



# **AI - POWERED DIGITAL MARKETING COURSE MATERIAL**

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# WEBSITE DESIGNING

## What is a Website?

A **website** is a collection of web pages that are connected and accessible through the internet using a web browser. Websites can contain **text, images, videos, and interactive elements**, and they are usually identified by a unique domain name.

Domain + Hosting = Website

Example: <https://www.odmt.in/>

## What is a Domain?

**Domain** means **Name of the website**. A **domain** is the unique web address that people use to visit a website. It is what users type into their browser's address bar to access a site. For example, <https://www.odmt.in/> is a domain.

## How Does a Domain Work?

When you enter a domain (e.g., <https://www.odmt.in/>) into your browser, it connects to a **Domain Name System (DNS)**.

The DNS translates the domain name into an **IP address** (e.g., 192.168.1.1), which identifies the server where the website is hosted.

Your browser then loads the website from that server.

## Parts of a Domain Name

**Example:** <https://www.odmt.in/>

**WWW** – (World Wide Web) A common subdomain (optional).

**odmt** – The unique name chosen for a website.

**.in** – The **Top-Level Domain (TLD)**, also known as the domain extension

## How to Get a Domain?

You can **buy and register a domain** from domain registrars like:

- ✓ **Bluehost**
- ✓ **Hostinger**
- ✓ **Go Daddy**
- ✓ **Big rock**

## What are Domain Extensions?

**A domain extension is the ending part of a website address. It specifies the type or purpose of a website.**

**.com** – Commercial or general use

**.org** – Nonprofits & organizations

**.net** – Networking & technology

**.edu** – Educational institutions

**.gov** – Government websites

Country Code:

**.us** (United States), **.uk** (United Kingdom), **.ca** (Canada), **.in** (India)

## **Domain name Techniques:**

Choosing a good domain name is important for your website's success. A short domain name (e.g., **google.com**) is easier to remember.

Avoid long or complicated names. Use words that describe what your website is about.

Short and simple (less than 15 letters)

Easy to spell and pronounce

Related to your business or niche

Free of numbers and hyphens

Available for registration

Difference between https vs http?

Both **HTTP** and **HTTPS** are protocols used to transfer data between a web browser and a website.

**HTTP (HyperText Transfer Protocol)** is a protocol used for communication between web browsers and servers. It allows users to load web pages and transfer data. Data sent through HTTP is **not encrypted**, making it vulnerable to hackers. No encryption, meaning data (like passwords) can be stolen. Not secure for online transactions or sensitive information. Most modern browsers now warn users when visiting HTTP sites.

**HTTPS (HyperText Transfer Protocol Secure)** is a secure version of HTTP. It uses **SSL encryption** to protect data. Ensures that data sent between a browser and a website is **safe from hackers**. Encrypts data to prevent hacking. Improves user trust and security. Helps with **SEO ranking** (Google prefers HTTPS websites). Required for online payments and sensitive transactions.

SSL = secured socket layer

## What is a Server ?

**Server** means where all our websites are present . It stores, processes, and delivers websites to users over the internet. When someone enters a website URL in a browser, the web server retrieves the requested web page and sends it to the browser for display.

### How Does a Web Server Work with WordPress?

A user types your website's domain (e.g., **example.com**) in a browser.

The **web server** receives the request and retrieves the necessary WordPress files.

The **PHP processor** runs the WordPress core, and the **database server** (MySQL/MariaDB) fetches the content.

The **web server** sends the final web page back to the user's browser

# What is Hosting?

**Hosting** means **Space inside the server**. Hosting refers to the service that allows individuals and organizations to publish their websites on the internet. It involves storing your website's files (such as images, videos, and text) on a **server** and making them accessible to visitors through a **domain name** (like <https://www.amazon.in/>)

## Types of Hosting

**Shared Hosting:** Many websites share one server (like sharing a house with roommates). Cheap, but shared with others.

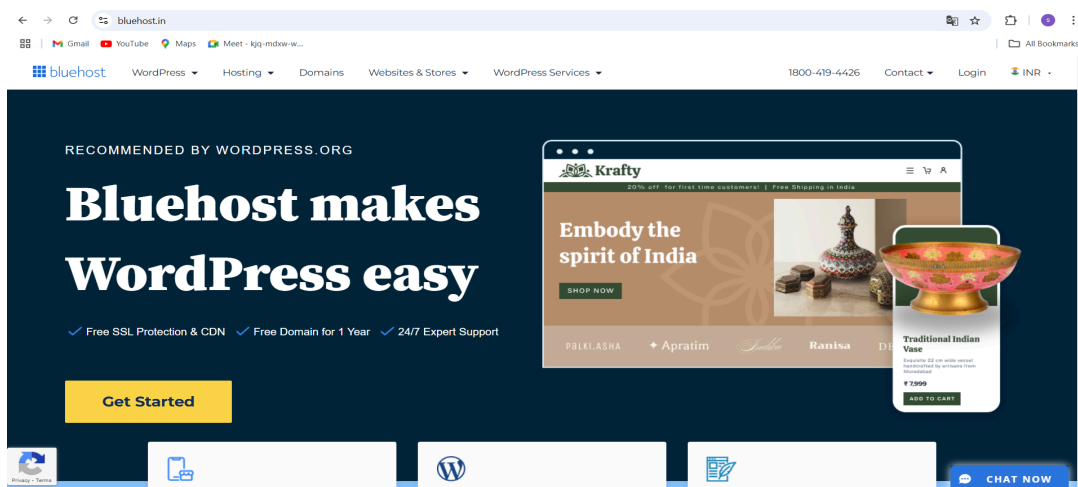
**VPS (Virtual Private Server) Hosting:** Many websites share one server (like sharing a house with roommates). More control, but still sharing.

**Dedicated Hosting:** You get a whole server to yourself (like owning a house). The best performance, but costly.

## Step-by-Step Guide to Buying a Domain and Hosting on Bluehost:

### Step 1: Visit the Bluehost Website

Open your web browser and go to [www.bluehost.com](http://www.bluehost.com).



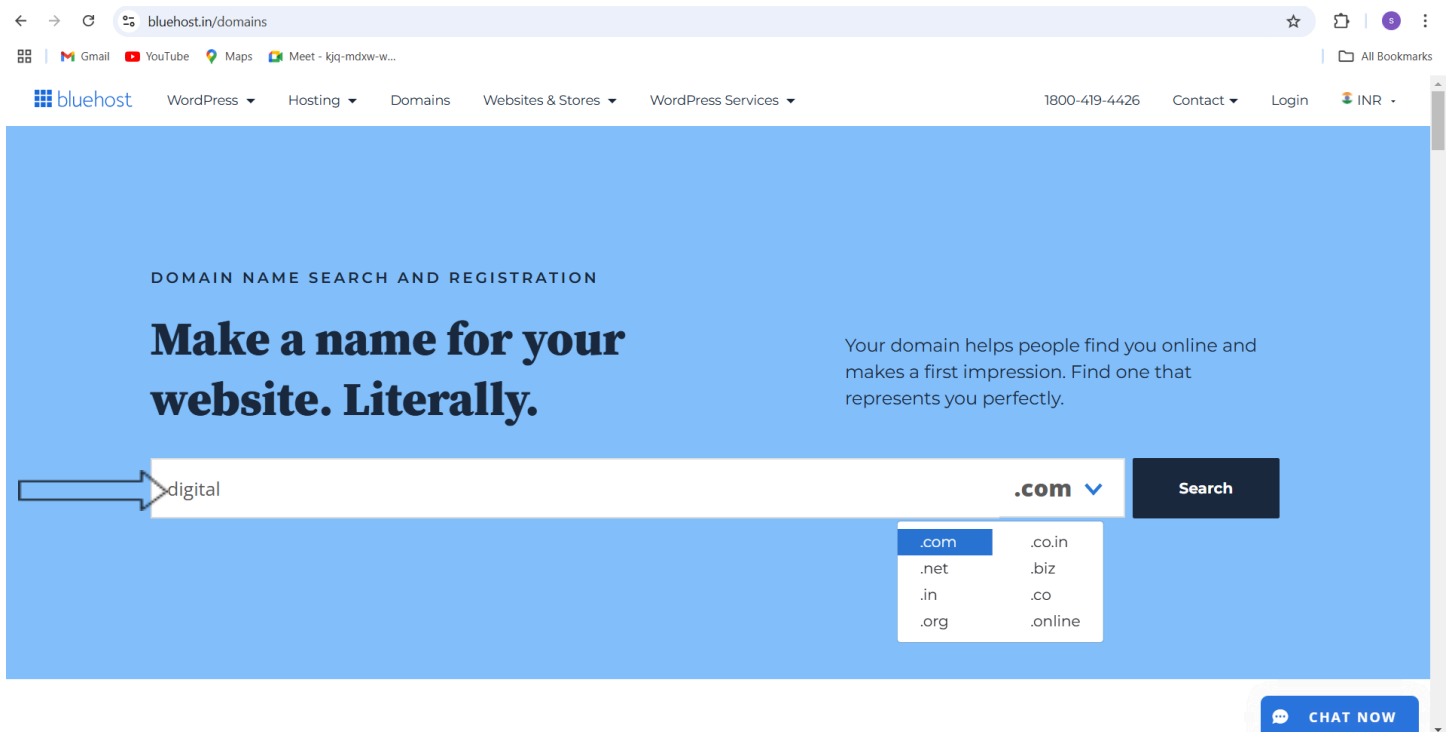
## Step 2: Choose a Domain Name

Now, you need to register a domain name. You have three options:

**Create a new domain** – Type your desired domain name in the search bar (e.g., **yourwebsite.com**).

**Use an existing domain** – If you already have a domain from another provider, enter it here.

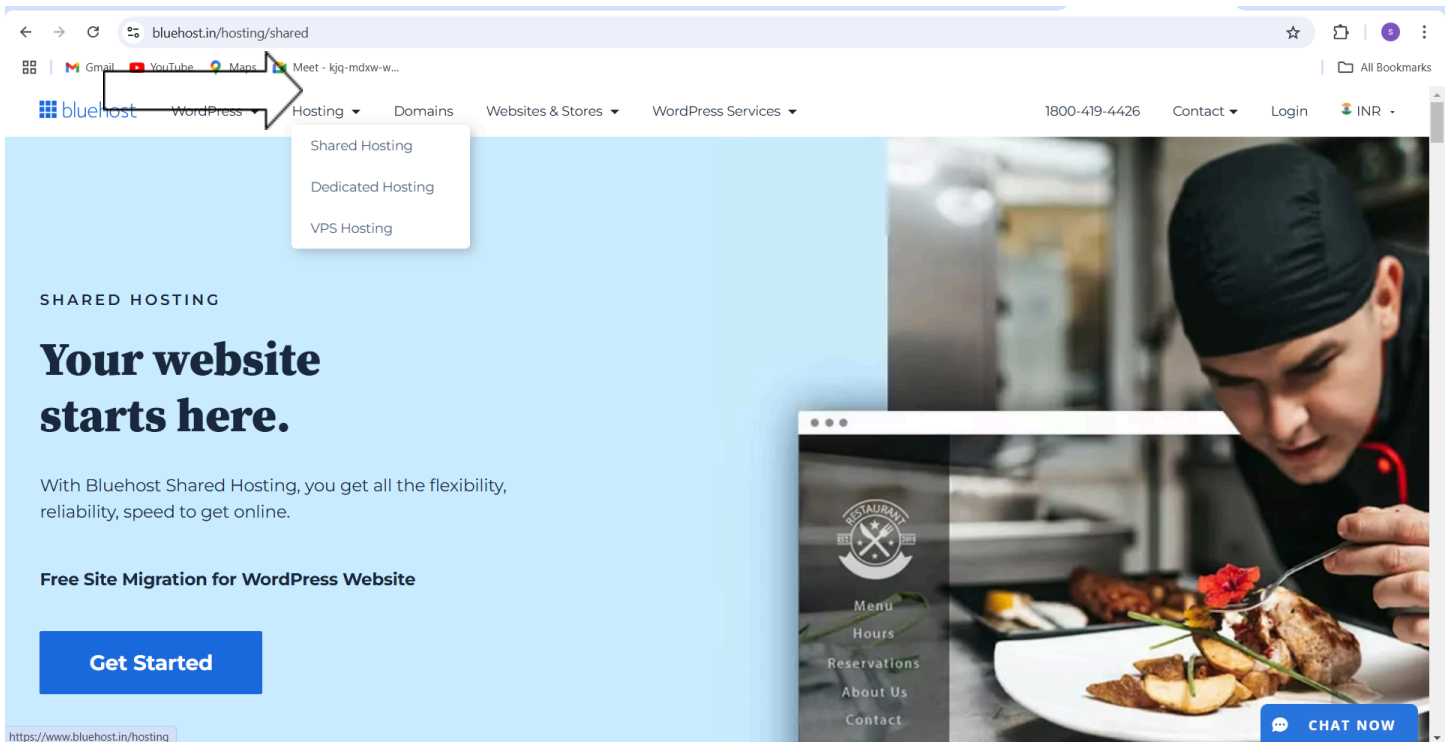
**Skip and choose later** – If you don't have a domain yet, you can choose one later.



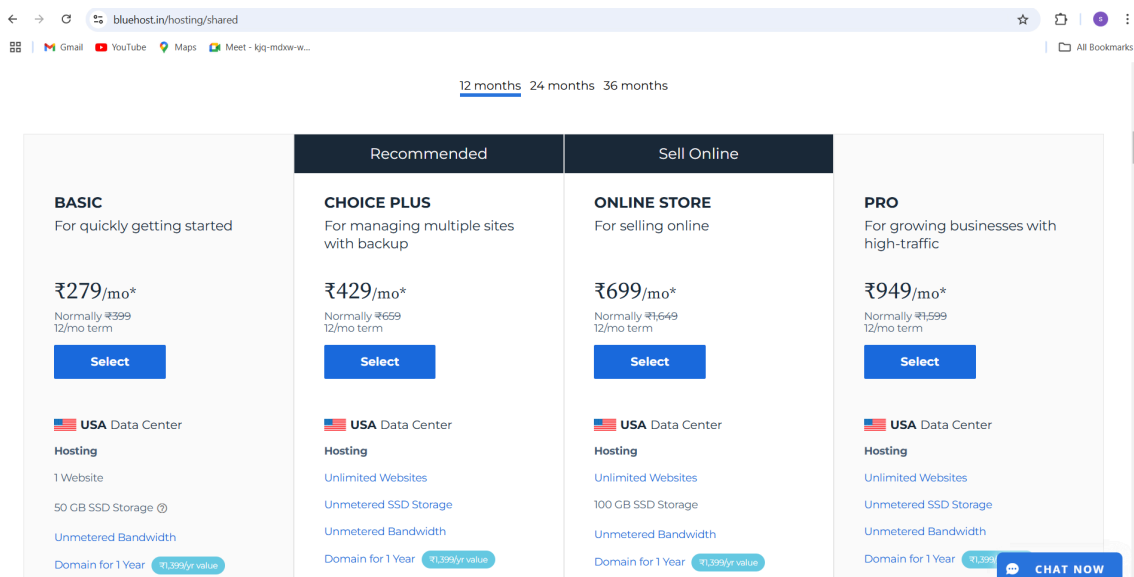
Click **“Search”** after Entering your domain name and check it is available or not. After that You have to Choose a Hosting Plan.

## Step 3: Choose a Hosting Plan

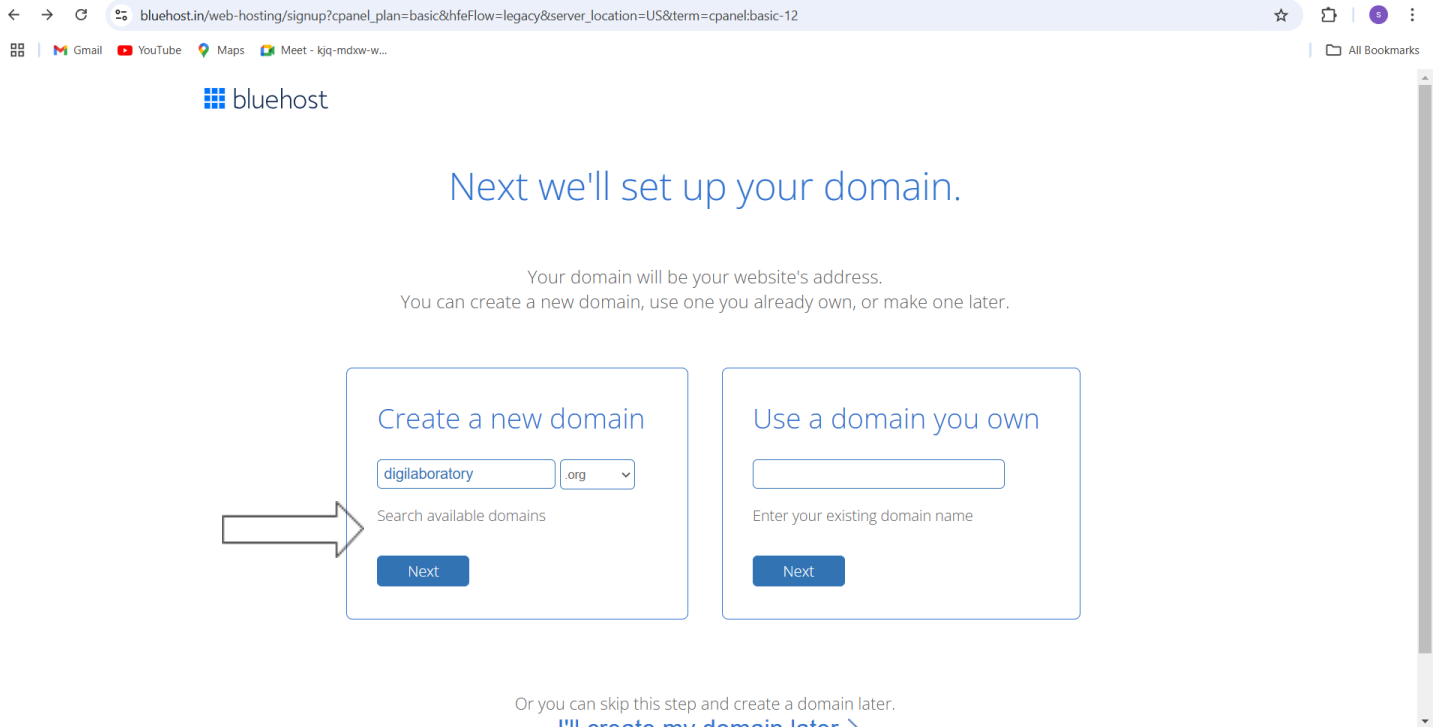
Bluehost offers different hosting plans. Since you are looking for **shared hosting**, you will see these options:



- Basic Plan** – Suitable for one website (recommended for beginners).
- Choice Plus Plan** – Good for multiple websites.
- Online store Plan** – Includes domain privacy and site backup.
- Pro Plan** – Best for high-performance websites.



Click **“Select”** to proceed



Again Entering your domain name here.

#### **Step 4: Enter Your Account Information**

Fill in your personal details, such as:

First Name, Last Name

Business Name (optional)

Country, Address, Phone Number

Email Address (Important! Bluehost will send login details here)

bluehost.in/web-hosting/signup

Create your account

**The domain digilaboratory.org is available!**

Use Google Single Sign-On to make creating your account even easier.

Sign in with Google

Account Information

All fields are required unless otherwise noted.

First Name

Last Name

(optional) Business Name

Country

Street Address

City

## Step 5: Choose Your Package and Extras

You'll see your selected plan and pricing options:

12 months (1 year) – Cheaper upfront, but renewal costs are higher.

36 months (3 years) – Best long-term value, lower monthly cost.

bluehost.in/web-hosting/signup/billdesk/cancel/ct1eeeff463c35a8f378db2c5938291000fd2041a619040655231f012a14009239f5a550959d71437ab9e63c09af7f69

Package Information

Account Plan	<input type="text" value="Basic Web Hosting 12 Month Price - ₹279/mo."/>
Server Location	United States
Hosting Price	₹3,348 (₹279 for 12 months)
Primary Domain Registration	Free
Let's Encrypt SSL	Free - terms

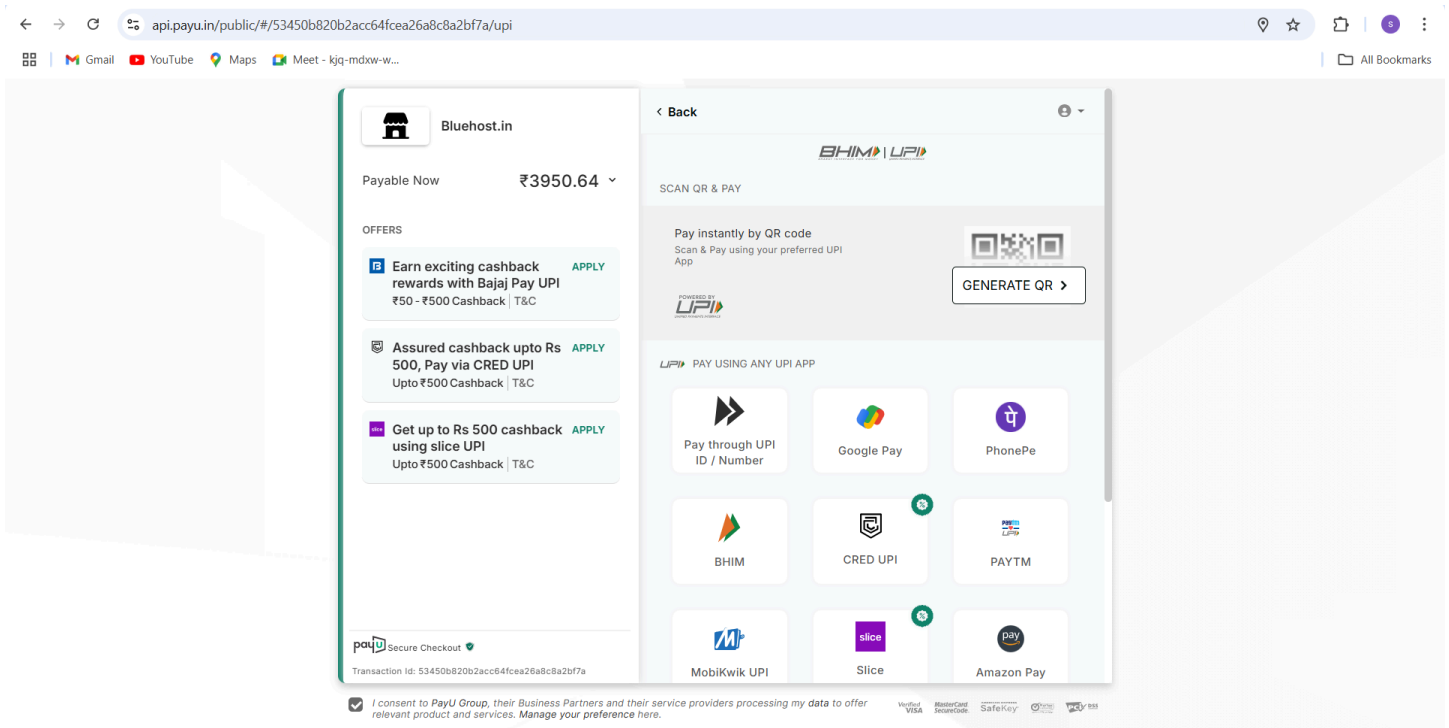
Package Extras

Domain Privacy + Protection	<input checked="" type="checkbox"/> - ₹37.42 per month (Billed annually at ₹449 .digilaboratory.org) <a href="#">More information</a>
Website Backup Protection	<input checked="" type="checkbox"/> - ₹119 per month (Billed annually at ₹1,428) <a href="#">More information</a>
Protect Your Site with Comodo SSL	<input checked="" type="checkbox"/> - ₹149 per month (Billed annually at ₹1,788) <a href="#">More information</a>
Boost SEO Ranking with Yoast Premium	<input checked="" type="checkbox"/> - ₹229 per month (Billed annually at ₹2,748) <a href="#">More information</a>
Website Malware Protection	<input checked="" type="checkbox"/> - ₹99 per month (Billed annually at ₹1,188) <a href="#">More information</a>
<b>Savings</b>	<b>₹1,440 (30% off)</b>

After Submitting your details you are redirected to:

## Step 6: Enter Payment Details

1. Enter your **credit/debit card** details (Visa, MasterCard, or PayPal).
2. Check the **Terms and Conditions** box.
3. Click **“Submit”** to complete your purchase



## Step 7: Log in to Your Bluehost Account

Go to [www.bluehost.com](http://www.bluehost.com) and click **“Login”** at the top-right corner.

Enter your **email or rootdomain and password** (from the confirmation email).

Click **“Login”** to access your Bluehost dashboard.

## Step 8: Install WordPress (For Website Setup)

In your **Bluehost Dashboard**, find the **WordPress Install** option.

Click **“Install WordPress”** and follow the setup instructions.

Choose your domain and click **Install**.



bluehost | WordPress | Hosting | Domains | Websites & Stores | WordPress Services | 1800-419-4426 | Contact | Login | INR

RECOMMENDED BY WORDPRESS.ORG

# Bluehost makes WordPress easy

✓ Free SSL Protection & CDN ✓ Free Domain for 1 Year ✓ 24/7 Expert Support

**Get Started**

Privacy - Terms | Mobile | WordPress | CHAT NOW

my.bluehost.in/web-hosting/cplogin

We just launched a new & improved experience!

- If you have previously transacted on bluehost.com (in USD) [Click Here](#)
- If you created an account on bluehost.in before 20th November 2019 [Click Here](#)

Hosting Login  Webmail Login

## Log in to your account

Domain Name  
domain

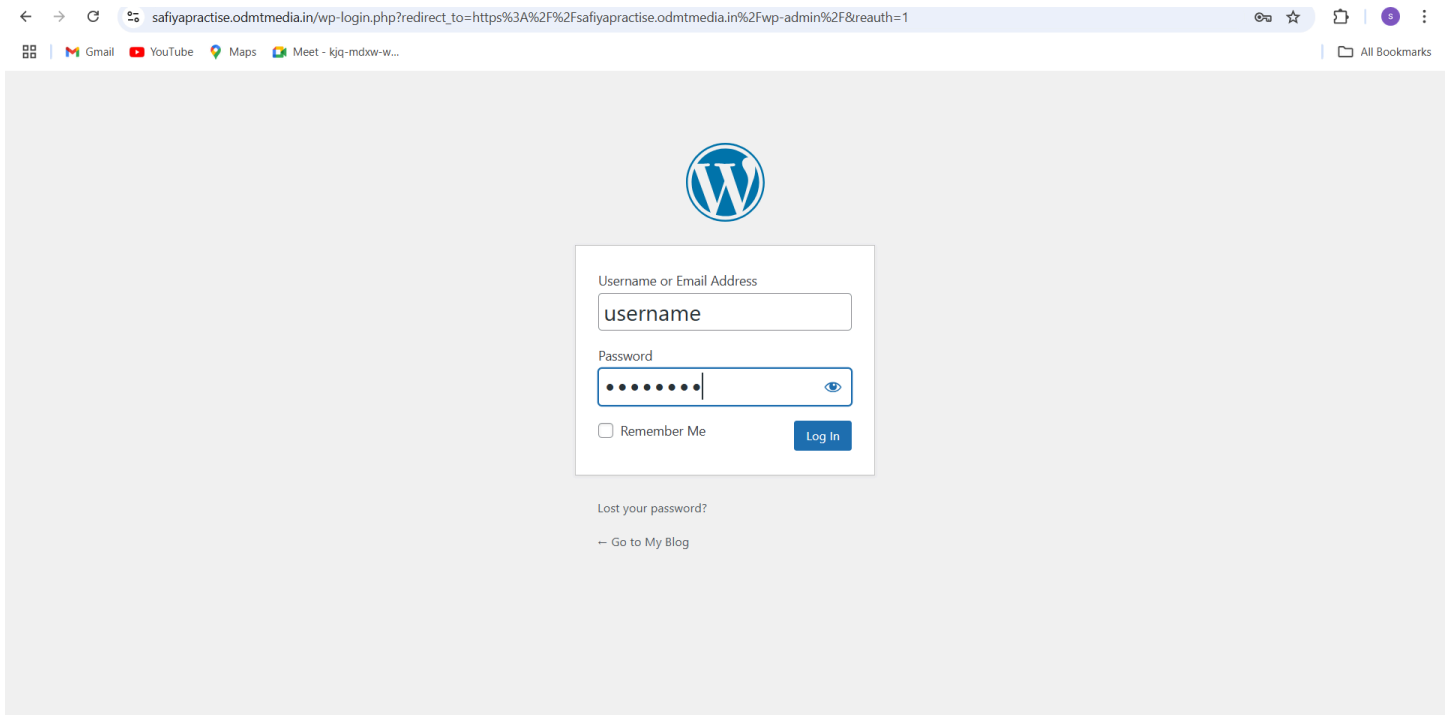
Password  
.....

**Log In**

[Forgot Password](#) [Create Account](#)

# How to login to your wordpress Dashboard:

<https://www.website.in/wp-admin>



## Basic WordPress Website Structure:

When you create a website in **WordPress**, it has a basic structure that includes **Pages, Themes, Menus, and Customization Options**. Here's a simple guide to understanding how WordPress works:

### Pages(Static Content):

Pages are used for **static content** that doesn't change often (e.g., Home, About Us, Contact).

**Home Page** – The main page visitors see first.

**About Us** – Information about your business or brand.

**Services/Products** – Describes what you offer.

**Blog** – If you post regular articles or updates.

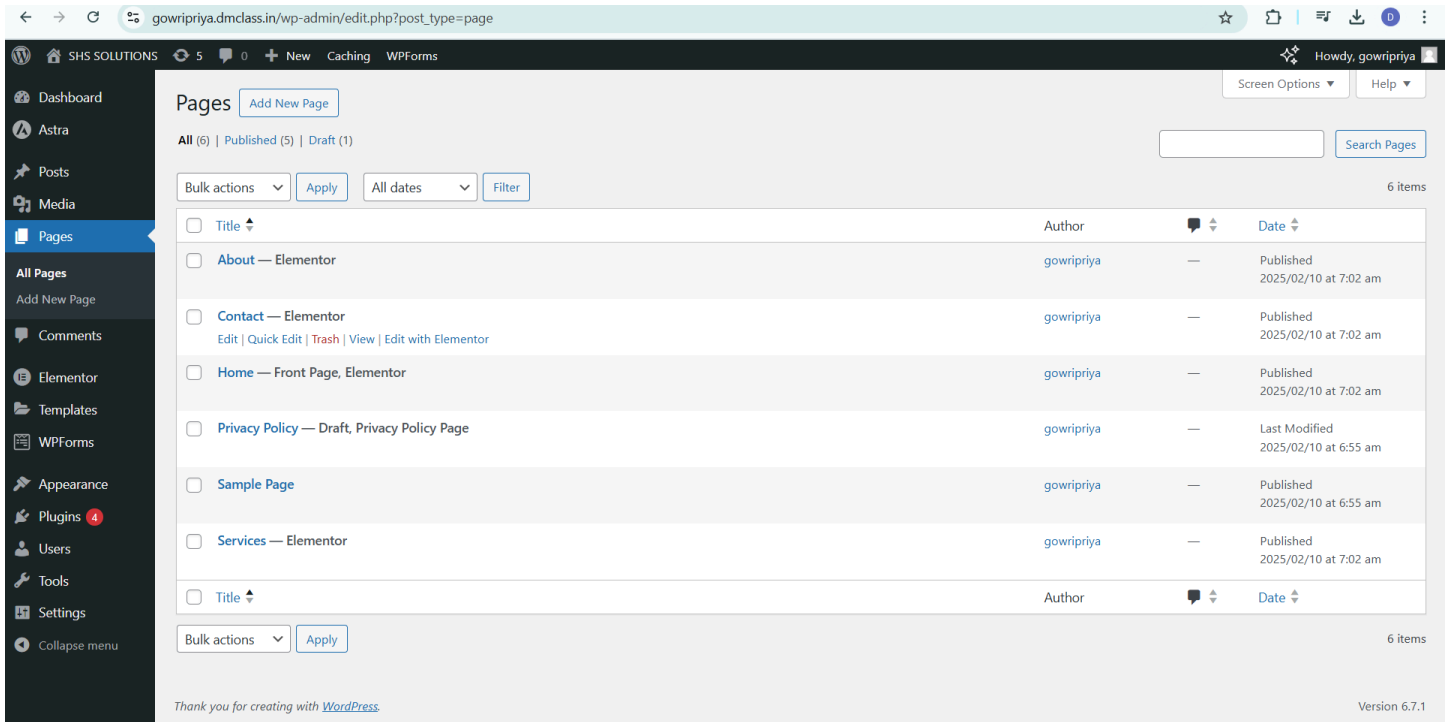
**Contact Us** – Includes a contact form, email, or address.

## How to Create a Page in WordPress?

Go to **WordPress Dashboard** → Click **Pages** → **Add New**.

Enter a **title** (e.g., "About Us") and write content.

Click **Publish** to make it live.



## Themes(Website Design):

A theme controls how your website looks (layout, colors, fonts).

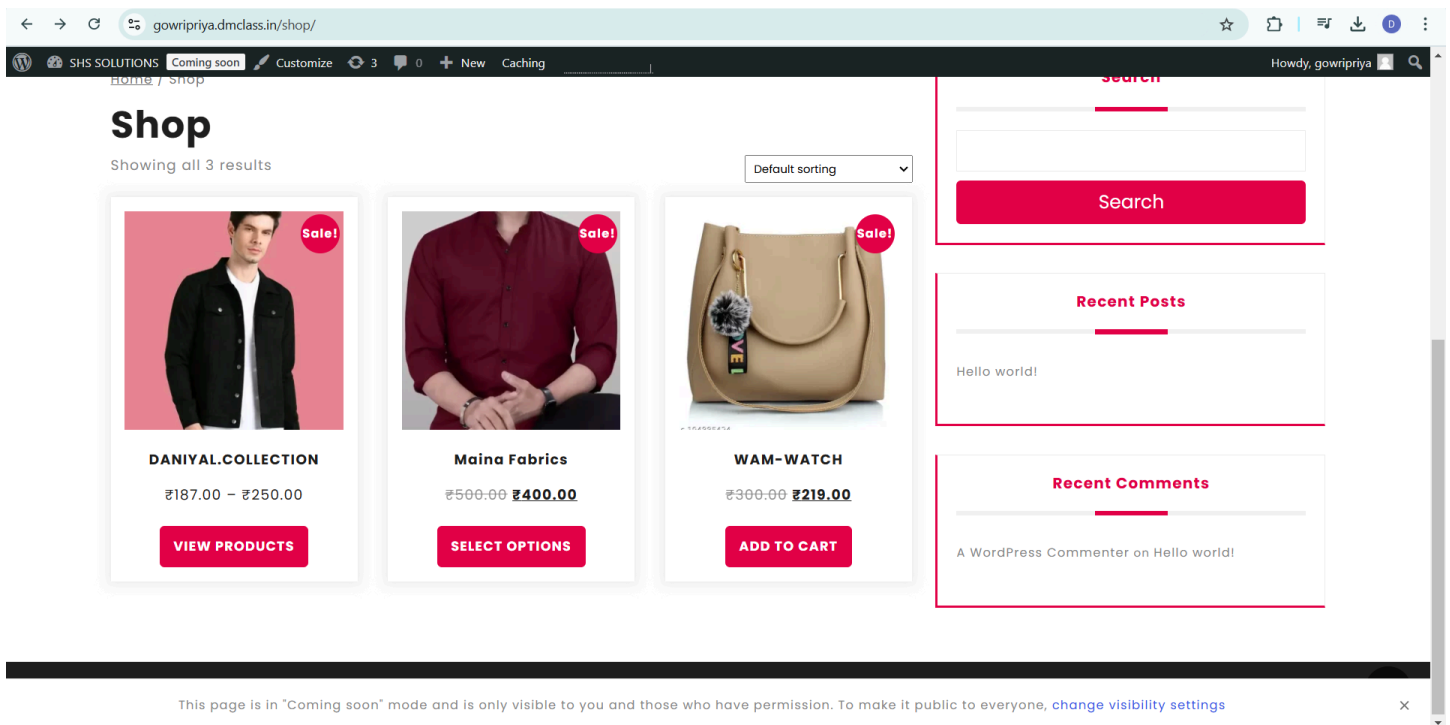
WordPress has **free and paid themes**.

### How to Change a Theme?

Go to **Dashboard** → **Appearance** → **Themes**.

Click **"Add New"** to browse themes.

Click **"Install"**, then **"Activate"** your chosen theme.



## Menus (Website Navigation):

Menus help visitors navigate your website.

You can add **Pages, Posts, Categories, or Custom Links** to a menu.

### **How to Create a Menu in WordPress?**

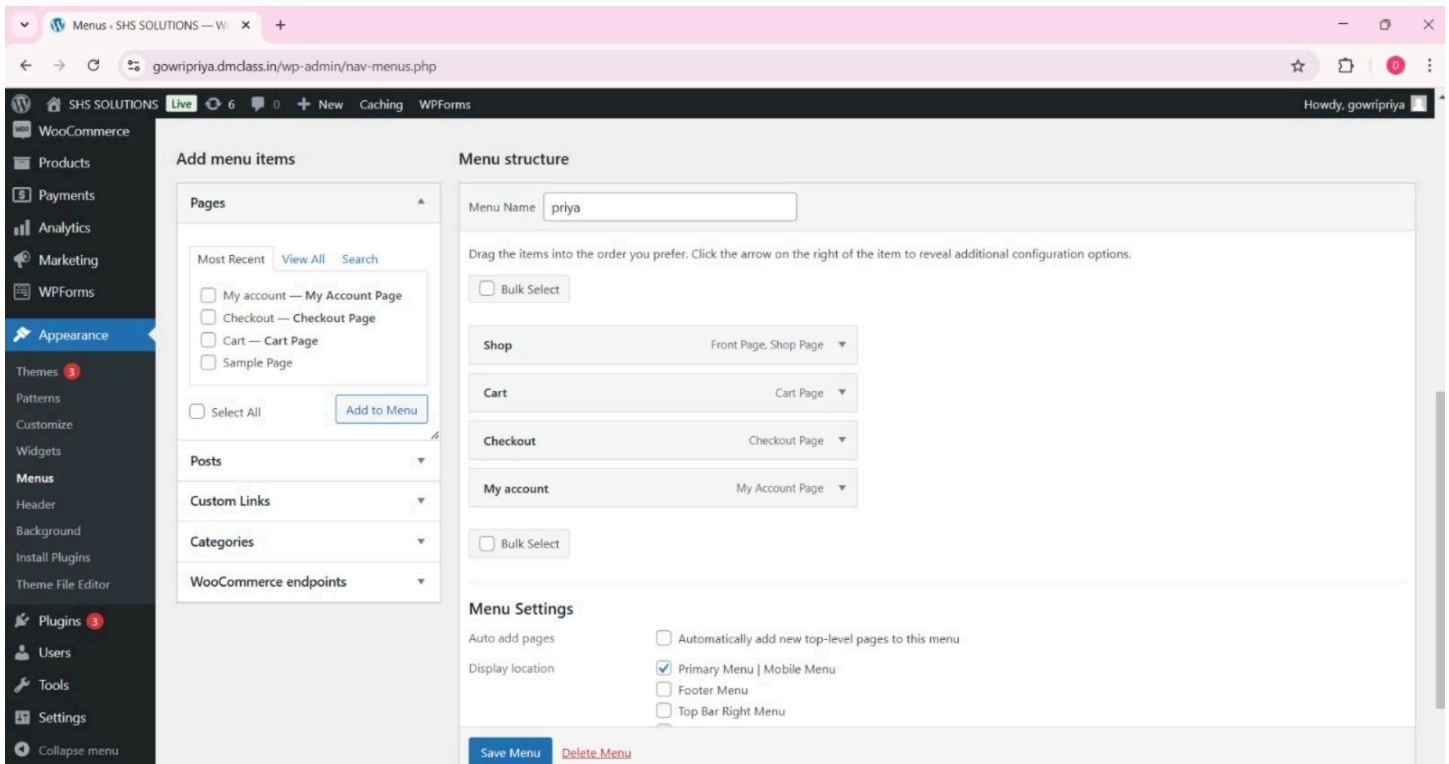
Go to **Dashboard** → **Appearance** → **Menus**.

Click **Create a New Menu** and give it a name (e.g., "Main Menu").

Add **Pages, Posts, or Custom Links** to the menu.

Select the **menu location** (e.g., Header or Footer).

Click **Save Menu**



## Customize (Website Settings & Design):

The **Customizer** allows you to edit your website's appearance and settings in real-time.

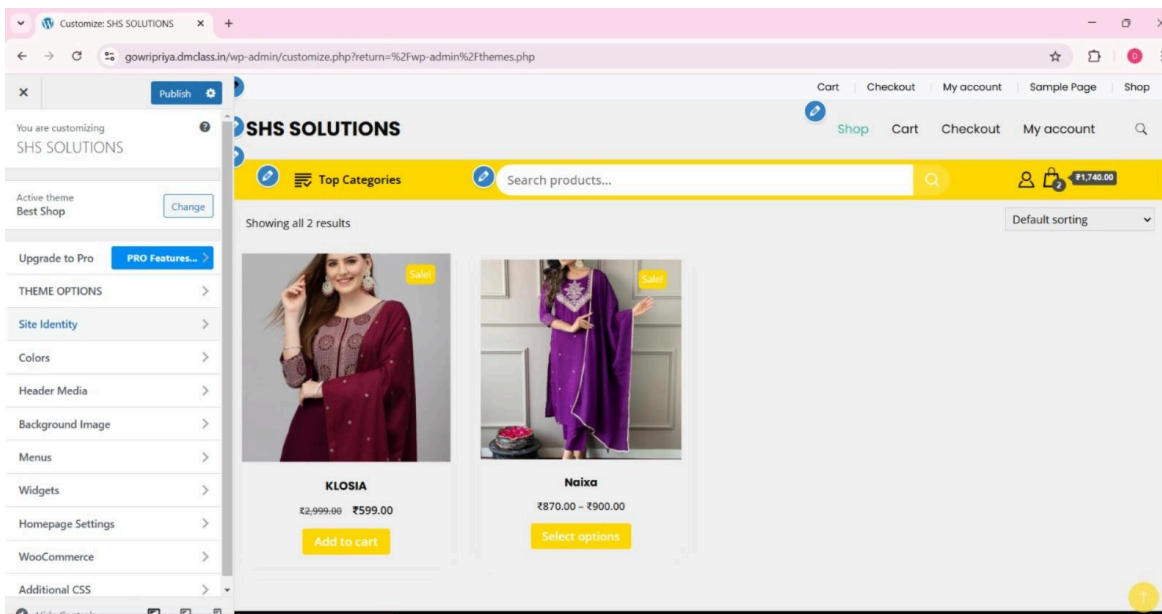
### **How to Customize Your WordPress Site?**

Go to **Dashboard** → **Appearance** → **Customize**.

From here, you can edit:

- Site Identity (Logo, Site Title, Tagline)
- Colors & Fonts
- Header & Footer
- Homepage Settings
- Menus & Widgets

Click **Publish** to save changes.



## Plugins:

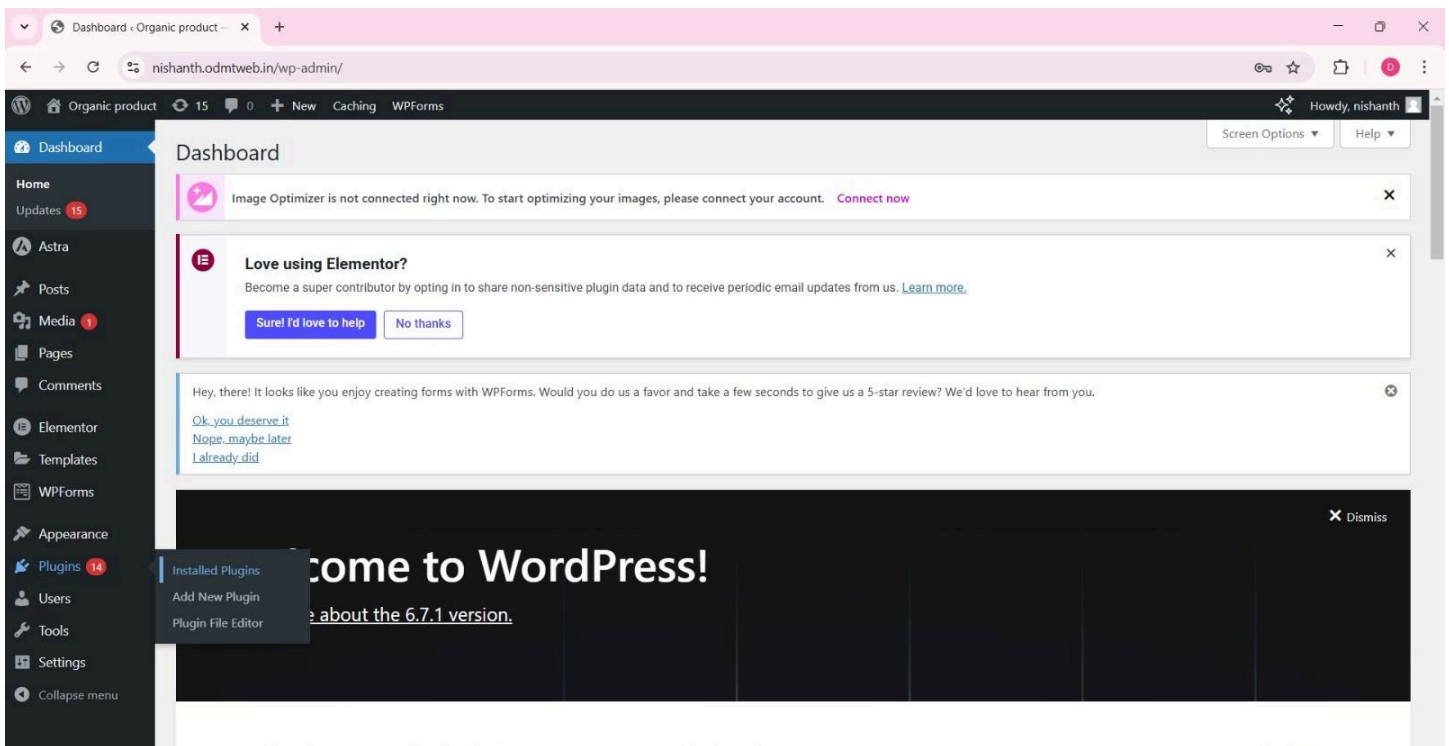
In WordPress, plugins are add-ons or extensions that enhance the functionality of a website. You can install plugins directly from the WordPress Plugin Directory or upload premium plugins from third-party providers.

### What do plugins do?

- Add new features to a website
- Enhance the functionality of a website
- Allow users to create sites without writing code

### How do I install a plugin?

- Go to the admin dashboard
- Select Plugins > Add New
- Search for a plugin or browse suggested plugins
- Click Install and Activate



Wp forms:

WPForms is a popular WordPress plugin used to create contact forms. It is known for its drag-and-drop interface, making it beginner-friendly and highly customizable.

## How to Install WPForms in WordPress?

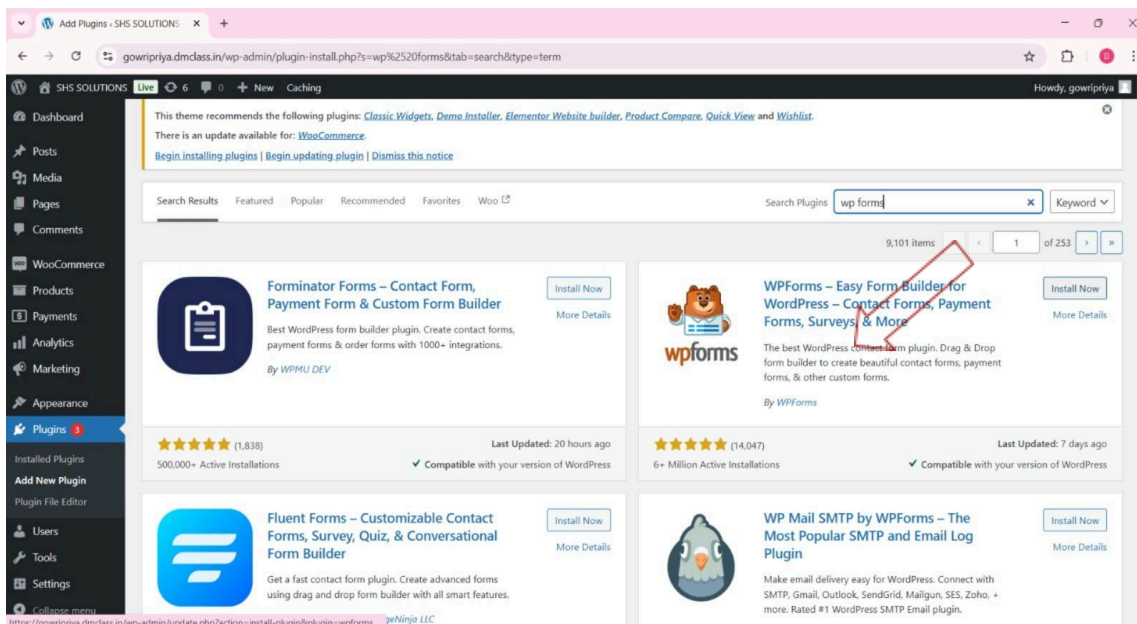
Step 1: Install and Activate WPForms

Log in to your WordPress dashboard.

Go to Plugins > Add New.

In the search bar, type WPForms.

Click Install Now and then Activate.



Once activated, you will see a new WPForms menu in your dashboard.

Step 2: Create a New Contact Form

Go to WPForms > Add New.

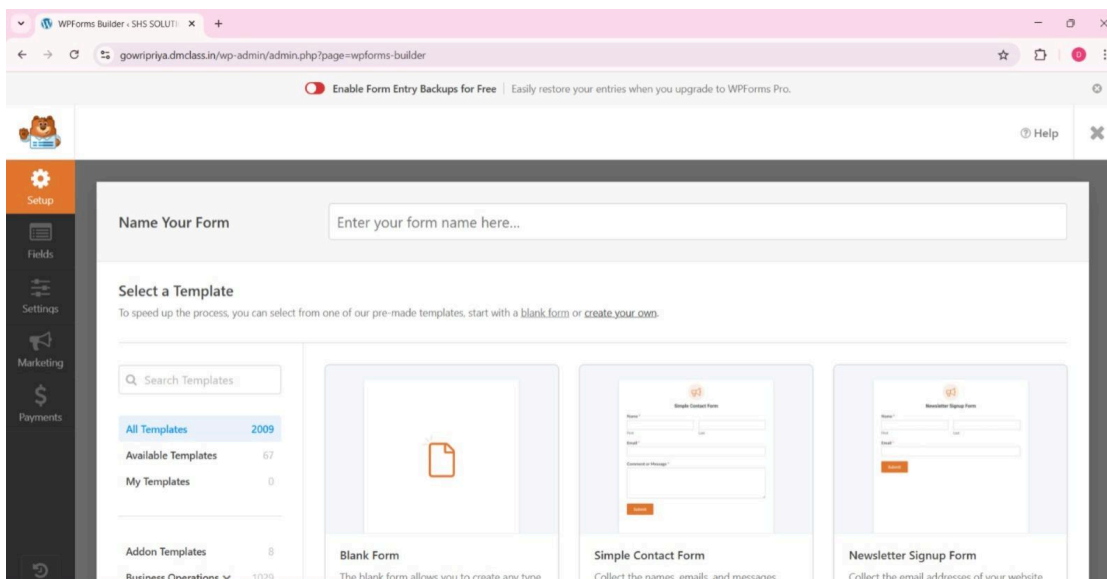
Enter a name for your form (e.g., "Contact Us Form").

Choose a template:

Blank Form (Start from scratch)

Simple Contact Form (Recommended for beginners)

Newsletter Signup Form, Survey Form, etc.



### Step 3: Customize Your Form (Drag & Drop Builder)

Drag and drop fields from the left panel to your form.

Common fields to add:

**Name** (Text field)

**Email** (Email field)

**Message** (Paragraph text field)

**Phone Number** (Optional)

Click on any field to edit its label or make it **Required**.

### Step 4: Configure Form Settings

Go to the **Settings** tab.

Under **General Settings**, change the form title and button text if needed.

Under **Notifications**, enter your email to receive form submissions.

Under **Confirmations**, set a thank-you message or redirect users to a custom page after they submit the form.

Click **Save** when done.

### Step 5: Add the Form to a Page or Post

Open the page where you want to add the form (e.g., Contact Us page).

Click on **+ Add Block** (if using Gutenberg).

Select the **WPForms Block**.

Choose the form you just created from the dropdown.

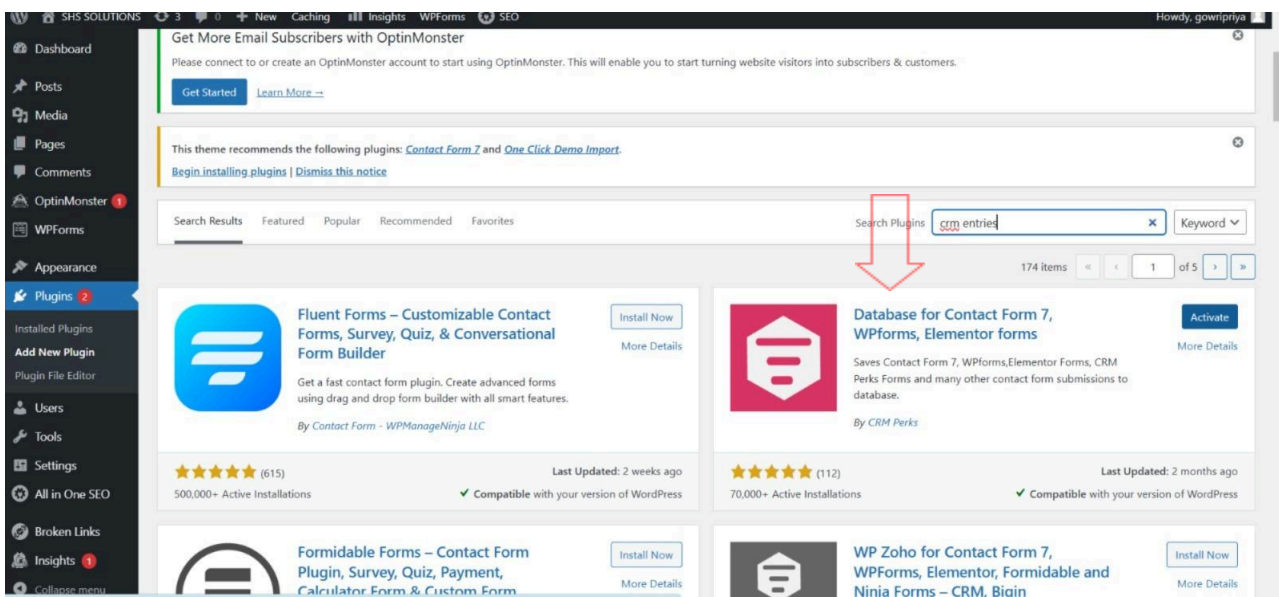
Click **Publish** or **Update** the page.

Your form is now live!

## CRM Entries plugin:

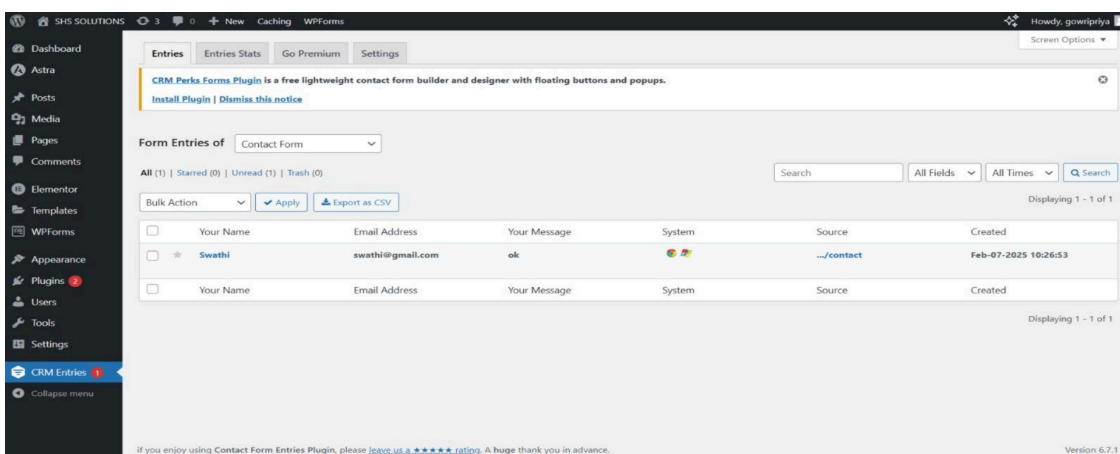
A **CRM Entries Plugin** for WordPress is a tool designed to integrate a **Customer Relationship Management (CRM)** system within your WordPress website. The plugin allows you to manage and track customer interactions, store contact details, and handle leads, sales, or support cases directly from the WordPress dashboard.

**Install the Plugin:** Like any WordPress plugin, you start by installing and activating the CRM plugin.



View Form Submissions in the CRM:

**CRM Dashboard:** Once the form submission in wpforms, you can view it under your **Leads**, **Contacts**, or **Customers** section in your CRM plugin.



## Collect.chat Plugin:

**Collect.chat** is a **chatbot plugin** for WordPress that allows businesses to **automate conversations** with website visitors. It helps collect leads, book appointments, and provide customer support **without human intervention**.

## How to Install & Use Collect.chat on WordPress (Step-by-Step)

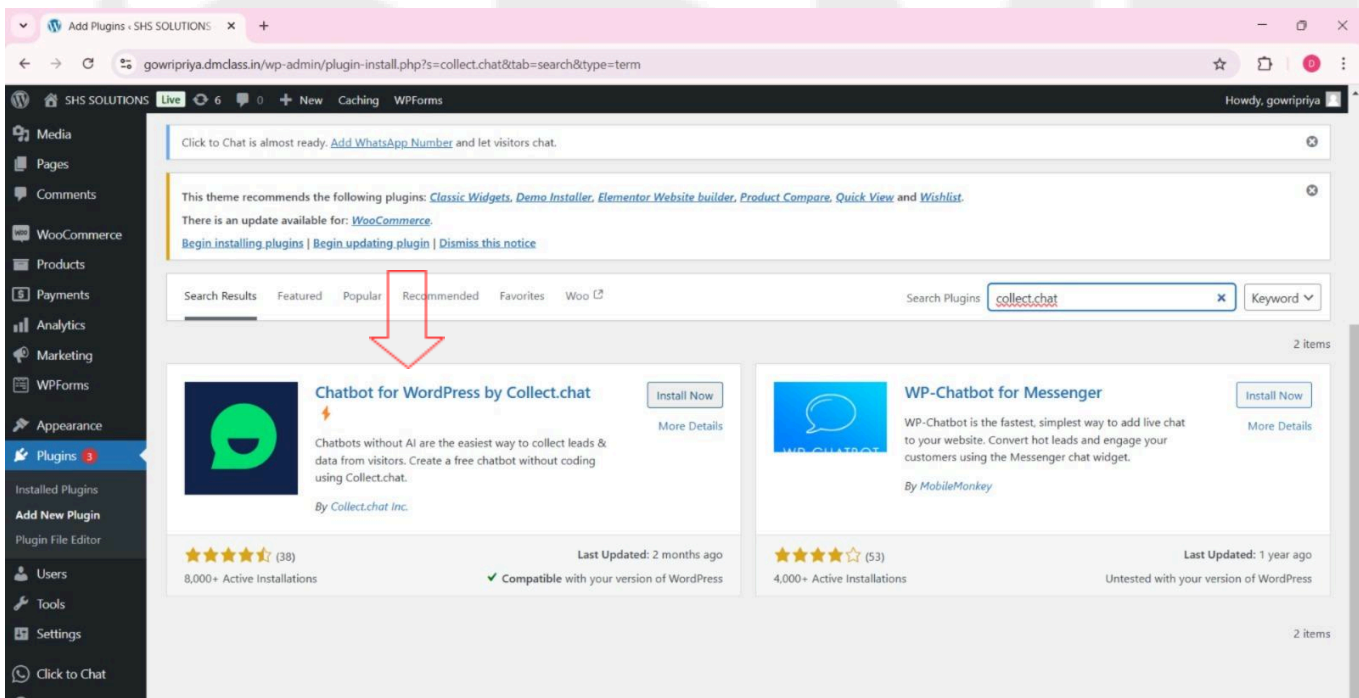
### Step 1: Install Collect.chat Plugin

**Log in** to your WordPress dashboard.

Go to **Plugins > Add New**.

Search for **Collect.chat**.

Click **Install Now** and then **Activate**.



### Step 2: Create a Chatbot on Collect.chat

Go to **Collect.chat's website** (<https://collect.chat>) and create an account.

Click on **Create New Bot**.

Use the **drag-and-drop builder** to design your chatbot flow:

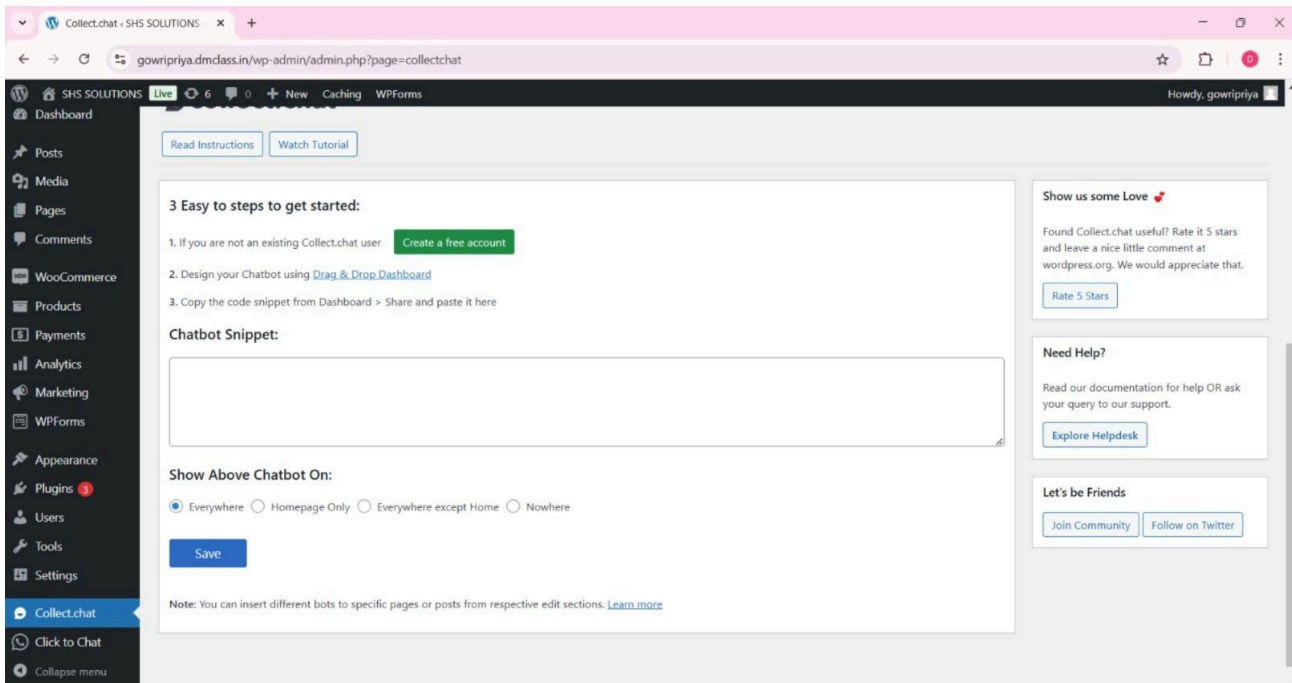
Add **Welcome Messages**

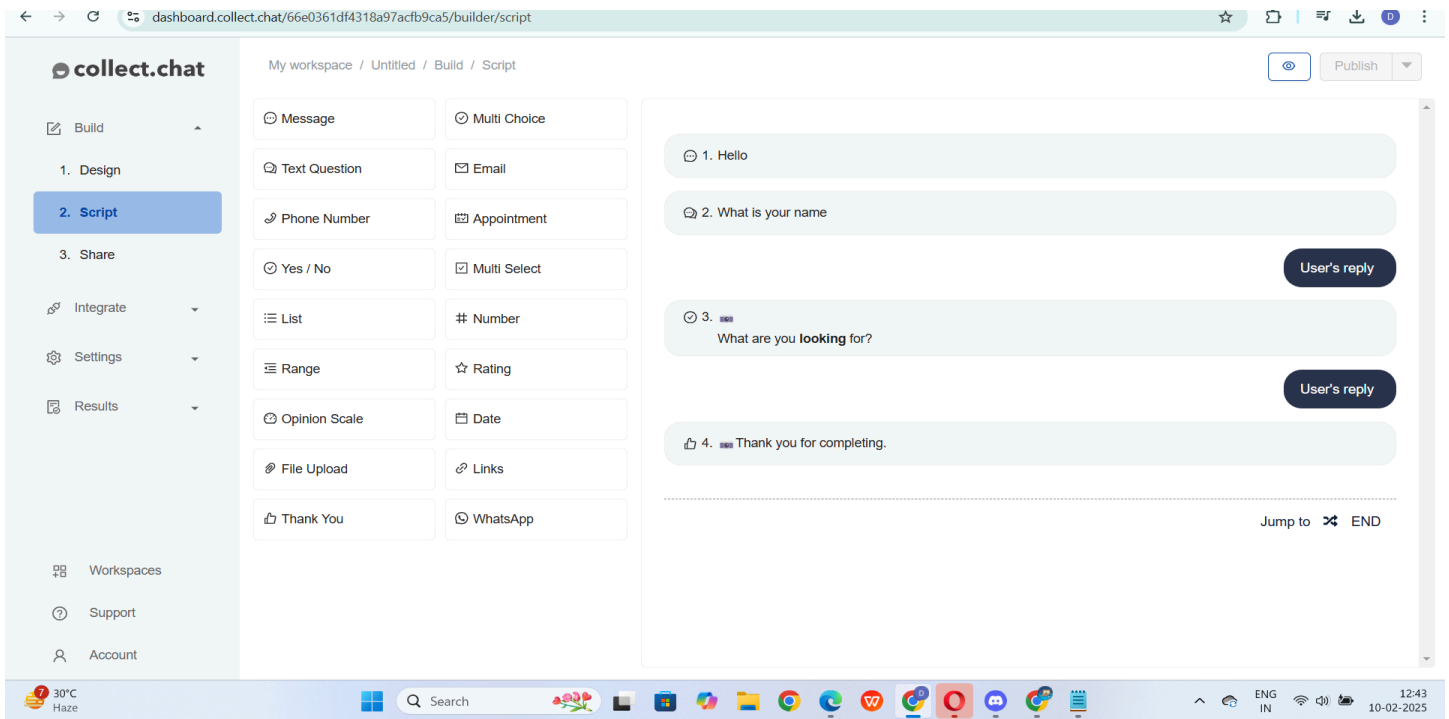
Ask questions (**Name, Email, Phone, etc.**)

Offer **multiple-choice options**

Enable **appointment booking**

Click **Save & Publish** when done.





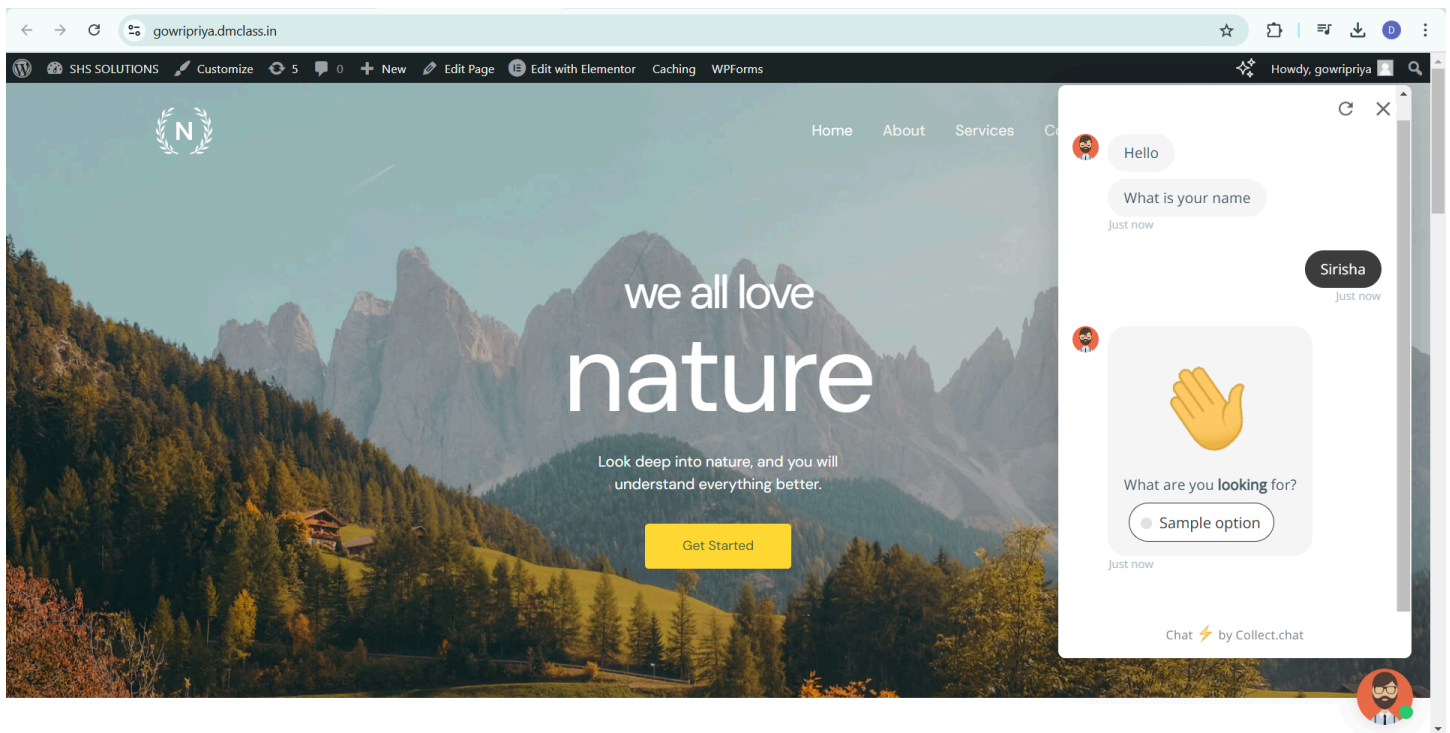
### Step 3: Connect Chatbot to WordPress

Go to **Collect.chat Dashboard > Embed Code.**

Copy the **chatbot embed code.**

In WordPress, go to **Settings > Collect.chat.**

Paste the embed code and **Save Changes.**



## WhatsApp Click to Chat Plugin:

The **WhatsApp Click to Chat** plugin allows visitors to start a conversation with you on **WhatsApp** directly from your WordPress website. It helps businesses provide **real-time customer support, generate leads, and increase conversions** by making communication easier.

### How to Install and Set Up WhatsApp Click to Chat Plugin (Step-by-Step)

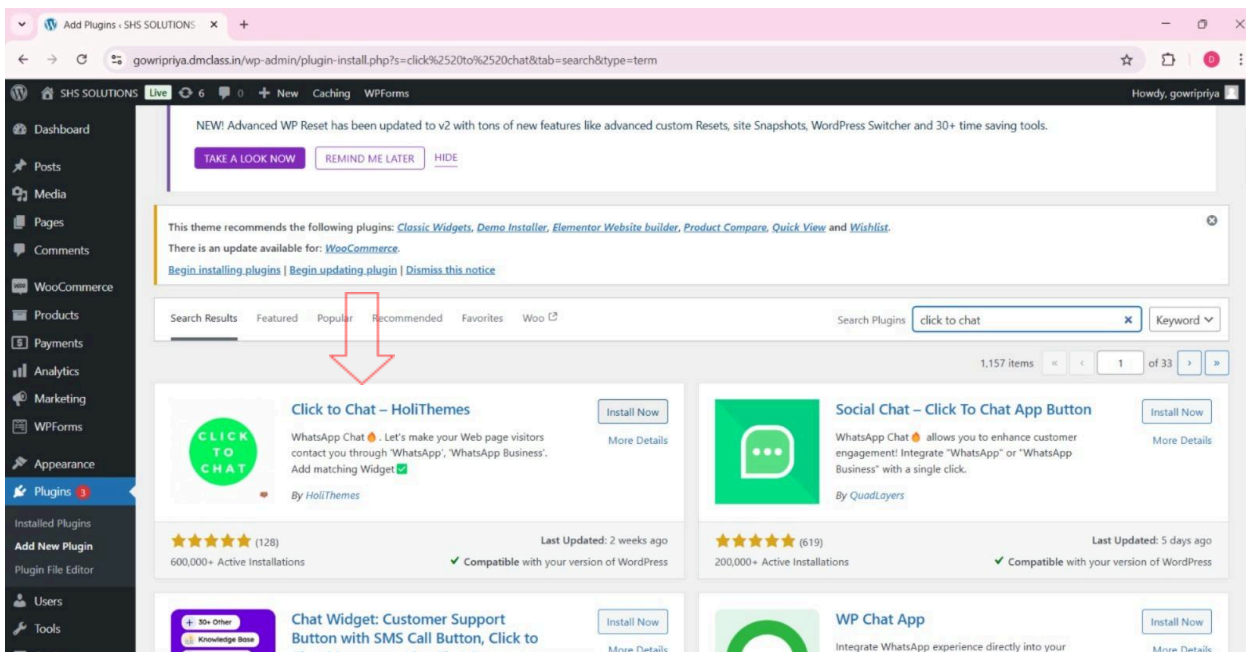
Step 1: Install the Plugin

Log in to your **WordPress Dashboard**.

Go to **Plugins > Add New**.

Search for **WhatsApp Click to Chat**.

Click **Install Now** and then **Activate**.



## Step 2: Configure the WhatsApp Button

Go to **Settings > WhatsApp Click to Chat**.

Enter your **WhatsApp phone number** (with country code). Example: **+1 1234567890**.

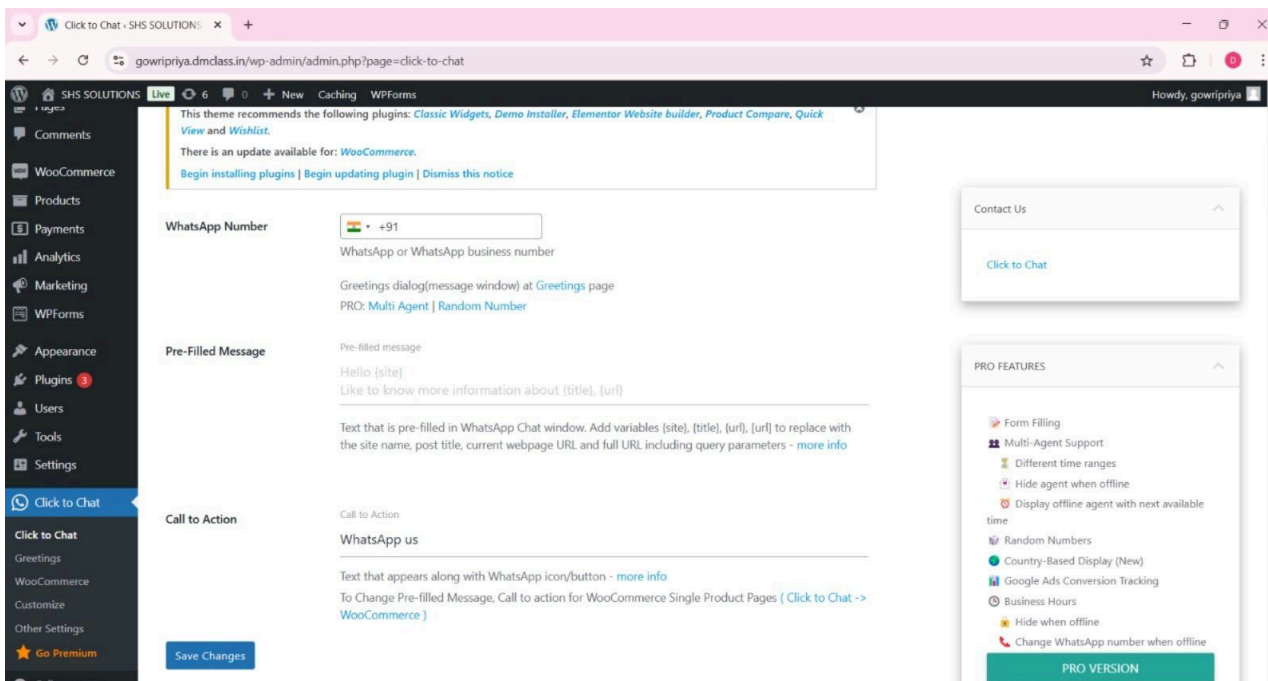
Customize the **Chat Button Text** (e.g., "Chat with us on WhatsApp").

Add a **Predefined Message** (optional) – This message appears when users start a chat. Example:

"Hello, I need help with my order!"

Choose the **Button Position** (bottom left or right).

Click **Save Changes**.



## Translator Plugin:

**Translator Plugin** allows your WordPress website to support multiple languages, helping you reach a global audience.

### How to Install and Set Up Translator (Step-by-Step Guide)

#### Step 1: Install Translator Plugin

Log in to your **WordPress Dashboard**.

Go to **Plugins > Add New**.

Search for **Translator**.

Click **Install Now** and then **Activate**.

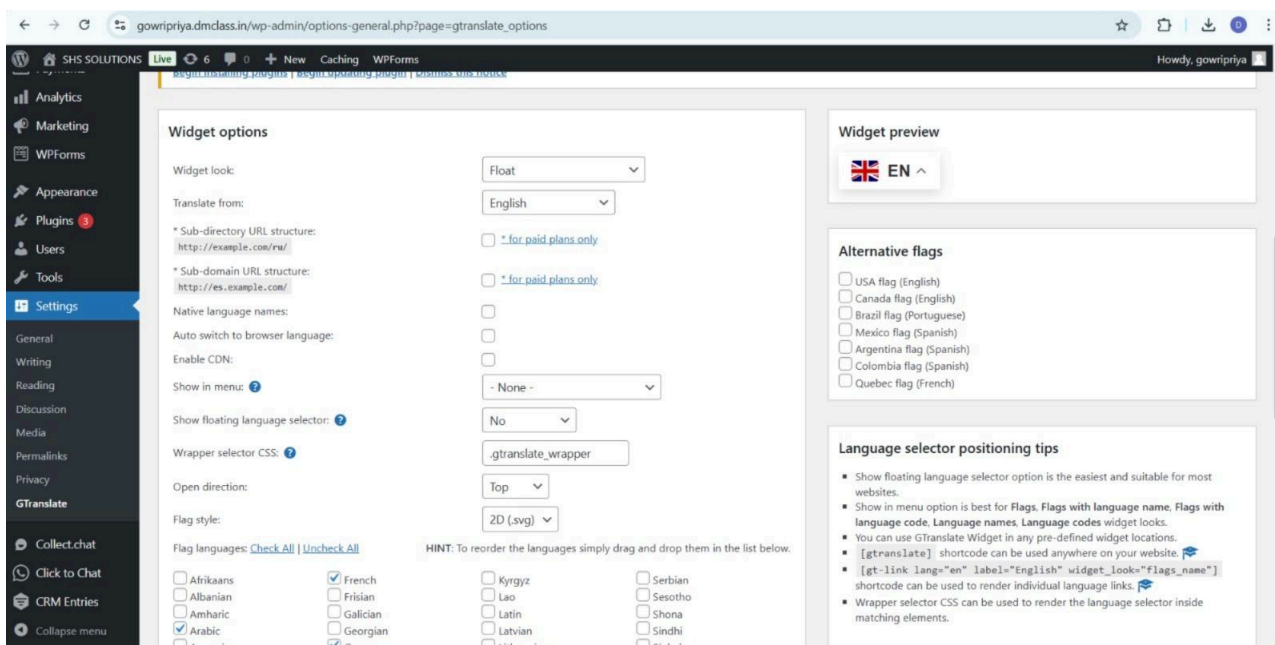
#### Step 2: Configure Language Settings

Go to **Settings > Translator**.

Select your **Default Language** (the original language of your website).

Click **Add Language** and choose the language you want to translate into.

Click **Save Changes**



### Step 3: Translate Your Website Content

Click on **Translate Site** from the WordPress menu.

A live preview of your website will open with an **inline translation editor**.

Select any text on the page, and a translation box will appear.

Enter the translated text manually or enable **automatic translation**.

Click **Save Translation**.

WP Reset Plugin:

**WP Reset** is a **recovery tool** that helps site owners, and testers **reset, restore, and manage** their websites efficiently. It allows users to reset their WordPress installation **without deleting essential files**.

### How to Install and Use WP Reset (Step-by-Step Guide)

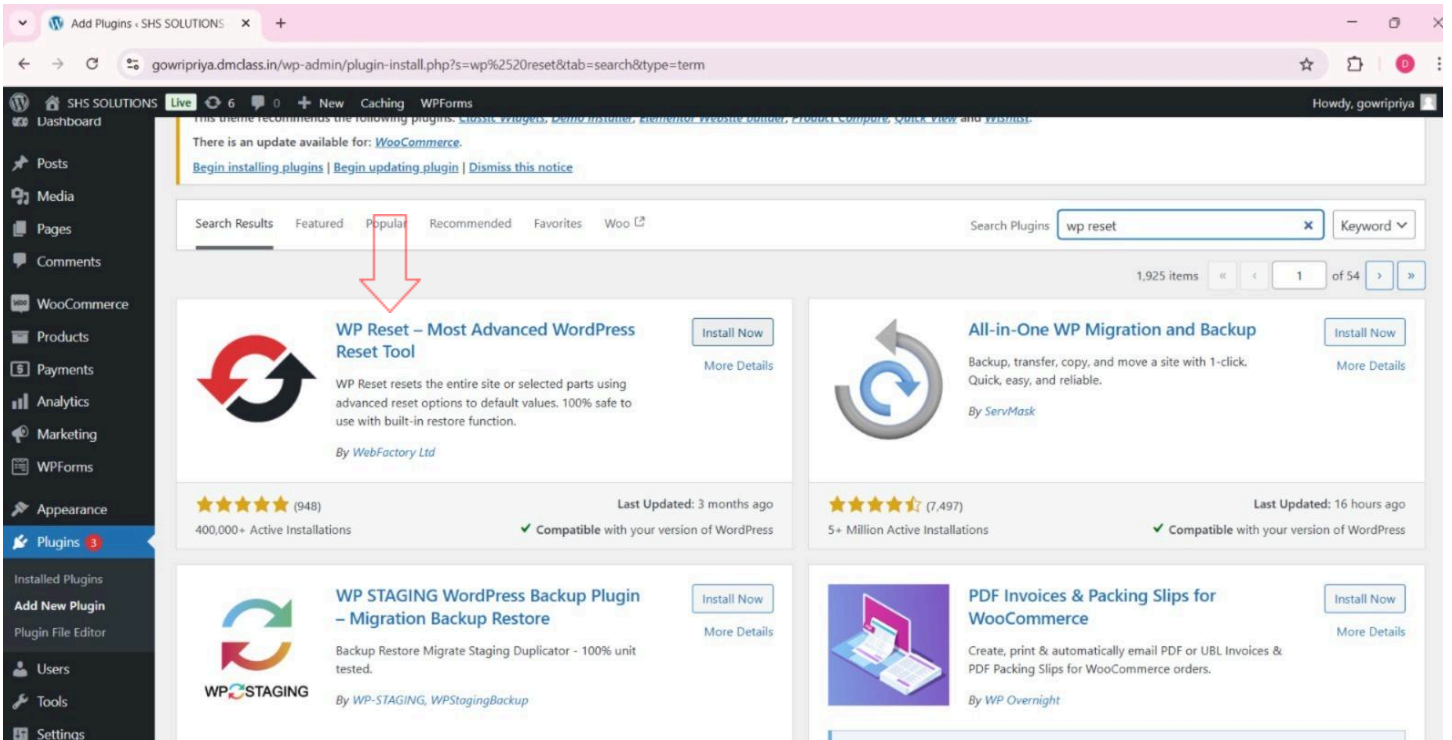
#### Step 1: Install WP Reset Plugin

Log in to your WordPress Dashboard.

Go to Plugins > Add New.

Search for WP Reset by Sigma.

Click Install Now and then Activate.



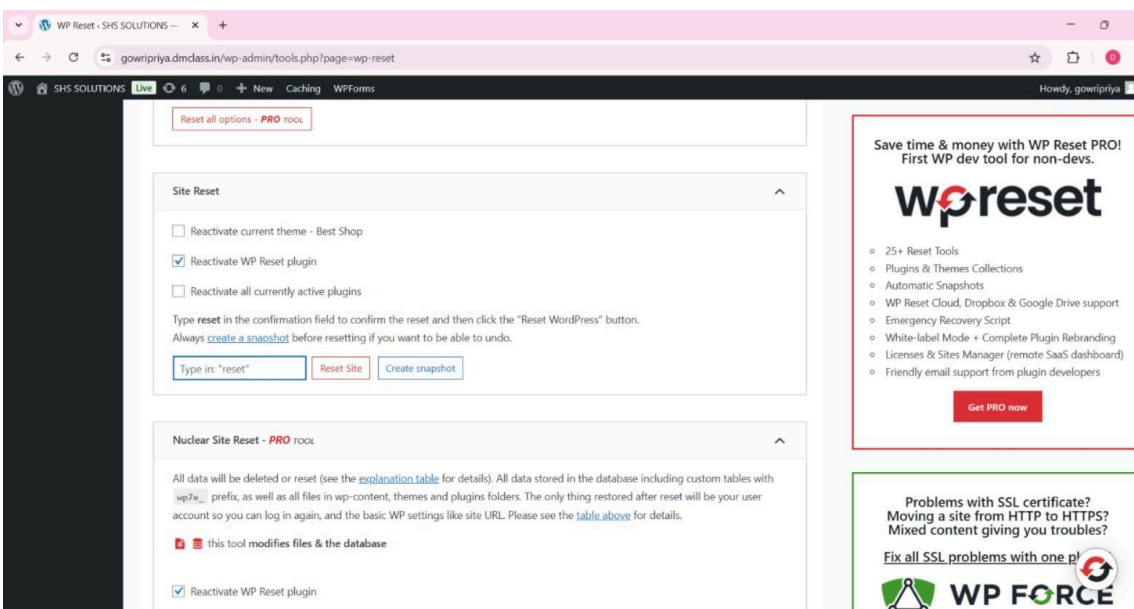
## Step 2: Perform a Site Reset

In the Reset tab, scroll down to the Site Reset section.

Type "reset" in the confirmation box.

Click Reset WordPress.

Your site will reset, removing content but keeping WordPress core files.



# Widgets in WordPress:

**Widgets** in WordPress are **small content blocks** that you can add to **sidebars, footers, headers, and other widget-ready areas** of your website. They help you display **dynamic content** like menus, recent posts, search bars, social media links.

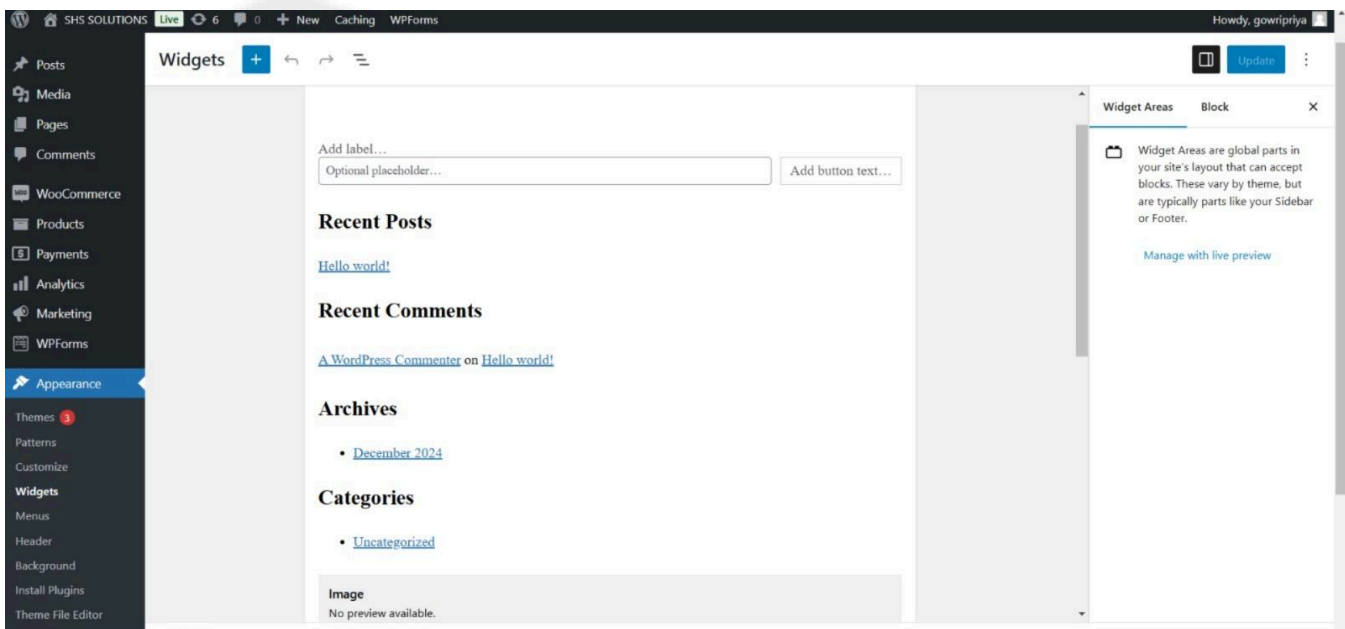
How to Use Widgets in WordPress (Step-by-Step)

Step 1: Access the Widgets Section

**Log in** to your **WordPress Dashboard**.

Go to **Appearance > Widgets**.

You will see **Available Widgets** on the left and **Widget Areas** (Sidebar, Footer, etc.) on the right.



Step 2: Add a Widget to Your Site

**Find the widget** you want (e.g., "Search").

**Drag and drop** it into a widget area (e.g., "Sidebar").

**Customize the widget settings** (if applicable).

Click **Save**.

**Alternative Method:**

Click on a widget, select a **widget area**, and click **Add Widget**.

## Blogging:

Blogging deals with the regular sharing of information in the form of blogs on the internet. Understanding the blog concept is essential to get an insight into blogging.

### Who is a blogger?

A blogger is a person who owns, runs, or maintains a blog. That is, posting articles or new posts, information, and sharing the most up-to-date news, opinions, and case studies.

### Difference Between Pages and Posts in WordPress

In WordPress, **Pages** and **Posts** are the two main types of content. While they may look similar, they serve different purposes.

#### Use Pages For:

**Permanent Content** – About Us, Services, Contact, Privacy Policy.

**E-commerce Store Pages** – Product descriptions, checkout pages.

#### Use Posts For:

**Blogging** – Articles, tutorials, case studies.

**News Updates** – Latest announcements, press releases.

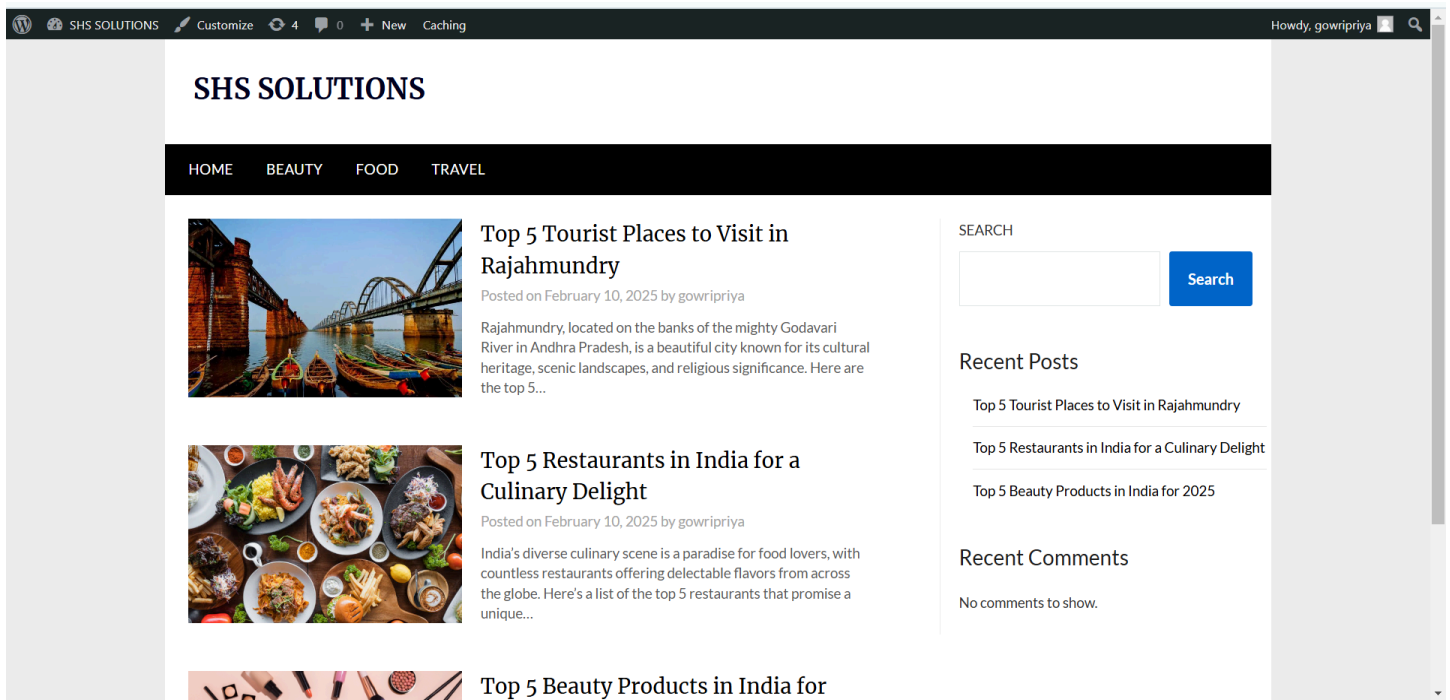
### Service oriented blogging website:

Blogging for a service-oriented website can be an excellent way to engage with your audience.

#### Step 1 - Select blog theme

Go to Appearance > Themes, click Add New, and search for a "Blog" theme.

Choose one that fits your style, click Install, and then Activate it.



## Step 2 - Create your blog post

- In your WordPress dashboard, Go to Posts > Add New.
- Enter a post title like “My First Blog Adventure!”
- Write your content in the Block editor, you can add text, images, videos, and other media. WordPress has a **block editor**, so you can easily add and customize different types of content like paragraphs, headings, images, quotes, and more.
- Scroll down the page and look for the **Featured Image** section on the right side
- **Click Set Featured Image** to upload or select an image
- Add Categories : **create a new category**, click **+ Add New Category** under the list of categories. Enter a name for your new category (e.g., "Web Design Tips" or "Client Success Stories") and click **Add New Category**.

gowripriya.dmclass.in/wp-admin/post.php?post=19&action=edit

Top 5 Restaurants in India for a Culinary... - Post Ctrl+K


Save draft Publish

## Top 5 Restaurants in India for a Culinary Delight

India's diverse culinary scene is a paradise for food lovers, with countless restaurants offering delectable flavors from across the globe. Here's a list of the top 5 restaurants that promise a unique gastronomic experience:

1. Indian Accent – New Delhi


A jewel of Indian fine dining, Indian Accent is renowned for its creative take on traditional Indian flavors. Chef Manish Mehrotra's innovative dishes, like blue cheese naan and meetha achar pork ribs, have earned global acclaim.



Post

Post Block

For a Culinary Delight



[Add an excerpt...](#)

273 words, 1 minute read time.  
Last edited 2 minutes ago.

Status [Draft](#)

Publish [Immediately](#)

Link [/top-5-restaurant...](#)

Author [gowripriya](#)

Discussion [Open](#)

[Move to trash](#)

Categories

Food

Beauty

### Step 3 - Publish Your Post:

Once you're happy with the content, click Publish.  
Confirm by clicking Publish again.

How to connect all posts to page :

Customize -> homepage settings -> select a static page -> Homepage (Example : home) -> posts page (Example : Blogs)

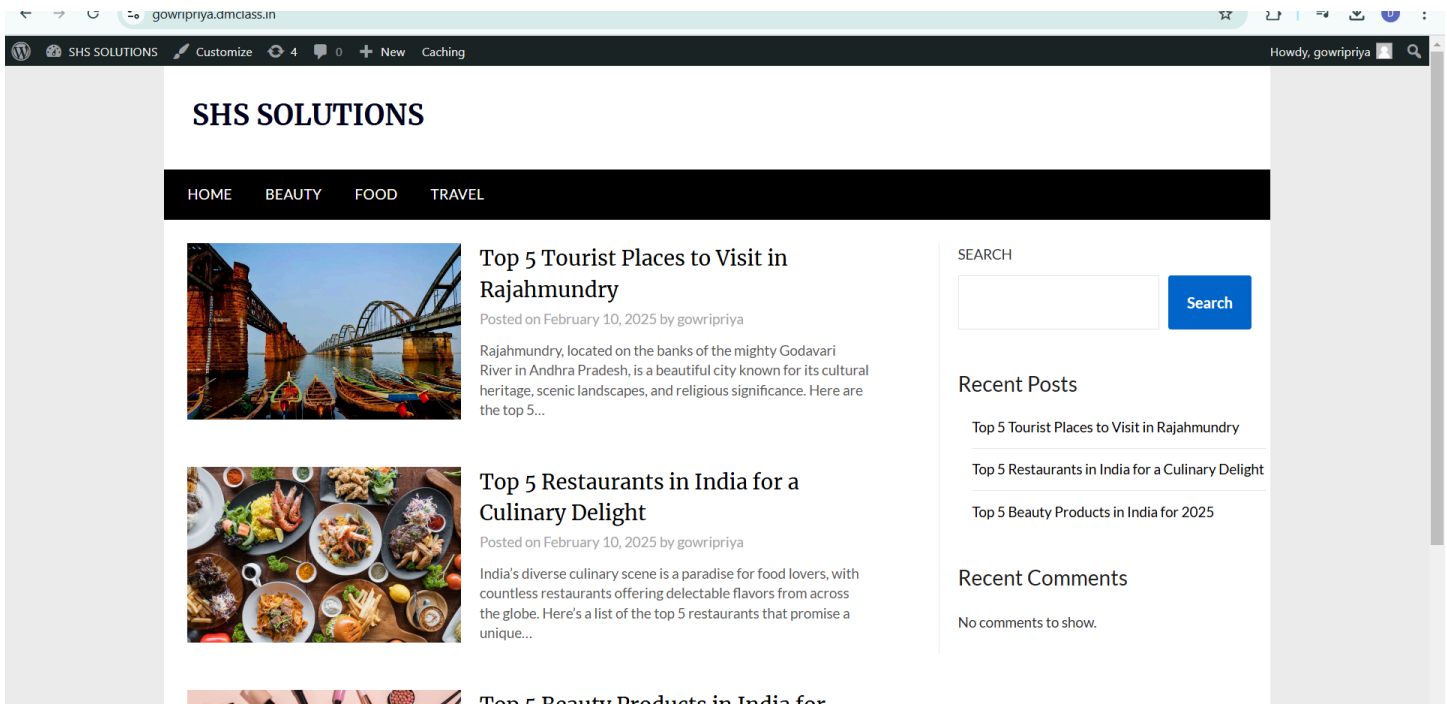
## Fulfilled Blogging website:

Remove all pages, and also go to homepage settings and select latest posts.  
Click **Save Changes**.

## Create Categories & Publish Your Post

1. Go to **Posts > Categories** and create blog categories.
2. Navigate to **Posts > Add New**.
3. Write your blog post:
  - Add a post **title**.

- Write engaging **content** with headings, paragraphs, quotes, and more.
- Insert **images** using “**Add Media**”.
- Click **Publish**.



## Elementor:

**Elementor** is one of the plugin. we can build pages and build websites using elementor. Elementor is **one of the best page builders** for WordPress.

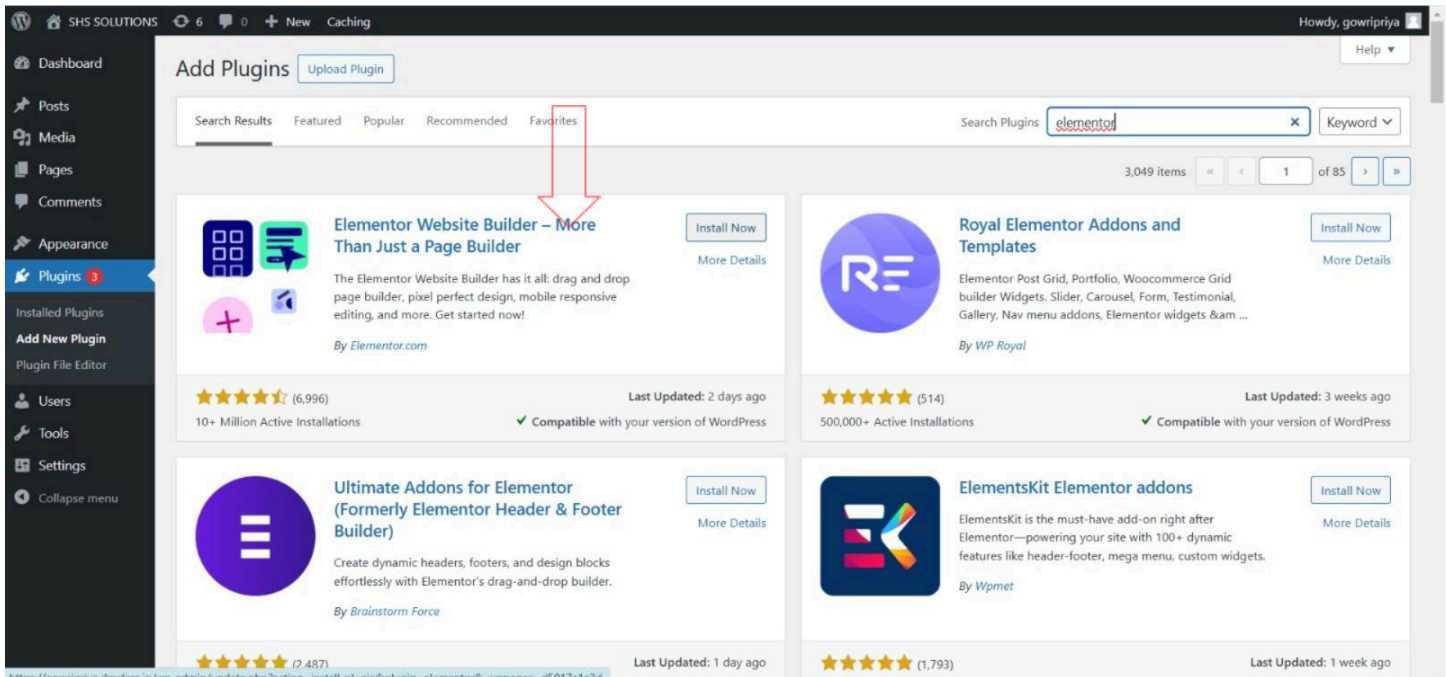
Elementor is a **powerful drag-and-drop page builder** for WordPress that allows users to design stunning websites **without coding**. Whether you're a beginner or an advanced user, Elementor makes website building easy with its **real-time visual editor** and **customizable widgets**.

## Elementor as a Page Builder:

Elementor helps you design **beautiful, responsive pages** by providing a **live editor** where you can drag elements (text, images, buttons, etc.) and customize them instantly.

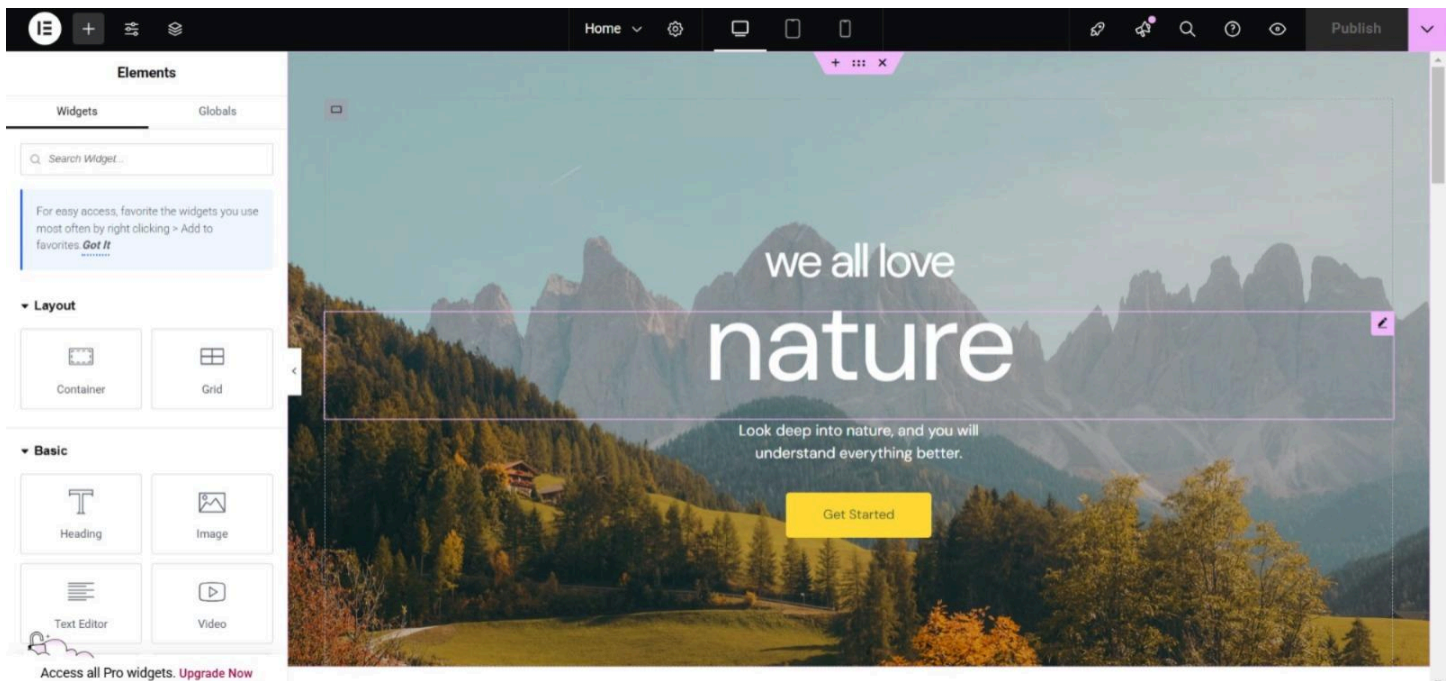
## How to Install Elementor?

In WordPress, go to **Plugins > Add New**.  
Search for **"Elementor"**.  
Click **Install > Activate**.



## How to Use Elementor?

Go to **Pages > Add New**.  
Click **"Edit with Elementor"**.  
Drag and drop widgets (Text, Images, Buttons, etc.).  
Customize styles, colors, fonts, and layout.  
Click **Publish** when done.



## Elementskit:

ElementsKit is an **addon plugin for Elementor** that enhances its functionality by providing **extra widgets, modules, templates, and layout options**. It allows you to create **more advanced and professional websites** without needing extra plugins or custom coding.

### How to Install ElementsKit?

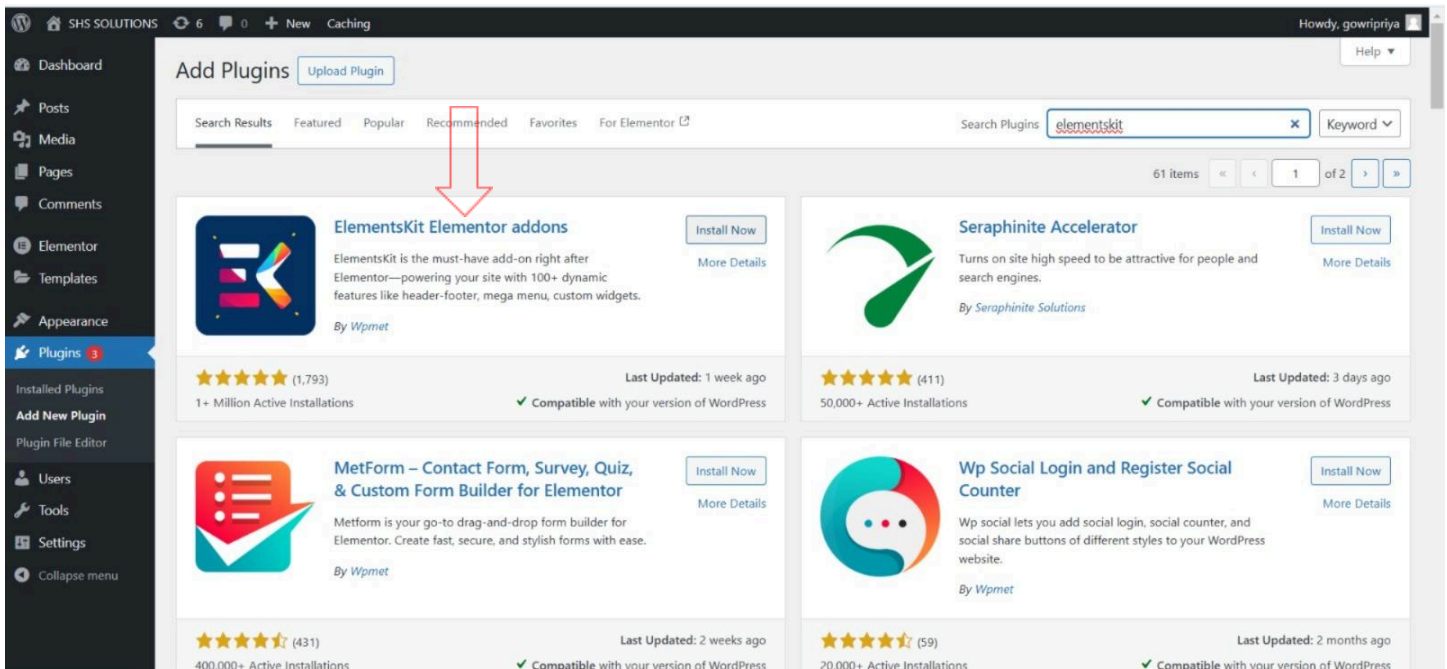
#### Step 1: Install the Plugin

Log in to your **WordPress Dashboard**.

Go to **Plugins > Add New**.

Search for **"ElementsKit"**.

Click **Install Now > Activate**.



## How to Use Pre-Built Templates & Sections:

ElementsKit provides ready-made sections and templates to save design time.

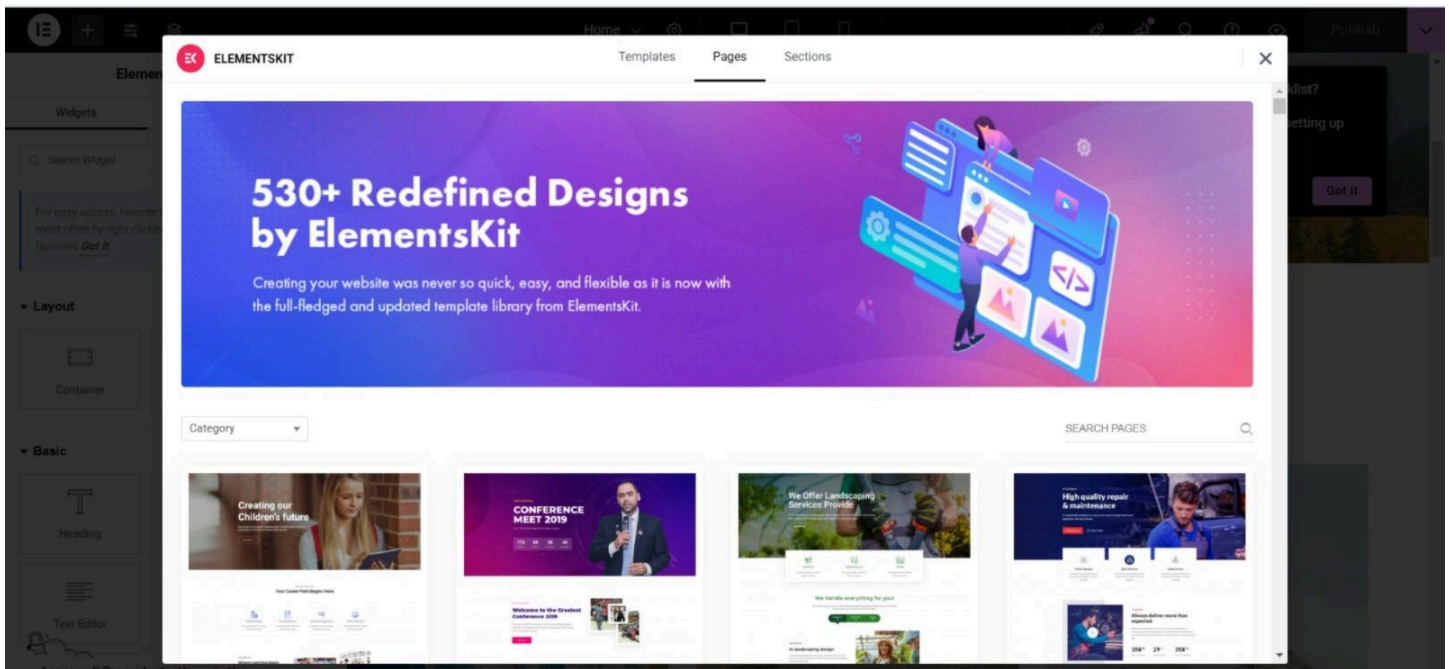
### How to Insert Pre-Made Sections:

Open a page in **Edit with Elementor** mode.

Click the **ElementsKit** icon inside the editor.

Browse **100+ pre-made designs**.

Click **Insert** and customize the content as needed.



## Elementor as a Website Builder with Astra theme:

Astra is a **fast, lightweight, and customizable** WordPress theme, perfect for use with Elementor. It also comes with **Starter Templates**, which allow you to create a beautiful website in minutes.

### Step 1: Install Elementor Plugin

Go to **Plugins > Add New**.

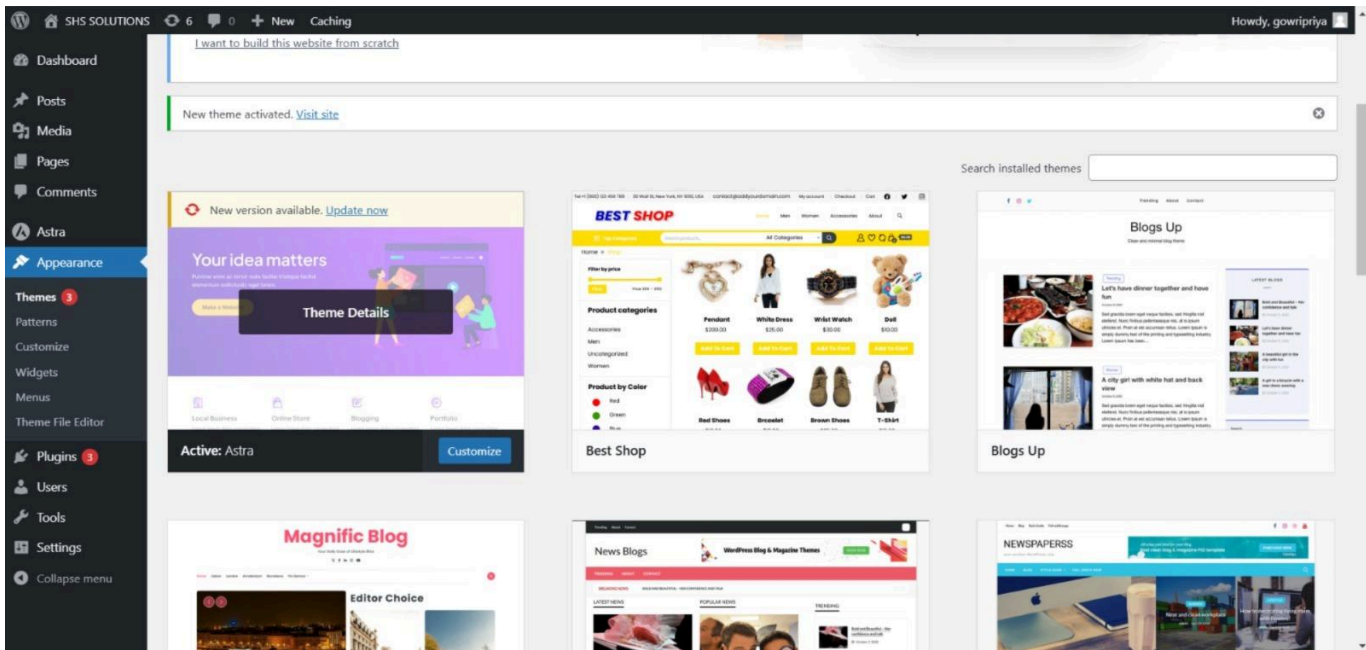
Search for "**Elementor**".

Click **Install Now > Activate**.

### Step 2: Install Astra Theme

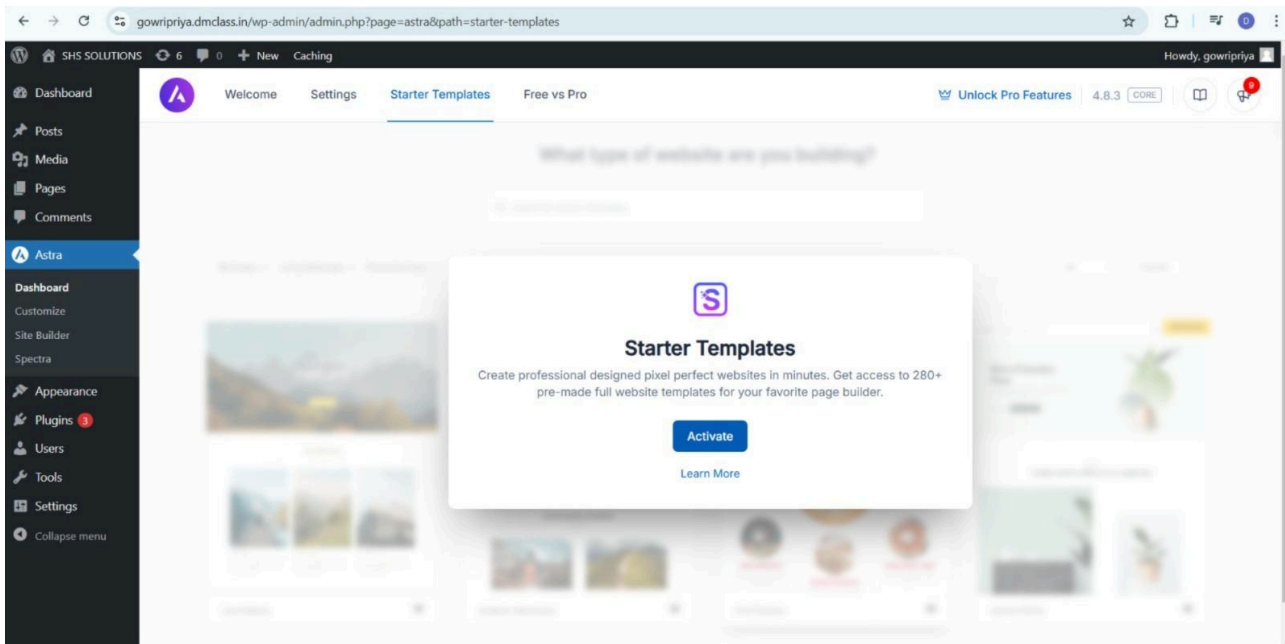
In WordPress, go to **Appearance > Themes > Add New**.

Search for "**Astra**" and click **Install > Activate**.



