



Search Marketing

 Search Engine

Yandex

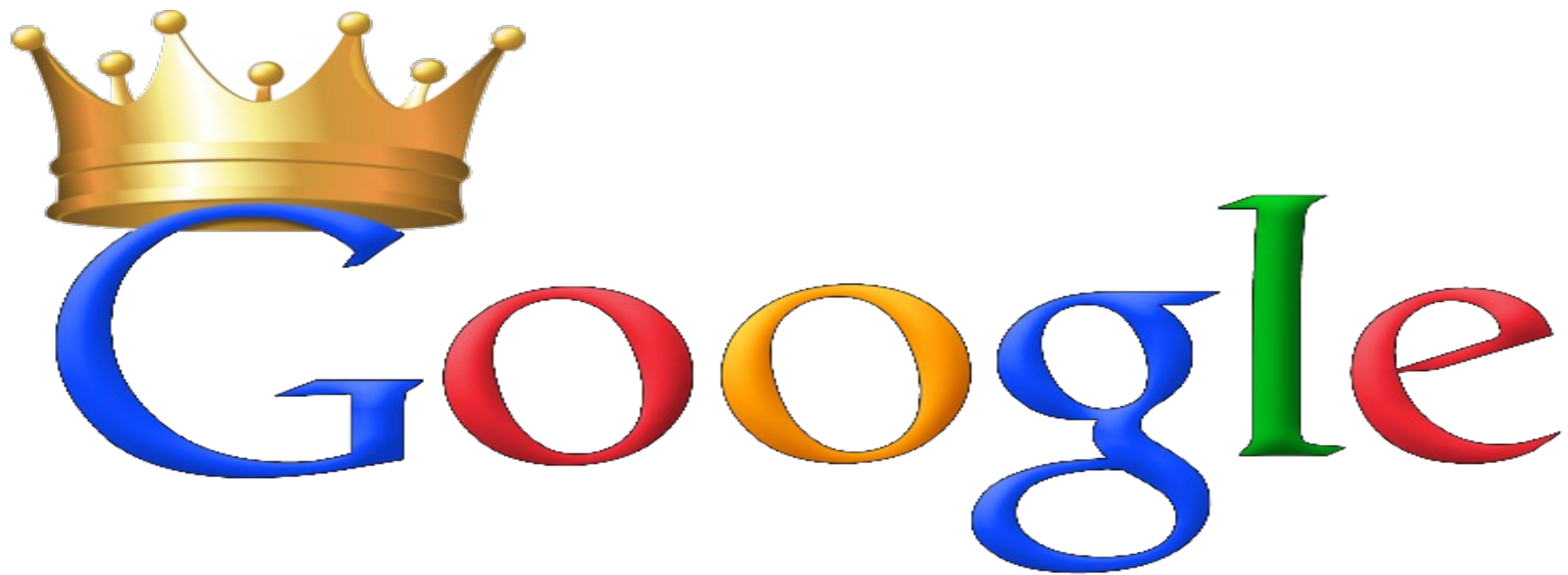


yahoo!

Baidu 百度

 msn

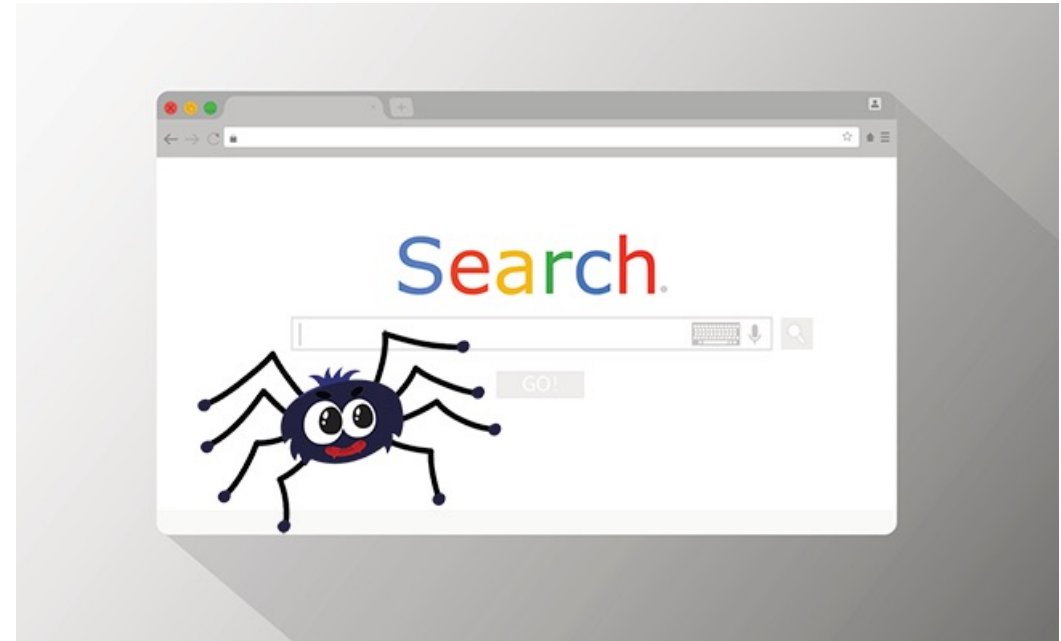
 Bing
 



If the Search Engine is not there?

How Search Works

- Crawl
- Index
- Rank



Google Algorithm (E-A-T: expertise, authority, trust)

Panda (February 24, 2011): Quality of content

Penguin (April 24, 2012): Backlinks/ Spamming, Black hat SEO

Google Pay Day (June, 2013): Misleading content (loan, Schemes)

Humming Bird (August 22, 2013): Relevance of the query

Pigeon (July 24, 2014): Proximity

Mobilegeddon (April 21, 2015): Mobile friendly

RankBrain (October 26, 2015): Synonyms, implied words, Search history

Fred (2018): Placement of Ads

Medic (May 4, 2018): Life-altering decisions

Bert (October 22, 2019): NLP for context

Updates

- **April 2023 Reviews Update:** in-depth research
- **March 2023 Core Update**
- **February 2023 Product Reviews Update: EWOM Quality**
- **December 2022 Link Spam Update: AI**
- **December 2022 Helpful Content Update: EAT to EEAT**
- **October 2022 Spam Update**

<https://status.search.google.com/products/rGHU1u87FJnkP6W2GwMi/history>

Expertise

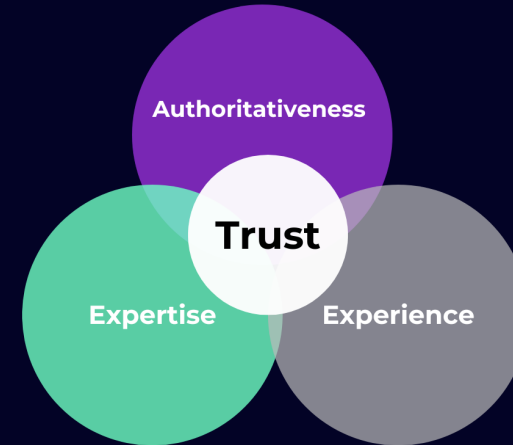
How much experience and knowledge do you have on the topic?

Authority

Are influencers who serve the same audience linking to your content because it provides value?

Trust

Are you protecting user information, providing accurate information, and being ethical?



