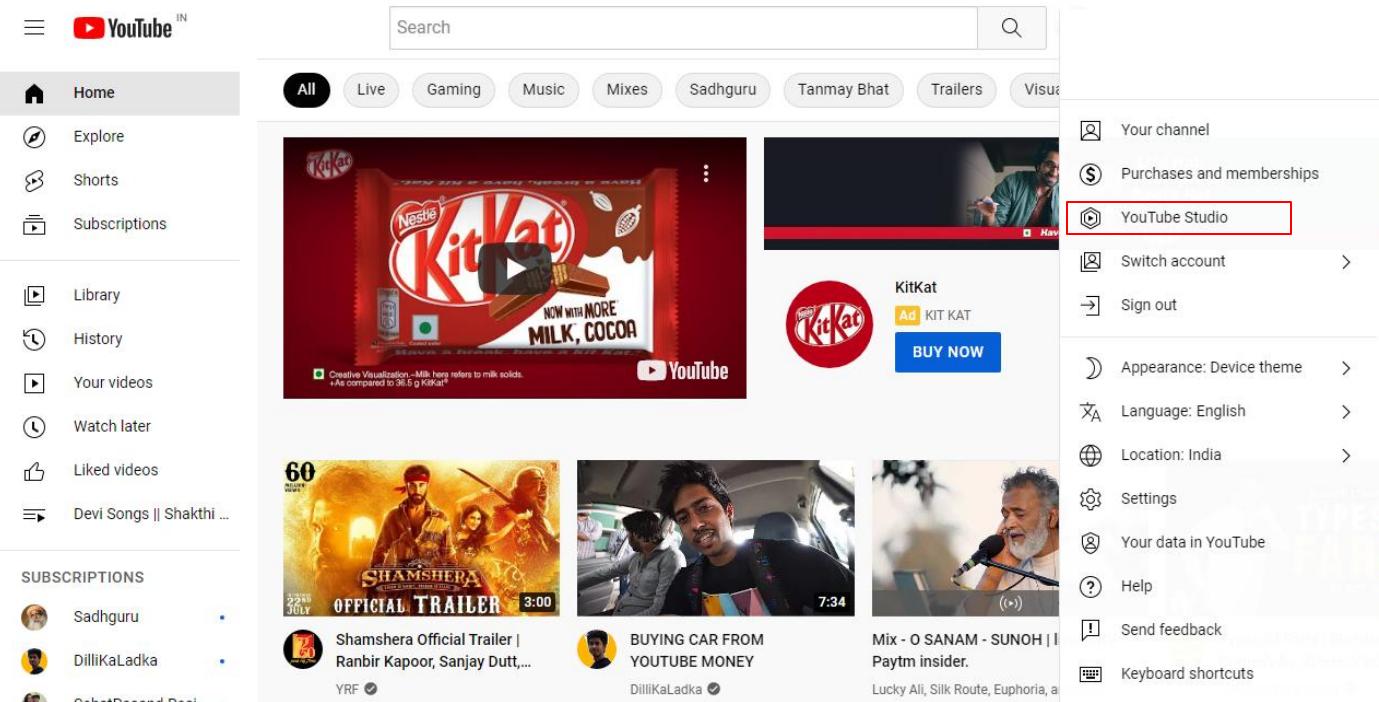
---

## *YouTube Channel Video*

- When you visit youtube.com on the top right corner you will see a button called **Create** that's where we will start in the world of video marketing.
  - Main home page
  - Channel art and a description
  - Video manager where your videos will be managed and you can view the analytics for the videos also.

# Video Marketing

## *Creating YouTube Channel*



The screenshot shows a YouTube channel interface. On the left is a sidebar with navigation links: Home, Explore, Shorts, Subscriptions, Library, History, Your videos, Watch later, Liked videos, and a list item Devi Songs || Shakti ... under Subscriptions. Below this is another section for Subscriptions with links to Sadhguru, DilliKaLadka, and SanketDassaniDasi. The main content area features a large KitKat advertisement with the text "NOW WITH MORE MILK, COCOA" and a "BUY NOW" button. Below it are three video thumbnails: "SHAMSHERA OFFICIAL TRAILER" (3:00), "BUYING CAR FROM YOUTUBE MONEY" (7:34), and "Mix - O SANAM - SUNOH | I Paytm insider." (1:00). A search bar at the top has "Search" and a magnifying glass icon. A navigation bar below it includes All, Live, Gaming, Music, Mixes, Sadhguru, Tanmay Bhat, Trailers, and Visuals. On the right is a vertical menu with options: Your channel, Purchases and memberships, YouTube Studio (which is highlighted with a red box), Switch account, Sign out, Appearance: Device theme, Language: English, Location: India, Settings, Your data in YouTube, Help, Send feedback, and Keyboard shortcuts.

