

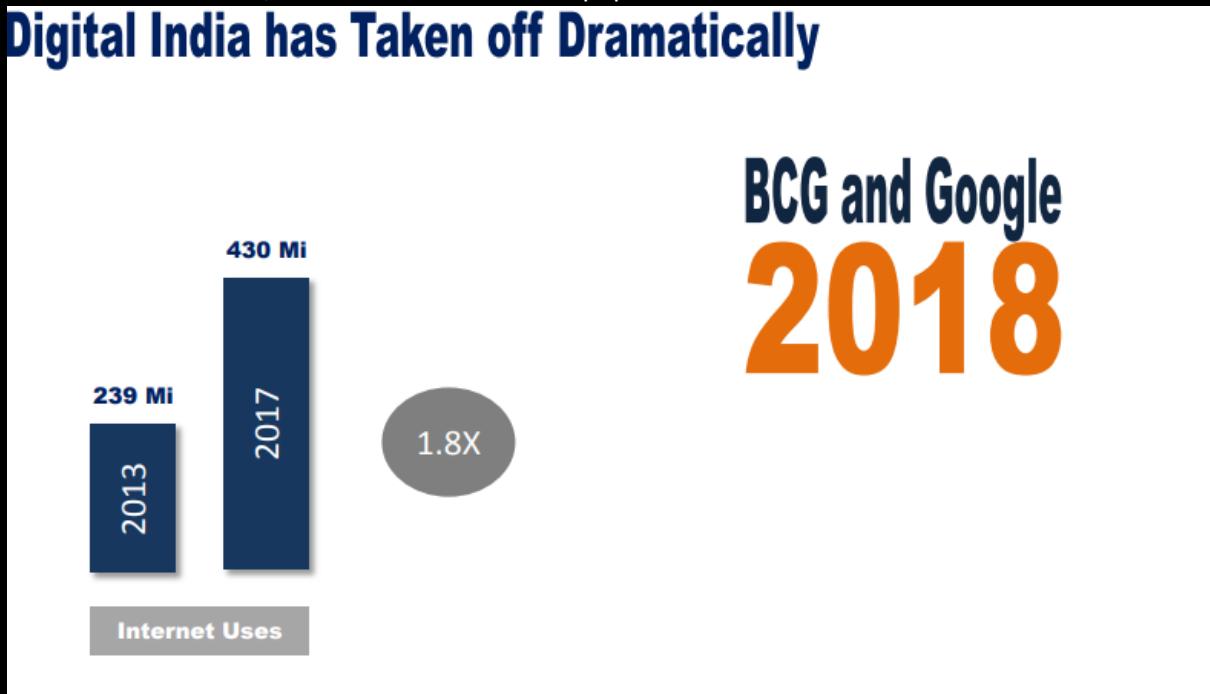
## Digital Marketing

### Week 1:

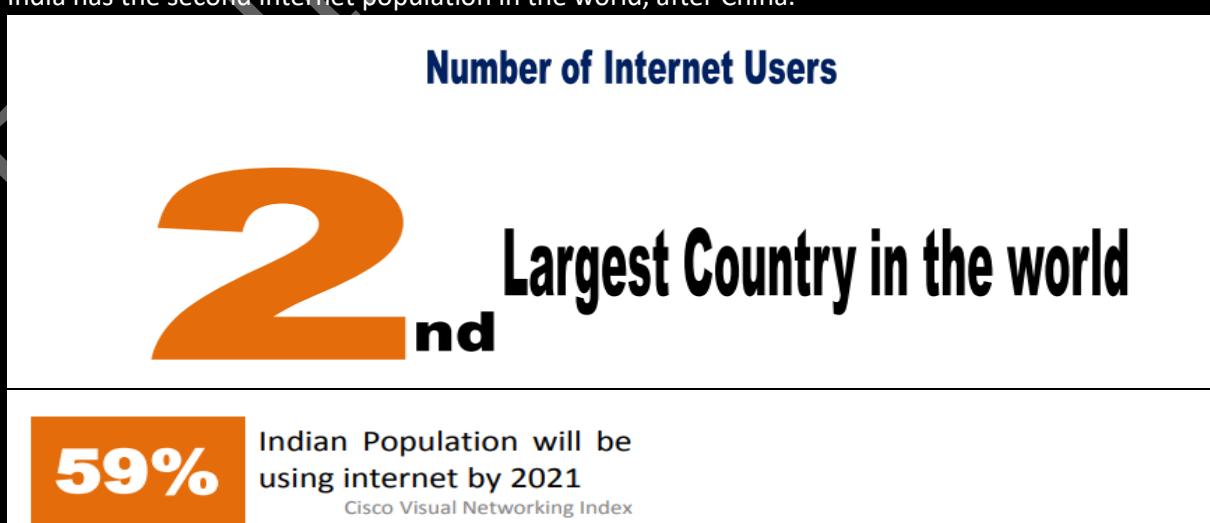
#### M -1 Digital Marketing & its Significant:

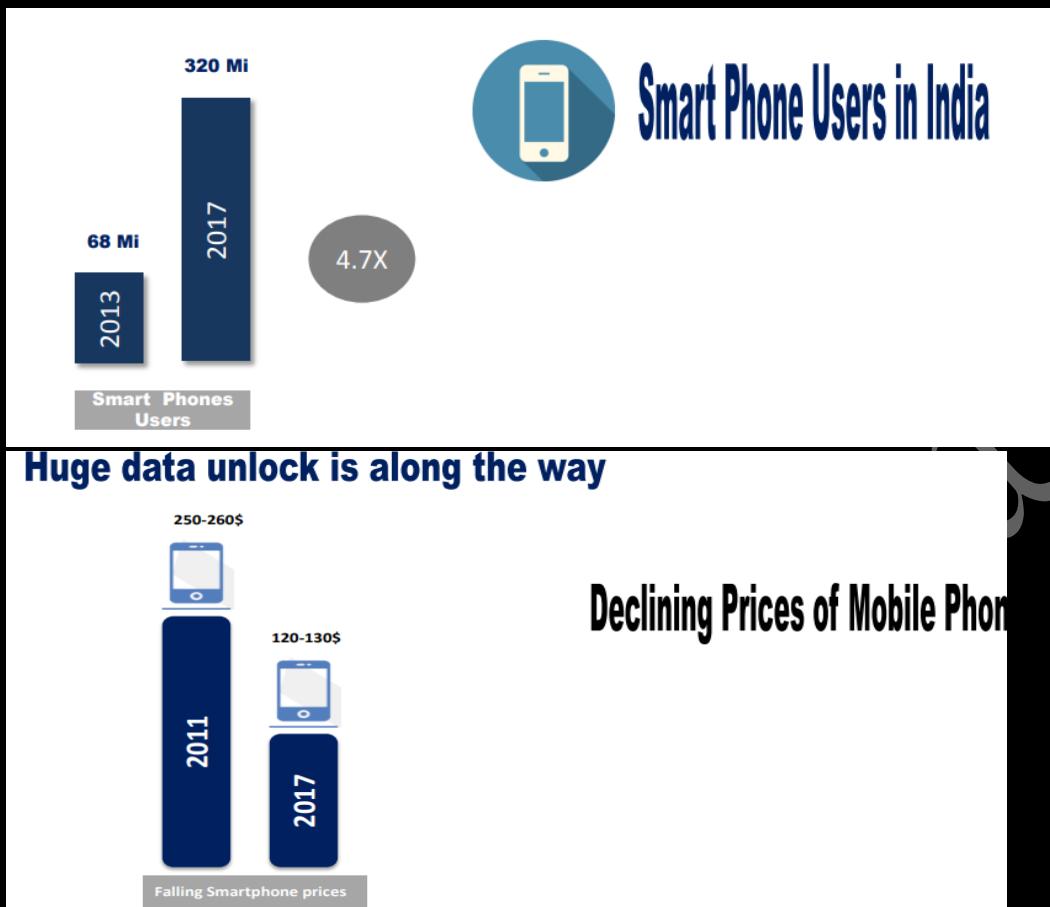
- We noticed that there has been an increase of 1.8X since the initiation of the program, notifying us that there is a scope of growth.
- Currently, there are around 800 million users of mobile devices in India, and about 430 have access to the internet, which is a third of India's population

### **Digital India has Taken off Dramatically**

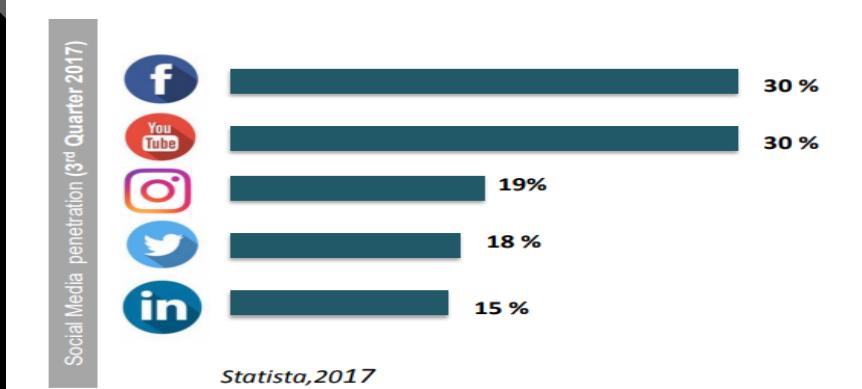
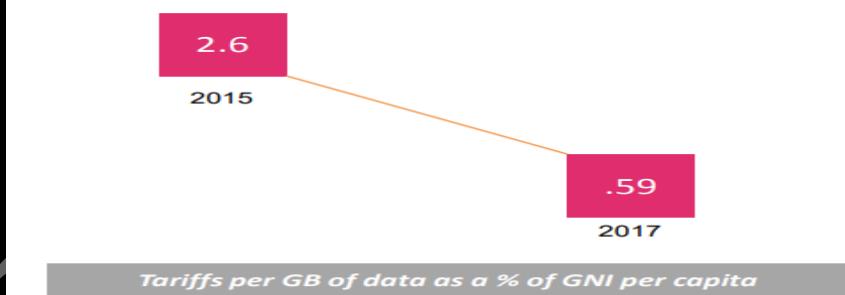


- We believe Internet access will double in the next 10 years and we estimate that 915 million Indians will be on the Internet by 2026”.
- India has the second internet population in the world, after China.

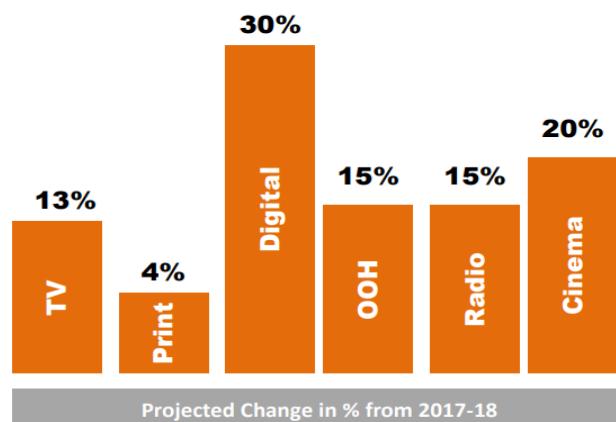




## Huge data unlock is along the way

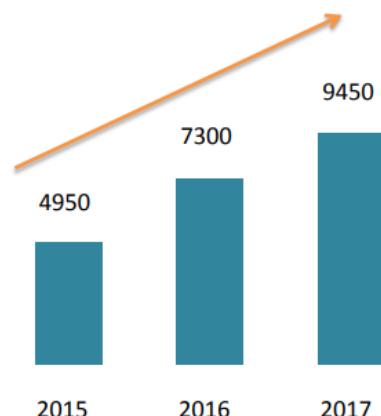


## India's Digital AdSpend Rising in 2018



Source :Group M

## India's Digital AdSpend Rising in 2018



EY,2018

**90%**  
Indian brands spend up to  
**15%**  
of their annual marketing budget  
on social media

Website  
Planning and  
Development

Website is the backbone of digital marketing  
and it plays a very significant role in all digital  
marketing activities.

CMS: Content Management System



Drupal

WIX

On-site SEO, also referred to as on-page SEO, focuses on optimizing the elements within your website to improve search rankings. This involves things like creating high-quality content, optimizing title tags and meta descriptions, and ensuring your website is mobile-friendly.

Off-site SEO, on the other hand, involves efforts outside of your website that can influence your search ranking. Building backlinks from high-authority websites and promoting your content on social media are examples of off-site SEO strategies.

Both on-site and off-site SEO are important for a well-rounded SEO strategy. By optimizing both internal and external factors, you can increase your website's visibility and attract more organic traffic.

- Search Engine Optimization (SEO) It is the process of maximizing the number of visitors to the website by ensuring that the website is seen at the top of the list given by the search engine.

**Application of various SEO tools and techniques helps a website to appear on the First page of SERP against the search query**

## Search Engine Optimization (SEO)

Affiliate marketing is the process of promoting the others business' and in return getting the commission . This promotion done usually through blogs, websites , emails or social media pages

Affiliate Marketing



- Online reputation management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet.
- It helps drive public opinion about a business and its products and services.

Online Reputation Management

Techopedia,2018



4.0 out of 5.0 Stars

### *Online Reputation Management*

It is the process of controlling what the user looks at when they are online.

This includes negative feed, risky comments, anything that brings in bad name to the brand. Online Reputation Management helps us manage all of the above ORM is important, because:

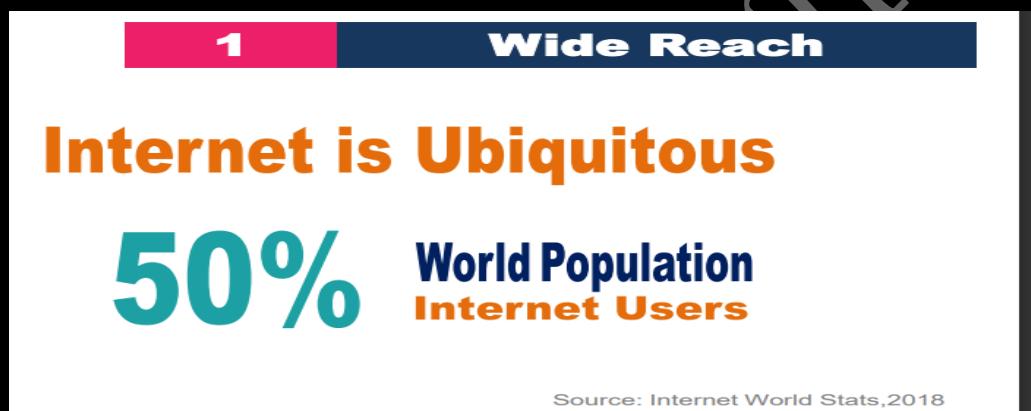
When one searches about the product/service of a particular brand, the users tend to make decisions based on what they see

No one is held accountable for false accusations

Everything online is protected and recorded. Which in term warns us to be aware as well. Having good content makes most people with knowledge.

- Module 2: Digital Marketing Vs Traditional Marketing.

