Website content, name and logo should be clear.

Search Engines look for title, image (alt) attributes, meta tags

**USP**- Unique Selling Point

**Defining USP**

* Identifying target audience
* Identifying the competitors
* Problems facing by target audience
* How to resolve them

**Audience Segmentation-** To segment audience based on gender, age etc.

**Customer touchpoints-** Customer engagements using social media

|  |  |
| --- | --- |
| Search Engine Optimization (SEO) | Search Engine Marketing (SEM) |
| Unpaid | Paid |
| Not so go for testing | Good for test |
| Provide value over time | Do not provide value over time |

SWOT [S = Strength | W = Weakness | O = Opportunities | T = Threats]

Google Alert to monitor the website

KPI (Key Performance Indicator)

Search engine performs (Also known as organic search)

1. Crawling
2. Indexing
3. Ranking

Negative Keywords

Used to Save money and to perform search which appears for relevant customers

Google Search Central <https://developers.google.com/search>

https://support.google.com/google-ads/answer/7478529?hl=en

