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NAAN MUDHALVAN COURSE: DIGITAL MARKETING
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ASSIGNMENT ON DIGITAL MARKETING

1. Create a blog or website using blogspot and wordpress. Customize the theme design and post new article with 500 words.

Blogspot:

<https://www.blogger.com/u/3/blog/post/edit/1281183637364316054/1022630352844572471>

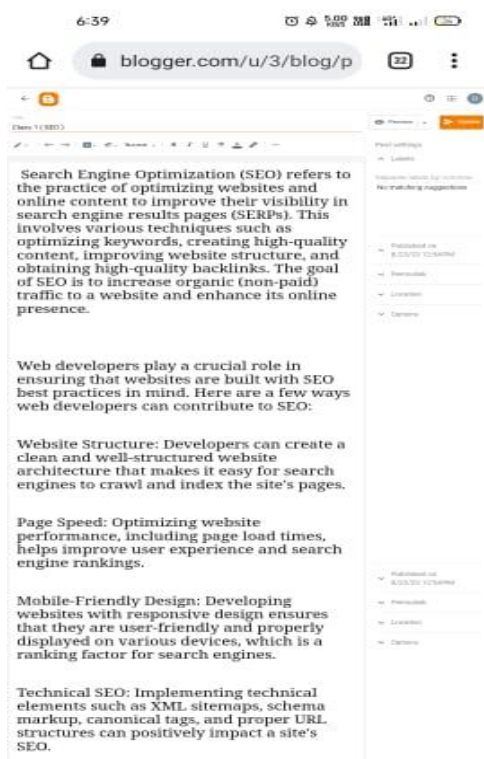


Image Optimization: Developers can compress images to reduce file sizes without sacrificing quality, which improves page load times and overall user experience.

Minimizing Code: Cleaner and more efficient code can lead to faster load times and better search engine rankings.

HTTPS: Implementing SSL certificates and using HTTPS encryption are important for both security and SEO, as Google considers HTTPS as a ranking factor.

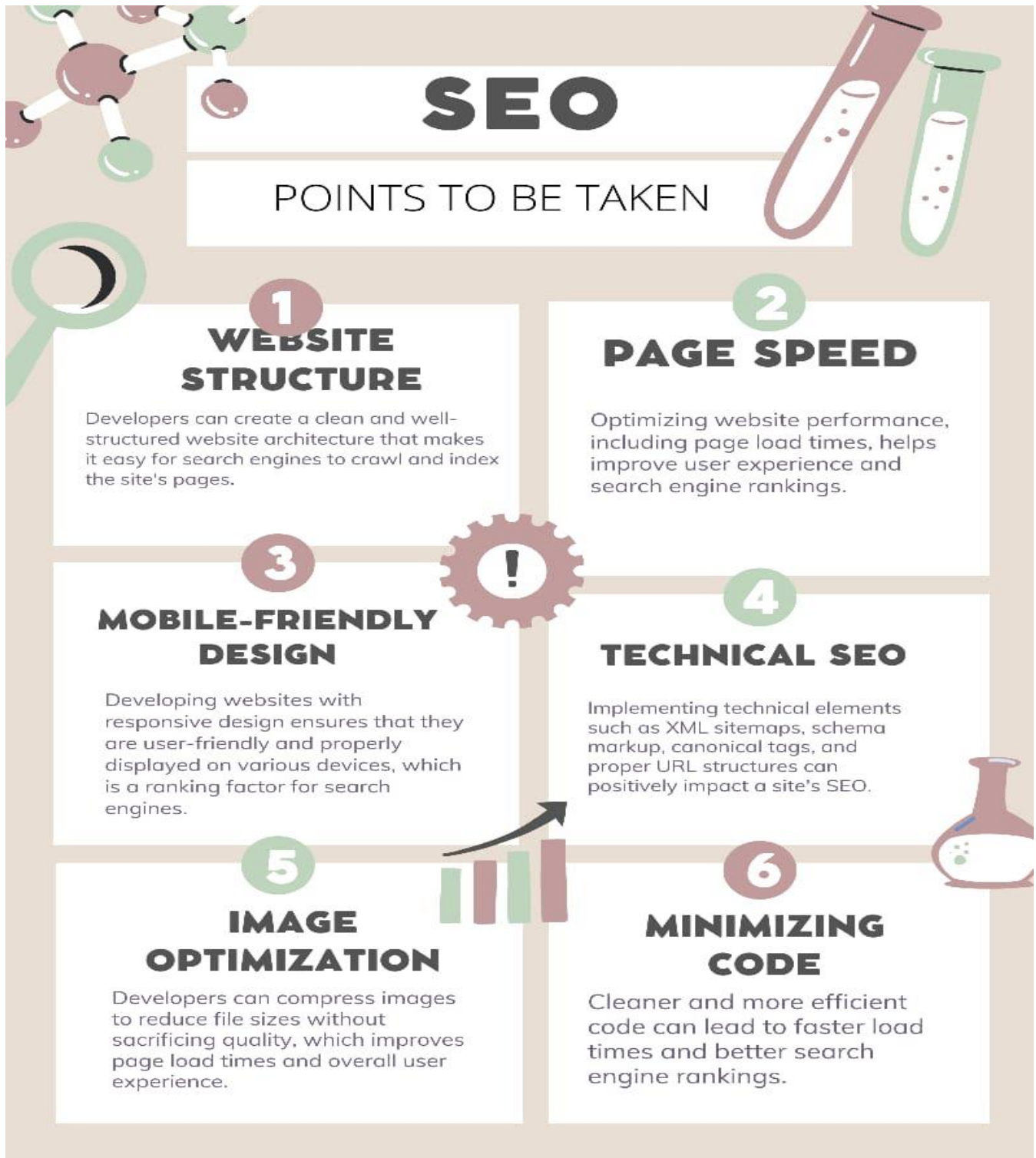
404 Pages and Redirects: Properly handling 404 error pages and setting up redirects when pages are moved or removed helps maintain a good user experience and prevents negative SEO impact.

Structured Data: Integrating structured data markup helps search engines understand the content on a page, potentially leading to enhanced search result displays (rich snippets).

Collaboration with Content Teams: Working closely with content creators ensures that the content produced aligns with SEO goals and targets relevant keywords.

Remember, successful SEO involves a combination of technical excellence and high-quality content. Collaboration between web developers and SEO specialists is crucial to achieve the best results.

2.Create and design a social media advertisement poster using canva.



3. Create email newsletter design using Mailchimp or canva tool.

