

Digital Marketing

(Second Paper)

Unit-1

Long and short answer type Questions :

Q.1. What is meant by Digital marketing ? What not is Digital marketing ?

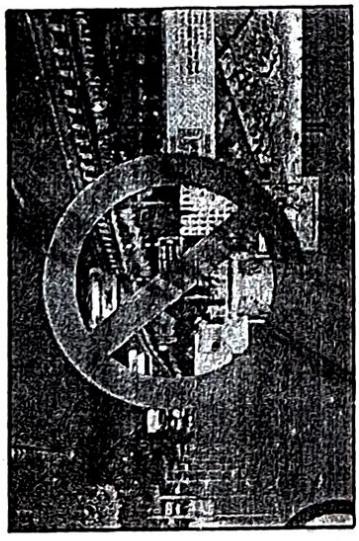
Or

What is the need of Digital marketing ?

Ans. Digital Marketing : In simple terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Digital marketing has been around for quite some time but it hasn't been very well defined. We tend to think that digital marketing encompasses banner advertising, search engine optimization (SEO) and pay per click. Yet, this is too narrow a definition, because digital marketing also includes e-mail, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text messaging, and instant messaging. Yes! digital marketing has a very wide scope.

What Digital Marketing is Not? : To clearly define what digital marketing is, it's sometimes easier to start with what it's not. For instance, it does not include more traditional forms of marketing such as radio, TV, billboard and print as they do not offer instant feedback and report.



Digital Marketing is needed : In digital marketing, a reporting and analytics engine can be layered within a campaign which allows the organization or brand to monitor in real-time how a campaign is performing, such as what is being viewed, how often, how long, as well as other actions such as response rates and purchases made.

- The use of digital marketing in the digital era not only allows for brands to market their products and services but also offers online customer support through 24x7 services to make the customer feel supported and valued.
- The use of social media in digital marketing interaction allows brands to receive both positive and negative feedback from their customers as well as determine what media platforms work well for them.
- Digital marketing provides increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs, and websites about their experience with a product or brand.

Not surprisingly, billions of marketing dollars spent on traditional channels is already starting to shift to digital marketing campaigns and this will continue to increase as the Web matures.

Q.2. What is a Conversion Process?

Or

What is meant by Conversion rate optimization or CRO ?

Ans. Conversion Process : A conversion occurs when a visitor to your website completes a desired goal, such as filling out a form or making a purchase. The percentage of total visitors that convert is called your conversion rate. Depending on your site's or business's goals, conversion types might include :

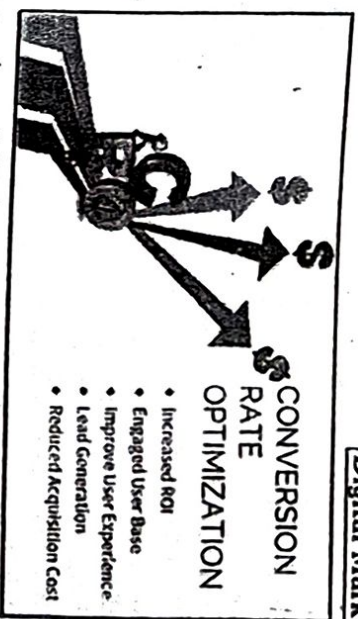
- Online sales
- Leads
- Email signups
- Form completions

In order to track conversions, conversion rate, and cost per conversion, you need to make sure to use conversion tracking.

Conversion rate optimization, or CRO, is the process of improving your conversion rate. A/B testing or split testing is one of the techniques used to test and monitor the conversion performance of different landing pages or ads. It helps to identify which elements on your ads and pages optimize your online conversion rate. For example, you might test different headlines, buttons, calls to action, or images on your landing pages to see which variations lead to more conversions.

CRO stands for **Conversion Rate Optimization**. Whatever may be the ultimate goal of your website, a **conversion** is the successful completion of that action. CRO is the process of optimizing the site to increase the likelihood that visitors will complete a specific action.

Conversion Rate is a key metric in e-commerce, as it reveals the percentage of the site's total traffic completing a specific goal. The higher the conversion rate, the better.



Once you have defined what conversions you want to track, you can calculate the conversion rate. Let's assume you regard a sale as your conversion. As long as you are tracking the number of leads you get and the number of resulting sales (conversions), you can calculate your conversion rate-

$$\text{\$Conversion Rate} = \frac{\text{\$Total Number of Sales}}{\text{\$Number of Leads}} \times 100\%$$

When you know what the value of a lead is, you can determine how many leads you need each month to sustain your business and how much you should pay for advertising. This is true whether you are using pay-per-click (PPC) or any offline advertising like mailers or print ads.

CRO : Conversion Rate Optimization is :

- A structured and systematic approach to improving the performance of the website.
- Informed by insights - specifically, analytics and user feedback.
- Defined by the website's unique objectives and needs (KPIs).
- Taking the traffic that you already have and making the most of it.

What CRO is Not : Conversion Rate Optimization is not :

- Based on the guesses, hunches, or what everyone else is doing.
- Driven by the highest paid person's opinion.
- About getting as many users as possible, regardless of the quality or engagement.

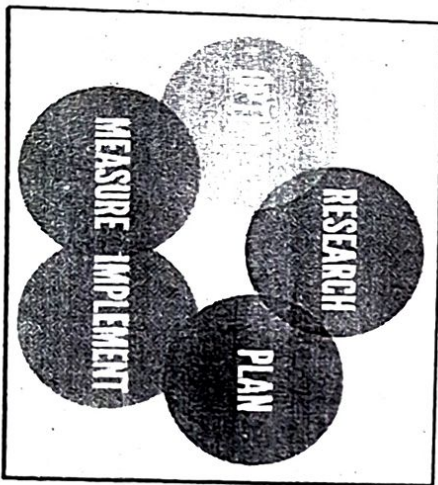
Need of CRO : CRO plays an important role in improving the efficiency of critical processes. Here, we will discuss the most common areas where companies evaluate CRO.

- **A/B testing :** What is A/B testing? In basic terms, you set up two different landing pages, each has a different element from the other. Your site presents the "A" version of these pages to half your traffic and the "B" version to the remaining half. Then you can see whether or not a small change to a call-to-action (CTA) can make a difference in conversion rates.

- **Customer Journey Analysis** : How did your customers progress from brand awareness to purchase? Also often referred to as a Conversion Funnel.
- **Cart abandonment analysis** : Investigate the cause of not checking out, once the items have been added to a shopping cart.
- **Segmentation** : Segmentation shows approaches to grouping prospects and customers to deliver more relevant communications and offers for better response rates to these communications. In addition, CRO is used for copy optimization, online surveys, and customer feedback.

Q.3: What is a Digital Marketing Process?

Ans. Digital Marketing Process : A digital marketing process is a broad term to explain any number of steps you take to achieve a digital strategy. You might have a digital marketing process to curate content, schedule posts, and engage with your audience as part of your social media strategy. And another process could be used in developing your lead nurturing campaigns as part of an email marketing strategy.



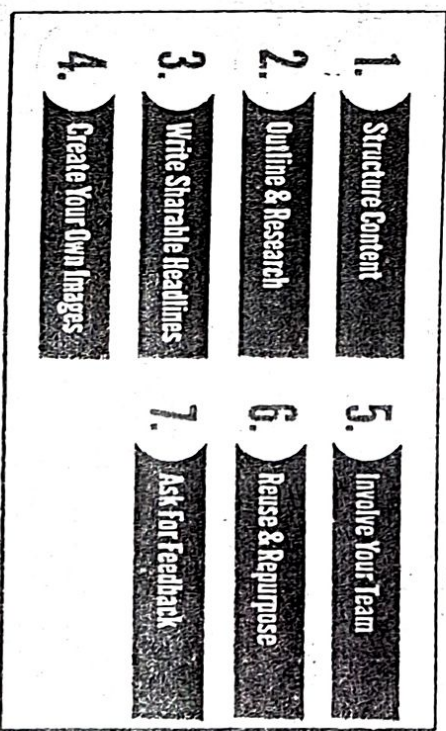
- (1) **Research** : Learn what customers want and how they behave/interact with your brand. To a large extent, understand the market forces at play that help or hurt your chance for success; think SWOT analysis and marketing mix.
- (2) **Planning** : Align research with business goals and capabilities (often limited by resources) to attract leads into a paying customer or donor.
- (3) **Implement** : Identify and create content offers and promotion strategies that will get your message out to a qualified audience.
- (4) **Measure** : Prove to leadership that the investments made are yielding incremental results toward your goals.

- (5) **Optimize** : Report on goals and refine your strategies that increase the productivity of input > output. Then double down on investment in areas that show promising results.

In an ideal situation, you want these steps to build upon each other so efforts are being supported to achieve your goals. Of course, not every marketing process will immediately achieve the goal of optimization. It's through experimentation, tweaks to your approach, and being patient and persistent that we improve. If the last year of experimenting with content has taught me anything it's that translating thoughts into words is difficult.

Q.4. What steps should be followed in Digital Marketing Process for writing better content ?

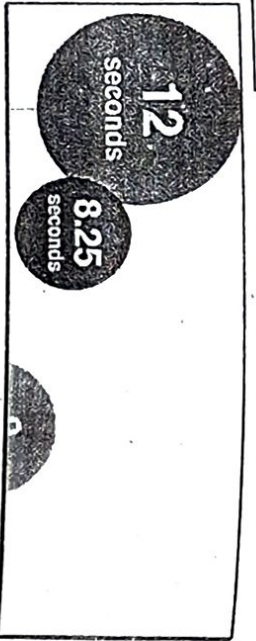
Ans. Steps for Digital Marketing Process For Writing Better Content :



(1) **Structure Content With An Introduction, Body, And Conclusion**

Thoughts are tough to translate into words. There's writer's block, competition for our attention in the form of social media or our phones, and who can forget about the 50 other responsibilities we have on our plate. Our ideas float freely in our minds and the challenge comes when we have to organize those thoughts into ideas that others can comprehend. This is what makes structure such a critical component of any content marketing process. Another is the need for your content to persuade readers to take an action. It doesn't necessarily need to be a direct ask, as digital marketing is often about small wins that build up over time.

(A) **Introduction** : The introduction of your article is a 30-second sales pitch, whereby you have to deliver the promise of value in order for the conversation to continue. There's just one problem, You have about 8-seconds to grab and retain a visitor's attention before they leave your site.



(B) **Body** : The body is the meat of your article and where the logical step-by-step flow of your content comes into place. Each headline and subsequent sub-headlines should lead the reader to the conclusion you are trying to make. A good framework to follow, especially if you want to show the impact your nonprofit makes, goes something like this :

- Give an example of a success story by highlighting results.
- Next, with as much detail as possible, provide step-by-step instructions on how the results were achieved.
- Finally, use statistics, industry sources or research that supports your point of view to build authority around your article.

(C) **Conclusion** : The conclusion of your article is a condensed summary of your major points and if possible should be no longer than 2-3 sentences, or about 50-75 words. A conclusion helps in two main ways:

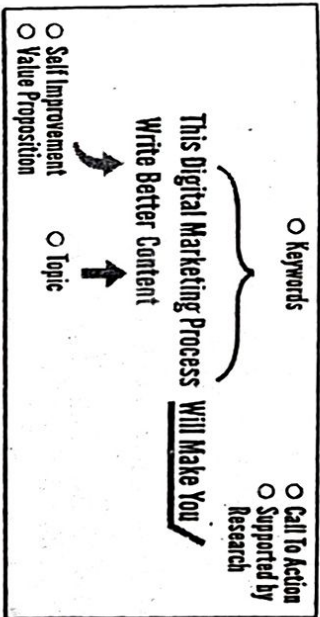
- (1) **Re-engage Readers** : Help your audience remember what they've read so it resonates with them.
- (2) **Satisfy Scanners** : Research suggests that people tend to scan articles instead of reading the full content.

(2) **Outline And Research Before You Start Writing** : Now that you have the structure down the next step of this digital marketing process is to outline and source your article. It's worth investing time into creating an outline before you dive into writing content because it clarifies and aligns your ideas with a high-level approach. It's easy to get bogged down in the story such that you detract away from the key points you want your article to focus on. By outlining your article, you're able to stay on track while referring back to it as a guideline. A good rule of thumb to keep in mind is the rule of three's.

(3) **Write A Headline People Want To Click** : Your headline is the first thing people see when your article pops into their social feeds; inbox or however else it's found. In truth, the title of your article is an evolving process as your ideas are transformed into words. Here are a few iterations I went through while drafting this article :

- This Strategic Marketing Process Will Make You A Better Writer (FAST).
- The Best Digital Marketing Process (7 Steps To Write Better Content).

- Strategic Marketing Process (How To Write Better Content).
- How This Digital Marketing Process Will Make You A Better Content Writer.
- This Strategic Marketing Process Will Make You Write Killer Content.
- 7 Step Digital Marketing Process That Will Make You Write Better Content.



(4) **Create Your Own Images** : Writing content is time-consuming enough without adding image creation into the mix. Free design tools like Canva, Piktochart and Microsoft's Paint 3D make creating visually appealing images feel effortless.

- (5) **Involve Your Team In The Marketing Process** :
 - If you've ever spent time on LinkedIn you're bound to come across influencers.
 - These are often researchers, thought leaders and social CEO's.
 - There's good reason for why these CEOs are flocking to publishing platforms.
 - In a recent study, social CEO's have been shown to enhance the reputation of their firms, attract talent and increase sales.
 - This isn't different in the realm of non-profits as donors say they want to receive regular updates from the CEO/Executive Director.
 - When it comes to content your entire team should be involved, not just the marketing department.
 - Employees at all levels of your organization have a perspective to add to the conversation.
 - Whether client facing, manning the front desk, or in the boardroom developing strategies to guide the organization forward.
 - From a marketers perspective, it's a lot easier to clean up and optimize a rough draft than it is to write an article from scratch.
 - Outside of content creation, your team also has a wide social network to champion your content.
 - I would recommend the next time you publish a piece of content that you send it to co-workers and encourage them to share.

(6) Reuse And Repurpose Old Content :

- The most time-consuming part of any content marketing process is writing the material.
- Luckily, your website already has an abundance of content that can be reused and repurposed to save you time.

(7) Ask For Feedback Before Publishing Content : You've just put the final touches on your article. Combed through every sentence to find errors, Double checked your outline to ensure everything flows, Now it's time to hit publish. Before you do, consider the following :

- (i) Edit your content
- (ii) Share content with industry influencers.

Q.5. What is online Visibility ?

Or

What are the types of online Visibility ?

Or

Discuss the E-Visibility in E-Commerce.

Ans. online Visibility : Online visibility is more than a catchphrase being used by all types of entrepreneurs. Basically speaking, digital visibility refers to how visible your website is online. You need to do more than simply have a live website. It is important to ensure your website ranks well on related search engine inquiries.

Ranking well on the search engines ensures your business is seen by more potential customers. When SEO strategies are combined with effective marketing campaigns, your website starts to get the attention it deserves. Attracting more targeted traffic also can lead to greater conversions and profits.

Types of online Visibility : There are several platforms that will allow you to get the paid and organic visibility that your business needs. These include :

- Social media
- Websites
- Links
- Reviews
- Landing pages
- Directories

It's important to invest in your online visibility so that your potential customers can find you. No matter what business you are in, you'll benefit from beefing up your presence.

E-visibility in E-Commerce : E-visibility in e-Commerce is the different ways of advertising your products online. These strategies are the same as any online visibility. Whether you have an e-commerce store, or you are advertising your brick-and-mortar business, you'll focus on the same things to be seen.

Q.6. How can you increase the online visibility?

Ans. To help with your digital marketing strategy here are some important things to consider for your business :

(1) Meet your Audience : Find out exactly who your audience is and who buys and uses the products and services you offer. In the beginning, the easiest way to do this is to research your current clients.

When defining your buyer personas, do not limit yourself to very general aspects such as "women from 22 to 39 years". From distinctive needs and desires to behaviour and habits, try to gather as much detailed information as possible.

With that valuable information at hand, you can chat and execute digital actions much more accurately, reaching the right people, at the perfect time, and with the right message.

(2) Have a Responsive Website : A company's website is the central pillar of digital presence and also the basis for promoting online visibility, and this is valid for both small businesses and big companies alike.

To be efficient a website needs to be responsive (adapt to any screen size) and optimized with the latest SEO techniques.

People have changed the way they shop, in physical environments and virtual stores.

The digital consumer is buying more and more through smartphones. Therefore, your company website or store needs to adapt to the most different types, sizes and formats of screens that exist: desktops, notebooks, tablets, and smartphones.

(3) Create a Content Marketing Strategy : This strategy, in summary, is linked to the production of relevant content to attract visitors to your company's website or virtual store. It is one of the pillars of Inbound Marketing, which consists of attracting visitors, converting them into leads and then closing a sale.

From your content marketing strategy, you can produce various types of materials to contribute to your online presence, such as :

- blog posts;
- e-books;
- videos;
- podcasts;
- presentations.

These are just a few examples, as there are no limits to content creation. The most important thing is to produce relevant content that is useful to your audience. By following these tips, the chances of your website or online store being found are higher, making your brand stronger and more established in the market.

(4) **Be Present and make a good Use of Social Networks :** Having an active social media presence is very important to gain online visibility. The definition of the best channels of action and a segmented strategy is essential to reach the target audience more efficiently. Carefully choose the best social media platforms (such as Facebook, Instagram, Twitter), taking into consideration the nature of your business and the audience that typically attends it.

It is essential to maintain a frequency of postings, choose the best times, post relevant content and, above all, try to encourage interaction. In addition to visibility, you have the opportunity to build a good relationship with your followers.

(5) **Measure Results and Make changes :** The biggest differential of digital actions and online marketing is the possibility of measuring and collecting the results obtained almost in their entirety. They are extremely valuable to you, and you can use them to promote changes in your strategies or increase investments in others like Search Engine Optimisation Or Pay Per Click campaigns

And one thing is sure, as soon as your business is more visible on the various digital communication channels, the likelihood of attracting new customers and generating more traffic to your website is much more significant. Being seen on the internet is the primary resource to become a reference in the market, build and strengthen the brand, attract more customers and increase sales.

Q.7. What is Visitors Engagement?

Ans. Visitors Engagement : Visitors Engagement confirms where the users would find any value in your services or products offered by you or by your Company (Organisation).

- If you want to reach the customer or getting closer to you client can be easily achieved by User Engagement.
 - Driving User Engagement allows you to encourage your clients to share as well as interact with your brands or products offered by you.
 - With a very good user engagement website will increase your company growth and prospective.
- Let us see visitor engagement with respect to Digital Marketing :
- Optimize it is first thing you must keep it mind.
 - Now arises the question what, which should be optimized.
 - Solution is very simple; it is your landing page or your website
- Your customer engagement on websites should be optimized, if you do not optimize your website you will end up losing lot of money. Or you would have spent too much of time while creating to your content.
- Engagement Metrics :** First we need to have a platform like to measure the Customers engagements it can be website or an App, where users will come and perform their activities. Here activities can be no.

of clicks, no. of downloads, no. of shares, no. of comments, no. of reaches. This says us how is the engagement response of our users. Where in case of engaged users who are more profitable, their activities are measured by purchases, signups for new registration subscription for emails etc.,

Importance of User's Engagement : One of important factor of customer engagement on website is about conversions. Whatever the content you showcasing should have a definite meaning. Main objective is about your readers must feel engaged and start subscribing your emails list. This can be achieved by getting the product and services or downloading your content. If your users do not engage with your content they will not buy the product or services or subscribe it. So here every piece of your content must be converted to build profit for your organisation.

How to increase visitor engagements :

(1) Web-Site speed :

- A best way to keep your users away from page loading speed. For an instance if your page takes more time to load then be sure you are going to lose more users. Even you page must load fast in lower broadband speed. Since you cannot say every user has a good internet speed.
- Secondly, we must use amp versions for your pages which will make the content to load faster in mobiles and nowadays most of websites are responsive type.
- And another important factor is that try to maintain your site clean with unwanted content and images.

(2) Content flow :

- Make sure your visitors must not feel complex to go through your entire site.
- Try to use more navigation in your website which makes the user easy accessible.
- In your web-page use more of images rather than lump of texts where user will feel interested.
- Try to link your old articles which makes new user to explore more about you page.

(3) **Home page :** Home page is the page which says what is your company is about where it should be more attracted for visitors.

Visitors must engage your website with good images filled with color. Here website says to your visitors what is your website is about by its appearance. Even it will be better to provide 30 seconds video what the services you offer to your customers. Let us see what all important factors your page should have :

- Use Catchy headlines.
- Blogs should be updated regularly.
- Use right photos to your content.

(4) Visitor engagement is overall co related with total profitability :

- Visitor attention is a very important resource where if the visitor spends too much of their time on your site or an app.
- It shows clearly that they are interested in your service. This notifies you that your business will make money from your products or services. That will be reached your customer by your ads, subscriptions or sales.
- Your highly engaged users are more interested to buy and share the products or services with their Connections this can be a very good Online Reputation Management (ORM) for your company.

Engagement Examples :

(1) Commenting :

- For an instance if your content is really good as well as meaningful, then your viewers will be really interested in discussing it and sharing across the social media Channels. So they can post their comments.
- If users have any further queries you can start solving their queries. It is a good sign that you are having very good customer engagement rate.

(2) Social media sharing :

- At the beginning we discussed about the optimizing the site here social media buttons supports it very well.
- With the help of these social media buttons the visitors can share the content if they really like it. Which indirectly increases you engagement rate and there is a chance that we may get new subscribers or visitors to your website.

Q.8. What should be done for bringing Targetted Traffic ?

Ans. Bringing Targetted Traffic : Generating traffic is the primary aim of every website, but business owners should be careful and ensure that their digital marketing campaign generates mostly targeted traffic. Ask any traditional salesperson what would be the most important aspect in their day-to-day work would be and most if not all would point to "generating qualified sales leads", which is what targeted traffic is all about.

Targeted traffic is "qualified" or "quality" traffic. What this means is that site visitors coming through to your website or landing pages from are most likely actively looking for the products, services and other information that you already have in your

(1) Targeted Traffic Provides Better Chances for Conversion : This should be the goal of your website and your overall digital marketing efforts and the following reasons will tell you why :

Perhaps the single best and most important reason why your digital marketing campaign needs targeted traffic is conversion to generate sales.

That's the ultimate goal for any business website and corresponding digital marketing efforts to drive traffic. As mentioned earlier, even if you have tons of website traffic going through your virtual doors on a daily basis but not of them ever converts into sales or leads, then all your digital marketing efforts and the investments that go with them are simply flushed down the drain.

Targeted traffic offers bigger chances for conversion as majority of targeted online visitors are seeking information that your website may supply, and have a greater chance of purchasing your products or services should they cater to whatever need they may have. Even if you only have a trickle of website traffic visiting your blog, but if most of these site visitors convert to either leads or sales, then that would be traffic worth receiving.

In short:

(2) Targeted Traffic Is Needed for a Profitable ROI of your PPC Campaign Investments :

Higher Targeted Traffic = Higher Conversion Rates = Higher Sales
Embarking on a Pay-Per-Click (PPC) advertising campaign is one of the most effective strategies in generating targeted traffic to your landing pages or directly to your main website. However, PPC involves a bit of investment and that means cost. If your PPC campaign generates traffic that does not convert into sales, then your campaign is a failure and you would have just wasted valuable time and resources.

With targeted traffic that converts into sales, you can expect a faster return for all your PPC investments, allowing you to launch an even better, more massive and more effective PPC campaign. At this point however, it would be important to take careful note of conversion rates in relation to the amount of targeted traffic you receive and the price of your product or service.

This can be simplified by the following example. Let's say that you are selling a product worth \$50 through your website and are using PPC Ads to promote and market your product online. If you pay approximately \$0.50 per click through your PPC ads, then you'll need a conversion rate of more than 1% from all your site traffic. This means that for every 1000 site visitor, you should have at least 10 people from this batch buying your product just to break even on your PPC campaign.

(3) Targeted Traffic Builds Your Brand Reputation : People online are constantly seeking huge amounts of information for whatever purposes or needs they may have on a daily basis. More often than not online users get directed to a website, either through a natural search engine query or clicking on what they thought was a relevant PPC ad, only to find information or content that really does not provide the answers they need. Many would simply get frustrated from all these and forever shun these websites that they have now marked as useless.

If you are generating the right kind of targeted traffic to your website - the kind that is actively searching for content about certain kinds of products or services - and if your website manages to deliver the content they need, you'll end up with happy, satisfied visitors who'll have no qualms of going back to your website on a regular basis. This would truly be a big boost to your brand's online reputation, which will be catapulted to even greater heights once these satisfied web visitors start telling other people about your brand, product or services.

(4) Targeted Traffic Gives Better Chances for Repeat Sales : Targeted website visitors finding what they need from the content of your website and online channels, will most likely go back to your website for second helpings of the good stuff you can offer. If they have purchased anything during their first visit, there is a greater possibility that they will purchase more of what you can offer during their subsequent visits. It is a natural tendency for people to trust only individuals, stores and other business entities that they have previously worked with in the past. If they were completely satisfied during your initial business transactions with them, then there is a greater likelihood that they would be most willing to conduct their business again with you. If you continue to provide them with good and high quality content to satisfy their needs, then you will gain a very important army of followers frequently visiting your website - generating even more repeat sales.

(5) Targeted Traffic Helps Increase Your Page Rankings : Targeted traffic is a quality traffic which not only increases your sales, but improves your branding and your online reputation as well. With this high level of credibility among targeted users, you and your site will eventually be branded as an authority and reliable source in your respective niche. This will give your website more opportunities of generating back links from relevant websites.

As discussed before on previous articles related to Search Engine Optimization (SEO), a good flow of targeted traffic reinforced by incoming links is a surefire ingredient in helping your website rank higher in Search Engine Results Pages (SERPs). These are the kinds of ingredients search engines like Google loves and will reward you with good rankings.

(6) Targeted Traffic Ensures Your Business Survival : If your website is likened to a brick-and-mortar business establishment, site visitors can represent the number of people that passes through the doors of the business on a daily basis. Some of these entering your store or establishment really don't know what they are looking for and would simply look around, sorting through items you have on sale, trying to look for things that they deemed worthy enough to buy. In many cases, these types of people just come and go without making any purchases.

If you encounter such kinds of people day in and day out, your brick-and-mortar business would simply not survive. What your business need is

the right kind of people who visits your shop and purchases whatever product or services you are offering. This same scenario applied to business websites and online stores as well. Without targeted traffic that gets converted into sales, your business have a great tendency to close and cease to exist.

In summary, the most important aspect of any digital marketing campaign is to generate the right kind of traffic to your landing pages or main websites that have the higher than average chance of being converted into targeted leads or even sales. Even if you have hundreds of thousands or even millions of site visitors, but if your conversion rate is not enough to profit or break even from the amount of investments you poured into your digital marketing campaign, then your chances for survival in the online arena is next to nil.

Q.9. What is Inbound Marketing ?

Ans. Inbound Marketing : While outbound marketing pushes messages to a wide audience, inbound marketing is "magnetic." Rather than sending out general messages to uninterested audiences, inbound marketing allows you to attract your best prospects and those who are actively looking online for solutions. When they get to your site, those prospects find help, guidance, and education directly related to the searching they're doing online.

At the heart of inbound marketing is content : blog content, video content, and downloadable (or "advanced") content offered on a company's website, such as white papers, guides, eBooks, tip sheets, and others. When using an inbound approach, marketers develop this content to align with specific points in the buyer's journey :

- At the beginning of their journey, a buyer is getting familiar with the problem and potential solutions.
- In the middle, they're comparing a small set of potential solutions.
- At the end of their buying journey, they're doing due diligence needed to make a final decision.
- And then there's the actual customer experience, where delighted customers can turn into promoters.

There are types of content that align nicely with each of these stages. By creating and offering them via your website, blog and advanced content, you're satisfying information needs that prospects have at all points in their journeys.

Q.10. How will you explain Inbound Marketing ?

Or

What are the benefits of Inbound Marketing?

Ans. Inbound marketing is a marketing methodology that is designed to draw visitors and potential customers in, rather than outwardly pushing a brand, product or service onto prospects in the hope of lead generation or customers.

In terms of digital marketing, this means using a combination of marketing channels most commonly content marketing, search, engine optimization SEO, and social media in creative ways to attract people's attention. The aim of a successful inbound marketing campaign is to increase reach and drive quality traffic, engagement and conversions using 'earned' and 'owned' media.

Inbound marketing software provider HubSpot coined the phrase 'inbound marketing' back in 2006. HubSpot defines inbound marketing as the process of attracting, converting, closing and delighting customers. Through using various types of content at different stages of the buying cycle, the 'inbound methodology' is "the best way to turn strangers into customers and promoters of your business."

Inbound Marketing vs. Outbound Marketing : The clue to understanding the differences between inbound and outbound marketing is in the name. Inbound marketing focuses on drawing potential customers in, while outbound marketing is about outwardly pushing a business's offering. Inbound marketing is about earning attention, while outbound typically involves buying it.

Inbound Marketing is Owned and Earned Media : Inbound marketing uses owned and earned media to engage potential customers in creative ways.

- **Owned media** are those channels that a business has control over. For example, your website, blog, brand social media profiles, product landing pages and YouTube channel. You choose what to publish, how to publish it, and when.

- **Earned media** is the coverage you earn as a result of your hard work. Offline, this includes traditional coverage in newspapers and magazines. Online, it's things such as coverage on news sites often gained through digital PR, but also mentions on social media, use of a campaign hashtag, conversations in online forums, and online reviews. You have less control over earned media, but it should be a reward for the work you've put into your inbound marketing campaign.

Benefits Of Inbound Marketing :

(1) Reach the right audience in the right place to generate quality traffic : By focusing your inbound marketing strategy on reaching the right audiences in the right places, you can attract your target customers in order to meet your digital marketing objectives. This is instead of spending money attracting traffic from people who are unlikely to ever convert.

(2) Increase trust : Inbound marketing is all about giving potential customers the information they are looking for – even if they don't know it – in a creative and engaging way. It's not about pushing unwanted sales at every opportunity. By using inbound marketing as a way to present your

brand as a useful and reliable resource, the hope is they'll come to you when the time to purchase does arise.

(3) Protect from over-reliance on one channel : By pursuing quality traffic from a variety of sources – organic search, social media referrals, referrals from other websites talking about your amazing work – you reduce the reliance on one channel alone, and therefore the associated risk.

Considerations :

- **Measurement :** Measuring the impact of inbound marketing in a way that demonstrates understandable ROI has always been a tricky one. The key is to be clear from the beginning. It may be that you can't track the number of leads generated as a direct result of your campaign, but you can track how many downloads your resource has had, the average duration people watched your video for, how many new social media followers you gained, etc. When you're planning your campaign, be clear about what it is you're trying to achieve and measure that appropriately and honestly. That way, everyone's expectations are set – and therefore, are more likely to be met.

- **Long-term strategy :** Successful inbound marketing campaigns don't happen overnight. They take time to plan, implement and refine. It can be labor-intensive too – you might need content creators, designers, developers, outreach specialists, social media marketers and a campaign manager to even get the thing off the ground. That said, if you put your time and effort into the right evergreen campaign, you should have something that continues to provide value for the foreseeable future.

Examples of Inbound Marketing :

- Content hubs offering how-to video guides, blogs, case studies, webinars, white papers and related product information
- User-generated content and social media marketing campaigns, such as photography competitions or review collation
- Interactive online content pieces created in partnership with related business to increase digital PR and promotional opportunities
- Creating quality content for your target audience via blogging on your company blog

The Importance of Analysis & Refinement : If there's one thing you remember about inbound marketing, it's the importance of tracking performance and refining your approach accordingly. This is where testing comes in too discover what messaging, types of valuable content, imagery, calls to action etc. work best for your target audience and ensure you implement these on a permanent basis, or in your next campaign.

Q.11. What is Outbound Marketing?

Ans. Outbound Marketing : Outbound marketing, also referred to as "interruption" or "push" marketing, uses tactics that get a message to a large number of people in an effort to make a sale. Print/TV/radio advertising, cold calling, direct mail, mass emails, and other methods are aimed at large audiences of people (most of whom may not even be looking for the marketer's product). It's a one-way conversation that typically focuses on the product and reasons why the audience should buy it.

The Problems with Outbound Marketing : The big problem with traditional marketing is that in order to be appropriate for the largest number of people, the message must be very general. In other words, with traditional marketing tactics it's impossible to be relevant to a variety of specific needs and challenges. There are other reasons traditional marketing isn't working today:

- 60% of surveyed TV viewers would make the effort to find and download TV shows to avoid advertisements. With the growing number of online TV streaming services, television ads can be skipped, and you can't make an impression on your audience if they've tuned out.
- Digital music services and satellite radio make it easy for listeners to avoid radio advertising. As of December 2019, there were 271 million active Spotify users alone. Radio doesn't have the impact it once did.
- 58% of direct mail recipients never read or scan their direct mail pieces. Referred to as "junk mail," this tactic has low effectiveness.
- The average person gets bombarded with over 1,700 banner ads per month but only sees half of them. Not exactly a lot of bang for your buck.
- The average office worker receives 120 emails every day, and 55% of all of that email is spam. So, people expect to tune out most email.
- The estimated loss of revenue due to ad blocking is expected to increase to \$2.12 billion in 20207.

Pushing messages out isn't effective anymore because your audience has options and ways to avoid them. Marketers who are still using outbound tactics are asking themselves:

- (1) "How do we reach buyers who are looking for our solutions?" and
- (2) "What will it take to turn those prospects into customers?" Hint: Google processes over 3.5 billion searches per day.

Q.12. What is the difference between Inbound Marketing and Outbound Marketing?

