DIGITAL MARKETING complete technical guide

Wilfredo Openiano Jr.

Advanz DMS

Table of Contents

Why Digital Marketing is Important?	2
Business Lifecycle	2
The Introduction Stage	2
Premature Growth	
Growth	3
Maturity	3
Decline	4
Market Research	4
Market Research Guide	4
Digital Marketing Plan	5
Goal and its Objectives	5
Business Preparation	7
Build the Proper Audience	7
Choose the Right Marketing Channels	7
Allocate Budget for Efficiency	7
Driving Website Traffic	8
Create a Website	8
WordPress Installation Guide	8
Creating Interesting Content	20
Google Paid-ads Advertising	21
How to Create a Google Ad Account	24
Build Meta Tags for Social Sharing	25
How to Create a Product or a Service Headlines	
Optimizing Website and Mobile friendly setup	29
Marketing Channels	31
Using SEO (Search Engine Optimization)	
Pay-per-click (PPC) advertising	34
Social Media Marketing	
Email Marketing	42
mail Marketing	42
Content Marketing	42
Performance Analysis	42
Google Analytics	42
SEMRUSH	45
ADVANZ CHANNEL https://www.youtube.com/channel/UCt5R3c9p5xeccjb-0zChMQQ	45

Why Digital Marketing is Important?

Digital Marketing nowadays is the most effective way in gaining a business reputation. It allows businesses to reach a larger audience with their marketing message. Additionally, digital marketing is more engaging and interactive than traditional forms of marketing, which can help to increase leads and conversions and gain potential leads into loyal customers. Digital marketing it's the most advanced way of reaching out to a wider audience, building a reputation for the company, and influencing and putting a business into a position. Reputation is something earned in day by day of the business operation, Reputation starts itself by its employee, brought up services management or even the performance of the business, once the company built a very good representation in the market, it creates an influence to the business or the people behind surrounding them, they might follow what they did, business will keep looking at you the business, it might be the model of their marketing perspective the offer the services the product you have, they might target the employee or the competitive employee you have, in terms of position it's not about the location of your business where did you build or establish your business in the beginning, it is how a business on top on a specific service or product within the area or within the same kind of business, it might be the price, the product it varies upon your strong points you have to focus on your strong point on your business to be in the top on your local market or within the customers or your target audience.

Business Lifecycle

5 stages of the business lifecycle help most businesses identify their business roadmaps, performance, and competitiveness in the changing market.

The Introduction Stage

In this stage, the business keeps on looking for an opportunity in which it can compete in the market, get more sales, gather leads, and spend on marketing. The goal of the Introduction Stage is to get the business off the ground and running. The main focus is on generating revenue and building a customer base. Marketing efforts are key in this stage, as they can help attract attention and drive sales.



Premature Growth

Premature growth or young growth is where the company is at high risk due to accelerating losses and its revenue growth is high, to avoid permanent loss, the company needs to focus on turning a profit and generating positive cash flow. The goal is to sustain the business in the long term by making it viable and profitable. In this stage, marketing efforts should be focused on building brand awareness and creating a loyal customer base.

Growth

The goal of the Growth Stage is to keep the business growing and expanding. The main focus is on increasing sales and market share. Marketing efforts should be focused on penetrating new markets and expanding the customer base. In this stage, it is important to maintain a high level of quality to continue attracting new customers and keeping existing ones loyal.

Maturity

The Maturity Stage aims to consolidate the business's position and preserve its competitive advantages. Marketing efforts should be focused on maintaining market share and protecting the brand. In this stage, efficiency and cost control become more important as margins decline. The company needs to focus on efficiency and cost control to remain profitable. Marketing efforts should be focused on maintaining market share and protecting the brand. In this stage, it is important to focus on customer retention as well as attracting new customers.

Decline

In the decline stage, the company's sales and profits start to fall. Marketing efforts should be focused on revitalizing the brand and finding new markets. In this stage, it is important to focus on customer retention as well as attracting new customers. The company needs to focus on efficiency and cost control to remain profitable.

Market Research

Market research is essential during digital marketing activity, it is where the business builds insights and takes action decisively. It provides an understanding of how customers behave, what they want, and where they go online. This helps businesses make better decisions on how to reach and engage their target audiences. Additionally, market research can help identify new opportunities for business growth. Digital marketing activity would be incomplete without market research. It is the key to understanding customer behavior and needs and identifying new opportunities for business growth.

Market Research Guide

Market Analysis

To understand deeper what a business can do more in digital marketing of its services or products, it should gather relevant information about what a company would inquire about before setting its strategy. This is where market detection comes in - by understanding your target market's specific needs and wants, you can tailor your digital marketing strategy accordingly to maximize its impact. In short, market detection is an essential first step in any effective digital marketing campaign. In this step, the researcher should have a list of information.

"I have provided a document on this activity to help you achieve your goal efficiently"

a. The first step is to list your product or niche to market digitally.

When you have multiple products they should be on a different research paper, to have precise information about each value.

To effectively detect your target market, make a list of information that you will need to gather. This list should include your target audience's demographics and specific needs and wants. Once you have this information, you can begin crafting your digital marketing strategy to appeal to your target market better.

"Let's say for example we are going to promote a specific service, a **dental clinic**". The 2nd Step is to search on google which is the most used search engine worldwide but it varies on location, our service is dental clinics within your area with the same services you have.

b. List the top companies of your product

This will help us understand how they perform well on their digital platforms. Once you have listed the top competitors, we will get the list of bad-performing companies around us that have the same services.

c. List the top bad-performing company with the same services or products.

We have already identified the target market, all we have to do is to understand how that business performs well from a digital perspective, and why the worst-performing company becomes the worst. We have to list the strong points from our market research. We need also to list the weak points of the businesses of our model.

- d. List the strong points of the company
- e. List the Weak points of the company

This includes looking at their products, prices, and marketing strategies, company, or product reviews. After that, it's essential to determine what needs and wants the target market has that are not being met by the competition. Finally, you need to come up with a marketing strategy that will allow you to reach your target market and meet their needs.

Once the entire activity and information have been acquired, now is to understand your business performance and if it can satisfy the customer's demand based on the gathered information.

Below are the recaps of the Marketing Analysis

- 1. List your service or product
- 2. List of top-performing companies of the same service or product Examples Criteria
 - a. Top search result page
 - b. Good Product/services reviews
 - c. Prices
 - d. Best Sellers
 - e. Effective Promotion
 - f. Customer location
 - g. Customer's need
 - h. Website Content
 - i. Social Media posts
 - j. Customer Service
 - k. After Sales Support
- 3. List of the top worst-performing company of the same service or product
- 4. Write the strong points found from each company of the same service or product
- 5. Write the weak points found by each company of the same service or product

Digital Marketing Plan

Goal and its Objectives

The next big move is to create our digital marketing plan to have it effectively performing. To do this first is to define the goals and objectives as a marketing strategy roadmap. Some common objectives for a digital marketing plan may include increasing brand awareness, generating leads or sales, and driving traffic to a company website. To create an effective plan, Goals should be SMART: Specific, Measurable, Achievable, Relevant, and Timely. After objectives are set, strategies can be created to achieve these goals using various digital



marketing tactics like SEO, content marketing, social media marketing, email marketing, and more.

List all your goal

Each goal should have its own corresponding set of objectives

- a. Increase Brand Awareness
- b. Gather more leads
- c. Increase Specific Product Sales

Define your objectives

- d. Increase Brand Awareness
 - i. Advertise through social media
 - ii. Create Landing pages
 - iii. Advertise in paid ads
 - iv. Create video

- v. Encourage the audience to make a good review
- vi. Email Campaign
- vii. Design a banner

Example 2: Goal: Increase my website traffic within the next six months. Objectives:

> Focus on <u>SEO techniques</u> Improve Social Media Presence Create informative and engaging blog content

Business Preparation

Digital marketing can have both positive and negative impacts on businesses. On the positive side, digital marketing can help companies to reach a larger audience and generate more leads. On the negative side, digital marketing can disrupt business operations and lead to lost customers.

The business owners should first apply what have done from the marketing analysis previously discussed and apply the best-case scenario for the business to come as the primary purpose of digital marketing. The business should have its roadmap for building the right customers, by preparing the materials and services for the customer's interests.

Build the Proper Audience

"Build Proper Audience" is essential to any successful online business or digital marketing perspective. Without a targeted, engaged audience, your business will struggle to thrive. You can do a few key things to build the right audience for your business, as we mentioned earlier during market research. Understanding our target based on our marketing campaign is essential. Every product we need to do a campaign has a set of characteristics to avail the product or services.

Audience Category Age, Gender, Location, Interest, Education, Job Title, Relationship, Language

Choose the Right Marketing Channels

There are a lot of different marketing channels out there, and it can be tough to know which ones to use. The best way to figure out which channels are right for you is to experiment and see what works best for your business. Try different channels and see which ones generate the most leads and sales. In KSA Facebook is mostly used for expatriates but Instagram, TikTok, Snapchat, WhatsApp, YouTube, and LinkedIn are the ones useful. Social media vary depending on the community and your target audience where they usually hang out.

Allocate Budget for Efficiency

It is important to allocate a budget for your digital marketing campaign to ensure that it is successful. Without a budget, you will not be able to properly track your results or invest in necessary tools and resources. Additionally, a well-funded digital marketing campaign allows you to take advantage of opportunities as they arise, which can be crucial for success.

Driving Website Traffic

Create a Website

A website is the best way to show potential customers what your business is all about. It's a 24/7 marketing tool that can help you sell products and services, promote your brand, and build customer relationships. And because it's always open, your website can be working for you even when you're asleep!

There are a lot of hosting service providers that we can find in the market online. For my part, I am using <u>www.openianohosting.com</u>

The website can be dynamic or static, a static website is developed mostly without any changes on a website or blog and mostly developed under the programming language of HTML or asp whereas a dynamic page uses CMS platforms such as WordPress, Joomla, Drupal, Shopify, and other CMS platforms. There are prerequisites to developing a website, you should have paid hosting or a local host machine that runs with web services. The local host can be Linux Ubuntu installed with Apache Server, XAMPP, or WAMP for Windows.

WordPress Installation Guide

Xampp Download Link: <u>https://www.apachefriends.org/download.html</u> Wamp Download Link: <u>https://www.wampserver.com/en/</u> Download and install until complete and follow the guide below for WordPress Installation

1. If you're using XAMPP, follow these steps to install WordPress:

2. First, download the WordPress installation package from wordpress.org/download/.

3. Once the download is complete, extract the zip file's contents into the "htdocs" directory of your XAMPP installation.