# 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

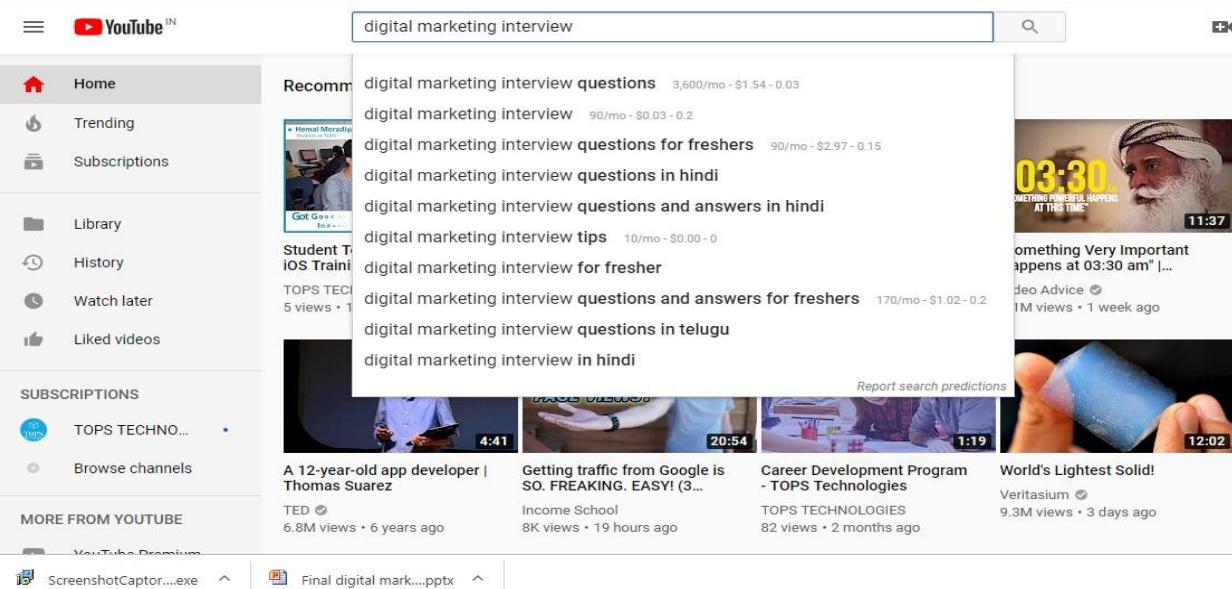
Google trends

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.

