

## Let us learn

- Meaning of Marketing.
- Meaning of Digital Marketing.
- Marketing channels in Digital marketing.
- Concept of Search Engine.
- Organic and paid search.
- Categories of SEO : Black Hat SEO and White Hat SEO.
- Different SEO strategies.
- Long tail and short tail keywords.
- Actual working with SEO.
- Concept of Google Analytics.

Dr Ajay Kumar is senior vice president marketing at "Click and Boost India Private Ltd". He is a digital marketing expert and social media specialist. He has over 10 years experience in the digital marketing niche.

Mr. Suhas has floated a small company which manufactures springs and bearings required for machines . He is facing a problem to market his product through website. He appointed Dr. Ajay as consultant for Digital marketing.

Given below is the conversation between Dr. Ajay and Suhas. The idea behind this dialogue lesson is to make students understand the different aspects of digital marketing

**Mr. Suhas :** "Good morning sir !" I want to understand new method of marketing for website, will you please explain me how I can do digital marketing? What is this all about?

**Dr Ajay :** Marketing has always been about connecting with your audience in the right place and at the right time. In today's era of technology it simply means you need to meet them where they are spending more time and that is on the internet.

While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. Digital marketing is the use of the internet, mobile devices, social media, search engines, and other channels to reach consumers.

**Mr. Suhas :** Sir, You mean to say that online advertising means digital marketing?

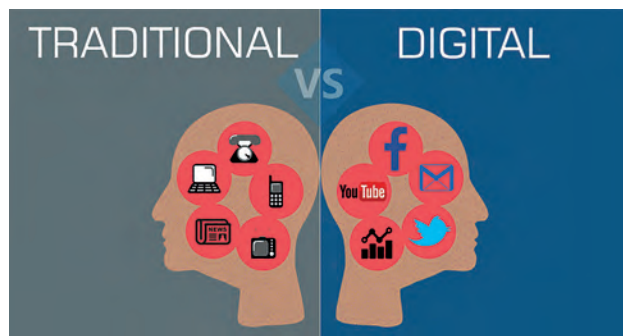
**Dr Ajay :** Well, you are partially correct but not fully, let me explain. Digital marketing is not new. It's been around since the Internet started. Now digital marketing is becoming popular due to the increase in internet users, mobile phone users and digital content consumption.

Digital Marketing simply defined as an umbrella including all internet or online marketing activities that helps in the brand

promotion or lead generation in today's competitive business environment.

Think about the last important purchase you made. Before buying, you probably would have searched the internet to learn about the product you wanted and what your best options were. And your ultimate buying decision would have been based on the customer reviews, features, and pricing you researched.

Purchasing decisions are online now-a-days. Hence, an online presence is absolutely necessary regardless of what you sell.



**Fig. 6.1 : Traditional vs Digital**

**Traditional Marketing** examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters, commercials on TV and radio, billboards and brochures.

The world of **digital marketing** continues to evolve as long as technology continues to advance. Examples of digital marketing include things like websites, social media mentions, YouTube videos, and banner ads. Specifically, digital marketing is similar to traditional advertising, but using digital devices.

Mr. Suhas : Ok Sir, How digital marketing will help me to promote my business online? Is there any tactic or method or channel to rank my product on search engine?

Dr. Ajay : Yes Sir! Let us understand some **Marketing Channels in Digital Marketing**



**Fig. 6.2 : Marketing channels Digital**

- 1. Search Engine Optimization : SEO** is the process of boosting content and technical set-up of the website so that it appear at the top of a search engine result for specific keywords. SEO is to attract visitors to your website when they search for products or services related to your business.
- 2. Content Marketing :** Have you heard the saying, “Content is king?” Quality content is the fuel that drives your Digital Marketing strategies. Content Marketing denotes the creation and promotion of content assets in order to generate brand awareness, lead generation, traffic growth, and

customers. The channels that play a part in your content marketing include video, blogs, e-books etc

- 3. Paid Search :** Paid search or pay-per-click (PPC) advertising refers to the “sponsored result” on the search engine results pages (SERP). PPC ads are visible, flexible, and effective for many different types of organizations. With paid search, you only pay when your ad is clicked. You can tailor your ads to appear when specific search phrases are entered, targeting them to a particular audience.
- 4. Social Media Marketing :** Social Media Marketing promotes your brand and content on social media channels in order to increase your brand awareness, drive relevant traffic, and generate leads.
- 5. Email Marketing :** Companies communicate with their audience through email marketing. Emails are used to promote content, events, and discounts, and also to direct people toward the business’s website.
- 6. Mobile Marketing :** From SMS and MMS to in-app marketing, there are many ways to go through with mobile marketing.