4. In your web browser, navigate to http://localhost/wordpress and follow the on-screen instructions to complete the installation process.

5. After installation is complete, you will be able to access your WordPress site at http://localhost/wordpress.

6. If you're using WAMP, follow these steps instead:

7. First, download the WordPress installation package from wordpress.org/download/.

8. Once the download is complete, extract the contents of the zip file into the "www" directory of your WAMP installation

In this book, we are using WordPress (Video Tutorial)

WordPress Installation using paid Hosting

Below is an image that shows an initial setup of WordPress CMS for a website.

Release	: 6.0.2, 5.9.4, 5.8.5, 5.7.7, 5.6.9, 5 Date : 30-08-2022	5.10, 5.4.11, 5.3.13, 5.2.16,	5.1.14, 5.0.17, 4.9.21				Image 2
Install	 Overview 	Features	Screenshots	Demo	Ratings	Reviews	Import
Software Setup							Quick Install
Choose Installation L	URL			C	hoose the version you want	to install	
https://	 wp.openianohosting 	g.com	~ wp		6.0.2	×	
Choose Protocol	Choose Domain 🚯	•	In Directory				
A trusted 55L Certil	ficate was not found						
Site Settings	ficate was not found			Admin Accou	nt		
Site Settings	licate was not found			Admin Accou	nt		
Site Settings	licate was not found			Admin Accou Admin Usernan admin	nt		
Site Settings Site Name Sample Site	licate was not found			Admin Accou Admin Usernan admin Admin Passwor	nt 1e d		
Site Settings Site Name Sample Site Site Description My WordPress Blog	licate was not found			Admin Accou Admin Usernan admin Admin Passwor pass	nt Ne		Hide
Site Settings Site Name Sample Site Site Description My WordPress Blog	Icate was not found			Admin Accou Admin Usernan admin Admin Passwor pass Bad (18/100)	nt ne		Hide
Site Settings Site Name Sample Site Site Description My WordPress Blog Enable Multisite (WPM Disable WordPress Cr				Admin Accou Admin Usernan admin Admin Passwor pass Bad (18/100) Admin Email	nt re d		Hide

During this step, you must fill the domain or a subdomain with its directory (*make sure to remove the directory if you are going to install it in the root directory of your domain hosting*) and the version of the wp you are using, but we prefer to use the latest version of WP at this time. The next setup is the site settings including its site name and description and its admin account where we can provide the username and password with its email address.

Once the installation setup was done and properly installed, we can see the admin login link.

Imaga 3		~					
Image 5	Version : 6.0.2, 5.9.4, 5.8.5, 5	5.7.7, 5.6.9, 5.5.10, 5.4.11, 5.3.13	3, 5.2.16, 5.1.14, 5.0.17, 4.9.21 🤛				
F	elease Date : 30-08-2022	2					
Install	- Over	ou Fosturo	e Caroonabata	Domo	Dationa	Deviewe	loop out
Install	Overvi	ew Feature	s Screensnots	Demo	Ratings	Reviews	Import
Congratule	ations, the softwa	re was installed suc	ccessfully				
		-					
WordPress has b https://wp.open Administrative U	been successfully installed o ianohosting.com IRL : <u>https://wp.openianoho</u>	at : <u>sting.com/wp-admin/</u>					
We hope the ins	tallation process was easy.						
NOTE: Softaculor	us is just an automatic softw	ware installer and does not p	rovide any support for the individual software	packages. Please visit the sc	oftware vendor's web site f	for support!	
Regards,							
Softaculous Auto	o Installer						
			Return to WordPress Management	Return to Overview]		
		Tell your friends abo					
		Tell your menas abo	ut your new site :				
		I just installed #Wo	rdPress on https://wp.openianohosting.cor	n via #Softaculous #PHP			
					Tweet!		
<u>The Logi</u>	n Page						
Image 4	In < My WP Site — WordPre 🗙	+					
← → C ▲	Not Secure https://wp.ope	nianohosting.com/wp-login.p	hp?redirect_to=https%3A%2F%2Fwp.openian	phosting.com%2Fwp-admin	%2F&reauth=1		Guest
		h.					
			Username or Email Address				
			admin				
			Password				
			••••••	۲			
			C Remember Me	Log In			
				_			
			Last				
			Lost your password?				
			← Go to My WP site				

Click the link to log in and provide the username and password we have created lately. Now we can look at the homepage of our newly created site which displays the *site name* and a *sample page*, and change that we can go to the dashboard and click settings for changing the site name and its description as shown in the image below, and every time we make any changes in our website, we must not forget to save before browsing to different options.

Settings



WordPress is a powerful tool that we can play around with, changing its theme is as easy as a piece of cake, we can go to appearance and just activate the kind of theme you prefer to use. If you have bought a WordPress template from <u>www.codecanyon.net</u> then you can upload it by clicking Add New button in you upper corner of the theme selections.

"Theme Installation of new templates might have prerequisites guide during the installation such as changing the php.ini configuration setup for uploading time, etc." There are free themes and paid ones that can be installed through the theme option itself by navigating after clicking the Add New button that shows the upload theme or installing the theme in the list provided options. The plugin is almost the same installation procedure as the theme installation.

Creating Menu

The menu is the main navigation option of a website where we give the visitor a particular page of information in which they might be interested, in the appearance below there is a menu option, click on it and you will see a new display.



Now, create your menu preferences for the website as shown below

Image 8	us « Students Website – V x 📀 Students Website – This is for I x +							
← → C ▲ N	st Secure https://wp.openianohosting.com/wp-admin/nav-menus.php?action=edit&menu=0							
 Students Web Dashboard 	Image: Students Website 0 + New Howdy, adm Image: Students Website 0 + New Howdy, adm Image: Students Website Image: Students Website Image: Students Website Howdy, adm Image: Students Website Image: Students Website Image: Students Website Howdy, adm Image: Students Website Image: Students Website Image: Students Website Howdy, adm Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students Website Image: Students We							
 ✔ Posts ♀ Media ● Pages ♥ Comments 	Hello theme is a lightweight starte Learn more about Elementor Install Elementor	r theme. We recommen	d you use it together with Elementor Page Builder plugin, they work perfectly together!					
🔊 Appearance	Edit Menus							
Themes Customize	Create your first menu below.							
Menus Theme File Editor	Add menu items	Menu structure						
😰 Plugins	Pages 🔺	Menu Name M	Y OWN MENU					
📥 Users 🎤 Tools	Most Recent View All Search	Give your menu a	name, then click Create Menu.					
Settings	Test Page	Menu Setting	S					
Collapse menu	Select All Add to Menu	Auto add pages	✓ Automatically add new top-level pages to this menu					
	Posts v	Display location	✓ Header ☐ Footer					
	Custom Links v			Create Menu				
	Categories v				•			
	Thank you for creating with <u>WordPress</u> .			Version 6.	.0.2			

In the menu settings, we have checked the checkbox option for Auto add pages which means that every time we make a new page for the website it will be added directly to our menu, and the Display location checkbox as a header appears on the upper location of the website.

Our next step is to create a page for each menu like Homepage, About us, and Services

st : dmin 🔼
dmin 📃
p 🔻
۵
ages 2 items
n
n
! items
n 6.0.2
IP 2 am

We see the test page and privacy policy, which is a default page during the installation setup.



Page > Paragraph

Here is our home page the title will be the title of the menu itself so we name it home and once we're done designing our home page we can click publish in the upper right corner of our screen.

Image 11	Image 11 s < Students Website - W × 🕲 Students Website - This is for i × +								
← → C ▲	← → C 🔺 Not Secure https://wp.openianohosting.com/wp-admin/edit.php?post_type=page								
🕅 😤 Students Website 🛡 0 🔸 New Howdy, admin									
🚳 Dashboard	Pages Add New		Screen Options V Help V						
 ≁ Posts Ŷ Media Pages All Pages 	Thanks for installing Hello Theme! Hello theme is a lightweight starter theme. We recommend you use it together with Elementor Page Builder plugin, they Learn more about Elementor Install Elementor	y work perfectly together!	O						
Add New	All (5) Published (4) Draft (1)		Search Pages						
Comments	Bulk actions V Apply All dates V Filter		5 items						
🔊 Appearance	Title	Author	P Date						
🖌 Plugins 🚢 Users	About Us	admin	 Published 2022/09/08 at 10:36 am 						
ToolsSettings	Home Edit Quick Edit Trash View	admin	 Published 2022/09/08 at 10:35 am 						
 Collapse menu 	Privacy Policy — Draft, Privacy Policy Page	admin	 Last Modified 2022/09/08 at 10:21 am 						
	Services	admin	 Published 2022/09/08 at 10:36 am 						
	Test Page	admin	 Published 2022/09/08 at 10:21 am 						
	Title	Author	P Date						
	Bulk actions V Apply		5 items						
https://wp.openianohosti	ig.com/wp-admin/post.php?post=6&action=edit	_	Version 6.0.2						

The image above shows all our menus that we have created on the same procedures of making a page. Then finally we must navigate to appearance > menu to set up these pages as our website's main menu.

Our goal is to create a menu page so basically, we will click Add New on the Pages option.

Image 12	is < Students Website - V X 🔕 Students Website - This is for I X +							
← → C ▲ N	Secure https://wp.openianohosting.com/wp-admin/nav-menus.php							
🚯 🏾 🏠 Students Web	site 🛡 0 🕂 New		Howdy, admin 📃					
A Dashboard	Edit your menu below, or create a new menu.	Do not forget to save your changes!						
Basilboard								
🖈 Posts	Add menu items	Menu structure						
9 Media	Damas							
📕 Pages	Pages A	Menu Name MY OWN MENU						
Comments	Most Recent View All Search	Drag the items into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.						
🔊 Appearance	Services	Bulk Select						
Themes	About Us							
Customize	Home Test Page	Home Page 🔻						
Menus		About Us Page 💌						
	Select All Add to Menu							
Plugins	Posts v	Services Page *						
👗 Users	Custom Links 🔹	Bulk Select Remove Selected Items						
P Sottinge	Catagoria							
	Categories	Menu Settings						
U Conapse menu		Auto add pages I Automatically add new top-level pages to this menu						
		Display location V Header						
		Footer						
		Delate Manu	Cours Marsu					
			Save Menu					
	Thank you for creating with WordPress.		Version 6.0.2					

The below image shows the website page with its menu options. Home, About Us, Services

Image 13 us	x Students Website – 🗥 x 🛛 😵 Students Website – This is for 🛛 x 🕇				~
← → C ▲ Not	Secure https://wp.openianohosting.com				Guest :
🚯 🍪 Students Websit	🤉 🖋 Customize 📮 0 🕂 New				Howdy, admin 🔲 🔍
	Students Website This is for tutorial purposes	Home	About Us	Sepyices	
	Archives				
	Hello world!				
	Welcome to WordPress. This is your first post. Edit or delete it, then start writing!				
https://wp.openianohosting.c	om/services/				

We have previously used a template with plugins required named *Elementor*, we are going to install those required plugins, and together with *YOAST*, Yoast is needed for building pages to create a good page with SEO.

