

# DIGITAL MARKETING

COMPLETE TECHNICAL GUIDE

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## 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.

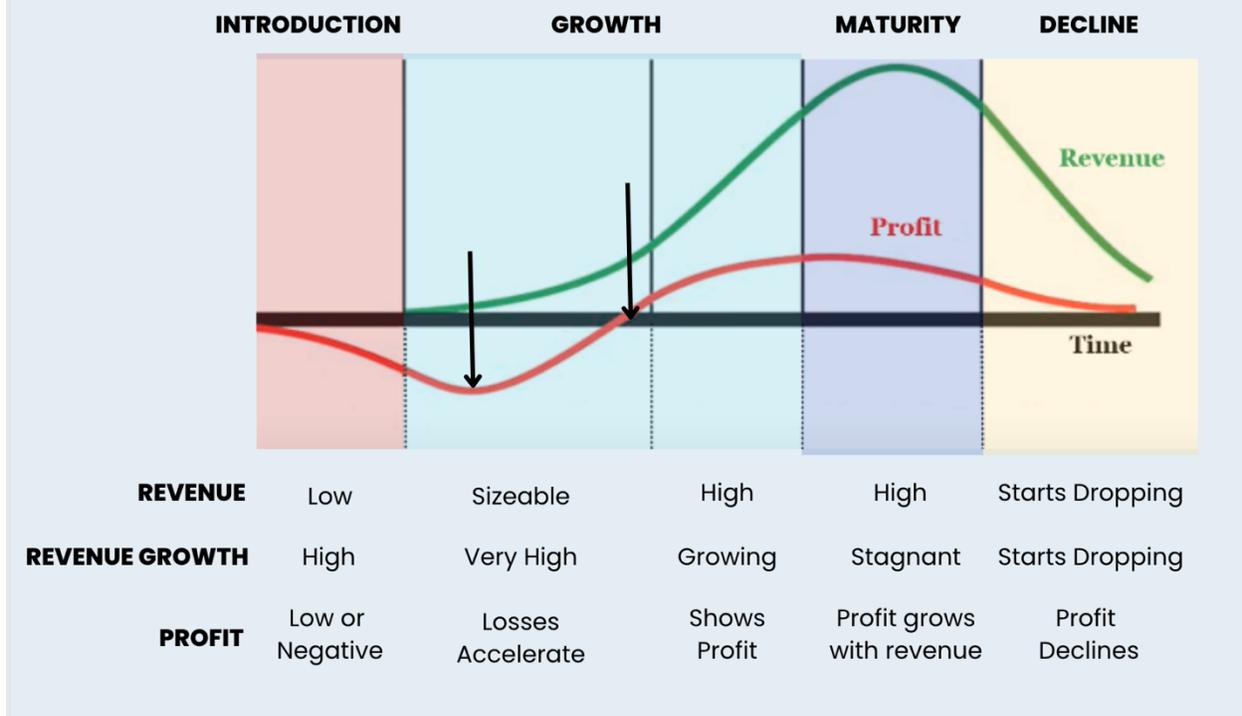
## Business Lifecycle

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.

Image 1



### 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 [SEO techniques](#)

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

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: <https://www.apachefriends.org/download.html>

Wamp Download Link: <https://www.wampserver.com/en/>

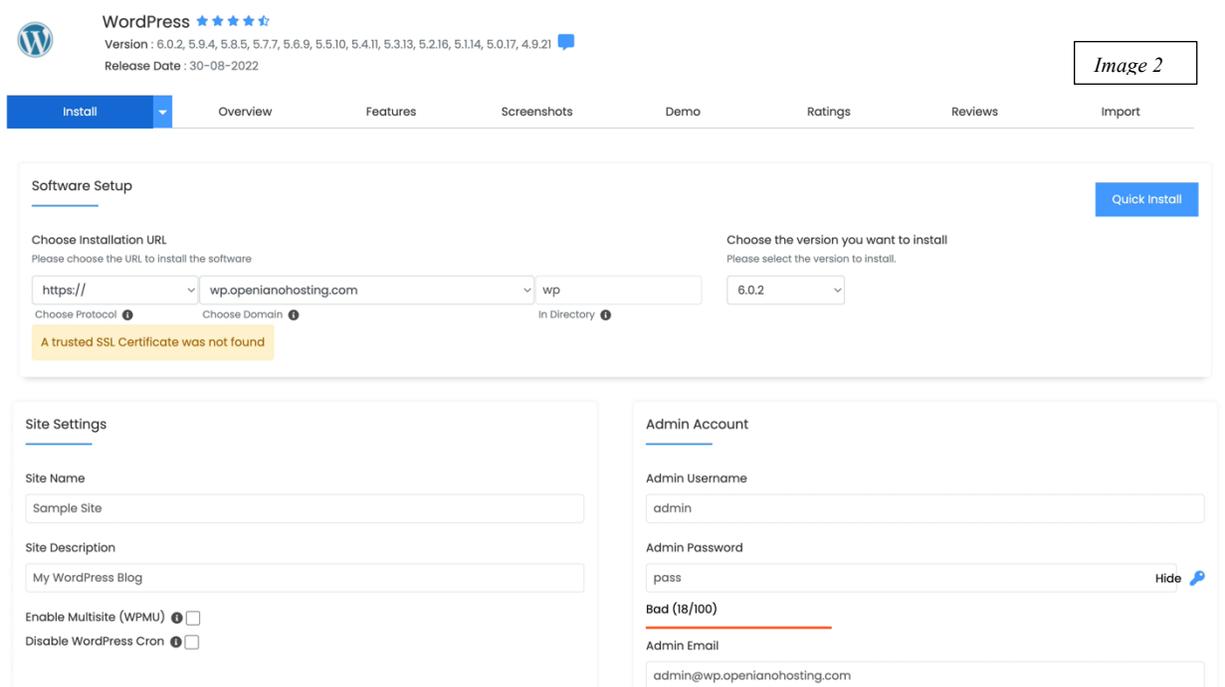
Download and install until complete and follow the guide below for WordPress Installation

1. If you're using XAMPP, follow these steps to install WordPress:
2. First, download the WordPress installation package from [wordpress.org/download/](http://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/](http://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.



WordPress ★★★★★  
Version : 6.0.2, 5.9.4, 5.8.5, 5.7.7, 5.6.9, 5.5.10, 5.4.11, 5.3.13, 5.2.16, 5.1.14, 5.0.17, 4.9.21  
Release Date : 30-08-2022

Install Overview Features Screenshots Demo Ratings Reviews Import

Software Setup Quick Install

Choose Installation URL  
Please choose the URL to install the software

Choose the version you want to install  
Please select the version to install.

https:// wp.openianohosting.com wp 6.0.2

Choose Protocol Choose Domain In Directory

A trusted SSL Certificate was not found

Site Settings

Site Name  
Sample Site

Site Description  
My WordPress Blog

Enable Multisite (WPMU)   
Disable WordPress Cron

Admin Account

Admin Username  
admin

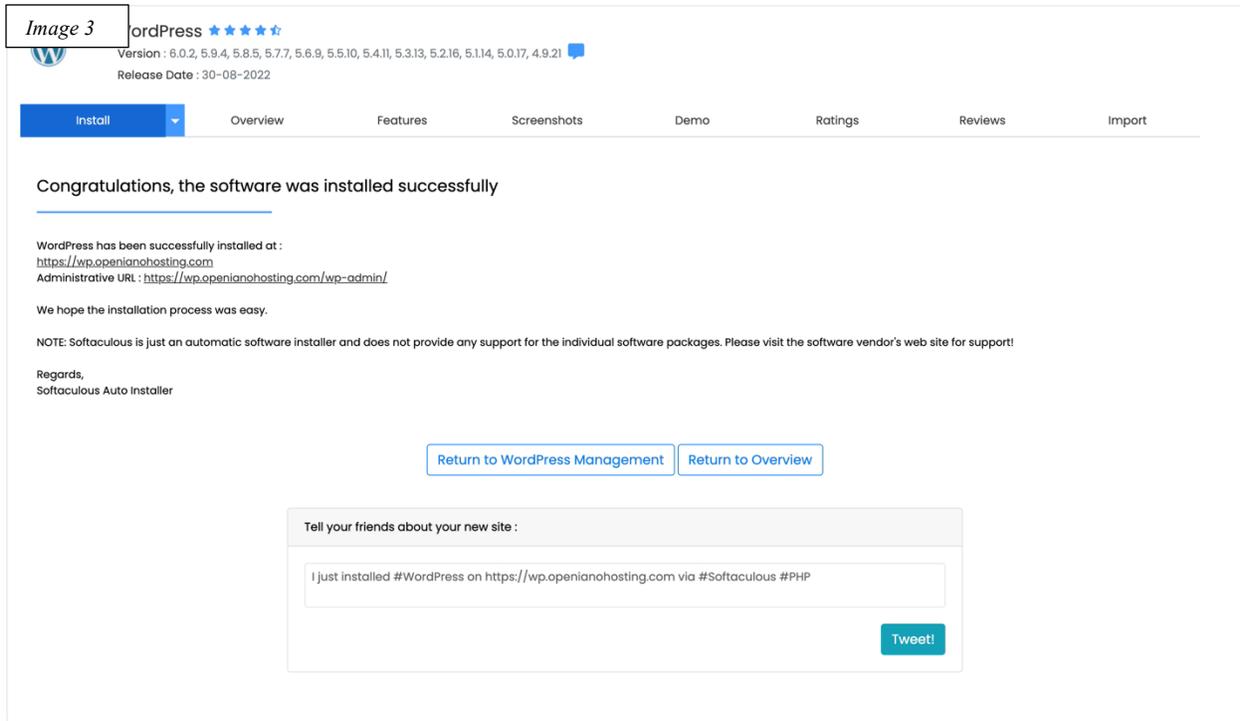
Admin Password  
pass Hide

Bad (18/100)

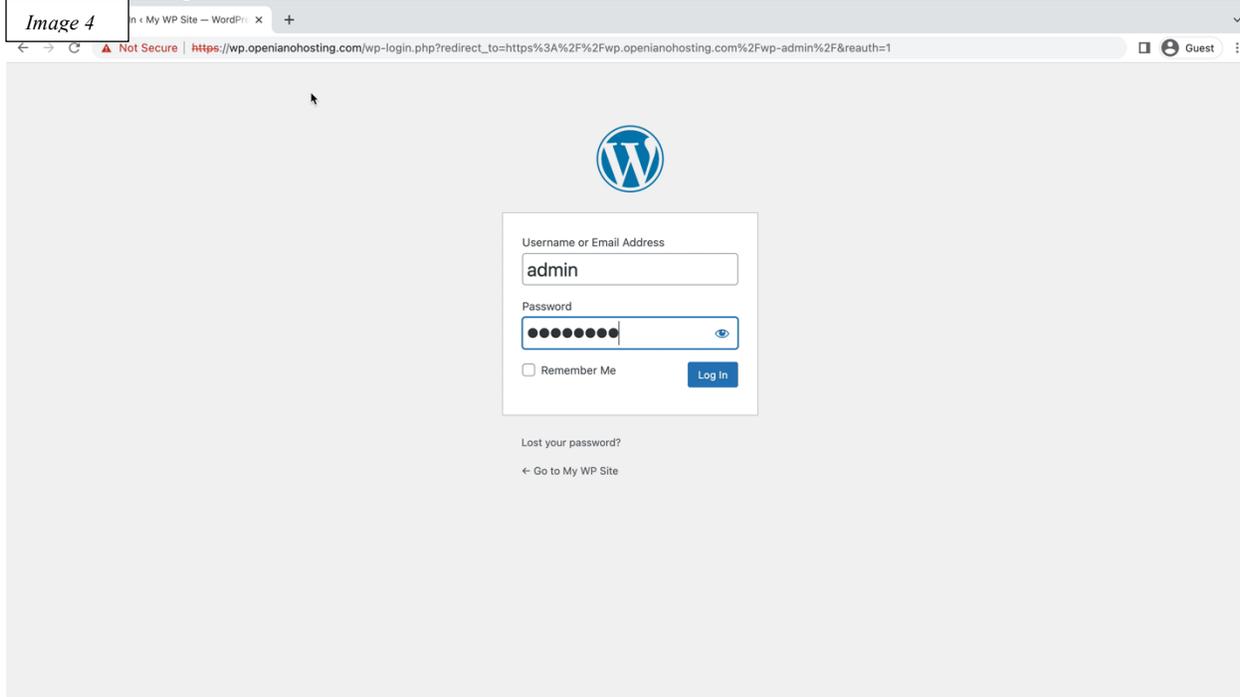
Admin Email  
admin@wp.openianohosting.com

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.

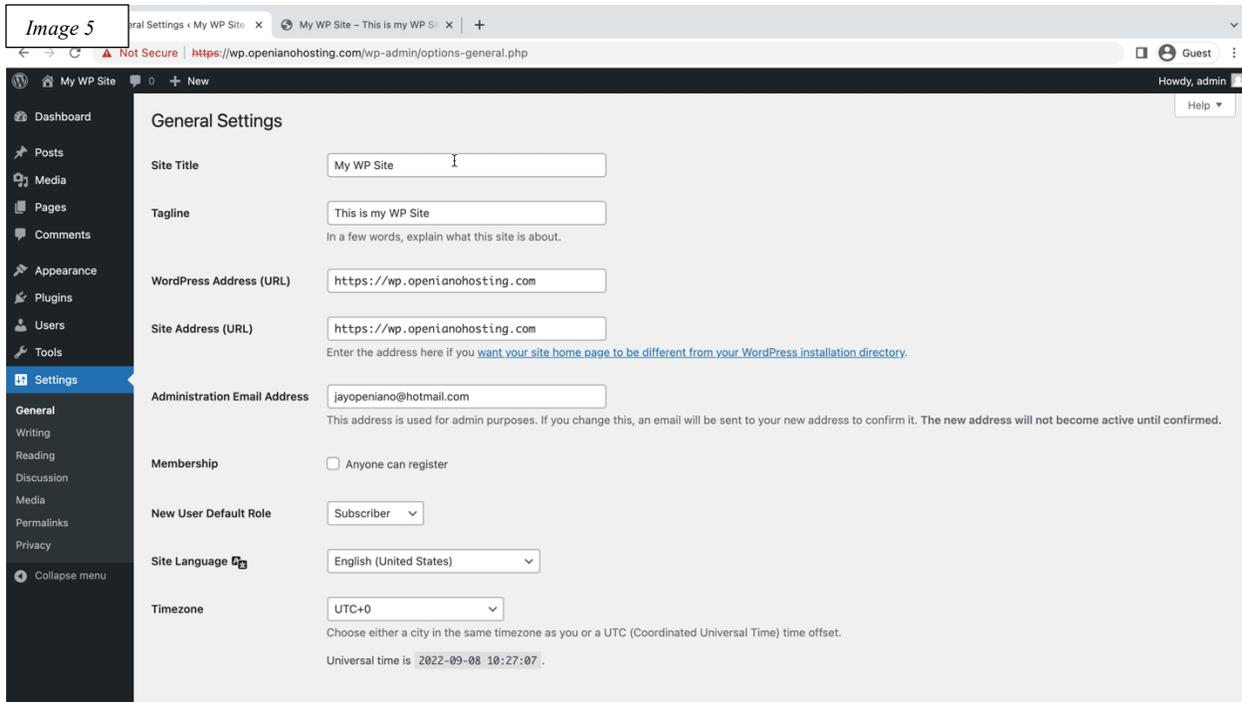


## The Login Page

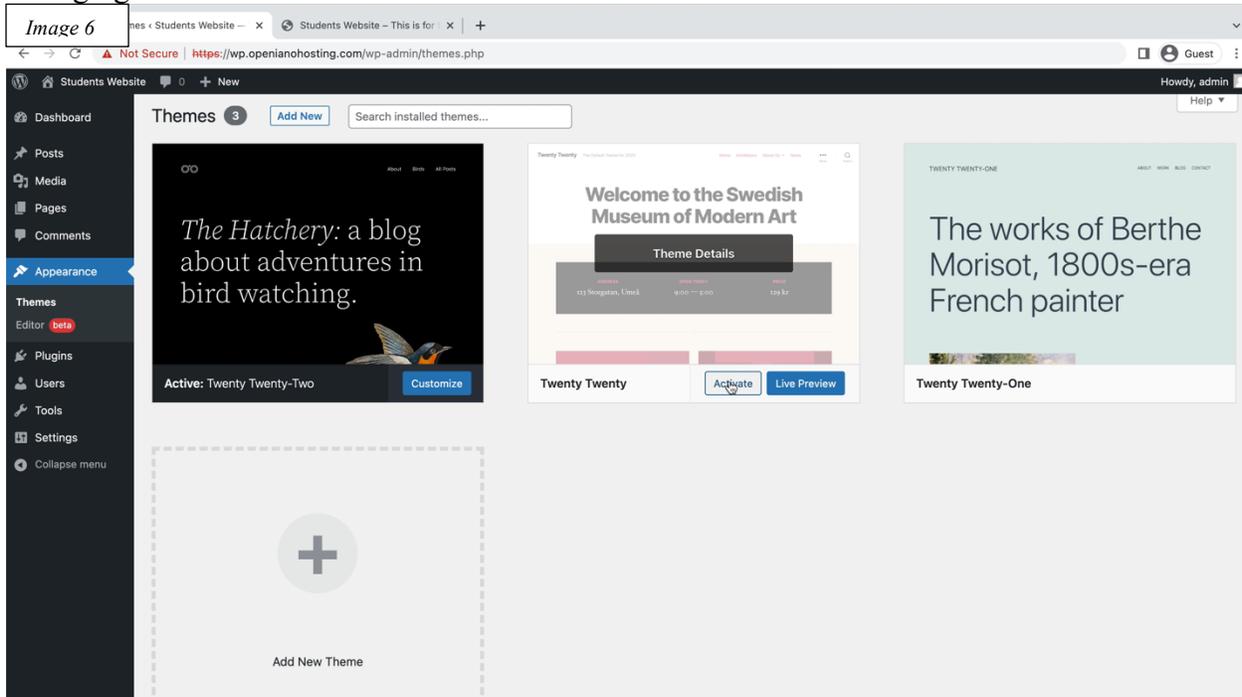


Click the link to log in and provide the username and password we have created lately. Now we can look at the homepage of our newly created site which displays the *site name* and a *sample page*, and change that we can go to the dashboard and click settings for changing the site name and its description 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



