



By Janardhan Nagaiahgari



# Janardhan Nagaiahgari

8+ Years Exp. Certified Growth Marketing Professional

✓ Worked for 150+ Global & Domestic Brands

✓ 1550+ Students Trained

✓ 80+ CR Budget Handled

✓ 16,000+ Leads generated

✓ 12+ Marketing Certifications

✓ Engineering Graduate (JNTUA)-2016

# Eligibility for Digital Marketing?



Students or Beginners

Business  
Owners/Entrepreneurs

Web Developers & Designers

Content Creators Writers

Marketing Professionals

Work from Home Enthusiasts

## Job Opportunities/Month



5000+ Jobs

Bangalore



5800+ Jobs

Hyderabad



2000+ Jobs

Chennai



4000+ Jobs

Mumbai

**~Rs. 2,40,000/-**  
Fresher Avg. Salary

**~Rs. 2,00,00,000/-**

Head Avg. Salary

# Digital Marketing



01

Existing Business Owner or  
New startup Plans

Looking for Customers  
or Sales

02

03

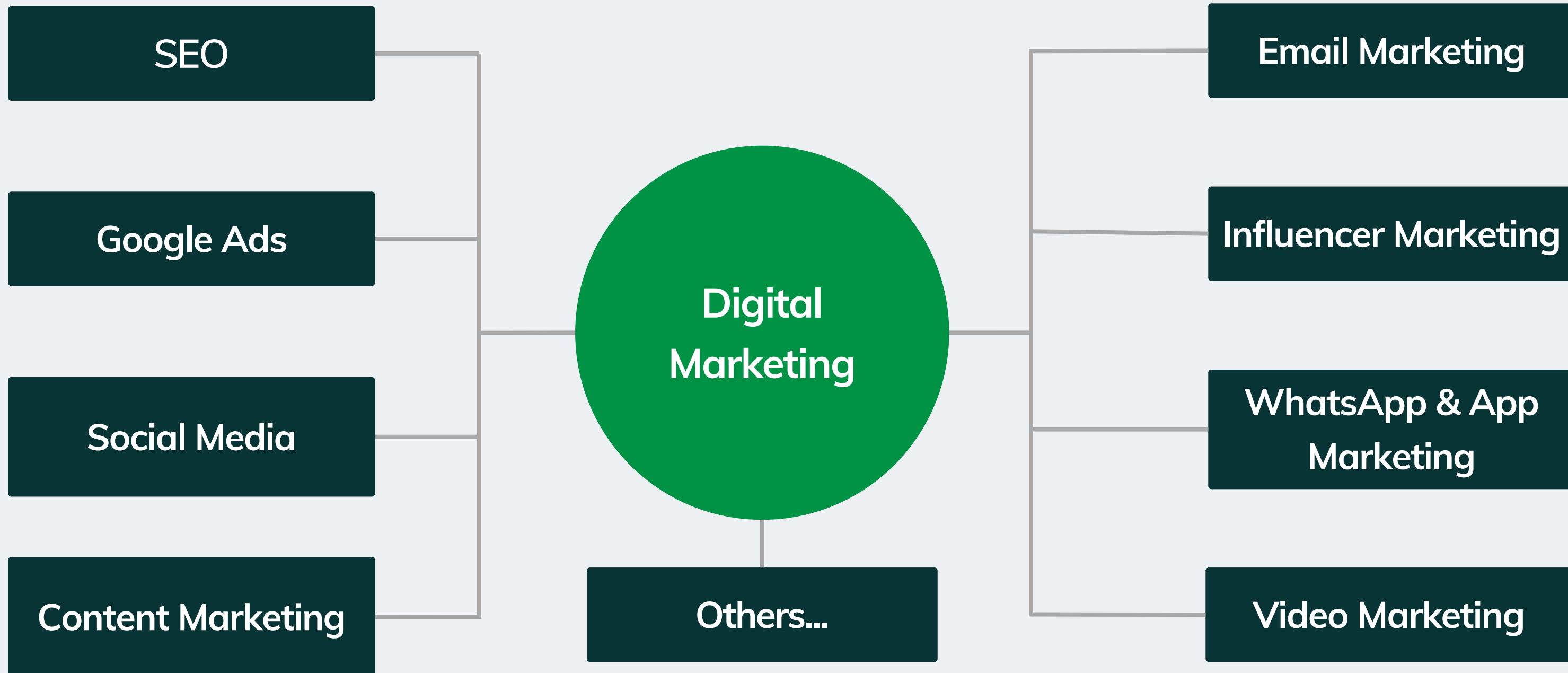
Digital Channels Such as  
Google, Social Media & others

Leads or Sales

04



# Digital Marketing Universe



## Search Engine **Optimization**

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Official Info/ Brand Websites

