



Digital Marketing

WORKSHOP

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Introduction

- Content marketing is the strategic approach of creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience.

WEB CONTENT

**ACADEMIC
CONTENT**

GHOST WRITING

BLOGGING

**BUSINESS
WRITING**

TYPES



How to write Seo Friendly Content

DEFINE YOUR
AUDIENCE

KEYWORD
RESEARCH

USE KEYWORD
STRATEGICALLY

COMPELLING
HEADLINE

OPTIMIZE META
TAG

PROPER
STRUCTURE

How to write Seo Friendly Content

QUALITY
CONTENT

OPTIMIZE IMAGE

INTERNAL AND
EXTERNAL LINK

MOBILE
OPTIMIZATION

PAGE LOAD
SPEED

REGULAR
CONTENT
UPDATE

Thanks!