Ans. Difference between Inbound and Outbound Marketing :

Inbound Marketing	Outbound Marketing
<ul style="list-style-type: none"> • Pulls interested readers in. • Solves consumers' needs. • Interactive with readers. • As helpful content is consumed, audience members become leads. • Where you see it : websites, blogs, eBooks, opt-in emails, SERP, social media. 	<ul style="list-style-type: none"> • Pushes messaging at everyone. • Written to sell products. • One-way communication. • Disrupts whatever content is being consumed. • Where you see it : TV ads, billboards, pop-up internet ads, telemarketing, magazines.

Q.13. What do you understand by Customer retention?

Discuss the Customer Retention Techniques.

Ans. Customer retention : Customer retention refers to the ability of a company or product to retain its customers over some specified period. High customer retention means customers of the product or business tend to return to, continue to buy or in some other way not defect to another product or business, or to non-use entirely. Selling organizations generally attempt to reduce customer defections. Customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship and successful retention efforts take this entire lifecycle into account. A company's ability to attract and retain new customers is related not only to its product or services, but also to the way it services its existing customers, the value the customers actually perceive as a result of utilizing the solutions, and the reputation it creates within and across the marketplace.

Successful customer retention involves more than giving the customer what they expect. Generating loyal advocates of the brand might mean exceeding customer expectations. Creating customer loyalty puts 'customer value rather than maximizing profits and shareholder value at the center of business strategy'. [1] The key differentiation in a competitive environment is often the delivery of a consistently high standard of customer service. Furthermore, in the emerging world of Customer Success, retention is a major objective.

Customer retention techniques : To be able to treat customers individually, businesses need to store a lot of information about them. That is why, having a good customer database that keeps records of all interactions and transactions is key to building long-lasting customer partnerships.

Following are **customer retention techniques** you can implement using your CRM software to keep your customers by your side and increase revenues on the side:

(1) Notice churning signs in advance : The most obvious way to ensure customer retention is to prevent a customer from leaving. If you really pay attention, you can always detect the signals of your customer's impending departure. To capture these "warning" signals, you need to identify the key variables of customer behavior, such as purchase patterns, product usage and history of customer service enquiries. Then, you'll need to analyze these signals and take action to stop your customers before they churn. All this is possible with a CRM system.

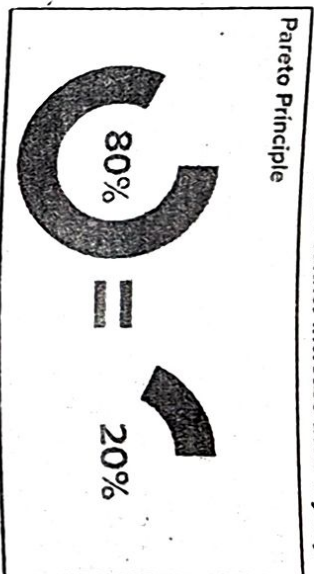
Example : Let's say you want to know how many of your customers didn't purchase anything in the last 6 months, which might be a sign of them considering quitting your services and taking their money to your competitors. First, create a list of all of your customers, and then create a list of all sales made within the last six months using your CRM software. By comparing these lists, you end up with a list of customers who haven't purchased from you in more than half a year. You can now send follow up emails to these customers and find out the reasons why they are not purchasing, and prevent them from leaving your business.

(2) Target customers with special offers : The more you know about your customers, the better you can tailor your approach to each individual. CRM software lets you view a customer's purchase history, so that you can determine what kind of offer will be the most appealing to each individual and increase relevancy, which will keep your brand on your customers' minds. What you need right now is identify ways to revive their interest and convert it into an actual purchase! You can do it by offering them special discounts or some additional value for your product.

Example : Let's say you want to follow up on the customers who showed active interest in your product, but haven't bought anything from for quite some time. Using your CRM software, you can create a list of all customers who haven't bought anything for a longer period of time, and compare it with a list of all contacts who subscribed to your newsletter. The result is a list of contacts that are actively interested in your product, but who, have not shown any signs of life for a while. Send them a special offer deal or a discount on a new products and make them feel that you care and haven't forgotten about them.

(3) Reward your most profitable (VIP) customers : Information gathered in the CRM software can tell you which of your accounts are your most profitable. These are the customers you really don't want to let go of, your key accounts. For this purpose, let's call them the VIPs. Knowing who brings you most revenue allows you to allocate your time and resources efficiently, as well as increase your chances of cross-selling or up-selling.

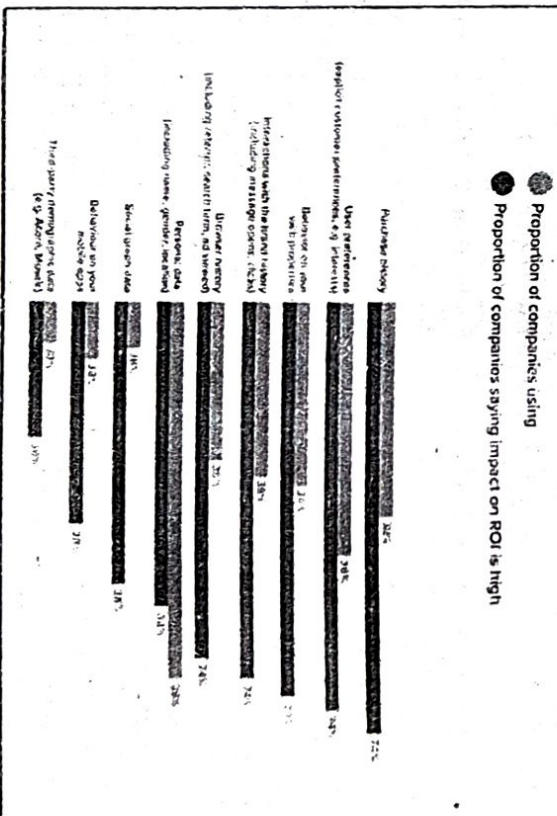
Example : Let's say you have a number of incentives to give away. Use them to reward your VIPs to further increase their loyalty.



It's easy: just create a list of your VIP customers in your CRM software. Now, you can start to follow up and let them know about the rewards and incentives in order to make them feel special, so they continue to be your most profitable customers, which, if you consider the 80/20 rule, this investment is bound to pay off!

(4) Personalize your follow-ups : A relationship is something that is established between people, and CRM software makes it easier for you to see your customer as a person and not just a number.

The use of personalization and its impact on ROI



When you register a new customer in CRM, use the information given, providing it's with their consent, so you can personalize the communication in the future. The more information you have, the easier it will be to tailor

your follow-up strategies. The effects of personalization cannot be understated, as research from Econsultancy found that personalization based on purchase history, user preferences and other relevant information typically found in CRM software delivers a high impact ROI.

Example : Let's say you've met most of your customers already during the trade seminars you organize. However, there are still some decision makers who haven't come to your seminars and, therefore, you want to contact them for individual follow-ups or maybe up-selling. How do you do that? First, create a list of all of the contacts you have registered in the CRM software. Next, create a list of all customers who have attended your seminars during the last twelve months. By combining those two lists, you are left with a set of contacts who have not attended your seminars. Now, you know whom to follow up on with a personal invitation!

(5) Keep your follow-up promises : Keeping your promises is the ultimate sign of professionalism in business. The scheduling features in a CRM software allow you to schedule follow-up calls or emails in advance, or assign follow-up tasks to members of your team. By doing this, you'll be able to keep track of your appointments, as well as complete any tasks that you said you'd do when you said you'd do them.

Example : Let's say you have a list of customers that you need to catch up with and possibly update their information. Time flies and now it's time to do it. But, you check your schedule and you see that you won't be able to keep your promises to customers on time. In this case, you can always assign some of your colleagues to follow up on these customers and, with just a few clicks, create follow-ups in their diaries.

Q.14. What is Performance Evaluation ? Why should you evaluate the Performance of Marketing ?

Ans. Performance Evaluation : The intangible benefits of marketing improving and enhancing brand awareness; educating customers and prospects about product benefits; and strengthening stakeholder relationships make measuring its financial impact a perplexing and challenging process. Ideally, marketing performance measurement should be a logical extension of the planning and budgeting exercise that happens before a company's fiscal year. The goals that are set should be both measurable and applicable to every marketing role within an organization. Companies employ various methodologies to measure marketing performance and ensure they meet those performance goals.

Methods for Evaluating Marketing Performance : KPIs, ROMI, and Accountable Marketing are all metrics that are used to track marketing performance.

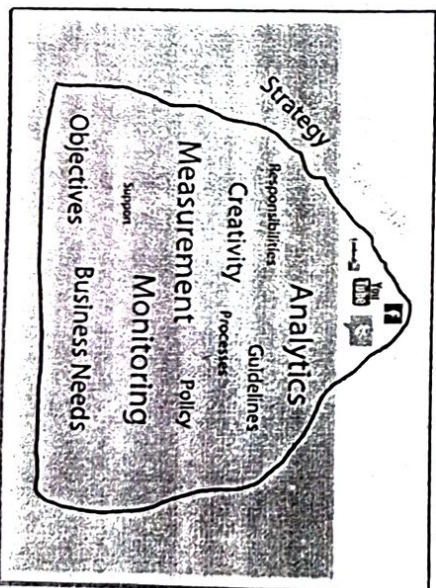
Key Points :

- When evaluating marketing performance, companies should measure marketing outcomes from the consumers' points of view, include all marketing activities, measure across a continuous time period, and meet statistical and technical criteria required of all measurement systems.
- To accurately measure the effectiveness of marketing activities, KPIs must be integrated within the business and management of the company.
- To ensure meaningful comparisons among activities, companies should employ a common scale, and measurement error must be quantified so that managers can react to changes in conditions.

Key Terms :

- **Advertising Research Foundation :** The ARF is an association where practitioners from every avenue of advertising—agency, academia, marketer, media, and research—gather to exchange ideas and research strategies.
- **return on investment :** Return on investment (ROI) is one way of considering profits in relation to capital invested.
- **key performance indicators :** considered industry jargon for a type of performance measurement, KPIs are commonly used by an organization to evaluate its success or the success of a particular activity in which it is engaged.

Evaluating Marketing Performance : Organizations use various methods to evaluate marketing key performance indicators (KPIs) or metrics. Marketing Performance Measurement, Marketing Performance Management, Marketing Return on Investment (ROI), Return on Marketing Investment (ROMI), and Accountable Marketing are all metrics that companies use to connect marketing performance to the financial performance of the organization.



Marketing Performance: Using an established methodology to evaluate marketing effectiveness helps companies measure performance and assess business needs.

In order for marketing KPIs to be integrated within the business and management of the enterprise, and ensure consistency and reliability across the marketing mix, they must meet these minimum requirements:

- Measure marketing outcomes from the consumers' points of view
- Include all marketing activities
- Be repeated over time
- Meet statistical and technical criteria required of all measurement systems

Consistency is Key : Marketing materials can be designed to inform, portray products and services attractively, and influence purchasing behavior. The methods for evaluating the performance of, and responses to, these materials range from simple calculations measuring return on investment, to tallying the number of visits to a website. Since marketing campaigns are typically integrated across all channels (e.g., print, email, and social media), these channels are measured together to understand the overall effect on target markets.

To ensure meaningful comparisons among activities, brands, markets, and time periods, organizations may employ a common scale to analyze performance metrics. Using different measurements to evaluate different communications activities, competitors, and markets does not allow direct comparison and results in lost synergies. Companies using formalized methodologies continually gather and monitor marketing data to understand where the marketing plan is strong and where it needs improvement. Long-term observation also brings true insight about unanticipated changes and "red flags" in the data.

All measurement systems should take into account accuracy, repeatability, reproducibility, bias, data shifts, and data drifts. Measurement error must be quantified so that managers can react to changes in conditions, but not to changes due to measurement variation. Independent organizations such as the Advertising Research Foundation evaluate the validity of commonly used measurement systems to produce standards and best practices for evaluating marketing and advertising data.

Q.15. What are Performance evaluation tools ?

Or

How success is measured in Digital marketing ?

Ans. Performance evaluation tools : Digital marketing moves so quickly that it can be hard to know exactly what success looks like – and getting everyone in your organisation to agree on this can be just as complicated. Fortunately, there are plenty of online tools available to help

you measure the success of a digital marketing plan in whatever form you're working towards these are some of our favourites.

Measurement of success : Traditionally, successful marketing could be seen in something as simple as an increase in overall revenue, or in sales of a particular product. But in the digital world, there are a lot more metrics for measuring success sales and revenue are still obviously really important, but brand engagement and visibility or an improvement in social following or organic search results are also markers of success.

However, these metrics don't necessarily show a return on investment straight away, and this is a big part of why many digital marketers run into problems convincing decision makers in their organisation of the importance of search or content marketing they're expecting a different measure of success to you.

Basically, the success of a digital marketing plan can be measured in any way you want it to be provided everyone in your organisation is on the same page! Clear and simple reporting is the best way to get everyone speaking the same language, and focusing on the same goals.

Performance evaluation tools :

(1) HubSpot – the all-in-one solution for digital marketing plans : We're big fans of HubSpot, and we use it ourselves – it provides a really great all-in-one approach to inbound marketing and automation that uses a logical process to take you step-by-step through running campaigns, and monitoring and tracking the whole process.

With straightforward dashboards, you can see at a glance exactly how your website, social media channels, landing pages and calls to action are doing – how many visits they've had and where those visitors have come from, how you're doing in comparison to competitors, and how many inbound links you're getting.

It also has some simple SEO tools to help you monitor how you're ranking, and how much traffic you're getting, from specific keywords.

It's a great one-size-fits-all solution that provides plenty of feedback and support to help you make the most of your campaigns.

(2) Google Analytics – monitor your metrics a little more closely : Google Analytics is the most-used tool for web analytics on the internet (including by us), and with good reason. The basic version is free to use, while Analytics 360 is the premium paid service designed for business owners who need a little more out of their web analytics.

You can see basic, at-a-glance information on the main analytics dashboard, and you can delve surprisingly deeply into the nuts and bolts of it all if you're so inclined to. It's another all-in-one package, like HubSpot, but focuses its attention in some different areas.

For example, it's probably the simplest tool to use for reporting on pay-per-click (PPC) campaigns as it integrates directly with AdWords, and

you can also use ecommerce reporting to monitor sales activity and performance.

Google Analytics makes it incredibly easy to monitor and report on bounce rates, conversions, pageviews, visitor acquisition and segmentation – all the basic metrics that show whether your digital marketing activity is thriving or running out of steam.

(3) **Hootsuite – make the most of social media** : Hootsuite is another tool we use, and it's mostly designed for managing multiple social media channels (from the major players of Facebook, Twitter, LinkedIn and Instagram to more niche applications such as Tumblr, MailChimp or Reddit) all in one place so you're not constantly switching between apps and forgetting all of your passwords. But it also contains some fantastic inbuilt reporting tools too.

Offering real-time analytics of social media metrics, including followers, mentions, engagement, clicks on links in your content, and the performance of your social media team in responding to messages, it's easy to demonstrate the ROI of your social platforms with Hootsuite's reporting functions.

Hootsuite also offers insights on which different market segments are discussing your brand, and how – whether mentions are generally positive, negative or neutral among different groups. This information on social sentiment can be key when your measure of success is more focused on brand awareness and engagement than improving sales or downloads of a certain item.

(4) **Mixpanel – understand mobile devices** : Despite web users increasingly moving towards smartphones and tablets, and away from PCs, digital marketing is still playing catch-up with mobile. Everything from usage and layouts to loading times and engagement works differently on mobile, and not all analytics tools have the capability of measuring mobile metrics properly – particularly if your users are engaging with you through an app rather than a website.

Mixpanel is a great tool for mobile, allowing you to measure the ways people are using your app or site, whether they're coming back and using them again after their first visit, and the functions that make people most likely to give up – potentially losing you customers.

It also offers a very simple method of carrying out A/B testing in apps and websites, so you can directly measure the success of your new plan compared to how you were doing things before with ease.

(5) **Megalytic – pull everything together** : These are just a few of the massive amount of reporting, insight and analytics tools you can use to monitor your digital marketing campaigns and if hopping between more than one service to pull together reports seems like a massive hassle then Megalytic might just be exactly what you're looking for.

Megalytic lets you pull in data directly from a number of different sources such as Google Analytics or Adwords and if it's not compatible with a platform you use, then you can upload a CSV spreadsheet file of data from that platform to view it alongside everything else.

It basically makes producing reports that measure success across a large number of different metrics a lot quicker and easier, without having to build anything yourself or do too much data entry.

(6) **Salesforce – incorporate sales for an integrated approach** : Sales and marketing don't exist in separate vacuums to truly measure success, both departments need to be working together, speaking the same language, and sharing information.

Salesforce is a customer relationship management (CRM) tool that pulls together all of your customer information in one place, allowing both teams to plan and optimise customer journeys, and see the ROI of marketing activities.

The platform features analytics tools called Wave Analytics that can help you build up a clear picture of how your marketing activity is impacting sales whether you really are getting better leads or closing more deals. It allows for custom dashboards to provide an instant look at any particular metrics and KPIs that determine the success of a particular campaign.

(7) **Basecamp – make sure everything runs to plan** : A poorly managed project can affect the goals you're trying to meet in terms of an increase in certain metrics or revenue, and can also have big impacts on staff morale and the effectiveness of your team. Basecamp is a project management tool that incorporates to-do lists, a calendar, filesharing, messaging, and loads more tools that, while not always essential for getting a project finished, are incredibly helpful for making sure projects run smoothly and achieve all of the goals you've set out to meet.

Unit 2

Long and short answer type Questions :

Q.1. What do you understand by Internet ? What is the difference between Internet and Web ?

Ans. The Internet : In simplest terms, the Internet is a global network comprised of smaller networks that are interconnected using standardized communication protocols. The Internet standards describe a framework known as the Internet protocol suite. This model divides methods into a layered system of protocols.

These layers are as follows :

(1) **Application layer (highest)** : concerned with the data (URL, type, etc.). This is where HTTP, HTTPS, etc., comes in.

(2) **Transport layer** : responsible for end-to-end communication over a network.

(3) **Network layer** : provides data route.

The Internet provides a variety of information and communication facilities: contains forums, databases, email, hypertext, etc. It consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies.

The World Wide Web : The Web is a only way to access information through the Internet. It's a system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called **HTML**, or "HyperText Markup Language", which supports a number of features including links and multimedia. These documents are interlinked using hypertext links and are accessible via the Internet.

To link hypertext to the Internet, we need :

- (1) The markup language, i.e., HTML.
- (2) The transfer protocol, e.g., HTTP.
- (3) Uniform Resource Locator (URL), the address of the resource.

We access the Web using **Web browsers**.

Difference between Web and Internet :

Internet	Web
The Internet is the network of networks and the network allows to exchange of the data between two or more computers.	The Web is a way to access information through the Internet.
It is also known as Network of Networks.	The Web is a model for sharing information using Internet.
The Internet is a way of transporting information between devices.	The protocol used by the web is Http. The Web is accessed by the Web Browser.

URI : URI stands for '**Uniform Resource Identifier**'. A URI can be a name, locator, or both for an online resource whereas a URL is just the locator. URIs are a subset of URLs. A URL is human-readable text that was designed to replace the numbers (IP addresses) that computers use to communicate with servers.

A URL consists of a protocol, domain name, and path (which includes the specific subfolder structure where a page is located) like- protocol://WebSiteName:topLevelDomain/path

- (1) Protocol – Http or Https.
- (2) WebSite Name – ecomputer, google etc.
- (3) topLevelDomain – .com, .edu, .in etc.

(4) path – specific folders and/or subfolders that are on a given website.

Who governs the Internet? : The Internet is not governed and has no single authority figure. The ultimate authority for where the Internet is going rests with, **the Internet Society**, or ISOC. ISOC is a voluntary membership organization whose purpose is to promote global information exchange through Internet technology.

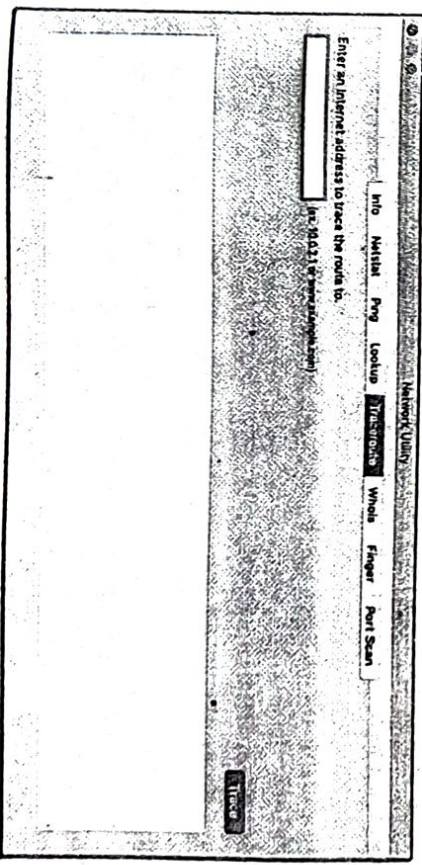
- ISOC appoints the **IAB- Internet Architecture Board**. They meet regularly to review standards and allocate resources, like addresses.
- **IETF- Internet Engineering Task Force**. Another volunteer organization that meets regularly to discuss operational and technical problems.

Q.2. What are website and browsers?

Ans. Website and browsers : Websites are files stored on servers, which are computers that host (fancy term for "store files for") websites. These servers are connected to a giant network called the internet ... or the World Wide Web (if we're sticking with 90s terminology). **Browsers** are computer programs that load the websites via your internet connection, such as Google Chrome or Internet Explorer. Your computer is also known as the client.

Q.3. What is an Internet Protocol (IP) address?

Ans. Internet Protocol is a set of standards that govern interaction on the internet. To access a website, you need to know its **IP address**. An IP address is a unique string of numbers. Each device has an **IP address** to distinguish itself from the billions of websites and devices connected via the internet. The IP address for HubSpot is 104.16.249.5. You can find any website's IP address by visiting a site like **Site 24x7** or by using **Command Prompt** on Windows or **Network Utility** > **Traceroute** on MacBooks.



To find your device's IP address, you can also type "what's my IP address" into your search browser. While you can access a website using its IP address, most internet users prefer to use domain names or by going through search engines.

Q.4. What is HyperText Transfer Protocol?

Ans. HyperText Transfer Protocol (HTTP) connects you and your website request to the remote server that houses all website data. It's a set of rules (a protocol) that defines how messages should be sent over the internet. It allows you to jump between site pages and websites. When you type a website into your web browser or search for something through a search engine, HTTP provides a framework so that the client (computer) and server can speak the same language when they make requests and responses to each other over the internet. It's essentially the translator between you and the internet : it reads your website request, reads the code sent back from the server, and translates it for you in the form of a website.

Q.5. What is Coding?

Ans. Coding refers to writing code for servers and applications. It's called a "language" because it's comprised of vocabulary and grammatical rules for communicating with computers. They also include special commands, abbreviations, and punctuation that can only be read by devices and programs. In a sense, developers are translators, too. All software is written by at least one **coding language**, but they all vary based on platform, operating system, and style. There are many different types of coding languages ... all of which fall into two categories (written by two different types of developers) **front-end and backend**.

Q.6. What is the Front-end?

Ans. Front-end (or client-side) is the side of a website or software that you see and interact with as an internet user. When website information is transferred from a server to a browser, front-end coding languages allow the website to function without having to continually "communicate" with the internet. Front-end code allows users like you and me to interact with a website and play videos, expand or minimize images, highlight text, and more. Web developers who work on front-end coding work on client-side development. We'll unpack more about front-end development in the next section.

Q.7. What is the Backend?

Ans. Backend (or server-side) is the side that you don't see when you use the internet. It's the digital infrastructure, and to non-developers, it looks like a bunch of numbers, letters, and symbols. There are more backend coding languages than front-end languages. That's because of browsers — at the front-end only understand JavaScript, but a server at the backend can be configured to understand (pretty much) any language. We'll cover more about backend development next.

Q.8. What is a Content Management System?

Ans. A content management system (CMS) is a web application or a series of programs used to create and manage web content. While not required to build a website, using a CMS is certainly easier. It provides the building blocks (like plugins and add-ons) and lets you create the structure with your code. CMSs are typically used for e-commerce and blogging, but they're useful for all types of websites.

Q.9. Why is web development important? What are the types of Web Development?

Ans. You might be a business owner hiring a freelance developer to build your website, a marketer pitching a vision to your development team, or a student learning about development as a career. Regardless of who you are or why you're reading this guide, understanding the basics of website development can be helpful in this technology-driven world. The internet isn't going away anytime soon. In fact, it's become a portal and primary method of research, connection, education, and entertainment in the world.

Types of Web Development :

- (1) Front-end development
- (2) Backend development
- (3) Full stack development
- (4) Website development
- (5) Desktop development
- (6) Mobile development
- (7) Game development
- (8) Embedded development
- (9) Security development

These different types of web development primarily refer to the different sectors of the profession in which web developers can work — we referenced some of these in the sections above. Some of these distinctions overlap, and oftentimes, web developers will master multiple types of web development.

(1) **Front-end** : Front-end developers work on the client- or user-facing side of websites, programs, and software. They design and develop the visual aspects, including the layout, navigation, graphics, and other aesthetics. These developers also work on the user interface and user experience of whatever project they're developing.

(2) **Backend** : Backend developers work on the server-facing side of websites, programs, and software. These developers work in systems like servers, operating systems, APIs, and databases and manage the code for security, content, and site structure.

(3) **Full Stack** : Full stack developers work in both the front-end and backend sides of a website. They can create a website, application, or software program from start to finish.

(4) **Website** : Website developers are synonymous to front-end, backend, or full-stack developers. However, these professionals specialize in building websites (as opposed to mobile applications, desktop software, or video games).

(5) **Desktop** : Desktop developers specialize in building software that lives on your desktop, such as Mac OS, Windows, and more.

(6) **Mobile** : Mobile developers build mobile applications that live on a mobile device such as a smartphone or tablet. These operate much differently than other websites and software programs, thus requiring a separate set of development skills.

(7) **Game** : Game developers specialize in writing code for video games, both console games (Xbox, PlayStation, etc.) and mobile games — which allows this specialty to overlap somewhat with mobile development. Game developers, however, have specific skills for building interactive, engaging gaming experiences.

(8) **Embedded** : Embedded developers work with all hardware that isn't a computer; this includes electronic interfaces, consumer devices, IoT devices, real-time systems, and more. With a recent rise in IoT and connected devices, this development skill is becoming more popular and in-demand.

(9) **Security** : Security developers establish methods and procedures for the security of a software program or website. These developers typically work as ethical hackers and build systems that discover and eradicate security risks.

Q.10. What is a Website Development Process ?

Ans. Website Development Process : The process of creating a website isn't as easy as 1-2-3. Each development path is different based on the type of website, coding languages, and resources. The following section serves as a brief overview of the web development process and a short introduction into the most common languages and CMS options.

(1) **Planning Your Website and Creating a Sitemap** : All websites start with a plan. Developers call this plan a wireframe or sitemap (not to be confused with **sitemap.XML**, which is a file that helps SERPs crawl and find your site). It doesn't have to be an official document; it's simply a vision for your site that'll give both you and your developer(s) direction and a place to start. You can draw it on a whiteboard or use a tool like **Invision**, **Slickplan**, or **Mindnode**.

Just like a business plan gives a potential investor insight into your goals and deliverables, a sitemap gives a developer an idea of what you're picturing and the information needed to meet your vision. You can create your sitemap on your own or work with your developer(s).

- Here are a few questions to ask yourself when planning your site.
 - What individual pages do you want? What content will be on those pages?

• How can you organize those pages into categories? (These categories might represent your homepage menu — if it helps to think about it like that.)

- What is the hierarchy of pages on your site?
- How will the pages link together?
- What pages and categories are essential to your site and user experience, and which ones could be removed or combined?

(2) **-Writing Your Website Code** : The next step in the web development process is writing the code. Developers will use different development languages for the front-end and backend of websites, as well as for coding functionalities of the site (such as design, interactivity, etc.) These different languages work together to build and run your site.

- (a) **HTML** : HyperText Markup Language (HTML) has been used since the 1990s. It's the foundation of all websites and represents the bare minimum of what's needed to create a website. (Yes, you can create a website with only HTML. It wouldn't look too pretty, though.)

Below is HTML for a basic Bootstrap button.

```
<button type="button" class="btn">click me</button>
```

Languages like CSS and JavaScript enhance and modify the basic site structure built by HTML codes. HTML5 is the most recent version and supports cross-platform browser functionality, making it popular in mobile application development.

- (b) **CSS** : Cascading Style Sheets (CSS) was developed in the late 1990s. It adds design elements like typography, colors, and layouts to websites; it's the cosmetic code. CSS allows developers to transform your website to match the aesthetic you envisioned for your site, and like HTML5, CSS is compatible with all browsers.

Here's a code snippet for customizing the jumbotron element in Bootstrap CSS.

```

.jumbotron {
  background: #27a967;
  color: white;
  text-align: center;
}
.jumbotron {
  color: white;
  font-size: 26px;
}

```

(c) JavaScript : JavaScript is the cherry-on-top of coding languages. Created in the mid-90s, JavaScript is used to add functionality to websites. Developers use it to add animations, automate tasks within certain pages, and add interactive features that enhance user experience.

JavaScript is rapidly evolving. Once considered a “toy” language, JavaScript is now the most widely used coding language in the world. With the help of Node.js, it’s now a backend coding language. It’s the first language to be understood by browser, and some have even discussed applying machine learning to it, too.

Below is a JavaScript code snippet for **automatically opening links in a new window in WordPress.**

```

<script type="text/javascript">
//
jQuery(document).ready(function ($) {
  $('a').each(function () {
    var a = new RegExp( '// + window.location.host + "/" );
    if (a.test(this.href)) {
      $(this).click(function (event) {
        event.preventDefault();
        event.stopPropagation();
        window.open(this.href, '_blank');
      });
    }
  });
//]]&gt;
&lt;/script&gt;
</pre>
</div>
<div data-bbox="179 537 284 924" data-label="Text">
<p>HTML, CSS, JavaScript are the “big three” of web development. Almost every website uses them in some capacity. There are plenty of others, such as server-side languages like <b>Java, C++, Python, and SQL</b>, but understanding these three is foundational to your website development knowledge.</p>
</div>
<div data-bbox="90 537 177 923" data-label="Text">
<p><b>(3) Building the Backend of Your Website :</b> Writing code might be one of the more complicated parts of web development, but it’s hardly the only component. You also have to build your backend and front-end site structures and design. Let’s start with the backend.</p>
</div>
<div data-bbox="48 537 93 921" data-label="Text">
<p>The backend handles the data that enables the functionality on the front-end. For example, Facebook’s backend stores my photos, so that the</p>
</div>
```

front-end can then allow others to look at them. It's comprised of two major components:

- **Databases**, which is responsible for storing, organizing, and processing data so that it's retrievable by server requests
- **Servers**, which is the hardware and software that make up your computer. Servers are responsible for sending, processing, and receiving data requests. They're the intermediary between the database and the client/browser. The browser will, in effect, tell the server "I need this information", and the server will know how to get that information from the database and send it to the client. These components work together to build the foundation for each website. As for building your website, backend developers will establish three things:
 - Your **logic code**, which is essentially a set of rules for how your website will respond to certain requests and how objects of your website will interact.
 - Your **database management**, which is how your website will organize, manage, and retrieve its data. Read more on **SQL vs. NoSQL** here.
 - Your **infrastructure**, which is how your site will be hosted. Hosting your own site will give you greater control, but it's much more expensive and requires you to maintain your own server health and security.

With these components and decisions in place, your website will be ready for front-end development.

(4) Building the Front-End of Your Website : If you've ever dabbled in web design or toyed with a website in WordPress, Squarespace, or **Google Sites**, you've touched front-end web development. The front-end stuff is important it's what your visitors, customers, and users see and how they'll use your website.

Front-end (or client-side) development includes a combination of JavaScript, HTML, and CSS. It also controls components such as **typography and fonts**, navigation, positioning, and browser compatibility and responsiveness. This part will reflect more of your initial site vision and what you included in your wireframe. As technology and consumer preferences change, client-side coding tends to become outdated ... a lot faster than backend development does. This is where coding resources (like the ones we've included below) come in handy.

(5) Working with a CMS : A CMS is easier to use (you have to write less code), and it often has tools around hosting the site. On the other hand, it's less flexible and, therefore, gives you less control over your front-end. CMS options also often include plugins that remove the need to write a backend. For example, there are WordPress plugins for ecommerce so

that, instead of building a complicated backend to charge customers' credit cards, you can just use an existing plugin and avoid the need to deal with databases and server-side code at all.

Popular content management systems include **HubSpot**, **Joomla**, **Magento**, and **WordPress** which has over **60% market share**. (In this case we're talking about **open source WordPress software**, not the **WordPress site builder**.)

(6) Acquiring a Domain Name : At this point, your website will have an IP address. It also needs a **domain name** that your visitors can use to find your site.

Perhaps you've heard of sites like **GoDaddy** and **Hover**. These services help you purchase a domain name and **register with ICANN** (Internet Corporation for Assigned Names and Numbers). Most domain registrations are good for a year before you're required to renew.

Site builders and hosting services, like **WordPress** and **Squarespace**, also allow you to purchase a domain name.

Q.11. Describe the Website Development Resources.

Ans. Website Development Resources : Outside of connecting and networking with other developers, there are plenty of resources you can tap into to further your understanding or web development.

(A) Web Development Courses and Classes : Whether you want to explore backend, front-end, or full-stack coding, here are a few online courses and classes recommended by our own HubSpot developers.

- **TutorialsPoint :** All content and resources on TutorialsPoint are free. Between tutorials, ebooks, and videos, TutorialsPoint provides many different ways to learn.
- **Egghead :** According to their website, "egghead is a group of working web development professionals and open source contributors that provide you with concise, information-dense video courses on the best tools in the industry." Users can take courses, listen to podcasts, or take lessons on a wide variety of web development topics.

