2   Digital Marketing

Dr. Ajay is Senior Vice President marketing at "Click and Boost India Private Ltd". He is a digital marketing expert and social media specialist. He has over 10 years experience in the digital marketing.

Mr. Suhas has floated a small company which manufactures springs and bearings required for machines . He is facing a problem to market his product through website. He appointed Dr. Ajay as consultant for Digital marketing.

Given below is the conversation between Dr. Ajay and Suhas. The idea behind this dialogue lesson is to make students understand the different aspects of digital marketing.

Mr. Suhas : "Good morning sir !" I want to understand new method of marketing in the web technology and how it defers from traditional marketing?

Dr Ajay : Marketing has always been about connecting with your audience in the right place and at the right time. In today's era of technology it simply means you need to meet them where they are spending more time and that is on the internet.
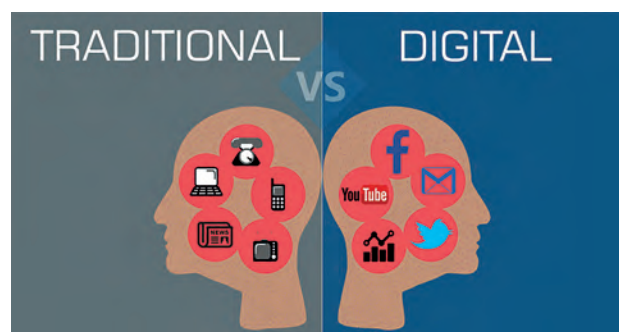

Fig. 2.1 : Traditional Marketing Vs Digital Marketing

Traditional Marketing examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters, commercials on TV and radio, billboards and brochures.

The world of digital marketing continues to evolve as long as technology continues to advance. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital

marketing is similar to traditional advertising, but using digital devices.

Mr. Suhas : Sir, You mean to say that online advertising means digital marketing?

Dr Ajay : Well, you are partially correct but not fully, let me explain. Digital marketing is not new. It's been around since the Internet started. Now digital marketing is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Think about the last important purchase you made on Internet. Before buying, you probably would have searched the internet to learn about the product you wanted and your ultimate buying decision would have been based on the customer reviews, features, and pricing you researched.

Purchasing decisions begin online today. Hence, an online presence is absolutely necessary regardless of what you sell.

Mr. Suhas : Ok Sir, How digital marketing will help me to promote my business online? Is there any tactic or method or channel to sell my product online?

Dr. Ajay : Yes Sir! Understand some Channels in Digital Marketing.

CONTENT **SOCIAL MEDIA**

PayPerClick

DIGITAL MARKETING

SEO

EMAIL **Mobile**

Fig. 2.2 : Channels in Digital Marketing.

1. **Search Engine Optimization :** SEO is the process of boosting content and technical set-up of the website so that it appear at the top of a search engine result for specific keywords. SEO is to attract visitors to your website when they search for products or services related to your business.

2. **Mobile Marketing :** From SMS and MMS to in-app marketing, there are many ways to go through with mobile marketing.

3. **Email Marketing :** Companies communicate with their audience through email marketing. Emails are used to promote content, events, and discounts, and also to direct people toward the business's website.

4. **Paid Search :** Paid search or pay-per-click (PPC) advertising refers to the "sponsored result" on the search engine results pages (SERP). PPC ads are visible, flexible, and effective for many different types of organizations. With paid search, you only pay when your ad is clicked. You can tailor your ads to appear when specific search phrases are entered, targeting them to a particular audience.

5. **Content Marketing :** Have you heard the saying, "Content is king?" Quality content is the fuel that drives your Digital Marketing strategies. Content Marketing denotes the creation and promotion of content assets in order to generate brand awareness, lead generation, traffic growth, and customers. The channels that play a part in your content marketing include video, blogs, e-books etc.

6. **Social Media Marketing :** Social media marketing is the use of social media platforms and websites to promote a product or service. Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. The major social media platforms are Facebook, InstaGram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

Mr. Suhas : Ok sir. So I need to use any one of the above channel to increase sale of my product over the internet? But what is Search Engine? And how shall my website rank high on search engine?

Dr. Ajay : Ok! We will see the terms one by one

Search Engine : A web search engine or Internet search engine is a software system that is designed to carry out web search (Internet search), which means to search the World Wide Web in a systematic way for particular information specified in a textual web search query.

The search results are generally presented in a line of results often referred to as Search Engine Results Pages (SERPs).

The information may be a mix of links to web pages, images, videos, info graphics, articles, research papers, and other types of files.