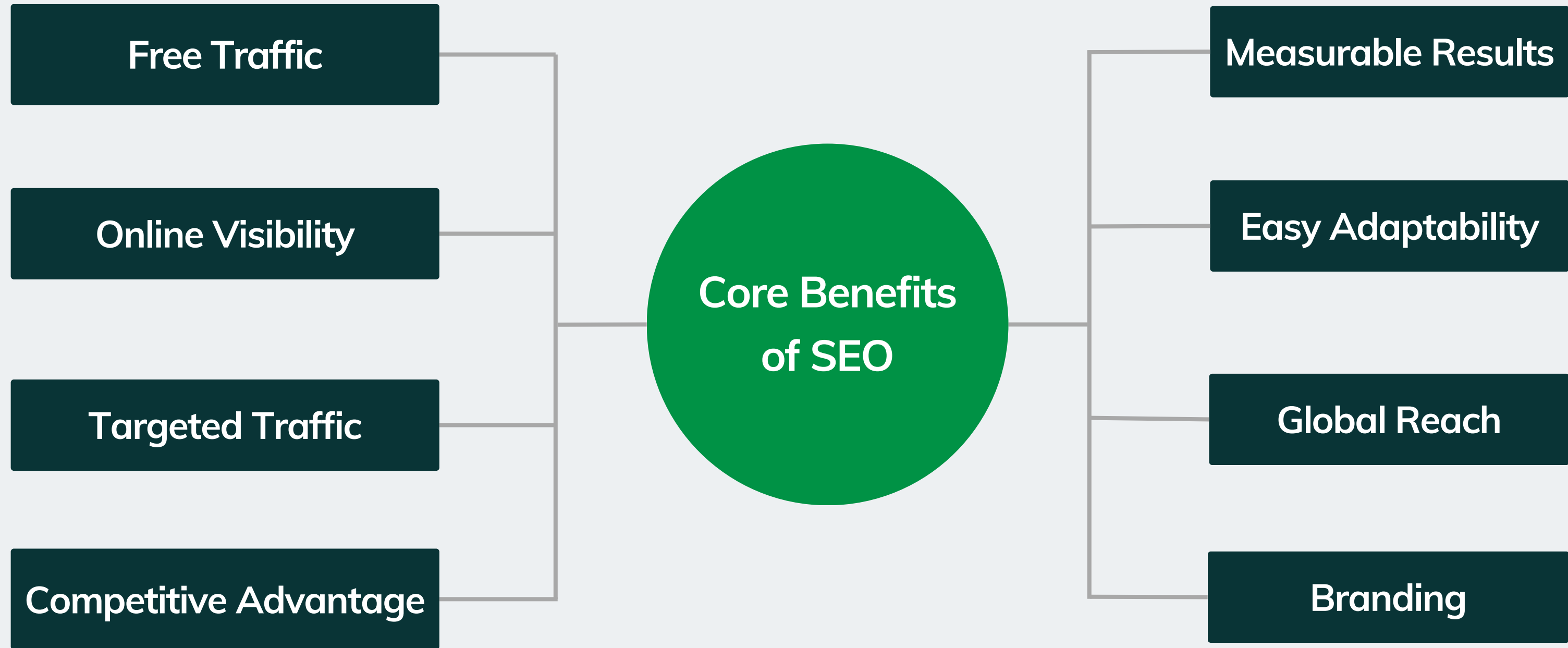
Brand Apps

Official Info/ Brand Images

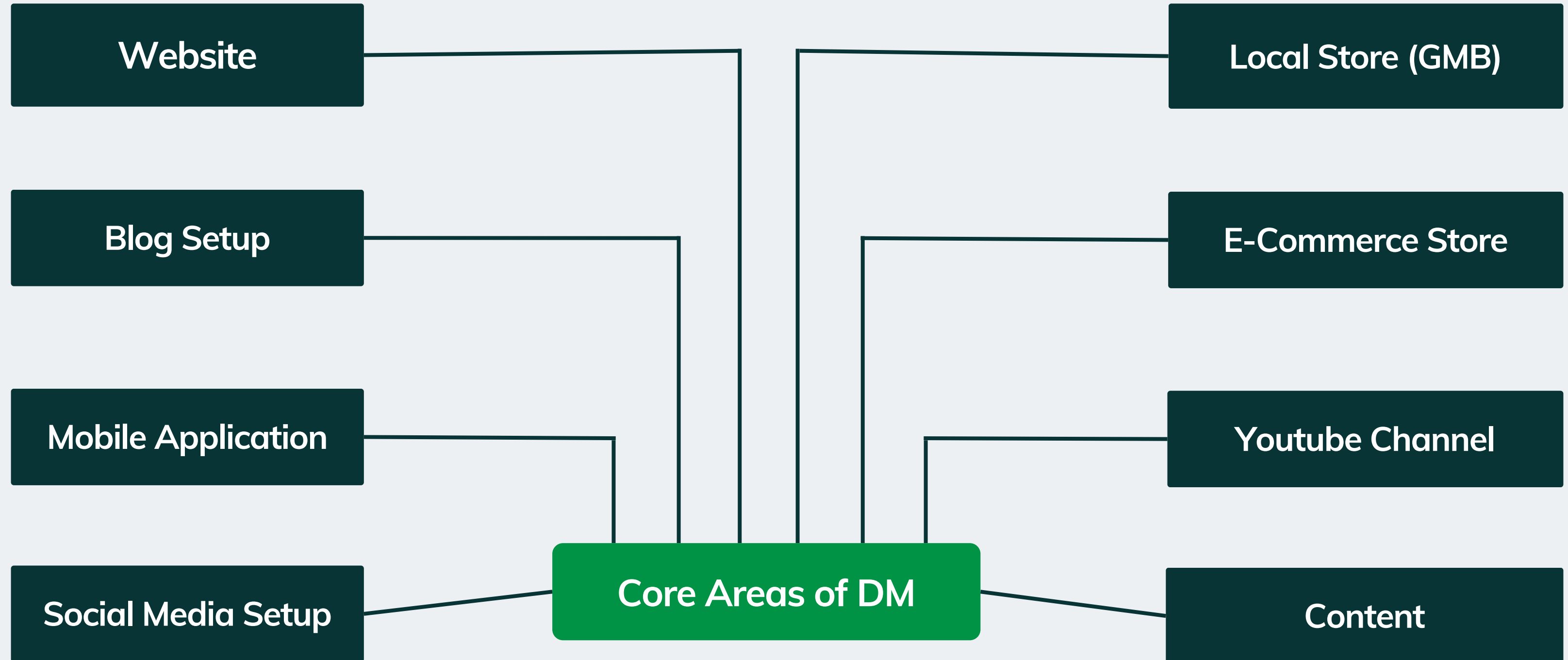
Official Info/ Brand Videos

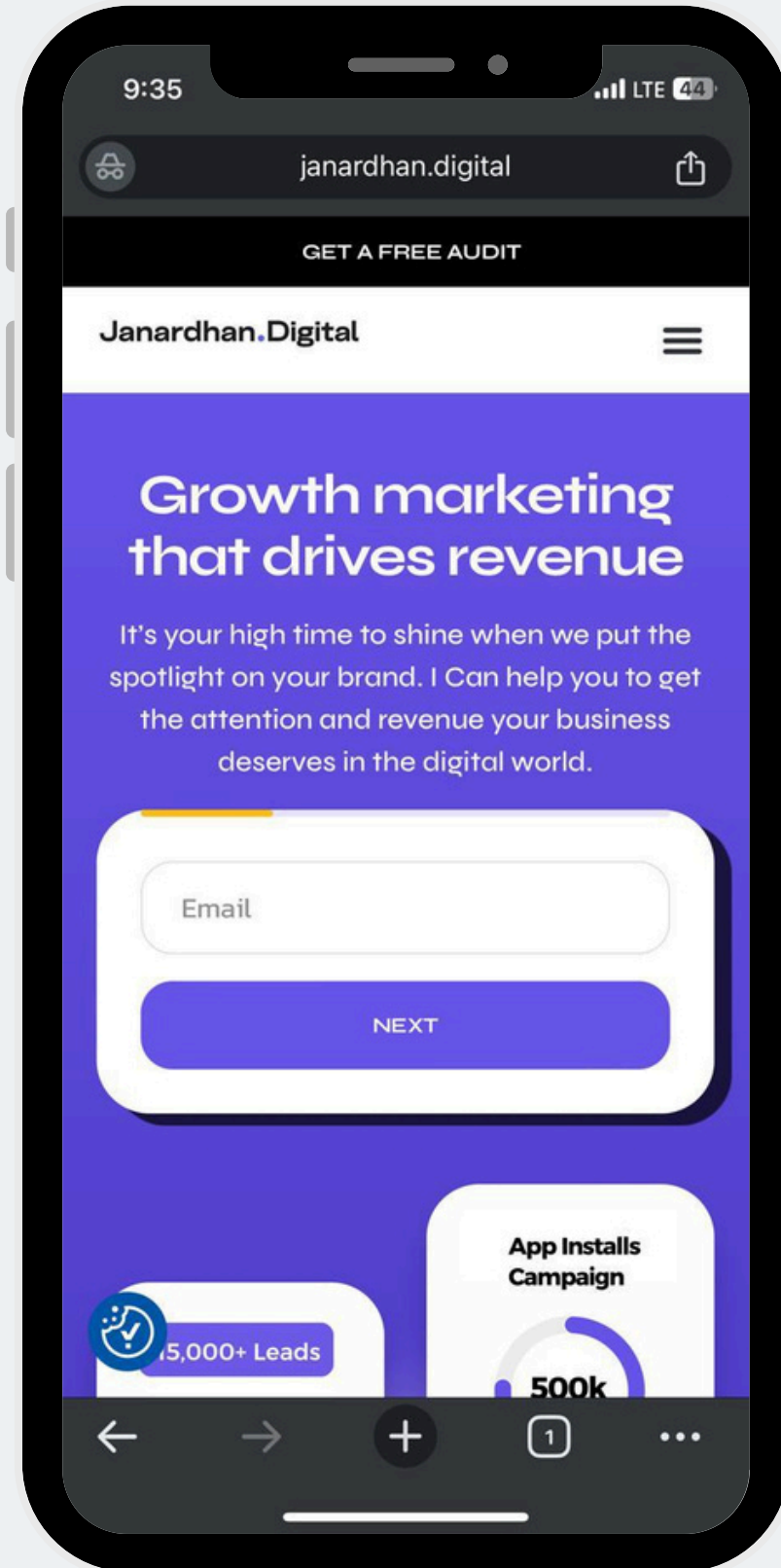
Schema Markups

Public Figure Profiles



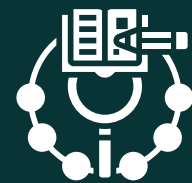






# What is Website

Collection of interconnected web pages hosted on a server, accessible through the internet.



