



**TOPS TECHNOLOGIES**

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# Digital Marketing

# Modules

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**Module 1 - [Fundamentals]**

**Module 2 - [Digital Marketing]**

**Module 3 - [Website Optimization]**

**Module 4 - [PPC]**

**Module 5 - [Social Media Marketing]**

**Module 6 - [Tools]**



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# **Level-1**

# **Digital Marketing**



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# Introduction

# Marketing :

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## What is Marketing ?

Marketing is the process of promoting and selling products or services to customers. It includes activities like advertising, branding, social media promotion, and customer engagement to attract people and encourage them to buy. The main goal of marketing is to understand customer needs and create strategies to fulfill them while growing a business.

# How do we Marketing ?

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Marketing is a way to promote a business and encourage customers to buy products or services. It involves a variety of activities, including market research, content creation, and social media marketing.

## Steps in marketing:-

- **Understand your audience:** Identify your target audience, their needs, and where they are online
- **Conduct market research:** Gather and analyze data about your target market and competitors
- **Define your goals:** Set measurable goals that align with your business objectives

# What is Digital Marketing ?

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Digital marketing is the way businesses promote their products or services online using the internet. It includes social media, websites, online ads, emails, and SEO to reach more people and grow sales. It helps businesses connect with the right customers at the right time! 

- **Create a unique selling proposition (USP):** Identify what makes your business distinct from competitors
- **Choose your marketing channels:** Decide which channels to use to reach your target audience
- **Create content:** Create content that builds relationships with customers and improves your online visibility
- **Implement your strategy:** Put your marketing plan into action
- **Track and improve:** Continuously monitor and improve your marketing efforts

# Digital marketing Platforms and Strategies

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## Popular Digital Marketing Platforms:

**Google** – SEO, Google Ads, and YouTube marketing.

**Facebook & Instagram** – Social media marketing and paid ads.

**LinkedIn** – B2B marketing and networking.

**Twitter (X)** – Brand awareness and customer engagement.

**YouTube** – Video marketing and ads.

# Digital marketing Platforms and Strategies

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**Email Marketing Tools** – Mailchimp, HubSpot, etc.

**Affiliate Marketing Networks** – Amazon Associates, CJ Affiliate, etc.

# Digital marketing Platforms and Strategies

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## Effective Digital Marketing Strategies:

**Search Engine Optimization (SEO)** – Improve website ranking on Google.

**Content Marketing** – Create blogs, videos, and infographics to attract users.

**Social Media Marketing** – Promote through Instagram, Facebook, LinkedIn, etc.

**Pay-Per-Click (PPC) Advertising** – Run paid ads on Google and social media.

**Email Marketing** – Send newsletters, offers, and updates to customers.

# Digital marketing Platforms and Strategies

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**Affiliate Marketing** – Partner with influencers to promote products.

**Influencer Marketing** – Collaborate with social media influencers.

**Video Marketing** – Use YouTube, Instagram Reels, and TikTok for promotions.

**Remarketing/Retargeting** – Show ads to people who visited your website.

# Digital Marketing vs Traditional Marketing



# Different Stages Digital Marketing :

Customer Acquisition, Branding, retention, Servicing, Increasing touch Points, and the best part is it can be specifically targeted to your specific users.

- Customer acquisition
- Branding
- Retention
- Servicing
- Increase touch points
- Targeted to the actual user

# Why Digital Marketing ?

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Digital marketing is important because it helps businesses reach more people online, where most customers spend their time. It is cost-effective, allows targeted advertising, provides quick results, and helps track performance easily. Unlike traditional marketing, digital marketing lets businesses connect with the right audience through social media, search engines, emails, and websites, increasing sales and brand awareness.

- Email Marketer** – Sends emails to attract and retain customers.
- Affiliate Marketer** – Promotes products and earns commissions.
- Data Analyst** – Tracks and studies website traffic and marketing results.
- E-commerce Marketer** – Grows online store sales through digital strategies.
- Influencer Marketer** – Works with influencers to promote brands.

# Benefits of Digital Marketing over Traditional Marketing

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- Reduced Cost
- Real time results
- Easy to target audience
- Higher exposure
- Higher engagement
- Quicker Publicity
- Easy Analytics

# Digital Marketing Activities

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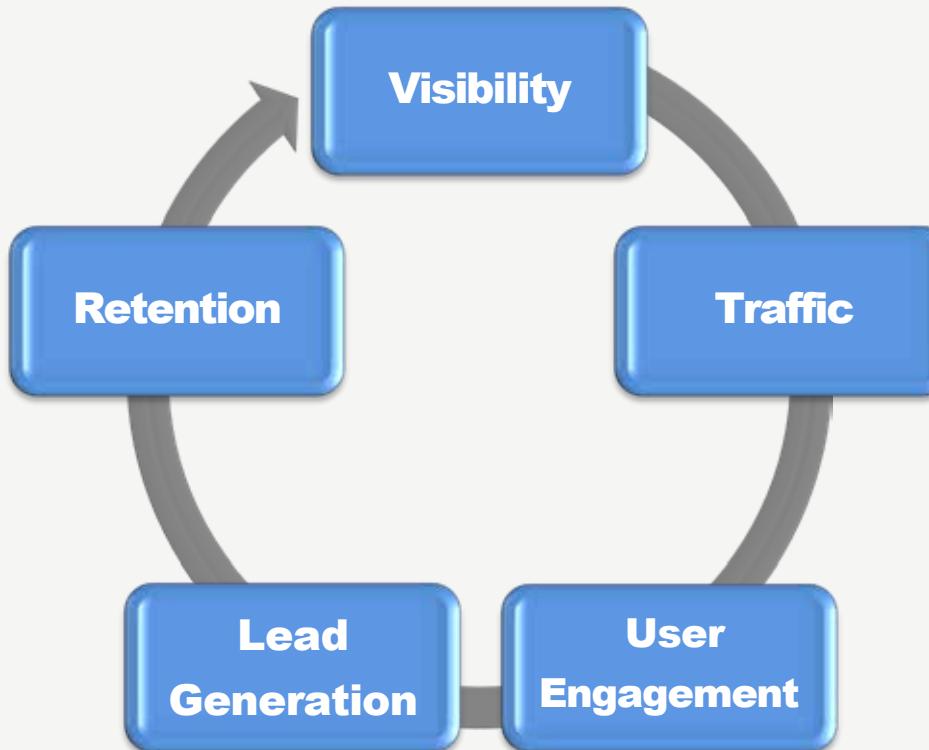
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- Content Automation
- Campaign Marketing
- E-commerce Marketing
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)
- E-mail Direct Marketing
- Display Advertising

# Different Ways Digital Marketing

- Website Design
- Digital Advertisement
- SEO
- SEM
- Email Marketing
- Social Media
- Content Marketing
- Analytics
- PR



# Digital Marketing Work Cycle



# Marketing Goals

Marketing goals are specific objectives businesses set to grow and succeed. They provide direction, help measure success, and improve decision-making.

## Common Marketing Goals:

- **Increase Brand Awareness** – Make your brand more visible through social media, ads, influencer marketing, and SEO to ensure more people recognize and trust it.
- **Generate Leads** – Attract potential customers by offering valuable content, running targeted ads, using email marketing, and optimizing landing pages to convert visitors into leads.

# Marketing Goals

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- **Boost Sales** – Improve conversion rates by using promotions, personalized marketing, upselling, and improving the customer experience to encourage more purchases.
- **Improve Engagement** – Strengthen customer relationships by interacting on social media, responding to queries, running loyalty programs, and using personalized communication.
- **Expand Reach** – Enter new markets or target new audiences by launching region-specific campaigns, optimizing for different languages, using partnerships, and testing new platforms.

# Latest Digital Marketing Trends.

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- **AI-Powered Marketing** – AI automates content, chatbots, and data analysis for better personalization.
- **Voice Search Optimization** – Optimizing content for smart assistants like Alexa and Google Assistant.
- **Short-Form Video Content** – Platforms like TikTok, Instagram Reels, and YouTube Shorts dominate.
- **Influencer & Micro-Influencer Marketing** – Small influencers with engaged audiences drive better results.

# Latest Digital Marketing Trends.

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- **Personalization & AI-Driven Content** – Tailored experiences based on user behavior and data.
- **Social Commerce & Shoppable Posts** – Direct shopping on Instagram, TikTok, and Facebook.
- **Interactive & Immersive Content** – AR, VR, quizzes, and live shopping for higher engagement.
- **Zero-Click Searches & Featured Snippets** – Optimizing content for direct answers on Google.

# Latest Digital Marketing Trends.

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- **Sustainability & Ethical Marketing** – Eco-friendly and socially responsible branding.
- **Metaverse & Virtual Marketing** – Brands using virtual spaces for customer engagement.

# Marketing Funnel



## **What is a Marketing Funnel?**

A Marketing Funnel is the journey a customer takes from first discovering your brand to making a purchase. It helps businesses understand how to attract, engage, and convert customers.

## **Stages of a Marketing Funnel:**

### **Awareness**

- This is the first stage where potential customers discover your brand.
- They might see your business through social media posts, online ads, SEO (Google searches), influencer marketing, or word of mouth.
- The goal is to attract attention and make people aware of what you offer.

## Consideration

- At this stage, people are interested but still deciding.
- They research your products, read reviews, compare with competitors, and check your website or social media for more details.
- Businesses should provide valuable content, testimonials, and offers to convince potential buyers.

## Conversion

- The customer decides to make a purchase or take the desired action (like signing up or booking a service).
- A smooth checkout process, discounts, strong CTAs (Call to Actions), and good customer service can increase conversions.

## Loyalty

- After purchasing, customers should have a great experience so they return for repeat purchases.
- Loyalty programs, personalized offers, follow-up emails, and excellent support help retain customers. |

## Advocacy

- Happy customers become brand ambassadors and recommend your products to others.
- They leave positive reviews, share experiences on social media, and refer friends and family.
- Businesses can encourage this by offering referral programs, incentives, and engaging with customers online

# Key Metrics & Ratios

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- **CTR (Click-Through Rate)** – % of people who click on an ad or link.
- **Conversion Rate** – % of visitors who take action (buy, sign-up, etc.).
- **Bounce Rate** – % of visitors who leave without interaction.
- **CAC (Customer Acquisition Cost)** – Cost to gain a new customer.
- **ROAS (Return on Ad Spend)** – Revenue earned per ad spend.

## Key Metrics & Ratios

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- **Profit Margin** – Profit after deducting expenses.
- **ROI (Return on Investment)** – Profitability of an investment.
- **Customer Lifetime Value (CLV)** – Total revenue from a customer over time.
- **Churn Rate** – % of customers who stop using a service.
- **Retention Rate** – % of customers who stay loyal.

## Case Studies of Digital Campaigns

Successful digital marketing campaigns use websites to attract and engage customers. Here are some examples:

- Nike's Online Store** – Uses a user-friendly website with strong branding and digital ads to enhance customer experience.
- Maggie's Digital Marketing Strategy** – Engages customers through interactive campaigns, recipe-based content, and social media trends to maintain brand loyalty.
- Coca-Cola's Social Media Integration** – Connects website content with social media to boost engagement and brand awareness..

# Careers in Digital Marketing

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Digital marketing offers many job opportunities. Here are some popular roles:

- SEO Expert** – Helps websites rank higher on Google.
- Content Creator** – Writes blogs, makes videos, and posts on social media.
- Social Media Manager** – Handles Instagram, Facebook, and other platforms for brands.
- Ads Specialist** – Runs paid ads on Google, Facebook, and other websites.



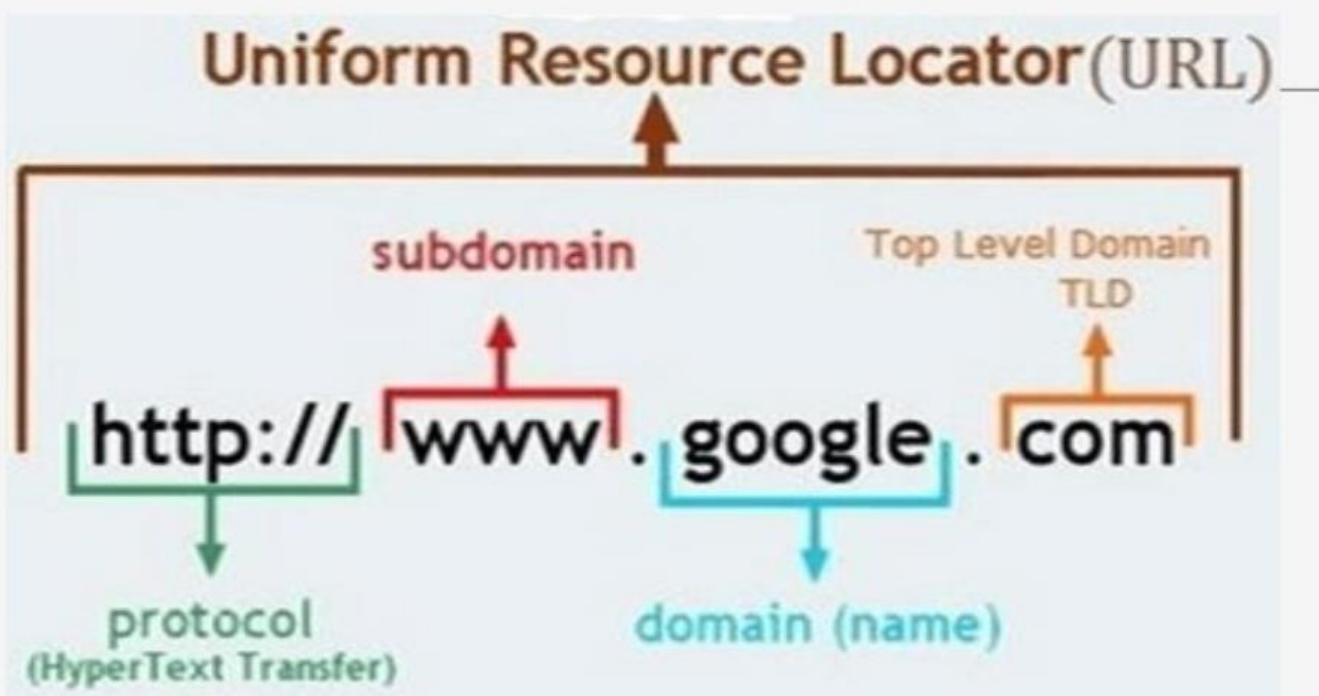
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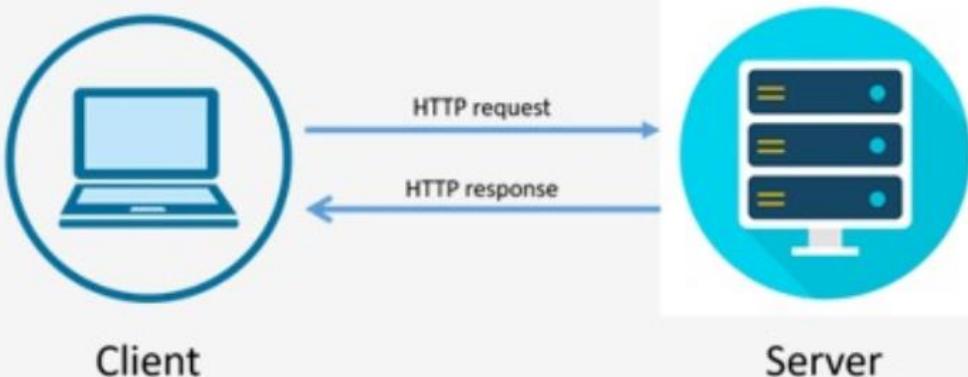
# **Module - 1**

# **[Digital Marketing]**

# URL



## HTTP :



## HTTPS :

- Secure version of HTTP.
- Used for secure communication on world wide web

# What is HTTPS/SSL Update?

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## 1. HTTP (HyperText Transfer Protocol)

- A protocol used for transferring data between a web browser and a website.
  - Example: **http://www.example.com**
  - Not secure as data is sent in plain text.
- .

# What is HTTPS/SSL Update?

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## 2. SSL (Secure Sockets Layer)

- A security technology that encrypts data for safe transmission.
- When SSL is enabled, HTTP becomes HTTPS (<https://>).
- Example: <https://www.example.com>
- Ensures data privacy and security by encrypting information.

# WWW :

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Stands for World Wide Web. It's a way to access the any web page from server.

The World Wide Web is a system of interlinked hypertext webpages accessed via the Internet

# Domain Name

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- A unique name that identifies a website on the internet.
- Example: www.tops-int.com
- Includes a Top-Level Domain (TLD) (e.g., .com in the example).
- TLD is the domain extension (e.g., .com, .in, .edu, .org).

<https://www.flipkart.com/>

<https://www.irctc.co.in/>

<https://www.allegro.pl/>

<https://www.johnlewispartnership.co.uk/>

<https://www.uidai.qov.in/>

## Internet Browsers :

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Software applications for accessing information on world wide web.

## Website :

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Set of related web pages located under a single domain name

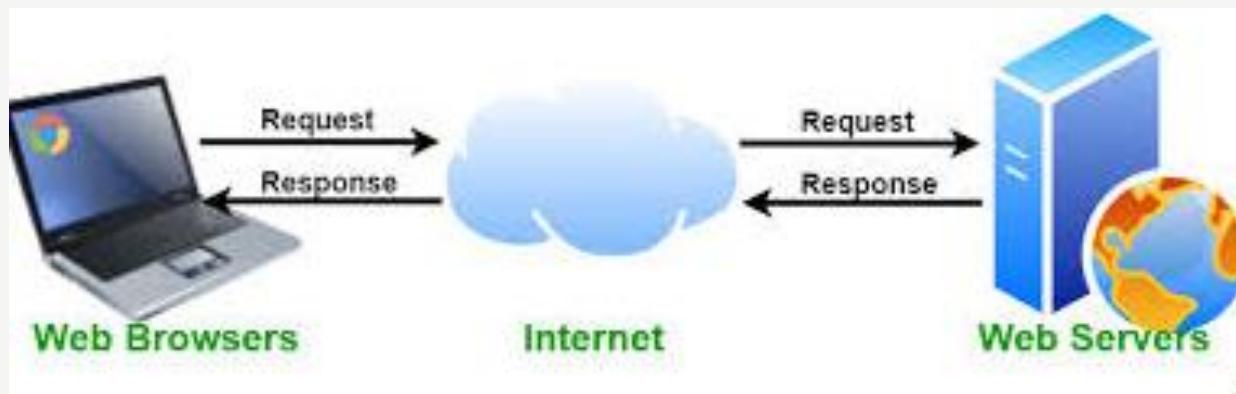
## Web Pages :

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The page you see on the computer or mobile when you visit any website

# Web Server

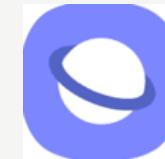
A web server is a system that stores, processes, and delivers website content to users over the internet. It responds to requests from web browsers and serves web pages, images, videos, and other resources. Popular web servers include Apache, NGINX, and Microsoft IIS.



# Browsers

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- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Apple Safari
- Opera
- Brave
- Vivaldi
- Tor Browser
- Samsung Internet
- UC Browser



# How to create a Customer Persona?

<b>Competitor Research</b>	Competitive research involves identifying your competitors, evaluating their strengths and weaknesses and evaluating the strengths and weaknesses of their products and services.
<b>Customer Persona</b>	A customer persona (also known as a buyer persona) is a semi-fictional archetype that represents the key traits of a large segment of your audience, based on the data you've collected from user research and web analytics.
<b>Business Model</b>	A business model describes how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. Example: B2B, B2C, D2C, and Marketplace model.
<b>Unique Selling Proposition</b>	In marketing, USP is the marketing strategy of informing customers about how one's brand or product is superior to its competitors.
<b>Target Segment</b>	A target segment is a group of customers within a business's serviceable available market at which a business aims its marketing efforts and resources.
<b>Brand Personality</b>	It is a framework that helps a company or organization shape the way people feel about its product, service, or mission.
<b>Tone of Voice</b>	A tone of voice is not what you say, but how you say it. This encompasses not only the words you choose, but their order, rhythm and pace.

# Business Model

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A business model explains how a company operates and makes money.  
It includes:

**Value Proposition** – What problem does the business solve?

**Target Customers** – Who will buy the product or service?

**Revenue Streams** – How does the company make money?

**Cost Structure** – What are the expenses involved?

## Example Business Models:

- **E-commerce Model** – Selling products online (e.g., Amazon, Flipkart).
- **Subscription Model** – Customers pay regularly for access (e.g., Netflix, Spotify).
- **Franchise Model** – A brand licenses its business to others (e.g., McDonald's, KFC).



# Competitor Research

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Competitor research involves analyzing other businesses in your industry to understand their strategies, strengths, and weaknesses.

## Key aspects to study:

- **Products & Services** – What do they offer?
- **Pricing Strategy** – How do they price their products?
- **Marketing & Branding** – How do they attract customers?
- **Customer Feedback** – What do customers like or dislike?

# Competitor Research

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## Methods to conduct competitor research:

- Check their website & social media (Facebook, Instagram, LinkedIn, etc.).
- Read customer reviews on Google, Trustpilot, etc.
- Use competitor analysis tools like SEMrush, Ahrefs, or SimilarWeb.

## Example:

- If you are launching a clothing brand, researching companies like Zara, H&M, or local competitors can help you understand market trends and pricing strategies.

ZARA



# Market Research

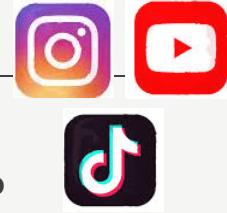
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Market research helps businesses understand their industry, customers, and demand.

## Types of Market Research:

- **Primary Research** – Direct interaction with customers through surveys, interviews, or focus groups.
- **Secondary Research** – Using existing data from reports, industry publications, and competitor analysis.

# Market Research



## Key factors to analyze:

- **Customer Needs & Preferences** – What are people looking for?
- **Market Trends** – What's in demand right now?
- **Market Size & Growth** – How big is the potential customer base?
- **Best Marketing Channels** – Where do customers engage the most?

## Example:

If you plan to start a food blog, research which topics (recipes, street food, restaurant reviews) are trending and where people engage the most (YouTube, Instagram, TikTok).



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# **Module - 2**

## **[Digital Marketing]**

# Digital Marketing

- Digital marketing refers to the use of online platforms, digital technologies, and strategies to promote products, services, or brands to a target audience. It encompasses various online marketing tactics to drive traffic, generate leads, and increase sales.



# Online Marketing

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- Online marketing, also known as internet marketing or digital marketing, is the practice of promoting products, services, or brands using the internet. It includes various strategies to reach and engage customers through online channels.



# Planning

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## What is Planning?

- Planning is the process of setting goals, defining strategies, and outlining steps to achieve desired outcomes efficiently. It helps individuals and organizations make informed decisions, allocate resources effectively, and stay on track toward their objectives.



# Planning

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## Types of Planning

- **Strategic Planning** – Long-term planning focused on overall goals and vision.
- **Tactical Planning** – Short-term, detailed plans that support strategic objectives.
- **Operational Planning** – Day-to-day plans that ensure smooth business operations.
- **Financial Planning** – Managing budgets, expenses, and investments.
- **Marketing Planning** – Strategies for promoting products or services.
- **Personal Planning** – Setting personal goals related to career, finance, and lifestyle

# Planning

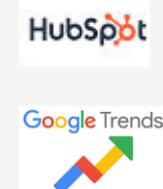
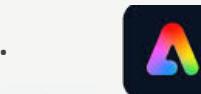
## Why is it Important?

- Saves time & money
- Targets the right audience
- Improves marketing results



# Planning Tools

- **Google Analytics** – Tracks website traffic.
- **Google Ads Planner** – Helps in keyword research.
- **SEMrush / Ahrefs** – SEO & competitor analysis.
- **Canva / Adobe Express** – Design marketing visuals.
- **Hootsuite / Buffer** – Social media scheduling.
- **Trello / Asana** – Manages projects & campaigns.
- **Mailchimp / HubSpot** – Email marketing & automation.
- **Google Trends** – Finds trending topics.



# Visibility

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- your website, blog, social media accounts, advertisements are mechanisms to increase visibility.
- In principal the search engines are the biggest tools for increasing visibility.
- The user searches for something in Google and he shown our site or blog increases visibility, if the user finds the title and description suitable he will click on it. Now that the user has seen our search listing or advertisement he is engaged he might not click today but the brand recognition has happened.

# Traffic

## Traffic generation happens in 2 ways

- Inbound (also called Organic Traffic) means creating quality content that brings peoples to your doors, the goal is to create such compelling content the user is attracted towards you and stays with you
- Outbound (also called Inorganic Traffic) means using mostly the paid channels to draw attention to your brand you are creating advertisements, sms or email blasts informing them about your existence.

Feature	Organic Traffic	Inorganic Traffic
Definition	Visitors come naturally through search engines or social media.	Visitors come through paid promotions and ads.
Cost	Free (No direct cost, but requires time & effort).	Paid (Requires money for ads).
Time to See Results	Slow (Takes time to build traffic through SEO and content).	Fast (Instant traffic through ads).
Long-Term Benefits	Long-lasting and sustainable.	Short-term, stops when ads stop.
Source	Search engines (Google, Bing), social media, backlinks, etc.	Google Ads, Facebook Ads, Instagram Ads, Sponsored posts, etc.
Trust Factor	More trust and credibility.	Less trust compared to organic traffic.
Example	Someone searches "best interior design" and clicks your site.	You run a Google ad for "best interior design" and people click it.

# User Engagement

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- The website design, the language will decide if the user prefers to spend the time looking around your website. So you have successfully engaged with the customer

# Lead Generation

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- Now comes the part where you actually get him to fill a form or share his details or actually buy a product or service from you.
- Once you have the lead you have successfully achieved the part of marketing. It is your sales teams role now to ensure they sell to the customer.

# Retention

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- The last piece where digital marketing strategy can play a part for future sales is Retaining the client.
- Retention is not only about customer service but also about references and testimonials.
- Most customers will feel confident buying from you if someone they know or have heard about is also a client and have put their trust in your brand.

# Ranking Factors

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## **What is Ranking Factor?**

Ranking factors are the things that search engines (like Google) look at to decide which website should appear first in search results. Think of them as the "rules" that help a website rank higher when someone searches for something.

## Important Ranking Factors:-

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### Content

- Keywords
- Backlinks
- Mobile
- Speed
- UX
- HTTPS
- Links
- SEO
- Local

# Link Building

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## What is Link Building?

Link building is the process of getting other websites to link to your website. These links (called backlinks) help improve your website's ranking on Google and bring more visitors.

## Why is Link Building Important?

- Improves SEO – More backlinks from trusted sites = higher Google ranking.

## Link Building

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- Increases Website Traffic** – More people visit your site through these links.
- Builds Brand Authority** – Makes your website look more trustworthy.

# Search and Search Engines

Google



Bing



Ask

YAHOO!

Yandex



DuckDuckGo



Bai du 百度



wow

# Search and Search Engines

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- **Search** – Search Engines have become the most important tool for people finding products and services on the web
- The primary job of a search engine is to offer the most effective and relevant search results on what they believe the user is searching for

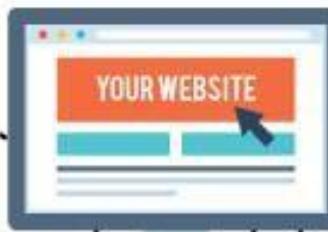
# How Search Engine Works



## How Search Engine Works



The Search Engine Sends Its  
SPIDERS Out To Crawl The Web.



The Spiders Consolidate  
Their Findings To Determine  
Where To Serve You Up  
On The Web.



# Crawling

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- It is performed by software robots called web spiders or web crawlers. Each search engine has its web spiders to perform crawling.
- In this step, the spiders visit websites or web pages and read them and follow the links to other web pages of the site.
- Thus by crawling, they can find out what is published on the World Wide Web.
- It also revisits the previous sites to check for the changes or updates in the web pages. If changes are found, it makes a copy of the changes to update the index.

# Indexing

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- It involves building an index after crawling all websites or web pages found on the World Wide Web.
- An index of the crawled sites is made based on the type and quality of information provided by them and stored in huge storage facilities.
- It is like a book that contains a copy of each webpage crawled by the spider. Thus, it collects and organizes the information from all over the internet.

# Indexing

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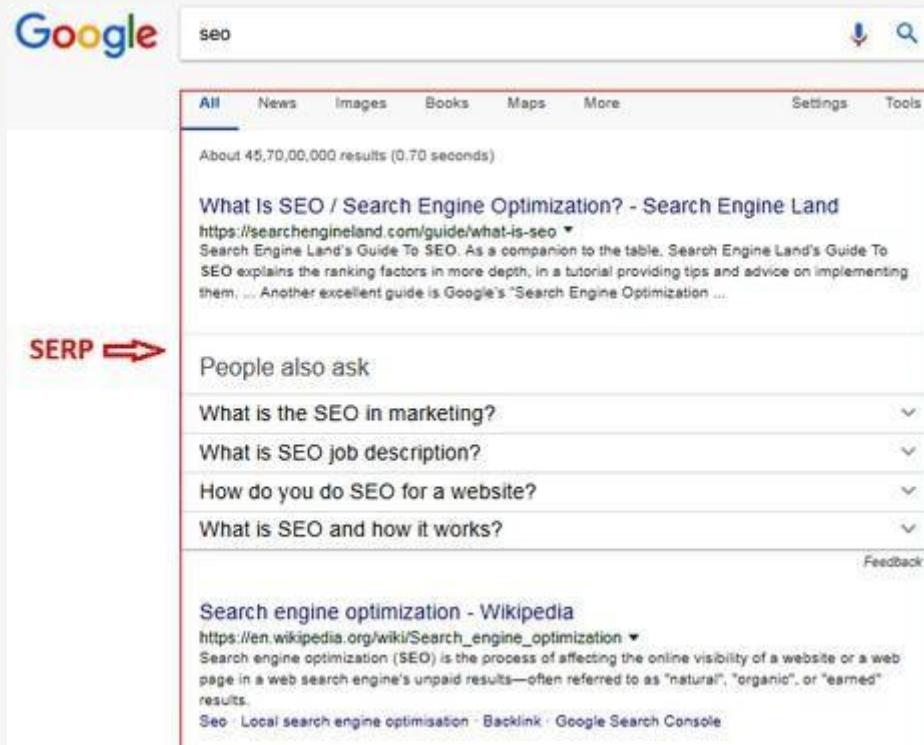
- **Algorithms** – Each of the search Engines have different algorithms on what search results will be shown.
- **Rankings** – Each search engine ranks the page it has indexed just because one of your pages has the most relevant content doesn't mean your whole site will be ranked #1. Most users get attracted to the top 3 search results the game is in getting your product or service in the top 3 results of the search results.

# What is SERP?

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A search engine result page is the list of results for a user's search query and is displayed by the search engine. It is displayed in a browser window when the users enter their search queries in the search field on a search engine page.

# What is SERP?



Google

seo

All News Images Books Maps More Settings Tools

About 45,70,00,000 results (0.70 seconds)

**What Is SEO / Search Engine Optimization? - Search Engine Land**  
<https://searchengineland.com/guide/what-is-seo> ▾  
Search Engine Land's Guide To SEO. As a companion to the table, Search Engine Land's Guide To SEO explains the ranking factors in more depth, in a tutorial providing tips and advice on implementing them. ... Another excellent guide is Google's "Search Engine Optimization ...

**SERP ➡**

People also ask

- What is the SEO in marketing? ▾
- What is SEO job description? ▾
- How do you do SEO for a website? ▾
- What is SEO and how it works? ▾

Feedback

**Search engine optimization - Wikipedia**  
[https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization) ▾  
Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.  
Seo · Local search engine optimisation · Backlink · Google Search Console

# Organic Results

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Organic results refer to the listings of web pages on the SERPs that appear because of organic SEO such as relevance to the search term or keywords

# Organic Results



Organic results



<https://support.google.com> › google-ads › answer



## Organic search result - Google Ads Help

A free listing in Google Search that appears because it's relevant to someone's search terms.

Non-organic search **results** are paid advertisements.

<https://en.wikipedia.org> › wiki › Organic\_search\_results



## Organic search results - Wikipedia

In Web search engines, **organic** search **results** are the query **results** which are calculated strictly algorithmically, and not affected by advertiser payments.

<https://www.wordstream.com> › Learn



## Organic Search: What Is Organic Search? - WordStream

**Organic** search, also known as natural search, refers to unpaid search **results**. In contrast to paid search **results** (pay-per-click advertising), ...

# Paid Results

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Paid search results are the sponsored ads or links that appear on the SERPs. They are part of Search Engine Marketing in which you have to pay to place your websites or ads on the top of the result pages.

# Paid Results

Google search results for "buy smartphone".

Search bar: buy smartphone

Filter options: All, Shopping, News, Maps, Images, More, Tools

About 1,12,00,00,000 results (0.63 seconds)

**Ad · https://www.apple.com/in ▾**

**Switch to iPhone - Apple Official Site**

If you want a phone that will last, this is it. Learn more and switch now. We're committed to protecting your data. Learn more about privacy at Apple. Easy to switch. Apps curated for you. Advanced cameras. Ease of use. Apple-designed chips.

**No Cost EMI Offer**

Get No Cost EMI for 6 months with qualifying Credit Cards.

**Cashback and No Cost EMI**

Get 5% instant Cashback up to ₹6000 and No Cost EMI. Terms apply.

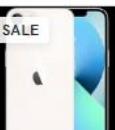
<https://www.amazon.in> › Smartphones

**Smartphones: Buy Smart Mobile Phones Online at Best ...**

Results 1 - 12 of 5000+ — Choose from Wide Range of **Smartphones** Online at Best Prices in India at Amazon.in Get Free Shipping, Cash On Delivery, ...

Jio Phone Next 32 GB ROM, 2..., Redmi Note 11 Pro + 5G..., Redmi Note 10T 5G

**Ads · Shop buy smartphone**

 <b>SALE</b> Apple iPhone 13 (128GB... ₹71,990 79,... Croma Free delivery	 <b>SALE</b> Samsung Galaxy M32... ₹14,999 Croma Free delivery	 <b>SALE</b> OnePlus Nord CE2 Lite 5... ₹19,999 Croma Free delivery
 <b>SALE</b> Redmi 9A SPORT	 <b>SALE</b> motoro G	 <b>SALE</b>

# Digital Marketing Things

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- Website
- Domain Name Selection
- Web Hosting
  - ↳ Godaddy
  - ↳ AWS
  - ↳ BlueHost
- Building the site

# Website

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- Visitor's view
- Crawler 's view
- Landing Page
- Thank You
- Call to Action

# Website

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## What is a Website?

A website is a collection of web pages available on the internet. It can be used for sharing information, selling products, or promoting businesses. Websites are essential for online presence and digital marketing.

## Understanding Website

A website is made up of different parts, including:

- **Domain Name** – The web address (e.g., [www.example.com](http://www.example.com)).
- **Hosting** – A server that stores website data and makes it accessible online.

## Website

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- ◆ **About Page** – Information about the business or individual.
- ◆ **Services/Products Page** – Details of what the site offers.
- ◆ **Contact Page** – Ways to get in touch (phone, email, forms, etc.).
- ◆ **Footer** – Includes links to policies, social media, and other resources.

## WordPress & Website Creation

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WordPress is a popular platform for building websites without coding.

- 📌 It provides ready-made templates and plugins to add features like contact forms and SEO tools.
- 📌 Businesses, bloggers, and e-commerce stores use WordPress for fast and easy website creation.
- 📌 Other website builders include Wix, Shopify, and Squarespace.

- **Web Pages** – Different sections of a website (e.g., Home, About, Contact).
- **Content** – Text, images, videos, and other elements displayed on the site.

## **Website Structure**

Websites are structured in a way that makes navigation easy for users.

- ◆ **Header** – Contains logo, navigation menu, and contact details.
- ◆ **Homepage** – The main page that gives an overview of the site.

## **Web Page Creation**

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- A web page is a part of a website. To create one, you need:
- A domain (your website name, e.g., www.yoursite.com)
- Hosting (a server where your website files are stored)
- A website-building platform (WordPress, Wix, etc.)



## WordPress Themes

---

- WordPress themes control how your website looks. You can:
- Choose a free or paid theme from the WordPress Theme Library
- Install and activate a theme under Appearance > Themes
- Customize colors, fonts, and layouts



Twenty Thirteen



Elegant



Twenty Ten



E-Shop



ColorMag



Shop Isle



OnePress



illyy



Storefront



Spacious



Lorum Ipsum



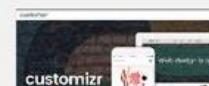
MagicWP Dark Theme



5 MINUTE SETUP



Customizr

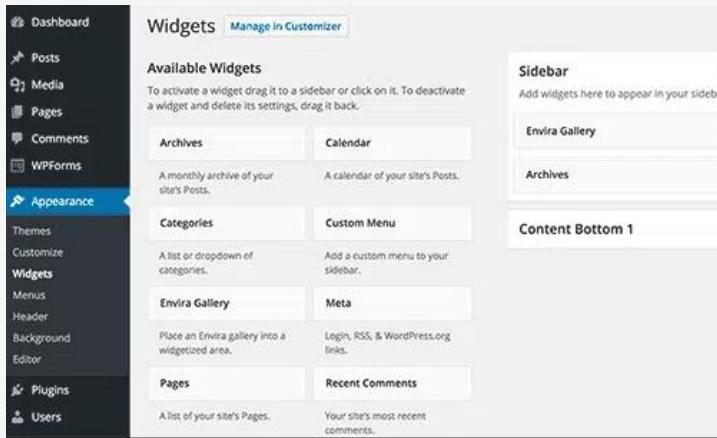


Customizr

# WordPress Widgets

Widgets are small tools that add features to your site. Examples:

- **Search Bar** – Helps users find content
- **Recent Posts** – Shows your latest articles
- **Social Media Links** – Connects visitors to your social profiles
- You can add widgets under Appearance > Widgets in WordPress.



## WordPress Plugins

---

Plugins add extra functionality to your site. Examples:

**Yoast SEO** – Improves search rankings

**WooCommerce** – Turns your site into an online store

**Elementor** – Helps you design pages easily

You can install plugins from Plugins > Add New in WordPress.



## How to Register a Site & Get Hosting

- **Step 1:** Buy a domain from sites like GoDaddy, Namecheap, or Google Domains.
- **Step 2:** Get hosting from providers like Bluehost, SiteGround, or Hostinger.
- **Step 3:** Install WordPress through your hosting provider.
- **Step 4:** Log in to WordPress and start building your site!



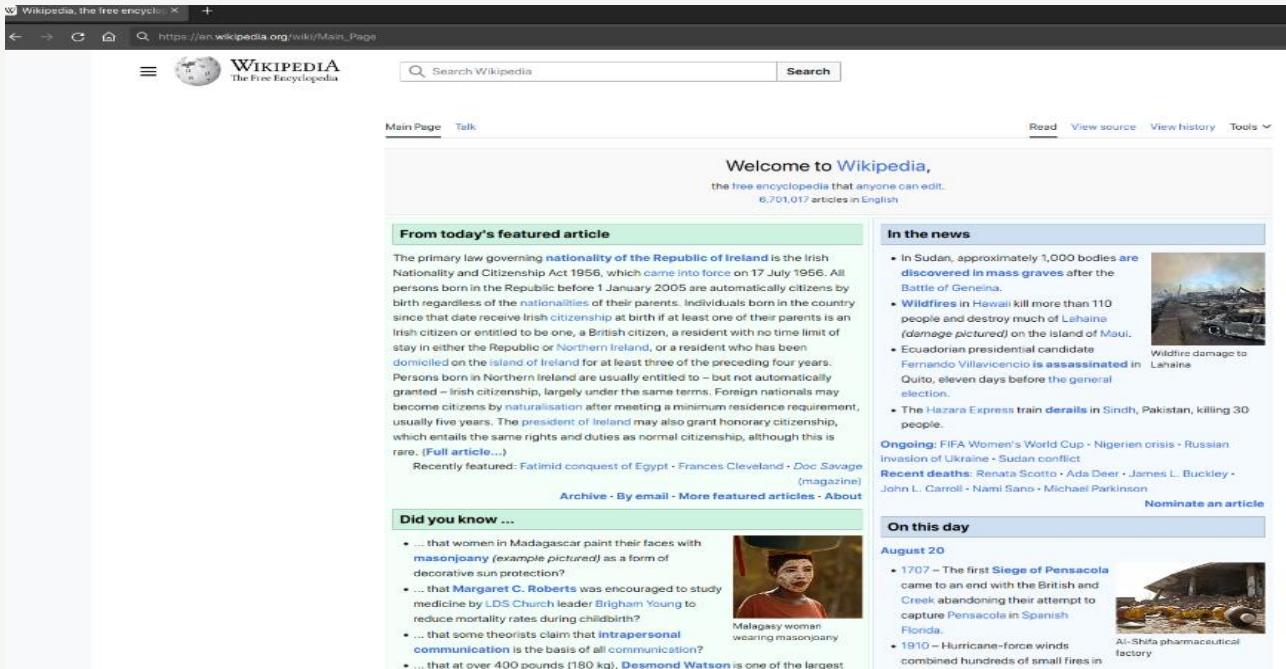
# Home Page

---

## What is home page ?

A homepage is the main or introductory page of a website. It serves as the starting point for visitors and provides navigation to other sections of the site.

# Home Page



The screenshot shows the English Wikipedia Main Page. At the top, there's a navigation bar with links for "Main Page", "Talk", "Read", "View source", "View history", and "Tools". Below the bar, the title "WIKIPEDIA The Free Encyclopedia" is displayed next to a search bar with the placeholder "Search Wikipedia". A "Search" button is located to the right of the search bar. The main content area features a large banner with the text "Welcome to Wikipedia, the free encyclopedia that anyone can edit." and "6,701,017 articles in English". Below the banner, a section titled "From today's featured article" discusses the Nationality and Citizenship Act of 1956 in Ireland. To the right of this, a "In the news" sidebar lists several recent events, each accompanied by a small thumbnail image. The events include: "In Sudan, approximately 1,000 bodies are discovered in mass graves after the Battle of Geneina.", "Wildfires in Hawaii kill more than 110 people and destroy much of Lahaina (damage pictured) on the island of Maui.", "Ecuadorian presidential candidate Fernando Villavicencio is assassinated in Quito, eleven days before the general election.", and "The Hazara Express train derails in Sindh, Pakistan, killing 30 people." Further down the page, sections for "Did you know ...", "On this day", and "Recent deaths" are visible, along with a "Nominate an article" link.

# Home Page

---

## What home page includes?

- **Homepage** – The main page of a website.
- **Brand Logo & Name** – Represents the website or business.
- **Navigation Menu** – Links to key pages like About Us, Services, Contact, etc.
- **Main Content** – Introduction, featured products/services, updates, or promotions.
- **Call-to-Action (CTA)** – Encourages actions like signing up, shopping, or contacting.
- **Footer** – Includes links, contact details, and social media.

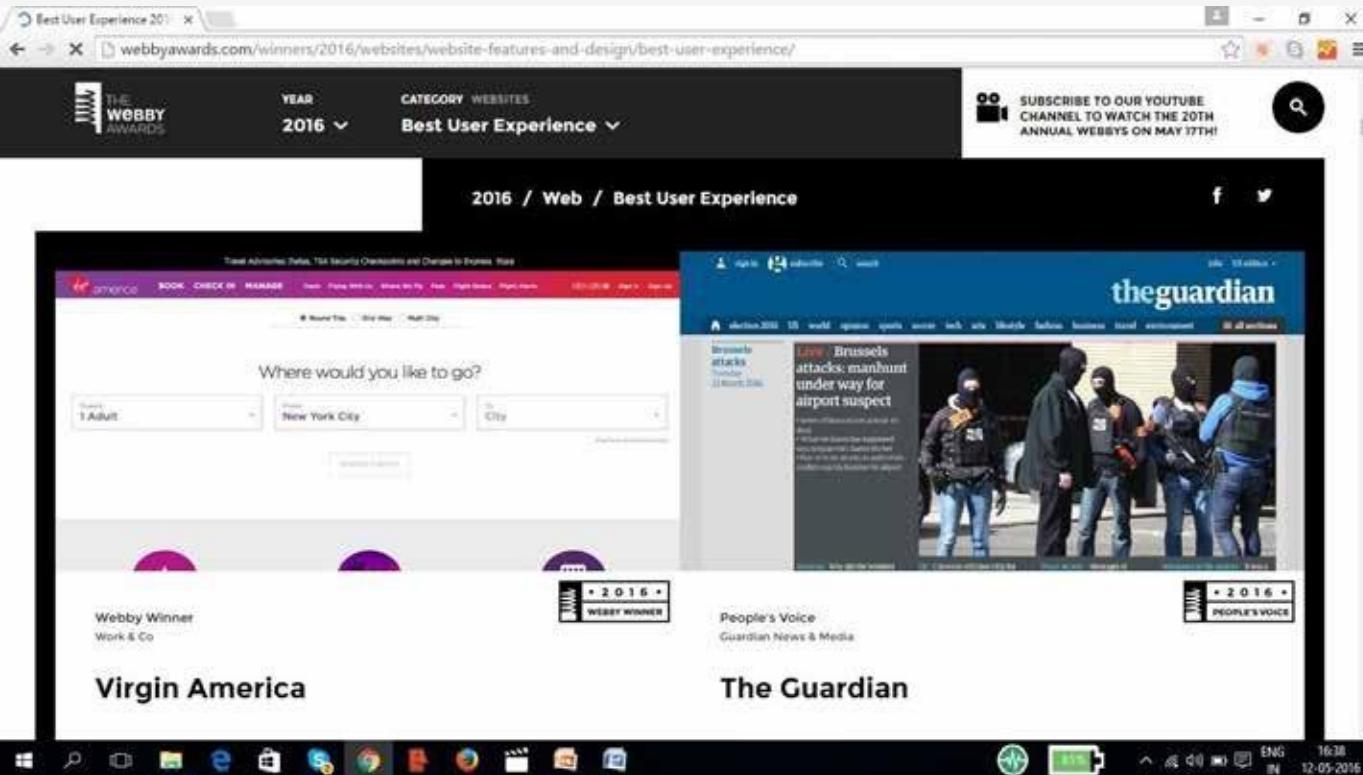
# Visitor View

---

Visitor view is the front end which the visitors see

A good site design will enable you to keep the user on your page longer, decrease bounce rate, and Establish Trust.

# Visitor View



The screenshot shows a web browser window displaying the 2016 Webby Awards winners for Best User Experience. The title bar reads "Best User Experience 2016" and the URL is "webbyawards.com/winners/2016/websites/website-features-and-design/best-user-experience/". The main content area features two winners: Virgin America and The Guardian. Each winner has a thumbnail image, their name, and a "WEBBY WINNER" badge. The browser interface includes standard navigation buttons, a search bar, and social media sharing options.

**2016 / Web / Best User Experience**

**Virgin America**

Where would you like to go?  
1 Adult → New York City → City

Webby Winner  
Work & Co

• 2016 •  
WEBBY WINNER

**The Guardian**

Brussels attacks: manhunt under way for airport suspect

• 2016 •  
PEOPLE'S VOICE

# Crawler View

The URL, Title tag, Meta tags are the 4 important pieces of a website backend that a marketer must remember.

Though your domain might not have all the keywords but the URL the page name can have the keywords and you should use it to your advantage

```
<title>Best User Experience 2016 | The Webby Awards</title>
<meta name="viewport" content="width=device-width, initial-scale=1.0 maximum-scale=1, user-scalable=0" />
<meta name="description" content="Sites that offer the best user experience through innovative design and user-centered features." />
<meta content="http://webbyawards.com/winners/2016/websites/website-features-and-design/best-user-experience/" property="og:url" />
<meta content="Sites that offer the best user experience through innovative design and user-centered features." property="og:description" />
<meta content="https://webby-gallery-production.s3.amazonaws.com/uploads/asset/image/entry-asset-10038/optimized-best-user-experience-2016" property="og:image" />
<meta content="article" />    <meta name="google-site-verification" content="WuBuI55AeEKuwqcCC6HsPHutlBhaAw4H" />
```

# Landing Page

---

- Web page that visitors arrive at after they click the link on SERP.
- It can be the first of the website or from one of the natural results from the search query.
- Main Purpose is to increase the user interaction within website.

# Landing Page



The landing page for edupath features a large background image of a person with long hair sitting in a field at sunset, holding a smartphone. The edupath logo is in the top left corner, followed by the text "Test Prep & College Explorer" and a red button "Send Your Teen the App". The main headline is "Unlock your teen's potential." with the subtext "The only full-service test prep your teen can do anywhere, anytime." Below this is a white call-to-action box with fields for "Your name", "student's email", "student's mobile #", and "SAT", along with a red "Send" button.

edupath Test Prep & College Explorer

Send Your Teen the App

Unlock your teen's potential.  
The only full-service test prep your teen can do anywhere, anytime.

Send the app to your student now

Your name  student's email  student's mobile #  SAT

Forget classes. Next generation SAT & ACT prep is here.



# Thank You Page

---

- Thanks them
- Set Expectations
- Suggest to follow you on Social media
- Share the offer to others

# Thank You Page

*Example:*



***Brilliant!***

Your Mood Boosters PDF is on its way to your inbox!

*Here's how we can stay in touch:*

Join my private FB group: *Write and Create with Lisa Tener* where I share ideas, support for your creative process, answer your questions and more. In the group, you'll find other reflections, suggested readings and guidance from me and other professionals who empower creative flow.

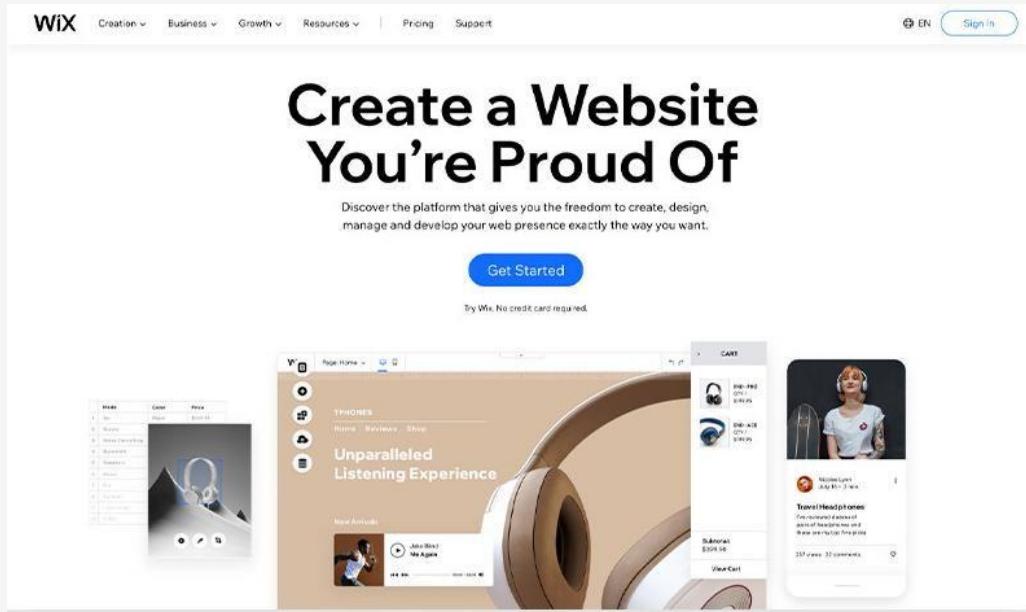
[Join the Facebook Group here](#)

You can also follow me on your favorite social media platforms:

[Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#)

# Call To Action

Calls to action may vary. You may want your visitors to subscribe, to register, to buy something, to bookmark your post, etc.



# Web Hosting

---

- A service that provides space for websites or web pages on special computers called servers.
- A web hosting enables sites or web pages to be viewed on the internet by the internet users.
  - *Godaddy*
  - *AWS*
  - *BlueHost*
- Google has started ranking sites based on the page speed and load times. If your site doesn't load quickly you can kiss your rankings a goodbye

# Building The Site

---

- Now that you have a domain name you can start thinking about your website
- There are two options build it yourself using readymade website companies
  - **WIX.com**
  - **Wordpress**
  - **Build your site yourself**
- Another important point to remember is that most of the users are now surfing the web on a mobile or tablet having a site that is responsive (which means it will resize itself when it sees a smaller screen) is a must have.

# Choose Template

- › Online Store
- › Photography
- › Video
- › Music
- › Design
- › Restaurants & Food
  - Catering & Chef
  - Restaurant
  - Cafe & Bakery
  - Bar & Club
  - Food & Drinks
- › Travel & Tourism
- › Events
- › Portfolio & CV
- › Blogs & Forums
- › Health & Wellness

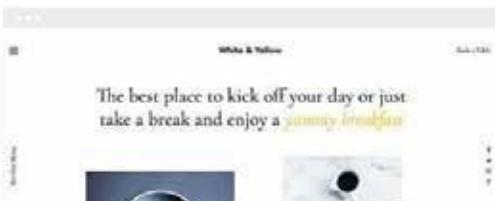
website template you love



Vegetarian Restaurant



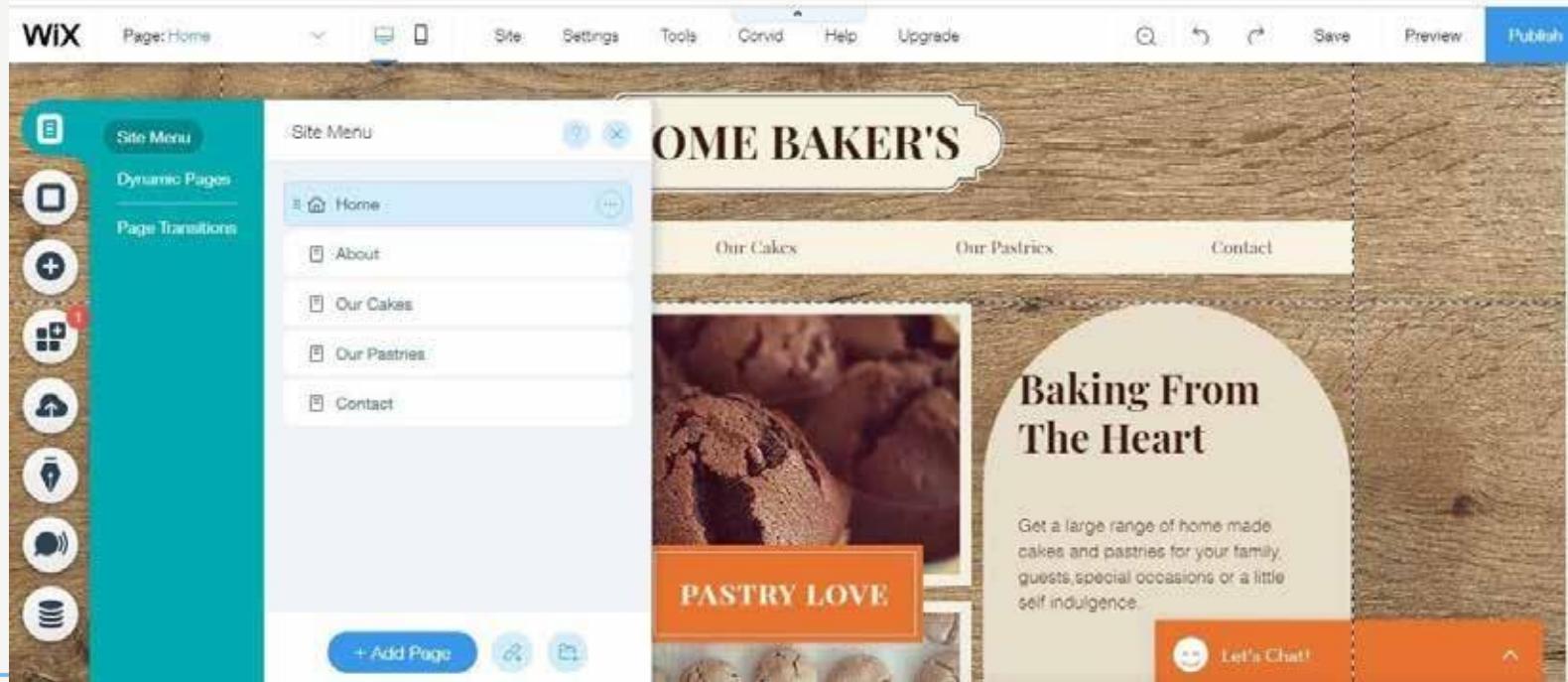
Poke Restaurant



The best place to kick off your day or just  
take a break and enjoy a *yummy breakfast*



# Add/Update Your Website



The screenshot shows the Wix website builder interface. At the top, there's a navigation bar with the Wix logo, a dropdown menu for 'Page: Home', and various site management icons like Site, Settings, Tools, Covid, Help, Upgrade, and a search icon. To the right of the navigation are buttons for Save, Preview, and Publish.

The main area displays a live preview of a website for "OME BAKER'S". The website has a rustic wooden background. It features a header with the site name "OME BAKER'S" in a large serif font. Below the header are three navigation links: "Our Cakes", "Our Pastries", and "Contact".

A large image of chocolate muffins is centered on the page. Overlaid on this image is a white rounded rectangle containing the text "Baking From The Heart". Below this, another text block reads: "Get a large range of home made cakes and pastries for your family, guests, special occasions or a little self indulgence."

On the left side of the screen, a sidebar provides access to various website building tools. It includes sections for "Site Menu", "Dynamic Pages", and "Page Transitions". A vertical toolbar on the far left contains icons for creating new pages, sections, and other website components.



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# Module —3

# SEO

# HTML Introduction

---

HTML tags are used for design your web page. There are so many tags are available in HTML.

For Ex:

**<p>**: Used for creating paragraph.

**<ul>**: Used for create unorder List.

**<li>**: Used for create item list.

**<ol>**: Used for creating ordered list. **<a>**: Used for creating hyperlink.

**<b>**: Used for making font in bold.

**<i>**: Used for making font in italic.

**<img>**: USed for inserting image in web form.

and Soon.

# HTML Introduction

---

List Tag used to create an List in our web page

<ol> is used for Ordered List

<ul> is used for Unordered List

<li> is used to set the List Items.

# HTML Introduction

---

*For Ex:*

<body>

<body>

<b>TOPS Courses</b>

<b>TOPS Courses</b>

<ol>

<ul>

<li>JAVA</li>

<li>JAVA</li>

<li>PHP</li>

<li>PHP</li>

<li>Android</li>

<li>Android</li>

</ol>

</ul>

</body>

</body>

# HTML Introduction

---

Table Tag Used to create/add tables in web pages

*For Ex:*

```
<Body><table>

<tr><td align="center" colspan="2">Application Form</td></tr>

<tr><td>Username</td><td><input type="text" /></td></tr>

<tr><td>Password</td><td><input type="password" /></td></tr>

<tr><td align="center" colspan="2"><input type="submit"
value="save"/></td></tr>

</table></Body>
```

# HTML Introduction

---

The anchor tag is used to make click-able text written on a hyperlink

**For Ex:**

```
<body>  
<a href="reg.php">Click Here to Register</a>  
</body>
```

“Click Here to Register” is anchor text.(link text)

Whenever someone click on this anchor text he will be redirected to “reg.php” webpage.

it is a way to improve navigation for better user experience

# HTML Introduction

---

- A relevant Anchor text tells the user what to expect when he clicks on that link.
- Google pays a lot of attention to the relevancy of the anchor text and the actual content. If your anchor text says Puma Shoes but your site has no content on Puma shoes Google will consider it as spam site and hence wont rank it.
- If the same page is linked from the page then only the first anchor tag is considered so you can't link the same page 10times from 1page and give it 10different anchor tags and hope for the page to rank to the top.

# HTML Introduction

---

Image Tag Use to insert an image in webpage. Ex:

```
<body>  
  
</body>
```

# HTML Introduction

---

## Image alt text

- Also called “alt tags” and “alt description”
- Image Alt text is a feature which is added to an image tag in HTML. It appears in the blank image box when the image is not displayed due to slow connection, broken URL or any other reason.
- Ex:
- ``

# HTML Introduction

---

## Meta Tags

- Meta title tags
- Meta description tags
- Meta keywords
- Meta robot tag

# HTML Introduction

---

## Meta Title Tags

- It is used to tell search engines and visitors what any given page on your site is about
- It is the most important of all the Meta tags. It tells search engines about the title your webpage, and it is displayed in search engine listings above the URL of your webpage or website.
- You can add a title tag in the `<head>` section in your site's HTML. It should look something like this:

```
<head> <ket6 k6ke="title" coktekt="ex6kple"> </head>
```

# HTML Introduction

---

## *Title Tags Check list :*

- Length
- Keyword placement
- Brand name
- Do not duplicate title tags
- Make it relevant
- Do not ‘keyword stuff’ title tags

# HTML Introduction

---

## *Meta Description*

- meta description is an attribute within your meta tags that helps describe your page.
- This snippet of text may appear in the search engine results under your headline
- You can find the meta description on any web page by right-clicking on the page and selecting "view source" or "view page source":

```
</head><meta name="description"  
content = "your site's summary"/> </head>
```

# HTML Introduction

---

## *Meta Keywords*

- This is the tag where you actually put your keywords
- The most important thing to keep in mind when selecting or optimizing your meta keywords is to be sure that each keyword accurately reflects the content of your pages.

```
</head><meta name="keywords" content = "Keywords for  
your website"/></head>
```

# HTML Introduction

---

## *Meta Robots*

- Robots meta directives (sometimes called “meta tags”) are pieces of code that provide crawlers instructions for how to crawl or index web page content.

**<ket6 k6ke="robots" coktekt="koik6geikdex," "kofollow">**

- Noimageindex: Tells a crawler not to index any images on a page.
- Nofollow: Tells a crawler not to follow any links on a page or pass along any link equity.

# HTML Introduction

---

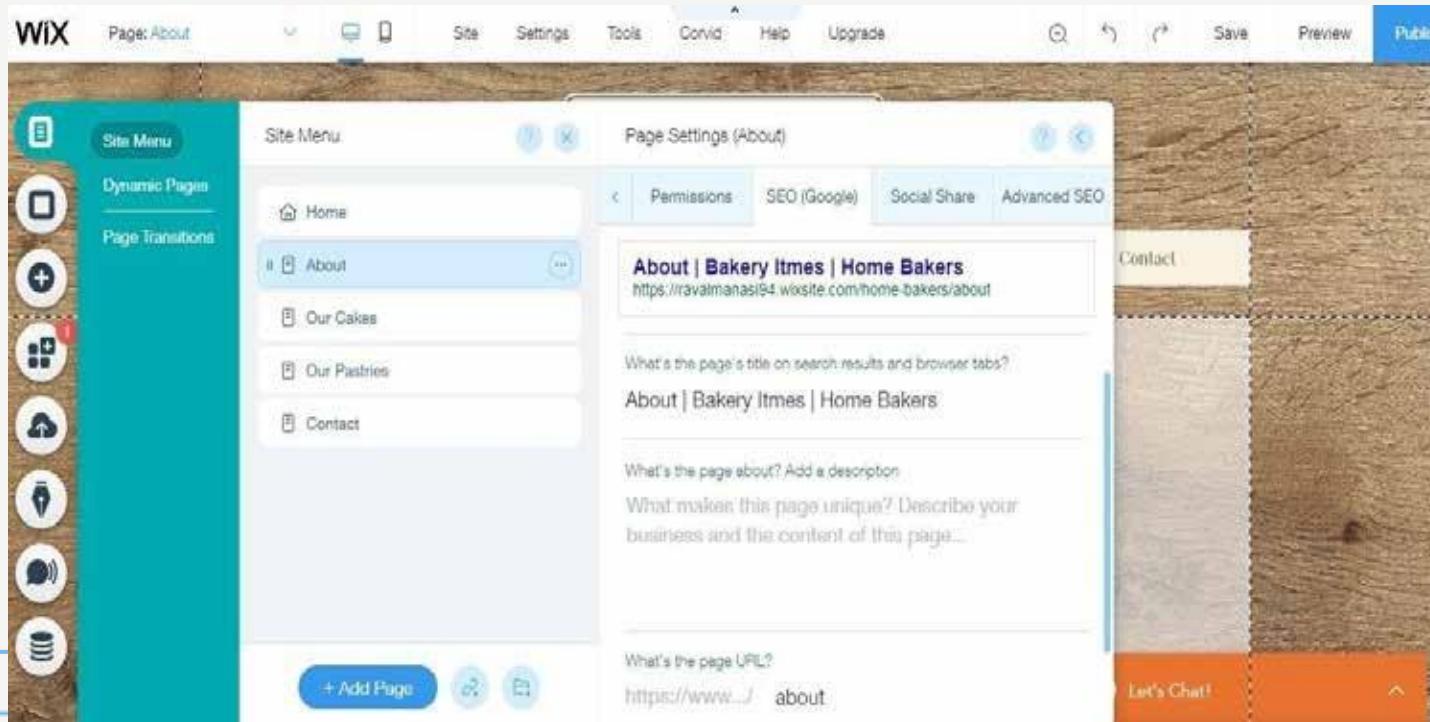
## *Meta Robots*

Some of the main robots Meta tag values or parameters are as follows

- FOLLOW: This tag instructs the crawler to follow the links on the page.
- NOFOLLOW: This tag instructs the crawler not to follow the links on the page.
- INDEX: This tag instructs the crawler to index the page.
- NOINDEX: This tag is used to instruct the search engine crawler not to index the page.

# HTML Introduction

Now let's see how to add Meta Tags in your new wix site



The screenshot shows the Wix website editor interface. The top navigation bar includes 'WIX', 'Page: About', 'Site', 'Settings', 'Tools', 'Corvid', 'Help', 'Upgrade', 'Save', 'Preview', and a 'Publish' button. On the left, a sidebar menu lists 'Site Menu', 'Dynamic Pages', and 'Page Transitions'. Below these are icons for adding a 'Page', 'Section', 'Image', 'Form', 'Video', 'File', and 'Table'. The main content area is titled 'Page Settings (About)'. It shows a list of pages: 'Home' (selected), 'About' (highlighted with a blue border), 'Our Cakes', 'Our Pastries', and 'Contact'. Under 'About', the SEO tab is selected, showing the title 'About | Bakery Items | Home Bakers' and the URL 'https://ravalmanasi94.wixsite.com/home-bakers/about'. There are fields for entering a description and a unique selling proposition. At the bottom, there are buttons for '+ Add Page', 'Edit', and 'Publish'.

# SEO(Search Engine Optimization)

---

## What Is SEO?

SEO (Search Engine Optimization) is the process of improving a website to increase its visibility on search engines like Google, Bing, and Yahoo. The goal of SEO is to rank higher in search results, attract more visitors, and drive organic (free) traffic to a website.

# Why SEO is Important ?

---

- **More Visibility** – Higher rankings mean more visitors.
- **Better Traffic** – Attracts the right audience.
- **Trust & Credibility** – Top results are seen as more reliable.
- **Cost-Effective** – Free organic traffic instead of paid ads.
- **Better User Experience** – A well-optimized site is fast and easy to use.

## **What Is Indexing in SEO?**

Indexing in SEO is the process where Google and other search engines store and organize web pages in their database after crawling them. Only indexed pages can appear in search results.

## **What Is AMP?**

AMP (Accelerated Mobile Pages) is an open-source framework created by Google to make web pages load faster on mobile devices. It improves user experience by reducing page load time and making content appear instantly.

## **What is Crawling in SEO ?**

Crawling in SEO means that search engines like Google send bots (also called crawlers or spiders) to scan websites. These bots go through web pages, follow links, and collect information about the content. This helps search engines understand what your website is about and decide if it should appear in search results. If your website is easy to crawl, it has a better chance of ranking in search results!

### **Crawling Basics:-**

Crawling is the process where search engines (like Google) scan web pages using bots (crawlers/spiders) to discover new or updated content.

## Optimizing Crawl Budget

Crawl budget is the number of pages Google crawls on your site within a given time. To optimize it:

- ✓ Remove broken links & duplicate pages.
- ✓ Use an updated XML sitemap.
- ✓ Improve site speed & structure.
- ✓ Block unnecessary pages using robots.txt.

# Algorithms

---

## What are Algorithms and Updates in SEO?

- In SEO, algorithms are complex rules and formulas that search engines like Google use to rank websites. These algorithms analyze factors like keywords, backlinks, content quality, and user experience to decide which pages should appear at the top of search results.
- Algorithm updates are changes made by search engines to improve search quality, fight spam, and provide better results to users. Google frequently updates its algorithms to ensure that high-quality, relevant content ranks higher.

# Algorithm updates in SEO:

---

## 1. Panda

Date: February 24, 2011

Hazards: Duplicate, plagiarized or thin content; user-generated spam; keyword stuffing.

## 2. Penguin

Date: April 24, 2012

Hazards: Spammy or irrelevant links; links with over-optimized anchor text.

# Algorithm updates in SEO:

---

## 3. Hummingbird

Date: August 22, 2013

Hazards: Keyword stuffing; low-quality content.

## 4. Mobile

Date: April 21, 2015

Hazards: Lack of a mobile version of the page; poor mobile usability.

## 5. RankBrain

Date: October 26, 2015

Hazards: Lack of query-specific relevance; shallow content; poor UX.

## Algorithm updates in SEO:

---

### 6. Medic

Date: May 4, 2018

Hazards: Lack of authority on YMYL websites; weak E-A-T signals.

### 7. Bert

Date: October 22, 2019

Hazards: Poorly written content; lack of focus; lack of context.

### 8. Core Updates

Date: 2017-present

# SEO Techniques

---

- White hat SEO

## What is White hat SEO ?

White Hat SEO refers to ethical and legal techniques used to improve a website's ranking on search engines like Google. It follows search engine guidelines and focuses on providing valuable content to users.

## White Hat SEO



# SEO Techniques

---

- Black Hat SEO

## What is Black Hat SEO?

Black Hat SEO refers to unethical and illegal techniques used to rank a website higher on search engines quickly by breaking search engine rules. These methods can get a website penalized or banned by Google.



# SEO Techniques

---

- Grey Hat SEO

## What is Grey Hat SEO ?

Grey Hat SEO is a mix of White Hat (ethical) and Black Hat (risky) SEO techniques. It is not completely against search engine rules but can still be risky if overused.



# Black,White, Grey hat SEO



**WHITE HAT SEO**



**BLACK HAT SEO**



**GREY HAT SEO**

- SEO Onpage (Technical)
- Off-page SEO
- Local SEO
- App Store Optimization
- YouTube SEO

- Cloaking
- Doorway Pages
- Hidden Text
- Link Farms
- Sneaky Redirects

- SEO Squatting
- Negative SEO
- Spun Content
- Paid Links
- Domain Grabbing

# Start Your Keyword Research

---

## Use Keyword research tools

- Keyword Planner
- Ubersuggest
- SEMrush
- Kwfinder
- Keywords Everywhere

# Keywords

---

- Keywords are the words and phrases in your web content that make it possible for people to find your site via search engines.
- Keywords are the first things you should learn about when you start to optimize your website or blog for SEO

# Keyword Research using Google Search



Google search results for "importance of keywords". A red arrow points to the first result, which is a snippet from accountingweb.com about the importance of keywords in SEO.

importance of keywords

importance of keywords in seo

importance of keywords in c

importance of keywords in seo 2017

importance of keywords in research paper

importance of keywords in search engine optimization

importance of keywords in blogging

importance of keywords in url

importance of keywords in literature search

Users search on words or phrases, and, if your site is well optimized, your names turn up in the search results. AUG 6, 2010

The importance of keywords to search engine optimization ...  
<https://www.accountingweb.com/.../the-importance-of-keywords-to-search-engine-optim...>

About this result Feedback

## People also ask

How does a keyword work? ▾

Why keywords are so important? ▾

Why is search engine optimization so important? ▾

What is a SEO description? ▾

Feedback

# Types of Keywords

---

## Short Tail Keywords:

- Short Keywords that are 1-3 words.  
Ex. Make money online, Lose weight

## Long Tail Keywords:

- More specific keywords that are usually three words or longer. Ex. How to make money by blogging, How to lose weight quickly
- Long tail keywords are more profitable, as you will drive more targeted traffic using these keywords.

# Types of Keywords

---

## **Mid-Tail Keywords:-**

- Search terms longer than short-tail but shorter than long-tail keywords.
- Usually consist of 2 to 3 words.
- Have moderate search volume and competition.
- Example: "Best running shoes"

## **LSI Keywords (Latent Semantic Indexing Keywords):-**

- Words or phrases related to your main keyword.
- Help search engines understand the context of your content.
- Example: If your main keyword is "Apple"

# Types of Keywords

---

## **Competitor's Keywords:-**

- Search terms your competitors rank for.
- You can analyze these keywords to improve your SEO strategy.

## **How to find them?**

- ◆ Use tools like Ahrefs, SEMrush, or Ubersuggest.
- ◆ Check Google Search Console for keyword insights.

# Keyword Density and Placement

---

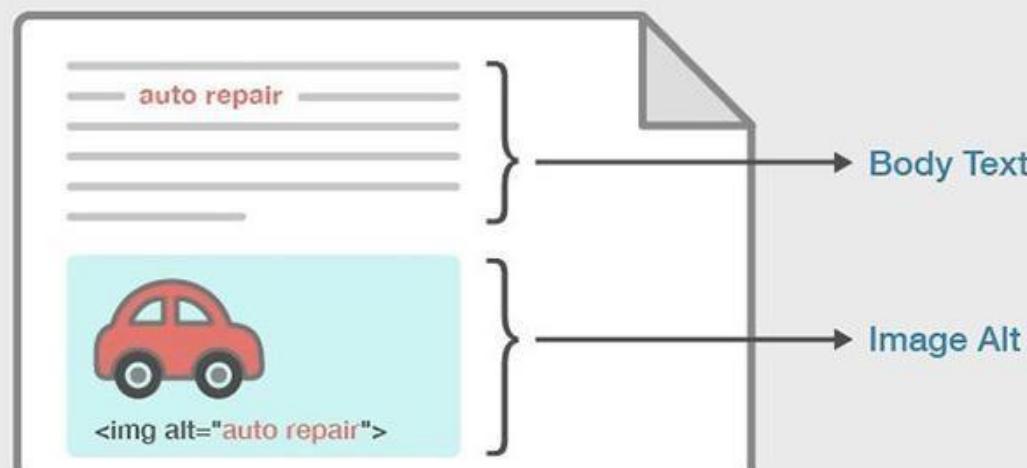
- Keyword Density is how many time you have used your target keyword in your content.
- Depending on your target keywords, (long tail or short tail), you should try to maintain a general percentage of keyword density.