**Mr. Suhas :** Ok sir. So I need to use any one of the above channel to make my product rank top on search engine right?

In today’s competitive market, Online marketing is more important than any other marketing. With the help of smart phones browsing for a required or sometimes not required things has become a tendency of a human beings. But what is Search Engine Optimization? Why we must do SEO?

**Dr. Ajay :** Ok wait lets understand terms one by one

**Search Engine :** A web search engine or Internet search engine is a software system that is designed to carry out web search (Internet search), which means to search the World Wide Web in a systematic way for particular information specified in a textual web search query. The search results are generally presented in a line of results often referred to as Search Engine Results Pages (SERPs).

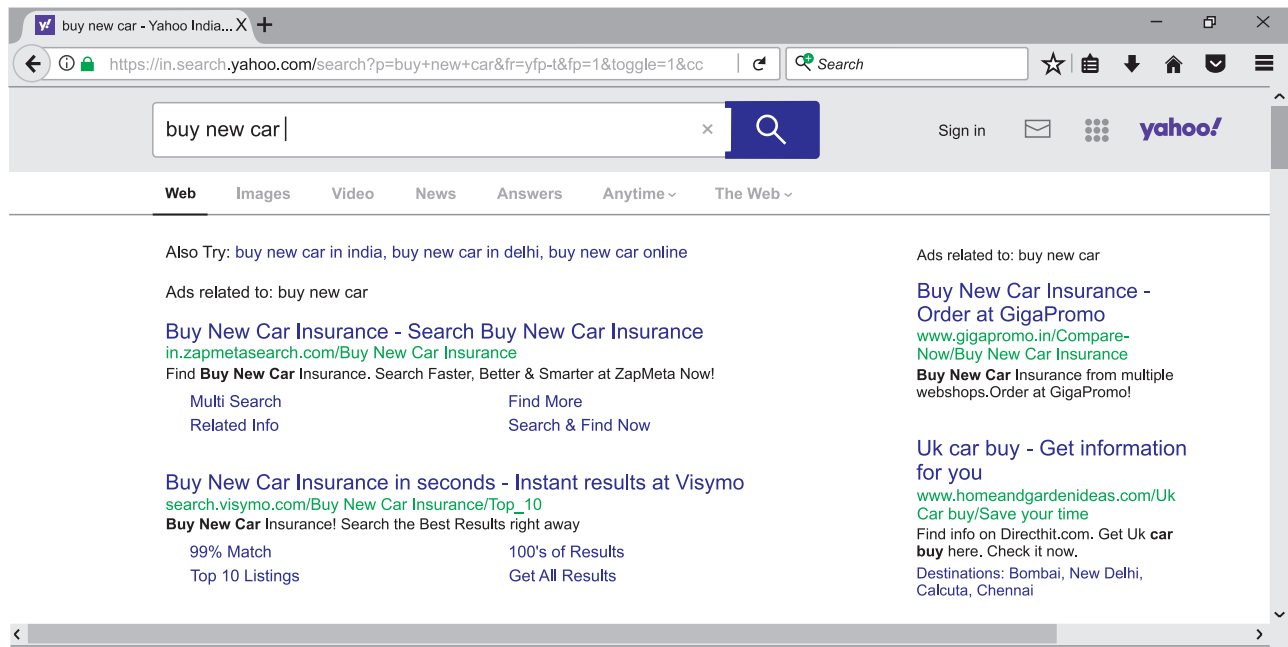
The information may be a mix of links to web pages, images, videos, info graphics, articles, research papers, and other types of files.



