

## Search Engine Marketing (SEM):-

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages.

It includes Two kind of listing :-

(1)Free listing Technique - **Search Engine Optimization (SEO):-**

You can get free listing in search engine result pages without paying money for keywords in which you want to Target.

**See following example of free listing:-**

https://www.google.com/search?biw=1280&bih=609&ei=W3MbXJDXGsTSvATW5augBg&aq=digital+marketing+courses&oq=digital marketing courses

digital marketing courses

Keyword difficulty: 65.89% (for google.com database) — View full report for this keyword

- 1. Top 10 Digital Marketing Courses in Mumbai with Classroom Training**  
<https://digitaldeepak.com> > Digital Marketing ▾  
Sep 12, 2015 - They have an advanced **Digital Marketing Course** which has the following Modules: Module 1 – Search Engine Optimization Course (SEO) Module 2 – Google Adwords & Mobile Marketing (PPC) Module 3 – **Social Media** Optimization Course (SMO) Module 4 – Google Analytics.  
L: 4 LD: 14.1K I: 2 Rank: 106K Age: 2013|04|19 whois source Rank: 679K  
Adv Disp Ads: 1 Pub Disp Ads: 0
- 2. 6 Month Digital Marketing Course in Mumbai | Digital Marketing Institute**  
<https://iide.co/> ▾  
IIDE is a Digital Marketing Institute which provides the best, 6 month **Digital Marketing Course** in Mumbai with advance Digital Marketing Skills.  
L: 448 LD: 2.00K I: 1 Rank: 626K Age: 2017|06|02 whois source  
Rank: 3.23M Adv Disp Ads: 0 Pub Disp Ads: 0
- 3. Top 12 Digital Marketing Courses in Mumbai with Placement Assistance**  
<https://mindsnoop.com/digital-marketing-courses-in-mumbai/> ▾  
Top 12 **Digital Marketing Courses** in Mumbai with Placement Assistance. IIDE- Indian Institute of Digital Education. Freelancers Academy. School of **Digital Marketing**. Edupristine **digital marketing** course. Operating Media. The brand salon (TBS) **digital marketing** training. Learning catalyst **digital marketing** course. S P ...

(2)Paid listing Technique - **PPC (Pay Per Click):-**

Advertisers pay a fee each time one of their ads is clicked.

**For example :-** Two advertisers **A, B** and they want paid listing for “digital marketing courses” keyword when someone searches on google.com.

A advertiser bidding maximum pay per click amount for this keyword **50rs.**

B advertiser bidding maximum pay per click amount for this keyword **48rs.**



Note:- Advertisers pay a fee each time one of their ads is clicked according their bid amount they have set.


For this keyword

**See following example of paid listing.**

<https://www.google.com/search?biw=1280&bih=609&ei=W3MbXJDXGsTSvATW5augBg&q=digital+marketing+course>

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

 Keyword difficulty: **65.09%** (for google.com database) — View [full report](#) for this keyword

[All](#) [Images](#) [News](#) [Maps](#) [Books](#) [More](#) [Settings](#) [Tools](#)

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

About 1,05,00,00,000 results (0.92 seconds)

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 [www.ommaurya.com/Digital/Marketing/](http://www.ommaurya.com/Digital/Marketing/) 

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# SEO: (Free listing Technique).

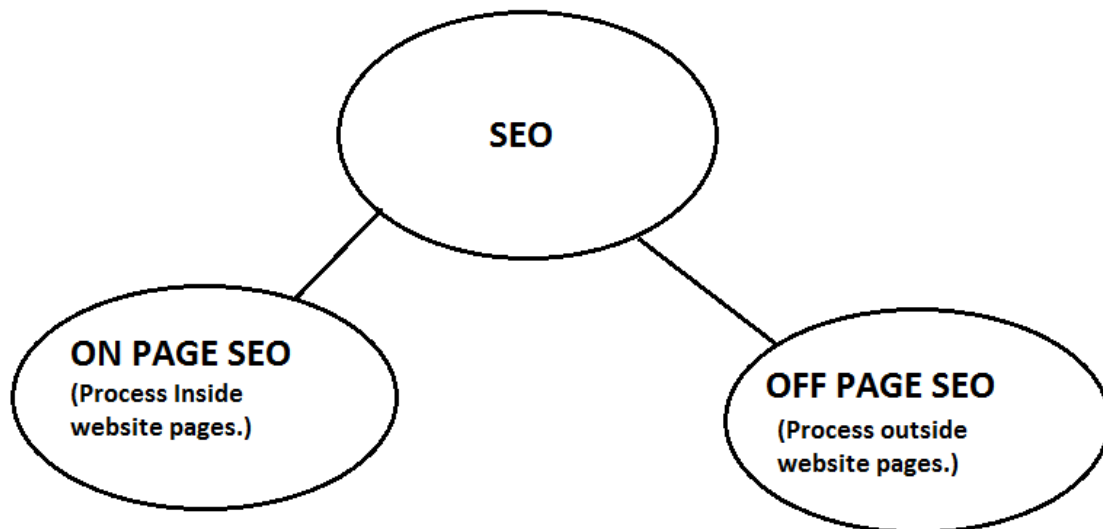
SEO is process of optimizing a website according search engine

