Introduction to Digital Marketing

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What is SEO -
Search Engine Optimization?

What is SEO?

Search engine optimization (SEO) is the process of growing a website's organic search traffic. It's where you do things that help you show up and rank higher in a search engine's organic results.

Why is SEO important?

People are likely searching for what you do, and you can attract customers by ranking for those terms. But you're unlikely to rank without effort, as others are trying to do the same. This is why SEO matters. It helps show Google that you most deserve to rank.

What are the benefits of SEO?

Most people click one of the first few search results, so higher rankings usually lead to more traffic. Unlike other channels, search traffic tends to be consistent and passive. That's because the number of searches is usually quite consistent month to month.

Publication of web pages
Search engine robots crawl over your page
Search engine uses algorithms to determine your rank
Search engine indexes your page
Search engine displays your web page in its SERP
How SEO Works

Factors That Play A Key Role In SEO Marketing

1) Domain Authority

Domain authority mainly describes the reliability that the website has achieved due to different factors such as backlinks.

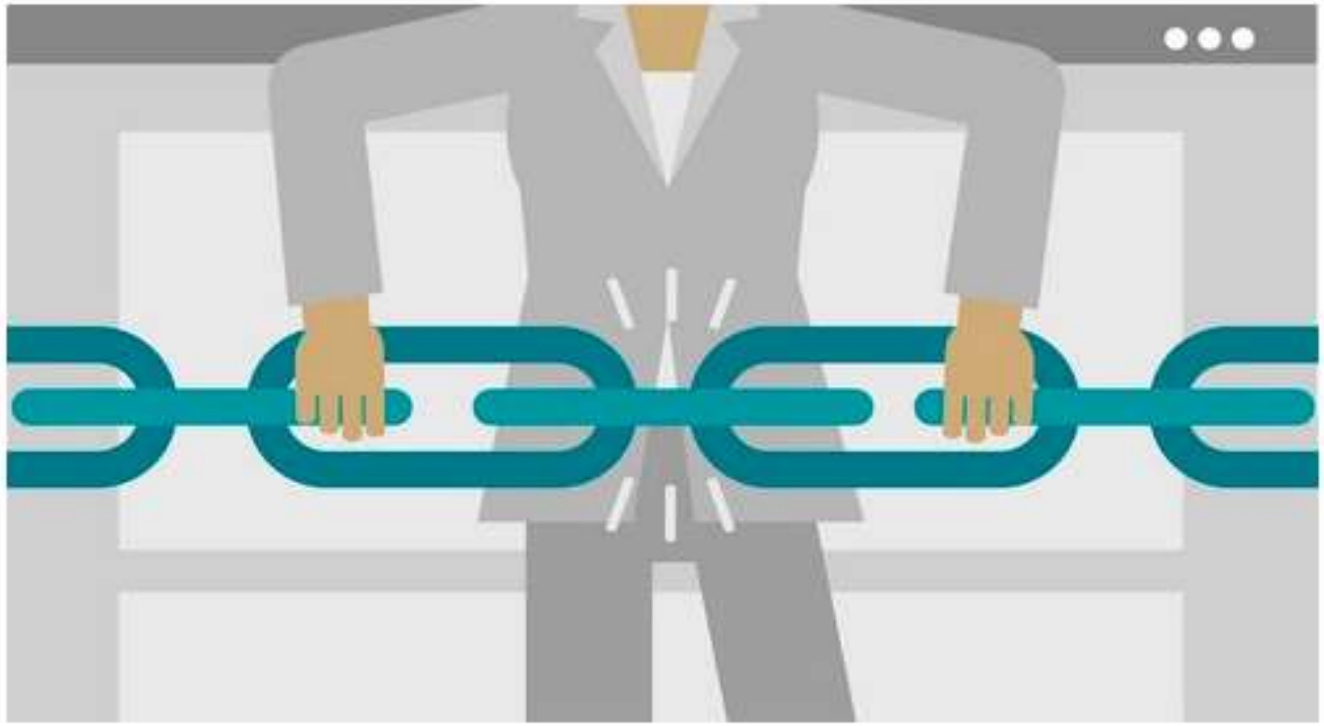
2) The Keywords

The keywords are also one of the most important factors for the SEO marketing campaign. The right keywords can be achieved either by researching them or even with the help of tools such as Google Keyword Planner.

3) Relevancy

Search engines can make out the type of content and also can catch copied contents. So, one of the best ways is to come up with unique and original contents. Also, selecting one niche and producing great contents based on that particular niche is highly helpful in improving the ranking of the website in the search engine.

4) The Links



The inbound links can be of higher profit in the search engines. If these links are from the relevant sources, it can offer much higher results. Getting links from prestigious sources is very much possible with the help of the new sites.

ITC Hotels

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This article **needs additional citations for verification**. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.
Find sources: "ITC Hotels" – news · newspapers · books · scholar · JSTOR *(October 2008)* *(Learn how and when to remove this template message)*

ITC Hotels is an Indian hotel chain, which is a part of the ITC Limited group of companies.[2][3][4] With over 100 hotels, it is India's fifth largest hotel chain. It has a franchise agreement to operate most of its hotels as part of The Luxury Collection of Marriott International.

ITC Hotels

ITC HOTELS
RESPONSIBLE LUXURY

Industry	Hospitality
Founded	1975; 48 years ago
Headquarters	Kolkata, India
Number of locations	70+
Area served	India
Key people	Nakul Anand

History [edit]

ITC Limited entered the hotel business on 18 October 1975 with the opening of a hotel in Chennai, which was renamed as Welcomhotel By ITC Hotels, Cathedral Road, Chennai.[5]

ITC Hotels has hosted many visiting royalty and world leaders, including George W. Bush, Vladimir Putin, and Barack Obama.[6][7][8][9] and Donald Trump.[10]

The hotel chain works on a philosophy of "Responsible Luxury"[11] and each hotel in the chain has a LEED (Leadership in Energy and Environmental Design) Platinum rating.[12]

Originally incorporated as Rama Hotels Pvt Ltd in 1972[13] and renamed Vishwarama Hotels in 1973. The

5) Site Speed

It is important that your website loads faster so that it can attract visitors and also retain them. Choosing plugin options such as W3 Total Cache can be of great help in decreasing down the loading time of the website.

6) Website Design

The website should be very much clean and also highly functional in order to get optimized. Apart from these two features, it is also important that the website is highly responsive in nature.

Different people today make use of different devices such as laptops or smartphones of even tablets to check on different websites. Also, a number of people today make use of diverse browse. Hence, it is very important that the website is also responsive and mobile-friendly in nature.

7) URL Structure

Search engines prefer those URLs that are lesser complicated and easy for the viewers to understand easily. This means you should not compromise about including the keywords in the URLs but you should make sure that they are shorter yet descriptive in nature.