Image 14	ins < Stude	ents Website — V 🗙 🔇 Hor	ne – Students Website x +		~
← → X ▲ N	ot Secure	https://wp.openianohos	ting.com/wp-admin/plugins.php	• e	Guest :
🚯 🏾 🏦 Students Web	site 🌹	0 + New		Н	owdy, admin 📃
🚳 Dashboard	Plu	gins Add New		Screen Options 🔻	Help 🔻
 ≁ Posts ♀) Media III Pages III Comments 		Hello theme is a lightw Learn more about Eler Install Elementor	ing Hello Theme! eight starter theme. We recommend you use it together with Elementor Page Builder plugin, they work perfectly together! eentor		Ø
AppearancePlugins	All (2 Bul	2) Inactive (2) Auto-updat k actions V	es Disabled (2) ply	Search installed plugins	2 items
Installed Plugins		Plugin	Description	Automatic Updates	
Add New Plugin File Editor		Akismet Anti-Spam Activate Delete	Used by millions, Akismet is quite possibly the best way in the world to protect your blog from spam. It keeps your site protected even while sleep. To get started: activate the Akismet plugin and then go to your Akismet Settings page to set up your API key.	you Enable auto-updates	
🛓 Users			Version 5.0 By Automattic View details		
 Tools Settings Collapse menu 	0	Hello Dolly Activate Delete	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. Version 1.7.2 By Matt Mullenweg View details	Enable auto-updates	
	0	Plugin	Description	Automatic Updates	
	Bul	k actions 🗸 🗸	ply		2 items
Walting for wp.openianoho	These boots	r			Version 6.0.2

Install the plugins and once done activate the plugin. We can also add the plugin Yoast by clicking Add New button above and searching the Yoast plugin. <u>Yoast Guide for GSC</u>

Image 15	Plugins < Students Website X Students Website X +	×
← → C ▲ N	ot Secure https://wp.openianohosting.com/wp-admin/plugin-install.php?s=yoast&tab=search&type=tern	m 🔲 🕒 Guest 🗄
🚯 🖀 Students Web	site 🛡 0 🕂 New	Howdy, admin
🚳 Dashboard	Add Plugins Upload Plugin	Help ¥
Posts	Search Results Featured Popular Recommended Favorites	Keyword ~ XQAst x
Pages		889 items 《 < 1 of 25 > 》
Comments Elementor Templates Appearance	Yoast SEO Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO Julgin. By Team Yoast	Yoast Duplicate Post Install Now The go-to tool for cloning posts and pages, including the powerful Rewrite & Republish feature. More Details By Enrico Battocchi & Team Yeast Install Now
Plugins Installed Plugins Add New	Image: State	★★★★☆ (501) Last Updated: 1 month ago 4+ Million Active Installations ✓ Compatible with your version of WordPress
Plugin File Editor Users Tools Settings Collapse menu	Yoast Test Helper Install Now This plugin makes testing Yoast SEO, Yoast SEO add-ons and integrations and resetting the different features a lot assier. More Details By Team Yoast By Team Yoast	ACF Content Analysis for Yoast SEO Install Now WordPress plugin that adds the content of all ACF fields to the Yoast SEO score analysis. By Thomas Kräftner, ViktorFroberg, marol87, pekz0r, angrycreative, Team Yoast
	★★★★★ (9) Last Updated: 1 month ago 30,000+ Active Installations ✓ Compatible with your version of WordPress	★★★☆ (34) Last Updated: 1 month ago 200,000+ Active Installations ✓ Compatible with your version of WordPress
	WPGraphQL Yoast SEO Addon Install Now This plugin enables Yoast SEO Support for WPGraphQL. More Details	WP Fastest Cache Install Now The simplest and fastest WP Cache system More Details

Activate once successfully installed.

Our next activity is to create a page using the *elementor plugin*, so let's go to pages in my case, I use the home page to put some content in there. Navigate to Pages and search for Home page

Image 16	C .	me – Students Website	× +									
intage 10	pt Secure https://wp.openianohos	ting.com/wp-admin/e	dit.php?post_type=pa	ige								Gues
Students Web	isite 🛡 0 🕂 New 🕅 🕕								Scre	en Optio	H Ins ▼	bwdy, ad Help
Dashboard	Pages Add New							C				
Posts	All (5) Published (4) Draft (1)	Cornerstone content	(0)					L				earch Pa
Media Pages	Bulk actions V Apply	All dates V	All SEO Scores	~	All Readability Score	s V Filter	_			۵		5
Pages	Title About Us					Author		Date			-	12 î
New	About Os					admin	-	2022/09/08 at 1	10:36 am	•		0
omments	Home					admin	-	Published	10:35 am	•	•	0
lementor	Privacy Policy - Draft, F	Privacy Policy Page				admin	_	Last Modified		•	•	0
emplates								2022/09/08 at 7	10:21 am	-	-	-
opearance	Services					admin	-	Published 2022/09/08 at 7	10:36 am	•	•	0
ugins	Test Page					admin	_	Published		•	•	1
ers								2022/09/08 at 7	10:21 am			
ols Minan	Title					Author	•	Date		:	ø	1
llanco monu												
	Thank you for creating with WordF	Press.										Versior
e edit	Thank you for creating with WordF	Press. me – Students Website	× +								_	Versior
• • • • Edit	Thank you for creating with WordP Page "Home" < Students V × S Hor ot Secure https://wp.openianohos	Press. me – Students Website sting.com/wp-admin/p	× + ost.php?post=6&actio	on=edit							• 6	Versior Gues
e 17	Thank you for creating with WordE Page "Home" + Students IV X Intersection of the students IV X <	Press. me – Students Website sting.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	on=edit				Switch to draft	Preview	Update	•	Versior Gues
• • • Edit 1 e 17	Thank you for creating with Wordf Page "Home" + Students II X S Hor Hor ot Secure https://wp.openianohos ← ··· ··· ···	Press. me – Students Website tting.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	on=edit				Switch to draft	Preview C Page	Update Block	•	Versior Gues
e 17	Thank you for creating with WordF Page "Home" + Students V × Horotococcoccoccoccoccoccoccoccoccoccoccocc	ress. me – Students Website tting.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	on=edit				Switch to draft	Preview Page Status & v	Update Block risibility	•	Versior Gues
e 17	Thank you for creating with <u>Wordf</u> Page "Home" < Students V X Hor ot Secure https://wp.openianohos	27ess. me – Students Website titing.com/wp-admin/p it with Elementor	x + ost.php?post=6&actio	m=edit				Switch to draft	Preview Page I Status & v Visibility	Update Block visibility	Public	Versior Gues
e 17	Thank you for creating with <u>Wordf</u> Page "Home" < Students V × ↔ Hor ot Secure https://wp.openianohos 	27ess. me – Students Website ting.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	on=edit				Switch to draft	Preview Page I Status & v Visibility Publish	Update Block visibility Septem	Public ber 8, 2	Versior Gues
e 17	Thank you for creating with Woodf Page "Home" + Students V X • Hor tot Secure https://wp.openianohos 	27ess. me – Students Website string.com/wp-admin/p It with Elementor	× + ost.php?post=6&actio	n=edit		-		Switch to draft	Preview Page I Status & V Visibility Publish Author	Update Block visibility Septem	Public ber 8, 2	Versior Gues
e 17	Thank you for creating with <u>Wordf</u> Page "Home" + Students V X A Hor tot Secure https://wp.openianohos C C C C C C C C C C C C C C C C C C C	27655. me – Students Website tting.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	n=edit			1	Switch to draft	Preview Page I Status & V Visibility Publish Author admin ~	Update Block risibility Septem	Public ber 8, 2	Versior Gues () () () () () () () () () () () () ()
e 17 a No a No	Thank you for creating with <u>Wordf</u> Page "Home" + Students V X A Hor tot Secure https://wp.openianohos	27ess. me – Students Website titing.com/wp-admin/p it with Elementor	x + ost.php?post=6&actio	n=edit I		•	I	Switch to draft	Preview Page I Status & v Visibility Publish Author admin ~ Template	Update Block risibility Septem	Public ber 8, 2	Versior Gues
e 17 ast SEO SEO · R	Thank you for creating with <u>Word</u> Page "Home" + Students V X I Her lot Secure https://wp.openianohos	2ress. me – Students Website tiling.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	on=edit I		•	I	Switch to draft	Preview Page I Status & v Visibility Publish Author Template Yoast SEC	Update Block risibility	Public	Versior Gues
e 17 a Nu e 17 a Nu a Nu	Thank you for creating with Woodf Page "Home" + Students V × Hor ot Secure https://wp.openianohos 	27ess. me – Students Website string.com/wp-admin/p It with Elementor	× + ost.php?post=6&actio	n=edit			I	Switch to draft	Preview C Page I Status & v Visibility Publish Author Template Yoast SEO © Readati	Update Block risibility Septem	Public ber 8, 2	Versior Gues Ques Ques Ques Ques Ques Ques Ques Q
e 17 ast SEO SEO R Focus keyphrase	Thank you for creating with Yoodf Page "Home" < Students V X Hot Secure https://wp.openianohos Home Home Type / to choose a bl Readability III Schema < Social	27ess. me – Students Website titing.com/wp-admin/p it with Elementor	x + ost.php?post=6&actio	n=edit		6	I	Switch to draft	Preview Page I Status & V Visibility Publish Author admin ~ Template Yoast SEO @ Readati improvem	Update Update Block visibility Septem	Public ber 8, 2	Versior Guess 022 10:2
e 17 ast SEO SEO RECORD	Thank you for creating with Yood Page "Home" + Students V X Horot Secure https://wp.openianohos Home Type / to choose a bl Readability III Schema < Social	27ess. me – Students Website titing.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	n=edit		6		Switch to draft	Preview Page I Status & V Visibility Publish Author admin ~ Template Yoast SEO @ Readat improvem · SEO an	Update Block Septem	Public ber 8, 2	Versior Gues (1) (1) (2) (2) (2) (2) (2) (2) (2) (2) (2) (2
e 17 ast SEO SEO R Focus keyphrase Get related keyp	Thank you for creating with <u>Wordf</u> Page "Home" + Students V × Tot Secure https://wp.openianohos Home Home Type / to choose a bl Readability III Schema < Social phrases w	2ress. me – Students Website titing.com/wp-admin/p it with Elementor	x + ost.php?post=6&actio	n=edit		4		Switch to draft	Preview Page I Status & v Visibility Publish Author admin ~ Template Yoast SEO an .SEO an Improve	Update Block risibility Septem	Public Der 8, 2	Versior Gues Quest Quest Quest Quest Quest Quest Seeds
Edit Edit E E E E E E E E Cest sep Focus keyphrase Get related keyp Google preview Preview as:	Thank you for creating with <u>Word</u> Page "Home" + Students V × hot Secure https://wp.openianohos Home Home Type / to choose a bl Readability ## Schema < Social phrases w	2ress. me – Students Website titing.com/wp-admin/p it with Elementor	x + ost.php?post=6&actio	n=edit		•	1	Switch to draft	Preview Page I Status & v Visibility Publish Author admin ~ Template Yoast SEO @ Readat improvem . SEO an Improve	Update Block visibility Septem	Public ber 8, 2 lysis: N	Version Gues (1) (1) (2) (2) (2) (2) (2) (2) (2) (2) (2) (2
e I7 e I7 b SEO e I7 c SEO e I7 c SEO e SEO e SEO e SEO e SEO e SEO e SEO e R Google preview Preview as: • Mobile result	Thank you for creating with WordE Page "Home" + Students V X I Her tot Secure https://wp.openianohos C C C C C C C C C C C C C C C C C C C	27ess. me – Students Website titing.com/wp-admin/p it with Elementor	x + ost.php?post=6&actio	n=edit			1	Switch to draft	Preview Page I Status & v Visibility Publish Author admin ~ Template Yoast SEO @ Readati improvem · SEO an Improve Permalink	Update Block Septemi)))))))))))))))))))	Public ber 8, 2	Version Guess Ques
Yoast SEO Get related keyp Google previev Preview as: Mobile result y up.openianol	Thank you for creating with Yood Page "Home" + Students V X Horot Secure https://wp.openianohos Home Type / to choose a bl Readability III Schema < Social phrases w Desktop result hosting.com > home	27ess. me – Students Website titing.com/wp-admin/p it with Elementor	x + ost.php?post=6&actio	n=edit			1	Switch to draft	Preview Page I Status & V Visibility Publish Author admin ~ Template Yoast SEO @ Readati improvem .SEO an Improve Permalink Discussion	Update Block visibility Septem	Public Publics Net State	Version Gues Quese
Focus keyphrase Get related keyp Get related keyp Get related keyp Coogle preview Preview as: Mobile result Suppopulation Home - Stu	Thank you for creating with Yood Page "Home" + Students V X I Hor tot Secure https://wp.openianohos Home Type / to choose a bl Type / to choose a bl Readability III Schema < Social Phrases W Desktop result thosing.com + home udents Website	2ress. me – Students Website titing.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	n=edit		E		Switch to draft	Preview Page II Status & V Visibility Publish Author admin ~ Template Yoast SEO @ Readati improvem · SEO an Improve Permalink Discussion Page Attrii	Update Block visibility Septem	Public Public ber 8, 2	Version Gues Ques Version Vers
Yoast SEO Yoast SEO SEO R Focus keyphrase Get related keyp Preview as: Mobile result Wp. openiand Home - Stu Sep 8, 2022 - 1 edition the selve	Thank you for creating with WordE Page "Home" + Students V X I Hor tot Secure https://wp.openianohos Home Home Type / to choose a bl Readability III Schema < Social Page Phrases W Desktop result hosting.com > home udents Website Please provide a meta description by the blow. If you don't Goota with exit	2ress. me – Students Website titing.com/wp-admin/p it with Elementor	× + ost.php?post=6&actio	n=edit		-		Switch to draft	Preview Page 1 Status & V Visibility Publish Author admin ~ Template Yoast SEO @ Readat improvem - SEO an Improve Permalink Discussion Page Attrii	Update Block Septem Septem Subtraction Sub	Public Public itysis: Notice and a second se	Versior Gues 022 10:3