## Changing Theme



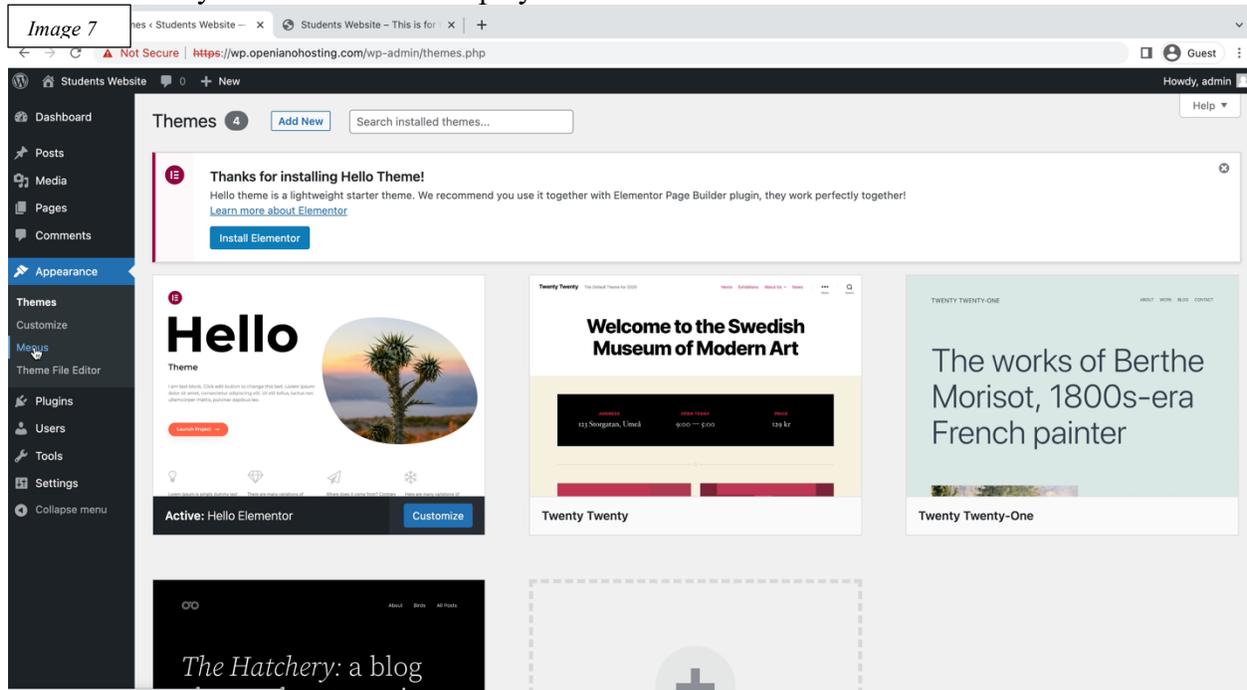
WordPress is a powerful tool that we can play around with, changing its theme is as easy as a piece of cake, we can go to appearance and just activate the kind of theme you prefer to use. If you have bought a WordPress template from [www.codecanyon.net](http://www.codecanyon.net) then you can upload 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.”*

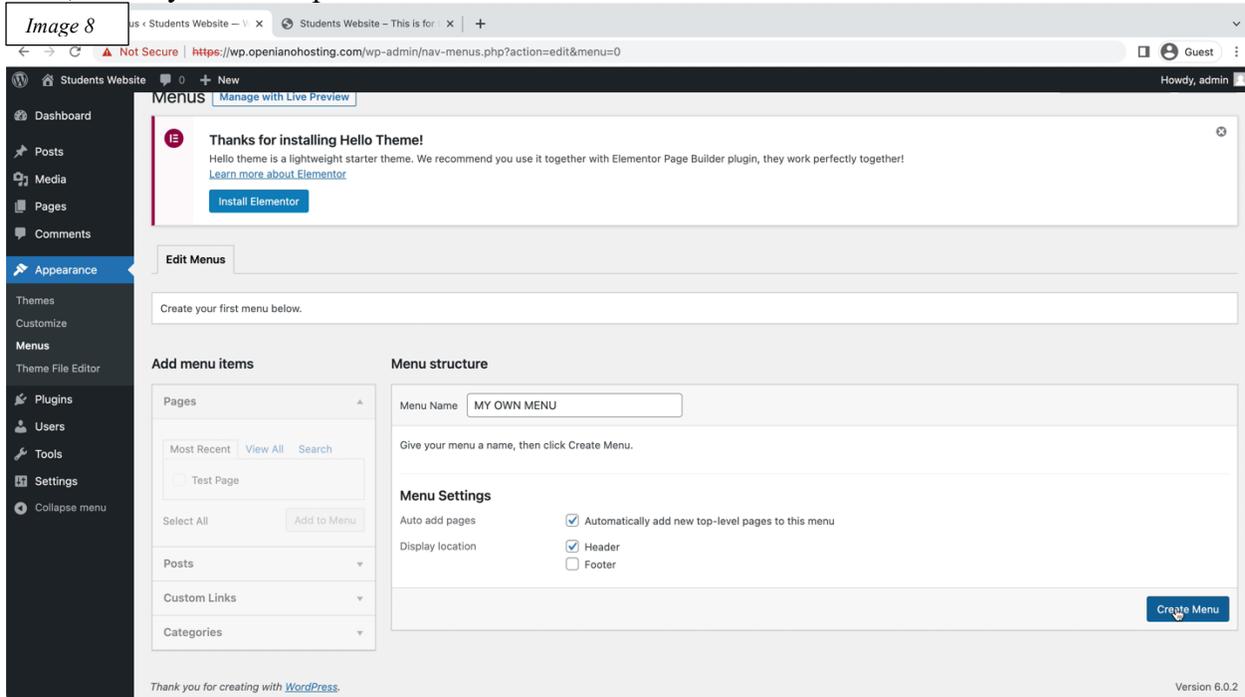
There are free themes and paid ones that can be installed through the theme option itself by navigating after clicking the Add New button that shows the upload theme or installing the theme in the list provided options. The plugin is almost the same installation procedure as the theme installation.

## 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.

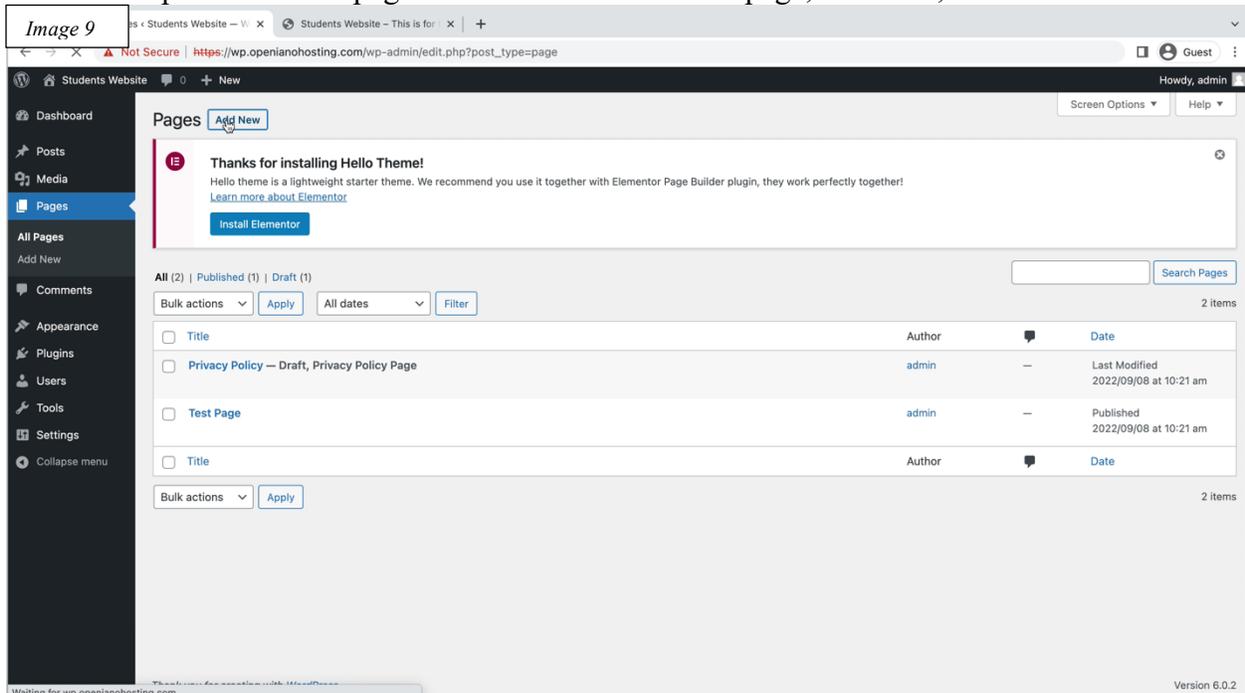


Now, create your menu preferences for the website as shown below



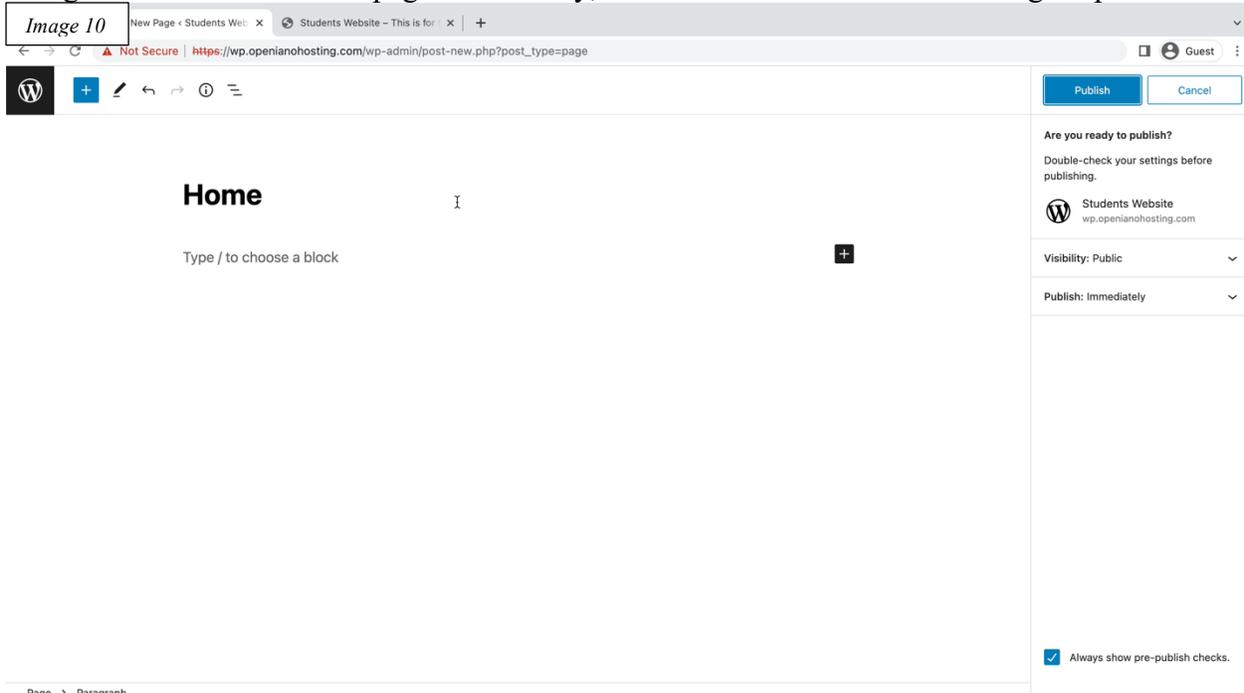
In the menu settings, we have checked the checkbox option for Auto add pages which means that every time we make a new page for the website it will be added directly to our menu, and the Display location checkbox as a header appears on the upper location of the website.

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

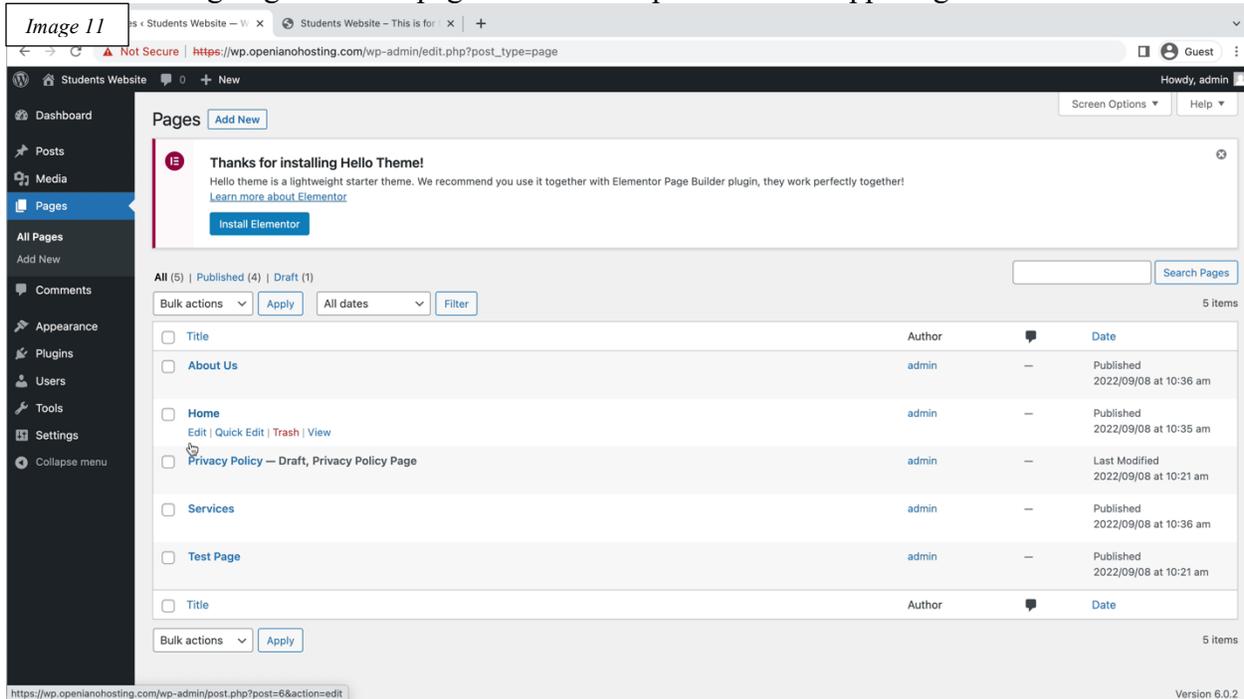


We see the test page and privacy policy, which is a default page during the installation setup.