8) The Content-Length

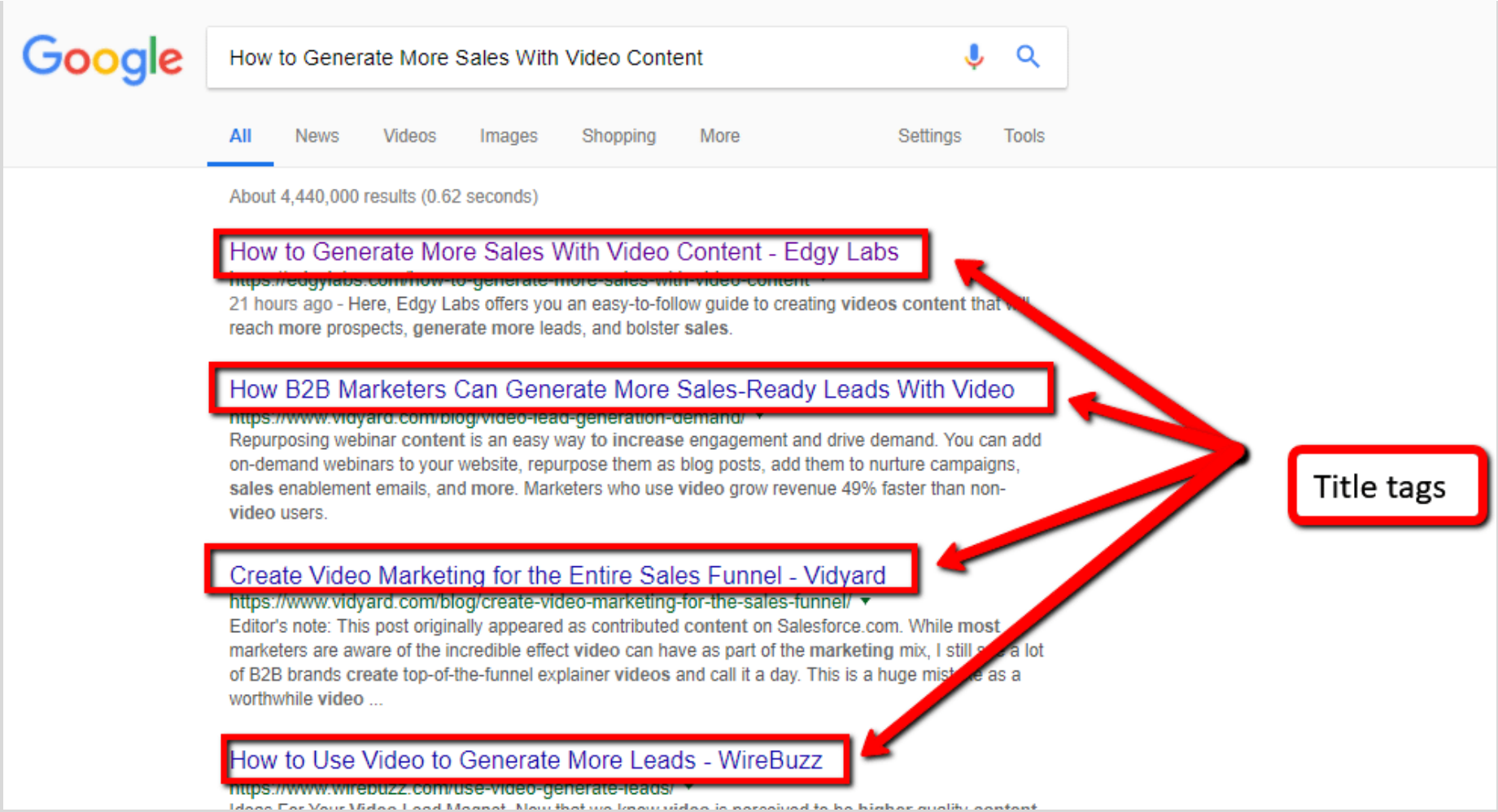
It has been noticed that the content length also plays a major role in the SEO of a website. The higher is the word count, the more preferred the search engine offers to the content. This is the reason maximum of the high ranking blog postings are high much higher word counts.

9) On – Site SEO

There are a number of on-site SEO marketing factors that are now highly helpful in the ranking of the websites in the search engine.

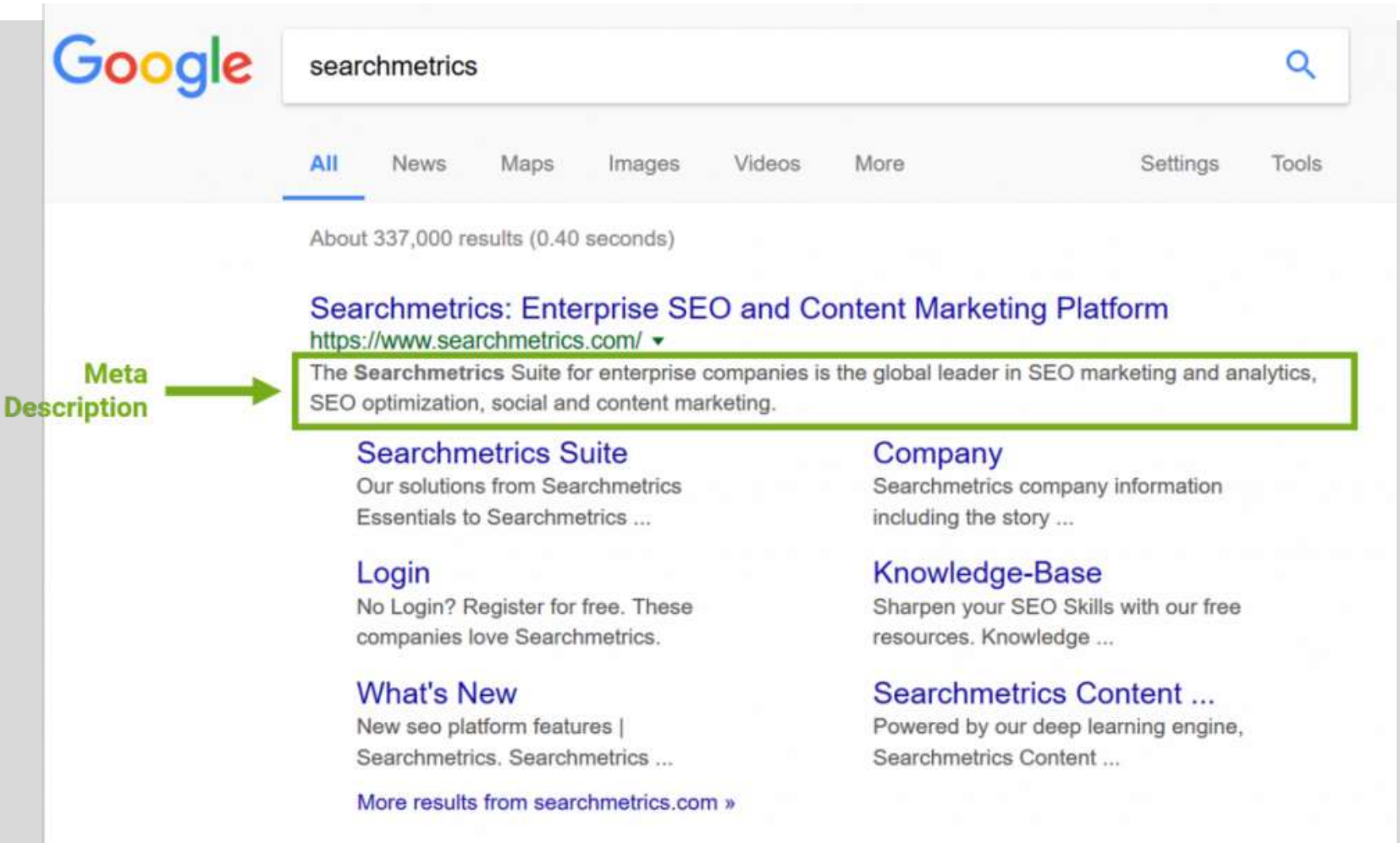
- Title Tag

The title tag is the most important part of any content and it describes the whole page in about 70 characters. It should include also the main keyword along with the brand name. The title tag is placed as <HEAD></HEAD> above of the web page HTML code.



