



# Digital Marketing

TOPS Technologies

# Digital Marketing Handbook

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## A Better Approach of Digital Marketing Future

Recent research has found that over 70% of companies plan to increase their digital marketing budget in 2016. In order to get the most out of that investment, it is essential that their efforts are led with a sound, integrated digital marketing strategy.

Digital advertising and social media marketing can act as the boost for your content marketing efforts. While they work differently, digital advertising and social media marketing can both be incredibly powerful tactics for getting more eyes on your content.

Digital advertising is a great traffic generator and should be used to drive your audience to bottom of funnel content that is meant to convert. Both organic and paid social media are a great way to expand the reach of your content and boost views and shares in a relatively short matter of time.

## What is WWW

WWW- Means World wide web we always look it in any url. It's a way to access the any web page from server. On www http is a protocol for traveling from client machine to server for sending request and get response From server to client Protocol- it has some rules and regulation The World Wide Web is a system of interlinked hypertext documents accessed via the Internet Hypertext Transfer Protocol:

- The Hypertext Transfer Protocol (HTTP) supports serving up documents in the Hypertext Mark-up Language (HTML);
- HTML documents include links to other web documents.
- Web documents can also include forms to pass data from the user to the web server.
- HTTP can serve any type of document.
- The Multipurpose Internet Mail Extensions (MIME) specification defines a canonical naming convention for documents of various media.

### Understanding the Role of Hypertext Transfer Protocol

- HTTP is a text-based communication protocol that is used to request Web pages from the
- Web server and send responses back to the Web browser. HTTP messages are typically sent
- between the Web server and Web browser using port 80, or port 443 when using Secure
- HTTP (HTTPS).

## URL

url we can say as web address of our webpages or web site universal resource locator

url as- www.tops-int.com in above url tops-int is called domain name it's provided

By the web server .com is for identity that it's a commercial web address it can many forms like -.in , .org , .edu , .uk

## Understanding the players

1. A user uses his or her Web browser to initiate a request for a Web server resource.
2. HTTP is used to send a *GET* request to the Web server.
3. The Web server processes the *GET* request on the server (typically locating the Requested code and running it).
4. The Web server then sends a response back to the Web browser. The HTTP protocol is used to send the HTTP response back to the Web browser.

5. The user's Web browser then processes the response (typically HTML and JavaScript) and renders the Web page for display to the user.
6. The user may then enter data and perform an action such as clicking a submit button That causes his or her data to be sent back to the Web server for processing.
7. HTTP is used to *POST* the data back to the Web server.
8. The Web server then processes the *POST* request (again, calling your code in the Process).
9. The Web server then sends a response back to the Web browser. HTTP is used to send The HTTP response to the Web browser.

The Web browser again processes the response and displays the Web page to the user. This process is repeated over and over during a typical Web application session. This lesson provides an overview of the responsibilities and boundaries of a Web browser And the Web server. You will also learn the basics of HTTP and how browsers and servers use it to process user requests.

## The Web Server's Role

The first Web servers were responsible for receiving and processing simple user requests from browsers via HTTP. The Web server handled its request and sent a response back to the Web browser. The Web server then closed any connection between it and the browser and released all resources that were involved with the request. These resources were easy to release as the Web server was finished processing the request. This type of Web application was considered to be *stateless* because no data was held by the Web server between requests and no connection was left open. These applications typically involved simple HTML pages and were therefore able to handle thousands of similar requests per minute.

Web Browser

HTTP GET

(default.html)

Display page

## What is Website?

Website – Every day you visit on internet

Follows some rules & regulations i.e. client-server architecture standard

Websites – providing information from anywhere in world

## Understanding the Web Page and Home Page

Web site contain the many pages that's called Web Page Web page contain the information related to our business that user can read easily and from that he can get best experience. When we open any kind of web site that show the first page and it contain all web pages links and it also show the primary contain in a page a language for describing the content and presentation of a web page

- content: The meaning and structure of the web page
- presentation: How the page is to be presented
- HTML pages have a basic hierarchical structure defined by the tags
- <html>, <head>, <body>, and so on
- Basic HTML describes a static page
- once parsed and rendered, the page doesn't change
- hyper linking was the big step forward in basic HTML

## HTML Introduction

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

For Ex: <p>: Used for creating paragraph.</p>

- <ul>:<li> Used for create unorder List.</li>
- <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 Anchor Tag

HTML Anchor tag is used for creating hyperlink.

Example:

```
<body>
<a href="reg.php">Registration</a>
</body>
```

- In above example, if we have to create one link Registration.
- In <a> tag we use href. In Href we have to write the name of page when we have to redirect.
- So, if user click on this link then he is redirect on reg.php page.

## HTML Images

- In HTML Images are used for inserting image in our web page.

For inserting Image we have to used <img> Tag

Example:

```
<body>

</body>
```

- In above example, if we have to Insert image in our webpage
- In <img> tag we use src. In src we have to write o select the path of image where image stored in our computer.

We also set the height and width of image using height and width property of <img> tag.

## HTML List

- In HTML <ol> and <ul> tags are used for creating list in our webpage.
- <ol> tag is used for create ordered list

<ul> tag is used for create unordered list. Example:

```
<body>
<b>Tops courses</b>
<ul>
    <li>PHP</li>
    <li>JAVA</li>
    <li>.Net</li>
    <li>IPhone</li>
</ul>
```

- |  |
|--|
| <b>Tops Courses</b>  |
| <ul style="list-style-type: none"><li>• PHP</li><li>• JAVE</li><li>• .Net</li><li>• IPhone</li></ul> |

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</body>

- In Last Example we have to create unordered List

In unordered List the output will show like

- In HTML <ol> and <ul> tags are used for creating list in our webpage.
- <ol> tag is used for create ordered list

<ul> tag is used for create unordered list.

Example:

```
<body>
<b>Tops courses</b>
<ul>
    <li>PHP</li>
    <li>JAVA</li>
    <li>.Net</li>
    <li>iPhone</li>
</ul>
</body>
```

## HTML Table

Table is collection of Row and Column we design content in table format -

Example;

```
<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>
```

In unordered List the output will shown like

OUTPUT:

Application Form	
Username	
Password	
Submit	

**Marketing:** The American Marketing Association most recently defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." There are various ways and methods that we conduct marketing activities.

The formal definition of marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

**Digital Marketing:** Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them.

The key objective is to promote brands, build preference, engage with customers and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product, and brand marketing tactics, which mainly use the Internet as a core promotional medium

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Today Digital marketing allows us to do all of the above – Creating, Communicating, Delivering and exchanging the marketing message with target precision and effectiveness. Hence the importance of Digital Marketing, as we progress through the course you will hear a lot of different use cases and examples of how Digital marketing has transformed how marketing is being done today.

The internet is changing how information is consumed across the world and is making the world a smaller place. I will give you a few examples of things that you might have personally experienced or might have heard people do earlier. Going to the train station to book a ticket and wait in line for 2-3 hrs. Go to the bank to deposit a check and wait in quee for 15-20 minutes. Being afraid of booking a new hotel in a new city as you were not sure how it would be. Today because of the internet all the services are available at a punch of button – booking a ticket, transferring funds to a friend, or even getting reviews of hotels with all the features you are looking for. Social media – Facebook, twitter users are becoming so strong that they can make or break a co.

A few more examples are News are being offered for free as they happen reducing the power of Newspaper advertisement, media companies are offering movies and cable for free reducing the Tv advertisement, online shopping companies are offering deals and the cost savings of not having a brick and mortar store to users reducing the power of in shop promotions, Online internet Radios is making the traditional radio advertisement irrelevant. Yellow pages used to be a huge business and now it is being replaced by Google Local or Justdial.

Company ----- Message to ----- Customer

Digital marketing includes those marketing efforts that send a message from a source (company) to a receiver (customer) through digital platforms and the internet

Digital marketing activities are :-

- Search engine optimization (SEO),
- Search engine marketing (SEM),
- Content marketing,
- Influencer marketing,
- Content automation,
- Campaign marketing,
- E-commerce marketing,
- Social media marketing,
- Social media optimization,
- E-mail direct marketing,
- Display advertising,

## Why Online Marketing:

In the new world a lot of users search for products and services online, 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.

Unlike traditional marketing Digital marketing is very cost effective and even a small company with limited resources can effectively create a large brand and revenue stream using the power of digital marketing.

Example if I had a hotel in Mumbai so currently every month there are around 18-20k searches happening for the keyword “Hotels in Mumbai”. So if Google can put me on the top rank of that

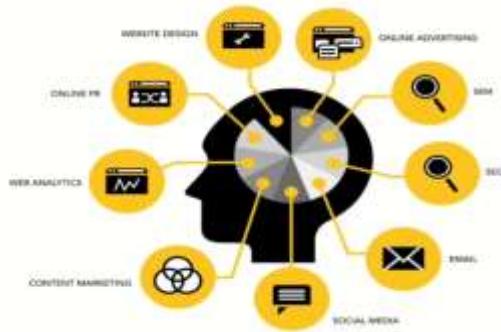
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search I would potentially get 20k new visitors to my page who could book my hotel. 20k x 4,000 Rs per night. You can imagine what Google can do for me.

So you are thinking to yourself I want that kind of revenue for my business. How can I do it. This is where digital marketing comes in. Digital marketing is an art and a science. But with the right amount of patience and effort both the art and the science can be learnt and implemented for huge success.

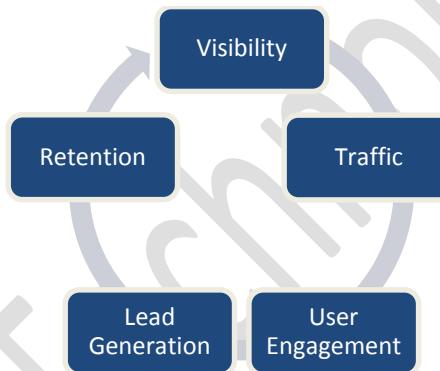
## Different ways of Digital marketing:

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



Above are few of the tools and ways for Digital marketing

### How it works



In principle the search engines are the biggest tools for increasing visibility. The user searches for something in Google and sees 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 generation happens in 2 ways inbound and outbound. Inbound means creating quality content that brings people to your doors, the goal is to create such compelling content the user is attracted towards you and stays with you. Outbound 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. Inbound marketing is called organic marketing also whereas outbound marketing is called inorganic marketing, organic as it is natural and vice versa. If you are like most companies the traffic generation is the biggest effort but unfortunately it doesn't end there, so you got the customer to come to your premises now it is important to have him see the products and services you have on offer. The content and how the content is presented – 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 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 team's role now to ensure they sell to the customer. The last piece where digital marketing strategy can play a part for future sales is Retaining the client. Retention is not only

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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. You might have seen hundreds of advertisements on TV where film stars and celebrities endorse a certain product.

Till a few years ago Digital marketing was comprised of 2 basic parts Organic and Inorganic, now a third very important component has come about which is Social Media. So let's discuss these three components in more detail.

Organic marketing is traffic and brand creation sites and blogs, outbound email and newsletter marketing As the name suggests any activities performed that will result in increasing traffic and inquiries naturally using our own website, blogs, videos and newsletters, link building, keyword research.

Inorganic marketing comprises of all the activities that you will do to generate traffic using paid tools like Google Adwords, Facebook ads.

The newest component is called social media marketing which basically is traffic and brand building using social media tools that your customers have posted or given referrals for. We basically create the content of the user creates the content which is posted on various social media properties for further promotion. A user posting a testimonial, review on facebook or Google Local or even their own blog. Most forms of Social media marketing are free in nature and are earned from the users.

## Online Marketing

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

The important part of digital marketing that most people forget is that 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. For example if the company is offering Android App Development services and it gets inquiries for people looking to buy Android phones then it is irrelevant and all the efforts are wasted.

Most people think Digital Marketing will help in Branding but I believe it will work on all the pieces of the marketing and sales puzzle – Customer Acquisition, Branding, retention, Servicing, Increasing touch Points, and the best part is it can be specifically targeted to your specific users.

## Digital Marketing Plan

### The Plan

Before I start working on any Digital marketing Project start with understanding the business, its potential customers and what will make the market buy products and services. As you finish this course you will think about jumping into whatever you have learnt haphazardly. But highly recommend you to first create a basic plan, so that you can have well thought strategy for your endeavour.

### Marketing Plan Tools:

There are a lot of tools that we use for Digital marketing and we will discuss them in detail as we progress during the course

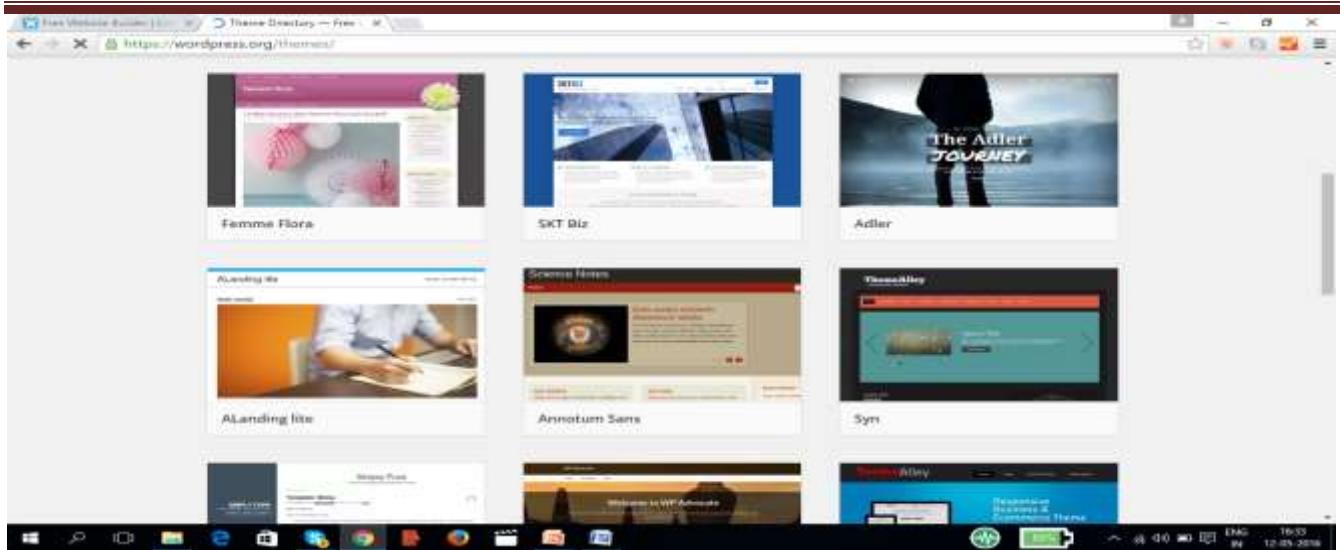
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**1. Website:** The Website is the starting point of any Digital marketing plan. Most of digital strategies will work around getting users coming to your website. The goal of the website is to create an impression in the eyes of the customer as the site is the gateway into your company. It will enable you to brand your products and services. Research indicates that it takes an average of 7-8 impression before a brand recall is created and Digital marketing is the most effective and cost efficient way of creating that 7-8 impressions. Let me give you an example of – I am going to be using an example of hotel a lot throughout these videos – So lets assume you have a Hotel and you make a nice looking website with pictures and testimonials of past customers with pictures, you also have a list of all the features listed whereas your next door competitor also has a website but he has a poorly designed site with no pictures or with pictures that don't convey them being a professional good hotel. Now any visitor who doesn't either of the hotels land on your sites which one do you think he will select yours. Because it is creating a great and lasting impression. In an online world your web site can enable you to even charge a slight premium just because you have a great website.

**2. Domain Name Selection:** The first step starts at the domain name selection, though most of the domains that you will search will already be taken try and find out domains that your customers can remember you by. 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. Please note having 20 different domain names with all the keywords cant result in you getting all the business. Having multiple domains worked in the past but it doesn't work.

**3. 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 like WIX.com that offer free sites with an Advertisement or will charge a small fee to host your site. The other option is to build your site yourself or through an agency. If you decide to build yourself and are not a designer or developer highly recommend that you use an existing template for wordpress which will only require basic customization and your professional looking website is ready. You can look at creating a website from a template in one of the other tutorial videos. If you decide to outsource the website to a professional it is important to see their work and ensure that you like the way they work. normally recommend giving the designer a brief on what you would like to see on the pages. If you have liked someone elses website you can have a list of sites that you can provide to your designer for guidance. This will ensure that you get what you are looking for. Also please do remember to provide the list of pages and the content that you wish to put on the pages upfront. We will talk in another chapter about the images and the content but it is important to guide the designer on what you intend to market, what your USP is as he will pay special emphasis on bringing that out from the pages. 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. Most of the readymade templates that you will see will have sites that are mobile responsive. I also recommend you to have a LiveChat function on your website there are a lot of companies that offer live chat option for free this will enable you to answer any question they might have. Just before the chat window you can have a small window that would ask their name, email address and mobile number. You can keep a track of the questions the customer asked and potentially follow up or even market them in a targeted manner. Another important aspect of your website is the load time and response time. This impacts both the user experience and also google rankings, a slow site creates a bad experience in the eye of the customer and hence google also rates your site poorly.

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## 4. Web Hosting: Godaddy

- AWS
- BlueHost

Design of the site is very important but so is where you host the site. 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. Let me ask you a simple question in this ever fast world that we live in today will you wait 3-4 seconds for a page to load. Most viewers will come to your site and if your site is taking time to load they will just bounce out of the site as fast as they came in. The difference in cost is an extra \$2-3 per month but it will definitely help you create that great experience with your clients.

## 5. Web Site Front End:

Now let's discuss the intricacies of the website there are 2 parts to any website the front end which the visitors see and the back end which the website tells the computer what to show in what format which is basically the code that is written for the website.

There are a few things that are important to remember while you are building your site for both the frontend and the backend. On the front end the website design as mentioned to you earlier should be pleasing to the eye and create an impression. Most professionals recommend to spend the most amount of time and resources in creating the best design. A good site design will enable you to keep the user on your page longer, decrease bounce rate, and Establish Trust. It's like you are meeting a large client would you prefer to wear torn clothes or wear the best suit you have. Prefer the suit and hence insist on having the best site money can buy. Normally check webbyawards.com to see best practices and best designs that have been awarded as the best in the industry. Not suggesting that you should copy but you can definitely get inspired looking at the best practices.

Also the navigation should be such that a user can get to any of your pages with 1 click. Having a user click multiple times for them to your products and services is frustrating and a waste of time. Normal website have a home button, Products and Services, about us, Contact us. The footer can have further details about your page navigation. Also having a link to your Facebook page, and LinkedIn page is an added tool to build a long term relationship with the users. By putting the buttons on your page you are making it easy for them to visit your Facebook page and liking it. Another thing to remember is ensure you create a sitemap which is basically a listing of all the pages that you have created. This sitemap is used to submit to Google letting them know that these are the number of pages we have created. If your website is less than 500 pages large normally recommend a site called <https://www.xml-sitemaps.com/> when you enter a domain name it will create both an HTML and XML file which you are expected to upload on your root folder. In a further lecture I will also

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show you how we will upload these files in Google Webmaster in a further video. If you would like to see a video on how to create a sitemap and upload on your website please check out the separate video on how to create a sitemap and upload on the website.

## 6. Web Site Back End:

The backend pieces are important for you to remember though most of you will either use an outside agency or a readymade template these points are very important for any Digital marketing professional to know. 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. But please keep the URL length to a reasonable amount. It is not to be used as a keyword stuffing tool.

The second one is the page title which Google indexes upto 55-60 characters. This is what Google will mostly show when your page is displayed in context to a search result. You want to put most of your important keywords in the beginning of the title, you can also start your title with your co name or brand name if you feel users it will increase the click through rate. Lastly if you can make the title readable it will increase your click through rate. If you have written an article which talks to a specific problem "How to remove stains from bed sheets | ABC Cleaners" You can have that in your title also. You might see I used a pipe between the phrase and the co name. Most professionals use the pipe as the keywords separators. You can use, or; but a pipe is much cleaner to see and hence most professionals use it. In most cases this is how most of your pages will get written Most Important KeyWord | 2nd Keyword | Co Name or Brand name

The third one is the Meta Tags which includes the Meta description this is basically used to describe what the user can expect in the page. This is the text that will be shown to a user in the search result below the title. A well written Meta description can increase CTR click through rate exponentially. I highly recommend writing a description which answers the question that the user might be looking for and a summary of what other things he might find. Ranking on a search query and not getting a click is like seeing a nice cake on a plate that your competitor is going to eat it.

Other things that do impact the rankings but in less order are

Google + Rel = "Author" attaching your Google + profile to page brings authenticity and validity to the page the more content you write the stronger your profile and because of your stronger profile the page becomes stronger

Schema.org or Rich Snippets offers standard micro data markup options – What this means is Schema.org in association with the search engines has created standard language that the search engines can understand and flag. Let me give you an example if I have address on my page written in normal text format the search engines were not able to understand this was the address for this business. But by putting into a schema.org format now the search engines know that this content is relevant to this address, or a business review is for this product and so forth. Using schema.org is as simple as writing basic html code, in case you want to understand all the different options of schema and how to write the code please see my separate tutorial on the same.

By adding additional tags to the HTML of your web pages—tags that say, "Hey search engine, this information describes this specific movie, or place, or person, or video"—you can help search engines and other applications better understand your content and display it in a useful, relevant way.

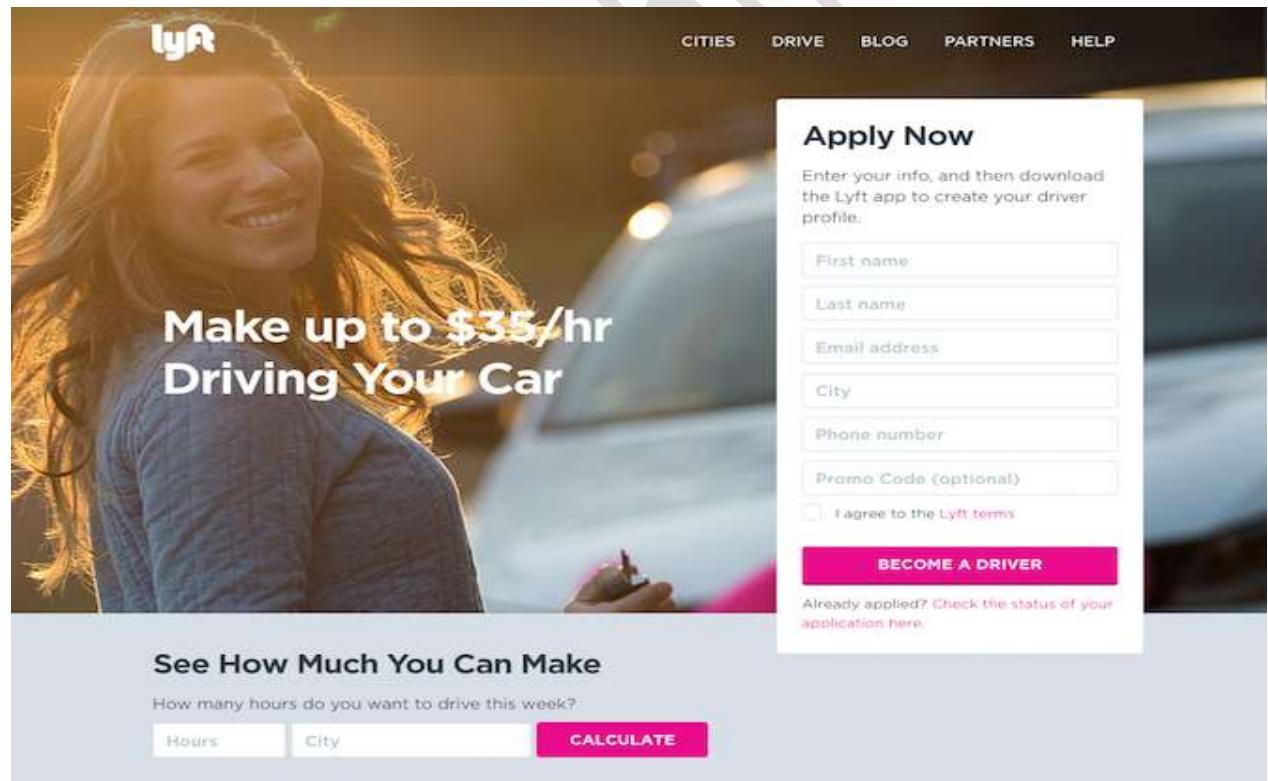
Microdata is a set of tags, introduced with HTML5, that allows you to do this.

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Like: <title>IT Training, Best IT Training Institute</title>  
<meta name="description" content="TOPS Technologies is the India's leading IT Company and Training Institute offers PHP, Asp.Net, JAVA, Android, iPhone, WordPress, Joomla! Magento, Web design and SEO Courses in India and USA." />

<meta name="keywords" content="training, it training, training institute, it training company, training classes, it courses, it coaching" />

**7. Landing Page:** What is the reason for having multiple pages on a website? Why can't I just have one page where all the content I have be put up. The reason is simple you want to ensure that the users intent or question is answered in the shortest possible time. Hence the importance of a perfect landing page. The best customer experience ensures that the landing page offers an engaging experience where he feels the user got what he wanted. am not telling you that the user should leave your site in 15 seconds once he finds what he was looking for. mean the landing page should be designed in such a way that the user is engaged, once he is engaged get him to roam around your website. So the team at Lyft which offers drivers and ability to drive their own cars as taxis, let us assume somehow you clicked on their link and have landed on this page. Its a simple page with only 3 basic messages. 1) make \$35/ hr 2) A Call to action to fill the form for further information and 3<sup>rd</sup> to see how much the driver can make by joining in.

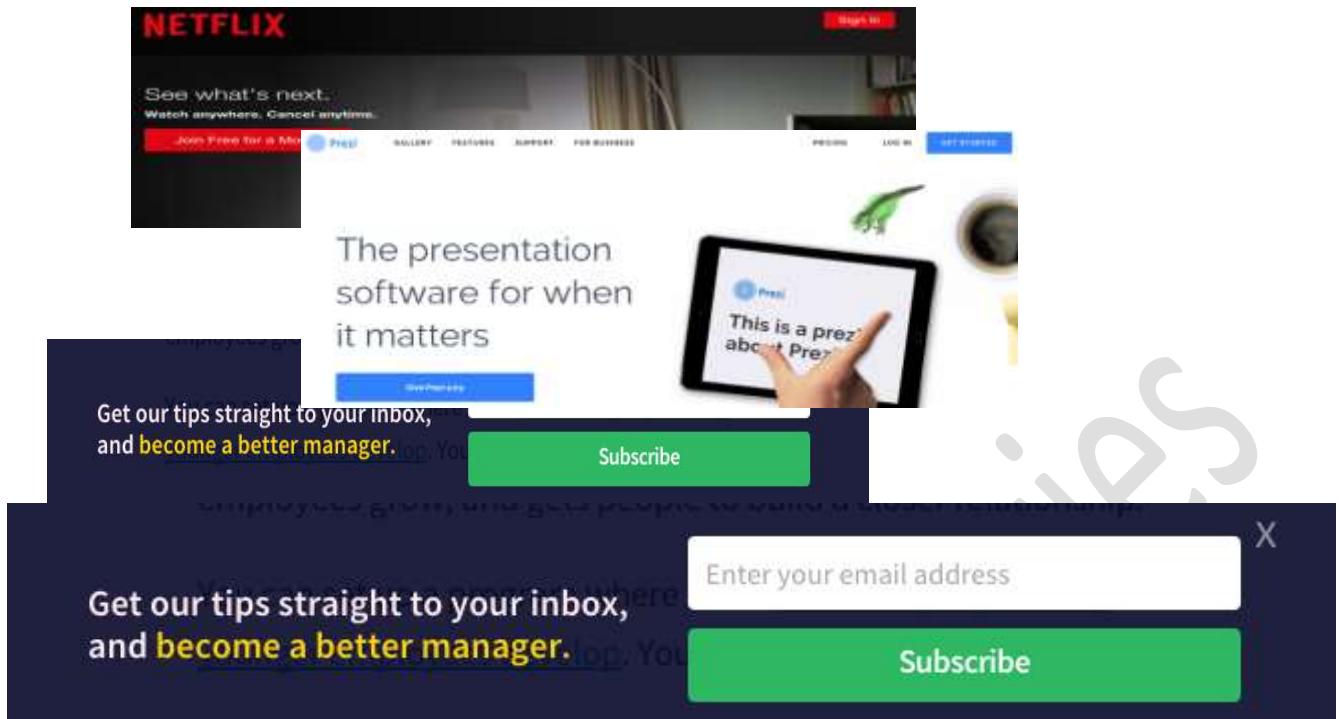


## 8. Thank You page:

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

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## 9. Call to Action:



Now that you understand what is required for your website lets understand how you will convert the ever elusive customers. The industry term is called Call to Action. Call to action basically means calling or requesting you to do some action, which in our case will be to fill an inquiry form or buy a product or like our page, or subscribe to a newsletter.

The biggest fear most users have in buying things online is it will be a pain to cancel the subscription or return the product. Netflix offered their customers Join for free but right above the statement it says Cancel Anytime, making the Call to action more effective. Prezi made its website so simple with a white background that the blue call to action draws your attention and you are compelled to take action. Lastly Office vibe floats a small request to subscribe to their newsletter – interestingly they could easily just add a line Sign up for the newsletter but it tells the user Get tips on how to become a better manager. By informing the user what to expect if they do sign up relieves the fear of email spam.

## Search and Search Engines:

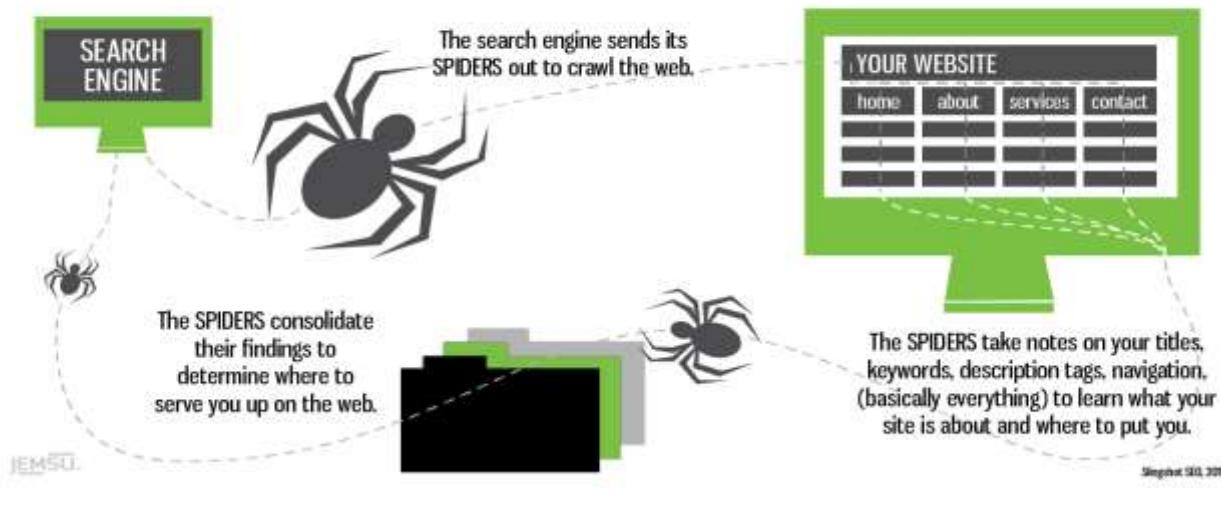


Search – Search Engines have become the most important tool for people finding products and services on the web. To understand how to get the most of the search traffic we should think about how search Engines operate. The primary job of a search engine is to offer the most effective and

relevant search results on what they believe the user is searching for. Your ability to understand what your target users will be entering in the search field and writing content that speaks to that search query will enable you to have the largest amount of traffic. I normally visualize the business of a search engine like a newspaper most of the news that the newspapers have is similar. But what to publish and what importance to give every news item is what differentiates a newspaper from the other newspaper. In the same way a search Engines job is the provide the most relevant answer to the query that a searcher has entered. The art of providing the best answer is what differentiates a good search engine.

## How Search Engines Work:

### How search engines work (nutshell version).



**Crawl** – Search Engines primary job is to crawl every page available on the web

**Index** – Once it has crawled the page it will index the page which allows it to remember where the content is so when a user searches for something is should know which page to show.

**Algorithms** – Each of the search Engines have different algorithms on what search results will be shown. Imagine if I copy all the content of a popular site like CNN or TimesofIndia.com how would Google know which content should it show first. It will rely on its algorithm to decide based on reputation, age of domain, bounce rate of users etc.

**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. But it will definitely have a positive impact at the domain level, but each page and its content will be ranked based on the query a user is entering.

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.

## SEO Search Engine Optimization

- OnPage
- Offpage
- Content
- Architecture
- Linking

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SEO is normally divided in 2 distinct parts onpage and offpage, Onpage is the effort that you will put on your properties specifically your website and any properties that are connected to your website. Offpage is all the activities you will do to augment your seo from outside sources. For example if you write content for your webpage it is considered part of the on page optimization. If you write a good press release and post it on a PR site with a back link to your main page it is part of the off page strategy.

Content – Is the most important piece of any SEO strategy. Without good and relevant content your site will not rank and generating and retaining traffic will be very difficult. Architecture – Having your content that is easily readable by any search engine is as important as getting good content. If a search engine can't read or index the content it can't rank for it.

Linking – The other part of effective SEO is linking from internal pages and from external sites. The more a page is getting linked from different sources the more Google realizes its value as an important page. It's a very easy and still an important part of the SEO strategy.

## SEO Ranking Factors

### 1. Domain-Level Link Features: 8.22 / 10

Based on link/citation metrics such as quantity of links, trust, domain-level PageRank, etc.

### 2. Page-Level Link Features: 8.19 / 10

PageRank, trust metrics, quantity of linking root domains, links, anchor text distribution, quality/spamminess of linking sources, etc.

### 3. Page-Level Keyword & Content-Based Features: 7.87 / 10

Content relevance scoring, on-page optimization of keyword usage, topic-modeling algorithm scores on content, content quantity/ quality/ relevance, etc.

### 4. Page-Level Keyword-Agnostic Features: 6.57 / 10

Content length, readability, Open Graph markup, uniqueness, load speed, structured data markup, HTTPS, etc.

### 5. Engagement & Traffic/Query Data: 6.55 / 10

Data SERP engagement metrics, clickstream data, visitor traffic/usage signals, quantity/diversity/CTR of queries, both on the domain and page level

### 6. Domain-Level Brand Metrics: 5.88 / 10

Offline usage of brand/domain name, mentions of brand/domain in news/media/press, toolbar/browser data of site usage, entity association, etc.

### 7. Domain-Level Keyword Usage: 4.97 / 10

Exact-match keyword domains, partial-keyword matches, etc.

### 8. Domain-Level Keyword-Agnostic Features: 4.09 / 10

Domain name length, TLD extension, SSL certificate, etc.

### 9. Page-Level Social Metrics: 3.98 / 10

Quantity/quality of tweeted links, Facebook shares, Google +1s, etc. to the page

Source: <https://moz.com/search-ranking-factors>

## Link Building



The SEO Ranking factors of 2015 a huge value is given to Page and domain links. In the initial days of search engines worked on a page rank where each page is assigned a page rank – Each page when created was assigned an equal ranking. The number of links and good links specifically add more points to a page and creates a higher page rank. As more and more people found out that by adding any type of links you could cheat the system they started doing that and to fix the problem google continuously updated their algorithm. So now the algorithm for ranking a page is much more complex and much more effective but a page with good quality links from reliable sources is very very valuable. A few points to think about to rank your page's – These points are not set in stone but are general consensus of the professionals who have years of experience working in the field

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 than 1 domain

Links from within the content are rated higher than links that are provided in the footer or in the section of sponsored links

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

## Anchor Text

In the process of link building it is important to remember the importance of Anchor Text. Anchor text is the text that is in front of the page link. A relevant Anchor text tells the user what to expect when he clicks on that link. There was a time when spammers who were just trying to pull traffic to their site would have a spammy anchor text but the actual site content would be very different.