then click Edit, you can see a new page where we can do some changes to the page.

On the upper option of the screen, we can see a blue button with the text *Edit with Elementor* click on that to see new page activity.

Image 18	entor Home	X 😵 Home - Students Website X +	*
← → C ▲ N	ot Secure https://wp.	.openianohosting.com/wp-admin/post.php?post=6&action=elementor	Guest :
ELEMENTS	entor 🔛	Students Website	Home About Us Services
Q Search Widget	>	Home	 ✓ Navigator × → Section
BASIC	~	This is a home page	
Inner Section	T Heading		
Image	Text Editor	د د	
Video	Button	Drag widget here	
⊥ ⊽ Divider	 Spacer	This is for tutorial purposes	All rights reserved
E Google Maps	(Con		
PRO	~		
• ● ●	UPDATE		

With this, we can design our page on our preferences of what it looks like and what we want to put on our home page.

In my activity, I do as shown in the images below.

Image 19	entor Home	X 🐼 Home – Students Website X +	~
← → C ▲ N	lot Secure https://wp	.openianohosting.com/wp-admin/post.php?post=6&action=elementor	Guest :
ELEMENTS	GLOBAL	Students Website Ho This is for tutorial purposes	me About Us Services
FAVORITES	>	Home	v Navigator ×
Inner Section	Heading	SELECT YOUR STRUCTURE	Easy Navigation is Here! Once you fill your page with content, this window will give you an overview
Image	Text Editor		display of all the page elements. This way, you can easily move around any section, column, or widget.
Video	Button		
Divider	Spacer		
Google Maps	icon 🗸	This is for tutorial purposes	All rights reserved
A			

I select what structure I like to look like on my page as shown in the image above.

Image 20	ientor Home	X 😵 Home – Students Website X +	~
← → C ▲	Not Secure https://	/wp.openianohosting.com/wp-admin/post.php?post=6&action=elementor	Guest :
Edi	it Section E Style Advanced	B Students Website Hom This is for tutorial purposes	e About Us Services
		Home	▼ Navigator ×
Content Width	Boxed ~	Home + m x	Section
0			
Columns Gap	Default -		
Height	Default -		
Vertical Align	Default -	9 0	
Overflow	Default -	< Drag widget here	
Stretch Section Stretch the section to I JS. Learn more.	the full width of the page using		
HTML Tag	Default 👻		
 Structure 		This is for tutorial purposes	All rights reserved
Nee 🗢 🕏 🗿 🗆	d Help 🕜		
The left	column v	vill be an image and the right will be a text.	,

Image 21	hentor Home	X 🚱 Home – Students Website X +		~
← → C ▲ M	Not Secure https://wp.	openianohosting.com/wp-admin/post.php?post=6&action=elem	entor	Guest :
ELEMENTS	entor 🗰	Students Website		Home About Us Services
Q Search Widget	>	Home	+ ×	✓ Navigator × Section
BASIC	~			
	T	Imag	· · · · · · · · · · · · · · · · · · ·	
Inner Section	Heading			
image	Text Editor	K	60	
Video	Button		Lrag wagar nere	
 ▽ Divider	Spacer	This is for tutorial purposes		All rights reserved
8 Google Maps	(Con			
PRO				

In the above image, I have just dragged and dropped the widget I'd like to add to my element. So I have dragged the image widget and the next will be the text editor element in the right column. You can try by yourself exploring these elements to familiarize the content.

Home Page Result



In our video tutorial, we have included page and menu tips for under-construction websites for instance.

Creating Interesting Content

You can create an interesting website by adding engaging content. Content that is both informative and entertaining will keep visitors coming back for more. Throw in a few interactive elements, such as polls or quizzes, and you'll have an even more engaging website that people will love spending time on. If you want to capture your audience's attention, consider adding video content to your website. This can be a great way to add an extra level of interest and engagement, and it will also help your site stand out from the competition.

One way to write interesting content is to take a unique perspective on a familiar topic. Another way is to focus on telling a story that will engage your readers. And finally, don't be afraid to be controversial – it can often make for the most memorable and talked-about content.

Here are a few topics that you are writing about in your article.

- Informative
- Entertaining
- Interactive Elements (Polls or Quizzes)
- Video Content

To get started, try thinking of a few topics that would be interesting to your target audience.

Activity

Informative

Title: Guide for Sitemap and YOAST for Google Search Console Description: Want to make sure your website is showing up in Google searches? Check out our guide for setting up a sitemap and using Yoast SEO for Google Search Console. **Learning Key Points**: Installing Yoast, Creating Sitemap, Adding Website to Google Search Console, Creating Article with Search Engine Optimization.

Google Paid-ads Advertising

Google Ads is an online advertising platform where businesses can create ads to reach potential customers. Businesses can target customers based on location, interests, and other

factors. Google Ads allows businesses to track the results of their ads so they can see how well they are doing.

If we want to make sure your ad is seen by potential customers, Google paid ads are a great option. Paid ads work by bidding on keywords that potential customers are searching for. The higher you bid, the more likely your ad will be shown to searchers.

To have advertising you have to make a Gmail account and browse the ads that google.com and register but if you have already an account in Google then what you are going to do is to browse the ads that google.com then you make to have your business account so where you can register your



identity as a business and once you have registered your account you can start making your paid ads advertisements by listing your keywords and before publishing you have to have your keyword list prepared.

