DIGITAL MARKETING

PGDM-203

BLOCK 1:
ESSENTIAL OF DIGITAL MARKETING

Dr. Babasaheb Ambedkar Open University
Ahmedabad

DIGITAL MARKETING

Knowledge Management and
Research Organization
Pune

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Language Editor
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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self-instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual-skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self-instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect.

All the best for your studies from our team!

DIGITAL MARKETING

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Dr. Babasaheb
Ambedkar
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DIGITAL MARKETING

BLOCK 1: ESSENTIAL OF DIGITAL MARKETING

UNIT 1
BASICS OF DIGITAL MARKETING

UNIT 2
IMPORTANCE OF DIGITAL MARKETING

UNIT 3
DIGITAL REVOLUTION

BLOCK 1: ESSENTIAL OF DIGITAL MARKETING

Block Introduction

Digital marketing is different from normal marketing as it uses channels and methods which allow an organization to analyse marketing strategies with campaigns and understand about working in real time. It is important as it is fast growing force in present marketing playing field and useful for future by replacing traditional forms and uses digital methods of communication which makes marketing faster, more versatile, practical and streamlined. With the occurrence of digital revolution, the advancement of technology results from analog electronic and mechanical devices to digital technology. The era started during 1980s and marks the beginning of the Information Era.

In this block you will be given an idea about digital marketing and explains how such marketing is different from normal marketing. The knowledge related to 7P's that are used in marketing fundamentals like Position, Performance, Proximity, Price, Presence, Perceived product and Promotion are well explained. You will be given with an idea about STP and its impact on marketing process with main component of modern marketing. The detailed knowledge about digital methods of communication which makes marketing faster, versatile, practical and streamlined are also well explained.

After completing this block, you will come across with the knowledge about search engine results page and its working. The block will make the you to aware about search engine algorithms results that defines the set of rules which can be used by search engine that will able to find importance of web page.

Block Objective

After learning this block, you will be able to understand:

- Digital marketing.
- Features of marketing strategies.
- Views of digital marketers in monitoring.
- Concept of 7P's of marketing fundamentals.
- Idea about component of modern marketing.

- Basic of attractive market segments for organization.
- Knowledge about features of online marketing.
- The digital methods of communication.
- Internet marketing methods.
- Concept of SERP.
- Basic of Search Engine Algorithms Rules.
- Idea about Google algorithm updates.
- Concept of PageRank system.
- Basic of digital revolution.

Block Structure

Unit 1: Basics of Digital Marketing

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UNIT 1: BASICS OF DIGITAL MARKETING

Unit Structure

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1.3 Mapping Fundamental Concepts of Marketing (7Ps, STP)

1.4 Strategy and Planning for Internet Marketing

1.5 Let Us Sum Up

1.6 Answers for Check Your Progress

1.7 Glossary

1.8 Assignment

1.9 Activities

1.10 Case Study

1.11 Further Readings

1.0 Learning Objectives

After learning this unit, you will be able to understand:

- The concept of digital Marketing.
- The mapping fundamental involved in marketing.
- The strategy and planning for internet marketing.

1.1 Introduction

Simply, a digital marketing is way of promoting products or brands with the help of one or more forms of electronic media. It is different from normal marketing as it uses channels and methods which allow an organization to analyse marketing strategies with campaigns and understand about working in real time.

1.2 Introduction to Digital Marketing

The promotion of products or brands via one or more forms of electronic media is called as digital marketing. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

It is noted that digital marketers will monitor things as what is being viewed, how often and for how long, sales conversions, what content are required and will work or not, etc. With the use of Internet technology, as a main channel source, the closely associated with digital marketing such as:

- wireless text messaging
- mobile instant messaging
- mobile apps
- podcasts
- electronic billboards
- digital television
- radio channels

Check your progress 1

1. _____ will monitor things as what is being viewed.

a. Digital marketer c. Owner

b. Manager d. Executive

1.3 Mapping Fundamental Concepts of Marketing (7Ps, STP)

7P's

There are 7P's which relates to several marketing fundamentals such as:

- Position – in customer's mind
- Performance – the user experience, capability to meet expectations

- Proximity – How close the brand is to its customers, Customer intimacy
- Price – Price is no longer a fixed figure
- Presence – instead of Place
- Perceived product
- Promotion

1. Position

It relates to position of a brand which a customer will hold in its mind that will connect to certain attributes, contexts, values, benefits and purposes. Branding serves as training customers' brains and winning position in minds and takes long time to gain meaningful position as a brand.

2. Performance

As per the brand expectations, the customer's personal experience and view on brand's performance will reflect where value for money experiences an important measure for brand and sharing of such experiences will further influence the brand directly. So it is seen that performance should be measured by customer's entire relationship with brand, across every single experience they share.

It is noted that performance measures also result in changing marketing practice, management and ways of managing change. Today, everything can be easily tested in small scale, scaled to global level and measured in real time. The marketing practice has been measured with rather elusive figures like top-of-mind, preference, awareness and attributes until recently. Now marketing has become an actual business unit that should have a business plan, revenue forecasts and profit expectations.

It is seen that when customer understands creativity and performance metrics which are connected across strategy and operations, so there result in possibilities of developing business, competitive advantage and hence the brand becomes infinite.

3. Proximity

Proximity is a synonym for distance. In order to create trust and relationship with customers, brands need to get close and personal with their customers. At best, you can talk about customer intimacy and connecting the brand to people's self-image.

4. Price

Pricing used to be a fixed figure as it serves an elusive measure which serves as a yielding models and variety among customer segments or distribution channels. Price is fixed for an item whether a seller is same or different which works for today. In case of online, pricing remains transparent which uses aggregators and comparison services to find prices from different sellers and showed them in single view which will democratized the marketplace as aggregators only show certain contrasting functions and push brand further away from customer. Such approach will increase pricing volatility and transparency.

5. Presence

Presence is similar to list where it shows availability and direct access to buying product. It results in flexibility. Social media is a method of expanding presence across customers' peer groups and generating recommendations, participation and coverage in general.

6. Perceived Product

Product is defined by companies as how they see and envision it which is biased where companies makes a mistake initially on selling and marketing of product/service. The perceived product makes enormous paradigm shift from companies by defining product to understand about product exactly what consumers perceive to be. In relation, many companies think that they have best product, but still fail as of enormous perception gap in their minds. It is tightly linked to performance and exceeds product perception and quality expectations of customers. The concept is important as the customer experience about product or service which is normally embedded on expectations. In case of high expectations, it is difficult to meet them while in low expectations, easy to exceed and translate will become possible. It is found that perception has major influence on brand demand and preference as branding is related to all this.

7. Promotion

Promotion comprises of:

- Advertising
- Public relations
- Sales organization
- Sales promotion

There are another ways to approach promotion which can be divided in four major categories such as:

- Owned media
- Earned media
- Partner media
- Paid media

It is noted that in case of current online centric media, the customer relationships in marketing and servicing merges as single messaging by increasing difficult to define where products or services ends and marketing/promotion starts.

STP

STP results as a marketing process which is a fundamental component of modern marketing that shows how brands and their product offerings will compete in marketplace. It works by finding relevant and attractive market segments for organization which is followed by development of suitable product positioning.

STP relates to market segmentation, targeting and positioning which serves as a fundamental process in understanding marketing and strategies of firms. While that approach provides a good introduction to this marketing concept, it fails to adequately highlight the smaller steps of the STP process that should also be understood. The following diagram highlights the overall STP process in nine steps:

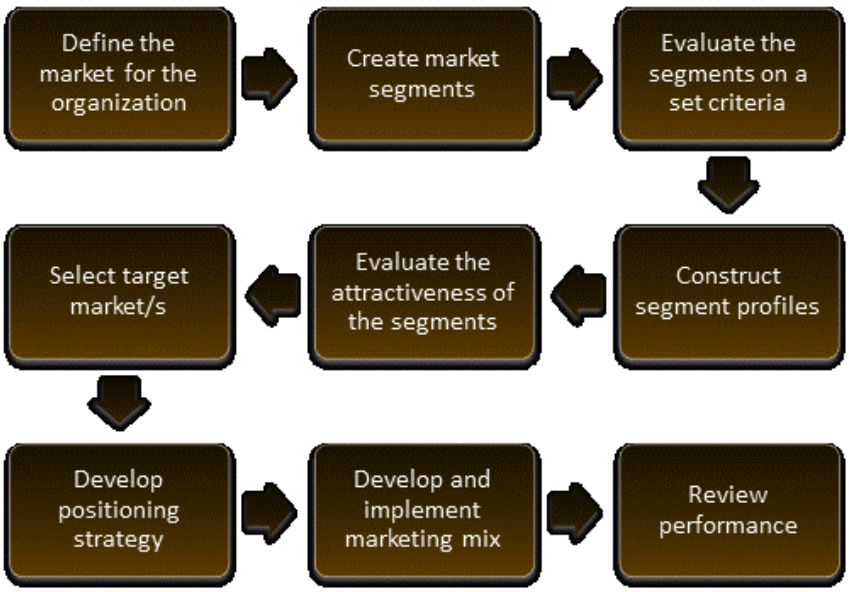

Fig 1.1 STP Process

Step One – Define the market

In the process shown above, the market clearly defines the firm interested in which sounds clear. It is precise that market definition is segmented with an overall market which can be too generic and contains many diverse market segments.

Step Two – Create market segments

After defining the market, next we have to segment the market with different segmentation bases/variables so as to construct groups of consumer. It allocates the consumers in defined market to similar groups.

Step Three – Evaluate the segments for viability

After this, the segments now have to be evaluated with the help of set criteria which will ensure that they are useable and logical. In this, the segment is assessed against certain factors which are reachable and have different groups as per needs.

Step Four – Construct segment profiles

After determining the viable market segments, segment profiles are developed which contains the detailed descriptions of consumers in segments that describes:

- Needs
- Behaviours
- Preferences
- Demographics
- Shopping styles

Step Five – Evaluate the attractiveness of each segment

The available market data and consumer research gets added to description of segments such as:

- Segment size
- Growth rates
- Price sensitivity
- Brand loyalty

With this information, firm will able to find each market segment on overall attractiveness.

Step Six – Select target market/s

The information on each segment will make the firm to decide about most appropriate which can be selected as target markets. There are certain factors which can be considered while choosing a target market which can be:

- Firms strategy
- Attractiveness of segment
- Competitive rivalry of segment
- Firm's ability to successfully compete

Step Seven – Develop positioning strategy

After this, it is to be analysed how to best compete in selected target market. In this, the firms need to find how to put their products/brands in target market. Normally, positioning is achieved by perceiving consumers as different, unique, superior or providing greater value.

Step Eight – Develop and implement the marketing mix

After implementing of positioning strategy, firm will now have to implement. It involves development of marketing mix which supports positioning in marketplace. This requires certain products required to design and develop at suitable price with normal distribution channels and effective promotional program.

Step Nine – Review performance

During particular time, the firm needs to revisit performance of products and should review segmentation process so as to reassess their view of market and to look for new opportunities.

Check your progress 2

1. In digital marketing fundamentals, the _____ measures the result in changing marketing practice, management and managing change.

   a. performance
   c. presence
   b. position
   d. proximity

1.4 Strategy and Planning for Internet Marketing

Nowadays, there exists marketing of products with the use of Internet. Online marketing plays good role in increasing business and allows delivery of product in no time. With the change in human behaviour, it becomes difficult to meet the requirement of business as it was too expensive and nowadays difficult to reach target with traditional marketing channels. So, internet marketing works well and has certain strategy and planning such as:

- **Step 1:** Asking about in-depth of internet marketing within an organization.

  It is an important step while deciding and developing an integrated online marketing strategy and plan inside an organisation. Without clear and in-depth understanding of marketing, it is impossible to prioritize different marketing activities and know whether or not a meaningful goal for an organization is achieved. As per the business, there are different functions for marketing.

- **Step 2:** Identify problem statement and goal(s) affecting marketing team.

  After having an in-depth knowhow about client, department or business overarching goals and objectives that will explicitly find problems that an organization is facing along with meaningful goals. It is an important task to make sure that we should not spread ourselves too thin by accomplishing/impacting too many goals/objectives, but sticking to one which would be most meaningful for business from the information received in above step.

- **Step 3:** Developing methodology for identifying appropriate marketing channels/activities for investment.

  In this step, the idea is to develop an integrated online marketing strategy/plan which will show the correct channels to invest which depends on overall problem statement by already establishing goals/objectives.

- **Step 4:** Developing core objectives for specific channels to invest in.

  After finding a particular marketing channels where we want to invest and goals, now we have to frame core objectives what we want to achieve for such channels. This will be instrumental which helps an individual who are responsible for execution to develop strategy which supports overarching objectives.

- **Step 5:** Putting together a brief and efficient/integrated workflow process for marketing activities.

  Here, you have to clear whether or not outcome will meet the overall objective and whether an activity/channel was successful or not. After a brief, it's important to work with team to frame an efficient/integrated workflow process that will work with such marketing activities. With clear understanding of activities and order of their execution after meeting defines goals that everyone has on same page. It is found that a carefully thought of workflow will remove any confusion which result in different dependencies and lead to individuals for checking in meetings with different departments and setting out expectations for communication and meeting deadlines.

- **Step 6:** Report and re-examine results and further expands or reallocate resources as required.

  After setting different marketing channels/platforms and analysing ample data as per report, it's important to re-examine information and find whether the channel/activity has effectively carry out if channel has potential to grow its existing performance. It's important to evaluate whether given overarching business goals/objectives for organization is budgeted and resources have been adequately allocated. If not, then it is required to determine whether any of it needs to be reallocated or further developed.

Check your progress 3

1. Online marketing requires:

   a. Internet
   c. Modem
   b. Computer
   d. All of above

1.5 Let Us Sum Up

In this unit we have learnt that digital marketing is different from normal marketing as it uses channels and methods that allow an organization to analyse marketing strategies with campaigns and understand about working in real time. It is seen that digital marketers will monitor things as what is being viewed, how often and for how long, sales conversions, what content are required and what content are required that will work or not.

It is noted that there are 7P's which are used in several marketing fundamentals such as Position, Performance, Proximity, Price, Presence, Perceived product and Promotion. As seen, STP results as marketing process that serves as main component of modern marketing showing how brands and product will compete in marketplace. It works by having relevant and attractive market segments for organization that is followed by development of suitable product positioning.

It is visualised that the products in today's time can be marketed with the help of Internet. This is known as online marketing that plays an important role in increasing business by allowing delivery of product in less time.

1.6 Answers for Check Your Progress

Check your progress 1

Answers: (1-a)

Check your progress 2

Answers: (1-a)

Check your progress 3

Answers: (1-d)

1.7 Glossary

1. **Content -** It is any text, image, video, audio, app or other material published on the Internet for audience consumption.
2. **Digital -** It is an electronic format which can manipulate and read by computer.

1.8 Assignment

How will you plan strategy and planning activities to market product through Internet?

1.9 Activities

Highlight the steps used in online marketing.

1.10 Case Study

Discuss the features of online marketing with suitable product examples.

1.11 Further Readings

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UNIT 2: IMPORTANCE OF DIGITAL MARKETING

Unit Structure

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2.1 Introduction

2.2 Types of Internet Marketing Methods

2.3 How the Search Engine Works?

2.4 Understanding the SERP

2.5 Using Search Operators

2.6 Google Search Engine Architecture

2.7 Search Engine Algorithms

2.8 Google Algorithm Updates

2.9 PageRank Technology

2.10 Panda Update and its Importance

2.11 Let Us Sum Up

2.12 Answers for Check Your Progress

2.13 Glossary

2.14 Assignment

2.15 Activities

2.16 Case Study

2.17 Further Readings

2.0 Learning Objectives

After learning this unit, you will be able to understand:

- The Internet Marketing Methods.
- The Concept of SERP.
- The Concept Search Engine Architecture.
- The Concept Google Algorithm.

2.1 Introduction

The digital marketing is important as it not only a fastest growing force in the present marketing playing field, but it sets as future of marketing and can soon be able to replace traditional forms altogether. The facts are that digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The good news is that digital offers just as much potential to marketers as it does to consumers.

Also it is seen that digital marketing is infinitely more affordable as compared to traditional offline marketing methods. An email or social media campaign will able to transmit marketing message to consumers in lesser cost as compared to TV ad or print campaign and can potentially reach to wider audience.

2.2 Types of Internet Marketing Methods

As Internet has grown, so there result lots of options for businesses to market to customers online. There are many popular types of Internet marketing today methods that are there in market today such as:

- **Affiliate Marketing**: This type of marketing uses businesses which is paying to individuals or companies to promote their products/services on their websites. Such type of marketing typically involves placing a banner ad on another site, in which the hosts being paid based on number of customers click on particular advertisement and makes the purchase online.
- **Display Advertising**: It is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors who are interested in business's products/services. The display ads can be in certain range and include video and audio.
- **Email Marketing**: Email marketing is an online version of direct mail. In this, rather than sending a customer a hand out or advertisement, it displays a form type which allows businesses to send similar information or even more with the help of email. Such type of marketing will include business coupons, newsletters, invitations to special events and surveys.
- **Inbound Marketing**: In this type of marketing, an online content such as blogs, social media and podcasts are used in order to attract new customers. The idea of this strategy is that it revolves around businesses creating own

content that draws attention of shoppers. Once they are in, businesses can start tailoring their message to each visitor's needs.

- **Pay-Per-Click Advertising**: It is known as search engine marketing, which is advertising in which business place ads on search engine websites like Google and Yahoo. These ads are placed in special top or side panels that separated out for paid ads. It is seen that many search engines offer businesses the opportunity to bid on ad space on their pages. In this, the business which is willing to pay most each time an Internet user clicks on ad gets the spot.
- **Search Engine Optimization**: It is a free form of advertising which is designed to increase businesses ranking on search engines. It is seen that, higher is the business's ranking, more likely there are chances of displaying results on top when Internet user searches for business or something similar to the match.
- **Social Media Marketing**: In this type of marketing strategy, the business is promoted with the help of social media outlets such as Facebook, Twitter, Google +, Pinterest and Instagram. It works by creating a dedicated page for business on each site and developing content which draws followers that eventually converts to pay customers.

Check your progress 1

1. Which type of marketing includes business coupons, newsletters, invitations and surveys?

   a. Inbound marketing
   c. Display marketing
   b. Email marketing
   d. Affiliate marketing

2.3 How the Search Engine Works?

A search engine performs two main functions:

- Crawling and building an index.
- Providing search users with ranked list of websites.

In this, every stop serves as unique document which is normally a web page or PDF, JPG. As the search engines crawls the entire city and find all stops all

through his way, so with this, he happens to locate the best path available which is known as links.

The links will allow search engines to automate a robot which is known as crawlers or spiders, so that it should reach to billions of interconnected documents located on the web.

Once search engines find such pages, they decode the code and store the selected pieces in huge databases so that it can be recalled later when required for search query. To do this, the search engine companies construct data centers all across the world.

Such hideous storage facilities will carry out thousands of machines that process large quantities of information quickly. In case of person performing search operation at any of major search engines, it gets results immediately.

It is known that search engines are answer machines where a person performs an online search which a search engine will clean the amount of billions of documents and performs following task:

- Returns only those results which are relevant or useful to searcher's query.
- Ranks those results as per popularity of websites serving information.

It is seen that for a search engine, relevance means such page having required or right words. In early days of web, search engines didn't go much further than this simplistic step and will search results that were limited in value. The search engines assume that more popular a site, page or document, more valuable the information it contains. This results in fairly successful in terms of user satisfaction with search results.

Check your progress 2

1. A search engine is not:

   a. fax machines

   b. used for online search

   c. finds the correct results for user

   d. ranks the results as per popularity

2.4 Understanding the SERP

SERP is known as search engine results page. When a user looks something on Google, then the first page he sees after typing his query and clicking on enter is the list of possible websites options that meets his query, which are ranked as per the order of importance from most relevant on the top.

While choosing the required site, people get impatient, if they are not able to trace the site in first few links they click. As per the research, the number of users clicking first few websites on first SERP increases by 68% from 2002 to 2008. Also, very less users looked at second or third search engine results page. So it is seen that the first page is important. As seen, the second or third search engine results page will lose 90% readership from potential customers and eventually loses with profit.

So it is seen that ranking of SERP is important as Google wants to give its customers the most relevant results as per their query. It is seen that higher is the ranking in SERP listing, higher will be the likelihood of people visiting the website. As, Google is a machine which does not have human capabilities of understanding context behind images or videos, as it only look at text information in site and monitor links as required. So it is advisable that the website should have content which can be optimized for search engines which is commonly known as search engine optimization or SEO.

Check your progress 3

1. SERP is known as:

   a. Search English Results Page

   b. Search Engine Results Paragraph

   c. Search Engine Results Page

   d. Search Engine Review Page

2.5 Using Search Operators

A search operator is an instruction which allows keywords to join and form a new complex query. It allows you to look for many words at once by telling Copernicus Desktop Search how to link keywords. The most common search operators are:

- Boolean operators (AND/+,OR and NOT/-)
- Truncation
- Phrase search

Boolean operators

The Boolean operators allow you to combine your search terms with keywords such as AND, OR and NOT. In the table 2.1 shown below, such terms will show the effect of results.

Operator	Action	Example	Result
AND	Narrows the search	solar AND energy	All terms must appear
OR	Broadens the search	power OR energy	Either term may appear
NOT	Narrows the search	solar NOT energy	Term following the operator is excluded
(…)	Defines processing order of operators	solar AND (power OR energy)	Terms in brackets will be processed first
"…"	Narrows	"solar	Find exact phrase

	the search	energy"	between quotation marks
*	Broadens the search	energ*	Finds energy, energetic, energize, …

Truncation

Truncation is similar as wildcards which if used on search term results in document having variations of that term. Eg light*, it will retrieve light, also terms like lighting, lightning, lighters and lights.

Phrase searching

The idea of phrase search is to make sure that the search will retrieve a particular sentence. As seen, "durable steel products" will retrieve relevant documents as compared to searching for similar terms without using quotation marks.

Check your progress 4

1. Which among the following is not a Boolean operator?

   a. AND

   b. NAND

   c. OR

   d. NOT

2.6 Google Search Engine Architecture

Google Architecture comprises of:

- Key components
- Interconnections
- Data structures

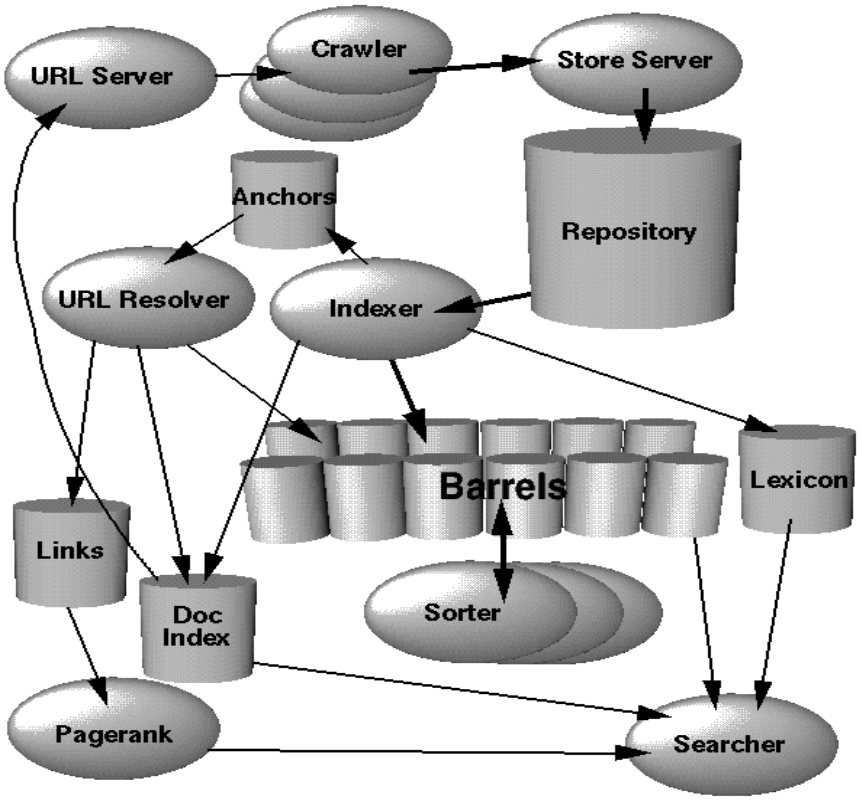

Fig 2.1 Google architecture

The data components of Google comprises of:

- Big Files
- Repository using zlib to compress
- Lexicon using word base
- Hit Lists using word and clicking document ID map
- Document Indexing results in Forward and Inverted Indexing

Google file System comprises of:

- Big Files
- A.k.a. Google's Proprietary File system
- 64-bit addressable
- Compression
- Conventional operating systems having no suffice

Google Key Data Components

Repository

- Stores full text of web pages using zlib to compress.
- Zlib less efficient than bzip.
- Trade-off of time complexity versus space efficiency using bzip having more space with slower speed.

Google Lexicon

Lexicon

- Contains 14 million words
- Implemented as a hash table of pointers to words

Using lexicon for:

- Tokenization
- Analysis
- Language Identification
- SPAM

Mapping queries to hits

- Hit Lists: worded and selecting docID, position, font, capitalization mapping
- Takes much space in forward and inverted indices
- Types: Three types as Fancy, Plain, Anchor

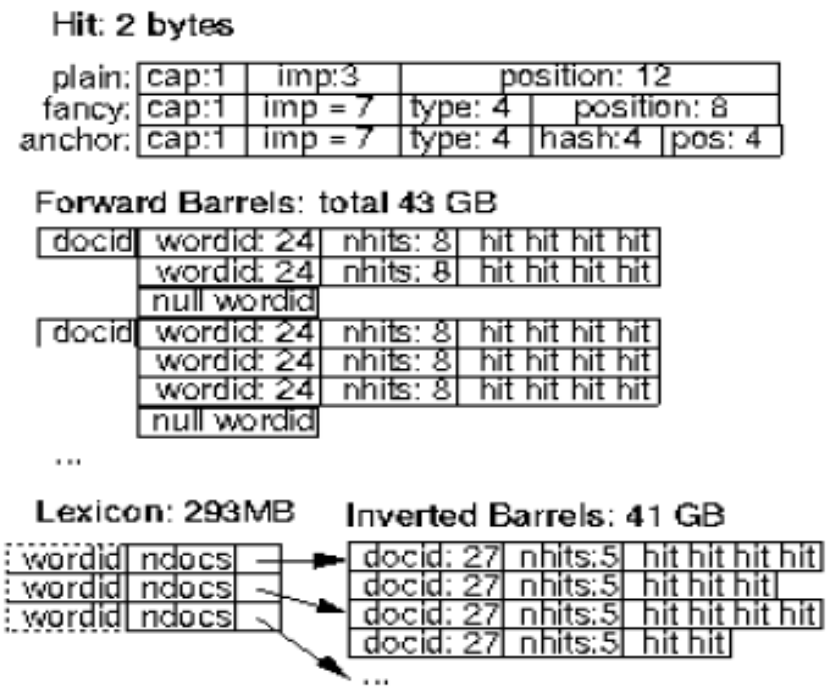

Fig 2.2 Forward and reverse Indexes

Google's Query Evaluation

- Parsing query
- Converting words into Word IDs with Lexicon
- Selecting barrels containing documents that match Word IDs
- Searching documents in selected barrels till one finds matches for all search terms
- Finding document's rank with PageRank
- Repeating step 4 till no documents are found
- Sorting set of returned documents by document rank and return top documents
- The system performance of Google generates numerical results

Query satisfaction

Storage requirements: 55GB Total

System Performance

- 9 days to download 26 million pages
- 63 hours to get the final 11 million (at the time)

Search Performance

- Between 1 and 10 seconds for most queries (at the time)

	Initial Query		Same Query Repeated (IO mostly cached)	
Query	CPU Time(s)	Total Time(s)	CPU Time(s)	Total Time(s)
al gore	0.09	2.13	0.06	0.06
vice president	1.77	3.84	1.66	1.80
hard disks	0.25	4.86	0.20	0.24
search engines	1.31	9.63	1.16	1.16

Storage Statistics	
Total Size of Fetched Pages	147.8 GB
Compressed Repository	53.5 GB
Short Inverted Index	4.1 GB
Full Inverted Index	37.2 GB
Lexicon	293 MB
Temporary Anchor Data (not in total)	6.6 GB
Document Index Incl. Variable Width Data	9.7 GB
Links Database	3.9 GB
Total Without Repository	**55.2 GB**
Total With Repository	**108.7 GB**

Fig 2.3 Query Satisfaction

Check your progress 5

1. Big files in Google file System does not have:

   a. A.k.a. Google's Proprietary File system

   b. 16-bit addressable

   c. Compression

   d. No suffice in conventional operating system

2.7 Search Engine Algorithms

Search engine algorithms are set of rules or different formula which search engine uses to find the importance of web page. It is noted that every search engine has its own set of rules which will find whether a web page is real or spam having any significant data which can be useful to people along with certain other features which will rank and list results for every search query further making it as organized and informational search engine results page. Search Engine algorithms are different for every search engine which are placed secrets having many things in common such as:

Relevancy

It is seen that the basic thing which a search engine algorithm will check is relevancy of page. It checks whether it is simply scanning for keywords or looking at how such keywords are applied in algorithm to find web page relevancy. In this, the position of keywords is also important factor to determine relevancy of website. As see, the web pages contains keywords in title and in heading or in first few lines of text that ranks better for keyword as compared to websites which has no such features. To determine relevancy, the frequency of keywords are also important, as if keywords appear frequently but are not result of keyword stuffing, then the website will rank better.

Individual Factors

It is another part of search engine algorithms where individual factors that make that particular search engine different from other. It is seen that every search engine has unique algorithms and individual factors as different search query results in different result on Google, MSN or Yahoo. An important individual factor of search engine is number of pages a search engine indexes has. As a result, more pages indexed or index results in different results for each search engine.

Off-Page Factors

It is seen that in every search engine off-page factors are different. These are such factors which click through measurement and linking. In this, the frequency of clicking through rates and linking shows an indicator of relevant web page used by actual users and visitors which causes an algorithm to rank such web page in higher order. These factors are harder for web masters to design, but can have enormous effect on PageRank depending on search engine algorithm.

Check your progress 6

1. Search Engine Algorithms are:

   a. data
   c. product
   b. rules
   d. all of above

2.8 Google Algorithm Updates

It is seen that every year Google changes its search algorithm many times. As many changes are minor, it is noted that every few months Google takes out major algorithmic update which affects search results in a drastic way.

It is seeing that search marketers having idea about dates of such Google algorithm updates will help to explain fluctuations that exist in rankings and in organic website traffic. As described below, history of Google's algorithm changes having related impact on search results are highlighted which can be critical for search engine optimization.

Panda 4.2 JULY 18, 2015

It is a first refresh of Google's quality policy of web content since September 2014. The earlier Panda updates sites notice an increase in organic ranking which gets affected of rank penalty as per quality of content as Google's goal is to provide best search experience for users of various search engine services.

Google Core Quality Update MAY 03, 2015

It result in spikes in Google Desktop SERP fluctuation from end of April by mid-May which was verified by Google as part of core algorithm that will change related quality signals which is used to determine rank.

Google Local Algorithm Expands DECEMBER 22, 2014

It is a local algorithm which was launched in July 2014 whose update is known as Pigeon which allows Google to provide accurate and relevant information regarding local searches.

Penguin 3.0 Extended DECEMBER 11, 2014

It is a Penguin algorithm which changes since April 2012 with which the major infrequent updates gets replaced by steady stream of minor updates.

Authorship Rich Snippet Update DECEMBER 18, 2013

It is the most dramatic Google update of 2013 whose Authorship & Rich Snippet results dropped as 15% since Google tightened qualifications for rich snippets.

Penguin Update 5 (ref 2.1) OCTOBER 04, 2013

Penguin 2.1 was released during Google's continuing fight against web spam.

Panda Update 23 DECEMBER 21, 2012

This update affects nearly 1.4% of queries and comes as surprise during last minute season.

Penguin Update 3 (ref 1.3) OCTOBER 05, 2012

It is a multilingual Penguin refresh which was reported as small that far reaches in international sense.

Panda Update 19 (ref 3.9.2) SEPTEMBER 18, 2012

It reports as minor data refresh which affects less than 1.7% of queries.

Freshness Update NOVEMBER 03, 2011

This update will focus on fresh content and regular updates that affect 35% off all searches.

Google Instant SEPTEMBER 08, 2010

The Google Instant launches with fast search that automatically suggest options for completion of search term.

Caffeine Update JUNE 08, 2010

Caffeine is Google's web indexing system which provide 50% fresh content in searches as compared to earlier index and create largest collection of web content what Google has ever offered.

Caffeine Introduction AUGUST 10, 2009

It is a Google next-generation infrastructure which is invited by people to test in order to have improvement.

