

## What is Digital marketing?

Digital marketing is the use of online platforms and digital technologies like websites, social media, search engines, email, and mobile apps to promote products or services. It helps businesses connect with their target audience, build brand awareness, and drive sales through data-driven strategies.

## What is the importance of Digital Marketing?

- Reach More People

Most people spend time online, so it's easy to reach them through digital platforms.

- Target the Right Audience

You can show your ads to specific people based on age, location, or interests.

- Increase Sales

More visibility = more chances of getting customers.

- Cost-Effective

It helps save money by reaching more people online without spending on expensive ads like TV or newspapers.

- Build Brand Awareness

It helps your business become well-known online.

- Track Results

You can see how your ads are doing and improve them easily.

## What is SEO?

**SEO** means Search Engine Optimization, it is a strategy used for Digital Marketing

In order to increase the visibility of a website more frequently in search results.

### How it works?

It mainly depends upon

#### Crawling

Search engines send out bots (called crawlers or spiders) to visit web pages and collect information.

#### Indexing

The information collected is stored in a big database called an index. It helps the search engine remember and organize web pages.

#### Ranking

When you search for something, the search engine looks into its index and shows the most relevant and useful results, ranked from most to least helpful.

#### Benefits:

- **Boost the visibility:** Helps the audience to know more about the page

- **Increase the traffic:** more no of visits to the sites
- **Stand out of competitors:** Be the one in the top

## Types of SEO's:

There are mainly two types of SEO's

1. **On Page SEO:** It is nothing but optimizing the things directly on the page like title, description etc., In on page SEO we should focus on ensuring the websites easy to use and provide values to the user by answering their queries. The elements need to focus on page SEO are keywords, titles, URL, title, Meta tag(Short desc)

## ON Page SEO Factors

- **Meta Data:** Refers to information about a webpage that helps search engines understand what the page is about
- **Content:** Quality, relevant, and keyword-rich content is key for SEO and It should be useful to users and easy for search engines to understand.
- **Favicon:** A favicon is the tiny icon that you see in the browser tab.
- **URL Structure:** It is the clean, organized format of a website's link that helps the users and search engine to find and understand each page easily.
- **Sitemap:** A site map gives the overview of your website's structure by listing all the important pages which is written in XML format so that search engine can easily crawl the site.
- **Robot.TXT:** A file that tells search engines which pages to crawl or not crawl on your website.

**Off Page SEO:** It is nothing but promoting thru other social media, electronic media, influencers etc., Acquire high-quality backlinks from reputable websites.

Backlinking strategy in Off Page SEO

- Directories Submission
- Book Marking
- PDF Submission
- Article Submission

## Directory Submission:

- Directory submission is an off-page SEO technique where you submit your website URL to various online directories. These

directories categorize websites based on niche or industry, making your site more visible and accessible to users and search engines.

### **Importance**

- Improves Website Visibility
- Builds Backlinks
- Drives Targeted Traffic
- Increases Credibility

## Directory Submission Process

1. **Google search** - free directory submission sites
2. **Open any links in the sites**
  - **Business & Economy**
  - **Information Technology**
  - **Submit link / Add site**
3. **Select free link**

Fields marked with a \* are required.

Title:   
Information Technology

\*Category:

+ additional categ

\*Description:

\*Owner Name:

\*Owner Email:  Allow site administrator to send me newsletters.

META Keywords:   
Separate keywords by comma.

META Description:   
Limit:

We require the Reciprocal to be on the same domain as the link you are submitting.

4. \*Reciprocal To validate the reciprocal link please include the
5. **Fill the details and submit.**

## **Book Marking :**

Social bookmarking is an off-page SEO technique where you submit your website or blog links to various social bookmarking sites. These platforms allow users to store, organize, and share web pages publicly, which can help drive traffic and build backlinks to your site.

- Quality Backlinks
- Increased Visibility
- Targeted Traffic
- Boosts Domain Authority

### **How to bookmark in a website**

- 1. Get the url's from Manager or google search**
- 2. Open the Url**
- 3. Click on Register on Top of IT.**

**Username**

J

D  
fo

**Email**

**Password**

At least 5 characters

**Verify password**

**CAPTCHA**

Enter the following:



Your Answer

SOLVE media

[↻](#) [←](#) [?](#)

**User Name : LyrosTechnologies**

**Email : Company**

**Password : Anything have to remember**

**Captcha and Submit.**

**4.Click on Submit on top of the page**

**6.Provide the URL of the site including sub category of the web page**

7.