Factors Affecting Search Results

Keywords

Location

Backlink

Relevance

CTR

Bounce rate

Behavior

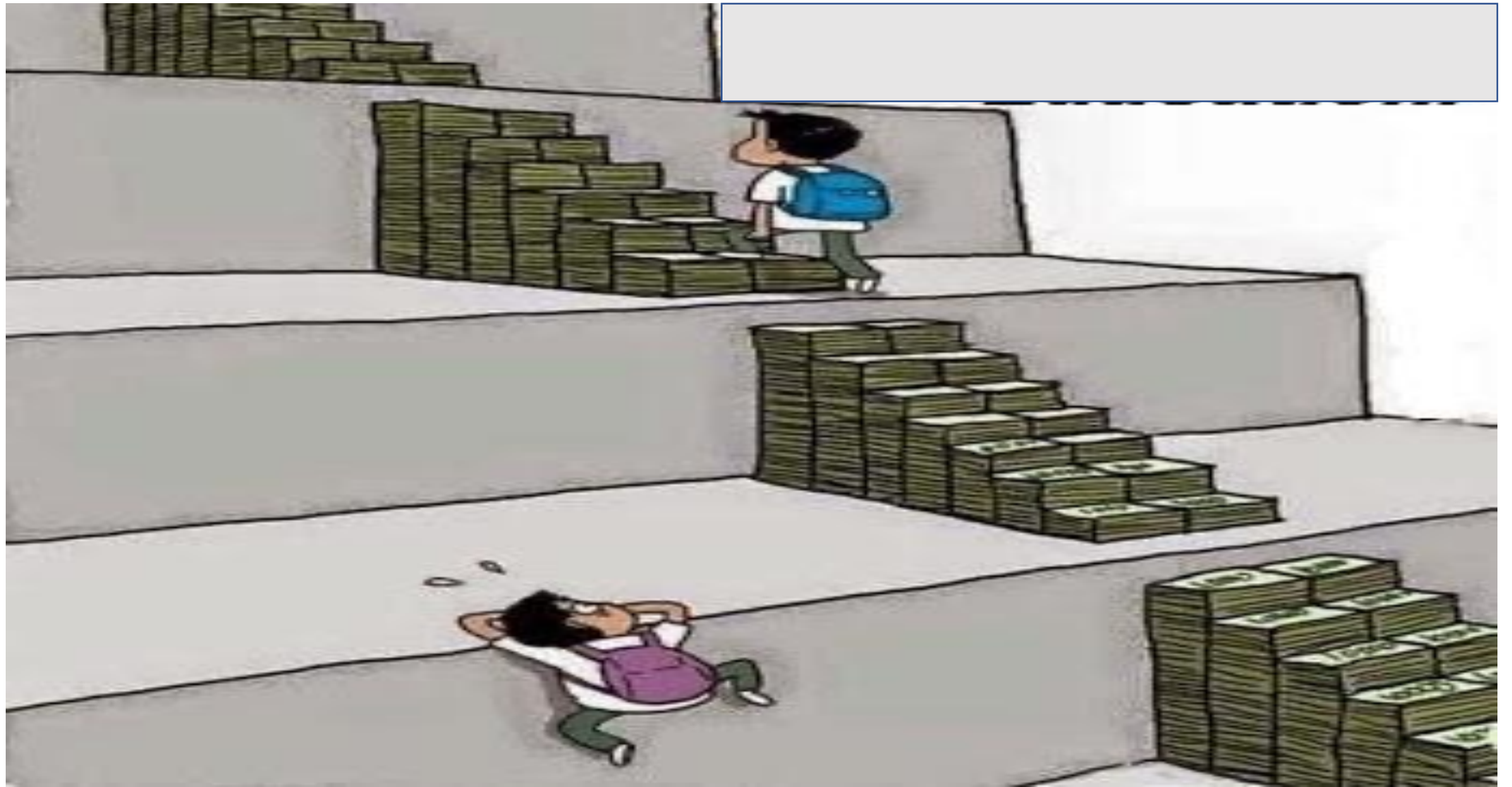
Search History

How Google Search Work?

<https://www.youtube.com/watch?v=0eKVizvYSUQ>

Search Marketing





Why SEO

- 75% B2B Traffic
- 55% website traffic
- 81% people search before buying

Search Engine optimization

- It takes time
- Ongoing process
- Has long lasting effect
- Its cost effective

Is SEO Dead???



Technique of SEO

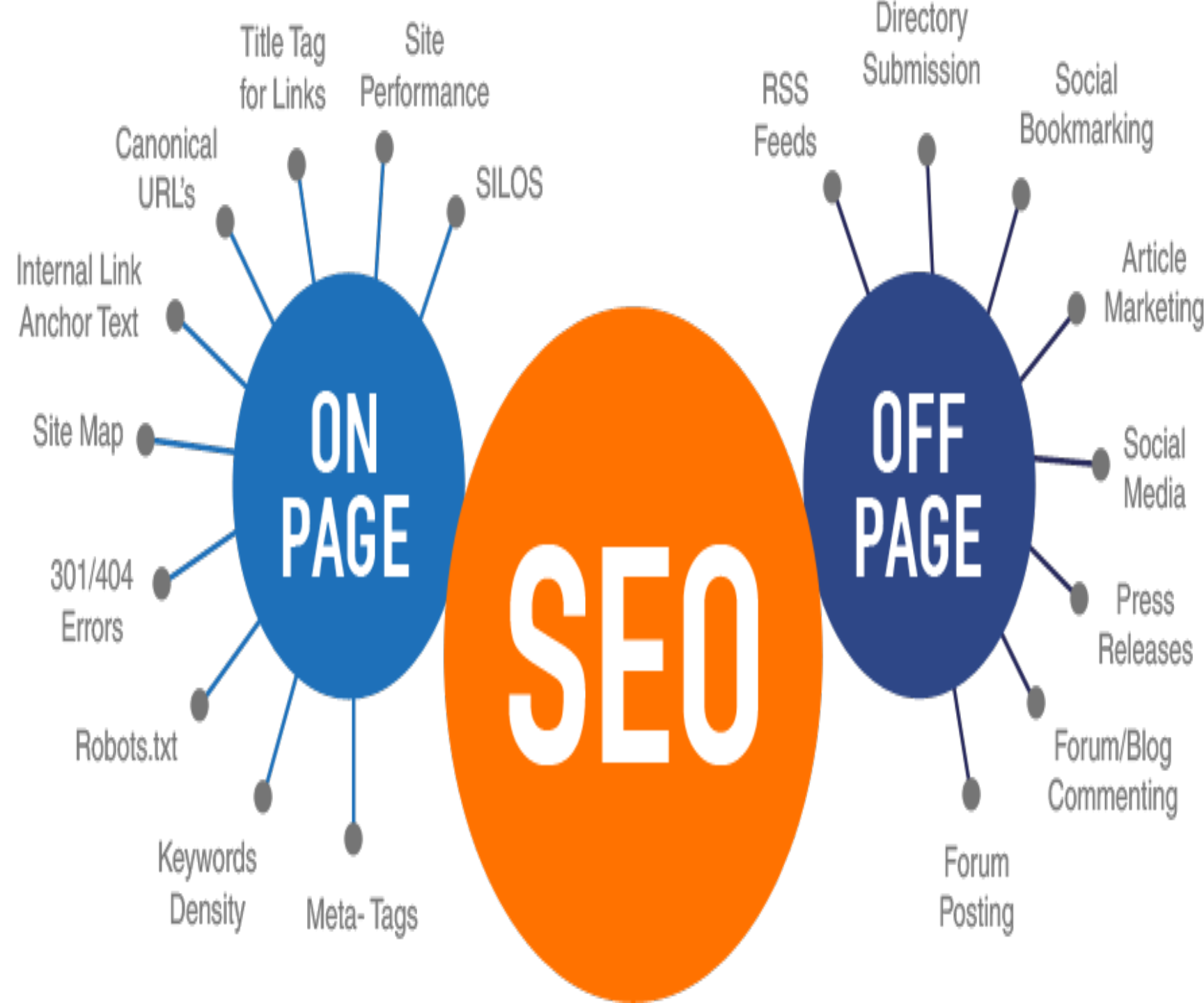
- **White Hat SEO**
- **Black Hat SEO**
- **Gray Hat SEO (95+5)**





