

Digital Marketing

Date: / / ①

Promotion of a business, products and services of a company through digital media platforms like google, facebook, twitter, linkedin etc.. is called Digital marketing.

1. Investments will be less in digital marketing that helps us to reach more customers to generate more return to the company.
2. It helps us to target the customers based on age, gender, location, interest, behaviour/engaging with the product)
3. It helps us to retarget the old customers to generate results

MODULES

1. Website Designing
2. Search engine optimization (SEO)
3. Search engine marketing (SEM) → Adwords
4. Google search console
5. Social media optimization
6. Social media marketing
7. Email sponsor promotion
8. Email marketing
9. Google Analytics tools
10. Online reputation management

SULBIAN™

11. Affiliate marketing
12. Social media Analytics tools
13. Mobile marketing
14. Content marketing
15. 360° degree implementation
16. Google Adsense
17. YouTube Adsense
18. Digital marketing Strategy & Audit reports
19. Blogging
20. Photo-Shop

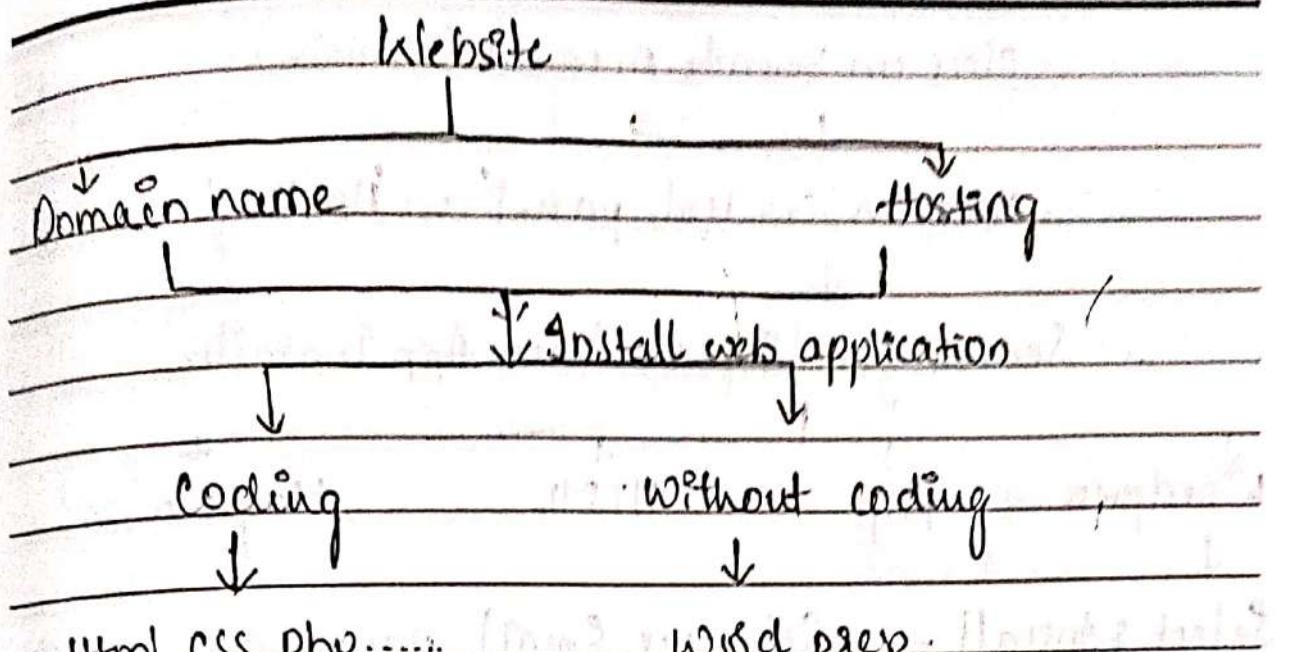
1. Website Designing

1. To promote any kind of a product through digital, we need to create a website, that helps us to store all the information about a product or service
2. To create a website purchase a domain name and hosting from a free (or) paid vendor

Free vendors :- infinity free.com

Paid vendor :- Go daddy, hosting, Bigrock, names cheap, hostgator

Website → Domain name ex:- .com, .org, .edu, .in
→ Hosting - Storage unit (s) memory (300GB, 100GB)



I. Purchase Domain and Hosting

Go to google

Search for infinity-free.net

click on 'Register'

Fill all the details (Email)

Login into 'Email' & click on 'confirmation link'

Account is created (Hosting)

Click on '+ New Account'

Enter the name & Select domains

rf.gd cp.3y.com

Bovixin® LA

Click on 'Create Account (Domain)'

↓
Click on 'control panel' (SS) Hosting

↓
Search for 'Softaculous App Installer'

Wordpress	↓	php	↓	HTML	↓	Magneto
-----------	---	-----	---	------	---	---------

Select & Install → Set user, Email, password

↓
click on 'Install'

Step 2: Install Theme

Login into website (/wp-admin)

↓

go to 'appearance'

↓

click on 'Themes' & click on 'Add now'

↓

Search for 'Zeeff Lite', zeeffus, Appointment

↓

click on 'Install' & 'Activate'

↓

go to customize → go to 'home page settings'

Apost to display

Static page (enable)

click on publish

Date: / / (5)

Step 3: Create the page and upload information

login into website (wp-admin)
↓

go to 'pages'
↓

'All pages'
↓

displays old pages
are designed

'Add New'
Page title

Add info abt
a product

It shows a option like
→ Save draft
→ Preview
→ Publish

Step 4: Add pages into menu

Step 5: Remove unnecessary content from the theme

Step 6:

Implement SEO programme to optimize the website

Step 7:

find out the right market place to promote a product

Basic topics:-

1. How SEO works
2. Operators (OR) common in SEO
3. Google updates
4. Page Rank
5. Page Authority, Domain Authority
6. Bounce rate
7. Types of keywords
8. SEO

1. Search engine optimization SEO:-

It is a digital marketing technique which enable the company pages to bring into top 10 possible in 'SERP' based on the customer keyword.

SERP → Search Engine Results Page

How to do seo:-

Xyz (company)



SEO program

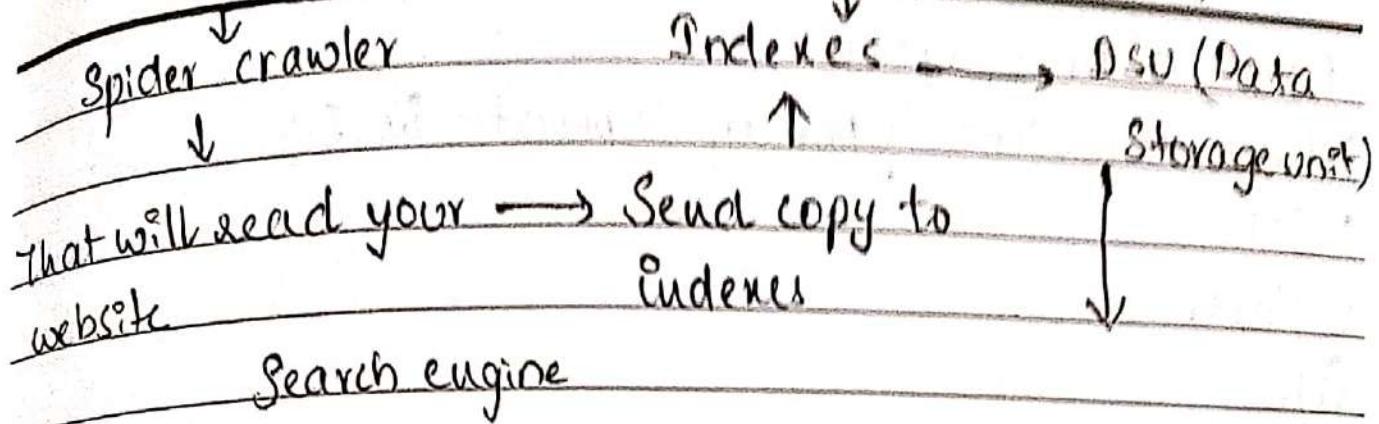


Previous version Google Search → google → Permission
(Google web-console) ← master tool ↓ free



download html

Date: / / (7)



Google

Ad 1

Ad 2

Ad 3

Enter any keyword + customer

keyword

(xyz)

local map

company

----- 1

----- 2

----- 3

local result (M10)

In organic result
(SEM)

Organic
result

Ad 4

Ad 5

Ad 6

1, 2, 3 Next

google pages

Page 1

pg 2

pg 3

2. Operators or Component in SEO:

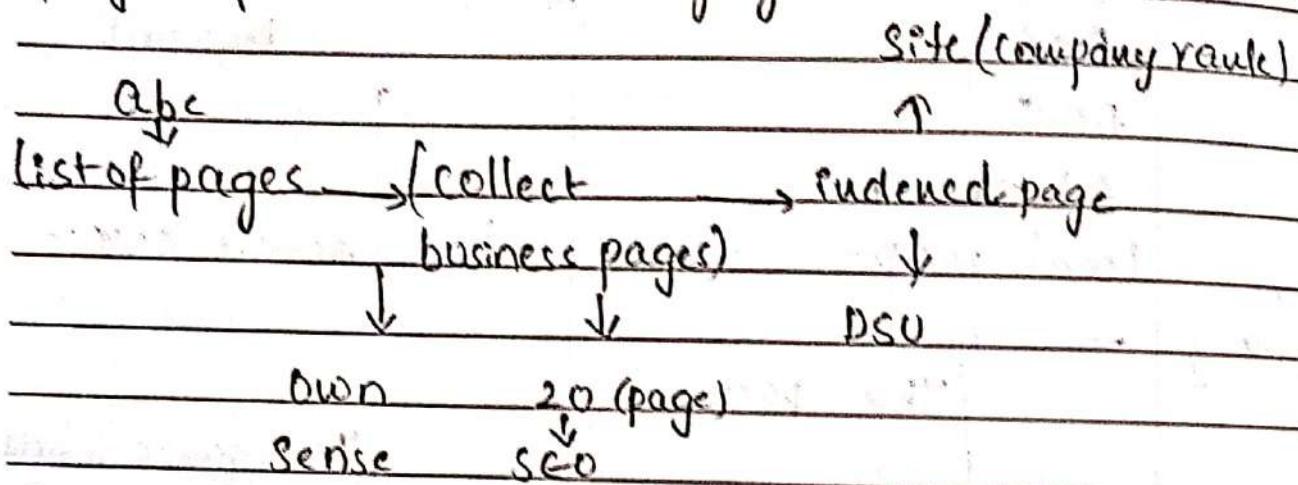
There are two types of operators in SEO

1. Site

2. Cache

Site :-

Site is used to find out the list of indexed pages from website in google



Cache :-

It helps us to find out the date and time of a crawling

Site → Website name → This shows business page

Cache → Website name → Shows google crawling time

3. Google Algorithms (or) Updates :-

Google updates are used to describe a change affecting how rankings are calculated by the search engine.

General aim :- Improve the relevance and quality

BoVical Gold of the search results

1. Caffeine update
2. Humming bird update
3. Rank brain
4. Panda
5. Penguin
6. Pigeon
7. Pay day
8. Pirate
9. Exact match domain (end filter)
10. Top heavy ranking
11. Mobile friendly view
12. Possum
13. Penguin 4.2
14. Google fred
15. Google sand box
16. Broad case / bit case
17. Phantom-III
18. light house
19. Google clouiring
20. Speed update
21. Google media
22. Ginger

1. Caffeine update :-

It is used to display results very fastly

2. Humming Bird:-

It makes the google search engine to show the right information to the right keyword.

3. Rank Brain:-

It helps to the google to understand the complex keyword to display the right information to right keyword.

4. Panda:-

The webpage which contains copy & duplicate content will be hit by Panda. It checks content quality (word count).

Thin panda-check word under 500 words.

Thick panda-check word over 2000 words.

5. Only for business pages:-

In blogs you can write one, 2000 words. Panda is of 2 types thin and thick. If the content is less than 500 words it will be hit by thin panda, if more than 2000 words, it will hit by thick panda.

NOTE:- Use small seo tool.com to find out the unique content

6. Penguin:-

The page which contains more keyword stuffing and more spammy linking will be hit by Penguin.

Penguin:

- Do not repeat the same keyword more than 3% in the website which comes under keyword density and which will be hit by Penguin.

Region:-

It gives more importance to local search results.

Posseum:-

The company which is trying to target the local customers based on local keywords without any branch or office in that area will be hit by Posseum.

9. Payday:-

The website which contains irrelevant keywords apart from the business keywords will be hit by Payday update.

10. Pirate:-

The website which contains copy right content like video, music, movie etc., will be hit by pirate update according to DMCA (Digital millennium of telecom authority).

11. Exact match domain:-

The domain which contains exact keywords and the website which contains all spamming things will be hit by End filter.
Acc to exact match domain purchaser the domain by using name and keyword.

Ex:- Social media help

12. Mobile friendly view:-

The website which is designed for any company in desktop view, it must be also in a responsive way or customize because according to recent updates most of the companies are getting business through mobile device.

13. Broad case:-

Advanced version of a MFV. According to broad case if the loading speed of the website is too slow and if the content is not displayed in a proper way then it will be hit by broad case or bit case.

14. Phantom-III :-

The website which is designed in a weird way which contains low quality content and which contains more keyword density will be hit by Phantom-III.

15. Penguin 4.2:-

The website which contains 404 error pages (05) dead links (01) broken links and which are ranking well in google will be hit by Penguin 4.2.

16. Top Heavy Ranking:-

The website which contains more and more ads without any useful content.

and which is ranking well in the top will be hit by Top Heavy Ranking.

12. Google Feed:-

The website which is designed to solve the queries of a customer and which contains more and more affiliate marketing adds will be hit by google feed.

13. Google Sand box:-

It is designed to hit newly designed websites which are trying to rank well in google without any clear content.

14. Speed update:-

The website which is loading too slowly more than 3 sec will be hit by speed update.

20. Page Rank:-

The Rank which is given by the google to each and every page depends on the traffic. It uses to determine a page relevance and importance.