[Home](#) / [Submit](#)

## Article Details

### Story Title

Workforce Management Solutions in Hyderabad, Bangalore. India & USA | Lyr

Please enter the title of the story you are linking to. (max 400 characters)

### Tags

Workforce Management Solutions

Examples: web, programming, free software

### Description

No HTML

Write your own description of the news story you are submitting. It should be about 2 to 4 sentences long.

## Overview of Google Analytics and Webmaster

Google Analytics and Google Search Console (formerly called Google Webmaster Tools) are two essential tools for website management and digital marketing, but they serve different purposes:

### 1. Google Analytics

Purpose:

To track and analyse how users interact with your website.

Key Features:

Tracks visits, pageviews, bounce rates, session duration, etc.

Shows user demographics (age, location, device, etc.).

Helps analyse traffic sources (organic, direct, referral, social).

Measures conversions, goals, and user behaviour on-site.

Assists in evaluating the performance of marketing campaigns.

### 2. **Google Search Console (Webmaster)**

Purpose:

To monitor and maintain your site's presence in Google Search results.

Key Features:

Shows which queries bring users to your site (Search Performance).

Let's you submit sitemaps and individual URLs for crawling.

Notifies you of indexing issues, crawl errors, or manual penalties.

Shows backlinks (external links to your site).

Monitors mobile usability and Core Web Vitals.

### **What is Social Media Optimization:**

It a strategy that optimizes the brand value and engagement in the market like on social media platforms to enhance the visibility and traffic and also bulid the relationship with customer.

**Goal:** The main goal of SMO is to increase the brand presence and engagement in the market. In order to get more visibility of the page/product/brand and also to drive more traffic ultimately to boost the sales of the product.

### **How it works**

- **Content Optimization:** Creating and sharing high quality and engaging content that attract the audience.
- **Profile Optimization:** Up to date profile.
- **Engagement:** Actively participating in social media by interacting with the audience either in the live shows, answering to the queries of the audience in the comment box
- **Hashtag:** By using relevant hashtag's, the page/product can get more visibility in the market.
- **Building Community:** Building a circle with the followers.

**Types of Platforms:** YouTube, Instagram, twitter, linked in, Facebook....

### **What is its importance?**

SMO play a crucial role to get connect with their target audience, build brand, awareness on a particular product/brand.

### **What is Search Engine Marketing?**

Promoting your website by paying for ads on search engines like Google.

Example: Google Ads (your website appears at the top of Google with "Ad" label).

### **What is SMM?**

SMM stands for Social Media Marketing

Promoting your business using paid ads or organic posts on social media platforms.

Example: Running a paid ad on Instagram to promote your product.

## **What is App Store Optimization (ASO)? - Task**

App Store Optimization (ASO) is the process of improving the visibility and ranking of a mobile application in app stores such as Google Play Store and Apple App Store. Similar to how Search Engine Optimization (SEO) helps websites rank better in search engines, ASO ensures that mobile apps are discoverable by users and encourages downloads.

The primary goal of ASO is to increase organic downloads by making the app more attractive and easily discoverable to potential users. This is achieved by optimizing various elements such as the app title, description, keywords, visuals (like icons and screenshots), ratings, and reviews.

Objectives of App Store Optimization (ASO):

1. **Increase App Visibility:** Make sure the app appears when users search with relevant keywords.
2. **Increase Organic Downloads:** Get more users to download the app without spending money on ads.
3. **Improve Conversion Rate:** Make users more likely to download after viewing the app listing.
4. **Reach the Right Users:** Use keywords and categories that attract the target audience.
5. **Improve App Ranking:** A well-optimized app can rank higher in search and category rankings.

### **Key Elements of ASO:**

1. App Title / Name
  - Must be unique, descriptive, and include primary keywords
  - Example: "FitTrack - Fitness Tracker & Step Counter"
2. Subtitle / Short Description
  - Provides a concise summary of the app's functionality with relevant keywords
3. Long Description
  - Detailed information about app features and benefits
  - Keywords should be integrated naturally
4. Keywords (for iOS apps)
  - Keywords field in Apple App Store to help indexing
5. App Icon
  - Should be attractive and reflect your app's purpose.
6. Screenshots and Preview Video
  - Showcases the UI and features of the app

- Influences user decision to install
7. Ratings and Reviews
- Positive feedback improves credibility and rankings
8. Update Frequency
- Regular updates show that the app is actively maintained
9. Localization
- Translating app content to other languages
10. Category Selection
- Selecting the most relevant category increases chances of visibility