

Skilled / Unskilled

Learn 1 skill which had low competition

Ex: Driving, Video editing

Unskilled: no need of subject

Ex: Food delivery, Hotel server

Difference between Traditional Marketing and Digital Marketing

Traditional:

- 1) We cannot target the audience
- 2) Much expensive
- 3) Less results
- 4) Office needed
- 5) Maintenance
- 6) Less Interaction

Digital:

- 1) We can Target audience by their demographics
- 2) Effective Campaign
- 3) Low expense
- 4) No need of Office

5) Result Oriented

Traditional Marketing Tools: 1) Television 2) News paper 3) Radio 4) Pamphlets 5) Hoardings

Digital Marketing Tools: 1) FB 2) Insta 3) YouTube 4) Email 5) SMS 6) Websites and so on

Digital marketing Skills:

1) Lead Generation

2) Brand Awareness

Own website: We have all the knowledge on all marketing skills.

Business Agency: They can engage more employees into business to develop the marketing.

1) Video Creation

How to create

How to edit

How to cut

Footage

Audience engagement

Viral video

2) Content Creation

Blog post, Advertisement, Subtitles, SEO Description

Above all is show effect on buying decision by the stomper.

3) SEO

Optimize the content as per the search engine requirement.

4) SEM

Google, Bing, YouTube - Search results, Advertisement

5) Ad campaign

-> Paid promotion

Performance

Target audience

Conversion

Reach

Visits

Clicks

Interest

Different Websites:

1) Blog / Personal Website

EX: Blogger, Word press (Free)

2) Business Websites

Business Designer / Web designer

3) Ecommerce Websites: (Online Stores)

EX: Shopify, Woo Commerce

4) NEWS:

Way2news, Daily Hunt, tupaki.com

5) Online Community:

EX: FB, Insta, LinkedIn

6) Job Boards:

EX: Naukri, indeed, monster

7) Coupon Website:

Ex: Phone pay, Google pay, Amazon

8) Multilingual Sites:

If someone wants to run a website in different languages is called multilingual sites.

9) Video / Audio Sites:

EX: YouTube, vimeo, podbean, askpet

Google Search Console (Google Web Master)

This is helpful to present a website in Google search engine.

So it is useful for website owners and business owners.

Uses:

1) Which keyword gets more Traffic?

- 2) Devices used to reach our websites
- 3) Total pages on website
- 4) To know the indexed pages
- 5) Website usability issues
- 6) Sitemap submission
- 7) To know back links of the website
- 8) Which page will get more clicks?

CTR (Click through Rate) = No of Clicks / No of Impressions x 100

Google Algorithms:

It is used to retrieve data from search index and deliver best possible results.

This is the combination of algorithm and ranking factor to deliver WebPages by its SERP Relevance.

- 1) Panda -> Feb-2011
- 2) Penguin -> Apr-2012
- 3) Hummingbird -> Aug-2013
- 4) Pigeon -> July-2014
- 5) Mobile Friendly -> Apr-2015
- 6) Rank Brain -> Oct-2015
- 7) Fred -> March-2017

8) Medic -> Aug-2018

9) BERT -> Oct-2019

10) Core Update -> Dec-2020

1) Panda Update -> It targets only on quality of content on website.

And erases 12% of the spammy content.

2) Penguin Update -> This algorithm target websites that were using manipulative Link building to improve their search engine rankings.

3) Hummingbird Update -> This update was designed to improve Goggles ability to understand the intent behind user quarries.

4) Pigeon Update -> Pigeon update aimed to address the way that Local search results were displayed. -> Keyword stuffing.

atom.xml? redirect=false&start-index=1&max-results=500

DIGITAL MARKETING TOOLS:

These are also called as Formats.

1) Articles:

It converts user engagement to Conversation or visits or clicks.

Ex: Blogs, Website

2) Image/Photo:

A picture is more worth than thousand words.

3) Video:

Now days after coming 4g or 5g video content will be more effective than image or article

4) PowerPoint Presentation:

PPT format is very useful to give presentation. This is also effective after screen record

Some people will do the videos.

5) Application:

Google play store or IOS play store are using to engage people with the application.

6) Website:

If we want to do digital marketing you should need a website to engage the people.

And it is also called as online address for website owners.

7) Banner:

If someone visits our website/blog, there some banner items will show by the other Website owners it comes under add marketing. So that user easily clicks the add and Converts as our client.

8) SMS:

Now a day's every shopping mall was collect the phone numbers and they convert these To send bulk SMS or Whatsapp message to convert them into different ways of marketing.