# Keyword Optimization

Keyword Phrase: "Auto Repair"

"Tom's Auto Repair" —————→ Title Element

http://tomscars.com/auto-repair/ —————→ URL



# Keyword Stuffing

---

- This is the overuse of keyword on any particular page.  
This will be **harmful to your ranking**
- Keyword stuffing refers to increasing the keyword density beyond a certain level to achieve higher ranking in the SERPs.

# Difference Between Keyword Prominence, Proximity & Density

Aspect	Keyword Prominence	Keyword Proximity	Keyword Density
Definition	The importance or visibility of a keyword on a webpage. It focuses on where the keyword appears and how prominent it is.	Refers to how close keywords are to each other within the content. It assesses the proximity of relevant terms to each other.	The ratio of the number of times a keyword appears to the total number of words on a webpage. It gauges the concentration of keywords in the content.

<b>Importance</b>	Emphasizes the significance of keyword placement and visibility.	Emphasizes the closeness of relevant keywords, which can impact the context and meaning.	Emphasizes the concentration of keywords, which can affect how search engines perceive the relevance of the content.
<b>Optimization Strategy</b>	Focus on strategic placement of keywords in important areas of the content.	Consider the natural flow of content and use relevant keywords in close proximity when it makes sense contextually.	Aim for a balanced keyword density, avoiding both keyword stuffing and insufficient keyword usage.

<b>Impact on SEO</b>	High prominence signals to search engines that the content is relevant to the keyword, potentially improving search rankings.	Proximity helps search engines understand the context and relevance of the keywords, improving the content's quality.	Optimal density ensures that the keyword is present enough for search engines to recognize the content's relevance without being considered spammy.
<b>Example</b>	Placing a keyword in the title tag, meta description, and headings to enhance its prominence.	Using relevant keywords in close proximity within sentences or paragraphs to establish context.	Ensuring that a keyword is used appropriately throughout the content without overloading it excessively.

# Types of Queries

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Transactional Queries

Informational Queries

Navigational Queries

Commercial Queries

- **Transactional Queries :** These are queries where the user wants to do something like buy a phone. If you are selling phone and you have pricing of phones with reviews then the user can look at the prices, user reviews and then he can buy the phone

# Types of Queries

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- **Informational Queries:** These are queries where the user is looking for information. How is a truck made or how do I lose weight. How can you effectively service these queries say you have a hotel in Switzerland your site has month wise weather in Switzerland it would enable the user to visit your page get an answer from there he can also look at your hotel property and potentially book it for his next vacation.

# Types of Queries

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- **Navigation Queries:** These are the queries where user is searching for a certain Product/ Service When a user is specifically looking for a product by brand

example would be you searching for Facebook.com on Google and clicking on the results.

- **Commercial Queries:** Commercial queries are searches with buying intent, but users are still comparing options.

# Keyword Frequency

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Keyword frequency refers to how many times a keyword appears on a webpage.

- If you use a keyword too little, search engines may not recognize the topic of your page.
- If you use it too much (keyword stuffing), Google may penalize your site.
- The best practice is to use keywords naturally in the title, headings, and throughout the content.

# Keyword Cannibalization

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Keyword cannibalization happens when multiple pages on the same website target the same keyword.

- ✖ This confuses search engines because they don't know which page to rank higher.
  
- ✓ Instead, focus each page on a different keyword or combine similar content into one strong page.

# Keyword Do's & Don'ts

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- Broad Keywords X
- Work on Competitive Keywords
- Keywords with Low Traffic
- Non Converting Keywords
- Rank for 1 keyword rather than multiple keywords

# Keyword Add-ons

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- **Price Quality** – Best, TOP, New, Popular
- **Time Date** – Month or Year or Date
- **Intent** - Buy Sell
- **Location** – City, State, Online

# SEO

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SEO stands for “Search Engine Optimization” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

Two types of SEO :

- On-page SEO
- Off-page SEO

# SEO

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## *On Page SEO*

On page SEO is the all the things we do on our website which help boost ranking.

It means to optimize your website and make some changes in the title, meta tags, structure, robots.txt, etc.

There are numbers of factors can be included as On page SEO.

Most on-page SEO strategies focus around one topic, that is user experience.

Better user experience = more conversions.

# SEO

## *On Page SEO*

Main aspects of On page SEO are

- Meta tags
- Heading tags
- Content Length
- URL
- Keyword Density
- Image and Video optimization
- Content Quality
- Internal Linking
- Site Speed

# SEO

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Main aspects of ***On Page SEO*** are:

- Page Title: It should be relevant, unique and should include your main keywords.
- Meta Descriptions: There should be a Meta description for each webpage, and it must contain relevant keywords for your content.
- Meta Tags: You can add a set of keywords as Meta tags for each of your page.
- URLStructure: You can include search engine friendly URLs for your webpage as it improves crawling. In SEO, shorter URLs containing targeted keywords usually perform better.

# SEO

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Main aspects of ***On Page SEO*** are:

- Body Tags (H1, H2, H3, H4, etc.): You can use body tags to break up your content into paragraphs to make it easier to read.
- Keyword Density: You should include relevant keywords in your content but avoid excessively repeating or overusing keywords.
- Image: You can use relevant images within your content to make your page visually more appealing and thus can improve the SEO of your site.
- Internal Linking: You can place links to your other web pages to enhance your website. It enhances navigation and crawling.

# SEO

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## *On Page SEO Tools*

- Google Search Console: Top SEO Tool
- SEMRush: Marketing SEO Tools
- Yoast SEO Tools.
- PageInside.
- Woorank: SEO Ranking Tool
- Ubersuggest: Keyword Tracking Tool
- Google Trends: SEO Checker Tool
- Screaming frog - SEO Spider Tool

## **Importance of Quality and Relevance in Content:-**

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- Higher Rankings** – Google ranks high-quality, relevant content better.
- More Engagement** – Useful content keeps visitors on your site longer.
- Builds Trust** – Well-written content makes you an industry expert.
- Boosts Sales** – Helps customers make decisions and increases conversions.
- Avoids Penalties** – Prevents low rankings due to spammy or copied content.

# SEO-Friendly Content

When creating content for SEO, it's important to focus on quality, structure, readability, and user engagement. Here's a simple breakdown:

## 1. Content Length & Readability:

- Ideal Length: Content should be long enough to provide value but not too long to lose readers. Blog posts typically range between 800-2,000 words, depending on the topic.
- Readability: Use simple language, short sentences, bullet points, and headings to make content easy to read. Tools like Hemingway Editor and Grammarly help improve readability.

## 2. User Engagement Metrics

Google values how users interact with your content. Key engagement signals include:

- **Time on Page:** If users stay longer, it indicates useful content.
- **Bounce Rate:** A high bounce rate (people leaving quickly) suggests poor content or irrelevant results.
- **Click-Through Rate (CTR):** A higher CTR from search results shows compelling titles and meta descriptions.

### 3. Content Quality & Structure

- **Relevance:** Ensure the content answers user queries effectively.
- **Originality:** Avoid duplicate content; use unique insights and examples.
- **Proper Formatting:** Use H1, H2, H3 headings, bullet points, and images for better organization.
- **Internal & External Links:** Linking to related pages helps SEO and improves user experience.

## 4. Schema Markup (Structured Data)

Schema markup helps search engines understand content better and display rich snippets (e.g., star ratings, FAQs).

### Common Schema Types:-

- **Organization Schema:** Provides business details (name, logo, contact info).
- **Blog Schema:** Helps blogs appear in Google's featured snippets.
- **Product Schema:** Displays product info, prices, and reviews in search results.
- **Service Schema:** Highlights services offered by a business.

- JSON-LD Format (Google's Preferred Schema Format)
- JSON-LD (JavaScript Object Notation for Linked Data) is a structured data format used to implement schema.

# Common JSON Schema Tags

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JSON Schema helps organize website data so that search engines can understand it better. It uses special tags to describe different types of content, like articles, products, or events. This makes it easier for search engines to display relevant information in search results. Here are some common tags used for different types of content:

# Common JSON Schema Tags

## 1 Organization

Tag: "@type": "Organization"

- Defines TOPS Technologies as a company.
- Includes name, logo, contact details, and address.

```
{  
  "@context": "https://schema.org",  
  "@type": "Organization",  
  "name": "TOPS Technologies",  
  "url": "https://www.tops-int.com",  
  "logo": "https://www.tops-int.com/logo.png",  
  "contactPoint": {  
    "@type": "ContactPoint",  
    "telephone": "+91 98765 43210",  
    "contactType": "customer service"  
  }  
}
```

# Common JSON Schema Tags

## 2 Blog

Tag: "@type": "Blog"

- Defines blog posts on the website (e.g., IT career tips, tech trends).

```
{  
  "@context": "https://schema.org",  
  "@type": "Blog",  
  "name": "TOPS Technologies Blog",  
  "url": "https://www.tops-int.com/blog"  
}
```

# Common JSON Schema Tags

## 3 Product (Course)

Tag: "@type": "Product"

- Represents IT courses as products (e.g., Web Development Course).

```
{  
  "@context": "https://schema.org",  
  "@type": "Product",  
  "name": "Full Stack Web Development Course",  
  "description": "Learn front-end and back-end web development with hands-on projects.",  
  "brand": "TOPS Technologies",  
  "offers": {  
    "@type": "Offer",  
    "price": "500",  
    "priceCurrency": "USD",  
    "availability": "https://schema.org/InStock"  
  }  
}
```



# Common JSON Schema Tags

## 4 Service (Training & Placement)



Tag: "@type": "Service"

- Defines the IT training & placement services.

```
{  
  "@context": "https://schema.org",  
  "@type": "Service",  
  "name": "IT Training & Placement Assistance",  
  "provider": {  
    "@type": "Organization",  
    "name": "TOPS Technologies"  
  },  
  "areaServed": "India"  
}
```

# Internal Linking

---

## What is Internal Linking ?

Internal linking is when you link one page of your website to another page on the same website. It helps users navigate easily and improves SEO by passing link authority between pages.

## Example:

- A website's menu linking to different pages (e.g., "Home," "About Us," "Services," "Contact Us").
- <https://www.tops-int.com/blog>

# External Linking

---

## What is External Linking ?

External linking is when you add a link from your website to another website. This helps provide more information and improves credibility.

Example:-

[https://en.wikipedia.org/wiki/Digital\\_marketing](https://en.wikipedia.org/wiki/Digital_marketing)

# Difference between internal & External link

Feature	Internal Link	External Link
What it does?	Links one page of your website to another page on the same website.	Links your website to a different website.
Purpose	Helps users stay on your website and find more content.	Gives users extra information from other sources.
Example	<i>"Read our SEO Guide for more details."</i>	<i>"Check out Google's SEO Guide for more tips."</i>
Effect on visitors	Keeps visitors on your website longer.	May lead visitors to another website.
SEO Benefit	Helps improve your website ranking.	Builds trust by linking to useful sources.

# SEO

---

## *Off Page SEO*

- Off Page takes place outside the page.
- There are several off page SEO techniques used to improve page rank in the search engine results page.
- It means optimizing your websites through backlinks, social media promotion, blog submission, press releases submission, etc.

# SEO

## *Off Page SEO*

Main aspects of Off page SEO are

- Blog Posting / Guest Posting
- Social Media
- Social Bookmarking
- Local Listing
- Image and Video Submissions
- Forum Posting

# Link Building Guide

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## Manual Link Building Process

- ✓ Find relevant websites in your industry.
- ✓ Contact website owners through email outreach.
- ✓ Offer valuable content or request a backlink.
- ✓ Monitor and maintain your backlinks regularly.

## Link Building Metrics

- 📌 **Domain Authority (DA)** – Higher DA = More powerful backlink.
- 📌 **Page Authority (PA)** – Strength of a specific webpage.
- 📌 **Spam Score** – Avoid links from high-spam-score websites.
- 📌 **Dofollow vs. Nofollow** – Dofollow links pass SEO value, while Nofollow doesn't.

## **Backlink Audits Using SEMrush**

A backlink audit helps check toxic links and find ways to improve your backlink profile.

👉 Steps to audit backlinks:

- 1** Use SEMrush to scan your website's backlinks.
- 2** Identify toxic or spammy backlinks.
- 3** Disavow bad links using Google's Disavow Tool.
- 4** Find high-quality backlink opportunities from competitors.

## Auditing Competitor Backlinks & Gaining Insights

- ✓ Use SEMrush, Ahrefs, or Moz to check competitor backlinks.
- ✓ Find which websites link to your competitors.
- ✓ Reach out to those sites and request a backlink.
- ✓ Create better content to attract similar backlinks.

## SEO Audit & Tools

An SEO audit helps find & fix issues affecting rankings. Key tools include:

- Google Search Console** – Checks indexing & crawl errors.
- SEMrush & Ahrefs** – Backlink audits & competitor analysis.
- Google PageSpeed Insights** – Measures site speed.
- Screaming Frog** – Scans on-page SEO issues.

## Measuring SEO Success:

-  Track SEO performance using:
  - 📌 Organic Traffic (Google Analytics)
  - 📌 Keyword Rankings (SEMrush, Ahrefs)
  - 📌 Backlink Growth (Moz, Ahrefs)
  - 📌 Domain Authority (DA/DR) (Moz, Ahrefs)

# SEO Audits

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## 1. Backlink Audit

A backlink audit helps check the quality of links pointing to your website. It helps find toxic or spammy links that can hurt your SEO.

### 📌 Tools to Use:

- SEMrush** – Finds bad backlinks and suggests removals.
- Ahrefs** – Shows backlink profile and link quality.
- Google Search Console** – Lists websites linking to you.

# SEO Audits

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## 👉 How to Audit Backlinks?

- 1** Analyze your backlinks using SEMrush or Ahrefs.
- 2** Identify toxic or spammy links.
- 3** Remove bad links or disavow them using Google's Disavow Tool.
- 4** Focus on getting high-quality backlinks from trusted websites.

## SEO Audits

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### 2. Page Speed Audit with GTmetrix & Google PageSpeed Insights

A page speed audit helps check how fast your website loads. A slow website can hurt SEO and user experience.

❖ **Tools to Use:**

- ✓ **GTmetrix** – Tests page speed and provides suggestions.
- ✓ **Google PageSpeed Insights** – Checks speed and performance for desktop & mobile.

# SEO Audits

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## 👉 How to Improve Page Speed?

- **Optimize images** – Use compressed formats like WebP.
- **Enable caching** – Stores website data for faster loading.
- **Minify CSS, JavaScript & HTML** – Removes unnecessary code.
- **Use a CDN (Content Delivery Network)** – Loads content faster worldwide.

## SEO Audits

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### 3. Mobile Site Audit

A mobile site audit ensures your website is mobile-friendly and loads well on phones.

📌 **Tools to Use:**

- ✓ **Google Mobile-Friendly Test** – Checks if your site is optimized for mobile.
- ✓ **Google PageSpeed Insights** – Measures mobile performance.
- ✓ **Google Search Console** – Reports mobile usability issues.

# SEO Audits

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## How to Improve Mobile Performance?

- **Use a responsive design** – The site should adjust to any screen size.
- **Improve page speed** – Mobile users expect fast loading.
- **Avoid pop-ups** – They can block content and frustrate users.
- Use large fonts & easy-to-click buttons.

## SEO Audits

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### 4. Google Search Console for Audits

Google Search Console (GSC) is a free tool to monitor and fix SEO issues.

- ✓ **Check indexing issues** – See which pages Google has indexed.
- ✓ **Find mobile usability errors** – Fix mobile problems.
- ✓ **Monitor backlinks** – Track who links to your site.
- ✓ **Detect crawl errors** – Fix broken links & server issues.

# SEO Off-Page Activities

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## 1. Guest Posting

Writing an article for another website in your industry and getting a backlink in return.

- Helps improve SEO & website authority.
- Brings new visitors from the guest website.

## **2. Directory Submission**

Listing your website on online directories like Yelp, Yellow Pages, or Justdial.

- Helps improve local SEO & visibility.
- Increases chances of getting quality backlinks.

## **3. Social Bookmarking**

- Sharing your website or blog post on social bookmarking sites like Reddit, Digg, Mix, StumbleUpon.
- Increases traffic to your website.
- Helps search engines find your content faster.

## 4. Web 2.0 Submission

Creating content on free blogging platforms like WordPress, Blogger, Medium, Tumblr and linking back to your site.

- Helps in building backlinks.
- Creates more online presence for your brand.

## 5. Article Submission

Submitting well-written articles to article directories like EzineArticles, HubPages, ArticleBase with a backlink to your site.

- Increases authority and traffic.
- Helps in getting quality backlinks.

## 6. Press Release Submission

Publishing news and updates about your business on PR websites like PRWeb, PRLog, Newswire.

- Builds credibility and trust.
- Helps in getting backlinks from news websites.

## 7. Forum Submission

Participating in discussion forums like Quora, Reddit, Warrior Forum by answering questions and sharing links.

- Increases website traffic.
- Builds authority in your industry.

## 8. PPT Submission

Uploading PowerPoint presentations related to your business on sites like SlideShare, SlideBoom with a backlink.

- Boosts engagement and brand awareness.
- Helps in SEO through backlinks.

## 9. PDF Submission

Sharing PDF documents with valuable information on sites like Scribd, SlideShare, Issuu with a link to your website.

- Helps in branding and link-building.
- Increases website traffic.

## 10. Video Submission

Uploading videos on platforms like YouTube, Vimeo, Dailymotion with a link to your website.

- Increases engagement and visibility.
- Helps in ranking on search engines (Google & YouTube).

## 11. Classified Submission

Posting free or paid ads on classified websites like OLX, Craigslist, Gumtree, Quikr to promote products or services.

- Helps in generating leads and traffic.
- Improves local business visibility.
- Increases chances of getting backlinks.

## 12. Business Listing

Adding your business details (name, address, phone, website) to local business directories like Google My Business, Yelp, Justdial, Bing Places.

- Helps improve local SEO and Google rankings.
- Makes it easier for customers to find your business.
- Builds credibility and trust.

## **13. Blog Commenting**

Leaving valuable comments on blogs related to your industry, often with a link to your website.

- Helps in networking and brand visibility.
- Drives traffic to your website.
- Can provide backlinks (if allowed by the blog).

# SEO

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## *Off Page SEO Tools*

- Moz: SEO Software
- Ahrefs: SEO Keyword Tool
- Majestic: Marketing SEO Tools
- Hubspot

# SEO Techniques

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## 1. Infographics Submission

Sharing visual content (infographics) on websites like Pinterest, Visual.ly, Infographic Journal to attract backlinks.

- Increases engagement and shares.
- Helps get high-quality backlinks.
- Makes complex information easy to understand.

## 2. Broken Link Building

Finding broken (dead) links on other websites and suggesting your content as a replacement.

- Helps website owners fix broken links.
- Earns quality backlinks to your site.
- Improves website SEO and authority.



How to do it?

- 1** Find broken links using Ahrefs or Check My Links (Chrome extension).
- 2** Create similar content.
- 3** Contact the website owner and suggest your link.

### 3. HARO (Help a Reporter Out)

A platform where journalists look for expert answers. You can respond and get featured in news websites.

- Helps get backlinks from high-authority sites (Forbes, NY Times, etc.).
- Improves brand credibility and SEO.
- Increases website traffic.

👉 How to use HARO?

- 1 Sign up on HARO ([helpareporter.com](http://helpareporter.com)).
- 2 Answer relevant journalist queries.
- 3 If they publish your response, you get a backlink!

## 4. Disavow Tool

A Google tool to remove harmful or spammy backlinks that hurt SEO.

- Protects website from toxic backlinks.
- Helps maintain good SEO rankings.
- Used when bad backlinks can't be removed manually.

👉 How to use it?

- 1 Find bad backlinks using Google Search Console or SEMrush.
- 2 Create a disavow file with bad links.
- 3 Upload it to Google Disavow Tool.

# Technical SEO

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## **What is it Technical SEO?**

Technical SEO is the process of optimizing a website's backend to help search engines crawl, index, and understand it better. It focuses on improving website structure, speed, and performance to enhance search rankings and user experience. If your website has technical issues, search engines may struggle to find and rank your pages. A well-optimized site ensures faster loading, better mobile usability, and higher rankings in search results.

## Key Factors:

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- Website Speed** – A fast-loading site improves user experience and rankings.
- Mobile-Friendliness** – Ensures your website works well on mobile devices.
- Secure Website (HTTPS)** – A secure website is trusted more by users and search engines.

## **Key Factors:**

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- XML Sitemap** – Helps search engines find and index your pages easily.
- Structured Data (Schema Markup)** – Helps search engines understand your content better.
- Fixing Broken Links & Errors** – Avoids issues like 404 errors that can hurt rankings.

# Core web Vitals

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## **What are Core Web Vitals?**

Core Web Vitals are important factors that measure the user experience of a website, including loading speed, interactivity, and visual stability. Google uses these metrics to rank websites in search results.

## **Types of Core Web Vitals:-**

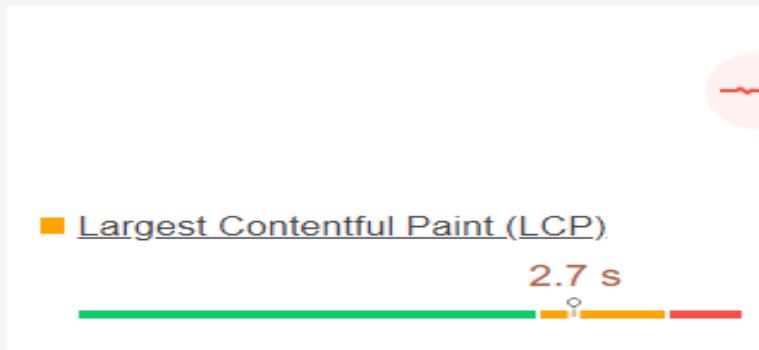
Largest Contentful Paint (LCP)

First Input Delay (FID)

Cumulative Layout Shift (CLS)

## Largest Contentful Paint (LCP):

- Measures loading speed.
- Tracks how long the main content (image or text) takes to appear.
- A good LCP score is under 2.5 seconds.



## First Input Delay (FID):

- Measures interactivity. (Replaced by INP in 2024)
- Checks how quickly a website responds when a user clicks a button or link.
- A good FID score is under 100 milliseconds.

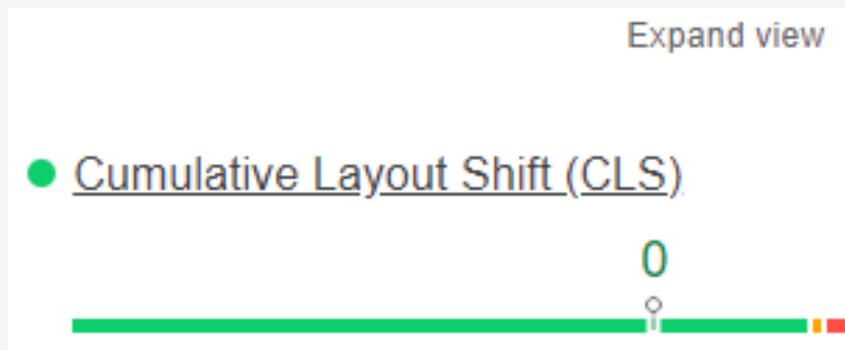
### ■ First Contentful Paint (FCP)

2.4 s



## Cumulative Layout Shift (CLS):

- Measures visual stability.
- Checks how much the page layout moves unexpectedly while loading.
- A good CLS score is under 0.1.



## Reporting Tools:

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- ◆ **Google Search Console** – Tracks website performance, indexing issues, and errors.
- ◆ **Google PageSpeed Insights** – Analyzes and improves website loading speed.
- ◆ **Screaming Frog** – Finds technical SEO issues like broken links and duplicate content.
- ◆ **Ahrefs Site Audit** – Identifies technical SEO problems and suggests fixes.

## What is Website Structure?

Website structure is how pages are arranged and linked. A clear structure makes it easy for users to navigate and Google to rank your site.

## Why is a Well-Structured Website Important?

- Better User Experience** – Visitors find what they need easily.
- Higher Google Rankings** – Well-organized sites rank better.
- Faster Crawling & Indexing** – Google quickly understands your site.

## **Best Practices:-**

- ✓ **Simple Navigation** – Keep pages within 3 clicks of the homepage.
- ✓ **SEO-Friendly URLs** – Use short & clear URLs (e.g., example.com/interior-design/).
- ✓ **Internal Linking** – Link related pages to improve ranking.
- ✓ **Mobile-Friendly Design** – Ensure fast, responsive pages for mobile users.

# Simple Guide to SEO Best Practices

---

## 1. URL Structure & Best Practices

URLs should be short, clear, and SEO-friendly.

- Use keywords
- Avoid numbers & special characters
- Use hyphens (-) instead of underscores (\_) or spaces.
- Keep it lowercase .

## 2. Internal Linking Strategies

Internal links connect pages within your website.

- Link related pages to help users & Google find them.
- Use descriptive anchor text
- Avoid too many links on one page

### **3. Mobile SEO & Mobile-First Indexing**

Google ranks websites based on their mobile version first.

- Make your site mobile-friendly (responsive design).
- Ensure fast loading speeds (compress images, enable caching).
- Use large fonts & easy-to-click buttons.
- Avoid pop-ups that block content on mobile screens.

# Responsive Design vs. Mobile Versions

- ✓ **Responsive Design** – The same website adapts to different screen sizes (best for SEO).
- ✓ **Mobile Version (m.example.com)** – A separate mobile site, but it can cause duplicate content issues.
- 👉 **Best Practice:** Use responsive design for better user experience and SEO.



# Page Speed & User Experience on Mobile

- Fast-loading pages keep users engaged (Google prefers fast sites).
- Compress images & enable caching to improve speed.
- Use large fonts & easy-to-click buttons for a smooth mobile experience.
- Avoid pop-ups that block content on small screens.



# Sitemap

---

## **What is a Sitemap?**

A sitemap is a file that lists all the important pages of a website, helping search engines like Google find, crawl, and index them. It acts like a roadmap for search engines to understand your site's structure.

## **Types of Sitemaps:-**

XML Sitemap

HTML Sitemap

## 1. XML Sitemap (For Search Engines)

A file that helps search engines find and index website pages.

- Best for SEO and ranking improvement.
- Used by Google, Bing, and Yahoo.
- Submitted in Google Search Console.

## 2. HTML Sitemap (For Users)

A page that lists important website links, helping users navigate.

- Improves user experience.
- Helps users find important pages easily.

# Importance of Sitemaps

---

## 1. Helps Search Engines Find Pages Quickly

Search engines use bots (crawlers) to scan websites. A sitemap provides a direct list of important pages, ensuring they are found and indexed faster.

This is especially useful for:

- Large websites with many pages.
- Newly launched websites that don't have many backlinks.

## **2. Improves Website Indexing for Better SEO**

A well-structured XML sitemap helps search engines understand your content and index pages more accurately. This improves your rankings on search engine results pages (SERPs).

## **3. Helps New Websites Get Discovered Faster**

New websites often struggle to appear in search results because they lack backlinks. By submitting a sitemap to Google Search Console, search engines can discover and rank new pages more quickly.

## **4. Ensures All Important Pages Are Visible in Search Engines:-**

Not all pages get naturally discovered by search engines, especially:

- Pages with fewer internal links.
- Deeply buried pages (more than 3 clicks from the homepage).

### **3. Crawling & Indexing (How Google Reads Your Site)**

- Search engines crawl (scan) pages to understand content.
- A well-structured site helps Google index (store) pages faster.

# Robots.txt

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## **What is robots.txt?**

Robots.txt is a special file used to control search engine crawlers (Google, Bing, etc.). It tells them which pages to crawl and which pages to ignore on a website.

## **How Does robots.txt Work?**

The robots.txt file is placed in the root directory of a website (example.com/robots.txt). It contains rules that allow or block crawlers.

## Why is robots.txt Important?

- ✓ Controls search engine access to your site.
- ✓ Prevents indexing of private or duplicate pages.
- ✓ Saves crawl budget (Google doesn't waste time on unimportant pages).
- ✓ Protects sensitive data (e.g., admin pages, login pages).

✓ **User-agent:** \* → Applies to all search engines.

✗ **Disallow: /private/** → Blocks the private folder.

✗ **Disallow: /admin/** → Prevents admin panel indexing.

✓ **Allow: /public-page/** → Allows search engines to index this page.

✓ **Sitemap: URL** → Helps search engines find important pages.

```
txt

User-agent: *
Disallow: /private/
Disallow: /admin/
Allow: /public-page/
Sitemap: https://example.com/sitemap.xml
```

# Simple Guide to Technical SEO Fixes

---

## 1. Dealing with Crawl Errors

Crawl errors happen when search engines **can't access** your web pages.

Common reasons include:

- ✗ **Broken links (404 errors)** – Page not found.
- ✗ **Blocked pages in robots.txt** – Search engines are restricted.
- ✗ **Server issues (5xx errors)** – Website is down or slow.

## 2. Canonical Tags & Duplicate Content Issues:-

If multiple pages have similar content, search engines may get confused and lower rankings.

- ✓ Canonical tags (`rel="canonical"`) tell Google which version is original.
- ✓ Prevents duplicate content issues & improves SEO.

html

```
<link rel="canonical" href="https://example.com/original-page/">
```

### 3. Site Speed & Performance

A slow website leads to poor user experience and lower rankings.

- 📌 How to check speed?

Use tools like:

- ✓ **Google PageSpeed Insights** – Tests and suggests improvements.
- ✓ **GTmetrix** – Analyzes loading speed and performance.

## 4. How to Improve Site Speed?

- **Optimize images** – Compress images (use WebP format).
- **Enable browser caching** – Stores website data for faster loading.
- **Minify CSS, JavaScript, HTML** – Removes unnecessary code.
- **Use a Content Delivery Network (CDN)** – Loads pages faster globally.

# Local SEO

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## What is Local SEO?

- Local SEO is a way to optimize your business so that it appears in search results when people nearby search for products or services. It helps businesses attract local customers, especially those searching for things like "restaurants near me" or "best plumber in [city]."
- If you have a physical store or offer services in a specific area, Local SEO helps you get more calls, visits, and sales from nearby customers.

## Key Factors:

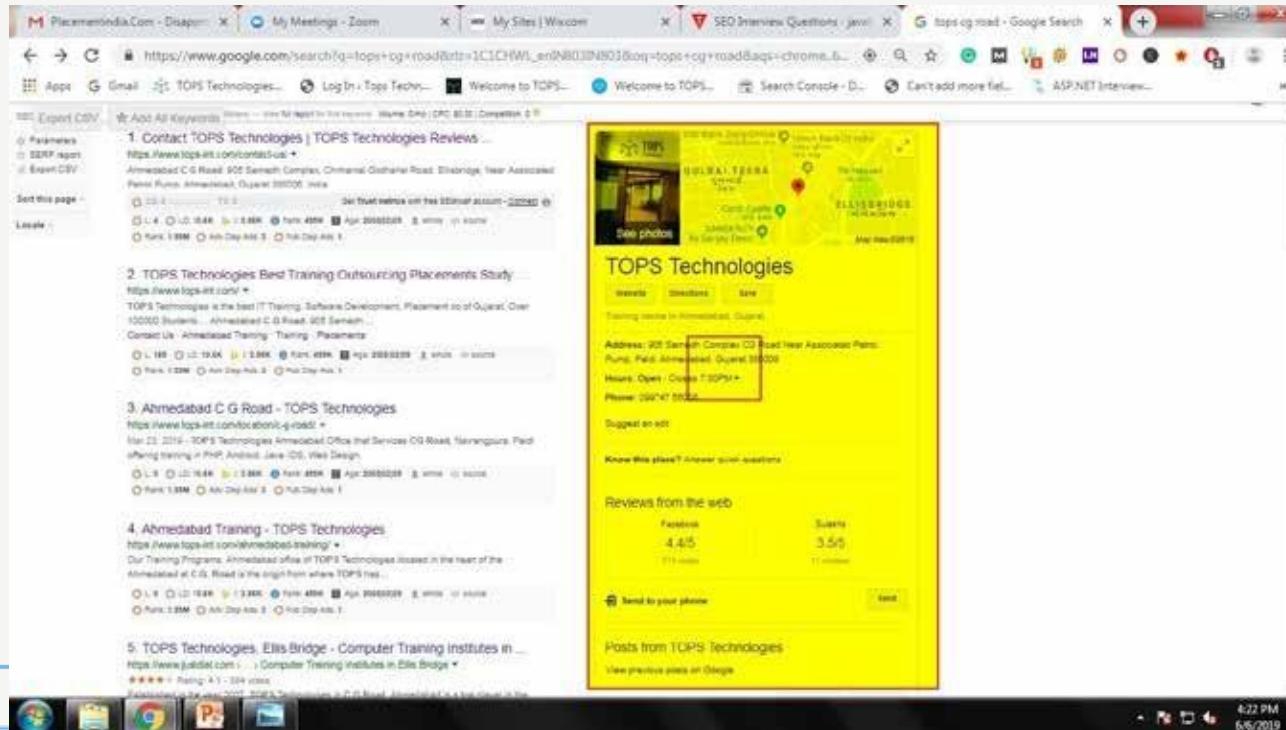
- Google My Business (GMB) Optimization** – Creating and updating your business profile on Google.
- Local Keywords** – Using city or region-based keywords (e.g., "plumber in New York").
- Customer Reviews** – More positive reviews help improve rankings.
- Local Citations** – Listings on directories like Yelp, Yellow Pages, etc.
- NAP Consistency** – Ensuring your Name, Address, and Phone number are the same everywhere.

## Reporting Tools:

- ◆ **Google My Business (GMB) Insights** – Tracks how customers find and interact with your business.
- ◆ **Moz Local** – Monitors local listings and ensures accuracy.
- ◆ **SEMrush Listing Management** – Checks local business listings and helps optimize them.

# SEO

## Google My Business :- Local SEO



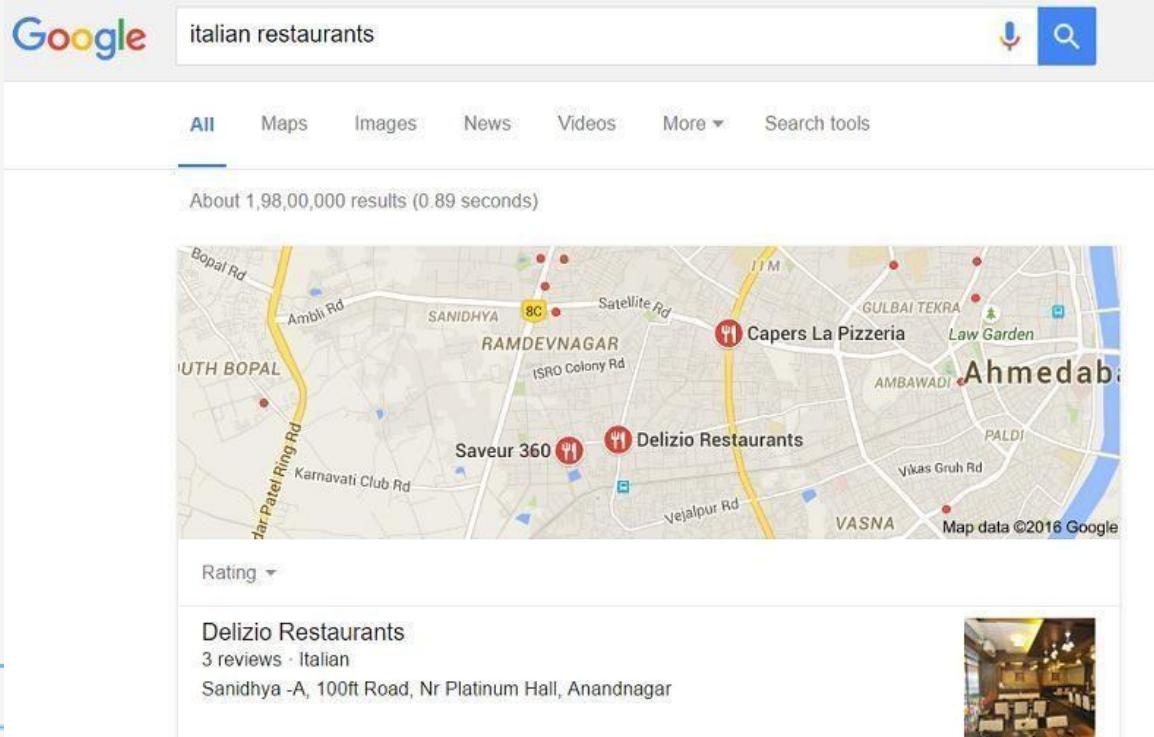
The screenshot displays a Windows desktop with five browser tabs open, illustrating various aspects of local SEO and Google My Business management:

- 1. Contact TOPS Technologies | TOPS Technologies Reviews**: Shows a screenshot of a search results page for "TOPS Technologies" in Ahmedabad, featuring a snippet with a photo of the office building and a map pin.
- 2. TOPS Technologies Best Training Outsourcing Placements Study**: Shows a screenshot of a search results page for "TOPS Technologies CG Road" in Ahmedabad, featuring a snippet with a photo of the office building and a map pin.
- 3. Ahmedabad C G Road - TOPS Technologies**: Shows a screenshot of a search results page for "TOPS Technologies Ahmedabad CG Road" in Ahmedabad, featuring a snippet with a photo of the office building and a map pin.
- 4. Ahmedabad Training - TOPS Technologies**: Shows a screenshot of a search results page for "Ahmedabad Training" in Ahmedabad, featuring a snippet with a photo of the office building and a map pin.
- 5. TOPS Technologies, Ellis Bridge - Computer Training Institutes in ...**: Shows a screenshot of a search results page for "TOPS Technologies Ellis Bridge" in Ahmedabad, featuring a snippet with a photo of the office building and a map pin.

Below the tabs, the taskbar shows several pinned icons, and the system tray indicates the date and time as 4:22 PM on 6/6/2019.

# SEO

## *Google My Business :- Local SEO*



Google search results for "italian restaurants". The search bar shows "italian restaurants". Below it, the "All" tab is selected, along with other options like Maps, Images, News, Videos, More, and Search tools. A message indicates "About 1,98,00,000 results (0.89 seconds)". Below this is a map of Ahmedabad, India, showing the locations of several Italian restaurants, including "Capers La Pizzeria" and "Delizio Restaurants". The map also displays various roads and landmarks. At the bottom, there is a listing for "Delizio Restaurants" with a rating of 3 reviews, described as an Italian restaurant located at Sanidhya -A, 100ft Road, Nr Platinum Hall, Anandnagar. To the right of the listing is a small thumbnail image of the restaurant's interior.

# E-Commerce SEO

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## **What is eCommerce SEO ?**

- E-Commerce SEO is the process of optimizing an online store to improve its visibility in search engine results. It helps your products rank higher so that more customers can find and buy from your store.
- If your online store doesn't appear in search results, you may lose potential buyers to competitors. Good SEO brings more traffic, more sales, and better rankings without paying for ads.



## Key Factors:-

- Product Page Optimization** – Using relevant keywords in product titles, descriptions, and images.
- High-Quality Images & Videos** – Improves engagement and conversions.
- Site Structure & Navigation** – Makes it easy for users and search engines to find products.

- User Reviews & Ratings** – Increases trust and rankings.
- Technical SEO** – Fast loading speed, mobile optimization, and secure transactions (HTTPS).
- Internal Linking** – Helps users navigate products easily.

# Unique challenges of e-commerce

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## E-commerce SEO Challenges:

- **Competition:** Standing out among many similar stores.
- **Product Variations:** Managing SEO for different product sizes or colors.
- **Content Overload:** Keeping track of SEO across many pages.
- **Changing Inventory:** Updating the site when products go out of stock.

## Optimizing Pages:

- **Product Pages:** Use clear descriptions, images, and keywords.
- **Category Pages:** Organize products with helpful descriptions.
- **User-Generated Content:** Encourage reviews and comments for fresh content.

## SEO for International Sites:

Adjust content for different languages, currencies, and regions (e.g., using country-specific domains).

## Reporting Tools:

- ◆ **Google Analytics** – Tracks website traffic, conversions, and user behavior.
- ◆ **Google Search Console** – Monitors keyword rankings and indexing issues.
- ◆ **Ahrefs & SEMrush** – Helps track keyword performance and backlinks.
- ◆ **Screaming Frog** – Audits eCommerce websites for SEO issues.

# Tools for SEO

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## 1. Google Search Console (GSC)

A free tool by Google that helps monitor and improve your website's presence in Google Search.

- Shows which pages are indexed.
- Finds crawl errors & mobile usability issues.
- Helps track keywords & backlinks.
- Allows you to submit sitemaps for better indexing.



## Tools for SEO

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### 2. Google Tag Manager (GTM):

A tool that helps manage tracking codes (tags) on your website without editing the code manually.

- Helps track website events (clicks, form submissions, downloads, etc.).
- Works with Google Analytics, Facebook Pixel, and other tools.
- Saves time by managing all tracking codes in one place.



Google Tag Manager

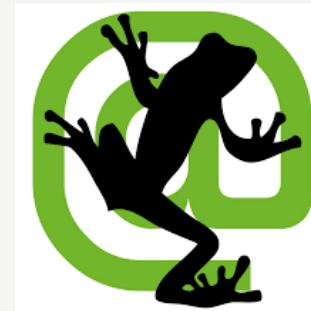
## Tools for SEO

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### 3. Screaming Frog (SEO Technical Audit Tool)

A website crawling tool that helps in technical SEO audits.

- Finds broken links, duplicate content, missing meta tags.
- Analyzes page titles, headings, and redirects.
- Helps improve website structure & on-page SEO.



## Tools for SEO

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### 4. Google Analytics (GA)



A tool that tracks and reports website traffic and user behavior.

- Shows how many people visit your website.
- Tracks which pages they visit & how long they stay.
- Analyzes traffic sources (Google, Social Media, Direct, etc.).
- Measures conversion rates, bounce rates & session durations.

**Goal Creation:** Setting specific actions or outcomes that you want visitors to take on your website

**Event Creation:** Tracking user interactions on a website, like clicks, downloads, video views, etc.

**Tracking:** Monitoring user behavior on a website through analytics tools, capturing data like page views, events, and conversions.

**Number of Users:** The total count of unique individuals who visit your website during a specified period.

**Bounce Rates:** The percentage of visitors who leave the website after viewing only one page without interacting further.

**Average Session Duration:** The average amount of time users spend on your website during a single visit.

**Sessions by Channel:** Breakdown of website traffic by different channels, such as direct, organic search, paid search, social media, etc.

**Pageviews:** The total number of pages viewed by users on your website.

**Goal Completions:** The total number of times users successfully complete a defined goal, like signing up or making a purchase.

# SEO

## *Link Building*



# SEO

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## *Link Building*

- Links that up on the HTML code rank higher
- External links are much more valuable – External links don't mean spammy links
- Links from Reputed and Different domains are more valuable then 1domain
- Links from within the content are rated higher then links that are provided in the footer or in the section of sponsored links

# SEO

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## *Link Building*

- Links in HTML code are rated higher than ALT image tags
- A page with a lot of new links from trusted sources in a short time is ranked higher as it is considered to be valuable by search engines
- Even 1 link to a spammy site devalues the link value of all the pages it is linked to

# SEO

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## *Inbound Links – Outbound Links*

An inbound link, which is also known as a backlink, is the incoming link to your site from an external source. It comes from an external site to your site. Whereas, outbound link is a link that starts from your site and points to another website.

# SEO

## *Inbound Links – Outbound Links*

### INBOUND LINK



INBOUND LINKS ARE  
LINKS THAT COME FROM  
OTHER WEBSITES OR A  
DIFFERENT DOMAIN NAME.

### OUTBOUND LINK



OUTBOUND LINKS ARE THOSE  
LINKS ON YOURWEBSITE THAT  
LINKOUT TO WEBSITE WITH A  
DIFFERENT DOMAIN NAME.

# SEO

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## Link Popularity

Link popularity refers to the number of backlinks that point towards a website. The backlinks can be of two types: internal and external links. The links to a website from its pages are called internal links and the links from outside sources or other websites are called external links.

# SEO

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## *Link Popularity*

- Content is the most important parts of digital marketing and the right content can do wonders for any company.
- Google evaluates the highest rating in its algorithm for ranking the content.
- It has been observed that it in most of the instances the price of a text ad on Google search results is lower if the content is better than the competitor's page if his content is irrelevant. So content not only works for organic search but also inorganic (advertisement) results.

# SEO

## *Different Types of Content*

- Website Content
- Blogs
- Video / Info graphics
- How to Guides
- Customer Reviews and Testimonials
- PR
- Article
- Case Studies

# SEO

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## *High Quality Content*

- Is your topic unique?
- Do you have a compelling, descriptive headline?
- Is your content useful to readers?
- Does your content exhibit your unique brand voice?
- Is your content an appropriate length?
- Have you included proper background research?
- Do you have internal and external links embedded?
- Do you take advantage of multiple mediums?

# SEO

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## *High Quality Content*

- Are you adding something original to the discussion?
- Is your content easily readable (or understandable)?
- Is your content organized logically?
- Is your format aesthetically pleasing?
- Does your content actively engage an audience?
- Is your content generally comprehensive?
- Will other people cite your content?



**TOPS TECHNOLOGIES**  
Training | Outsourcing | Placement | Study Abroad

# **Module —4**

## **[PPC- Pay Per Click]**

# PPC

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## What is PPC?

PPC (Pay-Per-Click) is an online advertising model where advertisers pay a fee each time someone clicks their ad. It helps businesses drive traffic to their websites instantly instead of waiting for organic (SEO) results. Google Ads is one of the most popular PPC platforms.

## How Does the PPC Model Work?

- **Advertisers Choose Keywords** – Businesses select keywords people search for.
- **Bid Placement** – Advertisers set a maximum bid (amount they are willing to pay per click).
- **Ad Auction** – When a user searches, Google runs an auction to decide which ads appear.

- **Ad Rank Calculation** – Google considers bid amount, ad quality, and expected impact to rank ads.
- **User Clicks & Payment** – If a user clicks the ad, the advertiser pays based on the CPC (Cost-Per-Click).

## Google Ads Account Management

Managing a Google Ads (AdWords) account involves:

- ✓ **Campaign Setup** – Choosing campaign type, budget, and objectives.
- ✓ **Keyword Research** – Selecting relevant search terms.
- ✓ **Ad Creation** – Writing attractive ad copies with headlines and descriptions.
- ✓ **Targeting** – Setting audience demographics, locations, and devices.
- ✓ **Budget & Bidding** – Adjusting bids to get the best results.
- ✓ **Performance Tracking** – Analyzing metrics and optimizing ads.
- ✓ **Testing & Optimization** – A/B testing different ads for better results.

## Important PPC Metrics & Quality Score

- ◆ **CTR (Click-Through Rate)** – Percentage of users who click the ad after seeing it.
- ◆ **CPC (Cost-Per-Click)** – Amount paid for each ad click.
- ◆ **Impressions** – Number of times an ad is displayed.
- ◆ **Conversion Rate** – Percentage of users who take action (purchase, sign up, etc.).
- ◆ **Quality Score** – Google rates ads from 1 to 10 based on

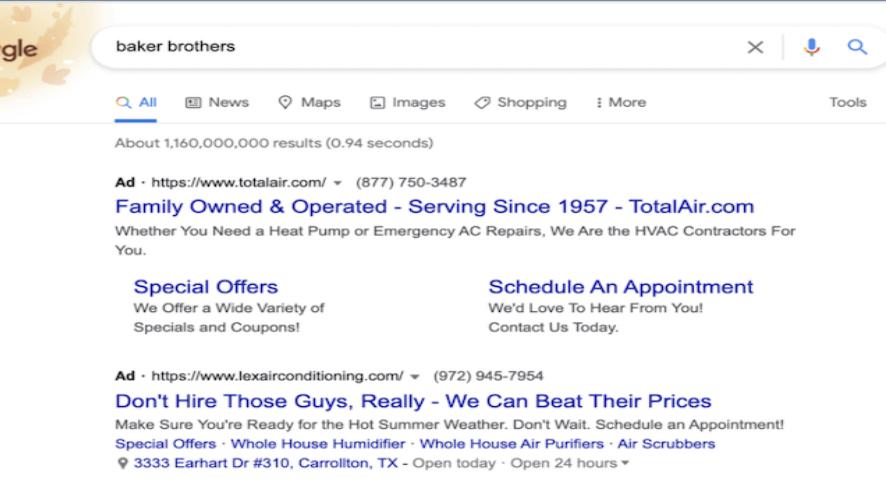
## Types of Google Ads:-

- 1** Search Ads
- 2** Display Ads
- 3** Shopping Ads
- 4** Video Ads
- 5** App Promotion Ads
- 6** Performance Max Ads
- 7** Remarketing Ads

## 1 Search Ads –

These are text ads that appear at the top of Google search results when people search for something related to your business.

Example: Searching for "best running shoes" and seeing an ad for Nike



The screenshot shows a Google search results page for the query "baker brothers". The search bar at the top contains "baker brothers". Below it, the navigation bar includes "All", "News", "Maps", "Images", "Shopping", "More", and "Tools". A message indicates "About 1,160,000,000 results (0.94 seconds)".

The first result is an Ad from [TotalAir.com](https://www.totalair.com/), titled "Family Owned & Operated - Serving Since 1957". It claims to be HVAC contractors and offers special offers and appointment scheduling.

The second result is another Ad from [Lexair Conditioning](https://www.lexairconditioning.com/), titled "Don't Hire Those Guys, Really - We Can Beat Their Prices". It encourages scheduling an appointment and provides contact information.

## 2 Display Ads –

- These are image or banner ads shown on websites, apps, and YouTube to attract users visually.
- Example: Seeing a clothing brand ad while reading a blog.



### ③ Shopping Ads –

- These ads display product images, prices, and store names directly on Google. Best for e-commerce businesses.
- Example: Searching for "iPhone 14" and seeing product listings with prices.

About 7,490,000 results (0.58 seconds)

Shop for buy jordan sneakers on Google

Sponsored ⓘ

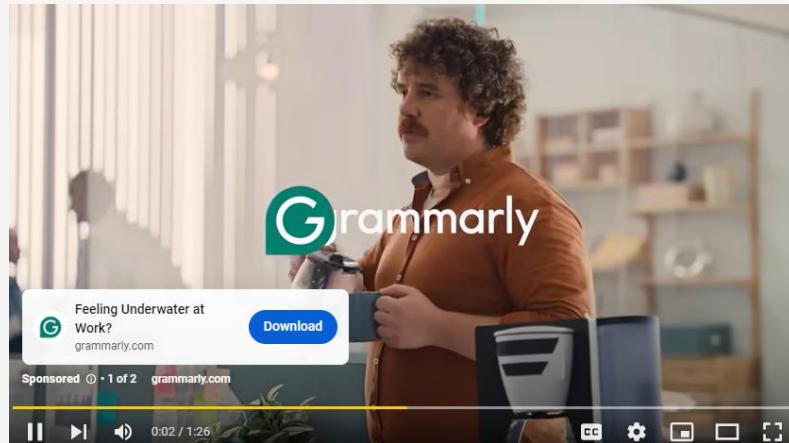
				
Jordan IV Retro White	Nike Air Jordan VII Retro BG ...	Nike Air Jordan Eclipse ...	Air Jordan 1 Mid Black 6 (25)	Jordan Eclipse, Wolf Grey/ ...
£154.99	£89.00	£90.00	£90.00	£76.87
Foot Locker UK	End.com	ASOS.com	Nike.com	Kickz.co.uk

★★★★★ (16)

Check Availability Ask Vendor Check Order Details

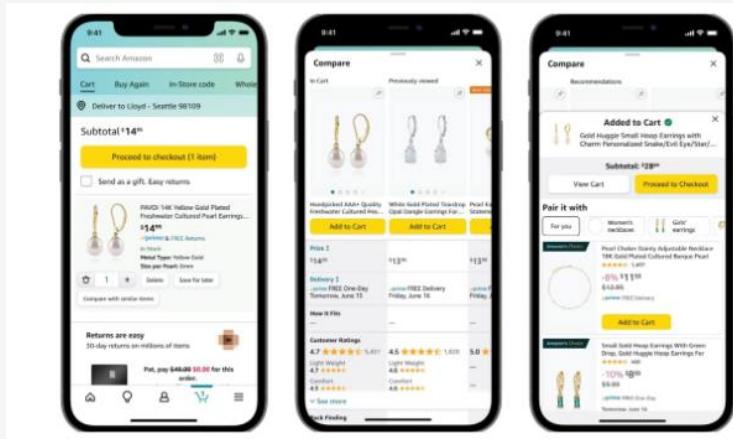
## 4 Video Ads –

- These ads play before, during, or after YouTube videos. They can be skippable or non-skippable.
- Example: Watching a video on YouTube and seeing an ad for a fitness app.



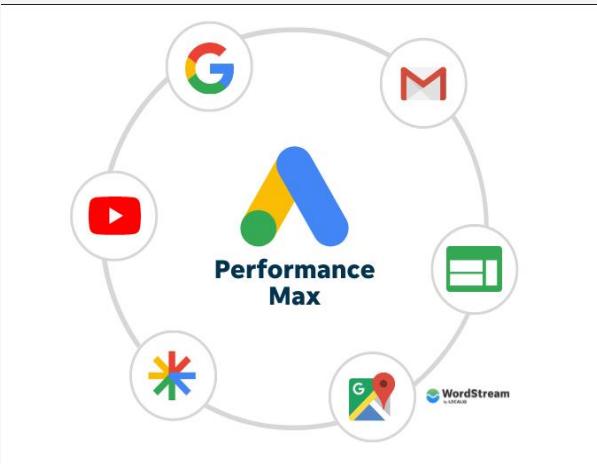
## 5 App Promotion Ads –

- These ads encourage people to download or engage with a mobile app. They appear on Google Search, Play Store, YouTube, and other platforms.
- Example: Seeing an ad for a gaming app while using another app.



## ⑥ Performance Max Ads –

- Automated ads that run across all Google networks (Search, Display, YouTube, Gmail, Maps) to maximize performance using AI.
- Example: A single campaign showing ads in multiple places automatically.



## 7 **Remarketing Ads –**

- These ads target people who previously visited your website or app, reminding them to return and take action.
- Example: Looking at a laptop online and later seeing ads for the same laptop on different websites.

## Rules for PPC Advertising

- ✓ Use relevant keywords and ad copy.
- ✓ Follow Google Ads policies (no misleading content, no restricted products).
- ✓ Ensure a fast and user-friendly landing page.
- ✓ Use negative keywords to avoid irrelevant traffic.
- ✓ Optimize bids and budget regularly.
- ✓ Monitor and improve the Quality Score.

# Bidding

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## What is Bidding in PPC?

Bidding in PPC (Pay-Per-Click) is the process of setting the amount you're willing to pay for a user to click on your ad. Google Ads uses bidding to decide which ads appear in search results and how much advertisers pay. A good bidding strategy helps control costs and maximize results.

## Types of Bidding in PPC

- 1 Manual CPC (Cost-Per-Click)** – You set the maximum cost you're willing to pay per click. Good for full control over spending.
- 2 Enhanced CPC (ECPC)** – Google adjusts your bids automatically to get more conversions while staying within your budget.
- 3 Maximize Clicks** – Google sets bids automatically to get the most clicks within your budget. Best for increasing website traffic.

- 4 Maximize Conversions** – Google sets bids to get the most conversions (sales, sign-ups, etc.) based on your budget.
- 5 Target CPA (Cost-Per-Acquisition)** – You set a target cost per conversion, and Google adjusts bids to get conversions at that price.
- 6 Target ROAS (Return on Ad Spend)** – You set a goal for return on investment, and Google adjusts bids to maximize revenue. Best for e-commerce.

- 7 Target Impression Share** – Google adjusts bids to ensure your ad appears a certain percentage of the time at the top of search results.
- 8 Viewable CPM (Cost-Per-Thousand Impressions)** – You pay for every 1,000 times your ad is seen, useful for brand awareness.
- 9 CPV (Cost-Per-View)** – Used for video ads, where you pay when someone watches or interacts with your video.

## Why is Bidding Important?

- ✓ **Controls Ad Spend** – Helps manage costs and avoid overspending.
- ✓ **Maximizes Results** – Ensures you get the best return on investment (ROI).
- ✓ **Improves Ad Position** – Higher bids can improve your ad ranking on Google.

# Ad Server

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## Ad Server Keyword Types in PPC

When running a PPC campaign (like Google Ads), you need to choose how your keywords match user searches. These are the four main keyword type:-

- Broad Match
- Exact Match
- Phrase Match
- Negative Match

## ① **Broad Match –**

- Shows your ad for related searches, even if the exact keyword isn't used.
- **Example:** If your keyword is "running shoes", your ad might show for searches like "best sneakers" or "buy sports shoes".

 **Good for:** Reaching a wider audience.

 **Risk:** Can show for unrelated searches.

## ② Phrase Match –

- Shows your ad when the search includes your keyword phrase in the correct order, but other words can be before or after.
- **Example:** If your keyword is "men's shoes", your ad might show for "buy men's shoes online" or "discount on men's shoes".



**Good for:** More targeted traffic with some flexibility.



**Risk:** Might still show for some unwanted searches.

### ③ **Exact Match –**

- Shows your ad only when the exact keyword (or close variations) is searched.
- **Example:** If your keyword is [running shoes], your ad only shows for "running shoes" or "running shoe", not "best running shoes online".



**Good for:** Highly targeted traffic and better conversion rates.



**Risk:** Less reach, fewer impressions.

## ④ **Negative Keywords –**

Prevents your ad from showing for specific words to avoid irrelevant traffic.

**Example:** If you sell premium shoes, adding "cheap" as a negative keyword ensures your ad doesn't show for searches like "cheap running shoes".

 **Good for:** Filtering out unqualified clicks and saving money.

# Ad Rank

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## What is Ad Rank?

Ad Rank is a score used by Google Ads to determine the position of your ad on the search results page. A higher Ad Rank means your ad appears higher in search results, while a lower Ad Rank means it appears lower or might not show at all.

# Ad Rank

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## Why is Ad Rank Important?

- **Better Ad Placement** – Higher Ad Rank means your ad appears at the top.
- **Lower Costs** – A high Quality Score reduces the amount you need to pay per click.
- **More Clicks & Conversions** – Higher-ranking ads get more visibility and engagement.

# Ad Rank

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## How to Improve Ad Rank?

- **Increase Quality Score** – Make ads relevant to keywords and user intent.
- **Improve Click-Through Rate (CTR)** – Use compelling ad copy & call-to-actions.
- **Optimize Landing Page** – Ensure fast loading speed, mobile-friendliness, and relevance.
- **Use Ad Extensions** – Add site links, call buttons, and structured snippets to improve ad visibility.
- **Adjust Bidding Strategy** – Increase bids for high-value keywords while maintaining efficiency

# Ad Rank

How to Calculate Ad Rank in Google Ads?

Formula:

- 📌 Ad Rank = Max Bid × Quality Score

**CPC Bid**   ✖   **Quality Score**   =   **Ad Rank**



The best combined Bid and Quality Score gets the **top ad position** at the **best price**.

# Google Ads

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Below factors determine how successful your PPC advertising campaign will be:

- **Keyword Relevance** – Crafting relevant PPC keyword lists, tight keyword groups, and proper ad text.
- **Landing Page Quality** – Creating optimized landing pages with persuasive, relevant content and a clear call-to-action, tailored to specific search queries.
- **Quality Score** – Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.

# Google Ads

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## *Keyword Research for PPC*

- PPC campaign is built around keywords, and the most successful AdWords advertisers continuously grow and refine their PPC keyword list.
- If you only do keyword research once, when you create your first campaign, you are probably missing out on hundreds of thousands of valuable, longtail, low-cost and highly relevant keywords that could be driving traffic to your site.

# Google Ads

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An effective PPC keyword list should be:

- **Relevant** – Of course, you don't want to be paying for Web traffic that has nothing to do with your business. The keywords you bid on should be closely related to the offerings you sell.
- **Exhaustive** – Your keyword research should include not only the most popular and frequently searched terms in your niche, but also to the long tail of search. They are less competitive, and therefore less expensive.

# Google Ads

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- **Expansive**- PPC is iterative. You want to constantly refine and expand your campaigns, and create an environment in which your keyword list is constantly growing and adapting.

# Google Ads

## *Managing PPC*

Following are the adjustments to optimize your campaigns:

- **Add PPC Keywords:** Expand the reach of your PPC campaigns by adding keywords that are relevant to your business.
- **Add Negative Keywords:** Add non-converting terms as negative keywords to improve campaign relevancy and reduce wasted spend.
- **Split Ad Groups:** Improve click-through rate (CTR) and Quality Score by splitting up your ad groups into smaller, more relevant ad groups, which help you create more targeted ad text and landing pages.

# Google Ads

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## Managing PPC

- **Review Costly PPC Keywords:** Review expensive, under-performing keywords and shut them off if necessary.
- **Refine Landing Pages:** Modify the content and calls-to-action (CTAs) of your landing pages to align with individual search queries in order to boost conversion rates. Don't send all your traffic to the same page.

# Google Ads

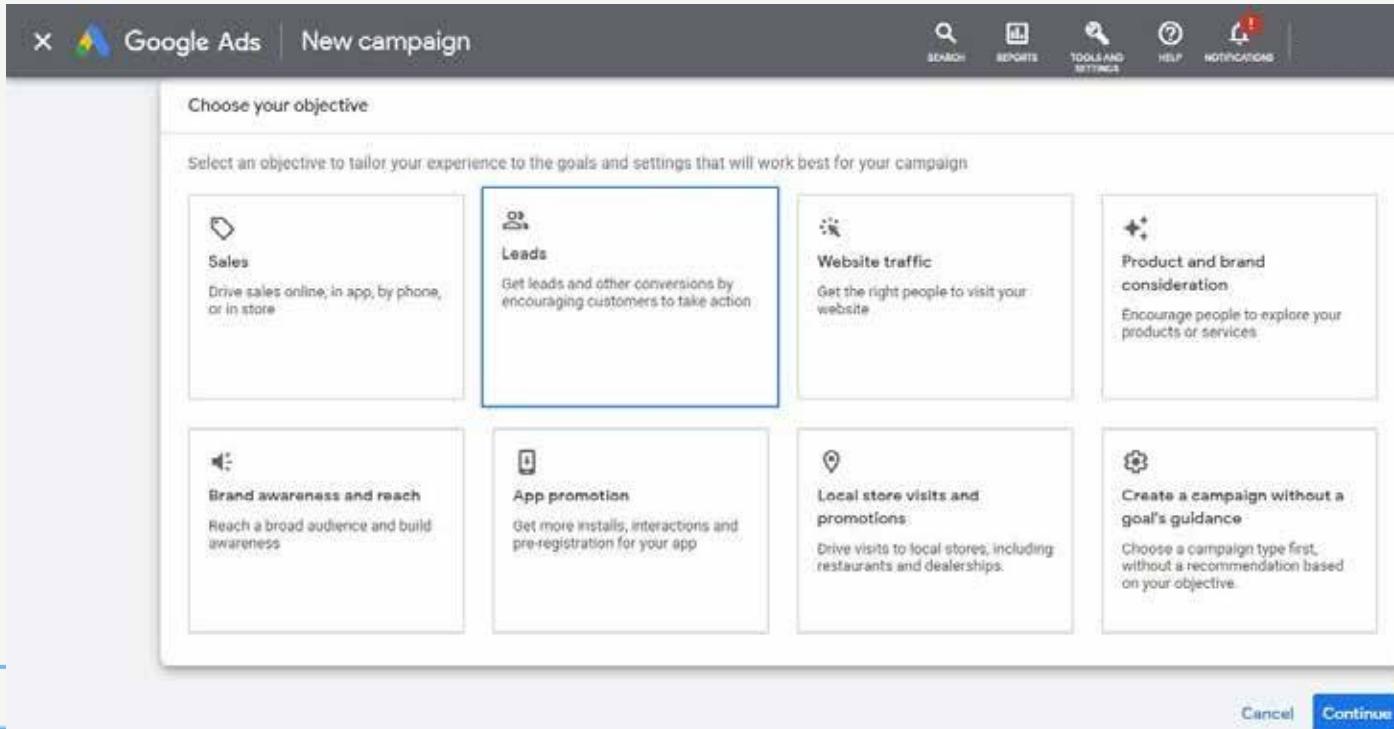
## *What is CTR*

- CTR stands for Click through Rate.
- It is calculated by dividing the number of times a link appears on a search engine result page (impression) by the number of times it is clicked by users.

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$

# Google Ads

## *Creating Campaign*



The screenshot shows the Google Ads interface for creating a new campaign. At the top, there's a navigation bar with icons for SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, and NOTIFICATIONS. Below the navigation bar, the title "New campaign" is displayed next to the Google Ads logo.

The main area is titled "Choose your objective" and contains the instruction: "Select an objective to tailor your experience to the goals and settings that will work best for your campaign".

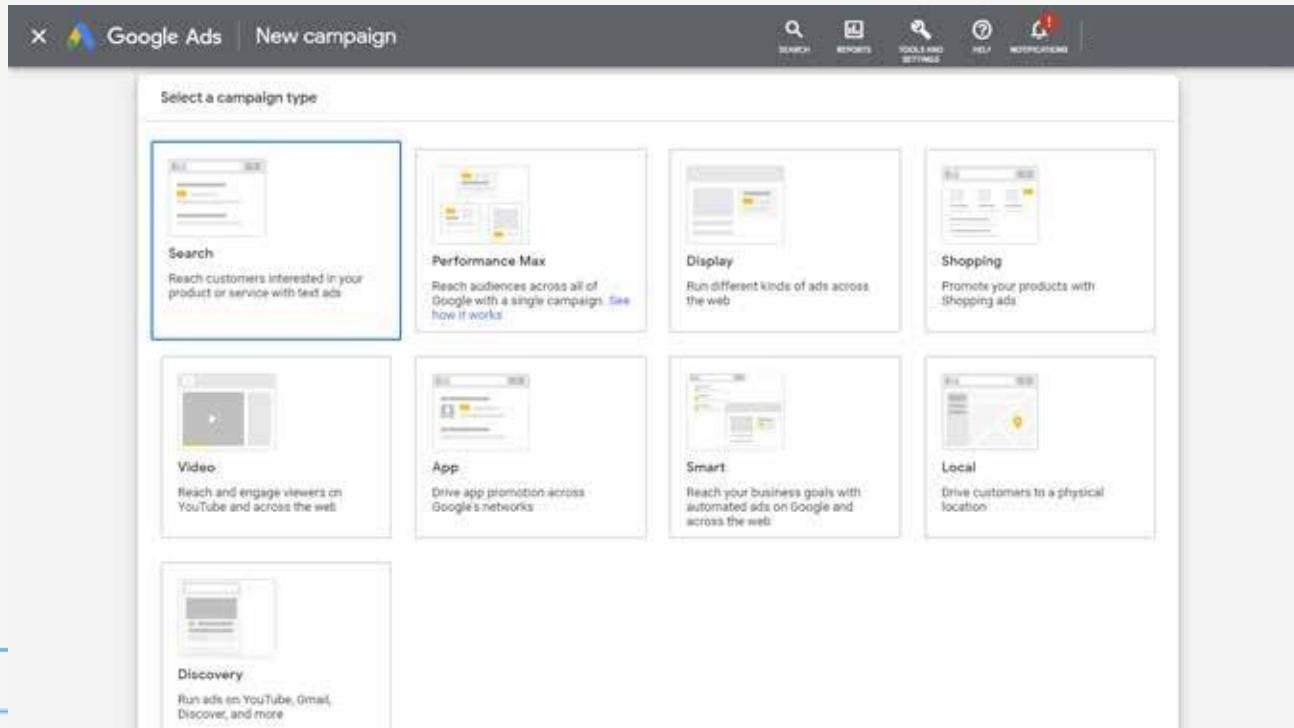
There are eight objective options, each with an icon and a brief description:

- Sales**: Drive sales online, in app, by phone, or in store.
- Leads**: Get leads and other conversions by encouraging customers to take action. This option is highlighted with a blue border.
- Website traffic**: Get the right people to visit your website.
- Product and brand consideration**: Encourage people to explore your products or services.
- Brand awareness and reach**: Reach a broad audience and build awareness.
- App promotion**: Get more installs, interactions and pre-registration for your app.
- Local store visits and promotions**: Drive visits to local stores, including restaurants and dealerships.
- Create a campaign without a goal's guidance**: Choose a campaign type first, without a recommendation based on your objective.

At the bottom right of the interface, there are "Cancel" and "Continue" buttons.

# Google Ads

## *Creating Campaign*



The screenshot shows the Google Ads interface with the title "New campaign". The top navigation bar includes "SEARCH", "REPORTS", "TOOLS AND SETTINGS", "HELP", and "NOTIFICATIONS". Below the title, a section titled "Select a campaign type" displays nine options:

- Search**: Reach customers interested in your product or service with text ads.
- Performance Max**: Reach audiences across all of Google with a single campaign. [See how it works](#).
- Display**: Run different kinds of ads across the web.
- Shopping**: Promote your products with Shopping ads.
- Video**: Reach and engage viewers on YouTube and across the web.
- App**: Drive app promotion across Google's networks.
- Smart**: Reach your business goals with automated ads on Google and across the web.
- Local**: Drive customers to a physical location.
- Discovery**: Run ads on YouTube, Gmail, Discover, and more.

# Google Ads

## *Set Daily Budget*

Google Ads | New campaign

Budget and bidding

Select the budget and bidding options that work best for your goals.

**Budget**

Set your average daily budget for this campaign:

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

**Bidding**

What do you want to focus on? [?](#)

Clicks [▼](#)

Set a maximum cost per-click bid limit

This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget.

[More settings](#)

Ad rotation: Optimized: Prefer best performing ads

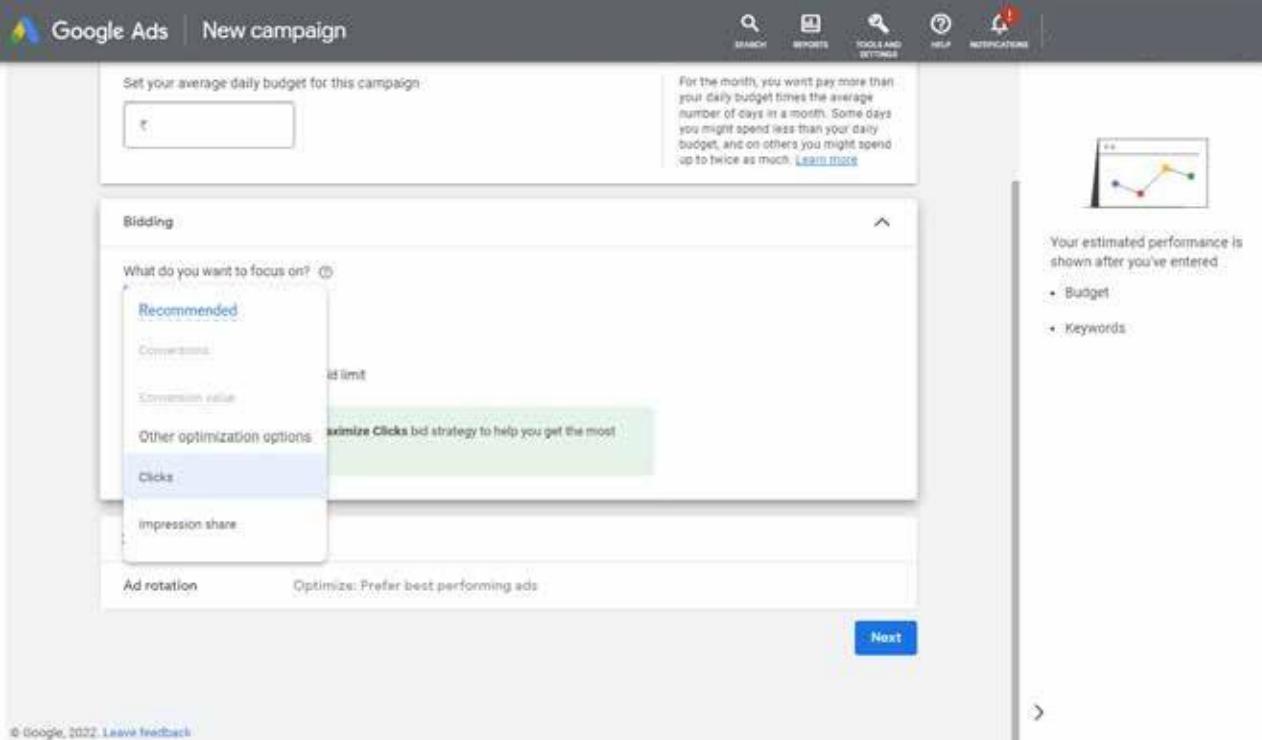
Your estimated performance is shown after you've entered:



- Budget
- Keywords

# Google Ads

## *Targeting Audience*



The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS', 'HELP', and 'NOTIFICATIONS'.

The main section starts with a budget input field: "Set your average daily budget for this campaign:" followed by a note: "For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much." A link to "LEARN MORE" is provided.

The "Bidding" section allows focusing on "Conversions", "Conversion value", or "Clicks". A note says: "Maximize Clicks bid strategy to help you get the most".