Types

- On-page SEO
- Off-page SEO
- Technical SEO





Elements

- Research
- Planning and strategy
- Implementation
- Monitoring
- Assessment
- Maintenance



Process of SEO

Keyword Research

Competitive Research

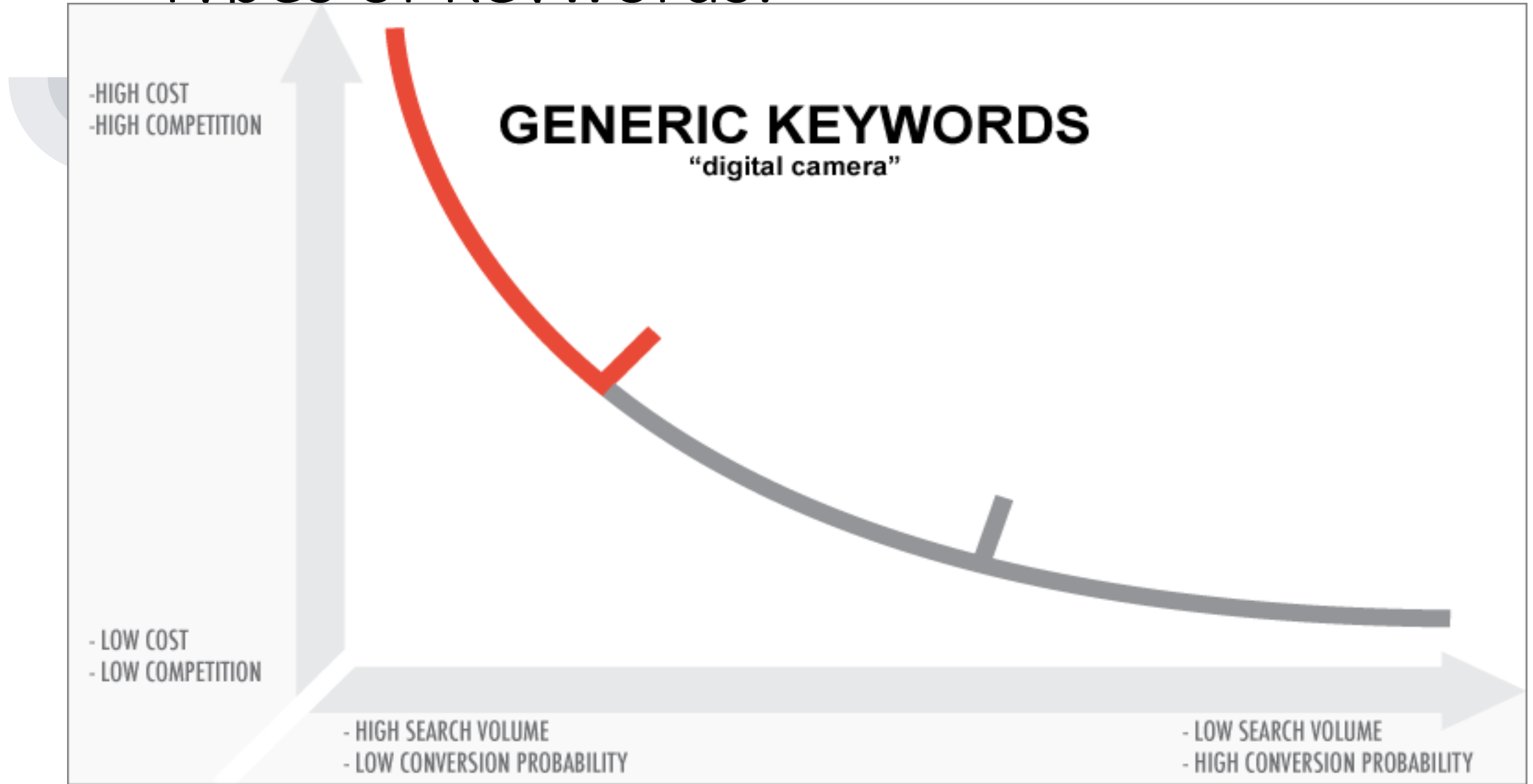
Content Strategy for Page Optimization

Calendar and tools

Algorithm Research

Feedback

Types of Keywords:



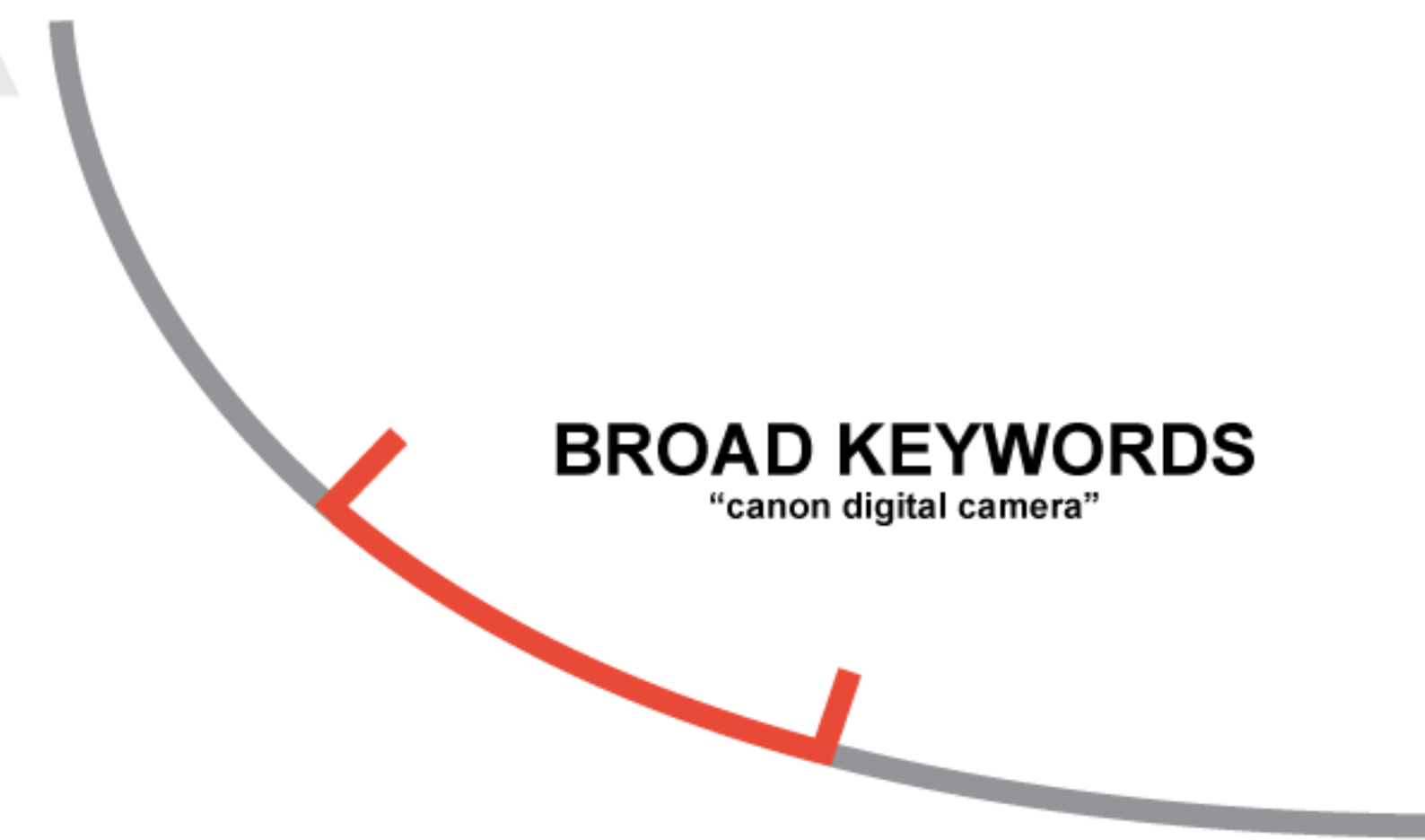
- HIGH COST
- HIGH COMPETITION

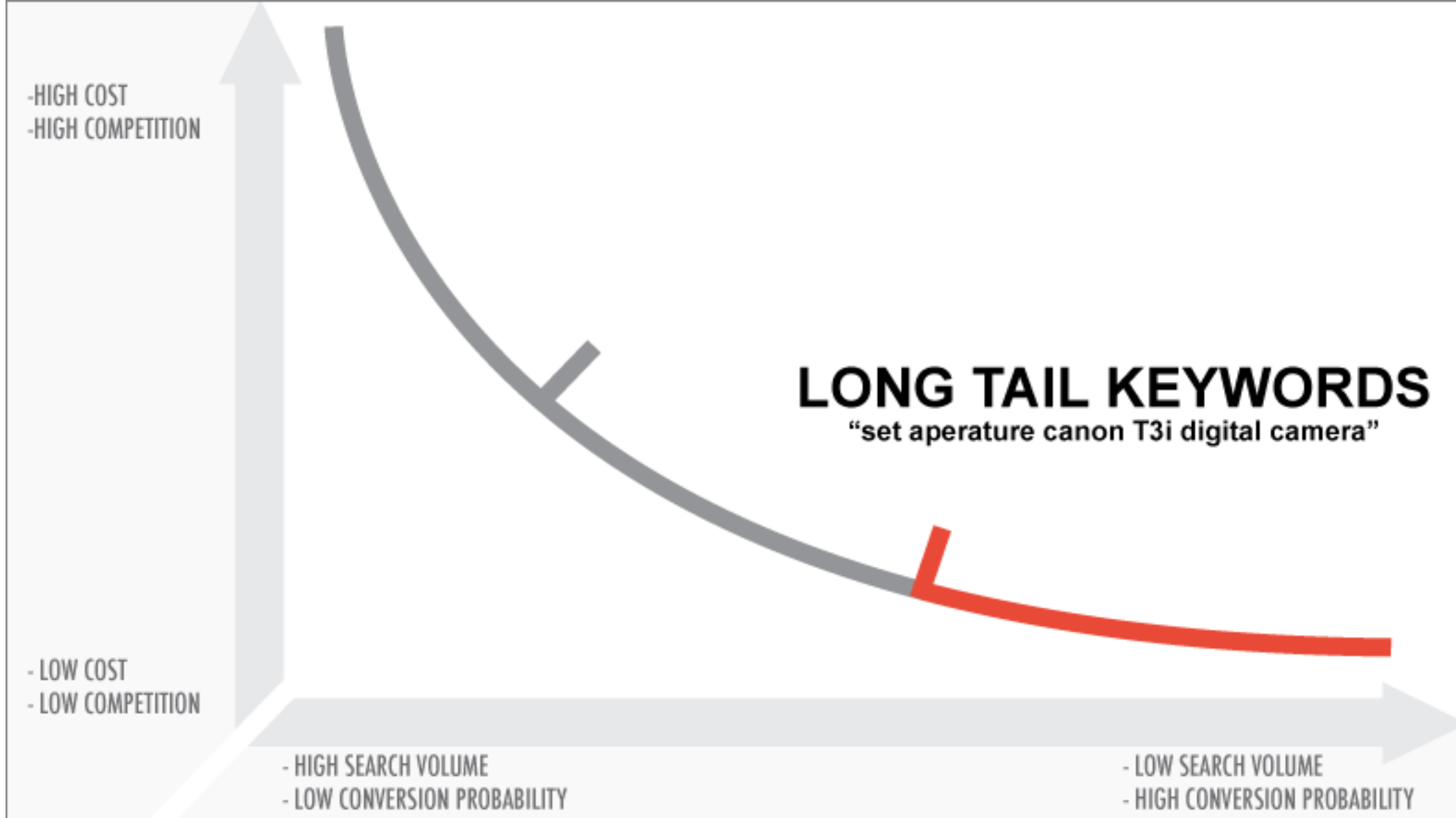
- LOW COST
- LOW COMPETITION

- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY

- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

BROAD KEYWORDS
"canon digital camera"







Keyword Research

Seed Keyword

Page-wise

TOFU and BOFU

Transactional vs Informational

Competitors Keywords



Live Example

<https://www.menti.com/>



Tools

https://app.neilpatel.com/en/ubersuggest/keyword_ideas?keyword=digital%20marketing&locId=2840&lang=en

<https://keywordtool.io/>

<https://trends.google.com/trends/?geo=US>

<https://keywordsheeter.com/>

<https://chrome.google.com/webstore/detail/ubersuggest-seo-and-keywo/nmpgaoofmjlimabncmnmnopjabbflegf?hl=en>

<https://chrome.google.com/webstore/detail/mozbar/eakacpaijcpapndcfffdgphdiccmpknp?hl=en>



Continue.....

<https://www.wordstream.com/keywords>

<https://www.wordtracker.com/>

https://ads.google.com/intl/en_in/home/tools/keyword-planner/

<https://ahrefs.com/keyword-generator>



Try these too

[Semrush](#)

[Soovle](#)

[Jaaxy](#)

[Google Search Console](#)

[SEToolkit](#)

[Moz Keyword Explorer](#)

[Keywords Everywhere](#)

[Keyword Snatcher](#)

[KWFinder](#)

[QuestionDB](#)

[erpstat](#)



Related Search in Google



Types of SEO

On-Page SEO

Off-Page SEO

Technical SEO



On-page SEO: Key factors

Content is the Key
Natural
Keyword optimisation

User Experience
CTR optimization
Search intent
Engagement
Content centric to User centric



Where to put the keyword

Meta Title

Meta Description

Headline

H Tags

URL

Alt Tag

Formatted

Internal linking

Content



Meta Title (50-60)

SEO META in 1 CLICK

Most relevant keyword

Keyword in first 25-40%

Unique title

Use action words in the title (CTA)/numbers.