As we can see in the image on the right side Google Ads will give us an option of what objectives we are going to do for our paid ads we have sales, or we might have to generate leads, website traffic, product and Brand consideration, brand awareness and reach, app promotion, local store visits, and promotions or we have to create by ourselves

hoose your objective				
elect an objective to tailor your experi	ence to the goals and settings that will wo	rk best for your campaign		
\bigcirc	<u>0</u>	*	+:	
Sales Drive sales online, in app, by phone, or in store	Leads Get leads and other conversions by encouraging customers to take action	Website traffic Get the right people to visit your website	Encourage people to explore your products or services	
41	P	0	ßt	
Brand awareness and reach	App promotion	Local store visits and	Create a campaign without a	
Reach a broad audience and build awareness	Get more installs, engagement and pre-registration for your app	promotions Drive visits to local stores, including restaurants and dealerships.	goal's guidance Choose a campaign type first, without a recommendation based on your objective.	

with the guidance without the goal guidance in this case since our goal is to create website traffic we will click the website traffic and it will guide us through to the entire paid ads activities that's what we are going to promote. Google Ads is not just about promoting our website but it guides us through the activity of the application of our paid advertisement and what we are going to do

Conversion goals labeled as account default will seem directly related to Website traffic.	use data from all of your campa	igns to improve your bid strategy and campaign performa	ance, even if they do
Conversion Goals	Conversion Source	Conversion Actions	
Contacts (account default)	Call from Ads	A 1 action	
	Website	A 1 action	•
Page views (account default)	Website	▲ <u>1.action</u>	:
€ Phone call leads (account default)	Call from Ads	▲ 1.action	:
Submit lead forms (account default)	Website	▲ 1 action	:

with our website traffic, there are four methods of how we can gather as many leads we can have by selecting each of these actions, which is called a call to action or CTA that we can provide in our website or a landing page. This is how we can create a proper landing page for our website during our paid ads campaign.

In each of the four options that we have seen in the image on the left side make sure that our landing pages or our landing page that we have created are enough to gather the contact's information or the lead's information such as their name, mobile number, e-mail, and their address or if we only make them visit our website to navigate our website we should have a proper call to action button and once they click on the link or that button it will go up in our page or we should have to provide a proper mobile number if we need our leads to call us or to call our business or it might we need them to sign up in our landing pages so in this case, we have to prepare landing pages appropriately for the paid ads.

Image 26

type

Now on the right side of our image, as we can see that there are five different types of

campaigns, we have to select what is appropriate to the landing page that we have created if we have prepared a video or for shopping then we will click on that option, previously Google ads are not like what we have seen in our screen now but as the time goes by Google ads

Mebaite Traffic Search





advertisement they want to give an easy way and guided platform for the advertisers what they want to do in their digital platforms so that even if a businessman doesn't have a digital marketing background they can easily set up their product in Google ads to be advertised.

Image 28 e Ads	New campaign	Q II. EARCH REPORTS	TOOLS AND SETTINGS		s	Image 29	
Q Search	Bidding					Bidding	
O Bidding	Bidding			^		What do you want to focus on?	0
Bidding O Campaign settings	What do you want to focus on? ③					Recommended	
O Keywords and ads	Recommended for your campaign					Conversion value	on
O Extensions	Set a target cost per action (optional)					Clicks	M
O Budget	O This campaign will use the Maximize conversions bid strategy to help you get the most conversions for your budget					Other optimization optic	ns
0	Alternative bid strategies like portfolios are available in settings after you create your of	ampaign				Impression share	s a
				Next			

In the above image, it shows us how much we will spend for something in return for example we do a conversion, a conversion is someone who signed up for your landing page or someone who downloads from your landing page which means that there is a conversion, click option is something that someone who click the button from your website and there are specific cost on every action once the visitor clicks on your page ads during the search as what we have been prepared for our landing page and it is what our intention.

In the image below as we have done our bidding set up there is a campaign setting where we had to define the networks, the location, the languages the audience, this means the character or

Image 30 ogle Ads	New campaign	Q 🔝 🍳 🕜 🔑 959-497-6511 Creativa Acade
 G Search Ø Bidding Ø Campaign settings 	Campaign settings To reach the right people, start by defining key settings for your campaign Networks	^ •
Network Locations Languages Audiences Dynamic ads Keywords and ads Extensions	Image: Search Network Ads can appear near Google Search results and other that are relevant to your keywords Image: Search Network Image: Search Network	er Google sites when people search for terms Nour estimated performance is shown after you've entered Budget Keywords
O Budget	Locations Select locations to target ③ All countries and territories United Arab Emirates Enter another location Location options Languages Select the languages your customers speak. ③	
All changes saved	Q Start typing or select a language	>

characteristics of each audience that we are trying to target and dynamic ads which means the set of languages we are publishing.

The good news here in making keywords ads is that the Google ads platform itself provides the list of keywords once you enter your product or the kind of business that you are going to

Image 31 ds	New campaign	Q SEARCH	REPORTS	2 TOOLS AND SETTINGS	0 HELP		959-497-6511 Creativa Acade jayopeniano@gmail.com
 G Search 	Keywords and ads Ad groups help you organize your ads around a common theme. For the best results, for or service.	ocus your	ads and	keywords (on one p	product	00
 Campaign settings 	Ad group 1 🥒					Ū	
 Keywords and ads Keywords 	Keywords					^	Your estimated performance shown after you've entered • Budget
Ads	Get keyword suggestions (optional) Google Ads can find keywords for you by scanning a web page or seeing what's wo	orking for :	similar p	roducts or	service		• Keywords 🗸
O Extensions	GD insidertoday.org						
O Budget							
O Review	Digital Marketing Agency X Add products or services to advertise						
	Enter keywords Keywords are words or phrases that are used to match your ads with the terms peo- digial marketing agency marketing agency digial marketing company digial marketing acompany online marketing agency digial marketing agency digial marketing agency internet marketing agency	ople are se	earching	for ③	∛ @		

promote and after that, he will provide you the list of keywords that will be used during the paid ads campaign, the keywords are the list of words that will be used when a user searches for your specific related business, the campaign will appear, like for example someone is trying to search for a best digital marketing agency since the keyword best digital marketing agency is related to your paid ads

campaign it will show up on google ads search engine result page and that's how the good thing in the digital campaign in Google ads because they are making it so much easy for the digital campaigner to provide the keyword.

We will just follow the options on the left corner of our screen until done. Once we have finished the configuration setup of our advertisement including the budget, we will be waiting for approval if we have followed the policy of Google's advertising restrictions per the country law.

In paid ads advertising that we are placing website traffic or driving website traffic to our landing page, it is used if we have thousands of items that need to be discovered. if thousands of items need each one of it to be advertised then our budget for advertisement is very huge and, in that case, we might we will lose and will not get a return, in this case, digital marketing professionals must understand how they can put a paid advertisement on Google ads that it is a winning situation or a winning strategy on digital marketing.

How to create a Google Ad Account

1. To create a Google Ad Account, you'll need to have a Gmail account. If you don't have one, you can create one for free.

2. Once you have a Gmail account, sign in to your account and go to the <u>Google Ads</u> homepage.

3. Click on the "Create an Account" button and follow the instructions from there.

4. You will be asked to provide some basic information about your business, including your website URL and business type.

5. Once you have submitted this information, you will be able to choose your country and time zone.

6. You will also be asked to create a campaign name and specify your daily budget.

7. After you have created your campaign, you can start adding keywords and setting up your ad groups.

8. Once your campaigns are running, you can track your progress by looking at the performance reports in your account.

9. You can also adjust your campaigns at any time by adding or removing keywords, changing your budget, or modifying your ad text.

10. With a little effort and patience, you can create a successful Google Ads campaign that will bring new customers to your business.

There are prerequisites before having the paid ads platform running to have payment options provided like a visa card for the payment.

Build Meta Tags for Social Sharing

They play an important role in SEO because they help search engines understand what your page is about and determine whether it is relevant to a user's search query.

Meta tags are also used by social media platforms to generate previews of your page when it is shared. For example, the Facebook Open Graph protocol uses meta tags to decide what title, description, and image to display when your page is shared on Facebook.

Optimizing your meta tags can help improve your website's click-through rate and organic

Image 32 Google preview	^
Preview as: Mobile result Desktop result 	Image 33
insidertoday.org > most-common-reasons-why-your-e Most common reasons why your email goes to spam - Insider Today Jun 28, 2022 - Reasons that email will go to spam even from the free email service providers, newly registered domains, and how to avoid sending email	Coogle preview IMAGE PREVIEW Image: State of the second of the

Yoast is the easiest way to create a search preview on our website. In our previous activity, we are using WordPress with the use of the Yoast Plugin. It guides the developer to see



what the page looks likes. Meta Tags are very useful when sharing a specific page or landing page on social media platforms. Facebook, LinkedIn, Instagram, and Pinterest.

e seo	🙁 Readability 🔡 So	chema < Social	
Focus key	ohrase 🔞		
Most com	mon reasons why your en	nail goes to spam	
Get relat	ed keyphrases		
Google p	preview		,
Preview as	:		
 Mobile 	result 🔘 Desktop res	ult	
way insid	ertoday.org › most-common-r	easons-why-your-e	
Most o	common reasons	why your email	
goes t	o spam - Insider ⁻	Today	
Jun 28, 2 go to spa service p domains email	2022 - Reasons that em im even from the free em roviders, newly registere and how to avoid sendir	ail will hail d ng	
			Incort variab
SEO title			Insert variab

Below is an example of an article shared on a social media platform and what it looks likes.



This is a post on Facebook that gives the page title, description, and image of the blog post.

By looking at the image the visitor knows that it is something about the google search console.

The question is, what if we use a static page for the landing page development, or does the developer use another platform in their development? There is a very interesting tool that can be used to check a website preview and even generate a meta tag code to be inserted in the

header of the website. It is called Meta Tags, by visiting the link provided and pasting the URL



A share button should be available on every landing page for sharing easily. It will encourage the user to click on the share button. Here's an example of <u>Meta Tags</u>, it is seen in the <header> elements before the closing </header> tag.

```
Image 38 fimary Meta Tags -->
<title>Insider Today Home Page</title>
<meta name="title" content="Insider Today Home Page">
<meta name="description" content="Insider Today is a publication of
technical and informational writing such as Marketing, Business,
Information Technology, Reviews, Lifestyle.">
<!-- Open Graph / Facebook -->
<meta property="og:type" content="website">
<meta property="og:url" content="https://insidertoday.org/">
<meta property="og:title" content="Insider Today Home Page">
<meta property="og:description" content="Insider Today is a publication
of technical and informational writing such as Marketing, Business,
Information Technology, Reviews, Lifestyle.">
<meta property="og:image" content="https://insidertoday.org/wp-
content/uploads/2022/04/insider-today.jpg">
<!-- Twitter -->
<meta property="twitter:card" content="summary large image">
<meta property="twitter:url" content="https://insidertoday.org/">
<meta property="twitter:title" content="Insider Today Home Page">
<meta property="twitter:description" content="Insider Today is a
publication of technical and informational writing such as Marketing,
Business, Information Technology, Reviews, Lifestyle.">
<meta property="twitter:image" content="https://insidertoday.org/wp-</pre>
content/uploads/2022/04/insider-today.jpg">
```

into the site we can see a preview of what the page looks like during social media share.