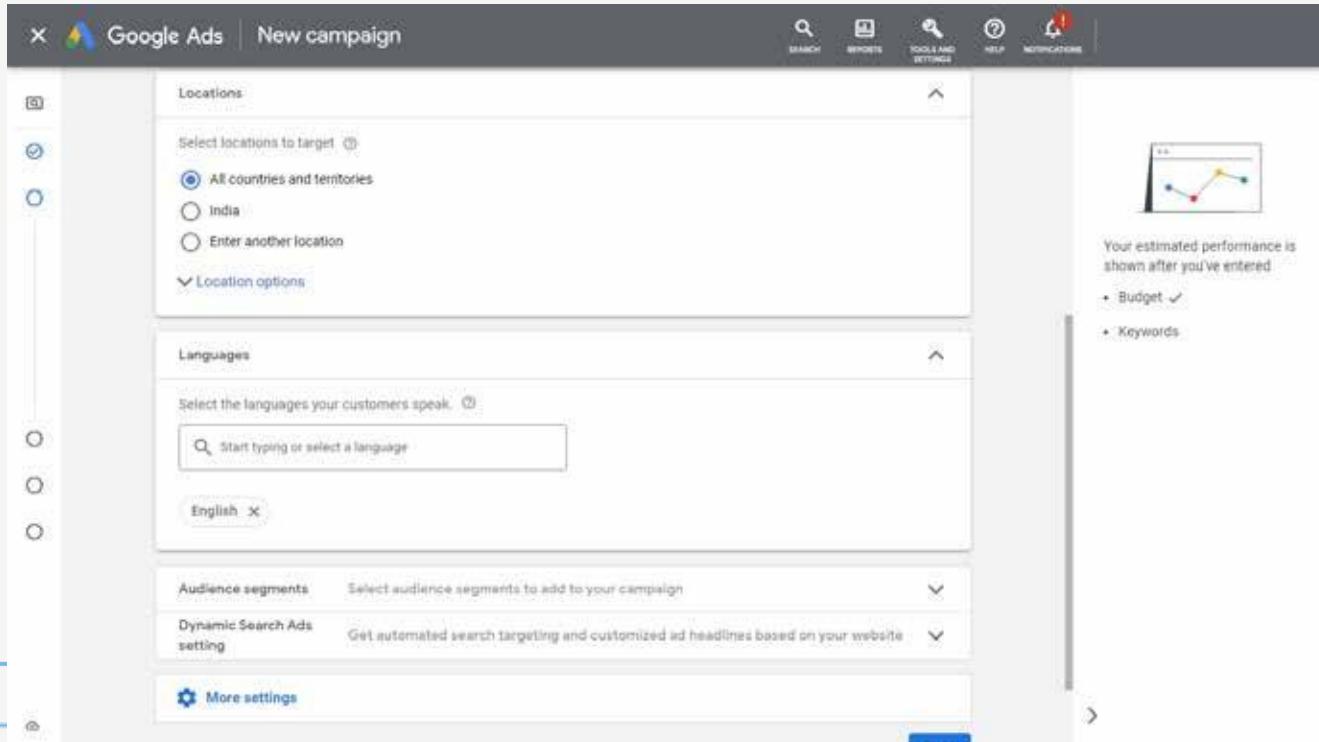
On the right, there's a chart icon and a note: "Your estimated performance is shown after you've entered" followed by a list: "• Budget" and "• Keywords".

At the bottom, there are "Ad rotation" and "Optimize: Prefer best performing ads" options, and a "Next" button.

Page footer: "© Google, 2022. Leave feedback"

# Google Ads

## *Targeting Audience*



The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS', 'HELP', and 'NOTIFICATIONS'.

**Locations:**  
Select locations to target:  All countries and territories  
 India  
 Enter another location  
Location options

**Languages:**  
Select the languages your customers speak:  
Start typing or select a language  
English X

**Audience segments:** Select audience segments to add to your campaign

**Dynamic Search Ads setting:** Get automated search targeting and customized ad headlines based on your website

**More settings**

Your estimated performance is shown after you've entered  
+ Budget ✓  
+ Keywords

# Google Ads

## *Targeting Audience*

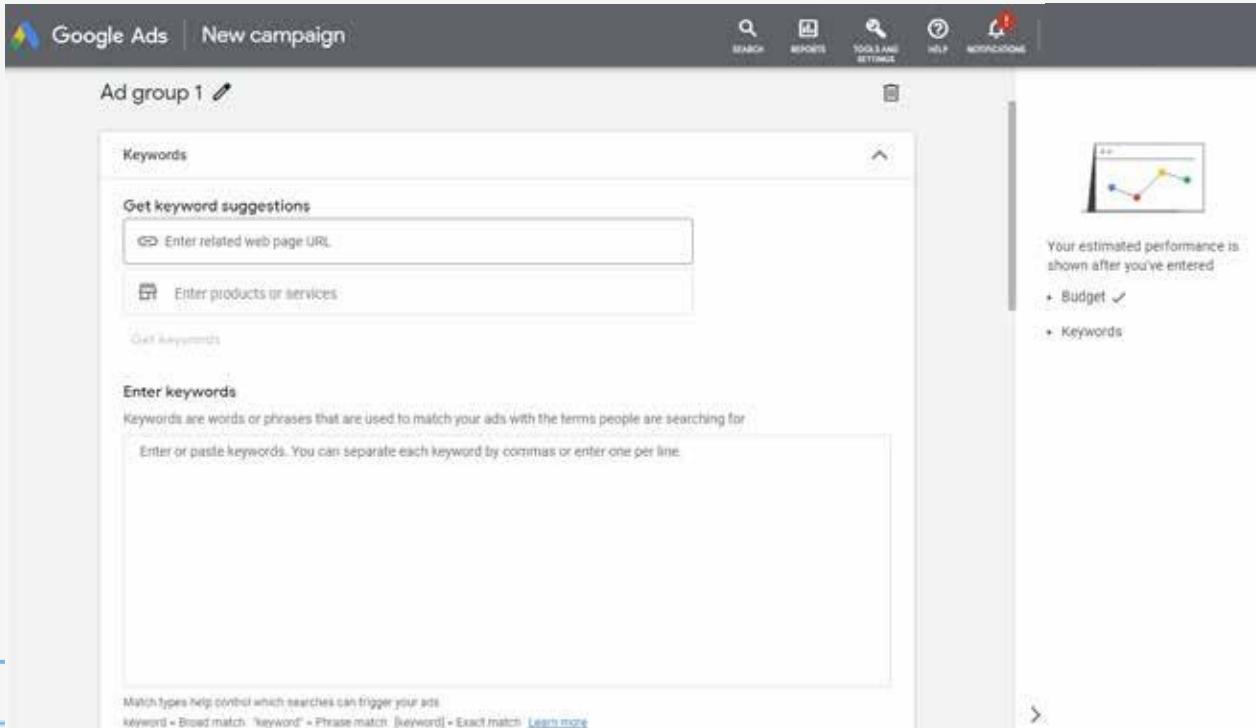
### Audiences

Select audiences to add to your campaign 

SEARCH	BROWSE	IDEAS (14)	1 selected	CLEAR ALL
SEO			In-market audiences	
 What they are actively researching or planning (16)			Business Services > Advertising & Marketing Services SEO & SEM Services	
<input checked="" type="checkbox"/> In-market audiences > Business Services > Advertising & Marketing Services SEO & SEM Services				
<input type="checkbox"/> In-market audiences > Business Services > Business Technology > Web Services Web Design & Development				
<input type="checkbox"/> In-market audiences > Business Services Advertising & Marketing Services				
<input type="checkbox"/> In-market audiences > Business Services > Advertising & Marketing Services Email Marketing Services				
<input type="checkbox"/> In-market audiences > Business Services > Business Technology > Web Services Web Hosting				

# Google Ads

## *Setting Keywords*

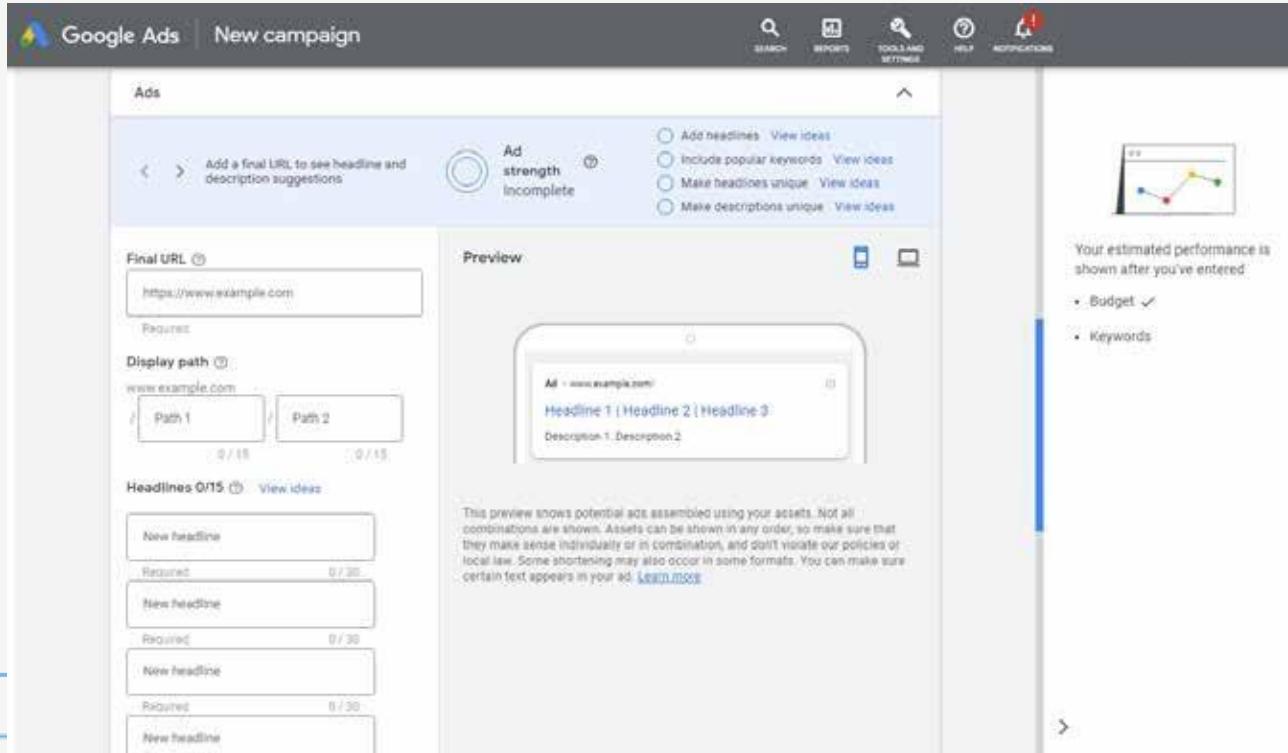


The screenshot shows the Google Ads interface with the following elements:

- Header:** Google Ads | New campaign. Includes navigation icons for SEARCH, REPORTS, TOOLS AND SETTINGS, HELP, and NOTIFICATIONS.
- Section:** Ad group 1 (with edit icon).
- Keywords:** A section for getting keyword suggestions. It includes fields for "Enter related web page URL" and "Enter products or services". Below this is a "Get keywords" button.
- Enter keywords:** A large text area for entering keywords. It contains instructions: "Keywords are words or phrases that are used to match your ads with the terms people are searching for" and "Enter or paste keywords. You can separate each keyword by commas or enter one per line." At the bottom of this section, it says "Match types help control which searches can trigger your ads" and defines four match types: Broad match, Phrase match, [keyword], and Exact match, with a link to "Learn more".
- Right sidebar:** Shows a line graph icon and the text "Your estimated performance is shown after you've entered". It also lists "+ Budget ✓" and "+ Keywords".

# Google Ads

## *Creating Ad Groups and Ads*



The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS', 'HELP', and 'NOTIFICATIONS'. The main area is titled 'Ads' and displays the following information:

- Ad strength:** Incomplete. Suggested actions: Add headlines, View ideas; Include popular keywords, View ideas; Make headlines unique, View ideas; Make descriptions unique, View ideas.
- Final URL:** <https://www.example.com>
- Display path:** www.example.com / Path 1 / Path 2 (0/15, 0/15)
- Headlines:** 0/15 (View ideas). New headline (Required, 0/30), New headline (Required, 0/30), New headline (Required, 0/30), New headline (Required, 0/30).
- Preview:** Shows a mobile and desktop preview of the ad. The mobile preview displays 'Ad - www.example.com', 'Headline 1 | Headline 2 | Headline 3', and 'Description 1. Description 2'. A note below states: 'This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. Learn more.'
- Performance graph:** A small chart showing estimated performance with three data points.
- Estimated performance notes:** Your estimated performance is shown after you've entered:
  - Budget ✓
  - Keywords

# Google Ads

## Add Ad Extensions

X Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 888-292-4221 designs.saurabh@gmail.com

### Extensions

Get more clicks and drive valuable customer actions by adding key information about your business.

- Sitelink extensions Add additional links to your ad
- Callout extensions Add more business information to your ad
- Call extensions 9601834396 (Campaign-level extensions)
  - Based on your selection, a call extension has automatically been created for this campaign

**More extensions**

- App extensions Add an app extension to your ad
- Structured snippet extensions Add snippets of text to your ad
- Lead form extensions Add a form to your ad
- Price extensions Add prices to your ad
- Promotion extensions Add a promotion to your ad

Next



Your estimated performance is shown after you've entered

- Budget ✓
- Keywords

# Google Ads

## *Sitelink Extension*

Ad · <https://www.worldremit.com/> ▾

### WorldRemit money transfer - Low cost money transfer.

Send in just a few taps & track your transfer every step of the way. Fast, easy & secure. Sign up online or download the app today. Guaranteed exchange rates. No Agents to visit. Send anytime day or night. Protected Transfers. 150+ Countries Available. Fast. Trusted. Low Cost.

#### £20 for you, £20 for them

When you refer a friend  
and they send over £100

#### How does it work?

We show you how to transfer money  
in 3 easy steps. Watch our video.

#### Money Transfer Services

Including Mobile Money Transfer,  
Cash Pick-Up & Bank Account Deposit

#### Transparent. Simple. Fast

Low cost. Trusted. WorldRemit.  
A better way to send money

# Google Ads

## *Callout Extension*

Sales Team Training - Richardson.com

Ad [www.richardson.com/SalesTraining](http://www.richardson.com/SalesTraining) ▾ (800) 526-1650

Achieve Your Business Objectives With Our Award-Winning Training!

Highly Custom Programs · Interactive Approach · Fortune 500 Clients

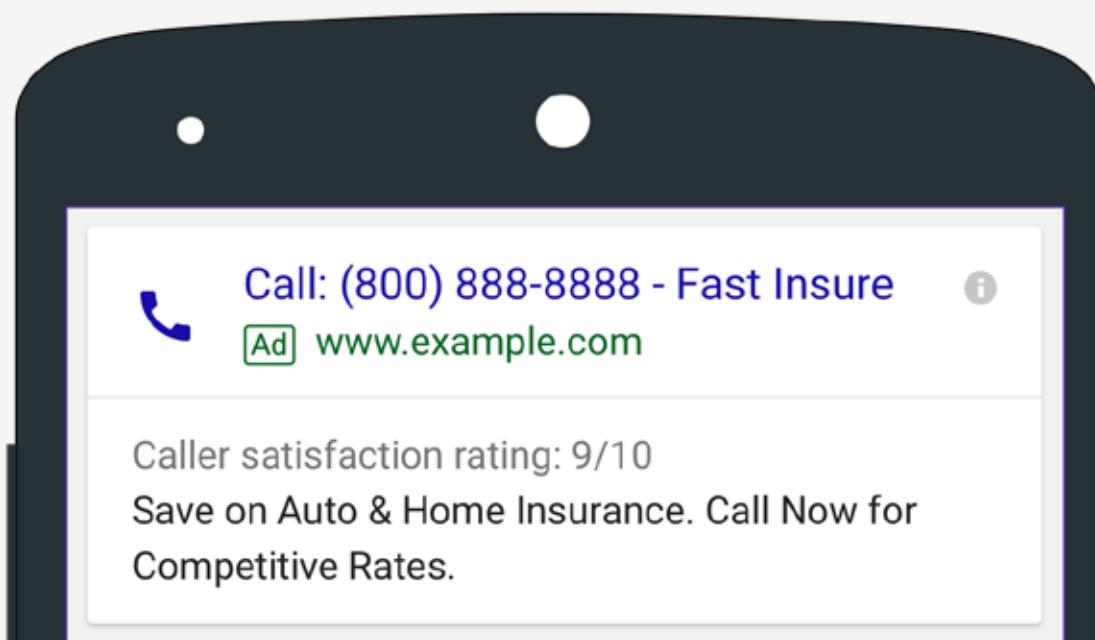
2014 Gold Winner – Stevie Awards

Sustain Training Impact - Industry Specialization - Sales Excellence Blog

Callout  
extensions

# Google Ads

## *Call Extension*



# Google Ads

## *App Extension*

Ad · www.deliveroo.co.uk/ i

**Deliveroo - Food Freedom | Get Your Order  
In 15 Minutes | deliveroo.co.uk**

The food you love, delivered to your door in as little as 15 Minutes. Find your food freedom today. Order now and track your food.

---



Deliveroo: Restaurant ...  
4.1 ★★★★★ (113,187)

Install

# Google Ads

---

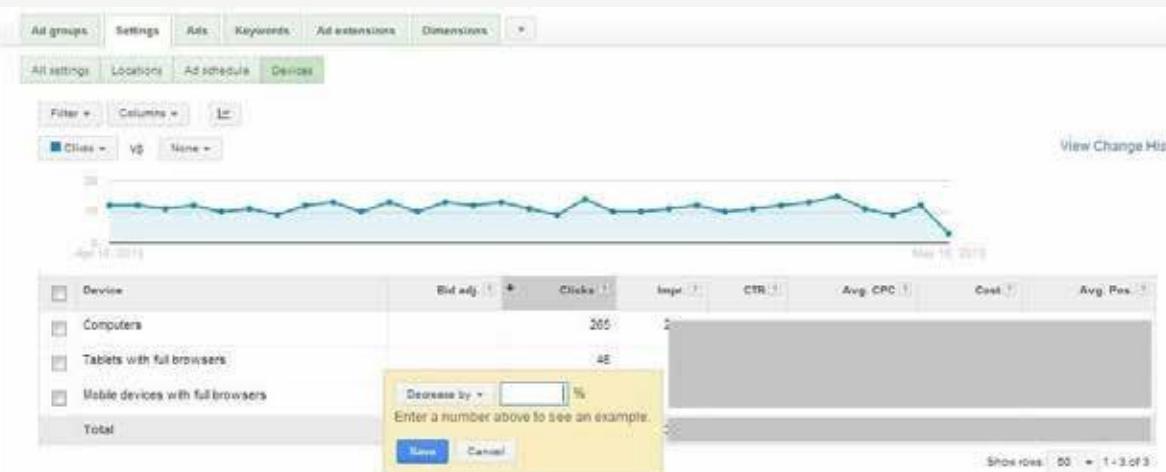
## *How does Your Daily Budgets get Spent*

- Let's say you have an ad with a CPC of \$0.25, and that you'd like to receive 300 ad clicks per day.
- Using these figures, you can calculate an estimated daily budget:  $25 \times 300 = \$75$
- In this example, 25 cents is the most that you'd be charged if 25 cents is your maximum CPC.
- However, the actual amount you could be charged per click can change, depending on the variables of each individual ad auction.

# Google Ads

## Device Targeting

- Today, consumers are searching the Web across numerous devices (often at the same time), which means you need to pay attention to where your most valuable leads are coming from.



# Google Ads

---

## Performance, Profitability and Growth

- Once you know what PPC is and how paid search works, it makes sense that your next question might be, “How much does a typical click cost?”
- Some keywords are significantly more expensive to bid on than others, depending on how competitive the market is, and it’s important to realize this before launching a PPC campaign.
- In the US, if you average across all different types of businesses and keywords, the average CPC in AdWords is between \$1 and \$2. That's on the search network. On the display network, clicks tend to be cheaper, and the average is under \$1

# Google Ads

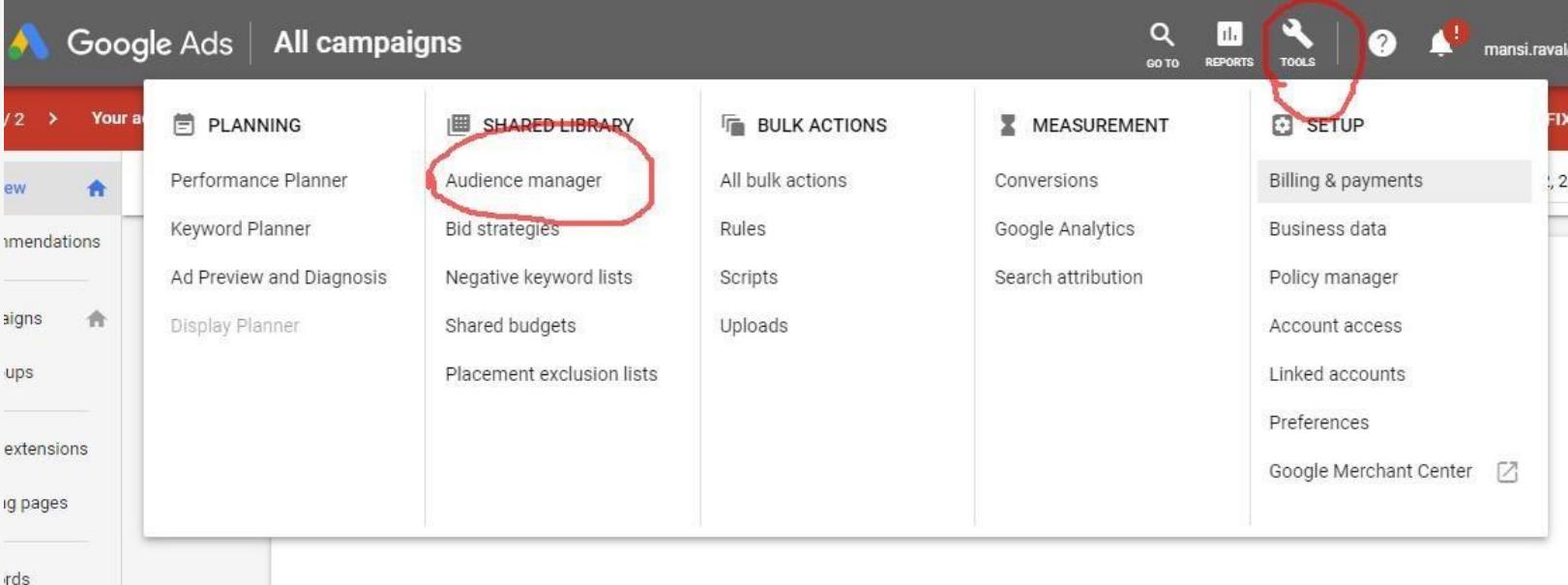
---

## *Remarketing*

- Remarketing is a clever way to connect with visitors to your website, who may not have made an immediate purchase or enquiry.
- It allows you to position targeted ads in front of a defined audience that had previously visited your website - as they browse elsewhere around the internet.

# Google Ads

## Create Remarketing Audience

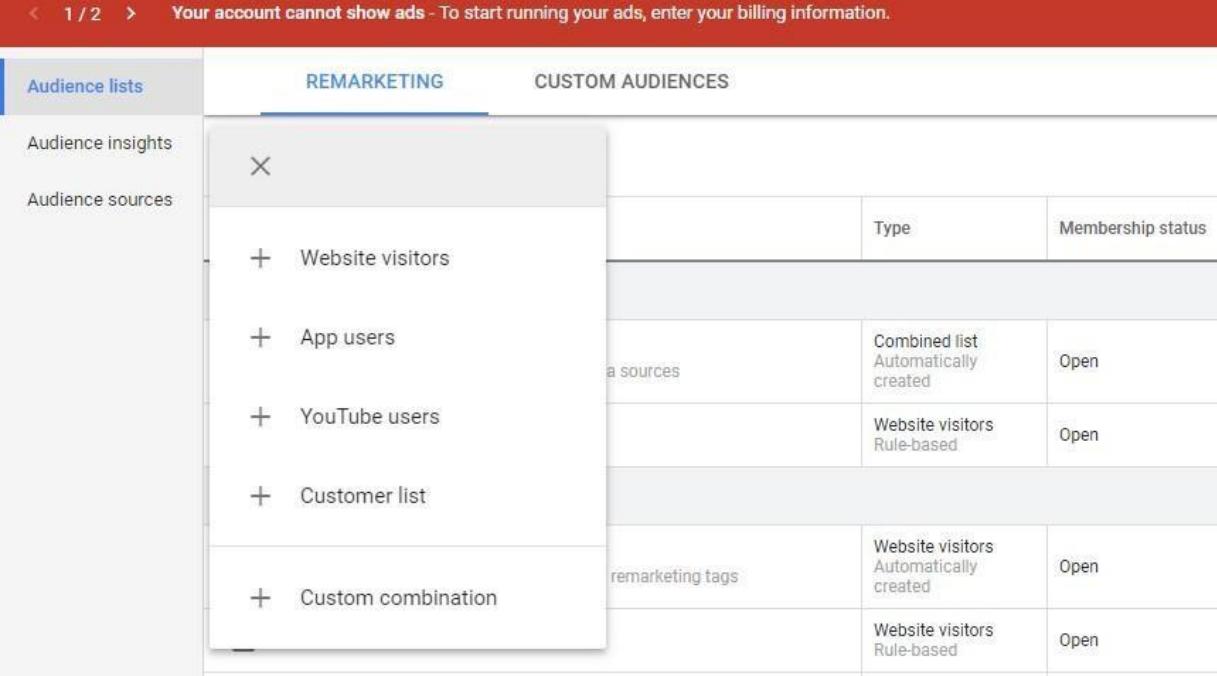


The screenshot shows the Google Ads interface with the title "All campaigns". The top navigation bar includes "GO TO", "REPORTS", "TOOLS" (which is highlighted with a red circle), and a user icon. Below the navigation is a grid of tools:

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP
Performance Planner	Audience manager (circled)	All bulk actions	Conversions	Billing & payments
Keyword Planner	Bid strategies	Rules	Google Analytics	Business data
Ad Preview and Diagnosis	Negative keyword lists	Scripts	Search attribution	Policy manager
Display Planner	Shared budgets	Uploads		Account access
	Placement exclusion lists			Linked accounts
				Preferences
				Google Merchant Center

# Google Ads

## Select Type of Audience for Remarketing



Your account cannot show ads - To start running your ads, enter your billing information.

Audience lists

REMARKETING CUSTOM AUDIENCES

Audience insights

Audience sources

X

- + Website visitors
- + App users
- + YouTube users
- + Customer list
- + Custom combination

	Type	Membership status
a sources	Combined list Automatically created	Open
	Website visitors Rule-based	Open
remarketing tags	Website visitors Automatically created	Open
	Website visitors Rule-based	Open

# Google Ads

## Create Audience



X Google Ads New audience: Website visitors

1 / 2 Your account cannot show ads - To start running your ads, enter your billing information.

Audience name Audience name

List members Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visitors of a page ▾

Visited page Include people that visited a page with the following rules

Match any rule group ▾

A visited page must match every rule in this group

URL contains AND

OR

# Google Ads

## Add Google Ads Tag Into Your Website

Audience sources >

Google Ads tag X

Global site tag

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your site. You must install this tag on every page of your website.



Copy the tag below and paste it in between the `<head></head>` tags of every page of your website. You only need to install the global site tag once per account, which can be used with both remarketing event snippets as well as conversion event snippets:

```
<!-- Global site tag (gtag.js) - Google Ads: 788669093 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-788669093"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-788669093');
</script>
```

When using the Google Ads tag, you must comply with the [Personalized advertising policy](#) and the [Google EU user consent policy](#), and must not send information related to sensitive interest categories. If you implement the user ID parameter, you also agree to comply with the [Advertiser cross-device linking policy](#). Google Ads may use the data reported from the tag to improve the bidding and targeting for the campaigns in your account.

# Google Ads

---

## Add User/Partner Into Your Google Ads Account

5. Click Send invitation.
6. Your invitee will need to accept your invitation and create their own AdWords sign in using the email address you sent the invitation to, or another of their choosing. They won't be able to use an email address that's already associated with an AdWords account. We'll notify you when your invitee responds.
7. After accepting the invitation, they will also need to confirm the email address.

# Google Shopping Introduction

Google Shopping is an eCommerce platform that lets online consumers search and compare products. It also shows users where they can buy products and for what price. In other words, it is a custom search engine, which is distinguishable from Google's main search pages.



**This means it has its own domains, such as:**

**<https://www.google.com/shopping>**

That said, it is connected to Google's main search pages. When a user searches for a product-related keyword, they will see Shopping Ads.

By using Google Merchant Center and Google Shopping, you can increase sales by attracting potential buyers to your website.

# Google Ads

---

## Add User/Partner Into Your Google Ads Account

From your manager account's "Account access" menu, you can invite users to your manager account, manage your user invitations, and see who has access to your manager account and what level of access they have.

# Google Ads

---

## Add User/Partner Into Your Google Ads Account

Steps:

- Click the gear icon in the top corner of your manager account and choose Account settings.
- Click Account access from the side navigation.
- Click the +Users button.
- Enter the new user's email address, name(optional), and choose an access level.

# Google Ads

---

## Add User/Partner Into Your Google Ads Account

- After the invitee has accepted and confirmed their email address, you must confirm and grant the invitee access to your account. To do this, click the gear icon in the top corner of your account, then click Account settings.
- Click Account access from the side navigation and confirm their access to your account by clicking Grant access.

# Earn From Google

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## Google AdSense



## Google AdMob

# Google AdSense

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## **What is Google AdSense?**

Google AdSense is a platform that allows website owners, bloggers, and content creators to earn money by displaying ads on their websites. Google places ads on your site, and you get paid when visitors click on them or view them.

## How Google AdSense Works?

- 1 Sign Up & Get Approved** – You apply for an AdSense account and, once approved, you receive an ad code to place on your website.
- 2 Google Displays Ads** – Google automatically shows relevant ads based on your website content and visitor behavior.
- 3 Users Click on Ads** – When visitors click on an ad, you earn money (CPC – Cost Per Click) or when they view an ad (CPM – Cost Per 1000 Impressions).
- 4 Earnings & Payments** – Google pays you monthly once you reach the minimum payout threshold

## Benefits of Google AdSense:

- ✓ **Easy to Use** – Google handles ad placement, so you don't need technical skills.
- ✓ **Earn Passive Income** – You make money just by allowing ads on your site.
- ✓ **Variety of Ad Formats** – Supports text ads, display ads, video ads, and more.
- ✓ **Works with Any Website** – Blogs, news sites, forums, and even YouTube channels can use AdSense.

# Google AdMob

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## What is Google AdMob?

Google AdMob is similar to AdSense but designed for mobile apps. It allows app developers to earn money by displaying ads inside their mobile apps.



## How Google AdMob Works?

- 1 Integrate AdMob into Your App** – Developers add the AdMob SDK (Software Development Kit) to their apps.
- 2 Google Shows Ads** – AdMob displays relevant ads inside the app, like banner ads, interstitial ads (full-screen), and rewarded ads (users get rewards for watching ads).
- 3 Users Interact with Ads** – When users click or view ads, the app owner earns revenue.
- 4 Get Paid** – Like AdSense, AdMob pays developers when earnings reach the payout threshold.

## Benefits of Google AdMob:

- ✓ **Monetize Mobile Apps** – Earn money from free apps through ads.
- ✓ **Multiple Ad Formats** – Banner ads, video ads, interstitial ads, and rewarded ads.
- ✓ **Ad Mediation** – Allows developers to show ads from different networks, maximizing revenue.
- ✓ **Works on Android & iOS** – Can be used for both platforms.

# Difference Between ADSense & AdMob

Feature	Google AdSense	Google AdMob
Best For	Websites & blogs	Mobile apps
Ad Formats	Text, display, video	Banner, interstitial, rewarded, native ads
Earnings	CPC (Cost Per Click) & CPM (Cost Per 1000 Impressions)	CPC, CPM, & ad mediation
Integration	Simple HTML/JavaScript code	Requires SDK integration in the app
Audience	Website visitors	Mobile app users

# Google Merchant Center

Google Merchant Center helps people to discover, explore and buy products from connected websites. With its family of features and deep reporting tools, it brings you different ways to get the right products to the right customers.



**Google Merchant Center**

# Google Merchant Center

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## Benefits

The Merchant Center account bring following benefits:

- it is a gateway to advertising your products with Google Shopping.
- It allows you to store essential product information needed to generate and serve your product ads to potential customers.
- Without Google Merchant Center (GMC), your products will not appear on Google Shopping.
- you cannot create Product Ads unless you add sufficient product information to your GMC account.

If you sell products directly to consumers, Google Merchant Center is one of the tools you need. It should be an integral part of your overall digital marketing strategy.

# How Google Merchant Center Work?

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## Sign Up for Google Merchant Center

- You can Sign Up for Google Merchant Center account Using your gmail account.
- On sign up you need to provide your business details as follow

Name of your business, Address of your business, Valid phone number for your business,

# How Google Merchant Center Work?

---

## Sign Up for Google Merchant Center

Where can customer see your products:

- **On your website:** Customers see your product listing on Google and go to your website to buy.
- **On Google:** Customers see your product listing on Google and buy without leaving Google. They can still check out on your website even if checkout on Google is available for your product listings.(This service is not available in all countries)
- **At your local shop :** Customers see your product listing on Google and visit your local shop to buy.

# How Google Merchant Center Work?

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## Add Products in Google Merchant Center

The 'Products' page allows you to manage your feeds, review their quality and view a detailed list of all of your products in one place.

**Feeds:** Create and upload feeds. The 'Feeds' page provides access to various feed and inventory management tools, including feed rules and downloadable error reports.



**TOPS TECHNOLOGIES**  
Training | Outsourcing | Placement | Study Abroad

# Module —5

# [Social Media Marketing]

## Topic List

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Video Marketing

Email Marketing

Social Media Sites

Affiliate Marketing/Content

Marketing

Mobile Marketing



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# Video Marketing

# YouTube Marketing

## What is YouTube Marketing?

YouTube Marketing is the process of using videos to promote a brand, product, or service on YouTube, the world's second-largest search engine. It helps businesses reach a wider audience, increase engagement, and boost sales through video content.



# Youtube Marketing

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## Why is YouTube Marketing Important?

- **Huge Audience** – Over 2.5 billion people use YouTube monthly.
- **Better Engagement** – Videos get more attention than text or images.
- **Boosts SEO** – YouTube videos rank on Google search results.
- **Increases Conversions** – Videos help explain products/services better.

# Youtube Marketing

## Introduction to YouTube Marketing

Chaliye Shuru Karte hai.....🔥

# Youtube Marketing

Why do brands need to be present on YouTube?



# Obviously money but..

## 6 facts about YouTube

Why should you focus on YouTube anyway? Here are six insights to think about before reading on.

**2nd**

YouTube is the second largest website in the world after Google.

Source: Alexa top 50 global sites

**2nd**

YouTube is the second largest search engine after Google.

Source: YouTube, 2021

**#1**

YouTube is the most visible domain within Google Search. 26% of search results display a YouTube video.

Source: Milestone Internet, 2020

**#1**

YouTube is the most shared domain on Facebook and Twitter.

Source: BuzzSumo, 2021

**90%**

90% of people say that they discover new brands or products on YouTube.

Source: Ipsos, 2018

**55%**

55% of people search for a product on Google then use YouTube to learn more about it before making a purchase.

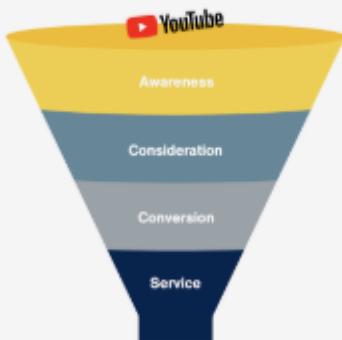
Source: Thinkwithgoogle, 2019

# YouTube Marketing

## Where YouTube falls in the funnel?

### Marketing Funnel

Below you can see YouTube's role in all phases of the marketing funnel. From discovery of new brands to the purchasing of products displayed in live streams, YouTube plays a role in each phase of the funnel. In the next chapter, we'll take you through how you can now use this YouTube knowledge effectively for your brand.



### Awareness

YouTube plays a crucial role in the discovery of new brands and products. 90% of users say that they have discovered new brands and products on YouTube. By actively using YouTube, you increase your brand's chances of being discovered by your target audience.

### Consideration

More than half of shoppers say that online videos have helped to decide which specific brand or product to buy. Therefore video plays an increasingly larger role in the consideration phase. This is a great opportunity to convince your target audience of your brand.

### Conversion

More than 40% of shoppers worldwide say that they have purchased products they discovered on YouTube. Additionally YouTube offers even more opportunities to generate leads and conversions with YouTube ads. As a result, it also plays an increasingly important role in the conversion phase of the funnel, close to the purchase. Finally, with the announced integration of e-commerce in videos and live streams, it is also becoming easier to purchase featured products.

### Service

One of the most important reasons to use YouTube is to find answers and instructions. Proactively using YouTube to answer these questions can lead to significant cost reduction and increased customer satisfaction.

Sources: Think with Google, YouTube Brand Discovery Data & Search Engine Journal, YouTube Shopping Influence 2018

# You tube Marketing



What is common between these 3 brands?

# Youtube Marketing



 PHYSICSWALLAH

Subscribers base – 11M+



Subscribers base – 16M+



Subscribers base – 6M+

# Youtube Marketing

## Differences between YouTube & Instagram

- Long Form VS Short Form Content
  - High Efforts = Higher Results
- Informed Audience – Higher Chances of Conversion
- Monetization
- Consumed with high interest & attention

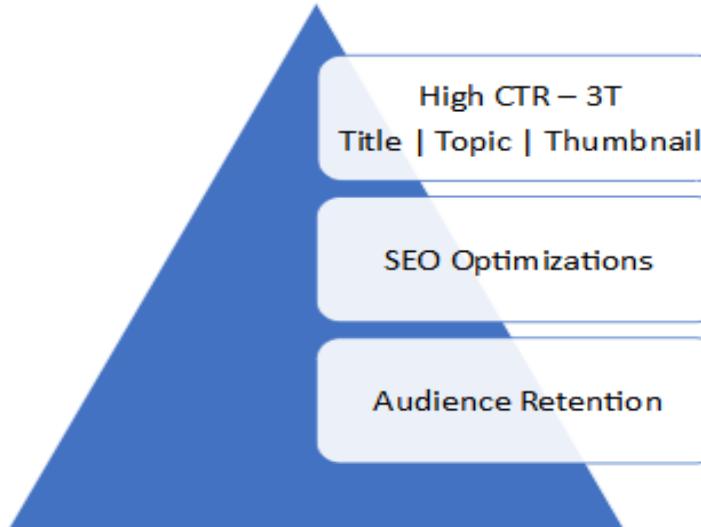
# Youtube Marketing

## How to look at YouTube or any SMP

- Reverse Mechanism Theory
  - What YouTube wants from creators/channels?
  - What Audience on YouTube wants from your video?
  - How do we serve exactly what YouTube & Audience's wants?

# Youtube Marketing

3 strong pillars to build any channel YouTube



# Youtube Marketing

## How to come up with ideas for YouTube

- Obvious once

- YouTube Auto Suggest (Incognito Mode)
- YouTube Studios (New)
- Tools – vidIQ, Tube-buddy, Keyword planner, Google Trends
- Google People ask for
- Competitors & Creators channels
- Social Listening
- Quora, Reddit

- Uncommon once

- Look Around – Watch your thoughts (like literally)
- Curiosity feeders
- Anything Extravagant
- Knowledge, Reviews, Entertainment

# Youtube Marketing

## Title – The Attention Holder

- SEO Friendly
- Inviting & Intriguing
- Avoid obvious click-baits
- Add Emotive Words in Title – like?

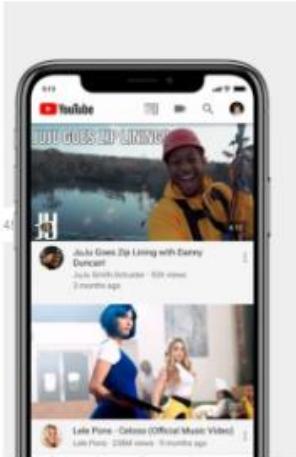
# Youtube Marketing

## Titles hacks that converts views

- How to increase bank balance, save money? 8 Financial advice tips in Hindi
- How to GROW your DEAD CHANNEL- in 2 Steps Only
- Strategy Which Got Me 99.91 Percentile In CAT, Ft. Ananta Chhajer, IIM Ahmedabad
- 7 Amazing Makeup Products in India that are Actually Natural
- The Harsh Reality Of Being An IAS Officer - Anil Swarup, CEO State Devt.
- How to Study MORE in LESS TIME
- 5 Easy Steps To Speak In ENGLISH Fluently And Confidently | English Speaking Tricks
- I TRIED THIS FOR A WEEK for CLEAR & GLOWING SKIN

# Youtube Marketing

## Thumbnail – ARE Rule



### The A-R-E rule

Follow this rule to create great thumbnails:

If you want to design the 'perfect' thumbnail, it has to meet these three criteria:

**Attractive:** your thumbnails draw the attention of our audience. It has to stand out from the crowd.

**Relevant:** your thumbnails accurately portray the content in the video. Don't try to trick people with great thumbnails which don't represent your content. This is clickbait and is punished by users and the algorithm. Deliver on the promise.

**Engaging:** Your thumbnails need to trigger an emotional response to the viewer. High-performing thumbnails almost always have a (strong) emotional response.

And never stop testing and optimizing your thumbnails.

# Youtube Marketing

## Thumbnail – What Makes them Winning?



Diabetes Symptoms |  
Diabetes Mellitus | Type 2...



How to Fix "Low Back" Pain  
(INSTANTLY!)



MY HONEST IITJEE STORY ft.  
PhysicsWallah| 26/360 to...



How I Cleared My Hormonal  
Acne & Scarring In \$35 |...

# Youtube Marketing

## Best practice for Thumbnail

- Story



# Youtube Marketing

## Best practice for Thumbnail

- Story
- Attention



# Youtube Marketing

## Best practice for Thumbnail

- Story
- Attention
- Evokes curiosity



# Youtube Marketing

## Best practice for Thumbnail

- Story
- Attention
- Evokes curiosity
- Results / Reference

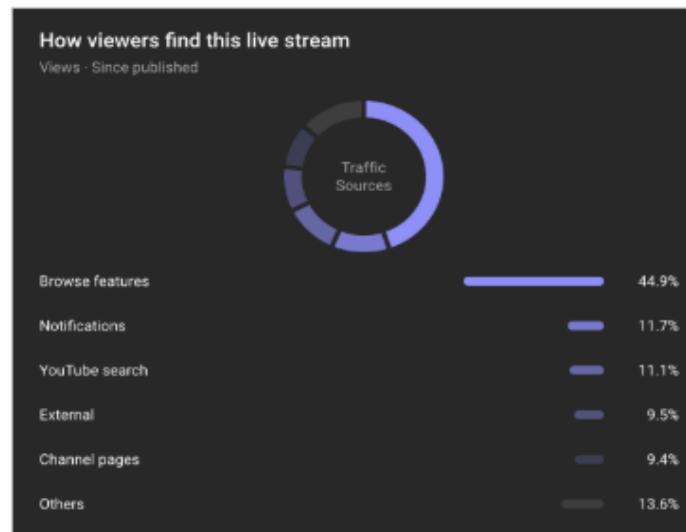


Don't Invest in Property  
before checking 10...

# Youtube Marketing

## 6 factor important to study algorithm

- YouTube Search
- Suggested Videos
- Browse Features
- Notification
- Channel Page
- External



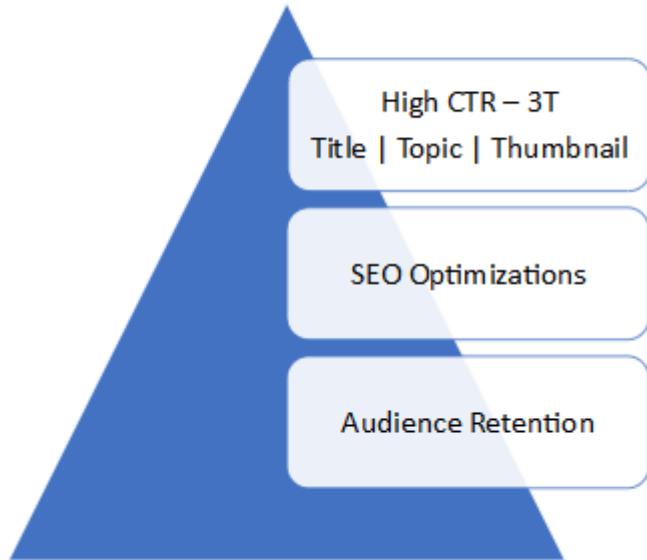
# SEO

- Title
- Description
- Tags
- #tags
- Settings

Not making it anymore boring try SEO of a video LIVE, NOW!

Can't make them move  
without a good Engine





The 3<sup>rd</sup> Pillar

## How to Improve Audience Retention -

- Use A Compiling Hook - Put What Viewers Care about upfront
- Talk Fast and with energy
- Vary The Visuals
- Use Drama & Conflict
- Have a Climactic Moment
- Build Audience Loyalty

## Metrics to chase

Metrics to chase for a video

- CTR
- Average View Duration

Metric to chase for a Channel as a whole

- Impressions
- Views to Subscribers
- Returning Viewers
- Interactions

# Hacks to improve Subscribers

- Collaborations – Sandeep & Warikoo
- 
- Creative CTA – (<https://www.youtube.com/watch?v=cTx0k9AI0OQ>)
- 
- Code - ?sub\_confirmation=1
- 
- Purpose – Give them a reason to do that

# Video Marketing

---

## YouTube Keyword Research

- Keyword research for YouTube is similar to Google keyword research
- It can not only help to understand what keywords to use in your videos content and description, but also which videos to create.

*Tool :*

**ubersuggest.com**

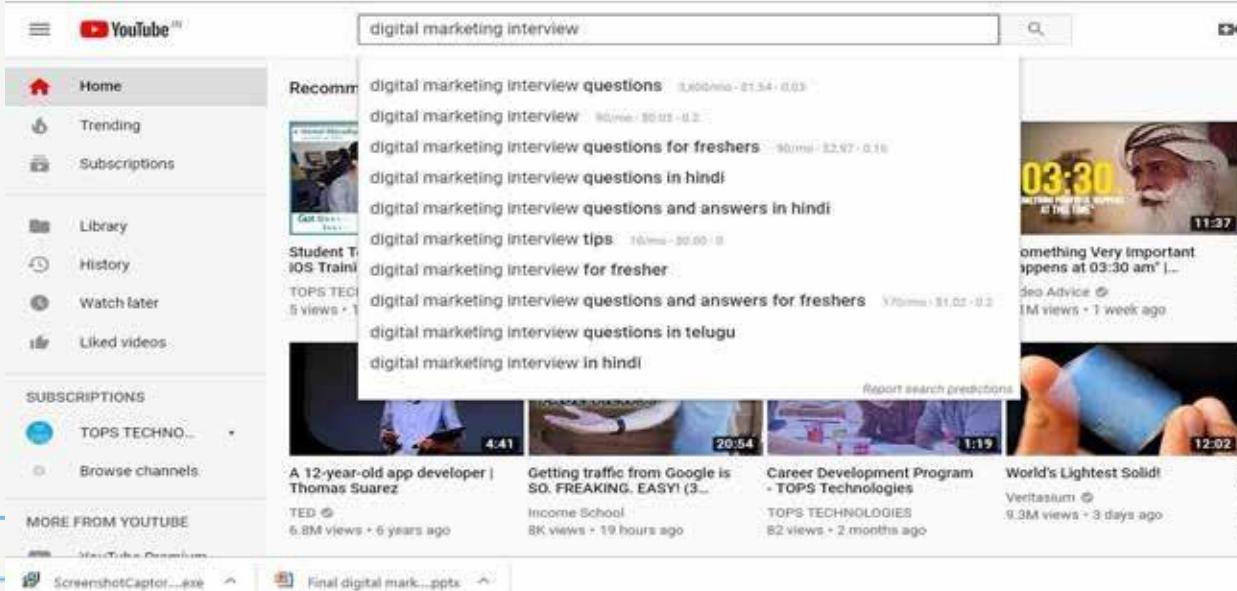
**Google trends**

**YouTube Channel Analytics Research**

# Video Marketing

## YouTube Keyword Research

- you will be able to use the autocomplete when you enter a keyword YouTube will provide you suggestions.



The screenshot shows the YouTube search interface with the query "digital marketing interview" entered into the search bar. The left sidebar includes links for Home, Trending, Subscriptions, Library, History, Watch later, Liked videos, Subscriptions (TOPS TECHNOLOGIES), and More from YouTube. Below the search bar, a dropdown menu displays search predictions: "digital marketing interview questions", "digital marketing interview", "digital marketing interview questions for fresher", "digital marketing interview questions in hindi", "digital marketing interview questions and answers in hindi", "digital marketing interview tips", "digital marketing interview for fresher", "digital marketing interview questions and answers for fresher", "digital marketing interview questions in telugu", and "digital marketing interview in hindi". To the right of the predictions, several video thumbnails are shown, including one by TOPS TECHNOLOGIES titled "Something Very Important happens at 03:30 am"! [..]" and another titled "World's Lightest Solid! [..]". At the bottom of the page, there are sections for "Report search predictions" and "More from TOPS TECHNOLOGIES".

# Video Marketing

## YouTube Video Upload and Keyword Targeting

**Primary Keyword /  
Long Tail Keyword**

**Keywords**

Video Marketing on YouTube

Saved as private ! X

Details      Video elements      Checks      Visibility

**Details**      REUSE DETAILS

Title (required) ?  
Video Marketing on YouTube  
26/100

Description ?  
Tell viewers about your video (type @ to mention a channel)

Thumbnail

   Checking 4% ... 10 minutes left

**NEXT**

# Video Marketing

## YouTube Video Annotation/Cards and End Screen Settings

Video Marketing on YouTube

Saved as private ! X

Details ✓ Video elements ○ Checks ✓ Visibility ○

Add subtitles ADD  
Reach a broader audience by adding subtitles to your video

Add an end screen IMPORT FROM VIDEO ADD  
Promote related content at the end of your video

Add cards ADD  
Promote related content during your video

Checks complete. No issues found. BACK NEXT

# Video Marketing

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## *YouTube Creating Playlist*

- Creating a playlist enables you to keep your user from going somewhere else upon completion of the video.
- The playlist works exactly as the name suggests, it is a list of videos that should be played when the existing video gets over.
- So when your video gets over you are defining what video the user sees. So if you have a group of videos that you have added to your playlist you can keep your viewer engaged.

# Video Marketing

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## *Videos on Facebook*

- Please don't forget to share your videos on Facebook its as easy as just clicking on the share button and its done.



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# Email Marketing

# Email Marketing

Email marketing is one of the oldest and most popular digital marketing techniques.



# Email Marketing

## What is Email Marketing?

Email marketing is a way for businesses to send messages directly to people's email inboxes to promote products, services, or updates. It helps companies connect with customers, increase sales, and build relationships.



# Email Marketing

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## Why is Email Marketing Important?

- **Direct Communication** – Emails go straight to your customers.
- **Cost-Effective** – Cheaper than other types of marketing.
- **High ROI (Return on Investment)** – Generates good results with low investment.
- **Increases Customer Engagement** – Keeps your audience informed and connected.
- **Personalized Marketing** – Send targeted emails based on customer interests.

# Email Marketing

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## Types of Email Marketing:-

- ➡ **Promotional Emails** – Offers, discounts, and new product announcements.
- ➡ **Welcome Emails** – Sent to new subscribers to introduce your brand.
- ➡ **Newsletter Emails** – Regular updates, industry news, and useful content.
- ➡ **Transactional Emails** – Order confirmations, invoices, and shipping details.
- ➡ **Re-engagement Emails** – Reminders or special offers to inactive customers.

# Email Marketing

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## How to Do Email Marketing?

- **Build an Email List** – Collect emails from website visitors, social media, or events.
- **Choose an Email Marketing Tool** – Use platforms like Mailchimp, HubSpot, or ConvertKit.
- **Create Engaging Content** – Write clear, valuable, and attractive emails.

# Email Marketing

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- **Segment Your Audience** – Send different emails based on customer preferences.
- **Use Catchy Subject Lines** – Grab attention to increase email opens.
- **Add a Call-to-Action (CTA)** – Encourage readers to buy, sign up, or learn more.
- **Test & Improve** – Track open rates, clicks, and conversions to improve emails.

# Email Marketing

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## Best Practices for Email Marketing:-

- Keep emails short and to the point.
- Personalize emails with the recipient's name.
- Use eye-catching images and buttons.
- Send emails at the right time (e.g., mornings or lunch breaks).
- Avoid spammy words like “**FREE!!!**” or “**Hurry! Limited Offer**”.

# Email Marketing

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## Email Marketing Plan :-

An Email Marketing Plan helps businesses reach customers, promote products, and grow sales through emails. Follow these simple steps to create a successful plan.

## Types Of Email Marketing Plan:-

1. Set Clear Goals
2. Build Your Email List
3. Segment Your Audience
4. Choose an Email Marketing Tool
5. Create Engaging Email
6. Track & Improve Performance
7. Automate & Optimize

# Email Marketing

---

## 1. Set Clear Goals

Decide what you want to achieve with email marketing:

- Increase sales
- Get more website visitors
- Build customer relationships
- Promote a new product or service

# Email Marketing

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## 2. Build Your Email List

Collect emails from interested customers using:

- Signup forms on your website
- Social media promotions
- Free offers (discounts, eBooks, guides)
- Events and webinars

# Email Marketing

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## 3. Segment Your Audience :-

Not all customers are the same. Send different emails to different groups based on:

- New vs. Existing Customers (Welcome emails vs. special offers)
- Interests & Behavior (Product recommendations)
- Location & Age Group (Personalized messages)

# Email Marketing

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## 4. Choose an Email Marketing Tool

Use email platforms like:

- Mailchimp** – Beginner-friendly
- Constant Contact** – Good for small businesses
- HubSpot** – Advanced features for large businesses
- ConvertKit** – Great for bloggers & creators

# Email Marketing

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## 5. Create Engaging Emails:-

Your emails should be clear, valuable, and interesting.

Email Structure:

- Catchy Subject Line (Grab attention in 5-7 words)
- Personalized Greeting ("Hi [Name],")
- Valuable Content (Short and to the point)
- Call-to-Action (CTA) ("Shop Now," "Learn More")
- Professional Design (Use images, buttons, and clear formatting)

# Email Marketing

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## 6. Track & Improve Performance:-

Use email analytics to measure:

- 📌 **Open Rate** – How many people opened your email?
- 📌 **Click-Through Rate (CTR)** – How many clicked a link inside?
- 📌 **Conversion Rate** – How many took action (bought a product, signed up)?
- 📌 **Unsubscribe Rate** – How many left your email list?

# Email Marketing

---

## 7. Automate & Optimize:-

Save time by setting up automated emails:

- Welcome Emails** – Sent automatically when someone subscribes
- Abandoned Cart Emails** – Remind users to complete purchases
- Birthday or Anniversary Emails** – Personal touches to boost engagement
- Re-engagement Emails** – Encourage inactive users to return

# Email Marketing

---

## *Creating Email*

- From
- Subject
- To
- Unsubscribe Link
- Reminder of when and How they subscribed to the list

# Email Marketing

## Common Mistakes in Email Marketing

- Absolute Paths
- Design
- Old Lists
- Long emails.
- All Caps in Subject or the main heading
- Bright fonts and colors in the email body
- A lot of exclamation points
- Don't use the word Free, Click Here now
- Sending an email without checking how it will look in major email services like Gmail, yahoo Hotmail

# Email Marketing

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## *Spam Filters*

- The email service providers have certain criteria's through which they define whether the email the customer has just received is a valid email or spam.
- Google has gone 1step further of adding tabs for regular email, promotional emails and then spam. If it is an email from a verified email source but is promotional in nature it will go to the promotional folder.

# Email Marketing

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## *Email Performance*

Things need to check while performing Email Marketing

- Open Rates
- Click Rates
- Unsubscribe Rates
- Bounce back



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# Social Media Marketing

# Social Media

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- Social media is the mechanism for people to communicate with each other and companies, share opinions, reviews, likes, dislikes, pictures, videos and much more with a large pool of friends and associates.



# Social Media

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## List of Available Social Media Platforms

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest

# Social Media

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- Social Media strategy should be part of the larger Marketing and Digital marketing strategy – Either one by itself can't work as effectively as both working together.
- The biggest puzzle in the success of the Social media marketing puzzle is getting as many people to engage with your properties.
- You might be sending the best messages and communication but if the number of people who see it is small then the effect is minimal.

# Social Media

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- You will need to create a large pool for fans and likes to your pages so that every time you communicate through social media it creates a large impact.
- If a few of your fans become your advocates and start promoting your messages to a larger audience you will see a huge increase in your brand awareness.

# Social Media

## *Types of Content on Social Media*

Entertainment	Education	Inspiration	Conversation	Promotion
Viral Videos	Informative Blog Path	Quotes	Question Answer	Product Details
Jokes	Tips & Tricks	Facts	Caption this Photo	Product Review
Memes	Case Studies	Personal Stories of Success	Polls	Discount Coupons
Comics	Live Video Training			Service Details
Contest				Product Video

# Social Media Marketing

## Essential Elements of Social Media Marketing Strategy

### 1 Identify Business Goals

- Every piece of your social media strategy serves the goals you set. You simply can't move forward without knowing what you're working toward.
- Look closely at your company's overall needs and decide how you want to use social media to contribute to reaching them.

### 2. Set Marketing Objectives

- You can determine your objectives with the S-M-A-R-T approach: Make your objectives specific, measurable, achievable, relevant and time-bound.

# Social Media Marketing

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## Essential Elements of Social Media Marketing Strategy

### 3. Identify Ideal Customers

- When you know your target audience's age, occupation, income, interests, pains, problems, obstacles, habits, likes, dislikes, motivations and objections, then it's easier and cheaper to target them on social or any other media.

# Social Media Marketing

## Essential Elements of Social Media Marketing Strategy

### 4. Research Competition

- Researching your competition not only keeps you apprised of their activity, it gives you an idea of what's working so you can integrate those successful tactics into your own efforts.
- Also pay attention to the type of content they're posting and its context (promotional, etc.) and how they're responding to their fans.

# Social Media Marketing

## Essential Elements of Social Media Marketing Strategy

### 5. Choose Channels and Tactics

- Many businesses create accounts on every popular social network without researching which platform will bring the most return.
- If your prospects or customers tell you they spend 40% of their online time on Facebook and 20% on Twitter, you know which primary and secondary social networks you should focus on.

### 6. Create a Content Strategy

- There are three main components to any successful social media content strategy: type of content, time of posting and frequency of posting.

# Social Media Marketing

## *Essential Elements of Social Media Marketing Strategy*

### 7. Allocate Budget and Resources

- Establish a strategy first, and then determine the budget that fits that strategy.

### 8. Assign Roles

- Knowing who's responsible for what increases productivity and avoids confusion and overlapping efforts.

# Social Media Marketing

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## Social Media Marketing Tools: Hootsuite & Buffer:-

If you want to manage your social media accounts easily, Hootsuite and Buffer are great tools that help you schedule posts, track performance, and engage with your audience—all from one place.

# Social Media Marketing

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## Hootsuite:-

- **Schedule Posts** – Plan and publish content across multiple platforms like Facebook, Instagram, Twitter, and LinkedIn.
- **Monitor Activity** – Track comments, messages, and mentions in one dashboard.
- **Analyze Performance** – Get insights into likes, shares, and audience engagement.
- **Team Collaboration** – Work with your team to manage social media efficiently.

# Social Media Marketing

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**Buffer:-**

- **Easy Scheduling** – Schedule posts in advance for different social media platforms.
- **Content Planning** – Organize and plan your posts with a simple calendar view.
- **Analytics & Reports** – Measure the success of your posts and improve your strategy.
- **User-Friendly** – Simple and easy-to-use interface, great for beginners.

# Social Media Marketing

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## *Facebook Marketing*

- With about one billion daily active users on Facebook, this social media platform remains a treasure house for businesses and brands.
- Facebook can also be used to advertise and promote your products and services to a large audience.
- It is the social-media platform of choice for the majority of marketers.

# Social Media Marketing

## Facebook Marketing :-

Facebook Marketing is using Facebook to promote your business, products, or services. It includes creating a business page, posting content, running ads, and engaging with followers to build brand awareness and generate sales.



# Social Media Marketing

---

## What is Facebook Marketing?

Facebook Marketing includes all the ways businesses can use Facebook to connect with their audience. This includes:

- Creating a Facebook Business Page
- Posting engaging content (images, videos, articles, etc.)
- Running Facebook Ads
- Using Facebook Groups and Events
- Engaging with followers through comments and messages

# Social Media Marketing

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## Facebook Page Best Practices:

A Facebook Business Page is like your brand's digital home on Facebook.

Here's how to make it effective:

- **Complete Your Profile** – Add a profile picture, cover photo, business details, and a call-to-action button.
- **Post Consistently** – Share useful, engaging, and visually appealing content.
- **Use Facebook Stories & Reels** – Short, interactive content gets more attention.
- **Engage with Your Audience** – Reply to comments and messages quickly.
- **Leverage Facebook Insights** – Track performance and adjust your strategy

# Social Media Marketing

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## KPIs to Measure Success:

Key Performance Indicators (KPIs) help track if your Facebook marketing is working. Important KPIs include:

- **Reach & Impressions** – How many people saw your content?
- **Engagement Rate** – Likes, comments, shares, and reactions.
- **Click-Through Rate (CTR)** – Percentage of people who clicked on your link.
- **Conversion Rate** – How many people completed the desired action (buying, signing up, etc.)?
- **Return on Ad Spend (ROAS)** – Revenue generated from Facebook ads compared to the money spent.

# Social Media Marketing

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## Facebook Insights:

Facebook Insights is a free analytics tool that shows how well your page and posts are performing. You can track:

-  **Post Performance** – Which posts get the most likes, comments, and shares?
-  **Audience Demographics** – Who is engaging with your content? (age, gender, location)
-  **Best Posting Times** – When your followers are most active.

# Social Media Marketing

---

## Facebook Business Manager:

Facebook Business Manager is a tool that helps businesses manage their Facebook Pages, ad accounts, and team members in one place. It allows:

- ◆ Managing multiple Facebook pages and ad accounts
- ◆ Assigning roles to different team members
- ◆ Tracking ad performance and insights

# Social Media Marketing

---

## How Does Facebook Advertising Work?

Facebook Ads allow businesses to promote their products to a highly targeted audience. The process works like this:

- **Create a Facebook Ad Account** – Set up your Business Manager.
- **Choose an Ad Objective** – Decide what you want (more website visits, sales, brand awareness, etc.).
- **Define Your Target Audience** – Select who should see your ad based on location, age, interests, and behavior.

# Social Media Marketing

---

- **Set Your Budget & Schedule** – Decide how much to spend and when the ad should run.
- **Create the Ad** – Use images, videos, or carousels with engaging text.
- **Launch & Monitor** – Track performance and adjust as needed.

# Facebook Ads Manager

Campaigns 433600976363507 (433600...)

100 Opportunity score

Updated just now

Discard drafts Review and

All ads Actions Had delivery Active ads See more Create a view

Search by name, ID or metrics

Campaigns Ad sets Ads This month: Feb 1, 2025 – Feb 28, 2025

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Charts

Off / On	Campaign	Delivery ↑	Actions	Bid strategy	Budget	Attribution setting	Re
<input checked="" type="checkbox"/>	Leads Campaign_Dame Essentials_4jan	<input checked="" type="radio"/> In draft		Using ad set bid ...	Using ad set bud...	—	
<input checked="" type="checkbox"/>	Traffic	<input checked="" type="radio"/> In draft		Using ad set bid ...	Using ad set bud...	—	
<input checked="" type="checkbox"/>	Engagement Campaign_Dame essentials_4jan	<input checked="" type="radio"/> In draft		Highest volume	₹1,000,000.00 Lifetime	—	
<input checked="" type="checkbox"/>	Awareness Campaign_DameEssential_3 jan	<input checked="" type="radio"/> In draft		Using ad set bid ...	Using ad set bud...	—	
<input checked="" type="checkbox"/>	New Awareness Campaign	<input checked="" type="radio"/> In draft		Using ad set bid ...	Using ad set bud...	—	
<input checked="" type="checkbox"/>	New Awareness Campaign	<input checked="" type="radio"/> In draft		Using ad set bid ...	Using ad set bud...	—	

# Social Media Marketing

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## **Facebook Ad Campaign Objectives:**

When running a Facebook Ad, you must select an objective based on your business goal:

- **Awareness** – Increase brand recognition.
- **Consideration** – Get people to visit your website, watch a video, or engage with a post.
- **Conversions** – Drive sales, sign-ups, or app downloads.

# Social Media Marketing

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## Facebook Ad Targeting:

Facebook lets you target ads very precisely, so they reach the right people. You can target based on:

- ◆ **Demographics** – Age, gender, job, education level
- ◆ **Interests** – Hobbies, favorite brands, likes & follows
- ◆ **Behavior** – Shopping habits, device usage
- ◆ **Location** – City, country, or even a specific area
- ◆ **Custom Audiences** – Target people who have already interacted with your business
- ◆ **Lookalike Audiences** – Find new people similar to your existing customers

# Social Media Marketing

## *Benefits of Facebook Marketing*

- Popularity
- Larger Demographics
- Fast Growing
- User spend more Time
- Highly Scalable Content Promotion
- Highly Targeted Facebook Ads
- Incredibly Powerful Remarketing

# Social Media Marketing

---

## Facebook Page

- Facebook fan pages are an effective way for businesses, brands, artists and personalities to establish a significant Web presence on the world's largest social networking site.
- This is your company or business' official presence on the world's largest social networking site, so effective promotion is critical.
- Use your Facebook fan page to engage with customers, followers or fans of the product, service, artist or other type of business you're promoting.

# Social Media Marketing

*Facebook Page TOPS Technologies*



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**(TOPS Technologies PHP Java**  
**Python Training)**

@TOPSCRD - ★ 5.69 reviews - Computer training school

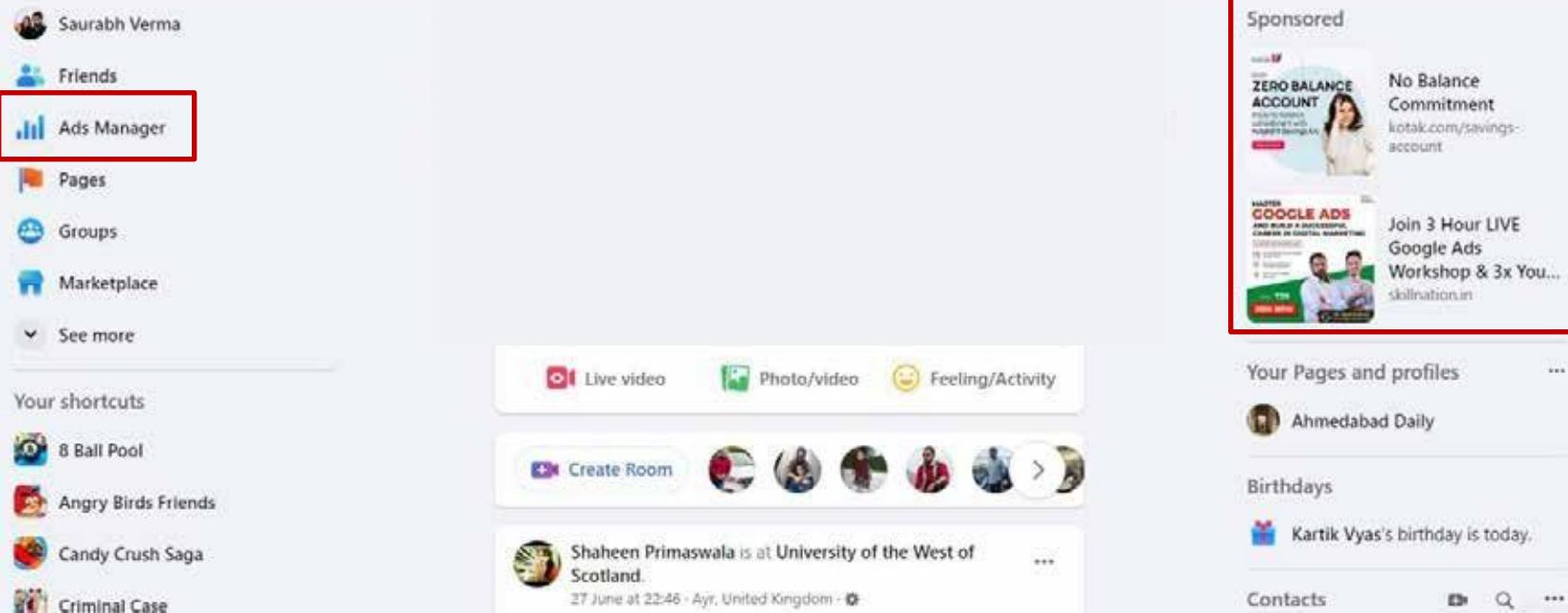
[Call Now](#)

Home    Reviews    Videos    Photos    More ▾

Like    Search    ...

# Social Media Marketing

## *Facebook Sponsored Advertisement*



The screenshot shows a Facebook interface. On the left, there's a sidebar with user profile links (Saurabh Verma, Friends, Ads Manager, Pages, Groups, Marketplace) and a 'See more' button. Below that is a 'Your shortcuts' section with game icons for 8 Ball Pool, Angry Birds Friends, Candy Crush Saga, and Criminal Case. The main content area features a sponsored ad for Kotak Bank's zero balance account, followed by a Google Ads workshop announcement. At the bottom, there are sections for 'Your Pages and profiles', 'Birthdays', and 'Contacts'.

Saurabh Verma

Friends

**Ads Manager**

Pages

Groups

Marketplace

See more

Your shortcuts

8 Ball Pool

Angry Birds Friends

Candy Crush Saga

Criminal Case

Live video Photo/video Feeling/Activity

Create Room

Shaheen Primaswala is at University of the West of Scotland.  
27 June at 22:46 · Ayr, United Kingdom · [View on Map](#)

**Sponsored**

**ZERO BALANCE ACCOUNT**  
No Balance Commitment  
[kotak.com/savings-account](http://kotak.com/savings-account)

**MASTER GOOGLE ADS**  
Join 3 Hour LIVE Google Ads Workshop & 3x You...  
[skillnation.in](http://skillnation.in)

Your Pages and profiles

Ahmedabad Daily

Birthdays

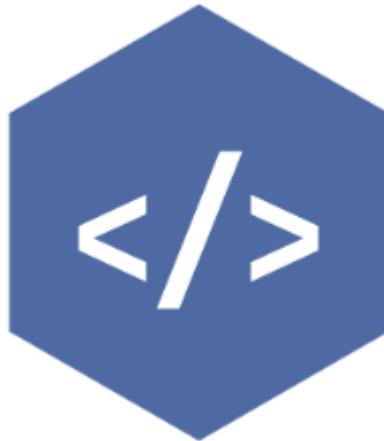
Kartik Vyas's birthday is today.

Contacts

# Facebook Pixel

## What is Facebook Pixel?

Facebook Pixel is a tool that helps you track and understand what people do on your website after they see or click on your Facebook ad. It collects data so you can improve your ads and target the right audience.



# Facebook Pixel

---

## How Does It Work?

- **Add the Pixel to Your Website** – You place a small piece of code on your site.
- **Track User Activity** – It records actions like page visits, purchases, and sign-ups.
- **Improve Ad Targeting** – You can show ads to people who are interested in your products.
- **Retarget Visitors** – Remind people to come back if they didn't complete a purchase.
- **Measure Ad Performance** – See how well your ads are working and make improvements.

# Facebook Pixel

---

## Why is Facebook Pixel Important?

- Helps you reach the right people.
- Increases sales by targeting interested users.
- Reduces ad costs by focusing on valuable customers.
- Provides insights to improve your marketing strategy.

# Facebook Catalog

## What is Facebook Catalog?

A catalogue is a container that holds information about all the items you want to advertise or sell on Facebook and Instagram. You can use your catalogue with different types of ads and sales channels to promote your items, including Meta Advantage+ catalogue ads, Shops on Facebook and Instagram, and more.



# Facebook Catalog

---

## How to Create Catalogue?

Create a **Facebook Page** for your business if you don't have one yet.

Create a **Business Manager account** so you can assign your catalogue to your business.

**Make sure that you're a business admin.**

# Facebook Catalog

## How to Create Catalogue?

To create a new catalogue:

- Go to Commerce Manager.
- Start creating your catalogue:
  - If this will be your first catalogue, click **Get Started**.
  - Select **Create a catalogue** and then click **Get Started**.
  - If you already have at least one catalogue, you'll see all of your catalogues listed.  
Select **+ Add Catalogue** to create a new one.
- Select the type of inventory you advertise or sell, then click **Next**.
- E-commerce (products) only: Choose how you want to add items to your catalogue:
- Select **Upload product info** if you plan to add items yourself in Commerce Manager.

# Facebook Catalog

## How to Create Catalogue?

- Select the ***Business Manager account*** that your catalogue belongs to. This unlocks more ways to use your catalogue than selecting a personal account and enables you to assign other people permission to work on the catalogue. To select a Business Manager account, you must be a business admin.
- Enter a name for your catalogue.
- Click **Create**.
- You've created a new catalogue.
- Now you can add your items.

# Facebook Catalog

## How to Add items in Commerce Manager?

There are three main ways to add items to your catalogue in Commerce Manager

**Manual:** Add items using a manual form in Commerce Manager.

**Data feed:** Upload a spreadsheet or XML file to add items in bulk. You can upload a file once or set up scheduled uploads to happen on a regular basis.

**Meta pixel:** Import and update items automatically from your website using a pixel. This method is more complex to set up. You may need help from a developer to install microdata tags on your website.

# Facebook Catalog

## Method Comparisons

	Manual	Data feed	Pixel
Inventory size	Small and doesn't change often	Medium to large or changes often	Medium to large or changes often
Inventory type	All inventory types except property listings	All inventory types	Products only
What you need	Item details and images	<ul style="list-style-type: none"><li>• Data feed file with correct specifications</li><li>• File hosting site (optional)</li></ul>	<ul style="list-style-type: none"><li>• Pixel installed</li><li>• Microdata tags on product pages</li><li>• Recent website activity</li></ul>

# Facebook Catalog

## Method Comparisons

	Manual	Data feed	Pixel
Effort to set up	Low	Medium	High
Effort to manage	High: Update items manually	Medium: Update data feed file as needed	Low: Pixel updates products automatically
Recommended if	Your inventory is small and doesn't change often	<ul style="list-style-type: none"><li>• Your inventory is large or changes often</li><li>• You want to set up scheduled uploads hourly, daily or weekly</li></ul>	<ul style="list-style-type: none"><li>• Your inventory is large or changes often</li><li>• You already have a pixel installed</li></ul>

# Facebook Catalog

---

## Creating Sets

A set (also known as a product set or collection), is a sub-group of items within your catalogue. You can create sets and use them to showcase items from your catalogue in **Meta Advantage+ catalogue ads, carousel and collection ads**: Select a product set when you create an ad in Meta Ads Manager to control which items from your catalogue will appear in the ad. Sets for collection ads must contain four or more items. Sets for carousel ads must contain two or more items.