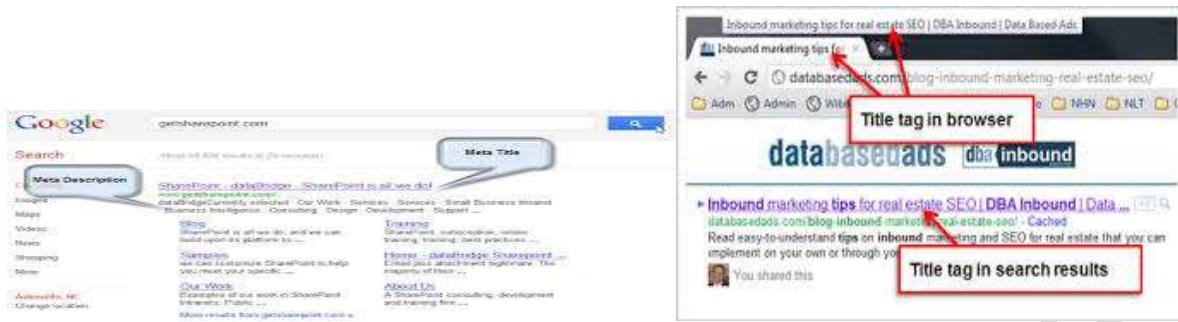
Because of that Google pays a lot of attention to the relevancy of the anchor text and the actual content. If your anchor text says Puma Shoes but your site has no content on Puma shoes Google will consider it as spam site and hence won't rank it.

On the flip side when a page link is created someone might write its anchor text as Sports shoes whereas someone else might put running shoes or best shoes for running. All of the different anchor

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texts tell Google what the content is valid for. 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.

## Title:



The page title/ Web page title/ Email Subject/ Blog Title/ any kind of title has the most importance as it will generate the interest in front of the customer to click on it and get you the visibility. For example Magazine rack image – Imagine you are standing in front of a magazine rack and there are 10 sports magazines in front of you. Which one will you buy the one which has the most compelling title, a title that impacts or talks to you, or intrigues you to find out more. Smart content writers spend as much or more time writing the title for their content then writing the actual copy. You can also have different titles for these.

## Keyword:

Keywords can be defined as words and phrases which are in your websites content that the user will use to search in different search engines. Knowing the different keywords that your potential customers will search with will result in increasing the traffic multifold. Having your main page with certain keywords and the allied blogs/ articles/ supporting pages with other keywords which link to the main keyword page. Let me give you an example of a keyword let us assume you are looking to buy a mobile phone – so on your page that you have to sell Mobile phones you might have keywords like mobile phones Android Mobile phone so Android Phone can be your keyword or Mobile Phone can be another keyword.

Phrase/ Long Tail Keywords – In highly competitive keywords SEO Professionals use long tail keywords or phrases. For example if you are doing seo for a company that sell android phones now every company in your city would be trying to compete for those keywords. Instead you would get good traction if you start including Long tail Keywords in your content. For create content for Android phones with Camera, Review of Samsung Android Phone, and Best Android Phones in India. There are a lot of users who search Google with long tail keywords and you will get good traction.

Keyword Abuse – Keyword inclusion in your content is important but stuffing your page with repetition of the Keywords is also not a good practice. Best practice requires you to write content for the users not for the search engine. When you are writing content for a user you normally don't write Android 25 times in a 125 word content.

Best Practices – At least Once in the Title of the page, The main keyword as the heading of the page, 2-3 times in the content of the page assuming 250 words if the content is 500 words you can do 4-5 times also. Each page should have alt image attribute tag with the keyword, In the URL, Content – Is the most important piece of

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## Keyword Advice

	A	B	C	D	E	F	G
1	Keyword(s)	Search Popularity	Relevance	Competition	Group	Content Type - Blog/ Content/ Testimonial	Landing Page
2							
3	<b>Top Keywords</b>						
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15	<b>All Keywords</b>						
16							
17							

Before you start working on anything else the first step should be for you to prepare a list of keywords with details on Competition and Searches. This list should be a working list every time you find a new keyword that a customer might be searching for add it to your list. Even if you don't have the time to work on that keyword on that specific day add it to your list. Once you have a list of different keywords you can combine a few keywords to write the most effective content. In the list of tools you will find a sheet Digital marketing Keyword Research Sheet it will help you do the necessary research for the relevant keywords. If you see the sheet the first column is the actual keyword and after the important keywords are done are the listing of secondary keywords. Next to it is the Search Popularity. Relevance and Competition. What kind of page do you intend to include this keyword in – Sometimes if its an important keyword you might include in multiple content types. Finally the landing page for this content.

## Keyword Research Tools

**Keyword Sheet** – Think about all the keywords with which your potential client might search for you.

**Google Adwords Tool** – The Google Adwords keyword planner tool will offer you keyword suggestions based on analyzing the content that you have put on the specific page. All you have to do is enter your URL and Google will read the page, analyze it and then suggest keywords with the amount of competition

**Google WebMaster Tool** – The webmaster tool is not exactly an exact keyword planning tool but is ideal tool to understand what keywords brought the current customers to our page. It will show you how many times a certain keyword was searched and how many times someone clicked on our page and what was our average ranking. This shows me if for the selected keywords if my page is shown but user is not clicking on it then my content or title is not compelling for the user.

**Google Autocomplete** – The moment you start typing a few characters of your potential keyword google will start suggesting options based on what it thinks are highest probability of search. This can start giving you a list of low hanging keywords you can work on. Though the competition for the search will be higher but you can review the content of the top 3 pages and create a page which is most relevant for the search and increase the traffic. Furthermore if Google thinks this is the most searched item there must be questions on question asking sites and forums where you can write the answers and get a link back to your site.

### Keywords Dos and Doesn't -

- Broad Keywords X
- Work on Competitive Keywords

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- Keywords with Low Traffic
- Non Converting Keywords
- Rank for 1 keyword rather than multiple keywords

In my years of working in Digital marketing the major mistakes that I have seen most people make in the keyword research process are working extremely hard to rank on very broad keywords. For example if you are trying to sell blue shoes or 1 specific brand of shoes if you work on a broad keyword "shoes" it is going to take you a lifetime to rank for it. Similarly if certain keywords have a lot of competition understand that it's going to be extremely difficult to rank for it. For example if you are trying to rank for the keyword "insurance" it's going to be difficult but ranking for "benefits of insurance" will be easier or comparison of term insurance to life insurance will be easier and will get you good traction. Now continuing that thought you can easily rank for keyword car insurance compared to life insurance but it's going to be extremely difficult to find people who might search for this query and hence you will not get traffic. Also just because your pages are shown in the search engine doesn't mean your job is done, the actual result is in getting a click and then engaging with the user to actually sell or promote a product or service. Lastly remember it's always easier to work on multiple keywords rather than on one keyword at a time.

## Keyword Add-ons:

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

Keyword Add-ons are words that you add to the basic keyword to make it simpler for you to rank. Example of how add-ons work. if I am selling IPL (Indian Premier League) Cricket Memorabilia and want to rank for it. It will be difficult for me to rank for IPL Jerseys but slightly easier to rank for IPL 2015 jerseys or IPL Pune Jerseys or Cheap IPL jerseys. As you can see from the example by adding a few relevant add-ons I might make my target keywords easier to rank for.

There are a lot of keyword tools that are available that can help you find add ons to your keywords. Some are paid and some are free you can select whatever you are comfortable with.

Ubersuggest.com is a favourite and common among a lot of professionals it gives you results based on Google Autocomplete.

## Type of Queries

- Transactional Queries
- Informational Queries
- Navigation Queries

Transactional Queries – 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

Informational Queries – 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.

Navigation Queries – Search of 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 and Robots Meta Tag

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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, directories within your site, or at all.

When a search engine crawler comes to your site, it will look for a special file on your site. That file is called robots.txt and it tells the search engine spider, which Web pages of your site should be indexed and which Web pages should be ignored.

The robots.txt file is a simple text file (no HTML), that must be placed in your root directory, for example:

<http://www.tops-int.com/robots.txt>

Although the robots.txt file is a very important file if you want to have a good ranking on search engines, many Web sites don't offer this file.

The **Robot Exclusion Standard**, also known as the **Robots Exclusion Protocol** or **robots.txt protocol**, is a convention to prevent cooperating web spiders and other web robots from accessing all or part of a website which is otherwise publicly viewable.

Robots are often used by search engines to categorize and archive web sites, or by webmasters to proofread source code.

The standard is unrelated to, but can be used in conjunction with, Sitemaps, a robot *inclusion* standard for websites.

**Create a Robots.txt file: the robots.txt file is a simple text file. Open a simple text editor to create it. The content of a robots.txt file consists of so-called "records".**

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:

User-agent:

Disallow: /cgi-bin/

googlebot

This robots.txt file would allow the "Googlebot", which is the search engine spider of Google, to retrieve every page from your site except for files from the "cgi-bin" directory. All files in the "cgi-bin" directory will be ignored by Googlebot.

The Disallow command works like a wildcard. If you enter

User-agent:

Disallow: /support/

Googlebot

both "/support-desk/index.html" and "/support/index.html" as well as all other files in the "support" directory would not be indexed by search engines.

If you leave the Disallow line blank, you're telling the search engine that all files may be indexed. In any case, you must enter a Disallow line for every User-agent record.

If you want to give all search engine spiders the same rights, use the following robots.txt content:

User-agent:

Disallow: /cgi-bin/

\*

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**Things you should avoid:** If you don't format your robots.txt file properly, some or all files of your Web site might not get indexed by search engines. To avoid this, do the following:

Don't use comments in the robots.txt file although comments are allowed in a robots.txt file, they might confuse some search engine spiders. "Disallow: support # don't index the support directory" might be misinterpreted as "Disallow: support # don't index the support directory".

Don't use white space at the beginning of a line. For example, don't write

```
placeholder User-agent: *
place Disallow: /support
but
User-agent: *
Disallow: /support
```

```
Disallow: /support
User-agent: *
but
User-agent: *
Disallow: /support
```

Don't change the order of the commands Don't use more than one directory in a Disallow line. Do not use the following.

User-agent: \*
Disallow:/support/cgi-bin//images/
Search engine spiders cannot understand that format. The correct syntax for this is

```
User-agent: *
Disallow: /support
Disallow: /cgi-bin/
Disallow: /images/
```

- Be sure to use the right case. The file names on your server are case sensitive. If the name of your directory is "Support", don't write "support" in the robots.txt file.
- Don't list all files. If you want a search engine spider to ignore all files in a special directory, you don't have to list all files. For example:

```
User-agent: *
Disallow: /support/orders.html
Disallow: /support/technical.html
Disallow: /support/helpdesk.html
Disallow: /support/index.html
```

You can replace this with

```
User-agent: *
Disallow: /support
• There is no "Allow"
```

Don't use an "Allow" command in your robots.txt file. Only mention files and directories that you don't want to be indexed. All other files will be indexed automatically if they are linked on your site.

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**Robots Meta Tag:** The Robots META Tag is meant to provide users who cannot upload or control the /robots.txt file at their websites, with a last chance to keep their content out of search engine indexes and services.

```
<meta name="robots" content="robots-terms">
```

**Example:**

The content="robots-terms" is a comma separated list used in the Robots META Tag that may contain one or more of the following keywords without regard to case: noindex,nofollow, all, index and follow.

**Noindex:** Page may not be indexed by a search service.

```
<meta name="robots" content="noindex">
```

**Nofollow:** Robots are not to follow links from this page.

```
<meta name="robots" content="nofollow">
```

**Index:** Robots are welcome to include this page in search services.

```
<meta name="robots" content="index">
```

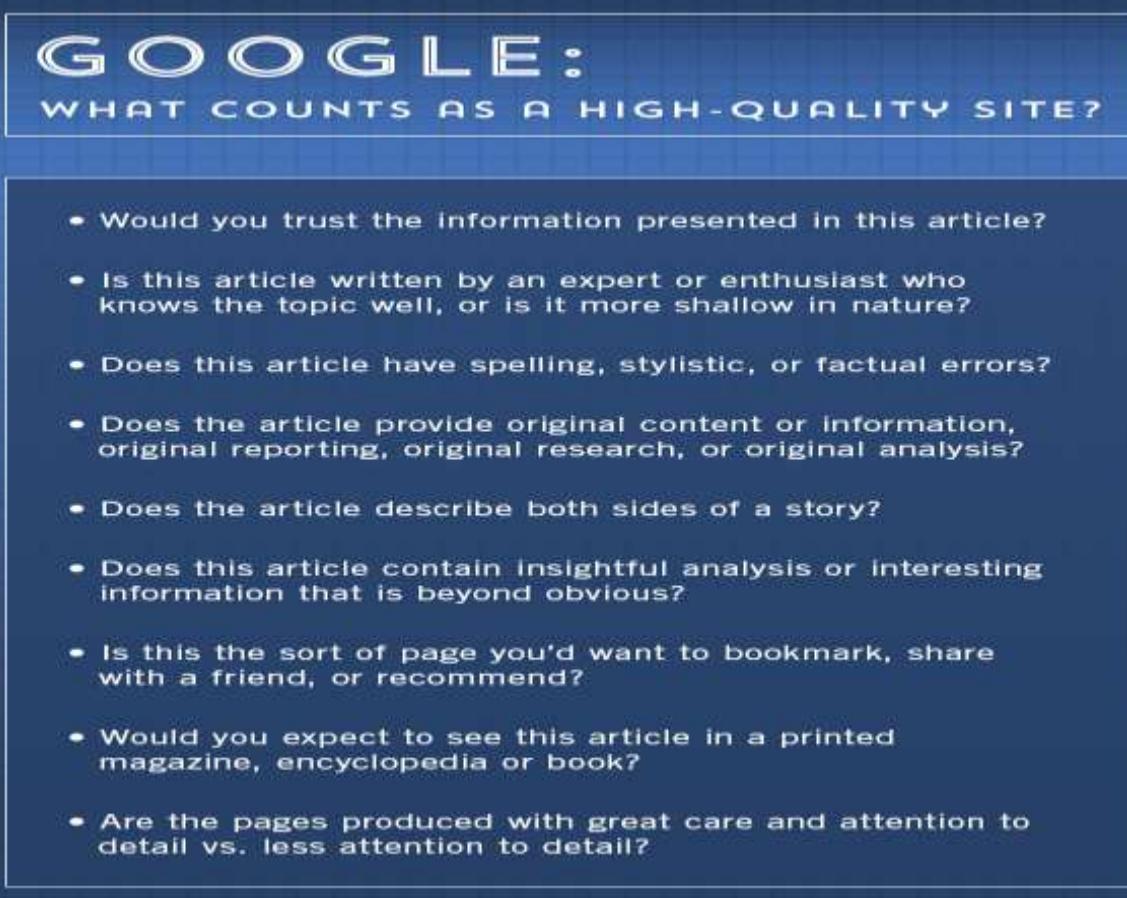
**Follow:** Robots are welcome to follow links from this page to find other pages.

```
<meta name="robots" content="follow">
```

## Content marketing

Content is the most important parts of digital marketing and the right content can do wonders for any company. As we discuss the content marketing strategy we will discuss the content marketing plan and the various types of content. We will discuss the various possible options for content and then for each category we will look at examples of how we can write content for a healthy food restaurant. 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. Digital strategy should be for the user not for search Engines – In the initial days of SEO having the keyword multiple times on the page resulted in getting the ranking but with multiple iterations of improvements it has not perfected the understanding of what the user is looking for. As most professionals in the industry will tell you there is no easy way or short cut of ranking well on Google for the long term. You can outsmart Google for a few days or weeks or maximum by a few months but it is smart enough to realize that it is showing results of a certain page but the user is not looking for it and is bouncing out of the page very quickly.

## High Quality Content



GOOGLE:  
WHAT COUNTS AS A HIGH-QUALITY SITE?

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does this article have spelling, stylistic, or factual errors?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the article describe both sides of a story?
- Does this article contain insightful analysis or interesting information that is beyond obvious?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this article in a printed magazine, encyclopedia or book?
- Are the pages produced with great care and attention to detail vs. less attention to detail?

Before we discuss the types of content and how to write for it. Let me try and share what is considered as good content – Whether the content you are thinking of posting would you trust it. Does the article read as if written for the search engines or for the user Does. the article deliver depth that the user might expect from the content. Does the content show interesting information that would keep the user engaged. Finally would this content be something they would share with their friends.

## Website Content



**Web Site 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. You can include a brief summary of the product you are selling, images with alt tag which explain the features of the product, a few customer testimonials and a few relevant links to other pages on your site through which he is compelled to spend more time on your site. You might have attracted a user to your site with a food recipe to make an item now if you will have a link to other recipes that the user might be interested in it he will spend more time. Or If you have a hotel and the user has landed on the content where you have described the avg weather by month, now if you can have a link for a photo gallery of your hotel you might be able to convert the user to buy your product. At the minimum you should try and get his email address or contact number for future marketing. Please note just because the user has given you his or her contact email or phone number don't spam it else it will create a negative image. If the content of your page is about things to do in Switzerland you can ask for an email address to send a document on things to do while you are in Switzerland, or best restaurants in Zurich etc.

## Best Practise:



### Backpack organizes and improves your company's internal communications.

Keep track of all the documents, documents, notes, tasks, lists, photos, calendar, and other loose ends your business generates every day. You'll wish you used this approach everywhere else in your life.



If you look at the main home page of Mailchimp a Email marketing company you will see they have their message in a very clear and concise way. Easy Email newsletters – they know the customer who has landed on their page is looking for an email marketing tool. By speaking out loud “ Easy Email Newsletters” they are telling the customer about the biggest USP, further more they have a sign up free button which enables the user to get converted.

Another good example is Basecamp when a user lands on a page he is thinking am I at the right site. The moment the user lands he is greeted with the options when the user hovers around the various options a text is populated asking basic questions like are you managing your projects through email and excel. Keep track of your projects in 1 place. Secondly the next statement they make is basecamp is trusted by 30 million users, this enables the user to feel comfortable with signing up for their solution. Again the 30 day free trial offer is available.

## Blogging

Blogging – Blogging is the easiest and most effective way for anyone to create any kind of content that your user might be looking for. So the keyword phrase research you did can be used in a Blog. You can find a 100 different things that your users might be searching for and write an answer to each of the query. So a user might be searching for When, What, Why, How of each attribute/ feature of your product and you can write to each of this search query. You can even visit a question and answer site and see what kind of questions are trending and write blogs on questions that have the most traffic. The goal of the blog is to build credibility and a community that a user feels compelled to visit again and again. You can write about current events in your industry or features that are missing in some products, or changes that are happening in the Industry. You can have a customer or a industry expert write an informative article that might be of interest to your customer but is not something you sell. The goal is to become the defact standard of any information that your target

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customer might be looking for. The content might not convert a customer immediately but it will definitely enable in the brand building process.

Imagine your ability to write as many times What, Why, How on any topic and posting it on your blog with a link to your main selling the product. So imagine you are a Hotel in Mumbai you can write a blog about History of the city, History of building near your hotel, Good restaurants near your hotel, different amenities that your hotel offers, Clean Beds and soft pillows your hotel offers. So if a user is looking for a hotel in Mumbai with soft pillows then our page will come up. Or if the hotel has a entertainment zone and someone is searching for a kids area then it will show up in the search results. Imagine you run a blog for a restaurant it can includes thousands of Howtos/recipes of different food items people might search. At the end of the recipe you can include a small blurb on if they want to eat the food you serve the best cooked item at your restaurant. It can work as a huge advertisement. Separately you can also create a blog on sites like blogger.com where you can write an article about the topic in a neutral tone and reference your company as someone that provides the service. For example you can have one of your restaurant customers to write a recipe of a food item that is your specialty and the blog can go like I had the best PaneerSabji at ABC restaurant and I tried making it at home here is the recipe of how I made it.

So you have created the best content with hundreds of different blog posts but it doesn't stop there similar to your website the content on your blog has to be marketed to ensure thousands or millions of people read it and hopefully share it on social media sites and make it viral. Imagine you have a recipe that a reader liked and now shares the link to a friend now you have a potential new user for your blog. The best part of the blog content is that it can be used also as a newsletter or for email marketing.

As a recap of Blogging please remember blogging is only worthwhile if the content is interesting and Valuable to the reader.

## **How to Guides:**

How to Guides are an interesting way to create awareness and train any user on things they are looking to understand. There is a huge population of users who would benefit from reading or viewing content on how to do certain things. Imagine a Tie manufacturer creating a video on how to tie the perfect knot, or how to store a tie, How to remove stains from a tie, what kind/ color tie to wear on what occasion. Each person who views the "How to" series has the potential to remember the content, reuse the content and also might share with his friends.

## **Video:**

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. A lot of companies also post their marketing videos on YouTube which can assist in not only getting backlinks to the main site but also the content can become viral and search but people across the world. One of the most successful video marketing campaign know is by a called Blendtec that manufactures mixers/ blenders their primary marketing channel used was YouTube videos. The owner of the company would put anything you could think of in a blendtec mixer and in 30 seconds will show that product being reduced to powder. He started with glass and then went on to do golf balls among other things. Every week he would do a new experiment and would post it on YouTube. These YouTube videos became so popular that it gathered a huge market share in a highly competitive product like mixers. Different types of videos can be used to market your products or services. If you are a hotel and you are marketing the cleanliness of your hotel you can do a 360 degree video of your hotel. Or imagine a restaurant offering a live 24 hr feed of their kitchen from their website to prove they are the cleanest restaurant in the city. You can also create a introduction to the services and have customer testimonials talk about why they selected and

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enjoyed using your products. In today's day and age of huge social media penetration if you make a funny commercial and the video becomes viral then you can become a brand without even actually spending a penny on marketing.

## Customer Opinions & Testimonials:

**Customer Testimonial 1: Tim Carter**  
**Tim Carter**  
Ask the Builder  
*"I truly believe that the best way to build a successful website is to hire a professional web designer. I chose Ask the Builder because of their focus on creating simple, yet effective websites that work well with all devices."*

**Customer Testimonial 2: Nikki McGonigal**  
**Nikki McGonigal**  
MKM, inStitchu  
*"I truly believe that Ask the Builder is the most professional website designer I have ever used. Their design skills are brilliant and they always follow up with changes, no matter what you ask. I would highly recommend them to anyone looking to create a website."*

**Customer Testimonial 3: Jennifer Wilson**  
**Jennifer Wilson**  
Simple Scrapper  
*"I had a few ideas for my website, but I didn't know how to go about it. I found Ask the Builder and I am so glad I did! They helped me to turn my ideas into a reality. I am so happy with the website they created for me!"*

**Customer Testimonial 4: Laura Hagan**  
**Laura Hagan**  
JammWest Jewelry  
*"Ask the Builder is the best company I have ever worked with. They are professional, responsive, and always available. I highly recommend them for more than just website creation."*

Nothing sells products and services more when a customer writes feedback and testimonial on their experience. With Social media becoming popular you can also track which of their friends on facebook are your existing customers and share their testimonial with the potential customer. There are a lot of review sites where your customer testimonials and feedbacks and help in a big way. Sites like Tripadvisor compile thousands of reviews of restaurants, hotels, sightseeing places and customers post their feedback on their experiences good or bad. These testimonials can make or break a business and hence most large brands now have people managing their feedback on the online platforms.

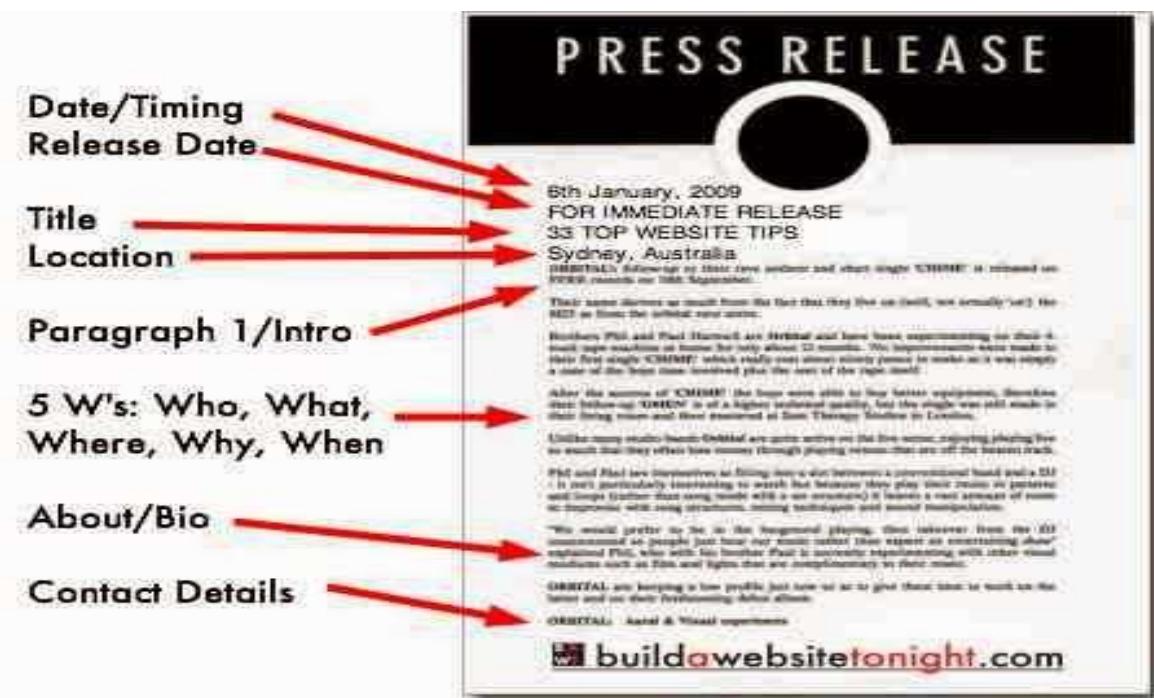
## Case studies:



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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. 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.

## Press Release & Articles



Articles on your site or at any of the article publishing sites can be a huge advantage to getting the right amount of credibility to the services that you offer. In a very few instances Imagine you own a healthy food restaurant

## Video Marketing

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

One of the newest mechanism to digital marketing is Video marketing. Most marketers use youtube to upload their videos and market it there, people don't realize that youtube is the 2<sup>nd</sup> most used search engine even ahead of yahoo and bing. If you can get your content indexed and searchable there is a high probability you will be able to create an impression in front of the customer.

## Creating the content

If your content is funny or valuable to the customer it might become viral. Imagine you posting a video on how to cook the best cake with the details and a few ladies watch it and post the link on their facebook pages and it becomes viral. The more people who watch it and forward it to their friends it will get more advertisement at zero cost to you. You can become a brand overnight.

There are 2 very successful companies that were born out of the power of video marketing blendtec and Dollar shave club. Both of these companies posted funny videos that became viral and helped them become a multi million \$ companies without actually spending a dime on advertising. The modus operandi was create a funny

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video which users liked and made it viral. Dollar Shave clubs video became an overnight sensation with 12k users visiting in 2 days of its video becoming live and 4 millions views in 3 months.

There are a lot of companies that are now focusing on using video marketing so just having a run of the mill video will not cut it. 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.

## Youtube Channel/ Videos

When you visit youtube.com on the top right corner you will see a button called upload that's where we will start in the world of video marketing. When you click on upload it will ask you to create your own profile with details and once done you can start uploading your videos. You will be able to have a main home page or Channel art and a description. Just above the Channel art you will see a button called Video Manager. This is where your videos will be managed and you can view the analytics for the videos also.

## Keyword Research

Keyword research for youtube is similar to Google keyword research and it can not only help to understand what keywords to use in your videos content and description, but also which videos to create. Similar to our keyword research for our website you will be able to use the autocomplete when you enter a keyword youtube will provide you suggestions. There is a tool called ubersuggest.com that I have used in the past which has helped me find the keywords quickly. Enter your basic term and it will suggest keywords which you can add to the list by clicking on + sign which can be copied for further use. Once you have the basic keywords visit the keyword suggest tool in adwords and it will suggest some more keywords. Another tool that I use is Google trends which shows me trends that are happening in certain keywords and if any spurts can be seen in certain seasons or months. Once you have the keywords and phrases that you feel you want to rank for you can go ahead and search for videos with the same keywords and see which videos are ranking the highest. Based on that you can see the tags assigned to the high ranking videos. Please note dont copy all the tags from the video, youtube and Google have become very aggressive in blocking and blacklisting videos that are spamming the site. Use the tags on various videos as an inspiration and figure out the tags and keywords that make the most sense to you.

If you know there is a high search for a certain keyword you should create the most compelling videos for that content. If you have thought about creating a certain video you will be able to run the keyword research tool to understand if that video will have enough views and demand or not.

Interestingly youtube and google though owned by the same company will have different search results. For example when I search for "Hotels" in google it gives me different booking sites like yatra and makemytrip and then shows me sites of actual hotel websites. On the other side when i search for the same keyword in youtube it shows me 1) most amazing hotels in the world 2) Most luxurious hotels in the world 3) Weirdest hotels in India. 4) Hidden camera to see what gets cleaned in a hotel room.

## Playlist

Creating a playlist enables you to keep your user from going somewhere else upon completion of the video.

The way youtube works is when a video a viewer is watching is complete it will load the next video in the list, it could be yours or someone else's

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.

So how will you go about selecting your playlist, I normally go to my video manager where it shows a listing of all the videos that I have uploaded. Once I select the videos I want to include in my playlist on the top as you can see there is a button called Add to. Or you can just click on the edit video and change the settings to include in a playlist. Don't forget to customize your playlist with its own description text which includes the

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relevant keywords. You can also share the playlist youtube address on your website, newsletters or your social media sites.

If you have only 1-2 videos of your own, but feel someone else's videos will help in your digital marketing effort you can include them as well. For example if you are a hotel in Mumbai you can start with a video about your hotel with all the amenities. The next video could be about sightseeing places that are in Mumbai. This will engage the customer to see different places he can see, the next video could be about easel world or reviews about your fancy restaurant and so forth

## Youtube Annotations and Linking:

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. If you have a certain marker where you would like to add annotation to draw attention to your videos youtube offers great functionalities to do that.

Again you will go to the video manager and in there you will click on the button called annotations and once you do that it gives you 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 box you can add a link and hover over text.

### 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.

## Social Media Marketing:

### Email Marketing:

Email marketing is one of the oldest and most popular digital marketing techniques. If used correctly it can generate a ton of leads and brand recognition at a very nominal cost. Most marketers realize that there is 1 thing that each user will check every day and in most cases multiple times is an email. And hence most marketers are using email as it touches the customer regularly when he is ready. As a lot of marketers have started using email marketing and most customer's inboxes are getting flooded with emails and hence if it is not relevant it goes directly to the spam box. A effective and well thought email marketing plan can work wonders to any organization and the leads it can generate. On the other hand if your email marketing strategy is flawed then even the cheapest form of marketing is going directly to the trash can as it will go directly to the spam folder.

#### Email Marketing Plan:

A	B	C	D	E	F	G
1 Month						
Week of Month	Email Topic	Owner	Status	Subject Line	Email Draft Link	Goal
Description	Example Discount, Promotion, Branding	Name of Author	Progress - 1st draft Approved, Sent	Subject Title	Word/Notepad File Name	Intent of Email - Increase views, Sales
4 Data Group Name						
Email Send Date						
Email Send Date						
Email Send Date						
9 Data Group Name						
Email Send Date						
Email Send Date						
Email Send Date						
14 Data Group Name						
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Like every other piece of the digital marketing strategy first thing you should do is create an email marketing plan. The first step in the plan should give you a clear understanding of your target audience. The moment you clearly understand your target audience it will be much easier to write in a language that they most understand.

Now that the difficult part of understanding your audience is done think about different ways you can talk to them. If a certain part of your email list was all the clients that you have sold to then informing them about new products and services or a sale might be a good idea. On the flip side if you got a list from a technical tradeshow then talking about the news in the industry or new advancement in technology would be a great way to be on top of mind of your potential customers. Remember email marketing is a passive brand builder, every time your brand gets into the front of the potential customer your brand value is becoming stronger and stronger.

If your email is not useful you start reducing the open rates in the emails going forward. An email with the same content becoming boring, before clicking on the send button put yourself in the viewer's shoes and evaluate whether you would open the email or not.

I have provided a template for Email Marketing Plan it is self-explanatory in cell A2 you need to put the Month for which this plan is being created, furthermore for every cell I have given an example of what I would put in. In the cell which says Email Send Date enter the date you plan to send. You can add more columns and rows to the sheet if required.

**Frequency:** It's important to time the frequency of your emails to what you think is the most effective. By most effective I mean maximum open rate and not sending spam every day. If you are a news curator where you collect the news and send it to your users you can send everyday if you have special sales getting updated on Saturdays then you can send an email on Fridays and remind people for the upcoming sale. A large online retailer started sending an email every 2 hrs and it became such a nightmare that most of its target customers flagged it as spam. Even today that site has not been able to get its emails to go pass the spam filter.

## Email Sending

Before emails became a rage in the digital marketing strategy emails used to be written and sent in plain text. Now with excessive competition in the email marketing a beautifully formatted email or newsletter can make your viewer so much more inclined to open your email.

The moment I said HTML Email I am sure a lot of you might be thinking do I need to learn to code to send an email. The answer is no. So why do I mention using HTML emails the simple answer is there are hundreds of 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. As a side note do remember that just an HTML formatted email will not work you do have to send a plain text email with the HTML format the email companies like gmail/ hotmail/ yahoo might strip off the html code and only show plain text email. So professional email providers normally will send an html and a plain text email.

If you are new to the world of digital marketing and email marketing I recommend you to use a email marketing service as it takes care of the formatting as well ensuring the emails reach the recipients and not land in the spam folder. The popular email marketing services are Mailchimp, ConstantContact, VerticalResponse,

Now if you are an experienced or an advanced user there are software's that can help you send your emails on a regular basis. They enable you to maintain your subscriber lists in the software, Send the emails in staggered manner track who have received, allow you to maintain the unsubscribe lists also maintain your smtp settings. There are email service providers that provide email sending service like mandrillapp.com, amazon ses etc.

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I have used Maillist Controller and I have created a separate tutorial on how to use the software. The good part about these software's is that it allows you write an email in HTML/ and Plain text in separate tabs which allows you to only think about the content.

## The Email

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

What do you think is the most important point of sending the email -- it is to get the message read by your potential customer. Here are things that are critical in ensuring the email gets opened.

The from field tells the reader where the email is coming from – If you feel people will recognize your co. name then put the co name in the field. If you feel most of your customers will recognize your personal name and open it feel free to use your personal name in the from field. If you feel your name associated with your brand will do a better recall and open rate you can do that. For example a client of mine a yoga trainer at a club sent her email with Niyati Yoga Club as her from. She was most popular with her first name only, when she suggested that she wanted to send her name only with her 1<sup>st</sup> name I suggested her to do both Niyati and Yoga Club that way people would know it is Niyati with whom they have learnt yoga. If she would have just used Niyati 50-60% of the users might not relate to seeing Niyati as it could be any Niyati with no relation to the one they know.

Another one is the subject line, the more you understand what statement will impact the user to open the email use that as the subject line. For example if you have built a user lists based on subscriptions to your newsletter or you will also be able to track what page they signed up for the email list. That means they are interested in that product or service. For example if you have a page on your website which has a recipe for a cake and the user signed up for a newsletter from that page. That means you will have a higher probability on subjects like “Learn to bake the most Moist cake” or Recipe for Chocolate Lava Cake” or “Coupon to Cake Baking Set”

If you can personalize the to field it will enable you to talk to the person reading the email. Let me give you an example of a unpersonalized conversation – Hello May I know who am I talking to.

Instead Hi This is Niral from learnvern am I talking to Mr X we had met at ABC location and discussed how to bake a cake, the moment the user sees his name he realizes that the person sending the email at least knows him a little bit.

Lastly Unsubscribe Link and a reminder how you got the email address or how the user agreed to subscribe to the newsletter would be a good idea. The unsubscribe link allows the user to get his email address removed from his list. By including that in your email you are informing the users the method to get their email addresses removed from them getting further emails. If you don't offer the option the user will tag your emails as spam which tells most mail providers to block emails from your domain / ip address.

## Common Mistakes in Email:

- Absolute Paths
- Design
- Old Lists
- All Caps in Subject or the main heading

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- Bright fonts and color's 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

When you write an HTML email the images should be hosted at a site and it load the images from the hosting site and not as attachment in the email. Most email providers will not automatically load the images and hence the email will look poor. But if it includes a web address they will load the email from the web hosting provider.