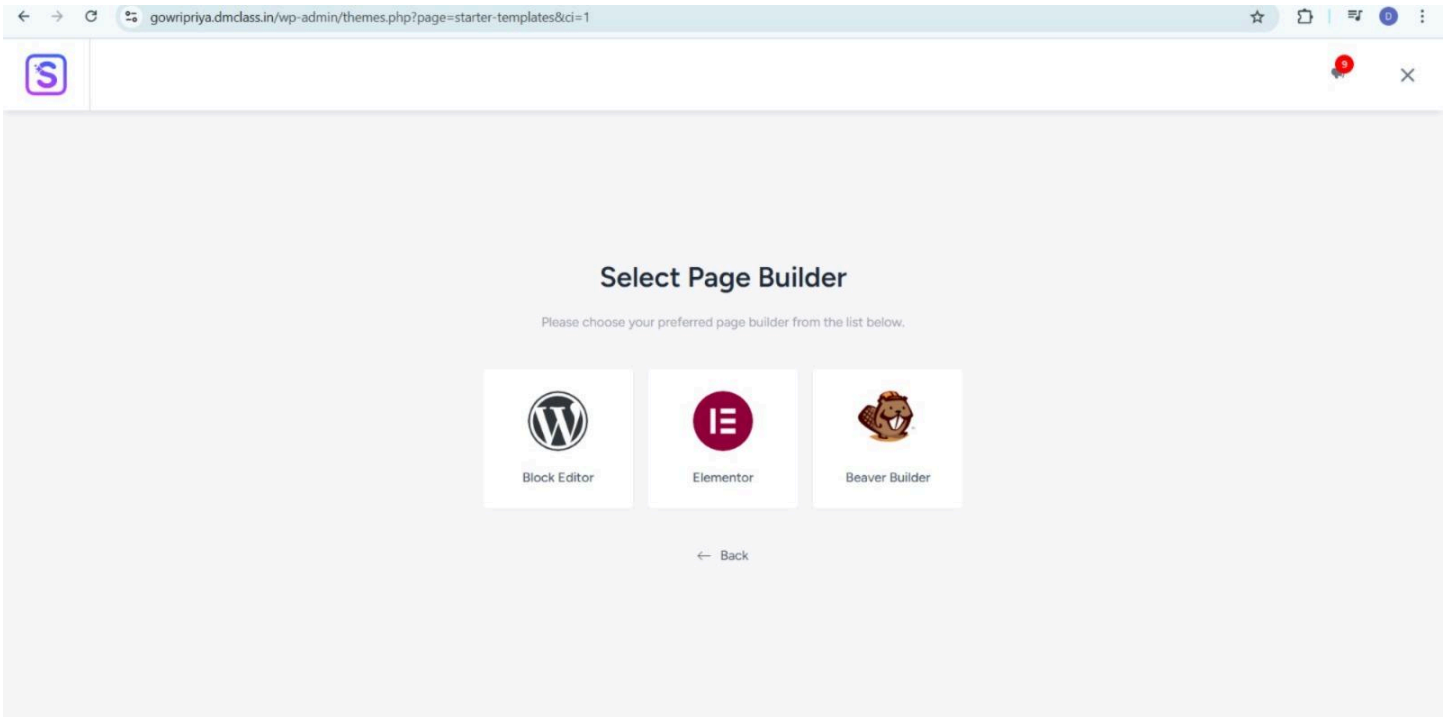
### Step 3: Install the Starter Templates Plugin

1. Go to **Plugins > Add New**.
2. Search for **"Starter Templates"**.
3. Click **Install Now > Activate**.

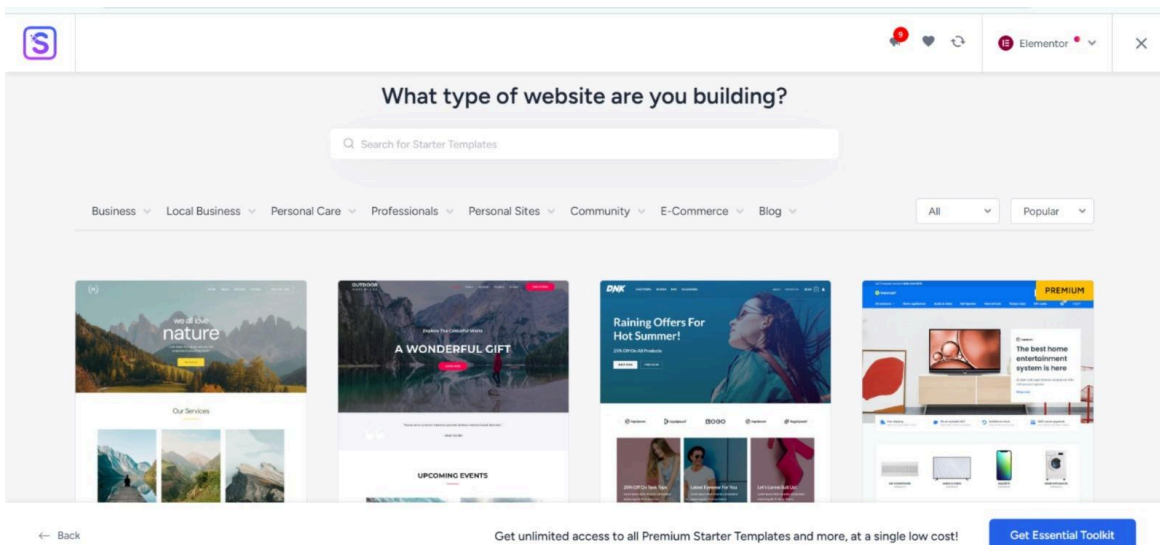


## Step 4: Import a Starter Template

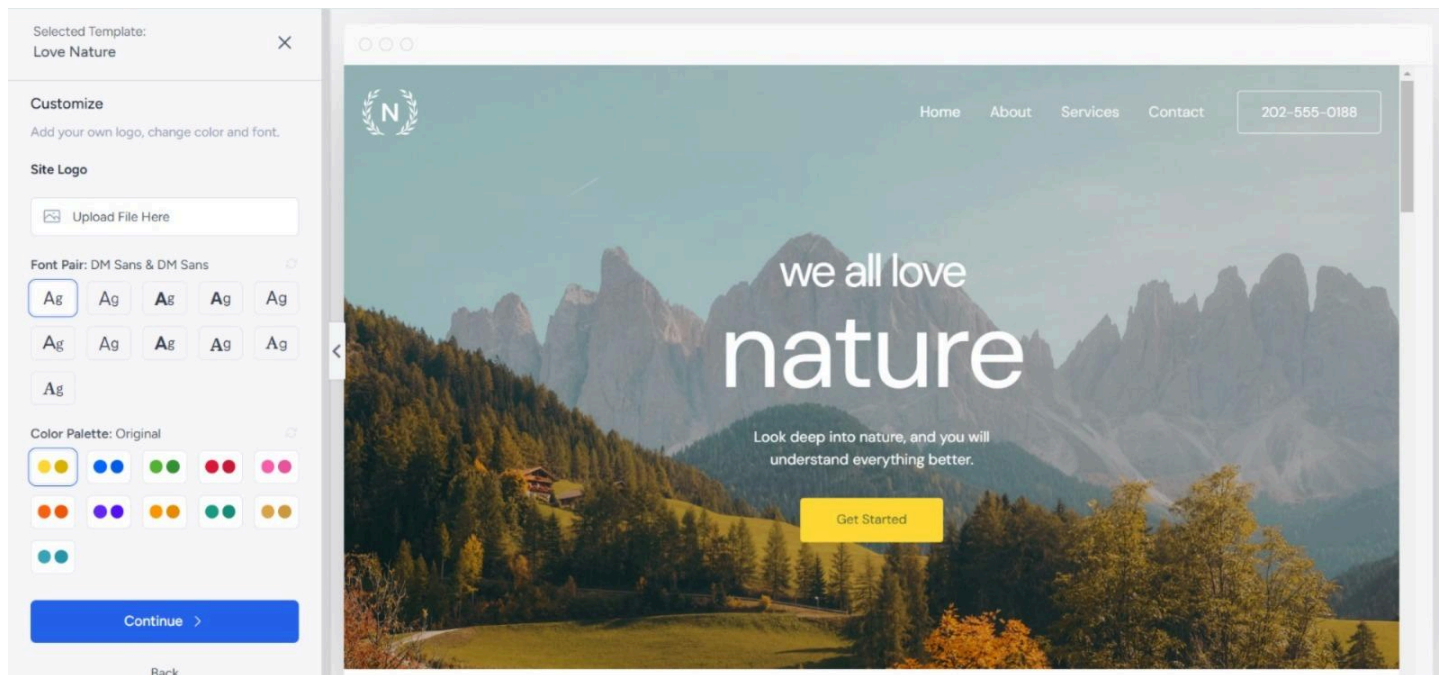
1. Go to **Appearance > Starter Templates**.
2. Select a **page builder** (Choose **Elementor**).



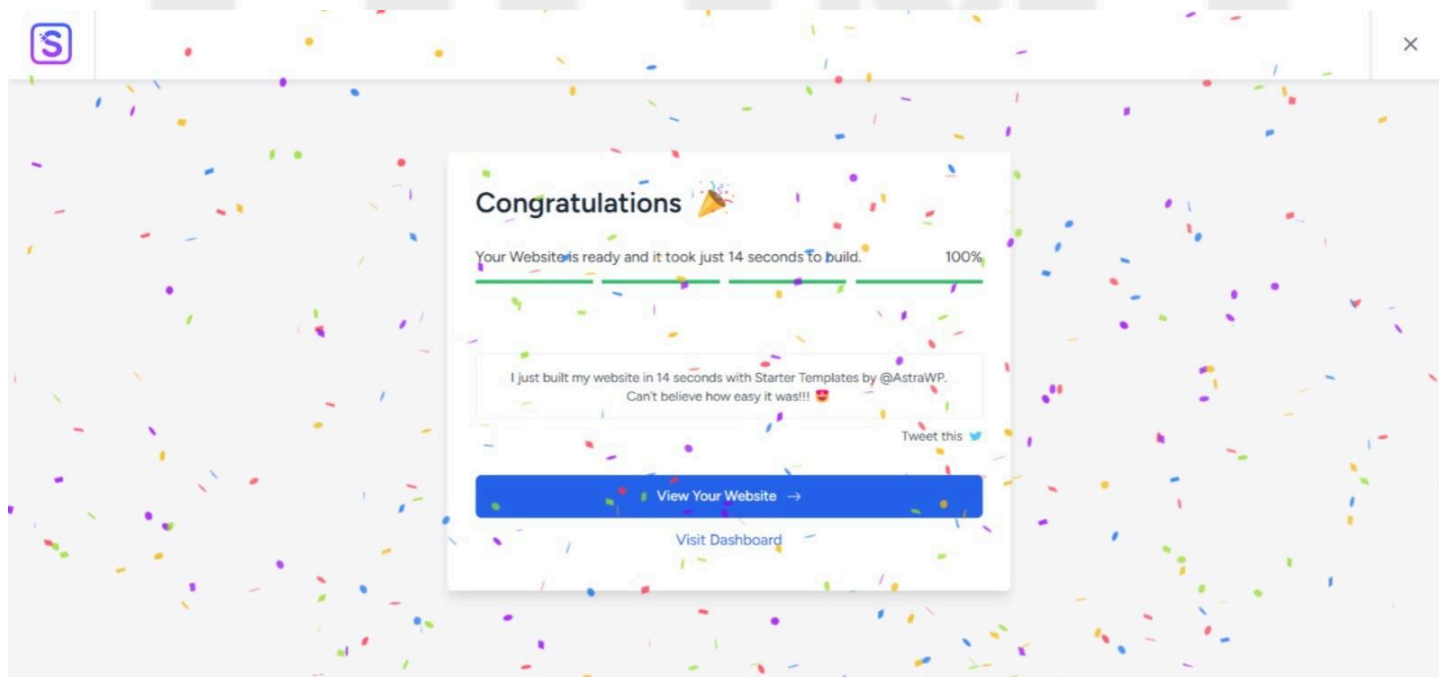
3. Browse and select a **template** (e.g., Business, Portfolio, eCommerce).



#### 4. Click on the template and preview the design.



Click **Import Complete Site** (or choose **Import Single Page**).  
Wait for the import to finish (this may take a few minutes).



## Step 5: Customize the Imported Template

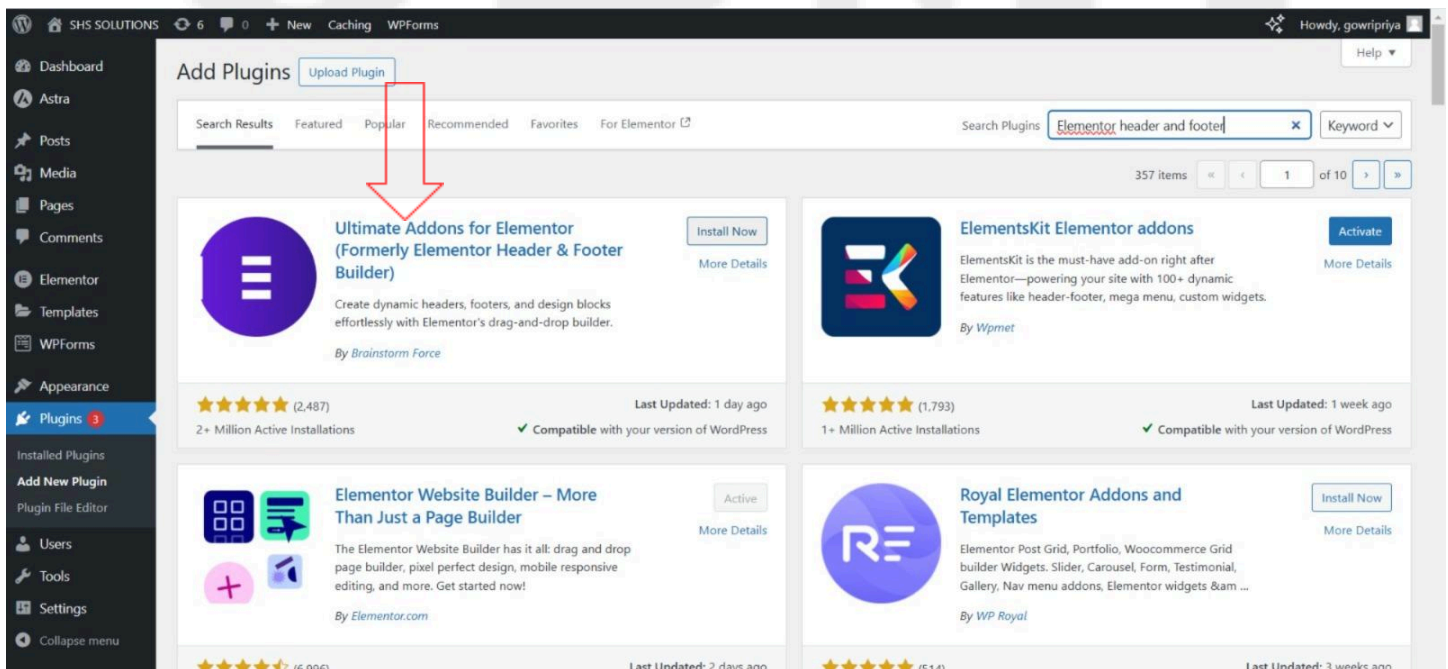
1. Go to **Pages > Edit with Elementor** to modify content.
2. Change **text, images, and colors** using the Elementor editor.
3. Edit **menu and logo** under **Appearance > Customize**.
4. Click **Update** to save changes.

## Elementor Header & Footer Builder plugin:

The **Elementor Header & Footer Builder plugin** is a practical tool designed to help you build custom headers and footers for your WordPress website using the Elementor page builder

Install the Plugin:

- First, you need to install the **Elementor Header & Footer Builder** plugin.
- Go to your WordPress dashboard > Plugins > Add New, then search for “Elementor Header & Footer Builder.”
- Install and activate the plugin.



The screenshot shows the WordPress 'Add Plugins' interface. The search bar contains 'Elementor header and footer'. A red arrow points to the 'Ultimate Addons for Elementor (Formerly Elementor Header & Footer Builder)' plugin. Other visible plugins include 'ElementsKit Elementor addons', 'Elementor Website Builder – More Than Just a Page Builder', and 'Royal Elementor Addons and Templates'. The interface includes a sidebar with navigation options like Dashboard, Astra, Posts, Media, Pages, Comments, Elementor, Templates, WPForms, Appearance, and Plugins (3). The top navigation bar shows 'SHS SOLUTIONS', 'New', 'Caching', 'WPForms', and 'Howdy, gowriprīya'.

## Create a New Header/Footer

- After activating the plugin, you'll see a new menu item under **Appearance** called **Header Footer & Blocks**.
- Click on it, and you'll see an option to **Add New**. You can choose to create a **Header** or **Footer**.
- You'll be asked to give it a name and specify if it's for the **Header**, **Footer**, or a custom block. For example, you could create a "Custom Footer."

## Design with Elementor

- Once you've created a header or footer, it'll show up in your Elementor interface.
- Click the **Edit with Elementor** button, and you can start designing your header or footer using Elementor widgets.
- You can add elements like logos, navigation menus, social media icons, contact info, and more.
- You also have full control over styling, alignment, and layout.

Go to **Header Footer & Blocks** > Add New > Footer.

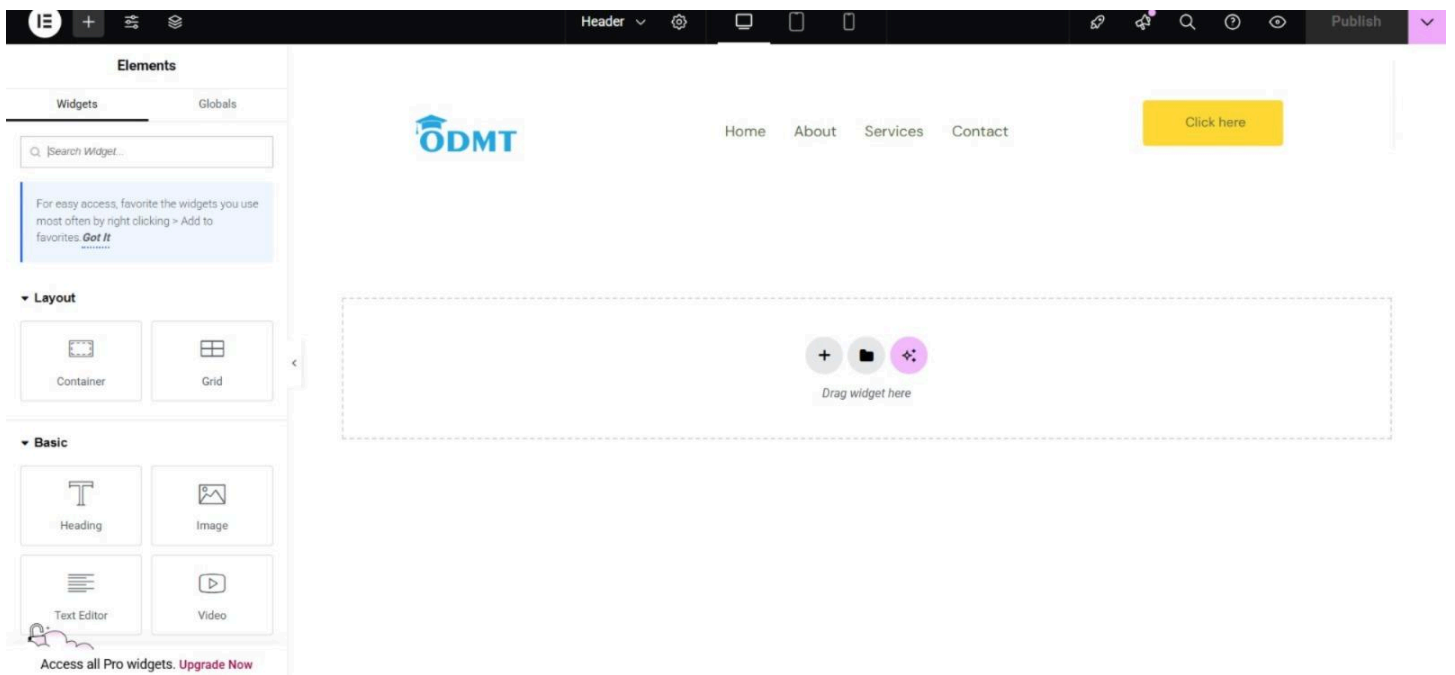
Give it a name (e.g., "Custom Footer").

Click on **Edit with Elementor**.

Design the footer using Elementor widgets: drag and drop the **Icon List** widget for social media links, the **Text Editor** widget for contact details, and the **Nav Menu** widget for navigation links.

Once you're done, set the display conditions to ensure this footer appears site-wide.

Publish it.



## Clone plugin:

The **Clone Pages plugin** is a WordPress plugin that allows you to duplicate or clone pages and posts on your website. This is particularly useful if you want to create a new page with the same layout and content as an existing one, saving you time and effort compared to starting from scratch.

Here's how to use it practically:

### Install the Plugin

- Go to your WordPress dashboard.
- Navigate to **Plugins > Add New**.
- Search for **Clone Page**
- Click **Install Now** and then activate the plugin.

### Clone a Page or Post

- Once the plugin is activated, go to **Pages** or **Posts** (depending on what you want to clone).
- You'll see a new **Clone** link next to each page or post listed.

- Click the **Clone** link for the page or post you want to duplicate.

### Edit the Cloned Page

- After clicking **Clone**, a new draft of the page or post will be created.
- This draft will have all the same content, layout, and settings as the original, but it will be in a "Draft" status, so it won't be published immediately.
- You can now open the draft and make any necessary changes. For example, you can update the title, edit the content, or change the layout to fit the new page's needs.

### Publish the Cloned Page

- Once you're satisfied with the changes, you can publish the cloned page as you would with any other page on WordPress.

## Ecommerce website:

In **eCommerce website** in WordPress is a website built using WordPress that allows businesses to sell products or services online. These websites typically have an integrated shopping cart system, payment gateways, product catalog, and other essential eCommerce functionalities that facilitate online transactions.

In WordPress, **WooCommerce** is the most popular plugin used to transform a regular WordPress site into a fully functional eCommerce store. It allows you to sell both physical and digital products, manage inventory, handle payments, and track orders with ease.

### Steps to Create an eCommerce Website in WordPress:

Here's a practical step-by-step guide to building an eCommerce website using **WooCommerce** in WordPress.

### Install the WooCommerce Plugin:

**Install WooCommerce:** From your WordPress dashboard, go to **Plugins > Add New**. Search for **WooCommerce** and click **Install Now**, then activate the plugin.

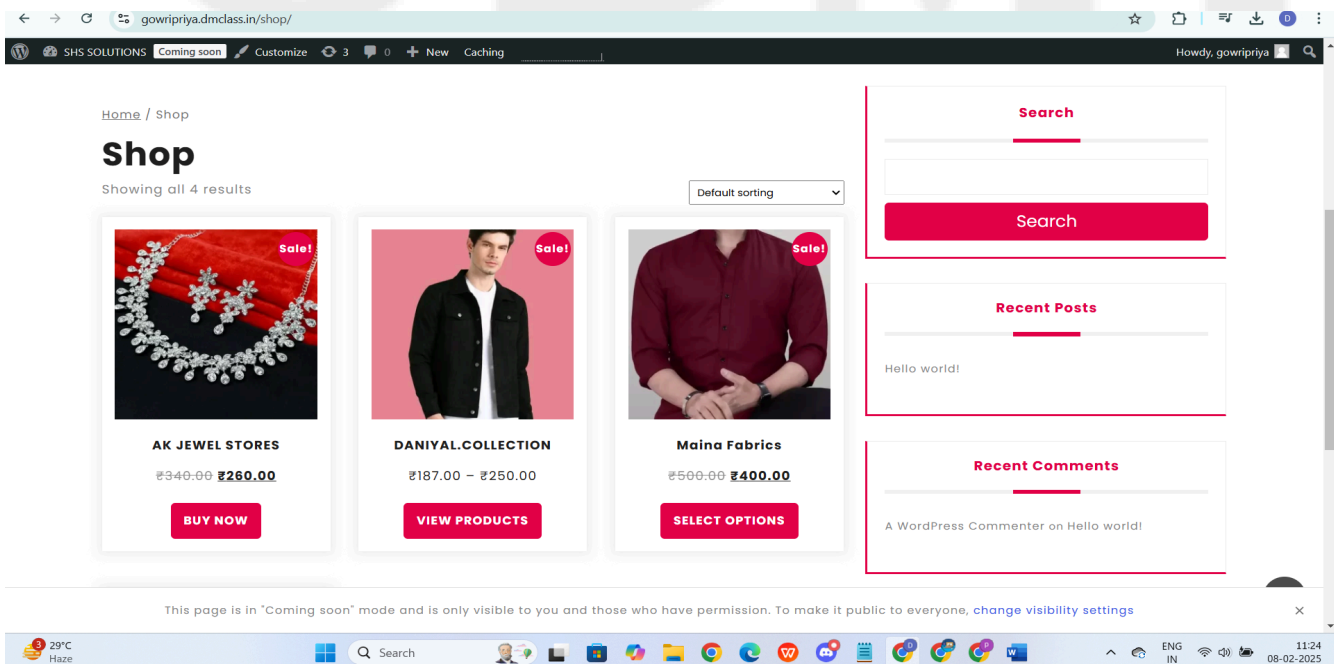
**WooCommerce Setup Wizard:** After activation, WooCommerce will guide you through a setup wizard. The setup wizard helps you configure essential settings, such as:

- **Store Location:** The country where your store is based.
- **Currency:** The currency your products will be sold in.
- **Payment Methods:** Choose payment gateways such as PayPal, Stripe, or credit card payments.
- **Shipping:** Set up shipping zones, methods, and rates.
- **Tax Settings:** Configure tax rules based on your location.

## Choose a Theme:

- **Select a WooCommerce-Compatible Theme:** Choose a theme that works well with WooCommerce. Many WordPress themes are specifically designed to integrate seamlessly with WooCommerce and provide a beautiful shopping experience.

Popular themes for WooCommerce include **Storefront** (the official WooCommerce theme) and **Astra**, **OceanWP**, or **Flatsome**.



- **Customize the Theme:** You can customize the theme through the **WordPress Customizer** (found under **Appearance > Customize**), where you can adjust things like:

Logo and brand colors

Font style and size

Page layouts (for product pages, checkout page, etc.)

Add Products to Your Store:

add a product, go to **Products > Add New**.

In eCommerce, there are several types of products you can sell, each with different characteristics and features. They are:

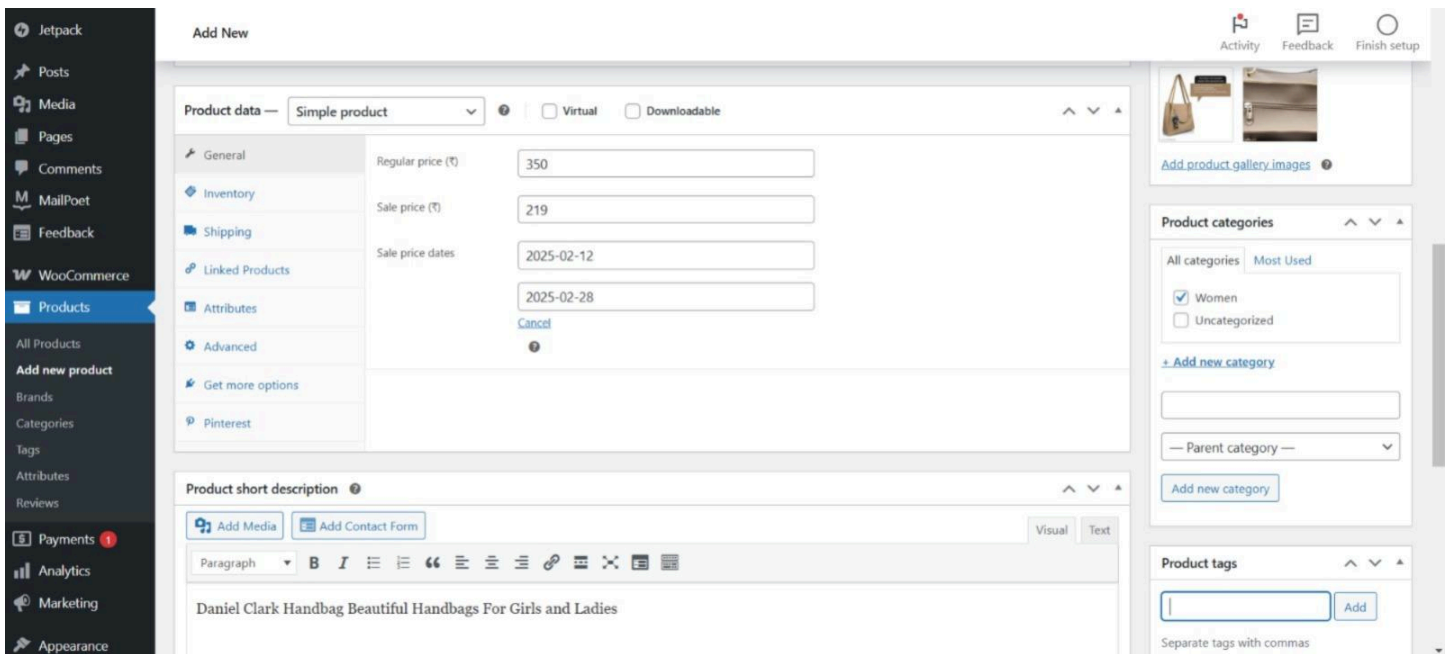
- Simple products
- Variable products
- Grouped products
- Affiliate products

### **Simple Product:**

A **Simple Product** in WooCommerce refers to a straightforward product type that doesn't have variations (like size or color options) and is typically used for single items. For example, a single-size t-shirt, a book, or a mug.

### **Navigate to the Products Section:**

In the WordPress dashboard, go to **Products > Add New**. This will open the page where you can add a new product.



## Enter Product Title and Description:

**Product Title:** Enter the name of your product. For example, “Organic Soy Candle.”

**Product Description:** This is the long description of the product that will appear on the product page. Here, you can include detailed information about the product such as features, benefits, ingredients, usage instructions, etc.

## Product Data Section:

**Product Type:** The default type is "Simple product." WooCommerce gives you several types of products (Simple, Variable, Grouped, etc.), but for this example, we'll leave it as Simple product.

**General:** In this tab, you'll set the pricing.

- **Regular Price:** Enter the regular price of the product. For example, “\$15.00.”
- **Sale Price (optional):** If you're offering a discount, you can add a sale price here. For example, “\$12.00.”

## Inventory:

- If you want to manage stock, tick the **Manage stock?** checkbox.
- **SKU:** Enter a unique SKU (Stock Keeping Unit) for your product. This helps you track the product in your inventory.
- **Stock Status:** Set the stock status as **In Stock** (or Out of Stock, depending on availability).
- **Allow backorders?:** You can enable or disable backorders if the product is out of stock but you want to allow orders.

## Shipping:

- **Weight:** If you're selling a physical product, you may want to enter the weight for shipping calculations.
- **Dimensions:** Add the dimensions (length, width, height) if relevant.
- **Shipping Class:** You can assign a shipping class (e.g., "small," "large," "free shipping") to help calculate shipping rates more accurately

## Linked Products (optional):

- **Upsells:** Here, you can recommend higher-priced items.
- **Cross-sells:** Suggest related products that can be added to the cart.

## Product Short Description:

This is the brief product summary that appears next to the product image on the product page

## Product Images:

**Product Image:** On the right-hand side, you'll see an option to set the Product Image. This is the main image that will appear on your product page. Upload a high-quality image of the product.

**Product Gallery:** Below the main image, you can also add multiple images for a gallery.

## Product Categories and Tags

- **C**ategories: You can assign this product to a specific category (e.g., “Candles,” “Home Decor”). If you don’t have a category yet, you can create one.
- **T**ags: Tags help with SEO and filtering. For example, you might add “soy candle,” “lavender,” or “handmade.”

## **Publish the Product:**

Once you’ve filled in all the necessary fields, **Publish** to make the product live on your store.

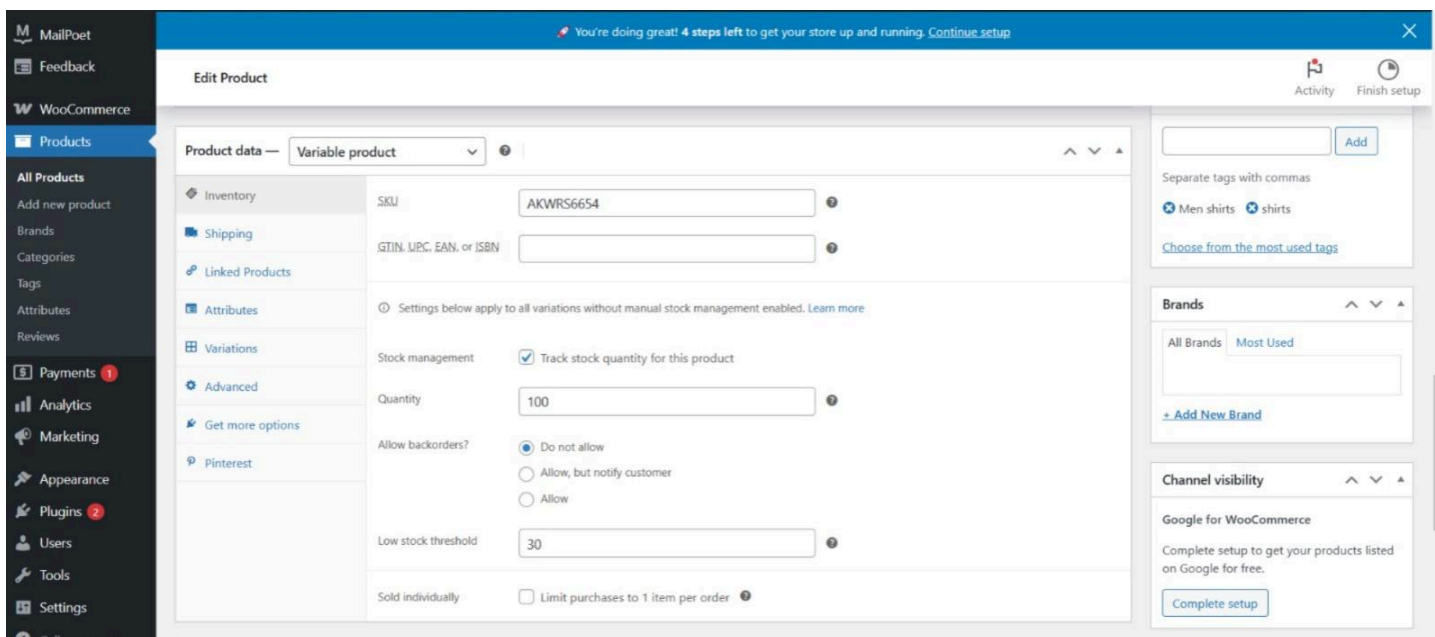
The screenshot shows a product page for 'WAM-WATCH' on a WooCommerce store. The page layout includes a navigation bar at the top with links for 'Cart', 'Checkout', 'My account', 'Sample Page', and 'Shop'. The main content area features a large image of a tan handbag with a pom-pom charm, a price tag of ₹350.00, and an 'Add to cart' button. Below the main image are smaller thumbnail images of the product. The product description area is currently set to 'Description' and shows 'Reviews (0)'. To the right of the product, there is a search bar, a 'Recent Posts' section with a 'Hello world!' post, and a 'Recent Comments' section with a comment from 'A WordPress Commenter on Hello world!'. At the bottom of the page, a small notice states: 'This page is in "Coming soon" mode and is only visible to you and those who have permission. To make it public to everyone, change visibility settings'.

## **Variable Product:**

A **Variable Product** in WooCommerce is a type of product that has multiple variations (e.g., size, color, style) with different prices, stock levels, and attributes. This is ideal for products that come in various options, such as clothing, shoes, or electronic gadgets.

## **Create a New Product**

1. In your WordPress dashboard, go to **Products > Add New**.
2. This will open the page where you can add your new product



## Enter the Product Title and Description

### Choose "Variable Product" Type

- Scroll down to the **Product Data** section (below the product description).
- In the **Product Type** dropdown, select **Variable product**.  
By default, WooCommerce sets the product type to **Simple Product**. For variable products, you need to change this to **Variable product** so that you can set different variations (e.g., size, color).

### Add Product Attributes

Attributes are what make your product variable. For example, size, color, or material.

- **Go to the "Attributes" tab** under the **Product Data** section.
- Click **Add** to create a new attribute (e.g., Size, Color).
- For **Size**:

Add a name: **Size**.

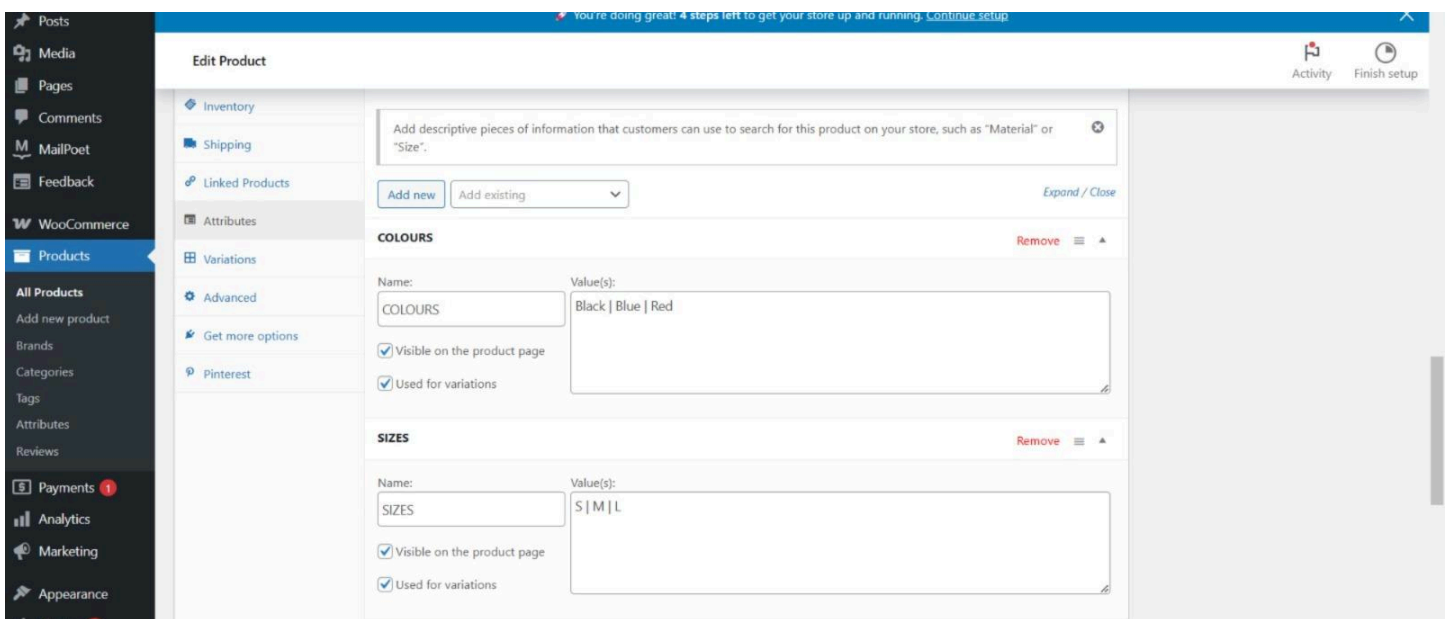
Under **Value(s)**, input the different sizes your product is available in (e.g., Small, Medium, Large, Extra Large). Separate each option with a vertical bar (|), like this: Small | Medium | Large | XL.

- For **Color**:

Add a name: **Color**.

Under **Value(s)**, input the different colors your product is available in (e.g., Red, Blue, Green). Again, separate each option with a vertical bar: **Red | Blue | Green**.

- **Enable “Used for variations”**: For each attribute, check the box that says **Used for variations**. This tells WooCommerce that you want to create variations based on these attributes.



## Create Variations

Once you've added your attributes, the next step is to create the variations.

- Go to the **“Variations” tab** under **Product Data**.
- Click the dropdown for **Add variation** and select **Create variations from all attributes**.

WooCommerce will automatically create all possible combinations of your attributes. For example, if you have 3 sizes and 3 colors, WooCommerce will create 9 variations (e.g., Small-Red, Medium-Blue, Large-Green, etc.).

- **Click Go** to create these variations.

## **Set Prices, Stock, and Other Information for Each Variation**

Now, you need to define specific details for each variation, such as price, stock status, image, SKU, etc.

- **Price:** For each variation, you can set a different price. For example:

Red-Small might cost \$20.

Blue-Medium might cost \$22.

- **Stock:** You can manage stock for each variation individually. You may enable the **Manage stock?** checkbox to track stock levels for each variation.

For example, you may have 10 units of **Red-Small** and 5 units of **Blue-Medium**.

- **SKU:** You can assign a unique SKU to each variation (optional but recommended for inventory management).
- **Image:** You can add a unique image for each variation. For example:  
The Red-Small variant could have an image of a small red shirt.  
The Blue-Medium variant could have an image of a medium blue shirt.
- **Weight, Dimensions, and Shipping:** If needed, you can assign different weight or dimensions for each variation (useful if your product sizes differ significantly).

## **Save the Variations**

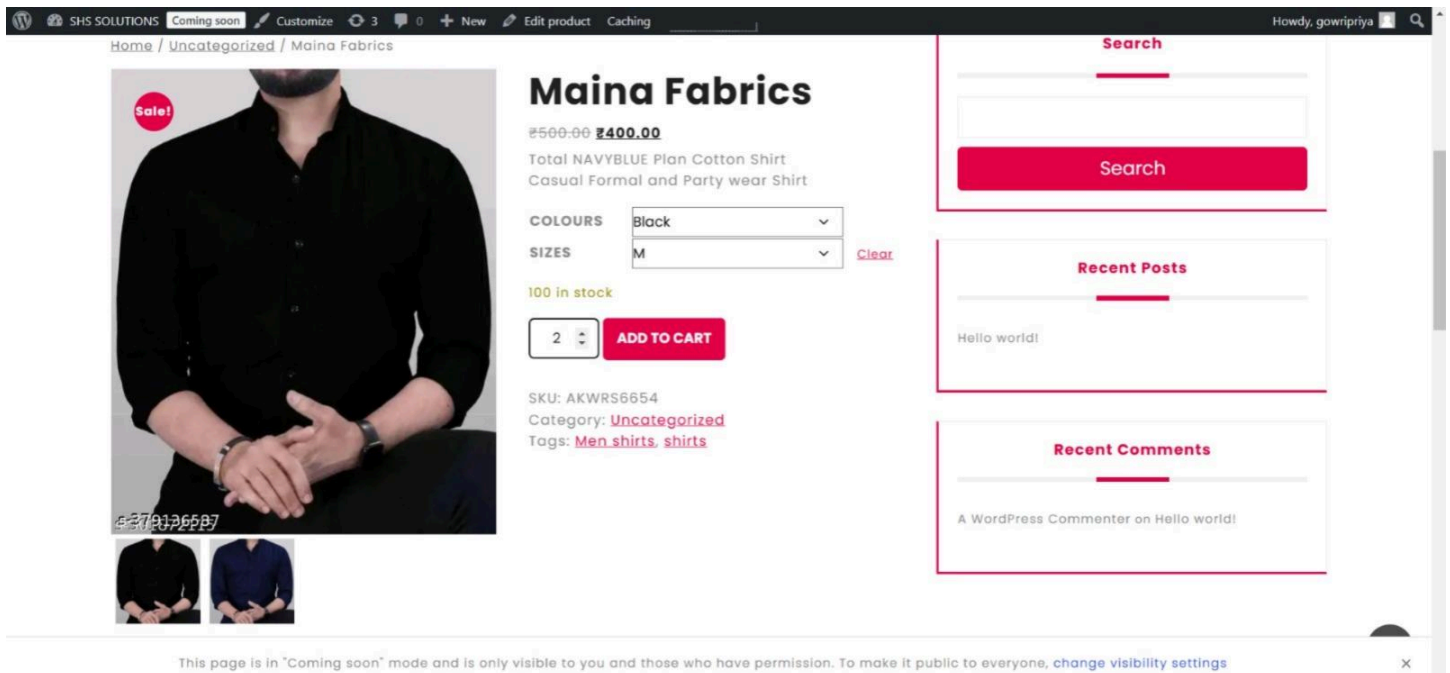
After you've filled out all the information for each variation (e.g., price, stock, image, etc.), click **Save Changes**.

Add Product Images

Set Product Categories and Tags

## **Publish the Product**

Once you're done configuring your product, click **Publish** to make it live on your store.



## Swatches plugin:

The **Swatches for WooCommerce** plugin is a useful tool for enhancing the user experience on WooCommerce stores that sell **variable products** (such as clothing, accessories, and other products that come in different colors, sizes, materials, etc.). This plugin allows you to replace the standard dropdown menus for product variations (like size, color, or material) with more visually appealing and user-friendly **swatches**.

step-by-step guide on how to use the "Swatches for WooCommerce" plugin:

### Install the Plugin

1. Go to your **WordPress Dashboard**.
2. Navigate to **Plugins > Add New**.
3. In the search bar, type "**Swatches for WooCommerce**".
4. Find the plugin by **Emran Ahmed** and click **Install Now**.
5. After installation, click **Activate** to activate the plugin.

## Create Product Attributes

- Before you can use swatches, you need to have **product attributes** that are used for variations, like **Color** or **Size**.
- Go to **Products > Attributes** in your WooCommerce dashboard.
- Add an attribute (e.g., **Color**):

**Name:** Color

**Slug:** color

Choose **Type:** Select **Color** if you want to use color swatches.

- Add the **terms** for this attribute (e.g., Red, Blue, Green).

## Set Up Variable Product

You need a **variable product** to see how swatches work. For example, if you're selling a t-shirt that comes in different colors and sizes, you'll need to create a variable product.

- Go to **Products > Add New** and create a new product (e.g., "Men's T-shirt").
- In the **Product Data** section, change the product type to **Variable Product**.
- **Go to the "Attributes" tab** and add the attributes you created earlier (e.g., Color, Size).
- Under the **Variations tab**, create the variations for each combination (e.g., Red-Small, Blue-Medium).

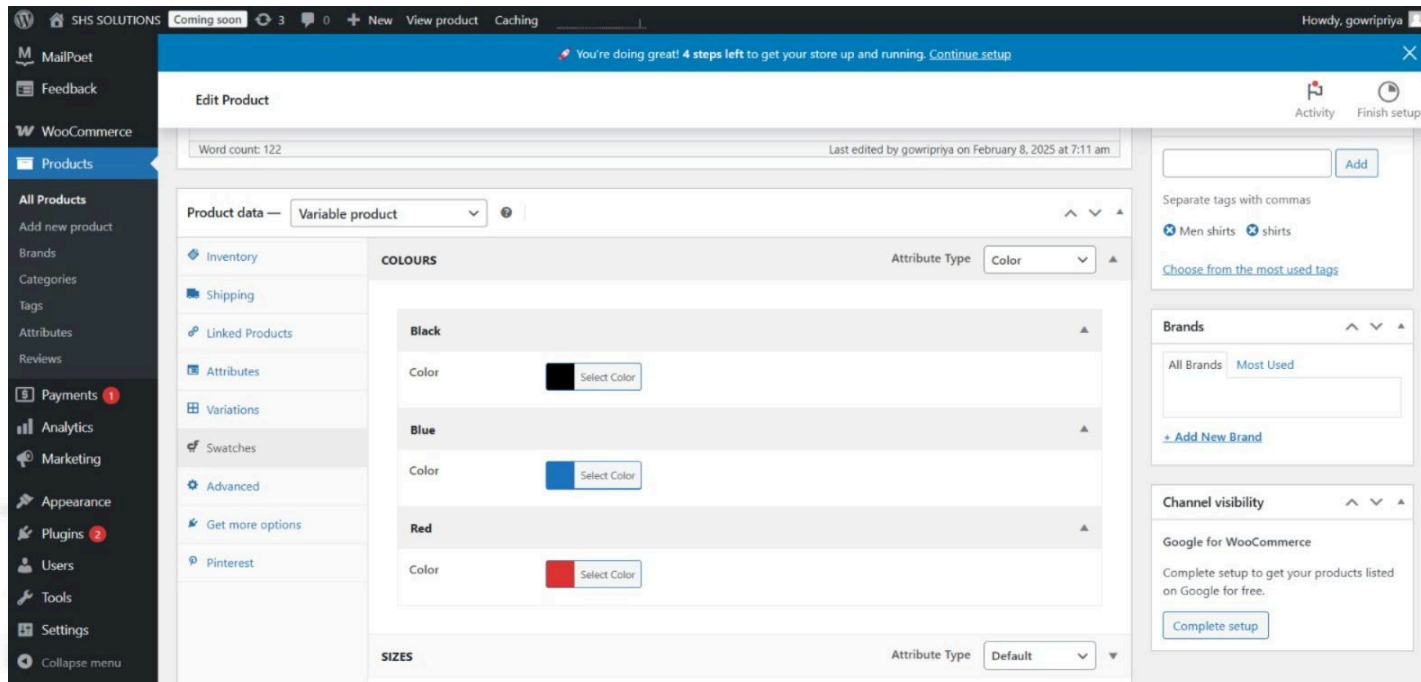
## Assign Swatches to Attributes

Now, assign swatches to the attributes you created (e.g., **Color**):

- Go back to **Products > Attributes**.
- For the **Color** attribute, click the **Configure Terms** button to manage the color options.
- For each color (e.g., Red, Blue, Green), you can:

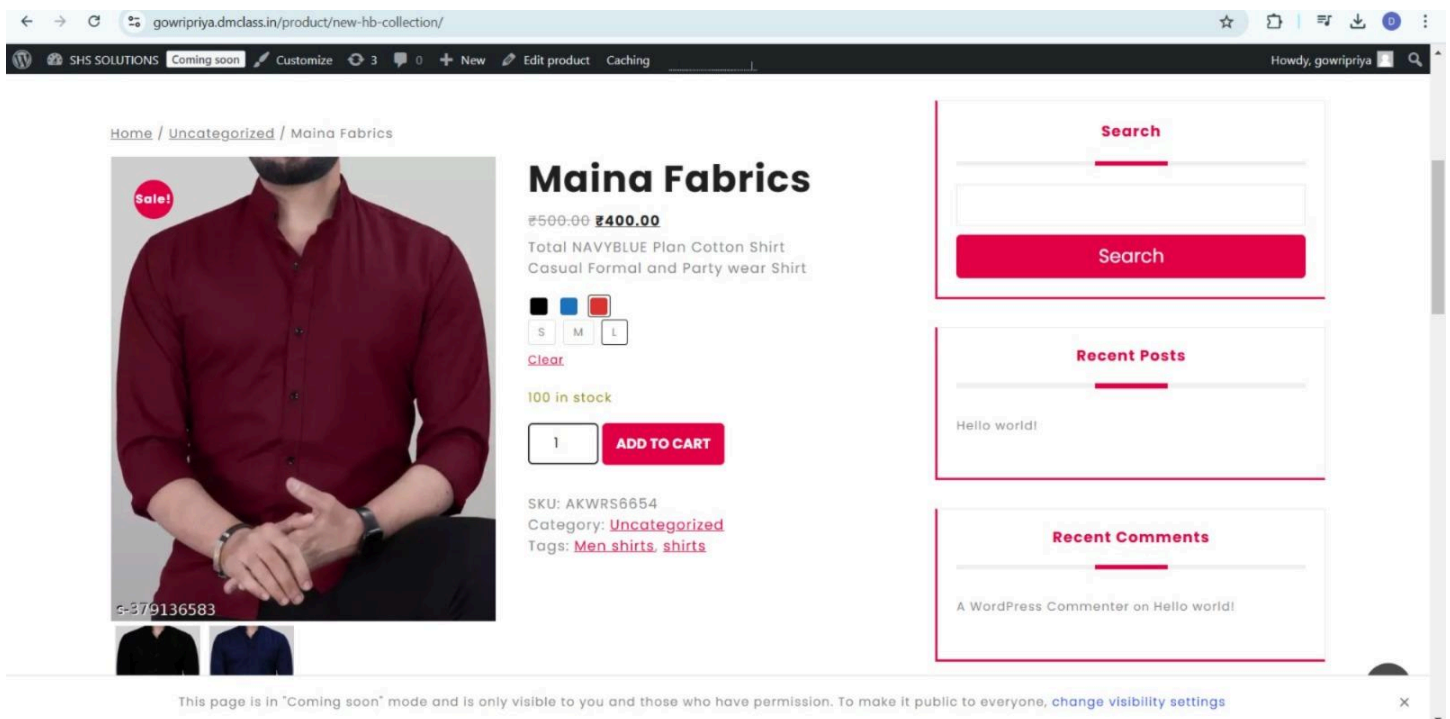
**Upload an Image** for the color (if you're using image swatches).

**Choose a Color** (if you're using color swatches). You can select a specific hex color for each term (e.g., Red with hex code **#FF0000**).



## Display Swatches on Product Pages

- When you create or edit a **Variable Product**, you'll notice that the **swatch options** now appear in the variation settings.
- In the **Product Data > Variations** tab, each variation will now have a swatch option (e.g., color swatches, image swatches, or labels).
- Once you've assigned swatches to each variation, save the product.



Grouped product:

A **Grouped Product** in WooCommerce is a type of product that allows you to group multiple individual products together for customers to purchase all or some of the items in the group. Each product in the group is still a separate product, but they are presented together in a bundle on the same product page.

Grouped products are typically used when you have several related products, and you want to make it easier for customers to purchase them together.

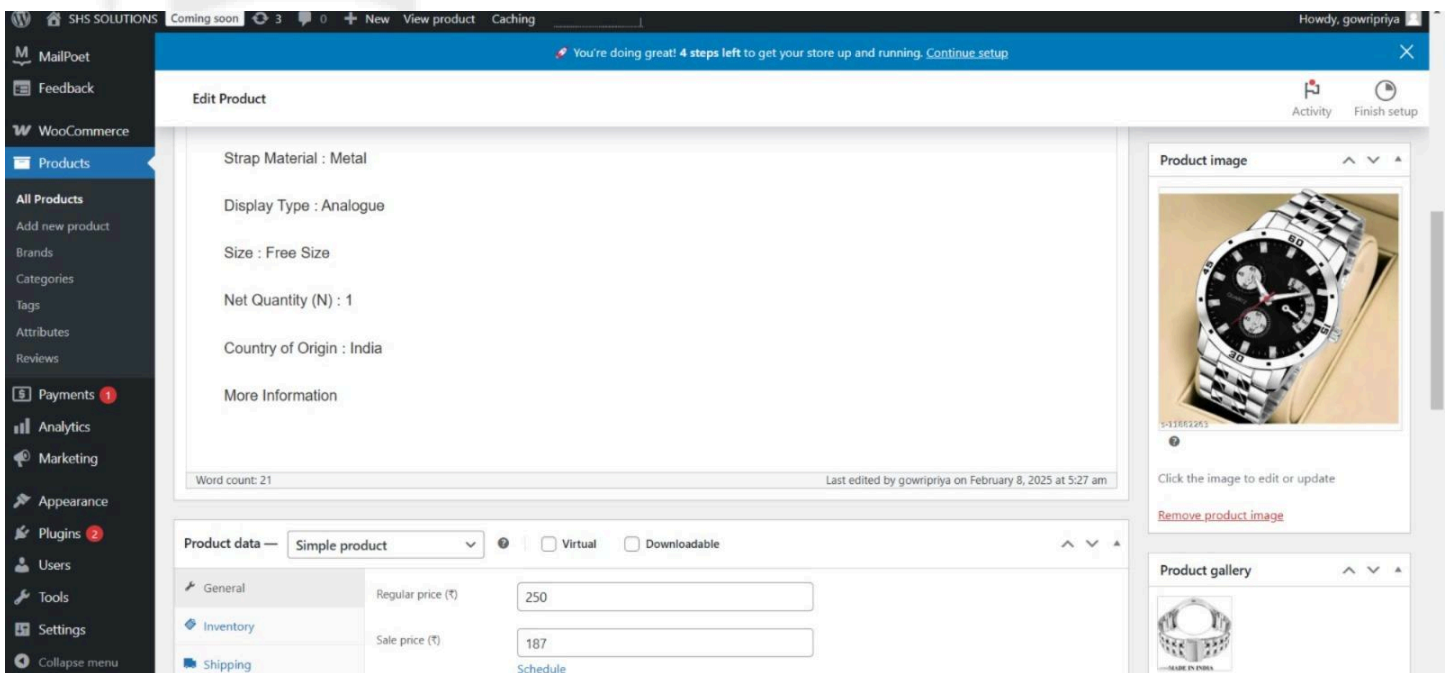
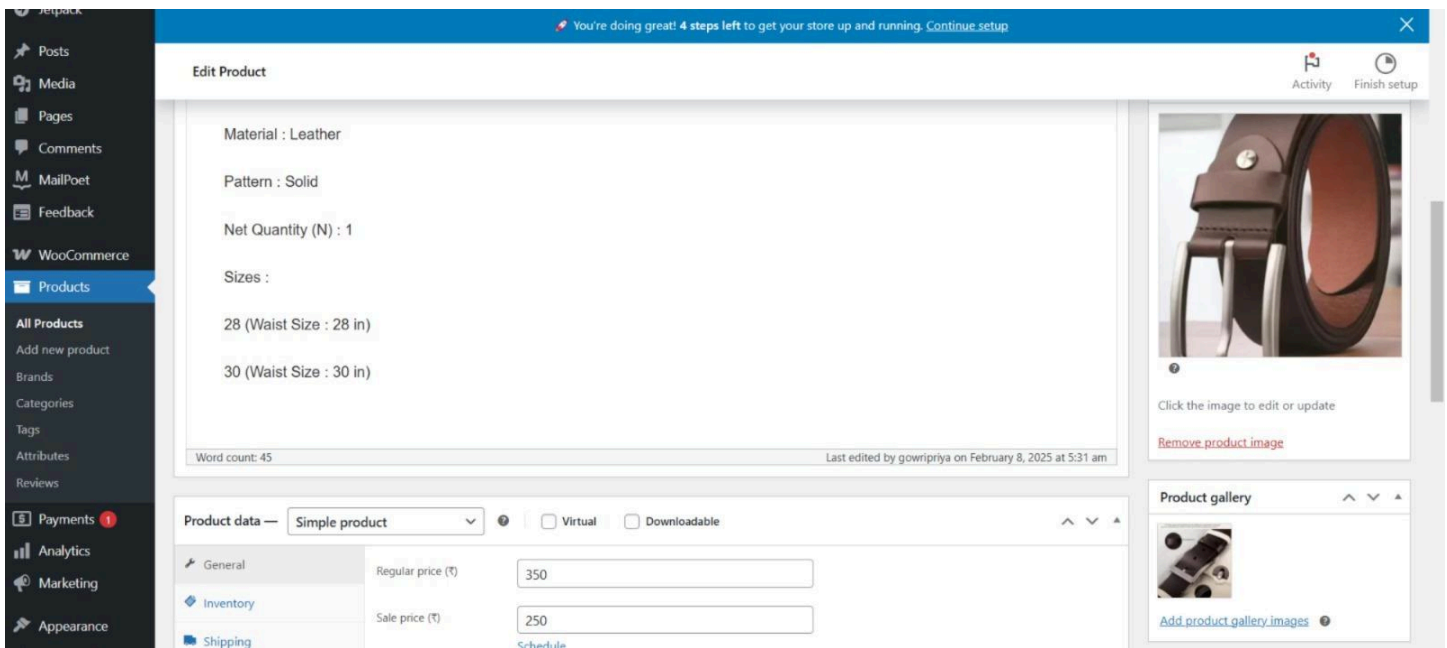
## Step-by-Step Guide to Adding a **Grouped Product**

### Create Individual Products for the Group

Before you can create a grouped product, you must first create the individual products that you want to include in the group.

- Go to Products > Add New in your WordPress dashboard.
- Create each product you want to include in the group.
- Set each product to be a **Simple Product** (not variable), and enter the usual product information (title, description, price, image, etc.).

- Once you've added each product, publish them. These will now be available to add to the grouped product.



## Create the Grouped Product:

Now, it's time to create the **Grouped Product** that will showcase all the individual products together.

- Go to **Products > Add New** again to create a new product.

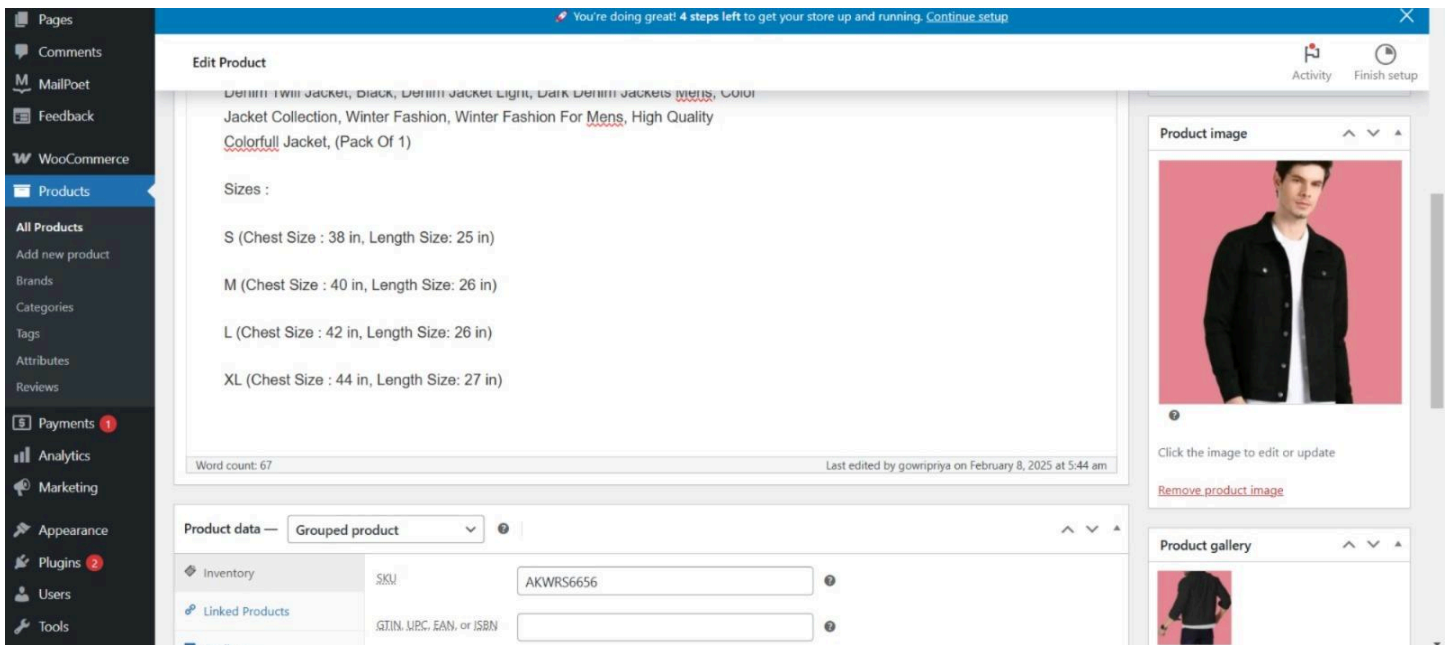
- Enter the Grouped Product Title
- Write a Product Description

## Set the Product Type to Grouped

Scroll down to the Product Data section (below the description).

In the Product Type dropdown, select Grouped product.

## Add Individual Products to the Group



**Now, you need to associate the individual products that make up the group.**

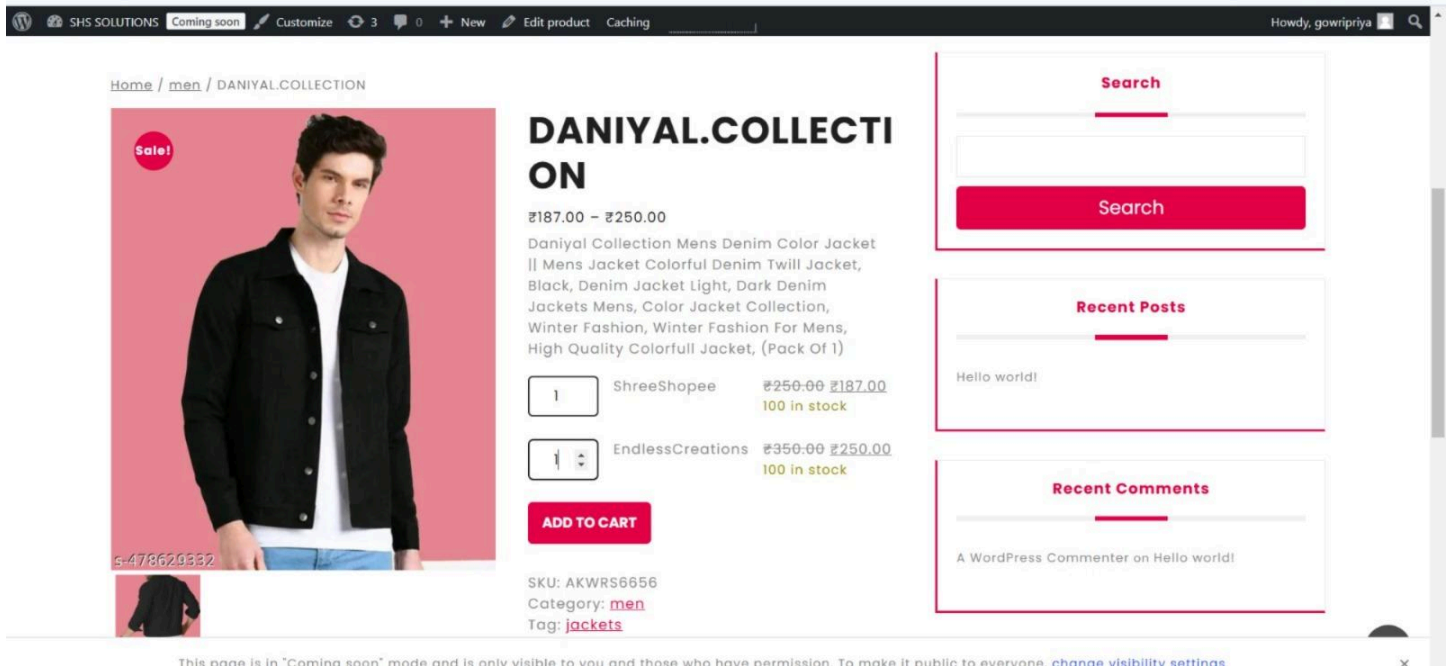
- Go to the "Linked Products" tab under the Product Data section.
- In the Grouped Products field, begin typing the names of the individual products you created earlier (e.g., Lawn Mower, Lawn Fertilizer, Grass Seed).
- Select the Products you want to include in the group. These will now be linked to the grouped product.

## Set the Product Image and Gallery

## Set Categories and Tags

## Publish the Product

Once you've completed all the necessary fields, click the Publish button to make the grouped product live on your website.



## Affiliate product:

An affiliate product on an eCommerce website refers to products that you promote or sell on your site, but that are owned and fulfilled by another company. When a customer purchases through your affiliate link, you earn a commission. This model is often used in blogs, review sites, or niche eCommerce stores to monetize content without needing to stock products.

## Choose an Affiliate Program

- You'll first need to partner with an affiliate program. Some popular ones include:

Amazon Associates (Amazon)

ShareASale

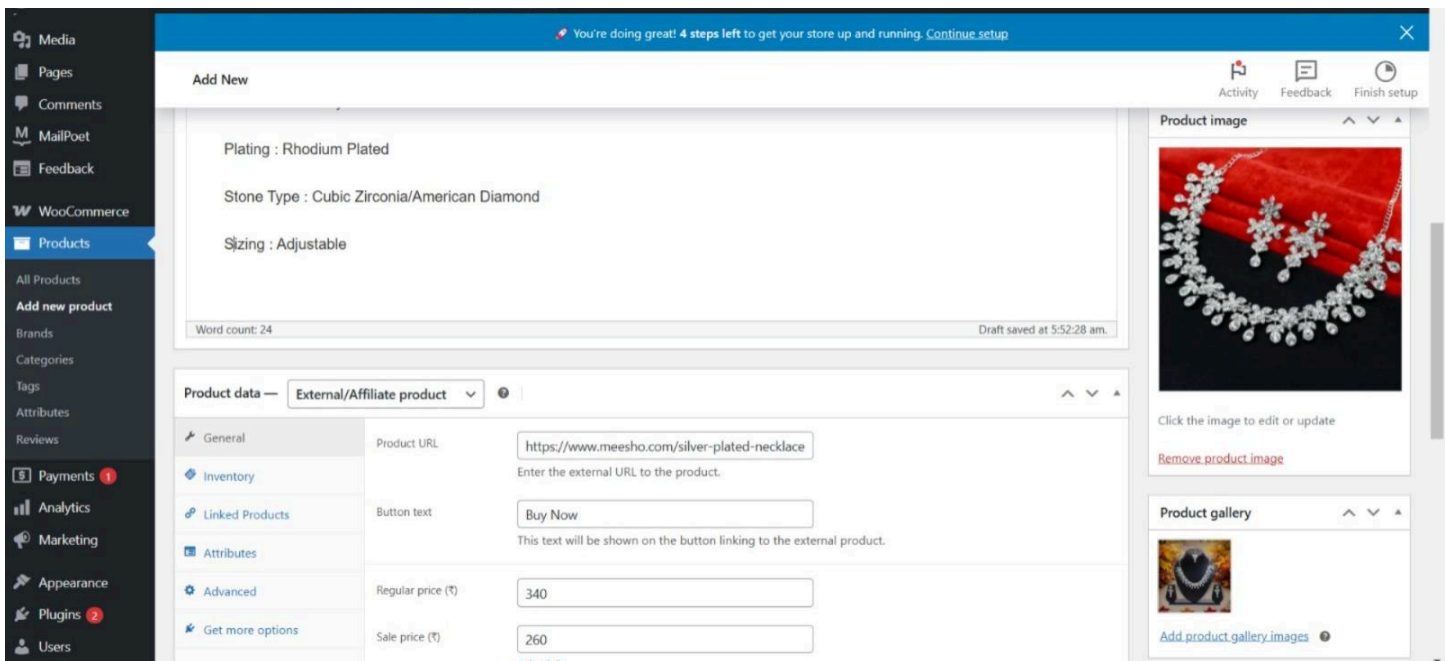
After joining, you'll get affiliate links for products to promote.

## Adding Affiliate Products to Your Site

## There are two main ways to add affiliate products:

### a. Manually Adding Affiliate Products:

- Go to your WordPress dashboard.
- Posts > Add New (for blog posts) or Pages > Add New (for pages), or Products > Add New if you're using WooCommerce.
- Add content related to the product (description, benefits, etc.).
- Embed the affiliate link where relevant, or if using WooCommerce, enter the affiliate URL in the product's external/affiliate product section.



### b. Using WooCommerce:

- Install WooCommerce plugin if you haven't already.
- Go to Products > Add New and enter the product details like name, description, and price.
- Under the "Product Data" section, select External/Affiliate Product.
- Add the affiliate URL in the "Product URL" field.
- Optionally, set a button text like "Buy Now" or "Check Price".
- This way, users click on the affiliate link and are taken directly to the product page on the merchant's site.

The screenshot shows a product page on the Meesho website. The product is a 'Silver Plated Necklace Set With White American Diamond' priced at ₹166. It has a 4.0 star rating based on 41176 ratings and 13207 reviews. The product details include: Name: Silver Plated Necklace Set With White American Diamond, Base Metal: Alloy, Plating: Rhodium Plated, Stone Type: Cubic Zirconia/American Diamond, Sizing: Adjustable, Type: Necklace and Earrings, Net Quantity (N): 1, and Country of Origin: India. There are 'Add to Cart' and 'Buy Now' buttons at the bottom of the product image area.

## Coupons:

Coupons in WooCommerce allow store owners to offer discounts, promotions, and deals to customers. These coupons can be configured with various rules and restrictions, such as minimum purchase amounts, product-specific discounts, and expiration dates.

### How to Create a Coupon in WooCommerce (Step-by-Step)

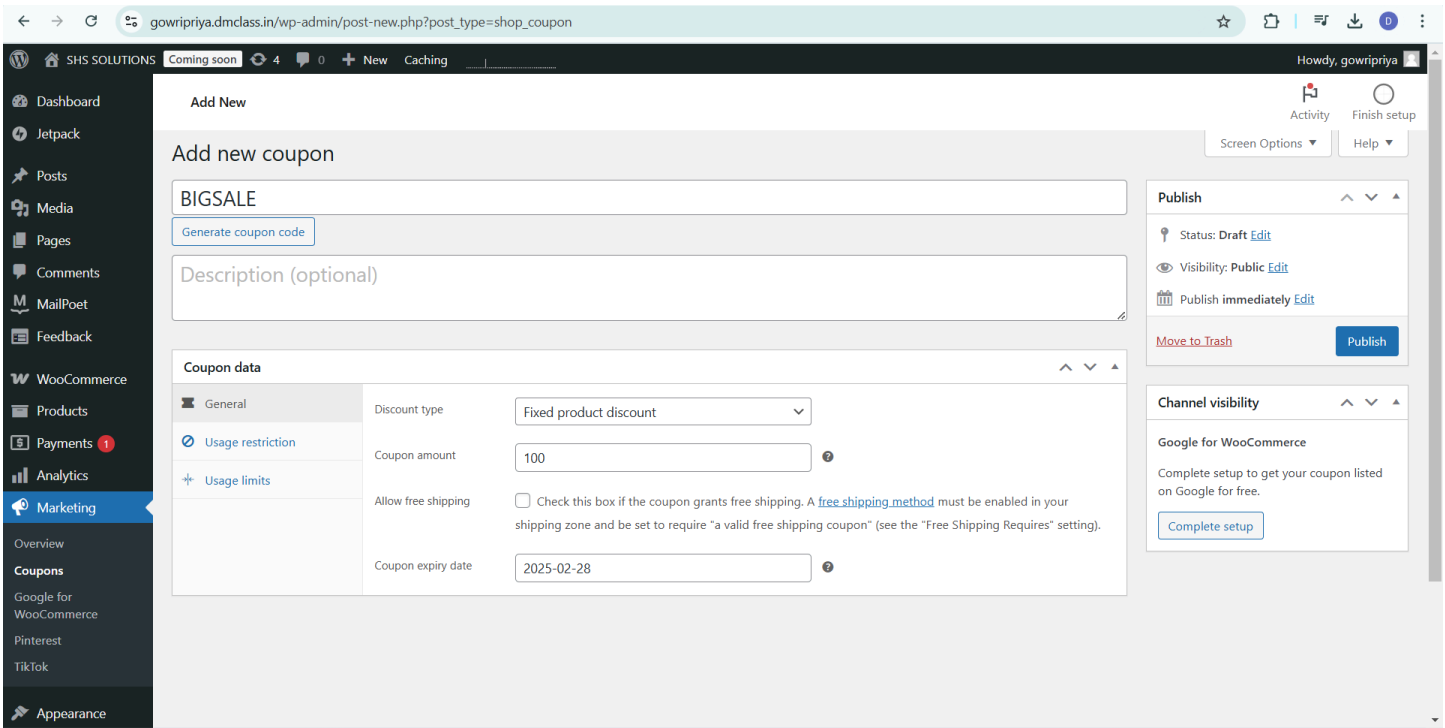
#### Step 1: Enable Coupons in WooCommerce

- Log in to your WordPress dashboard.
- Navigate to WooCommerce > Settings.
- Click on the General tab.
- Scroll down to the Enable Coupons section and ensure that "Enable the use of coupon codes" is checked.
- Save changes.

#### Create a Coupon

1. Go to **Marketing > Coupons** (in older versions, it may be under WooCommerce > Coupons).
2. Click **Add Coupon**.

3. Enter a **Coupon Code** (e.g., "SUMMER10").
4. Add a **Description** (optional) for internal reference.



## Configure Coupon Settings

### A. General Settings

- **Discount Type:**

**Percentage Discount** – This discount applies a percentage off the total cart value. e.g., 10% off.

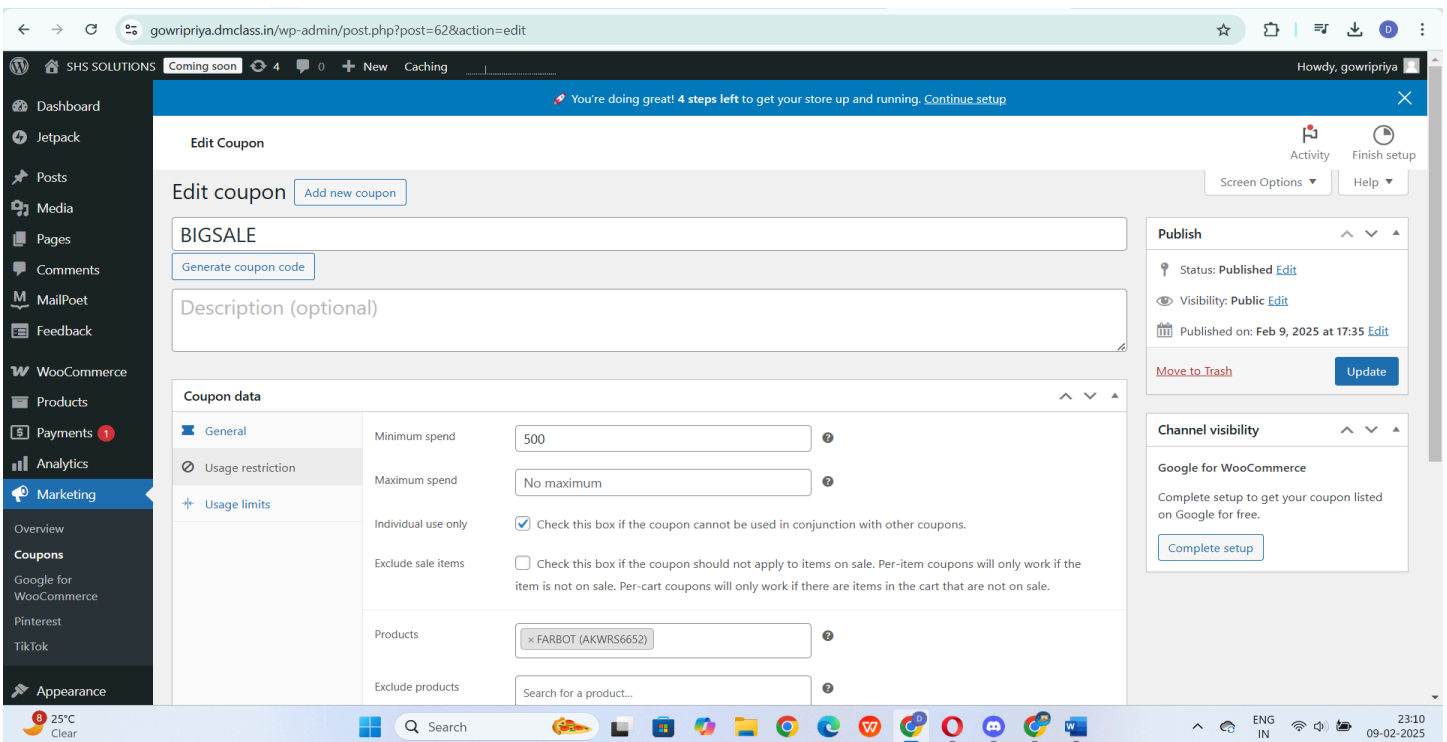
**Fixed Cart Discount** – This discount applies to the total cart value, regardless of the products in the cart. e.g., \$20 off the total cart value.

**Fixed Product Discount** – This discount applies only to specific products. e.g., \$5 off specific products.

- **Coupon Amount** – Enter the discount amount (e.g., 10 for 10% or \$10).
- **Allow Free Shipping** – Optionally, check this to enable free shipping when the coupon is applied.
- **Coupon Expiry Date** – Set an expiration date for the coupon.

## Usage Restriction

- **Minimum Spend** – Set a minimum cart value required to use the coupon.
- **Maximum Spend** – Set a maximum cart value for coupon applicability.
- **Individual Use Only** – Prevents this coupon from being used with other coupons.
- **Exclude Sale Items** – Disallows applying the coupon to already discounted products.
- **Products & Categories** – Choose specific products or categories for the coupon.
- **Exclude Products & Categories** – Select items/categories that the coupon will not apply to.



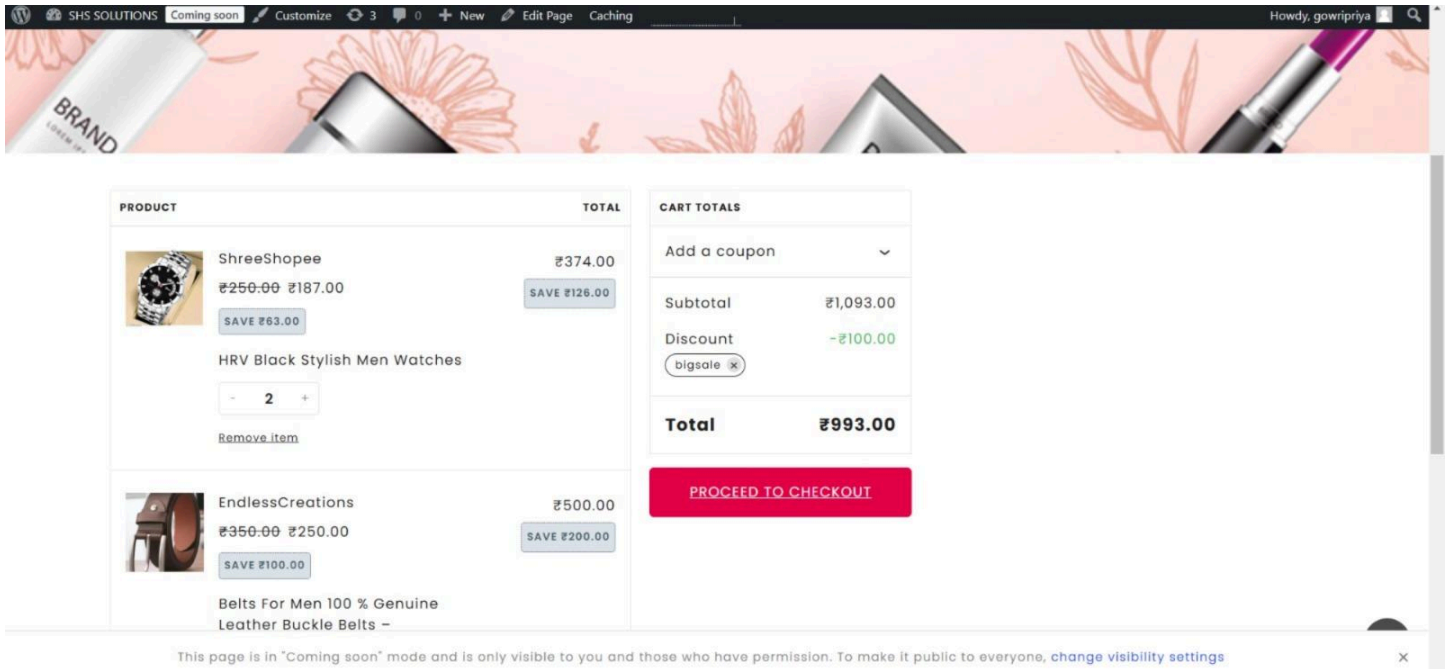
The screenshot displays the 'Edit Coupon' page in the WordPress admin dashboard. The coupon name is 'BIGSALE'. The 'Coupon data' section is expanded to show 'Usage restriction' settings. The 'Minimum spend' is set to 500, and the 'Maximum spend' is set to 'No maximum'. The 'Individual use only' checkbox is checked, indicating that the coupon cannot be used in conjunction with other coupons. The 'Exclude sale items' checkbox is unchecked. The 'Products' field contains 'FARBOT (AKWRS6652)'. The 'Exclude products' field is empty. The 'Publish' section shows the coupon is 'Published' with a status of 'Public' and a published date of 'Feb 9, 2025 at 17:35'. The 'Channel visibility' section shows the coupon is listed on Google for free.

## c. Usage Limits

- **Usage Limit Per Coupon** – Limit the number of times this coupon can be used in total.
- **Usage Limit Per User** – Restrict how many times a customer can use the coupon.

## Step 4: Publish and Share

- Click **Publish** to activate the coupon.
- Share the coupon code via email, social media, or display it on your website.



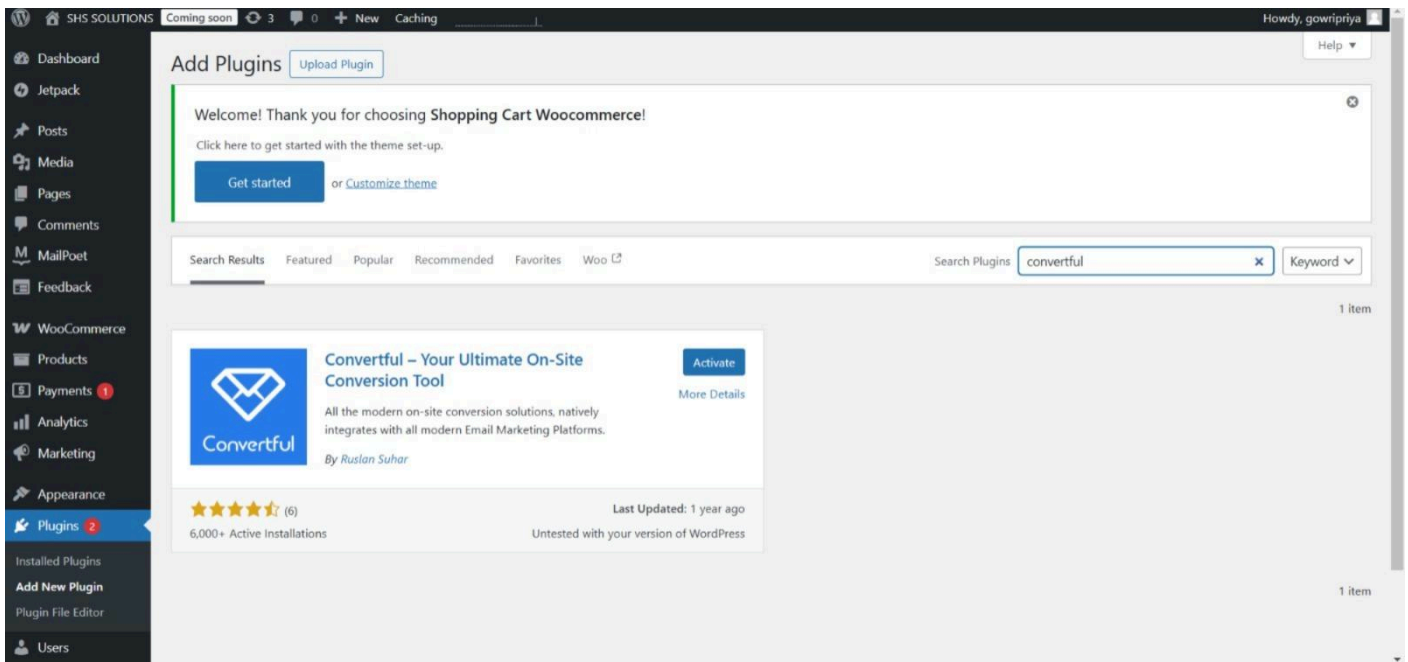
## Convertful Plugin: Displaying Coupons on a WooCommerce Website

Convertful is a powerful lead generation and conversion optimization plugin for WordPress that allows you to create popups, floating bars, slide-ins, and embedded forms to display discount coupons and special offers on your WooCommerce store.

### Step-by-Step Guide to Display Coupons Using Convertful

#### Step 1: Install and Activate Convertful Plugin

- Log in to your **WordPress dashboard**.
- Go to **Plugins > Add New**.
- Search for **Convertful** and click **Install Now**.
- After installation, click **Activate**.



## Step 2: Connect Convertful to Your Website

- Go to **Convertful > Settings** in your WordPress dashboard.
- Click on **Sign Up or Log In** to create/connect your Convertful account.
- After logging in, follow the on-screen steps to **connect your WooCommerce website**.

The screenshot shows the Convertful dashboard. The 'My Sites' section contains a table with the following data:

Site	Pageviews/30d	Impressions/30d	Subscribers/30d	Actions
<a href="http://safiya.dgweb.co.in">safiya.dgweb.co.in</a>	0	0	0	

At the bottom of the dashboard, there is a promotional banner for Wordze, offering a 25% discount. The banner includes a 'TRY WORDZE NOW' button and the coupon code 'WDZ25'.

## Step 3: Create a Coupon Popup in Convertful

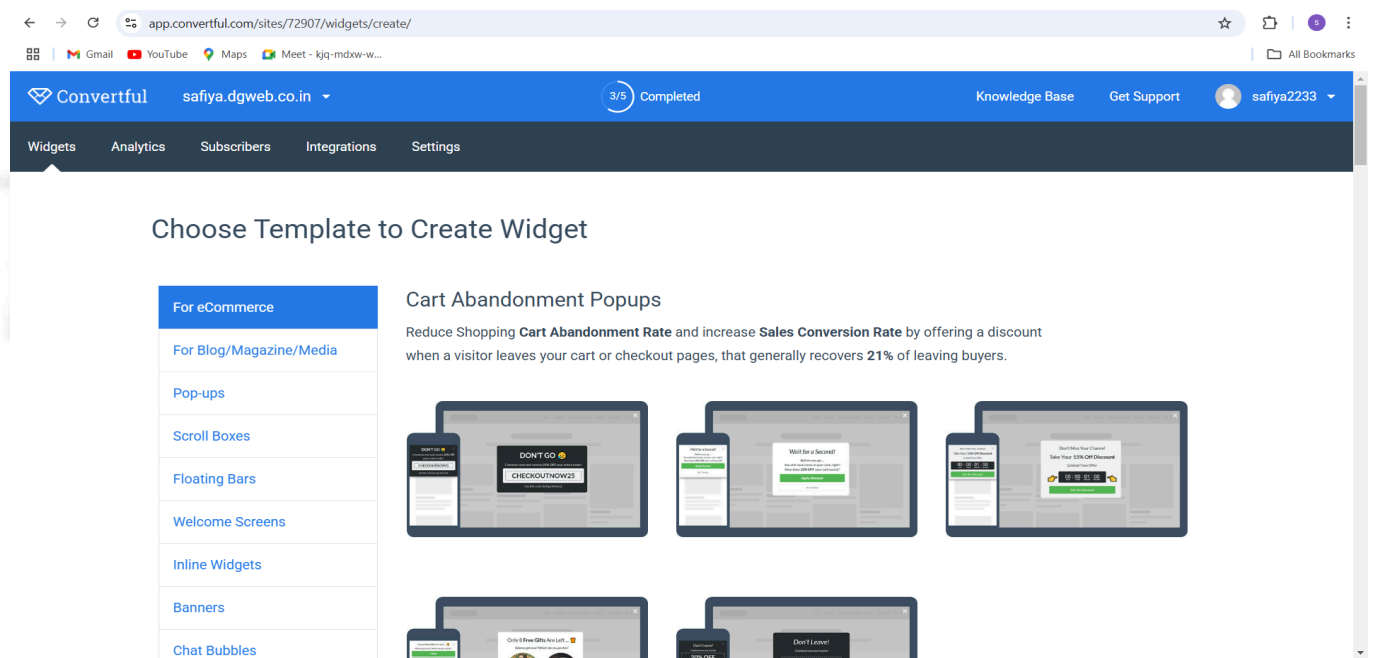
### A. Select a Widget Type

- Go to **Convertful Dashboard**.
- Click **Create Widget** and choose a design format, such as:

**Popup** (Best for attracting attention)

**Floating Bar** (Ideal for showing at the top/bottom of the page)

**Slide-in** (Appears from the side for a subtle approach)



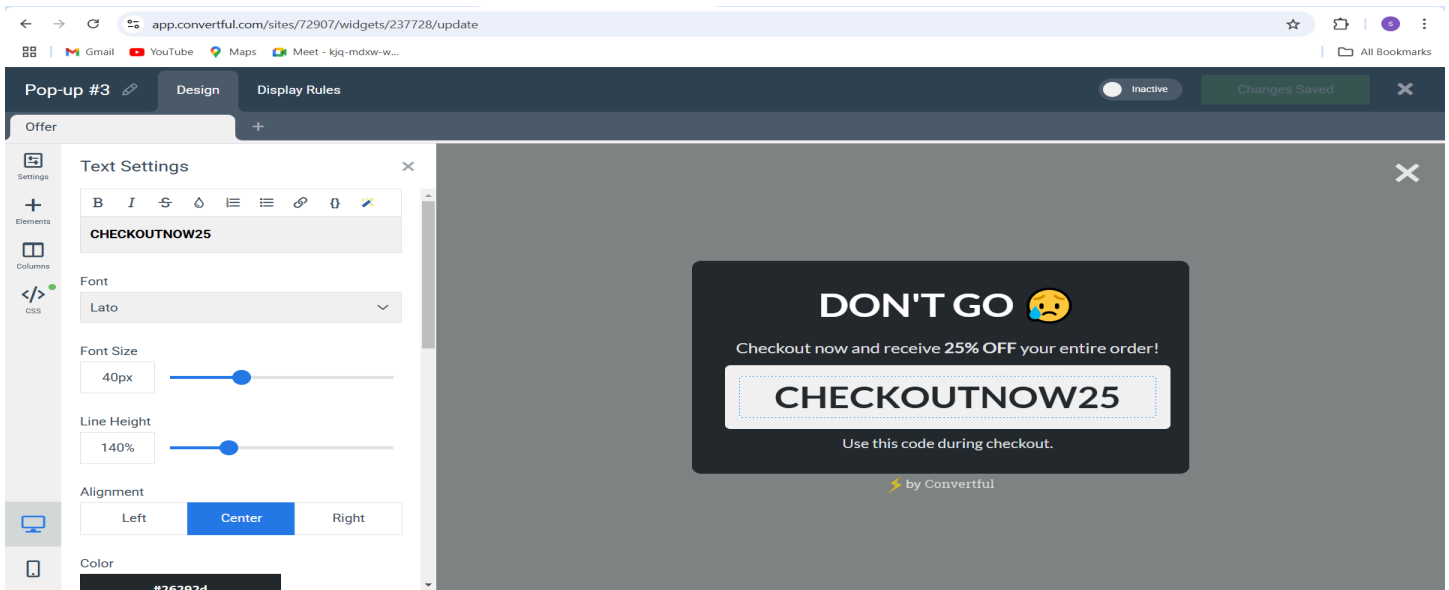
### B. Customize the Coupon Display

- Select a **pre-built template** or start from scratch.
- Add a **headline** (e.g., "Get 10% Off Your First Order!").
- Include a **coupon code** (e.g., "WELCOME10").
- Customize colors, fonts, and images to match your brand.

### C. Set Display Rules

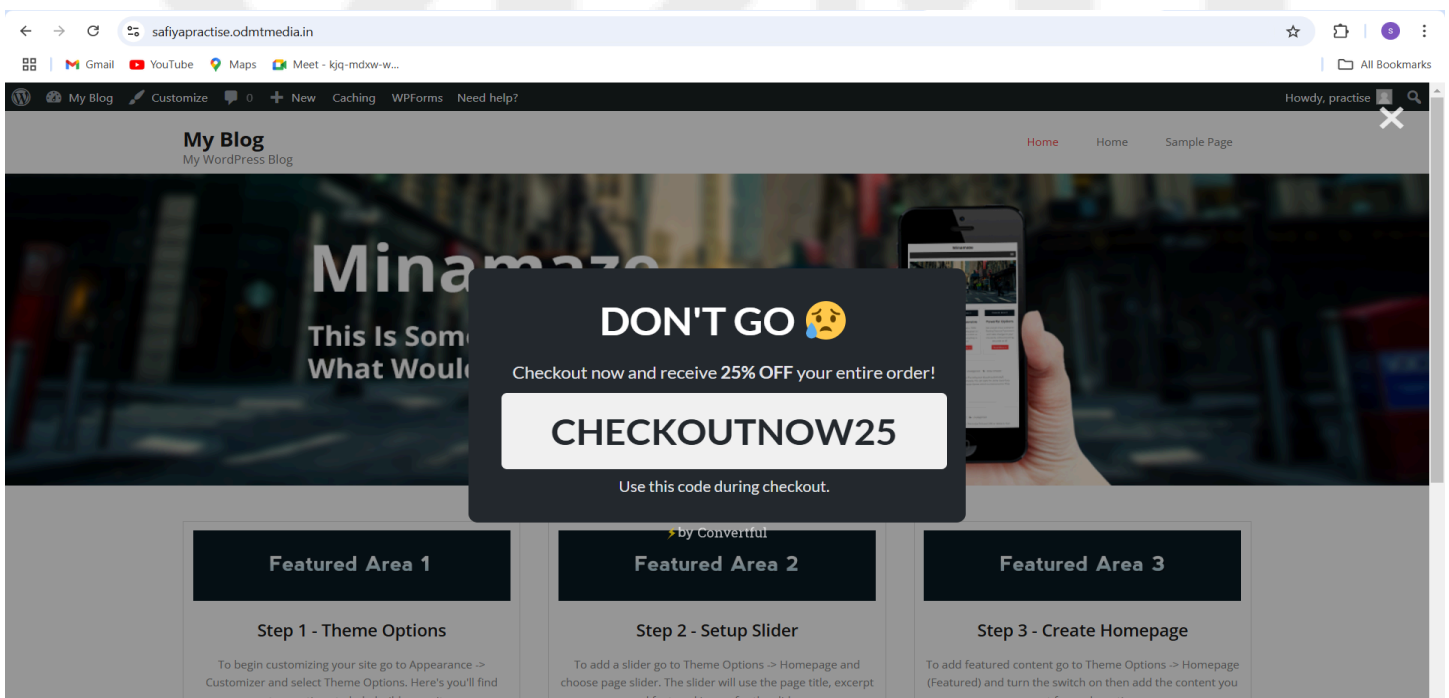
- Show the popup **when a user visits a specific page** (e.g., cart or checkout page).
- Trigger it **when a user is about to leave** (exit-intent popup).

- Display it **only for new visitors** or **logged-in users**.



#### Step 4: Publish and Test the Coupon Widget

1. Click **Save & Publish** in Convertful.
2. Visit your WooCommerce store and check if the coupon popup appears as expected.
3. Test by applying the coupon at checkout to ensure it works.

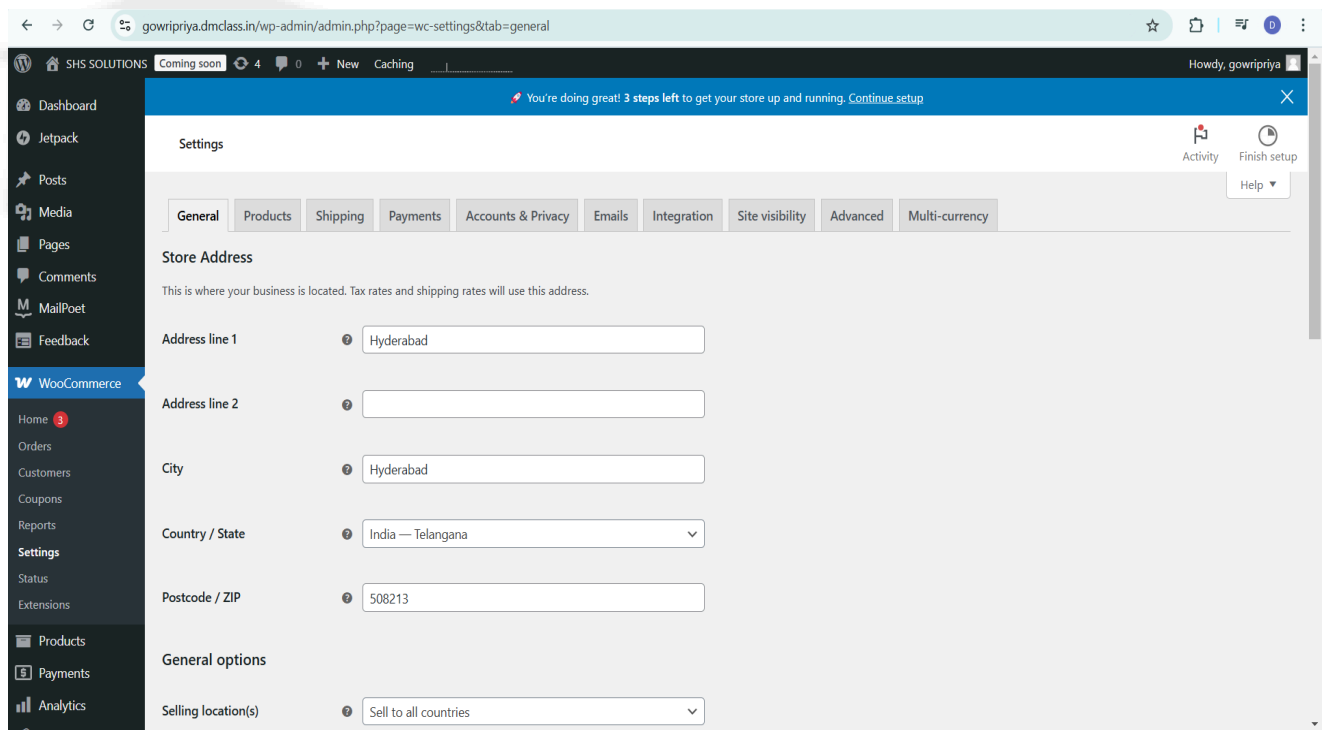


## Shipping:

Shipping is a crucial part of any **WooCommerce store**, allowing store owners to set up delivery options, rates, and rules based on location, weight, and more. WooCommerce provides flexible shipping settings to manage domestic and international shipping efficiently.

### Step 1: Enable Shipping in WooCommerce

1. Log in to your **WordPress dashboard**.
2. Go to **WooCommerce > Settings**.
3. Click on the **Shipping** tab.
4. If shipping is not enabled, check if your store location is set under **WooCommerce > Settings > General**.



### Step 2: Create Shipping Zones

A **Shipping Zone** is a geographical area where you set shipping methods and rates.

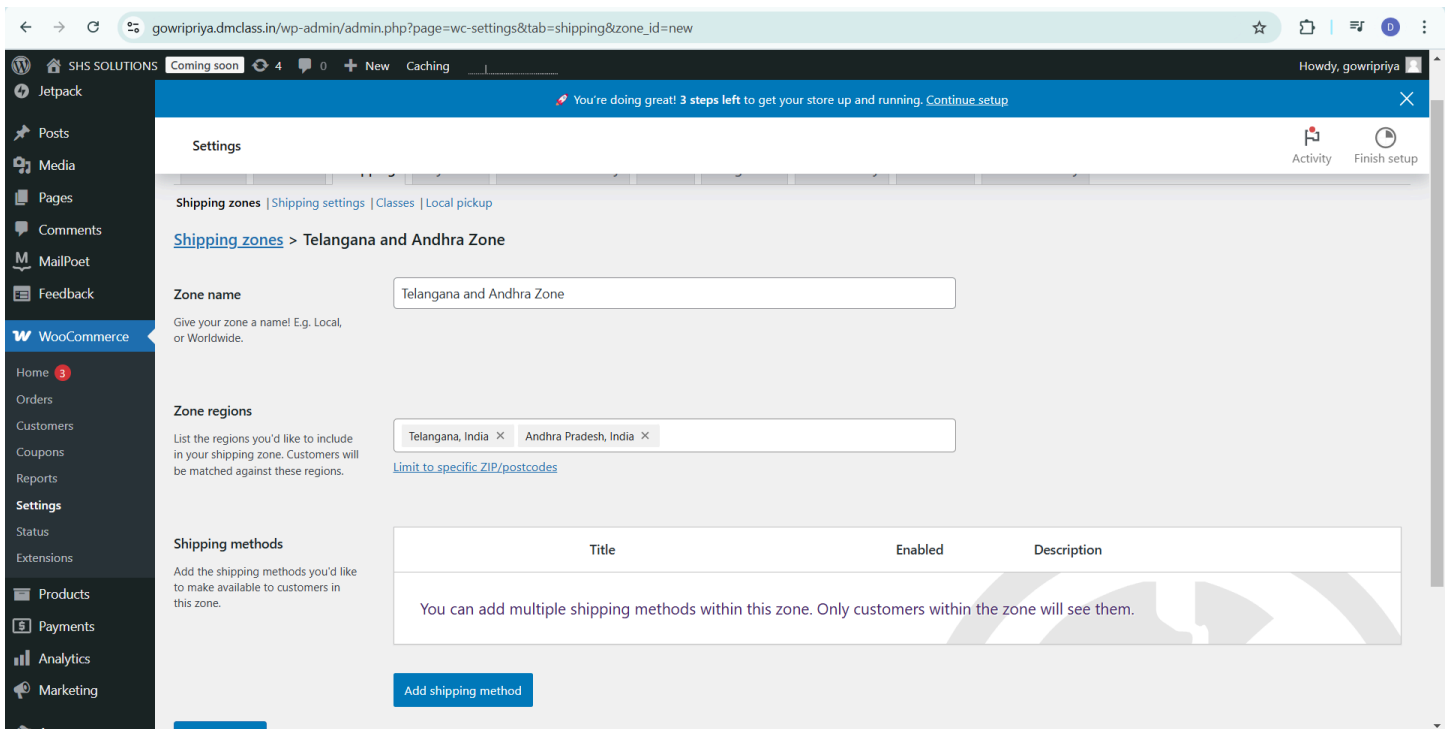
Example:

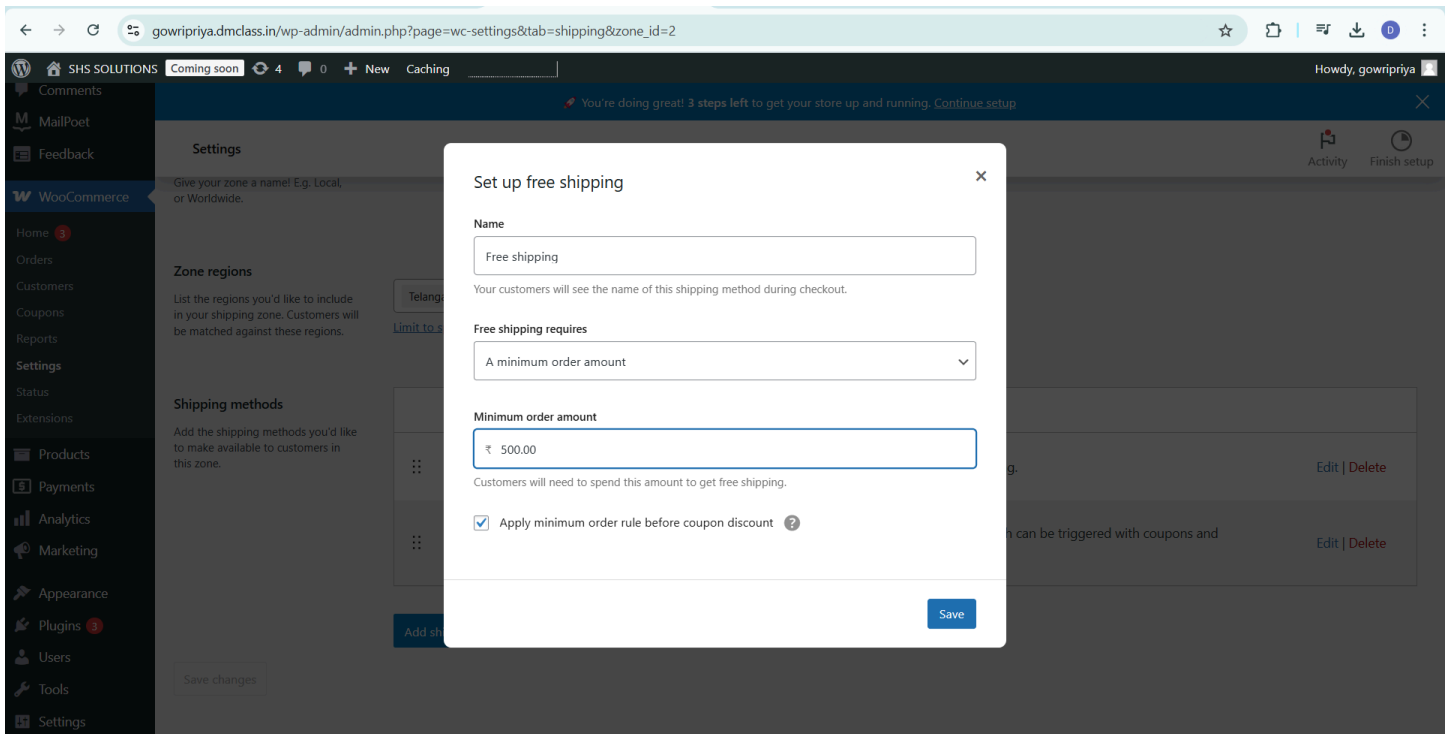
- **Zone 1: USA (Free Shipping)**

- **Zone 2:** Europe (Flat Rate Shipping)
- **Zone 3:** Rest of the World (Weight-Based Shipping)

## How to Add a Shipping Zone

1. Go to **WooCommerce > Settings > Shipping**.
2. Click **Add Shipping Zone**.
3. Enter the **Zone Name** (e.g., USA, Europe).
4. Select the **Zone Region** (e.g., United States).
5. Click **Add Shipping Method** to define how customers will be charged.



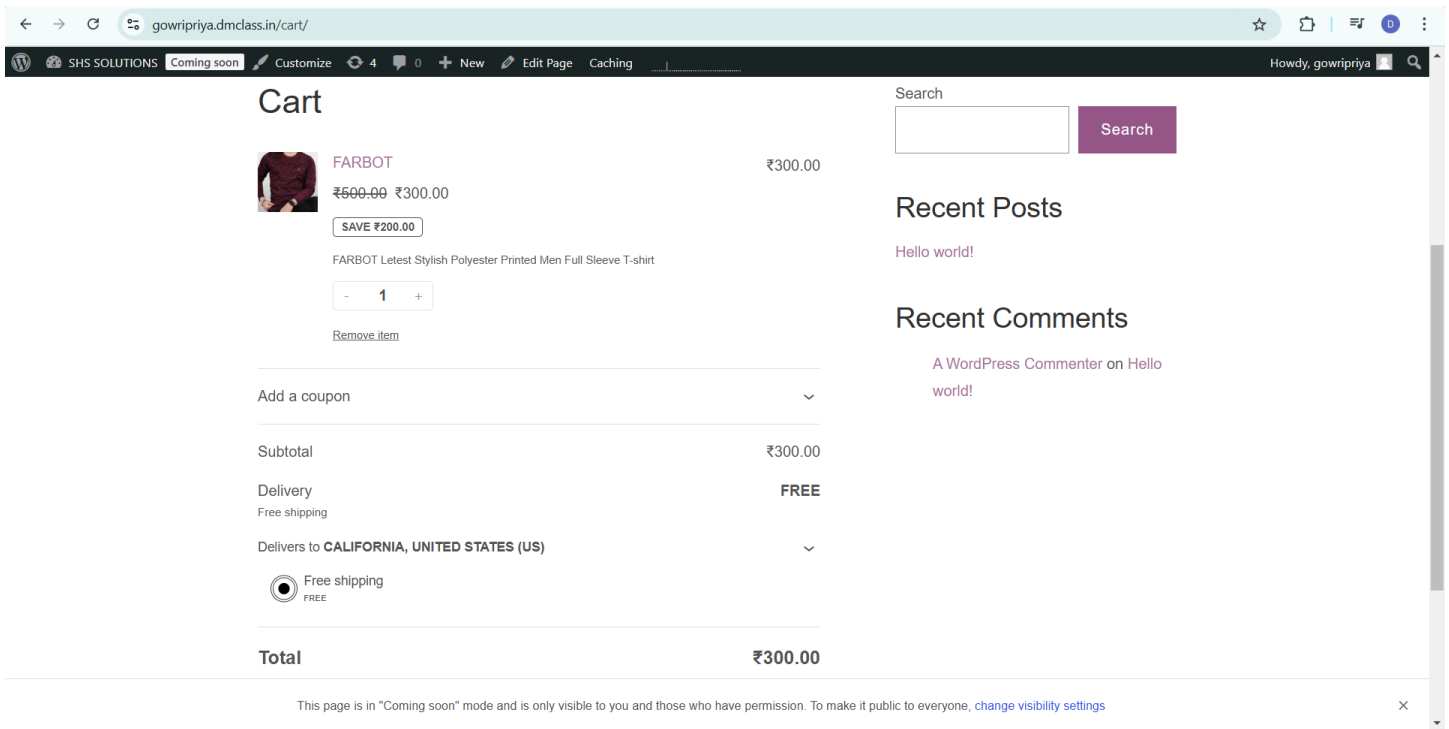


### Step 3: Configure Shipping Methods

WooCommerce offers three built-in shipping methods:

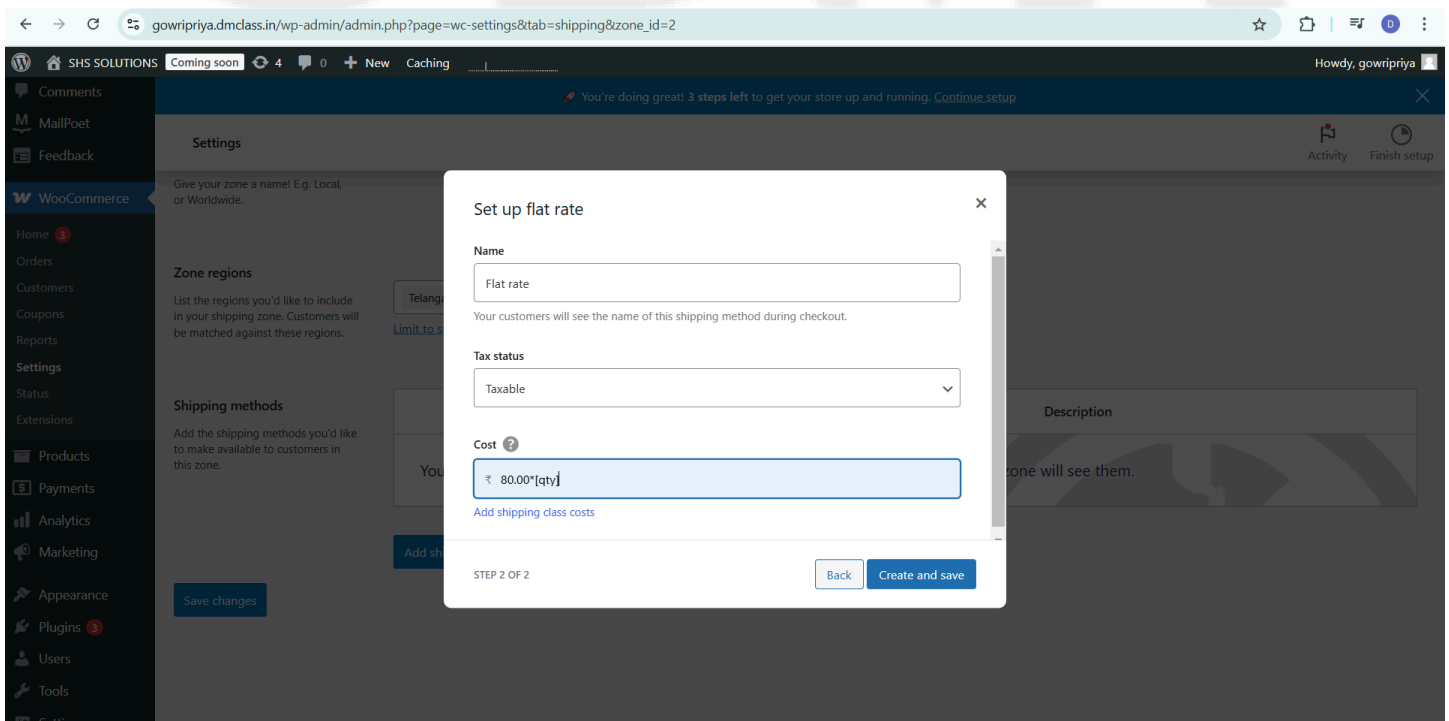
#### 1. Free Shipping.

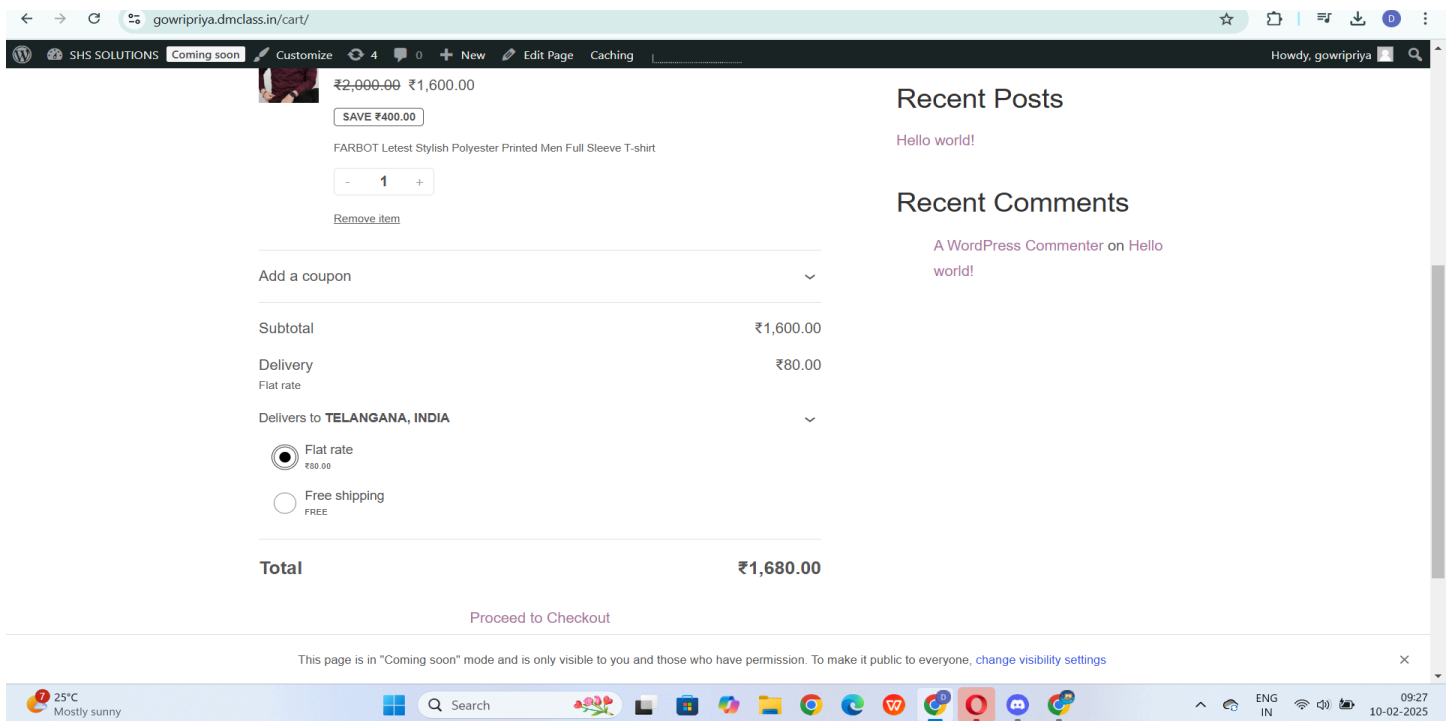
- Example: "Free shipping on orders above \$100"
- How to Set Up:
  1. Select **Free Shipping** under the shipping zone.
  2. Set conditions like **minimum order amount** or **coupon-based free shipping**.



## 2. Flat Rate Shipping.

- Example: "Charge \$10 per order for shipping"
- How to Set Up:
  1. Select **Flat Rate** under the shipping zone.
  2. Enter the shipping cost (e.g., **\$10** per order).





## Payment Gateways in WooCommerceUPI:

WooCommerce supports **100+ payment gateways** globally, allowing businesses to accept payments via **credit/debit cards, UPI, net banking, wallets, and cryptocurrencies**. The number of available gateways depends on **your country and business needs**.

### UPI:

A **UPI (Unified Payments Interface) plugin** in WooCommerce allows store owners to accept **direct UPI payments** from customers during checkout.

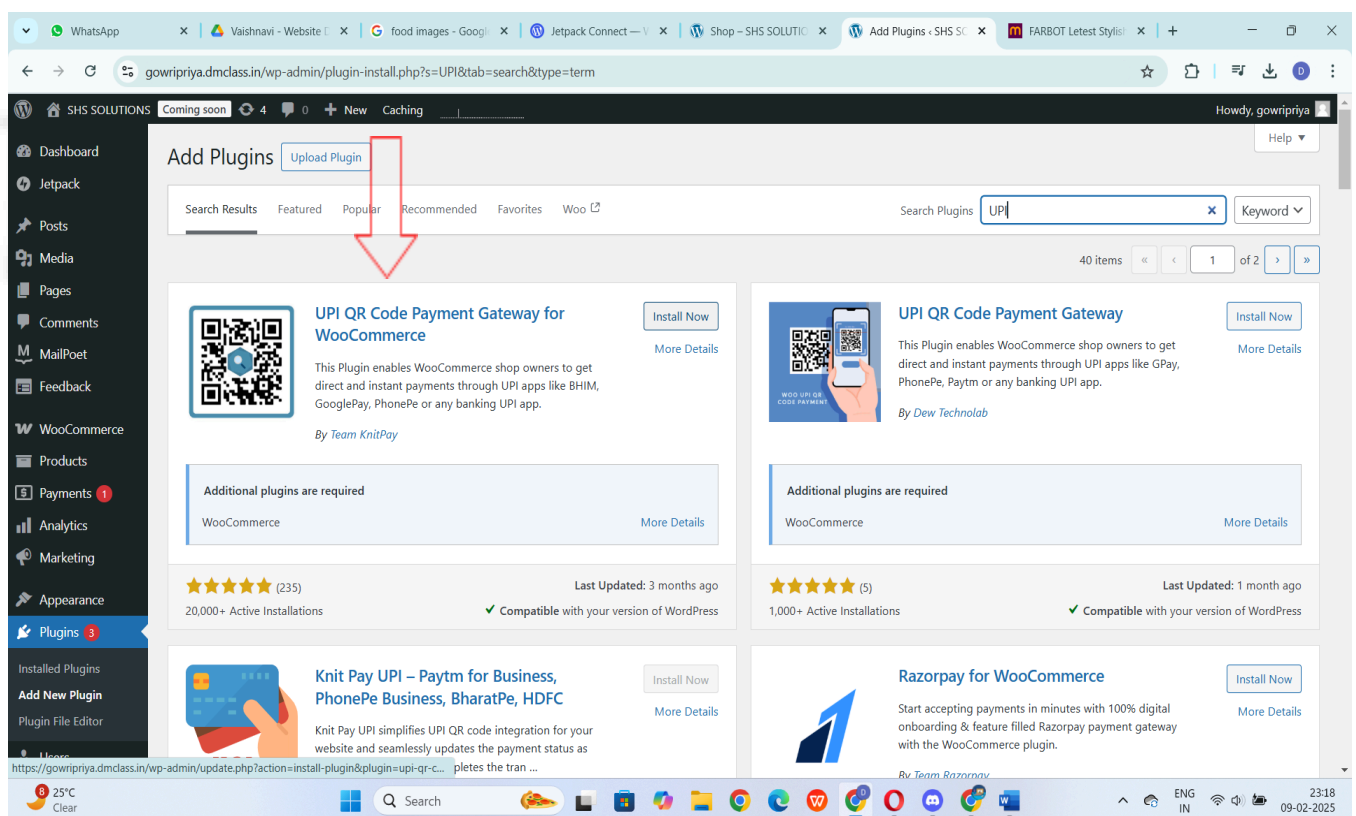
The **Knit Pay UPI Plugin** is a WordPress extension designed to integrate Unified Payments Interface (UPI) payment capabilities into your WooCommerce store. This integration allows customers to make direct and instant payments using UPI apps such as BHIM, Google Pay, Paytm, PhonePe, or any banking UPI application.

What Does a UPI Plugin Do?

- Enables **direct payments** using UPI apps like Google Pay, PhonePe, Paytm, BHIM, and WhatsApp Pay.
- Generates a **QR Code** at checkout for easy payments.
- Allows customers to **enter a UPI ID** and pay directly.
- Provides **instant money settlement** without delays.

## Installation:

- Navigate to your WordPress dashboard.
- Go to **Plugins > Add New**.
- Search for "Knit Pay UPI" and click **Install Now**.
- After installation, click **Activate**.



## Configure UPI Payment Settings

1. Go to **WooCommerce > Settings > Payments**.
2. Find **UPI Payment Gateway** and click **Manage**.
3. Enable the payment method and enter your **UPI ID** (e.g., yourname@upi).
4. Choose **QR Code Display** (optional) and configure instructions.
5. Click **Save Changes**.

## How to add a "without GST QR code" to your WordPress website:

1. Choose a QR code plugin:

Install a WordPress plugin like "QR Code Generator" or "Kaya QR Code Generator" from the plugin repository.

2. Generate the QR code:

Access the plugin settings and input the URL you want the QR code to link to (e.g., your contact page).

3. Embed on your page:

Copy the generated shortcode and paste it into the desired location on your website where you want the QR code to appear.