Dr. Ajay : To understand this see the comparison of Search Result of Yahoo and Google for same product. (Fig. 2.3 and 2.4)
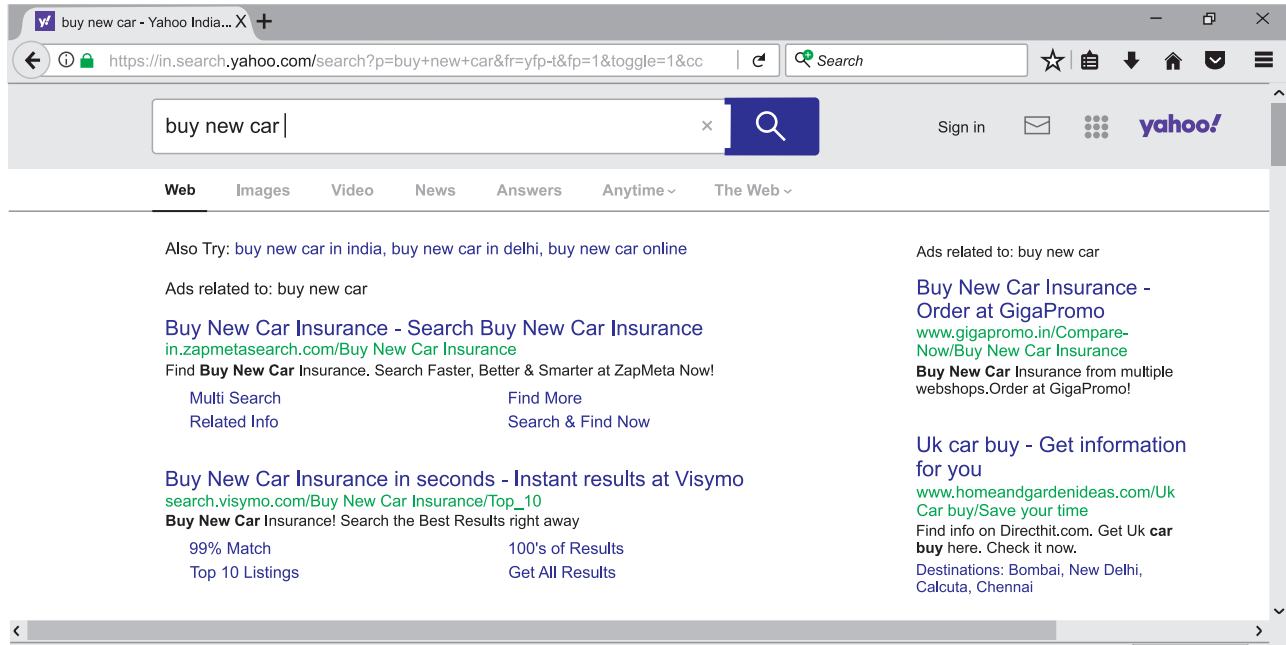

Fig. 2.3 : Result of Yahoo Search Engine to buy a new car.
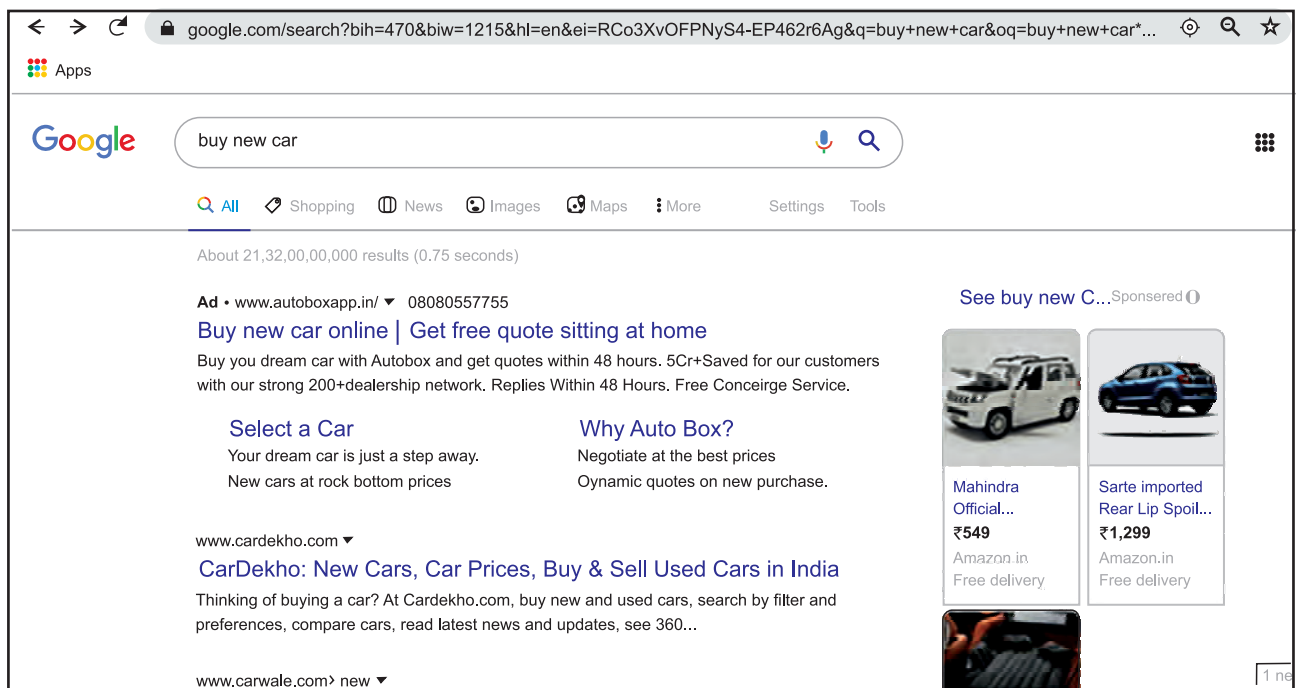