- **Meta Description**

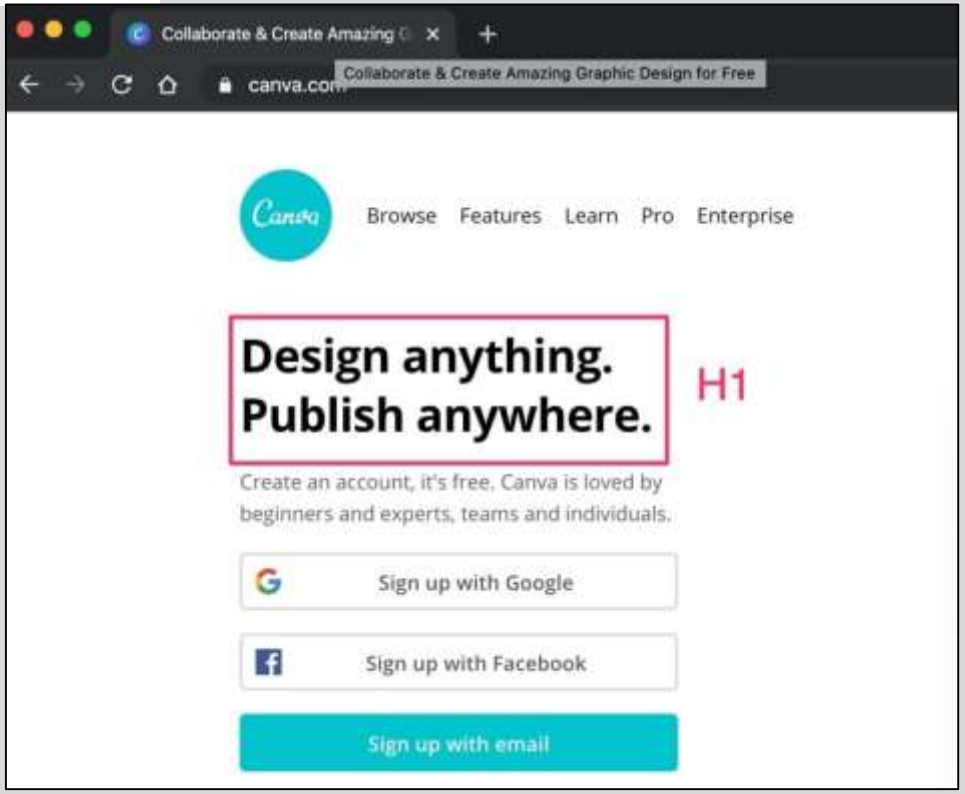
This is another important element that provides a short description of the page. The meta description is mainly available in the page of search results and they also do have keywords in them and are very much SEO-friendly.



- # Header Tags

There are three header labels that are quite important in making a site page SEO-friendly. The <H1></H1> label depicts the main heading of the page. Again, <H2><H2/> and also <H3></H3> are the tags for the subheads of the page.

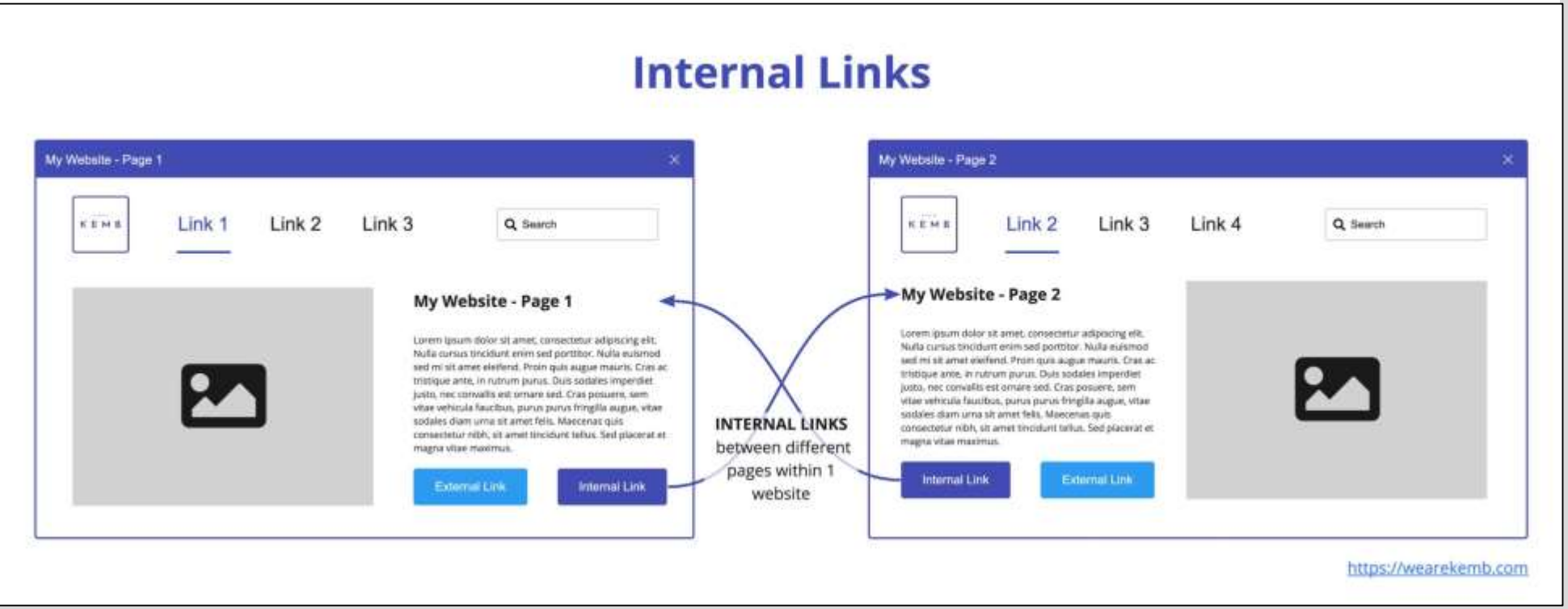
These tags help in dividing the content into different parts so that the search engine can recognize it well and the ranking of the site can be improved.



- **Internal And Outbound Links**

Both internal and outbound linking is quite important in terms of SEO marketing. Internal linking is about connecting different pages of the site with each other through content from a particular site page.

On the other hand, outbound linking is about connecting the site page with the pages of many other relevant sites.



	INTERNAL	EXTERNAL
1.	Directing users from your website to another page on your site.	Directing users away from your website to another website.
2.	Pages that have internal links rank higher on search engines.	Getting backlinks to your site from other websites increase your rankings.
3.	Helps readers to navigate through your website easily.	Helps Google to understand that content is credible.

- ALT Tags And Image Name

Another great tactic of SEO marketing is about adding the right captions to the images. These captions should have the right keywords and they make the image and the page SEO-friendly. Another great way is to make use of ALT tags to include focus keywords in the images

What is an ALT Tag? - ALT Tag Definition

An alt tag is an HTML attribute applied to image tags in order to procure an alternative text for search engines. It is also knowns as "*ALT Attribute*" and "*ALT Description*".

Applying alt tags to images positively impacts search engine rankings.

An ALT Tag's Purpose

Search engine robots cannot interpret images, therefore, ALT tags provide an opportunity for readability.