Brand name (for visibility)

Not keyword stuffing

Not marketing

Primary keyword (location) Secondary keyword brand name



Meta Description (140-160)

1-2 sentence meaning and Relevant
Targeted Keyword
Readable
CTA at the end of the description
Don't duplicate it
No question mark
Advertisement of webpage

Google can select the relevant MD

meta description
Learn seo
Learn digital marketing



Preview

<https://mangools.com/free-seo-tools/serp-simulator/>

<https://www.portent.com/serp-preview-tool/>



H tags

H1 most notable content closely related to Meta Tag
One H1 should be there, No duplicity
20-70 characters
Use long tail keyword
Answer user intent (how to book ticket online)
Structured content

<https://www.nextpit.com/how-to-install-the-play-store>

<https://www.computerhope.com/issues/ch000505.htm>

<https://www.screamingfrog.co.uk/seo-spider/>



Alt Text

Be accurate

Avoid keyword stuffing

Avoid image of “

Limit is 125 Character

All images does not required text



URL structure

Less dept is better

Use Keyword

No special character

Use hyphens

Use lowercase

Dynamic URL : no number

Trailing Slash at end (category)



Canonical Tag

<https://moz.com/beginners-guide-to-content-marketing>

Similar content available at different URL



URL Structure

- <https://visme.co/blog/seo-report/>
- <https://dashthis.com/blog/how-to-create-the-ultimate-seo-report-for-your-clients/>



Internal linking

<https://www.upgrad.com/blog/future-scope-of-blockchain-india/>



Formatted text

Bold/italic



Website content



Alternative of Screaming Frog

Paid

- **Ahrefs**
- **Moz Pro**
- **Sitebulb**
- **DeepCrawl**

Free

- **Xenu's Link Sleuth**
- **Scrutiny (For mac users only)**
- **WildShark SEO**
- **Spotibo**
- **Visual SEO Studio**



Technical SEO



Mobile friendly

Inspect

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



Page speed score

<https://developers.google.com/speed/pagespeed/insights/>



Page load time

- <https://tools.pingdom.com>
- <https://gtmetrix.com/>



How to reduce it

Performance-optimized hosting solution

- [Hostinger](#) – Best overall value web hosting
- [Bluehost](#) – Best for WordPress blogs
- [HostPapa](#) – Best web host for small business websites
- [A2 Hosting](#) – Best unlimited web hosting
- [GreenGeeks](#) – Best eco-friendly web hosting
- [GoDaddy India](#) – Largest international hosting
- [BigRock](#) – Best local web hosting



Compress and optimize your images

<https://wordpress.org/plugins/wp-smushit/>

<https://tinypng.com/>

<https://attrock.com/image-compression-tool/>

<https://squoosh.app/>



Reduce your redirects

<https://www.screamingfrog.co.uk/>



Cache your web pages

<https://wordpress.org/plugins/w3-total-cache/>



Minify CSS, JavaScript, and HTML

<https://wordpress.org/plugins/autooptimize/>

<https://developers.google.com/speed/docs/insights/MinifyResources>



Eliminate unnecessary plugins



Robots.txt

Tell search engine where they can go or can't go

Crawl budget based on authority, size, reputation

- <https://www.iimv.ac.in/robots.txt>
- <https://developers.google.com/search/docs/advanced/robots/intro>



Robots.txt creation

YoastSEO



Sitemap

XML and HTML

<https://www.iimv.ac.in/>

<https://www.iimv.ac.in/phd>

<https://www.iimv.ac.in/pgp>

<https://www.iimv.ac.in/pgpex>

<https://www.iimv.ac.in/contact-us>

SITEMAP.XML

<https://www.indiatimes.com/sitemap.xml>

<https://www.indiatimes.com/sitemap.html>

<https://developers.google.com/search/docs/advanced/sitemaps/overview>

For large website
Rich Media
Root Directory
50000 URL (50 MB)



Sitemap Creation

YoastSEO

XML Sitemap



Redirects

301: Full link value: Http to Https

302: Temporary



SSL Certification

Google confirmed it

Types:

- **Domain Validated (DV) Certificates:** For sites, such as blogs or small business websites, that don't exchange any customer information.
- **Organization Validated (OV) Certificates:** For sites, such as business websites with forms and lead capture capabilities, that don't exchange sensitive customer information.
- **Extended Validated (EV) Certificates:** For the highest level of security, capable of handling sensitive information such as financial transactions.



How to get it

<https://lookup.icann.org/en/lookup>

- Verify your website's information through ICANN Lookup.
- Generate the Certificate Signing Request (CSR).
- Submit your CSR to the Certificate authority to validate your domain.
- Install the certificate on your website.



Off page SEO

<https://developers.google.com/search/docs>



OFF-PAGE SEO

Authority

<https://smallseotools.com/page-authority-checker/>

Spam score

<https://websiteseochecker.com/spam-score-checker/>

Relevance



Domain Authority and Page Authority



Domain Authority

Developed by Moz not by Google
0-100 logarithmic scale
It's not absolute but comparative
Based on links



Page Authority

Developed by Moz not by Google

0-100 logarithmic scale

It's not absolute but comparative

Based on links

Higher authority page should share your link



tools

Ubersuggest

SEOquake

Mozbar

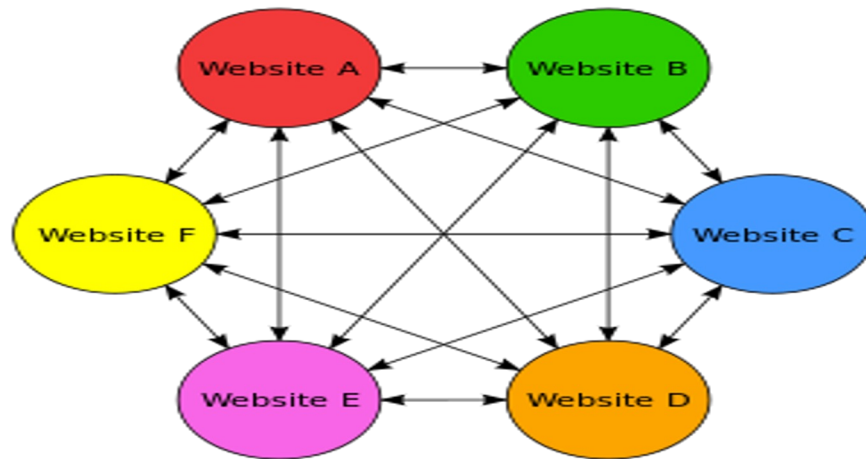
Elements of Good Backlink

- Relevance
- Backlink from the unique domain
- Natural
- Rich Anchor text (in, the)
- For traffic also