Fig. 2.4 : Result of Google Search Engine to buy a new car.

Now you can easily differentiate the result shown by two search engines i.e. Yahoo and Google. It is showing different websites having information for buying new car. The entire SEO works on keywords. If those keywords are being used in the content of the website then that website may rank in top ten or twenty search results.

Mr. Suhas : oh yes! It is crystal clear now how search engine plays important role in ranking the website. Please tell me shall I pay and rank my website or is there any other way which is economical which I can use to rank without paying.

Dr. Ajay : There are two ways to rank website one can **pay and rank** and other is without payment one can rank website doing **SEO process. i.e. Organic Search.**

Now I will tell you the difference between **Organic Search and Paid search.** Look at these two figures fig. 2.5(a)(b) and you will understand that you can pay Google or any Search Engine and rank your website on top of search. The keyword **Ad** marked here fig 2.5(a) shows that this site has paid Google search engine to rank him at top. Fig.2.5(b) shows the keyword **Sponsored** which is also paid site to rank the images and information at top. In fig 2.6 the searched web site is so popular that many users must have visited it. Therefore it has become popular and it is ranked by search engine on its first page . Why we must opt for first five pages because as we go on higher number customer does not search those pages or there are very less visitors as page number grows.
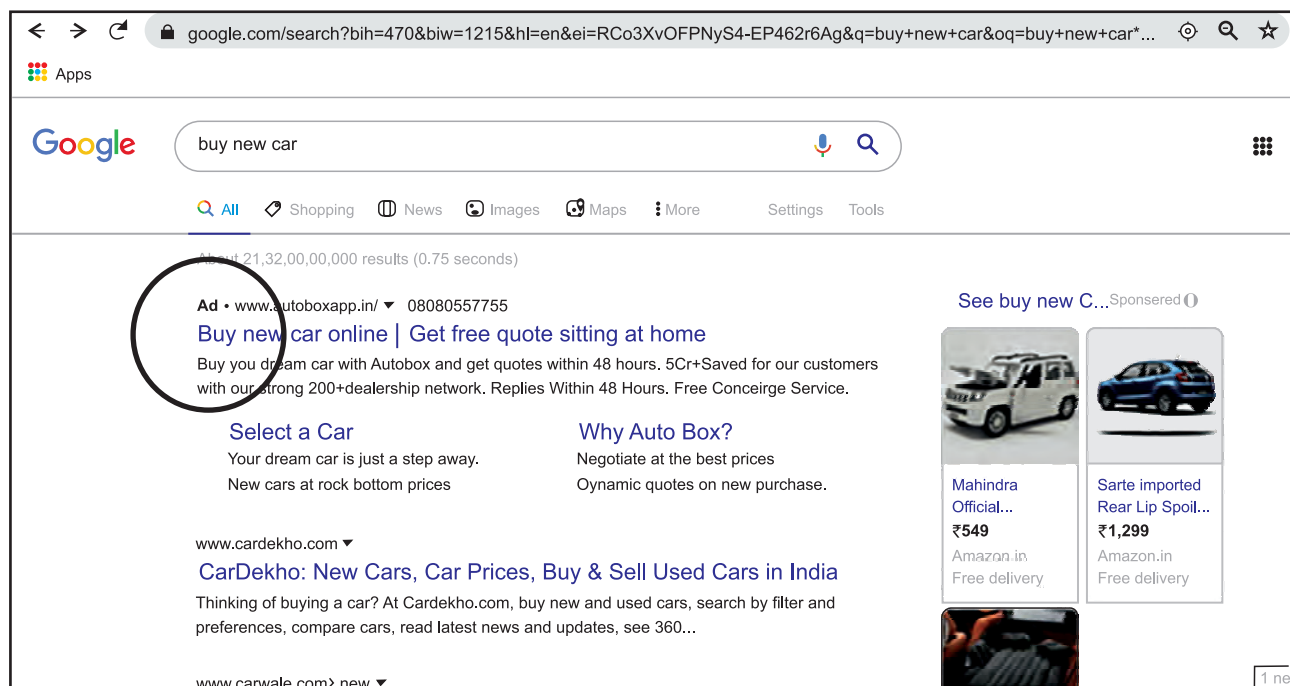