Google Suggest AUGUST 25, 2008

In an update, Google comes with Suggest feature which will attempts to auto-complete your query by suggesting related search terms.

Universal Search MAY 16, 2007

It is a Universal Search which combines the result from Google's web, blog, news, video, images, local and book searches.

Big Daddy Update NOVEMBER 01, 2005

It is an infrastructure update which changes the way the Google deal with URL canonicalization, redirects and more.

Brandy Update FEBRUARY 17, 2004

It is an update which results in changes which include expansion of Google's index that focus on anchor text relevance, inbound link quality that defines online neighbourhood and Latent Semantic Indexing (LSI).

Check your progress 7

1. The Authorship Rich Snippet Update happens in year

a. 2015 c. 2013

b. 2014 d. 2012

2.9 PageRank Technology

PageRank system is an important feature of Google algorithm's which serves as automated process that will find search result which appears on Google's search engine return page. As seen, many users tend to focus on first few search results, so getting a place at top of list normally catches more user traffic.

PageRank assigns a rank or score to every search result. The higher the page's score, the higher the search results list will appear. As seen, scores are partially determined by number of other web pages which links to target page where every link is counted as vote for target. So it is seen that pages with high quality content gets linked to average pages.

As seen, not all voting's are equal but votes from high-ranking web page count more than votes from low-ranking sites. If a web page link sends out it gets diluted its voting power with high-ranking page to hundreds of other pages where other won't count as much as it would if page links only few sites.

Apart from these, there are several factors which affect scoring that includes how long the site has been, strength of domain name, how and where keywords appear on site and age of links going to and from the site. Google tends to place more value on sites that have been around for a while.

Check your progress 8

1. The PageRank will assign _____ to every webpage on website.

a. data c. users

b. ranking d. all of above

2.10 Panda Update and its Importance

The original Panda update happened in February 2011; it affected around 12% of searches. It was updated on a monthly basis until March 2013 when Panda's core functionality was added to the main Google search algorithm. Panda was designed to:

- Identify what factors make a 'good' page and a 'bad' page in terms of usefulness and user experience.
- Determine what this looked like and decide which sites were 'good' and which were 'bad'.
- Prevent the sites with poor quality content ranking high in the search results.

The new Panda is intended as a data refresh, not necessarily an algorithm alteration. It is expected to:

- Attribute more ranking power to detailed content.
- Attribute more ranking power to universally relevant content.

Google currently made two important updates to its search algorithm which is commonly called as "Farmer" and "Panda" updates. The idea of Google is to prepare low-quality sites especially "content farms" sites that mix hundreds or thousands of pages with short and un-researched articles. Such type of algorithms plays big part in success of e-commerce sites.

It is seen that Google is good in changing Panda update algorithm to create ranking factors which can be more or less important. The Panda update is set to really sharpen in content quality. There are certain dates of Panda updates such as:

1. Panda 1.0 on February 24th 2011.
2. Panda 2.0 on April 11th 2011.
3. Panda 2.1 on May 9th 2011 or so.
4. Panda 2.2 on June 18th 2011 or so.

5. Panda 2.3 on around July 22nd 2011.
6. Panda 2.4 in August 2011.
7. Panda 2.5 on September 28th 2011.
8. Panda 2.5.1 on October 9th 2011.
9. Panda 2.5.2 on October 13th 2011.
10. Panda 2.5.3 on October 19/20th 2011.
11. Panda 3.1 on November 18th 2011.
12. Panda 3.2 on about January 15th 2012.
13. Panda 3.3 on about February 26th 2012.
14. Panda 3.4 on March 23rd 2012.
15. Panda 3.5 on April 19th 2012.
16. Panda 3.6 on April 27th 2012.
17. Panda 3.7 on June 8th 2012.
18. Panda 3.8 on June 25th 2012.
19. Panda 3.9 on July 24th 2012.
20. Panda 3.9.1 on August 20th 2012.
21. Panda 3.9.2 on September 18th 2012.
22. Panda Update #20 on September 27 2012.
23. Panda #21 on November 5th 2012.
24. Panda #22 on December 4th 2012.
25. Panda #23 on December 21st 2012.
26. Panda #24 on Jan. 22nd 2013.
27. Panda #25 on March 25th 2013.
28. Panda #26, July 18, 2013.
29. Panda 4.0 on May 20th.

Check your progress 9

1. The initial Panda update happened in year:

a. 2015 c. 2011

b. 2013 d. 2009

2.11 Let Us Sum Up

In this unit we have learnt that digital marketing is important as it is fast growing force in present marketing playing field and useful for future by replacing traditional forms and uses digital methods of communication which makes marketing faster, more versatile, practical and streamlined. It is seen that with the fast growing use of Internet, there appears many options for businesses to market customers online. There are many popular types of Internet marketing methods that are used today such as Affiliate marketing, Display advertising, Email marketing, Inbound marketing, Pay-Per-Click advertising, Search Engine Optimization and Social Media Marketing.

It is noted that an SERP is search engine results page which is displayed on Google when user search its option. It is the first page what is seen by user on websites and can be ranked as per order of importance from most relevant on top. As seen, number of user clicking increases SERP by 68% from 2002 to 2010. It is noted that a search engine algorithms results as set of rules that are used by search engine in finding the importance of web page. As seen, every search engine has its own set of rules that will determine whether a web page is real or spam with significant data that can be useful for people having certain features.

It is seen that every year Google changes its search algorithm many times. As many changes are minor, it is noted that every few months Google takes out major algorithmic update which affects search results in a drastic way. Search marketer's gets idea about dates of Google algorithm updates that will help in explaining fluctuations which arises in rankings and in organic website traffic. It is learnt that PageRank system serves as an important feature of Google algorithm's that serves automated process which finds search result appearing on Google's search engine return page. In this, several users focus on first few search results, hence the purpose of PageRank is to assigns score to every search result where higher page score result from search results list that will appear.

2.12 Answers for Check Your Progress

Check your progress 1

Answers: (1-b)

Check your progress 2

Answers: (1-a)

Check your progress 3

Answers: (1-c)

Check your progress 4

Answers: (1-b)

Check your progress 5

Answers: (1-b)

Check your progress 6

Answers: (1-b)

Check your progress 7

Answers: (1-c)

Check your progress 8

Answers: (1-b)

Check your progress 9

Answers: (1-c)

2.13 Glossary

1. **Brand** - It is a sort of business's brand which is total of users' and customers' opinion regarding business.
2. **Distribution** - It is the means by which a product or service is delivered to its end user or customer.
3. **PageRank** - It is a proprietary method of Google for measuring popularity of Web page.
4. **Pay-Per-Click** - It is a type of paid search marketing that involves placing advertisements which run above or besides free search-engine listings on Google, Bing, and Yahoo!.
5. **Search-Engine Marketing** - It is type of paid search activities which is a search-marketing activity which is either paid or organic.

2.14 Assignment

Discuss various marketing strategies used today with examples.

2.15 Activities

Detailed about search engine algorithm with examples and discuss.

2.16 Case Study

Discuss Google Algorithm Updates with relevant update years.

2.17 Further Readings

1. Brynjolfsson, Erik, Hu, Yu Jeffrey and Smith, Michael D., "From Niches to Riches: Anatomy of the Long Tail," MIT Sloan Management Review, (Summer 2006).
2. Derek Bok, The Cost of Talent: How Executives and Professionals Are Paid and How It Affects America, New York: The Free Press, 1993.

UNIT 3: DIGITAL REVOLUTION

Unit Structure

3.0 Learning Objectives

3.1 Introduction

3.2 The Digital Revolution in Media Industries

3.3 Introduction to Digital Marketing Strategy

3.4 Digital Listening and Learning

3.5 Let Us Sum Up

3.6 Answers for Check Your Progress

3.7 Glossary

3.8 Assignment

3.9 Activities

3.10 Case Study

3.11 Further Readings

3.0 Learning Objectives

After learning this unit, you will be able to understand:

- The Concept of Digital Revolution in Media Industries.
- The Concept of Digital Marketing Strategy.
- The Concept of Digital Listening and Learning.

3.1 Introduction

The Digital Revolution refers to the advancement of technology from analog electronic and mechanical devices to the digital technology available today. The era started to during the 1980s and is on-going. The Digital Revolution also marks the beginning of the Information Era. The Digital Revolution is sometimes also called the Third Industrial Revolution. The development and advancement of digital technologies started with one fundamental idea- The Internet.

3.2 The Digital Revolution in Media Industries

Nowadays, studio-quality recording can be achieved in fraction of that cost. It is noted that a standard personal computer are not expensive and carries free software along with microphone which is required initially. Nowadays, a new artist or band will fully give up a record label instead of focusing on marketing and distributing directly on Internet. Just like music, movie and television industries also impacted by sharp declination in production costs. Nowadays, cinematographers will able to shoot professional quality motion pictures in lesser cost as compared to previous cost. Post production software is also more accessible and easier to use.

Compared with print media, mass media and analog technologies as digital media are easy to copy, store, share and modify. Such media quality is important resulting in changes in certain industries as compared to journalism, publishing, education, entertainment and music. The overall impact of these changes is so far-reaching which is difficult to calculate. As seen, in movie-making, transition resulting from analog film cameras to digital cameras is almost completed which results in economic benefits to Hollywood as distribution becomes easier along with high-quality digital effects.

Digital media has also allowed individuals to be much more active in content creation. Anyone with access to computers and the Internet can participate in social media and contribute their own writing, art, videos, photography and commentary to the Internet, as well as conduct business online. This has come to be known as citizen journalism. This point in user created content is due to the development of the internet as well as the way in which users interact with media today. The discharges of technologies which can be mobile devices or others allow easy and fast access to media. Many media production tools that were once only available to a few are now free and easy to use. The devices which can be used for internet is coming up in less cost and ownership of multiple digital devices becomes normal. These elements have had a significant impact on political participation.

Check your progress 1

1. Internet can be used for:

a. photography
c. videos
b. art
d. all of above

3.3 Introduction to Digital Marketing Strategy

A complete digital strategy will result in online marketing activities that essentially take advantage of growing opportunities from digital marketing. An effective digital strategy will allow taking correct and effective decisions to make a company successful in working online. For such purpose, a strategy process model will be provided as framework having all logical sequence that will follow inclusion of all key activities which are related to strategy development and implementation. A Digital Marketing Strategy involves certain reviews which will check all capabilities in place that will help in managing the organisation with relevant digital touch points. A successful Digital Strategy will carry 7 core capabilities which are related to:

- Strategic approach
- Performance improvement process
- Management buy-in
- Resourcing and structure
- Data and infrastructure
- Integrated customer communications
- Customer experience

A digital marketing strategy is a channel strategy that:

- Inform through research in customer channel behaviour and marketplace activities.
- Depends on objectives for future online and offline channel contribution.
- Define and communicate differentials of channel for use to customers.
- Manages channel integration.

There are 7 steps which lead to Digital Marketing Strategy that are:

Step 1: Structuring your strategy

Step 2: Review your marketplace opportunity

Step 3: Defining your future: Vision, objectives and KPIs

Step 4: Targeting

Step 5: Proposition

Step 6: Getting new customers

Step 7: Keeping customers engaged and loyal

Check your progress 2

1. A successful digital strategy will not have capabilities to:

   a. improve strategy approach

   b. improve internet speed

   c. improve customer experience

   d. improve infrastructure

3.4 Digital Listening and Learning

Digital technologies repositioning listening among literacy's in 21st century are changing the way in which literacy is learned. While many of early promises of computers have not been achieved, it is apparent that new technologies have been agreed upon. New technologies are essential in learning and explain the way how to literate with tools required for futures use. Computers are not very good for teaching, but use of multimedia digital tools have over lapsed used of computers.

Digital marketing is vital to the success of many modern businesses. In addition to being a core communications channel, it is particularly beneficial to small businesses since it is largely free to use and cost-effective to leverage with marketing campaigns. There are plenty of digital consultants who will charge a small fortune to create complex social media strategies for your business. But many small firms manage perfectly well by starting small, being consistent and learning as they go. An authentic voice is key, as is the sense that the brand is peopled by real personalities rather than a faceless corporation. Watch and learn from what is happening around you and don't be afraid of making mistakes. Stay open, honest and humble, demonstrating the values that you and your business embody offline - and your customers will respond.

Check your progress 3

1. The important of digital learning tool is :

a. Computer c. Video

b. Audio d. All of above

3.5 Let Us Sum Up

In this unit we have learnt that digital revolution serves as an advancement of technology which results from analog electronic and mechanical devices to digital technology available today. The era started during 1980s and marks the beginning of the Information Era.

It is seen that digital media allowed many individuals to become active in content creation as anyone with access to computers and Internet can participate in social media and can contribute their own in writing, art, videos, photography and commentary on Internet, as well as conducting business online.

3.6 Answers for Check Your Progress

Check your progress 1

Answers: (1-a)

Check your progress 2

Answers: (1-b)

Check your progress 3

Answers: (1-c)

3.7 Glossary

1. **Digital learning** - It is learning facilitated by technology giving readers some element of control over time, place, path and/or pace.

2. **Online learning -** These are instruction that works through web-based delivery system which includes software that will provide structured learning environment.

3.8 Assignment

Highlight the tools used in digital Marketing.

3.9 Activities

Collect information on Digital Marketing and write important steps of implementation.

3.10 Case Study

Discuss the various steps used in Digital Marketing.

3.11 Further Readings

1. Brynjolfsson, Erik, Hu, Yu Jeffrey and Smith, Michael D., "From Niches to Riches: Anatomy of the Long Tail," MIT Sloan Management Review, (Summer 2006).
2. Derek Bok, The Cost of Talent: How Executives and Professionals Are Paid and How It Affects America, New York: The Free Press, 1993.
3. Vygotsky, L. S. (1978). The development of higher psychological processes. Cambridge, MA: Harvard University Press.
4. Wolf, M., Miller, L., & Donnelly, K. (2000). A comprehensive, fluency-based reading intervention program.

Block Summary

In this block lots of information about concept of Google algorithm updates which help in explaining fluctuations arises in rankings in case of organic website is detailed. The view of Google and Panda Updates with necessary importance are highlighted that gives relevant update information to users. For you knowledge the block highlights concept of PageRank which assigns ranking and score to search result before displaying result from search results list.

The block information is quiet useful for you or related user as it simply explains about concept of digital and online marketing strategies which will help an individual or corporate with less cost, time and delay. The block will detailed about information related to digital revolution that serves as advancement of technology from analog electronic and mechanical devices to digital technology available today.

Block Assignment

Short Answer Questions

1. What is online marketing?
2. What is a search engine and how it works?
3. Explain the features of digital marketing?
4. Explain Google File system with examples?
5. What is an inbound marketing strategy?

Long Answer Questions

1. What do you mean by evaluating segments for viability?
2. What is an SERP? Explain.
3. Discuss the 7P's involved in marketing a product?

Enrolment No. ☐

1. How many hours did you need for studying the units?

Unit No	**1**	**2**	**3**	**4**
Nos of Hrs				

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3. Any Other Comments

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Education is something which ought to be brought within the reach of every one.

- Dr. B. R. Ambedkar

Dr. Babasaheb Ambedkar Open University
'Jyotirmay Parisar', Opp. Shri Balaji Temple, Sarkhej-Gandhinagar Highway, Chharodi,
Ahmedabad-382 481.

DIGITAL MARKETING

PGDM-203

BLOCK 2:
SEARCH ENGINE MARKETING

Dr. Babasaheb Ambedkar Open University
Ahmedabad

DIGITAL MARKETING

Knowledge Management and
Research Organization
Pune

Editorial Panel

Author
Prof. Abhishek Rai

Language Editor
Prof. Jaipal Gaikwad

Graphic and Creative Panel
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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self-instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual-skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self-instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect.

All the best for your studies from our team!

DIGITAL MARKETING

Contents

BLOCK 1: ESSENTIAL OF DIGITAL MARKETING

UNIT 1 BASICS OF DIGITAL MARKETING

Introduction to Digital Marketing, Mapping Fundamental Concepts of Marketing (7Ps, STP), Strategy and Planning for Internet Marketing

UNIT 2 IMPORTANCE OF DIGITAL MARKETING

Introduction, Types of Internet Marketing Methods, How the Search Engine Works?, Understading the SERP, Using Search Operators, Google Search Engine Architechure, Search Engine Algorithms, Google Algorithm Updates, PageRank Technology, Panda Update and its Importance

UNIT 3 DIGITAL REVOLUTION

Introduction, The Digital Revolution in Media Industries, Introduction to Digital Marketing Strategy, Digital Listening and Learning

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BLOCK 2: SEARCH ENGINE MARKETING

UNIT 1 ON-PAGE OPTIMIZATION

Introduction, Basics of Website Designing/Development, Usability and User Experience in Website, Onsite Optimization Basics, HTML Basics for SEO, Importance of Domain Names, Website Structure and Navigation Menu Optimization, HTML Validation using W3C, Coding Best Practices, Filename Optimization, Title Tag Optimization, Meta Tags Optimization, Headers Optimization, SEO Content Writing, Page Speed Optimization Tool, Anchor Links Optimization, Internal Link Strategy, IFrames/Frames effects on SEO, Image Tag Optimization

UNIT 2 **KEYWORDS RESEARCH AND ANALYSIS**

Introduction to Keyword Research, Business Analysis, Types of Keywords, Keyword Research Methodology, Keywords Analysis Tools, Competition Analysis, Preparing a Keyword List for Project

UNIT 3 **REPORTS AND MANAGEMENT**

Introduction, Website Position Analysis, Introduction to Google Analysis, Installing Google Analytics, Basics of Google Analytics, Visitors Reports, Geographic Reports, Traffic Sources Reports, Keywords Reports, Goals and Conversions

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BLOCK 3: **SOCIAL MEDIA MARKETING**

UNIT 1 **DEFINITION OF SOCIAL MEDIA MARKETING**

Introduction, Types of Social Media/Key Terms to Understand, How Social Media Influences Audience and Google, Developing Unique Content, Integrating Social Media into your Website and Blogs, How to Choose Right Social Media for your Business/Brand

UNIT 2 **VIDEO OPTIMIZATION**

Introduction, Using YouTube, Social Bookmarking/Using Slide Share, Using Flickr, Yahoo and Pinterest, Content Sharing/Using Business Review Sites, Blog Commenting, Optimizing Social Media Content

UNIT 3 **MARKETING ON TWITTER AND FACEBOOK**

Introduction, Using Twitter for Business/Brands, Facebook Marketing, Creating Facebook Pages, How to Promote Facebook Pages, How to Advertise on Facebook (ppc), Creating FAN-Page for Business, Create Campaigns on LIVE PROJECTS

UNIT 4 **MARKETING ON LINKEDIN**

Introduction to LinkedIn, Advertise on LinkedIn, Using LinkedIn for Business, Introduction to Google Plus, Using Google Plus for Business

BLOCK 4: WEB ANALYTICS

UNIT 1 INTRODUCTION TO WEB ANALYTICS

Introduction, What is Web Analytics?, Purpose of Analytics in Internet Marketing/Admin Interface, Setting up an Accounts and Web properties, Manageing Account/Users

UNIT 2 GOOGLE ANALYTICS INTERFACE

Introduction, Home Tab/Real-Time Data, Dashboard/Widgets, Customize Dashboard, Intelligent Events/Shortcuts, Interface Feature, Date Selection and Comparison, Exporting Reports, Auto Email Setup, Customizing Dashboards, Emailing Reports

UNIT 3 ADVERTISING

Introduction, Adwords Data Analysis, Keywords/Keyword Positions, Traffic Sourses, Overview of Traffic Sources, Sources/Direct Search, Organic/Ketwords Analysis, Paid/Referral

Dr. Babasaheb
Ambedkar
Open University

PGDM-203

DIGITAL MARKETING

BLOCK 2: SEARCH ENGINE MARKETING

UNIT 1
ON-PAGE OPTIMIZATION

UNIT 2
KEYWORDS RESEARCH AND ANALYSIS

UNIT 3
REPORTS AND MANAGEMENT

BLOCK 2: SEARCH ENGINE MARKETING

Block Introduction

Onsite optimization is an element of Local SEO that deals exclusively with what is on your website. This includes everything from your company's contact information, to your business's blog, to the way your site's HTML is coded. It is good practice to validate Web pages so that there are no errors in your code. World Wide Web Consortium (W3C) allows internet users to check HTML and XHTML documents for well-formatted mark-up. A keyword analysis tool is important when it comes to your online business, but a lot of businesses and bloggers are not using it to its full potential.

In this block you will be given an idea about Website Designing/Development and explains about Onsite Optimization basics with consideration with HTML required for SEO. The knowledge related to Keyword and research with idea on business analysis and types of keywords along with Keyword Research Methodology and analysis of keywords with certain tools and promotion are well explained. You will be given with an idea about Website Position Analysis with basic of Google Analytics and process related to its installation with focus on detail visitor's reports. The detailed knowledge about Filename Optimization and Title Tag with basics on Meta Tags Optimization is well explained.

After completing this block, you will come across with the knowledge about optimization of website with tools and information on onsite optimisation with its features is shown. The block will make you aware about Google Analytics and its associated features and characteristics are detailed with examples.

Block Objective

After learning this block, you will be able to understand:

- The features of Website.
- Detailed about Website Development.
- Idea about features of Onsite Optimization.
- Highlight comment on HTML validation with W3C.

- Basic characteristics of Filename Optimization.
- Features of Title Tag and Meta Tags Optimization.
- The Page Speed Optimization Tool.
- Features of Image Tag Optimization.
- Characteristics of Keyword Research.
- Highlighting features of Business Analysis.
- Idea about various Keywords used in Research Methodology.
- The features of Website Position Analysis.
- Highlight features of Google Analytics with features.
- Features of Geographical Reports in studying visitor's movement on website.

Block Structure

Unit 1: On-Page Optimization

Unit 2: Keywords Research and Analysis

Unit 3: Reports and Management

UNIT 1: ON-PAGE OPTIMIZATION

Unit Structure

1.0 Learning Objectives

1.1 Introduction

1.2 Basics of Website Designing/Development

1.3 Usability and User Experience in Website

1.4 Onsite Optimization Basics

1.5 HTML Basics for SEO

1.6 Importance of Domain Names

1.7 Website Structure and Navigation Menu Optimization

1.8 HTML Validation using W3C

1.9 Coding Best Practices

1.10 Filename Optimization

1.11 Title Tag Optimization

1.12 Meta Tags Optimization

1.13 Headers Optimization

1.14 SEO Content Writing

1.15 Page Speed Optimization Tool

1.16 Anchor Links Optimization

1.17 Internal Link Strategy

1.18 Iframes/Frames effects on SEO

1.19 Image Tag Optimization

1.20 Let Us Sum Up

1.21 Answers for Check Your Progress

1.22 Glossary

1.23 Assignment

1.24 Activities

1.25 Case Study

1.26 Further Readings

1.0 Learning Objectives

After learning this unit, you will be able to understand:

- Usability and User Experience in Website.
- Onsite Optimization Basics.
- Website Structure and Navigation Menu Optimization.
- Coding Best Practices.
- Filename Optimization.
- Meta Tags Optimization.

1.1 Introduction

On page optimization refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the Meta tags.

1.2 Basics of Website Designing / Development

When you're setting out to learn web design the first thing you should remember is that web design is very similar to print design in many ways. The basics are all the same. You need to understand space and layout, how to handle fonts and colours, and put it all together in a way that delivers your message effectively.

Good website Design:

The elements of design are the building blocks of design. These elements are what make up every page you build. And understanding the basic elements you'll be able to put together more powerful Web pages. There are five basic elements of every design:

- **Lines and Line work:**

  Lines include borders and rules. They can be horizontal or vertical and help delineate the spaces around elements on Web pages. Line work increases the readability of the design.

- **Shape:**

Shapes make up any enclosed contour in the design. Shapes on most Web pages are square or rectangular. But they don't have to be. You can use images to generate other shapes within your designs.

- **Texture**

Texture gives a design a feeling of surface. Texture on Web pages is all visual, but you can use natural textures or artificial to get the effect in your designs.

- **Colour**

Colour is the one design element that most Web designers are acutely aware of. But remember that colour is not a required element of any design. In fact, a good plan in design is to create the design without colour first, and then add as little colour as you can to enhance the design.

- **Direction**

Direction gives your Web designs motion. In most designs there is a sense of movement in a direction across the design. Good designs lead the eye through the design in a deliberate fashion so that the viewer sees what the designer wants.

- **Design the Layout of a Web Page**

Many people think that the layout is the design, and in many ways it is. Layout is the way the elements are positioned on the page. Once you understand the basic principles of web design you can start placing the elements on the page. By creating an amazing web layout, you create the bones of an amazing design. When you create a Web design, one of the more overlooked aspects of the design is the layout. Now, many people think about how to do a layout (CSS, tables, frames, etc.), but the basics of Web layout are often completely ignored. Keep screen resolution in mind. While the majority of computer users have moved away from 640x480 resolutions, keep that in mind when you're designing. Having customers leave because all they can see is a logo on their monitor is not good customer service.

- **Align your images**

One of the most common newbie layout mistakes is to slap images into a page willy-nilly without thought to layout. If you just use an img tag

and then write text to follow it, you'll have the image and then one line of text to the right of it. Using the align attribute will help make your images part of the layout.

Balance the graphics and text on a page. It's easy to get carried away with lots of images and animations, but they can make a page very hard to read. When you're considering your layout, remember that images are a major part of the design, not just afterthoughts.

- **Fonts and Typography**

Fonts are the way your text looks on a Web page. And most Web pages have large amounts of text. When you're thinking of design, you need to think about how the text looks on a micro-level (the font glyphs, what font family, etc.) as well as the macro-level (positioning blocks of text and adjusting the size and shape of the text). These resources explain how to work with fonts on Web pages.

There are many different measures you can use with your font sizes. But most people just use pixels or points and don't think any more about it. However, by doing that they may be causing problems for some readers. It's important to think about how your site will be used and the audience before you decide on what font measure to use.

Fixed Height Font Measures:

There are several absolute or fixed-height font size measurements:

- inches (in)
- centimeters (cm)
- millimeters (mm)
- points (pt)
- picas (pc)

But absolute font sizes aren't generally good for Web pages. The only time you should use absolute font sizes is if you're writing a style sheet to print out your Web page - in other words, the Web page will be a fixed size on the paper.

Relative Font Measures:

Relative font sizes size the font based on the value of another length property. Relative font sizes include:

- Ems (em): Based on the default preference set in the customer's browser
- X-height (ex): Based on the height of the lowercase x character.
- Pixels (px): Based on the resolution of the screen.
- Percentages (%): Like ems, based on the default preferences of the browser

Most people prefer points, as they think that they will get a more precise page layout that way and most print designers are more familiar with points

- **How to Use Colour**

Colour is everywhere. It's how we dress up our world and how we see things. Colour has meaning beyond just "red" or "blue" and colour is an important design element. These colour resources teach how to use colour effectively in Web design.

- **Tackling Web Navigation**

Navigation is how your customers get around from one page to another on a Web site. Navigation provides movement and gives your customers the chance to find other elements of your site. You need to make sure that the structure of your Web site (the information architecture) makes sense so that your customers aren't forced to simply use search.

If people cannot navigate through your site, they will quickly leave. Thus, designing effective navigation on your Web site is crucial. But there are some basic things you need to do before you can start worrying about rollovers or links, images or flash. Before you can even start to plan your navigation, you need to define your site's information architecture. Information architecture is the taxonomy or structure of your Web site. Some common taxonomy elements on a corporate or business Web page are:

- Products - the products or services the company sells
- About - information about the company
- Investor Relations - information specific to investors
- Support - help for customers

Some common taxonomy elements on a personal Web page are:

- ❖ About Me - information about the page author
- ❖ Favorite Links - links that the author likes
- ❖ Friends and Family - information about the author's friends and family

Once you've determined your site architecture, you need to decide how to organize it. You might have it all live in one directory, and just link to the major pages from your front page. Or you might have all the sub-pages separated into directories. When thinking about your organization, you should think about how your customers might wander through it. Flow charts and storyboards can help you map out exactly how you would like to encourage your readers to use the site. You might want to map out several paths for your readers to use.

- **Accessibility and Usability**

Accessibility and usability are often seen as a detriment to Web design, but a good designer focuses on making their site useful to as many people as possible. The links below take you through the basics of making an accessible site without compromising the design.

Check your progress 1

1. _____ gives your Web designs motion.

a. Line
c. Direction
b. Contour
d. Texture

1.3 Usability and User Experience in Website

Usability

The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use. Usability means that the people who use the product can do so quickly and easily to accomplish their own tasks. This definition rests on four points:

(1) Usability means focusing on users

(2) People use products to be productive

(3) Users are busy people trying to accomplish tasks

(4) Users decide when a product is easy to use

Usability really just means that making sure that something works well: that a person of average ability and experience can use the thing - whether it's a Web site, a fighter jet, or a revolving door - for its intended purpose without getting hopelessly frustrated. Usability starts with a philosophy - a belief in designing to meet user needs and to focus on creating an excellent user experience - but it is the specific process and methodology that produce the real goal of usability.

User experience (UX)

It focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations. It also takes into account the business goals and objectives of the group managing the project. UX best practices promote improving the quality of the user's interaction with and perceptions of your product and any related services. User experience (UX) involves a person's emotions about using a particular product, system or service. User experience highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction and product ownership. Additionally, it includes a person's perceptions of the practical aspects such as utility, ease of use and efficiency of the system. User experience is subjective in nature because it is about individual perception and thought with respect to the system. User experience is dynamic as it is constantly modified over time due to changing circumstances and new innovations.

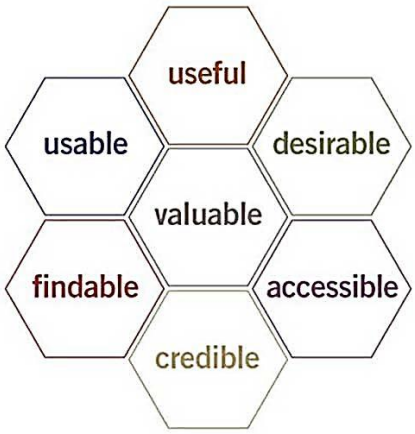


Fig 1.1 user experience

To have meaningful and valuable user experience, information must be:

- **Useful -** Content should be original and fulfill a need
- **Usable -** Site must be easy to use
- **Desirable -** Image, identity, brand, and design elements are used to suggest emotion and appreciation
- **Findable -** Content needs to be navigable and locatable onsite and offsite
- **Accessible -** Content needs to be accessible to people with disabilities
- **Credible -** Users must trust and believe what you tell them

Check your progress 2

1. User experience (UX) involves person's emotions of using particular:

a. product
c. service
b. system
d. all of above

1.4 Onsite Optimization Basics

Onsite optimization is an element of Local SEO that deals exclusively with what is on your website. This includes everything from your company's contact information, to your business's blog, to the way your site's HTML is coded.

Onsite optimization is anything that you do within your website to optimize it for the search engines. There are key factors such as:

- Domain name
- Meta description
- Web contents
- Internal links
- Tags and Meta tags
- Anchor texts
- Rick media files
- Bounce rate

- Loading speed

Among above, web content serves as an important result in area of onsite optimization. Quality and uniqueness of post must be given due focus where every post is different. Aside from that, it contains highly important information with interesting title that effectively grabs attention.

Another important component is the meta description which shows an overview about blog. The statement that you will input here will be used by the search engines to describe your blog. This will also be the short statement that will appear in the search engine result pages.

The Meta description can heavily influence the search users' decision on whether to checkout your site or not. This is also used by the search engine crawlers when ranking websites for certain keywords. Therefore, make sure that your target keyword term is present in the Meta description.

The domain name is also important. However, with Google's EMD update, having an exact match domain name no longer matters a lot to SEO. Nonetheless, the domain name adds credibility and relevancy to your blog. It can help users to decide if the blog is the right one to get the information they are searching for or not.

Also an important component is the rich media file. These are the relevant photos and videos in your web pages. These files further add value to your posts, and the relevancy of the photos and videos can reinforce the search engine's assessment of the webpage. These files should be properly inserted with alt-tags that are relevant to the main target keyword phrase.

As part of offsite optimization, internal links must be properly in place. Each page should, ideally, has a link from another page or from the home page. The internal link structure should be flawless, as well, to ensure that visitors will quickly and conveniently find the right pages that are relevant to their search.

Check your progress 3

1. _____ shows an overview about blog.

a. Internal link
c. Meta description
b. Web content
d. none of these

1.5 HTML Basics for SEO

HTML is the code that is designed to create web pages which includes series of tags that will describe about the web browsers action in arranging content on web page. It shows series of commands and is written with text.

Search Engine Optimization (SEO) is process of making site search engine user friendly. It starts with different title tags and Meta descriptions on every page. The SEO serves as bridge over gap where it brings people with computer skills and information they require. SEO serves as finding how people looks about information on web.