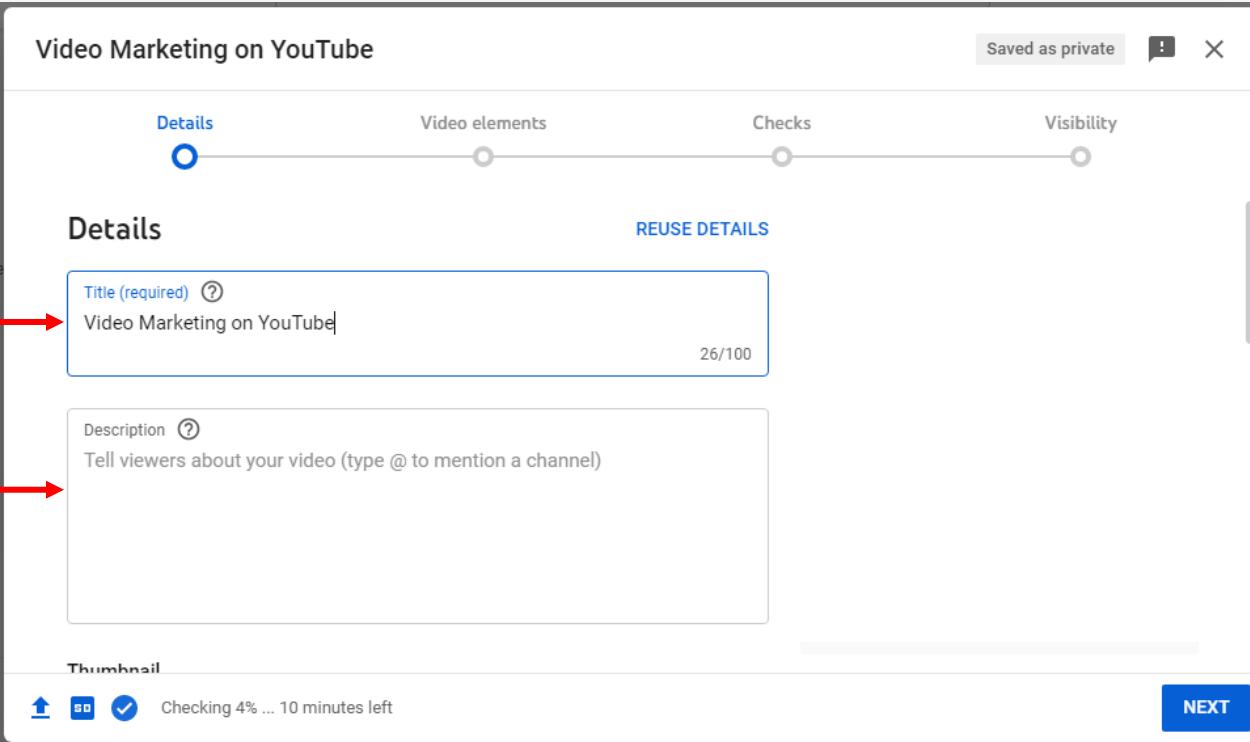


The screenshot shows the YouTube interface with the search term "digital marketing interview" entered in the search bar. The left sidebar includes links for Home, Trending, Subscriptions, Library, History, Watch later, Liked videos, Subscriptions (TOPS TECHNOLOGIES), and More from YouTube (ScreenshotCaptor...exe, Final digital mark....pptx). The main content area displays a list of search predictions and video thumbnails. The predictions include: digital marketing interview questions, digital marketing interview, digital marketing interview questions for freshers, 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 freshers, digital marketing interview questions in telugu, and digital marketing interview in hindi. The first video thumbnail is for "A 12-year-old app developer | Thomas Suarez" by TED, with 6.8M views and 4:41 duration. The second video thumbnail is for "Getting traffic from Google is SO. FREAKING. EASY! (3..." by Income School, with 8K views and 20:54 duration. The third video thumbnail is for "Career Development Program - TOPS Technologies" by TOPS TECHNOLOGIES, with 82 views and 1:19 duration. The fourth video thumbnail is for "World's Lightest Solid!" by Veritasium, with 9.3M views and 12:02 duration. A tooltip "Report search predictions" is visible over the third video thumbnail.

# Video Marketing

## *YouTube Video Upload and Keyword Targeting*

**Primary Keyword /  
Long Tail Keyword**



The screenshot shows the YouTube video upload interface. The title bar says "Video Marketing on YouTube" and "Saved as private". Below it is a progress bar with four steps: "Details" (selected), "Video elements", "Checks", and "Visibility". The "Details" section is expanded, showing a "Title (required)" field with "Video Marketing on YouTube" and a character count of "26/100". A red arrow points from the "Primary Keyword / Long Tail Keyword" text to this field. Below it is a "Description" field with placeholder text "Tell viewers about your video (type @ to mention a channel)". A red arrow points from the "Keywords" text to this field. At the bottom, there's a "Thumbnail" section with upload icons and a progress bar showing "Checking 4% ... 10 minutes left", and a "NEXT" button.

# 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

Upload Annotations Checklist Checks complete. No issues found.

BACK NEXT

# Video Marketing

---

## *YouTube Video Annotation/Cards and End Screen*

- The goal of all our digital marketing efforts is to bring users to our website or keep them engaged on any other properties you might have.
- While uploading video on YouTube in video elements section the option to include textbox over your video or even a link to another video or to your website or to a page where a user can subscribe to your newsletter. Once you have the card you can add it there.