Important considerations:

Compliance for GST businesses:

If you are a business required to generate GST compliant invoices, you will need a separate solution to create QR codes that include all the necessary GST details.

UPI payment integration:

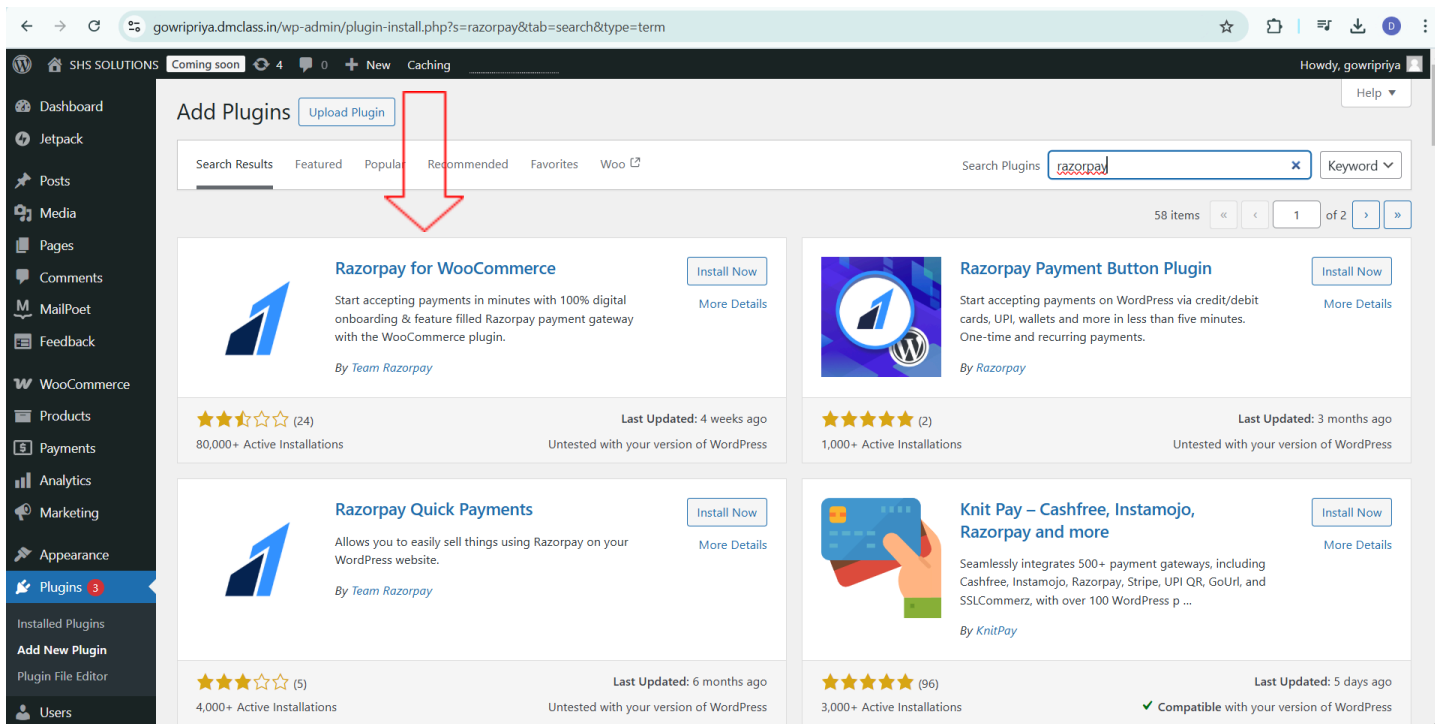
If you want to enable UPI payments through QR codes, specific plugins designed for UPI integration are available and can be used instead.

## Razorpay:

Razorpay is a popular payment gateway that allows businesses to accept online payments in India. You can integrate Razorpay into your WordPress e-commerce site using plugins like WooCommerce Razorpay Payment Gateway.

Install & Activate the Plugin

1. **Login to your WordPress dashboard.**
2. Navigate to **Plugins > Add New.**
3. Search for **"WooCommerce Razorpay"**.
4. Click **Install Now** and then **Activate** the plugin



## Get Razorpay API Credentials

1. **Sign up or log in** to your Razorpay account: Razorpay Dashboard
2. Go to **Settings > API Keys.**
3. Click **Generate Live Key** (for real transactions) or **Generate Test Key** (for testing).
4. Copy the **Key ID** and **Key Secret**.

## Configure Razorpay in WooCommerce

1. Go to **WooCommerce > Settings > Payments.**
2. Find **Razorpay** in the payment options and click **Manage.**
3. Enable **Razorpay Payment Gateway.**
4. Paste the **Key ID** and **Key Secret** from Razorpay.
5. Enable **Test Mode** if you want to test transactions before going live.
6. Click **Save Changes.**

## Go Live

1. Disable **Test Mode** in WooCommerce Razorpay settings.
2. Use **Live API Keys** from your Razorpay dashboard.
3. Test with real transactions.



# INDEX OF SEO

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# SEO (SEARCH ENGINE OPTIMIZATION)

## What is SEO?

The process of ranking our websites on the top of the search engines **like Google, Bing, and Yahoo** to attract more **organic (unpaid) traffic**. It involves optimizing content, technical aspects, and backlinks to rank higher in search results.

## What is SERP?

**SERP** stands for **Search Engine Results Page**. It is the page you see after entering a query into a search engine like Google. The SERP displays a list of results that match your search, which can include websites, images, videos, maps, ads, and more.

### SERP LAYOUT

|

Top 4 Ads

|

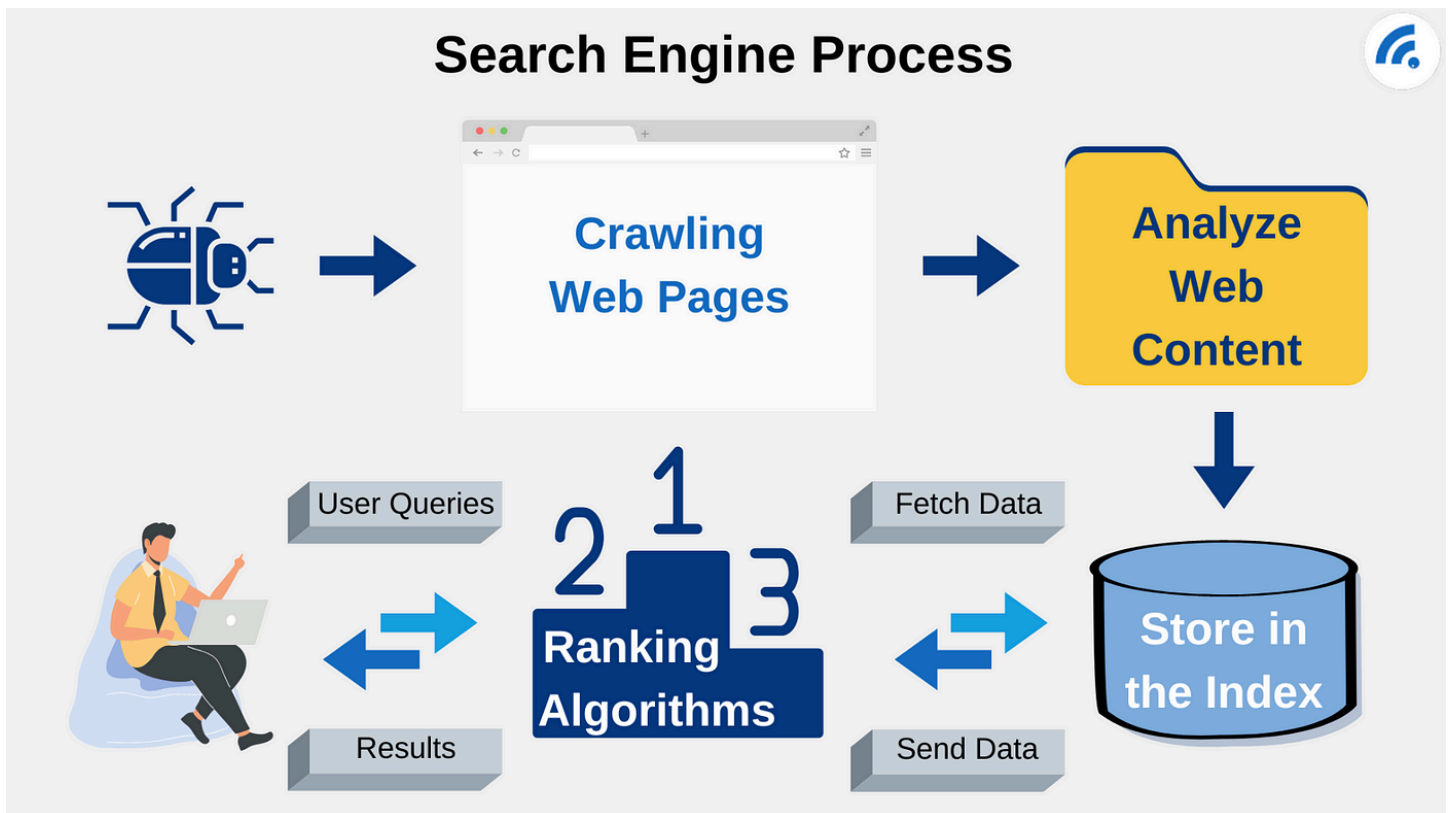
10 Organic results

|

Bottom 3 Ads

## How Search Engines Work:

- Crawling - Collection of data
- Indexing - Categorisation of data
- Calculating Relevancy - Ranking Factors
- Retrieving results - Displaying results on serp



### Crawling:

Crawling is the process where search engines send out bots, also known as "**web crawlers**" or "**spiders**," to discover new and updated content across the web. The crawler visits web pages, reads the content, and follows links to other pages. It scans text, images, videos, PDFs, and more.

**Example:** Like a librarian checking every new book in the library to see what it's about.

### Indexing:

Indexing is the process of storing and organizing the content found during crawling. This “index” is like a giant library database where every page is cataloged. The search engine analyzes the content, keywords, metadata, images, and structure of the page.

Pages are stored in Google's massive index, ready to be retrieved when someone searches for related information.

**Example:** A librarian filing books in specific categories so they can be easily found later.

### **Calculating Relevance:**

When a user types a query, the search engine analyzes its index to find the most relevant results. Google uses complex algorithms to determine relevance based on hundreds of ranking factors like keywords, backlinks, page speed, mobile-friendliness, and user engagement.

Example: A librarian recommending the best book based on what the reader is looking for.

### **Retrieving Results:**

The final step is delivering the search results on the Search Engine Results Page (SERP). Google ranks the relevant pages based on their quality and relevance score. The results may include organic listings, ads, featured snippets, images, and more.

**Example:** The librarian hands over a stack of books sorted from most to least relevant.

### **Keyword Research Techniques :**

Keyword research is the process of finding and analyzing words or queries that people use when searching for information.

**Brainstorming** - Think about your business, products, services, or the topic you're targeting.

**Google suggest** - Google Suggest is the dropdown list that appears when you start typing in the Google search bar

**Ubersuggest** - Ubersuggest is a free keyword research tool created by Neil Patel. It helps generate keyword ideas and provides SEO metrics.

## What are SEO Techniques?

SEO (**Search Engine Optimization**) involves various techniques to improve a website's ranking on **Google, Bing, and other search engines**. By using the right SEO techniques, you can attract **organic (free) traffic** and grow your website's visibility.

1. **White Hat SEO**(ONPAGE SEO,OFF PAGE SEO,TECHNICAL SEO) – Ethical and Google-approved techniques
2. **Black Hat SEO** – Unethical, rule-breaking techniques for quick results.
3. **Grey Hat SEO** – A mix of both White Hat and Black Hat strategies.

### **Black Hat SEO (Unethical & Risky Techniques):**

Black Hat SEO involves **manipulative techniques** to rank quickly in search engines. These methods **violate Google's guidelines** and can lead to **penalties or website deindexing**.

#### **Common Black Hat SEO Techniques:**

**Keyword Stuffing** – Repeating keywords unnaturally in content to manipulate rankings.

**Hidden Text & Links** – Placing invisible keywords or links to trick search engines.

**Automated Content (AI Spam)** – Generating low-quality, AI-written content without real value.

Changing the text background color.

## **Grey Hat SEO (Borderline Techniques – Risky but Not Illegal) :**

Grey Hat SEO is a mix of **White Hat and Black Hat techniques**. It is not explicitly banned by search engines but can be **risky** if overused.

Common Grey Hat SEO Techniques:

**Cloaking** – Showing different content to search engines and users.

**Duplicate Content** – Copying content from other websites.

**Spammy Backlinks** – Buying backlinks from low-quality, irrelevant sites

**Fake Social Signals** – Buying fake Facebook likes, Twitter followers, or YouTube views.

## **White Hat SEO (Ethical & Safe Techniques):**

White Hat SEO refers to **legitimate, Google-approved techniques** that follow search engine guidelines. It focuses on long-term website growth.

**Key White Hat SEO Techniques:**

**Quality Content** – Write valuable, unique, and informative content.

**Keyword Optimization** – Use keywords naturally without stuffing.

**Mobile Optimization** – Ensure your site is mobile-friendly.

**Page Speed Optimization** – Improve loading time for a better user experience.

**Backlink Building (Ethical Methods)** – Get links from reputable websites.

**Internal Linking** – Connect related pages within your website.

## **Google updates:**

**Google Updates** refer to the changes or modifications made to Google's search algorithms and systems to improve the quality, relevance, and accuracy of search results. These updates help ensure that users get the most useful and trustworthy information when they search on Google.

### **1. Google Panda Update (2011)**

- **Purpose:** To target low-quality content and improve rankings for high-quality websites.
- **Focus:** Thin content, duplicate content, content farms, keyword stuffing, and poor user experience.
- **Impact:** Websites with valuable, original, and informative content saw better rankings, while sites with low-quality content were penalized.

## 2. Google Penguin Update (2012)

- **Purpose:** To fight web spam, specifically targeting manipulative link-building practices.
- **Focus:** Over-optimized anchor text, link schemes, unnatural backlinks, and black-hat SEO techniques.
- **Impact:** Sites using spammy link-building strategies were penalized, while those with natural, high-quality backlinks benefited.

## 3. Google Pigeon Update (2014)

- **Purpose:** To improve local search results by enhancing Google's location and distance ranking parameters.
- **Focus:** Local SEO, Google Maps integration, and proximity-based searches.
- **Impact:** Boosted the visibility of local businesses in search results, aligning local search more closely with traditional web ranking factors.

## 4. Exact Match Domain (EMD) Update (2012)

- **Purpose:** To reduce the influence of exact-match domains that ranked highly despite having low-quality content.
- **Focus:** Domains that matched search queries exactly (e.g., "cheapflights.com") but offered poor content.
- **Impact:** Only affected low-quality EMDs; high-quality sites with exact-match domains remained unaffected.

## 5. Google Hummingbird Update (2013)

- **Purpose:** A complete overhaul of Google's core algorithm to better understand the intent behind search queries.
- **Focus:** Semantic search, natural language processing, and conversational queries.
- **Impact:** Improved Google's ability to deliver relevant results for complex queries, emphasizing meaning over exact keywords

## 6. Mobilegaddon Update (2015)

- **Purpose:** To prioritize mobile-friendly websites in mobile search results.
- **Focus:** Mobile usability, responsive design, and page load speed on mobile devices.
- **Impact:** Sites that weren't mobile-optimized saw a drop in mobile search rankings, encouraging widespread adoption of responsive web design.

## What is On-Page SEO?

On-page SEO refers to **optimizing individual web pages** to improve rankings on search engines like Google. It involves optimizing **content, HTML elements, and website structure** to make it more **search engine and user-friendly**.

### Install an SEO Plugin

A good SEO plugin helps you optimize pages easily. The best options are:

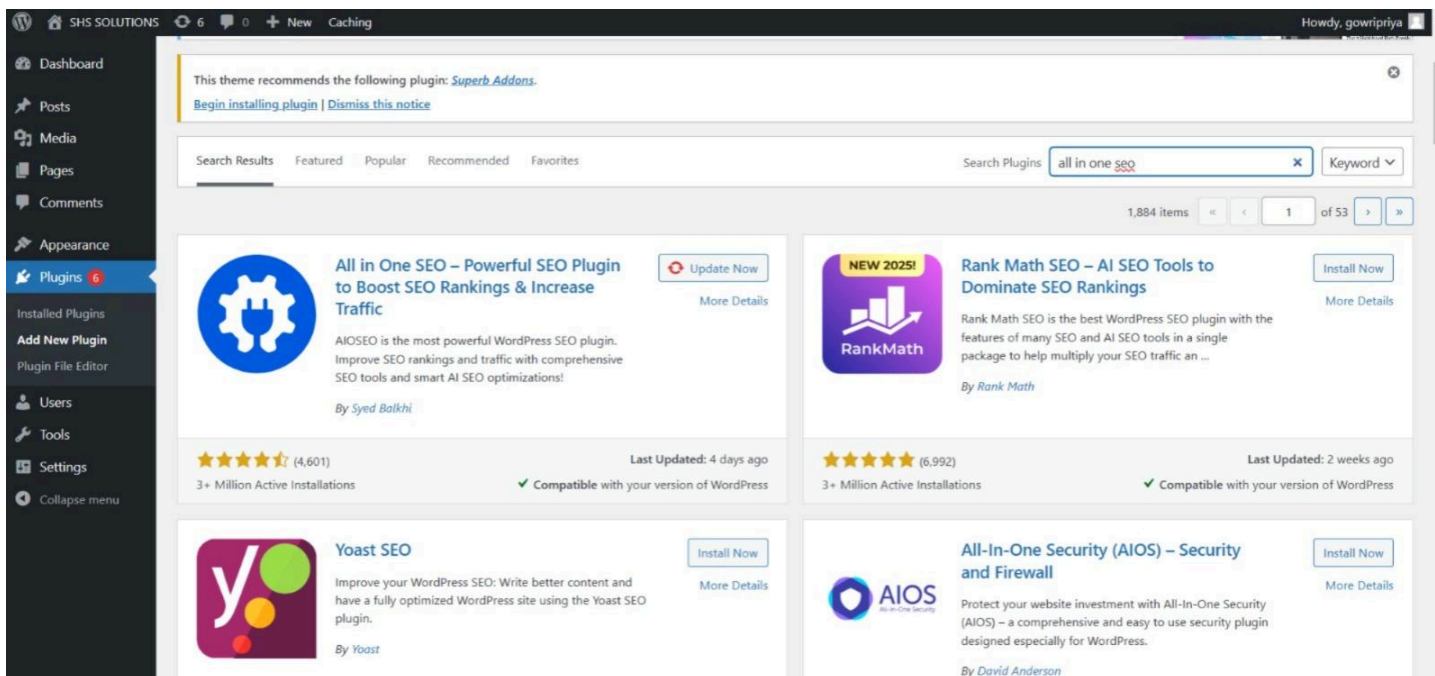
- **All in One SEO (AIOSEO)**
- **Yoast**
- **Rank Math**

### All in one SEO plugin:

The **All in One SEO (AIOSEO)** plugin is one of the best SEO tools for WordPress. It helps optimize your website for search engines, improve rankings, and drive more traffic

### Install and Activate AIOSEO Plugin:

- Log in to your **WordPress Dashboard**.
- Go to **Plugins** → **Add New**.
- Search for **All in One SEO**.
- Click **Install Now** and then **Activate**.



## Optimize Blog Posts & Pages for SEO:

To optimize a post or page for SEO, follow these steps:

Open AIOSEO Settings in Your Post/Page

**Go to Posts** → **Add New** (or Edit an existing post).

Scroll down to **AIOSEO Settings** below the content editor.

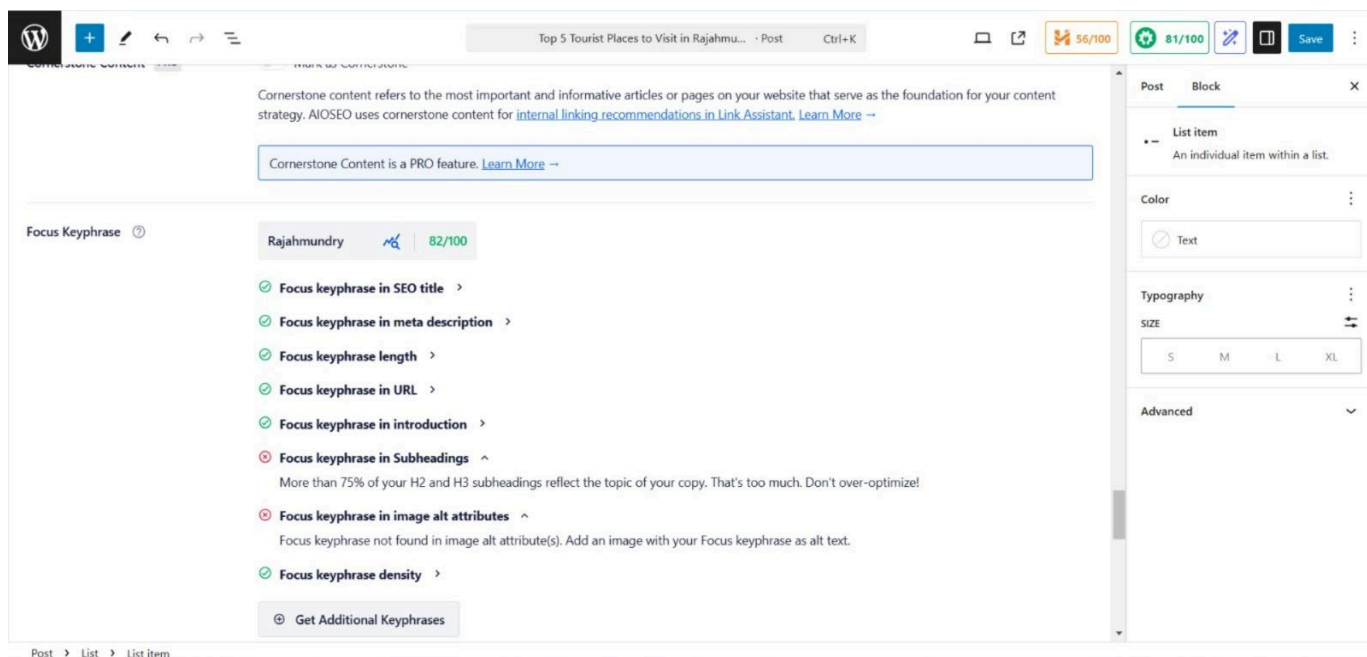
- Optimize Focus Keyphrase (Keyword Optimization)
- Optimize URL (Permalink Structure)
- Use Proper Headings (H1, H2, H3 Structure)
- Add Internal & External Links
- Optimize Images (Alt Text )
- Bolds & Italics
- First line of paragraph
- Enable Schema Markup (Rich Snippets)

# What exactly google collects from our website:

When Google crawls your website, it looks at various parameters to understand the content and how to rank it in search results. The parameters you mentioned are important for SEO and indexing. Here's a breakdown of what each parameter means and how Google uses them:

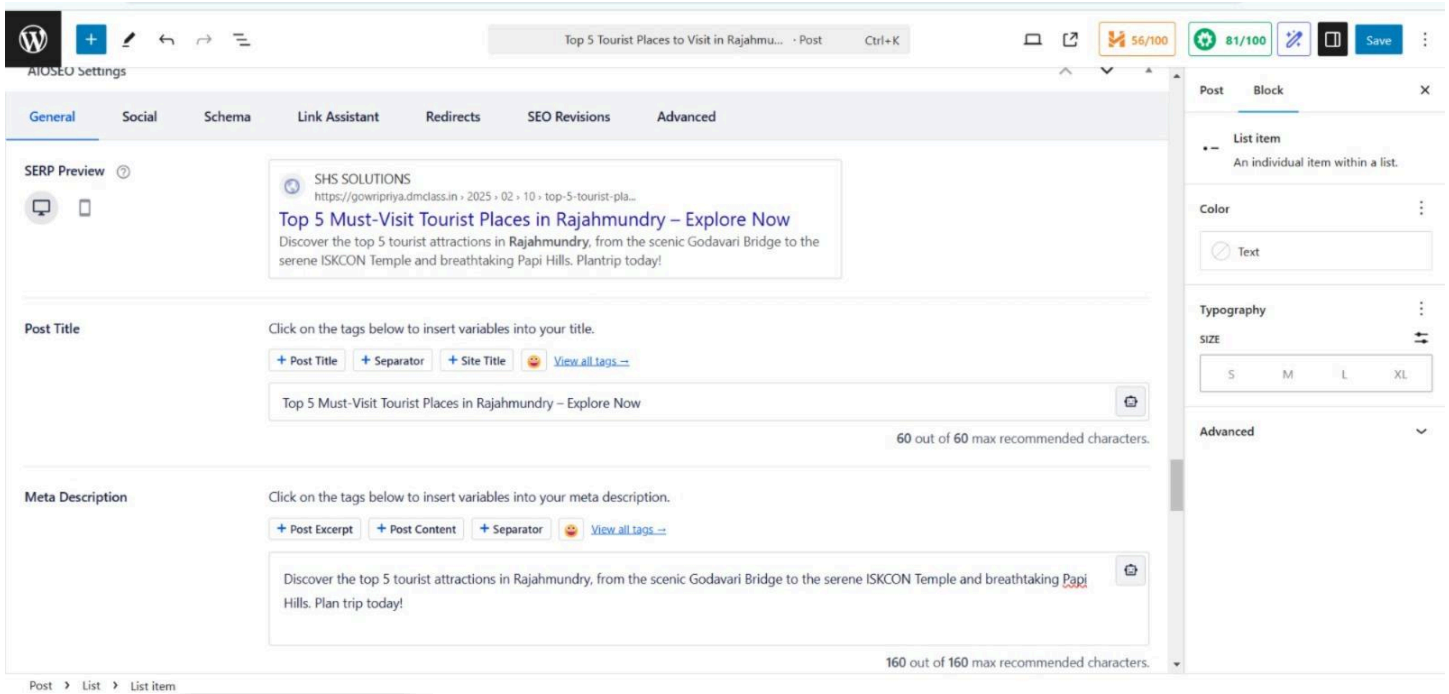
## Focus Keyphrase:

A focus keyphrase (or focus keyword) is the main term or phrase that you want a specific webpage to rank for in search engine results. It is the primary keyword that best represents the topic of your content and aligns with the search intent of your target audience.



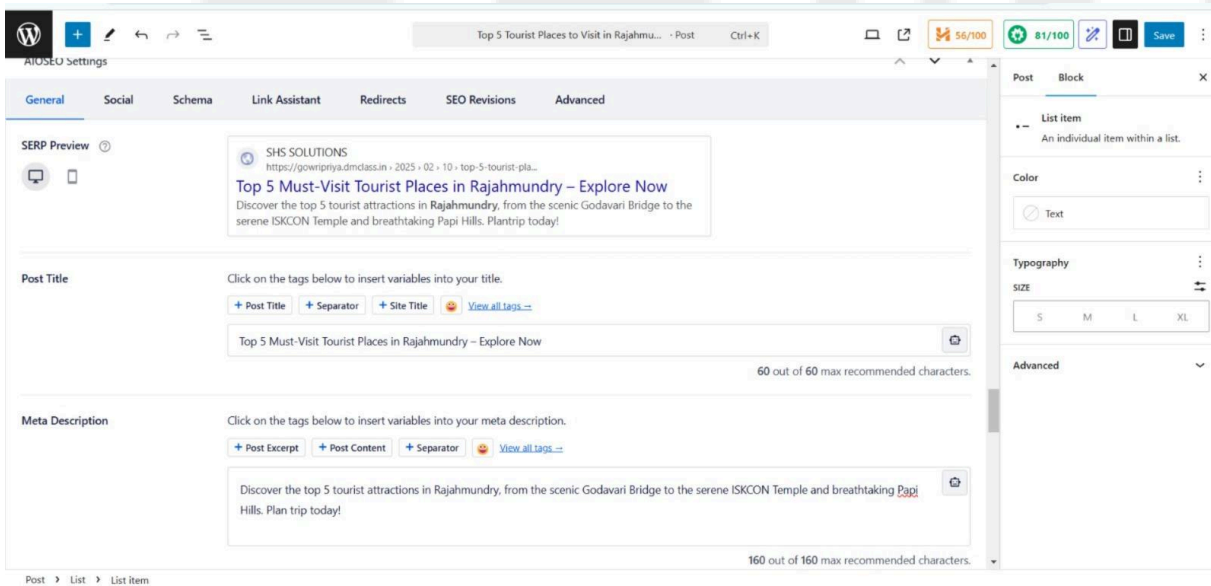
## Title:

This is the page title. Google uses the title to understand the main topic of the page. It's one of the most important SEO factors, so it should accurately describe the content while including relevant keywords.



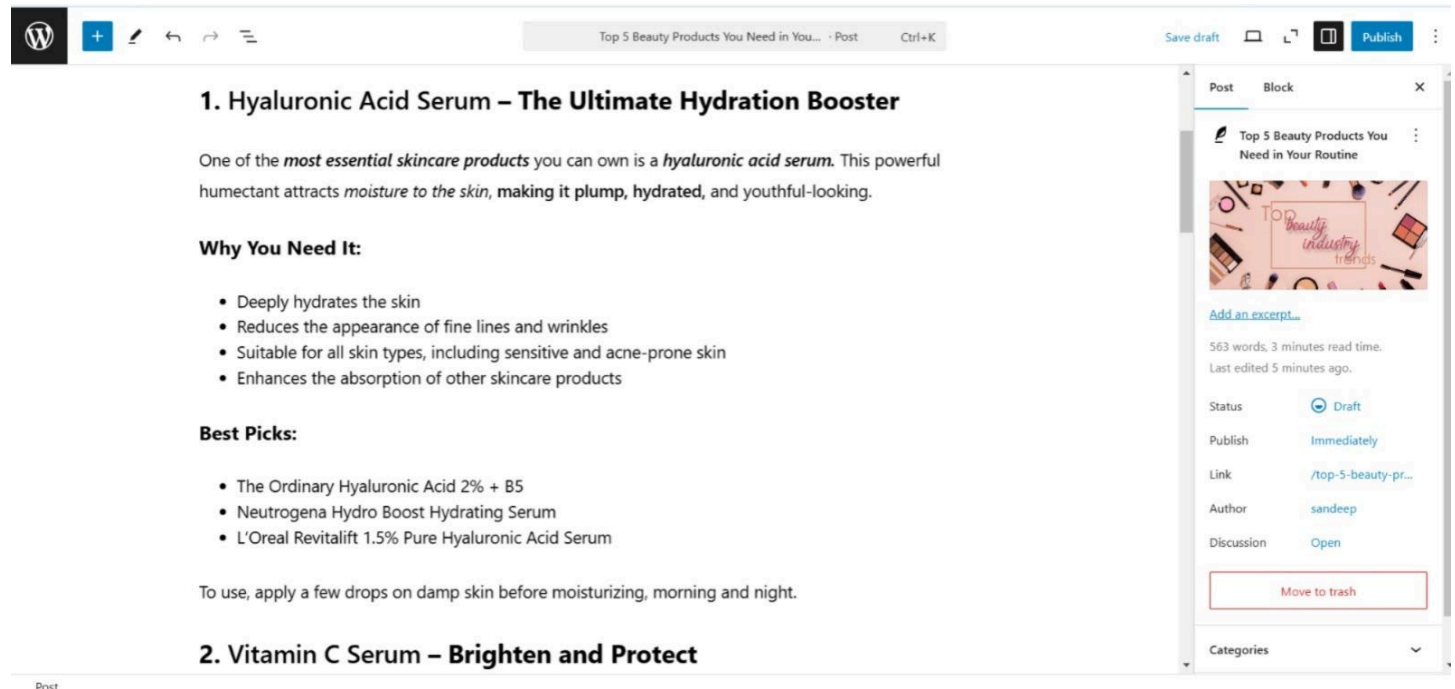
## **Description:**

Google may show this description in the search results snippet. While it doesn't directly impact rankings, a well-written, keyword-rich description can improve the click-through rate (CTR) to your site. The description should be concise and summarize the content.



## Headings (H1, H2, H3, etc.):

Google looks at headings to understand the content structure. The `<h1>` tag is used to identify the main topic of the page. Subheadings (H2, H3) help organize content into logical sections and make it easier for Google to understand what the page covers.



The screenshot shows a WordPress post editor interface. The main content area displays a draft of a post titled "Top 5 Beauty Products You Need in Your Routine". The first section is a heading: "1. Hyaluronic Acid Serum – The Ultimate Hydration Booster". Below the heading is a paragraph: "One of the *most essential skincare products* you can own is a *hyaluronic acid serum*. This powerful humectant attracts *moisture to the skin*, making it *plump, hydrated*, and youthful-looking." This is followed by a sub-heading "Why You Need It:" and a bulleted list of benefits: "Deeply hydrates the skin", "Reduces the appearance of fine lines and wrinkles", "Suitable for all skin types, including sensitive and acne-prone skin", and "Enhances the absorption of other skincare products". Below this is another sub-heading "Best Picks:" and a bulleted list of product recommendations: "The Ordinary Hyaluronic Acid 2% + B5", "Neutrogena Hydro Boost Hydrating Serum", and "L'Oreal Revitalift 1.5% Pure Hyaluronic Acid Serum". A paragraph follows: "To use, apply a few drops on damp skin before moisturizing, morning and night." The second section is a heading: "2. Vitamin C Serum – Brighten and Protect". On the right side, a sidebar shows the post's status as "Draft", the word count as "563 words, 3 minutes read time", and the author as "sandeep". There is a "Move to trash" button and a "Categories" dropdown menu.

## Permalink (URL):

The URL structure is typically visible as part of the page address (e.g., [www.example.com/blog-post-title/](http://www.example.com/blog-post-title/)). A clean, keyword-rich URL is easier for Google to crawl and understand. Google prefers URLs that are descriptive, short, and contain relevant keywords.

Top 5 Beauty Products You Need in Your Routine - Post Ctrl+K

## Top 5 Beauty Products You Need in Your Routine

The **beauty** industry is constantly evolving, with new products emerging that promise to enhance your **skincare and makeup routine**. However, some beauty essentials stand out due to their effectiveness, quality, and popularity among consumers. If you're looking to invest in **beauty products** that truly make a difference, here are the **top five must-have items for your collection**.

### 1. Hyaluronic Acid Serum – The Ultimate Hydration Booster

One of the **most essential skincare products** you can own is a **hyaluronic acid serum**. This powerful humectant attracts *moisture to the skin*, making it **plump, hydrated**, and youthful-looking.

**Why You Need It:**

- Deeply hydrates the skin
- Reduces the appearance of fine lines and wrinkles
- Suitable for all skin types, including sensitive and acne-prone skin

Link: <https://sandeep.odmweb.in/top-5-beauty-products-you-need-in-your-routine/>

Post Block: Top 5 Beauty Products You Need in Your Routine. 563 words, 3 minutes read time. Last edited 7 minutes ago. Status: Published. Publish: February 19, 2025 3:09 am UTC+0. Link: /top-5-beauty-pr... Author: sandeep. Discussion: Open. Revisions: 2. Move to trash.

## **Bolds & Italics:**

Bold text often highlights important keywords or phrases, and italicized text can show emphasis. While it doesn't directly impact SEO, using these formatting tools strategically can help make important content stand out to both users and search engines

Top 5 Beauty Products You Need in Your Routine - Post Ctrl+K Save draft Publish

## Top 5 Beauty Products You Need in Your Routine

The **beauty** industry is constantly evolving, with new products emerging that promise to enhance your **skincare and makeup routine**. However, some beauty essentials stand out due to their effectiveness, quality, and popularity among consumers. If you're looking to invest in **beauty products** that truly make a difference, here are the **top five must-have items for your collection**.

### 1. Hyaluronic Acid Serum – The Ultimate Hydration Booster

One of the **most essential skincare products** you can own is a **hyaluronic acid serum**. This powerful humectant attracts *moisture to the skin*, making it **plump, hydrated**, and youthful-looking.

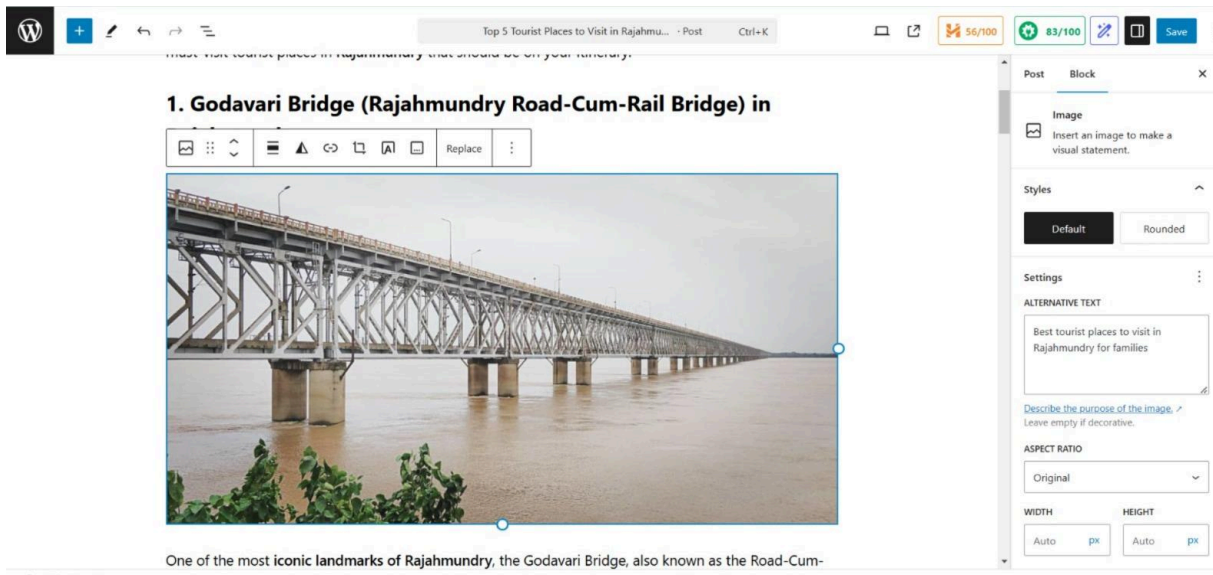
**Why You Need It:**

- Deeply hydrates the skin
- Reduces the appearance of fine lines and wrinkles
- Suitable for all skin types, including sensitive and acne-prone skin

Post Block: Top 5 Beauty Products You Need in Your Routine. 563 words, 3 minutes read time. Last edited 4 minutes ago. Status: Draft. Publish: Immediately. Link: /top-5-beauty-pr... Author: sandeep. Discussion: Open. Move to trash. Categories:

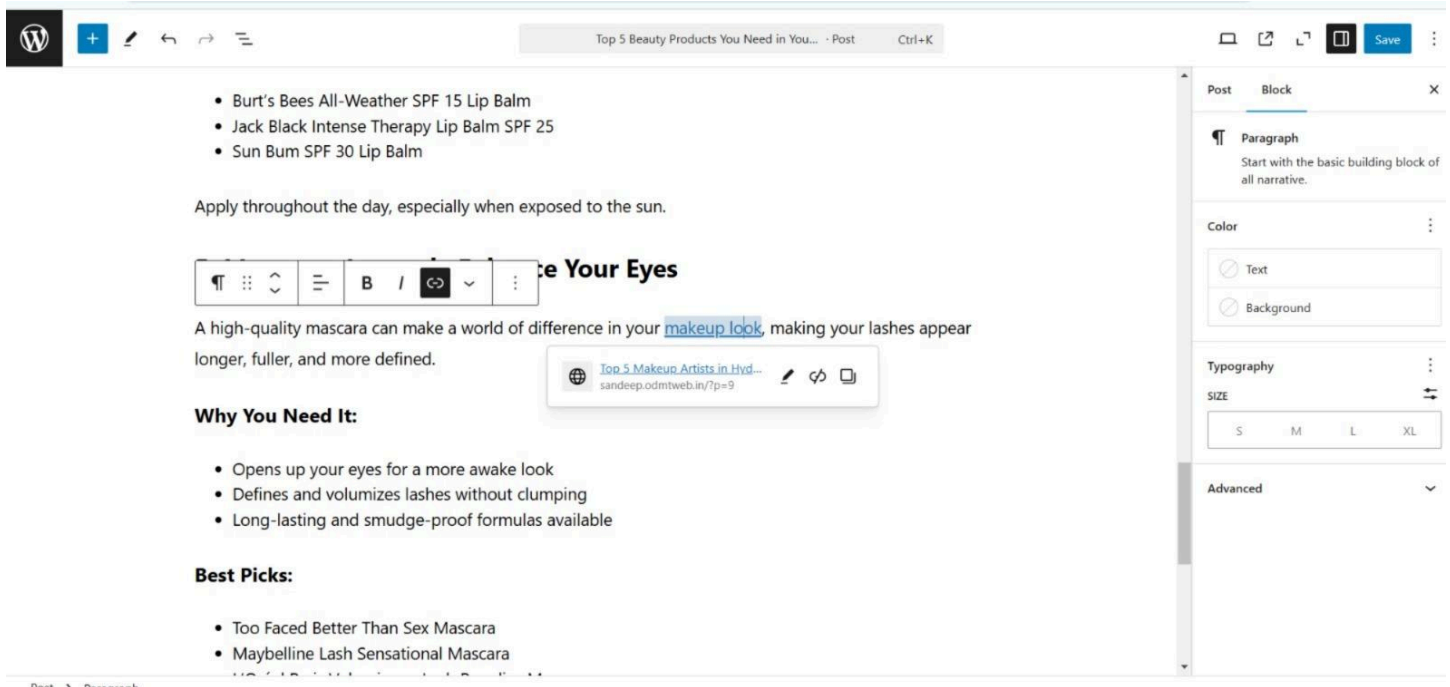
## Image Alt Text:

Google can't "see" images the way humans do, so it relies on the **alt** text to understand the content of an image. This is important for accessibility and SEO. Descriptive, keyword-rich alt text can help your images rank in image search and contribute to overall page relevance.



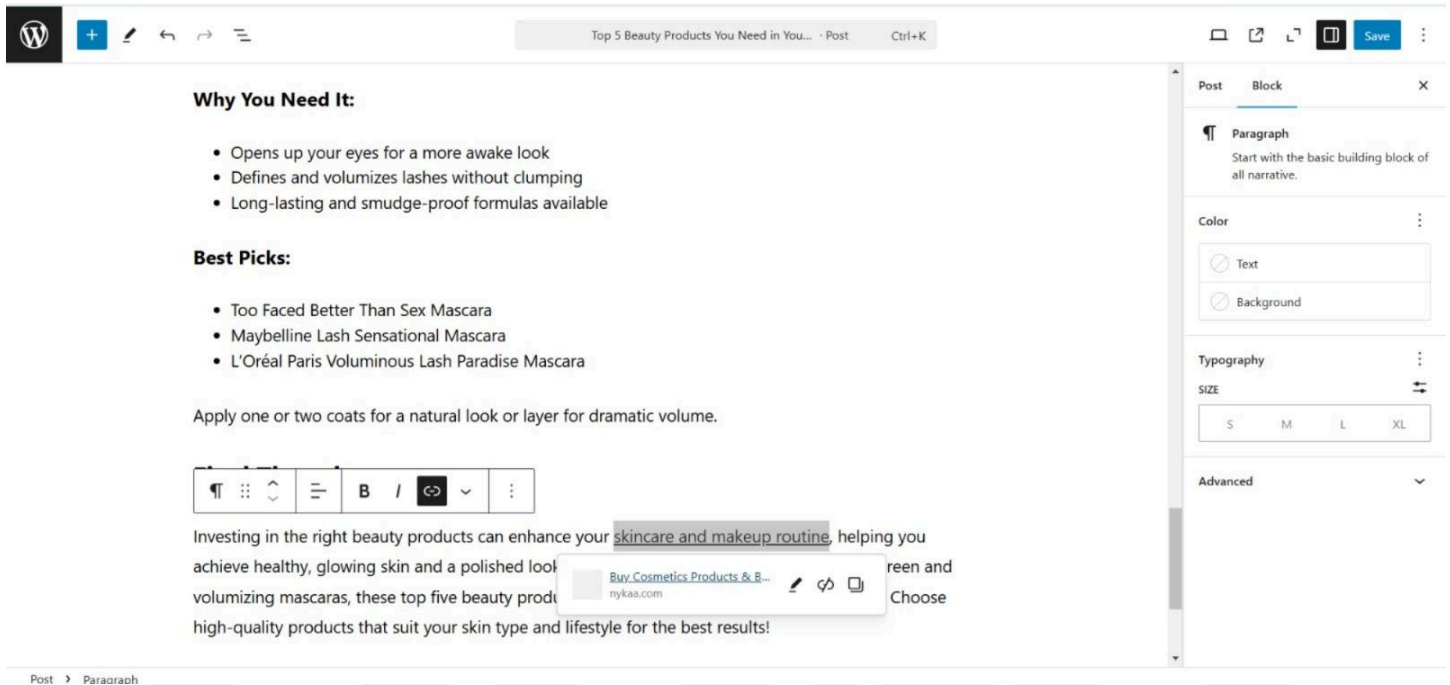
## Links (Internal):

Internal links help Google discover and index new pages on your site. They also pass "link equity" from one page to another, which can help boost rankings. A good internal linking structure enhances site navigation and helps with SEO.



## Links (External):

External links are seen as signals of trust and authority, especially if you're linking to high-quality, authoritative sources. Google evaluates the relevance and quality of external links to understand how well-connected your content is with other trusted websites.



The screenshot shows the WordPress editor interface. The main content area displays a paragraph with the following text:

**Why You Need It:**

- Opens up your eyes for a more awake look
- Defines and volumizes lashes without clumping
- Long-lasting and smudge-proof formulas available

**Best Picks:**

- Too Faced Better Than Sex Mascara
- Maybelline Lash Sensational Mascara
- L'Oréal Paris Voluminous Lash Paradise Mascara

Apply one or two coats for a natural look or layer for dramatic volume.

Investing in the right beauty products can enhance your [skincare and makeup routine](#), helping you achieve healthy, glowing skin and a polished look. [Buy Cosmetics Products & B...](#) green and volumizing mascaras, these top five beauty products are perfect for your skin type and lifestyle for the best results! Choose

The sidebar on the right shows the 'Paragraph' block settings, including options for Color (Text and Background), Typography (SIZE: S, M, L, XL), and an Advanced section.

## First line of paragraph:

Google doesn't specifically use the first line of a paragraph as a ranking factor, but it does help shape the context and relevance of the content. For users, it's important to grab their attention early with a clear, relevant introduction that aligns with the search intent. For SEO, the first line should ideally include the primary keyword or a variation of it, as it helps signal to both users and search engines what the content is about.

**2. Vitamin C Serum – Brighten and Protect**

The top five must-have items for your collection Vitamin C is a powerful antioxidant that protects the skin from environmental stressors, brightens the complexion, and promotes collagen production.

**Why You Need It:**

- Reduces dark spots and hyperpigmentation
- Fights free radical damage from pollution and UV rays

**Best Picks:**

- SkinCeuticals C E Ferulic Serum
- TruSkin Vitamin C Serum

**3. Sunscreen (SPF 50+) – Your Skin’s Best Defense**

The top five must-have items for your collection no skincare routine is complete without sunscreen. A broad-spectrum SPF 50+ sunscreen is crucial for protecting against harmful UV rays that cause premature aging and skin damage.

## Keyword Density Formula:

**Keyword Density Formula** in SEO refers to how often a specific keyword or phrase appears in the content compared to the total number of words. It is usually expressed as a percentage.

Formula:

$$\text{Keyword Density (\%)} = \frac{\text{Number of times you have repeated your focus keyphrase}}{\text{Total no. of words}} * 100$$

## Explanation:

- **Number of Occurrences of Keyword:** This is the total number of times your target keyword (or key phrase) appears in your content.
- **Total Number of Words in the Content:** This is the overall word count of the page or article.

## Example:

If your page has 500 words, and your target keyword appears 10 times, the keyword density would be:

$$\text{Keyword Density (\%)} = (10/500) \times 100 = 2\%$$

What Does Keyword Density Mean for SEO?

- **Too Low:** If the keyword density is too low, Google might not clearly understand what your page is about, which could affect rankings.
- **Too High:** If the keyword density is too high (commonly referred to as "keyword stuffing"), it could be seen as unnatural and lead to penalties or a poor user experience.

### **Readability:**

Readability in SEO refers to how easily and comfortably users can read and understand the content on your website. It plays a significant role in user experience and, indirectly, in your rankings. Google values content that is accessible and easy to digest, which is why readability is a critical factor in SEO.

Factors That Affect Readability in SEO:

- Sentence Length
- Paragraph Structure
- Use of Simple Language
- Grammarly

## Google search console :

**Google Search Console (GSC)** is a free tool provided by Google to help website owners, SEO professionals, and webmasters monitor, maintain, and improve their site's presence in Google Search results. It provides valuable insights into how Google crawls, indexes, and ranks your site, as well as details on potential issues that may affect SEO performance.

### Practical Steps to Use Google Search Console:

#### Step 1: Sign in to Google Search Console

- **Go to** Google Search Console.
- **Sign in** with your Google account.

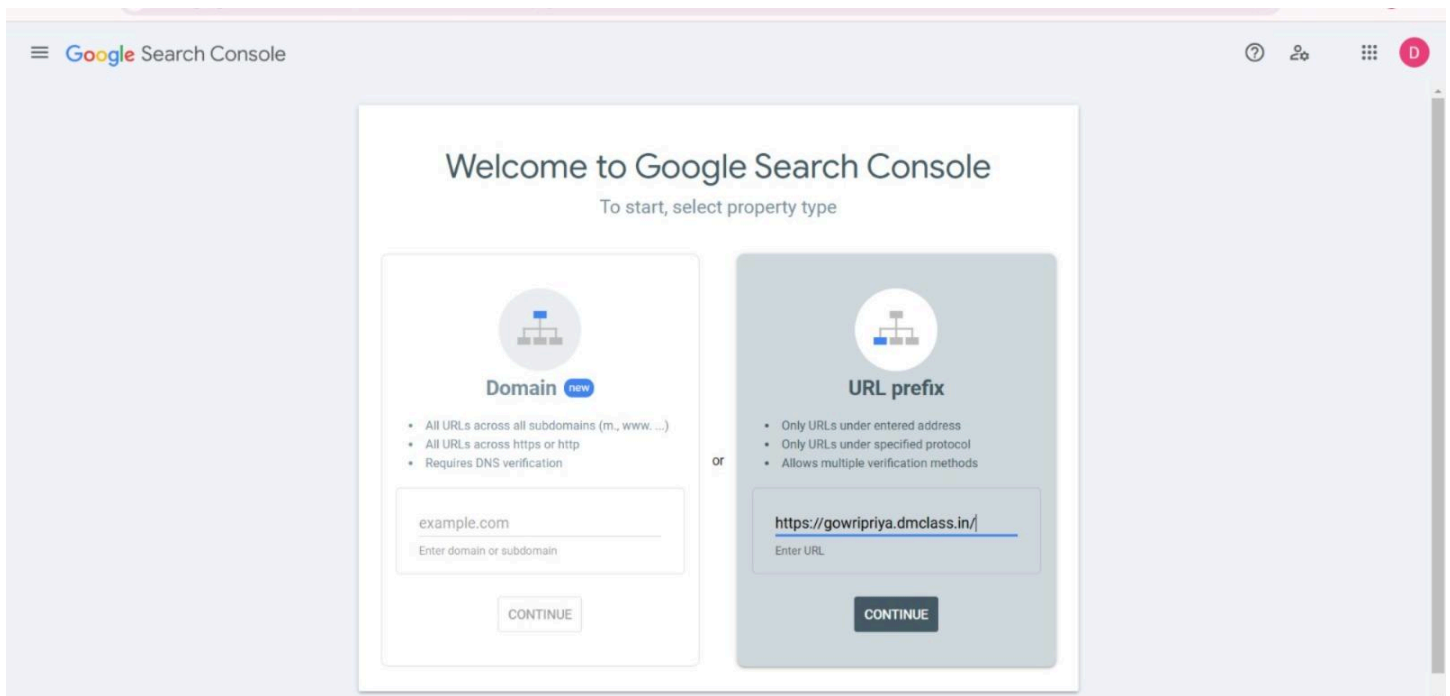
#### Step 2: Add Your Website to Google Search Console

- Click on **“Add Property”** (top-left corner).
- Choose the **property type**:

**Domain Property** (Recommended) – Covers all URLs (www, non-www, HTTP, HTTPS).

**URL Prefix** – For a specific version (e.g., <https://yourwebsite.com>).

- **Enter your website URL** and click **“Continue.”**



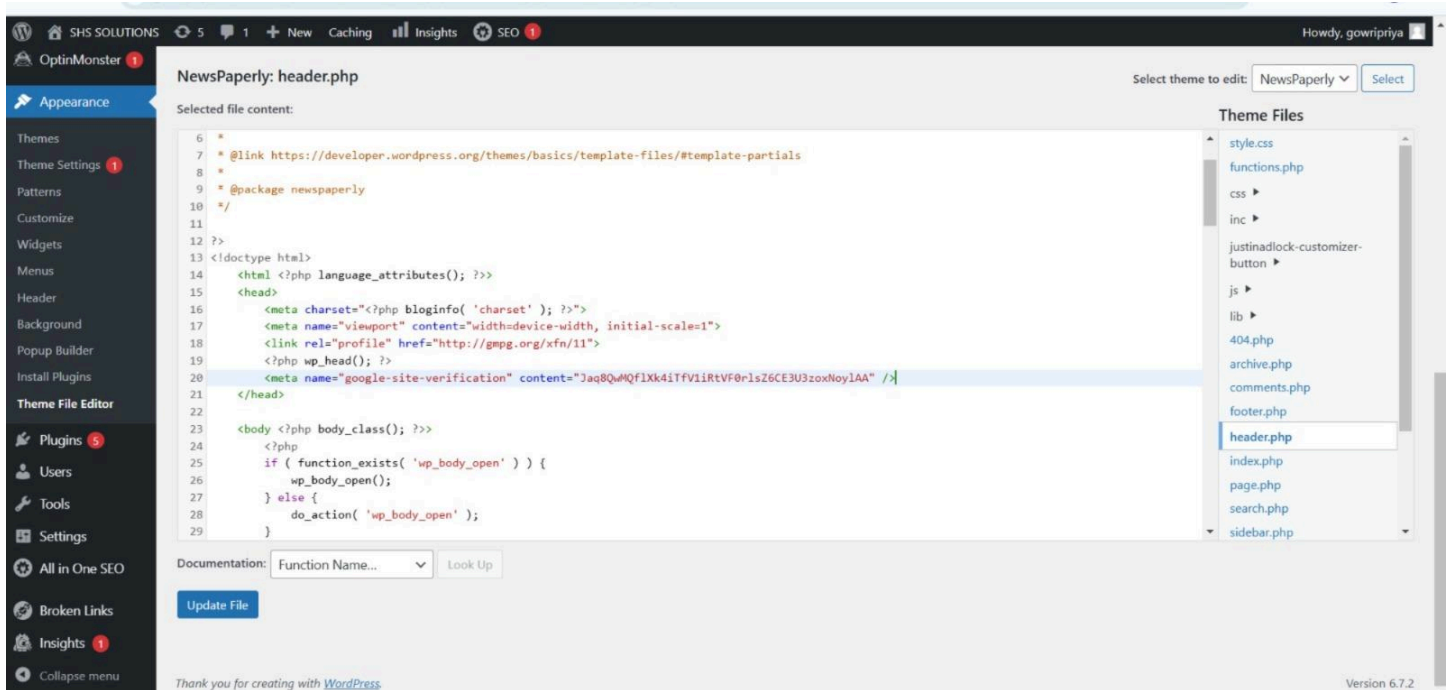
### Step 3: Verify Ownership

Google needs to confirm that you own the website. You can verify using one of the methods below:

Adding the HTML Tag in WordPress (Without Plugins)

- **Log in to WordPress Dashboard.**
- Go to **Appearance > Theme Editor.**
- Locate the file **header.php** (under "Theme Files").
- Find the **<head>** section and **paste the meta tag before** the closing **</head>** tag.

Click **“Update File.”**



## Alternative for WordPress Users (Using a Plugin)

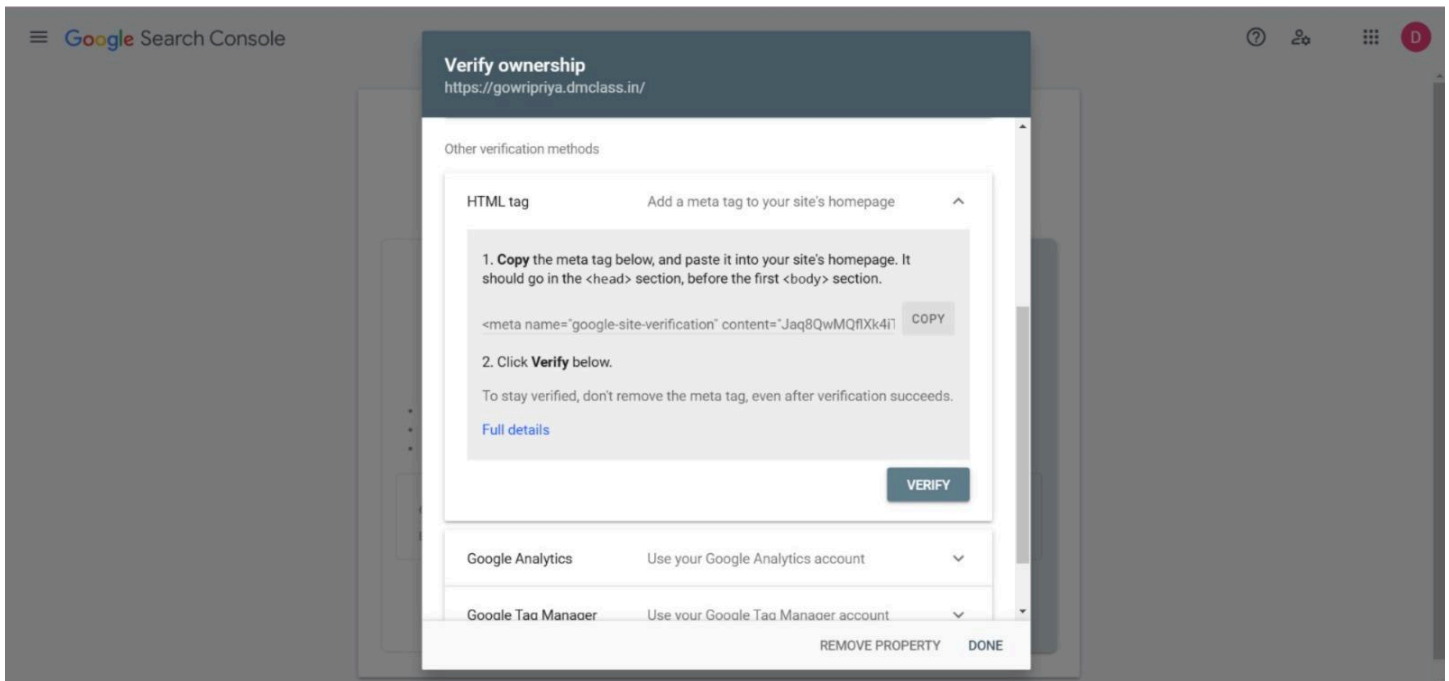
If you don't want to edit code manually, use the **Insert Headers and Footers** plugin:

- Install and activate the **Insert Headers and Footers** plugin.
- Go to **Settings > Insert Headers and Footers**.
- Paste the HTML tag inside the **"Scripts in Header"** section.
- Click **Save Changes**.

## Upload HTML File (Alternative)

- Download the **HTML verification file** from Google.
- Open **your WordPress hosting file manager** (via cPanel or FTP).
- Go to **public\_html** folder and upload the file.
- Go back to Search Console and click **"Verify."**Verify via Domain Name Provider (Recommended)
- Copy the TXT record provided by Google.
- Open your domain provider's (GoDaddy, Namecheap, Bluehost, etc.) DNS settings.
- Add a new TXT record and paste the copied value.
- Save changes and go back to Search Console.

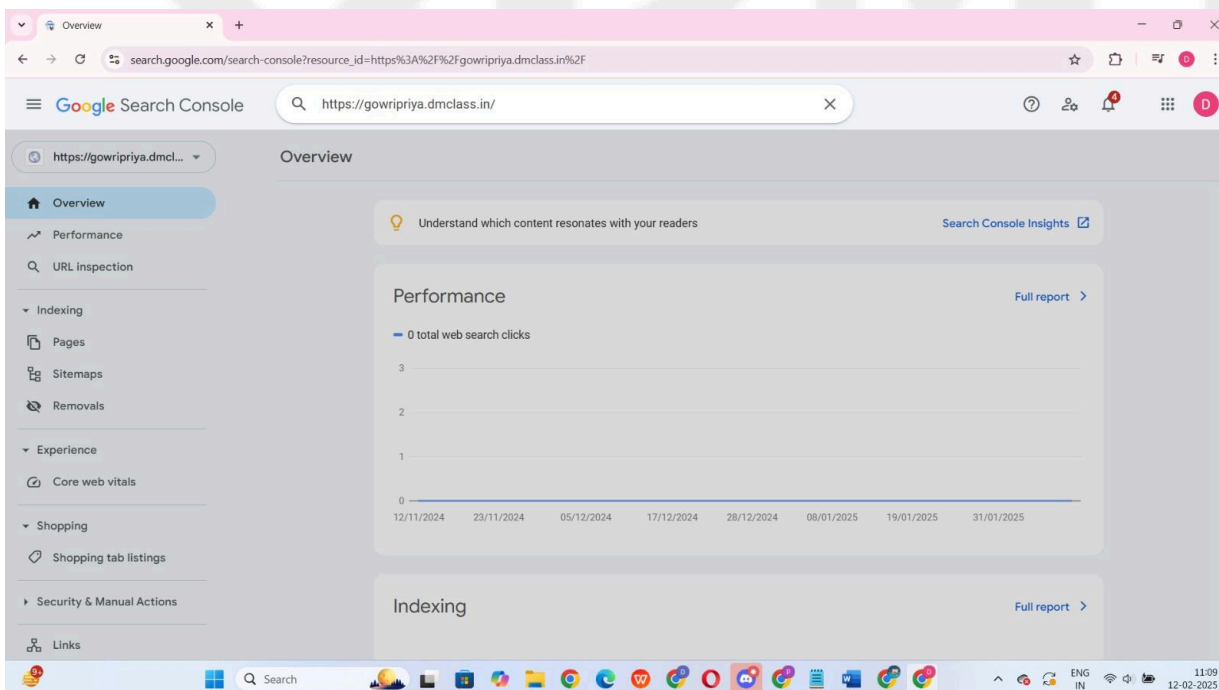
Click "Verify." It may take a few minutes.



## Step 4: Request Indexing for Your Pages/Posts

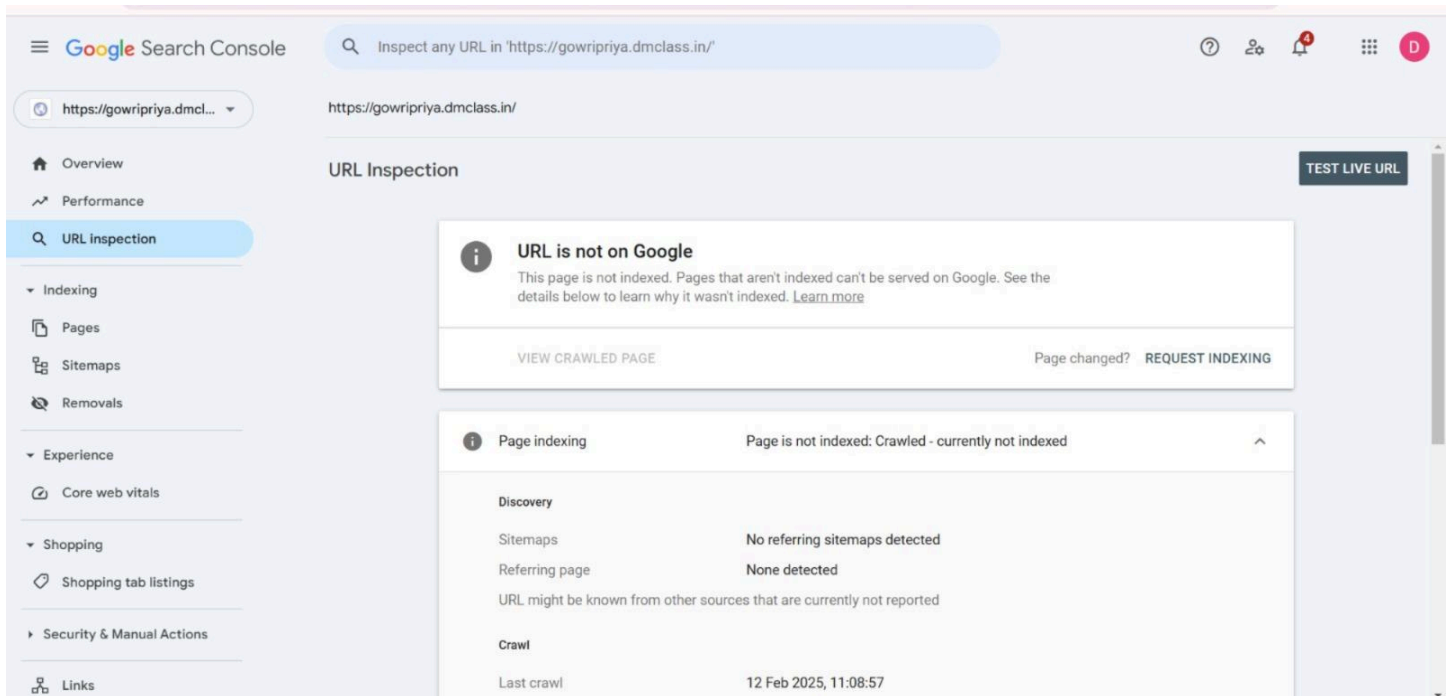
Go to **Google Search Console** → **URL Inspection Tool**.

Enter the URL of a blog post or page



Click **Request Indexing**.

Repeat this process for important pages/Posts.



## Step 5: Submit Your WordPress Sitemap

A sitemap helps Google crawl and index your website efficiently.

**Generate a Sitemap:**

### Install and Activate the AIOSEO Plugin

- Log in to your **WordPress Dashboard**.
- Go to **Plugins** → **Add New**.
- Search for **All in One SEO**.
- Click **Install Now** and then **Activate**.

### Enable the Sitemap Feature

- In the **WordPress dashboard**, go to **All in One SEO** → **Sitemaps**.
- You will see the **Enable Sitemap** option. Make sure it is turned **ON** (toggle it if necessary).
- Click **Save Changes**.

## View Your Sitemap

- After enabling the sitemap, scroll down and look for the **Sitemap Preview** section.
- Click on the **Open Sitemap** button.
- Copy that URL—you will need it for submitting to **Google Search Console**.

## Submit Your Sitemap to Google Search Console

Once you have your sitemap URL

(<https://yourwebsite.com/sitemap.xml>), submit it to **Google Search Console**:

- Open **Google Search Console**.
- Select your website property.
- Click on **Sitemaps** in the left menu.
- Paste your **sitemap URL** (only the ending part, e.g., `sitemap.xml`).
- Click **Submit**.

Google will now crawl your sitemap and start indexing your pages.

## **OFF PAGE SEO:**

**Off-Page SEO** refers to all the activities done **outside your website** to improve its ranking in search engines like Google. These techniques help increase **website authority, trust, and visibility**.

### **What is a Backlink?**

A **backlink** (also called an **inbound link** or **incoming link**) is a **link from one website to another**. Backlinks help **improve your website's ranking** in search engines like Google.

### **Types of Backlinks:**

#### **DoFollow (Most Valuable):**

A **DoFollow** is a type of hyperlink that passes SEO (Search Engine Optimization) value, also known as "link juice," from one website to another.

These links are important because they help search engines like Google determine the authority and relevance of a website. When a website links to your site with a DoFollow backlink, search engines recognize that as a vote of confidence, which can help improve your website's search engine ranking.

## **NoFollow links:**

A **NoFollow link** is a type of hyperlink that tells search engines not to pass any SEO value, or "link juice," to the destination website. When a website adds a NoFollow attribute to a link, search engines like Google are instructed not to follow the link or use it to influence the linked site's ranking in search results.

## **What is DA,PA,SS ?**

**DA (Domain Authority), PA (Page Authority), and SS (Spam Score)** are important metrics used in SEO to evaluate the quality and credibility of a website or webpage. Here's what each term means:

**DA:** Measures the overall authority of a domain.

**PA:** Measures the ranking potential of a specific page.

**SS:** Measures the likelihood of a website being considered spammy.

### **DA (Domain Authority):**

- **Domain Authority (DA)** is a metric developed by Moz that predicts how likely a website is to rank on search engines based on its overall authority and backlink profile.
- It is scored on a scale from 0 to 100, with higher numbers indicating a higher likelihood of ranking well in search engine results.
- A website with a high DA typically has a strong, well-established online presence, many high-quality backlinks, and good SEO practices.

### **PA (Page Authority):**

- **Page Authority (PA)** is also a Moz metric, but it focuses on the strength of a specific webpage, rather than the entire domain.
- Like DA, it is scored from 0 to 100 and predicts how well a specific page on a website will rank in search results.
- A higher PA means that the page has more potential to rank for relevant search queries, often due to quality content, strong backlinks, and good on-page SEO.

## SS (Spam Score):

- **Spam Score (SS)** is a metric developed by Moz that measures the likelihood that a website may be penalized by search engines due to spammy or manipulative SEO practices.
- It is a score between 0% and 100%, with higher percentages indicating a higher risk of being flagged as spam.
- Spammy practices can include things like unnatural link-building, using low-quality content, or over-optimizing keywords. Websites with high Spam Scores are often considered risky and may be penalized in search engine rankings.

## Referring domain:

A **referring domain** is a website that links to your site through a hyperlink. In other words, it's a domain (website) that sends traffic or "link juice" to your website by linking to one of your pages. Each unique website that links to your site counts as one referring domain.

## Example Scenario:

- **Website A** is a popular blog about gardening.
- **Website B** is a gardening product shop.
- **Website C** is a gardening forum.
- **Website D** is a gardening news site.

## Backlinks:

- **Website A** links to your website (1 backlink).
- **Website B** links to your website (1 backlink).
- **Website B** also links to your website again on another page (1 more backlink).
- **Website C** links to your website (1 backlink).
- **Website D** links to your website (1 backlink).

In this scenario, you now have **5 backlinks**, because there are 5 different links pointing to your site from 4 different websites. Even though **Website B** has linked twice, it only counts as one backlink for now because we are counting backlinks individually.

## Referring Domains:

- You have backlinks from **Website A** (1 referring domain).
- You have backlinks from **Website B** (1 referring domain).
- You have backlinks from **Website C** (1 referring domain).
- You have backlinks from **Website D** (1 referring domain).

Even though **Website B** linked to your site twice, it only counts as **1 referring domain** because it's a unique website. So, in total, you have **4 referring domains**.

- **Backlinks** = All the individual links pointing to your site.
- **Referring domains** = The number of unique websites linking to your site.

## Off page Techniques :

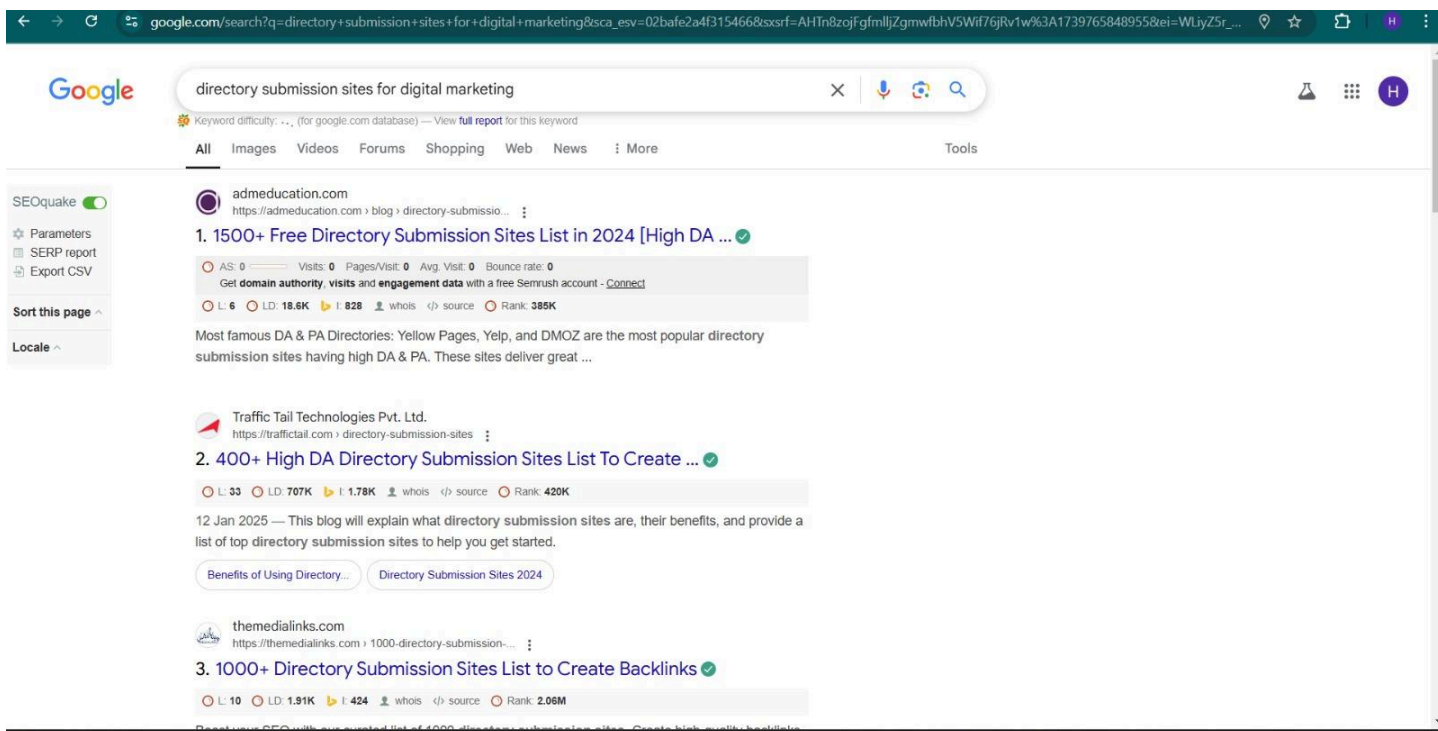
Off-page SEO techniques are actions you take outside your website to improve its search engine rankings. These techniques primarily focus on building backlinks, increasing brand visibility, and driving traffic to your site.

### Directory Submission:

**Directory Submission** is an off-page SEO technique where you submit your website to online directories. These directories categorize websites based on niche or industry, allowing users to easily find relevant websites. When your website is listed in a directory, it provides a backlink, which can help improve your site's visibility, drive traffic, and potentially improve its SEO ranking. Submitting your website to online business directories or niche-specific directories.

**Directory Submission** involves submitting your website to online directories to gain backlinks and increase visibility.

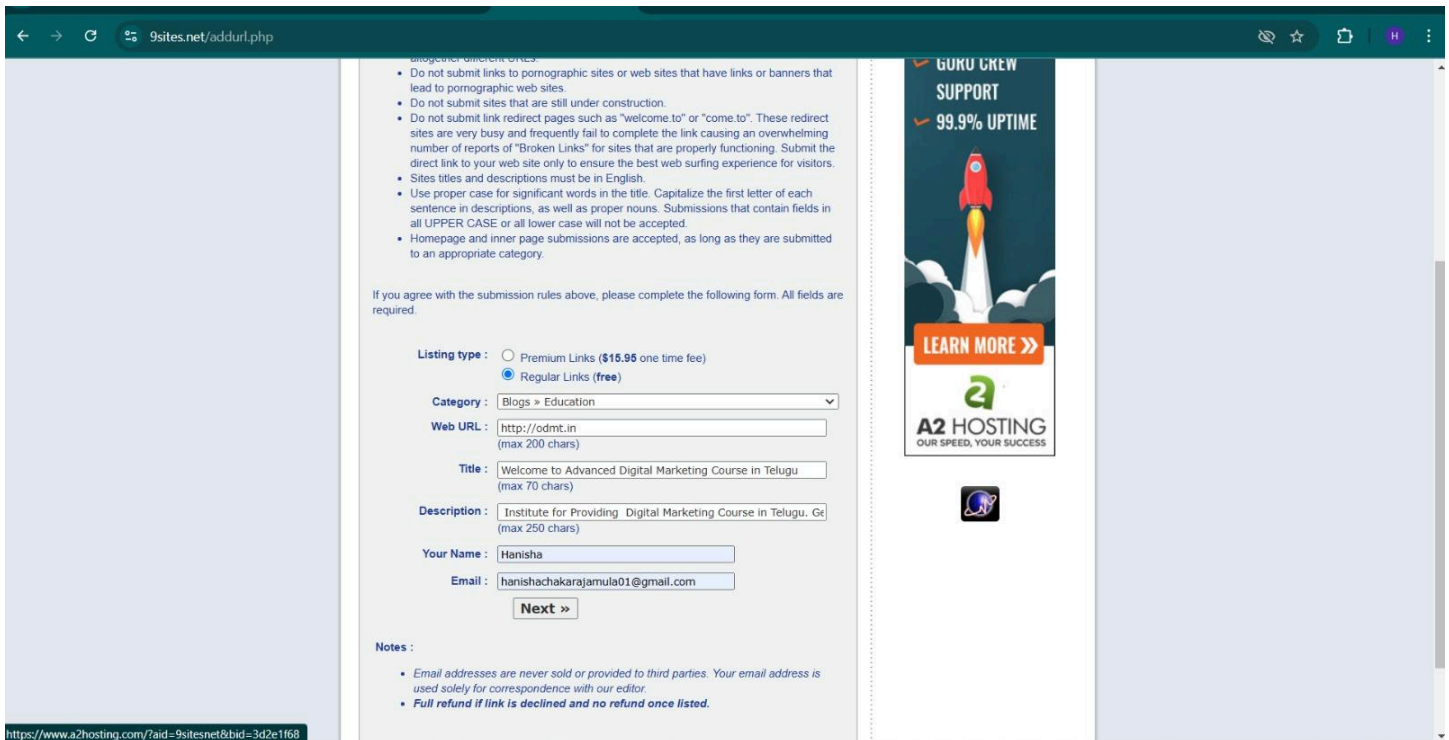
First, you need to find **relevant and reputable online directories** where you can submit your website. These directories could be **general** (like Yellow Pages or Yelp) or **niche-specific** (like directories focused on technology, fashion, or local businesses).



## Submitting Your Website:

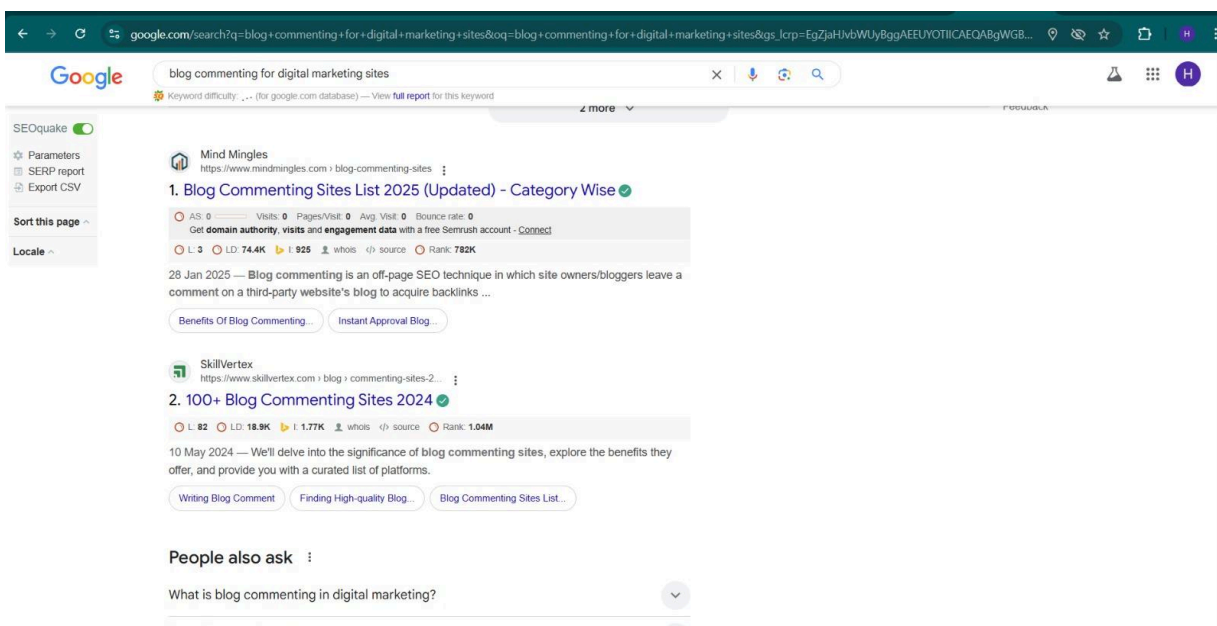
Once you've found a directory, go to the submission page. Most directories will ask you for:

- **Website URL:** The address of your website.
- **Business Name:** The name of your business or brand.
- **Description:** A brief description of what your website is about. It's best to include **keywords** related to your business or niche here for SEO purposes.
- **Contact Details:** Email, phone number, and address (if applicable).
- **Category:** You'll need to select the correct category or subcategory that best fits your business or website. For example, a **cleaning business** would go under a "Home Services" category.



## Blog commenting:

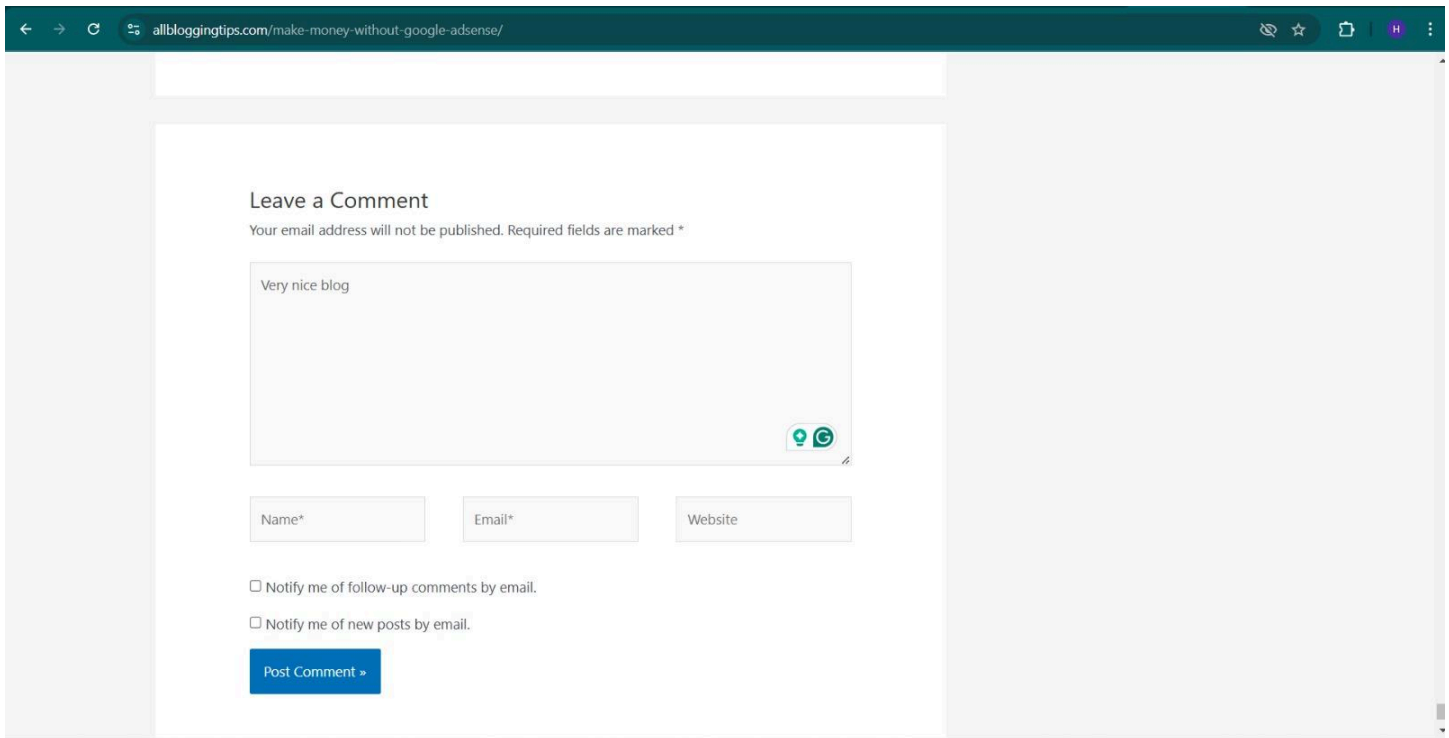
**Blog Commenting** is an off-page SEO technique where you leave comments on other blogs or websites within your niche or industry, often with a link back to your own site. It helps build relationships with other bloggers, increase visibility, and can provide backlinks to improve SEO. **Blog Commenting** helps improve SEO by building backlinks, increasing traffic, and establishing authority.



## Find Relevant Blogs:

- Start by identifying **blogs in your niche** or industry. These are blogs where your target audience might be reading and engaging with the content.

Don't just leave a generic comment like "Great post!" or "I like this."



The image shows a screenshot of a web browser displaying a comment form on the website allbloggingtips.com. The browser's address bar shows the URL: allbloggingtips.com/make-money-without-google-adsense/. The page content includes a heading "Leave a Comment" and a subtext "Your email address will not be published. Required fields are marked \*". The comment text area contains the text "Very nice blog". Below the text area are three input fields: "Name\*", "Email\*", and "Website". There are two checkboxes: "Notify me of follow-up comments by email." and "Notify me of new posts by email.". At the bottom of the form is a blue button labeled "Post Comment »".

## Web 2.0 sites:

**Web 2.0 sites** refer to user-generated content platforms where users can create and share content, often in the form of blogs, articles, videos, images, and other media. These platforms allow individuals and businesses to create a **profile**, publish content, and interact with a larger community. In terms of SEO, Web 2.0 sites are powerful tools for **building backlinks**, increasing visibility, and improving your site's authority. **Web 2.0 sites** are platforms where you can create content that links back to your website, helping with SEO. These sites include **WordPress, Medium, Blogger, Tumblr, Wix, Weebly** etc.

google.com/search?q=web+2.0+site+for+digital+marketing&oq=web+2.0+site+for+digital+marketing&gs\_lcrp=EgZjaHVbWUyBggAEEUyOTIICAQABgWGB4yDQgCEAAyhgMYgA...

Google

web 2.0 site for digital marketing

Keyword difficulty: 57.58% (for google.com database) — View full report for this keyword.

All Images Videos Forums News Shopping Web More Tools

SEOquake Parameters SERP report Export CSV Sort this page Locale

### Web 2.0 sites

From sources across the web

WordPress.com Blogger Weebly

#### Blogger

Blogger is an American online content management system founded in 1999 that enables its users to write blogs with time-stamped entries. Pyra Labs developed it before being acquired by Google in 2003. Google hosts the blogs, which can be accessed through a subdomain of blogspot.com. [Wikipedia](#)

There are world-famous blogging platforms like Tumblr, wordpress, **Blogger** etc that will help you create blogs and share videos and photos and get connected with ...

Some of the famous Web 2.0 submission sites are **Blogger**, Wix, WordPress, and more. You can also get high-quality backlinks for your blogs and websites using ...

WordPress.com: A widely used blogging and content management system. **Blogger.com**: A free blogging platform by Google. Tumblr.com: A microblogging platform with ...

<https://www.digitalwebavenue...> 200+ Web 2.0 Submission Sites List 2...

<https://www.techasoftware.com...> Top 100+ Free Dofollow & High DA Web 2.0 Site...

<https://medium.com/dr-seo> 25+ Free Web 2.0 Sites List To Boost Your SEO

## Create a Profile and Build the Site:

- **Sign up** for a free account on the chosen platform (e.g., Blogger, or Tumblr).
- Create a **profile** with your business name, logo, and contact information. Add a short description of what your business does and link it back to your **main website**.

blogger.com/dashboard/reading?pli=1#create

Create blog

Settings Reading List Terms of Service Privacy Policy Content Policy

All blogs MANAGE

Add blogs to follow in your reading list

You are not currently following any blogs. Click [here](#) to enter blogs that you'd like to follow in your reading list. [Learn more](#)

**Blogger Buzz** 4 years ago

A better Blogger experience on the web

Since 1999, millions of people have expressed themselves on Blogger. From detailed posts about almost every apple variety you could ever imagine to a blog dedicated to the art of blogging itself, the ability to easily share, publish and express oneself on the web is at the core of Blogger's mission. As the web constantly evolves, we want to ensure anyone using Blogger has an easy and intuitive experience publishing their content to the web. That's why we've been slowly introducing an improved web experience for Blogger. Give the fresh interface a spin by clicking "Try the New Blog..." [read more](#)

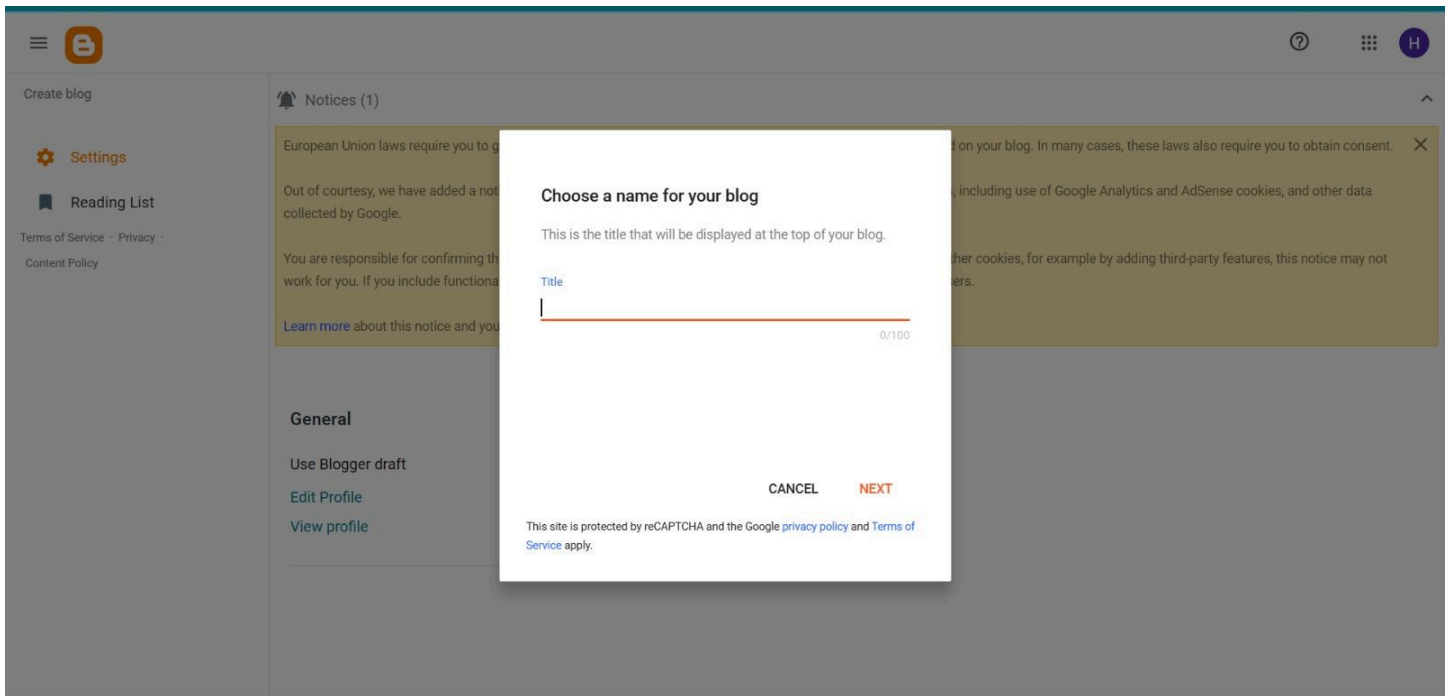
**Blogger Buzz** 6 years ago

An update on Google+ and Blogger

Following the announcement of Google+ API deprecation scheduled for March 2019, a number of changes will be made to Blogger's Google+ integration on 4 February 2019. \*Google+ widgets:\* Support for the "+1 Button", "Google+ Followers" and "Google+ Badge" widgets in Layout will no longer be available. All instances of these widgets will be removed from all blogs. \*+1 buttons:\* The +1/G+ buttons and Google+ share links below blog posts and in the navigation bar will be removed. Please note that if you have a custom template that includes Google+ features, you may need to update ... [read more](#)

**Blogger Buzz** 6 years ago

- Customize the **theme** to make it appealing and professional. Ensure that the layout matches your branding and resonates with your target audience.
- Create Quality Content on Web 2.0 Sites
- Add Internal and External Links
- Include Backlinks to Your Main Website
- Engage with the Community

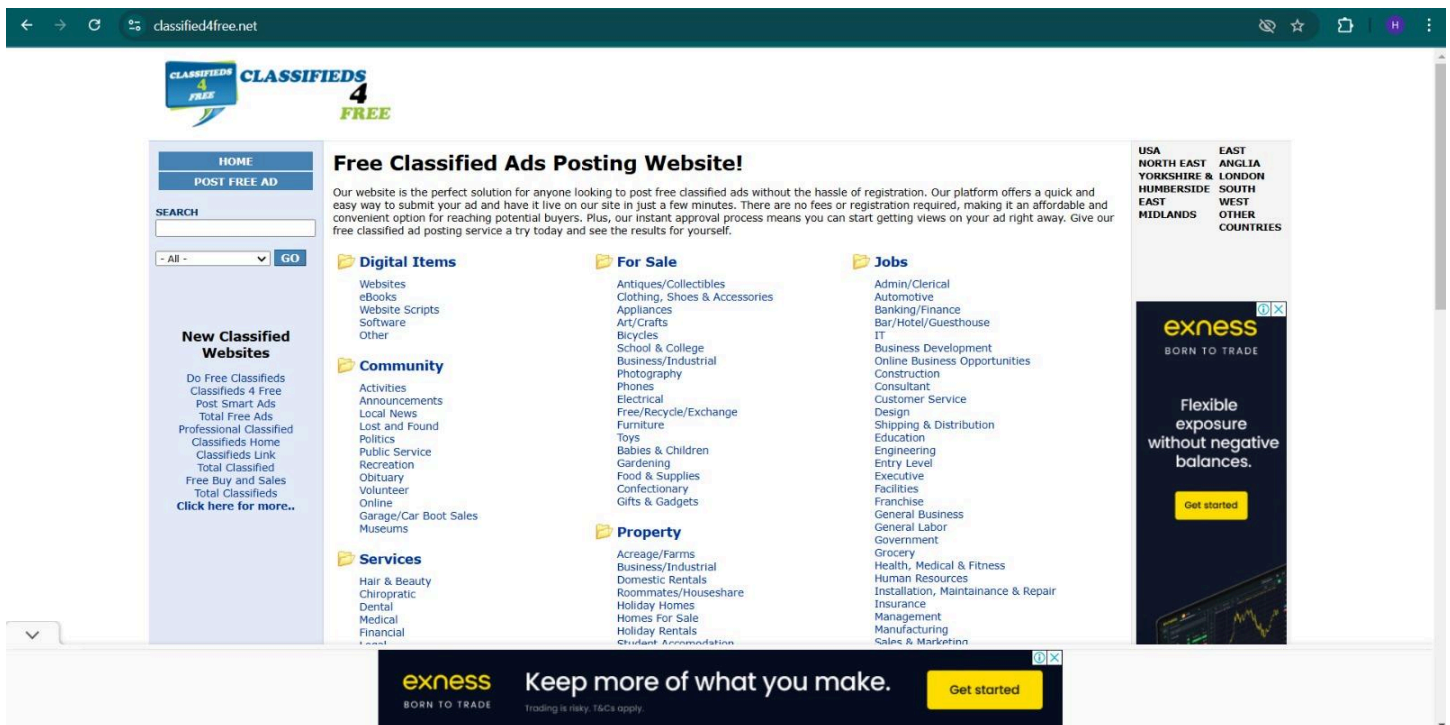


## Classified Submission:

Classified Submission to WordPress blogging websites refers to the process of submitting an ad or listing on classified ad websites that allow users to promote their business or services. This practice is beneficial for **SEO** because it generates **backlinks**, **referral traffic**, and **increased exposure** to a wider audience.

## Find WordPress-Based Classified Ad Websites

## Register and Create an Account



## submit Your Classified Ad or Listing

- After registering, navigate to the **classified ad submission** page or form. Most WordPress sites that support classified submissions have an easy-to-use form that asks for details about your business or service.
- **Fill out the form** carefully:

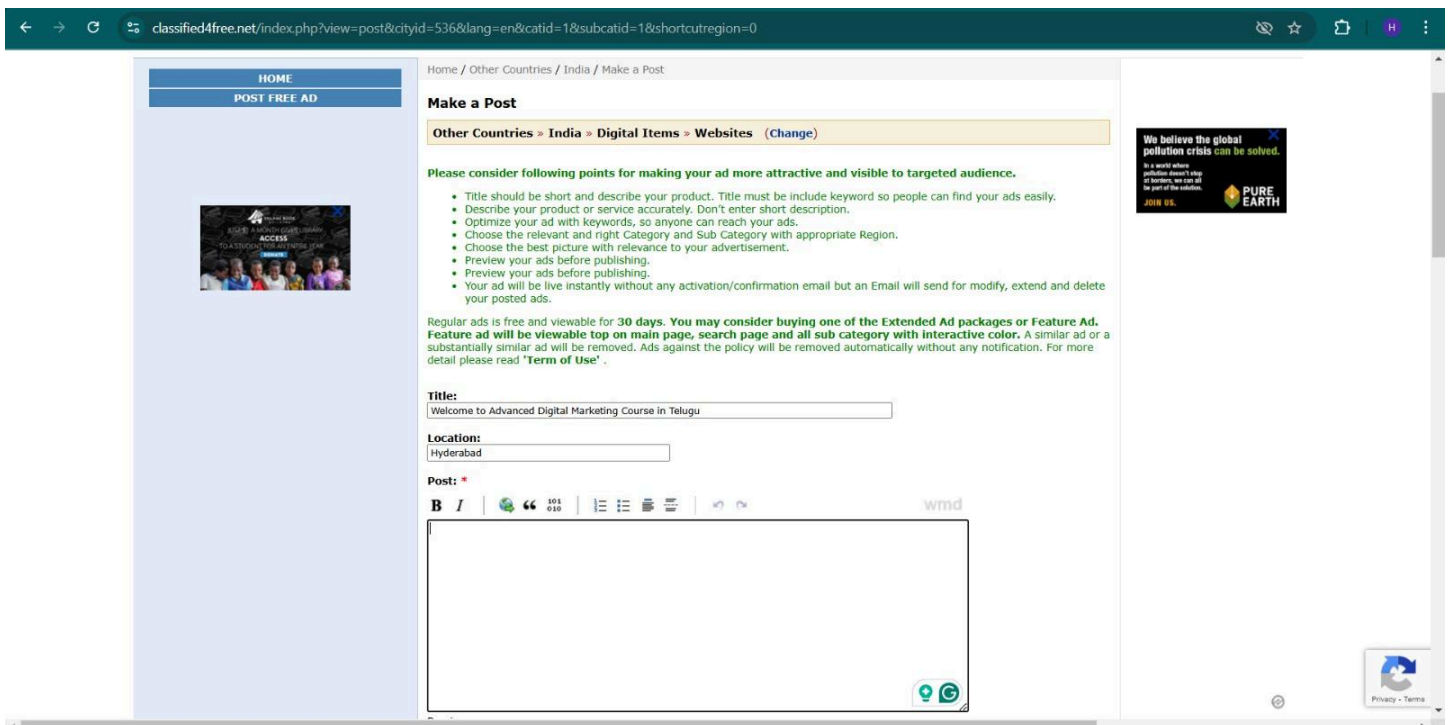
**Title:** Choose a relevant title that will grab attention

**Description:** Write a **detailed description** of your business, offering value to potential clients. Focus on keywords relevant to your business, but keep it natural.

**Contact Information:** Include your **phone number**, **email address**, and **business website URL**.

**Categories:** Choose the most relevant category for your service

**Image or Logo:** If the platform allows, upload an **image** or **business logo** to make your listing more attractive.



## Image Submission:

**Image submission to WordPress blogging websites** is the process of uploading and sharing images on WordPress-based blogs or websites. This is a common strategy for enhancing the content, improving SEO, and driving traffic to your site. The concept of "image submission" refers to **adding images to blog posts, articles, and pages.**

Images can be used to improve **user experience, visual appeal, and engagement**, while also benefiting SEO if they are optimized correctly.

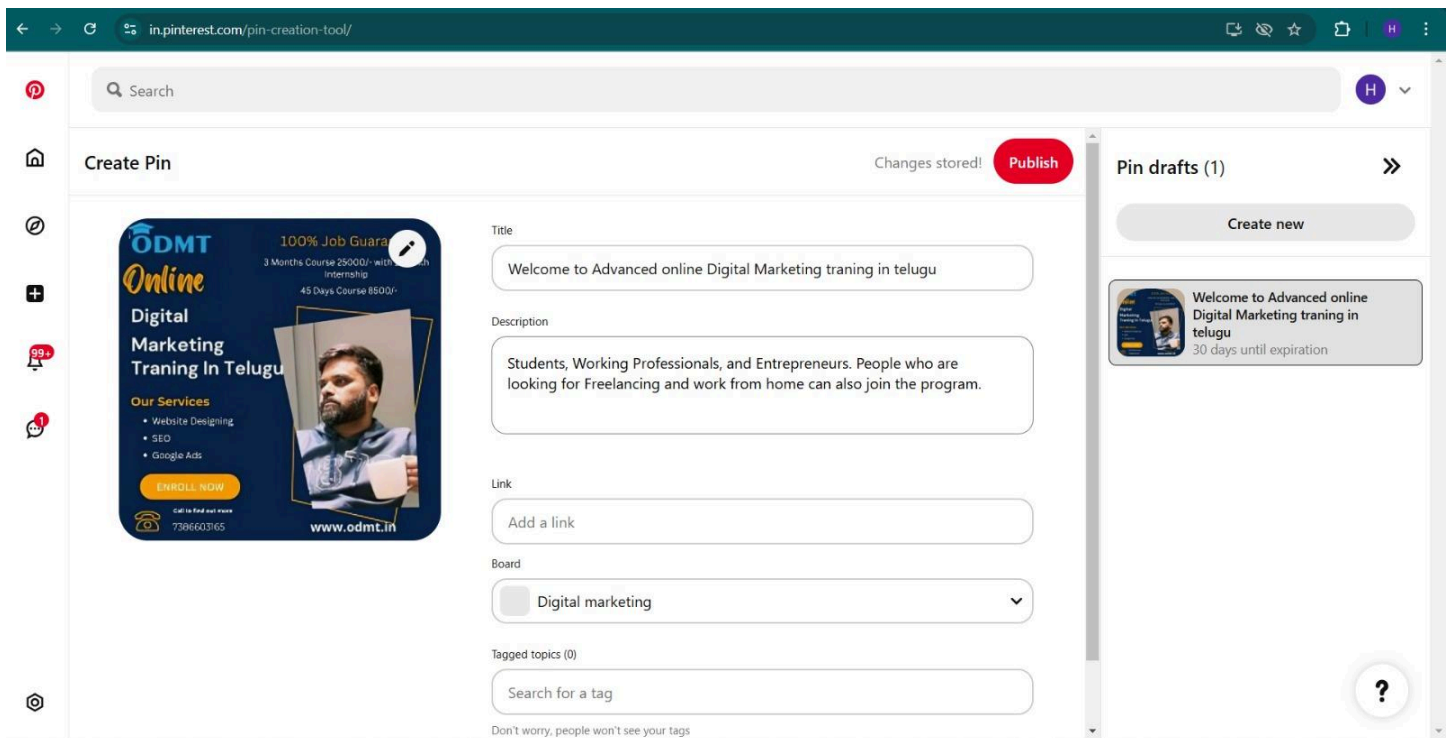
## **Prepare Your Images for Submission:**

**Optimize Image Size:** Make sure your images are not too large to avoid **slow loading times**, which can negatively affect user experience and SEO.

**Image Format:** Use common image formats like **JPEG, PNG, or GIF**, as they are widely accepted on most platforms.

## **Publish the Content or Submit Your Image:**

After uploading your image and adding the necessary details, **publish the content or submit the image** for review.



## Video Submission:

Video submission is a powerful **off-page SEO** strategy that helps improve website rankings, drive traffic, and enhance brand visibility. This technique involves submitting videos to various video-sharing platforms, ensuring they are optimized for SEO.

### **Create a High-Quality Video**

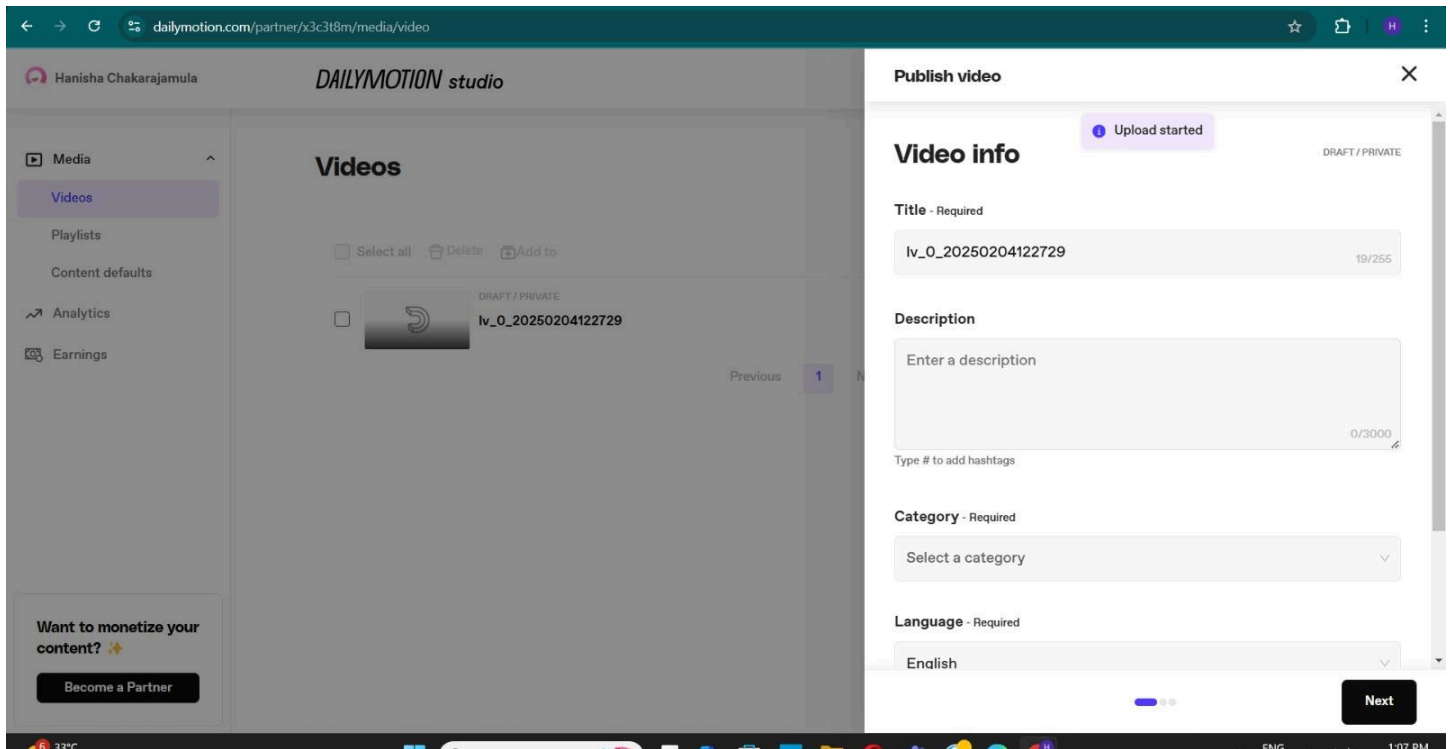
### **Optimize Video for SEO**

Before submission, optimize the following:

- **Title:** Use a keyword-rich title (e.g., "Best SEO Off-Page Techniques to Rank #1")
- **Description:** Add a 300-500 word SEO-friendly description, including links to your website and social media
- **Tags:** Use 5-10 relevant keywords (e.g., SEO tips, video submission, digital marketing)
- **Thumbnail:** Design an attractive, clickable thumbnail

### **Choose the Right Video Submission Platforms**

## Submit and Share Your Video



### Infographic Submission:

**Infographic submission** is a powerful **off-page SEO** strategy that helps generate high-quality backlinks, drive traffic, and increase engagement. This technique involves creating visually appealing **data-driven** graphics and submitting them to various infographic-sharing platforms.

### **Create a High-Quality Infographic**

### **Optimize Your Infographic for SEO**

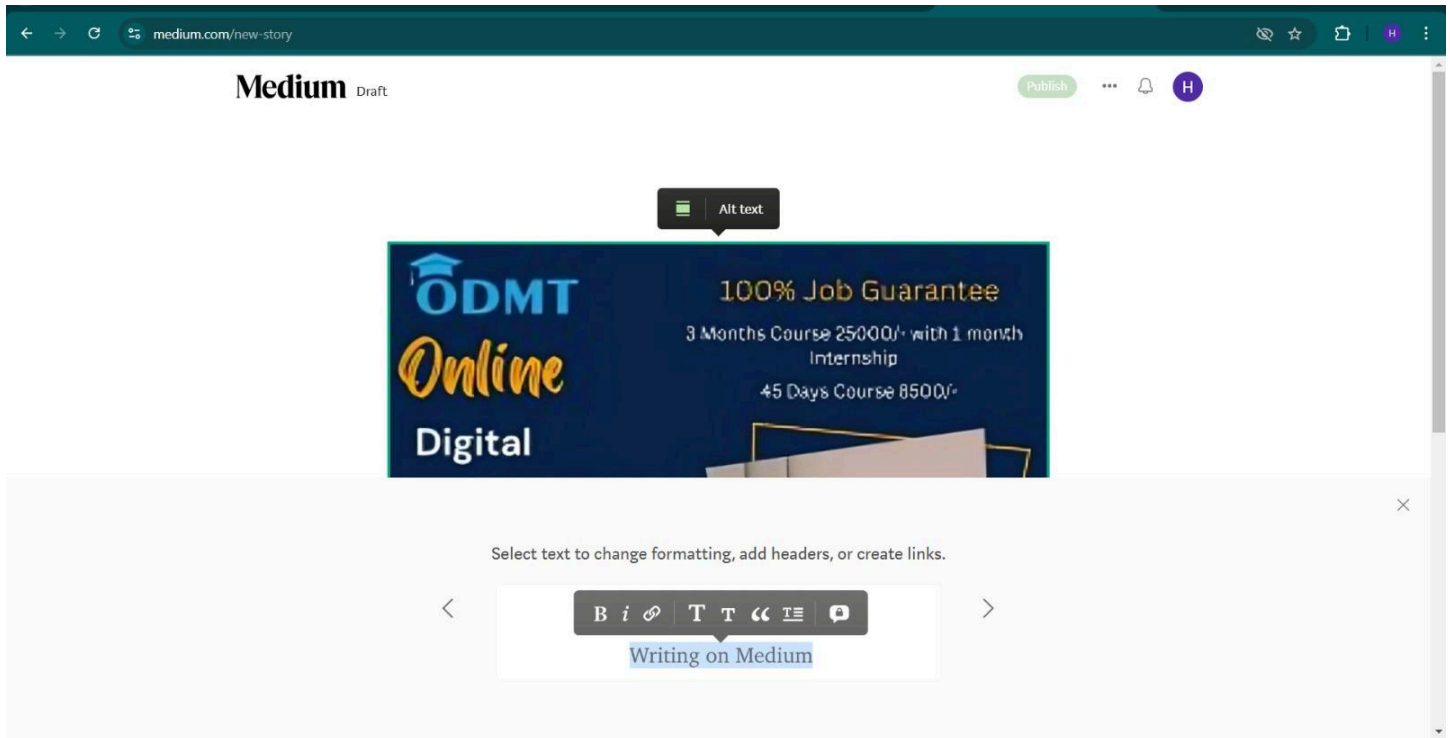
Before submission, optimize the following elements:

- **Title:** Use a keyword-rich title (e.g., "Best Off-Page SEO Techniques – Infographic")
- **Description:** Add a 200-300 word SEO-friendly description, including your website link
- **Image Name:** Rename the file with keywords (e.g., best-seo-practices-2024.png)
- **Image Alt Text:** Describe the infographic for search engines
- **File Size & Format:** Use **compressed PNG/JPEG** for faster loading

## Choose the Right Infographic Submission Platforms

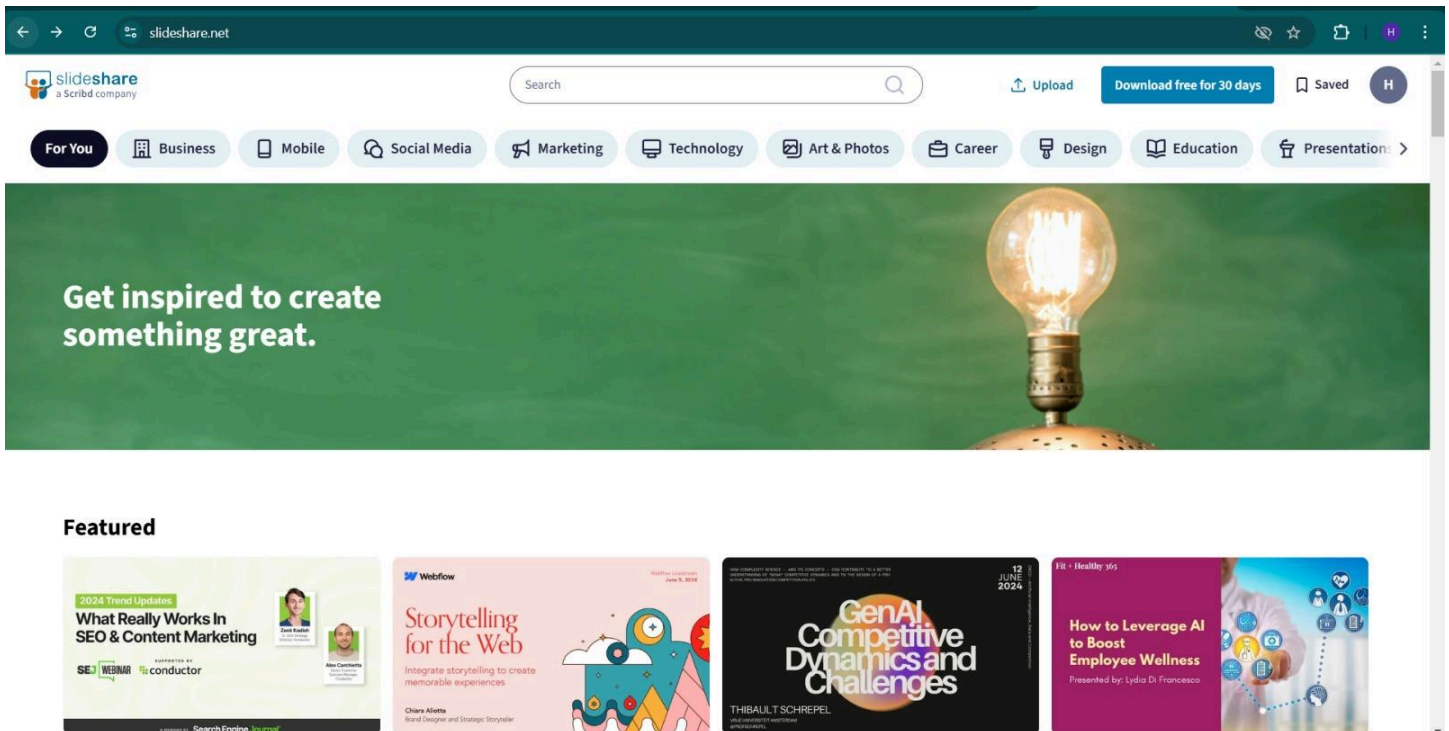
Visual.ly, Infographic Journal, Pinterest, Reddit, InfographicBee

## Submit & Promote Your Infographic



### Document Submission:

**Document submission** is an **off-page SEO** strategy that involves submitting well-structured documents (PDFs, PPTs, DOCs) to high-authority document-sharing websites. This helps generate high-quality backlinks, improve search engine rankings, and drive traffic to your website.



## Create a High-Quality Document

### Optimize the Document for SEO

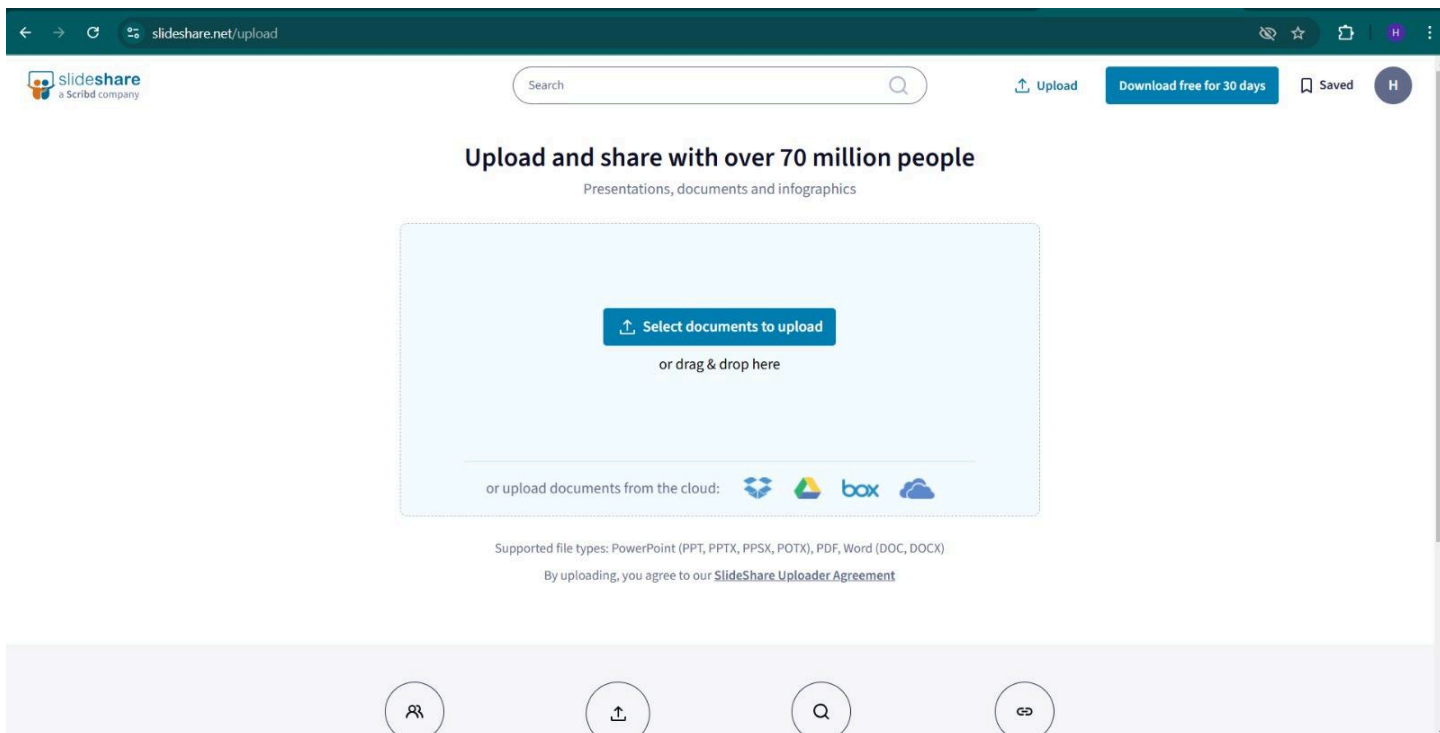
Before submission, optimize the following elements:

- **Title:** Use an SEO-friendly title (e.g., "Top Digital Marketing Strategies – Free eBook")
- **Description:** Add a 200-300 word SEO-optimized description, including your website link
- **File Name:** Rename the file using keywords (e.g., seo-trends-2024.pdf)
- **Alt Text (for images inside PDFs):** Describe visuals for better indexing
- **Links:** Include clickable links to your website or services

### Choose the Right Document Submission Platforms

SlideShare, Scribd, Google Drive (Public), DocDroid, Zoho Docs

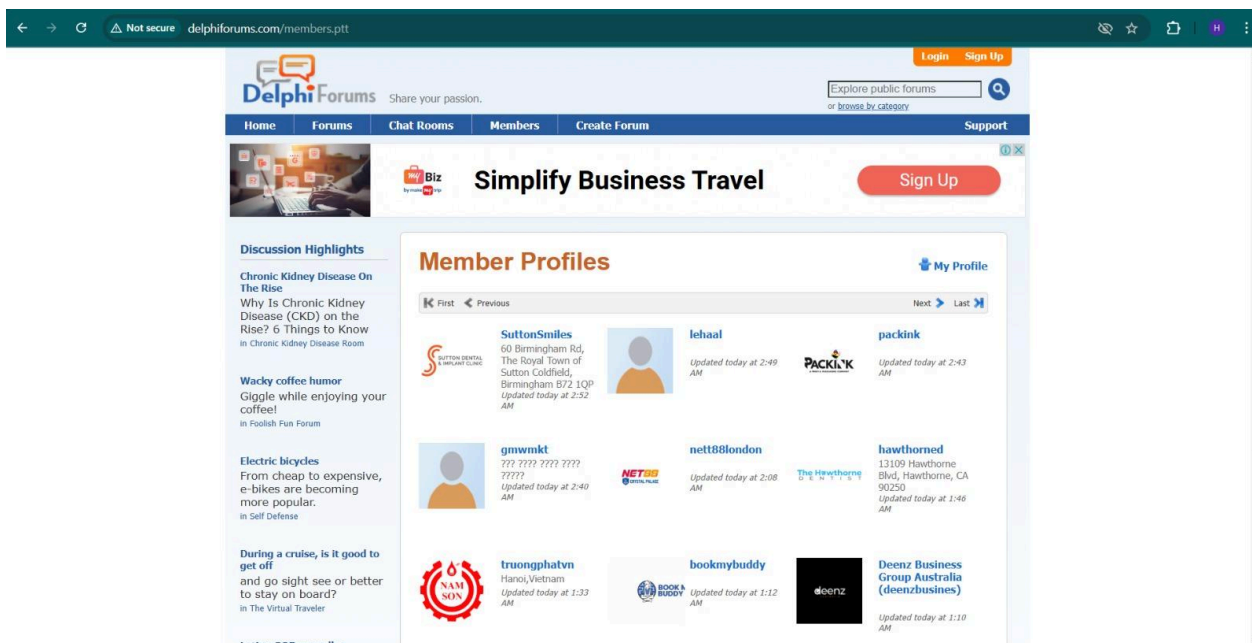
### Submit & Promote Your Document



## Forum Submission:

**Forum submission** is an effective **off-page SEO** technique where you participate in online discussion forums related to your niche. By engaging in discussions, answering queries, and sharing valuable insights, you can build **backlinks**, **drive targeted traffic**, and **improve domain authority**.