- **Khan Academy :** Khan Academy is a well-known free educational resource. Users can learn anything from macroeconomics to linear algebra to US history, as well as a handful of computing topics.
- **freeCodeCamp :** freeCodeCamp is a non-profit organization (like Khan Academy) that helps people learn to code for free. With thousands of articles, videos, and interactive lessons, as well as worldwide study groups, freeCodeCamp helps thousands of developers and engineers learn about programming and land development jobs.

- **Treehouse** : Team Treehouse is a subscription-based learning program. Users pay a monthly fee and gain access to hundreds of courses on over 20 different topics. From JavaScript to Python to PHP, Treehouse can teach you all you need to know about web development.

(B) Web Development Communities : Web developers are masters of the internet, so it makes sense that they'd hang out on there. According to Code Condo, developers join these communities for :

- Up-to-date information and problem solving
 - Insightful answers, new perspectives
 - Tips and tricks for all-level programmers
 - Links to resources, talks and research papers
 - Meeting new friends, code buddies, and potential partners
- Here are a few online communities recommended by our own HubSpot developers.

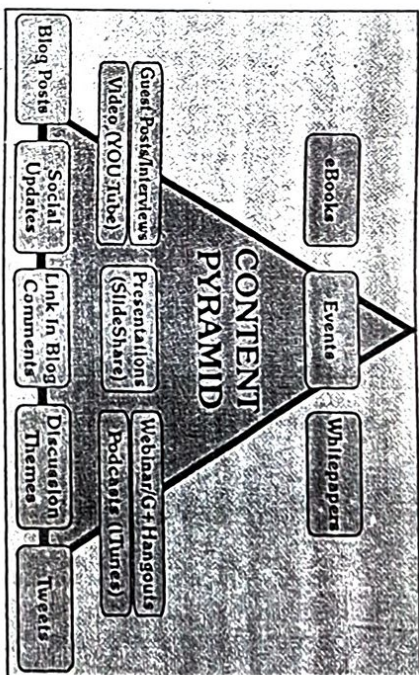
- **Stack Overflow** : Stack Overflow was introduced ten years ago and has since become one of the most popular programming communities in the world. According to co-founder Jeff Atwood, "Stack Overflow) is by programmers, for programmers, with the ultimate intent of collectively increasing the sum total of good programming knowledge in the world." Stack Overflow is a great place to go with questions because most of the time, other developers have asked and answered the same ones. The forums in Stack Overflow keep you connected to other developers while also keeping you informed.

- **Mozilla Development Network** : Mozilla Development Network (MDN) is known to be more thorough and accurate than other online resources. It's not as much a community as a comprehensive resource and library of documents for coding languages. MDN is useful when learning how certain functions work and staying up-to-date on coding and development news.

- **Reddit** : Reddit is a forum-based community where developers of all levels gather to ask and answer questions. It's incredibly interactive and includes people from all over the world. You can also join "subreddits" based on topic, such as web design, JavaScript, or freelancing.

Q.12. Briefly explain the Content marketing. Describe the Goals of Content Marketing.

Ans. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. It ultimately aims to drive profitable customer action.



Content marketing is an umbrella term covering a set of strategies, techniques, and tactics to fulfil business and customer goals by using the most relevant content to serve, attract, convert, retain, and engage customers. Content uses blogs, podcasts, video, and social media sites as a vehicle. It's a practice now being used by 86% of businesses today. However, effective content marketing is not so easy to find.

Goals of Content Marketing : Given the fact that content plays a role in virtually all marketing techniques and tactics, there are no goals that can't be reached using content. However, from a content marketing perspective, we see that marketers focus on some key goals such as :

- Brand awareness
- Lead generation
- Engagement
- Sales
- Lead nurturing
- Customer retention and loyalty
- Customer evangelism
- Up-selling and cross-selling

Although these are the typical goals found in content marketing research, think out of the box and look at the goals of your "audiences".

Start Content Marketing : Here is brief set of guidelines that you can follow to start content marketing :

- First, find a reason to start using content marketing. Knowing what the reason and the purpose is important. In a few years from now, people will say content marketing doesn't work. It's like in social media: people start saying it doesn't work because they often forget for what and whom they wanted it to work in the first place. Know the different people and types of customers and prospects you want. Be aware of how they "act", what they want, and how they will use your content.

- **Don't reinvent the wheel.** Before dreaming up new content, see what you already have. Often, the best content for your customers and business is already in the mind of your customers and the people in your business. You just need to present it in a way everyone understands.

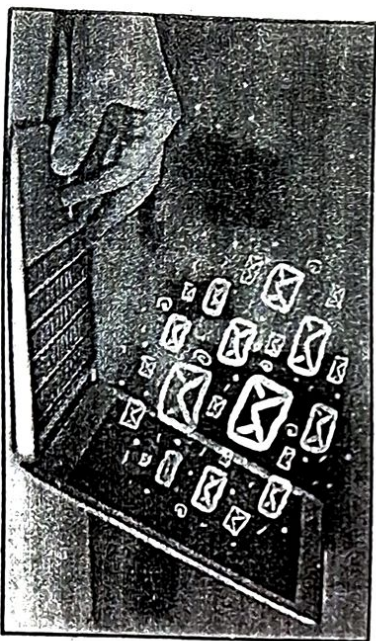
- Once you know what content you have, figure out what you need. Now, it's time to get that content organized and check out the best formats and channels. Know the different formats of content your prospective customers use and there are some good tips and tricks to make sure that your content is "engaging". Align the content to the types of channels you think that it will be best received.

Q.13. What is Email marketing?

Ans. Email marketing : In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations.

Any email communication is considered as email marketing if it helps build customer loyalty, trust in a product or company, or brand recognition. For instance, when a company sends a commercial message to a group of people using electronic email mostly in the form of advertisements, requests for business or sales, or donation solicitation.

Email marketing is an efficient way to stay connected with your clients while also promoting your business. Doing so, you can easily and quickly reach target markets without the need for large quantities of print space, television or radio time, or high production costs.



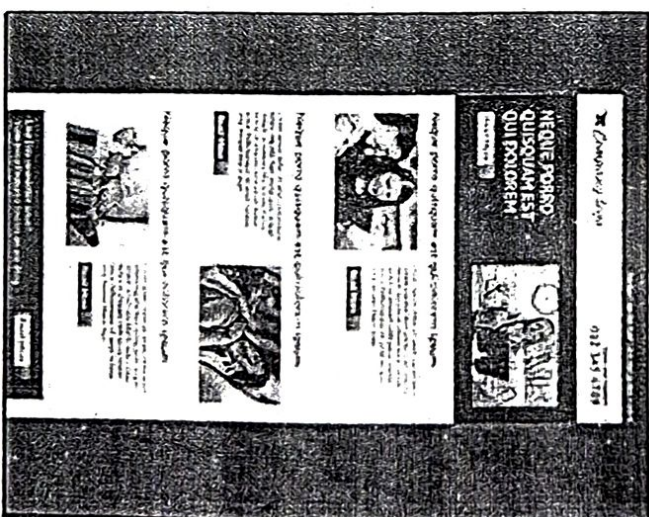
Additionally, while using email marketing software, you can maintain an email list that has been segmented based on several factors including the length of time addresses have been on the list, customers' likes and dislikes, spending habits and other important criteria. Emails are then created and sent out to specific target members on the list, providing them with a personalized email detailing information that they are interested in or have requested.

Email marketing can be carried out by :

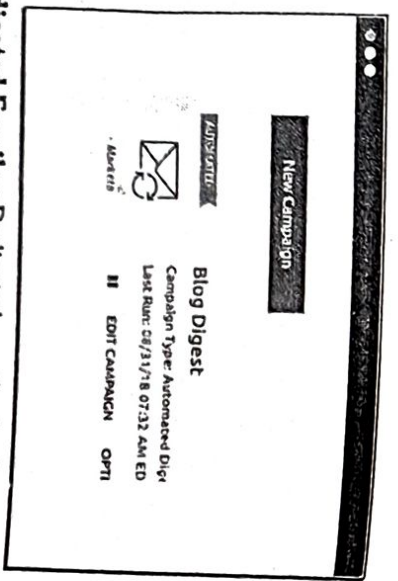
- Email newsletters
- Digests
- Dedicated Emails
- Lead Nurturing
- Sponsorship Emails
- Transactional Emails

(1) **Email Newsletters :** Email newsletters offer the following three advantages :

- They can **spread your brand awareness.** By building habitual communication with your email subscribers, you enable them to recognize your brand and associate it with a positive sentiment.
- They can **leverage the existing content.** Many companies do quick summaries of their most popular blog posts and link to the articles from their newsletter.
- They give you the **freedom to include different types of content** that might be important to your organization.



(2) **Digests :** Digests are generally easier to consume than newsletters as they generally consist of links and lists. One popular option is the **blog digest**, which collects notifications about the articles you publish throughout a certain time frame and releases an email with the links.

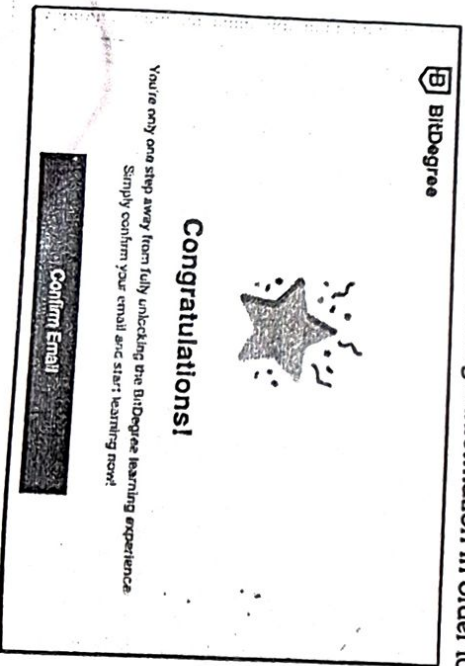


(3) **Dedicated Emails** : Dedicated emails also known as stand-alone emails, contain information about just one offer. For instance, you can use a dedicated email to notify your target audience about a new whitepaper you've released or invite them to attend an event that you're hosting. Unlike newsletters, dedicated emails don't need to include many graphical elements to separate the different blocks of text and prioritize information.

(4) **Lead Nurturing** : The concept of lead nurturing introduces a tightly connected series of emails containing useful content with a coherent purpose. Lead nurturing is timely, automated, and is typically a low financial investment.

(5) **Sponsorship Emails** : If you want to reach a totally new audience and generate net new leads, you might want to try sponsorship emails. In sponsorship emails, you pay for inclusion of your copy in another vendor's newsletter or dedicated send.

(6) **Transactional Emails** : Transactional emails are the messages that get triggered by a specific action your contacts have taken, enabling them to complete that action. For instance, if you are signing up for a webinar, you will fill out a form and then receive a transactional (thank-you) email that provides you with the login information in order to join.



Transactional emails are also the messages you receive from e-commerce sites like Amazon that confirm your order and give you shipment information and other details. The biggest advantage of transactional emails is that they enjoy a high **click-through rate (CTR)**. Popular email marketing services include MailChimp, Constant Contact, and My Emma.

Q.14. What is Mobile marketing ?

Ans. Mobile marketing : It is marketing on or with a mobile device, such as a smartphone. Mobile marketing can provide the customers with time and location sensitive, personalized information that promotes goods, services, and ideas.



Mobile marketing is similar to advertising delivered over other electronic channels such as text, graphic and voice messages.

- **SMS messaging** (text messaging) is currently the most common delivery channel for mobile marketing.
- **Search engine marketing** is the second-most common channel, followed by **display-based campaigns**.

New Mobile Marketing Channels : The expanding capabilities of mobile devices enable new types of interactive marketing. New mobile marketing channels include :

- **Location-based Service (LBS)** involves detecting the area the user is connecting from (geolocation) and sending marketing messages for businesses in that area.
- **Augmented reality mobile campaigns** overlays the user's phone display with location-specific information about businesses and products.
- **2D barcodes** are barcodes that scan vertically as well as horizontally to include much more information. A mobile user can scan barcodes in the environment to access associated information.

• **GPS messaging** involves location-specific messages that the user picks up when he comes into range.

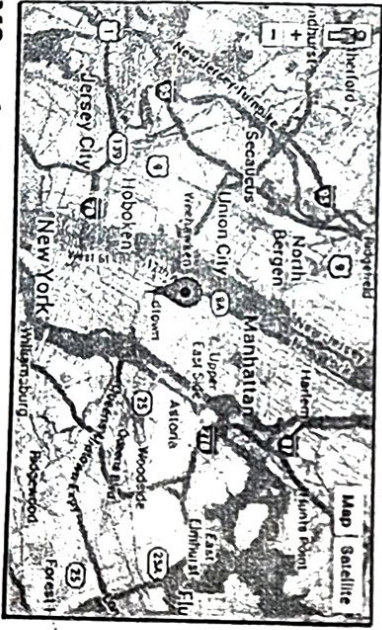
Ways to Drive Conversions : Beyond having a mobile-optimized site or app, certain strategies are more likely to improve the user experience, while boosting sales. In this section, we will discuss the four ways to drive engagement and conversions.

Optimize for micro-moments : Increasingly, users turn to their mobile devices for quick, in-the-moment advice, help, or information. Instead of sitting down to research a topic or issue in depth, they're more likely to take immediate action, and to expect instantaneous answers.

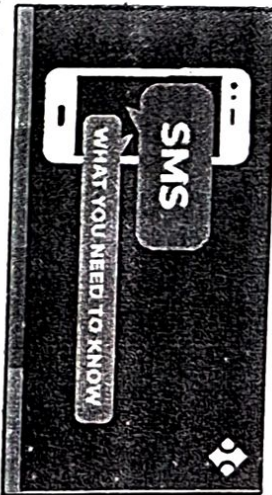
Use QR codes to streamline user experience : One way to provide relevant information as quickly and seamlessly as possible to mobile users is through the use of QR codes. Whatever you're using QR codes for, they should ideally act as shortcuts for getting valuable information into the hands of your customers and prospects.



Use hyperlocal marketing : More than ever before, consumers are turning to their smartphones for location-specific information. And not just citywide information – but hyperlocal based on very small, specific geographical locations (like neighborhoods or even specific streets).



Use SMS marketing : Use SMS marketing to connect with users on-the-go. A few ways to do this include offering incentives, publicizing sales and events, sending appointment reminders, and sharing customer surveys.



Q.15. What is PPC ? Discuss the advantages of PPC Marketing.

Ans. Pay Per Click, commonly known as PPC, refers to a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Pay-per-click is calculated by dividing the advertising cost by the number of clicks generated by an advertisement. The basic formula is - **Pay-per-click (\$) = Advertising cost (\$) ÷ Ads clicked (#)**. Essentially, PPC is a way of buying visits to your site, rather than attempting to earn visits organically.

Search Engine Advertising : Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for an ad placement in a search engine's sponsored links when someone searches using a keyword that is related to their business offering.

Google marketing class

About 341,000 results (0.41 seconds)

All Images Videos News Shopping More Search Tools

Marketing Courses Online - Phoenix.edu
www.phoenix.edu * Accredited Marketing Degrees at University of Phoenix. Learn More Highlight: Career Services, Public Education Options, Marketing Courses and Certificate Programs

Marketing Class - FullSail.edu
www.fullsail.edu * Learn Digital Marketing online and earn an Internet Marketing Degree. Courses: Web Analytics & Reporting, Social Media Marketing, Email Entrepreneurship, Display Advertising, Q&A Classes - RemedyShop - Q&A Blog

Digital Marketing Course - 5-Day Course from Michigan Ross
michiganross.umich.edu/digital * Strategies, Tools and Implementation

Online Marketing Degree - Lower Tuition, More Possibilities
www.usmiami.edu/online * 1100 Per Credit, Learn from Today's Career-focused Programs. Learn at Your Own Pace. Accredited Online College Marketing Degree Program. Find Your Degree. Financial Aid. Campus Locations.

Introduction to Marketing - University of Pennsylvania | Coursera
<https://www.coursera.org/learn/marketing> * Coursera About this resource: Taught by one of Wharton's top faculty in the marketing department, considered to be the #1 marketing department in the world, this...

For example, if you bid on the keyword "marketing classes," several ads might show up in the very top spot on the Google results page. Every

time a specific ad is clicked, sending a visitor to their website, they have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because the visit is worth more than what is paid for it.

Advantages of PPC Marketing : The unique advantage of PPC marketing is that the ad networks used to manage PPC campaigns don't just reward the highest bidders for that ad space, rather they reward the highest-quality ads (meaning the ads that are most popular with the users).

- Ads are rewarded for good performance.
- The better the ad, the greater the click-through rates and lower the costs.
- Many marketers choose to use Google AdWords to manage their PPC campaigns. The AdWords platform enables businesses to create ads that appear on Google's search engine and other Google properties.

Factors behind Successful PPC Advertising : How often your PPC ads appear depends on which keywords and match types you select. While a number of factors determine how successful your PPC advertising campaign will be, you can achieve a lot by focusing on -

- **Keyword Relevance :** Crafting relevant PPC keyword lists, tight keyword groups, and proper ad text.
- **Landing Page Quality :** Creating optimized landing pages with persuasive, relevant content and a clear call-to-action, tailored to specific search queries.
- **Quality Score :** Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better quality scores get more ad clicks at lower costs.

Your entire PPC campaign is built around keywords, and the most successful AdWords advertisers continuously grow and refine their PPC keyword list.

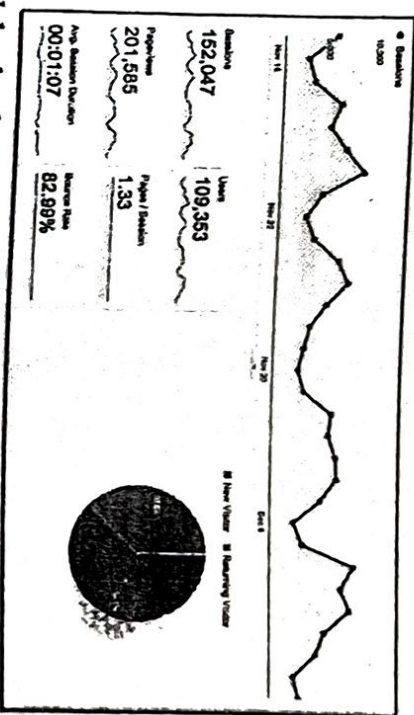
- In conclusion, PPC advertising offers a unique opportunity to :
 - **Grow Your Customer Base :** Connect with searchers actively looking for products and services like yours, and respond to the need by providing them with an offer relevant to their search query.
 - **Generate Leads at Low Costs :** As pay-per-click marketing allows you to reach leads and prospects when they're researching and looking to buy, it's a highly effective way to bring interested visitors to your site. In addition, you can enjoy an algorithmically generated discount from the search engines in exchange for making their users happy.

Q.16. What is Web Analytics ?

Ans. Web Analytics is the measurement, collection, analysis, and reporting of Internet data for the purposes of understanding and optimizing

Web usage. The focus of web analytics is to understand the users of a site, their behavior, and activities. The study of online user behavior and activities generate valuable marketing intelligence and provides :

- Performance measures of the website against targets.
- Insight on user behaviors and needs, and how the site meets those needs.
- Optimization ability to make modifications to improve the website based on the results.



Web Analytics Tools : An average web analytics tool offers hundreds of metrics. All of them are interesting but only a few would be useful for measuring the website's performance. Focus on what is important to get meaningful insights on your website, and start your web analytics initiative by defining realistic and measurable objectives for your site.

- In order to identify the users, web analytics tools need to report on **user sessions** (also referred to as visits). There are different techniques to identify users such as IP addresses, user agent and IP address combination, cookies, and authenticated user.
- Nowadays, the most common user identification technique is via **cookies** which are small packets of data that are usually deposited on the user's computer hard disk when the person visits a website.

How to Review Web Metrics : When reviewing metrics, there are a few things to keep in mind to ensure you are encompassing the set of data that best evaluates your efficiency :

- **Think People and Process :** No doubt, technology is important, but you need to go beyond it. Take time and care to thoroughly understand your stakeholders' measurement needs.
- **Segmentation :** There's more to data than just total number of page views. Many organizations unfortunately still report on total

page views and miss out on all the non-page view interactions such as video, downloads and rich media.

- Analytics platforms such as Google Analytics, MixPanel, Flurry and others, are very powerful and allow us the ability to go beyond simplistic hit collection, and really dive into rich data and patterns.
- You can easily report and derive insights with visitor segmentation, have quick visibility into buyer or non-buyer behavior, group content by asset type, measure gated or ungated content consumption, and with relatively ease run a cohort analysis. These are just a few views that could be utilized while segmenting your data.

Think Visitors, Not Visits : Explore data such as where visitors came from, what course they took between pages while on your website, and where they spent the most (or least) time during their visit. Later, after two or three visits they got converted to customers. With this information, you're able to gain increased awareness of visitors and how they interact with your content throughout the buying cycle.

Optimize What Matters Most : Optimize conversions on all things digital. Take it one notch higher and optimize on the Lifetime Value of a customer. Put into place a system that gives you the ability to measure behavior and interaction across multi-devices and multiple channels for (most) users that come from mobile, web, etc.

Maximize Returns : You'll maximize the return on gathering, reporting and analyzing data, when you do so consistently. Commit to the process and develop a list of priorities and a measurement "roadmap." Audit what you have periodically. Websites and mobile apps are constantly evolving, so ensure your analytics implementation is in-line with such changes.

Q.17. How can you build your own website using CMS ?

Ans. Following are the steps to build your own website using CMS :

(1) **Build your own CMS** : Popular CMSs like WordPress and Ghost were actually created specifically for blogging, so they offer a pretty limited version of what a CMS can do out of the box. And while you can customize them to better fit your content strategy, you better know PHP to do it. Here are the fields you'll have to work with :

- Plain Text** : a single or multi-line input field used for basic content.
- Rich Text** : a multi-line input field that lets people add formatted text, images, and video.

(iii) **Image** : an image upload field for both regular and background images.

(iv) **Video** : a video link field used to embed videos from YouTube and Vimeo.

(v) **Link** : a URL field where the value can be used as a link destination for buttons, link text, and link blocks.

(vi) **Number** : a single line input field used only for numbers.

(vii) **Date & Time** : a date picker field used to display any combination of month, day, year, and time.

(viii) **Switch** : a yes/no switch used for filtering data that's displayed in your site.

(ix) **Color** : a color picker field used to customize the font, background, or border color of an element.

(x) **Option** : lets you create a list of options Collaborators can select from when creating or editing a Collection Item.

(xi) **Reference** : a single or multi-reference field used to connect multiple items from different collections.

For each field, you can define a name and add help text to guide people using the CMS—not to mention, put a style guide in place, in context. These fields also give you all kinds of design flexibility, because you, the designer, control how and where they all display on the final published pages.

(2) **Design whatever you want** : Most CMSs present huge design challenges in one of two ways. They either :

- Let you design without coding, but only if you stick with pre-made templates or pre-designed modules you can't customize much
- Let you design whatever you want, but only if you know HTML, CSS, and JavaScript

Again, Webflow CMS is different. That's because the Webflow Designer lets you design without code, but doesn't limit you the way other template-driven WYSIWYG design tools do. That's because Webflow lets you start every design from a blank canvas. So there are no limits to your creative vision. This is a powerful way to kick off your design work because it means :

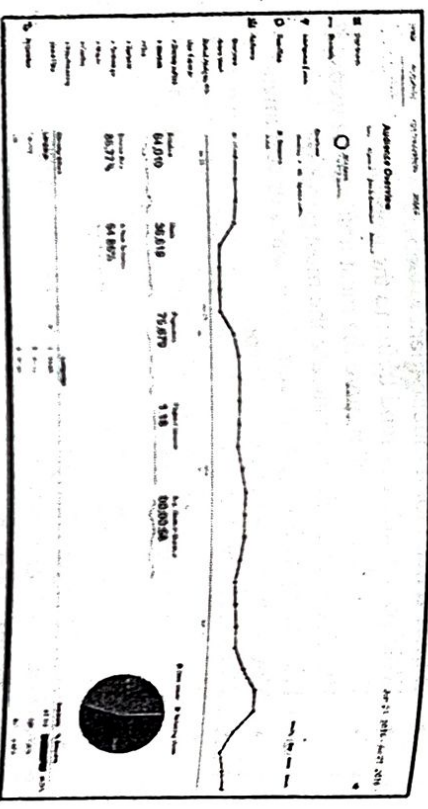
(i) You're always designing with the content in mind, because you're actually designing it

(ii) It's easy to identify edge cases in your designs

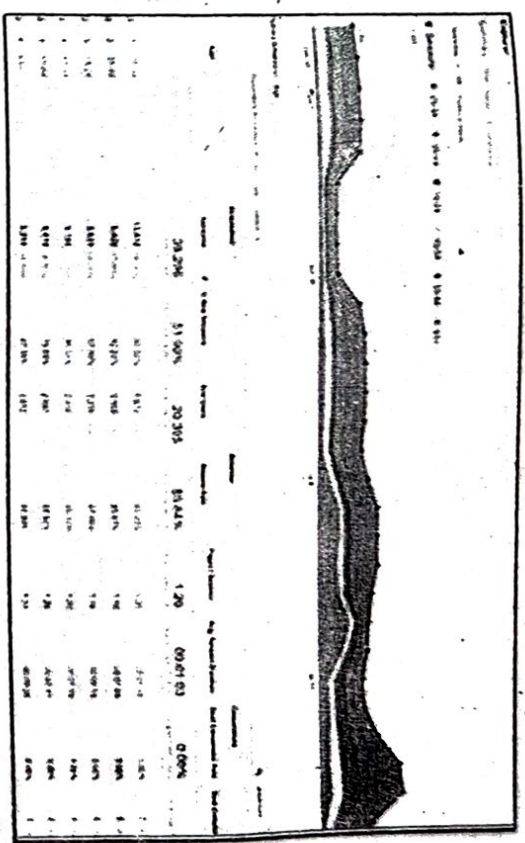
(3) **Design responsibly—without writing code** : Webflow lets you build dynamic, responsive, production-ready websites without writing code. Instead, Webflow gives you intuitive, visual tools that write all that code for you. In essence, it's just a different way of writing code—without having to memorize all the properties and declarations each code language requires.

If you want to add a new Google Analytics account, you can do so by going to your Admin menu, clicking the drop-down under the Account column, and clicking the Create New Account link. Once you've installed Google Analytics on your website(s), set up your goals, and wait about 24 hours for it to start getting data.

Use of Google Analytics : Each time you log in to Google Analytics, you will be taken to your Audience Overview report, from where you can access one of more than 50 reports available through Google Analytics.

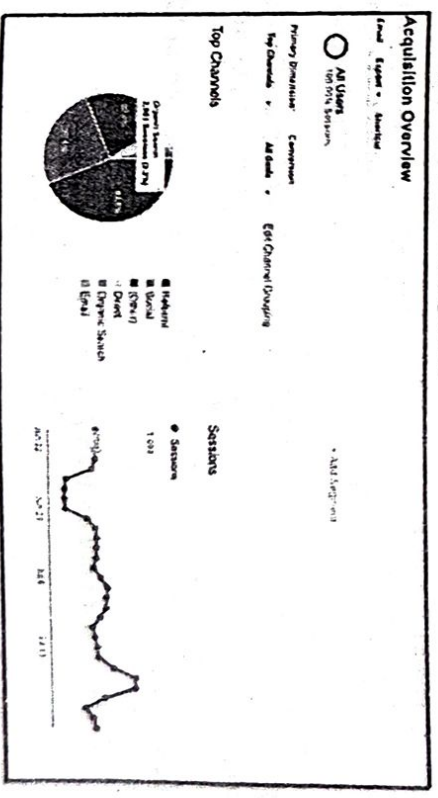
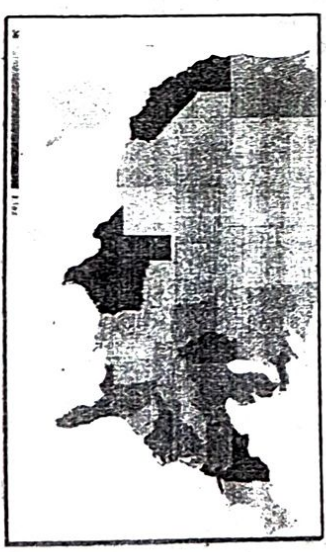


- In the report at the top-right corner as shown in the above screenshot, you can click on the dates to change the date range of the data you are viewing.
 - You can also check the Compare box to compare your data from one date range (such as this month) to a previous date range (such as the last month) to view your data.
 - Beneath the main metrics, you will see reports that you can switch through to see the top ten languages, countries, cities, browsers, operating systems, service providers, and screen resolutions of the visitors.
- Make Optimum Use of Google Analytics :** Using the endless tools available through Google Analytics, you can view various details. We have given here a few examples -
- **Audience - Demographic - Age :** You can use Google Analytics to find demographic details of the visitors to your site.

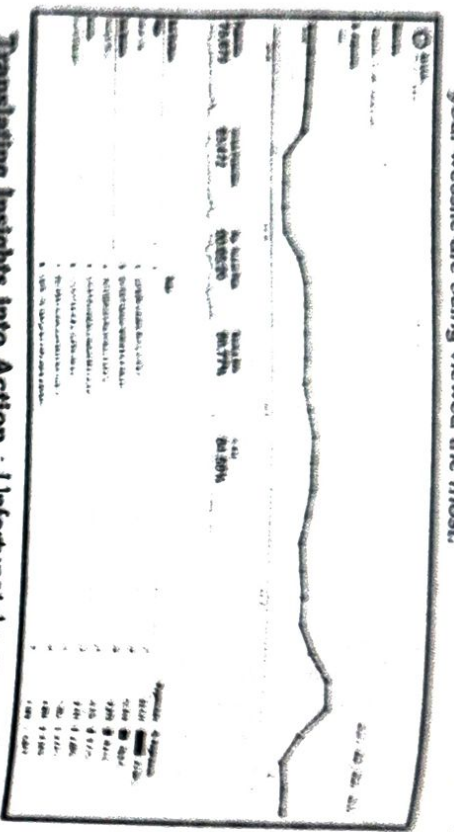


Audience - Geo - Location : You can find out where the traffic is coming from. It can either be global or local information.

Acquisition Overview : You can determine which channels your traffic is coming from.



Behavior - Site Content : You can determine which pages on your website are being viewed the most.



Translating Insights into Action : Unfortunately, many firms find their digital marketing analytics programs fail to translate analytics into action. However, most of the times, translating insights into action involves manipulating your data for distinct insights. Some of them include :

- **Looking for relationships among your data :** For instance, you might uncover a relationship between top performing posts and specific keywords used or publication timing.
 - **Looking at trends rather than data points :** Trends often help you identify meaning in your data such as cyclical trends or when a particular data point stands out from others versus simply representing normal fluctuation.
 - **Turn data into predictive models :** Don't stop with viewing data as isolated points and basing forecasts on simple linear extrapolations. Predictive models use historical data to determine the relationship among a set of factors and desired outcomes (like KPIs).
 - **Predict future KPI performance :** Analysts use algorithms to predict future KPI performance. You can even play "what-if" games to determine the impact on the performance of various actions. This helps determine which changes represent the greatest impact on performance.
- Don't forget that data analysis is part **Art** and part **Science**. Translating insights into action involves a certain amount of playfulness with the data to discover deeper insights.
- Q.2. What is Web Analytics? Discuss the importance of Web Analytics.**

Or
Write a brief note on Web Analytics Process.

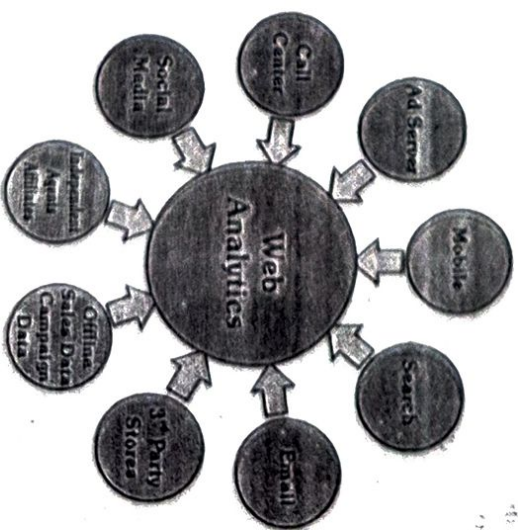
Ans. Web Analytics is the methodological study of online/offline patterns and trends. It is a technique that you can employ to collect, measure, report, and analyze your website data. It is normally carried out to analyze the performance of a website and optimize its web usage.

We use web analytics to track key metrics and analyze visitors' activity and traffic flow. It is a tactical approach to collect data and generate reports.

Importance of Web Analytics : We need Web Analytics to assess the success rate of a website and its associated business. Using Web Analytics, we can :

- Assess web content problems so that they can be rectified
- Have a clear perspective of website trends
- Monitor web traffic and user flow
- Demonstrate goals acquisition
- Figure out potential keywords
- Identify segments for improvement
- Find out referring sources

Web Analytics Process : The primary objective of carrying out Web Analytics is to optimize the website in order to provide better user experience. It provides a data-driven report to measure visitors' flow throughout the website. Take a look at the following illustration. It depicts the process of web analytics.



- Set the business goals.
- To track the goal achievement, set the **Key Performance Indicators (KPI)**.
- Collect correct and suitable data.
- To extract insights, Analyze data.