HTML <HEAD> Content

<Title> Tag

- The title should not be longer than 70-100 characters including spaces.
- The title should be no longer than 60 characters.
- The title should not begin with domain name and considered as spam.
- The domain name shouldn't be repeated in title and considered as spam.
- It does not use same filename as title tag or filename or domain name.

<Meta Description> Tag

- Shouldn't be longer than 25-30 words.
- Shouldn't be longer than 100 characters.
- Shouldn't be longer than 150 characters.
- Shouldn't be longer than 200 characters.

<Meta Keywords> Tag

- Shouldn't be longer than 268 characters.
- Shouldn't be longer than 378 characters.
- Shouldn't use words that are not present in body of page.
- Redundant characters will not hurt the results; however words after the first 300 characters rarely do any good.
- Start all keywords with capital letters.
- Separate keywords with ", "character combination.
- You may use phrases as well.

- You should not use word, not even within phrases more than 3 times.

Content

- The text on page should contain keywords right at start of page.
- Keywords should not overuse as keyword takes 12-24% of body text.
- Do not use content on front page.

Code Page

- If website uses different language than default search engine that liked by target audience or website uses special characters which is different to language making sure to implement proper HTML code page tag.
- Unicode versions of special characters are more or less impossible to look up in search engines.

Check your progress 4

1. Which is correct in case of Meta Description Tag?

   a. It shouldn't be longer than 25-30 words

   b. It shouldn't be longer than 100 characters

   c. It shouldn't be longer than 150 characters

   d. All of above

1.6 Importance of Domain Names

A domain name is a unique identity on internet which represents an address of cyberspace. Owning a domain name gives you the same feeling that you get once you have in your hands the title deed for your newly purchased house. The sense of ownership is the most vital importance of domain name.

To get a domain name registered is same as getting own business card where a person makes number of evaluations about reading visitor's card. Similarly domain name makes known about you and website when looked initially and impacts as personal visitor's card. There are certain reasons which show importance of domain name that are:

1. **Domain name builds credibility:** Having your own domain name will lead to professionalism. When new visitor reaches your website, he/she happens

to look at domain name and make a first impression opinion about website. The domain name gives an impression about status of company.

2. **Domain name gives uniqueness:** Having own domain name is same as having your own place which shows that you address is your own and not shared which can be like www.name-of-your-own-website.com

3. **Domain name gives branding:** If you have brand name or company name in your domain name it will help to reinforce a brand value which further will increase awareness of particular brand. Visitors will not simply know about your brand name but also remembers it for future use. The brand name will be remembered by them that can be transferred to other people whenever visitor talks about it.

4. **Domain name gives personalized and multiple e-mail addresses:** In case of your registered domain name, you can create own personal e-mail address which looks as yourname@name-of-your-own-website.com and helps in making you an important person to deal with. It creates flexibility by having multiple e-mails of particular departments and organization as per need.

5. **Domain name gives portability on internet:** In case of website running under particular domain name, then there is portability of carrying website to any webhost as required. In case if you are sharing someone else's domain name then you can't take domain name along with your website. In such case you have to create a new domain name and further you will lose your visitors.

6. **Domain name gives importance to websites by search engines:** The search engines recognize importance of domain name and give preference to websites having own unique domain names instead of subdomains or part of another domain name, like when you get your website launched with free webhost.

Check your progress 5

1. Domain name builds:

a. credibility
c. branding
b. uniqueness
d. all of above

1.7 Website Structure and Navigation Menu Optimization

The structure of web site is important in terms of SEO and also for great user experience. The website should be user friendly, which can be easily navigate, fast, attract new customers, get more email subscribers, make sale, get revenue from advertising and can present information in best way.

The design and look and feel of web site should be subjective having required components necessary for high quality. These components make site search engine friendly, usable, trusted and professional. The structure of web site must help users in finding information required in fastest possible way. At the same time it is easy for search engines to crawl website and provide with certain signals to understand about website to convince search engine crawlers of high quality.

Six Steps to Creating Site Structure

1. **Plan out hierarchy before developing website:** If you're starting a website from scratch, you will be in great place to plan site structure for best SEO. So it is seen that a hierarchy is a way to organize information as shown in fig 1.2.

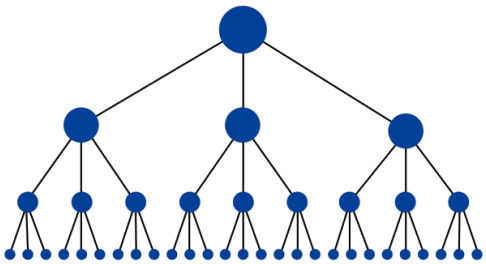


Fig 1.2 hierarchy of website

2. **Creating URL structure following navigation hierarchy:** The URL serves as another important element in developing site structure. In view of hierarchy, this is difficult which follows URL structure as shown in fig 1.3.

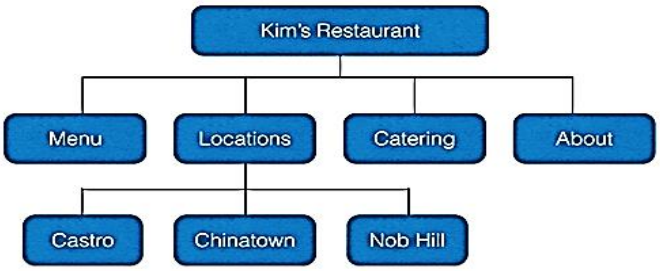


Fig 1.3 Structure of URL

3. **Creating site navigation in HTML or CSS:** When you create navigation, it is better to make coding simple in HTML and CSS. So coding in JavaScript, Flash, and Ajax limits crawler's will cover website by navigation and hierarchy.

4. **Use of shallow depth navigation structure:** The navigation structure follows a website hierarchy. It is make sure that important pages are not buried inside deep inside a website.

5. **Creating header which lists main navigation pages:** It is seen that the top header should list main pages. Adding any other menu elements apart from your main categories can become distracting and unnecessary. In case of parallax site, a persistent header menu will show with each scrolling phase.

6. **Developing comprehensive internal linking structure:** Internal linking gives effect to website hierarchy and is importance as:

   - ❖ It allows users to navigate.
   - ❖ It helps in establishing information hierarchy.
   - ❖ It helps spreading link juice around websites.

Navigation

- The navigation structure of web site helps beginner/user to find information in fast and easy way without guessing.
- Group related information together in categories and sub-categories.
- It provides way for users to access categories from home page and main web site menu.
- It plans navigation structure before building website as in advance where each page reside.

- Assist the user in finding what they want by proving related content. For example if you have an online shop show ‘Related products’ when a user is viewing a product

Check your progress 6

1. Internal linking:

   a. allow users to navigate

   b. helps in establishing information hierarchy

   c. help in spreading link juice around websites

   d. all of above

1.8 HTML Validation using W3C

It is good practice to validate Web pages so that there are no errors in your code. World Wide Web Consortium (W3C) allows internet users to check HTML and XHTML documents for well-formatted markup. Markup validation is an important step towards ensuring the technical quality of web pages. W3C validation is the process of checking a websites code to determine if it follows the formatting standards. If you fail to validate the pages of your website based on W3C standards, your website will most likely suffer from errors or poor traffic owing to poor formatting and readability.

According to HTML standards, each HTML document requires a document type declaration. The "DOCTYPE" begins the HTML document and tells a validator which version of HTML to use in checking the document's syntax. The following DOCTYPEs are commonly used:

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN"

"http://www.w3.org/TR/html4/strict.dtd">

Check your progress 7

1. If web pages are not validated as per W3C standards, then the website will suffer from:

   a. errors
   c. more data
   b. more traffic
   d. less visitors

1.9 Coding Best Practices

By coding, it means actual computer syntax or computer program that are used to do computations. Further it is seen that set of commands issued a higher-level statistics package like SAS or SPSS. When writing code, remember that others may work with it in the future. Whenever possible, it is better to make sure that the code is easy to read and understand. It should be followed that any formatting standards used by organization should always include comments in code. Use empty lines and spaces to make code more readable. The easier it is to read code, the easier it is to identify and correct issues. Empty lines help to visually group blocks of code together so the reader can see the logical organization. Spaces on each line help make the items on an individual line easier to read.

Check your progress 8

1. Code designed should be:

   a. simple
   b. difficult to read
   c. complex in design
   d. all of above

1.10 Filename Optimization

Optimizing website is not complicated when we take care of little things from the scratch. There are many simple elements or factors that may give drastic change in your search rankings such as way of naming it. Having optimized filenames and considering them is the simplest method to improve your website's SEO. Files can be anything such as HTML, PHP, Images or documents. It is

found that Google gives importance to filenames, hence uploading or embedding into website will allow names of files that are optimized.

File Naming Best Practices:

- Filename should be relevant to content of webpage.
- It should be short and descriptive.
- Targeted keyword should be preferred as filename.
- In perfect optimization, use of same targeted keyword in filename of webpage.
- Try to use 2 keywords in filename if possible.
- Do not stuff filename with 3-4 keywords.
- Separate words in filename with hyphen rather than with underscores.
- Do not use generic words as filenames.

Check your progress 9

1. Which among following are generic filenames?

   a. home.html

   b. index.html

   c. services.php

   d. all of above

1.11 Title Tag Optimization

Title tags are technically called as title elements which defines title of a document. This tag is used on search engine results pages to display preview scraps for given page that can be important for SEO and social sharing. The title element of web page shows accurate and concise description of page's content. It is for user experience and search engine optimization which creates value in specific areas such as:

- Relevancy
- Browsing

- Search Engine Results Pages

It is seen that title tag serves as main text which shows an online document having long considered as most important on page SEO elements that appears in three key places as:

- Browsers
- Search Engine Results Pages
- External Websites

The Title tags shows at the top of browser's chrome and in tabs. When you use keywords in the title tag, search engines shows the search results if user has performed query including those keywords. This gives the user greater visibility, and generally means you'll get a higher click-through rate.

As title tags are important part of search engine optimization so implementing best practices for title tags makes terrific low-effort thereby impacting high SEO task. There are certain recommendations for optimizing title tags for search engine and usability goals such as:

- **Be Mindful of Length**: It is known that search engines should truncate titles in search results with certain length that usually between 50-60 characters.
- **Place Important Keywords Close to Front of Title Tag**: According to Moz's testing and experience, the closer to the start of the title tag a keyword is, the more helpful it will be for ranking and more likely a user will be to click them in search results.
- **Leverage Branding**: Many SEO firms recommend using the brand name at the end of a title tag instead and there is times when this can be a better approach. The differentiating factor is the strength and awareness of the brand in the target market.
- **Consider Readability and Emotional Impact**: Creating a forceful title tag will pull in more visits from search results. It is important to think about entire user experience when you create title tags apart from optimization and keyword usage.

Check your progress 10

1. Title tags are normally called as:

   a. title elements

   b. document elements

   c. tag elements

   d. none of these

1.12 Meta Tags Optimization

It is known that many commercial web search engines use meta-tag content to find page relevancy. Many times, text-based document contains meta-tag descriptions and keywords which are not used to find whether or not page ranks exits. Optimization strategies for text files differ slightly from optimization from non-text files.

Meta-tag keywords and descriptions becomes an important part when search engines are not able to find about file like video file. Under this situation, a keyword focused meta-tag description that make or break search engine visibility. There are number of different Meta tags that you can use which can be Description and Keywords Meta tags having title for web page.

Title:

The title of web page should be in document head which is an important non content part of webpage since it has weight with search engines.

<title>Meta Tags Optimisation</title>

Description:

This tag is used by search engines for description of web page. This has no effect on ranking or indexing of web page.

<meta name= "description" content="These are good." />

Keywords:

To have a rating of website you need to have extra title and description with list of keywords that are separated by commas.

<meta name="keywords" content="meta tags,training,html" />

Rating:

This tag uses web page for rating for appropriateness for kids that can be general, mature, restricted.

<meta name="rating" content="general" />

Author:

It is used to find author of web page.

<meta name="author" content="my tutorial" />

Copyright:

This will find any copyright information on web page.

<meta name="copyright" content="2014, my tutorial" />

Expires:

This meta tag is responsible for web masters that allows search engine to know when page expires so that it can be removed from search engine directory.

<meta name="expires" content="never"/>

Distribution:

It tells search engine about page to set global, everyone, local, regional sites and for Internal use.

<meta name="distribution" content="global" />

Robots:

It will tell the search engine whether you want web page indexed or not. The values for this tag are: -

index	Index the page
noindex	Don't index the page
nofollow	Don't index any pages hyper-linked to this page
none	Same as "noindex, nofollow"

<meta name="robots" content="noindex, nofollow" />

Check your progress 11

1. _____it will tell search engine whether web page is indexed or not.

   a. Robots

   b. Distributor

   c. Author

   d. Expires

1.13 Headers Optimization

One of the essential on-page optimization factors is Heading Tag. The search engine shows this mostly when there is need of indexing a webpage. The header tag is required for site visitors as heading tag informs both internet search engine and site visitors exactly what content is about.

It is found that heading tags are symbolized from <h1> to <h6>, where <h1> is among most important tag by internet search engine and <h6> being low and that is not so important. There is certain optimization criteria's for Heading Tags:

- Every website consist of different factors, hence minimum of 2-4 heading tags such as <h1>, <h2>, <h3>, <h1> on each page of website.
- Header tag containing specific key phrases which are linked with company extra along with additional text which describes internet contents.
- Add highly relevant key phrases in <h1> tag, because it is weighted most than other heading tags.
- Evaluate the relevancy of the key phrases and put most significant keyword in <h1> tag, less vital that you <h2>, further less vital that you <h3> and ultimately lowest key phrases to <h6>.

Check your progress 12

1. Which among the following tag is most important?

   a. <h2> c. <h6>

   b. <h1> d. <h4>

1.14 SEO Content Writing

SEO is known as search engine optimization, which is a process that will optimize website so that people can easily find it with the use of search engines such as like Google and by "content," it refers to any information which is available on web and can be consumed on it. So with the combination, we mean that SEO content is any content which is created with idea of attracting search engine traffic.

Search Engine Optimization content writing is a process of creating optimized content to target specific audiences and create useful information both the readers and search engine systems can understand. It is seen that well written content will able to raise page ranking and content relevancy for effective search engine hits. Some of this content includes keywords or phrases, positioning of keywords and phrases, length of the article, and the amount of times keywords are used. When this is done with the help of a professional service, the business will ultimately end up receiving more web exposure. By bringing more web exposure to the business website, you will also bring in more consumers.

Types of SEO Content

SEO content can include any of the following:

- **Product Pages** – It is found that good product page can serve SEO content and a PPC landing page.
- **Blog Posts** – A blog is an easy way to create regular stream of SEO content where it attract links with product pages so that they can build authority for website.
- **Articles** – It is an important kind of content that can be on newspaper or magazine style websites.
- **Lists** – A list is like article that makes easier to scan. These types of titles also seem to be more clickable when found in search results or in social media feeds.
- **Guides** – A guide is longer part of content which shows in detail how to do something. In this, you can post guide on website or can post summary which is required to be filled by customers.
- **Videos** – It is also a part of content. As per the type of site or business, videos can serve as great way to attract and reach an audience.

Check your progress 13

1. The SEO content will not include:

   a. blogs

   b. articles

   c. conferencing

   d. videos

1.15 Page Speed Optimization Tool

Page speed can be described as time taken by speed to load a particular page or it can be a time required by initial byte. It is important to user experience where pages having longer load time tend to have higher bounce rates and lower average time on page. It is found that longer load times will have shown to negatively affect conversions where every time a page redirects to another page makes the visitor to face extra time waiting for HTTP request response cycle to complete. For Page speed, there are certain tools that diagnose which can be:

- **Firebug:** Use this tool to analyse your page's performance in Firefox.
- **Moz Crawl Test:** Summarize your redirects to see if there are areas where you can reduce the number of redirects you are using.
- **PageSpeed:** Get browser extensions from Google for both Firefox and Chrome to help you identify issues that are slowing down your site.
- **YSlow:** This Firefox add-on features a grading system to help you quickly see how well your site is performing and offer insight on how to improve your site speed. It needs to be used in conjunction with Firebug.
- **WebPageTest.org:** Get a quick report of how a page is performing.

Check your progress 14

1. Which are Page speed optimization tools?

   a. Firebug

   b. Moz Crawl Test

   c. PageSpeed

   d. All of above

1.16 Anchor Links Optimization

Links on Web page are created with the help of anchor element where the content is clickable on page which contained among open <a> and close tags. It is found that open anchor tag contains href attribute, the value of which is the page which is linked. Links normally contain text or images. Anchor text is clickable text in a hyperlink where an SEO dictates anchor texts which are relevant to page which is clicked or linked, rather than generic text. In this the blue underlined anchor text appears as per web standards. The keywords in anchor text are one of the many signals search engines use to determine the topic of a web page. The anchor text is also known as link label or link title where words contained in anchor text helps to find ranking which the page receives by search engines. Links without anchor text on the web and are called as URL anchor texts. Different browsers will display anchor text differently, and proper use of anchor text can help the page linked to rank for those keywords in search engines.

SEOs specialized in building links to website that controls anchor text from links they build from other websites. Such anchor texts are targeted with keywords in anchor text that matches targeted keyword of page what an SEO is trying to rank. Similar to keyword stuffing, anchor text on particular page carries many keywords on page linking or similar pages with different anchor texts.

It is noted that search engines uses anchor text to find particular topic of destination page. It is seen that if a page is linked to anchor text, then search engines finds page containing information. The page will have a better chance of ranking for that keyword as a result.

Although keyword-rich anchor text serves as good link attribute for SEO where its value gets discounted over several years. Search engines have decreased the value of anchor text because spammers have taken advantage of it. Google may filter your site from ranking for those keywords as a result, especially if you don't have any third party links to reinforce the theme of the page. Additionally, if an external links is created for website, then varying anchor text are used. It is different if certain keyword appears in large percentage of external inbound links.

Check your progress 15

1. The anchor text is also known as:

   a. link label

   b. link test

   c. link header

   d. None of above

1.17 Internal Link Strategy

Internal link connects one page of website to another page on similar website. In this, the source domain and target domain are same. These links serves as hyperlinks that point target domain similar to domain where link exists. It is the link which points to another page on the same website and has following codes:

Keyword Text

Such links goes from one page on domain to other page on same domain and are mainly applied for navigation. These types of links are useful as:

- They allow users to navigate a website.
- They help to establish information hierarchy for given website.
- They help in spreading link juice around websites.

Internal links are useful for establishing site architecture and spreading link juice. On an individual page, search engines need to see content in order to list pages in their massive keyword based indices. The idea behind the internal link is that it strengthens the overall search optimized value of website and provides clear paths for spiders, prolonged sessions for users and tight-knit network of pages and posts.

Further they require access to crawlable link structure which allows spiders to browse pathways of website to find all pages on a website. It is noted that many sites make critical mistake of hiding or burying their main link navigation in ways which actually search engines cannot do.

Check your progress 16

1. Internal links are used for establishing:

   a. Web site image

   b. Web site architecture

   c. Web site text

   d. None of above

1.18 Iframes/Frames effects on SEO

Iframe is another term for Inline Frame which means HTML document that is set inside another HTML document on a website. It is a frame which shows another webpage on a page. The Iframe HTML element is used to insert content from another source like advertisement into web page.

An Iframe carries portion or all content on page as they are mostly used to show information from another site and frequently update content. These frames are frequently used on websites which becomes permanent fixture on web page. With this, they get easily blend with rest of web page which is not similar for search engine crawlers.

When Iframes are used, then the potential implications for search engine optimization efforts exist. When search engine spiders crawl a webpage, they normally have difficulty in knowing frames and do not crawl and index the content inside <iframe> which is part of content of page that is embedded on. So, it is seen that iframe content should not be conceive as duplicative of original page.

As seen, Iframe cannot be crawled by search engine crawlers and has significant impact on SEO if information required by user present inside Iframe. As the information can be seen by users of web page, that particular content will most likely cannot be crawled making an SEO efforts to go down the drain as content on page inside Iframe cannot be indexed for search results ranking. Even if the "Iframed content" is keyword-rich, it's not likely to rank in Google.

It is found that content and links inside iframes are not crawled and indexed and credit is not attributed to page where iframes are embedded as content inside iframe is attributed to source URL and not on own page. Apart from these there

are certain uses for iframes in web development and design, as it is not typically one of them.

Check your progress 17

1. Iframe is also known as:

   a. XML document

   b. HTML document

   c. DHTML document

   d. All of above

1.19 Image Tag Optimization

In case of having right image that can be an illustration, chart or photo, the next step is to optimize that image for use on your website. For doing this, there are number of things which can be taken:

- **Choosing correct file name**: Image SEO starts with correct file name. It is the first location that uses keyword without looking at actual image.
- **Scale for image SEO**: Loading times of images serves as an important factor. The faster the site, the easier is to access its pages. Images create huge impact on loading times especially when loading of heavy image with 2500×1500 pixels that shows at 250×150 pixels size.
- **Reduce file size**: The next step in image SEO makes scaled image in smallest file size. For certain purpose, tools for such should be used for 100% quality.
- **Captions**: The caption of image is text which carry image. People use text as caption for images. After headings, people tend to scan image and include caption along with scanning.
- **Alt text and title text**: The alt text is added to image for detail text when an image is displayed.

Check your progress 18

1. Image optimization means:

   a. changing image size

   b. inserting image from file

   c. deleting image

   d. all of above

1.20 Let Us Sum Up

Inn this unit we have learnt that an on page optimization measures directly within website in order to improve its position in search rankings which include measures to optimize content or improve meta tags. It is seen that elements of design are building blocks of design which makes up every page and understand basic elements put together powerful Web pages.

As seen, usability is extent to which a product used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in specified context of use. It shows that people who use product can do quickly and accomplish their own tasks. It is noted that onsite optimization serves as element of local SEO which deals with what on website right from contact information to business's blog and way to which coding is done in HTML.

The Search Engine Optimization serves as process of making site search engine user friendly with different title tags and meta descriptions on every page. It serves as bridge over gap where it brings people with computer skills and information as required. As noted a domain name is unique identity on internet which represents an address of cyberspace having domain name which gives same feeling that you have in hands.

It is seen that structure of web site is important in terms of SEO and also for great user experience. It is noted that website should be user friendly which can easily navigate, fast, attract new customers, get more email subscribers, making sale, getting revenue from advertising and present information in good way. It is noted that markup validation is an important step towards ensuring the technical quality of web pages as W3C validation checks websites code to find if it follows the formatting standards.

It is seen that title tags are called as title elements which defines title of a document and is used on search engine results pages to display preview scraps for given page that can be important for SEO and social sharing. Meta-tag keywords and descriptions becomes an important part when search engines are not able to find the about file like video file. Under this situation, a keyword focused meta-tag description that make or break search engine visibility. SEO is known as search engine optimization, which is a process that will optimize website so that people can easily find it with the use of search engines such as like Google and by "content," it refers to any information which is available on web and can be consumed on it.

Internal link connects one page of website to another page on similar website. In this, the source domain and target domain are same. These links serves as hyperlinks those points at target domain similar to domain where link exists. Iframe is another term for Inline Frame which means HTML document that is set inside another HTML document on a website. It is a frame which shows another webpage on a page. The Iframe HTML element is used to insert content from another source like advertisement into web page.

1.21 Answers for Check Your Progress

Check your progress 1

Answers: (1-c)

Check your progress 2

Answers: (1-d)

Check your progress 3

Answers: (1-c)

Check your progress 4

Answers: (1-d)

Check your progress 5

Answers: (1-d)

Check your progress 6

Answers: (1-d)

Check your progress 7

Answers: (1-a)

Check your progress 8

Answers: (1-a)

Check your progress 9

Answers: (1-d)

Check your progress 10

Answers: (1-a)

Check your progress 11

Answers: (1-a)

Check your progress 12

Answers: (1-b)

Check your progress 13

Answers: (1-c)

Check your progress 14

Answers: (1-d)

Check your progress 15

Answers: (1-a)

Check your progress 16

Answers: (1-b)

Check your progress 17

Answers: (1-b)

Check your progress 18

Answers: (1-a)

1.22 Glossary

1. **Sessions** - A session is the period of time a user is actively engaged with your website, app, etc., within a date range.

1.23 Assignment

Discuss any Page Speed Optimization Tool in details?

1.24 Activities

Is Website creation usability and experience for users in today's world? Comment.

1.25 Case Study

Discuss the features of Structure and Navigation Menu Optimization?

1.26 Further Readings

1. Elements of User Experience diagram Site exit disclaimer by Jesse James Garrett.
2. User Experience Honeycomb diagram Site exit disclaimer by Peter Morville.

UNIT 2: KEYWORDS RESEARCH AND ANALYSIS

Unit Structure

2.0 Learning Objectives

2.1 Introduction

2.2 Introduction to Keyword Research

2.3 Business Analysis

2.4 Types of Keywords

2.5 Keyword Research Methodology

2.6 Keywords Analysis Tools

2.7 Competition Analysis

2.8 Preparing a Keyword List for Project

2.9 Let Us Sum Up

2.10 Answers for Check Your Progress

2.11 Glossary

2.12 Assignment

2.13 Activities

2.14 Case Study

2.15 Further Readings

2.0 Learning Objectives

After learning this unit, you will be able to understand:

- Business Analysis.
- The concept of Keywords.
- Keyword Research Methodology.
- Competition Analysis.

2.1 Introduction

Keyword research is a practice used by search engine optimization professionals to find and research actual search terms people enter into the search engines when conducting a search. Search engine optimization professional's research keywords in order to achieve better rankings in search engines. Once a niche keyword is found, it is expanded upon to find similar keywords. The process is usually aided by keyword suggestion tools, like the Google Ad words Keyword Planner, which offers thesaurus and alternate keyword suggestion functionality.

2.2 Introduction to Keyword Research

Keyword research is an important, valuable and high return activity in search marketing field. To rank for correct keywords that make or break a website can be done by researching market keyword demand. It is seen that not only you have to learn about terms and phrases that to be targeted with SEO, but also to know about customers. It simply allows not visitors, but also about getting serious visitors. The usefulness of such intelligence overstated by predicting shifts in demand that responds to changing market conditions and producing products, services and content which are seeked by web searchers. It is great to deal with keywords having 5,000 searches per day which actually make up less than 30% of the searches performed on web. The balance 70% remains in long tail of search having millions of unique searches which conducts few times in a day, but when taken together carries majority of world's search volume.

Check your progress 1

1. Keyword research is an important, valuable and high return activity in search _____ field.

   a. Marketing

   b. Finance

   c. HR

   d. All of above

2.3 Business Analysis

For proper analysis of your business, it is required that you should focus on correct and required keywords so that the website can catch traffic through search engines. Targeting the correct keywords is critical to success of any search engine optimization. The business analysis of professional keyword is based on research and full analysis and understanding of business issues that can be in terms of brand, location, target market, products and services offered.

Keyword Research serves as important activities in search marketing field since it creates potential to make or break any SEO or PPC campaign. It is all about finding correct keywords which will help in bringing right traffic to website. Searching correct keyword also helps in predicting dynamic market conditions that shifts in demands with the help to produce correct product, service or content and ultimately dominate online market by overcoming barrier of understanding the needs of consumers.

Check your progress 2

1. Business Analysis involves:

   a. SEO

   b. Keywords

   c. Data

   d. All of above

2.4 Types of Keywords

Keywords are of different types that vary with individual behaviour. They are not created but are formed. There are following types of Keywords that gives more idea such as:

(1) **Singular Keywords:** It is a type of word that is used to search single piece of product information. These keywords are used as per need and formation.

(2) **Plural keywords:** These are forms of word which are used to search more than one specific object or range of information. It is noticed that users who search for plural keywords may still get benefit out of web pages apart from focusing singular keywords.

(3) **Strong Keywords:** They have high volume of search and takes single word to even some Geo specific keywords that depends on user volume looking for information. The examples include: Apple ipad, Toyota

(4) **Weak Keywords:** These are low volume keywords that produce decent reference for business enquiries. In this, more than two or more words search keyword comes under weak keywords criteria. Such type of keywords will work for many industries and obtains a decent traffic for start. There are week keywords that are not location specific as keywords might have less competition and search results based on industries.

(5) **Global Keywords:** These types of keywords are not location specific where most of keywords are targeted for Dot com search engines where importance of site listing for Global keywords are not restricted to regional specific search engines.

(6) **Local Keywords:** These keywords are location specific that will target for regional search engines. These keywords are specific to particular languages and targeted country and the example includes Web design Delhi and SEO India.

(7) **Misspelled Keywords:** These keywords are formed when large volume of search engine users have problem with spellings. It is seen that such keyword contains example as 'accommodation, as 'accomodation' and 'accomadation'

(8) **Seasonal Keywords:** These keywords occur on particular times of year. An example of such type is greeting card site and seasonal product-selling site.

(9) **Long Tail Keywords:** These keywords are mixture of highly searched keyword phrases which forms relevant phrases. In this, the long tails in keywords provides an important amount of traffic and on promotion will provide good amount of traffic for original keywords used for combining long tail keyword.

Check your progress 3

1. The example such as Maruti is related with _____ keyword.

a. Weak
c. Singular
b. Strong
d. Plural

2.5 Keyword Research Methodology

Keyword research serves as one of the important things for an SEO. The keywords to be targeted directly affect what searches will rank for and what kind of traffic will be directed to site. If the right keyword is not there it means missing out of potential traffic. There are certain steps of research that are conducted such as:

Step One: Read Your Content

Keyword research is done page-by-page basis where search engines rank individual pages and not the sites. In this every page will have its own set of keywords which directly relate to content of that particular page. Before the start of keyword research, it is better to read every page carefully and take note about the type of content.

Step Two: Check Your Analytics

Before the change of keywords, it is better to have idea about current working on page. A Google Webmaster Tool will help to find type of keyword which are leading people to website. It is an important factor as in this the keywords are not removed accidently.

Step Three: Using Keyword Research Tool to Create a Keyword List

After determining the type of content and keywords for webpage, you need to come up with many related variations of keyword. In this, many people search with different terms and makes website to show for search.

Step Four: Scrubbing List

Scrubbing is an important step which is involved in keyword research. It is hard to target more than 800 different keywords, so it requires scrubbing of list.

Check your progress 4

1. Keyword research serves as an important thing for:

   a. Data

   b. Keywords

   c. SEO

   d. None of above

2.6 Keywords Analysis Tools

A keyword analysis tool is important when it comes to your online business, but a lot of businesses and bloggers are not using it to its full potential. As a matter of fact, the way that a lot of businesses and bloggers are using them is putting their company or website at a disadvantage rather than at an advantage. Keyword analysis tools are great, but only if you're using them right. Use them incorrectly, and you may find that not only are you not generating more traffic, but you may be losing traffic as a result.

Check your progress 5

1. Correct use of keywords on website will makes the website:

   a. user friendly

   b. user informative

   c. frequent user visit

   d. all of above

2.7 Competition Analysis

One of the important activities for SEO process is to initialise competitive analysis which serves as process that correctly finds SEO targets and provide fundamental input to establish an overall strategy. The competition exists among measure of difficult which rank particular keyword. The competition for keyword depends on how popular keyword is and based on industry competition. As per research, search marketers estimate how much time and effort it may require achieving top rankings for particular keywords. The idea behind the analysis is to judge keyword competitiveness and factors responsible for competitive keyword analysis. It is found that there are specific keyword tool or tools which can be analyse for keyword competition effectively.

The keyword competitor tool serves as checker which helps in analyzing keyword competition by running Google keyword difficulty check. The idea of this is to process the top ranking pages for particular query and run analysis on domain and page authority metrics. It is found that the numbers are directly tied to ranking models for Google's ordering of search results, so it is seen that the data is

especially accurate for running Google keyword difficulty check which will find relative difficulty of ranking on first page for particular search.

Check your progress 6

1. The idea of competition analysis is to:

   a. correctly finds visitors targets

   b. correctly finds data targets

   c. correctly finds SEO targets

   d. correctly finds work flow targets

2.8 Preparing a Keyword List for Project

Making a list of keywords which will help in finding information about project can be easily done with Google by using its logical site structure and keywords tool which will help in creation of such keywords. You should start by setting up project for website and can add keywords to existing project or list just by selecting in window in software.

It is relevant that you should know more about business than anyone else as it is easy to think of relevant keywords so as to invest. These keywords can be easily pasted with the help of tool.

In order to make selection easier, you have to get suggested keywords list by the keyword name or by data available for analysis. In such case select keywords and automatically add to Keywords basket list.

Once your keywords are collected, they will be kept until you add to project or close application. You can now type another keyword to get suggestions for, without losing the previous collected keywords list. On deciding for particular keyword to add to project, then you need to select them and add.

Check your progress 7

1. Project keyword is used for:

   a. design project

   b. list on website

   c. works on website

   d. none of above

2.9 Let Us Sum Up

In this unit we have learnt that keyword research serves as important, valuable and high return activities in search marketing field. As seen, not only terms and phrases but target with SEO also knows certain customers. It is seen that keywords are different types that varies with individual behaviour and are not created but are formed. It comprises of many times such as Singular, Plural, Weak and Strong.