## Products

List of products that we sell as a E-commerce business owner



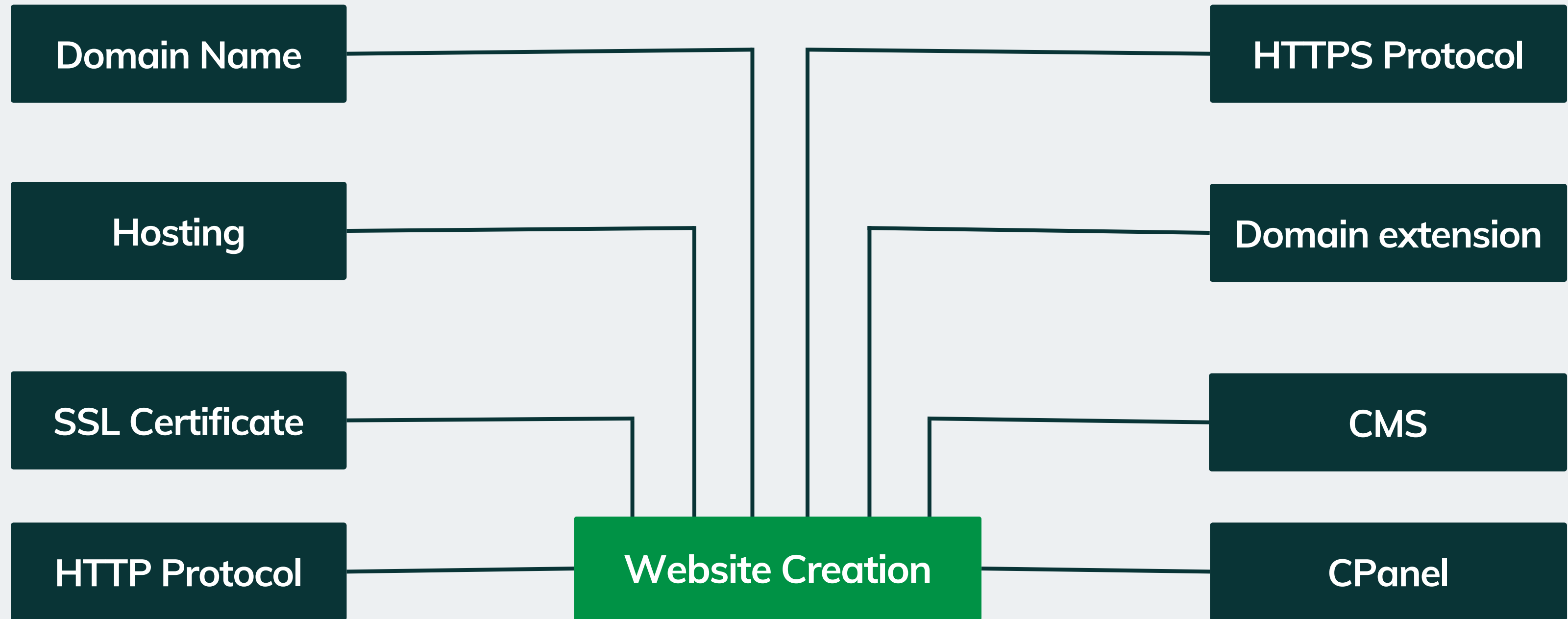
## Posts/Blogs/Article

Information content to educate our customers



## Service Pages

Service content to generate Leads



## Free Website + Domain + Server

- Ideal for Beginners
- Sub domain from web 2.0
- Limited Options for Domain Name

## Paid Website + Domain + Server

- Official site
- Paid- Domain, Server & Hosting
- Custom Domain Extensions
- Custom Names



How to Choose Domain for your usage

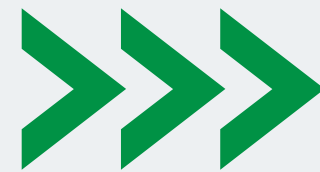
Tool: [Hostinger.in](https://www.hostinger.in) | [Godaddy.com](https://www.godaddy.com)

## Domain Extensions in Website

### Domain Extension

Suffix that follows the domain name

Ex: “.Com”, “.in”



### TLD Domains

Top Level Domains

- Janardhan.com
- Janardhan.org
- Janardhan.net

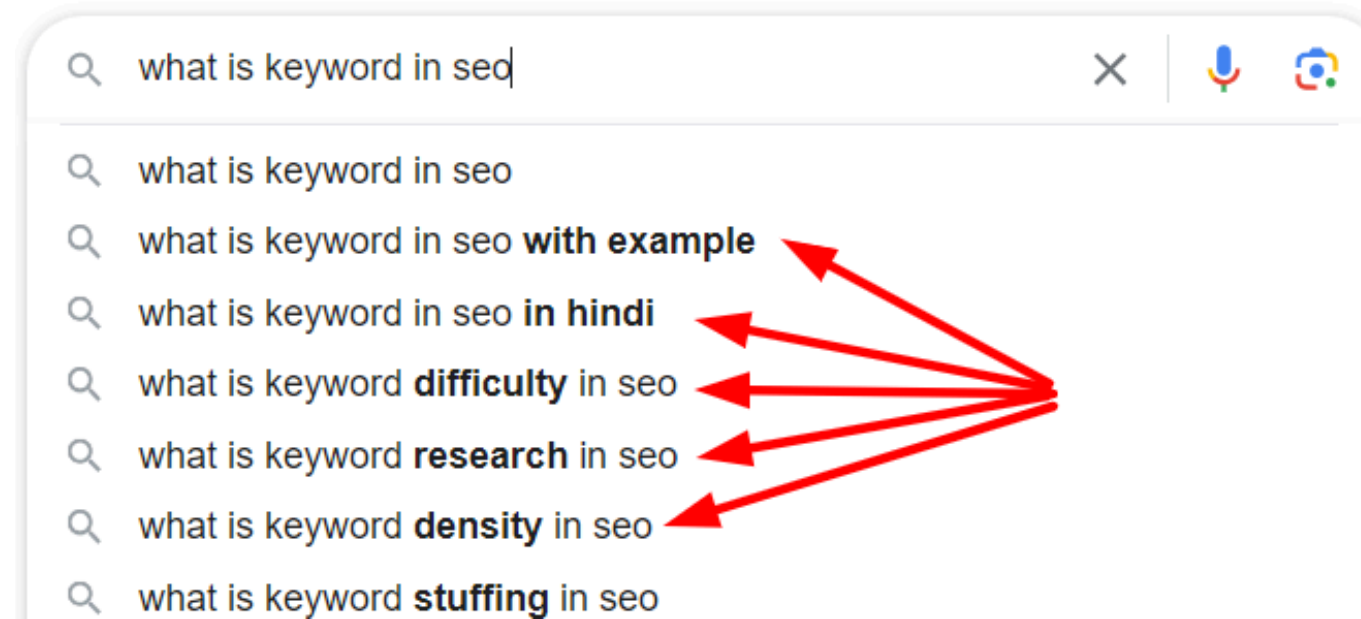
### CCTLD

Country Code Top Level Domains

- Janardhan.in
- Janardhan.co.in
- Janardhan.au

# Keyword is **King** in SEO

Specific term or phrase that people enter into search engines when looking for information, products, or services.



Single word

Phrases

Questions

Long sentences

Product Names

Person/Organization

Receipes

News



Types of **Keywords**



## Short Tail Keyword

Keyword Length is 3 or Less than 3 words

Example:

- Digital Marketing= 2 words
- SEO= 1 word
- Digital Marketing firm = 3 Words

## Long Tail Keyword

Keyword Length is Greater than 3 words

Example:

- Digital Marketing Course in India= 5 words
- Online Marketing Course in India= 5 words
- Best Digital Marketing firm = 4 Words