## Find Relevant Forums in Your Niche



## How to Find Forums?

Use Google search operators:

- “your keyword” + forum
- “your keyword” + discussion board
- “your keyword” + community

## Choose High-Authority Forum Submission Sites

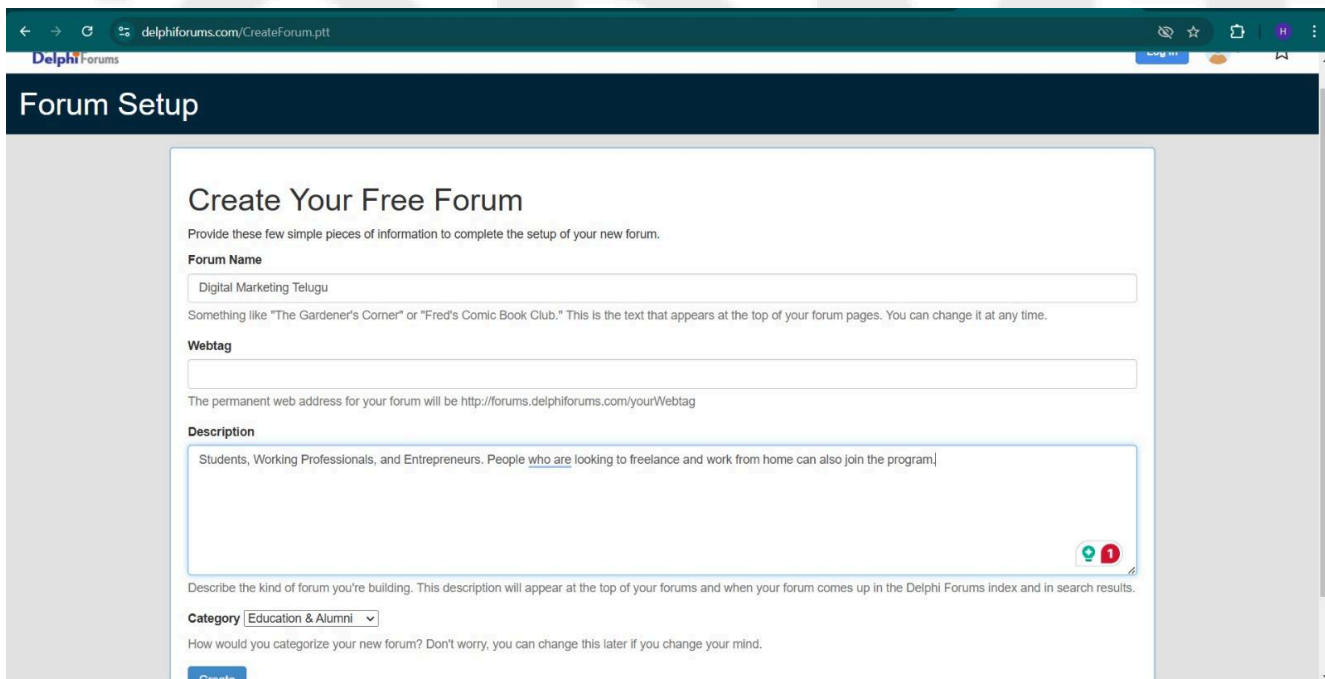
Quora,Warrior Forum,Digital Point,Moz Community

## Create an Account and Set Up Your Profile

## Engage & Contribute to Discussions

## Create Forum Threads & Answer FAQs

## Promote & Monitor Forum Engagement



The screenshot shows a web browser window with the URL `delphiforums.com/CreateForum.ptt`. The page title is "Forum Setup" and the main heading is "Create Your Free Forum". Below the heading, there is a sub-heading "Provide these few simple pieces of information to complete the setup of your new forum." and a "Forum Name" label. The input field contains "Digital Marketing Telugu". Below this is a "Webtag" label and an empty input field. A note states: "The permanent web address for your forum will be `http://forums.delphiforums.com/yourWebtag`". The "Description" section has a text area containing "Students, Working Professionals, and Entrepreneurs. People who are looking to freelance and work from home can also join the program." Below the description is a "Category" dropdown menu set to "Education & Alumni" and a "Create" button.

## **Article Submission:**

**Article submission** is an effective **off-page SEO** technique where you publish high-quality articles on third-party websites to gain backlinks, increase brand exposure, and drive organic traffic to your website. It helps in **building authority, improving search rankings, and generating targeted visitors.**

### **Create a High-Quality, SEO-Optimized Article**

#### **Optimize the Article for SEO**

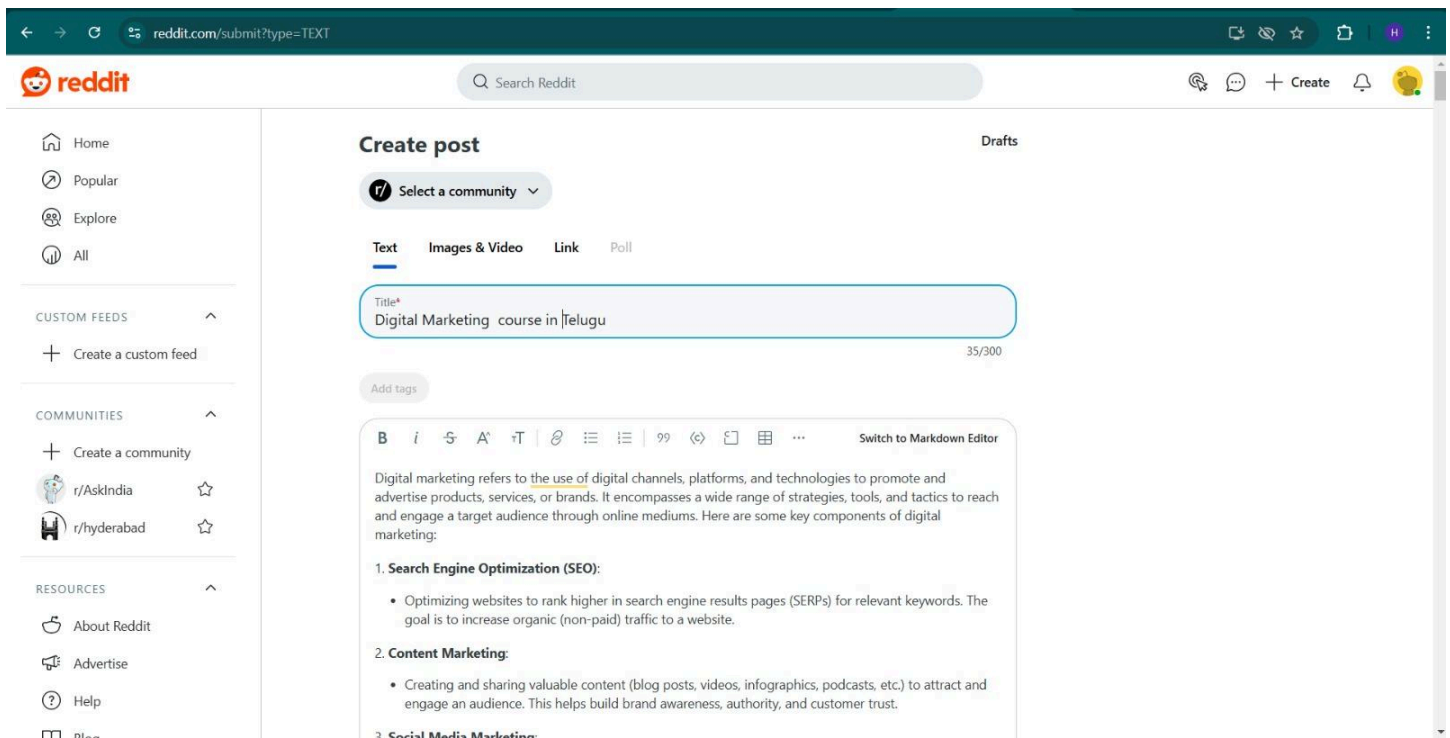
Before submission, optimize the following elements:

- **Title:** Use a keyword-rich, catchy title (e.g., "Top 10 SEO Strategies for 2024")
- **Meta Description:** Add a **150-160 character** summary with keywords
- **Headings & Subheadings:** Use **H2, H3** for structured content
- **Internal & External Links:** Link to **relevant internal pages** and high-authority sites
- **Image Optimization:** Add **alt text and descriptive file names**
- **Anchor Text:** Use a natural **anchor text** for backlinks

#### **Choose High-Authority Article Submission Sites**

Medium, EzineArticles, HubPages, ArticleBiz, LinkedIn Articles

#### **Submit & Promote Your Article**



## **Social Bookmarking:**

Social bookmarking is an effective off-page SEO technique where you submit your website or content to high-authority bookmarking sites to generate backlinks, drive traffic, and improve search engine rankings.

When you bookmark your content on these platforms, search engines quickly index your page, improving its visibility in search results.

### **Choose High-Authority Social Bookmarking Sites**

Reddit, Mix (formerly StumbleUpon), Flipboard, Pocket

Google search results for "Social Bookmarking sites". The results show a list of social bookmarking sites including Reddit, Pinterest, Scoop.it, Diigo, Slashdot, Digg, Flipboard, Pocket, and Tumblr. Below the list, there is a search result from Traffic Tail Technologies Pvt. Ltd. titled "1. 250+ High PR Social Bookmarking Sites With Free Download". The result includes statistics like AS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0, and a Rank of 420K. It also mentions "Direct Traffic Generation: Pinterest, Reddit, and Digg are some examples of bookmarking sites that can help you attract a lot of visitors to your website."

## Prepare Content for Bookmarking

## Submit Content on Social Bookmarking Sites

## Promote Your Bookmarking Posts

Digital marketing refers to the use of digital channels, platforms, and technologies to promote and advertise products, services, or brands. It encompasses a wide range of strategies, tools, and tactics aimed at reaching and engaging a target audience through online mediums. Here are some key components of digital marketing:

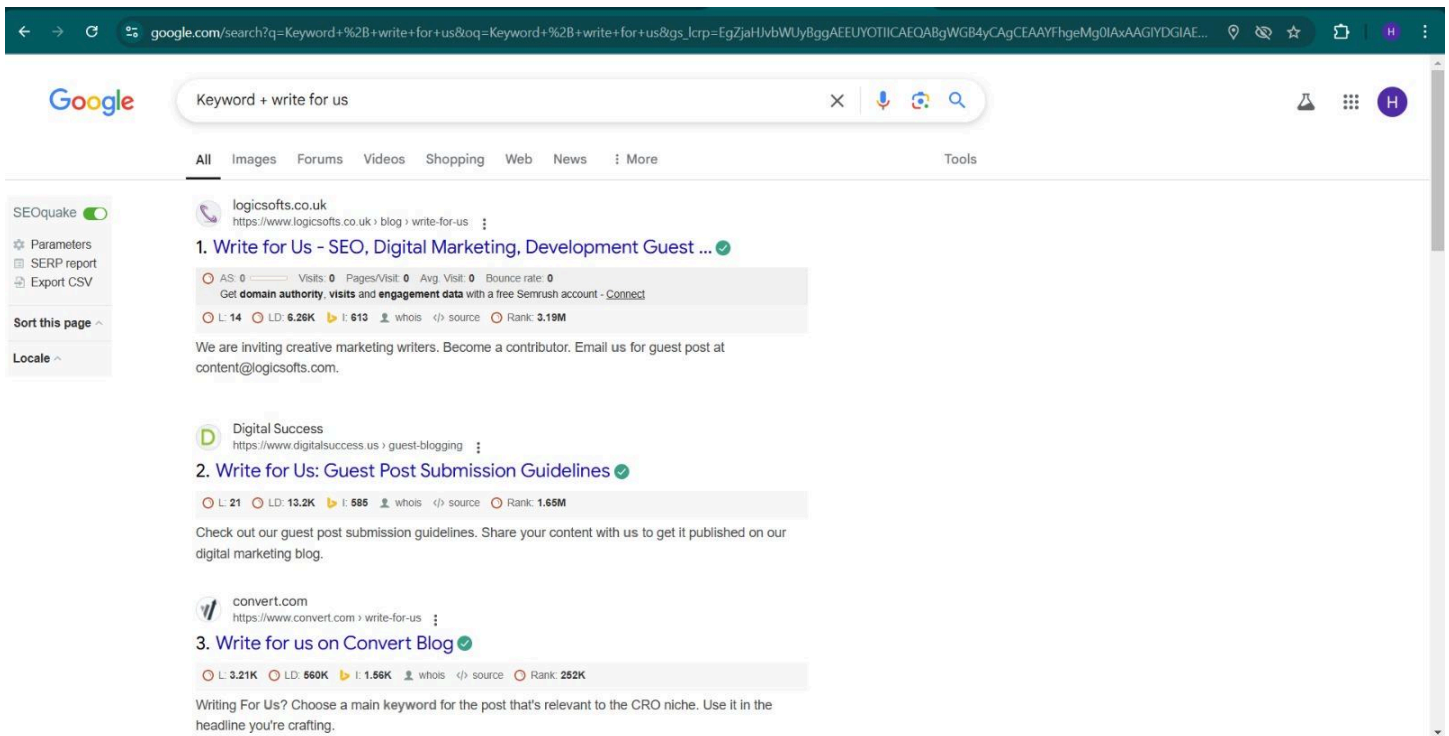
1. Search Engine Optimization (SEO): Optimizing websites to rank higher in search engine results pages (SERPs) for relevant keywords. The goal is to increase organic (non-paid) traffic to a website.
2. Content Marketing: Creating and sharing valuable content (blog posts, videos, infographics, podcasts, etc.) to attract and engage an audience. This helps build brand awareness, authority, and customer trust.
3. Social Media Marketing: Using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to connect with your audience, build relationships, and promote products or services.
4. Pay-Per-Click (PPC) Advertising: Running paid ads on platforms like Google Ads or social media. Advertisers pay each time someone clicks on their ad. PPC campaigns can target specific demographics, locations, and interests.
5. Email Marketing: Sending targeted email campaigns to nurture relationships with leads and

## Guest Blogging:

**Guest blogging**, also known as **guest posting**, is an **off-page SEO** strategy where you write high-quality articles for other websites in your niche. In return, you gain backlinks to your site, enhance brand authority, and drive referral traffic.

### Find High-Authority Guest Blogging Sites

- "write for us" + [your niche]
- "guest post by" + [your niche]



### Choose High-DA Guest Posting Sites

HubSpot Blog, Search Engine Journal, ShoutMeLoud, Business2Community

### Write a High-Quality Guest Post

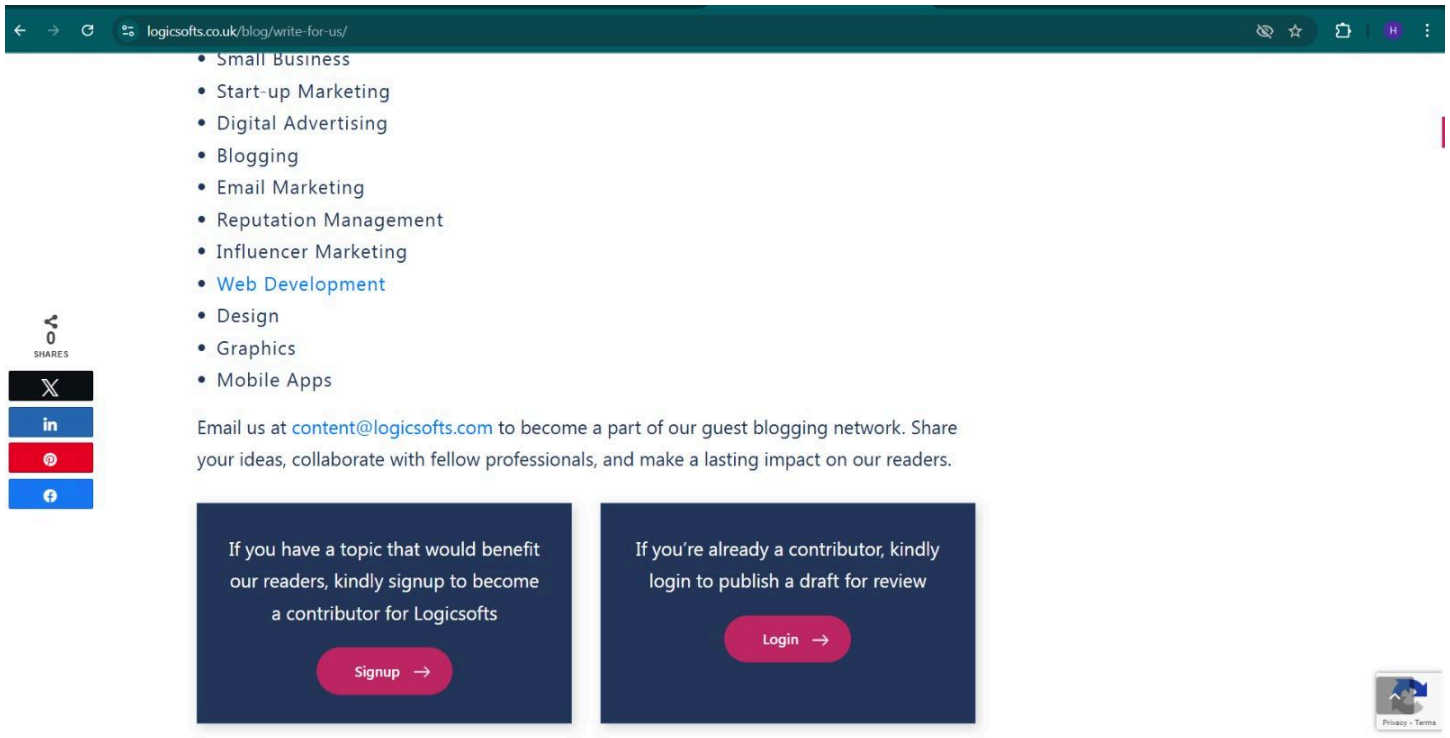
### Include Strategic Backlinks in Your Guest Post

### Submit Your Guest Post & Engage with the Audience

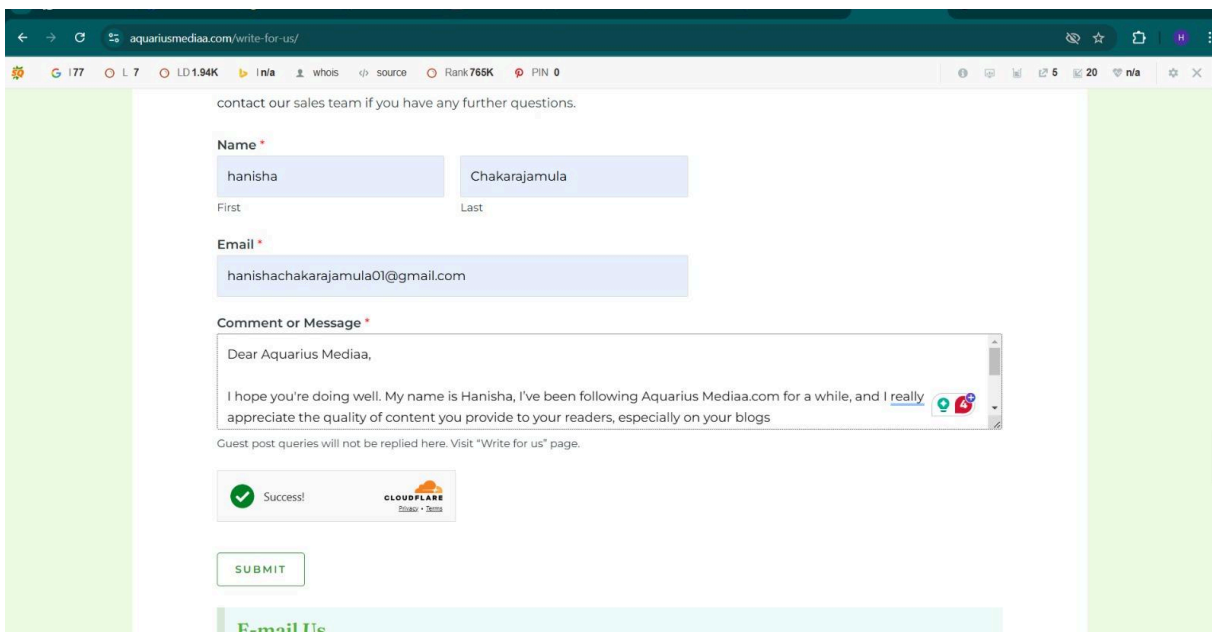
### How to Approach Guest Blogging:

When reaching out for guest blogging opportunities, there are two primary ways to contact website owners:

**Email Outreach (Direct approach)** - Email is the best way to approach website owners because it is direct, professional, and allows for personalization.



**Contact Form Submission (Website inquiry form)** - If a blog does not provide an email address, they often have a contact form where you can send your request.



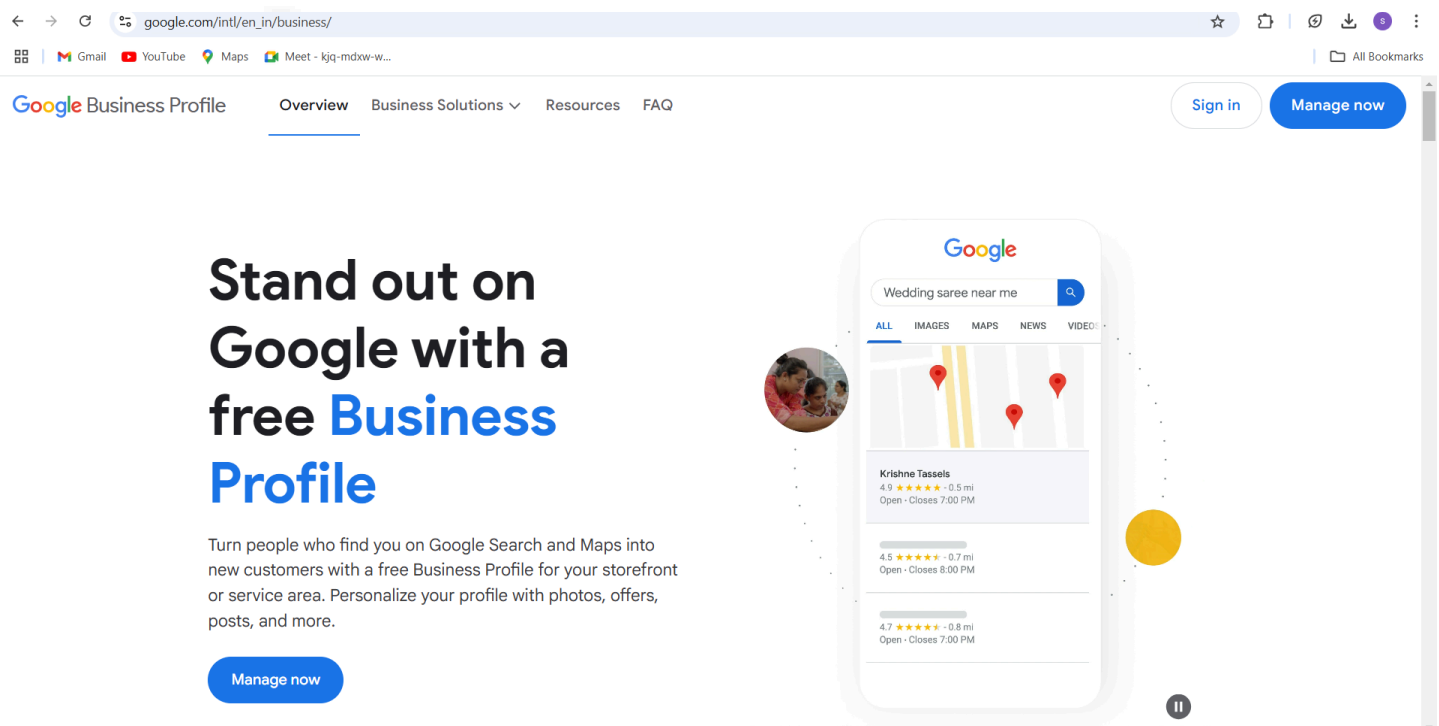
Both methods can be effective, but they require different strategies.

## Google My Business (GMB) & Local SEO:

Marking the physical presence of your business on google is known as Google my business. **Google My Business (GMB) optimization** and **Local SEO** are crucial **off-page SEO** techniques that help businesses improve their visibility in **Google Search and Google Maps**. These strategies are essential for **local businesses, service providers etc** to attract customers in their area.

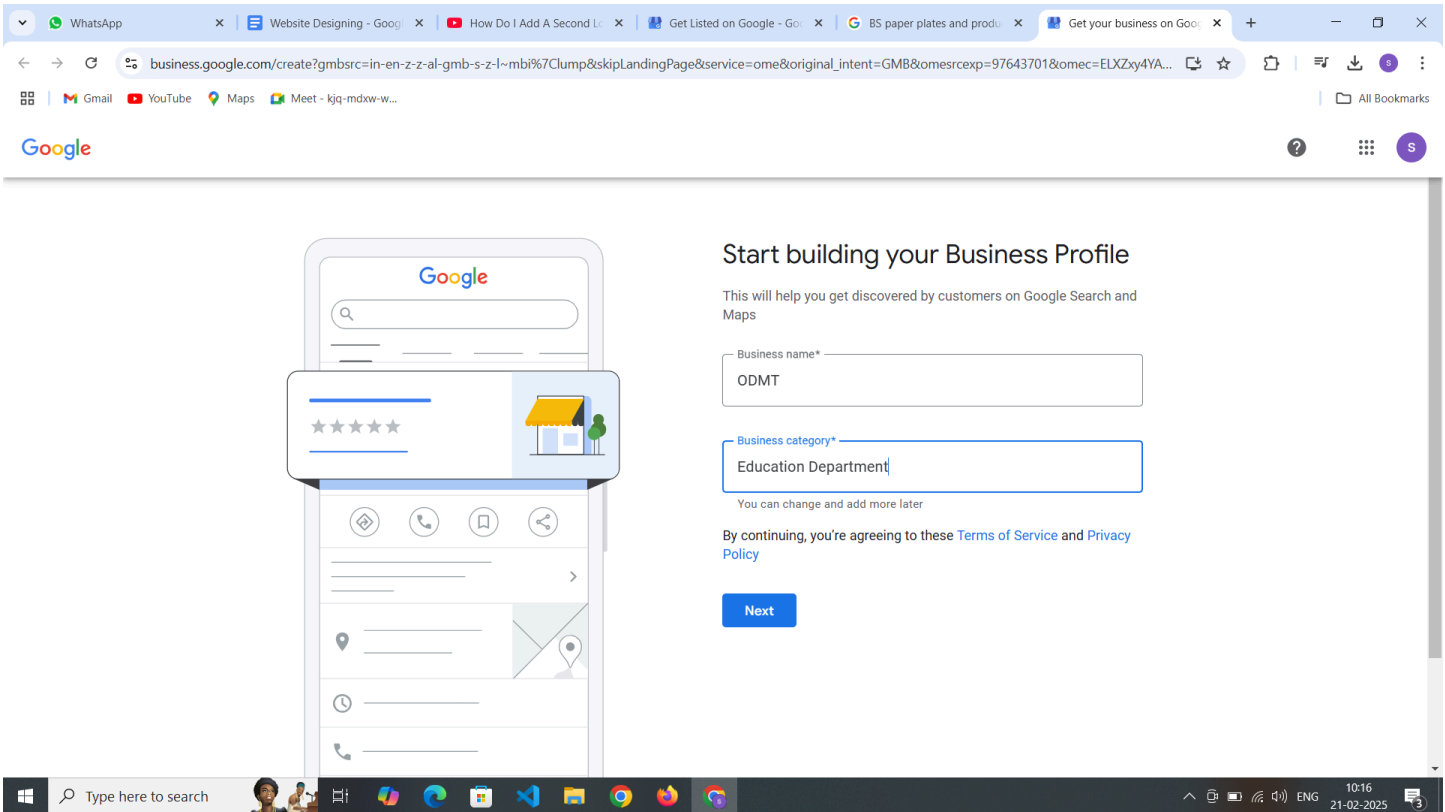
### Create & Verify Your Google My Business Profile

- Visit **Google My Business** and click "**Manage Now**"

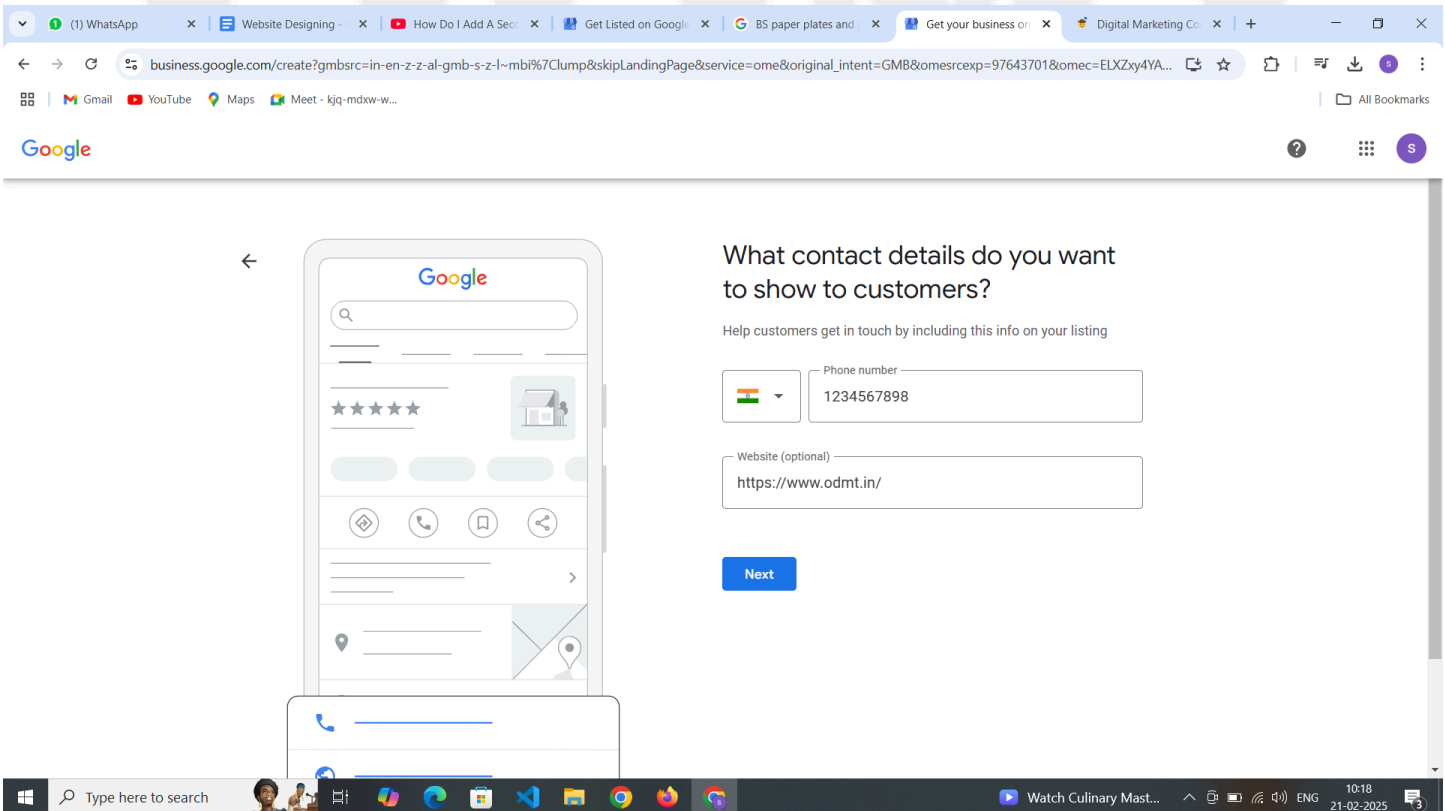


The screenshot shows the Google Business Profile website. The header includes the Google Business Profile logo, navigation links for Overview, Business Solutions, Resources, and FAQ, and buttons for Sign in and Manage now. The main content area features the heading "Stand out on Google with a free Business Profile" and a sub-heading "Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more." Below this is a "Manage now" button. To the right, a mobile phone mockup displays a search for "Wedding saree near me" on Google Maps, showing a list of results with ratings and distances.

- Enter **Business Name** (Use the exact name as on your website and listings)



- Choose **Business Category** (e.g., “Plumber,” “SEO Agency,” “Restaurant”)
- Add **Physical Address** (If applicable) or select **Service Area**
- Enter **Phone Number & Website URL**



- Complete **Verification Process** (Google will send a verification code via mail, phone, or email)

**Optimize Your GMB Profile for Maximum Visibility**

**Get More Positive Google Reviews (Social Proof)**

**Optimize for “Near Me” and Local Keywords**

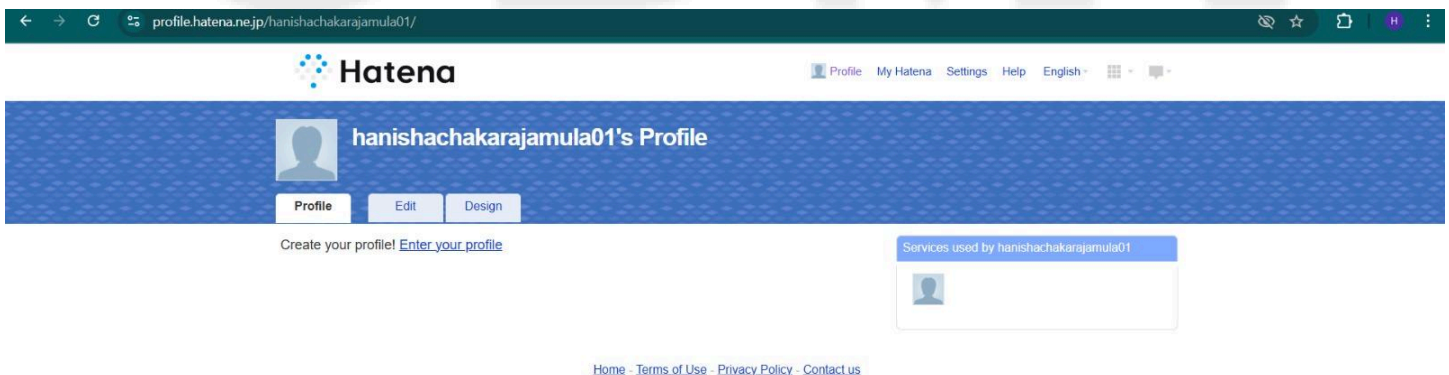
**Local Link Building**

**Post Regular Updates on GMB**

## **Profile Creation:**

**Profile creation** is an effective **off-page SEO** strategy where you create business or personal profiles on **high-authority websites** to get backlinks, improve search rankings, and increase brand visibility.

- **Find High-Authority Profile Creation Sites**  
LinkedIn, Facebook Business Page, Flickr, About.me, Quora
- **Create a Professional Profile with SEO Optimization**
- **Engage & Maintain Your Profile for SEO Benefits.**



## TECHNICAL SEO:

**Technical SEO** refers to the process of optimizing the technical aspects of a website to improve its search engine rankings. While on-page SEO deals with content and user experience, and off-page SEO focuses on backlinks, technical SEO focuses on the backend of a website and its infrastructure to make it easier for search engines to crawl, index, and rank the site.

**Website Speed Optimization** - Page load time is a ranking factor for Google, and users expect websites to load quickly.

**Mobile Friendliness** - Google uses mobile-first indexing, meaning it primarily looks at the mobile version of your website when ranking it.

**Site Structure and URL Optimization** - A clear and logical structure helps search engines crawl your site efficiently and makes it easier for users to navigate

**Fixing Crawl Errors** - Crawl errors can prevent search engines from indexing your pages, which can hurt rankings.

**HTTPS (Secure Website)** - Google considers HTTPS as a ranking factor, and users are more likely to trust a secure site.

**Structured Data (Schema Markup)** - Structured data helps search engines understand the content of your site better, which can lead to rich snippets (e.g., star ratings in reviews).

### Sitemap:

A sitemap means shortest route to locate a particular page/post/product inside a website. A **sitemap** is a file that lists all the pages on your website to help search engines understand the structure of your site and find all your content more efficiently. It acts like a map for search engines, guiding them to all important pages.

### Types of Sitemaps:

- **XML Sitemap(server):** This is the most common type for SEO purposes. It is primarily for search engines (like Google or Bing) and tells them about all the pages on your site that you want indexed.

- **HTML Sitemap(users):** This is more for users, providing them with a structured list of your website's pages. While not directly tied to SEO, it can improve user navigation.

## Generate an XML Sitemap:

There are various ways to generate an XML sitemap for your website:

**For WordPress:** You can use plugins like **All in one seo** or **RankMath**. Once installed, these plugins will automatically generate and update the sitemap for you. For example, in Yoast, the sitemap URL might be

[https://www.yourwebsite.com/sitemap\\_index.xml](https://www.yourwebsite.com/sitemap_index.xml).

## How to check site map in SEOQUAKE:

Install SEOQUAKE -> Diagnosis -> xml sitemaps

The screenshot shows the Chrome Web Store page for the SEOquake extension. The main header includes the extension's name, logo, and a 'Add to Chrome' button. Below this, there are two preview cards. The left card, titled 'A Powerful SEO Toolbox for your Browser', shows a table with SEO metrics for a domain. The right card, titled 'Advanced SERP overlay', shows a search results page for 'ebay' with various SEO metrics overlaid.

Page	Domain
Google cachedate: 26 Nov 2016	SEMrush SE Traffic: 1.15K
Facebook likes: 12	Google index: 68
Google +1: 169	Bing index: 25
Yandex CY: 4120	Alexa rank: 26.4K
Pinterest Pin count: 0	Webarchive age: July 2, 2006
Unrelated share c...: error	Baidu index: 13
Source	SEMrush Rank: 496K
	Whois

To check a sitemap using SEOquake, follow these steps:

- **Install SEOquake:** If you haven't already, install the SEOquake browser extension. It's available for both Chrome and Firefox.

- **Open the website:** Go to the website you want to analyze.
- **Activate SEOquake:** Click on the SEOquake icon in your browser's toolbar to activate it.
- **Check the sitemap:**

In the SEOquake toolbar, click on the **"Diagnosis"** tab.

Scroll down, and under the **"Sitemap"** section, you can see the link to the sitemap of the website if it's available.

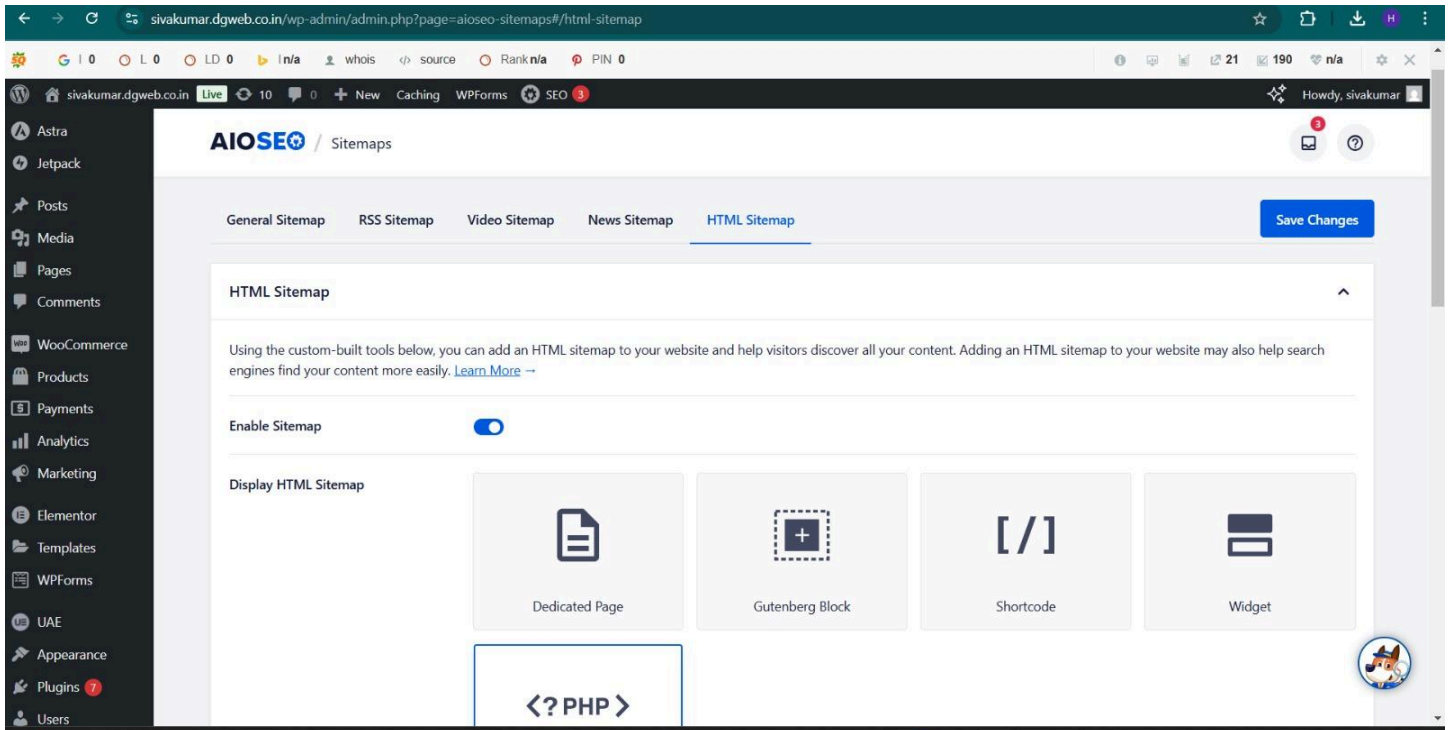
Alternatively, if the website has a sitemap.xml file, you can directly check the URL by appending **"/sitemap.xml"** to the website's domain (e.g., <https://www.example.com/sitemap.xml>).

The screenshot shows the SEOquake extension interface in a browser. The address bar displays the URL <https://sivakumar.dgweb.co.in/>. The extension's toolbar is visible, with the "DIAGNOSIS" tab selected. The main content area displays a "PAGE SEO AUDIT" report for the specified URL. The report includes a summary of results: 9 passed, 4 errors, and 5 warnings. A button offers a "100-pages audit for FREE in 5 minutes" provided by serenuash.com. The audit details are as follows:

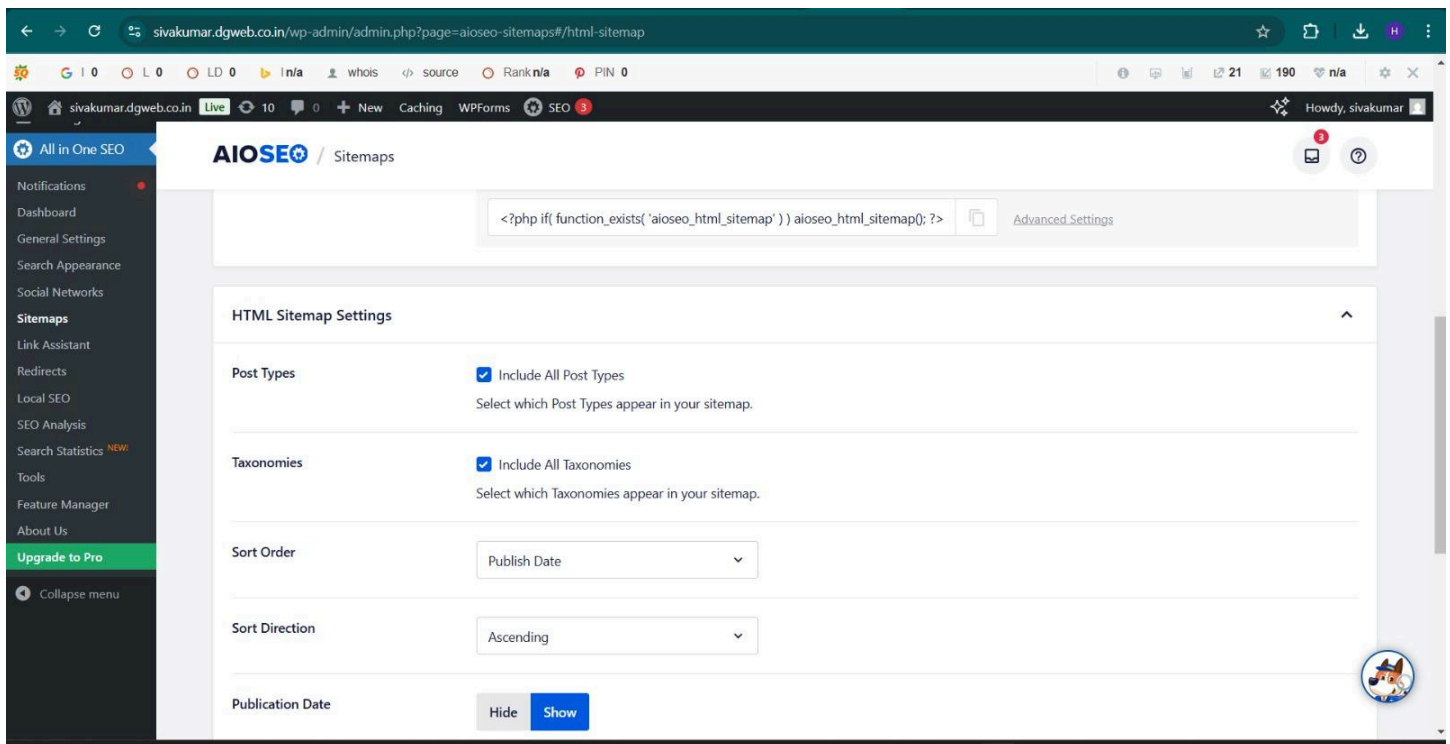
Category	Status	Message	Action
URL	✓	22 characters – optimal. sivakumar.dgweb.co.in/	Tips ▾
Canonical	🕒	Processing...	Tips ▾
Title	⚠️	0 characters – not good. Try to enlarge title to 10 characters.	Tips ▾
Meta description	⚠️	0 characters – try to enlarge description to 160 characters.	Tips ▾
Headings	✓	Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used. H1 (1), H2 (5), H3 (1), H4 (13), H5 (1), H6 (0) <H1>: Transforming Ideas into Digital Success	Tips ▾

## How to create HTML sitemap for users in All in one seo plugin:

All in one seo plugin -> sitemap -> Enable **HTML Sitemap** -> Display HTML sitemap [shortcode] -> copy short code -> Generate the HTML Sitemap Page -> Publish the Sitemap Page -> Add the Sitemap to Your Navigation (Menus).



- Go to **All in One SEO** in your WordPress dashboard.
- Click on **Sitemaps** from the plugin's settings menu.
- Ensure that **XML Sitemap** is enabled for your website (this will automatically generate an XML sitemap for search engines).
- Scroll down to the **HTML Sitemap** section within the **Sitemap** settings.
- Turn on the option for the **HTML Sitemap**. This allows the plugin to generate a user-friendly HTML sitemap.
- Copy short code
- Add the HTML Sitemap to Your Website - Go to **Pages** or **Posts** from your WordPress dashboard.



## Robots.txt:

Telling Google to not crawl a particular page/post/product. **robots.txt** is a simple text file used to give instructions to web crawlers (also known as robots or bots) about which pages or sections of a website they are allowed or disallowed to crawl and index.

## Using a Plugin to Manage robots.txt:

### Using All in One SEO Plugin

All in one seo -> Tools -> Add Rule(\*/\*Allow/Disallow/page url)

### Install All in One SEO:

From your WordPress dashboard, go to **Plugins > Add New**.

Search for "All in One SEO" and click **Install Now** and **Activate**.

### Access the Robots.txt Editor:

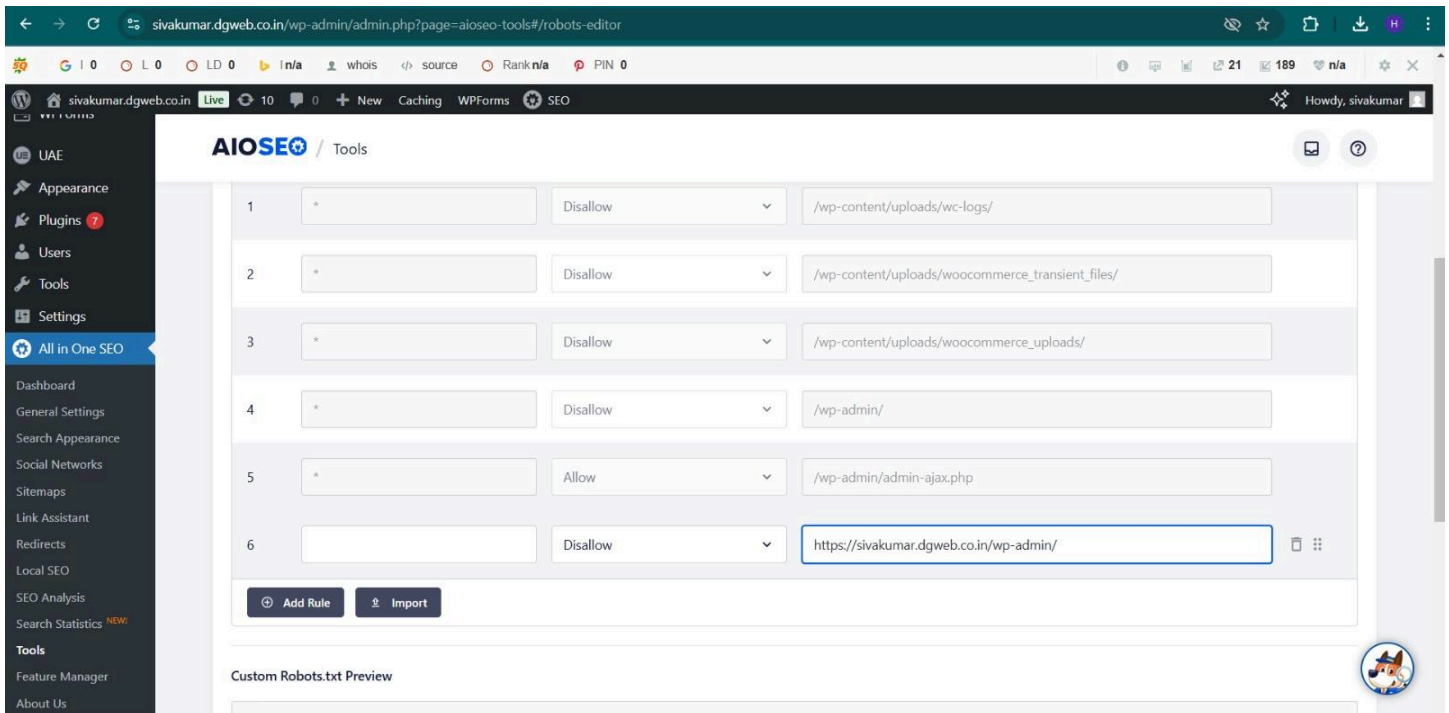
Go to **All in One SEO > Tools**.

## Edit the Robots.txt File:

- Under the **Robots.txt** section, you'll see a box where you can edit the file content
- You can add or remove instructions here directly.

## Save Changes:

After editing, click **Save Changes**.

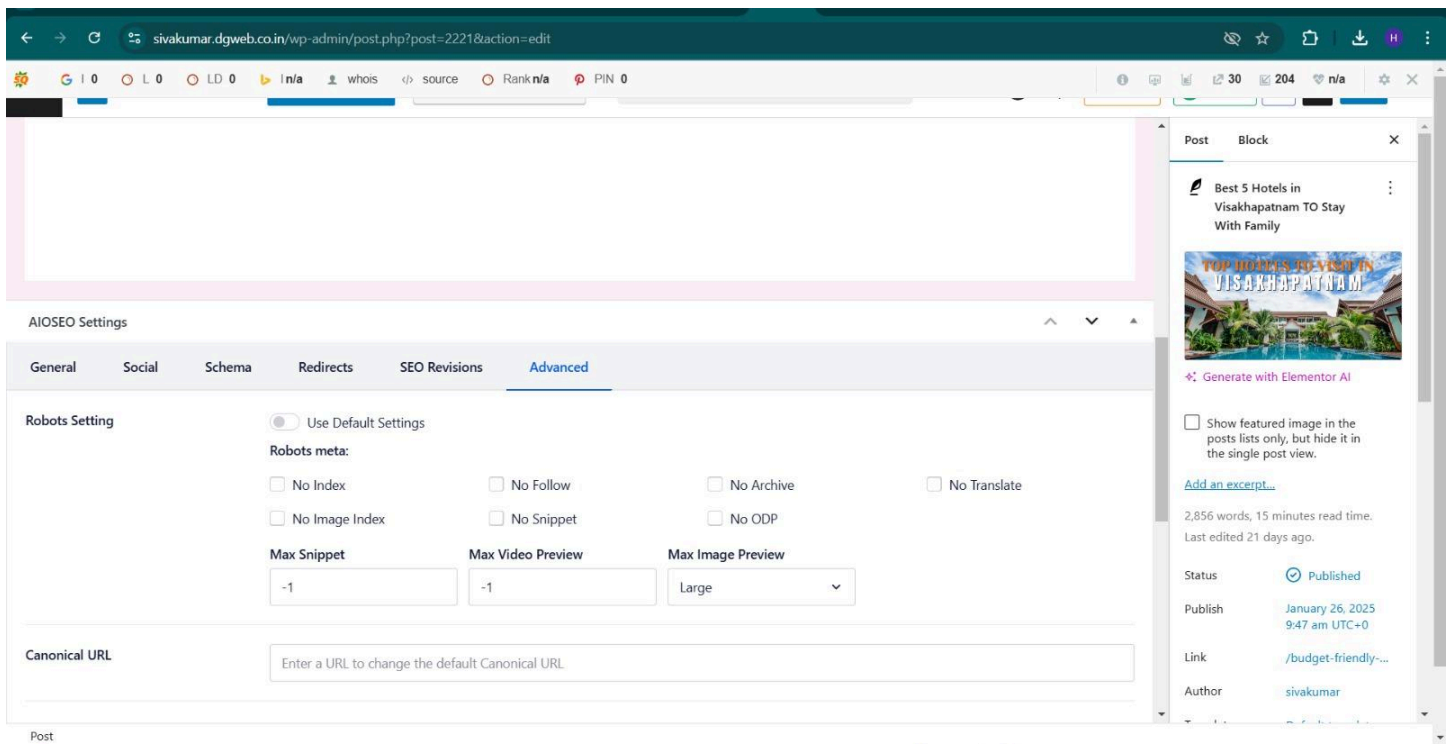


## Check the robots.txt file:

Visit <http://yourwebsite.com/robots.txt> to ensure your changes are reflected.

## How to do manually in All in one SEO plugin:

Go to required page/post/product -> scroll bottom to All in one SEO -> Advanced -> Disable use default settings -> click on Robots meta as your requirements( No index, No follow, No image index etc).



## Redirections:

**Redirections** are a way of forwarding both users and search engines from one URL to another. This is often done when content is moved, deleted, or replaced. Redirections ensure that visitors are still able to access content without encountering errors or broken links, and they also help maintain SEO value by transferring the link equity (ranking power) from the old page to the new one.

There are several types of redirections, but the most common ones are **301 redirects (permanent)** - Used when a page has permanently moved to a new location

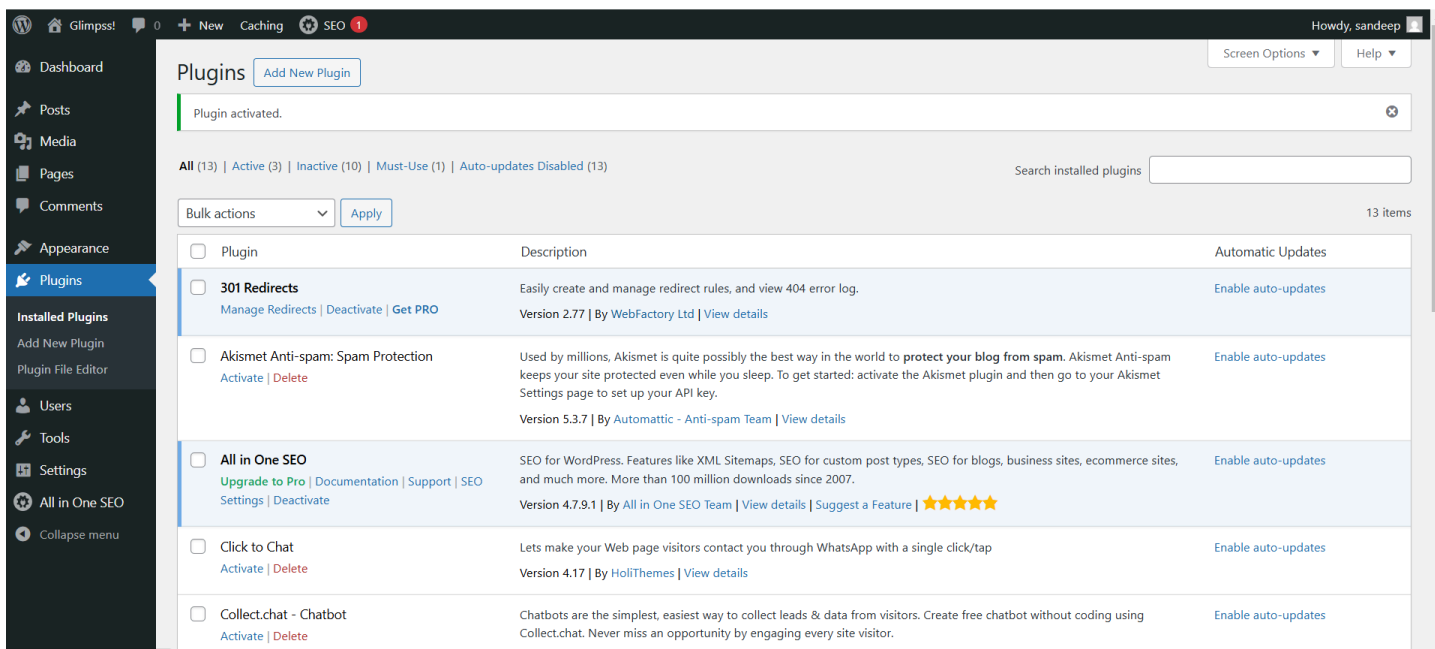
**302 redirects (temporary)** - Used when a page is temporarily moved or unavailable. This could happen when you're conducting maintenance or testing a new page temporarily.

### How to Set Up Redirections in WordPress

#### **step 1: Install and Activate the Redirections Plugin**

- Go to your WordPress dashboard.
- Navigate to **Plugins > Add New**.

- In the search bar, type **Redirections by Web Factory Ltd.**
- Click **Install Now** next to the plugin.
- Once installed, click **Activate**.



## Step 2: Access the Redirections Plugin

After activation, go to **Tools > Redirections** in your WordPress dashboard. This is where you can **manage all your redirects**.

## Step 3: Add a New Redirect

- Once in the Redirections section, you'll see a screen with a list of existing redirects (if any) and options to add new ones.
- Click the Add New Redirect button to create a new redirect.

## Step 4: Set Up the 301 Redirect

**Source URL:** In the "Source URL" field, enter the old URL you want to redirect. Make sure you only enter the path after the domain name. For example:

- **Old URL:** `https://www.yourwebsite.com/old-page`
- **Enter in the Source URL:** `/old-page`

**Target URL:** In the "Target URL" field, enter the new URL to which you want to redirect users. Make sure to include the full URL, including the `https://` or `http://` part.

- New URL: `https://www.yourwebsite.com/new-page`

For example:

- Source URL: `/old-page`
- Target URL: `https://www.yourwebsite.com/new-page`

### Choose Redirect Type:

- Below the URL fields, you'll see a dropdown menu labeled Redirection Type.
- From the dropdown, select 301 Moved Permanently. This is the best option when the page has permanently moved to a new location.

Click Add Redirect: After filling in the fields, click the Add Redirect button to save the 301 redirect.

The screenshot displays the WP 301 Redirects plugin interface within a WordPress dashboard. The main content area shows a form for adding a new redirect rule. The 'Redirect From' field is populated with 'https://sandeep.odmtweb.in/' and the 'Redirect To' field is populated with 'https://sandeep.odmtweb'. The 'Redirect Type' dropdown is set to 'Custom'. A 'Save' button is visible. On the right, a promotional box for the 'PRO version' lists features like 'Advanced Redirects Management & URL Matching Rules', 'Auto-fix URL Typos', 'Detailed 404 & Redirect Stats + Email Reports', 'Link Scanner', 'URL Cloaking', 'Licenses & Sites Manager', 'Remote Site Stats', 'White-label Mode + Complete Plugin Rebranding', and 'Branded PDF Reports'. A 'Get PRO Now' button is at the bottom of the box. The WordPress dashboard sidebar is visible on the left, and the Windows taskbar is at the bottom.

## **What is a 307 Redirect?**

A 307 Redirect is a temporary HTTP status code used to indicate that the requested resource has temporarily moved to a different location. It's similar to a 302 Redirect but more specific, as it preserves the request method (e.g., GET or POST) during the redirect. This means if someone sends a POST request, the server responds with a 307 status code, and the browser will send the POST request to the new URL instead of a GET request, which would happen with other redirects like 301 or 302.

### **Orphan pages:**

Orphan pages are web pages on a website that are not linked to from any other pages within the same website. In other words, these pages are isolated and can only be accessed by entering their URL directly or via search engines. Orphan pages typically don't have any internal backlinks pointing to them, making them harder to find for both users and search engines.

### **Canonical Tag:**

Avoid Duplicate Content: Duplicate content can negatively impact SEO because search engines may struggle to determine which version of a page should rank higher. The canonical tag clarifies which version of a page should be considered the original or most authoritative.

If multiple pages with similar content exist, the canonical tag helps ensure that the SEO value of the content (such as backlinks and search engine ranking) is directed to the preferred URL rather than being split between different pages.

The screenshot shows a WordPress post editor for the post titled "Top 5 Makeup Artists in Hyderabad". The AIOSEO settings panel is open, showing the "Advanced" tab. Under "Robots Setting", the "Use Default Settings" toggle is turned on. The "Canonical URL" field contains "https://sandeep.odmtweb.in/category/beauty/". The "Priority Score" section shows "Priority" set to "default" and "Frequency" set to "default". A note indicates "Priority Score is a PRO feature. Learn More --".

On the right, a post preview is visible. It shows the post title "Top 5 Makeup Artists in Hyderabad", a featured image with the text "Top beauty industry trends", and a status of "Published". The publish date is "February 19, 2025 3:15 am UTC+0". The link is "/top-5-makeup-a-...", the author is "sandeep", and the discussion is "Open". There is a "Move to trash" button at the bottom of the preview.

## Schema:

Schema refers to Schema Markup or Structured Data, which is a type of code added to the HTML of a webpage to help search engines better understand the content of the page. This data provides context and details about the information on the page, allowing search engines to display rich snippets, enhance search results, and improve visibility.

The screenshot shows a Google search result for the keyword "odmt". The search results include a rich snippet for "ODMT" (https://www.odmt.in) with the following details:

- 1. Digital Marketing Course in Telugu | ODMT Training 100% Job Placement.** ODMT helps you get noticed by top hiring companies. Almost every industry needs Digital Marketers Now. 100% Job Guarantee Program.
- AS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0
- Get domain authority, visits and engagement data with a free Semrush account - Connect
- L: 1.49K, LD: 1.86K, I: 179, source, Rank: 9.6M

Below the main snippet, there are three additional search results:

- Digital Marketing Course ...** ODMT Trained more than 5000 Students till now and ...
- Free Digital Marketing Training ...** OdmT is providing Free Digital Marketing Training in Telugu ...
- Enroll Now!** ODMT లో డిజిటల్ మార్కెటింగ్ కోర్సు ...

On the right side of the search results, there are several sections:

- Add missing information:** Add place's phone number, Add business hours.
- Send to your phone:** Send button.
- Reviews:** Write a review, Add a photo, 2 Google reviews.
- From ODMT:** "Welcome to Advanced Digital Marketing Course in Telugu #1 Institute for Providing Digital Marketing Course in Telugu. Get Trained by Industry Experts Who Can Learn? Students, Working Professionals, and Entrepreneurs. People who are looking for..." More
- Profiles:** YouTube icon.
- People also search for:** View 15+ more

## What is Schema Markup?

Schema markup is a form of structured data based on a standardized vocabulary developed by Schema.org, a collaborative project between major search engines like Google, Bing, Yahoo, and Yandex. It helps search engines interpret the data on a page and present it in a more informative and user-friendly way.

For example, instead of just showing the title and URL of a page in search results, schema markup can help show additional details like reviews, ratings, images, event dates, and other relevant information.

## Google Search Console (GSC) dashboard:

The Google Search Console (GSC) dashboard is a free tool provided by Google that helps website owners, webmasters, and SEO professionals monitor, maintain, and troubleshoot their site's presence in Google Search results. It provides valuable insights into how Google crawls and indexes your site, as well as feedback on how your site appears in search results.

Key Features and Sections of the Google Search Console Dashboard:

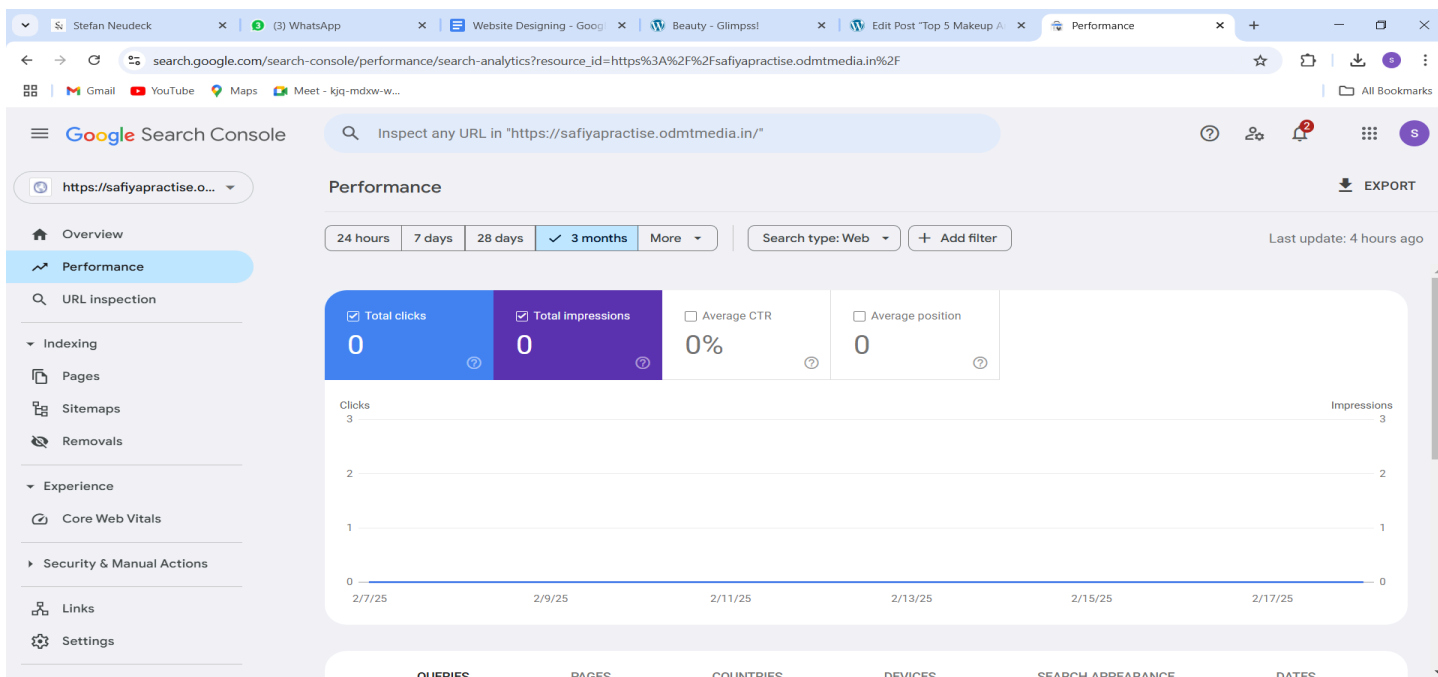
### 1. Performance Report:

- **Overview:** This section shows how your site is performing in Google Search, providing metrics like total clicks, total impressions, average click-through rate (CTR), and average position in search results.
- **Key Metrics:**
- **Total Clicks:** The number of times users clicked on your website from Google Search.

**Total Impressions:** How often your site appears in search results.

**Average CTR:** The percentage of impressions that resulted in a click.

- **Average Position:** The average ranking position of your site's pages in search results.
- **Filters:** You can filter data by queries, pages, countries, devices, and dates to get more granular insights into how your site performs for specific keywords or regions.



## 2. Coverage Report:

- **Overview:** This report shows how Google crawls and indexes your website, identifying any issues that might prevent Google from fully crawling your pages.
- **Key Sections:**
- **Valid Pages:** Pages that are successfully crawled and indexed by Google.
- **Errors:** Pages that have issues, preventing them from being indexed. Common errors include 404 (page not found), 500 (server errors), and redirects.
- **Valid with Warnings:** Pages that are indexed but have some issues (e.g., slow loading time or mobile usability issues).
- **Excluded:** Pages that Google has intentionally excluded from indexing, such as duplicates or pages blocked by robots.txt.
- **Actions:** You can request Google to re-crawl fixed pages through the "Validate Fix" option.

### 3. URL Inspection Tool:

Overview: This tool allows you to check how a specific URL is being indexed by Google. It shows if the URL is indexed, if there are any issues, and whether Google can crawl the page properly.

Key Information:

- Live Test: Shows if the page is accessible to Google's crawlers in real-time.
- Index Status: Whether the page is indexed and how it appears in search results.
- Crawl Errors: Identifies any issues Google encountered while crawling the page.
- Rich Results: If the page uses schema markup, this tool will tell you if Google is able to read the structured data correctly.

### 4. Sitemaps:

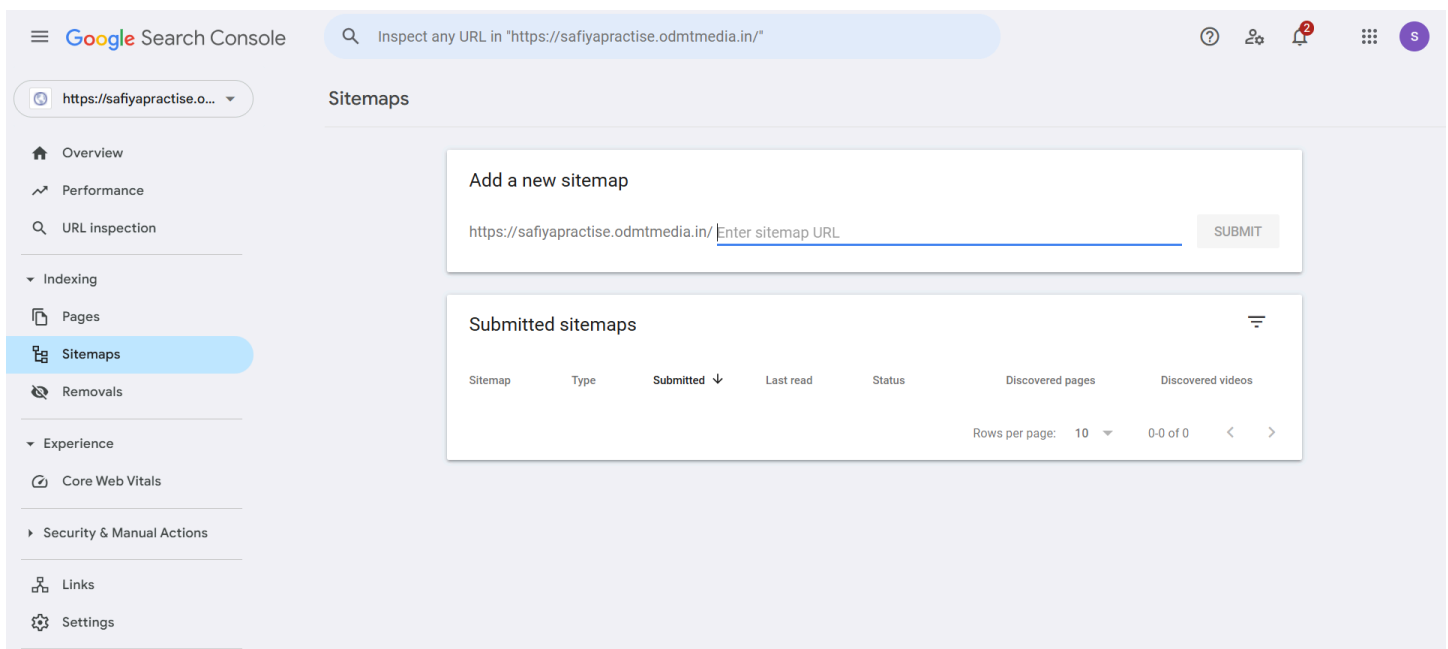
Overview: This section allows you to submit your website's sitemap to Google, helping search engines discover your pages more efficiently.

Actions:

Submit a new sitemap.

Check the status of previously submitted sitemaps.

View how many pages in your sitemap have been crawled and indexed by Google.



The screenshot shows the Google Search Console interface for the Sitemaps section. The top navigation bar includes the Google Search Console logo, a search bar with the text "Inspect any URL in 'https://safiyapractise.odmtmedia.in/'", and utility icons for help, user profile, notifications, and settings. The left sidebar contains a navigation menu with options: Overview, Performance, URL inspection, Indexing (expanded), Pages, Sitemaps (selected), Removals, Experience, Core Web Vitals, Security & Manual Actions, Links, and Settings. The main content area is titled "Sitemaps" and features a "Add a new sitemap" form with a text input field containing "https://safiyapractise.odmtmedia.in/" and a "SUBMIT" button. Below the form is a "Submitted sitemaps" table with columns: Sitemap, Type, Submitted (with a downward arrow), Last read, Status, Discovered pages, and Discovered videos. The table is currently empty, and the footer of the table shows "Rows per page: 10" and "0-0 of 0".

## 5. Mobile Usability:

Overview: This report shows any mobile usability issues on your website, which is important for SEO because Google uses mobile-first indexing.

Key Issues:

Text too small to read

Content wider than the screen

Clickable elements too close together

Actions: Fix the issues listed to improve your site's mobile experience.

## 6. Links Report:

Overview: This section shows the internal and external links to your website.

External links (backlinks) are a significant ranking factor in SEO.

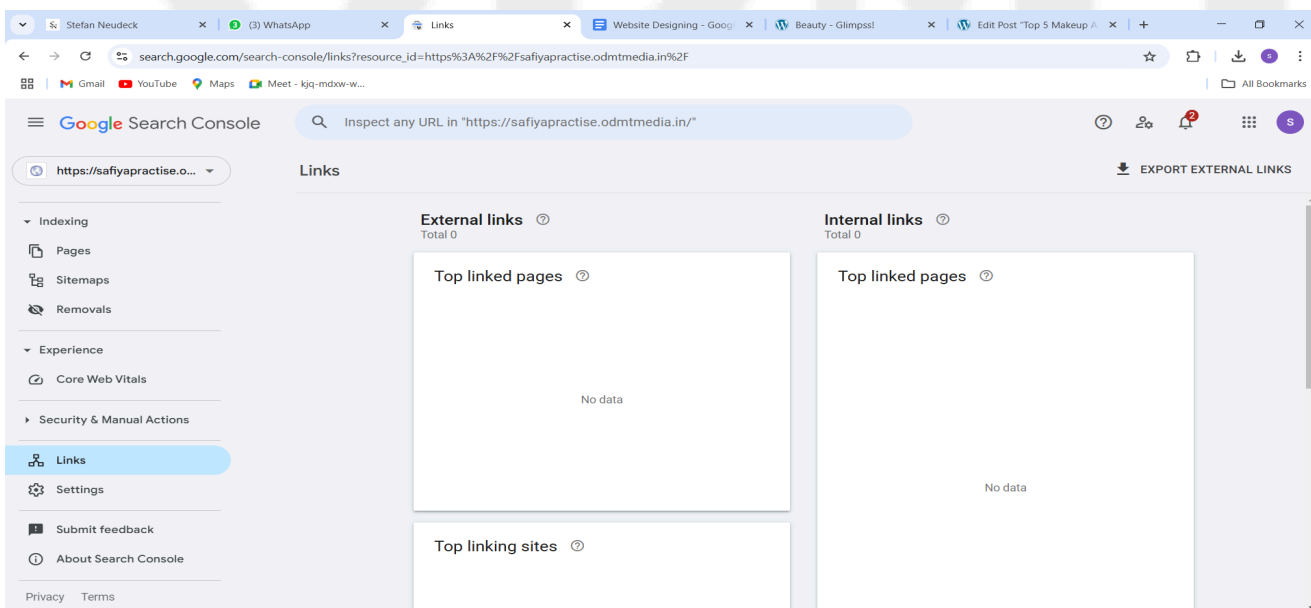
Key Sections:

Top Linked Pages: Displays the most linked pages on your site.

Top Linking Sites: Shows which websites link to your site the most.

Internal Links: Displays the internal linking structure of your website.

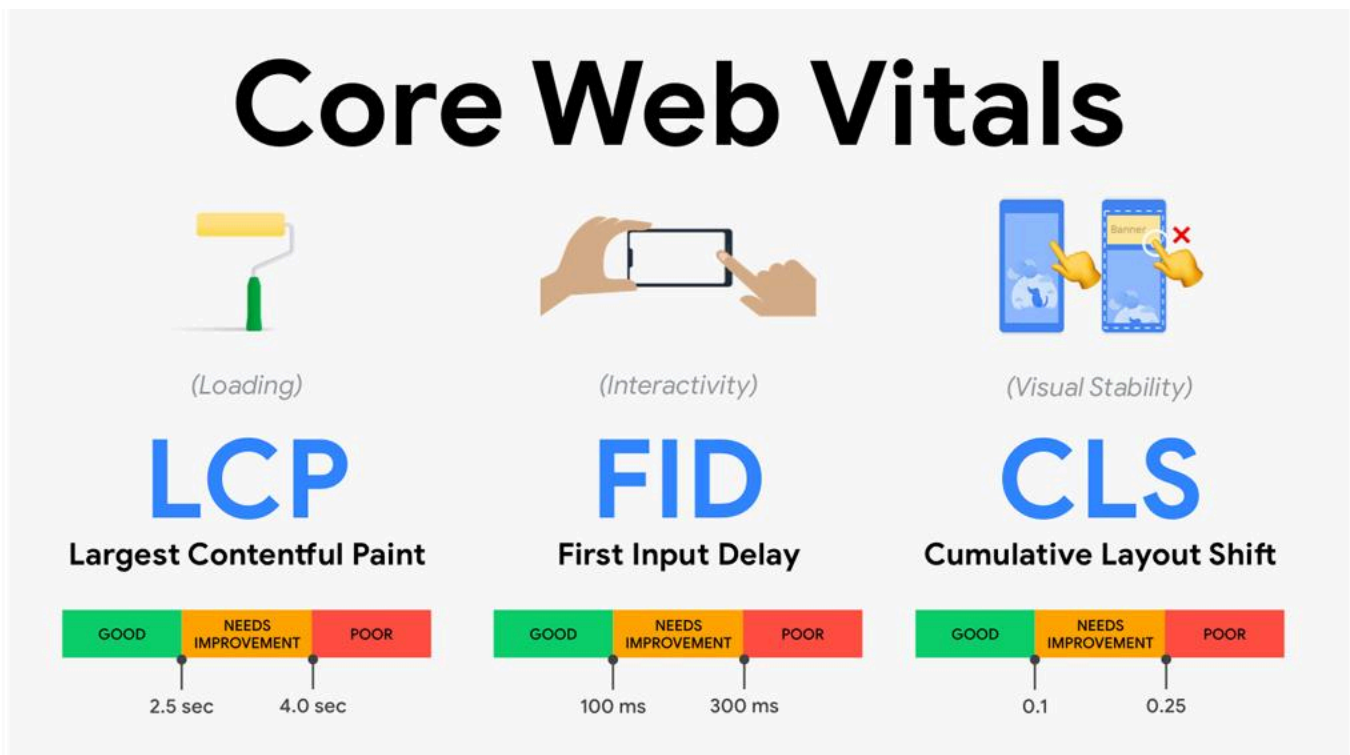
Actions: Use this data to monitor your link profile and see which pages are gaining the most backlinks.



## 7. Core Web Vitals:

Overview: This section focuses on user experience signals, specifically the performance of your site based on the Core Web Vitals, which include:

- *Largest Contentful Paint (LCP)*: Measures how long it takes for the largest visible content element to load on a page.
- *First Input Delay (FID)*: Measures how quickly the site responds to user interaction (e.g., clicks).
- *Cumulative Layout Shift (CLS)*: Measures visual stability, ensuring that page elements don't move unexpectedly during loading.



## Google Disavow Tool:

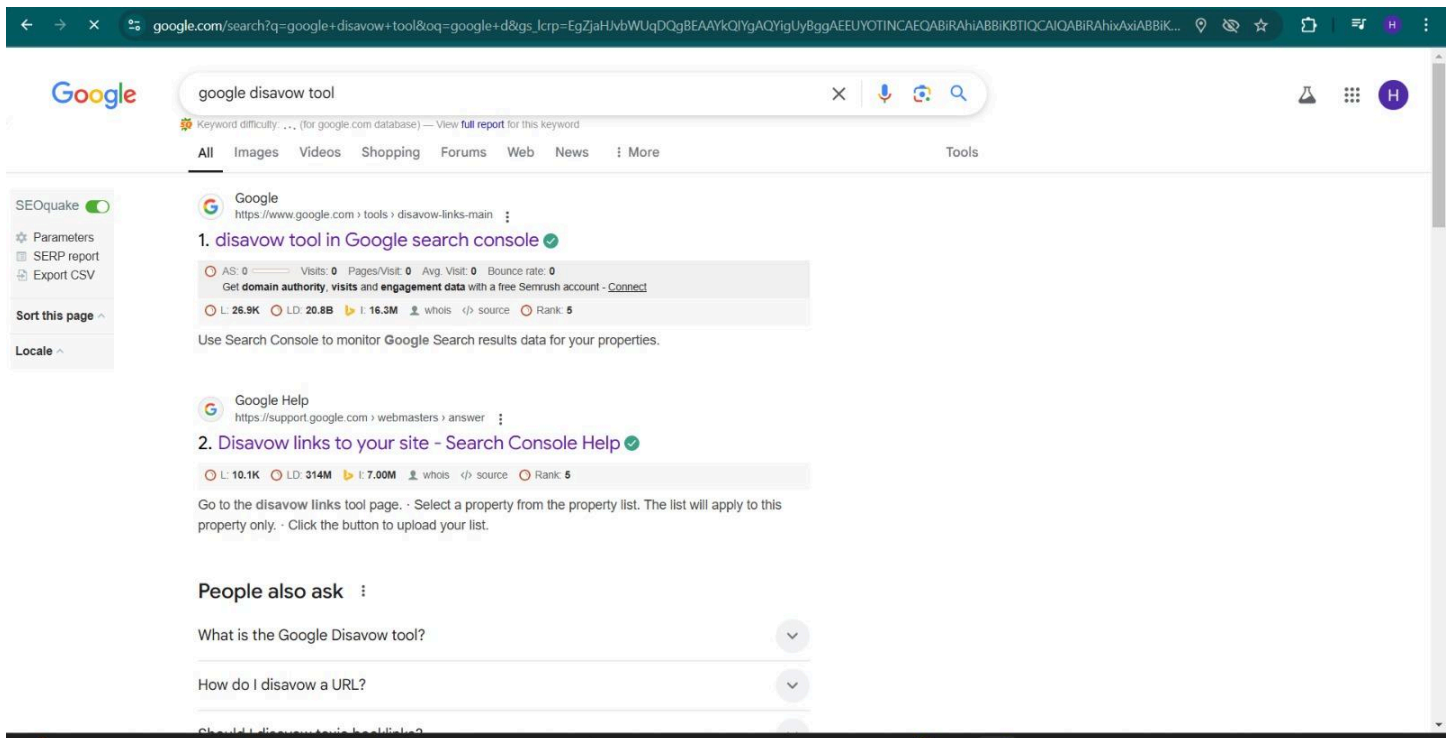
The Google Disavow Tool is a feature provided by Google in Google Search Console that allows website owners to tell Google to ignore certain backlinks to their site when evaluating its SEO and ranking. This tool is typically used to address situations where a website has unnatural, low-quality, or spammy backlinks pointing to it, which may harm its ranking in search results.

## Steps to Use the Google Disavow Tool:

### Identify Harmful Backlinks:

First, identify backlinks that may be harmful or low-quality. Tools like Google Search Console, Ahrefs, SEMrush, and Moz can help you audit your backlink profile.

Look for links from irrelevant, spammy, or low-authority sites that could potentially hurt your website's SEO.



## **Prepare a Disavow File:**

Create a plain text file (.txt) with the list of URLs or domains you want to disavow. You can disavow individual URLs or entire domains.

The format for the file is simple:

To disavow a specific URL:

```
perl
```

Copy

```
https://www.example.com/spammy-link
```

To disavow an entire domain (all links from that domain):

```
makefile
```

Copy

```
domain:spammydomain.com
```

Ensure the file contains one URL or domain per line. You can add comments in the file by using the # symbol at the beginning of the line, e.g., # This is a comment.

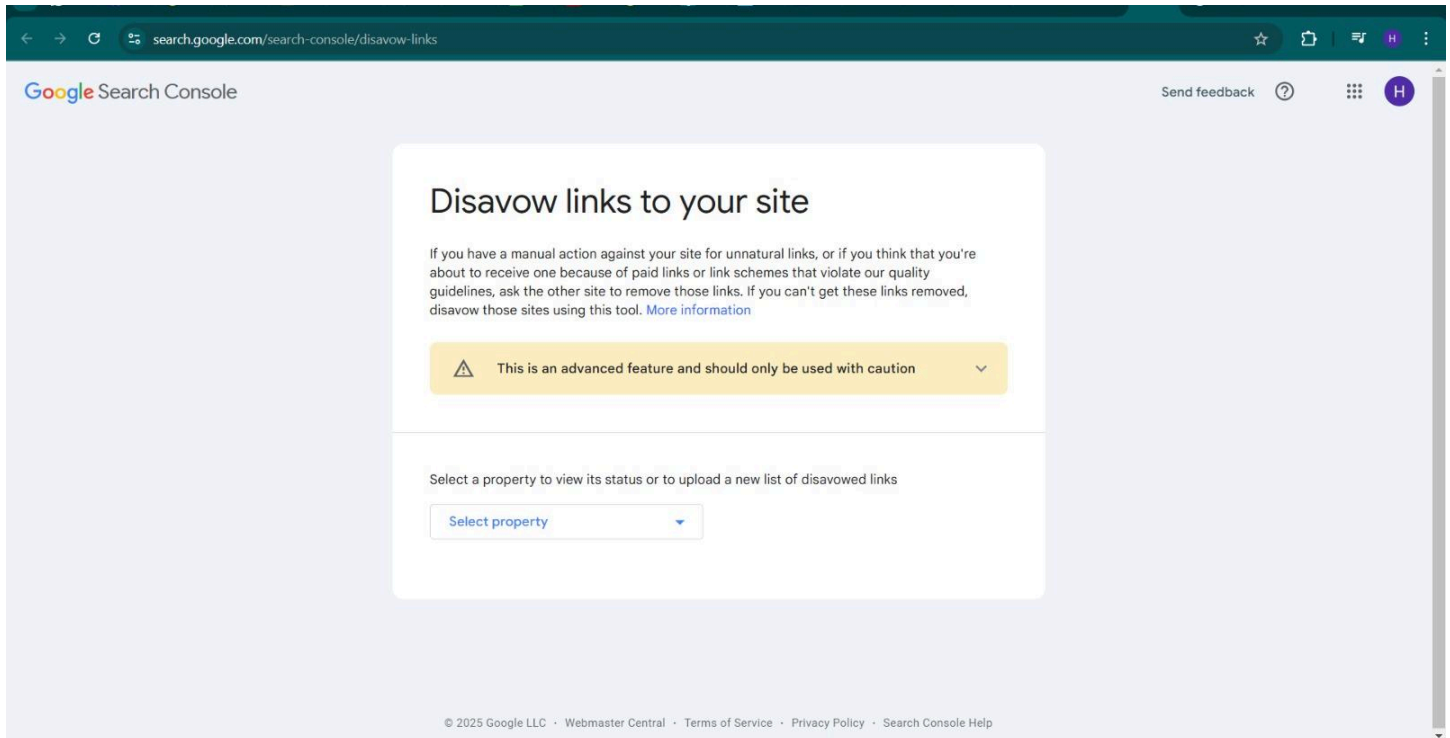
## **Submit the File to Google Search Console:**

Go to the Google Disavow Tool page in Google Search Console.

Choose the property (website) for which you want to disavow links.

Upload the .txt file you created with the list of URLs or domains to be disavowed.

Once submitted, Google will process the file and ignore the links during its ranking evaluation.



## **Monitor the Results:**

After submitting the disavow file, Google may take several weeks to process the request. There's no immediate effect, and Google will not notify you when they've processed the file.

## Site Audit:

A **Site Audit** in SEO is a comprehensive analysis of a website's performance, structure, and optimization issues. It helps identify technical, on-page, and off-page SEO problems that could affect the website's search engine rankings and user experience.

A site audit typically examines:

- **Technical SEO issues** (crawlability, indexability, speed)
- **On-page SEO factors** (meta tags, content optimization)
- **Off-page SEO factors** (backlinks, domain authority)
- **User Experience (UX) & Mobile-Friendliness**
- **Security issues** (HTTPS, malware, etc.)

## Step-by-Step Guide: Performing a Site Audit for a WordPress Blog in SEMrush

### Step 1: Set Up Site Audit in SEMrushTool: SEMrush Site Audit

#### Practical Steps:

- **Log in to SEMrush** → Go to "**Site Audit**" under **SEO Dashboard**.
- Click "**+ New Project**", enter your **WordPress website URL**, and click **Create Project**.

Click **Start Audit** and wait for SEMrush to scan your site.

## Step 2: Fix Technical SEO Issues

**Focus:** Indexing, Crawlability, Speed, HTTPS

### Practical Steps:

#### 1. Check Crawlability Issues:

- Navigate to **Site Audit > Crawlability**.
- Look for **Blocked Pages (robots.txt), Orphan Pages, and 404 Errors**.
- Fix:

Use **Rank Math / Yoast SEO** to edit robots.txt for correct crawling.

Redirect **404 pages** using the **Redirection plugin**.

#### 2. Check HTTPS & Security Issues:

- If SEMrush flags **SSL issues**, ensure your WordPress site has **HTTPS enabled** (use **Really Simple SSL plugin**).
- Scan for **malware** using **Wordfence Security Plugin**.

#### 3. Optimize Website Speed:

- SEMrush will highlight **slow-loading pages** under **Performance Report**.
- Fix:

Install **WP Rocket** for caching.

Optimize images with **ShortPixel** or **Smush**.

Use a **CDN (Cloudflare, BunnyCDN)** for faster delivery.

## Step 3: Fix On-Page SEO Issues

**Focus:** Meta tags, Keyword Optimization, Duplicate Content

## Step 4: Fix On-Page SEO Issues

**Focus:** Meta tags, Keyword Optimization, Duplicate Content

## Step 5: Analyze Backlinks & Off-Page SEO

**Focus:** Link Building & Toxic Links

Meta Title	Get Latest News, India News, Breaking News, Today's News - NDTV	Healthline: Medical information and the Times of India	Sports, Business and Political News   The Times of India	Dailyhunt	Tours, Activities, Adventures & Things to do   Thrillophilia
Meta Description	NDTV.com provides latest news from India and around the world. Get breaking news alerts from India and follow today's live news updates in field of politics, business, technology, Bollywood, cricket and more.	We're committed to being your source for expert health guidance. Come to us in your pursuit of wellness.	Top News in India Read Latest News on Election Results, Sports, Business, Entertainment, Blogs and Opinions from leading columnists. Times of India brings the Breaking News and Latest News.		Find & book tours, adventures, activities, things to do, rentals and offbeat places.
Headings	H1 (1), H2 (21), H3 (91), H4 (45), H5 (15), H6 (0)	H1 (1), H2 (9), H3 (12), H4 (0), H5 (0), H6 (0)	H1 (1), H2 (57), H3 (15), H4 (15), H5 (0), H6 (0)	H1 (0), H2 (17), H3 (3), H4 (0), H5 (0), H6 (0)	H1 (0), H2 (2), H3 (120), H4 (0), H5 (0), H6 (0)
Image Alts	All images have ALT attribute.	44 images without ALT.	All images have ALT attribute.	35 images without image Alt.	All images have ALT attribute.
Back Links	137.3M	293.2M	406.8M		4,089,332 289.3K
Do Follow/ No Follow	Do Follow - / No Follow - 10,024,074	Do Follow - / No Follow - 36.6M	Do Follow - / No Follow - 1,221,794	Do Follow - / No Follow -	
Referring Domains	205.5K	558.1K	534,876		24,486 18.7K
Canonical Tag	YES - <a href="https://www.ndtv.com">https://www.ndtv.com</a>	Yes - <a href="https://www.healthline.com">https://www.healthline.com</a>	<a href="https://timesofindia.indiatimes.com">https://timesofindia.indiatimes.com</a>	No canonical tag is set for this page.	A canonical tag is set for this page and the link is working fine.
Organic Traffic	132.6M	212.M	183.8m		197,151 6,029
Source of the Traffic					Direct - / Organic Search - /
Monthly Visits	102.6M	86.1M	70.30M	21.59M	3.550M
Page Speed					
Broken Links			No	No	
Indexed					
Devices	Desktop - 11.27% Mobile - 88.23%	Desktop - 17.86% Mobile - 82.14	Desktop - 24.62 Mobile - 75.38	Desktop - 1.93 Mobile - 98.07	Desktop - 17.41 / Mobile - 82.59
Location					
Internal Links		323	125	773	41

## Competitor Analysis:

**Competitor Analysis** in SEO is the process of identifying and analyzing the websites that compete with you in search rankings. By understanding their strengths and weaknesses, you can **optimize your WordPress blog** to outrank them.

## Step-by-Step Guide: Competitor Analysis for a WordPress Blog in SEMrush

### Step 1: Identify Your SEO Competitors

Tool: SEMrush Organic Research

#### Practical Steps:

- Log in to SEMrush and go to "Organic Research" under SEO Dashboard.
- Enter your WordPress blog's domain.

- Scroll down to the “Main Organic Competitors” section.
- SEMrush will show a list of competing domains that rank for similar keywords.

## **Step 2: Analyze Competitors’ Top-Ranking Keywords**

### **Tool: SEMrush Keyword Gap Tool**

#### **Practical Steps:**

- Go to "Keyword Gap" under SEO > Competitive Research.
- Enter your blog’s domain and 3-5 competitor websites.
- SEMrush will show:
  - Shared keywords (where you compete).
  - Missing keywords (keywords they rank for but you don’t).
  - Weak keywords (where they rank higher than you).

## **Step 3: Analyze Competitors’ Content Strategy**

## **Step 4: Analyze Competitors’ Backlink Strategy**

### **Tool: SEMrush Backlink Analytics & Backlink Gap**

#### **Practical Steps:**

- Go to Backlink Analytics → Enter your competitor’s domain.
- SEMrush will show who is linking to them.
- Identify high-authority domains linking to competitors but not to you.
- Use Backlink Gap Tool to compare backlinks between you and competitors.

## **Step 5: Check Competitors’ Technical SEO**

### **Tool: SEMrush Site Audit**

#### **Practical Steps:**

- Go to **Site Audit** → Enter your competitor’s domain.

- SEMrush will show **technical SEO issues** like:
  - Slow loading pages
  - Mobile usability issues
  - Broken links

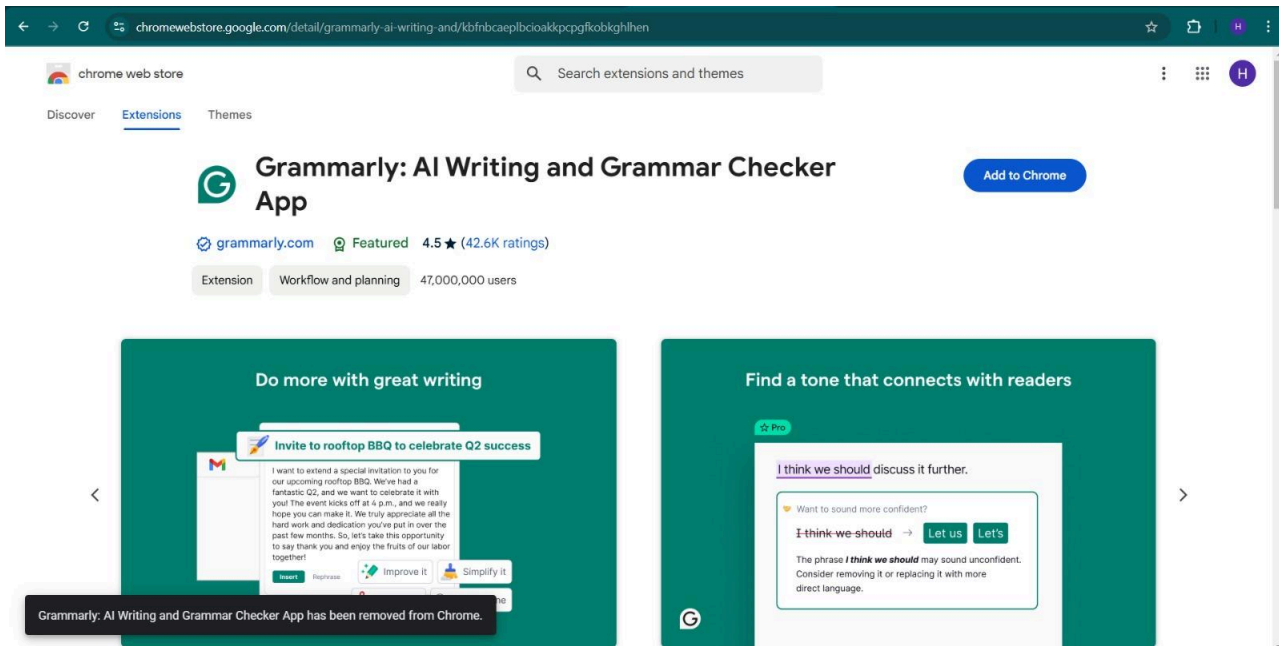
	A	B	C	D
		1st Competitor	2nd Competitor	
1				
2	<b>Website URL</b>	<a href="https://www.healthline.com/health/beauty-skin-care/shampoo-or-conditioner-first">https://www.healthline.com/health/beauty-skin-care/shampoo-or-conditioner-first</a>	<a href="https://goldielocks.com/blogs/news/how-to-shampoo-condition-hair?srsltid=AfmBOoqD1BTbqYW8HazkV1Oc4ewnHvnQGA6pU37XPRKecapN8lmsu2">https://goldielocks.com/blogs/news/how-to-shampoo-condition-hair?srsltid=AfmBOoqD1BTbqYW8HazkV1Oc4ewnHvnQGA6pU37XPRKecapN8lmsu2</a>	
3	<b>Meta Title</b>	Shampoo or Conditioner First? What Order to Use Them While Bathing	How To Shampoo and Condition Hair (For Best Results)	
4	<b>Meta Description</b>		This step by step process will ensure that your hair is washed THE RIGHT WAY every time Plus, learn how to improve your hair health	
5	<b>Length of the Content ( words)</b>			2855
6	<b>Images</b>	17 images without ALT.	Yes - All images have ALT attribute.	
7	<b>Videos</b>			
8	<b>Internal Link</b>			152
9	<b>External Link</b>			15
10	<b>Organic Traffic</b>			27,376
11	<b>Keywords they are ranking for</b>			53,615
12				
13				
14				
15				
16				
17				
18				
19				
20				

## Grammarly:

**Grammarly** is an AI-powered **writing assistant tool** that helps improve **grammar, spelling, punctuation, clarity, and style** in writing. It is widely used by bloggers, writers, students, and professionals to enhance their content.

## How to Use Grammarly Practically?

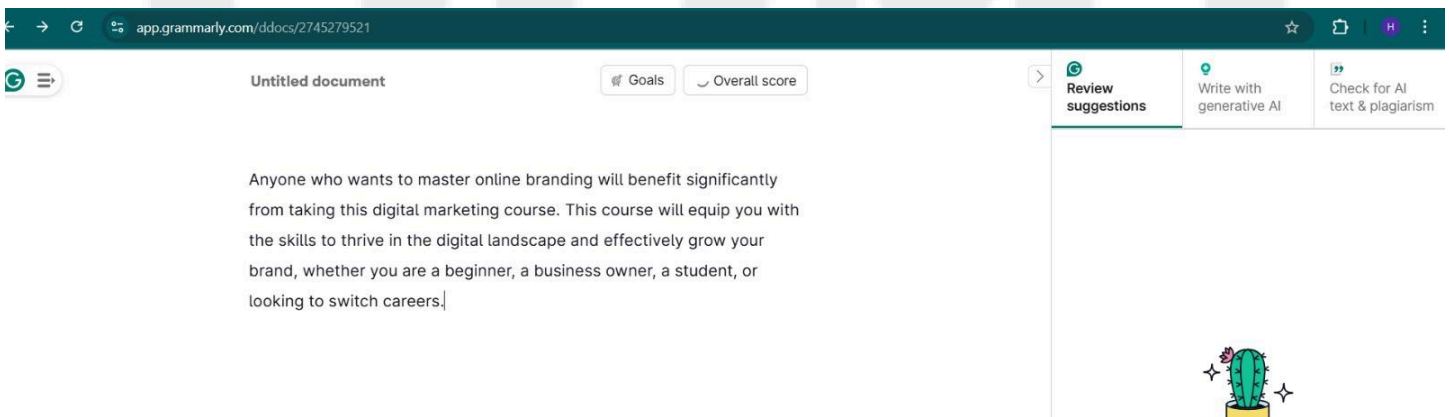
## Step 1: Install or sign up Grammarly



## Step 2: Check and Correct Grammar Errors

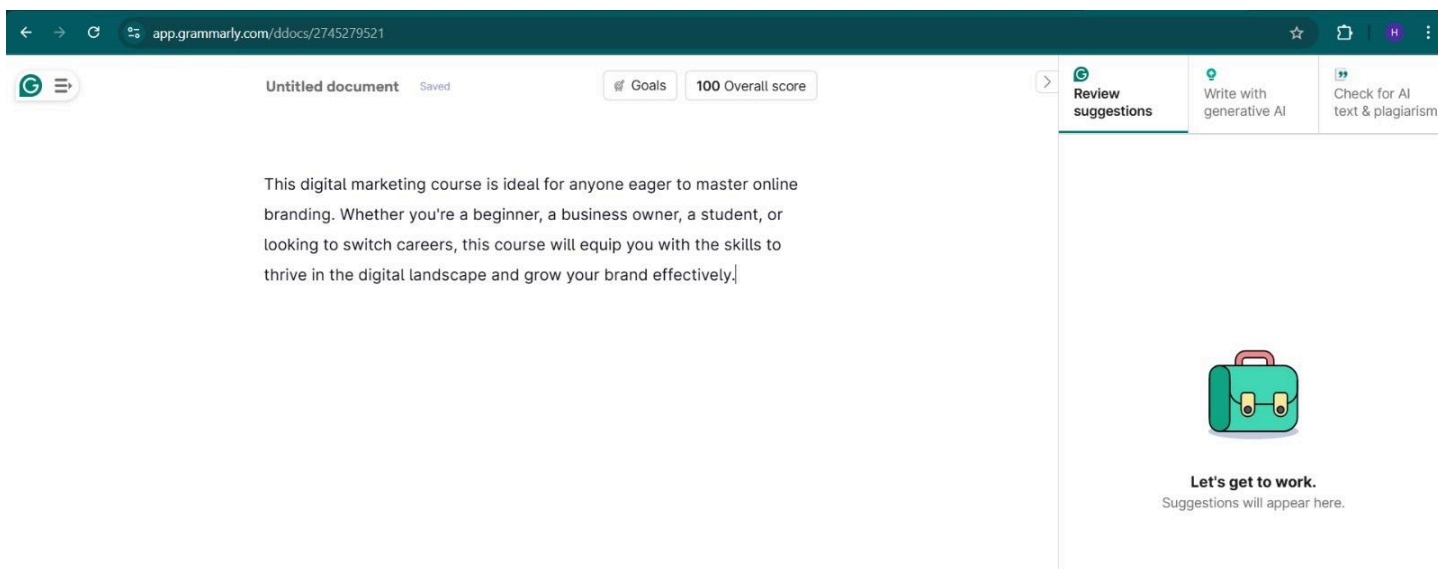
### Example Sentence (Before Correction):

*"This blog post have many informations that is very usefull for peoples."*



### Corrected Sentence (After Grammarly Fixes):

*"This blog post has a lot of useful information for people."*



### Step 3: Improve Clarity and Readability

### Step 4: Check for Plagiarism (Premium Feature)

Paste text into Grammarly.

Click **Plagiarism Checker** → It highlights copied sections.

Rewrite or cite sources if needed.

### What is AIPRM?

**AIPRM (AI Prompt Marketplace)** is a **Chrome extension** designed to enhance **ChatGPT** by providing **pre-built AI prompts** for various use cases, including **SEO, content writing, digital marketing, and sales automation.**

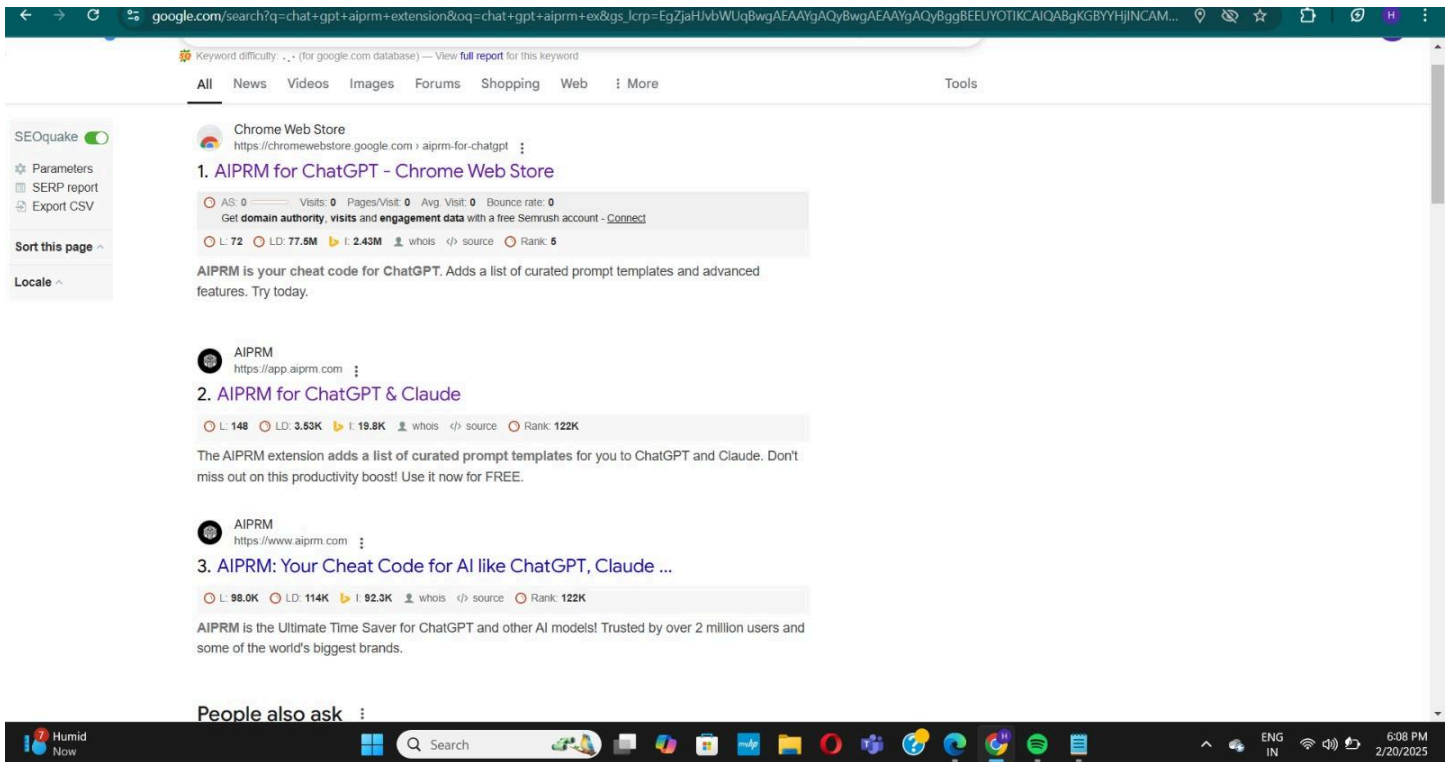
### How to Use AIPRM Practically for Digital Marketing

#### Step 1: Install AIPRM Extension

##### Practical Steps:

- Open **Google Chrome.**

- Go to the **AIPRM Chrome Extension** page.
- Click "**Add to Chrome**" and install the extension.
- Log in to **ChatGPT (OpenAI)** → AIPRM will appear inside ChatGPT.

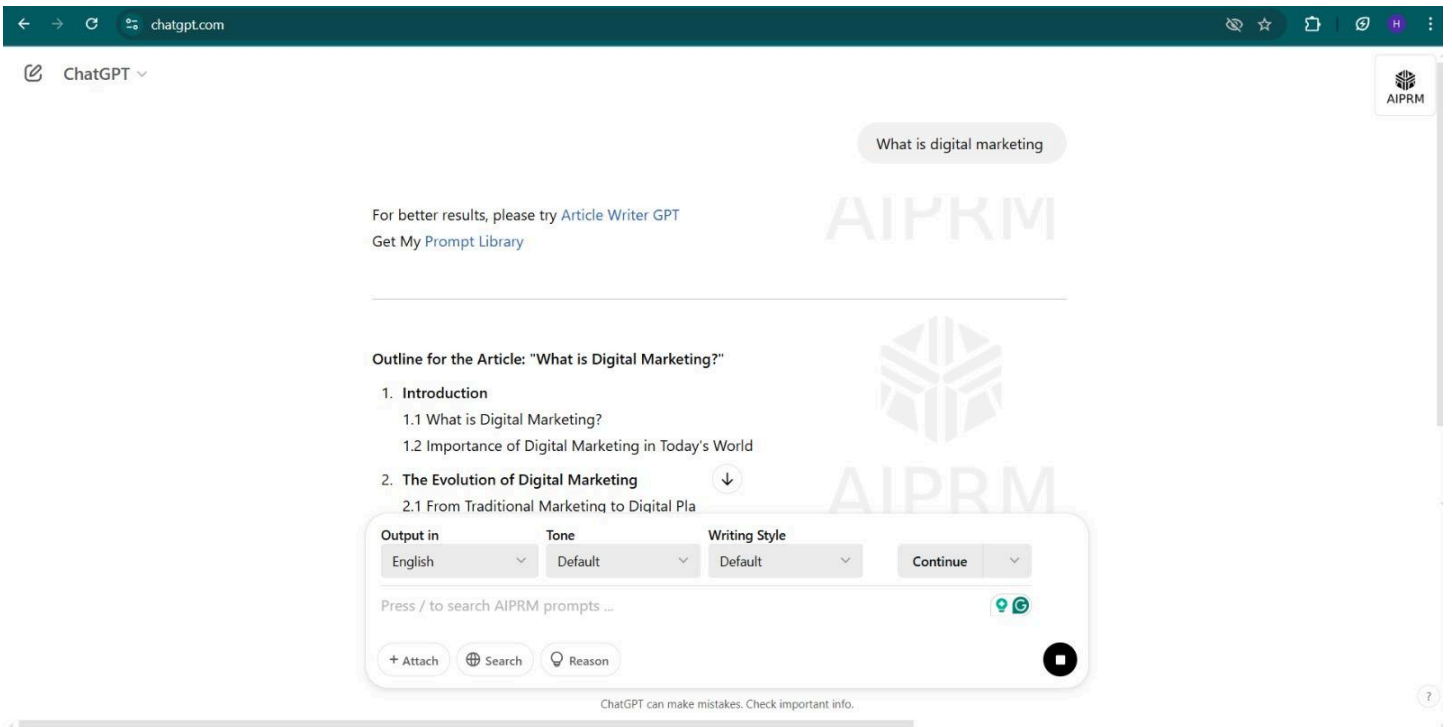


## Step 2: Select a Pre-Built Prompts

### Practical Steps:

- Open **ChatGPT**.
- Click on the **AIPRM tab** (you will see multiple prompt categories).
- Choose a **prompt template** based on your marketing goal:
  - **SEO & Keyword Research**
  - **Content Creation (Blog Writing, Product Descriptions, etc.)**
  - **Social Media Marketing (Ad Copy, Twitter & Instagram Posts)**

**Example:** If you need a **keyword research strategy**, select an SEO-related AIPRM prompt.



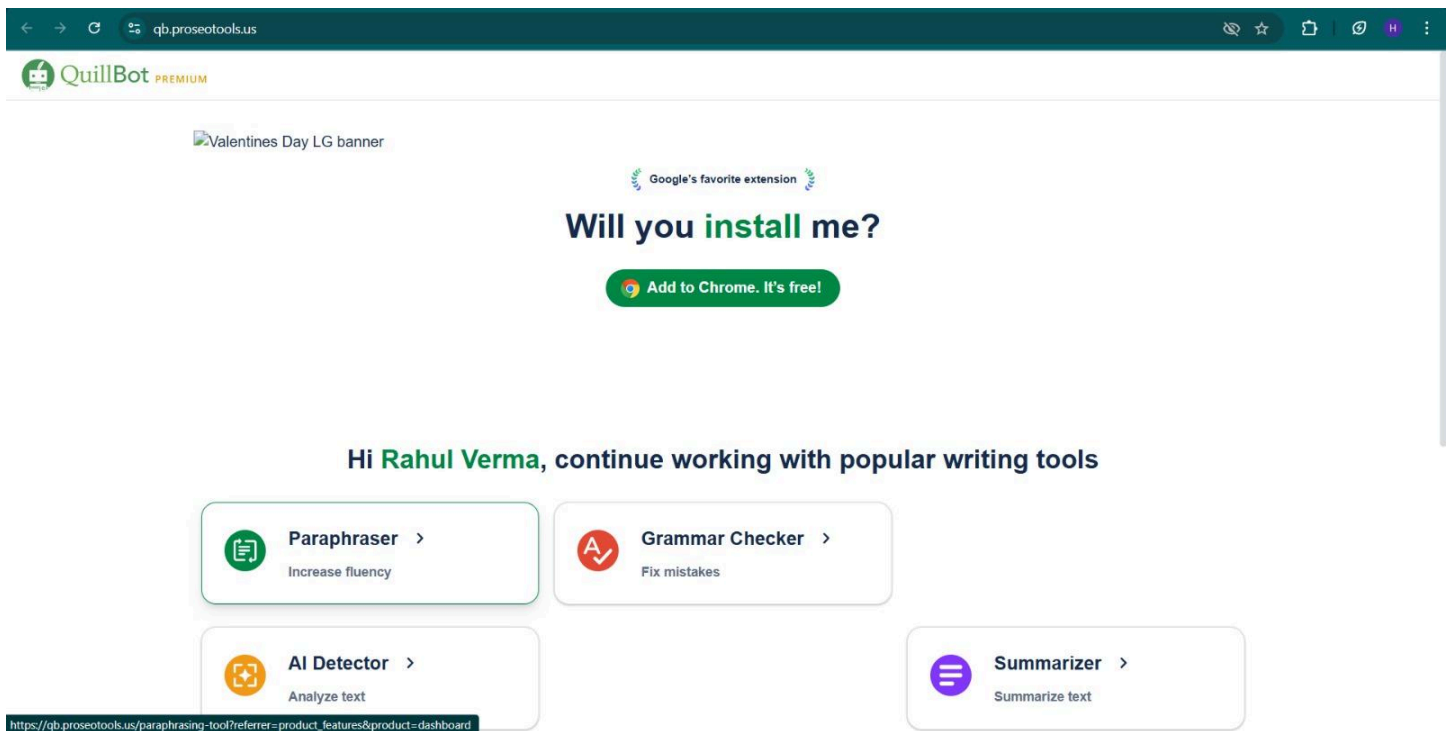
## What is QuillBot?

**QuillBot** is an **AI-powered paraphrasing and writing assistant tool** that helps users rewrite, summarize, and improve their content. It is widely used by **writers, students, bloggers, and digital marketers** to enhance the quality of their writing.

### Access QuillBot:

#### Options:

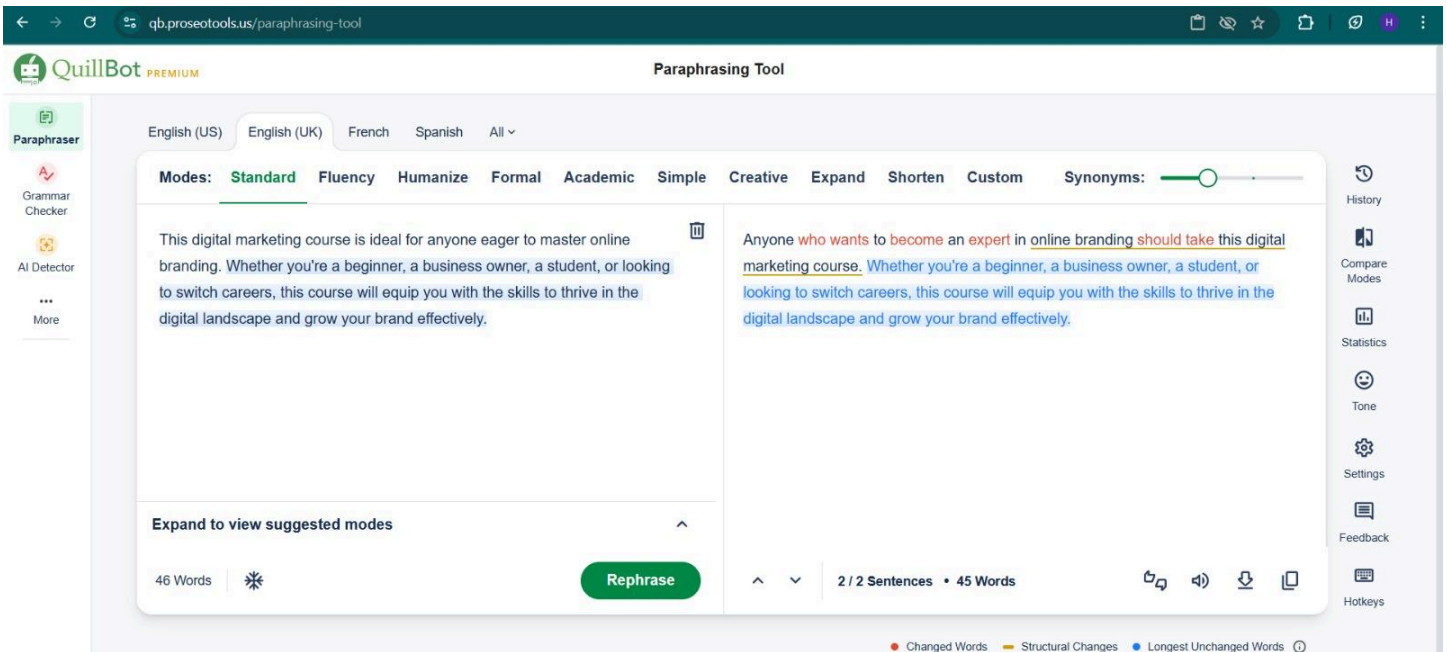
- **Website:** Go to [QuillBot.com](https://quillbot.com)
- **Chrome Extension:** Install **QuillBot for Chrome**



## Paraphrasing Text with QuillBot:

### Practical Steps:

- Open QuillBot Paraphrasing Tool.
- Copy and paste your text into the input box.
- Select a paraphrasing mode:
  - **Standard:** Balanced rewriting
  - **Fluency:** Improves readability
  - **Formal:** Professional tone
  - **Creative:** Generates unique variations
- Click "Paraphrase" → QuillBot generates a rewritten version.