Plural keywords are those, that are used to search more than one particular object or range of information where users searches for plural keywords gets benefit out of web pages apart from focusing singular keywords. It is seen that keyword research serves as an important things for SEO that are targeted directly which affect search rank and kind of traffic that are directed to website.

It is found that keyword analysis tool is important in case of online business where many businesses and bloggers don't use full potential. As a matter of fact, the way that a lot of businesses and bloggers are using them is putting their company or website at a disadvantage rather than at an advantage

2.10 Answers for Check Your Progress

Check your progress 1

Answers: (1-a)

Check your progress 2

Answers: (1-b)

Check your progress 3

Answers: (1-b)

Check your progress 4

Answers: (1-c)

Check your progress 5

Answers: (1-c)

Check your progress 6

Answers: (1-c)

Check your progress 7

Answers: (1-a)

2.11 Glossary

1. **Users -** Users who have had at least one session within the selected date range. Includes both new and returning users.
2. **Page views -** Page views means the total number of pages viewed. Repeated views of a single page are counted.
3. **Pages/Session -** Pages/session is the average number of pages viewed during a session. Repeated views of a single page are counted.

2.12 Assignment

State the features of Business Analysis?

2.13 Activities

What are the characteristics of Keywords Analysis Tools?

2.14 Case Study

How the Keyword Research Methodology will impact the analysis?

2.15 Further Readings

1. Nadim A. How to Write a Scientific Paper? Ain Shams Journal of Obstetrics and Gynecology, 2005; 2:256–258.
2. Cordova S. How to Write a Scientific Paper. (2011)

UNIT 3: REPORTS AND MANAGEMENT

Unit Structure

3.0 Learning Objectives

3.1 Introduction

3.2 Website Position Analysis

3.3 Introduction to Google Analytics

3.4 Installing Google Analytics

3.5 Basics of Google Analytics

3.6 Visitors Reports

3.7 Geographic Reports

3.8 Traffic Sources Reports

3.9 Keywords Reports

3.10 Goals and Conversions

3.10.1 Live Project Exposure

3.11 Let Us Sum Up

3.12 Answers for Check Your Progress

3.13 Glossary

3.14 Assignment

3.15 Activities

3.16 Case Study

3.17 Further Readings

3.0 Learning Objectives

After learning this unit, you will be able to understand:

- The concept of Google Analytics.
- The concept of installing Google Analytics.
- The concept of Visitors Reports.
- The concept of Traffic Sources Reports.

- The concept of Live Projects.

3.1 Introduction

A good design is only part of product that highlights successful website. Its true conception shows from driving traffic to particular web site. It is noted that website prepares that takes care about lots of parameters which can be visualised and indexed with search engines like Google, Yahoo!, MSN, AOL and others which all together are called as Search Engine Positioning. It is noted that AAIS has successful history that targets and position websites for search engines. It is seen that to get a site listed with major search engines and more importantly, when it is to be positioned at top for customers those who are looking for products and services on web site should visit your website first.

3.2 Website Position Analysis

The real challenge is positioning your website and building awareness with the idea that the product and services are represented properly for target visitors. Creating a website and making sure that people will easily find your website are two different aspect which are required that caters two different skills. It is noted that website analysis includes everything right from simple error checking to comprehensive traffic statistics. It is found that many SEO specialists think that it is important that a website designed should be free from errors and should compile with standard languages. Also the website designed should be easily accessible. In case of higher search engine ranking, it is believed that a careful attention is required in case of content and keywords that are used on every page of a website.

It is noted that the importance of website positioning can't be loud. It is seen that without a good ranking in search engines, there appears less chances that you will find much traffic appearing at your site. If the position of you website is strong, there are chances of high traffic and for this there are certain strategies that have to followed for your web site in the rankings and bring in more visitors to your site. It is seen that there exists major errors which can knock web site down in rankings that will include:

- Not using meta tags

- Spamming search engines by repeating keywords often on page and in meta tags
- Not having enough text as search engine isn't able to accurately tell about site
- No tricking of search engine

It is noted that website positioning strategy is a mixed plan for internet exposure which uses balance of Search Engine Positioning (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO) and Visitor Experience Optimization (VEO). It is followed that a positioning strategy is designed to gain comparable advantages in every area to drive consistent target visitors to web site. An important ways in which people find web sites is by use of search engines, directories, social media communities and relevant authority web sites. It is seen that when a web site is easily located by various search vehicles, then the amount of qualified traffic received will tend to increase with maximizing sales and other business opportunities.

Check your progress 1

1. Website analysis includes:

   a. error checking

   b. traffic statistics

   c. visitors status

   d. all of above

3.3 Introduction to Google Analytics

Google Analytics is a free web analytics service which is given by Google which will tracks and report website traffic. It is a type of service which was started by Google in November 2005 after getting Urchin. Google Analytics is now widely used web analytics service which is available on Internet. It offers in two additional versions:

- Subscription based Google Analytics Premium targeted at enterprise users
- Google Analytics for Mobile Apps, which is an SDK that allows gathering usage data from iOS and Android Apps.

Google Analytics' approach is to show high-level, dashboard-type data for the relaxed user and gives an in depth data report set. It identify poorly performing pages with techniques which can be funnel visualization, where visitors are referred, time on website and geographical position. It also provides more advanced features, including custom visitor segmentation. Google Analytics is implemented with "page tags", which is called as Google Analytics Tracking Code that was snippet of JavaScript code where website owner adds to every page of website. The tracking code runs in the client browser when the client browses the page and collects visitor data and sends it to a Google data collection server as part of a request for a web beacon. It is seen that a Google analytics allow you to keep track of:

- Visitors visiting the web site.
- Requirement of visitors visiting on website.
- Time of Visitor visit on website.
- Location from which they arrived on particular website.
- What they do with content present on web site.

Check your progress 2

1. Which is not the role of Google analytics?

   a. Keep track of visitors visiting web site

   b. keeps track of hosting details

   c. Keeps track of visitors requirement visiting website

   d. Keep track of visitors time spend on website

3.4 Installing Google Analytics

After knowing about relevant things about visitor related to where visitors are coming from, how they found you, what content they viewed and how long they stayed on web site can all be shown with infinite insight into buyer personas and gives countless data-backed optimization opportunities. By combining such information, initially you have to load Google Analyst to have all your information regarding your website.

Make Sure You Can Edit Your Website

The content on website can be edited with help of content management system (CMS) or it can be done manually. If the website is hosted on Hub Spot, then you have to simply follow steps to get started. Without access to your website's back end, you're not going to make much progress, so hold off on reading any further until you successfully met any of the conditions.

Access Your Google Analytics Tracking Code

Once you edit a website, then the next is to secure the appropriate Google Analytics tracking code. This can be done by logging into Google Analytics account and clicking on Admin part. In that you have to select correct Account and Property and then finally clicking Tracking Info which is placed in middle column in the name Property as shown in fig 3.1.

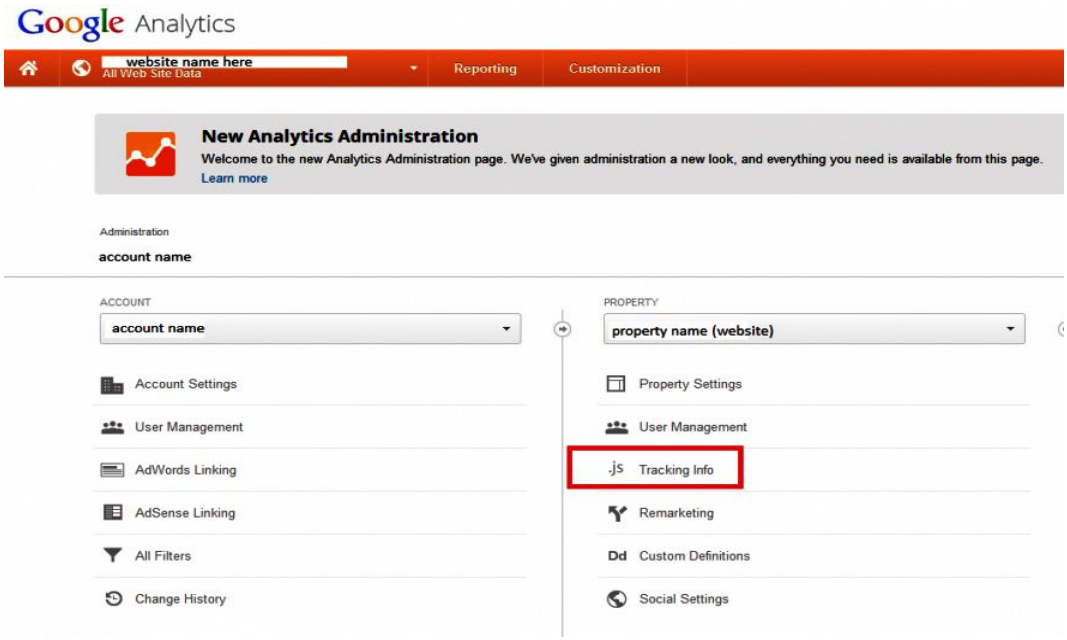


Fig 3.1 Google Analytics account

In Tracking Info, click on Tracking Code in order to access website tracking code that you will need to install on a website. On this page, you will find a box with many lines of code. You have to copy entire tracking code that starts with <script> till another </script> appears.

It is noted in many CMSs, there are certain themes which include built-in Google Analytics plugin which only requires to enter in Google Analytics Tracking ID to complete analytics setup where you need to copy Tracking ID that starts with 'UA-' located at the top of the page. It is found that every Google Analytics property created in account will assign a unique Tracking ID.

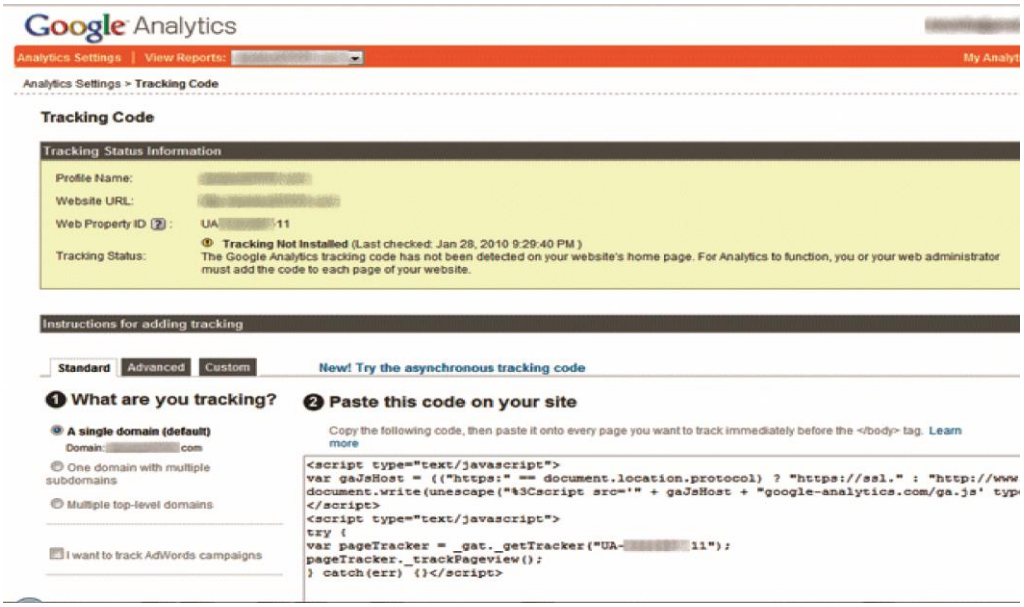


Fig 3.2 Tracking Code

Add Tracking Code in Correct Place

After having a racking code, you have now to install the Google Analytics. For this, you need to log into CMS and access website's HTML code. Here, the script should be placed at top of website page immediately before </head> tag so that it should present on every page that you need to track.

Installing the Tracking

It is seen that basic analytics tracking is now installed on website where we see that most of reports under Standard Reporting in Google Analytics gets delayed in populating data that needs to be checked at Real Time tracking part in Google Analytics account so that data can be seen immediately.

After verifying proper installation by revisiting Tracking Code section which is placed at Admin by selecting Tracking Info and then select Tracking Code, you will find a section labelled Tracking Status Information at top of page. You want the status to read 'Tracking Installed', which tells us the code is working as designed and data is being pulling into Google Analytics accurately. If the status reads 'Waiting for Data,' Google Analytics has found the tracking code on your homepage and is still working to gather the data into reports. In short, just give it some more time.

Check your progress 3

1. Content management system used for:

   a. content editing

   b. content hosting

   c. content hiring

   d. all of above

3.5 Basics of Google Analytics

Web analytics is measurement, collection, analysis and reporting of internet data for purposes of understanding and optimising web usage. Google Analytics is an analytics tool which is hosted by Google that shows with insight into your website activity and gives information which allows making informed decisions on website performance, design and conversion. In this, the websites and web activity can be correctly measured so as to provide great insight about a web site. It allows you to answer questions such as:

- Working of particular web site
- Status of content
- Status of customers dropping out from checkout
- Working of online marketing status
- Status of Pay per Click visits conversions

Features

Some of the basic features included in Google Analytics include:

- Map Overlay It helps in understanding how best target campaigns are done with geographic region.
- AdWords Integration: It makes it easy to track Pay per click AdWords campaigns by allowing using Google Analytics from AdWords interface.
- Internal Site Search: This will make to track how people use search box on web site. This information can be used to set search synonyms on web site and can feed back product requests to Buying Team.
- Funnel Visualisation: It helps in optimising checkout and conversion click-paths.

Understanding Metrics

There are certain peculiar features about Google Analytics such as it helps in keeping visitors record. It is seen that page views are recorded each time a web page gets loaded up correctly and if page fails to load, then no page view can be recorded. If a user refreshes or re-loads a page, this will be counted as an additional page view. Page views serves as a different metrics to visit, since one visit can result in multiple page views.

The visit, is period of interaction among website and users browser. In case of Google Analytics, if user closes their browser or window for 30 minutes or more, then this will end the visit or session. A visitor is a uniquely identified user of your website. The visitor cookie records a random, unique visitor ID and also records a time stamp of the users first visit. The random visitor ID and the time stamp are combined to create a unique ID for that visitor. So to recap, a visitor can visit a site multiple times, and during each visit can conduct multiple page views. The visitor metric therefore tends to be smaller than the visits metric, and the visits metrics tends to be smaller than the page views metric.

Check your progress 4

1. Which is not the role of Google Analyst?

   a. Uploading of Websites on Google

   b. Checking Status of content

   c. Checking Status of customers dropping out from checkout

   d. Checking working of online marketing status

3.6 Visitors Reports

In the visitors tab, you will find details regarding new and returning visitors, languages, trending, loyalty, browser capability, network properties and mobile data as shown in fig 3.3.

Fig 3.3 Visitor tab

In the figure, the visitor's overview page gives lot of details which was already seen from dashboard. In this, the data is great and can even achieve better. In the visitors tab, there is certain other relevant information such as:

Benchmarking

The idea of Google analytics is to compare other sites of related media which can be done with the help of benchmarking option. In an open category list you will find drill down stats which compares to same niche present in site.

Map Overlay

It shows the position of sites visitors appearing on website. With the help of Google Analytics, the Map Overlay service shows exactly where people are visiting. Such type of information is helpful especially when the site is tailors to a specific geographic location.

New vs. Returning

In this, the regularity in website can be seen. This option will show how many visitors are returning or if they are visiting for the first time.

Languages

The language tab will show number of web users that are multi-lingual to see what default language they shown on browser. It is a good information indicator that shows whether you offer your website in multiple languages.

Visitor Trending

This tab will carry many subsections which drills into site visitor trends and carries more data such as Visits, Absolute Unique Visitors, Page views, Average Page views, Time on Site and Bounce Rate as shown in fig 3.4.

Fig 3.4 Visitor trending tab

Visitor Loyalty

Getting traffic to your website is great but knowing what type of loyalty your visitors have is the main concern. In this tab, the information about Loyalty, Recency, Length of Visit, Depth of Visit are shown as highlighted in fig 3.5.

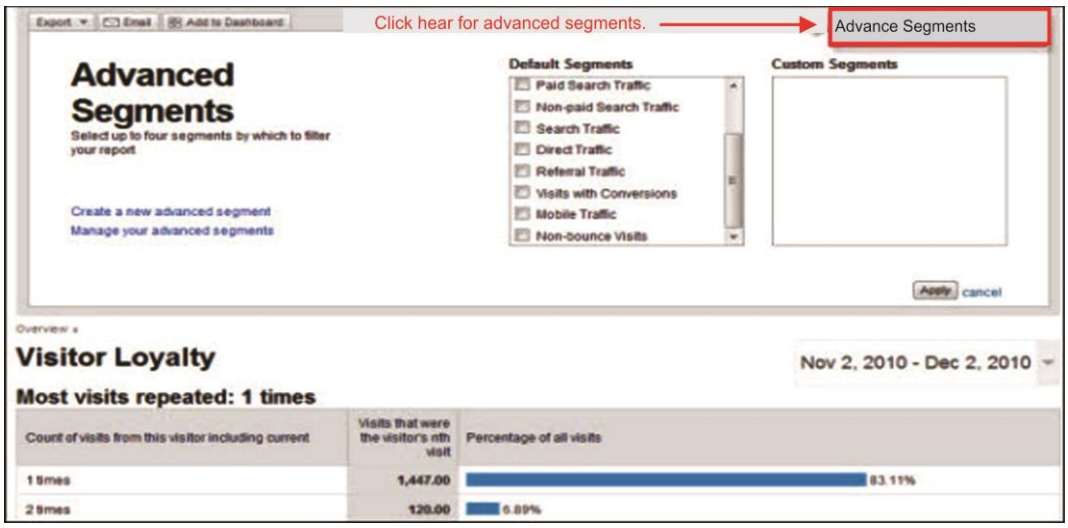


Fig 3.5 Visitor loyalty tab

Check your progress 5

1. In visitors tab, the information such as:

   a. new visitors

   b. returning visitors

   c. browser capability

   d. all of above

3.7 Geographic Reports

Google Analytics provides number of geographical dimensions which can for City, Country, Continent, etc. It shows locations from visitor's IP addresses and from place where internet service providers assign certain ranges. The values for such dimensions are automatically derived from IP address. There are certain drawbacks with it such as:

- IP-based locations are not accurate.
- Values for standard geographic dimensions are localized into user's preferred language which makes it complicated to share data with users who speak in other different languages.
- There exists certain business in arbitrary regions making sense but do not appear on a map.

With this it is seen that for an alternative to IP-based regions, a personal custom regions through mapping is created which will set geographical ID dimensions. Such dimensions are based on certain used standards so that sharing of data with other users and applications becomes easy. The table below lists the available geographical IDs and standards upon which they are based. Geographical ID dimensions and standards

Dimension Name	ID Standard
City ID	Geographical Criteria ID
Country ISO Code	ISO-3166-1 alpha-2
Region ID	Geographical Criteria ID
Sub Continent Code	UN M.49

It is seen that location data is useful for targeting marketing and advertising and in understanding that you reach. It shows level of detail of interest which depends on an organization which is related to audience reaction across world that are for particular countries where want to do business or maybe in cities where you have bricks-and-mortar.

Check your progress 6

1. Google Analytics shows information on:

a. City c. Continent

b. Country d. all of above

3.8 Traffic Sources Reports

In Google Analytics, the search engines, social networks, ad campaigns, and other sources that send users to your property are collectively known as campaigns and traffic sources. The process by which campaign and traffic source data is sent to Google Analytics and populated in reports has the following steps:

- Collection – values are sent to Google Analytics in the campaign and traffic source fields using the SDKs or tracking code.
- Processing – Collected values are used to populate the final report dimensions according to a processing logic.
- Reporting – campaign and traffic source dimensions and metrics become available in the web interface and Core Reporting API.
-

Collection

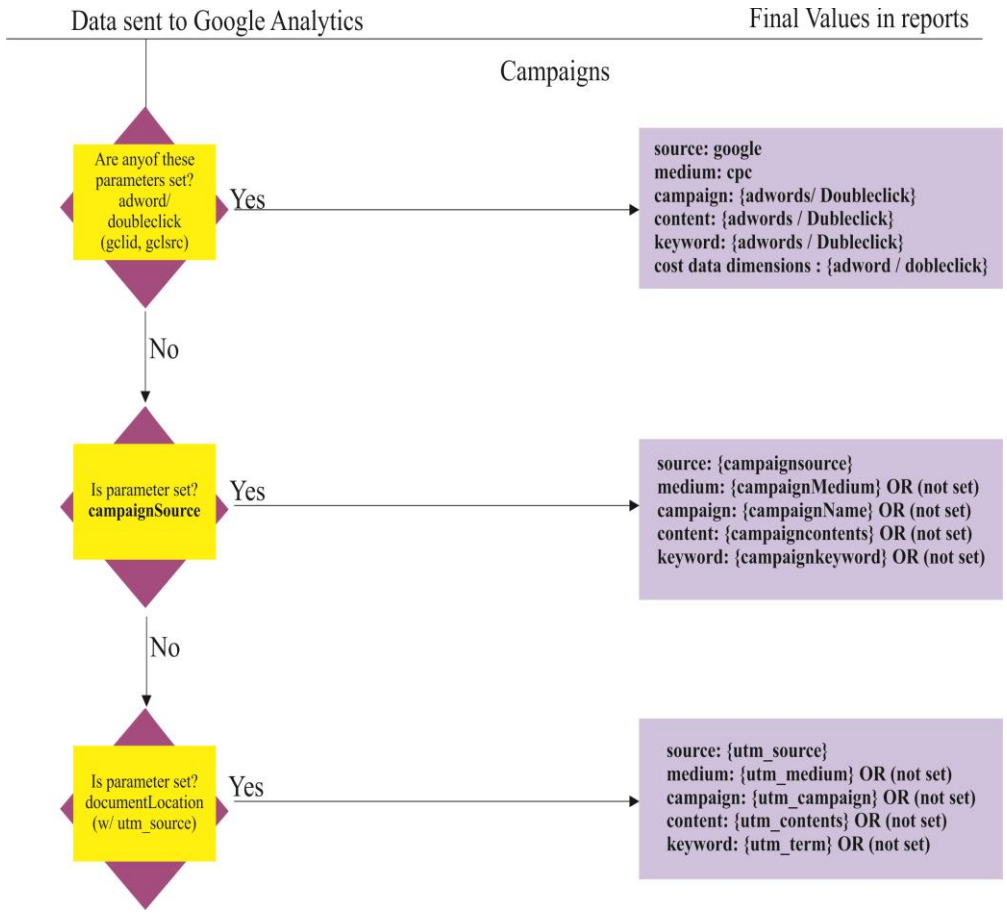
The Google Analytics SDKs and tracking code use such fields when sending campaign and traffic source data:

Field Name	Protocol Parameter	Field Description	Sample Value
Campaign Source	&cs	Sets source dimension in reports.	email_promo
Campaign Medium	&cm	Sets medium dimension in reports.	
Campaign Name	&cn	Sets campaign name dimension in reports.	january_boots_promo
Campaign Content	&cc	Sets content dimension in reports.	email_variation1
Campaign Term	&ck	Sets term dimension in reports.	winter%20boots

In this, we see that it is applicable to one campaign or traffic source. So, if new campaign or traffic source values are sent to Google Analytics at collection time in middle of session, it will cause current session to end and new session to start.

Processing

At the time of processing, traffic source and collection field values are finalized in terms of dimension values and attributed to visits or sessions. Fig 3.6 shows the Campaign & Traffic Sources Processing Flowchart that shows processing logic.



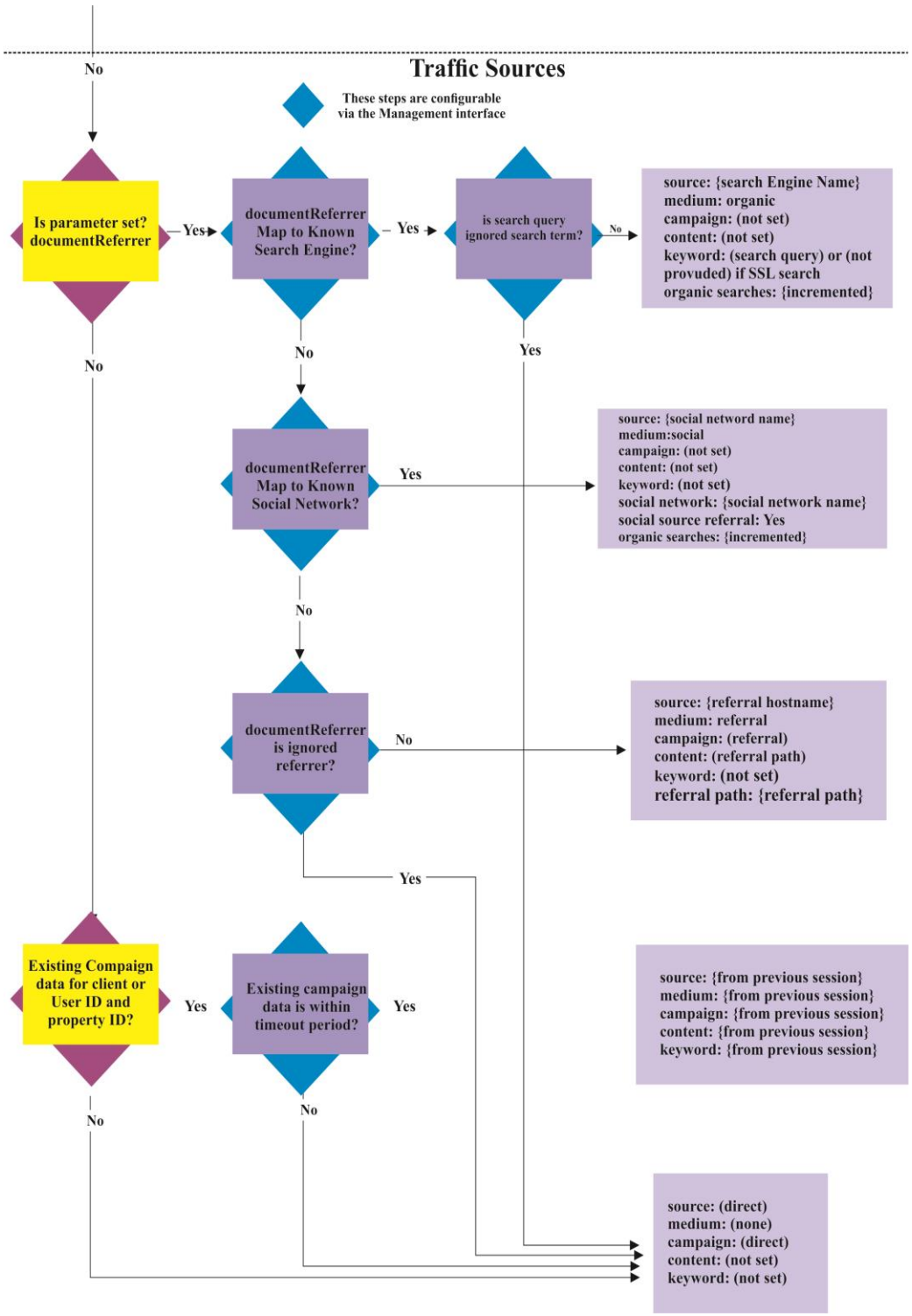


Fig 3.6 Processing of traffic

Reporting

Once the processing is done, then the campaign and traffic source dimensions and metrics will be available in reports which are highlighted below:

Web Interface	Core Reporting API	Description
Source	ga:source	Source of referrals to property.
Medium	ga:medium	Type of referrals to property
Campaign	ga:campaign	Name of marketing campaign sending users to property
Ad Content	ga:adContent	Description of advertising/ promotional copy used to send users to property.
Keyword	ga:keyword	Keyword searched by users to reach property.

Check your progress 7

1. Traffing process is related to:

   a. tracking of vehicles

   b. tracking of websites

   c. tracking of visitors

   d. none of above

3.9 Keywords Reports

The keyword report is simply one of number of Google Analytics custom reports which we set for our clients in order to monitor SEO work what we have provided to him. In the Traffic Sources under Search overview, if you click on keyword option, you will find keyword reports shown in fig 3.7.

Fig 3.7 Search Overview Tab

On clicking the keyword, you will find keyword reports such as shown in fig 3.8.

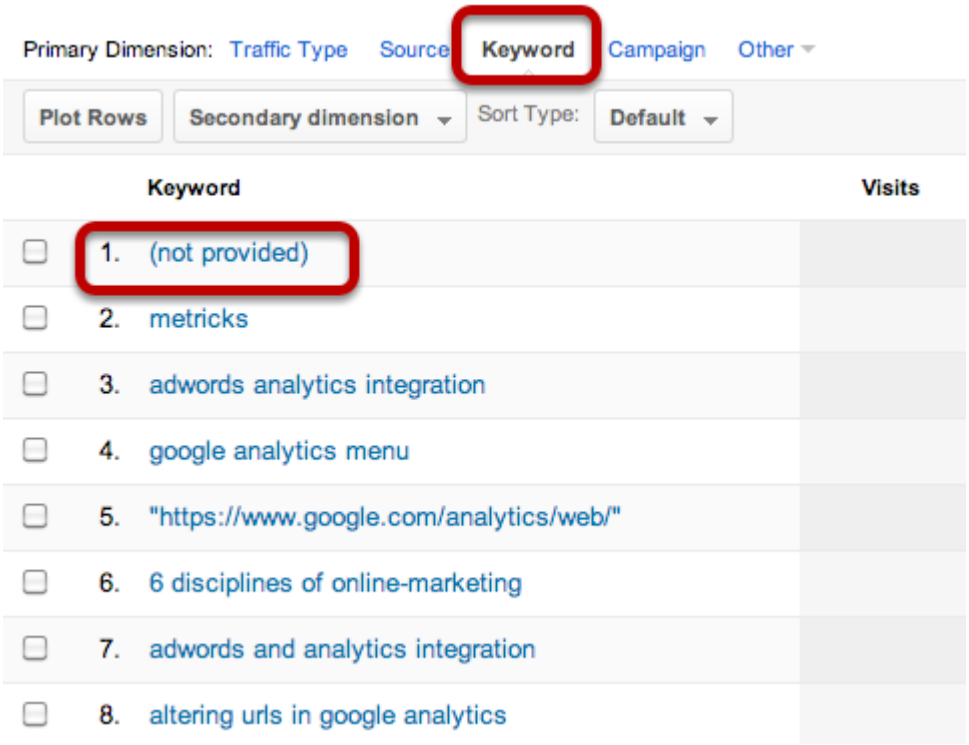


Fig 3.8 Keyword Option

Check your progress 8

1. The function of keyword report is:

   a. to monitor website

   b. to monitor SEO work

   c. to monitor visitors

   d. all of above

3.10 Goals and Conversions

The goals will show how good your site or application which fulfils the required objectives is. It shows completed activity which is known as conversion that contributes to success of business. It includes making purchase, completing a game level or submitting contact information form.

To define a goal serves as fundamental component in any digital analytics plan which after proper configuration allows Google Analytics to show with critical information which can be number of conversions and conversion rate for

site. Without this, it is not possible to find the effectiveness of online business and marketing campaigns.

It is seen that goals are configured at view level where they are applied to particular pages or screens for users visit, visiting of number of pages in a session, time present on site, and events they trigger while they are there. It seems that each goal show monetary value which can be used for conversion of business. By having values for goals will allow to focus on highest value conversions that can be transactions with a minimum purchase.

Whenever a visitor visit on site or user of application performs action, then a goal is defined where Google Analytics will record that particular conversion. So in such case, the conversion data is made available in number of special purpose reports that can show below:

Goal Type	Description	Example
Destination	A specific location load	Thank you for registering web page or app screen
Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer on site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as Event is triggered	Recommendation, video play, ad click

3.10.1 Live Project Exposure

Live projects will have certain benefits for you can as it lead to work and interaction among industry experts in order to learn and study detail regarding project development concepts. It gives exposure to real-time client projects and hence shows actual experience that is similar to working in companies.

Check your progress 9

1. The idea of goal is to show:

   a. quality of website

   b. status of website

   c. application of website

   d. all of these

3.11 Let Us Sum Up

In this unit we have learnt that good design is part of product that highlights successful website. Its true conception shows from driving traffic to particular web site. It is seen that Google Analytics is free web analytics service offered by Google which tracks and report website traffic. It was started by Google in November 2005 after getting Urchin which is widely used as web analytics service available on Internet.

Web analytics is measurement, collection, analysis and reporting of internet data for purposes of understanding and optimising web usage. Google Analytics is an analytics tool which is hosted by Google that shows with insight into your website activity and gives information which allows making informed decisions on website performance, design and conversion. In the visitors tab, you will find details regarding new and returning visitors, languages, trending, loyalty, browser capability, network properties and mobile data.