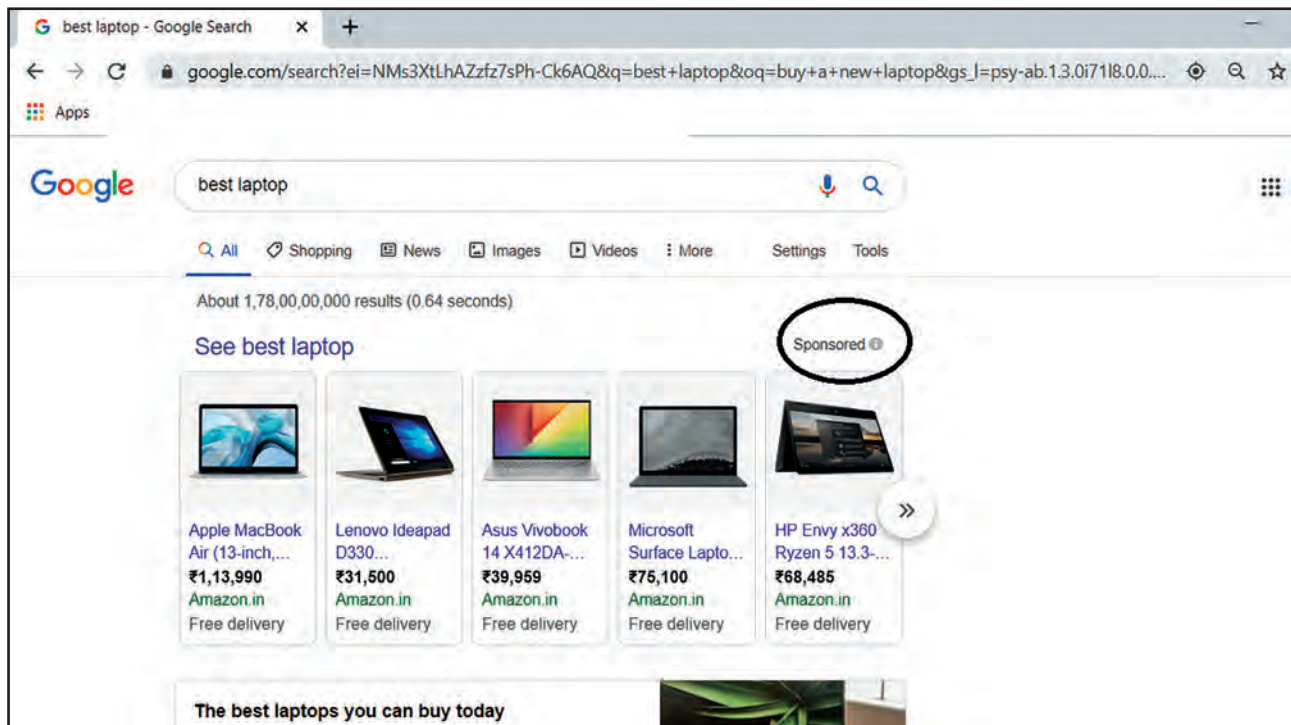**Fig. 2.5 (a) : Links with advertisements are called as "Paid Search"**