#### **M -2:** : Digital Marketing Vs Traditional Marketing :



- 
- 
- Niche Marketing:  
Efforts towards one well-defined segment of the population.  
Niche marketing involves targeting consumers based on various characteristics, such as demographics, gender, location, hobbies, interests etc.



## Retargeting of Customers



### Measuring and Tracking Tools



5

Generates Potential Leads

Lead Generation

Initiation of customers' interest or inquiry in the product or services



### Quick Lead generation Using Digital Platforms

Landing Pages

Sign-Up Forms

Call-to-Action

Call/ Missed Call

## What is a Landing Page ?

Landing Page

A page of the website where customer lands after clicking on online advertisement or a link

Lead Form

Website Page

Product Page

## 6 Performance Oriented

Possible to measure the return on investment



### Some Numbers To Crunch: Digital Marketing Statistics

- According to eMarketer, the budget for advertisement on mobiles will account for 72% of the digital advertisement budget (overall) by 2019.
- Venture Beat says that the mean ROI on CRO is a whopping 223% as on 2017.
- Video Advertisements fare even better than plain textual content, with 4.8% conversion rate there compared to the 2.9% of textual content as quoted by Adelie Studios.
- Marketing Pros has revealed that 72% of marketers worldwide consider the right content to be the most effective SEO strategy.
- According to Demand Metric, Marketing through content is 62% cheaper than traditional marketing and generates approximately thrice the amount of leads.

M -3 Digital Marketing Process:

# 45 %

Adversely affect the Success of  
**Digital Marketing**

## **Business Don't have Cleary defined Strategy**

Source : Smart Insight

### **Visibility**

Visibility is reaching out to your **potential customers** and telling the potential customers that you are on the internet

### **Forms of Visibility**

**1 Owned Visibility**

**2 Paid Visibility**

**3 Earned Visibility**

- **Owned Visibility:** Websites, Blogs, Videos, Social media profiles(Facebook, Twitter, Instagram, LinkedIn etc.
  - **Paid Visibility:** Paid Ads, paid search, paid content, paid links
  - **Earned Visibility:** Viral marketing, SERP(Search Engine Results Page), Word of Mouth
- As per estimates, 54% of internet users are most likely don't click on banner ads as they don't trust them (eMarketer, 2014)

### **Owned Visibility**

1. The platform is owned by the business
  2. Business has full rights to edit and delete the platform content
- 67% of people use social media for customer service inquiries (JD Power, 2015).
  - Blogs are estimated to attract 42% more of what normal traffic a website has. 300% more indexed pages are produced as an outcome of blogging.
  - Social Media Optimization:
  - Out of every 4, 3 are active users of social media platforms
  - Edelman Trust Barometer (2018) found that 63% of businesses' marketing improved with help of social media.
  - Bringing traffic to your business's websites and social media platforms

The number of email users worldwide is forecasted to rise to 2.9 billion by 2019 (Word Stream,2018). Businesses should expand and refine their email distribution to reach out audience on a larger level

- On a monthly basis, 20% of Google searches are for local business and 46% are for products or services.
- According to Nielsen Norman Group, the majority of the people who visit any website, stick only if their interest gets generated in the first 59 seconds.
- online engagement is when the audience does any desired activity, buy a product, download a PDF or any other media file, browse information, sign up for membership or newsletter, read a free case study and various other actions
- Converting the traffic into leads:

**Call to Action** is the activity which we desire from our visitor or audience when a person visits the landing page.

- 1)Building of landing page
- 2)CRM Integration
- 3)Placing "Call to Action"

*Lead conversion is of two kinds:*

- Micro Conversion
- Macro Conversion

### **Micro Conversion**

Micro conversions are activities that users frequently engage in before purchasing. Sites commonly have several kinds of micro conversions which include

- ✓ Email signup
- ✓ Created account
- ✓ Browsed site extensively
- ✓ PDF Download

### **Macro Conversion**

**Macro conversions are primarily attributed to main product/ service of the website the**

**Example: Sales transactions**

**STEP 7****Measurement and Tracking****What to Measure ?**

- ➔ Traffic Behavior
- ➔ Return on Investment
- ➔ SEO Success
- ➔ Social Media Campaign Performance
- ➔ PPC Campaign Success

**STEP 1****Retention****Retaining of visitors and Customers for the future business****Vertical Retention****Horizontal Retention**

- Horizontal Retention: When a consumer goes up and down the range of products for purchases, it is called horizontal retention.
- Vertical Retention: When a consumer purchases the same chain of goods and services offered, it is called vertical retention.

Research showed that a 5% increase in customers retained, could generate up to 125% of profits.

**Week 2:****M -4: Website Planning and Development: Types of Websites:**

- British physicist **Tim Berners-Lee**, published the world's first website on **August 6, 1991**.
- With over 1.6 Billion websites existing out there on the World Wide Web as of 31st March 2019.
- But only 25% of all registered websites are active as of 31st March 2019. (Source: techjury)
- As per Internet World Stats, 56.1% of the world's population has access to the internet as of 31st March 2019 and a whopping 81% of the population in Developed Countries has access to the internet as of 31st March 2019.
- Interestingly WordPress alone powers 32% of all the websites on the internet. (Source: [www.websitehostingrating.com](http://www.websitehostingrating.com)).

- Static Websites**

  - Very basic form of website and **easy to create**
  - It is designed using **HTML and CSS , no scripting**
  - The content of the website is **fixed** unless manually changed by webmaster
  - The content of the website **remains same** for every visit
- Example: [www.playwork-machester.co.uk](http://www.playwork-machester.co.uk)
- Social Networking Sites**



Source: Hootsuit, 2019
- Objectives**

**2 Defining website objectives**

<p>Micro Objectives</p> <p>Macro Objectives</p>	<p>Micro objectives includes planning some activities for website that increases the chances of visitors to spend more time on the website</p> <p>Macro objectives are the ultimate goals your website wants to achieve i.e. selling of products</p>
---	--

## Micro and Macro Objectives (Case Study Of Advertising Agency)

MICRO	MACRO
<b>Information about services</b>	Sales
<b>e-book download</b>	Queries
<b>Case studies</b>	Inbound Calls
<b>Research Articles</b>	Free Trials
<b>Newsletter submission</b>	Demo
<b>Meet our Client</b>	Brand Building
<b>Testimonials</b>	Engagement
<b>Watch video</b>	To build Trust
<b>Plans and Pricing</b>	Many more.....

### 5 Number of Website Pages

Counter Number

Content and Easy Navigation



Site: yourwebsite.com



### 6 Designing blueprint of web pages

Home Page and Other Pages

- Logo of business
- Navigation
- Headline
- Call to action
- Social profile
- Photos
- Text Content
- Footer



**M -5:** : Website Planning and Development: A Keyword Selection Process:

## What is a Keyword



**Keywords** are the **words** and phrases in web content that facilitate the visitors to find website via search engines.



Search Google or type a URL

## Types of Keyword

Primary Keywords

Sub- Primary Keywords

Secondary Keywords

Sub- Secondary Keywords



**Primary keywords** represent core business

### Examples

Marketing Research Agency  
Marketing Research Company  
Marketing Research Services

**Sub-Primary Keywords** are the extended versions of primary keywords words

### Examples

Best Marketing Research Agency  
Best Marketing Research Company  
Best Marketing Research Services

Sub-Primary Keywords are the extended versions of primary keywords words.

**Secondary Keywords** represent your products/ services

**Examples**

Questionnaire design services  
Survey building and hosting  
Data collection and reporting

**Sub -Secondary Keywords** represent Sub categories of product and Services

**Examples**

Quantitative data collection  
Qualitative data collection  
Survey Hosting

- . To identify such keywords, make a list of the products or services of your company like in case of marketing research firms, secondary keywords may be Questionnaire design services Survey building and hosting Data collection and reporting
- Sources of Keywords:  
You and Your business → Name of the business Name of the brands Product Name And so many other details of your business

## 3 | Your Competitor

Your competitor is best source of keywords

Google

[www.yourcompetitor.com](http://www.yourcompetitor.com)

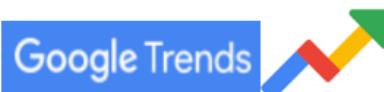
Scan the website for important keywords and make a list

Free tools to audit the website

Screamingfrog  SITE ANALYZER

# 4 Suggestions

## Free Keyword Suggestion Tools



You may also use a very sophisticated tool for keyword suggestions like

Google Keyword Planner ([https://ads.google.com/intl/en\\_in/home/tools/keyword-planner/](https://ads.google.com/intl/en_in/home/tools/keyword-planner/))

Google Trends (<https://trends.google.com/>)

Keyword Shitter (<https://keywordshitter.com/>)

Google Search Console (<https://search.google.com/search-console/about>)

Suggestion Keyword Finder(<https://tools.seochat.com/tools/related-keywords-tool/>)

Word Tracker Scouts (<https://tinyurl.com/y5qr9xh5>)

### Google Keyword Planner

Google Keyword Planner is primarily used for Google Ads. However, this tool can also be used to identify keywords for website planning as well. The keyword planner is free tools by Google which show the average number of searches on a given keyword and suggest related keywords which users are actually using in search engine.

### Google Trend

Google trend is a platform of Google that examines the popularity of search query in the Google search across various regions and languages.

### Google Search Console

Search Console is issued for indexing of a website. It also offers analysis of keywords as well

### Suggestion Keyword finder

Suggestion Keyword Finder is another very simple tool to get ideas about Keywords. It has three levels which help in finding the long-phrase.

#### **Keyword Shitter Shitter**

Keyword Shitter is a very simple tool to get keyword ideas in bulk on the seed keyword

#### **Word Tracker Scouts**

Word Tracker Scouts is a chrome extension and can be used to find important keywords from competitor's site and to check the relevancy of keywords.

### **M -6: : Understanding Domain Name and Webhosting:**

#### **What is domain Name?**

Domain name is the address or name of any website which you want to access

More Features

Domain name is typed in address bar of the browser  
Domain name is unique to every website  
Domain names are managed through DNS (Domain Name System)

#### **Examples**

1. [www.puchd.ac.in](http://www.puchd.ac.in)
2. [www.amazon.in](http://www.amazon.in)
3. [www.flipkart.com](http://www.flipkart.com)

#### **Types of Domain Name?**

#### **Generic Top-Level Domains (gTLD)**

#### **Country code top-level domains (ccTLD)**

.com .net .org .mil .edu

.in .au .uk .pk .us

## Generic Top-Level Domains (gTLD)

The Generic Top-Level Domains (gTLD) domain name represent the highest level in the Domain Name System hierarchy

The Internet Assigned Numbers Authority (IANA) in the year 1985

6 21

*Top Level Domains*

.com .net .org .mil .edu

- The Internet Assigned Numbers Authority (IANA) in the year 1985 released six top-level domain names, however, at present, the number is 21.

## Country code top-level domains (ccTLD)



Two letter domains  
Associated with countries

.in .au .uk .pk .us

Select Domain Name Carefully



It helps to

- Create first impression
- Define your brand
- Optimize the Search Engine Optimization (SEO)

How and from where to buy a Domain Name?



## Domain Registrars



<https://in.godaddy.com>



<https://www.domain.com>

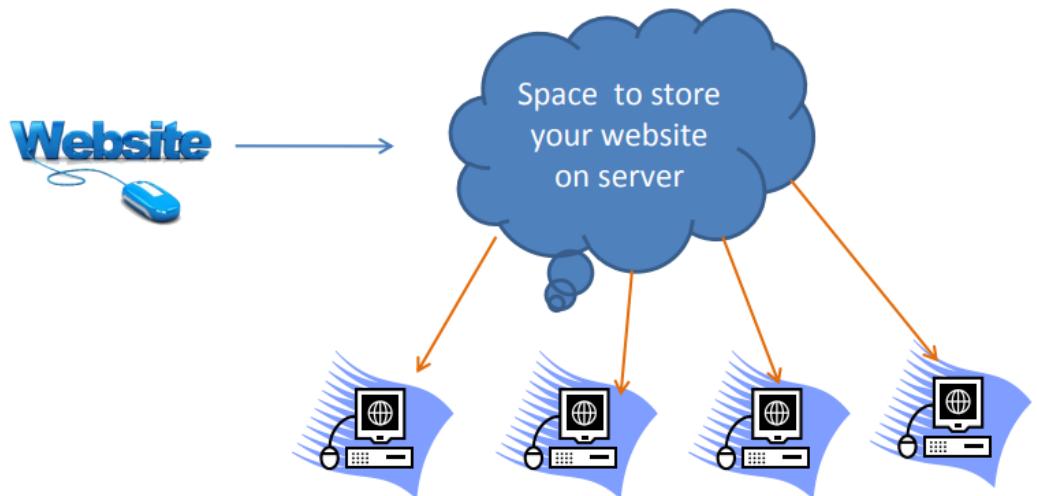


[www.bluehost.com](http://www.bluehost.com)



<https://www.namecheap.com>

What is Webhosting ?



How and from where to buy a Webhosting?

## Webhosting Service Providers



<https://www.hostgator.in/>



<https://www.bigrock.in/>



<https://in.godaddy.com>



[www.bluehost.com](http://www.bluehost.com)

### Week 3 :

#### M -7: Building Website Using WordPress:

	% All Websites	% CMS Market
	<b>33.6</b>	<b>60.5</b>
	<b>2.90</b>	<b>5.2</b>
	<b>1.19</b>	<b>3.4</b>
	<b>1.50</b>	<b>2.7</b>
	<b>1.10</b>	<b>1.9</b>

Source : mW3Techs

- Top brands or organization like TechCrunch, New Yorker, BBC America , Bloomberg Professionals, Sony Music , MTV etc are using WordPress to manage their websites.

## Post

- Dynamic in nature and have published or updated date
- Mostly used for blog types websites
- Can be classified into Categories

## Pages

- Static in nature and don't have published and updated dates
- Can't be classified into Categories

First of all, you have to log in to WordPress.

For this purpose, type your domain name /wp-admin. I typed my domain name

(Example: dmwooc.in /wp-admin)

Now, here enter your login credentials

Be very careful here, you have to enter the user name and password that you created at the time of WordPress installation

Press login

Here is the interface of your WordPress.

Very clean and clear. It has tabs like Dashboard, Media, Pages, Comments, Appearance, and Plugins etc. We will make use of all the tabs during the process of website development.

- One of the important features of WordPress is that you can see the live preview of your website by clicking on “Visit website”.
- A WordPress theme provides you with more control over the look and presentation of the material on your website.<sup>3</sup>
- Before changing the theme, make sure the new theme is in-line with the objectives of your website. For example, if you want to develop an e-commerce website they select e-commerce related theme if yours is a photographic website choose the theme best for photography from the available options.
- The Twenty Nineteen theme is the current theme.
- Go to “Appearance” and then to “Theme” Here are few themes, on the top of one theme you can see “Customize” and on other two themes it is “Activate” it means where it is “customize” that theme is currently being used by the WordPress. Where it is ‘activate’ that theme is installed but not used by WordPress and by clicking “Activate” you can replace the current theme.
- The information shown in the header will not change and remain the same throughout all the pages of the website.
- The information shown in the header will not change and remain the same throughout all the pages of the website.