# 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.



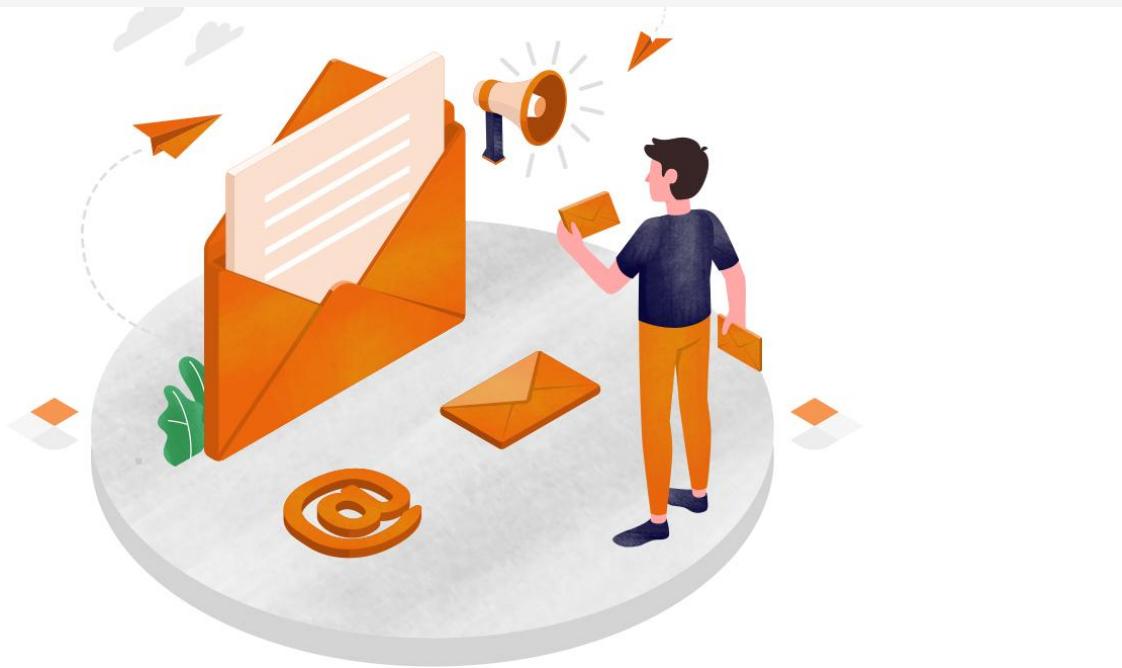
**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# Email Marketing

# Email Marketing

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



# Email Marketing

# *Planning*

# Email Marketing

## Planning

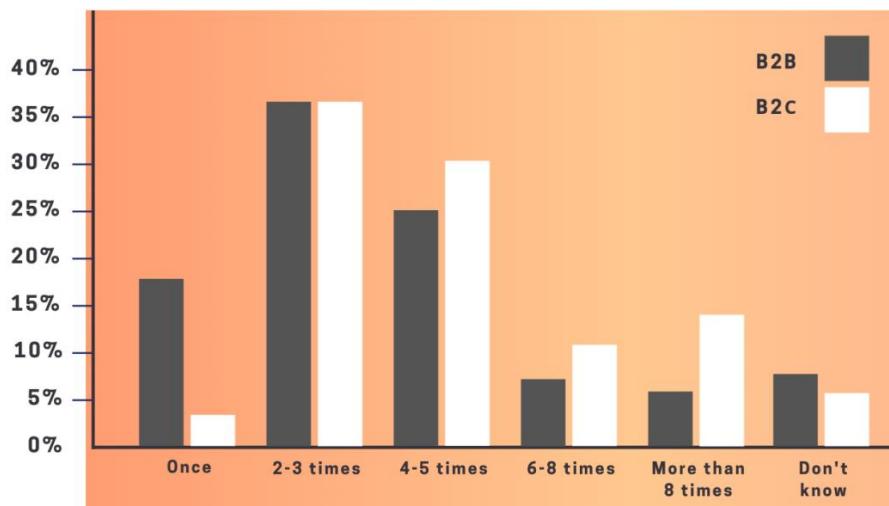
	Email Results Tracking								A/B Test Planning & Results	
	Total Emails Sent	Total Emails Delivered	Total Emails Opened	Total Clicks	Deliverability	Open Rate	Clickthrough Rate	Leads Generated	A/B Test Description	Summary of A/B Test Results
	How many email addresses did you send your email to?	Of the email addresses you sent your email to, how many actually landed in an inbox?	Of the email addresses you sent your email to, how many were opened?	How many unique individuals clicked a link in your email?	Automatically calculates Total Emails Delivered / Total Emails Sent.	Automatically calculates Total Emails Opened / Total Emails Delivered.	Automatically calculates the percent of recipients who clicked through from your email out of total emails opened.	How many new contacts did you get from email recipients filling out the form on your landing page?	Describe any A/B test you're conducting with this email send.	What were the results? Which variation won?
Email Send Date	150	140	50	25	93.33%	35.71%	50.00%			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Email Send Date					#DIV/0!	#DIV/0!	#DIV/0!			
Total	150	140	50	25	#DIV/0!	33.33%	17.86%	0		