Design of the email defines whether the user will spend the time to read the whole message. An email with a good subject will get your email opened but the goal is not only to get the email opened but also the message read.

A list that is very old the user might not recall who you are. If you get a contact please ensure that you communicate every so many days that ensures that your contact remembers you when you communicate with them.

Another side of the story is communicating too much or communicating with a user who has not given you permission to communicate or communicating on topics that you don't have permission for. Just because someone sold you a list and the list seller told you that you can email to the user doesn't mean you can keep spamming their inboxes. Email marketing should be permission based, now you might be thinking I am new to this I can't wait to get permissions. I would suggest that you should pay extra attention to ensuring that the email subject and content is so compelling that the user should be motivated to open the email even if this is the first time he is seeing an email from you.

## **Spam Filters:**

Emails have become the most cost effective way of getting your message across to your potential client. Because of its cost effectiveness most of the marketers use email marketing to send any message they see fit. I am sure all of you have seen and experienced a filter the basic goal of a filter is to keep the impurities out of the system, in the same way the spam filter keeps the junk and spam mail out of the inbox.

The easiest way to check is to just click on your spam folder in your inbox and you will see hundreds of emails from various marketers that you have not even heard of. 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. If a customer has deleted emails with similar words or criteria's it will flag it as spam, or if the senders email address is flagged as spam by a lot of users then the providers will put it in the spam folder.

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.

## **Performance**

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

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Sending email is one thing but it is a worthless exercise if all your emails end up in the spam folder or don't even get opened. A open rate of 20-30% is considered average and anything less than 15% should make you think of changing how you write your Subject. Try different permutation and combination for increasing your open rates, A longer or shorter subject, Date, day and time when you get the most opens in the future try to send more on those times. A email which says coupons for pizza would be ideal to be sent at 12-12.30 in the morning and 7-7.30 in the evening for lunch and dinner orders.

So you have gotten your email to be opened the next criteria to measure for the success of your campaign will be the click rate. Most email campaigns will have a link to the website or facebook page if a user is engaged and you have requested him or her to know more about the email on your website he should be able to click from your email and go directly to the page. It is an importance benchmark to check the effectiveness of your campaign. Again try different permutations and combinations with one large link or multiple links, product photos, Focused emails

## 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. Furthermore it is much easier as all he has to do is just open the app and place the order. Furthermore if you have a sale or some special message you can push the message to the customer.

Let us take a few use cases of what and how a mobile marketing for different businesses can work. Let us think about a dentist or a doctor who wants his patients to come to him for a general check up every 6 months. Can the dentist send a sms reminder as an alert to the patient every 6 months to come for a check-up. To increase his connect with his patients can he offer a free check up every 3 months where the patient can upload a image of his teeth and jaw through a app and the doctor can look at it and if there is a problem call for an immediate resolution.

Now let us take an example of a hair salon can the salon offer an app where the customer can see current waiting times and book appointments, or see which stylists are in today. Or a customer can sms a request an applicable time and if available the salon can send a confirmation or send other options that are available.

Can a grocery store owner offer a mobile app where customers can order the products they require and can offer free home delivery or have the bags ready when the customer comes to pick up. To increase sales of products can the store owner have different recipes on his app that he can share and then if a customer likes the recipe he can order all the products required to make the item.

A large pizza chain ran a commercial advertisement on TV to ask the viewers to send an sms on a short code to get coupon for a pizza. Instead of bombarding customers with free coupons it engaged with users who were interested in getting it and hence making the customer feel they were part of a select customers who got the coupon.

A large car manufacturer ran a promotion on TV where customers were asked to send an sms with their pin codes and in return they got local promotions with interest rates for car loans

A large paint manufacturer has launched an app where the customer can take a picture of the room and can paint the wall with any colors and see how it will look after the color.

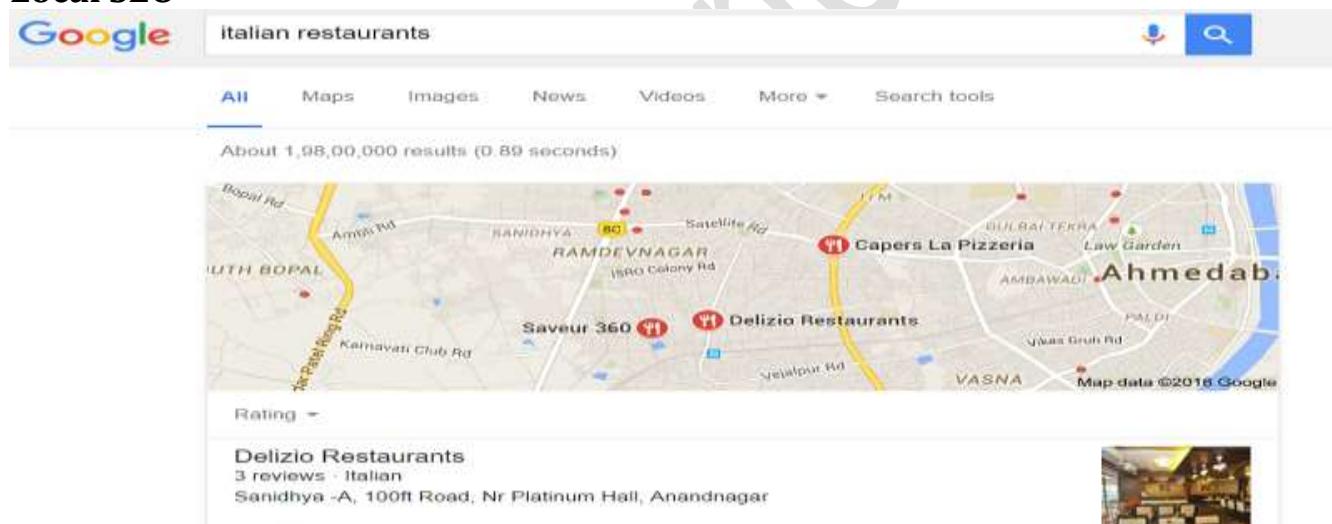
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A large coffee chain offered free wifi for 15 mins in 250 metre proximity of their restaurant and it had a large advertisement offering free wifi for all customers who bought a coffee in the restaurant. A large jeans manufacturer Diesel put signboards in front of each product line with QR codes – if a user liked the product on their facebook page they would get discount coupons for future purchases.

## Local Search

Most of the times the more common keywords will have very high competition but the keywords + Local city name will be less competitive. For example “Buy Android Phone” would be difficult to rank for but “Buy Android Phone in Mumbai” or “Buy Android Phone in Andheri” will be comparatively easy to rank for. And even Google ranks results with local listing as a provider offering android phones in New Delhi is no meaning to a customer in Mumbai. When I search for Buy Android Phone it shows me a lot of online players but when I search for Buy Android Phone in Mumbai 5 of the 10 listings are for local stores that rank well in the local market. It also shows me android phones with prices and in some instances will show me shops that sell android phones in the Andheri region. There are 2 pieces to ranking high on the basis of local area based listings 1 is having the addresses and city or area name in the content, title and another is having a Google places google.com/business listing with the correct keywords and services highlighted. Every time a user searches for a certain product or service in your area your business will be visible to the user. Imagine with searching on mobile phones becoming prevalent a user searching for an ice cream parlor in your area will be able to see where you are located or a new person in the city looking for a pizza parlor will be able to see your business read the reviews check the menu call you from the listing and place an order.

## 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 pages more than a competitors from out of the country. For example a person in Mumbai is searching for an italian restaurant now goggles thinks and understands that if a person in a suburb of mumbai is searching for an italian restaurant it makes most sense to show results that are in close proximity to the users area.

So if the local settings are done correctly you can generate a lot more leads with your local listings. And the best part is your phone number is also shown there so if a user is searching on the mobile by a click of a button he can talk to you and be converted a warm lead.

The first step is visit [www.google.com/business](http://www.google.com/business) and start creating the listing. It is very important to keep the name, address, and phone numbers similar across all the properties and listings. In your listing ensure you upload pictures of your office, store front, store hours. The last thing to remember

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is the keywords and categories that you want you're listing to show up. If your primary business is italian restaurant make sure you get listed in that category, if you also sell deserts and catering services try and list yourself in those categories.

Now that your basic local listing is ready try and get as many reviews from clients it will help you rank higher in the local search results.

## 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.

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.

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Destroy your PPC competition with Proven Patent-pending Software.

### [PPC Management Software, PPC Bid Management Software, Pay ...](#)

[www.clicksweeper.com/](http://www.clicksweeper.com/) ▾

ClickSweeper is PPC management **software** for automated keyword bid optimization, ad management, campaign management and custom reporting.

Every time our ad is clicked, sending a visitor to our website, we have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because the visit is worth more than what you pay for it. In other words, if we pay \$3 for a click, but the click results in a \$300 sale, then we've made a hefty profit.

A lot goes into building a winning PPC campaign: from researching and selecting the right keywords, to organizing those keywords into well-organized campaigns and ad groups, to setting up PPC landing pages that are optimized for conversions. Search engines reward advertisers who can create relevant, intelligently targeted pay-per-click campaigns by charging them less for ad clicks. If your ads and landing pages are useful and satisfying to users, Google charges you less per click, leading to higher profits for your business. So if you want to start using PPC, it's important to learn how to do it right.

### What is Google AdWords?

Google AdWords is the single most popular PPC advertising system in the world. The AdWords platform enables businesses to create ads that appear on Google's search engine and other Google properties.

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AdWords 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 AdWords 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.

More specifically, who gets to appear on the page is based on an 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. The below infographic illustrates how this auction system works.

Conducting PPC marketing through AdWords is particularly valuable because, as the most popular search engine, Google gets massive amounts of traffic and therefore delivers the most impressions and clicks to your ads. How often your PPC ads appear depends on which keywords and match types you select. While a number of factors determine how successful your PPC advertising campaign will be, you can achieve a lot by focusing on:

- **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.

## PPC Keyword Research

Keyword research for PPC can be incredibly time-consuming, but it is also incredibly important. Your entire 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, long-tail, low-cost and highly relevant keywords that could be driving traffic to your site.

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. You want to find targeted keywords that will lead to a higher PPC click-through rate, effective cost per click, and increased profits. That means 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. Long-tail keywords are more specific and less common, but they add up to account for the majority of search-driven traffic. In addition, they are less competitive, and therefore less expensive.
- **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.

## Managing Your PPC Campaigns

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Once you've created your new campaigns, you'll need to manage them regularly to make sure they continue to be effective. In fact, regular account activity is one of the best predictors of account success. You should be continuously analyzing the performance of your account and making the following 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.
- **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.

## Introduction of Google Adwords Tool

### How much does Google AdWords cost?"

It's a reasonable question, and one we hear all the time, especially from newcomers to paid search. After all, those new to PPC are probably most interested in how much they'll be expected to shell out to advertise on Google, and whether they can even afford it!

Here's a **high-level, TL;DR preview** of what you'll learn in more detail in this guide:

- **Google AdWords is based on an auction system** that rewards businesses who have high-quality ad campaigns with lower costs and better ad placement.
- **You can exercise tight control over how your AdWords budget is spent** using tactics like ad scheduling, geotargeting, and device targeting.
- **The average cost per click in Google AdWords is between \$1 and \$2 on the search network.** The average CPC on the Display Network is under \$1.
- **The most expensive keywords in AdWords and Bing Ads cost \$50 or more per click.** These are generally highly competitive keywords in industries that have high customer lifetime values, like law and insurance.
- **Giant retailers can spend up to \$50 million per year** on paid search in AdWords.
- **The average small business using AdWords spends between \$9,000 and \$10,000 per month** on their Google paid search campaigns. That's \$100,000 to \$120,000 per year.

### How Does AdWords Work?

Before we dive into the figures and start talking cost, it's vital that you know how the AdWords platform actually works.

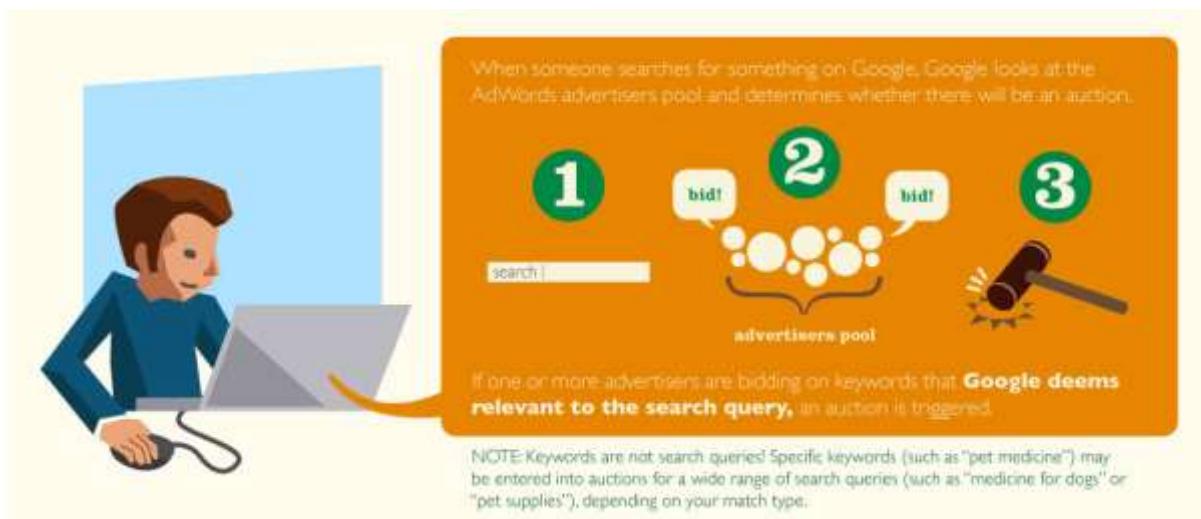
One of the biggest misconceptions about AdWords is that whomever has the most money to spend has the most influence. While a bigger ad budget never hurts, AdWords is actually a more level playing field than many new advertisers realize.

Google AdWords functions in essentially the same way as an auction.

### The Ad Auction

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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.



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:

$$\text{AD RANK} = \frac{\text{CPC BID}}{\text{QUALITY SCORE}}$$

The best combined  
**CPC Bid x Quality Score**  
gets the best position:



This is the maximum bid you specify for your keyword.



This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.

**Note:** We won't go into the specifics of the Quality Score formula in this post, but if you want to learn more about how Google determines the Quality Score of your ads, we've written extensively on the topic. Check out these resources to learn more:

So, back to how AdWords works. 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:

**YOUR PRICE = THE AD RANK OF THE PERSON BELOW YOU / YOUR QUALITY SCORE + \$0.01**



Notice how Advertiser I can pay less for a higher position due to their better Quality Score?

This is essentially how AdWords works in a nutshell. There are variables that aren't covered here, such as alternative bidding methods and ad formats. Now we've brushed up on the fundamentals, let's dive into the numbers.

## How Does Google AdWords Budget Get Spent?

A common scenario that many newcomers to paid search find themselves in is when their advertising budget gets spent much more quickly than they anticipated.

Understandably, this can be quite a shock. Advertisers might assume their ad budget will last them for a month, only to discover that they've blown through their small budget in a matter of days. This can lead to yet more misconceptions about paid search, namely that it's prohibitively expensive. However, this isn't necessarily the case, and is more often than not the result of a misunderstanding of how budgeting works.

## PPC Budgeting Basics (Campaign and ad group Management)

You can think of ad budgets in the same way you would about any other budget. You start with a core figure that will represent the majority of your ad budget, and allow for a little leeway in case things change or something goes wrong. One way to start budgeting a PPC account is on a per-campaign basis.

Each campaign has its own unique settings tab in AdWords. This allows you to control specific parameters of each campaign independently of other campaigns in your account.

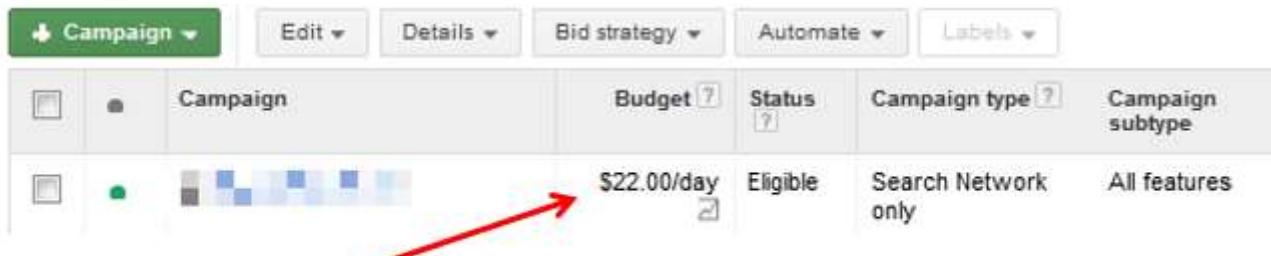
Each campaign should have its own daily budget. If you're running several campaigns simultaneously, you should think about which campaigns have priority. For example, a campaign advertising your best-selling product may be more important to your business than another campaign promoting

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content to prospective customers at the top of the funnel. In situations like this, you might want to allocate a larger daily budget to the product campaign.

If you're planning a monthly PPC budget, all you need to do is calculate the breakdown of daily budgets for each campaign, and allocate your funds depending on the priority of each campaign.

## How Daily Budgets Get Spent



A screenshot of the Google Ads interface. At the top, there's a green button labeled '+ Campaign' with a dropdown arrow, followed by tabs for 'Edit', 'Details', 'Bid strategy', 'Automate', and 'Labels'. Below this is a table with columns: 'Campaign', 'Budget', 'Status', 'Campaign type', and 'Campaign subtype'. A single row is visible, showing a campaign named 'Digital Marketing Handbook' with a budget of '\$22.00/day', status 'Eligible', campaign type 'Search Network only', and subtype 'All features'. A red arrow points from the text 'Example: Google interprets this \$22.00/day budget as a monthly cap of \$668 (\$22 x 30.4)' to the '\$22.00/day' value in the table.

Example: Google interprets this \$22.00/day budget as a monthly cap of \$668 (\$22 x 30.4)

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.

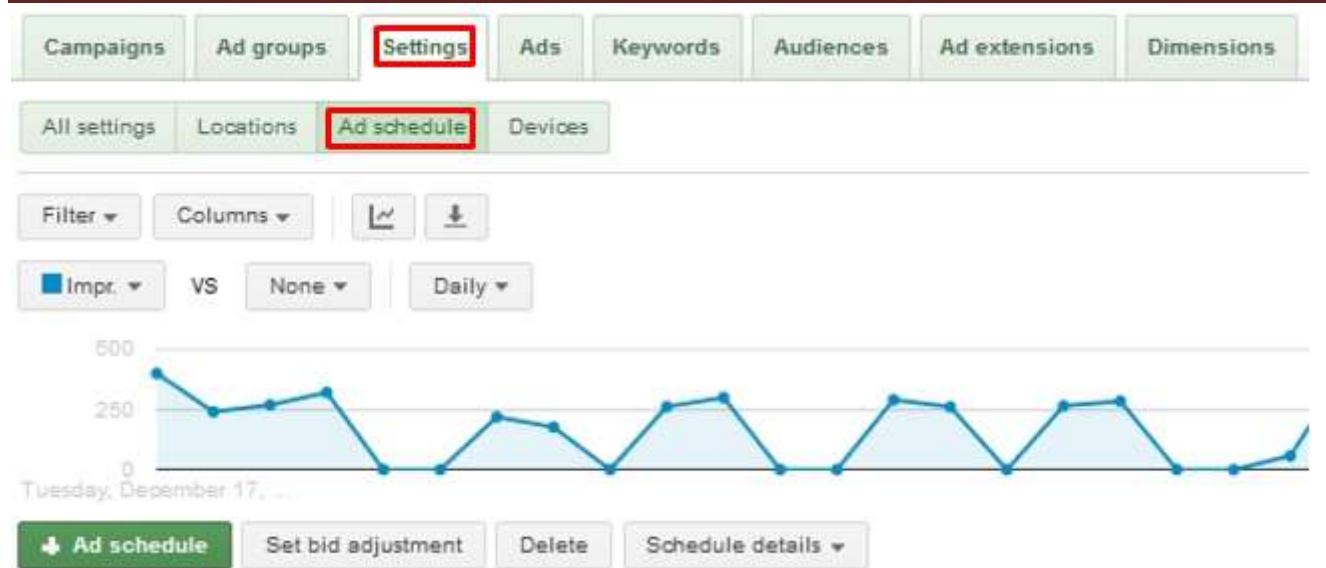
Just remember that, if you set your maximum CPC at 25 cents, you'll never pay more than that for a click – but you might end up paying less.

Sounds simple enough, right? Well, there are several factors you should consider that can impact your PPC budget, the first of which is dayparting.

## Dayparting

Also known as ad scheduling, dayparting is the practice of specifying when you want your ads to appear to prospective customers. Although your ads will still have to go through the ad auction process, you can tell Google when you want your ads to be displayed.

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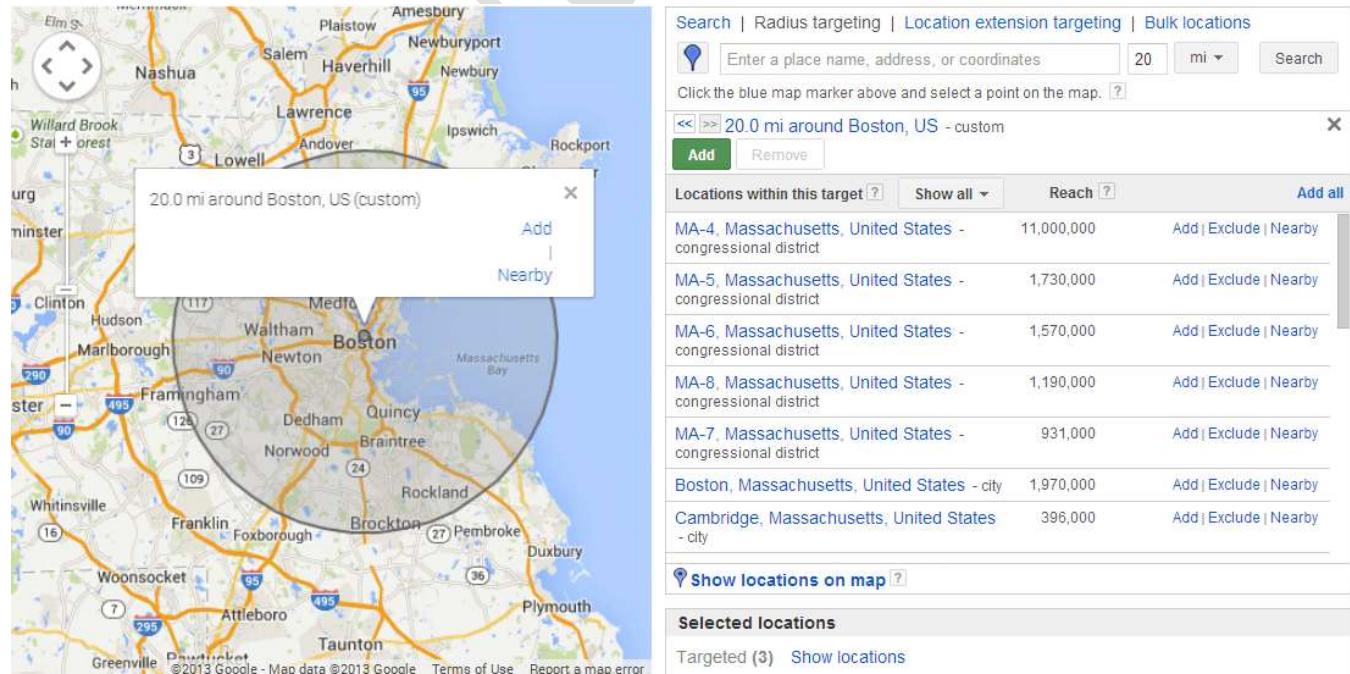


This is especially useful for local businesses that want to drive customers to a physical location through their ads. If you run a bakery that closes at 7 p.m., for example, you may not want your ads to be shown outside your normal business hours. Alternatively, you can specify that your ads run continually throughout the day, but allocate a greater portion of your daily budget for hours during which you want increased visibility.

To learn more about dayparting and ad scheduling, check out this guide.

## Geotargeting (Language & Location Targeting)

Just as you can allocate more of your budget to certain times of day, you can also spend more of your budget on certain geographical areas. This technique is known as geotargeting.



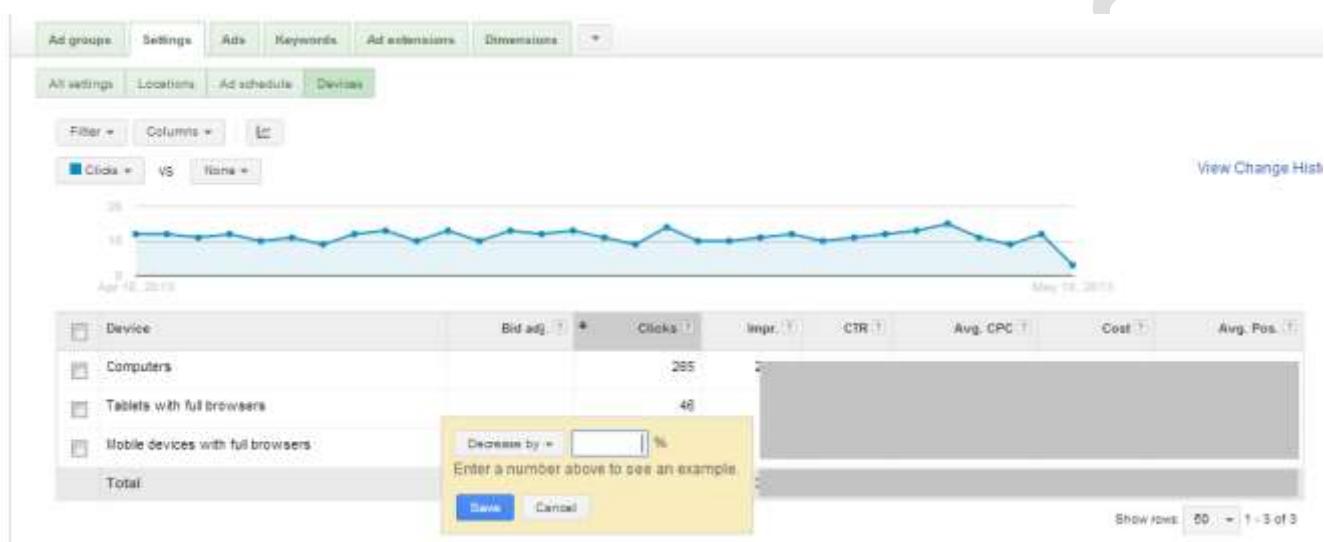
Geotargeting allows you to prioritize the display of your ads to searches coming from specific areas. These areas can be as large as a state or province, or as small as a three-block radius from your store.

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Geotargeting can be an excellent way to capitalize on growing mobile traffic trends and on-the-go shopping habits of today's consumers, and it might factor into how you allocate your daily ad budget. For example, you may want your ads to appear alongside relevant searches in a particular state, but you could also allocate more budget to searches conducted in a specific city or even neighborhood.

## Device Targeting

Long gone are the days when prospects searched exclusively from desktop browsers. 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. This is where device targeting comes into play.



Let's say that you want to appear on results across both desktop and mobile searches, but that mobile traffic is more valuable to you. You could specify that a portion of your budget be used for desktop, but a greater portion be allocated to mobile devices. You may even want to devote more money to traffic coming from specific types of mobile device, depending on what you're advertising or your ad copy.

Setting a daily budget and understanding how it will be depleted are the most important aspects of budgeting for PPC, but it pays to be aware of how advanced targeting options can affect your ad spend.

## Google AdWords Pricing: How Much Does a Typical Click Cost in AdWords?

### (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?" As I mentioned earlier, though, this is not an easy question to answer.

In some ways, you can think of PPC advertising roughly along the same lines as traditional print advertising; you'd expect to spend more on a glossy full-page ad in a national magazine than you would for a classified ad in a local newspaper. In digital marketing, the distinction isn't in the format of the ad, however, but rather the commercial intent of and competition for the keywords you're bidding

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on. 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.

However, in super-competitive markets, clicks can get much pricier. Let's take a look at some of the most expensive keywords in AdWords and Bing to give you an idea of how much a click can cost if you've got deep pockets.

## The Most Expensive Keywords in Google AdWords



Listed below are the most expensive keyword categories in Google AdWords, and the average cost-per-click of each. It's worth noting that these are keyword *categories*, not actual keywords themselves – in some cases, the CPCs of keywords within each category may be higher than the averages stated:

1. Insurance - \$54.91
2. Loans - \$44.28
3. Mortgage - \$47.12
4. Attorney - \$47.07
5. Credit - \$36.06
6. Lawyer - \$42.51
7. Donate - \$42.02
8. Degree - \$40.61
9. Hosting - \$31.91

10. Claim - \$45.51
11. Conference call - \$42.05
12. Trading - \$33.19
13. Software - \$35.29
14. Recovery - \$42.03
15. Transfer - \$29.86
16. Gas/Electricity - \$54.62
17. Classes - \$35.04
18. Rehab - \$33.59
19. Treatment - \$37.18
20. Cord blood - \$27.80

## The Most Expensive Keywords in Bing Ads

As Bing is growing in market share, we decided to conduct a similar study to find the most expensive keywords in Bing Ads.



Listed below are the most expensive keyword categories in Bing Ads, as well as the average cost-per-click for each:

1. Lawyers - \$109.21
2. Attorney - \$101.77
3. Structured settlements - \$78.39
4. DUI - \$69.56
5. Mesothelioma - \$68.95
6. Treatment - \$67.46
7. Annuity - \$67.31

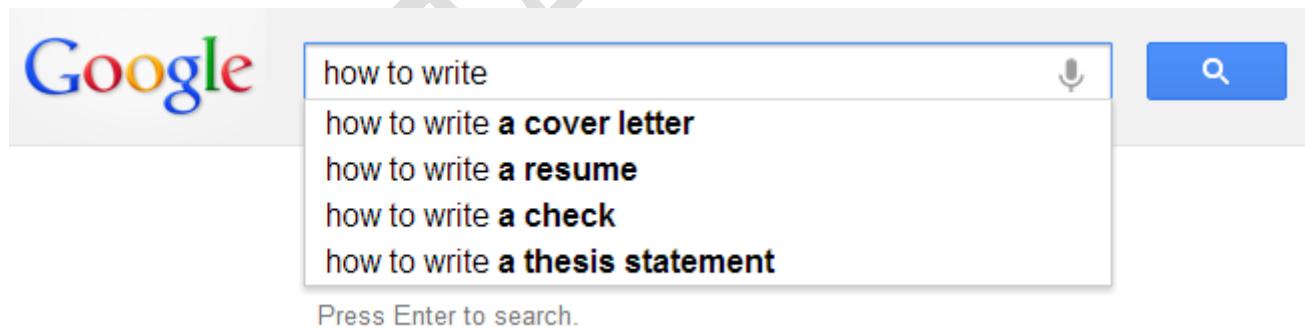
8. MBA - \$62.78
9. Phone - \$53.94
10. Insurance - \$53.14
11. Diploma - \$52.73
12. Rehab - \$49.67
13. Cloud - \$49.52
14. Accounting - \$44.82
15. Exterminator - \$44.66
16. Mobile - \$43.04
17. Business - \$40.75
18. Repair - \$39.80
19. Plumber - \$36.97
20. Podiatry - \$29.89

Of course, these are just some of the hundreds of thousands of keywords that businesses all over the world are bidding on, and costs can vary widely depending on a wide range of factors. Even if you're in an industry with high average costs-per-click, such as insurance or legal services, it doesn't necessarily mean you'll be forced to pay these amounts for each click on your ad.

Furthermore, it's important to take ROI into account. **These industries can afford high CPC's because the average lifetime value of a customer is so high.**

## Long-Tail Keywords (Keyword Targeting)

People sometimes like to point at the grand, show-stopping keyword categories above as a definitive example of how expensive PPC can be. The reality, however, is that **these keyword categories only make up a small portion of total search volumes**. Long-tail keywords actually account for the majority of Web searches.



Let's take another look at the list from Bing Ads above. See the keyword category "Exterminator"? This category has an average CPC of \$44.66. While some users may indeed perform a search for "exterminator [their town]" if they discover their house is infested with pests, other users may opt for a different approach – one that yields opportunities for the smart advertiser.

What if someone performed a search for the long-tail query, "How to get ants out of my kitchen"? They could be looking for do-it-yourself advice on how to rid their kitchen of ants, but they might also be open to seeing an ad for an exterminator (and if you've ever tried to keep ants out of a kitchen, this scenario suddenly becomes a lot more plausible).

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This is the kind of opportunity that long-tail keyword targeting presents to advertisers. In addition to making up the vast majority of searches, long-tail keywords are also often significantly cheaper than shorter keyword-rich queries *and* can have as much – if not more – commercial intent.

## Account Management, Managing Multiple Accounts

### Why use a manager account

A manager account is an umbrella AdWords account that's designed to help you easily monitor and manage other AdWords accounts. With a manager account you can:

- Use a single sign in to access all managed AdWords accounts, including other manager accounts.
- Search, navigate, and manage all of your accounts from a single, easy-to-read dashboard.
- Create and manage campaigns for your managed accounts from within your manager account.
- Easily compare performance across all accounts and run reports for multiple accounts at once.
- Use consolidated billing to get just one, simple monthly invoice for all of your managed accounts.
- Use alerts to efficiently monitor all of your linked accounts.
- Quickly create and link AdWords accounts from within your manager account.

### Who should use a manager account?

- Large advertisers with more than one AdWords account
- Third parties such as:
  - Agencies
  - Search engine marketers (SEMs)
  - Automated bid managers (ABMs)
  - And other online marketing professionals who manage multiple client accounts or a large number of campaigns

### Creating a manager account

Here's how to create a manager account:

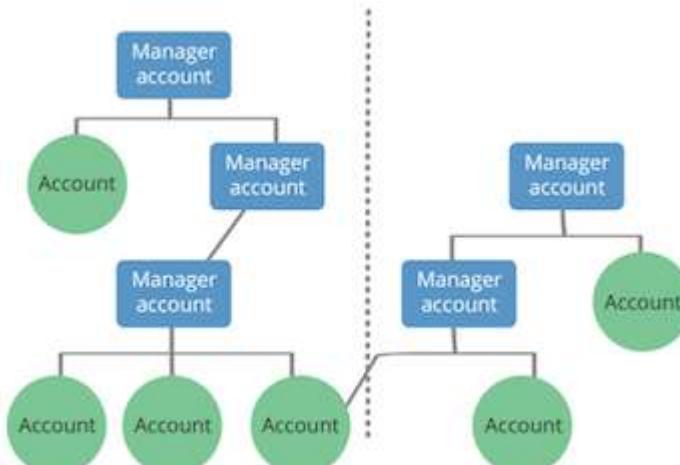
1. Visit <https://www.google.com/adwords/manager-accounts/> and click **Sign up for free**.
2. Enter the email address you want to use for this account. The email address must not already be used to sign in to other AdWords accounts. (Get [tips for creating new email addresses](#)).
3. Give your manager account a name. This is the name that your clients will see in their managed account.
4. Choose how you plan to use the account, either as an account to manage your own multiple AdWords accounts, or to manage other people's accounts.
5. Select your country and time zone. This time zone will be used for your account reporting and billing and can't be changed. You might want to choose the time zone you work in.
6. Select a permanent currency for your account. This selection will associate your manager account with an appropriate currency for any specific billing needs for your account (e.g. Manager Defined Spend). You might want to choose the currency in which you do business. Your client accounts will be billed in their individual chosen currencies.
7. Check the box to accept the rules of use and click **Save and continue**.
8. Once your email is verified, your new manager account is active!

## Linking an AdWords account to your manager account

To begin using your new manager account, you'll need to link it to an existing or new AdWords account, or to another manager account. Then, you can view information across multiple AdWords accounts and switch between all linked accounts using just one login.

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An individual AdWords account can be linked to no more than 5 manager accounts, and your managed account structure can be no greater than 6 levels deep. Also, a manager account can't be directly managed by more than 1 other manager account.