• Based on assumptions learned from the data analysis, **Test alternatives.**

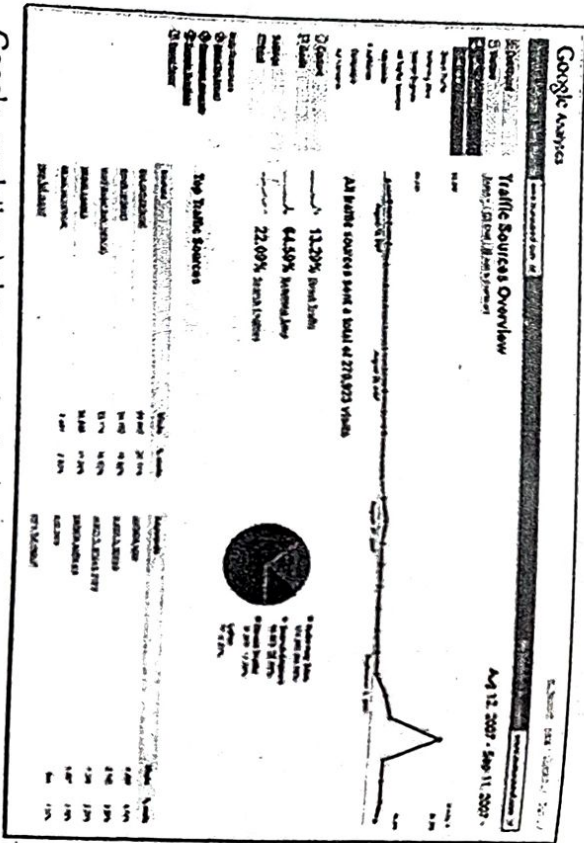
• Based on either data analysis or website testing, **Implement insights.**

Web Analytics is an ongoing process that helps in attracting more traffic to a site and thereby, increasing the Return on Investment.

Q.3. Describe the Analytics Tools of Google analytics.

Ans. Analytics Tools offer an insight into the performance of your website, visitors' behavior, and data flow. These tools are inexpensive and easy to use. Sometimes, they are even free.

Google Analytics : Google Analytics is a freemium analytic tool that provides a detailed statistics of the web traffic. It is used by more than 60%



Google analytics helps you to track and measure visitors, traffic sources, goals, conversion, and other metrics (as shown in the above image). It basically generates reports on :

- Audience Analysis
- Acquisition Analysis
- Behavior Analysis
- Conversion Analysis

(1) Audience Analysis : As the name suggests, audience analysis gives you an overview of the audience who visit your site along with their session history, page-views, bounce rate, etc. You can trace the new as well as the returning users along with their geographical locations. You can track :

- The age and gender of your audience under **Demographics.**

• The affinity reach and market segmentation under **Interests.**

• Language and location under **Geo.**

• New and returning visitors, their frequency, and engagement under **Behavior.**

• Browsers, Operating systems, and network of your audience in **Technology.**

• Mobile device info under **Mobile.**

• Custom variable report under **Custom.** This report shows the activity by custom modules that you created to capture the selections.

• Benchmarking channels, locations, and devices under **Benchmarking.** Benchmarking allows you to compare your metrics with other related industries. So, you can plot what you need to incur in order to overtake the market.

• Flow of user activity under **Users flow** to see the path they took on your website.

(2) Acquisition Analysis : Acquisition means 'to acquire.' Acquisition analysis is carried out to find out the sources from where your web traffic originates. Using acquisition analysis, you can :

• Capture traffic from all channels, particular source/medium, and from referrals.

• Trace traffic from **AdWords** (paid search).

• See traffic from **search engines.** Here, you can see **Queries,** triggered landing pages, and geographical summary.

• Track **social media traffic.** It helps you to identify networks where your users are engaged. You can see referrals from where your traffic originates. You can also have a view of your hub activity, bookmarking sites follow-up, etc. In the same tab, you can have a look at your endorsements in details. It helps you measure the impact of social media on your website.

• See which plug-ins gave you traffic.

• Have a look at all the campaigns you built throughout your website with detailed statistics of paid/organic keywords and the cost incurred on it.

(3) Behavior Analysis : Behavior analysis monitors users' activities on a website. You can find behavioral data under the following four segments :

• **Site Content :** It shows how many pages were viewed. You can see the detailed interaction of data across all pages or in segments like content drill-down, landing pages, and exit pages. **Content drill-down** is breaking up of data into sub-folders. **Landing page** is the page where the user lands, and **exit page** is where

the user exits your site. You can measure the behavioral flow in terms of content.

- **Site Speed** : Here, you can capture page load time, execution speed, and performance data. You can see how quickly the browser can parse through the page. Further, you can measure page timings, user timings, and get speed suggestion. It helps you to know where you are lagging.
- **Site Search** : It gives you a full picture of how the users search across your site, what they normally look for, and how they arrive at a particular landing page. You can analyze what they search for before landing on your website.
- **Events** : Events are visitors' actions with content, which can be traced independently. Example : downloads, sign up, log-in, etc.

(4) **Conversion Analysis** : Conversion is a goal completion or a transaction by a user on your website. For example, download, checkout, buy, etc. To track conversions in analytics, you need to define a goal and set a URL that is traceable.

- **Goals** : Metrics that measure a profitable activity that you want the user to complete. You can set them to track the actions. Each time a goal is achieved, a conversion is added to your data. You can observe goal completion, value, reverse path, and goal flow.
- **Ecommerce** : You can set ecommerce tracking to know what the users buy from your website. It helps you to find product performance, sale performance, transactions, and purchase time. Based on these data, you can analyze what can be beneficial and what can incur you loss.

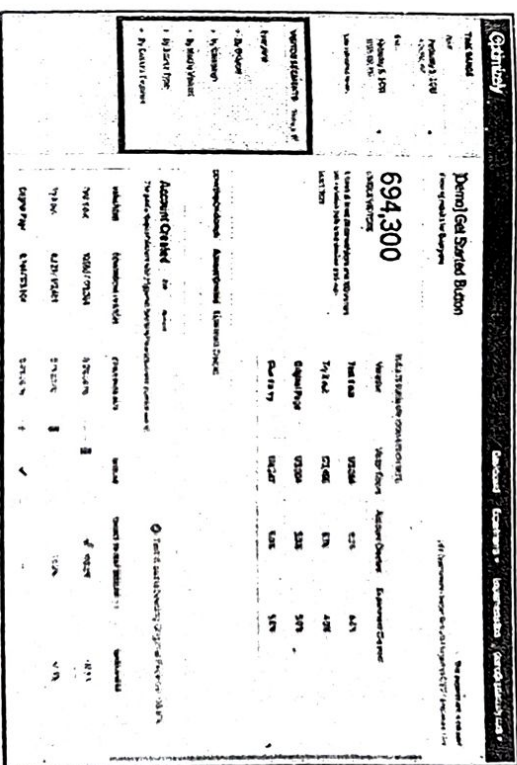
Multi-channel funnels : Multi-channel funnels or MCF reports the source of conversion; what roles the website plays, referrals through landing page to conversion. For example, a user searched for a query on Google search page, he visited the website, but did not convert. Later on, he directly typed your website name and made a purchase. All these activities can be traced on MCF.

Attribution : Attribution modeling credits sales and conversions to touch points in conversion tracking. It lets you decide what platforms or strategy or module is the best for your business. Suppose a person visited your website through AdWords ad and made no purchase. A month later, he visits via a social platform and again does not buy. Third time, he visited directly and converted. Here, the last interaction model will credit direct for the conversion, whereas first interaction model will assign credit to the paid medium. This way, you can analyze what module should be credited for a conversion.

Q.4. What is Optimizely in web analytics ?

Ans. Optimizely is an optimization platform to test and validate changes and the present look of your webpage. It also determines which layout to finally go with. It uses A/B Testing, Multivariate Testing to improve and analyze your website.

A wonderful feature of Optimizely is that you do not need to be a technical expert. You just need to insert a deployed code provided by Optimizely in your HTML. After putting it, you can trace anything, take any action, and make any changes in your website.



Optimizely provides you administrative and management functionality to let you create account, organize projects, and experiment. This facility helps you in tracking clicks, conversions, sign-ups, etc.

You are allowed to run tests and use custom integrations with Optimizely interface. All you need is :

- Set up an account on Optimizely and add a generated script.
- Once you are done with it, select your test pages. It implies the factors you want to run test on.
- Set Goals. To set goals, click on the flag icon at the top right of the page and follow up the instructions. Check metrics you are looking for. Click Save.
- You can create variations with the usual editor like changing text and images.
- Next step is monitoring your tests. You need to test which landing pages are performing well. What is attracting the visitors? What is the bounce rate? Understand the statistics, filter the non-performing areas, and conclude the test.
- You can run multipage tests using javascript editors.

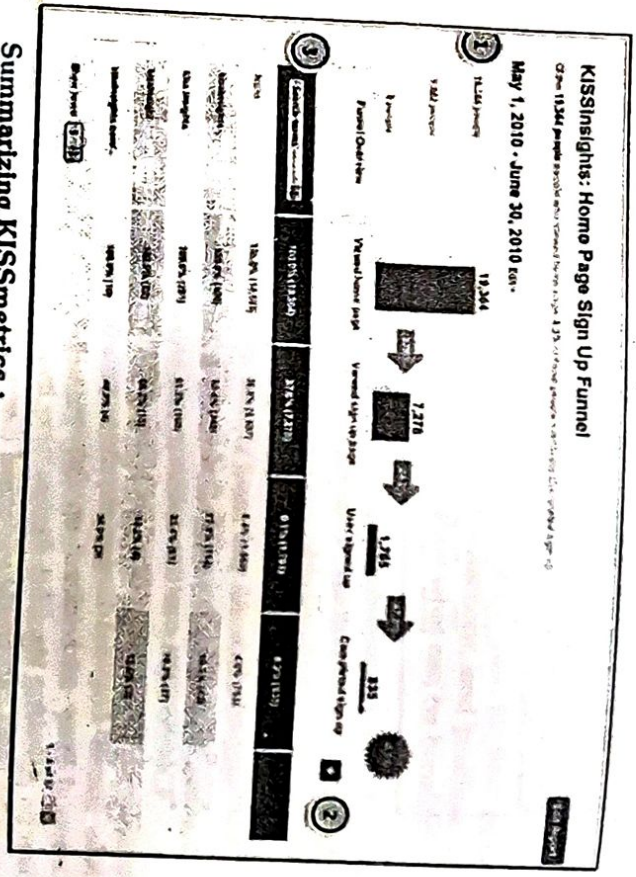
Optimize gives you a better understanding of conversion rate optimization and running tests.

Q.5. Describe the web analytical tool KISSmetrics.

Ans. KISSmetrics is a powerful web analytics tool that delivers key insights and user interaction on your website. It defines a clear picture of users' activities on your website and collects acquisition data of every visitor.

You can use this service free for a month. After that, you can switch on to a paid plan that suits you. KISSmetrics helps in improving sales by following up your customers by tracking the repeat buyers activity slot. KISSmetrics helps you identify the following:

- Cart size
- Landing page conversion rate
- Customer activity on your portal
- Customer bounce points
- Cart abandoned products
- Customer occurrence before making a purchase
- Customer lifetime value, etc.



Summarizing KISSmetrics :

- It gets you more customers by not letting you lose potential customers and maintaining brand loyalty.
- It lets you to judge your decisions where you are playing right.
- It helps you identify data and trends, which contribute in customer acquisition.

Best Features of KISSmetrics :

- Ability to track effective marketing channels.
- Figure out how much time a user takes to convert.
- Determine a degree of which user was engaged with your site.
- A convenient dashboard. You do not need to run around searching for figures.

Installation : Just sign-up for an account and customize accordingly.

Tracking : Add a java snippet under <head> tag of the source code of your website.

Event Setting : By default, KISSmetrics sets two events for you visited site and search engine hit. To add more events, click on new event, add an attribute and record an event name.

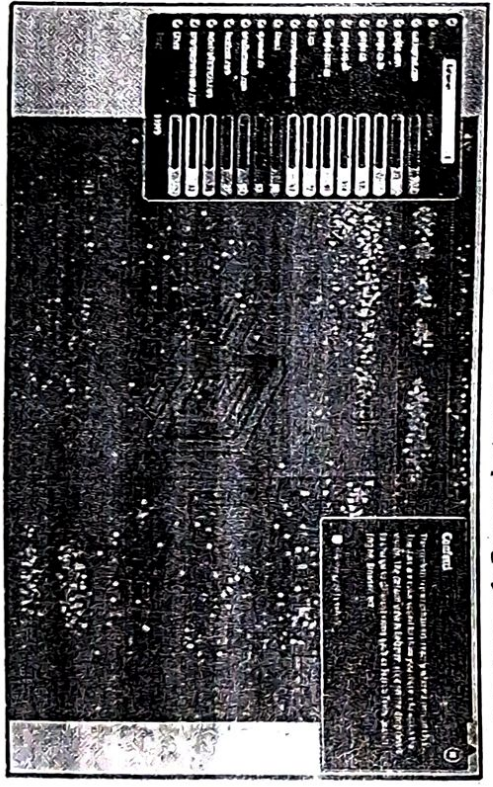
Setting up Metrics : Click on create a new metric. Select your metric type from the list. Give metric name, description, and event. Save metric.

Define Conversions : Define your conversion and track them. Select number of times event happened. Give metric name and description and select event. Save metric again.

KISSmetrics can track web pages, mobile apps, mobile web, facebook apps, and can blend all data into one. You don't need the multiple analytics platforms.

Q.6. Write about the online analytics application Crazy Egg.

Ans. Crazy Egg is an online analytics application that provides you eye-tracking tools. It generates heatmaps based on where people clicked on your website. Thus, it gives you an idea on where to focus. It lets you filter data on top 15 referrers, search terms, operating systems, etc.



To use Crazy Egg, a small piece of JavaScript code needs to be placed on your site pages.

Once the code is on your site, Crazy Egg will track user behavior. Your servers will create a report that shows you the clicks on the pages you are tracking. You can review the reports in the dashboard within the member's area of the Crazy Egg site. Setting up Crazy Egg is a quick and easy task. It offers you insights in four different ways :

- **Heatmaps** : It gives you a defined picture of where visitors who clicked on your page. Where you need to make changes so as to improve conversions.
- **Scrollmaps** : It gives you insights of to what length people scroll down on your page. With Crazy Egg, you can ensure where people leave your page and where to hold them exactly and where to add more to hold them for longer.
- **Overlay Tool** : It gives you overlay report of the number of clicks occurring on your website. You may be able to get more on it.
- **Confetti** : Confetti distinguishes clicks for you segmented by referral sources, search terms, etc. Now, you know the origin of your clicks, so you uncover the traffic sources. Put extra efforts there and you will earn more traffic and revenue.

Installation : Insert JavaScript code on source code of your website. Crazy Egg will by default track the user behavior. The servers generate reports providing you the view. Set dashboard to review the reports.

Q.7. Why is key metrics needed for your business ?

Ans. You need to find a few key metrics for your business. You have a website and it has a tracking code in it. Now, you need to make sure what are you going to measure. Analyzing may help you retain your customer and hold them.

What to Measure

Audience :

- **Pageviews** : Pageviews is the number of views of a page. Multiple pageviews are possible in a single session. If pageviews is improved, it will directly influence AdSense revenue and average time on website.
- **Bounce rate** : Bounce rate reflects the percentage of visitors returning back only after visiting one page of your website. It helps you to know how many visitors do so. If the bounce rate of a website increases, its webmaster should be worried.
- **Pages per session** : Pages/session is the number of pages surfed in a single session. For example, a user landed on your website and surfed 3 pages, then the website pages/session is 3.
- **Demographic info** : Demographic data shows Age and Gender. With the help of Demographic Info, you can find the percentage of Male/Female visitors coming to your website. Analyzing the ratio of this data, you can make a strategy according to genders.

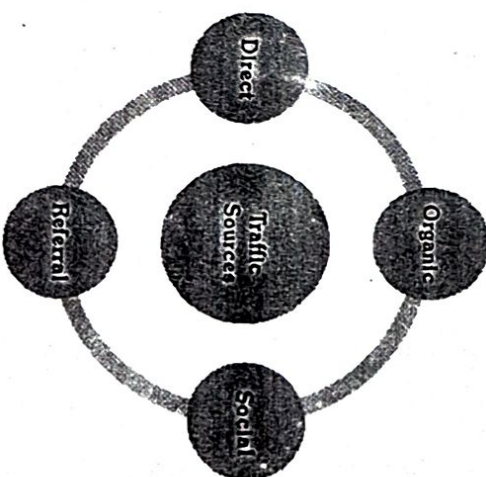
Age group data help you find what percentage of age group visiting your website. So, you can make a strategy for highest percentage of age group visitors.

- **Devices** : This data shows the devices info. In devices info, you can easily find how many percentage of visitors come from mobile, how many come from desktop, how many, come from tablets, etc. If mobile traffic is high, then you need to make your website responsive.

Acquisition

Traffic sources : In the acquisition, you have to check all your sources of the traffic. Major sources of the traffic are :

- **Organic traffic** is the traffic coming through all search engines (Google, Yahoo, Bing...)
- **Social traffic** is the traffic coming through all social media platforms (like - Facebook, Twitter, Google+, ...)
- **Referral traffic** is the traffic coming through where your website is linked.
- **Direct traffic** is the traffic coming directly to your website. For example, typing the URL of your website, clicking on the link of your website given in emails, etc.



- **Source/Medium** : This metrics gives you an idea of the sources from where you are getting traffic (Google, Yahoo, Bing, Direct, Facebook...).

Site Content

- **Landing pages** : Landing pages are the pages where the visitors land first (normally, home pages of the websites are the landing pages). With the help of this metrics, you can find the top pages of

the website. Using this metrics, you can analyze how many page are getting 50% or more traffic of the website. So, you can easily find which type of content is working for you. Further, based on this analysis, you can plan the next content strategy.

Site speed : Site speed is the metrics used for checking page timing (average page load time). Using this metrics, you can find which page is taking more time to load, how many pages have high load time, etc.

Q.8. What are Data sources in Web Analytics ?

Ans. Data sources are simply the files created on DBM or feed. The objective of keeping a data source is to encapsulate all information in one stack and hide it from the users, e.g., payroll, inventory, etc.

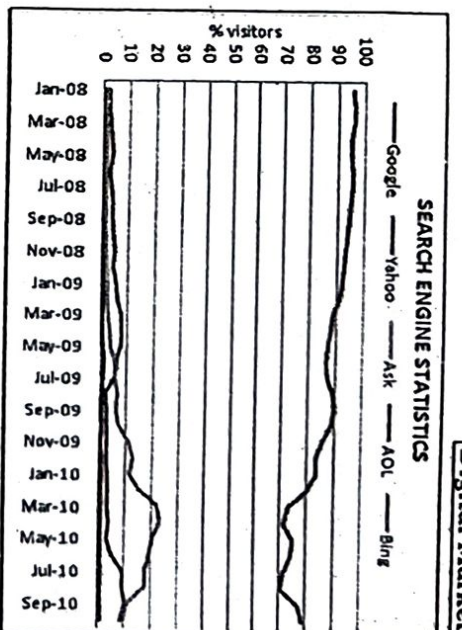
(1) Server Logs : Log files list actions that take place. They maintain files for every request invoked, for example, the source of visitor, their next action, etc. Server logs is a simple text file that records activity on the server. It is created automatically and maintained by server's data. With the help of a server log file, you can find the activity detail of the website/pages. In activity sheet, you can find the data with IP address, Time/Date, and pages. It gives you insight on the type of browser, country, and origin. These files are only for the webmasters, not for the website users. The statistics provided by server log is used to examine traffic patterns segmented by day, week, or a referrer.

(2) Visitors' Data : Visitors' data shows the total traffic of the website. It can be calculated by any web analytics tool. With the help of visitors' data, you can analyze your website improvement and can update your servers accordingly. It may comprise of :

- A top-level view of metrics
- Age and Gender of visitors
- User behavior, their location and interests
- Technology they are using, e.g., browsers and operating systems
- Breakdown of your website on devices other than desktops
- User Flow

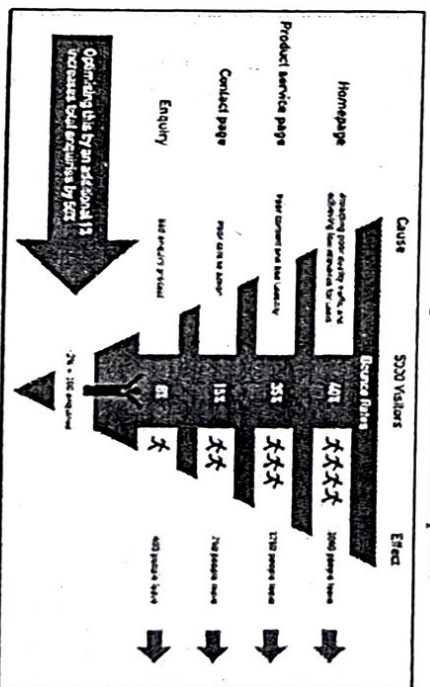
(3) Search Engine Statistics : Search engine statistics show the data that is acquired by organic traffic (as shown in the image given below). If the search engine traffic of a website has improved, then it means the website search ranking for the main keywords has improved. This data also helps you to :

- Find the revenue generating keywords and the keywords those are typed in search engine by visitors.
- How different Search Engines affect your data.
- Where you are lagging and where you need to focus.



(4) Conversion Funnels : Conversion funnels is the path by which a goal (Product purchase, Lead form done, Service contact form submitted, etc.) is completed. It is a series of steps covered by the visitors to become customers. It is explained in the "Bertus Engelbrecht's" image, given below. If more numbers of visitors are leaving the website without any purchase, then you can use conversion funnels to analyze the following :

- Why are they leaving the website?
- Is there any problem with the conversion path?
- Is there any broken link in the conversion path or any other feature that is not working in the conversion path?

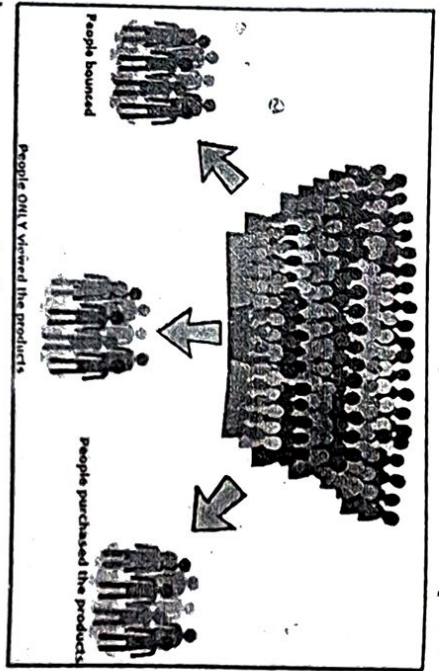


Conversion funnels help you visualize the following aspects in the form of graphics :

- The hurdles the users are facing before converting
- Where the emotional behaviors of the users alter
- Where the technical bugs become nuisance for the customers

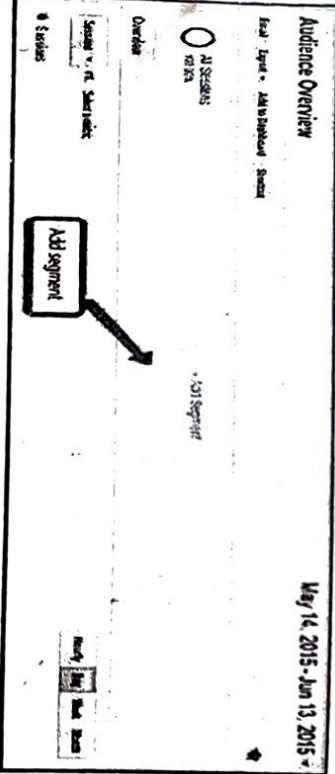
Q.9. What is Segmentation in Web Analytics ?

Ans. Segmentation is the process that segregates the data to find the actionable items. For example, you can categorize your entire website traffic data as one segment for a "Country," and one for a specific City.



For the users, you can make the segments as one who purchased your products; one who only visited your website, and likewise. During the remarketing, you can target those audiences with the help of this segment.

Data Segmentation : Data segmentation is very useful to analyze website traffic. In analytics, you can analyze traffic insight with the help of segmentation. The following image shows how to add segments in Google



For a website, you can segment total traffic according to Acquisition, Goals, and Channels. Following are the types of acquisition segmentation :

- Organic Traffic :** It shows only the organic traffic of the website. You can find which search engine (Google, Yahoo, Bing, Baidu, Aol, etc.) is working for you. With the help of organic traffic, you can also find the top keywords that send traffic to your website.

- Referrals Traffic :** This segment shows the total referrals traffic of the website. With the help of this segment, you can find the top referrals website that send traffic to your website.
- Direct Traffic :** This segment helps you find the traffic that visit your website directly.
- Social Traffic :** With the help of social segment, you can analyze social traffic. How much traffic you are getting from social media? In social media, which platform (Facebook, G+, Twitter, Pinterest, Stumbleupon, Reddit, etc.) is sending traffic to your website. With the help of this segment, you can make future social media strategy. For example, if Facebook is sending the highest traffic to your website, then you can improve your Facebook post frequency.
- Paid Traffic :** Paid traffic segment captures traffic through paid channels (Google AdWords, Twitter ads...).

Analysis Using Segmentation : When you are done with your segments (collected the data from segments), then the next step is analysis.

Analysis is all about finding the actionable item from the data.

Example : Let's map a table for analysis.

Month	Jan	Feb	Mar	April	May	June	July	Aug	Sep
Organic	40K	42K	40K	43K	45K	47K	57K	54K	60K
Referrals	5K	4K	5K	4K	6K	5K	4K	3K	4K
Social	1K	1K	2K	4K	2K	3K	5K	5K	4K

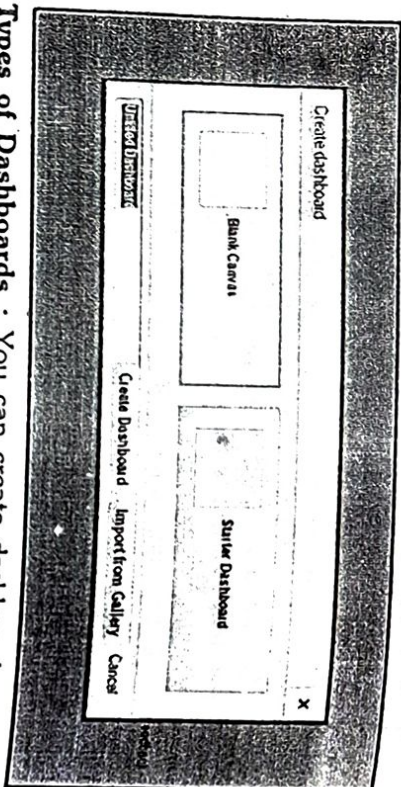
Analysis :

- From the above table, you can see that your organic traffic is growing (improved 20k in 9 months). Referrals traffic is going down. Social traffic has also improved (1k to 4k).
 - Find out the pages that send traffic in organic traffic. Analyze them.
 - Find out which social platform is working for you.
- Actionable :**
- Add new pages according to organic traffic sender pages.
 - Focus on the social media platform that is sending the highest traffic.
 - Find why your referrals traffic is going down. Is any link removed from the website, which was sending traffic earlier?

Q.10. Explain the Dashboards in Web Analytics. Discuss the types of Dashboards.

Ans. Dashboard is an interface showing graphical status of the trends of your business key performance indicators. This helps you to take instantaneous and intelligent decisions. It gives you a visual display of important data that can be encapsulated in a single space to let you monitor in a glance.

Dashboard Implementation : In Google analytics, you can create dashboards according to your requirements. Dashboards are used for finding data. With the help of dashboards, you can quickly analyze the data. In dashboard, you have to create widgets as per your requirements. The following image shows how to create a dashboard :



Types of Dashboards : You can create dashboards according to your requirements. Following are the main types of dashboards :

- SEO dashboard
- Content dashboard
- Website performance dashboard
- Real time overview dashboard
- Ecommerce dashboard
- Social Media dashboard
- PPC dashboard

In every dashboard, you have to create widgets. Widgets are form in graphical or in numbers.

For example, if you want to create a dashboard for SEO, you have to create a widget for the total traffic, for the organic traffic, for the keywords, etc. You can analyze these metrics with the help of SEO dashboard.

If you want to create a dashboard for website performance, then you have to create a widget for website avg. page load time, Website server response time, Page load time for mobile, and Check page load time by browser. With the help of these widgets, you can easily analyze the website performance.

Metrics for Every Dashboard :

- **Search Engine Optimization (SEO) :** Organic traffic, Website total traffic, Keyword used in Organic, Top landing pages, etc.
- **Content :** In content dashboard, you have to monitor traffic for blog section, Conversion by blog post, and Top landing page by exit.

- **Website Performance Dashboard :** Avg. page load time, Mobile page load time, Page load time by browser, and Website server response time.
- **Real Time Overview Dashboard :** In real time overview, you can set a widget for real time traffic, Real time traffic source, and real time traffic landing pages.
- **Ecommerce Dashboard :** In ecommerce total traffic, Landing by products, and Total sale by products.
- **Social Media Dashboard :** In social media traffic by social media channel, Sale by social media, most socially shared content.
- **PPC dashboard :** In pay per click (PPC) dashboard, you need to include clicks, impressions, CTR, converted clicks, etc.

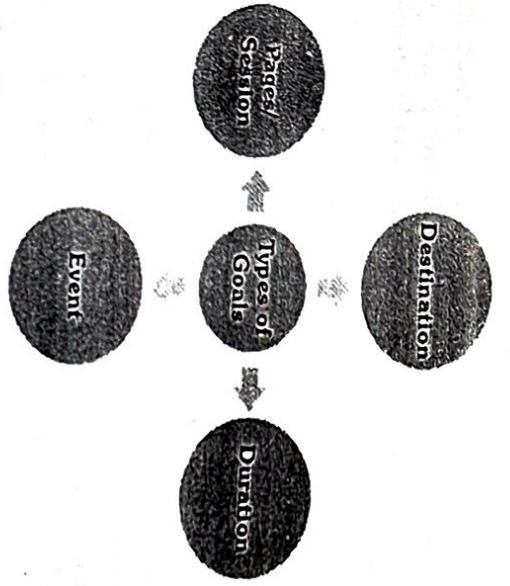
Q.11. Briefly discuss the Conversion, Goals and Funnels in Web Analytics.

Ans. (1) Conversion : Conversion is when a user visits your page and performs an action, for example, purchase, sign-up, download, etc.

(2) Goals : Goals are used in analytics for tracking completions of specific actions. With the help of goals, you can measure the rate of success. Goals are measured differently in different industries. For example, in an e-commerce website you can measure the goal when a product gets sold. In a software company, you can measure the goal when a software product is sold. In a marketing company, goals are measured when a contact form is filled.

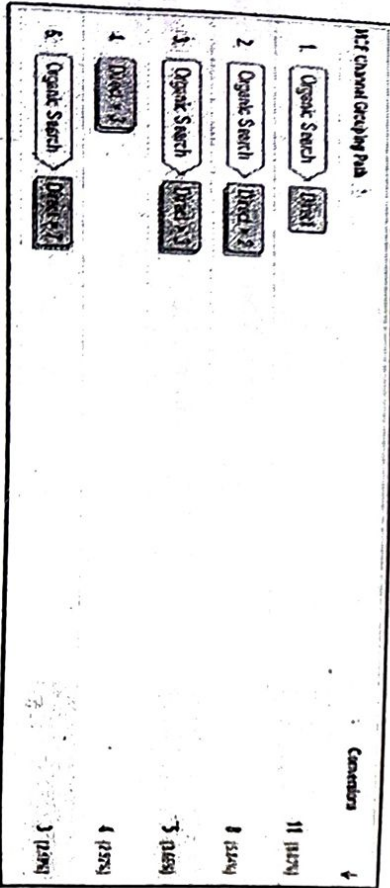
Types of Goals : Goals can be divided into the following categories -

- **Destination Goal :** Destination goal is used to find pageviews of a website. Put a destination URL in the destination field to complete your goal.
- **Duration Goal :** You can measure the user engagement with the help of duration goal. You can specify hours, minutes, and second field to quantify the goals. If a user spends more than that much of time on the page, then the goal is completed.
- **Event Goals :** You can measure user interaction with your event on the site. It is called as event goals. You must have at least one event to compose this goal.
- **Pages/session Goal :** You can measure the user engagement with pages/session goal. First, you have to specify how many pageviews/session counts as goal complete. Then, with the help of goal metric, you can analyze how many goals are completed.



(3) Funnels : Funnels are the steps to complete your goals. With the help of funnels, you can review your goals completion steps. Let's suppose for an ecommerce company, product sale is goal completion. So, funnels are the steps to purchase that product. If most of the visitors leave the website after carting the products, then you have to check why users are leaving. Is there any problem with the cart section? This can help you improve your product performance or steps to sale the products.

- Multi-Channel Funnels :** Multi-Channel Funnel (MCF) report shows how your marketing channels work together. MCF report shows that how many conversions are done and by which channel. In MCF report, you can find the following data :
- **Assisted Conversion :** In assisted conversion, you can find which channel has assisted the highest number of conversions.
 - **Top Conversion Path :** Top conversion path report shows the following picture.



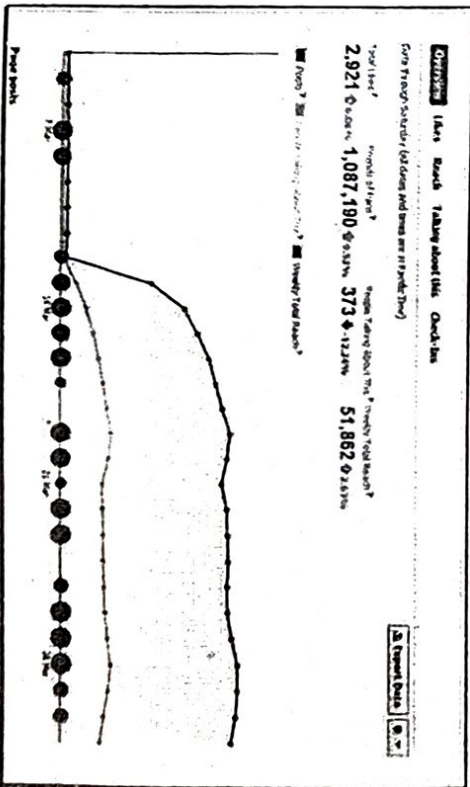
In the above picture, you can see that Organic search > Direct has 11 conversions. It means the user first interacts with your product via organic search. Later on, he/she comes to the website direct and makes a purchase. So, with the help of this report, you can easily analyze your top conversion path to improve your funnels.

