Here are the **SEO Audit Stages** divided into two categories: **Before Launching** and **After Launching** a website:

🔍 **SEO Audit Stages: Before Launching a Website**

1. **Keyword Research**

   o Identify primary and secondary keywords based on your target audience.

2. **Competitor Analysis**

   o Analyze competitors' keywords, backlinks, and content strategies.

3. **On-Page Optimization Checklist**

   o Title tags, meta descriptions, header tags (H1, H2), image alt texts, internal linking.

   o Proper URL structure.

4. **Technical SEO Setup**

   o Mobile-friendly design (Responsive UI)

   o Fast page loading speed

   o HTTPS (SSL certificate)

   o Proper site architecture and clean code

5. **XML Sitemap & Robots.txt**

   o Create and validate sitemap

   o Ensure robots.txt is correctly blocking or allowing pages

6. **Structured Data / Schema Markup**

   o Add schema for products, articles, business info, etc.

7. **Content Quality Check**

   o Ensure no duplicate content

   o Add SEO-optimized, informative, and engaging content

8. **URL Redirection & Canonical Tags**

- Avoid broken links

- Use canonical tags to prevent duplicate indexing

✅ **SEO Audit Stages: After Launching a Website**

1. **Indexing & Crawling Check**

   - Submit site and sitemap to **Google Search Console**

   - Check crawl errors, indexing status

2. **Performance Monitoring**

   - Use **Google Analytics** and **Search Console** to monitor traffic, bounce rate, CTR, etc.

3. **Technical SEO Recheck**

   - Page speed insights

   - Mobile usability

   - Fix 404 errors or broken links

4. **Backlink Analysis**

   - Start building backlinks

   - Monitor toxic backlinks and disavow if necessary

5. **Content Update & Optimization**

   - Refresh outdated content

   - Add FAQs, internal links, images, and videos for better engagement

6. **Local SEO**

   - Add business to **Google Business Profile**

   - Get NAP (Name, Address, Phone) consistency across listings

7. **User Experience (UX) Audit**

   - Check site navigation, layout, readability, and calls-to-action (CTAs)

8. **Conversion Rate Optimization (CRO)**

- o Use heatmaps or A/B testing tools to improve lead generation/sales

9. **Security & Spam Checks**

- o Monitor for spam content or hacking
- o Keep plugins/themes updated

If you're preparing for an exam, I can also provide a simplified table or PDF for revision.

Steps to Run Google Ads for a Hoodie Brand

1. *Set Up Google Ads Account*

  * Go to ads.google.com.

  * Sign in with your Google account or create a new one.

  * Set up your billing information and preferences.

2. *Define Your Advertising Goal*

  * Choose a campaign goal like:

    * Website traffic

    * Sales

    * Brand awareness

* Leads

3. *Choose Campaign Type*

   * Select the type of campaign. For a hoodie brand, the most effective ones can be:

     * *Search Campaign* (text ads on Google Search)

     * *Display Campaign* (image/banner ads on websites)

     * *Shopping Campaign* (for e-commerce products)

     * *Video Campaign* (YouTube ads)

4. *Set Campaign Settings*

   * *Name* your campaign (e.g., "Baabeydihoodie Summer Sale").

   * *Location targeting:* Choose specific regions/countries.

   * *Language targeting:* Select the languages of your audience.

   * *Budget:* Set a daily or total budget.

   * *Bidding Strategy:* Choose CPC (Cost-per-click) or CPA (Cost-per-action).

5. *Create Ad Groups*

   * Group ads by product categories (e.g., Men's Hoodies, Women's Hoodies).

   * Select *relevant keywords* using Google Keyword Planner (e.g., "buy hoodies online," "winter hoodies for men").

6. *Design Your Ads*

* Write attractive ad copy:

  * Headline: "Trendy Hoodies – 50% Off!"

  * Description: "Shop premium hoodies with fast delivery. Limited time offer!"

 * Use *high-quality images* for display and shopping ads.

 * Add a strong *Call to Action* (CTA): "Shop Now," "Order Today," etc.

7. *Use Ad Extensions (Optional but Recommended)*

 * Add extra information like:

  * Site links

  * Callout extensions

  * Structured snippets (e.g., Free Shipping, Easy Returns)

8. *Review and Launch the Campaign*

 * Double-check all settings, ads, keywords, and budget.

 * Click *"Publish"* to make your ad live.

9. *Track and Optimize*

 * Use *Google Analytics* and *Google Ads Dashboard* to monitor:

  * Clicks, Impressions, CTR, Conversions

* Make adjustments:

  * Pause low-performing ads

  * Add *negative keywords* to avoid irrelevant traffic

  * A/B test different ad copies or images

🔎 What is SEM? (Search Engine Marketing)

SEM (Search Engine Marketing) is a digital marketing strategy used to **promote websites by increasing their visibility on search engine results pages (SERPs)** primarily through **paid advertising**.