It is of two types:-

- a. Starts from 0 to 9
- b. N/A (not applicable)

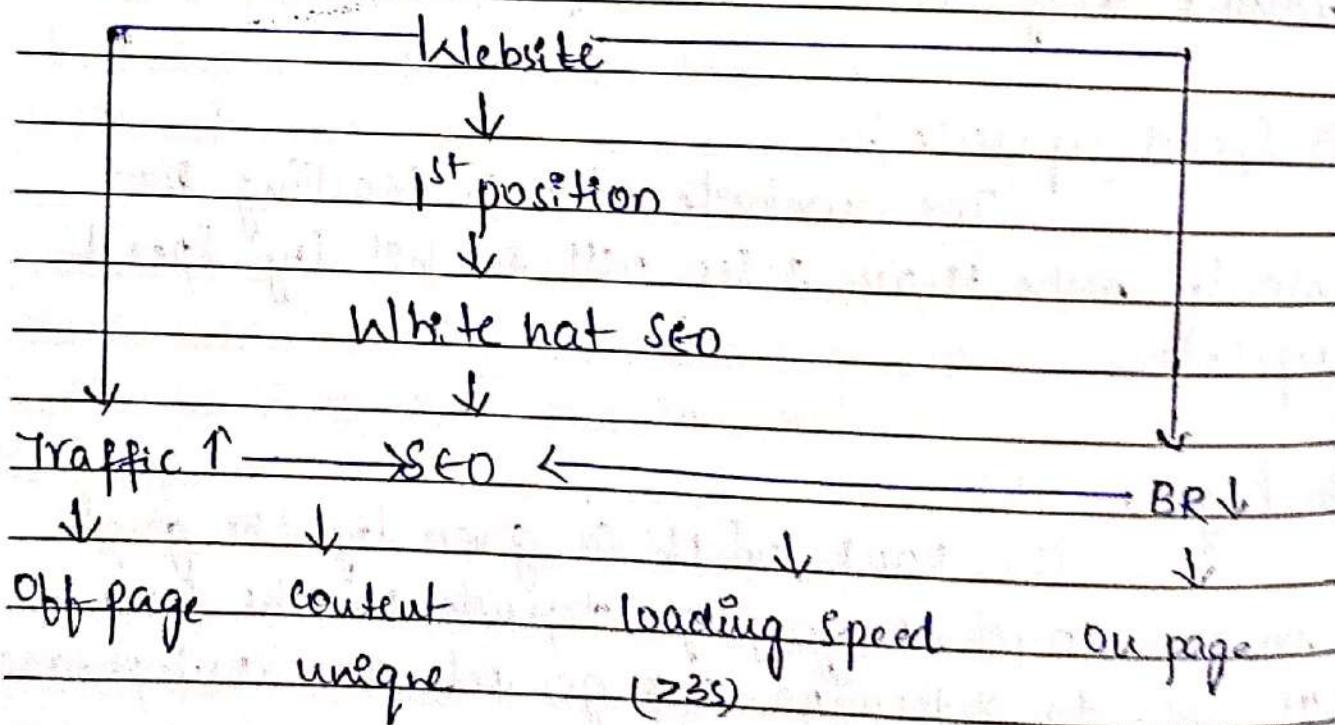
Page Authority (or) Domain Authority :-

The score will be given by google depends on the quality of traffic. The score starts from 1 to 100.

*¹⁹ Bounce rate :-

The time difference b/w landing time and exit time of a customer in the page by engaging with the content is called bounce rate.

According to google, the bounce rate should not be more than 25%.



7: Types of keywords

Keywords are of total 7 types in SEO

(1) Long tail keywords (2) Complex keywords :-
Contains ^{more than 3} words

ex:- DMC Training Institute in Ameerpet, Hyderabad

2. Short tail keywords :-

contains 2 or 3 words

ex:- Mobiles under 10,000

DMC

3. Shopping keywords :-

Purchase keywords

ex:- mobiles, laptops

4. Information keywords :-

Info keywords

ex:- What is DMC?

5. LSI :-

Latent Semantic Indexing-Supportive keywords

ex:- DM-course, Service, Training, Free lance

6. DKI :-

Dynamic keyword insertion

7. Location Based keywords :-

Includes location

ex:- DMC in hyd

NOTE:- Always use long tail keywords to generate more business and traffic

SEO

SEO is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search engine page of a search engine.

Optimization :- act of making something as good as possible

use :- To reduce costs that leads to higher profit

SEO

1. Business Analysis :-
 - a) Products or Services
 - b) Target group of audience
(Age/ gender/ location)
 - c) Competitors (online & offline)
 - d) Index pages

2. Keyword Analysis

Helps you to collect keywords which are searching by user in market

3. Types of SEO

- a) White hat SEO
- b) Black hat SEO
- c) Grey hat SEO

White hat SEO → On page (BR↓)
→ off page (CT↑)

4. Competition analysis:-

Website
analysis

Web position
analysis

5. Reports

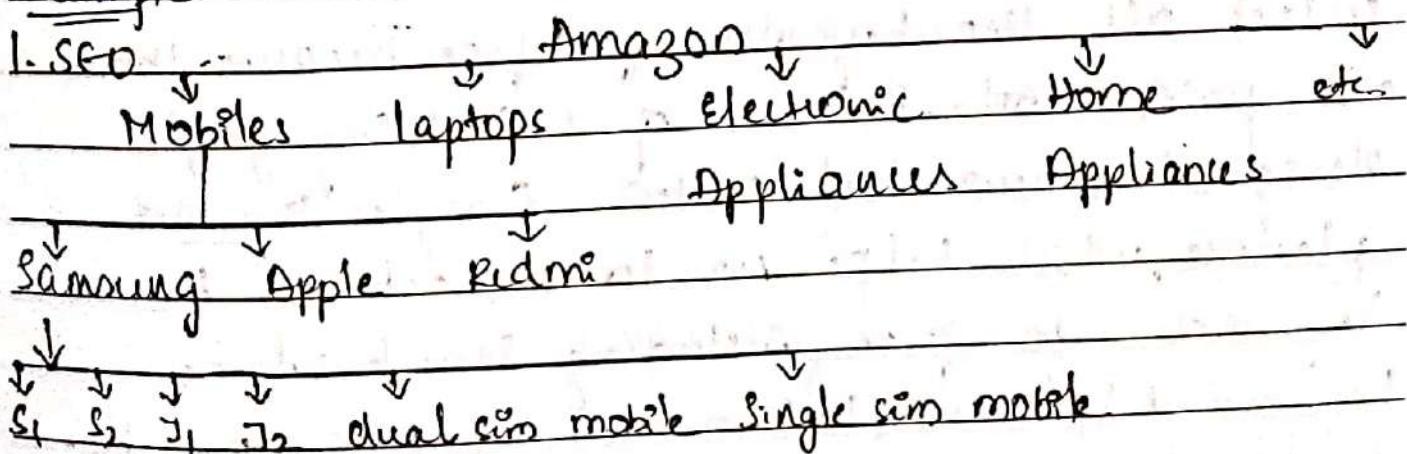
6. Recovery SEO

Business Analysis: It is used to analyze the business of a company in terms of

- find out the products or services of a company
- find out the target group of audience like age, gender, location
- Analyze the competitors of a company
- Find out the list of business pages and index pages

SEO is done only for business pages

Example:-



2. Age :- 20 to 45.

Gender :- F/M

Location :- Shopping (city, Mandals, Metroopolitan cities)

3. Flipkart, snapdeal, paytm, phonepe.....

4. Index pages → Site: www.Amazon.com

**¹⁸

2. Keyword Analysis:-

It is also called as a keyword research which helps us to collect the list of keywords from the google about a product or service.

→ There are many tools in the market where they give you all the keywords based on the products or service.

→ These tools are 1. ubersuggest

2. keyword.io

3. keysearch.com

4. keyword funnel

Tools → keyword + search volume

→ From the above tools there is no chance to collect all the keywords for free because those are paid tools. Because of this thing google designed a new tool called Google keyword planner, which helps us to collect all the keywords for free including search volume.

→ Keyword Analyser is used to know which keyword is used by Google keyword planner:- customers

Go to google



Search for 'Adwords.google.com'



click on 'Sign up (SS) Start now'



Login with Gmail



click on 'Experienced with google Ads'
(SS)

↓ Switch to expert mode

click on continue with 'creating a campaign'



Select Timezone, currency, country



click on 'Create Account'



Go to 'Tools'



click on 'Keyword Planner'



click on 'Discover keywords'



Enter the 'target keyword'



Select the 'location & language'



click on 'Get ideas'



click on 'download'

DUROCIN DS

Types of SEO

There are 3 types of SEO in digital Marketing

1. White hat SEO
2. Black hat SEO
3. Grey hat SEO

White hat SEO:-

It is to do SEO for a website according to the google rules is called white hat seo

white hat is of 2 techniques

- On page optimization
- off page "

On page optimization:-

It is to do some changes in the website according to google rules to make the customer to engage with the content and to make him wait for a long time in the website which helps us to reduce Bounce rate

1. URL optimization

2. Meta tags

* 1a

a) Meta title

b) Meta description

c) Meta Robot

d) Meta keywords

Saccholyte-D°

3. Open graph tags (og tags) ** Tq
4. Bread crumbs
5. Heading optimization
6. Loading speed optimization ** Tq
7. Anchor linking
8. Canonical linking ** Tq
9. Keyword density optimization ** Tq
10. Content optimization ** Tq
11. href=box follow box optimization
12. Social button
13. Image (ii) alt tag optimization ** Tq
14. Video optimization
15. Footer optimization
16. Server optimization
 - (i) Non www to www conversion
 - (ii) Robots.txt ** Tq
 - (iii) Site map submission *** Tq
 - (iv) Change of Address

I. URL Optimization:

→ Web address

According to URL, the URL's of a business page should be 'SEO friendly URLs'. (use keywords in the name and separate URL by (.) (.) (.))

* Dynamic :- (Wordpress)
website without coding

login into website (website.com/wp-admin)



Go to settings



click on 'Permalink'



Select post → (-) Save

Static (coding) :-

website.com/user(S) admin

Login into Cpanel



Goto 'file manager'



click on 'public_html' (Root folder)



Search for 'Pages'



Do 'URL optimization'



2. Meta tags:-

Meta tags are in the form of HTML which use clear information to the customer about a page in the google to the keyword.

Meta tags are of four types, there are:

1. Meta title

2. Meta description

3. Meta keywords

4. Meta Robots

A) Meta title:- (never use comma's)

1. According to google rules, the title of a page should not be more than 72 characters and later reduced to 55 characters.

2. According to new update the title of a page should not be more than 71 characters.

3. Insert minimum one or two keywords in the title.

B) Meta description:-

It is a two lines of sentence which use clear information to the customer in google in a short way.

First limit → 154 (or) 156 characters

(later reduced) → 115 characters

New → 300 characters



C) Meta keywords:

Add minimum four to five keywords in the background of each page.

Ex:-

DMC in hyde	↓ SEO	DMC in hyderabad
Meta tags	↓ eigu ↓ DSV	meta tags
Title des key URL		title

Title : Best DM course training Institute In hyderabad

Description : Register today & get training from institute

Keywords : DMC, DMC in hyd, DMC Training

URL : www.abc.com/D-M-C-in-hyd

Dynamic :- (WP)

Login into website



Go to 'plugins'



click on 'Add New plugin'



Search for 'All in one SEO'



click on 'Install and Active'



go to 'All in one SEO'



Click on 'General settings'



Scroll down to 'Keyword settings & enable'



Go to home page settings



Add 'meta tags to the page'



click on 'Save & continue'

Static -

If it is in coding
control panel

file manager

Public html

Pages

click on edit

Syntax

- Title → <title> = "Title" /title>
- desc → <meta name = "description" content = "Text" />
- keywords → <meta name = "keywords" content = "Text" />

To open control open → ex: digitalgannet: 2082

: 2083

(b)

/cpanel

3. Open Graph Tags : (OG)

OG tags gives clear information to the customer whenever the page URL's is posted in social media channels.

OG tags are of 3 types:

1. OG image

2. OG title

3. OG description

dynamic:-

static:-

All in one seo



Syntax :-

features Manager

```
<og property="og:title" content="Title"/>
```

Social meta



activate

4. Loading Speed Optimization:-

The time which takes to load a page in the website is called loading speed of a page.

* Reasons for loading speed of a website is low
 size of images, cache, server found error

Plugins
Used to remove errors

1. WP Faster Cache
2. Smush
3. Autoptimize

Reference

Cross

1. Rendering Java script errors
2. Minify CSS (less)
3. Image sizes
4. Unnecessary plugins
5. Leverage cache
6. Service (band width)

Tools

Used to detect errors

1. GT metrix.com
2. Google page speed
3. Neil Patel.com
4. TQD, pingdom.com

This process is used for a website if it is in coding (SS) which prevent

5. keyword density optimization:-

The page which contains (SS) the keywords which are repeated more than 5 times (SS) 3% will comes under keyword density will be hit by Penguin formula

$$\text{Keyword density} = \frac{\text{Keywords Repeated}}{\text{Total words in page}}$$

G. Bread Crumbs Optimization:

- * 1. The Navigation of a customer from page to page is called Bread Crumbs.
- * 2. Bread crumbs is used to remove duplicate page view.
- 3. Bread crumbs is used to make the customer to understand how far they entered into the website.
- 4. Bread crumbs are of 3 types
 - a) location based
 - b) Path based
 - c) Attribute based
- 5. Bread crumbs used to remove the duplicate pages from the website when the customer is navigating from page to page.

Dynamic :-

- Step 1 Log in into website
- ↓
- Go to 'Appearance'
click on customize
↓
- Search for 'Bread crumbs'
↓
- Click on 'Enable'
↓
Save it

Static :-

Go to google



Search for 'Breadcrumbs code in wp'



Click on 'any result'



Copy the code



Login into 'c' panel



File manager



Public html



Search for 'header.php'



Upload code



Builtwith.in → is the website used to know whether any website is in coding (or) wordpress and all the details of a website.