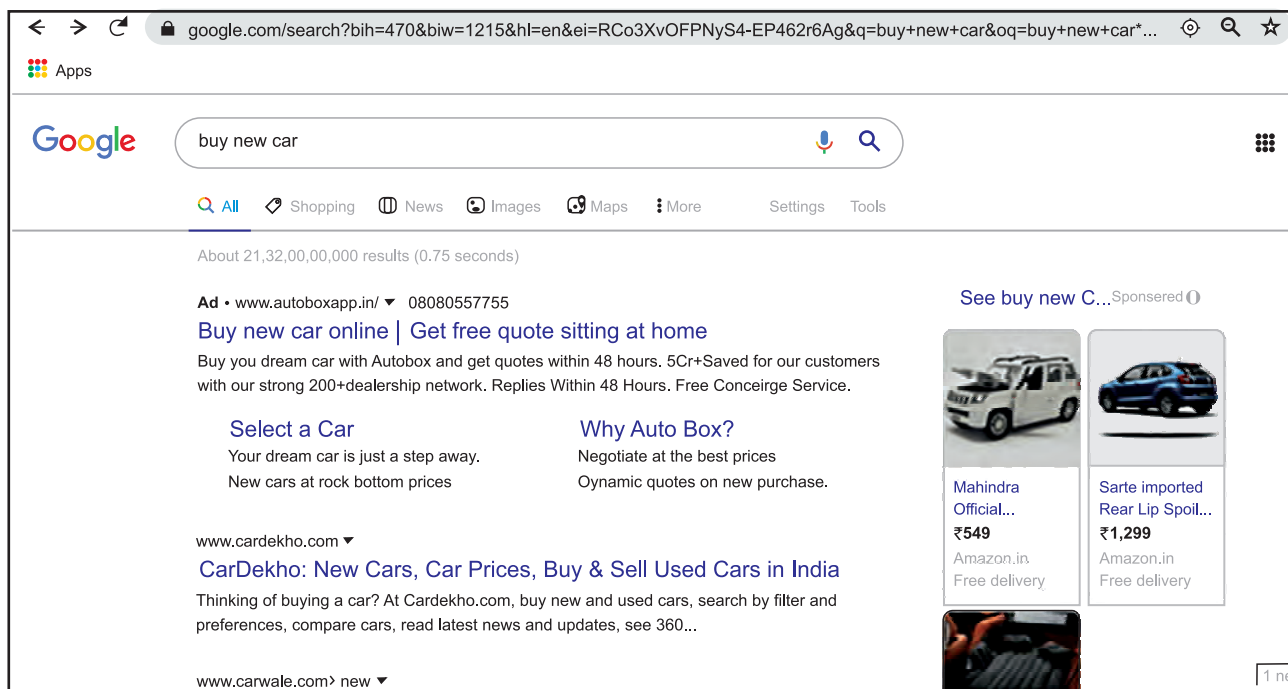
#### **Do it yourself**

Make a list of Search Engines, Browsers you Know.

**Dr. Ajay :** To understand this let us compare Search Result of Yahoo and Google for same product and we compare them. Have a look to search results



**Fig. 6.2 : Result of Yahoo Search Engine to buy a new car**



**Fig. 6.3 : Result of Google Search Engine to buy a new car**

Now you can easily differentiate the result shown by two search engines i.e. Yahoo and Google. It is showing different websites having information for buying new car. The entire SEO works on keywords. If those keywords are being

used in the content of the website then that website may rank in top ten or twenty search results. Google has a few tools that make it easy to conduct keyword research. One can insert any keyword, multiple keywords, or even the website