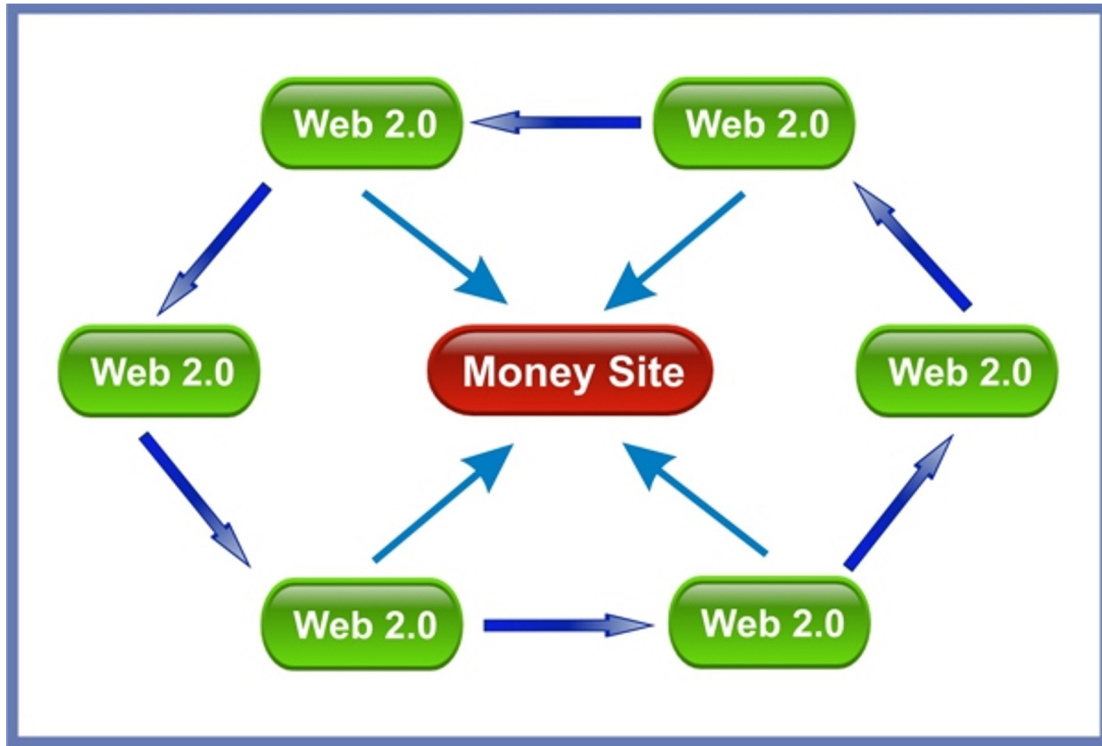
Backlinking

1. **Link Farms** - There are 2 different types of link farms. One way link farms and close looped link farms.
2. <https://dazeinfo.com/2018/05/07/smartphone-users-in-india-2018-2022-growth/>

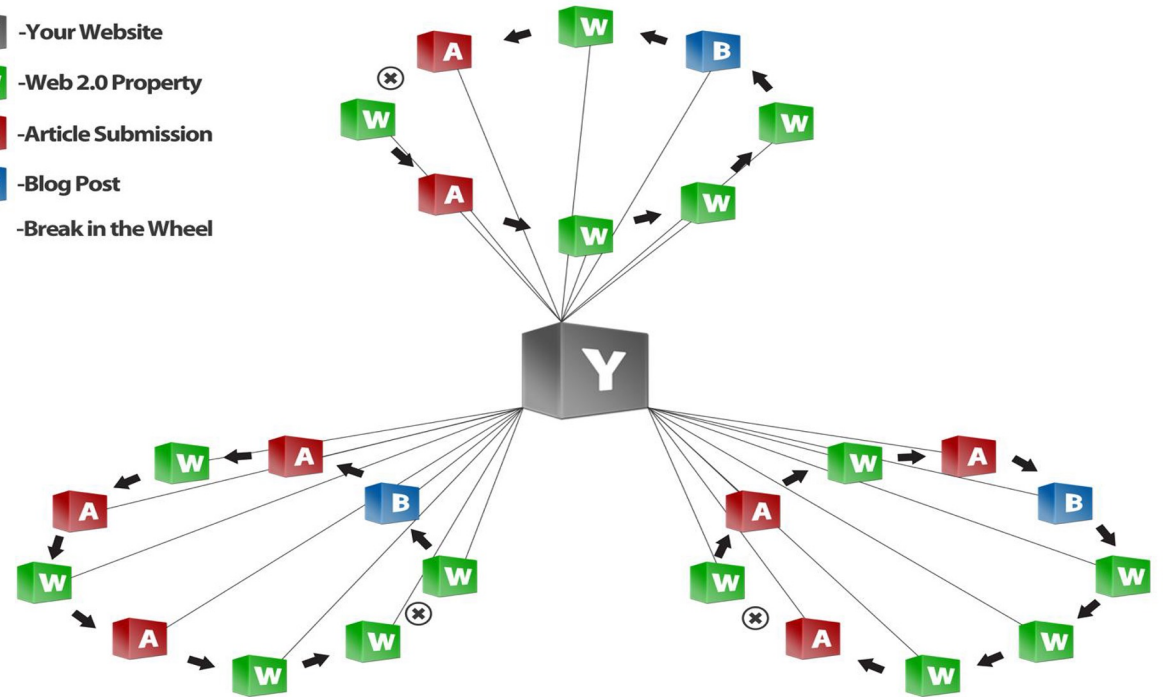




Link Wheel



- Y -Your Website
- W -Web 2.0 Property
- A -Article Submission
- B -Blog Post
- ⊗ -Break in the Wheel

