**Fundamentals of digital marketing**

1. module

1. Your digital opportunity

It's never been easier, cheaper or more beneficial for your business to get online. Don’t be I intimidated by the breadth of opportunities in digital. In this video we’ll look at:

* the core components of a digital presence
* how they relate to YOUR business
* how to get started.

2. module

1. Your online goals

Taking your business online offers a lot of opportunities, but with so many options, it's easy to spin your wheels and lose focus. Setting specific goals can help as you begin to navigate the digital world.

1. Building your online presence

Let’s take a look at all the options for launching your business online, step by step. We’ll cover:

* local listings
* social media and video
* websites and mobile apps

1. Marketing your online presence

You’re online, so now it’s time to bring in the customers you want. We’ll review how to best help them find you, using some tried-­and-­tested online marketing avenues:

* search engines

SEM – appear searching top results by bidding for it, (paying for it)

SEO – appear more top by relevant searching keywords

* other websites
* social media
* Email.

1. Analyse and adapt

To go digital and do it the right way, you need a well-thought­-out and flexible plan. In this lesson we’ll talk through:

* setting realistic expectations
* tracking and measuring how you’re doing
* adapting to changes in technology and your industry

3. module- build your web presence

1. Choosing your online presence

There’s more than one place for people to find you online. In this lesson we’ll explore just how important being online is these days, as well as some common ways to do it, including:

* websites
* local business listings and review sites
* social media
* mobile apps.

1. How websites work

If your business needs a website, the first step is to understand the basics. Here’s a quick summary of what you’ll need to know:

* what web servers do
* how domain names work
* how your website uses these.

Server – hosts your site

Domain name – helps people to find it

1. Key website ingredients

A website consists of many parts. Build and blend them right, and you’re sure to succeed. In this lesson, we’ll cover:

* your name
* the website’s organisation
* text, photos and other interactive elements.

1. Websites and your business goals

When creating your website, consider how to combine your business goals with what your visitors want. In this lesson, we'll talk about:

* using your site to further your business goals
* thinking like a customer
* telling your story online.

1. Make your website easy to use

Visitors to your website should be able to navigate and interact with your site easily – that's called usability. Bring them back again and again by:

* providing simple and clear navigation
* creating a consistent layout
* writing relevant and effective content.

1. Website design do’s and don’ts

When designing your website, watch out for mistakes that often chase customers away. In this lesson, we'll outline some ways to avoid frustration, such as:

* quick-loading pages
* mobile-friendliness
* general accessibility.

Further clarifications...........

Choosing right servers, technologies

Simplify your design – use the same background pic, same things in mny pages, be e efficient with code and script

Easy to use on mobile – responsive design(stacking texts, and images), use logos more, make it easy to give a ring

Do test runs from many browsers, computers

Web should friendly to use for customer, made from customer view point

Use small images(high resolution, large images only use them as thumbnails)

4. module-plan your online business strategy

1. The benefits of an online strategy

An online business strategy can boost your chances of digital success, helping you to define clear goals and focus your online activity. In this lesson, we'll explore:

* how an online business can benefit from a business strategy
* best practices when creating a business strategy
* examples of common goals and popular strategies to achieve them.

1. Taking a business online

When taking a business online, understanding how customers browse on the web is an important factor in ensuring your online efforts are rewarded. In this lesson, we will explore:

* customer behaviours online, and how these overlap with offline behaviours
* the "See, Think, Do, Care" framework, and how to use this to help understand the online customer journey
* how to group your audiences using audience segmentation.

1. Understanding customer behaviour

Create the best possible online experience for customers by understanding how to make the most of the moments when they interact with a brand. In this lesson, we'll explore:

* what customer touchpoints are
* how to map common online customer journeys
* how to identify customer touchpoints that generate business goals.

1. How to stand out from the competition

Understanding the competition is a key component of your online strategy, enabling you to position a business correctly in the marketplace. In this lesson, we'll explore:

* how to identify what makes a business stand out in a busy marketplace
* why Unique Selling Points (USPs) are important and how to construct them
* online tools available to help you research the competition.

USP – Unique Selling Point

1. Target ausi

2. Competors

3. Audience issues

3. SWOT – Strength, Weaknesses, Opportunities and Threats

1. Using goals to improve business performance

KPI s- key performance indicators – specific, measures, relevant, attainable, time-bound

5. module - get started with search

1. Search engine basics

Search engines catalogue the Internet to help connect searchers with exactly what they're looking for. That makes them a great marketing tool. This video covers:

* a brief history of search engines
* how search engines changed business
* why search is a good place to start.

1. How search engines work

way of working – 3tasks

a. crawling = examine the info they have(websites)

b. indexing = categorize each piece of content

c. ranking = what content is most useful to the user

ranking depends on web’s frsehness, number of pages, etc.

Search engines examine all the pages on the World Wide Web, categorise them and put them into a logical order when you search for something. Understanding how this works can help your business. This video will cover:

* how search engines find web pages
* what they do with the web pages they find
* how they decide what to show on search results pages.

1. How search engines see the web

Througt html code <title> tag, and including content, careful with the image’s names

If you want to make sure your website turns up in more search engine results, stay tuned for this video, which includes:

* how search engines understand what's on a web page
* which parts of a web page help search engines do this
* how to make your web pages more visible to search engine

1. Organic search explained – all depend on quality of the web page, can’t buy that place

Seo – search engine optimization

When a person types in a word or phrase on a search engine, a list of results appears with links to web pages and other content related to the search. This video covers the content found in the organic results. You'll learn:

* what organic results are
* what search engine optimisation (SEO) is
* how good website content affects the organic search results.