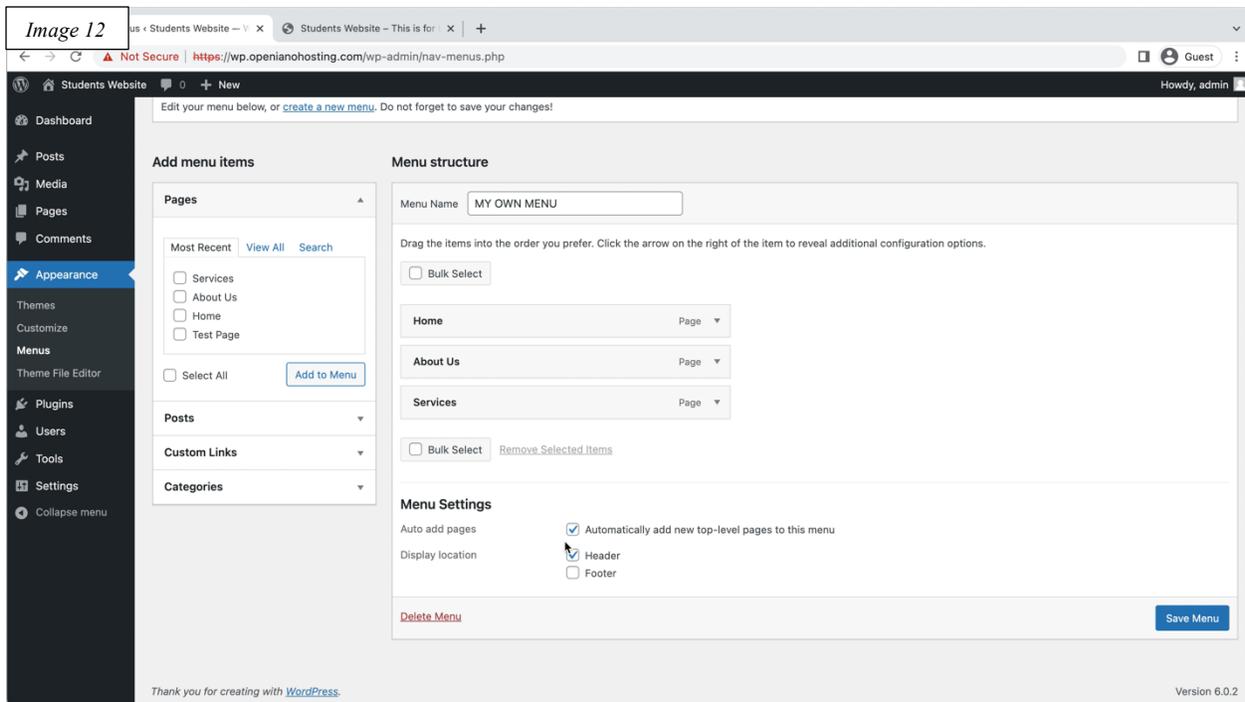
Our goal is to create a menu page so basically, we will click Add New on the Pages option.



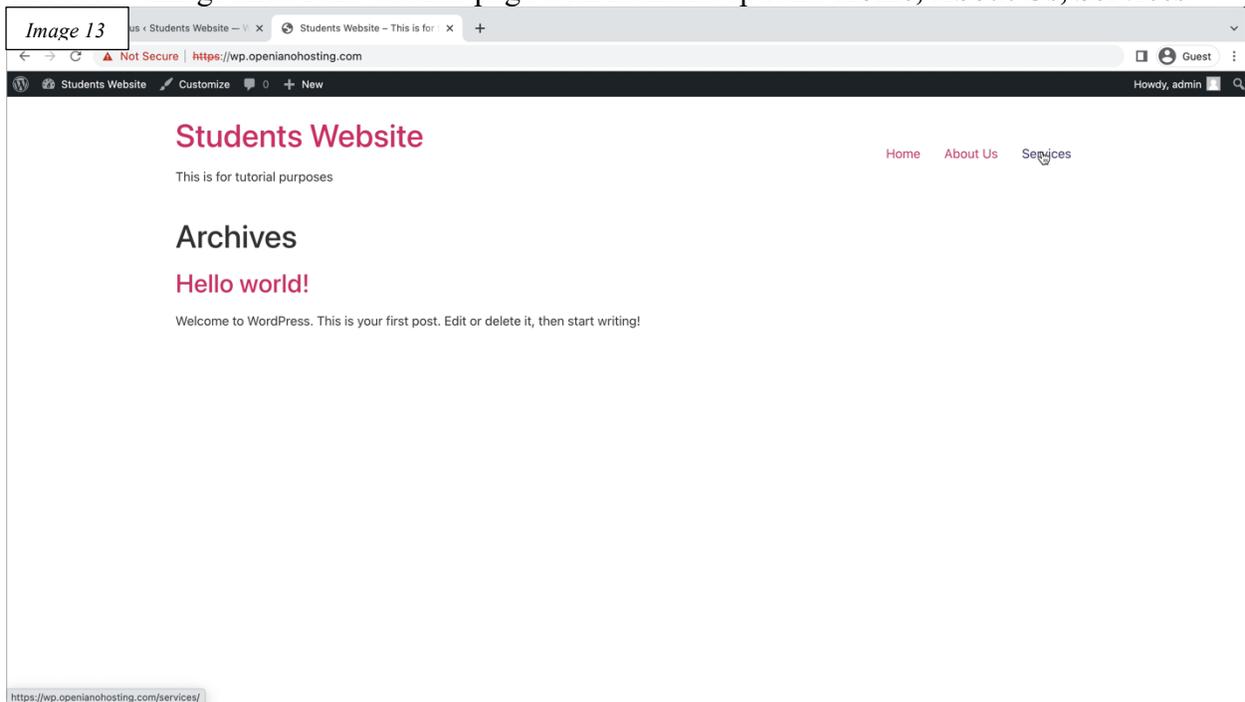
Here is our home page the title will be the title of the menu itself so we name it home and once we're done designing our home page we can click publish in the upper right corner of our screen.



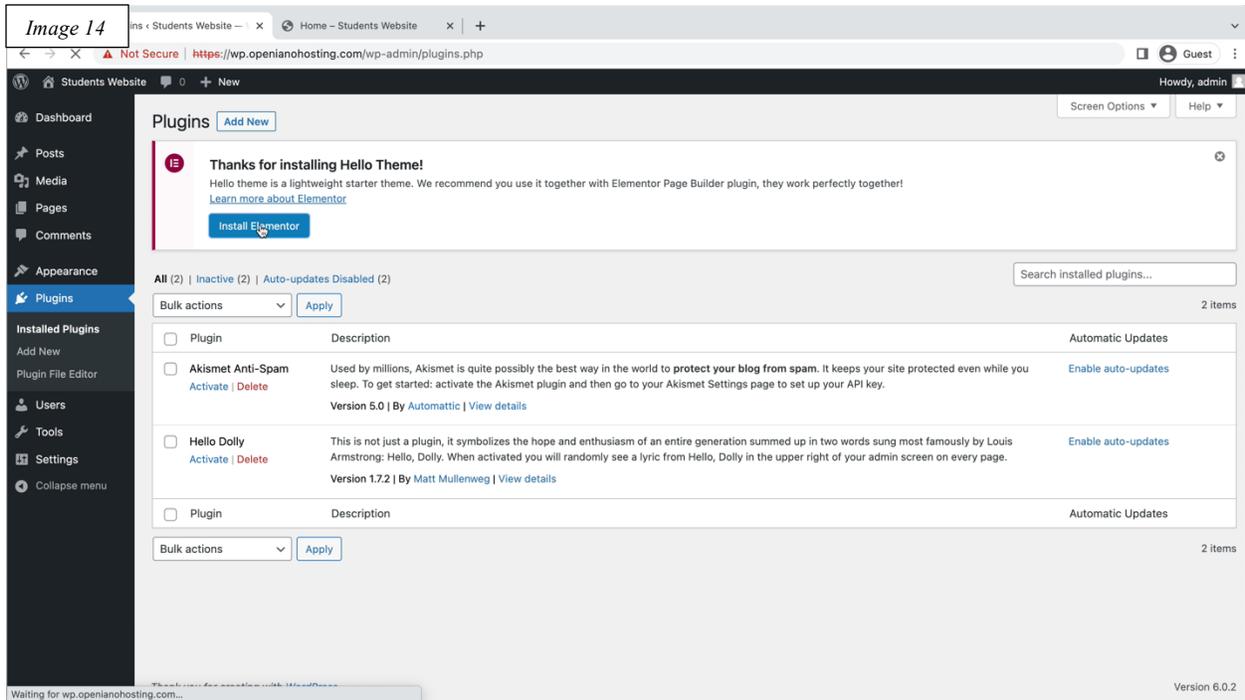
The image above shows all our menus that we have created on the same procedures of making a page. Then finally we must navigate to appearance > menu to set up these pages as our website's main menu.



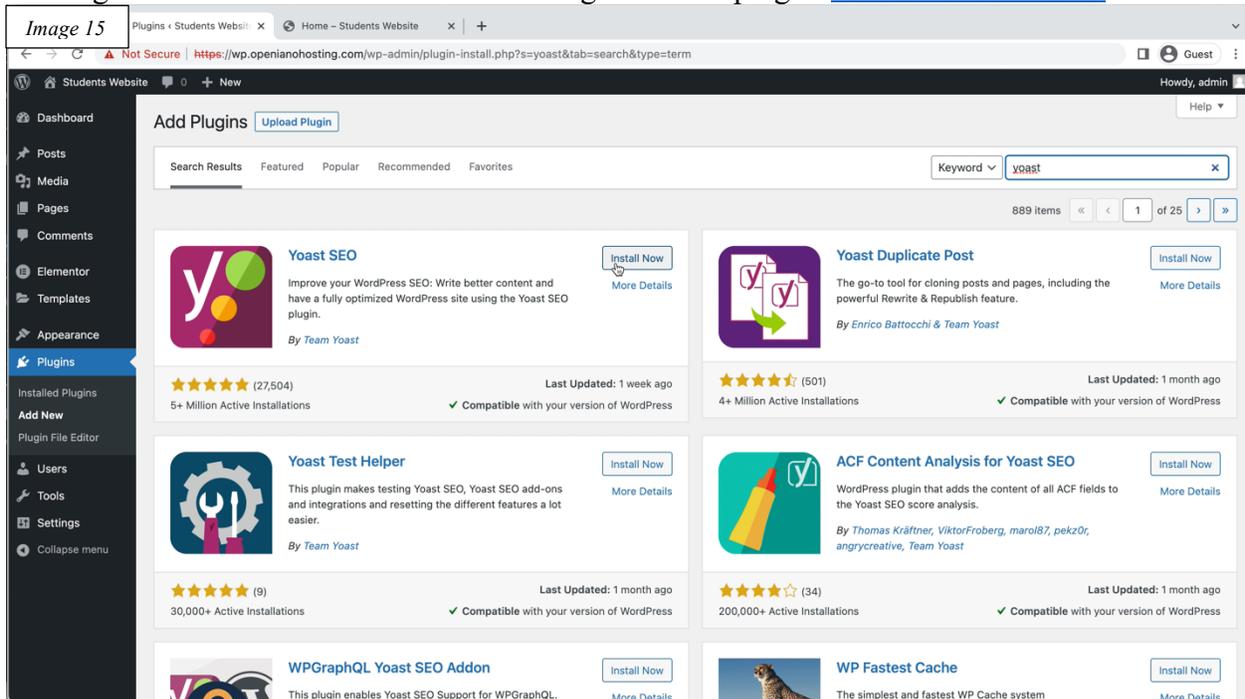
The below image shows the website page with its menu options. **Home, About Us, Services**



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.



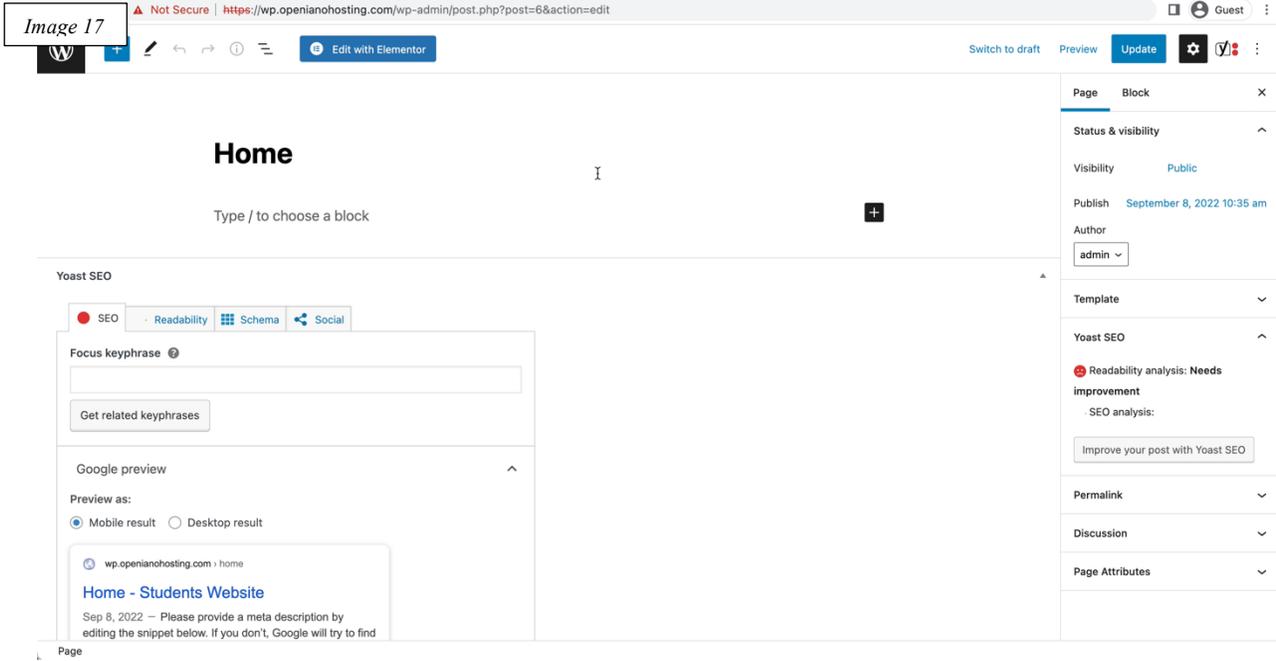
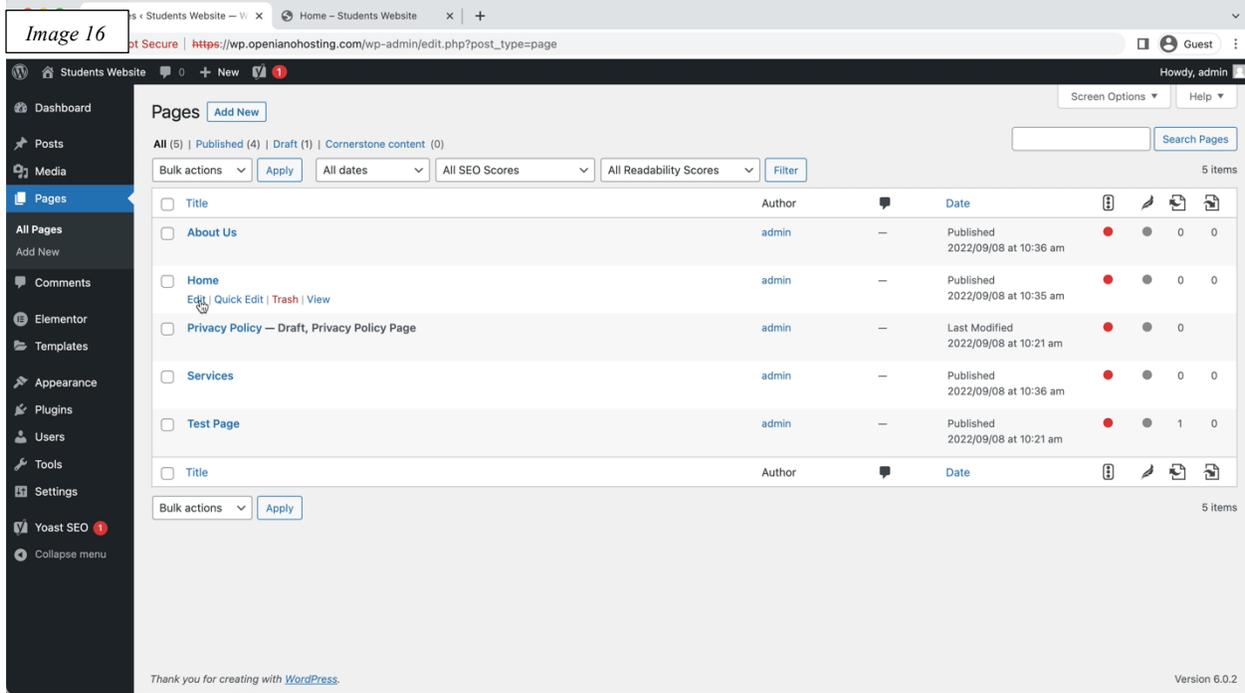
Install the plugins and once done activate the plugin. We can also add the plugin Yoast by clicking Add New button above and searching the Yoast plugin. [Yoast Guide for GSC](#)



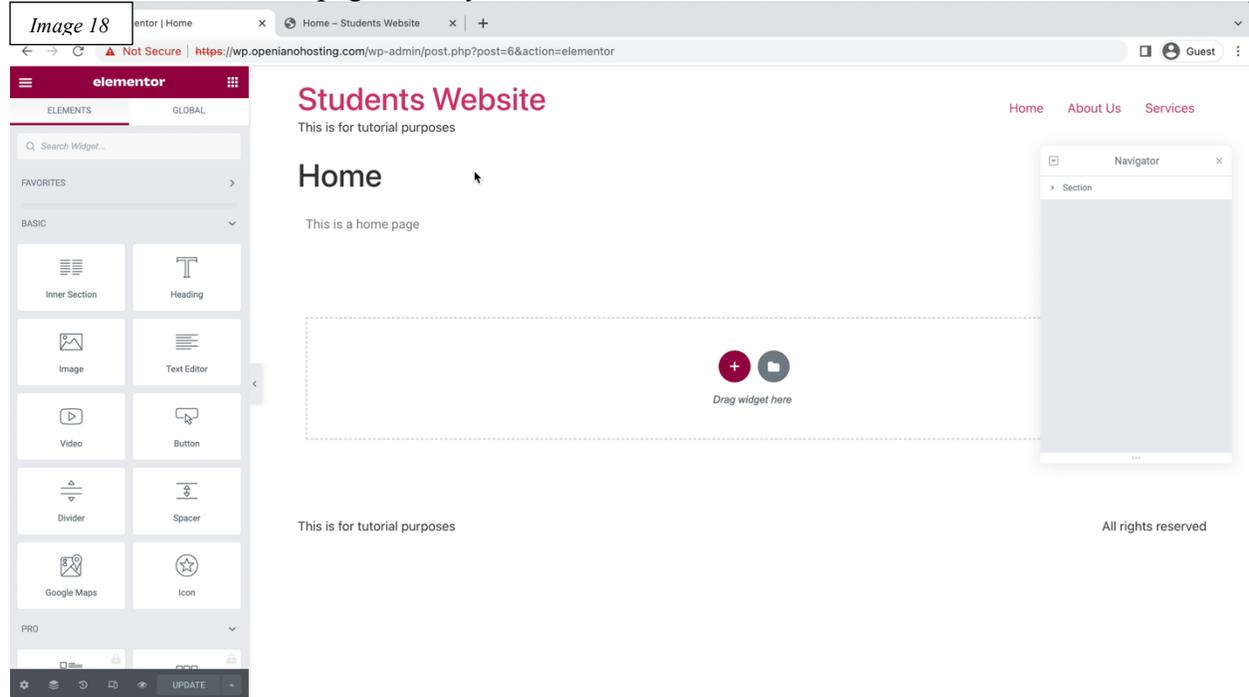
Activate once successfully installed.