This is the editor of WordPress, called **GUTENBERG** available in WordPress version 5 onwards. Earlier, there was a classical editor and many developers are still using the same, even today. However, I will teach you the latest editor called **GUTENBERG** having more options and latest features.

- You can use the ***Drop cap*** to make the first letter Large like this one.

#### **HOW TO ADD IMAGE TO THE POST?**

By putting the cursor at the end of text Press Enter, A space for new block will appear Click + sign and click the image. Now you have three options to select an image.

If it is on your desktop click “upload”

If you want you any previously used image click Media Library as WordPress saves all your previously used images,

You can also insert an image URL from any website. As we are using image first time Click Upload and select an appropriate image to insert in blog, Click open. Your image is added.

Just select the image you will see lot settings appears. Like, you may write the caption which is optional. You may resize the image from these blue dots. If you want to replace the image, use this edit button. You may also use alignment and width options.

#### **HOW to ADD A BLOCK BETWEEN TWO BLOCKS**

You can also insert a new block between two blocks as well. Like, I want to add heading here click this+ sign and click ‘heading’. Type your heading here in the space.

You can use 6 levels of headings from H1 To H6. Each level will change the size of heading. Let us centralize it

- HOW TO INSERT GALLERY TO THE POST

The gallery consists of multiple images in a grid from.

if you want to download the royalty free images from the net, there are free popular sites like Unsplash, Shutter Stock, Pixabay, from where you can download thousands of royalty-free images without any copyright issue.

- According to Renderforest survey, 78% of website owners got more traffic to their website after using videos. And 71% of them claimed that because videos average time on their website has increased.
- Before you start the process of adding video to the post, please upload your video to any popular video site say YouTube and copy the URL of that video.
- MAKING CATEGORIES OF BLOG
- Go to Posts, click categories This is a place where first, you will create categories

#### **M -8: Using WordPress Plug-ins:**

According to WPBeginner “A plugin is a piece of software, containing a group of functions that can be added to a WordPress website. Plug-ins can extend functionality or add new features to a WordPress website.

There are two types of Plug-ins i.e. *Free and Premium Plug-ins*

#### **HOW TO INSTALL PLUG-INS**

The process of installing the WordPress plug-in is very simple.

Go to ‘**Plug-ins**’ from the WordPress dashboard, click on ‘**Add new**’

Here is the list of Plug-ins

#### **HOW TO USE UNDER CONSTRUCTION WEBSITE PLUG-INS**

You must have noticed that everything goes live during the process of website development. The half-cooked website is visible to your audience and it may have a very bad impression to them because things are not finalized yet.

Now, what I want, during the development process my website should not be visible and it should show the message “under construction” or any other customized message until the website development process is completed.

For this purpose, install the Plug-in **Under Construction**

- Go to the plug-in setting from installed Plug-ins. Enable under construction mode and select the design and save change

Once the work of the website is completed, then go back to under construction Plug-in Setting and **off** the **under-construction** mode and save changes. Let us check it. Yes, we are back.

**Now the important point, if you are logged into WordPress, you will be able to view your website live even if under construction mode is activated but not others.**

### **What is a section?**

A section is like a **block** in Gutenberg editor. Each section has its own properties and it may host multiple elements like images, text, videos, headings etc.

This is one section, this is another section. You can create multiple sections in a given web page.

- To create a section, click + sign, Choose the structure or how many columns you want. As I
- Overlay is used for background image transparency.
- Notice every element has three sections, Content, Style and Advance.
- Use the typography to change font setting.

### ***Inserting Only Images***

Insert new section and title. Follow me (fast Mode)

Now image gallery element

Add images from the media gallery, Set image size to 300

From Style, change space to custom and adjust it

Let us open the images. Yes it is working

### ***Using Image Box***

There is another way to show it and you can give a brief description of your project

Duplicate the section and delete image gallery element

Insert inner section and inset image box element

Here you can enter the image, title and ‘heading’

Make some cosmetic changes in the pictures

And duplicate the columns and modify columns accordingly

### ***Using Carousel***

There is another way to show your works i.e is through image Carousel

Drag and drop Image carousel element

- Image size: Custom ,let it be 300x 300 or 250 X 250

### ***LINKING IN ELEMENTOR***

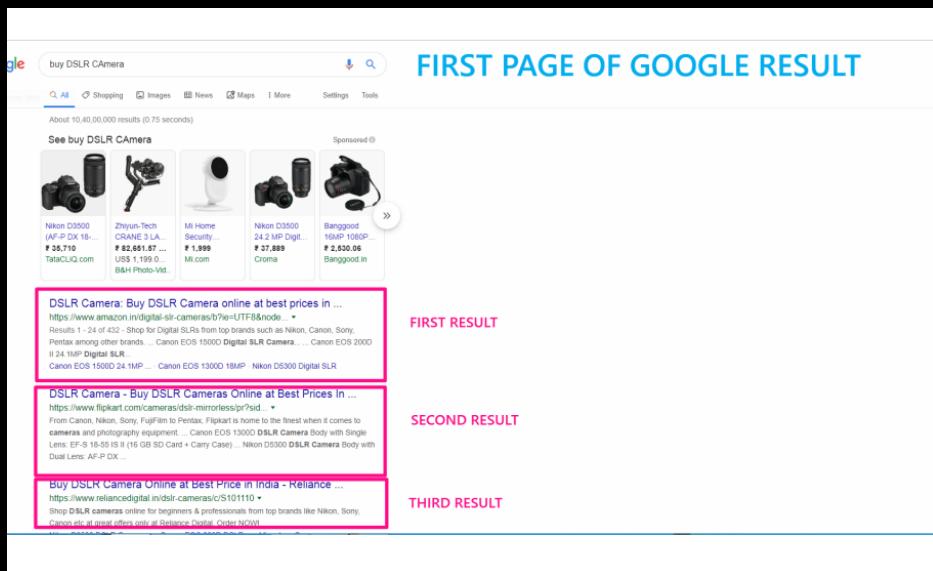
Linking is an important feature of Elementor; you may link various elements of your website to other pages of your website, or pages outside your website, or link to the section on the same page.

## **Week 4:**

### **M -9: Introduction to Search Engine Optimization:**

- On an average **91.5 %** of traffic to the websites comes from first search result page i.e. organic results. Search Engine Journal
- **75%** of Internet users never scroll past the first page of search results.
- Internet users usually find the relevant information on the very first page itself.

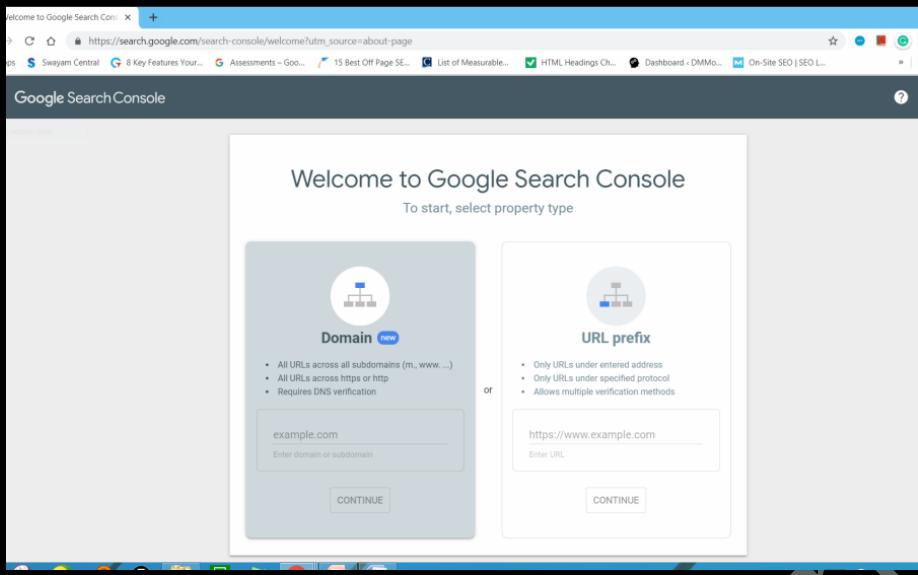
- **93%** of all online experiences begin with a search engine. ([www.imforza.com](http://www.imforza.com))
- **3.8 million** searches happen per minute ([Search Engine Land](#))
- **4 in 5 consumers** use search engines to find local information. ([Google/Ipsos MediaCT/Purchased](#))
- When we search for anything on Google, there are two types of results:
  - One is Organic Results
  - Inorganic Results.



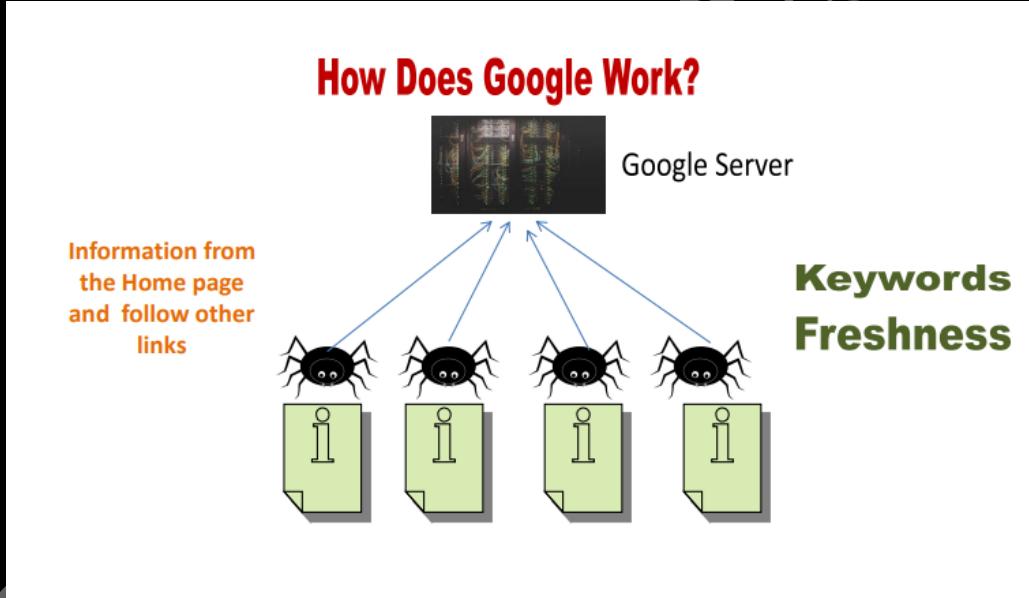
- Inorganic results are usually advertisement and sponsored content. You have to pay to Google to get your advertisements placed here. However, just paying some amount to Google does not guarantee that your ad will be placed.
- Google is not accepting any money at all to place your website on very first page of results.

### How does Google Search Engine work?

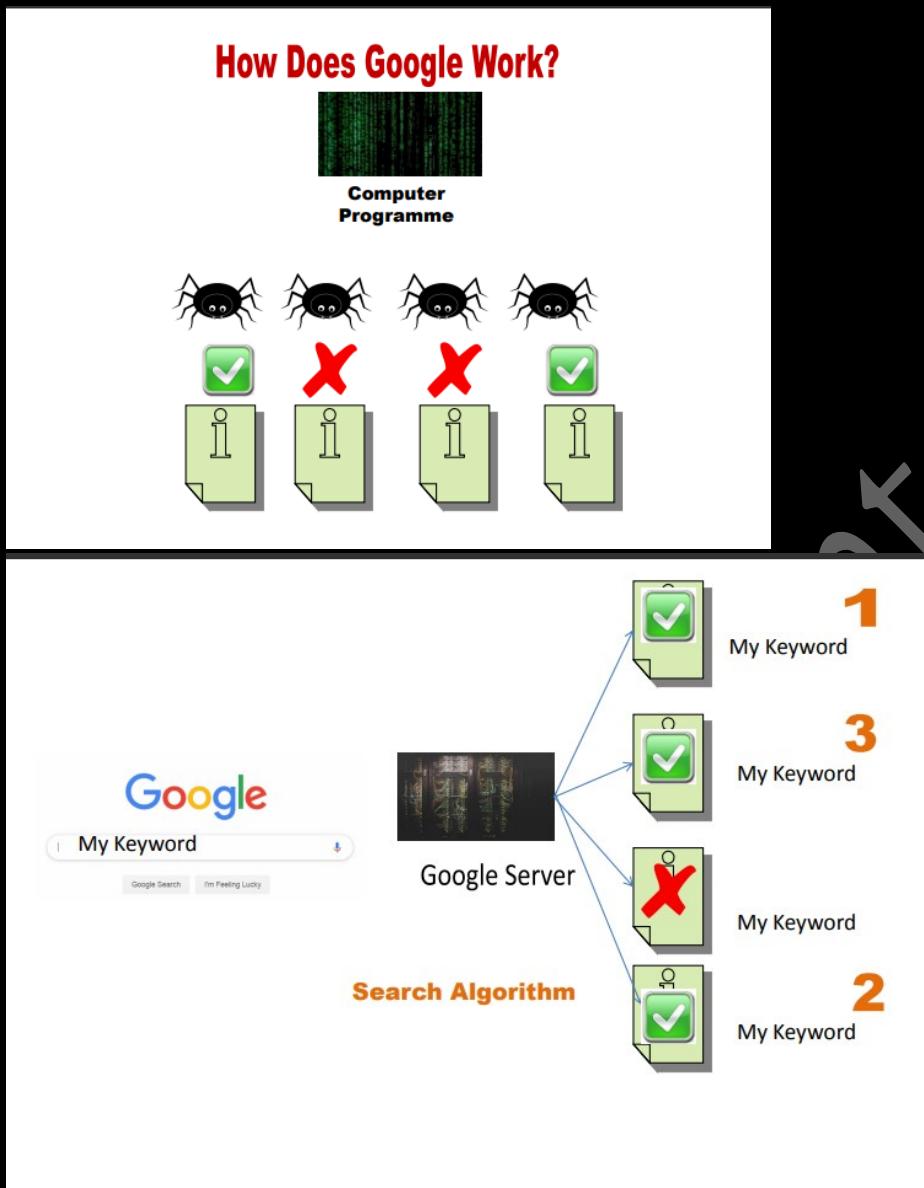
- All WebPages information is organized in the Search Index by Google.
- Google collects information about millions of webpage using Web Crawlers.
- Crawling process begins when a website address is submitted to Google by the website owners through specially design platform by Google for this purpose called 'Google Search Console'.



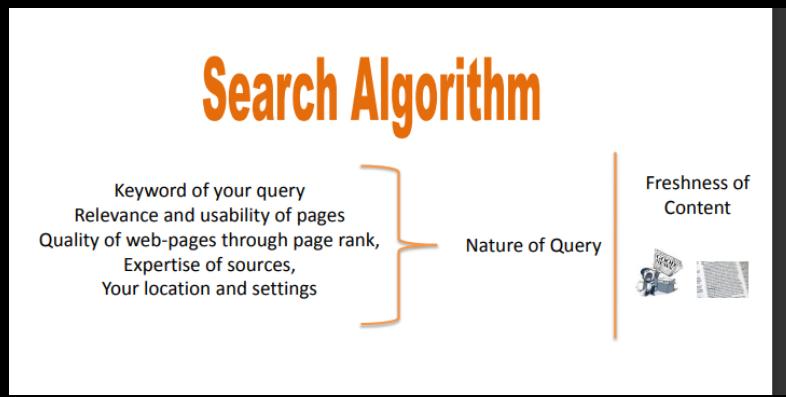
- When crawlers visit websites, they collect relevant information from the home page and follow other links provided on the home page to collect more information about your website and bring data about these pages back to the Google Server.