**Shops on Facebook and Instagram:** Create collections and feature them in your shop on Facebook or Instagram. A collection must contain two or more items.

All catalogues already contain a default set called "All products" that contains all of the items in the catalogue, but you can create as many more sets as you want. Note that the default set can't be edited.

# Content Marketing

---

## What is Content Marketing?

Content marketing is a strategy where businesses create and share valuable, relevant, and engaging content to attract and retain their target audience. Instead of directly selling, it focuses on educating, entertaining, or solving problems to build trust and relationships.



# Content Marketing

---

## Why is Content Marketing Important?

- Increases brand awareness** – Helps more people discover your business.
- Builds trust and credibility** – Provides useful information to your audience.
- Drives website traffic** – Engaging content attracts more visitors.
- Generates leads and sales** – Converts readers into customers.

# Content Marketing

---

## Types of Content Marketing:-

- Blog Posts** – Improve SEO & provide valuable insights.
- Videos** – Engaging content for YouTube, Instagram, TikTok.
- Infographics** – Simplify complex info with visuals.
- Social Media Posts** – Quick, engaging updates on various platforms.
- E-books & Guides** – In-depth educational resources.
- Podcasts** – Audio content for insights & discussions.

# Content Marketing

---

## Successful Content Marketing Strategy:-

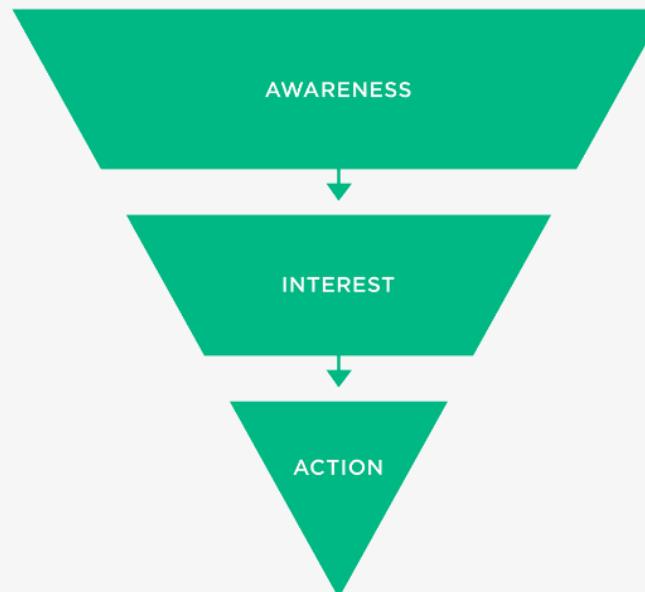
- Know Your Audience** – Understand their needs & interests.
- Create High-Quality Content** – Engaging, valuable, and clear.
- Use SEO** – Optimize with keywords for better reach.
- Promote Everywhere** – Share on social media, email, and websites.
- Track & Improve** – Analyze performance and refine strategy.

# Content Marketing

## Content Marketing Funnel:-

- A Content Marketing Funnel is the process of guiding potential customers from discovering your brand to taking action (buying or signing up).
- It has three main stages:

The Content Marketing Funnel



# Content Marketing

---

## 1. Awareness Stage (Attract):-

- Goal:** Make people aware of your brand and attract potential customers.
- Content Type:** Blog posts, social media posts, videos, infographics, SEO content

# Content Marketing

---

## 2. Interest Stage (Engage):-

- Goal:** Keep the audience engaged and build trust.
- Content Type:** E-books, newsletters, webinars, case studies, product guides

# Content Marketing

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## 3. Action Stage (Convert):-

- Goal:** Encourage the customer to take action (buy, sign up, or contact).
- Content Type:** Discount offers, testimonials, product demos, free trials

# Content Calender

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## What is a Content Calendar?

A content calendar is a schedule that helps you plan, organize, and manage your content for social media, blogs, emails, and marketing campaigns. It helps you stay consistent and saves time.

# Content Calender

O O O

Date	Platform	Post Time	Content Type	Title/Topic	Assigned To	Status	Hashtags	Notes
2024-09-01	Instagram	10:00 AM	Image	Fall Fashion Launch	Winnie Lee	Scheduled	#FashionFall, #NewArrivals	Carousel post of new collection
2024-09-02	Twitter	2:00 PM	Text/ Link	Blog Post: Best Business Books	George Towers	To Post	#Bestsellers, #Businessbook #BookLovers	Link to full article on website
2024-09-03	Facebook	5:00 PM	Video	Live Q&A with Nutritionist	David White	Preparing	#HealthTips, #Smoothie Time	Promote upcoming health webinar

# Content Calender

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## How to Create a Content Calendar (Step by Step)

### Step 1: Decide Your Goals :

- Do you want more followers, engagement, or sales?
- Set clear goals for your content strategy.

### Step 2: Choose Your Platforms:

- Decide where you will post (Instagram, Facebook, LinkedIn, YouTube, etc.).
- Focus on platforms where your audience is active.

# Content Calender

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## Step 3: Pick Content Types

- Will you post images, videos, blogs, or reels?
- Mix different types of content for variety.

## Step 4: Plan Posting Schedule

- Decide how often you will post (daily, weekly, or monthly).
- Find the best time to post based on audience activity.

# Content Calender

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## Step 5: Create a Calendar

- Use Google Sheets, Trello, Asana, or social media tools like Hootsuite or Buffer.
- Include the date, platform, post type, caption, hashtags, and goals for each post.

## Step 6: Design & Write Content

- Create images, videos, and captions in advance.
- Use tools like Canva, Photoshop, or Adobe Express for designs.

# Instagram Marketing

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## What is Instagram Marketing ?

Instagram is one of the most popular social media platforms, and businesses use it to promote their products or services. It helps brands connect with customers, increase sales, and grow their online presence.



# Instagram Marketing

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## 1. Instagram Marketing:-

Instagram marketing means using Instagram to promote a business, product, or service. Businesses use different strategies like posts, stories, reels, and ads to reach their audience.



### Key Strategies:

- **Posting Content** – Share high-quality photos, videos, and reels related to your business.
- **Stories & Highlights** – Use Instagram Stories to keep followers engaged.
- **Hashtags** – Use relevant hashtags (#) to increase reach.
- **Engagement** – Reply to comments, messages, and interact with followers.

# Instagram Marketing

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## 2. Influencer Marketing on Instagram:-

Influencer marketing is when brands collaborate with Instagram influencers (popular people with many followers) to promote their products.

### Why It Works:

- Influencers have a loyal audience.
- Their followers trust their recommendations.
- It helps businesses reach a wider audience quickly.

# Instagram Marketing

## Types of Influencers

Influencers are often named according to their audience size:

- Nano-influencers: 1,000-10,000 followers
- Micro-influencers: 10,000-50,000 followers
- Mid-tier influencers: 50,000-500,000 followers

# Instagram Marketing

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### 3. Instagram Analytics & Measurement

Analytics helps you track how well your Instagram marketing is working. It shows data on likes, comments, shares, and follower growth.

#### Important Metrics to Track:

- **Engagement Rate** – How many people like, comment, and share your posts.
- **Reach & Impressions** – How many people see your content.
- **Follower Growth** – How many new followers you gain.
- **Website Clicks** – How many users visit your website from Instagram.
-  **Use Instagram Insights (a free tool) to measure these results.**

# Instagram Marketing

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## 4. Instagram Ads

Instagram Ads allow businesses to promote their products to a larger audience. Ads appear as posts, reels, or stories.

### Types of Instagram Ads:

- **Photo Ads** – A single image with text.
- **Video Ads** – Short videos to showcase a product/service.
- **Carousel Ads** – Multiple images or videos in one post.
- **Story Ads** – Ads that appear in Instagram Stories.
- **Shopping Ads** – Ads that let users buy products directly.

# Instagram Marketing

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## Why Use Instagram Ads?

- Reach more people than organic posts.
- Target specific audiences based on interests, age, and location.
- Increase sales and brand awareness.



# Annotation

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## What is Annotation?

Annotation means adding extra information to a piece of content (like text, images, or videos) to explain it better. It helps users understand the content quickly.

## Examples of Annotations:

- Notes or comments added to a document or article.
- Highlights on a webpage to show important points.
- Captions or labels in a video explaining different parts.

# Linking

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## 2. What is Linking?

Linking connects webpages or content using hyperlinks, helping users navigate and find information easily.

### Types of Links:

- **Internal Links** – Connect pages within the same website.
- **External Links** – Direct users to a different website.
- **Anchor Links** – Jump to a specific section on the same page.

# Why Are Annotation and Linking Important?

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- Makes content more informative and easy to understand.
- Improves user experience by providing extra details.
- Helps websites rank better on search engines (SEO).
- Keeps users engaged by guiding them to more content.

# Playlist

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## What is a Playlist?

A playlist is a collection of songs, videos, or other media grouped together for easy access and playback. It helps organize content based on mood, theme, or preference.

## Where Playlists Are Used:

- **Music Apps (Spotify, Apple Music)** – Create playlists for workouts, relaxation, or parties.
- **Video Platforms (YouTube, Netflix)** – Organize favorite videos or series into a list.

# Twitter Marketing

## What is Twitter Marketing ?

Twitter (**now called X**) is a powerful platform for businesses to connect with their audience, share updates, and grow their brand. Twitter marketing refers to using Twitter for business promotion, customer engagement, and brand awareness.



# Twitter Marketing

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## 1. Twitter Marketing for Brand Awareness:-

Twitter is great for increasing brand awareness because of its real-time nature and ability to reach a large audience quickly. Businesses use Twitter to:

- Share valuable content** – Tweets, images, videos, and links to blogs or websites.
- Engage with customers** – Reply to tweets, retweet (share) relevant posts, and participate in trending conversations.

# Twitter Marketing

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- Use hashtags (#)** – Helps people discover your brand when they search for specific topics.
  - Post consistently** – Regular updates keep followers engaged and improve visibility.
- 
-  **Example:** A clothing brand can tweet about new arrivals, offer special discounts, or post customer reviews to attract more buyers.

# Twitter Marketing

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## 2. Twitter Ads

Twitter Ads allow businesses to reach a targeted audience by promoting tweets, accounts, or trends.

### Types of Twitter Ads:

- **Promoted Tweets** – Your tweet appears on users' feeds even if they don't follow you.
- **Promoted Accounts** – Encourages people to follow your brand.
- **Promoted Trends** – Highlights a hashtag related to your brand at the top of Twitter's trending section.
- **Website Clicks or Conversions Ads** – Drives traffic to your website.

# Twitter Marketing

## Why Use Twitter Ads?

- Reach more potential customers.
- Target users based on interests, location, and demographics.
- Boost engagement and sales.



# Twitter Marketing

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### 3. Twitter Analytics

Twitter Analytics helps businesses track how their tweets are performing. It shows:



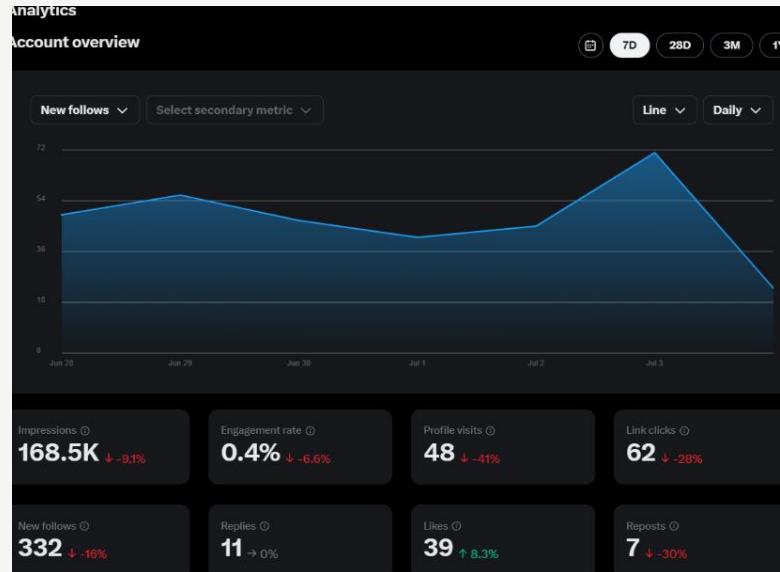
#### Important Metrics:

- **Tweet Impressions** – Number of times your tweet was seen.
- **Engagement Rate** – How many people liked, commented, or retweeted your post.
- **Follower Growth** – How many new followers you gained.
- **Link Clicks** – How many people clicked on your website link.

# Twitter Marketing

## Why Use Twitter Analytics?

- Helps improve your content strategy.
- Shows what type of content your audience likes.
- Helps measure ad performance.



# Twitter Marketing

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## Twitter Tools for Better Marketing:-

- There are several tools that help businesses manage and improve their Twitter marketing. These tools save time, increase engagement, and provide valuable insights.

Crowdfire

- Tweriod
- Hashtagify
- Ritetag
- TweetReach
- TweetArchivist

# Twitter Marketing

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## 1. Crowdfire

### What it does:

Crowdfire is a social media management tool that helps businesses schedule posts, track engagement, and monitor competitors.

### Why use it?

- You can plan and schedule tweets in advance.
- It suggests content ideas based on your niche.
- Helps you see which tweets are performing well.



# Twitter Marketing

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## 2. Tweriod

### What it does:

Tweriod helps you find the best time to tweet by analyzing when your followers are most active.

### Why use it?

Tweets posted at the right time get more engagement.  
It shows the best hours and days to post.

Tweriod

# Twitter Marketing

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## 3. Hashtagify

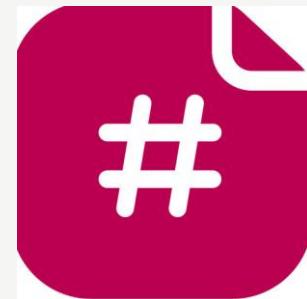
### What it does:

Hashtagify helps you find the best hashtags to reach more people and get more engagement.

### Why use it?

It suggests trending and popular hashtags.

Helps your tweets appear in searches related to your business.



# Twitter Marketing

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## 4. Ritetag



### What it does:

Ritetag suggests real-time trending hashtags to help your tweets get noticed.



### Why use it?

- Helps increase tweet visibility.
- Shows which hashtags are performing well.



# Twitter Marketing

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## 5. TweetReach



### What it does:

TweetReach measures how far your tweets have reached and who is engaging with them.



### Why use it?

- Helps track how many people see and interact with your tweets.
- Shows which influencers engage with your content.



# Twitter Marketing

## 6. TweetArchivist

### What it does:

TweetArchivist tracks and saves tweets over time, helping you analyze trends and patterns.

### Why use it?

- Helps you monitor old tweets for future reference.
- Analyzes trends and keywords related to your industry.



# LinkedIn Marketing

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## What is LinkedIn?

LinkedIn is a professional networking platform where individuals and businesses connect, share content, and find job opportunities. It helps professionals build their careers and companies grow their brand.



# LinkedIn Marketing

## What is LinkedIn Marketing?

LinkedIn Marketing is the use of LinkedIn to promote businesses, build personal brands, and generate leads. It includes creating content, networking, running ads, and using LinkedIn tools to reach the right audience.



# Linkdein Marketing

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## LinkedIn for Marketing and Branding :-

LinkedIn is the world's largest professional networking platform. It is a great tool for marketing, branding, and business growth. Companies and individuals use LinkedIn to connect with professionals, share content, and promote their brand.

# LinkedIn Marketing

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## 1. LinkedIn as a Marketing Platform:-

LinkedIn is a powerful platform for marketing because it helps businesses and professionals connect with the right audience. Companies use LinkedIn to:

- Build relationships with potential clients and partners.
- Share valuable content to showcase expertise.
- Generate leads and sales through targeted networking.

# LinkedIn Marketing

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## 2. LinkedIn for Personal Branding:-

Personal branding on LinkedIn means showcasing your skills, achievements, and expertise to build a strong professional reputation.

### How to Build a Personal Brand:

- Optimize your profile with a professional photo, headline, and summary.
- Share industry-related posts and engage with other professionals.
- Get endorsements and recommendations from colleagues.

# Linkdein Marketing

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## 3. Brand Marketing on LinkedIn:-

Companies use LinkedIn to increase brand awareness and trust.

### How to Market a Brand on LinkedIn:

- Post regularly about company updates, achievements, and industry trends.
- Use videos, articles, and infographics to attract engagement.
- Participate in LinkedIn groups to connect with the right audience.

# LinkedIn Marketing

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## 4. LinkedIn Company Pages:-

A LinkedIn Company Page is a profile for businesses to promote their brand and services.

### Benefits of a Company Page:

- Increases visibility and trust.
- Allows businesses to post job openings.
- Helps attract followers and potential clients.

# LinkedIn Marketing

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## 5. LinkedIn Advanced Search:-

LinkedIn Advanced Search helps find specific professionals, companies, or job opportunities easily.

### How to Use It:

- Search for people based on location, job title, or industry.
- Find potential clients or partners using filters.

# LinkedIn Marketing

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## 6. LinkedIn Premium:-

LinkedIn Premium is a paid version of LinkedIn with extra features.

### Benefits of LinkedIn Premium:

- See who viewed your profile.
- Send direct messages (InMail) to people outside your network.
- Access LinkedIn Learning courses.

# Linkdein Marketing

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## 7. LinkedIn Ads:-

LinkedIn Ads help businesses promote their brand and reach the right audience.

### Types of LinkedIn Ads:

- **Sponsored Content** – Promotes posts in users' feeds.
- **Text Ads** – Small clickable ads on LinkedIn pages.
- **Message Ads** – Send direct messages to potential customers.

# Pinterest Marketing

What is Pinterest Marketing ?

Pinterest is a visual search engine and social media platform where users discover, save, and share ideas using images and videos (Pins). Businesses use Pinterest to drive traffic, promote products, and build brand awareness.



# Pinterest Marketing

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## 1. Pinterest for Business:-

Pinterest offers business accounts with tools to help brands market their products effectively.

### Why Use Pinterest for Business?

- Drives website traffic (Pins can link to your website).
- Boosts brand awareness through visually appealing content.
- Increases sales by showcasing products attractively.

# Pinterest Marketing

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## 2. Marketing on Pinterest:-

Marketing on Pinterest involves creating and sharing engaging Pins to attract users and drive sales.

### Pinterest Marketing Strategies:

- Create high-quality, eye-catching images.
- Use keywords and hashtags to make Pins searchable.
- Post consistently to stay visible in users' feeds.
- Join group boards to reach a wider audience.

# Pinterest Marketing

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## 3. Best Practices for Pinterest Marketing:-

Following best practices helps improve engagement and results.

### Key Best Practices:

- Use vertical images (1000x1500 pixels) for better visibility.
- Write clear, keyword-rich Pin descriptions.
- Organize boards by themes (e.g., Healthy Recipes, Home Décor, DIY Projects).
- Pin regularly and at the right time (evenings & weekends work best).

# Pinterest Marketing

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## 4. Leveraging Rich Pins:-

Rich Pins provide extra details directly on the Pin, making them more informative and useful.

### Types of Rich Pins:

- **Product Pins** – Show real-time prices and availability.
- **Recipe Pins** – Display ingredients and cooking instructions.
- **Article Pins** – Highlight blog post titles and descriptions

# Pinterest Marketing

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## 5. Analytics & Measurement:-

Pinterest Analytics helps track Pin performance, audience engagement, and traffic.

### What to Measure?

- Pin impressions (how many people see your Pins).
- Click-through rate (how many click on your links).
- Saves & shares (how many users save or share your Pins).



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# Affiliate Marketing

# Affiliate Marketing

## What is Affiliate Marketing?

Affiliate marketing is a way to earn money by promoting products or services of other companies. When someone buys through your special link, you get a commission for the sale.



# Affiliate Marketing

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## How Does It Work?

- **Join an Affiliate Program** – Sign up with a company that offers affiliate commissions (e.g., Amazon, Flipkart, or Bluehost).
- **Get a Unique Affiliate Link** – The company provides you with a trackable link.
- **Promote the Product** – Share the link on your blog, YouTube, Instagram, or website.
- **Earn a Commission** – When people buy using your link, you get a percentage of the sale.

# Affiliate Marketing

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## Benefits of Affiliate Marketing:-

-  **Passive Income** – Earn money while you sleep.
-  **No Investment Needed** – No need to create or store products.
-  **Work from Anywhere** – Promote products online from anywhere.

# Affiliate Marketing

## Promoting



# Affiliate Marketing

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## Steps to Start Affiliate Marketing:-

**Market Research** – Identify a profitable industry with high demand and growth potential. Research competitors, trends, and audience behavior.

**Niche Selection** – Choose a specific, focused topic within a larger industry (e.g., home fitness, AI tools, luxury fashion). A well-defined niche helps you target the right audience.

# Affiliate Marketing

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**Website Creation** – Build a professional blog or website where you can publish content, product reviews, and recommendations. A website enhances credibility and attracts organic traffic.

**Website Optimization** – Ensure your site is user-friendly, mobile-responsive, and optimized for SEO to improve visibility and engagement.

**Promoting Affiliate Products** – Create valuable content such as blog posts, YouTube videos, social media posts, and email campaigns to share affiliate links. Use effective marketing strategies like SEO, paid ads, and influencer collaborations.

# Affiliate Marketing

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**Driving Conversions & Making Sales** – Focus on building trust with your audience by providing honest reviews, comparisons, and in-depth guides. When visitors purchase products through your affiliate links, you earn a commission.

**Earning Commissions & Scaling Up** – The company pays you a percentage of each sale made through your referral link. Track your performance using analytics tools, optimize your strategies, and scale up by exploring new products and platforms.

# Mobile Marketing

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## What is Mobile Marketing?

Mobile marketing is a way of promoting products and services through mobile devices like smartphones and tablets. Since most people use their phones daily, businesses use mobile marketing to reach customers easily.



# Mobile Marketing

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## Types of Mobile Marketing:

- **SMS Marketing** – Sending promotional messages or offers via text messages.
- **Social Media Ads** – Running ads on platforms like Instagram, Facebook, and TikTok.
- **Mobile-Friendly Websites** – Making websites easy to use on mobile devices.
- **Push Notifications** – Sending alerts or updates from mobile apps.
- **In-App Advertising** – Showing ads inside mobile apps or games.
- **Location-Based Marketing** – Sending offers based on a user's location.

# Mobile Marketing

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## Why is Mobile Marketing Important?

- **More People Use Mobile** – Most internet users browse through their phones.
- **Instant Reach** – Messages and ads are seen quickly.
- **Higher Engagement** – Mobile content like videos and stories get more attention.
- **Personalized Marketing** – Brands can send customized offers based on user behavior.



**TOPS TECHNOLOGIES**

Training | Outsourcing | Placement | Study Abroad

# **Module —6**

## **[Analytics]**

# Google Tools

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- Google Search Console
- Google Analytics
- Google Adwords Keyword Planner
- Google Trends
- Pagespeed Insights
- Google Places for Business
- Google Tag Manager

# Google Webmaster Tools (Google Search Console)

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## What is Google Webmaster Tools (Google Search Console)?

Google Webmaster Tools (now called Google Search Console) is a free tool by Google that helps website owners monitor, maintain, and improve their website's performance in Google Search. It provides important data about how your site appears in search results and alerts you to any issues that need fixing.



## **Key Features of Google Search Console:-**

### **1. Structured Data:-**

- Helps Google understand your website content better.
- Uses special code to display rich results (e.g., star ratings, recipes, event details).

### **2. Rich Results & Data Highlighter:-**

- **Rich Results:** Enhanced search results with images, reviews, prices, etc.
- **Data Highlighter:** A simple tool to tag important information on your site without coding.

### **3. HTML Improvements:-**

- Detects issues like missing meta descriptions, duplicate titles, or content errors.
- Helps improve your website's search appearance.

### **4. Accelerated Mobile Pages (AMP):-**

- AMP makes pages load faster on mobile devices.
- Improves user experience and can boost mobile rankings.

## 5. Google Index:

- Shows which pages Google has added to its search database.
- Helps check if important pages are indexed and visible in search results.

## 6. Crawl & Crawling Errors:

- Google "crawls" websites to discover new and updated pages.
- The Crawl Report shows if Google had trouble accessing your site.
- Fixing crawl errors helps ensure your site is fully visible in search results.

## 7. Security Issues:

- Alerts you about hacking attempts, malware, or harmful content.
- Helps protect your website and visitors from security threats.

## 8. Search Analytics:

- Provides data on website traffic, clicks, impressions, and rankings.
- Helps understand which keywords bring visitors to your site.

## 9. Links to Your Site & Internal Links

- **Links to Your Site:** Shows websites that link to your content (backlinks).
- **Internal Links:** Tracks links within your site to improve navigation and SEO.

## 10. Manual Actions

- Google may apply a Manual Action (penalty) if your site violates search guidelines.
- Can be due to spammy content, bad backlinks, or keyword stuffing.

## 11. International Targeting

- Helps target specific countries or languages for better search ranking in global markets

# Google Search Console

## Why is Google Search Console Important?

- ✓ Improves SEO – Helps you optimize your website for better search rankings.
- ✓ Fixes Technical Issues – Alerts you about problems that can affect your site's performance.
- ✓ Tracks Search Performance – Understand what keywords bring traffic to your site.
- ✓ Ensures Google Indexing – Makes sure all important pages are visible on Google.

# Google Analytics

- Google Analytics is a free web analytics tool offered by Google to help you analyze your website traffic.



# Google Analytics

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- **Introduction to Web & Google Analytics**

Web analytics is the process of tracking and analyzing website data to understand visitor behavior and improve performance. Google Analytics is a free tool by Google that helps website owners monitor traffic, user activity, and engagement.

- **Navigating Google Analytics**

When you log in to Google Analytics, you'll see different sections that provide important website data. These sections help you understand where visitors come from, what they do on your site, and how to improve user experience.

# Google Analytics

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## **Key Metrics in Google Analytics:-**

### **1. Sessions:**

A session starts when a user visits your website and ends when they leave or stay inactive for a while. It tracks everything a user does in that visit.

### **2. Users:**

This shows the number of unique visitors to your website. If the same person visits your website multiple times, they count as one user but will have multiple sessions.

# Google Analytics

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## 3. Traffic Source:

This tells you where your website visitors are coming from. The main sources are:

- **Organic Search** – People who find your site through Google search.
- **Direct** – Visitors who type your website URL directly.
- **Referral** – People who click on a link to your site from another website.
- **Social** – Visitors coming from social media platforms like Facebook, Instagram, or Twitter.
- **Paid Ads** – Traffic from Google Ads or other paid promotions.

# Google Analytics

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## 4. Content (Pages Users Visit):

This section shows which web pages are getting the most visitors. It helps identify popular content and pages that may need improvement.

## 5. Real-Time Visitors:

This feature lets you see how many people are currently on your site, where they are from, and what pages they are viewing in real time.

# Google Analytics

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## 6. Bounce Rate

Bounce rate measures the percentage of visitors who leave your website after viewing only one page.

- High bounce rate means users are leaving quickly (which could indicate poor content or a bad user experience).
- Low bounce rate means visitors are exploring more pages.

# Google Analytics

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## 7. Customization & Reports:-

- **Customization** – You can create custom reports based on your business needs.
- **Reports** – Google Analytics provides ready-made reports for audience insights, traffic sources, and website performance.

# Google Analytics

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## 8. Actionable Insights & Making Better Decisions:-

Google Analytics helps businesses make informed decisions by providing data on:

- ✓ What marketing channels bring the most visitors.
- ✓ Which content is most engaging.
- ✓ How to improve website speed and user experience.
- ✓ Where to focus digital marketing efforts.

# Google Analytics

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## *Source of Industry Experts*

- <https://moz.com/learn/seo>
- <http://academy.hubspot.com/>
- <http://searchengineland.com/>
- <http://socialmouths.com/blog/>
- <https://support.google.com/analytics>

*Follow industry experts*

# Google Analytics

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## Step-by-Step GA4 Setup

### **1** Create a Google Analytics Account

- Go to Google Analytics
- Click "Start Measuring" and enter your account details.

### **2** Set Up a GA4 Property

- Enter your website name and time zone.
- Choose "Google Analytics 4" as the property type.

# Google Analytics

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## 3 Set Up a Data Stream

- Choose your platform (Website, iOS, or Android).
- Enter your website URL and enable Enhanced Measurement (to track page views, clicks, etc.).

## 4 Get the GA4 Tracking Code

- Copy the tracking code and add it to your website's header (or use Google Tag Manager to install it).

## 5 Verify Installation

- Go to Reports → Realtime in GA4 to check if data is being tracked.
- GA4 Event Creation & Goal Creation

# Google Analytics

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## What is an Event in GA4?

An event is any user action on your website, like:

- Clicking a button
- Watching a video
- Submitting a form
- Downloading a file

# Google Analytics

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## How to Create an Event in GA4?

- 1** Go to Admin → Events → Create Event
- 2** Click "Create" and name your event (e.g., "button\_click")
- 3** Set conditions (e.g., if a user clicks a specific button)
- 4** Click "Save" and test the event in real-time reports

# Google Analytics

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## How to Create a Goal (Conversion) in GA4?

- 1** Go to Admin → Events
- 2** Find the event you want to track as a goal (e.g., "purchase" or "form\_submission")
- 3** Toggle "Mark as Conversion"
- 4** GA4 will now track it as a goal (conversion)

# Google Analytics

## What is a Funnel in GA4?

A funnel in GA4 shows the steps users take before completing a goal (e.g., making a purchase). It helps analyze where users drop off and how to improve the user journey.

### Example of a Funnel:

- 1** User visits Homepage
- 2** Clicks on Product Page
- 3** Adds product to Cart
- 4** Proceeds to Checkout
- 5** Completes Purchase 

# Google Analytics

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## How to Create a Funnel in GA4?

- 1** Go to Explore → Funnel Exploration
- 2** Click "Create New Funnel"
- 3** Add steps (e.g., homepage → product page → checkout)
- 4** Analyze user drop-offs and optimize your website accordingly

# Google Analytics

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## Why GA4 is Important?

- Tracks user interactions more accurately
- Helps businesses understand customer behavior
- Improves marketing strategies with detailed reports

## GA 4 Vs Universal Analytics Comparison Table

Key Differences	Google Analytics 4 (GA 4)	Universal Analytics (UA)
Setup	GA4 enables you to use data from apps and websites.	It uses property and views.
Learning Curve	Steep learning curve	Easy to learn
User-friendliness	Not so user-friendly	Completely user-friendly
Reporting	Complete cross-platform and cross-device reporting	Restricted cross-platform and cross-device reporting
User Tracking	Event-based tracking	Session tracking
Automation	Machine learning	Limited automation
Conversions	It counts every instance of the conversion event.	conversion per session for each goal.

# Google Tag Manager

## What is Google Tag Manager?

Google Tag Manager (GTM) is a free tool by Google that allows you to manage and update tracking codes (tags) on your website without needing to edit the website's code manually. It helps businesses track user behavior and improve digital marketing performance.



# Google Tag Manager

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## Why Use Google Tag Manager?

- **No need for a developer** – You can add and update tracking codes easily.
- **Faster website updates** – Manage all tags in one place.
- **Better tracking** – Helps track user actions like clicks, purchases, and form submissions.

# Google Tag Manager

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## How Does Google Tag Manager Work?

- **Install GTM Code** – Add the GTM code to your website (only once).
- **Create Tags** – Add different tracking codes (like Google Analytics, Facebook Pixel, etc.).
- **Set Triggers** – Decide when a tag should fire (e.g., when someone clicks a button).
- **Publish & Track** – Activate your tags and monitor user actions.

# Google Tag Manager

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## Common Uses of GTM

- Tracking website visitors with Google Analytics
- Running Google Ads conversion tracking
- Setting up Facebook Pixel for ads
- Monitoring button clicks, form submissions, and purchases
- Managing multiple tracking codes in one place

# Google Tag Manager

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## Benefits of Google Tag Manager

- Saves time** – No need to edit website code every time.
- Reduces errors** – Tags are managed in a structured way.
- Improves website speed** – Loads tracking codes efficiently.
- Boosts marketing performance** – Helps track and optimize ad campaigns.

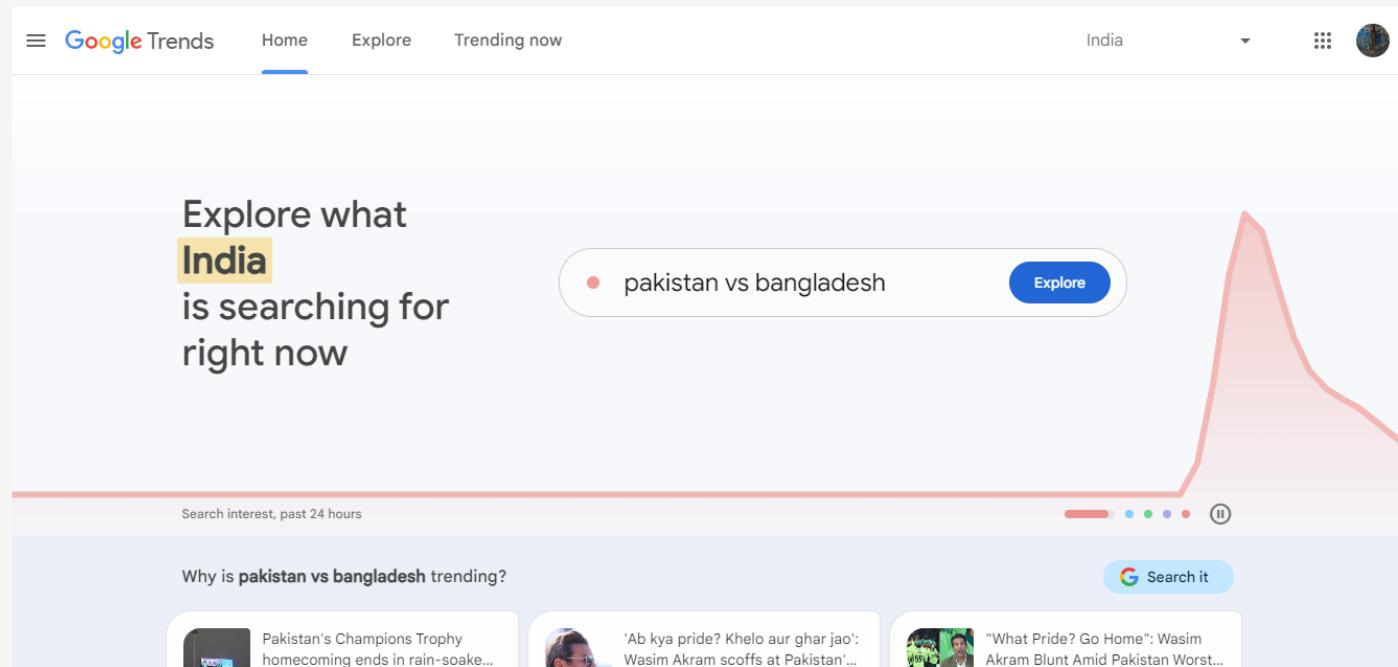
# Google Trends

## What is Google Trends?

Google Trends is a free tool by Google that shows how popular a search term or topic is over time. It helps you see what people are searching for on Google.



# Google Trends



# Google PageSpeed Insights

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## What is PageSpeed Insights?

PageSpeed Insights (PSI) is a free tool by Google that checks how fast a webpage loads and gives suggestions to improve its speed and performance.





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# **Module-7**

## **[Advanced SEO Techniques ]**

# Advanced SEO Techniques

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## Voice Search Optimization

- Understanding Voice Search and Its Impact on SEO:-
- Growth of voice search and AI-powered assistants (Siri, Alexa, Google Assistant).
- How voice search differs from traditional text search (longer, more conversational queries).
- Importance of featured snippets and position zero in voice search.

# Advanced SEO Techniques

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## Optimizing for Voice Search Queries:-

- Focus on natural language and question-based queries (who, what, when, where, why).
- Use conversational and long-tail keywords.
- Improve page speed and mobile-friendliness.
- Optimize for local SEO (Google My Business, location-specific keywords).
- Use structured data and schema markup to enhance search visibility.

# Advanced SEO Techniques

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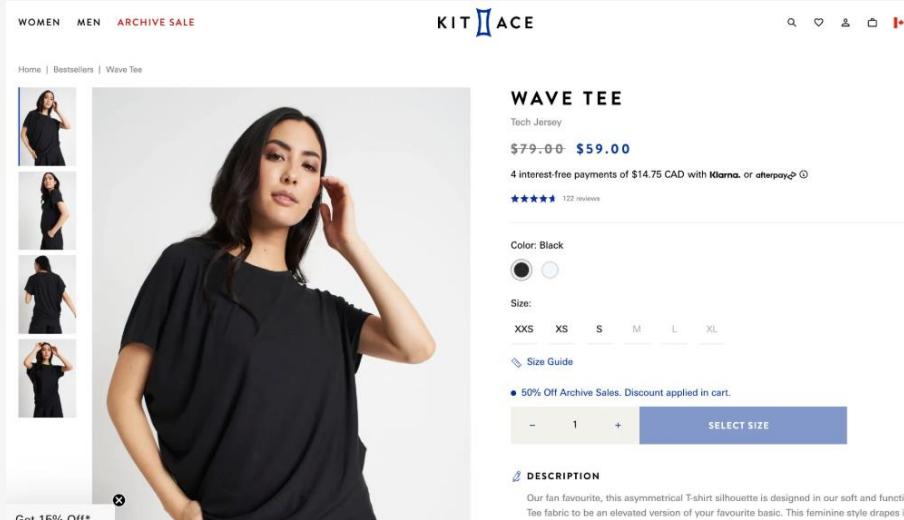
- **SEO for E-Commerce**
- Unique Challenges of E-Commerce SEO:-
- Handling duplicate content (product descriptions used by multiple sellers).
- Managing faceted navigation and URL structure to prevent keyword cannibalization.
- Optimizing for transactional intent keywords.

# Advanced SEO Techniques

## Optimizing Product Pages, Category Pages, and User-Generated Content

### Product Pages:

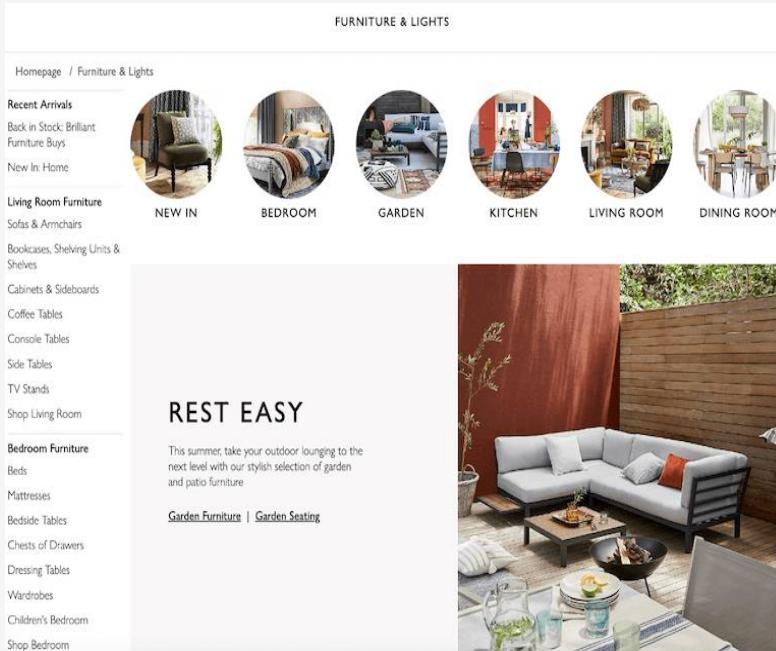
- Unique, keyword-rich product descriptions.
- High-quality images with optimized alt text.
- User reviews for content freshness and engagement.



# Advanced SEO Techniques

## Category Pages:

- Optimized title tags, meta descriptions, and H1s.
- Internal linking between related categories and products.
- Rich snippets and structured data implementation.



The screenshot shows a website's furniture category page. At the top right, there's a navigation bar with icons for search, user profile, and cart. Below it, a large banner features a modern sofa set on a wooden deck with a fire pit. To the left of the banner is a sidebar with a vertical menu:

- Recent Arrivals
- Back in Stock: Brilliant Furniture Buys
- New In Home
- Living Room Furniture** (selected)
- Sofas & Armchairs
- Bookcases, Shelving Units & Shelves
- Cabinets & Sideboards
- Coffee Tables
- Console Tables
- Side Tables
- TV Stands
- Shop Living Room
- Bedroom Furniture**
- Beds
- Mattresses
- Bedsides Tables
- Chests of Drawers
- Dressing Tables
- Wardrobes
- Children's Bedroom
- Shop Bedroom

On the right side of the banner, there's a grid of six circular thumbnails labeled NEW IN, BEDROOM, GARDEN, KITCHEN, LIVING ROOM, and DINING ROOM. Above the grid, the text "FURNITURE & LIGHTS" is displayed. Below the grid, a section titled "REST EASY" contains the text: "This summer, take your outdoor lounging to the next level with our stylish selection of garden and patio furniture." and links to "Garden Furniture" and "Garden Seating".

# Advanced SEO Techniques

## User-Generated Content:

- Leveraging customer reviews for SEO.
- Encouraging Q&A sections for better engagement.

## INSTAGRAM INSPIRATION

*Always on the lookout for new tips, combinations, colors and layers? Get inspired by how creators, influencers and celebs have chosen to wear the collection! Click on the image to get the products worn and replicate the looks (but don't forget to post your look by tagging #Pioneros).*



# Advanced SEO Techniques

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- **SEO for International Sites**

- 1). Implementing Hreflang Tags for Multi-Language Sites

- What are hreflang tags? (Tells search engines the language and region targeting of pages).
- Correct implementation to avoid duplicate content issues.
- Example:

```
<link rel="alternate" hreflang="en-us" href="https://example.com/us/" />
<link rel="alternate" hreflang="en-gb" href="https://example.com/uk/" />
```

# Advanced SEO Techniques

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## 2). Geo-Targeting and International SEO Best Practices

- Using ccTLDs (example.uk, example.in) vs. subdomains (in.example.com) vs. subdirectories (example.com/in/).
- Localized content and currency adaptation.
- Backlink strategy with region-specific domains.

# Thank You



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# Graphic Designing



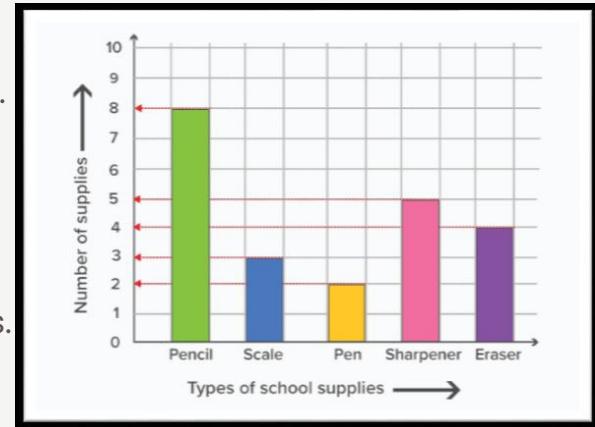
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# **Graphic Design Theory**

# Introduction to Graphics

Graphics (from Greek γραφικό graphikos) are visual presentations on some surface, such as a wall, canvas, screen, paper, or stone to brand, inform, illustrate, or entertain. Graphics word is derived from the word graph. A graph has x and y axis. Same way something which is created in digital word is seen on a digital screen, this screen also has x and y axis. So the output on any digital device is termed as graphics. In other words an image that is generated by a computer called graphics. The pictorial representation and manipulation of data, as used in computer-aided design and manufacture, in typesetting and the graphic arts, and in educational and recreational programs.



# Introduction to Graphics

- Examples are photographs, drawings, Line Art, graphs, diagrams, typography, numbers, symbols, geometric designs, maps, engineering drawings, or other images. Graphics often combine text, illustration, and color. Graphic design may consist of the deliberate selection, creation, or arrangement of typography alone, as in a brochure, flier, poster, website, or book without any other element.
- An illustration is a visual representation such as a drawing, painting, photograph, or other work of art that stresses the subject more than form. An illustration aims to elucidate or decorate a story, poem, or piece of textual information (such as a newspaper article), traditionally by providing a visual representation of something described in the text. The editorial cartoon, also known as a political cartoon, is an illustration containing a political or social message.



# Introduction to Graphics

**Illustrations can be used to display a wide range of subject matter and serve a variety of functions, such as:**

- 1) Giving faces to characters in A story
- 2) Displaying A number of examples of an item described in an academic textbook (E.G. A typology)
- 3) Visualizing step-wise sets of instructions in A technical manual
- 4) Communicating subtle thematic tone in A Narrative
- 5) linking brands to the ideas of human expression, individuality, and creativity
- 6) Making A reader laugh or smile
- 7) for fun (to make laugh) funny



# What is Graphic and Design?

**Graphics** can be functional or artistic. The latter can be a recorded version, such as a photograph, or an interpretation by a scientist to highlight essential features, or an artist, in which case the distinction with imaginary graphics may become blurred.

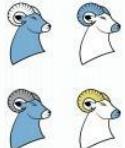
- Various methods are used to create and combine symbols, images and/or words to create a visual representation of ideas and messages.
- **Design** is a visual look or a shape given to a certain object, in order to make it more attractive, make it more comfortable or to improve another characteristic. Designers use tools from geometry and art. ... Design is also a concept used to create an object (virtual or not).
- **Design** is the process of imagining and planning the creation of objects, systems, buildings, vehicles, etc. It is about creating solutions for people.

# What is Graphic and Design?

Research    Imagine    Sketch

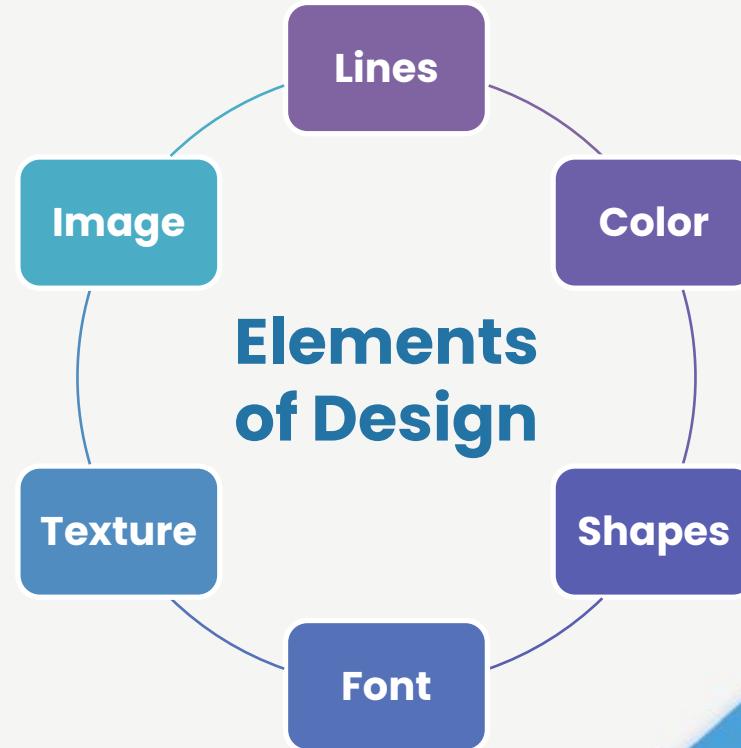


Add Colors  
and Effects      Animation Presentation



# What is Graphic and Design?

Design elements have an impact on how a piece of work is perceived, executed, and used and are present in design regardless of skill, taste, or Styles.



# Dieter Rams' Law of Good Design

Dieter Rams, one of the most influential industrial designers, He has had a truly remarkable impact on the design industry and the overall concept of product design as we know it today. Rams' design motto, "*Weniger, aber besser*" which translates to "*Less, but better*" has not only influenced his professional works but also the work of some of the most well-recognized designers today, including Apple's SVP of Design, Jony Ive.

In the 1980's, Rams set out to create an overview of what defines good design. The beauty of these principles lies partly in the uniqueness of their composition, but also in the fact that they apply just as much to digital design as they do to industrial design. Let's take a look at these principles.

# Dieter Rams' Law of Good Design

- **Good Design Is Innovative:** The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.
- **Good Design Makes a Product Useful:** A product is bought to be used. It has to satisfy certain criteria, not only functional but also psychological and aesthetic. Good design emphasizes the usefulness of a product while disregarding anything that could lower from it.
- **Good Design Is Aesthetic:** The aesthetic quality of a product is integral to its usefulness because products are used every day and have an effect on people and their well-being. Only well-executed objects can be beautiful.

# Dieter Rams' Law of Good Design

- **Good Design Makes A Product Understandable:** It clarifies the product's structure. Better still, it can make the product clearly express its function by making use of the user's intuition. At best, it is self-explanatory.
- **Good Design Is Unobtrusive:** Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.
- **Good Design Is Honest:** It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept
- **Good Design Is Long-lasting:** It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

# Dieter Rams' Law of Good Design

- **Good Design Is Thorough Down to the Last Detail:** Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.
- **Good Design Is Environmentally Friendly:** Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product.
- **Good Design Is as Little Design as Possible:** Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.



# Color Theory

Color theory is both the science and art of using color. It explains how humans perceive color; and the visual effects of how colors mix, match, or contrast with each other. Color theory also involves the messages colors communicate; and the methods used to replicate color.



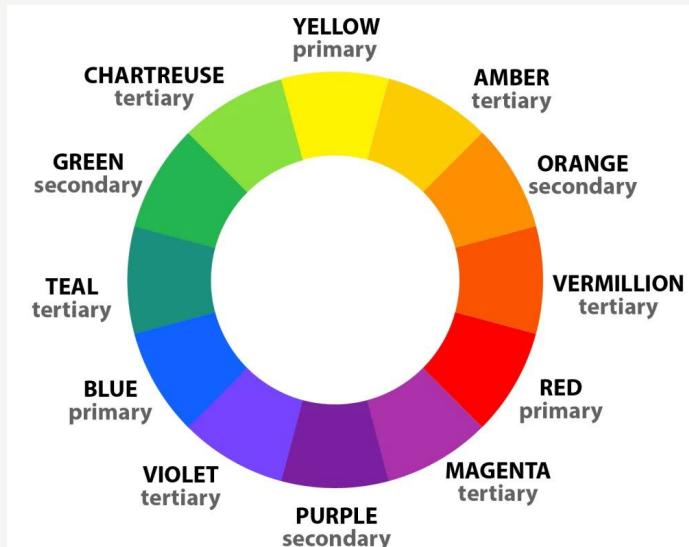
# Color Theory

Color is perception. Our eyes see something (the sky, for example), and data sent from our eyes to our brains tells us it's a certain color (blue). Objects reflect light in different combinations of wavelengths. Our brains pick up on those wavelength combinations and translate them into the phenomenon we call color.

Sir Isaac Newton invented the color wheel in 1666. Newton understood colors as human perceptions after splitting white light into a spectrum using a prism. He categorized color, and defined three groups:

**Primary** (red, blue, yellow) **Secondary** (mixes of primary colors) **Tertiary** (or **intermediate**—mixes of primary and secondary colors)

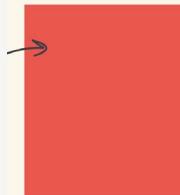
*All together, they form what's called a color wheel.*



# Color Theory

Now that you know about the color wheel, let's take it one step further with **hue**, **saturation**, and **value**. These are terms you might not encounter in daily life, but they're the key to understanding more nuanced colors.

**Hue** is the attribute of color that distinguishes it as red, blue, green or any other specific color on the color wheel.



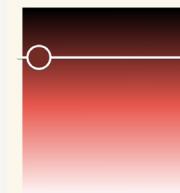
*Hue*

**Saturation**, refers to the purity and vividness of a color, ranging from fully saturated (vibrant) to desaturated (grayed).



*Saturation*

**Value** represents a color's relative lightness or darkness or grayscale and it's crucial for creating contrast and depth in visual art.



*Value*

# Color Theory

As we have seen hue is the purest form of a particular color. In other words, it's the original, base color without any **shade, tint, or tone**.

**Shade** refers to the addition of black to create a darker version of a particular hue. For example, if you are working with paints and you want to create a darker yellow color, you'd add black paint to the yellow paint you want to darken so, **Shade = Hue + Black** (to darken the original hue)

**Tint** refers to the addition of white in order to create a lighter version of the original hue. You can mix red and white paint to create a lighter red. So, **Tint = Hue + White** (to lighten a hue)

**Tone** refers to the addition of both black and white (i.e. grey) to alter the saturation or brightness of the original color or hue. So, **Tone = Hue + Grey** (to alter the saturation of the original color)

Now let's understand what color schemes are

# Color Theory

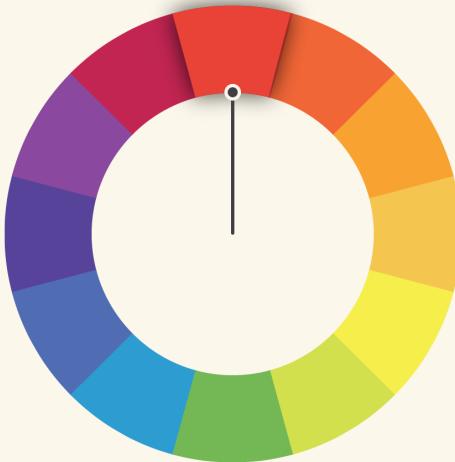
In color theory, a color scheme is the choice of colors used in design for a range of media. For example, the use of a white background with black text is an example of a basic and common default color scheme in web design.

Color schemes are used to create style and appeal. Colors that create an aesthetic feeling when used together will commonly accompany each other in color schemes. A basic color scheme will use two colors that look appealing together. More advanced color schemes involve several colors in combination, usually based around a single color; for example, text with such colors as red, yellow, orange and light blue arranged together on a black background in a magazine article

# Color Theory

## Monochromatic color

**scheme:** Take one hue and create other elements from different shades and tints of it. The best thing about monochromatic color schemes is that they're guaranteed to match. The colors suit each other perfectly because they're all from the same family.



## Monochromatic

---



# Color Theory

**Analogous color scheme:** Use three colors located beside one another on the color wheel (e.g., orange, yellow-orange, and yellow to show sunlight).



**Analogous**



# Color Theory

## Complementary color scheme:

Complementary colors are opposite each other on the wheel; for instance, blue and orange or the classic red and green.



## Complementary

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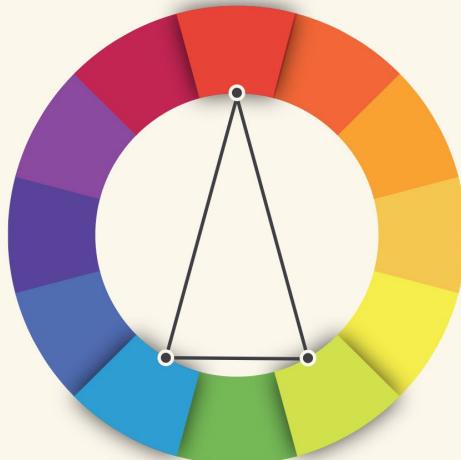


# Color Theory

## Split Complementary color

### scheme:

A split-complementary color scheme uses the colors on either side of the complement. This gives you the same level of contrast as a complementary color scheme but more colors to work with (and potentially more interesting results).



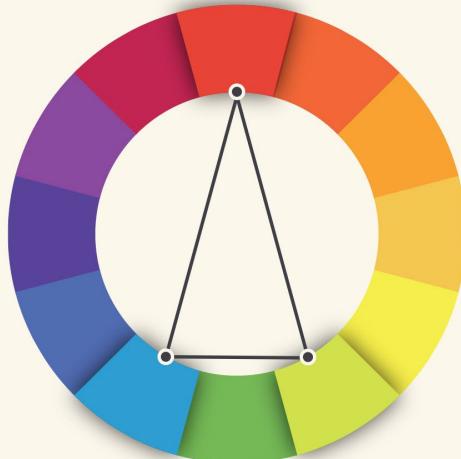
## Split Complementary



# Color Theory

## Complementary color scheme:

A triadic color scheme uses three colors that are evenly spaced, forming a perfect triangle on the wheel. These combinations tend to be pretty striking—especially when they include **primary or secondary** colors—so be mindful when using them in your work.



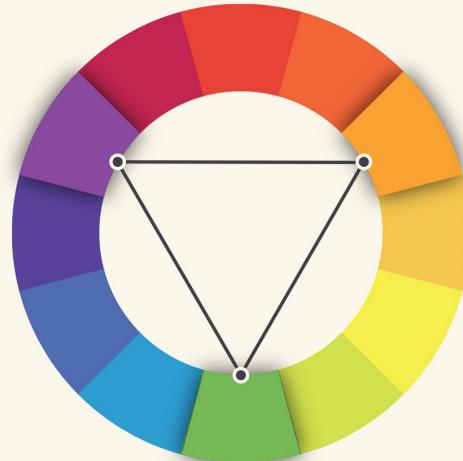
## Split Complementary



# Color Theory

## Tridic color scheme:

A triadic color scheme uses three colors that are evenly spaced, forming a perfect triangle on the wheel. These combinations tend to be pretty striking—especially when they include **primary or secondary** colors—so be mindful when using them in your work.



## Triadic

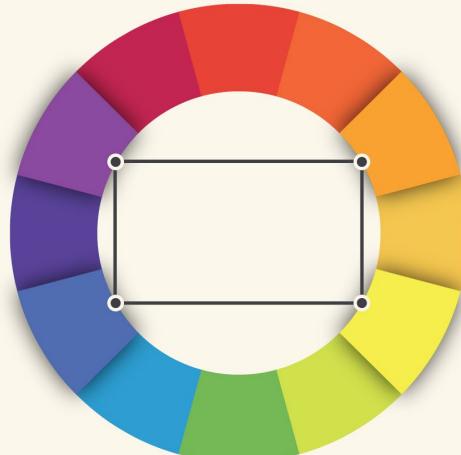
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# Color Theory

## Tetradic color scheme:

Tetradic color schemes form a rectangle on the wheel, using not one but two complementary color pairs. This formula works best if you let one color dominate while the others serve as an accent.



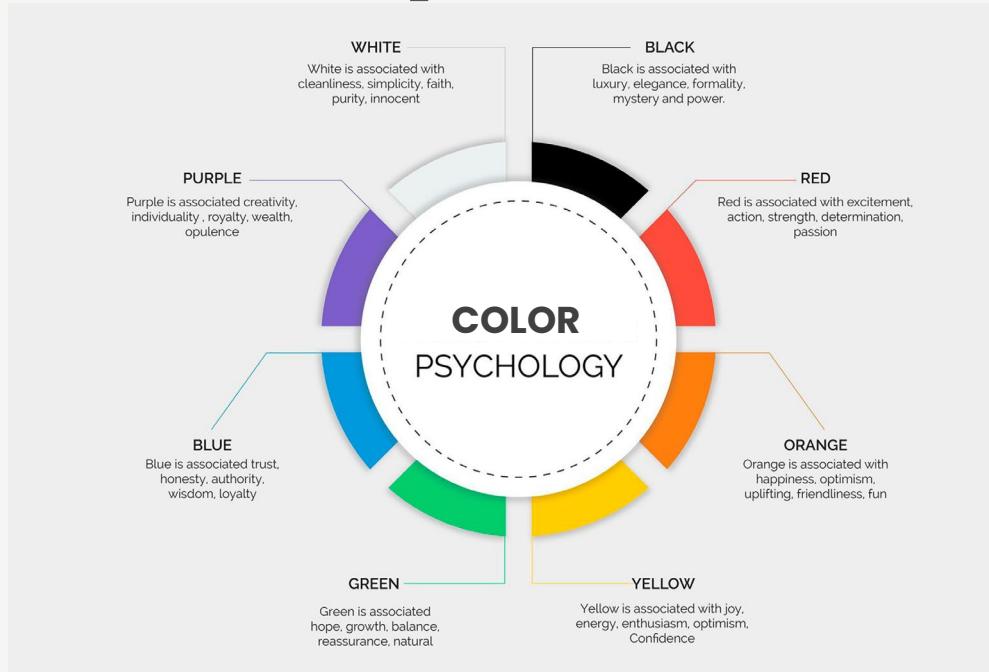
## Tetradic

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# Color Theory

**Color Psychology:** Each color has the power to trigger the human emotions. For that better understanding of color can help you to choose correct color for the design. In the diagram on the right are some basic understanding of colors and how human mind pursue these colors



# Color Theory

**Warm Colors:** Warm Colors include red, orange and yellow, plus all the variations of those 3.

These are colors of fire, fall leaves, sunsets and sunrises. They are energizing, passionate and positive.

Red & Yellow are both primary colors, so Orange, in the middle, is a secondary color. This means all warm colors are truly warm and not created by combining some color with a cool color.

The typical emotions that warm colors reflect are: passion, happiness, enthusiasm, energy.



# Color Theory

**Cool Colors:** Cool Colors include green, blue and purple and all the variations of those 3. They're more subdued than warm colors. These and their shapes are the colors of night, water, nature, and usually are associated to calm and relax.

Blue is the only primary color in the cool spectrum, so green and purple are created by mixing blue with other warm colors (yellow for green and red for purple).

Thanks to this mixed nature, each cool color (aside from blue) takes some properties of the color they're mixed with. Green will acquire some attributes from yellow, and purple some of red.



# Typography In Graphic Design

## What is Typography?

Typography is the art of designing and arranging text. Whether it's for a poster, book, product packaging, website, or business card, typography plays an important role in graphic design. It decides how the text looks and how people read and understand it.

Typography involves choosing the right typeface and font. It also includes decisions about text color, spacing, alignment, and line height.

These choices affect how easy the text is to read, how well it communicates the message, and how it fits into the overall design. Good typography also helps create a strong brand identity.

# Typography In Graphic Design

## Some Key Elements for Typography are:

Typography is the art of designing and arranging text. While working on typography, a graphic designer needs to think about several important elements, including:

**Typefaces and Fonts:** The style and appearance of the text, like Arial, Times New Roman, or Roboto.

**Kerning Space:** The space between two specific letters to make the text look balanced.

**Tracking Space:** The overall spacing between all letters in a word or sentence.

**Leading Space:** The space between lines of text to improve readability.

These elements help make the text clear, attractive, and easy to read.

*Let's understand these elements in depth*

# Typeface in Typography

## Typeface:

Typefaces and fonts both determine how text is styled—but they are not the same thing.

The **typeface** you choose defines the shape and style of each individual letter, number, or character. Times New Roman, Arial, and Comic Sans are all examples of typefaces.

The **font** you use determines how your chosen typeface is implemented. It allows you to vary the weight and size of the characters within a typeface. For example, you might select Arial as your typeface and then apply it in size 12, bold font.

*There are three types in Typefaces Let's understand that*

# Typeface in Typography

## Serif Fonts:

Serif typefaces have small decorative lines or strokes, called "serifs," at the ends of each letter. These details make the text look classic and easy to read, especially in printed materials like books and newspapers.

Some common examples of serif typefaces are:

Times New Roman

Garamond

Courier New

Baskerville

Georgia



**Serif**



# Typeface in Typography

## Sans Serif Fonts:

Sans-serif typefaces do not have the small decorative lines (serifs) at the ends of letters. They look clean, modern, and are easy to read, especially on screens like websites and apps.

Common examples of sans-serif typefaces include:

Arial

Roboto

Verdana



# Typeface in Typography

## Decorative Fonts:

Decorative typefaces are designed to look like cursive handwriting or calligraphy. They are usually curly and flowing but not as easy to read as serif or sans-serif typefaces. Because of this, they are used in small amounts for decoration, like on invitations, logos, or posters.

Some examples of decorative typefaces are:

Lobster

Pacifico

Handlee

*Script*  
**Blackletter**  
ALL CAPS

# Other Elements in Typography

## Kerning Space:

Kerning is the space between two individual letters—for example, the space between "t" and "y" in the word "typography."

Graphic designers often adjust this spacing because letters have different widths. For instance, "t" is narrower than "y," which can sometimes leave too much or too little space between letters. Kerning helps make the text look balanced and visually pleasing.

Good kerning is also important for readability. If letters are too close, they might look like they are touching, making the text hard to read



# Other Elements in Typography

## Tracking Space:

While **kerning** adjusts the space between two specific letters, **tracking** changes the spacing between all letters in a word or block of text.

**Decreasing tracking** reduces the space between letters, making the text look tighter or more compact.

**Increasing tracking** adds more space between letters, making the text appear looser and more open.

Tracking helps maintain visual balance and ensures the text is easy to read.



# Other Elements in Typography

## Leading Space:

**Leading Space** is the vertical space between two lines of text. The term comes from old printing methods where strips of lead were used to separate lines of text.

In tools like Google Docs, adjusting line spacing—such as single spacing, double spacing, 1.15, or 1.5—is an example of changing the leading.

Like kerning and tracking, leading helps make the text visually balanced and easy to read.

## Leading

The space between lines of text  
(also known as line spacing)

# Visual Communication

visual communication is the practice of graphically representing information to efficiently, effectively create meaning. There are many types of content in the realm of visual communication, with examples including infographics, interactive content, motion graphics, and more.



# Visual Communication

- Students studying visual communication are taught the basic physics of light, anatomy and physiology of the eye, cognitive and perception theories, color theories, Gestalt psychology, aesthetics, natural reading patterns, design principles, semiotics, persuasion, camera/filming actions and image-types, and so forth. Colleges for visual communications differ in their approach, but most combine theory and practice in some form.
- Visual communication takes place through pictures, graphs and charts, as well as through signs, signals and symbols. It may be used either independently or as an adjunct to the other methods of communication.



# Visual Communication

Visual aids are often used to help audiences of informative and persuasive speeches understand the topic being presented. Visual aids can play a large role in how the audience understands and takes in information that is presented. There are many different types of visual aids that range from handouts to powerpoints. The type of visual aid a speaker uses depends on their preference and the information they are trying to present. Each type of visual aid has pros and cons that must be evaluated to ensure it will be beneficial to the overall presentation. Before incorporating visual aids into speeches, the speaker should understand that if used incorrectly, the visual will not be an aid, but a distraction. Planning ahead is important when using visual aids. It is necessary to choose a visual aid that is appropriate for the material and audience. The purpose of the visual aid is to enhance the presentation.

## Types of Visual Aids

Objects  
Models  
Graphs

Maps  
Tables  
Photographs  
Drawings/Diagrams

# Vector vs. Raster

There are two different types of images used by graph design programs: raster images (sometimes called "bitmap") and vector-based images.

- **Raster graphics, which are comprised of colored pixels arranged to display an image,**

- **Vector graphics are made up of paths, each with a mathematical formula (vector) that tells**

the path how it is shaped and what color it is bordered with or filled by.



# Raster

- A raster image is made of thousands of little dots, or pixels.
- Creating or editing an image with dots allows you to provide for rich detail in an image. Because every dot can be a different color, you can allow for any kind of color change. Raster images are wonderful for rendering rich, full-color images, like photographs.

- **Raster-based programs do have some drawbacks, though:**

- Raster images are file-heavy. All of the zeros and ones that are used to make up each pixel result in large files sizes. Your computer must keep track of the zeros and ones
- and must change each one when editing. This is memory- intensive and may cause slower editing. Rasters do not resize well. When you resize a raster image, the pixels just get larger, making the image appear distorted and chunky/grainy.
- Photo editors, like Adobe PhotoShop, use raster-based images to allow for precise editing and total freedom in image appearance.

# Vector

- Vector-based programs approach image creation in an entirely different manner. A vector-based program does not render images on a pixel-by- pixel basis.
- In a vector-based program, the same square would be made of only four computer to play Connect the Dots. Each vector point has information in it telling your computer how to connect each point with straight or curved lines, and with what color to fill in the closed shape.In the printed image, the vector points would be invisible. Because the computer only has to keep four points in its memory, it is much easier for the computer to edit vector-based images.If you resize a vector-based image, it loses little or no detail. The vector points spread out and the computer just redraws the image. You can easily color, or recolor, a vector based image very easily using a drawing program. Vector images can also result in smoother lines because the lines are not hand drawn.
- Vector images do have some drawbacks, however. They are display the lush color depth of a raster. They also work better with straight lines or sweeping curves.

# Vector vs. Raster

Raster	Vector (BitMap)
Comprised of pixels, arranged to form an image	Comprised of paths, dictated by mathematical formulas
Constrained by resolution and dimensions	Infinitely scalable
Capable of rich, complex color blends	Difficult to blend colors without rasterizing
Large file sizes (but can be compressed)	Small file sizes
File types include .jpg, .gif, .png, .tif, .bmp, .psd; plus .eps and .pdf when created by raster programs	File types include .ai, .cdr, .svg; plus .eps and .pdf when created by vector programs
Raster software includes Photoshop and GIMP	Vector software includes Illustrator, CorelDraw, and InkScape
Perfect for “painting”	Perfect for “drawing”
Capable of detailed editing	Less detailed, but offers precise paths

# Vector vs. Raster



VECTOR

vs



RASTER





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# **Adobe Illustrator**

# What is Adobe Illustrator?

Adobe Illustrator is a vector graphics editor used by graphic designers, illustrators, and digital artists. Unlike raster-based software (like Photoshop), Illustrator creates artwork based on mathematical equations, meaning the images you create can be scaled infinitely without losing quality. It's widely used for creating logos, illustrations, icons, typography, and various other design elements.

## Interface Overview:

**Artboard:** The workspace where your design is created. You can have multiple artboards for different designs or variations.

**Tools Panel:** Located on the left side, this panel contains all the tools used to draw, select, and edit objects.

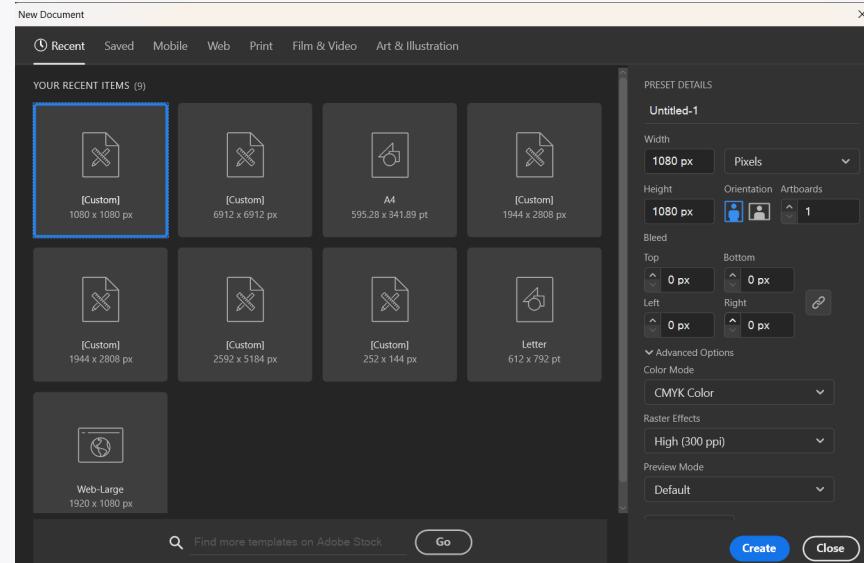
**Properties Panel:** Displays settings related to the selected object (color, size, etc.).

**Layers Panel:** Used to organize different elements of your design into layers.



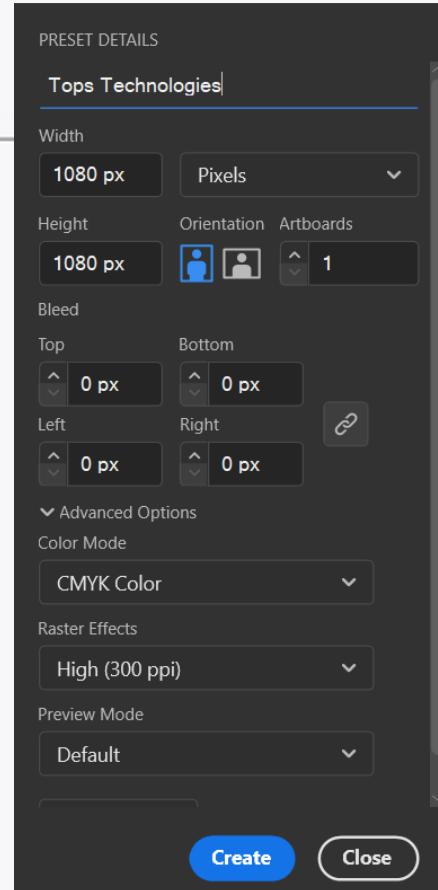
# Creating a New Document

- To start, you'll create a new document for the logo.
- Choose File > New.
  - In the New Document dialog box, change the following options:
    - Click the Print category at the top of the dialog box.
    - Click the Letter blank document preset, if it isn't already selected.



# Creating a New Document

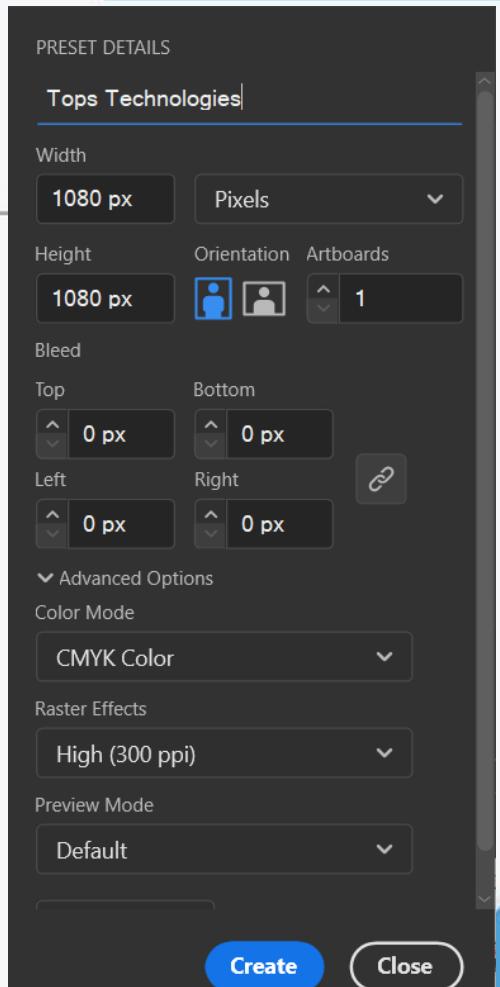
- You can set up a document for different kinds of output, such as print, web, video, and more, by choosing a category. For example, if you are designing a Flyer or poster, you can select the Print category and select a document preset (size). The document will be set with the units in points (most likely), the color mode as CMYK, and the raster effects to High (300 ppi)—all optimal settings for a print document.
3. On the right side of the dialog box, in the Preset Details area, change the following:
- Enter a name for the document in the blank space under Preset Details: Tops Technologies.