Fig. 2.5 (b) : Links with advertisements are called as "Paid Search"
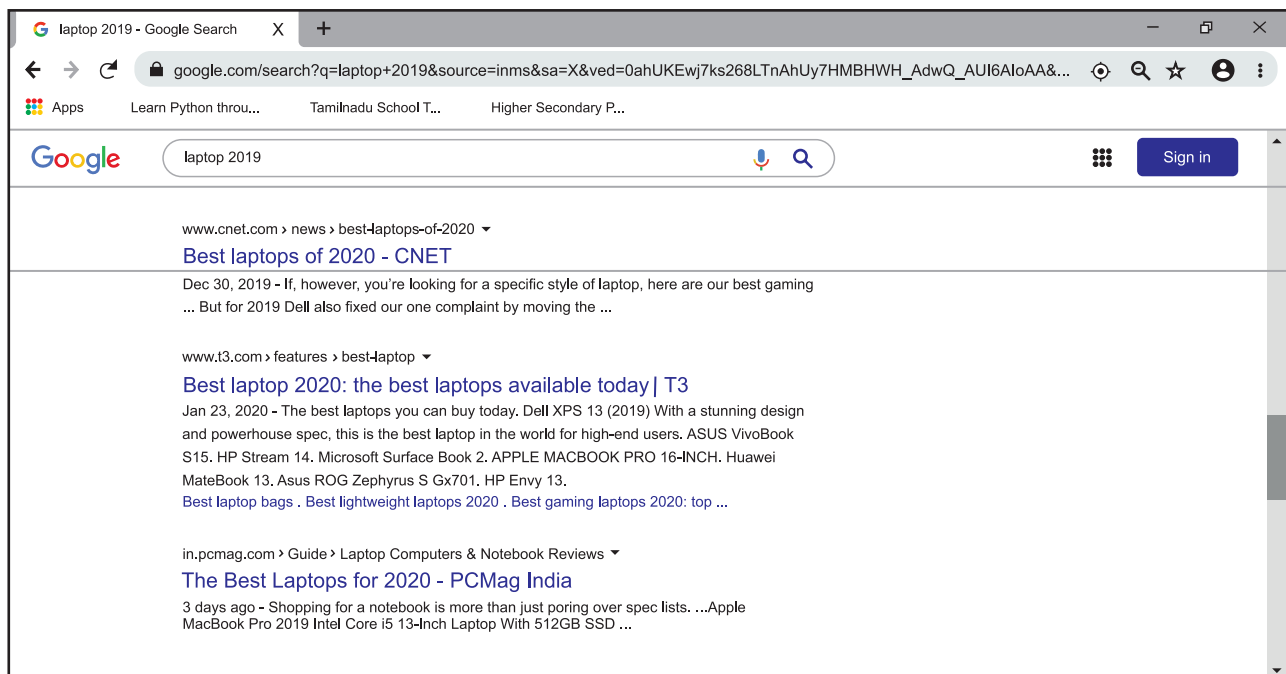

Fig. 2.6 : Links with Organic Search

Dr. Ajay : Let me explain you how we can rank our website with the help of SEO. Techniques and strategies used to get higher search rankings, and breaking search engine rules are

1. Black Hat SEO

2. White Hat SEO

Mr. Suhas : What do You Mean by Black Hat and White Hat SEO?

Dr. Ajay :

i) White hat SEO involves looking for ways to improve user experience ethically and genuinely. It ensures that web page content should have been created for the users and not just for the search engines.

ii) Black hat SEO relies on manipulating Google's algorithm to improve rankings. By creating a copy of a popular website which shows contents similar to the original web site. The Google crawler reads the content and thinks the website is original one and it ranks the page. Crawler is a program used by search engines to collect data from the website.

Note : REMEMBER - Always follow a White Hat SEO tactic and don't try to fool your site visitors. Be honest and definitely you will get proper rank. Now Google's search algorithm has become intelligent as it finds you are fooling to rank your website, It ranks you down and black list you and your business go down in open market.

Mr. Suhas : I heard something about On Page SEO and Off Page SEO; can you please tell me something about it?

Dr. Ajay : Search engines don't look at a page the way a person looks at it. They can only read the source code of the page. If you right-click on any webpage, you'll likely to see an option for viewing that page's source code (HTML code). If you're not familiar with HTML code it will look like a jumbled mess. There are number of ways to approach SEO to generate traffic to your website. Those are **On-page SEO, Off-page SEO and Technical SEO.**

1. **On-Page SEO :** Anything within < > is HTML code. Anything between two sets of tags is something that could get put on the page for a person to read. The text inside the < > tells browsers and search engines how to render the information between the tags. The reason it is called on-page SEO is that these changes are visible to readers. It is a balance between giving the right information to search engines without compromising the information that your customers are reading on the page.

2. **Off-Page SEO :** Off-page SEO is about everything that doesn't happen directly on your website. Off-page SEO is about, among other things,

link building, social media, and local SEO. It allows generating traffic to your site.

3. **Technical SEO :** Technical SEO is a very important step in the whole SEO process. If there are problems with your technical SEO then it is likely that your SEO efforts will not generate the expected results. A simple example of technical SEO is site speed. People do not like to wait for slow websites. If your pages load slowly, you will be ranked lower than a comparable site that has faster pages. Another example is mobile friendliness. If your site looks bad on a mobile device, search engines can detect that and lower its rankings on mobile-specific search engines.

Mr. Suhas : Oh yes sir! Now I understand I must put relevant content on my website. But then how do I decide whether my content is relevant or not?