# Ultimate Guide to **Keyword Research**



Keywords matches  
your business

Right Keywords



What Exactly user  
search for

User Intent



What is driving  
them acquisitions

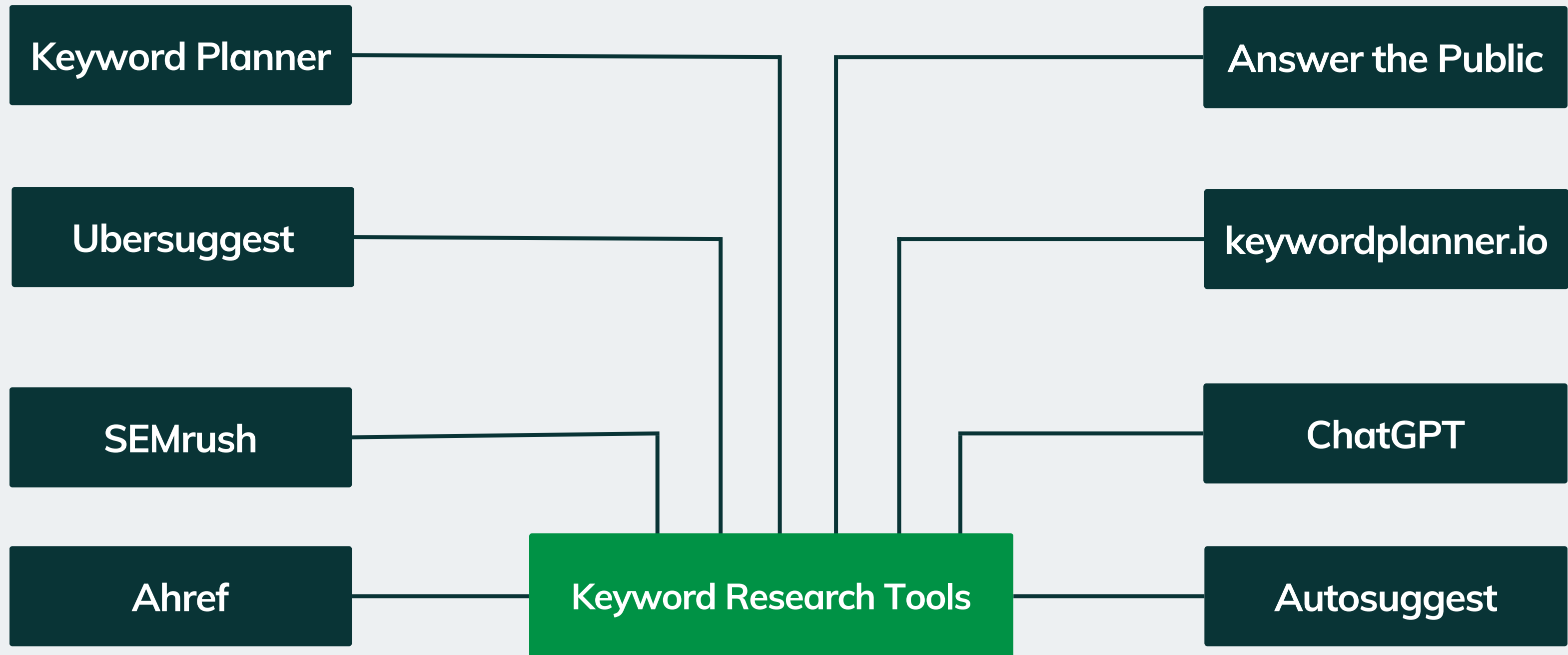
Competitors



Apply and monitor  
them for 30 days

Monitoring





# Types of SEO's

Aspect	On-Page SEO	Off-Page SEO
Definition	Optimization strategies applied within website	Strategies applied outside website
Focus	Content, HTML, architecture of the website	Backlinks, social signals, online reputation
Control	Direct control over implementation	Indirect control, reliant on external factors
Importance	Critical for website's visibility and ranking	Complements on-page efforts, enhances authority
Impact	Immediate impact on search engine rankings	Long-term impact on authority and credibility
Time investment	Requires ongoing maintenance and updates	Time-consuming, involves relationship-building
Examples	Optimizing titles, headings, and meta descriptions	Acquiring quality backlinks from reputable sources, social media marketing

# Techniques of SEO's

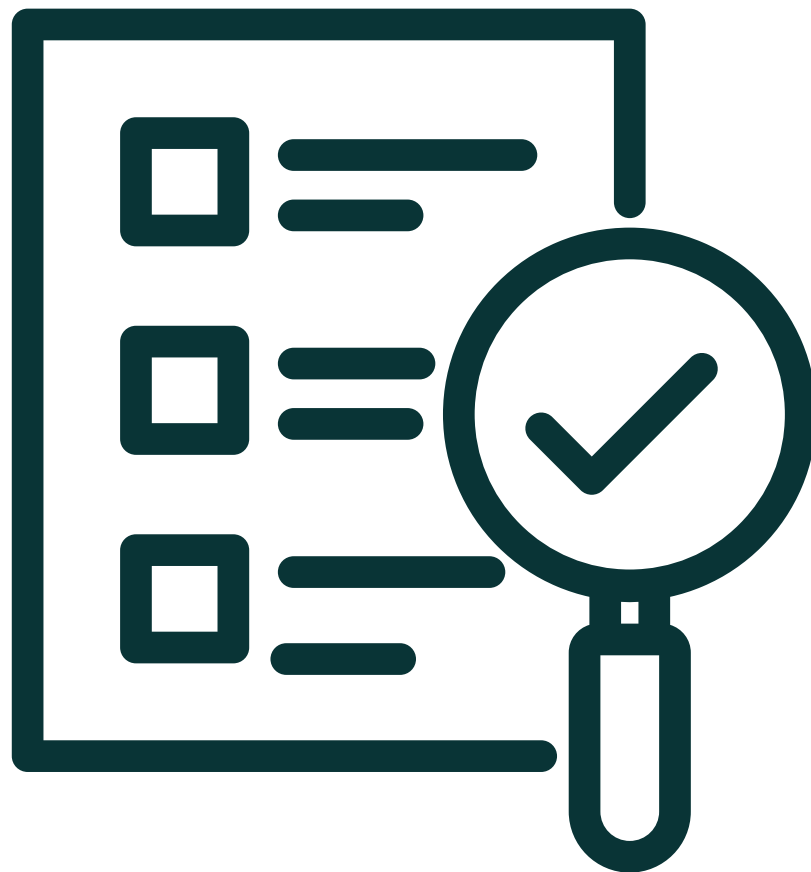
Aspect	Black Hat SEO	White Hat SEO
Techniques	Uses unethical and manipulative techniques	Relies on ethical and sustainable practices
Compliance	Violates search engine guidelines	Adheres to search engine guidelines
Focus	Focuses on quick results and shortcuts	Focuses on long-term, sustainable growth
Risk	Carries high risk of penalties and bans	Low risk of penalties and bans
Quality	Often results in poor user experience	Prioritizes user experience and quality
Examples	Keyword stuffing, cloaking, link farming	Quality content, keyword research, link building

# SERP

## ( Search Engine Results Page)

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Web page that comes up as a result of any search query



Brand Logo

Brand Name

Title of landing Page

Description of Page

URL/Link of a Page

Schema Markups



# Meta Tags & Types

- HTML elements that provide information about a web page to search engines and website visitors.
- These tags are placed in the head section of a webpage's HTML code.
- Meta tags do not appear on the actual webpage itself but are embedded within the code.



HTML Elements

->



SEO

# Meta Titles in SEO

Title of Our Website or Web Page  
Displayed in Search Results

what is meta title in seo



Search Engine Watch

<https://www.searchenginewatch.com> › 2016/05/16 › h...

**How to write meta title tags for SEO (with good and bad ...**

16-May-2016 — Title tags are **used to tell search engines and visitors what any given page on your site is about** in the most concise and accurate way possible.



Semrush

<https://www.semrush.com> › blog › meta-description

**What Is a Meta Description? [+ SEO & Writing Tips]**

15-May-2023 — A meta description tag is a **brief summary of a webpage** that may be used by **search engines** like Google to generate a snippet, the descriptive ...

Title Length should be <60 character

Focus Keyword Must be there

Brand Name at the End of Title

Try Mentioning Current Year( Optional)

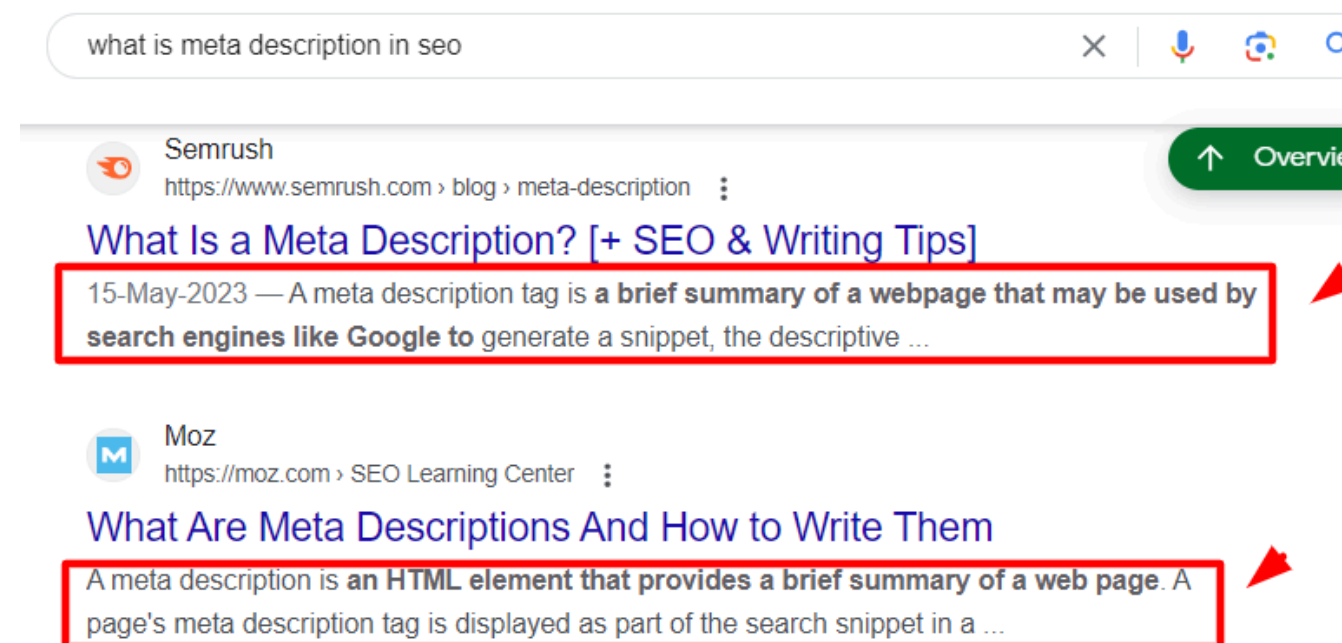
Variable + Automation ( Wordpress)

Action Keywords: Best, Top, Leading,  
No.1 & More



# Meta Description in SEO

Brief Summary of Our Website or Web Page Displayed in Search Results



Character limit < 150 characters

Include Relevant Keywords

Highlight Unique Selling Points






Create a Compelling Call-to-Action (CTA)

Variables + Automation

Action Keywords + Urgency Creation

## Meta **Keywords** in SEO

What Else or other Important Keywords you would like to Rank/Focus on.