# Email Marketing

## *Email Frequency*

- It's important to time the frequency of your emails to what you think is the most effective..

**WHAT IS THE MAXIMUM NUMBER OF TIMES YOU CONTACT AN EMAIL ADDRESS IN A MONTH?**



# Email Marketing

---

## *Email Sending*

- Emails used to be written and sent in plain text.
- In the email marketing a beautifully/Professionally formatted email or newsletter can make your viewer so much more inclined to open your email.
- There are so many sites that provide readymade templates that need you just to go sign up for the service and you are on your way to sending beautiful emails.

# Email Marketing

---

## *Email Sending*

- The popular email marketing services are Mailchimp, ConstantContact, VerticalResponse
- There are email service providers that provide email sending service like mandrillapp.com, amazon ses etc.

# 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 1 step 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**

Training | Outsourcing | Placement | Study Abroad

# 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

## *Facebook Marketing*

- What is Facebook Marketing?
- How to Create a Fan Page?
- Facebook Profiles
- Facebook Places
- Facebook Groups
- Facebook Community
- Grow Your Business with Facebook
- Latest Facebook Trends



# 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

---

## *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*



+91 - 7622011173

**EDUCATION**  
**IS THE MOST POWERFUL WEAPON**

 Training     Placement  
 Outsourcing     Study Abroad

Ahmedabad-Baroda-Rajkot-Surat    [www.tops-int.com](http://www.tops-int.com)

  
**TOPS Technologies Pvt Ltd**  
**(TOPS Technologies PHP Java**  
**Python Training)**

@TOPSCGRD · ★ 5 69 reviews · Computer training school



Home    Reviews    Videos    Photos    More ▾

Like    Search    ...

# 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.
- Facebook ads allow us to advertise a website or content that we manage on Facebook (like a group, page, or event)

# Social Media Marketing

## *Facebook Marketing*

- Facebook ads appear in two main places on the Facebook page when a person signs in. Some ads show up directly in a user's news feed.
- These ads contain an image, a prominent feature of the brand's name, a phrase or two of content and a link to your company's website.
- The second type of ads appears on the right hand side of the news feed. These ads are a little simpler, with your content name, web address, a short description, and an image.

<https://business.facebook.com/adsmanager/>

# Social Media Marketing

## *Facebook Sponsored Advertisement*

 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 · 

Your Pages and profiles

 Ahmedabad Daily

Birthdays

 Kartik Vyas's birthday is today.

Contacts



**Sponsored**

No Balance Commitment  
[kotak.com/savings-account](http://kotak.com/savings-account)

Join 3 Hour LIVE Google Ads Workshop & 3x You...  
[skillnation.in](http://skillnation.in)

# Social Media Marketing

---

## *Twitter*

### What is Twitter Marketing?

- Twitter marketing is a powerful tool for companies of every size and structure to reach out to new customers, promote their brand, and connect with the rest of the companies.
- Tweets create another instance for the business that shows up in the search engine results.
- Twitter serves as a solid foundation for your business to branch out into other social sites.

# Social Media Marketing

---

## *Twitter*

- Create a Twitter Account for Your Business
- Sign up for Twitter or go to [twitter.com](http://twitter.com)
- Confirm your account
- Make your first connections
- Add profile details
- Send your first tweet

# Social Media Marketing

---

## *How to Increase Twitter*

- Grow your community by adding a follow button in your website and promote your username.
- Get noticed with ***hash tags***
- Engage with your followers by collecting feedback to build a better business.
- Sync your email contacts with Twitter.

# Social Media Marketing

---

## *How to Increase Twitter*

- Keep your bio updated with the events or the business campaign you are running.
- You can promote your twitter account on any printed material, e.g., business cards.
- Follow people who follow you.
- Make sure you are engaging with your customers on twitter and not to your product.

