Website content, name and logo should be clear.

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

USP- Unique Selling Point

Audience Segmentation

To segment audience based on gender, age etc.

Customer touchpoints

Customer engagements using social media

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

Defining USP

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

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

<https://developers.google.com/search>

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