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

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

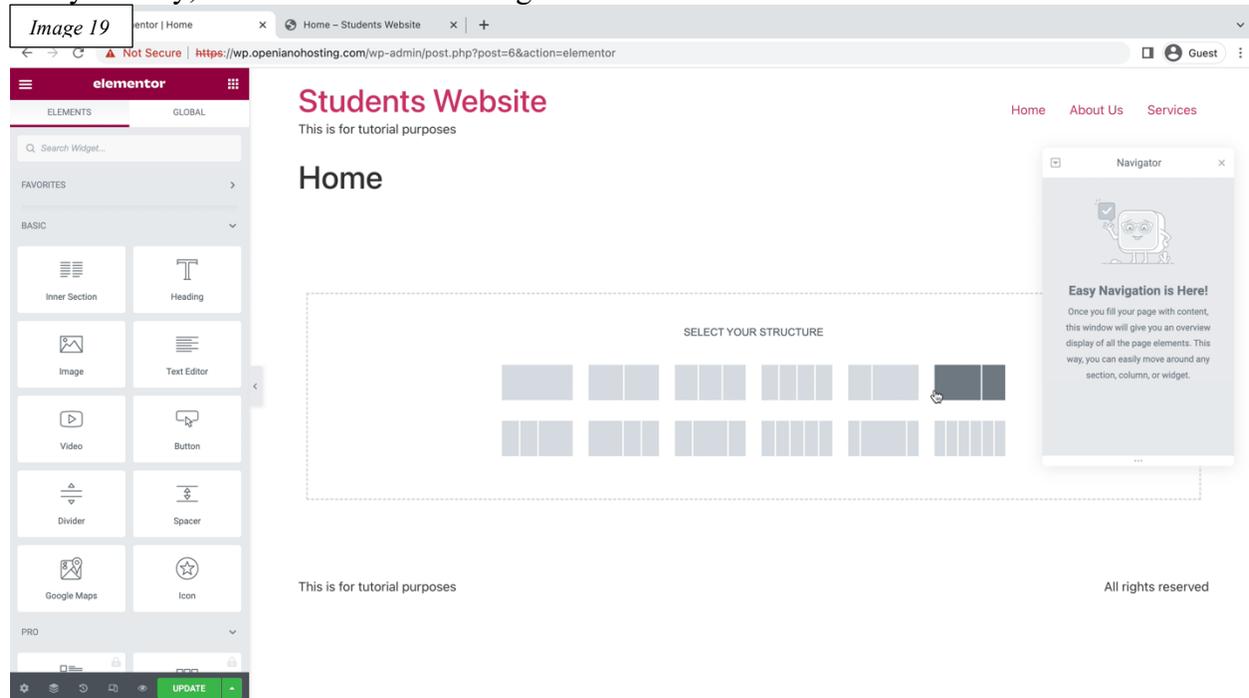


On the upper option of the screen, we can see a blue button with the text *Edit with Elementor* click on that to see new page activity.

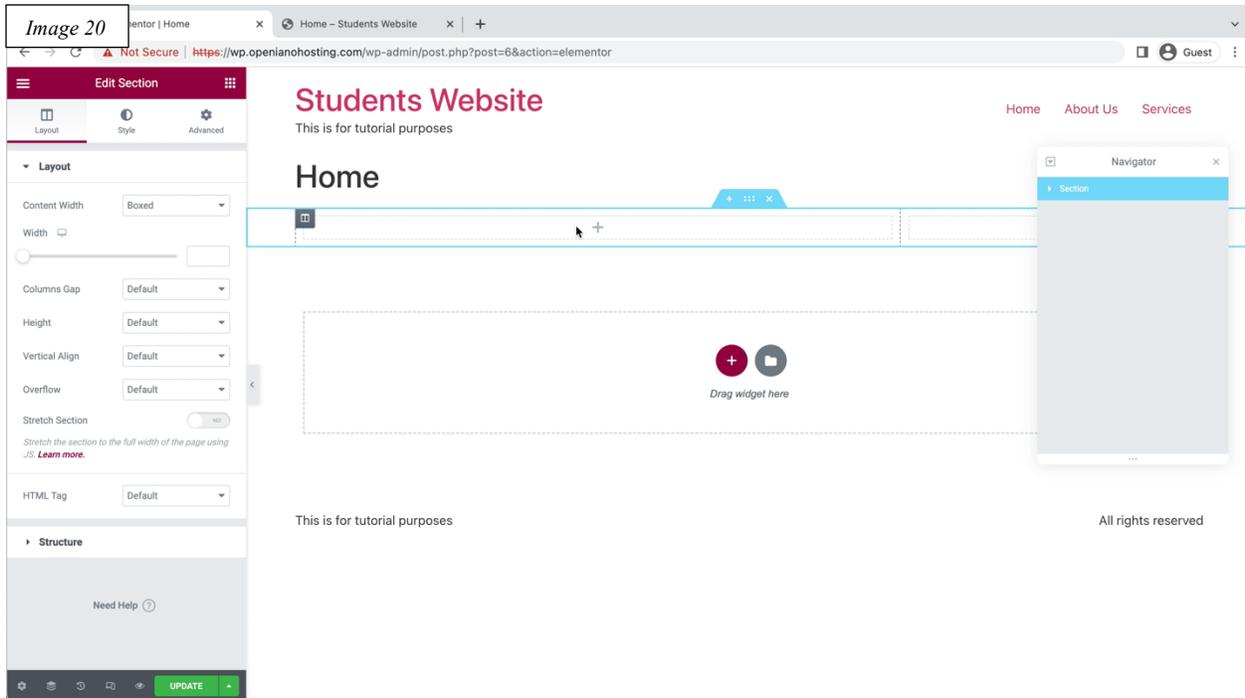


With this, we can design our page on our preferences of what it looks like and what we want to put on our home page.

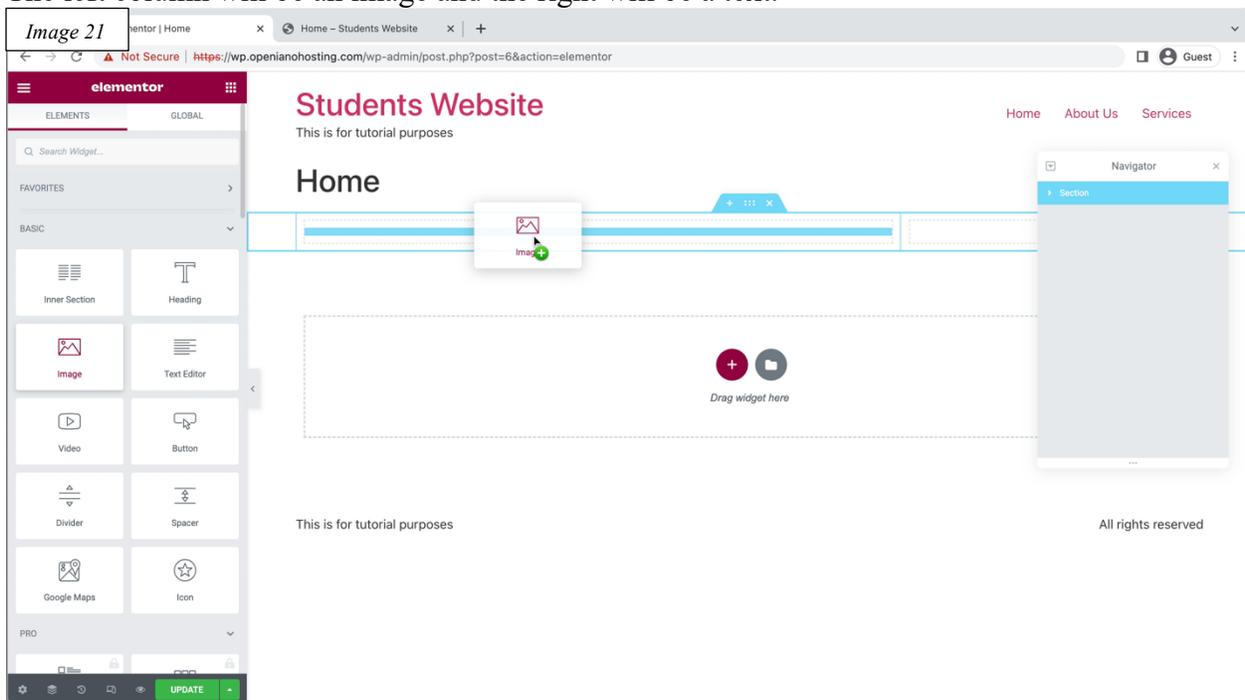
In my activity, I do as shown in the images below.



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

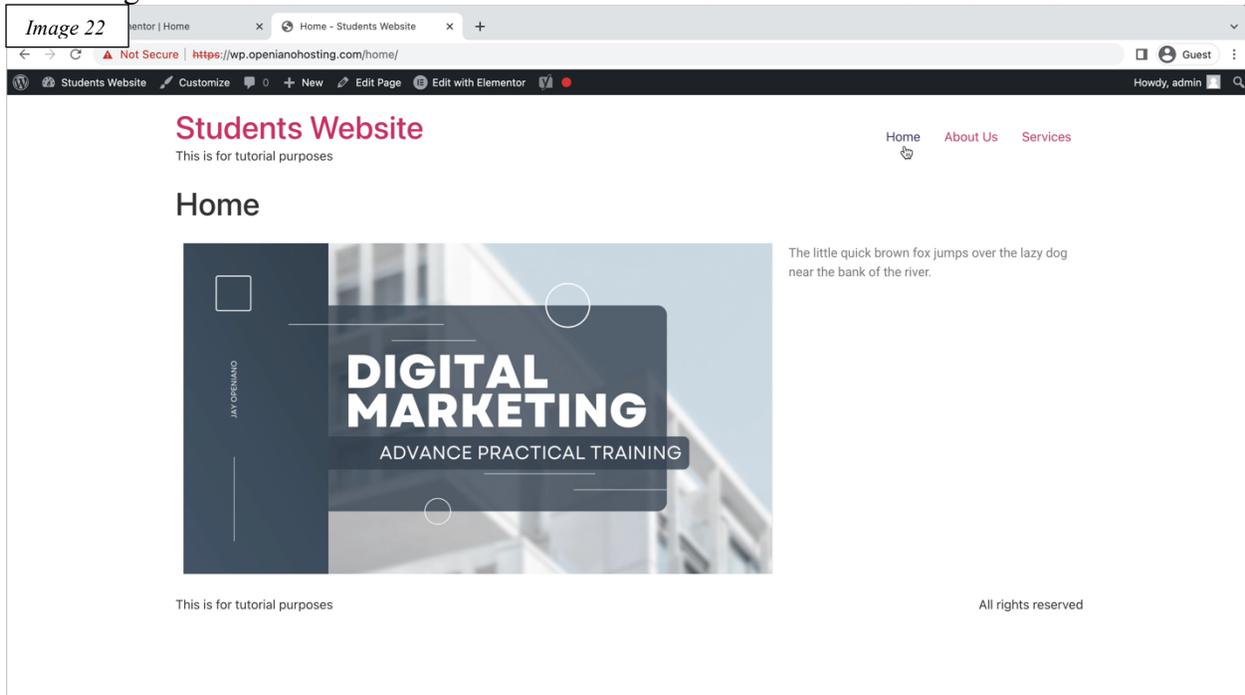


The left column will be an image and the right will be a text.



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.

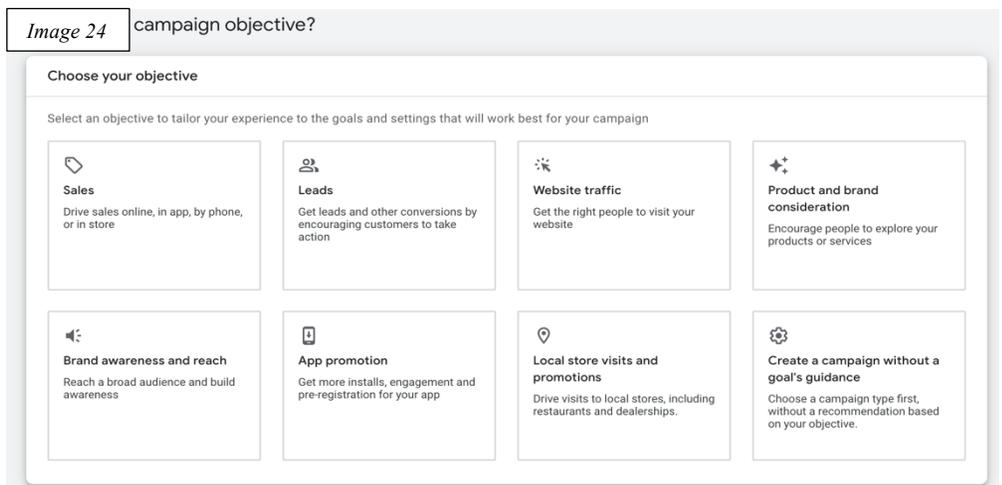
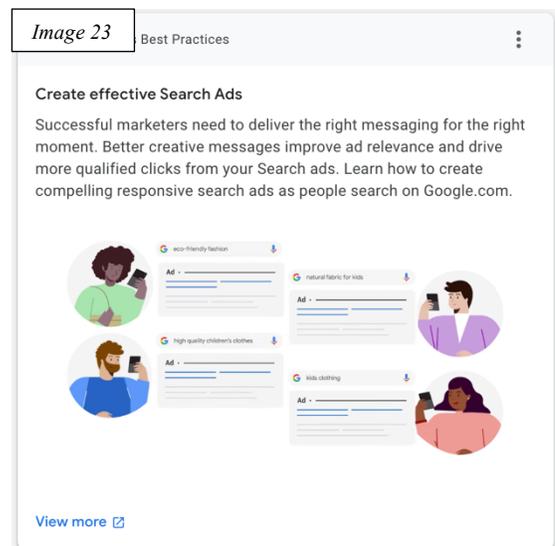
## Google Paid-ads Advertising

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



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

**Image 25** Conversion goals to improve Website traffic

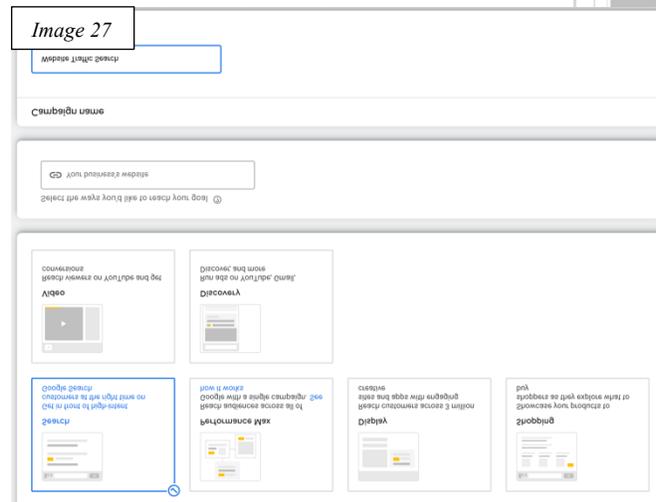
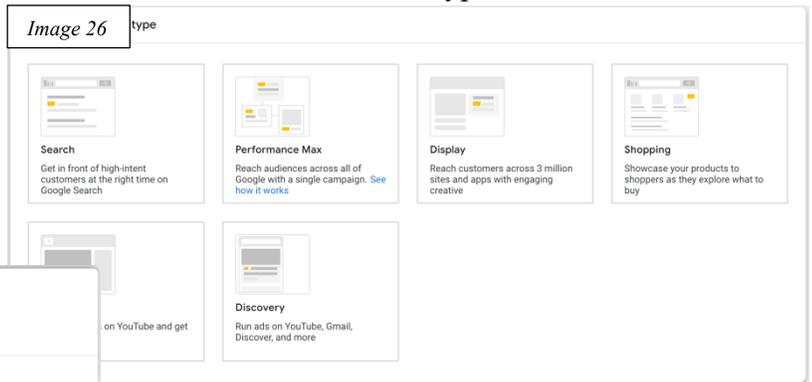
Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.