Guide lines to make Website **search engine friendly** and **increase website traffic**.

## SEO PURPOSE:-

- (1) Increase website traffic.
- (2) Make website search engine friendly.
- (3) To make your website easily findable over the web To increase the visibility
- (4) To scale up the number of Leads from the Website .

Search engine optimization is broken down into two basic areas: -



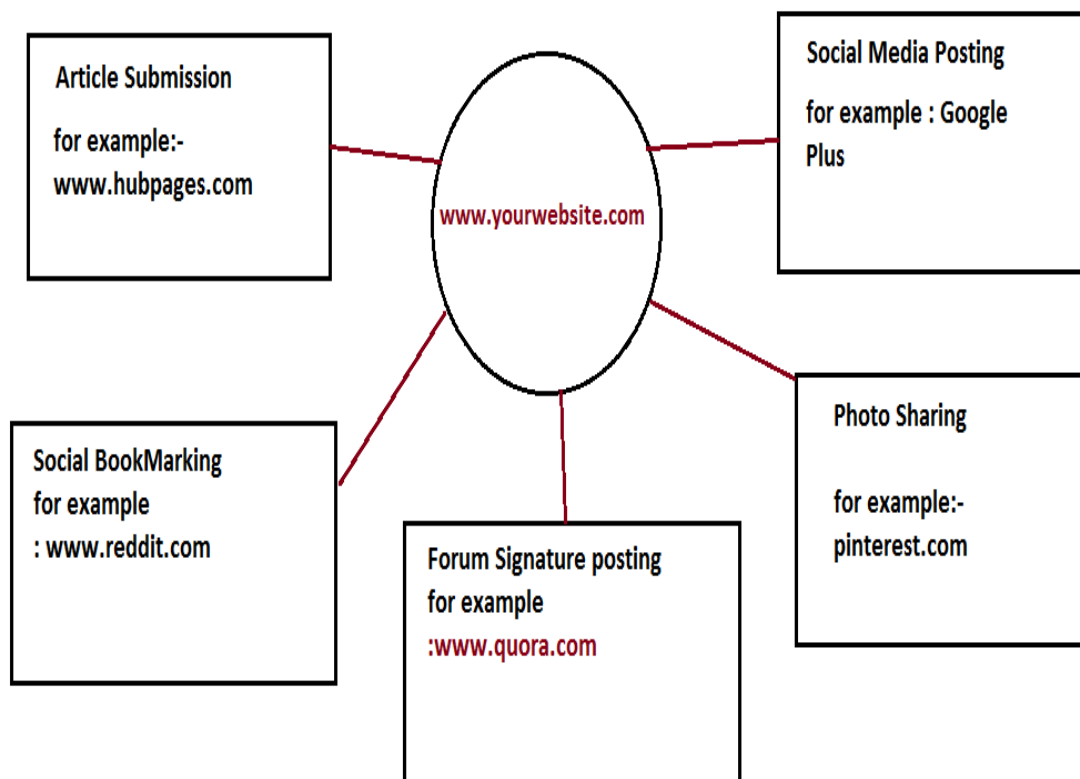
**( 1) ON-Page optimization(Process inside the website Pages.):-**

It is process of optimizing website content as well as website html source code to make website search engine friendly.

**( 2) OFF-Page optimization.(Process outside the website Pages.)**

It is process of creating backlinks for your website from other relevant websites.