# Creating a New Document

- The name will become the name of the Illustrator file when you save it later.
- Units: Choose Inches from the units menu to the right of the Width Field.
- Width: Select the Width value, and type 1080 px.
- Height: Select the Height value, and type 1080 px.
- Orientation: Portrait.
- Artboards: 1 (the default setting).

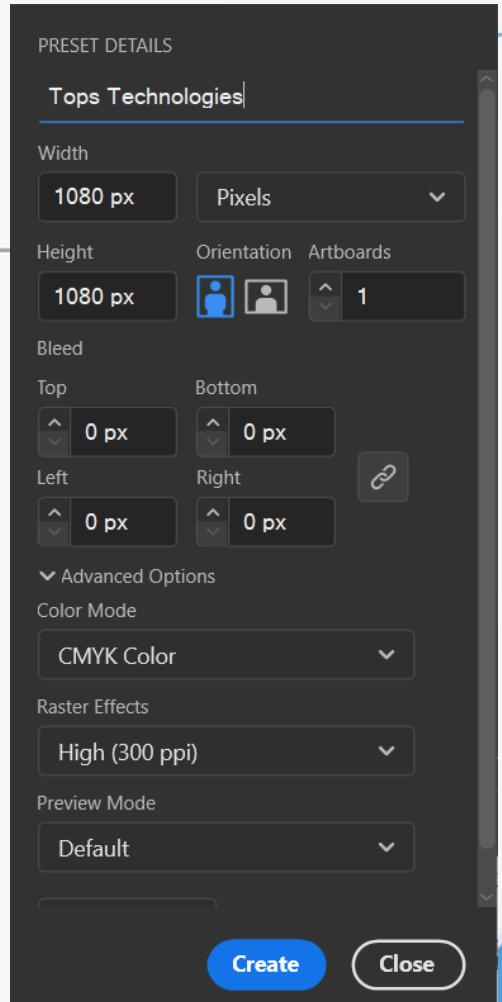
At the bottom of the Preset Details section on the right side of the dialog box, you will also see Advanced Options and a More Settings button (you may need to scroll to see it). They contain more settings for document creation that you can explore on your own. Click Create to create a new document.



# Creating a New Document

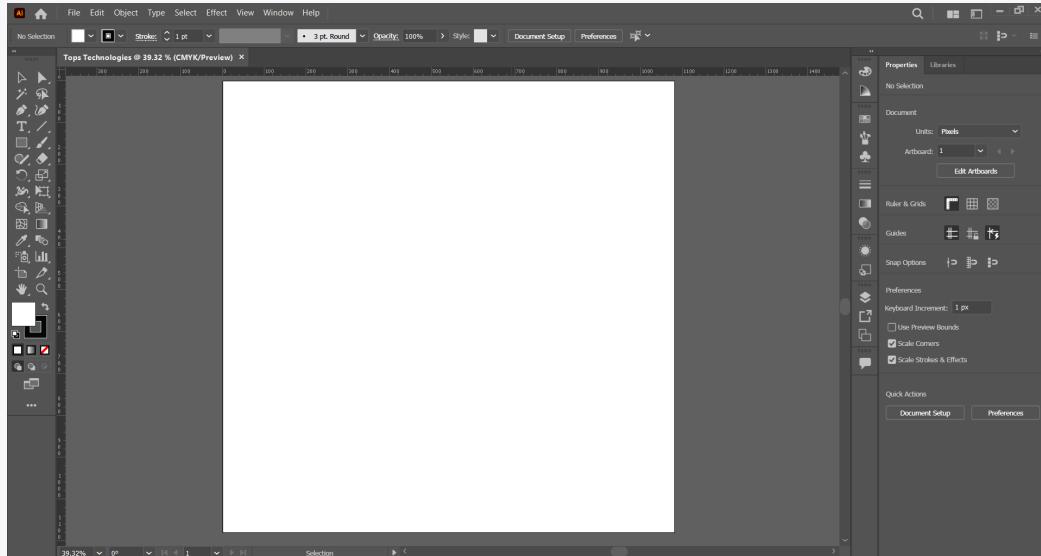
- The name will become the name of the Illustrator file when you save it later.
- Units: Choose Inches from the units menu to the right of the Width Field.
- Width: Select the Width value, and type 1080 px.
- Height: Select the Height value, and type 1080 px.
- Orientation: Portrait.
- Artboards: 1 (the default setting).

At the bottom of the Preset Details section on the right side of the dialog box, you will also see Advanced Options and a More Settings button (you may need to scroll to see it). They contain more settings for document creation that you can explore on your own. Click Create to create a new document.



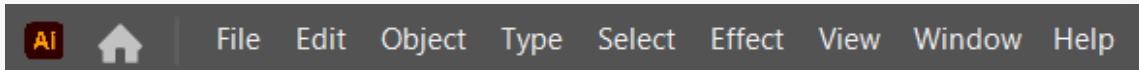
# Workspace

The **workspace** in Adobe Illustrator is designed to offer a flexible environment where you can efficiently access all the tools, panels, and controls you need to create and edit vector artwork. Let's break down the major components of the Illustrator workspace:



# Workspace

## Application Bar



- Located at the very top of the workspace, the **Application Bar** provides quick access to general application features. Key elements include:
- **File Menu:** Access to opening, saving, exporting, and printing files.
- **Edit Menu:** Undo, redo, and other general edit options.
- **Window Menu:** Allows you to open or close panels.
- **Workspace Selector:** Choose from different predefined workspace layouts or create a custom workspace.
- **Help:** Access Illustrator's help documentation and online resources.

# Workspace

## Control Panel



- Directly beneath the **Application Bar**, the **Control Panel** displays options and settings for the selected tool or object. It changes dynamically depending on what you have selected on the canvas. For example:
- When selecting a shape tool, the Control Panel shows options for stroke width, fill color, and more.
- When selecting text, it will display text formatting options such as font, size, and alignment.

# Workspace

## Tools Panel (Left Side)

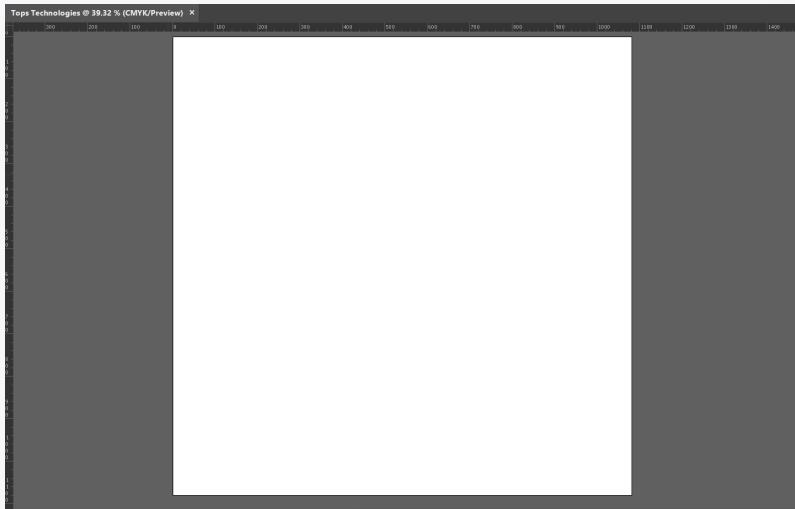
- The **Tools Panel** (usually on the left) contains a wide array of tools for creating and modifying your artwork. It's the most commonly used part of the Illustrator workspace. Some key categories of tools include:
- Selection Tools:** For selecting objects (e.g., Selection Tool, Direct Selection Tool).
- Drawing Tools:** For creating vector paths and shapes (e.g., Pen Tool, Pencil Tool, Shape Tools).
- Text Tools:** For adding and formatting text (e.g., Type Tool, Area Type Tool).
- Color Tools:** For applying color and adjusting stroke (e.g., Eyedropper Tool, Gradient Tool).
- Transformation Tools:** For resizing, rotating, and reflecting objects (e.g., Rotate Tool, Scale Tool, Reflect Tool).
- Shape Tools:** For creating basic geometric shapes (e.g., Rectangle Tool, Ellipse Tool).



# Workspace

## Document Window

- The **Document Window** is the main area where your artwork appears. It displays the **Artboards** where you create and arrange your designs. In this area, you can zoom in and out, pan, and interact with objects.
- **Artboards:** These are essentially the “pages” of your project. You can have multiple artboards in one Illustrator file to work on various versions or pieces of a project.
- You can adjust the zoom level to fit your workspace, or press **Ctrl + 0** (Cmd + 0 on Mac) to fit the artboard to the screen.



# Workspace

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## 5. Panels (Right Side)

- Panels are located on the right side of the workspace and provide additional controls and settings to fine-tune your artwork. You can access panels from the **Window Menu** or through shortcuts. Commonly used panels include:
- **Layers Panel:** Organize and manage your artwork by creating, renaming, and locking layers. Layers help you keep elements of your design separate and manageable.
- **Properties Panel:** Displays options for the currently selected object, including color, stroke, effects, and more. It's context-sensitive and will change depending on your selection.
- **Color Panel:** Choose or adjust fill and stroke colors.
- **Swatches Panel:** Quickly access pre-defined colors, gradients, and patterns.
- **Brushes Panel:** Select or create custom brushes for painting and drawing.
- **Stroke Panel:** Adjust the width, type, and style of object strokes.
- **Align Panel:** Align and distribute objects relative to each other or the artboard.
- **Pathfinder Panel:** Combine and subtract shapes to create complex objects

# Workspace

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## 6. Navigator Panel

- The **Navigator Panel** is typically found at the top of the panels section. It provides a miniature view of your entire workspace, allowing you to zoom and navigate to different parts of your artboard quickly. It's especially helpful when working with large or complex designs.

## 7. Status Bar (Bottom Left)

- The **Status Bar** at the bottom of the workspace displays information about the current document, such as the zoom level, color mode (RGB or CMYK), and document size. It's a quick way to check essential details about your project.

# Workspace

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## 8. Control Buttons and Workspace Customization

On the right side of the workspace, you'll see the following buttons:

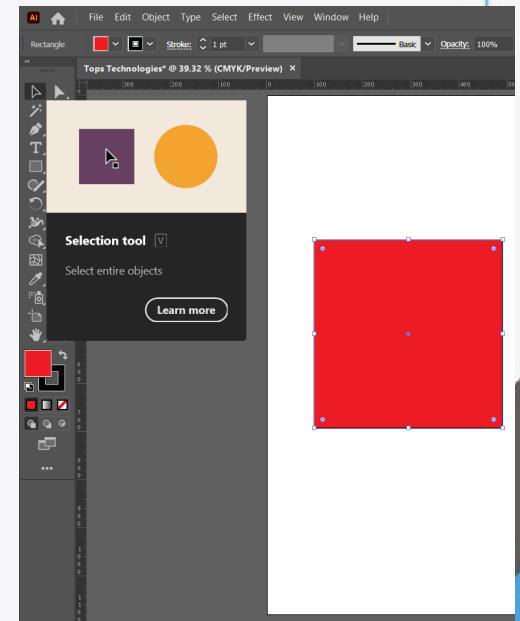
- **Zoom Tool:** Allows you to zoom in or out of the document.
- **Hand Tool:** Use this to move the view around the artboard, especially when zoomed in.
- You can also customize the workspace to fit your needs. Illustrator allows you to:
- **Save Custom Workspaces:** Arrange panels and tools how you like and save it as a custom workspace.
- **Switch Workspaces:** Illustrator offers different workspace presets (e.g., Essentials, Typography, Painting). You can switch between them based on your current task.
- **Hide Panels:** If you need more space, you can hide certain panels and only show the ones you need.

# Basic Tools and Their Functions

- Adobe Illustrator provides a variety of tools that cater to different design needs. These basic tools form the foundation for creating, editing, and modifying vector art. Below is a breakdown of the essential tools you'll use most frequently in Illustrator:

## 1. Selection Tool (V)

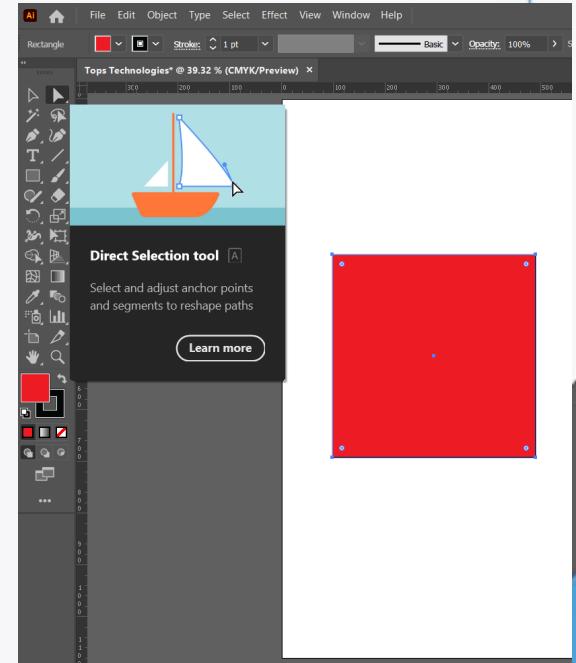
- Function:** Used to select and move entire objects.
- How It Works:** Click on any object to select it, then drag it to move it around. You can select multiple objects by holding **Shift** while clicking.
- Example:** Select a rectangle, and drag it across the artboard to reposition it.



# Basic Tools and Their Functions

## 2. Direct Selection Tool (A)

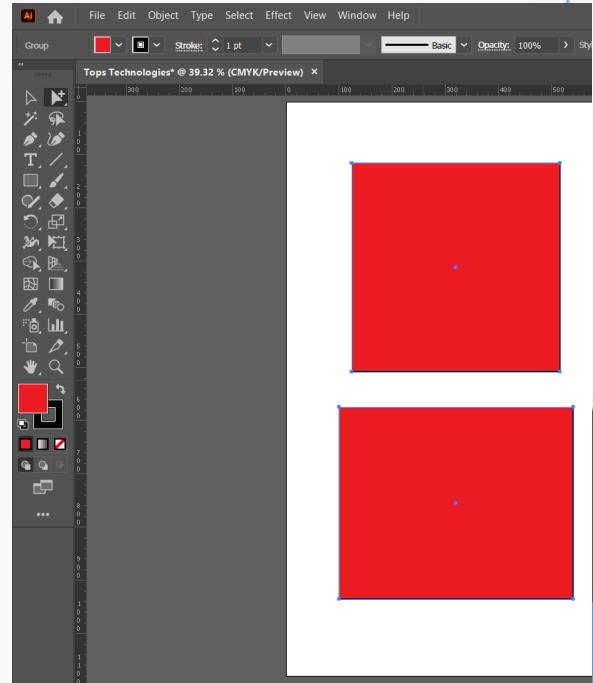
- **Function:** Allows you to select individual anchor points or path segments of a vector object for precise editing.
- **How It Works:** Click on an anchor point or path segment to modify its position. You can also select multiple anchor points by holding **Shift**.
- **Example:** Click on a point of a triangle to move that point, reshaping the path.



# Basic Tools and Their Functions

## 3. Group Selection Tool (Shift + Alt + G)

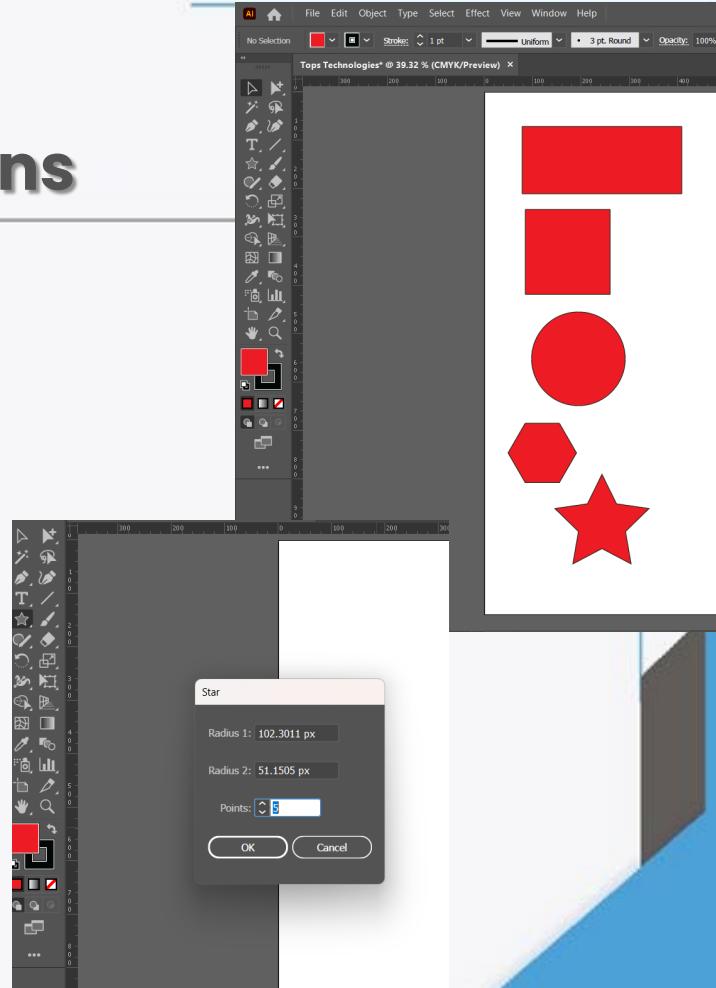
- **Function:** Selects objects or groups of objects that are part of a larger grouped object.
- **How It Works:** Click on an object in a group to select it. If you click again, it selects the whole group.
- **Example:** In a grouped logo, click once to select a single element, and click again to select the entire logo group.



# Basic Tools and Their Functions

## 4. Shape Tools (Rectangle, Ellipse, Polygon, etc.)

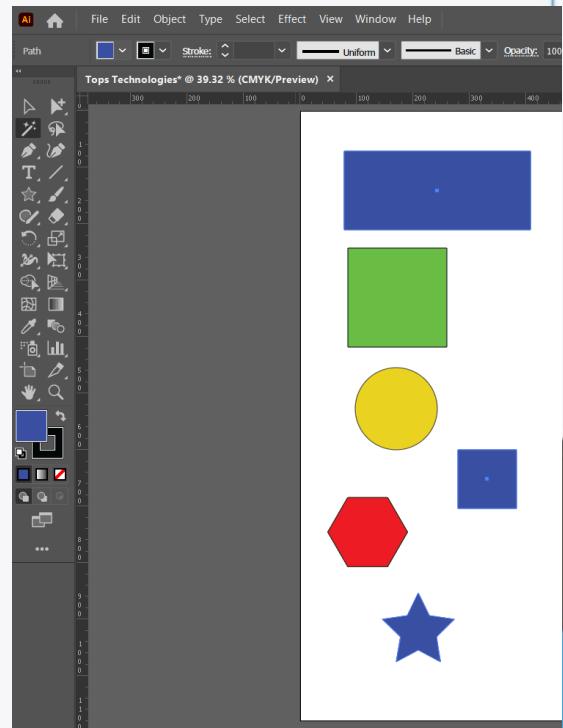
- **Function:** Used to create basic geometric shapes.
- **How It Works:** Click and drag on the artboard to create the shape. Hold **Shift** to constrain proportions (perfect square or circle).
- **Example:** Select the **Rectangle Tool** to create a box or the **Ellipse Tool** to create a circle.
- You can click any place of workspace you will get Dialog box for Width and height or more option for Polygon and star tool like side and angle. So you can add value and get perfect size shape.



# Basic Tools and Their Functions

## 5. Magic Wand Tool

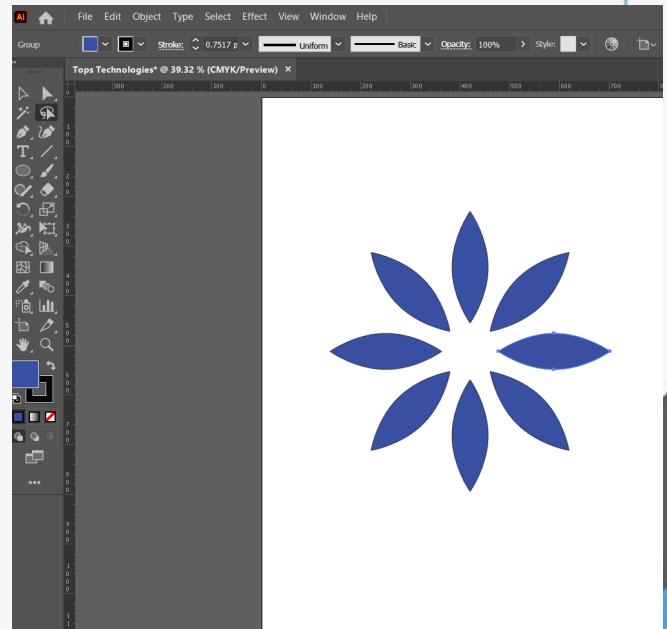
- **Function:** to select objects with the same or similar properties (like color, stroke weight, fill, opacity, etc.)
- **How It Works:** click on an object that has the desired attribute (such as a specific color or stroke weight). Illustrator will automatically select all other objects with the same or similar properties.
- **Example:** If you want to change the color of all red objects to blue, simply choose the **Color Picker** and apply the new color, and all the selected red shapes will update to blue.



# Basic Tools and Their Functions

## 6. Lasso Tool

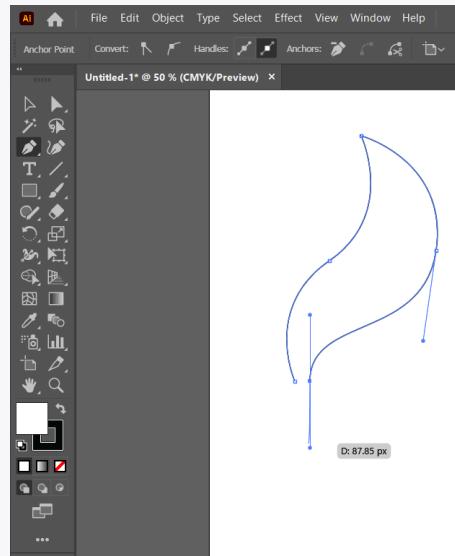
- **Function:** create freehand selections by drawing around objects or parts of objects. This gives you a high level of flexibility in selecting complex or curved areas.
- **How It Works:** To use the Lasso Tool, click anywhere on the artboard, then drag your mouse or pen to draw a freehand selection around the area you want to select. You can draw around an object, part of a shape, or multiple elements.
- **Example:** Imagine you have a complex vector illustration of a flower, and you want to select only the petal in the middle without selecting the other petals.



# Basic Tools and Their Functions

## 7. Pen Tool (P)

- **Function:** The primary tool for drawing paths and creating custom shapes. It's essential for creating precise curves and straight lines.
- **How It Works:** Click to create anchor points, and Illustrator will automatically connect them with straight lines. Click and drag to create curved lines.
- **Example:** Draw a shape by placing anchor points at each of the image's points, using the Pen Tool.



# Basic Tools and Their Functions

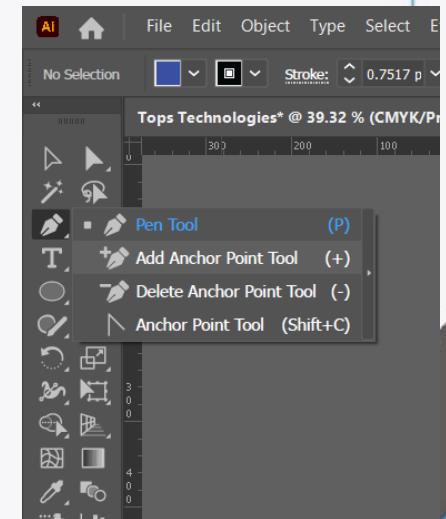
## Pen Tool (P)

- **Add Anchor Point:** Once the Add Anchor Point Tool is selected, click directly on the anchor point you want to add Anchor point on the path.
- **Delete Anchor Point:** Once the Delete Anchor Point Tool is selected, click directly on the anchor point you want to remove from the path.
- **Anchor Point Tool:** With the Anchor Point Tool selected, click on any anchor point of your path. You can:

**Convert smooth points to corner points** by clicking on a smooth anchor point (where you have direction handles).

**Convert corner points to smooth points** by clicking on a corner anchor point.

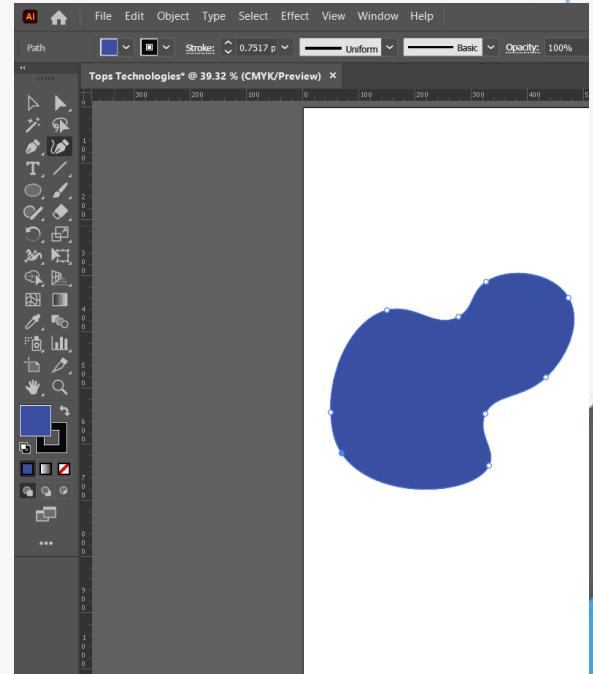
**Adjust the handles** if the anchor point has direction handles.



# Basic Tools and Their Functions

## 8. Curvature Pen Tool

- **Function:** Each time you click, it adds a new anchor point. The tool automatically creates a smooth curve between the points.
- **How It Works:** The tool automatically creates smooth, flowing curves as you click.
- **Example:** Draw a shape by placing anchor points on artboard as well as you can create any kind of Organic Shape.



# Basic Tools and Their Functions

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## **Create the Base Curve:**

- Select the **Curvature Pen Tool** and click to place your first anchor point.
- Click again in a different direction to create a second anchor point, and Illustrator will automatically create a smooth curve between the points.

## **Create More Curves:**

- Continue clicking to add more anchor points, adjusting the curve as you go. Each time you place an anchor point, Illustrator automatically smooths the transition between them.

## **Add Straight Lines:**

- If you need a straight edge for part of the shape, double-click at the location where you want the straight line to start or end.

## **Refine the Path:**

- You can adjust the curves later by selecting the anchor points and dragging them, or by clicking on an anchor point and moving it to modify the shape of the curve.

# Basic Tools and Their Functions

## 9. Type Tool (T)

- **Function:** Adds text to your design. This tool is essential for adding and formatting type in your artwork.
- **How It Works:** Click anywhere on the artboard to start typing. You can adjust font, size, alignment, and other text properties in the **Character** and **Paragraph** panels.
- **Example:** Type your brand name in a bold font to create a logo.



**TOPS**  
TECHNOLOGIES

# Basic Tools and Their Functions

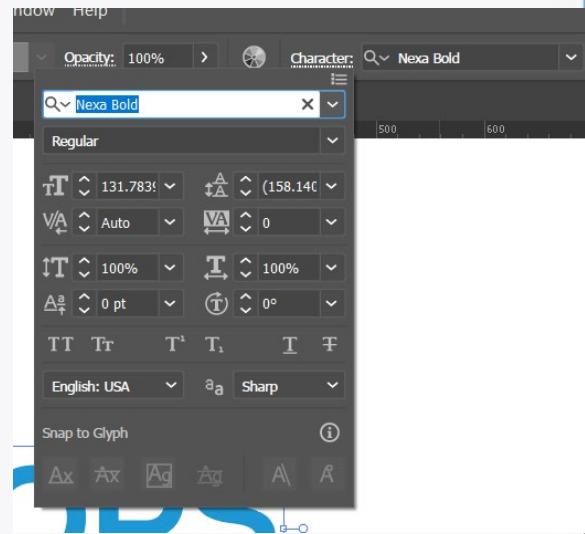
## Type Tool (Character Panel)

### Using the Menu:

- Go to the **Window** menu at the top of Illustrator.
- Select **Type**, then click **Character**.

### Using the Toolbar:

- If you already have text selected using the **Type Tool (T)**, you should see the **Character Panel** appear automatically as part of the control panel at the top, or you can also access it through the options in the panel itself.



# Basic Tools and Their Functions

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## Main Features of the Character Panel:

### Font Family:

- Choose the font you want to use. You can scroll through available fonts or type the name of a font in the dropdown.

### Font Style:

- After selecting a font, you can choose different styles like Regular, Bold, Italic, etc., if available for that font.

### Font Size:

- Adjust the size of the text by entering a number or using the up/down arrows to increase or decrease the size.

# Basic Tools and Their Functions

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## **Leading (Line Spacing):**

- Leading controls the space between lines of text. Increasing it creates more space between lines, while decreasing it brings the lines closer together.

## **Tracking (Spacing Between All Characters):**

- Tracking adjusts the spacing between all characters in a selected text block. You can increase the spacing or reduce it to tighten the text.

## **Kerning (Spacing Between Two Specific Characters):**

- Kerning is used to adjust the space between specific pairs of characters. Place your cursor between two characters and adjust the spacing to make them fit better together.

## **Vertical and Horizontal Scaling:**

- Stretch or compress the text horizontally and vertically.

# Basic Tools and Their Functions

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## Baseline Shift:

- This adjusts the position of text relative to its baseline (e.g., raising or lowering text).

## Text Alignment:

- Align your text to the left, center, or right within the text area.

## All Caps / Small Caps / Stylistic Sets:

- The **All Caps** button forces the text to appear in uppercase letters regardless of how it's typed.
- **Small Caps** uses a small version of capital letters.

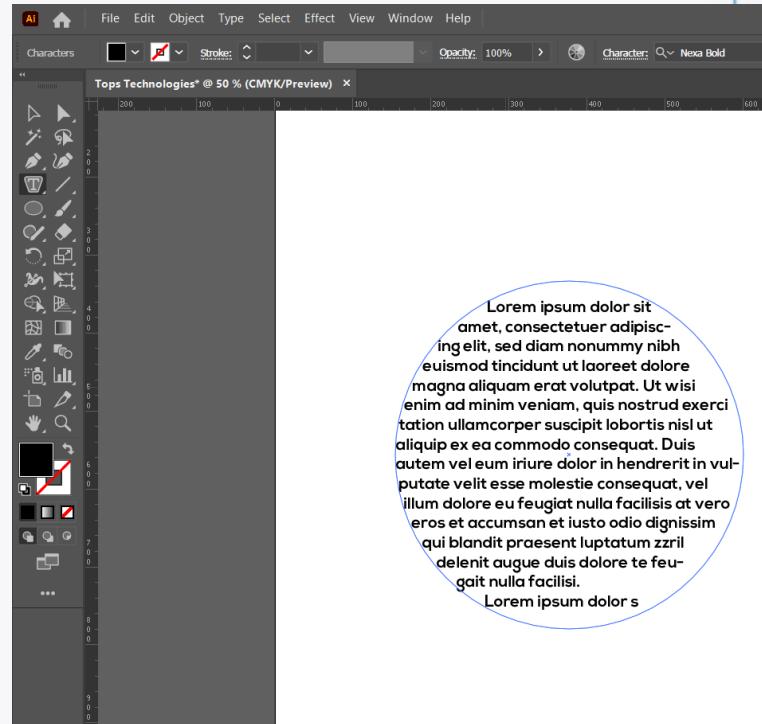
## Color:

- The **Character Panel** doesn't directly adjust the color of text, but you can change the color of your text by selecting it and using the **Color Picker** or the **Swatches Panel** to apply a color.

# Basic Tools and Their Functions

## 9. Type Tool (Area Type Tool)

- **Function:** For text inside a defined area.
- **How It Works:** Once your shape is created, click inside the shape with the **Area Type Tool**. A blinking cursor will appear inside the shape, indicating that you can start typing.
- **Example:** Make any shape and set Content in that area.



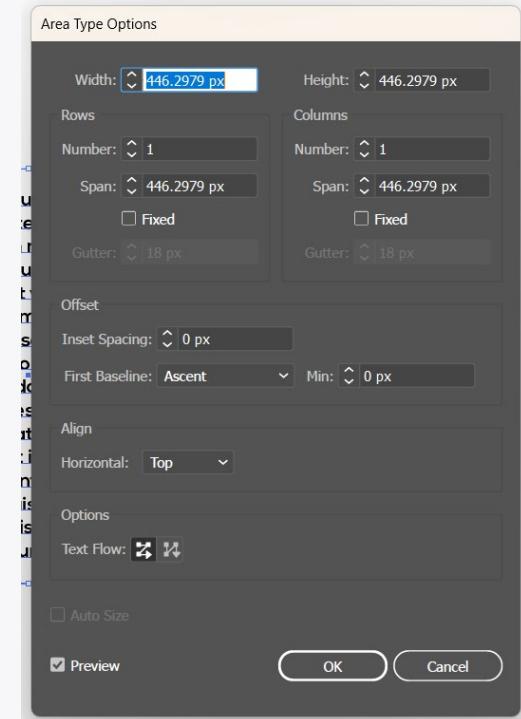
# Basic Tools and Their Functions

## 9. Type Tool (Area Type Tool Options)

It will Open From Type menu Click on and Choose Option Area Type Options.

### Rows/Columns:

- These options let you control the number of rows and columns your text will flow into if it exceeds the area.
- **Rows:** Defines how many rows of text will be used.
- **Columns:** Defines how many columns will be used.
- You can also set **auto-flow** options that determine how the text will flow within the columns or rows.



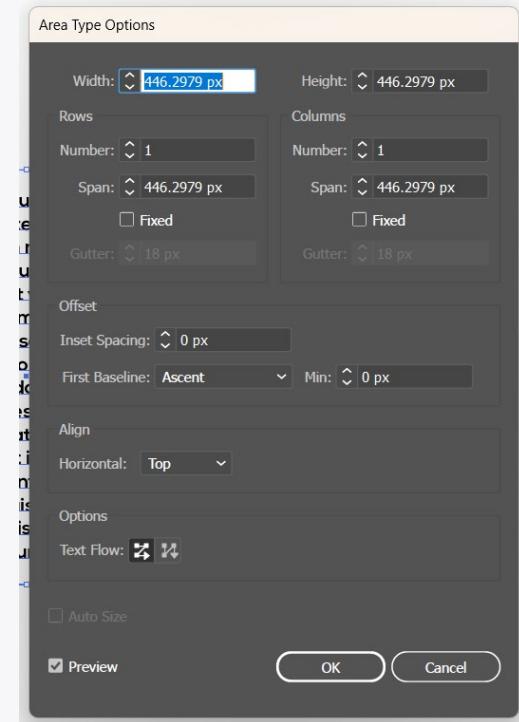
# Basic Tools and Their Functions

## Inset Spacing:

- These options control the space between the text and the edge of the shape (the "Inset margin").
- **Top, Bottom, Left, Right:** Allows you to add space around the text within the boundaries of the shape.
- Adjusting this helps create padding inside the shape, making the text look less cramped.

## Preview:

- Checking the **Preview** box at the bottom of the dialog will show you live updates of how the text changes as you adjust the settings. This makes it easy to see how your changes affect the text layout in real-time.



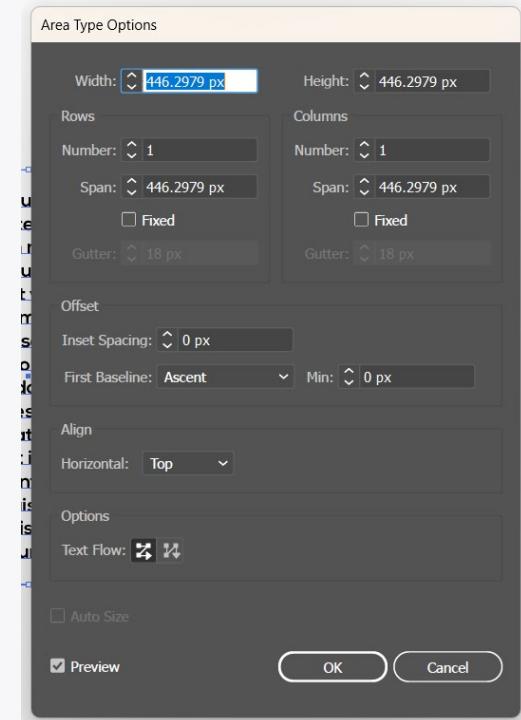
# Basic Tools and Their Functions

## Justify/Align Options:

- You can control the alignment of the text within the shape, either aligning it to the top, center, or bottom (vertically) and left, center, or right (horizontally).
- These settings are useful when you want to ensure that the text is placed exactly where you want it within the shape.

## Auto Size:

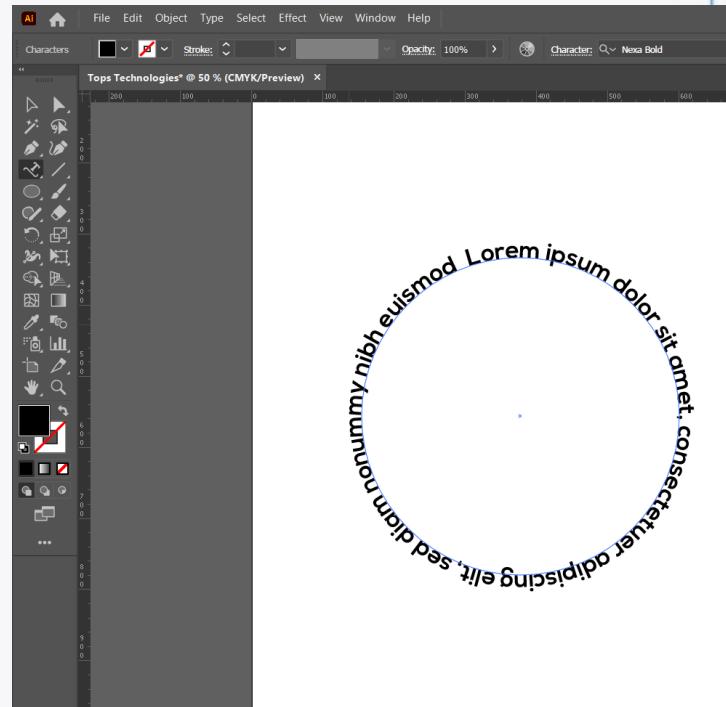
- If enabled, this option will allow the text area to automatically adjust its size to fit the content.
- It's helpful when you don't want the text to overflow outside the shape or if the amount of text is constantly changing.



# Basic Tools and Their Functions

## 9. Type Tool (Type on Path Tool)

- **Function:** For creating text along a path.
- **How It Works:** Use the Ellipse Tool (L) to draw a circle on your artboard And Click and hold the Type Tool (T), then select the Type on a Path Tool. Start typing, and the text will automatically follow the shape of the circle.
- **Example:** Make any shape and set Content on path of that area.

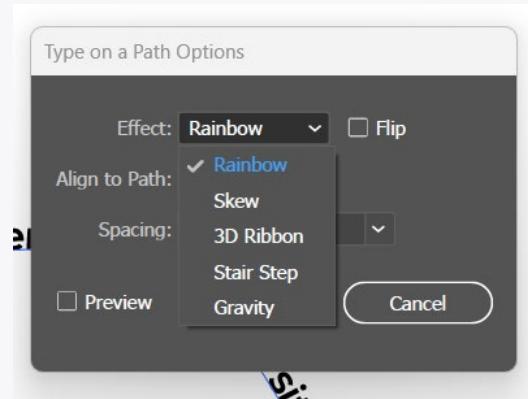


# Basic Tools and Their Functions

## 9. Type Tool (Type on Path Tool Options)

With the text selected, go to the **Type** menu at the top of the screen and choose **Type on a Path > Type on a Path Options**.

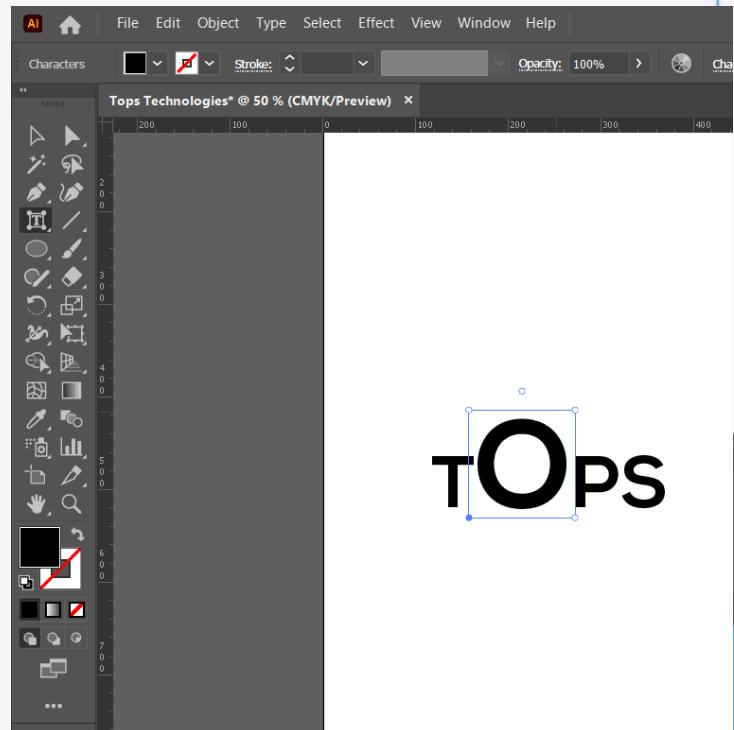
- **Effect:** Choose between different path effects, such as Rainbow (curved text) or Skew (angled text).
- **Align to Path:** Choose whether the text is aligned to the path's center, baseline, or the top or bottom of the path.
- **Flip:** If your text is upside down or in an undesirable orientation, you can flip it to the other side of the path.
- **Preview:** Check the Preview box to see the changes as you adjust the settings.



# Basic Tools and Their Functions

## 9. Type Tool (Touch Type Tool)

- **Function:** to individually manipulate each character of your text, giving you more control over the placement, rotation, and scaling of letters.
- **How It Works:** Once the Touch Type Tool is active, click on any individual character in your text. The character will become selected and You edit its Properties.
- **Example:** Write any Word and Do edit with Touch Type Tool.

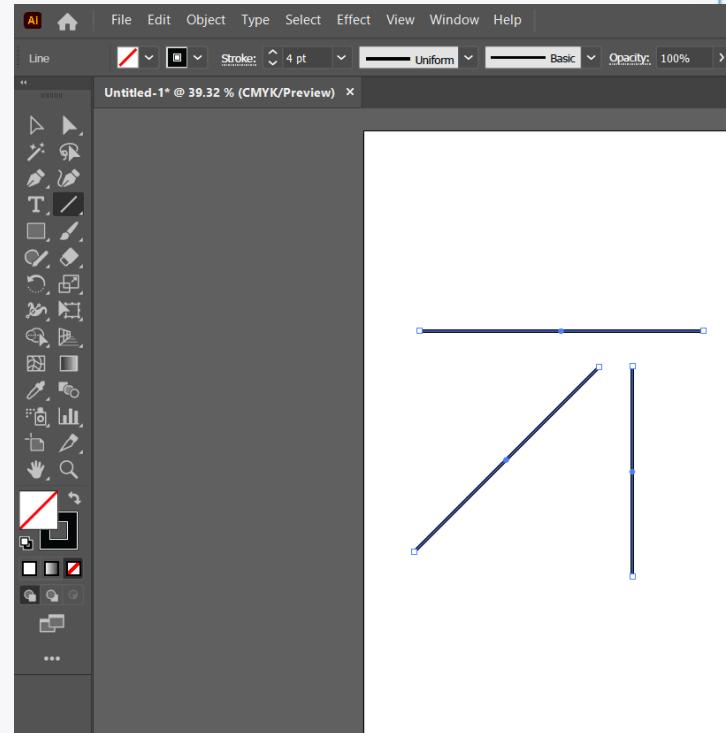


TOPS

# Basic Tools and Their Functions

## 10. Line Tool

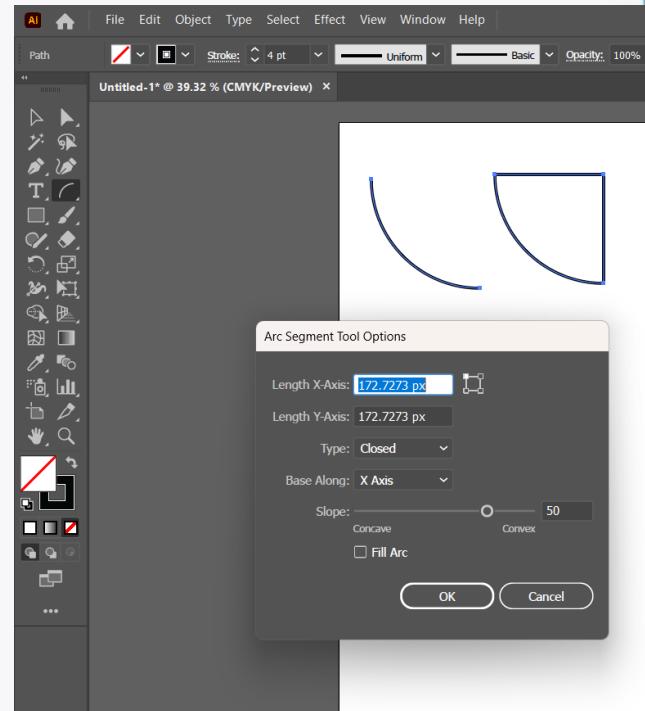
- **Function:** creating straight lines between two points on your artboard
- **How It Works:** to create straight lines by clicking and dragging. When you click once and release, it creates a single line segment.
- **Example:** you can constrain the line to 45-degree increments, like horizontal, vertical, and diagonal lines, making it easier to draw precise lines.



# Basic Tools and Their Functions

## 11. Arc Tool

- Function:** used to create curved lines or arcs, which can be useful for designing smooth curves and circular shapes.
- How It Works:** Click and drag on your canvas to create an arc. You can adjust the direction and curvature while dragging. As well as you can Click anywhere on artboard you will get pop up in that can set arc settings like open and close arc as well as other option.
- Example:** The Arc tool is great for creating smooth, natural-looking curves without needing to manually adjust anchor points.



# Basic Tools and Their Functions

## 11. Spiral Tool

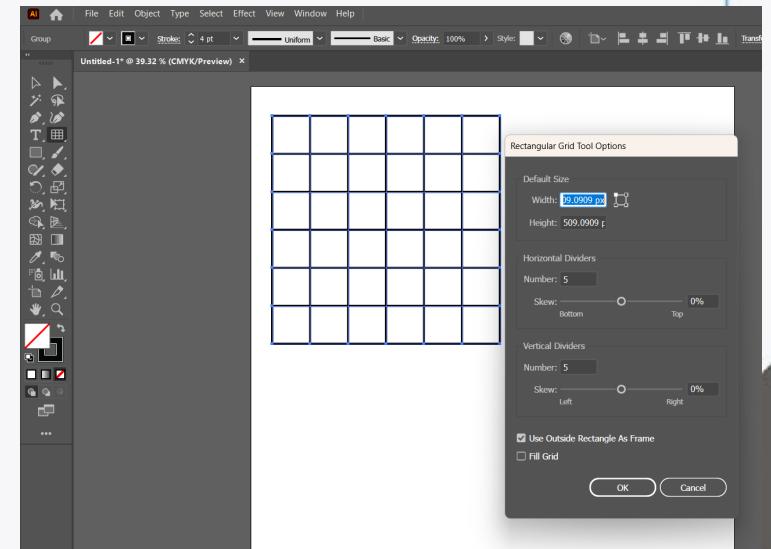
- **Function:** used to create spirals, which are curves that loop around in a circular or spiral pattern.
- **How It Works:** As you drag your mouse, you'll create the spiral, and the size and shape will adjust based on how far you drag.
- **Example:** It's great for designing patterns or objects with a spiral structure, such as in technical illustrations, flower designs, or any kind of circular, flowing structure.



# Basic Tools and Their Functions

## 11. Rectangular Grid Tool

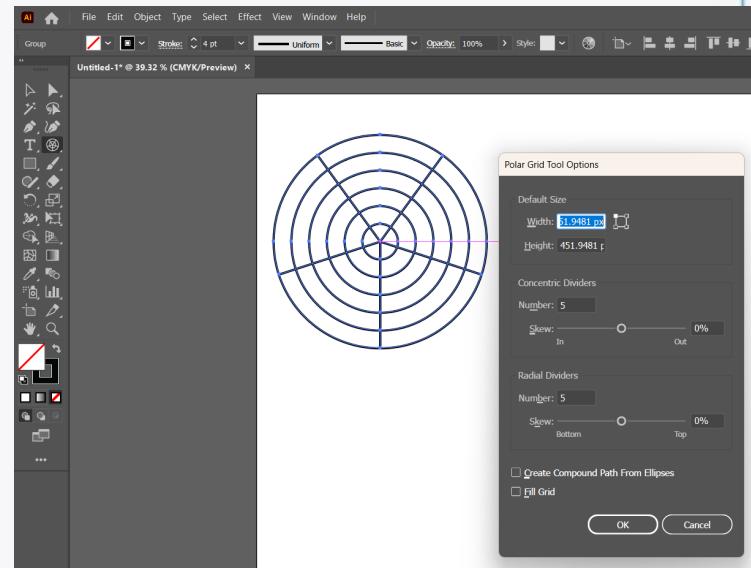
- Function:** Used to create grids of horizontal and vertical lines, which are useful for designs that require precise alignment, layouts, or structuring.
- How It Works:** Click and drag on your artboard to draw the grid. The size and number of rows and columns will depend on how you drag.
- Example:** The Rectangular Grid Tool allows you to create grids with specific numbers of rows and columns, making it easy to structure designs with a high degree of accuracy.



# Basic Tools and Their Functions

## 11. Polar Grid Tool

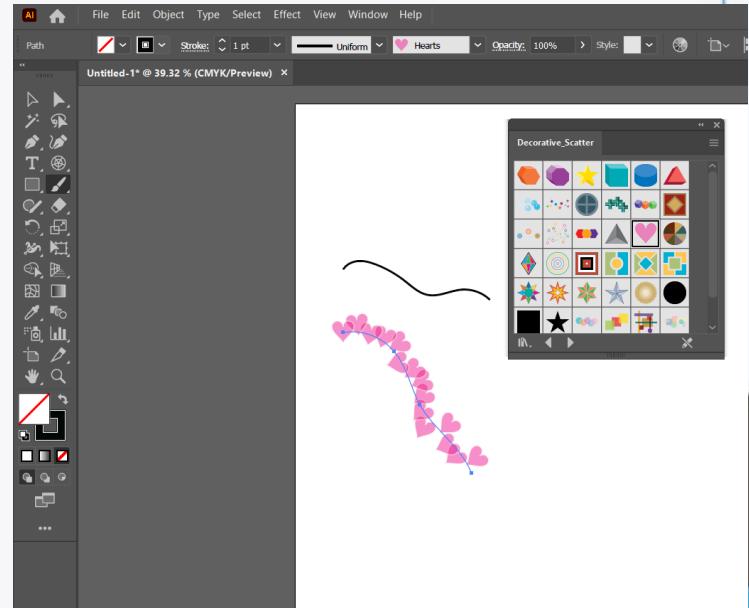
- **Function:** creates circular grids that consist of concentric circles and radial lines, which can be great for designs that require symmetry, radial patterns, or structures like mandalas, pie charts, and other circular designs.
- **How It Works:** Click and drag on the canvas to create a circular grid. The grid will have both concentric circles (circle-based divisions) and radial lines (divisions that radiate outward from the center).
- **Example:** Perfect for creating things like mandalas, pie charts, dial designs, or anything requiring precise radial symmetry.



# Basic Tools and Their Functions

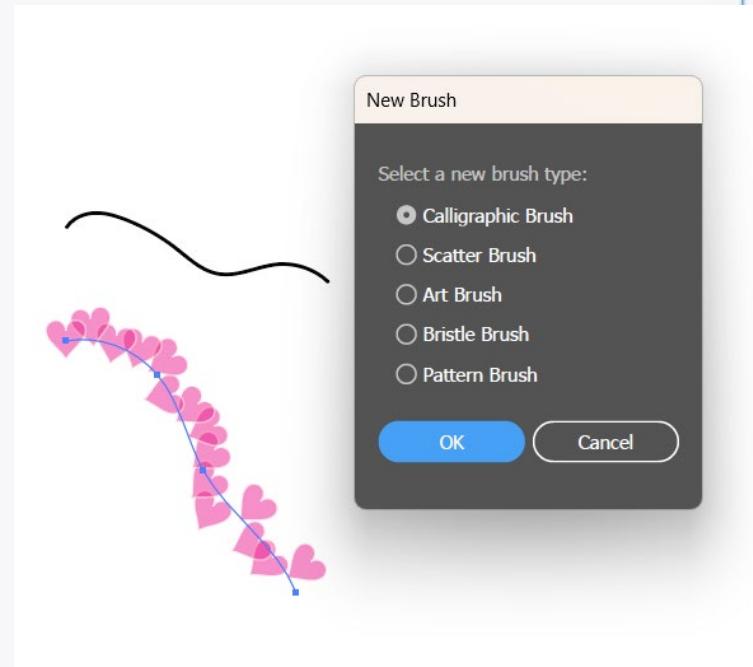
## 12. Paintbrush Tool

- **Function:** create freeform paths that resemble brushstrokes, which can be applied with different brush styles to add texture, variation, and artistic flair to your designs.
- **How It Works:** Click and drag your mouse or stylus to draw freeform paths. The path will follow the movement of your cursor and will take on the characteristics of the selected brush.
- **Example:** Creating hand-drawn, organic lines or decorative effects.



# Basic Tools and Their Functions

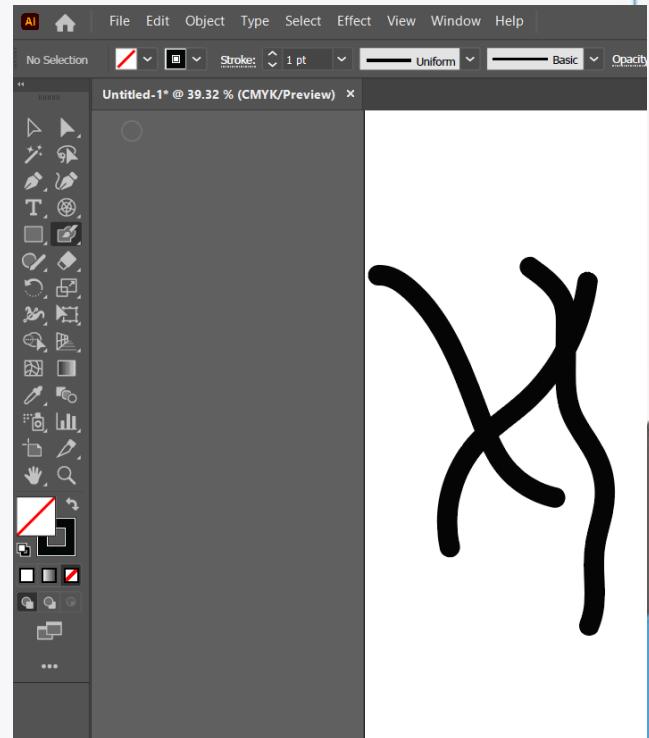
- **Calligraphic Brushes:** Produce strokes that mimic calligraphy pens.
- **Scatter Brushes:** Create repeated patterns along a path (great for things like leaves, stars, etc.).
- **Art Brushes:** Stretch an artwork along the path, such as a flower or wave pattern.
- **Bristle Brushes:** Simulate the effect of real paintbrush strokes, including bristle shapes and texture.
- **Pattern Brushes:** Create any kind of Pattern Brushes.



# Basic Tools and Their Functions

## 13. Blob brush Tool

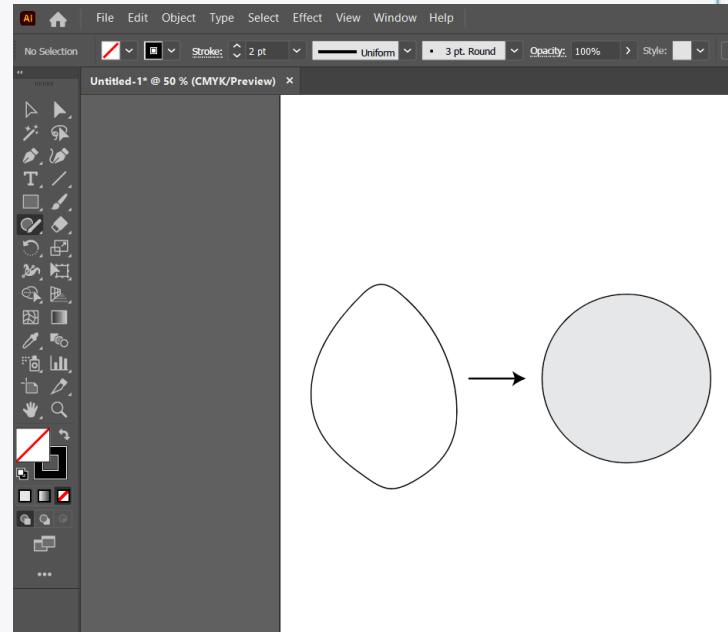
- **Function:** It is great for creating organic, freeform shapes and adding expressive strokes directly to your artwork, all while automatically merging overlapping paths that are the same color.
- **How It Works:** Click and drag on the canvas to draw paths. The Blob Brush will automatically create solid, filled shapes as you draw.
- **Example:** It's great for freehand illustration, sketching, and creating more artistic, natural shapes.



# Basic Tools and Their Functions

## 14. Shaper Tool

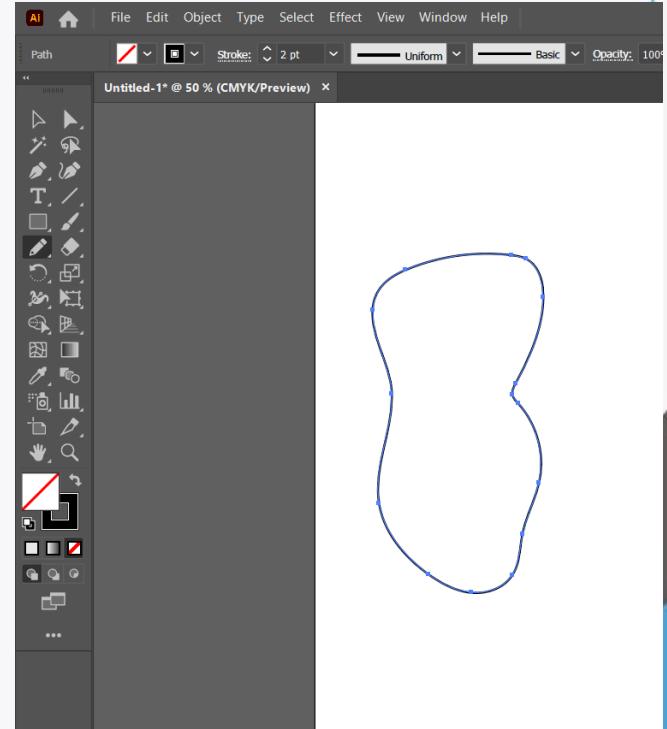
- **Function:** makes it especially versatile is that it allows you to draw freeform shapes, and it automatically recognizes the basic geometric shape you're trying to create as you draw.
- **How It Works:** If you draw a square-like shape, it will automatically convert to a **rectangle** or **square**.
- **Example:** A circle, square, or triangle that you try to draw will automatically be converted into a geometric shape.



# Basic Tools and Their Functions

## 15. Pencil Tool

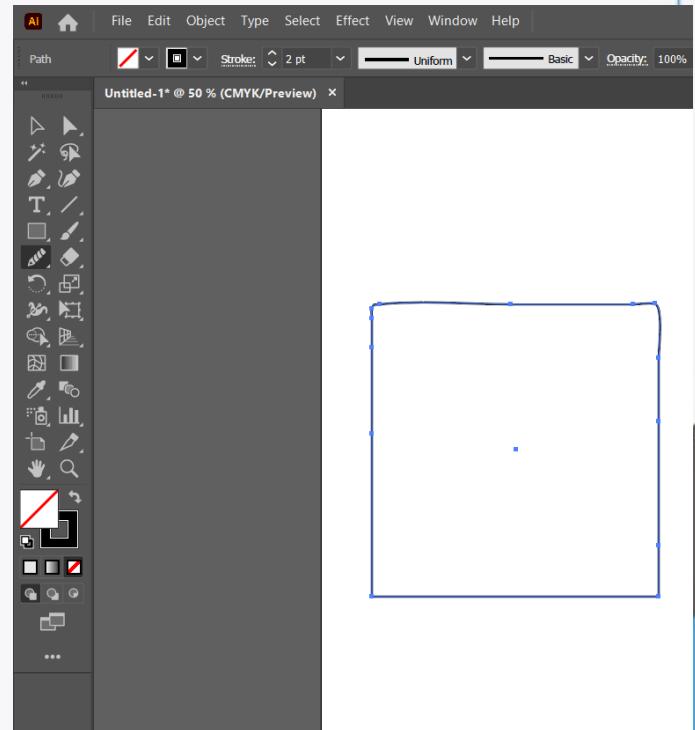
- **Function:** Powerful tool that allows you to draw freeform paths, making it ideal for sketching and creating organic, hand-drawn lines.
- **How It Works:** Click and drag your mouse (or stylus if you're using a tablet) on the canvas to start drawing.
- **Example:** Perfect for hand-drawn, freeform shapes and sketches, especially when you want a natural, sketchy look.



# Basic Tools and Their Functions

## 16. Smooth Tool

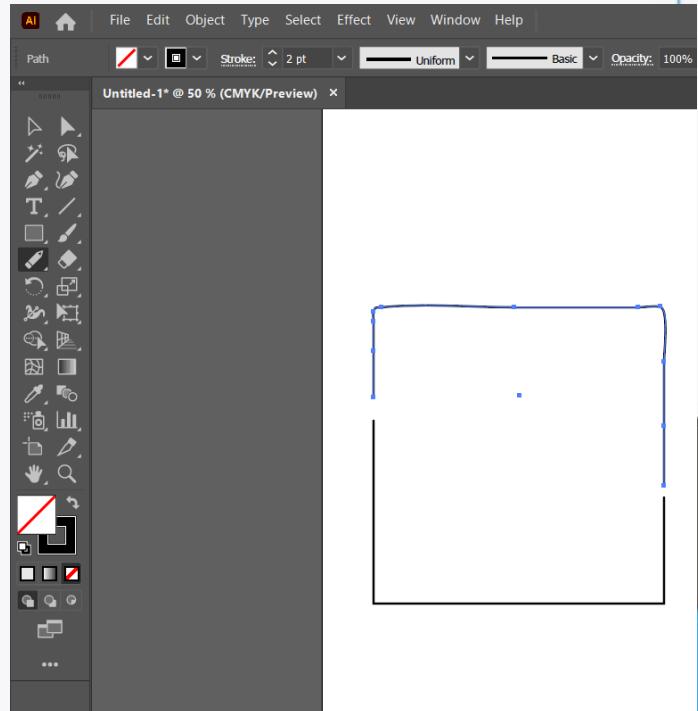
- **Function:** used to smooth out rough or jagged paths and curves that you've drawn, making them more fluid and polished.
- **How It Works:** As you drag the tool over the path, it automatically removes anchor points and smooths out any jagged or uneven areas, creating a more fluid curve.
- **Example:** If you've drawn a path with the **Pencil Tool** and it's rough, you can smooth it out using the Smooth Tool to refine the path without needing to manually adjust anchor points.



# Basic Tools and Their Functions

## 17. Path Eraser Tool

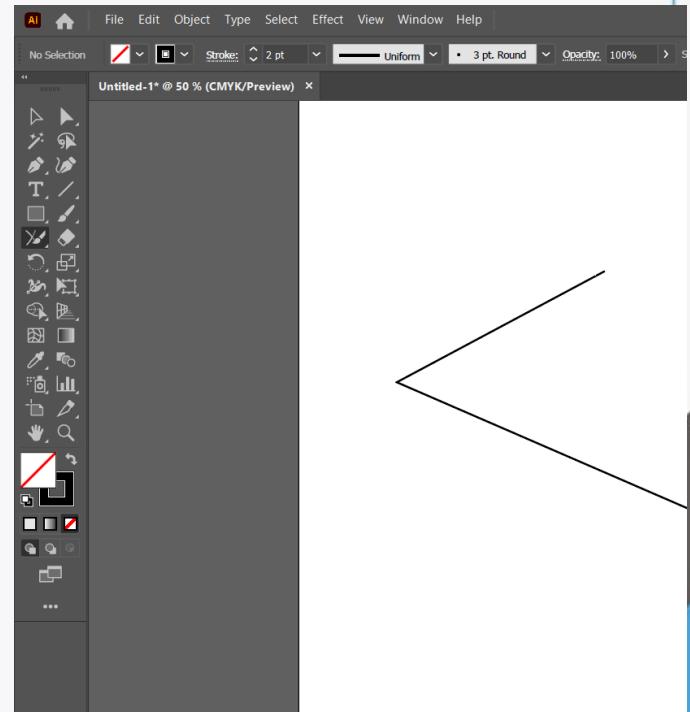
- **Function:** powerful tool that allows you to erase parts of a path directly.
- **How It Works:** As you drag over the path, Illustrator will remove the portion of the path you interact with, deleting anchor points, direction handles, or path segments as you go. You can erase as much of the path as needed, and Illustrator will maintain the continuity of the path where it hasn't been erased.
- **Example:** useful for cleaning up paths after drawing freeform shapes or modifying vector artwork.



# Basic Tools and Their Functions

## 18. Join Tool

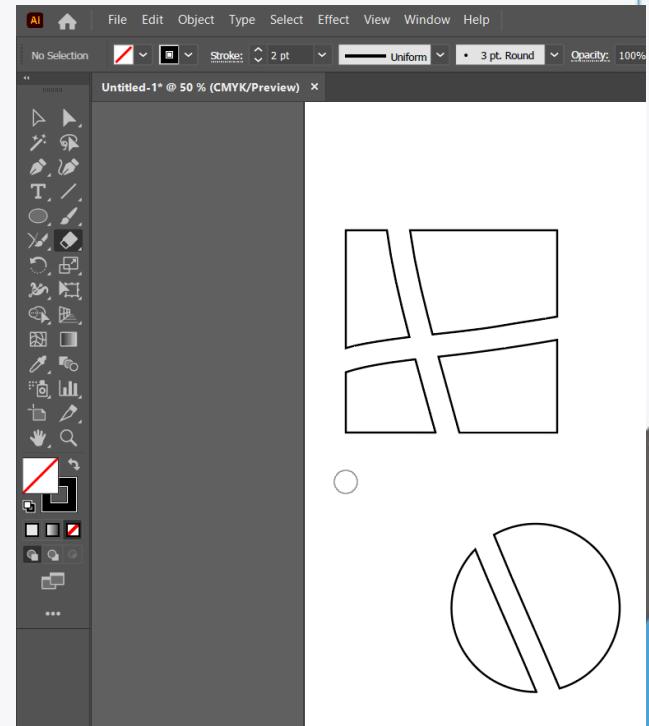
- **Function:** It's particularly useful when you have two open paths or segments that you want to merge into one, making them smoother and easier to work with.
- **How It Works:** When you click and drag across the endpoints, Illustrator will join them together, forming a single, continuous path between the two anchor points.
- **Example:** Use it when combining shapes or creating custom shapes that require path segments to be joined together.



# Basic Tools and Their Functions

## 19. Eraser Tool

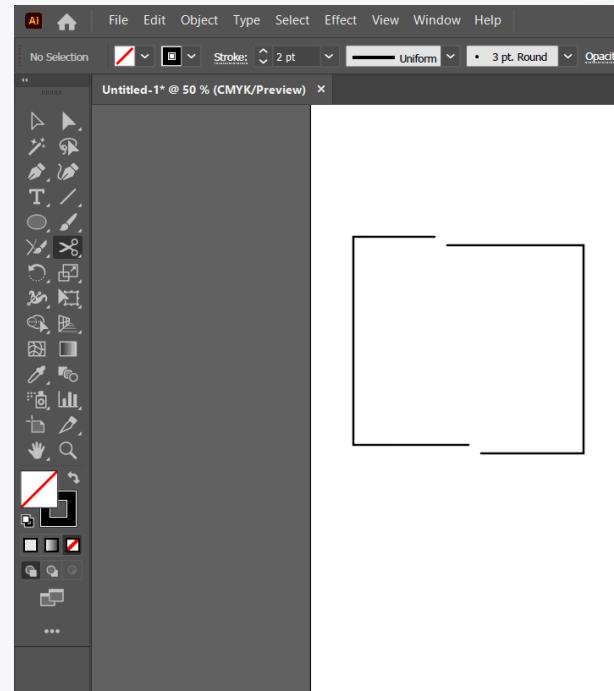
- **Function:** It's a versatile tool that allows you to erase sections of paths or objects directly, similar to how you would use an eraser in traditional drawing or painting.
- **How It Works:** Click and drag the **Eraser Tool** over the area of your artwork that you want to erase.
- **Example:** if you have a path with a stroke, it can erase the stroke (or parts of it), or if it's a closed shape, it can delete parts of the shape's area.



# Basic Tools and Their Functions

## 20. Scissor Tool

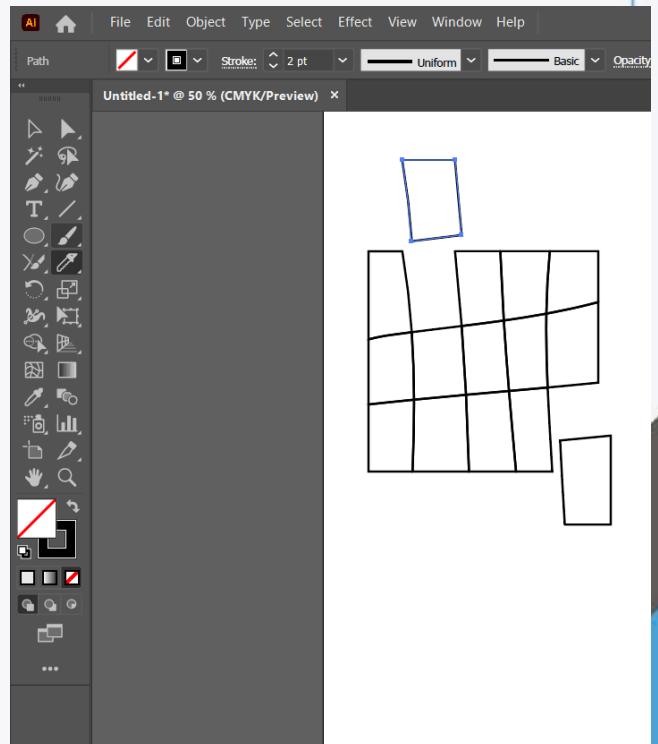
- **Function:** It works similarly to how scissors cut paper—allowing you to "cut" paths at anchor points or along a segment, which can be extremely helpful for breaking apart shapes or paths to modify them further.
- **How It Works:** To use the **Scissors Tool**, click on a path where you want to cut it. The Scissors Tool cuts the path at the anchor point or along a path segment where you click.
- **Example:** It's especially useful for working with lines and shapes, and for cleaning up or dissecting complex designs.



# Basic Tools and Their Functions

## 21. Knife Tool

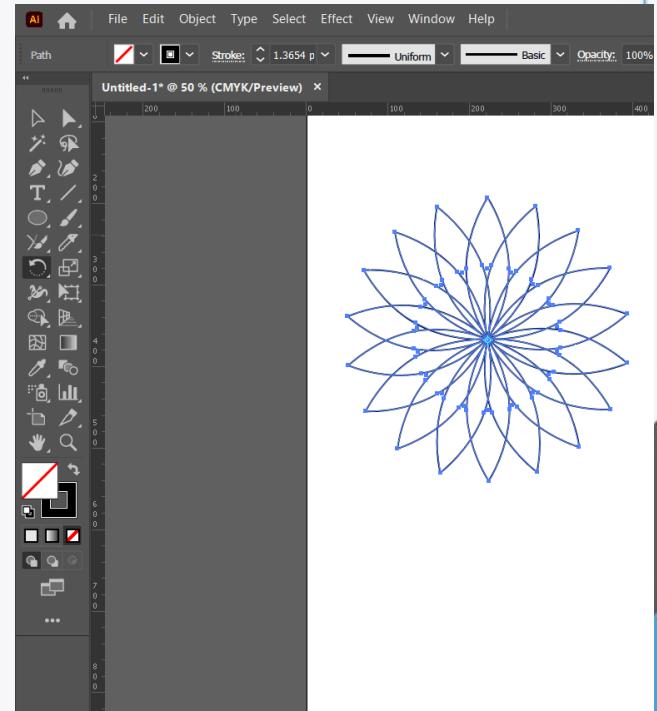
- **Function:** It is a versatile tool that allows you to cut shapes, paths, or objects into multiple pieces, providing more flexibility than other tools like the **Scissors Tool**.
- **How It Works:** Once selected, click and drag across the shape or path you want to cut. The **Knife Tool** allows you to cut along a freehand path, meaning you can draw any kind of line as you cut.
- **Example:** Create any Shape and Cut With Knife tool.