How to Create a Product or a Service Headlines

There are a few key elements to creating effective headlines for your products or services. First, you want to make sure that your headlines are clear and concise. Second, you want to be sure that your headlines accurately reflect what your product or service is all about. Lastly, you want to ensure that your headlines are catchy and able to grab attention.

Examples:

Topic: Digital Marketing Services

- Get More Customers with Our Top-Notch Digital Marketing Services!
- Improve your business performance with our digital marketing services.
- Digital Marketing Services Improve Your Business Performance Today!

One common product headline technique is called the "problem/solution" approach. In this case, you identify a problem that your target audience has, and then explain how your product or service can help them solve it. This can be an effective way to grab attention and get people interested in what you have to offer.

Example: Tired of getting low website traffic? Call Us Now! we'll do it for you.

Another common product headline technique is the "benefit" approach. In this case, you highlight a benefit of your product or service and explain how it can help your target audience. This can be an effective way to get people interested in what you have to offer.

Example: Let's grow your digital marketing career, 30+ effective courses are available for only \$ 29-lifetime access.

Some other common product headline techniques include the "testimonial" approach and the "comparison" approach. You highlight a positive review or testimonial from a satisfied customer in the testimonial approach. This can help show potential customers that your product or service is effective and worth considering. In the comparison approach, you highlight how your product or service is better than competing products or services. This can be an effective way to get potential customers to see the value in what you have to offer.

Example: Look what people are saying about our Digital Marketing Services. Be part of us now.

No matter what approach you decide to take, make sure your headline is clear, concise, and attention-grabbing. Be sure to focus on solving a problem that your target audience has, and explain how your product or service can help them. Keep in mind that potential customers are more likely to purchase a product or service if they feel it will benefit them in some way, so make sure to highlight the benefits of what you have to offer.



digital marketing services

🔝 Images

Q All



Tools

⊘ Maps

About 1,640,000,000 results (0.57 seconds)

Ad · https://www.linkedin.com/ -

Digital marketing services - Captivate Your Audience

🗉 News

▶ Videos

: More

Explore LinkedIn® ad formats & specifications designed to help you achieve different goals. Choose from multiple ad formats and advertise on the world's largest professional network.

Social Media Marketing

Reach prospects in their feed. Message your targets directly.

Ad Pricina

Launch ads for any budget. Achieve your marketing goals.

Ad · https://www.originmena.com/ -

Digital Marketing Company - Best Solutions | Best Prices Results Driven Marketing Strategies for Your Business Growth. Get Customized Solution Now.

Ad · https://www.fiverr.com/ -

Hire A Social Media Consultant - Get A Social Marketing Plan Hire A Pro To Optimize Your Social Media With A Personalized Marketing Strategy. Get...

In the above search result, our search keyword is "digital marketing services" the top 3 result page is shown above on the image. We can see their domain as LinkedIn at the top and originmena.com and lastly fiverr.com.

In my observation the google algorithm gives me three different results of digital marketing services on my search, the search engine knows what exactly I need, a social media platform, a company, and hiring a person to do the job.

Each headline is precise to what exactly they offer and that's what we need to see to our target audiences.

Optimizing Website and Mobile friendly setup

Creating a mobile-friendly website can be as simple as using responsive design techniques or creating a separate mobile version of your site. Optimizing your website for mobile devices is important because more and more people are using their smartphones and tablets to surf the web. Making sure your site is mobile-friendly will ensure that your visitors have a good experience when they visit your site from their devices.

To check your website is mobile-friendly follow the guide below 1. Enter your website URL into the Google <u>Mobile-Friendly</u> Test tool. <u>https://search.google.com/test/mobile-friendly</u>

Image 40	dly Test						?	
		Is your web	page mo	obile-fri	iendly?			
			⊕ URL <> C0					
		http://insidertoday.org/			>	<		
			TEST URL					

2. Review the test results to see if your pages are mobile-friendly and make any necessary changes.

3. Repeat the test periodically to ensure that your site remains optimized for mobile devices.

To do it manually in the google chrome browser





Now select the right model of mobile to show on our website.

Marketing Channels

Digital marketing channels are how businesses can promote and sell their products or services online. There are a variety of digital marketing channels available, each with its advantages and disadvantages. Some of the most popular digital marketing channels include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing.

Using SEO (Search Engine Optimization)

<u>Search Engine Optimization</u> (SEO) plays a critical role in helping businesses succeed online. It is one of the most important factors in determining how well a website ranks in search engine results pages (SERPs) and can be the difference between success and failure for businesses that rely heavily on online sales or web traffic. To ensure that their website is visible to potential customers, businesses need to invest in SEO and make sure that their site appears as high up as possible in SERP listings.

It is the process of optimizing a website for Google search to earn higher web traffic levels and improve the visibility of the site. Several different factors go into SEO, including the use of keywords, backlinking, and site structure. By optimizing these elements, you can increase your

chances of earning higher rankings in Google search results. This is mostly practiced by SEO Professionals

Keywords

Example: Digital Marketing Services

There are a few different ways to do keyword listing. One popular method is to use a keyword tool like Google Adwords Keyword Planner. Another way is to manually research keywords and compile a list yourself.

There is a very useful tool to be used Keyword Everywhere, by downloading this tool as a



the related searches of people below on my related search keywords.

Per page: All ~ 1-6 of 6

There are two different types of keywords, Short-tailed keywords, and Long-tailed keywords. Visit the link for more information on the difference and use of the keyword. Long-tailed keywords are those that are more specific and usually longer than general, short-tailed keywords. They are used to targeting a narrow audience and are less competitive than their shorter counterparts. Because they are more specific, long-tailed keywords often have a higher conversion rate than short-tailed keywords.

Backlinks

Backlinks can improve your website's search engine ranking, making it more visible to potential customers. They can also increase the reach and visibility of your website, helping to attract more visitors. When a website makes a link pointing to your domain or any article link it is called a backlink.

One element that is often overlooked in SEO is site speed. Google has stated that site speed is a factor in their ranking algorithm, so it's important to make sure your website loads quickly. Another important element is mobile-friendliness. With more and more people using smartphones and tablets to access the internet, your website must be optimized for mobile devices. If you're not sure how your website measures up, you can use Google's free

Image 46

PageSpeed Insights tool to get a report.

Sitechecker is a free tool to give insights into a website's performance and elements, it is free to use with limited functionality for free apps. Image size, JavaScript Element tags are the factors that affect speed performance.

Website Elements

<page-header>

I 🕒 Guest

There are various elements to a

website that can impact its SEO. For example, the website's title and meta tags are important factors in determining its ranking on search engines. The content of the website also plays a role in its SEO. If the site contains relevant, keyword-rich content, it is more likely to rank higher on search engine results pages. The website's URL is also an important element in its SEO. The keywords in the URL can help the site rank higher on search engine results pages.

There are a variety of different tags that are used to denote website elements. For example, the <div> tag is used to indicate a division or section of content, while the tag is used to insert an image. Also vital are tags such as <a> (anchor), which denotes a link, and <script>, which is used to add code snippets such as JavaScript. By using these various tags, web developers can create well-structured and complex websites. Some other important tags include <head>, which contains information about the document, and <body>, which contains the actual content of the page.

Basic HTML Tags <h1> <u>

Even though a website has very good content, the element structure is poorly defined properly it is still not considered an optimized website since the search engine algorithm focused on the element tags written on the website.

Digital marketing channels can be broadly categorized into three main types: paid, owned, and earned. Paid digital marketing channels are those where businesses pay to promote their products or services, such as through PPC advertising or email marketing campaigns. Owned digital marketing channels are those that businesses own and control, such as their website or blog. And finally, earned digital marketing channels are those that are generated by customers through word-of-mouth or sharing, such as through social media posts or reviews.

Pay-per-click (PPC) advertising

PPC advertising is a popular form of online advertising that allows businesses to target potential customers who are searching for specific products or services online. Businesses can bid on key phrases or words that are relevant to their offerings, and then their ad will appear in the sponsored results section of the search engine results page (SERP). When a potential customer clicks on the ad, the business will pay the amount they bid for that click. PPC advertising can be an effective way to generate leads and drive traffic to your website, but it's important to remember that it is a cost-per-click model. This means that you'll need to carefully consider your budgets and bids to make sure you're getting a positive return on investment (ROI).

SERP (Search Engine Results Page)

The SERP is the result of a search engine query and displays a list of relevant websites. The purpose of the SERP is to allow users to find the desired information or website as quickly and easily as possible. The SERP contains two main types of results: organic and paid. Organic results are determined by the search engine's algorithms and are not influenced by advertising. Paid results, on the other hand, are ads that have been purchased by businesses to appear at the top of the SERP.