Google Analytics provides number of geographical dimensions which can for City, Country, Continent, etc. It shows locations from visitor's IP addresses and from place where internet service providers assign certain ranges. The values for such dimensions are automatically derived from IP address. In Google Analytics, the search engines, social networks, ad campaigns, and other sources that send users to your property are collectively known as campaigns and traffic sources.

The keyword report is simply one of number of Google Analytics custom reports which we set for our clients in order to monitor SEO work what we have provided to him. The goals will show how good your site or application which fulfils the required objectives is. It shows completed activity which is known as

conversion that contributes to success of business. It includes making purchase, completing a game level or submitting contact information form.

3.12 Answers for Check Your Progress

Check your progress 1

Answers: (1-d)

Check your progress 2

Answers: (1-b)

Check your progress 3

Answers: (1-a)

Check your progress 4

Answers: (1-a)

Check your progress 5

Answers: (1-d)

Check your progress 6

Answers: (1-d)

Check your progress 7

Answers: (1-c)

Check your progress 8

Answers: (1-b)

Check your progress 9

Answers: (1-d)

3.13 Glossary

1. **Conversions** - Conversions are the number of times goals have been completed on your website.
2. **Campaigns** - Campaigns (also known as custom campaigns) allow you to add parameters to any URL from your website to collect more information about your referral traffic.
3. **Acquisition** - Acquisition is how you acquire users.
4. **Behavior** - Behavior data helps you improve your content.

3.14 Assignment

What are the steps involved in installing Google Analytics?

3.15 Activities

Highlight certain basics related to Google Analytics?

3.16 Case Study

Is the Geographical Reports helpful in tracking of visitors on website?

3.17 Further Readings

1. Tzemah, Nir. "Helping to Create Better Websites: Introducing Content Experiments" 2012.
2. Muret, Paul. 'The End of an Era for Urchin Software", Google Analytics, 2012.

Block Summary

In this block lots of information about concept of Website Optimization with Google Analytics which help in explaining various SEO features is detailed. The views of Google Keyword Report with necessary characteristics are highlighted that gives relevant report information to users. For you knowledge the block highlights concept of Meta Tags Optimisation which assigns HTML tags and Page set Optimisation.

The block information is quiet useful for you or related user as it simply explains about concept of On-Page Optimisation and Keyword Research Analysis which helps to understand various analysis tools or concepts with experience on live projects. The block will detailed about information related to Filename optimisation and Title tag Optimisation along with Header Optimisation concept which will help in writing SEO contents.

Block Assignment

Short Answer Questions

1. What is the basic HTML for SEO?
2. What are features of Google Analytics?
3. How the Keyword Research Methodology will impact the analysis?
4. What are Iframes?
5. What do you understand by Keyword Research?

Long Answer Questions

1. Discuss the advantages of Image Tag Optimization?
2. Is Traffic Sources Reports helpful for web tracking of visitors?
3. What are the characteristics of Keywords Analysis Tools?

Enrolment No. ☐

1. How many hours did you need for studying the units?

Unit No	**1**	**2**	**3**	**4**
Nos of Hrs				

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3. Any Other Comments

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Education is something which ought to be brought within the reach of every one.

- Dr. B. R. Ambedkar

Dr. Babasaheb Ambedkar Open University
'Jyotirmay Parisar', Opp. Shri Balaji Temple, Sarkhej-Gandhinagar Highway, Chharodi,
Ahmedabad-382 481.

DIGITAL MARKETING

PGDM-203

BLOCK 3:
SOCIAL MEDIA MARKETING

Dr. Babasaheb Ambedkar Open University
Ahmedabad

DIGITAL MARKETING

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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self-instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual-skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self-instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect.

All the best for your studies from our team!

DIGITAL MARKETING

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BLOCK 3: **SOCIAL MEDIA MARKETING**

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UNIT 4 **MARKETING ON LINKEDIN**

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BLOCK 4: WEB ANALYTICS

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UNIT 3 ADVERTISING

Introduction, Adwords Data Analysis, Keywords/Keyword Positions, Traffic Sourses, Overview of Traffic Sources, Sources/Direct Search, Organic/Ketwords Analysis, Paid/Referral

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DIGITAL MARKETING

BLOCK 3: SOCIAL MEDIA MARKETING

UNIT 1
DEFINITION OF SOCIAL MEDIA MARKETING

UNIT 2
VIDEO OPTIMIZATION

UNIT 3
MARKETING ON TWITTER AND FACEBOOK

UNIT4
MARKETING ON LINKEDIN

BLOCK 3: SOCIAL MEDIA MARKETING

Block Introduction

Social media marketing is a process of achieving website traffic which can through social media sites. Such marketing programs will create content that will attracts attention and makes the reader to share their views across social networks. Video optimization refers to a set of technologies used by mobile service providers to improve consumer viewing experience by reducing video start times or re-buffering events. The process also aims to reduce the amount of network bandwidth consumed by video sessions. The small business establishment due to shortage of money get habit of cross promoting their products on Facebook and Twitter. As seen, on Twitter, there appears closing of cross promotion lines where business owners auto-post their Facebook updates as tweets.

In this block, student will give knowledge about Social media marketing and its related process of achieving website traffic. The information related to social media serves where a computer medium tool makes people to create, share or exchange information and ideas in virtual communities and networks. The block will explain about video optimization technology and stated the usability of such technologies using mobile services that can improves consumer viewing experience.

After completing this block, students will be detailed with information related to social bookmarking which serves as traffic search engine optimization mechanism and its features along with usability of people on social websites. The concept related to Facebook marketing strategies and advertisement of product and services on virtual Page are explained. The knowledge about study and features of LinkedIn along with various characteristics features of Google Plus are explained such that student can able to know about their features. The information related to various social media sites along with their features and characteristics are well explained for future use.

Block Objective

After learning this block, you will be able to understand:

- Social media marketing.
- Concept of social media sites.

- Introduction about standard online media.
- Detailed about various social media websites.
- Concept of video optimization technology.
- Features of YouTube.
- Idea about characteristics of social bookmarking.
- Features of Blog commenting.
- Qualities of social media optimization.
- Features of promotional through Facebook and Twitter.
- Information about Facebook advertisement.
- Explaining about LinkedIn.
- Highlight the characteristics of LinkedIn.
- Detailed about concept of Google Plus.

Block Structure

Unit 1: Definition of Social Media Marketing

Unit 2: Video Optimization

Unit 3: Marketing on Twitter and Facebook

Unit 4: Marketing on LinkedIn

UNIT 1: DEFINITION OF SOCIAL MEDIA MARKETING

Unit Structure

1.0 Learning Objectives

1.1 Introduction

1.2 Types of Social Media/Key Terms to Understand

1.3 How Social Media Influences Audience and Google

1.4 Developing Unique Content

1.5 Integrating Social Media into your Website and Blogs

1.6 How to Choose Right Social Media for your Business/Brand

1.7 Let Us Sum Up

1.8 Answers for Check Your Progress

1.9 Glossary

1.10 Assignment

1.11 Activities

1.12 Case Study

1.13 Further Readings

1.0 Learning Objectives

After learning this unit, you will be able to understand:

- The types of social media.
- Social Media influences audience.
- Developing unique content.
- Integrating social media inside website and blogs.

1.1 Introduction

Social media marketing is a process of achieving website traffic which can through social media sites. Such marketing programs will create content that will attracts attention and makes the reader to share their views across social networks. With electronic word of mouth, the statement consumers can share their information through Internet in shape of:

- Web sites
- Social networks
- Instant messages
- News feeds

For particular event, product, service, brand or company. It is found that when the required message spreads from user to user and most likely resonates as it comes from trusted, third-party source as opposed to brand or company.

1.2 Types of Social Media/Key Terms to Understand

Social media serves as computer medium tools where people can create, share or exchange information, ideas, pictures and videos in virtual communities and networks. It is known as group of Internet based applications which is based on ideological and technological foundations of Web and allows creation and exchange of user generated content. It is seen that social media depend on mobile and web based technologies which will create highly interactive platforms with the help of which individuals and communities can share, create, discuss and modify content. It results in alteration of substantial and enveloping changes in communication which appears among businesses, organizations, communities, and individuals. Such alterations stress on emerging field of techno studies. It is different from traditional or industrial media on account of:

- Quality
- Approach
- Frequency
- Usability
- Closeness
- Durability

It is noted that the social media operates in dialogic transmission system which is in contrast to olden or general media which works under monologic transmission model. It is highlighted that the social media technologies takes on forms which covers:

- Blogs
- Business networks
- Enterprise social networks
- Forums
- Microblogs
- Photo sharing
- Products/services review
- Social bookmarking
- Social gaming
- Social networks
- Video sharing
- Virtual worlds

Check your progress 1

1. The social media technologies will cover:

   a. Blogs

   b. Business networks

   c. Forums

   d. all of these

1.3 How Social Media Influences Audience and Google

Social media originates as the main part of life online as social websites and applications. It is seen that many standard online media will cover social components that can be comment fields for users. In case of business, social media will able to market products, promote brands, connect current customers and promote new business.

From the customer's perspective, social media makes it easy to tell a company and everyone else about their experiences with that company whether those experiences are good or bad. The business can also respond very quickly to both positive and negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence.

It is noted that selecting the correct metrics and methodologies serves as a main challenge for organisations which seek to analyse social media behaviours of audiences and results in crucial as it is done against specific organisational goals. In spite of amount of data available by way of various tools, so choosing the most appropriate metrics and making sense of numbers will correctly show major obstacle in any evaluation. The lack of definition of standard metrics is a barrier for social media teams which shows value of activities where senior management understand the results and make decisions based on data. Furthermore, getting the right set of tools to report the data represents another major difficulty, as data needs to be collected from different sources and again, each tool has its own metric definitions.

Check your progress 2

1. In business, social media is not used for:

   a. marketing of products

   b. promoting of brands

   c. connecting new customers

   d. promoting new business

1.4 Developing Unique Content

When content is created, it is produced with an idea of shared across Web that not only works through internal marketing campaigns, but organically on social media networks. There are certain ways to create successful social media content which includes:

Attainable Goals

In order to develop any plan, you need to have goals which measures success. To have the content tweeted, liked and shared hundreds of times, there result thousands of website visitors which extremely increase. In order to create successful social media content, the goals must be reasonable and attainable.

Importance to Audience

It is seen that people uses social media networks to express, build and connect with others. With this result, content people can share social networks that give clue to what is important. It is seen that when we create content which illustrates what is important for audience will find success. To know the requirement of audience and discover the type of content shared, you will be able to create a content which sincerely explains to the audience.

Creating Useful Content

After getting information about content the audience enjoys and uses information and create something useful. The content is useful as it gives idea to audience about something important to them that affect how they perform. If the content proved to be useful, they may share with others in their company, industry connections and on their social networks.

Though educational content is often very successful, sometimes people want to consume content about something that interests them but won't necessarily teach them something new.

Another type of content that is often shared on social media is entertaining content. Everyone loves to laugh or smile every once in a while! If you can make someone laugh (or cry), you're tapping into your audience's genuine emotions.

Easy To Share

The content design should produce social sharing buttons which are at top of page or underneath the content. The content developed should be easily shareable on Facebook, LinkedIn or other networks which serves as preview text.

Check your progress 3

1. Which type of content can be shared by social media?

   a. educational content

   b. entertainment content

   c. discussion text

   d. both a and b

1.5 Integrating Social Media into your Website and Blogs

It is found that there are many social media platforms which can be easily integrated on a website or in a blog. The only thing what you have do is to select which media will be best supported for your website or blog. Some of the most popular social platforms are:

- Facebook
- Twitter
- Youtube
- LinkedIn
- Google plus

To insert social media in you blog, there are many ways in which you can do. Following are the techniques which can be applied to connect your blog with social media.

1. **Adding Social Media Buttons**

By adding social buttons on your blog, you will able to invite people to see what is going on those particular social media platforms with your blog. These social media platforms will provide with code which you can use to display such buttons on your blog.

2. **Adding Social Sharing widgets**

The social sharing widgets will allow your readers to share content of your blog which can be shared among others. With use of social sharing widgets, it becomes easy for them and there are chances of sharing.

3. **Like, Share and Follow**

People visiting the blogs have different nature. Some will hit like button if they agree with the content while others use share button to share content with others. Apart from this, they also use follow button to keep in touch with blog on their favourite social media platform.

To insert social media on website you have to consider following ways:

1. **Allow customers to know about your social media site**

On website with social media, allow all visitors to see social networks and share products and content. On website, the social media icons for Facebook, Twitter, Google+, Pinterest, YouTube, etc. are to be placed at most visible place so that more users can interact with them.

2. **Allow social logins for easy connect**

On website, setup social logins, with visitors login by allowing internal community so that specialized content can be shared among users. Also, allow people to get register using Facebook, Twitter login accounts rather than filling of forms.

3. **Making social media design friendly**

The media design on website should complement with social media user experience and vice versa. With this the homepage layouts should be attractive and give look n feel effect. You can also implement Facebook Open Graph and Twitter cards on website to control presentation of website on social networks.

4. **Make content shareable**

If it appeals to visitors, then visitor should not find difficult to tweet it with product and content pages having social sharing buttons for easy access.

5. **Incorporate Facebook Reviews into website**

By incorporating customer's reviews, there are possibilities of increase conversion rates on Websites.

6. **Embed videos when appropriate**

It is seen that many pages with quality videos rank better in search engines as videos increase visitor's time on page and improve conversion rates.

Check your progress 4

1. Which among the following is not a social platform?

   a. Facebook

   b. Internet explorer

   c. Youtube

   d. LinkedIn

1.6 How to Choose Right Social Media for your Business/Brand

When you're busy running your business, it's impossible to find time to be active on every social media outlet out there. Narrowing down your choice to just a select few platforms will allow you to focus your efforts and get the best return on your time investment. Here are three steps to determine which platform is perfect for your business.

Step 1: Identify your audience

The first step is to identify who your audience is. You want to be as specific as possible, since it will make your decision easier. Write down the answers to the following questions:

- Who is your customer?
- How old are they?
- Are they male or female?
- What is their income and education level?
- What are they interested in outside of your product and service?

Step 2: Define your goals

Once you know your audience, you need to define goals for that audience. As a business owner, your primary goal will likely be to drive sales by attracting customers—yet, there are other creative goals for social media. While some brands use social media to drive brand recognition and to develop friendly relationships with potential buyers, others use social media for customer support.

For example, on-demand media company Netflix uses the Twitter handle @Netflixhelps to address customer service issues. Not only does it free up their phone lines, but it gives satisfied customers an opportunity to promote their brand.

When it comes to creating your social media goals, brainstorm a list of both typical and unusual ways social media could work for your brand.

Step 3: Find your audience

Now that you have your audience profiled and your goals defined, it's time to find your audience. To do this, you're going to determine which platform your audience uses by looking at the demographics of the users on each platform. You'll also want to consider how active your audience is on that platform. For example, while young Facebook users may have profiles, they're more active on Instagram.

Besides demographics and engagement, you'll also want to look at how individuals use the platform.

Check your progress 5

1. While deciding correct media for your business, the important thing is:

   a. place

   b. brand details

   c. customer

   d. type of product

1.7 Let Us Sum Up

In this unit we have learnt that social media marketing deals with a process of achieving website traffic that can be by social media sites. This type of marketing programs will create content which attracts attention and makes the reader to share their views across social networks.

It is seen that social media serves as computer medium tools where people can create, share or exchange information, ideas, pictures and videos in virtual communities and networks.

The idea behind social media is that it originates as main part of online social websites and applications as many online media cover social components which comments on field for users.

It is found that when content gets created, it is produced with view of sharing across web which not only works through internal marketing campaigns, but organically on social media networks.

When you're busy running your business, it's impossible to find time to be active on every social media outlet out there. Narrowing down your choice to just a select few platforms will allow you to focus your efforts and get the best return on your time investment.

1.8 Answers for Check Your Progress

Check your progress 1

Answers: (1-d)

Check your progress 2

Answers: (1-c)

Check your progress 3

Answers: (1-d)

Check your progress 4

Answers: (1-b)

Check your progress 5

Answers: (1-c)

1.9 Glossary

1. **LinkedIn** - LinkedIn is a business-oriented social networking site with over 380 million members in over 200 countries and territories.
2. **Google Documents** - Google Documents is a group of web-based office applications that includes tools for word processing, presentations, spread sheet analysis, etc.
3. **Facebook** - Facebook is a social media platform founded by Mark Zuckerberg in 2004.

1.10 Assignment

Explain how Social Media have influenced the audience?

1.11 Activities

Discuss the features involved in integrating social media into website or blogs?

1.12 Case Study

Discuss the process of inserting social media into your website?

1.13 Further Readings

1. John Giere, 2012, the role of video optimization in emerging markets.
2. Gareth Spence, 2011, ADVA Optical Networking.
3. Ricardo Bilton, 2012, Skyfire network data strain.

UNIT 2: VIDEO OPTIMIZATION

Unit Structure

2.0 Learning Objectives

2.1 Introduction

2.2 Using YouTube

2.3 Social Bookmarking/Using Slide Share

2.4 Using Flickr, Yahoo and Pinterest

2.5 Content Sharing/Using Business Review Sites

2.6 Blog Commenting

2.7 Optimizing Social Media Content

2.8 Let Us Sum Up

2.9 Answers for Check Your Progress

2.10 Glossary

2.11 Assignment

2.12 Activities

2.13 Case Study

2.14 Further Readings

2.0 Learning Objectives

After learning this unit, you will be able to understand:

- Video optimization using YouTube.
- Social Bookmarking for video optimization.
- Video optimization using Flickr.
- Content sharing using sites.
- Blog commenting.
- Optimizing Social Media Content.

2.1 Introduction

Video optimization refers to a set of technologies used by mobile service providers to improve consumer viewing experience by reducing video start times or re-buffering events. The process also aims to reduce the amount of network bandwidth consumed by video sessions.

While optimization technology can be applied to videos played on a variety of media-consuming devices, the costliness of mobile streaming and increase in mobile video viewers has created a very high demand for optimization solutions among mobile service providers.

2.2 Using YouTube

YouTube is related to fun and entertainment which are used for playing nonstop videos. It is the third most visited website and ranks first on video websites. The idea of YouTube mostly uses for business promotion of brands and products to diverse number of visitors. It is noted that social media managers cannot override YouTube videos since it becomes favourite source of information for certain online visitors. Apart from allocating resources for YouTube and producing good videos, it is not easily attainable to optimize YouTube video in search results. There are following ways in which you can optimize YouTube Videos such as:

1) YouTube Keywords: Just like SEO, YouTube search optimization is not free from targeting proper keywords. To have good return on efforts and investment on having good quality videos, you need to have right keyword. There is premium YouTube keyword searching tool that offers free keyword research option.

2) YouTube Title, Description and Tags: YouTube videos suggest title to the search engine and compiles result for searched queries. Title should resemblance with video and contains targeted keyword. Here, video description and tags are used by search algorithm. It is advisable to add link to blog or website in the description which should be 140-160 words. It is found that YouTube selects 20 tags with each video for utilization so as to increase video visibility.

3) YouTube Video Annotations: YouTube video annotations add user friendly information to videos that are interactive and contain informative aspects which are not inside the video. In the inside annotations, the address of website or blog, address to another related YouTube video, highlight specific part of video

and add required details, etc. are present. Information on YouTube video annotations like Speech bubble, Note, title, Spotlight, Label and Pause will help YouTube and Google searches to accumulate and present search result to users and improves visibility.

4) Playlist: YouTube playlists contains album of videos to users where the videos can be added to YouTube channel. Playlist with required videos will decrease user deviation from channel as they have relevant material at one place. So it is seen that before targeting keywords to produce YouTube videos, you should select closely related high search keywords where you produce quality videos.

5) High User engagement: It is found that an important factor in YouTube optimization is number of views, likes and shares. Because of this, we see lots of websites offering YouTube video views and share offers.

Check your progress 1

1. YouTube are used for playing:

   a. songs

   b. videos

   c. films

   d. all of these

2.3 Social Bookmarking/Using Slide Share

Social bookmarking is a traffic boosting search engine optimization (SEO) mechanism as it is easy, effective and stylish. Normally, a social bookmark is a sort of link which is posted by people on social websites so that others are able to see as they are interesting, valuable and easy.

Also, social bookmarks are similar to bookmarks which can be present on individual personal computer. The difference between social bookmark and bookmark is that social bookmarks are saved to web from which they can be easily shared while bookmarks are saved on personal browser. The idea behind social bookmarking is that it is required to post links on popular social bookmarking websites just to increase the traffic and gain among ongoing stream of readers and customers.

Content and links that are openly shared with other Internet users literally have unlimited growth potential. For example, one link can quickly multiply and reach thousands of desktops across the world if one user passes it on to others, and those users in turn do the same, and so on.

SlideShare

SlideShare is like a document sharing site such as DocStoc, Scribd, Ziddu and Google Drive. It is used for sharing online documents and also for earning links, but has several features:

Largest PowerPoint Sharing Community: It is first and largest community for sharing PowerPoint presentations.

- **Popular for Videos:** It is popular like YouTube for documentation.
- **Popular Document Sharing Site:** It has a PageRank of 8,130 million page views that allows 60 million visitors to visit and Alexa Global Rank of 144.
- **Compatible:** The content of SlideShare is optimized for easy viewing on iPads, iPhones and Android devices.
- **Home Page Features Popular Content:** It features content which is famous on Twitter, Facebook and LinkedIn. It is seen that when you link SlideShare content with Tweet button, your content will be recognised in every tweet by @Yourusername byline.

As noted, when a part of SlideShare content features on first page of Google search results, then strong keywords take part in it. So in order to feature keywords and allow search engines to understand and find keywords for required content, you need to optimize following:

- **Title**: Initially you should optimize title of content for SEO which should cover keywords in title. It is found that SlideShare posts will return search results for long-tail keywords; hence you need to have long tail keyword in title of document, PDF, presentation or video which you upload on SlideShare.

- **Tags**: Another thing is that you should have more than 10 tags which help people to use internal search function for your content. This remained unknown till the information is indexed by search engines.

- **Description**: It is noted that keywords should be included in description of SlideShare content.

- **Anchor Texts/Hyperlinked URLs**: In this, you need to have links inside content. By testing SlideShare SEO, it is noted that hyperlinked URLs are better for search engine indexing as compared to anchor text. So, include URLs that start with http:// and hyperlink it to desired landing page instead of hyperlinking text content.

Check your progress 2

1. Which among the following is not a feature of Social bookmarking?

   a. difficult

   b. effective

   c. stylish

   d. all of these

2.4 Using Flickr, Yahoo and Pinterest

Flickr

It is one of the important social networking and photo-sharing group having its main function to store and share photo, provides invaluable marketing facility for growing of brands. It was originally designed as part of MMOG in order to upgrade user experience that allows users to organize and store photos, as well as to engage with each other's photo content.

Presently, the purpose of Flickr is in social networking, such as ability to like, comment, and share content, along with creating and joining groups around common interest. It carries mobile apps for iOS and Android operating systems, which have received praise from critics, though these have been eclipsed in usage by Instagram, among other photo-sharing apps.

Flickr may be in cahoots with Yahoo, but a well-built Flickr site optimized for search engines and used creatively for marketing will do your business good in Google and beyond.

Pinterest

Pinterest is different from other photo sharing sites which is one of the 10 most visited social networking sites as per Experian Hitwise as it catches more Web traffic as compared to Tumblr and Google+!.

Pinterest is a virtual pinboard which allows users to organize, share and store their favorite photos which is known as "pins," from Web. Users can "follow" others to keep up-to-date with their boards by discovering new things and connecting with others having similar interests. They can also "re-pin" someone else's pin that they want to add to their own boards. With millions of new pins added every week, such type of social networking site connects users from all across world. Here are several tips for using Pinterest to promote your business:

Check your progress 3

1. Which among the following catches maximum traffic according to Experian Hitwise?

   a. Flickr

   b. Pinterest

   c. Tumblr

   d. Google+

2.5 Content Sharing/Using Business Review Sites

Apart from Twitter, Facebook and YouTube there are dozens of content sharing sites that are known and becoming common nowadays. The content that can be seen by anyone, anywhere in world can be shared which give an opportunity to reach people which might not reach on popular social media sites.

Topix – It shows an effect of thousands of topics to be read about. It is unique as its content not only posted and organized by topic but also segregated by location. You can read or post any information pertaining to particular town, state or country on basis of particular place.

Yelp – Another great location-based content-sharing site is Yelp. With more than 27 million reviews, site visitors can find information on lots of local businesses and events. Businesses can use the site to post photos and even message customers, which would be especially useful after a bad review to set things straight.

Fotopedia – Breathing new life into photos by building a photo encyclopaedia that lets photographers and photo enthusiasts collaborate and enrich

images to be useful for the whole World Wide Web. Fotopedia gives users a chance to add photos to online encyclopaedia articles.

SlideShare – It is sorts of Presentations area where you can present any type of document that can PDFs, videos and webinars. It is especially useful for educators and students which make sharing of information easy on websites such as Twitter, Facebook and LinkedIn.

MakeUseOf – It is loaded with content from websites which have never heard of. It is similar to site filled with internet's best kept secrets.

Quora – Quora advertises itself as the easiest place to write new content and share content from the web. Simply create a homepage of your favourite topics, people, and questions, and Quora will send you the content most relevant.

Check your progress 4

1. _____ gives users a chance to add photos to online encyclopaedia articles.

   a. Fotopedia

   b. Pinterest

   c. Yelp

   d. Flickr

2.6 Blog Commenting

Blog commenting is one of the easiest way to get backlinks to a new or old website. In fact, an effective blog commenting strategy will make sure your backlink graph remains constant or go up with time. Though, when we talk about making most out of your blog commenting strategy, we here talking about few things:

- Creating connection
- Creating backlinks
- Driving Traffic

Commenting on blogs serves as means of joining a conversation, or being part of a topic or community. It makes the blogs fun as its main idea is that it's an

easy way to get tons of inbound links. Most people do it as means of link-spamming to increase their search engine rankings. The goal of this is that, it leaves comment on blogs all across the web to have a live link back from URL field. Blog comments can help with the search engine optimization of your website by seriously improving your ranking within the major search engines. Where sometimes webmasters running traditional websites complain about being in the Google Sandbox for months, bloggers often report seeing their results in search engine results just a few days after they activate their blogs and start posting entries.

You can set up your blog, so that whenever you write a new post or update an old one the search engines and associated services are automatically pinged. This lets them know you have new content. Hopefully, these notifications will result in more traffic and more blog comments. Search engines favour and look for fresh content. Especially well optimized content, including niche specific and relevant anchor text. The idea behind the nature of blogs allows to post and promotes regular and fresh content. In this, you can post n number of times in a day. Even plug-ins and widgets like Twitter add fresh content. The good news about blog comments is that the search engines see them as content, and most of it, you did not even have to write yourself as there are people who will write for you. It is not unusual to see some blogs with 20 or more comments, if discussion is sparking.

Check your progress 5

1. Blogs are the place where people:

   a. discuss

   b. express views

   c. finds people

   d. all of these

2.7 Optimizing Social Media Content

SMO is known as social media optimization or can also be called as search marketing optimization. In both the cases, it serves as wave of online marketing, which acts in middle between search engine optimization (SEO) and social media. As a business in Internet Age, you cannot exist without addressing critical issues

of online visibility and customer interaction. For this purpose, the SMO is designed so that it should work on similar patterns. It is normally found that when it is used effectively, then social media will act as assets which can improves site's organic search results. By connecting with people in various online venues, we can reach too many businesses and further can increase opportunities for people to link to main business page. With the working of social media optimization, we can connect with all of social media accounts in cohesive, consistently branded network that points your potential customers where you want them to go. There are certain advantages of SMO which can be:

- Employing of strategic process for building SMO foundation
- Multi point process to build successful SMO foundation
- Boost SEO
- Drive more potential customers to site.

Check your progress 6

1. SMO is known as:

   a. social media optimization

   b. search marketing optimization

   c. both a and b

   d. neither a nor b

2.8 Let Us Sum Up

In this unit we have learnt that video optimization serves as set of technologies which are used by mobile service providers to improve consumer viewing experience by reducing video start times or re-buffering events. The process also aims to reduce the amount of network bandwidth consumed by video sessions.

It is seen that YouTube is related to fun and entertainment that can be used for playing nonstop videos. It is third most visited website and ranks first on video websites. The idea behind YouTube is for use in business promotion of brands and products to diverse number of visitors. As seen, social media managers cannot

override YouTube videos as it becomes common source of information for online visitors.

It is seen that social bookmarking results in traffic boosting of search engine optimization (SEO) which is easy, effective and stylish. Normally, a social bookmark is a sort of link which is posted by people on social websites so that others are able to see as they are interesting, valuable and easy.

The idea behind Flickr is that it is one of important social networking and photo-sharing group having its function to store and share photo, provides invaluable marketing facility for growing of brands. It was designed as part of MMOG in order to upgrade user experience by allowing users to organize and store photos and to engage with each other's photo content.

Pinterest is different from other photo sharing sites which is one of the 10 most visited social networking sites as per Experian Hitwise as it catches more Web traffic as compared to Tumblr and Google+!.

Apart from Twitter, Facebook and YouTube there are dozens of content sharing sites that are known and becoming common nowadays. The content that can be seen by anyone, anywhere in world can be shared which give an opportunity to reach people which might not reach on popular social media sites.

Blog commenting is one of the easiest way to get backlinks to a new or old website. In fact, an effective blog commenting strategy will make sure your backlink graph remains constant or go up with time.

SMO is known as social media optimization or can also be called as search marketing optimization. In both the cases, it serves as wave of online marketing, which acts in middle between search engine optimization (SEO) and social media.

2.9 Answers for Check Your Progress

Check your progress 1

Answers: (1-d)

Check your progress 2

Answers: (1-a)

Check your progress 3

Answers: (1-b)

Check your progress 4

Answers: (1-a)

Check your progress 5

Answers: (1-d)

Check your progress 6

Answers: (1-c)

2.10 Glossary

1. **Social bookmarking -** It is a method by which users locate, store, organize, share and manage bookmarks of Web pages without being tied to particular machine.
2. **Tags -** These are keywords added to blog post, photo or video to help users in finding related topics or media by browsing on site or term to make entry to search engines.
3. **Tweet -** It is a post on Twitter, which is a real-time social messaging system.
4. **Web conferencing -** It is a tool which is used to conduct live meetings or presentations over Internet.

2.11 Assignment

What are the features of social media optimization?

2.12 Activities

Discuss the qualities of topix that made is different from other social media sites?

2.13 Case Study

Discuss, why social bookmarking is called as traffic boosting search engine optimization technique?

2.14 Further Readings

1. John Giere, 2012, the role of video optimization in emerging markets.
2. Gareth Spence, 2011, ADVA Optical Networking.
3. Ricardo Bilton, 2012, Skyfire network data strain.

UNIT 3: MARKETING ON TWITTER AND FACEBOOK

Unit Structure

3.0 Learning Objectives

3.1 Introduction

3.2 Using Twitter for Business/Brands

3.3 Facebook Marketing

3.4 Creating Facebook Pages

3.5 How to Promote Facebook Pages

3.6 How to Advertise on Facebook (ppc)

3.7 Creating FAN-Page for Business

3.8 Create Campaigns on LIVE PROJECTS

3.9 Let Us Sum Up

3.10 Answers for Check Your Progress

3.11 Glossary

3.12 Assignment

3.13 Activities

3.14 Case Study

3.15 Further Readings

3.0 Learning Objectives

After learning this unit, you will be able to understand:

- Marketing using Twitter for business.
- Marketing with Facebook.
- Creating Facebook pages.
- Facebook pages.

3.1 Introduction

The small business establishment strapped for time often get habit of cross promoting their products on Facebook and Twitter. In Twitter, there appears shut down of cross promotion lines where business owners auto-post their Facebook updates as tweets. As Twitter is built to satisfy one-to-one relationship required by many consumers, then one-to-all blast from Facebook sends message that Facebook prefers to contact. If trying to build communities on both networks, it will cater to all audience in different ways. If you promote the same thing on both networks, you only give customers a reason to follow, while if you lose them on that, then they are not anymore. Get them on both networks so that you always have a safety net.

3.2 Using Twitter for Business/Brands

Twitter is short message communication tool that allows sending out messages up to 140 characters to people who subscribe for it. The tweet will include link to any web content, photograph or video. If a picture is of thousand words, then adding image to tweet will greatly expands what you share to beyond 140-character limit for tweets.

With 400 million Tweets a day and 200 million active users, people turn to Twitter to bring it closer to things, whether it's the news that affects their lives or the businesses. On Twitter, people talk about what they care about and what's happening around them including business. With this, it shows powerful context which will connect message to what is meaningful to customers. Engaging with real-time Tweets can influence conversations in a way that can help build your business. It's an easy way to get insights that you can use to inform your strategy.