Alt tags are also beneficial for visitors on browsers that can't process images or on a screen readers' webpage.

What Is Alt Text for Images?

Alt text (alternative text) **describes the content and the context of an image on a website page**. It's a part of the HTML code of your page.

Why is it important?

- Improves website accessibility.
- Helps to rank in Google Images.
- Alt text is displayed in place of an image if the image file cannot be loaded.
- Alt text is useful as anchor text if you decide to use an image as a link.

Alt Text Image Example

Keyword:

Monarch Butterfly

Bad alt text example

```
<img src="butterfly.png" alt="butterfly">
```

Good alt text example

```
<img src="butterfly.png" alt="monarch butterfly">
```

Better alt text example

```
<img src="butterfly.png" alt="monarch butterfly flower">
```

Best alt text example

```
<img src="butterfly.png" alt="monarch butterfly feeding
on a purple flower">
```

On Page SEO Techniques

- Content quality comes first
- Page titles and meta descriptions
- Content SEO
- Headings and content formatting
- Images and other multimedia elements
- URL optimization
- Internal links
- External links
- Page loading speed
- Mobile friendliness
- Comments and on-page SEO

Types of SEO Techniques

Off Page SEO Techniques

- Creating Shareable Content
- Influencer Outreach
- Contribute as Guest Author
- Social Media Engagement
- Social Bookmarking Sites
- Forum Submission
- Blog Directory Submission
- Article Submission
- Question and Answer
- Video Submission
- Image Submission
- Infographics Submission
- Document Sharing
- Link Baiting
- Local Listings

Types of SEO Techniques

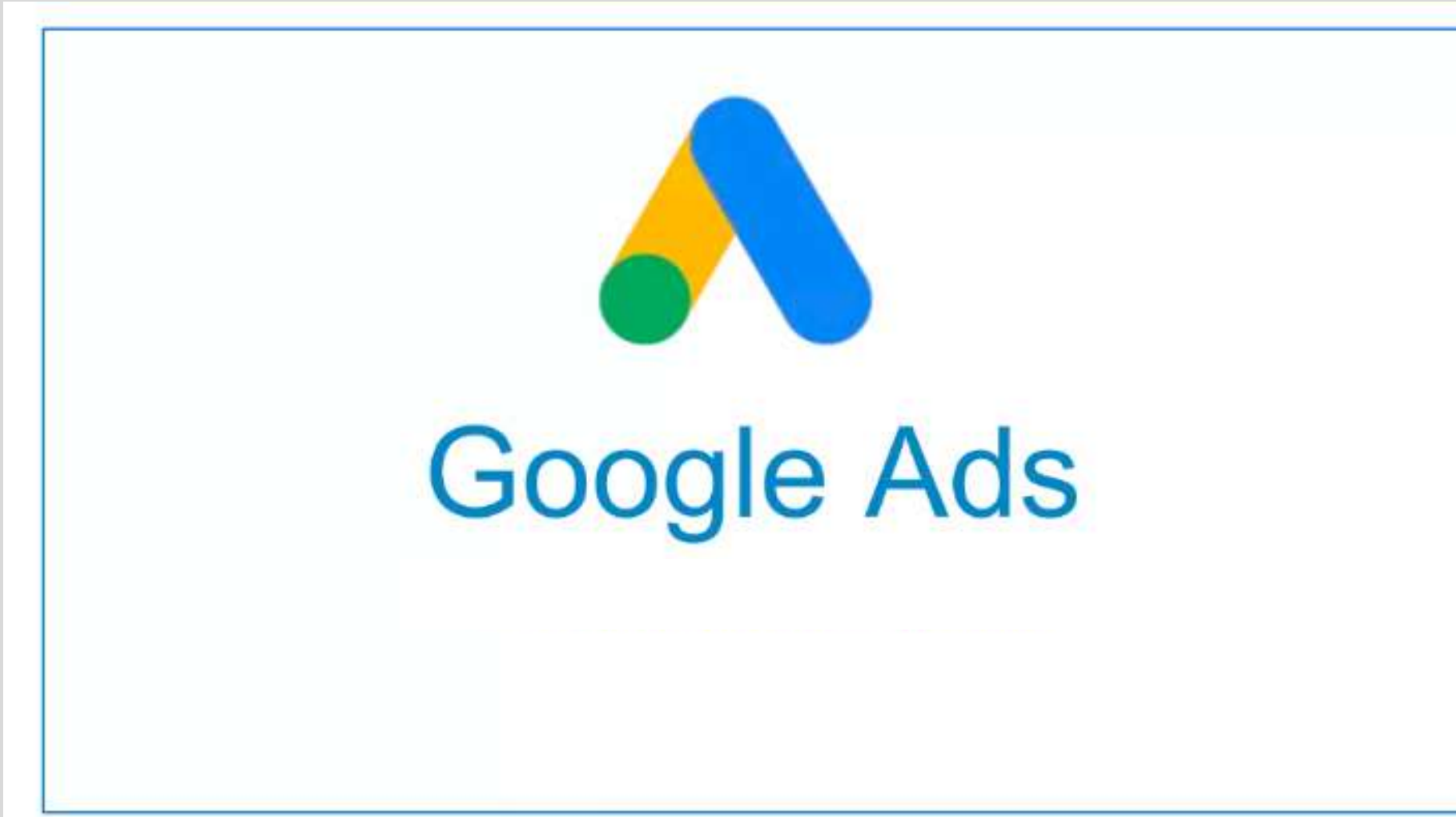
Pam Moore - CEO, Founder

Pam has 25+ years of digital marketing and branding experience helping brands inspire and connect with their audiences! Pam is a Forbes Top 10 Social Media Influencer, international keynote speaker, best-selling author and host of Social Zoom Factor podcast. Before founding her first digital marketing agency, Pam spent 15+ leading corporate marketing teams for world leading brands. She left corporate 10 years ago to build a more agile, affordable agency to empower businesses of all sizes humanize their brands and achieve their goals.

SEO
VS
SEM
Publicidad

SEO Vs SEM: The Difference Table

GROUND OF COMPARISON	SEO	SEM
Full Form	Search Engine Optimization	Search Engine Marketing
Relation	SEO is a subset of SEM	SEM is a superset of SEO
Meaning	For optimizing ranking via organic means	For marketing & advertising of site via paid means
Search Type	Organic	Paid
Cost	Inexpensive	Expensive
Pros	Long-term results, huge traffic, delayed results	Efficient results, precise targeting, better tracking, quick results
Ranking Speed	Climb Slow but stays longer	Climb fast but also fall fast
Online Visibility	Search Network	Search and Display Network


Google Ads

What is Google Ads?

Google Ads is an online advertising program which is developed by Google where advertisers pay to display their advertisement,services or product to the right customers.It helps to grow your business by running campaigns it's a process in which advertisers set bid for their ads to appear in search results.

How to set up Google Ad Account for Campaign?