Linking an existing AdWords account

When you link an existing AdWords account to a manager account, the original account remains unchanged and its account history remains intact. For example, invoicing and payment methods are not affected when an account is linked to a manager account. The original users of the newly managed account continue to have access to the account's billing and sign-in information. From the original user's perspective, the account will look the same as ever, and is accessible with the same sign-in information as before, and with the same permissions.

## To link an existing AdWords account to your manager account:

1. Obtain the AdWords Customer ID number (which appears in the top corner of AdWords account).
2. Sign in to your manager account at <https://adwords.google.com>.
3. Click the **Accounts** tab.
4. Click the **Performance** sub-tab.
5. Click the **+ Account** button.
6. Choose "Link existing accounts."
7. Once you've reviewed the terms for linking accounts, enter the AdWords account's Customer ID number in the **client accounts** field. To link multiple accounts at once, enter one Customer ID per line.
8. Click **Continue**, then **Submit**.
9. When you click Submit, the AdWords account will receive an account notification and email that invites them to link to your account. Any user with administrative access on the invited account can accept your invitation by clicking the gear icon , then selecting **Account settings** from the drop-down menu. (If the invited account is an optional login account, which doesn't have any administrative users, an administrative user on the manager account that created the optional login account can accept the invitation from within the invited account.) Then, they'll select **Account access** from the side navigation and click **Accept invitation**.
10. During this process, you'll see a pending notification for the (soon-to-be) managed account in your manager account's "Pending invitations," which can be accessed from the side navigation. Once the invited account accepts your invitation, you'll receive an email confirmation and the account will be automatically linked to your manager account.

## Create and link a new AdWords or AdWords Express account

To create a new AdWords or AdWords Express account and link it to your manager account:

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1. Sign in to your manager account at <https://adwords.google.com>.
2. Click the **Accounts** tab.
3. Click the **Performance** sub-tab.
4. Click the **+ New AdWords account** or **+ New AdWords Express account** button and choose whether you want to create a new AdWords account or **AdWords Express** account.
5. Complete the form, and click **Create account**.
6. Once your account is created, click **Done**.
7. To activate your new managed account and begin running ads, you'll need to provide billing information from within the new account, or set the new account up on consolidated billing. To set up billing in the new managed account, click the account name in the "Client" column. Then click the gear icon , choose **Billing**, and select **Billing preferences** to begin. [Learn more about setting up consolidated billing](#).
8. Click your manager account's Campaigns tab to start creating campaigns for your new managed account. [Learn more about creating and managing campaigns from your manager account](#).

## Linking your manager account to another manager account

With a manager account, you can link to other manager accounts in the same way that you link to individual AdWords accounts. Linking to another manager account lets you manage and view data for all of the AdWords accounts that are linked to that manager account. A manager account can't be directly managed by more than 1 other manager account.

Here's how to link your manager account to another manager account:

1. Obtain the Customer ID number of the manager account that you'd like to link to your account. You can find it in the top corner of any page in the manager account.
2. Sign in to your manager account at <https://adwords.google.com>.
3. Click the **Accounts** tab.
4. Click the **Performance** sub-tab.
5. Click **+ Account**, which appears above your managed accounts table.
6. Select "Link existing accounts."
7. Enter the manager account's Customer ID in the **client accounts** field.
8. Click **Submit**.
9. The invited manager account will receive an account notification and an email inviting the owner to link to your manager account. Once they accept your invitation, the manager account will be automatically linked to your account and you'll receive a confirmation email and account notification.

You can see which of your invitations are still in process from your manager account's "Pending invitations," which you can find in the side navigation of your manager account's "Accounts" tab.

Unlinking an account from your manager account

If you stop managing a particular account, a user of the manager account or the managed account (with the appropriate access level) will need to unlink the two accounts. Once this happens, you will no longer be able to see the managed account from your dashboard.

If you unlink an account that was using your cross-account conversion tracking tag, that tag will no longer record conversions for clicks that take place after the account was unlinked. However, the cross-account conversion tracking tag will continue to record conversions for clicks that took place before the account was unlinked for the duration of the conversion window (typically 30 days). If the managed account had its own conversion tracking tag installed on the site previously, it will resume tracking conversions. [Learn more about cross-account conversion tracking](#).

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**Important:** Unlinking from a managed account that's on consolidated billing does not change the managed account's billing settings. After you unlink the account, all active and pending budgets will remain active and the account's ads will continue to serve and be billed to the original account.

If you no longer want your manager account to be billed for the client account you're planning to unlink, **make sure you end all budgets under that manager account before you unlink**. If you unlink accounts before doing this, you won't have access to the billing page and will need to call Google directly to request assistance from Google support staff.

To end budgets prior to unlinking:

1. From the managed account, click the gear icon and choose **Billing**.
2. Click the **Orders** link. Then find the budget order you'd like to delete, end, or edit.
3. Once you find the budget order, look under the **Actions** column. To delete a budget order that's pending activation or review, click **Delete**. To end an active budget order, click **End order**.
4. When finished, click **Submit**.

If you will be linking the account to a manager account you already have access to, then you don't need to take any action since the same manager account will still be billed for the accounts under it.

To unlink an account from your manager account:

1. Sign in to your manager account at <https://adwords.google.com>.
2. Click the **Admin** tab.
3. Select the accounts you'd like to unlink.
4. Click the **Edit** drop-down menu and select **Unlink accounts**.

## Inviting users to your 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.

Invite a new user to access your manager account

Here's how to invite someone to access your manager account and choose their access level:

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.
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.
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**.

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

To see who you've invited to the account and who already has account access, go to the "Account access" menu as follows:

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. You'll see any "Pending invitations" and a list of "Users with account access."

To revoke or resend a pending invitation from here, click the **Actions** drop-down menu in the "Pending invitations" section and choose either option.

To remove a current user's access or change their notification settings from here, click the **Actions** drop-down menu in the "Users with account access" section and choose either option.

## Managing access levels

Similar to individual AdWords accounts, users of manager accounts can be assigned 4 levels of access: "Administrative," "Standard," "Read only," and "Email only."

How much someone can see and do within a manager account and the accounts linked to it depends upon the level of access they're granted for that manager account, as well as who originally invited that user to the account.

## Manager accounts

- Anyone with access to linked manager accounts that are above your manager account in the account structure can make changes to your manager account.
- Users with access to manager accounts that you manage (below your account in the account structure), won't be able to make changes to your account.
- The access level assigned to a user of a manager account grants the user the same level of access to all AdWords accounts the manager account is linked to.
- Managers can terminate relationships with managed accounts at any time, as long as those accounts have users, by unlinking the account from their manager account.

## Individual AdWords accounts

- Users can still access their own individual AdWords accounts at any time and can terminate the relationship with the manager account at any time by unlinking their account from the manager account.
- Although multiple AdWords accounts can be linked to a manager account, users of these AdWords accounts only have direct access to their own accounts.
- An individual AdWords account can still manage the access levels of users on the account. They can grant people access, change their access levels, and terminate their access.
- Managers may monitor ad performance, update campaigns, and otherwise manage account tasks for their managed accounts, but do not have access to change proprietary information, such as a managed account's sign in information.

Here's an overview of the different access levels for manager account users and what they can do:

Access level for manager account user	What the manager account user can do in	What the manager account user can do in linked managed accounts
---------------------------------------	---	---

# Digital Marketing Handbook

	the manager account	
<b>Administrative access</b>	<ul style="list-style-type: none"> <li>Link existing accounts and create new linked accounts</li> <li>Unlink other manager accounts and individual AdWords accounts</li> <li>Invite users</li> <li>Cancel invitations sent by other users</li> <li>Remove a user</li> <li>Change access level for users</li> </ul>	<ul style="list-style-type: none"> <li>Invite users to access linked accounts</li> <li>Give “Standard” or “Read only” access to linked accounts</li> <li>View, edit, and manage any part of linked accounts and campaigns</li> <li>Change a user’s access to a lower level. In some cases, the manager can only assign someone a special “managed” lower level access (“Managed - Standard” or “Managed - Read only”). This allows the user to still be able to unlink from the manager account.</li> <li>Receive notification emails for linked accounts</li> <li>Receive emailed reports, if added to email list</li> </ul>
<b>Standard access</b>	<ul style="list-style-type: none"> <li>Browse the manager account</li> </ul>	<ul style="list-style-type: none"> <li>View, edit, and manage any part of linked accounts and campaigns</li> <li>Sign in and run reports for linked accounts</li> <li>Receive notification emails for linked accounts</li> <li>Receive emailed reports, if added to email list</li> </ul>
<b>Managed-Standard access</b> This access level is assigned when a manager account user lowers another user’s access level from “Administrative” to “Standard,” and that user was originally invited to the account by someone else.	<ul style="list-style-type: none"> <li>Browse the manager account</li> <li>Link existing accounts and create new linked accounts</li> <li>Unlink from accounts managed by this manager account</li> </ul>	<ul style="list-style-type: none"> <li>View, edit, and manage any part of linked accounts and campaigns</li> <li>Receive notification emails for linked accounts</li> <li>Receive emailed reports, if added to email list</li> </ul>
<b>Read only access</b>	<ul style="list-style-type: none"> <li>Browse the manager account</li> </ul>	<ul style="list-style-type: none"> <li>View, sign in, and run reports for linked accounts</li> <li>Receive notification emails for linked accounts</li> <li>Receive emailed reports, if added to email list</li> </ul>
<b>Managed-Read only access</b> This access level is assigned when a manager account user lowers another user’s access level from “Administrative” or “Standard” to “Read only,” and that user was originally invited to the account by	<ul style="list-style-type: none"> <li>Browse the manager account</li> <li>Link existing accounts and create new linked accounts</li> <li>Unlink from accounts managed</li> </ul>	<ul style="list-style-type: none"> <li>Sign in and run reports for linked accounts</li> <li>Browse linked accounts</li> <li>Receive notification emails for linked accounts</li> <li>Receive emailed reports, if added to email list</li> </ul>

# Digital Marketing Handbook

someone else.	by this manager account	
Email only access	<ul style="list-style-type: none"><li>• Receive notification emails for manager account</li></ul>	<ul style="list-style-type: none"><li>• Receive notification emails for linked accounts</li><li>• Receive emailed reports, if added to email list</li></ul>

## The user access report

If you want to see all the users who have access to a manager account or its linked accounts, you can download a user access report. Here's how to download the report:

1. Click the gear icon in the top corner of your manager account and select **Account settings**.
2. Click **Account access** from the menu on the left.
3. In the "Users with account access" section, click the download icon.
4. Select your file format from the drop-down menu and click **Download**.

### Access levels for individual AdWords accounts

Users of AdWords accounts can also be assigned "Managed - Standard" and "Managed - Read only" access levels (in addition to the usual AdWords account access levels). This occurs when a manager account user lowers the access level of an AdWords account user, or when a manager account user adds someone to an optional login AdWords account.

## Why every website needs Google 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 that you can answer using Google Analytics.

- 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?
- 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?

There are many, many additional questions that Google Analytics can answer, but these are the ones that are most important for most website owners. Now let's look at how you can get Google Analytics on your website.

## How to install Google Analytics

First, you need a Google Analytics account. If you have a primary Google account that you use for other services like Gmail, Google Drive, Google Calendar, Google+, or YouTube, then you should set up your Google Analytics using that Google account. Or you will need to create a new one.

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This should be a Google account you plan to keep forever and that only you have access to. You can always grant access to your Google Analytics to other people down the road, but you don't want someone else to have full control over it.

Big tip: don't let you're anyone (your web designer, web developer, web host, SEO person, etc.) create your website's Google Analytics account under their own Google account so they can "manage" it for you. If you and this person part ways, they will take your Google Analytics data with them, and you will have to start all over.

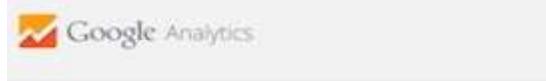
## Set up your account and property

Once you have a Google account, you can go to Google Analytics and click the Sign into Google Analytics button. You will then be greeted with the three steps you must take to set up Google Analytics.



After you click the Sign Up button, you will fill out information for your website.

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## New Account

What would you like to track?

Website

Mobile app

### Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

### Setting up your account

**Account Name** required

Accounts are the top-most level of organization and contain one or more tracking IDs.

My New Account Name

### Setting up your property

**Website Name** required

My New Website

**Website URL** required

http:// Example: http://www.mywebsite.com

**Industry Category** ?

Select One

**Reporting Time Zone**

United States

(GMT-08:00) Pacific Time

Google Analytics offers hierarchies to organize your account. You can have up to 100 Google Analytics accounts under one Google account. You can have up to 50 website properties under one Google Analytics account. You can have up to 25 views under one website property.

Here are a few scenarios.

- SCENARIO 1: If you have one website, you only need one Google Analytics account with one website property.
- SCENARIO 2: If you have two websites, such as one for your business and one for your personal use, you might want to create two accounts, naming one "123Business" and one "Personal". Then you will set up your business website under the 123Business account and your personal website under your Personal account.
- SCENARIO 3: If you have several businesses, but less than 50, and each of them has one website, you might want to put them all under a Business account. Then have a Personal account for your personal websites.
- SCENARIO 4: If you have several businesses and each of them has dozens of websites, for a total of more than 50 websites, you might want to put each business under its own account, such as 123Business account, 124Business account, and so on.

# Digital Marketing Handbook

There are no right or wrong ways to set up your Google Analytics account—it's just a matter of how you want to organize your sites. You can always rename your accounts or properties down the road. Note that you can't move a property (website) from one Google Analytics account to another—you would have to set up a new property under the new account and lose the historical data you collected from the original property.

For the absolute beginner's guide, we're going to assume you have one website and only need one view (the default, all data view). The setup would look something like this.

The screenshot shows the 'New Account' setup process in Google Analytics. It includes fields for tracking method (Universal Analytics), account name (Business), website name (123buisiness.com), website URL (http://123buisiness.com), industry category (Business and Industrial Markets), and reporting time zone (United States, Pacific Time). A large watermark 'TOPS' is visible across the form.

New Account

What would you like to track?

Website Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.

Setting up your account

**Account Name** required  
Accounts are the top-most level of organization and contain one or more tracking IDs.

Business

Setting up your property

**Website Name** required  
123buisiness.com

**Website URL** required  
http:// 123buisiness.com

**Industry Category** ?  
Business and Industrial Markets

**Reporting Time Zone**  
United States (GMT-08:00) Pacific Time

Beneath this, you will have the option to configure where your Google Analytics data can be shared.

# Digital Marketing Handbook

## Reporting Time Zone

United States

(GMT-08:00) Pacific Time

## Data Sharing Settings

Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our privacy policy.

The data sharing options give you more control over sharing your Google Analytics data. Learn more.

### Google products & services RECOMMENDED

Share Google Analytics data with Google to help improve Google's products and services. *If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the product linking section in each property to view or change your settings.*

### Benchmarking RECOMMENDED

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

### Technical support RECOMMENDED

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

### Account specialists RECOMMENDED

Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Learn how Google Analytics safeguards your data.

You are using 0 out of 100 accounts.

Get Tracking ID

Cancel

## Install your tracking code

Once you are finished, you will click the Get Tracking ID button. You will get a popup of the Google Analytics terms and conditions, which you have to agree to. Then you will get your Google Analytics code.

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The screenshot shows the Google Analytics Admin interface for the property "123business.com". The left sidebar lists various admin sections like Property Settings, User Management, and Tracking Info. The main content area is titled "ANALYTICS EDUCATION" and "Tracking Info". It displays the tracking ID "UA-64248213-1" and provides instructions for website tracking, including a red box highlighting the tracking code:

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m)(["GoogleAnalyticsObject"]的社会, [r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments),i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

This must be installed on every page on your website. The installation will depend on what type of website you have. For example, I have a WordPress website on my own domain using the Genesis Framework. This framework has a specific area to add header and footer scripts to my website.

# Digital Marketing Handbook

- G Genesis**
- Theme Settings**
  - 404 Page
  - Import/Export
  - Simple Hooks
  - Simple Comments
  - Simple Edits
- Appearance**
- Plugins 2**
  - Users
  - Tools
  - Settings
  - SEO
  - RSS Aggregator
  - Rich Snippets
  - BWS Plugins
  - CommentLuv
  - Digg Digg
  - SumoMe

## Header and Footer Scripts

Enter scripts or code you would like output to `wp_head()` :

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments),i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

The `wp_head()` hook executes immediately before the closing `</head>` tag in the document source.

Enter scripts or code you would like output to `wp_footer()` :

```
<script type="text/javascript">
(function() {
    var po = document.createElement('script'); po.type = 'text/javascript'; po.async = true;
    po.src = 'https://apis.google.com/js/plusone.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(po, s);
})();
</script>
```

The `wp_footer()` hook executes immediately before the closing `</body>` tag in the document source.

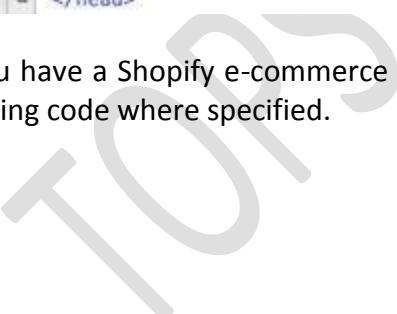
[Save Settings](#)

[Reset Settings](#)

Alternatively, if you have a WordPress on your own domain, you can use the Google Analytics by Yoast plugin to install your code easily no matter what theme or framework you are using.

If you have a website built with HTML files, you will add the tracking code before the `</head>` tag on each of your pages. You can do this by using a text editor program (such asTextEdit for Mac or Notepad for Windows) and then uploading the file to your web host using an FTP program (such as FileZilla).

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File Path : ~/Downloads/4hire\_vcard\_template/html/light styles/pink/index.html

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>4HIRE - html vCard Template</title>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />

<!--imports the main css file-->
<link rel="stylesheet" href="css/style.css" type="text/css" media="screen" />
<!--imports prettyPhoto css file-->
<link rel="stylesheet" type="text/css" href="css/prettyPhoto.css" media="screen" />

<!--imports jquery-->
<script type="text/javascript" src="js/jquery-1.5.2.min.js"></script>
<!--imports prettyPhoto plugin-->
<script type="text/javascript" src="js/jquery.prettyPhoto.js"></script>
<!--imports jquery form plugin-->
<script type="text/javascript" src="js/jquery.form.js"></script>
<!--imports jquery cycle plugin - used for navigation-->
<script type="text/javascript" src="js/jquery.cycle.all.js"></script>
<!--imports twitter feed plugin-->
<script src="js/jquery.tweet.js" type="text/javascript"></script>
<!--imports custom javascript code-->
<script type="text/javascript" src="js/custom.js"></script>
<!--imports qTip plugin-->
<script type="text/javascript" src="js/jquery.qtip-1.0.0-rc3.min.js"></script>

<!-- internet explorer fixes -->
<!--[if IE 7]><link href="css/ie7.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
<!--[if IE 9]><link href="css/ie9.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->
<!--[if lt IE 9]><link href="css/ie_all.css" rel="stylesheet" type="text/css" media="screen" /><![endif]-->

<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments),i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
</head>
```

If you have a Shopify e-commerce store, you will go to your Online Store settings and paste in your tracking code where specified.

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The screenshot shows the Shopify admin interface under the 'Settings' tab. The left sidebar has a dark theme with icons for General, Payments, Checkout, Shipping, Taxes, Notifications, Files, Account, Sales Channels, and Online Store, with 'Online Store' being the active section. The main content area is titled 'Settings / Online Store' and shows 'Store details'. It includes fields for 'Homepage title' (0 of 70 characters used) and 'Homepage meta description' (0 of 160 characters used). Below these is a section for 'Google Analytics account' with a link '(how do I set this up?)'. A code block for the Google Analytics tracking script is displayed:

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments),i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-64248213-1', 'auto');
ga('send', 'pageview');

</script>
```

If you have a blog on Tumblr, you will go to your blog, click the Edit Theme button at the top right of your blog, and then enter just the Google Analytics ID in your settings.

The screenshot shows the Tumblr 'Edit theme' settings page. At the top, there is a preview of the blog content and a 'Save' button. Below this is a 'THEME OPTIONS' section with various toggle switches for features like Header, Background, Show About, Show Blog Tools, etc. In the bottom half of the page, there are several input fields: 'About Description', 'Pages Description', 'Tools Description', 'Google Analytics ID' (which is highlighted with a red box and contains the value 'UA-64248213-1'), 'Typekit Kit ID', 'Discourse Shortname', and 'Facebook Page ID' (which contains 'kristihincspage').

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As you can see, the installation of Google Analytics varies based on the platform you use (content management system, website builder, e-commerce software, etc.), the theme you use, and the plugins you use. You should be able to find easy instructions to install Google Analytics on any website by doing a web search for your platform + how to install Google Analytics.

## Set up goals

After you install your tracking code on your website, you will want to configure a small (but very useful) setting in your website's profile on Google Analytics. This is your Goals setting. You can find it by clicking on the Admin link at the top of your Google Analytics and then clicking on Goals under your website's View column.

The screenshot shows the Google Analytics Admin interface. At the top, there are tabs: Home, Reporting, Customization, Admin (which is selected and highlighted in blue). To the right, there is an email address: testtubebusiness@gmail.com and a URL: 123business.com - http://123business... All Web Site Data. Below the tabs, the word 'Administration' is displayed above 'Business'. The interface is divided into three main columns: ACCOUNT (Business), PROPERTY (123business.com), and VIEW (All Web Site Data). Under each column, there are several options: ACCOUNT has Account Settings, User Management, and All Filters; PROPERTY has Property Settings, User Management, and Tracking Info; VIEW has View Settings, User Management, and Goals (which is highlighted with a red box). A large watermark 'TOPS' is visible across the entire screenshot.

Goals will tell Google Analytics when something important has happened on your website. For example, if you have a website where you generate leads through a contact form, you will want to find (or create) a thank you page that visitors end upon once they have submitted their contact information. Or, if you have a website where you sell products, you will want to find (or create) a final thank you or confirmation page for visitors to land upon once they have completed a purchase.

That URL will likely look something like this.

- <http://123business.com/thank-you>
- <http://123business.com/thank-you/>
- <http://123business.com/thank-you.html>

In Google Analytics, you will click on the New Goal button.

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The screenshot shows the Google Analytics Admin interface under the 'View Goals' section for the 'Business / 123buisiness.com / All Web Site Data' view. On the left, a sidebar lists 'VIEW' options: 'All Web Site Data' (selected), 'View Settings', 'User Management', and 'Goals'. The main area displays a table with one row for a goal named 'Goal'. A message at the bottom states 'There is no data for this view.' and indicates '20 goals left'. A red box highlights the 'Goals' option in the sidebar.

You will choose the Custom option (unless one of the other options are more applicable to your website) and click the Next Step button.

The screenshot shows the Google Analytics Admin interface under the 'New Goal' section for the 'Business / 123buisiness.com / All Web Site Data' view. On the left, a sidebar lists 'VIEW' options: 'All Web Site Data' (selected), 'View Settings', 'User Management', and 'Goals' (highlighted with a red box). The main area is titled 'Goal setup' and shows a 'Template' section with various goal types like 'REVENUE', 'ACQUISITION', 'INQUIRY', and 'ENGAGEMENT'. Below this is a 'Custom' section. At the bottom are 'Next step' and 'Cancel' buttons. A red box highlights the 'Goals' option in the sidebar.

You will name your goal something you will remember, select Destination, and then click the Next Step button.

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The screenshot shows the Google Analytics Admin interface under the 'Business / 123buisness.com / All Web Site Data' view. The left sidebar has 'Goals' selected. The main area shows the 'Goal setup' step with a green checkmark. The goal is named 'Lead Form Submissions'. The 'Type' is set to 'Destination' (radio button selected). Below it, the 'Goal description' and 'Goal details' sections are visible, along with 'Next step' and 'Cancel' buttons.

You will enter your thank you or confirmation page's URL after the .com of your website in the Destination field and change the drop-down to "Begins with".

The screenshot shows the Google Analytics Admin interface under the 'Business / 123buisness.com / All Web Site Data' view. The left sidebar has 'Goals' selected. The main area shows the 'Goal setup' and 'Goal description' steps completed with green checkmarks. In the 'Goal details' section, the 'Destination' field is set to 'Begins with' and contains '/thank-you/'. The 'Value' field is set to 'Off'. The 'Funnel' field is also set to 'Off'. At the bottom, there is a 'Create Goal' button.

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You will then toggle the value and enter a specific dollar value for that conversion (if applicable) and click Create Goal to complete the setup.

If you have other similar goals / conversions you would like to track on your website, you can follow these steps again. You can create up to 20 goals on your website. Be sure that the ones you create are highly important to your business. These goals (for most businesses) include lead form submissions, email list sign ups, and purchase completions. Depending on your website and its purpose, your goals may vary.

Note that this is the simplest of all conversion tracking in Google Analytics. You can review the documentation in Google Analytics support to learn more about setting up goal tracking.

## Set up site search

Another thing you can set up really quickly that will give you valuable data down the road is Site Search. This is for any website with a search box on it, like the search box at the top of the Moz Blog.



First, run a search on your website. Then keep the tab open. You will need the URL momentarily.

A screenshot of a web browser displaying search results for the query "schema" on the Moz blog. The URL in the address bar is https://moz.com/pages/search\_results?q=schema. The search results page shows a title "Search Results" and a search input field containing "schema". Below the search results, it says "About 2,870 results (1.98 seconds)". Two articles are listed: "Schema.org Structured Data - Learn SEO - Moz - Moz" and "An Introduction to Schema.org Markup for Emails - Moz". Both articles have small thumbnail images and publication dates.

Go to your Google Analytics Admin menu again, and in the View column, click on View Settings.

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The screenshot shows the Google Analytics Admin interface for a view named "All Web Site Data". The "PROPERTY" dropdown is set to "123builiness.com". The "VIEW" dropdown is set to "All Web Site Data". Below these, there are two buttons: "Account Settings" and "Property Settings". A red box highlights the "View Settings" button, which is located under the "VIEW" dropdown.

Scroll down until you see Site Settings and toggle it to On.

The screenshot shows the "Reporting View Settings" page for a view named "All Web Site Data". The left sidebar lists various settings categories. The "Site search Settings" section at the bottom is highlighted with a red box. It contains a "Site search Tracking" field with a "OFF" button. At the bottom of the page are "Save" and "Cancel" buttons.

Look back at your URL for your search results. Enter the query parameter (usually s or q) and click Save. On Moz, for example, the query parameter is q.

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The screenshot shows the Google Analytics Admin interface. The left sidebar lists various settings like Content Grouping, Filters, Channel Settings, and Personal Tools & Assets. The main panel is titled 'Website's URL' with 'http:// 123business.com'. It includes fields for 'Time zone country or territory' (United States - Pacific Time), 'Default page' (optional), 'Exclude URL Query Parameters' (optional), 'Currency displayed as' (US Dollar (USD \$)), 'Bot Filtering' (checkbox for excluding known bots and spiders), 'Site Search Settings' (with 'Site search Tracking' turned ON), 'Query parameter' (text input 'q' and checkbox for stripping query parameters), and 'Site search categories' (checkbox turned OFF). At the bottom are 'Save' and 'Cancel' buttons.

This will allow Google Analytics to track any searches made on your website so you can learn more about what your visitors are looking for on specific pages.

## Add additional accounts and properties

If you want to add a new Google Analytics account, you can do so by going to your Admin menu, clicking on the drop-down under the Account column, and clicking the Create New Account link.

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The screenshot shows the Google Analytics Admin interface. In the top navigation bar, 'Admin' is selected. Below it, the 'Business' account is selected under 'ACCOUNT'. Under 'PROPERTY', '123business.com' is selected. Under 'VIEW', 'All Web Site Data' is selected. On the left, there's a sidebar with 'All Filters' and other account-level settings. On the right, there are links for 'Property Settings', 'User Management', and 'Goals'. A dropdown menu is open over the 'Create new account' button, showing 'Using 1 out of 100' and a link to 'Create new account'.

Likewise, if you want to add a new website under your Google Analytics account, you can do so by going to your Admin menu, clicking on the drop-down under the Property column, and clicking the Create New Property link.

This screenshot is similar to the one above, showing the Admin interface for the 'Business' account. The 'PROPERTY' section now shows '123business.com' with a dropdown menu open over the 'Create new property' button. This menu also says 'Using 1 out of 50'. The rest of the interface, including the sidebar and right-hand links, remains the same.

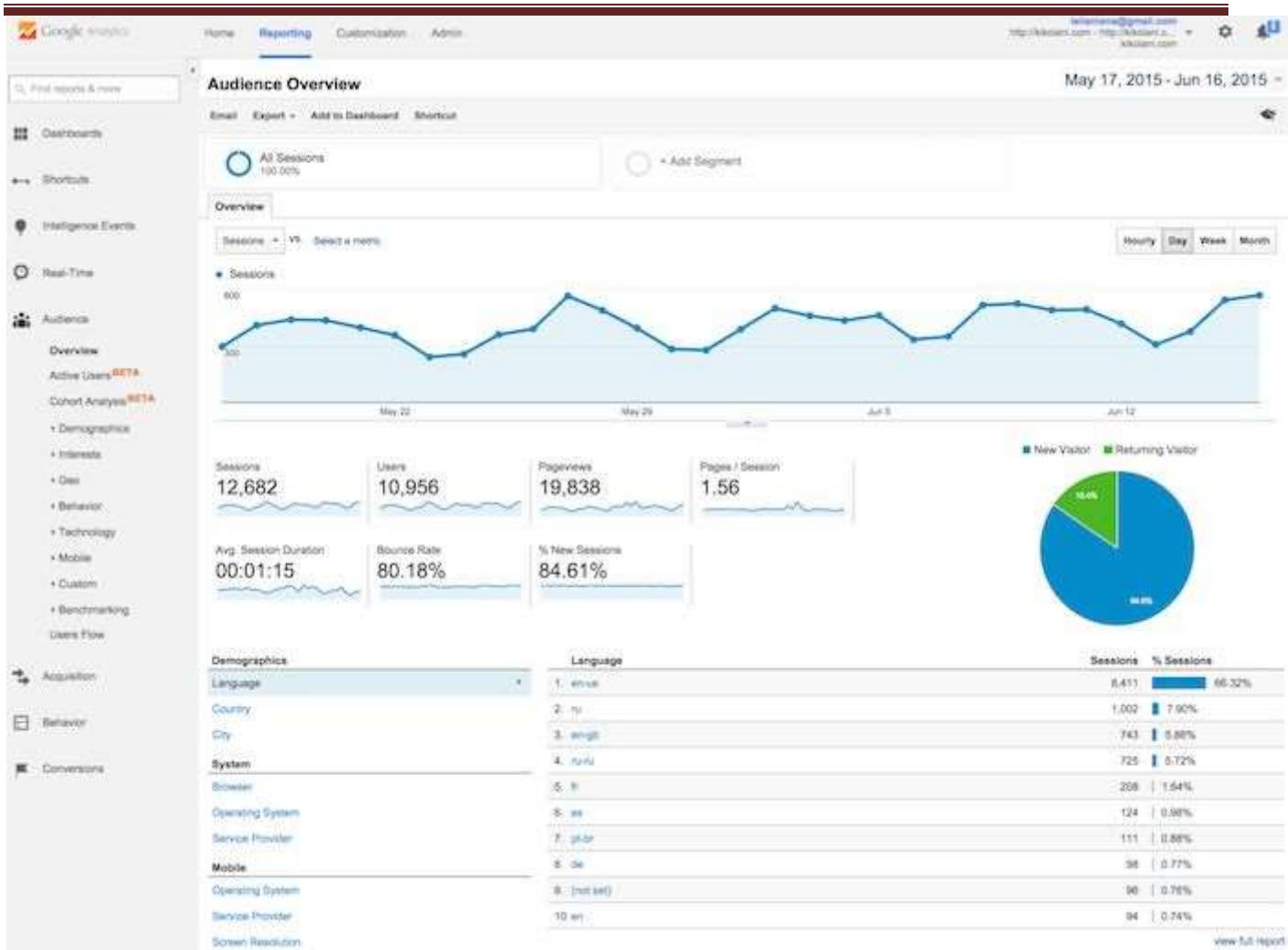
Then you will continue through all of the above-mentioned steps.

Once you've installed Google Analytics on your website(s), set up your goals, and set up site search(es), you should wait about 24 hours for it to start getting data. Then you will be able to start viewing your data.

## How to view Google Analytics data

Once you start getting in Google Analytics data, you can start learning about your website traffic. Each time you log in to Google Analytics, you will be taken to your Audience Overview report. Alternatively, if you have more than one website, you will be taken to your list of websites to choose from, and then taken to the Audience Overview report for that website. This is the first of over 50 reports that are available to you in Google Analytics. You can also access these reports by clicking on the Reporting link at the top.

# Digital Marketing Handbook



## Standard report features

Most of the standard reports within Google Analytics will look similar to this. At the top right, you can click on the drop-down arrow next to your website to switch to different websites within all of your Google Analytics accounts. Or you can click the Home link at the top.

# Digital Marketing Handbook

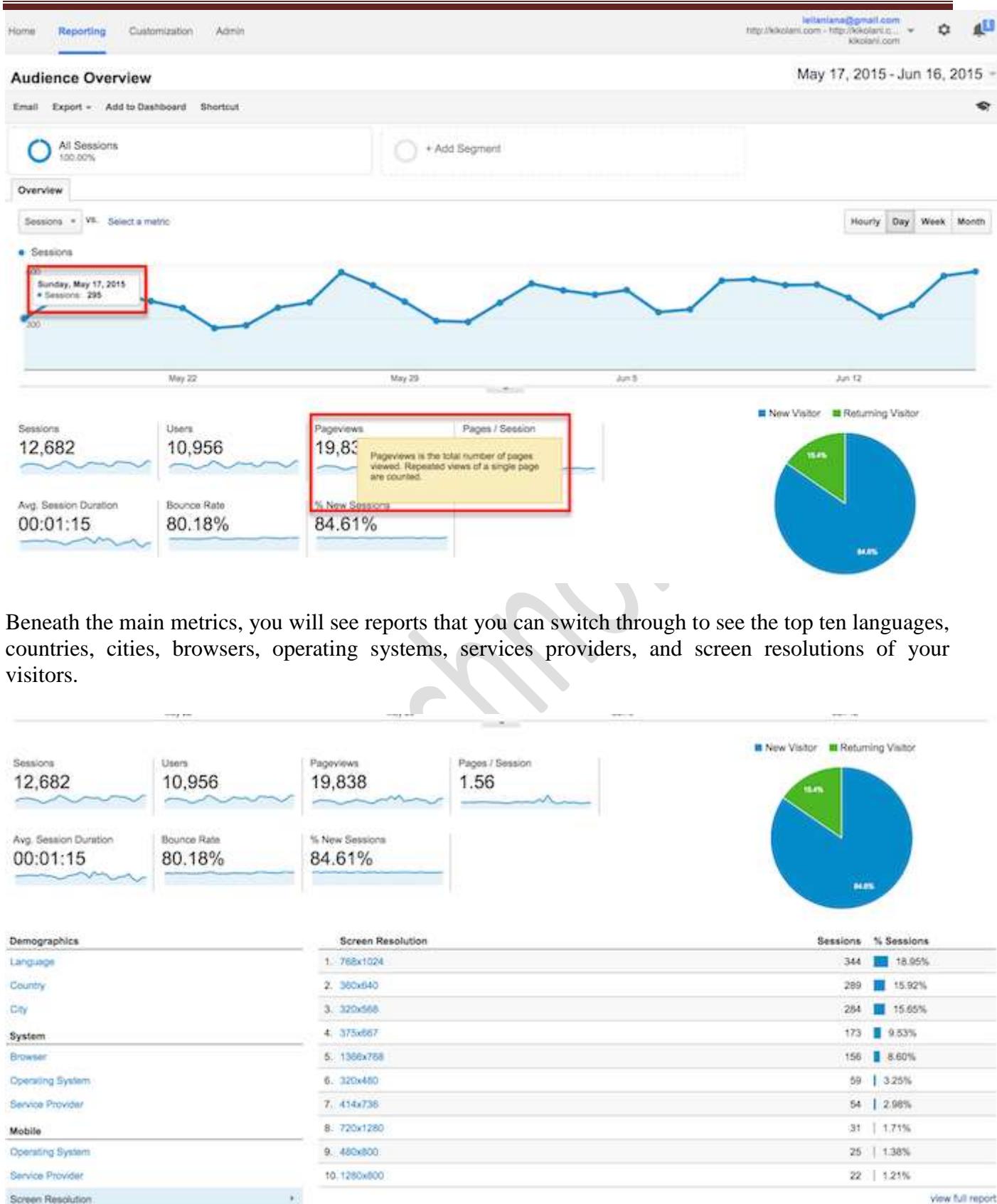
The screenshot shows the Google Analytics Audience Overview report. At the top, there's a navigation bar with Home, Reporting (which is selected), Customization, Admin, and a user profile for Kristi Hines. To the right, a sidebar displays account information and a list of analytics accounts under 'ANALYTICS ACCOUNTS'. The main content area features a line graph titled 'Sessions' from May 22 to May 29, with values ranging from approximately 300 to 600. Below the graph are four summary metrics: Sessions (12,682), Users (10,956), Pageviews (19,838), and Pages / Session (1.56). Further down are Avg. Session Duration (00:01:15) and Bounce Rate (80.18%). On the left, there are sections for Demographics and Language. A large watermark 'TOPS' is visible across the page.