- what is seo
- what is seo in **digital marketing** 
- what is seo **content writing** 
- what is seo in **youtube** 
- what is seo **and how it works** 
- what is seo in **website** 

Maximum Keyword Count is 10

Understand Their Limited Impact

Focus on Content Relevance

Avoid Keyword Stuffing

Focus on User Intent



## Meta Robot Tag in SEO

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HTML tag that goes the head tag of a page and provides instructions to bots.

- ✓ **Do-Follow:** Follow the Site info
- ✓ **No-Follow:** Don't follow the Site info
- ✓ **Do-Index:** index site in search results.
- ✓ **No-Index:** Don't index site in SERP

```
<meta name='robots' content='index, follow' />
```

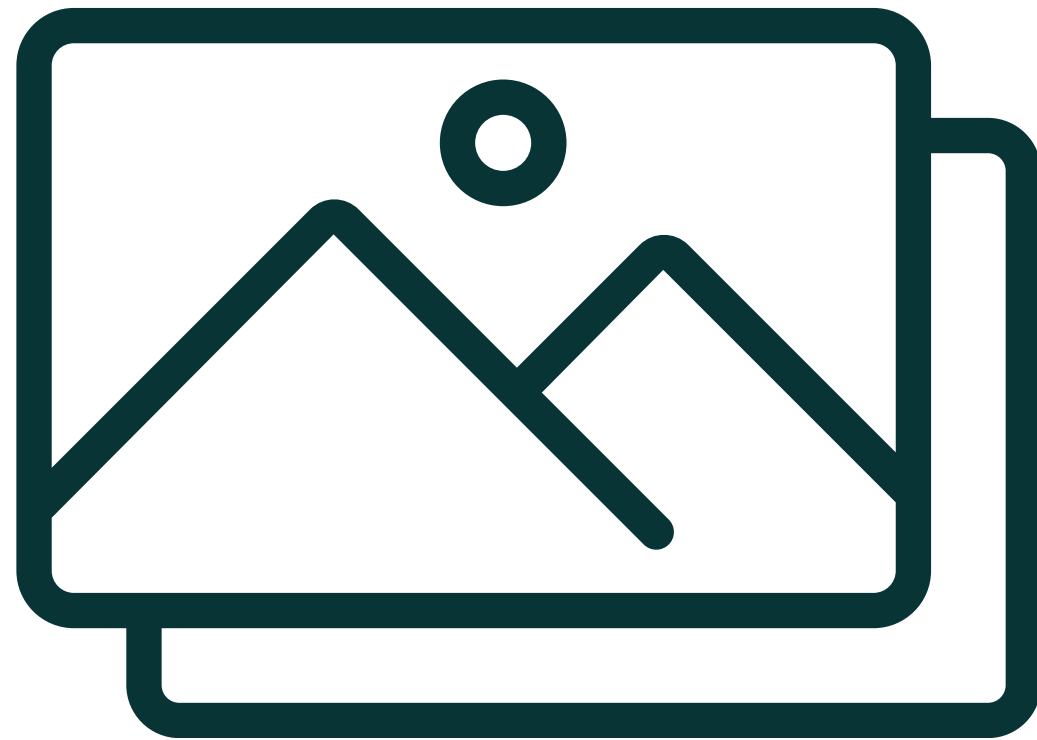
```
<meta name='robots' content='index, no-follow' />
```

```
<meta name='robots' content='noindex, follow' />
```

```
<meta name='robots' content='noindex, no-follow' />
```

## Image Optimization in SEO

Improving the visibility and performance of images on a website



Tool: Detailed SEO Extension

Image Size should not exceed 100 kb

An image Filename with Focus Keywords

Image Alt Tags with Keywords

Image Title Tag with Keywords

Image Captions with Secondary Keywords

Add image structured data

Image Sitemap Creation

Tinypng.com, Image size Reducer




@janardhandigital\_official

## URL Optimization in SEO

Uniform Resource Locator Appears in SERP  
& Source for Pages

what is url structure in seo

 Search Engine Journal  
<https://www.searchenginejournal.com/technical-seo>

[The Ultimate Guide for an SEO-Friendly URL Structure](#)

04-Feb-2021 — URLs are commonly written in the lowercase “like-this-dot-com” as opposed to mixed case “Like-That-Dot-Net” or in all uppercase “LIKE-THIS-DOT- ...

 Design Powers  
<https://designpowers.com/blog/url-best-practices>

[URL Structure: Best Practices for SEO-Friendly URLs](#)

01-Feb-2021 — URL structures tell Google what different pages of the website are ab and how they relate to each other. Internal linking (links to pages ...

<100 Chatacters

Use Keywords

Use Hyphens

Keep URLs Short

Use Lowercase Letters

Avoid URL Parameters

Avoid Special Characters

Use HTTPS

## Canonical URL Optimization

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Specifying the Preferred Version of a web page's URL when multiple URLs Point to the same content.

V1: [www.janardhan.digital/seo-2023](http://www.janardhan.digital/seo-2023)

V2: [www.janardhan.digital/seo-2024](http://www.janardhan.digital/seo-2024)

Identify Canonical Version URL's

Use Absolute URLs

Identify instances of duplicate content

Avoid Self-Referential Canonicals if

Use 301 Redirects When Appropriate

---

Code: `<link rel="canonical" href="Link"/>`

## OG Tags ( Open Graphs- Social Media)

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Structured information about the content of the page when it is shared on Social Media



Tool: Metatags.io

Title You would like to Display

Website Link would like to Display

Image link to Display

Landing Page Link

Brief Summary

# OG Tag **Commands**

Page Title



```
<meta property="og:title" content=" Page TitlePage Title">
```

Website



```
<meta property="og:type" content="website">
```

Image link



```
<meta property="og:image" content="image link">
```

Page URL



```
<meta property="og:url" content="page URL">
```

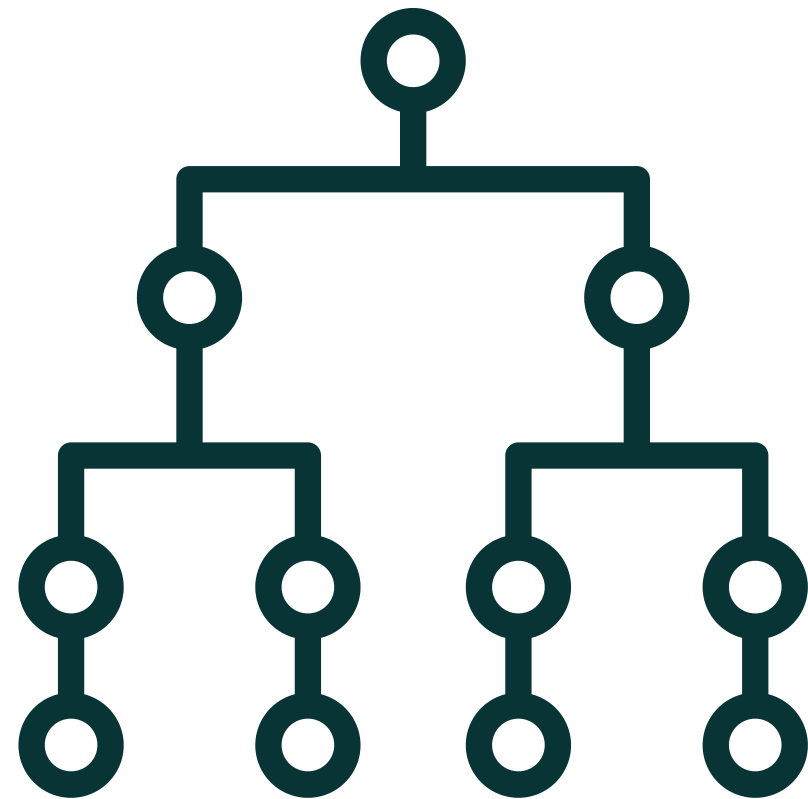
Content Brief



```
<meta property="og:description" content="Brief of our content">
```

# HeadingTag Optimization

Heading tags are HTML elements used to structure and define the content of a web page.