### Original Text:

*"Content marketing is essential for digital businesses to attract and retain customers."*

### QuillBot Output (Paraphrased):

*"For digital businesses, content marketing is crucial in engaging and keeping customers."*

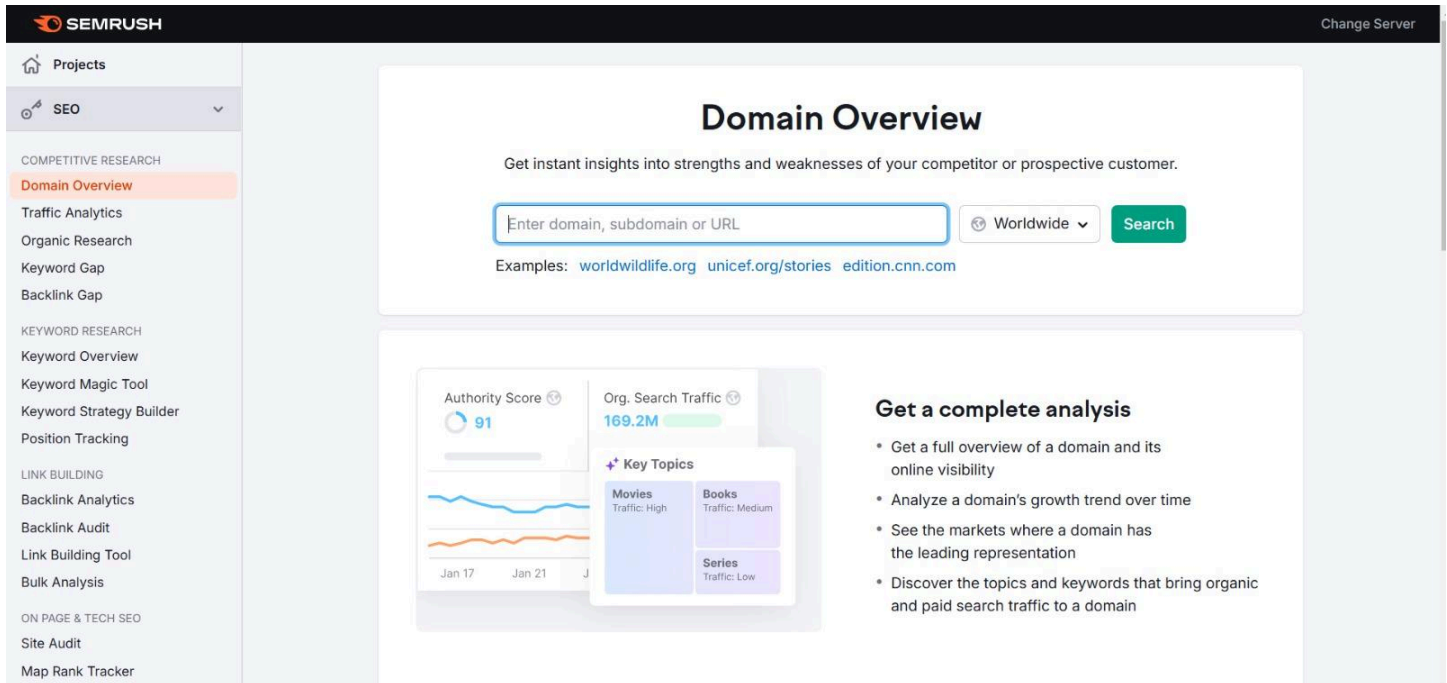
## Grammar & Spell Checking

### SEMrush:

**SEMrush** is an **all-in-one digital marketing tool** used for **SEO, keyword research, competitor analysis, content marketing, PPC (pay-per-click), and social media management.**

## Create a SEMrush Account

- Go to [SEMrush.com](https://www.semrush.com).
- Sign up for a **free or paid account**.
- Access the **SEMrush Dashboard**, where you can explore SEO tools.



The screenshot shows the SEMrush interface. On the left is a navigation sidebar with categories: Projects, SEO, COMPETITIVE RESEARCH (with 'Domain Overview' highlighted), KEYWORD RESEARCH, LINK BUILDING, and ON PAGE & TECH SEO. The main content area is titled 'Domain Overview' and includes a search bar for domain, subdomain, or URL, a 'Worldwide' dropdown, and a 'Search' button. Below the search bar are example domains: worldwildlife.org, unicef.org/stories, and edition.cnn.com. A central dashboard displays 'Authority Score' (91) and 'Org. Search Traffic' (169.2M). A 'Key Topics' section lists 'Movies' (High Traffic), 'Books' (Medium Traffic), and 'Series' (Low Traffic). To the right, a section titled 'Get a complete analysis' lists four bullet points: 'Get a full overview of a domain and its online visibility', 'Analyze a domain's growth trend over time', 'See the markets where a domain has the leading representation', and 'Discover the topics and keywords that bring organic and paid search traffic to a domain'.

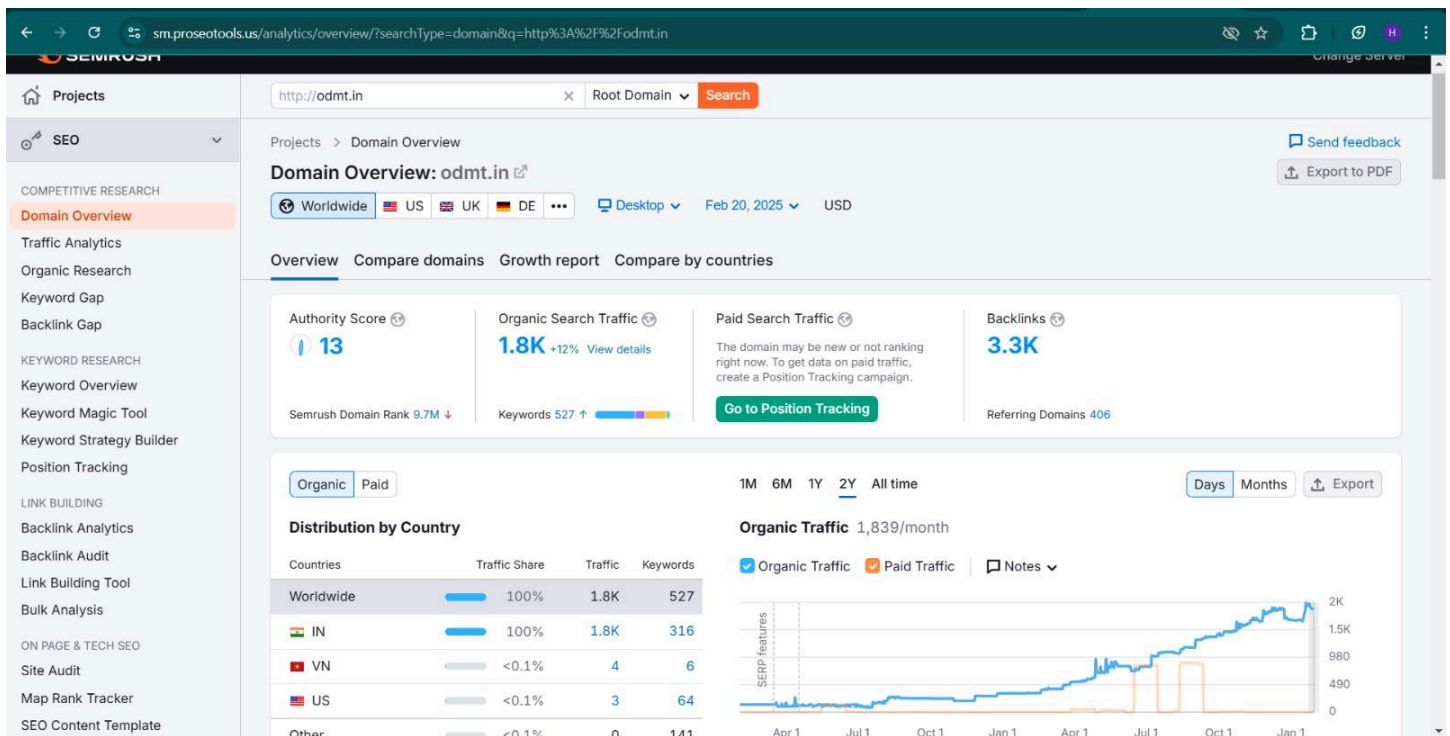
## Perform Keyword Research for SEO

Go to **Keyword Overview** in SEMrush.

Enter a **keyword** (e.g., "best Digital marketing course").

SEMrush will display:

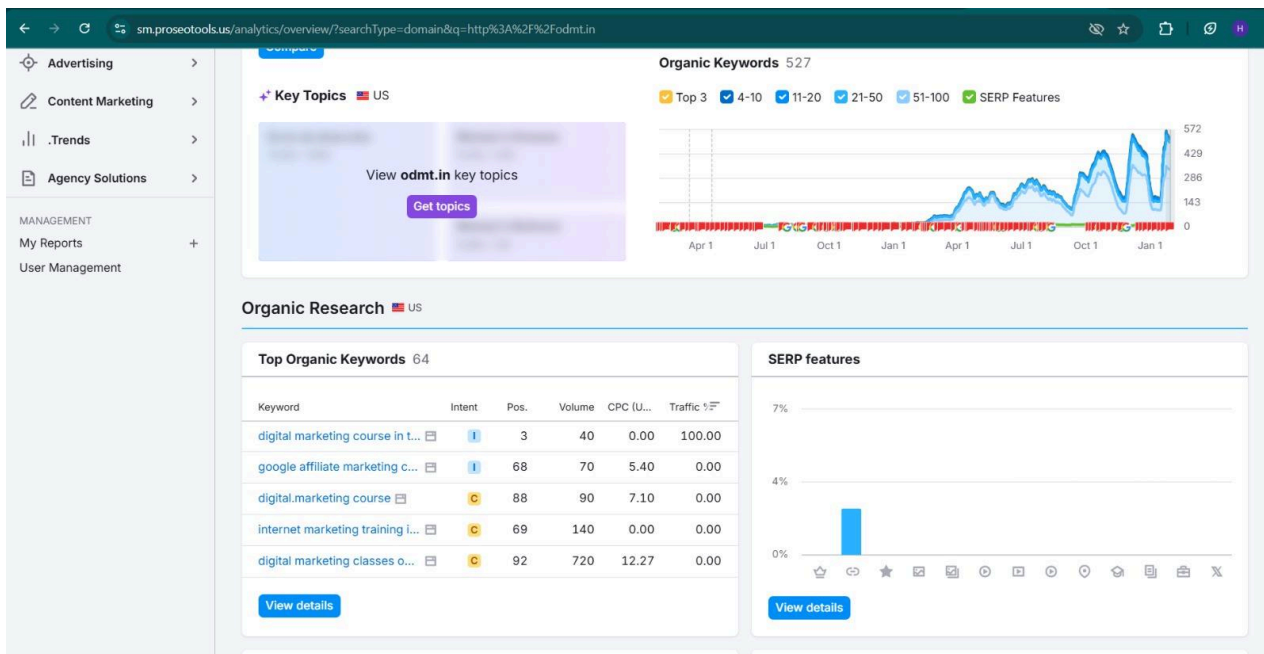
- **Search Volume** (How many people search for it monthly).
- **Keyword Difficulty (KD%)** (How hard it is to rank).
- **CPC (Cost Per Click)** (If you're running ads).
- **Related & Long-tail Keywords**.



## Analyze Competitor Websites

**Use Case:** Find out which keywords your competitors rank for.

- Open **SEMrush > Domain Overview**.
- Enter a **competitor's website** (e.g., "travelblog.com").
- SEMrush will display:
  - **Top organic keywords**.
  - **Traffic sources**.
  - **Backlinks (who is linking to them?)**.



## Conduct a Site Audit (SEO Health Check)

**Use Case:** Find & fix **SEO errors** on a WordPress website.

- Go to **SEMrush > Site Audit**.
- Enter your **website URL** (e.g., myblog.com).
- SEMrush scans for:
  - **Broken links.**
  - **Slow loading speed.**
  - **Missing meta descriptions.**
  - **Duplicate content issues.**

## Find Backlink Opportunities

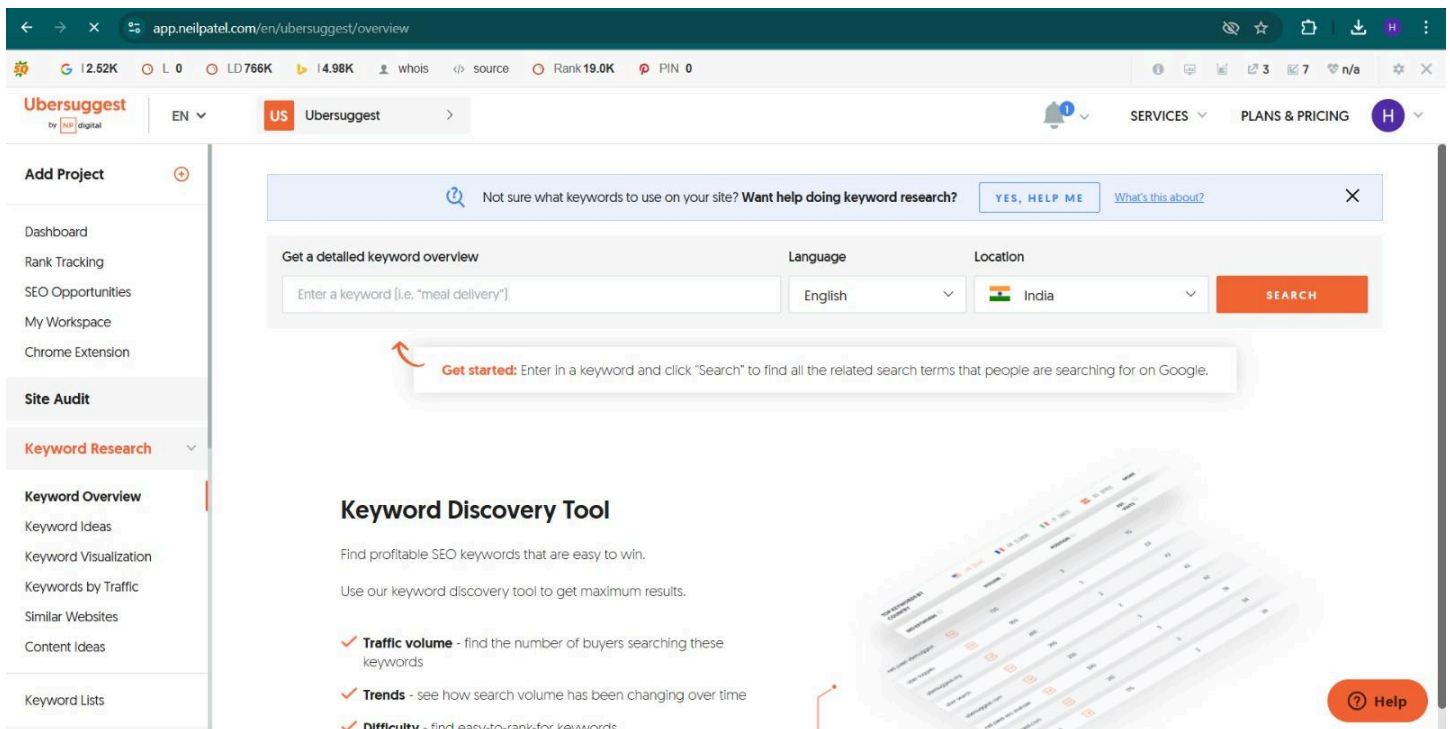
- Go to **SEMrush > Backlink Analytics**.
- Enter a **competitor's domain**.
- Find **who links to them** and **outreach for backlinks**.

## Ubersuggest:

Ubersuggest is an **SEO and digital marketing tool** created by Neil Patel. It helps with **keyword research, competitor analysis, backlink tracking, and site audits** to improve website rankings on Google.

### Create an Ubersuggest Account

- Go to **Ubersuggest.com**.
- Sign up for a **free or paid account**.
- Access the **SEO Dashboard** for keyword research, competitor analysis, and more.



The screenshot shows the Ubersuggest website interface. The top navigation bar includes the Ubersuggest logo, language and location dropdowns, and links for SERVICES, PLANS & PRICING, and a user profile icon. A sidebar on the left lists various features like Dashboard, Rank Tracking, and Keyword Research. The main content area features a search bar with a placeholder "Enter a keyword [i.e. 'meal delivery']", dropdowns for Language (English) and Location (India), and a prominent orange SEARCH button. Below the search bar is a "Get started" instruction: "Enter in a keyword and click 'Search' to find all the related search terms that people are searching for on Google." The "Keyword Discovery Tool" section explains its purpose: "Find profitable SEO keywords that are easy to win." and lists three key features: Traffic volume, Trends, and Difficulty. A 3D keyboard graphic is visible in the bottom right corner of the main content area.

### Perform Keyword Research

- Open **Ubersuggest > Keyword Overview**.
- Enter a **keyword** (e.g., "best travel destinations").
- Ubersuggest displays:
  - **Search Volume** (How many people search for it monthly).
  - **SEO Difficulty (SD)** (How hard it is to rank).
  - **CPC (Cost Per Click)** (For paid ads).

- **Content ideas & related keywords.**

The screenshot displays the Ubersuggest interface. On the left, the 'Keyword Rank Tracking' section allows users to add keywords. Three keywords are listed: 'account create fb' (Position: 58, Volume: 14,800), 'google classes digital marketing' (Position: 93, Volume: 14,800), and 'digital marketing courses in hyd' (Position: 38, Volume: 8,100). A search bar on the right contains 'online digital marketing training in telugu'. Below the search bar, it indicates 'You can track 24 more keywords' and '1/25'. On the right side, the 'Website Overview - odmt.in' section provides SEO performance data for the last month. A table shows the following metrics:

WEBSITE	DOMAIN AUTHORITY	ORGANIC TRAFFIC	ORGANIC KEYWORDS
odmt.in	18	887	128

Below the table, the 'META INFORMATION' section shows the title 'Digital Marketing Course in Telugu | ODMT Training 100% Job' and a snippet: 'Digital Marketing Course in Telugu with 100% Job Placement. ODMT Training Provides 5 Certificates and a Live Project. డిజిటల్ మార్కెటింగ్ కోర్సు తెలుగు లో'. The 'SITE PREVIEW' section shows a snippet for 'odmt.in'.

## Analyze Competitor Websites

- Open **Ubersuggest > Traffic Analyzer**.
- Enter a **competitor's website** (e.g., "travelblog.com").
- Ubersuggest will display:
  - **Top organic keywords.**
  - **Estimated traffic.**
  - **Backlink profile.**
  - **Top-performing blog posts.**

# INDEX OF GOOGLE ADS

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# GOOGLE ADS(SEM)

## What is Google Ads?

Google Ads is an online advertising platform developed by Google where advertisers can display ads to users based on their search queries, browsing behavior, or interests.

## How Google Ads Works:

**Ad Auction:** Google Ads operates on an auction system. Advertisers bid on keywords (words or phrases people search for on Google) that they want their ads to appear for. When a user performs a search, Google runs an auction to determine which ads will appear and in what order.

## Ad Formats:

- **Search Ads:** These appear when someone types a query into Google's search bar. For example, if someone searches for "custom t-shirts," your ad might appear at the top or bottom of the search results.
- **Display Ads:** These are visual banner ads that appear on websites within Google's Display Network.
- **Video Ads:** These appear on YouTube or other Google-owned platforms.
- **Shopping Ads:** For e-commerce businesses, these show product images and prices directly in the search results.
- **App Ads:** Promote apps across Google networks like the Play Store, YouTube, and other apps.

**Keyword Targeting:** You select keywords that are relevant to your business.

**Ad Quality Score:** Google assigns a "Quality Score" to your ads, which is based on the relevance of your keywords, the quality of your ad, and the landing page

experience. The higher your Quality Score, the less you might need to bid to get your ads shown.

**Budget and Bidding:** You set a daily budget for your ads, and you can choose how you want to bid (e.g., cost-per-click (CPC), cost-per-impression (CPM), or cost-per-acquisition (CPA)).

## What is CPC and PPC

### CPC (Cost-Per-Click):

CPC refers to the amount an advertiser pays when a user clicks on their ad.

### How CPC Works:

- You bid on certain keywords, and each time someone clicks on your ad, you pay a predetermined amount. The cost can vary depending on factors like keyword competition, your Quality Score, and how much you bid.
- **Example:** If you are advertising a custom t-shirt business and you bid \$2 for the keyword "custom t-shirts," you'll pay \$2 each time someone clicks your ad.

### PPC (Pay-Per-Click):

PPC is the broader advertising model that includes **CPC** but can also cover other types of payment models based on clicks or actions.

### How PPC Works:

- **PPC is the advertising model**, while **CPC is one of the pricing strategies** within PPC.
- With PPC, advertisers pay based on clicks (CPC) or other actions like impressions (CPM – Cost-Per-Thousand Impressions) or acquisitions (CPA – Cost-Per-Acquisition).
- **Example of PPC Platforms:** Google Ads, Bing Ads, Facebook Ads, etc.

**CPC** is a specific pricing model under the broader PPC umbrella. It only refers to paying for actual clicks on your ad.

**PPC** refers to the entire advertising model where you pay for interactions with your ads (whether that's clicks, impressions, or other actions).

## What is impression?

**Impressions** refer to the number of times an ad is displayed on a user's screen, regardless of whether or not they click on it. In other words, an impression is counted every time your ad is shown to a user, even if they don't interact with it.

## Click-Through Rate (CTR)

**Click-Through Rate (CTR)** is a metric used in online advertising that measures how often people click on your ad after seeing it. It's expressed as a percentage and indicates the effectiveness of your ads in encouraging users to take action

### CTR Formula:

The formula to calculate CTR is:

$$\text{CTR} = (\text{No. of clicks} / \text{Total No. of impressions}) * 100$$

Where:

- **Clicks** = The total number of times your ad was clicked.
- **Impressions** = The total number of times your ad was shown.

## Structure of Google Ads:

Google Ads is structured in a hierarchical way that helps you organize your advertising campaigns efficiently. The structure consists of **Accounts**, **Campaigns**, **Ad Groups**, and **Ads**.

# Google Ads Account

WordStream

Campaign 1

Campaign 2

Ad Group 1A

Ad Group 1B

Ad Group 2A

Ad Group 2B

Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

## How to create Google Ads account

### Step 1: Go to Google Ads

Go to the Google Ads website: [Google Ads](https://ads.google.com).

Click on "Start now" to begin the process.

ads.google.com/home/

Google Ads Overview Solutions Partners Resources Expert support 1800-572-8309\* Sign in Start now

Choose your offer and get up to ₹60,000 in Ads credit  
New advertiser? Choose between three attractive offers, based on your budget, to jumpstart your first campaign. Choose now

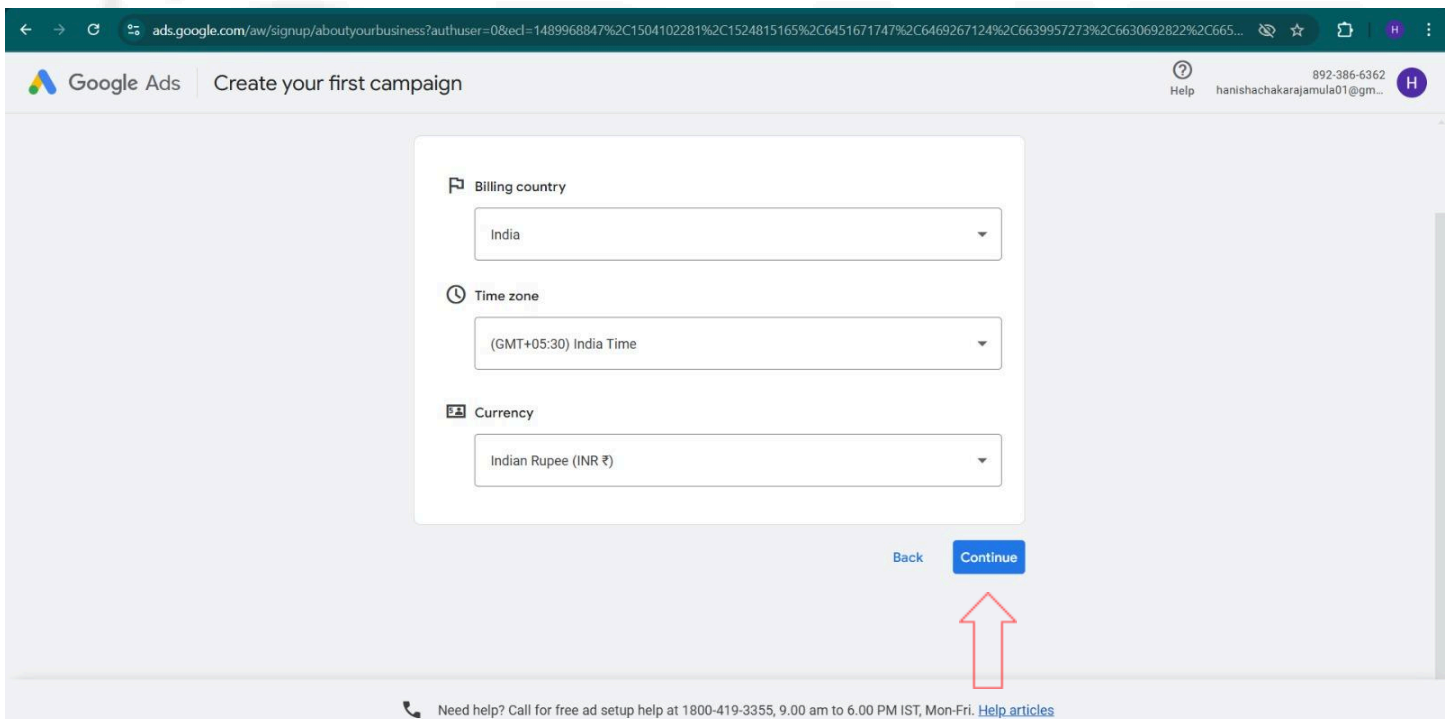
with Google Ads.

## Step 2: Set Up Your Google Ads Account

### Confirm Your Account Settings:

First, make sure you enter the correct details for your Google Ads account.

- **Billing Country:**
- Select the country where your business operates, as this will determine your billing details and applicable tax rates.
- **Timezone:**
- Set your account's timezone to match the location where you primarily operate. This ensures your ads are scheduled according to the correct local time.
- **Currency**
- Choose the currency you want to use for billing.



The screenshot shows the Google Ads account setup page. The browser address bar displays the URL: ads.google.com/aw/signup/aboutyourbusiness?authuser=0&ed=1489968847%2C1504102281%2C1524815165%2C6451671747%2C6469267124%2C6639957273%2C6630692822%2C665... The page header includes the Google Ads logo, the text "Create your first campaign", and a help icon with the phone number 892-386-6362 and the email address hanishachakarajamula01@gm... The main content area contains three dropdown menus: "Billing country" set to "India", "Time zone" set to "(GMT+05:30) India Time", and "Currency" set to "Indian Rupee (INR ₹)". Below these menus are "Back" and "Continue" buttons. A red arrow points to the "Continue" button. At the bottom, there is a footer with a phone icon and the text: "Need help? Call for free ad setup help at 1800-419-3355, 9.00 am to 6.00 PM IST, Mon-Fri. [Help articles](#)".

- **Payments Profile:**
- Choose **Individual** if you're setting up the account for personal use or for a small business. If you're setting up a business account, you can opt for **Business**.

- **Payment Method:**
- Select your preferred payment method, such as a credit or debit card. Enter the necessary payment details to activate your Google Ads account

ads.google.com/aw/signup/payment?ocid=6935162812&subid=in-en-awhp-g-aw-c-home-top%21o2-ahpm-0000000174-0000000000&authuser=0&ecd=1489968847%2C1504102281%2...

Google Ads Start reaching more people

India

(GMT+05:30) India Time

Time zone applies to your entire account and cannot be changed later.

Offer code Apply

Payments profile

Hanisha Chakarajamula  
Individual • Also used with Google Ads • India • ID: 7925-1983-7021 Change

Your payment information is saved in a payments profile, which is associated with your Google Account and shared across Google services. [Learn more about payments profile](#)

Payment method

Pay with Bank transfer Change

Information about transferring money to Google will appear on the next page

Due to Reserve Bank of India regulations, new account holders must temporarily make manual payments. [Learn more about RBI regulation](#)

ads.google.com/aw/signup/congrats?ocid=6935162812&subid=in-en-awhp-g-aw-c-home-top%21o2-ahpm-0000000174-0000000000&authuser=0&ecd=1489968847%2C1504102281%2...

Google Ads Start reaching more people

Your account was created

To start running your ads, you'll need to complete advertiser verification

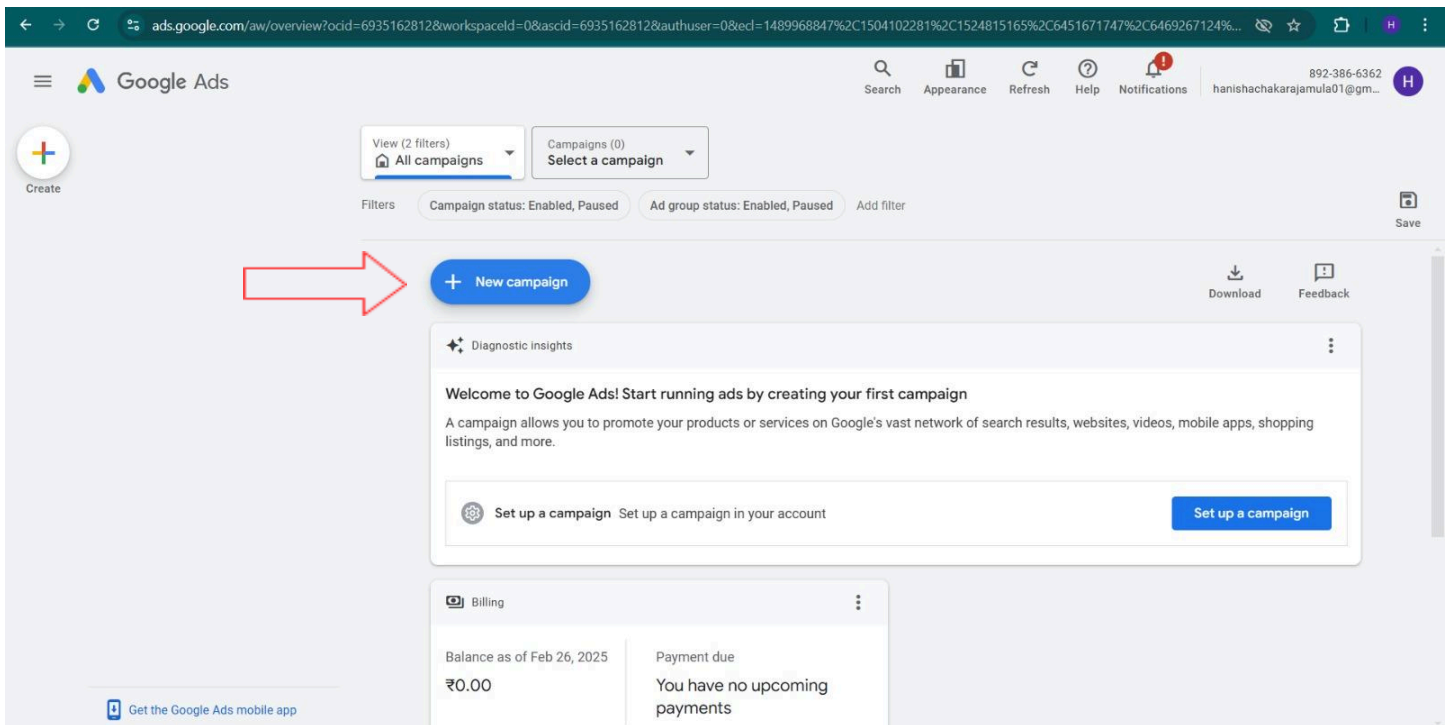
This helps Google's Ads verify every advertiser, giving people more transparency, choice, and control. [Learn more about why we're doing this](#)

Continue

Need help? Call for free ad setup help at 1800-572-8304, 9.00 am to 6.00 PM IST, Mon-Fri. [Help articles](#)

### Step 3: Create a New Campaign

- Click the **+ New Campaign** button on the homepage.
- You'll be prompted to choose a campaign goal. For a Search Network campaign, depending on your objectives.



### Choose the Campaign Type

- **Search Campaigns:** Ads that show up on Google search results.
- **Display Campaigns:** Banner ads on websites in Google's network.
- **Video Campaigns:** YouTube ads.
- **Shopping Campaigns:** For online stores (if you're selling physical products).
- Under **Campaign Type**, select **Search**.
- Then choose **Search Network**.

Click on **Search (Any network as per your requirement)**.

- **Set Campaign Name:** Choose a name that's easy to remember and reflects your goal.

- **Set Your Target Locations:** You can choose to target specific countries, regions, or even specific cities.
- **Set Languages:** You can target specific languages, like English, Spanish, etc.
- **Choose Your Bidding Strategy:** For beginners, Google will typically recommend automated bidding like **Maximize Conversions** or **Maximize Clicks**, which is easy and effective for a first-time campaign. You can also set a specific cost-per-click (CPC) limit, but Google's automated bidding will manage your budget for you.

## Step 4: Create Ad Groups

An Ad Group is a collection of ads that share similar targeting.

**Ad Group Name:** This is a way to group similar ads and keywords.

**Keywords:** Add relevant keywords to your ad group. Google will use these to match your ad to searches. Use the **Keyword Planner Tool** to discover the best keywords for your campaign.

The screenshot displays the Google Ads 'New campaign' setup page. The 'Keywords' section is active, showing options to get keyword suggestions based on a final URL or products/services. The 'Final URL' field contains 'https://www.odmt.in/'. Below it, there's a field to 'Enter products or services to advertise'. A list of suggested keywords is shown, including '[Online Digital Marketing training]', '[Digital Marketing training in Telugu]', and '[Best Digital Marketing Course]'. On the right sidebar, campaign performance metrics are visible, such as 'Weekly clicks: 1,614' and 'Avg. CPC: ₹13.01'.

## Create Ads

- **Final URL:** This is the landing page that users will be directed to when they click your ad.
- **Headlines:** Google allows up to **3 headlines** (up to 30 characters each). Make them relevant, action-oriented, and keyword-focused.
- **Description:** Write **2 descriptions** (up to 90 characters each) to describe your offer or product. Include your unique selling points and call to action.

The screenshot displays the Google Ads 'New campaign' interface. At the top, the 'Ad strength' indicator is set to 'Poor'. Below this, there are four options to improve the ad: 'Add headlines', 'Include popular keywords', 'Make headlines unique', and 'Make descriptions unique', each with a 'View ideas' link. The 'Headlines' section shows 4/15 headlines, with one highlighted: 'Best Digital Marketing Course'. Below the headlines, there are two description boxes: 'Best Digital Marketing Cour:' and '100% Job Guarantee Progra'. The right sidebar shows a 'Campaign optimization score' of 74.1% and 'Weekly estimates' for 'Ad group 1'.

Weekly clicks	Avg. CPC
1,525	₹13.77

Weekly cost
₹20,995.51

## keyword match types:

### Broad Match:

Broad match is the default match type. It triggers your ad for any search that includes your keyword in any order, along with synonyms and related terms. It reaches the widest audience, but it can be less targeted.

If your keyword is "Digital Marketing"

Digital Marketing for students

Digital Marketing for House wives

### Phrase Match:

We should not disturb pattern. With phrase match, the search query must contain the exact phrase you've selected (or close variations) in the same order, though other words can come before or after.

### Example:

- If your keyword is "Digital marketing course" (in quotation marks), your ad could show for:
  - "Digital marketing course in telugu"
  - "Digital marketing course in online"

### Exact Match:

Exact match is the most restrictive keyword match type. Your ad will only show when the search query exactly matches the keyword (or close variations like misspellings or plurals).

### Example:

- If you use "Digital marketing" as your exact match keyword, your ad would only appear for searches like:
  - "Digital marketing"
  - "Digital market" (close variant)


## Negative Match

Negative match is used to prevent your ad from showing on certain search queries. It helps you avoid irrelevant traffic that could waste your budget.


### Example:

Free Digital marketing

What is Digital marketing



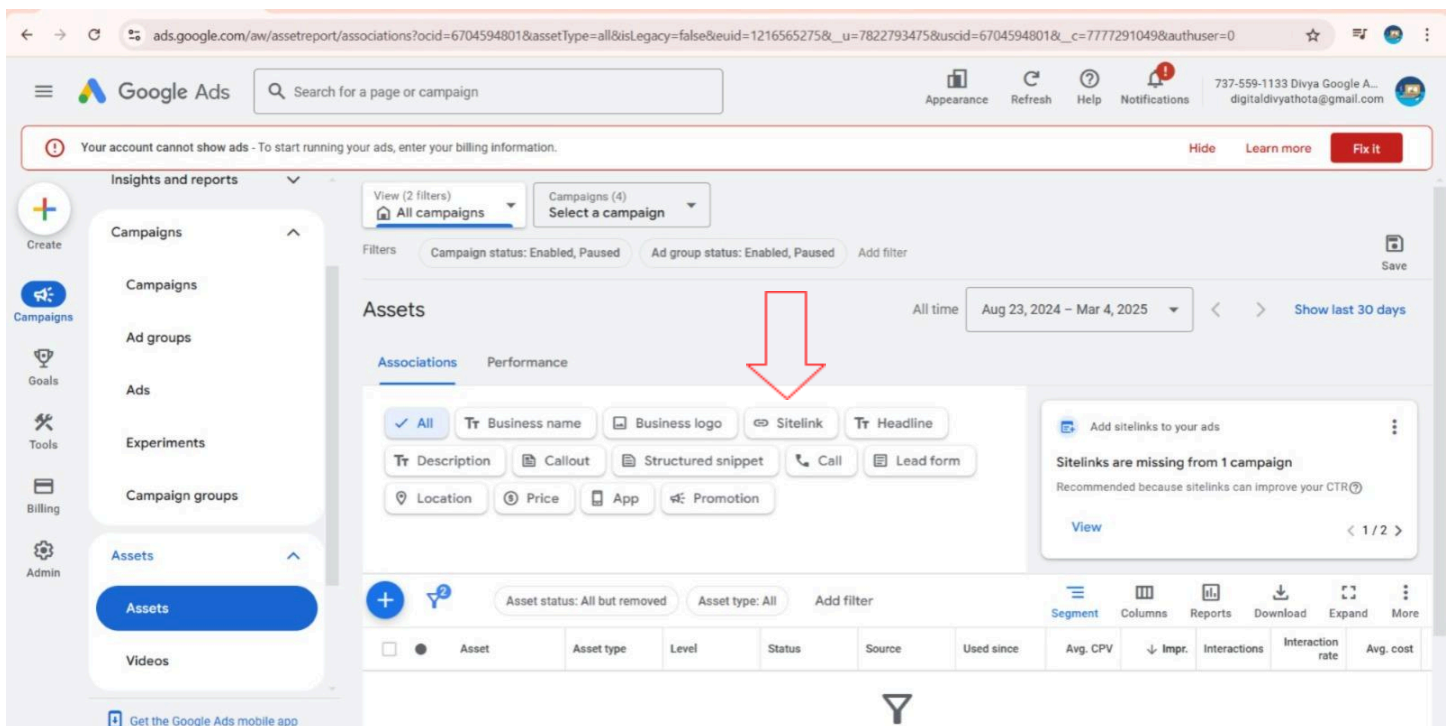
<b>Keyword Match Types</b>			
	<b>LOOKS LIKE</b>	<b>APPEARS FOR</b>	<b>COULD MATCH TO</b>
<b>Broad match</b>	running shoes	Searches that <b>relate</b> to your keyword	<ul style="list-style-type: none"><li>• tennis shoes for men</li><li>• socks for running</li></ul>
<b>Phrase match</b>	"running shoes"	Searches that <b>include</b> the meaning of your keyword	<ul style="list-style-type: none"><li>• men's running shoes</li><li>• best shoes for running</li></ul>
<b>Exact match</b>	[running shoes]	Searches that <b>are</b> the same meaning as your keyword	<ul style="list-style-type: none"><li>• running shoes</li><li>• sneakers</li></ul>



WordStream  
by LOCALIQ

## Extensions:

Extensions in Google Ads are additional pieces of information that can be added to your ads to provide more value to users and improve your ad's performance. These extensions help your ad stand out, increase click-through rates (CTR), and give users more reasons to click on your ad.



## Sitelink Extensions:

Sitelink Extensions allow you to add additional links beneath your main ad text, directing users to specific pages on your website. These links help users find exactly what they're looking for without needing to navigate through your entire site.

### **Setting Up Sitelink Extensions:**

**Go to Google Ads:** In your account, navigate to the campaign or ad group you want to add the sitelinks to.

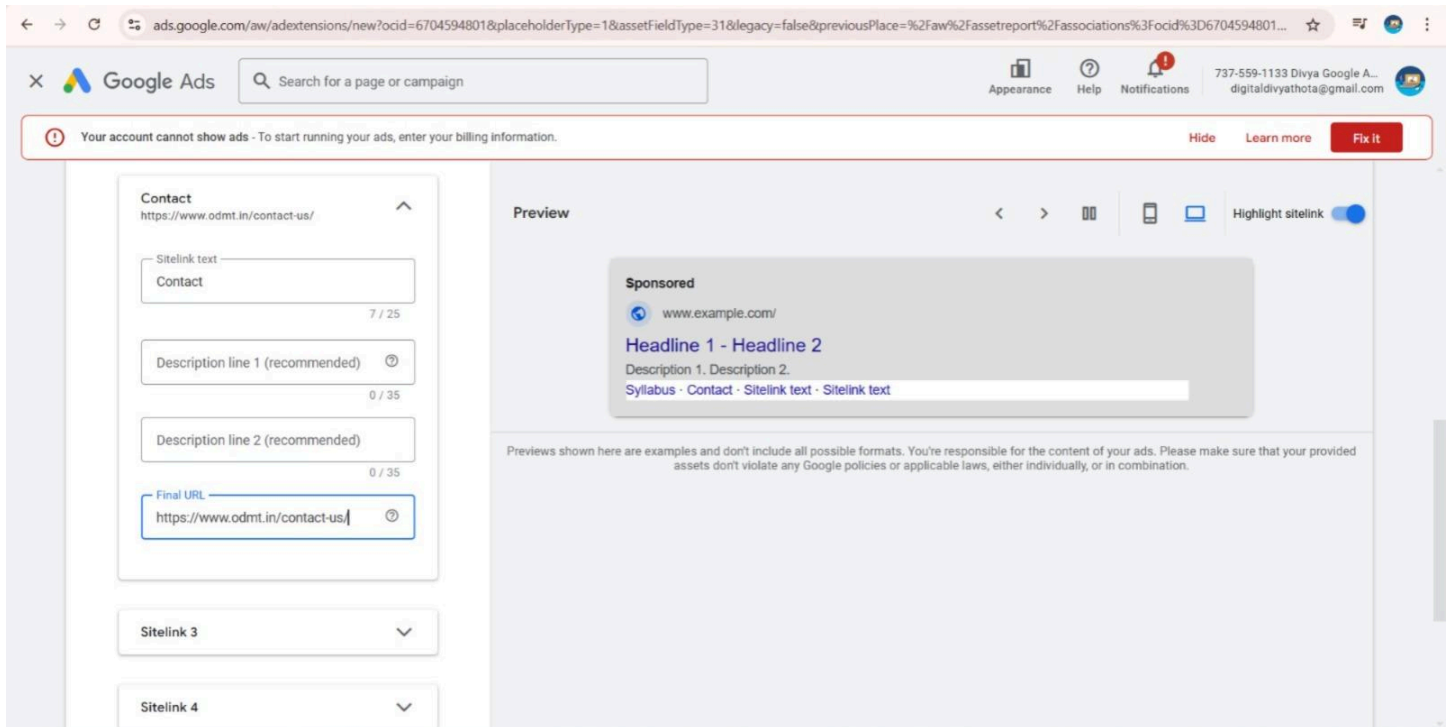
**Click on Extensions:** You'll find this option in the navigation menu on the left.

**Add a Sitelink Extension:** Click on the "plus" button to create a new sitelink. You can add multiple sitelinks for each campaign.

**Enter Details:** For each sitelink, you'll need to enter:

- **Link text:** The clickable text that will appear under the ad (e.g., "Digital Marketing").
- **Final URL:** The destination URL for that sitelink.

**Save and Apply:** Once you've set it up, save and apply your sitelinks.



## Callout Extensions:(For additional Description)

Callout Extensions in Google Ads are a type of ad extension that allow you to add additional text to your ads. These are short, descriptive snippets that appear alongside your standard text ads, providing more details about what you offer.

### Setting Up Callout Extensions:

#### Navigate to Ads & Extensions

- In the left-hand menu, click on **"Ads & Extensions"**.
- From the top of the page, click on the **"Extensions"** tab.

## Add a New Callout Extension

- Click the blue "+" button (usually at the top left of the page).
- From the dropdown menu, select **"Callout extension"**.

## Choose Where to Apply the Callout Extension

- You can add callout extensions at different levels:
  - **Account Level:** This will apply the extension to all campaigns within your account.
  - **Campaign Level:** Apply callout extensions to a specific campaign.
  - **Ad Group Level:** Apply callout extensions to a particular ad group (this is most granular).
- Choose the level that best suits your strategy.

## Enter Callout Text

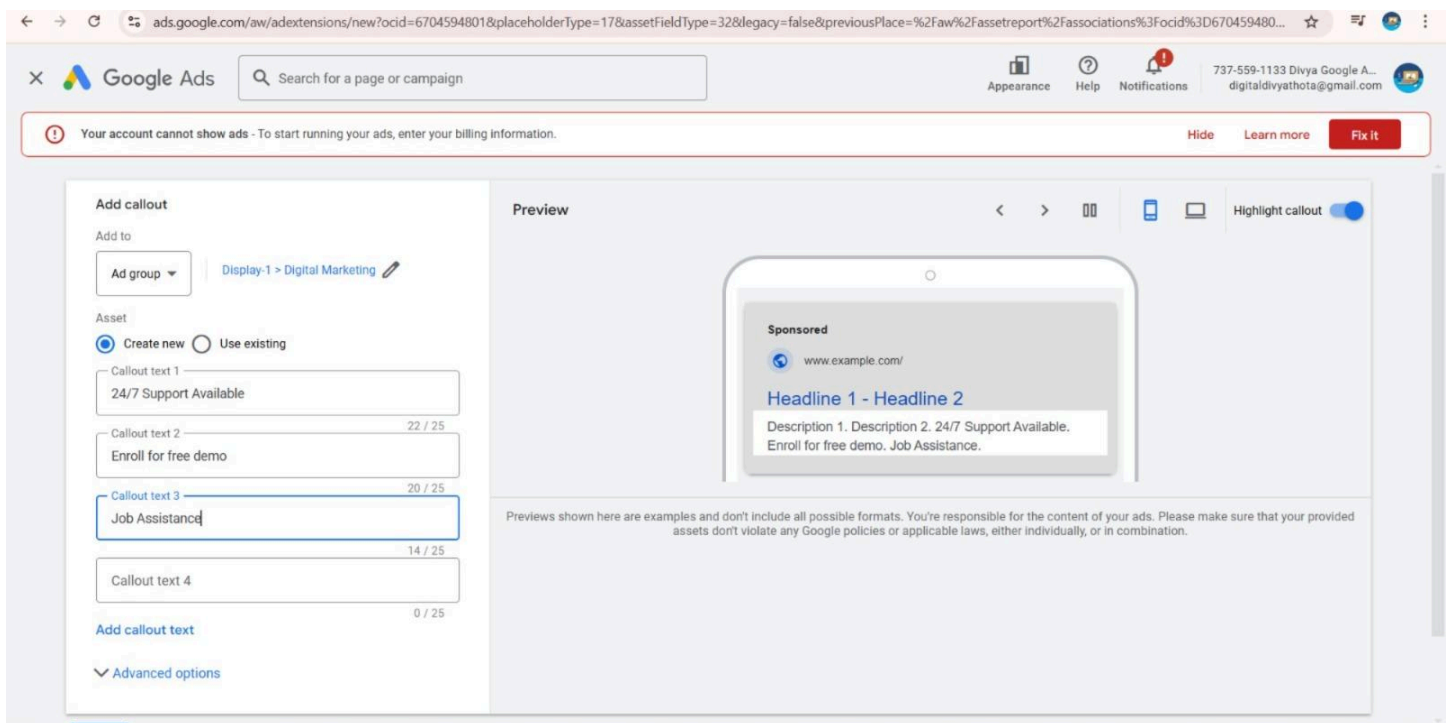
- In the pop-up window, you'll be prompted to add your **callout text**.
  - **Example Callout Text:** "Free Shipping," "24/7 Support," "Exclusive Offers," "Easy Returns."
  - Each callout can have a maximum of 25 characters.
- Add multiple callouts to test different messaging and highlight various features of your product or service.

## Set Callout Extension Status

- You can set your callout extension to either:
  - **Active:** The extension is ready to be used.
  - **Paused:** The extension won't show with your ads.
- Once you're ready, ensure the status is set to **Active**.

## Save the Callout Extension

- After entering your callout text, reviewing the details, and ensuring everything looks good, click the **"Save"** button.



## Call Extensions:

### Navigate to Ads & Extensions

- In the left-hand menu, click on **"Ads & Extensions"**.
- In the top menu, click on the **"Extensions"** tab.

### Add a New Call Extension

- Click on the blue **"+"** button (usually located at the top left of the page).
- From the dropdown, select **"Call Extension"**.

### Choose Where to Apply the Call Extension

You can add call extensions at different levels:

- **Account Level:** This will apply to all campaigns in your account.
- **Campaign Level:** Apply the call extension to a specific campaign.
- **Ad Group Level:** Apply it to a specific ad group.

Choose the level that fits your campaign structure.

## Enter Call Extension Details

- **Phone Number:** Enter the phone number you'd like to display in your ad. This is the number users can call directly.
- **Country:** Choose the country where your business is located. Google Ads will format the number based on the country you select.

## Save the Call Extension

After filling out the details, click **"Save"** to apply the call extension to your campaign or ad group.

## Quality Score:

Quality Score is a metric in Google Ads that rates the relevance and quality of your keywords, ads, and landing pages on a scale of **1 to 10**. A higher Quality Score means **lower costs per click (CPC)** and **better ad placements**.

## Factors Affecting Quality Score

Google calculates Quality Score based on three main factors:

- **Expected Click-Through Rate (CTR):** How likely users are to click your ad.
- **Ad Relevance:** How well your ad matches user intent.
- **Landing Page Experience:** How relevant and user-friendly your landing page is.

## Ad Rank:

Ad Rank determines your ad's position in Google search results and whether it will show at all. It is calculated using the formula:

$$\text{Adrank score} = \text{CPC} * \text{QS}$$

## Practical Example of Ad Rank Calculation

Three advertisers (A, B, and C) are bidding for the keyword "Online Digital Marketing Course"

Each advertiser has a different Max CPC bid and Quality Score:

Advertiser	Max CPC Bid \$	QS ( 1- 10)	Ad Rank
A	5.00	6	30
B	4.00	8	32
C	6.00	4	24

## Ad Position Results:

- **B wins the top ad position** despite bidding less than C because of a higher Quality Score (Ad Rank = 32).
- **A gets the second position** (Ad Rank = 30).
- **C gets the third position (Ad Rank = 24)** despite having the highest bid.

## Actual CPC:

**Actual Cost-Per-Click (CPC)** is the amount you actually pay when someone clicks on your ad. It is usually **lower than your Max CPC bid** because Google Ads uses a second-price auction system.

### Formula for Actual CPC:

Actual CPC = Competitor CPC + 0.01 \$

Advertiser	Max CPC Bid \$	QS	Ad Rank	Actual CPC
A	2 \$	10	20	1.6 \$
B	4 \$	4	16	3.01 \$
C	6 \$	2	12	4.01\$
D	8 \$	1	8	8 \$

“D” has no direct competitor .So Google directly take his Max CPC is 8.

## Conversion Tracking:

Conversion tracking means Google will track what customer make actions on our website.Profitable action done by an user.

### Step-by-Step Guide for Setting Up Conversion Tracking in Google Ads

#### Navigate to Conversion Settings

- Log in to your **Google Ads** account.
- Click on **Tools & Settings** (wrench icon) in the top right corner.
- Under **Measurement**, select **Conversions**.

ads.google.com/aw/conversions?ocid=6704594801&euid=1216565275&\_u=7822793475&uscid=6704594801&\_c=7777291049&authuser=08&subid=in-en-awhp-g-aw-c-home-top-bgc%21o2

Google Ads

Your account cannot show ads - To start running your ads, enter your billing information. [Hide](#) [Learn more](#) [Fix it](#)

Conversions

Summary

Goals

Summary

Value rules

Custom variables

Settings

Uploads

Measurement

Summary

All time Aug 23, 2024 - Mar 4, 2025 [Show last 30 days](#)

Goals Diagnostics

View your goal performance across objectives, campaigns, and optimization strategies. Results shown here refer to the number of your conversions across primary conversion actions for standard goals. [Learn more about goals reporting](#)

Sales Leads [+ Create new chart](#)

Edit chart

Your sales goals will appear here

You currently don't have any sales goals, which you need to measure your sales journey

## Create a New Conversion Action

- Click the **+ New conversion action** button.
- Select **Website** as the tracking type.

ads.google.com/aw/conversions/selection?ocid=6704594801&ctinfo=UNKNOWN\_SELECTION&source=UNKNOWN\_SOURCE&euid=1216565275&\_u=7822793475&uscid=6704594801&\_c=777...

Google Ads

New conversion action

Your account cannot show ads - To start running your ads, enter your billing information. [Hide](#) [Learn more](#) [Fix it](#)

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)

Select the kind of conversions you want to track.

Website

Track actions on your website

App

Track actions on your app

Phone calls

Track calls from your ads or website

Import

Import data from Google Analytics or another source

© Google, 2025.

## Enter Website URL and Scan

- Enter your **website URL** where conversions occur.
- Click **Scan** – Google will check if a tag is already present.

ads.google.com/aw/conversions/new?ocid=6704594801&ctInfo=BULK\_WEBPAGE&source=UNKNOWN\_SOURCE&teuid=1216565275&\_u=7822793475&xuscid=6704594801&c=7777291049&au...

Google Ads New conversion action Search for a page or campaign

Your account cannot show ads - To start running your ads, enter your billing information. Hide Learn more Fix it

1 Add conversion actions 2 Get instructions and finish

Enter the URL for the website where you want to measure your conversions

Scanning your website will determine if it's already set up to measure conversions. You may also see suggestions for conversion actions you can create to measure conversions on your website.

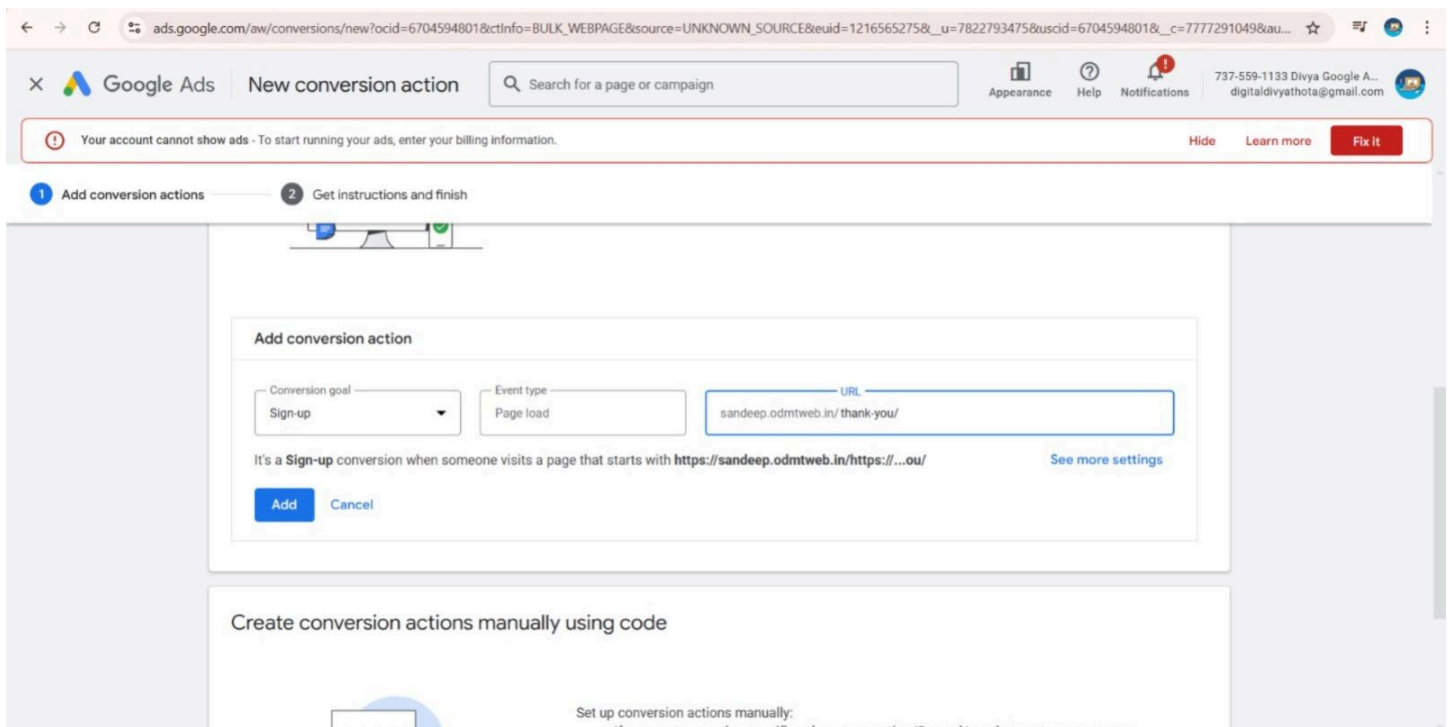
Website domain  
https://sandeep.odmtweb.in/ Scan

Save and continue Cancel

© Google, 2025.

## Add a Conversion Action

- Click **Add Conversion Action**.
- Set the **Conversion Goal** (e.g., "Contact Form Submission").
- Enter the **Thank You Page URL** (e.g., [www.example.com/thank-you](http://www.example.com/thank-you)).

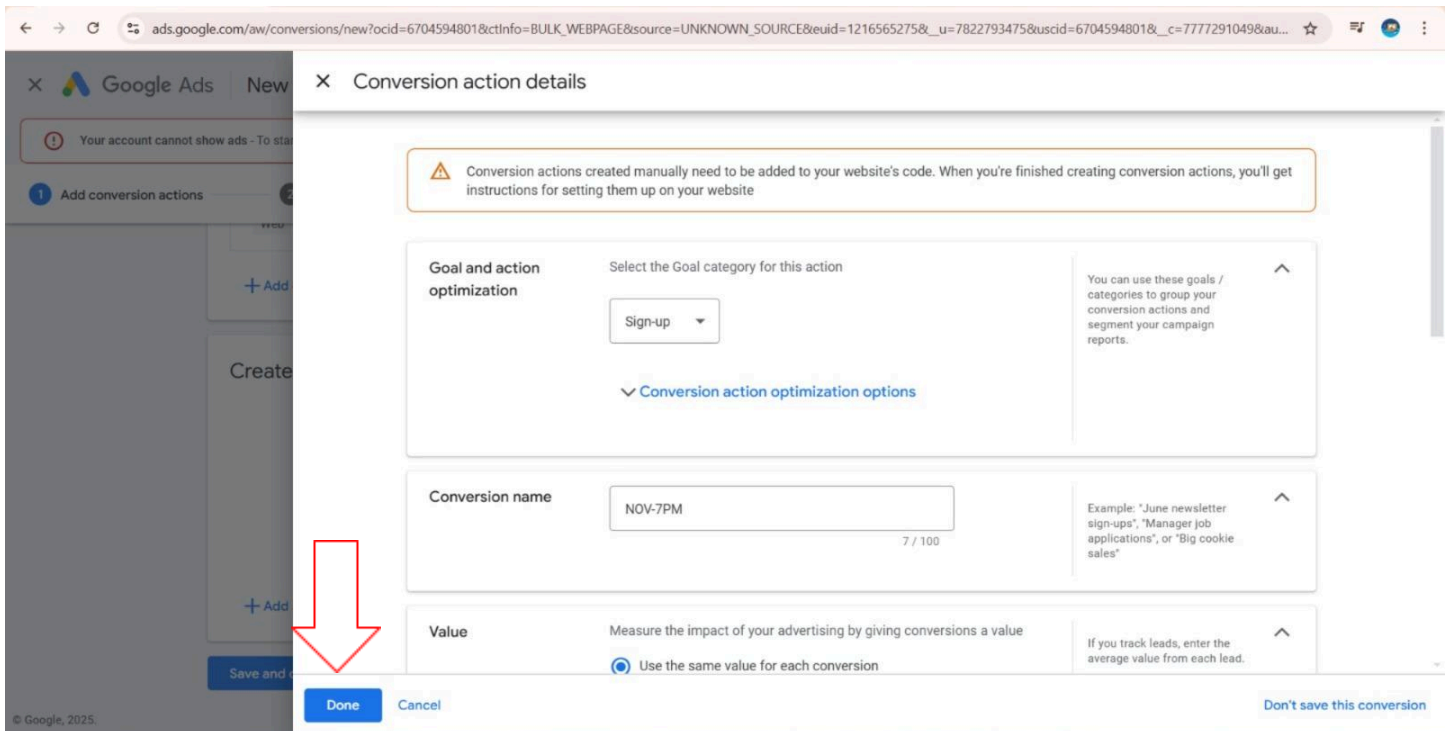


## Choose How to Set Up the Conversion

- **Automated Setup:** Google Ads automatically configures tracking.
- **Manual Setup:** You manually install the conversion tracking code.

## Create a Conversion Action (Manual Setup)

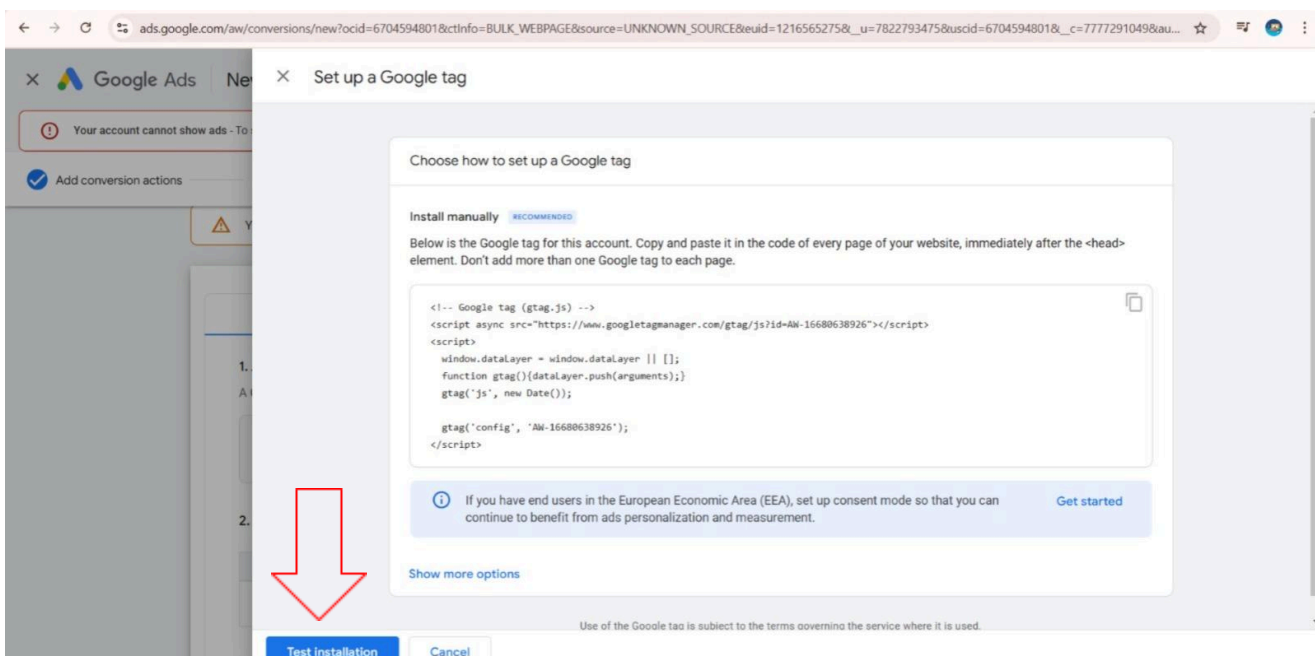
- Click **Create conversion action manually**.
- Choose **Goal & Action Optimization**: Select **Contact** (if tracking form submissions).
- **Set Click-Through Conversion Window**: Define how long after a click a conversion is counted (e.g., 30 days).



- **Set View-Through Conversion Window:** Define how long a conversion is counted after a user **sees** your ad (without clicking).

## Install the Google Tag Manually

- Select **Google Tag Setup** → Choose **Install Manually**.



- Copy the **conversion tracking code**.
- Paste the code inside the `<head>` section of your **website's HTML** (on all pages).

## Confirm Installation & Done!

- Save and **Publish** changes on your website.
- Click **Done** in Google Ads.
- Test the setup by visiting the **Thank You Page** and checking for tracking activity in Google Ads.

## Remarketing

**Remarketing** in Google Ads is a strategy that allows you to show ads to people who have **previously visited your website** or interacted with your business. It helps you **re-engage potential customers** who didn't convert on their first visit.

### Step-by-Step Guide to Remarketing in Google Ads

- Defining a **Remarketing Audience**
- Connecting **Google Ads to WordPress using Google Tag Manager**
- Creating a **Remarketing Campaign (Display or Video Network)**

#### 1. Remarketing Audience?

A remarketing audience is a group of users who have previously visited your website or interacted with your app but did not complete a desired action (purchase, sign-up, etc.).

**Examples of Remarketing Audiences:** Website Visitors, Past Customers.

### Step-by-Step Guide: Creating a Remarketing Audience in Google Ads Access Audience Manager in Google Ads

- Log in to your **Google Ads account** → Click on the **Tools & Settings** (wrench icon).
- Under **Shared Library**, select **Audience Manager**.

- Click on the blue **"+" (plus) button** → Select **Website Visitors**.

## Define Your Audience Segment

- **Segment Name** → Give your audience a clear name (e.g., “REM - 7pm”).

The screenshot shows the Google Ads Audience Management interface. The browser address bar displays the URL: ads.google.com/aw/audiences/management/create?ocid=6704594801&templateType=website&euid=1216565275&\_u=7822793475&uscid=6704594801&\_c=7777291049&authuser=0&subid=in-en... The page title is 'All campaigns'. The search bar contains 'Search for a page or campaign'. The user's profile information is '737-559-1133 Divya Google A... digitaldivyathota@gmail.com'. The form has four main sections:
 

- Segment name:** A text input field containing 'REM - 7PM'.
- Customer type:** A section with the heading 'Add customer types (optional)'. Below it is a text input field labeled 'Select customer type'.
- Segment members:** A section with the heading 'Select the type of visitors from which you'd like to create a segment'. A dropdown menu is set to 'Visitors of web pages'.
- Actions:** A section with the heading 'Include people who have taken the following actions'. It contains a table with one row:
 

Action	Time
Web page visit	in the past 30 days

- **Segment Members** → Choose who should be included in this remarketing audience:
  - **Visitors of a page** (e.g., people who viewed a product or service page).
  - **Visitors of a page who also visited another page** (e.g., added to cart but didn't complete purchase).
  - **Visitors of a page who did not visit another page** (e.g., visited homepage but never checked out).
  - **Visitors of a page during specific dates** (seasonal promotions).
  - **Visitors of a page with specific tags** (advanced tracking).

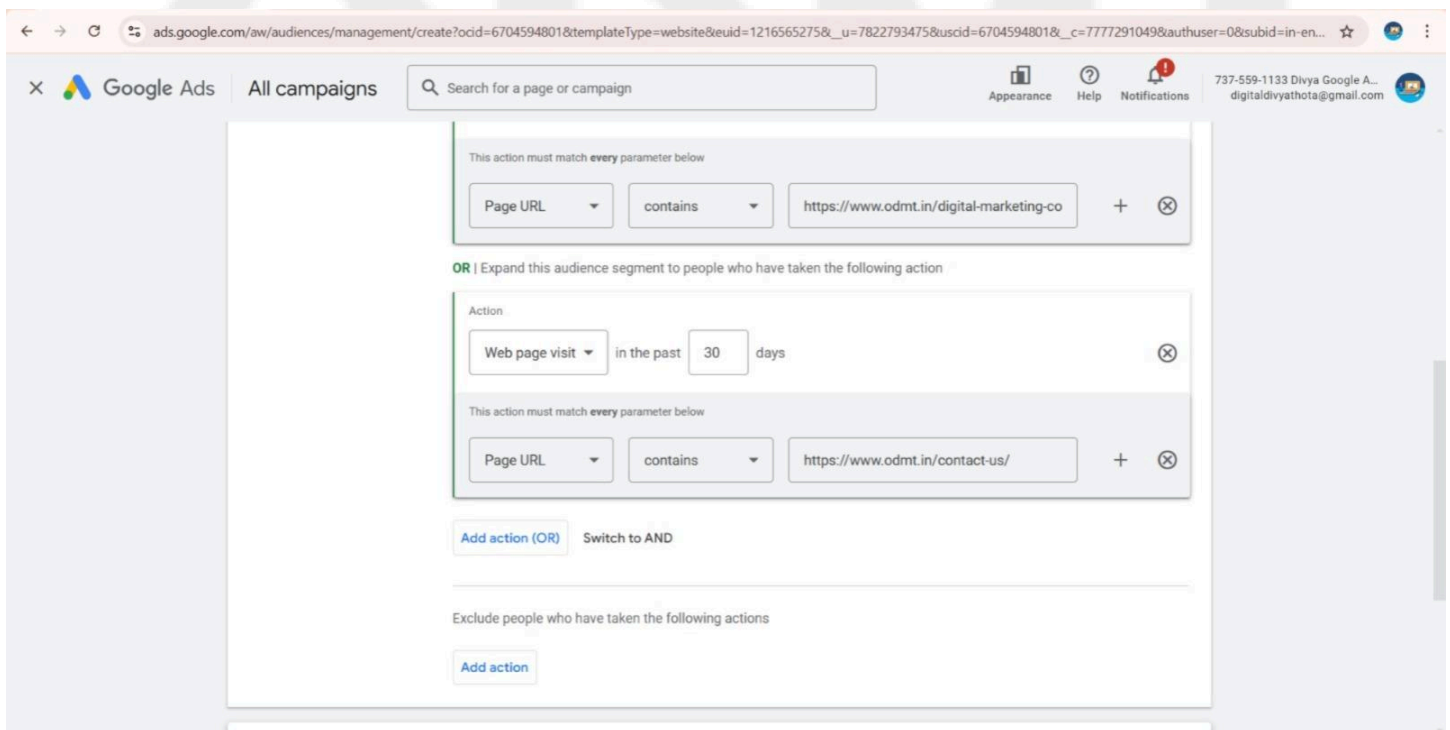
## Set Audience Rules & Filters

### Refine Actions (Page URL Contains):

- Click **“Actions (Refine Actions)”**
- Select **Page URL** → **Contains** → Enter the page URL (e.g., [example.com/cart](https://example.com/cart)).
- Use **“AND”** or **“OR”** conditions if you need to combine multiple pages.
- Example:
  - **Cart Page:** [example.com/cart](https://example.com/cart)
  - **Checkout Page (Exclusion):** [example.com/thank-you](https://example.com/thank-you)
  - This means users who **visited the cart but didn’t reach the thank-you page** will be targeted.

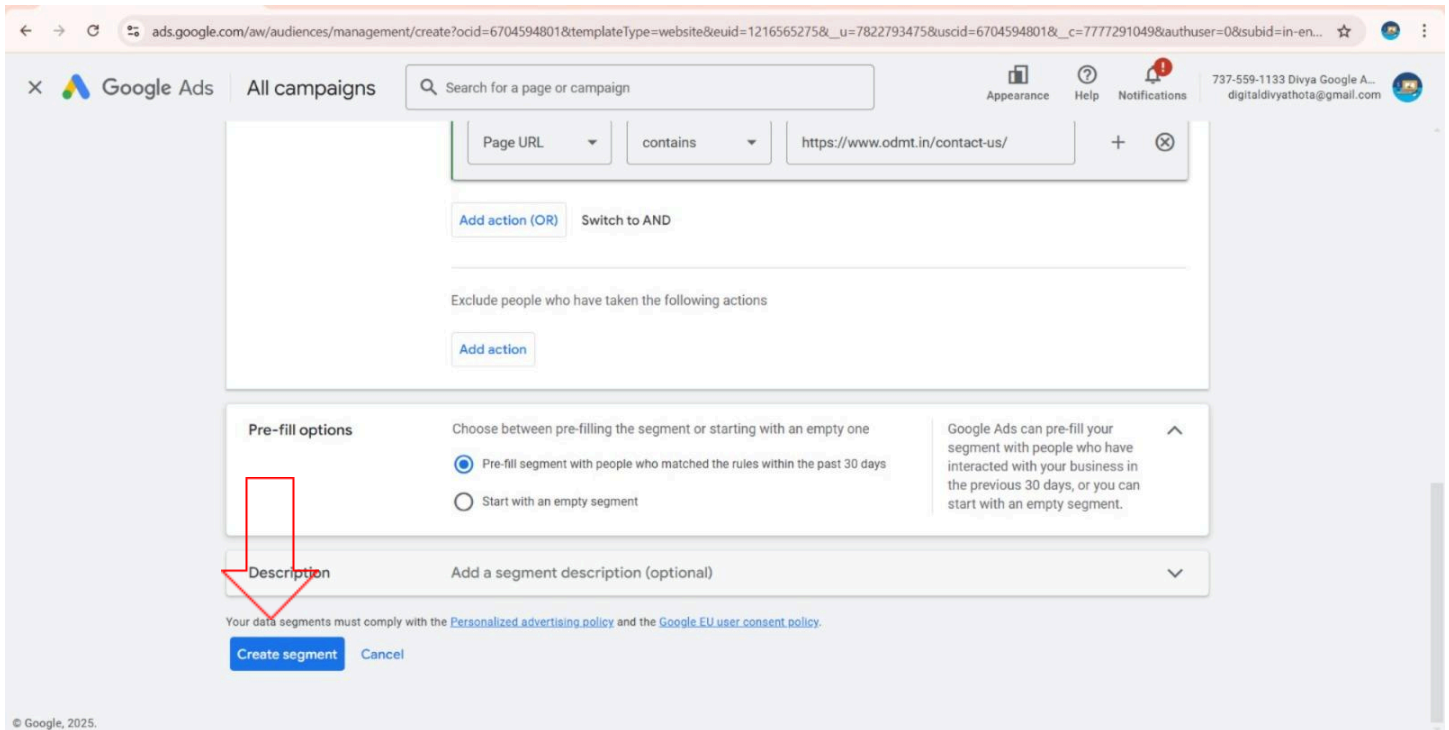
### Prefill Options:

- Choose **“Include past visitors from the last 30 days”** (or adjust to 60/90/180 days based on business needs).
- If you’re setting up a **new remarketing list**, select **“Start collecting visitors from now”**.



### Create & Save the Segment

- Click **Create Segment** to save.
- Your remarketing audience will now start collecting data.

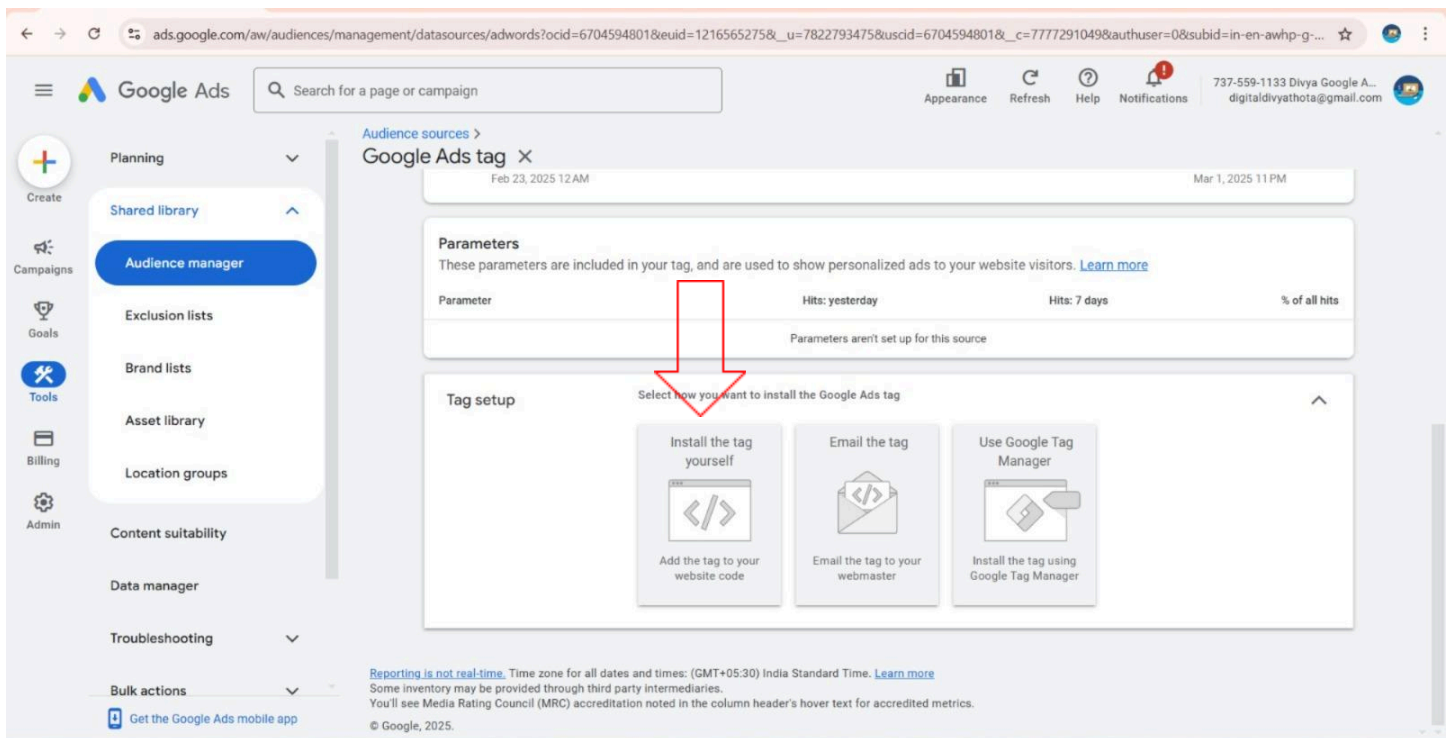


## 2. Connect Google Ads to WordPress using Google Tag Manager Step-by-Step Guide: Connecting Google Ads to a WordPress Website Using Google Tag

To track website visitors and set up remarketing audiences in Google Ads, you need to install the Google Ads Tag on your WordPress site. Follow these practical steps:

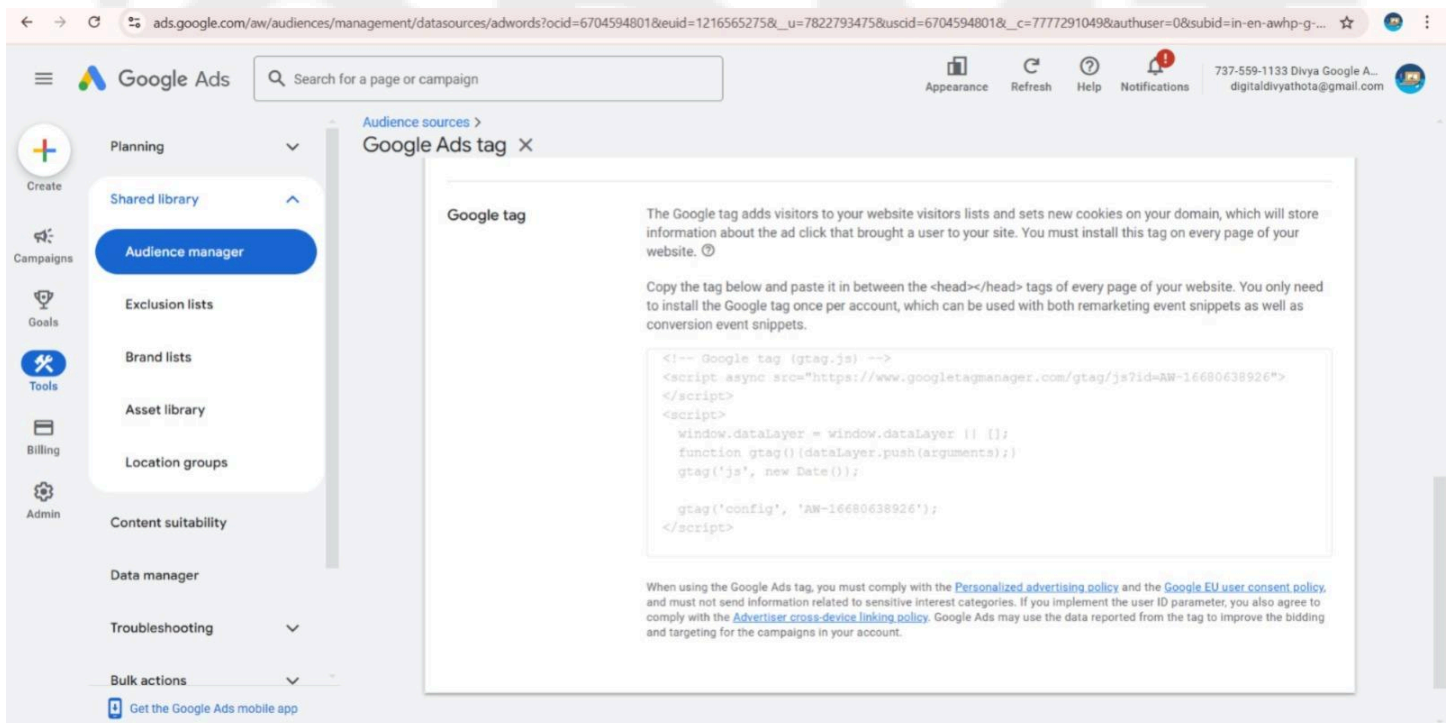
### Access Google Ads Tag in Audience Manager

1. **Log in to Google Ads** → Click the **Tools & Settings**.
2. Under **Shared Library**, select **Audience Manager**.
3. Click on **Your Data Sources** .
4. Find **Google Ads Tag** and click **Details**.
5. Under **Tag Setup**, select **Install the Tag Yourself**.



## Add the Tag Manually to WordPress

### Copy the Global Site Tag from Google Ads.



In WordPress, go to Appearance → Theme File Editor.  
 Open header.php and paste the tag inside the <head> section.  
 Click Update File to save changes.

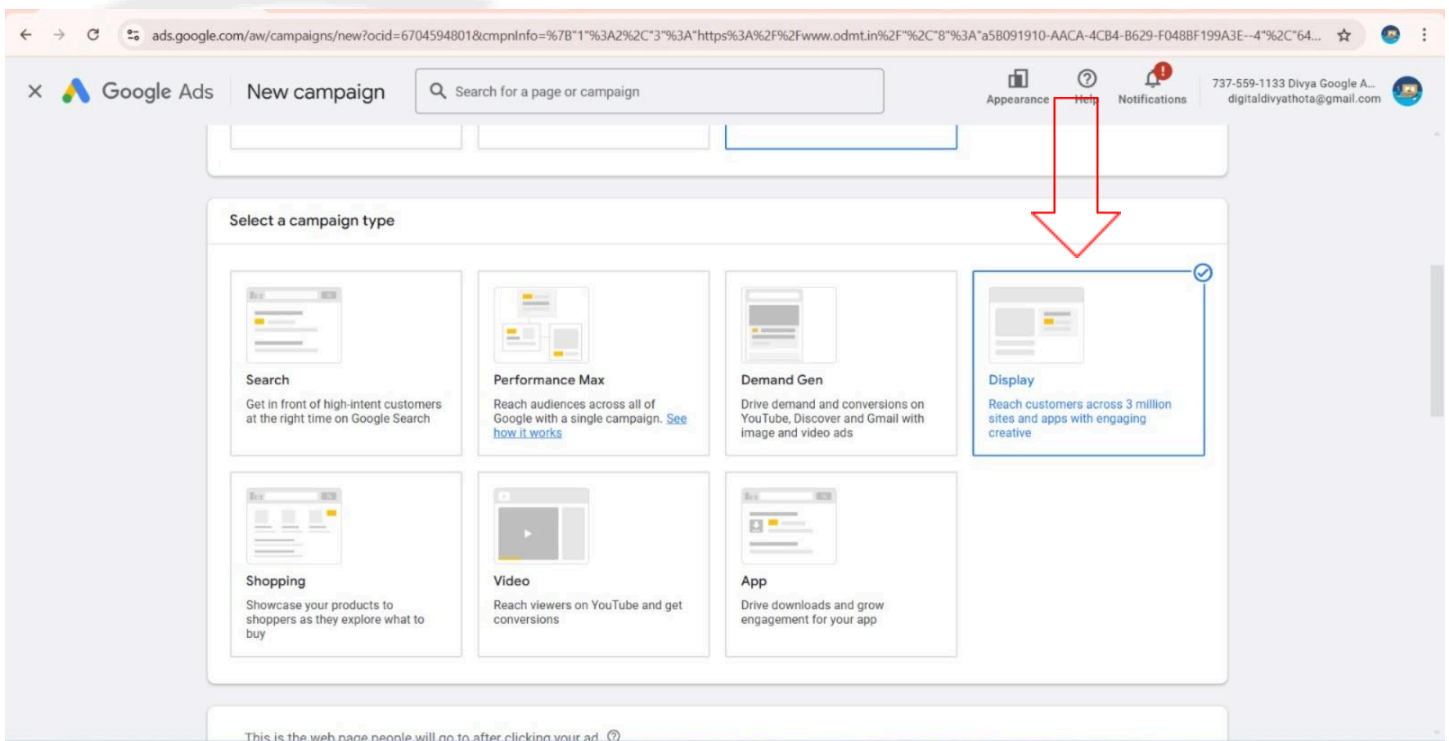
## Verify & Test the Google Ads Tag

- Go back to **Google Ads** → **Audience Manager** → **Your Data Sources**.
- Check the **Google Ads Tag Status** (it may take a few hours to update).

## 3. Create a Remarketing Campaign (Display or Video Network)

### Set Up a New Remarketing Campaign

- Go to Google Ads → Campaigns → New Campaign
- Choose a Goal (without goals and guidance)
- Select Display Network (for banner ads) or Video Network (for YouTube ads)



- Choose Standard Display Campaign or Standard Video Campaign
- Enter your website URL and set a daily budget.

### Select Your Remarketing Audience

- In the Audience Segment section, click on Browse → How they have interacted with your business

The screenshot shows the 'Audience Segments' panel in Google Ads. The 'Browse' tab is selected, displaying a list of audience categories. A red arrow points to the 'How they have interacted with your business (Your data segments)' category. The 'None selected' status is shown on the right. The 'Weekly estimates' panel on the right shows 'Available impressions' as 10B+ and 'Your estimated performance' with a daily budget of ₹1,000.00 and a bid of ₹100.00.

- Select Website Visitors (or use a custom audience segment).

The screenshot shows the 'Audience Segments' panel in Google Ads. The 'Browse' tab is selected, displaying a list of audience categories. A red arrow points to the 'Website visitors' category under 'How they have interacted with your business'. The '1 selected' status is shown on the right. The 'Weekly estimates' panel on the right shows 'Estimates aren't currently available'.

- Choose your remarketing list (e.g., "Visitors in the Last 30 Days").

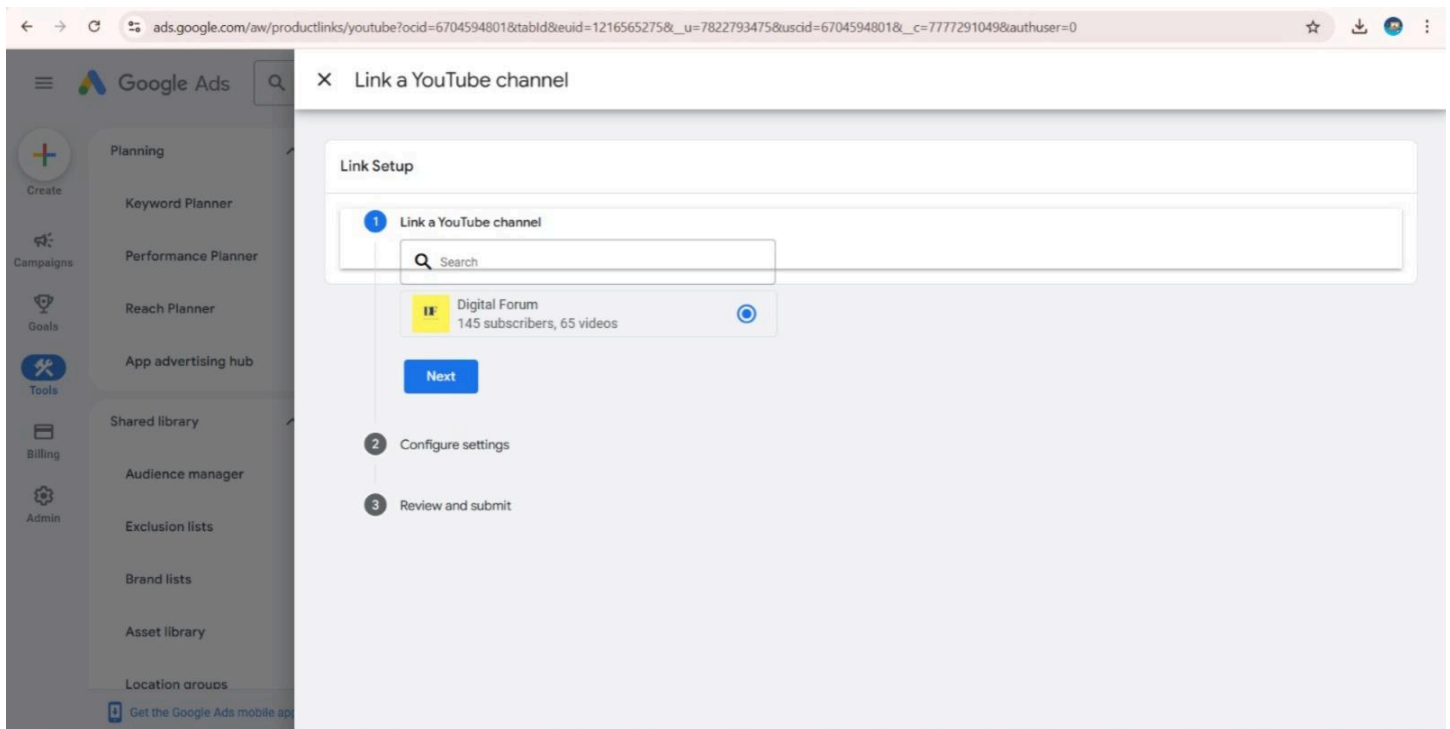
## Set Up Ad Creatives

## For Display Ads:

- Upload banner ads.
- Write engaging ad copy and include a CTA

## For Video Ads:

- Upload a YouTube video ad and select targeting options.



- Adjust bidding strategy (Target CPA or Maximize Conversions).

## Launch the Campaign

- Review your audience, budget, and ads.
- Click Publish and start tracking conversions!

## Networks of Google Ads

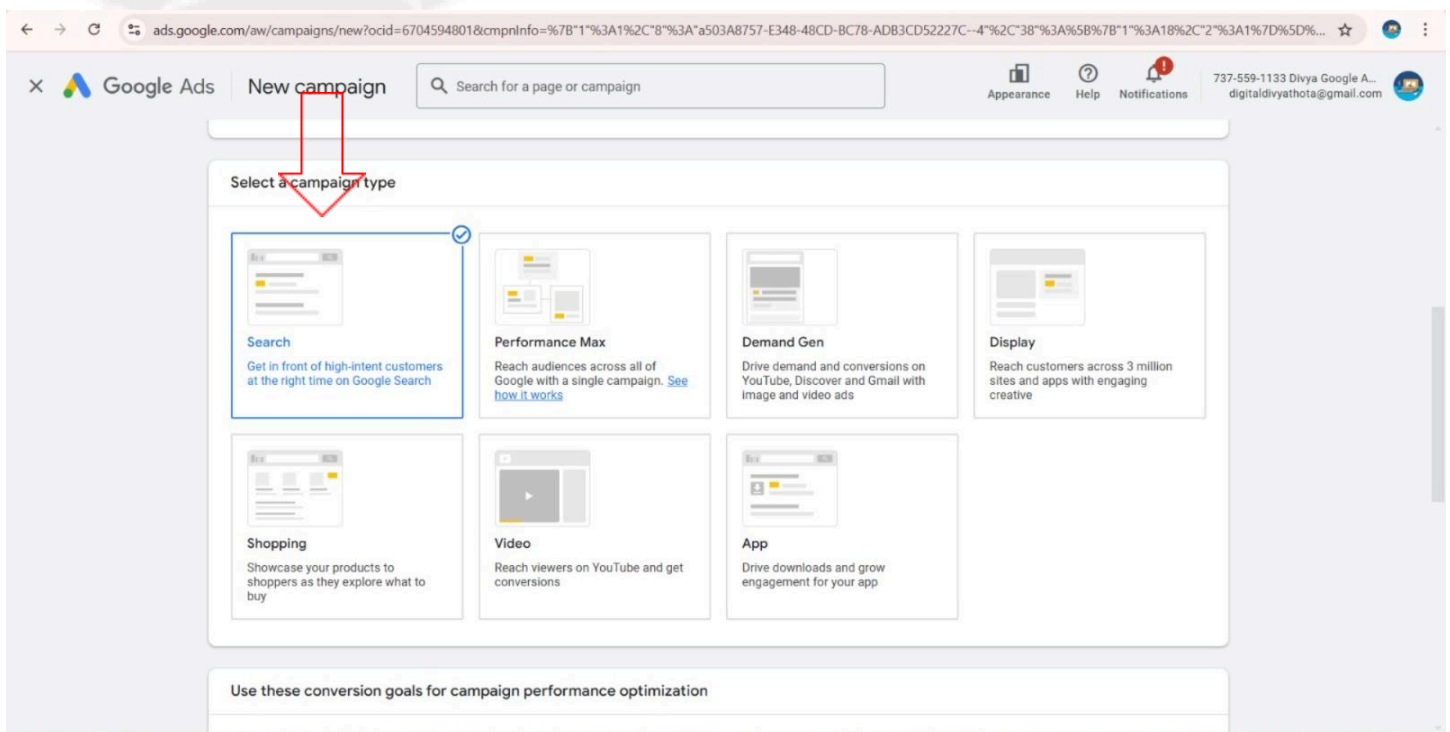
<b>NETWORK</b>	<b>TYPE</b>	<b>BIDDING</b>	<b>WHERE AD APPEARS</b>	<b>TARGETING</b>
SEARCH	TEXT	CPC	SERP	KEYWORDS, LOCATION
DISPLAY	IMAGE/VIDEO	CPM	GDPW/APPS/ YOUTUBE	AGE,GENDER,L OCATION, TOPIC, AFFINITY, KEYWORDS, PLACEMENTS
VIDEO	VIDEOS	CPV/CPM	YOUTUBE	AGE,GENDER,L OCATION, TOPICS, AFFINITY, PLACEMENTS
APP	IMAGE/TEXT	CPI	SERP, PLAYSTORE, GDPW, YOUTUBE	LOCATION
SHOPPING	TEXT/IMAGE/ VIDEO	CPC/CPA	SERP	FEED/ LOCATION

# Advanced Search Network Campaign in Google Ads

An **Advanced Search Network Campaign** in Google Ads allows you to target users actively searching for your products or services using highly optimized keywords, audience targeting, ad extensions, and bidding strategies.

## Create a New Search Campaign:

- Log in to Google Ads ([ads.google.com](https://ads.google.com))
- Click on **Campaigns** → **+ New Campaign**
- Choose a **Goal** (Create a campaign without guidance)
- Select **Search Network**

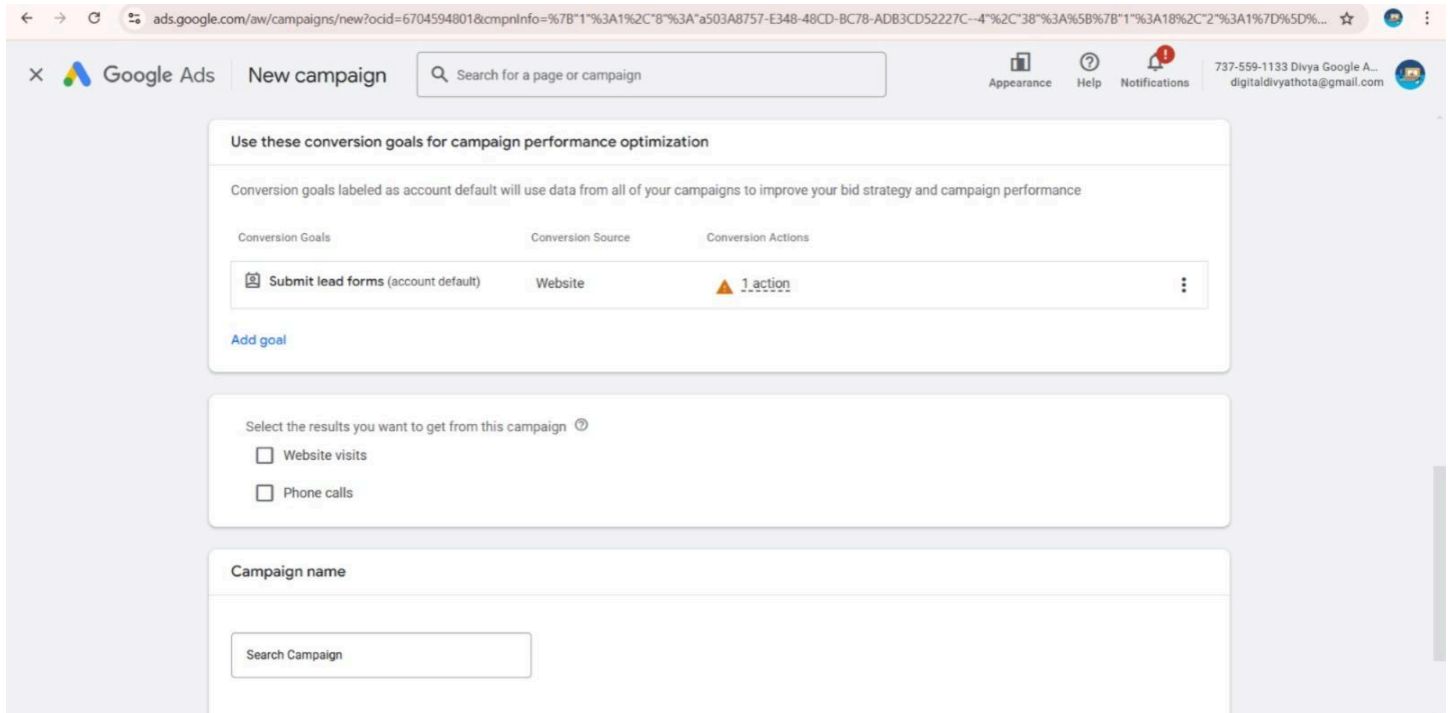


- Enter your **Website URL** (if applicable)
- Click **Continue**

## Configure Campaign Settings:

### Define Campaign Name & Networks

- Name your campaign
- **Uncheck "Include Display Network"** to focus only on Search



### Set Locations & Languages

- Select the **geographic locations** you want to target (country, city, or custom radius)
- Choose the **language** your customers speak

**Advanced Tip:** Click on Location Options → Select Presence: People in or regularly in your targeted locations to avoid irrelevant clicks.

The screenshot shows the 'Locations' configuration in Google Ads. Under 'Select locations for this campaign', the 'Enter another location' radio button is selected. A text box contains 'Hyderabad, Telangana, India district' with a 'Reach' of 7,170,000. Below this, the 'Location options' section has 'Presence: People in or regularly in your included locations' selected. The left sidebar shows 'Campaign settings' with 'Locations' highlighted. The right sidebar shows 'Your estimated performance is shown after you've entered' and 'Keywords'.

## Set Budget & Bidding Strategy

Enter your **daily budget**

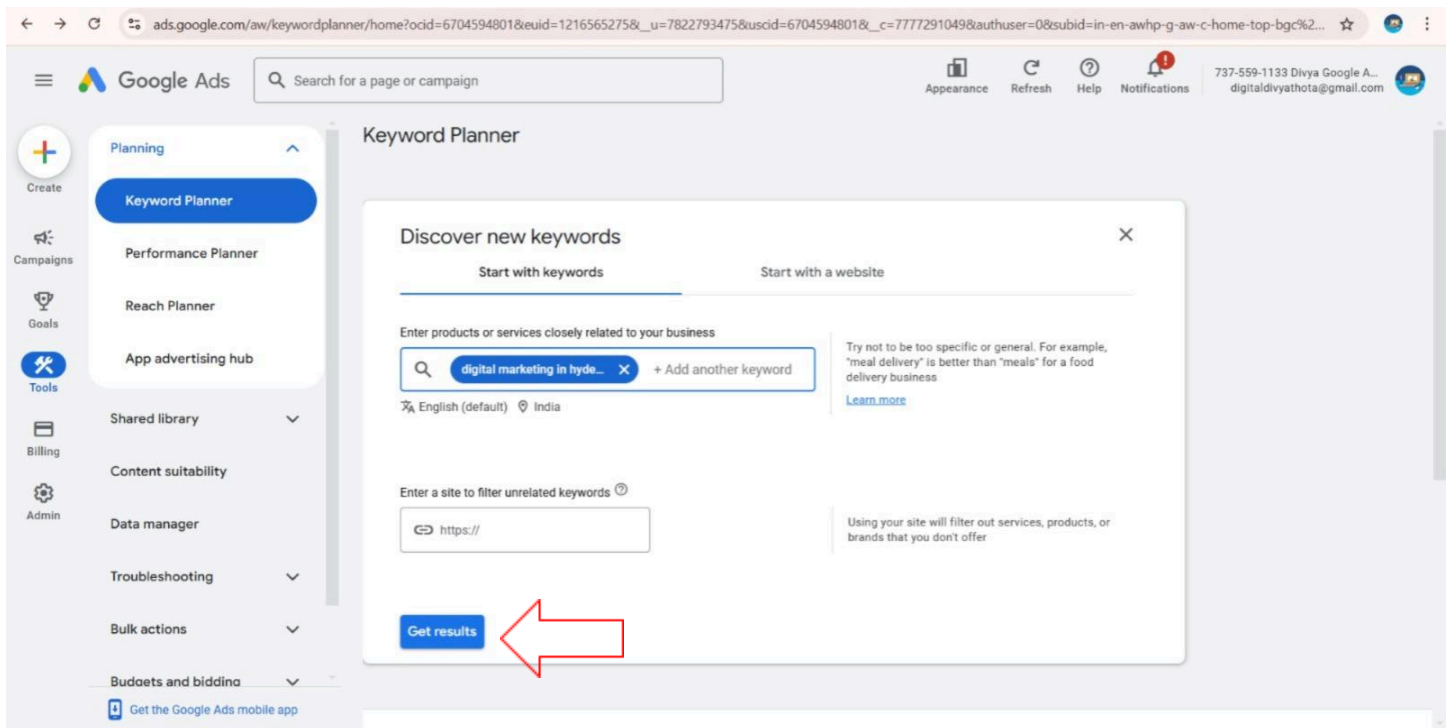
Choose a **bidding strategy: Clicks ,Maximum CPC**

The screenshot shows the 'Bidding' configuration in Google Ads. Under 'What do you want to focus on?', 'Clicks' is selected. The checkbox 'Set a maximum cost per click bid limit' is checked, and the 'Maximum CPC bid limit' is set to ₹100. Below this, the 'Customer acquisition' section has 'Bid for new customers only' selected. The left sidebar shows 'Bidding' highlighted. The right sidebar shows 'Your estimated performance is shown after you've entered' and 'Keywords'.

## Set Up Your Ad Group & Keywords

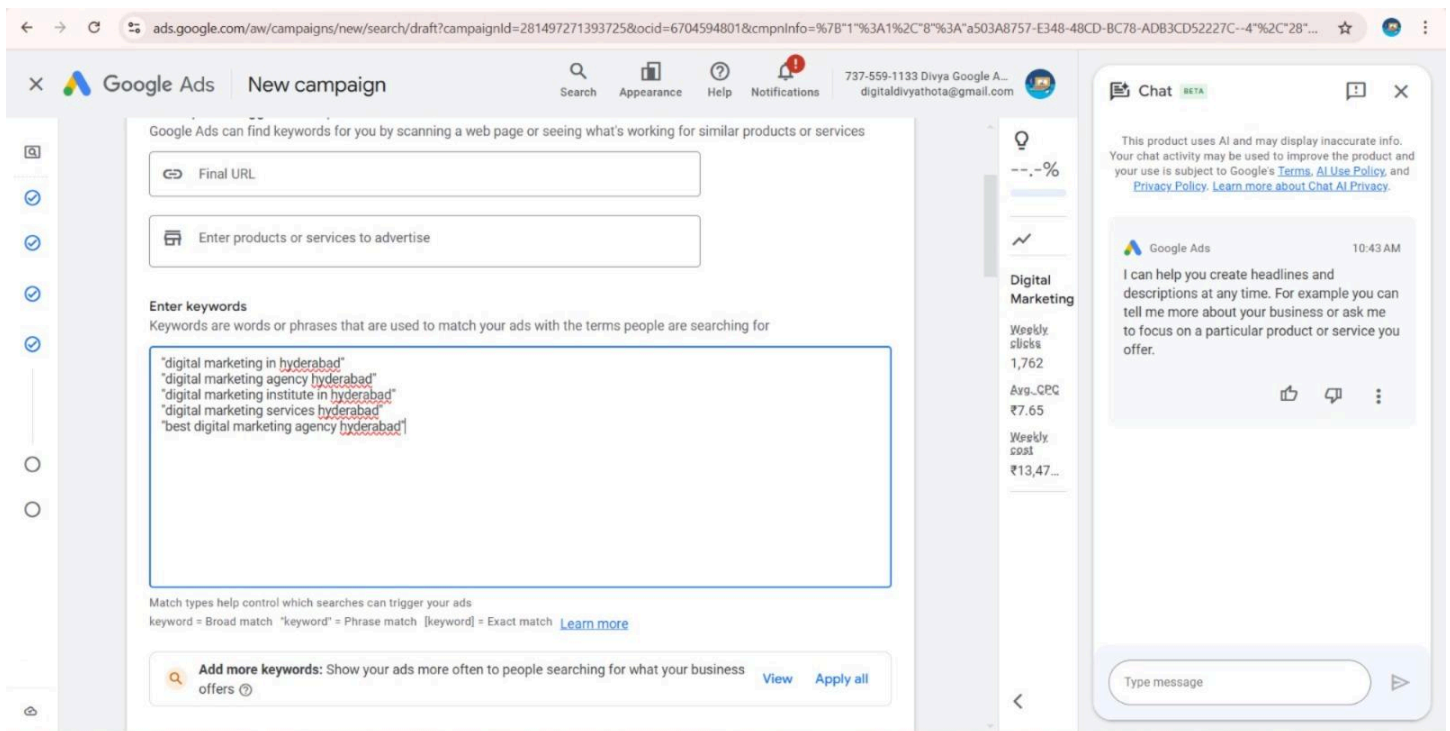
### Add Targeted Keywords

Use **Google Keyword Planner** to find relevant, high-intent keywords.



### Match Types Best Practices:

- **Exact Match** → [Digital Marketing]
- **Phrase Match** → "Digital Marketing"



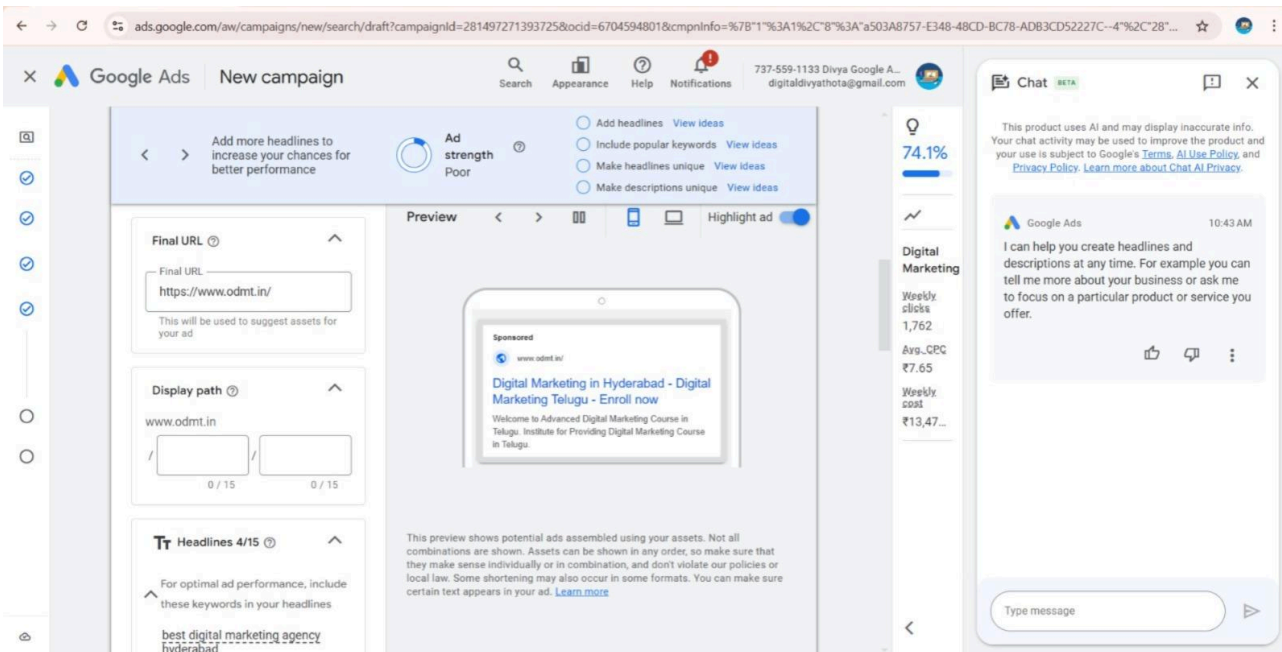
**Advanced Tip: Add Negative Keywords** (e.g., free, what) to avoid unqualified clicks.

## Create Highly Optimized Ads

Enter **3-5 Headlines** (e.g., "Enroll for Free Demo")

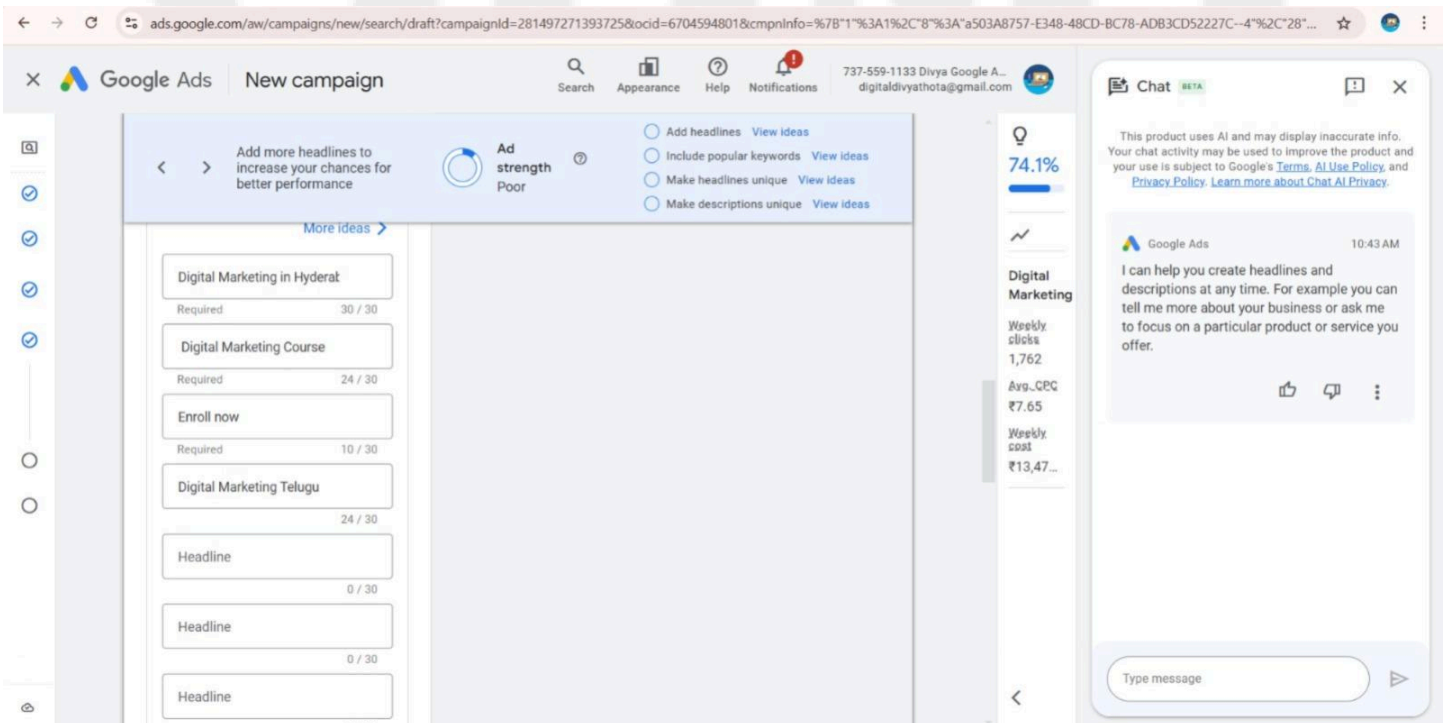
Add **2 Descriptions** (e.g., "Welcome to Advanced Digital Marketing Course in Telugu")

Use a **Final URL** (landing page where users will land)



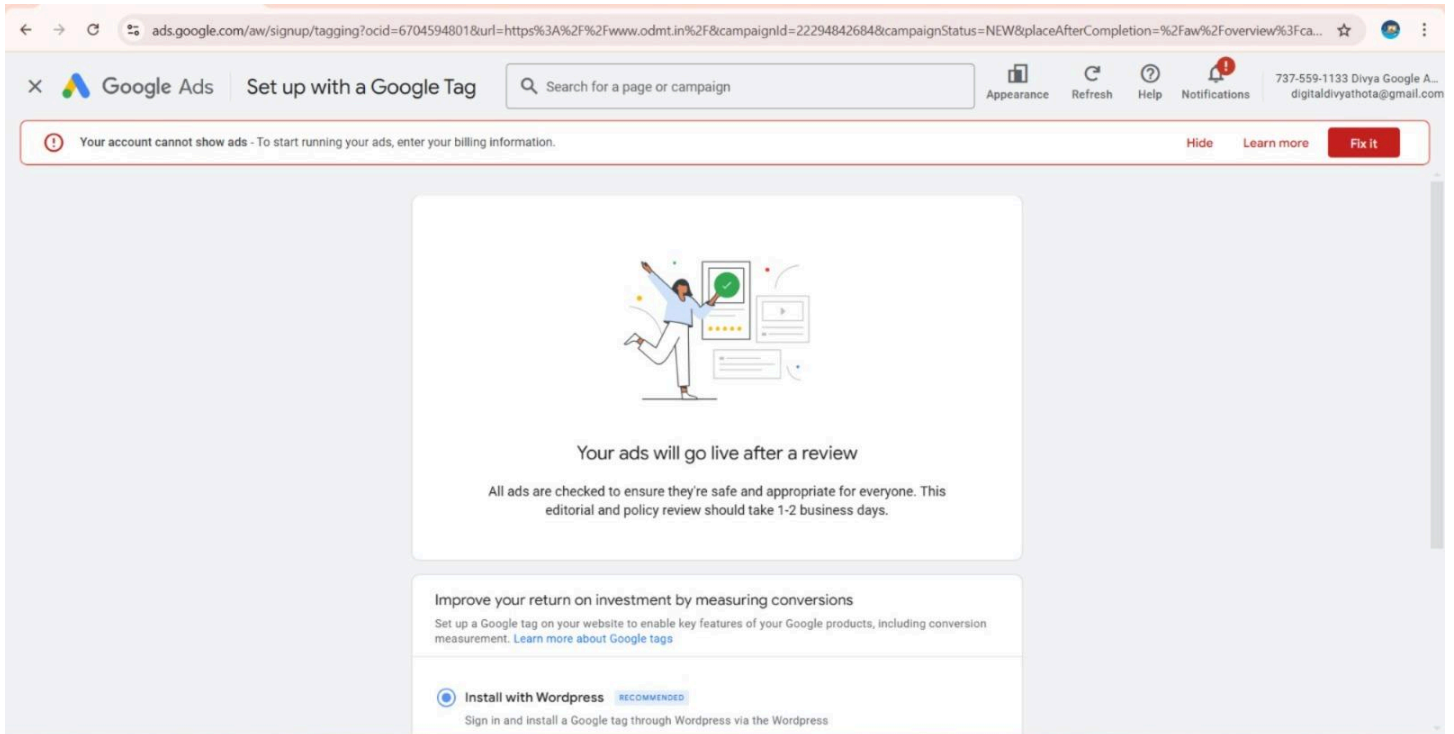
## Add Ad Extensions

- Sitelink Extensions
- Callout Extensions
- Structured Snippets
- Call Extensions



## Review & Launch Your Campaign

- **Double-check settings, keywords, and ads**
- Click **Publish** to launch your campaign
- Monitor performance in **Google Ads** → **Reports** → **Search Terms**



## Display Network Campaign in Google Ads

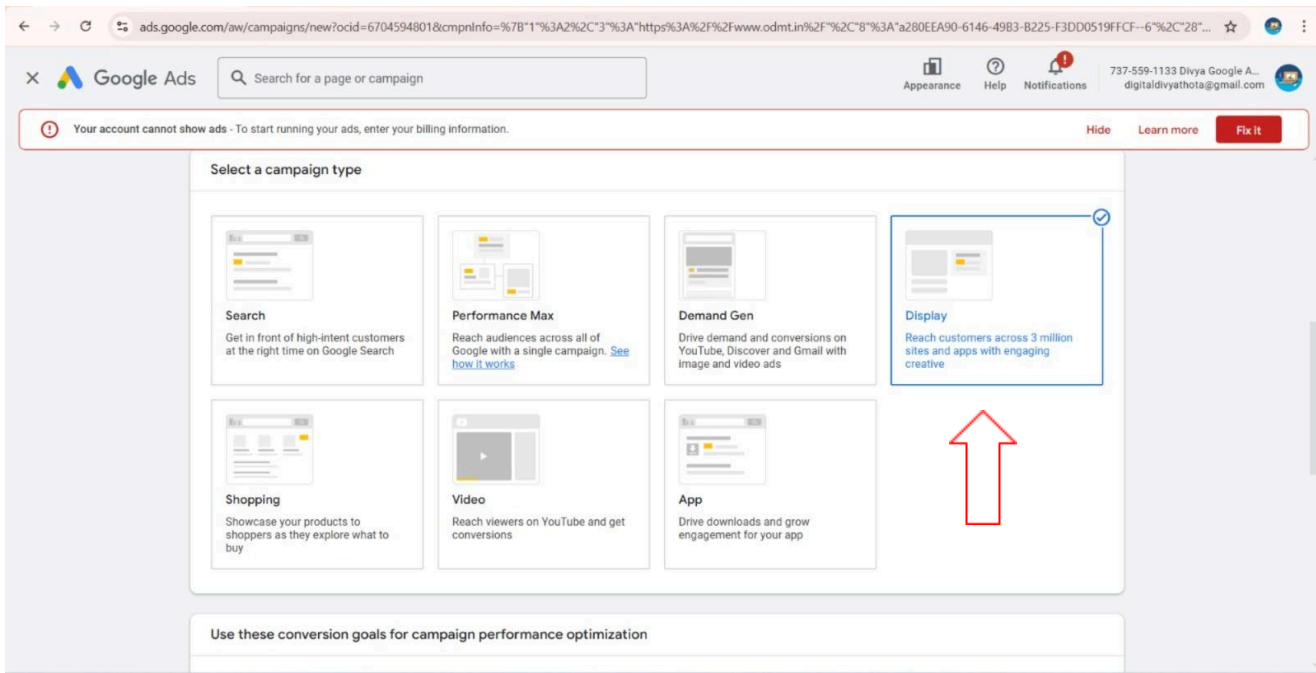
### Create a New Display Campaign:

#### Click on Campaigns → + New Campaign:

- Choose **Create a Campaign without guidance** (this option lets you customize your campaign fully).

#### Select Display Network:

- Choose the **Display Network** option to focus on visual ad placements across websites, apps, and Google Display Network.



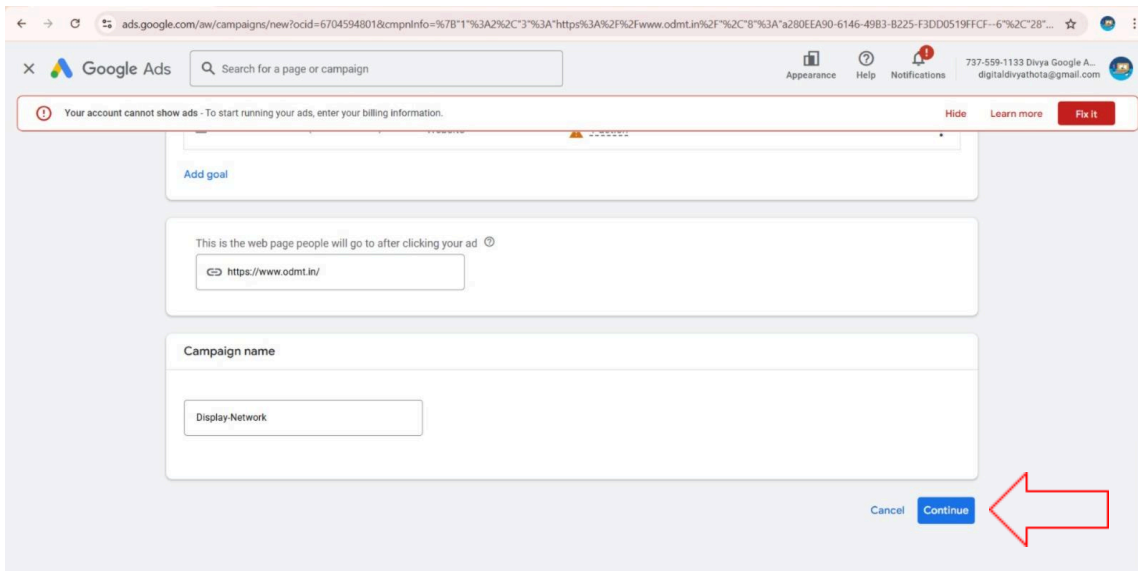
## Enter Your Website URL:

- Provide your website URL if applicable.
- Click **Continue**.