Q.12. Describe the role of Emerging Analytics in Web Analytics

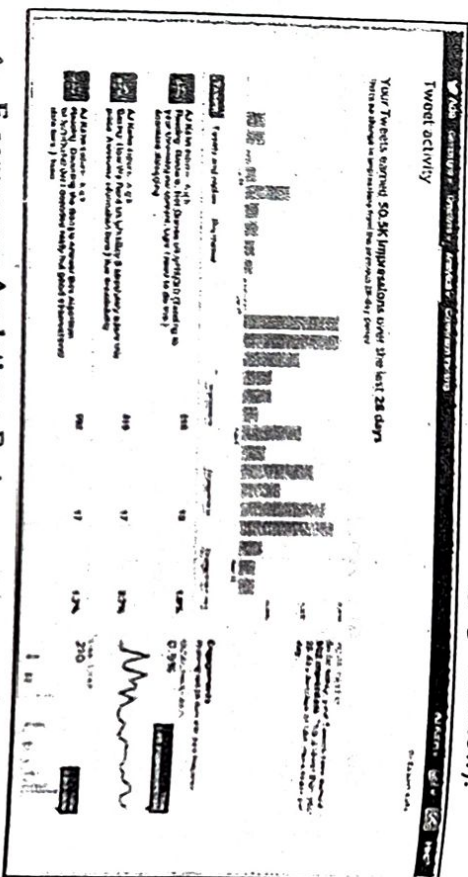
Ans. You need to leverage data to drive insights in order to learn customers' behavior on your website. There is nothing new in it. What alters the game is emerging analytics trends in Social Media, E-commerce, and Mobile, as these are new game changers in digital world.

Social Media Analytics : Social Media Analytics comprise of gathering data from social media platforms and analyzing it to derive information to make business decisions. It provides powerful customer insight to uncover sentiments across online sources. You tend to take control of Social Media Analytics in order to predict customers' behavior, discover patterns and trends, and make quick decisions to improve online reputation. Social Media Analytics also let you identify primary influencers within specific network channels. Some of the popular social media analytics tools are discussed below:

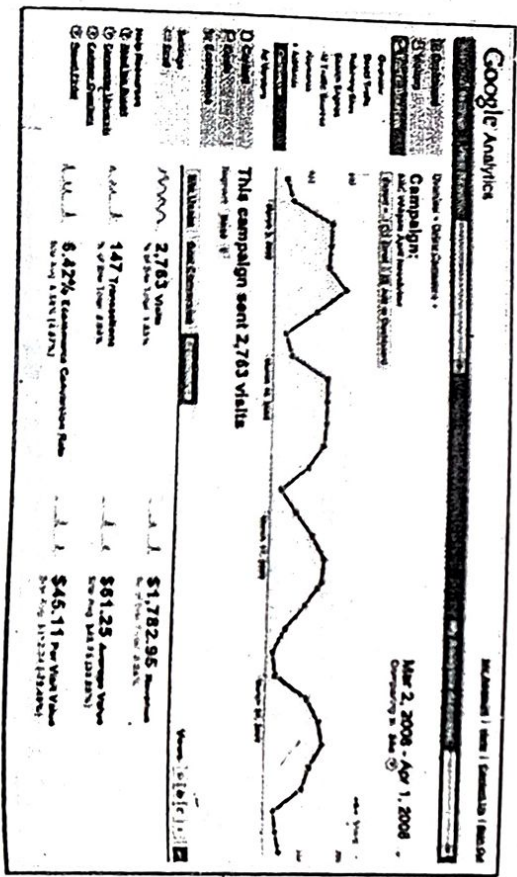
- **Google Social Analytics :** It is a free tool that lets you add social media results to your analysis report. You get to know what is in air about your business. How many people interacted with your website through social media and how many liked and shared your content.
- **SunAll :** It combines Twitter, Facebook, and Google Plus into one dashboard to give you an overall view of what people are talking about you on social media.



- **Facebook Insights** : Facebook plays a major role in your marketing campaign. You need to familiarize yourself with Facebook data to mark a flag. You need to set up a page for your business to get the insights. It gives you information about who visited your page, saw your post, liked your page, and shared it (as shown in the following image).
- **Twitter Analytics** : Twitter Analytics show how many impressions each tweet received, what is your engagement status, and when were you on peak (see the image given below).



• **E-commerce Analytics** : Business owners need to survive and thrive among tough competition. They have to become big decision makers in order to survive in the market. This is where Web Analytics play a critical role.



- **E-commerce Analytics** let you figure out customers' acquisition, users' behavior, and conversion. In Google Analytics, you can get relevant information about your volume of sales, product with revenue, and sources of conversion occurred. You need to keep all this information to find out where your business stands and to boost e-commerce sales, generate leads, and enhance brand awareness.
- **Mobile Analytics** : Mobiles have emerged as one of the most significant tools in the past two decades. It changes the way people communicate and innovate. This has led to marketing driven by mobile apps.

Mobile Analytics

Is your enterprise going mobile?

By 2014, the number of mobile users will reach 1.2 billion, representing 32.5% of the world's population.

Do you anticipate getting your customer at the point of sale?

- 3/4 of mobile users have used a mobile app in the last 30 days.
- 75% of mobile users have used a mobile app in the last 30 days.

Do you have employees and customers' empowered to use mobile technology?

- 490 million mobile apps are available in the App Store.
- 40.5% of mobile users have used a mobile app in the last 30 days.

Do you have a mobile strategy?

- 75% of mobile users have used a mobile app in the last 30 days.
- 67% of mobile users have used a mobile app in the last 30 days.

Mobile apps have proved easy to access and engaging. Webmasters and online business makers need to take support of mobile apps to make their way perfect. Once you are done with making a mobile app, you'll need to acquire new users, engage with them, and earn revenue. For this, you need mobile analytics. It helps marketers to measure their apps better.

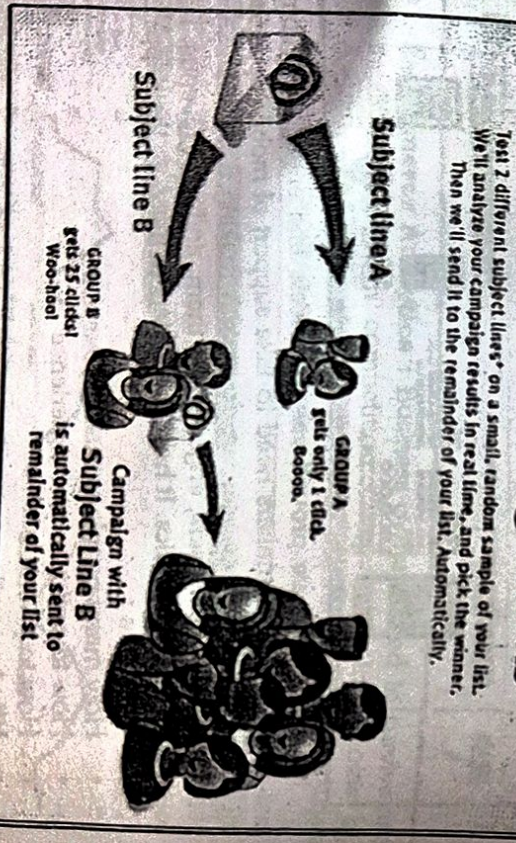
- For example :**
- How many people are using your app
 - How to optimize user experience
 - How to prioritize
 - What operating system to focus on
 - How to visualize navigation path, etc.

Q.13. What do you know about A/B Testing or split testing ?
Ans. A/B Testing or split testing is a comparison between two variants of one aspect, say, two versions of a webpage. It is like running an experiment between two or more pages simultaneously to discover which one has the potential to convert more.



For example, e-Commerce websites use A/B testing on products to discover which product has the potential to earn more revenue. Second example is AdWords campaign manager running two ads for the same campaign in order to know which of them works well.

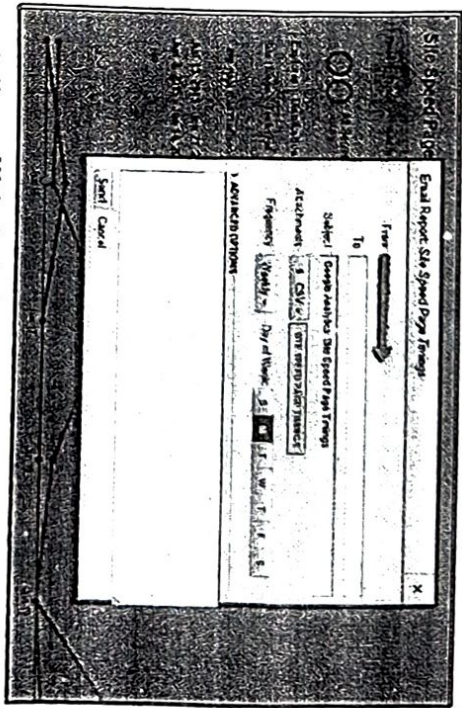
How A/B Testing Works



A/B testing allows you to extract more out of your existing traffic. You can run A/B Testing on Headlines, Ads, Call to action, Links, Images, Landing pages, etc.

Q.14. Discuss the Automated Reporting and Annotation.

Ans. In Google analytics, we can set an automated reporting. If we want on every Monday a report having the top 10 landing pages of the website, then in the email section, we can set a report that is automatically sent to users.



Annotation : With the help of annotations, we can find what tasks have been done at which date. We can annotate the update in Google Analytics. Let us suppose Google search update arrived on 21 March, then we can annotate 21 March as Google update. Annotation helps us find the impact of the change.

Q.15. What is Actionable Reporting in Web Analytics ? How is it prepared ?

Ans. Actionable reporting is the final part of the analytics analysis. When you are done with collecting data, the next step is actionable reporting. Graphics of the data helps to write actionable points. Always try to build graphs that show data trends because visuals depict more information than plain text.

How to Prepare Actionable Report? : Let's assume we have the following data available for an ecommerce company :

Country	USA	UK	Canada	Australia	China	India
Product sale	200	100	135	120	160	155

Budget Spent :

Country	USA	UK	Canada	Australia	China	India
Budget Spent in \$	10K	9K	8K	9k	8K	5K

Actionable Points :

- Highest revenue generating country is USA, increase the budget for the USA.

- India has high potential. If we double the budget, then we can make good revenue (from India).
- China is doing well. We can increase the budget for China too.
- UK is not up to the mark, so stop spending money there or find new techniques to improve sales.
- Canada and Australia need improvement. Try for the next segment. If you find the same data in the next segment, then stop spending money there too.

Q.16. What are the Set Up goals in digital marketing? How do they work ?

Ans. Set Up About goals :

- Use goals to measure how often users complete specific actions.
- Goals measure how well your site or app fulfills your target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of your business. Examples of goals include making a purchase (for an ecommerce site), completing a game level (for a mobile gaming app), or submitting a contact information form (for a marketing or lead generation site).
- Defining goals is a fundamental component of any digital analytics measurement plan. Having properly configured goals allows Analytics to provide you with critical information, such as the number of conversions and the conversion rate for your site or app. Without this information, it's almost impossible to evaluate the effectiveness of your online business and marketing campaigns.

How goals work : Goals are configured at the view level. Goals can be applied to specific pages or screens your users visit, how many pages/screens they view in a session, how long they stay on your site or app, and the events they trigger while they are there. Every goal can have a monetary value, so you can see how much that conversion is worth to your business. Using values for goals lets you focus on the highest value conversions, such as transactions with a minimum purchase amount.

When a visitor to your site or user of your app performs an action defined as a goal, Analytics records that as a conversion. That conversion data is then made available in a number of special-purpose reports, which are described below.

Goal types : Goals fall into one of 4 types, listed in the table below :

Goal Type	Description	Example
Destination	A specific location loads	Thank you for registering! web page or app screen

Duration	Sessions that lasts a specific amount of time or longer	10 minutes or longer spent on a support site
Pages/Screens per session	A user views a specific number of pages or screens	5 pages or screens have been loaded
Event	An action defined as an Event is triggered	Social recommendation.

Smart Goals : In addition to the goal types described above, Analytics provides an alternative conversion tracking method called Smart Goals. Smart Goals are specifically designed to help Google Ads advertisers who may not have enough conversions to use the Google Ads optimization tools, such as automated bidding. When you have Smart Goals enabled, Analytics automatically evaluates your website or app visits and assigns each a score, with the "best" visits being translated into Smart Goals.

Funnels for Destination goals : With a Destination goal, you can specify the path you expect traffic to take. This path is called a *funnel*. When you specify steps in a funnel, Analytics can record where users enter and exit the path on the way towards your goal. This data appears in the *Goal Flow and Funnel* reports. You may see, for example, a page or screen in a funnel from which a lot of traffic exits before completing the goal, indicating a problem with that step. You might also see a lot of traffic skipping steps, indicating the path to conversion is too long or contains extraneous steps.

Goal value : When you set up a goal, you have the option of assigning a monetary amount to the conversion. Each time the goal is completed by a user, this amount is recorded and then added together and seen in your reports as the *Goal Value*.

Every action a user takes can be translated into a dollar amount. One way to help determine what a goal value should be is to evaluate how often the users who complete the goal become customers. For example, if your sales team can close 10% of people who sign up for a newsletter, and your average transaction is \$500, you might assign \$50 (i.e. 10% of \$500) to your newsletter sign-up goal a goal that users complete when they reach the final newsletter sign-up page. In contrast, if only 1% of signups result in a sale, you might only assign \$5 to your newsletter sign-up goal.

Goal ID and goal sets : Every goal you create is assigned a numeric ID, from 1 to 20. Goals are grouped into sets of up to 5 individual goals. For example, you might track downloads, registrations, and receipt pages in separate goal sets. These sets appear in your reports as links beneath the Explorer tab in many reports.

Reporting on goals : You can analyze the goal completion rates, or conversion rates, in the Conversion > goals reports. Goal conversions also appear in other reports, including the Conversions > Multi Channel Funnels reports, the Conversions > Attribution reports, and the Acquisition reports.

Limits of goals : Goals are limited to 20 per reporting view. To track more than 20 goals, create an additional view for that property, or edit an existing goal you don't need anymore.

- Goals apply to the data you collect after the goal has been created. You must set up goals in your Analytics account before data appears in your goal reports and any other report that provide data on goals and goal Conversions.
- Goals can't be deleted, but you can stop recording data for a goal.
- Goal data is processed differently from regular Analytics data. Learn more about features with non-standard data processing.
- Goal IDs and goal sets can't be changed after you create them, but you can change the goal name and type if you want to reuse a specific goal.

Best practices for goals :

- Use intuitive names for your goals. This will help you and others understand the conversion reports more easily.
- Although assigning a goal value is optional, we recommend you do so to help monetize and evaluate your conversions. Note that Analytics also uses the goal value data to calculate other metrics like ROAS (Return on Ad Spend). If using a dollar amount as a goal value doesn't seem applicable to your site or app, just use a consistent numeric scale to weight and compare your conversions. For example, give low-value goals a "1" and high-value goals a "10."
- If you change or repurpose an existing goal, be sure to keep track of when you made the change. Since goals are not applied to historical data, changing a goal will change your conversion data from the point of the change. This might lead to confusion in your reports. (This is another reason to name your goals intuitively).

Next steps :

- Set up and edit goals.
- See goal examples and use cases.
- Learn more about the Goal Flow report.
- Troubleshoot goal issues.

Q.17. What is bounce rate? How does Google Analytics calculate bounce rate?

Or

What is connection between Bounce rate and SEO ?

How can we interpret bounce rates?

Or

Write the ways to lower high bounce rates?

Ans. Bounce rate : Bounce rate is a metric that measures the percentage of people who land on your website and do completely nothing on the page they entered. So they don't click on a menu item, a 'read more' link or any other internal links on the page. This means that the Google Analytics server doesn't receive a trigger from the visitor. A user bounces when there has been no engagement with the landing page and the visit ends with a single-page visit. You can use bounce rate as a metric that indicates the quality of a webpage and/or the "quality" of your audience. By the quality of your audience I mean whether the audience fits the purpose of your site.

Google Analytics calculate bounce rate :

- According to Google bounce rate is calculated in the following way :
- *Bounce rate is single-page sessions divided by all sessions or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server.*
- In other words, it collects all sessions where a visitor only visited one page and divides it by all sessions.
- Having a high bounce rate can mean three things:
 - (1) The quality of the page is low. There's nothing inviting to engage with.
 - (2) Your audience doesn't match the purpose of the page, as they won't engage with your page.
 - (3) Visitors have found the information that they were looking for.

Bounce rate and SEO :

In this post, I'm talking about bounce rate in Google Analytics. There's been a lot of discussion about whether bounce rate is an SEO ranking factor. I can hardly imagine that Google takes Google Analytics' data as a ranking factor, because if Google Analytics isn't implemented correctly, then the data isn't reliable. Moreover, you can easily manipulate the bounce rate. Luckily, several Googlers say the same thing: Google doesn't use Google Analytics' data in its search algorithm. But, of course, you need to make sure that when people come from a search engine to your site, they don't bounce back to the search results, since that kind of bouncing probably is a ranking factor. It might be measured in a different way than the bounce rate we see in Google Analytics, though.

From a holistic SEO perspective, you need to optimize every aspect of your site. So, looking closely at your bounce rate can help you optimize your website even further, which contributes to your SEO.

Interpretation of bounce rates :

- The height of your bounce rate and whether that's a good or a bad thing really depends on the purpose of the page. If the purpose of the page is purely to inform, then a high bounce rate isn't a bad thing per se. Of course, you'd like people to read more articles on your website, subscribe to your newsletter and so on. But when they've only visited a page to, for instance, read a post or find an address, then it isn't surprising that they close the tab after they're done reading. Mind you, even in this case, there's no trigger sent to the Google Analytics server, so it's a bounce.
- A clever thing to do, when you own a blog, is creating a segment that only contains 'New visitors'. If the bounce rate amongst new visitors is high, think about how you could improve their engagement with your site. Because you do want new visitors to engage with your site.

- If the purpose of a page is to actively engage with your site, then a high bounce rate is a bad thing. Let's say you have a page that has one goal: get visitors to subscribe to your newsletter. If that page has a high bounce rate, then you might need to optimize the page itself. By adding a 'clear call-to-action', a 'Subscribe to our newsletter' button, for instance, you could lower that bounce rate. But there can be other causes for a high bounce rate on a newsletter subscription page. In case you've lured visitors in under false pretenses, you shouldn't be surprised when these visitors don't engage with your page. They probably expected something else when landing on your subscription page. On the other hand, if you've been very clear from the start about what visitors could expect on the subscription page, a low bounce rate could say something about the quality of the visitors - they could be very motivated to get the newsletter - and not necessarily about the quality of the page.

Bounce rate and conversion :

- If you look at bounce rate from a conversion perspective, then bounce rate can be used as a metric to measure success. For instance, let's say you've changed the design of your page hoping that it will convert better, then make sure to keep an eye on the bounce rate of that page. If you're seeing an increase in bounces, the change in the design you've made might have been the wrong change and it could explain the low conversion rate you have.

- You could also check the bounce rate of your most popular pages. Which pages have a low and which pages have a high bounce rate? Compare the two, then learn from the pages with low bounce rates.

- Another way of looking at your bounce rate is from a traffic sources perspective. Which traffic sources lead to a high or a low bounce rate? Your newsletter for instance? Or a referral website that sends a lot of traffic? Can you figure out what causes this bounce rate? And if you're running an AdWords campaign, you should keep an eye on the bounce rate of that traffic source as well.

Be careful with drawing conclusions though :

- We've seen loads of clients with a bounce rate that was unnaturally low. In that case, all alarm bells should go off, especially if you don't expect low bounce rates. Because that probably means that Google Analytics isn't implemented correctly. There are several things that influence bounce rate because they send a trigger to the Google Analytics server and Google Analytics falsely recognizes it as an engagement. Usually, an unnaturally low bounce rate is caused by an event that triggers the Google Analytics server. Think of pop-ups, auto-play of videos or an event you've implemented that fires after 1 second.
- Of course, if you've created an event that tracks scrolling counts, then having a low bounce rate is a good thing. It shows that people actually scroll down the page and read your content.

Ways to lower high bounce rates :

- The only way of lowering your bounce rate is by amping up the engagement on your page. In my opinion, there are two ways of looking at bounce rate. From a traffic perspective and from a page perspective.

- If certain traffic sources have high bounce rates, then you need to look at the expectations of the visitors coming to your site from those sources. Let's say you're running an ad on another website, and most people coming to your site via that ad bounce, then you're not making their wish come true. You're not living up to their expectations. Review the ad you're running and see if it matches the page you're showing. If not, make sure the page is a logical follow-up of the ad or vice versa.
- If your page lives up to the expectations of your visitors, and the page still has a high bounce rate, then you have to look at the page itself. How's the usability of the page? Is there a call-to-action above the fold on the page? Do you have internal links that point to related pages or posts? Do you have a menu that's easy to use? Does the page invite people to look further on your site?

These are all things you need to consider when optimizing your page.

Q.18. What do you know about exit rate?

Ans. Exit Rate : The bounce rate is frequently mistaken for the exit rate. Literally, the exit rate is the percentage of page views that were the last in the session. It says something about users deciding to end their session on your website on that particular page. Google's support page gives some clear examples of the exit rates and bounce rates, which make the difference very clear. This comes directly from their page :

Monday : Page B > Page A > Page C > Exit

Tuesday : Page B > Exit

Wednesday : Page A > Page C > Page B > Exit

Thursday : Page C > Exit

Friday : Page B > Page C > Page A > Exit

The % Exit and Bounce Rate calculations are :

Exit Rate of each page : A: 33% (3 sessions included Page A, 1 session exited from Page A) B: 50% (4 sessions included Page B, 2 sessions exited from Page B) C: 50% (4 sessions included Page C, 2 sessions exited from Page C)

Bounce Rate of each page : A: 0% (one session began with Page A, but that was not a single-page session, so it has no Bounce Rate) B: 33% (Bounce Rate is less than Exit Rate because 3 sessions started with Page B, with one leading to a bounce) C: 100% (one session started with Page C, and it led to a bounce)

Q.19. Why should Website traffic sources be tracked and How?

Ans. How to Track Website Traffic Using Google Analytics : As a marketer, there are many benefits of knowing the source of your visitors. Here are some reasons for tracking your traffic sources :

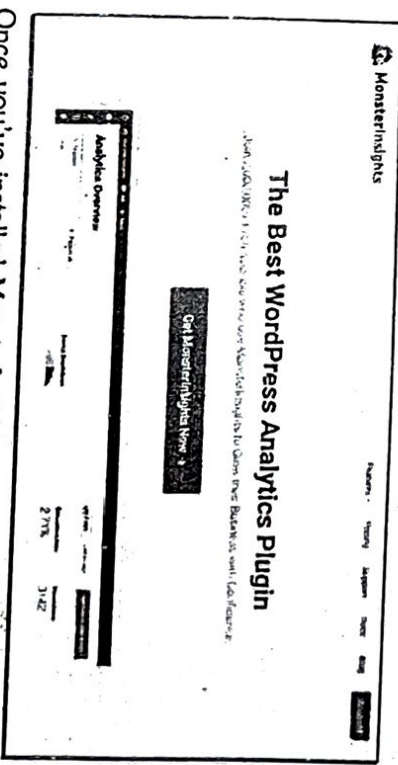
- **Better Understand Your Visitors :** Tracking traffic sources can help you identify your visitor's geographic location and which channels they use, so you can better understand them and provide targeted messages
- **Measure Your Marketing Campaigns :** If a campaign is built around driving traffic then you can measure its effectiveness by tracking different traffic sources
- **Focus on Channels for Best Results :** By identifying which channel performed the best in getting visitors to your site, you can focus on it more to get better results
- **Find New Content Topics :** People from different channels might be interested in specific topics, so you can discover new content ideas by checking traffic sources for each page

Identify Traffic Gaps on Your Site : You can identify which channel doesn't perform well in attracting visitors, so you can optimize it as relying on a single source can be risky for your site

How to Check Your Traffic Sources in WordPress : When it comes to using Google Analytics, many users find it overwhelming. That's because it requires coding for setting it up on your WordPress site. Plus, you'll have to be an Analytics expert to find the right report and get the data that you need for making decisions.

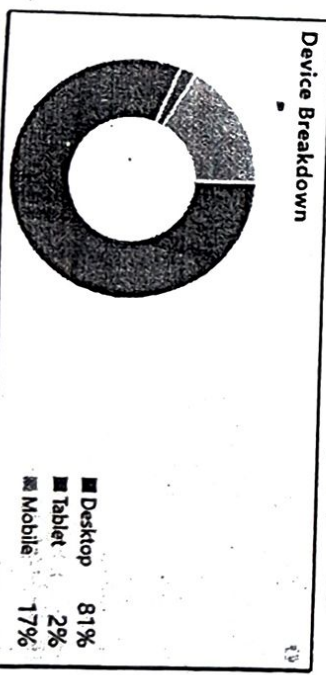
So, a much easier way of viewing your traffic sources in WordPress is through MonsterInsights. It's the best WordPress plugin for Google Analytics.

It makes using Analytics very easy and you don't have to worry about hiring a developer or someone who knows analytics.



Once you've installed MonsterInsights on your website, you can see where your traffic is coming from. Let's look at each report that you can use to track website traffic.

Overview Report : To start, go to Insights » Reports » Overview. Here you can see the overall performance of your website. If you scroll down, you can see the Device Breakdown report that shows which device your visitors use to view your website.



In the Overview report, you can also view the **Top 10 Countries** that your users are from. Using this report, you can create campaigns, messages, and content according to different regions.

Top 10 Countries

1. United States	147453
2. India	127662
3. United Kingdom	114114
4. Australia	108440
5. Canada	70436
6. Germany	53806
7. Netherlands	29054
8. Brazil	12615
9. Spain	8595
10. France	7592

Your Customized Report

And next to countries, you can see the **Top 10 Referrals** report. This shows websites that send the most traffic to your site. You can form partnerships with these sites and continue to grow your traffic.

Top 10 Referrals

1. wpbeginner.com	36532
2. wploma.com	22567
3. istkwp.com	18566
4. saadprod.com	15561
5. rafflepress.com	12328
6. exactmetrics.com	9256
7. opilmnmonster.com	8261
8. syedbaikh.com	6141
9. weebly.com	4122
10. yeast.com	2108

View All Referral Sources

Search Console Report : Now, if you're site gets a lot of organic traffic, you should know which keywords your site is ranked on. To find that out, MonsterInsights offers a Search Console Report.

It shows the top 50 Google search terms for your website along with clicks, impressions, CTR (click-through-rate), and average position.

Overview Publishers Search Console Domains Forms Real Time

Search Console Report Last 7 days Last 28 days [Get Custom Date Range](#)

Top 50 Google Search Terms

Terms	Clicks	Impressions	CTR	Avg. Position
1. Best Google Analytics plugin?	182483	3706401	5.27%	1.2
2. How to get better analytics?	113966	1840312	6.20%	1.1
3. Best stats for WordPress	113904	4072822	50.23%	1.2
4. Add Google Analytics to WordPress	231024	230000	42.65%	1.4
5. How to add Google Analytics to WordPress	89042	883005	46.79%	1.1
6. What is Google Analytics	52918	9243802	56.58%	1.3

Since these are keywords that bring a lot of traffic, you can find similar search terms and optimize them on your site. You can even use them to find new content ideas around these keywords to boost your organic traffic.

You can go through our guide on how to configure your WordPress site with Google Search Console.

eCommerce Report : It shows you the **Top Conversion Sources**. You can see which websites send traffic that converts to your online store. Since people arriving from these websites buy your products, you can offer exclusive discounts and deals to make more money.

Top Conversion Sources

Sources	Visits	% of Visits	Revenue
1. wpbeginner.com	991195	2.27%	959732.27
2. yeast.com	388923	0.96%	798001.75
3. awesomemotive.com	388932	0.26%	846854.21
4. syedbaikh.com	328382	0.3%	713240.28
5. trustpulse.com	348203	0.73%	957948.05
6. rafflepress.com	219383	0.01%	898662.99
7. wploma.com	329317	0.1%	739490.91

Real-Time Report : The last report you can view is the real-time report. It shows you where your visitors are coming in real-time. You can see traffic from referral sources, countries, and cities that's currently on your WordPress site.

City	State/Region	Country	Count
1. London	England	United Kingdom	74
2. Amsterdam	North Holland	Netherlands	52
3. Austin	Texas	United States	43
4. Denver	Colorado	United States	39

This report is useful if you've just launched a new product or a marketing campaign and want to see where traffic is coming from.

Q.20. How can we track Website traffic in Google Analytics ?
Ans. Track Website traffic in Google Analytics : To help you find the data that matters, you can start by logging in to your Google Analytics account and then go to Acquisition » All Traffic » Channels.

Overview	Count	Percentage
1. Organic Search	6,245	(48.84%)
2. Referral	2,057	(15.43%)
3. Direct	1,999	(15.97%)
4. Display	946	(7.55%)
5. Social	670	(5.35%)
6. Affiliates	350	(2.80%)
7. (Other)	243	(1.94%)
8. Paid Search	12	(0.10%)

In this report, you can see which channels are driving the most traffic to your website. For instance, you can see Organic Search has the most number of visitors. These are the people that come from search engines.

And if you want more detail, you can go to the **Source/Medium** report under All Traffic. It will narrow down the source of your traffic along with the channel. For example, it will show which search engine generated the highest traffic (in this case Google).

Acquisition	Count	Percentage
1. google / organic	6,037	(47.96%)
2. (direct) / (none)	1,999	(15.89%)
3. dfa / cpm	946	(7.57%)
4. mall.googleplex.com / referral	901	(7.18%)
5. analytics.google.com / referral	712	(5.68%)
6. creativeschools.youtube.com / referral	512	(4.07%)
7. google.com / referral	387	(3.08%)
8. Partners / affiliates	350	(2.79%)
9. (not set) / (not set)	243	(1.94%)
10. baidu / organic	140	(1.11%)

Now that you know how to see where traffic is coming from for your overall website, what if you want to use Google Analytics to find traffic for specific pages?

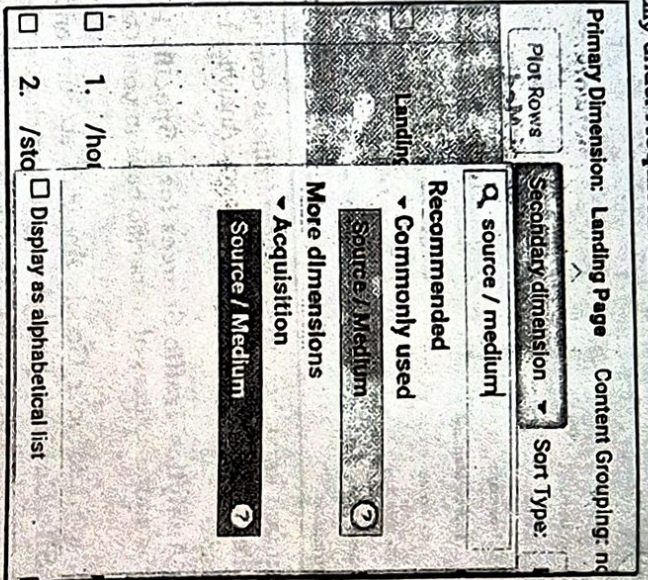
Google Analytics Traffic Sources for a Specific Page : It's very easy to see the traffic sources of a specific page in your Google Analytics account.

To start, log into your Google Analytics account and navigate to **Behavior » Site Content**. From there you can choose whether to view the traffic sources of all of your website's pages, the landing pages, or the exit pages.

In this example, we'll show you how to view the traffic sources of your site's landing pages, which is important because these are the pages many visitors will land on first when visiting your site.

Landing Page	Source / Medium
1. /home	google / organic
2. /home	mall.googleplex.com / referral
3. /home	(direct) / (none)
4. /google+redesign/lifestyle/bags	dfa / cpm
5. /google+redesign/apparel/mens/mens+shirts	google / organic
6. /google+redesign/shop+by+brand	google / organic

Next, use **Secondary Dimension** and search for **Source/Medium**, which is usually under **Acquisition**.



Now you'll see a list of your website's landing pages, complete with the source of your site's traffic, which is where visitors were before clicking on your website, and the medium, which is how your visitors arrived at your website.

Acquisition	Content Grouping: no
Behavior	Q source / medium
Overview	Recommended
Behavior Flow	Commonly used
Site Content	Source / Medium
All Pages	More dimensions
Content Drilldown	Acquisition
Landing Pages	Source / Medium
Exit Pages	

<input type="checkbox"/> 1. /home	7,098 (47.0%)
<input type="checkbox"/> 2. /store.html	1,595 (10.56%)
<input type="checkbox"/> 3. /google+redesign/shopping+brand	1,170 (7.75%)
<input type="checkbox"/> 4. /google+redesign/lifestyle/bags	802 (5.31%)
<input type="checkbox"/> 5. /google+redesign/apparel/mens/menst+shirts	571 (4.41%)
<input type="checkbox"/> 6. /google+redesign/apparel	343 (2.27%)
<input type="checkbox"/> 7. /basket.html	293 (1.95%)
<input type="checkbox"/> 8. /google+redesign/lifestyle/drink	266 (1.76%)

Unit 4

Long and short answer type Questions :

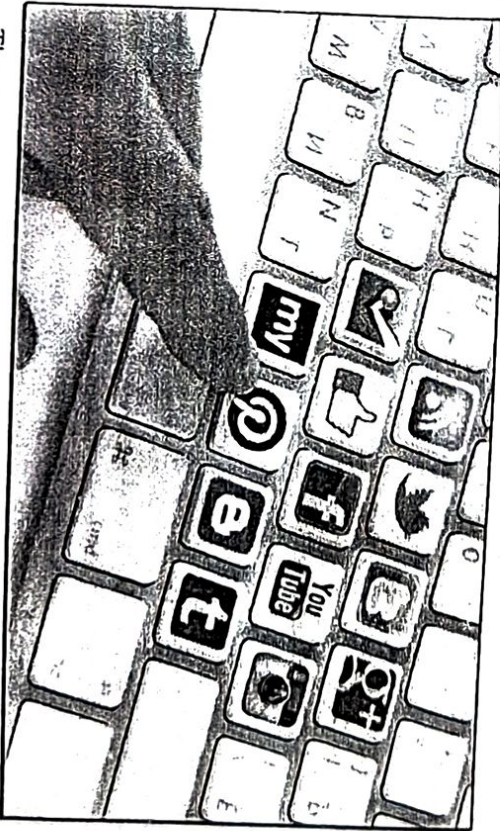
Q.1. Discuss the Marketing on Social networking websites.