✅ Key Components of SEM

Component	Description
PPC (Pay-Per-Click)	Advertisers pay a fee each time their ad is clicked (e.g., Google Ads).
Search Ads	Text ads shown at the top/bottom of SERPs (e.g., when someone searches "buy hoodie").
Display Ads	Visual/banner ads shown across websites in the Google Display Network.
Remarketing Ads	Ads shown to users who already visited your site (to bring them back).
Shopping Ads	Product-based ads with image, title, and price (used in e-commerce).
Video Ads	Ads that play before/during YouTube videos.

💡 SEM vs SEO

Feature	SEO	SEM
Type	Organic	Paid
Cost	Free (but time-consuming)	Pay for each click/impression
Speed	Slow (long-term results)	Fast (immediate visibility)
Placement	Below ads in SERPs	Top of SERPs
Goal	Long-term traffic	Instant traffic and conversions

📈 Benefits of SEM

- Instant visibility
- Highly targeted (location, device, time, keywords)
- Measurable results (clicks, impressions, ROI)
- Boosts brand awareness

🛠️ Popular SEM Platforms

- **Google Ads**
- **Bing Ads**
- **YouTube Ads (via Google Ads)**
- **Amazon Ads (for products)**
- **Facebook Ads (for search retargeting)**

Let me know if you want steps to create a Google Ads campaign (SEM).

📊 What is Ad Rank in SEM (Google Ads)?

Ad Rank is a value used by Google to determine:

1. **Your ad position** on the Search Engine Results Page (SERP)

2. **Whether your ad will be shown at all**

🟥 Ad Rank Formula

Ad Rank = Max CPC Bid × Quality Score + Ad Extensions Impact

Let's break this down:

Term	Meaning
Max CPC (Cost-Per-Click)	The maximum amount you're willing to pay for a click
Quality Score	Google's score (1–10) based on ad relevance, landing page experience, and expected CTR
Ad Extensions	Extra info like call buttons, sitelinks, location – improves CTR and ad performance

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💡 Example:

- **Advertiser A**:
  Max CPC = ₹50
  Quality Score = 9
  Ad Rank = 50 × 9 = **450**

- **Advertiser B**:
  Max CPC = ₹100
  Quality Score = 3
  Ad Rank = 100 × 3 = **300**

👉 Even though Advertiser B bids more, Advertiser A **wins the higher position** due to better quality.

📈 Why Ad Rank Matters?

- **Better position in search results**

- **Lower CPC (if your Quality Score is high)**

- **More clicks and conversions**

🔧 **How to Improve Ad Rank**

1. ✅ Improve **ad relevance** to the keywords

2. ✅ Optimize **landing page experience**

3. ✅ Write compelling **ad copy**

4. ✅ Use **ad extensions** (sitelinks, callouts, etc.)

5. ✅ Increase **Quality Score**

Let me know if you'd like a visual or formula chart for easy memorization!

Here are **easy and exam-focused notes** on:

🔑 **Keywords, Keyword Matching, and Negative Keywords in SEM (Google Ads)**

✅ **1. Keywords**

- **Keywords** are the words or phrases advertisers target in their ads to match what people are searching on Google.

- Example:
  If your product is "Hoodie for Men", your keywords could be:

  - *hoodies for men*

  - *buy winter hoodies*

  - *stylish men hoodies online*

✅ 2. Keyword Match Types

These control how closely a user's search must match your keyword for your ad to show:

Match Type	Symbol	Example Keyword	Ad Shows For
Broad Match	None	hoodies for men	winter hoodies, buy men's jackets, stylish hoodies
Phrase Match	" "	"hoodies for men"	buy **hoodies for men** online, best **hoodies for men**
Exact Match	[ ]	[hoodies for men]	hoodies for men (only this exact phrase)

✅ 3. Negative Keywords

- These are the **keywords you block** so your ad doesn't show for **irrelevant searches**.

- Helps in saving budget and avoiding unwanted traffic.

- Example:

  - If you sell **premium hoodies**, you may add **cheap** as a **negative keyword**.

  - Your ad **won't show** for searches like *cheap hoodies for men*.

💡 Summary Table

Type	Purpose	Example	Shows for
Broad Match	Reach more people	hoodies	winter wear, sweatshirts
Phrase Match	Control word order	"hoodies for men"	buy hoodies for men online
Exact Match	Precision	[hoodies for men]	hoodies for men

Type	Purpose	Example	Shows for
Negative Keyword	Avoid irrelevant traffic	cheap	Blocks searches like *cheap hoodies*

Let me know if you want a diagram or MCQs for practice!