On have followers on Twitter, you can build positive relationship with them in order to grow your business. For this, you should make an effort to post updates and tweets that your customers find interesting and useful. It is advisable to keep your direct marketing posts about sale or promotion to minimum as many marketing advertisement can obstruct efforts of building positive image. Also, it is noted that an individual should avoid sending many tweets in particular span, as such an activity could be considered as spam.

It is seen that Twitter can shares features with many common social media tools which can be:

- Facebook

- Pinterest
- LinkedIn
- Google+
- YouTube

Facebook: It is seen that tweet is like a short Facebook status update as with Twitter, every tweet arrives at follower's feed just like filter of Facebook's EdgeRank.

Pinterest: It is noted that Twitter will allow sharing photographs and providing commentary in tweet. It is easier for Twitter to have conversation around shared image as compared with commenting feature on Pinterest.

LinkedIn: A tweet is like a short LinkedIn status update which is based on trust relationships; Twitter allow to following anyone which is helpful for targeting potential customers.

Google+: A tweet is like short Google+ status update. Twitter allows organizing people into lists which organize conversations similar to Google+ groups.

YouTube: A tweet can contain link to video. It is known that Twitter doesn't allow creating channel or can organize videos for simple location and commentary.

Check your progress 1

1. On Twitter, people will talk about:

a. education only
c. everything happening around
b. business only
d. none of these

3.3 Facebook Marketing

In order to market business successfully on Facebook, it is required to have an idea about Facebook's unique opportunities and further knows how it is different from other media. People thought Facebook as view of fun social space where application for chat to friends, check out photos and videos will apply. Facebook is big which serves as largest social network across world having more than 1.23 billion active users with which 62% of total logs into daily basis. With such a large user base, thereby ignoring Facebook option for marketers. It is found

that Facebook advertising platform allows zeroing in and specifying the type of people looking for. It helps in targeting with respect to location, demographics and interests. Marketer's uses Facebook Graph Search to research engaging campaigns based on what's already being shared.

Facebook contains three tools such as pages, ads, and groups which can be used by anyone. Each of these options has its own purpose, and they can be combined for greater reach.

Pages: It is seen that Facebook pages are similar to profiles for businesses, organizations and public. Users will "Like" a page by receiving automatic updates from page in news feed. In this, users have option to "Like" page but not follow it. They have following advantages and disadvantages.

- **Advantages:** Pages are free and easy to set up.
- **Disadvantages:** They are hard to get foothold and build fan base with page.

Ads: It is noted that Facebook offers great targeted advertising platform where you can create ads at specific geographic areas, ages, education levels and even types of devices for browsing. It allow users to close ads with don't like and "Like" page located below an advertisement and contains advantages and disadvantages.

- **Advantages:** Ads have powerful targeting parameters.
- **Disadvantages:** Ads can get expensive, depending on your goals.

Groups: It is seen that Facebook groups are similar to discussion forums having additional features that pages and profiles have where you can create groups related to industry or product that offers a way to reach out to potential customers.

- **Advantages:** Groups are free and have high levels of engagement.
- **Disadvantages:** Groups can be very time consuming.

Check your progress 2

1. Which among the following serves as tools for Facebook?

a. pages
c. groups
b. advertisement
d. all of above

3.4 Creating Facebook Pages

Page gives business a voice and presence on Facebook as with the result; you will be able to find new customers and gets connected with people. It is known that people across the world visit Facebook in order to connect with friends and family. It is noted that more than 1.5 billion people visit Facebook each month with 900 million people checking Facebook every day.

Facebook Pages are free and easy to set which will help people finding on Facebook and in web searches. When you create posts, people can see them on Page or see them in News Feed.

Facebook continues to change and develop which makes it as target for people trying to find correct steps. To set up Facebook Page, just follow steps:

Log into Facebook

If there exists no personal profile on Facebook, then log on to www.facebook.com. Here you have to create your personal profile by creating "business-only" Facebook Page as part of limitations.

Fig 3.1 Log on Facebook screen

After logging into personal account, now you have to create Business Page which will be "tied" to personal profile. Here nobody can see personal information from Page nor can see the name of administrator of the Page.

Create a Page While Logged in as Your Profile

Log on to www.facebook.com/pages/create.php and in the main categories of Pages, select the one which is fits for your business. Click the boxes to select main category for business and browse each category in drop-down menus to see which one is suitable.

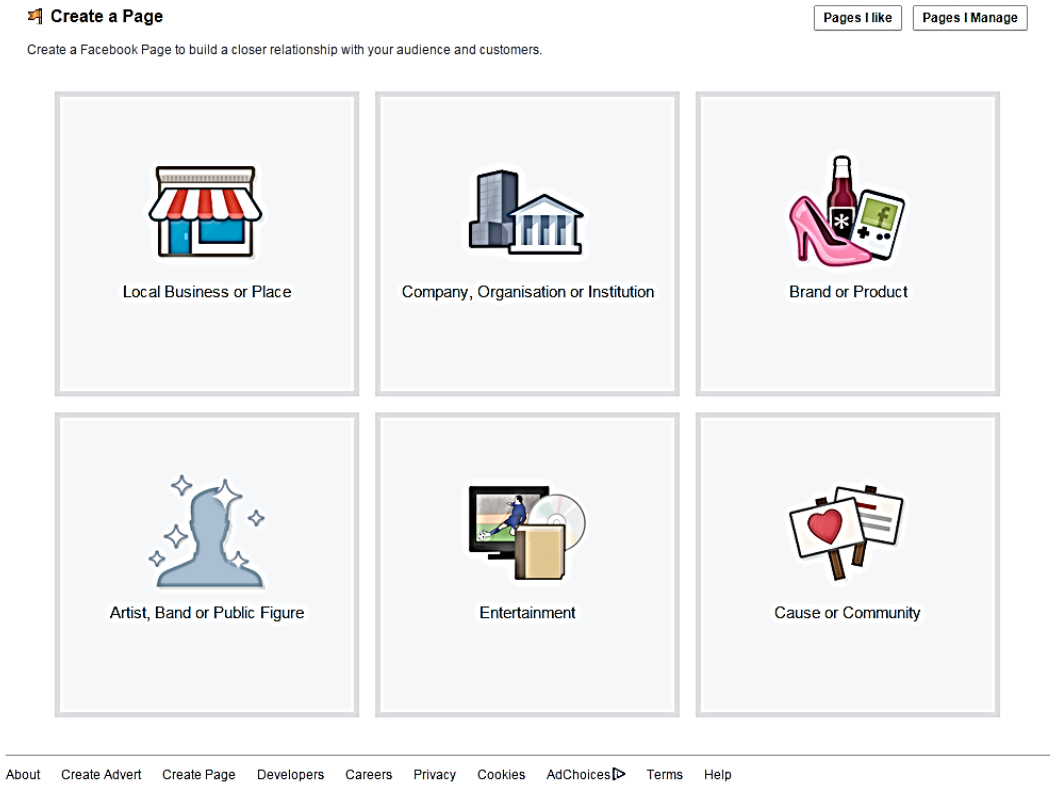

Fig 3.2 Create Page

In this, do not select Local Business or Place unless you have physical store front which your customers come to as Facebook will automatically turn Page into a Place.

Choose Your Category from the Drop-down Menu and Name Your Page

Categories serve as an important part for local businesses as they are visible in Facebook's Graph Search that rolls out. It is noted that in this, categories are not important for Pages currently.

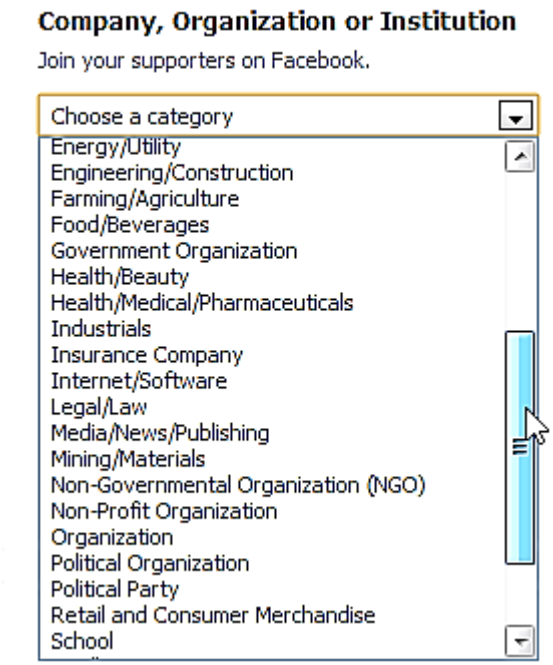

Fig 3.3 Choose category screen

Choose your category from the drop-down menu. You can change this later if needed.

In this, you have to select the name of your Page by selecting option from box just under Category menu. The presence of keywords in Page title will be good as the keywords will help Page to come up in Facebook search. Facebook insists on capitalizing first word of Page name and cannot create Page with unusual capitalizations like "WidgetPro."

Add Your Profile Picture

The profile picture is an image which occurs next to every post which goes into news feed from Page. It is found that the ideal size for profile photo should be around 180 pixels by 180 pixels. The picture can be adjustable using mouse over the photo and clicking Edit Profile Picture and finally selecting on Edit Thumbnail.

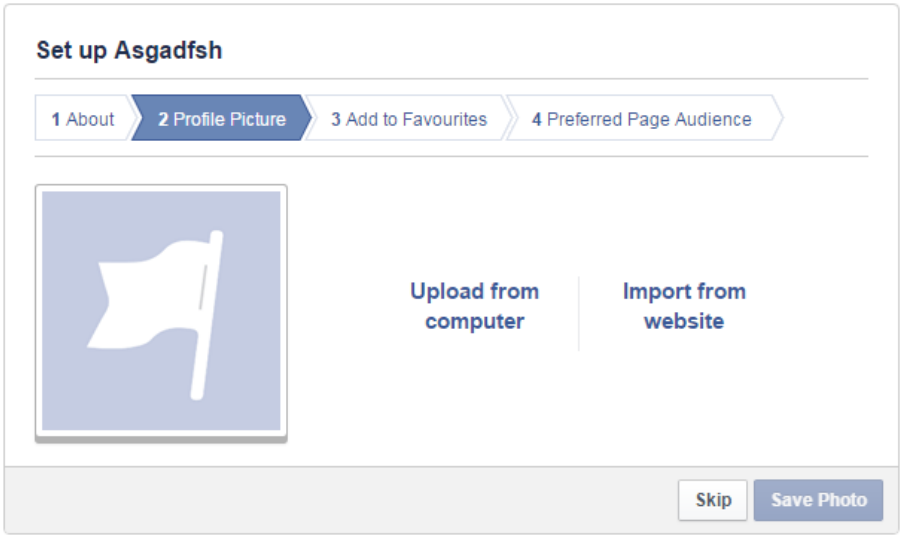

Fig 3.4 Select where your profile photo will be uploaded from.

After adding the profile photo, click on Next and further add about information.

Adding About Your Basic Information

The About Page contains several sections about business which is indexed in Google so as to make sure that it is descriptive with ample of keyword. The basic about information enters initially results in field which appear directly on timeline which is just under cover photo. Here it has 155 characters which are shown in this field.

Fig 3.5 Add your basic information

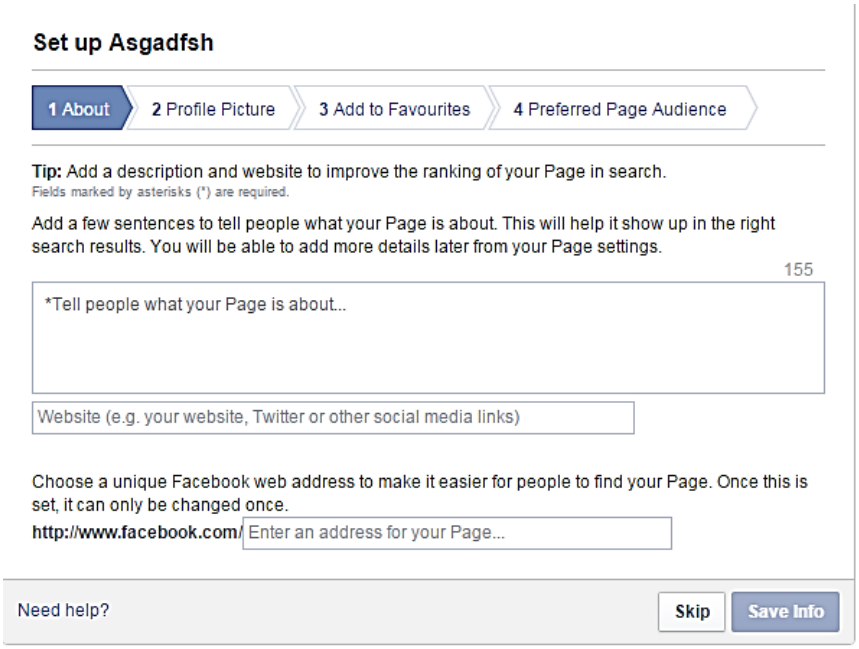

Fig 3.6 Add your basic information to the about field.

In the above figures click on Yes radio button that shows representation of real business and then click Save Info.

Like Your Own Page

Facebook will prompt you to like own Page, which is good idea but it isn't required.

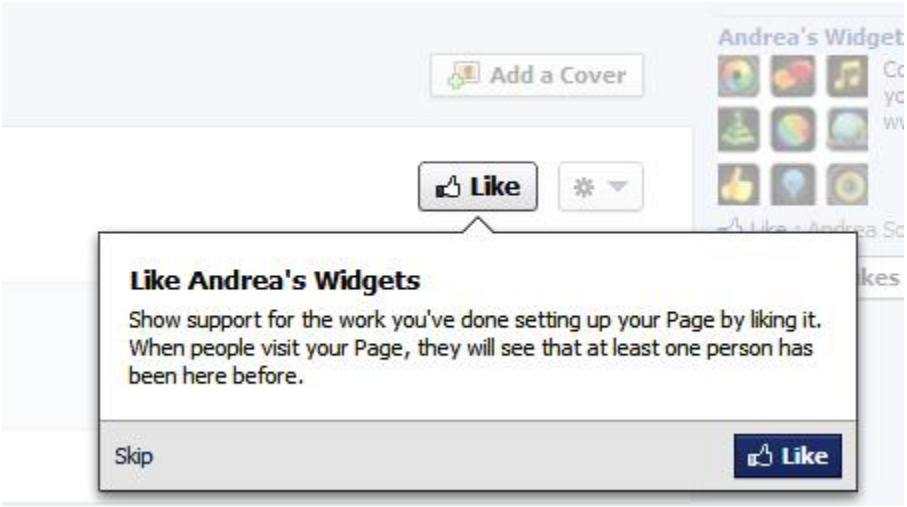

Fig 3.7 Like your own Page.

Do Not Invite Your Email Contacts Yet

In Facebook, you can invite your email contacts which will not do till your Page gets updated. Creating an email message rather than sending it directly from whatever email service you use.

Share Something

It is noted that Facebook prompts to share first status updates. It is a good idea to have many status updates on timeline before you start inviting people to like Page so they see types of things that can be shared.

Add a Cover Photo

Pages should have good cover photo that has minimum of 399 pixels wide and works best if it is sized to 851 pixels wide by 315 pixels high. If you do use a standard photo, you will be able to position it to fit in the space, but some area of the photo at the top or bottom will be hidden.

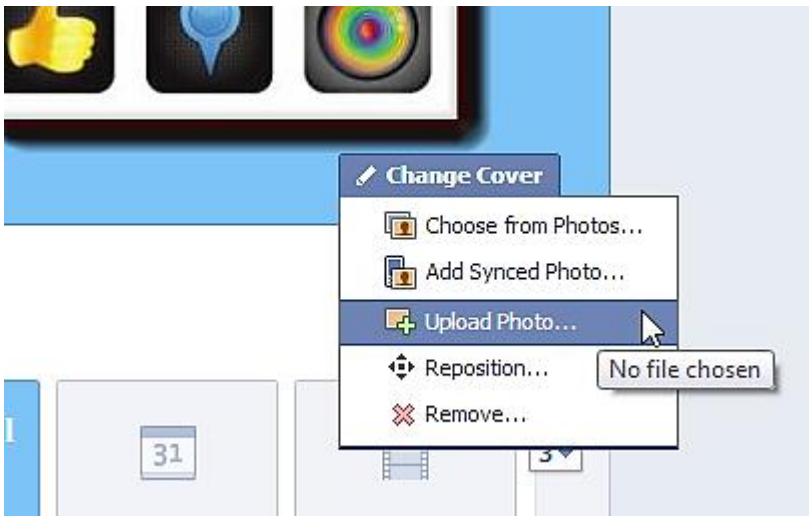

Fig 3.8 change cover

Once you have cover photo as per guidelines, click on Add Cover button and then select Upload Photo. You can choose photo from computer and keep it on Page in the way you require to show and click Save Changes.

Add to You about Page

Even though small blurb is added to company, you should include more on About Page as it talks about what company can do. Now click on Edit Page and Update info menu selections from admin panel which is located at top of Page shown in fig 3.8.

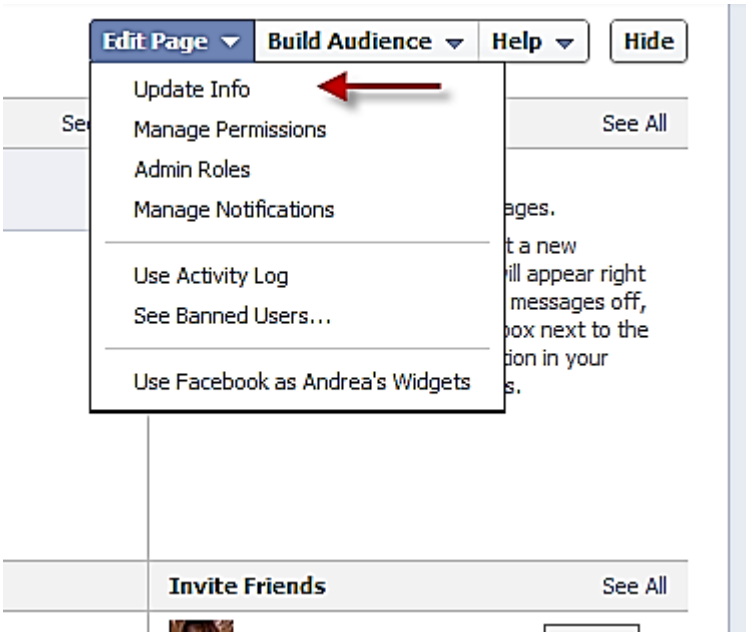

Fig 3.9 update info

It is noted that About Page varies which depends on category you chose and switch categories from area as well. If you categorized as local business, you will have map on About Page with address of business.

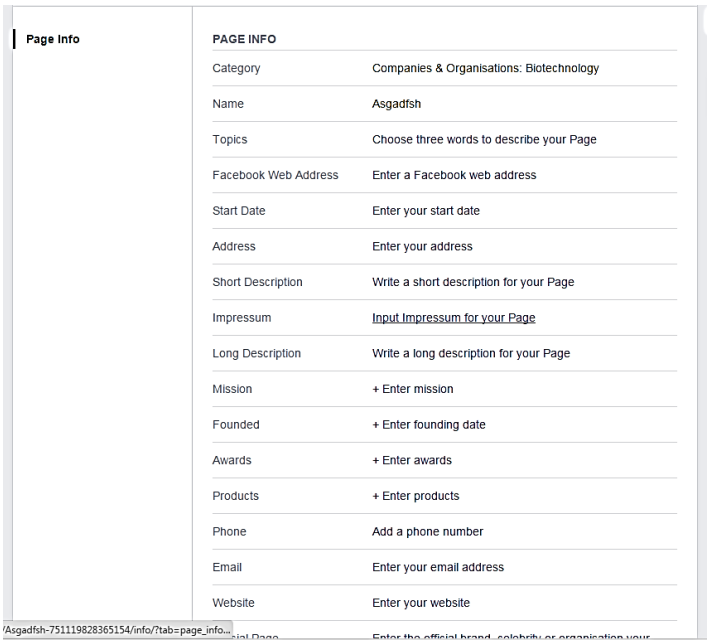

Fig 3.10 about page

Review Your Permissions

Go in Edit Page and choose Manage Permissions from admin panel and further review how permissions are to be set up. Normally, they are set for new Page, but you want to change Profanity Blocklist to Medium at least and change

Message button. The message button is default where people send your Page messages, also you also have to make sure you monitor and watch for messages.

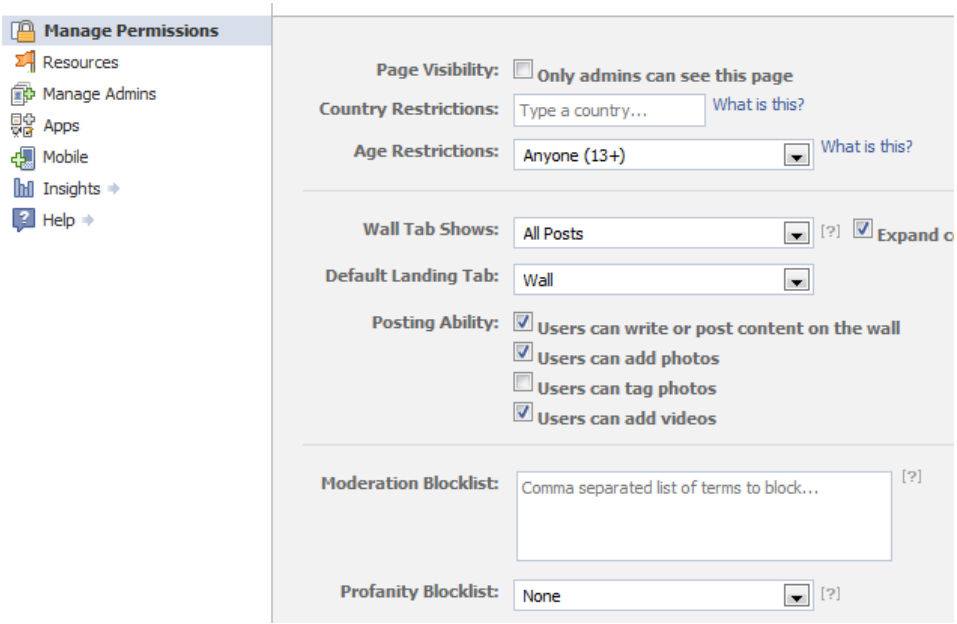

Fig 3.11 Manage Permissions

Check your progress 3

1. In Page, the ideal size for a profile photo should be:

   a. 180 pixels x 180 pixels

   b. 240 pixels x 180 pixels

   c. 360 pixels x 360 pixels

   d. 840 pixels x 640 pixels

3.5 How to Promote Facebook Pages

There are many steps in which you can promote Facebook pages. For this follow the steps shown below:

Tell Everyone You Know:

To promote Facebook pages, the simple and easy step of promotion of webpages involves promotion through word of mouth. The idea of this is to make people aware about pages and allow friends and colleagues to visit page and invite for any like and dislike. For this, you have to invite people to page directly by

clicking link saying "Tell your Fans" which allows importing contact file from email client which can be spread fast about new page.

Customising Business Page URL:

After getting likes, Facebook allows to edit page URL in which you can change to simple that can be remember or closely related to company name.

QR Codes:

Quick Response Codes are common everywhere as it can be visible in newspapers and magazines and serves as fast way to direct mobile users to specific website by use of smartphone, tablets or camera. These codes can be created easily and are small enough to placed anywhere. You can use them on brochures, print ads or on your product's packaging.

Email Promotion:

Having an email list will allow to send quick emails to subscribers having knowledge about Facebook page. As seen, the future newsletters carries link to Facebook pages.

Youtube Promotion:

For promotion, videos will help to understand faster. Youtube videos for website serve as well-timed Facebook business page.

Twitter Promotion:

The Twitter profile background is great place to advertise Facebook page. As noted, there are many Twitter users which uses web-based version, hence good image in background with Facebook page URL increases the views.

Tagging Fan Pages tagging fan page:

It creates cross-traffic by linking to popular fan page receiving high amount of traffic. People liking site will look at post and may visit to have idea all about.

Blog about New Business Page:

Business page allows readers to visit but can attract with compelling reasons why they should.

Facebook Ads:

It is noted that for marketing, Facebook ads are easy way to get page noticed. It is simple to setup and needs more time till you receive desired amount of traffic.

Facebook Like Box facebook:

Show off your business page by adding Facebook's like Box to your website or blog. It gives a nice impression of what to expect from your page by providing a preview of your latest posts as well as profile pics of your army of followers.

Add a link to your Facebook Profile:

People check About You section of Facebook, so why not add a link out to your business page. It's a very timid way of redirecting people over to business page.

Ask Fans to Post a Link to your Page:

To increase the number of fans simply sends post to post a link to page where profile is present.

Use Google Adwords to Increase Views adwords:

With the help of target keywords to content on page, the effective ads are there for more visitors to your site. Adwords ads are pretty easy to setup, requiring you to fill in only a few lines of text to create an eye-catching ad.

Local Promotion:

You can put Facebook page info anywhere on the page. It requires free advertising. So make sure people see your page, not only online, but also in their day-to-day life.

Team Power team power:

Get everyone in your organization to put a link on their profile to your business page. You can always reciprocate with a link to theirs when needed, but it's a great way to get your page off to a good start.

Allow Followers on your Personal Page:

If you're the lone figurehead of your company and don't mind having your private details public on Facebook, but don't want to add all your customers as friends - you can use the handy Follow button.

Check your progress 4

1. Facebook is similar to:

a. blog
c. box
b. website
d. all of above

3.6 How to Advertise on Facebook (ppc)

It is seen that Facebook Ads has potential to transform business's social reach without increasing the cost. Facebook advertising allows businesses to place custom ads or content targeting a specific audience, with costs varying based on the reach and engagement the ad receives. Facebook ads can appear in target audience's News Feed or can be placed in right column of Facebook on desktop, and on mobile.

When you select to advertise on Facebook, you're given with an opportunity to polish your audience who will gives chance to gain insight about current and potential customers. The data collected through Facebook ads will allow to improve ad targets for more efficient and effective advertising experience. By following certain steps, you will be able to explain your objective, target an audience, set a budget and place your ad. There are certain steps to be followed for advertising on Facebook:

Step 1: Creating Facebook business page:

While creating Facebook Page, you have to consider step that will determine the category of Page. Selectriung the required category which best describes nature of business will help people in finding Page on network.

Step 2: Create goals for your Facebook ads:

When creating your goals for your Facebook ads, make sure your goals are smart enough that requires being specific, measurable, attainable, relevant, and time-based. Creating these kinds of goals for your Facebook ads will help you achieve a better return on investment.

Step 3: Choose an objective for your campaign:

Now that you have created your Facebook Page and have goals for your ads, you can now go into the Facebook Ads manager and choose an objective for your ad.

Step 4: Choose your target audience and ad spends:

This step is crucial in setting your Facebook ad up for success. You can target ads based on location, age, gender, language, interests, and behavior. You can further customize by creating custom audiences to reach people who already know your business, or to remove them from your ad's target audience so you can reach new people on Facebook. These custom audiences can be created through a customer list, website traffic, or app activity.

Step 5: Choose how you want your ad to look:

The actual creation of the ad is the fun part of advertising on Facebook. Choose your images, headline, body text, as well as placement of the actual ad. You can have up to 5 images, and the headline text can only be 25 characters.

Step 6: Place your order:

Once you're ready for your ad to be reviewed, click on the green button that says Place Order, located on the bottom right-hand corner. You'll receive an email from Facebook once your ad has been reviewed and approved.

Step 7: Create a Facebook ads report:

Now that you have created your Facebook ads, it's important that you report on the success (and failures) of your Facebook ads.

Check your progress 5

1. While targeting audience, you have to consider:

   a. location

   b. age

   c. gender

   d. all of these

3.7 Creating FAN-Page for Business

Facebook found a way to help business builder in their services and helps business promoter in promoting their business by Advertising in their Network. In this, the user will create a fan page which will help in their promotion of business.

It is found that Facebook fan pages are anything on Internet which is easy to carry out, fast and dirty, that can be more complicated and time-consuming. Whether you're making the page as a true fan or creating a community for fans of a brand you represent, the steps are same. And even if you are acting as fan, you can still take your tips and inspiration from the top marketers to make your page the best.

The facebook fan pages are created because:

- To help assisting social interaction about business/organisation/product.

- To help establishing as expert on particular topic, by showing useful information in industry.
- To help search engine ranking, with links back to website of organisations or products website.
- To secure control of fan page attached to organisation/product's name.

To create the facebook fan pages follow the steps shows:

- Go to front page of Facebook (http://www.facebook.com/).
- Click on the 'Create a Page for a celebrity, band or business' link in the bottom right.
- Choose a Category that is appropriate for your organisation / product.
- Choose to Create an Account. To create an account you just need to supply an email address not already associated with a Facebook account, and a password. If you create a new account during this process, you will have to confirm the account by clicking on a link in an email sent to your email address.
- Once your page has been created you have access to a range of easy to use tools including:
  - Invite people to become fans of your Facebook page.
  - Edit the contents of your page.
  - Set restrictions for who can access the Fan Page - e.g. ensure that only people from a particular country or people above a certain aget can access the page.
  - Specify what fans are allowed to do e.g. post videos / images / links or not, and specify the default page that visitors arrive at.
  - An events calendar to promote activities such as workshops, product launches, seminars, etc.
  - Advertisements and ability to promote the Facebook page to others.
  - Write posts and allow fans to comment.

Check your progress 6

1. The Facebook fan pages are created:

   a. to help social interaction about business.

   b. to help establishing a social network across industry.

   c. to help developing good search engines.

   d. all of these.

3.8 Create Campaigns on LIVE PROJECTS

Establishing a strong team and a day-to-day plan are important for any successful social media campaign. Whether you're launching a new product or location or bringing in new business partners, social media campaigns work wonderfully with pivotal moments in a company's life. Any time you need to communicate goals or generate buzz, social media is the cornerstone of your success. A planned campaign is a successful campaign. Your plan keeps you focused on the number of steps you'll need to take along the way, while also helping build momentum, curiosity and excitement among your audience. When your audience reads and listens to the content you produce, they're not only hearing your message, they're hearing the voice of your company—your tone, language and delivery (i.e., formal vs. conversational).

Check your progress 7

1. social media campaigns work wonderfully:

   a. to communicate goals

   b. generate buzz

   c. All the above

   d. Nether a nor b.

3.9 Let Us Sum Up

In this unit we have learnt that small business establishment due to shortage of money get habit of cross promoting their products on Facebook and Twitter. As seen, on Twitter, there appears closing of cross promotion lines where business owners auto-post their Facebook updates as tweets.

It is discussed that in order to market business successfully on Facebook, it is required to have idea about Facebook's unique opportunities and gets knowledge on how it is different from other media.

It is found that Page gives business a voice and presence on Facebook as with it, many new customers gets connected. It is known that people across world visit Facebook just to connect with friends and family.

It is seen that Facebook Ads has potential to transform business's social reach without increasing the cost. Facebook advertising allows businesses to place custom ads or content targeting a specific audience, with costs varying based on the reach and engagement the ad receives. Facebook ads can appear in target audience's News Feed or can be placed in right column of Facebook on desktop, and on mobile.

3.10 Answers for Check Your Progress

Check your progress 1

Answers: (1-c)

Check your progress 2

Answers: (1-d)

Check your progress 3

Answers: (1-a)

Check your progress 4

Answers: (1-c)

Check your progress 5

Answers: (1-d)

Check your progress 6

Answers: (1-a)

Check your progress 7

Answers: (1-c)

3.11 Glossary

1. **Follower** - A person who subscribes to receive updates by having information on total number of followers on profile page.
2. **Update** - It is a tweet having maximum of 140-characters used for posting update in white text box.
3. **@Reply** - A public message sent from one Twitter user to another by putting @USERNAME at beginning of tweet.
4. **Direct Message** - A private message sent from one Twitter user to another by either clicking message link on their profile
5. **Twitter Stream** - A list of person's real-time updates where every time you post an update that goes into Twitter stream which is found on account page.
6. **Tweet-up** - An event specifically organized for Twitter-users to meet up and network, usually informal.

3.12 Assignment

Why there is a need to create Fan Page on Facebook?

3.13 Activities

Discuss the various features related to Facebook ads report?

3.14 Case Study

For Facebook advertisement, explain the steps required to market a product?

3.15 Further Readings

1. John Giere, 2012, The role of video optimization in emerging markets.
2. Gareth Spence, 2011, ADVA Optical Networking.
3. Ricardo Bilton, 2012, Skyfire network data strain

UNIT 4: MARKETING ON LINKEDIN

Unit Structure

4.0 Learning Objectives

4.1 Introduction

4.2 Introduction to LinkedIn

4.3 Advertise on LinkedIn

4.4 Using LinkedIn for Business

4.5 Introduction to Google Plus

4.6 Using Google Plus for Business

4.7 Let Us Sum Up

4.8 Answers for Check Your Progress

4.9 Glossary

4.10 Assignment

4.11 Activities

4.12 Case Study

4.13 Further Readings

4.0 Learning Objectives

After learning this unit, you will be able to understand:

- About LinkedIn.
- Features of LinkedIn.
- Concept of Google Plus.