Conversion Goals	Conversion Source	Conversion Actions
Contacts (account default)	Call from Ads	1 action
	Website	1 action
Page views (account default)	Website	1 action
Phone call leads (account default)	Call from Ads	1 action
Submit lead forms (account default)	Website	1 action

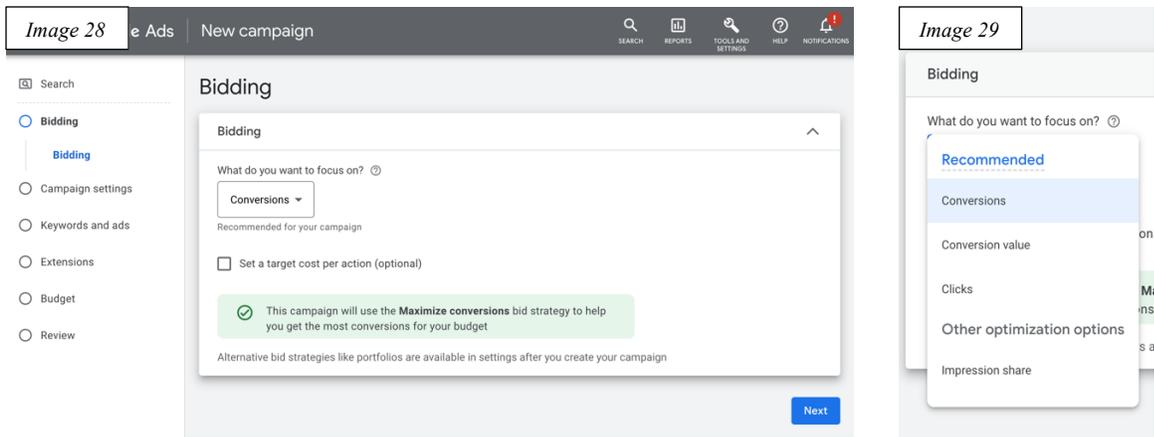
with our website traffic, there are four methods of how we can gather as many leads we can have by selecting each of these actions, which is called a call to action or CTA that we can provide in our website or a landing page. This is how we can create a proper landing page for our website during our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

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

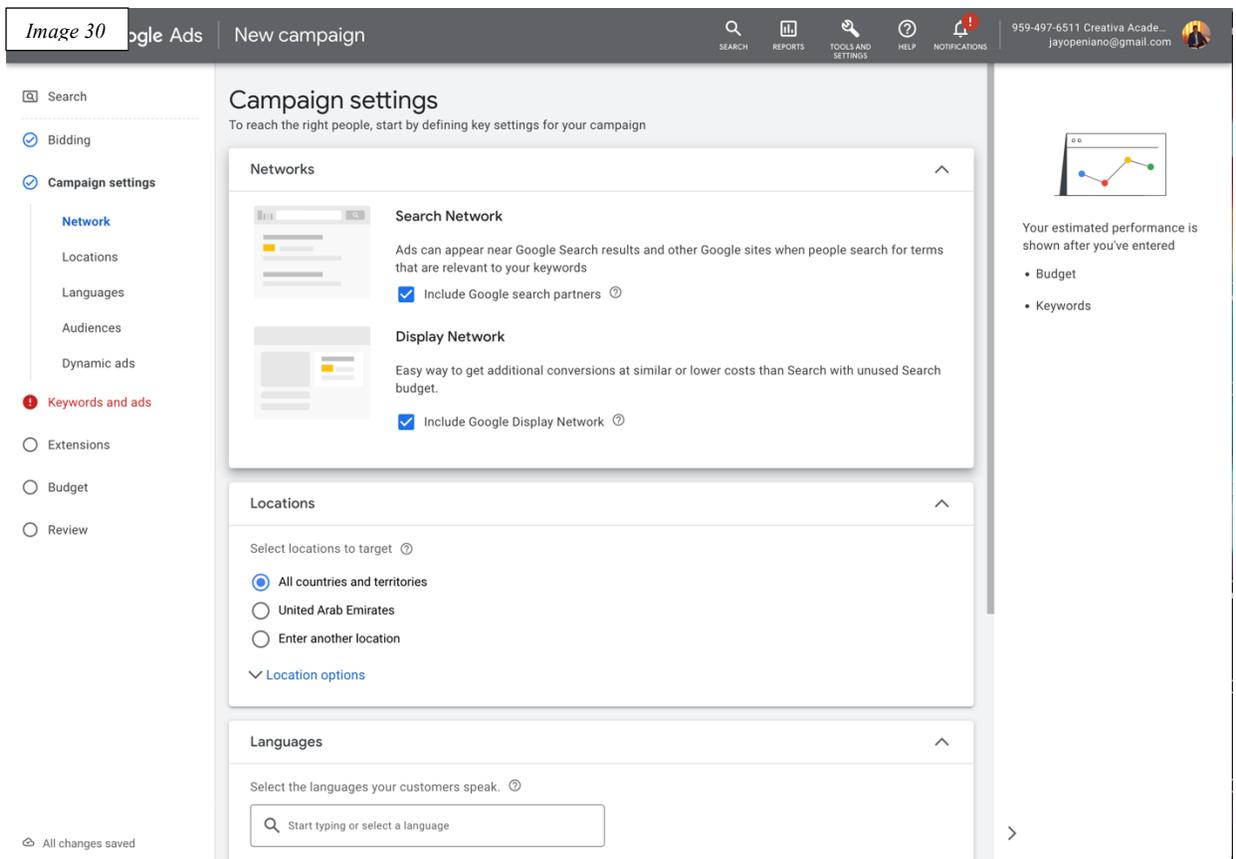


advertisement they want to give an easy way and guided platform for the advertisers what they want to do in their digital platforms so that even if a businessman doesn't have a digital marketing background they can easily set up their product in Google ads to be advertised.



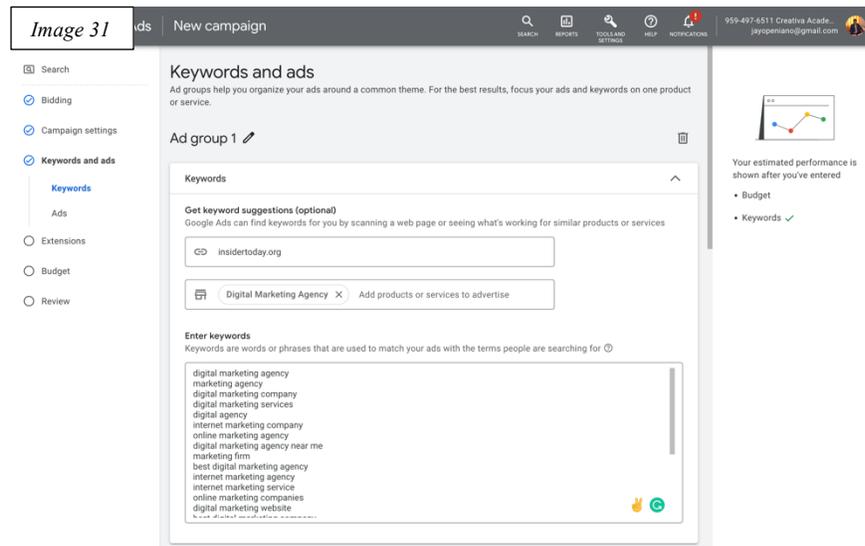
In the above image, it shows us how much we will spend for something in return for example we do a conversion, a conversion is someone who signed up for your landing page or someone who downloads from your landing page which means that there is a conversion, click option is something that someone who 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



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



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 [Google Ads](#) 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

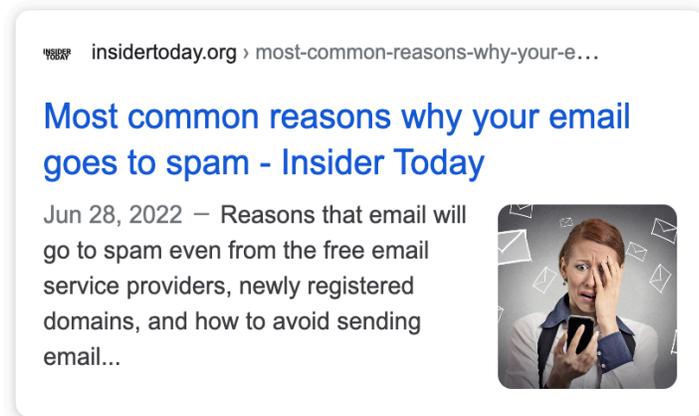
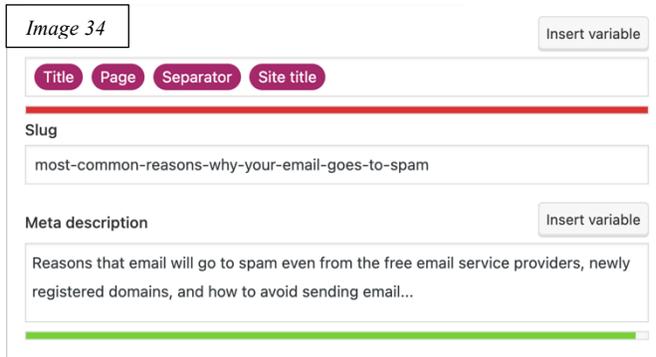


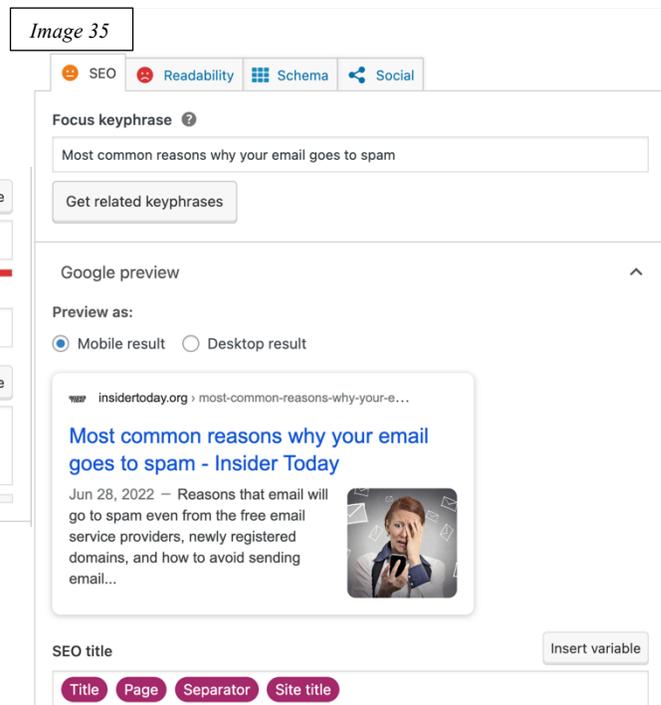
Image 33



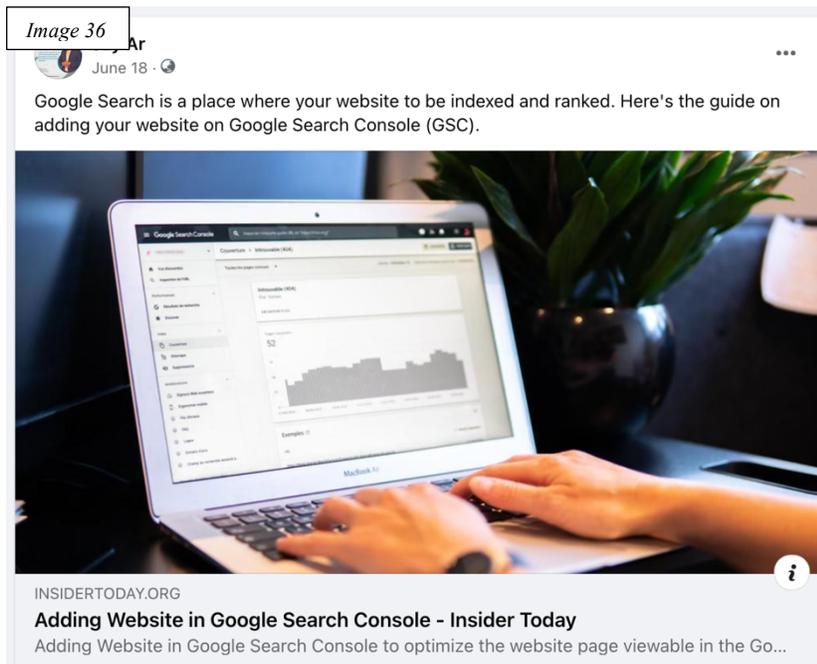
Yoast is the easiest way to create a search preview on our website. In our previous activity, we are using WordPress with the use of the Yoast Plugin. It guides the developer to see



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.



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



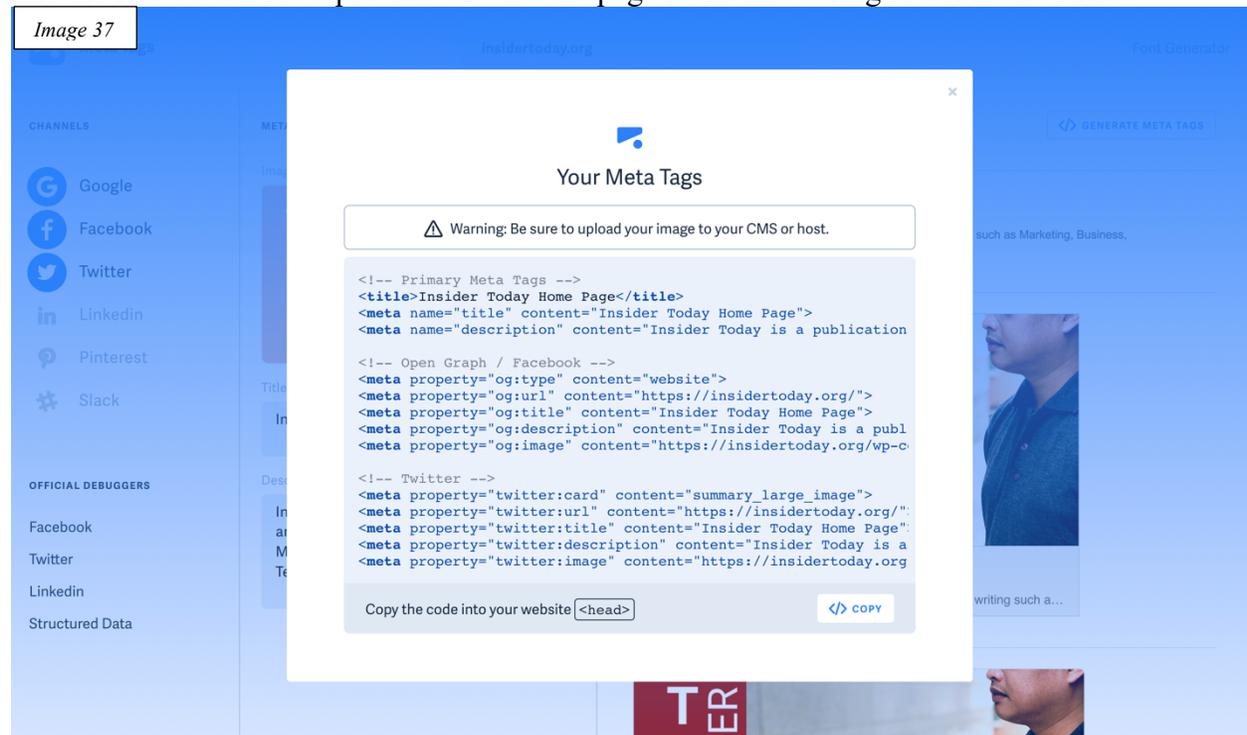
This is a post on Facebook that gives the page title, description, and image of the blog post.