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.

This screenshot shows the same Audience Overview report as above, but with a focus on the date range selector. A large watermark 'TOPS' is visible across the page. The date range is set to 'May 17, 2015 - Jun 16, 2015'. The date selector interface includes fields for 'Date Range' (set to 'Custom' with specific dates selected), 'Compare to' (set to 'Previous period'), and buttons for 'Apply' and 'Cancel'. Below the date selector are buttons for 'Hourly', 'Day', 'Week', and 'Month'.

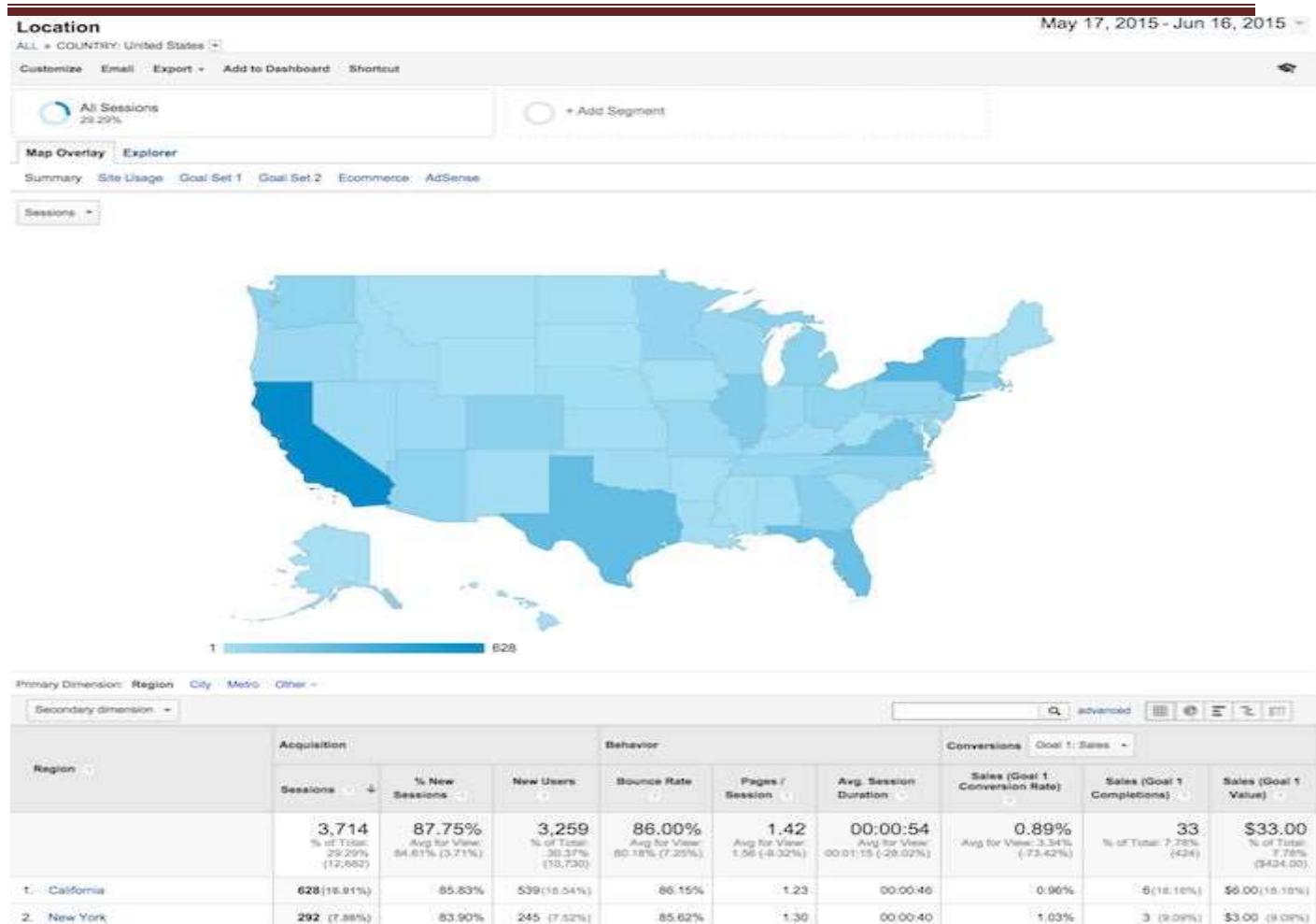
You can hover over a variety of areas on your Google Analytics reports to get more information. For example, in the Audience Overview, hovering over the line on the graph will give you the number of sessions for a particular day. Hovering over the metrics beneath the graph will tell you what each one means.

# Digital Marketing Handbook



You can click the full report link on each to see the full reports. Or you can click on any of the top ten links to see more details. For example, clicking on the United States in Countries will take you to the full Location report, focused in on visitors from states within the US.

# Digital Marketing Handbook



In this view, you can hover over each state to see the number of visitors from that state. You can scroll down to the table and hover over each column name to learn more about each metric.

Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
1. California	628 (16.91%)	85.83%	539 (16.54%)	86.15%	1.23	00:00:46	0.96%	6 (16.16%)	\$6.00 (16.16%)
2. New York	292 (7.88%)	83.90%	245 (7.52%)	85.62%	1.30	00:00:40	1.03%	3 (9.09%)	\$3.00 (9.09%)
3. Texas	253 (6.81%)	87.75%	222 (6.81%)	87.35%	1.25	00:00:50	1.19%	3 (9.09%)	\$3.00 (9.09%)
4. Florida	222 (5.98%)	92.79%	206 (6.32%)	88.74%	1.23	00:00:16	0.90%	2 (6.06%)	\$2.00 (6.06%)
5. Virginia	190 (5.12%)	95.26%	181 (5.55%)	94.74%	1.09	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. (not set)	150 (4.04%)	91.33%	137 (4.20%)	87.33%	1.33	00:01:15	2.00%	3 (9.09%)	\$3.00 (9.09%)
7. Illinois	143 (3.85%)	89.51%	128 (3.93%)	83.22%	1.39	00:01:15	1.40%	2 (6.06%)	\$2.00 (6.06%)
8. Massachusetts	127 (3.42%)	84.25%	107 (3.20%)	81.89%	1.45	00:01:23	0.79%	1 (3.03%)	\$1.00 (3.03%)
9. Georgia	119 (3.20%)	91.60%	109 (3.34%)	89.08%	1.14	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Colorado	108 (2.81%)	60.19%	65 (1.99%)	73.15%	5.98	00:06:07	2.70%	3 (9.09%)	\$3.00 (9.09%)

You can also click on the name of each state to see visitors from cities within the state. Effectively, any time you see a clickable link or a ? next to something, you can click on it or hover over it to learn more. The deeper you dive into your analytics, the more interesting information you will find.

# Digital Marketing Handbook

## Types of Google Analytics reports

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.



Everything in (parenthesis) is a specific report or set of reports within the following sections that you can refer to.

### Audience reports

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).

# Digital Marketing Handbook

## Acquisition reports

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 AdWords to learn more about PPC campaigns and to Google Webmaster Tools / Search Console to learn more about search traffic (Search Engine Optimization)

## Behavior reports

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).

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).

## Conversions

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. 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.

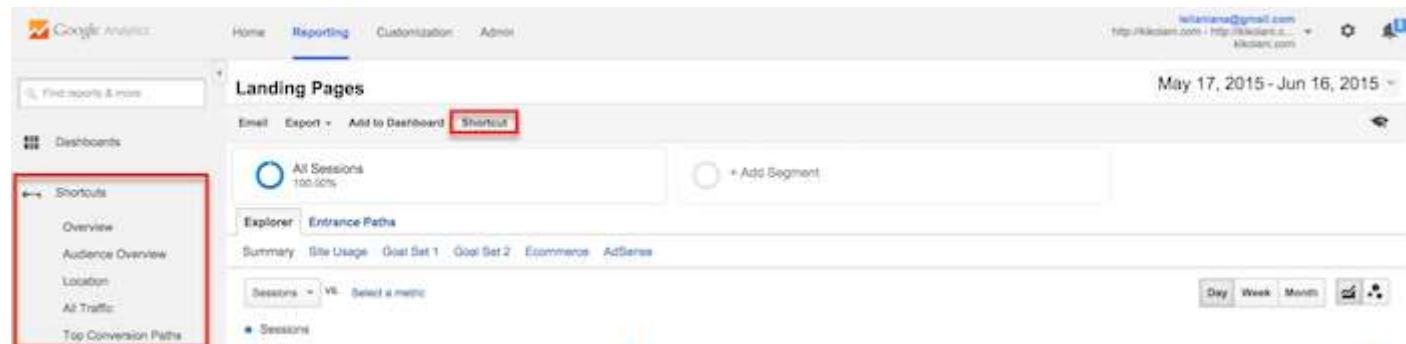
Landing Page	Acquisition			Behavior			Conversions: Goal 1: Sales		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)	Sales (Goal 1 Value)
	12,682 % of Total: 100.00% (12,682)	84.62% Avg for View: 84.61% (0.02%)	10,732 % of Total: 100.02% (10,730)	80.18% Avg for View: 80.18% (0.00%)	1.56 Avg for View: 1.55 (0.00%)	00:01:15 Avg for View: 00:01:15 (0.00%)	3.34% Avg for View: 3.34% (0.00%)	424 % of Total: 100.00% (424)	\$424.00 % of Total: 100.00% (\$424.00)
1. /	5,026 (38.63%)	82.41%	4,142 (36.59%)	66.77%	2.07	00:02:03	6.90%	347 (81.64%)	\$347.00 (81.64%)
2. /webinar-software-comparison.html	1,084 (8.55%)	85.70%	929 (8.68%)	94.28%	1.07	00:00:33	0.09%	1 (0.24%)	\$1.00 (0.24%)
3. /join-in-popup-forms.html	445 (3.51%)	87.87%	391 (3.64%)	93.93%	1.10	00:00:22	0.22%	1 (0.24%)	\$1.00 (0.24%)
4. /blog-post-promotion-tips.html	269 (2.12%)	86.62%	233 (2.17%)	91.08%	1.15	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /10-premium-seo-tools-try-for-free.html	257 (2.03%)	94.16%	242 (2.25%)	94.94%	1.09	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /how-to-contact-facebook-linkedin-twittter-google-plus.html	256 (2.02%)	89.45%	229 (2.13%)	96.48%	1.07	00:00:18	0.39%	1 (0.24%)	\$1.00 (0.24%)
7. /10-killer-tips-you-must-know-when-using-sing-a-writer.html	212 (1.67%)	90.57%	192 (1.79%)	95.28%	1.07	00:00:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /5-steps-to-improve-your-pinterest-profile-in-five-minutes.html	192 (1.51%)	89.58%	172 (1.60%)	94.79%	1.05	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /50-filters-to-keep-your-inbox-squeaky-clean.html	189 (1.48%)	82.54%	156 (1.45%)	96.30%	1.04	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /12-social-media-tools-scheduling-publishing-updates-compared.html	141 (1.11%)	87.23%	123 (1.15%)	84.40%	1.22	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)

# Digital Marketing Handbook

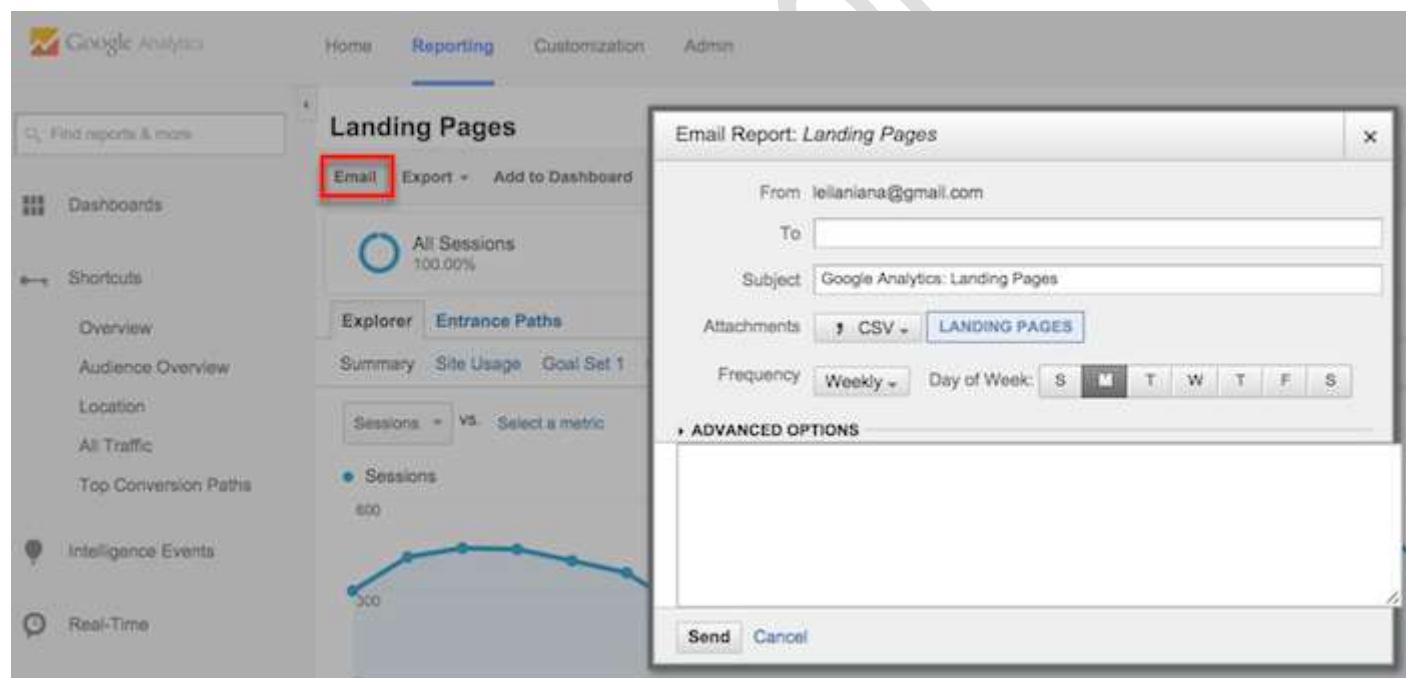
If you have multiple goals, you can use the dropdown at the top of that section of data to switch to the goal you want to view or all of your goals if you prefer.

## Shortcuts and emails

While you won't need every report within Google Analytics, you should explore them all to see what they have to offer. When you find some that you want to visit again and again, use the Shortcut link at the top of the report to add them to the Shortcuts in your left sidebar for faster access.



Or, use the email button to have them emailed to you (or others on your team) on a regular basis.



If you choose to send emails to someone outside of your organization, be sure to regularly check your emails by going to your Admin menu and clicking on the Scheduled Emails box under the View column to ensure only people working with your company are getting your data.

# Digital Marketing Handbook

The screenshot shows the Google Analytics Admin interface for the website [www.kikolani.com](http://kikolani.com). The top navigation bar includes links for Home, Reporting, Customization, Admin (which is highlighted in blue), and an email address for support. The main content area is divided into three columns: ACCOUNT, PROPERTY, and VIEW. Under each column, there are dropdown menus for selecting specific settings. The 'User Management' option is selected under both the PROPERTY and VIEW sections. A sidebar on the right lists various personal tools and assets, with 'User Management' also highlighted in red.

## How do I share my Google Analytics data with someone?

You don't have to give your Google account information over to someone who needs access to your Google Analytics data. You just need to go to your Admin menu and under the Account, Property (website) or View you want someone to see, click the User Management menu.

This screenshot shows the same Google Analytics Admin interface as the previous one, but with a different focus. The 'User Management' menu item is now highlighted in red across all three main sections (ACCOUNT, PROPERTY, and VIEW). This indicates that the user is currently navigating through the steps to manage user permissions for their Google Analytics account.

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.

## kikolani.com Report for the Month of May

Sessions

- 2%

Pageviews

- 4%

Avg Time On Site

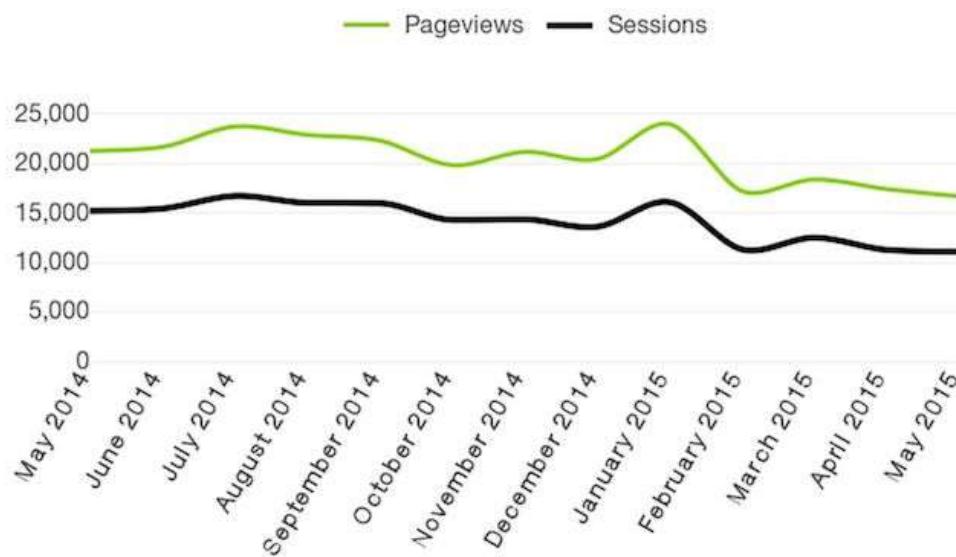
- 1%

### Sessions Hit Record Low For The Last 12 Months

Your site's [sessions](#) dropped by 2% from the previous month to 11,098 sessions, the lowest number of sessions over the past year. A decrease in sessions from [organic search](#) drove the drop in traffic, falling 13% to 4,734 sessions.

- Last month, [\(not set\)](#) had more pageviews and a higher bounce rate than any of your other pages (676 and 98%, respectively).
- Your site saw the percentage of total pageviews from your top ten pages rise to 28% from the month of April. Specifically, pageviews for [Kikolani - Blog Marketing and Blogging Tips by Kristi Hines](#) (your top page by pageviews) climbed 4% in pageviews to 3,850.
- Your site had fewer total pageviews last month, down 4% to 16,695. Not surprisingly, your pages per session were also down 3% to 1.5, which is better than your monthly average of 1.5 for the year.

*Sessions Lowest In 13 Months*



# Digital Marketing Handbook

The screenshot shows the Google Analytics Admin interface for the property <http://www.kikolani.com>. In the 'User Management' section, a new permission is being added for the email address [lianane@gmail.com](mailto:lelianane@gmail.com). The 'Read & Analyze' role is selected, which includes 'Manage Users', 'Edit', 'Collaborate', and 'Read & Analyze'. A confirmation message is visible at the bottom: 'User email that is registered in Google accounts' and 'Notify this user by email'.

I have a dozen websites, and I don't want to check each of their Google Analytics on a daily basis. What do I do?

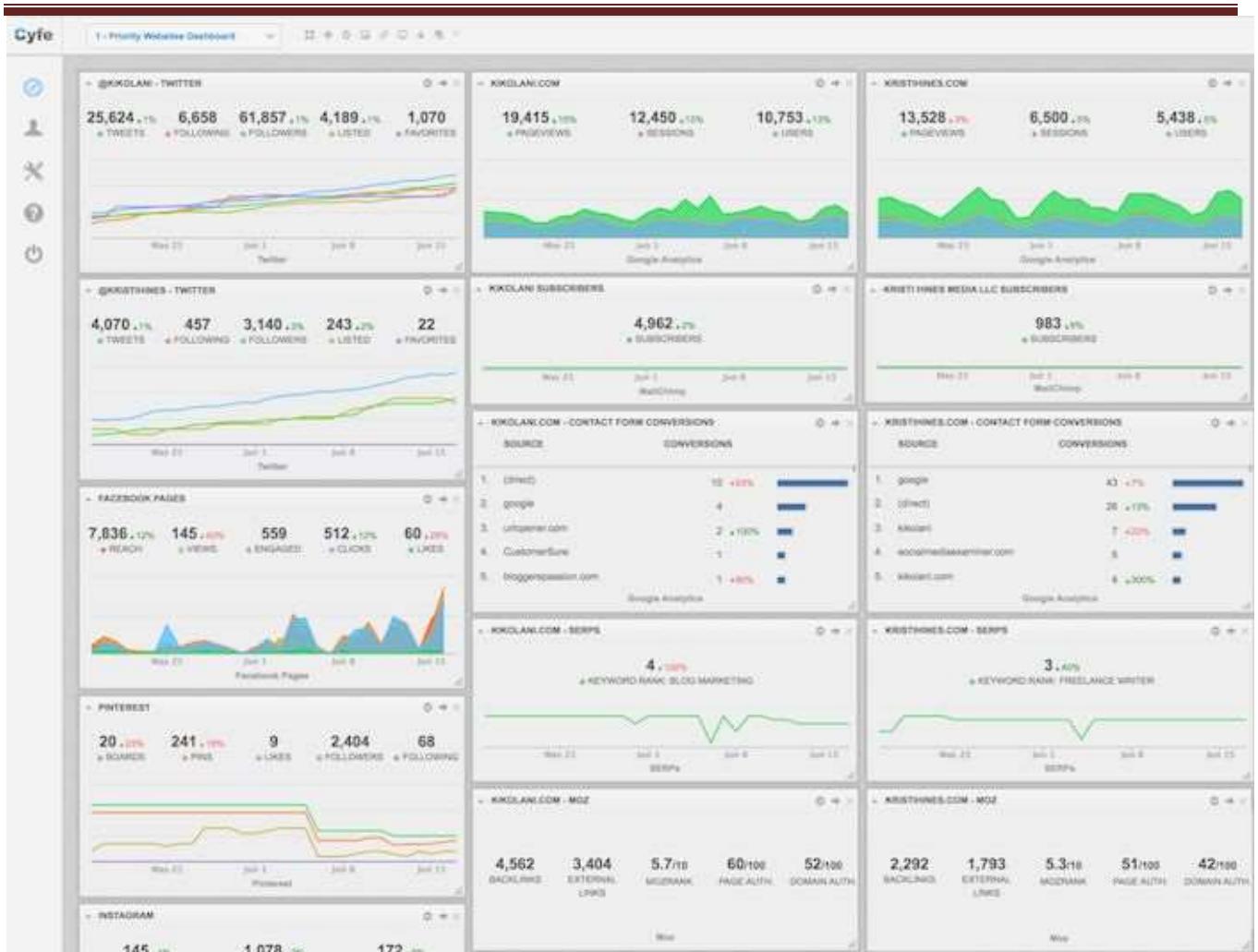
You have two options in this scenario. You start by going to the Home screen of Google Analytics. There, you will find a listing of all your websites and an overview of the top metrics—sessions, average session duration, bounce rate, and conversion rate.

The screenshot shows the Google Analytics Home screen for the account [www.famousblogger.net](http://www.famousblogger.net). A feature update banner at the top states: 'Google Analytics has simplified its data sharing settings. Learn more'. The main table displays the following data for various websites:

Website	Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
Kikolani.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-1)	12,682	00:01:15	80.18%	3.52%
kristihines.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-6)	6,665	00:01:46	60.17%	2.88%
infographicsonline.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-23)	2,271	00:00:41	88.77%	0.00%
jasonhinesphotography.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-53)	1,601	00:00:12	94.25%	0.12%
kristisblog.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-22)	852	00:00:06	98.49%	0.00%
blogpostpromotion.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-46)	421	00:02:08	68.17%	0.71%
jasonhines.net ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-26)	319	00:00:39	78.68%	0.00%
photstry.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-25)	288	00:00:18	87.85%	0.35%
contentpromotionplan.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-54)	121	00:00:35	82.64%	10.74%
freelanceblogger.com ( <a href="http://www.kikolani.com">www.kikolani.com</a> UA-5693731-55)	31	00:00:00	100.00%	0.00%

You can also try business dashboard solutions like Cyfe. For \$19 a month, you can create unlimited dashboards with unlimited widgets, including a large selection of data from Google Analytics, alongside data from your social media networks, keyword rankings, Moz stats, and more.

# Digital Marketing Handbook



**Google Analytics says that 90%+ of my organic keywords are (not provided).**

(not provided) is Google's way of protecting search engine user's privacy by hiding the keywords they use to discover your website in search results. Tools like Google Webmaster Tools (now Search Console, free), Authority Lab's Now Provided Reports (paid), and Hittail (paid) can all help you uncover some of those keywords.

# Digital Marketing Handbook

The screenshot shows the Google Search Console interface for the domain [kikolani.com](#). The left sidebar contains navigation links for Dashboard, Messages, Search Appearance, Search Traffic, Search Analytics (selected), Links to Your Site, Internal Links, Manual Actions, International Targeting, Mobile Usability, Google Index, Crawl, Security Issues, and Other Resources.

The main content area is titled "Search Analytics (beta)" and includes a sub-instruction: "Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. Learn more." Below this is a link to "Go back to old 'Search Queries' report".

At the top of the main section, there are four checked filter checkboxes: "Clicks", "Impressions", "CTR", and "Position". Below these are several filter dropdowns: "Queries" (set to "No filter"), "Pages" (set to "No filter"), "Countries" (set to "No filter"), "Devices" (set to "No filter"), "Search Type" (set to "Web"), and "Dates" (set to "May 19 - Jun 15").

A summary table at the top provides key metrics:

Total clicks	Total impressions	Avg. CTR	Avg. position
4,010	202,684	1.98%	25.9

Below the table is a line chart showing search trends from May 19 to June 15. The chart features multiple colored lines representing different search terms, with a light gray grid in the background.

A detailed table below the chart lists the top 10 search queries with their corresponding metrics:

Rank	Query	Clicks	Impressions	CTR	Position
1	kikolani	99	140	70.71%	1.0
2	webinar software	91	5,834	1.56%	8.9
3	webinar software comparison	83	243	34.16%	1.2
4	best webinar software	43	714	6.02%	4.0
5	webinar platforms	28	742	3.77%	3.8
6	blog marketing	26	1,172	2.22%	7.1
7	best webinar platform	25	170	14.71%	3.3
8	kristi hines	24	405	5.93%	4.0
9	best webinar software 2015	22	102	21.57%	2.1
10	commentluv	22	723	3.04%	6.2

At the bottom of the table are buttons for "Download" and "Show 10 rows". To the right, there are navigation arrows and the text "1 - 10 of 999".

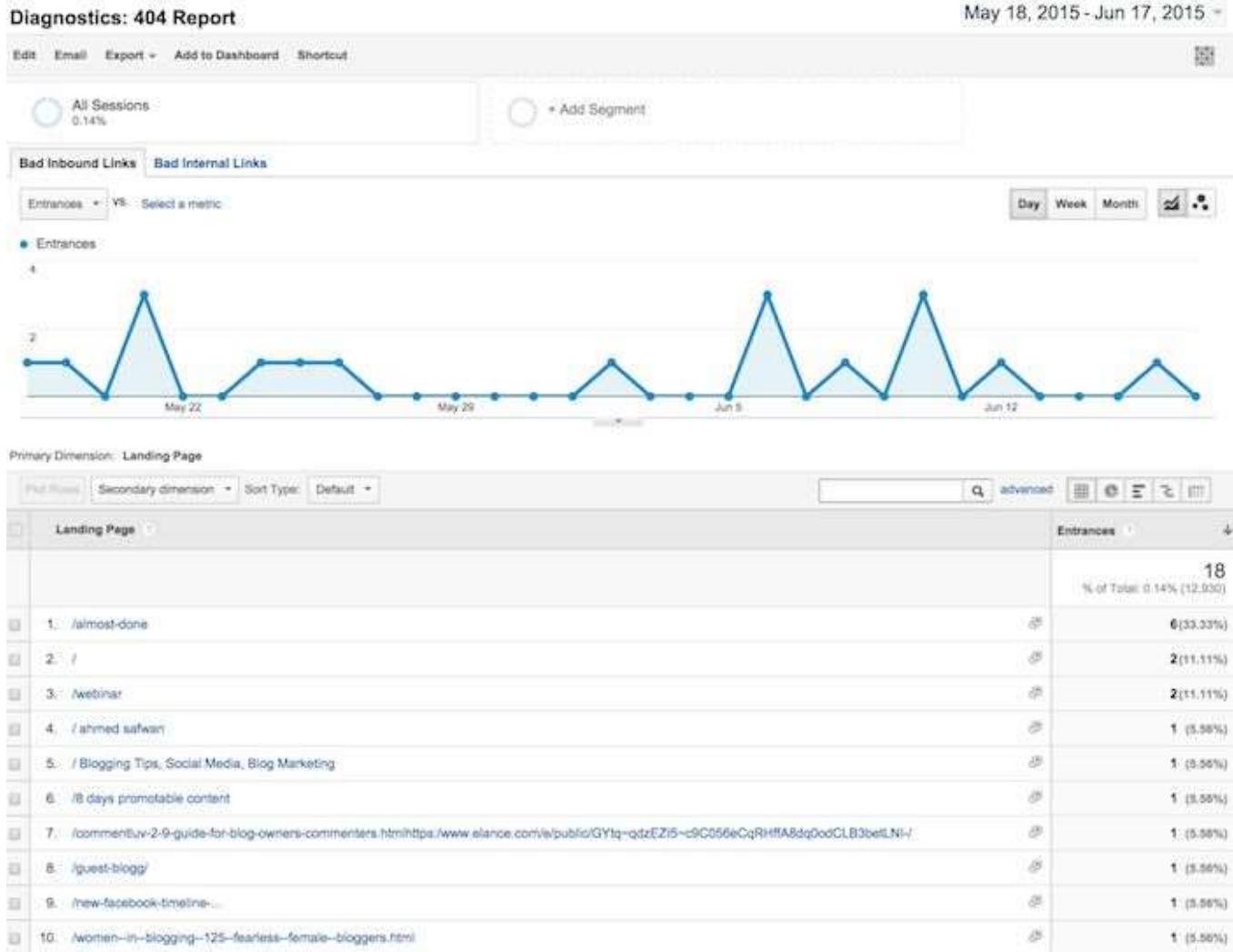
They won't be linked to your conversions or other Google Analytics data, but at least you will have some clue what keywords searchers are using to find your website.

## How do I use Custom Reports, Dashboards, and Segments?

If you're ready to move to the next level in Google Analytics, Custom Reports, Dashboards, and Segments are the way to go.

Custom Reports (under the Customization menu at the top) allow you to create reports that look similar to the standard Google Analytics reports with the metrics you want to view.

# Digital Marketing Handbook



Dashboards allow you to view your Google Analytics data in a dashboard format. You can access them at the top of the left sidebar.

# Digital Marketing Handbook

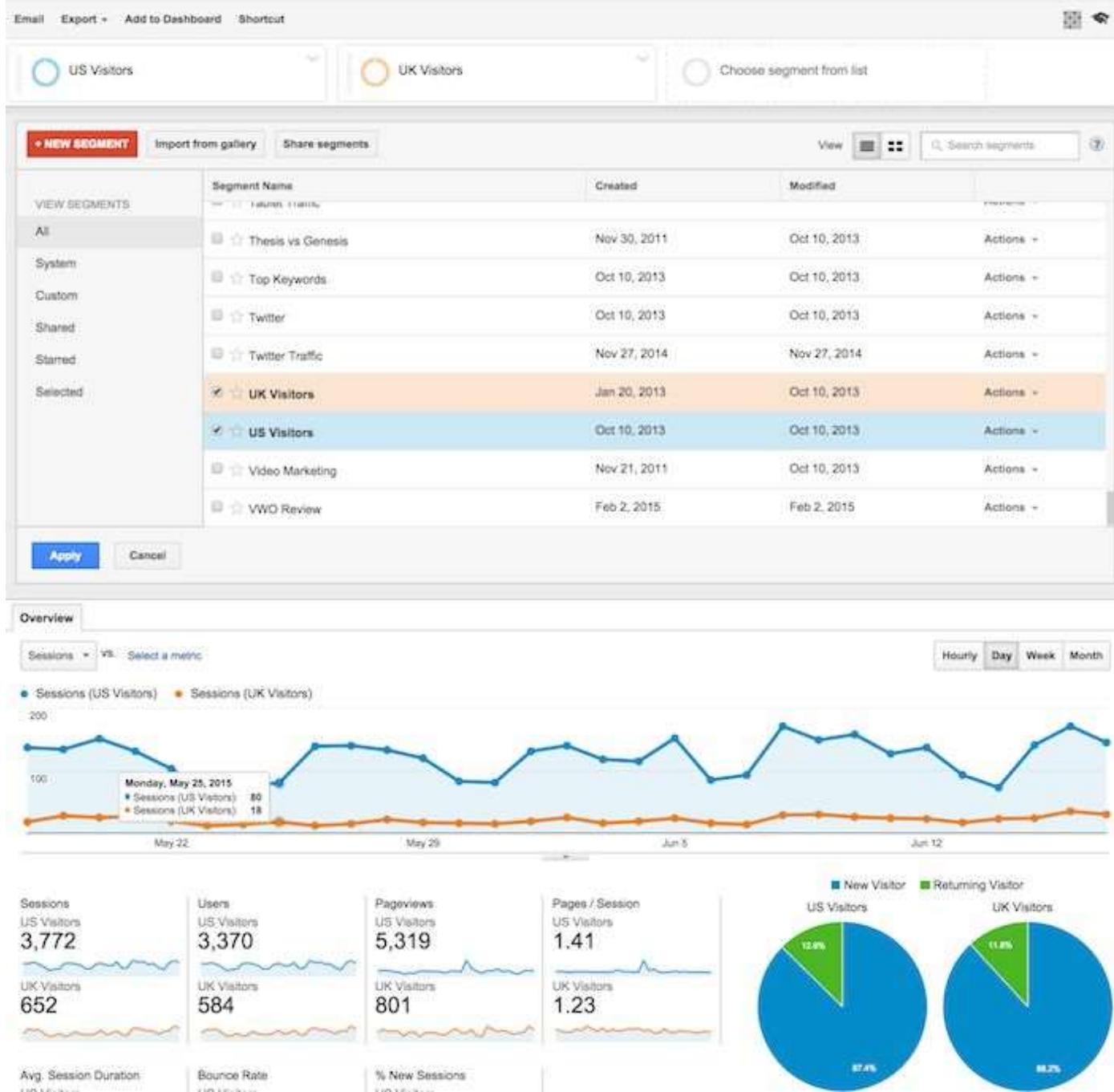
The screenshot shows the Google Analytics Content Analysis Dashboard. The left sidebar contains a list of reports and dashboards, including '70 Facts about vis...', 'Advanced Blog O...', 'Campaigns', 'Campaigns Plugin...', 'Content Analysis...', 'Conversions', 'Conversions', 'Daily Email Report', 'Google Organic S...', 'Mobile Ecommerce...', 'My Dashboard', 'Organic Search Th...', 'Site Performance...', 'Starter Dashboard', 'Untitled Dashboard', 'VP, Digital Dash...', '+ New Dashboard', '+ Shortcuts', 'Intelligence Events', 'Real-Time', and 'Audience'. The main content area features several reports: 'Pageviews and Unique Pageviews by Page' (with a table showing data for 'Kikolani - Blog Marketing and Blogging Tips by Kikolani'), 'Avg. Time on Page and Bounce Rate by Page Title' (with a table showing data for '13 Things to Try When You're Thinking About Giving Up on Blogging', '4 Important Things to Do After Your Product Launch', etc.), and 'Contact Page (Goal 1 Completions) and Conversions' (with a table showing data for various landing pages like '/thank-you-for-your-comment', '/thank-you-for-your-email', etc.).