- Google Server is very huge where data of all the websites is stored
- It was all decided by a computer programme which site to crawl, how often and how many pages to fetch from each site



- Key signals of a webpage such as keywords, freshness etc. are recorded for each page in the Search index while crawling the site by crawlers.
- Google Search Index contains hundreds of billions of WebPages Appx 100, million Gigabyte data.
- when it comes to the ranking of the websites, Search algorithms look at many factors, including the words of your query, relevance and usability of pages, quality of WebPages through page rank, the expertise of sources, and your location and settings. Then the weight is assigned to each factor to arrive at the final ranking



- Once the sorting is done results are sent back to the users in SERP.

- Search Engine Optimization:

Search Engine Optimization is the process of maximizing the number of quality visitors to a website by ensuring the high rank in the list of organic results returned by a search engine.

- Search Engine Optimization is all about organic results, mean what practices, strategies or tactics, we used to get our website ranked high in the organic search results so that maximum visitors can land on my website.

- There are two types of Search Engine Optimization:

- On-Page –SEO
- OFF-Page SEO

- According to MOZ, **On-page SEO** is the practice of **optimizing individual web pages to get them ranked higher** and earn more and relevant traffic to your website from the organic results of search engines. Further, it refers to both the content and HTML source code of a page that can be optimized. Example: You would like to insert relevant keywords into your WebPages, that your prospects or customers usually type in the search engine to find your website. It is an example of On-page SEO.

- According to MOZ, **Off-page SEO** refers to **actions taken outside of your own website to impact your rankings** within search engine results pages (SERPs).

- Off-page SEO is often called a back-link building process but not restricted to that only.

Backlink profile for www.puchd.ac.in					
Domain with all its subdomains					
Referring page	DR	UR	Domains	Traffic	Anchor and backlink
Welcome to Mehr Chand Mahajan DAV College for Women, Chandigarh <a href="http://www.mcm davcw-chd.edu/">www.mcm davcw-chd.edu/</a>	25	32	79	1,779	<a href="http://www.puchd.ac.in/www.puchd.ac.in/">http://www.puchd.ac.in/www.puchd.ac.in/</a>
Чандигарх — Википедия <a href="http://ru.wikipedia.org/wiki/Чандигарх">ru.wikipedia.org/wiki/Чандигарх</a>	92	28	140	93	<a href="http://www.puchd.ac.in/www.puchd.ac.in/">http://www.puchd.ac.in/www.puchd.ac.in/</a>
RU RUSSIAN					
Signatory Universities — Observatory Magna Charta Universitatum <a href="http://www.magna-chartha.org/magna-chartha-universitatum/signatory-universities">www.magna-chartha.org/magna-chartha-universitatum/signatory-universities</a>	51	26	38	3.0	<a href="http://www.puchd.ac.in/www.puchd.ac.in/">http://www.puchd.ac.in/www.puchd.ac.in/</a>
A.S. College, Khanna <a href="http://www.asckhn.com/acskhn/aspxpages/Index/HomePage.aspx">www.asckhn.com/acskhn/aspxpages/Index/HomePage.aspx</a>	6	24	25	0.00	<a href="http://www.puchd.ac.in/www.puchd.ac.in/">http://www.puchd.ac.in/www.puchd.ac.in/</a>
Education websites in India - List of Indian University, College Websites in India <a href="http://career.webindia123.com/career/website.htm">career.webindia123.com/career/website.htm</a>	75	24	44	43	<a href="http://www.puchd.ac.in/www.puchd.ac.in/">http://www.puchd.ac.in/www.puchd.ac.in/</a>
EN					
List of IAU members - IAU <a href="http://www.lau-iua.net/List-of-IAU-members">www.lau-iua.net/List-of-IAU-members</a>	66	23	23	385	<a href="http://www.puchd.ac.in/www.puchd.ac.in/">http://www.puchd.ac.in/www.puchd.ac.in/</a>
MTS College for Women <a href="http://www.mtsmldh.com/">www.mtsmldh.com/</a>	0	21	23	27	<a href="https://www.puchd.ac.in/syllabus.php">https://www.puchd.ac.in/syllabus.php</a> <a href="http://www.puchd.ac.in/syllabus.php">www.puchd.ac.in/syllabus.php</a>
EN					

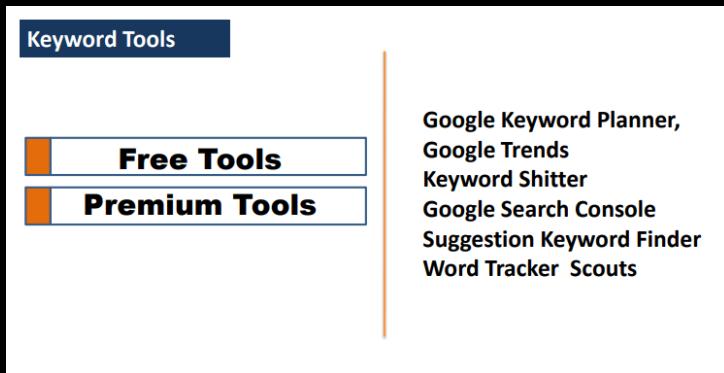
#### M -10: Keyword Planner Tools:

**What are keyword Planner Tools?**



Keyword planner tools help the SEO masters to find out the relevant keywords for **products, business website development** and for **ads**

- The word or couple of words entered by you in Keyword planner terminology is called a “SEED KEYWORD”
- These keyword planner tools may help you in finding the relevant keyword for your website and SEO like
  - Google Keyword Planner
  - Google Trends
  - Keyword Shitter
  - Google Search Console
  - Suggestion Keyword Finder
  - Word Tracker Scouts
  - And Many More



- Google Keyword Planner:
  - A Google keyword planner is primarily used for **Google Ads**.
  - However, this tool can also be used to identify various keywords for search engine optimization
- To use the Google Keyword Planner tool Go to Google and search for Keyword Planner Go the Second, Results “Key Word Planner-Google Ads. As I said, keyword planner is a sub-part of Google Ads and is primarily used to target the keywords for advertisement purpose. However, we are going to use this tool for getting keywords ideas for the purpose of Search Engine Optimization.
- You have to ultimately reach to this page of Google Ads. To access the Keyword Planner, go to tools And under planning, select Keyword Planner -> Here, you have two options
  - \* Discover New Keywords
  - \* Get Search Volume
  - \* forecast

As our purpose is to get new keyword ideas, let us select this one In the pop-up window There are two options Either you can enter URL OR a Keyword about the topic for which you want keyword ideas.

Keyword (with a checkbox)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> places to visit in chandigarh	10K - 100K	Low	--	₹0.83	₹14.55	--
<input type="checkbox"/> tourist places in chandigarh	10K - 100K	Low	--	₹2.45	₹3.86	--
<input type="checkbox"/> chandigarh points of interest	100 - 1K	Low	--	--	--	--
<input type="checkbox"/> tourist places near chandigarh	1K - 10K	Low	--	₹0.83	₹6.40	--
<input type="checkbox"/> nearby chandigarh	100 - 1K	Low	--	₹3.20	₹32.22	--
<input type="checkbox"/> hill station near chandigarh	1K - 10K	Low	--	₹0.83	₹8.66	--
<input type="checkbox"/> chandigarh points of interest	100 - 1K	Low	--	₹3.83	₹7.92	--

The screenshot shows the Google Ads Keyword plan interface. The search term entered is "Places to visit in Chandigarh". The results table includes columns for Keyword, Avg. monthly searches, Competition, Ad impressions share, Top of page bid (low range), Top of page bid (high range), and Account status. The results are as follows:

Keyword	Avg. monthly searches	Competition	Ad impressions share	Top of page bid (low range)	Top of page bid (high range)	Account status
places to visit in chandigarh	10K - 100K	Low	—	₹0.83	₹14.55	
tourist places in chandigarh	1K - 10K	Low	—	₹0.83	₹17.94	
chandigarh india points of interest	100 - 1K	Low	—	—	—	
tourist places near chandigarh	1K - 10K	Low	—	₹0.83	₹6.40	
nearby chandigarh	100 - 1K	Low	—	₹3.20	₹52.22	
hill station near chandigarh	1K - 10K	Low	—	₹0.83	₹9.66	
chandigarh points of interest	100 - 1K	Low	—	₹3.83	₹7.92	

- According to the new feature added by Google, you can also add up to 10 Keywords in one go for which you want keyword ideas.
- Actually being searched by the users in the Google search engine during the period of last one year.

## Artificial Intelligence Course 30000 times in particular year

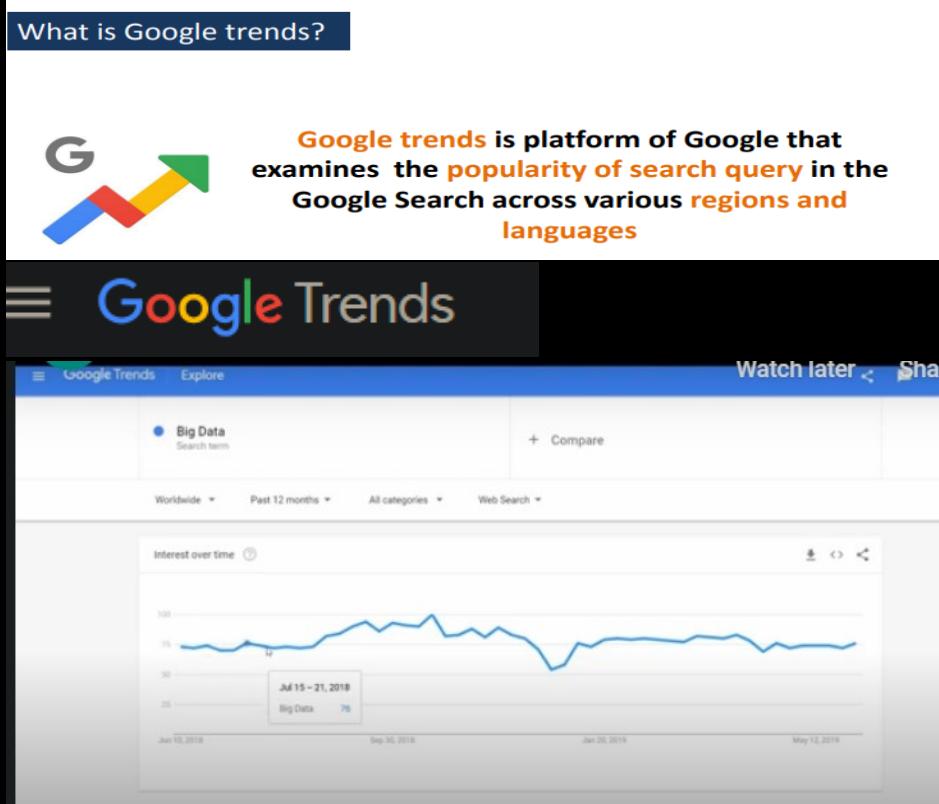
**Average Monthly Searchers  
30000/12= 2500.**

**Google Round off this value and show it to you in  
Average Monthly Searches**

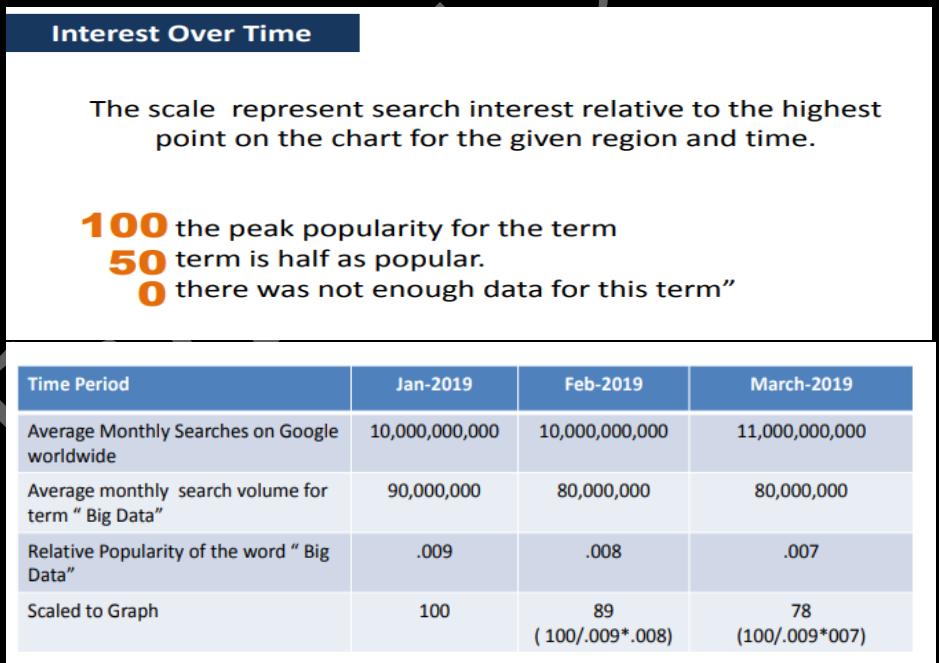
- Search Network
  - Google:  
If you select only Google, Then this planner will suggest you the keyword ideas based on searches taking place in Google search engine only.
  - Google and Search Partners: But this is not the only place where we search; we also search in maps, YouTube, Google Images etc
- you can download the list of keywords in excel file and do some research it.
- You can also get keyword ideas on the basis of URLs as well. This URL may be of your Website or your competitor's website. Simply, type the URL and select whether you want the ideas on the basis of Entire site, this page only, or as a keyword. Select the entire site and get results. And here is the list of suggested keywords.

\*\*\*\*\*

- Google Trends:



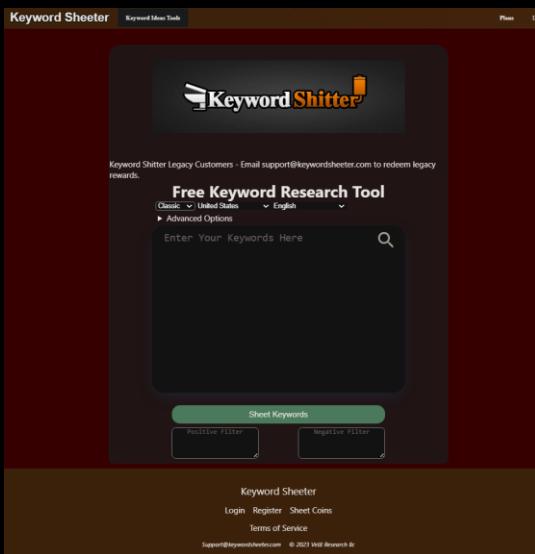
- You can see, there is a trend line which represents the interest over time i.e. popularity which ranges from the scale 0-100. Where 100 means maximum interest and 0 means no interest.