## Configure Campaign Settings:

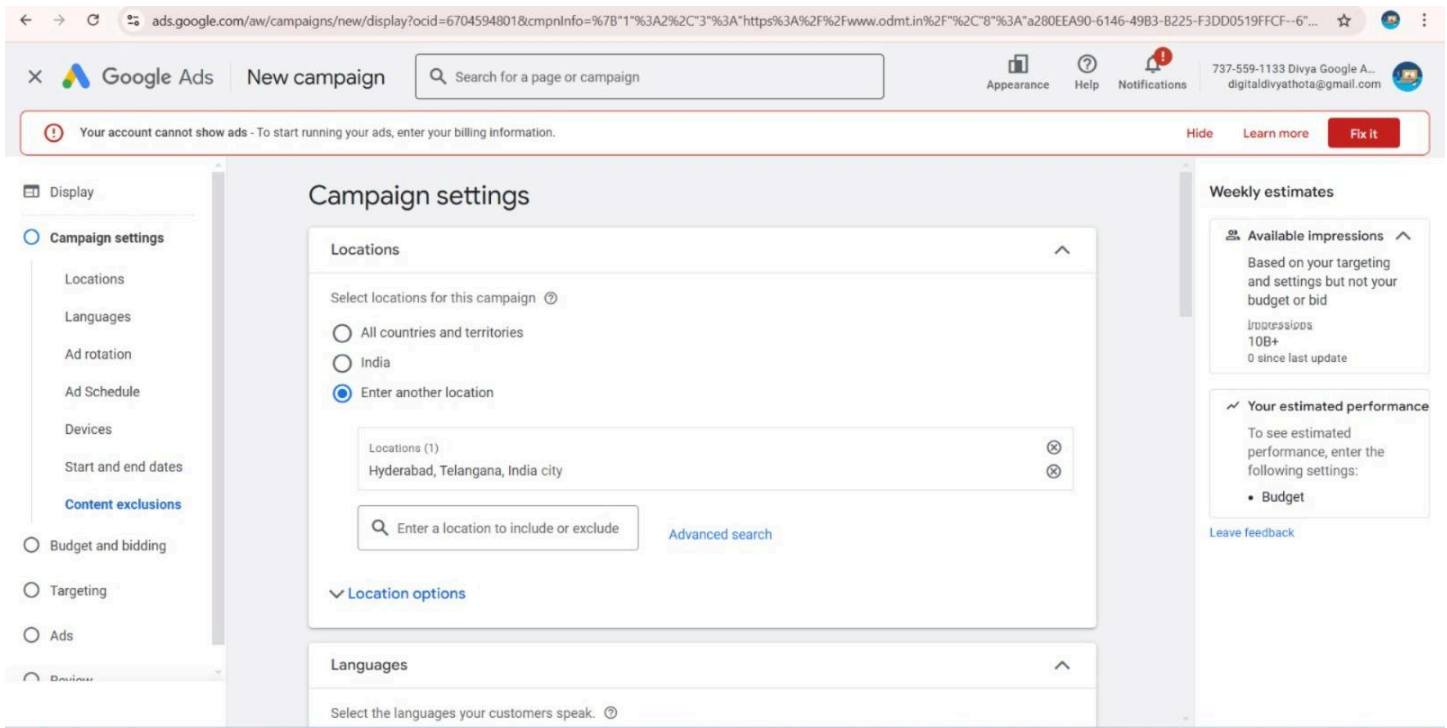
### Define Campaign Name & Networks:

Name your campaign.



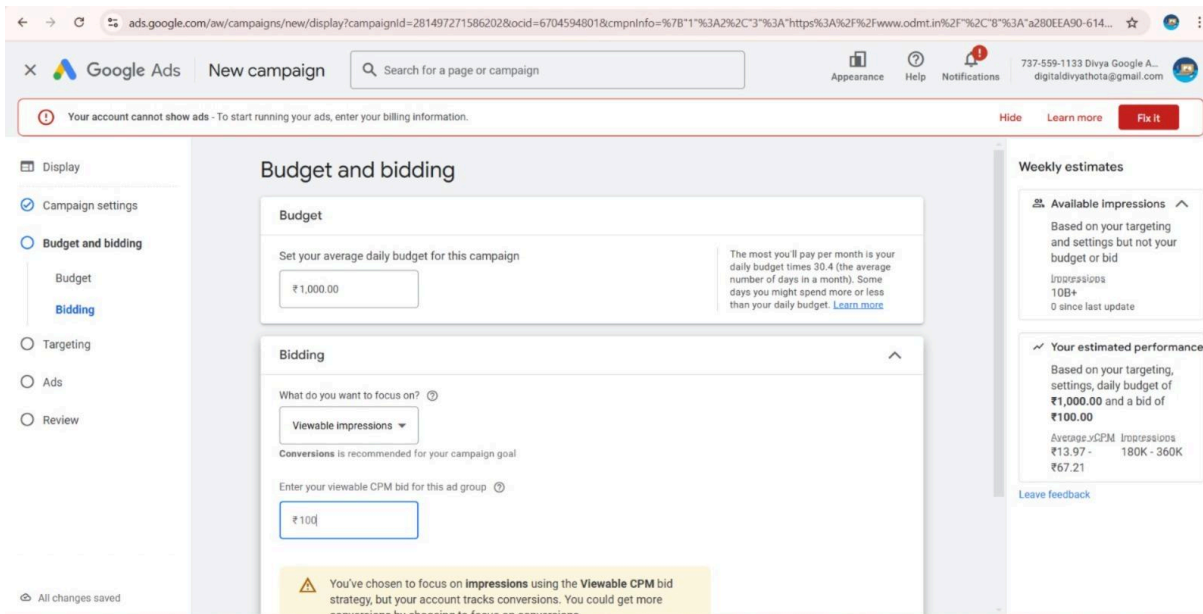
## Set Locations & Languages:

- **Target Locations:** Choose the geographic regions (country, city, or custom radius).
- **Target Languages:** Select the language your audience speaks.
- **Advanced Tip:** Click on **Location Options** → **Presence** to target people who are in or regularly in your locations. This helps avoid irrelevant clicks.



## Set Budget & Bidding Strategy:

- **Set Daily Budget:** Determine how much you're willing to spend each day.
- **Choose a Bidding Strategy:**
  - *Viewable impressions*



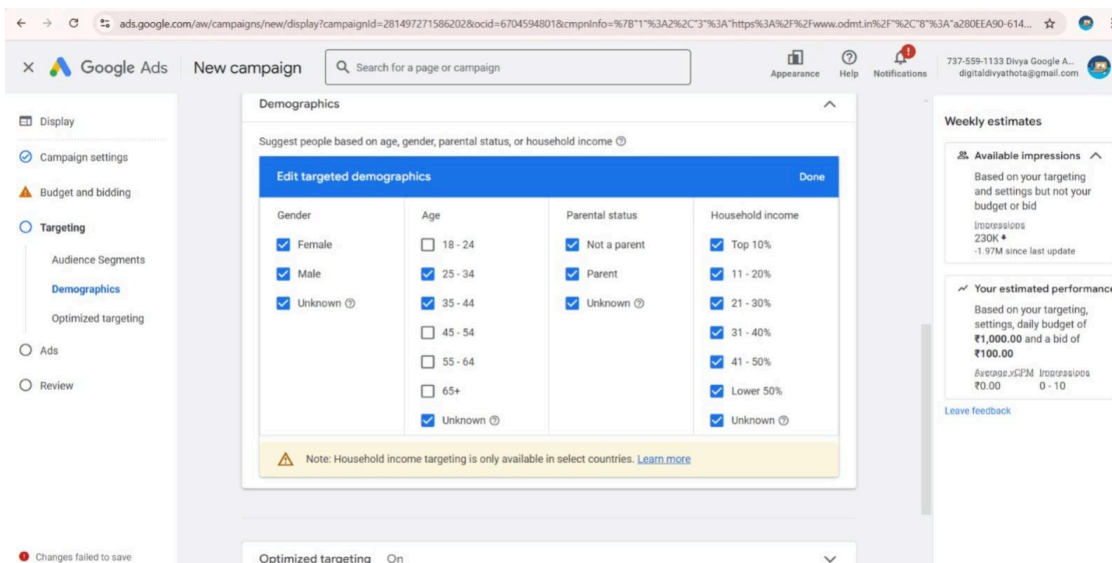
## Set Up Your Ad Group & Targeting:

### Define Your Ad Group:

- Name your ad group and set targeting criteria.

### Target Audience & Placements:

- Choose how you want to target your audience:
  - *Demographic Targeting:* Age, gender, parental status, etc.



- **Audience Targeting:** Interest-based, affinity, in-market segments.
- **Placements:** Choose specific websites or apps where you want your ads to appear.

The screenshot shows the Google Ads 'New campaign' setup page. The 'Placements' section is selected in the left sidebar. A dialog box titled 'Edit targeted placements' is open, showing a list of websites with checkboxes. Two websites, 'cardekho.com' and 'ndtv.com', are selected. The 'Weekly estimates' panel on the right indicates that based on the targeting and settings, there are 70K available impressions and an estimated performance of ₹1,000.00 daily budget and ₹100.00 average CPC.

- **Advanced Tip:** You can use **Topic Targeting** to display ads on pages related to specific subjects.

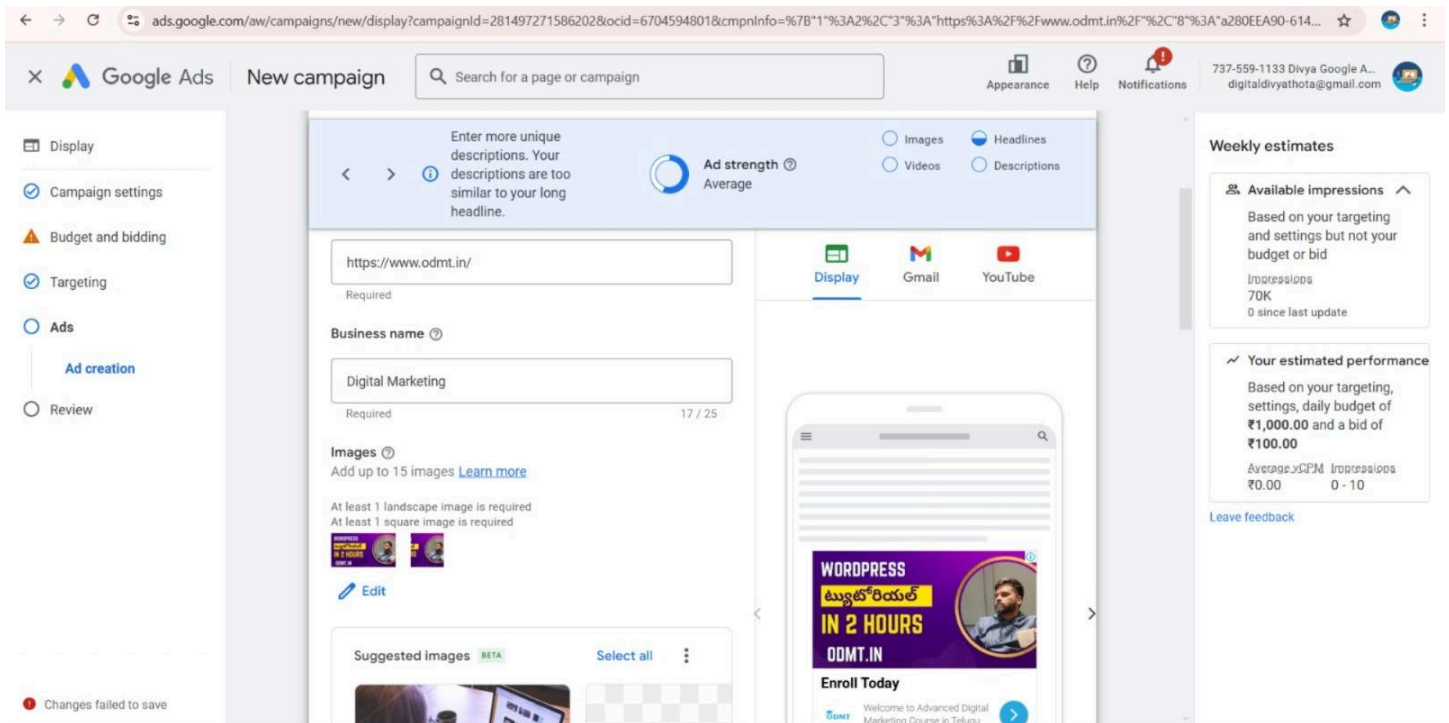
The screenshot shows the Google Ads 'New campaign' setup page. The 'Audience Segments' section is selected in the left sidebar. A dialog box titled 'Edit targeted segments' is open, showing a list of audience segments with checkboxes. One segment, 'Current College Students', is selected. The 'Weekly estimates' panel on the right indicates that based on the targeting and settings, there are 2.2M available impressions and an estimated performance of ₹1,000.00 daily budget and ₹0.00 average CPC.

## Create and Upload Ads:

- **Responsive Display Ads:** Add multiple images, logos, and headlines, and Google will automatically create the best-performing ad combinations.
  - **Headlines:** Up to 5 headlines (e.g., "24/7 support").

The screenshot shows the Google Ads 'New campaign' interface. The main area is titled 'Ad creation' and features a 'Headlines' section. A warning message states: 'Enter more unique descriptions. Your descriptions are too similar to your long headline.' Below this, there are four headline input fields: 'Job Assistance' (14 / 30), 'Digital Marketing Telugu' (24 / 30), 'Enroll Today' (12 / 30), and 'Headline' (0 / 30). A 'Long headline' field contains the text 'Welcome to Advanced Digital Marketing Course in Telugu'. On the right, there are 'Weekly estimates' and 'Your estimated performance' sections. The 'Weekly estimates' section shows 'Available impressions' of 70K. The 'Your estimated performance' section shows a daily budget of ₹1,000.00 and an average eCPM of ₹0.00 with 0-10 impressions.

- **Descriptions:** Up to 5 descriptions (e.g., "Institute for Providing Digital Marketing Course in Telugu. Get Trained by Industry Experts").
- **Images & Logos:** Upload visually appealing assets (ensure images are high-quality and optimized for display).
- **Final URL:** Enter the landing page where users will land after clicking the ad.



## Ad Formats:

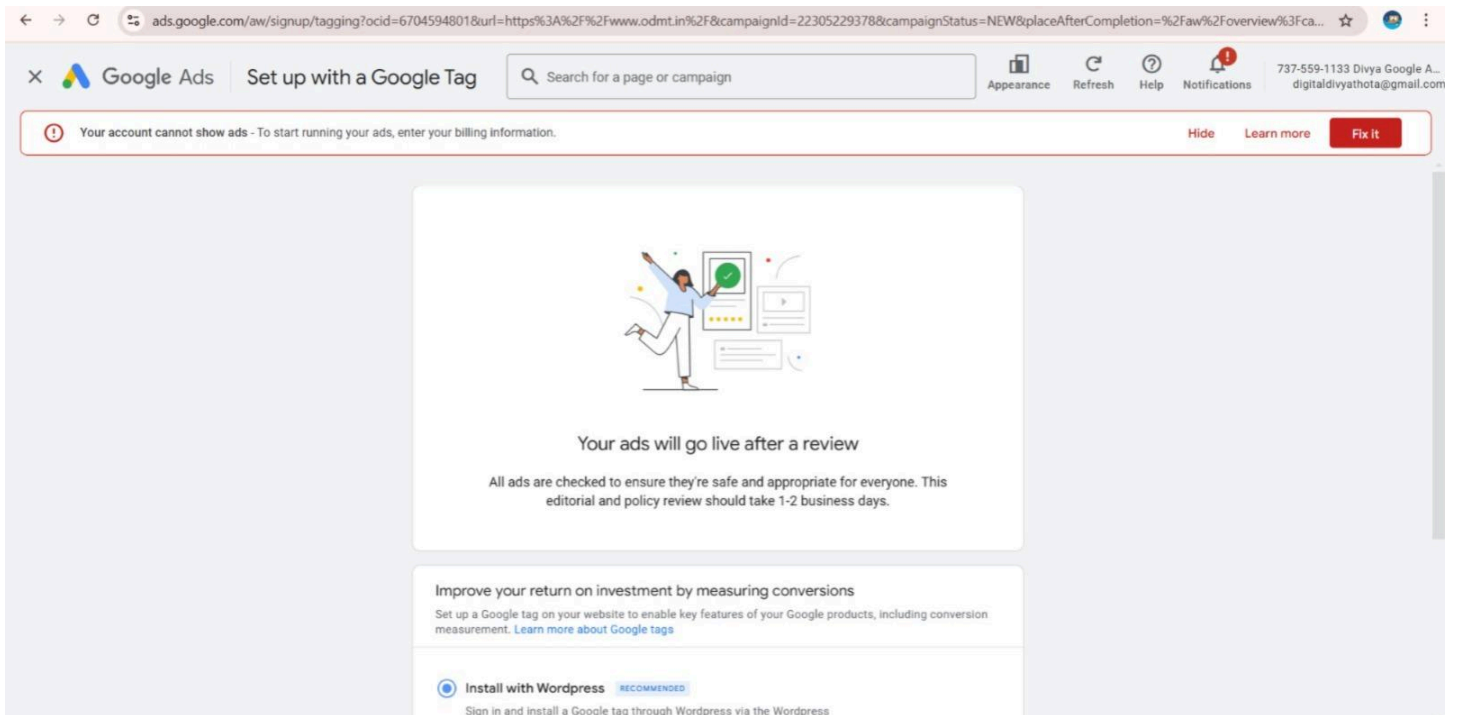
- **Static Image Ads:** Upload ready-to-use image banners.

## Add Ad Extensions (Optional):

- **Sitelink Extensions:** Links to specific pages on your website.
- **Callout Extensions:** Highlight additional benefits or offers.
- **Structured Snippets:** Provide more detailed information about your offerings.
- **Call Extensions:** Add phone numbers for direct calls.

## Review & Launch Your Campaign:

- **Double-Check Campaign Settings:**
  - Review your targeting, budget, and ads to ensure everything is set up correctly.
- **Launch Campaign:**
  - Once satisfied, click **Publish** to launch your Display Network campaign.



## Video Network Campaign in Google Ads

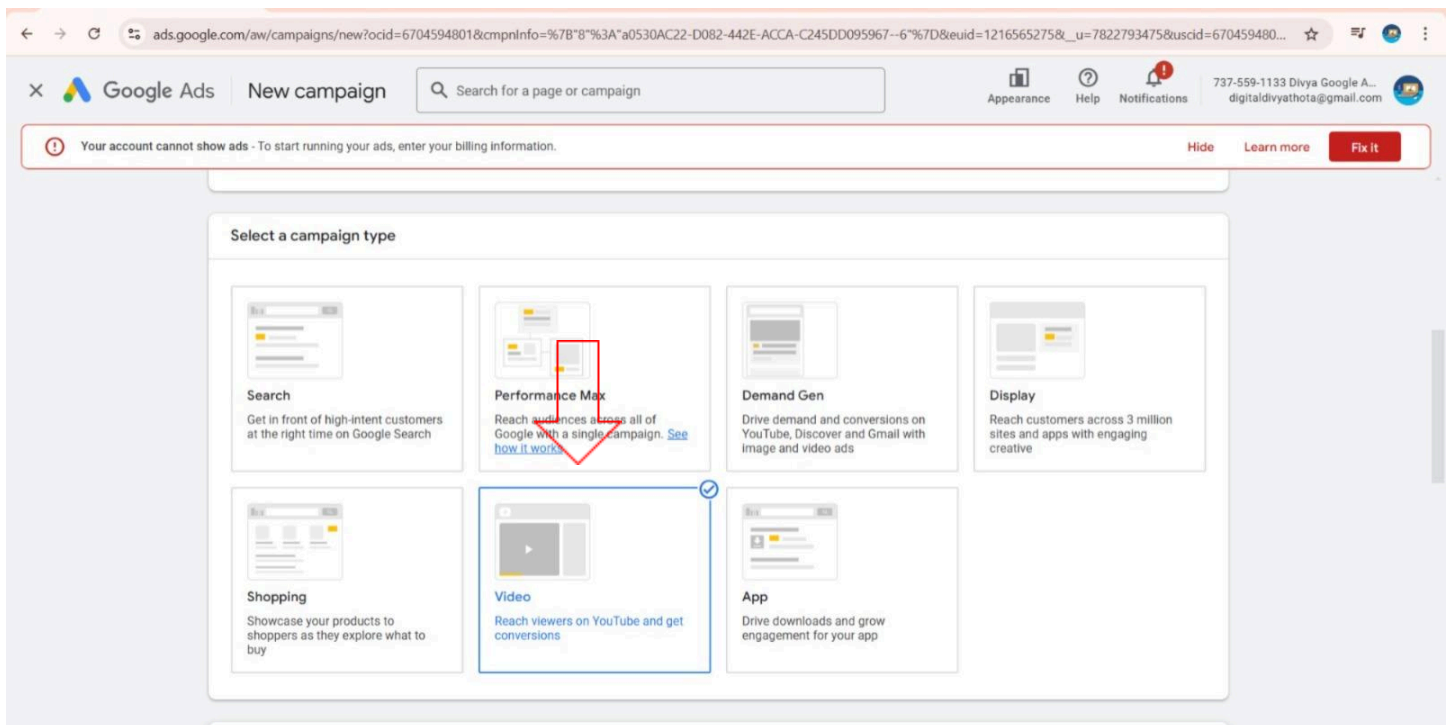
### Create a New Video Campaign:

#### Click on Campaigns → + New Campaign:

- Select **Create a Campaign without guidance** to have full control over your settings.

#### Select Video Campaign:

- Choose the **Video Campaign** type.



## Enter Your Website URL:

- If applicable, enter your website URL and click **Continue**.

## Configure Campaign Settings:

### Define Campaign Name & Networks:

- Name your campaign for easy identification.
- **Choose Networks:**
  - **YouTube Videos:** Display your video ads on YouTube.
  - **YouTube Search Results:** Show ads in search results on YouTube when users search for relevant content.
  - **Video Partners on the Display Network:** Extend your reach to video content on partner sites across the Google Display Network.

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar has 'Video' selected. The main content area is titled 'Networks' and includes sections for 'YouTube & Google', 'Google partners', and 'Locations'. Under 'YouTube & Google', 'YouTube' is checked, and 'Google TV' is unchecked. The 'Locations' section has a dropdown menu set to 'All countries and territories'. On the right, the 'Campaign estimates' panel shows 'Available impressions' of 6.5M and 'Your estimated performance' metrics: Views (1.9K - 6.9K), Impressions (6.5K - 59K), Average CPV (₹0.08 - ₹0.82), and Budget spend (95% - 100%).

The screenshot shows the 'New campaign' setup page in Google Ads, now on the 'General settings' section. The left sidebar has 'Video' selected. The main content area includes 'Type: Video campaign', 'Campaign name: Video views - 2025-03-04', and 'Multi-format ads' which is checked. Under 'Multi-format ads', 'Skippable in-stream ads', 'In-feed ads', and 'Shorts ads' are all checked. The right 'Campaign estimates' panel remains the same as in the previous screenshot.

## Set Locations & Languages:

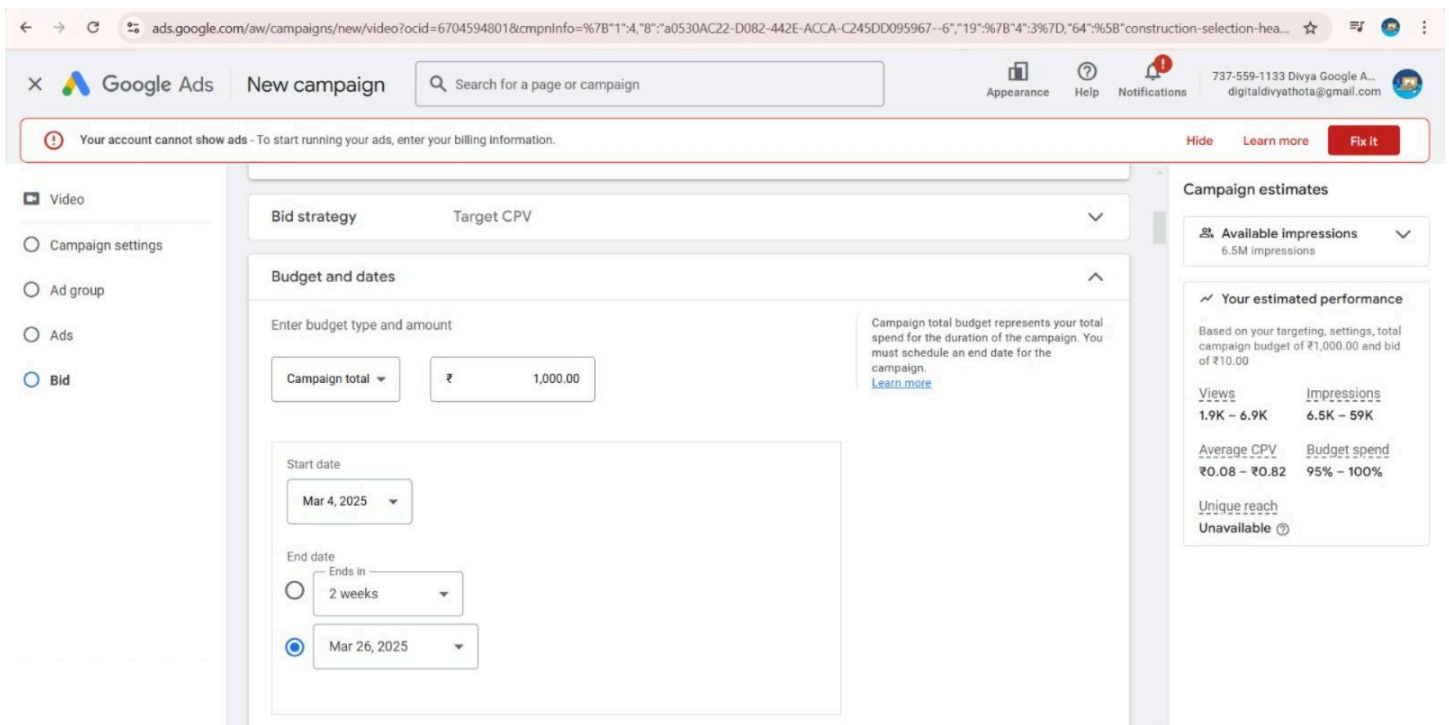
- **Target Locations:** Choose the countries, cities, or regions where your target audience resides.
- **Target Languages:** Select the language(s) your audience speaks.

- **Advanced Tip:** Click on **Location Options** → **Presence** to target people physically in or regularly present in the selected locations. This helps avoid irrelevant views.

The screenshot shows the Google Ads interface for creating a new video campaign. The 'Locations' section is expanded, showing options to select locations for the campaign. The 'Enter another location' option is selected, and a table lists the chosen location: 'Hyderabad, Telangana, India district' with a reach of 7,170,000. Below this is a search bar for including or excluding locations. The 'Languages' section is also expanded, showing 'english' selected. On the right, the 'Campaign estimates' sidebar displays 'Available impressions' as 6.5M and 'Your estimated performance' based on a ₹1,000.00 budget, showing metrics for Views (1.9K - 6.9K), Impressions (6.5K - 59K), Average CPV (₹0.08 - ₹0.82), Budget spend (95% - 100%), and Unique reach (Unavailable).

## Set Budget & Bidding Strategy:

- **Set Daily Budget:** Define the amount you are willing to spend per day on your video campaign.
- **Choose a Bidding Strategy:** *CPV (Cost per View)*: Pay for each view or interaction with your ad.



## Set Up Your Ad Group & Targeting:

### Define Your Ad Group:

Name your ad group and specify your audience and targeting options.

### Target Audience & Placement:

- Choose how you want to target your video campaign audience:
  - **Demographic Targeting:** Age, gender, parental status, and household income.
  - **Audience Targeting:** Interest-based, in-market segments (e.g., people actively looking for products like yours), remarketing (target people who've interacted with your previous videos or website).
  - **Keywords:** Target users based on keywords that relate to your video content.
  - **Topics:** Choose topics relevant to your video content (e.g., Education).
  - **Placements:** Choose specific YouTube channels, videos, or websites where you want your video to appear.

**Advanced Tip:** Use **Remarketing** to target people who have previously interacted with your business or watched your videos.

## Create Your Video Ad:

**Video Format:** Upload your video (YouTube link or directly from your computer) for the ad.

**Ad Type:** Choose the type of video ad you want:

- **Skippable In-stream Ads:** Viewers can skip the ad after 5 seconds. Charges only occur when viewers watch 30 seconds or interact with the ad.
- **Non-Skippable In-stream Ads:** Viewers cannot skip. These ads typically last 15-20 seconds and are billed based on CPM (cost per thousand impressions).
- **Bumper Ads:** 6-second ads that cannot be skipped, ideal for building brand awareness.
- **Outstream Ads:** Ads that appear on partner sites or apps outside of YouTube.

The screenshot shows the Google Ads interface for creating a new campaign. At the top, there is a navigation bar with the Google Ads logo, a search bar, and user information. A red banner at the top of the main content area states: "Your account cannot show ads - To start running your ads, enter your billing information." Below this, the "Select a campaign subtype" section is visible. A red arrow points to the "Video views" option, which is selected. The other options are "Efficient reach", "Target frequency", "Non-skippable reach", "Drive conversions", and "Ad sequence". Each option includes a brief description and a "Learn more" link.



# Mobile Network Campaign in Google Ads

Create a New Mobile Network Campaign:

Click on Campaigns → + New Campaign:

- Select **Create a Campaign without guidance** to have full control over your campaign settings.

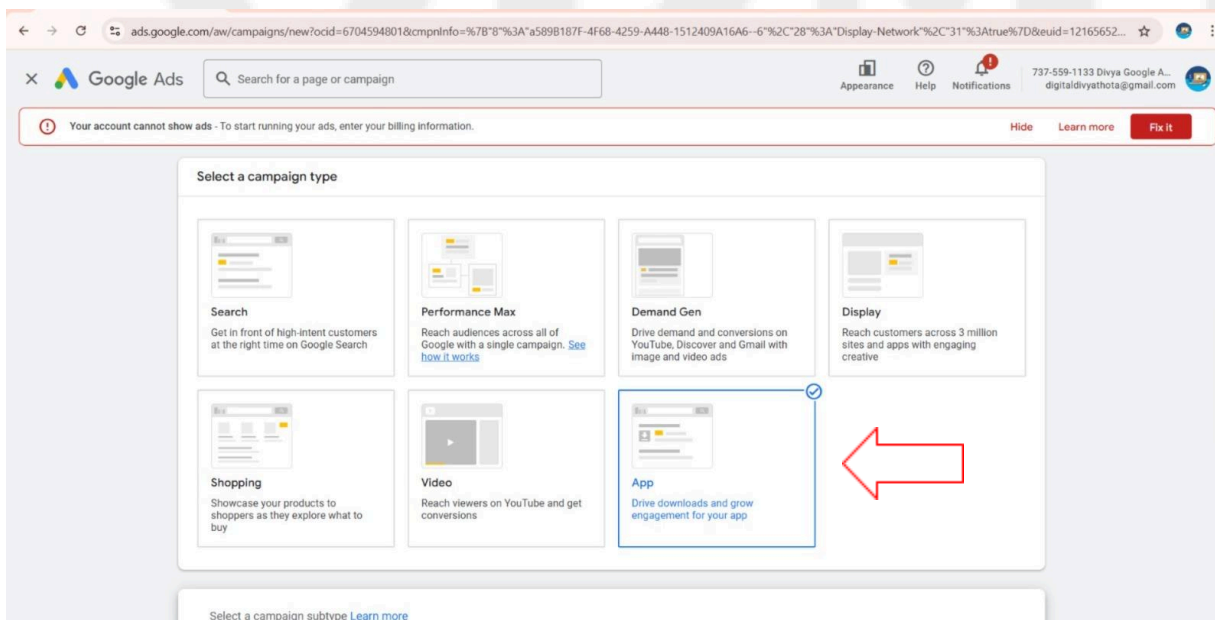
Select Campaign Type

Enter Your Website URL:

- Enter the URL of the landing page you want to promote and click Continue.

Select Campaign Type:

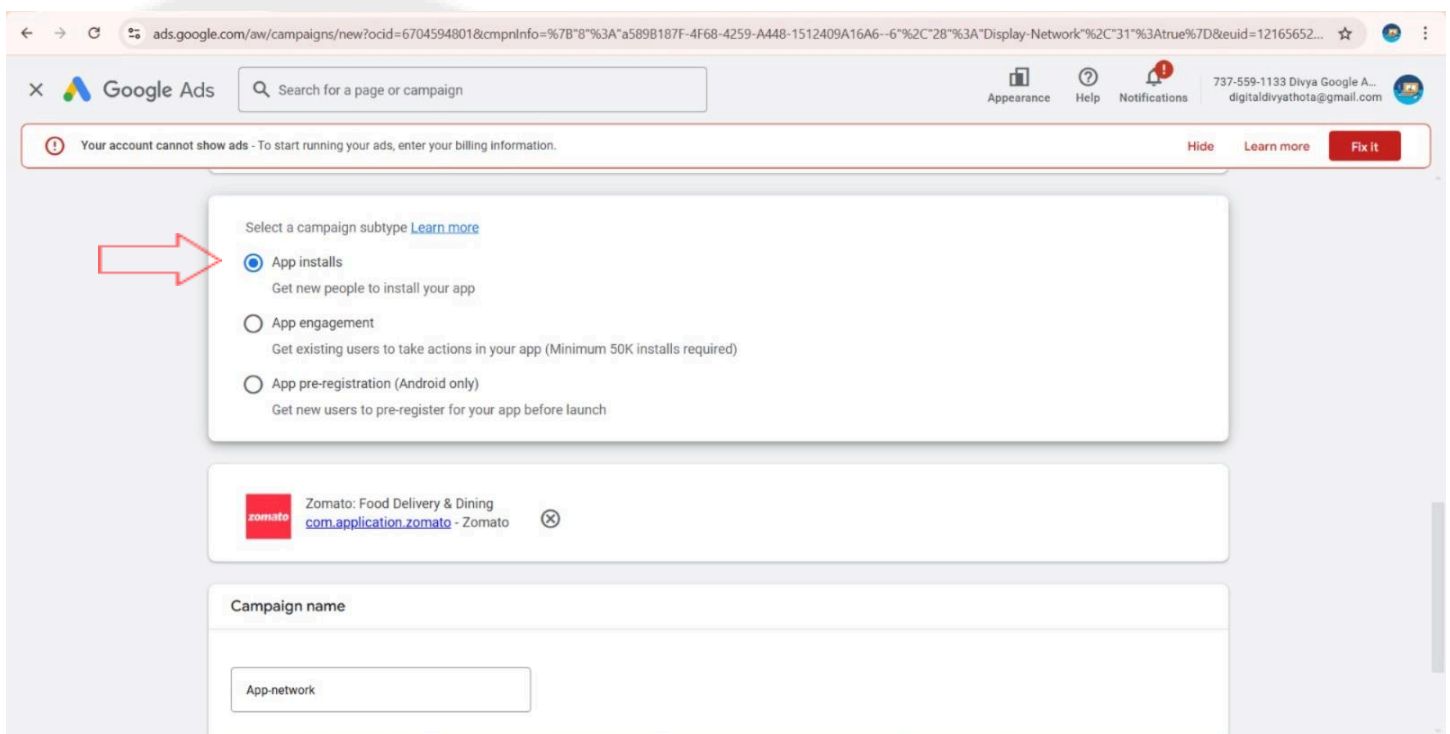
- Choose **App Campaign**.



- Google Ads will automatically use a variety of formats to promote your app, including search, display, YouTube, and Google Play, across Google's network.
- Select **Install App** if your goal is to increase app downloads, or **Engagement with App** if you want to encourage in-app actions from existing users.

## Enter Your App Information:

- Provide your app's **name** and **URL** (App Store or Google Play Store URL).
- Choose the correct platform (iOS or Android) based on your app.
- Click **Continue**.



The screenshot shows the Google Ads campaign setup interface. At the top, there is a navigation bar with the Google Ads logo and a search bar. Below the navigation bar, a red banner indicates a warning: "Your account cannot show ads - To start running your ads, enter your billing information." The main content area is divided into several sections. The first section is "Select a campaign subtype" with a "Learn more" link. It contains three radio button options: "App installs" (selected), "App engagement", and "App pre-registration (Android only)". A red arrow points to the "App installs" radio button. Below this section is a card for the app, showing the Zomato logo, the app name "Zomato: Food Delivery & Dining", and the URL "com.application.zomato - Zomato". The next section is "Campaign name" with a text input field containing "App-network".

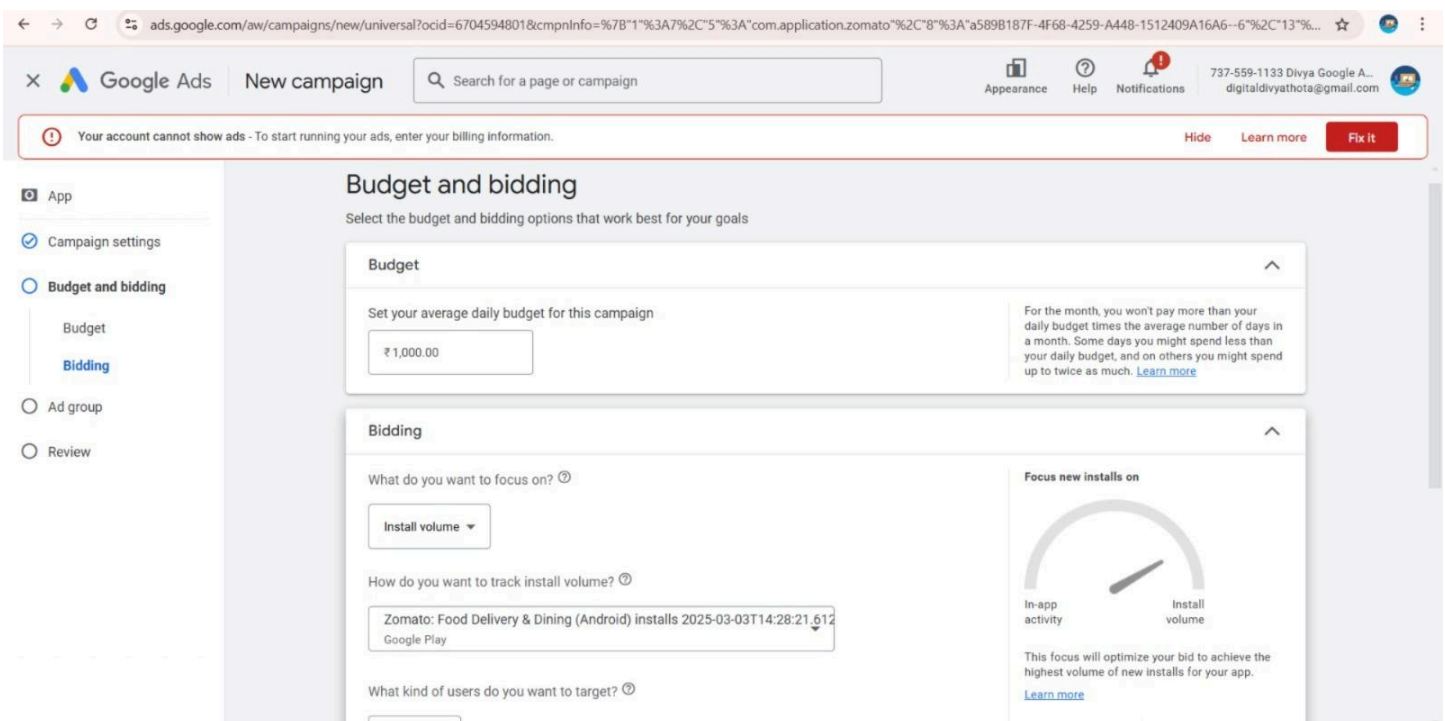
## Configure Campaign Settings:

### Define Campaign Name & Bidding:

- Name your campaign for easy identification (e.g., “App Install Campaign”).
- **Choose a Bidding Strategy:** CPA (cost per installation)

### Set Budget & Locations:

**Set Daily Budget:** Specify how much you want to spend daily on your app promotion campaign.



The screenshot shows the Google Ads interface for configuring a new campaign. The page title is "Budget and bidding" and it instructs the user to "Select the budget and bidding options that work best for your goals".

**Budget Section:**

- Text: "Set your average daily budget for this campaign."
- Input field: ₹ 1,000.00
- Help text: "For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)"

**Bidding Section:**

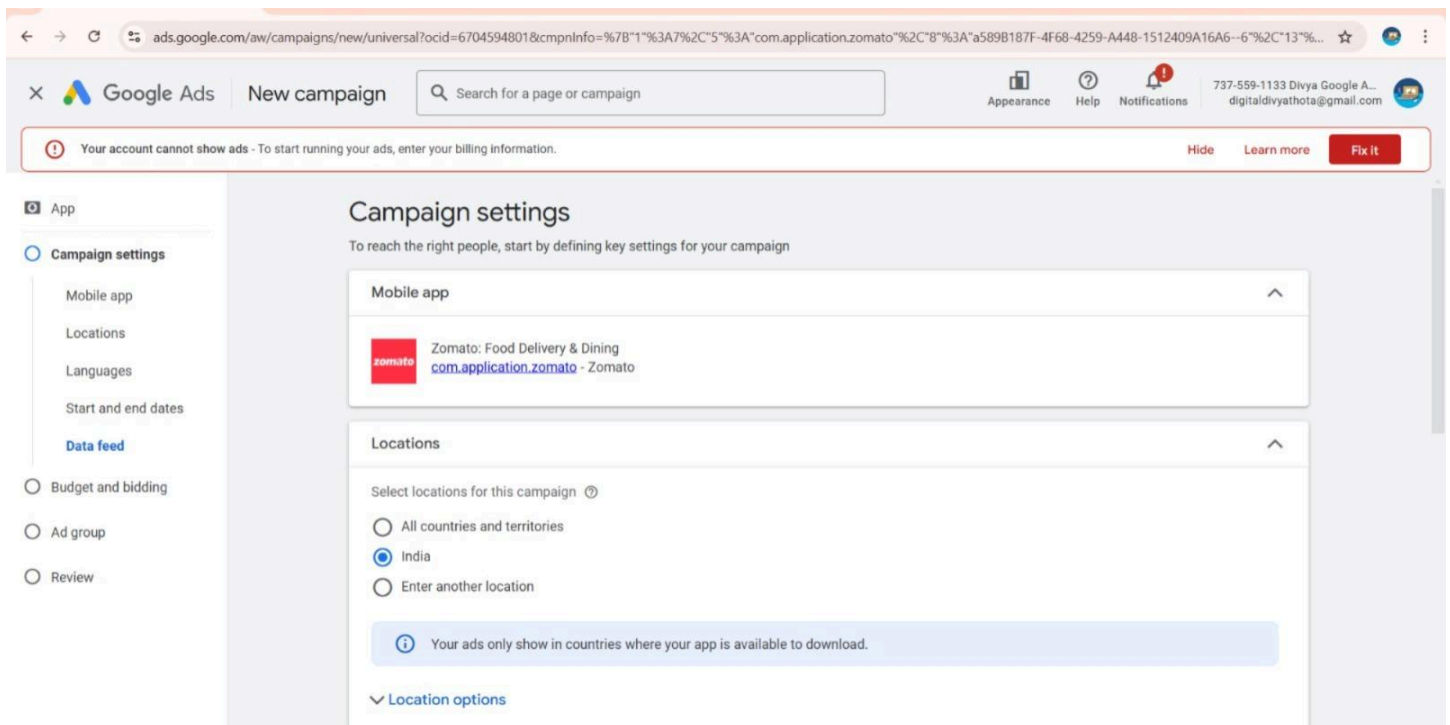
- Text: "What do you want to focus on?"
- Dropdown menu: "Install volume"
- Text: "How do you want to track install volume?"
- Input field: "Zomato: Food Delivery & Dining (Android) installs 2025-03-03T14:28:21.612 Google Play"
- Text: "What kind of users do you want to target?"

**Focus new installs on:**

- A gauge chart comparing "In-app activity" and "Install volume". The needle is positioned towards "Install volume".
- Text: "This focus will optimize your bid to achieve the highest volume of new installs for your app. [Learn more](#)"

**Target Locations:** Choose the locations where you want to promote your app (country, region, city, or custom radius).

**Target Languages:** Choose the languages your app users speak.



## Target Devices:

- You can target users on **mobile devices** (smartphones or tablets) for your app campaign.
- **Advanced Tip:** If you only want to target iOS or Android devices, ensure to adjust the targeting accordingly in the settings.

## Set Up Your Ad Group & Assets:

### Create Ad Assets:

- For App Campaigns, Google Ads uses a variety of assets to create ads automatically across different formats (search ads, display ads, YouTube video ads, etc.). You will need to provide:

**Text Assets:** 3-5 headlines and 2-5 descriptions. These will be used to create your ads across the network.

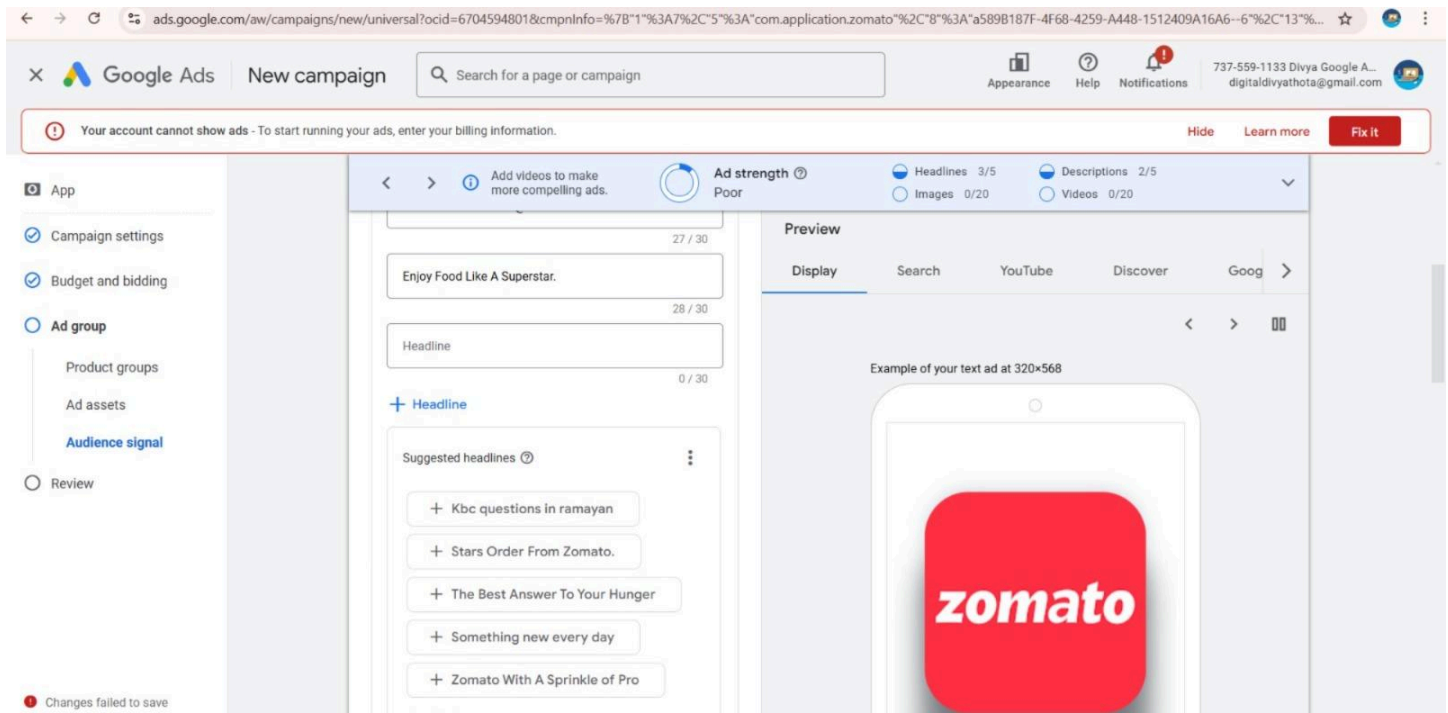
- Example Headline: "Download Our App Now"

- Example Description: "Get exclusive offers and save on every purchase. Install now!"

**Image Assets:** Upload images that will be used in your display ads.

**Video Assets (Optional):** You can upload videos for YouTube and display ads. Videos typically improve app engagement, so it's beneficial to add them.

**App Store Links:** Add your app's download links for both the Google Play Store and the Apple App Store.



## Add Call-to-Action (CTA):

- Google Ads will automatically choose a relevant CTA (e.g., "Install Now" or "Learn More") based on the goal of the campaign.

## Review & Launch Your Campaign:

### 1. Double-Check Campaign Settings:

- Review all your ad assets, budget, bidding strategy, and targeting settings. Make sure all the information is correct before launching.

### 2. Launch Campaign:

- Once everything looks good, click **Publish** to launch your App Network campaign.

# Shopping Network Campaign in Google Ads

## Step 1: Set Up Your E-commerce Website

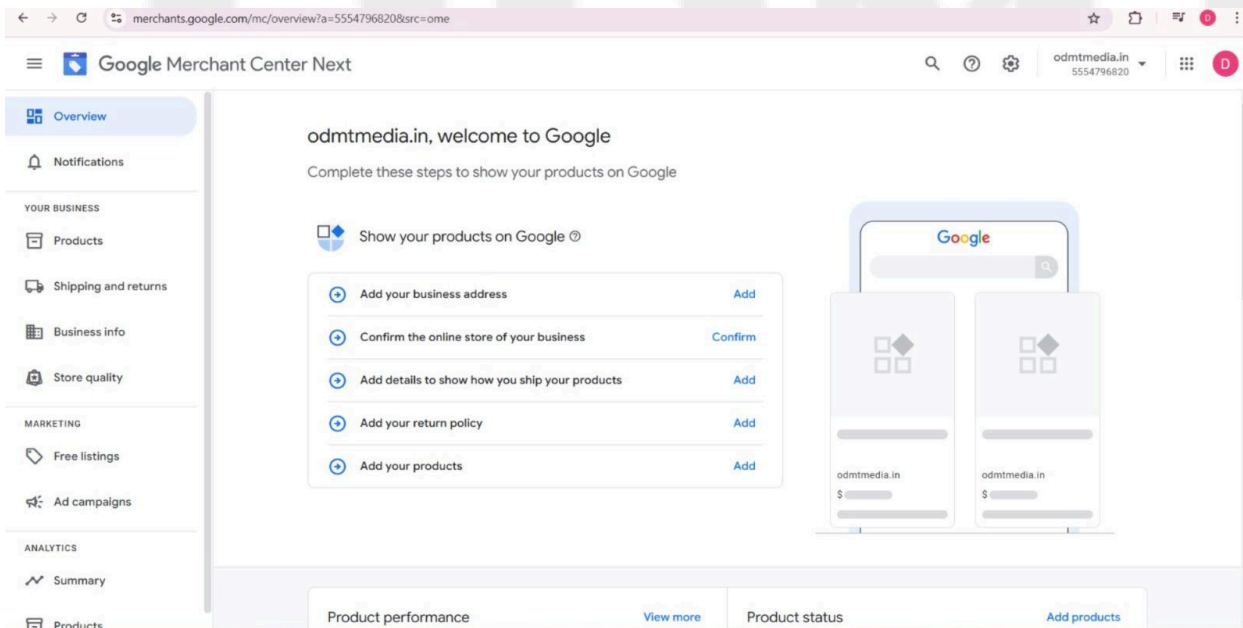
**Ensure your website is e-commerce ready:** Your site should have a **secure checkout process** (SSL certification), clear **product pages**, and easy navigation for users.

**Prepare your product data:** Collect the necessary information about your products (title, description, price, image, availability, etc.) that will be used in your Google Merchant Center feed.

## Step 2: Set Up Google Merchant Center (GMC) Feed

### Create a Google Merchant Center Account:

- Go to [Google Merchant Center](https://merchants.google.com) and create an account if you don't have one already.



- Enter your website URL, business information, and country.
- Verify and claim your website within GMC to ensure your site is linked to your Merchant Center account.

Confirm the online store of your business

Enter your online store URL

Your online store URL  
https://safiyapractise.odmtmedia.in/  
Example: https://www.store.example.com

⚠ Not yet verified ⓘ  
⚠ Not yet claimed ⓘ

Select how you want to verify [How verification works](#) [More options](#)

Get a code sent to your business email  
If you have a business email address

Use your ecommerce platform  
If you're already using a supported platform (select to see the full list below)

Add an HTML tag or file  
If you have access to your server, this method works best for most merchants

Use Google Tag Manager  
If you're already using Google Tag Manager on your online store

Cancel [Verify your online store](#)

## Set Up Your Product Feed:

- **Product Feed:** Upload a file containing all your product details (product IDs, titles, descriptions, prices, images, availability, etc.). You can upload this feed manually, or set up an automatic feed using a Google Sheets template or API.

**Feed Rules:** Make sure your product feed adheres to Google's policies. For example:

- **Title:** Include relevant keywords without keyword stuffing.
- **Description:** Provide clear, concise, and accurate descriptions of the products.

← → ↻ merchants.google.com/mc/directoffers/create?a=5554796820&tab=direct&initialLanguage=en&back=%252Fmc%252Fproducts%252Fsources%252FcreatePrimaryFeed%253Fa%253D555... ☆ 🏠 🗨️ 📌

odmtmedia.in 5554796820

### Add products one by one

**Product details**

Make sure to add high quality product details that match your online store, if you have one. Add more details to help your products appear in more places on Google.

Product page on your online store\*  
  
Example: https://www.mystore.com/product1 41 / 2000

Title  
  
59 / 150

Brand  
  
13 / 70

Description\*  
 Product Details  
 Name : Kyara Collection Woman's Star Printed Crepe Blue Tunic Tops  
 Fabric : Crepe  
 Sleeve Length : Three-Quarter Sleeves  
 Pattern : Printed  
 Net Quantity (N) : 1  
 Sizes :  
 S (Bust Size : 36 in, Length Size: 27 in)  
 M, L, XL (Bust Size : 42 in, Length Size: 27 in)  
 XXL (Bust Size : 44 in, Length Size: 27 in)

This is the page on your website where people land when they click this product on Google

\* Required field

Cancel Save & add another **Save**

- **Images:** Use high-quality images that meet Google's requirements.
- **Price & Availability:** Ensure the price and availability are accurate and updated regularly.

← → ↻ merchants.google.com/mc/directoffers/create?a=5554796820&tab=direct&initialLanguage=en&back=%252Fmc%252Fproducts%252Fsources%252FcreatePrimaryFeed%253Fa%253D555... ☆ 🏠 🗨️ 📌

odmtmedia.in 5554796820


### Add products one by one

**Product images**

Additional images are often critical for users to understand what the product looks like from different angles and in different contexts

🌟 Transform your product images into lifestyle images with AI-generated backgrounds to attract customers

[Get started](#)



**Main image**

+

+

+

- Non-apparel images: at least 100 x 100 pixels
- Apparel images: at least 250 x 250 pixels
- No image larger than 64 megapixels
- No image file larger than 16MB

[Learn more about images](#)

**Price, condition & availability**

Set category, condition, price and availability here. If you have multiple

Product type  
  
Example: Garden furniture 5 / 750

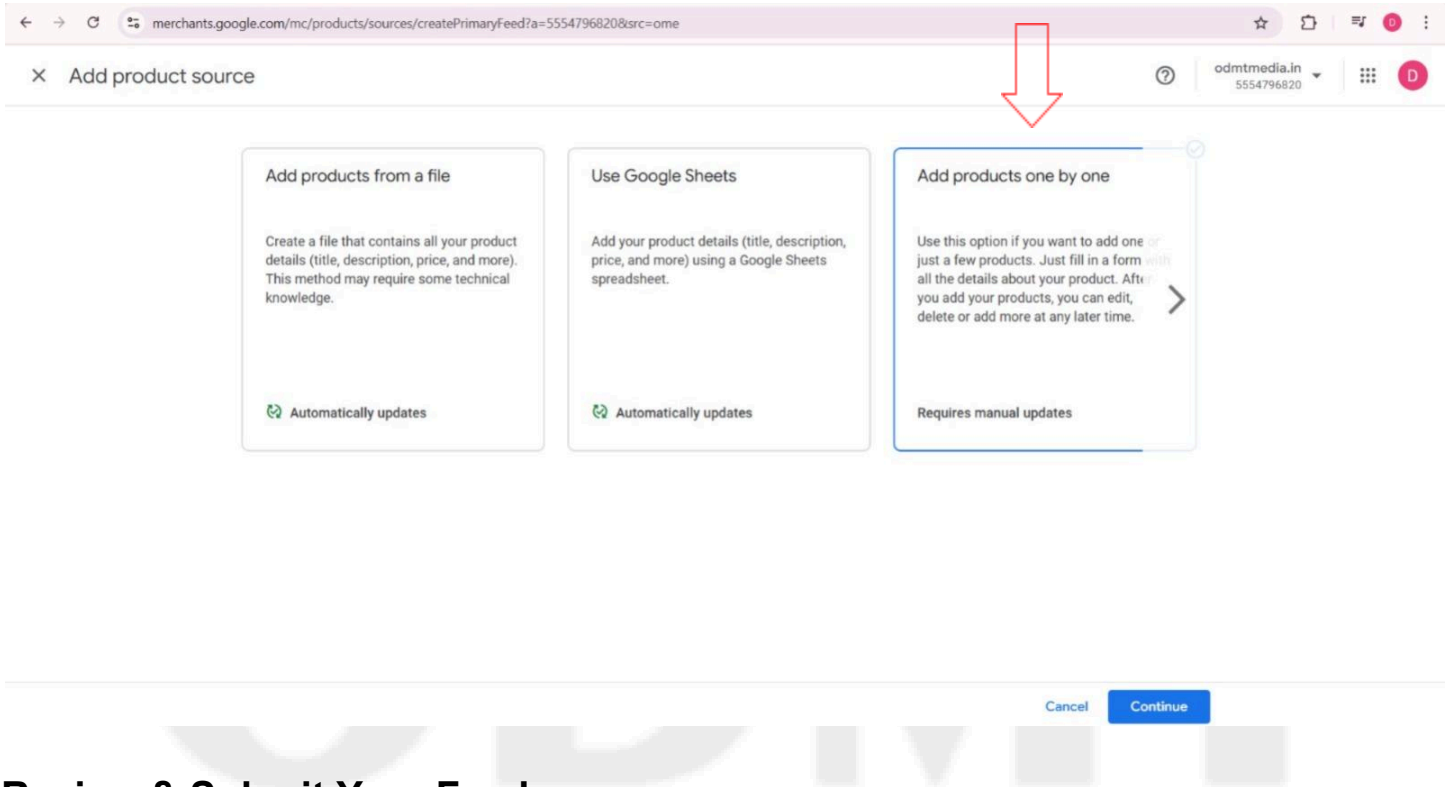
Use the product type attribute to include your own product categorization system in your product data

\* Required field

Cancel Save & add another **Save**

## Feed Format Options:

- You can upload feeds in formats like **CSV, TSV, or XML**.
- Google also provides an **automated feed** option if you have an integration system with your e-commerce platform (e.g., Shopify, WooCommerce, BigCommerce).



## Review & Submit Your Feed:

- After uploading, Google will process your feed. Ensure there are no **errors** in your feed by checking the **Diagnostics** tab in Google Merchant Center.
- **Advanced Tip**: Set up **automatic feed refresh** to keep your product data up-to-date with Google Merchant Center.

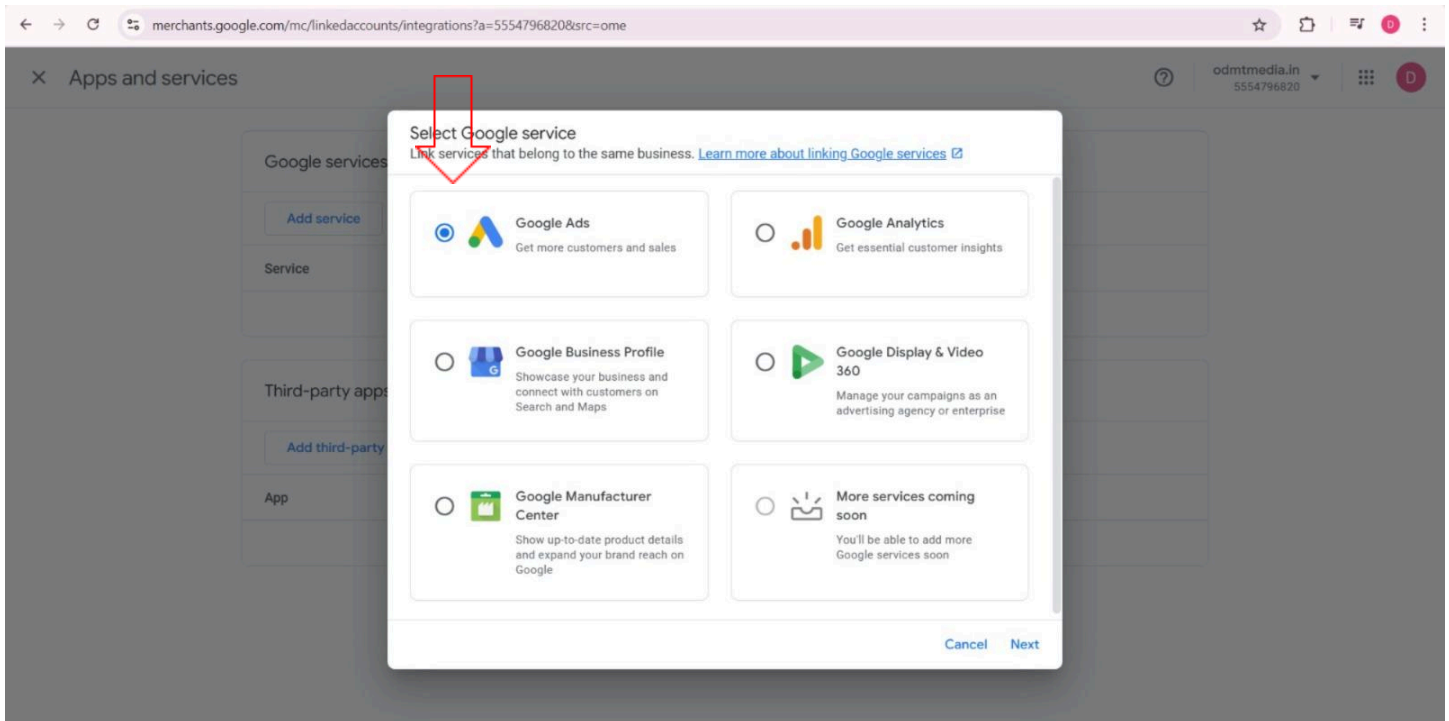
## Step 3: Link Google Ads and Google Merchant Center (GMC)

### Go to Google Ads Account:

- Log in to your Google Ads account.
- Navigate to **Tools & Settings** → **Linked Accounts**.

### Link Google Merchant Center to Google Ads:

- Under **Linked Accounts**, select **Google Merchant Center**.
- Click **+** to link your Merchant Center account to Google Ads.
- Verify the link by selecting your **Merchant Center account** from the list.
- Ensure you've selected the correct Google Merchant Center account associated with your e-commerce store.



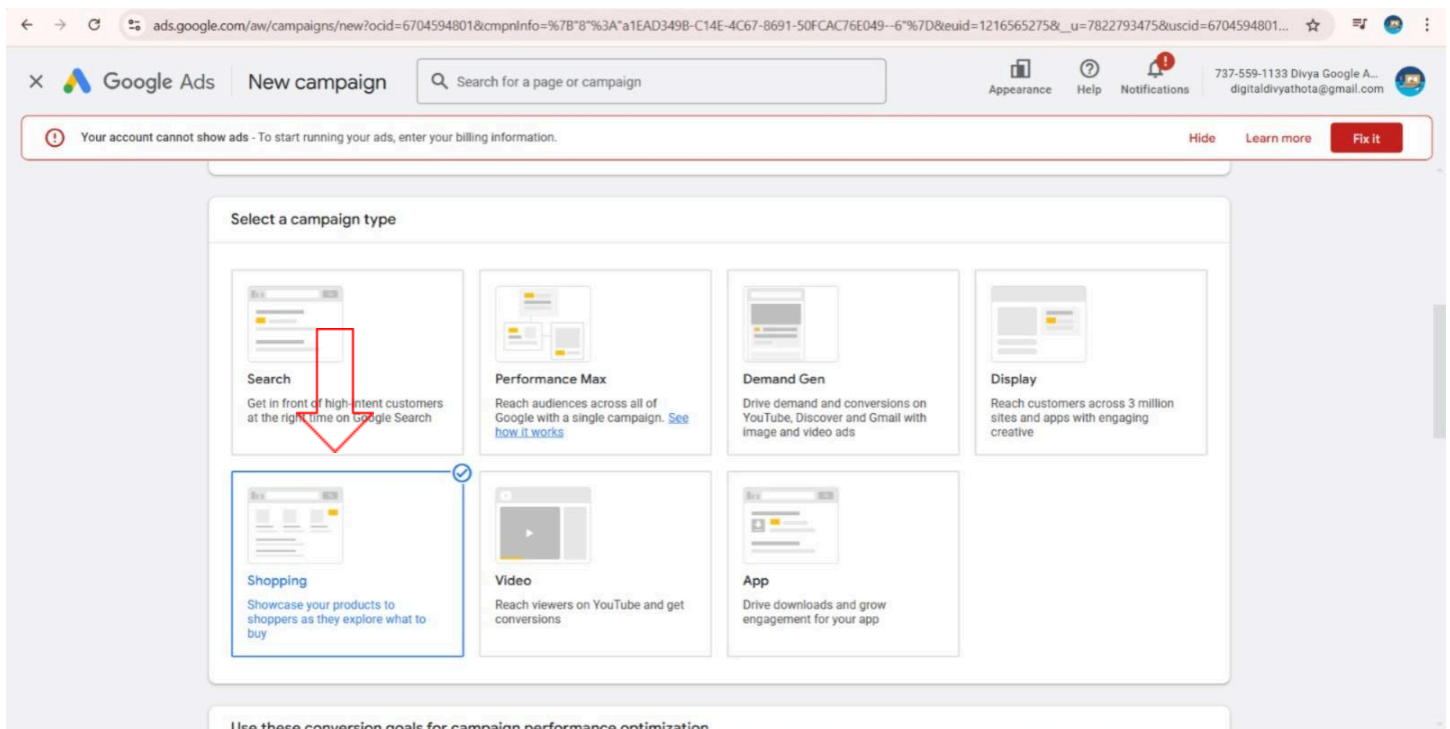
## Step 4: Create a Shopping Campaign in Google Ads

Click on Campaigns → **+ New Campaign**:

- Choose **Create a Campaign without guidance** for full control over your campaign settings.
- Alternatively, you can select **Sales** as the goal to focus on eCommerce conversions.

**Select Campaign Type:**

- Choose **Shopping** as the campaign type.
- This type of campaign automatically uses your product feed to create ads for your online store, which will appear in Google Shopping, Google Search, and the Display Network.



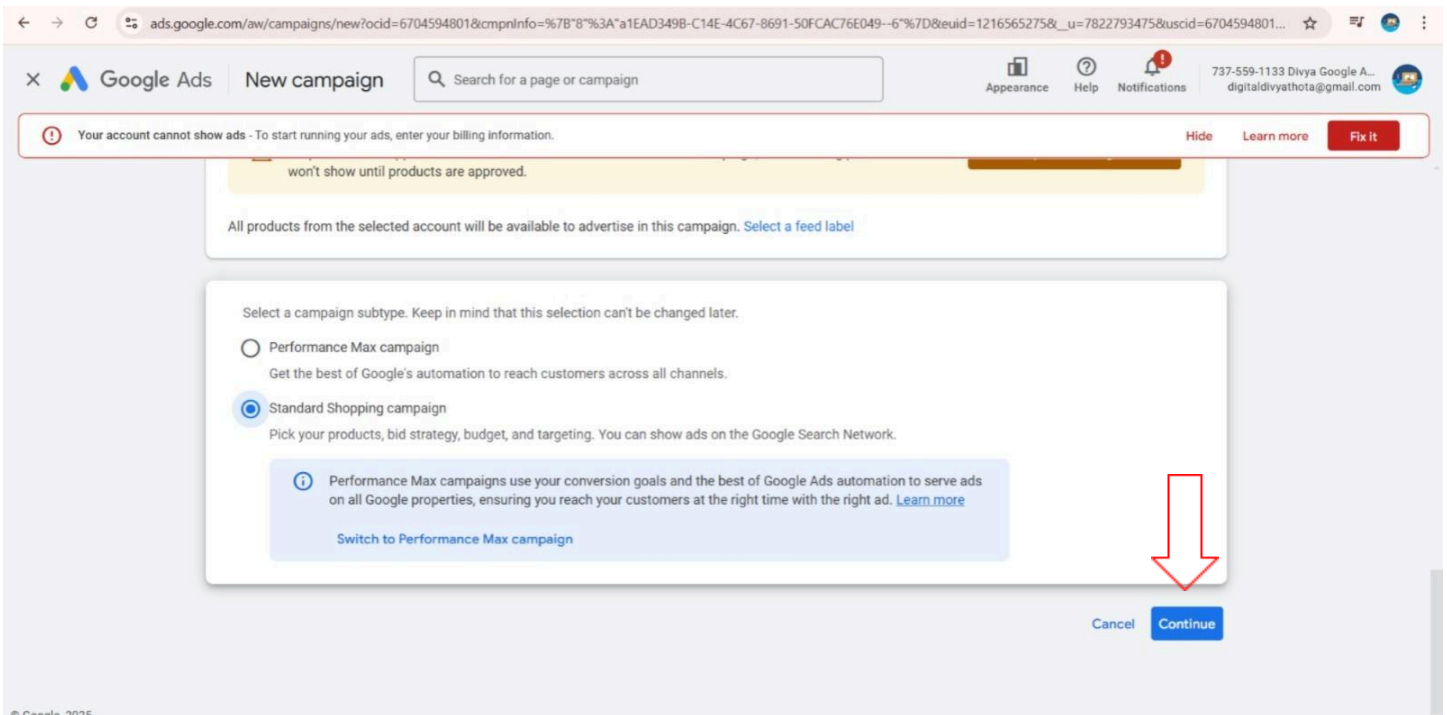
## Configure Campaign Settings:

### Define Campaign Name & Bidding:

- Name your campaign
- Choose Bidding Strategy: **CPC(cost per click) Converts CPA(cost per acquisition)**

### Set Locations & Languages:

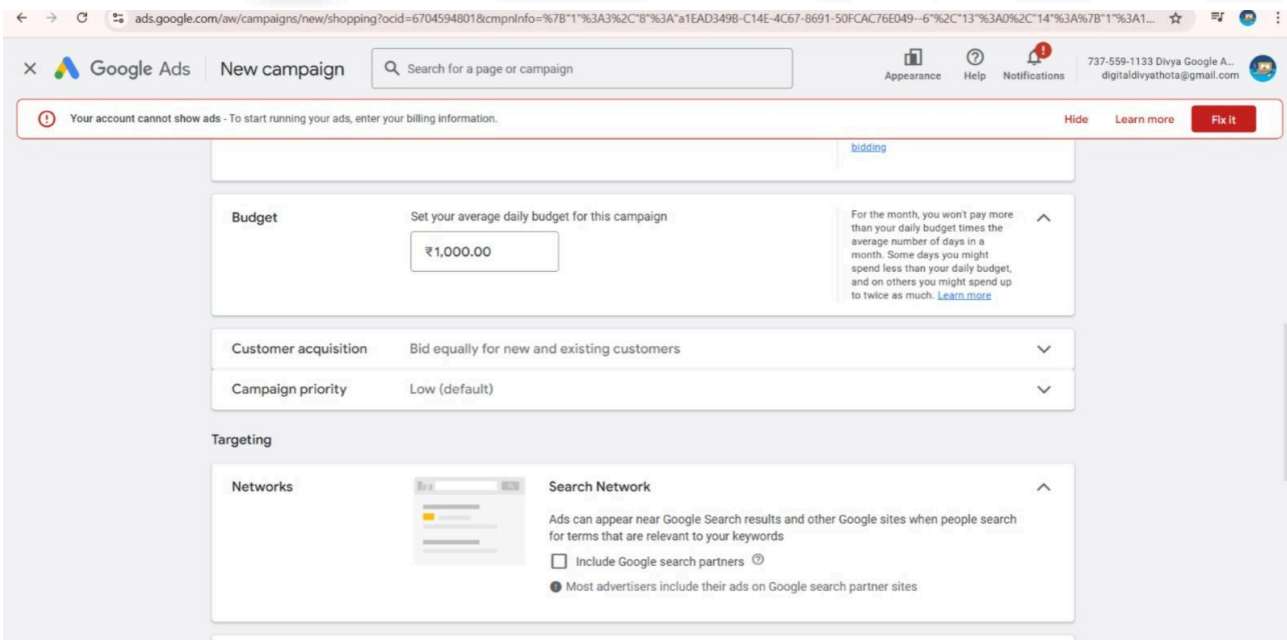
- **Target Locations:** Choose the countries, cities, or regions where you want to show your ads.
- **Target Languages:** Select the languages your customers speak.
- **Advanced Tip:** Use Location Options → Presence to target people who are physically in or regularly in the selected locations to avoid irrelevant clicks.



## Set Budget & Schedule:

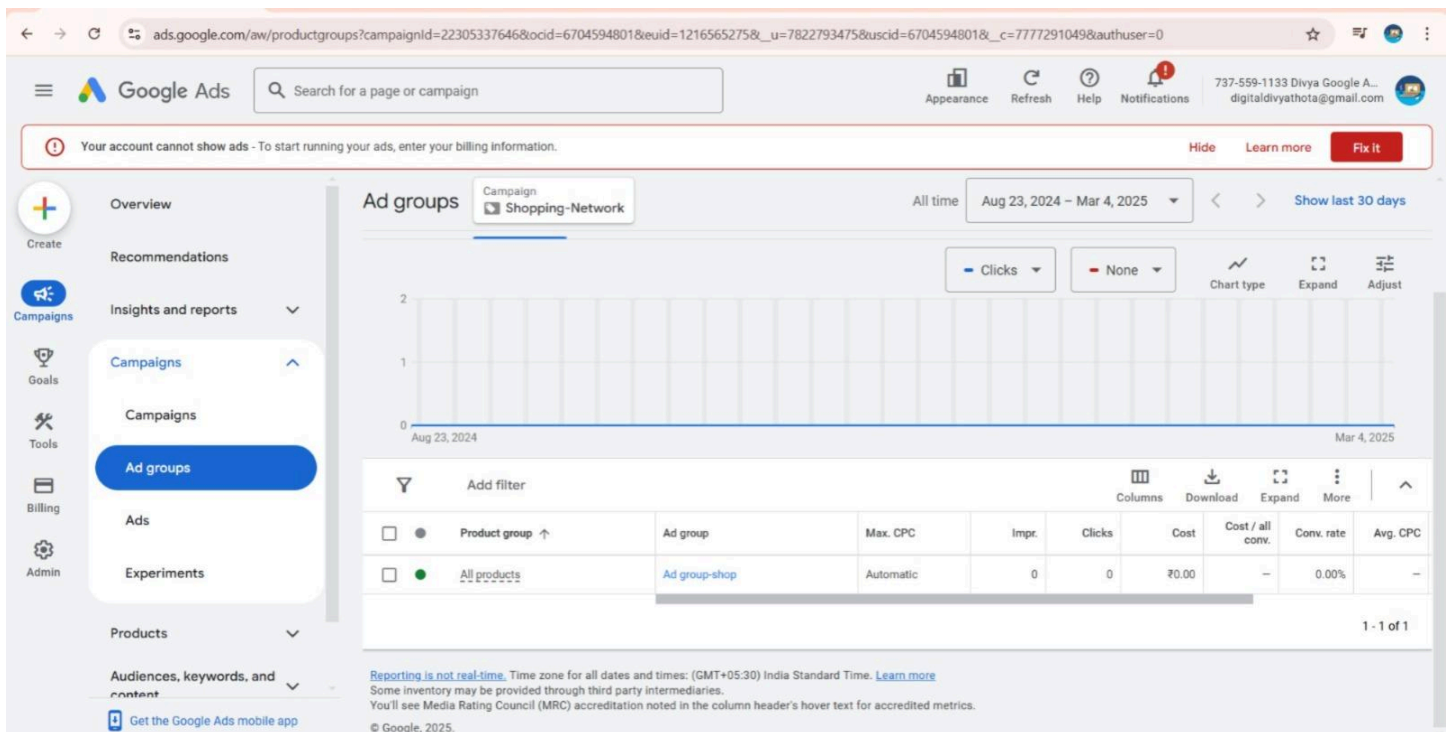
**Set Daily Budget:** Define how much you're willing to spend each day on the campaign.

**Set Start and End Dates:** If applicable, set a campaign start and end date to control when your campaign runs.



## Create Product Groups:

- Organize your products into **product groups**. You can group them by categories, brands, or custom labels.
- For example:
  - **Product Group 1:** Women's Shoes
  - **Product Group 2:** Men's Clothing
  - **Custom Labels:** Best Sellers, Seasonal Products



## Launch Your Campaign:

- Once everything is set up, click **Publish** to launch your Shopping Campaign.

## Step 5: Handling Irrelevant Keywords & Feed Issues

# Performance max Campaign in Google Ads

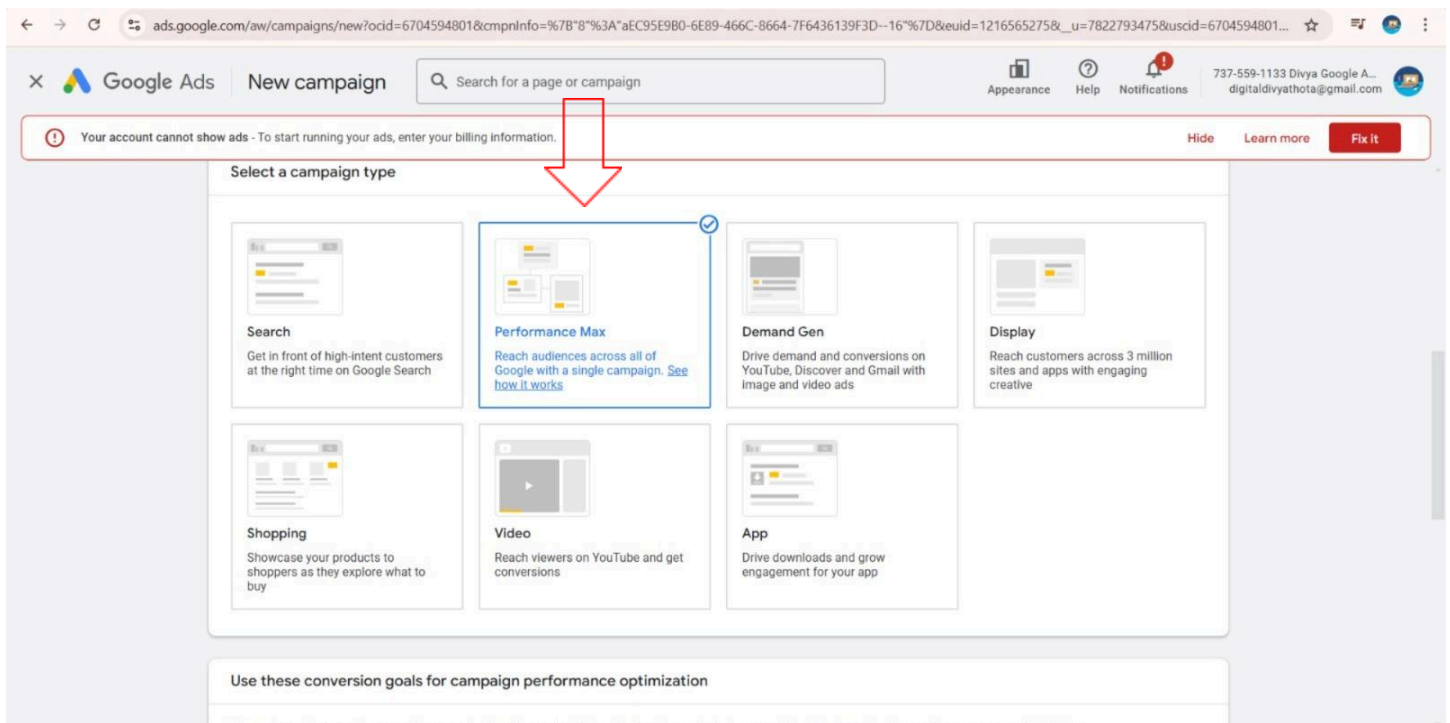
## Create a New Video Campaign:

### Create a New Campaign:

- Click on the **Campaigns** tab on the left sidebar, then click the **+ New Campaign** button.
- Select **Create a Campaign without guidance** to have full control over your campaign settings.

### Select Performance Max as the Campaign Type:

- Choose **Performance Max** to access **Google's entire inventory** (Search, Display, YouTube, Gmail, Discover, and Maps).
- Click **Continue** to proceed.



## Configure Campaign Settings

### Define Campaign Name & Networks:

- Name your **Performance Max** campaign appropriately.

### Set Locations & Languages:

- **Target Locations:** Select geographic regions (country, city, or custom radius).
- **Target Languages:** Choose the languages your audience speaks.
- **Advanced Tip:** Click on **Location Options** → **Presence** to target users who are in or regularly in the selected locations.

### Set Budget & Bidding Strategy:

- **Daily Budget:** Decide how much you want to spend per day.

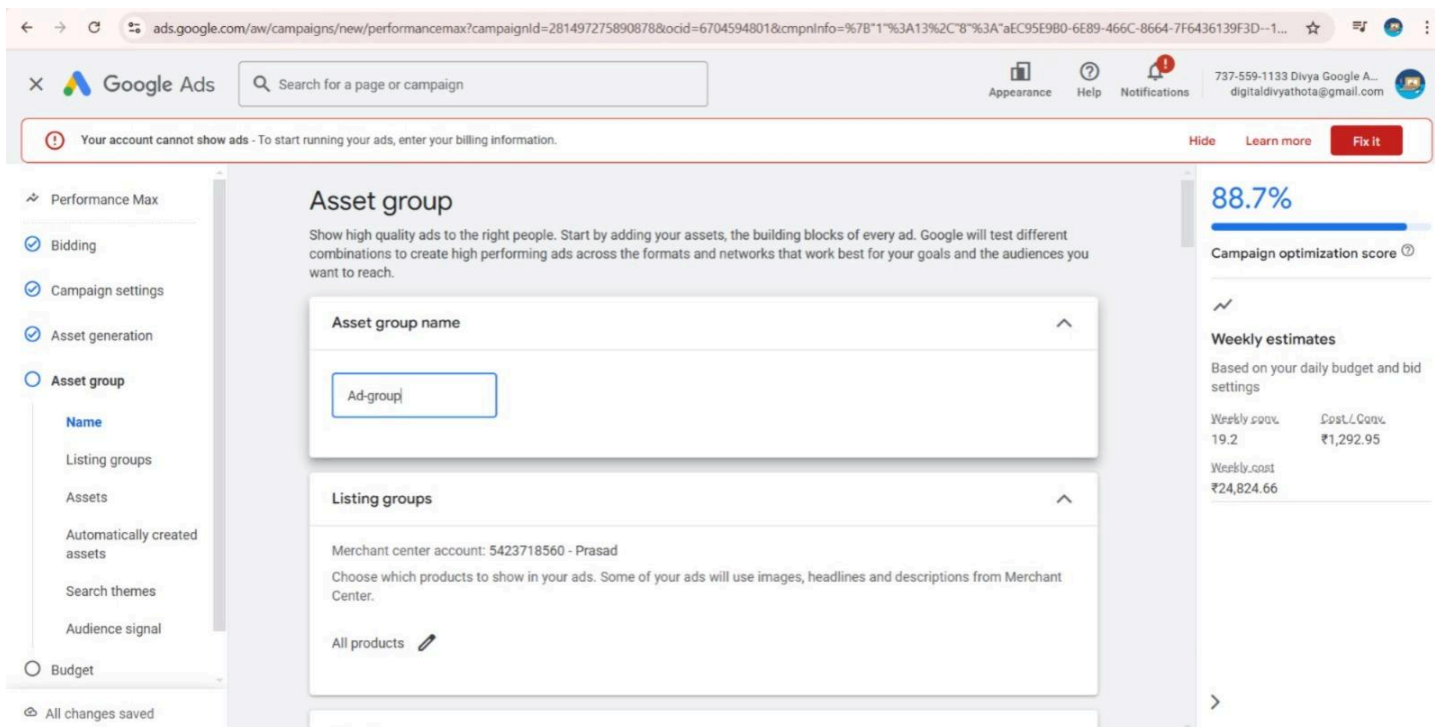
## Choose a Bidding Strategy:

- **Maximize Conversions:** If your goal is more leads or purchases.

## Set Up Your Asset Group & Targeting

### Create an Asset Group:

- **Name Your Asset Group** based on targeting strategy



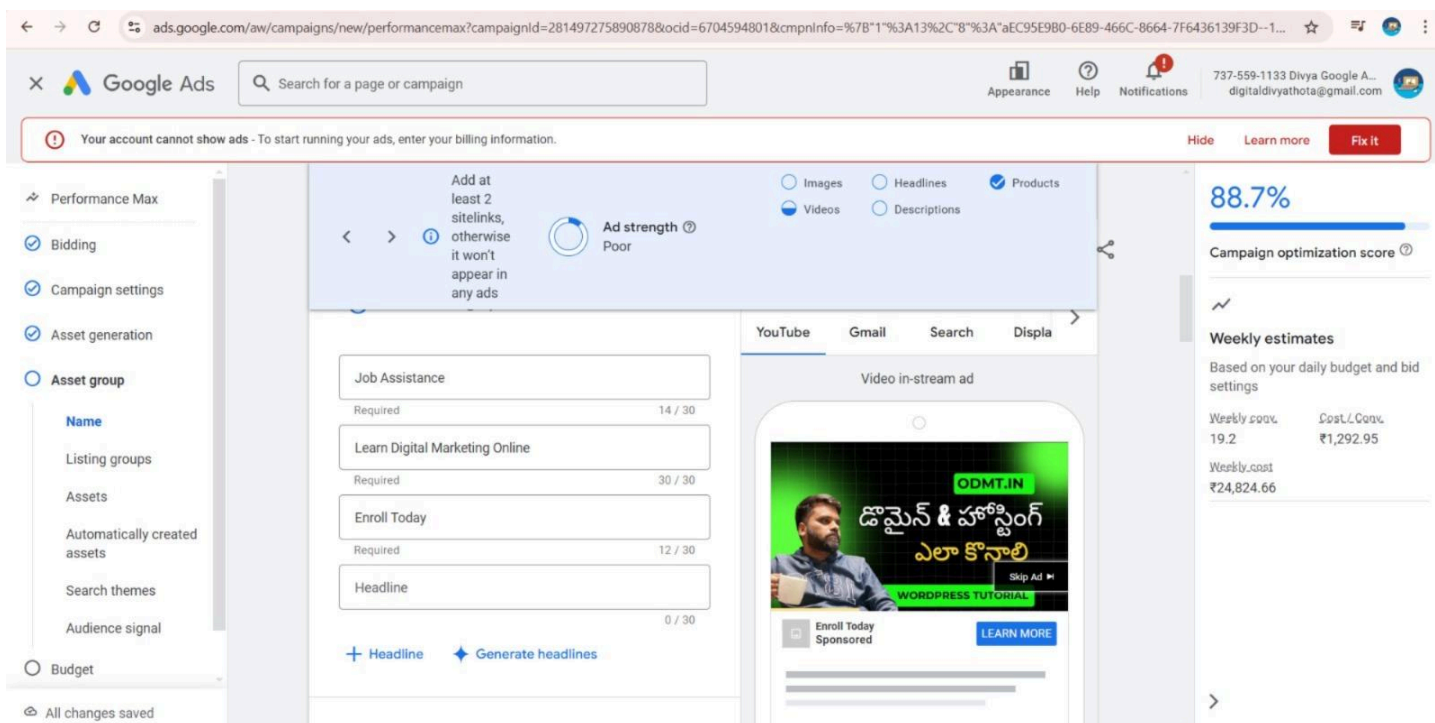
## Upload Various Ad Assets:

- **Headlines:** Up to 5 headlines (e.g., "Limited-Time Offer, Buy Now!").
- **Descriptions:** Up to 5 descriptions (e.g., "Get 20% off on your first order.").
- **Images:** Upload high-quality images optimized for different placements.
- **Logos:** Ensure logos are clear and branded.
- **Videos:** If no video is provided, Google may auto-generate one.
- **CTA (Call-to-Action):** Choose from preset options (e.g., "Shop Now," "Sign Up").

## Final URL & Ad Extensions

### Set the Final URL:

- Provide the **landing page URL** where users will land after clicking your ad.
- Enable **Final URL Expansion** to allow Google to direct traffic to the best-performing landing pages.



## Review & Launch Your Campaign

### Double-Check Campaign Settings:

- Review **targeting, budget, asset groups, and audience signals** to ensure everything is set up correctly.

### Launch Your Campaign:

- Click **Publish** to activate your **Performance Max Campaign**.

## Portfolio Bidding Strategies in Google Ads

Portfolio bidding strategies in **Google Ads** allow advertisers to manage multiple campaigns, ad groups, and keywords under a single automated bidding strategy.

### Types of Portfolio Bidding Strategies in Google Ads

- Target CPA (Cost Per Acquisition) - – Get More Conversions at a Fixed Cost
- Target ROAS (Return on Ad Spend) – Focus on Revenue Maximization
- Maximize Conversions – Get the Most Conversions Possible
- Maximize Conversion Value – Prioritize High-Value Sales

- Maximize Clicks – Drive More Traffic to Your Website

## How to Set Up Portfolio Bidding Strategies in Google Ads (Step-by-Step Guide)

### Step 1: Go to the Bid Strategies Section

- Click on **"Tools and Settings"**
- Under the **"Budget and Bidding"** section, select **"Bid Strategies"**.

### Step 2: Create a New Portfolio Bidding Strategy

- Click on the blue **"+" (plus) button** to create a new bid strategy.
- Choose the bidding strategy that aligns with your goals.

### Example:

- If you want to get more conversions at a fixed cost per acquisition, select **"Target CPA"**.

### Step 3: Configure Target CPA (Cost Per Acquisition)

- Name your strategy → Example: **"Lead Generation - Target CPA \$20"**
- Set your Target CPA → Example: Enter **\$20** per conversion (lead or purchase).
- Select campaigns to apply this strategy.

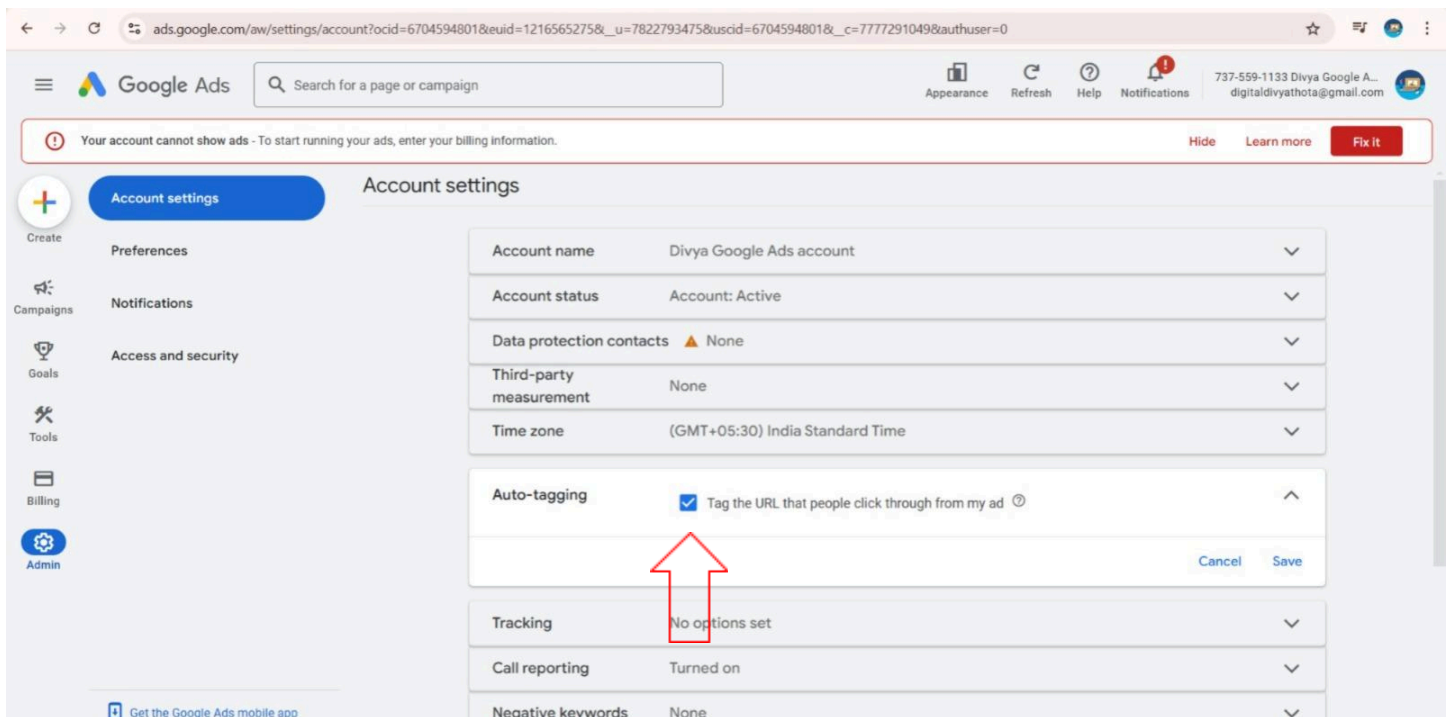
### Step 4: Save and Apply to Campaigns

- After selecting campaigns, click **"Save"**.
- The **portfolio bid strategy** is now applied to the selected campaigns.
- Google Ads will **automatically optimize bids** to get leads at or below the target CPA.

# What is GCLID (Google Click Identifier) in Google Ads?

**GCLID (Google Click Identifier)** is a **unique tracking parameter** added to URLs when someone clicks on a Google Ads ad. It helps track user interactions and measure campaign performance in **Google Ads, Google Analytics, and CRM systems**.

When **auto-tagging** is enabled in Google Ads, GCLID is automatically appended to the landing page URL.



# What are Dynamic Search Ads (DSA) in Google Ads?

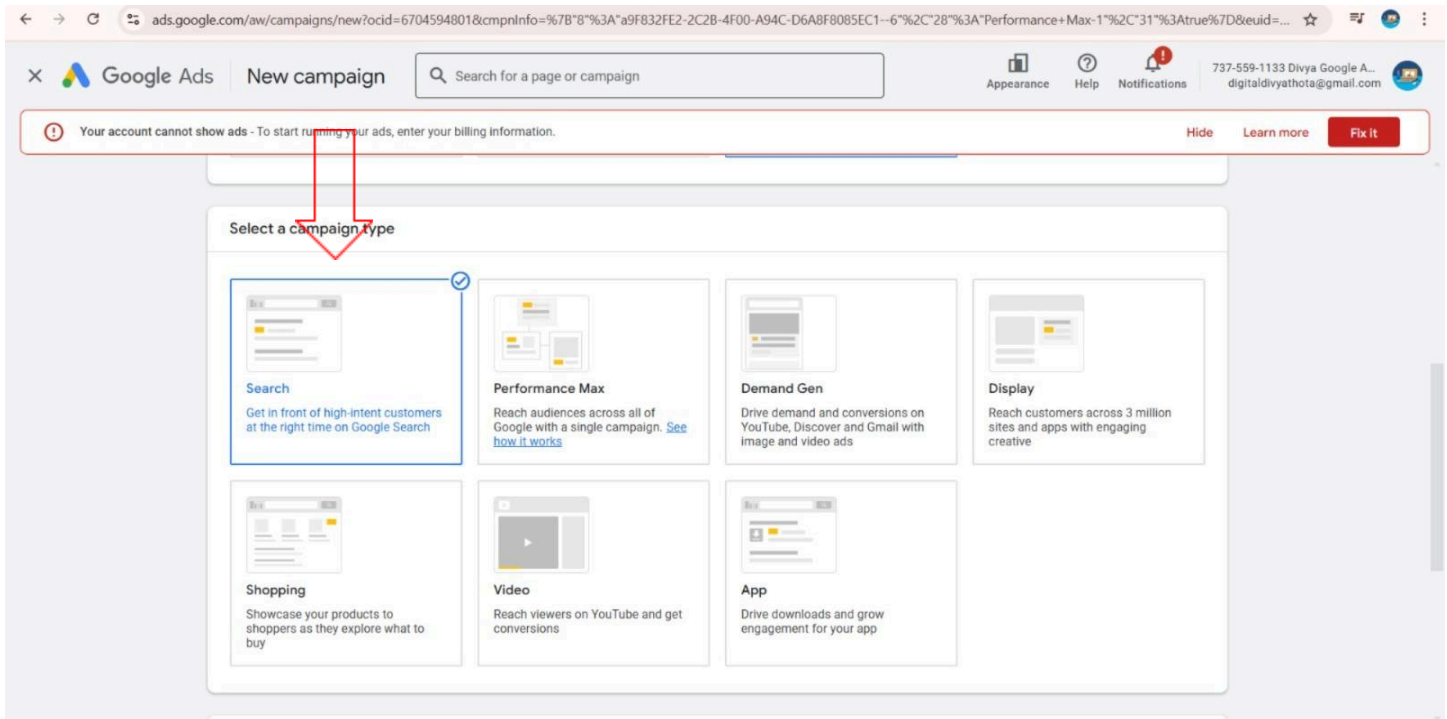
**Dynamic Search Ads (DSA)** are a type of **automated ad format** in Google Ads that dynamically generates headlines and landing pages based on a website's content. Instead of manually selecting keywords, **Google scans your website** and automatically matches user search queries to relevant pages on your site.

## How to Set Up Dynamic Search Ads (DSA) in Google Ads

### Create a New Search Campaign

- Log in to Google Ads ([ads.google.com](https://ads.google.com))

- Click on **Campaigns** → **+ New Campaign**
- Choose a **Goal** (Create a campaign without guidance)
- Select **Search Network**
- Enter your **Website URL** (if applicable)
- Click **Continue**



## Configure Campaign Settings:

### Define Campaign Name & Networks

- Name your campaign

### Set Locations & Languages

- Select the **geographic locations** you want to target (country, city, or custom radius)
- Choose the **language** your customers speak

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar has 'Campaign settings' selected. The main content area is divided into two sections: 'Locations' and 'Languages'. In the 'Locations' section, 'Enter another location' is selected, and a location 'Hyderabad, Telangana, India district' is entered with a reach of 7,170,000. In the 'Languages' section, 'telugu' is entered in the search box, and 'English' and 'Telugu' are listed as selected languages. The right sidebar shows a graph and the text 'Your estimated performance is shown after you've entered' with a 'Keywords' section below it.

## Set Budget & Bidding Strategy

Enter your **daily budget**

Choose a **bidding strategy: Clicks**

The screenshot shows the 'New campaign' setup page in Google Ads, specifically the 'Bidding' section. The left sidebar has 'Bidding' selected. The main content area is divided into two sections: 'Bidding' and 'Customer acquisition'. In the 'Bidding' section, 'Clicks' is selected as the focus, and 'Set a maximum cost per click bid limit' is checked with a maximum CPC bid limit of ₹100. In the 'Customer acquisition' section, 'Bid for new customers only' is unchecked. The right sidebar shows a graph and the text 'Your estimated performance is shown after you've entered' with a 'Keywords' section below it.

## Keyword and asset Generation

Enter your website url -> Generate.

In this Automatically **Ad group** will create according to their website content

Keyword and asset generation

Get help creating your ad **BETA**

Google AI will use your URL and the information you provide to create assets, like keywords, headlines, and descriptions for you to review. Generated content may be inaccurate or offensive, so please review and check the responses. To improve Google AI, human reviewers may read, annotate, and process the information you provide. Don't enter anything you wouldn't want reviewed or used.

Your use is subject to Google's [Terms of Service](#) and [Generative AI Additional Terms of Service](#). Your data is handled as explained in the [Google Privacy Policy](#).

Where will people go when they click your ad?

Final URL (required)\*

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

Keyword and asset generation is only available in English

What makes your products or services unique?

Describe the product or service to advertise (required)\*

WedMeGood is a wedding planning platform specifically for Pune, India. We help couples plan their dream wedding by connecting them with local vendors, providing inspiration and ideas, and offering tools to manage the process. We feature a wide range of vendors, including venues, photographers, makeup artists, and more, all with reviews and pricing information. We also offer real wedding stories, blog posts, and a gallery of wedding-related content to help couples find inspiration and plan their perfect day.

## Review & Launch Your Campaign

## Call Ads in Google Ads?

**Call Ads** in Google Ads are a type of ad format designed to encourage users to call your business directly. Instead of clicking on a website link, users **tap the ad to call** your business from their mobile devices.

## How to Set Up Call Ads in Google Ads

- Log in to Google Ads ([ads.google.com](https://ads.google.com))
- Click on **Campaigns** → **+ New Campaign**
- Choose a **Goal** (Create a campaign without guidance)
- Select **Search Network**
- Enter your **Website URL** (if applicable)

- Click **Continue**

## Configure Campaign Settings:

### Define Campaign Name & Networks

- Name your campaign

### Set Locations & Languages

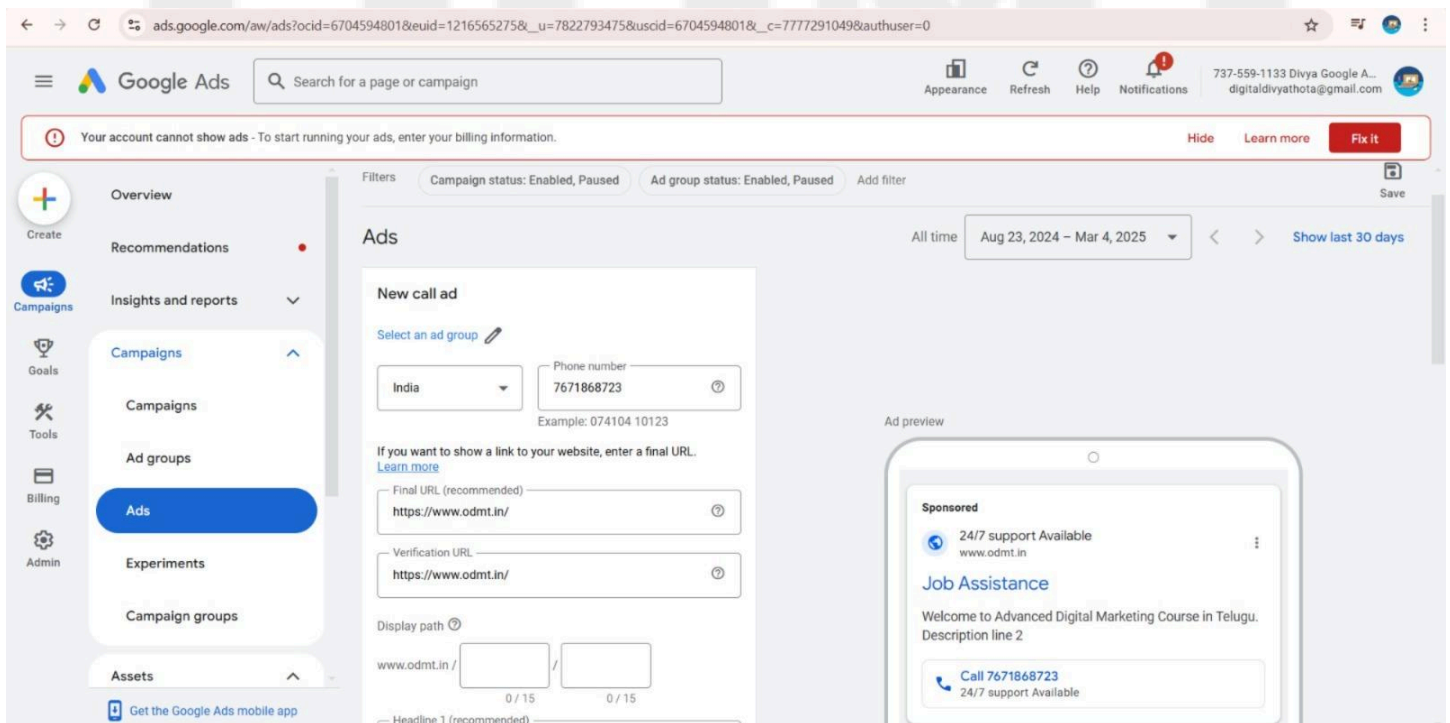
- Select the **geographic locations** you want to target (country, city, or custom radius)
- Choose the **language** your customers speak

### Set Budget & Bidding Strategy

Enter your **daily budget**

Choose a **bidding strategy**: **Clicks**

In Adcopy select call ad



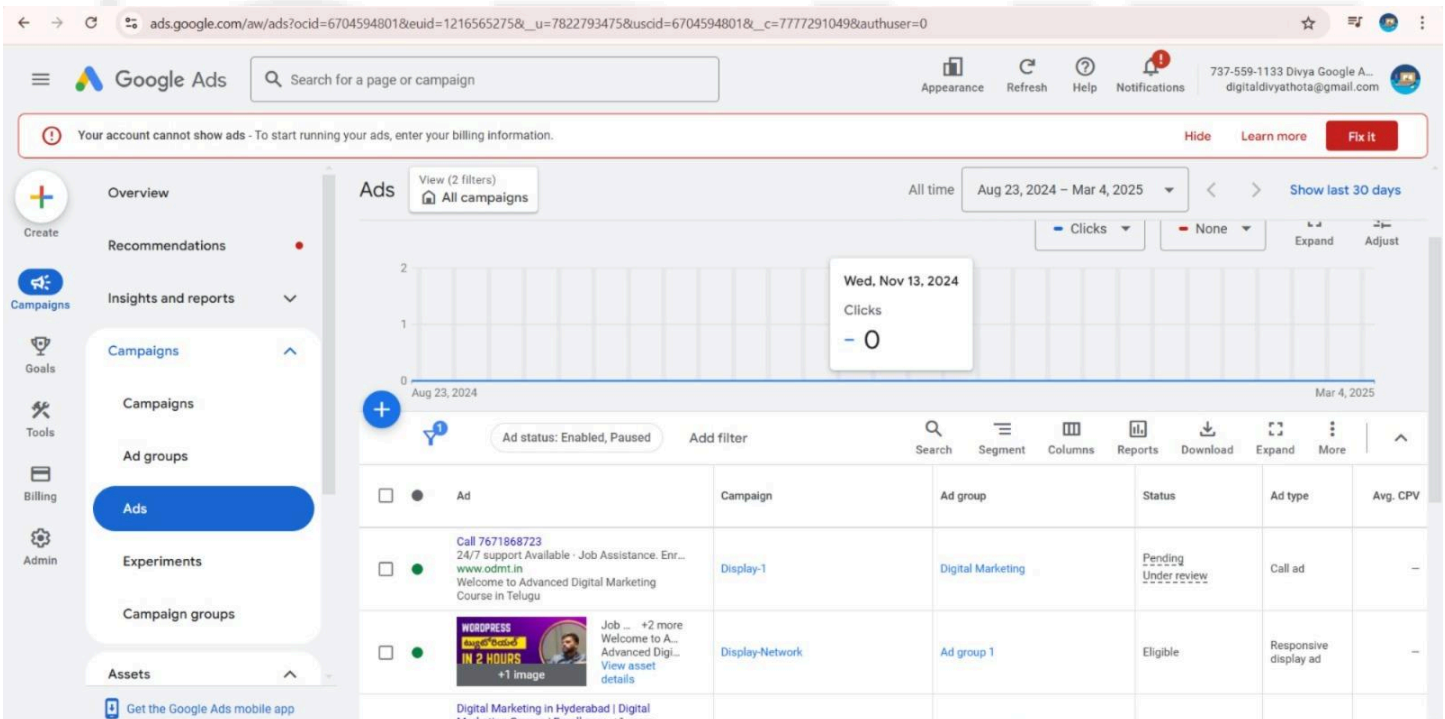
Write Your Call Ad

## Example Call Ad:

- **Phone Number:** (123) 456-7890
- **Business Name:** "Mike's Plumbing Services"
- **Headline 1:** "24/7 Emergency Plumbing - Call Now"
- **Headline 2:** "Fast Service & Affordable Rates"
- **Description:** "Licensed plumbers available now. No hidden fees. Call for a free estimate!"
- **Final URL (Optional):** www.example.com

## Save & Launch Your Call Ads

- Click **"Save and Continue"**.  
Google Ads will now show your **Call Ads** when users search for relevant keywords.



The screenshot displays the Google Ads management interface. At the top, a navigation bar includes the Google Ads logo, a search bar, and utility icons like Appearance, Refresh, Help, and Notifications. A warning banner at the top center states, "Your account cannot show ads - To start running your ads, enter your billing information." The left sidebar contains navigation options: Overview, Recommendations, Insights and reports, Campaigns, Goals, Tools, Billing, and Admin. The main content area is titled "Ads" and shows a line graph for "Clicks" from August 23, 2024, to March 4, 2025. A tooltip for "Wed, Nov 13, 2024" shows 0 clicks. Below the graph is a table of ads with columns for Ad, Campaign, Ad group, Status, Ad type, and Avg. CPV.

Ad	Campaign	Ad group	Status	Ad type	Avg. CPV
<input type="checkbox"/> Call 7671868723 24/7 support Available - Job Assistance. Enr... www.odmt.in Welcome to Advanced Digital Marketing Course in Telugu	Display-1	Digital Marketing	Pending Under review	Call ad	-
<input type="checkbox"/> WORDPRESS WordPress Expert Course IN 2 HOURS +1 image	Display-Network	Ad group 1	Eligible	Responsive display ad	-

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# SOCIAL MEDIA

## Social Media Optimization (SMO)

Social Media Optimization (SMO) is the process of improving your social media profiles, content, and interactions to increase brand awareness, engagement, and traffic. It involves using strategies that make your social media presence more effective and visible to the target audience.

Social Media Optimization (SMO) is **Organic process**.

## What is the EdgeRank Algorithm in Social Media Optimization?

EdgeRank is Facebook's algorithm used to determine which posts appear in a user's News Feed. It prioritizes content based on relevance, engagement, and interactions, ensuring that users see posts they are most likely to engage with. Although Facebook has evolved its ranking system, the principles of EdgeRank still influence content visibility.

## How Does the EdgeRank Algorithm Work?

The algorithm considers three main factors:

- **Affinity** (User Interaction)
  - Measures the relationship between the user and the content creator.
  - More interactions (likes, shares, comments) = Higher affinity = More visibility.
- **Weight** (Engagement Type)
  - Different types of interactions have different values.
  - Comments & shares > Likes > Clicks (More valuable interactions push content higher).
- **Time Decay** (Recency)
  - Newer posts are given more priority over older ones.
  - Posts lose visibility over time unless they continue getting engagement.

## What is the 80/20 Rule in Social Media Optimization?

The **80/20 Rule** in Social Media Optimization (SMO) suggests that **80% of your content should provide value to your audience** (educational, entertaining, or engaging), while **only 20% should be promotional** (directly advertising products or services).

## Push and Pull techniques in Social Media Optimization (SMO)

### Push Technique:

This method involves actively pushing content to users, often through paid ads, direct promotions, or influencer collaborations.

### **Examples of Push Technique:**

**Paid Advertisements** – Running Facebook, Instagram, or YouTube ads to show content to a targeted audience.

**Sponsored Posts** – Collaborating with influencers or brands to promote a product.

**Email Marketing** – Sending newsletters or promotions to social media subscribers.

### Pull Technique :

This method **attracts** audiences naturally through engaging, valuable, and shareable content. Instead of actively promoting, it relies on search optimization, user-generated content, and engagement strategies.

### **Examples of Pull Technique:**

- **SEO Optimized Blog Posts** – Writing informative articles with keywords so they appear in Google search results.
- **Engaging Social Media Content** – Creating viral videos, memes, and interactive polls.
- **Hashtag Campaigns** – Encouraging users to share content using a specific hashtag.

## **A/B Testing in Social Media Optimization (SMO)**

A/B testing (also called split testing) is a method used in Social Media Optimization (SMO) to compare two versions of content (A & B) to determine which one performs better.

## **Social Media Marketing (SMM)**

Social Media Marketing (SMM) is the process of using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to promote a brand, product, or service. It involves content creation, audience engagement, paid advertising, and analytics to drive brand awareness, website traffic, and sales.

### **Facebook:**

Facebook is one of the most powerful platforms for social media marketing due to its large user base and advanced advertising features. Businesses use Facebook to promote their brand, connect with customers, and drive sales through organic and paid marketing strategies.

#### **Key Features of Facebook for Marketing:**

- Facebook Pages  
A Facebook Page acts as a business profile where brands can share updates, post content, and interact with customers.
- Facebook Groups
- Facebook Marketplace
- Facebook Stories & Reels
- Facebook Messenger

### **Instagram:**

Instagram is one of the most popular social media platforms for marketing, especially for brands targeting younger audiences. It focuses on visual content, such as images and videos, making it perfect for businesses storytelling, and engagement.

## **Key Features of Instagram for Marketing**

- Instagram Business Profile
- Instagram Posts (Images & Carousels)
- Instagram Stories
- Instagram Reels
- Instagram Live
- Instagram Shopping
- Instagram Highlights
- Instagram Ads (Paid Promotion)
- Instagram Hashtags & SEO

## **LinkedIn:**

LinkedIn is the world's largest professional networking platform, making it an ideal space for **B2B (Business-to-Business) marketing**, professional branding, and corporate engagement. It helps businesses connect with industry leaders, recruit talent, share insightful content, and generate high-quality leads.

## **Key Features of LinkedIn for Marketing**

- LinkedIn Business Page
- LinkedIn Posts (Text, Images, and Videos)
- LinkedIn Articles
- LinkedIn Ads (Paid Advertising)
- LinkedIn Groups
- LinkedIn Live

## **Twitter:**

Twitter (now rebranded as **X**) is a fast-paced social media platform that allows businesses to engage with audiences in real-time, share updates, and participate in trending conversations. It is widely used for brand awareness, customer service, and industry discussions. It is also called as micro blogging site with only 280 characters.

## Key Features of Twitter for Marketing

- Tweets (Short-Form Content)
- Twitter Threads
- Twitter Hashtags (#)
- Twitter Trends & Trending Topics
- Twitter Ads (Paid Promotions)
- Twitter Polls

## How to Create a Facebook Page – Step-by-Step Guide

Creating a **Facebook Business Page** is free and helps businesses, brands, and public figures connect with their audience. Follow these practical steps to create your page:

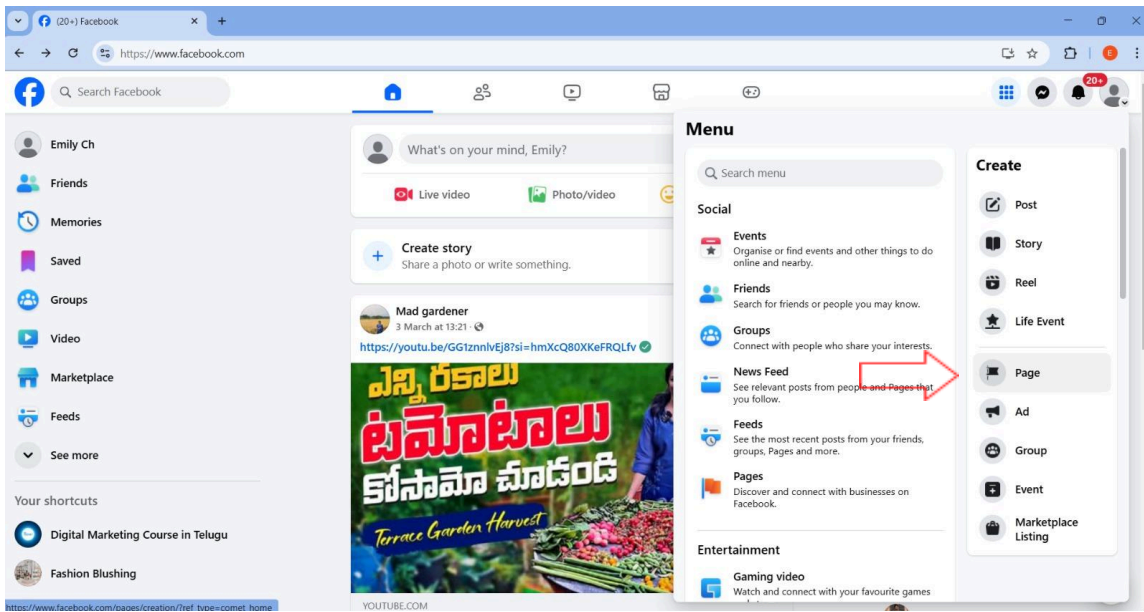
### Step 1: Log in to Facebook

Go to [Facebook.com](https://www.facebook.com) and log in with your personal account.

**Note:** You must have a personal Facebook account to create a business page.

### Step 2: Go to Page Creation

- Click on the **Menu (≡)** in the top-right corner.
- Select "**Pages**" from the options.

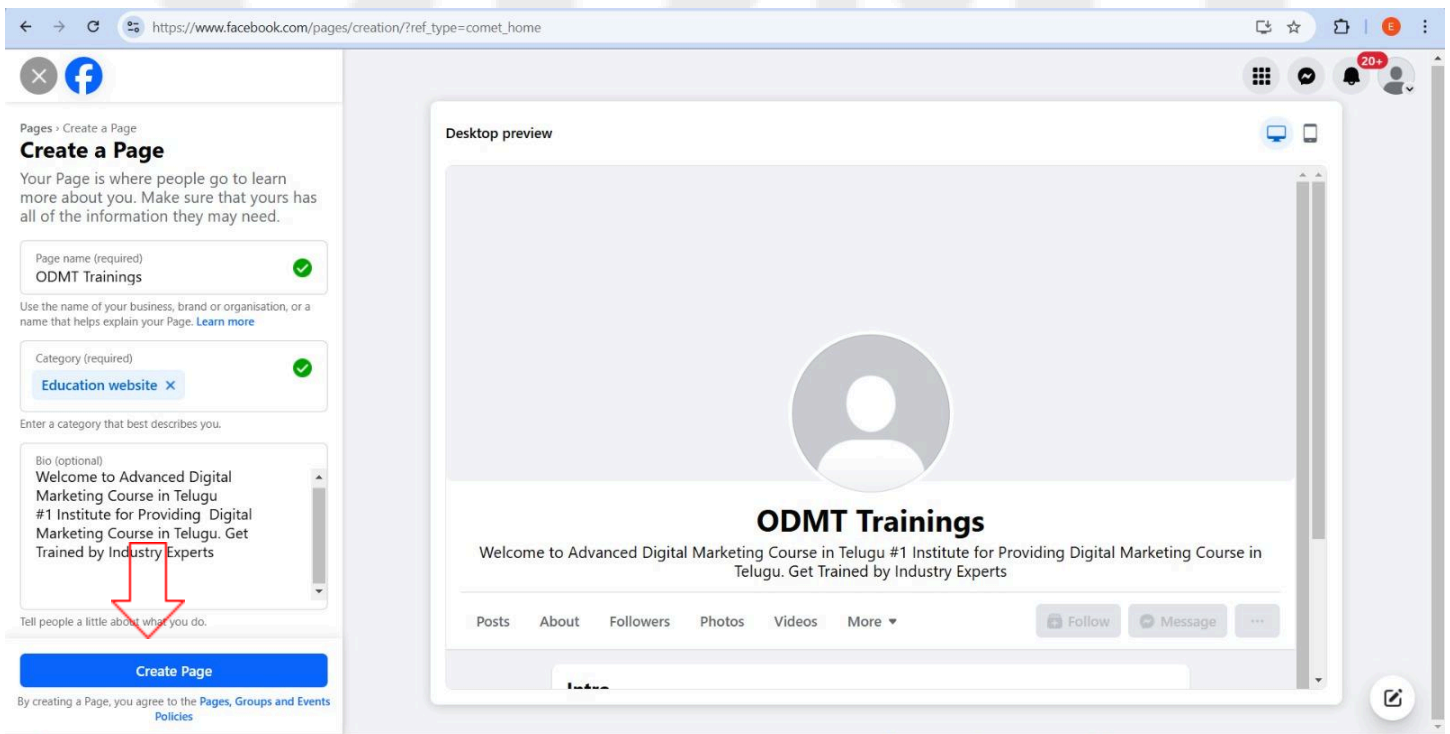


- Click on "Create New Page."

### Step 3: Enter Basic Page Information

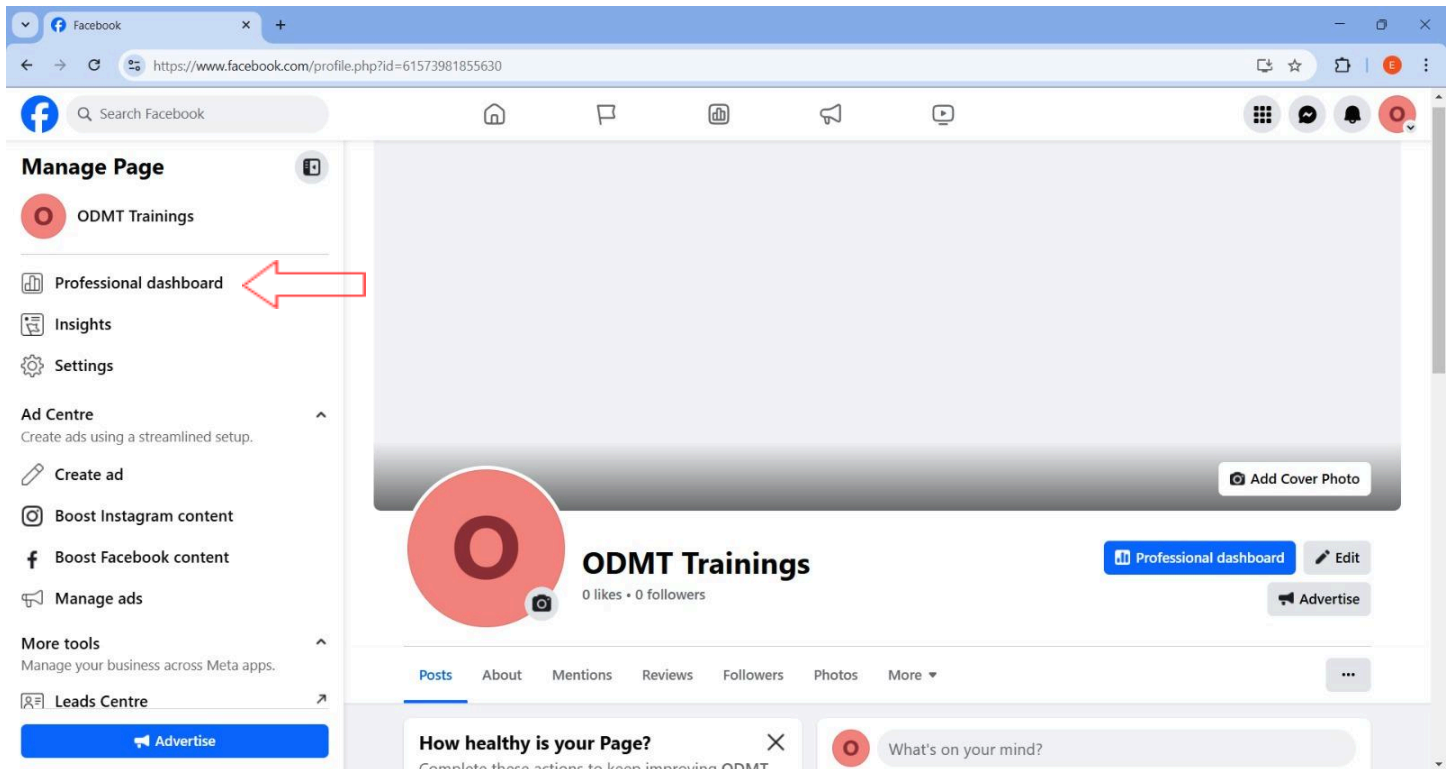
You'll need to fill in:

- Page Name:
- Category:
- Description:
- Click 'Create Page' when done.