Common options for all wordpress website to install Breadcrumbs

Step-1 :- Login into website



go to 'plugins'



click on 'Add new' & install the 'breadcrumbs'
 Navxt'

Step 2:-

Collect code from the google for 'Wordpress
breadcrumbs'

↓
login into website

↓
Go to 'appearance'

↓
Theme Editor

↓
click on 'I understand'

Show a page	with two options.	→ <head>
		→ </head>

and upload a code

↓

Click on 'file update'

7. Heading Optimization:-

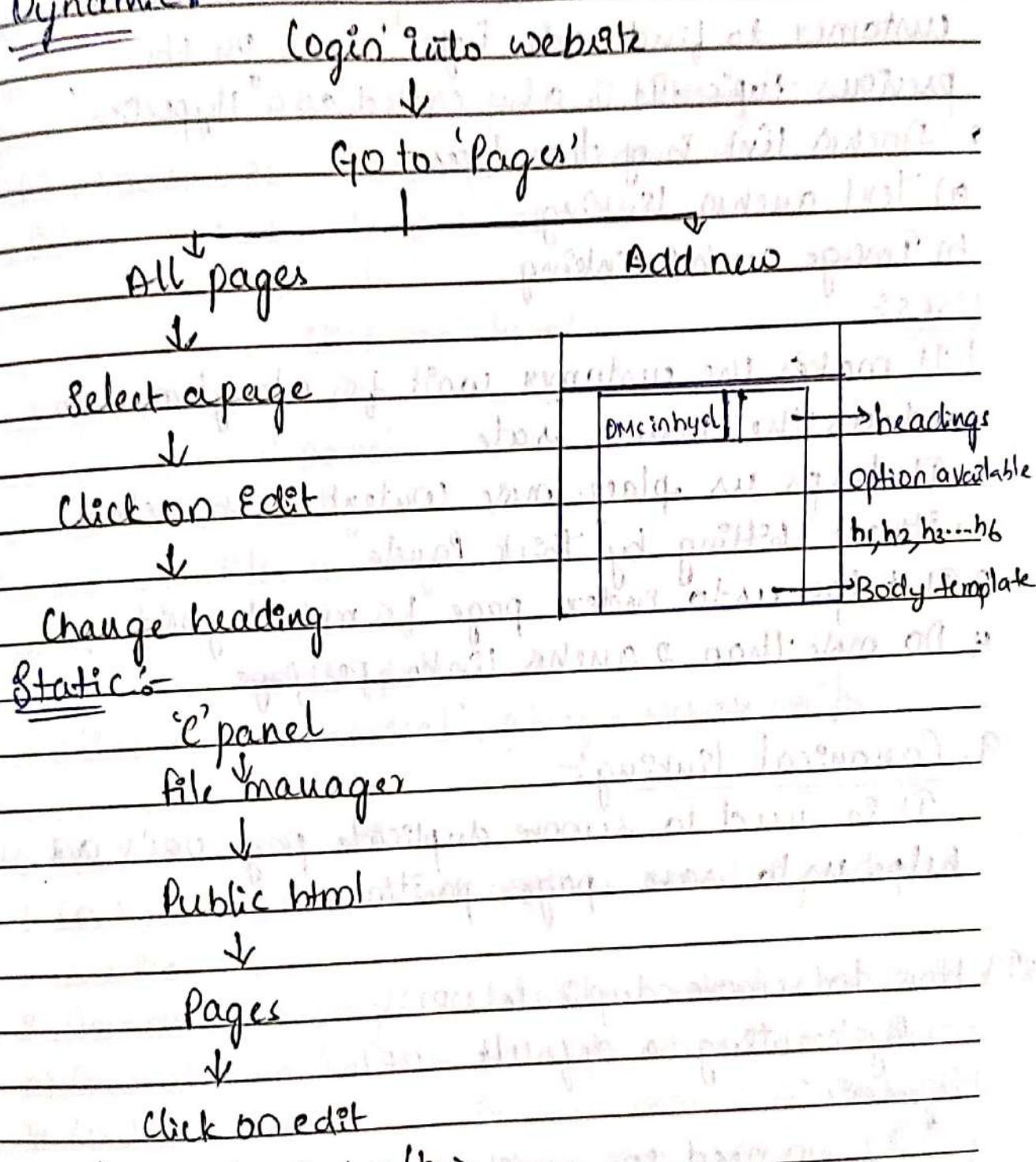
Heading gives clear information of a content

1. Headings are like a title of a page where heading are of total 6 sizes which starts from H1 to H6

2. Do not repeat H1 heading more than once and other headings can be repeated more than once

3. Use target keywords in the headings to index page in less space of time in google

Dynamic:-



$h_1 \rightarrow <h_1> Text </h_1>$

$h_2 \rightarrow <h_2> Text </h_2>$

⋮

$h_6 \rightarrow <h_6> Text </h_6>$

BENDOEEEN™

8. Anchoring linking Optimization:-

1. It is a click able text(URL) image that makes the customer to find more info based on the previous topic. It is also called as a "Hyperlink".

2. Anchor link is of two types

a) Text anchor linking

b) Image anchor linking

USES:-

1. It makes the customer wait for a long time which reduces the bounce rate

2. It helps us place more content in the website without hitting by "Thick Panda"

3. It helps us to index page for more keywords

4. Do more than 2 anchors links per page

9. Canonical linking:-

It is used to remove duplicate page URL's and helps us to make page positions

* How to remove duplicate URL's

By creating a default URL

Dynamics:-

No need to modify by default there is a option to modify

Login into website



Settings



click on 'General settings'

Wordpress URL - http://abc.com

Site URL - http://abc.com



click on 'Save' button

Static

'c' panel



file manager



header.php

<link rel='canonical' href="Website URL"/>

10. Content Optimization:-

1. Content is like a description about a product or service

2. According to google rules the content should be

a) Content should not be copy according to panda

b) Content should not be less than 500 words and should not be more than 2500 words according to thick and thin panda

c) Use keywords b/w 12-20 keywords and do not repeat the same keyword in a page

BENDOFEN PLUS

- d) Do not use irrelevant keywords according to 'Pay day update'
- e) The loading speed of a website should not be than 3sec, if it takes more than 3sec, it will be hit by speed update
- f) Do not use copy right content like Images, videos etc., which are having copy-right
- g) Do maximum two anchor links in the page
- h) Add minimum 2 to 3 headings in the page. Do not use H1 more than one time
- (P) Website should be in a mobile friendly view
- (J) Add the keywords in Bold, (m) Italic form

11. Like box | follow box:

Like box | follow box are used to generate few likes and followers to the social media pages of a business.

Like box:

Dynamico :- Login into website



Go to 'plugins'



click on 'Add new'



Search for 'Easy Facebook Like box'



click on 'Install and Activate'



Go to Appearance



click on 'widget'



drag and drop the 'Plugin'



Enter the Social media Fb page URL



click on 'Save'

Static :-

Go to google



Search for 'developers.facebook.com'



click on 'Docs'



Goto 'Social Integrations'



click on 'Social facebook plugins'



Select the 'likebox button'



Enter the 'Fbpage URL'



Select 'height & width'



Select the type of button

click on 'get code'



code 1 : Used to display box in all pages code in 'headers'

code 2 : used to display box in a single page code in 'body'

Follow box:

Go to google



Search for 'Publish.Twitter.com'



Enter the 'Twitter Id'



Click on 'Follow buttons'



copy the code



Upload into 'Page'

12. Social Media buttons & Social share buttons:

1. Social share buttons are used to share any information from the website into customer social media platform

2. Social media buttons are used to make the customer to find more info about company

products and services and daily activities

Sassy → is a plugin. used to add social media plugins

13. Image Optimization:-

It is to add minimum 160 keywords in the background of each image is called 'Alt tags' → a) Alternate related b) Text(S) keywords

*Never ever use more than one keyword per image

14. Video Optimization:-

1. The process of adding video in the page is called video optimization
2. Video optimization will make the customers to understand the clear info about a product and it makes the customer to wait for a long time

Powtoon.com
Animaker
Animoto

These websites are used to make any animation video for a website

Process of video Optimization:-

log in YouTube



Go to 'channel'



Select a 'video and play'



Click on Share button under the video



Click on 'Embed'



Copy the code



Add into 'website'

15. Footer Optimization:-

It is the place which is meant for adding company address, company info, social media buttons, location map

16. Seo Optimization:-

It is to modify something in the Seo based on the google updates

a) Non www to www conversion:-

1. It is to convert a website from non-www to www

Ex:- abc.com → www.abc.com

2. It helps us to index the website to the keywords in entire world

Dynamic :-

login into website



Settings



click on 'General settings'



wp URL http://www.abc.com

site URL http://www.abc.com



click on 'Save'

b) Site map Submission :-

1. It is used to re-submit the crawl error pages to the google

2. * Site map → It is a tool helps us to re-submit crawled error pages directly to the DSU.

Crawler error pages → Pages which are not read by crawler

3. It is of 2 types

1. XML format is meant for crawler

2. HTML format is meant for customer

* Reasons for skipping crawler of a page is → Server errors, plugins, code, Bandwidth, SEO friendly URL bcz of this reasons we get a crawl error pages

Boostmin™

* SAV Dynamic :-

Step 1

Login into website



Goto 'All in one SEO'



Click on 'Feature manager'



Click on 'Activate' (site map)



Open 'xml site map' & enter 'website URL'



Click on 'Submit'



Click on 'Save changes'

Step 2:-

Login into 'Google Search console'



Goto 'site map'



www.abc.com



Enter the "sitemap.xml"



click on submit

Static (SS) dynamic :-

This process is used either for
Word press (SS) coding

Step 1:-

Go to 'google'



xml-sitemaps.com



Enter the 'website URL'



click on 'start'



click on 'download Site map'



Login into 'c' panel



file manager



Public-html



Upload file

Step 2:- Same as dynamic

c) Robots.txt :-

- It is a program that helps us to allow (S) disallow the crawler and index to block any page from the google temporarily

Botical D

- * Q2. A program that will tell to google through
DSU to do not show a page in google without
removing the page in the website.
3. Helps us to hide a particular page to the
google temporarily.

Sq* Syntax

user-agent :

disallow : /wp-admins

disallow : /P-T-in-hyd

If that page want to show again in the
google

allow: /P-T-in-hyd

Home	DMC	PT	Python	S	Contact
			O x		
			① x		

SEO → GSV → DSU

a) Change of address:-

1. It is to transfer the address of a old website to the
new website either permanently, (B) temporarily

NOTE:- Address means DA, PA, Page, Back links,
positions etc.,

* Permanent change of address is also called as a '301' redirect.

* Temporary change of address is also called as a '302' redirect.

22/09/19

O-P-I - Page Analysis Optimization

It is used to communicate with the outside world to generate more traffic, domain authority and page authority into our website.

Off page is of two types

T1 DAT PAT

- a) Link building
- b) Citation

Link building:-

It is to do anchor linking in other websites to generate more backlinks into ^{our} website.

Guidelines to do link-building:-

1. Relevancy must be similar between both the websites.
2. The spam score of a website should not be more than 5%.
3. The DA of other website must be high compared to our website.

BOVICHROM®

2. Don't purchase spammy back links from third party.
 5. NO follow URLs - do not pass the backlinks.
 6. Do not ^{submit} more than 30 category submissions each day.
- Meta Robots:

Meta Robots are the programs which help us to control crawler and indexers while parsing the backlinks. There are of 4 types

- a) Index - copy → DSU
- b) No-index - Do not copy
- c) follow - Pass backlinks based on DA
- d) no-follow - Do not pass back link

dg → xyz Google

(I, F) —

(I, N.F) —

(N.I, F) —

(N.I, N.F)

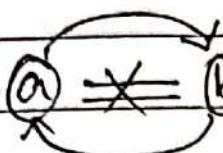
do not pass the URL's

TOOLS

1. Moz bar → used to see spam score and backlinks
2. Neil Patel .com
3. Small SEO tools → used to see no-follow (N) Do follow
cheats.com tool - paid version to check no follow, nofollow PA ↑

Types of Link-building: 3 types of link building in SEO

1. One way

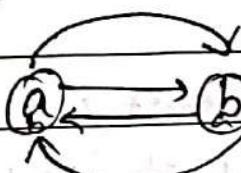


(a) ~~free~~

3m (1) 6m (0) ly to pass Backlinks

2. 2nd on reciprocal

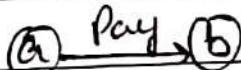
(b) own link building



(b) free

→ 2 to 3 weeks to pass Backlinks

3. 3rd (c) Paid



24 to 48 hrs → 10 pass instant backlinks

Only one way

Citation:-

- Search engine submission
- Directory submission
- Social bookmarking
- Social sharing
- Image sharing
- Video sharing
- Document (X) PPT submission
- PDF submission
- Peer review submission
- Forum (X) Q & A submission

→ local business listings

→ Blog commenting

→ Web 2.0 submissions

→ Article submissions

→ Guest posting

→ Infographic submissions

→ Classified submissions

24/07/19

In Search engine submission - Submit URL

Directly submission - Submit link

classified Ads - Post free Ad (A) PELL

Social book marking - the websites which bookmark our website, like ^{are used to} LinkedIn, reddit... ^{platforms}

In reddit we can add Only page by page

In Mix website the total website will be stored in this website (like shows OG tags)

By doing this links we get more traffic

Document (A) PPT Submission:

The platform where we should create ppt's or pcf about a company products and services by creating 10 slides

first 5th slides there is no option for hyperlink after 5th slides we can attach hyperlink

DIGEBUFF and should submit these into website (PPT)

Press-release Submission: Uploading a content onto social site news portals here cost is too expensive, it used

Forum Submissions: quora. upto 15 days we should not do any link buildings

- To get more and more traffic where there not be any relevancy

Blog commenting: collecting all blogs based on the keywords which we want to promote our business

Ex: Sweans.com

HTML → Link text → syntax for anchor linking

Ex: <a href = "digitalgannet.com"

digital marketing course in hyderabad

Web 2.0 Submission

Creating the pages one by one about our information of a product, we can do anchor linking in each page

ex: sites wix, yola, blogspot, weebly, beep, tumblr

Article submission

Create an article with 2000 words content

Promotion of our content to others - Also called as Guest posting; We can enter into any website and post article that people promote yours business we can post any article into others site to get traffic to your website.

25/09/19

Black Hat SEO

If it is to do seo for a website without following the google rules is called Black hat seo (BHO).