Or
Explain the Digital Marketing on Social Media.

Ans. Digital Marketing on Social Media : Social media today is essentially word-of-mouth marketing. Getting people to connect with you online in the social arena helps spread the word about what your company is and what are your products and services.

SEO and Social Media : For many teams, there are different sets of people who work on SEO and social media separately, however, this scenario is changing lately.

- The two may still officially belong to separate teams, but social media marketers will need to be more informed on the SEO strategist's agenda, so that the SEO strategy can go hand-in-hand with content promotion.
- SEO strategists too need to know how to work with social media marketers in order to receive the social signals it needs to make sure their company ranks high in search.



There are two functions of social media for business :

- Are you participating in the conversation and sharing?
- Are you listening and monitoring what is being said about you?

Start Social Media Marketing : If you're starting from scratch with your social media strategy, here are the basic steps to get you started :

- **Step 1 :** Choose your social networks

- **Step 2 :** Fill your profiles completely, remembering to load in your keywords
- **Step 3 :** Find your voice and tone
- **Step 4 :** Pick your posting strategy - how often, when, and what type of content
- **Step 5 :** Analyze and test
- **Step 6 :** Automate and engage

Although we'll be getting into the specifics in the latter half of the tutorial, here are a few things to consider in your general social media strategy.

Facebook tops the list of social media strategy : For many, social media starts with Facebook. Just having a page, however, does not suffice. Sophisticated content marketing is now the way to foster engagement on Facebook. If your business doesn't have a content marketing strategy or a blog, but wants to maintain a strong Facebook presence, it may be time to create a content marketing strategy for Facebook. We'll get to know more on this in a subsequent chapter.

Optimize for mobile : All social media efforts need to be optimized for mobile. You've probably heard, but everyone needs to make sure their websites are optimized for mobile. Social media managers need to be aware of this to ensure that the format of any promotions they do (especially those that include driving people to their company websites) are optimized for mobile. Any images used on social media should also be viewable on mobile for optimized user experience.

Emphasize on human experience : It may be digital, but you need to consider the "human experience." Google and Facebook have made changes to their platforms to push businesses to focus more on the "human experience." For social media marketers, your social media posts need to be more relevant, provide more value to your audience, and the engagement needs to be more "human."

Q.2. Briefly discuss the Digital Marketing on Facebook.

Ans. Digital Marketing on Facebook : Facebook has 1.28 billion active users and is currently the largest social network - that adds up to a lot of potential brand exposure.

Your Facebook Page makes your business :

- **Discoverable :** When people search for you on Facebook, they'll be able to find you.
- **Connected :** Have one-on-one conversations with your customers, who can like your page, read your posts and share them with friends, and check in when they visit.



- **Timely :** Your page can help you reach large groups of people frequently, with messages tailored to their needs and interests.
- **Insightful :** Analytics on your page will give you a deeper understanding of your customers and your marketing activities.

Start Facebook Marketing : Let's walk through the steps :

Step 1: Set Goals : Consider some of these Facebook marketing goals as you craft your plan :

- Increase overall exposure and awareness.
- Create a loyal and engaged community.
- Establish authority and showcase your knowledge.

Step 2: Research : Your Facebook research will include these areas:

- Identify your audience and where they spend their time.
- Research your competition and watch what is working for them.
- Understand the latest techniques. Make sure you know the latest techniques on Facebook that are effective. Keep up with the trends so you know what is working for others.

Step 3: Design the Facebook Experience : Now that you have your goals set up, work backwards from those goals to determine how you will achieve them.

- Set up an editorial calendar. Plan your content that you want to share. You can schedule your daily activity, weekly activity and monthly activity by using a simple Excel spreadsheet.
- Set up an activity calendar. Map out your long-term activity and marketing plan, along with an estimate of your outcomes. Also decide when and how often to engage with your key influencers.

Step 4: Measure Your Progress : Take time to look back at your progress on Facebook so you know if your marketing is working. Become

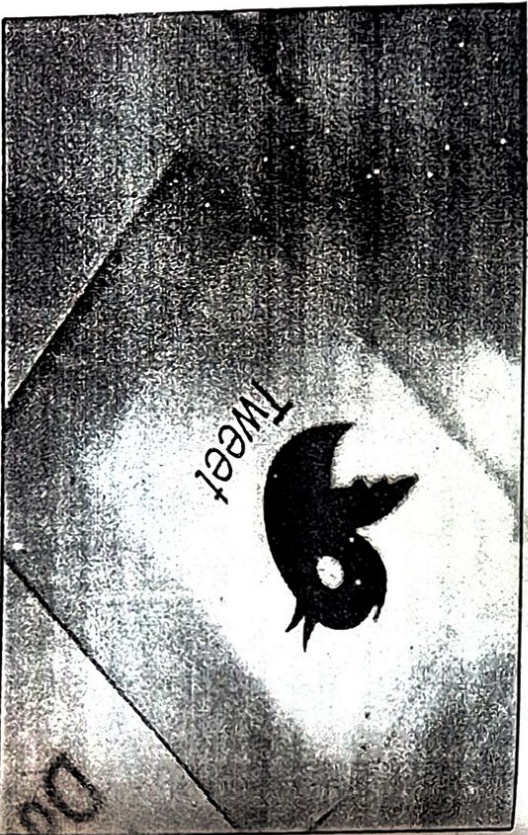
familiar with how Facebook Insights work so you know which posts are working for you.

Q.3. What do you know about Digital Marketing on Twitter ?

Ans. Digital Marketing on Twitter : With hundreds of millions of users and over 500 million tweets being sent each day, there is a great opportunity for businesses to reach a global audience of new and existing customers through Twitter.

Twitter is a social communication tool where people broadcast short messages. These messages, called tweets, are limited to 140 characters in length. As a Twitter user, you select which other people you wish to follow; when you follow someone, their tweets show up in a list known as your Twitter stream.

Anyone who chooses to follow you will see your tweets in their stream. It is not necessary to follow everyone who follows you, and not everyone you choose to follow will follow you back.



Conversations on Twitter are just like the face-to-face encounters you have with customers each day. Compelling content will help you attract new followers and keep them engaged over time, building awareness of your brand and asserting yourself or your brand as an authority in the industry or niche area.

B2K Media Marketing
 Facebook, Twitter, Google+, Pinterest, LinkedIn, Blogger & Product Review Programs. That's what we do. Content development and strategy for your brand.
 v Carolina, NC
 7, 2014-2015
 1, joined March 2015

Tweets	Followers	Likes
281	497	222

4 Ways to Humanize Your Social Media Updates via @SWEXaminer
 #socialmedia #onlinemarketing

4 WAYS TO HUMANIZE YOUR SOCIAL MEDIA UPDATES

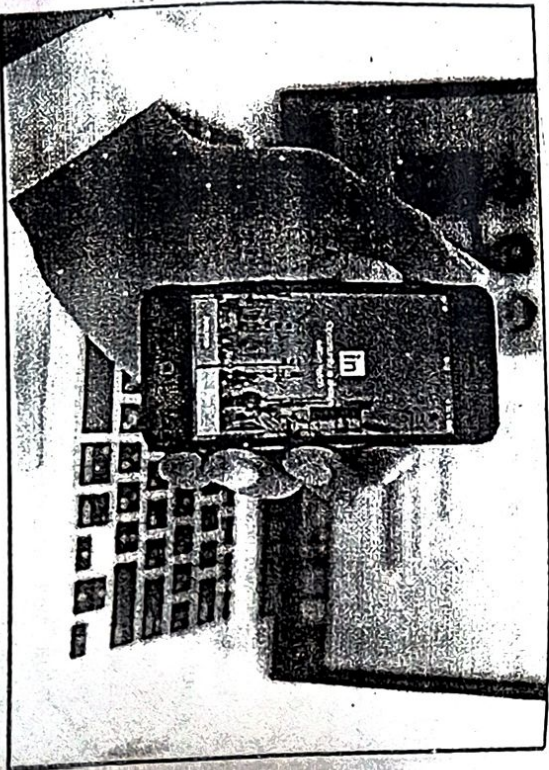
Points to Note : If you want real success and want to build your brand on Twitter, then you should always keep the following points in mind :

- Use your brand name as your Twitter name. It may seem obvious, but it needs to be said!
- If branding a company is your number one priority, use your logo as your Twitter picture.
- You should tweet 10 to 20 times a day to keep your brand name in the Twitter stream.
- Schedule the tweets that have links to valuable content and complement that with 10 or so personalized tweets where you are interacting with other Twitter users.
- Reply to Everything! Really, everything.
- Learn to give. To build a strong brand on Twitter you will need to give back as much as you get. Share content from your "tweeps," retweet, and favorite relevant content.
- Follow at least two new people a day. Follow back anyone who followed you. It's the best way to keep followers! Click on "Followers" and then follow anyone in your stream that you are not connected with.
- One of the biggest mistakes people make on Twitter is not using relevant hashtags. You may want to create your own personal

- hashtag to archive your tweets but use hashtags that are trending when posting, so that your content gets seen.
- Tweet questions or a call-to-action when you post. People are more likely to respond when they're asked something. There's an option to create polls too.

Q.4. Briefly explain the LinkedIn Marketing.

Ans. LinkedIn Marketing : LinkedIn can be a powerful tool for individuals and companies looking to make new connections, generate leads, and build their brand. In addition to being a great way to recruit new talent, LinkedIn marketing is a likely top marketing tool to employ for B2B businesses. It consistently proves to be the platform of choice for marketing product launches and lead generation.



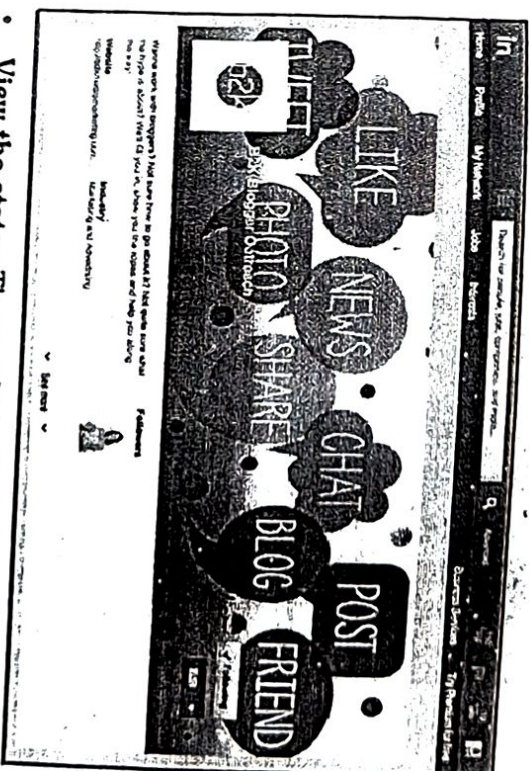
A comprehensive LinkedIn marketing strategy requires ongoing management, monitoring, analysis, and adjustments. Here, we have listed down a set of important tips to help you get the most out of your LinkedIn Marketing strategy :

- **Create a dynamic company page for your brand :** To create a business presence on LinkedIn and gain access to additional features that enhance your visibility, you must build a LinkedIn company page. Consider this page an extension of your website and fill out the complete profile, including products and services. Invite your employees and customers to follow the page.
- **Be an authority in your industry :** You need to plan out what type of content you can provide that will have decision-makers thinking twice about the approaches they're taking. Think about

the discussions you can create that make you stand out as a thought leader. Also determine whether the content is relevant and for whom, and whether the content inspires prospects to want to take action.

- **Engage in the community :** It's not about how many connections you make or followers you have on LinkedIn and other social media platforms. It's about how many people you reach and engage with. The best way to engage in social media is to create a community.

In LinkedIn, you can create actual groups that you manage. Consider taking an active role and creating a group in the industry that you are active in. Or, simply join an existing group and share the relevant content. Either way, you'll be creating new contacts and participating in worthwhile conversations with industry leaders in your field.



- **View the stats :** The new LinkedIn Publisher stats offer amazing insight into not only how many people are viewing each post, but the lifespan of each post, reader demographics, and the people who engage with your posts. To see your stats, go to the Who's Viewed Your Posts tab, which is located under Profile in the main navigation under Who's Viewed Your Profile. Click on any post to see a graph that shows the number of views in the last 7 days, 15 days, 30 days, 6 months or 1 year. This gives you incredible perspective to see the shelf life of each post. Review these numbers, as well as the elements of the posts themselves, to see patterns that will tell you what topics, format, and length your readers are most interested in.

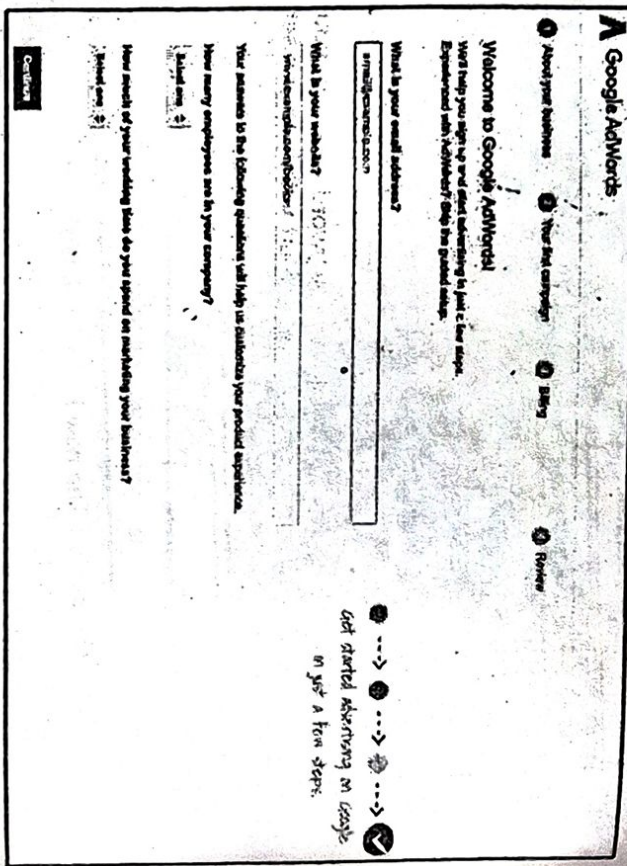
Q.5. How can you explain Google AdWords ?

Ans. Google AdWords is a marketplace where companies pay to have their website ranked right with the top organic search results, based on keywords.

The basic gist is, you select to promote your brand based on keywords. A keyword is a word or phrase the user searches for, who then sees your ad. Your ads will only show up for the keywords you pick.

Google counts the clicks on your ads and charges you for each click. They also count Impressions, which is simply the number that tells you how often your ad has already been shown when the users searched for that keyword.

If you divide clicks by impressions, you get the click-through-rate or CTR. This is the percentage of users who land on your advertised page, because they clicked on your ad.



Consider Google AdWords to be an auction house. You set a budget and a bid. The bid sets how much you are willing to pay per click. If your maximum bid is \$2, Google will only show your ad to people, if other aren't bidding more on average.

Google doesn't just want to show people the ads by the highest bidder - they could still be horrible ads. They care about their users so much that they'd rather show them a more relevant and better ad by someone who pays less.

Therefore - Quality ads + good bid = win!

Create a Google AdWords Account : To create a Google AdWords account, visit - www.adwords.google.com/. From there you'll create your account, and set up your first campaign. Here are the steps -

Step 1 : Select your campaign type and name.

Step 2 : Choose the geographic location where you'd like ads to show.

Step 3 : Choose your "bid strategy," and set your daily budget. Change the default "Bid strategy" to "I'll manually set my bids for clicks". This gives you more control and will help you learn AdWords at a greater level of understanding.

Step 4 : Create your first ad group, and write your first ad. More people click on ads when the headline includes the keyword they're searching on. So use your keywords in your headline when you can. You're limited to 25 characters here, so for some search terms, you'll need to use abbreviations or shorter synonyms. Here's the short version of your ad template :

- **Headline:** Up to 25 characters of text
- **2nd line:** Up to 35 characters
- **3rd line:** Up to 35 characters
- **4th line:** Your display URL

Step 5 : Insert your keywords into the keyword field in your account. Paste in your keywords. Start with just one set, and add plus signs (+), brackets ([]), and quotes (" ") to see precisely how many searches of each type you'll get.

Step 6 : Set your maximum cost-per-click. Set your maximum price-per-click (called your "default bid"). However, realize this: Every keyword is theoretically a different market, which means that each of your major keywords will need a bid price of its own. Google will let you set individual bids for each keyword later.

Step 7 : Enter your billing information and done.
Q.6. What can be done by Youtube Marketing ?

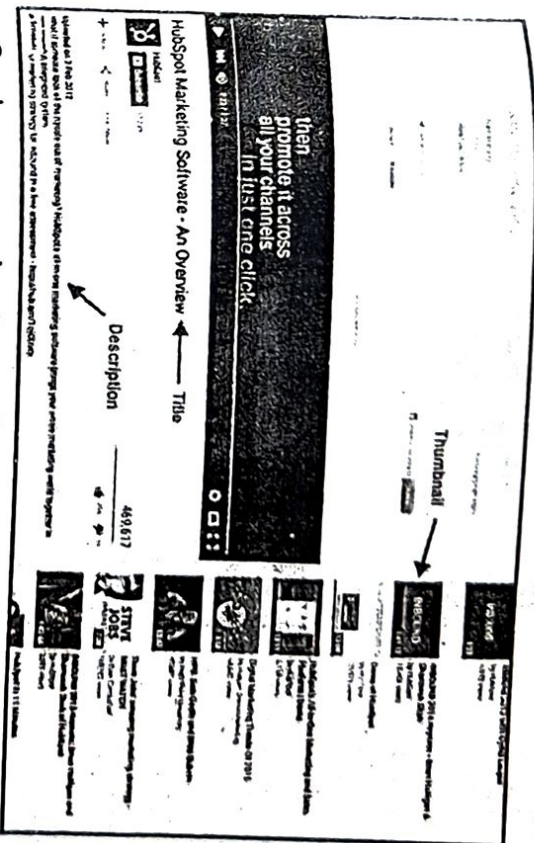
Ans. YouTube is no longer a new platform; it's over ten years old! However, it is seeing tremendous growth. If it isn't already a part of your online marketing strategy, it needs to be. But what types of YouTube videos should you be making? The key is to find the place where, what your brand stands for and what your audience cares about intersect.



Creating the relevant content is step one, but optimizing it YouTube is what gets that content seen by those that matter to your brand with your audience? Here are some commonly employed video themes that are used by businesses and brands :

- **Tutorials** - Show your viewers how to perform a task demonstrate how to use your product.
- **Customer testimonials** : Interview a satisfied customer, share a user generated testimonial on your YouTube channel.
- **Behind-the-scenes videos** : Take your viewers on a tour your office or workspace, or introduce them to your staff or workers.
- **Tips and tricks** : Share useful insights that will help your prospects.
- **Live presentations** : Speaking at a conference or tradeshow Record and share it with your YouTube viewers.
- **Product launches** : Share the release of new products with your YouTube viewers.
- **Statistics** : To establish yourself as an expert in your field, share industry-related statistics, data, and research via a simple slideshow-like video.
- **FAQs** : Compile a list of frequently asked questions and respond to them via video.

Optimize Your Videos : Next, you'll need to optimize your videos for on-site and Google search. Utilizing relevant keywords in your title, tags, and description can help the users find your videos for related searches.



Google recommends using your keywords first, and branding second. Use seasons and episodes if relevant. Tags are your keywords. Put the most important ones first. Include a call to action in your description and be sure to enable closed captioning (loaded with those keywords).

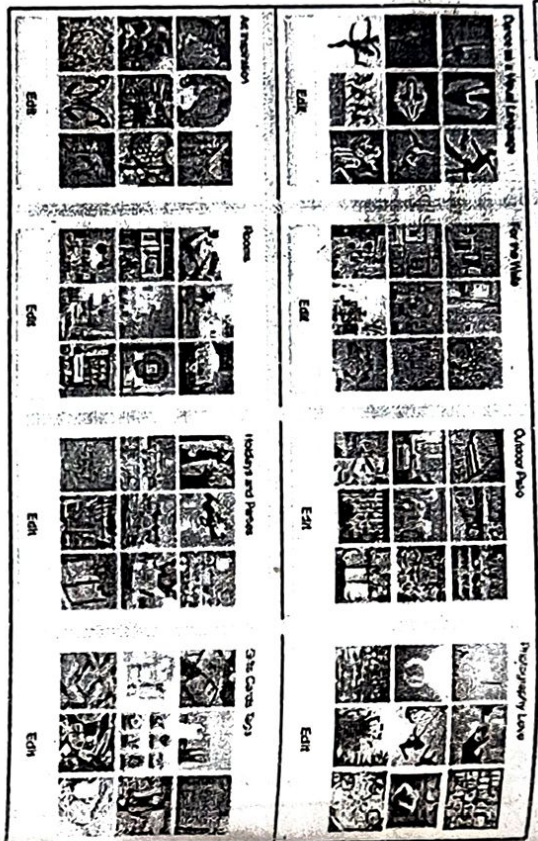
When viewers are scrolling through search results, thumbnails can have the biggest impact on clicks. Make sure you use captivating, colorful, high-contrast images that work well both in small and large formats. The optimal size for your thumbnail image is 1280 x 720 pixels.

Q.7. Explain the digital marketing on Pinterest.

Ans. Pinterest helps people discover things in a simple, visual way. Pinners might find something they love while browsing your boards, scrolling through a category you're listed in or searching for you directly.

Pinterest Pins ; On Pinterest, each Pin is an idea - a gift, recipe, or even a quote. They always point back to the sites they came from (like yours) If you add the Save button to your site, people can use it to add your content to Pinterest. Pinterest pins are 100 times more spreadable than a tweet, with the retweet average hitting only 1.4%. And, as for Facebook, the half-life of a pin is 1,6000x longer than a Facebook post.

Boards are where people collect and organize their Pins. Each board tells a unique story about what that person cares about. People can follow boards whose Pins they like.



Pinterest Business Account : If you don't have an account already, or if your account is personal, you're going to need to sign up for an official Pinterest for Business account in order to tap into the full potential of Pinterest.

By creating a **business account**, you'll also be getting access to Pinterest Analytics, one of the newest and most awesome features of Pinterest for Business account. When you verify your account, you get access to important tracking information. You'll be able to see which strategies and content work, so you can constantly improve your marketing.

Must-follow Rules of Pinterest : When it comes to basic Pinterest Marketing Strategy, you should always follow the set of rules discussed here :

- **Keep clean and organized boards :** A large part of Pinterest's popularity is based on its clean and organized structure. Even with large boards with loads of content, it's naturally pleasing to the eye and easily digestible. This means creating multiple boards where the content is broken down by category so that the relevant content is lumped together.
- **Pin shareable images :** The goal of a Pinterest campaign is to get the most exposure possible with repins, likes, comments, and new followers. A large part of this revolves around pinning images that people find captivating and want to share. As this is one of the most image-centric social networks, try to pin appealing images based on user psychology. Research has shown that images with several dominant colors perform well, and reddish

images do better than blue-toned images; light images perform better than darker images.

- **Follow the right people :** Acquiring some initial followers is often one of the hardest parts because it takes time to build credibility. To speed up this process, it helps to follow some relevant pinners. This is advantageous because every person you follow will be notified, which can bring immediate exposure. Assuming you have quality content, a considerable number of those people will be inclined to follow you back. Once you gain a few followers, there tends to be an accumulative effect where your follower count will continue to grow.
- **Pinning frequency :** It's important to find the right balance of pinning! Too much can annoy your followers, too little and you'll be forgotten.
- **Pin content that matches your audience :** Food, crafts and beauty tend to do really well on Pinterest, but don't force a category that doesn't relate to your brand just to try and get impressions.
- **Create unique content for Pinterest :** Image sizes vary across social media channels. On Pinterest, all pins have the same width, with an unlimited length. A good size to shoot for is 736x1102 pixels for a typical pin. It's not too big, and not too small.

Unit 5

Long and short answer type Questions :

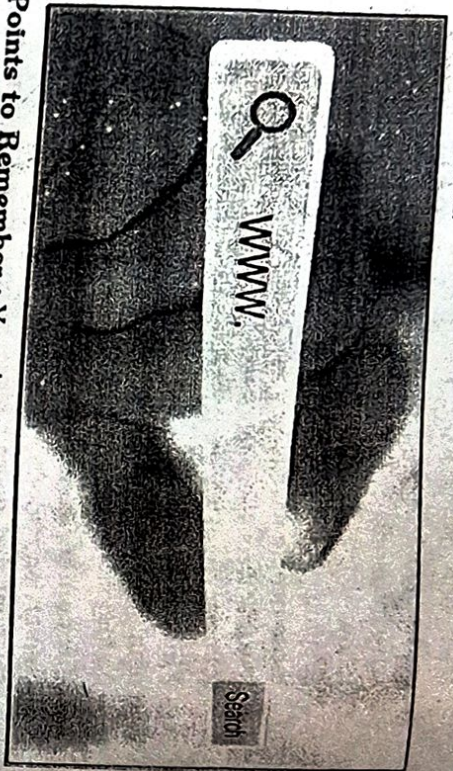
Q.1. What do you know about SEO ? Discuss its importance also.

Ans. SEO : SEO stands for Search Engine Optimization. It is the process of getting traffic from the free, organic, editorial, or natural search results on the search engines. Simply put, it's the name given to the activity that attempts to improve search engine rankings. In many respects, it's simply quality control for websites.

SEO may target different kinds of search, including image search, local search, video search, and news search engines. Employing a sound SEO strategy will help you position your website properly to be found at the most critical points in the buying process or when people need your site.

Search Engine Crawlers : The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find the pages for their algorithmic search results. Pages that are linked from other search engine indexed pages do not need to be submitted because they are found automatically.

Search engine crawlers may look at a number of different factors when crawling a site. Not every page is indexed by the search engines. Distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled.



Points to Remember : You should be careful to keep the following points in mind in order to ensure your brand is well positioned on search engines :

- Search engines want to do their jobs as best as possible by referring users to websites and content that is most relevant to what the user is looking for. This is determined by the site content, how fast your site loads, how often your site is linked to from other credible online resources, and user experience, including design, navigation and bounce rate.
- The items that the search engines don't want are: keyword stuffing, buying links, and poor user experience (too many ads and high bounce rates).
- **Domain naming** is important to your overall branding. As a best practice, use sub-directory root domains (example.com/events) versus sub-domains (events.example.com). Other best practices with domain names are to use consistent domains and keywords in the URL.
- Optimize for different types of results. In addition to optimizing for desktop experience, focus on mobile and tablet optimization along with other media.
- Content on the site should have **title tags** and **meta descriptions**. Although meta tags aren't as important as they used to be in the past; if you do use them, ensure they are formatted correctly.

Q.2. How does Search Engine Work?

Or

What is SEO Copywriting? What is Search Engine Rank?

Or

What is On-Page and Off-page SEO?

Ans. SEO stands for Search Engine Optimization. SEO is all about optimizing a website for search engines. SEO is a technique for :

- designing and developing a website to rank well in search engine results. .
- improving the volume and quality of traffic to a website from search engines.
- marketing by understanding how search algorithms work, and what human visitors might search.

SEO is a subset of search engine marketing. SEO is also referred as SEO copywriting, because most of the techniques that are used to promote sites in search engines, deal with text. If you plan to do some basic SEO, it is essential that you understand how search engines work.

Working of a Search Engine : Search engines perform several activities in order to deliver search results.

- **Crawling :** Process of fetching all the web pages linked to a website. This task is performed by a software, called a **crawler** or a **spider** (or Googlebot, in case of Google).
- **Indexing :** Process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- **Processing :** When a search request comes, the search engine processes it, i.e. it compares the search string in the search request with the indexed pages in the database.
- **Calculating Relevancy :** It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results :** The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.

Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings it is due to an algorithmic shift or something else outside of your control. Although the basic principle of operation of all search

engines is the same, the minor differences between their relevancy algorithms lead to major changes in results relevancy.

SEO Copywriting : SEO Copywriting is the technique of writing viewable text on a web page in such a way that it reads well for the surfer, and also targets specific search terms. Its purpose is to rank highly in the search engines for the targeted search terms. Along with viewable text, SEO copywriting usually optimizes other on-page elements for the targeted search terms. These include the Title, Description, Keywords tags, headings, and alternative text.

The idea behind SEO copywriting is that search engines want genuine content pages and not additional pages often called "doorway pages" that are created for the sole purpose of achieving high rankings.

Search Engine Rank : When you search any keyword using a search engine, it displays thousands of results found in its database. A page ranking is measured by the position of web pages displayed in the first position, then your web page rank will be number 1 and it will be assumed as the page with the highest rank.

SEO is the process of designing and developing a website to attain a high rank in search engine results.

On-Page and Off-page SEO : Conceptually, there are two ways of optimization :

- **On-Page SEO :** It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.
- **Off-Page SEO :** It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc.

Q.3. Discuss the SEO techniques and methods.

Or

What are White Hat SEO and Black hat SEO ?

Ans. SEO techniques are classified into two broad categories :

- **White Hat SEO :** Techniques that search engines recommend as part of a good design.
 - **Black Hat SEO :** Techniques that search engines do not approve and attempt to minimize the effect of. These techniques are also known as spamdexing.
- (1) **White Hat SEO :** An SEO tactic is considered as White Hat if it has the following features :
- It conforms to the search engine's guidelines.

It does not involve in any deception.

- It ensures that the content a search engine indexes, and subsequently ranks, is the same content a user will see.
 - It ensures that a web page content should have been created for the users and not just for the search engines.
 - It ensures good quality of the web pages.
 - It ensures availability of useful content on the web pages.
- Always follow a White Hat SEO tactic and do not try to fool your site visitors. Be honest and you will definitely get something more.

(2) **Black Hat or Spamdexing :** An SEO tactic, is considered as Black Hat or Spamdexing if it has the following features:

- Attempting ranking improvements that are disapproved by the search engines and/or involve deception.
 - Redirecting users from a page that is built for search engines to one that is more human friendly.
 - Redirecting users to a page that was different from the page the search engine ranked.
 - Serving one version of a page to search engine spiders/boots and another version to human visitors. This is called **Cloaking** SEO tactic.
 - Using hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections.
 - Repeating keywords in the metatags, and using keywords that are unrelated to the website content. This is called **metatag stuffing**.
 - Calculated placement of keywords within a page to raise the keyword count, variety, and density of the page. This is called **keyword stuffing**.
 - Creating low-quality web pages that contain very little content but are instead stuffed with very similar keywords and phrases. These pages are called **Doorway or Gateway Pages**.
 - Mirror websites by hosting multiple websites - all with conceptually similar content but using different URLs.
 - Creating a rogue copy of a popular website which shows contents similar to the original to a web crawler, but redirects web surfers to unrelated or malicious websites. This is called **page hijacking**.
- Always stay away from any of the above Black Hat tactics to improve the rank of your site. Search engines are smart enough to identify all the above properties of your site and ultimately you are not going to get anything.

Q.4. Discuss Relevant Filenames in SEO in brief.

Ans. One of the simplest methods to improve your search engine optimization is to look at the way you name your files. Before writing this tutorial, we did a lot of research on file-names and found that search engines like Google give too much importance to file names. You should think what you want put in your web page and then give a relevant file name to this page.

Just try giving any keyword in Google search engine and you will find file names highlighted with the keyword you have given. It proves that your file name should have appropriate keywords.

File Naming Style :

- The filename should preferably be short and descriptive.
- It is always good to use same keywords in a filename as well as in page title.
- Do not use filenames such as *service.htm* or *job.htm* as they are generic. Use actual service name in your file name such as *computer-repairing.htm*.
- Do not use more than 3-4 words in file names.
- Separate the keywords with hyphens rather than underscores.
- Try to use 2 keywords if possible.

File Name Example :

Listed below are some filenames which would be ideal from the users' point of view as well as SEO.

slazenger-brand-balls.html
 wimbleton-brand-balls.html
 wilson-brand-balls.html

Notice that the keywords are separated by hyphens rather than underscores. Google sees good filenames as follows :

seo-relevant-filename as seo relevant filename(good)
 Filenames with underscores are not a good option.
 seo_relevant_filename as seorelevantfilename (not good)

File Extension :

You should notice that **.html**, **.htm**, **.php** and any other extension do NOTHING for your visitors, and they are simply a means of offloading some of the work of configuring your webserver properly onto your visitor's. In effect, you are asking your site visitors to tell your webserver HOW to produce the page, not which one?

Many Web masters think that it is a good idea to use filename without using extension. It may help you, but not a whole lot.

URL Sub-Directory Name : From Search Engine Optimization point of view, URL sub-directory name hardly matters. You can try giving any keyword in any search, and you will not find any sub-directory name matching with your keywords. But from the user's point of view, you should keep an abbreviated sub-directory name.

Points to remember : Keep the following points in mind before naming your files :

- Keep the web page filename short, simple, descriptive, and relevant to the page content.
- Try to use a maximum of 3-4 keywords in your filename, and these keywords should appear on your web page title as well.
- Separate all keywords with hyphen rather than with underscore.
- Keep your sub-directories name as short as possible.
- Restrict the file size to less than 101K because Google chops almost everything above that.