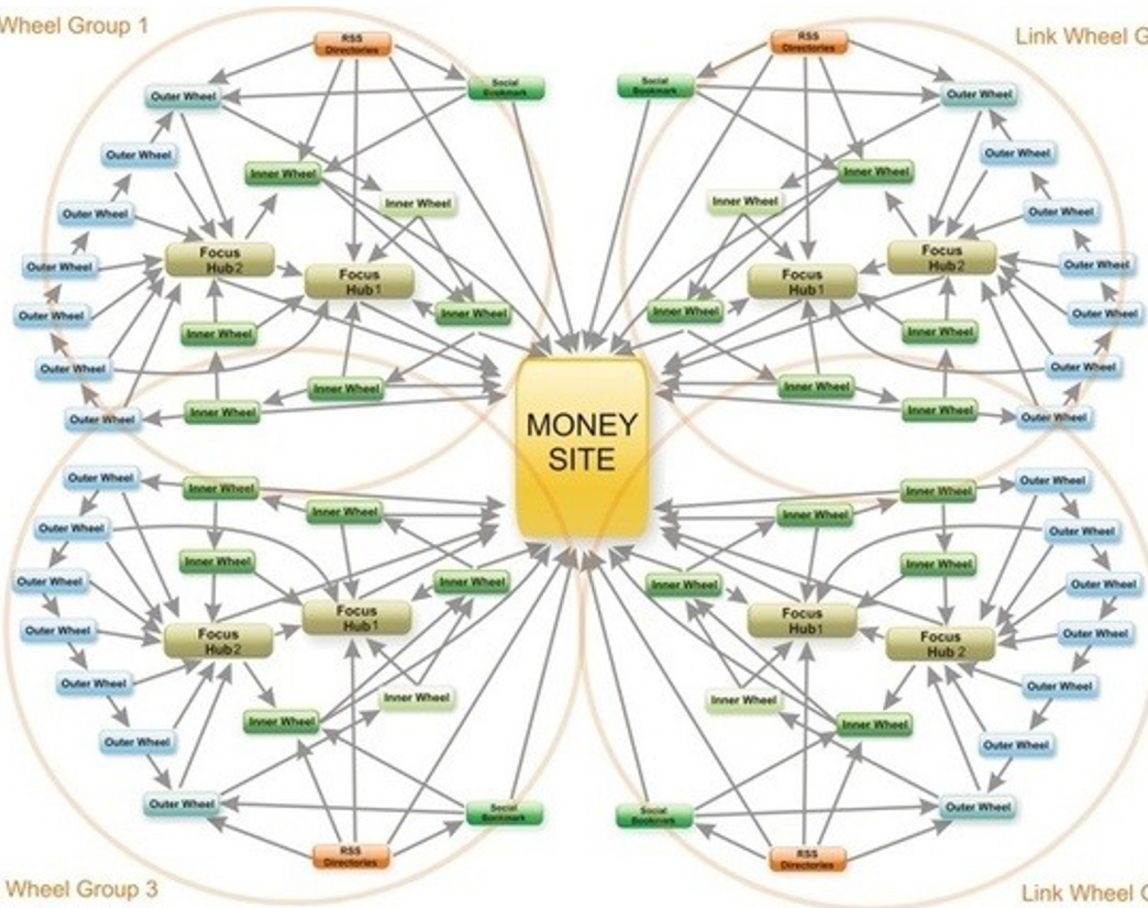




Link Wheel

Link Wheel Group 1

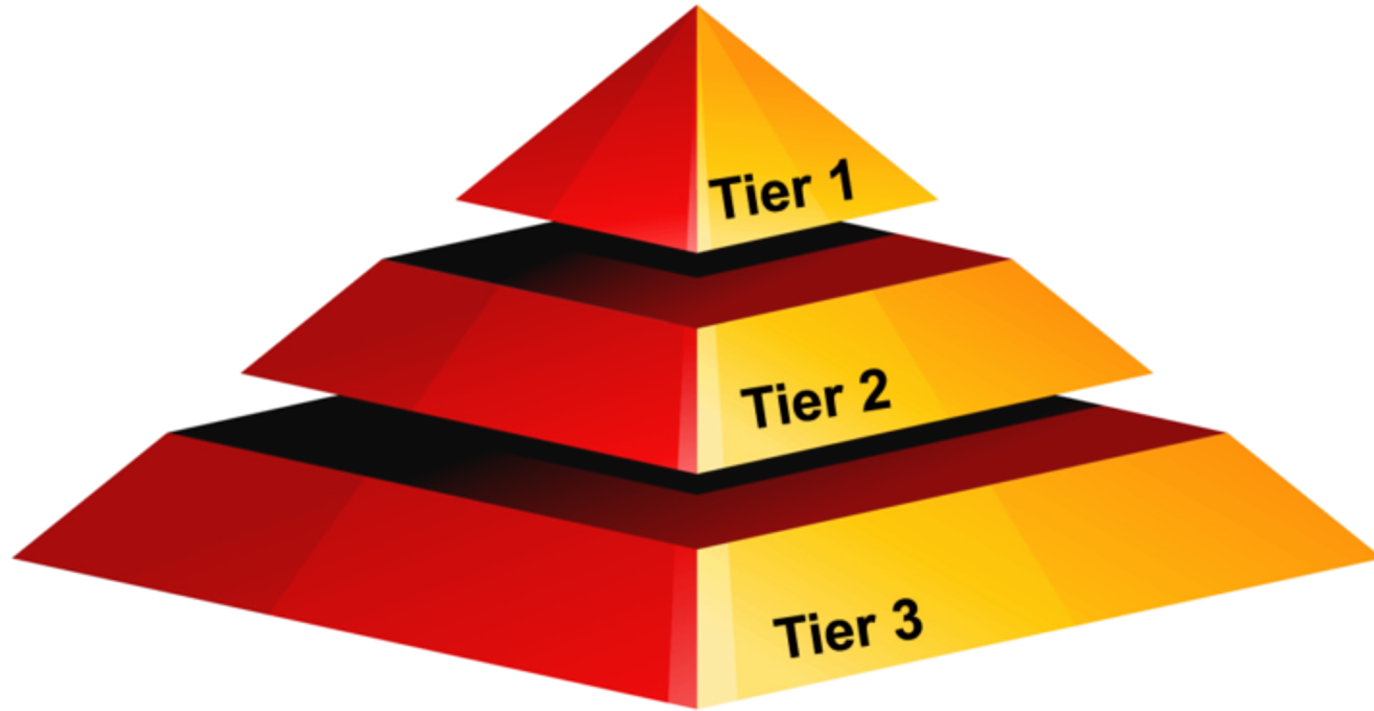
Link Wheel Group 2



Link Wheel Group 3

Link Wheel Group 4

Link Pyramid (Creating backlinks of the backlinks)





Link Submission

CMS website

DA and Spam Score

<https://www.freewebsubmission.com/>



Guest Posting

["write for us" + fitness](#)

<https://thearchitecturedesigns.com/write-for-us/>

<https://readwrite.com/>

https://icopify.co/?ref=pronosofts&gad=1&gclid=Cj0KCQjwnf-kBhCnARIsAFIg491KI2O00mXNtc46R2GlzQHPjua5cZJZ326eTvMYQKS8nQhu5rQPS8UaAqOIEALw_wcB



Article Submission

Combination of all types of articles

Structure

Check the do follow or not

Unique article

800+words

<https://www.quibustrainings.com/article-submission-sites/>

<https://www.digitalvidya.com/blog/article-submission-sites/>



Classified Submission (Location based advertisement)

<https://www.sulekha.com/>

<https://andhrapradesh.locanto.me/>

<https://bizglide.in/classified-submission-sites-list.php>

<https://www.thewebhospitality.com/free-classified-submission-sites-list/>

Check the DA



Social Bookmarking links

<https://www.scoop.it/>

<https://www.tumblr.com/>

<https://www.quibustrainings.com/top-social-bookmarking-sites/>

<https://www.seoaimpoint.com/top-social-bookmarking-sites-list.php>



Directory Submission

For visit and awareness not for SEO juice

<https://seosandwitch.com/directory-submission-sites/>



Profile Backlink

Social media platforms
Link diversity

<https://github.com>

<https://www.flickr.com/>

Blog Backlinks

<https://wordpress.com/create-blog/>

India's Favourite Wedding Planning Platform

Write a Review

WedMeGood

Vendors

Photos

Real Weddings

Blog



Anaish by Shweta Bahl (Delhi NCR)

Anaish by Shweta Bahl (Vish Fashions), Inder Puri, New Delhi, Delhi, India
[\(Map Location\)](#)

★ 4.8
RATING

[WRITE A REVIEW](#)