Types of SEO

1) White Hat SEO:

We need to do the optimization as per the Search engine algorithms.

Like: Quality Content, Manual promotion, Website Design, Site Optimization

2) Black Hat SEO:

In this some people will use shortcut methods to optimize their content.

EX: keyword stuffing, spam link creation, duplicates content

3) Gray Hat SEO:

In between White and Black Hat SEO is called as Gray Hat SEO

EX: Paid reviews, link exchange, spam content

4) Negative SEO:

In this method some people do negative impact on their competitor websites.

EX: unnatural links, negative reviews, site hacking

On page SEO

Visible Optimization is called as on page SEO

There are 3 things which are visible to us when we search something

- 1) Title
- 2) URL / Tags
- 3) Meta Description

1) Title -> Each & Every page contains title of the page. In this title

We need to insert primary keyword or website main concept.

EX: "Best power bank for iphone - A complete guide"

"Best Auto mobile shops in Hyd | Sales | Service | Spare Parts"

"Where should you buy best power bank for phone"

2) URL / Tags -> We use tags to show main points in the content, in this

We use H1 to H6 Tags

H1 -> Main Keyword and Page Title

H2 -> Secondary keyword & Sub Headings

H3 to H6 -> Remaining Headers

3) Meta Description -> when we search for something we found this description

Also in the SERP. In this also we need to insert primary keyword and 1 or 2

Secondary keywords. Mainly we need to write strong points about our website.

Then users will click our page URL and convert as clicks & visits.

Off page SEO:

Doing Optimization Outside of the website is called off page SEO.

Two Methods are there

1) Link Building

2) Social Media Marketing

LINK BUILDING

Back link -> If we have abc.com website, by connecting from our

Website to xyz.com visitors will turn to our website by clicking our website link.

Internal Link -> Link between One pages to another page within the website

External Link -> Website to another website links is called External links.

Technical SEO:

Site speed is more important factor in search rankings

1) Site Speed -> User comes and enter our website URL (Uniform Resource Locator)

In the browser. If it takes more than 60 seconds then user will hesitate and

Clicks another websites link. So that we need to do some modifications.

2) Plugins / Widgets -> No need to use un-necessary plugins and widgets in our

Website. Word press - Plugins, Blog - Widgets.

3) Image Optimization -> Need to compress our website Images into KB's

EX: RIOT, WP Smush, CANVA

4) Hosting Provider -> We have buy best performing Providers like Godaddy & purchase

SSL (Secure Socket Layer) also.

Ex: Bigrock, Hostinger

5) Select Mobile Friendly Website and Theme

6) Delete Duplicate Content in our website. If needed we can paste our content

in the below websites and check whether it is Duplicate or Not.

EX: copyscape.com

smallseotools.com

duplichecker.com & Plagarism Checker Tool

7) Establish our website into Google Search Console

Social Bookmarking sites:

You can easily promote your posts in these sites. Automatically

These will get create backlinks.

EX: MIX, Reddit,pintrest,Diggscoop.it

Online Forums ->

These are used to discuss on single topic. If we have any doubts

We can raise a question here.

Ex: warrierforum.com, wickedfire.com, blackhatworld.com

Article Submission Sites ->

These sites are useful to rank our website in search engine. We can submit

Our blog posts or articles in this to reach more visitors.

Ex: Hubpages.com, chow.com, articlefactory.com, sooperarticles.com

Video Submission Sites ->

Now a day's more people are engaged with videos rather than articles. We can
Submit our videos into below sites to reach more engagement.

Ex: Youtube.com, dailymotion.com, metacafe.com, vimeo.com, dropshots.com
myspace.com

Image Submission ->

Ex: FB, Instagram, photobucket.com, flicker.com, pintrest.com, imageshack.com

Blogging:

Blogs are updated by daily basis where as websites take many processes.

Blogs are shown latest post in the opening. Blogs are mainly used for user engagement.

Websites mainly had their own homepage.

Blogs are 2 types

1) Free

2) Self Hosted

Free -> Blogger, Wordpress, Quora, Tumbler, Webs, Weekly, Wix, and Edublogs

Self Hosted -> In Self hosted we need to purchase Domain and Hosting then run the website.

How to Earn Money with blogging - >

Advertising -> Google Adsense - This will show all type of ads and regional ads also.

Other than Ad sense we have below sites to establish our website

- 1) Media.net
- 2) Propeller Ads
- 3) Popads.net
- 4) Chitika.com

If we don't need to submit our website or blog into these type of add publishers then

Directly post ads from different type of Affiliate Marketing websites.