# Basic Tools and Their Functions

## 22. Rotate Tool

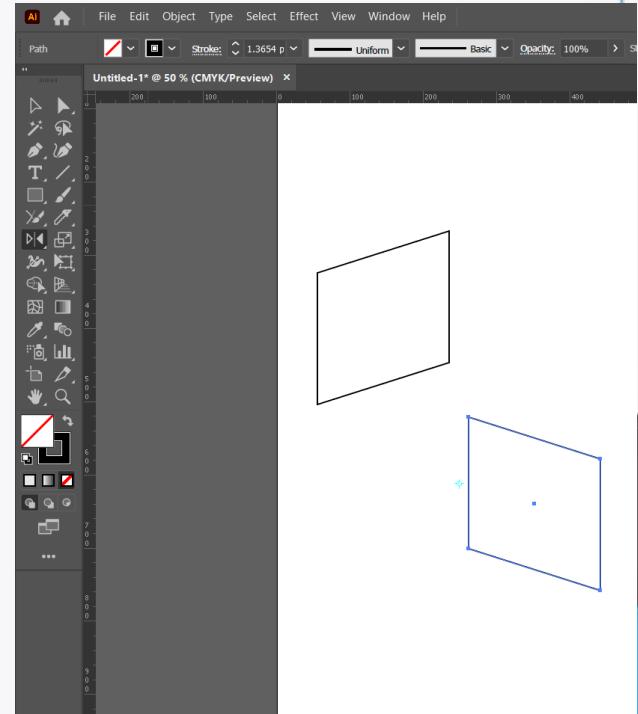
- **Function:** This tool is essential when you want to rotate elements precisely or quickly adjust their orientation without distorting them. You can rotate shapes, paths, and even groups of objects.
- **How It Works:** selecting the rotation point, click and drag in the direction you want to rotate the object. You can move your cursor clockwise or counterclockwise to rotate the object interactively.
- **Example:** Create any Shape and Rotate. You can create Flower.



# Basic Tools and Their Functions

## 22. Reflect Tool

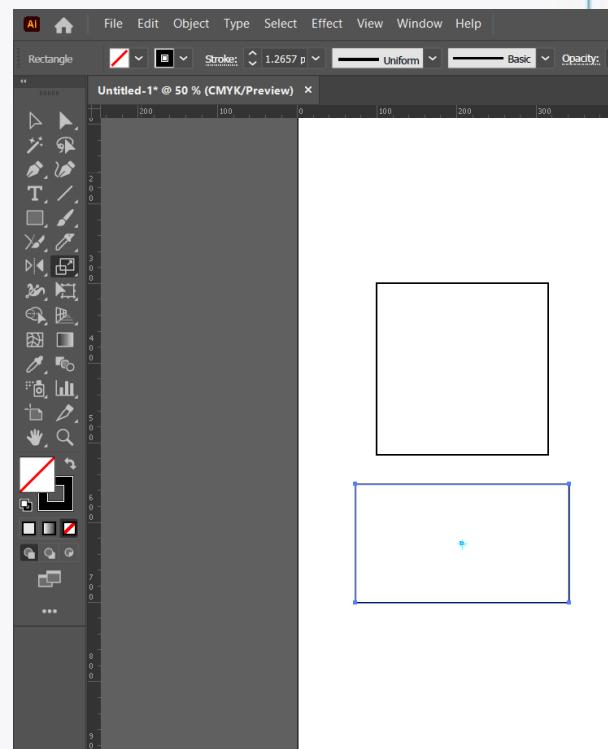
- **Function:** This tool allows you to flip your artwork along a specific axis (vertical or horizontal) or at any custom angle, which is useful for creating symmetrical designs, patterns, or reflections in your artwork.
- **How It Works:** To reflect an object around its center point, simply click and drag to define the direction of the reflection.
- **Example:** Create any Shape and Reflect. You can Do mirror or Flip.



# Basic Tools and Their Functions

## 22. Scale Tool

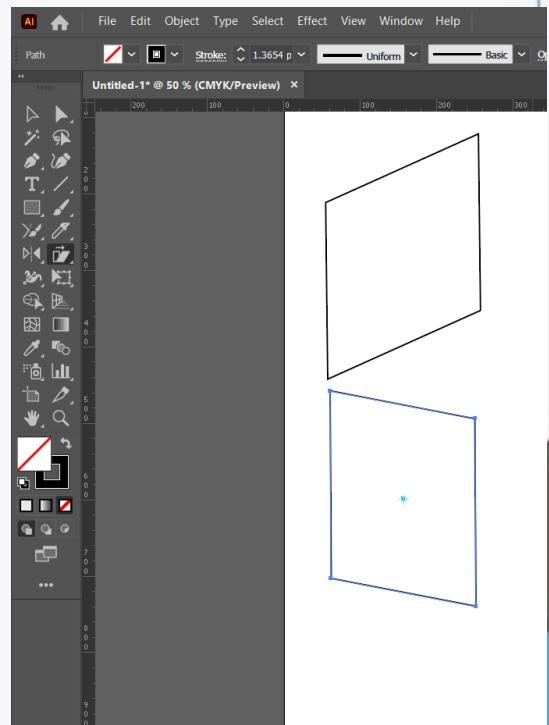
- **Function:** This tool is essential when you want to resize elements proportionally or non-proportionally, and it gives you more control compared to simply using the **Selection Tool**.
- **How It Works:** Click and drag one of the corner handles to scale the object interactively. If you hold down the **Shift** key while dragging, it will maintain the object's proportions, scaling it uniformly.
- **Example:** Create any Shape and Scale.



# Basic Tools and Their Functions

## 23. Shear Tool

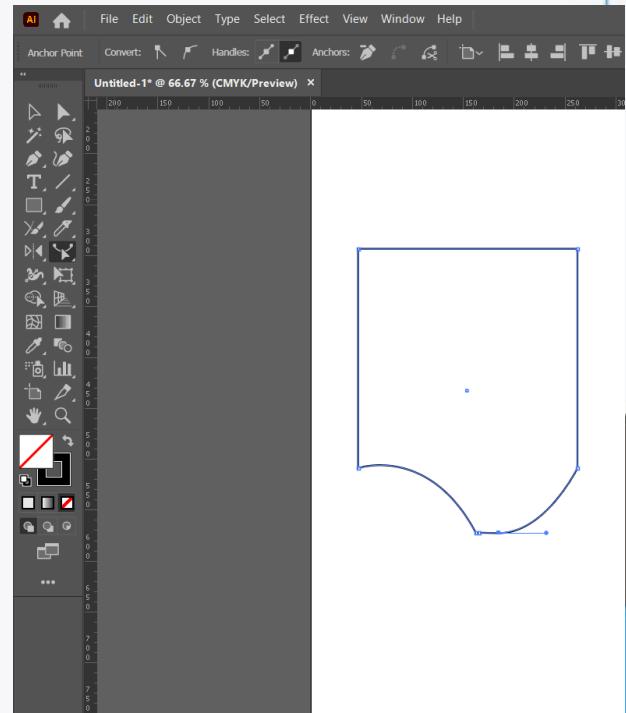
- **Function:** The **Shear Tool** is commonly used to give objects a slanted appearance, often for creating perspective effects, modifying shapes, or adding a dynamic, distorted look to your artwork.
- **How It Works:** Move your cursor to the location where you want to start the shear. When you click and drag, you'll see the object start to distort along the axis you're dragging.
- **Example:** Create any Shape and do shear any direction Horizontal or Vertical Axis.



# Basic Tools and Their Functions

## 23. Reshape Tool

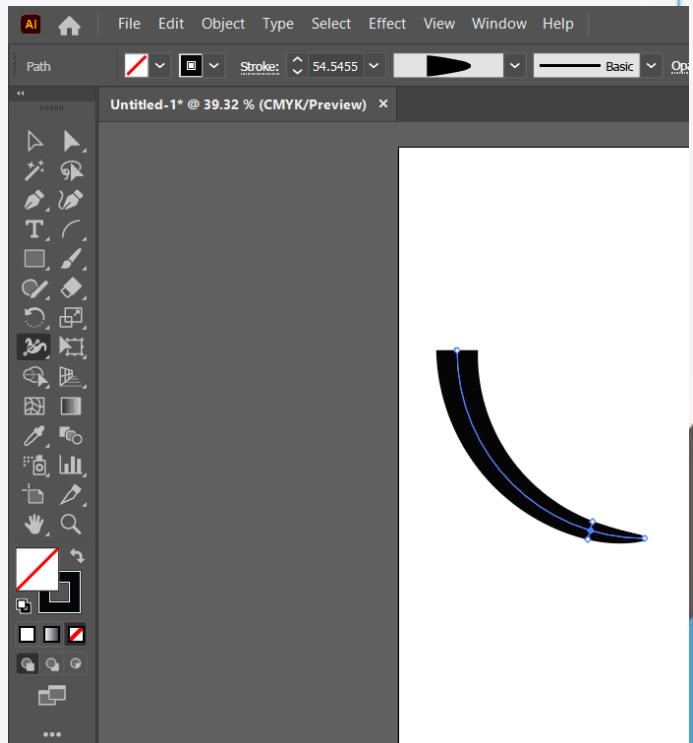
- **Function:** This tool gives you the ability to manipulate complex shapes, curves, and paths easily by dragging anchor points, adjusting segments, and reshaping your artwork.
- **How It Works:** Once you have the **Reshape Tool** selected, click on an anchor point on the path or object you want to modify. You will see that the **Reshape Tool** displays handles that you can drag to reshape the object. Drag the anchor points or the path segments to modify the shape.
- **Example:** Create any Shape and Modify with Reshape Tool.



# Basic Tools and Their Functions

## 24. Width Tool

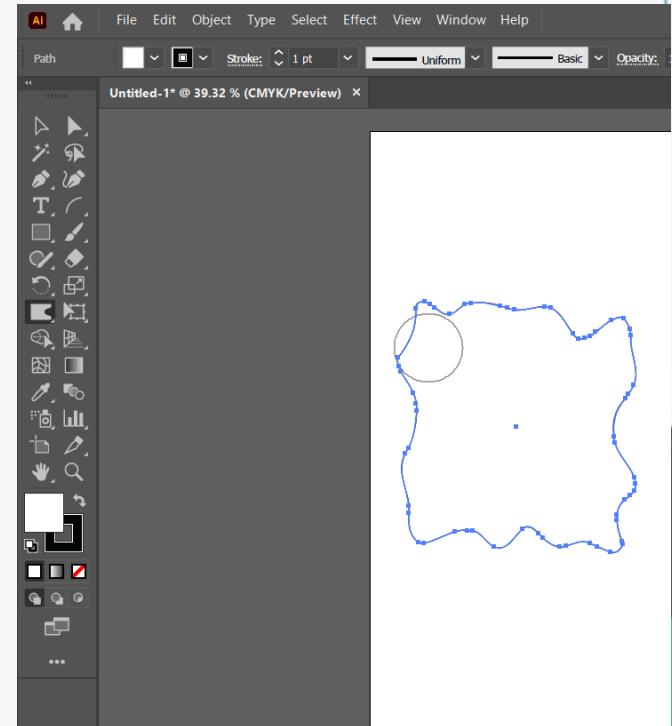
- **Function:** Adjusts the width of a stroke at specific points along a path.
- **How It Works:** Click and drag outward to increase the stroke width, or drag inward to decrease it. You can click on different points along the stroke to add more width handles. Each handle controls the stroke width at its specific location.
- **Example:** Create any Shape and Modify with Width Tool as well create any kind of stroke properties from line.



# Basic Tools and Their Functions

## 25. Warp Tool

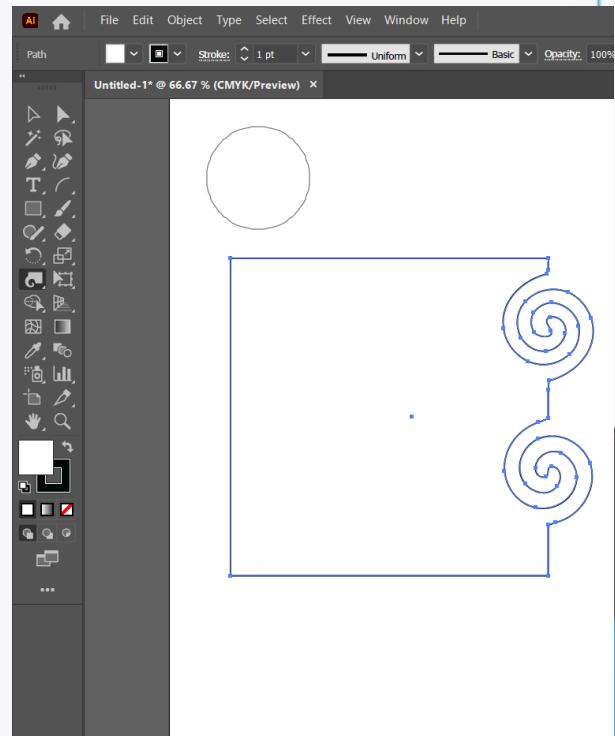
- **Function:** Distorts an object by dragging it to create wavy or warped shapes.
- **How It Works:** Drag the tool over your object to distort it interactively.
- **Example:** Transform geometric shapes into fluid, natural forms.



# Basic Tools and Their Functions

## 26. Twirl Tool

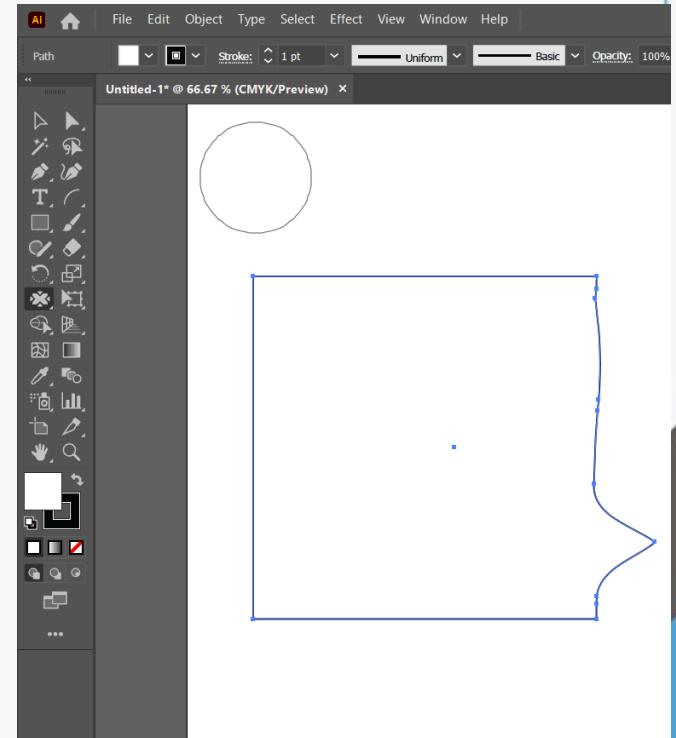
- **Function:** Creates swirling effects by holding and dragging in place.
- **How It Works:** Hover the cursor over your object; a circle will appear indicating the brush area. **Click and Hold** on the object to twirl it. The longer you hold, the more pronounced the twist. **Drag** the cursor while holding to shift the twirl's position
- **Example:** Create swirling designs for backgrounds, logos, or posters.



# Basic Tools and Their Functions

## 27. Pucker Tool

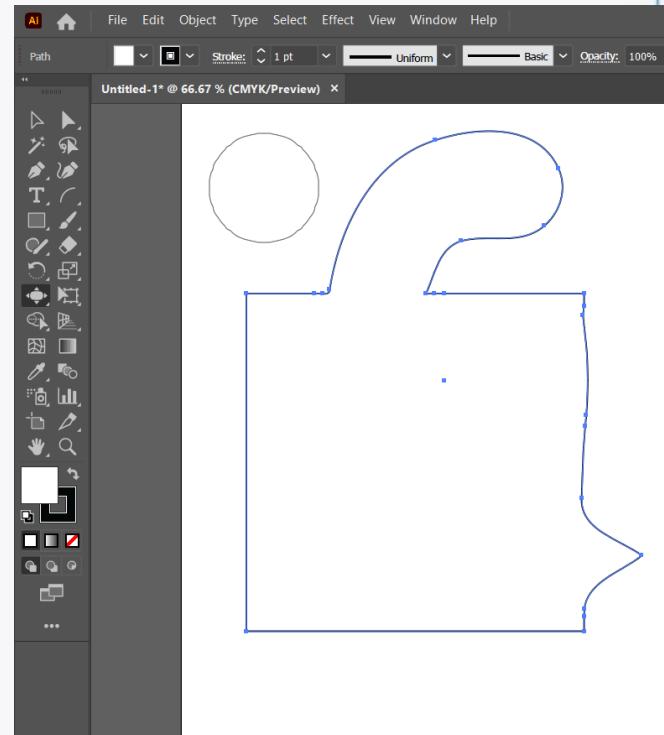
- **Function:** It's used to pull the edges of an object inward toward its center, creating a "pinched" or puckered effect.
- **How It Works: Click and Hold** Pulls the object's paths inward toward the brush center. Move the cursor while holding the mouse button to apply the effect to different areas.
- **Example:** Create unique designs like pinched starbursts or floral patterns.



# Basic Tools and Their Functions

## 28. Bloat Tool

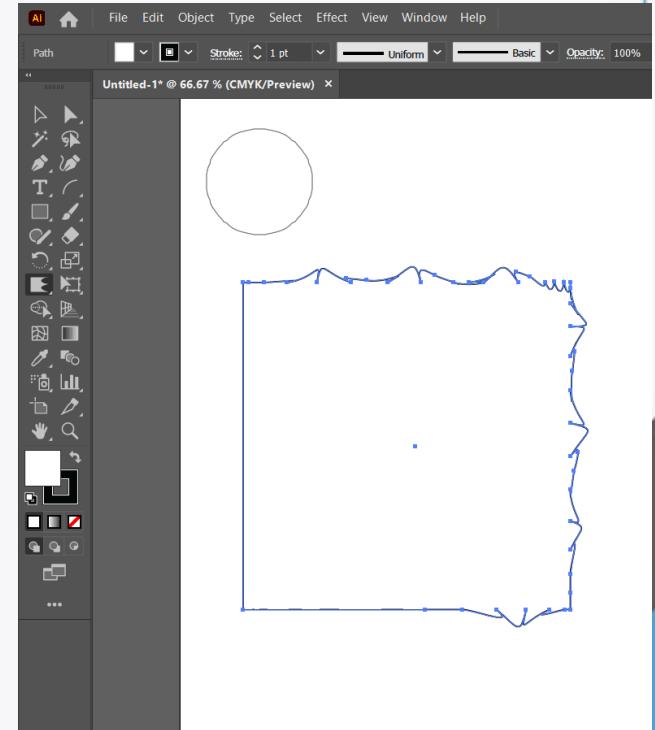
- **Function:** It allows you to push the edges of an object outward from its center, creating an "inflated" or expanded effect.
- **How It Works: Click and Hold** Expands the object's paths outward from the brush center. Move the cursor while holding the mouse button to apply the effect to different parts of the object.
- **Example:** Use the tool to puff up geometric shapes, making them appear soft or rounded.



# Basic Tools and Their Functions

## 29. Scallop Tool

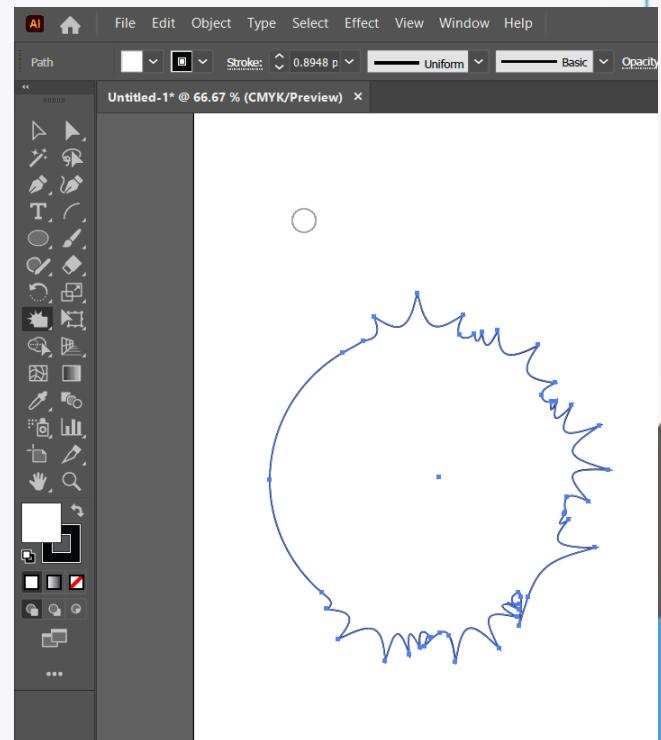
- **Function:** It is used to create wavy, scalloped edges along an object by pulling anchor points outward and inward in a wave-like pattern.
- **How It Works: Click and Hold** Adds scalloped waves to the object's edges within the brush area. Move the cursor while holding the mouse button to apply the effect along different sections of the object.
- **Example:** Create ornamental edges for frames, badges, or logos.



# Basic Tools and Their Functions

## 30. Crystallize Tool

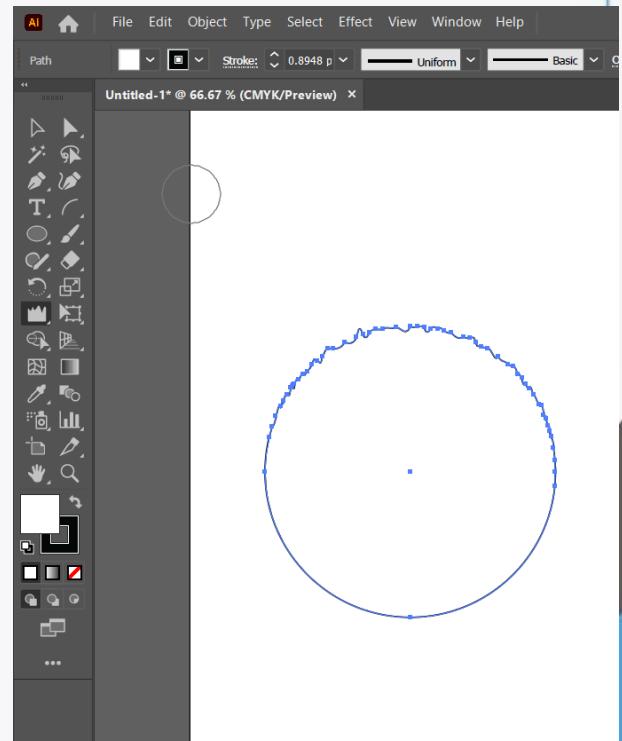
- **Function:** It adds sharp, jagged edges to an object, creating a spiky, "crystallized" effect. This tool is ideal for designing edgy shapes, abstract textures, and dynamic patterns.
- **How It Works: Click and Hold** Adds jagged, spiky distortions within the brush area. Move the cursor along the object to apply the effect to different sections.
- **Example:** Create spiky, crystalline designs for stars, geometric patterns, or logos.



# Basic Tools and Their Functions

## 31. Wrinkle Tool

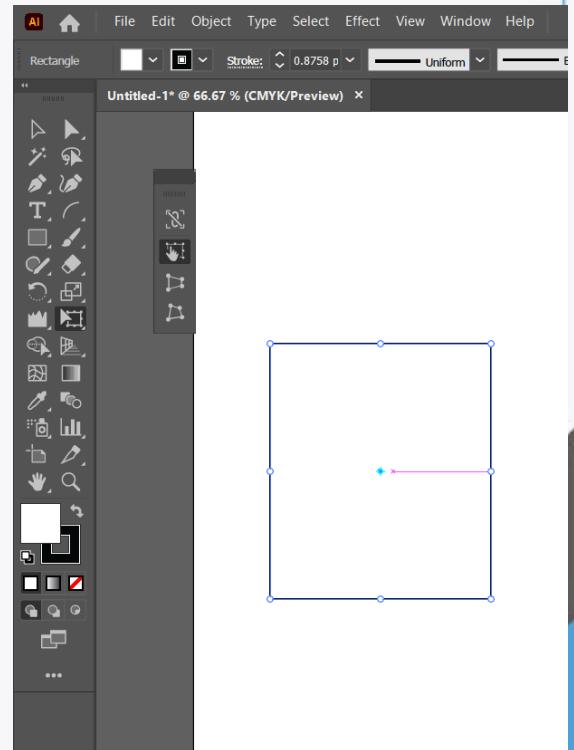
- **Function:** It is used to add fine, irregular distortions to the edges of an object, mimicking a wrinkled, rough, or textured appearance. This tool is ideal for creating organic, natural effects or adding texture to designs.
- **How It Works: Click and Hold** Adds wrinkled distortions within the brush area. Move the cursor along the object to apply the effect to different sections.
- **Example:** Create natural textures like tree bark, fabric, or rocky terrain.



# Basic Tools and Their Functions

## 32. Free Transform Tool

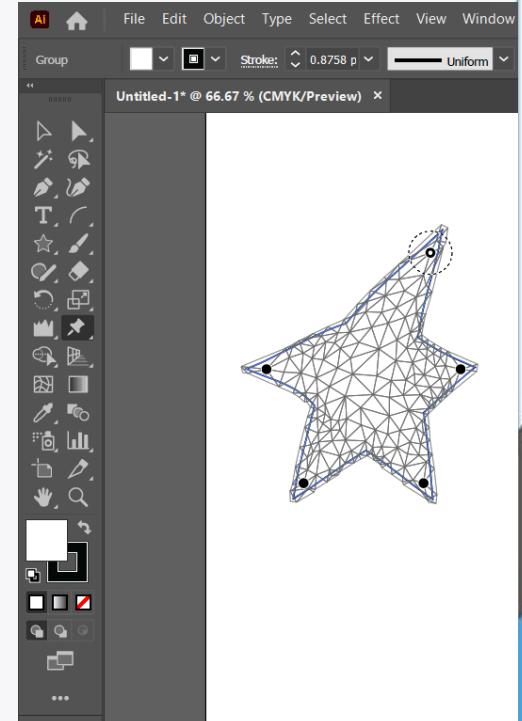
- **Function:** to apply transformations—such as scaling, rotating, skewing, and distorting—to objects interactively. It is a versatile tool for adjusting shapes, text, and graphics to fit your design needs.
- **How It Works:** Drag any corner or side handle. Hold **Shift** to maintain the object's proportions. Hold **Ctrl (Cmd on Mac)** and drag a corner handle to distort the object by moving one corner independently. Hold **Shift + Ctrl (Shift + Cmd on Mac)** while dragging a corner to adjust perspective.
- **Example:** Scale logos, icons, or other elements while maintaining proportions.



# Basic Tools and Their Functions

## 33. Puppet Wrap Tool

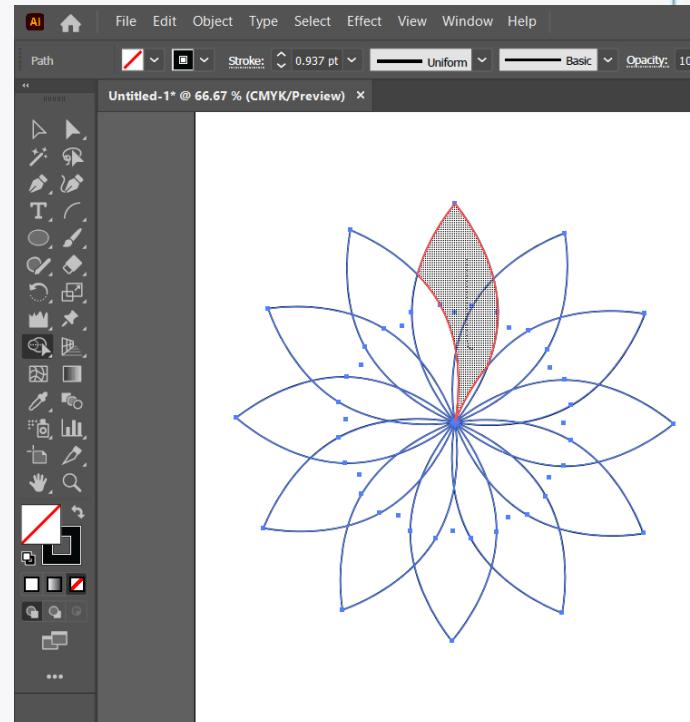
- **Function:** a powerful feature that allows you to manipulate and reshape artwork by adding control points, known as pins, to deform specific areas while keeping other parts intact.
- **How It Works:** Click anywhere on the object to place **pins**. These pins act as control points for manipulating the object. You can add multiple pins to define areas to move, rotate, or keep static.
- **Example:** Adjust poses or expressions in character illustrations. Create motion effects or dynamic shapes in illustrations.



# Basic Tools and Their Functions

## 34. Shape Builder Tool

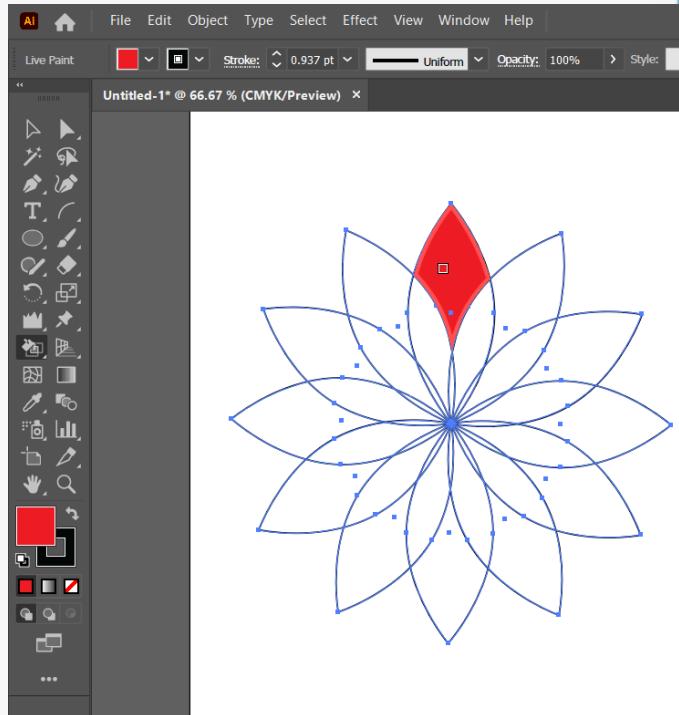
- **Function:** It is particularly useful for merging overlapping shapes or breaking them into separate components without requiring extensive path manipulation.
- **How It Works:** Select the objects you want to edit using the **Selection Tool (V)**. Hover over the selected objects to see highlighted sections. Click and drag across the sections you want to combine.
- **Example:** Combine basic geometric shapes to create unique logos.



# Basic Tools and Their Functions

## 35. Live Paint Bucket Tool

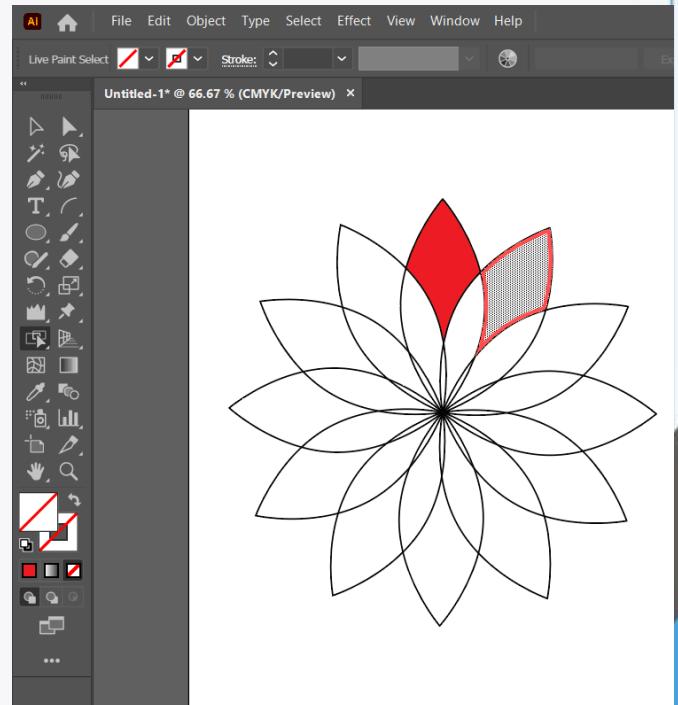
- **Function:** Lets you apply colors to specific areas of your artwork, even within complex designs with overlapping shapes. It simplifies the process of filling areas without manually creating closed paths.
- **How It Works:** Hover over an enclosed area of your Live Paint Group. The area will highlight with a grid-like preview. Click to fill the area with the active color. Use the **arrow keys** (left and right) to cycle through swatches in your color palette. Hold **Shift** and click to apply a stroke color instead of a fill.
- **Example:** Add vibrant fills to intricate sketches or detailed vector art.



# Basic Tools and Their Functions

## 36. Live Paint Selection Tool

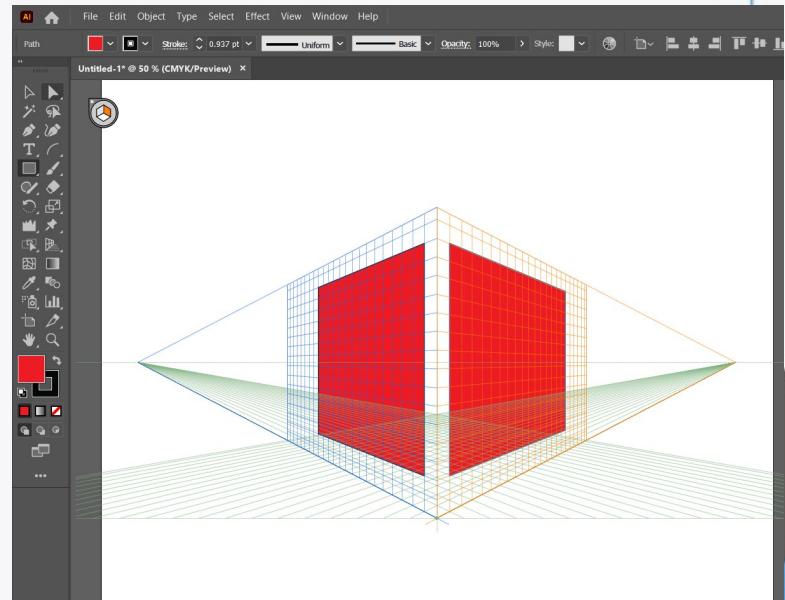
- **Function:** It is particularly useful for editing or changing colors in specific areas of a design without affecting the rest of the artwork.
- **How It Works:** Click on any colored fill or stroke within the Live Paint Group. The selected area will be highlighted. Hold **Shift** and click to select multiple regions or strokes.
- **Example:** Refine or adjust specific colors in a design without reapplying the Live Paint Bucket Tool.



# Basic Tools and Their Functions

## 37. Perspective Grid Tool

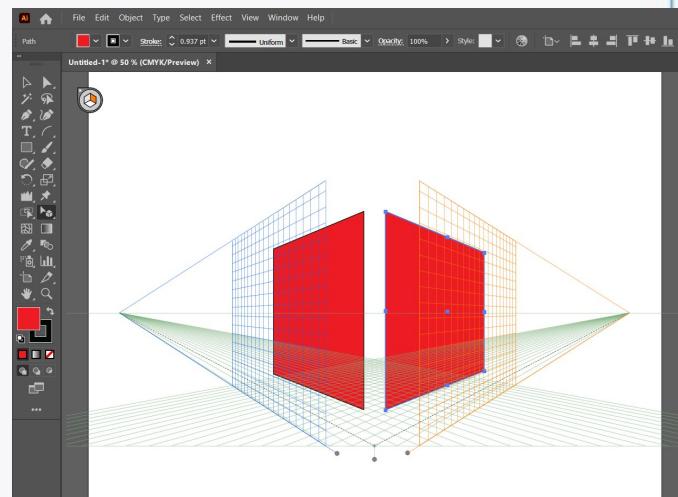
- **Function:** to create and manipulate artwork in a perspective view, simulating 3D depth. It is ideal for designing objects, scenes, or text with realistic spatial relationships, such as buildings, cityscapes, or product mockups.
- **How It Works:** Select the **Perspective Grid Tool** from the toolbar or press **Shift + P**. A default 2-point perspective grid appears. Points on the horizon line where parallel lines converge.
- **Example:** Create buildings or urban scenes with accurate perspective.



# Basic Tools and Their Functions

## 38. Perspective Grid Selection Tool

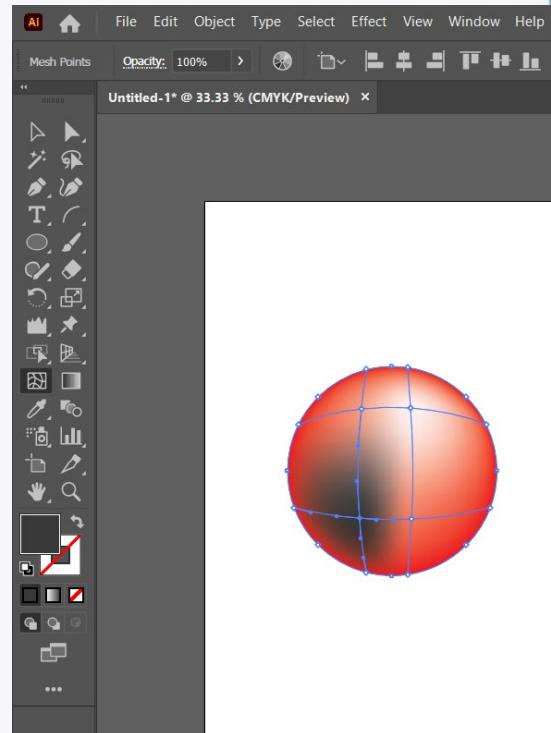
- **Function:** This tool ensures that objects remain aligned to the perspective plane they are associated with, making it easier to maintain realistic depth and spatial relationships.
- **How It Works:** Click on an object aligned to the perspective grid. The tool highlights objects on the active plane. To select multiple objects, hold **Shift** while clicking. Drag the object along the plane. The Perspective Selection Tool keeps the object aligned to the grid while moving.
- **Example:** Move or resize buildings and other elements in a cityscape while preserving perspective.



# Basic Tools and Their Functions

## 39. Mesh Fill Tool

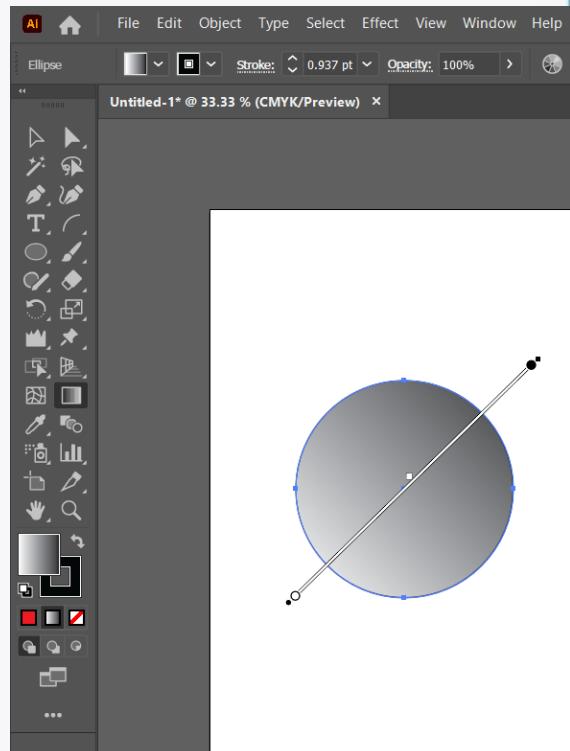
- **Function:** A powerful feature used to create complex gradients and realistic shading by dividing an object into a grid of mesh points. Each point can have individual color values, allowing you to blend colors seamlessly across the object.
- **How It Works:** Click inside the object to create a mesh point. This divides the object into sections using horizontal and vertical mesh lines. Select a mesh point or section using the **Direct Selection Tool (A)**. Apply a color from the **Swatches Panel**, **Color Picker**, or **Eyedropper Tool**.
- **Example:** Add detailed highlights, shadows, and gradients to mimic real-world lighting effects.



# Basic Tools and Their Functions

## 40. Gradient Tool

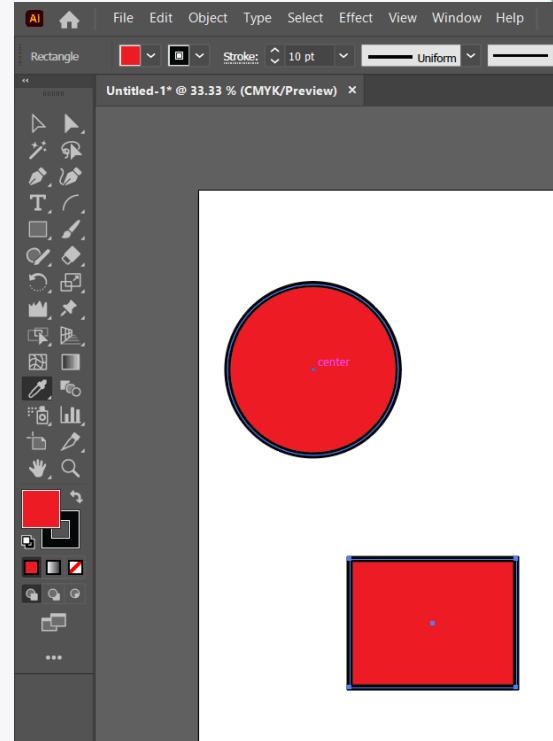
- **Function:** Gradients create smooth transitions between two or more colors, adding depth, dimension, and visual interest to your designs.
- **How It Works:** **Linear Gradient:** A straight-line gradient transitioning between colors. **Radial Gradient:** A circular gradient radiating outward from a central point. **Freeform Gradient:** Customizable gradients with points or lines of color (ideal for irregular shapes). Adjust the gradient stops (colored markers) to modify the colors and their positions.
- **Example:** Create smooth, multi-tone gradient backgrounds for posters, web design, or print.



# Basic Tools and Their Functions

## 41. Eyedropper Tool

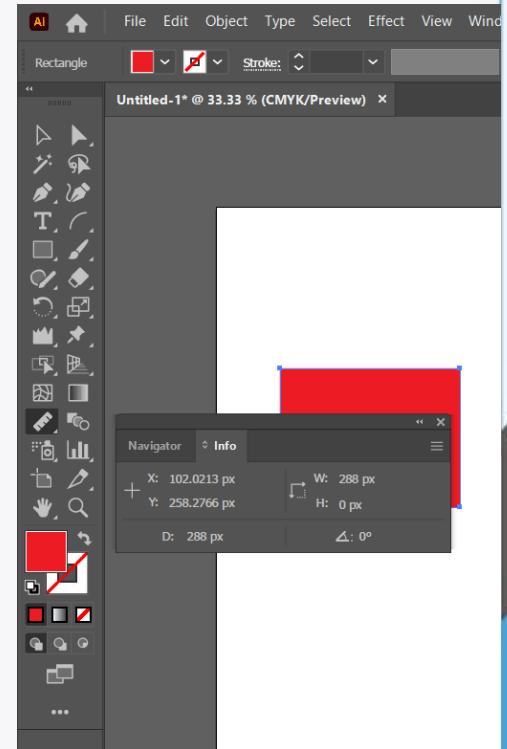
- **Function:** A versatile feature that allows you to copy attributes such as color, text styles, gradients, and appearance from one object and apply them to another.
- **How It Works:** Picks up the fill or stroke color of one object and applies it to another.
- **Example:** This tool is very useful for quickly matching colors, gradients, or styles across various objects in your design.



# Basic Tools and Their Functions

## 42. Measure Tool

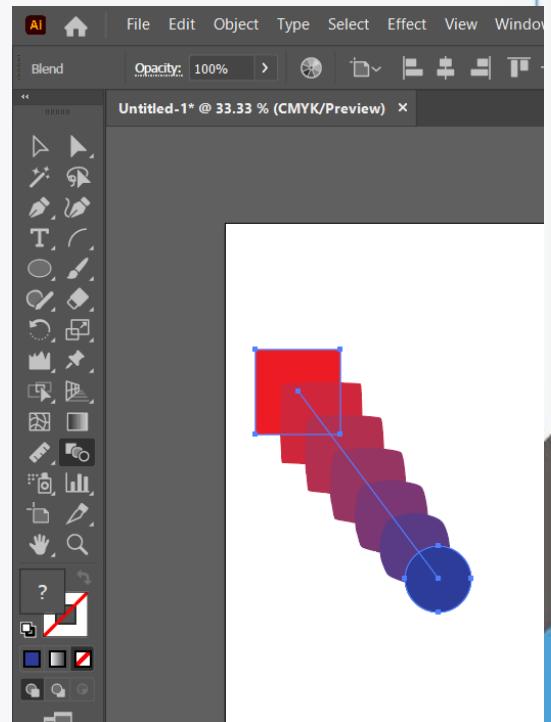
- **Function:** To measure the distance, angle, or coordinates between two points within your artwork. It provides useful data for precise adjustments, helping designers ensure accurate positioning, alignment, and scaling.
- **How It Works:** Click on the first point, then drag to the second point to measure the distance between them. A line will appear, and Illustrator will display the distance in the **Control panel** or **Info panel**.
- **Example:** Measure any Shape dimensions.



# Basic Tools and Their Functions

## 43. Blend Tool

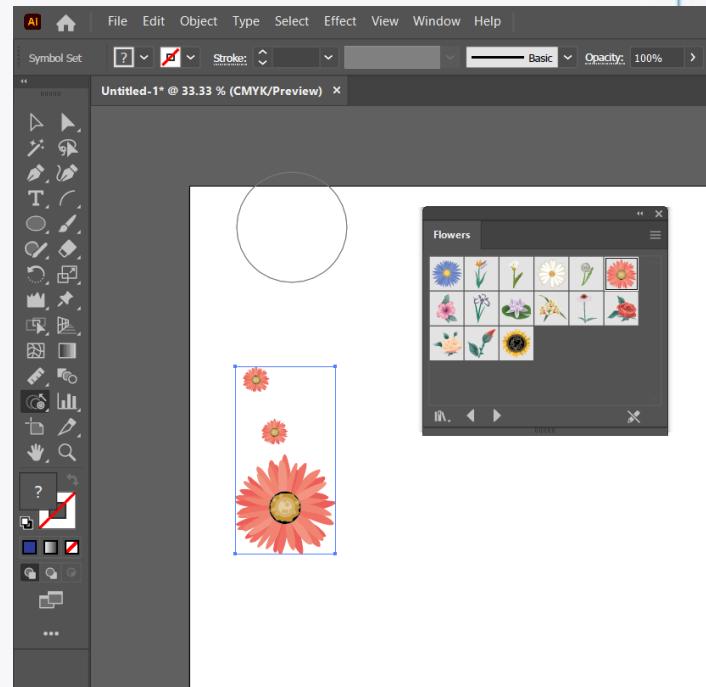
- **Function:** Used to create smooth transitions between two or more objects, such as colors, shapes, or paths. It creates intermediate steps between selected objects, allowing you to form gradients or even complex shapes and patterns.
- **How It Works:** Select two or more objects or paths that you want to blend. These can be any objects, such as shapes, lines, or text. The two objects (or more) act as the start and end of the blend, and Illustrator will create the transition between them.
- **Example:** Draw a smaller circle and a larger circle with different colors (e.g., blue and green).



# Basic Tools and Their Functions

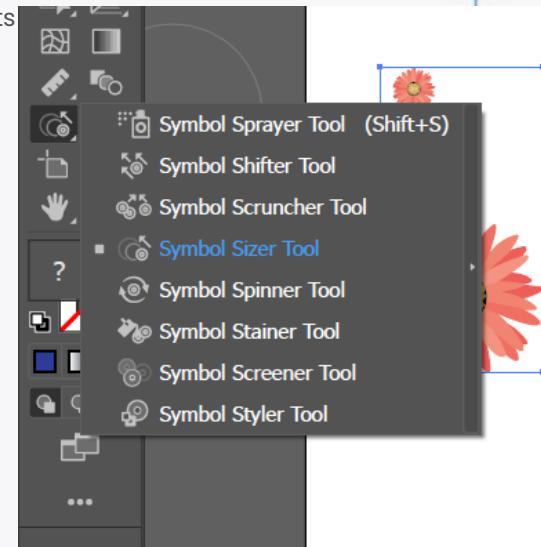
## 44. Symbol Tool

- **Function:** Used to create and manage symbols, which are reusable objects or designs that you can use multiple times throughout your artwork.
- **How It Works:** Once the **Symbol Sprayer Tool** is selected, click and drag on the artboard to spray multiple instances of the selected symbol. The tool will create scattered instances of the symbol wherever you drag. You can adjust the direction and density of the symbols by varying the speed and size of your drag motion.
- **Example:** Draw a tree shape and convert it into a symbol by dragging it into the **Symbols Panel**. Name it "Tree."



# Basic Tools and Their Functions

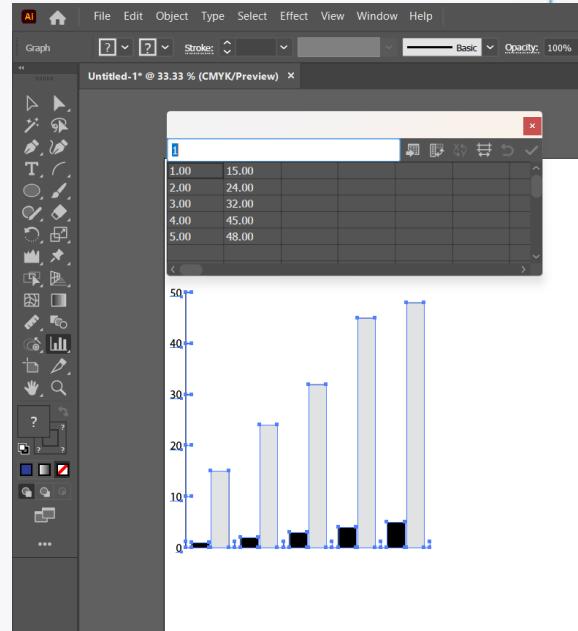
- **Symbol Sprayer Tool**: Adobe Illustrator is a tool used to scatter symbol instances (objects created using the Symbol Tool) across the artboard.
- **Symbol Shifter Tool**: Move the instances closer or farther apart.
- **Symbol Scruncher Tool**: Resizes symbol instances to create tighter or looser clusters.
- **Symbol Sizer Tool**: Resizes symbol as any of symbol.
- **Symbol Spinner Tool**: Rotates individual symbol instances.
- **Symbol Screener Tool**: Adjusts the opacity or transparency of symbol instances.
- **Symbol Stainer Tool**: Changes the color or appearance of individual symbol instances.
- **Symbol Styler Tool**: Add different type of Graphics Style in your symbols.



# Basic Tools and Their Functions

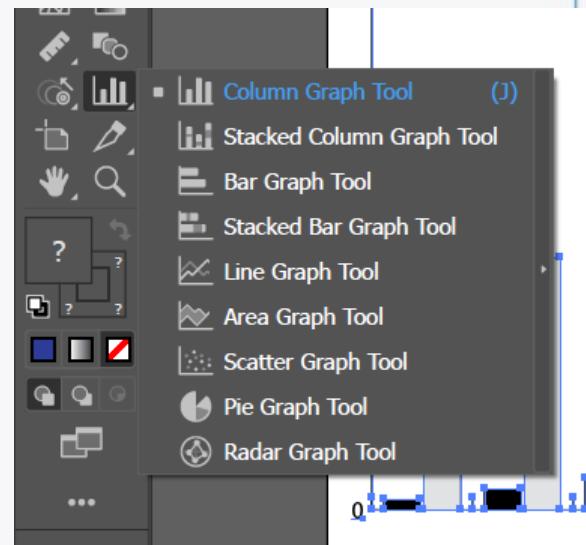
## 45. Graph Tool

- **Function:** The **Graph Tool** in Adobe Illustrator is used to create various types of graphs and charts from numerical data.
- **How It Works:** Once the graph area is created, a **Graph Data window** will appear. This is where you enter the numerical data for the graph. Enter the data values in the cells (rows and columns). Each value will be plotted according to its corresponding axis (x and y). After entering the data, click **OK** or **Apply**, and Illustrator will generate the graph based on the values you provided.
- **Example:** Click and drag on the artboard to create a square area for your pie chart.



# Basic Tools and Their Functions

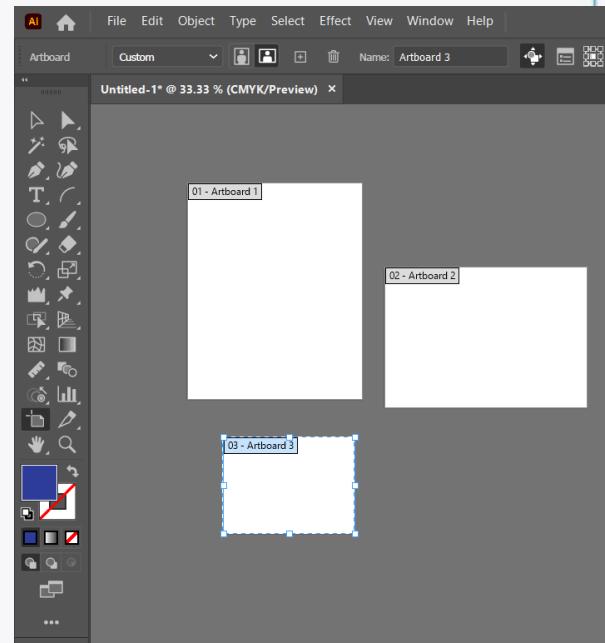
- **Column Graph:** Displays data with vertical bars.
- **Bar Graph:** Displays data with horizontal bars.
- **Pie Graph:** Shows data as segments of a circle.
- **Line Graph:** Uses lines to represent data trends over time.
- **Area Graph:** Similar to line graphs but with areas filled under the lines.
- **Scatter Graph:** Plots data points on a coordinate plane.



# Basic Tools and Their Functions

## 46. Artboard Tool

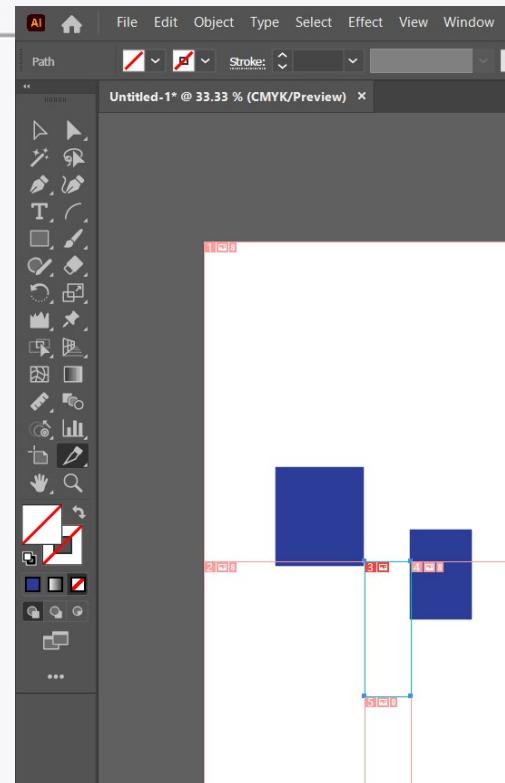
- **Function:** Artboards are the canvas areas where your artwork is created, and they help you organize your design work by providing separate areas for different parts of your project.
- **How It Works:** Once the **Artboard Tool** is active, click on any artboard within your document to select it. The selected artboard will be highlighted with a bounding box and handle points. You can move Artboard, Resize as well as Copy and Use many Times.
- **Example:** Imagine you are designing a multi-page brochure with different layouts for each page. You could set up each page as a separate artboard within the same Illustrator document.



# Basic Tools and Their Functions

## 47. Slice Tool

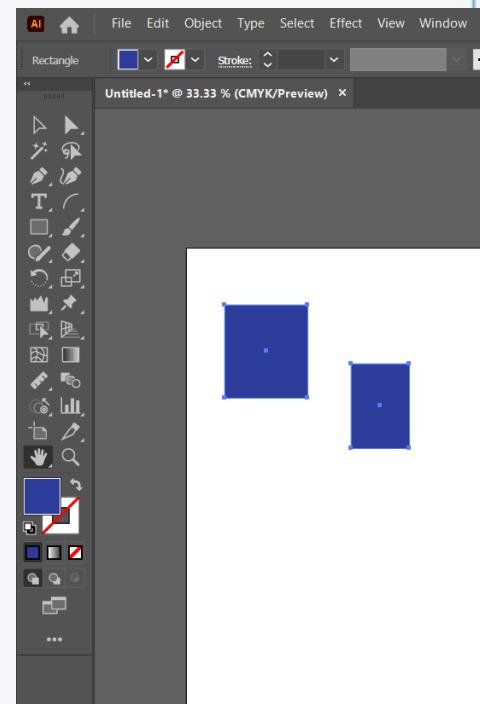
- **Function:** is used to divide a design or artwork into smaller, exportable sections (slices). Each slice can then be saved or exported individually, making it ideal for web design, app interfaces, or when working with complex graphics that need to be broken down into smaller components.
- **How It Works:** With the **Slice Tool** selected, click and drag over the area you want to slice. A rectangle will appear, representing the slice. Repeat this process to create additional slices in different areas of your design.
- **Example:** Create your website layout in Illustrator, with each section clearly separated (e.g., header, hero section, footer).



# Basic Tools and Their Functions

## 48. Hand Tool

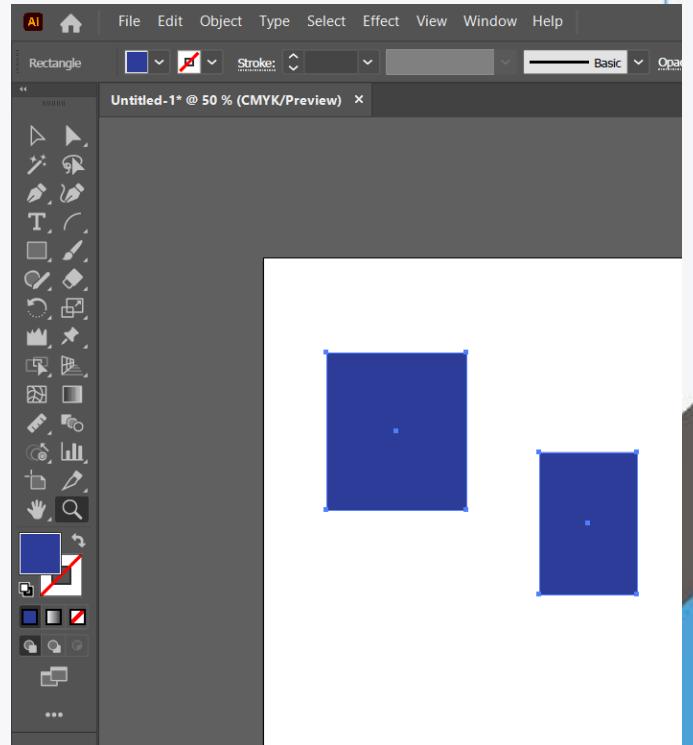
- **Function:** It's particularly useful for navigating large or zoomed-in designs where you need to shift your view quickly and efficiently.
- **How It Works:** Click on the **Hand Tool** icon in the **Tools Panel**. Click and hold the left mouse button, then drag in the direction you want to move. The canvas will pan accordingly.
- **Example:** Makes it simple to move around your workspace, especially when working with large designs or multiple artboards.



# Basic Tools and Their Functions

## 49. Zoom Tool

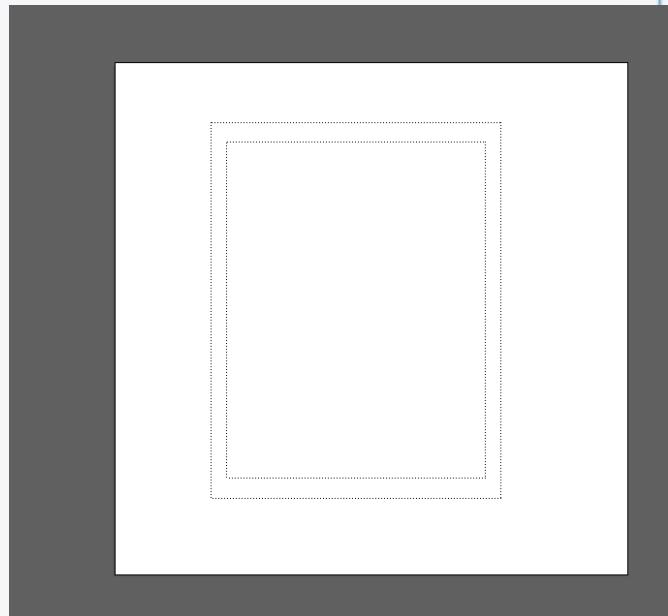
- **Function:** It's an essential navigation tool that helps you focus on details or gain an overview of your project.
- **How It Works:** Click on the area you want to magnify. Each click will progressively zoom in closer to that spot. Alternatively, click and drag a rectangular marquee over the area you want to zoom into. The canvas will adjust to fit the selected area.
- **Example:** Select the **Zoom Tool** (shortcut: **Z**) and click on the area of the logo where intricate details need editing, such as curves or small text.



# Basic Tools and Their Functions

## 50. Print Tiling Tool

- **Function:** It's especially useful when working with designs larger than standard paper sizes, as it allows you to split and organize your artwork into smaller, printable sections.
- **How It Works:** In the **Print Dialog Box**, under the **Setup** section, select the **Tile** option. This will enable tiling for your artwork. Automatically tiles the artwork to fit within the printable area of each page.
- **Example:** Check the tiling preview in the **Print Dialog Box** or enable **View > Show Print Tiling** on the artboard to ensure all parts of the poster are included.



# Layers

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- Layers in Adobe Illustrator are a fundamental organizational feature that allows you to manage and control the elements of your artwork efficiently. They act as transparent sheets stacked on top of each other, where each sheet (layer) can hold different elements, such as shapes, text, images, and groups.
- **Functions of Layers:**

**1.Organizat&on:** Keep your artwork well-structured by grouping related elements on separate layers.

**2.Editability:** Lock or hide specific layers to protect them or simplify your workspace.

**3.Visibility Control:** Show or hide layers to focus on specific parts of the artwork.

**4.Stacking Order:** Control the order in which elements appear in your design by rearranging layers.

**5.Grouping Elements:** Group objects within a layer for easier selection and editing.

**6.Non-Destructive Workflow:** Make edits to specific layers without affecting other parts of the design.

# How Layers Work in Adobe Illustrator:

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- 1. Access the Layers Panel:** Open the **Layers Panel** by going to **Window > Layers** or pressing **F7**.
  
- 2. Creating Layers:** Click the **New Layer** button (+ icon) at the bottom of the Layers Panel to create a new layer. Name the layer for clarity by double-clicking on its name in the Layers Panel.
  
- 3. Adding Objects to Layers:** Select a layer in the Layers Panel to make it active. Any object you create or paste will be added to the selected layer.
  
- 4. Layer Hierarchy:** Layers are displayed in a stack, with the topmost layer appearing in front of lower layers. Drag layers up or down in the Layers Panel to reorder them.
  
- 5. Sub-layers:** Each layer can have sub-layers, which represent individual objects or groups within the layer. Expand a layer by clicking the arrow next to its name to see its sub-layers.

# How Layers Work in Adobe Illustrator:

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**6. Locking Layers:** Click the lock icon next to a layer to prevent it from being edited. This is useful for protecting parts of your design from accidental changes.

**7. Hiding Layers:** Click the eye icon next to a layer to hide or show it. Hidden layers are invisible on the artboard.

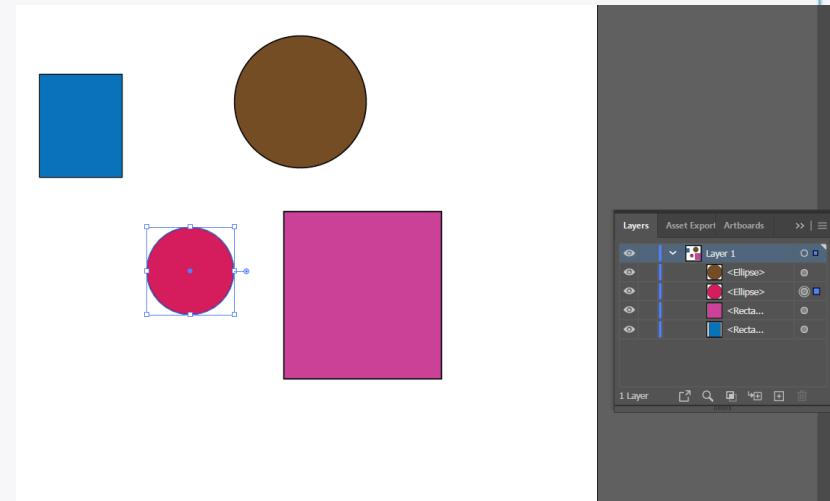
**8. Selecting Layers:** Click on a layer's name to select all the objects within that layer. Hold Shift to select multiple layers.

**9. Deleting Layers:** Select a layer and click the Delete Layer button (trash icon) at the bottom of the Layers Panel to remove it. Deleting a layer also removes all objects within it.

**10. Merging Layers:** Select multiple layers in the Layers Panel, then choose Merge Selected from the panel menu to combine them into one.

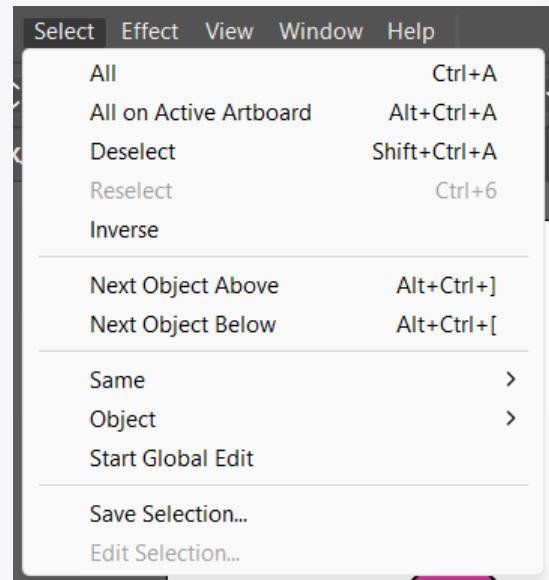
# Layer Tips and Tricks:

- **Naming Layers:** Always name your layers to keep your workspace organized, especially in complex designs.
- **Color Coding:** Assign different colors to layers for easy identification in the Layers Panel.
- **Template Layers:** Double-click a layer and check the Template option to turn it into a non-printable guide layer.
- **Clipping Masks:** Use layers to organize and manage clipping masks for complex designs.



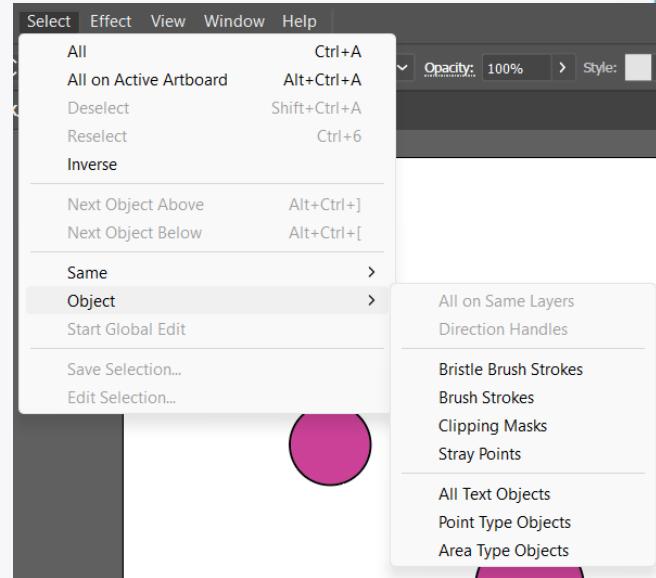
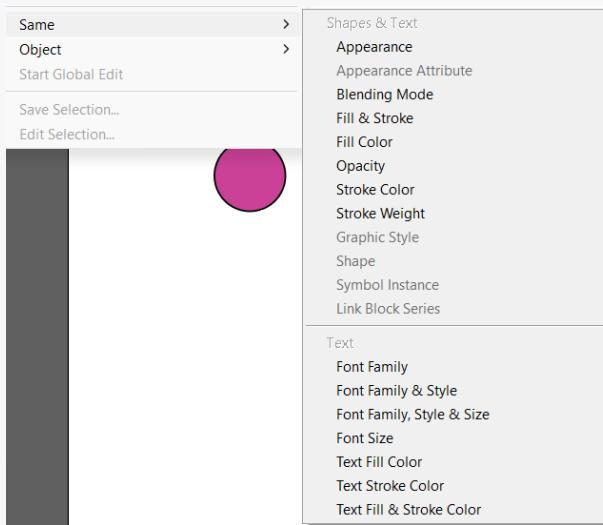
# Select Menu

- In Adobe Illustrator, the **Select menu** is where you can find commands for selecting objects, groups, and paths in your artwork. Here's a breakdown of what you'll find in the Select menu:
  - All:** Selects everything in the document.
  - Deselect:** Deselects any selected objects.
  - Inverse:** Selects everything that's not currently selected.
  - Same:** Allows you to select objects that share the same attributes (like fill color, stroke color, stroke weight, etc.).
  - Object:** Includes specific options for selecting objects, such as:
    - Text Objects: Selects all text objects in the document.



# Select Menu

- All on Active Artboard: Selects everything on the currently active artboard.
- Group: Selects all objects within a group.
- Clipping Mask: Selects the objects used to create a clipping mask.



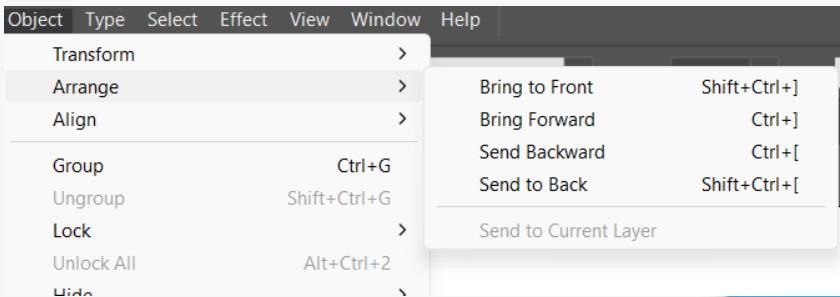
# Object Menu

- The **Object menu** in Adobe Illustrator provides a variety of commands for manipulating and modifying the properties of objects in your artwork.

## Key Options in the Object Menu:

**Arrange:** This section controls the stacking order of objects.

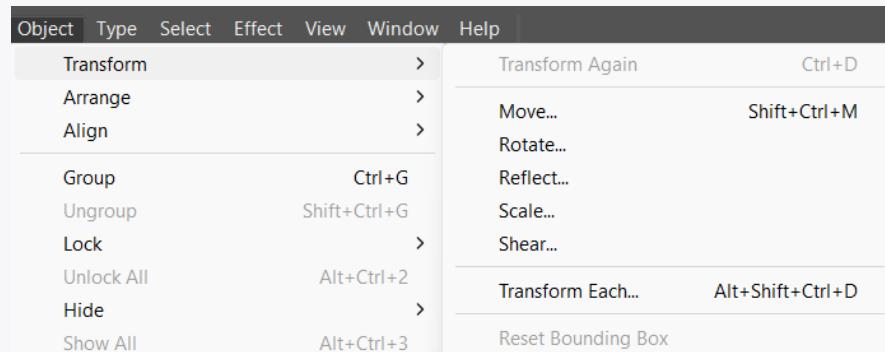
- Bring to Front:** Moves the selected object to the top of the stacking order. (Ctrl+Shift+] )
- Send to Back:** Sends the selected object to the bottom. (Ctrl+Shift+[ )
- Bring Forward:** Moves the object up one layer. (Ctrl+] )
- Send Backward:** Moves the object down one layer. (Ctrl+[ )



# Object Menu

**Transform:** A set of commands for modifying objects' position, size, rotation, and other properties.

- **Move:** Moves the selected object by a specified distance.
- **Rotate:** Rotates the selected object by a specified angle.
- **Reflect:** Flips the selected object over an axis.
- **Scale:** Resizes the selected object.
- **Shear:** Distorts the selected object along an axis.
- **Reshape:** Allows you to reshape objects by scaling or rotating.



# Object Menu

**Path:** Deals with the manipulation of paths and anchor points.

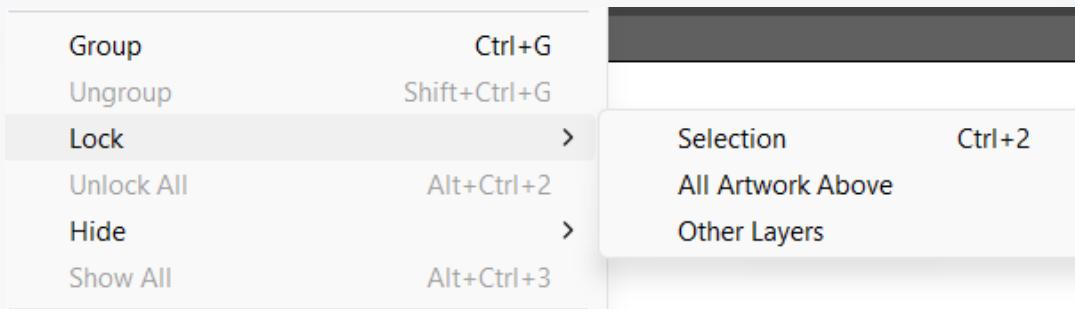
- **Offset Path:** Creates a new path offset from the selected one.
- **Simplify:** Reduces the number of anchor points in a path to simplify its shape.
- **Join:** Combines two endpoints of a path into one.
- **Divide Objects Below:** Divides the selected object using a path that cuts through other objects.

Path	>	Join	Ctrl+J
Shape	>	Average...	Alt+Ctrl+J
Pattern	>	Outline Stroke	
Repeat	>	Offset Path...	
Blend	>	Reverse Path Direction	
Envelope Distort	>		
Perspective	>	Simplify...	
Live Paint	>	Add Anchor Points	
Image Trace	>	Remove Anchor Points	
Text Wrap	>	Divide Objects Below	
Clipping Mask	>		
Compound Path	>	Split Into Grid...	
...	.	Clean Up...	

# Object Menu

**Group:** Contains commands for organizing and managing groups of objects.

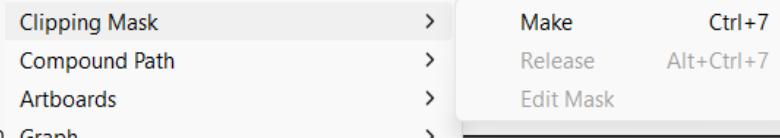
- **Group:** Combines selected objects into one group for easier manipulation.
- **Ungroup:** Breaks apart the group into its individual objects.
- **Lock:** Locks the selected object so it can't be accidentally modified.
- **Unlock All:** Unlocks all objects in the document.
- **Hide:** Hides the selected object.
- **Show All:** Displays all hidden objects.