Q.5. Explain the website design and layout in short.

Ans. Design & Layout : The website design and layout gives the first impression about your site. There are sites which are too fancy and regular net surfers just reach those sites and come out even without creating a single click.

Search engines are very smart but after all, they are software and not human being, who can read the content of their interest. If you make your site too complicated, then the search engine would not be able to parse the content of your site properly, and finally indexing would not be efficient, which results in a low rank.

The actual page content should have a keyword density of about 10% and should weigh in at about 200 words - but there are as many opinions about this as there are SEO experts. Some say, keyword density should be 5% and some say it should be 20%. You can go with 10% which is good enough.

Here are a few guidelines that you should keep in mind while designing a web page.

- You should have more text content than HTML elements.
- No frames. They are the enemies of search engines, and search engines are enemies of frames.
- No ads if possible. Because most of the ads use Java-Script which is not advised to be used.
- No JavaScript. If you need JavaScript, call it from an external file rather than dumping the code in the HTML file. JavaScript drop-down menus prevent spiders from crawling beyond your

- homepage. If you use them, be sure to include text links at the bottom of the page.
- Do not put anything in the page topic that does not fit perfectly.
- No unnecessary directories. Keep your files as close to the root as possible.
- No fancy stuff (Flash, Splash, Animated Gifs, Rollovers, etc.) unless absolutely necessary.

Q.6. What are Optimized Keywords in SEO ?

Or

What is Word Stemming?

Ans. Optimized Keywords : A keyword is a term that is used to match with the query a person enters into a search engine to find specific information. Most people enter search phrases that consist of two to five words. Such phrases may be called search phrases, keyword phrases, query phrases, or just keywords. Good keyword phrases are specific and descriptive. The following concepts related to keywords, help in optimizing the keywords on a web page :

- **Keyword Frequency :** This is calculated as how often does a keyword appear in a website title or description. You do not want to go overboard with frequency, however, since on some engines if you repeat a word too many times, you are penalized for "spamming" or keyword stuffing. In general though, repeat your keyword in the document as many times as you can get away with, and up to 3-7 times in your list of metatags.

Keyword Weight : It refers to the number of keywords appearing on your web page compared to the total number of words appearing on that same page. Some search engines consider this while determining the rank of your website for a particular keyword search. One technique that often works well is to create some smaller pages, generally just a paragraph long that emphasizes a particular keyword. By keeping the overall number of words to a minimum, you can increase the "weight" of the keyword you are emphasizing.

Keyword Proximity : It refers to the placement of keywords on a web page in relation to each other or, in some cases, in relation to other words with a similar meaning as the queried keyword. For search engines, that grade a keyword match by keyword proximity, the connected phrase home loans will outrank a citation that mentions home mortgage loans assuming that you are searching only for the phrase "home loans".

Keyword Prominence : It is a measure of how early or high up on a page the keywords are found. Having keywords in the first heading and in the first paragraph (first 20 words or so) on a page are best.

Keyword Placement : Where your keywords are placed on a page is very important. For example, in most engines, placing the keywords in the Title of the page, or in the Heading tags will give it more relevancy. On some engines, placing keywords in the link text, the part that is underlined on the screen in a browser, can add more relevancy to those words.

Best Places to Put Keywords : Here is a list of places where you should try to use your main keywords.

- Keywords in the <title> tag(s).
- Keywords in the <meta name="description">.
- Keywords in the <meta name="keyword">.
- Keywords in <h1> or other headline tags.
- Keywords in the keywords link tags.
- Keywords in the body copy.
- Keywords in alt tags.
- Keywords in <!-- insert comments here --> comments tags.
- Keywords in the URL or website address.

Finding Keywords : There are many different ways to find keywords for your website. Some good keyword ideas are :

- The potential words, people would use to find your product or service.
- The problems that your prospective customers may try to solve with your product or service.
- Keyword tags on competitor's websites.
- Visible page copy on competitor's websites.
- Related search suggestions on top search engines.
- Using an online tool such as Google Keyword Tool
- By analyzing your website carefully and finding out proper keywords. This task can be done by expert SEO copywriters.
- Pay attention to stemming for your keywords - particularly to what the root word is and what Google considers to be a match for that word, when optimizing pages over time.
- You can do brainstorming to identify correct keywords for your site.

Word Stemming : Google uses a feature called word stemming that allows all forms of the word - singular, plural, verb form as well as similar words to be returned for a given search query. So if someone types in "house plans", not only the pages that are optimized for that phrase but the pages that contain all variations of that phrase are returned. For example, "house plan", "house planning", "house planner".

Q.7. Discuss the Optimized Metatags.

Or

What do the Metatags Look Like?

Ans. There are two important meta tags :

- Meta description tags
- Meta keyword tags

Some search engines may display the meta description as a part of the search results, but the meta keyword tags should not appear in search results. The general consensus among SEO experts is that metatags are dead. Even so, many of these same experts continue to use metatags in their own sites. For Google, adding the description meta tag does not result in a boost in the Search Engine Results Pages (SERPs), but the description might be used for the description for your SERP listings in Google. Yahoo! says, they use the Keyword Meta Tag when it ranks a page. Hence it makes sense to add one for Yahoo! and any other minor search engines that still use.

What Do the Metatags Look Like?

You can add the following in the head section of the web page :

```
<meta name="keywords"
content="KEYWORD1 KEYWORD2 KEYPHRASE1 etc.
about 30 to 40 unique words">
<meta name="description"
content="An accurate, keyword-rich description
about 150 characters">
```

(1) **Meta Description Tag Tips :** Important tips for good Meta description tags :

- Use keywords in your meta description tag.
- Try not to repeat the words overly often, but try to use multiple syntaxes of your key words.
- There should not be more than 150 characters in a description metatag of a single web page.

- Use a different meta description tag for each page, as each page is different and stands a better chance of being found if you place a good title and description on it.

(2) **Meta Keywords Tag Tips :** Use the following tips for preparing good meta keywords tags :

- Use synonyms.
- Use unique keywords.
- No need to repeat any given phrase.
- You can repeat a word any number of times, as long as each time it is part of a different phrase.

Robots Meta Tag : The important metatag that you may need sometime is the Robots Metatag which looks like this :

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

Using the above metatag, you can tell a spider or a robot that you do not want some of your pages indexed, or that you do not want your links followed.

Q.8. Write in brief the title Optimization.

Ans. An **HTML TITLE** tag is put inside the head tag. The page title (not to be confused with the heading for a page) is what is displayed in the title bar of your browser window, and is also what is displayed when you bookmark a page or add it to your browser Favorites. This is the one place on a webpage where your keywords **MUST** be present. Correct use of keywords in the title of every page of your website is extremely important to Google - particularly for the homepage. Here are some considerations while designing the title of a webpage :

- The title shouldn't consist of more than about 9 words or 60 characters.
- Use keywords at the very beginning of the title.
- Do not include your company name in the title unless your company name is very well known.

Improper or nonexistent use of titles in webpages keeps more websites out of top rankings on Google than any other factor except perhaps for a lack of relevant content on a page or a lack of quality links from other websites that point to your site.

Best Practices for Creating Titles : Here are some best practices you should follow for creating titles on pages :

- Each page should have a unique title.
- If practical, try to include your Primary Keyword Phrase in every title of every page.

- Begin the title of your home page with your Primary Keyword Phrase, followed by your best Secondary Keyword Phrases.
- Use more specific variations to your Primary Keyword Phrase or your specific product, service, or content pages.
- If you must include your company name, put it at the end of the title.
- Use the best form, plural or singular, for your keywords based on what WordTracker says is searched on more often.
- Do not overdo it - do not repeat your keywords more than 2 to 3 times in the title.
- Make sure the <title> tag is the first element in the <head> section of your page - this makes it easier for Google to find the page.

Q.9. What is Mobile SEO?

Ans. Millions of users these days access the web using smartphones running on Android, iOS, or Windows. Hence, it has become imperative that websites adapt themselves to this changing environment and make suitable changes in their website design to attract more viewership.

The desktop version of a site might be difficult to view and use on a mobile device. The version that is not mobile-friendly requires the user to pinch or zoom in order to read the content. Users find this a frustrating experience and are likely to abandon the site. In contrast, a mobile-friendly version is readable and immediately usable.

A recent Google update makes it mandatory that a website should be mobile-friendly to be effective on Mobile Search Engines. Note that a website that is not mobile-friendly will not have any impact on regular search engines either.

In this chapter, we will see how to make a website mobile-friendly in order to ensure the visitors who access the website from mobile devices have an optimized experience.

Mobile Search Engine Optimization is the process of designing a website to make it suitable for viewing on mobile devices of different screen sizes having low bandwidth. Apart from following all the SEO rules which are applicable to a desktop website, we need to take additional care while designing a website for mobile devices. A website is mobile friendly if it has the following attributes :

- A good mobile website has a responsive design which performs well on desktops as well as mobile devices. It not only reduces the maintenance of the website but also makes the content consistent for the search engines.

- The contents of a good mobile website are easy to read on a mobile device without having to zoom the screen. It has appropriate fonts, colors, and layouts.
- It is easy to navigate through a good mobile website on a small screen. It provides links and buttons that can be easily maneuvered using a finger.
- A good mobile website is lightweight such that it takes less bandwidth and time to load on mobile networks.
- The Home Page of a mobile website plays the most important role in connecting users to the content they are looking for. Therefore, good mobile websites make sure the most important links are displayed on the Home Page so that they get enough visibility.

The ranking of a website depends heavily on how user friendly it is. You can follow the guidelines given below to design a great mobile-friendly website.

Optimize Your Site for Mobile : If your site is already optimized for search engines, then it should not be too difficult to optimize it for mobile devices. First, let us understand what it takes to go mobile. We can categorize the steps into three broad categories :

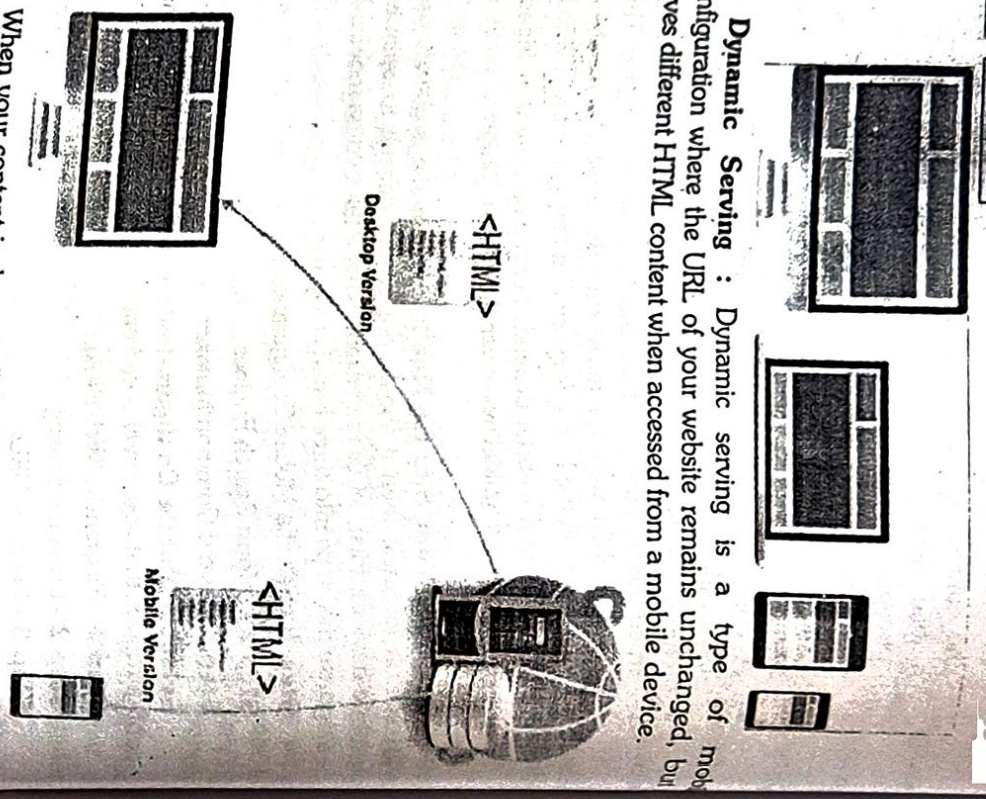
- Step 1 - Select a Mobile Configuration**
 - Step 2 - Inform Search Engines**
 - Step 3 - Avoid Common Mistakes**
- Select a Mobile Configuration :** There are three different mobile configurations that you can choose from :
- Step 1 - Responsive Web Design**
 - Step 2 - Dynamic Serving**
 - Step 3 - Separate URLs**

Each has its own advantages and disadvantages. Google recommends responsive design, however it supports all three configurations. The following table shows how the mobile configuration affects your URL and HTML code :

Mobile Configuration	URL	HTML
Responsive Web Design	Stays the same	Stays the same
Dynamic Serving	Stays the same	Different HTMLs
Separate URLs	Different URLs	Different HTMLs

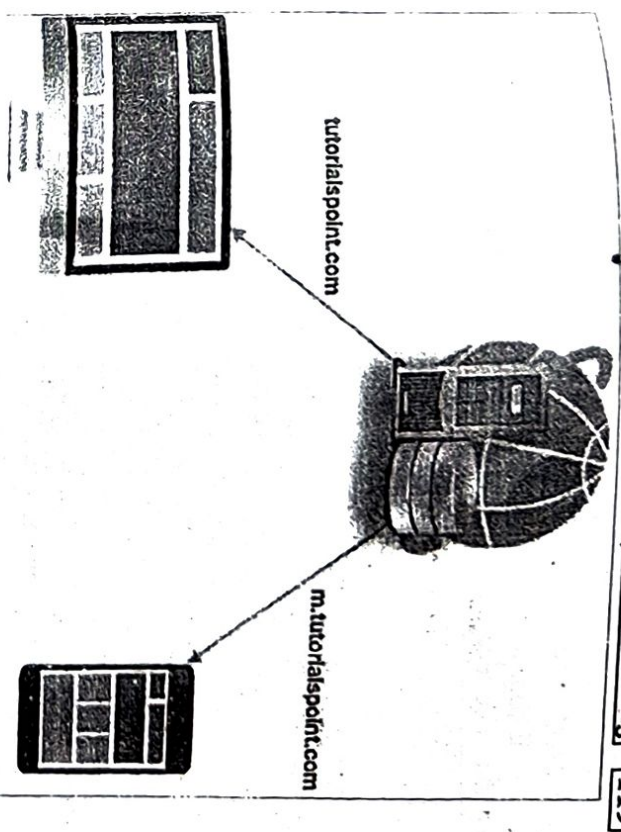
Responsive Web Design : Google recommends responsive web design because it is the simplest mobile configuration and very easy to implement. It serves the same HTML code on the same URL, however it adjusts the content based on the screen size of the mobile device.

Dynamic Serving : Dynamic serving is a type of mobile configuration where the URL of your website remains unchanged, but it serves different HTML content when accessed from a mobile device.



When your content is dynamically served from the server, make sure you inform Google that the content it is crawling may look different on mobile devices. A major drawback of this approach is that you will have to do additional processing on your content at the server level before serving it to the user. This approach puts unnecessary load on your server and makes it slow.

Separate URLs : When you maintain two different URLs — one for mobile users and another for desktop users — make sure you inform Google explicitly when to serve which version. Google does not recommend separate URLs because it can detect automatically that your mobile pages are different from your desktop pages.



This approach is not practical when you have a big website because maintaining two versions of the same website will require double the effort and money. At the same time, you cannot avoid various discrepancies in your content while maintaining two versions.

From the viewpoint of SEO, each URL performs separately. Hence your desktop ranking will never be added to the mobile ranking and they will always be assumed as separate websites. We don't recommend maintaining different URLs for mobile and desktop versions if you want to draw the benefits of SEO.

Inform Search Engines : Make sure Google and other search engines understand your mobile configuration. Most important of all, Google must understand your page so that it can rank your website properly. How you inform Google depends on which mobile configuration — responsive web design, dynamic serving, or separate URLs — you have opted for.

In case your site has a responsive design, Google's algorithms can understand it automatically without you having to inform Google. When you have a responsive design, just make sure you have the following meta-tag in your webpage header :

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

The viewport decides how your webpage will be displayed on a device. A site with responsive design varies its size based on the size of the

device screen. Declare a viewport so that your webpage displays correctly on any device.

If your website is **dynamically served**, make sure you allow Google to detect your configuration using the Vary HTTP header :

Vary: User-Agent

The **Vary** header is important to tell the search engines that different content will be served on desktops and mobile devices. This header is really important when your content is served by any cache system like **Content Delivery Network** and those systems will make use of the header while serving content on different devices.

In case you maintain **separate URLs**, e.g., **example.com** and **m.example.com**, then you can inform Google by adding a special **link rel=alternate** tag in your desktop version and vice versa as follows.

Desktop page should have following in its header:

```
<link rel="alternate" media="only screen and (max-width: 640px)" href="http://m.example.com">
```

Mobile page should have following in its header:

```
<link rel="canonical" href="http://www.example.com">
```

Avoid Common Mistakes : In order to optimize your website for mobile devices, make sure you avoid committing the following mistakes :

- **Slow Mobile Pages** : Mobile networks are slower as compared to wired Internet networks, so it is important to pay attention to how fast your mobile pages load. It is a critical Google ranking factor. Use a mobile SEO tool to find out your mobile page speed. Google provides a number of good tools that you can use. Browse the following link : <https://www.google.com/webmasters/tools/mobile-friendly/>

- **Don't Block CSS and JavaScript** : Google recommends to use inline CSS and JavaScripts for mobile friendly websites so that they can be downloaded along with the content. So if you don't have much CSS, then try to adjust it within the tag itself; but if you are using a lot of CSS in separate files, then try to include it at the bottom which will stop blocking the other content being downloaded. The same rule applies to JavaScript, which can be kept inside the page itself or included at the bottom of the page. If you can avoid including the file at the top of the page, then make use of **async** attribute while including them.

```
<script async type="text/javascript" src="jquery.js"></script>
```

- **Mobile Redirects** : Since mobile networks are normally slow, too many redirects can hurt your page speed. If you are maintaining multiple URLs, make sure all your links point to the relevant pages. In case you maintain multiple URLs and you recognize a user is visiting a desktop page from a mobile device and you have an equivalent mobile page at a different URL, then redirect the user to that URL instead of displaying a 404 error.

- **Heavy Images** : Heavy images increase the load time, however we cannot completely get rid of them since they are useful and effective. Therefore you should maintain a good balance between text and heavy images. Use a good tool to optimize your images and save them at low resolution to avoid heavy downloads.

- **Avoid plugins and pop-ups** : Plugins like Flash and Java may not be available on user's mobile device. Always ensure you don't have any unplayable content on your mobile page. Avoid using pop-ups on mobile pages because it becomes quite clumsy to close these pop-ups on a mobile device.

While creating a mobile page, always keep in mind that the user has limited space to work on. So, you need to be as concise as possible while creating titles, URLs, and meta-descriptions of course without compromising the essence or quality of information.

Useful Tools : Here is a list of some useful tools that you can use to find out how mobile friendly your site is :

- **Google Webmaster Tools** : Use the available Google tools and techniques to understand what should be used and what should be avoided while designing desktop as well as mobile websites.
- **Mobile Emulator** : It lets you see how your site appears on a wide variety of mobile devices.
- **Moz Local** : Use this tool to ensure that your local SEO is in order.
- **Responsive Web Design Testing Tool** : Use this tool to see how your responsive site looks like on a variety of mobile devices with different standard screen sizes.
- **Screaming Frog** : This is a useful tool that allows you to analyze your site and double-check all the redirects.
- **User Agent Switcher** : This is a Firefox add-on that you can use to find out how your site looks like when accessed from a different user agent.

Q.10. What is a Google Algorithm?

Ans. Google Algorithm : Google has a very complex algorithm for serving search results, and it changes relatively frequently. And although the company does not make the exact algorithm public, here are a few elements that we know for a fact have an impact on a page's ability to appear in the results for certain keywords :

- The keyword's appearance in the page's title, header tags, and meta description.
- The amount of naturally-occurring, organic links to the page.
- The way the website performs on mobile devices, such as smartphones and tablets.

Of course, these are just some of the characteristics the Google algorithm explores when determining how to deliver and rank pages. There are likely dozens, if not hundreds, of others.

Q.11. How does Google determine which elements matter the most?

Ans. As the Google algorithm "reads" a webpage, it prescribes a pre-ordained numerical value to each trait it's seeking on the page. That numerical value is then added to the end result. Thus, the web page that has the most desirable traits will rise to the top of the page rankings because the algorithm assigns it more importance.

These calculations by the Google platform are conducted incredibly quickly, and the rankings may fluctuate as web developers manipulate the attributes that contribute to page rankings across a website, or on a single page.

Therefore, rankings as assigned by the Google algorithms are fluid. A page that ranks third for a keyword may rise to first or fall to tenth as the content on both it and the other pages in the results change. Usually, the top spots are held by businesses that do search engine optimization, or SEO, on their sites.

Q.12. What is a Google algorithm for search?

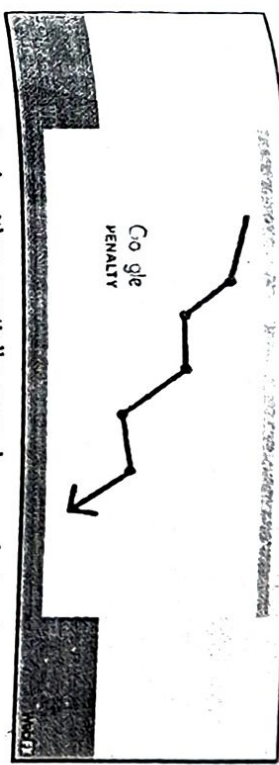
Ans. The basic Google algorithm is used for each search conducted on the site, but it's personalized by the searcher. For instance, an individual who inputs "buy running shoes" wants very different results from someone who types "cat videos."

The algorithm is adjusted for each search, and can be altered by even the slightest changes to spelling and word order. The results are then given to the user, who can decide which site to visit.

Again, this happens rapidly. Additionally, it shows that the Google algorithm has been designed to offer a wide array of personalization. In recent years, Google's search has become responsive enough to offer

suggestions, when one term is typed by the user. This is an indication of a different type of algorithm being used to create an individualized dropdown menu of search suggestions based on the browser history, as well as other factors.

Q.13. What is a Google algorithm for SEO?



Ans. Google algorithm partially uses keywords to determine page rankings. The best way to rank for specific keywords is by doing SEO. SEO essentially is a way to tell Google that a website or web page is about a particular topic.

Years ago, it was commonplace for many sites to "keyword stuff" their content. In essence, they assumed that the Google algorithm would think that the more keywords that were written, the more important the page should be.

Once Google realized this, they altered their algorithm to penalize sites that stuff their pages with keywords, as well as many other "black hat" SEO practices. Because of this, you should avoid any tactic that is done with the aim of outsmarting search engines. Although they may not notice right away, Google will eventually pick up on what you are trying to do, and your rankings will suffer.

Q.14. What does the future hold for the Google algorithm?

Ans. Google rarely gives any indication of the changes in its algorithms unless they are major. Smaller changes are made internally, and are usually not felt except as smaller ripples. It's vital to stay abreast of Google's algorithm announcements, but it's just as important not to overthink the algorithms or try to "game" them.

Instead, it's imperative to simply acknowledge the power the Google algorithm has, and try to produce the best website possible. Consequently, visitors will be pleased with what they see, which is always a positive ranking signal.

Q.15. Give the Benefits of Google AdWords.

Ans. Benefits of Google AdWords :

- (1) **Adwords works faster than SEO :** The topmost benefit of Google AdWords is that it works faster than SEO. Both SEO and Google

AdWords are search engine marketing strategies to generate more traffic and leads. But, a well optimized AdWords campaign can work much faster for a business to get the much coveted first spot in search.

Here are some reasons why it's faster and more effective

- You can focus on **multiple keywords** at a time.
- You can **turn the campaign on or off** whenever you want to.
- Ads which appears on the top of the page get immediate visibility.

Of course, this does not mean that you should ignore organic sources as they have more long-term benefits. But with AdWords, there is a better chance of driving more traffic and leads instantly. Additionally, the platform is more transparent, and you know exactly what is happening with the ads.

On the other hand, search engine optimization, though very beneficial is a long-term process. To rank for any keyword, it requires a lot of perseverance and a lot of well-written articles, and backlinks. And even then, it takes a while for them to gain the necessary authority.

(2) Increase brand awareness : Google AdWords, in addition to boosting traffic, clicks, and conversions, is also an efficient way to tell people about your brand. To verify this, Google partnered with Ipsos to run a study across 12 verticals, right from automobiles to retail. It was discovered that search ads lift top-of-mind awareness by an average of 6.6%.

(3) Reach more customers through their Gmail Inbox : One of the most used marketing strategies in every business is email marketing which is why gmail ads can be helpful as well. In September 2015, Google integrated native Gmail ads with Google AdWords and made it available to all advertisers, which means you can reach more prospects through their gmail inbox.

Usually, Gmail ads appear on the promotion tab, but sometimes you can see it on the social tab too. These ads run on both desktops and mobiles. Since Gmail ads generally cost much less than search ads, if you have a small budget, then you can try Gmail ads as well.

(4) Reconnect with visitors of your website : One of the coolest benefits of Google AdWords is reconnecting with your website visitors. Let me elaborate.

You might have window shoppers on your website. These are people who have visited all the pages on your website but haven't taken any action. How do you remind them of you and what you could do for them? Enter Display Remarketing and RLSA campaigns.

(5) Measure your performance consistently : It is very difficult to measure the outcome of traditional advertisements like newspapers, radio, broadcast television, cable television, outdoor billboards, brochures etc. Also, they are much more expensive than Google AdWords. You can't control your own budget and spend. Additionally, you wouldn't know the source of the leads coming from these media, unless your customer chooses to divulge it. As a result, it would be very difficult to calculate ROI from traditional media.

(6) Explore more using your ads : AdWords is a great platform but it won't let you know what people do after clicking the ads. But, Google analytics would help you understand,

- How long a visitor stayed on a page
- How many pages have been visited
- Bounce rate of your landing page
- Details about new visitors and returning visitors and much more.

By linking them together, you will have a lot more data in your hand. An advertiser can measure the complete performance of the Google ads. He/she can pause the non-performing keywords/campaigns/ads and try different variations to boost your results. This data would also help in writing more articles/posts using keywords that performed best for your business. Using those keywords you can rank better for organic search as well.

(7) Tackle your competition better : When someone searches for something related to your product/services online, and you aren't running ads, but your competitors are, then that means trouble for you. You'll lose business almost instantly.

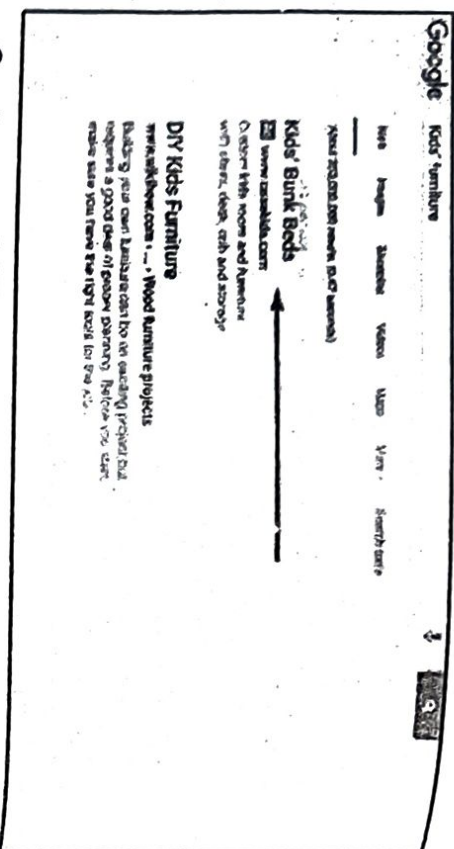
You need to keep an eye on them to see how they are promoting their business, what kinds of ads they run etc. The transparent system of Google AdWords helps you do this. Grab the opportunities that come your way and make yourself stand out from your competition.

Q.16. Explain the AdWords.

Or

How will you Create an AdWords Campaign?

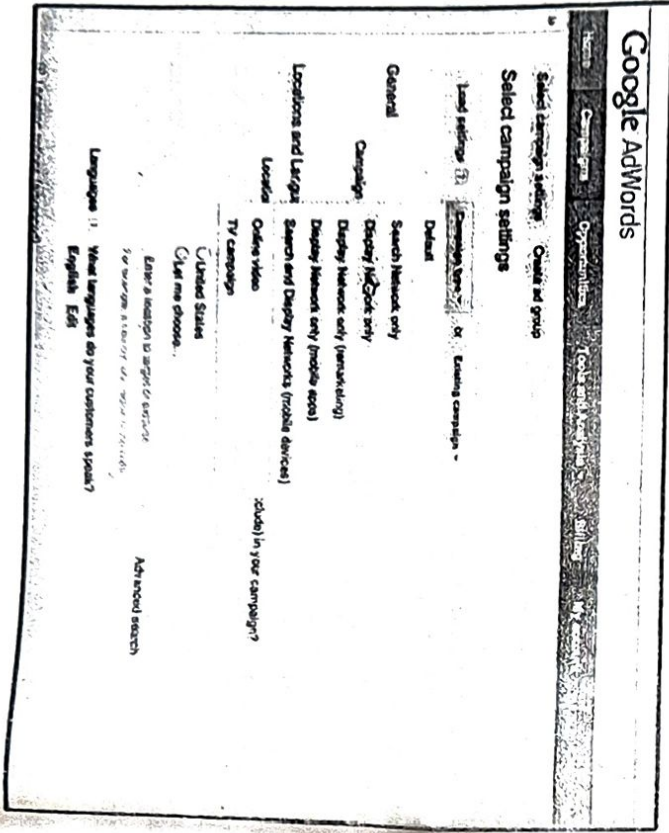
Ans. AdWords : This is an advertising program from Google, where you can register and can pay them based on the number of clicks on your website link or based on the number of page impressions. Webpages from Google and from partner websites are designed to allow Google to select and display the advertising.



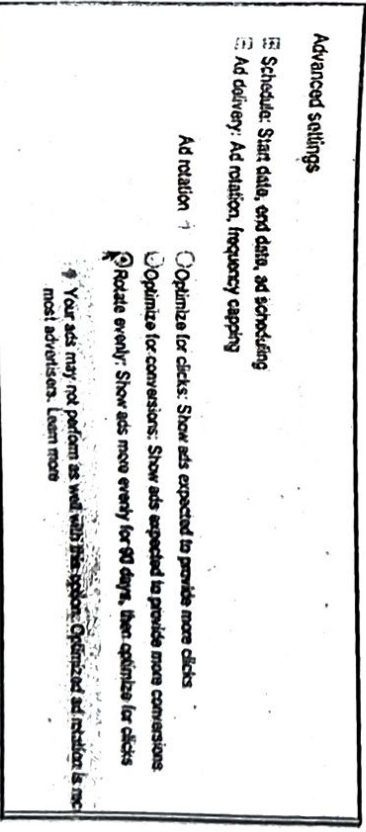
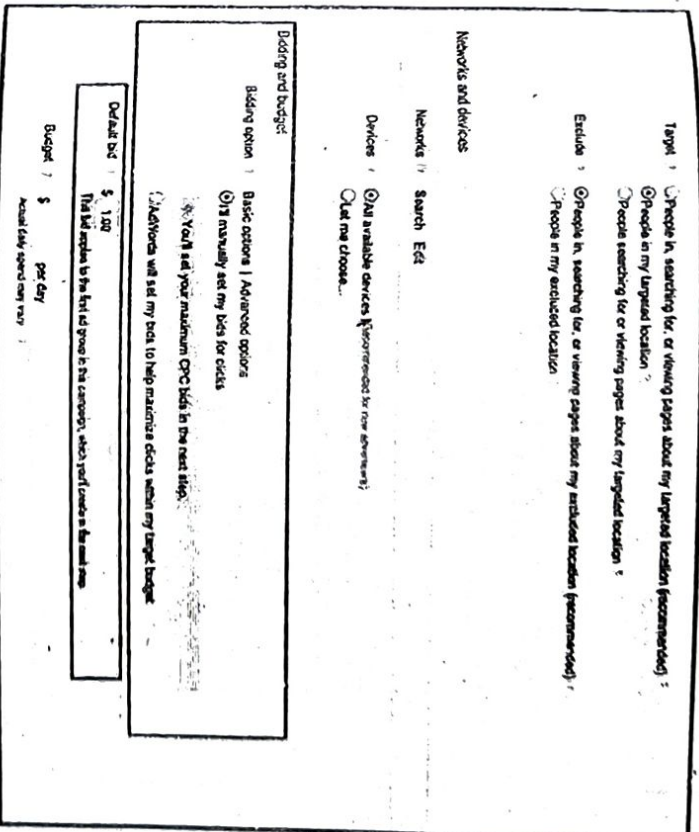
Creating an AdWords Campaign : To create an AdWords Campaign, you should follow the steps given below :

Step 1 - To create an AdWords campaign, you must first create an account by clicking on the following link <https://adwords.google.com/um/signin>

Step 2 - After logging in, click on Campaigns, select the type of load and location as shown in the following screenshot. AdWords is like Facebook Advertisements.



Step 3 - Click on the Radio button for the target that you want as shown in the picture below. Also, you have to bid the budget. How much do you want to spend per click?



Step 4 - Put a group name and then fill the Headlines and Description Fields for the AdWords that have to be created.

Home Campaigns Opportunities Tools and Analytics Billing

Select campaign settings Create ad group

Create the ad

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to account.

Ad group name:

Create an ad

Text ad Image ad Display ad builder WAP mobile ad

To get started, just write your first ad below. Remember, you can always create more ads later.