4.1 Introduction

LinkedIn offers with multiple marketing opportunities which are developed comprehensively and are consistent with LinkedIn marketing plan for particular business to have long-term, sustainable success. To have success with LinkedIn, it is advisable to make long-term commitment in terms of strategy which delivers results having ongoing management, monitoring, analysis and adjustments.

4.2 Introduction to LinkedIn

LinkedIn is world's largest social network for professionals. It carries more than 347 million registered users in around 200 countries which account for more than two million LinkedIn Company Pages. It serves as professional person's giving reply to Six Degrees of Separation. It can be worked upon with the help of simple theory of showing people required way of using own connections so as to have new ones.

Fig 4.1 LinkedIn Network

LinkedIn shows important outlet where work-at-home professionals will able to get them connected across world that remained as challenged part while working from home.

Some of the features of LinkedIn are:

- It allows online recommendations for professional abilities and character.
- It introduces potential employers or colleagues in particular field.
- In this, the search is present for members for particular jobs or interview.
- It joins with groups for interests and participation in discussions by inviting others into network.
- It creates online resume which works every time by hiring companies and recruiters to find professionals.

Check your progress 1

1. LinkedIn is:

a. marketing network

b. discussion network

c. social network

d. none of above

4.3 Advertise on LinkedIn

LinkedIn is a social network of business professionals having more than 170 million members which is important for effective advertising opportunities. The location and target options of advertising on social network serves as strong key differentiator with PPC advertising outlets. It seems that LinkedIn serves as only choice for B2B marketing and serves as high platform for quality leads. It serves as an important strength in high quality data that can be precise to target audience precisely.

LinkedIn Ads results in painfully with simple to start using with smoothest systems for fast going. The options in LinkedIn's advertising allows flexibility and affordability in order to meet target audience in forming leads, growing network, recruiting employees or growing companies membership.

Setting up LinkedIn Ads

There are several ways in which the advertisement in LinkedIn can be set. After signing in LinkedIn Advertising, you will soon be prompted to start your ad. On stopping, you are asked whether you are running with ads for yourself or for company. It is normally seen that mostly the ads are for company. For posting ads, you need to have business account which is normally present under dropdown of name located on top right of screen.

It is seen that LinkedIn will directly enter through its database for locating company which on typing will allow you to show particular company. Also, we see that LinkedIn Social Ads serves as an effective way which encourages LinkedIn members so as to share messages and recommend products. It seems that Social Ads uses similar targets with LinkedIn advertising options which shows social throughout LinkedIn community. The endorsements of trusted contacts are highly influenced way so as to add credibility and gives impact to

company messages. It is found that Social Ads easily endorses members of company and share insights and updates by ensuring engagement with one member across network.

Check your progress 2

1. LinkedIn ads can be set:

   a. anybody

   b. registered users

   c. Google users

   d. all of above

4.4 Using LinkedIn for Business

LinkedIn Groups gives space for professionals of similar industry or similar interests by sharing content, working on answers, posting jobs, making good business links by establishing themselves. It is found that LinkedIn group serves as one way help in starting business with certain famous LinkedIn tips and strategies which will help to achieve more leads, traffic and sales. It is seen that with more than 350 million members along with new sign up, makes LinkedIn as world's famous online business platform. There are certain features that make it an exceptional business tool which creates big difference in results. It serves as great tool which influences existing contacts by allowing connecting with people and getting potential customers online.

To help the business to grow and achieve profit flow, the features exists are:

- Joining of new member in group.
- Welcome message for members receives through mails.
- Joining of members with facility of receiving newsletters.
- Members are allowed to browse business sites and study articles.
- On confirming newsletter, member receives 1 newsletter every week with detailed content.
- The newsletter gives description about paid site and similar online sites.
- Members are allowed to read content often and join daily email RSS feed.

- Members allowed sharing content on social networks by driving traffic to your site.
- With receiving of newsletter once in week will allow members to have different knowledge on paid model so as to meet new members?
- Members after checking paid model site able to join paid network for more information.
- Without paid membership, members will not be able to receive complete information.

Check your progress 3

1. If you are LinkedIn user, you need to receive:

   a. newsletter

   b. email

   c. feedbacks

   d. all of above

4.5 Introduction to Google Plus

Google Plus is simply Google with certain extra features. In Google Plus (+), the "+" is called as social networking which adds to nearly every Google services either it can be Gmail, YouTube and Blogger. Google+ serves as famous social-media features which include comments, photo sharing, music-sharing, video chat, etc with other social circles. It acts as an ongoing conversation to a platform which shows self-expression with tools that makes an individual or collective as desired.

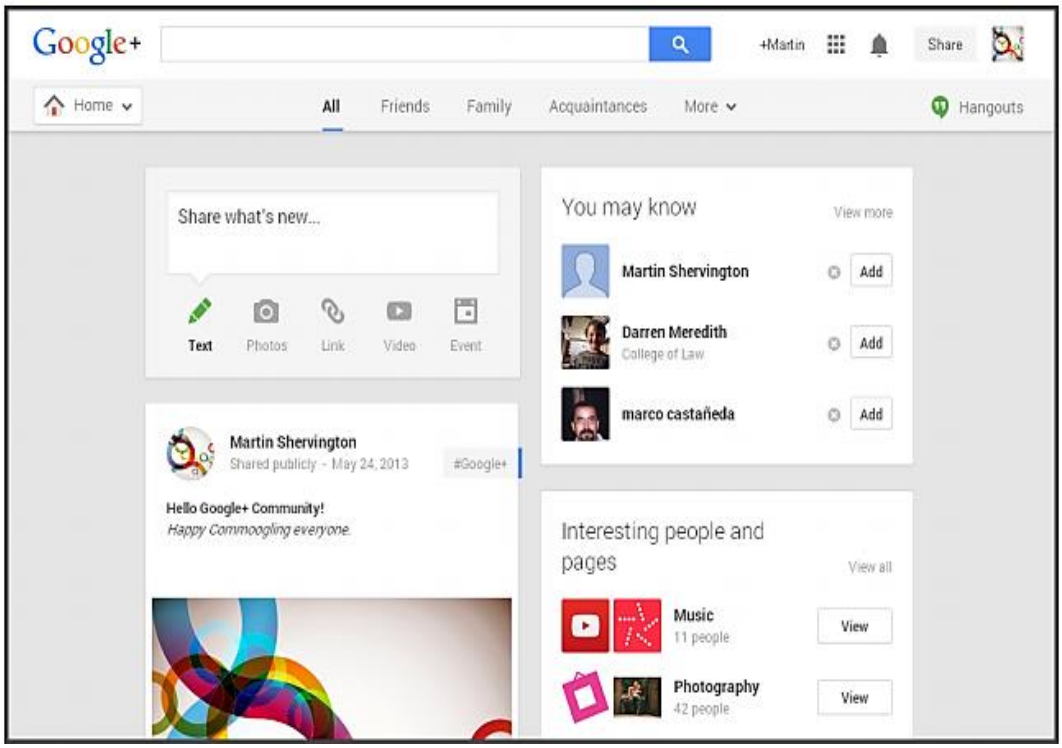

Fig 4.2 Google+ page

It is found in Google+, there are certain features which will allow people to do:

- Chat
- Share ideas
- Post photos
- Post videos
- Stay in touch
- Share personal news
- Play games
- Plan meetings
- Send birthday greetings
- Perform homework
- Perform business
- Find contacts
- Review recommended books

So it is found that in Google plus, people can do anything which includes getting and giving validation and emotional support with informal learning and exploring personal, academic and future professional interests.

Check your progress 4

1. In Google+, you can:

   a. comments

   b. share music

   c. video chat

   d. all of above

4.6 Using Google Plus for Business

Google (+) is promoted by biggest technology platform with the result of which nearly 50% of companies rate Google+ as an important aspect for business. With the promotion of Google+ more than 500 million users are now registered with Google. With impact of Google search, Google+ emerges as valuable marketing resource and is mostly used for business promotions as:

- In short span year and half, it grew as second biggest social network across world.
- It allows everything to post which influences search engine results. It is important as websites appearing on first page of Google are very less for click to users.
- It carries great resources such as Hangouts, Communities, Youtube, Google, Gmail, Google Maps, etc. that are benefitted and optimize for marketing strategy.
- It brings innovative way to relate to world through personalization of Google's search engine which gives opportunity to find specific information to create interests, preferences and social environment (G+).
- It gives authorization to add profile picture along with content in Google search results which creates status and build trust among users by affecting number of visitor's volume.

- It allows a brand to take part in different communities where the users have not to sit around waiting to connect among others.
- It allows the business to easily connect with prospective customers by finding them in groups which shares interests.
- It gives a big platform for connecting with customers and audience in a new and unique way.

Check your progress 5

1. Google Plus is part of:

   a. Google

   b. Yahoo

   c. MSN

   d. None of above

4.7 Let Us Sum Up

In this unit we have learnt that LinkedIn carries multiple marketing opportunities that are comprehensive and consistent for business in terms of long-term and sustainable success.

LinkedIn is world's largest social network having 347 million registered users across 200 countries which has two million LinkedIn Company Pages serving professional people.

LinkedIn is social network of business professionals that carries 170 million members with varied location and target options of advertising serving strong key differentiator with PPC advertising outlets.

It is found that LinkedIn group serves as one way help in starting business with certain famous LinkedIn tips and strategies which will help to achieve more leads, traffic and sales.

Google (+) is promoted by biggest technology platform with the result of which nearly 50% of companies rate Google+ as an important aspect for business.

4.8 Answers for Check Your Progress

Check your progress 1

Answers: (1-c)

Check your progress 2

Answers: (1-b)

Check your progress 3

Answers: (1-d)

Check your progress 4

Answers: (1-d)

Check your progress 5

Answers: (1-a)

4.9 Glossary

1. **LinkedIn -** LinkedIn is a business-oriented social networking site with over 380 million members in over 200 countries and territories.
2. **Google Documents -** Google Documents is a group of web-based office applications that includes tools for word processing, presentations, spreadsheet analysis, etc.

4.10 Assignment

Explain how Google Plus will help to promote business activities?

4.11 Activities

Discuss the features responsible for upliftment of business activities in LinkedIn Groups?

4.12 Case Study

Discuss the process of working strategies of communicating among LinkedIn Groups?

4.13 Further Readings

1. Ultimate Google Plus Business Guide by Derek Willis.
2. Profitable Social Media Marketing using LinkedIn by Tim Kitchen.

Block Summary

In this block, students will be detailed with various processes of social media marketing and related marketing programs that will make the content attractive to be marketed across social networks. The detail related to video optimization technologies and use of network bandwidth is explained. Students will be explained with YouTube and its features and explained how YouTube can be mainly used for business promotion of brands and products and helps students in creating an online learning videos and sharing of contents online.

The block detailed about different types of social media websites with information about social bookmarking as search engine optimization (SEO) mechanism and features related to its linkage with posting of contents are explained. The information about Flickr, Yelp, Pinterest, Google+ are well detailed along with process of marketing products on Google pages gives interest to students to learn and gather more information. The idea about blog commenting along with effective usage of blogs are detailed and various features of social media optimization with involvement of small business establishment.

Block Assignment

Short Answer Questions

1. What is Twitter?
2. List the different types of social media?
3. What are the features of Blog Commenting?
4. What are features of Google+?
5. What is function of Pineterest?

Long Answer Questions

1. What is the selection criteria's of selecting correct social media for business or product?
2. Why social bookmarking is called as traffic boosting search engine optimization technique?
3. What are the features of Facebook Marketing?

Enrolment No. ☐

1. How many hours did you need for studying the units?

Unit No	**1**	**2**	**3**	**4**
Nos of Hrs				

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3. Any Other Comments

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Education is something which ought to be brought within the reach of every one.

- Dr. B. R. Ambedkar

Dr. Babasaheb Ambedkar Open University
'Jyotirmay Parisar', Opp. Shri Balaji Temple, Sarkhej-Gandhinagar Highway, Chharodi,
Ahmedabad-382 481.

DIGITAL MARKETING

PGDM-203

BLOCK 4:
WEB ANALYTICS

Dr. Babasaheb Ambedkar Open University
Ahmedabad

DIGITAL MARKETING

Knowledge Management and
Research Organization
Pune

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Author
Prof. Abhishek Rai

Language Editor
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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self-instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual-skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this.

Divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self-instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect.

All the best for your studies from our team!

DIGITAL MARKETING

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BLOCK 4: WEB ANALYTICS

UNIT 1 INTRODUCTION TO WEB ANALYTICS

Introduction, What is Web Analytics?, Purpose of Analytics in Internet Marketing/Admin Interface, Setting up an Accounts and Web properties, Manageing Account/Users

UNIT 2 GOOGLE ANALYTICS INTERFACE

Introduction, Home Tab/Real-Time Data, Dashboard/Widgets, Customize Dashboard, Intelligent Events/Shortcuts, Interface Feature, Date Selection and Comparison, Exporting Reports, Auto Email Setup, Customizing Dashboards, Emailing Reports

UNIT 3 ADVERTISING

Introduction, Adwords Data Analysis, Keywords/Keyword Positions, Traffic Sourses, Overview of Traffic Sources, Sources/Direct Search, Organic/Ketwords Analysis, Paid/Referral

Dr. Babasaheb
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DIGITAL MARKETING

BLOCK 4: WEB ANALYTICS

UNIT 1
INTRODUCTION TO WEB ANALYTICS

UNIT 2
GOOGLE ANALYTICS INTERFACE

UNIT 3
ADVERTISING

BLOCK 4: WEB ANALYTICS

Block Introduction

Web analytics are set of strategic methodologies which are applied to maximize online and e-commerce activities. With the help of web analytics, it is possible to keep track of performance of marketing investment. As noted, analytics account can be used to track single property or it can track many different ones that depend on need of its use. It is noted that Google Analytics arguably serves as most powerful web analytics applications as present today. The Google Analytics interface provides access to a number of tools that users often ignores. Google AdWords is the most popular online advertising opportunity which is for businesses.

In this block, you will give knowledge about Web Analytics and the purpose of analytics in Internet Marketing and interfacing with admin. The information related to Google Analytics with knowledge about Dashboard and related Tabs to create, share or exchange information. The block will explain about Intelligent Events with related shortcuts along with knowledge of Email reporting are also explained.

After completing this block, you will be detailed with information related to customization of dashboards which shows traffic results along with its features. The concept related to Google Analytic keywords and position of various keywords is explained. The information related to various traffic sources along with features and characteristics are well explained for future use.

Block Objective

After learning this block, you will be able to understand:

- Web Analytics.
- Characteristics of analytics in Internet Marketing.
- Features of setting accounts in Google.
- Knowledge about understanding of account and users.
- Idea about Real-time Data.
- Features of Google Analytics Dashboard.
- Idea about Widgets.

- Steps to customize dashboard.
- Knowledge about Intelligent Events and Shortcuts.
- Concept of Interfacing Feature.
- Features of Date selection and comparison.
- Study about Auto email setup.
- Basic of emailing reports.
- Understand the basic about Adwords data analysis.
- Idea about Keywords and its positions.
- Basic of Traffic Sources.
- Overview of Traffic sources.
- Features of Direct Search.
- Idea about Keywords Analysis.

Block Structure

Unit 1: Introduction to Web Analytics

Unit 2: Google Analytics Interface

Unit 3: Advertising

UNIT 1: INTRODUCTION TO WEB ANALYTICS

Unit Structure

1.0 Learning Objectives

1.1 Introduction

1.2 What is Web Analytics?

1.3 Purpose of Analytics in Internet Marketing/Admin Interface

1.4 Setting up an Accounts and Web properties

1.5 Managing Account/Users

1.6 Let Us Sum Up

1.7 Answers for Check Your Progress

1.8 Glossary

1.9 Assignment

1.10 Activities

1.11 Case Study

1.12 Further Readings

1.0 Learning Objectives

After learning this unit, you will be able to understand:

- Web Analytics.
- The use of analytics in Internet Marketing.
- Setting up accounts.
- How to manage account.

1.1 Introduction

With an importance of improving online interaction that exists among organization and website users, the concept of web analytics is normally considered as area of marketing. It is seen that web analytics will provide

important support in today's online marketing efforts whose impact and usefulness does not stop. It plays a broader role in an organization.

It is found that performance analyst's needs good reasons that involve web analytics activities in progress with the organizations. It is common that the basic reason serves the web analytics tools which affect system performance and capacity requirements. In order to avoid problems with performance degradation and insufficient resource capacity, performance analysts requires web analytics implementation projects. It is found that they should be part of web analytics implementation team. At a minimum, the performance team should be kept informed of plans and progress.

1.2 What is Web Analytics?

Web analytics are set of strategic methodologies which are applied to maximize online and e-commerce activities. It basically extracts and categorizes qualitative and quantitative data so as to find and think of on-site and off-site patterns and trends. In this, the analytic techniques and needs will vary as per the organizational requirements. So its services act as supplemented with related sources which will cover:

- Email marketing response rates
- Direct mail
- Sales and website performance data

It is many times visualised that web analytics acts as part of customer relationship management analytics. Such type of analysis will include finding likelihood that a required customer will repurchase product after having purchased it in past by simply personalizing site to customers who visit the site regularly and monitor the volume of purchases made by single customer or by particular group of customers by observing geographic regions from where most and least customers visit the site and buys the required products and thinks of which products customer buys the maximum and least in future. The idea behind this is to promote particular products to those customers which most likely buys it and finds which products is specific for required customer to purchase. This can help to improve the ratio of revenue to marketing costs.

Check your progress 1

1. The idea of web analytics is to maximize:

   a. online activities

   b. offline activities

   c. website activities

   d. all of above

1.3 Purpose of Analytics in Internet Marketing/Admin Interface

It is seen that if you are not using web analytics, then it seems that you are missing out certain opportunities for conversions and money. In order to ensure that your site is working for both business and users, you need to set certain goals based on which you allow people to visit once to your site. Just like science, web analytics also involves in research and experimentation in order to understand the relationship which exists among cause and effect. For this, setting up of goals will help to manage and measure the success of Internet marketing campaigns.

It is noted that there are no standard set of goals for every site, but there are many types of websites that aims for certain things. If in case of an e-commerce site, the goal here is to have user to complete certain transaction and arriving on thank-you page in spite of his goal met or not. It is correctly said that goal for user last till user sign up for what the site is asking.

With the help of web analytics, it is possible to keep track of performance of marketing investment. In this, you can access, analyse and report the performance of marketing campaign so as to reach to the top of business by analysing following questions:

- Is marketing campaign makes profit for business?
- Is marketing budget spends correctly?

The above questions are hard to answer in case of traditional marketing mix however Internet Marketing and web analytics result in changes about correct working of website. To understand the effectiveness of website which is performing is required to produce web analytics report and running status of your site. If the above things are not catered, then the time and money what you have

invested in marketing program gets wasted. With the use of Web analytics, you can easily take care about:

- Number of new visitors approached per certain time periods.
- Type of visitor's interest on website.
- Location of visitor visiting the website.
- How well your website engages visitors.
- The percentage of visitors who request for certain estimate and follow-ups.
- The strongest elements of website and parts require improvement.

Check your progress 2

1. The application of web analytics takes care of:

   a. amount of address on website

   b. number of new visitors visiting

   c. nature of visitor's

   d. all of above

1.4 Setting up an Accounts and Web Properties

The analytics account is way in which you can name and organize one or more of certain properties such as websites, mobile apps and point-of-sale devices using web properties. It is noted that every analytics user access at least single account, one created by themselves or were access by someone else. It is found that every analytics account carries at least one property which is tracked. As noted, analytics account can be used to track single property or it can track many different ones that depend on need of its use. It is found that a given web property be tracked in one web analytics account which on tracking single web property in different analytics accounts result in present approach. Under this, you need not to sign in for every web analytics account that you have access.

Analytics account ID

When you create an account in web analytics, the account is shown with unique ID which is part of tracking code which is inserted inside the source code for site or app.

Analytics properties

It is noted that property is a website, mobile application, or device. The account contains one or more properties. In case of analytics tracking code, the property for reporting view carries a unique ID that is mixture of account ID and some digits. Such property ID links a property to one or more views in an analytics account.

Analytics views

The view for an Analytics Account serves as gateway which report which data from property appears in reports. Here, you can create more than one view for certain given property and uses filters to show distinct report views for the property.

Check your progress 3

1. While creating an account in web analytics, the user are provided with:

   a. unique domain name

   b. unique ID

   c. unique password

   d. all of above

1.5 Managing Account/Users

An account contains one or more properties. Each property usually represents a specific website or a mobile app. Properties contains views, which are subsets of reporting data for the property. You need at least one account so you can have access to Analytics, and so you can identify the properties you want to track. How you manage the relationship between accounts and properties is up to you. You can use a one-to-one relationship of one account/one property, or you can use a one-to-many relationship of one account/many properties.

Within an Analytics account, you add the properties from which you want to collect data. When you add a property to an account, Analytics generates the tracking code that you use to collect data from that property. The tracking code contains a unique ID that identifies the data from that property, and makes it easily identifiable in your reports. Analytics also creates one unfiltered view for each property you add.

Check your progress 4

1. On adding property to account, the analytics generates tracking code which is used for:

   a. collecting website URL

   b. collecting data

   c. collecting domain names

   d. none of above

1.6 Let Us Sum Up

In this unit we have learnt that the importance of improving online interaction which occurs among organization and website users explains the concept of web analytics which is normally considered as area of marketing. It is seen that web analytics serves as set of strategic methodologies that are applied to maximize online and e-commerce activities which normally extracts and categorizes qualitative and quantitative data in order to get and think of on-site and off-site patterns and trends.

It is seen that if you are not using web analytics, it seems that you are missing out certain opportunities for conversions and money. To ensure about progress of site for both business and users, you require setting certain goals that depends by allowing people to visit once to your site. The analytics account is way in which you can name and organize one or more of certain properties such as websites, mobile apps and point-of-sale devices using web properties.

It is found that an account carries one or more properties that shows specific website or mobile app and carries views that are subsets of reporting data for property.

1.7 Answers for Check Your Progress

Check your progress 1

Answers: (1-a)

Check your progress 2

Answers: (1-b)

Check your progress 3

Answers: (1-b)

Check your progress 4

Answers: (1-b)

1.8 Glossary

1. **Data** – It shows facts and statistics which are collected for reference or analysis.

1.9 Assignment

How to manage account in Web Analytics?

1.10 Activities

Discuss the need of Web Analytics?

1.11 Case Study

Discuss the ways in which you can open an account with use of web analytics?

1.12 Further Readings

1. Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity (Sybex)

UNIT 2: GOOGLE ANALYTICS INTERFACE

Unit Structure

2.0 Learning Objectives

2.1 Introduction

2.2 Home Tab/Real-Time Data

2.3 Dashboard/Widgets

2.4 Customize Dashboard

2.5 Intelligent Events/Shortcuts

2.6 Interface Feature

2.7 Date Selection and Comparison

2.8 Exporting Reports

2.9 Auto Email Setup

2.10 Customizing Dashboards

2.11 Emailing Reports

2.12 Let Us Sum Up

2.13 Answers for Check Your Progress

2.14 Glossary

2.15 Assignment

2.16 Activities

2.17 Case Study

2.18 Further Readings

2.0 Learning Objectives

After learning this unit, you will be able to understand:

- Home Tab
- Dashboard and Widgets
- Customize dashboard
- Intelligent Events

- Exporting reports
- Email reports

2.1 Introduction

Analytics is a powerful application which keeps tracks of traffic patterns on website. It is feely available that integrates with other Google programs such as AdSense and Ad words. It is found that many people uses at least some Google products that makes sense of using Analytics as it is powerful and is easy-to-use. Google Analytics was initially created and developed from Urchin with the need of software which the Google has acquired in year 2005. The initial Google-branded version was released in November 2005 and in 2006, the idea was further used for Measure Map which was integrated into Analytics as per demand of Google.

It is noted that Google Analytics arguably serves as most powerful web analytics applications as present today. It is fact that many Google offerings having a free program make it convenient and appealing. In case of version 5 of Analytics, it is found that many users are rolled out and having significant user interface changes.

2.2 Home Tab/Real-Time Data

It is noted that to have a streaming analytics, complex event processing or the Internet of Things captures and analyses heavy volumes of data that appears in real-time results in a challenge. Streaming analysis requires data without losing a drop that captures message so as to make sure that no message results in duplication and can be processed in correct order. Such types of solution are extremely complex for tax computer and network resources. Specialized infrastructure may be required that is expensive and managing scale and fault tolerance is difficult. It is seen that Google Analytics offers reports and API's which will allow subscribers to do great variety of analysis on web traffic.

With Google Analytics in Real-Time, you can see visits from social media immediately which will tell you what type of messaging is effective to use. Real-Time allows monitoring activity as it happens on site or app. In this, the reports are updated continuously and each hit reports in seconds after it occurs. Real-

Time is available in all Google Analytics accounts where no need of tracking code is required. To have a Real-Time, you need to:

- Sign in to your Google Analytics account.
- Navigate to your view.
- Select the Reporting tab.
- Select Real-Time.

Check your progress 1

1. Real Time allows the user to:

   a. monitor activity happens on website

   b. monitor program in computer

   c. monitor file downloading in computer

   d. all of above

2.3 Dashboard/Widgets

Dashboards appear as a collection of widgets which shows an overview of reports and metrics. It allows to take care of several metrics at given point of time and helps you to quickly check condition of accounts or correlations among different reports. It is simply to create, customize and share.

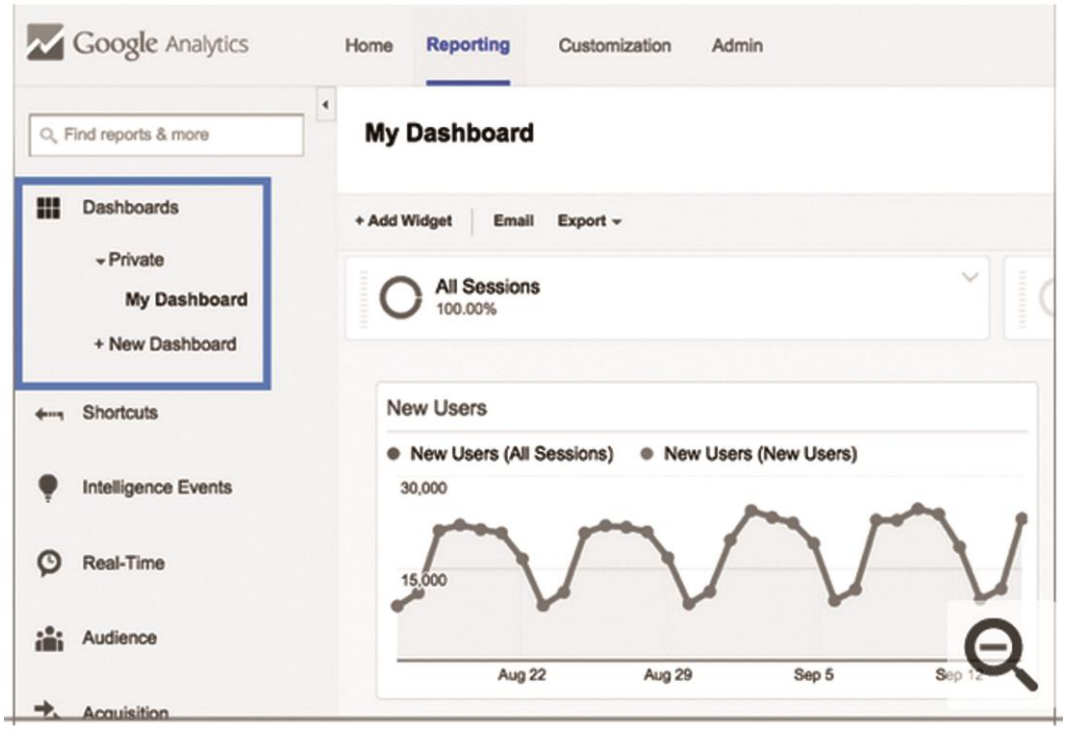

Fig 2.1 Google dashboard

In order to access Dashboards, you need to navigate your view and then:

- Select Reporting tab.
- Select Dashboards.

In this, every view in Google Analytics account will show a default Dashboard which is pre-populated with number of widgets that appears at site's traffic that are measured with certain key metrics and dimensions. It serves as:

- Timeline for number of users.
- Geomap of sessions.
- Table of sessions by browser.
- Timelines for bounce rate.
- Goal conversions.

It is found that the default Dashboard available is sufficient for particular needs, but if not, you can customize it by:

- Adding or rearranging widgets.
- Adding reports.
- Removing unwanted widgets.
- Filtering data displayed.

You can also create additional Dashboards, for certain different aspects of your site traffic. As noted, a widget is a mini-report that shows data in number of presentation styles which includes simple numeric metrics, tables and charts. Widgets can be defined inside Dashboard itself as it provide snapshots and link to standard or custom reports.

With the help of Dashboard, it is easy to use any report in Google Analytics where you can examine graph elements by hovering mouse pointer over element. It is seen that every Dashboards created will start as private where only a user can see. It can be shared with other users with the help of Share menu. You can also share Dashboards with the help of email or can also export them to PDF with the help of Export and Email menu options. It is noted that a Dashboard can have one or more instances of particular widgets which can be:

- **Metric -** It shows simple numeric representation of single selected metric.
- **Timeline -** It shows graph of selected metric over time and can be compared with secondary metric.
- **Geomap -** It shows map of selected region with particular metric plotted on map.
- **Table -** It shows 2 metrics describing selected dimension in tabular format.
- **Pie -** It shows pie chart of selected metric grouped by dimension.
- **Bar -** It shows bar chart of selected metric grouped by 2 dimensions.

Check your progress 2

1. Dashboards are:

   a. complex

   b. easy to create

   c. cannot be customized

   d. none of above

2.4 Customize Dashboard

It is found that every view in Google Analytics appear with standard "My Dashboard." It is found that the standard Dashboard is quiet enough where the real usefulness lies in ability to create and customize in the way it is required. It is seen that Dashboards carries one or more widgets (up to 12 per Dashboard) which shows an overview of dimensions and metrics.

Google has created a default dashboard for every segment profile under every Google Analytics account. In this, you have to click on website profile which requires being customized and further click on 'Home' tab. Here, you can edit the existing widget that covers Visits, Average Visit Duration, and Goal Conversion Rate, by clicking on cog symbol which is placed next to title of each box. In the pop-up, you can delete widget or edit to show new metric:

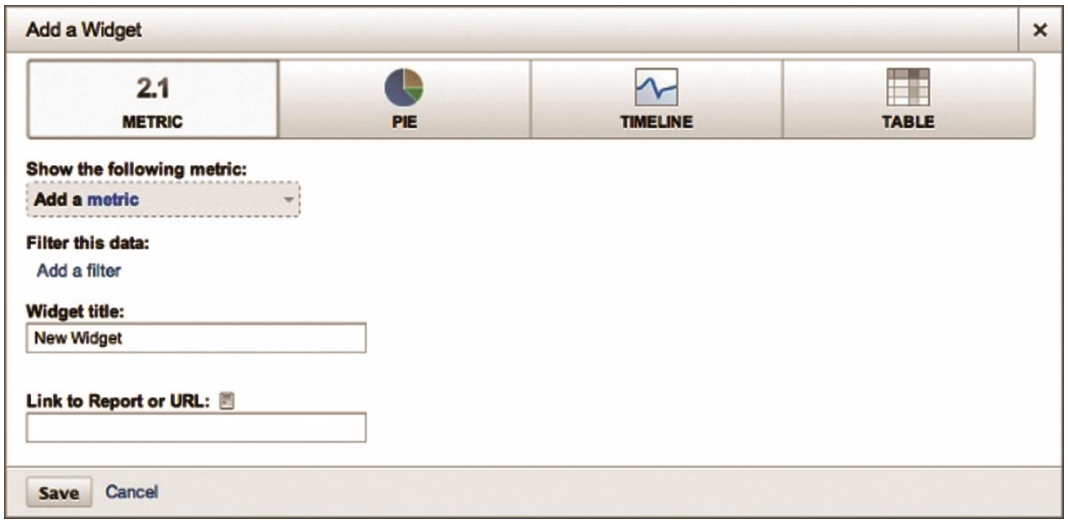

Fig 2.2 Customize Dashboard

On clicking to edit, you will see that an existing widget shows current settings that shows 4 types of data displays as:

- **Metrics:** It is a statistics or data as Exit % or Unique Visitors.
- **Pie:** It is a metrics which is grouped by dimension that serves as unit of measurement like Hour, Keyword or Landing Page.
- **Timeline:** It compares 2 metrics against one another that are filtered by dimension having certain search variables like exact match or containing.
- **Table:** It arranges 2 metrics by dimension which can be upto 10 rows. Data can also be filtered as mentioned in the timeline widget type.