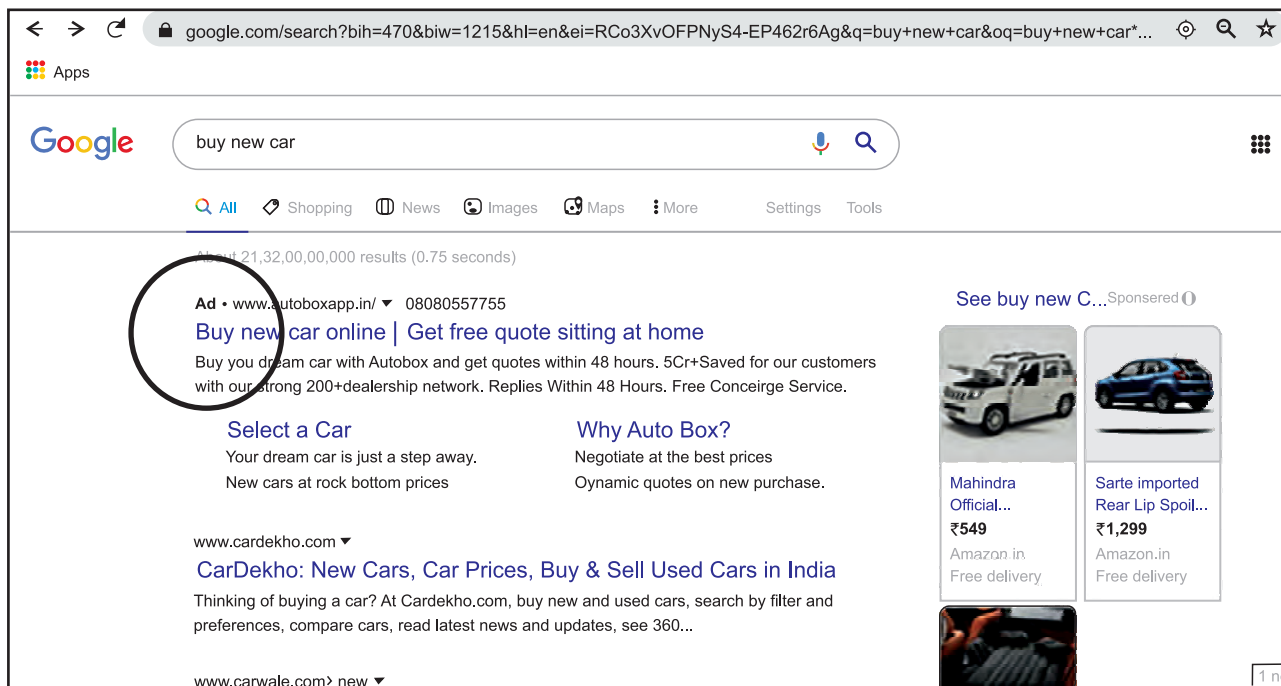
address, and Google will then return a list of related keywords.

**Mr. Suhas :** oh yes! It is crystal clear now how search engine plays important role in ranking the website. Please tell me shall I pay and rank my website or is there any other way which is economical which I can use to rank without paying.

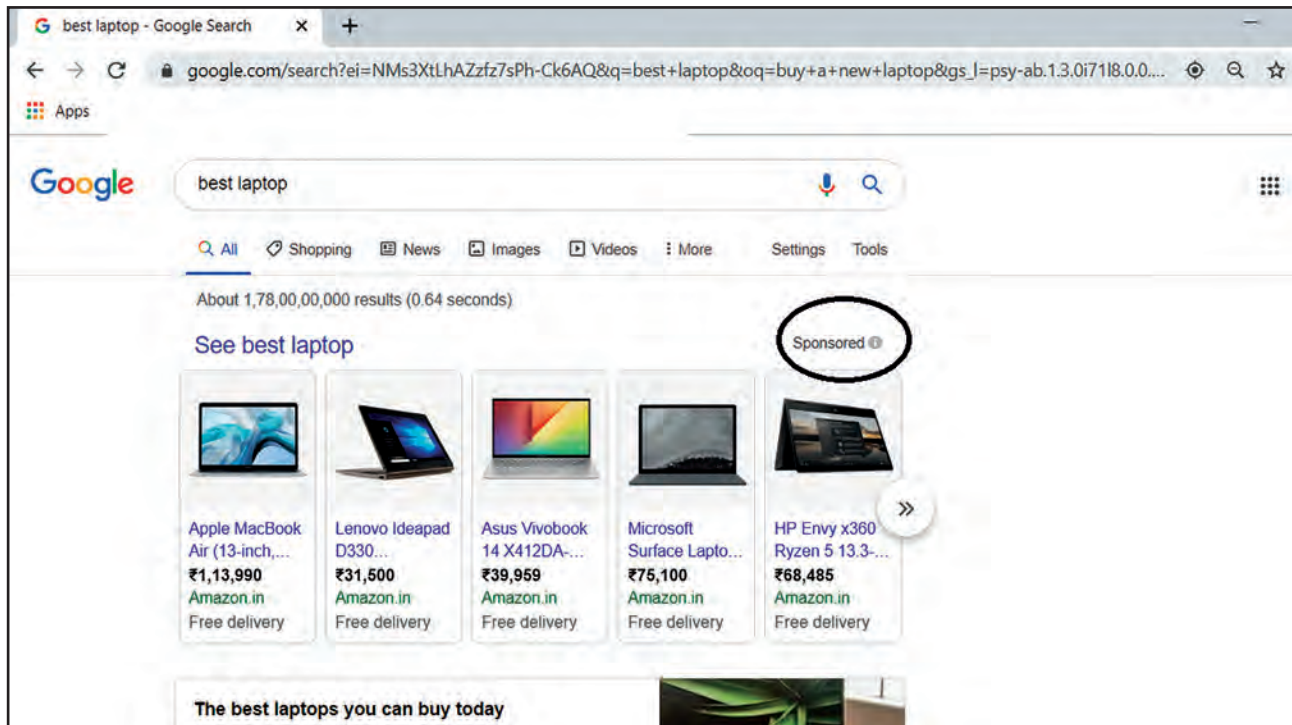
**Dr. Ajay :** Yes sir There are two ways to rank website one can **pay and rank** and other is without payment one can rank website doing **SEO process. ie Organic Search.**