It is of two techniques

RHO

On page

→ Hidden text

→ Sneaky redirect

→ doorway pages

→ link bait (BS) link farming

→ Article spin content

→ cloaking seo

→ keyword density

→ keyword stuffing

Off-page

same as WHTG

→ no categories

→ no relevance

→ 30+ each day

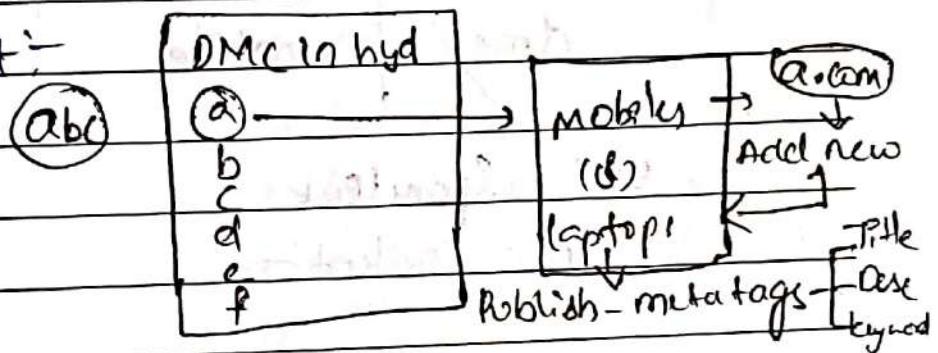
Submissions

SULBIAN™

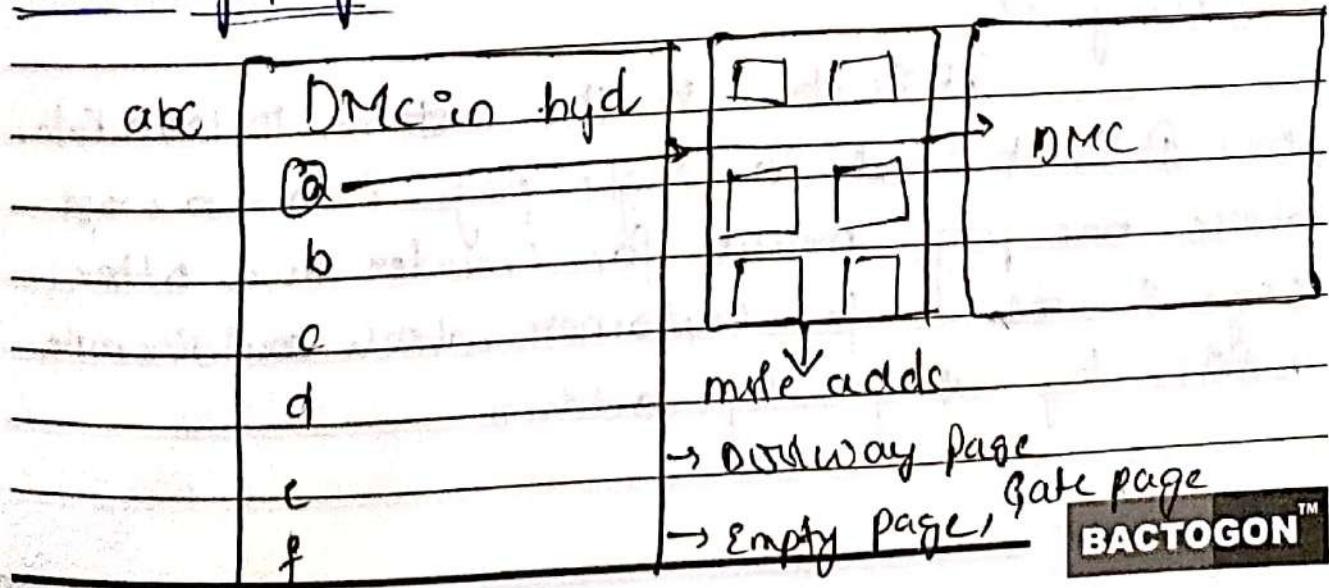
Hidden Text:-

The text which is added in the background colour will make content (or) make keywords (or) more irrelevant keywords and which is not visible to the customer will be hit by Thick pads, Pay-day and Penguin.

But the crawler can read the page irrespective of the colour text

Sneaky redirection:-

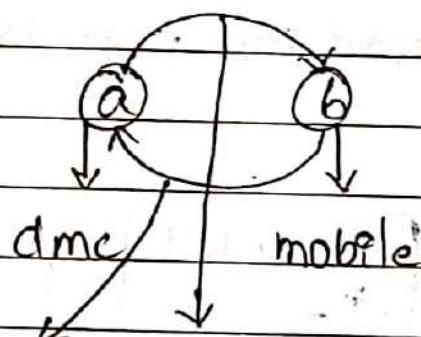
It is to make the customers to land into irrelevant business pages according to his search

Doorway Pages:-

It is to make the customer to land into an empty page which contains only ads and later it is to re-direct a customer into main page.

Link bait (d) link farming:

It is also called as a spammy link building (e) irrelevant link building



link bait (e) Spam link

Article Spin Content:

Spinbot.com is a tool → article content modification

The website which contains article spin content will be hit by Panda

Cloaking SEO:

It is to make the customer to land into.

(ov) It is to create a single page into two ways where one page meant for crawler and other page is meant for customer which contains more ads by using Ip address

Date: / / 51

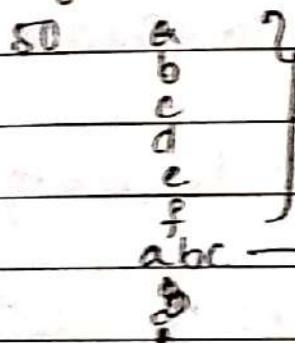
Competition Analysis:-



Web platform analysis (WP)

SEO

Google DMC



①②③... next



Website Analysis

1. Rivalry analysis

2. Keyword positions analysis

3. Meta tags

4. Alt tags

5. Canonical linking

6. Site map

7. Back links

8. Spam score

9. Content optimization

10. Loading speed

11. Traffic source

Google Search Console

Date: 26/07/19 52

1. GSC also called as a 'google web master' tool
2. Use it to display any website to the google to
** the keywords
3. It helps us to remove any page permanently,
or temporarily from google.
4. It helps us to submit a site map to reindex
the search engine pages.
5. It helps us to analyze the organic traffic of
the website
6. It is used to check the backlinks of the website
7. It helps us to find out spam issues of the
website

Process:

Go to Google



Search for 'Google Search Console'



click on 'any result'



Log in with 'Gmail'



click on 'Start now'

(WP, Cpanel)

WP

Domain prefix

URL website

(DNS) Domain name here

enter the website 'url'



(http://)

Saccholyte-D*

1

Click on 'verify'

```
graph LR; A[HTML code] --> B[HTML Tag]; B --> C[Domain provider]; C --> D[Google Tag]; D --> E[Google manager]; E --> F[Analytics]
```

The diagram illustrates the flow of data from raw HTML code through various stages to finally reach Google Analytics. The components are arranged horizontally:

- HTML code
- HTML Tag
- Domain provider
- Google Tag
- Google manager
- Analytics

Arrows indicate the sequential flow between each stage, starting from the initial HTML code and ending at the final Analytics destination.

click on download

Copy the 'code'

capacel

Go-to WordPress'

file manager

All in one Appearance

Public - html

↓ (Root folder)

upload file onto ↗

Webmaster Settings

Theme Editor

start
at the

click on 'verify'

quotation's
Enter code

Theme header

<head>

Enter code ↓ <head>

Enter code

3

<head>

upload code

Click on 'update'

↓

click on 'Verify' (in GSO)

(If theme editor does not work
can use All-in-one SEO)

Recovery Seo

Date: / / 54

1. How to find the website hit by 'Black hat SEO'?



Go to google



Enter the Company 'website name'



If the message displayed 'This site may be hacked'



That means website got hit by 'B.h.Seo'

2. How to find the websites?

Login to GSC



Goto 'Security & manual Actions'



Check the 'Spam content'

③ Disavow links:

How to remove ^{backlinks} disavow links

1. Open the website

2. Install moz bar tool & enable

3. Click on Spam Score number

4. Download all spammy links (moz pro)

5. Open the Excel sheet which is downloaded and copy all the spammy links

6. Paste into notepad, save as "encoding= utf-8"



7. Go to google and search for Disavow tool
8. Click on any result
9. Login with Gmail (in which GSV account)
10. Select the website and click on Disavow and upload notepad (file)

(if 0 domains and 0 URLs is displayed then start again)

SEO

Step 1:

Find out the Business pages



Check these pages are indexed (site:)

Step 2:

Find out the position of a website for each keyword
(keyword position analysis)

To check - Neilpatel.com → Submit → Keyword position URL

Step 3:

Check the Spam Score & collect the spam links by
using 'Moz bar'



Remove by 'using'



Disavow tool



Step 4:-

Implement on page

- Metatags
- Loading Speed
- Alt tags
- Content & also see the keywords
- Backlinks
- DA & PA
- Sitemaps
- Traffic Source

Seoquake

Seo site checkup

GIT metric

→ Similar web

Step 5:-

Off page

Enter the keyword in Google

a 2

b

collect

c

Competitors

d

Backlinks → (ahref.com)

e

Step 6:-

Open one by one linkbuilding site & check sponsored DA & PA & do Backlink

Step 7:-

Submit reports



Meta description Syntax:

<meta name="description", content="Text"/>

flikonee.com → Organic Search (gives hint) to perform better SEO

SEO :-

choose a site



analyse bweeney pages

①



choose a promising page



Site: url (check for indexed pages)



(i.e it listed or not in

Neilpatel.com google checker

(to check the position of a page)



which we are providing

② Paste met to the page (remove slash & select

ctrl + shift + delete)



analyse the competitor keywords

③

Go to website and click spamiche using
Mozbar



② Implement SEO (on page)

↓
⑤ Go to google (OFF page)

Check for competitor's keywords & backlinks
↓

copy URL (i.e. top than your's website)
↓

Search for the keywords position
↓

→ Go to chefs.com/ backlinks

↓

flikower.com
↓

Dashboard
↓

click here to access
↓

paste the URL (i.e. competitor's)
↓

remove the slash in URL → refresh
↓

go to live
↓

(Overview backlinks)

Search for Do-follow backlinks
↓
Should be more)

Export (i.e. download) into excel

BOVISTAMINE®

Check each and every site of the backlink

Do backlinking

31/09/19

Smallseotools.com → keyword position → keyword → Nofollow
⑩ → Search

Protiger

Depends on → competition

keywords

location

Search volume of keywords

Spam Score

Backlinks

Relevancy

Target of customers in SEO → based on keywords

Search Engine Marketing

Date: 1st/08/2019

Promotion of a business, products and services of a company through sponsorship like by creating text ad, video, shopping, application etc.

Adwords:-

It is an online advertising platform of Google that helps to the advertiser to promote their products or services through different ads in different ways by paying something to search engine.

Uses of SEM:-

1. It helps us to generate business in less span of time (24 hrs)
2. It helps us to target customers depends on age, gender, location and also site-marketing
3. User investments and more returns (ROI)

1. Account setup (a) Account creation
2. Keyword match types
3. Click through Rate (CTR)
4. Importance of quality score
5. Dynamic keyword insertion (DKI)
6. Ad Rank

GYNOSTART

7. Types of pricing models
8. Bid management
9. Frequency capping
10. Remarketing setup
11. Conversion setup
12. Attribution models
13. Campaign setup
14. My client centre (MCC)
15. Adwords Editor
16. Adwords Express Ads
17. Reports creation
18. Hour of the day

Account Setup (S) Account creation

Account creation → Adwords.google.com

↓
login is Gmail

add a campaign

↓

objective → 1. Sales

2. leads

3. Traffic

4. Branding

5. Product consideration

6. App install

↓

7. without goal

Campaign

(Type of ad)

BOVIZENE™

display Date: / /

6.1

1. Search network → Text ads → shown in G.S.E + G.S.P + L.S.R
GSE - Google Search Engine
GSP → Google Search Partner
LSR → Local Search Results
or used
(Giver) leads + conversions
2. Display nw → Image + Response → shown in websites
+ game + youtube
gives Traffic + Branding + remarketing
3. Shopping nw → product listing Ads → G.S.E + YouTube
+ website + Application
connections
4. video nw → video Ads → YouTube + website + App
Views, subscribers, Branding.

5. Universal App promotion → App Install → G.P.S +
G.S.E + Y + W +
App

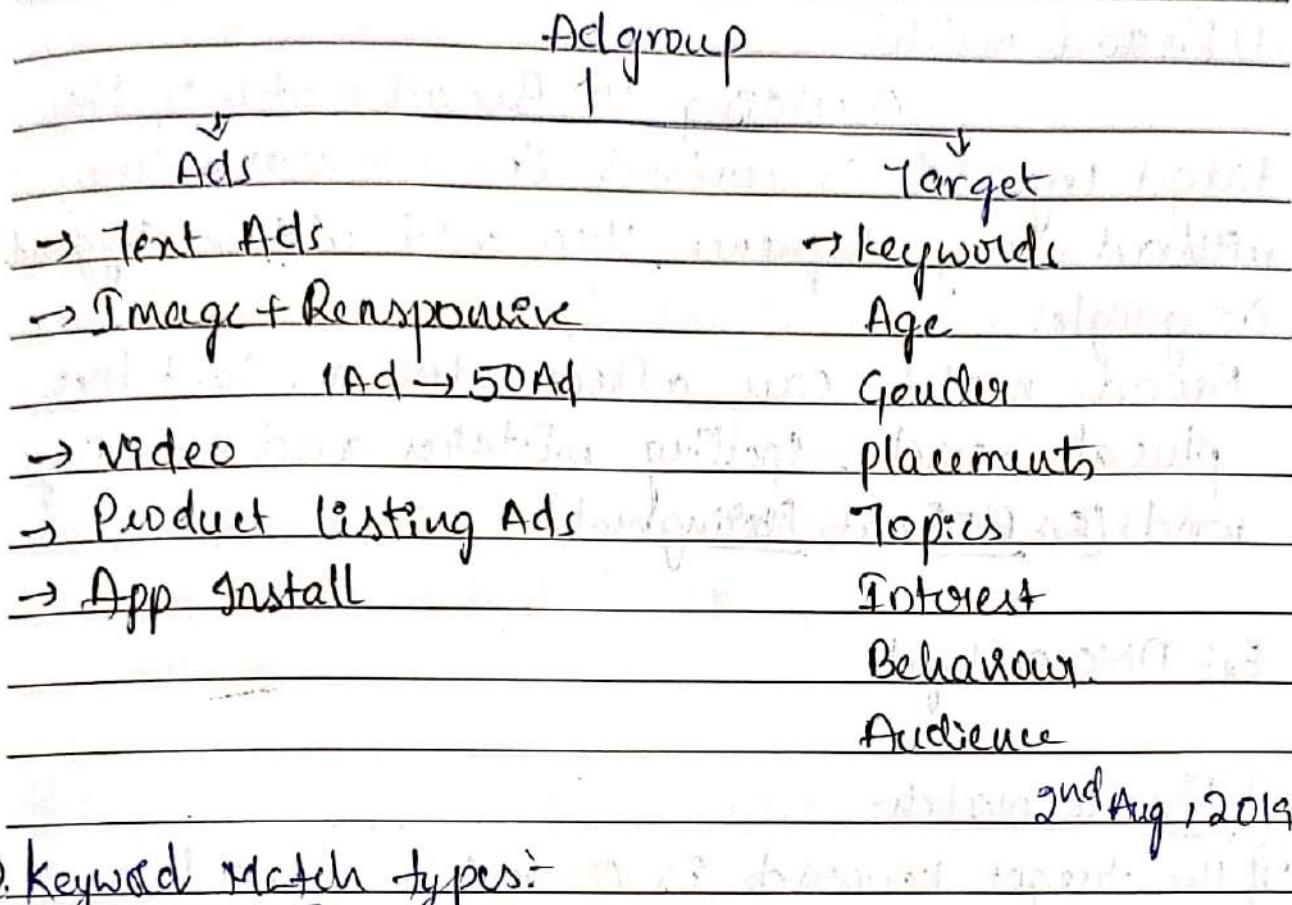
App Install

2nd campaign → Type of Ad

Smart Campaign → Shop list

call only Ad

sign up (K) Sales



2. Keyword Match types:-

Keyword match types are used to control the ad(s) of advertiser like when to trigger(display) and when to not trigger based on the customer search term (SEM) used as keyword (SEO)