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

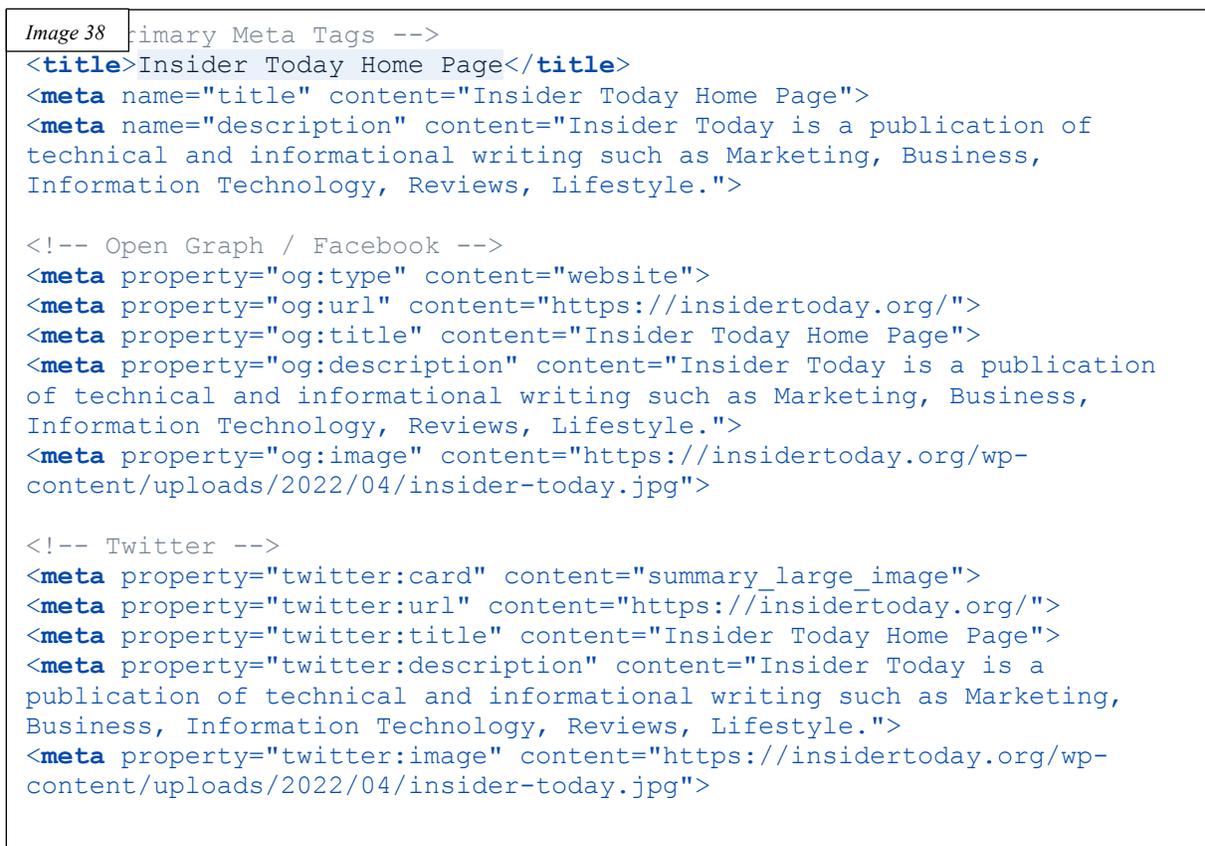
The question is, what if we use a static page for the landing page development, or does the developer use another platform in their development? There is a very interesting tool that can be used to check a website preview and even generate a meta tag code to be inserted in the

header of the website. It is called [Meta Tags](#), by visiting the link provided and pasting the URL

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



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 [Meta Tags](#), it is seen in the <header> elements before the closing </header> tag.



## 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.

Image 39



digital marketing services



All Images Maps News Videos More

Tools

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

Ad · <https://www.linkedin.com/>

### Digital marketing services - Captivate Your Audience

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 Pricing

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.

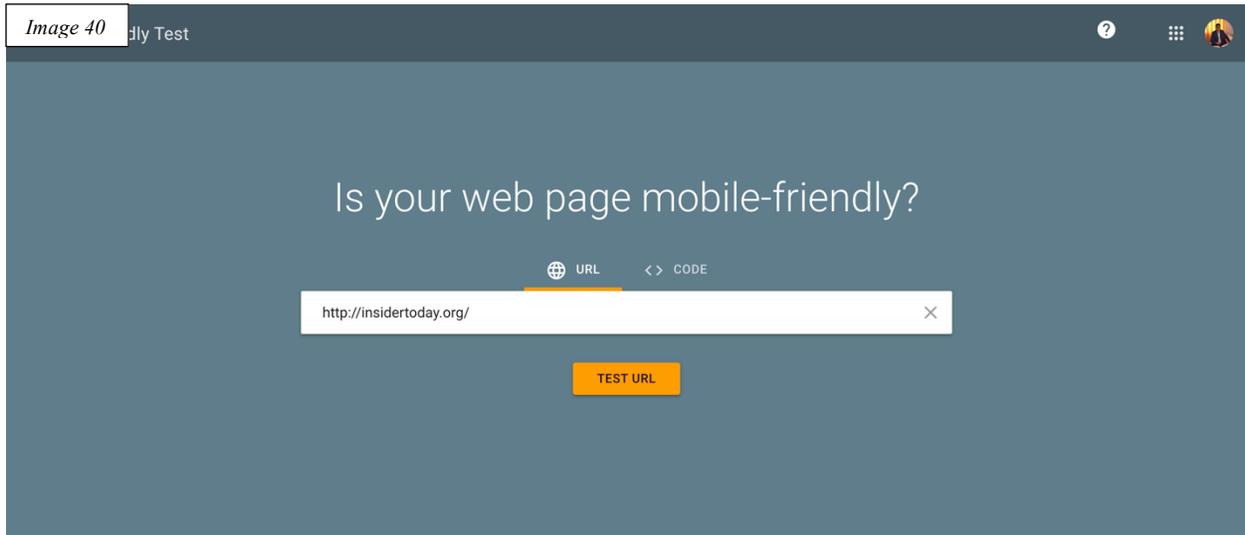
## Optimizing Website and Mobile friendly setup

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 [Mobile-Friendly](https://search.google.com/test/mobile-friendly) Test tool.

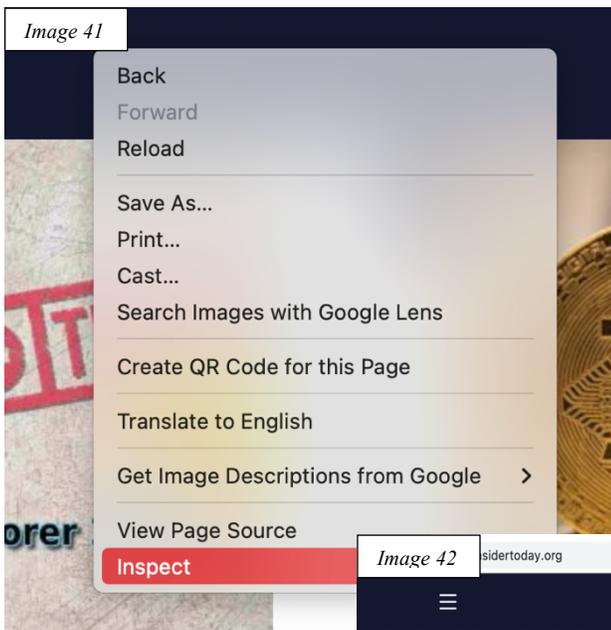
<https://search.google.com/test/mobile-friendly>



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

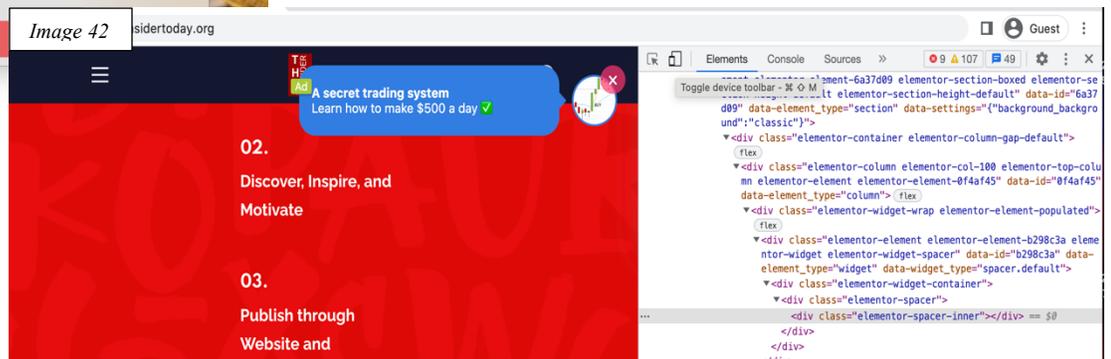
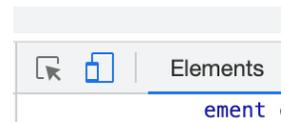
3. Repeat the test periodically to ensure that your site remains optimized for mobile devices.

To do it manually in the google chrome browser

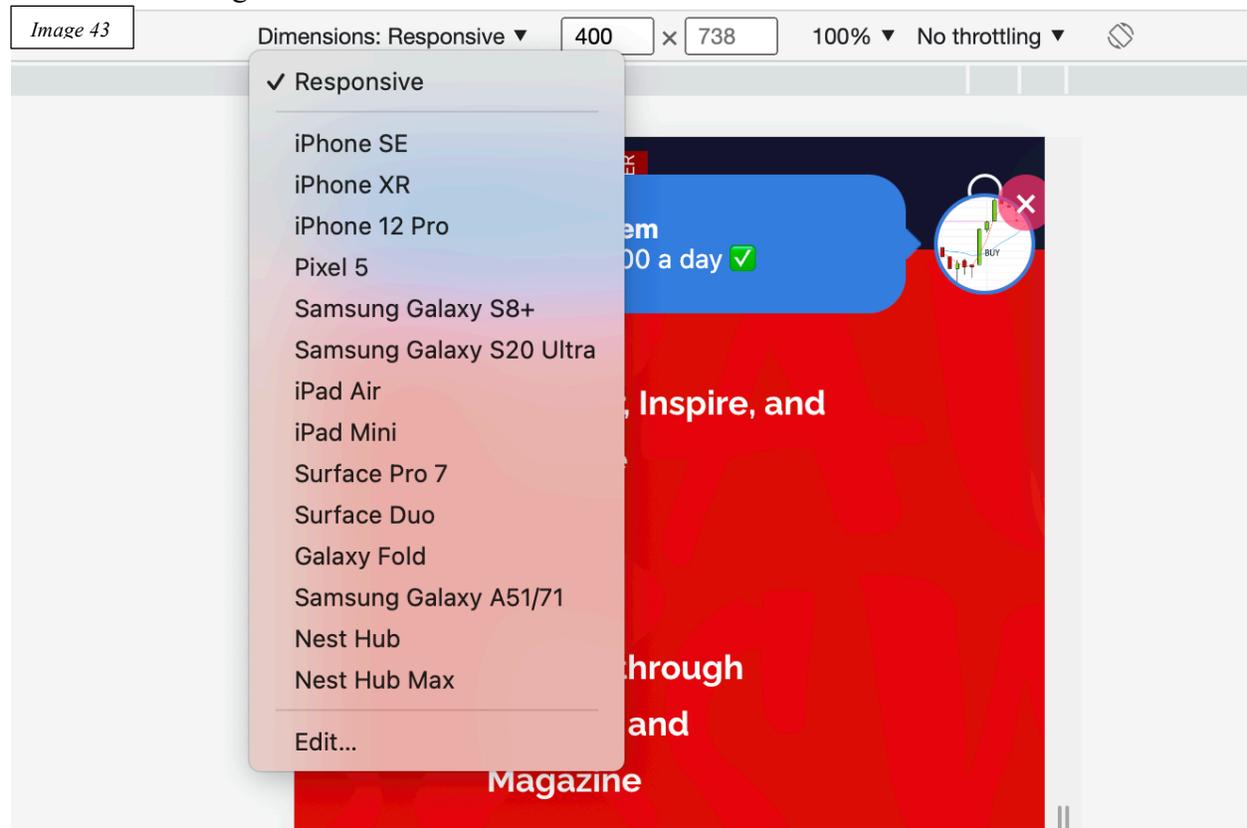


Right-click on your browser and click inspect.

Next is to make sure that your preview is on the mobile mode by clicking in icon before the elements option



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)

[Search Engine Optimization](#) (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

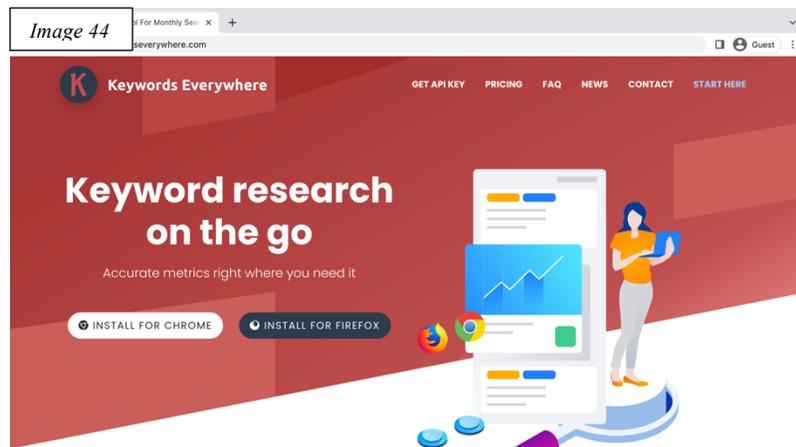
chances of earning higher rankings in Google search results. This is mostly practiced by [SEO Professionals](#)

## Keywords

Example: Digital Marketing Services

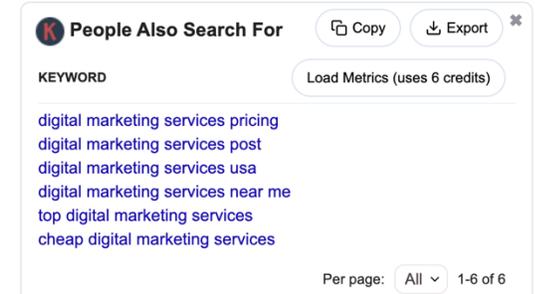
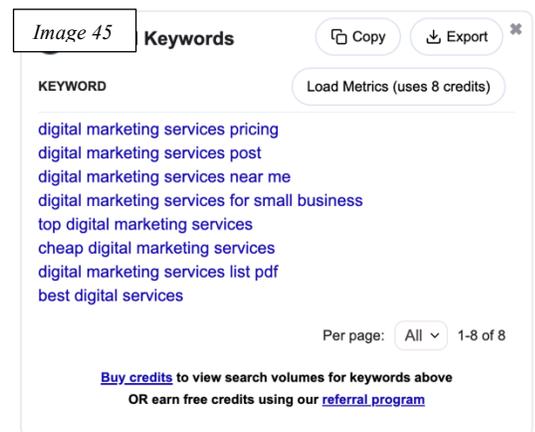
There are a few different ways to do keyword listing. One popular method is to use a keyword tool like Google Adwords Keyword Planner. Another way is to manually research keywords and compile a list yourself.

There is a very useful tool to be used [Keyword Everywhere](#), by downloading this tool as a google chrome browser plugin it helps analyze the search result and related searches of keywords. I tried to search



Browser Add-on For Keyword Research

digital marketing services and gives me related keyword searches as shown in the image at the right, not also that but the related searches of people below on my related search keywords.