Let us understand difference between **Organic Search and Paid search.** Look at these two figures fig. 6.4 and fig. 6.5

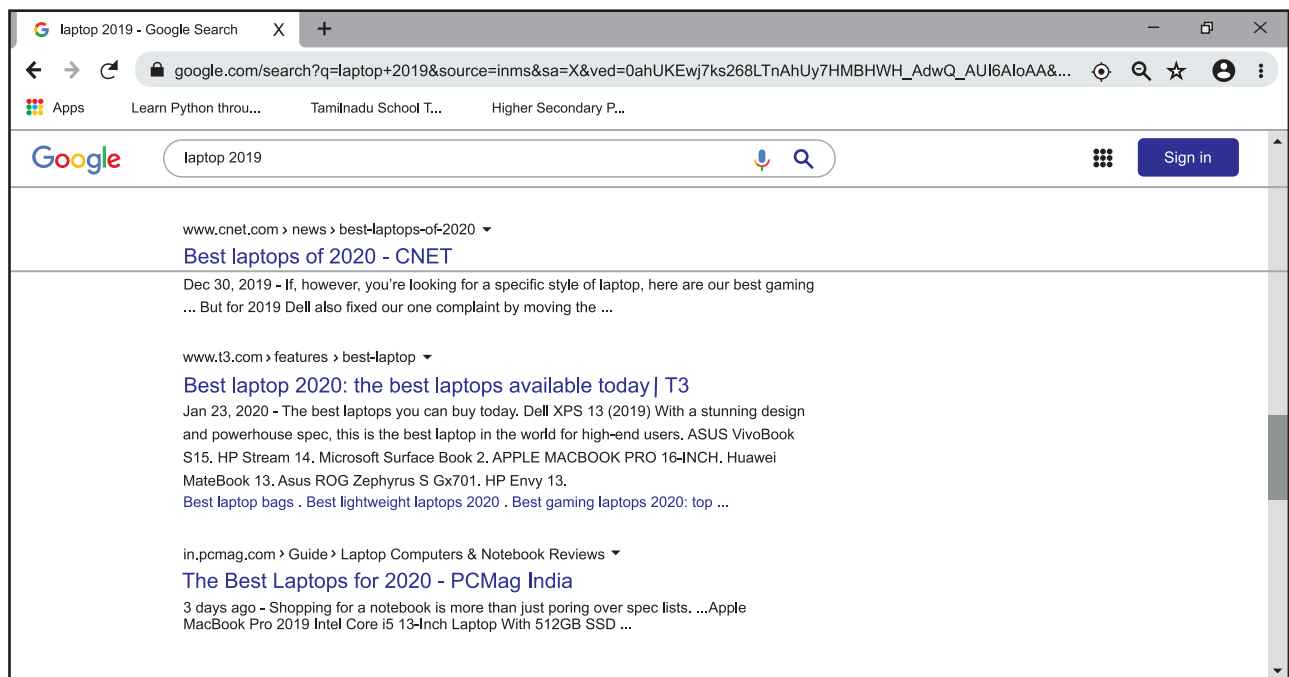
and you will understand that you can pay Google or any Search Engine and rank your website on top of search. The keyword **Ad** marked here fig 6.4(a) shows that this site has paid Google search engine to rank him at top. Fig.6.5 shows the keyword **Sponsored** which is also paid site to rank the images and information at top. In fig 6.6 the searched web site is so popular that many users must have visited it. Therefore it has become popular and it is ranked by search engine on its first page . Why we must opt for first five pages because as we go on higher page number, customer does not search those pages or there are very less visitors as page number grows.