Dr. Ajay : Your company is manufacturer of springs and bearings. While developing the website a website designer must take care to add keywords such as Compression Springs, Extension Springs, Drawbar Springs etc. If such keywords are used in the <meta> tag while creating a website that means topic or aim of the website is same and its contents are relevant. The content must be designed using HTML5 or HTML tags i.e. use <b> <i> <u> <h1> <h2> etc Tags. Even the alt attribute of images must be used with keywords so crawlers cannot read image but they read description and classify the content.

Mr. Suhas : Sir, What are keywords?

Dr Ajay : To rank your website you must follow the tactic of Long Tail and Short Tail keyword concept.

Dr. Ajay : A long tail is a long keyword and short tail is a short keyword. You can use your intelligence to rank your website using small keywords or long keywords, let me give you an example. If I want to search shoes and I type keyword 'shoes' on search engine. It is a small keyword used by millions of people. Here your search result shows only popular websites on the first few pages. Someone with new born website about 'shoes' can't expect his website to be shown on top. But now if he uses a keyword in the <meta> "Brown Soft Comfortable Running shoes" then such a long keyword may be used by less websites. This may result in ranking the website at higher position.

Mr. Suhas : Now suggest me a tool which can work and tell me what is short fall in my website so I can successfully evaluate my website optimization.

Dr Ajay : Now I will tell you very important things about SEO Audit and how SEO optimises the website. An SEO Audit helps to find out what could be done to   improve   ranking on   search engines, so that consumers could find the   website   with   greater ease. SEOptimer is a free SEO Audit Tool that will perform a detailed SEO Analysis.

> **Note :** There are many SEO Audit tools available on internet such as woorank. com, varvy.com, seositecheckup.com, etc.

It provides clear and actionable recommendations that can be taken to improve your online presence. Some of the ways to optimize the webpage for SEO are:-

1) HTML Header :

i) **<!doctype html> :** Webpages having HTML code should start with <!doctype html>.

ii) **<Title> tag :** A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result therefor it is recommended to use <title> tag.

iii) **<Meta>tag :** Meta tags are snippets of code that tell search engines important information about your web page, is also essential to boost your On-Page SEO.

2) Body Content :

i) **Heading Tags :** Heading tags are necessary for both usability, and SEO of your web page. Search engines primarily take keywords from content, heading tags, and titles to develop the context of a web page. Therefor the webpage should include proper heading tags from <h1> to <h6> wherever required.

ii) **<img>tag with alt attribute :** By adding an alt text, you provide users of screen readers and search engines with a textual description of what's on that image. This improves accessibility and your chance of ranking high in image search.

iii) **Keyword Consistency -** Keyword consistency means having the keywords or sets of keywords those will rank your site in search engine.

3) Links :

i) **Number of Backlinks :** Backlinks are links that are directed towards your website. Backlinks are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks, and consider those websites more relevant than others in their results pages for a search query.

ii) **Broken Links :** Broken links are links that send a message to its visitors that the webpage no longer exists, triggering a 404 error page.

iii) **Friendly URLs :** SEO friendly URLs are URLs that are designed to meet the needs of users and searchers. Specifically, URLs optimized for SEO tend to be short and keyword-rich. You give links to Big Banner Website and they give you link back to your website. This will create friendly website support to your website.

4) Indexing : Indexing is the process of adding web pages into Google search. It is very important in SEO to increase the ranking of the webpages.

5) Googlebot : Googlebot is the Google's spider . i.e. the robot that pass over the Web and indexes pages for inclusion in Google's database. Googlebot collects documents from the web to build Google's search index.

6) Others Factors :

i) **Robot.txt :** Robots.txt file is what tells the search engines which pages

to access and index on your website and which not. For example, if you specify in your Robots.txt file that you don't want the search engines to be able to access your thank you page, that page won't be able to show up in the search results and web users won't be able to find it. Your Robots.txt file instructs these programs not to search your thank you page on your site which you designate using a "disallow" command as follows :

User-agent: *
Disallow: /thankyou.html

ii) **Device Rendering :** This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet devices as today the majority of web traffic comes from these sources.

iii) **Flash :** Flash is an interactive media technology that makes sites more interesting. At the same time, Flash can kill your search rankings because search engines can't index Flash content directly.

iv) **iFrames :** Similarly to Flash, frames are a burden in terms of SEO. When you use frames on a page, you confuses search engines which may rank down your website.

v) **Favicon :** Means favourite icon also known as a shortcut icon, website icon,

Fig 2.7 Favicons of popular websites

tab icon URL icon, or bookmark icon. A favicon is a visual representation of your website and business, so users will identify with your brand based on the favicon you use.

vi) **Legible Font Sizes :** It means that a font size declared as bigger, smaller, or the same size as should be easily readable (legible) when a user is viewing the page on mobile or smaller screens.

vii) **Tap Target Sizing :** A tap target is any element on a web page that a user interacts with. These include action buttons, links, ads, etc. that a user taps on when accessing a web page using a touchscreen. Therefor the size of such taps/touch elements should be relevant neither too small nor too big.