Ranges from H1 to H6

**H1. Tag** Code: `<h1> Main Headline</h1>`

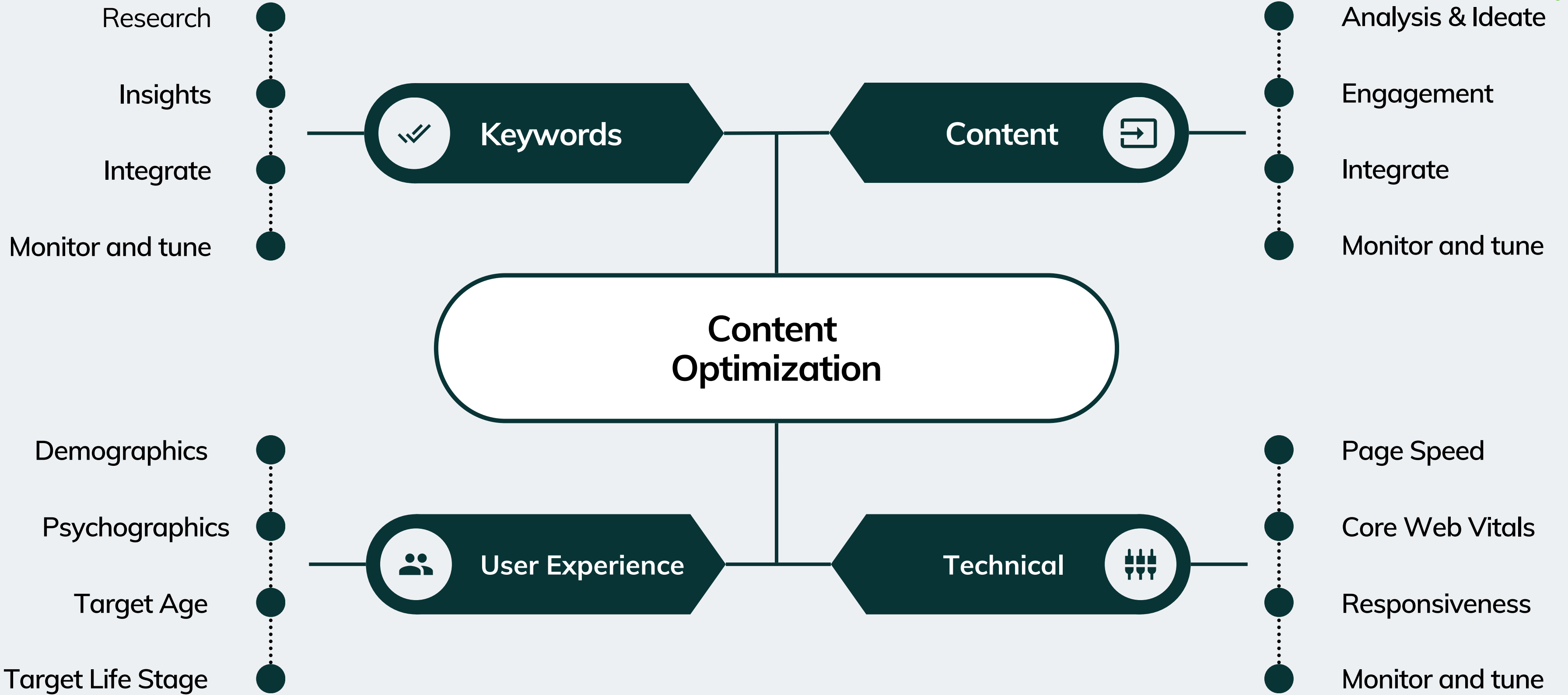
**H2. Tag** Code: `<h2> Secondary Headline</h2>`

**H3. Tag** Code: `<h3> Third Headline</h3>`

**H4. Tag** Code: `<h4>Minor Headlines</h4>`

**H5. Tag** Code: `<h5> Minor Headlines</h5>`

**H6. Tag** Code: `<h6> Minor Headlines</h6>`





## Landing Page- Service & Products

Domain Authority(DA), says how well you are maintaining your site since it is created.

## Blogs/Articles/PDF/other files

- Domain Age
- Content used in web pages
- Content with Current Trend
- Backlinks acquisition
- Technical Issues



## Content Structure

Tool: ChatGPT

## Landing Page Creation



Service & Posts

Tool: Metatags.io

Unique Selling Points( USP's)

Testimonials

Reasons to Choose us?

Service/Product Details

Form/ Call to Actions

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Blogs.Janardhan.Digital

## keyword Density (KD)

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How many times a keyword or phrase appears on a web page compared to the total number of words on the page.

$$KD = \left( \frac{\text{Number of times keyword used}}{\text{Total Word Count}} \right) * 100$$

Focus on Content Quality

Write for Humans, Not Search Engines

Use Synonyms & Variations

Meaning and context of content

Maintain 2-4% of KD

## Sub Concepts of **keywords**



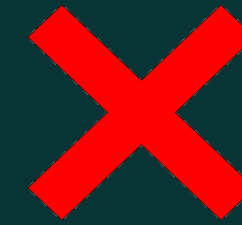
Total no. of times the same keywords are repeated on a page.

**keyword Frequency**



Finding root keywords or new keywords related to your Focus keywords.

**Keyword Stemming**

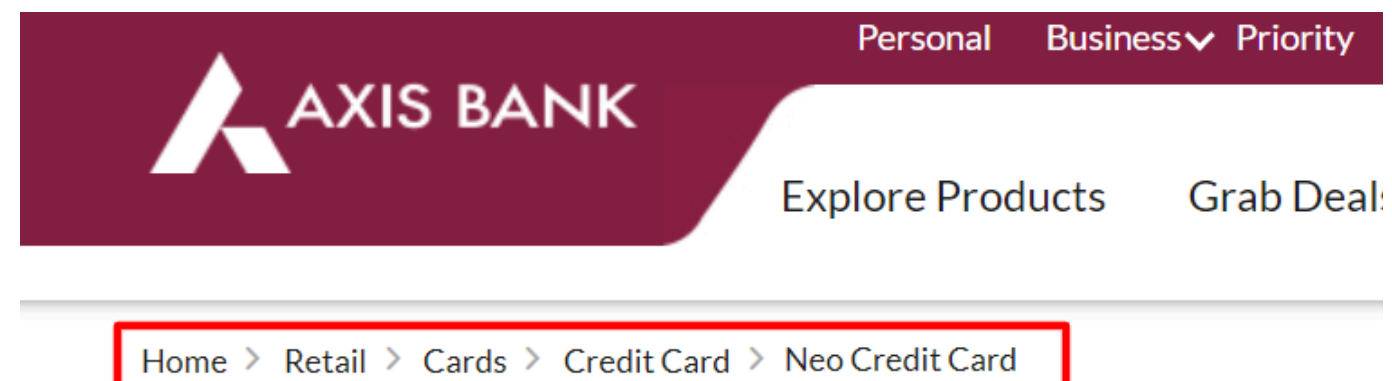


How many landing pages same keyword is ranking for.

**Keyword Canobilization**

## Breadcrumbs **Optimization**

Navigational aid or trail of links that show the user's current location within a website's hierarchy



User Navigation

Enhance the user experience

Site structure- Google Loves it

Lower Bounce Rates

Easy Access to Information

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Blogs.Janardhan.Digital

## Domain Authority

Domain Authority(DA), says how well you are maintaining your site since it is created.

## How to Improve it?

- Domain Age
- Content used in web pages
- Content with Current Trend
- Backlinks acquisition
- Technical Issues



## Domain Authority

Tool: Moz.com

## Page Authority

Page Authority(PA) says how well you are maintaining your Web Page since it is created.

## How to Improve it?

- Page Age
- Content used in pages
- Content with Current Trend
- Backlinks acquisition
- Technical Issues



**Page Authority**

Tool: Moz.com

## SPAM Score

SPAM Score helps us to understand how spammy a website is and how trustworthy a website is.