# Social Media Marketing

---

## *What is Hash Tag?*

- The symbol hash tag (#) is used to mark keywords in a tweet.
- This symbol helps them to categorize the tweets and show them easily when people search for them. Hash tags can occur anywhere in a tweet – middle, end, or at the beginning.
- A hash tag is a way for people to search for tweets having a common topic.

# Social Media Marketing

---

## *Twitter Integration Tools*

Add the twitter widget to your site's sidebar as it's a great way to show your latest tweets on your website.

- **TwitThis** : it is a little button that can be placed in your HTML file or in your blog to allow your readers to quickly and easily share what they are reading with their twitter followers.
- **Chirrup** : it is another solution for pulling Twitter comments across any platform. It allows you to display all the references from Twitter on a given webpage.

# Social Media Marketing

---

## *Twitter Integration Tools*

- **Aweber** : it has an excellent feature for any newsletter marketer. News letter delivery service has actually created a way to convert RSS to email to tweet.
- **Twitterfeed** : it is a pioneer of website and Twitter integration which allows you to automatically insert tweets into your Twitter from any RSS feed.

# Social Media Marketing

## *Sponsored Tweets and Hash Tags*

- **Sponsored Tweets**

Sponsored tweets are advertising platforms that connect companies with tweeters. Sponsored tweets allow brands to tap into a Twitter user's followers to reach out to new customers. By giving companies access to your twitter stream, tweeters are compensated for each advertisement they accept.

- **Sponsored Hash Tags**

Sponsored hash tags place the tag of a customer's choice among the list of trending topics that users see when they access the social network through the web.

# Social Media Marketing

## *Twitter Integration (Twitter API)*

- Twitter API stands for twitter programming interface that programmers use to make applications, websites, and widgets that interact with Twitter. You can use 'Web Intent', 'Tweet Button', etc. to your site for providing basic functionality. You can similarly embed more complex integrations.

# Social Media Marketing

## *Twitter Integration Stepwise Set*

To integrate Twitter with your website, you need to have 'admin rights' of your website.

- Open two tabs simultaneously in your browser. Open your website in one tab and Twitter in another.
- Click 'Widgets' under 'Twitter'. Create a widget. Copy the HTML code.
- Finish and grab code.
- Choose the area where you want to show your twitter box. Paste the code in the HTML code section.
- Update and Save.

# Social Media Marketing

---

## *Twitter Automation Tools*

- **Twitter feed** : It is a service that allows you to set up RSS from your blog or website.
- **Social Oomph** : It is a tool to create an automated direct message for new followers.
- **Tweet Old Post** : It is a great plugin which allows you to connect a Twitter account with your blog and regularly tweet posts to your followers.

# Social Media Marketing

---

## *Twitter Automation Tools*

- **Hoot suite** : It is a free tool that you can use if you have fewer than five social profiles to manage. It offers an option to schedule updates to specific social media accounts.
- **Visibility** : It is a free service that lets you create a custom sharing bar that goes with any links to share through their service.
- **Twitter Showdown** : It is a tool that provides valuable insights on follower-to-following ratio, level of Tweet engagement, tweet timing, and how two accounts compare.

# Social Media Marketing

---

## *Twitter Automation Tools*

- LinkedIn is a business-oriented social networking site launched in 2003.
- It has 300+ million users across the world. It is available in 20 languages.
- It allows users to create and customize profiles and connect with people having similar interest areas.
- One can follow a company, get notifications, bookmark jobs, like and comment other's posts, and invite others on LinkedIn. The best part of LinkedIn is that you can see your recent visitors and endorse others' skills.

# Social Media Marketing

---

## *LinkedIn*

- LinkedIn is a business-oriented social networking site launched in 2003.
- It has 300+ million users across the world. It is available in 20 languages.
- It allows users to create and customize profiles and connect with people having similar interest areas.

# Social Media Marketing

---

## *LinkedIn*

- One can follow a company, get notifications, bookmark jobs, like and comment other's posts, and invite others on LinkedIn. The best part of LinkedIn is that you can see your recent visitors and endorse others' skills.
- LinkedIn is one of the most used social media channels for professional use.
- Students, professionals, freelancers, small vendors, small-scale shop owners, etc. can use LinkedIn to find more career opportunities.