ANAISH by Shweta Bahl: A philosophy encapsulating the essence of couture style, individualism & contemporary elegance. Anaish believes in power dressing. A perfect fusion of east and west. Our designs have grounded Indian quality while maintaining a contemporary edge. Every piece of Anaish is designed for the contemporary Indian women who loves the traditional details and yet loves her freedom. The brand believes in providing a refreshing take on bridal garments, highlighted with elements of fun colours, intricate and detailed embroidery yet tasteful blend with classic elements. Glamorous creation that combines beautiful detailing with bold colours, opulent embroideries in a quintessential Indian collection. The collection offers a glittering range with interesting drapes and cuts in Saris, Gowns, Anarkali's, Stitched Sari's and Sari gowns. [Less](#)

Portfolio



Bridal Wear Details

OUTFIT TYPE

Custom designed outfits from scratch, Ready to purchase outfits, Sample pieces on which orders can be placed

BRIDAL LEHENGA

₹105000 - 250000

LIGHT LEHENGAS

₹14500 - 95000

GOWNS

₹5000 - 75000

TROUSSEAU ANARKALIS

₹8000 - 55000

TROUSSEAU SAREES

₹11500 - 90000

INDO WESTERNS

₹5000 - 70000

STORE TYPE

Couture Brand

LINKS



Blog Commenting

<https://neilpatel.com/blog/2023-marketing-spend/>

- Asia Pacific World School
- B Mona High School
- Baldwin Boys High School
- Baldwin Girls High School
- Bangalore International School
- Bangalore School
- Bethany High
- Bethany Junior School
- BGS-NPS School
- Bishop Cotton Boys School
- Bishop Cotton Girls School
- Brigade School
- British International School
- BRS Global Centre for Excellence
- BVM Global
- Cambridge Public School
- Cambridge School
- Candor International School
- Capitol Public School

parks.

Parent teacher meetings

These are referred to as conferences. Elementary has parent teacher conferences year round. Some middle and high schools don't have meeting dates. You can either mail teachers, give them a call during conference hours or fix an appointment to meet them

Homework

Elementary kids have very less homework compared to India. In Middle school, the homework load starts increasing and high school is similar to India. Indian parents love to have more homework for kids. Competition is paramount here also. Some parents just leave it to the school work.



Labels: [US](#)

1 comment:



[Subha Sanjeev](#) September 18, 2017 at 8:03 PM

[The Ryan International School](#), where a seven-year-old boy was found murdered inside a washroom on September 8, reopened on Monday after the Haryana government suspended the management and appointed Gurugram Deputy Commissioner Vinay Pratap Singh as its new administrator

[Reply](#)



PBN Links Submission

Private Blog Network



Forum Submission

<https://www.letsdiskuss.com/>

<https://www.cenitpro.in/resources/free-forum-submission-sites/>



Image submission

<https://in.pinterest.com/>

<https://www.flickr.com/>

<https://imgur.com/>

<https://www.expert-seo-training-institute.in/blog/image-submission-sites/>



PDF/PPT Submission

<https://www.slideshare.net/>

<http://scribd.com>

<https://rankfrog.com/ppt-submission-sites/>

<https://digitalmarketingintelugu.in/free-ppt-submission-sites-list/>



Video Submission

<https://www.scoop.it/>

[Youtube](#)

<https://vimeo.com/>

<https://www.expert-seo-training-institute.in/blog/video-submission-sites-list/>



Press release

<https://www.prnewswire.com/>

<https://www.thewebhospitality.com/free-press-release-submission-sites-list/>



Infographic Submission

Image results

<https://www.visme.co/templates/infographics/>

<https://visual.ly/>

<https://www.reddit.com/>

<https://www.seoaimpoint.com/infographics-submission-sites-list.php>



Q & A

Quora

<https://www.quora.com/What-is-blockchain-technology-1>



Map Listing



Broken Link Strategy



Link Reclamation

Replacing the broken and removed with updated URL



Link Roundup

<https://www.bigapplemedia.com/free-seo-marketing-tools/>



HARO Backlink

Help a Reporter Out

Connect with the media house for creating a backlink/credit



Resource Page Link Building

Intitle: resources inurl: resources.html Travel



Keyword Cannibalization

When multiple pages compete for the same/similar keyword



Solution

Merge and Redirect

Remove page

Remove keyword/ Find another keyword



Dwell Time

Time a person spends on a page before coming back to SERP results.

Positive Metric

Its not an average time

It's not measured by any tool

Google calculate it

Engagement metric



Bounce Rate

It should be less than 70%

Bounce rate always not make sense



Google Sandbox Effect/Delayed Backlink Effect

Probation period of the website

6-9 months

Google is taking time with limited traffic

To understand quality of the backlinks



Keyword Golden Ratio (KGR)

Finding underserved keywords

Search volume less than 250 and long tail

$KGR = \frac{\text{All intitle results}}{\text{monthly search volume}}$

$<.25 = \text{best}$

$.25-1 = \text{might work}$



X-ROBOTS Directive

Files

Search Engine Marketing (SEM)

Search engine marketing, or SEM, is the strategy of using paid advertising to get your website to appear on the first page of the search engine results pages (SERP).

Facts

- 90 percent consumers influence by online ad
- 58 percent millennials make purchase by seeing the ad
- 43 percent user purchase the product after seeing the online ad
- PPC visitors are 50 percent more likely to purchase

Why SEM

- SEO take times
- SEM gives instant result
- Source of constant traffic
- Flexible
- Hyper targeting
- Competition

Search Engine Marketing



Do Not...

1. ..pick broad or irrelevant keywords
2. ..underestimate importance of landing page
3. ..focus on outbidding your competition
4. ..smash all keywords into a single ad-group
5. ..tell Google to optimize ads
6. ..underestimate geographic targeting
7. ..bid as high as Google suggests:
 $\text{Ad Rank} = \text{Max CPC} * \text{Quality score}$
8. ..send traffic to generic pages
9. ..forget to stay updated about Google ads

Do...

1. ..utilize the keyword planner
2. ..test and measure
3. ..attract guests back to your website by means of re-targeted ads
4. ..utilize A/B testing to make the most excellent converting advertisements
5. ..make effort to hone your ads to match your TG's search queries
6. ..perform enough keyword research
7. ..have tightly themed Ad Groups
8. ..utilize conversion tracking
9. ..setup an exceptional website

Benefits

1. Amplify your reach
2. Fit any budget
3. Enhance your targeting
4. Boost brand awareness
5. Maximize your marketing content
6. Gain access to mobile users
7. Gather market insights

How CPC Calculated???

IIM Visakhapatnam wanted to run a campaign on Google AdWords and bid for Rs. 4 per click at two different point. What will the CPC for the IIMV in both the conditions?

HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.

$$\text{AD RANK} = \text{CPC BID} \times \text{QUALITY SCORE}$$

The best combined
CPC Bid x Quality Score
gets the best position:



Quality Score



Google Quality Score Impacts Media Cost





YOUR PRICE = THE AD RANK OF THE PERSON BELOW YOU / YOUR QUALITY SCORE + \$0.01

	MAX BID	QUALITY SCORE	AD RANK	ACTUAL CPC
ADVERTISER 1	\$2.00	10	20	$16/10 + \$0.01 =$ \$1.61
ADVERTISER 2	\$4.00	4	16	$12/4 + \$0.01 =$ \$3.01
ADVERTISER 3	\$6.00	2	12	$8/2 + \$0.01 =$ \$4.01
ADVERTISER 4	\$8.00	1	8	HIGHEST CPC



SEO Report

Define your KPIs

Traffic source

Conversion

Growth

Transparency

Trust is the key