keyword match types are of 7 types:-

- a) Broad match
- b) Phrase match
- c) Exact match
- d) Broad match modifier
- e) Negative Broad
- f) Negative phrase
- g) Negative exact

a) Broad match:-

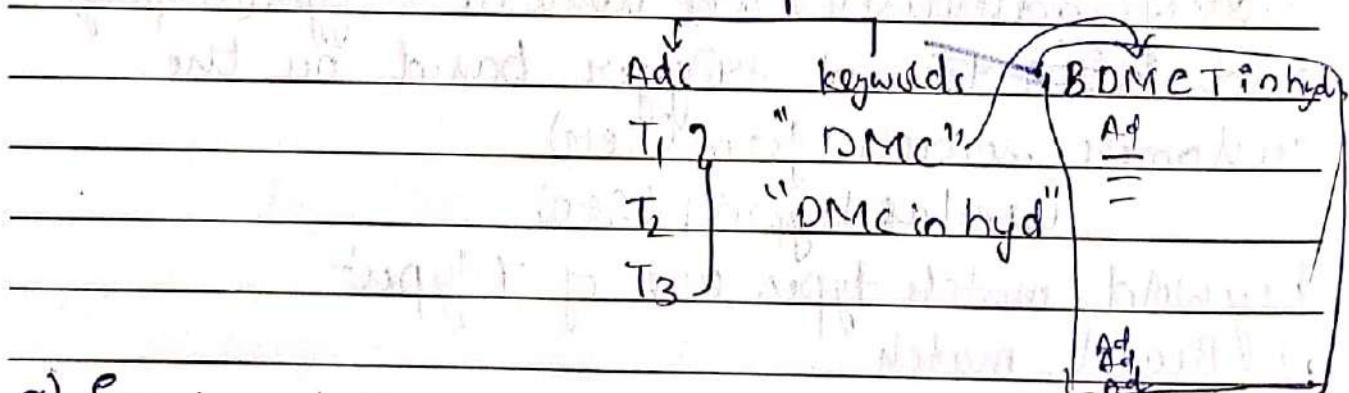
According to Broad match if the target keyword is covered in user search term without any sequence, then ad will be triggered in google.

Broad match can allow close variant text, plural words, spelling mistakes and stemming words (Ex: floor mat, flooring mat)

Ex:- DMC in hyd

b) Phrase match:-

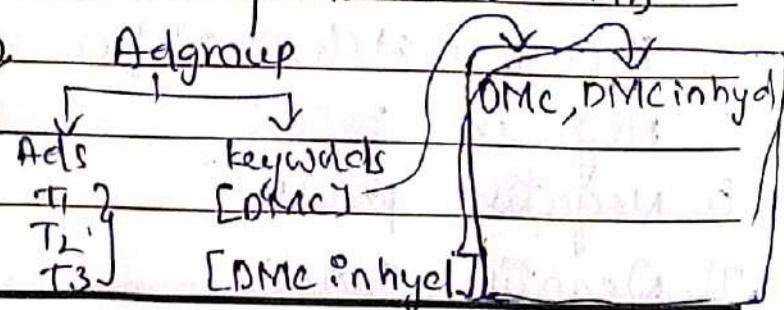
If the target keyword is covered in ^{used} search term in a sequence, then only ad will be triggered in the google Adgroup



c) Exact match:-

If the target keyword is exactly matched with customer search term, then only ad will be triggered in google

BENDOFEN FORTE



Use Phrase and Exact in a company for more business

Broad match modifier:- (BMM)

According to BMM, it is used to convert long tail keywords into short tail and displays ad's to the customer by using '+'

Ex Advanced D M C T Sust in hyd (LTK)

+d +m +hyd (STK)

+d +

d) Negative Broad, phrase, Exact match types:-

These are opposite to Broad, phrase, exact match types.

X Y Z

↓ ↓
Adr keywords

T₁ "DMC"

T₂ [DMC]

T₃ [DMC in hyd]

free dMC in hyd

Ad

"free" online

"free dmc in hyd in online"

"free"

"online"

No → BA "free online"

" " → PM

[] → G.M

#+→ BMM (In advertising and tag of products)

3. Click Through Rate:-

The amount of clicks which are generated from an ad copy is divided by the number of impressions which are generated from same ad copy.

$$\text{CTR} = \frac{\text{clicks}}{\text{impressions}}$$

Impression = if the ad is displayed in the google to the customer.

Click = if a customer made a action on a ad is called click.

4. Quality Score:-

1. The score which is given by the google to each and every keyword depends on the relevancy of advertiser ad copy plus landing page plus keyword is called quality score.

2. Quality score starts from 1 to 10.

Quality score is used by google to display where the position of our website to be in search engine results and how much to charge.

Use:- Helps to get high position and charged less CPC.

Ex: Q.S. 2.8 C.R. 7.8 P.T. 2 C.P.C. 6.2
 2nd position 3rd position 7th position 8th position
 20% in 8.0%. 20% 80%
 and position in 3rd position

Imp of Quality Score:

If the quality score is high, the ad-scrubber increases and it decides position where to display and price (how much to charge).

Q.S. ↑

↳ AdRank ↑ (Rank given by the google acc to quality score &
 ↳ C.P.C. ↑ → Nearest competitor Adrank + 0.01 C.P.C)
 ↳ position ↳ max and min Adrank value

Adrank → C.P.C. × Q.S.

Ex: a) C.P.C (4.5) → Adrank (C.P.C * Q.S.)

$$\text{Q.S. (10)} \quad 4.5 \times 10 = 45$$

$$\text{b) C.P.C (4.5)} \quad 4.5 \times 9 = 40.5$$

Q.S (9)

$$\text{C.P.C} = \frac{45}{10} \quad 40.5 + 0.01 = 40.51 \text{ C.P.C}$$

5th Aug 2015

Impressions can be controlled by keyword Match type

CTR ↑, Q.S ↑ → Adrank ↑ → P.T (C.P.C ↑↑)

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How to Increase Quality Score-(10/10)

1. CTR must be high
2. Relevancy must be same between landing page, keyword and adcopy
3. Analyze the data from google Analytics tool
4. History of Adwords (the day when we started adwords to the company).

How to get 10/10 quality score:

1. Focus more on relevancy than search volume keywords.
2. Use minimum one or two keywords in the adcopy
3. Collect all the low quality keywords from the ad group and then create separate adgroup with these keywords (low quality score is less than 5)
4. Continuously analyze the search term report -

(keywords which are searched by customer)
and collect all the negative keywords to place into negative tab
5. Do not change either cpc (Rs) budget (Rs) or any other option in the campaign after launching the campaign upto 18 hrs

3) Types of pricing models:-

1. The amount which is charged by the google depends on the action of a customer from the advertising budget

PPC/CPC → Click

ppm/cpm → cost per mille (cost per 1000 impression)

ppA/cpa) → Acquisition (conversion)

ppv/cpv → view

ppl/cpl → lead

ppd/cpd → Download

ppu/cpu → upload

ppE/cpe → engage

ppI/cpi → Install

CTA → call to Action

cpd → Pay (matchhead)

cps → spot (Audio)

6) Dynamic keyword insertion:-

1. It is a google Adwords algorithm that places customer search term into Adwords Adcopy of advertiser

* Adcopy is shown in google depends on performance and cpc

Adgroups

Ad's

Keywords

- T₁ → Normal → H₁, H₂, E, D₁
- ↳ Expanded → H₁, H₂, H₃, E, D₁, D₂
- ↳ Responsive → H(15), D(4)

Ex:- keyword is "Driving school"

Final URL www.abc.com 1024 characters

Heading H₁: & keyword: ds 35 char

H₂ : learn from experts 35

H₃ : Register today & get license 35

display URL : www.abc.com

Description D₁ : No. 1. DS for in hyd with 20+ yrs exp 90 char

Description D₂ : MOST trusted Institute Only

Syntax for Heading H_i: {s of keyword : Ds } → Ds
 this is default heading, according to the customer searched keyword, google displays the heading relevant

Keywords: (upto 5000)

"Ds in Amravati"

"Ds in Sec"

"Ds in Boranagar"

"Ds in madhapur"

50 keywords

in phrase and exact match

7 types of Syntaxes in DKT:-

1. {keyword : digital marketing course}
2. {keyword : Digital marketing course}
- * 3. {keyWord : Digital Marketing Course}
4. {key WORD : digital MARKETING course}
5. {key word : digital Marketing Course}
6. {key Word : DIGITAL marketing course}
7. {keyWORD : DIGITAL MARKETING course}

Always use the 3rd Syntax, never ever use 7th Syntax which leads to disupload due to the capitalization.

7th Aug 2019

F. Bid Management

Bid :-

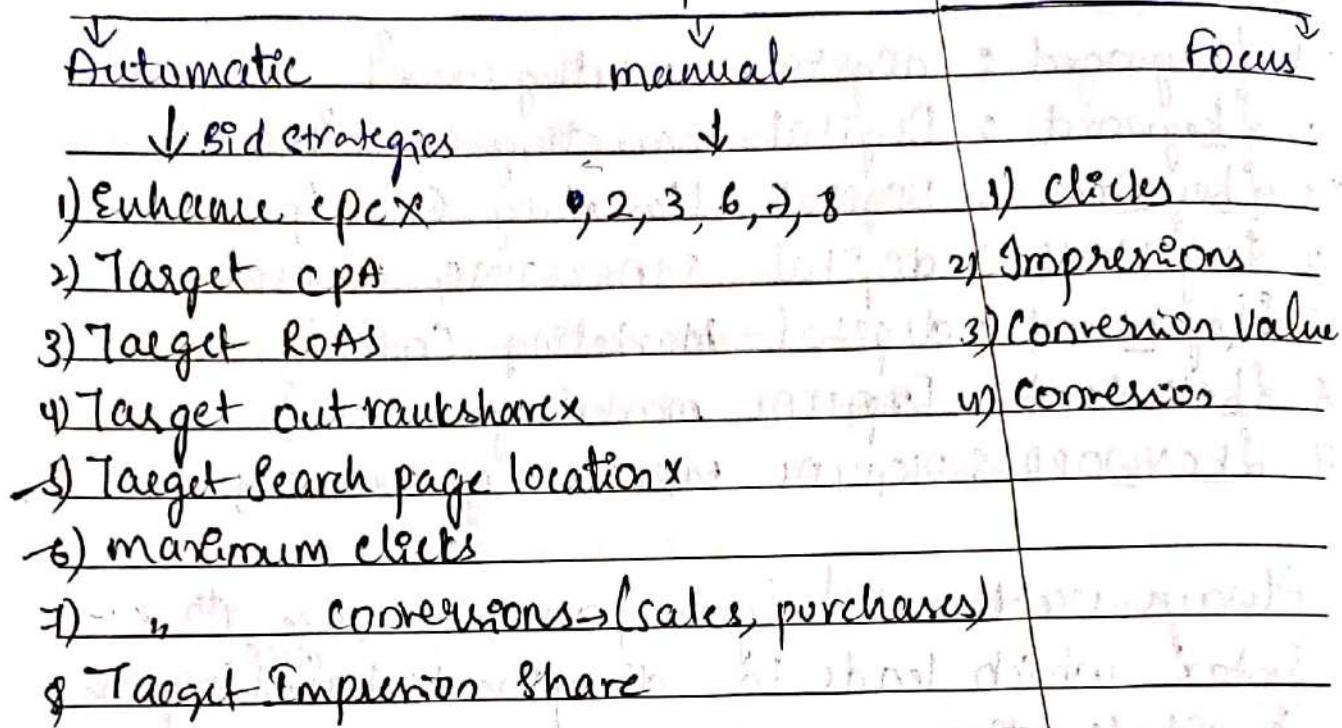
1. The amount which is paid by the advertiser to the google depends on the action of a customer on that adcopy.

Bid management :-

It is used to control the bids depends on the customer actions like helps us to display the adcopy when and where in the google.