## How to Improve it?

- Regularly Audit Your Backlinks
- Disavow Spammy Links
- Regularly Update Your Website
- Comments & User Generated Content
- Build High-Quality Backlinks



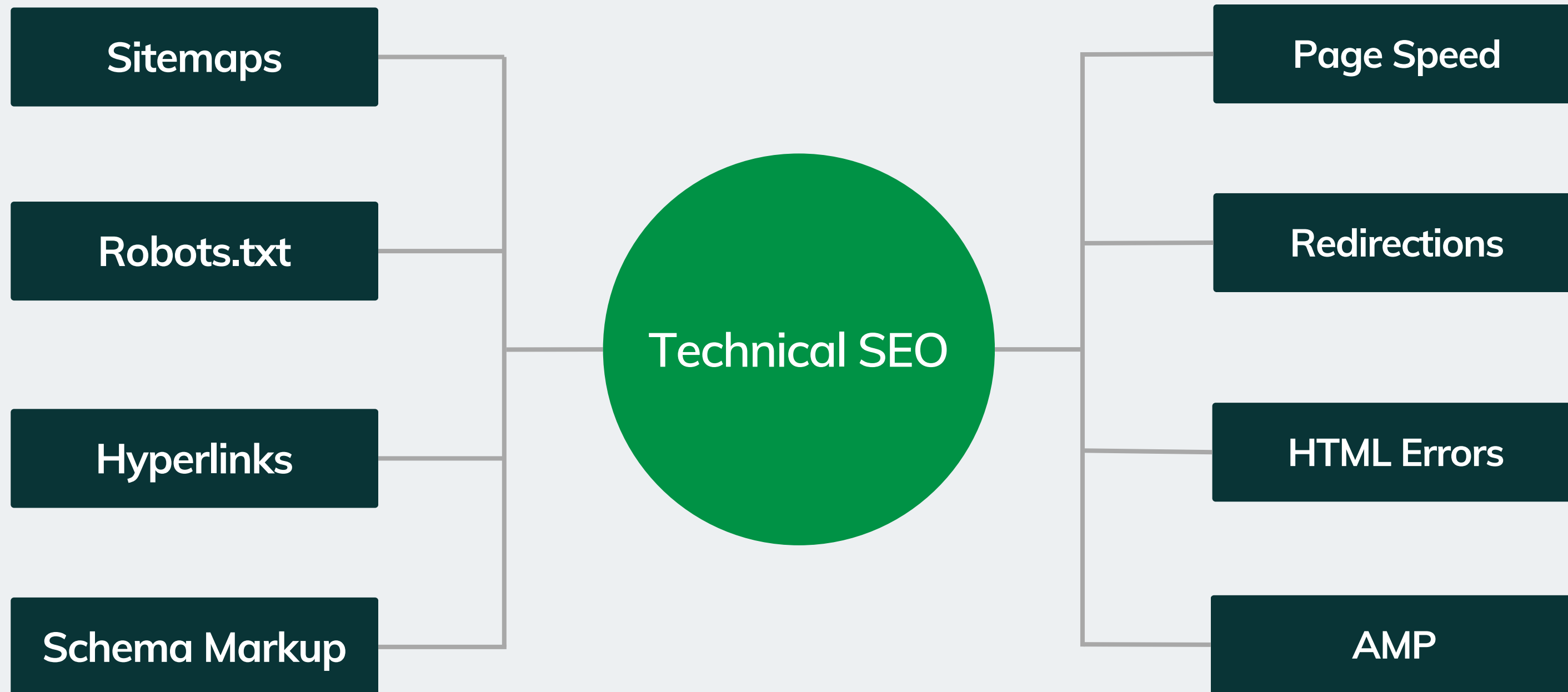
### Tools:

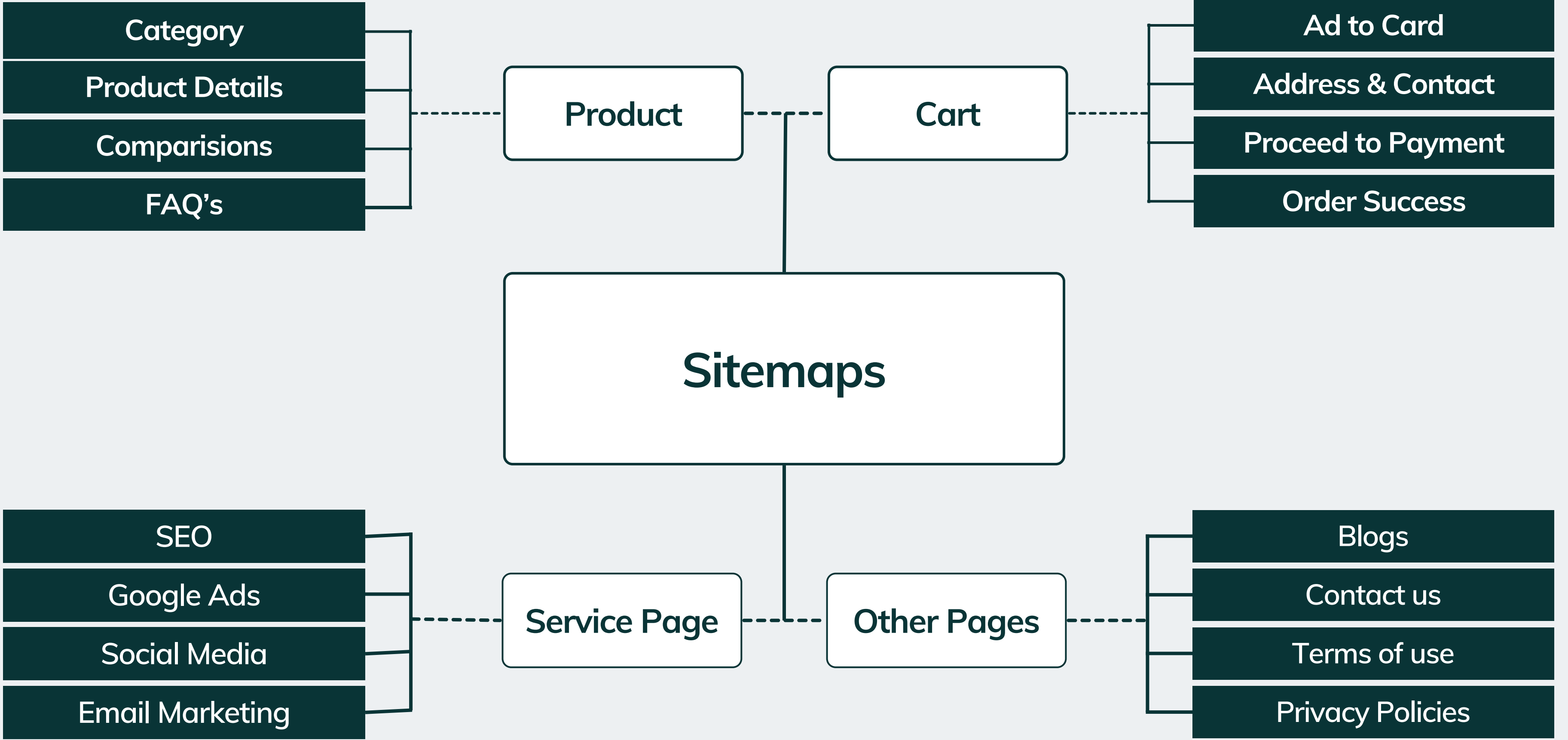
- Moz.com
- Search Console( Disavow)

[Search.google.com/search-console/disavow-links](https://search.google.com/search-console/disavow-links)



## Universe of **Technical SEO**





# XML Sitemaps

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File that lists all the URLs of a website along with additional Metadata



Tool: [xml-sitemaps.com](https://xml-sitemaps.com)

Include All Important Pages

Keep your XML sitemap up-to-date

Use the `<priority>` tag

Include Last Modification Date

Verify: [domain.com/sitemap.xml](https://domain.com/sitemap.xml)

---

[Janardhan.digital/sitemap.xml](https://Janardhan.digital/sitemap.xml)

# HTML Sitemaps

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Unlike XML sitemaps, which are primarily intended for search engines, HTML sitemaps are designed for human users.



Tool: [Mysitemapgenerator.com/](https://mysitemapgenerator.com/)

Organize Content Hierarchically

Use Clear and Descriptive Anchor Text

Avoid overwhelming with too many links

Provide Categories or Sections

Include Internal Links Only

Verify: [domain.com/sitemap.html](https://domain.com/sitemap.html)

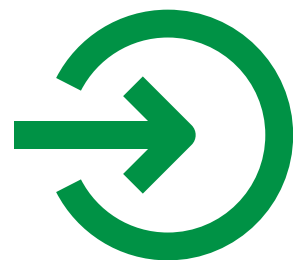
---

Plugin: Simple Sitemap

# Robots .txt File

---

Text file passes instructions to Search engines about what page we can enter and what page is restricted.