7) Performance Results :

i) **Number of Resources :** This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good to remove unnecessary files or consolidate files like styles and scripts which are less required.

ii) **Page Speed Info :** Page speed does affect SEO as it is a direct ranking factor. While creating a website, attention is given on the design, content and as many visuals as possible. This can slow down the website and obstruct usability.

iii) Page Size Info : The term page size in the SEO world refers to the downloaded file size of a given web page.

8) SEO Social Media Optimisation :

It deals with enhancing the website's ranking, using Interactive Communities like Facebook, twitter, blogs, forums etc. When these communities have links to the created website it builds familiarity and trust about the website.

9) SEO Security Checks : Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. It includes SSL Enabled yes or no whether it follows HTTPS, Malware Check, Email Privacy.
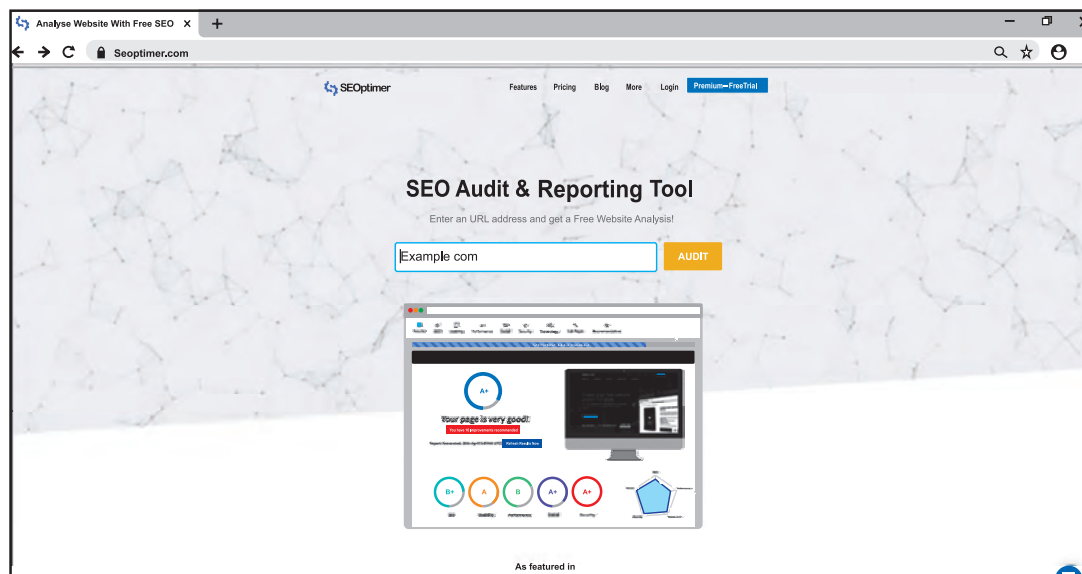

Fig. 2.8 : SEO Audit & Reporting Tool Screen

Being a free Website Audit Tool SEOptimer will not allow you to audit more than one or two websites per day. In that case you can try with the other Audit Tool mentioned on page number 34.

Mr. Suhas : Sir, I am also facing this problem. Many people visit my website but they do not purchase or place order to buy my product. This is very depressing. Sir please tell me what to do?

Dr Ajay : Yes! I will tell you why this is happening please don't be depressed. Take a look at funnel drawn below.

You must try to understand that many users may come to your website but conversion will be little because the customer is having more choice and the market has become consumer oriented. Understand that market behaves in 3 stages Acquisition, behavior and conversion
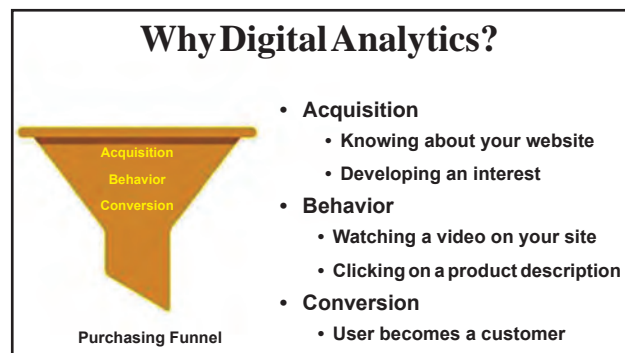

Fig. 2.9 : Purchasing Funnel

Note : SEO for sample website refer appendix - I.

- **Acquisition :** Means creating interest in the mind of customer about your product. He must know that this product is essential for him without this product he cannot satisfy his need.

- **Behavior :** Once he knows about the product . He may feel of buying or may not feel to buy the product. You must put such information on your website he must feel he should buy.