**Note:- Backlinks are incoming links to a webpage.**

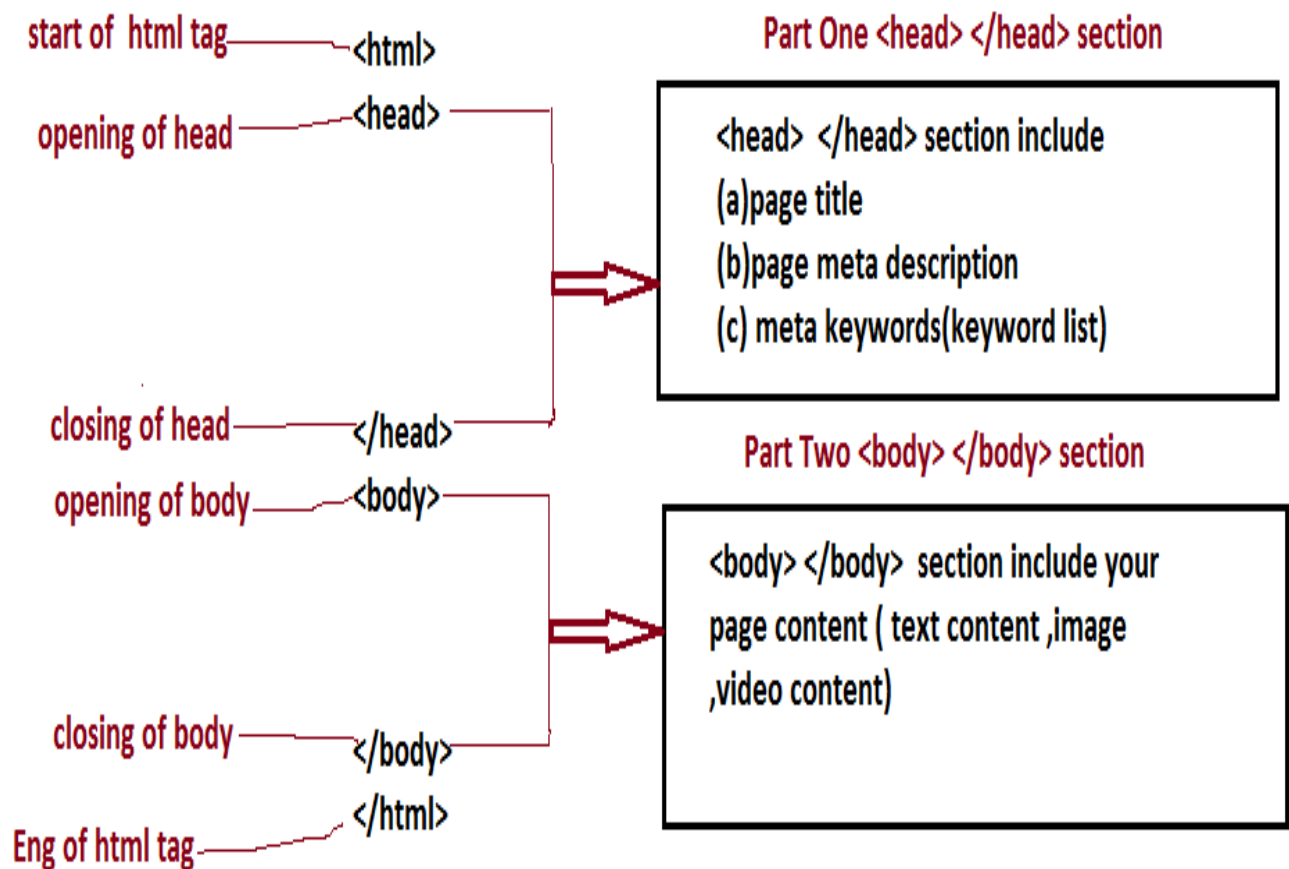


**Crawling** :- In this process a crawler is a program that visits Web sites and reads their pages and other information in order to create entries for a search engine index.