These are some simple steps to set up Google Ad account:

- Sign Up with your Google account
- Select Campaign
- Set Your budget
- Select Location
- Select Your Target Audience
- Choose Your Keywords
- Set Your Bid
- Add Ad Groups
- Write Ad
- Create Your Ad

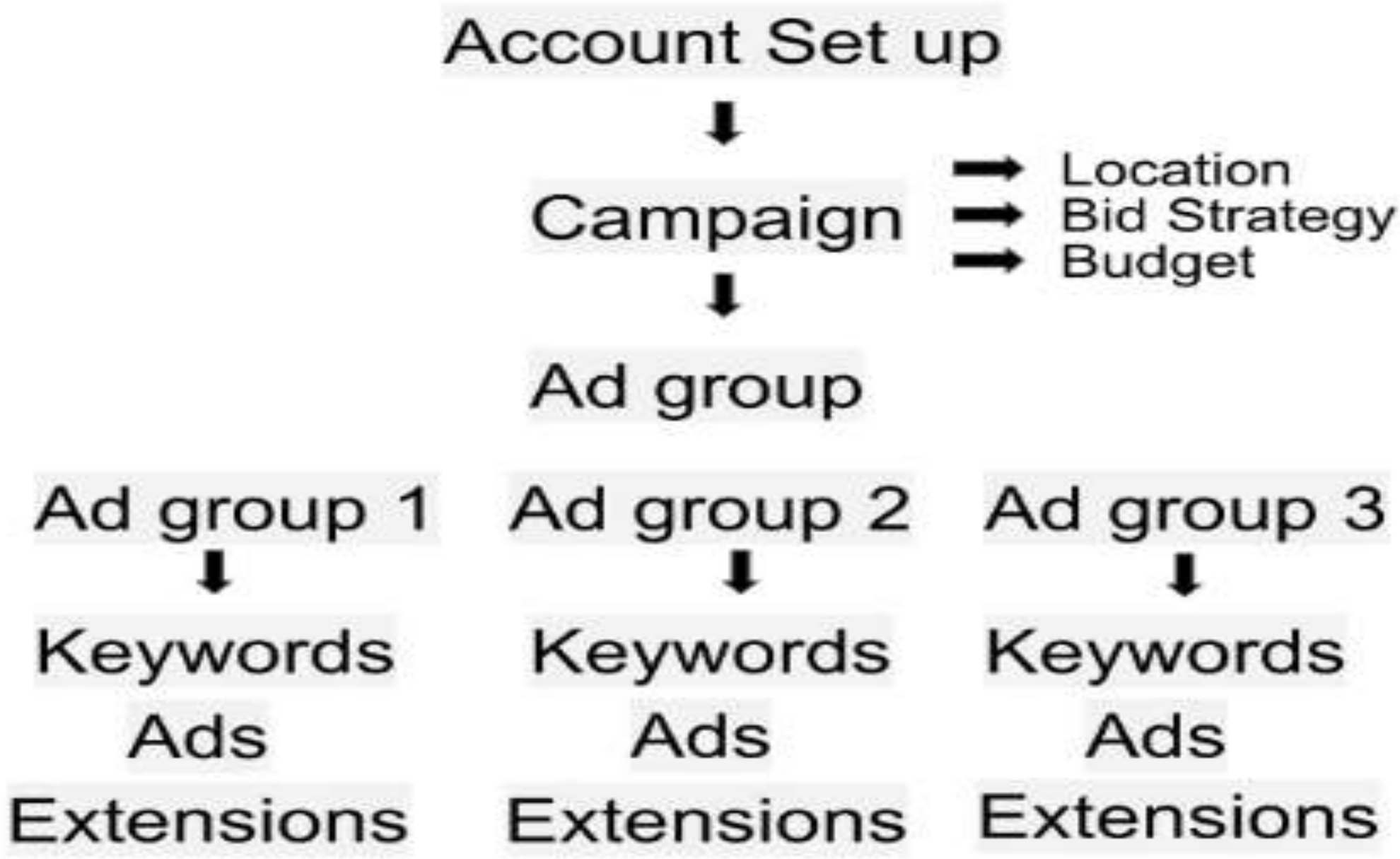
What are the types of Google Ads Campaign?

In Google ads we organize categories of product and services for ads in which we set budget, location , ad groups and other settings in Campaign.