2:45

\*\*\*\*\*

- Keyword Shitter (<https://keywordshitter.com/>)



- Keyword Shitter is very simple tool to get keyword ideas in bulk on a seed keyword
- The first word will be your seed word and next few words will be suggested by the tool to make a complete phrase.
- **Suggestion Keyword finder:** (<https://tools.seochat.com/tools/related-keywords-tool>)  
Suggestion Keyword Finder is another very simple tool to get ideas about Keywords. It has three levels which help in finding the long phrases
- At level one, it will give you ten best results keywords or sub keywords
- At Level 2, it will pick each phrase or words from level one and suggest 10 more keywords for that phrase.
- **Word tracker Scouts** is a Chrome extension and can be used to find important keywords from competitor's site to check the relevancy of keywords
- You can also apply various filters to find out the long-tail keywords
- It will present the data in the form of WordCloud where keywords bigger in the font size are more relevant to this page based on Word tracker Scouts's algorithm.
- The number 54 represent number of keyword at given point

#### **M -11: On Page SEO Techniques-Indexing and Key Word Placement:**

**What is On Page Search Engine Optimization?**

On-Page Search Engine Optimization is a strategy to apply some techniques to the website so that it gets ranked high in natural search results of Google

<b>Search Algorithms</b>	<b>Secret and dynamic in nature</b>
<b>Key Factors for Ranking of Websites</b>	Relevance of Web Pages Quality on Contents Usability of Web Pages

- Comprehensive list of on-page SEO Techniques though not limited to these:

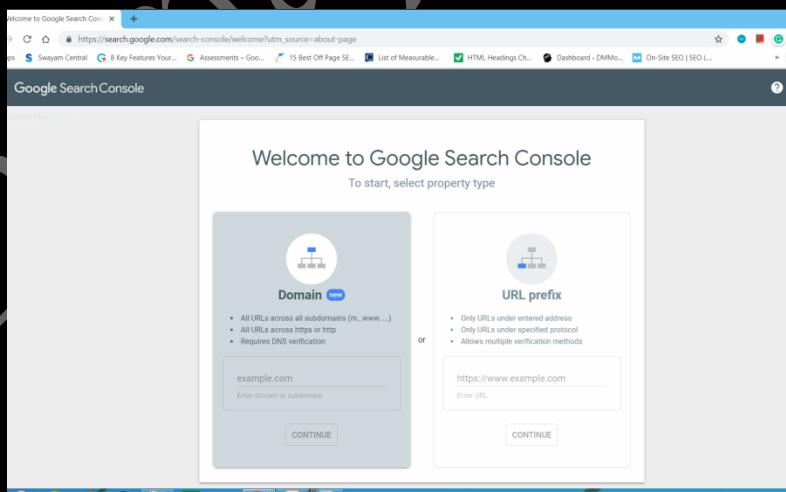
## On-Page SEO Techniques

### On-Page SEO Techniques

- Indexing of WebPages
- Creation of Site Map
- Keyword Placement
- Content Optimization
- And many others

- Your website will not appear on any page of the Google results until it is indexed by Google. Therefore, the very first step in SEO is to submit your site to the search engine, so that crawlers or spiders start visiting your website.
  - ❖ It is just like a competition, if you want to win the competition, first you have participated in it. Only then, you can think about winning the completion.
- **How to submit your site to the Google for indexing purpose?**
  - ❖ Google Search Console is a free tool by Google to Webmasters.
  - ❖ Primarily, Google Search Console is used for submitting sites to Google for indexing of the website. It also measures the indexing status, optimizes page visibility of the site by fixing various issues.
  - ❖ The earlier brand of Google, Google Webmaster was rebranded as Google Search Console in May 2015
- We have two methods to submit our domain or site for verification purpose in Google Search Console:
  - Domain
  - URL prefix

We will use the second one. Your website will be called Property here



- Write the full name of Your site starting with http:// yourdomainname ( with .in/ .com/ .else) I have put the full address of my website, i.e. dmmoc.in. prefixed by http:// It will not accept your site without prefix which may be http or https. Continue
- There are four methods to verify the ownership:
  - ❖ HTML file and upload it to your site.
  - ❖ HTML Tag \*\*recommend

- ❖ And other methods **are Google Analytics, Google Tag Manager and Domain Name Provider.**

- Just copy the code. Please Don't click on verify. We will come back to it shortly Go to the WordPress dashboard of your site and install Plug-in AMS Google Webmaster tools by searching Google webmaster.
- Go back to the Google Search Console and click verify. It will take a few moments. Congratulations!! Your ownership has been verified with HTML tag
- The next important step in the site indexing is to submit the sitemap to Google Search Console
- **What is a Sitemap?** A sitemap in the context of SEO is often referred to XML Site Map. In simple terms, it is a list of web pages in your website to submit to the Google or other search engines to give an idea about how the content of a site is organized.
- Search Engine Spiders or Crawlers read this map or file to crawl your site for the collection of relevant information.



- **How to create a Site Map?**
- There are many third-party online platforms available to create XML sitemap.
- I will use one WordPress Plug-in here. Search for Google XML Sitemap The very first Plug-in is Google XML Sitemap.

- 
- **The second technique of On-Page SEO is Keyword Placement**

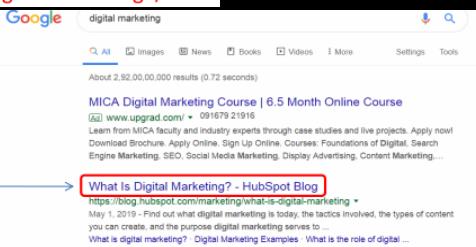


## Title Tag

Title tags are used by search engine to identify the subject of a Page.

<title> Best tools for digital Marketing</title>

## Title Tag



## Description Tag

Meta description tag is short paragraph about the webpage written in HTML language.

Digital Marketing Made Simple: A Step-by-Step Guide

<https://neilpatel.com/what-is-digital-marketing/>

Digital marketing. Just another one of those new, fancy buzzwords you should use to sound smart in meetings or is it the real deal? Maybe a better question is: ...

What is Digital Marketing? Overview & Resources - Marketo

<https://www.marketo.com/digital-marketing/>

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps.

Description Tag

<meta name="description" content="The description of my page ">

## Keyword Meta Tag

Keywords tag is usually used to include 8-9 important Keywords describing your webpage



<meta name="keywords" content="My first Keyword, My Second Keyword, My third " />

\*\*\*\*\*

- There are six levels of Heading in HTML. H1 being the Highest Level and H6 is the lowest level.

## Heading ( H1 to H6 )

### Search Engine Optimization

- Relevant Keywords in the Headings intentionally
- Keywords should be relevant to the context

## Text

It may be a simple article about any topic or  
It may be the product page explaining various features of the products or  
It may be any page, in a given context of your website

- Text**

Blend the content in such a way that important keywords are included in the text

**Mention Keyword Once Only**

## Keyword Density

It is the percentage of the number of times a **keyword** appears on a page divided by the total number of words in that page
- The name of this small but effective tool is Keyword Density Checker and is available on this URL (<https://www.seoreviewtools.com/keyword-density-checker/>)

**What is keyword density?**

**University Business School**

**About UNIVERSITY BUSINESS SCHOOL**

Total Words= 500  
Digital Marketing= 20 times

**Keyword Density**  
 $20/500 = 4\%$

?

\*\*\*\*\*

- ## Keyword Domains
- A Keyword Domain refers to the domain that is having keywords about your business, products or services
- URL stands for Uniform Resource Locator and is the address of your webpage.
  - URL Optimizer:**
  - Go to WordPress Dashboard From Settings, go to, Permalink -> Go to all posts Select edit the post in which you want to add a few more keywords. Go the Document setting of that page and them permalinks In URL slug, you can add any word you want Like 'social media marketing' with a hyphen (-) in each word And also notice, in the ULR preview, it has been added
- ## AltText
- AltText or Alternative text is primarily used to describe the images for those who can't see it
- Helps the search engines to properly understand the description and context of an image

## Week 5:

### **M -12: On Page SEO Techniques- Content Optimization:**

- **Content Optimization** is a part of overall Search Engine Optimization process where content of WebPages is optimized to make the content more relevant, attractive and actionable for the audience

**How to make the content**

**Relevant, Attractive and Actionable**



- **Content Quality**
- **Content Quantity**
- **Content Variety**
- **Content readability**
- **Internal linking and Outbound Links**
- **Keyword Density**

**Webmaster Guidelines**

- The content should be the fresh and original one
- The focus of your pages should be on users not on search engines  
*Understand your user first , what are his requirements, what actually they wants*
- Don't try to deceive the users by writing irrelevant content
- Think about what makes your website unique, valuable, or engaging
- Make your website stand out from others in your field

**Webmaster Guidelines**



- Automatically generated content
- Creating pages with little or no original content
- Abusing rich snippets markup
- Cloaking
- Hidden text and links and so many other things

**Content Quantity**

**A-Z PRINCIPLE**

**Understand the intent of the users**



**Content should be rich**

**The length of the content depends on different factors like**



**Type of the Business**

**Complexity or Simplicity**

\*\*\*\*\*

- Content Variety**

  - Text
  - Images
  - Videos
  - Info Graphs
  - Table



**RICHNESS OF CONTENT**

**Text is the integral part of the content.**

Natural Sentences → KeyWords →



You can also use image sites, from where you can download royalty-free images like Shutter Stock, Unsplash, Pixabay etc.

{<https://www.shutterstock.com/>  
<https://unsplash.com/>  
<https://pixabay.com/>
- s. It is always advised that video should be hosted on a trusted platform first and then embed it in the content. There are many such platforms where a video can be hosted Like: Youtube, Vimeo, Dailymotion, Veoh

**Infographics**

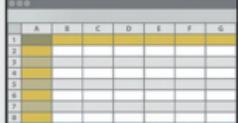
Infographics are used for presentation of information using various element of design

  - Increase the value of content
  - Capable of showing the lot of information in a very precise and informative way

You can also use online tools to design infographics such as Canva, Visme, easel.ly, Visualizeme

- Table is used to present the numeric value in much formatted way**
- Best WordPress

**TABLE PLUGINS**


- Content readability search engines don't calculate readability score, however, they measure the human behaviour on a page. Therefore, it is important to improve the human behaviour on-page by increasing the content readability
  - There are many techniques for improving content readability:
  - Top font for web designing. THESE WEB SITE ARE :[www.flyinghippo.com](http://www.flyinghippo.com), [https://www.websitebuilderexpert.com](http://www.websitebuilderexpert.com), [https://www.typewolf.com](http://www.typewolf.com)
  - The ideal font size for web browsing is 16 pix.
  - There is a simple rule that the line height should be 150% of the font size. Suppose, we are using 14px font then the line height should be 21px.
  - The good number of words in a line would be 9-12 words or between 50-60 characters

- You may install few plug-ins for typography in the WordPress like Google Fonts Typography, Google Typography, Easy Typography etc. but in most of the plug-ins you will not be able to see the live preview of the change.
  - But there is, one plug-in Elementor where you will be able to see the live preview of your font-related settings. This is the Elementor interface
- \*\*\*\*\*

- **Internal and Outbound linking:**
- **Internal linking** refers to linking any word, image, video or page to any other element **within the website** by putting hyperlinking. It makes the site more user-friendly and offers good navigation. An effective hyperlinking is always considered as good from an SEO point of view
- **Outbound linking** is similar to internal linking with a difference that the target page is the any another page on the web except page of your website
- **Keyword Density:**
- The name of this extension is **SEO Quake**, one of the favourite tool of SEO masters.

#### **M -13: On Page SEO : Yoast SEO Plug-in:**

What is Yoast SEO Plug-in



- Most Popular WordPress Plug-in- Own Website/ Client's Website
- Helpful in Search Engine Optimization
- Available in Free and Premium version

- Having both Yoast SEO Plug-in and XML-side map may create problem, so deactivate XML-side
- Date of snappiest preview means how latest the post is.

#### **M -14: Off Page SEO Techniques:**

Off-page SEO refers to techniques that can be used to improve the position of a web site in the Search Engine Results Page (SERPs) by using some techniques outside the web pages

**Dimensions of off-page SEO**

Off-page SEO has three dimensions a

1. Link Building
2. Social Media
3. Social bookmarking

- Basically, by building external links to your website, you are trying to gather as many 'votes' as you can in favour of your website so that you can bypass your competitors and rank higher in the SERP.

Following parameters will help you to assess the quality of a website/ webpage:

- Age of Domain Name
  - BackLink profile
  - Domain Authority
  - Page Authority
  - Page rank
  - Follow links and no-follow links
  - Quality of Content
- how to check Age of any domain with other details Go to <https://smallseotools.com/domain-age-checker/>.
  - Back Link profile A backlink refers to a link; a website gets from another website. It is just an external link.
- Back Link Profile**

**Link, a website gets from another website**
- \*\*\*\*\*

- **Domain Authority** is a search engine ranking score developed by Moz. The score of domain authority predicts how well a website will rank on search engine result pages (SERPs) The DA score ranges from 1-100, where greater score corresponding to a greater ability to be ranked .
- Websites like Google, Youtube, Facebook is having very high domain Authority may be more than 90.
- how to check domain authority 1. Go to Chrome Webstore 2. Search for MOZ bar extension 3. The first result is MOZ bar 4. Click Add to Chrome 5. Extension is added

**Page Authority (PA)** is a score developed by MOZ that predicts how well a **specific page** will rank on search engine result page (SERP)

**1-100**

**Google PageRank (Google PR)** is one of the methods Google uses to determine a page's relevance or importance.



- Google PageRank (Google PR) was invented by Google Founder Larry Page and Sergey Brin.

Page Rank

Google Page rank is calculated on the basis of quality and quantity of back links. Important pages receive a higher Page Rank and are more likely to appear at the top of the search results

**1-10**

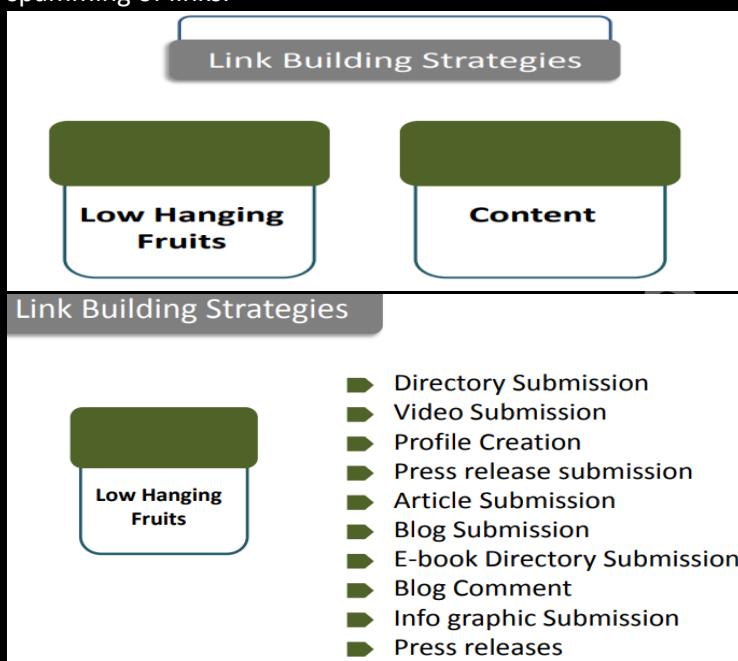
## Follow link and No follow link

### What are follow link?

#### Link Juice

The link juice flows through sites and into new sites through hyperlinks  
The more reputable site, the bigger boost of link juice is transferred to the linked sites

- Follow links are those links that are counted as link points and helps in boosting the ranking of sites in the SERPs
- Therefore, it is very clear 'No-follow links' will not help in SEO and efforts should be made to secure follow links only. The concept of 'no-follow link' was introduced to avoid the spamming of links.