Segments allow you to view all of your Google Analytics data based on a specific dimension, such as all of your Google Analytics data based on visitors from the United States. You can also use them to compare up to four segments of data, such as United States versus United Kingdom traffic, search versus social traffic, mobile versus desktop traffic, and more. You can access Segments in each of your reports.

# Digital Marketing Handbook

## Audience Overview

May 18, 2015 - Jun 17, 2015



The nice part about these is that you don't have to create them from scratch. You can start by using pre-defined Custom Reports, Dashboards, and Segments from the Google Solutions Gallery.

# Digital Marketing Handbook

Google Analytics | Solutions Gallery     [Home](#)     [Gallery](#)     [Search for solution](#)     [Import](#)     [Create](#)

All Solutions     All Solutions     Type: Custom Report X

**Occam's Razor Awesomeness**  
By Avinash Kaushik   Aug 20, 2013  
★★★★★ (173)   +107,987   [Import](#)   [Edit](#)   [Like](#)   [Tweet](#)   [Email](#)  
A collection of my top Segments, custom reports and dashboards critical for any Analytics user.

**New Google Analytics User Starter Bundle**  
By The Google Analytics Team   Sep 20, 2013  
★★★★★ (79)   +101,301   [Import](#)   [Edit](#)   [Like](#)   [Tweet](#)   [Email](#)  
A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...

**Content Analysis Dashboard**  
By Vagelis Varfis | Nudge Digital   Mar 14, 2014  
★★★★★ (27)   +20,384   [Import](#)   [Edit](#)   [Like](#)   [Tweet](#)   [Email](#)  
This Content Analysis Dashboard is all about analysing and providing insightful data that will help you evaluate the efficiency of the content in your website. Based on these widgets you will be able to see which one of the pages are underperforming/overper...

**Referral Traffic Dashboard**  
By Vagelis Varfis | Nudge Digital   Mar 14, 2014  
★★★★★ (16)   +16,138   [Import](#)   [Edit](#)   [Like](#)   [Tweet](#)   [Email](#)  
This dashboard allows you to see which domains and which pages in these domains are referring traffic to your site, how much traffic they're referring, which landing pages are the most popular referral destinations and the extent to which those referred...

**Behavior: Page Effectiveness**  
By Rachelle Maisner, Digitaria   Oct 22, 2013  
★★★★★ (18)   +10,620   [Import](#)   [Edit](#)   [Like](#)   [Tweet](#)   [Email](#)  
Discover your top and bottom performing pages across many different measures.

**Twitter Traffic, Pinterest Traffic, Facebook Traffic, LinkedIn Traffic, bron...**  
By Juai Bronjong Murah   Apr 9, 2014  
★★★★★ (21)   +8,108   [Import](#)   [Edit](#)   [Like](#)   [Tweet](#)   [Email](#)  
Juai Bronjong Murah

There, you will find lots of Custom Reports, Dashboards, Segments, and other solutions that you can import into your Google Analytics and edit to fit your needs. Edit Custom Reports with the Edit button at the top.

Google Analytics     Home     Reporting     Customization     Admin     [Edit](#)     [Email](#)     [Export](#)     [Add to dashboard](#)     [Shortcut](#)

Diagnostics: 404 Report     May 18, 2015 - Jun 17, 2015

Overview     Acquisition: Keyword     Acquisition: Traffic Source     AK: Content Efficiency

**Edit**     All Sessions: 0.14%

Edit Dashboards using the Add Widget or Customize Dashboard buttons at the top.

# Digital Marketing Handbook

The screenshot shows the 'Content Analysis Dashboard' in Google Analytics. At the top, there's a search bar and navigation links for Home, Reporting (which is selected), Customization, and Admin. The date range is set from May 18, 2015, to Jun 17, 2015. On the left, a sidebar lists various dashboards and reports. The main area displays a chart for 'All Sessions' at 100.00% with an 'Add Segment' button. Below the chart, there are buttons for '+ Add Widget', 'Share', 'Email', 'Export', 'Customize Dashboard', and 'Delete Dashboard'. A red box highlights the '+ Add Widget' button.

Edit Segments by clicking the Action button inside the Segments selector box and choosing Edit.

The screenshot shows the 'Audience Overview' report in Google Analytics. The date range is May 18, 2015 – Jun 17, 2015. The left sidebar includes a 'Segments' section with a 'NEW SEGMENT' button highlighted with a red box. The main area shows two segments: 'UK Visitors' (5.04%) and 'US Visitors' (29.17%). Below these are dropdowns for 'Overview', 'Sessions', and 'Select a metric'. A red box highlights the 'Actions' dropdown menu for the 'US Visitors' segment, which contains options: Edit, Copy, Share, Build Audience, and Delete.

Or, when you have applied Segments to your reports, use the drop-down arrow at the top right to find the Edit option.

This screenshot is similar to the previous one, showing the 'Audience Overview' report. It highlights the 'Edit' option in the dropdown menu for the 'US Visitors' segment, which is also enclosed in a red box. The interface elements are identical to the previous screenshot.

As you get used to editing Custom Reports, Dashboards, and Segments, you will get more familiar with the way each works so you can create new ones on your own.

## Google Webmaster Tools

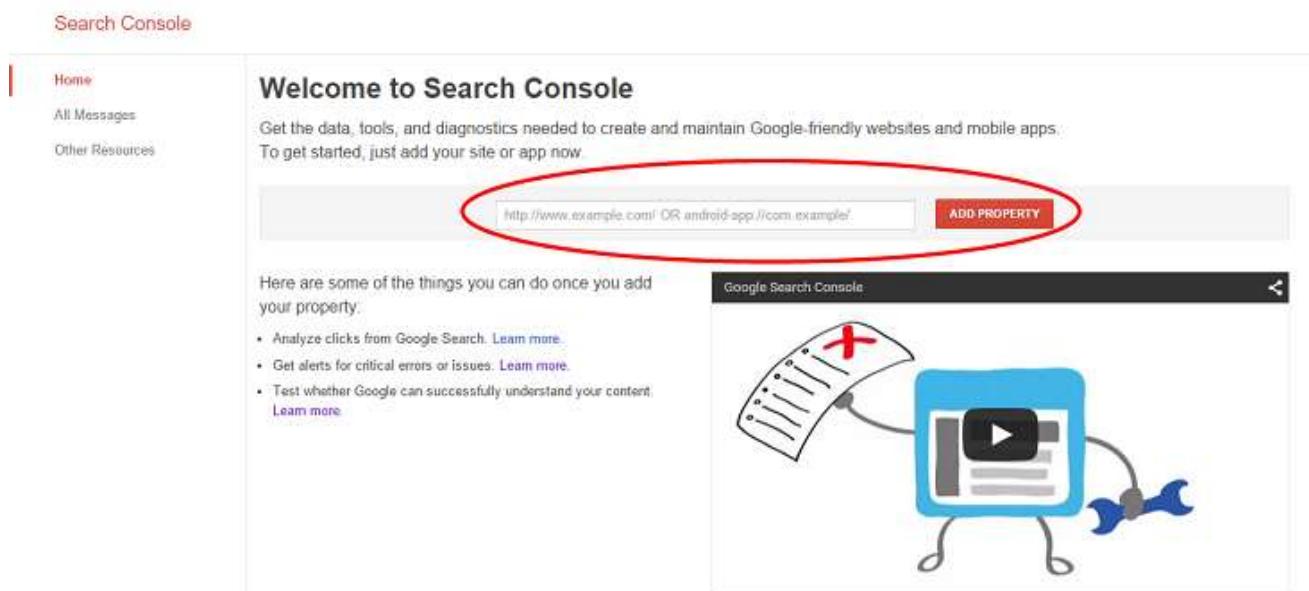
Since Google Webmaster Tools (GWT) has become a valuable resource for so many different types of people besides webmasters—marketing professionals, SEOs, designers, business owners, and app developers, to name a few—Google decided to change its name in May of 2015 to be more inclusive of its diverse group of users.

Search Console is a free service that lets you learn a great deal of information about your website and the people who visit it. You can use it to find out things like how many people are visiting your site and how they are finding it, whether more people are visiting your site on a mobile device or desktop computer, and which pages on your site are the most popular. It can also help you find and fix website errors, submit a sitemap, and create and check a robots.txt file.

## Adding and verifying a site in Google Search Console

If you're new to Google Search Console, you'll need to add and verify your site(s) before you can do anything else. Adding and verifying your site in Search Console proves to Google that you're either a site's owner, webmaster, or other authorized user. After all, Search Console provides you with all sorts of incredibly detailed information and insights about a site's performance. Google doesn't want to hand that kind of information over to anybody who asks for it.

Adding a site to Search Console is a very simple process. First, log into your Search Console account. Once you're logged in, you'll see a box next to a red button which says "Add Property."



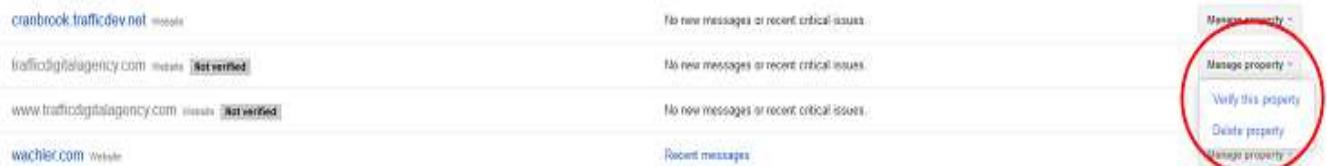
The screenshot shows the 'Welcome to Search Console' page. On the left, there's a sidebar with links for Home, All Messages, and Other Resources. The main area has a heading 'Welcome to Search Console' and a sub-heading 'Get the data, tools, and diagnostics needed to create and maintain Google-friendly websites and mobile apps. To get started, just add your site or app now.' Below this is a search bar containing 'http://www.example.com/' and an 'OR android-app://com.example/' placeholder, followed by a red 'ADD PROPERTY' button. A red oval highlights this search bar and button. Below the search bar, there's a list of actions: 'Analyze clicks from Google Search. Learn more.', 'Get alerts for critical errors or issues. Learn more.', and 'Test whether Google can successfully understand your content. Learn more.' To the right of the text, there's a cartoon illustration of a blue character with a play button icon on its chest, holding a checklist.

Enter the URL of the site you're trying to add in the box and click "Add Property." Congratulations, your site is now added to your Search Console account!

Next, you will be asked to verify your site. There are a few different ways you can go about this. Which method will work best for you depends on whether or not you have experience working with HTML, if you have access to upload files to the site, the size of your site, and whether or not you have other Google programs connected to your site. If this sounds overwhelming, don't worry—we'll help you figure it out.

## Adding an HTML tag

This verification method is best for users and site owners who have experience working with HTML code.



From the Search Console dashboard, select "Manage Property," then "Verify this property." If the "HTML Tag" option does not appear under "Recommended method," then you should click on the "Alternate methods" tab and select "HTML tag." This will provide you with the HTML code you'll need for verification.

Verify your ownership of <http://trafficdigitalagency.com/>. [Learn more.](#)

Recommended method      Alternate methods

- HTML tag**  
Add a meta tag to your site's home page.
- Domain name provider**  
Sign in to your domain name provider.
- Google Analytics**  
Use your Google Analytics account.
- Google Tag Manager**  
Use your Google Tag Manager account.

**VERIFY**      Not now

Copy the code and use your HTML editor to open the code for your site's homepage. Paste the code provided within in the <Head> section of the HTML code. If your site already has a meta tag or other code in the <Head> section, it doesn't matter where the verification code is placed in relation to the other code; it simply needs to be in the <Head> section. If your site doesn't have a <Head> section, you can create one for the sake of verifying the site.

Once the verification code has been added, save and publish the updated code, and open your site's homepage. From there, view the site's source code. The verification code should be visible in the <Head> section.

Once you're sure the code is added to your site's homepage, go back to Search Console and click "Verify." Google will then check your site's code for the verification code. If the code is found, you will see a screen letting you know the site has been verified. If not, you will be provided with information about the errors it encountered.

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When your site has been verified by Search Console, **do not remove the verification code from your site**. If the code is removed, it will cause your site to become unverified.

## Uploading an HTML file

To use this method, you must be able to upload files to a site's root directory.

From the Search Console dashboard, select "Manage site," then "Verify this site." If "HTML file upload" is not listed under "Recommended method," it should be listed under the "Alternate method" tab.

Verify your ownership of <http://trafficdigitalagency.com/>. [Learn more.](#)

The screenshot shows the 'Verify this site' interface. At the top, there are three tabs: 'Recommended method' (disabled), 'Alternate methods' (selected and highlighted in blue), and 'History'. Below the tabs, there are four verification methods listed as radio buttons:

- HTML file upload**  
Upload an HTML file to your site.
- HTML tag**  
Add a meta tag to your site's home page.
- Domain name provider**  
Sign in to your domain name provider.
- Google Tag Manager**  
Use your Google Tag Manager account.

At the bottom left is a red 'VERIFY' button, and at the bottom right is a 'Not now' button.

When you select this method, you will be asked to download an HTML file. Download it, then upload it to the specified location. Do not make any changes to the content of the file or the filename; the file needs to be kept exactly the same. If it is changed, Search Console will not be able to verify the site.

After the HTML file has been uploaded, go back to Search Console and click "Verify." If everything has been uploaded correctly, you will see a page letting you know the site has been verified.

Once you have verified your site using this method, **do not delete the HTML file from your site**. This will cause your site to become unverified.

## Verifying via domain name provider

The domain name provider is the company you purchased a domain from or where your website is hosted. When you verify using your domain name provider, it not only proves you're the owner of the main domain, but that you also own all of the subdomains and subdirectories associated with it. This is an excellent option if you have a large website.

From the Search Console dashboard, select "Manage site," then "Verify this site." If you don't see the "Domain name provider" option listed under "Recommended method," look under the "Alternate method" tab.

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Recommended method

Alternate methods

History

**HTML file upload**

Upload an HTML file to your site.

**HTML tag**

Add a meta tag to your site's home page.

**Domain name provider**

Sign in to your domain name provider.

**Google Tag Manager**

Use your Google Tag Manager account.

**VERIFY**

Not now

When you select "Domain name provider," you will be asked to choose your domain name provider from a list of commonly used providers, such as GoDaddy.com. If your provider is not on this list, choose "Other" and you will be given instructions on how to create a DNS TXT record for your provider. If a DNS TXT record doesn't work for your provider, you will have the option of creating a CNAME record instead.

## Adding Google Analytics code

If you already use Google Analytics (GA) to monitor your site's traffic, this could be the easiest option for you. But first, you'll need to be able to check the site's HTML code to make sure the GA tracking code is placed within the <Head> section of your homepage's code, not in the <Body> section. If the GA code is not already in the <Head> section, you'll need to move it there for this method to work.

From the Search Console dashboard, select "Manage site," then "Verify this site." If you don't see the "Google Analytics tracking code" option under the "Recommended method," look under the "Alternate method" tab. When you select "Google Analytics tracking method," you'll be provided with a series of instructions to follow.

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Recommended method

Alternate methods

History

## Recommended: Google Analytics

Use your Google Analytics account.

- You must be using the [asynchronous tracking code](#).
- Your tracking code should be in the <head> section of your page.
- You must have the "edit" permission for the [Analytics web property](#).

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

[VERIFY](#)

[Not now](#)

Once your site has been verified, **do not remove the GA code from your site**, or it will cause your site to become unverified.

## Using Google Tag Manager

If you already use Google Tag Manager (GTM) for your site, this might be the easiest way to verify your site. If you're going to try this method, you need to have "View, Edit, and Manage" permissions enabled for your account in GTM. Before trying this method, look at your site's HTML code to make sure the GTM code is placed immediately after your site's <Body> tag.

From the Search Console dashboard, select "Manage site," then "Verify this site." If you don't see the "Google Tag Manager" option listed under "Recommended method," it should appear under "Alternate method."

Verify your ownership of <http://trafficdigitalagency.com/>. [Learn more.](#)

Recommended method

Alternate methods

History

**HTML file upload**

Upload an HTML file to your site.

**HTML tag**

Add a meta tag to your site's home page.

**Domain name provider**

Sign in to your domain name provider.

**Google Tag Manager**

Use your Google Tag Manager account.

[VERIFY](#)

[Not now](#)

# Digital Marketing Handbook

Select "Google Tag Manager" and click "Verify." If the Google Tag Manager code is found, you should see a screen letting you know your site has been verified.

Once your site is verified, **do not remove the GTM code from your site**, or your site will become unverified.

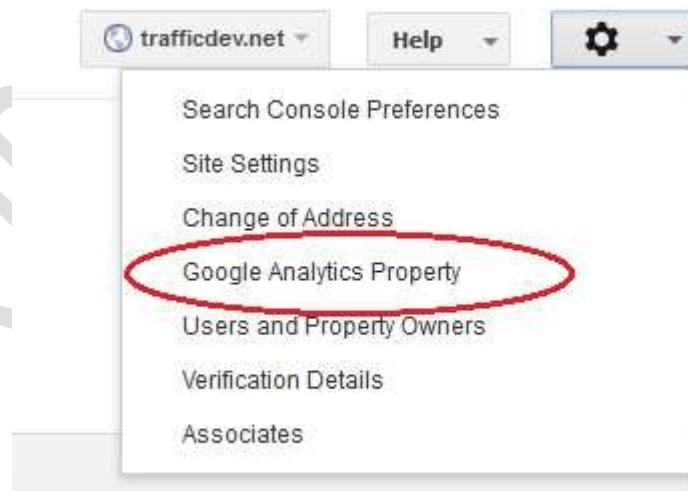
## How to link Google Analytics with Google Search Console

Google Analytics and Google Search Console might seem like they offer the same information, but there are some key differences between these two Google products. GA is more about who is visiting your site—how many visitors you're getting, how they're getting to your site, how much time they're spending on your site, and where your visitors are coming from (geographically-speaking). Google Search Console, in contrast, is geared more toward more internal information—who is linking to you, if there is malware or other problems on your site, and which keyword queries your site is appearing for in search results . Analytics and Search Console also do not treat some information in the exact same ways, so even if you think you're looking at the same report, you might not be getting the exact same information in both places.

To get the most out of the information provided by Search Console and GA, you can link accounts for each one together. Having these two tools linked will integrate the data from both sources to provide you with additional reports that you will only be able to access once you've done that. So, let's get started:

Has your site been added and verified in Search Console? If not, you'll need to do that before you can continue.

From the Search Console dashboard, click on the site you're trying to connect. In the upper righthand corner, you'll see a gear icon. Click on it, then choose "Google Analytics Property."



This will bring you to a list of Google Analytics accounts associated with your Google account. All you have to do is choose the desired GA account and hit "Save." Easy, right? That's all it takes to start getting the most out of Search Console and Analytics.

## Adding a sitemap

# Digital Marketing Handbook

Sitemaps are files that give search engines and web crawlers important information about how your site is organized and the type of content available there. Sitemaps can include metadata, with details about your site such as information about images and video content, and how often your site is updated.

By submitting your sitemap to Google Search Console, you're making Google's job easier by ensuring they have the information they need to do their job more efficiently. Submitting a sitemap isn't mandatory, though, and your site won't be penalized if you don't submit a sitemap. But there's certainly no harm in submitting one, especially if your site is very new and not many other sites are linking to it, if you have a very large website, or your site has many pages that aren't thoroughly linked together.

Before you can submit a sitemap to Search Console, your site needs to be added and verified in Search Console. If you haven't already done so, go ahead and do that now.

From your Search Console dashboard, select the site you want to submit a sitemap for. On the left, you'll see an option called "Crawl." Under "Crawl," there will be an option marked "Sitemaps."

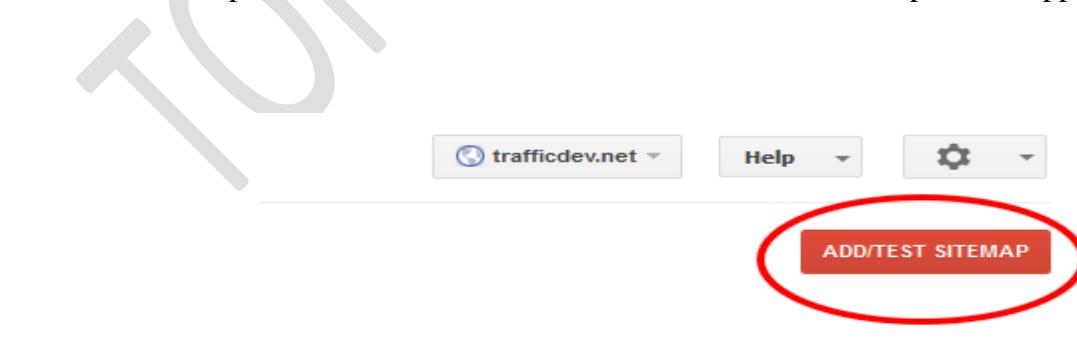
The screenshot shows the Google Search Console dashboard. On the left, there is a sidebar with the following navigation:

- Dashboard
- Messages
- Search Appearance
- Search Traffic
- Google Index
- Crawl (this item is circled with a red arrow pointing to the 'Sitemaps' link)
- Crawl Errors
- Crawl Stats
- Fetch as Google
- robots.txt Tester
- Sitemaps (this item is circled with a red arrow)
- URL Parameters
- Security Issues
- Other Resources

The main content area displays two sections:

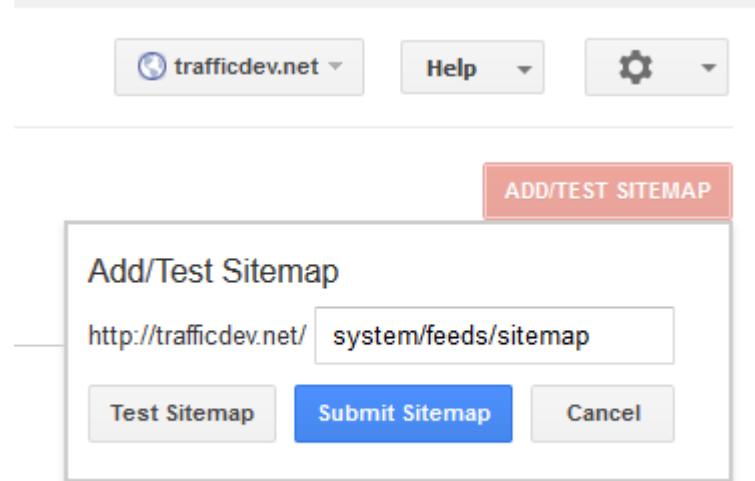
- New and important:** No new messages or recent critical issues. [View all](#)
- Current Status:** Crawl Errors (No errors detected in the last 90 days. Nice!)

Click on "Sitemaps." There will be a button marked "Add/Test Sitemap" in the upper righthand corner.



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This will bring up a box with a space to add text to it.



Type "system/feeds/sitemap" in that box and hit "Submit sitemap." Congratulations, you have now submitted a sitemap!

## Checking a robots.txt file

Having a website doesn't necessarily mean you want to have all of its pages or directories indexed by search engines. If there are certain things on your site you'd like to keep out of search engines, you can accomplish this by using a robots.txt file. A robots.txt file placed in the root of your site tells search engine robots (i.e., web crawlers) what you do and do not want indexed by using commands known as the robots Exclusion Standard.

It's important to note that robots.txt files aren't necessarily guaranteed to be 100% effective in keeping things away from web crawlers. The commands in robots.txt files are instructions, and although the crawlers used by credible search engines like Google will accept them, it's entirely possible that a less reputable crawler will not. It's also entirely possible for different web crawlers to interpret commands differently. Robots.txt files also will not stop other websites from linking to your content, even if you don't want it indexed.

If you want to check your robots.txt file to see exactly what it is and isn't allowing, log into Search Console and select the site whose robots.txt file you want to check. Haven't already added or verified your site in Search Console? Do that first.

## Search Console

The screenshot shows the Google Search Console dashboard. On the left, a sidebar lists various tools: Dashboard, Messages, Search Appearance, Search Traffic, Google Index, Crawl (which is expanded to show Crawl Errors, Crawl Stats, Fetch as Google, robots.txt Tester, Sitemaps, URL Parameters, Security Issues, and Other Resources), and Help. The 'robots.txt Tester' link under the Crawl section is highlighted with a red oval. A red arrow points from the text above to this link. The main content area is titled 'New and important' and says 'No new messages or recent critical issues. View all'. Below that is a 'Current Status' section with a 'Crawl Errors' box stating 'No errors detected in the last 90 days. Nice!'

On the left-hand side of the screen, you'll see the option "Crawl." Click on it and choose "robots.txt Tester." The Robots.txt Tester Tool will let you look at your robots.txt file, make changes to it, and alert you about any errors it finds. You can also choose from a selection of Google's user-agents (names for robots/crawlers) and enter a URL you wish to allow/disallow, and run a test to see if the URL is recognized by that crawler.

The screenshot shows the 'robots.txt Tester' page within the Google Webmaster Tools. The left sidebar has the same navigation as the main dashboard. The main area shows the content of the latest robots.txt file (version seen on 2/10/13, 7:25 AM OK (200) 61 Bytes). It contains two entries: 'User-agent: \*' followed by 'Disallow: /' and 'User-agent: Googlebot' followed by 'Disallow: /'. At the bottom, there are status indicators: 0 Errors, 3 Warnings, and a 'Submit' button. A note at the bottom says 'http://www.google.com/enter-a-url-related-if-it-is-blocked'.

If you make any changes to your robots.txt file using Google's robots.txt tester, the changes will not be automatically reflected in the robots.txt file hosted on your site. Luckily, it's pretty easy to update it yourself. Once your robots.txt file is how you want it, hit the "Submit" button underneath the editing box in the lower right-hand corner. This will give you the option to download your updated robots.txt file. Simply upload that to your site in the same directory where your old one was ([www.example.com/robots.txt](http://www.example.com/robots.txt)). Obviously, the domain name will change, but your robots.txt file

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should always be named "robots.txt" and the file needs to be saved in the root of your domain, not www.example.com/somecategory/robots.txt.

Back on the robots.txt testing tool, hit "Verify live version" to make sure the correct file is on your site. Everything correct? Good! Click "Submit live version" to let Google know you've updated your robots.txt file and they should crawl it. If not, re-upload the new robots.txt file to your site and try again.

## Fetch as Google and submit to index

If you've made significant changes to a website, the fastest way to get the updates indexed by Google is to submit it manually. This will allow any changes done to things such as on-page content or title tags to appear in search results as soon as possible.

The first step is to sign into Google Search Console. Next, select the page you need to submit. If the website does not use the 'www.' prefix, then make sure you click on the entry without it (or vice versa.)

On the lefthand side of the screen, you should see a "Crawl" option. Click on it, then choose "Fetch as Google."

The screenshot shows the Google Search Console dashboard. On the left, there's a sidebar with various navigation links: Dashboard, Messages, Search Appearance, Search Traffic, Google Index, Crawl (which is expanded), Crawl Errors, Crawl Stats, Fetch as Google (which is highlighted with a red oval and an arrow pointing to it), robots.txt tester, Sitemaps, URL Parameters, Security Issues, and Other Resources. The main content area has two sections: 'New and important' (with a note about no new messages or critical issues) and 'Current Status' (with a 'Crawl Errors' box stating 'No errors detected in the last 90 days. Nice!').

Clicking on "Fetch as Google" should bring you to a screen that looks something like this:

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## Fetch as Google

See how Google renders pages from your website. [Learn more](#)

http://trafficdev.net/

Leave URL blank to fetch the homepage. Requests may take a few minutes to process.

If you need to fetch the entire website (such as after a major site-wide update, or if the homepage has had a lot of remodeling done) then leave the center box blank. Otherwise, use it to enter the full address of the page you need indexed, such as <http://example.com/category>. Once you enter the page you need indexed, click the "Fetch and Render" button. Fetching might take a few minutes, depending on the number/size of pages being fetched.

After the indexing has finished, there will be a "Submit to Index" button that appears in the results listing at the bottom (near the "Complete" status). You will be given the option to either "Crawl Only This URL," which is the option you want if you're only fetching/submitting one specific page, or "Crawl This URL and its Direct Links," if you need to index the entire site.

Click this, wait for the indexing to complete, and you're done! Google now has sent its search bots to catalog the new content on your page, and the changes should appear in Google within the next few days.

## Site errors in Google Search Console

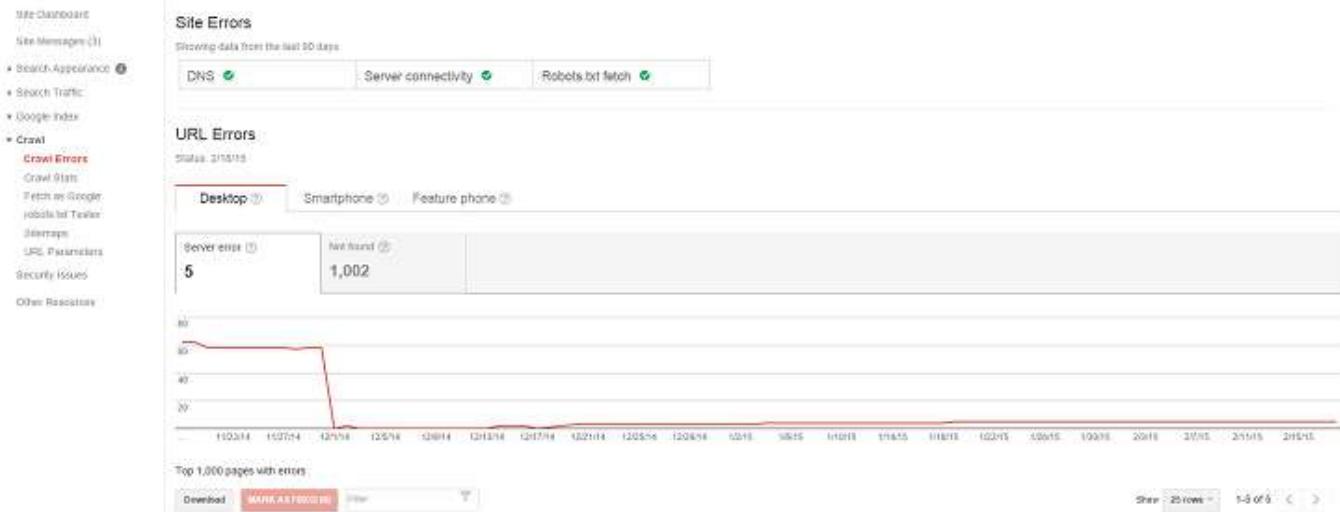
Nobody wants to have something wrong on their website, but sometimes you might not realize there's a problem unless someone tells you. Instead of waiting for someone to tell you about a problem, Google Search Console can immediately notify you of any errors it finds on your site.

If you want to check a site for internal errors, select the site you'd like to check. On the lefthand side of the screen, click on "Crawl," then select "Crawl Errors."

The screenshot shows the Google Search Console interface. On the left, a sidebar menu is open with several options: Dashboard, Messages, Search Appearance, Search Traffic, Google Index, Crawl (which is circled in red), Crawl Errors (with a red arrow pointing to it), Crawl Stats, Fetch as Google, robots.txt Tester, Sitemaps, URL Parameters, Security Issues, and Other Resources. The main content area is titled "New and important" and says "No new messages or recent critical issues. [View all](#)". Below that is a section titled "Current Status" with a sub-section "Crawl Errors" which displays the message "No errors detected in the last 90 days. Nice!" with a green checkmark icon.

You will then be taken directly to the Crawl Errors page, which displays any site or URL errors found by Google's bots while indexing the page. You will see something like this:

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Any URL errors found will be displayed at the bottom. Click on any of the errors for a description of the error encountered and further details.

## Error details

## Linked from

**Last crawled:** 12/21/14

**First detected:** 12/13/14

Googlebot couldn't access the contents of this URL because the server had an internal error when trying to process the request. These errors tend to be with the server itself, not with the request. [More info.](#)

Record any encountered errors, including screenshots if appropriate. If you aren't responsible for handling site errors, notify the person who is so they can correct the problem(s).

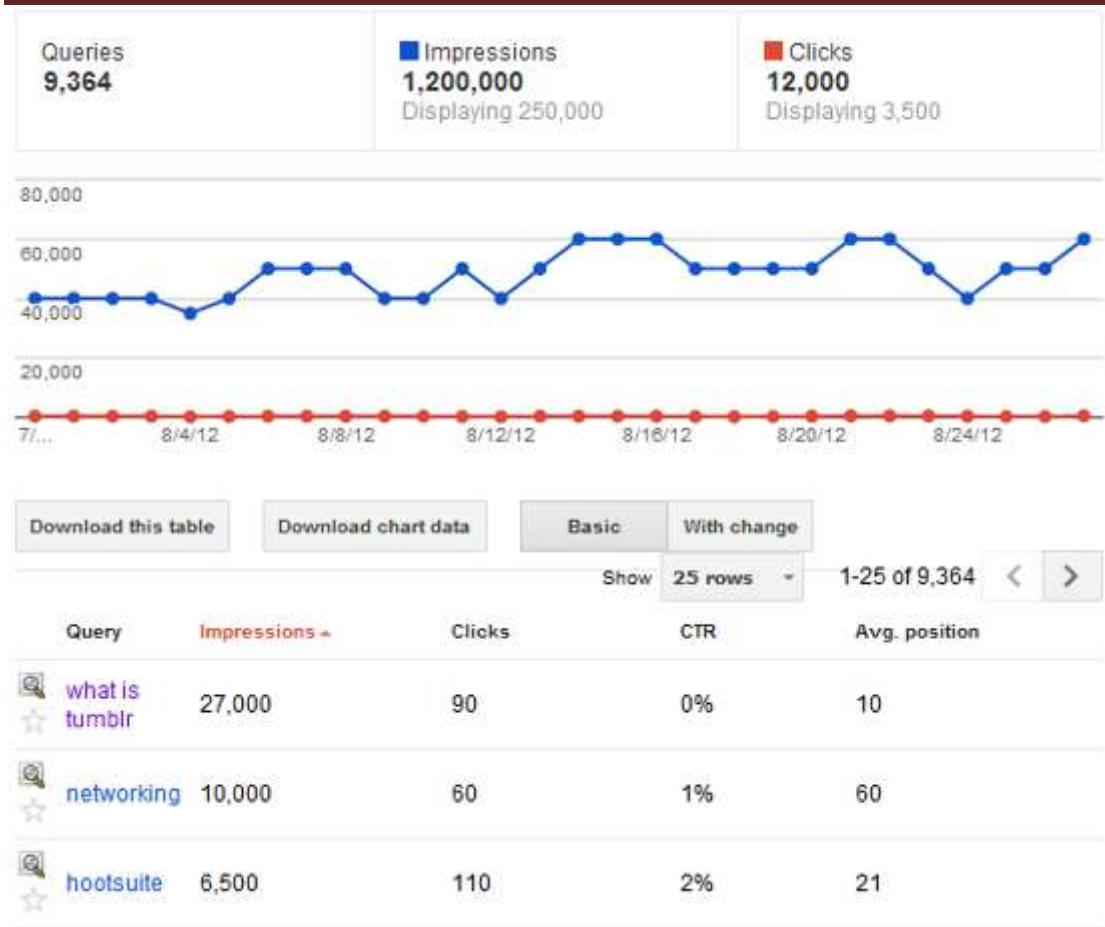
We hope this guide has been helpful in acquainting you with Google Search Console. Now that everything is set up and verified, you can start taking in all the information that Google Search Console has for you.

## Search Traffic

### Search queries

- This is probably the most beneficial tab on the GWMT. Here you'll find out how people get to your website.