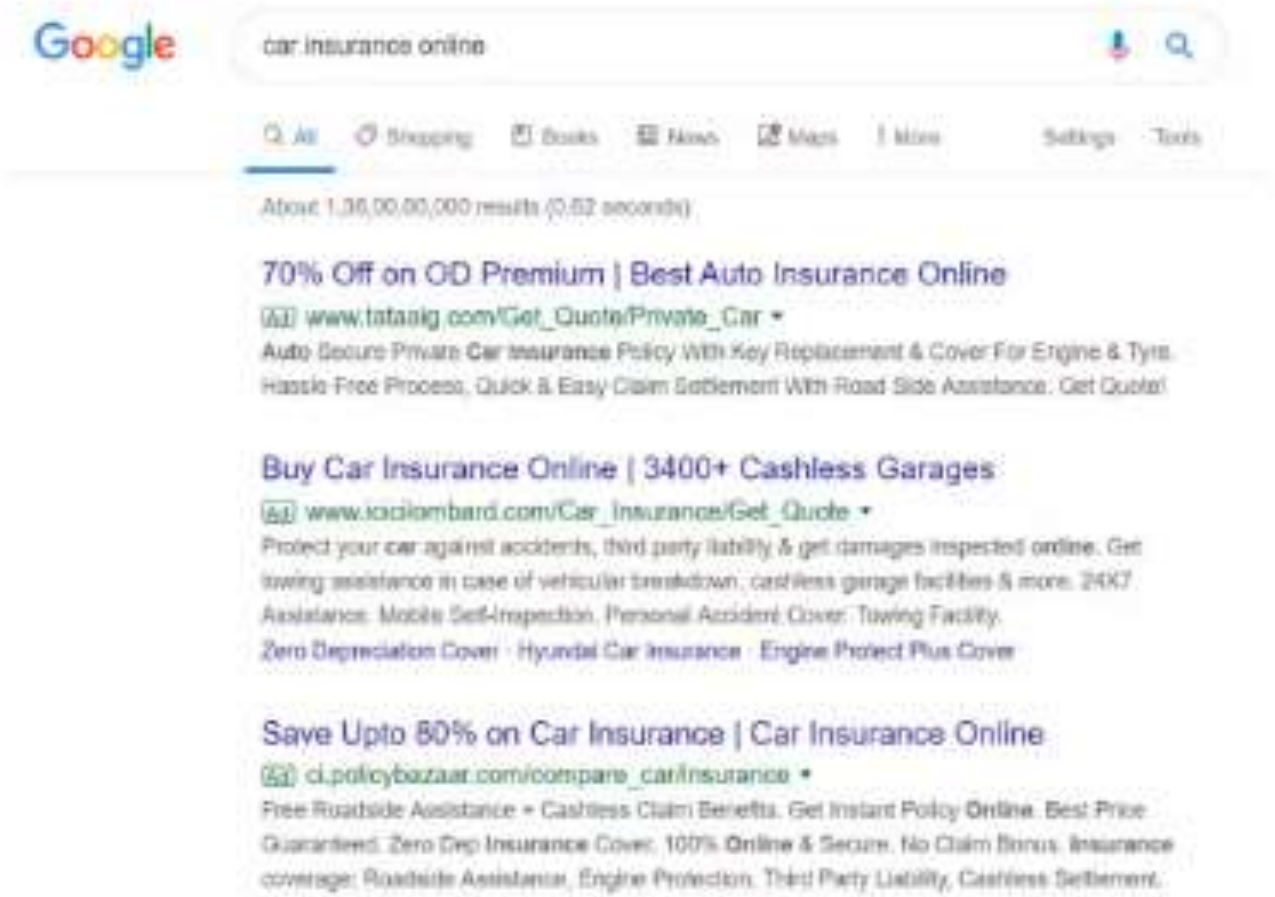
There are 5 types of Campaign-

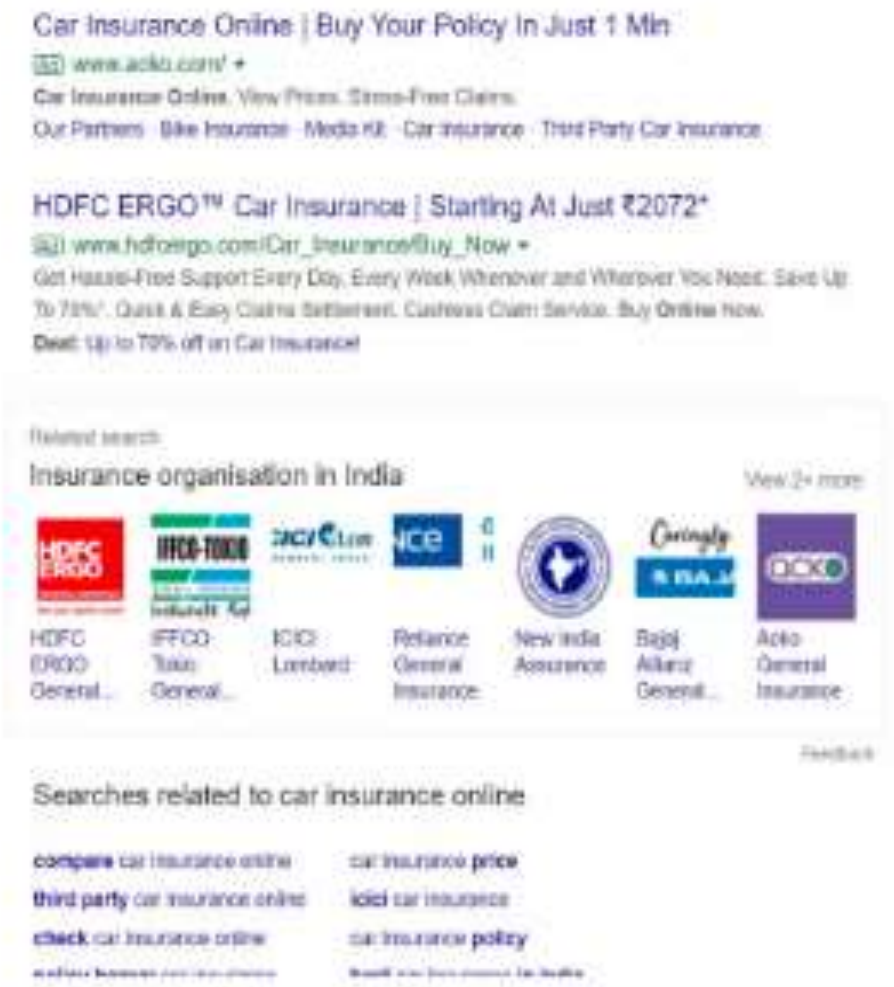
- Search
- Display
- Video
- Shopping
- App

What is Campaign Structure?



Search - when a customer search a keyword on search engine some text ads appear above or below search results related to your keyword these are search ads or paid ads.





Some important factors that helps to rank your ad on search result-

1. Bid- maximum amount you set in auction to get higher rank than your competitors.
2. Quality score- a rating factor given by google from scale 1-10 depends up on the quality of your website to decide the position of the rank on search result.

Factors of Quality score-

- Ad relevance
- Landing page relevance
- Expected CTR

CTR - (click through rate) is the number of clicks divided by ad shown by the user.

Formula - Click / Impressions x100= CTR %

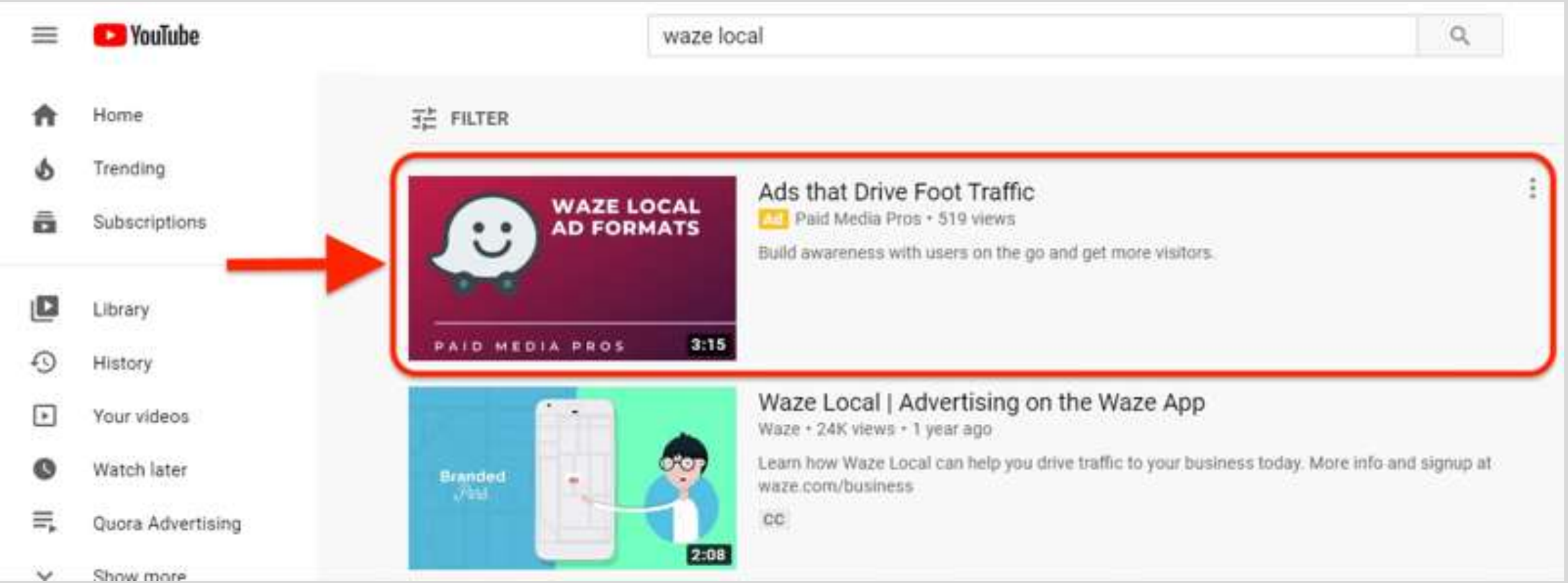
Display - Display advertising is a platform where you can promote about your product,service or business on website,apps,social media through banners or in the form of test,image,video and audio. And display ad appear on website or any page without searching any keyword. It is calculated on the basis of impression counts means advertiser pay on 1000 viewable impression.

Video- display video ads in the YouTube search results or before, during, and after videos on YouTube.There are different types of video ads- **Instream Skippable-** We can skip this ad after 5 sec.When ad run on CPV we will charged when viewer sees the ad for more than 30 secs.**Non Skippable-** this ad run for 15 secs.This ad run and charge only on CPM basis.**Discovery ads-** it will charge on when you click on the thumbnail of the video CPV.It can shown on the home page of mobile , youtube search or in the right side of the video youtube.**Outstream ads-** Automatic video play on website or app that ads are outstream ads and it charged on the basis of CPM.**Bumper ads-** non skippable ad runs for 6 sec and it will charged on CPM basis.**Masthead ads-** It's a static ad shows on the top of the home page of youtube for the 1 particular day and it's same for all the users.Only google can run masthead, a normal advertiser can't run masthead ads.