**Fig. 6.4 : Links with advertisements are called as "Paid Search"**



**Fig. 6.5 : Links with advertisements are called as "Paid Search"**



**Fig. 6.6 : Links with Organic Search**

**Dr. Ajay :** Now let us see how we can rank our website with help of SEO. Techniques and strategies used to get higher search rankings, and breaking search engine rules are-

1. Black Hat SEO
2. White Hat SEO

**Mr. Suhas :** What do You Mean by Black Hat and White Hat SEO?

**Dr Ajay :** Let us understand White Hat SEO and Black Hat SEO.

- i. White Hat SEO involves looking for ways to improve user experience ethically and genuinely. It ensures that Web Page content should have been created for the users and not just for the search engines. This means some market specialist create an artificial content which contains key words and those keywords you use as your search strings
- ii. Black Hat SEO relies on manipulating Google's algorithm to improve rankings. By creating a rogue copy of a popular web site which shows contents similar to the original web site. The Google crawler reads the content and thinks the website is original one and it ranks the page. Crawler is a program used by search engines to collect data from the website. For example if you are in a grocery shop mall you have to walk down each section and look at the products before you can pick out what you need. In the same way, search engines use web crawler programs as

their helpers to browse the Internet for pages before storing that page data to use in future searches.

**Note :** REMEMBER - Always follow a White Hat SEO tactic and don't try to fool your site visitors. Be honest and definitely you will get proper rank. Now Google's search algorithm has become intelligent as it finds you are fooling to rank your website. It ranks you down and black list you and your business.



### Do it yourself

Search on internet and distinguish between Black Hat SEO and White Hat SEO

**Mr. Suhas :** I heard something about On Page SEO and Off Page SEO can you please tell me something about it

**Dr. Ajay :** Search engines don't look at a page the way a person looks at it. They can only read the source code of the page. If you right-click on any webpage, you'll likely see an option for viewing that page's source code(HTML code). If you're not familiar with HTML code it will look like a jumbled mess. But it is this mess that search engines comb through looking for clues. There are a number of ways to approach SEO to generate traffic to your website. Those are **on-page SEO, off-page SEO and Technical SEO**. Have a look on differences between On Page SEO, Off Page SEO and Technical SEO.



**Fig. 6.7 :Different SEO approach**

**1. On-Page SEO :** Anything within `< >` is HTML code. Anything between two sets of tags is something that could get put on the page for a person to read. The text inside the `<>` tells browsers and search engines how to render the information between the tags. Thus, if you had this bit of code: `<title>Welcome to my site</title>` you would see “Welcome to my site” in the title bar of the browser window. And if you were to pull this page up on a search engine, “Welcome to my site” would be the name of the link you would click.

Search engines use tags like `<title>` to get clues about what a web page is about. On-page SEO techniques tweak these tags and the information they hold to make search engines display those pages to the right kinds of searches (like through adding keywords) or get them to rank higher (by using keywords and tags that show more relevance to a search query).

The reason it is called on-page SEO is that these changes are visible to

readers. If you add in a header tag, they can see the header. If you change your sentences around to add more keywords, those changes are visible. Thus, On-page SEO is a balance between giving the right information to search engines without compromising the information that your customers are reading on the page.

**2. Off-Page SEO :** Off-page SEO is about everything that doesn’t happen directly on your website. Optimizing your website is called On-page SEO and includes things like site structure, content and speed optimizations. Off-page SEO is about, among other things, link building, social media, and local SEO. It allows generating traffic to your site and making your business appear like the real deal.

**3. Technical SEO :** Technical SEO is a very important step in the whole SEO process. If there are problems with your technical SEO then it is likely that your SEO efforts will not generate the expected results. A simple example of technical SEO is site speed. People

do not like to wait for slow websites. If your pages load slowly, you will be ranked lower than a comparable site that has faster pages. Another example is mobile friendliness. If your site looks bad on a mobile device, search engines can detect that and lower its rankings on mobile-specific search engines.

**Mr. Suhas :** Oh yes sir now I understood I must put relevant content on my website. But then how I can think my content is relevant or not?

**Dr. Ajay :** Your company is manufacturer of springs and bearings. While developing the website, a website designer must take care to add keywords such as Compression Springs, Extension Springs, Drawbar Springs etc. If such keywords are used in the <meta> tag while creating a website that means topic or aim of website is same and its contents are relevant so relevance of content is more important factor to rank . The content must be designed using HTML5 or HTML tags ie use <b> <i> <u> <h1> <h2> etc Tags. Even the alt attribute of images must be used with keywords so crawlers cannot read image but they read description and classify the content.