Headline

Description line 1

Description line 2

Display URL

Destination URL

While you are filling in the details, you can see on the left preview pane how the AdWords are going to look once they are created.

Headline Chicago Dog Trainer

Description line 1 Top Chicago Dog Trainer

Description line 2 Free Dog Training Lessons From

Display URL DogTrainingChicago.com

Destination URL http://www.dogtrainingchicago.com

Ad preview: The following ad preview may be formatted slightly different

Side ad Chicago Dog Trainer
Top Chicago Dog Trainer
Free Dog Training Lessons From
DogTrainingChicago.com

Top ad Chicago Dog Trainer
Top Chicago Dog Trainer
Free Dog Training Lessons From
DogTrainingChicago.com

Step 5 - Select such Keywords that the search engine will show when people do searching.

Keywords

Select keywords

Your ad can show on Google when people search for the keyword

When creating your keyword list, think like your customers: how services? Specific keywords (often containing 2-3 words) will help interested users. Try starting with 10-20 keywords. You can always choose effective keywords.

Enter one keyword per line. Add keywords by spreadsheet

Help me choose effective keywords.

```
[dog training]
[chicago dog training]
[dog training chicago]
"dog training"
"chicago dog training"
"dog training chicago"
*dog +training +chicago
```

Estimate search traffic

Q.17. How will you create amazing Ads for Facebook and Twitter?

Ans. Create amazing Ads for Facebook and Twitter : Most of the advice you'll find about running paid social ads deals with the technical process behind it: what buttons to push, what levers to pull, and so forth. It's extremely important to sharpen these technical skills, because if you can operate the plane, you can fly it places. However, if your plane looks like crap, no one is going to want to fly with you.

How to Create Amazing Ads for Facebook & Twitter



You could be an expert at creating campaigns in Twitter and Facebook. You may know how to target the right people in the right places at the right time. Hell, you could even be targeting a specific list of people directly. This is the part in the process that causes a lot of distress for those of you who are in a rush or don't have a designer.

Getting Started : Know Your Twitter/Facebook Ad Sizes

It's critical to know the dimensions for Facebook and Twitter ads, because if you don't, the size you have will be manipulated (stretched and resized) and will appear pixelated, distorted, or just plain weird.

Twitter Ad Sizes :

- Minimum to appear expanded: 440 X 227 pixels
- Maximum to appear expanded: 1024 X 512 pixels
- Appears in stream collapsed at 506 X 253:

Twitter Card Sizes :

- Lead Gen card: 800 X 200 pixels
- Website card: 800 X 320 pixels:
- Image App: 800 X 320 pixels:

Facebook Ad Sizes : For Facebook, I recommend the universal size of 1200 X 628 pixels for any ads that only use an image. The reason being that Facebook will use this larger size for the newsfeed and automatically resize it to fit into the other smaller placements. When you go from the larger size to a smaller one, there isn't a loss in image quality. For carousel ads, you'll want each image to be 600 X 600 pixels.

Finding the Right Images for Facebook and Twitter Ads : It is extremely important to choose the "right" image when it comes to your social media ads. You have to get in the mindset of treating your ad creative as more of a part of your strategy and less like an afterthought. Keep in mind that the purpose of the ad is not just to drive clicks and engagement, but the clicks and engagement you want.

Tools for Creating Your Facebook and Twitter Ads : The biggest issue when creating an ad is actually having an image to begin with. Even if you have images in your landing page, they may be too small to effectively fill a 1200 X 628 space, for example. If that's the case, you have a number of options available to go with.

(1) Pixabay : "All images and videos on Pixabay are released free of copyrights under Creative Commons CC0. You may download, modify, distribute, and use them royalty-free for anything you like, even in commercial applications. Attribution is not required." This statement from Pixabay's website tells you all you need to know. Although your options are more limited than paid services, Pixabay allows you to quickly find

images to use, and you get the peace of mind that you won't have a lawsuit filed against you.

(2) iStock : Although iStock isn't free, man, it is awesome. The iStock website offers an incredible amount of photos that, once purchased, are 100% yours to use forever. All of the "business kids" we use are from iStock, and we are thankful for that. The great thing about iStock is the quality of images that you can purchase. I recommend downloading the largest size possible for your desired image so that you have the flexibility of resizing without sacrificing quality.

(3) Compfight : Compfight is a Flickr search engine that allows you to search through public albums of images on Flickr. However, tread carefully, as not all images are licensed under Creative Commons, and commercial use (i.e. using them in advertisements) may be prohibited by the individual user and owner of the rights to the image. If you find an image you like, take great care to ensure that you are legally permitted to use it for commercial purposes.

(4) MorgueFile : MorgueFile is another great source of free images. The quality is mixed some of the images on the site are excellent, whereas others are terrible but it's another place you can go to look for images you can use in your ad creative.

Editing Your Facebook and Twitter Ads : Once you acquire an image, you'll need to have the means to make changes to it. Photoshop is an obvious first choice, but let's say you don't have it or aren't particularly proficient with it. You aren't alone, and there are plenty of free options available.

(1) Pixlr Editor : Pixlr Editor is a poor-man's Photoshop, but don't let that fool you into thinking it produces cheap results. Pixlr boasts a variety of options when it comes to editing images that make it pretty similar to actually using Photoshop. You can easily upload saved images, resize them, and adjust vibrancy and saturation.

(2) Canva : Canva simplifies graphic design and allows you to drag-and-drop images, as well as add text and other aesthetic options.

TL;DR - Creating Amazing Facebook and Twitter Ads in a Nutshell
This has been a long post, so to make it easier for those of you who don't have much time, here's a "too long; didn't read" summary of my key points:

- **Know your sizes:** Adjust accordingly to avoid pixelated images.
- **Find the right image :** Use the ad image as part of your marketing strategy. Utilize emotions and align them with your goal.

- **Use color and brand consistency** : Use color to solidify brand awareness/recognition in addition to aligning them with desired actions and keywords.
- **Capitalize on vibrancy and Negative space** : Our brains are wired to notice things that "stick out" in our environment. Use these two elements to leverage that.
- **Use multiple images in "carousels"** : Boost engagement, flex creativity, solidify message and strengthen value proposition.
- **Edit images** : Use the options and tools that that work best for your time and budget.

Q.18. What is meant by Conversion tracking? What Conversion goals should be tracked?

Ans. Conversion tracking : Conversion tracking is when a brand monitors the actions consumers take toward the completion of a brand goal. These actions can include signing up for a newsletter, downloading a content offer or adding an item to a cart. Conversion tracking is a way to determine the effectiveness of an advertising campaign, design change and other marketing components as consumers move toward conversion.

Conversion Goals to Be Tracked : Conversion tracking tools like Google Analytics require account managers to define measurable goals for conversion. Goals are typically connected to specific pages, events or other products and services.

Examples of conversion goals :

- Direct people to a physical store location
- Increase site visitors
- Contact a business via call or message
- Add item to cart
- Make a purchase
- Sign-up for a newsletter
- Download content offer
- Play a video

By tracking conversions, businesses determine their most valuable marketing channels via conversion attribution, or giving a particular channel credit for a conversion. They have greater insight into how to allocate their marketing budget and resources based on their **highest performing channels** for conversions, such as social media networks.

Q.19. Which key Performance Indicators should be tracked?

Ans. Key performance indicators to be tracked : There are a variety of key performance indicators related to conversions themselves and other metrics that suggest the effectiveness of conversion efforts

Examples of KPIs for conversion :

- Number of conversions
- Conversion rate
- Cost per conversion/acquisition
- Bounce rate
- Pages per visit
- Hits on destination page
- Events (played videos, download content)
- Session duration

KPIs like conversion rate evaluate conversions themselves while metrics like events take into account actions that will eventually lead to conversions.

Q.20. How do we calculate conversion rate?

Ans. Calculate conversion rate : To calculate conversion rate, divide the total number of conversions by your desired metric (clicks, ad impressions, sessions on site, etc.).

Your KPIs will indicate how well or how close you are to meeting your goal. For example, if your goal is to increase the number of purchases for an ecommerce site, one target KPI is the number of customers who land on a "Thank you page" after buying an item.

You can also track KPIs for consumers who are close to meeting a conversion goal and then take steps to ensure completion of your goal. If a customer adds an item to a shopping cart but abandons the cart, you can use a retargeting campaign via Google AdWords to display ads for the abandoned items and increase the chance of conversion.

Q.21. How can we set up Conversion Tracking?

Ans. Conversion Tracking set up : Analytics and advertising tools work together to collect, segment and visualize data related to conversions. Where you market your content will determine the tools you will use for conversion analysis. If you choose to advertise or analyze data on Google's advertising platforms, use tools found on Google Analytics and AdWords to track conversions.

(1) Choose business goals : Select goals based on your market, target audience, mission and other factors crucial for your business growth. An ecommerce site will usually focus on increasing purchases and revenue while a publisher will concentrate on conversions related to raising awareness and traffic.

(2) Define a funnel : Connect your conversion goals to specific marketing channels and content so you track the progress toward completion of the goal via a marketing/sales funnel. Note that it may take

several interactions with your brand before a conversion occurs. For example, your funnel might look like:

Social media post > Product page > Email sign-up page > Email newsletter > Product page > Purchase product > Thank you page

(3) **Enable conversion tracking** : To collect and monitor data related to conversions, set up conversion tracking using your analytics tool of choice. If you use Google Analytics, insert a small snippet of code on each page you wish to track conversions.

(4) **Collect and analyze conversion data** : Conversion tracking tools often optimize goal conversion tracking to collect data that is most relevant to business goals. For example, when a user plays a video as part of an event goal, Google only records one goal conversion even if the user plays the video two times during the same session.

(5) **Refine marketing campaign** : After analyzing conversion data, improve your marketing campaigns to optimize elements that influence conversions, such as content, page designs and more.

Q.22. What point should be kept in mind for Optimizing Search Campaigns.

Ans. Optimizing Search Campaigns :

- Never stop optimizing your AdWords Campaigns.
- Regularly look for new keywords to add to your Ad Groups.
- Split Ad Groups up to allow more targeted ad copy and landing pages.
- Use different match type bids to create a 'bid stack'.
- Always be testing your ad text and landing pages to find higher click through and conversion rates.
- Judge keywords after 200 page impressions.
- Judge landing pages after 200 clickthroughs.
- Cull keywords that you can't get better than 1% clickthrough and conversion rates for.
- Use location targeting to show your ads only in relevant parts of the country.
- Run Search Query Reports to find new keywords to bid on.
- Schedule your Campaign to be on when customers respond.

Q.23. Write the steps for Creating Display Campaign.

Ans. Create display campaign : Remarketing campaigns are used

to show ads to people who have visited your website or used your app. These campaigns provide you with extra settings and reports specifically for reaching previous visitors and users. The first time you set up a

remarketing campaign, you'll also complete the process to create your remarketing tag and lists.

Before you begin : Keep in mind that your remarketing tag shouldn't be associated with any personally identifiable or sensitive information. Sensitive categories of websites and apps can't use remarketing. If you're setting up a remarketing campaign and placing the remarketing tag on your website or mobile app, you need to follow the Policy for Personalized advertising. Following are the steps for Creating Display Campaign :

- (1) Sign in to your Google Ads account.
- (2) Click Campaigns from the page menu.
- (3) Click the plus button to create a new campaign.
- (4) In the "Goals" section, choose the desired result of your campaign.
- (5) From the "Campaign type" section, select Display Network.
- (6) Next, you'll set parameters for your campaign, including :
 - (1) Campaign name
 - (2) Location and language settings
 - (3) Bid strategy and budget
- (7) Click Additional settings for more options, like ad scheduling, content exclusions, or device targeting.
- (8) Next, look for "Audiences" in the "People" section.
- (9) Click Remarketing.
- (10) Click the checkbox next to the audiences you'd like to add. This will add them to your targeting.
- (11) Click Save.



Objective Type Questions

- (1) A wireless technology built in electronic gadgets used for exchanging data over short distances is
- (a) USB
(b) Bluetooth
(c) Modem
(d) Wifi.
- Ans. (b) Bluetooth.
- (2) Buying and selling the products over electronic systems like internet is called
- (a) Online Shopping
(b) Net Banking
(c) E-Commerce
(d) Digital Marketing.
- Ans. (c) E-Commerce.
- (3) 'www' stands for
- (a) World Word Web
(b) World Wide Web
(c) World White Web
(d) World Work Web.
- Ans. (b) World Wide Web.
- (4) Computers use the number system to store data and perform calculations.
- (a) Decimal
(b) Hexadecimal
(c) Octal
(d) Binary.
- Ans. (d) Binary.
- (5) What is backup?
- (a) Adding more components to your network
(b) Protecting data by copying it from the original source to a different destination
(c) Filtering old data from the new data
(d) Accessing data on tape.
- Ans. (b) Protecting data by copying it from the original source to a different destination.
- (6) Two or more computers connected to each other of sharing information form a
- (a) Server
(b) Router
(c) Network
(d) Tunnel.
- Ans. (c) Network.
- (7) Which of the following is NOT an objective of MIS?
- (a) Facilitate the decisions-making process
(b) Provide requisite information at each level of management
(c) Support decision-making
(d) recruit people for system.
- Ans. (d) recruit people for system.
- (8) In MIS system design, the sources of information may be categorized as and
- (a) internal, external
(b) personal, organizational
(c) useful, non useful
(d) constructive, destructive.
- Ans. (a) internal, external.
- (9) What among the following are the primary characteristics that information must possess?
- (i) Relevance
(ii) Availability
(iii) Timeliness
(iv) Accuracy
- (a) Only i, ii, and iii
(b) Only ii, iii and iv
(c) Only i, iii and iv
(d) All i, ii, iii, and iv
- Ans. (a) Only i, ii, and iii
- (10) Which of the following models are developed on the principles of business management, accounting and econometrics?
- (a) Behavioral model
(b) Management science models
(c) Operations research models
(d) Policy making models.
- Ans. (b) Management science models.
- (11) An is a set of processes and procedures that transform data into information and knowledge.
- (a) Information system
(b) Knowledge system
(c) Database system
(d) Computer system.
- Ans. (a) Information system.
- (12) A system is called when the inputs, process and the outputs are known with certainty.
- (a) Probabilistic
(b) Deterministic
(c) Open
(d) Close.
- Ans. (b) Deterministic.
- (13) Which of the following steps is/are the implementation plans involved in MIS?
- (i) organizational plans

- (ii) Planning of work flow
- (iii) Training of personnel
- (iv) Development of software
- (v) Acquiring computer hardware

(a) i, ii and iii only
(c) i, ii, iv and v only

(b) i, ii, iii and iv only
(d) All i, ii, iii, iv and v

Ans. (d) All i, ii, iii, iv and v

(14) Which of the following is included in the Office automation systems?

- (i) Word processing
- (iii) Voice mail
- (v) Audio conferencing

(a) i, ii, iii and v only
(c) i, ii, iv and v only

(ii) Electronic mail
(iv) Electronic calendaring

(b) i, ii, iii and iv only
(d) All i, ii, iii, iv and v

Ans. (d) All i, ii, iii, iv and v

(15) In a typical network, application processing is shared between clients and one more servers.

- (a) client server computing
- (c) mobile computing
- (a) client server computing.

(b) cloud computing
(d) data computing.

Ans. (a) client server computing.

(16) The is defined as a set of activities performed across the organization creating as output of value to the customer.

- (a) development process
- (c) quality process

(b) business process
(d) customer focus.

Ans. (b) business process.

(17) Which of the following is a computer based system that stores and manipulates data that are viewed from a geographical point or reference?

- (a) Geographical Information System (GIS)
- (b) Database System (DS)
- (c) Geographic System (GS)
- (d) Software System (SS).

Ans. (a) Geographical Information System (GIS).

(18) Which of the following is a program that models the pattern recognition capabilities of the human brain.

- (a) An expert system
- (c) Neutral network
- (b) Artificial Intelligence
- (d) Development engine.

Ans. (c) Neutral network.

(19) is the process of defining the current problem, determining why a new system is needed, identifying the objectives of the proposed system.

- (a) Feasibility analysis
- (c) System definition
- (b) System Analysis
- (d) System requirements.

Ans. (c) System definition.

(20) Which of the following are the main software components of DSS?

- (i) database management system (DBMS)
- (ii) model management system
- (iii) support tools
- (iv) internet

(a) Only i, ii, and iii
(c) Only i, iii and iv

(b) Only ii, iii and iv
(d) All i, ii, iii, and iv

Ans. (a) Only i, ii, and iii

(21) What is unicode?

- (a) Standard font
- (c) Character encoding system
- (b) Software
- (d) Keyboard layout.

Ans. (c) Character encoding system.

(22) In IT Act 2000, which section deals with the punishment of cyber terrorism?

- (a) 66(B)
- (c) 66(F)
- (b) 67(B)
- (d) 45(F)

Ans. (c) 66(F)

(23) Which section of IT Act deals with Cyber Terrorism?

- (a) 66 F
- (c) 67 A
- (b) 67 B
- (d) 56 F

Ans. (a) 66 F

(24) Which is the national nodal agency for responding to computer security incidents as and when they occur?

- (a) CAT
- (c) CCA
- (b) ICERT
- (d) CDAC.

Ans. (b) ICERT.

(25) What is E-mail Spoofing?

- (a) E-mail that appears to have been originated from one source when it was actually sent from another source.
- (b) Sending E-mail to thousands and thousands of users.

- (c) Repeatedly sending an identical E-mail message to particular address.
 (d) Sending threatening E-mails.

Ans. (a) E-mail that appears to have been originated from one source when it was actually sent from another source.

(26) International Computer Security Day :

- (a) December, 2nd
 (b) December, 23rd
 (c) November, 30th
 (d) July, 18th.

Ans. (c) November, 30th.

(27)

Which of the following statement(s) is/are TRUE? S1: The decimal number 11 is larger than the hexadecimal number 11. S2: In the binary number 1110.101, the fractional part has the decimal value as 0.625.

- (a) S1 only
 (b) S2 only
 (c) Both S1 and S2
 (d) Neither S1 nor S2

Ans. (b) S2 only.

(28) The planned use of networked information and communication technology for the delivery of training is called:

- (a) e-learning
 (b) blog
 (c) e-tuning
 (d) programmed learning.

Ans. (a) e-learning.

(29) Identify the correct pair from the following :

- (a) Ubuntu — Operating System
 (b) Excel — Word Processing Software
 (c) AVI — File Transfer Protocol
 (d) HDD — Cloud Storage Facility.

Ans. (a) Ubuntu — Operating System.

(30) Satellite communication works through:

- (a) Radar
 (b) Transponder
 (c) Receptor
 (d) Transmitter.

Ans. (b) Transponder.

(31) Which of the following statements regarding the features of Information and Communication Technology (ICT) is/are true?

- I. ICT are the main instruments for the creation of computer networks and the applications based on them.

II. ICT support the spread of information and knowledge, separating the content from the place where it belongs physically.

III. The digital and virtual nature of most of ICT products allow the expenditure for them to be maximized.

- (a) I and II only
 (b) I and III only
 (c) II and III only
 (d) I, II and III

Ans. (a) I and II only.

(32) If the binary equivalent of the decimal number 48 is 110000, then the binary equivalent of the decimal number 51 is given by:

- (a) 110011
 (b) 110010
 (c) 110001
 (d) 110100.

Ans. (a) 110011.

(33) The actual physical network of wires, cables and satellite that connects computers and resources throughout the world is the

- (a) Web
 (b) Internet
 (c) e-commerce
 (d) Social media.

Ans. (b) Internet.

(34) GPS is owned and operated by:

- (a) US Government
 (b) Russian Government
 (c) Chinese Government
 (d) None of these.

Ans. (a) US Government.

(35) Which of the following represents one billion characters?

- (a) Terabyte
 (b) Kilobyte
 (c) Megabyte
 (d) Gigabyte.

Ans. (d) Gigabyte.

(36) Encoding or scrambling data for transmission across a network is known as:

- (a) Decryption
 (b) Protection
 (c) Detection
 (d) Encryption.

Ans. (d) Encryption.

(37) This technology allows a phone call to be routed over network wires.

- (a) VOIP
 (b) teleconferencing

(c) video-conferencing (d) None of these.
 Ans. (a) VOIP.

(38) ATM means?

- (a) Any Time Money
- (b) Automatic Tele Money
- (c) Automatic Teller Machine
- (d) Any Time Marketing.

Ans. (c) Automatic Teller Machine.

(39) Cloud computing means

- (a) Computing using the satellite
- (b) Computing using cloud chamber technology
- (c) Computing which results in errors
- (d) Shifting computing power from offline PCs and Laptops onto the Web.

Ans. (d) Shifting computing power from offline PCs and Laptops onto the Web.

(40) ICT (Information and Communication Technology) includes:

- (a) E-mail
- (b) Internet
- (c) Educational TV
- (d) All the above.

Ans. (d) All the above.

(41) Which of the following is illegal way of SEO ?

- (a) Writing Meta Tags
- (b) Link Building
- (c) Creating doorway Pages
- (d) None of these.

Ans. (c) Creating doorway Pages.

(42) SEO Stands for

- (a) Search Engine Operation
- (b) Search Entry Optimization
- (c) Search Engine Optimization
- (d) None of these.

Ans. (c) Search Engine Optimization.

(43) Which of the following are types of SEO ?

- (a) On Page and Front Page SEO
- (b) Off Page SEO
- (c) On Page and Off Page SEO
- (d) Front Page SEO.

Ans. (d) Front Page SEO.

(44) Digital marketing is often referred to as

- (a) online marketing
- (b) internet marketing
- (c) web marketing
- (d) All of the above

45) Which of the following is a type of digital marketing activity?

- (a) Email marketing.
- (b) Social web marketing.
- (c) Viral marketing.
- (d) All of the above

Ans. (d)

(46) Which of the following is not a traditional forms of digital marketing?

- (a) radio
- (b) TV
- (c) billboard
- (d) All of the above

Ans. (d)

(47) What is not true about digital marketing?

- (a) Digital marketing is any form of marketing products or services that involves electronic devices.
- (b) Digital marketing can be done online
- (c) Digital marketing cannot be done online.
- (d) Digital marketing is often referred to as online marketing, internet marketing or web marketing.

Ans. (c)

(48) How many main pillars of digital marketing?

- (a) 2
- (b) 4
- (c) 3
- (d) 5

Ans. (a)

(49) Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:

- (a) Direct Marketing
- (b) Electronic marketing
- (c) Interactive Marketing
- (d) Indirect Marketing

Ans. (c)

(50) In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

- (a) Web 2.0.
- (b) Web 3.0.
- (c) Web 1.0.
- (d) Web 3.0.

Ans. (c)

(51) Digital marketing includes

- (a) voice broadcast
- (b) podcasting

(c) RSA

(d) Both A and B

- Ans. (d)
- (52) A website's front - or home page should include

- (a) A lengthy description of the organization
- (b) Logos depicting awards the site's designers have received
- (c) Links to other websites
- (d) None of the above

Ans. (d)

- (53) This is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and systems:

- (a) Direct Marketing
- (b) interactive marketing
- (c) Electronic marketing
- (d) internet marketing

Ans. (c)

- (54) The 4Ps of marketing as defined by Philip Kotler are:

- (a) Price, Product, Place, and Promotion
- (b) Price, Performance, Place, and Promotion
- (c) Price, Product, Place, and Positioning
- (d) PR, Product, Place, and Person

Ans. (a)

- (55) Which one of these statements is correct?

- (a) There is a slow decline in digital budgets with an average reduction of 10% in digital marketing budget.
- (b) 98% of marketers affirm that offline and online marketing are merging
- (c) Online marketing professionals are paid 50% less than marketing professionals.
- (d) Around 25% of the global population is now on the Internet.

Ans. (b)

- (56) What are the key considerations for people in sales while they use social media for selling (Social Selling)?

- (a) Check if their clients are on social media and then connect with them on the relevant social networks
- (b) Avoid using social media to sell
- (c) Build their professional brand and then position themselves as subject matter experts in their field to build credibility

- (d) Connect with their clients and prospects on LinkedIn and then start liking/commenting/sharing their posts

Ans. (c)

- (57) Which one of the following statements is true?

- (a) LinkedIn works best for B2B organizations
- (b) Pinterest is great for driving traffic to your product catalog on your website
- (c) Facebook is excellent for businesses that operate in the consumer market
- (d) All of the above

Ans. (d)

- (58) How would you describe what multi-channel attribution does?

- (a) Gives the conversion credit to the first click.
- (b) Assigns equal percentages for conversions to every step
- (c) Accredits deserving touch points along the conversion journey
- (d) Gives the conversion credit to the last click

Ans. (c)

- (59) Why did Internet Service providers clamp down on personal emails being used for mailing purposes?

- (a) Because it would use excessive server resources
- (b) Because they couldn't check who was opening the email
- (c) Because it would slow down the network
- (d) Because it was against the email user guidelines

Ans. (a)

- (60) What makes the mobile phone the ultimate brand engagement platform?

- (a) The mobile phone allows for targeted messages, advertising and apps to drive engagement.
- (b) The mobile phone enables businesses to use apps to drive engagement.
- (c) The mobile phone allows SMS, Messaging and Social Media to drive engagement.
- (d) The mobile phone allows for targeted messages, customer engagement, and interactive features to drive engagement.

Ans. (d)

(61) Location is a unique feature of Mobile Marketing because

- (a) It enables brands to hyper-target their customers.
- (b) It allows you to customize the marketing messages to suit the needs of users of a particular location.
- (c) It allows you to personalize your marketing messages to the mobile user in a particular location.
- (d) You can run different campaigns based on the location of the mobile user.

Ans. (b)

(62) What are the two types of targeting that can be done with PPC advertising?

- (a) Reaching people by demography and reaching people by interest
- (b) Reaching new prospects and reaching prior visitors (Remarketing)
- (c) Reaching people who search and people who visit websites
- (d) Reaching people through Retargeting and reaching people through Remarketing

Ans. (b)

(63) What is an ad group?

- (a) An ad group is a collection of related keywords and ads.
- (b) An ad group is a collection of related ads.
- (c) An ad group is a collection of related campaign settings and ads.
- (d) An ad group is a library of your ads grouped by category.

Ans. (a)

(64) Which of the following comes under email marketing?

- (a) Email newsletters
- (b) Lead Nurturing
- (c) Digests
- (d) All of the above

Ans. (d)

(65) Which of the following is not an advantage of email newsletters?

- (a) Email newsletters spread your brand awareness
- (b) leverage the temporary content
- (c) freedom to include different types of content
- (d) Leverage the existing content

Ans. (b)

(66) Which of the following is most important metric to track email marketing?

- (a) CTR
- (b) Open rate
- (c) Click rate
- (d) All of the above

Ans. (d)

(67) What technique is used by legitimate marketers to customize offerings for specific customers?

- (a) personalization
- (b) spamming
- (c) spoofing
- (d) None of the above

Ans. (a)

(68) Select the features of a lead nurturing platform?

- (a) A/B testing
- (b) Landing page creation
- (c) Campaigning
- (d) All of the above

Ans. (d)

(69) This is a term for the number of times that user click on links in a message or on a website : it is much higher for legitimate marketing emails that for spam.

- (a) personalization
- (b) spamming
- (c) CTR
- (d) spoofing

Ans. (c)

(70) Identify the factor that enables tracking of good and bad reputation?

- (a) IP address
- (b) User engagement
- (c) Frequency
- (d) All of the above

Ans. (a)

(71) How important is the authentication process in email marketing?

- (a) Not Important
- (b) Can be skipped
- (c) Very Important
- (d) depend on individual

Ans. (c)

(72) In which type of email campaign, advertisement are sent to target group of customer?

- (a) Direct email marketing
- (b) Indirect email marketing
- (c) Spamming
- (d) spoofing

Ans. (a)

(73) Which of the following is correct size of email template before executing a campaign?

- (a) 15KB
- (b) 18KB
- (c) 20KB
- (d) 15MB

Ans. (b)

(74) Social networks are organized primarily around

- (a) brands
- (b) people
- (c) discussions
- (d) interests

Ans. (b)

(75) Which social network is considered the most popular for social media marketing?

- (a) Twitter
- (b) Facebook
- (c) LinkedIn
- (d) Whats App

Ans. (b)

(76) What is the name for Facebook's ranking algorithm?

- (a) Like Rank
- (b) Face rank
- (c) Page rank
- (d) Edge rank

Ans. (d)

(77) Which of the following is an important aspect of creating blogs and posting content?

- (a) Using a witty user name
- (b) Posting at least once a month to the blog
- (c) Social Media Optimization
- (d) All of the above

Ans. (d)

(78) What is meant by "micro-blogging"?

- (a) Blogs which are posted by companies, not individuals
- (b) Blogs with limited individual posts, limited by character count typically
- (c) Blogging from mobile devices
- (d) All of the above

Ans. (b)

(79) What is "social media optimization"?

- (a) Creating content which easily creates publicity via social networks
- (b) Writing clear content
- (c) Creating short content which is easily Indexed

(d) Hiring people to create content for social networks

Ans. (a)

(80) What would the marketing budget section of a marketing plan detail?

- (a) The cost to write the plan
- (b) The marketing personnel job descriptions
- (c) The expected costs for each ad campaign based on the delivery method
- (d) None of the above

Ans. (c)

(81) What is the name of Facebook's analytic package?

- (a) Princeps
- (b) Viewership
- (c) Discover
- (d) Insights

Ans. (d)

(82) How does creating a social network marketing plan differ from a traditional marketing plan?

- (a) The brand image should be completely different for social marketing
- (b) The staff requirements and skill sets for social marketing are different
- (c) Other than the method of delivery, a marketing plan either way will be similar
- (d) None of the above

Ans. (b)

(83) Which of the following is functions of social media for business?

- (a) Are you participating in the conversation and sharing?
- (b) Are you listening and monitoring what is being said about you?
- (c) Both A and B
- (d) None of the above

Ans. (c)

(84) What is the full form of CRO?

- (a) Cost Rate Optimization
- (b) Conversion Rate Optimization
- (c) Click Rate Optimization
- (d) None of the above

(85) What is true about CRO?

- (a) CRO is the process of optimizing the site to increase the likelihood that visitors
- (b) Conversion Rate is a key metric in e-commerce
- (c) The higher the conversion rate, the better.
- (d) All of the above

Ans. (d)

(86) What is formula of CRO?

- (a) Leads Generated / Website Traffic x 100
- (b) Leads Generated * Website Traffic / 100
- (c) Leads Generated + Website Traffic x 100
- (d) Leads Generated + Website Traffic / 100

Ans. (a)

(87) Which of the following true statement about CRO?

- (a) Decreased ROI
- (b) Improve user base
- (c) Increased acquisition cost
- (d) All of the above

Ans. (b)

(88) Which of the following is most common areas where companies evaluate CRO?

- (a) A/B testing
- (b) Customer Journey Analysis
- (c) Segmentation
- (d) All of the above

Ans. (d)

(89) What is the most used testing method for improving conversions?

- (a) A/B testing
- (b) Multivariate
- (c) Multi-armed bandit
- (d) None of the above

Ans. (a)

(90) When does conversion rate optimization diminishing returns?

- (a) Once your conversion rate is 30%
- (b) In 5 years
- (c) Once you don't see a dramatic increase in results
- (d) Never

Ans. (d)

(91) In order to identify the users, web analytics tools need to report on?

- (a) user sessions
- (b) Unique users
- (c) Page Views
- (d) All of the above

Ans. (a)

(92) Which of the following method used to identify user sessions?

- (a) IP address
- (b) authenticated user
- (c) user agent
- (d) All of the above

Ans. (d)

(93) The most common user identification technique is via?

- (a) Sessions
- (b) Cookies
- (c) Segmentation
- (d) page views

Ans. (b)

(94) The focus of web analytics is to understand the?

- (a) users of a site
- (b) User behavior
- (c) User activities
- (d) All of the above

Ans. (d)

(95) The immediate purpose of analyzing digital analytics data is to:

- (a) Make better decisions about your business
- (b) Generate more revenue from your website
- (c) Define the ideal customers for your business
- (d) Drive more traffic to your website

Ans. (a)

(96) Which of the following statements is incorrect?

- (a) You should leverage the 5W (+ 1H) technique to plan and design a dashboard.
- (b) Google Data Studio, Klipfolio, and Tableau are some tools that help you create effective dashboards.
- (c) You should provide usability-related (heuristics) recommendations without actual data in your dashboards.
- (d) Designing an effective dashboard (or report) is similar to website.

Ans. (c)

(97) What are the three areas of expertise of a Center of Excellence?

- (a) Instrumentation / Analysis / Recommendations
- (b) Business Outcomes and Actions / Enabling Capabilities / Analysis
- (c) Instrumentation / Enabling Capabilities / Analysis
- (d) None of the above

Ans. (b)

(98) You want to understand if users use their mobile phone to access your site. Which of the following approach is preferable?

- (a) Ask "Are you using a mobile phone to access our site?" Yes/No
- (b) Ask "Which type of device are you using to access our site?" with choices: Desktop computer/Mobile Phone/Tablet
- (c) Look at the report Audience/Mobile/Overview
- (d) This cannot be known because people use multiple devices to browse the Web

Ans. (c)

(99) Publishing ads through Facebook would fall under which media type?

- (a) Owned media, because of your Facebook Page
- (b) Social media channel
- (c) Paid media
- (d) Depends on the campaign parameters you add to your landing page link

Ans. (c)

(100) Google Analytics can only recognize returning users on websites, not on mobile apps.

- (a) TRUE
- (b) FALSE
- (c) Can be true or false
- (d) Can not say

Ans. (b)

(101) What does HIPPO stand for?

- (a) Highest Pay Per Optimization
- (b) Highest Investment Per Platform

- (c) Higher Increased Payout Per Optimization
- (d) Highest Paid Person's Opinion

Ans. (d)

(102) In 2011 alone, Google ran roughly A/B tests.

- (a) 5000
- (b) 6000
- (c) 7000
- (d) 8000

Ans. (c)