## Step 4: Add Profile & Cover Photos

## Step 5: Add Contact & Business Details



## What is Meta Business Suite in Facebook?

Meta Business Suite is a free tool by Meta (Facebook's parent company) that helps businesses manage their Facebook and Instagram accounts in one place. It allows users to create and schedule posts, respond to messages, view insights, and run ads efficiently.

## How to Use Meta Business Suite (Step-by-Step Guide)

### Step 1: Access Meta Business Suite

- Go to [business.facebook.com](https://business.facebook.com)
- Log in with your Facebook account
- Select the Facebook Page or Instagram Account you want to manage and click on **Professional Dashboard**.

### Features & Practical Uses of Meta Business Suite:

#### Home Dashboard – Quick Overview

- Shows notifications, insights, and latest activity on Facebook & Instagram

- Displays recent comments, messages, and post performance

### **Content – Create & Schedule Posts**

- Create and schedule Posts, Stories, and Reels for both Facebook & Instagram
- Save time by planning content in advance

### **Inbox – Manage Messages & Comments**

Reply to Facebook and Instagram messages from one inbox

### **Insights & Analytics – Track Performance**

- Provides data on **reach, engagement, likes, and followers**
- Shows **top-performing posts** and best posting times

### **Linked accounts**

Linking accounts in Meta Business Suite allows businesses to manage their Facebook Pages, Instagram accounts, and WhatsApp Business accounts in one place.

### **Planner**

The Planner in Meta Business Suite is a content scheduling and management tool that helps businesses plan, create, and schedule posts, stories, and reels for Facebook and Instagram in one place.

## **How to Access Facebook Ads Manager – Step-by-Step Guide**

**Facebook Ads Manager** is the platform where businesses can create, manage, and analyze their **Facebook & Instagram ad campaigns**. It provides tools for targeting audiences, setting budgets, and tracking performance.

### **Step 1: Log in to Facebook**

- Go to [Facebook.com](https://www.facebook.com)
- Log in with your personal account (must be linked to a business page)

### **Step 2: Open Facebook Ads Manager**

- **Direct Link: Visit [Facebook Ads Manager](#)**

**Alternative Method:**

- Click the **Menu (☰)** at the top-right corner of Facebook
- Select “Ads Manager” under the Professional Tools section

### **Step 3: Select the Correct Business Account**

- If you manage multiple accounts, click the **drop-down menu** at the top left
- Choose the **correct business account** you want to manage ads for

### **Step 4: Explore Facebook Ads Manager Dashboard**

Key sections in **Ads Manager**:

- **Campaigns Tab** → View & create advertising campaigns
- **Ad Sets Tab** → Manage audience, budget, and placements
- **Ads Tab** → Create, edit, and monitor individual ads
- **Insights & Reports** → Analyze ad performance

## **How to give access in facebook ads account access**

### **Step 1: Open Facebook Ads Manager**

Go to [Facebook Ads Manager](#)

Click the ⚙️ (**Settings**) at the bottom left

### **Step 2: Go to "Ad Account Settings"**

Find "**Ad Account Roles**"

Click "**Add a Person**"

### **Step 3: Assign Permissions & Send Invite**

Enter the person's Facebook email

Select their Role (Admin, Advertiser, or Analyst)

Click "Confirm"

The person will get a notification and must accept the invite to gain access.

## How to Add Budget in Facebook Ads Account (Step-by-Step Guide)

### Step 1: Open Facebook Ads Manager

Go to [Facebook Ads Manager](#)

Click the **☰ (Menu) button** in the top left corner

Select **"Billing"**

### Step 2: Go to Payment Settings

Click on **"Payment Settings"**

You will see the **current payment method and billing details**

### Step 3: Add or Update Payment Method

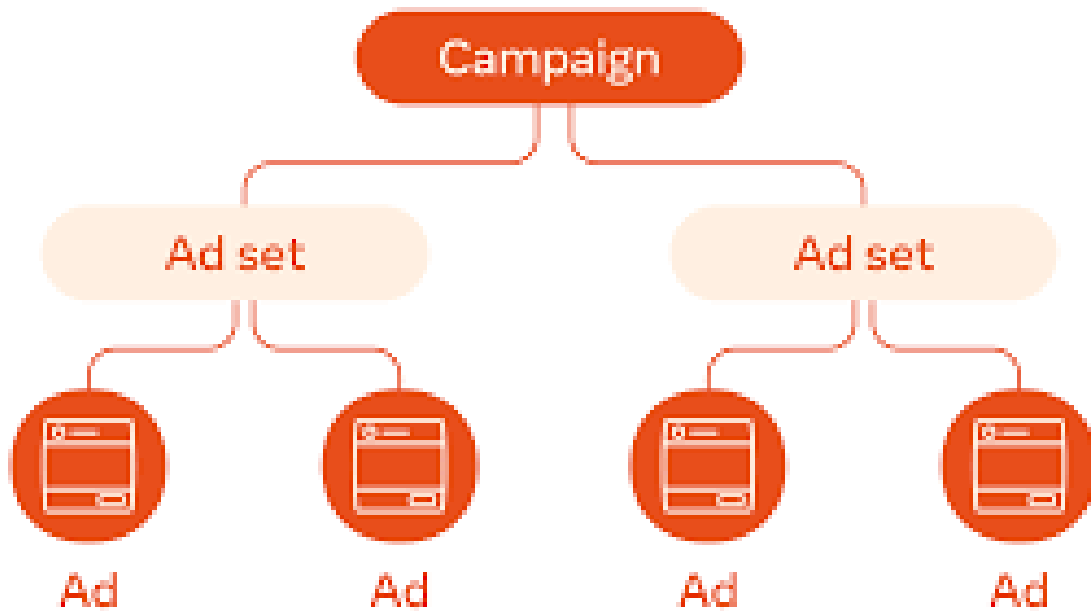
Click **"Add Payment Method"**

Choose a payment option:

- **Credit/Debit Card (Visa, Mastercard, AMEX, etc.)**
- **PayPal**
- **Online Banking (Available in some regions)**

Enter your **billing details** and click **"Save"**

# Facebook Account structure



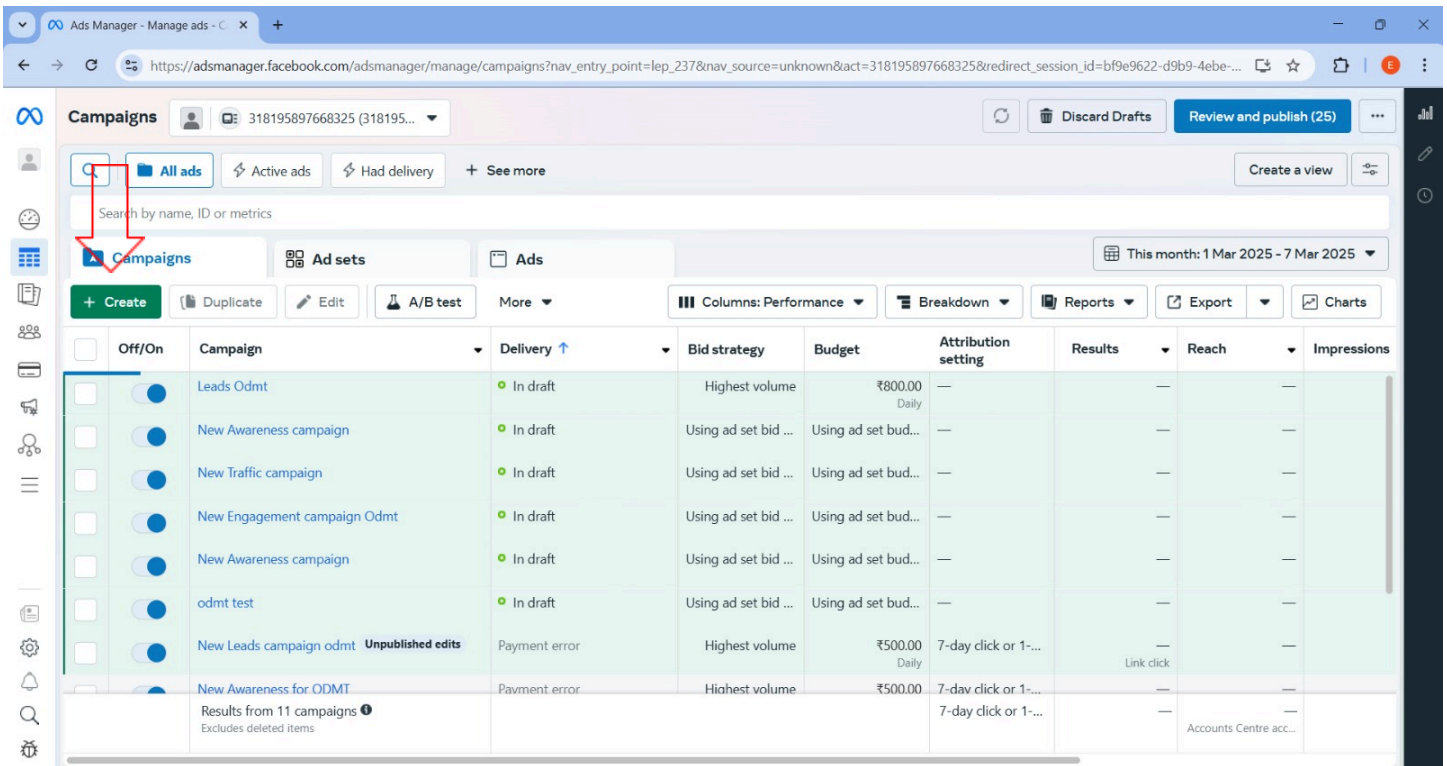
## How to create campaign in facebook ads manager

### Step 1: Log in to Facebook Ads Manager

- Go to [Facebook Ads Manager](#)
- Log in to your **Facebook Business** account.

### Step 2: Click "Create" to Start a New Campaign

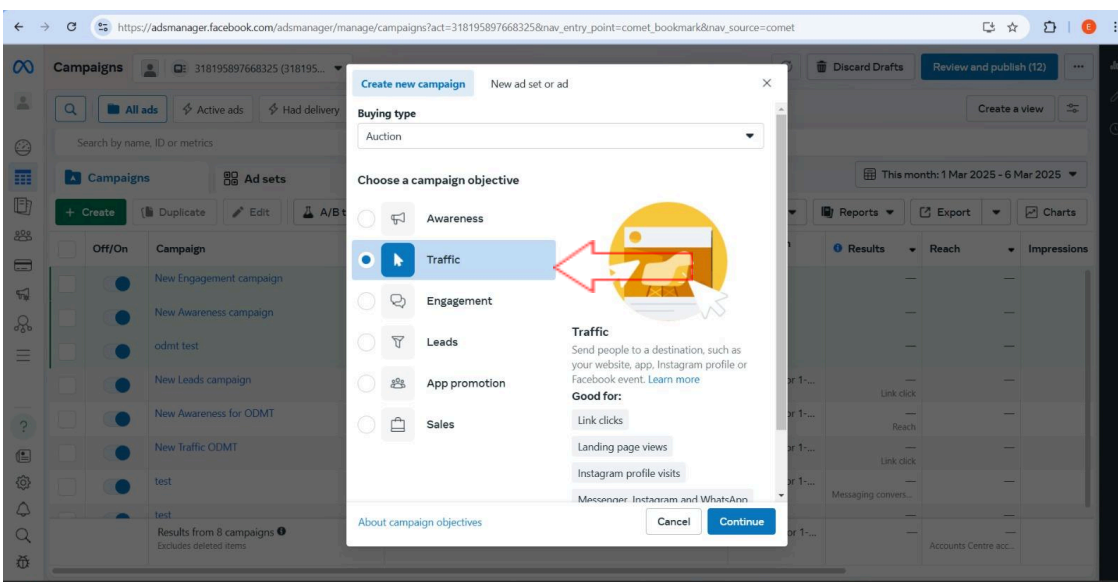
- In the Campaigns tab, click the **green "+ Create"** button.



### Step 3: Choose Your Campaign Objective

Facebook offers different objectives. Select one based on your goal:

- **Awareness:** Brand Awareness, Reach
- **Consideration:** Traffic, Engagement, App Installs, Video Views, Lead Generation, Messages



## Step 4: Name Your Campaign & Set Budget

**Campaign Name:** Enter a name .

The screenshot shows the Facebook Ads Manager interface for editing a campaign. The left sidebar contains navigation icons and a search bar. The main content area is divided into sections:

- Campaign name:** A text input field containing "New Traffic ODMT" and a "Create Template" button.
- Special ad categories:** A section with a heading and a paragraph: "Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. Learn more about special ad categories". Below this is a sub-heading "Benefits of declaring special ad categories" and a paragraph: "Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections." A "Categorise your ads" button is present.
- Categories:** A section with a heading and a paragraph: "Select the categories that best describe what this campaign will advertise." Below this is a dropdown menu with the text "Declare category if applicable".
- Campaign details:** A section with a heading and a paragraph: "By clicking 'Publish', you agree to Facebook's Terms and Advertising Guidelines." Below this are "Close", "Discard Draft", and "Publish" buttons.

## Campaign Budget:

- **Daily Budget:** Set a daily limit.
- **Lifetime Budget:** Total spend for the campaign duration.

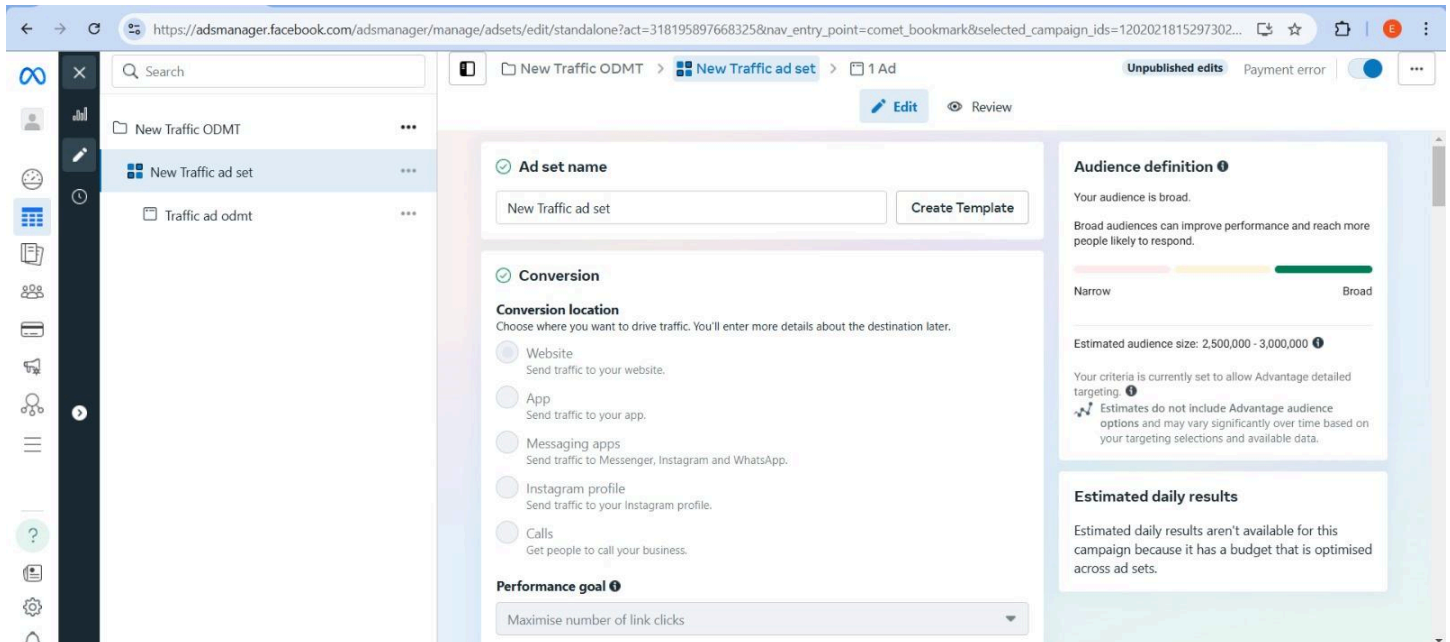
The screenshot shows the Facebook Ads Manager interface for editing a campaign, focusing on the budget and bidding strategy sections. The left sidebar is the same as in the previous screenshot. The main content area is divided into sections:

- Budget:** A section with a heading and a dropdown menu set to "Daily budget". A text input field contains "₹500.00" and a currency selector set to "INR". Below this is a paragraph: "You'll spend an average of ₹500.00 per day. Your maximum daily spend is ₹625.00 and your maximum weekly spend is ₹3,500.00. Learn more."
- Campaign bid strategy:** A section with a heading and a dropdown menu set to "Highest volume". Below this is a "Hide options" link.
- Budget scheduling:** A section with a heading and a checkbox labeled "Increase your budget during specific time periods". A "View" button is present.
- Ad scheduling:** A section with a heading and a dropdown menu set to "Run ads all the time".
- A/B test:** A section with a heading and a paragraph: "To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience." Below this is a "Create A/B test" button.
- At the bottom, there is a paragraph: "By clicking 'Publish', you agree to Facebook's Terms and Advertising Guidelines." and buttons for "Close", "Discard Draft", and "Publish".

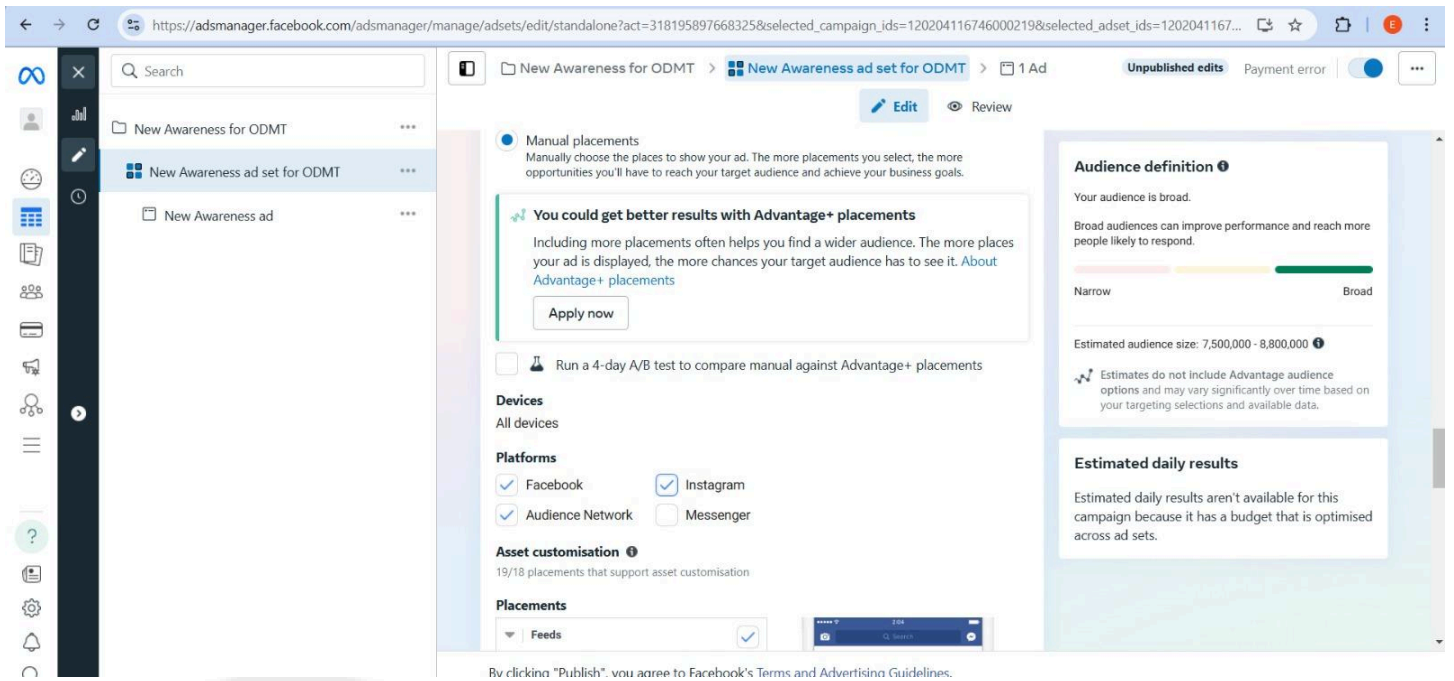
**A/B Testing (Optional):** Enable if you want to test multiple versions.

Click **Next** to continue.

## Step 5: Set Up Your Ad Set

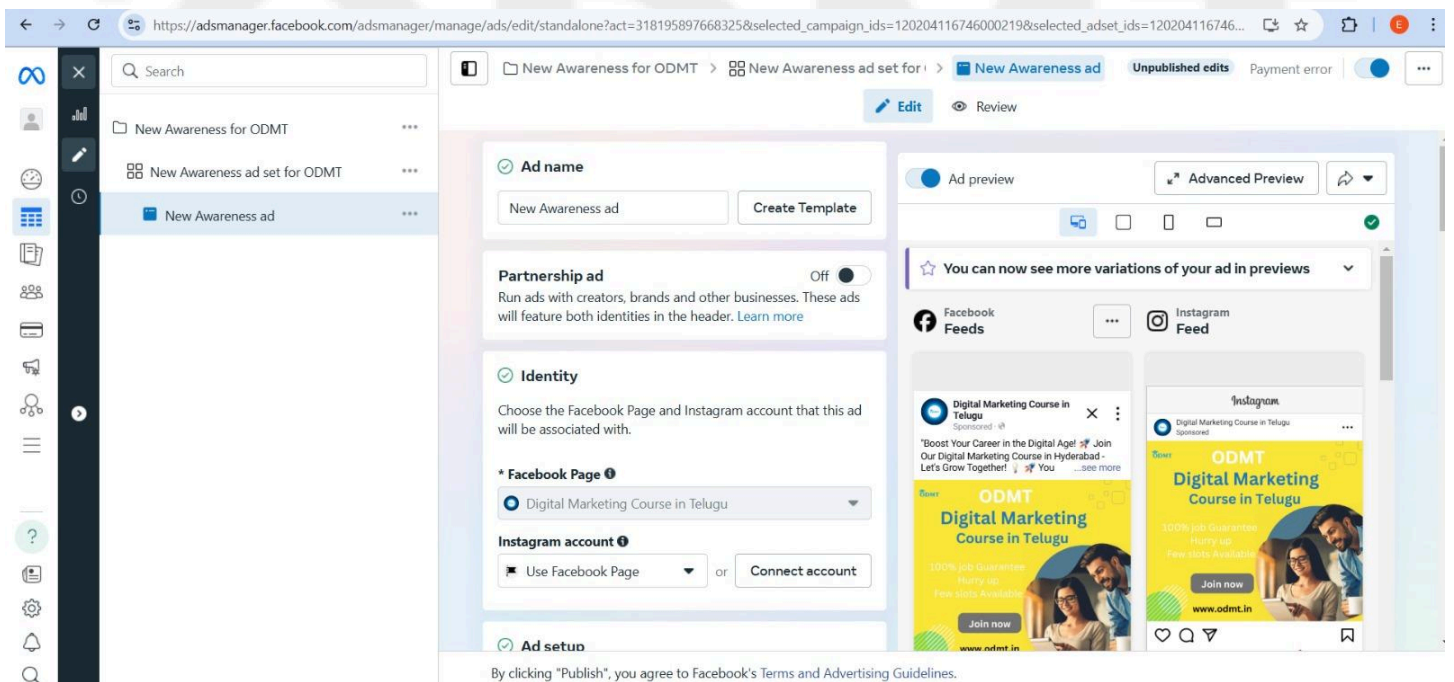


- **Traffic Destination:** Choose Website, App, Messenger, or WhatsApp.
- **Audience Targeting:**
  - **Custom Audiences:** Upload email lists or use website visitors.
  - **Location:** Target a country, city, or specific area.
  - **Age & Gender:** Select based on your audience.
  - **Interests & Behavior:** Choose relevant interests (e.g., "Digital Marketing" if targeting marketers).
- **Placements:**
  - Automatic Placements (Recommended)
  - Manual Placements: Choose Facebook Feed, Instagram, Stories, etc.



Click Next to continue.

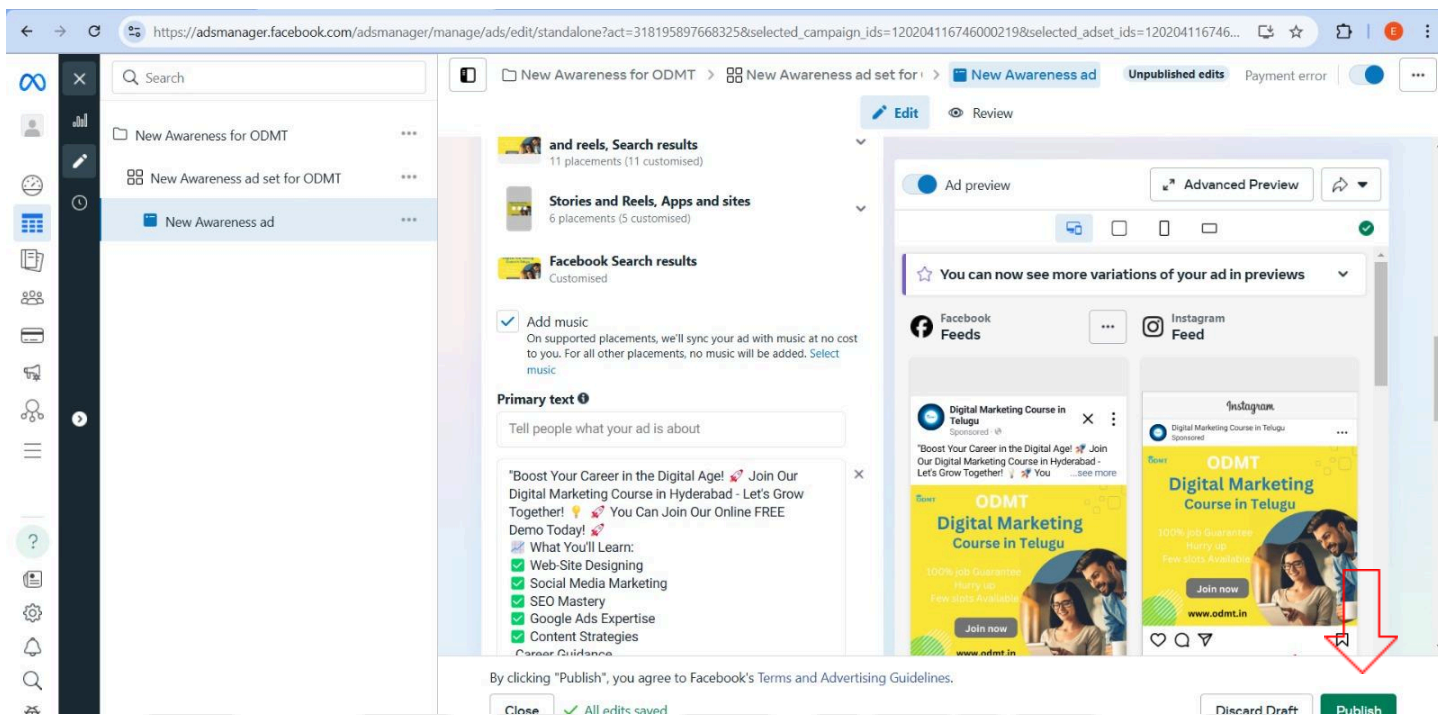
## Step 6: Create Your Ad



- **Format:** Choose Single Image, Carousel, or Video Ad.
- **Media:** Upload an image or video.
- **Primary Text:** Write an engaging ad copy.
- **Headline:** Short and catchy (e.g., "Boost Your Website Traffic Today!").

- **Call to Action (CTA):** Choose a CTA button (e.g., "Learn More" or "Sign Up").
- **Destination URL:** Enter your website link.

## Preview your ad in different placements.



## Step 7: Publish Your Ad

- Click **Publish** to submit your campaign.
- Facebook will review your ad before approval (usually within a few hours).

## Step 8: Monitor & Optimize

- Go to Ads Manager Dashboard.
- **Track performance:** CTR (Click-through rate), CPC (Cost per Click), Conversions.
- Make changes if needed (adjust targeting, budget, or creatives).

# Lead Generation campaign in facebook ads manager

## Step 1: Log in to Facebook Ads Manager

- Go to [Facebook Ads Manager](#)
- Log in to your **Facebook Business** account.

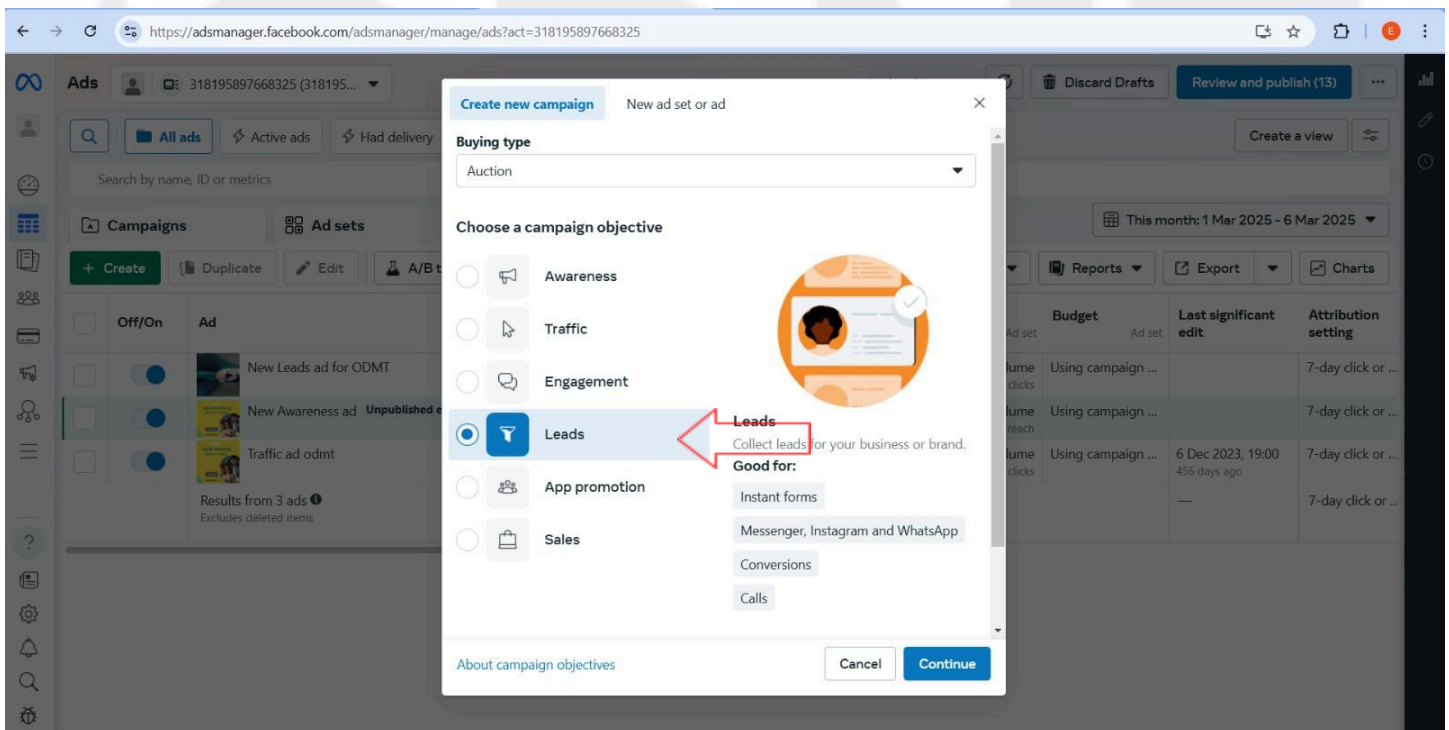
## Step 2: Click "Create" to Start a New Campaign

- In the Campaigns tab, click the **green "+ Create"** button.

## Step 3: Choose "Lead Generation" as Your Campaign Objective

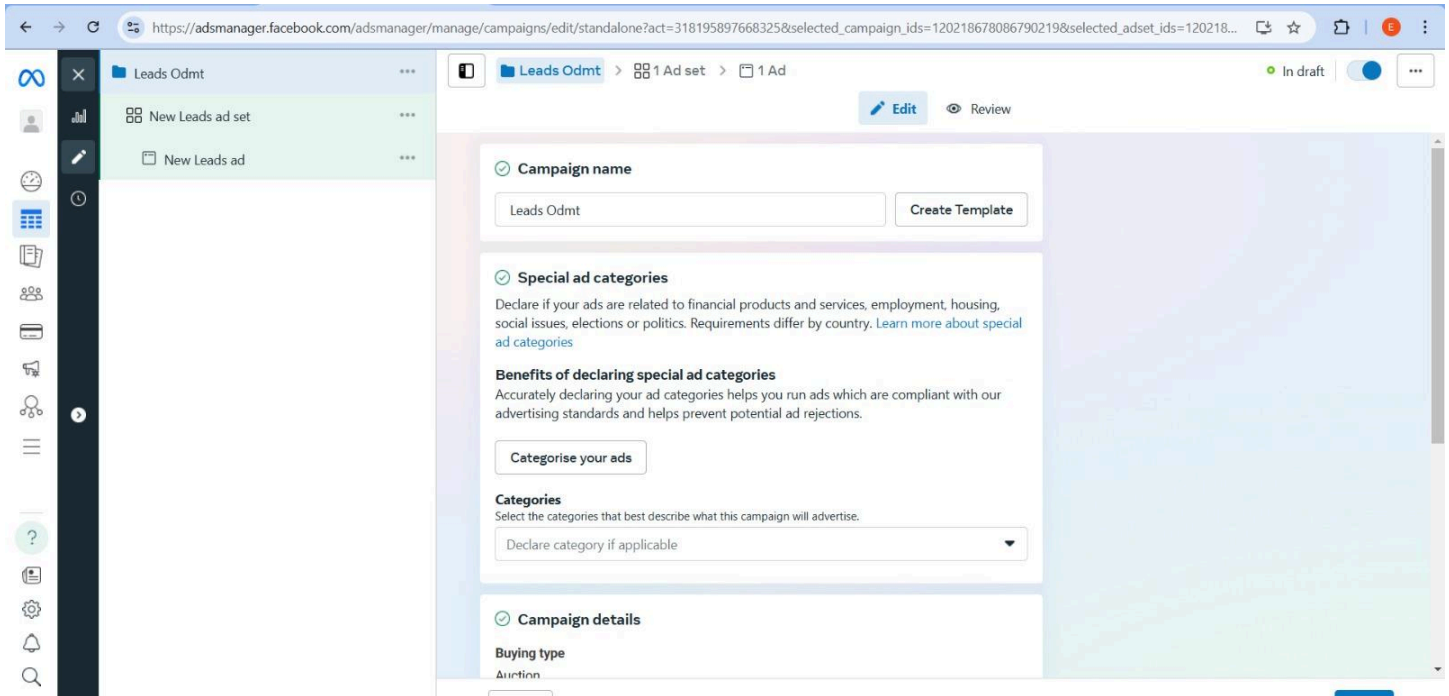
Facebook provides different objectives. Select **"Lead Generation"** because you want to collect leads (e.g., emails, phone numbers).

Click Continue.



## Step 4: Set Up Your Campaign

- **Campaign Name:** Enter a name



The screenshot shows the Facebook Ads Manager interface for editing a campaign. The browser address bar displays the URL: [https://adsmanager.facebook.com/adsmanager/manage/campaigns/edit/standalone?act=318195897668325&selected\\_campaign\\_ids=120218678086790219&selected\\_adset\\_ids=120218...](https://adsmanager.facebook.com/adsmanager/manage/campaigns/edit/standalone?act=318195897668325&selected_campaign_ids=120218678086790219&selected_adset_ids=120218...)

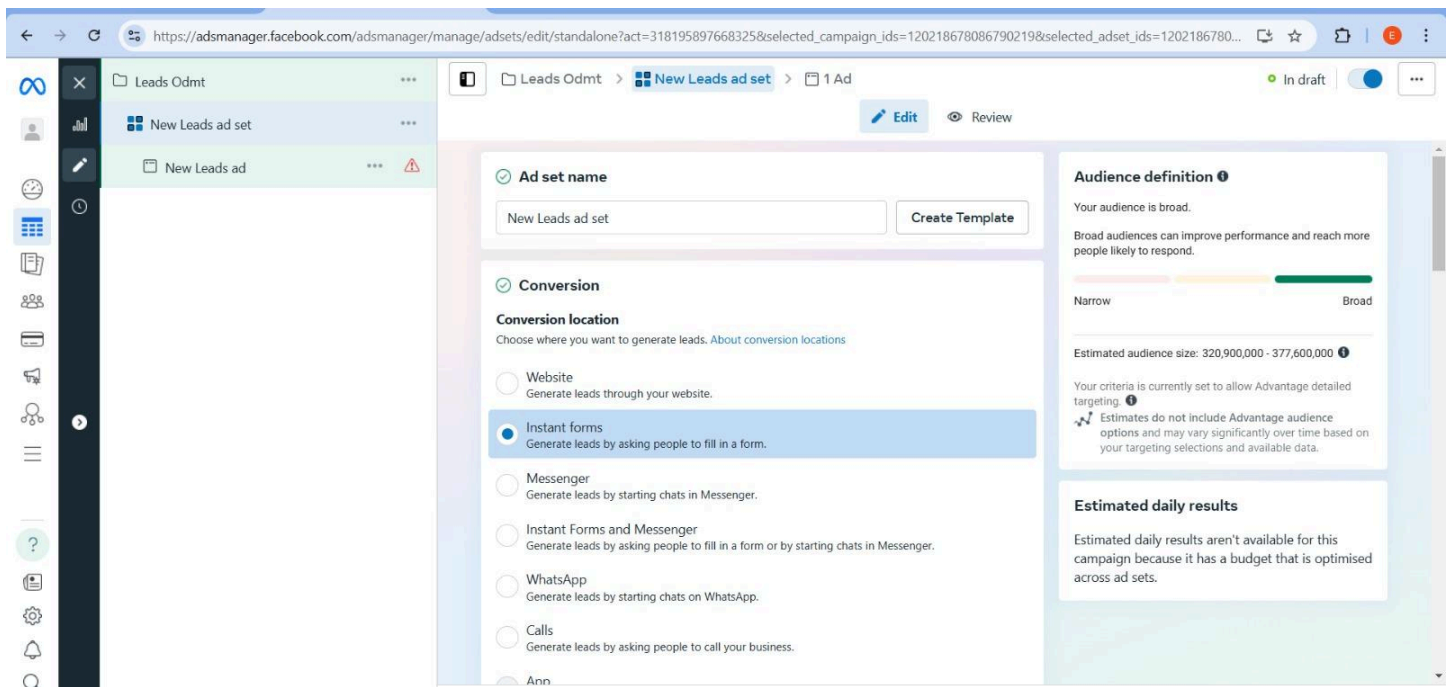
The interface includes a left-hand navigation menu with icons for home, analytics, campaign creation, and other tools. The main content area is titled "Leads Odmt" and shows the following sections:

- Campaign name:** A text input field containing "Leads Odmt" and a "Create Template" button.
- Special ad categories:** A section with a heading "Special ad categories" and a description: "Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)". Below this is a sub-heading "Benefits of declaring special ad categories" and a paragraph: "Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections." A "Categorise your ads" button is present.
- Categories:** A section with a heading "Categories" and a description: "Select the categories that best describe what this campaign will advertise." Below this is a dropdown menu with the text "Declare category if applicable".
- Campaign details:** A section with a heading "Campaign details" and a sub-heading "Buying type" with the value "Auction".

- **Special Ad Category:** Select if required
- **A/B Testing (Optional):** Enable if you want to test different versions.

## Step 5: Set Up Your Ad Set

- **Ad Set Name:** Choose a name (e.g., "Lead Form - Target Audience 1").
- **Facebook Page:** Select your business page.
- **Instant Form:** Facebook will collect leads directly within Facebook (users don't need to leave the platform)



- **Budget & Schedule:**

- Choose Daily Budget (e.g., \$10/day) or Lifetime Budget (e.g., \$300 for 30 days).
- Set a Start and End Date (if needed).

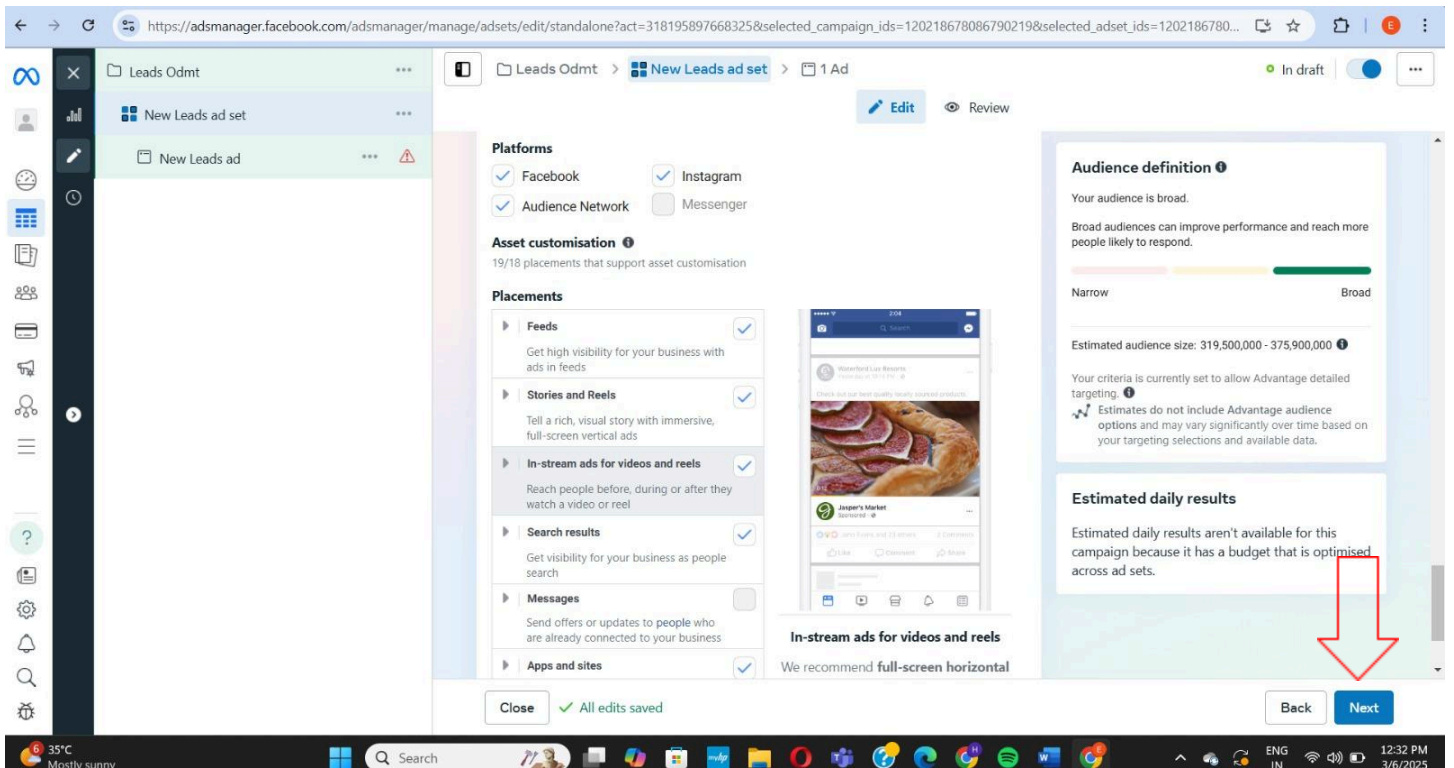
- **Audience Targeting:**

- Custom Audiences: Upload existing leads or use website visitors.
- Location: Select the target country, city, or radius around a specific location.
- Age & Gender: Define the age range and gender of your audience.
- Detailed Targeting: Choose interests, behaviors, or job titles relevant to your audience.

- **Placements:**

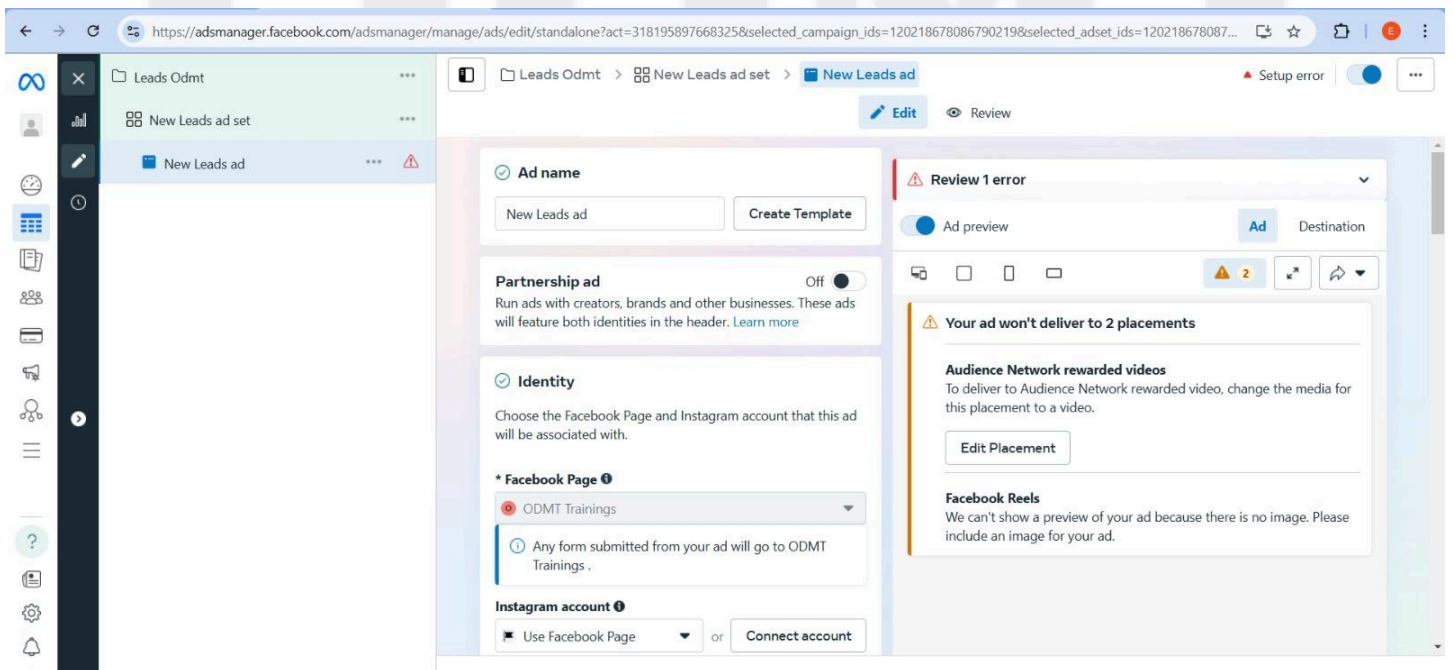
- Automatic Placements (Recommended)
- Manual Placements: Choose where your ads will appear (e.g., Facebook Feed, Instagram, Stories).

Click **Next**.



## Step 6: Create Your Ad

- **Ad Name:** Give your ad a name (e.g., "Lead Ad - Free Ebook").



- **Format:** Choose Single Image, Carousel, or Video Ad.
- **Media:** Upload an image or video (Recommended size: 1080x1080px).

- **Primary Text:** Write an engaging ad copy (e.g., "Want more marketing tips? Download our free guide!").
- **Headline:** Short and compelling (e.g., "Get Your Free Guide Now").
- **Call to Action (CTA):** Select "Sign Up", "Get Offer", or "Learn More".

## Step 7: Create a Lead Form

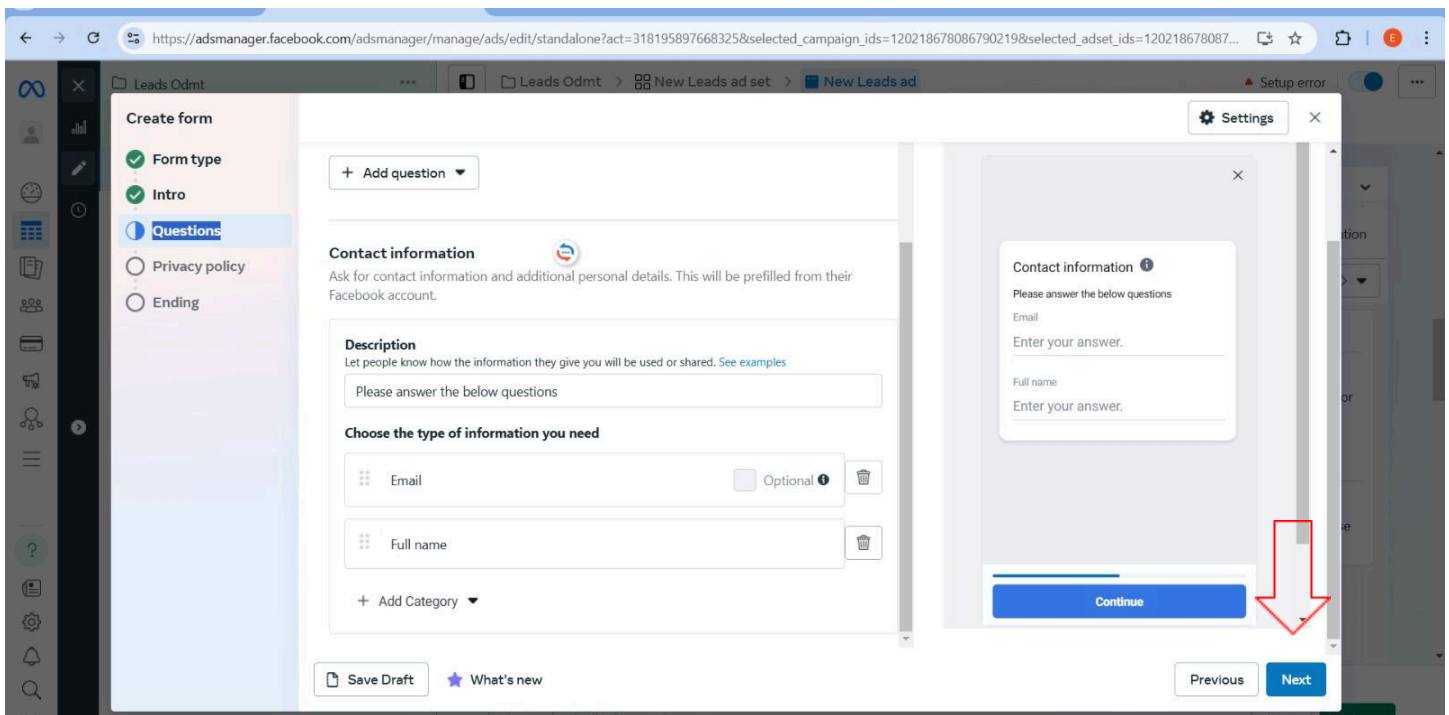
- Click **Create Form**.
- Choose **Form Type**

### Add an Intro Section (Optional)

- **Background Image:** Upload a 1200x628px image (e.g., a banner with your brand logo or product image).
- **Greeting Headline:** Write a short, catchy greeting (e.g., "Get Your Free Digital Marketing Ebook!").
- **Description:** Briefly explain the offer (e.g., "Fill in your details to download our exclusive guide on digital marketing strategies."). Click **Next**.

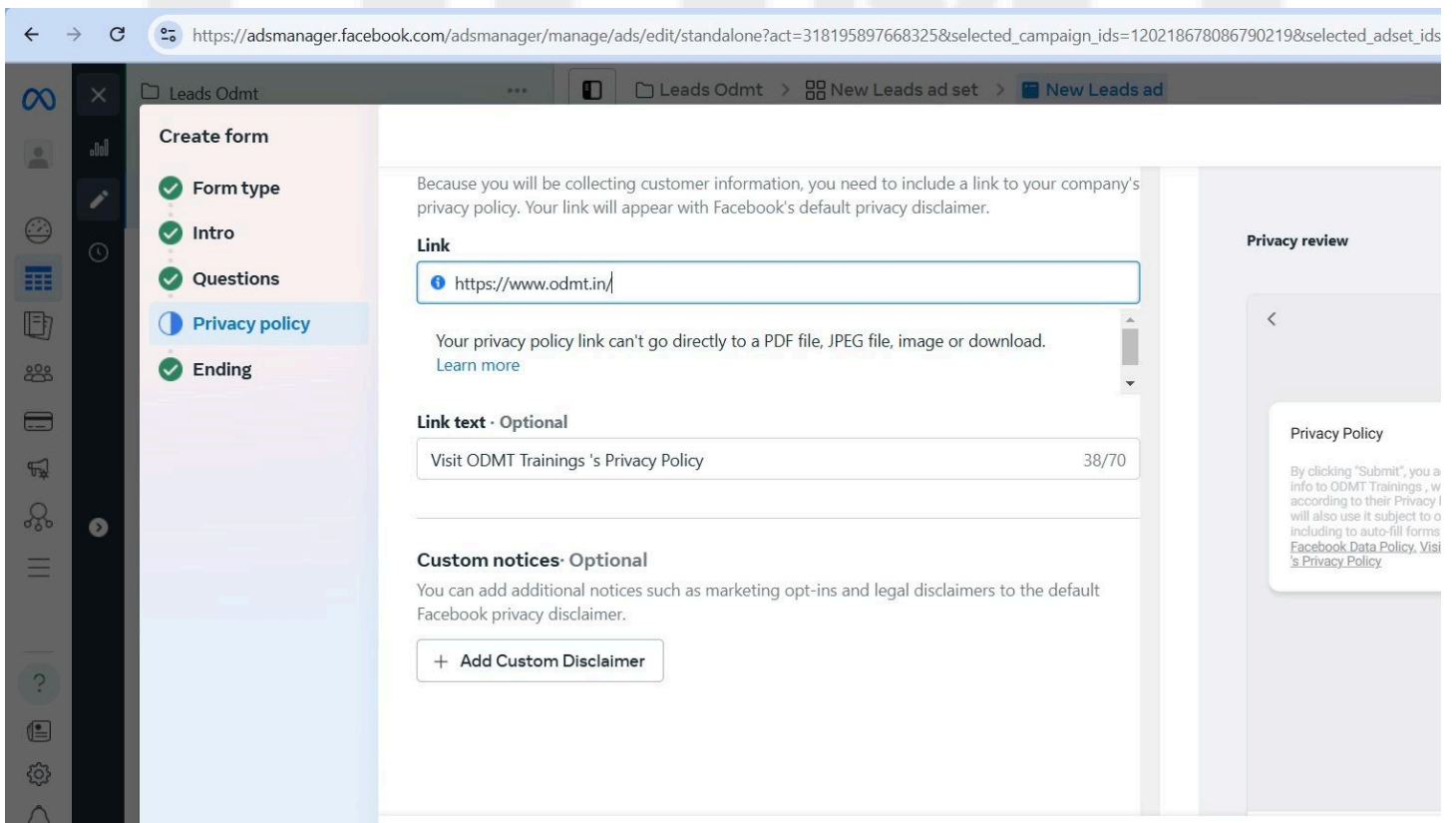
### Add Questions to Collect Leads

- By default, Facebook collects:
  - **Full Name**
  - **Email**
  - **Phone Number**
- You can **add custom questions** (optional)



## Add Privacy Policy

- Facebook **requires** a privacy policy link.
- Paste the URL of your **privacy policy** page

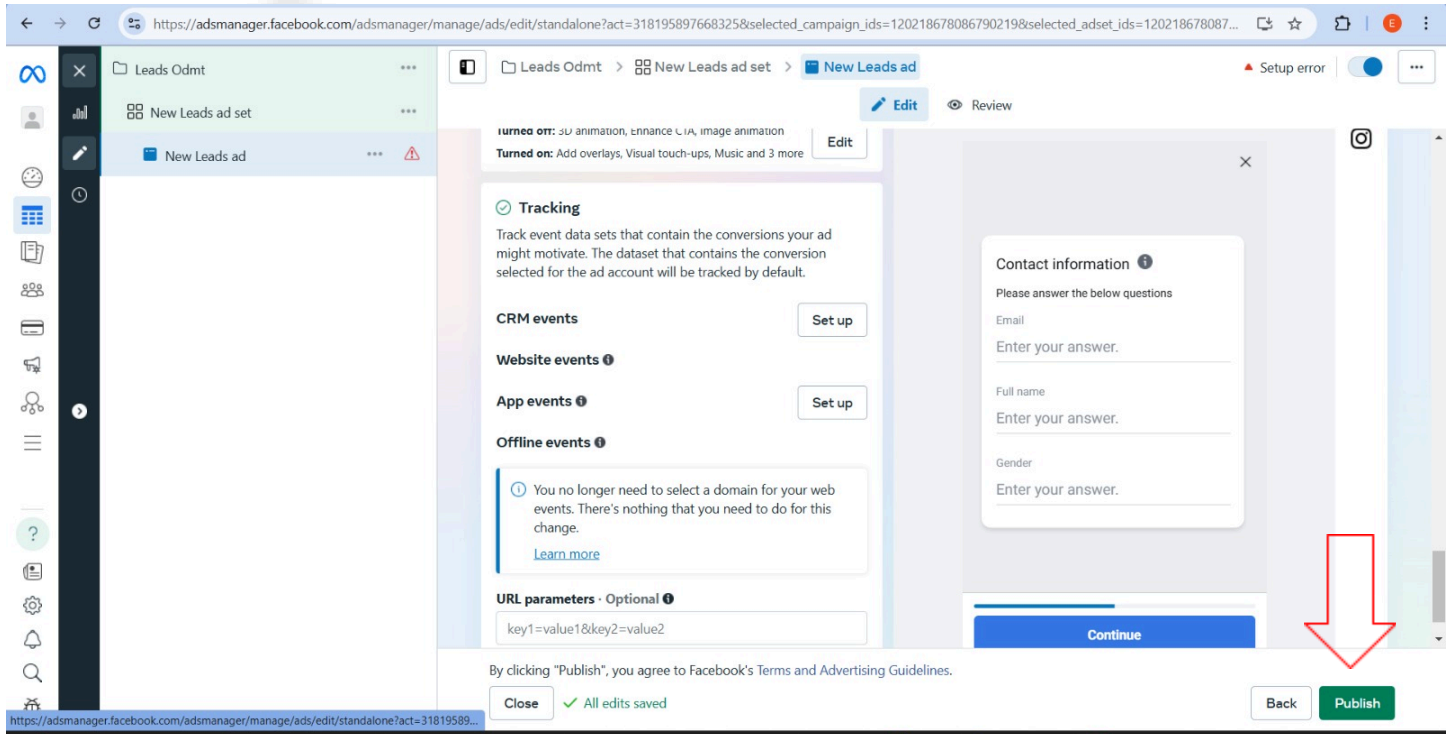


## Customize the Thank You Screen

- **Headline:** (e.g., "Thank You! Your Free Guide is on the Way!")
- **Description:** (e.g., "Check your email for the download link. Our team will contact you soon!").
- **Call-to-Action Button** (Choose one):
  - **Visit Website** (Enter your website URL)
  - **Call Business** (Enter a phone number)
  - **Download** (Provide a direct link to your ebook or resource)

Click **Finish**.

- Click **Publish** to submit for approval.



## Step 8: Publish Your Ad

- Review all settings.
- Click **Publish** to submit the campaign.

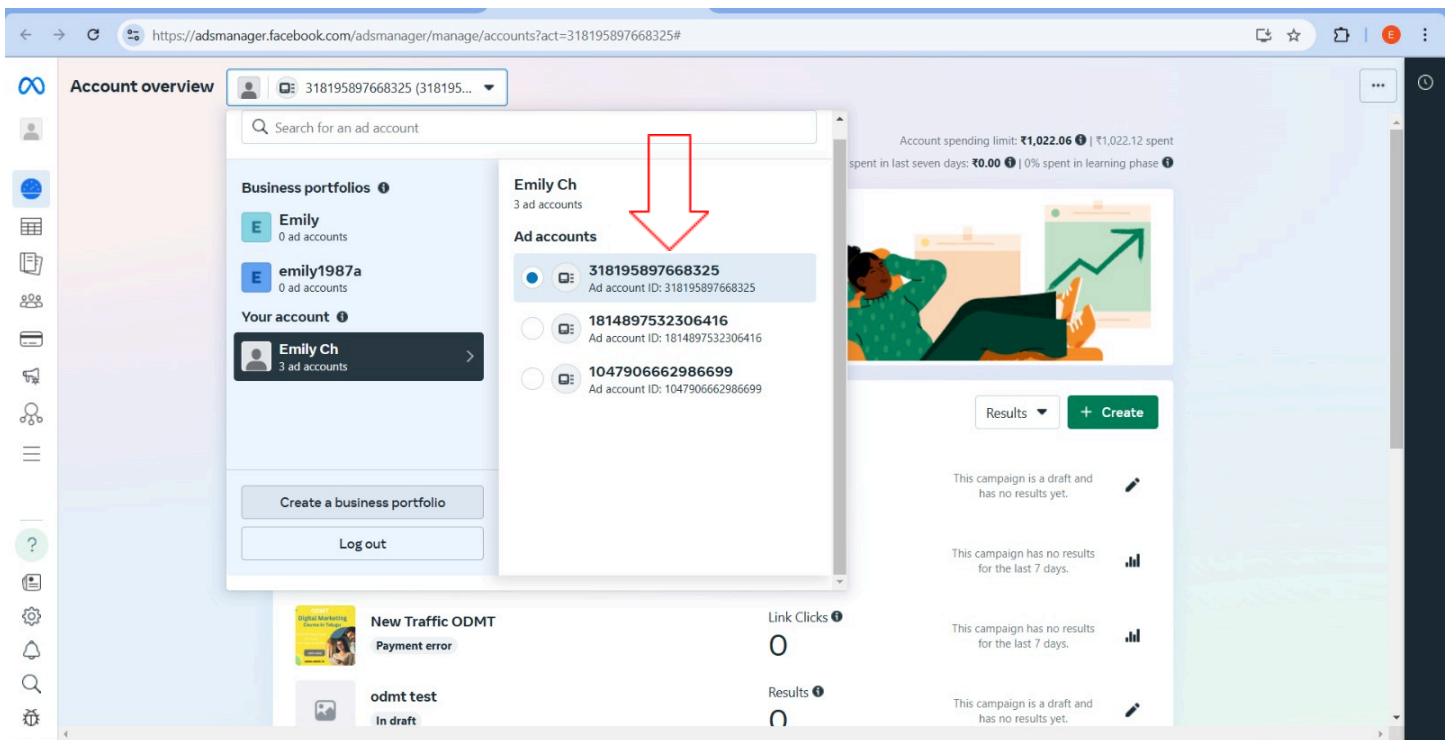
# How to create Business portfolio account in meta Business suite in facebook

## Step 1: Access Meta Business Suite

- **Log in to Facebook**
  - Go to [Facebook](#) and log in with your personal account.
- **Open Meta Business Suite**
  - Visit [Meta Business Suite](#).
  - If you're using a mobile device, download the **Meta Business Suite App** from the App Store or Google Play.
- **Click on "Create Account"**
  - If you're new to Meta Business Suite, it will prompt you to create a **Business Portfolio Account**.

## Step 2: Set Up Your Business Portfolio Account

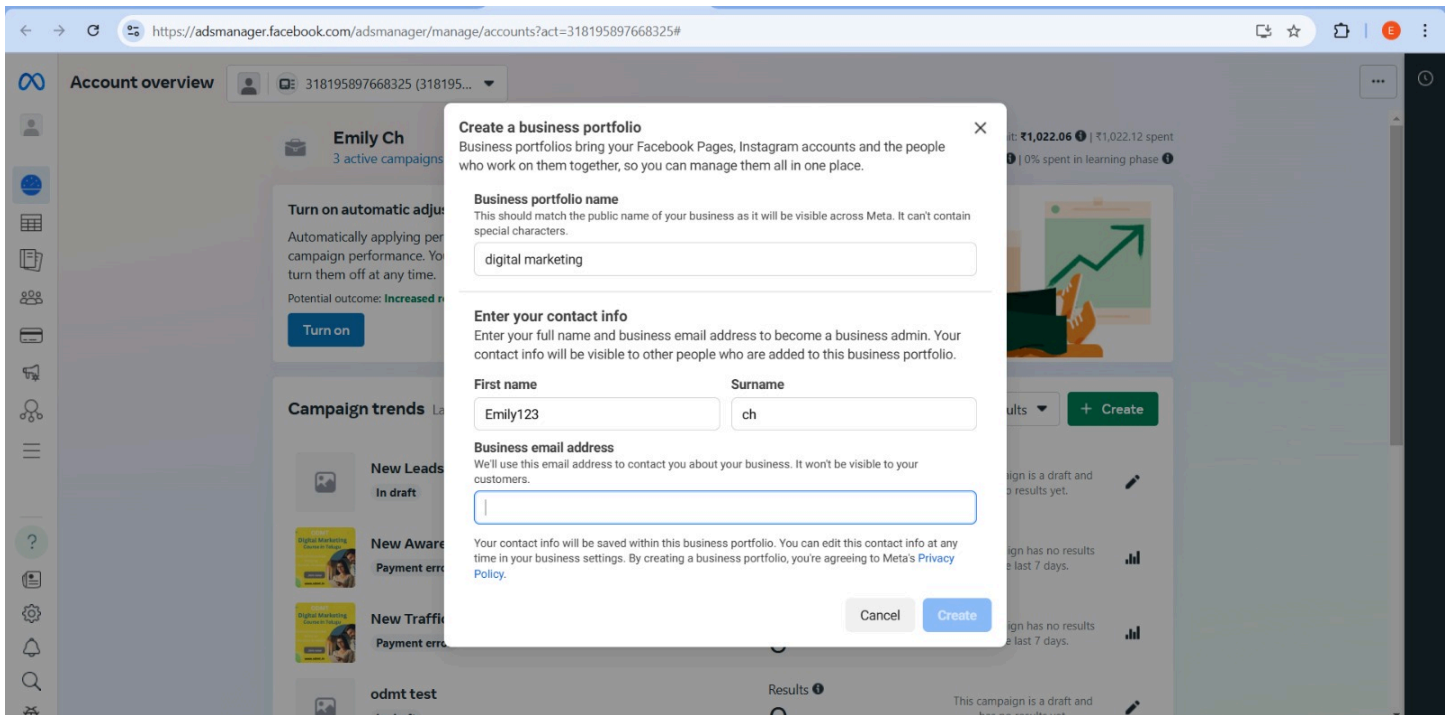
- **Enter Business Details**
  - **Business Name:** Use your official business name.
  - **Your Name & Email:** Use an email linked to your business.
- **Connect Your Facebook Page**
  - If you have a Facebook Business Page, connect it.
  - If you don't have one, create a new Facebook Page.



## Step 3: Add Business Assets

Once your account is set up, you can add and manage the following:

- **Pages**
  - Click on **"Accounts"** → **"Pages"** → Add your Facebook Page.
- **Ad Accounts**
  - If you run ads, go to **"Accounts"** → **"Ad Accounts"** and create or add an ad account.
- **Instagram Account**
  - Connect your Instagram under **"Accounts"** → **"Instagram Accounts"**.
- **People & Roles**
  - Add team members under **"People"** and assign roles like Admin, Editor, or Advertiser.



## Step 4: Optimize Your Portfolio

### Update Business Info

- Go to **"Business Settings"** → **"Business Info"** and add your:
  - Website
  - Business Category
  - Contact Information

## Step 5: Start Using Your Business Portfolio

# Conversion Tracking in Facebook?

**Conversion Tracking** in Facebook (Meta) is a method to track user actions (conversions) after they interact with your **Facebook Ads**.

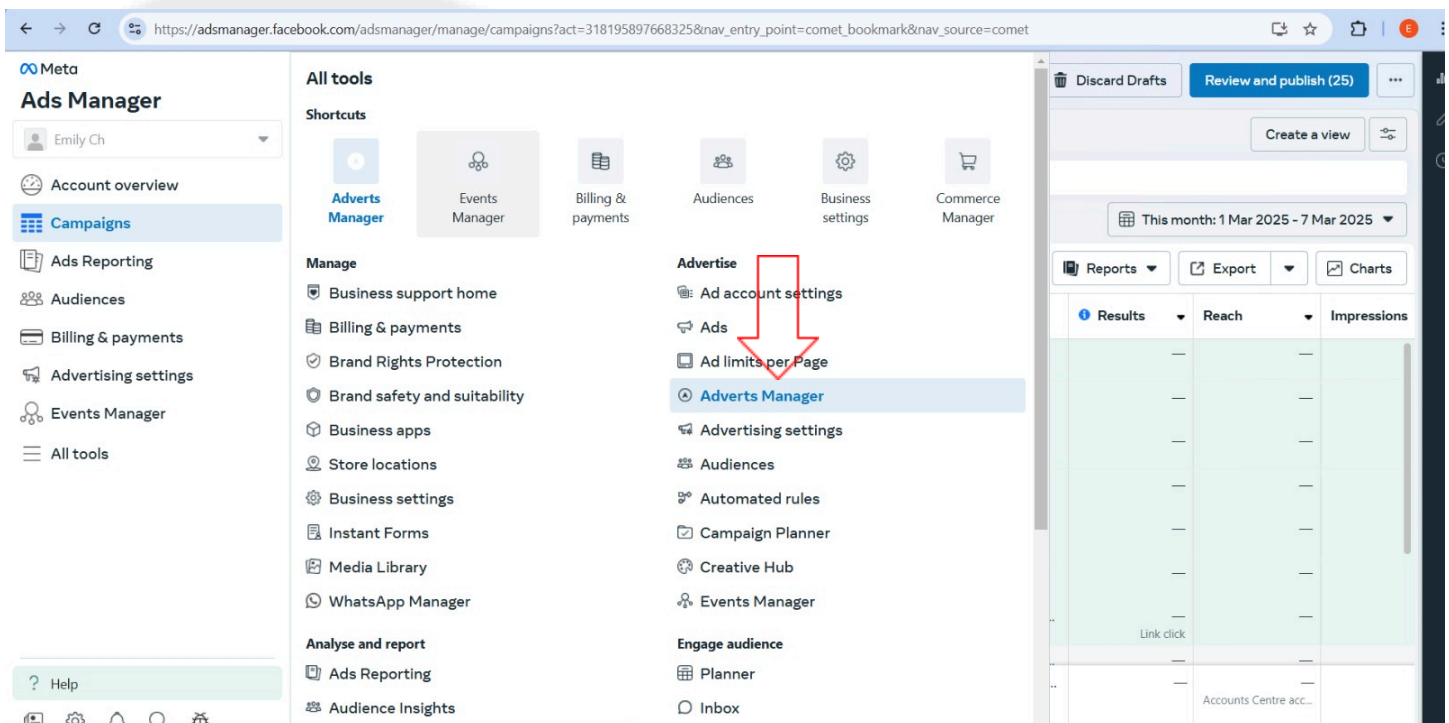
## Set Up Meta Pixel (For Websites)

What is Meta Pixel?

**Meta Pixel** is a small piece of code that you add to your website to track user interactions.

How to Set Up Meta Pixel?

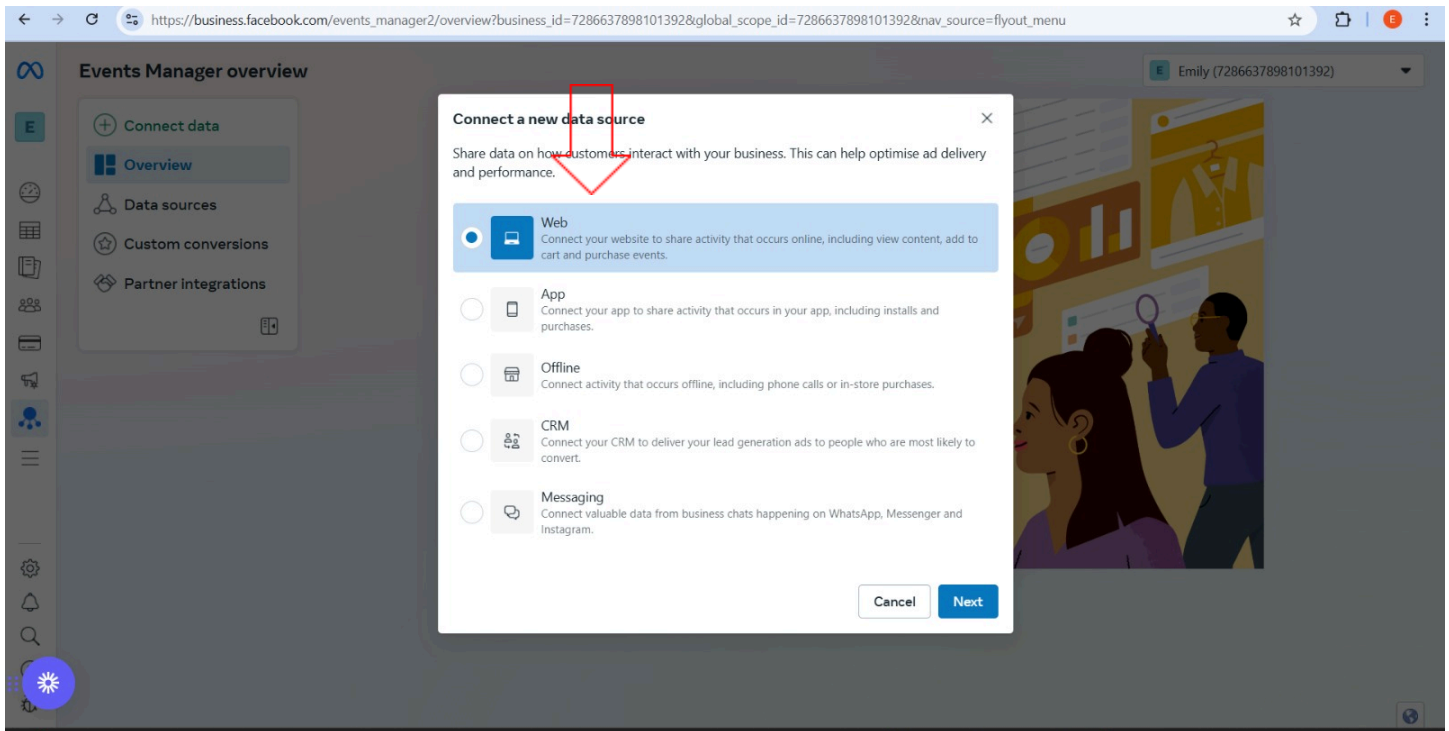
- Click on **"All Tools"** → Select **"Events Manager"**



## Create a New Pixel

- Click **"Connect Data Sources"** → Select **"Web"**
- Click **"Meta Pixel"** → **Continue**

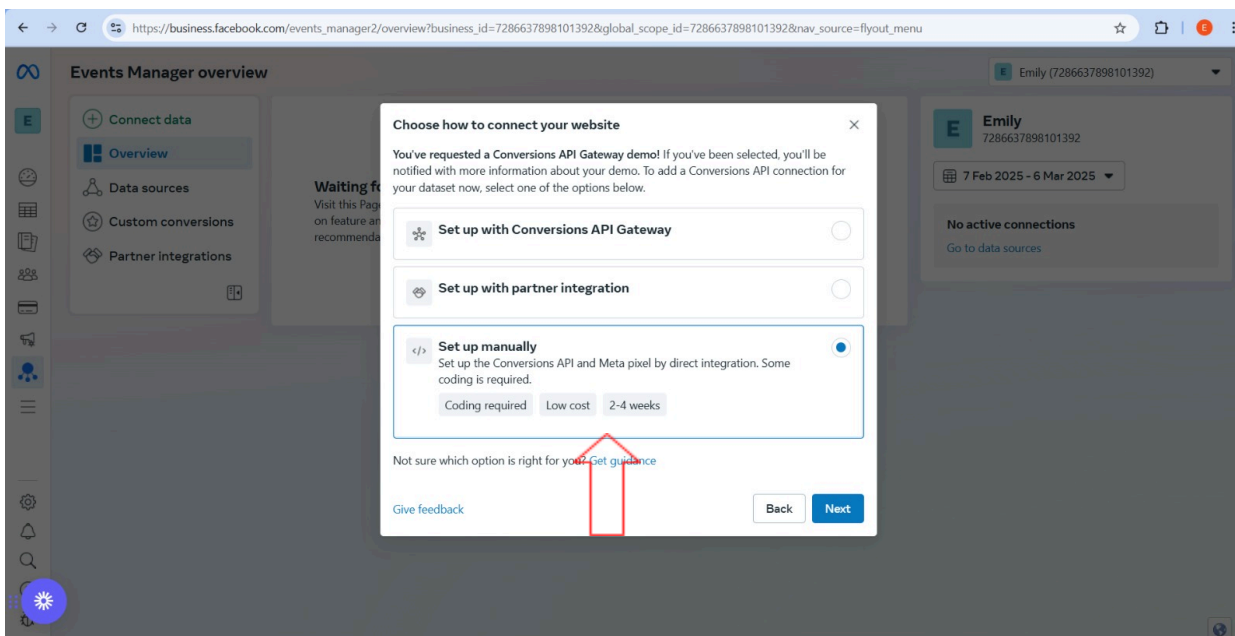
- Name your Pixel and enter your website URL



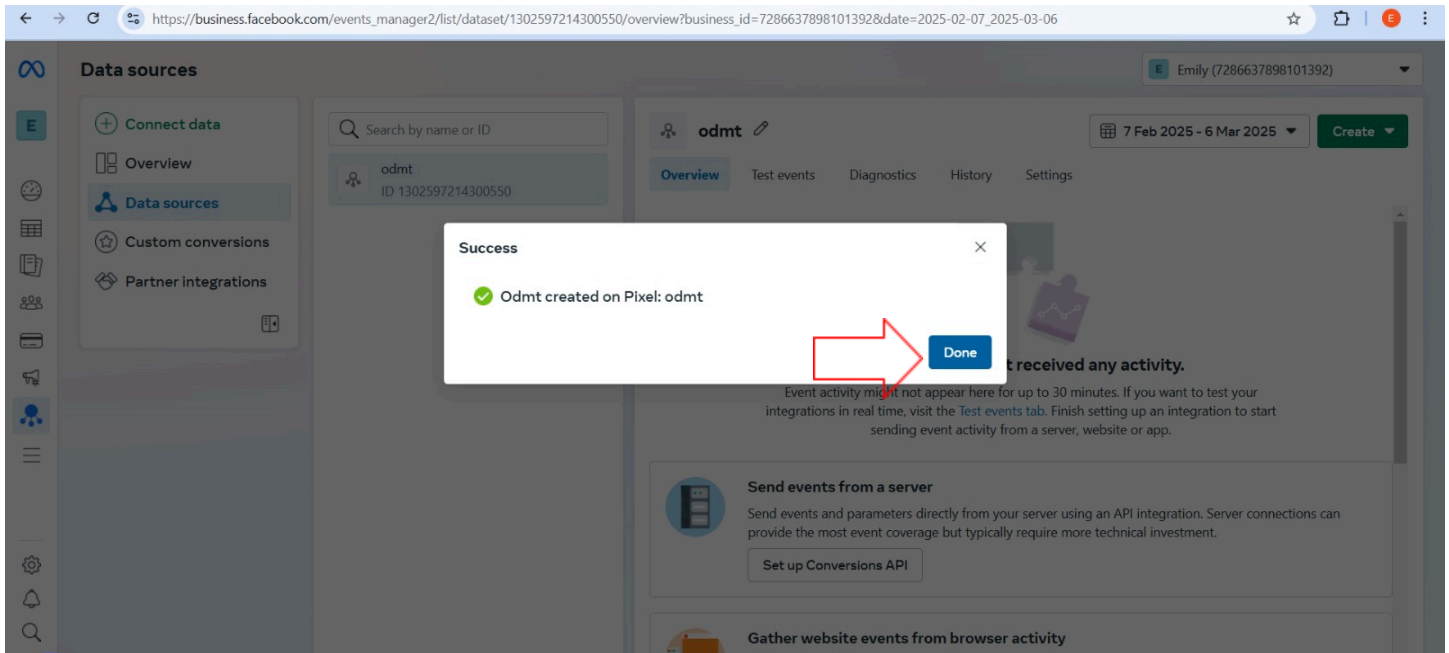
## Get Your Meta Pixel Code

### Copy the Pixel Code

- After creating the Pixel, click **"Install Code Manually"**.



- You will see a **JavaScript code snippet**.
- Click **"Copy Code"**.



## Add the Pixel Code to Your Website

- Log in to **WordPress Admin**.
- Go to **Appearance → Theme Editor**.
- Open **header.php** file.
- Paste the **Pixel Code** inside `<head> . . . </head>`.
- Click **"Update File"**.

## Create a Custom Conversion in Facebook Events Manager

### Create a Custom Conversion

- Click **"Custom Conversions"** in the left panel.
- Click **"Create Custom Conversion"**.

### Define the Custom Conversion

- **Name:** "ODMT Form Submission" (or any relevant name).

- **Data Source:** Select your Meta Pixel.
- **Conversion Event:** Select "All URL Traffic".
- **Rules:**
  - Choose "URL contains"
  - Enter: **thank-you** (or the exact page where users land after submitting a form).

## Save and Finish

- Click "**Create**" to save your Custom Conversion.

## Facebook Remarketing:

**Remarketing (Retargeting)** in Facebook is a strategy where you show ads to people who have **already visited your website, engaged with your posts, or interacted with your business** but haven't converted yet (e.g., didn't purchase, sign up, or complete a form).

### Create a Custom Audience for Remarketing

A Custom Audience allows you to target people based on their interactions with your website, app, or social media pages.

### Create a Custom Audience in Facebook Ads Manager

- Go to [Facebook Ads Manager](#).
- Click Audiences in the left panel.
- Click Create Audience → Select Custom Audience.
- Choose how you want to track users (Website, Facebook Engagement, or Customer List).

### Common Remarketing Audiences You Can Create:

#### Website Visitors:

- Target people who visited your website in the last 30, 60, or 90 days.
- Example: People who visited [www.yoursite.com](http://www.yoursite.com) but didn't buy.

## Specific Page Visitors:

- Target people who viewed a specific course or service page.
- Example: URL contains "course-details".

## People Who Added to Cart (But Didn't Buy):

- Target visitors who added a product to cart but didn't complete checkout

Click **"Create"** to save your audience.

## Create a Remarketing Campaign in Facebook Ads Manager

Now, let's run an **ad campaign to retarget these users**.

Go to **Facebook Ads Manager** → Click **Create**.

Select the **"Sales"** or **"Traffic"** campaign objective.

Choose **"Website"** as your conversion location.

Under **Audience**, select the **Custom Audience** you just created.

Set your **Budget & Schedule** (start with a small budget, e.g., \$10/day).

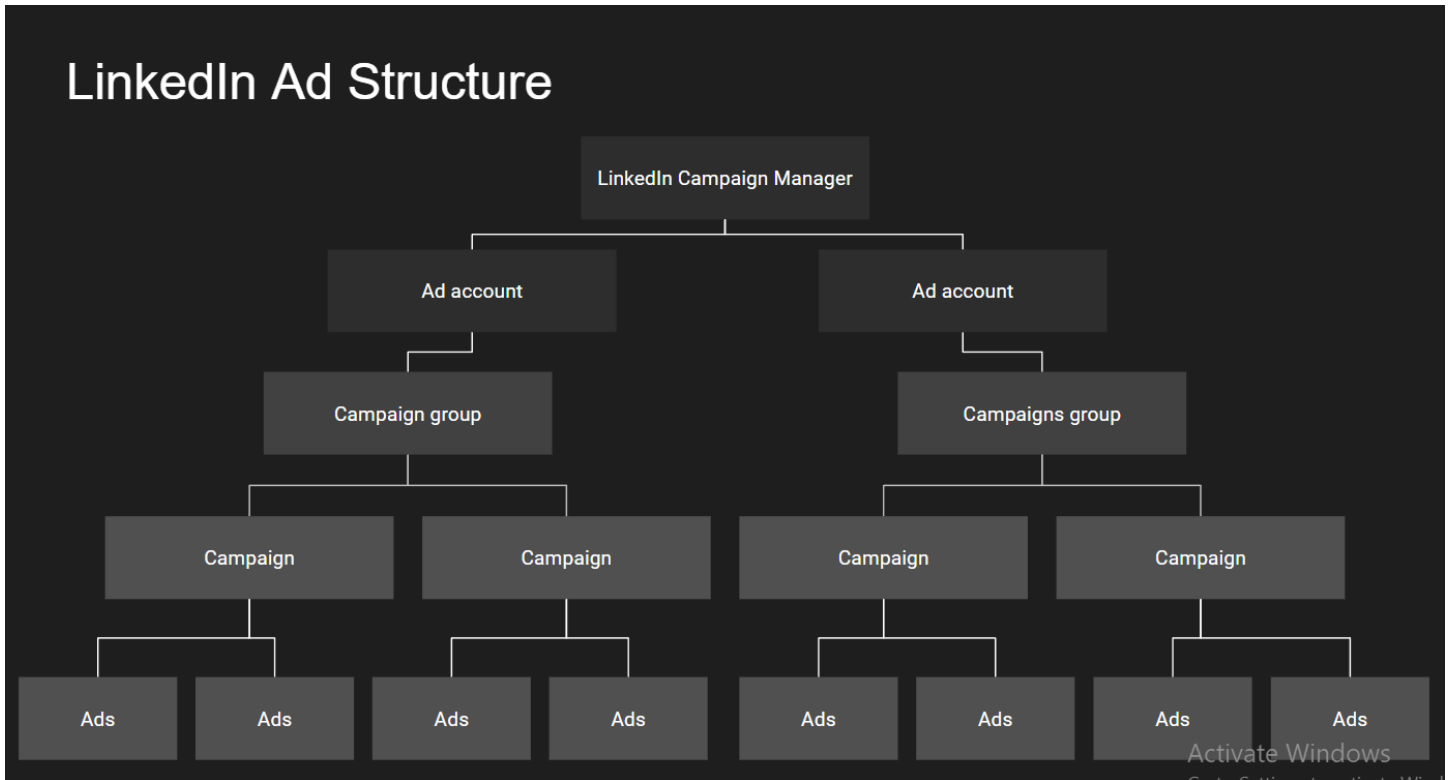
Choose your **Ad Format** (Image, Video, or Carousel).

Click **Publish** to start the campaign.

## LinkedIn Marketing

LinkedIn Marketing is the process of **promoting your business, products, or services on LinkedIn** to reach professionals, business owners, and decision-makers. It includes strategies like **organic content marketing, LinkedIn Ads, networking, and lead generation** to grow brand awareness and drive sales.

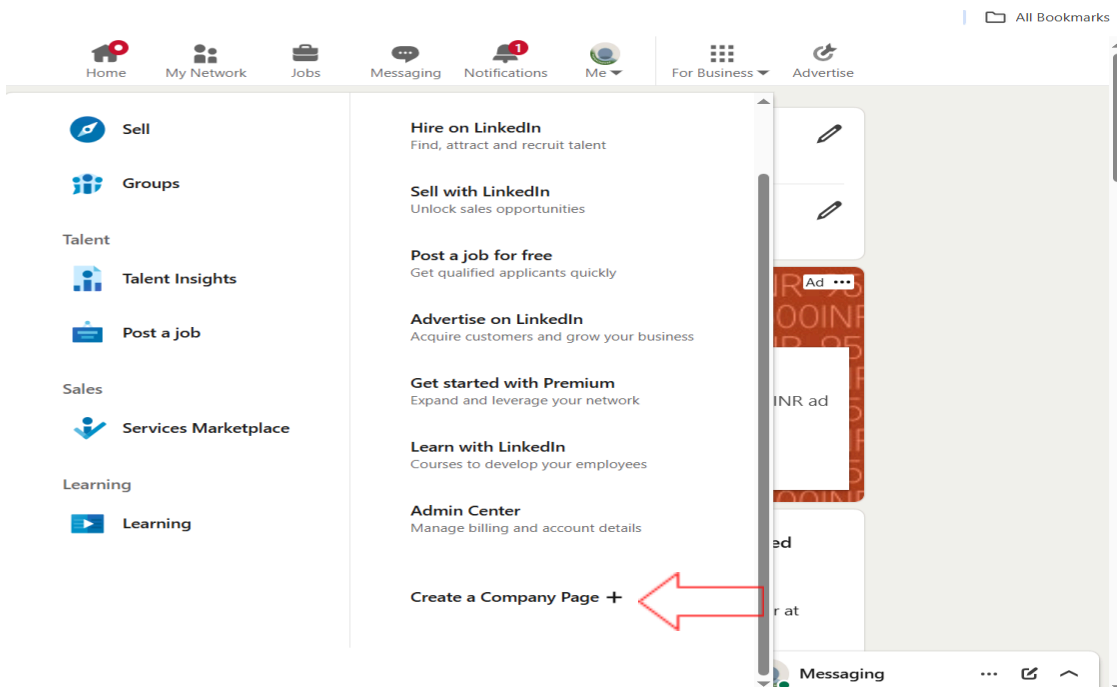
## LinkedIn Advertisement structure



## How to Create a LinkedIn Business Page (Step-by-Step Guide)

### Step 1: Log in to LinkedIn

Go to [LinkedIn.com](https://www.linkedin.com) and log in to your account.  
Click on the **“Work”** icon (grid icon) in the top right corner.  
Scroll down and select **“Create a Company Page”**.



**Step 2: Choose Your Page Type**

**Step 3: Fill in Business Details**

**Step 4: Upload Your Company Logo & Banner Image**

**Step 5: Click “Create Page”**

LinkedIn navigation bar: Home, My Network, Jobs, Messaging, Notifications, Me, For Business, Advertise

← Back

Let's get started with a few details about your company.

\* indicates required

Name\*  
Add your organization's name

linkedin.com/company/\*  
Add your unique LinkedIn address  
[Learn more about the Page Public URL](#)

Website  
Begin with http://, https:// or www.

Industry\*  
ex: Information Services

Organization size\*  
Select size

Organization type\*  
Select type

Page preview

Company name  
Tagline  
Industry  
[+ Follow](#)

Messaging

# How to create campaign in linkedin

## Step 1: Define Your Goals & Audience

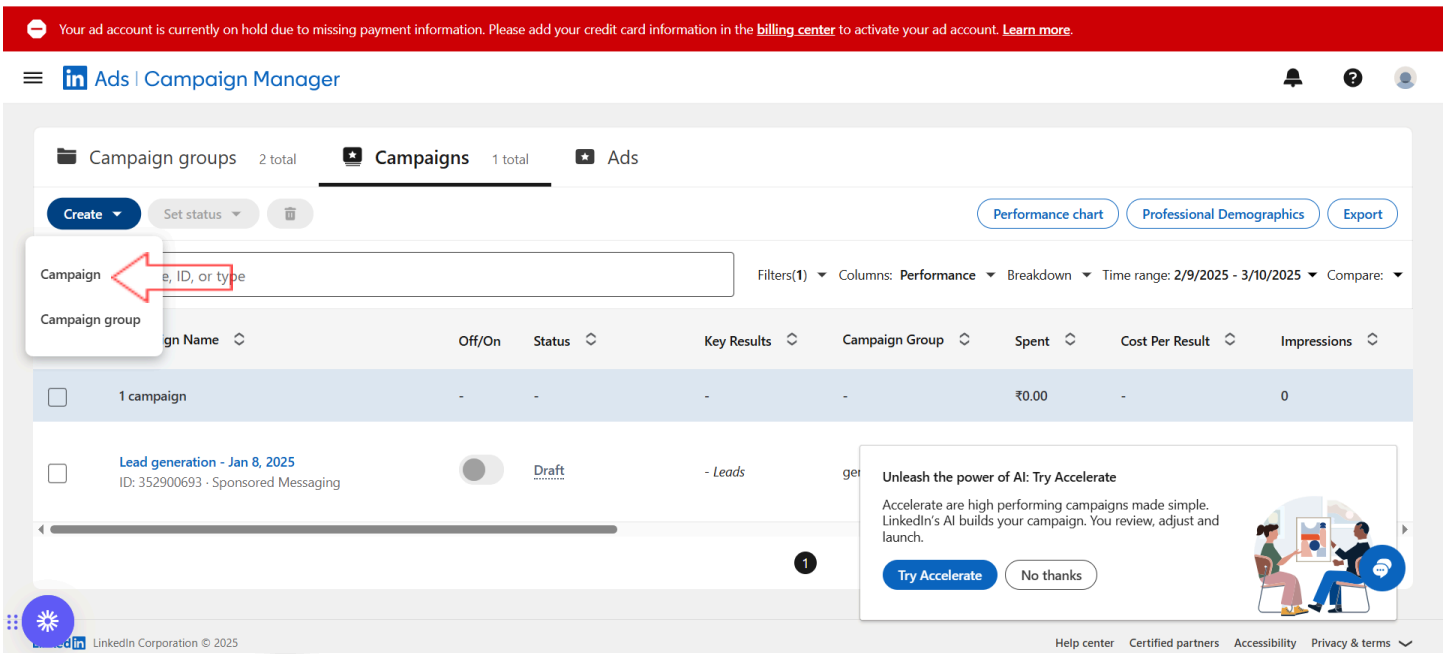
**Goal:** Increasing brand awareness (followers, engagement, website visits).

## Step 2: Create a New Campaign

- Click on **"Campaigns"** in the top navigation.
- Click **"Create Campaign"**

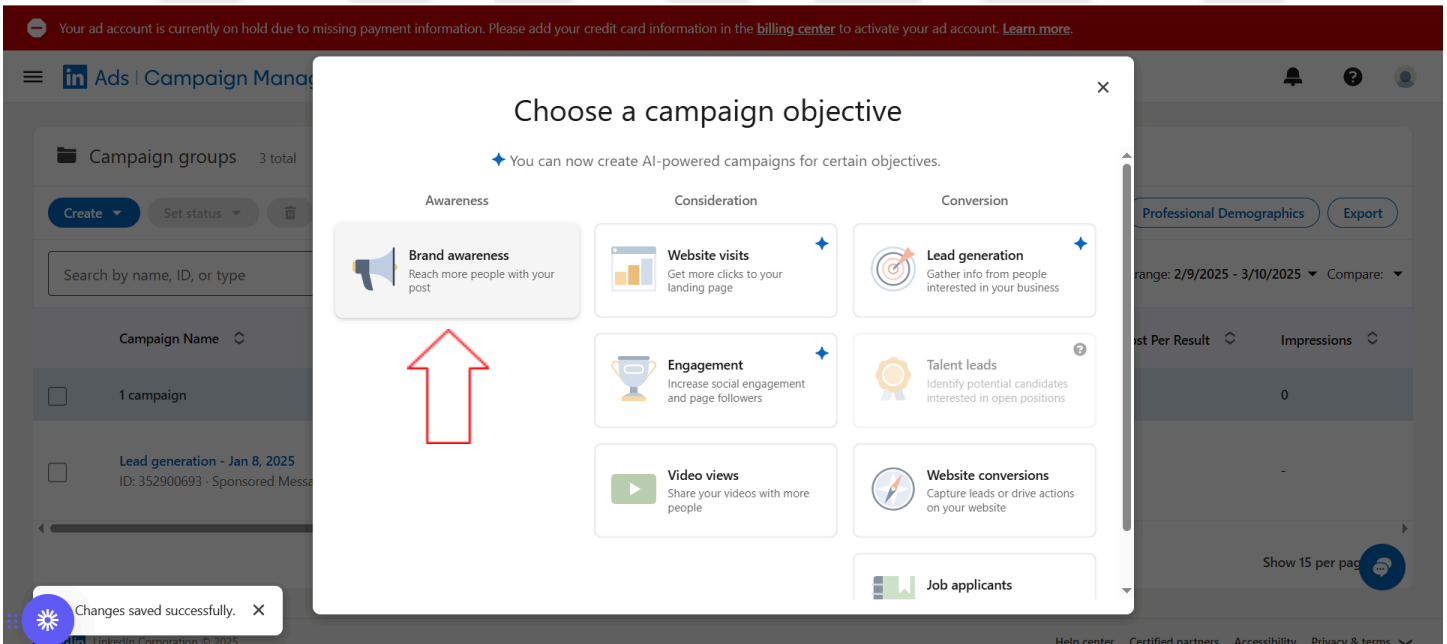
## Step 3: Choose a Campaign Group

- Campaigns are organized into groups.
- Either **use an existing campaign group** or **create a new one**.



## Step 4: Set Campaign Objective

- Choose an objective based on your goal:
  - **Awareness:** Brand awareness



## Step 5: Define Target Audience

- **Location:** Select the geographic area.
- **Audience Attributes:**

- Job title, company name, industry, seniority, skills, etc.
- Use **Matched Audiences** for retargeting.

No Campaign Group selected  
Untitled Campaign

Step 1  
Select Campaign Group

Step 2  
Set up Campaign

- Objective selection
- Audience
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Step 3  
Set up Ads

Step 4  
Review & Launch

Back to account

Group your campaigns based on what's important to you, for example by objective, project, location, or budget.  
[Learn more](#)

Name  
awareness

Group Objective [Change](#)

Brand awareness  
Reach more people with your post

Group Budget & Schedule

Define how and when you plan to spend across your campaigns.

Budget Optimization  Off  
We'll automatically distribute your group budget across your best performing campaigns for better ROI based on your bid strategy. [Learn more](#)

Run continuously from a start date

## Step 6: Select Ad Format

- **Sponsored Content** (single image, carousel, video)
- **Message Ads** (direct messages)
- **Text Ads** (sidebar ads)
- **Dynamic Ads** (personalized ads)

← awareness  
Brand awareness - Mar 10, 2025

Step 1  
Select Campaign Group

Step 2  
Set up Campaign

- Campaign details
- Audience
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Step 3  
Set up Ads

Step 4  
Review & Launch

Back to account

Changes saved successfully. X

Ad format

Select an ad format that will perform best with your campaign objective

Single image

Carousel image

Video

Text

Spotlight

Follower

Document

Conversation

Event

New Article and newsletter

Forecasted results

Target audience size  
160,000,000+

1-day 7-day 30-day

30-day spend  
₹170,000.00 - ₹299,988.00

30-day reach [Key Result](#)  
290,000 - 1,200,000

30-day cost per 1,000 member accounts reached  
₹513.36 - ₹603.54

30-day average frequency  
2.7 - 4.2

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this helpful? Yes No

## Step 7: Set Budget & Schedule

- **Budget options:**
  - **Daily budget** (e.g., \$10/day)
  - **Total budget** (e.g., \$500 total)
  - **Bidding options:** Automated, CPC (cost-per-click), CPM (cost-per-impression)
- **Schedule:** Choose start and end dates.

The screenshot shows the LinkedIn Campaign Manager interface for a campaign titled "awareness Brand awareness - Mar 10, 2025". The interface is divided into several sections:

- Left Sidebar:** Shows the campaign setup steps: Step 1 (Select Campaign Group), Step 2 (Set up Campaign), Step 3 (Set up Ads), and Step 4 (Review & Launch). The "Placement" step is currently active.
- Placements Section:** Contains instructions to show ads to the right people in the right places. It lists selected placements: LinkedIn and LinkedIn Audience Network. The LinkedIn Audience Network option is checked and highlighted in green. Below this is a "Brand safety & suitability" section with buttons for "Exclude categories" and "Upload block or allow list".
- Budget & schedule Section:** Shows a notification that the campaign group is scheduled to run from 3/10/2025. There is a "Budget" dropdown menu currently set to "Set a daily budget".
- Forecasted results Section:** Displays performance metrics for the 30-day period:
  - Target audience size: 160,000,000+
  - 30-day spend: ₹170,000.00 - ₹299,988.00
  - 30-day reach: 290,000 - 1,200,000 (Key Result)
  - 30-day cost per 1,000 member accounts reached: ₹513.36 - ₹603.54
  - 30-day average frequency: 2.7 - 4.2A feedback prompt asks "Is this helpful?" with "Yes" and "No" options.

## Step 8: Create Ad & Upload Media

- Write engaging ad copy.
- Upload relevant **images, videos, or carousel slides**.
- Add a **call-to-action (CTA)** like "**Learn More**", "**Download**", or "**Sign Up**".

## Step 9: Review & Launch

- Check settings, budget, and targeting.
- Click "**Launch Campaign**".

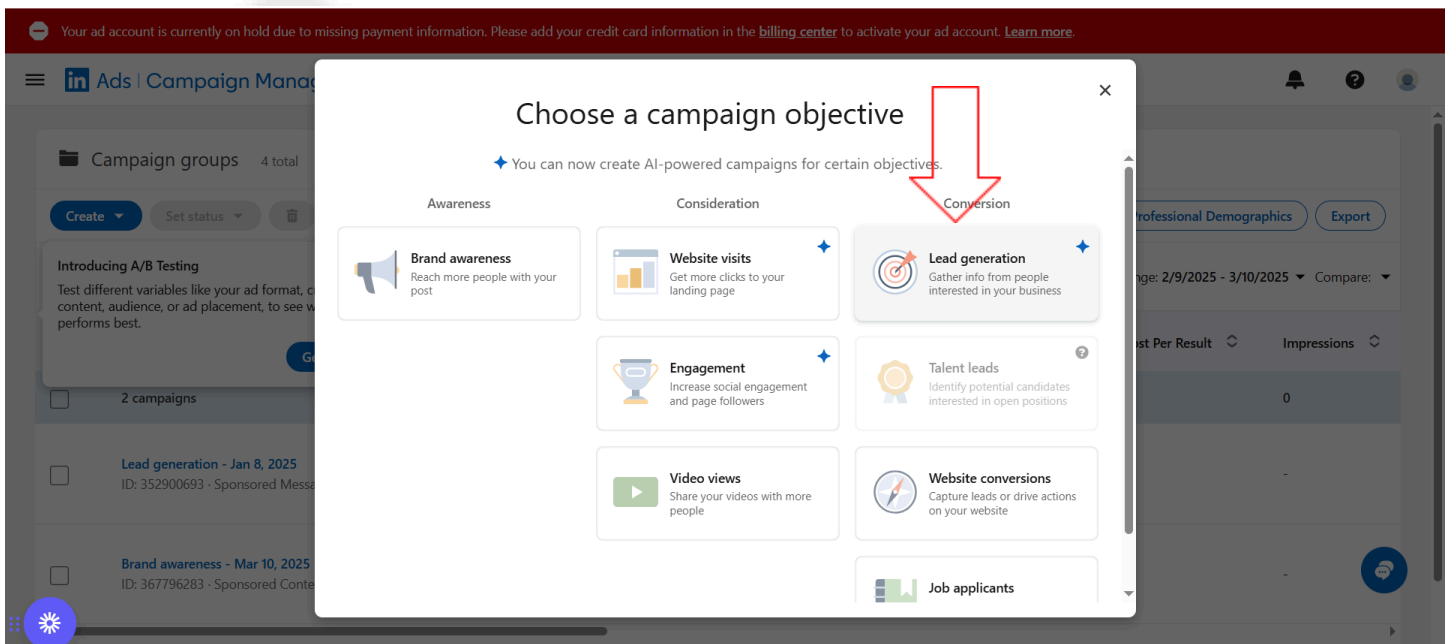
# Lead Generation Campaign in LinkedIn Ads Manager

## Step 1: Click "Create" to Start a New Campaign

1. In the **Campaigns** tab, click the **"Create"** button.
2. Choose **"Campaign"** from the dropdown.

## Step 2: Choose "Lead Generation" as Your Campaign Objective

- LinkedIn provides different objectives.
- Select **"Lead Generation"**, as you want to collect leads (e.g., emails, phone numbers).
- Click **"Next"**.



## Step 3: Set Up Your Campaign

- **Campaign Name:** Enter a name (e.g., "Lead Form - Marketing Leads").
- **LinkedIn Page:** Select your business page.
- **Campaign Group:** Choose an existing group or create a new one.
- **A/B Testing (Optional):** Enable if you want to test different versions.

← No Campaign Group selected  
Untitled Campaign

New Campaign

Step 1  
Select Campaign Group

Step 2  
Set up Campaign

- Objective selection
- Audience
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Step 3  
Set up Ads

Step 4  
Review & Launch

Back to account

### Campaign Group Details

Select group

Group your campaigns based on what's important to you, for example by objective, project, location, or budget.  
[Learn more](#)

Name

lead

### Group Objective

Change

**Lead generation**  
Gather info from people interested in your business

### Group Budget & Schedule

Define how and when you plan to spend across your campaigns.

Budget Optimization Off

We'll automatically distribute your group budget across your best performing campaigns for better ROI based on your bid strategy. [Learn more](#)

## Step 4: Set Up Your Ad Set (Targeting & Budget)

### Ad Set Name

- Choose a name (e.g., "Lead Form - Target Audience 1").

### Audience Targeting

- Custom Audiences: Upload existing leads or retarget website visitors.
- Location: Select the target country, city, or radius.
- Job Titles: Target users based on their job roles (e.g., "Marketing Managers").
- Industries: Choose the industry relevant to your product/service.
- Company Size: Filter by small, medium, or large businesses.

← lead  
Lead generation - Mar 10, 2025 New Campaign

Step 1  
Select Campaign Group

Step 2  
Set up Campaign

- Campaign details
- Audience**
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Step 3  
Set up Ads

Step 4  
Review & Launch

Back to account

Changes saved successfully. ✕

### Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach Close

🔍 Search [Learn more about targeting criteria](#)

<p><b>Audiences</b> Use your data to retarget website visitors or reach known contacts and accounts</p>	<p>Company</p> <p><b>Demographics</b> ➤</p> <p>Education</p> <p>Job Experience</p> <p>Interests and Traits</p>
<p><b>Audience attributes</b> Add targeting criteria like job title, industry, or skills</p>	

**Exclude** people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

**Enable Audience Expansion** ⓘ

#### Forecasted results ⓘ

Target audience size  
**160,000,000+**

ⓘ Forecasting is not yet available for your current campaign setup.

## Budget & Schedule

- Choose Daily Budget (e.g., \$10/day) or Lifetime Budget (e.g., \$500 for 30 days).
- Set a Start and End Date (if needed).

← No Campaign Group selected  
Untitled Campaign New Campaign

Step 1  
Select Campaign Group

Step 2  
Set up Campaign

- Objective selection
- Audience
- Ad format
- URL Parameters
- Placement
- Budget & schedule
- Conversion tracking

Step 3  
Set up Ads

Step 4  
Review & Launch

Back to account

**Lead generation**  
Gather info from people interested in your business

### Group Budget & Schedule

Define how and when you plan to spend across your campaigns.

**Budget Optimization** On

We'll automatically distribute your group budget across your best performing campaigns for better ROI based on your bid strategy. [Learn more](#)

**Budget** **Daily Budget**

Set a daily budget ₹5,000.00

**Bidding Strategy**

**Maximum delivery** - Get the most results possible with your full budget

**Cost cap** - Get as many results as possible while staying under your desired maximum cost per result

[Show additional options](#) ▼

## Placements

- LinkedIn Network (Recommended)

- Manual Placements: Choose whether to show ads on LinkedIn feeds, LinkedIn Audience Network, or InMail.

**Click "Next".**

## **Step 5: Create Your Ad**

### **Ad Name**

- Give your ad a name (e.g., "Lead Ad - Free Ebook").

### **Format**

- Choose from Single Image Ad, Carousel Ad, or Video Ad.

### **Media**

- **Upload an image or video** (Recommended size: 1200x627px for images).

### **Ad Copy**

- Primary Text: Write an engaging ad copy (e.g., "Want more marketing tips? Download our free guide!").
- Headline: Short and compelling (e.g., "Get Your Free Guide Now").
- Call to Action (CTA): Select "Sign Up", "Get Offer", or "Learn More".

**Click "Next".**

## **Step 6: Create a Lead Form**

Click "**Create Lead Form**" and set up the following:

### **Form Details**

- Form Name: Enter a name (e.g., "Marketing Leads - Free Ebook").
- Offer Headline: (e.g., "Get Your Free Digital Marketing Ebook!").

- Offer Details: Briefly explain the offer (e.g., "Fill in your details to download our exclusive guide on digital marketing strategies.").

## Add Questions to Collect Leads

By default, LinkedIn collects:

- Full Name
- Email
- Company Name
- Job Title
- You can add custom questions (optional).

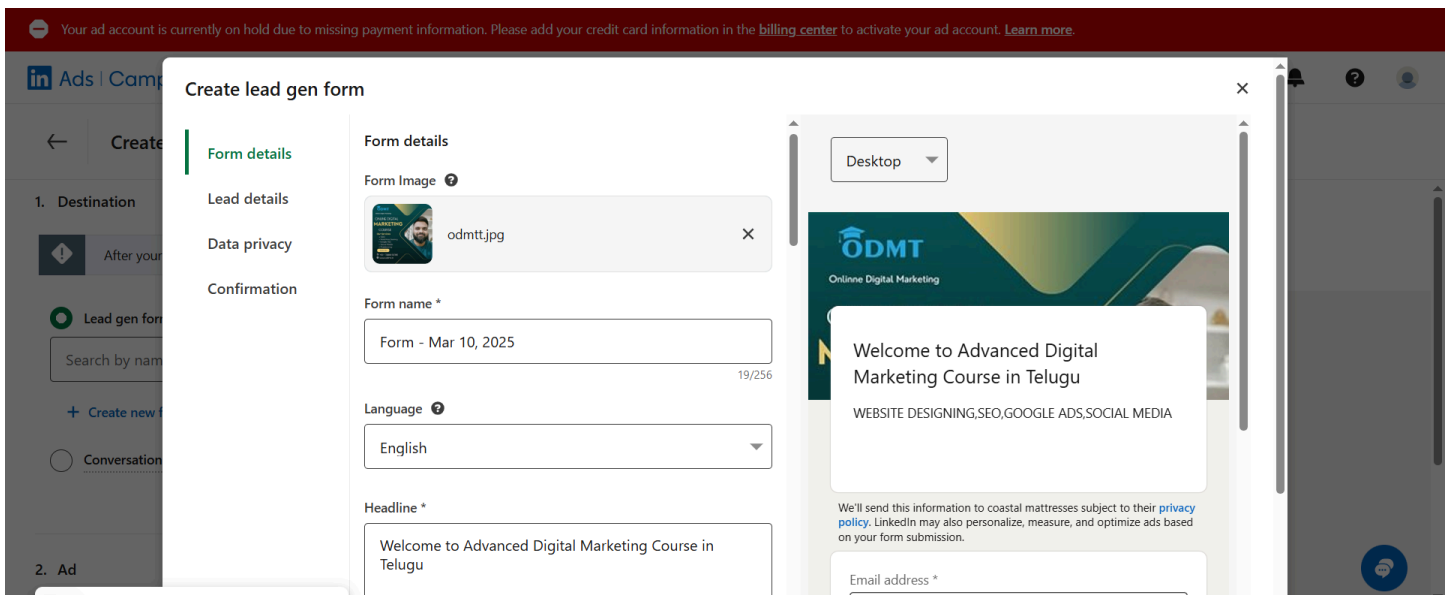
## Add Privacy Policy

- LinkedIn requires a privacy policy link.
- Paste the URL of your privacy policy page.

## Customize the Thank You Screen

- **Headline:** (e.g., "Thank You! Your Free Guide is on the Way!").
- **Description:** (e.g., "Check your email for the download link. Our team will contact you soon!").
- **Call-to-Action Button** (Choose one):
  - Visit Website (Enter your website URL)
  - Call Business (Enter a phone number)
  - Download (Provide a direct link to your ebook or resource)

Click **"Save"**.



## Step 7: Publish Your Ad

- Review all settings.
- Click "Launch Campaign" to submit the campaign for approval.

## Conversion Tracking in LinkedIn:

**Conversion Tracking** in LinkedIn allows advertisers to measure the actions users take after clicking on a LinkedIn ad. It helps track website visits, form submissions, downloads, and purchases.

### Step 1: Log in to LinkedIn Campaign Manager

- Visit [LinkedIn Campaign Manager](#).
- Select your Ad Account.

### Step 2: Go to Conversion Tracking

- In the top navigation, click "Analyze" > "Conversion Tracking".
- Click "Create a Conversion".

## Step 3: Define Conversion Details

Fill in the details for your conversion:

- Conversion Name → (e.g., "Apply Job Tracking")
- **Conversion Type** → Select "Apply Job" (since you are tracking job applications).
- **Set Conversion Value** → (Optional) Assign a dollar value per conversion. Example: \$50 per job application.
- **Time Frame** → Select how long LinkedIn should count a conversion after a user clicks an ad. Example: 30 days (default).
- Click **"Next"**.

1 — 2 — 3  
Settings Sources Review

Define the rules of the conversion  
Learn about Insight Tag conversions at the Help Center. [Learn more](#)

Name \*  
lead page 9/100

Select the category of the conversion \*  
Sign Up

Set the value of the conversion  
₹100.00

Note that in some cases, the value will be treated differently. [Learn more](#)

Select the timeframe for when the conversion can be counted. [Learn more](#)

Clicks Views

Cancel Next step

## Step 4: Manual Conversion Setup (Insight Tag)

Now, you need to set up tracking using the LinkedIn Insight Tag.

- Choose Preferred Tracking Method → Select "Insight Tag".
- Select How to Track the Conversion:
  - Page Loads → Best for tracking users who visit a specific page after converting (e.g., a Thank You page).

- URL-Based Tracking → Enter the URL where users land after applying for a job (e.g., <https://example.com/thank-you>).

Click "Next".

The screenshot shows the LinkedIn Insight Tag setup wizard. At the top, there are three tabs: 'Website actions (new)', 'Manual conversions setup' (which is selected and highlighted with a green bar), and 'Tag manager'. Below the tabs, there is a section titled 'Conversions require the Insight Tag' with a sub-heading 'The Insight Tag must be installed on every page of your website for page load and the event-specific conversions to function. If the Insight Tag is already installed in every page of your website, no need to install it again. [Learn More](#)'. Below this, there is a section titled 'Insight Tag code' with a sub-heading 'Share and copy the code'. There is a 'Copy code' button. Below the code, there is a section titled 'Insert the tag or email to your developer' with a 'Copy code' button. The code is as follows:

```
<script type="text/javascript">
  _linkedin_partner_id = "7908825";
  window._linkedin_data_partner_ids = window._linkedin_data_partner_ids || [];
  window._linkedin_data_partner_ids.push(_linkedin_partner_id);
</script> <script type="text/javascript">
  (function() {
    if (!window.lintrk = function(a,b){window.lintrk.q.push([a,b]);
    window.lintrk.q=[]}
    var s = document.getElementsByTagName("script")[0];
    var b = document.createElement("script");
    b.type = "text/javascript";b.async = true;
    b.src = "https://snap.lidn.com/li.lms-analytics/insight.min.js";
    s.parentNode.insertBefore(b, s);})(window.lintrk);
</script>
<noscript>

</noscript>
```

At the bottom of the wizard, there are three buttons: 'Cancel', 'Previous step', and 'Next step' (which is highlighted in blue).

## Step 5: Install the Insight Tag on Your Website

### Method 1: Direct Website Installation

- Copy the Insight Tag Code.
- Paste it into the `<head>` section of your website on all pages.
- Save and publish the changes.

## Step 6: Select Campaigns for Tracking

- Choose which LinkedIn ad campaigns you want to track conversions for.
- Click "Done".

The screenshot shows the LinkedIn Campaign Manager 'Create' flow. It is divided into three main sections: Settings, Source, and Campaigns. The Settings section includes fields for Name (lead page), Category (Sign Up), Value (₹100.00), Timeframe (Clicks: 30 days | Views: 7 days), and Attribution model (Last Touch - Each campaign). The Source section shows the Method as 'Manual conversions setup, page load'. The Campaigns section shows 'Selected campaigns' as 'All conversion campaigns (2)' and includes a note: 'Campaign selection is determined by the conversion category you specified'. At the bottom, there are 'Cancel', 'Previous step', and 'Create' buttons, along with a disclaimer: 'By clicking "Create" you agree to the Ads Agreement'.

Settings			Edit
Name	Category		
lead page	Sign Up		
Value	Timeframe	Attribution model	
₹100.00	Clicks: 30 days   Views: 7 days	Last Touch - Each campaign	

Source		Edit
Method		
Manual conversions setup, page load		

Campaigns		Edit
Selected campaigns		
All conversion campaigns (2)		
<i>i</i> Campaign selection is determined by the conversion category you specified		

Cancel      By clicking "Create" you agree to the [Ads Agreement](#)      Previous step      Create

## Remarketing in LinkedIn Ads

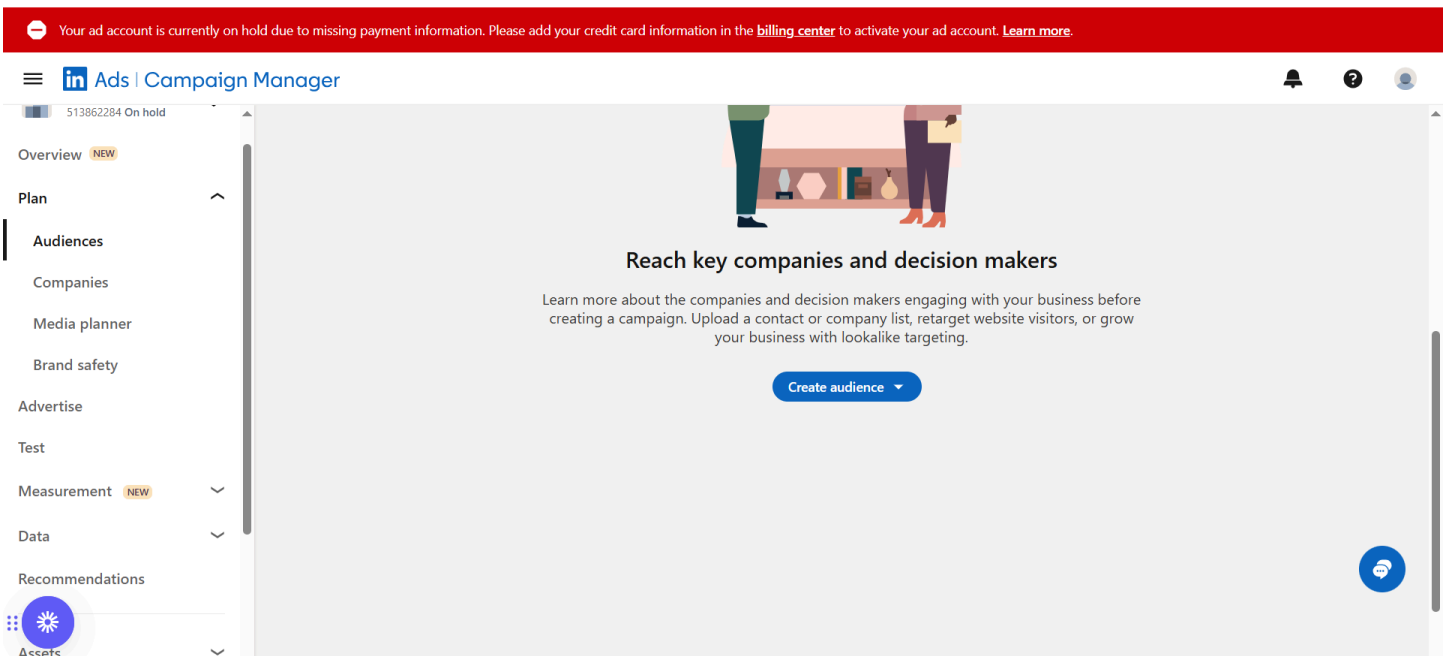
**Remarketing (Retargeting)** allows you to show ads to people who have previously interacted with your website, LinkedIn page, or ads. This helps bring back potential customers who didn't convert the first time.

### Step 1: Log in to LinkedIn Campaign Manager

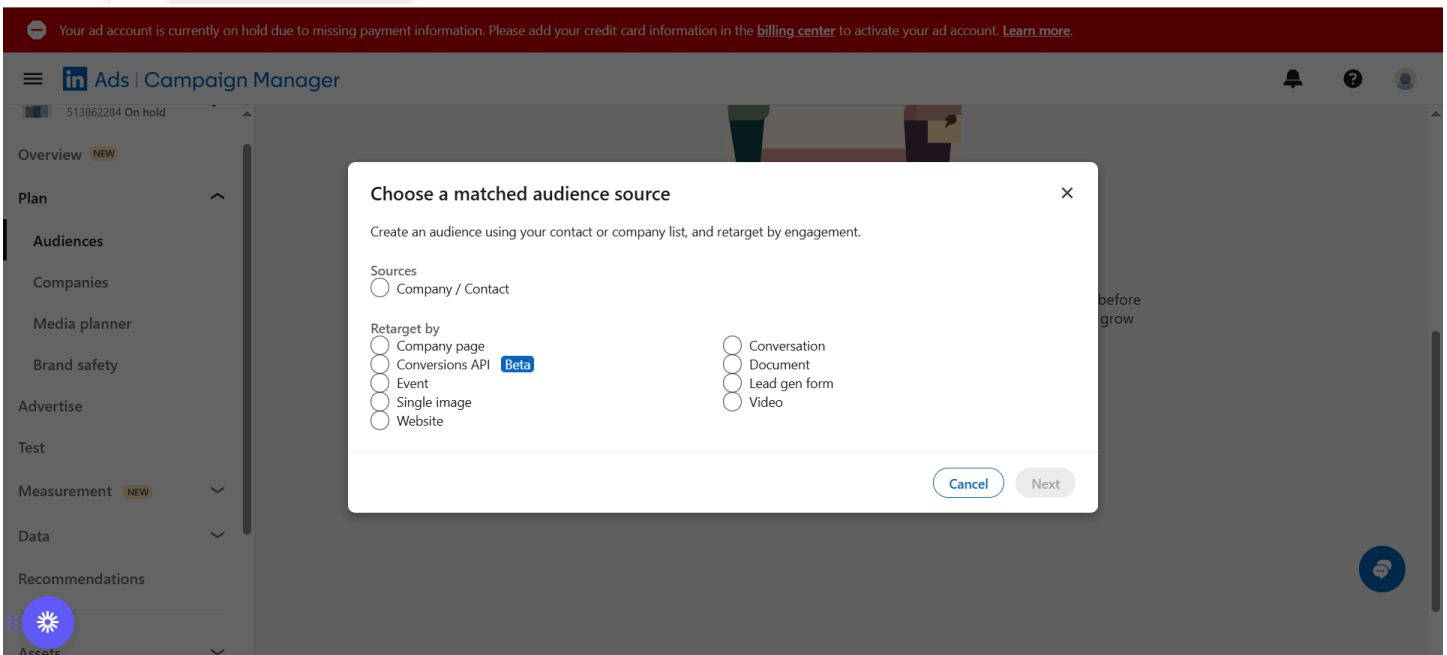
- Go to [LinkedIn Campaign Manager](#).
- Select your Ad Account.