**Google Indexing:-** Google indexing is the process of adding webpages into Google search.

## On page SEO process step by step guide:-

### Html Structure:-



### Important On-page SEO points :-

#### 1 seo friendly url:-

a)it should include your main focus keyword

b) Separate each word by hyphen

c) small Letters

**example :**

www.yourdomain.com/digital-marketing-course.html

## **2) Page title :-**

a) it should start with main focus keyword

b) its length should be 65 characters which count space also

HTML CODE FORMAT :-

```
<title> main focus keyword</title>
```

For example:-

```
<title> Digital Marketing training institute in virar</title>
```

## **3) page description(meta description):-**

a) Its Describe your web page

b) Its should include your main focus keyword with description

c) Its should be 155 to 165 characters with include space

HTML CODE FORMAT :-

```
<meta name="description" content="your page description with main focus keyword" />
```

For example:-

```
<meta name="description" content="Are you looking for Digital Marketing Training Institutes in Virar West, Mumbai, Then your search is over. " />
```

#### **4)Meta keyword:-**

- a)it include your targeted keywords list minimum 5 keywords.
- b)and each keywords separate by comma

HTML CODE FORMAT :-

```
<meta name="keywords" content="keyword1,keyword2,keyword3,keyword4,keyword5,...." />
```

For example:-

```
<meta name="keywords" content="List of Digital Marketing Training Institutes in virar West,Mumbai, Reviews, Map, Address, Phone number, Contact Number, local, popular Digital Marketing Training Institutes, top Digital Marketing Training Institutes" />
```

**5) your web page content should include <H1>,<H2>,<h3> html tags with main focus keyword**

**6) your first hundred words of your first paragraph should include your main focus keyword**

**7) your web page content paragraph should include LSI keywords(search related keywords)**

**8)Your web page should include 2 internal links and 2 external links**

example :-

```
<a href="seo-friendly-url.html" Title="main focus keyword"> Anchor Text </a>
```

#### **9)image optimization:-**

- a)image name should include your main focus main keyword
- exp:-





## Important OFF page SEO points :-

### 1. Social Media Sharing :

Share your website links and blog post to your Facebook profile ,facebook page,facebook groups which are relevant to your topics.

### 2. Forums (Q/A link Building)

People often search for the answers on the internet and several webmasters use this opportunity for link building purpose.

Take [Quora](#) the No 1 question and answers discussing website. Most visitors type their questions and get the answer

### 3. Social Bookmarking

Social Bookmarking is a way people use for bookmarking or store their favorite web pages, articles, videos, etc.

Many Social Bookmarking websites links are Dofollow which allow Google to follow them and rank their websites.

Example : [digg.com/submit](#) , [StumbleUpon.com](#)

## 4. Blog Comments

Blog Commenting is my favorite OFF-page SEO link building method by this method you can build powerful backlinks to rank your website.

For example: To comment on digital marketing blogs

Search in google “ digital marketing blogspot”

Digital marketing post comment

Digital marketing blog

## 5. Web 2.0:

Web 2.0 link building is the great tactics and Secret method for ranking websites.

By default, every web 2.0 websites such as WordPress, Blogger, Weebly has high page rank and Domain authority.

When we use these sites for link building it works great when done correctly.

The biggest advantage of using this Off-page SEO tactic is that you can have full control to handle the links.

By having full authority you can change links, modify anchor texts, add or even delete backlinks.

### ***How to create web 2.0 links?***

SELECT top five web 2.0 websites.

Create a website with anchor name in the domain name.

For example, if you want to rank for php.com , create website name as phptraining.wordpress.com or phptutorials.wordpress.com

Your blog should have necessary pages like Home, About, Contact us, etc.

Then write 300 – 500 words content with perfect ON-page SEO and link to your website with powerful anchor texts.

Since web 2.0's take a long time to get indexed on Google, Use link indexing services to index your Web 2.0 articles soon.

To make even more effective bookmark web 2.0 articles on social bookmarking sites and also share on social media sites.

## **6. Profile links:**

Good profile links can improve your website ranking. It will not only act as backlink but it is most than a backlink that will increase your overall website branding.

Getting profile links from popular websites will act as a good consideration for Google to judge your website and rank on top search results.

So join the most popular social media websites with high DA and go to the settings and look for the website or Home Page box and add your website homepage URL.

## **7. Directory Submission:**

Listing your website on directories is part of SEO to get powerful backlinks to your website.

In order to get quality backlinks, you need high PR directory websites which give dofollow backlinks.

Although directory submissions are easy most people find it difficult for listing their websites. For example <http://www.bloghub.com>

## **8. Article Submission:**

Write article to your relevant topics on website like hubpages.com & creating backlinks inside article content.

## **9. Infographics images :-**

Pin infographics images on **pinterest.com**

Pinterest is a web and mobile application company that operates a software system designed to discover information on the World Wide Web, mainly using images and on a shorter scale, GIFs and videos.