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You'll see a list of search terms that led people to your site, which is a valuable tool, says Nicodemus. "As a business owner you assume you know which words people are using to find your site, but this list can reveal terms that you weren't even thinking of," he says.

Learning these search terms might persuade you to make some product adjustments, Nicodemus says. For instance, if you're selling coffee mugs online and a lot of people find your site by searching "brown coffee mugs" and you're only selling black mugs, you might consider adding brown mugs to your product line. "It's a great way to find missed opportunities," Nicodemus says. "Business owners can use this information to add products, remove under-performing products, and create relevant blog content that uses these keywords."

The search queries page will also show you a graph of impressions and clicks. Impressions are the number of times that your site showed up in search results. Clicks are the number of times people actually selected your website from the results, and the click through rate is the percentage of impressions that resulted in a click to your site.

How do you keep these stats high? One of the best ways is to keep your site updated regularly with high quality content.

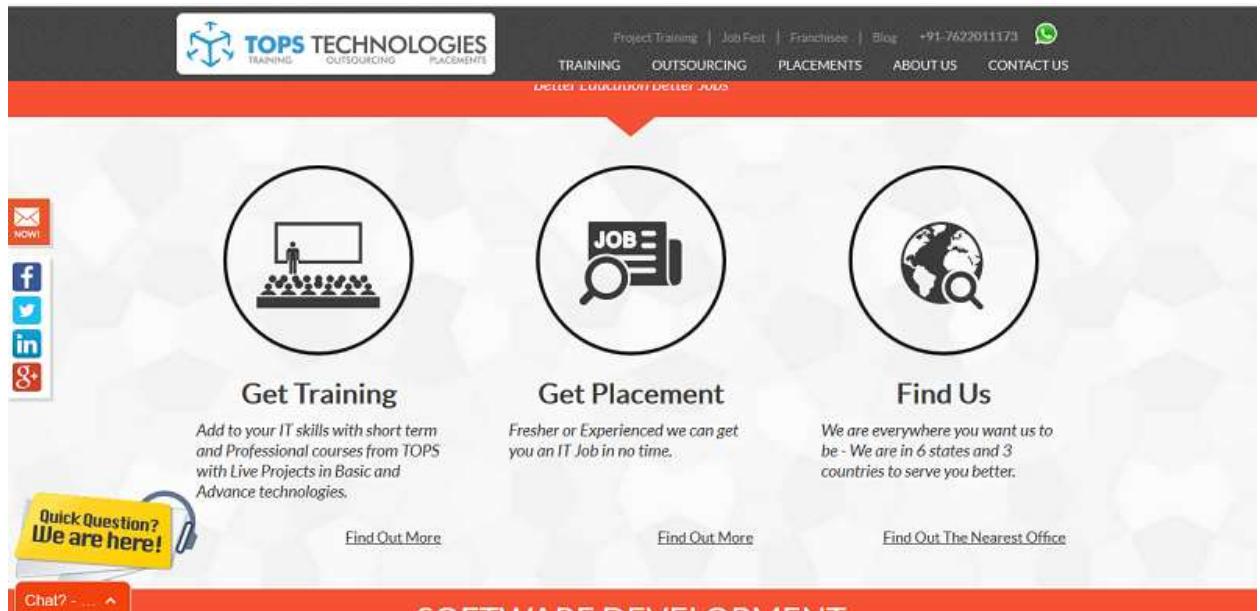
## Links to your site

This section tells you who links to your site and how. It's organized in basic categories like "Who links the most" and "Your most linked content." Why does this matter? The more quality sites that link to yours, the better your Google ranking. If you're providing quality content, other sites will link to your content naturally.

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## Internal links

To improve navigation on your site, you'll want to provide internal links. For instance, on this Tops Home page “FindOut More” is internal links that take customers to another spot within the website.



Internal links make it easier for people to surf your site and tell Google the importance of a page. The more internal links that point to a page, the more Google assumes its significance.

## Manual Actions

This tab is another way for Google to communicate with you. If there are any actions that you need to worry about, Google will let you know.

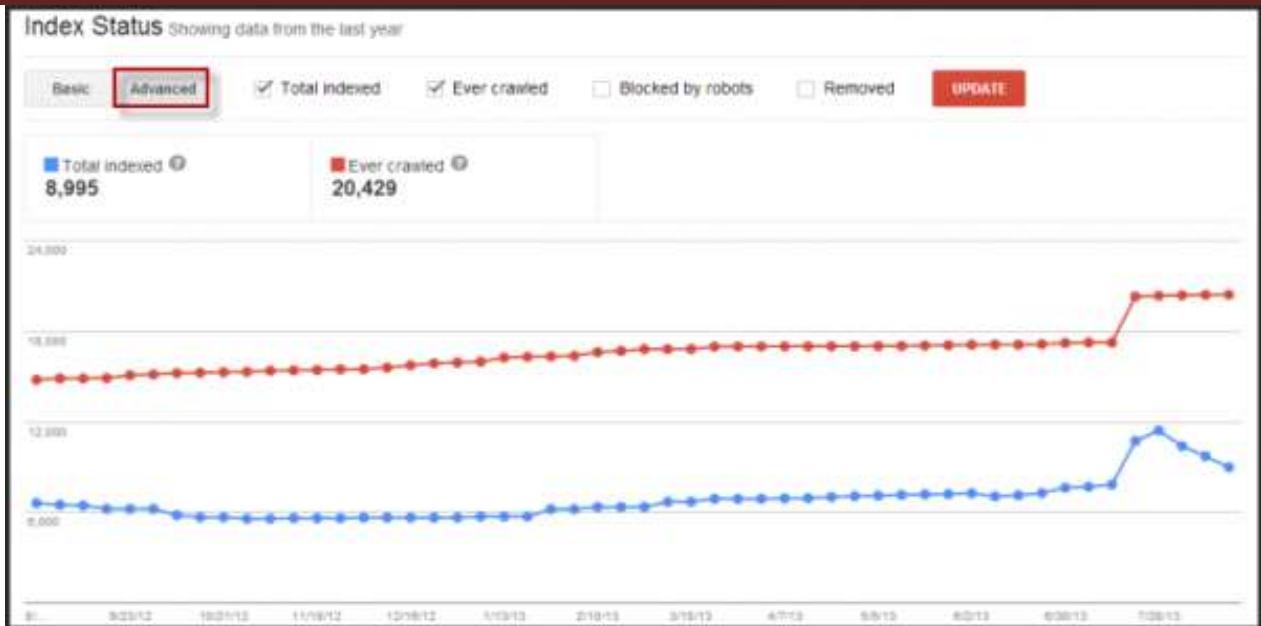
## Google Index

### Index status

This tab shows you the total number of URLs that Google has recognized and will appear in search results. Google finds these URLs with a ton of computers that “crawl” through the Internet to look for new and updated pages online. Once a new page or an update is found, the Googlebot scans it for important information and indexes it so it can be found during a search.

The index tab shows you the number of URLs the bot found. Why is this important information? You want to make sure that Google can find and index your site. A steady increase in the number of URLs is proof that Google can find your site and catalog the content on it. Here's a good example.

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If you see dramatic increases or decreases in the graph you might have a problem with your server, or something is blocking Google from crawling your site and you'll want to investigate further. Again, a steady increase is all you really need to look for here.

## Content Keywords

This is a list of the most significant keywords that are used throughout your site.

### Content Keywords

Keyword	Significance
---------	--------------

1. blog (8 variants)		
2. says (2 variants)		
3. post (5 variants)		
4. social (3 variants)		
5. media (3 variants)		
6. kristi (3 variants)		
7. marketing (5 variants)		
8. kikolani (2 variants)		
9. business (2 variants)		
10. new (3 variants)		

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The keywords are listed in order of usage, with the most used keywords at the top. You can click on each word and see where it appears on your site. This information, along with the search queries information, can tell you how Google interprets your business site.

If you feel like the keywords that are listed aren't accurately reflecting your site, it's time to rethink your content strategy. You might consider making a list of keywords you want associated with your site, and add the keywords that people are using to find your site (found under the search queries tab) and create a master list of keywords. Use those keywords in your website content and blog topics.

## Remove URLs

If Google has indexed a part of your website that contains confidential information, you can send a request to have that URL removed. This should only be used for emergency cases, like exposed confidential data.

## Crawl

### Crawl errors

As the Googlebot crawls through your site, it will list any errors it finds with your site. Here's a look at a typical list of crawl errors.

### Crawl errors

Issues Google encountered when crawling your site.

Web	Mobile CHTML	Mobile WML/XHTML	
URL	Detail	Linked From	Detected
Show URLs: <a href="#">HTTP (1)</a>   <a href="#">Not found (78)</a>   <a href="#">Unreachable (1)</a>			
 <a href="http://www.dollarshower.com/eyes-anatomy-season-finale-2009-courtesy-google-trends-twitter-search/">http://www.dollarshower.com/eyes-anatomy-season-finale-2009-courtesy-google-trends-twitter-search/</a>	404 (Not found)	<a href="#">3 pages</a>	Jul 16, 2011
 <a href="http://www.dollarshower.com/build-your-own-well-almost-wordpress-theme/">http://www.dollarshower.com/build-your-own-well-almost-wordpress-theme/</a>	404 (Not found)	<a href="#">4 pages</a>	Jul 16, 2011
 <a href="http://www.dollarshower.com/?p=238">http://www.dollarshower.com/?p=238</a>	404 (Not found)	unavailable	Jul 14, 2011
 <a href="http://www.dollarshower.com/?p=20">http://www.dollarshower.com/?p=20</a>	404 (Not found)	unavailable	Jul 13, 2011

The most common error is a 404, which means the page can't be found. If you've redesigned your site, you might see this a lot if you didn't redirect people to the right page. You'll also see these error messages if you take down old content. If another website linked to that old content, you'll get the 404 error message too. If that's the case, send an email to the site manager and ask to have the link updated.

### Crawl stats

This shows you how often Google is crawling your site. You'll want to check this graph from time to time to make sure that Google is scanning through your content. If you think Google should be

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checking in more often, make sure you're updating content regularly and you'll keep the bot coming back for more.

## Fetch as Google

This handy tool lets you see a webpage the way Google does. Just enter a URL and hit "Fetch."

The screenshot shows the Google Webmaster Tools dashboard. On the left, there's a sidebar with links like Dashboard, Messages, Configuration, Health, Crawl Errors, Crawl Stats, Blocked URLs, Fetch as Google (which is highlighted in red), and Malware. The main area has a title 'Fetch as Google' with the sub-instruction 'See exactly how a page appears to Google.' Below this is a box containing 'Fetches remaining: 499' and 'URL and linked pages submissions remaining 10'. At the bottom, there's a text input field with the URL 'http://www.pitstopmedia.com/sem/how-to-use-facebook-ads-to-grow-your-ecommerce', a dropdown menu set to 'Web', and a large red button labeled 'FETCH'.

This option is particularly helpful if you're trying to troubleshoot issues with your page. For instance, if you have crawl errors or HTML suggestions and you're making attempts to fix those issues, you'll be able to fetch the page and see if the problem is fixed in the eyes of Google.

## Blocked URLs

If you have content on your site that you've blocked from Google on purpose, you'll see a list of those links here. Remember when we talked about confidential pages that you didn't want Google to include in searches? You can keep track of them here.

## Sitemaps

A Sitemap is exactly what it sounds like; it's a map that helps Google recognize all of the pages on your site. This isn't something the Googlebot handles, you actually have to create an XML sitemap and submit it to Google. How do you do that? We suggest using [XML-sitemaps.com](http://XML-sitemaps.com). This site will walk you through the process and get the information to Google. It might sound techy, but it's beneficial. If you can get Google to recognize all of the pages on your site, your search ability will increase.

## URL parameters

This section allows you dictate which URLs Google crawls, but unless you're an Internet aficionado, you'll probably want to stay away from this. If you enter the wrong URLs you can negatively affect your site. It's best to leave this one to the pros.

## Malware

If your site has fallen victim to hackers, Google will let you know. You can also request a malware review from Google to make sure all infected areas are clear.

## Security issues

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This tab is another way for Google to get in touch with you should there be any security concerns. It's just another inbox-like feature that you should monitor.

## Additional tools

You'll find some helpful resources in this section. We'll go over the most important and easy-to-use tools.

### Other resources

Structured Data Testing Tool	Use the Structured Data Testing Tool to check that Google can correctly parse your structured data markup and display it in search results.
Structured Data Markup Helper	Not sure how to start with adding structured data markup to your HTML? Try this point-and-click tool.
Email Markup Tester	Validate the structured data contents of an HTML email using Email Markup Tester.
Google Places	97% of consumers search for local businesses online. Be there when they're looking for you with Google Places for business - a free local platform from Google.
Google Merchant Center	The place to upload your product data to Google and make it available to Google Product Search and other Google services.
PageSpeed Insights	Use PageSpeed Insights to find out how to make your web pages fast on all devices.
Custom Search	Harness the power of Google to create a customized search experience for your own website.

## Google Places

You want customers to be able to find your business, its location and contact information in a snap, right? Then you should check out Google Places. In a few simple steps you'll get your business on the map – literally. A map with a pin showing your location will appear in search results. Other important information will also pop up in searches.

## Google Merchant Center

When you Google “new shoes,” a list of relevant links come up along with several pictures of products.

Shop for new shoes on Google

Sponsored

 Nike Air Jordan 5 Retro PS B... \$69.95 Sneakers4u.c...	 New Arrival 2013 Cheap... \$53.58 AliExpress.com	 Nike Air Foamposite... \$249.95 Sneakers4u.c...	 2014 new arrival rhinest... \$35.00 AliExpress.com
 Free Shipping Popular Air F... \$159.00 AliExpress.com	 2013 new jordan 11 athl... \$69.99 AliExpress.com	 free shipping 2014 new retr... \$55.00 AliExpress.com	 Free shipping! 2014 new kd... \$55.68 AliExpress.com

Shop by brand

Nike adidas UGG Converse Vans

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To improve the chances of your products showing up in these product listing ads, you'll want to follow the link to the Google Merchant Center. You'll be able to enter information about your product and improve your search ability.

## Page Speed Insights

If a customer has to wait for your page to load, they might get impatient and go to a competitor's site. To avoid this, use the Page Speed Insights tab to see just how fast your page loads on both a desktop computer and a mobile device. Check out the report below.

The screenshot shows the PageSpeed Insights interface. At the top, it says "PageSpeed Insights" with social sharing icons for Google+ and Facebook. Below that is a URL input field containing "http://mcewensmedia.com/" and an "ANALYZE" button. There are two tabs: "Mobile" (selected) and "Desktop". The main content area displays a score of "81 / 100" and a "Suggestions Summary". It lists two items under "Should Fix": "Eliminate render-blocking JavaScript and CSS in above-the-fold content" with a "Show how to fix" link. Under "Consider Fixing", it lists "Enable compression" and "Leverage browser caching", each with a "Show how to fix" link. To the right of the suggestions is a small image of a laptop displaying the mcewensmedia.com website.

You'll get a rating. In this case, the desktop rating is 81/100. To improve the speed, it gives you a list of things you can change to make your page load faster.

## 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.

For companies and brands the power that social media gives the consumer or the customer can make or break the company. There have been hundreds of instances where companies and brands have grown exponentially in a day and some have lost their brand value in a day. 20-30 yrs ago marketing professionals used to say that 1

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satisfied client can bring in 9 other clients and 1 dissatisfied client will have you lose 99 clients. In the days of social media these numbers have grown exponentially.

## Power of Social media



A few years ago Facebook published a statistic that there are only 3.7 degrees of separation between facebook users - When considering another person in the world, a friend of your friend knows a friend of their friend.“ So you can imagine how small the world can become because of Social Media Remember Social media is a double edged sword - Imagine a client of yours has a positive experience with your co and posts on their facebook page about the great experience all his or her friends will see it. Some of them will like it and now your 1 good experience has become viral. The same applies to a negative review and if a negative review about your service gets posted you should try and get into a damage control position and fix it as soon as possible. Always remember a negative experience will get liked and shared much more and faster than a good experience.

The good part is Social media marketing if done correctly can be such a huge marketing boost that it can change the companies fortune in a short time. Furthermore it can act as a passive promotional Advocacy is the most important factor in your social media success. The sooner you understand what points will bring you the most likes and shares and forwards the better it is. Try a few things and see what interests your users the most.

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. 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.

## Essential Elements of a Social Media Marketing Strategy

### 1. Identify Business Goals

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- 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

Goals aren't terribly useful if you don't have specific parameters that define when each is achieved. For example, if one of your primary goals is generating leads and sales, how many leads and sales do you have to generate before you consider that goal a success?

Marketing objectives define how you get from Point A (an unfulfilled goal) to Point B (a successfully fulfilled goal). You can determine your objectives with the S-M-A-R-T approach: Make your objectives specific, measurable, achievable, relevant and time-bound.

## 3. Identify Ideal Customers

If a business is suffering from low engagement on their social profiles, it's usually because they don't have an accurate ideal customer profile.

Buyer personas help you define and target the right people, in the right places, at the right times with the right messages. 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.

## 4. Research Competition

When it comes to social media marketing, 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. Start by compiling a list of at least 3-5 main competitors. Search which social networks they're using and analyze their content strategy. Look at their number of fans or followers, posting frequency and time of day.

Also pay attention to the type of content they're posting and its context (promotional, etc.) and how they're responding to their fans.

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The most important activity to look at is engagement. Even though page admins are the only ones who can calculate engagement rate on a particular update, you can get a good idea of what they're seeing.

## 5. Choose Channels and Tactics

Many businesses create accounts on every popular social network without researching which platform will bring the most return. You can avoid wasting your time in the wrong place by using the information from your buyer personas to determine which platform is best for you.

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.

When your customers are using a specific network, that's where you need to be—not everywhere else.

## 6. Create a Content Strategy

Content and social media have a symbiotic relationship: Without great content social media is meaningless and without social media nobody will know about your content. Use them together to reach and convert your prospects. There are three main components to any successful social media content strategy: type of content, time of posting and frequency of posting.

The type of content you should post on each social network relies on form and context. Form is how you present that information—text only, images, links, video, etc.

## 7. Allocate Budget and Resources

Many businesses establish their budget first, and then select which tactics fit that budget. I take the opposite approach. I establish a strategy first, and then determine the budget that fits that strategy. If your strategy execution fees exceed your budget estimate, prioritize your tactics according to their ROI timeframe. The tactics with the fastest ROI (advertising and social referral) take priority because they generate instant profit you can later invest into long-term tactics (fan acquisition, quality content creation or long-term engagement).

## 8. Assign Roles

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

Things may be a bit messy in the beginning, but with time team members will know their roles and what daily tasks they're responsible for.

### Type of Content for Social Media

- Adjacent Content
- Responses and Forwards
- Non Promotional sharing
- Job Openings
- Jokes
- Quizzes

The type of content you publish is very important for how much your potential customers will engage with your social media properties.

If a potential customer or an existing customer has liked your page he or she has liked what you offer and might be interested in knowing more updates on a regular basis and would also be interested in knowing about similar trends. For example if you are a Mobile shop owner regular updates about not only accessories for the user's phones but also new trends and developments might be of interest of the customer.

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Responses and forwards – Not all ideas have to be your own you can join the communication of someone else and still engage with your users. For example if someone is talking about a good recipe of a risotto can you as a restaurant chime in with tips on what else can be added and the last line can be to eat the best risotto in your town visit ABC restaurant. Or you can have one of your fans chime in saying I really like the risotto at ABC restaurant.

Non promotional Sharing – Social media doesn't always have to be about marketing, if you or your colleagues are doing good work for the society or the people share it with your customers. It doesn't hurt to show your human side – you might have seen movie stars and cricketers share pictures of them going to an orphanage. Those images don't help the main business of movies or cricket but it creates an image of a good human which helps in brand building.

Job Openings – Similar to Non Promotional sharing you posting jobs on social media can bring you a positive effective for branding. Whether your fan or advocate can apply for a position or not but if he knows someone he might forward or like your job opening and it will get a lot of visibility.

Quizzes and mindtwisters also works well for certain brands where a quiz or mindtwister is posted and people reply their answers. When a user posts an answer the question will get posted on their wall and create an awareness.

If you feel your customers might appreciate a funny image or a joke and won't create a negative impression you should definitely use funny images and jokes. You can also use funny images with your company branding on your personal page and hope it will become viral.

## Social Media Channels

- Facebook
- Linkedin
- Twitter
- Pinterest
- Instagram
- Google+

You could be the best judge if you should use 1,2 or all the channels available to you for social media. If you feel your effort and focus on only 1 channel is more effective for your company it would be ok. For a company that segments 16-22 yr students focusing on facebook might be the right trend. If you are offering a product or service in which LinkedIn might be the best channel focus on that.

Think about your objectives and goals, your target customer and then the ideal social site.

## Facebook: FACEBOOK MARKETING

Facebook is a social networking service provider. It lets you invite and connect with friends, send messages and pictures, like and comment or share them. Facebook has seen outstanding growth since its inception and is poised to maintain its dominance in social networking.

### What is Facebook Marketing?

Facebook is undoubtedly the most popular social media platform available with many advantages associated with it. It is primarily a social networking site, however it can be used as a handy tool for promoting and advertising a business. We can use Facebook to promote a brand, market a company, or create awareness about a service or a product.



Success with this form of marketing requires more than a fan page and a few friends. When used effectively, Facebook marketing can provide a business with exciting benefits and results. Facebook marketing can enable businessmen to greatly improve their brand awareness and reach out to a wider audience.

## How to Create a Fan Page?

A Facebook fan page is an amazing way to promote your business, build awareness for a cause, and gather support for your brand. If you would like to create a fan page, follow these easy steps:

- Log in to your Facebook account.
- Click on the settings on the top right-hand corner of your page.
- Click on create page.
- Click on the type of page you would like to create.
- Fill in all the information required.
- Click on "get started".
- Upload a profile picture and click on save photo.
- Complete the 'about' section and click 'save info'.
- Now decide whether you want to enable ads or skip (it will be payable if you enable).

## Facebook Profiles

Facebook Profiles are for people and they are generally meant for personal use only. A Facebook profile is an account that is allocated against an individual, who can use it to network with friends and colleagues, and share information with them. It is designed to be a unique profile on the Facebook network for that one individual, and it is not meant to be used to represent a company, an organization, or a fictional character.

## Facebook Places

Facebook Places enable people to provide real-time update of where they are and what they are doing when they are on the move. It also enables its users to take advantage of unexpected coincidences such as discovering that they are at some concert as their friends. Users can check in when they arrive at a location, and see whether their friends are nearby. The best part about Facebook places is that it will more or less maintain itself once it has been created. Facebook users do have the ability to 'like' the Facebook places as well, so encourage visitors to press the 'like' button after they check in.

## Facebook Groups

Facebook Groups are the places for small group communication where users can share their common interests and express their opinion. Groups allow people to come together around a common cause. Groups are for discussing issues and share related content. When we create a group, we can decide whether to make it publicly available for anyone to join, require administrator approval for members to join, or keep it private and by invitation only. Groups range widely – from light-hearted themes to organizing activities to serious topics such as politics and world events.

## Facebook Community

A Facebook Community is about an organization, a celebrity, or a topic. Community pages are meant for general topics and all kinds of unofficial but interesting things. These pages let us stay connected with others who share similar interests and experiences.

## Grow Your Business with Facebook

Facebook is fast becoming a powerhouse of marketing activity due to the sheer number of engaging users on the site and the simplicity of connecting with them directly.

Facebook can provide your business with a branding outpost on the web where customers, employees,

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and even the media can find information about your company, products, and services. Facebook connects you and your staff directly to your customers and fans.

Facebook can generate new leads for your business by drawing users' attention towards what you are offering. Facebook helps in sharing links, images, and posts on a customizable page to project a better sense of your business. Facebook runs tactics like contests, sweepstakes, etc., that can increase fans and brand awareness of your business.



## How can Facebook help your business?

### Latest Facebook Trends

The nature of social media marketing is ever-changing, so it is important to constantly stay updated with what the current market trends are. The latest Facebook trends that a business should be aware of are: using the cover photo for marketing, different types of Facebook posts, more pictures, etc. Facebook looks completely different from how it was a year ago, so it should not be surprising that marketing on the social network has also changed a great deal.

### What are Adverts?

Adverts on Facebook are unique. They are shown to specific groups of highly engaged people. If your adverts have a great creative content and are well targeted, they get more likes, comments, and shares. When we boost our page posts or expand the audience for the adverts, more people will see them when they visit Facebook. Facebook ads allow us to promote our business, get more fans to our business page, and drive more leads for our sales team. Facebook ads allow us to advertise a website or content that we manage on Facebook (like a group, page, or event)

To create an ad, go to: <http://www.facebook.com/advertising>

And click "create an ad".

### How to Create a Campaign?

With targeted ads, stories, and wall posts, a successful campaign can be a powerful tool in our advertising arsenal. When running a Facebook campaign, we can draw on several Facebook components such as wall posts, Facebook ads, sponsored marketing, unique page tabs, etc. We can break down reports by campaign and also easily start/stop all ad sets within that campaign. Campaigns correspond to each of our advertising objectives, like building brand awareness or driving

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web traffic. They are designed to help optimize and measure our results for each objective across multiple ad sites and ads. Each campaign can feature multiple ad sets, each of which has its own budget and schedule. We can also organize each ad set to represent a particular audience segment, for example, we can have an ad set for people who live near our store. This will help us control the amount we spend on each audience, decide when they will see our ads, and measure their response. Within each ad set, we can have multiple ads, each of which can feature a different set of images, links, videos, or text.

The image shows two side-by-side screenshots. On the left is a 'Boost Post' configuration window from Facebook. It includes sections for 'AUDIENCE' (radio buttons for 'People who like your Page', 'People who like your Page and their friends', and 'People you choose through targeting'), 'LOCATION' (set to India), 'BUDGET AND DURATION' (total budget set to ₹300.00), and 'Estimated People Reached' (360 - 960 people). A note at the top says: 'Facebook's advertising tools might not work as expected when an ad blocker is enabled in a web browser. Turn off the ad blocker or add this web page's URL as an exception so you can create ads without any problems. After you turn off the ad blocker, you'll need to refresh your screen.' On the right is a screenshot of a GoDaddy website showing the 'ADD DOMAIN TO PREMIUM LISTINGS' section for 'RISINGGREENENERGY.COM'. It shows a list of domains under 'DOMAINS' and a form for adding a new domain. A red circle highlights the 'PAINTER ACCOUNTS' dropdown menu, which contains 'Alphonsh Pathenwala - 1740450'. Below the form are terms and conditions checkboxes and a 'SAVE' button. The URL in the browser bar is <http://mindshare4web.com/sell-you-domain-on-godaddy/>.

## Increase Facebook Likes for a Fan Page

Create a Facebook fan page with an instantly appealing image, as it will help in attracting more attention.

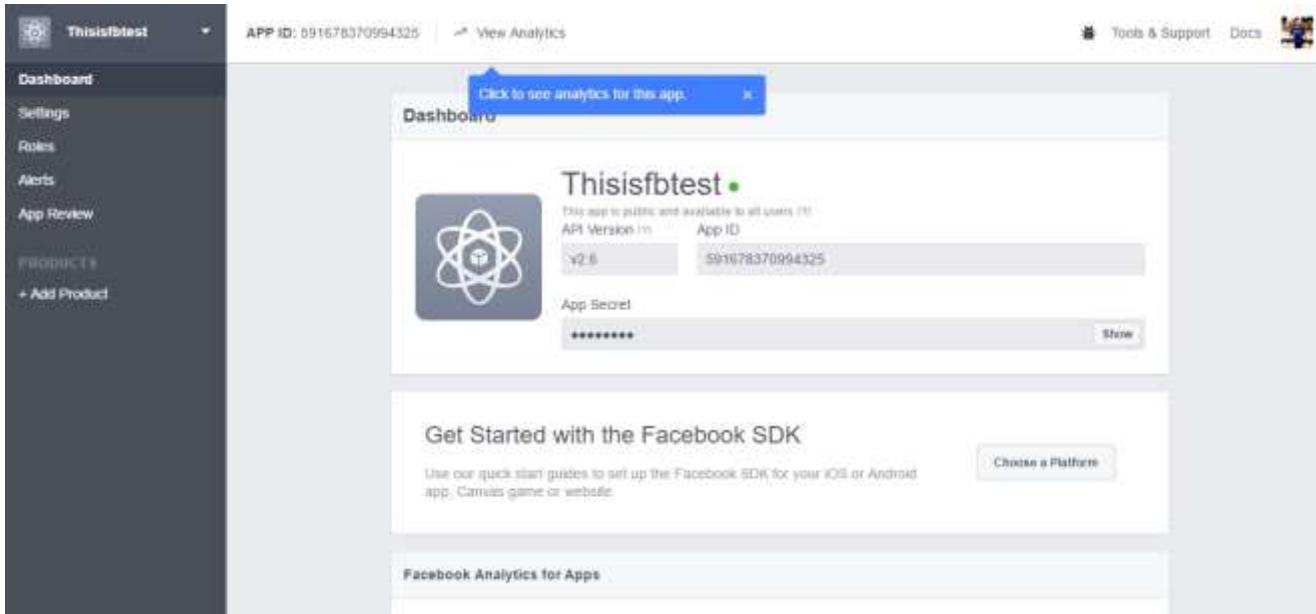
- Keep the Facebook fan page up to date by writing suitable description and posting interesting and friendly page titles. Always try to provide your readers with something fresh to read.
- If you are running a contest on your page, then ask your visitors to like your fan page. Facebook contests are the easiest way to get people excited, as the lure of a big prize compels your target customers to 'like' your page and become your fan.
- If you are running a business, then you should promote your fan page by using ads in the Facebook, as it is the easiest way to increase the visibility of your brand and reach out to a highly targeted audience.
- Promote your page on your official website because it helps you to get likes from new visitors on your site. Having a 'like' button on your website is an easy way to drive new likes over time.
- Synchronize your Facebook page with your other profiles on other social networking sites like Twitter, dig, etc. it will help you get more visitor response.
- Sometimes educational content is a better incentive for a 'like' than a discount offer or a prize, depending on your industry or the target audience. Providing free written content such as eBooks can drive tons of new fans and customers.

## What are Facebook Apps?

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Facebook apps are basically software programs that can be added to users' Facebook profiles. These interactive software applications are developed to utilize the core technologies of the Facebook platform. Applications for Facebook have gained massive popularity in the last few years due to its uniqueness and the ease of creating them.

Facebook apps integrate Facebook newsfeeds, notifications, various social channels, and other features to generate awareness and interest in the app by the Facebook users. Apps and games are normally developed to enhance your experience on Facebook.



You can add the apps that interest you from the app center. The information found in these apps is stored on developer servers that are not hosted by Facebook. The developers are responsible for their servers. It has not been possible to exchange real currency directly within Facebook apps, however apps can utilize 'Facebook credits', a virtual currency that can be purchased in order to acquire virtual goods and services within Facebook apps.

## Facebook Apps – Advantages

- Increased exposure to potential customers.
- Easily create new product or service campaigns online.
- Lower marketing expenses.
- Reach a targeted customer.
- Build brand loyalty.
- Provide multiple marketing platforms.
- Budget-friendly ads.
- Marketing strategy is low cost.
- Allows business to communicate with existing and prospective clients.
- Can easily update everyone at once about your business.

Twitter is another social networking platform that allows registered users to read and write 140-character messages called 'tweets'. It is available across all devices such as cell phones, desktops, laptops, and tablets.

## History of Twitter

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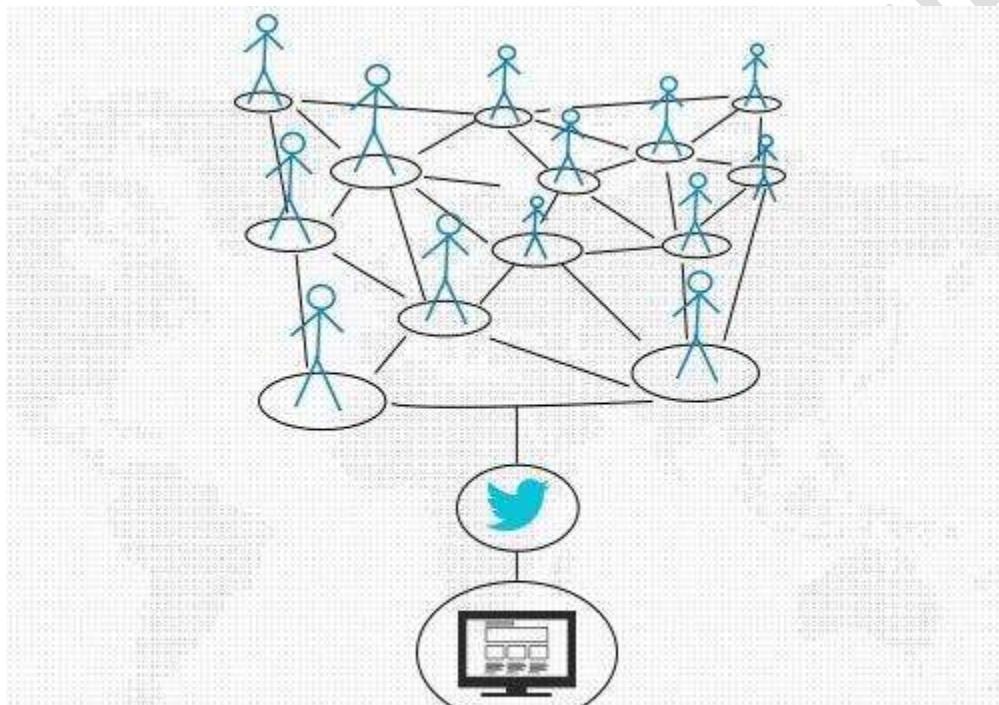
Jack Dorsey, an undergraduate student at New York University, introduced the idea of an individual using a message service to communicate with a small group. Twitter was launched as an SMS-based communication platform. Initially it was known as "twtr".

On March 21, 2006, Jack Dorsey sent the first ever tweet: "just setting up my twttr".

## 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. Users can find out if customers are talking about them, and the business can accordingly respond. 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.

Twitter is a great platform for projecting what your company is doing and accessing a large audience, where your Tweets can promote products and events.



## Create a Twitter Account for Your Business

Before creating a profile, make sure every element of your profile reflects your business identity and personality. Follow the steps given below to create an account for your business:

- Sign up for Twitter or go to [twitter.com](http://twitter.com)**

Supply all the required information in the lower box on the right side of your screen including your username, email address, and password.

- Confirm your account**

Twitter will send you an email to the email address you provided that will include a link that verifies your account. All you need to do is to click on the link to activate the account.

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## Make your first connections

When you are done with creating your account, the network will suggest people to follow. Twitter will recommend some popular accounts of celebrities to follow. Skip this step if you don't want to follow an account.

## Add profile details

Click "edit profile" on the right side of your screen. Upload two different appropriate and suitable photos to your profile and update the basic information that appears in your bio. Try to convey what your business or brand is all about.

## Send your first tweet

Everything is ready, now you are set to start tweeting! Hit the "Tweet" button and you are off and running with Twitter.