# Object Menu

**Clipping Mask:** Works with clipping masks that control the visibility of objects based on their shape.

- **Make:** Creates a clipping mask from a selected path and its content.
- **Release:** Releases the clipping mask, returning the objects to their original state.



**Expand:** Converts objects like strokes and effects into their editable shapes.

- **Expand:** Converts a selected object into its component parts (for example, turning a stroked line into a filled shape).
- **Expand Appearance:** Converts effects (such as gradients or patterns) into editable paths.

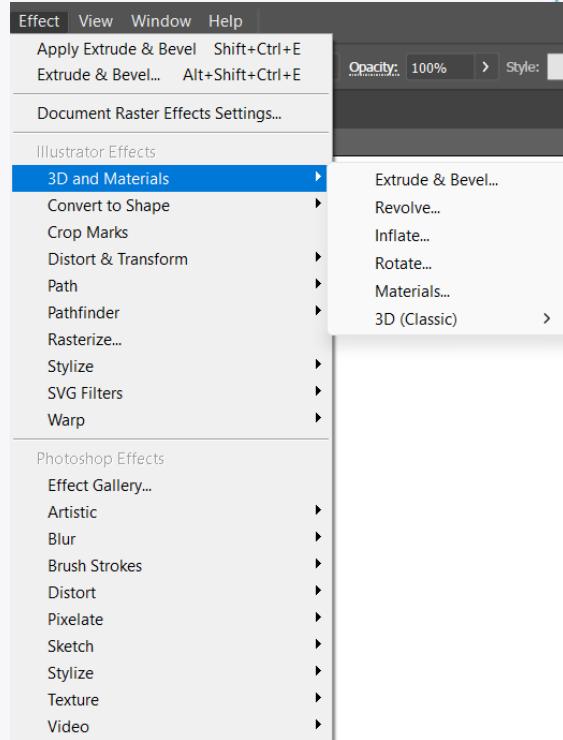
**Live Trace / Live Paint:** These are options for vectorizing and coloring objects using Illustrator's live trace and paint features.

# Effect Menu

- The **Effect** menu in Adobe Illustrator offers a wide range of options to apply various visual effects to objects, paths, and artwork. These effects are non-destructive, meaning they can be edited or removed at any time without permanently altering the original object. The menu is divided into several categories based on the type of effect.

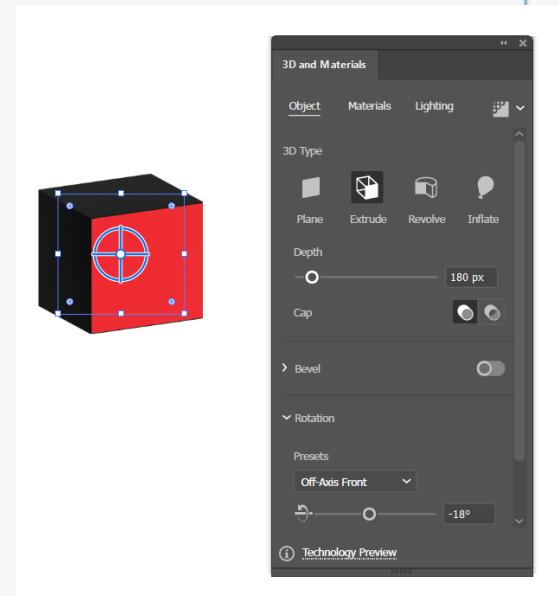
## 3D

- Extrude & Bevel:** Creates 3D effects like extrusion and beveling.
- Revolve:** Revolves a shape around an axis to create 3D objects.
- Rotate:** Adds 3D rotation to an object.



# Effect Menu

- Illustrator has a new **Properties Panel** that now includes a **3D & Materials** section where you can control the lighting, material, and position of the 3D object directly. This allows for real-time preview and fine adjustments.
- The **3D & Materials** panel now lets you add materials to your shapes, like metals, plastics, and other textures. You can apply them and adjust how they reflect light, providing a more realistic appearance.
- You can now easily create 3D mockups with shapes and logos. Illustrator automatically generates perspectives for you, which is useful for packaging designs or product mockups.
- You can adjust the light source and the way shadows are cast on your 3D objects. Illustrator now supports more realistic shadow effects, which can be fine-tuned to enhance your designs.



# Effect Menu

- The **Convert to Shape** option in Adobe Illustrator's **Effect** menu allows you to change any selected object into a predefined geometric shape (Rectangle, Rounded Rectangle, or Ellipse) while preserving its original appearance and properties.

## How to Use Convert to Shape in Illustrator:

1. Select the object you want to apply the effect to.

2. Go to **Effect → Convert to Shape**.

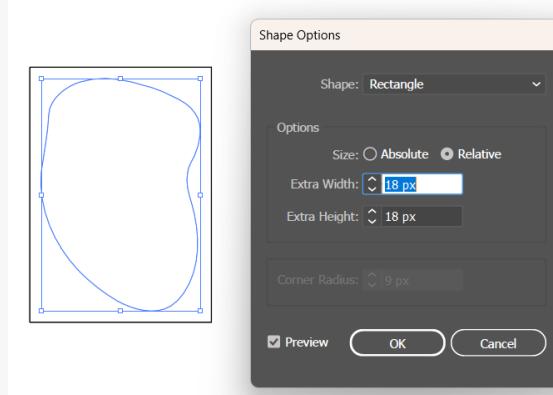
3. Choose one of the shape options:

1. Rectangle
2. Rounded Rectangle
3. Ellipse

4. In the **Shape Options** dialog box, adjust the settings:

1. **Absolute**: Defines the exact width and height.
2. **Relative**: Adds or subtracts from the object's current size.
3. **Extra Width/Height**: Adds extra space around the original shape.

5. Click **OK** to apply the effect.



# Effect Menu

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- The **Distort & Transform** effects in Adobe Illustrator allow you to modify the shape and appearance of objects dynamically.  
You can find these options under:
- **Effect → Distort & Transform**

## Distort & Transform Effects in Illustrator

### 1. Free Distort

- Allows you to manually adjust the perspective of an object by dragging anchor points in a freeform way.
- Similar to the Free Transform tool but applied as an effect.

### 2. Pucker & Bloat

- **Pucker** pulls object edges inward, creating a star-like effect.
- **Bloat** pushes object edges outward, making them rounder and inflated.
- Useful for creating organic shapes and abstract distortions.

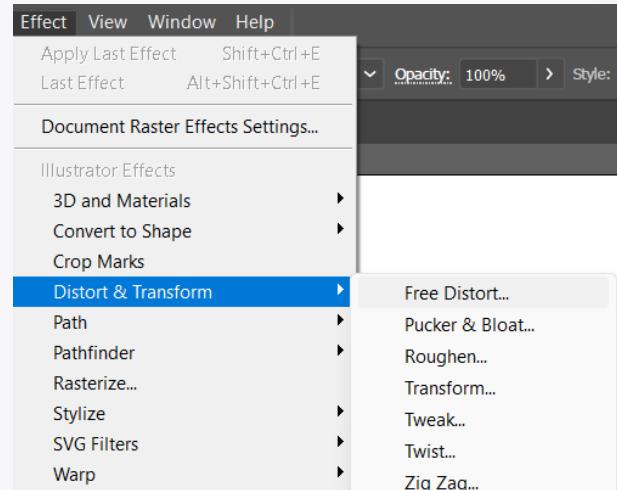
# Effect Menu

## 3. Roughen

- Adds jagged, rough edges to a path.
- Options include **Size**, **Detail**, and **Smooth/Corner points**.
- Great for creating hand-drawn or sketch-like effects.

## 4. Transform

- Allows precise transformations such as:
  - **Scaling** (resize width/height)
  - **Moving** (shift objects by specific values)
  - **Rotating** (angle adjustments)
  - **Reflecting** (flip horizontally/vertically)
  - **Copying** (duplicate with transformation)
- Perfect for creating patterns and repetitive designs.



# Effect Menu

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## 5. Tweak

- Moves anchor points randomly to create a distorted, irregular look.
- Adjustments can be **horizontal**, **vertical**, or both.

## 6. Twist

- Rotates an object's shape around its center, creating a spiral-like effect.
- You can adjust the **angle** of the twist.

## 7. Zig Zag

- Converts straight paths into wavy or pointed zigzag shapes.
- **Size** controls wave height.
- **Ridges per segment** adjusts the number of waves.
- **Smooth/Corner** options determine if waves are rounded or sharp.

# Effect Menu

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- The **Path** effect menu in Adobe Illustrator allows you to modify the shape and structure of paths dynamically without permanently altering the original object. You can find these options under:
- **Effect → Path**

## **Path Effect Options in Illustrator:**

### **1. Offset Path**

- Creates a duplicate of the original path, positioned inward or outward by a specified distance.
- Useful for creating borders, outlines, or layered effects.
- You can adjust:
  - **Offset** (distance from the original path)
  - **Joins** (Miter, Round, or Bevel)
  - **Miter Limit** (sharpness of corners)

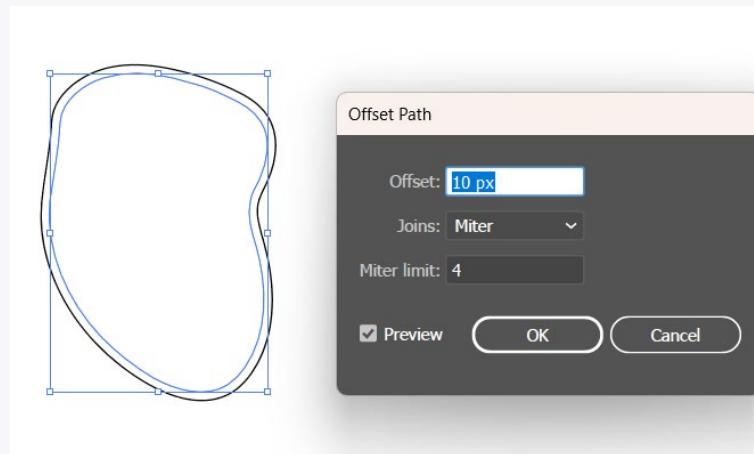
# Effect Menu

## 2. Outline Object

- Converts strokes and other visual attributes into filled shapes.
- Helps when preparing vector artwork for cutting machines or for more precise editing.

## 3. Outline Stroke

- Converts strokes into filled shapes while maintaining their visual appearance.
- Useful when working with strokes that need to be expanded for printing or exporting.



# Effect Menu

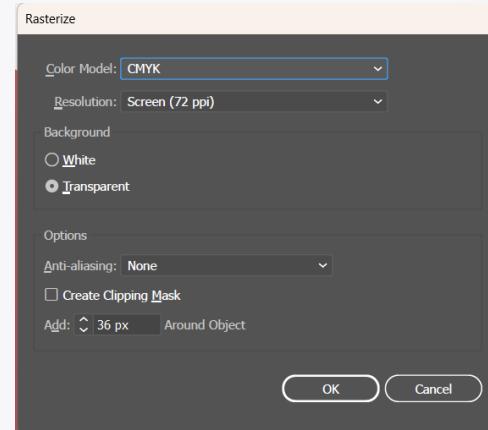
- The **Rasterize** effect in Illustrator converts vector objects into raster images (pixel-based) while preserving their appearance
- Effect → Rasterize**

## How to Apply the Rasterize Effect

- Select the object you want to rasterize.
- Go to **Effect → Rasterize**.
- In the **Rasterize Options** dialog box, adjust the following settings:

### Rasterize Options

- Color Model:** Choose between **RGB**, **CMYK**, **Grayscale**, or **Bitmap**.
- Resolution:**
  - Screen (72 ppi)** – Low quality, for web use.
  - Medium (150 ppi)** – Balanced for printing and display.



# Effect Menu

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- **High (300 ppi)** – Best for professional print quality.
  - **Other (custom DPI value)** – User-defined resolution.
- 
- **Background:**
    - **Transparent** – Keeps the background clear (best for overlays and web graphics).
    - **White** – Fills the background with solid white.
- 
- **Anti-Aliasing:** Smooths edges for better appearance.
    - **None** – Sharp edges, but may appear jagged.
    - **Art Optimized** – Best for illustrations.
    - **Text Optimized** – Best for text clarity.
- 
- **Create Clipping Mask** – Crops the rasterized area to the object's boundaries.
  - **Add White Background** – Fills the background with white if "Transparent" is unchecked.
4. Click **OK** to apply.

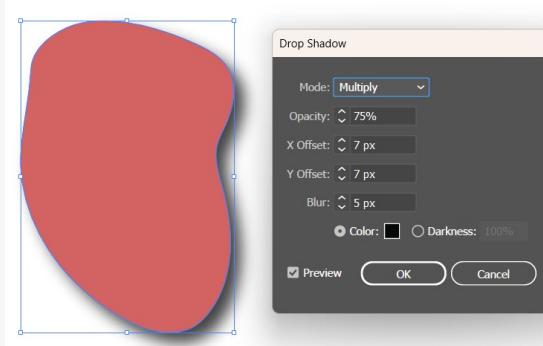
# Effect Menu

- The **Stylize** effects in Adobe Illustrator add visual enhancements to objects, such as shadows, glows, and rounded corners. These effects are non-destructive, meaning they can be edited or removed via the **Appearance panel**.
- Effect → Stylize**

## Stylize Effect Options

### 1. Drop Shadow

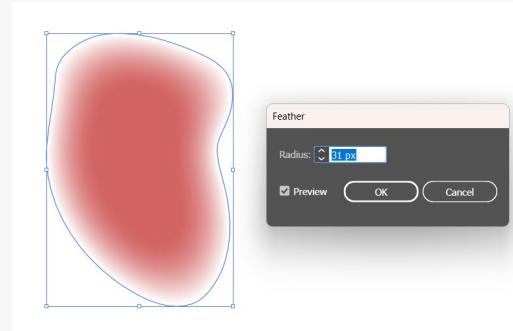
- Adds a soft or hard-edged shadow behind an object.
- Adjustable settings:**
  - Mode** (Multiply, Screen, etc.)
  - Opacity** (transparency of the shadow)
  - X & Y Offset** (shadow position)
  - Blur** (softness of shadow edges)
  - Color & Darkness** (custom shadow color or percentage of black)



# Effect Menu

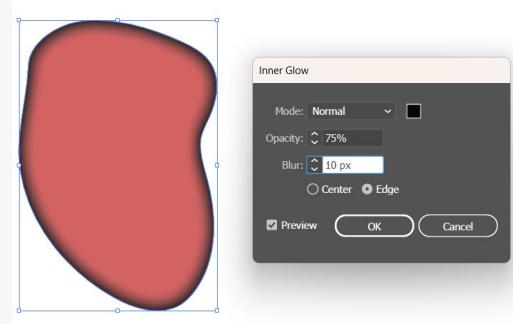
## 2. Feather

- Softens the edges of an object by blending them into transparency.
- **Adjustable setting:**
  - **Radius** (determines the feathering effect strength)



## 3. Inner Glow

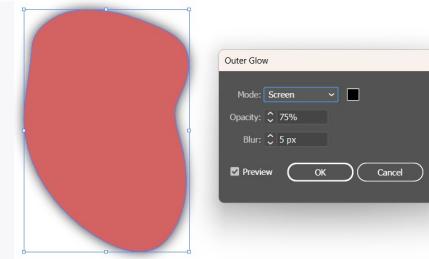
- Adds a glow effect inside an object's edges.
- **Adjustable settings:**
  - **Mode** (Screen for light glow, Multiply for darker effect)
  - **Opacity** (glow transparency)
  - **Blur** (spread of the glow)
  - **Edge / Center** (whether the glow applies to edges or spreads inward)



# Effect Menu

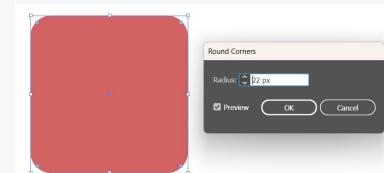
## 4. Outer Glow

- Similar to **Inner Glow**, but applied outside the object's edges.
- **Adjustable settings:**  
**Mode, Opacity, Blur, and Color** (same as Inner Glow)



## 5. Round Corners

- Rounds the corners of an object without changing the original path.
- **Adjustable setting:**
  - **Radius** (size of the rounded corners)



## 6. Scribble

- The **Scribble** effect in Adobe Illustrator is a fun and creative tool that makes objects look like they were drawn with a hand-drawn, sketchy style. It is useful for adding a casual, artistic, or textured look to text, shapes, and objects.

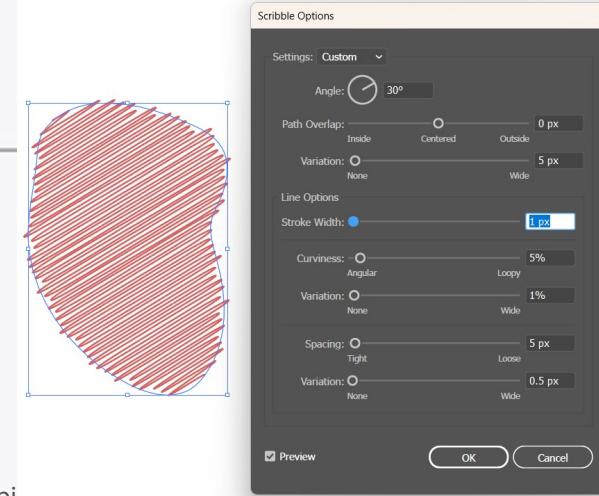
# Effect Menu

## How to Apply the Scribble Effect

1. Select the object (text, shape, or path).
2. Go to **Effect → Stylize → Scribble**.
3. In the **Scribble Options** dialog box, adjust the settings:

## Scribble Effect Settings

- **Angle** – Controls the tilt or direction of the scribbles.
- **Path Overlap** – Determines how far the scribble extends beyond or stays within the object boundaries.
- **Stroke Width** – Adjusts the thickness of the scribble lines.
- **Curviness** – Changes how wavy or straight the scribbles are.
- **Spacing** – Controls the distance between each scribbled stroke.
- **Variation** – Adds randomness to the spacing and angle for a more natural, hand-drawn look.
- **Preset Styles** – Illustrator provides built-in scribble styles like "Tight," "Loose," "Zigzag," etc.



# Effect Menu

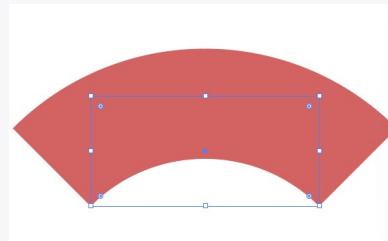
- The **Warp** effect in Adobe Illustrator allows you to distort objects and text in various ways, creating curved, stretched, or twisted appearances. This effect is **non-destructive**, meaning you can edit or remove it anytime through the **Appearance panel**.
- **Effect → Warp**

## Warp Effect Options

When you select **Effect → Warp**, you can choose from 15 preset warp styles, each with adjustable settings:

### 1. Arc

- Bends the object into a simple curve (concave or convex).
- **Best for:** Creating arch-like effects.



# Effect Menu

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## 2. Arc Lower / Arc Upper

- **Arc Lower:** Curves only the bottom.
- **Arc Upper:** Curves only the top.
- **Best for:** Creating labels, banners, or wave-like text.

## 3. Arch

- Bends the object into a symmetrical curve.
- **Best for:** Rounded text effects (like logos or badges).

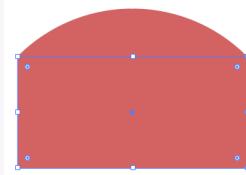
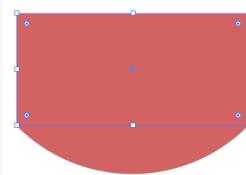
## 4. Bulge

- Expands the center while keeping the edges intact.
- **Best for:** Cartoon-style distortions or playful text.

# Effect Menu

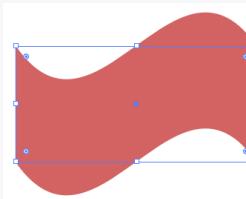
## 5. Shell Lower / Shell Upper

- **Shell Lower:** Expands the bottom while keeping the top flat.
- **Shell Upper:** Expands the top while keeping the bottom flat.
- **Best for:** Creating dynamic title effects.



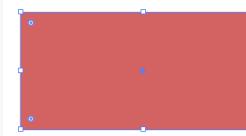
## 6. Flag

- Creates a smooth wave-like distortion.
- **Best for:** Mimicking a flag or water wave effect.



## 7. Wave

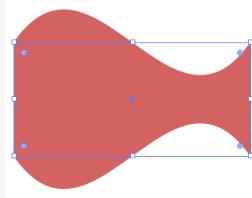
- Creates a series of symmetrical waves.
- **Best for:** Water ripple or banner effects.



# Effect Menu

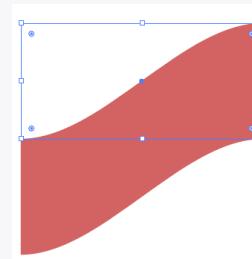
## 8. Fish

- Expands the center and narrows both ends.
- **Best for:** Stylized aquatic or organic designs.



## 9. Rise

- Expands the top while keeping the bottom narrower.
- **Best for:** Giving text a lifting effect.



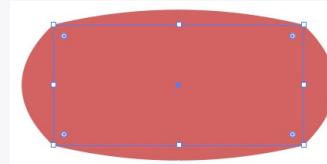
## 10. Fisheye

- Distorts the center outward, making it appear closer.
- **Best for:** Creating a lens or bubble effect.

# Effect Menu

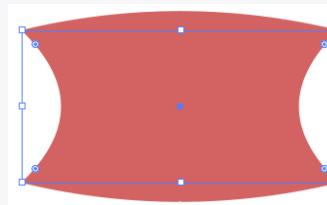
## 11. Inflate

- Expands the entire shape outward like an air-filled balloon.
- **Best for:** Making text or objects appear puffy or exaggerated.



## 12. Squeeze

- Narrows the center while keeping the edges intact.
- **Best for:** Creating hourglass or tensioned effects.



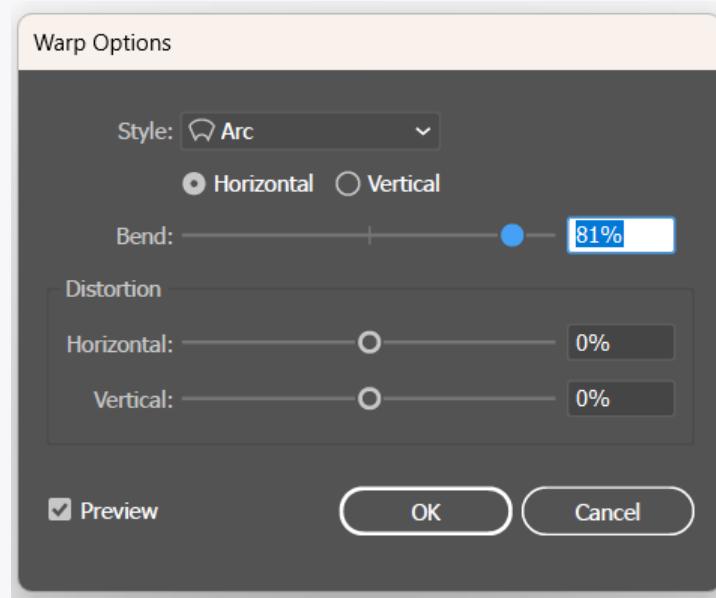
## 13. Twist

- Rotates the object around its center, creating a spiral effect.
- **Best for:** Swirling or dynamic text distortions.

# Effect Menu

## How to Apply the Warp Effect

1. Select the object or text.
2. Go to **Effect → Warp** and choose a warp style.
3. Adjust the following settings in the **Warp Options** dialog box:
  1. **Bend:** Controls the amount of distortion.
  2. **Horizontal/Vertical Distortion:** Stretches or squashes the effect.
4. Click **OK** to apply the effect.



# Effect Menu

## Photoshop Effects (Raster-based)

These effects are pixel-based and may reduce image quality if resized.

- **Artistic** (Effects like watercolor, sponge, film grain, etc.)
- **Blur** (Gaussian Blur, Motion Blur, Radial Blur, etc.)
- **Brush Strokes** (Crosshatch, Ink Outline, Spatter, etc.)
- **Distort** (Diffuse Glow, Glass, Ocean Ripple, etc.)
- **Pixelate** (Color Halftone, Mosaic, Crystallize, etc.)
- **Sketch** (Charcoal, Chalk, Graphic Pen, etc.)
- **Stylize** (Glowing Edges, Emboss, etc.)
- **Texture** (Craquelure, Texturizer, etc.)

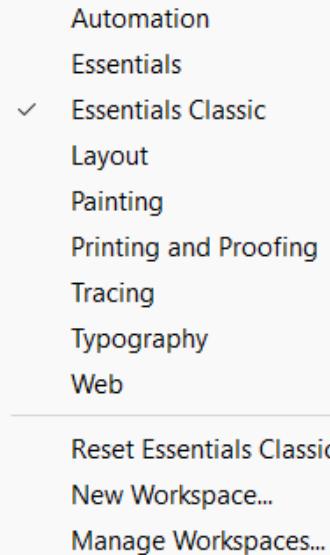
Effect	View	Window	Help
Apply Twist	Shift+Ctrl+E		
Twist...	Alt+Shift+Ctrl+E		
Document Raster Effects Settings...			
Illustrator Effects			
3D and Materials			▶
Convert to Shape			▶
Crop Marks			
Distort & Transform			▶
Path			▶
Pathfinder			▶
Rasterize...			
Stylize			▶
SVG Filters			▶
Warp			▶
Photoshop Effects			
Effect Gallery...			
Artistic			▶
Blur			▶
Brush Strokes			▶
Distort			▶
Pixelate			▶
Sketch			▶
Stylize			▶
Texture			▶
Video			▶

# Windows Menu

- The **Window** menu provides access to various panels and workspaces that help you manage your project efficiently. Here's a breakdown of the **Window** menu options:

## 1. Workspaces

- Essentials** – Default workspace
- Automation** – For workflow automation
- Layout** – Optimized for page layouts
- Painting** – Ideal for digital painting
- Printing & Proofing** – Print-related tools
- Tracing** – Focused on image tracing
- Typography** – For text and font-related tasks



# Windows Menu

---

## 2. Panels

### Document and Layout Panels

- **Control** – Displays context-sensitive options
- **Tools** – Shows the main toolbar
- **Artboards** – Manages multiple artboards

### Color and Appearance Panels

- **Color** – Adjust color settings
- **Swatches** – Manage color swatches
- **Gradients** – Work with gradient fills
- **Transparency** – Adjust opacity and blending modes

### Type and Text Panels

- **Character** – Adjust font, size, spacing, and other text properties
- **Paragraph** – Manage paragraph formatting
- **OpenType** – Access OpenType font features

# Windows Menu

---

## Effects and Appearance Panels

- **Appearance** – Modify object styles
- **Graphic Styles** – Apply and save graphic styles
- **Stroke** – Adjust stroke weight, caps, and corners

## Layers and Object Management Panels

- **Layers** – Manage objects on different layers
- **Links** – Manage linked and embedded images
- **Navigator** – Zoom and move around your document
- **Align** – Align and distribute objects
- **Pathfinder** – Combine and edit shapes

## 3D and Advanced Effects Panels

- **3D and Materials** – Work with 3D objects
- **Asset Export** – Export assets for different uses
- **Variables** – Work with data-driven graphics

# Windows Menu

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## 3. Extensions

- Manage third-party plugins and extensions

## 4. Other Tools

- **History** – Undo and redo changes visually
- **Actions** – Automate repetitive tasks
- **Scripts** – Run JavaScript-based scripts

# AI Tools in Adobe Illustrator

- Adobe Illustrator has integrated several **AI-powered tools** that enhance design efficiency, creativity, and precision.

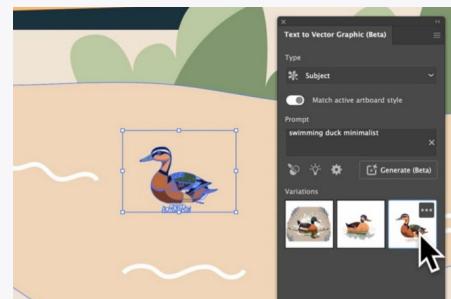
## 1. Generative Recolor (AI Recolor)

- Uses AI to suggest **color variations** based on themes, styles, or images.
- Helps designers explore **new palettes** effortlessly.
- Great for **branding, poster design, and packaging**.



## 2. Text-to-Vector (Beta)

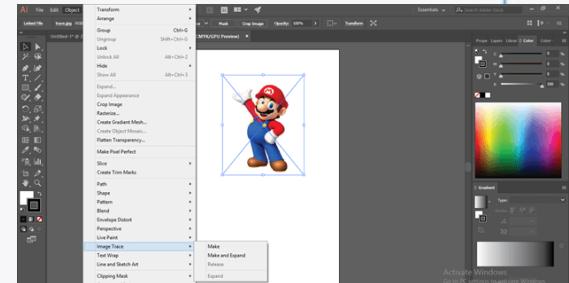
- Converts **text prompts** into vector graphics instantly.
- Uses **Adobe Firefly AI** for quick concept generation.
- Ideal for **logo design, icons, and illustrations**.



# AI Tools in Adobe Illustrator

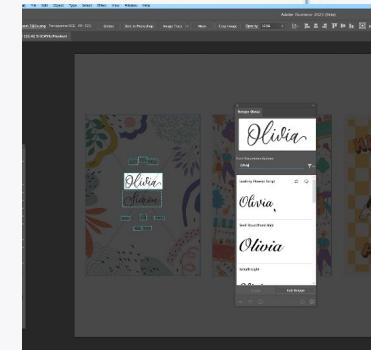
## 3. Auto Trace (Image Trace)

- Converts **raster images into vector art** automatically.
- AI detects edges, fills, and paths, reducing **manual tracing time**.
- Useful for **logo vectorization and hand-drawn sketches**.



## 4. Retype (AI Font Recognition)

- Identifies fonts from images or outlines.
- Suggests **matching or similar fonts** from Adobe Fonts.
- Saves time when working with **client-supplied images** or recreating designs.



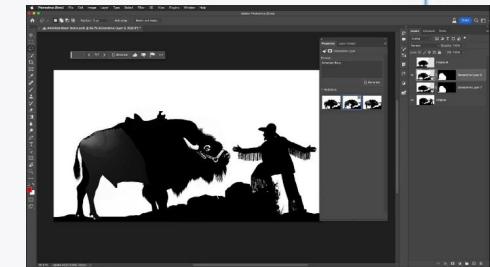
## 5. AI-Powered Selection and Masking

- Object Selection Tool** automatically detects and selects **specific elements**.
- AI-driven **background removal** for **clean cutouts**.
- Speeds up **illustration and photo editing** tasks.

# AI Tools in Adobe Illustrator

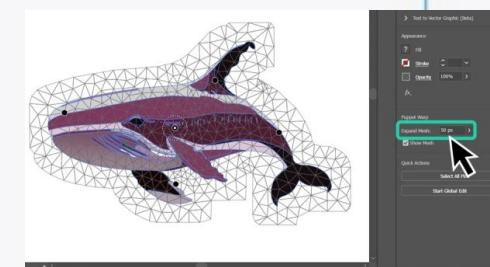
## 6. Generative Fill & Extend (Beta)

- Uses AI to **fill missing areas** in an illustration.
- Can **expand artwork** seamlessly by predicting textures and patterns.
- Helpful in **extending designs or creating alternate compositions**.



## 7. Puppet Warp (Smart Distortion)

- Uses AI to create **realistic transformations** in vector shapes.
- Great for **adjusting character poses or reshaping elements naturally**.
- Reduces the need for **manual anchor point adjustments**.



## 8. AI-Driven Pattern Generation

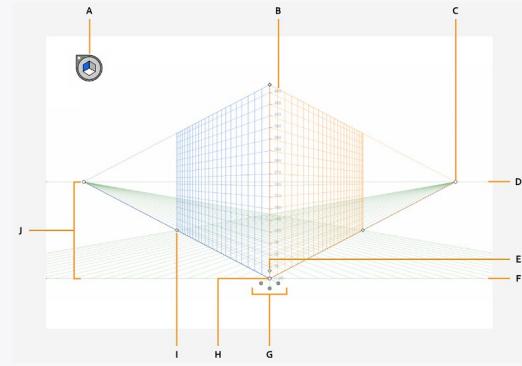
- Quickly creates **seamless patterns** using AI-powered algorithms.
- Adjusts spacing, symmetry, and rotation automatically.
- Ideal for **textile design, packaging, and backgrounds**.



# AI Tools in Adobe Illustrator

## 9. AI-Based Perspective Guides

- Helps align artwork to **3D perspective grids** automatically.
- Assists in creating **realistic depth** for illustrations and branding.
- Useful for **packaging design, architectural layouts, and isometric illustrations**.



## 10. Live Color and AI-Powered Blending

- Uses AI to suggest **harmonious color blends**.
- Smart gradients and **automatic shading** help with realism.
- Perfect for **illustrations, digital painting, and UI/UX design**.



# Keyboard Shortcuts

## Selection & Navigation

- **V** – Selection Tool
- **A** – Direct Selection Tool
- **P** – Pen Tool
- **T** – Type Tool
- **M** – Rectangle Tool
- **L** – Ellipse Tool
- **Z** – Zoom Tool
- **H** – Hand Tool
- **Spacebar** – Temporary Hand Tool

## Editing & Transforming

- **Ctrl + C / Cmd + C** – Copy
- **Ctrl + X / Cmd + X** – Cut
- **Ctrl + V / Cmd + V** – Paste
- **Ctrl + Shift + V / Cmd + Shift + V** – Paste in Place
- **Ctrl + Shift + Alt+ V** – Paste on all Artboards
- **Ctrl + D / Cmd + D** – Repeat Last Action
- **Ctrl + G / Cmd + G** – Group
- **Ctrl + Shift + G / Cmd + Shift + G** – Ungroup
- **Ctrl + Z / Cmd + Z** – Undo
- **Ctrl + Shift + Z / Cmd + Shift + Z** – Redo
- **Ctrl + Shift + B / Cmd + Shift + B** – Show/Hide Bounding Box

# Keyboard Shortcuts

## Layer & Object Management

- **Ctrl + [ / Cmd + [** – Send Backward
- **Ctrl + ] / Cmd + ]** – Bring Forward
- **Ctrl + Shift + [ / Cmd + Shift + [** – Send to Back
- **Ctrl + Shift + ] / Cmd + Shift + ]** – Bring to Front
- **Shift + Ctrl + O / Shift + Cmd + O** – Convert Text to Outlines
- **Ctrl + J / Cmd + J** – Join Paths

## Alignment & Distribution

- **Shift + Ctrl + A / Shift + Cmd + A** – Deselect All
- **Ctrl + Shift + L / Cmd + Shift + L** – Align Left
- **Ctrl + Shift + R / Cmd + Shift + R** – Align Right
- **Ctrl + Shift + C / Cmd + Shift + C** – Align Center

# Keyboard Shortcuts

---

## View & Display

- **Ctrl + + / Cmd + +** – Zoom In
- **Ctrl + - / Cmd + -** – Zoom Out
- **Ctrl + 0 / Cmd + 0** – Fit to Screen
- **Ctrl + R / Cmd + R** – Show/Hide Rulers
- **Ctrl + ; / Cmd + ;** – Show/Hide Guides
- **Ctrl + ' / Cmd + '** – Show/Hide Grid

## Saving & Exporting

- **Ctrl + S / Cmd + S** – Save
- **Ctrl + Shift + S / Cmd + Shift + S** – Save As
- **Ctrl + Alt + S / Cmd + Option + S** – Save a Copy
- **Ctrl + E / Cmd + E** – Export
- **Ctrl + P / Cmd + P** – Print

# Logo Designing

- A logo is a graphic mark or symbol used to represent a company, organization, product, or brand. It's typically a unique combination of text, images, or symbols that help to identify and differentiate the entity it represents. Logos are important for creating brand recognition and conveying the essence or values of the company in a visually appealing way. For example, the Nike "swoosh" or the McDonald's "golden arches" are instantly recognizable logos.



# Types of Logo

## 1. Wordmark (Logotype):

- These logos use the name of the company or brand in a stylized font. The design focuses on the typography itself.
- Example: **Google, Coca-Cola**.



## 2. Lettermark (Monogram):

- This type uses the initials or abbreviation of the company name, often stylized to create a unique visual identity.
- Example: **IBM, CNN**.



## 3. Pictorial Mark (Icon or Symbol):

- A logo that uses an image or icon to represent the brand. It may or may not include text. The image is designed to symbolize the company's products, services, or values.
- Example: **Apple, Twitter**.



# Types of Logo

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## 4. Abstract Mark:

- Similar to a pictorial mark, but instead of using recognizable images, it uses abstract shapes or forms that symbolize the brand's ethos or mission.
- Example: **Pepsi, Nike Swoosh.**



## 5. Emblem:

- An emblem combines text and a symbol in a badge-like design. The text is often integrated into the symbol and is more intricate than other types.
- Example: **Harley-Davidson, Starbucks.**



# Types of Logo

---

## 6. Combination Mark:

- This type combines both text and an icon or symbol. It offers flexibility, as the text and image can be used together or separately.
- Example: **Burger King, Adidas.**



## 7. Mascot Logo:

- These logos feature a character or mascot that represents the brand. Mascots often add personality and can appeal to specific target audiences, especially in playful or family-oriented brands.
- Example: **KFC, Pringles.**



**3.5 inches x 2 inches**

(88.9 mm x 50.8 mm)

# Business Card

- A **business card** is a small, printed card that typically contains essential contact information about a person or company. It's a key tool in professional networking and creating a memorable first impression. Here's what you'll typically find on a business card:
  1. **Name:** Your full name or the name of the person you're representing.
  2. **Job Title/Position:** Your professional role or the position you hold within the company.
  3. **Company Name/Logo:** The name of your business or organization, often accompanied by the company logo.
  4. **Contact Information:** This can include: Phone number (mobile and/or office), Email address, Website or social media profiles
  5. **Physical Address:** For companies with a physical location or office.
  6. **Tagline or Slogan (optional):** A brief phrase that sums up the essence of your business or brand.
  7. **Design Elements:** Colors, fonts, and graphics that align with your brand identity.

# Business Card

## Types of Business Cards:

- **Traditional:** Standard printed cards with basic info.
- **Double-sided:** Information printed on both sides of the card.
- **Interactive/QR Code:** Cards with a QR code linking to your website or digital profile.
- **Digital Business Cards:** These are virtual cards stored on your smartphone or a platform like LinkedIn.



# Letterhead Design

- A **letterhead** design is the heading at the top of a company or personal letter, typically used for official correspondence. It's an important element of your brand's identity and adds a professional touch to your communication. A good letterhead design is clean, simple, and aligned with your overall brand aesthetic. Here's what to consider when designing a letterhead:

## Key Elements of a Letterhead Design:

- Logo:** Your company's logo should be prominent but not overpowering. It's typically placed at the top of the page, either centered or aligned to the left or right.
- Company Name:** This is often paired with your logo, either underneath it or next to it, using a font that matches your branding.

**8.5 inches x 11 inches**  
(216 mm x 279 mm)



# Letterhead Design

---

- **Contact Information:**
  1. Address (physical location of the company)
  2. Phone number
  3. Email address
  4. Website URL
  5. Social media handles (if relevant).
- **Tagline or Slogan** (optional): If your company has a slogan or tagline, it can be included under the logo or in the footer to reinforce your brand's message.
- **Typography:** Use fonts that are easy to read and align with your brand identity. Stick to two or three fonts at most to keep it professional.
- **Color Scheme:** Choose colors that match your brand identity. Typically, letterheads use the primary brand colors for a cohesive look.
- **Legal Information** (optional): In some cases, businesses include legal information such as registration numbers or disclaimers.

8.5 inches x 11 inches

(216 mm x 279 mm)

# Social Media Post Design

- Social media post design refers to the visual and creative process of making posts that stand out on platforms like Instagram, Facebook, Twitter, etc. It combines elements like images, typography, colors, and layouts to communicate a message, promote a product, or engage with an audience in an eye-catching and effective way.
- **Imagery:** Photos, graphics, or illustrations used to grab attention and enhance the message.
- **Text:** Headlines, captions, hashtags, and other written content that explain or complement the image.
- **Branding:** Logos, colors, and fonts that align with your brand's identity.
- **Call to Action (CTA):** Encouraging the audience to take action (like "Shop Now," "Learn More," or "Comment Below").
- **Composition and Layout:** How all elements are arranged to create a balanced and appealing post.
- **Dimensions:** Optimizing the post size to fit the platform (like square, vertical, or horizontal).

# Social Media Post Design

## 1. Instagram

### Feed Posts:

- Square: 1080 x 1080 px (1:1 ratio)
- Portrait: 1080 x 1350 px (4:5 ratio)
- Landscape: 1080 x 566 px (1.91:1 ratio)

**Stories:** 1080 x 1920 px (9:16 ratio)

## 2. Facebook

**Feed Posts:** 1200 x 630 px (1.91:1 ratio)

**Stories:** 1080 x 1920 px (9:16 ratio)

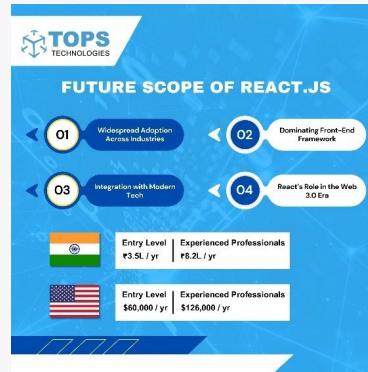
## 3. Twitter

**Feed Posts:** 1200 x 675 px (16:9 ratio)

**Header Image:** 1500 x 500 px

8.5 inches x 11 inches

(216 mm x 279 mm)



8.5 inches x 11 inches

(216 mm x 279 mm)

# Social Media Post Design

## 4. LinkedIn

**Feed Posts:** 1200 x 1200 px (1:1 ratio)

**Banner Image:** 1584 x 396 px

## 5. Pinterest

**Pins:** 1000 x 1500 px (2:3 ratio)

## 6. YouTube

**Thumbnail:** 1280 x 720 px (16:9 ratio)



# Brochure Design

- A **brochure** is a printed or digital marketing tool used to provide information about a company, product, or service in a visually appealing and organized manner. Brochure designs can vary based on their purpose, but here are the most common types and key elements to consider when designing one:

## Common Types of Brochures:

### 1. Bi-Fold Brochure (2 folds):

- It's made from a single sheet of paper folded in half, creating 4 panels (2 on the front and 2 on the back).
- Typically used for basic product or service overviews.



# Brochure Design

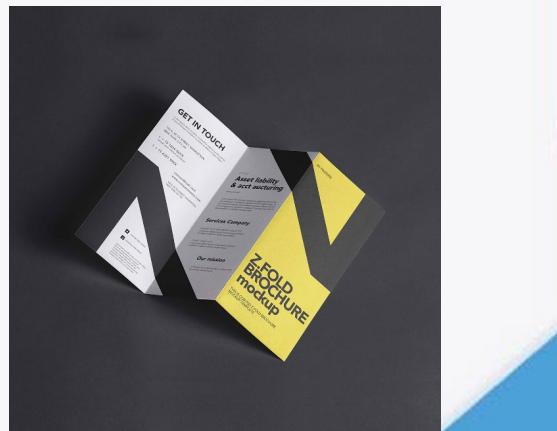
## 2. Tri-Fold Brochure (3 folds):

- This type of brochure is folded into three sections, creating 6 panels (3 on the front and 3 on the back).
- Popular for more detailed information, like services, pricing, or step-by-step guides.



## 3. Z-Fold Brochure:

- This brochure has a "Z" shape, allowing it to be unfolded in a zig-zag manner. It typically has 6 panels, similar to a tri-fold, but with a unique presentation style.



# Brochure Design

## 4. Gatefold Brochure:

- The design includes two end panels that open up to reveal a larger center panel. This type of brochure is great for showcasing larger images or key features.

## 5. Booklet:

- A more complex option, often bound like a small book, and is useful for providing in-depth information. Booklets can be several pages long and are used for comprehensive product catalogs, manuals, or guides.



# Packaging design

- **Packaging design** is the process of creating the exterior of a product, including its shape, materials, graphics, colors, and typography. It plays a crucial role in attracting customers, communicating brand identity, and protecting the product. Effective packaging design balances aesthetics, functionality, and marketing to enhance user experience and drive sales.



# Packaging design

## Types of Packaging:

- **Primary Packaging** – The material that directly encloses the product (e.g., a bottle for juice, a wrapper for a chocolate bar).
- **Secondary Packaging** – Outer packaging that protects or groups primary packages (e.g., a cardboard box holding multiple bottles).
- **Tertiary Packaging** – Used for bulk transportation and storage (e.g., large cartons or pallets).



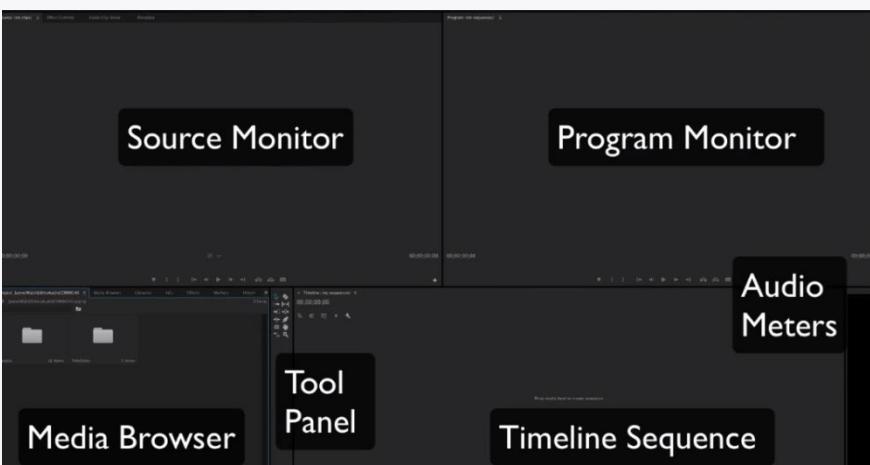
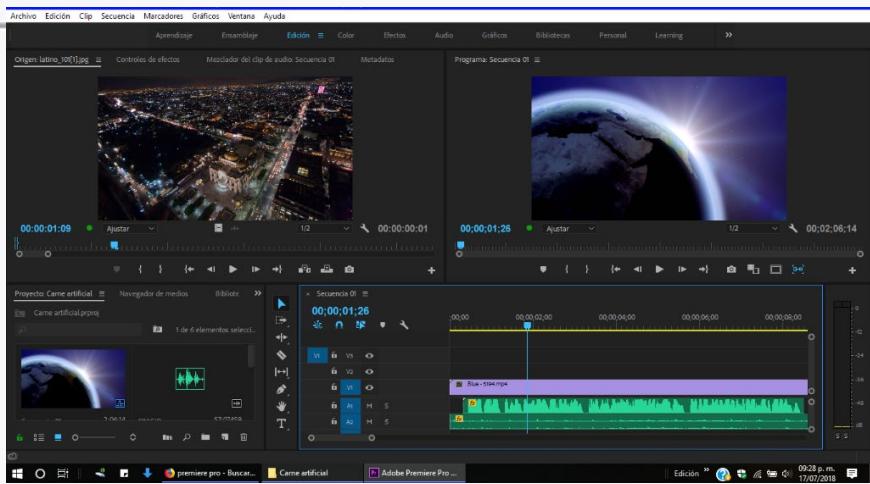
Thank  
you



# Adobe Premier Pro

# What is Premier Pro?

**Adobe Premiere Pro** is a professional video editing software developed by Adobe Inc. It's widely used by filmmakers, video editors, content creators, and professionals for creating high-quality videos.



# Key Features:

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- **Timeline-Based Editing:** Premiere Pro uses a nonlinear timeline for organizing and editing video, audio, and other media elements.
- **Multi-Format Support:** It supports a wide range of video formats, including 4K, 8K, and VR.
- **Color Grading:** Advanced color correction and grading tools, including Lumetri Color, for creating cinematic looks.
- **Audio Editing:** Integrates with Adobe Audition for audio enhancements, and features tools like noise reduction and multi-track editing.
- **Dynamic Linking:** Seamlessly integrates with other Adobe Creative Cloud apps like After Effects, Photoshop, and Illustrator.

# Key Features:

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- **Motion Graphics:** Allows users to create or import motion graphics and templates for titles, transitions, and effects.
- **Team Collaboration:** Offers features like "Team Projects" for real-time collaboration among multiple editors.
- **Custom Effects:** Comes with built-in effects and supports third-party plugins to expand functionality.

# What is use of Premier Pro?

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## Uses:

- **Film Editing:** Used for editing movies and short films.
- **YouTube Content:** Popular among YouTubers and online content creators.
- **Commercials and Ads:** Helps create professional advertisements.
- **Event Videos:** Used for editing wedding videos, corporate presentations, etc.
- **Documentaries:** Ideal for storytelling with advanced tools for organizing footage.

# Panel & Function

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- **Main Panels and Their Functions**

- **Project Panel :**

- This is where you import and organize all your media (videos, audio, images, etc.).
- You can create bins (folders) to organize your files.

- **Source Monitor :**

- Used to preview and trim raw clips before adding them to the timeline.
- Allows you to set **In** and **Out** points for your footage.

# Panel & Function

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## **Timeline Panel** (Bottom-Center):

- The timeline is where you assemble, arrange, and edit your video project.
- Includes **video tracks** (for video and images) and **audio tracks** (for music, sound effects, or dialogue).

## **Program Monitor** (Top-Center):

- Displays the active project you're editing in the timeline.
- Shows how your video looks as you work on it.

# Panel & Function

---

**Effects Panel** (Right or Tabbed Near Project Panel):

- Contains all the effects and transitions you can apply to your video, audio, and graphics.
- Includes the **Lumetric Color Panel** for color grading and other tools for advanced effects.

**Tools Panel** (Usually Between Timeline and Project Panel):

- Offers essential editing tools like the **Selection Tool**, **Razor Tool**, and **Slip Tool** for cutting, trimming, and moving clips.

**Audio Meters** (Far Right):

- Displays the volume levels of your audio in real time.

# New Documents

## Project Name:

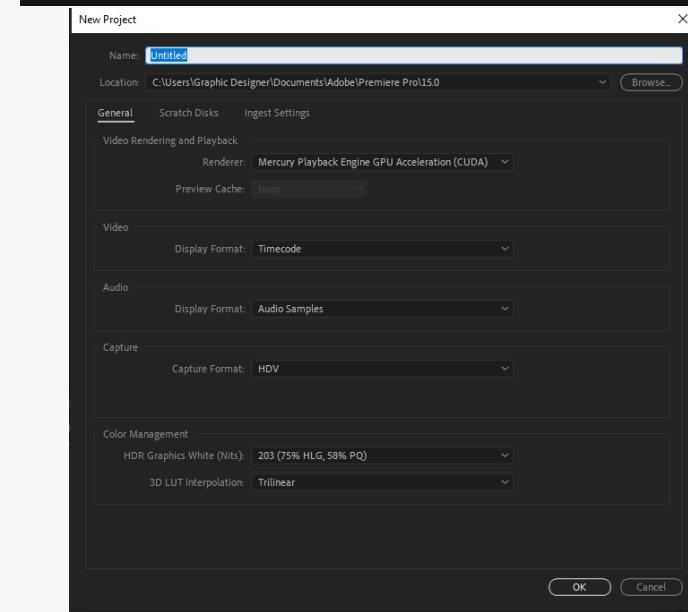
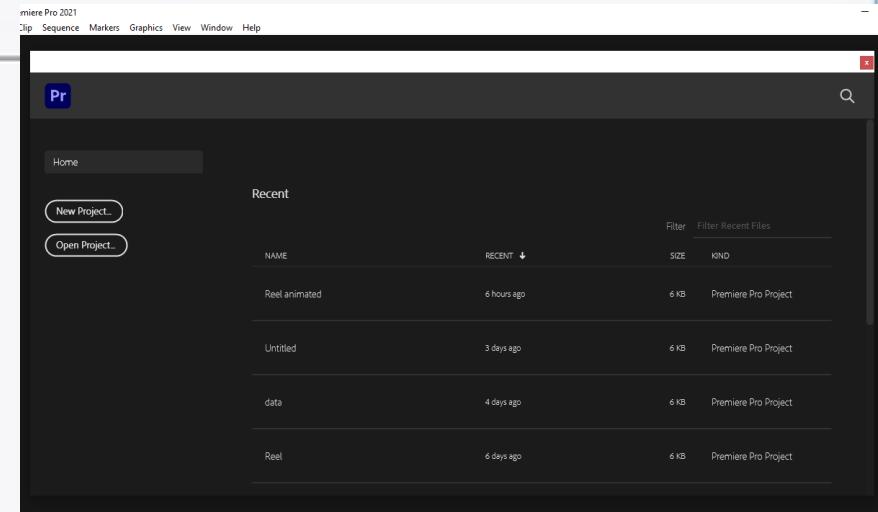
- A text field to name your project.
- Default is often "Untitled," but you should give your project a meaningful name.

## Location:

- Allows you to choose the folder where the project file will be saved.
- Click the **Browse** button to select a directory.

## Renderer:

- Choose the rendering engine:
  - **Mercury Playback Engine GPU Acceleration** (recommended for hardware acceleration).
  - **Mercury Playback Engine Software Only** (if no compatible GPU is available).



# Settings & Sequences

## Video Settings:

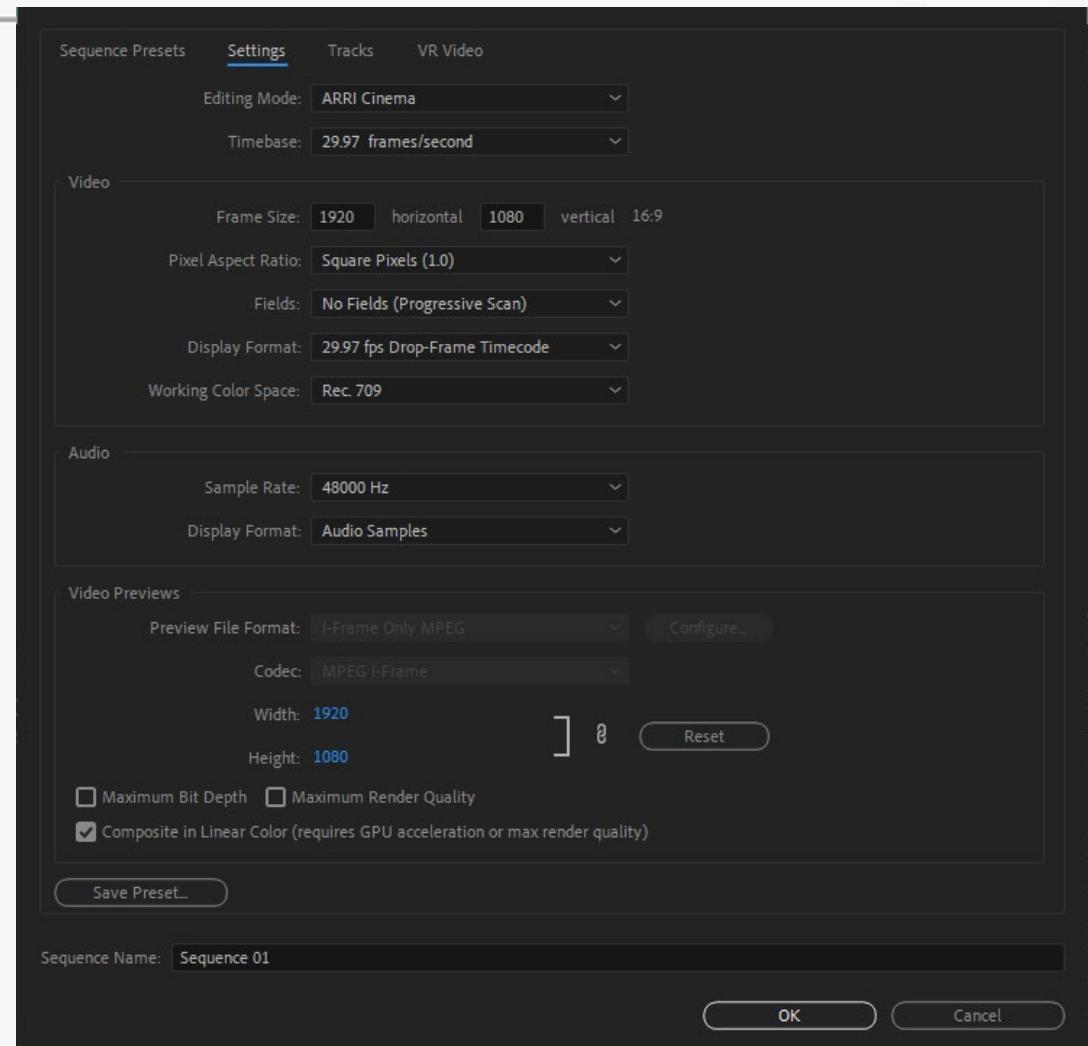
- **Time base:** Frame rate for your project (e.g., 24 fps, 30 fps, 60 fps).
- **Frame Size:** Set the resolution, e.g., 1920 x 1080 (Full HD), 3840 x 2160 (4K).
- **Pixel Aspect Ratio:** Default is **Square Pixels (1.0)** for most projects.

## Audio Settings:

- Sample rate (e.g., 44100 Hz or 48000 Hz).
- Choose audio formats for compatibility with your hardware and project needs.

## Capture Settings (Optional):

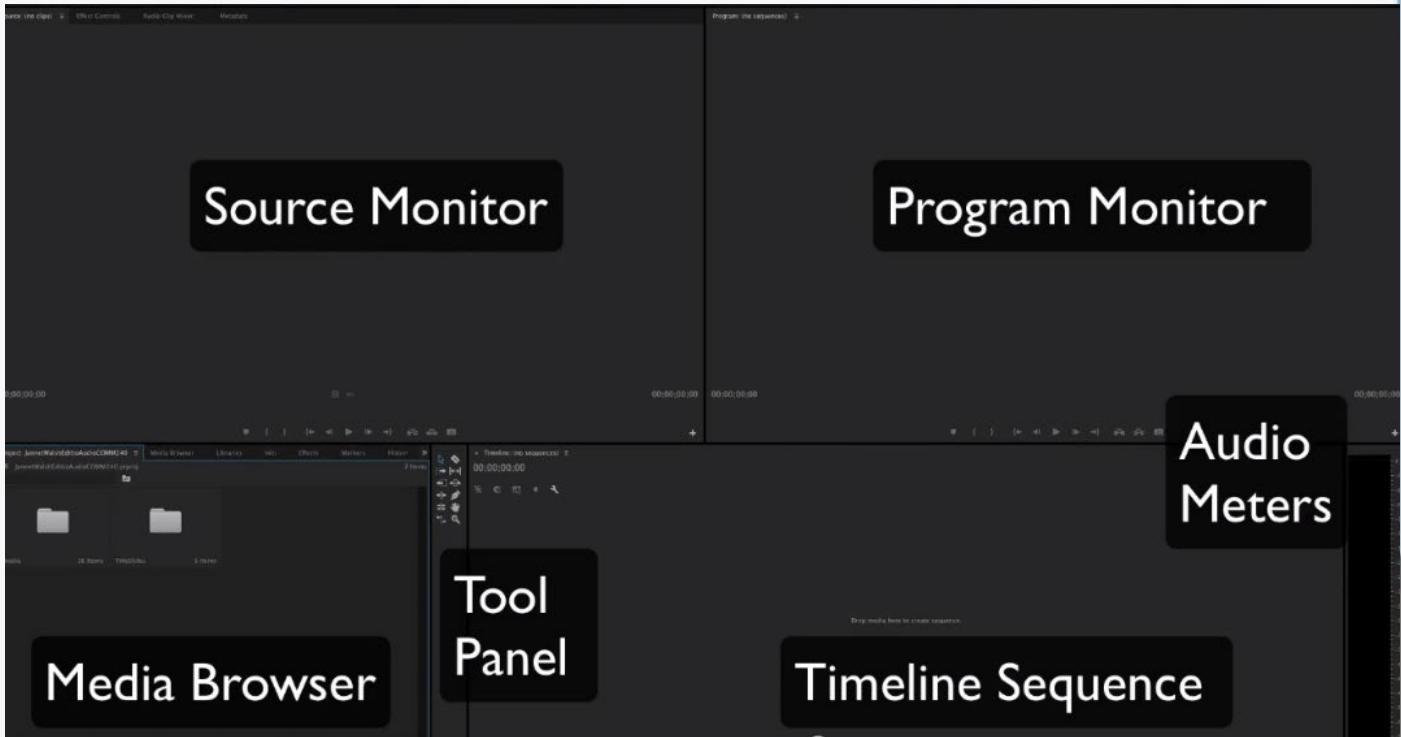
- **DV** or **HDV** settings for capturing footage directly from external devices like cameras.



# Workspace

In Adobe Premiere Pro, the **workspace** refers to the arrangement of panels, tools, and features within the software interface, designed to help you efficiently edit video projects.

Workspaces can be customized based on your specific tasks, such as editing, color grading, audio mixing, or special effects.



# Workspace

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## Common Components of a Premiere Pro Workspace:

- 1. Program Monitor:** Displays your video as you edit.
- 2. Timeline Panel:** Where you arrange and edit video and audio clips.
- 3. Project Panel:** Holds all the imported media, sequences, and assets.
- 4. Source Monitor:** Allows you to preview and trim raw clips before adding them to the timeline.
- 5. Effects Panel:** Contains video and audio effects, transitions, and presets.
- 6. Effect Controls Panel:** Used to fine-tune applied effects on selected clips.
- 7. Audio Meters:** Displays audio levels to ensure proper sound levels.
- 8. Tools Panel:** Contains tools for cutting, zooming, moving, and other editing tasks.
- 9. Essential Graphics Panel:** Used for creating or modifying titles and graphics.
- 10. Essential Sound Panel:** Helps with audio adjustments and enhancements.
- 11. Lumetri Color Panel:** A dedicated panel for color grading and corrections.

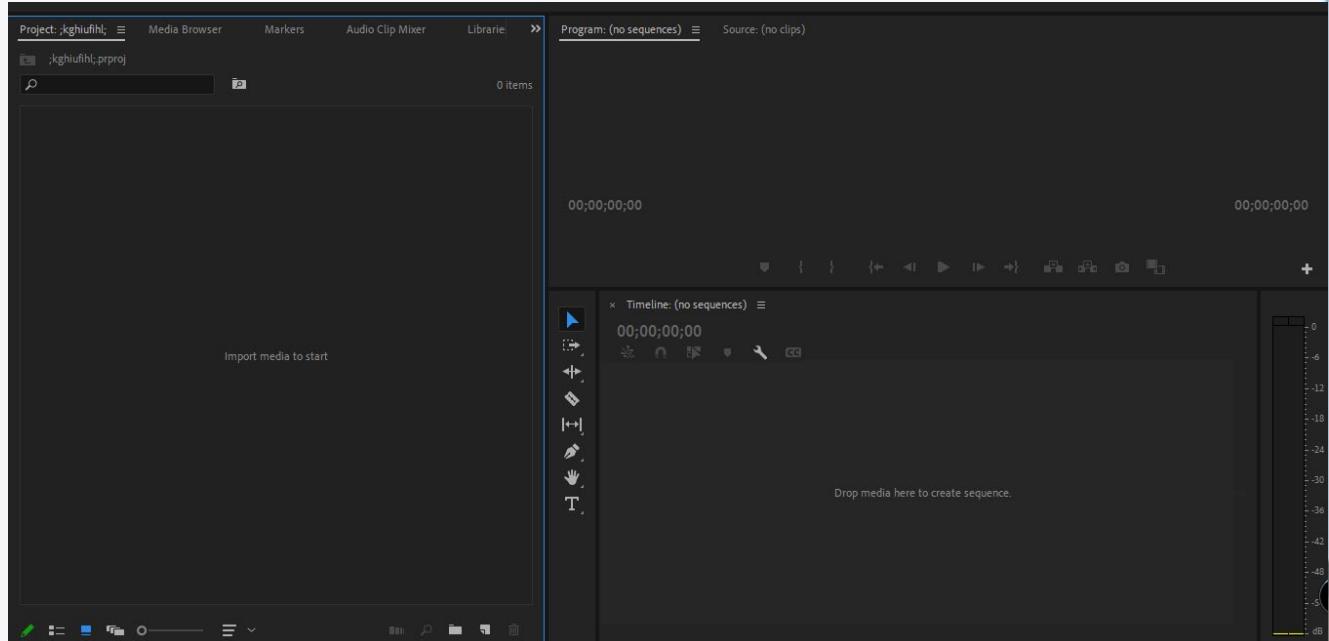
# Workspace

Learning      Assembly      Editing      Color      Effects      Audio      Graphics      Captions      Libraries      >>

- **Editing:** For general video editing tasks.
- **Color:** Focused on color correction and grading.
- **Audio:** Designed for sound mixing and editing.
- **Graphics:** For creating and editing titles and motion graphics.
- **Effects:** For managing and applying effects.
- **Assembly:** For organizing and importing media.

# Assembly Panel

The **Assembly Panel** in Adobe Premiere Pro is part of the **Assembly Workspace**, which is specifically designed for organizing and preparing media before you start editing your project. It provides a streamlined layout that focuses on managing and previewing media files.



# Key Features of the Assembly Panel:

---

- **Project Panel:**

- Central to the Assembly Workspace, this panel displays your imported media, bins (folders), and sequences.
- You can organize assets into bins for better categorization (e.g., separating video, audio, and graphics).

- Supports filtering and searching to quickly locate specific files. **Media Browser:**

- Allows you to navigate and import media directly from your computer or external drives.
- Displays file formats compatible with Premiere Pro.
- You can preview clips before importing them by hovering over them.

- **Source Monitor:**

- Used to preview, mark in/out points, and trim clips before adding them to the timeline.
- Ensures you only bring the necessary parts of a clip into your project.

# Key Features of the Assembly Panel:

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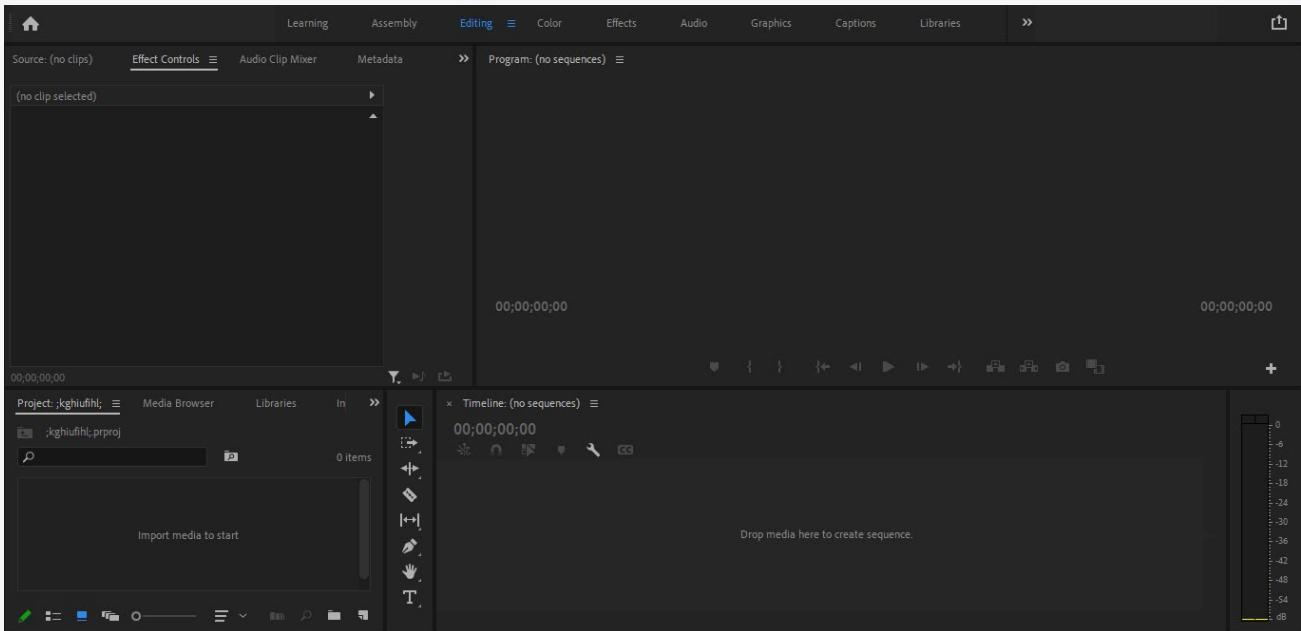
- **Info Panel:**
  - Displays metadata about the selected file, such as frame rate, resolution, and file type.
- **Preview Area:**
  - Provides a quick visual preview of selected media files in the Project Panel without needing to open them in the Source Monitor.
- **Timeline Panel (Optional):**
  - In the Assembly Workspace, the timeline may be minimized or hidden to reduce distractions and focus on organizing assets.

## Benefits of the Assembly Panel:

- Helps editors stay organized, especially for large projects with numerous assets.
- Simplifies the process of importing and sorting media.
- Speeds up the pre-editing phase by allowing you to identify and mark key clips.

# Key Features of the Editing Panel:

The **Editing Panel** in Adobe Premiere Pro is part of the **Editing Workspace**, designed for timeline-based video editing. This workspace provides a comprehensive layout with all the essential tools and panels you need for assembling, trimming, and refining your video project. It is the primary area where most of the video editing work takes place.



# Key Components of the Editing Workspace:

- **Timeline Panel:**
  - The centerpiece of the Editing Workspace.
  - Where you arrange and edit video, audio, and other media on a multi-track timeline.
  - Includes tools for cutting, trimming, rearranging, and syncing clips.
  - Displays markers, transitions, and effects applied to clips.
- **Program Monitor:**
  - Displays a preview of your edited sequence as it appears in the timeline.
  - Includes playback controls for reviewing your work in real time.

# Key Components of the Editing Workspace:

- **Source Monitor:**

- Allows you to preview and trim raw clips before adding them to the timeline.
- Enables you to set in/out points for precise clip placement.

- **Project Panel:**

- Stores all imported media, sequences, and assets for the project.
- Lets you organize files into bins and search for specific items.

- **Tools Panel:**

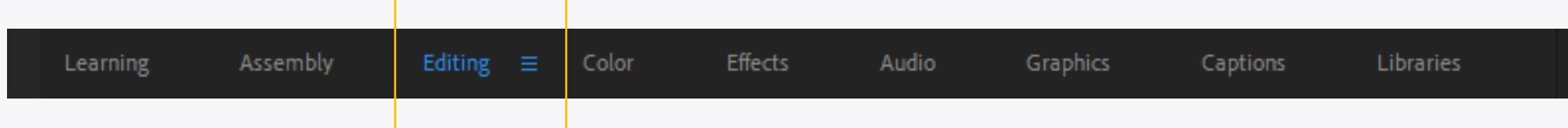
- Contains essential editing tools like the Razor tool (for cutting clips), Selection tool (for moving or selecting clips), Ripple Edit, and more.

# Key Components of the Editing Workspace:

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- **Effect Controls Panel:**
  - Displays the properties of selected clips, including motion, opacity, and effects.
  - Allows you to adjust parameters for applied effects, keyframes, and transitions.
- **Effects Panel:**
  - Provides access to video and audio effects, transitions, and presets.
  - You can drag and drop effects directly onto clips in the timeline.
- **Audio Meters:**
  - Shows real-time audio levels during playback to help maintain proper volume levels and avoid peaking.

# Key Components of the Editing Workspace:



- **Essential Graphics Panel** (optional):
  - Used to create and edit titles, captions, and motion graphics.
- **Playback Controls**:
  - Found at the bottom of the Program Monitor, these controls let you play, pause, step forward/backward, and loop playback.

# Color Panel

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The **Color Panel** in **Adobe Premiere Pro** is a workspace designed for color correction and grading. It gives users access to tools for adjusting colors, contrast, and overall look of their footage.

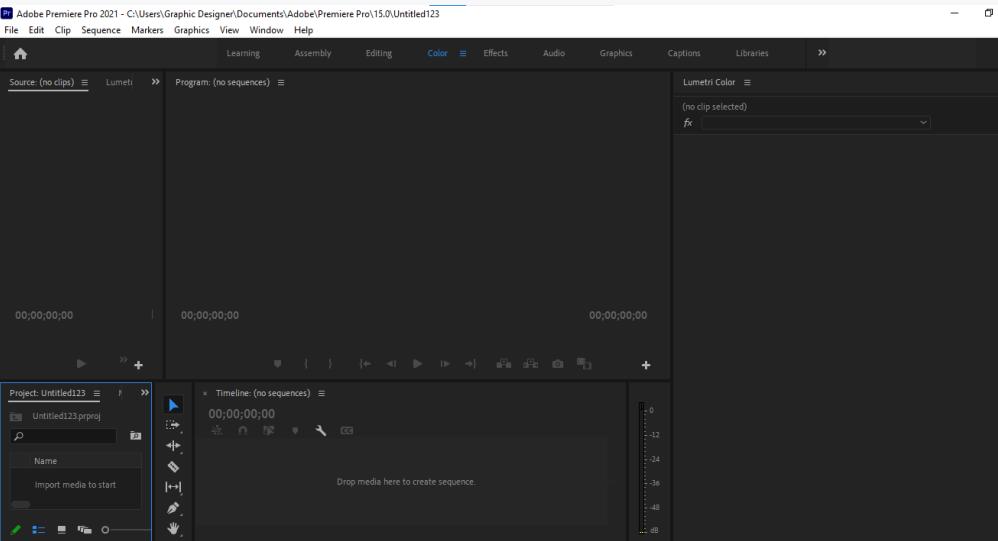
## Sections in the Lumetri Color Panel

1. **Basic Correction** – Adjust exposure, contrast, highlights, shadows, whites, blacks, and apply white balance corrections.
2. **Creative** – Add film-style looks (LUTs), tweak vibrance, saturation, and sharpen or tint shadows/highlights.
3. **Curves** – Fine-tune brightness and color using **RGB curves** and **Hue vs. Hue, Hue vs. Sat, Hue vs. Luma** controls.
4. **Color Wheels & Match** – Adjust shadows, midtones, and highlights separately for better tonal balance. Auto-match color to another clip.
5. **HSL Secondary** – Isolate and modify specific colors using hue, saturation, and luminance selection tools.
6. **Vignette** – Add a subtle or dramatic vignette effect to focus attention on a subject.