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 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

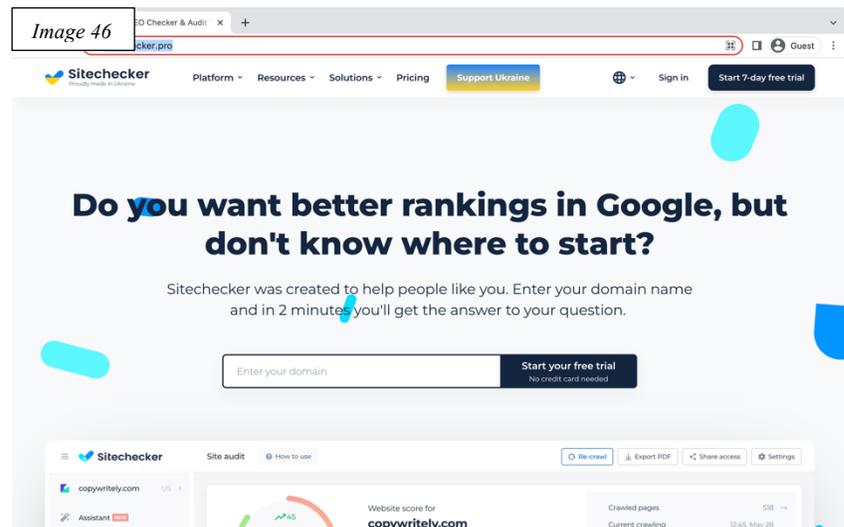
There are various elements to a website that can impact its SEO. For example, the website's title and meta tags are important factors in determining its ranking on search engines. The content of the website also plays a role in its SEO. If the site contains relevant, keyword-rich content, it is more 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 `<img>` 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>`  
`<p>`  
`<img>`  
`<ul>`  
`<li>`

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

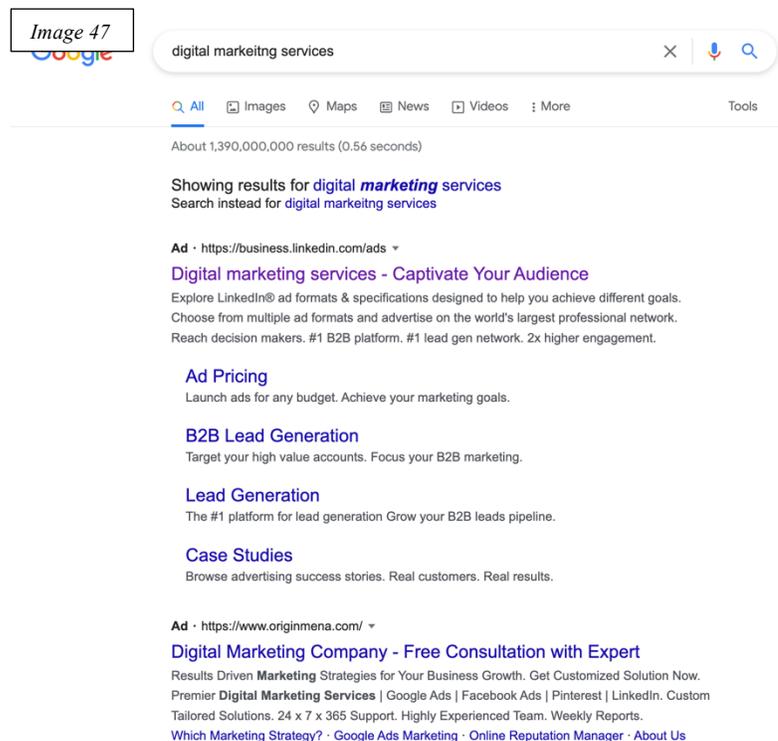
PPC advertising is a popular form of online advertising that allows businesses to target potential customers who are searching for specific products or services online. Businesses can bid on key phrases or words that are relevant to their offerings, and then their ad will appear in the sponsored results 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.

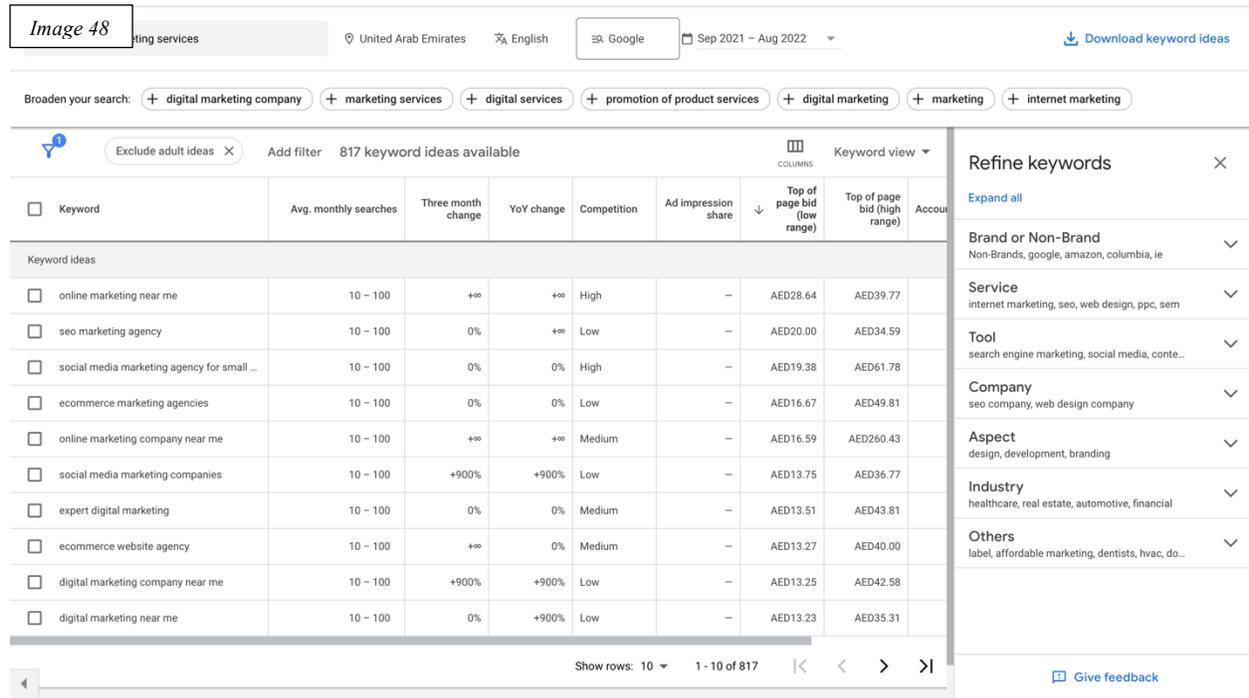
## CPC (Cost Per Click)

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 [Google Ads Keyword Planner](#).

[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-c-bau%21o3-Cj0KCOjwvOuYBhCGARIsAIdGQRMU4yzhoTjhi9Kp9YplxyE7GvTW\\_6cpnAv0tb8D3LqpdDH06p-PzSQaApXXEALw\\_wcB~106354175463~aud-1222719251500%3Akwd-94527731~10963472347~579680567437](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-c-bau%21o3-Cj0KCOjwvOuYBhCGARIsAIdGQRMU4yzhoTjhi9Kp9YplxyE7GvTW_6cpnAv0tb8D3LqpdDH06p-PzSQaApXXEALw_wcB~106354175463~aud-1222719251500%3Akwd-94527731~10963472347~579680567437)

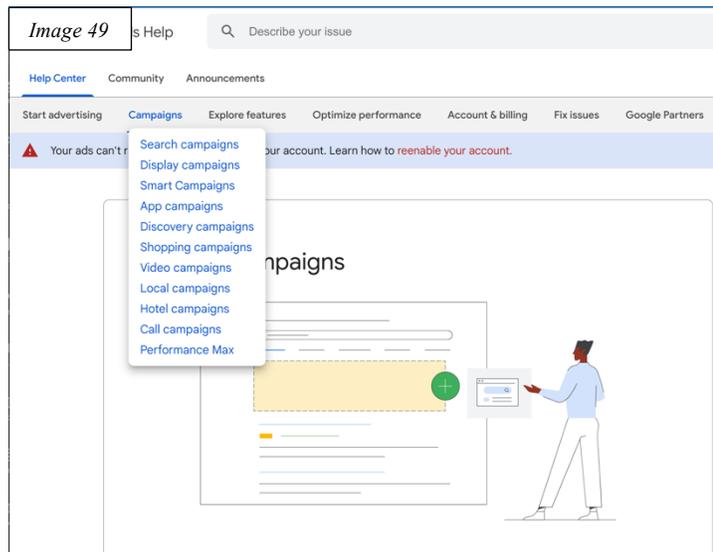


## CPA (Cost Per Action)

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.



[https://support.google.com/google-ads/topic/10022492?hl=en&ref\\_topic=10287124,3181080,3126923](https://support.google.com/google-ads/topic/10022492?hl=en&ref_topic=10287124,3181080,3126923).

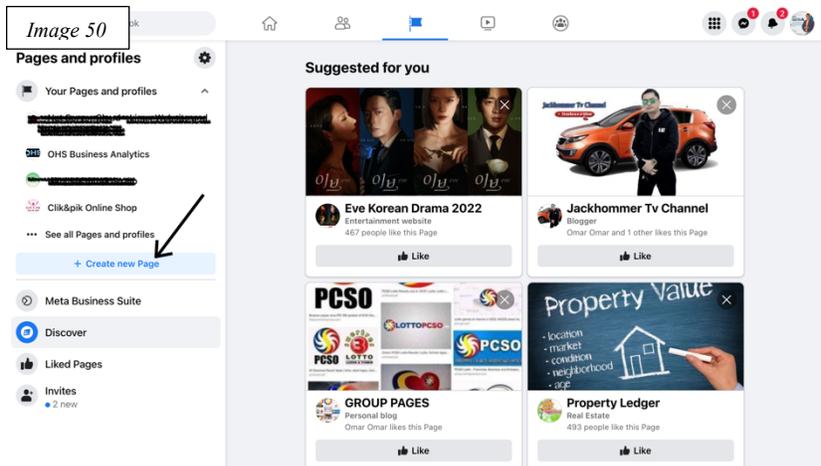
## Social Media Marketing

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

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



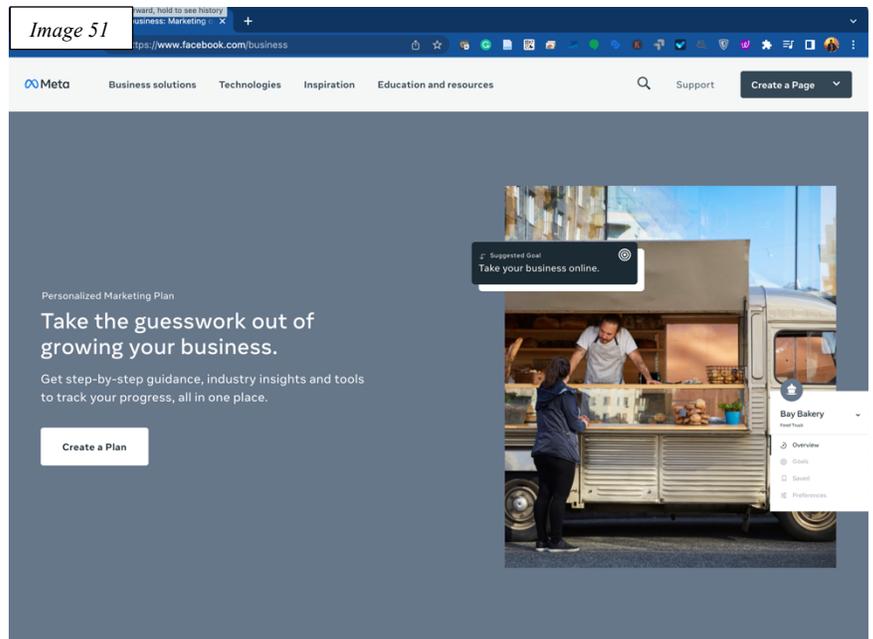
account guide below. We assume that users are familiar enough to use the social media account, so we are not in detail about creating a personal account. Our focus is to have a business page and published an effective campaign in this course.

### Create a Facebook page

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

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](https://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

## FB Campaign Ads

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](#) [#wordpress](#)



INSIDERTODAY.ORG  
**Guide for Sitemap and YOAST for Google Search Console - Insider Today**  
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**

👍 Like    💬 Comment    ➦ Share

**Image 52**

FELLOWSHIP IN ADVANCED ENDODONTICS  
FROM ACCESS TO APEX

**Speakers**

Dr. Deema Abu Al-Teen    Prof. Andrea Polesel    Prof. a.c. Denise Pontoriero

Module 1  
Shaping, Cleaning and Three-dimensional Obturation of Root Canal System

Module 2  
Root Canal Re-treatments

Module 3 & 4  
Treatment of Pulpal/Periapical Pathology, Post-Endo Restoration, Treatment of complicated cases in Endodontics.

**UAE DUBAI**  
**Lectures & Hands-On**

Sponsored By  
Dentistry Sirindhorn

119 Engagements    **Boost post**

46 Shares

and concise, with a strong call-to-action that compels users to click 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.

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.

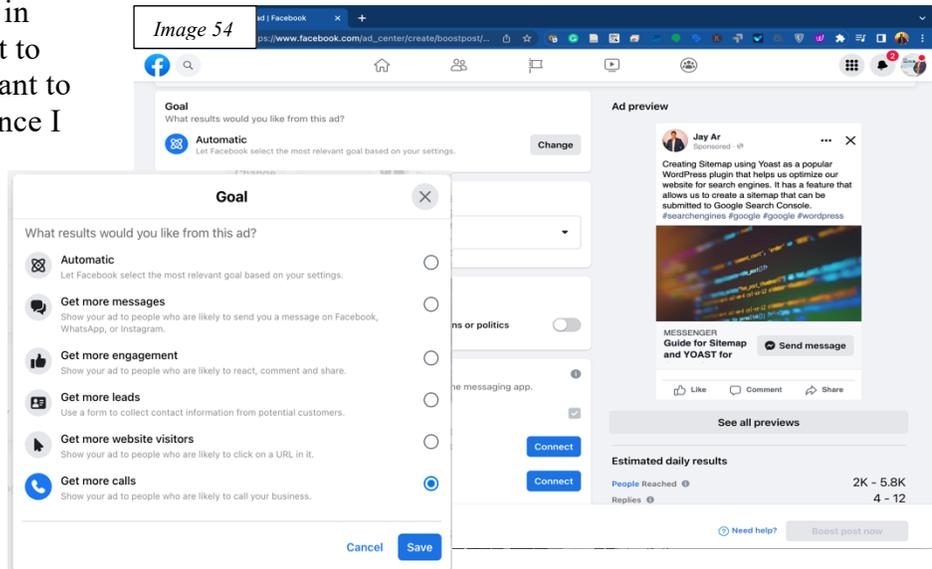
Before posting the campaign make sure we have prepared our marketing plan as discussed at the beginning of the course. The objective was set, the audience was built, and budget is allocated and most importantly the business is ready.

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.
- Send a message in messenger
- Call our business
- Visit our business location
- Like and follow the page
- Comment and like the post.

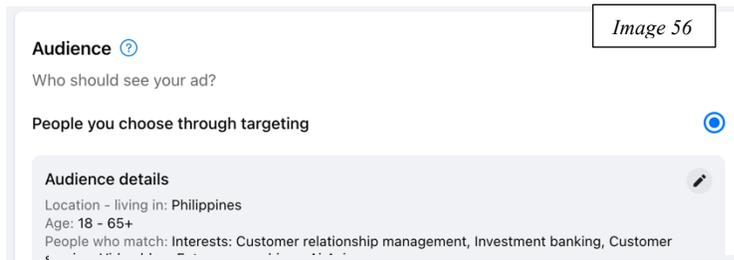
## Boost a Post

Once we have clicked on the page and clicked the boost post it will guide us to a new page, initially define the goal in image 54, the goal is set to automatic but I don't want to have automatic goals since I have defined and set already my goal. Click Change and select the option "Get More Calls", the reason is that I need to have more calls from the interested audience who will see my campaign.



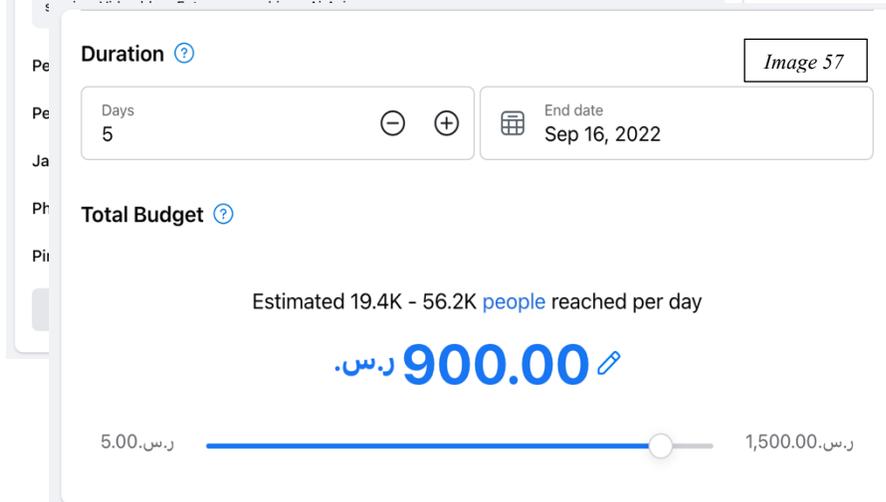
Facebook ads are also used in Instagram ads for the different call-to-action button of your preferences, if get more messages is selected it will ask if we'll connect to your Instagram account. In image 54 on the right side, the image preview of the ads is clearly shown how the ads are shown to the target 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 have the audience defined, interest in customer relationship management, investment and banking, Bloggers, and Entrepreneurs.



Now, look at image 57 which shows the duration and the budget for a specific period, In the image, we have set the 900 SAR for 5 days duration of the campaign. Publish the ads. DONE!