- Submission of your site to web directories increases web presence and eventually earn the link for your website. Example: There are many web directories available online for site submission like IndiaMart, India Biz List, Dmoz, Zoom Info, Best of web, PR web directory
- Don't forget to give a link of your website in the description section of video . like you YouTube, Vimeo, DailyMotion and many other websites
- Article Submission /Writing ->
  - There are many good sites where you can submit articles like Ezinearticles.com, e-how, articlecity.com ,hubpages.com article cube
- Blog Submission:
  - You may get few backlinks from these sites through your posts.like <https://www.tumblr.com/>
  - <https://www.blogger.com>
  - <https://medium.com>
  - <http://www.soup.io/>
- Top e-book submission sites are; [www.getfreeebooks.com](http://www.getfreeebooks.com) [ps://www.smashwords.com](http://www.smashwords.com) <https://www.kobo.com/in/en/p/writinglife> <https://www.freebooksy.com/editorial-submissions/> <https://www.ebookstage.com>
- You can also use online tools to design infographics such as Canva, Visme, easel.ly, Visualize me.

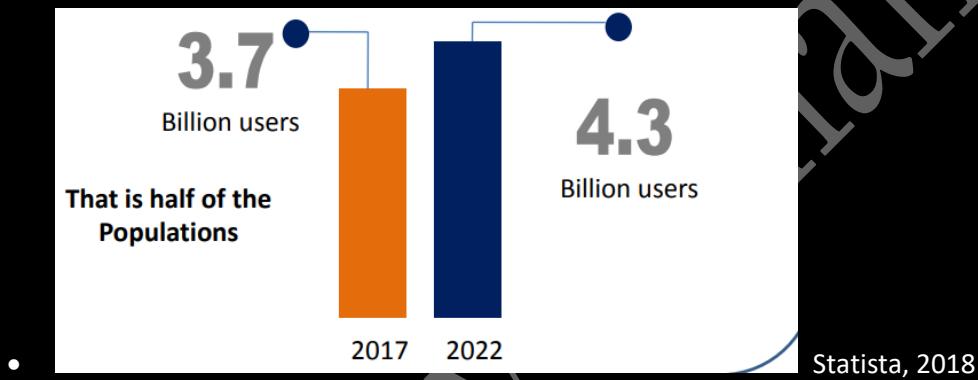
- Press releases are ways of announcing events, products launch, news about business etc to the press.
  - There are many free sites to host your press release like <http://www.freepressrelease.com/> <https://clickpress.com/releases/index.shtml> <https://www.prlog.org/> More detail <https://www.ereleases.com/pr-fuel/free-press-release-distribution>
- \*\*\*\*\*

- There are many sites available for social bookmarking like StumbleUpon, Dribble, Digg, Pocket, Reddit.

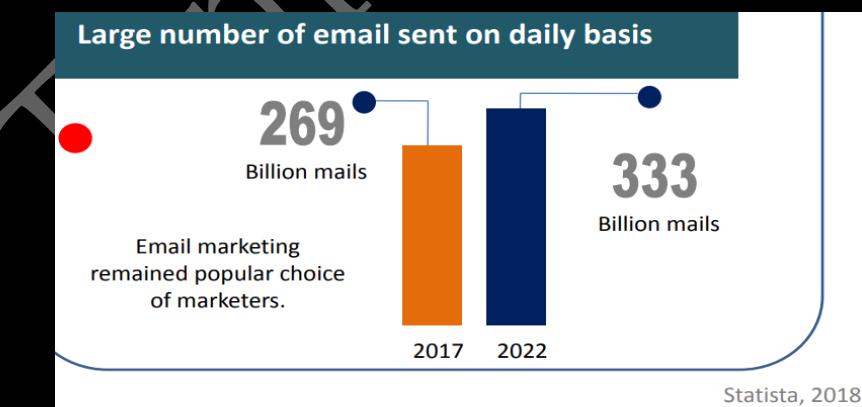
## **Week 6:**

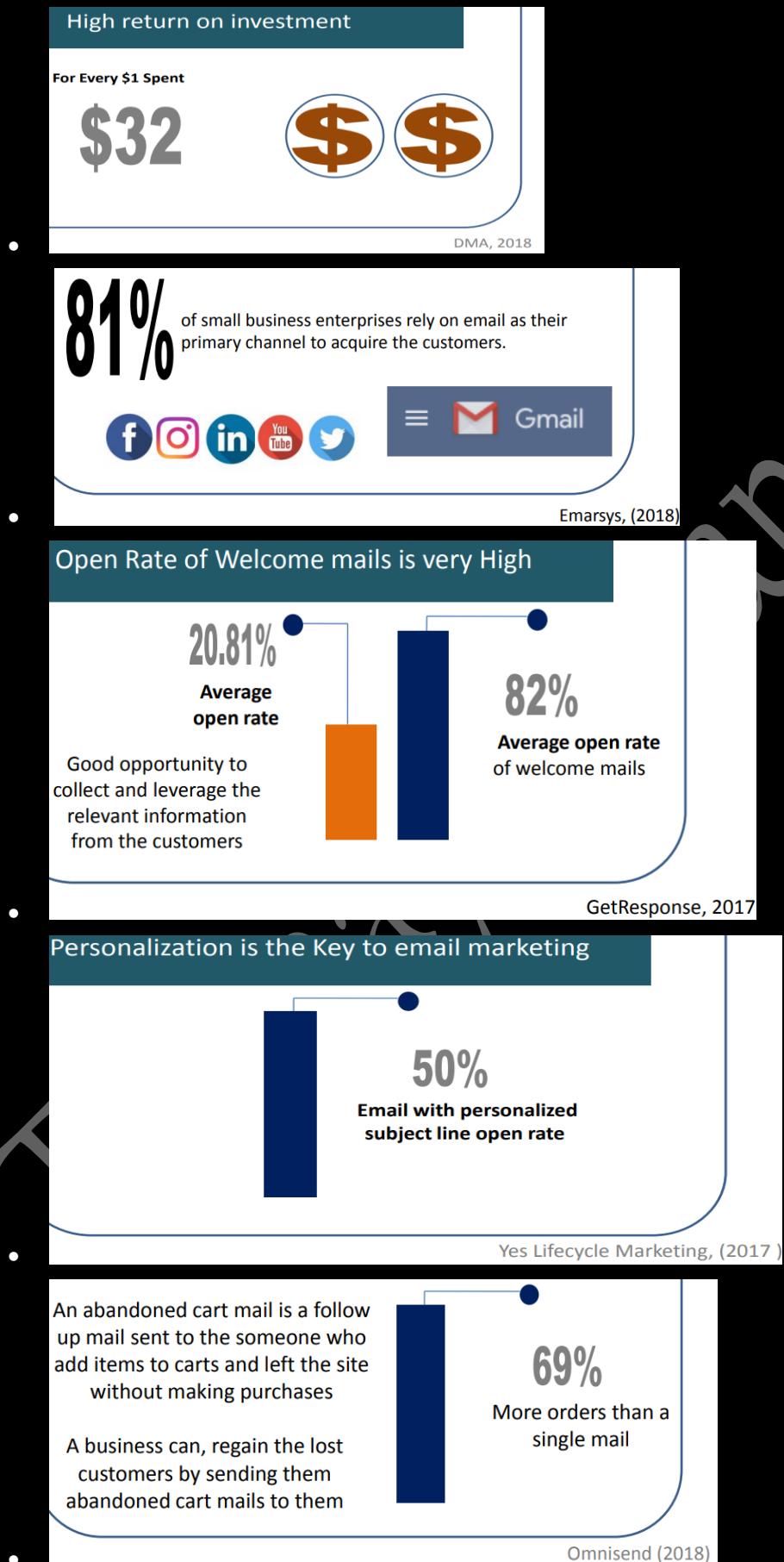
### **M -15: Email Marketing- Introduction and Significance:**

- The total number of email users in the year **2017** was **3.7billion**.
- It is further projected to grow in the **year 2022** to **4.3 billion** users (Statista, 2018).

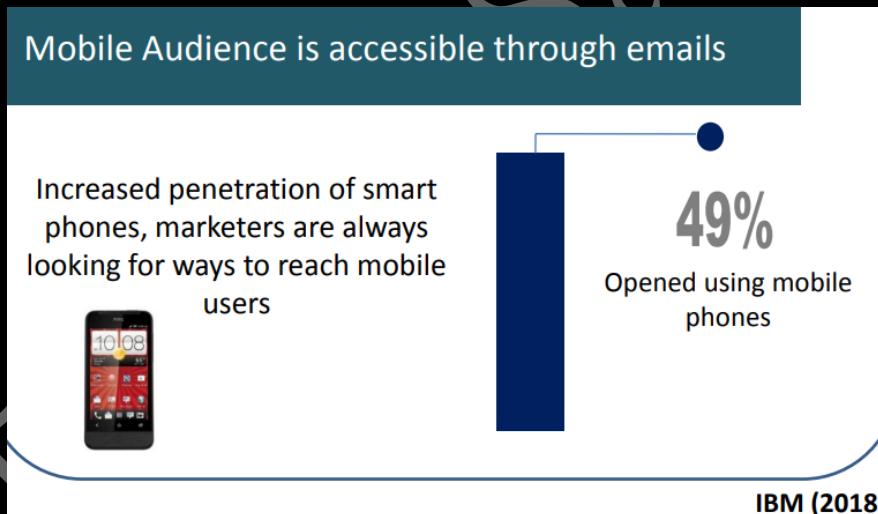
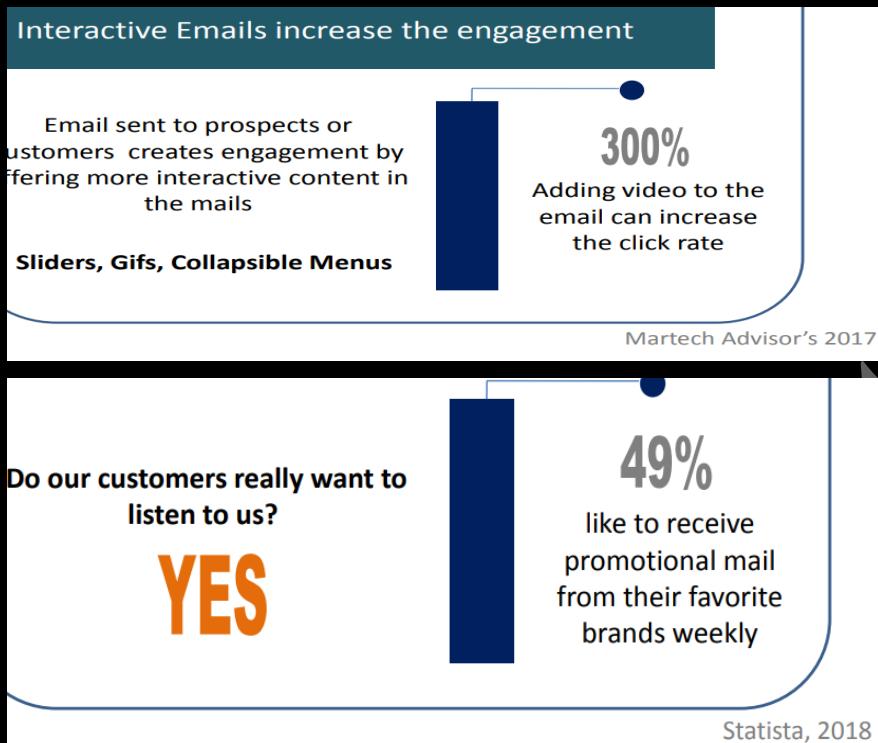


- It is clear that half of the world population is using email and it is a good opportunity to include email marketing in the overall promotion portfolio.
- In the year **2017, 269 billion emails** were sent and received on **each day** and this number will further grow to **333 billion** daily emails in **2022** (Statista, 2018)





- According to Omnisend (2018), by sending three abandoned cart emails results in 69% more orders than a single mail.





The choice to select an appropriate platform depends on your budget and the scale of business.

- Drip is the fast-growing email platform specially designed for bloggers, marketers and eCommerce websites
- 'MailChimp' is a simple and very effective tool of email marketing and is primarily used by bloggers and small websites because of its free plans.
- AWeber is another very popular tool for email marketing almost for the 18 years in the market

#### **M -16: Email Marketing- Introduction and and Signup Forms:**

- In free version of mailchimp we can create only one audience list.
- There are three different ways to import the contacts:
  - CSV or TAB delimited text file,
  - Copy & Paste
  - Integrat Device

- Enable GDPR, the General Data Protection Regulation (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU).
- we have four different types of forms that we can create like
  - Form builder
  - Embedded form
  - Contact Form
  - pop up form
  - form integration
  - Signup loading Form

### Week 7:

#### M -17: Designing e-mail marketing campaigns using Mail Chimp:

**What is a Template ?**

A template is a saved design that can be reused when creating email campaigns

A template usually contains the content of your mail including various Blocks such as logo, images, videos, call to action, social share icons etc

- There are so many options to create a marketing campaign like Email ,Ads, Landing pages, Postcard, Social post, Digital Marketing And sign of form
- to add the text along with the image we have to use another block i.e. Called image plus caption.

**What is a Segment?**

A segment is a group of subscribers based on some common characteristics

- A segment is a group of subscribers based on some common characteristics like age, gender, income.

## What is a Group?

Groups are similar to segments, and subscribers are grouped based on their preferences and interest automatically

The screenshot shows a 'Groups' section with a header 'Interest - Edit' and 'Checkboxes - Delete'. Below this, there are three groups: 'Sports' (1 contact), 'Education' (1 contact), and 'Political' (0 contacts). Each group has a small icon, a link to 'Edit', and buttons for 'Delete', 'Import', and 'Send'.

- In this case, we have to insert one question in a signup form and based on the responses of the subscribers they will be grouped automatically in our audience list.

## M -18: Email –Atomization:

- Email automation is the ability to send time or action triggered emails to subscribers with relevant information.
- Here are a few examples of automated mails Birthday mail Greetings Order confirmation Abandoned Cart mails
- RSS stands for **really simple syndication**
- RSS is useful when you have to share the updates of your website in a very summarized form to the subscribers Just give the link of your website or blog here.