# Color Panel

This panel allows for **non-destructive editing**, meaning you can tweak settings without permanently altering your original footage. It's widely used for color grading in films, commercials, and social media content. Would you like help with a specific adjustment?

## Assignments



# Effects Panel

The **Effects Panel** in Adobe Premiere Pro is where you can find and apply various effects to video and audio clips. It contains a wide range of **video effects, audio effects, transitions, and presets** that help enhance your project's visuals and sound.

## Key Sections of the Effects Panel

**1. Video Effects** – A collection of effects used for **color correction, blurring, sharpening, keying (green screen), distortions, stylization, and more**. Some popular effects include:

1. **Lumetri Color** (for advanced color grading)
2. **Gaussian Blur** (for soft blurring)
3. **Warp Stabilizer** (for reducing shaky footage)
4. **Ultra Key** (for green screen removal)

**2. Audio Effects** – Effects that modify audio levels, clarity, and style, such as:

1. **Reverb** (adds echo and depth)
2. **Parametric EQ** (adjusts frequencies)
3. **DeNoise** (reduces background noise)

# Effects Panel

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- **Video Transitions** – Effects that create smooth transitions between clips. Common ones include:  
**Cross Dissolve** (fades from one clip to another)  
**Dip to Black/White** (gradual transition using a solid color)  
**Push & Slide** (moves one clip over the next)
- **Audio Transitions** – These smooth out audio changes between clips. Common examples:  
**Constant Power** (creates a gradual fade between two audio clips)  
**Exponential Fade** (smooth fade-out effect)
- **Presets** – Saved combinations of effects and settings that can be quickly applied to clips. Premiere Pro comes with built-in presets, but you can also create your own custom ones.

# Effects Panel

[Learning](#)[Assembly](#)[Editing](#)[Color](#)[Effects](#)[Audio](#)[Graphics](#)[Captions](#)[Libraries](#)

## How to Use the Effects Panel

- Open it via **Window > Effects** if it's not visible.
- Drag and drop an effect onto a clip in the **timeline**.
- Adjust the effect settings in the **Effect Controls Panel** (found in the top-left by default).

# Audio Panel in Adobe Premiere Pro

The **Audio Panel** in Adobe Premiere Pro, also known as the **Essential Sound Panel**, provides tools for mixing, enhancing, and repairing audio. It simplifies audio editing by offering **presets and category-based controls**, making it easier for users to adjust sound without needing advanced audio expertise.

- **Dialogue** – Designed for spoken words in interviews, films, or voiceovers. Features include:
  - **Loudness Auto-Match** – Balances dialogue volume to industry standards.
  - **Repair Tools** – Reduce noise, reverb, and fix harsh sibilance (S sounds).
  - **Clarity Enhancements** – Adjust dynamics, add EQ, and enhance speech clarity.
- **Music** – Controls for background music tracks, including:
  - **Auto Ducking** – Automatically lowers music volume when dialogue is present.
  - **Loudness Matching** – Ensures consistent audio levels.
  - **EQ and Reverb** – Customize how the music blends with the scene.

# Audio Panel in Adobe Premiere Pro

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- **Sound Effects (SFX)** – Used for background ambience, action effects, or foley sounds. Features include:
  - **Loudness adjustments** for consistent audio balance.
  - **Reverb and EQ tweaks** for immersive effects.
- **Ambience** – Controls for background environmental sounds (e.g., city noise, nature sounds). You can:
  - Adjust loudness and balance with dialogue.
  - Apply effects to enhance or modify background audio.

## Additional Audio Editing Tools in Premiere Pro

- **Audio Track Mixer** – A real-time mixer for adjusting multiple audio tracks.
- **Effect Controls Panel** – Allows precise control over applied audio effects.
- **Audio Meters** – Displays real-time audio levels to prevent distortion or clipping.

# Graphic Panel in Adobe Premiere Pro

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The **Graphics** panel in **Adobe Premiere Pro** is used for creating, editing, and managing motion graphics, titles, and visual elements in your video projects. It is a key component when working with **Essential Graphics**.

## Key Features of the Graphics Panel:

### 1. Essential Graphics Panel

1. Found under **Window > Essential Graphics**, this panel allows you to create and modify titles, lower thirds, and motion graphics.
2. Provides access to pre-built templates and customization options.

### 2. Text and Shape Tools

1. You can add **text, shapes, and graphics** directly to your timeline.
2. Includes tools for adjusting **font, size, color, alignment, and opacity**.

# Graphic Panel in Adobe Premiere Pro

- **Motion Controls**

Enables **positioning, scaling, and rotating** graphics.

Keyframe animation is available for dynamic motion effects.

- **Layer-Based Editing**

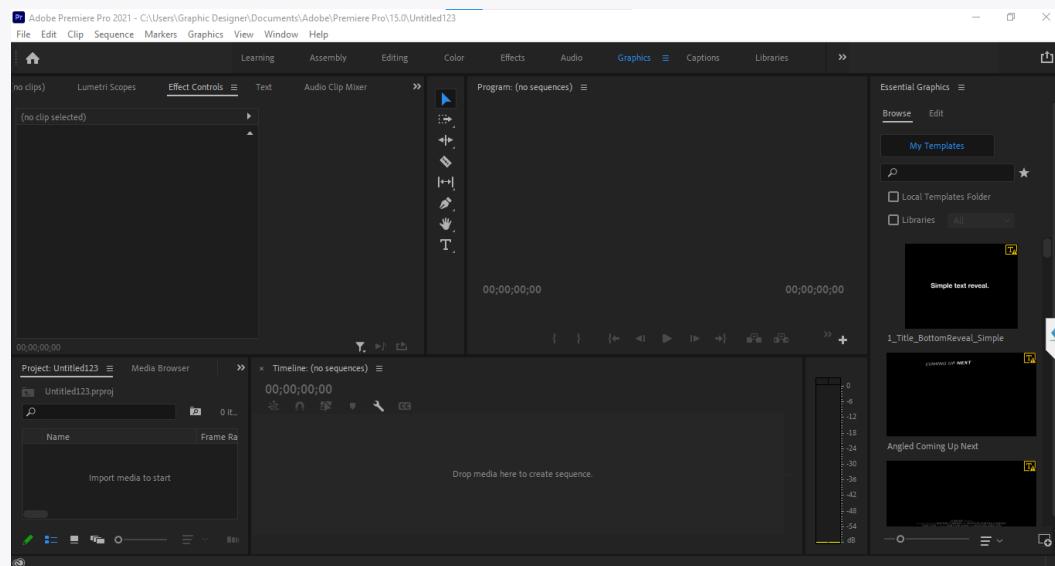
Similar to Photoshop, the panel works with layers for arranging text and graphic elements.

You can **group, reorder, or apply effects** to specific layers.

- **Templates and Presets**

Access a variety of **Motion Graphics Templates (MOGRTs)** to quickly enhance your video.

You can download additional templates from **Adobe Stock**.



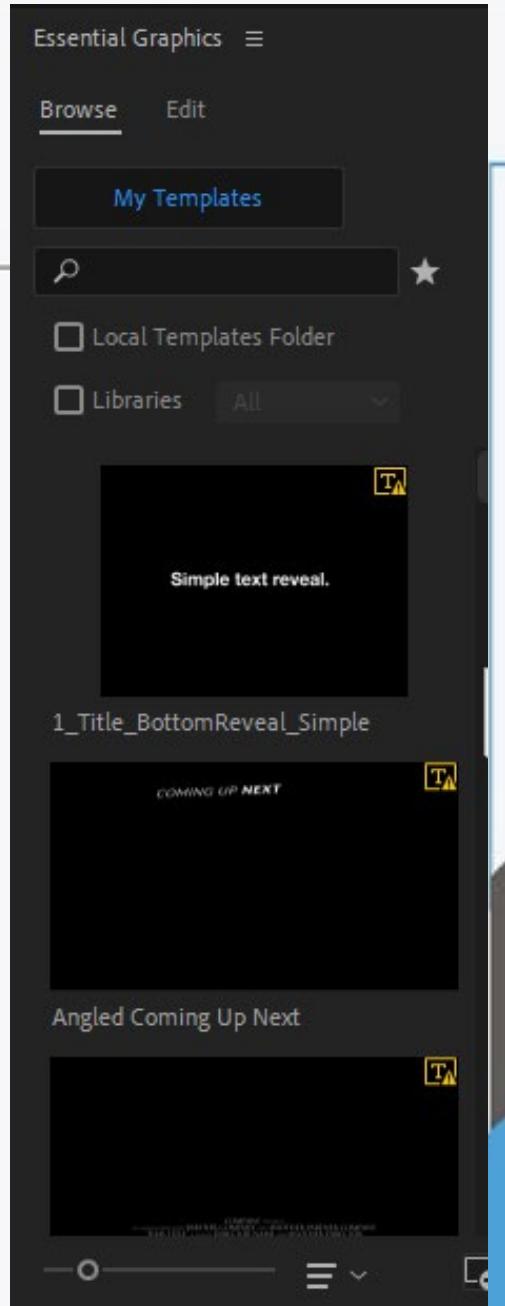
# Graphic Panel in Adobe Premiere Pro

## Effects & Styling Options

- Apply drop shadows, strokes, gradients, and background fills.
- Supports blending modes and transparency adjustments.

## How to Use the Graphics Panel:

1. Open **Window > Essential Graphics**.
2. Click "**New Layer**" to add text, shapes, or images.
3. Customize with fonts, colors, and animations.
4. Drag the graphic onto the timeline and adjust duration.
5. Use **Effect Controls** to animate and fine-tune graphics.



# Caption Panel in Adobe Premiere Pro

The **Captions** panel in **Adobe Premiere Pro** is used for creating, editing, and managing captions and subtitles in your video projects. It provides tools for precise control over text timing, style, and formatting to ensure accessibility and engagement.

## **Key Features of the Captions Panel:**

### **1. Creating and Importing Captions**

- Create captions manually or import existing caption files (**.srt, .vtt, .scc, etc.**).
- Supports different caption types, including **Open Captions (always visible)** and **Closed Captions (toggleable on/off)**.

### **2. Types of Captions Supported**

- **Subtitles** – For general translation and accessibility.
- **Closed Captions** – Can be turned on/off by viewers.
- **Open Captions** – Burned directly into the video.
- **Television Broadcast Captions** (CEA-608, CEA-708).

# Caption Panel in Adobe Premiere Pro

## 3. Editing Captions

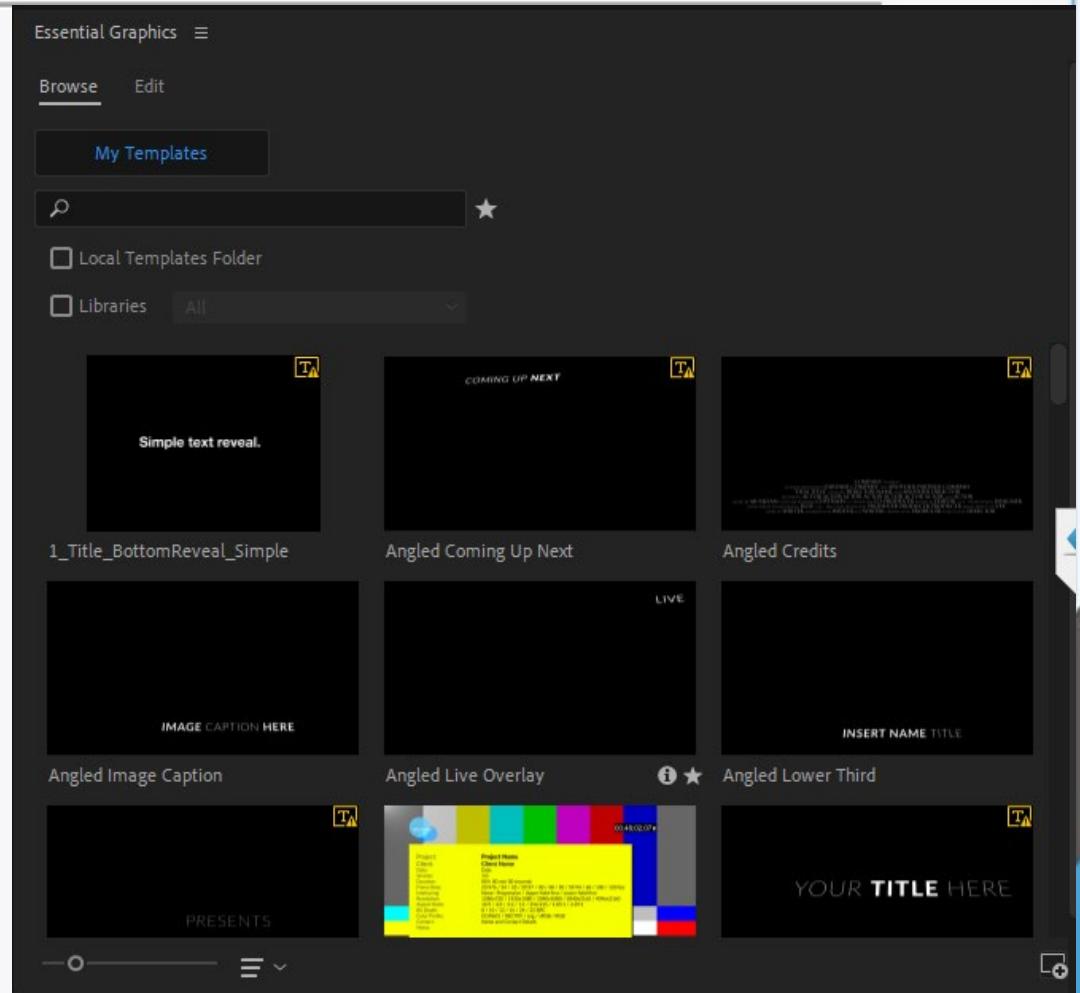
- Modify text, font, size, alignment, and color.
- Adjust **positioning** to ensure captions don't overlap with critical visuals.
- Use **styles and backgrounds** for readability.

## 4. Timing and Synchronization

- Drag and adjust caption segments on the **timeline** to sync with spoken words.
- Use the **Transcript & Auto-Captioning** feature for automatic speech-to-text conversion.
- Edit timecodes manually for precise alignment.

## 5. Exporting Captions

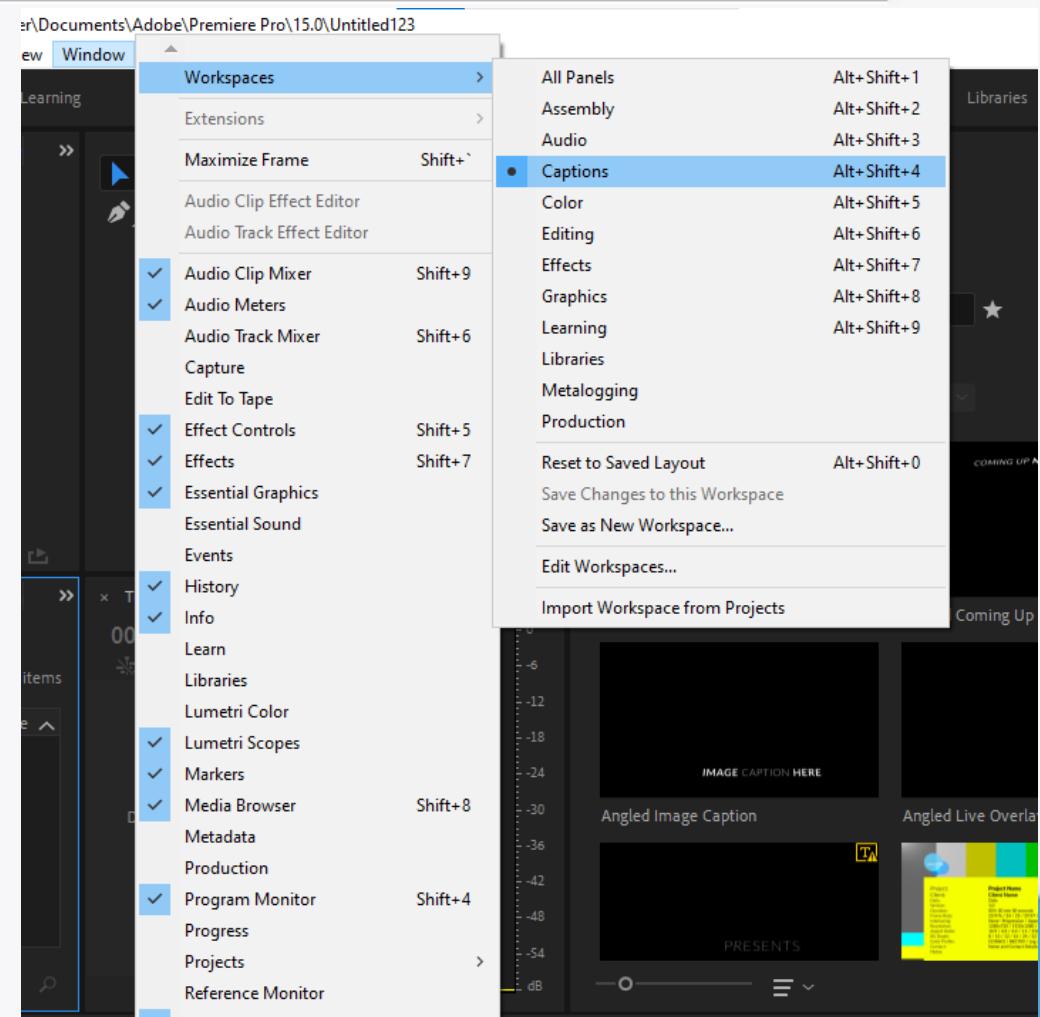
- Export captions as **burned-in (hardcoded)** or as a **separate file**.
- Supports **various formats** for platforms like YouTube, Netflix, and broadcast TV.



# Caption Panel in Adobe Premiere Pro

## How to Use the Captions Panel in Premiere Pro:

- 1) Go to Window > **Captions** to open the panel.
- 2) Click "Create New Caption Track" and select the appropriate caption type.
- 3) Add captions manually or use **auto-transcription** to generate text.
- 4) Adjust the text formatting and timing in the panel.
- 5) Export the final captions with or without embedding them into the video.



# Premier Pro Tools

## The Selection Tool (shortcut: V)

### 1. Selecting Clips:

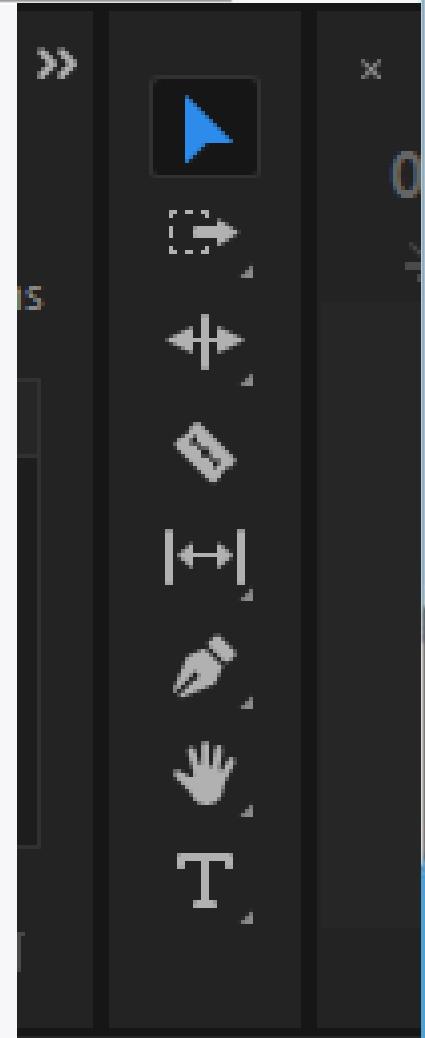
1. Click on a clip in the timeline to select it for editing.
2. Hold **Shift** to select multiple clips.

### 2. Moving Clips:

1. Click and drag a clip to reposition it in the timeline.
2. Helps in rearranging sequences.

### 3. Trimming Clips:

1. Hover over the edge of a clip until you see a **red bracket**.
2. Drag inward or outward to shorten or extend the clip.



# Premier Pro Tools

## The Selection Tool (shortcut: V)

### 4. Adjusting Transitions:

1. Click and drag transition effects to reposition them.
2. Adjust the duration by extending or shortening the transition.

### 5. Selecting and Moving Multiple Clips:

1. Click and drag over multiple clips to select them together.
2. Helps in repositioning large sections of a sequence.

### 6. Resizing and Adjusting Graphics/Text:

1. Click on text, images, or graphics to resize or move them in the **Program Monitor**.

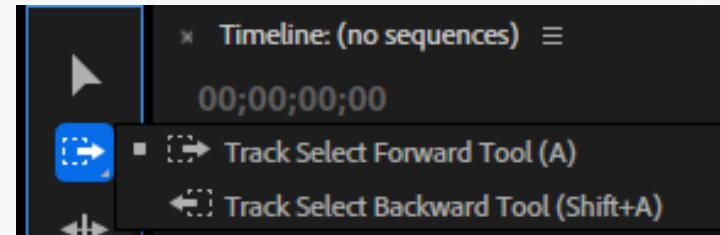


# Premier Pro Tools

## Track Select Forward & Backward Tool (Shortcut: A or Shift + A)

### Track Select Forward Tool (Shortcut: A)

- Selects **all clips forward** from the point where you click on a track.
- Helps when you want to move an entire section of a timeline forward.



### Track Select Backward Tool (Shift + A)

- Press **Shift + A** on your keyboard to activate the tool.
- Selects **all clips forward** from the point where you click on a track.
- Helps when you want to move an entire section of a timeline forward.

# Premier Pro Tools

## 1. Ripple Edit Tool (Shortcut: B)

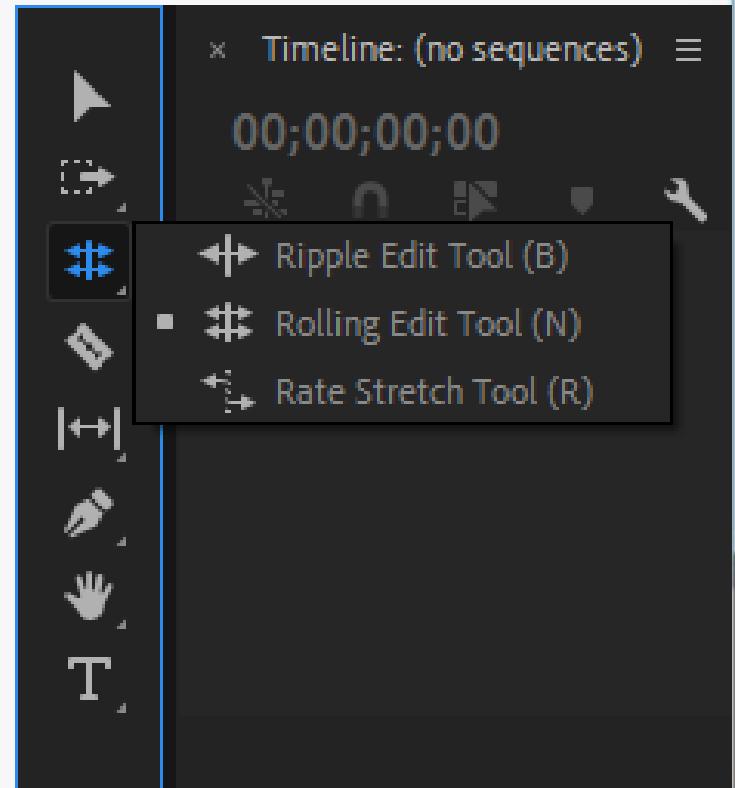
Trims a clip while automatically shifting all following clips to **fill the gap** or **remove excess space**.

## 2. Rolling Edit Tool (Shortcut: N)

Adjusts the edit point between two clips **without changing the overall timeline length**—shortens one clip while extending the other.

## 3. Rate Stretch Tool (Shortcut: R)

Speeds up or slows down a clip by **stretching or shrinking its duration** while keeping its original in and out points.



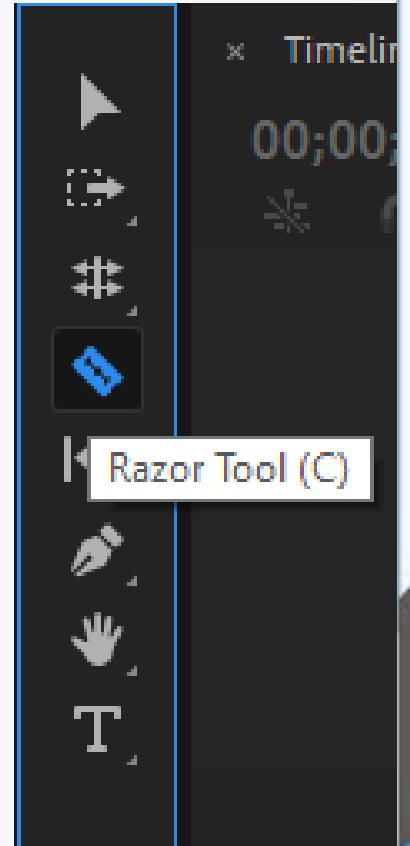
# Premier Pro Tools

## Razor Tool (Shortcut: C)

The **Razor Tool** is used to **cut** or **split** clips in the timeline at any point, allowing for precise edits and segmenting footage.

### How to Use:

- 1.Press **C** to activate the Razor Tool.
- 2.Click on a clip in the timeline where you want to cut.
- 3.The clip splits into two separate sections.
- 4.Press **V** to switch back to the Selection Tool for further editing.



# Premier Pro Tools

## 1. Slip Tool (Shortcut: Y)

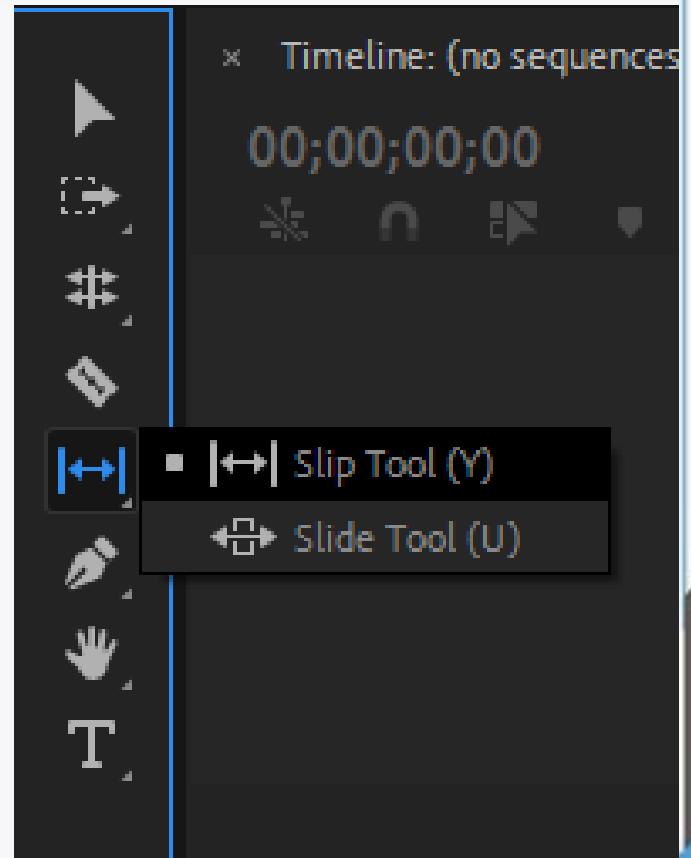
Changes the **in and out points** of a clip **without changing its duration** or affecting other clips.

**Use:** Drag left or right to adjust the content inside the clip while keeping its position in the timeline.

## 2. Slide Tool (Shortcut: U)

Moves a clip forward or backward in the timeline **without changing its duration**, adjusting adjacent clips accordingly.

**Use:** Drag the clip left or right to shift its position while the neighboring clips expand or contract.



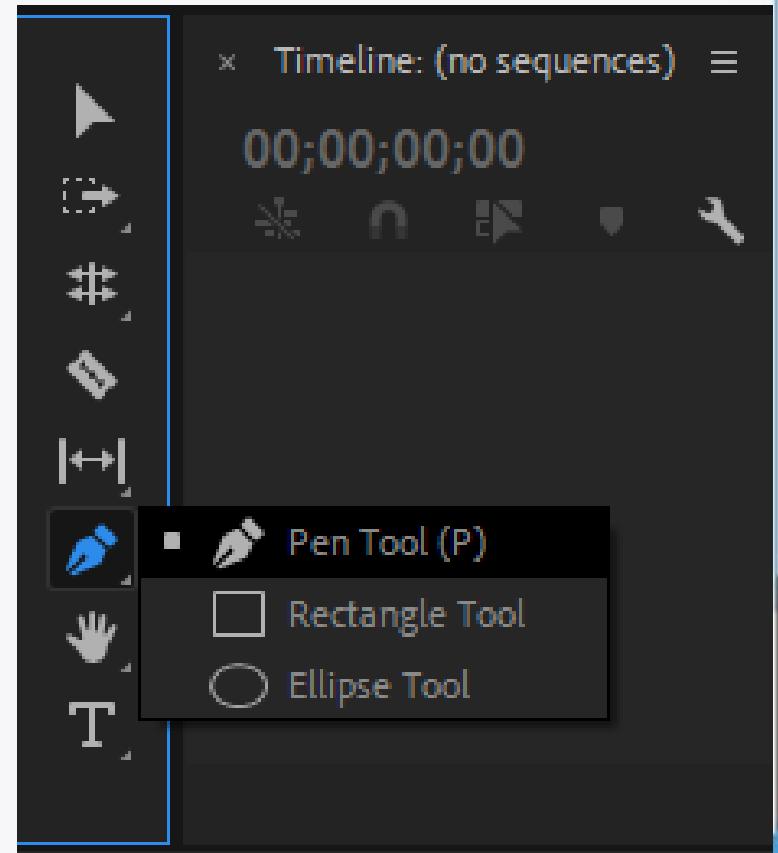
# Premier Pro Tools

## Pen Tool (Shortcut: P) in Premiere Pro

The **Pen Tool** is used for creating and adjusting keyframes in effects, opacity, and audio levels, as well as drawing masks for effects.

### Uses:

- 1. Adjusting Opacity:** Click on a clip's opacity line to create keyframes and fade in/out.
- 2. Audio Keyframing:** Add keyframes to the audio track to adjust volume over time.
- 3. Masking Effects:** Draw custom shapes for effects like blurring or color correction.



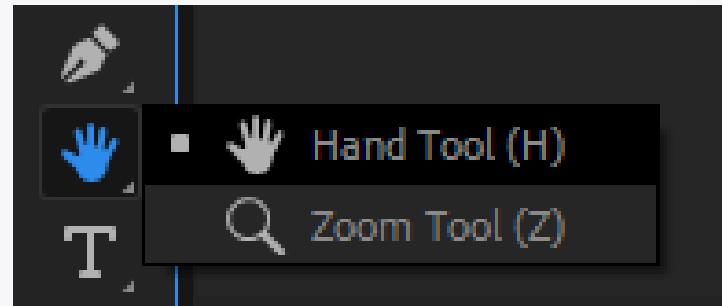
# Premier Pro Tools

## Hand Tool (Shortcut: H) in Premiere Pro

The **Hand Tool** is used to **move or pan across the timeline or Program Monitor** without affecting clips.

### How to Use:

1. Press **H** to activate the Hand Tool.
2. Click and drag left or right to navigate through the timeline.
3. Hold **Spacebar** to temporarily switch to the Hand Tool while using another tool.



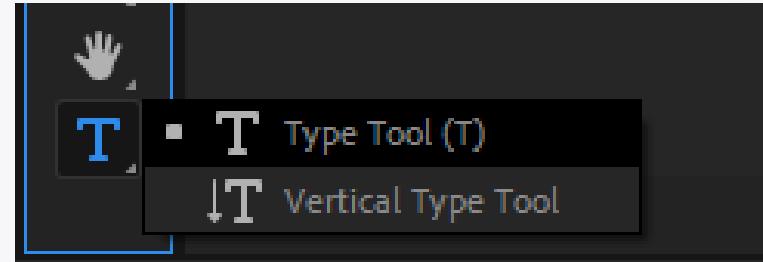
# Premier Pro Tools

## Text Tool (Type Tool)- (Shortcut: T)

The **Text Tool** (also called the **Type Tool**) is used to add and edit text, titles, and captions directly in the **Program Monitor**.

### How to Use:

- 1.Press **T** or select the **Type Tool** from the toolbar.
- 2.Click on the **Program Monitor** and type your text.
- 3.Use the **Essential Graphics Panel** to customize font, size, color, alignment, and animations.



### Types of Text Tools:

- 1.Type Tool (T)** – Adds normal text.
- 2.Vertical Type Tool (Hold T & Click)** – Adds vertically aligned text

# Basic Video Editing

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Basic video editing techniques involve fundamental skills needed to cut, arrange, and enhance footage in Adobe Premiere Pro. Here are the key techniques:

## 1. Creating a New Sequence

1. Setting up the correct resolution and frame rate.
2. Understanding aspect ratios and sequence presets.

## 2. Cutting & Trimming Clips

1. **Razor Tool**: Splitting clips into smaller sections.
2. **Ripple Edit Tool**: Adjusting clip duration without leaving gaps.
3. **Rolling Edit Tool**: Adjusting the in/out points of adjacent clips.
4. **Slip & Slide Edits**: Refining clip positioning within a sequence.

## 3. Arranging Clips on the Timeline

1. Dragging and placing clips in a logical sequence.
2. Using multiple tracks for layering video and audio.

# Basic Video Editing

## 4. Applying Transitions

- Adding fades, cross dissolves, and other transition effects.
- Adjusting transition duration and smoothness.

## 5. Basic Motion Controls

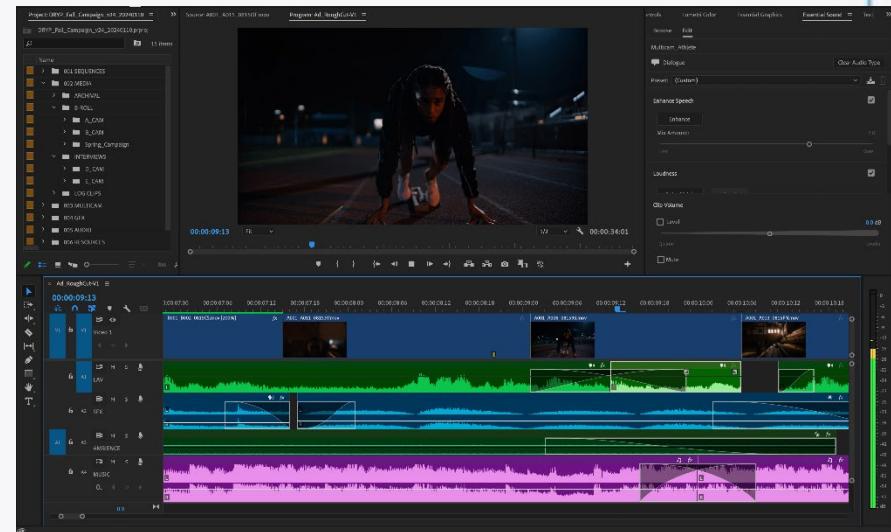
- Scaling, positioning, and rotating clips using Effect Controls.
- Simple keyframe animation for movement.

## 6. Speed Control

- **Slow Motion:** Reducing playback speed for dramatic effects.
- **Time-Lapse (Fast Motion):** Speeding up video for efficiency.

## 7. Basic Audio Editing

- Adjusting audio levels to balance dialogue and background music.
- Removing noise and adding basic sound effects.



# Basic Practice Assignments

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1. Make a video using 5 or more clips and create a one single video.
2. Add Caption in Video
3. Make an Image Slide in Premier pro

# Titles, Graphics & Effects

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Titles, graphics, and effects are essential for enhancing video content and making it more engaging.

Here's how they work in Adobe Premiere Pro:

## 1. Titles & Text

Titles are used for intros, captions, credits, and lower thirds.

- **Essential Graphics Panel:** The main tool for creating and customizing text.
- **Adding Text:** Use the "Type Tool (T)" to create text directly on the preview screen.
- **Customizing Text:** Change fonts, colors, sizes, and styles.
- **Animating Text:** Use keyframes for motion effects like fade-in, slide, and typewriter effects.
- **Lower Thirds:** Pre-designed graphics for names, locations, or other on-screen information.

# Titles, Graphics & Effects

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## 2. Graphics & Motion Graphics

- **Shapes & Design Elements:** Add rectangles, circles, and other design elements for professional visuals.
- **Motion Graphics Templates (MOGRTs):** Use pre-built animations for quick, stylish text and graphics.
- **Animating Graphics:** Apply keyframes to move, rotate, and scale graphics.
- **Blending Modes:** Layer graphics with different transparency effects.

# Titles, Graphics & Effects

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## 3. Video Effects & Transitions

- **Applying Effects:** Use the "Effects Panel" to add color grading, blurs, and distortions.
- **Keyframing for Effects:** Create smooth animations by setting start and end points for effects.
- **Green Screen (Chroma Keying):** Remove backgrounds using the **Ultra Key** effect.
- **Blurs & Glows:** Add cinematic blurs and glow effects for stylistic edits.

## 4. Using Presets & Custom Effects

- **Effect Presets:** Save frequently used effects for faster editing.
- **Adjustment Layers:** Apply effects to multiple clips at once.
- **3D & Perspective Effects:** Create depth and dynamic movement.

# Types of Video Effects

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## A. Color & Lighting Effects

Used for color correction and grading to achieve the desired look.

- **Lumetri Color** – Adjust brightness, contrast, saturation, and color balance.
- **Black & White** – Convert a clip to grayscale.
- **Tint & Sepia** – Add color overlays for a vintage look.

## B. Blur & Sharpen Effects

Used to soften or enhance details in a video.

- **Gaussian Blur** – Smoothens an image by reducing sharpness.
- **Sharpen** – Increases the edge contrast for a crisper look.
- **Directional Blur** – Adds motion blur in a specific direction.

# Titles, Graphics & Effects

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## C. Distortion Effects

Used to warp or stretch footage for creative effects.

- **Warp Stabilizer** – Reduces shaky camera movements.
- **Wave Warp** – Creates a wavy distortion effect.
- **Magnify** – Enlarges a selected part of the video.

## D. Keying & Transparency Effects

Used for removing backgrounds and creating transparency effects.

- **Ultra Key** – Removes green screen backgrounds.
- **Track Matte Key** – Masks video using another layer.
- **Luma Key** – Removes dark or bright areas of a video.

# Titles, Graphics & Effects

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## E. Stylized Effects

Used to change the artistic appearance of a video.

- **Glitch Effect** – Creates a digital distortion for a futuristic look.
- **Strobe Light** – Adds a flashing effect.
- **Mosaic** – Pixelates the image for censorship or style.

## F. Transition Effects

Used to create smooth scene changes.

- **Cross Dissolve** – A gradual fade between two clips.
- **Dip to Black/White** – Fades the video in and out of a solid color.
- **Slide, Push, Wipe** – Moves one clip off the screen while bringing in another.

# Types of Keying in Premiere Pro

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**Ultra Key** – The most commonly used keying effect, offering advanced settings to refine the keying process.

**Color Key** – A basic keying effect that removes a specific color but with fewer options than Ultra Key.

**Luma Key** – Removes areas of a video based on brightness rather than color  
(useful for black or white backgrounds).

**Difference Matte** – Compares two images and removes parts that are different, often used for advanced keying techniques.

# How to Use Ultra Key?

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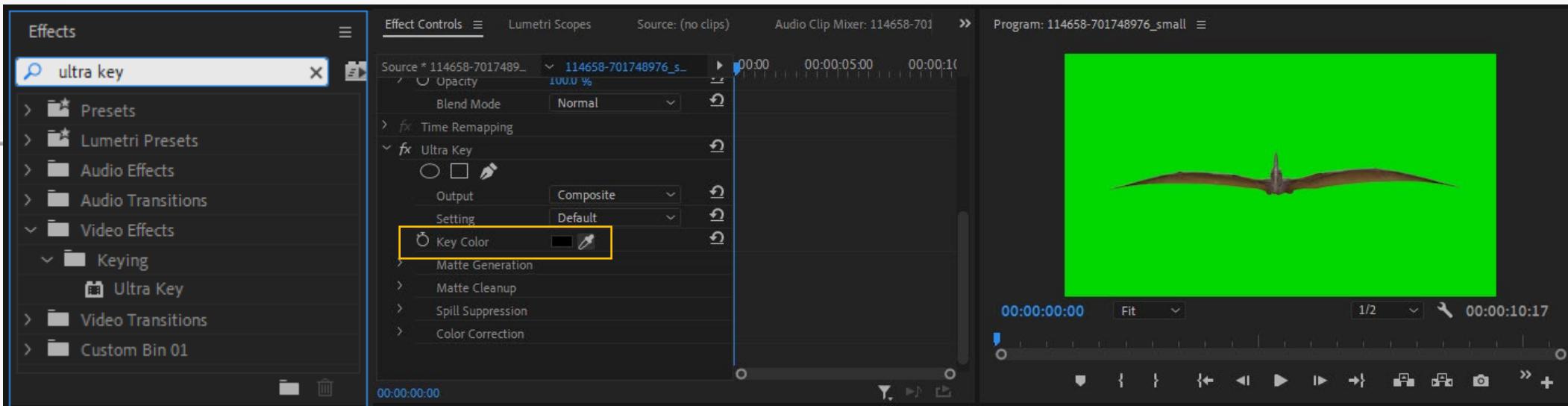
**Apply Ultra Key:** Drag the Ultra Key effect from the Effects panel to your video clip.

**Use the Eyedropper Tool:** Click on the green (or blue) background in your video to select the key color.

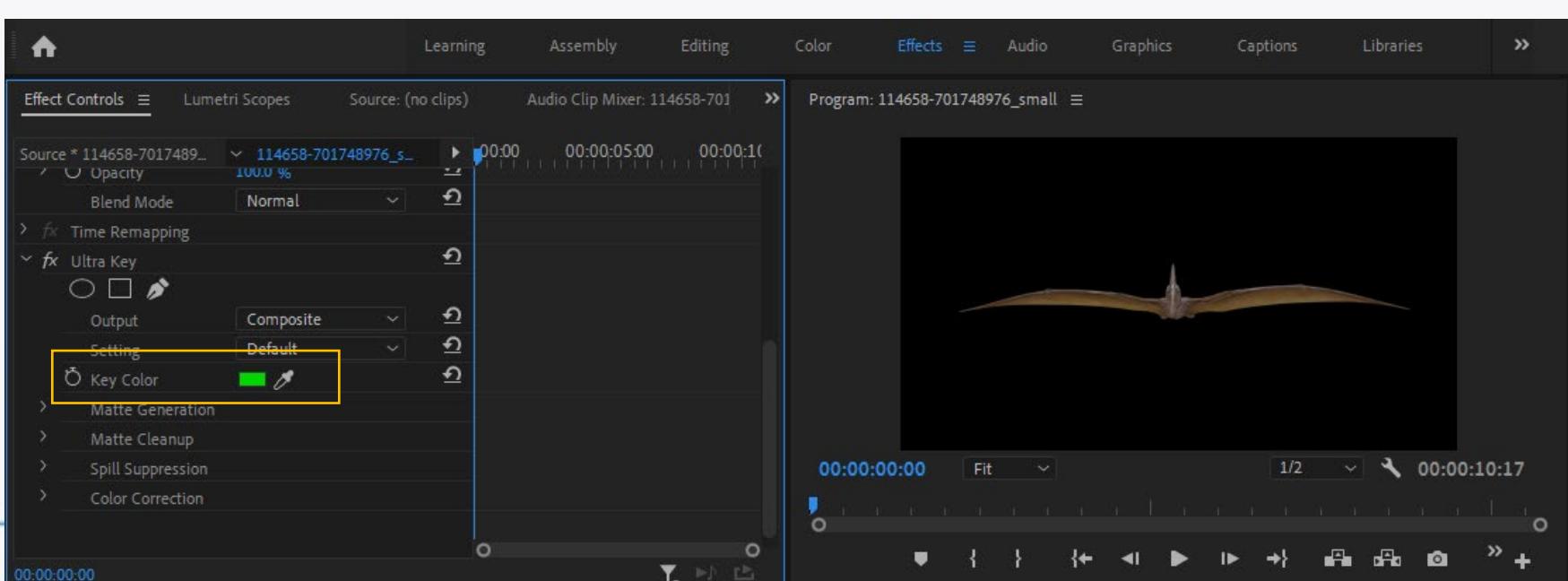
**Adjust the Settings:** Fine-tune parameters like Matte Generation, Matte Cleanup, and Spill Suppression to get a clean key.

**Add a Background:** Place your desired background on a layer below your keyed footage in the timeline.

**Before  
Apply**

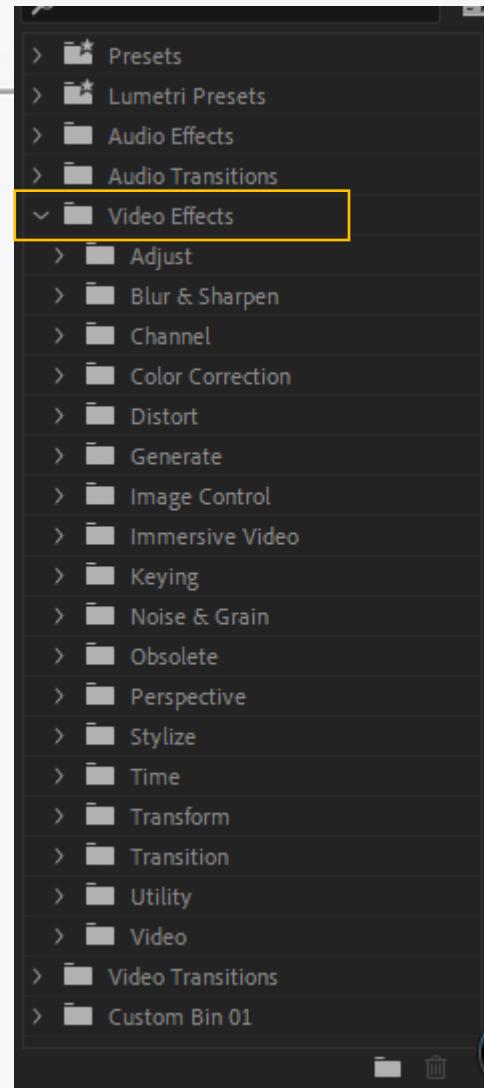


**After  
Apply**



# Applying Video Effects

- Go to the **Effects Panel**.
- Drag and drop the effect onto a clip in the timeline.
- Adjust settings in the **Effect Controls Panel** (Window > Effect Controls).
- Use **keyframes** to animate changes over time.



# Color Grading

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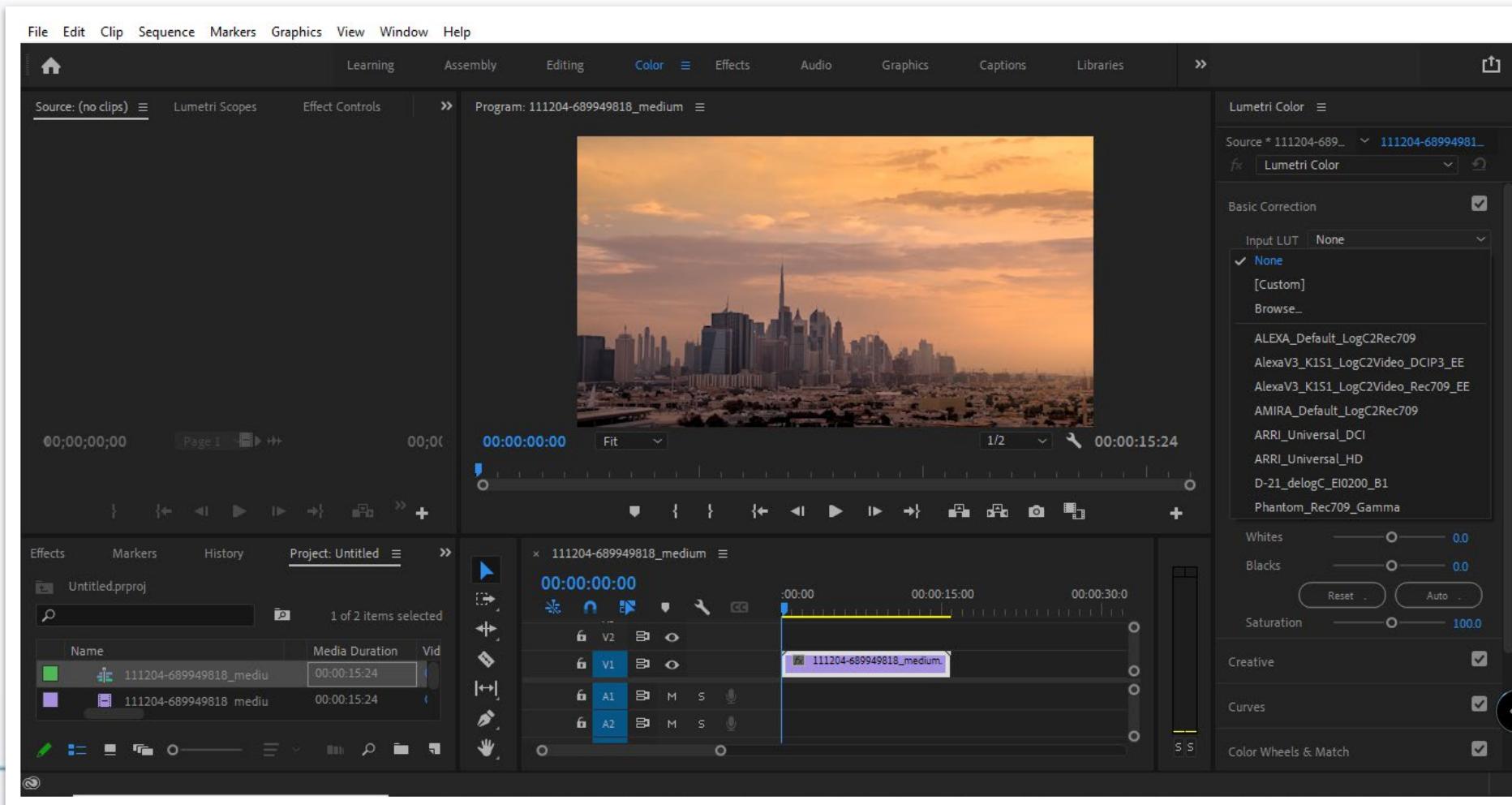
## What is Color Grading?

**Color grading** is the process of adjusting and enhancing the colors in a video to achieve a specific look, mood, or style. It involves modifying brightness, contrast, saturation, and hues to create a visually appealing and cinematic effect.

## Difference Between Color Correction & Color Grading

- **Color Correction:** Fixes color issues like incorrect white balance, exposure problems, and inconsistencies between shots.
- **Color Grading:** Adds artistic color adjustments to set the mood and style (e.g., warm tones for a nostalgic look, desaturated colors for a dramatic feel).

# Color Grading



# Color Grading

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## Using the Lumetri Color Panel

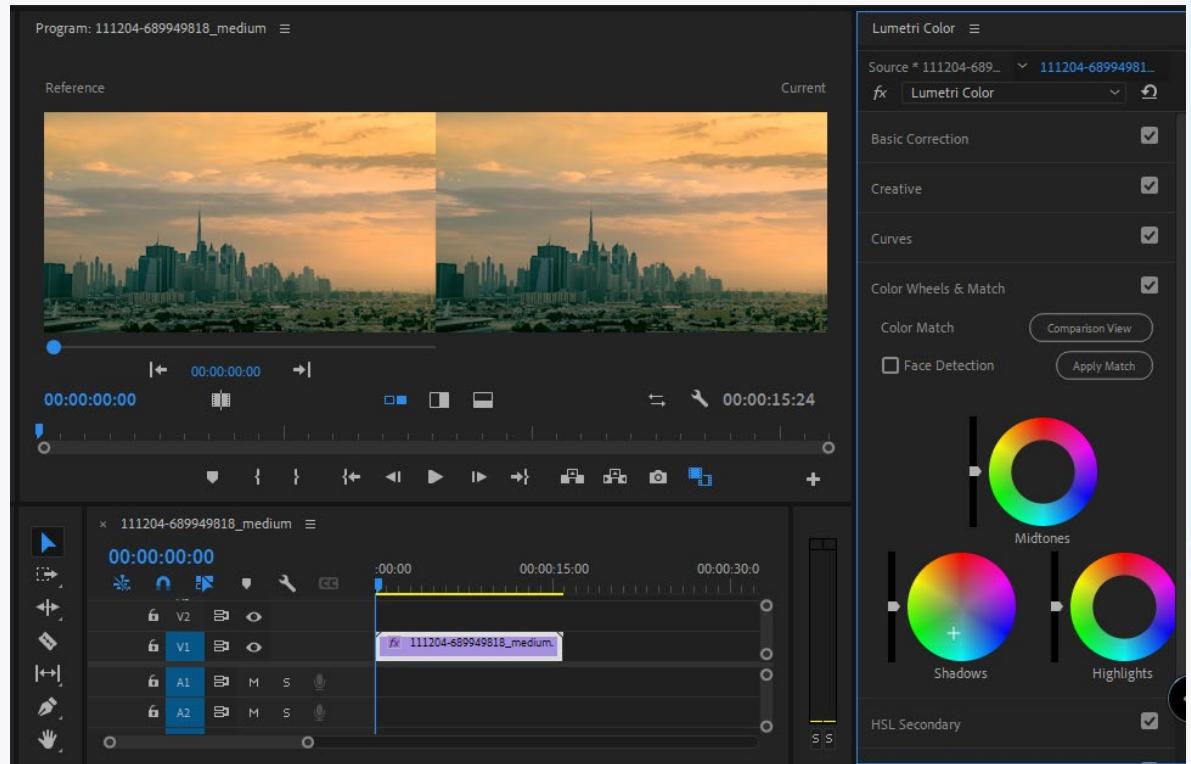
Premiere Pro's **Lumetri Color** panel provides powerful tools for color grading.

It includes:

- 1. Basic Correction** – Adjusts white balance, exposure, contrast, and saturation.
- 2. Creative** – Adds preset looks (LUTs) and stylistic color enhancements.
- 3. Curves** – Fine-tunes color tones using **RGB curves** and **hue vs. hue adjustments**.
- 4. Color Wheels & Match** – Controls shadows, midtones, and highlights independently.
- 5. HSL Secondary** – Selects and adjusts specific colors in the video.
- 6. Vignette** – Adds dark or light edges to focus attention on the subject.

# Common Color Grading Styles

- **Cinematic Look** – High contrast, deep blacks, and filmic tones.
- **Vintage Look** – Faded colors, sepia tones, and film grain.
- **Dark & Moody** – Desaturated colors with cool shadows.
- **Vibrant & High Saturation** – Bright, punchy colors for commercial videos.



# Common Color Grading Styles

## Using LUTs (Look-Up Tables)

LUTs are pre-made color grading presets that can be applied instantly.

- **Built-in LUTs:** Available in Premiere Pro under the **Creative** tab.
- **Custom LUTs:** Downloaded or created for unique color styles.

### Best Practices for Color Grading

- ✓ **Work with high-quality footage** to avoid color degradation.
- ✓ **Use scopes** (Waveform, Vectorscope) to maintain balanced colors.
- ✓ **Grade consistently** across all clips for a uniform look.
- ✓ **Avoid over-saturation** or extreme color shifts unless for stylistic purposes.

**LUT DOWNLOADS**

<https://www.premiumbeat.com/blog/download-free-cinematic-luts/>

# Using Custom LUTs

## Step 1: Import Your Video into Premiere Pro

1. Open **Adobe Premiere Pro** and create a new project.
2. Import your video clips by going to **File > Import** or dragging them into the timeline.

## Step 2: Open the Lumetri Color Panel

1. Go to **Window > Lumetri Color** to open the **Lumetri Color** panel.
2. Select the clip you want to apply the LUT to in the **timeline**.

## Step 3: Apply the Custom LUT

Method 1: Using Basic Correction (for Technical LUTs)

1. In the Lumetri Color panel, go to the Basic Correction tab.
2. Click on the Input LUT dropdown menu.
3. Select **Browse...** and navigate to your custom LUT file (.CUBE, .3DL, or .LOOK).
4. Click **Open**, and the LUT will be applied to your video.

# Using Custom LUTs

## Method 2: Using the Creative Tab (for Stylized LUTs)

1. In the **Lumetri Color** panel, go to the **Creative** tab.
2. Click on the **Look** dropdown menu.
3. Select **Browse...** and choose your custom LUT file.
4. Adjust the **Intensity Slider** to control the strength of the LUT effect.

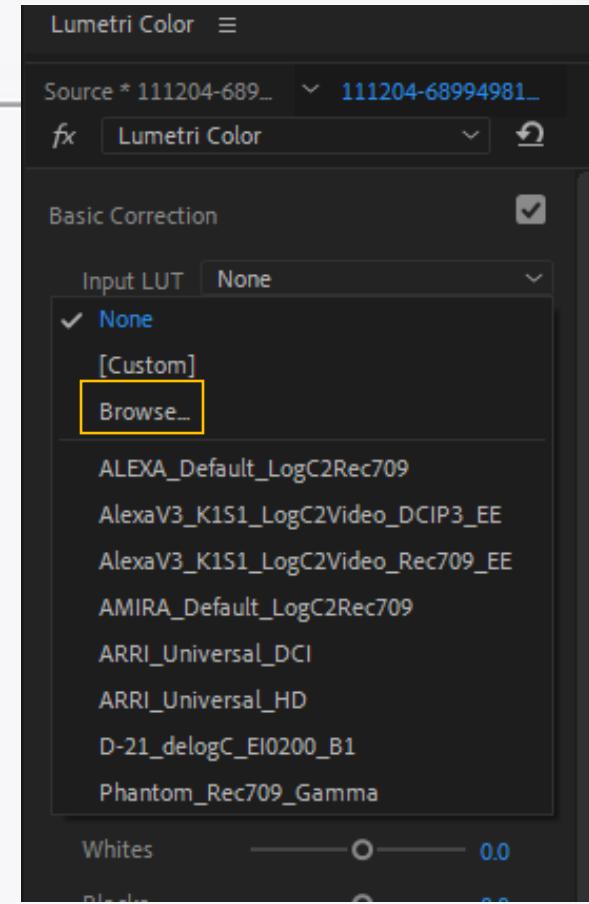
## Step 4: Fine-Tune Your Colors

After applying the LUT, you can make additional adjustments:

- Use **Exposure, Contrast, and Highlights** to balance the image.
- Adjust **Saturation** to enhance or reduce color intensity.
- Use **Curves and Color Wheels** for more precise color grading.

## Step 5: Save & Export Your Video

1. Once satisfied with the color grading, go to **File > Export > Media**.
2. Choose the desired format (H.264 for YouTube, ProRes for high-quality output).
3. Click **Export** to render your video.



# Install Custom LUTs for Future Use

Instead of browsing for LUTs every time, you can **permanently add them** to Premiere Pro:

## Mac:

Copy LUT files to:

② /Library/Application Support/Adobe/Common/LUTs/Creative/

## Windows:

Copy LUT files to:

② C:\Program Files\Adobe\Common\LUTs\Creative\

After restarting Premiere Pro, your LUTs will appear in the **Creative LUT dropdown** automatically.

# Tips for Better Color Grading and Correction

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Use **Technical LUTs** (in Basic Correction) for color conversion (e.g., LOG to Rec.709).

Use **Creative LUTs** (in the Creative Tab) for adding cinematic styles.

Always adjust LUT intensity to avoid over-processing your footage.

# Motion and Animation

**Motion and animation** in Premiere Pro involve moving objects, text, or effects to create dynamic visuals. This can be done using **keyframes, motion controls, and effects** to animate clips, text, and graphics smoothly.

## 1. Basic Motion Controls in Premiere Pro

The **Effect Controls Panel** allows you to animate basic motion properties:

- **Position** – Moves an object horizontally or vertically.
- **Scale** – Enlarges or shrinks an object.
- **Rotation** – Rotates an object around its center.
- **Anchor Point** – Defines the pivot point for transformations.
- **Opacity** – Fades objects in and out.

## How to Use Motion Controls:

1. Select your clip in the **timeline**.
2. Go to **Effect Controls** (**Window > Effect Controls**).
3. Adjust **Position, Scale, Rotation, or Opacity**.
4. Use **keyframes** to animate movement over time.

# Motion and Animation

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## 2. Keyframe Animation

Keyframes allow you to create smooth animations by setting points for motion changes.

### How to Animate with Keyframes:

1. Select a clip or text in the **timeline**.
2. Open **Effect Controls** and find the property you want to animate (e.g., Position).
3. Click the **stopwatch** icon next to the property to set the first keyframe.
4. Move the play head forward and change the value (e.g., move the position).
5. Premiere Pro will create a smooth animation between keyframes.
6. Adjust the **Bezier handles** for smoother motion.

# Motion and Animation

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## 3. Animating Text & Graphics (Essential Graphics Panel)

- Open **Window > Essential Graphics**.
- Create and customize text, shapes, or images.
- Use **keyframes** to animate text (e.g., slide in, fade, zoom).
- Use **Motion Graphics Templates (MOGRTs)** for pre-made animations.

## 4. Advanced Motion Effects

### A. Using Preset Animations

- Go to **Effects Panel (Window > Effects)**.
- Browse **Presets > Motion** (e.g., slide-in, bounce).
- Drag a preset onto your clip.

### B. Masking & Tracking

- Use **masks** to animate specific areas (e.g., blur a face).
- Use **motion tracking** to follow an object's movement automatically.

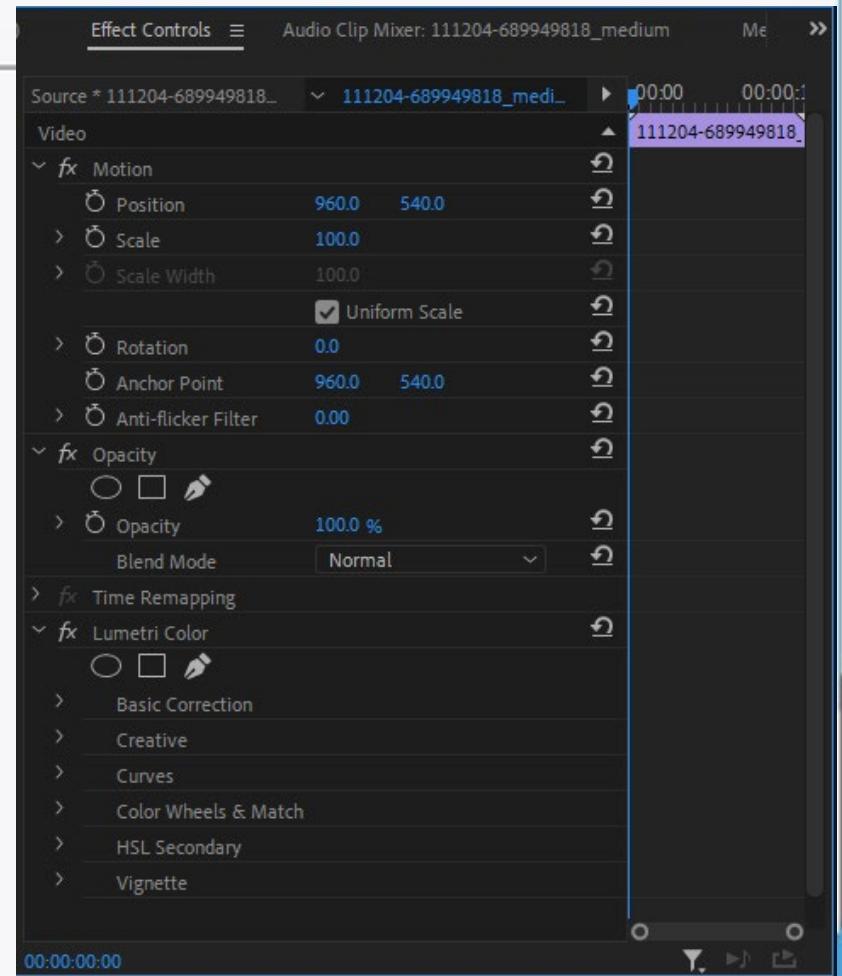
### C. Speed Ramping (Smooth Slow Motion & Speed Changes)

- Use **Time Remapping** to create smooth slow-motion or fast-motion effects.

# Motion and Animation

## 5. Exporting Motion Graphics

- Once satisfied with the animation, export as an **MP4, MOV, or GIF**.
- For reusable motion templates, save as **MOGRT (Motion Graphics Template)**.



# Video Transitions

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A **video transition** in Adobe Premiere Pro is an effect applied between two clips to create a seamless or stylistic change from one to the next. Transitions help maintain continuity, enhance storytelling, or add creative flair to a project.

## Types of Video Transitions

1. **Cut (Default Transition)** – A simple, instant transition between two clips without any effect.
2. **Dissolve** – A gradual blend from one clip to another, commonly used for soft transitions.
  1. **Cross Dissolve** – A smooth fade between two clips.
  2. **Film Dissolve** – A cinematic version of Cross Dissolve.
3. **Fade In/Fade Out** – A transition where a clip gradually appears (fade in) or disappears (fade out), often used for intros and outros.

# Video Transitions

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**4 Wipe** – One clip replaces another with a specific shape or direction.

- **Linear Wipe** – The new clip replaces the old one from one side to another.
- **Clock Wipe** – The transition occurs in a circular motion.

**5 Slide & Push** – One clip slides or pushes the previous one off the screen.

**6 Zoom** – The transition zooms into or out of a clip for a dynamic effect.

**7 Morph Cut** – An AI-powered transition that smooths out jump cuts, useful for interviews.

**8 Page Peel** – Simulates the effect of a page turning to reveal the next clip.

# Apply a Transition in Premiere Pro

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1. Go to the **Effects Panel** (Window > Effects if not visible).
2. Expand the **Video Transitions** folder.
3. Drag and drop a transition onto the cut between two clips.
4. Adjust settings in the **Effect Controls** panel (e.g., duration, alignment, easing).

# Apply a Transition in Premiere Pro

## 1. Standard & Invisible Transitions (Most Cinematic)

**Straight Cut** – The most natural and professional transition. Used in 90% of films. Keep it clean and time it with movement or sound.

**J-Cut / L-Cut** – When audio from the next scene starts before (J-Cut) or continues after (L-Cut) the visual transition. Makes conversations and scene changes feel seamless.

**Cross Dissolve (Minimal Use)** – Best for emotional moments, time lapses, or dream sequences. Avoid overusing it.

## 2. Stylized Transitions for Impact

**Fade to Black** – Classic for ending scenes or dramatic transitions. Great for slow-paced, emotional moments.

**Fade to White** – Works well for flashbacks, memories, or dream-like sequences.

**Match Cut** – Instead of using an effect, match movement, shape, or lighting between two scenes to make a smooth transition (e.g., a closing door to a rising sun).

**Speed Ramping (Time-Based Transition)** – Gradually speed up or slow down the clip to transition between scenes dynamically.

# Apply a Transition in Premiere Pro

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## 3. Creative Transitions for a Unique Look

**Motion Blur Transition** – A whip pan (fast camera movement) that blends scenes naturally. Can be done manually or with a plugin.

**Morph Cut** – If you need to smooth out a jump cut (like in an interview or dialogue scene), this AI-driven effect blends frames smoothly.

**Overlay Transitions (Light Leaks, Film Burns, Lens Flares)** – Adds a dreamy or vintage cinematic touch. Use overlays and set blending mode to "**Screen**".

# Import Transitions in Adobe Premiere Pro

## 1. Import Built-in Transitions (Default in Premiere Pro)

These are already available in Premiere Pro:

- Open Premiere Pro and go to the Effects Panel (Window > Effects).
- Expand the Video Transitions folder.
- Drag and drop a transition onto the cut between two clips in the Timeline.
- Adjust settings in the Effect Controls panel.

## 2. Import Custom Transition Presets (.prfpset files)

If you've downloaded transition presets, follow these steps:

- Go to the Effects Panel.
- Click the three-bar menu (hamburger icon) in the top right.
- Select Import Presets...
- Locate and select your .prfpset file, then click Open.
- Your imported transitions will appear in the Presets folder under the Effects Panel.
- Drag and drop the transition onto the timeline as needed.

# Import Transitions in Adobe Premiere Pro

## 3. Import Motion Graphics Transitions (.mogrt files)

If you downloaded **Motion Graphics Templates** for transitions:

- Open the **Essential Graphics Panel** (Window > Essential Graphics).
- Click the "Install Motion Graphics Template" button (+ icon at the bottom).
- Select the .mogrt file and click **Open**.
- Drag and drop it onto your timeline.
- Customize the transition settings in the **Essential Graphics Panel**.

## 4. Install Third-Party Transition Plugins (e.g., Red Giant, FilmImpact, Boris FX, etc.)

Download and install the plugin following the provider's instructions.

- Restart **Premiere Pro** after installation.
- Open the **Effects Panel** and search for the transition by name.
- Drag the transition onto your clips and customize it in **Effect Controls**.

# Import Transitions in Adobe Premiere Pro

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## 5. Use Overlay Transitions (Light Leaks, Film Burns, Glitch Effects, etc.)

If you've downloaded **video-based transitions**:

- Import the overlay transition file (.mp4 or .mov) into **Premiere Pro**.
- Drag the overlay clip onto a track **above** your main clips in the timeline.
- Change its **Blend Mode** (Effect Controls > Opacity > Blend Mode) to **Screen or Add**.
- Adjust opacity, speed, and positioning as needed.

# Transition Download Reference Sites

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**Mixkit:** Offers a diverse collection of free Premiere Pro transition templates, including glitch effects, zooms, spins, and more. [mixkit.co](https://mixkit.co)

**FILM CRUX:** Provides a pack of 24 free drag-and-drop transitions designed specifically for Adobe Premiere Pro, featuring effects like blur, glitch, spin, and whip pans. [filmcrux.com](https://filmcrux.com)

**DesignTemplate.io:** Features top-quality free Premiere Pro transition presets, customizable for various creative projects, including shape transitions and glitch effects. [designtemplate.io](https://designtemplate.io)

**Motion Array:** Hosts a vast library of free and premium transition packs for Premiere Pro, ranging from glitch transitions to smooth camera moves and light leaks. [motionarray.com](https://motionarray.com)

**Envato Tuts+:** Offers a selection of free and premium Premiere Pro transition presets, including zooms, spins, and geometric effects. [photography.tutsplus.com](https://photography.tutsplus.com)

# Exporting or Rendering Video

## 1. Understanding Rendering vs. Exporting

- ☒ **Rendering** – Prepares a smoother preview by processing effects and transitions before final export
- ☒ **Exporting** – Saves the final video in a specific format for playback, sharing, or distribution.

## 2. Rendering Your Timeline (For Smooth Playback)

If your playback is lagging, render the sequence:

### How to Render

1. Go to **Sequence > Render In to Out** (for selected portions).
2. Go to **Sequence > Render Entire Work Area** (for the whole timeline).
3. Wait for Premiere Pro to process the clips (Red or Yellow bar turns Green).

# Exporting or Rendering Video

## 3. Exporting a Video

### Step-by-Step Guide to Exporting

1. Select the **sequence** you want to export.
2. Go to **File > Export > Media** (Ctrl + M / Cmd + M).
3. The **Export Settings** window appears.

## 4. Choosing the Right Export Settings

### A. Format Selection

Format	Best For
H.264 (.mp4)	YouTube, Social Media, Online Streaming
Apple ProRes (.mov)	High-quality production, Professional Editing
AVI	Windows playback, Uncompressed video
QuickTime (.mov)	Mac users, High-quality export
GIF	Short animations

# Exporting or Rendering Video

## C. Adjusting Bitrate Settings (For Quality & File Size)

- **CBR (Constant Bitrate)** – Best for high-quality videos, larger file size.
- **VBR 1-Pass (Variable Bitrate)** – Good balance of quality & size.
- **VBR 2-Pass** – Higher quality but takes longer to export.

### Recommended Bitrate for YouTube:

- **1080p Video** – Target Bitrate: **8 Mbps**, Max: **16 Mbps**
- **4K Video** – Target Bitrate: **25 Mbps**, Max: **50 Mbps**

## 5. Finalizing Export

1. **Set Output Name & Location** – Click "Output Name" to rename and choose a folder.
2. **Enable "Use Maximum Render Quality"** – Ensures best quality (slower but better).
3. **Click "Export"** – Starts exporting directly.
4. **Click "Queue" (For Batch Exporting)** – Sends video to **Adobe Media Encoder** for multiple exports.

# Exporting or Rendering Video

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## 6. Best Practices for Exporting & Rendering

- ✓ Use **Proxies** for fast editing before exporting.
- ✓ Render effects-heavy sections to improve playback.
- ✓ Export using **VBR 2-Pass** for the best balance of quality and file size.
- ✓ Always check the final **output resolution** and **bitrate** before exporting.

# Assignments

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1. Make a Short Video of Image
2. Make a video of multiple clips.
3. Add sound clip in Video and match video clips.
4. Make a reel with caption.
5. Make a cinematic trailer .
6. Make a animated reel of advertisement

# References

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## General Free LUTs

1. **Lutify.me** – <https://lutify.me/free-luts/>
2. **IWLTBAP LUTs** – <https://luts.iwltbap.com/>
3. **Ground Control Color** – <https://groundcontrolcolor.com/collections/free-luts>
4. **PremiumBeat** – <https://www.premiumbeat.com/blog/free-luts-log-footage/>
5. **Color Grading Central** – <https://www.colorgradingcentral.com/free-luts-downloads>

## LUTs for Specific Camera Profiles

6. **Sony LUTs (Official)** – <https://www.sony.com/electronics/support/articles/00247063>
7. **Blackmagic LUTs** – <https://www.blackmagicdesign.com/products/davinciresolve/luts>
8. **Canon LUTs** – <https://www.canon-europe.com/pro/lut-downloads/>
9. **GoPro LUTs** – <https://goprolabs.com/luts/>

# Effects

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- **Mixkit:** Offers a diverse collection of free Premiere Pro templates, including motion graphics, transitions, and titles. [mixkit.co](http://mixkit.co)
- **Motion Array:** Provides a range of free Premiere Pro templates and effects, such as light leaks, transitions, and glitch effects. [motionarray.com](http://motionarray.com)
- **MotionElements:** Features free Premiere Pro templates, including transitions, lower thirds, and title animations. [motionelements.com](http://motionelements.com)