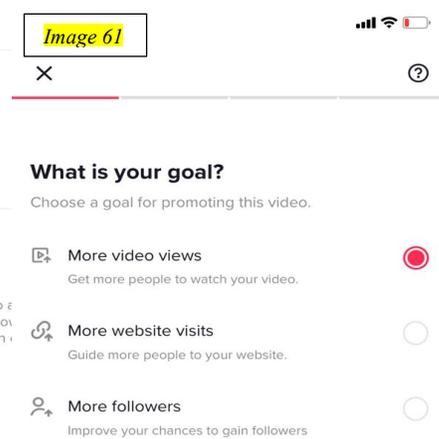
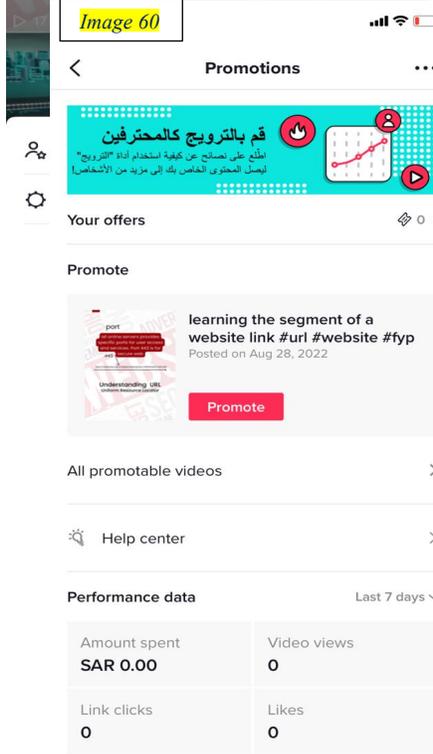
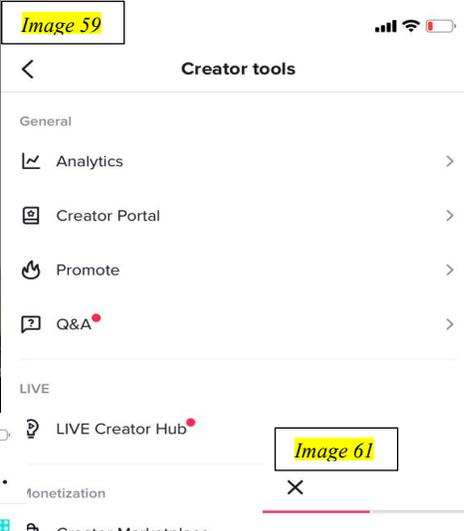
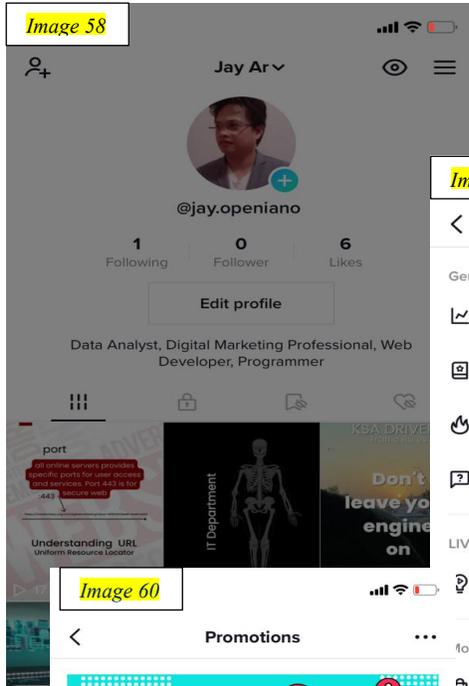
**Tips:** Making shorter campaigns with higher reach is better than lower reach for long periods of days, but the consistency of the campaign must be



present if we are publishing for branding awareness.

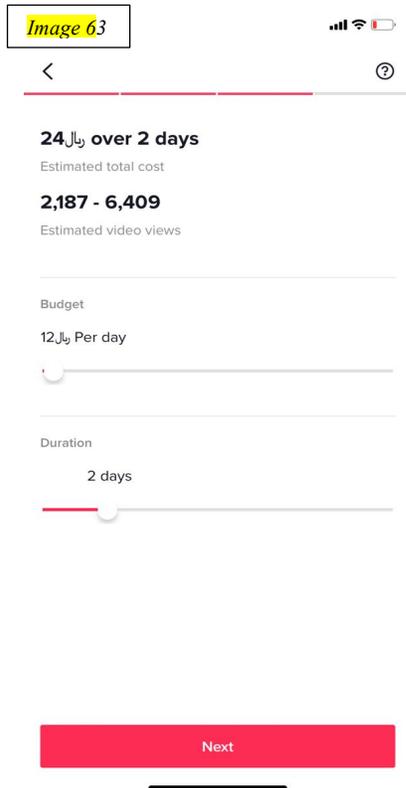
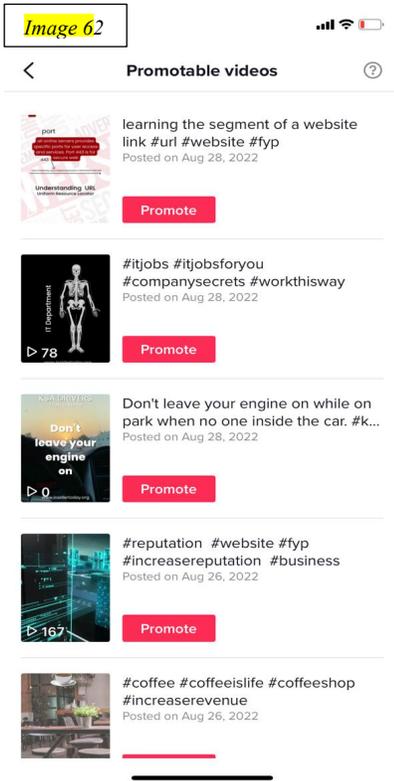
## TikTok Ads Guide

Open your TikTok account and click on the burger menu at the upper right corner of your screen display. Click on Promote and the image 60 screen will show up. Follow the images below and will get you through publishing the video promotion.

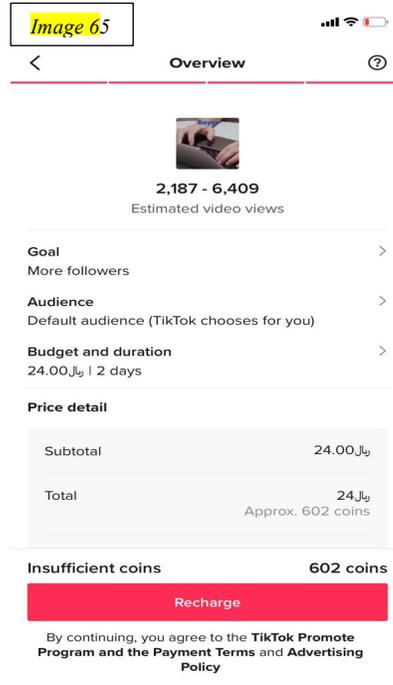
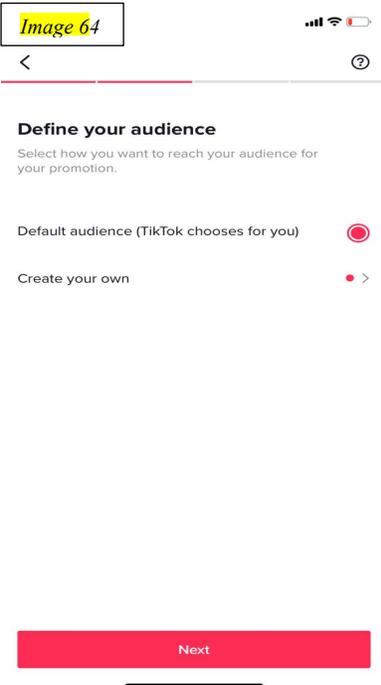


## Continuation

Next



## Next Images



LinkedIn

## **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.

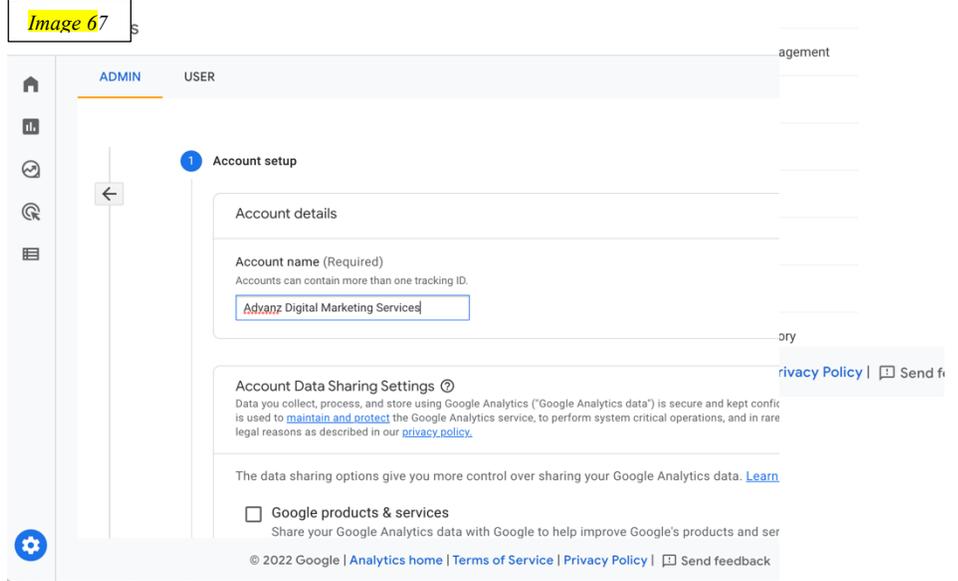
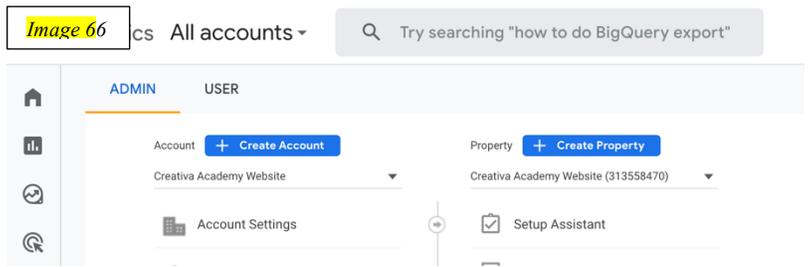
There are several different metrics you can use to measure SEO performance, but some of the most important ones include website traffic, conversion rate, and organic search ranking. By tracking these metrics over time, you'll be able to see how your SEO campaigns are progressing and make necessary adjustments.

## **Google Analytics**

Most digital marketers and analysts use [Google Analytics](#), 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.

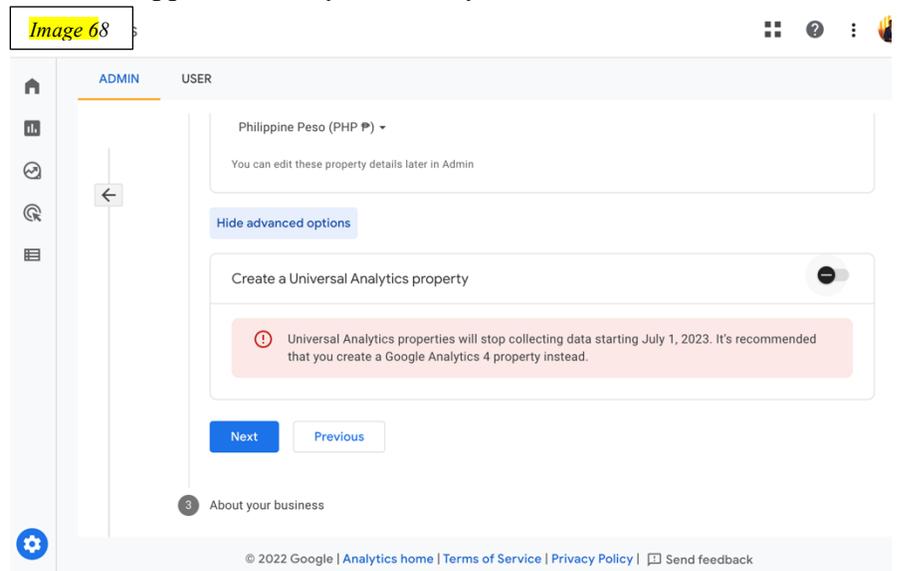
On the dashboard at the lower left corner of the screen click the settings button and a new view will be displayed.

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.



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.



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.

The screenshot shows the 'Stream details' section of a Google Analytics account. It lists the following information:

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
ADVANZ WEBSITE	https://advanzdigitalmarketing.com	4056659313	G-Q972564T0J

Below this, there are sections for 'Events', 'Enhanced measurement', 'Modify events', 'Create custom events', 'Measurement Protocol API secrets', and 'Google tag'. The 'View tag instructions' link is highlighted.

Make sure before the completion of the setup is the root or admin access of the website is ready to insert the code in the <header></header> tag of the

The screenshot shows the 'Install your Google tag' page. It provides instructions on how to install the tag manually. The instructions include:

- 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.
- A code block containing the following script:

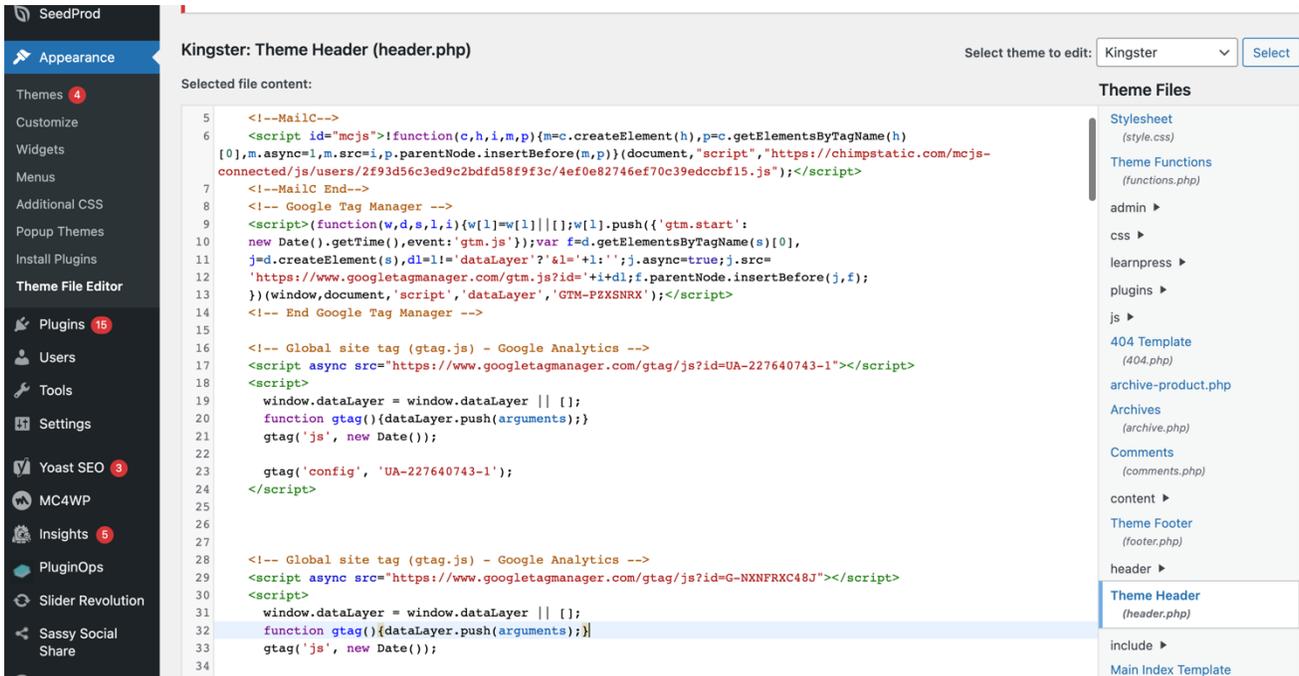
```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-Q972564T0J"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments)};
  gtag('js', new Date());
  gtag('config', 'G-Q972564T0J');
</script>
```

- Use Google Tag Manager? For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager. [Learn More](#)

website. In HTML is easy, as well as in WordPress, all you must do once logged in to the dashboard is search for the appearance option.

## Inserting Code in WordPress

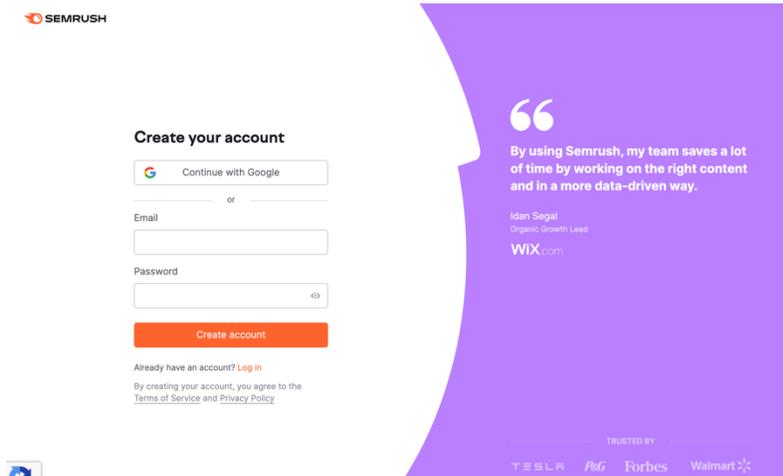
Navigate to the Theme file editor and a popup will appear as a warning of misconfiguration will break the website. In the right corner of Theme Files, navigate Theme Header and click on it. In there paste the code before the end of the closing tag or anywhere inside <header></header>.



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, you can save time by working on the right content in a more data-driven way. Signup and see the benefits of it. Semrush has a lot of capabilities to audit a website. It will give us an overview of the website, backlinks, site audit



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