- **Conversion :** When he is convinced and no other competitor gives him better offer then he buys the product clicking on 'Buy' option so now he becomes your ultimate customer this process is called filtration of funnel.

Mr. Suhas : Sir I heard that Google Analytics helps in ranking your website at top. How?

Dr. Ajay : Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, number of visitors, time spent on the website by the visitors etc. The Google Analytics was not the product developed by Google it was acquired by Google from a company Urchin in 2005.

Mr. Suhas : Thank you sir, now my complex is somewhat reduce. But tell me how I can use this tool with my website?

Dr. Ajay : For performing Google Analytics, one has to be ready with the hosted website.

Note : Steps for analytics refer appendix - II.

The Google Analytics Report contains:

- **Users :** how many visitors came to your website (in the past 7 days)

- **Sessions :** how many interactions a visitor makes with your website in a time frame (usually 30 minutes) like viewing a page, clicking a link, or purchasing a product

- **Bounce Rate :** how many visitors hit the back button or closed your website without performing a single interaction (it's calculated through a formula)

- **Session Duration :** how much average time a visitor spends on the website

- **Active Users right now :** how many active users are currently active on your website.

All these metrics are really useful to learn about the users and improve the marketing strategies, SEO, and to boost the growth and development.

Mr. Suhas : Thank you sir you have given me a positive thought now I will work on the strategy explained by you in this above explanation and improve my digital marketing even I will work on content and social media marketing too.

Dr Ajay : Thank you I wish you success in your task. Bye! Have a nice day.

Summary

- Marketing has always been about connecting with your audience in the right place and at the right time.

- Digital marketing is the use of the internet, mobile devices, social media, search engines, and other channels to reach consumers.

- Digital marketing is similar to traditional advertising, but using digital devices.

- Important Key factors of digital marketing include: Search engine optimization (SEO) , Marketing Analytics, Pay-per-click advertising (PPC) , Web design, Content marketing, Social media marketing, Email marketing.

- SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results

- Organic search, also known as natural search, refers to unpaid search results

- Crawler is a program used by search engines to collect data from the website.

- Techniques and strategies used to get higher search rankings, and breaking search engine rules are White Hat SEO and Black Hat SEO.

- SEO strategies to generate traffic: on-page SEO, off-page SEO and Technical SEO.

- A long tail is long keyword and short tail is short keyword used by the user while searching any information.

- SEO can be perform with the free website https://www.seoptimer.com/.

- Google Analytics was acquired by Google from a company Urchin in 2005.

- Google analytics is used to track website activity such as session duration, pages per session, bounce rate etc. of individuals visiting the website

Exercise

Q. 1 Fill in the blanks.

1. Unpaid search is nothing but _____search.

2. Program used by search engines to collect data from the website is called as____

3. Manipulating Google's algorithm to improve website rankings is ___hat SEO.

4. Web analytics service offered by Google to tracks and reports website traffic is ____

Q. 2 State true or false.

1. Digital Marketing requires physical market.

2. E commerce deals are carried out in physical market.

3. Digital marketing is carried out with the help of Portal.

4. In Digital marketing SEO means Special Executive Operations.

5. The paid advertisement on Google can be identified with 'paid' keyword.

6. To make the Traffic analysis SEO Technique is used.

Q. 3 Multiple Choice Questions one Correct Answer.

1. _____SEO relies on manipulating Google's algorithm to improve rankings.

a) Red Hat

b) White Hat

c) Green Hat

d) Black Hat

2. To analyze the traffic coming to the Website _____ tool is used.

a) SEO optimer

b) Google analytics

c) Go daddy

d. Amazon

3. If the speed of displaying the website is slow then _____ ranking method is used

a) technical

b) on page

c) off page

d) load page

Q.4 Multiple Choice Question 2 correct answer.

1. _____ and ____techniques and strategies used to get higher search rankings on search engine.

a) White Hat

b) Red Hat

c) Black Hat

d) Green Hat

e) Blue Hat

2. The product of Google analytics was originally developed by ___ company in year ___

a) Urchin

b) 2005

c) Google

d) 2008

e) Microsoft

3. Valid two types of keywords are _____ and _____

a) long tail

b) short tail

c) small tail

d) big tail

e) lengthy tail

Q.5 Multiple Choice Question 3 correct answer.

1. Marketing Channels in Digital Marketing are

a) Email marketing

b) Content marketing

c) Valid marketing

d) Mobile marketing

e) on page marketing

f) off page marketing

2. Valid approaches SEO to generate traffic to your website are ___, ___ and ____.

a) on-page SEO

b) all-page SEO

c) off-page SEO

d) technical SEO

e) with-page SEO

f) online-page SEO

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