It is seen that the widgets can be linked to certain report or URL that are selected by searching for URL or report name in Widget Settings box. After

setting and clicking on Widget title bar, you will see that it will take to particular URL inside Google Analytics or report selected. After setting the custom dashboard, it can be exported as PDF and scheduled for emailed at least once, daily, weekly, monthly, or quarterly to any email address specified.

Check your progress 3

1. _____compares two metrics against one another after filtering by dimension with search variables.

   a. Metric

   b. Pie

   c. Timeline

   d. Table

2.5 Intelligent Events/Shortcuts

Intelligence event monitors website's traffic to find significant statistical variations and generates alerts at the time of variations. It lists automatic and custom created alerts for enter date range. Intelligence event alerts are triggered when something ordinary happens on web page. In addition to automatic alert system, it creates custom alerts.

Intelligence Events serves as main category heading in left hand navigation where there are four event reports such as:

- Overview Event
- Daily Events
- Weekly Event
- Monthly Event

The Overview event will show summary of automatic and custom alerts that triggers in selected date range. Whereas Daily, Weekly and Monthly Events shows automatic and custom alerts whose trigger is based on day to day, week to week and month to month changes in data.

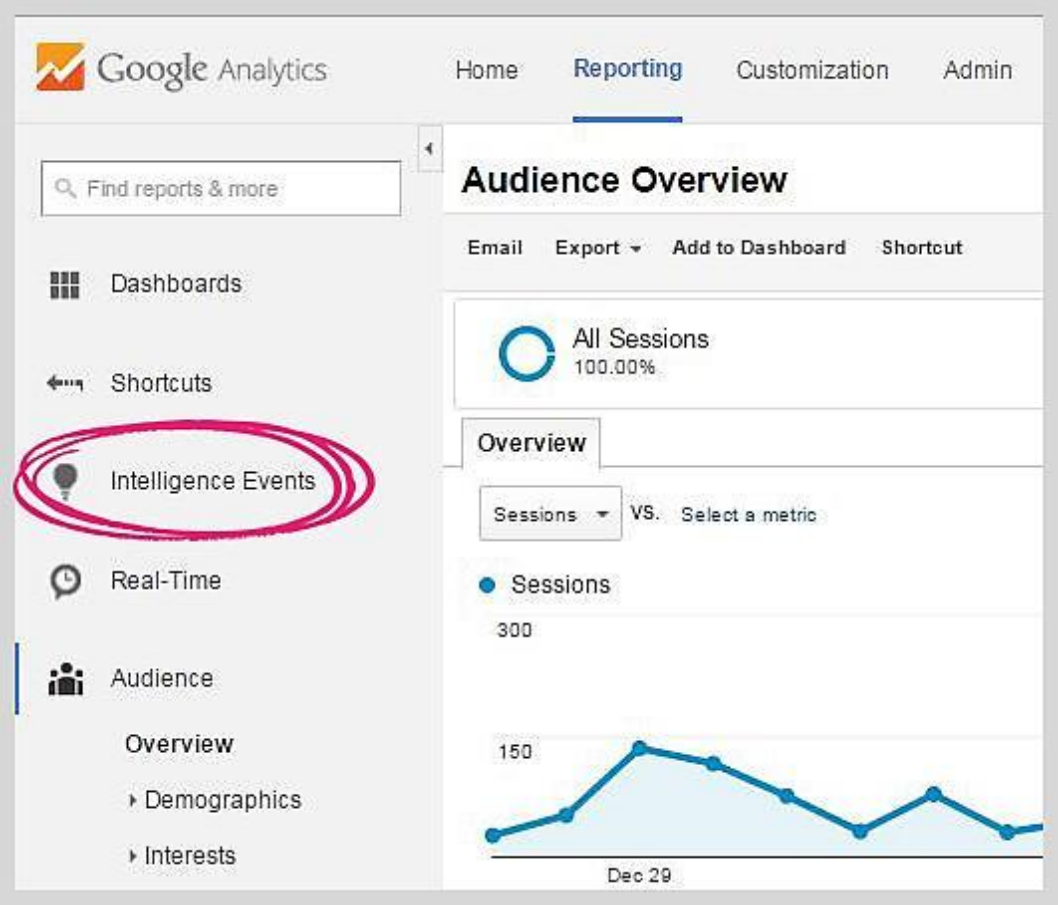

Fig 2.3 Analytics Report

Normally it is seen that there are two types of Intelligence Events:

- Automatic Alerts
- Custom Alerts

Automatic Alerts are already present in Google Analytics which monitor unusual changes in traffic patterns on site, whereas Custom Alerts are similar as Automatic Alerts which can be personalized.

Shortcuts

Shortcuts allow you to remember settings which will help you not to reconfigure report every time on opening. In this any setting to report such as adding an advanced segment or new metric, stays applied in shortcut till you manually change settings. It is seen that the settings are saved even if you sign out and sign back in account. All report customizations and settings are saved in shortcut except date range. Here you have to check the dates every time you use shortcut to make sure time about applied time period.

Here, you can also create shortcut to any Standard or Custom report having Shortcut option. It will access and manage shortcuts present in Shortcuts section in left pane. If you have Edit permission, you can also manage personal shortcuts as assets in Admin section. Each shortcut is only visible to the user who created it but can be shared using the Emailing and Exporting Reports function.

You can create, edit or delete shortcut:

To create shortcut:

- Sign in Google Analytics account.
- Navigate to view.
- Find report that regularly access from either Reporting or Customization tab.
- Configure report.
- From menu bar above the report, click Shortcut.
- Enter a name for shortcut.
- Click OK to save. Saving shortcut automatically takes to Shortcuts section located in left pane.

To edit a shortcut:

- In left pane, click Shortcuts, then click name of report to edit.
- Make changes.
- Click Save from menu bar to update shortcut's configuration.

To delete a shortcut:

- In left pane, click Shortcuts and then click Overview.
- Open Actions menu for relevant shortcut and click Delete.
- In confirmation pop-up, click Delete Shortcut button.

Check your progress 4

1. Normally there are _____type of Intelligence Events

a. one c. three

b. two d. four

2.6 Interface Feature

The Google Analytics interface provides access to a number of tools that users often ignores. The interface is low profile that many times users are not aware of its existence. Such tools will allow showing reports differently. Using these tools will help to find trends and correlations in data which are not always visible at quick glance. Mastering them makes a big difference between meaningfully analyzing of reports and looking at numbers.

Upper Interface Navigation

There are several features located at top of reports which are mostly overlooked or neglected. If used correctly, each of these can be powerful analysis tool.

1. **Custom Dashboards:** Google Analytics allows each user to create their own custom dashboards by specifying which reports will display on the start page.
2. **Advanced Segments:** Clicking on Advanced Segments button in upper right corner will open a dialog box which allows selecting four advanced segments in order to apply report, manage segments or create new.
3. **Change Line Graph:** Clicking will open dialog box which allows changing graphed metric. You can also compare two metrics in graph or compare a metric for current segment of data to same metric for entire site.
4. **Date Range:** Every time a profile gets opened in Google Analytics that shows last 30 days, ending till yesterday. There is no possibility to change default date range, but it can be changed for current session.

Lower Interface Navigation

There are just as many features available below the graph for most reports that will make analysis easier and more informative.

Check your progress 5

1. The upper interface navigates:

a. data
c. display
b. reports
d. all of above

2.7 Date Selection and Comparison

In the report, you have to use calendar in order to set active date range. To select date range, you have to click on day and month inside calendar or type particular dates in date range boxes. After setting date range, the report stays active once it navigates Google Analytics till it changes or log out into account.

It is noted that the date range selector is placed at top right of every page on Reporting tab. In order to select date range, you need to click arrow which is located next to existing date range to open selector. After selecting new date range, you have to click on Apply in order to update the report. To use a predefined date range, you can choose one of the following from Date Range menu:

- **Custom:** Data for your custom date range.
- **Today:** Data available for the current calendar date up until the time of your selection.
- **Yesterday:** Data for the previous calendar date.
- **Last Week:** Data for Sunday through Saturday of the previous calendar week.
- **Last Month:** Data for the first to last day of the previous calendar month.

You can also set your own dates by choosing Custom from Date Range menu and further following instructions shown.

To select a single date:

- Click any date on the calendar.
- Enter a single date (in mm/dd/yyyy format) in both Date Range fields.

To select a specific week:

- Click the first and last days of the week on the calendar.
- Enter the beginning and end dates (in mm/dd/yyyy format) in the Date Range fields.

To select a range of dates:

- In the calendar, click the desired start date and then click the end date. The selected days are highlighted.
- You can also enter start and end dates in the Date Range fields, using the mm/dd/yyyy format.

To compare two different date ranges:

- Select the Compare to Past checkbox and then use the controls to set the second date range.
- Remember, once you've selected a new date range, click Apply.

Check your progress 6

1. The date range selector is located at _____ of every page on Reporting tab.

   a. top right

   b. left

   c. bottom

   d. top left

2.8 Exporting Reports

In Google Analytics, reports can be exported. You can export a report by using the following instructions:

Initially, open the report which you want to export. The selected report can be exported by using the concerned date range and report settings. For this, you have to select Export, which is placed below the report title and select any export formats shown:

- CSV
- TSV
- TSV for Excel
- Excel (XLSX)
- Google Sheets
- PDF

After exporting, the file gets generated automatically and is present in download directory on computer.

Check your progress 7

1. Which is not the correct export report format?

   a. CSV

   b. Excel

   c. Word

   d. PDF

2.9 Auto Email Setup

If you have to automate email reports with Google Analytics, you can easily monitor the website which requires less effort. Setting of automated emails is very simple and requires following procedure:

1. Sign in Google Analytics account and select site from which you want to receive reports.
2. Once on main Dashboard screen, click small “email” button which is located just above main chart.
3. When "set up email" page loads, you will find two tabs where you can select “schedule” tab to create recurring report.
4. Complete each field with your information. This will include the email addresses of recipients, the subject line of the email, the type of file and the frequency of the emailed report.
5. Finally, click the “schedule” button. After this, you will find a good formatted report which is present in inbox for review, monitor and share.

Check your progress 8

1. After generating auto email located in inbox, the purpose of report is to _____ among group.

   a. review

   b. monitor

   c. share

   d. all of above

2.10 Customizing Dashboards

Google Analytics is a powerful tool which will help to measure the performance of online world. With limited configuration, it shows tremendous amount of information about performance of business. On adding few Google Analytics Customizations, you will be able to have more data which will help in optimizing business. The customized dashboards will provide a way which look at metrics and dimensions which requires understanding what's happening on website.

Check your progress 9

1. Customized Dashboard will help to:

   a. modify website

   b. customize website

   c. alter website

   d. all of these

2.11 Emailing Reports

Google Analytics serves as an instrument which measures all aspects of business. It shows report which shows concrete figures that can be number of new visitors on website last week or revenue incurred on e-commerce website generated last month. There are times when you want to export Google Analytics reports to find material on own or copy into presentations. In other instances, you may want to email analytics reports and schedule recurring report emails for key stakeholders or clients.

It is advisable to keep all your favourite report in Google Analytics and you noticed that the main navigation bar which is below the name of report shows two buttons, one for Email and other for Export. These buttons allows you to share your analytics data. The Google Analytics reports gets exported in variety of formats which can fit in your needs in common format such as comma-separated values (CSV) which allows to manipulate data in excel or PDF that can be shared to the client or key stakeholders.

It is found that analytics exporting the report gets currently displayed on screen which shows all settings. The default report shows 10 rows of data which also carries 5,000 rows of data as option. In order to email a report or schedule a report, you need to follow:

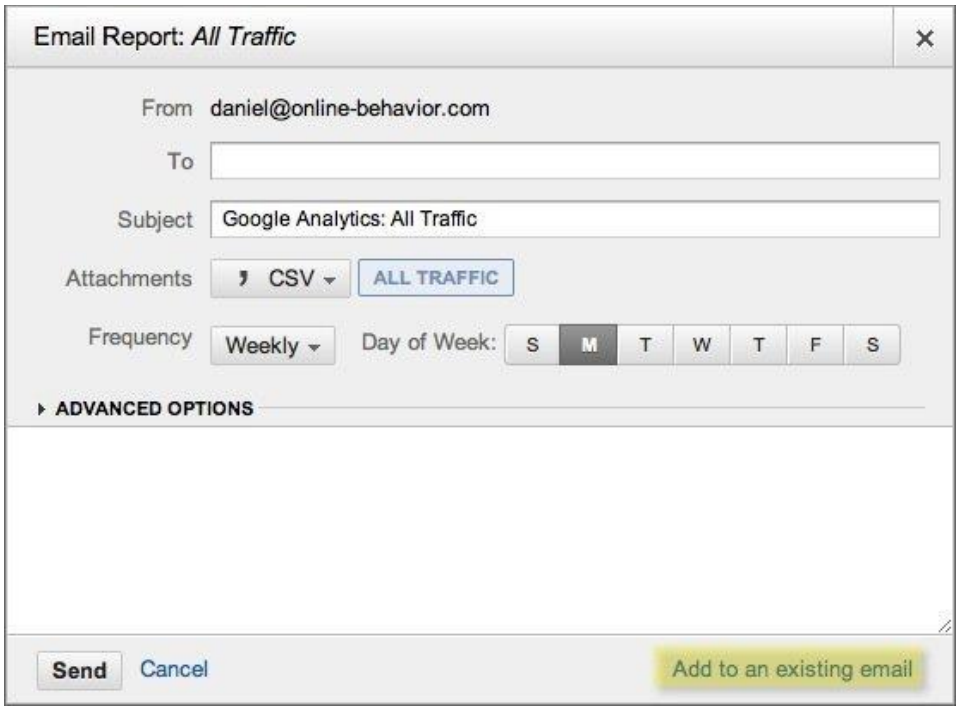

Fig 2.4 Email Report

- Open report which you want to email or schedule and make sure that all your settings are set as per your requirement.
- Click on Email which is placed above the report title where you will find a pane which is similar to graphic located on right.
- The email address you used as your login is listed in form field.
- In To field; enter a comma-separated list of email addresses.
- Enter a subject-line that provides context to the report. Our subject line is All Traffic.
- Select the attachment format and frequency.
- Click on Advance option to select how long you want this Analytics report to occur recurring.
- Use the text field to enter the body of your email.
- Click Send.

Check your progress 10

1. In the advance option, the mail gets active for maximum:

   a. one month

   b. twelve months

   c. ten months

   d. four months

2.12 Let Us Sum Up

In this unit, we have learnt that analytics serves as powerful application which keeps tracks of traffic patterns on website which is feely available with other Google programs like AdSense and AdWords. In this, we see that Google Analytics in Real-Time serves for visit from social media which is directly tell you what type of messaging is effective to use by allowing to monitor activity as it happens on site or app.

It is noted that Dashboards appear as collection of widgets that shows an overview of reports and metrics. It allows taking care of many metrics at given point of time which helps to check condition of accounts or correlations among different reports. It is found that every view in Google Analytics appears with standard dashboard which is quiet enough where real usefulness lies in ability to create and customize in way it is required.

As seen, Intelligence event monitors website's traffic to find significant statistical variations and generates alerts at time of variations. Intelligence Events serves as main category heading in left hand navigation where there are four event reports such as Overview Event, Daily Event, Weekly Event and Monthly Event. In the report, you have to use calendar in order to set active date range. To select date range, you have to click on day and month inside calendar or type particular dates in date range boxes.

2.13 Answers for Check Your Progress

Check your progress 1

Answers: (1-a)

Check your progress 2

Answers: (1-b)

Check your progress 3

Answers: (1-c)

Check your progress 4

Answers: (1-b)

Check your progress 5

Answers: (1-b)

Check your progress 6

Answers: (1-a)

Check your progress 7

Answers: (1-c)

Check your progress 8

Answers: (1-d)

Check your progress 9

Answers: (1-d)

Check your progress 10

Answers: (1-b)

2.14 Glossary

1. **Web analytics** - It shows measurement, collection, analysis and reporting of web data with the use of understanding and optimizing web usage.

2.15 Assignment

How will you customize Dashboard?

2.16 Activities

Discuss Customized Dashboard in details?

2.17 Case Study

Discuss data selection with examples?

2.18 Further Readings

1. Advanced Web Metrics with Google Analytics
2. Google Analytics 2.0 John Wiley & Sons

UNIT 3: ADVERTISING

Unit Structure

3.0 Learning Objectives

3.1 Introduction

3.2 Adwords Data Analysis

3.3 Keywords/Keyword Positions

3.4 Traffic Sources

3.5 Overview of Traffic Sources

3.6 Sources/Direct Search

3.7 Organic/Keywords Analysis

3.8 Paid/Referral

3.9 Let Us Sum Up

3.10 Answers for Check Your Progress

3.11 Glossary

3.12 Assignment

3.13 Activities

3.14 Case Study

3.15 Further Readings

3.0 Learning Objectives

After learning this unit, you will be able to understand:

- Adwords data analysis.
- Keyword Positions.
- Traffic Sources.
- Study of Sources.

3.1 Introduction

Web analytics is the lifeblood to successful search advertising. Insights gained from analyzing your data allows you to enhance and optimise your campaigns, connect the right message with the right customer, and make the most of your advertising budget. You'll see how your business goals connect with your ads and keywords, how customers get to conversions, and where you may have new opportunities.

3.2 Adwords Data Analysis

Google Adwords is the most popular online advertising opportunity which is for businesses. It is important to analyse investment made and returns achieved on any marketing campaign so as to measure success and apply required refinements for having maximum returns for money invested. The idea of Google AdWords campaigns is also similar where it serves as lifeblood of many businesses, understanding of money invested, the returns realized and refinements required to effectively capitalize on this marketing investment is very critical and essential.

In the first stage, Keyword Lift analyses your Google AdWords data and scores each keyword with Live Person's proprietary algorithm. Based on Google's campaign data, keywords are scored according to the business value they drive. This is achieved by clicking a single button in the Keyword Lift product. Keyword Lift analyses metrics for each keyword which includes impressions, clicks, cost per click, revenue per click, and the ROI drive for each keyword; benchmarking them against the entire performance of all accessible keyword data. These keywords are then scored according to the business value they drive.

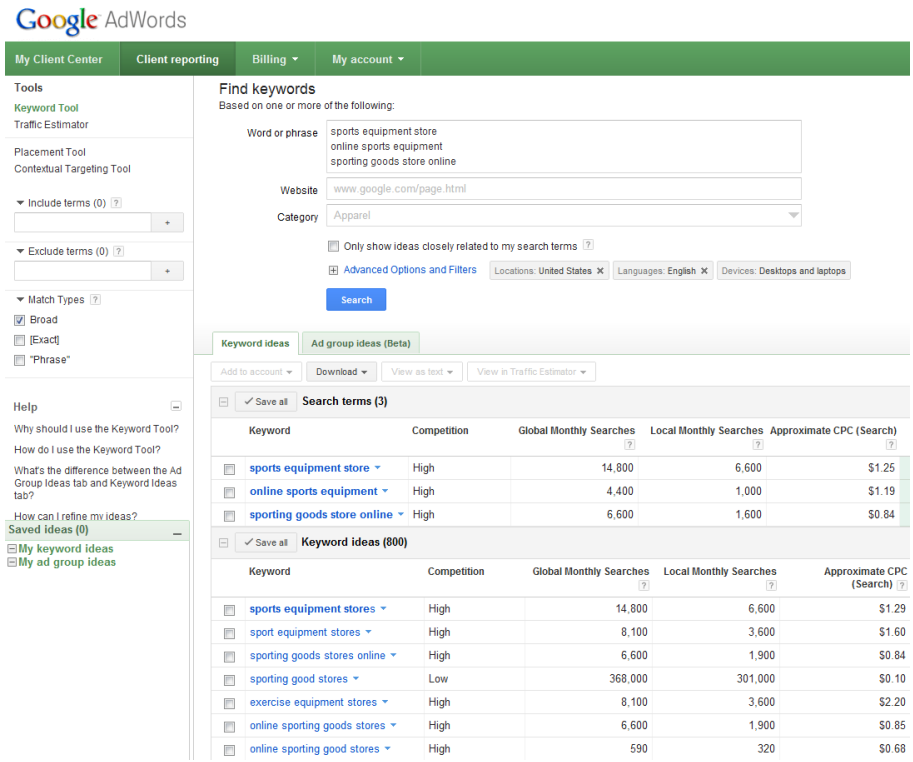

Fig 3.1 Google Adword page

The keyword lift filters out and finds which words are under performing like words with high costs and low revenue per click. This refined list contains the most relevant keywords from a business value perspective, and helps you target visitors in order to give them a better customer experience when they reach your website.

Currently it is seen that Google Analytics (GA) rolled out more integrated AdWords data which gives online marketers more insight into performance and behavioural features to analyse, report and base decisions. The analyst has added the certain AdWords features integrations as shown in fig 3.2.

Fig 3.2 Adword Features

Check your progress 1

1. Google Analytics Adwords involves in :

   a. analyzing

   b. reporting

   c. base decisions

   d. all of these

3.3 Keywords/Keyword Positions

In search engine optimization, the particular word or phrase that describes the contents of a web page. Keywords serve as clues or shortcuts which summarize content of a page and help search engines match pages with searches.

Check your progress 2

1. Keywords are:

   a. data

   b. shortcuts

   c. information

   d. none of above

3.4 Traffic Sources

In Web analytics including Google Analytics, traffic sources serves as report which shows an introduction of several kind of sources which sends traffic to Web site. The metrics under traffic sources in analytics programs are:

- **Direct Traffic:** All those people showing up to your Web site by typing in the URL of your Web site or from a bookmark.
- **Referring URLs:** Other Web sites sending traffic to you. These could be as a result of your banner ads or campaigns or blogs or affiliates who link to you.

- **Search Engines:** Google, Yahoo, Bing, Ask, others. This will include organic and paid traffic.
- **Other:** These include campaigns you have run, e-mail, direct marketing, etc.

Check your progress 3

1. Which among the following is not a Search Engine?

   a. Google

   b. Yahoo

   c. Amazon

   d. Bing

3.5 Overview of Traffic Sources

The idea to get success in business is to take calculated risks in order to meet company goals. Making important decisions and courses of actions should only be done after analyzing results. It is fact for doing business online. However, general business techniques have different data to study in comparison to have online e-commerce statics'. It is known that marketing strategists results in business owners so as to persuade the requirement in order to get good website traffic, whether paid, referral or organic so as to generate good page ranking and to gain higher revenues.

Similar to back links, getting traffic from doubtful sources will result in more harmful as compared to other websites. It is important for web masters to find the source of traffic that appears from site in order to help them with zero on source by allocating budget, creating more localized content and provide relevant supporting materials. With result of social networking platforms, it is analysed that the chief traffic generators results in importance to know about particular social networking site generates traffic. Such type of social hubs carries different algorithms and characters which know that which social media deliver visitors will help web masters to adjust network's settings.

Check your progress 4

1. Traffic on websites results in excess when:

   a. website carries less information

   b. website is developed with flash

   c. website carries lucrative information

   d. all of above

3.6 Sources/Direct Search

In Google Analytics, it is analysed that you can keep track of all where your customers are coming from. In the account, you have to click on Traffic Sources bar which is placed on left side that shows an Overview of traffic coming to site. Information on different sources is displayed clearly on screen.

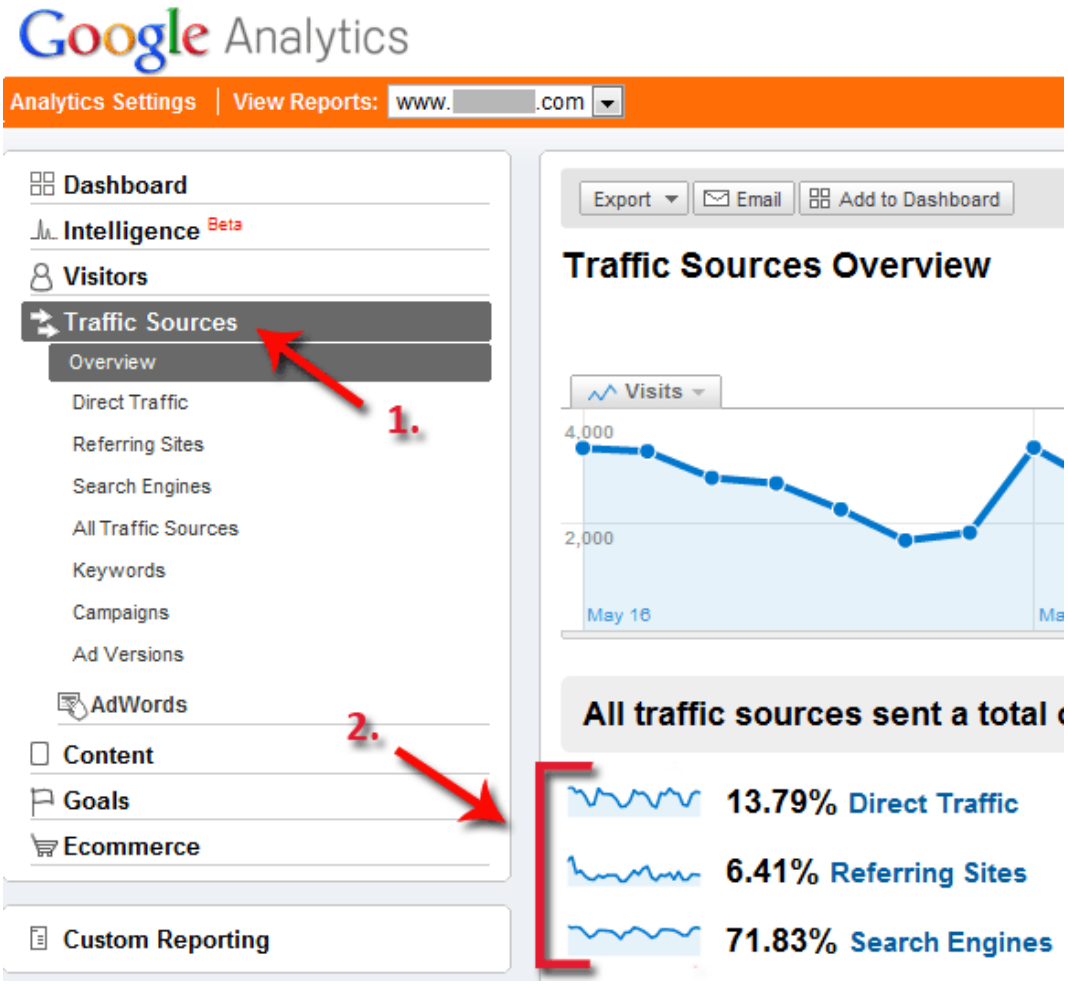

Fig 3.3 Traffic Source

Check your progress 5

1. In Google Analytics, direct search is located in:

   a. Dashboard menu

   b. Visitors menu

   c. Traffic source menu

   d. content menu

3.7 Organic/Keywords Analysis

Analysing of organic search traffic regularly will help in finding any changes which shows problem related to search like penalty or algorithm change which occurs that affects rankings. It can also help in finding the strongest and weakest points in search optimization strategy. Organic Keywords research and Analysis is one of the most powerful, important and high returning activities in Internet Marketing field. Ranking for exact keywords will make your business to run on speed or otherwise can create situation of downfall. With spying work of puzzling out, market keyword requires not only certain conditions and phrases in order to meet goal with SEO but also find more about client.

Keyword Analysis

Keyword Analysis is the starting point and cornerstone of search marketing campaigns. By understanding what queries qualified visitors to your website type into search engines, search marketers can better customize their landing pages to increase conversion rates. For this reason, keyword analysis is an integral skill for both SEO and PPC experts. Keyword analysis helps to increase conversions, find new markets, and optimize spend, but it requires time-consuming examination and decision making to beat your keyword competition. The WordStream Keyword Analysis Tool takes the analysis of your website keywords a step further by not only analyzing your keywords, but also suggesting actions and automating your activity for the best efficiency and results.

Analyzing keywords allows you to:

- **Optimize Spend:** Distribute more budget to successful keywords and eliminate wasteful spending on those that aren't producing results.

- **Increase Conversions:** Identifying and focusing on well-converting keywords is good for conversion rate optimization and return on investment (ROI).
- **Eye Trends:** Knowledge of keyword search frequency provides insight into market behavior which you can apply to multiple aspects of your business.
- **Prioritize Your Time:** Keyword performance guides campaign importance--spend your time optimizing areas that have the biggest impact on your bottom line.
- **Find New Markets:** Use keyword analysis to expand your long tail efforts and discover more specific keyword queries and corresponding warm leads.

Check your progress 6

1. Keyword analysis is an integral skill for:

   a. SEO

   b. PPC

   c. both a and b

   d. neither a nor b

3.8 Paid/Referral

In case of web traffic, referral serves as recommendation from one website to another. It is seen that Google Analytics will help to see such referrals, which describes how customers will find a particular website and what they do once they get it. Referral in terms of traffic serves as strong indicator of which external sources are most valuable in helping business to obtain its goals.

In Google Analytics, Referrals are located under Traffic Sources when you visit the main domain which helps the traffic to be on your website. It is noted that every referral to website contains a medium which can be organic which is an unpaid search, cpc which is cost per click, referral, email or none.

Check your progress 7

1. The example of referral is:

   a. Dashboard

   b. Facebook

   c. internet Explorer

   d. Email

3.9 Let Us Sum Up

In this unit we have learnt that web analytics serves as lifeblood which results in successful searching of advertising. It gains from analyzing data by allowing enhancing and optimising campaigns, which connect right message with right customer and makes most of advertising budget.

In Web analytics, including Google Analytics, traffic sources is a report that provides an overview of the different kinds of sources that send traffic to your Web site, for example direct traffic or Web search engines. The key to succeeding in business is to take calculated risks in order to meet company goals. Making important decisions and courses of actions should only be done after analyzing results. The same is true even for businesses online. However, traditional businesses have different data to study for as compared to online e-commerce.

3.10 Answers for Check Your Progress

Check your progress 1

Answers: (1-d)

Check your progress 2

Answers: (1-b)

Check your progress 3

Answers: (1-c)

Check your progress 4

Answers: (1-c)

Check your progress 5

Answers: (1-c)

Check your progress 6

Answers: (1-c)

Check your progress 7

Answers: (1-b)

3.11 Glossary

1. **Data -** facts and statistics collected for reference or analysis.
2. **Keyword -** in search engine optimization, the particular word or phrase that describes the contents of a web page.
3. **Web analytics -** the measurement, collection, analysis, and reporting of web data for the purposes of understanding and optimizing web usage; the study of web usage behaviours.
4. **Organic search -** describes search that generates results that are not paid advertisements.

3.12 Assignment

Explain Google Analytics Traffic Sources?

3.13 Activities

Discuss the Live Person's proprietary algorithm?

3.14 Case Study

Discuss Google AdWords with examples?

3.15 Further Readings

1. Advanced Web Metrics with Google Analytics
2. Google Analytics 2.0 John Wiley & Sons

Block Summary

In this block, you will be detailed with various characteristics process of dashboard customization and related sources of organic or keywords analysis which helps in seeing position of clients across the networks. The detail related to intelligent events with the view of shortcuts is well explained. You will be explained with features of exporting reports and explains about generation of such reports for business promotion of brands & products.

The block detailed about information related to date selection and comparison with certain interface features and factors of customizations with information about analytics reports are detailed. The information about dashboard activities and knowledge about widgets are well detailed along with characteristics features to you to learn and gather more information. The ideas about setting up of accounts in web analytics with knowledge on related web properties are detailed with features.

Block Assignment

Short Answer Questions

1. What is the purpose of widget?
2. What is Google analytics?
3. What is Traffic Source?
4. How to analyse keywords in Google Analytics?
5. What are the benefits of Shortcut?

Long Answer Questions

1. What are the features of Upper Interface Navigation?
2. Explain the features of Google Analytics Traffic Sources.
3. Write steps to show how to open web analytic account.

Enrolment No. ☐

1. How many hours did you need for studying the units?

Unit No	**1**	**2**	**3**	**4**
Nos of Hrs				

2. Please give your reactions to the following items based on your reading of the block:

Items	Excellent	Very Good	Good	Poor	Give specific example if any
Presentation Quality	☐	☐	☐	☐	_____
Language and Style	☐	☐	☐	☐	_____
Illustration used (Diagram, tables etc)	☐	☐	☐	☐	_____
Conceptual Clarity	☐	☐	☐	☐	_____
Check your progress Quest	☐	☐	☐	☐	_____
Feed back to CYP Question	☐	☐	☐	☐	_____

3. Any Other Comments

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Education is something which ought to be brought within the reach of every one.

- Dr. B. R. Ambedkar

Dr. Babasaheb Ambedkar Open University
'Jyotirmay Parisar', Opp. Shri Balaji Temple, Sarkhej-Gandhinagar Highway, Chharodi,
Ahmedabad-382 481.