# Social Media Marketing

## *LinkedIn*

- LinkedIn is a professional networking platform and it has all the features of a great marketing opportunity provider.
- To market through LinkedIn, you need to do the following:

✓ *Build a robust business page that displays your products and services in a compelling format.*

✓ *Invite clients and vendors to follow and recommend your page.*

✓ *Launch a group that is related to your business. It can attract significant traffic.*

✓ *Reach your audience through targeted advertising.*

# Social Media Marketing

---

## *LinkedIn Premium Account*

- LinkedIn offers different levels of premium account options for people
  1. With different goals based on their specific needs.
  2. LinkedIn Premium for General Users
  3. LinkedIn Premium for Recruiters
  4. LinkedIn Premium for Job Seekers
  5. LinkedIn Premium for Sales Professionals

# Social Media Marketing

---

## *LinkedIn*

- You can use LinkedIn to connect with other users and convert them into your clients. To do so, you need to:
  - **Maximize your links that direct to catchy pages.** These links can lure users to take interest in your products or services.
  - **Invite more and more people.** Connect to even second degree connections. Message them frequently. Keep interactions open.

# Social Media Marketing

---

## *LinkedIn*

- **Make your profile professional.** It imbibes faith of your invitees in your business.
- **Stay current.** Allow people to know what you have to offer and what advantages they can sought from you.

# Social Media Marketing

---

## *Promote Your Business on LinkedIn*

- You can use the following tips to draw maximum benefit from LinkedIn:
- Search for highly targeted clients. Set filters to refine your search so that they meet your business criteria.
- Stay updated and in focus of customers. Keep in touch with them by messaging, feed, etc.
- Post quality content. Keep posting new and correct information about your business. Make it viral.
- Use sponsored post to reach the right audience.

# Social Media Marketing

## *Promote Your Business on LinkedIn*

- Connect to relevant groups and circles and encourage your employees to be a part of it.
- Customize your company page to make it compelling and descriptive. Use images, colors, and clips to describe what you have to offer.
- Pay attention to your profile. Address in first person and make your points clear and succinct.
- Maintain good relationship with your clients. Nurture your specific connection without forcing yourself on it.

# Social Media Marketing

---

## *Promote Your Business on LinkedIn*

- To create an Ad campaign on LinkedIn, you need to log on to <https://www.linkedin.com/ads>
- **Step:**
  - Select 'new campaign' and 'start New'.
  - Give a name to your campaign.
  - Choose your desired language.
  - Choose your media type – basic, video, etc.
  - Write your ad copy. Use 25 characters for heading and 75 characters for Body.

# Social Media Marketing

---

## *Promote Your Business on LinkedIn*

- Include a desired call-to-action that is liable to convert.
- Choose demographic areas and location you want your ad to be targeted in.
- Choose payment methods between cost-per-click and cost-per-impressions.
- Set a daily budget. This is the amount you are willing to pay on paid marketing through LinkedIn per day.
- Decide conversion metrics and trace them regularly to get the scope of improvement.



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# Affiliate Marketing

# Affiliate Marketing

---

- Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.
- Affiliate marketing is one of the oldest forms of marketing wherein you refer someone to any online product and when that person buys the product based on your recommendation, you receive a commission.

# Affiliate Marketing

*Promoting*



# Content Marketing

## *Types of Content*

- Website Content
- Blogging
- Video
- How to Guides
- Newsletters
- Customer Opinions and Testimonials
- Case Studies
- Press Releases and Articles
- Email
- Webinars
- Interviews and workshops
- Powerpoint Presentations
- Infographics
- Whitepapers
- Ebooks

# Content Marketing

---

## *Content Writing Tips*

- Title
- Introduction
- Body – Para 1, Para 2, para 3
- Closing
- Call to Action

# Content Marketing

---

## *Content Writing Tips*

- Content should be in Depth and Informative
- It shouldn't be repeated
- Content for Niche – Sub Niche – Micro Niche
- Market Size

# Content Marketing Plan

# Content Marketing Plan

*Ideas*

# Content Marketing Plan

## Calendar

A	B	C	D	E	F	G
1	Monthly Calendar					
2	Sunday	Monday	Tuesday	Wednesday	Thursday	Saturday
3		1	2	3	4	5
4		<i>Blog/ How to bake a cake - Post customer testimonial on facebook</i>				
5	7	8	9	10	11	12
6						
7	14	15	16	17	18	19
8						20

# Content Marketing Plan

## *Competitive Analysis*

Competitive Analysis							
2	Competitor Name	Main Message	Topics Covered	Types of Content	Frequency of update	Typical calls to action	How Can I do it better
3							
4							
5							
5							
7							

# Mobile Marketing

---

- The newest trend in Digital Marketing is the using mobile marketing for your business.
- If you can motivate your potential buyers to download the app that you have created you can potentially be top of mind every time your customer is thinking about buying the product or service.