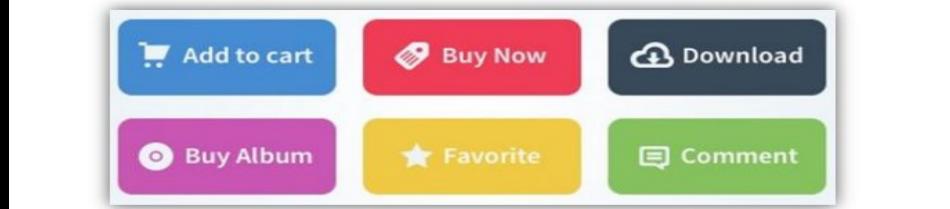
## M -19: Email Marketing Strategy & Monitoring:

Personalization is the Key to email marketing

50% Email with personalized subject line open rate

Send your mails to the customers by their names and from the same address

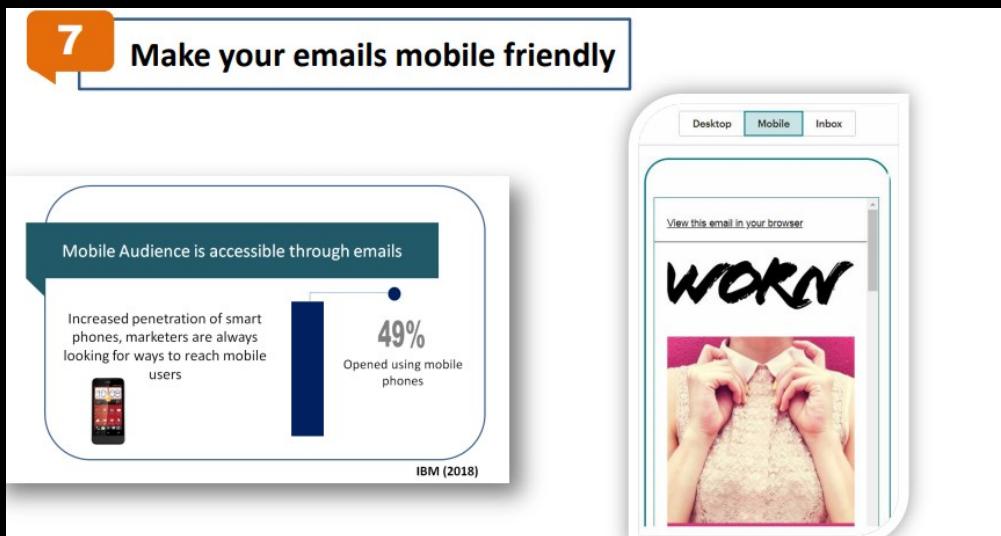
There is no use of sending the mails, if you don't ask your customer to do something when they open your mail



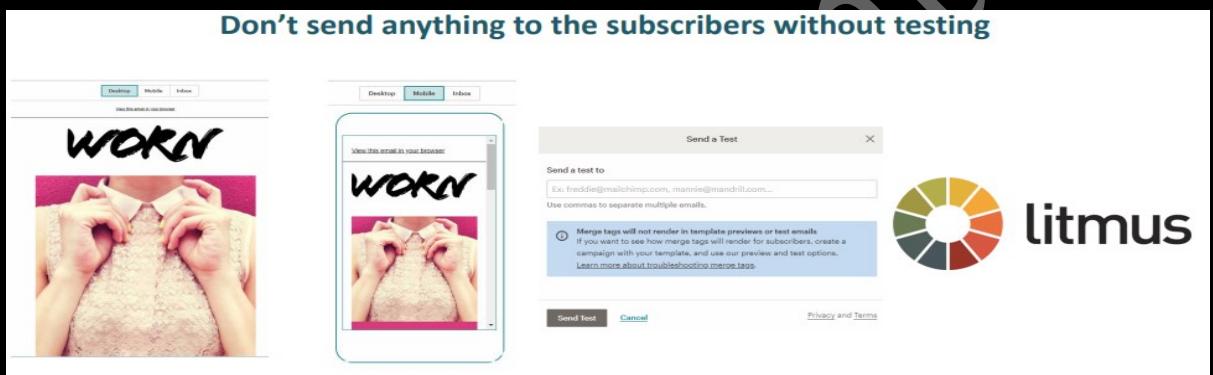
## 7

### Make your emails mobile friendly

- 



- 

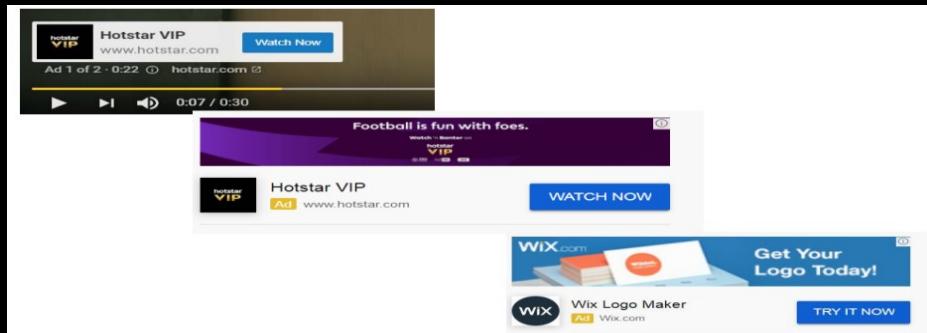


- **Total clicks:** If one subscriber clicks on a link twice or thrice it will be counted as a part of total clicks.
- **Unique clicks:** unique clicks give more relevant information. it will be treated as one unique click because it is from the same subscriber
- Make it a habit in email marketing; don't send anything to the subscribers without testing it. you can use **the Litmus tools** to **test your mails** like how will they look in various mail clients. You will also find other useful testing options in the litmus like whether all links are working or not.
- A/B testing:
  - A/B testing is simple. You can analyse the results of different versions of your mail such as emails with different subject lines or headlines.
  - This feature is available in the premium version of mail chimp.

## Week 8:

### M -20: Pay Per Click Advertising: An Introduction:

- “PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time once their ad is clicked. You can see ads appearing on Search Engines Results, YouTube Ads, Ads on various Websites, Ads on Social Media etc



- you will be only charged if someone clicks on your Digital Marketing advertisement, otherwise, you will not be charged for anything. That is why it is called Pay Per Click (Only pay if someone clicks on your advertising)



## Search Engine Marketing



Just paying the higher amount to the Google or any other search Engine does not guarantee that your ad will definitely appear in search results

Pricing

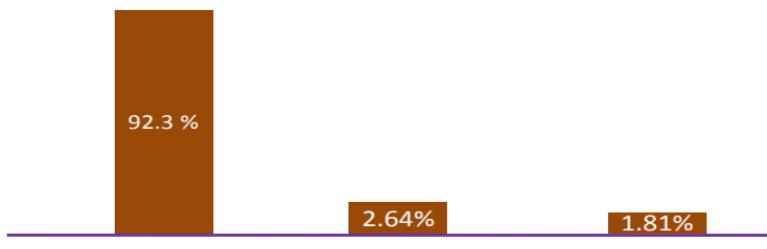
Ad Quality

Keywords

Landing Page

- Search Engine Marketing platforms are:

## Search Engine Marketing Platforms



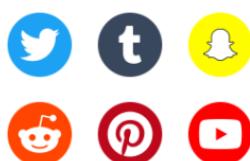
Bing ads

YAHOO!

- What is a bid? I will explain it shortly. Moreover, if you want to stop your ad at any time you do it instantly. All the decisions are at your fingertips and you can take them instantly.

## Social Media Advertising

17 Hrs/Week



McKinsey (2019)

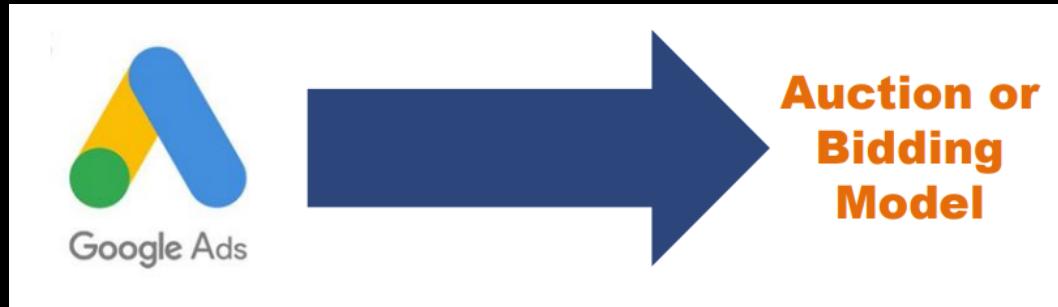
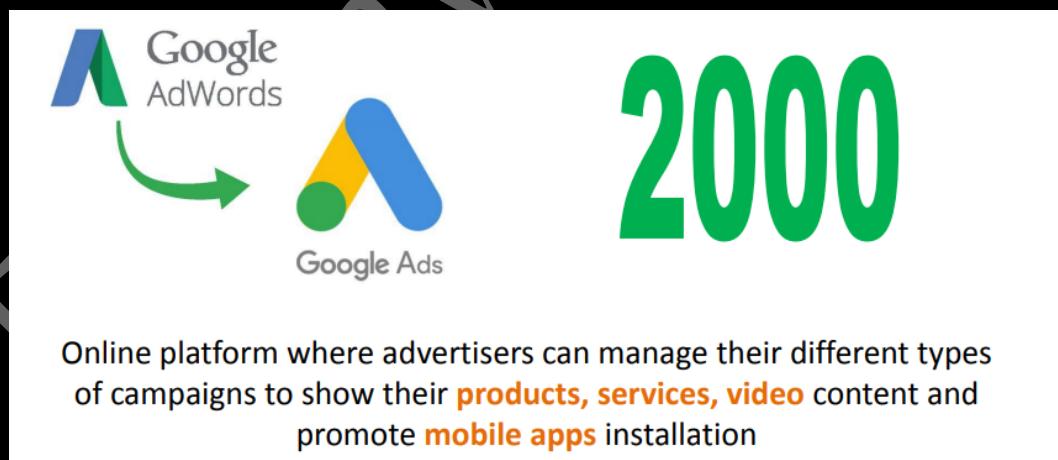
### **Statistics are in favour of PPC**

Just to understand the importance of pay per click advertising. Let me show you a few stats from various reports which will strengthen your opinion in favour of pay per click advertising.

- 1. Search Engine Land, 2019, 75 per cent of people said search ads make it easier to find the information they're looking for
- 2. For every \$1 spent on Google Ads, businesses earn average revenue of \$2 (Google).
- 3. 40 per cent of brands want to increase their PPC budget, indicating that this is an effective and lucrative tool for marketers (Social Media Today)
- 4. [Google Ads](#) alone reaches a network of more than 2 million websites and applications (Google).
- 5. PPC visitors are 50 per cent more likely to make a purchase than organic visitors (Unbounce).
- 6. PPC statistics are easier to measure than SEO statistics, making it easier for marketers to track ROI and manage budgets (Unbounce)

### **M -21: Pay Per Click Advertising: Google Ads:**

- Google Ads (Earlier known as Google Ad words) is a product from Google that was started in the year 2000



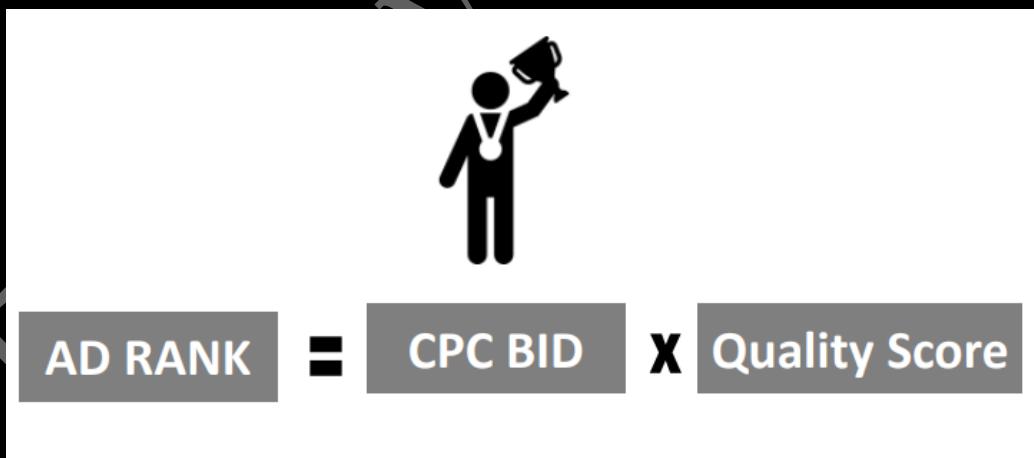
- Every time you search on Google by using various keywords, in the background Google initiate the auction process.



- The “winners” are chosen based on a combination of factors, including the quality and relevance of their keywords, Quality of ads, the size of their keyword bid and of course the bid amount of set by the advertisers.



- Google Ads work on the basis of an ‘auction’ or ‘bidding’ model



## CPC BID

Amount an advertiser is willing to pay to the Google, if someone clicks on ad



- Suppose, for one-click on my ad, I am ready to pay up to Rs 10. This is my maximum CPC. But it does not mean that on one click I will be charged Rs.10. This is the maximum amount. Usually, I will be charged less than Rs.10. Then for how much I will be charged

## Quality Score

The quality score for an ad is calculated by taking into account **click-through rate, relevance of keywords, and landing page quality**

- Click-through Rate (CTR)** Expected number of clicks which an ad will click. Google predicts it by using its own algorithm
- Relevance of Keywords** Relevant to the Pool of Keywords with respect to content of your advertisement
- Landing Page Quality** Measured on the basis of relevant content and a clear call-to-action and other parameters negative

## Auction Process in Google Ads

Advertiser	Max CPC BID (RS.)	Quality Score	AD RANK	Ad Position	Price
I	2	10	20	1	$16/10+0.01=1.61$
II	4	4	16	2	$12/04+0.01=3.01$
III	6	2	12	3	$08/02+0.01=4.01$
IV	8	1	8	Not Qualified	

Price Per Click = Ad Rank of the person below you / Quality Score + Google Margin



3

### 1 Broad Match

Board match is the default match and it allows you to reach to the widest audience

If the audience is searching for any word of your phrase or couple of words, your ad is eligible to be part of the auction process

### 1 Broad Match

**Ad will be Triggered**



Digital Marketing Course in Chandigarh



Digital Marketing Course  
Digital Marketing Course in Mumbai

It is evident that broad match will increase you ad frequency and clicks

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match	None	Women's hats	Misspellings, synonyms, related searches, and other relevant variations	Buy Ladies Hats

**Broad Match Modifier**

To narrow down your audience to bring the quality traffic to website, Broad match modifier is quite useful

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match Modifier	+ Keyword	+Women's +hats	Contains the modified terms (or close variations, but not synonyms) in any order	Hat for women

### 3 Phrase Match

An ad will only appear when a user searches for your exact keyword phrase, in its exact order, but maybe with some additional words at the beginning and the end of the query

**3 Phrase Match**

3

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Phrase match	"Keyword"	"Women's hats"	Are phrase and close variant of the phrase	Buy women's hat

**4**

### Exact Match

Ad will be triggered only if someone is searching for the exact phrase, in the same order, not anything else before or after the phrase

- It is very restrictive in targeting the audience
- 3
- 3

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Exact Match	[Keyword]	Are exact terms and close variant that term	Are phrase and close variant of the phrase	Women's hats

**4**

### Exact Match



**[women's hats]**



**Women's hats**



**Buy women's hats**

**5**

### Negative Match

It will help you to precisely target your audience and avoid unnecessary clicks on the ads



— “Free Phones”

**Negative Broad Match**  
**Negative Phrase Match**  
**Negative Exact Match**



**Negative Broad Match**

Setting that stops your ad from showing if all the negative keywords are searched, regardless of order

Free Course    Digital Marketing Course for Free

**Negative Phrase Match**

Stops your ads from showing if the search includes your exact keywords  
In this case order matters  
**Order Matters!!**

Free Course    Digital Marketing Course for Free

**Negative Exact Match**

Prevents your ads from showing if the search query is exactly your negative keyword

Free Course    Free Course Free Course on Digital Marketing

## M -22: Types of Campaign Goals and Bidding Strategies:

 Target ROAS (Return On Ad Spend)



When an advertiser wants a fixed rate of return on your ad spend

Return on Ad spend =200%

Rs100 Ad Spend , Rs200 Revenue

- What will be the bid amount that will be automatically set by Google

 Target CPA (Cost per Acquisition)



Focus is on conversions, A specific amount is paid for conversions

- Conversion here means sales.