**Mr. Suhas :** Sir please elaborate the concept of keywords.

**Dr Ajay :** To rank your website you must follow the tactic of Long Tail and Short Tail keyword concept

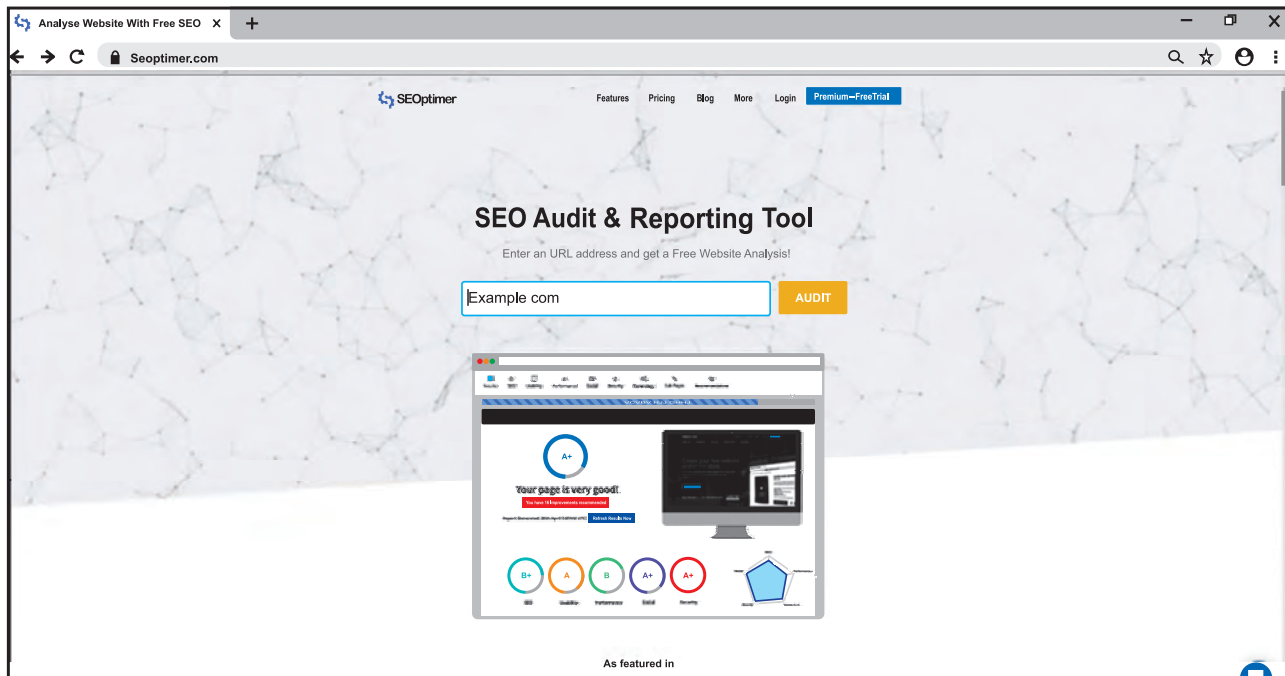
**Dr Ajay :** A long tail is long keyword and short tail is short keyword. People have

memory to remember short words but they are lazy to use long word. You can use your intelligence to rank your website sometimes using small key words or long keywords. Lets understand with a small example. If I want to search shoes and I gave keyword to Google or Yahoo search engine as ‘shoes’; it is a small keyword used by millions of people. Here your search result shows only popular websites on the first few pages and if your website is just born (new) then you can’t expect your Website can be shown first page. But now you used a keyword in your content <meta> tag “Brown Soft Comfortable Running shoes” such a long keyword may be your website alone uses it and its ranked up on first page.

**Mr. Suhas :** Now suggest me a tool which can work and tell me what is short fall in my website so I can successfully evaluate my website optimization.

**Dr Ajay :** Actual working with SEO

Now with the above prerequisite knowledge about SEO we will now move ahead for actual optimization with the help of the website <https://www.seoptimizer.com/> . With the help of this tool it is possible to optimize the website. It will make easy to find the credentials where improvements can be done.



**Fig. 6.8 : SEO Audit & Reporting Tool**

**Note :** SEO for one sample website can be seen in appendix page no. 93

**Mr. Suhas :** Sir I heard that Google Analytics helps in ranking your website at top. How?

**Dr. Ajay :** Now let's learn in detail about Google Analytics. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, number of visitor, time spend on the site by visitors etc. The Google Analytics was not the product developed by Google it was acquired by Google from a company Urchin in 2005.