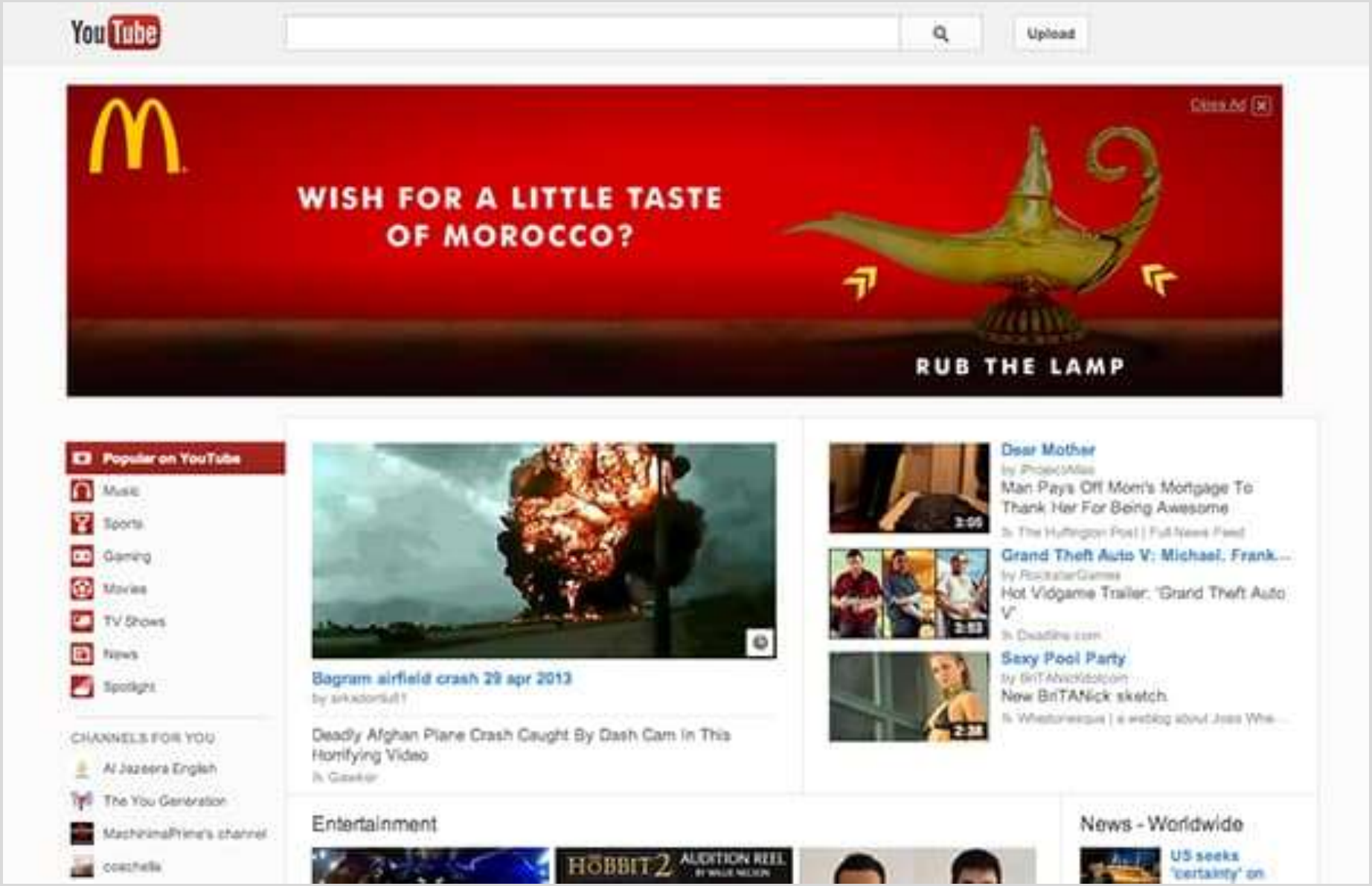
CPM (cost per mille) is a paid advertising option where companies pay a price for every 1,000 impressions an ad receives. An “impression” refers to when someone sees a campaign on social media, the search engines or another marketing platform.

Cost per view (CPV) is an advertising model that charges the advertiser whenever a user watches an ad for a set duration. You can calculate the CPV by dividing the total cost of your video ad by the total number of views.

Discovery Ads



Masthead Ads



App - advertiser can promote their app for Android or IOs users by which app developers get paid to serve ads on their app and they get paid on per installation of the app.Bid strategy for App ad is CPI(cost per install).

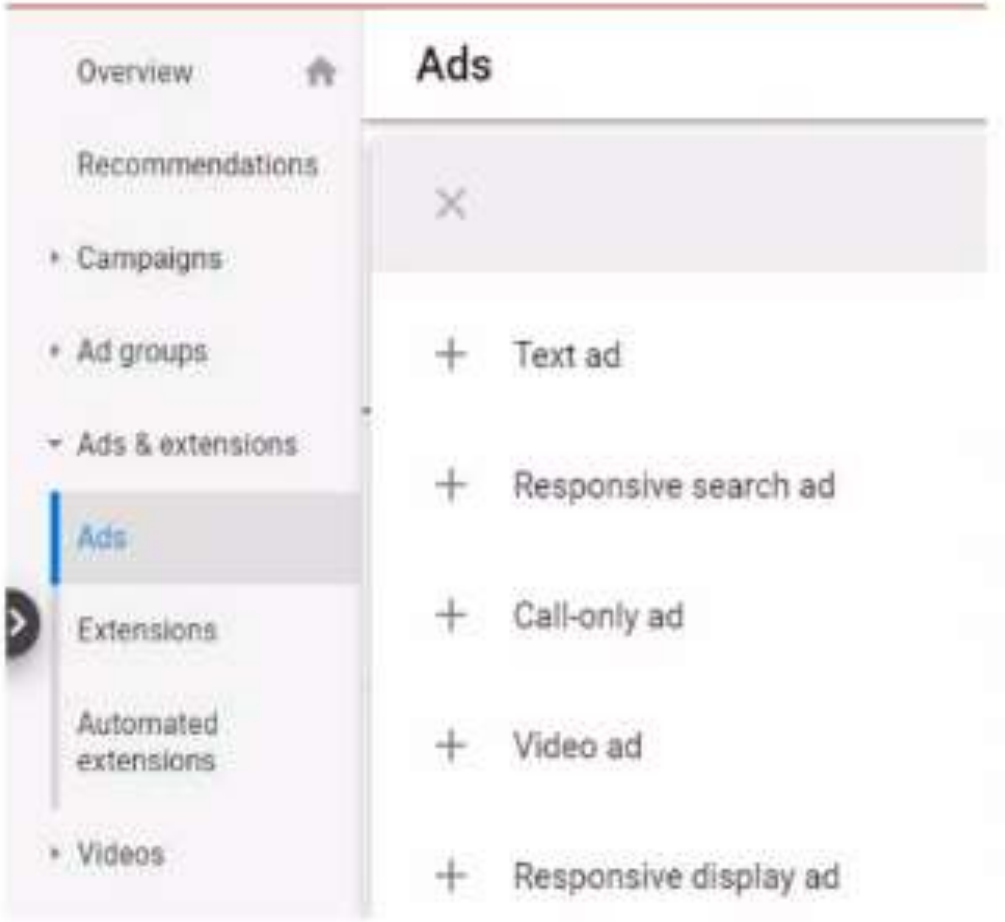
Shopping Ads

Types of Ads

Text Ad- advertiser can use this marketing platform to promote their product and services on google search results.It can be search ads or display ads.