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# **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 Analytics

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



# Google Analytics

## *Why a Website need Analytics*

- Do you have a blog? Do you have a static website? If the answer is yes, whether they are for personal or business use, then you need Google Analytics.
- Here are just a few of the many questions about your website
  - How many people visit my website?
  - Where do my visitors live?
  - Do I need a mobile-friendly website?
  - What websites send traffic to my website? that you can answer using Google Analytics.

# Google Analytics

---

## *Why a Website need Analytics*

- What marketing tactics drive the most traffic to my website?
- Which pages on my website are the most popular?
- How many visitors have I converted into leads or customers?
- Where did my converting visitors come from and go on my website?
- How can I improve my website's speed?
- What blog content do my visitors like the most?

# Google Analytics

---

## *Types of Report in Google Analytics*

- Speaking of reports, here is quick summary of what you will find in each of the standard Google Analytics reporting sections, accessible in the left sidebar.

# Google Analytics

## *Types of Report in Google Analytics*

- These reports will tell you everything you want to know about what drove visitors to your website (All Traffic). You will see your traffic broken down by main categories (All Traffic > Channels) and specific sources (All Traffic > Source/Medium).
- You can learn everything about traffic from social networks (Social). You can also connect Google Analytics to Ads to learn more about PPC campaigns and to Google Webmaster Tools / Search Console to learn more about search traffic (Search Engine Optimization)

# Google Analytics

## *Google Analytics Audience Report*

- These reports tell you everything you want to know about your visitors. In them, you will find detailed reports for your visitors' age and gender (Demographics), what their general interests are (Interests), where they come from (Geo > Location) and what language they speak (Geo > Language), how often they visit your website (Behavior), and the technology they use to view your website (Technology and Mobile).

# Google Analytics

## *Google Analytics Behaviour Report*

- These reports will tell you everything you want to know about your content. Particularly, the top pages on your website (Site Content > All Pages), the top entry pages on your website (Site Content > Landing Pages), and the top exit pages on your website (Site Content > Exit Pages).
- If you set up Site Search, you will be able to see what terms are searched for (Site Search > Search Terms) and the pages they are searched upon (Site Search > Pages).

# Google Analytics

## *Google Analytics Behaviour Report*

- You can also learn how fast your website loads (Site Speed) as well as find specific suggestions from Google on how to make your website faster (Site Speed > Speed Suggestions).

# Google Analytics

## *Google Analytics Conversion Report*

- If you set up Goals within your Google Analytics, you can see how many conversions your website has received (Goals > Overview) and what URLs they happened upon (Goals > Goal URLs). You can also see the path that visitors took to complete the conversion (Goals > Reverse Goal Path).
- Speaking of goals and conversions, most of the tables within Google Analytics standard reports will tie specific data to your conversions.

# Google Analytics

## *Google Analytics Conversion Report*

- For example, you can see the number of conversions made by visitors from California in the Audience > Geo > Location report. You can see the number of conversions made by visitors from Facebook in the Acquisitions > All Traffic > Source/Medium report. You can see the number of conversions made by visitors who landed on specific pages in the Behavior > Site Content > Landing Pages report.

# Google Analytics

## *Google Analytics Conversion Report*

In the report at the top right, you can click on the dates to change the date range of the data you are viewing. You can also check the Compare box to compare your data from one date range (such as this month) to a previous date range (such as last month) to view your data.

# Google Analytics

## *Google Analytics Share Your Data*

Click on Admin -> Property Access Management-> +(Add User).

From there, you can add the email address of anyone you would like to view your Google Analytics data and choose the permissions you would like them to have.

Property access management 1 row		Search	⋮
<input type="checkbox"/> Name	Email	Roles and data restrictions	⋮
<input type="checkbox"/>		Administrator	⋮
<input type="checkbox"/>			

# 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*

thank  
you