 Maximize Conversions



Set a budget amount and Google will help you in maximum conversions within the budget limits

₹ 10000

- Enhanced Cost Per Click (ECPC)

 Enhanced Cost Per Click (ECPC)



Similar to Manual Bid

Google may increase or decrease your bid amount to bring the quality traffic to your site

Rs 10 

-



### Maximum clicks



Earn maximum clicks within the budget set by you  
Bid Amount will be decided by the Google

- 



### Manual CPC Bidding



Google has no say in bidding strategy.  
The bidding amount is all set by the advertiser

- 

Each Ad group has Different Bid Amount



### Maximum CPV (Cost per View)



Bid Amount is set for You Tube  
Video Ads

- 

This strategy is used for YouTube video ads. You set the amount, how much you are ready to pay for one view of YouTube video ad.



### Target Impression Share Bidding



Advertisers are charged on the basis of impressions of  
the advertisements

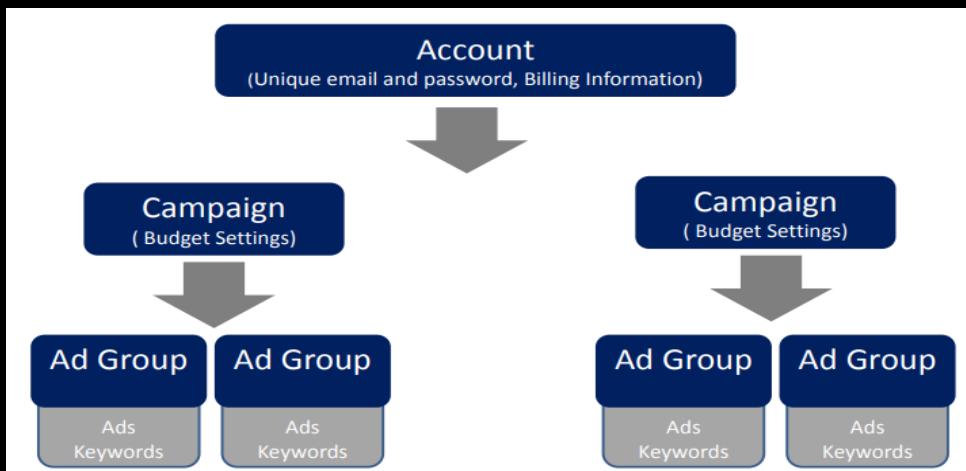
-

-  **Target Search Page Location**  
Advertisers target the particular location in web page and are charged on that basis
-  **CPM Bidding (Cost Per Thousand Impressions)**  
Advertisers are charged on the basis of impression of the display ads
-  **vCPM Bidding (Cost Per Viewable Thousand Impressions)**  
Bidding is done for actual viewable impressions of the display Ads

Week 9:

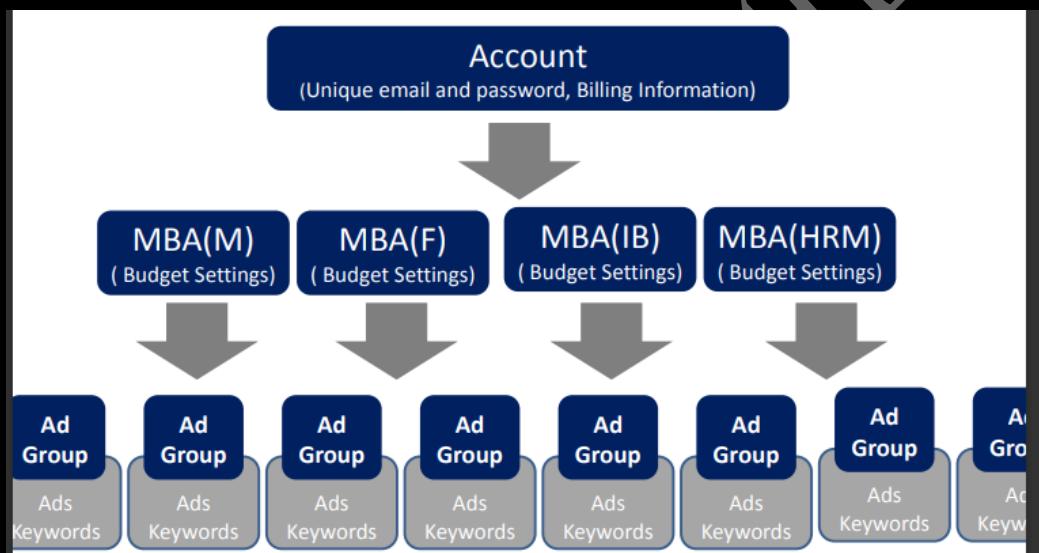
#### **M -23: Designing and Monitoring Search Campaigns:**





**10000 Campaigns Per Account**

**20000 Ad Groups Per Campaigns**



**Google**

**3.5 billion**  
Per Day

**63000**  
Per Second

## Example of Budget in Search Campaign

**Daily Google Ad Budget = 1000**

**Monthly Google Ad Budget = 30400 ( 1000x30.4)**

**Average Number of days = ( 365/12=30.4 days)**

- you have to give a brief description of your product for the offer. Again, here you can give two descriptions and each description is limited up to 90 characters.

### M -24: Designing and Monitoring Display campaigns:

- D
- D

### Week 10:

### M -25: Designing and Monitoring Video Campaigns:

#### **Skippable Ads**

Skippable ads allow viewers to skip the ad after 5 seconds if they are not interested in the add

These types of ads are Inserted before, during, or after the main video

#### **Bumper Ads**

Bumper ads are Non-skippable video ads of up to 6 seconds that must be watched before the main video can be viewed

These types of ads can be viewed on Desktop and mobile devices only

## **Non-Skipable Ads**

Non-skippable ads have no option to skip these ads. The duration of such ads

**7-15  
Seconds**

## **Outstream Ads**

Outstream ads are mobile and tablet specific and appear on **Google partner sites and apps** outside the YouTube

## **Impression and Viewable Expression**

### **Impression**

Ad is served in the browser of the user and you will be charged for that



### **Viewable Expression**

50 percent of your ad shows on screen for 2 seconds or longer

## Week 11:

### M -27: Google Analytics : Introduction and Significance:

What is Google Analytics?

Google Analytics is a free tool from the Google for Web analytics



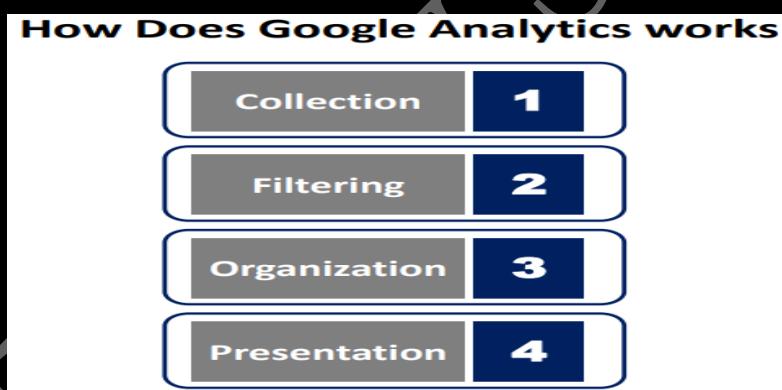
Google Analytics

**2005 → Urchin**



Google Marketing Platform

- ‘Google Analytics’ is a free tool from Google for Web analytics. ‘Google Analytics’ was launched by Google in the year of 2005 when it acquired the Urchin, a web statistics analysis program.
- Presently, ‘Google Analytics’ is available inside the brand of **Google Marketing Platform**, a product from Google.



## Data Categorization By Google Analytics

Acquisition

1

Behavior

2

Conversion

3

GA Add-ons are available

### Number of Add-ons available for Google Analytics

Google Tag Assistant  
GA Debugger  
Tag Manager Injector

#### M -28: Google Analytics: Interface and Setup:

Under the admin tab, we have three layers of Google Analytics account.

The first one is an account

Second is property

And third is the view.

- You can create up 50 properties under one account.
- Session end within 30 minutes.

- What is bounce rate?

Suppose a user lands on any page of the website, say Home page. He stays and exits from the website without visiting another page of the website. This will be called, he bounced back from the website

Bounce rate is simply users who bounced back divided by Total users in a given time period

#### **M -29 Monitoring Traffic Behaviour and preparing Reports:**

very comprehensive data. There are five types of reports namely,

**Real Time**

**Audience**

**Acquisition**

**Behaviour**

**And Conversions**

- **What is Pageview?**

If a user will land on any page it will be counted as page view irrespective of the time spent on a page. If a user opens a new page of your website and comes back again on this page. It will be counted on as one more page view.

- **What are the traffic sources?**

It simply means from where the traffic is coming. In Google Analytics, there are four major sources. Like

Direct

Organic

Campaign

And referrals.

Direct Source represents those visitors that arrive directly and immediate on your site by:

- (1) Typing your URL into the browser's address bar;
- (2) Clicking on a bookmark; or
- (3) Clicking on a link in an email, SMS, or chat message.

Direct traffic is a strong indicator of your brand strength and your success in email or text message marketing. It is also an indicator of offline marketing success.

Lastly, we have the referrals: I have just explained the meaning of referrals that counts visitors that click a link on another site and land on your site.

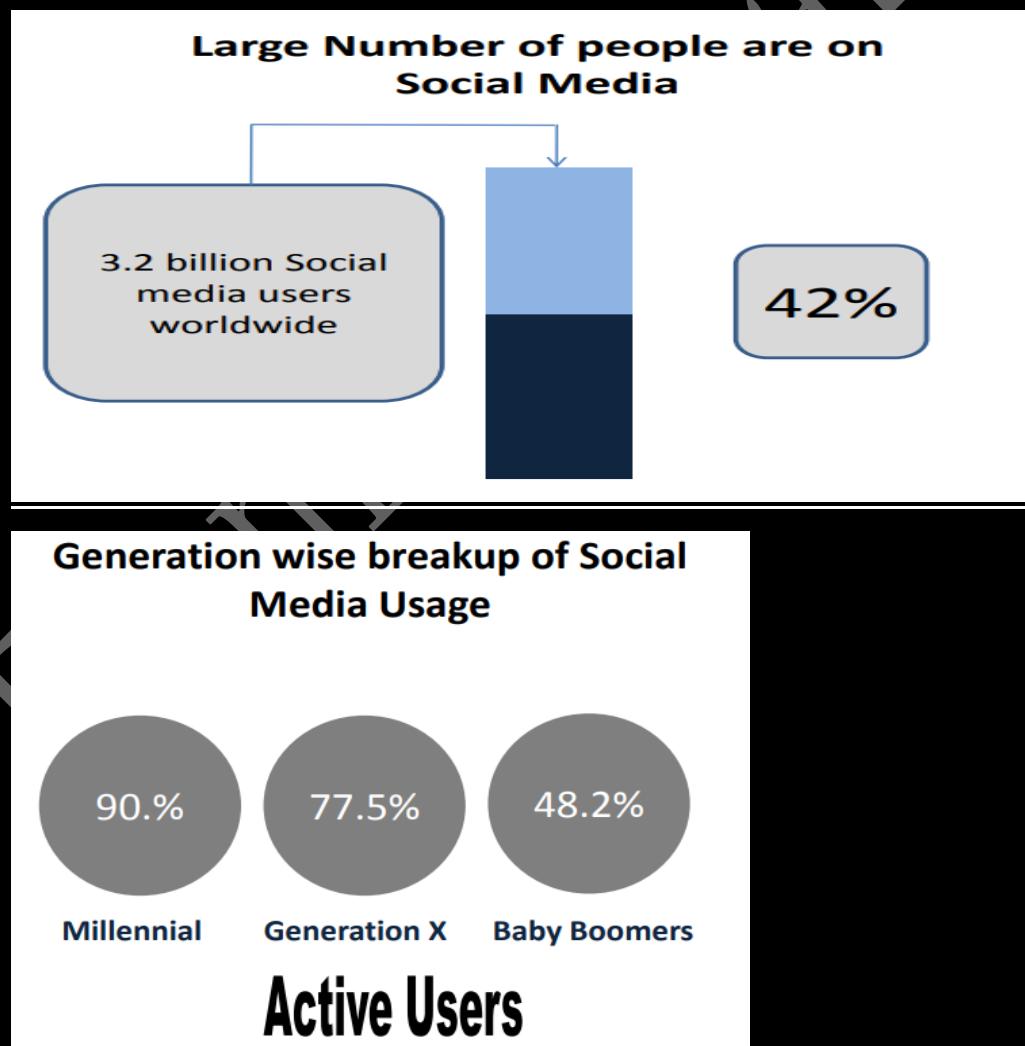
- **Medium:** the general category of the source, for example, organic search (*organic*), cost-per-click paid search (*cpc*), web referral (*referral*).
- If you want to export the report you can export it in various file formats like PDF, Google sheet, Excel, and CSV

### **Week 12:**

#### **M -30:** Understanding Goals and Conversion:

- We can set up to 20 goal slots.

#### **M -31:** Social Media Marketing :Introduction and Significance:



How much time we spend on Social Media?



**2 Hours,22 Mins**

**Facebook is Market Leader**



**2.32b 68%**

Social Media Marketing , Is it a serious business?

**73%**

**Marketers**

**Somewhat Effective or Very Effective**

Buffer, 2019

**Do customers really use Social Media?**

**54%**

**Social browsers use social media  
to research products**

- 
- 

Week 9:

M -23: Designing and Monitoring Search Campaigns:

- What is bounce rate?