It's all about when and where to trigger Boostmin

Bid management



1, 5, 6 are removed by google recently

1. Enhance cpc:-

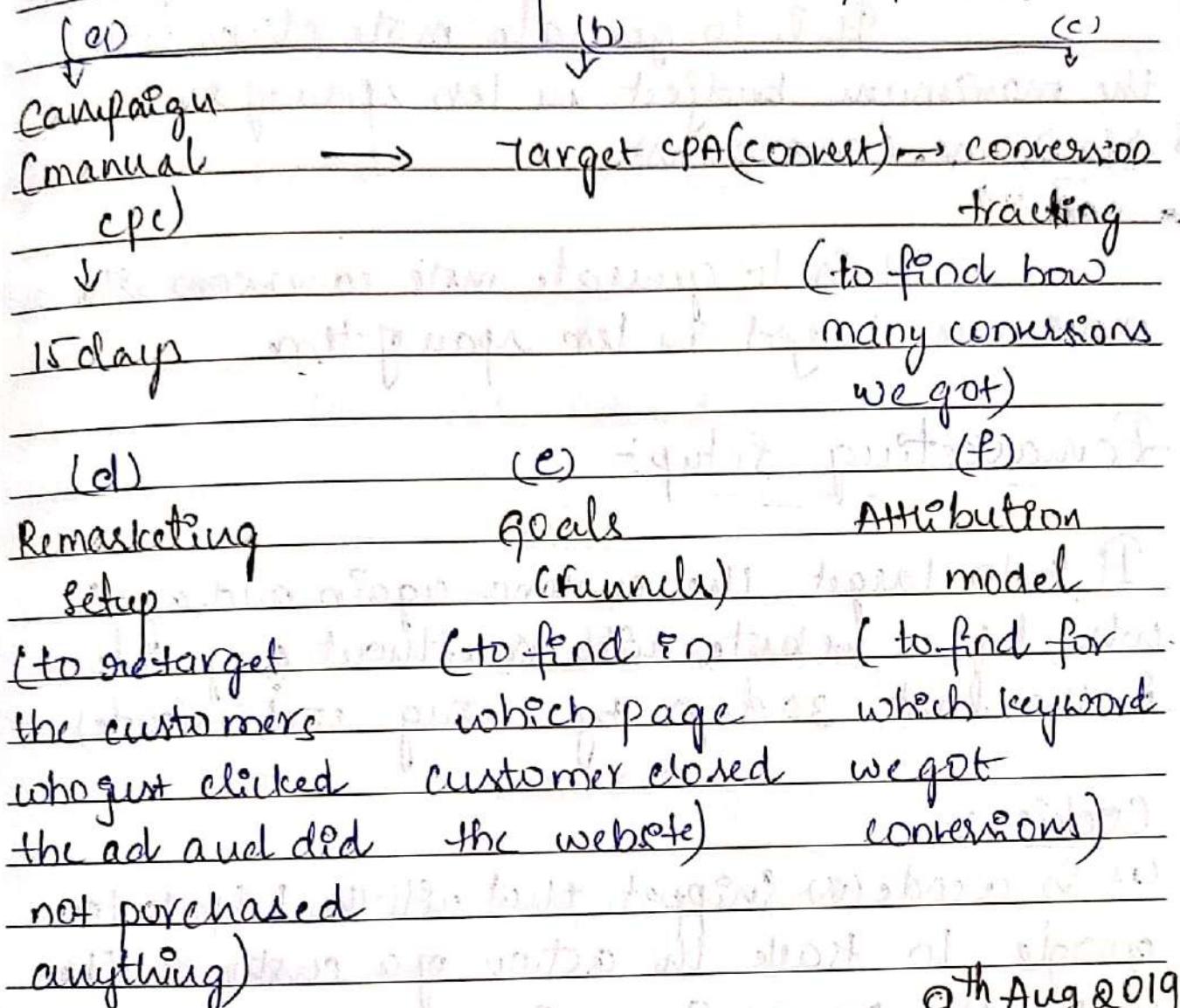
It is to set the cpc on so and so keyword to trigger the ad more number of times to the customers, to reach the company target.

2. Target (CPA :-)

customer purchase smthng google will ask to pay by advertiser

→ Set the bids to generate more conversions

Conversions (6 step process)



9th Aug & 2019

3. Target ROAS :-

ROAS → Returns on Ad Spend. It is used to set the bids to generate more returns when the campaign is running for conversions.

$$\text{ROAS} = \frac{\text{Expected Returns amount}}{\text{Amount Spend on Ad}} \times \left\{ \begin{array}{l} \text{Investment - } \\ \text{5,00,000 - E.A.} \\ \text{20,000} \end{array} \right\}$$

$$\text{Ex:- } \frac{5,00,000}{20,000} = 25\%$$

Bovical D®

10th Aug 2015Q. Maximum clicks:-

It is to generate more clicks with the maximum budget in less span of time

5. Maximum conversions:-

It is to generate more conversions with maximum budget in less span of time.

Remarketing Setup:-

It is to target the customer again and again who left a website with or without any sale in the last 30 days by using cookies (code)

Cookies:-

It is a code (js) snippet that will help to the google to track the action of a customer like where the person is moving.

Types of re-marketing:- It of 4 types

a) Website visitors:- helps to target customers who closed a site with (R) without a sale

b) App Users:- Google play store

download

Interaction/purchase

Proud^{NOTE}
The magic bullet

(Pink Google play store, third party, Google fire base)
(203)

- a) YouTube users:- video (view | subscriber) or link YouTube channel
 b) Custom mail:- data base (ex: Zoho, Zendesk, Hubspot)

a) Website visitors

NOTE :- Link Google Analytics tool with Adwords

Login into Adwords



Go to Tools



Click on Audience manager



Click '+' remarketing



Select the type of a remarketing

a) Audience name

b) List members

(i) Visitors of a page

(ii) Visitors of a page who also visited another page

(iii) Visitors of a page who did not visit another page

(iv) Visitors of a page during specific dates

(v) Visitors of a page with specific page

c) Initial list size

a) Include people from the past 30 days

b) Start with an empty list

BOVICHROM

↓
click on create audience

↓
click on 'Audience source'

↓
click on 'Settings to Google Ad' tag

↓
click on 'Save and continue'

↓
Select the 'Install tag' yourself

↓
Copy the code

↓
upload into website header

Attribution model:-

It's a set of rules that passes the credit to go and so keyword and corresponding click when conversion happened.

→ helps to find out the right keyword to which keyword we got the sales

There are 6 types.

... Last click: Gives all credit for the conversion to the last-clicked ad and corresponding keyword

... First click:

Gives all credit for the conversions to the first clicked ad and corresponding keyword

... Linear:

Distributes the credit for the conversion equally across all clicks on the path

... Time decay:

Gives more credit to clicks that happened closer in time to the conversion. Credit is distributed using a 7-day half-life. In other words, a click 8-days before a conversion gets half as much credit as a click 1 day before a conversion

... Position-based:

Gives 40% of credit to both the first and last clicked ads and corresponding keyword, with the remaining 20% spread out across the other clicks on the path.

* Always go for the last click

13th Aug/2019:

Conversion set-up:

The action which is done by the customer on advertiser ad copy and which

Leads to the valuable business to the company like purchase, sign-up, install, download etc.

Conversion tracking :-

It helps us to track the conversions when a customer made a action

Types of conversions:-

1. Website conversion: conversion in website either bought a product or not
2. App conversion: installation of app in google play store
3. Phone call conversion: call made from website
4. Import data: used by CRM (in hospitals)

App conversion: Installation of app in google play store

Phone call conversion: Just deal, India mart

Import data: used by CRM (in hospitals)

Website conversion:-

Login into Adwords



Go to tools



Click on 'conversions'

Click on 'website'



Create on action

Category:- a) Purchase

A person buys your products or service

b) Lead

c) Page view

d) Sign up

e) Other

Conversion name:- cui-britannia

Value:-

- a) Use the same value for each conversion
- b) Use different values for each conversion
- c) Don't use a value for this conversion action
(not recommended)

Count:-

a) Every

b) One

Conversion window:- 90 days duration

View-through conversion :- 1 day window

Include conversions :- Yes

Attribution model :- Last click



Click on 'create and continue'



Copy the code and upload into header section
where the conversion is happened
(thankyou page) :-

Google tag manager:- without using any code

14th Aug 2019

Campaign Setup:-

Search campaign:- It helps us to create text format ad to generate more leads and conversions based on business

19th Aug 2019

Display Campaign (more branding)

1. It is used to generate more branding through pre-marketing.
2. It helps us to generate more traffic into website through image and responsive ads.

Account



Objective (S, L, B, P.C, App Install)
↓ leads

Campaign (display network)

SULBIAN™

Standard display Smart display Gmail
 shown ad in website, youtube) (helps to display right Ad band on performance) (shown only in gmail target app, also called as ad rotation (social and tabs))

Ad group

Ads in this ad group will be targeted → Target
 → Image → Animated → Keywords
 → non-Animated → Topics
 → Responsive → Audience
 (1 Ad → 20 formats) → Placement
 Single Ad shown in 20 different formats → Demographics
 ↓
 Age, gender, income, parental status

frequently capping used to display the ad copy like
 how many times per ip address

If the target meant for branding → do not

choose frequency capping

" " " " traffic → choose frequency capping

BACTOGON

Display network is used for Branding

Keywords → must enter zip (S) 50

Do not use phrase (S) Broad match type
Only in display u/o.

Bidding → Help us for enhance cpc
~~desirable this option~~

20th Aug / 2019

Shopping Campaign

1. It is also called as a product listing ad (PLA) which is used by ecommerce companies and product based companies.

Google Merchant centre - platforms where upload our products and link this GMC to google adwords

To create a shopping campaign,

1. create an account in Google Merchant centre
2. In Shopping Campaign, there is no option for to create an adg and keywords

Google
↓

Search for GMC

Bovixin LA

↓
Click on 'Any result'

↓
Click on 'Sign up'

↓
Login with the 'gmail'

↓
Click on download 'html'

↓
Upload into 'website & click on verify'

↓
Click on 'products' (Enter the dashboard)

↓
Click on 'feed' (means file)

↓
Click on 'feed'

↓
Select the 'language'

↓
Enter the 'feed name'

↓
Choose the 'Type of upload'

↓
URL

↓
FTP, SFTP

↓
Google sheets

↓
Upload

↓
Select & click on 'Generate'

DUROGINS

↓
Upload all the 'products'

↓
click on 'Settings'

↓
click on 'Account linking'

↓
Select 'Adwords'

↓
click on 'Link'

↓
design 'Shipping Ads'

NOTE :- Use same gmail for Adwords and merchant centre.

Id → S10

Title → Samsung galaxy M20

Description → Cash on delivery, free shipping

link → url of product in which app it is landing

Condition → New product (US) re-furnishable product

Price → 9,999 → count for 100, we pay less tax

10,000 → tax is more

Stock availability → In stock

Image link → copy and paste Image url

Saccholyte-D®

* In some profiles, link will not be shown in that cases click on add google another account, copy the code from Google Adwords and paste for linking.

Display ad process

Click on 'New campaign'

↓
Click on 'leads'

↓
Click on 'display New'

↓
Click on 'standard display coupon'

↓
Website 'url'

↓
Click on 'continue'

↓
Enter Campaign name

Ex: Britannia-leads-benefits

↓
location

↓
language -

Bidding → bid strategy → manual cap

Budget - 1000 min

Audience → how they have interacted with our business

→ enable Adwords optimized list

click on 'done'

create an ad (+)

click on 'Responsive ads'

Final url → website 'url'

Images and logo → select one as Image
" " " logo

click on continue

" " save

Headline: Search for ex-biscuit online

copy and paste the headline in translator
google and copy the arabic text into
headline



long headline :- upto 90 characters

Description :- upto 5



Business name :- Britannia



Click on Add to 'Ad group' Adgroup bid :- 20



click on 'create a campaign'



continue campaign



Open keywords :- Enter the website url

Enter " product

Add all 10 clear (keywords)



Click on 'Save'



Click on 'Topics' → Select 'food & drink' ex:-
click on Save



Shopping Campaign process

Step 2:- continuation

Go to adwords



go to tools



linked alc



google merchant alc



Details



view details



click on approve



refresh



It shows your alc linked successfully



Go to campaign (In adwords)



we can see link - If unable to see link refresh

(*) logout & login and click again



Select location



Continue



Campaign shopping



Bidding Manual cpc



Budget 1000 minimum



Search nw (always go to search nw)



location



Save and continue



Ad group type

Single product ad

create multiple product ad

If it show one product

it helps us to display

it comes under this

the total products

of a company like by
size (S) below

Adgroup value Ad-shopping



Bed 1000

Save

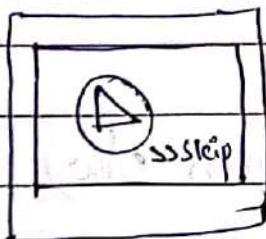
21/08/2019

Video Campaign

It is used to target the customers to generate more subscribers views and

There are 6 types

1. In Stream Ads (Lauding page)



→ This type of format is used by Product based companies (or) Service based companies

- It generates Traffic, Branding, views
- Time limit is no

2. Video discovery:-

keyword	Ad

- It generates Subscribers views
- This video ad contains film, cartoon, Animation, movies

BOVISTAMINE®

3. Bumper ad

→ non-skippable

Same as 1st ad

→ Ad will be only 6 sec

Ex- Netflix, Swiggy, Zomato

4. Non-skippable ads

15-sec → same as 1st ad

5. Outstream

This ad shown only in mobiles, tablet

Cpvm → cost per viewable impression

6. Ad sequence

Combination of all above ad

Campaign name: views

Budget

Network

:-

Tenantor :- standard

call to action :- watch more.

Headline :- minions (2k:-)

My client centre - (Manage a multiple accounts
on a single account) → use

↓
login into my client centre

↓
click on create a manager account

↓
login with the Gmail

↓
enter display name

↓
manage other people account

↓
Billing

↓
Country

- ↓
- Time zone
↓
- Currency
↓
- click on 'Submit'
↓
- click on 'Explore account'
↓
- If you want send the request
go to Accounts
↓
- click on '+ create account'
↓
- click on 'existing account'
↓
- Enter 'customer Id' (can enter multiple Ids)
↓
- click on 'Send request'
- Step: 2
Ask a client to accept the request:
Open the client Id
Login into Adwords
↓
Go to settings
↓

BENDOFEN™

click on 'Account access'



Go to manager



click on 'Accept'



refresh the 'My client centre'

Auction Insights

1. It is used to check the list of a competitor based on product

* How to check the competitors of a company
use Auction Insights

We don't use "DKI"

Keywords should be always in Exact match

Adgroups → 2 types of Adgroups create

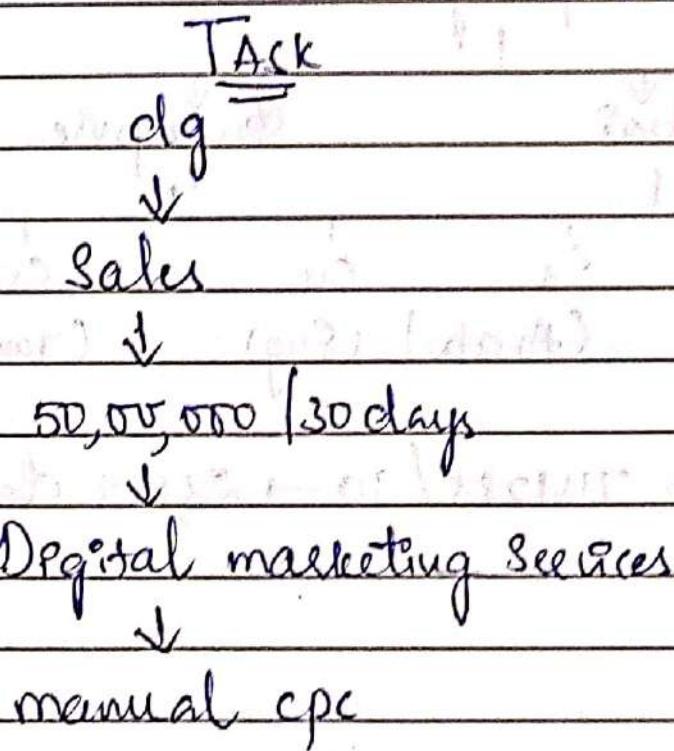
- 1) competitor's keywords
- 2) Our company Ad

Date: / / 97

Hour of the day

In a day which hour we are getting more clicks, conversions

If we get to know in which time the clicks are generated, can schedule a time zone but never clothes. Never ever seek schedule or ad copy.