CPC (Cost Per Click)

CPC (Cost Per Click) is a metric used to determine the cost of ads on a pay-per-click basis. This means that advertisers are only charged when someone clicks on their ad. CPC can be influenced by several factors, including the topic of the ad, the target audience, and the keywords used. Use a keyword planner to know the cost of each keyword by clicking this link <u>Google Ads Keyword Planner</u>.

https://ads.google.com/aw/keywordplanner/home?ocid=880273359&euid=164229548&_u=7419026252&uscid=880273359&_c=4484576791 &authuser=0&_e=9594976511&subid=sa-en-ha-aw-sk-cbau%2103~Cj0KCQjwyOuYBhCGARIsAIdGQRMU4yzhoTjhi9Kp9YplxyE7GyTW_6cpnAv0tb8D3LqupDH06p-PzSQaApXXEALw_wcB~106354175463~aud-1222719251500%3Akwd-94527731~10963472347~579680567437

Im	age 48 ting services	rab Emirates	沟 English	⊒ Google	🛱 Sep 202	1 – Aug 2022	~		🛃 Download keyword	ideas	
Broad	Broaden your search: (+ digital marketing company) (+ marketing services) (+ digital services) (+ promotion of product services) (+ digital marketing) (+ marketing) (+ internet marketing)										
7	Exclude adult ideas X	Add filter 817 keywo	ord ideas avai	lable			COLUMNS	Keyword vie	w 🕶	Refine keywords	×
	Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Accou	Expand all	
Keyw	vord ideas									Brand or Non-Brand Non-Brands, google, amazon, columbia, ie	\sim
	online marketing near me	10 - 100	+∞	+00	High	-	AED28.64	AED39.77		Service internet marketing, seo, web design, ppc, sem	\sim
	seo marketing agency	10 - 100	0%	+00	Low	-	AED20.00	AED34.59		Tool	\sim
	social media marketing agency for small	10 - 100	0%	0%	High	-	AED19.38	AED61.78		search engine marketing, social media, conte	
	ecommerce marketing agencies	10 - 100	0%	0%	Low	-	AED16.67	AED49.81		Company seo company, web design company	\sim
	online marketing company near me	10 - 100	+∞	+00	Medium	-	AED16.59	AED260.43		Aspect design, development, branding	\sim
	social media marketing companies	10 - 100	+900%	+900%	Low	-	AED13.75	AED36.77		Industry	~
	expert digital marketing	10 - 100	0%	0%	Medium	-	AED13.51	AED43.81		healthcare, real estate, automotive, financial	Ť
	ecommerce website agency	10 - 100	+00	0%	Medium	-	AED13.27	AED40.00		Others label, affordable marketing, dentists, hvac, do	\sim
	digital marketing company near me	10 - 100	+900%	+900%	Low	-	AED13.25	AED42.58			
	digital marketing near me	10 - 100	0%	+900%	Low	-	AED13.23	AED35.31			
•					Show rows: 10	▼ 1 - 10 of	817 <	< >	Я	Give feedback	

CPA (Cost Per Action)

CPA Google Ads is a type of advertising where advertisers only pay when someone takes a

desired action, such as clicking on an ad or making a purchase. This makes it a great option for businesses who want to track their return on investment from their Google Ads campaigns.

Google has different types of campaign objectives, Search Campaigns, Display Campaigns, Smart campaigns, App campaigns, Discovery, Shopping, Video, Local, Hotel, Call, and Performance Max.

The link is provided below.



Social Media Marketing

As a business, you need to be where your customers are, and these days, that means being on social media. To reach your target audience and connect with them on a deeper level, you need to create content that resonates with them and engages them in a meaningful way. That's where social media marketing comes in. By creating valuable content and sharing it across your social channels, you can build relationships with potential and current customers alike, all while increasing brand awareness and growing your business. To get started with social media marketing, you need to identify which platforms your target audience is using. Once you know where they are, you can begin creating content that speaks to them directly. Remember, social media marketing is all about building relationships. So as you create and share content, be sure to do so in a way that is genuine and authentic. Your customers will appreciate the effort and your business will reap the rewards!

Facebook Guide

Facebook is a social networking site that allows users to connect with friends and family members online. Facebook also allows users to share photos, videos, and updates about their lives with others. <u>www.facebook.com</u>

In this guide, the reader should have a Facebook account to create its own Facebook page to continue. For instance, we have created a Facebook account, previously we can directly create a Facebook page but there are some updates in 2022 that we have to add friends first before making our FB page. Here is another way to create a Facebook business page



account guide below. We assume that users are familiar enough to use the social media account, so we are not in detail about creating a personal account. Our focus is to have a business page and published an effective campaign in this course.

Create a Facebook page

Open the browser of your choice and click this link <u>Create FB Page</u> make sure you are currently logged in from your Facebook account. <u>https://www.facebook.com/business</u>

Next, you'll need to choose a category for your page. Facebook offers a variety of options, including "Local Business or Place," "Company, Organization or Institution," and more. Once you've selected a category, you'll be able to add some basic information about your business, including its name and location. Finally, you'll need to add a profile photo and cover photo for your page. The profile photo will be displayed next to your business name, and the cover photo will be the large image that appears at the top of your page. You can also add a description of your



business, as well as contact information and links to your website. Once you're finished, click "Create Page" and your Facebook page will be live!

RECAP

- Log in and go to www.facebook.com/business
- Click "Create a Page" in the upper right-hand corner
- Follow the instructions and fill out the information about your business
- Select a category from the options provided by Facebook
- Add basic information such as your business name and location
- Include a profile photo and cover photo the former will show next to your business name while the latter will be the large image at the top of your page
- You can also opt to add a description of your business, contact information, and links to your website
- "Create Page" once you're finished filling everything out and voila! Your Facebook page is live

Facebook page profile must be properly designed from the profile and cover page with the proper sizing.

Images and Size Profile: 180 x 180 px Cover: 820 x 312 px Shared Image Post: 1200 x 630 px Shared Link: 1200 x 628 px Event Image: 1920 x 1080 px

Image 52 **FB** Campaign Ads Università Creativa Academy To create a successful Facebook campaign ad, there are a few things you'll need to keep in mind. First and foremost, your ad should be visually appealing and eye-catching. It should also be clear Image 53 Jay Ar June 15 · 😋 Creating Sitemap using Yoast as a popular WordPress plugin that helps us optimize our website for search engines. It has a feature that allows us to create a sitemap that can be submitted to Google Search Console. #searchengines #google #google #y UAE DUBAI 119 ached Engagements 46 Shares INSIDERTODAY.ORG and concise, with a strong call-to-Guide for Sitemap and YOAST for Google Search Console - Insider Today action that compels users to click Guide for Sitemap and YOAST for Google Search Console by adding xml file in the GSC site... Boost this post to reach up to 4992 more people if you spend SAR75 Boost post

through. Finally, make sure your ad is targeted to the right audience otherwise you risk wasting money

on ads that no one will see. A strong call-to-action that encourages users to click through and make sure you target your ad to the right audience, following these simple tips, you can create a successful Facebook campaign ad that will help you achieve your desired results.

🖒 Share

- 🌍

There are different ways to publish ads. In images 52 and 53 shown above, there are buttons "Boost Post" which means to publish a campaign based on the post.

Before posting the campaign make sure we have prepared our marketing plan as discussed at the beginning of the course. The objective was set, the audience was built, and budget is allocated and most importantly the business is ready.

In our case, we must translate our objective into actions, in digital marketing, we think of our audience's end actions, such as

• Visit the landing page to signup, up, or download.

Comment

- Send a message in messenger
- Call our business

r∱ Like

- Visit our business location
- Like and follow the page
- Comment and like the post.

Boost a Post

Once we have clicked on the page and clicked the boost post it will guide us to a new page,



Facebook ads are also

used in Instagram ads for the different call-to-action button of your preferences, if get more messages is selected it will ask if we'll connect to your Instagram account. In image 54 on the right side, the image preview of the ads is clearly shown how the ads are shown to the target audiences.

Select the option of your choice and click save and you will provide the mobile number too where the audience will reach the business. Now is to define the target audience, in image 56, I

Audi Who	ence ⑦ should see your ad?		Image 56	have custo inves	the audience defined, interest in mer relationship management, tment and banking, Bloggers,
Peop	le you choose through targetir	ng	(• and E	Entrepreneurs.
Auc Loca Age Peoj	dience details ation - living in: Philippines : 18 - 65+ ple who match: Interests: Custome	r relationship management,	Investment banking, Customer	Now,	look at image 57 which shows the duration and the
Pe	Duration ⑦			Image 5	⁷ budget for a specific period, In the image, we
Pe	Days 5	\ominus \oplus	End date Sep 16, 2022		5 days duration of the
Ph Piı	Total Budget 🕜				campaign. Publish the ads. DONE! Tips: <i>Making shorter</i>
	Estir	nated 19.4K - 56.2K	people reached per day		campaigns with higher reach is better than lower
		90 ر.س.	0.00		reach for long periods of days, but the consistency
	ر.س.5.00		0	ى.1,500.00	of the campaign must be

present if we are publishing for branding awareness. **Tiktok Ads Guide**

2

Ø

display. Click on Promote and the image 60 screen will Image 58 .ul 🗢 🛑 show up. Follow the images below and will get you 2+ Jay Ar v 0 \equiv through publishing the video promotion. Image 59 .ul 🗢 🕞 @jay.openiano < Creator tools 1 Following 0 6 General Edit profile Analytics Data Analyst, Digital Marketing Professional, Web Developer, Programmer Creator Portal Ш 🕑 Promote 2 Q&A eave y engin LIVE on 📶 🗢 💽 🤌 LIVE Creator Hub Image 60 ...l 😤 🕞 Image 61

Open your TikTok account and click on the burger menu at the upper right corner of your screen