1. Paid search explained(SEM – Search Engine Marketing)

bid (max advertiser will pay)and the quality

only paying if user clicks, not whether it appears or not

When a person types in a word or phrase on a search engine, a list of results appears with links to web pages and other content related to the search. This results page is organised into different sections; this video covers the adverts. You'll learn:

* a bit about advertising on search engines
* why advertising on search engines is so effective
* how advertisers compete for an opportunity to show ads on the search results page.

1. Google search console

When it comes to your website, the more information you have, the better. In this video you'll learn:

* what Search Console is, and how it can help
* some of its useful features
* how to set it up.

6.module-get discovered with search

1. Intro to search engine optimisation(SEO)

unique, engaging, relevant content in the most important

Understanding how search engines work can help your business improve its online presence. This video explains:

* what search engine optimisation is
* how search engines understand your website
* what they value most.

1. The importance of an SEO plan

Ex: do keyword research

see where I appear in search results for specific keywords

look for gaps in my SEO performance

review results and adjust plan

In this step-by-step process to create an SEO plan for your website, you'll learn how to:

* develop
* prioritise
* adjust the plan to best suit your goals.

1. The SEO process

In this step-by-step process to create an SEO plan for your website, you'll learn how to:

* develop
* prioritise
* adjust the plan to best suit your goals.

1. How to choose keywords - frequency, relevant, competition are the main to focus

Choosing keywords is the cornerstone of successful search engine optimisation. In this video, we'll discuss:

* why you need to do keyword research
* the difference between short tail and long tail keywords
* what to consider when selecting keywords.

1. Setting realistic SEO goals

Setting realistic goals for organic traffic and assessing them with measurements that matter will help you strengthen your SEO strategy. In this video, you'll learn:

* how to define success
* how to select measurements that matter
* what tools can help.

7. module-make search for you

1. Making your web pages search friendly

meta tags, heading, page copy – optimize these, be sure your messages clear

Get started in search engine optimisation by improving the pages on your website. This video explains the elements that you can tweak to make your website easier for search engines to understand. We'll cover:

* title and description meta tags
* heading elements
* page copy.

1. How other websites can work for you

backlink - from others site to mine

good content – understand customers, what they asking, how you can provide it

attract customers by social media

You can improve your search visibility across the web by thinking about off-site optimisation; that is, using what happens on other websites to promote yours. This video will show you some ways to start, including:

* encouraging links to your website
* engaging with your audience through good content
* promoting your site with social media.

1. Cross borders with SEO – language, localization, country targeting

Avoid using auto translation tools – might be spams

Create different web pages, in different languages – add annotations to get recognized by search engine

CCTLD sites(specified with location) - ex: [www.exampl.com.uk](http://www.exampl.com.uk)

Different countries require different marketing tactics, and international search engine optimisation is no different. In this lesson, you'll learn about changes to make when your website crosses international borders, including:

* language
* localisation
* country targeting.

8. module- be notices with search ads

1. Introduction to search engine marketing(SEM)

Traditional advertising broadcasts a message to the world at large. But search engine marketing targets a very specific group of people – those actively looking for your products and services. In this video, you'll learn:

* what SEM is
* how it works
* why it works so well.

1. The SEM auction – relevance is much more important than the bid price

When advertisers compete to show ads on the same search results page, search engines use an auction to determine which ads appear and in what order. But there’s more to consider than just the price. In this video, we’ll talk through:

* how an SEM auction works
* factors that influence the outcome
* a detailed example.

1. What makes a good keyword

relevant – does it describe your business perfectly

traffic - don’t add too much specific either, shorter keywords perfect

competition – competition high, if relevance, traffic is high so choose less competitive, high relevance, high traffic

monitor your keyword closely.

When you’re starting a new search engine marketing (SEM) campaign, it’s important to understand what makes a keyword “good”. In this video, you’ll learn which factors to consider before bidding on keywords, including:

* relevance
* traffic
* competition.

1. Make your ads stand out

ads headling = = website headling will do

time based discounts, free shipping

direct customers to do, what you want them to do(discover our protofolio)

Take a look at any search engine results page. It’s full of text! How do you make your business’s adverts jump out in this jumble of words? In this video, you’ll learn how to:

* attract more traffic with adverts that catch the searcher’s eye
* write headlines that make a connection
* write a clear, compelling call to action.

9.module - improve your search campaigns

1. Achieve relevance with good structure

To succeed as an advertiser, you need to create adverts that help searchers find what they’re looking for – and when you do, search engines may reward you. In this video, you’ll learn:

* how SEM campaigns are structured
* how to use that structure to achieve relevance
* the benefits you’ll get by focusing on relevance.

1. Get the most from your keywords

Search engines, like Google and Bing, offer tools that take the guesswork out of choosing the right keywords, and can help potential customers find you online. We'll talk about:

* research tools
* related searches
* negative keywords.

1. Fine-tune with keyword match types

Search engine marketing (SEM) is great for letting you choose specific searches to trigger your ads. But search engines often show your ads for keywords that are slightly different from the ones you’re targeting. The solution: keyword match types. This video explains:

* what match types are and why they’re useful
* the different kinds of match types
* how to control which searches may trigger ads.

1. How to know what’s working and what isn’t

One of the best ways to measure how well your search engine marketing is working is by tracking conversions, or actions you’d like website visitors to take. In this video, we’ll cover:

* what conversions are
* how to choose the ones you want to measure
* what tools you can use to track them.

10. Module-get notices locally

1. Marketing to the locals

The Internet connects businesses and customers worldwide. But if you’re a local business, you’ll want to reach people nearby. Let’s learn a bit about:

* what local means in digital
* how your business can build a local search presence
* and a perfect pair: local marketing and mobiles.

1. The power of local directories

One of the best ways to connect with customers online is to get listed in local directories. In this lesson we'll show you:

* where to start
* how to list your business
* how to manage your local profiles.