TASIC:-

A/c



Goal:- leads, conversions

Monthly budget - 5000,000



Objective (leads)



Campaign

India

Dubai

Singapore

Canada

c₁

1

(english)

(Eng)

c₂

c₃

(Arabic)

c₄

(Eng)

c₅

(Tamil)

c₆

(Eng)

c₇

(French)

5000,000 / 7 → 714285 / 30 → 23,809 daily

SMO - Social Media Optimization

SEO | SEM → leads | conversions | Branding

Here we cannot maintain the Branding

SMO | SMM → leads | conversions | maintains brand | engage

It is used to engage, to create and maintain brand of a company by promoting the product through social media channels.

↳ Facebook, Twitter, Instagram, LinkedIn, Pinterest, Google my business, youtube

In Paid version → Snapchat, truecaller, Opera

Facebook:-

It is also called Hybrid platform bcz it can be used as YouTube and Instagram -
[can upload 24 hrs of video in fb and youtube]
to engage the customers.

Twitter:-

It is also called as a Micro Blogging and it helps us to influence a person (or) a product.
[Influence marketing (or) loud platform]

Instagram:-

It helps us to highlight the interest

Youtube:-

It is a lengthy business - Video marketing business which helps us to create a brand awareness of a product

Pinterest:-

It is also called as a long term business bcz the uploaded Infographics will remains for seven years

LinkedIn:-

1. It helps us to showcase the skills.

2. Best platform to generate B2B leads

(Business to Business)

Vined in eating donut.

Twitter:- I am eating a donut → highlighted a product

Facebook:- I like donut (sharing opinion)

Instagram:- Here's a vintage photo of my donut
#no filter → Pinterest

Youtube:- Here I am eating a donut

LinkedIn:- My Skill include: donut eating

Pinterest:- Here's a donut recipe



Facebook:-

1. Page Creation (fan page)
2. Page layout design
3. Different types of postings → Image, Text, video, link etc.
4. 80/20 rule
5. Embed Post
6. Push and Pull strategy
7. Engage rate (K) P/TATP
8. Edge Rank Algorithm (A*WxD)
9. Content creation
10. Group (K) Event creation
11. Importance of marketplace listing
12. Facebook insights
13. Tools used in fb
14. Schedule (K) Backpost
15. Rules to follow in fb
16. Social media calendar

1. To promote a business in facebook create a account and create a page.
2. Create engaging postings by using photo design tools to attract the customer about a product.
3. Design the reports based on the performance of a page and submit to the client (K) company



* Never ever create a account name and page name same

bcz within less span of time the account and page gets blocked.

* There should not be used ^{act} capital letters in page letters name

Page layout design

1. Profile pic \rightarrow 180x180 px

2. Cover page \rightarrow T \rightarrow 828x315 px

V \rightarrow 830x340 px (1:20)

A \rightarrow 10 (1200x628) px

3. About us \rightarrow 150 c (grjo), website name, directions

4. User name \rightarrow @ user (keyword)

5. Call to action button \rightarrow Buy, call, purchase

Canva.com is a tool helps to create any type of image

Never posts continuously anything bcz fb don't care about ur posts daily, so maintain min 3 days to posts.

Use hashtags (more than two should not be used) for the company product to reach the more customers
Ex- #Britanniarusk and page url

Boostmin

80/20 → 80% should be friendly parts
 20% " " business parts.

Insights → Submit reports 30th Aug, 2019
likealysse.com → helps us to analyze the
 pages of a company

Market place listing:-

It helps us to place any product or property
 so that we can sell (or) purchases.

Ex: OIX

Click on 'create'



click on 'Market place listing'



click on 'sell something'



a) Items for sale

b) Home for Rent



1. In the place of name 'Enter keyword'
 [Enter name of a product which includes keywords]

2. Price:- Do not use even value
 use only odd values e.g. 4,580, 4320



3. Location: Select the location where to sell the property

4. Category:

5. Describe your item: Use only real images of a product

↓
click on 'sell'

Contest → Engagement, Branding, Sales

*agorapulse.com → helps us to create a contest, quiz, poll, opinions

woobox.com → helps us to create a contest

tabfoundry.com → "

Socialmediaexaminer.com → posts only on social media (full info about articles on social media)

Rules In FACEBOOK

1. Do not use same name for profile name and page name (even applicable to all app's).
2. Do not use all capital letters in page name (can use first letter Capital) ex: Astra Immigration
3. To get more reach do not share duplicate postings (never upload same to same post)
4. Do not use spammy techniques to get more page likes, like "like for like", "Ninja Blaster"
5. Do not share anything in the groups upto one month (if done page ex gets blocked)

To promote a business in twitter there is no chance to create a page bcz account will be used as a page for promotions

Fb → 2000 characters can be used in description

Facebook → 1500 "

Twitter → 280 "

Pinterest → It is used to upload image (or) info graphic about a product (or) service

Infographics → give clear info in single image

→ platform used to get more traffic (use only real images)

Proud®
The magic bullet

2. It is mostly used by product, Service and event based companies to generate more backlinks, leads and traffic.

① Alc
↓

create Alc by using Email id
(do not login using social media)

② Boards (folders)

create folder depends on 'product'

③ Pins

create and upload pins

④ Title
des
link
↓
[Save]

Add (or) upload
image

Instagram:

Helps us to show the interest

Web for Instagram → desktop use

* LinkedIn:

1. Profile pic should be too professional bcz it attracts lots of companies to send job profile while looking for a professionals.
2. Surname should be added at the end of full name
3. Accept connections only from the people who that are similar to our profile (3000 connection limit)
4. Add proper Headline with attractive words of experience
5. Add skills and career objective, experience, education etc.,

Social Media Marketing

Promotion of business (s) product through social media channels to generate more leads and conversions through sponsored ad's

Facebook :-

Create Adc



Create 'Page'



click on create a) Page

b) Ads ✓

c) Group

d) Event

e) Marketplace



Housing

credit cards } depends on product
Jobs } select this category

Objective



Awareness

Consideration

Conversion

Built Brand

→ Traffic

→ conversion

(months → 1 person)

App Install

Store visit

Reach

Video views

Product catalogue

(1 year → 1 person)

Engagement - Post

- Page likes
- Event responses

RUMICELL®

Message Lead Generation

a) Audience: age, gender, location

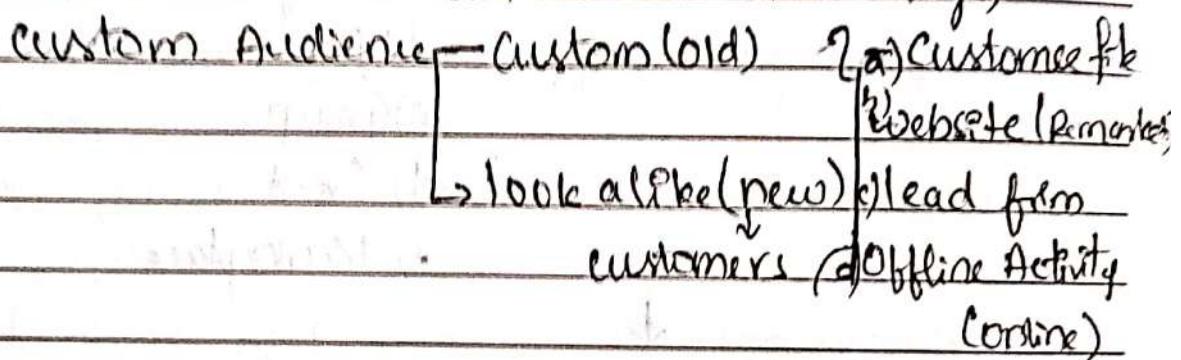
Account (Advert)

- Time zone ? One time prawn
- Currency
- Country

Adset:

a) Audience → Custom Audience.

(helps to target the people who interacted with business in last 30 days)



b) Standard Audience → Age, gender, location, language, detail targeting (expats)

→ target particular category

b) Placements: - Facebook Instagram

→ News Feed → News feed

Right column → Stories

Facebook Stories.

Messenger

Instant article

Inbox

Audience network

Stories

Instagram (11 sec)

Sponsored message

Standard video

Market place listing

Audience banner

3) Budget

a) Daily Budget

b) Lifetime

c) Bid strategy → (Automatic)

Delivery method

When you charged



Starting date and Ending date

4) Ad

Identity → link Instagram + FB (Accept terms)

Format → Carousel (20+), Single Image, Video, slide

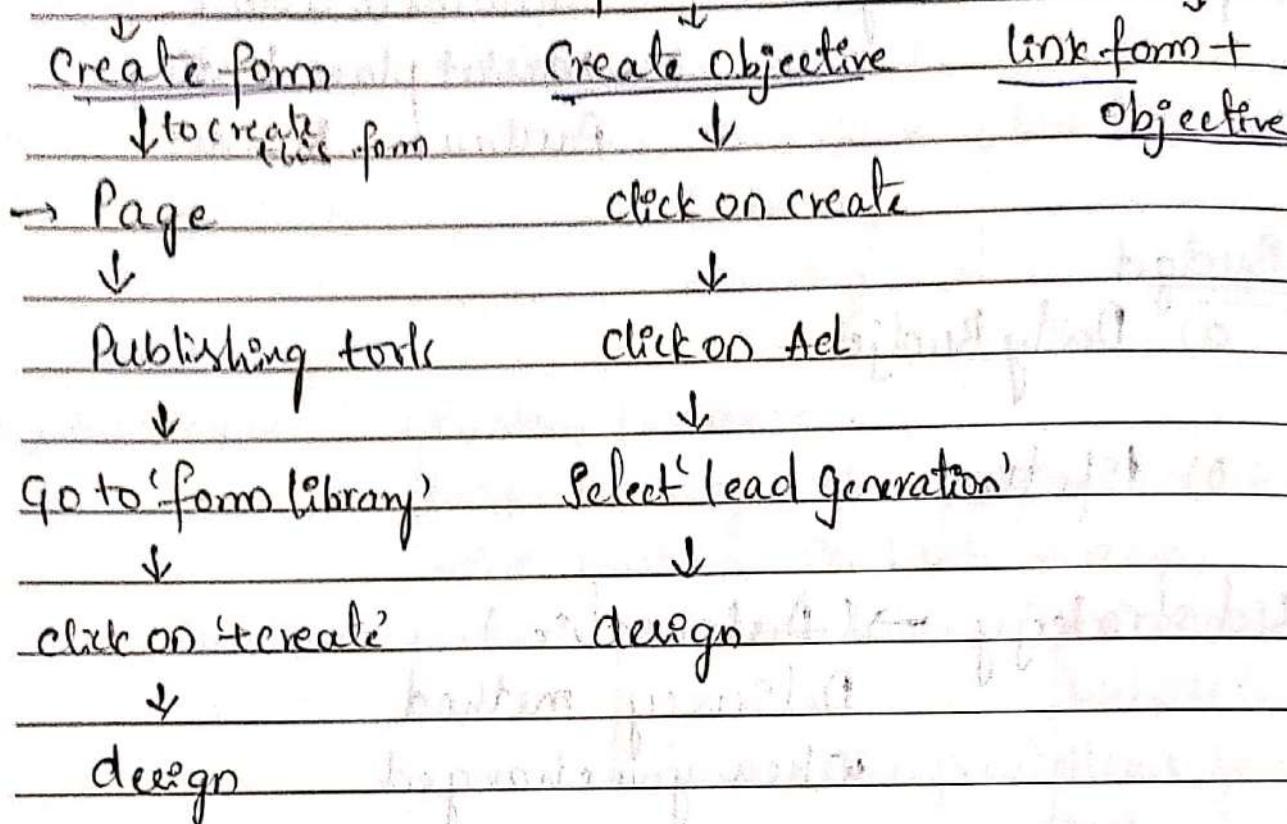
media → Image | video (Image size should be 600 x 600)

Additional → Title, description, display url, button
creative

Click on place order → Pay the amount

* Objective → Lead Generation

Lead Generation



Pixel :-

It is used to the advertiser to track the conversions from the customers

Filmora 9 : Best tool to design any type of videos
(Slow motion) in paid version

How to reach more people in fb in free version

* Exit Page liker → 100 members
post all(4)
25 Go: 15 10 formats daily
Image Text video Link take three days
gap for posting

SULBIAN™

Twitter

Date : 05/09/2019 113

Pb → Campaign



Objective



Audience

Placements

Budget

Adcopy

Twitter → objective



Campaign ?



Adgroup



details Target Audience

Creative

→ Twitter takes 15 days to access adcopy from the starting day.