Promotable	videos (?	<		?
learning the s	eament of a website				
link #url #web	site #fyp		over 2 da ريال	ys	
retraction (iii)	3, 2022		Estimated total cost		
Promote			2,187 - 6,409		
			Estimated video view	5	
#itjobs #itjobs #companysec	;foryou crets #workthisway				
Posted on Aug 28	3, 2022		Budget		
Promote			Per day رال12		
			0		
Don't leave yo	our engine on while on one inside the car. #k	1			
Posted on Aug 28	3, 2022		Duration		
on			2 days		
autorcooy org					
#reputation #	^t website #fyp				
Posted on Aug 26	utation #business				
Promote					
#coffee #coffe	eeislife #coffeeshop				
#increasereve	enue 6 2022				
14					
			-	Next	
ext Images			-	Next	
ext Images Image 64	 	₹ □ Ø	Image 65	Next	چ ان. چ
ext Images Image 64		₹ ⊡ ⑦	<u>Image 6</u> 5 <	Next Overview	יווי. ק
ext Images Image 64 < Define your audio Select how you want to r your promotion.		२ ⊡ ③	<u>Image 6</u> 5 <	Next Overview 2,187 - 6,409 Estimated video view	.al ?
Eext Images Image 64 C Define your audio Select how you want to r your promotion. Default audience (TikTo	ence each your audience for k chooses for you)	 ▼ □ ③ 	Image 65 <	Next Overview 2,187 - 6,409 Estimated video view	.រៅ ទ
ext Images Image 64 C Define your audio Select how you want to r your promotion. Default audience (TikTo Create your own	ence each your audience for k chooses for you)	 	Image 6,5 ≺ Goal More followers	Next Overview 2,187 - 6,409 Estimated video view	ج انہ. ۲۶
ext Images Image 64 C Define your audio Select how you want to r your promotion. Default audience (TikTo Create your own	ence each your audience for k chooses for you)	 ? ? ? ? ? 	Image 6.5 √ Goal More followers Audience Default audien:	Next Overview 2,187 - 6,409 Estimated video view	ייזן ל
Eext Images Image 64 C Define your audit Select how you want to r your promotion. Default audience (TikTo Create your own	 ence each your audience for ik chooses for you)	 ▼ ● → 	Image 65	Next Overview 2,187 - 6,409 Estimated video view ce (TikTok chooses for ration	내 국 /s
ext Images Image 64 < Define your audio Select how you want to r your promotion. Default audience (TikTo Create your own	ence each your audience for ik chooses for you)	 	Image 65 < Goal More followers Audience Default audieno Budget and du 24.00 J⊎ 2 day	Next Overview 2,187 - 6,409 Estimated video view ce (TikTok chooses for ration 75	না হ rs r you)
ext Images Image 64 < Define your audio Select how you want to re your promotion. Default audience (TikTo Create your own	ence each your audience for ik chooses for you)	 ▼ ● • 	Image 6.5 Goal More followers Audience Default audien Budget and du 24.00,Jµ 2 day Price detail	Next Overview 2,187 - 6,409 Estimated video view ce (TikTok chooses for ration 75	.ul र /s
ext Images Image 64 C Define your audio Select how you want to r your promotion. Default audience (TikTo Create your own	 ence each your audience for .k chooses for you)	 ₹ □ ② 	Image 6.5 Soal More followers Audience Default audienc Budget and du 24.00,Jly 2 day Price detail Subtotal	Next Overview Coverview Co	 rs r you) 24.00
Eext Images Image 6.4 C Define your audio Select how you want to r your promotion. Default audience (TikTo Create your own	ence each your audience for ik chooses for you)	 ▼ ● • 	Image 65 < Goal More followers Audience Default audience Budget and du 24.00,Ju 2 day Price detail Subtotal Total	Next Overview 2,187 - 6,409 Estimated video view ce (TikTok chooses for ration /5	יז פּ ייז ייז גער איז גער איז גער איז גער איז גער איז גער איז גער גער גער גער גער גער גער גער גער גער
ext Images Image 64 < Define your audio Select how you want to re your promotion. Default audience (TikTo Create your own	ence each your audience for ik chooses for you)	 ? ? ? ? ? 	Image 6.5 ✓ Goal More followers Audience Default audien Budget and du 24.00,Jµ 2 day Price detail Subtotal Total	Next Overview 2,187 - 6,409 Estimated video view ce (TikTok chooses for ration ration //s	••••• \$ /s 1 you) 24.00 24 rox. 602 coi
ext Images Image 64 C Define your audia Select how you want to r your promotion. Default audience (TikTo Create your own	ence each your audience for k chooses for you)	 ₹ ○ 	Image 6.5 Goal More followers Audience Default audience Budget and du 24.00,Ju/12 day Price detail Subtotal Total Insufficient comparison of the second Insufficient comparison of the second Ins	Next Overview 2,187 - 6,409 Estimated video view ce (TikTok chooses for ration /s Dins	•••• ••• ••• //s //s //s //s //s //s //s
ext Images Image 64 C Define your audio Select how you want to re your promotion. Default audience (TikToo Create your own	ence each your audience for ik chooses for you)	 ▼ ● •> 	Image 65 Goal More followers Audience Default audience Budget and du 24.00,Jµ 2 day Price detail Subtotal Total Insufficient com	Next Overview 2,187 - 6,409 Estimated video view ce (TikTok chooses for ration rs Dins Recharge	

Snapchat

Email Marketing

Email Marketing

Email marketing can be a great way to connect with current and potential customers. It can also be a great way to stay on top of mind with your audience and keep them updated on what's going on with your business. Here are a few tips for email marketing:

1. Make sure you have a clear purpose for each email you send. Whether you're wanting to promote a new product or service or simply provide valuable content to your readers, make sure each email has a focus.

2. Keep your emails short and sweet. No one wants to read a novel in their inbox! Get to the point quickly, and be concise in your writing.

3. Use strong subject lines that will encourage people to open your emails. Be creative, and test out different styles until you find something that works well for your particular audience.

4. Include visuals in your emails whenever possible. People are more likely to engage with an email that includes images, so including pictures or infographics can be helpful in getting people to read (and remember) your message.

5. Always include a call-to-action (CTA). Whether you want people to click through to your website or blog, or simply reply back to you with questions or feedback, make it easy for them by including a CTA at the end of each email

Content Marketing

Performance Analysis

To ensure that your SEO strategy is performing optimally, it's important to regularly analyze your results. This can help you identify issues and correct them quickly so that you can continue to drive traffic and conversions.

There are several different metrics you can use to measure SEO performance, but some of the most important ones include website traffic, conversion rate, and organic search ranking. By tracking these metrics over time, you'll be able to see how your SEO campaigns are progressing and make necessary adjustments.

Google Analytics

Most digital marketers and analysts use <u>Google Analytics</u>, to use Google Analytics, you will first need to create a Google account and then sign up for Analytics. After signing up for

...

Analytics, you will be given a tracking code. This tracking code is what you will need to insert into your website's code to start collecting data.

On the dashboard at the lower left corner of the screen click the settings button and a new view will be displayed.

Create an Account and enter the required information until you are done. After you create your account, you will need to add the Google Analytics tracking code to your website. This code will allow Google Analytics to collect data about your website visitors.

ode is	L	Imag	cs All accounts - Q Try searching "how to do BigG	≀uery export"
to your 1g data.		A	ADMIN USER	
e		11.	Account + Create Account Property + Create Prope	rty
left		a	Creativa Academy Website 🔻 Creativa Academy Website (313)	558470) 🔻
settings		G.	Account Settings 💿 🗹 Setup Assistant	
<mark>Image 6</mark> 7	s			
				agement
AD	DMIN	USE		
0		1	Account setup	
¢	-		Account details	
			Account name (Required) Accounts can contain more than one tracking ID.	
			Advanz Digital Marketing Services	
				ory
			Account Data Sharing Settings ②	rivacy Policy 📑 Send fo
			Data you collect, process, and store using Google Analytics ('Google Analytics data') is secure and kept con is used to maintain and protect the Google Analytics service, to perform system critical operations, and in ra legal reasons as described in our <u>privacy policy</u> .	fic re
			The data sharing options give you more control over sharing your Google Analytics data. Learn	n
0			Google products & services Share your Google Analytics data with Google to help improve Google's products and s	er
.			© 2022 Google Analytics home Terms of Service Privacy Policy 🗇 Send feedback	

The UA or Universal Analytics 4 will be stopped on next year on July 1, 2023, so we don't need

to use the advanced setup to get UA Dashboard. Image 68 shows Google Analytics 4 is enough in having the required information for the website.

The website performance will show up on this report that will be viewable to the admin and other users, it can be shared with other people as long as they have the shared link report from the dashboard.

<mark>Ima</mark>	<mark>ige 6</mark> 8 - 5	🖬 😡 E 📢
n.	ADMIN	USER
11.		Philippine Peso (PHP 🕈) 👻
\odot		You can edit these property details later in Admin
R	÷	Hide advanced options
≣		Create a Universal Analytics property
		() Universal Analytics properties will stop collecting data starting July 1, 2023. It's recommended that you create a Google Analytics 4 property instead.
		Next Previous
		3 About your business
0		© 2022 Google Analytics home Terms of Service Privacy Policy 🗇 Send feedback

To get the code of the script is to click the "View Tag Instructions" and navigate to install manually and copy the script provided. This code must be inserted in the header tag of the header file of WordPress, if static pages it should be inserted in every page available on the website.

Stream details STREAM NAME STREAM URL STREAM ADVANZ WEBSITE https://advanzdigitalmarketing.com 40566	Make sure before the completion of the setup is the root or admin access of the website is ready to insert the code in
Events	the <header></header> tag of the
Enhanced measurement	Strear × Installation instructions
Automatically measure interactions and content on your sites in addition to standar Data from on-page elements such as links and embedded videos may be collected w personally-identifiable information will be sent to Google. <u>Learn more</u>	STREA ADV/ Install your Google tag
Measuring: 🥥 Page views 🔕 Scrolls 😮 Outbound clicks + 3 more	You can use a website builder to finish set up automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.
Modify events and parameters. Learn more	*
Create custom events Create new events from existing events. Learn more	Install with a website builder Install manually
Create an API secret to enable additional events to be sent into this stream through t	Install the Google tag manually Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head- element. Don't add more than one Google tag to each page.</head-
Google tag	S
Configure tag settings Configure your Google tag behavior, including cross-domain linking and internal traffi	
K→ Manage connected site tags Load tags for additional properties or products using this stream's on-page Google to	gtag(')s', new Date()); gtag('config', 'G-0972564703');
View tag instructions Get instructions for how to implement your Google Tag for this data stream. Learn m	Googi
	Use Google Tag Manager?
website. In HTML is easy, as	For additional features including multiple tag management and enterprise workflows, install and manage with Google Tog Manager. Learn More
well as in WordPress, all you	
must do once logged in to the	

dashboard is search for the appearance option.

Inserting Code in WordPress

Navigate to the Theme file editor and a popup will appear as a warning of misconfiguration will break the website. In the right corner of Theme Files, navigate Theme Header and click on it. In there paste the code before the end of the closing tag or anywhere inside <header></header>.



The data will be collected once the code is inserted but it will not reflect directly on the analytics dashboard. Wait for some time and keep following the website's performance.

SEMRUSH

SEMRUSH is a powerful tool that helps you work smarter by providing data-driven insights

into your content. With SEMRUSH Semrush, you can save time by working on the right content in a more datadriven way. Signup and see Create your account iy using Semrush, my team saves a lot f time by working on the right content nd in a more data-driven way. the benefits of it. Semrush G Continue with Google has a lot of capabilities to audit a website. It will give us an overview of the website, backlinks, site audit Aready have an account? Log in By creating your account, you agree Terms of Service and Privacy Policy

ADVANZ CHANNEL https://www.youtube.com/channel/UCt5R3c9p5xeccjb-0zChMQQ