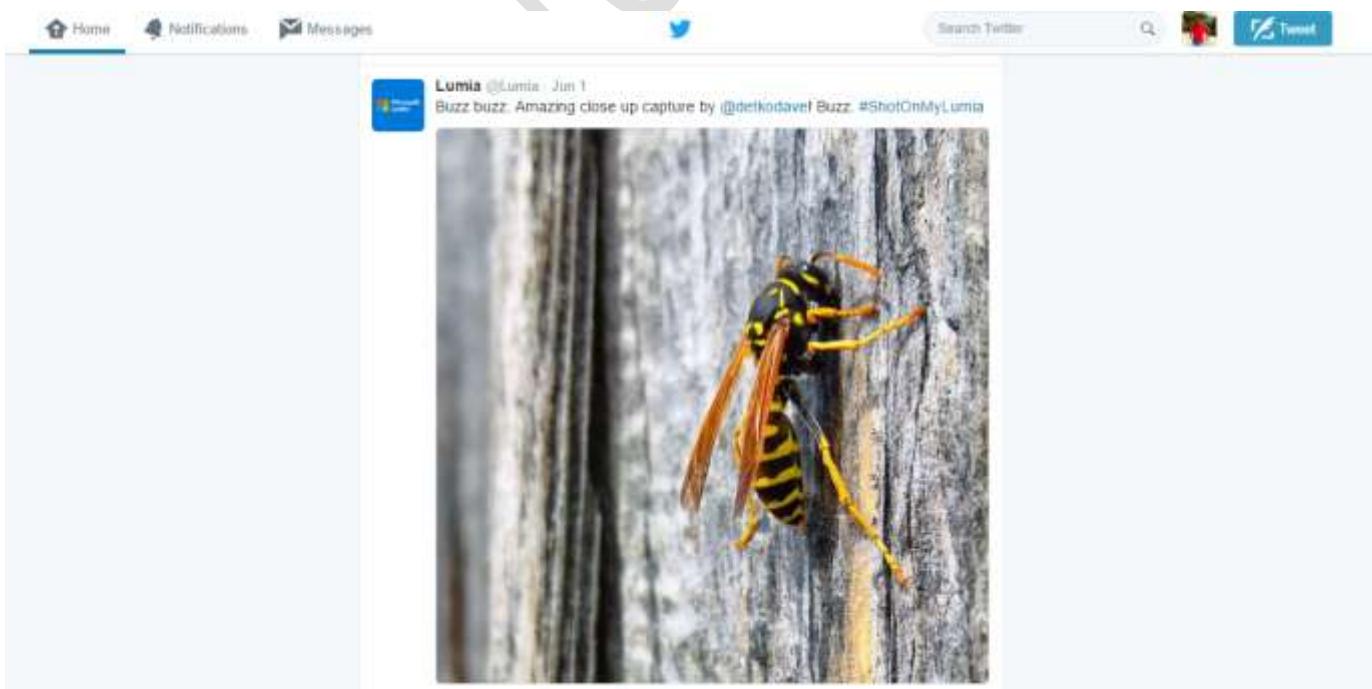
## How to Increase Followers on Twitter?

Grow your community by adding a follow button in your website and promote your username.

- Get noticed with hash tags like #smallbiz etc.
- Engage with your followers by collecting feedback to build a better business.
- Sync your email contacts with Twitter.
- Keep your bio updated with the events or the business campaign you are running.
- Embed your best tweets and tweet to people every day.
- 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.

## What is Hash Tag?

The symbol hash tag (#) is used to mark keywords in a tweet. It was originally created by Twitter users. 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. If you tweet with a hash tag on a public account, anyone who does a search for that hash tag will find you. A hash tag is a way for people to search for tweets having a common topic.



Hash tags allow you to create communities of people interested in the same topic by making it easier to share and find information related to the common topic.

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## 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.

The only thing tweeters need to do is to write a tweet based on some simple guidelines provided by the advertiser. Sponsored tweets take care of the rest, and will even tweet it out for you. Companies choose twitter followers they like based on a variety of factors, including how many followers you have and how much influence you have over those followers.

### 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.

### Twitter Account Promotion

Promoted accounts are ad units that enable you to quickly gain followers. Promoted accounts help you build trust and a fan following over time that gets people to see more of your tweets regularly. Once your promoted account is created, you can reach the audience who would most likely be interested in your business and want to follow your account.

Promoted accounts are shown in the twitter section of "who to follow", located on the left side of twitter feed. Promoted accounts help introduce a wider variety of accounts that people can enjoy.

### Tools to Integrate Twitter on Your Blog or Website

- Add the twitter widget to your site's sidebar as it's a great way to show your latest tweets on your website.
- Choose from 40 different well-designed twitter buttons to quickly create a badge to promote your account.
- **TwitThis** 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** is another solution for pulling Twitter comments across any platform. It allows you to display all the references from Twitter on a given webpage.
- **Aweber** has an excellent feature for any newsletter marketer. Newsletter delivery service has actually created a way to convert RSS to email to tweet.
- **Twitterfeed** is a pioneer of website and Twitter integration which allows you to automatically insert tweets into your Twitter from any RSS feed.

### 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.

### How to Integrate a Twitter Account to Your Website?

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

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

### Twitter Automation Tools

Following are some of the twitter automation tools that make your profile look like an announcement board.

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- **Twitterfeed** is a service that allows you to set up RSS from your blog or website.
- **Social Oomph** is a tool to create an automated direct message for new followers.
- **Tweet Old Post** is a great plugin which allows you to connect a Twitter account with your blog and regularly tweet posts to your followers.
- **Hootsuite** 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.
- **Visibili** is a free service that lets you create a custom sharing bar that goes with any links to share through their service.
- **Twitter Showdown** is a tool that provides valuable insights on follower-to-following ratio, level of Tweet engagement, tweet timing, and how two accounts compare.

## 4. 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.

Presently, it is the largest platform for social networking, assisting people with job opportunities. Jobseekers can connect and follow hiring managers and can update their profiles in a defined fashion to get easily discovered.



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 Marketing

LinkedIn is a professional networking platform and it has all the features of a great marketing opportunity provider. Here you interact with people who mean business. 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.

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- Launch a group that is related to your business. It can attract significant traffic.
- Reach your audience through targeted advertising.

LinkedIn is a powerful social media tool. You just need to follow its policies and best practices.



## Premium Account

LinkedIn offers different levels of premium account options for people with different goals based on their specific needs.

- **LinkedIn Premium for General Users** starts at \$24.95 per month. These plans include features such as InMail, seeing more profiles when you search, access to premium search filters, ability to view expanded profiles on LinkedIn, and more.
- **LinkedIn Premium for Recruiters** starts at \$49.95 per month. These plans include talent-finding filters, saved searches with alerts for new candidates who meet your criteria, reference search, and more.
- **LinkedIn Premium for Job Seekers** starts at \$19.95 per month. These plans include the ability to zero in on \$100K plus jobs with detailed salary information, ability to move up to the top of the list as a featured applicant, access to the job seeker community, and more.
- **LinkedIn Premium for Sales Professionals** starts at \$19.95 per month. These plans include a Lead Builder organizer, introductions to companies you are targeting, and more.

While some features exist only under specific accounts, such as featured applicant status for job seekers, most features are similar to the general user premium package.

## Connect with Your Customers

You can use LinkedIn to connect with other users and convert them into your clients. To do so, you need to:

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- **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.
- **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 seek from you.

## Promote Your Business on LinkedIn

LinkedIn is a valuable marketing tool. It involves targeting your own network and creating more links from it. 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.
- 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.

## Create an Ad Campaign

To create an Ad campaign on LinkedIn, you need to log on to <https://www.linkedin.com/ads/>. Thereafter, follow the steps given below:

1. Select 'new campaign' and 'start New'.
2. Give a name to your campaign.
3. Choose your desired language.
4. Choose your media type – basic, video, etc.
5. Write your ad copy. Use 25 characters for heading and 75 characters for Body.
6. Include a desired call-to-action that is liable to convert.
7. Choose demographic areas and location you want your ad to be targeted in.
8. Choose payment methods between cost-per-click and cost-per-impressions.
9. Set a daily budget. This is the amount you are willing to pay on paid marketing through LinkedIn per day.
10. Decide conversion metrics and trace them regularly to get the scope of improvement.

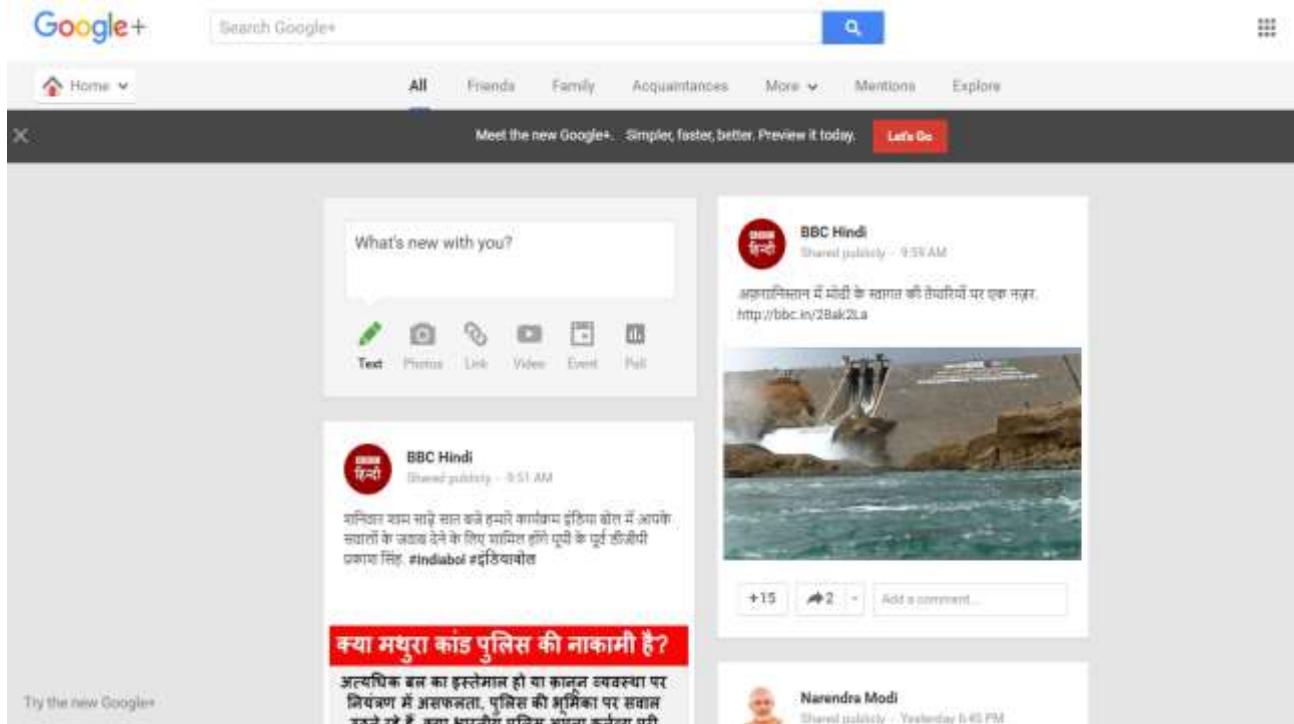
## Grow Your Business through LinkedIn Marketing

LinkedIn has 300+ million users. It is an ideal platform to showcase your services and demonstrate your expertise. LinkedIn offers plenty of options to grow a business. Some of them are stated below:

- Hire new talent for your business.
- You can establish credibility by discussing topics relevant to your business. Thus, you can demonstrate the expertise of your company.
- You can reach cream prospect. You can reach top people who can support your business.
- If you are using LinkedIn to market your products and services, then you have a wide reach to incur traffic from.
- You can expand your market base by constantly promoting your products and services.

## GOOGLE+

Google+ is a social networking platform served by Google and relished by millions of users. Besides being a networking platform, it is a channel to make you known to search engines. Your presence on Google+ helps in improving your local search visibility. You can follow people in 'Circles' on Google+ for sharing information.



## Advantages of Google+

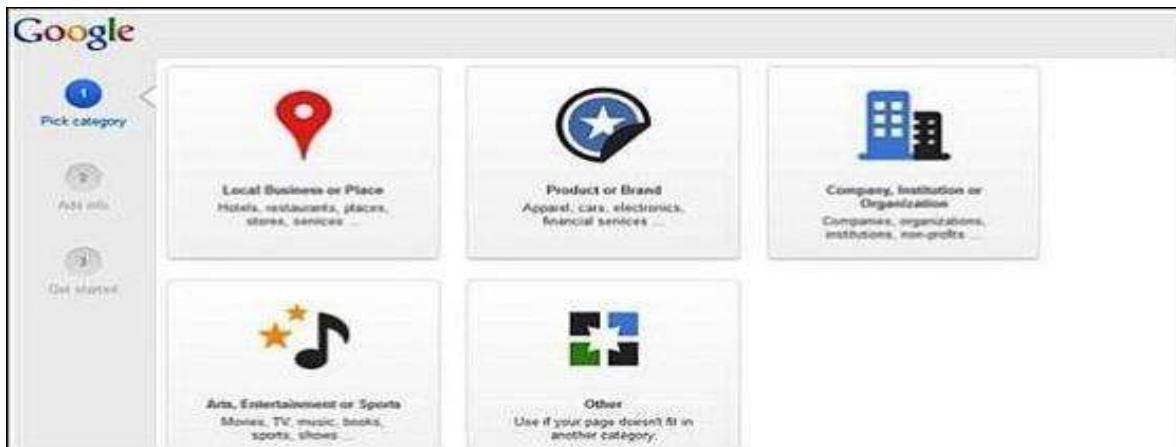
**Branding** – Google will fetch data from Google+ for brand-named keywords. Your presence on Google+ marks up high on SERP.

- **Improved Search Rankings** – Shares (+1) are like social recommendations that affect your search rankings.
- **Link Building** – One link on Google+ acts as one backlink for your website. Your link gets submitted to Google's index straightaway.
- **Quality Reviews** – Google flashes the ratings and the reviews you have received, making your business more compelling.
- **Appear in Local Carousal** – You can mark the presence of your business on Google+ to be more visible.

## Creating a Business Page on Google+

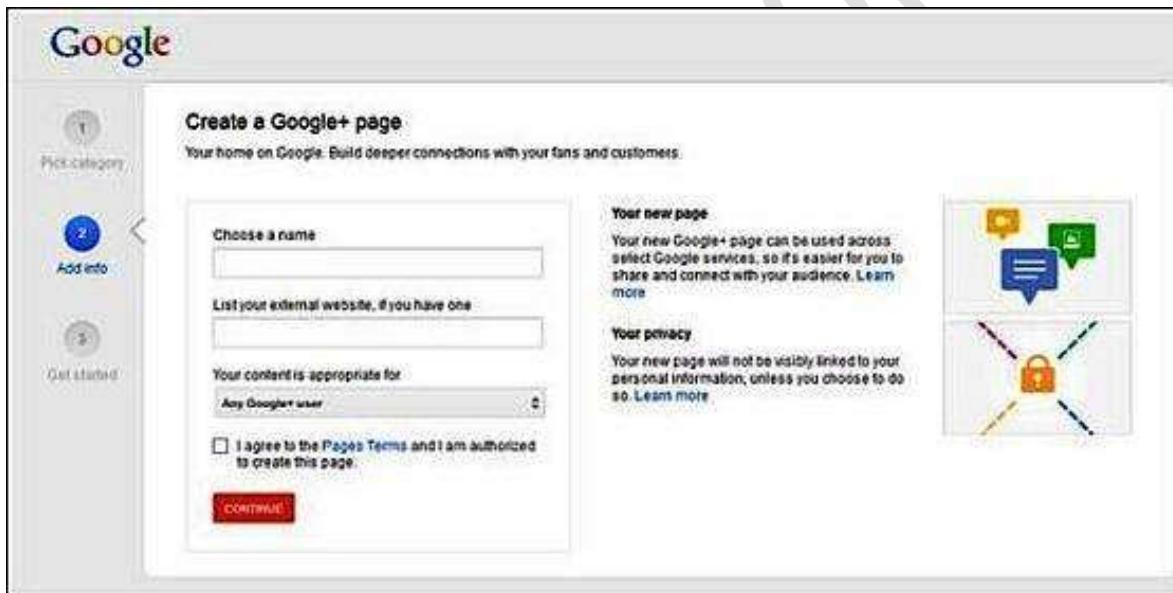
Create a Google+ account. Visit <https://plus.google.com/pages/create>. Look for 'create Google+ page' options. Follow Up! Choose from the displayed options. You will come across:

- Local Business or Place
- Product or Brand
- Company, Institution, or Organization
- Arts, Entertainment, or Sports
- Other



Upon selecting the main category, you will be shown sub-categories to showcase your business with more details. Select your sub-categories and move to next.

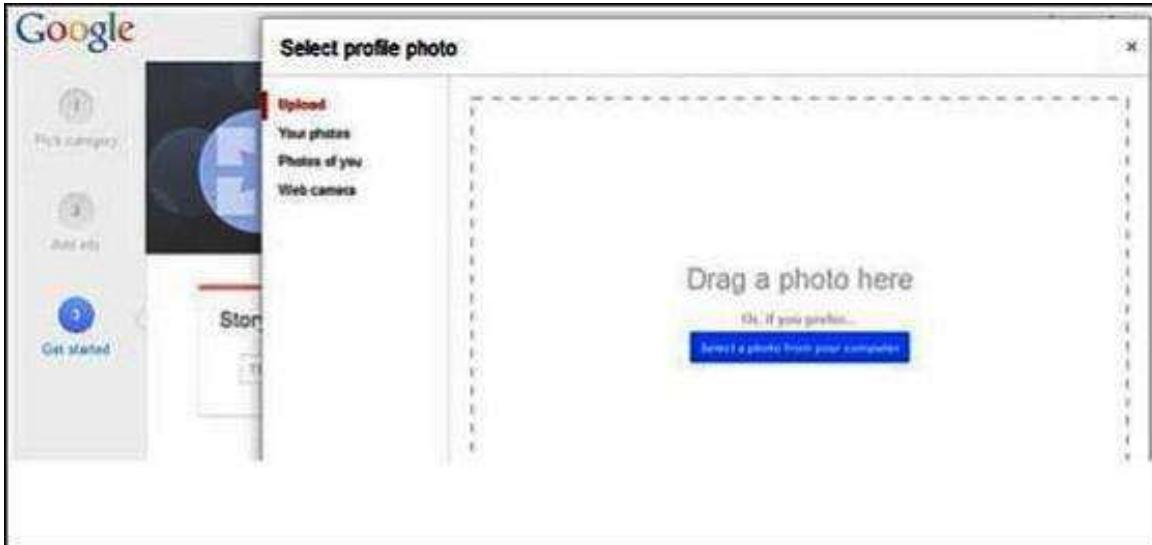
Add some basic information describing your business, provide your website link (optional), and select a category your content is appropriate for.



Check "I agree to the Pages Terms....." and Continue....

## Page Customization

Add a cover photo and a profile picture. You can either select them from your device or can import from Picasa (if you are an active user).



Under Story, add a tagline and a storyline. Fill your contact information. Click the 'finish' button.

Use the 'About' section to make up how people see your business page. Add people in circles to get the communication going.

You are ready with your Google business page. Start sharing contents...!!

## +1 & Sharing

Google created '+1' and 'share' buttons for easy and painless content sharing. Earlier, sharing was capsule in +1. Users who liked a post were not being able to share it in their circle.

- '+1' is for those users who want to express their preference for the content. "Yes I like it, it was helpful".
- 'Share' is for users want to share the content to make it available to others.

## Integrate Google+ Business Page on Your Blog or Website

There are many ways to do it. You should implement as many as possible.

- **+1 Button** – Use plugins like WPSocialite to embed Google +1 button on your page to direct traffic through Google+. It is always a good strategy to
  - broadcast content on Google+. There are many ways you can implement to get more followers for your Google+ business page.
- **Share content from your personal profile** – You can make the most of your personal profile by sharing content among your connections. It can be then accessed by your followers and others who are connected with them.
- **Use Hashtags** – When you use hashtags, your post get categorized to a particular stream.

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Anyone searching for that particular keyword can easily avail your content.

- **Follow what is in trend** – Prepare for memes by building an editorial calendar with contents fabricated with hashtags based on upcoming events.
- **Follow ‘hot & recommended’ tab** – Share content enough times to trigger the algorithm to notify Google+ about your content.
- **Request people to follow** – Include a compelling call-to-action in your post that instructs people humbly. Give them perks for sharing.
- **Segment your followers in circles** – Create a new circle category-wise. This will expose your content to other circles in the same category.
- **Add a Google+ Badge** – Adding badges make it easy for people to add you in a circle. It even notifies you when someone follows your page.
- **Use +Post Ads** – It helps you to display your content to millions who are a part of the Google Display Network.

## Increase Followers on Google+

Promote your business on Google+ to tap the power of networking sites. The objective is to connect as many people as possible to your business. In order to succeed through Google+, you need to do the following:

- Embed Google+ badge on your website to bind users. It allows users to follow you without quitting from your badge.
- Provide users something meaningful and useful. Keep your posts up to date.
- Express your business with clear and attractive photos.
- Use Google+ as your business page. Use the page when interacting with communities.
- Hold Google+ Hangouts. You can stream videos with participants and users to get your message going.
- Participate in communities related to your business.

## Promote Your Business on Google+

Promote your Google+ page. Your business is automatically promoted...

Google+ can be a source that can draw immense traffic to your website. To promote your business using Google+, try to use all its available features. Google+ helps your website stand out among millions. It gives your website a measurable momentum and continuous growth. You can easily integrate other services (YouTube, Hangout, etc.) to avail maximum benefit. It helps you build credibility.



## Tips and Tricks

- Make a descriptive business page. Include site URL and implement a good call-to-action to

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- compel users to visit your website. Embed cover photos related to your business.
- Create circles and segment them in themes. Share content in your circle. This is the best way to make a post viral.
- Engage in communities. Revert nicely on comments and feedbacks. Take part in dialogues. Your response must be personalized.

## Google+ Tools

Google+ provides quite a few useful tools, some of which are listed here:

- **DoShare** – It is a Google Chrome extension that lets you write and schedule your updates on Google+ Page.
- **SproutSocial** – It is a management tool that lets you manage social networking sites like Twitter, Facebook, Google+, etc. for your website.
- **Buffer** – You can schedule your updates in a buffer calendar to set up and organize your posts.
- **Hootsuite** – It is a social media dashboard that allows you to schedule, create, and keep track of your content. You can manage multiple streams in one place.
- **Rival IQ** – It is a competitor research tool that lets you monitor your flow on Google+ so as to let you make the most of Google+.
- **Circle Count** – It helps you explore circles and communities for your brand. It allows you to measure the effectiveness of your content.
- **Circloscope** – It helps to filter, remove, and un-circle inactive users. It is available in paid and free versions.

## 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. This commission varies from \$1 to \$10000, depending on what product you are

**promoting.**



## Search Engine Optimization

- Content
- Architecture
- Linking

## Keyword

- Keyword Research
- Phrase/ Long Tail Keywords
- Keyword Abuse
- Best Practises

### Keyword Research Tools

- Keyword Sheet
- Google Adwords Tool
- Google WebMaster Tool
- Google Autocomplete
- Local Search

### Content Marketing:

- New SEO
- Digital Marketing for Customers not for Search Engines

Let us understand what Content Marketing is

- 1) It is the process of creating and sharing information to attract, acquire and retain a customer.
- 2) Process of building a relationship and trust among the users so that they feel loyal towards your brand
- 3) Create a impression in the mind of the customer that you are knowledgeable about the industry and can provide the perfect product and service that they are looking for.
- 4) Information sells by itself and hence doesn't require a hard sell

The logic is simple you don't call the customer and say buy my product the moment you see them. You ask them about their wellbeing spend a few minutes/ sessions to create a friendly relationship where the customer feels you are informed about the industry and can service the customers' needs effectively.

## Content Marketing Plan

A	B	C	D	E	F	G	H	I	J	K	L
Core Message/ Question	Secondary Message Points	Objective	Landing Page URL	Keywords	Title	Target Audience	Call to Action	Ranking 1st QTR	Ranking 2nd QTR	Ranking 3rd QTR	Ranking 4th QTR
Main Message	Additional Message	Sale/ PR/ Branding/ Informational / Contact US	URL	What keywords will be covered	Page Title	Who are you going after	What are you asking for Click Here, Newsletter sign up, Sale etc	page rank when you search by the keyword			
1											
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Before you start writing content for any of your properties I highly recommend creating a content marketing plan. A Content marketing plan is a working document which is updated every day or every week or every month depending on the effort you have decided to invest in Digital Marketing. It will enable you to be organized in your approach of digital marketing, it will guide you what you have already written and what else can be written and what tone you can write in. If you feel a certain keyword is very important to you, you can write content for that keywords for different channels and hopefully rank in multiple sources and even get good backlink power.

If you are following with me you might have downloaded the sample Content Marketing Plan and the first tab is the Page wise content. This excel basically allows you to write content for different pages with details of core message, secondary message, Objective, Landing Page URL, Keywords, Page title, target Audience, Call to action, and then improvements quantity over The core message is the basic USP that you will market to the customer wherever the customer looks he should get the same across

## **Content Plan – Ideas**

The next tab in the same sheet is the Ideas sheet, use this sheet to compile all the good and bad ideas that you can think of. The keyword tools, auto complete, Competitor sites, industry magazines, tradeshows are all sources which can help you generate ideas on what to write on. Every piece of content can be marketed but the question you have to answer is will this help me service a large enough market. In certain competitive keywords you will have to write content for long tail keywords.

Over and above the Google keyword tool, auto complete you should sign up for [www.google.com/alerts](http://www.google.com/alerts) on your basic keywords – what this does is every time any new content is published Google will automatically alert you. If you read the article and think it's of value you can also write on similar topic in the future. RSS feed like feebly also can you informed on new content getting published on your targeted keywords.

Bookmark the blogs of thought leaders and industry experts it will increase your thought processes and also help you learn what language and keywords people use.

I personally like to use the power of good old brainstorming and your experience. Write any and every keyword you can think about your industry and keep doing it every so many days or months.

Finally check and hear the email and telephonic inquiries that are coming into your business look for tell-tale signs of what your existing clients are asking for and write to that.

## **Content Plan = Calendar**

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A	B	C	D	E	F	G	
1	Monthly Calendar						
2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3		1	2	3	4	5	6
4		<i>Blog/ How to bake a cake - Post customer testimonial on facebook</i>					
5	7	8	9	10	11	12	13
6							
7	14	15	16	17	18	19	20

Having a calendar of when you plan to write content and what channel you are going to write to helps you stay focused and have an organized way of writing content. You want to share your content across all your channels so that you can touch your potential clients at all the different channels. Just to be a little bit more organized all the monthly assignments are done in red text for me the moment they are completed the text is changed to green so I know what efforts I have completed and what are still pending.

## Content Plan Questions

1	Customer Questions	Answers	Landing Page	Type of Page	Keywords	Status
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						

I could have easily included the questions sheet in the ideas section but I feel it is a very important part of my content strategy plan that I use it as a separate tab. Think about all the different questions your customers can ask about your products and services, now try and ensure that across the website on all the different pages you include the questions and answers to each of the question. The more questions you can answer on your properties the more compelling website you can make. Visit industry forums, Google groups, question sites like Quora to find out questions that are being asked in your industry by providing a solution on your website your site will start becoming the defacto standard for all technical questions of the industry.

For customer questions think about the 5 stages of the buying process 1) realizing that the customer has a problem 2) Gather information or solutions 3) Evaluation of the solutions 4) Product selection 5) Implementation or using the product – if you can write 3-5 questions for each stage of the buying process you pretty much could have all the questions answered.

## Content Plan – Competitive Analysis

Lastly research your competitor's site and create a list of what your competitors are doing – if nothing else it will give you a huge leg up in your content strategy. It will help you search new keywords, titles, blogs and see what is working for them.

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## Content Writing Tips

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

Every article should offer something in depth and should be informative. If you repeat what others have said in different words it doesn't add any value. Select a Niche and a sub niche and a micro niche which your content talks to. You should ensure that the content you are writing has enough market size. What is the point of writing content that doesn't even have a large market that can be addressed. To understand the target markets content needs you can understand what associations or groups they are part of, if they have a association magazine, tradeshows normally have training events you can look at the event calendar and hopefully write and share your thoughts,

## Different 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 Template

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

I normally start my article by writing in 2-3 lines of what the problem is and what the solution is. Once that is done I try and expand my thoughts peppering my content with keywords wherever possible. I ensure that I don't overstuff my article with keywords again my content is written for the user so writing in a language that the machines only understand doesn't make sense.

I normally write the title last – I start with an introduction and then expand the story. The goal of the introduction is to entice the user to read the whole body of the content. In the end I summarize how my solution is the best and then finally close the content with a call to action.

Think of how a newspaper writes an article the title pulls the reader in to the article – the first 3-4 lines pull you in further and the next 3-4 paragraphs extend the thought further in more detail. If you can include a quote from an industry expert in that article it brings authenticity to that article.

As discussed earlier the title should be written last. Why because the content can take you 20 mins or 200 mins to write but the title is not done correctly it will be a complete waste as it will not engage the user to click through.

## A/B Testing:

A/B testing is a method for figuring out the best online promotional and marketing strategies for your business. It can be used to test everything from website copy to sales emails to search ads. And the advantages A/B testing provide are enough to offset the additional time it takes.

Well-planned A/B testing can make a huge difference in the effectiveness of your marketing efforts. Narrowing down the most effective elements of a promotion, and then combining them, can obviously make your marketing efforts much more profitable and successful.

### How Do You Plan an A/B Test?

The first thing to do when planning an A/B test is to figure out what you want to test. Are you running an on-site test, or an off-site test? If you're running an on-site test, you'll want to think of all the sales-related pieces of your website, and then figure out which elements you want to test.

With off-site tests, you're probably testing either an ad, or a sales email. Testing ad copy to see which ad brings in more converting visitors can help you focus your advertising efforts. Once you know your ad is converting as well as possible, it's easier to justify spending more money on it. The same goes for emails. If you send out two versions to your list (randomly selecting which half gets which email), and then track which one converts better, you can send only that version the next time.

Once you know what you'll test, make a list of all the variables you'll test. For example, if you've decided to test your call to action, you might test:

- the location of the call to action
- the exact text used
- the button color or surrounding space

It's a process, and it's common for multiple A/B tests to be carried out prior to making a final decision or final change.

### A/B Testing Can Improve Your Bottom Line

A/B tests can make a huge difference to your bottom line. By using controlled tests and gathering empirical data, you can figure out exactly which marketing strategies work best for your company and your product. When you figure that one variation might work two, three, or even four times better than another, the idea that you would conduct promotions without testing starts to seem a bit ludicrous.

## Things to Test

You can test virtually anything in your marketing materials: headlines, calls to action, body copy, images, etc. If you can change it, you can test it. But that doesn't mean you should necessarily spend months testing every little thing. Instead, focus on the things that are most likely to have a big impact.

On your website, this likely includes:

- The headline
- Your call to action
- Any graphic you use in direct correlation to your sales efforts
- The sales copy or product descriptions

Simply put, A/B testing is the practice of testing multiple variations of a design, call to action (CTA), or phrase in order to see which one performs better.

Let's take a look at one of clients - a global manufacturer named Hy-Pro Filtration. Hy-Pro manufactures hydraulic filters and other similar products. There is a call to action (CTA) placed on the home page of the Hy-Pro website that invites the visitor to click and download a reference chart. We could have just placed a single CTA there and hope we designed it will enough to provide maximum effectiveness. But how do we know?

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Well, in this case, we are actually running an A/B test on two different versions. Here they are:



As you can see, the first CTA ("A") has a dark blue button while the second CTA ("B") has an orange button. When someone visits the website, one of the CTAs is displayed at random. If someone clicks on it, it is registered as a "conversion" which means someone took action based on the CTA. Over time, we will start to see which CTA has the higher click rate and this one will emerge as the winner once this happens, we can then remove the loser, and try a new version in the interest of seeing if we can beat the winner.

## Qualitative and Quantitative Analytics

Qualitative and quantitative analytics are two essentials to understanding online marketing. Analyzing both qualitative and quantitative data before making decisions is crucial to growing your business.

Quantitative analytics — this means looking at actual numbers. Use this to get hard data on how people actually behave.

Qualitative analytics — this usually means looking at the intangibles. This is far more subjective and you use this to understand why people behave a certain way.

### I Cases for Qualitative Analytics

#### 1. Finding out why a customer decided to do business with you

Qualitative analytics can come in handy in this case: ask questions like 'Why did you sign up?' and 'Why did you visit \_\_\_\_ page?' in order to collect data that will help you. Make sure you word the question so it's open-ended and can generate more authentic responses from customers.

#### 2. Finding out what customer's perception of your value proposition is

Sometimes you think you know what value your product or service gives to customers. But once you ask customers what value they think you provide, you might be surprised to hear their responses. This can change the way you package your service or how you sell your product.

#### 3. Fishing for copy language

The language your customers use is really golden. When you're looking for best ways to write your pay-per-click (PPC) ad copy, you'll want to first understand how customers write about your product or service. You can use your customer's own words in your ad copy!

### II Cases for Quantitative Analytics

#### 1. Understanding how customers are using the product

You can use quantitative analytics to understand how customers use your product or service. This will give you data points that back up what value you think you give to customers based on what features they use most often.

#### 2. Basic traffic reporting

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You can find out where most of your website traffic is coming from by using quantitative analytics. Through Google Analytics, you can figure out where the organic search requests come from and which specific media channels are bringing in the most people.

## 3. Conversion funnel

Use quantitative analytics when you're trying to identify where customers abandon your conversion funnel. You can use this data to create a strategy to improve certain steps of the funnel so you can increase the overall conversion rate.

## Useful Tools for Qualitative and Quantitative Analytics

- Qualaroo –
- KISSmetrics
- Typeform
- Google Analytics
- CrazyEgg
- SurveyMonkey

## What is Pinterest

Pinterest is often described as a social networking bookmarking tool. It allows users to share images in an online community - and once uploaded, these images, or pins as they are called, can be placed on boards which can then be customized and added to. The site is extremely easy to use and there are several different ways in which you can use it:

- Pin a link to a website
- Upload an image
- Create a video
- Share other users' content.

The main goal of the social networking site is to connect people through visuals and this is exemplified in the process of pinning images. You simply source your image, assign it to a board and if you wish, add a caption. Pinterest encourages users to browse boards, comment, share pins and re-pin images onto their own boards - interaction is very similar to that of Facebook or Twitter. Pinterest can also be used to embed pins or images onto websites or blogs just like a Facebook or Twitter logo would be used to encourage traffic from one site to another.

As with any form of social media, there are many tips and tricks that you can use which can be applied to several different media platforms

1. Engage New Audiences
2. Create Great Content
3. Create User-generated Boards
4. Use As Part Of Your Market Research
5. Interact With Followers
6. Fill Your Profile

## Similar page checker

The duplicate content finder or similar page checker tool generates a report between similarities of two web pages. Google could be very harsh to the websites for having similar or duplicate content. Your content could match other web documents on the internet, so try to make unique content and adopt your flow when writing content. This Page Similarity Checker is helpful for analyzing common external links, common meta information, and page content to develop better onpage SEO.

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(<http://www.visiospark.com/similarpagechecker/>) This tool checks the similarity or duplication between two URLs / web pages. The tool uses Oliver's algorithm to determine the similarity in percentage between two strings.

The lower percentage of two pages doesn't mean they are copied; it means they are related to each other to that percentage. The percentage can just give you the idea of authenticity of a web page. A piece of content on a web page could be the combination of text, animations, videos, sounds, images, etc. The phrase "Quality Content" is very common among online marketers that mean help others but do not sell or oversell it. There are millions of websites on the internet which just manipulate keywords to attract search engines like Google, but 90% of the sites have poor content.

TOPS Technologies

## Interview Question

1. What is digital marketing
2. What are the types of digital marketing
3. What is the difference between direct marketing and branding
4. What is Google ad wards remarketing
5. What attracted you to the digital marketing industry?
6. What do you enjoy most about working in digital marketing?
7. And what do you like least about working in digital marketing?
8. Where do you see yourself in five years' time in the digital marketing sector?
9. How do you think your experience of digital marketing will benefit our business?
10. How has your degree helped your digital marketing career?
11. What has been the biggest challenge of your digital marketing career so far? And how did you overcome it?
12. What most attracted you to this digital marketing vacancy?
13. What resources do you follow to learn about new trends and stay abreast of industry news?
14. We'd like to do a better job of engaging our target audience through Facebook (or any other platform). How would you do that?
15. What is more important - the number of likes/followers or engagement numbers? Why?
16. Should your Content Marketing strategy be more clearly geared toward Social Media/Engagement, SEO (Organic Rankings), or Onsite Informational purposes?
17. How much money have you wasted on unsuccessful marketing campaigns?
18. How you would setup, track, and determine if a campaign was successful?
19. We have a new product coming out in three months. What would you do to launch it?
20. What do you read, and how do you consume information?
21. Between videos, ebooks, blog articles, photos, podcasts, webinars, SlideShare, Facebook, Twitter, LinkedIn, and Pinterest. There's a lot of potential content our team should produce for inbound marketing. How do we do it all?
22. Let's pretend we have very convincing data that shows none of our potential customers use social media. Should we still do it? Why?