→ In Twitter ads, there is no chance of lead generation

Log in into twitter



Go to m/s



click on 'twitter ads'



choose time zone and country



a. Tweet engagements

b. Promoted video views

c. Awareness

d. website clicks or conversions

e. In-stream video views

BACTOGON™

P. followers

g. App Installs

b. App pre-engagements

Twitter follows google adwords



click on any objective (ex: website clicks)

① Campaign setup

Campaign name

Funding source

optional

Daily budget Total budget (10\$ maximum)

start and end date

② Ad group setup

Ad group name

Bid type - Automatic bid

Targeting

③ Your Audience

Tailored Audience (Web) → target people who visited a site

Mobile Audience targeting → can target who using mobiles

Tailored audiences (lists) → can target with phone numbers

Flexible audience targeting → target before targeted options

Gender

Age

location → OS version

Platforms

Bovixin® LA

Languages

Device model

Countries

locations

④ Audience feature

Events

Behaviours →

Interests →

Conversation topics

Follower look-alikes

Keywords

Movies and TV shows

Create creatives (upload organic photo)

click on 'Launch'

Pay the Bill

Two types of Audience 1) Tailored Audience

It helps us to generate more B2B leads to the company

Login into LinkedIn



Go to work



click on 'Advertise'



click on 'Create Ad'

Objective Awareness - Brand awareness

Consideration - Website visits, Engagement, reviews

Conversions - lead generation, website conversions, job applicants

Step 1: How to create a campaign for lead generation

Go to 'Dashboard'



click on 'Account assets'



click on 'Lead Gen Form'



click on 'Create Form'

Google Adwords Express

Date: / /

119

It helps us to target the local customers depends on call only ads.

1. Shop Visit
2. Sign up (or) Leads

Login into 'Adwords'



Create a new campaign



Search network



Sales



a) Phone calls

b) Shop Visit



Date: 09/09/2019

TRUE CALLER

Assets → digital marketing word for Image and
Video

Snapchat → 1200 rupees minimum budget

Do not select the option - third party

Quora → min 1000 budget every day

WEB ANALYTICS TOOL

Web Analytics tools are used for to track the behaviour of a customer like where and how the customer made a search or visit.

- * 1. Google Analytics tool - free tool
- 2. crazy egg
- 3. kissmetrics
- 4. hot nature
- 5. Adobe Analytics

Google Analytics tool

It is a product of a google that helps us to track the traffic of a website.

1. How to use Google A.T?
2. How to submit a website to G.A.T?
3. How to block bounce traffic?
4. How to exclude ip Address (single & multiple)
5. Importance of filters and how to create?
6. How to create goals?
7. How to Setup funnels & Importance?
8. How to 'Submit exports'.

GAT

① Real time (Active user)

Overview

location

device

Traffic source

Content (page)

Event (conversion, lead)

② Audience (User)

→ User, New users, Avg. time, Bounce rate, Page views

→ Lifetime value (Ad), user explore (complete details of action of a customer), Age, gender, location, language, user flow (in which page a customer is moving), Benchmark (comparison), Audience Event, Device, Browsers, WiFi, carrier

③ Acquisition (Traffic)

→ Organic (SEO)

Inorganic (Paid)

Social traffic (SM)

Referral traffic (Off-page)

Direct traffic (Brand)

Display " (Google Ads)

Other " (SNS, Email, Affiliate marketing)

④ Behaviour (site)

loading speed

Search terms

Landing pages

exit

Deepled down pages

Pages Speed Suggestions

Unique traffic

⑤ Conversions

Goals

Funnel visualization

Reverse goal path

Conversion

Publisher

Experiment

⑥ Admin

User Admin

IP exclude

Filters

Remove

Date: / /

2. How to submit a website to GAT

Search for 'Analytics.google.com'



Login with 'Gmail'



click on Signup



Select the Account setup

Enter the 'Account name'



Select the 'website'



Enter the website name

" url "

Industry category

Reporting Time zone



Again select the location



click on Accept the term and conditions



copy the script(src) code



Upload into 'website header'

Q. How to exclude IP address?

→ Excluding IP address is used to exclude the inner traffic of a company.

How to exclude multiple IP's?

* [Find out IP address of a company]

Press windows + R

Type cmd and enter

Type ipconfig

Press enter

↓ get the IP address]

By using a syntax, we can exclude multiple IPs

e.g. ^192.168.0.1 Separated by dollar and pipeline with second IP address

192.168.0.1 \$1 192.168.0.2

16 Sep 2019

* How to create a goal

Goal: Goals are used to track the conversions without using any conversion tracking code.

(Conversions are happened through goals)

BOVIZENE™

↓
are called as goals

* Google Tag Manager: It is used to track the conversions of all products (so many products)

Per day we can enter only 20 products

Login into Analytics tool
↓

go to 'Admin'
↓

click on 'Goals'
↓

+ 'New Goals'
↓

Goal set-up

- a) Template ✓
- b) custom

↓
click on 'continue'



Goal description

Name:-

goal Id:- Just slot

Type:- Destination

Duration

Pages

Event



click on 'continue'



Final details

a) funnel ON OFF

b) Value ON OFF → track on

how much amount
we got

↓
click on continue

Measure school → excellent videos of Adwords,
PPC experts, Google Tag manager, in YouTube
channel.

Godaddy

Click on 'Setup' ('Starter / your hosting')



Select the 'domain'



Choose the 'Data base Server' (Recommended)



Africa

North America

South Africa



* Always go for this

click on 'No, it's not now' (cpanel) 'Yes, Right now



('wordpress')

cpanel is created



Click on 'cpanel Admin'



Install the wordpress

web Applications



Install the 'Wordpress'

If we go for 'cpanel', we

can install wordpress

also]

EMAIL MARKETING

Date: 17th / 09 / 2019 129

Promotion of a business or service through Email as a platform to target the customers individually.

Importance of Email marketing:

→ Simple, easy & fast to design

→ Affordable (Less IT, more ROI)

→ Personal & customized

→ Relationship with old customer

→ Measurable (Track)

Sent Opened Clicked Bounced

→ more reach

→ more traffic

→ more sales

→ more (Returns on Investment)

→ more branding

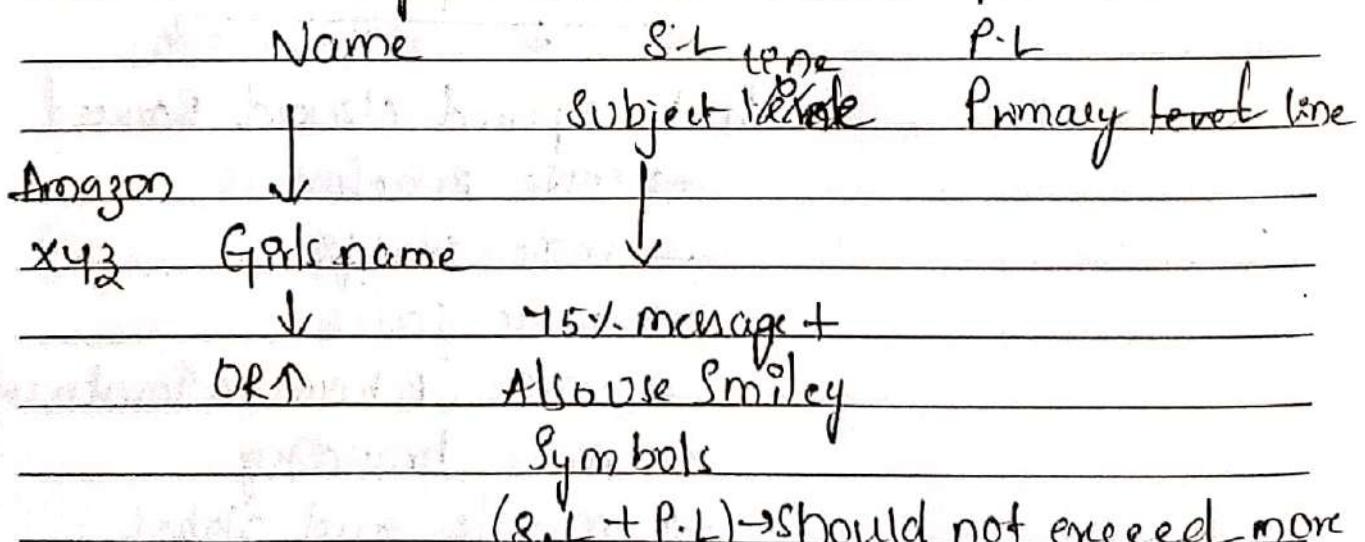
→ mobile and global

Types of Email:

1. Newsletter Emails
2. Public Emails
3. Personal "
4. Individual " (Emails from company to one individual)
5. Event Response "
6. Survey emails
7. Business "
8. Lead Capture "
9. Autofill forms → One way
 |
 |, Two way
10. RSS feed Email (Really Simple Syndication)
11. Promotional → Amazon, Flipkart

How to design an Email:

Primary : Social Promotion Update



SEO → T↑ DA↑ PA↑ | P↑ BR& → 1st position

(off page) (on page)

SEM → CPS↑ AdRank ↑

P↑
cpc

SEO/SEM → Engagement ↑ Page Reach ↑ → Branding

E-M → Business Click Rate ↑ → Inbox
Open Rate ↑

18th 09 2019

Tools used in Email marketing:-

E-M

Server

↓

crores

O.F(VI) O.P.T

570, 100

MailChimp → Inbox 12000 mails to 2000 people

Postify mailing → 7000 mails/day

Aweber

→ 50/day

Template can

Netwix

→ 570/day

be designed

Post fm

→ 120/day

with code only

stimus

→ 1000/day

BOVITRAZ™

* Gmail merge → Inbox

50/day for free

In paid 2 dollar → 400 marks/day

Mailchimp → can design the template without any code

Mailchimp

Step 1 :-

Mailchimp.com



create Account using 'Email'



click on 'confirmation link'



fill all the details

Step 2 :-

Audiences

It helps us to upload 'Emails'

Manage Audience → View Audience → Delete (Newsletter) → + create

Step 3 :- Campaign → Email, Name, S.L, P.L

a) Create ad

b) create email

c) pop up card social post card

d) landing page

BOVITHRIN™

c) Post card

b) Create Email

Regular emails
(contains all
Image, video,
text, links,
buttons etc.)

Plain text
(only text)

Automatic (RSS feed)

- Welcome wishes
- Day →
- Blog updates
- Notifications

Step 4:

Recipients

Step 5:

Template

Upload all the info

Step 6:

Send

Rumiphos®

Mail Merge:

It is used to send the mails into inbox directly.

Step 1:-

Install Application

Login into Gmail



Go to 'Applications'



click on 'Google drive'



click on '+New'



click on 'Google sheet'



click on 'Add-on'



click on Get Add-ons



Search for 'Mail merge'



Install



Yet Another mail merge (YAMM)



↓
click on 'Install'

↓
Add email Tops

Step 2:-

log in into Email

↓
click on 'compose'

↓
Enter the 'message'

↓
Save it in draft

Step 3:-

Go to the 'Excel sheet'

↓
click on 'Add-on'

↓
Select 'YAMM'

↓
click on 'Start a mail merge'

↓
Enter click on 'skip'

↓
Enter the 'name' & choose the
template (saved in draft)

↓
click on 'Send'

Boostmin

MOBILE MARKETING

Date : 19th / 09 / 2019

Any kind of a promotion through mobile as a display is called mobile marketing. It is also called as a Direct marketing.

1. SMS marketing

2. Whatapp "

3. call only Ads

4. location based targeting

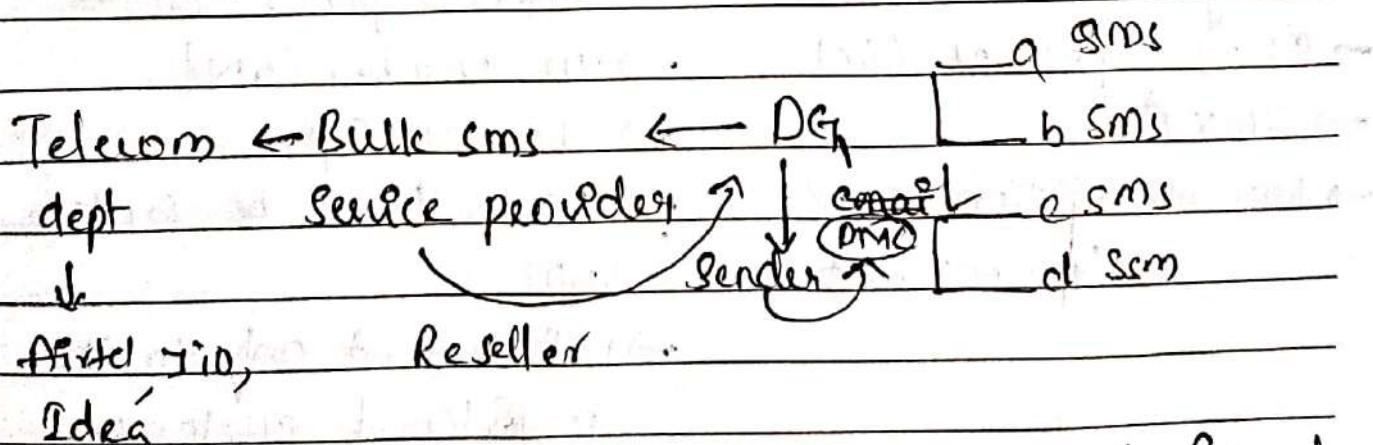
5. QR code marketing

6. mobile search, display --- etc..

7. Ingame App promotion

① SMS marketing :-

SMS stands for Short message service where a simple text message will be sent to the customer about product or service from the vendor by using bulk sms servers.



Database is purchased from Bulk provider (Third party vendor)

Bovical D®

Text sms,
Missed call cms
Voice sms
Email to sms → Dmart, Bigc,
Flash sms → ecommerce companies
Image to url sms
cloud telephony
Group sms

?

Types of sms

Text sms marketing:-

A simple text message will be sent from the sender about a product or service within 160 characters to the customer.

Text sms is of 2 types

1. Transactional

2. Promotional

Transactional

Promotional

→ SMS will be sent about any update or alert → SMS will be sent about offers, coupons, deals etc.

→ ID → Alphabet (6c) → ID - Number (6N)

→ 24 x 7* → 9 am to 9 pm

→ No restriction (DND) → SMS will not be sent to (Do not disturb) (DND)

→ will be sent only to the registered customers

→

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The magic bullet

Voice sms:-

A pre-decided voice sms will be sent to the customer by using with (SI) without TVR (Inner voice recording)

With TVR

Without TVR

(calls receiving from politicians and call automatically disconnect)

short codes:

2141, 123121, 51321,
12345, 911400412

Long codes

→ 9876543210

Voice sms → Text cms → Server → voice sms
↓

Tools → Text to Audio converter

→ Gender

→ Slang

→ Country

Missed call sms:-

It helps us to give missed call to so and so number to get desired information for free