Responsive search ad- you can add more headlines and description.It will automatically show relevant message to customers.

Call-only ad- It shows click to call to encourage your customers to call your business.



Video ad- when you have a video content and you want to promote in different ways on youtube, video sites and display network.

Responsive display ad- it adjust the ad format, size, appearance to fit different ad across the web means it can display as a text ad within mobile app or can display as a banner ad on website.

Other important terms- Content Targeting- it is use to target your ad on website or other media on the basis of category selected by advertiser and content will display only on targeted keyword or topic or placement to increase the reach.In keyword section you can target on keywords related to your ad.In topic section you can select a category for website or apps on a certain subject than google will categories your ad.In placement section you can target on selected website or video to narrow our targeting where you'd like to show your display ads.

Ad Groups- In campaign you can create different ad group of your ad,advertiser can divide their service or product list through ad group and each ad group have their keywords,bid, and other targeting method for one particular ad.

Audiences- are groups of people with specific interests, intents visit to your website and in audiences you can do retargeting for your product and services.

Demographics- In demographics we can target audience on the basis of their age,gender,income etc.

What is Bid and Bid Strategy in Google Ads?

Bid is the highest amount that you're willing to pay for a click on your ad.There are 2 types of Bid strategy-

1) Manual - Manual CPC (Cost per click)- in which you decide bid manually.

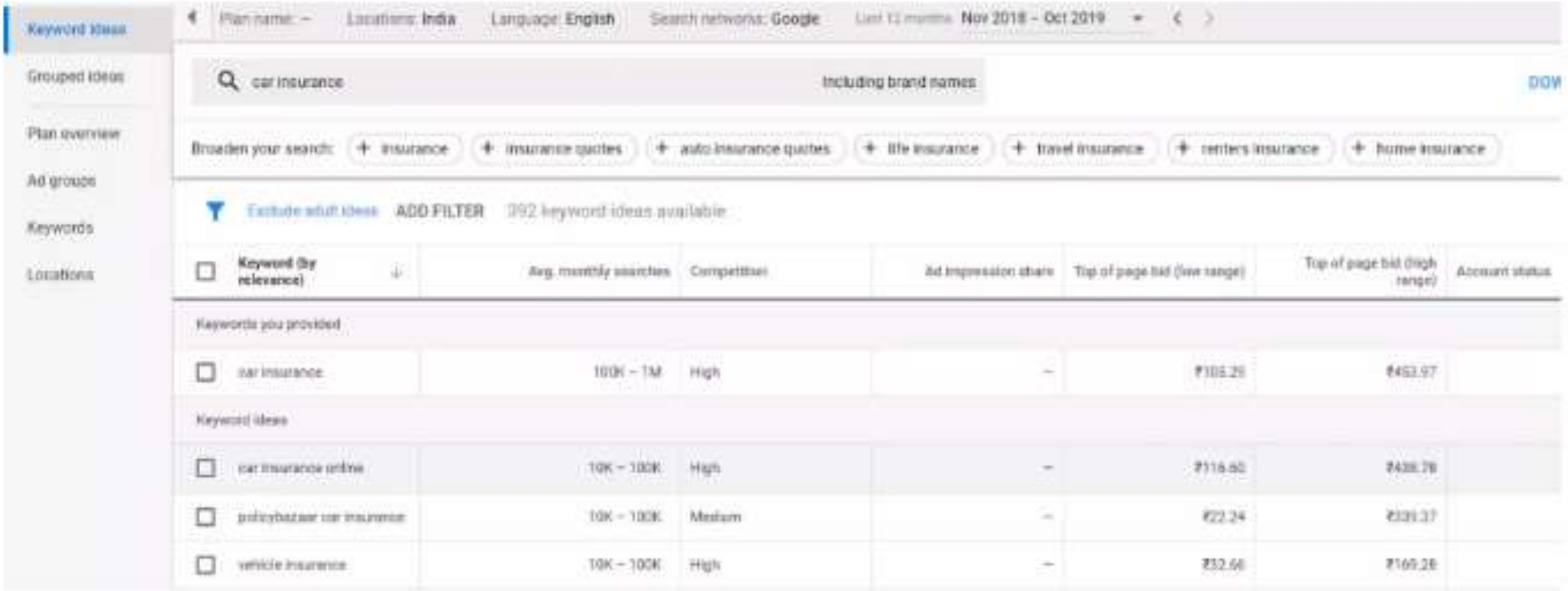
2)Automated- In automated strategy you have more option like **Target CPA** (bid for conversion) **Target ROAS (return on ad spending-** bid on total sales/ad spend X 100%. **Maximize clicks** many clicks as possible within your budget.**Maximize conversions** the most conversions for your campaign while spending your budget.**Maximize conversion value** the total conversion value of your campaign within your specified budget.**Target impression share** helps to showing your ad on the absolute top of the page, on the top of the page, or anywhere on the page of search results.**Enhance CPC** Google Ads determines that you're bidding too low for a well-performing ad, it will up the bid so that you get more conversions.

What are Keywords ?

Keywords are words that is use to match with your ad and Keywords should be relevant to your ad campaign so that it can help to you reach the right customers which they are searching for. Use at least 20 Keywords to your ad copy(each).Types of Keyword Matches-Broad Match- It allows you to reach the widest audience and it also appear when synonyms of word is used or mispelled in search term. Phrase Match- It shows when exact keyword in inverted commas for ex. “Car Insurance”,or close to the exact phrase of your keyword, with additional words before or after. Exact Match- It shows the exact Keyword in brackets for ex. [Car insurance] Broad Match Modifier- when you put + sign with keyword ex. Car insurance+cheap.Dynamic keyword Insertion- by using DKI headline can be replaced by adding keyword when google can’t decide what to show on that result you can add keyword in text ad>than headline>make a curve bracket> type a keyword in keyword insertion.

How can we do Keyword Research ?

Keyword Planner- it is a tool given by google by which you can discover new keywords and their volume and competition location wise for your ad.



What are Extensions in Google Ads?

Extensions are the additional links which are use to enhance the ad and it also helps to increase the CTR and relevancy of the ad to make it more useful for the customers. Extensions are controlled by google, only they decides that which extension should be display on the basis of your ad quality.

Types of Extensions -

Sitelink Extension- You can add 4 sitelinks to your ad. It can take people to specific landing page directly on your site.Ex-

Callout Extension- similar to sitelink but without links it shows USP's (unique selling points) USP's services helps to make your different with others.Ex-

Structured snippets Extension- highlight specific aspects of your products or services and each of them have their header list that you like to highlight. Ex-

Call Extension- additional information is your business phone number.

Location Extension- help people find your locations by showing your ads with your address, a map to your location.Ex-

Price Extension- P.E. clicks are charged when a person clicks on any of the price extension items.Ex-

Message extension- customers can send you message with one tap on your ad.for ex- to book an appointment or ask for information etc.

Affiliate location extension- help customer to find nearby stores that sell your products.

App extension- customers click on the link to your app for installation.

Promotion extension- it's highlight the special sales,deals or discount for the customers that are searching for it.