### Step 2: Go to Audiences & Create a Remarketing Audience

- Click "Plan" > "Audiences".

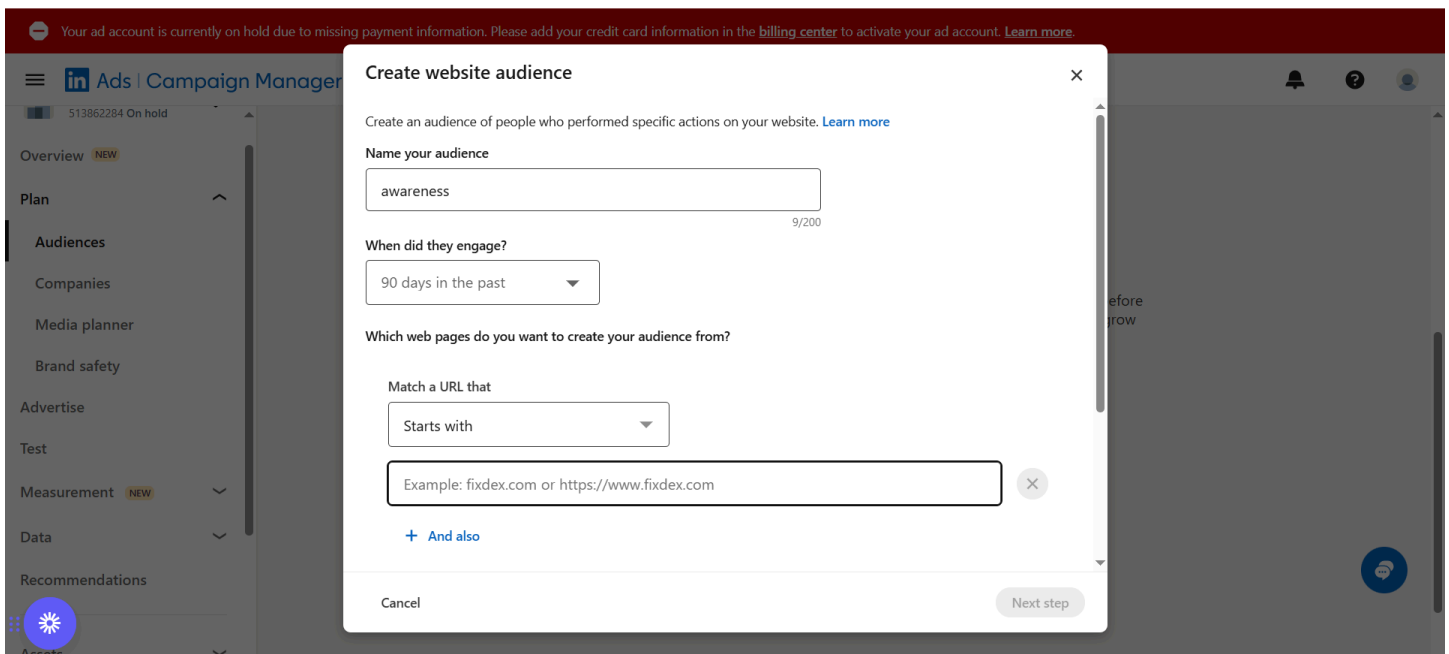


- Click "Create audience" > "Website Audience".



- Enter an Audience Name (e.g., "Visitors - Last 30 Days").
- Choose When Did They Engage?
  - Select 30 Days (Tracks people who visited your website in the past 30 days).
- Enter URL Rules:
  - Example: If you want to retarget visitors of your pricing page, enter:

- <https://example.com/pricing>
  - If you want to retarget all visitors, enter:
    - [https://example.com/\\*](https://example.com/*)
- Click "Create".



### Step 3: Install LinkedIn Insight Tag for Website Tracking

To track visitors for remarketing, install the LinkedIn Insight Tag on your website.

#### Manual Installation

- Go to Analyze > Insight Tag.
- Copy the Insight Tag Code.
- Paste it into the `<head>` section of your website.

### Step 4: Create a Campaign & Select Remarketing Audience

- Click "Create Campaign" in LinkedIn Ads Manager.
- Select Campaign Objective (e.g., Lead Generation or Website Traffic).
- In the Audience section, click "Use a Saved Audience".

- Select the Remarketing Audience created earlier.

## Step 5: Define Ad Creative & Launch Remarketing Ads

- Choose Ad Format: Single Image, Video, or Carousel Ad.
- Set Budget & Schedule: Choose Daily or Lifetime Budget.
- Create Engaging Ad Copy:
  - Headline: "Did you forget something? Get Your Free Guide!"
  - CTA: "Sign Up" or "Download Now".
- Click "Launch Campaign".

Your ad account is currently on hold due to missing payment information. Please add your credit card information in the [billing center](#) to activate your ad account. [Learn more.](#)

513862284 On hold

Ads | Campaign Manager

### Audiences

Matched Saved

Create audience Share a copy Delete Add to Campaign Insights

<input type="checkbox"/>	Audience name ↕	Status	Source	Match rate	Active campaigns	Ownership	
<input type="checkbox"/>	<input type="text" value="Search by audience name"/>	All	All	All	All	All	
<input type="checkbox"/>	awareness	...	Last signal received: ● No signal yet	Website	-	-	Owned

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# What is Email Marketing?

**Email marketing** is the process of sending **targeted emails** to prospects and customers to build relationships, promote products, and drive conversions.

## Difference Between Transactional & Promotional Emails

### Transactional Emails

Transactional emails are automated messages sent to users after they take a specific action on a website or app. These emails provide important information rather than marketing content.

### Promotional Emails

Promotional emails are marketing messages sent to promote products, services, or special offers.

### Bounce:

When you send an email campaign, some emails might not be delivered. This is called a **bounce**. Bounces are classified into two types: **Soft Bounce** and **Hard Bounce**.

#### Soft Bounce:

A **temporary delivery failure** where the email **could not be delivered**, but the recipient's email address is still valid.

#### Hard Bounce

A **permanent delivery failure** where the email **cannot be delivered** because the recipient's email address is invalid or blocked.

## How to Use Mailchimp – A Practical Step-by-Step Guide

Mailchimp is an email marketing platform that helps you create, send, and manage email campaigns. Follow this **practical guide** to start using Mailchimp effectively.

- Go to [Mailchimp.com](https://mailchimp.com)
- Click "Sign Up Free"

mailchimp.com/pricing/marketing/compare-plans/

INTUIT mailchimp Solutions and Services Integrations Resources Switch to Mailchimp Pricing

Log In Sign Up

Back to plans

## Compare Marketing plans

How many contacts do you have? 500

₹ INR

PLAN	Premium	Standard <small>Best value</small>	Essentials	Free
	Scale fast with dedicated onboarding, unlimited contacts, and priority support; built for teams.	Data-driven automation and optimization tools for businesses that want to grow faster.	Great for email-only senders who want around-the-clock support.	All the multichannel tools you need to build your business and grow your audience.
PRICING	₹23,000 ₹11,500 /month for 12 months*	₹1,150 ₹575 /month for 12 months*	₹770 ₹385 /month for 12 months*	₹0 /month*
	Buy Now	Buy Now	Buy Now	Sign Up Free
	<small>*See Offer Terms. Overages apply if contact or</small>	<small>*See Offer Terms. Overages apply if contact or</small>	<small>*See Offer Terms. Overages apply if contact or</small>	<small>* Sending will be paused if contact or email send limit is</small>

Chat with Sales

- Enter your **email, username, and password**
- Click "Sign Up" and verify your email

Log in

Need a Mailchimp account? [Create an account](#)

Username or Email

hanishachakarajamula01@gmail.co

Password Show

.....

Keep me logged in

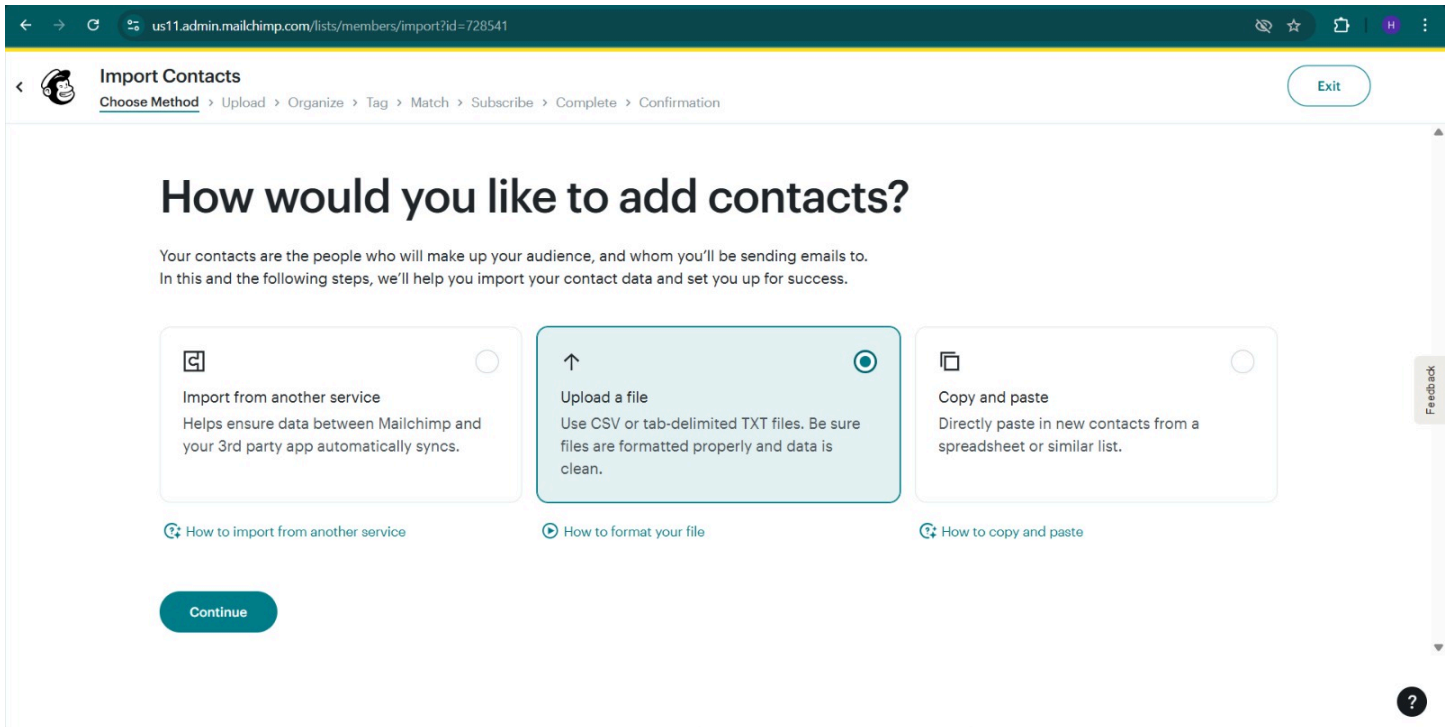
Log in

[Forgot username?](#) [Forgot password?](#) [Can't log in?](#)

Or, if you created your Mailchimp account with

## Step 2: Create an Email List (Audience)

Your **email list** (Audience) contains all the email addresses of your customers.



### Create an Audience

Click **"Audience"** → **"Audience Dashboard"**

Click **"Create Audience"**

Enter:

**Audience Name** (e.g., "Customers List")

**From Email Address** (Your business email)

**From Name** (Your business name)

### Add Your Contacts (Upload a File)

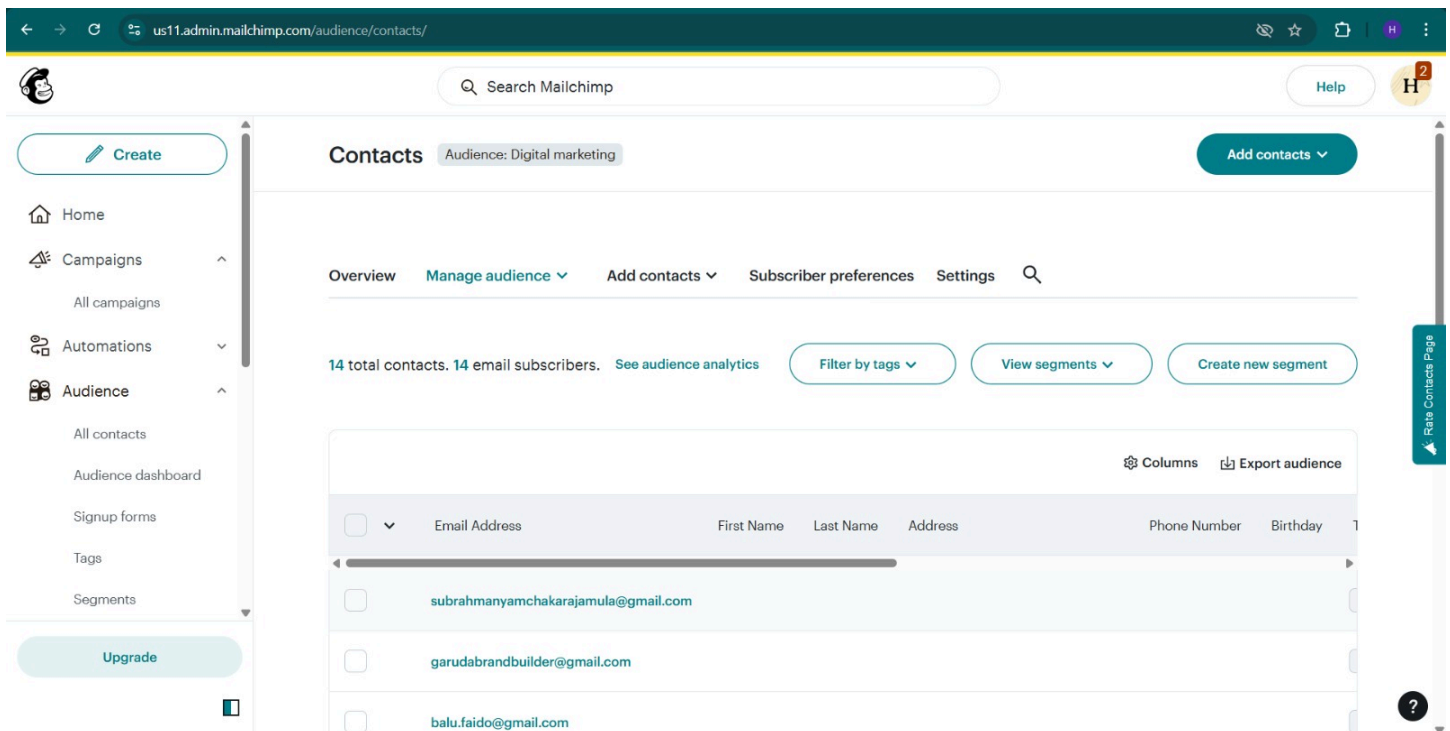
Go to **"Audience"** → **"All Contacts"**

Click **"Add Contacts"** → **"Import Contacts"**

Choose **"Upload a File"** (CSV format)

Map **columns** (Email, Name, Phone, etc.)

Click **"Complete Import"**



## Step 3: Create an Email Campaign

### Start a New Campaign

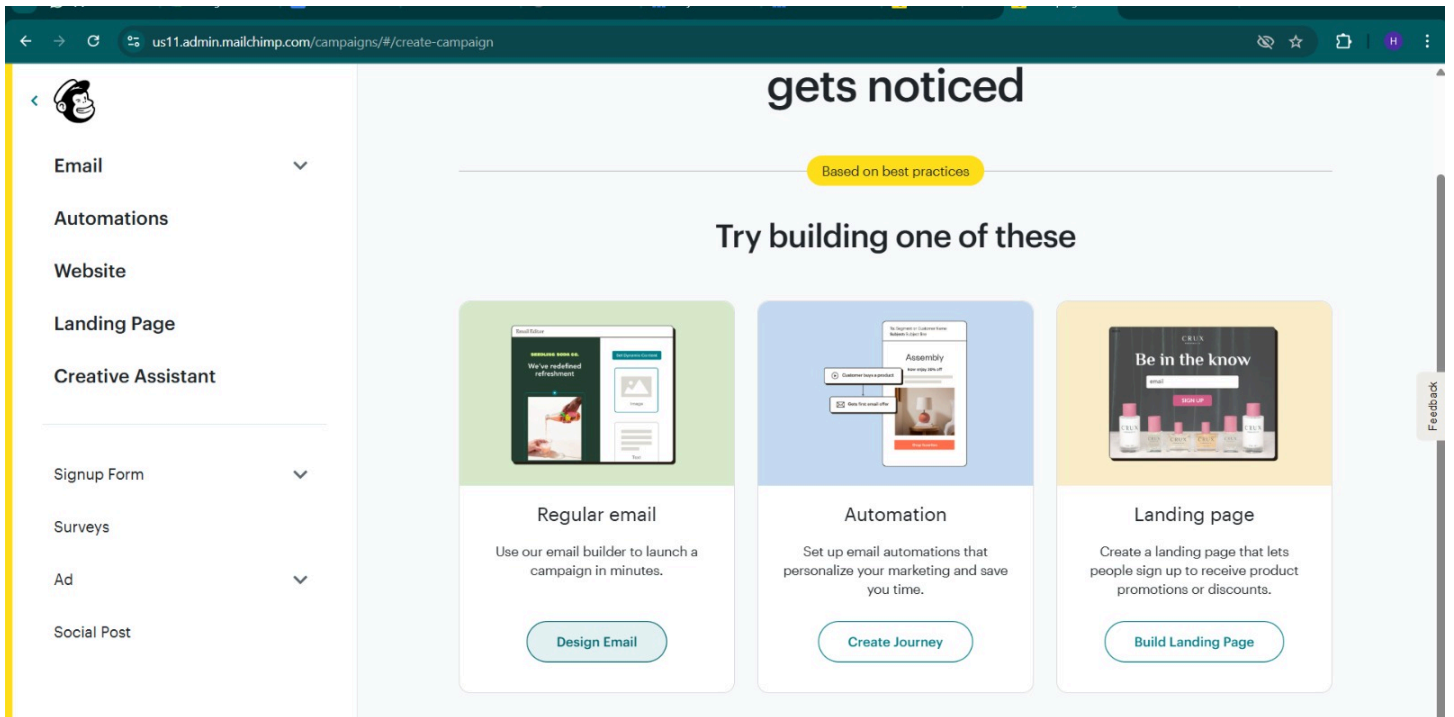
Click "Campaigns" → "Create Campaign"

Select "Email"

Choose "Regular Email"

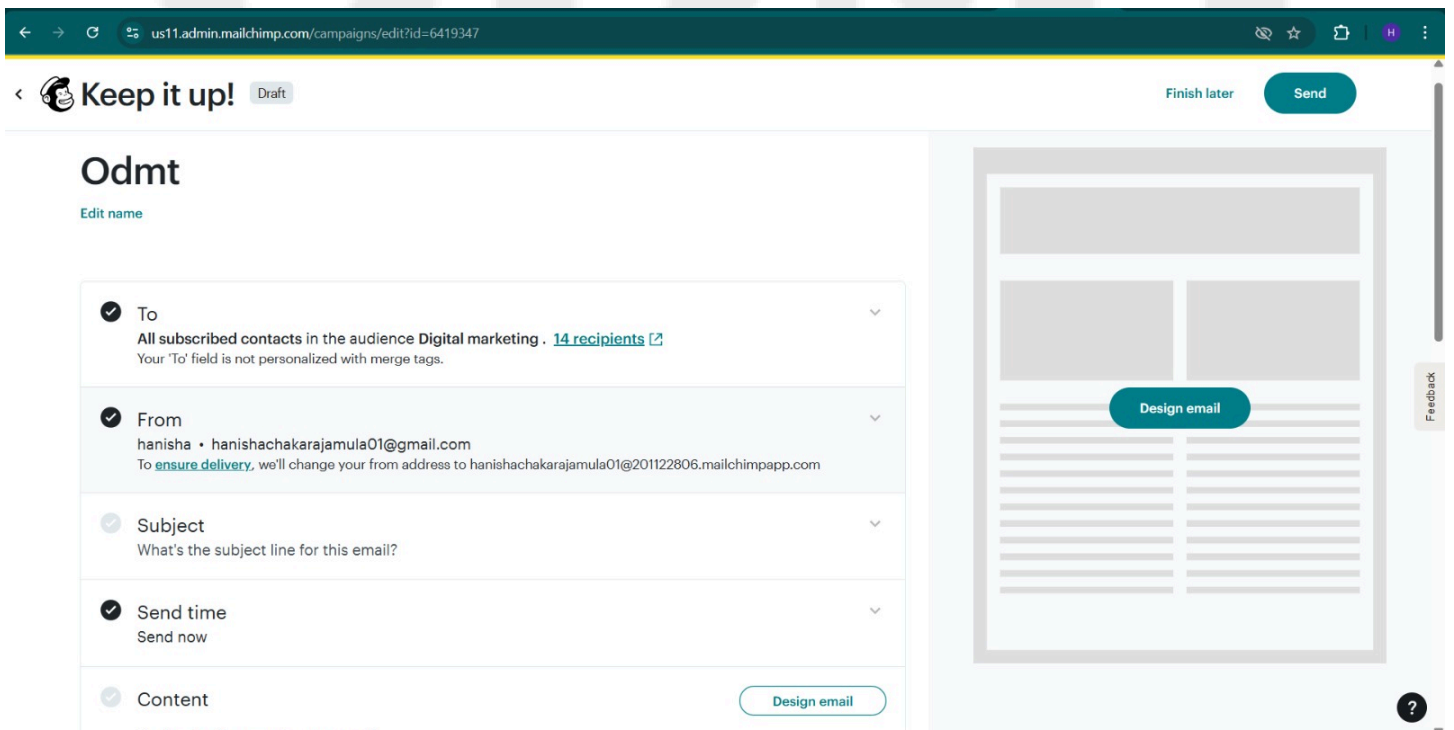
Enter a Campaign Name (e.g., "Spring Sale Offer")

Click "Begin"



## Set Up the Campaign Details

- To:** Select your audience (e.g., "Customers List")
- From:** Add sender name (e.g., "Your Business Name")
- Subject Line**



## Step 4: Design the Email Content

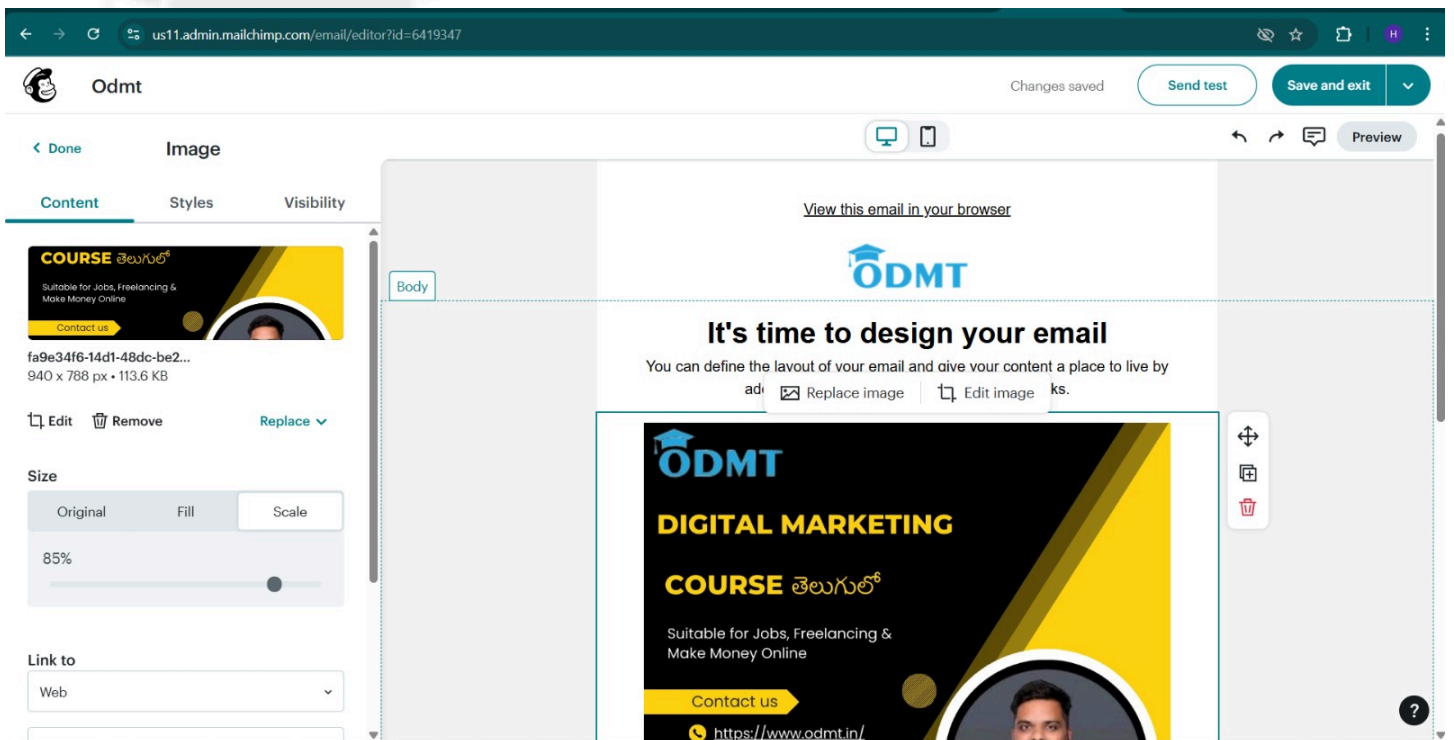
### Click "Design Email"

Select "Basic Layout" or "Pre-Made Templates"

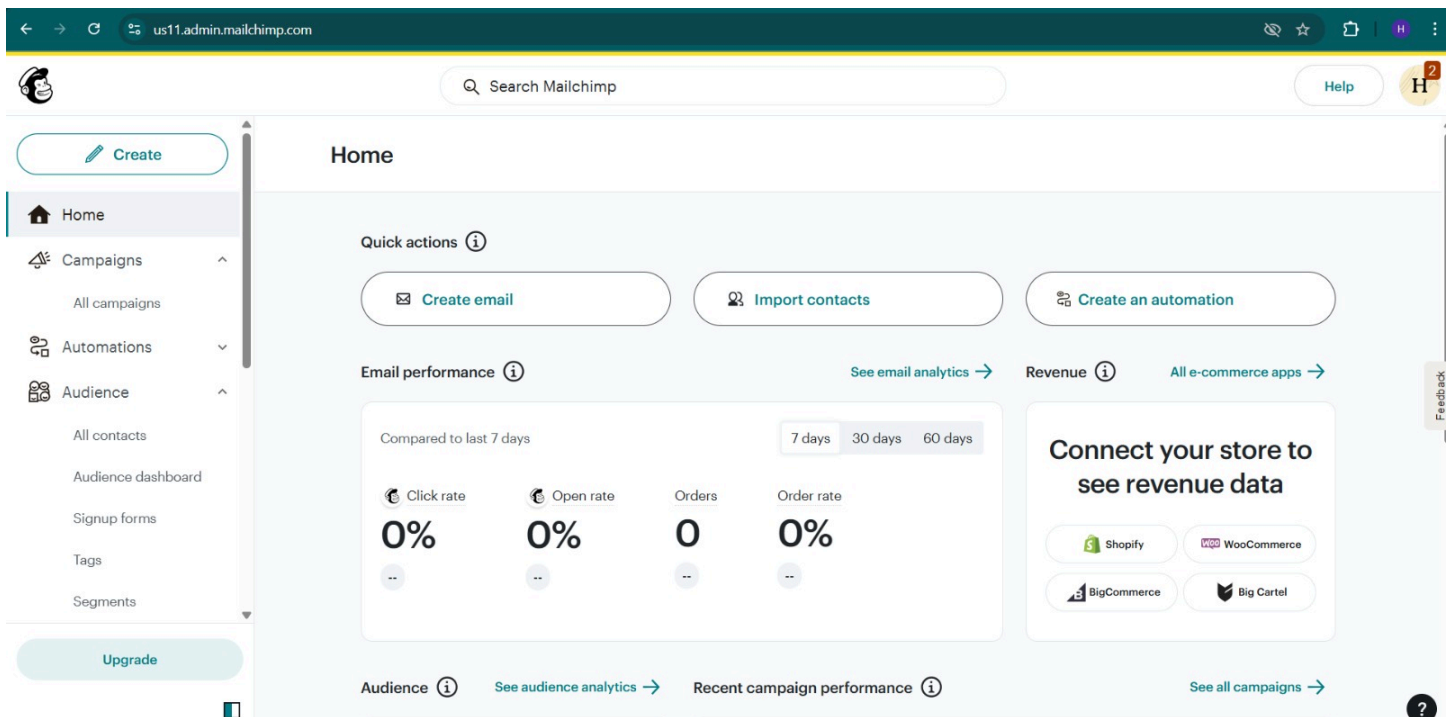
Drag & Drop elements (Text, Images, Buttons)

Write your email content:

- **Headline:** "Biggest Sale of the Year!"
- **Body:** "Get 40% OFF on all products. Limited-time offer!"
- **Call-to-Action (CTA):** " Shop Now"
- **Image:** Upload a banner image (e.g., Sale Image)
- Click "Save & Close"



## Step 5: Send or Schedule the Email

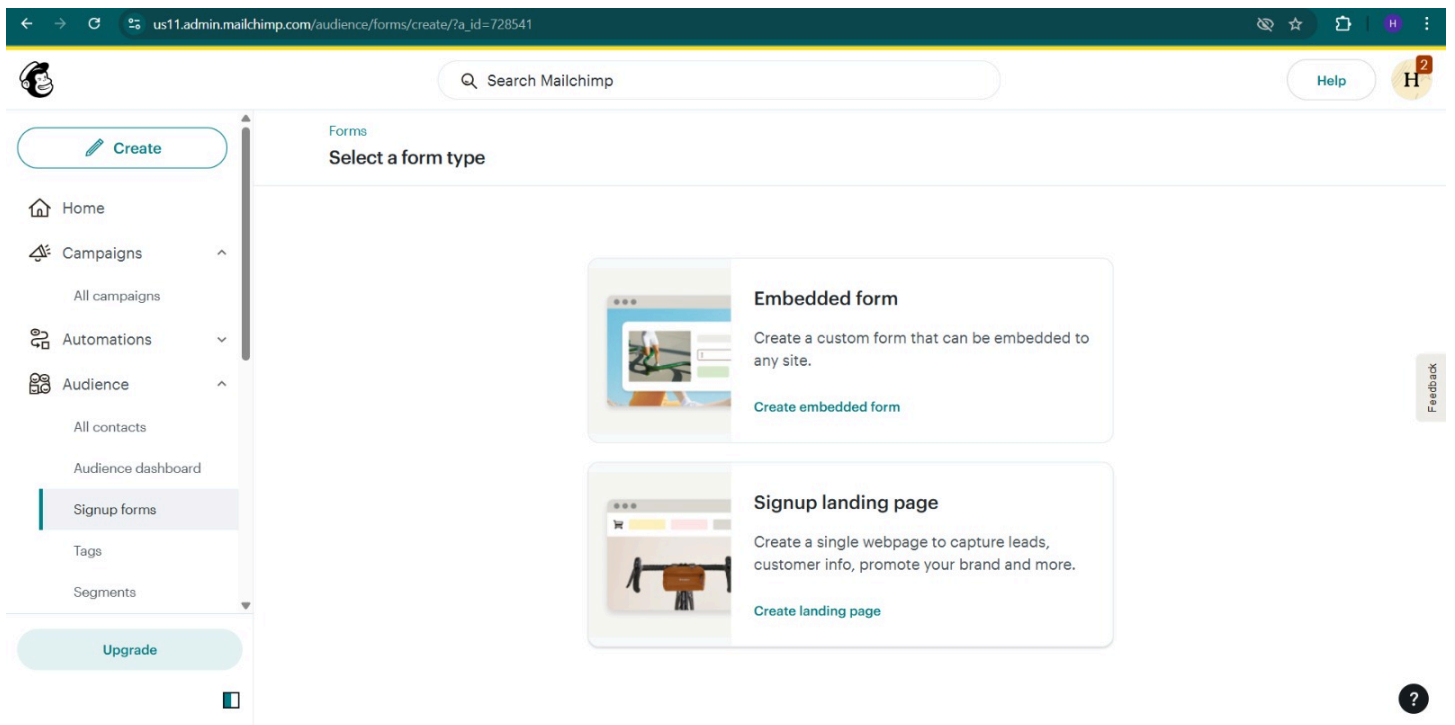


## Forms in Mailchimp

Creating a Signup Form in Mailchimp helps you collect email addresses and build your audience automatically. Follow this practical guide to create, customize, and share your signup form.

### Step 1: Access Signup Forms in Mailchimp

- Log in to [Mailchimp](https://mailchimp.com)  
Click on "Audience" in the top menu  
Click "Signup Forms" under Audience  
Select "Form Builder"



## Step 2: Customize Your Signup Form

The Form Builder lets you create and design your signup form.

### Choose the Form Type

Select "Signup Form" from the dropdown menu

### Edit the Form Fields

Mailchimp provides default fields (Email, First Name, Last Name)

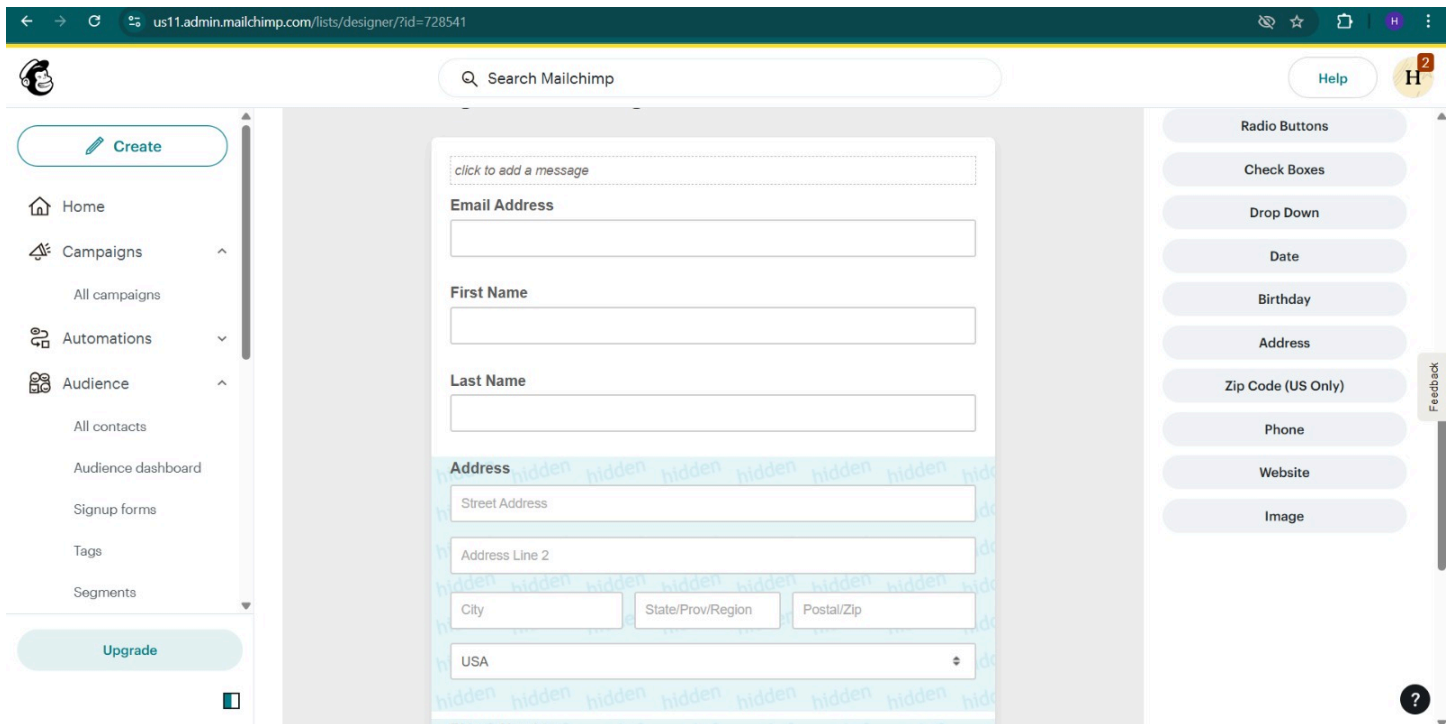
You can add more fields:

- Phone Number
- Birthday
- Custom Questions (e.g., "What's your favorite product?")
- Drag & drop to rearrange fields

## 3. Customize the Form Design

- Click "Design It"

- Change background color, text color, button color  
Upload your logo or header image



### Step 3: Get the Signup Form Link

Once your form is ready, Mailchimp generates a unique link.

Click "Signup Form URL" at the top

Copy the link (e.g., <https://eepurl.com/sampleform>)

Share it via:

- Website (Embed the form)
- Social Media (Post the link)
- Email Signature (Include the link)

## Your form is ready!

Copy & paste this code into your website's HTML where you want the form to appear.

```
Embedded Form Code Copy Code  
  
<div id="mc_embed_shell">  
  <link href="//cdn-images.mailchimp.com/embedcode/classic-061523.css"  
  rel="stylesheet" type="text/css">  
  <style type="text/css">  
    #mc_embed_signup{background:#fff; clear:left; font:14px  
    Helvetica,Arial,sans-serif; width: 600px;}  
    /* Add your own Mailchimp form style overrides in your site stylesheet or  
    in this style block.  
    We recommend moving this block and the preceding CSS link to the  
    HEAD of your HTML file. */  
  </style>  
</div id="mc_embed_signup">
```

Feedback

?

### Step 4: Embed the Signup Form on Your Website

- If you want the form inside your website, follow these steps:
- Go to "Audience" → "Signup Forms" → "Embedded Forms"
- Copy the HTML code  
Paste it into your website's HTML

### Step 5: Test the Signup Form

- Open the form link in a new browser tab  
Fill in details (Name, Email, etc.)  
Click "Subscribe"  
Check if the new email appears in Audience → All Contacts

### Tags in Mailchimp

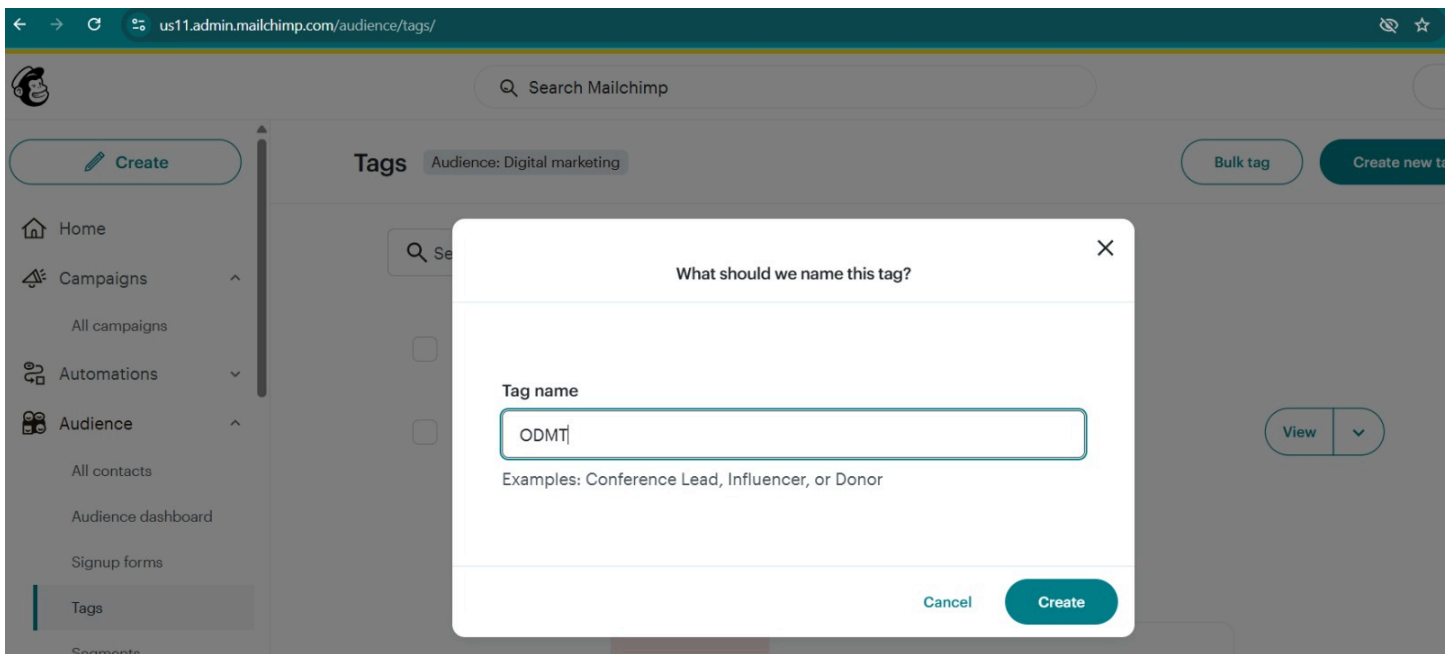
**Tags** in Mailchimp help you organize your audience by labeling contacts based on categories, interests, or behaviors. This allows you to send targeted campaigns to specific groups of subscribers.

## Step 1: Access Tags in Mailchimp

- Log in to [Mailchimp](#)  
Click on **"Audience"** in the top menu  
Click **"Tags"** under Audience

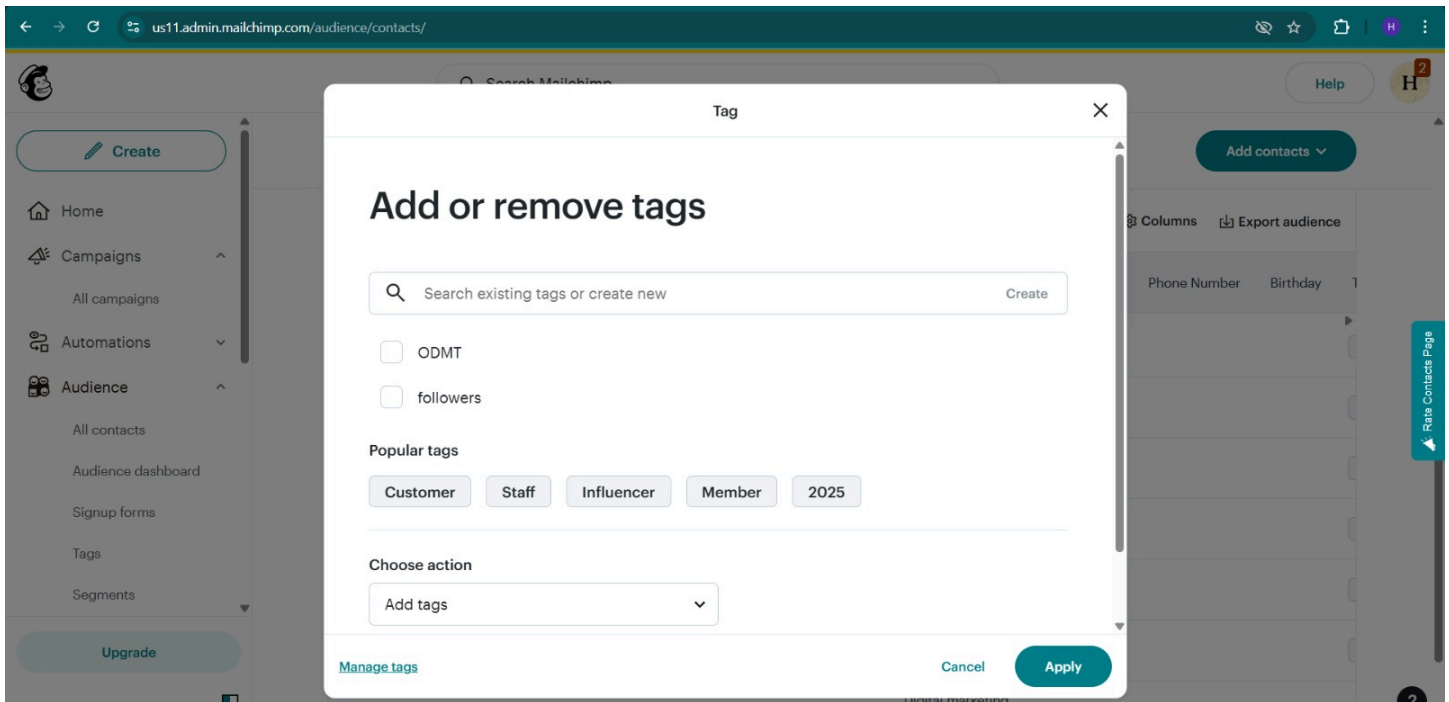
## Step 2: Create a New Tag

- Click **"Create Tag"**
- Enter a **Tag Name** (e.g., "VIP Customers", "Webinar Attendees", "Newsletter Subscribers")  
Click **"Create"**



## Step 3: Assign Tags to Contacts

- Go to **"Audience"** → **"All Contacts"**  
Select contacts you want to tag  
Click **"Add Tag"**  
Choose an existing tag or create a new one  
Click **"Save"**



## Step 4: Create a Campaign for a Tagged Audience

- Go to **"Campaigns"**  
Click **"Create Campaign"** → Select **"Email"**  
Choose **"Regular Email"**  
Name your campaign (e.g., "Exclusive Offer for VIP Customers")  
Click **"Begin"**

## Step 5: Select Tagged Audience

- In the **"To"** section, click **"Edit Recipients"**  
Select **"Tags"**  
Choose a specific **tagged group** (e.g., "VIP Customers")  
Click **"Save"**

All campaigns [View analytics](#) [Create](#)

Last edited Fri January 10, 2025  
9:38 am by hanisha ch

<input type="checkbox"/>	<b>Beauty Exchange</b> <input checked="" type="checkbox"/> Regular email Last edited Sat December 23, 2023 3:05 pm by hanisha ch	<b>Sent</b> Sat December 23, 2023 3:05 pm	Digital marketing 14 recipients	<input type="checkbox"/> odmt	38.5% 7.7% Opens Clicks	<a href="#">View report</a> <input type="checkbox"/>
<input type="checkbox"/>	<b>Up to 50% Off Christmas sale</b> <input checked="" type="checkbox"/> Regular email Last edited Sat December 23, 2023 2:21 pm by hanisha ch	<b>Sent</b> Sat December 23, 2023 2:21 pm	Digital marketing 14 recipients	<input type="checkbox"/> odmt	46.2% 0.0% Opens Clicks	<a href="#">View report</a> <input type="checkbox"/>
<input type="checkbox"/>	<b>Hurry up to join</b> <input checked="" type="checkbox"/> Regular email Last edited Thu November 30, 2023 6:04 pm by hanisha ch	<b>Sent</b> Thu November 30, 2023 6:04 pm	Digital marketing 13 recipients	<input type="checkbox"/> odmt	75.0% 25.0% Opens Clicks	<a href="#">View report</a> <input type="checkbox"/>

Showing results 1 - 9 of 9 < < Page 1 of 1 > >

## Step 6: Design the Email Template

- Choose **"Basic Layout"** or a **Pre-made Template**

Add:

**Headline:** "Special Offer for VIP Customers!"

**Body:** "We appreciate you! Here's an exclusive 20% OFF just for you."

**Call-to-Action (CTA):** "Shop Now"

Click **"Save & Close"**

## Step 7: Send or Schedule the Email

- Click **"Send Now"** to send immediately  
OR Click **"Schedule"** to send later

## Step 8: Track Performance in Reports

Go to **"Campaigns"** → Click on **Sent Campaign**

Check:

- **Open Rate** (Who opened the email)
- **Click Rate** (Who clicked links)
- **Conversions** (Who made a purchase)

## Groups in Mailchimp

**Groups** are a way to categorize your subscribers based on their interests, behavior, or any other preference. Instead of creating separate lists (which can be inefficient), you can segment your **audience** into different groups.

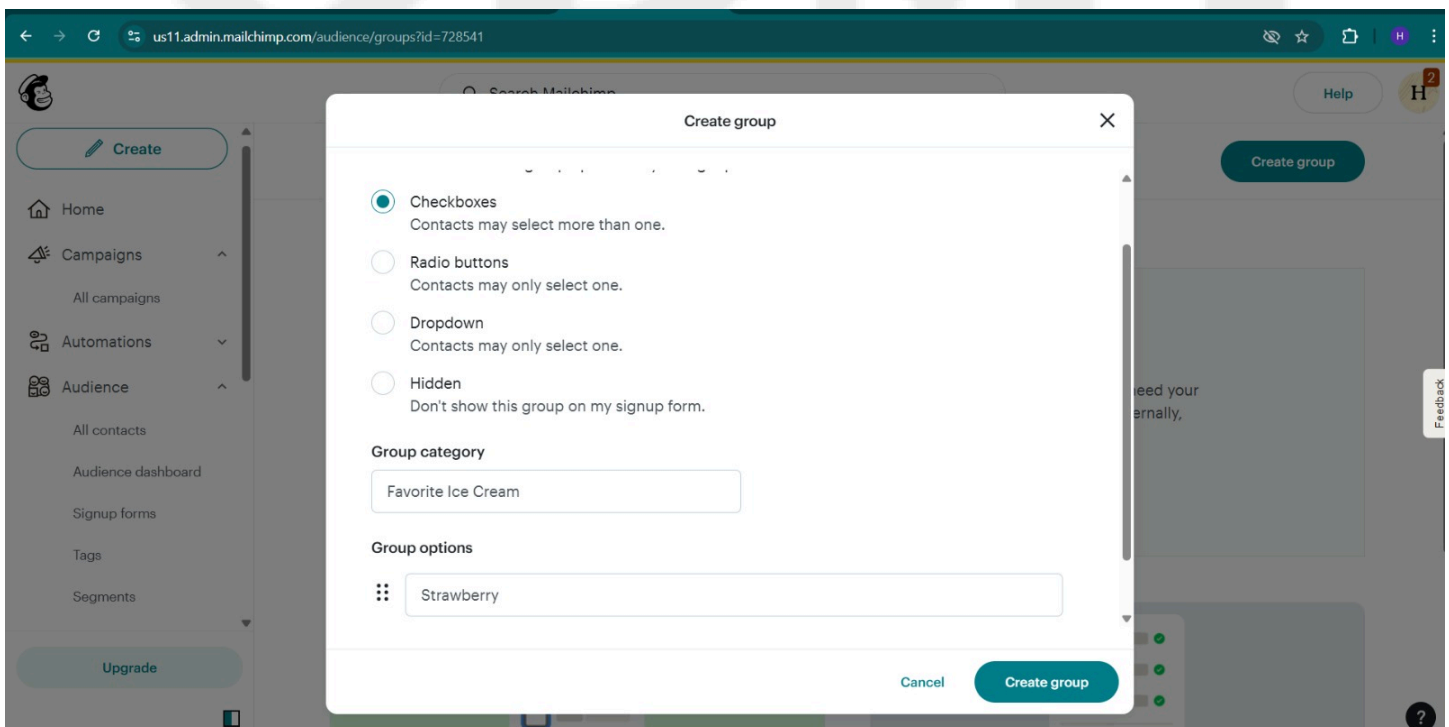
### Steps to View & Send Emails to a Group in Mailchimp

#### Step 1: Access Your Audience & Groups

1. Log into Mailchimp and go to the **Audience** section.
2. Select the audience list you want to work with (if you have multiple).
3. Click on **Manage Audience > Groups**.
4. Find the group you want to email.

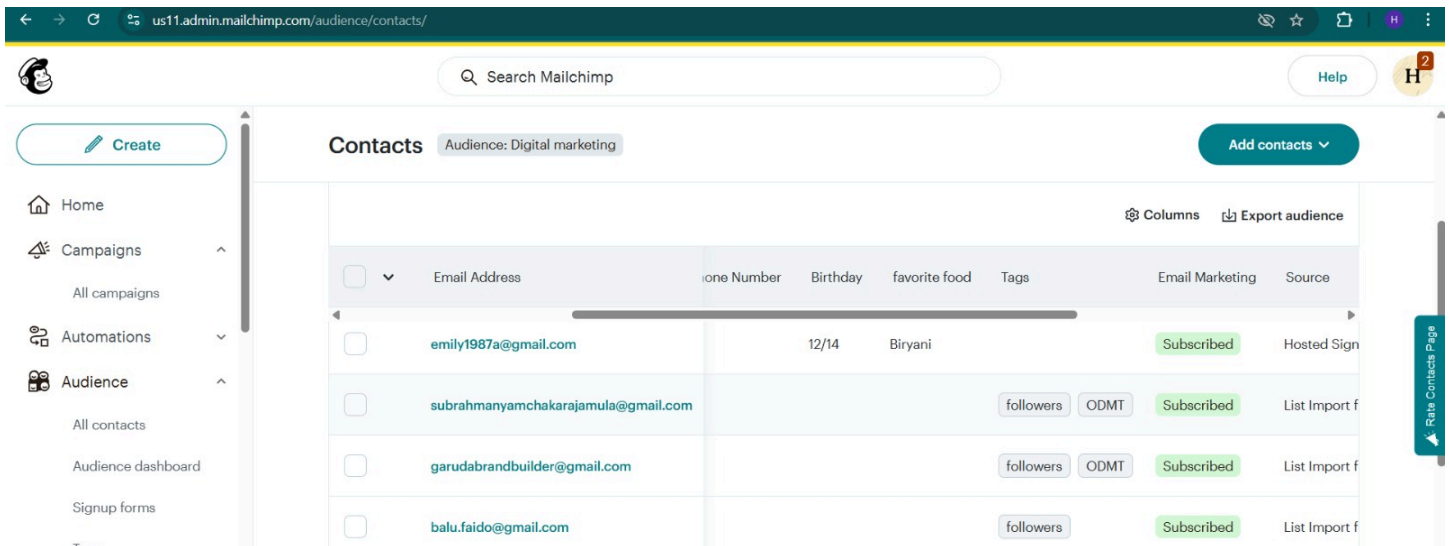
#### Step 2: View a Group's Subscribers

- In the **Groups** section, click on the group you want to view.
- You will see a list of subscribers who belong to this group.



### Step 3: Send a Regular Email to a Group

- Click on the **Actions** dropdown.
- Select **Send Regular Email**.
- This will take you to the email campaign creation page.
- Customize your email (Subject, Content, Design, etc.).
- Click **Send** or **Schedule** to send it later.



## Drip Campaign in Mailchimp

A **Drip Campaign** (also called an **Automated Email Series**) is a series of pre-scheduled emails sent over time to engage new contacts, nurture leads, or onboard customers. These emails are triggered by specific actions, such as signing up for a newsletter or making a purchase.

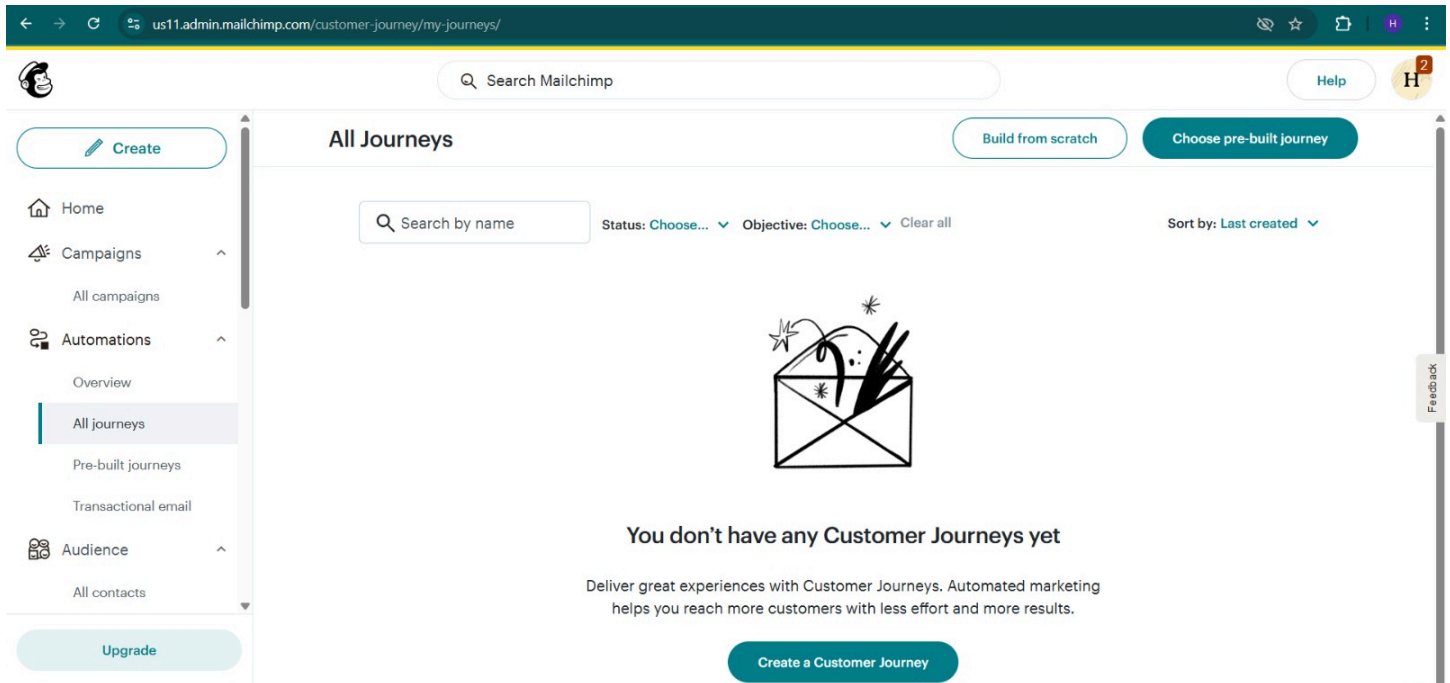
In **Mailchimp**, you can create a drip campaign using the **Customer Journey** feature.

### Steps to Create a Drip Campaign in Mailchimp

#### Step 1: Access Automations & Choose Prebuilt Journey

- **Log in to Mailchimp** and go to **Automations**.
- Click on **Create Journey**.

- Choose **Prebuilt Journey** (these are ready-made templates for common automations).
- Select **"Welcome New Contacts"** (this sends a series of welcome emails to new subscribers).
- Click **"Use This Journey"** to start setting it up.



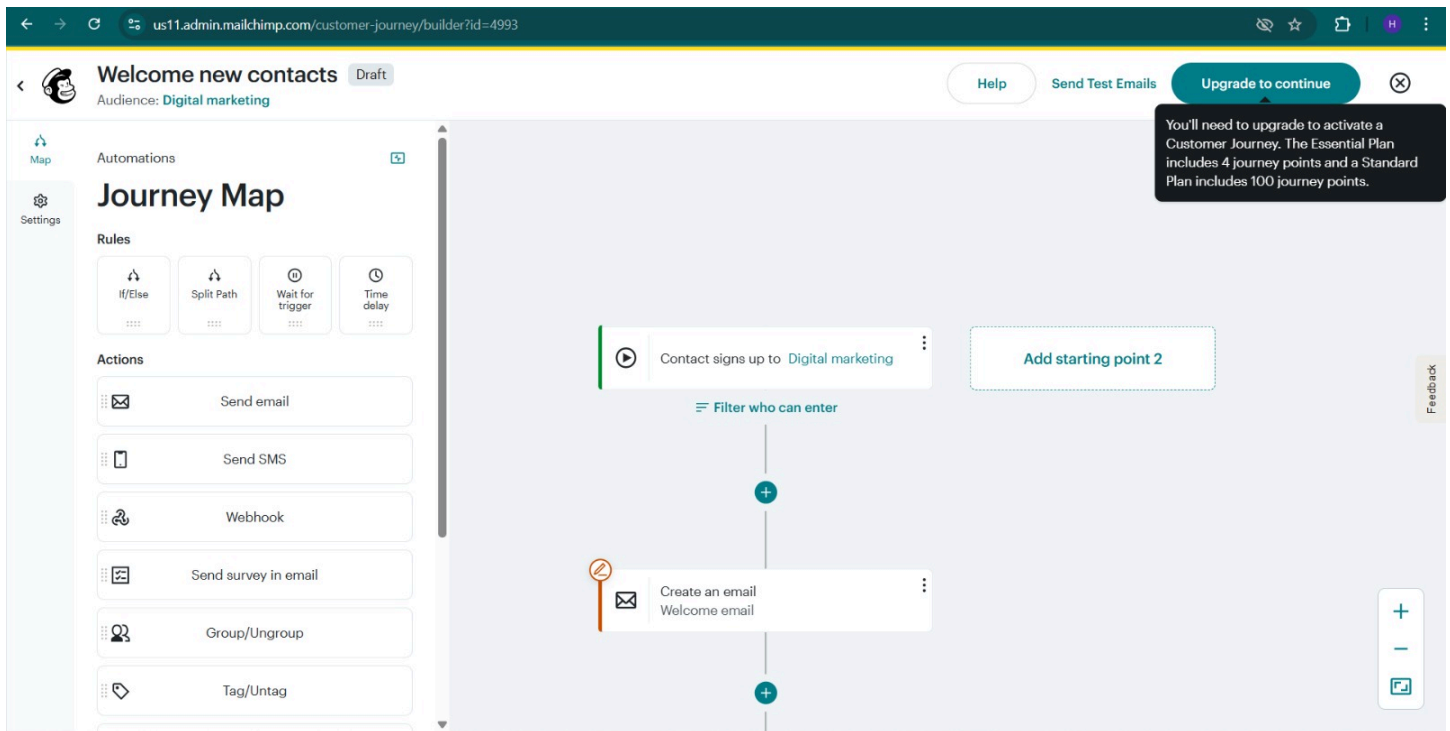
## Step 2: Set Date & Time Triggers

- Choose when the first email should be sent after a contact subscribes:
  - **Immediately** (ideal for a welcome email).
  - **After a few hours or days** (useful for nurturing campaigns).
- Click **Continue** to move to the next step.

## Step 3: Select an Email Template

- Mailchimp provides **pre-designed templates** or you can create a **custom design**.
- Choose a template and customize it with your brand's text, logo, and images.
- Add a **call-to-action (CTA)**, such as:
  - "Explore Our Website"
  - "Claim Your Discount"

- “Follow Us on Social Media”
- Click **Save & Continue**.

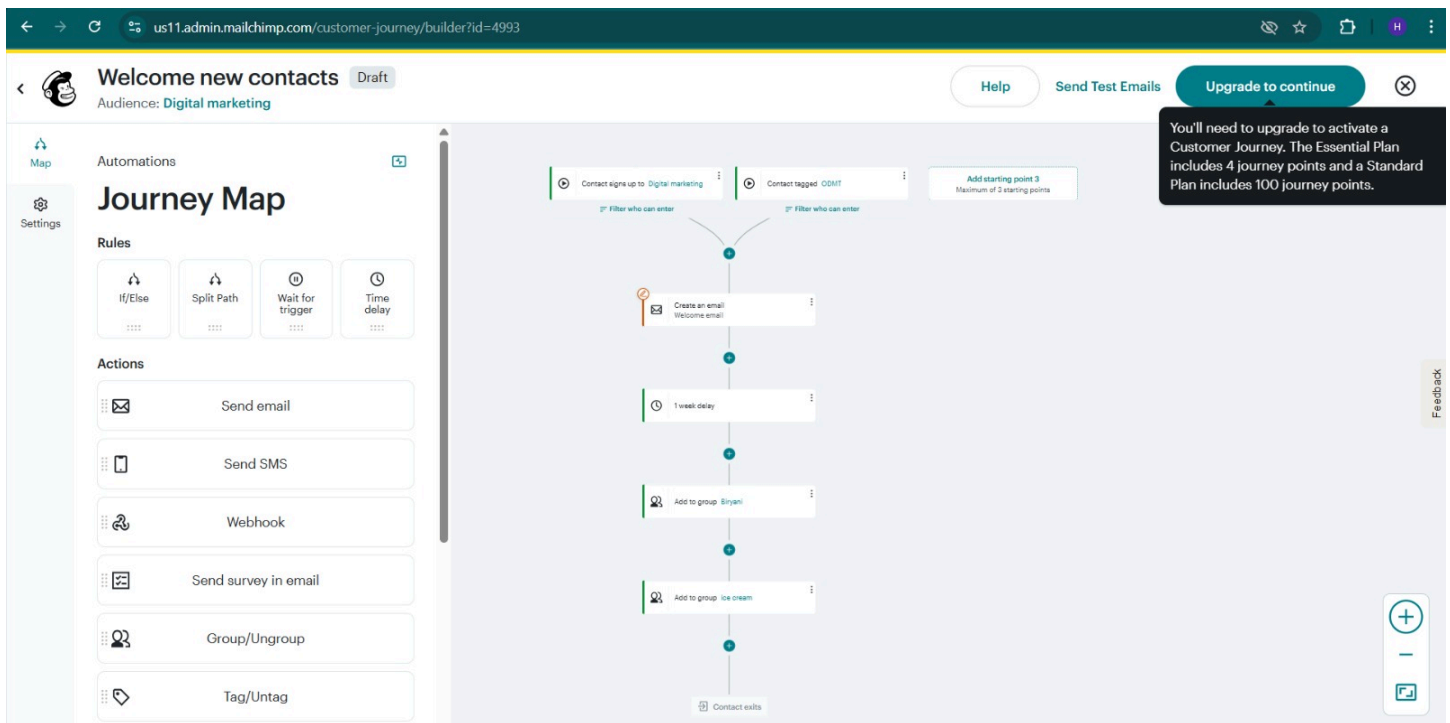


#### Step 4: Add a Journey Point (Next Email in Drip Sequence)

- After the first email, you can add more emails in the sequence.
- Click **Add a Journey Point** and select **Delay (Time-Based Trigger)**.
- Choose when the second email should be sent (e.g., **3 days after the first email**).
- Add a second email, such as:
  - **Educational Email:** "How to Make the Most of Our Services"
  - **Product Showcase:** "Best-Selling Products You'll Love"
  - **Discount Offer:** "Here's 10% Off Just for You!"
- Repeat the process to add more emails to the sequence.

#### Step 5: Review & Activate the Drip Campaign

- **Check the entire journey** to ensure emails are scheduled correctly.
- Click **Start Journey** to activate the campaign.
- Mailchimp will automatically send emails to new contacts based on your schedule.



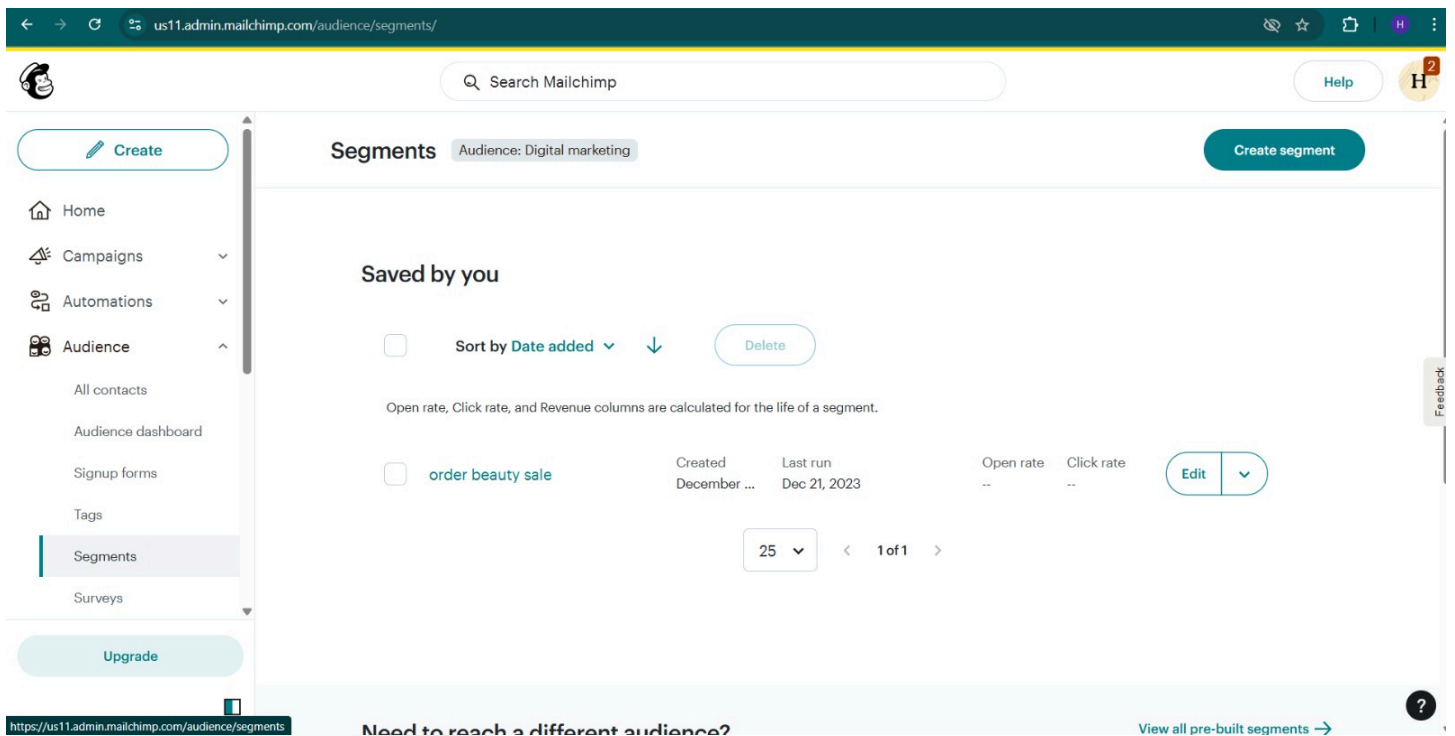
## Segments in Mailchimp

**Segments** allow you to filter and group subscribers based on specific conditions, such as sign-up date, location, purchase history, or even **birthdays**. Unlike **Groups**, which are based on subscriber choices, **Segments** are automatically created based on subscriber data.

### Steps to View & Send Emails to a Segment (e.g., Birthday Month)

#### Step 1: Access Your Audience & Segments

- Log into Mailchimp and go to **Audience**.
- Select the audience list you want to work with.
- Click on **Manage Audience > Segments**.

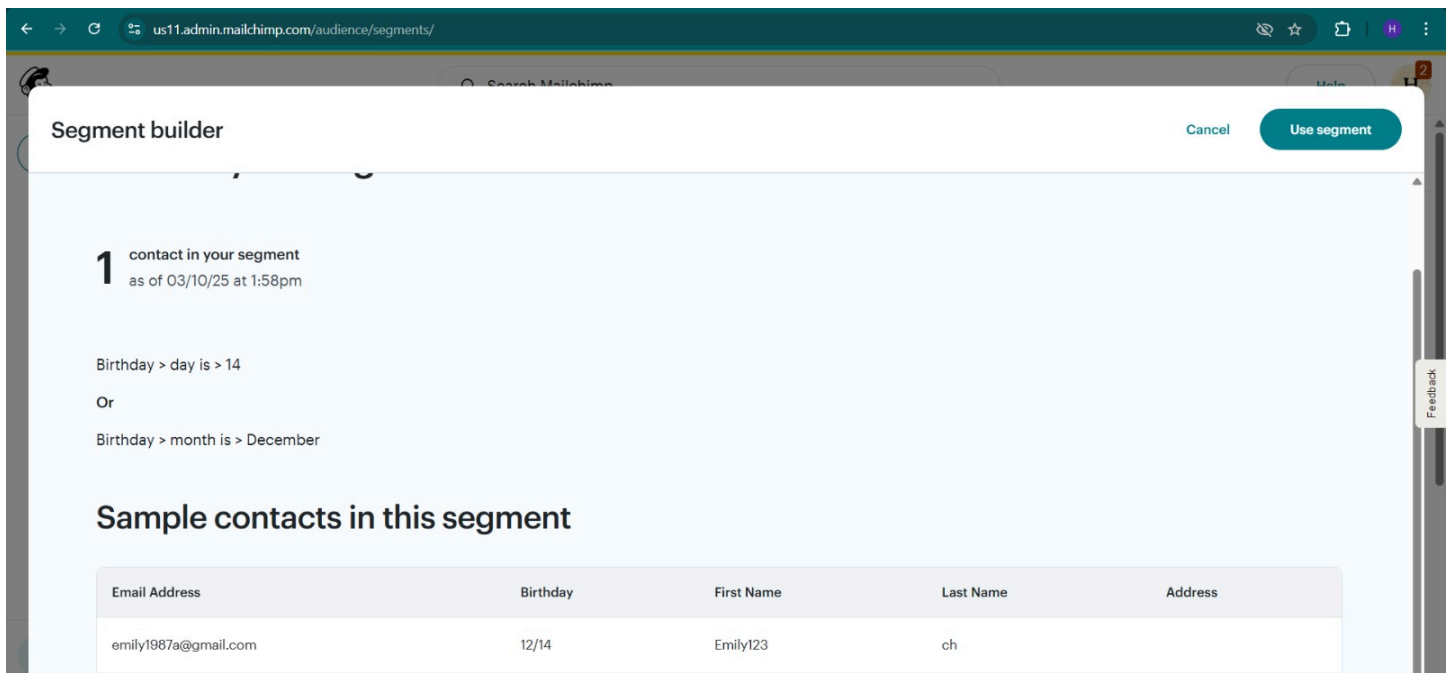


## Step 2: Create a Birthday Month Segment

- Click **Create Segment**.
- Use the dropdown to select **Birthday (Months)**.
- Choose the month (e.g., "March" for people with birthdays in March).
- Click **Preview Segment** to see how many subscribers match the criteria.
- Save the segment if you want to reuse it later.

## Step 3: Send a Regular Email to the Birthday Segment

- After creating the segment, click on **Actions > Send Regular Email**.
- This will take you to the email campaign creation page.
- Customize your email:
  - **Subject:** "Happy Birthday! A Special Gift for You!"
  - **Body:** Include a discount code, special message, or personalized offer.
- Click **Send** or **Schedule** the email to go out at the beginning of the month.



## Affiliate Marketing

Affiliate marketing is when someone promotes another person or company's products and **earns a commission** for each sale. It's a way for publishers, content creators, and digital marketers to make money.

Affiliates earn a **commission** for each sale, click, or lead they generate through their unique referral link.

### Promote the Product or Service

- Share your affiliate link through:
  - **Blog posts** (e.g., “Best Laptops for Students”)
  - **YouTube videos** (e.g., “Top 5 Laptops Review”)
  - **Social media** (Instagram, Twitter, Facebook)
  - **Email marketing**
- Use engaging content like **reviews, tutorials, and comparisons** to attract buyers.

Affiliate marketing can be done in **two main ways**:

- **Direct Affiliate Marketing** (One-to-One Promotion)
- **Mediator Affiliate Marketing** (Using a Third-Party Platform)

## What is Direct Affiliate Marketing?

This method involves **directly partnering** with a company's affiliate program **without using any third-party network**. The affiliate (you) gets a unique referral link from the company and promotes their products directly.

## What is Mediator Affiliate Marketing?

This method involves **using an affiliate network (a middleman)** to connect with multiple brands. Instead of signing up directly with each company, you join an affiliate network that provides **thousands of products** to promote.

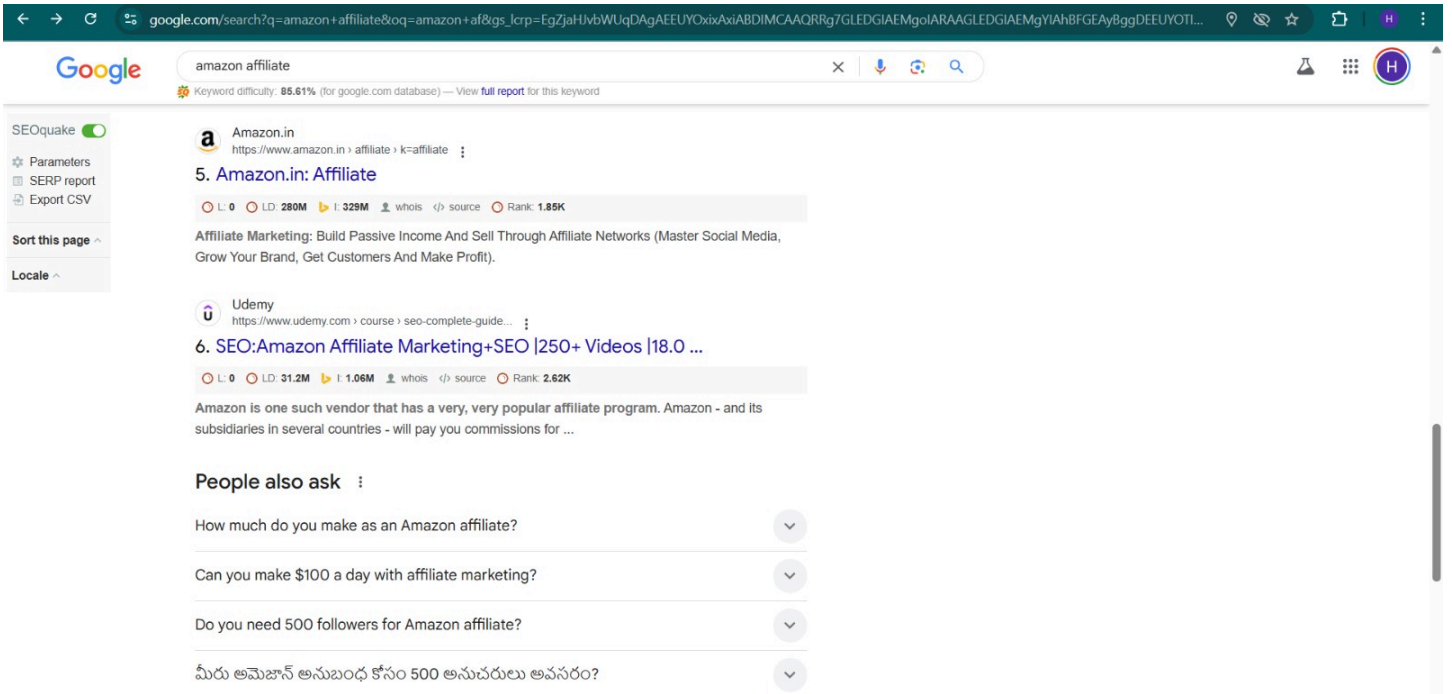
## How to Create an Amazon Associates Account (Step-by-Step Guide)

Amazon Associates is Amazon's **affiliate marketing program**, where you earn commissions by promoting Amazon products using **affiliate links**.

## Step-by-Step Process to Create an Amazon Associates Account

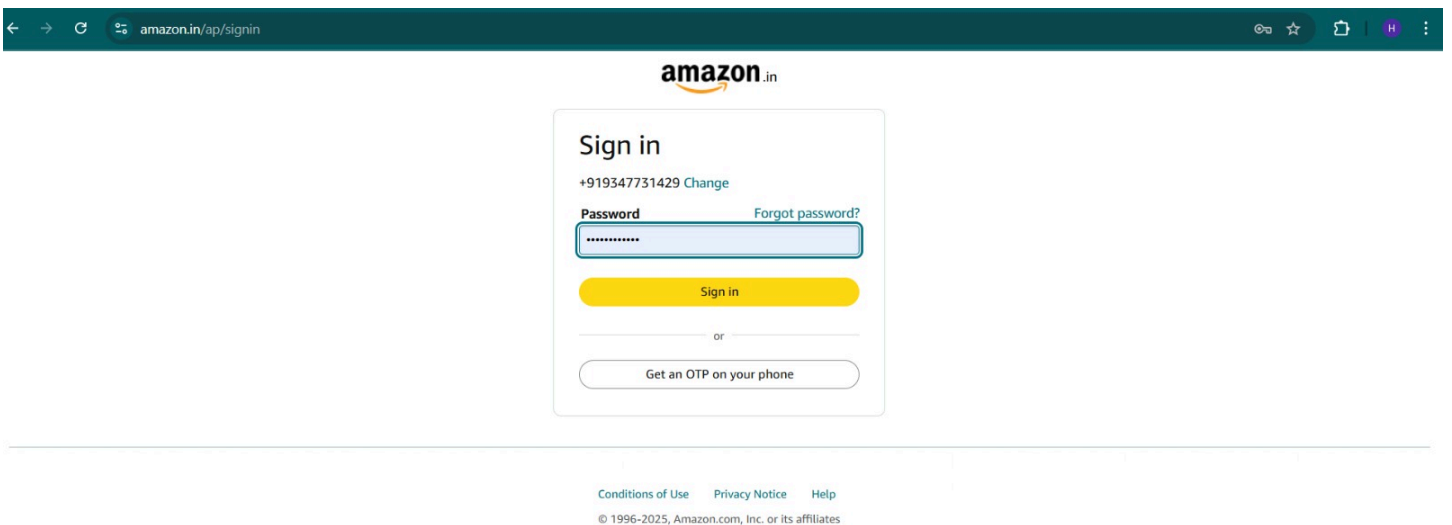
### Step 1: Visit the Amazon Associates Website

- Open your browser and go to [Amazon Associates](#).
- Click **Sign Up** (If you don't have an Amazon account, create one first).



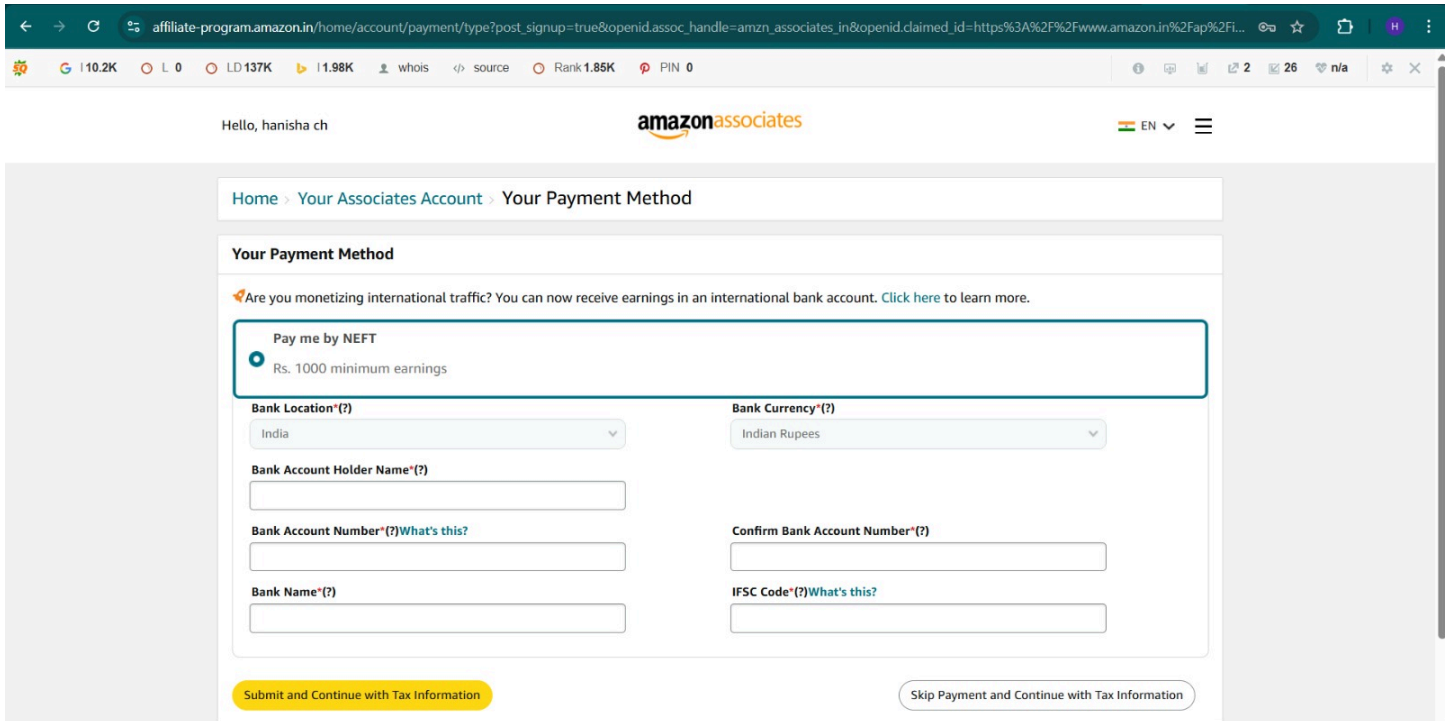
## Step 2: Sign in or Create an Amazon Account

- If you already have an **Amazon account**, log in using your email and password.
- If not, click **Create Your Amazon Account** and enter:
  - **Your name**
  - **Email address**
  - **Password**
- Click **Create Account** and verify your email.



### Step 3: Enter Your Account Information

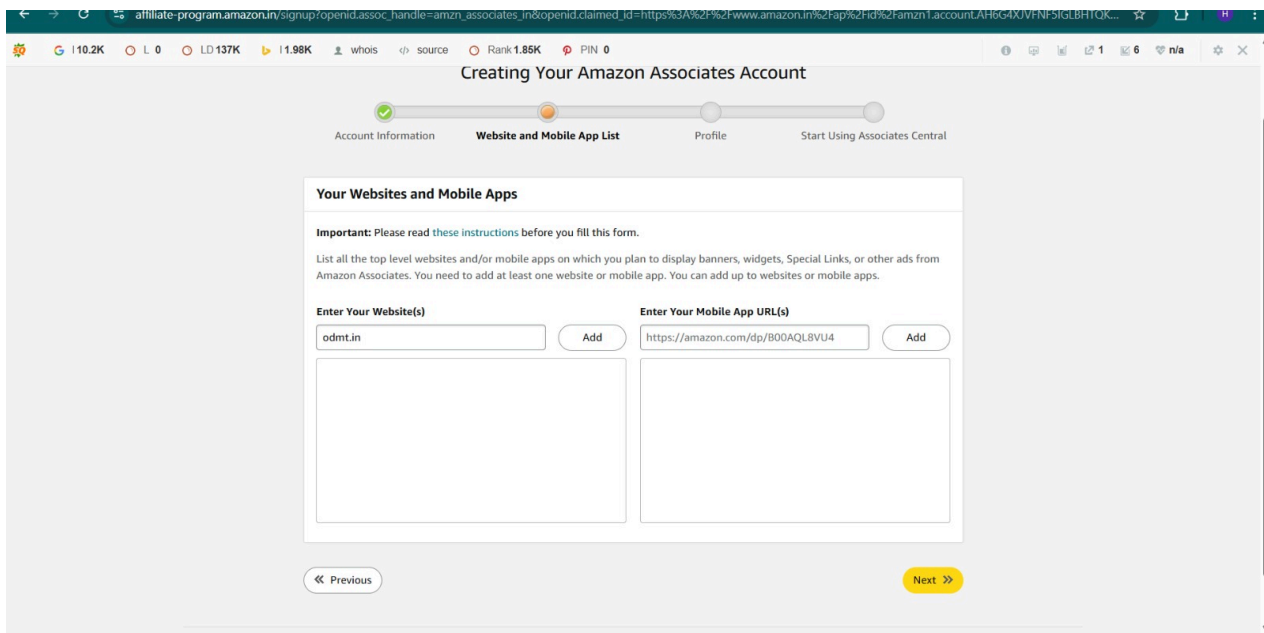
- **Who Will Receive Payments?**
  - Select "**Individual**" if you are doing this as a personal account.
  - Select "**Business**" if you are registering as a company.
- **Enter Your Personal or Business Details** (Full name, address, and phone number).
- Click **Next**.



The screenshot shows the Amazon Associates 'Your Payment Method' form. The page title is 'Your Payment Method' and the breadcrumb trail is 'Home > Your Associates Account > Your Payment Method'. The form is titled 'Your Payment Method' and includes a question: 'Are you monetizing international traffic? You can now receive earnings in an international bank account. Click here to learn more.' The 'Pay me by NEFT' option is selected, with a note 'Rs. 1000 minimum earnings'. The form fields are: 'Bank Location' (India), 'Bank Currency' (Indian Rupees), 'Bank Account Holder Name', 'Bank Account Number', 'Bank Name', 'Confirm Bank Account Number', and 'IFSC Code'. There are two buttons at the bottom: 'Submit and Continue with Tax Information' (highlighted in yellow) and 'Skip Payment and Continue with Tax Information'.

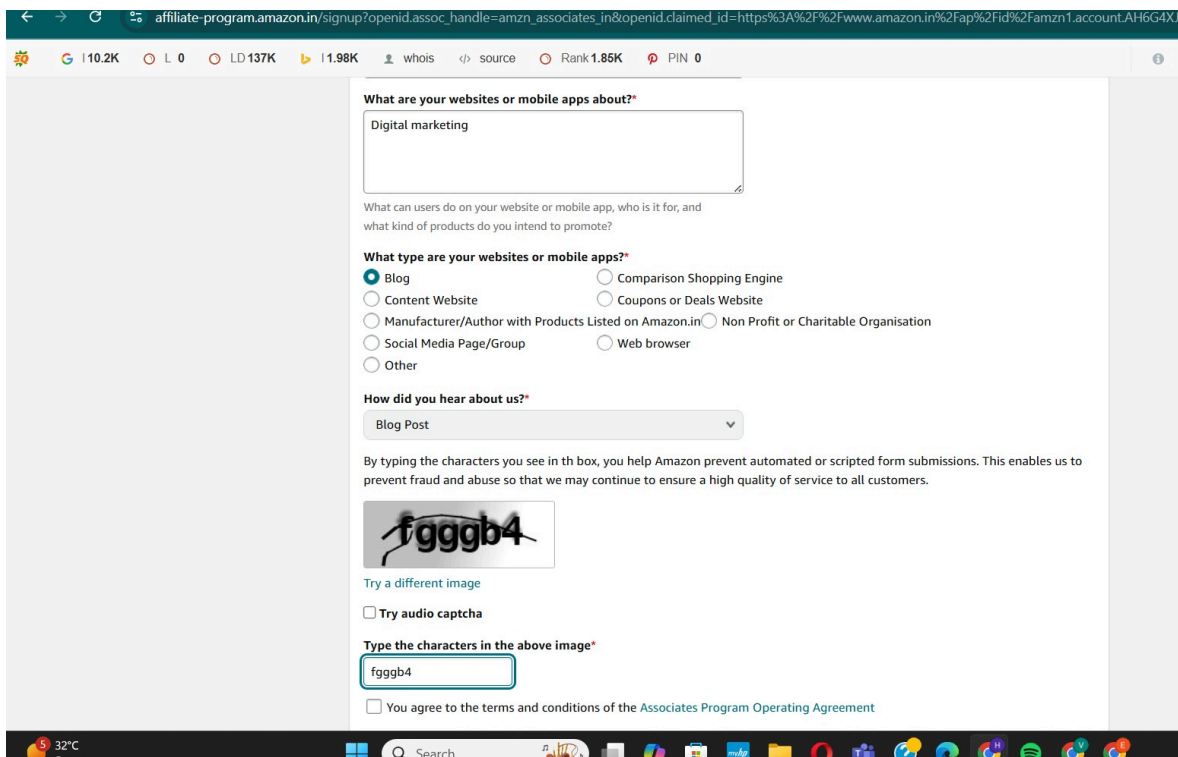
### Step 4: Add Your Website, Blog, or Social Media

- Amazon needs to know **where you will promote their products**.
- Enter your:
  - **Website URL** (if you have a blog or online store).
  - **YouTube Channel** link (if you create review videos).
  - **Instagram, Facebook, TikTok, or Twitter** link (if you promote on social media).
- Click **Next** after entering your platforms



## Step 5: Choose Your Niche & Marketing Methods

- **What is Your Website or Content About?**
  - Choose your main category (e.g., Electronics, Fashion, Health & Beauty).
- **How Will You Drive Traffic?**
  - Select how you will promote Amazon products (**SEO, Social Media, Blog, Email Marketing, etc.**).
- **Click Next.**



## Step 6: Create Your Amazon Associates ID

- Choose a unique **Store ID** (this is usually your name or brand name).
- Enter a brief description of how you plan to promote Amazon products.
- Click **Next**.

## Step 7: Enter Your Payment & Tax Details

- Choose how you want to get paid:
  - **Direct bank transfer** (for certain countries).
  - **Amazon gift cards** (for US-based accounts).
  - **Check (Paper Cheque)** (takes longer).
- Fill in **Tax Information** (Amazon will ask for tax details based on your country).
- Click **Submit & Finish**.

## Step 8: Start Generating Affiliate Links

To start earning:

- Go to **Amazon Associates Dashboard**.
- Search for **any product you want to promote**.

- Click **Get Link** and copy the unique **affiliate link**.
- Share it on your **blog, YouTube, Instagram, Facebook, or website**.

The screenshot shows an Amazon India product page for 'Brinda ventures YAVIX 12 Variety Mirrors Shapes for Crafts'. The product is priced at ₹279 (₹0.14 / count) with a 60% discount from an M.R.P. of ₹699. A 'Text Link to this Page' popup is open, displaying the generated short link: <https://amzn.to/4hmGwjE>. The popup also shows the Store ID (no0c8a0-21) and Tracking ID (no0c8a0-21). The product page includes a 4.5-star rating (614 ratings) and 'Amazon's Choice' badge. The product is in stock and delivered by Amazon.

**When someone buys through your link, you earn a commission!**

## How to Create an EarnKaro Account (Step-by-Step Guide)

EarnKaro is an affiliate marketing platform in India that allows you to earn money by sharing affiliate links for products from Amazon, Flipkart, Myntra, Ajio, and more. You earn a commission every time someone makes a purchase using your link.

## Step-by-Step Guide to Creating an EarnKaro Account

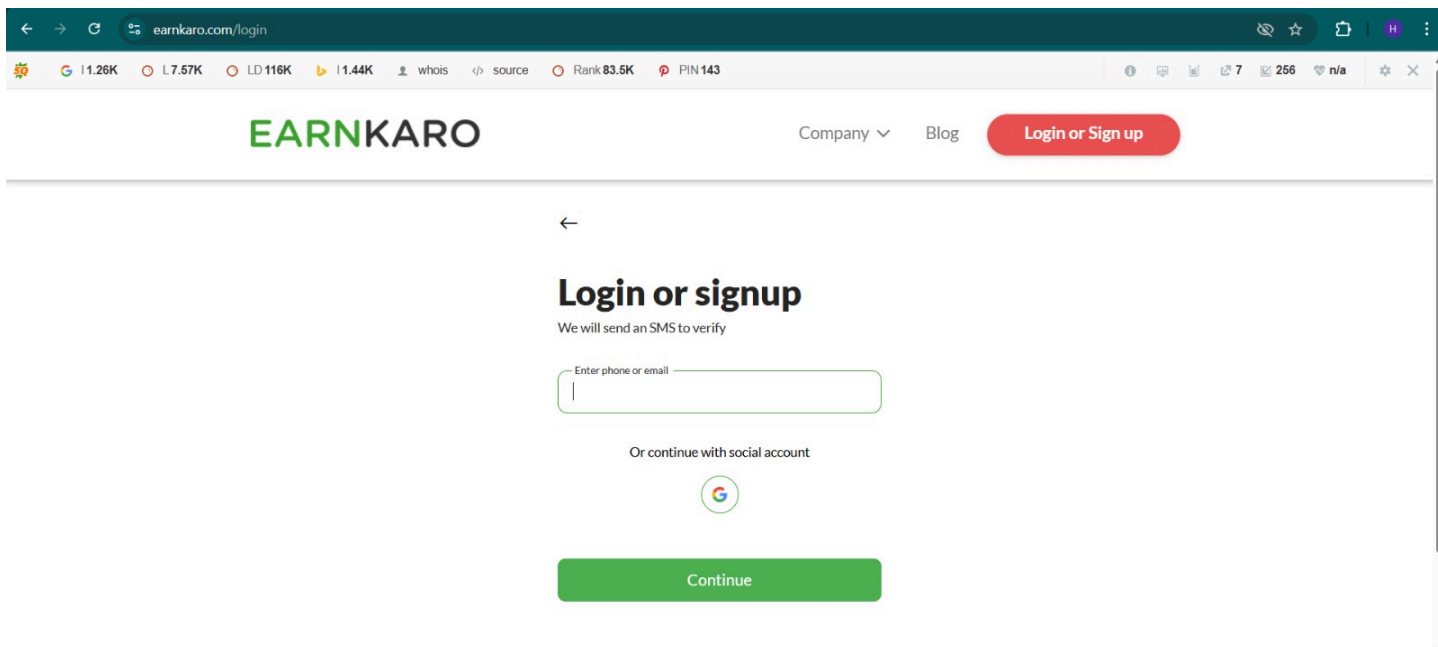
### Step 1: Visit the EarnKaro Website or Download the App

- Open your browser and go to [www.earnkaro.com](http://www.earnkaro.com).

The screenshot shows a Google search for 'EarnKaro'. The search results include a link to '1. EarnKaro - India's #1 Affiliate Marketing Platform | Join Free & Earn' with a description: 'EarnKaro is an easy money-making platform, on which you can become an affiliate marketer for any brand listed with us. People who want to work part-time or full ...'. Below the description are statistics: AS: 0, Visits: 0, Pages/Visit: 0, Avg. Visit: 0, Bounce rate: 0. A link to 'Get domain authority, visits and engagement data with a free Semrush account - Connect' is also present. Other search results include 'Login or signup', 'How To Earn Money Using ...', 'Download EarnKaro App', 'Flipkart Affiliate Program With ...', and 'Profitshala'. On the right side, there is a business listing for 'EarnKaro' with a 3.3 star rating from 41 Google reviews. The listing includes the address: '2nd Floor, Plot no. 35, Sector 44, Gurugram, Haryana 122003', phone number: '081780 21403', and hours: 'Open · Closes 5 pm'. There are also buttons for 'Website', 'Directions', 'Save', 'Share', and 'Call'.

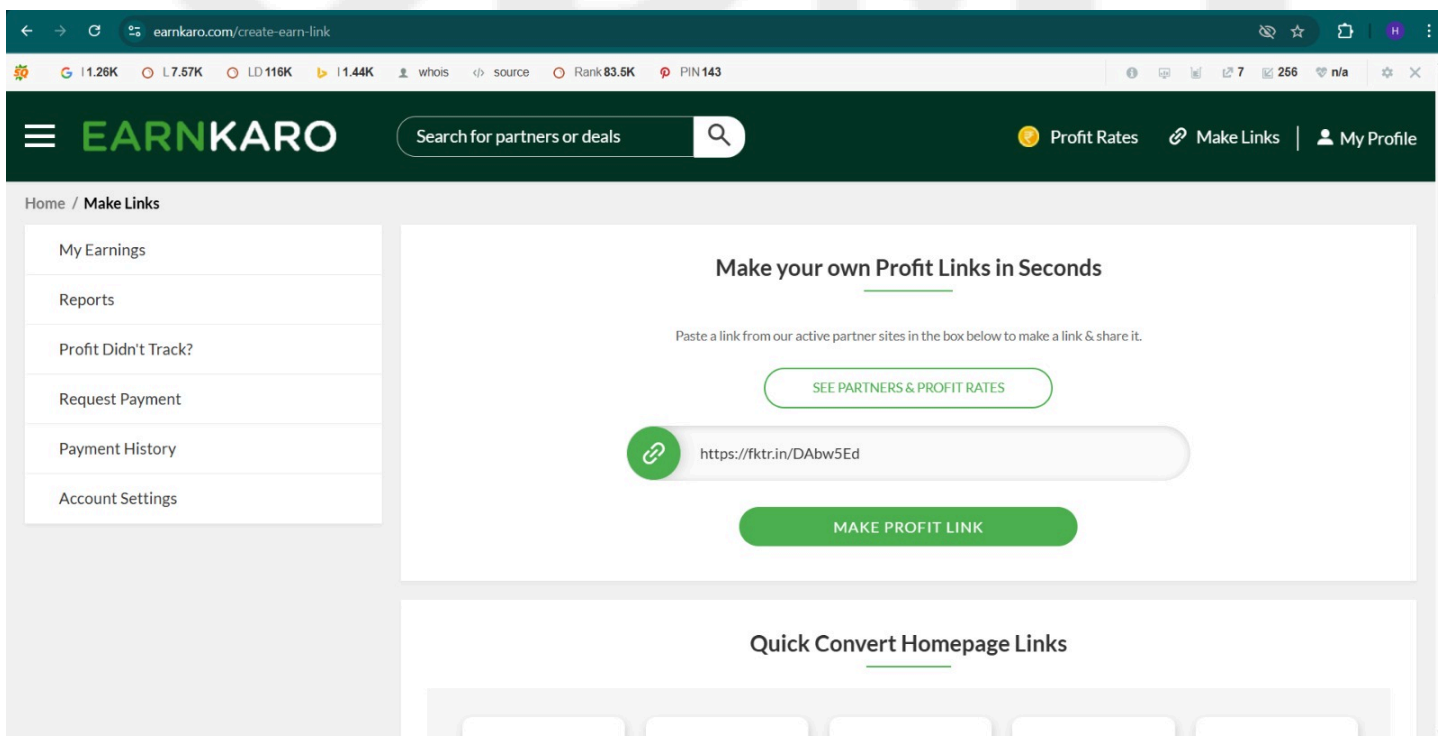
## Step 2: Sign Up for a Free Account

- Click **Sign Up** (top-right corner on the website).
- Enter your details:
  - **Full Name**
  - **Mobile Number**
  - **Email Address**
  - **Password**
- Click **Create Account**.
- Verify your **mobile number** with an **OTP** sent to your phone



### Step 3: Choose Products & Generate Affiliate Links

- Go to **"Make Links" Section** in EarnKaro.
- Copy a **product link** from any supported retailer (Amazon, Flipkart, Myntra, etc.).
- Paste the link into the **EarnKaro app/website**.
- Click **"Convert Link"** to generate your unique **Profit Link** (affiliate link).



## What is Influencer Marketing?

**Influencer marketing** is a digital marketing strategy where **brands collaborate with social media influencers** to promote their products or services. It helps businesses reach **target audiences** through trusted personalities

**Influencers** = People with a **large and engaged** social media following.

**Brands pay influencers** to promote their products via **Instagram, YouTube, etc.**  
**Followers trust influencers**, leading to **higher sales & brand awareness**.

## What is Google AdSense?

**Google AdSense** is a free advertising program by Google that allows **website owners, bloggers, and YouTubers** to earn money by displaying **ads** on their content. When visitors **click on these ads**, you earn **money**.

### Step 1: Sign Up for Google AdSense

- Go to **Google AdSense**.
- Click **Sign Up** and log in with your **Google account**.
- Enter your **Website URL** (Example: [www.yourwebsite.com](http://www.yourwebsite.com)).
- Select your **Country** and accept Google's **AdSense terms**.
- Click **Create Account**.

The screenshot shows a Google search for "Google AdSense". The search results include a featured snippet from Google AdSense, which states: "Google AdSense is a program run by Google through which website publishers in the Google Network of content sites serve text, images, video, or interactive media advertisements that are displayed on their websites." Below the snippet, there are several search results, including "1. Google AdSense - Earn Money from Your Website with Monetization", "Let AdSense work for you", "अपनी वेबसाइट से कमाई करें", "How to Make Money Advertising", "Contact Us", and "Platforms". On the right side, there is a knowledge panel for "Google AdSense" with details such as "Initial release date: 18 June 2003" and "Operating system: Cross-platform (web-based application)".

## Step 2: Add Your Website to AdSense

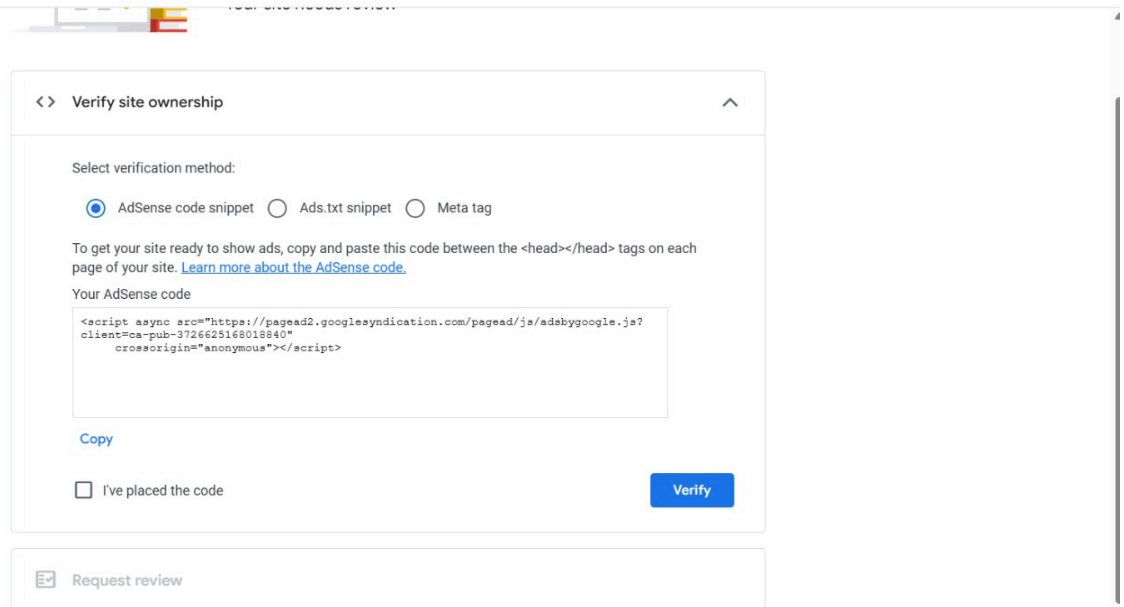
- Go to your **AdSense Dashboard**.
- Click on **Sites > Add Site**.
- Enter your **website URL** and click **Next**.

The screenshot shows the Google AdSense dashboard. The main heading is "Let's get you started" with the subtext "Just follow the steps to start earning with ads". A dropdown menu shows "hanisha.in". A modal dialog box titled "Add Site" is open, with a text input field containing "odmt.in" and "Website" as a label. Below the input field are "Cancel" and "Save" buttons. The background dashboard shows a sidebar with navigation options like Home, Ads, Sites, Privacy and messaging, Brand safety, Reports, Optimisation, Policy centre, Payments, Account, and Feedback. The main content area has sections for "PAYMENTS" and "SITES".

## Step 3: Get AdSense Code & Add It to Your Website

After adding your site, AdSense will provide a **verification code**.

- Paste the **AdSense Code** into the **<head>** section of your website.
- Go to **WordPress Admin Panel** → Appearance → Theme Editor.
- Open **header.php** file and paste the code **inside the <head> tag**.
- Save changes.



The screenshot shows the 'Verify site ownership' dialog box in the AdSense interface. It has a title bar with a back arrow and an up arrow. The main content area is titled 'Verify site ownership' and contains the following elements:

- A section titled 'Select verification method:' with three radio buttons: 'AdSense code snippet' (selected), 'Ads.txt snippet', and 'Meta tag'.
- Text: 'To get your site ready to show ads, copy and paste this code between the <head></head> tags on each page of your site. [Learn more about the AdSense code.](#)'
- A section titled 'Your AdSense code' with a text area containing the following code:

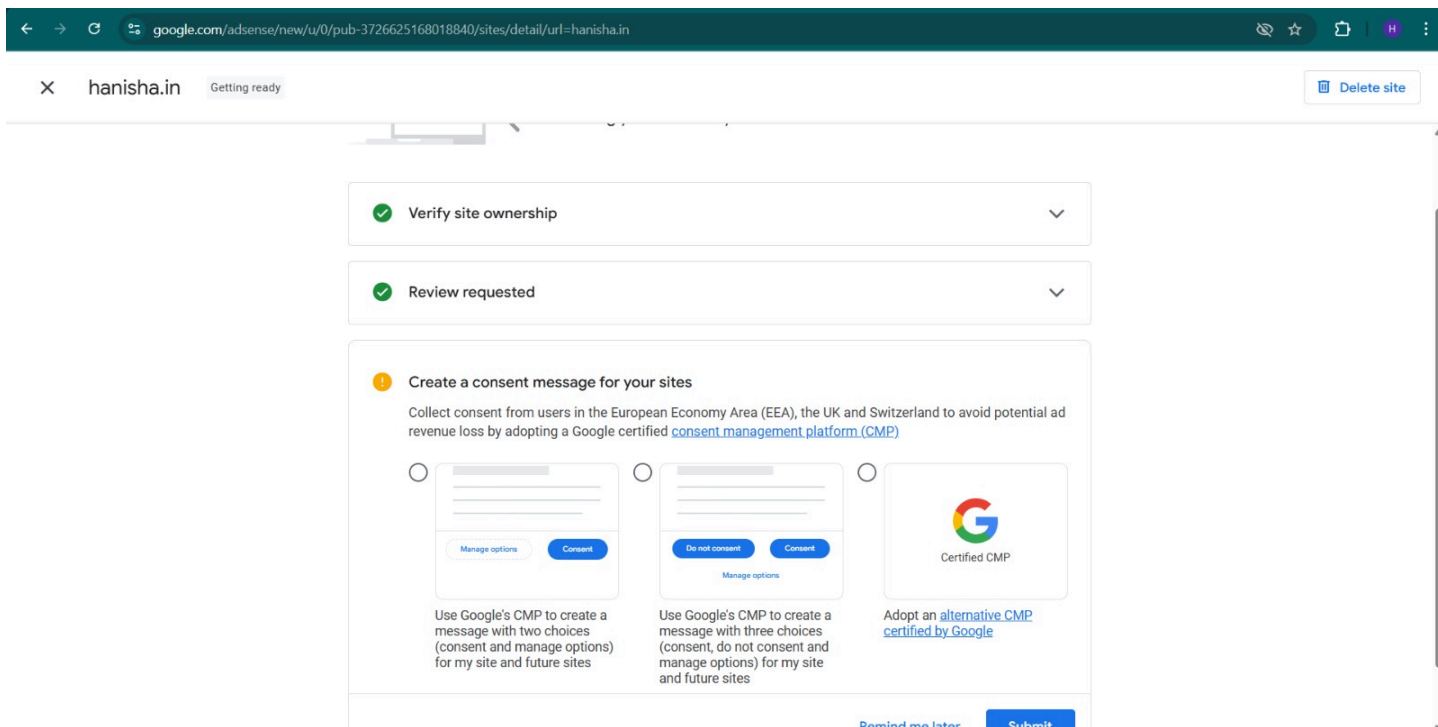
```
<script async src="https://pagead2.googlesyndication.com/pagead/js/adsbygoogle.js?client=ca-pub-3726625168018840"crossorigin="anonymous"></script>
```
- A 'Copy' button below the code area.
- A checkbox labeled 'I've placed the code'.
- A blue 'Verify' button.

At the bottom of the dialog box, there is a 'Request review' button with a checkmark icon.

## Step 4: Request Google AdSense Approval

After adding the code:

- Go back to your AdSense account.
- Click Submit for Review.
- Google will review your site (this takes 1-2 weeks).



## Step 5: Start Displaying Ads on Your Website

Once **Google approves your AdSense account**, ads will start showing on your website **automatically!**

To customize your ads:

- Go to **AdSense Dashboard > Ads**.
- Choose **Auto Ads** or **Manual Ads**.
- For manual ads, place the **ad code** inside blog posts or sidebars.

## What is Google Analytics?

Google Analytics is a **free web analytics tool** by Google that helps website owners track and analyze **website traffic**. It provides insights into:

**How many people visit your website?**

**Where do your visitors come from (Google, Facebook, etc.)?**

**What pages do visitors view the most?**

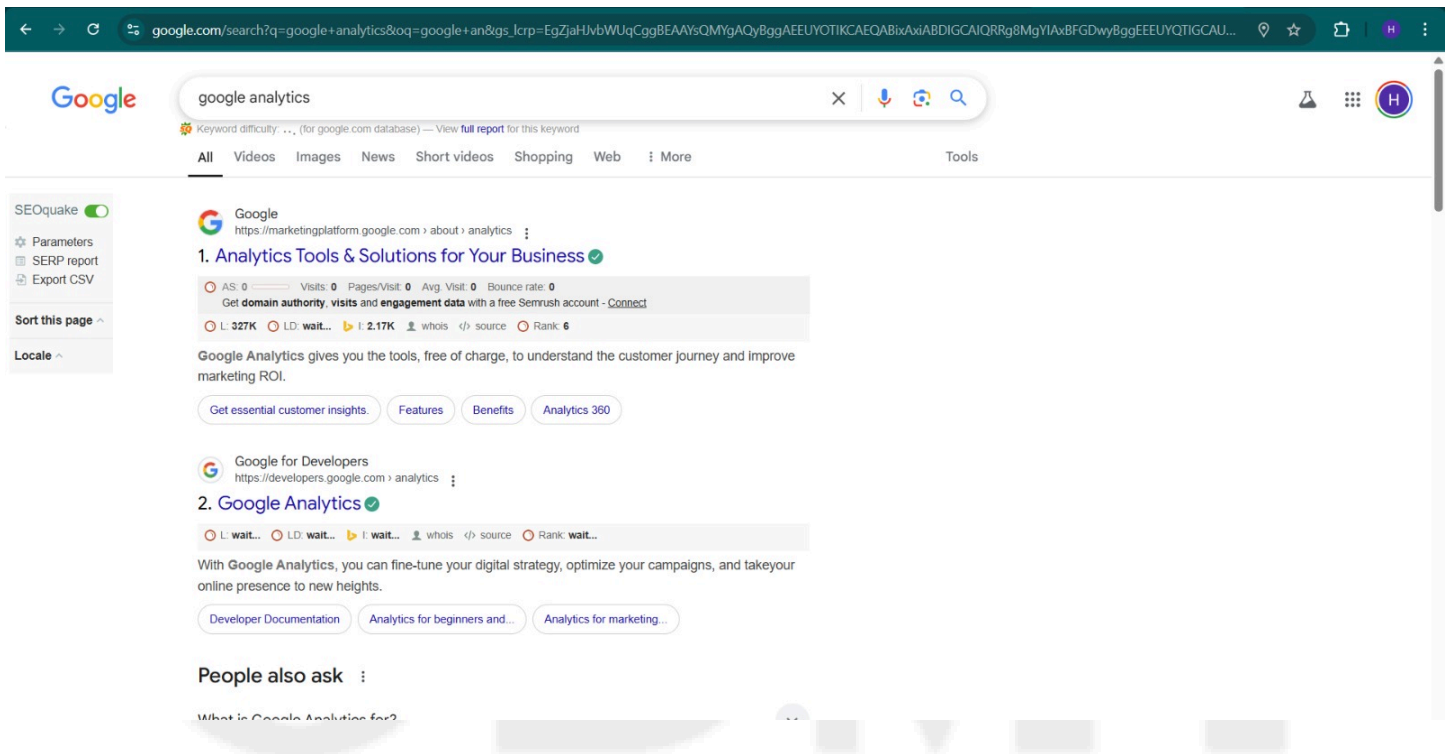
**How long do visitors stay on your site?**

**Which keywords bring traffic to your site?**

# How to Use Google Analytics (Step-by-Step Guide)

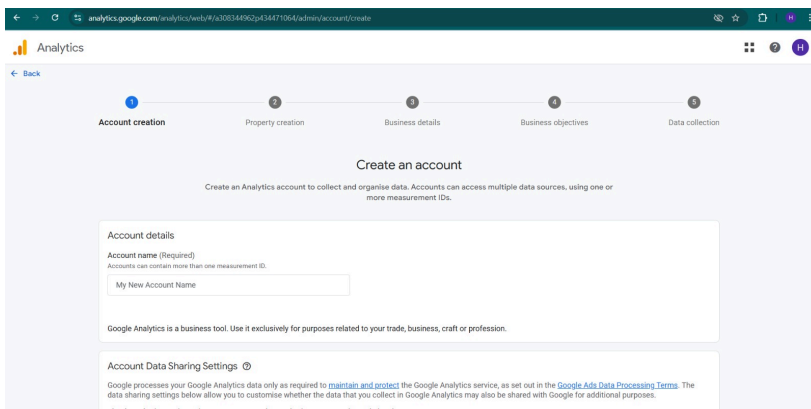
## Step 1: Create a Google Analytics Account

- Go to Google Analytics.
- Click Sign Up and log in with your Google account.
- Click Start Measuring.



## Step 2: Set Up Your Website in Google Analytics

- Enter your **Website Name** (e.g., My Blog).
- Select your **Industry Category** (e.g., Business, Travel, etc.).
- Choose your **Time Zone** and Currency.
- Click **Next** to create a **Google Analytics Property**.

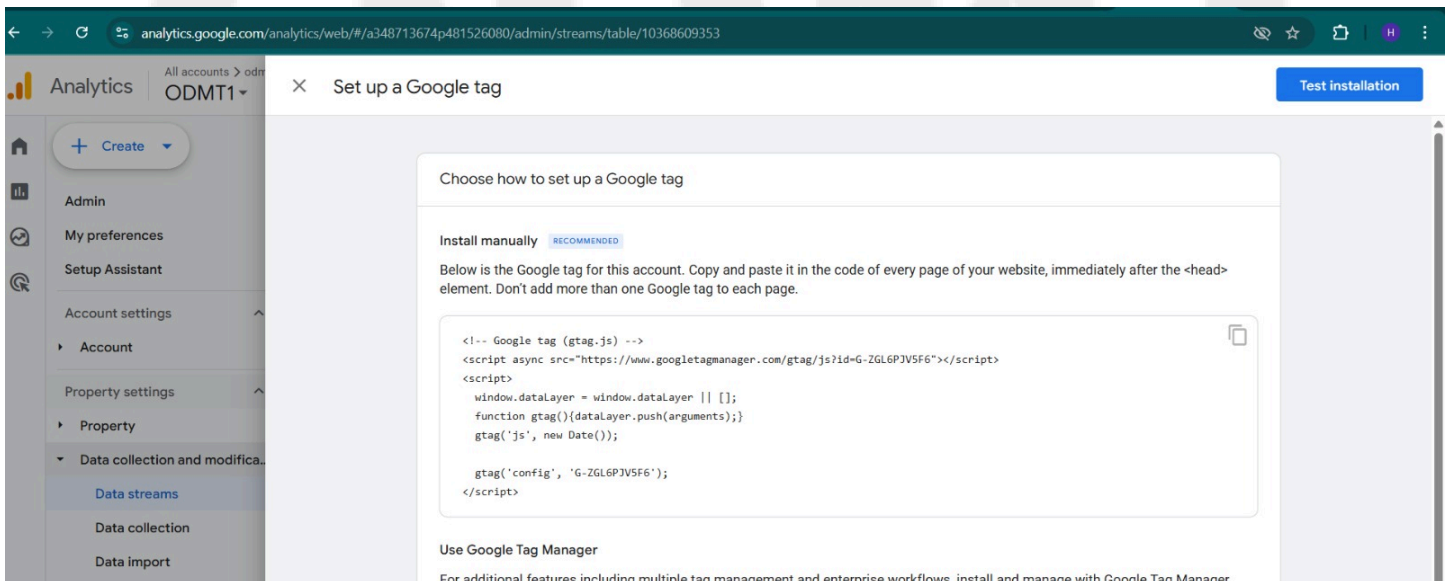


### Step 3: Get Your Google Analytics Tracking Code

- After setup, Google Analytics will provide a **Tracking ID** (e.g., **G-XXXXXXXXXX**).
- Copy the **Google Analytics tracking code**.

### Step 4: Add Google Analytics to Your Website

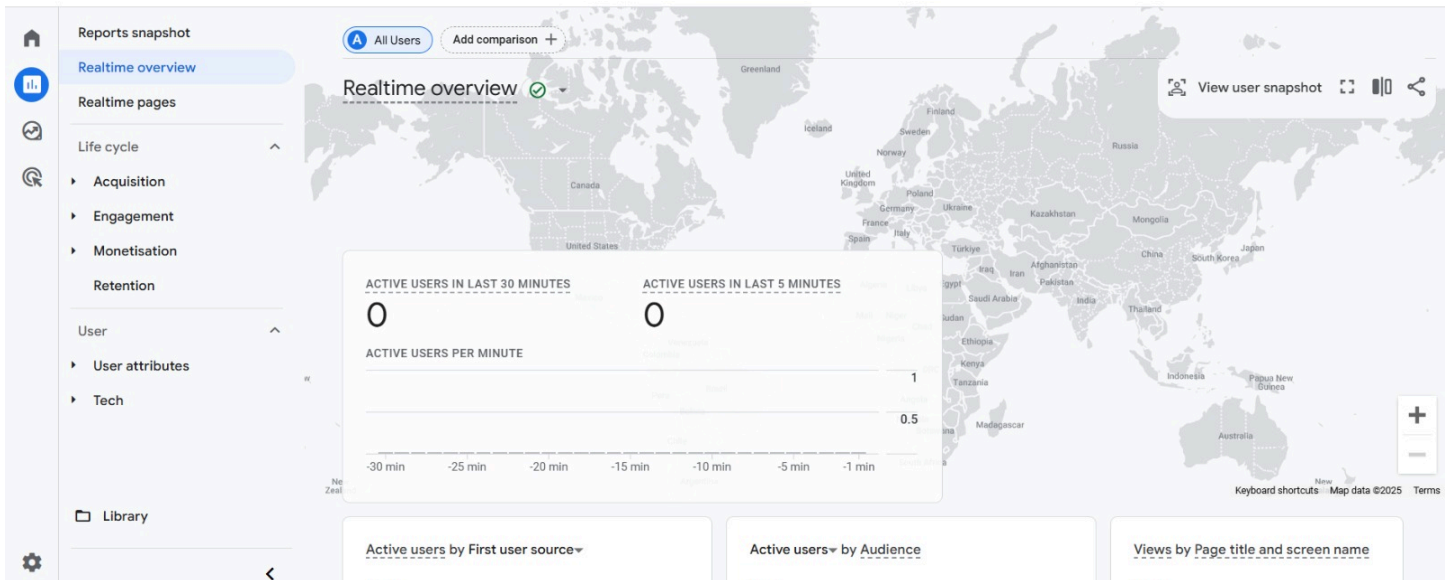
- Open your website's **Theme file Editor**.
- Paste the **Google Analytics tracking code** inside the **<head>** section.



### Step 5: Track Website Traffic in Google Analytics

- Go to **Google Analytics Dashboard**.

- Click on **Reports > Realtime** to see **live visitors**.
- Click on **Audience > Overview** to check:
  - **Total visitors per day, week, month**
  - **Top countries visiting your site**
  - **Devices used (Mobile/Desktop)**



- Click on **Acquisition > Overview** to see:
  - **How visitors find your website** (Google, Facebook, Direct, etc.).
  - **Top referral sources**.
- Click on **Behavior > Site Content** to track:
  - **Which pages get the most traffic?**
  - **How long visitors stay on each page?**
  - **Bounce rate (how many people leave quickly)?**

**"Learn, Grow, Succeed – The ODMT Promise!"**