Now a days market is ruled by Consumer and not manufacturers. Price, quality and quantity are all criteria's to purchase a

product as consumers are more aware. More cut throat competition is 'price' and comparison of price is easily available. Customers likes and dislikes need to studied. True SEO is similar to gardening. It's a little bit of constant work all the time until you get the big harvest.

**Suhas :** Thank you Sir! You have given me a positive thought now I will work on the strategy explained by you in this above explanation and improve my digital marketing even I will work on content and social media marketing too.

**Dr Ajay :** Thank you I wish you success in your task. Bye! Have a nice day.

## Summary

- Marketing has always been about connecting with your audience in the right place and at the right time.
- Digital marketing is the use of the internet, mobile devices, social media, search engines, and other channels to reach consumers
- Important Key factors of digital marketing include: Search engine optimization (SEO), Marketing Analytics, Pay-per-click advertising (PPC), Web design, Content marketing, Social media marketing, Email marketing.
- SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.
- Organic search, also known as natural search, refers to unpaid search results.
- Keyword, short tail keyword, long tail keyword, Crawl /Crawler, Backlink, Indexing are the important terms in SEO.
- Techniques and strategies used to get higher search rankings, and breaking search engine rules are White Hat SEO and Black Hat SEO.
- SEO strategy can be divided into three different categories: on-page SEO, off-page SEO and Technical SEO.
- A long tail is long keyword and short tail is short keyword used by the user while searching any information.
- SEO can be perform with the free website <https://www.seoptimizer.com/>.
- Google Analytics was acquired by Google from a company Urchin in 2005.
- Google analytics is used to track website activity such as session duration, pages per session, bounce rate etc. of individuals using the site, along with the information on the source of the traffic.

## Exercise

### Q.1 fill in the blank.

1. \_\_\_\_\_ is the use of the internet, mobile devices, social media, search engines, and other channels to reach consumers
2. \_\_\_\_\_ search is natural search.
3. \_\_\_\_\_ SEO involves looking for ways to improve user experience ethically and genuinely.
4. \_\_\_\_\_ is a web analytics service offered by Google that tracks and reports website traffic.

### Q.2 State true or false.

1. Digital Marketing requires physical market.
2. E commerce deals are carried out in physical market.
3. Digital marketing is carried out with the help of Portal.
4. In Digital marketing SEO means Special Executive Operations.
5. The paid Advertisement on google can be identified with Ad keyword.
6. To make the Traffic analysis SEO Technique is used.

### Q.3 Multiple Choice Questions one Correct Answers.

1. \_\_\_\_\_ SEO relies on manipulating Google's algorithm to improve rankings.  
a) Red Hat                      b) White Hat  
c) Green Hat                    d) Black Hat

2. To analyze the traffic coming to the Website \_\_\_\_\_ tool is used  
a) SEO optimizer  
b) Google analytics  
c) Go daddy  
d) Amazon
3. If the speed of displaying the website is slow then \_\_\_\_\_ ranking method is used.  
a) technical                      b) on page  
c) off page                        d) load page

### Q.4 Multiple Choice Question 2 correct answer.

1. \_\_\_\_\_ and \_\_\_\_\_ techniques and strategies used to get higher search rankings on search engine.  
a) White Hat                      b) Red Hat  
c) Black Hat                        d) Green Hat  
e) Blue Hat
2. The product of Google analytics was originally developed by \_\_\_\_\_ company in year \_\_\_\_\_  
a) Urchin                              b) 2005  
c) Google                              d) 2008  
e) Microsoft                          f) 1945
3. Valid two types of keywords are \_\_\_\_\_ and \_\_\_\_\_  
a) long tail                          b) short tail  
c) small tail                          d) big tail  
e) lengthy tail                        f) tall tail

**Q.5 Multipl Choice Question 3 correct answer.**

1. Marketing Channels in Digital Marketing are
- a) Email marketing
  - b) Content marketing
  - c) Valid marketing
  - d) Mobile marketing
  - e) on page marketing
  - f) off page marketing

2. Valid approaches SEO to generate traffic to your website are \_\_\_\_, \_\_\_\_, and \_\_\_\_.
- a) on-page SEO
  - b) all-page SEO
  - c) off-page SEO
  - d) Technical SEO
  - e) with-page SEO
  - f) online-page SEO