## Syntax

```
user-agent: *  
allow: /  
disallow: /  
sitemap: janardhan.digital/sitemap.xml
```

Public vs Private Pages

Page Restriction

Block Sensitive or Duplicate Content

Bulk Blocking with Directory

Consider Crawl Budget

Verify: [domainname.extension/robots.txt](https://domainname.extension/robots.txt)

---

Janardhan.Digital/robots.txt

# Syntax for Robots.txt File

## User-agent Directive

Syntax: User-agent: \* ( Specify search engines)

## Allow Directive

Syntax: Allow: /pages  
Which pages are allowed to Crawl

## Disallow Directive

Syntax: Dis-Allow: /pages  
Which pages are not allowed to Crawl

## Sitemap Directive

Sitemap:  
janardhan.digital/sitemap.xml

# Hyperlinks/Hyperlinking

## Internal Links

User Passes from One Page to another Page in Same Site

## External Links

User Passes from One Page to another Page to Different Site

## Anchor text

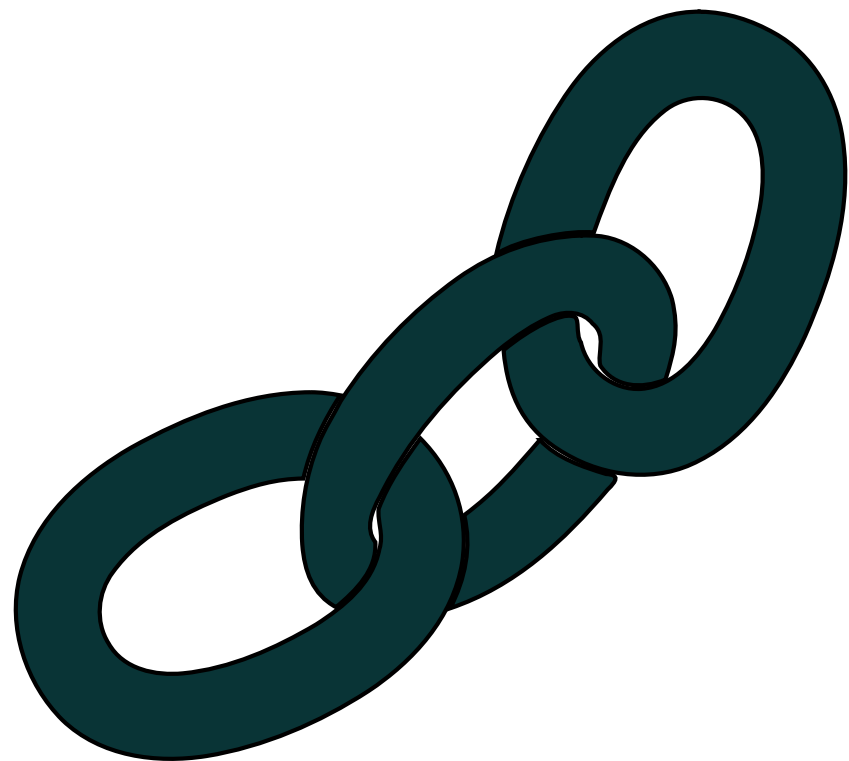
Clickable Text that takes user from one page to another Page

Example: `<a href="Link"> Anchor Text</a>`

## Internal Linking in SEO

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Link That Passes from one landing page to another landing page on your website.



`<a href="Internal Link"> Anchor Text</a>`

Relevant to the content of the page

Use descriptive anchor text

Avoid phrases like "click here" or "read more."

Clear hierarchy & structure for your site

Include your internal links in the XML sitemap

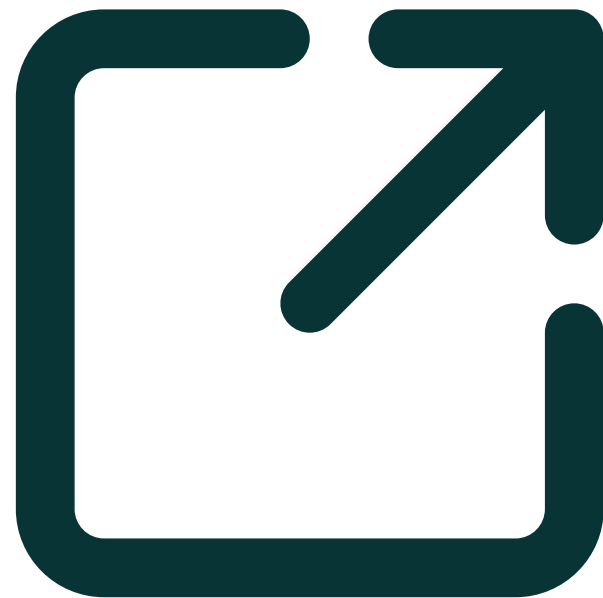
Minimize the use of redirect chains



## External Linking in SEO

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Link That Passes from one landing page to another landing page on your website.



`<a href="External Link"> Anchor Text</a>`

Ensure that external links are relevant

Link to reputable and authoritative websites

Use descriptive and relevant anchor text

Natural linking pattern within your content

Consider using the "rel=nofollow" attribute

Check for broken external links on your website

## Anchor Text

Clickable text that comes under hyperlinking,It usually appears as blue underlined text.

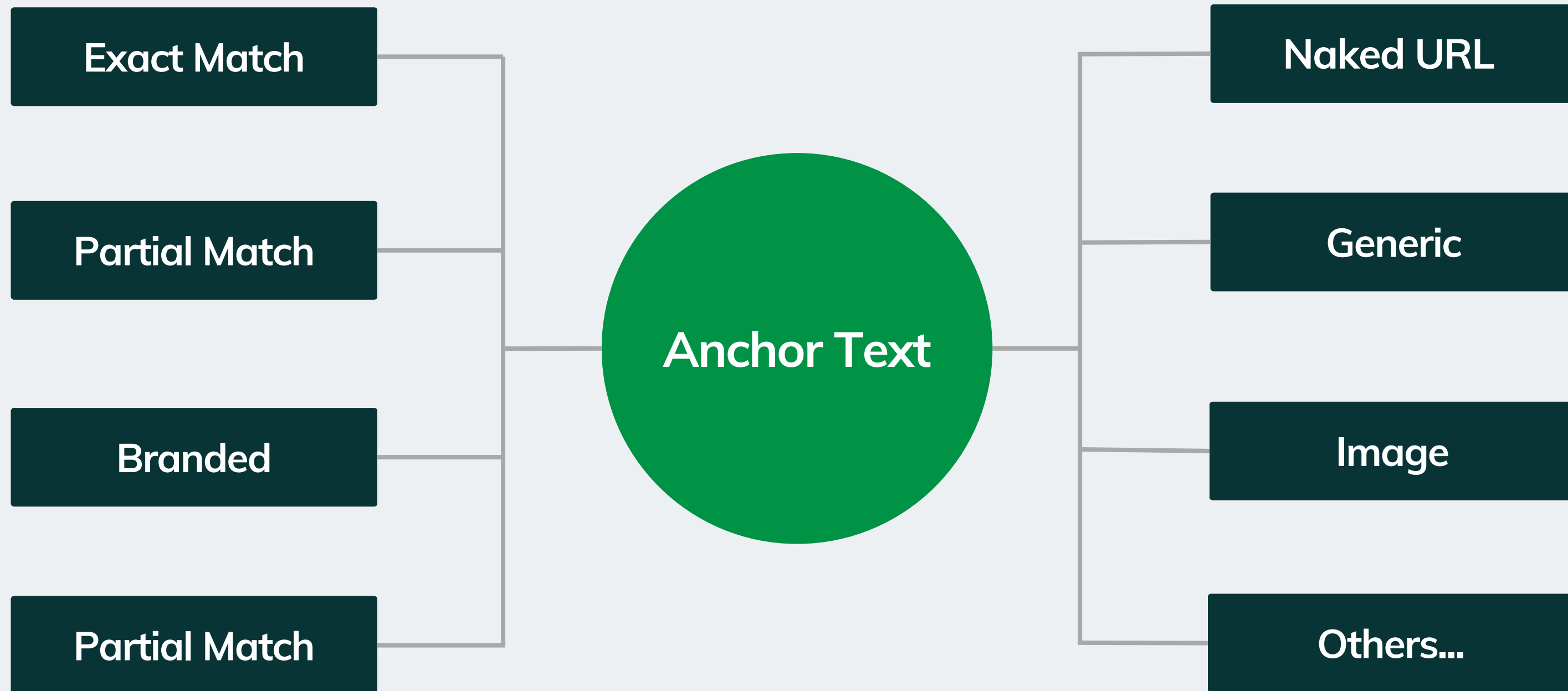
## Benefits of Anchor Text

- Regularly Audit Your Backlinks
- Disavow Spammy Links
- Regularly Update Your Website
- Comments & User Generated Content
- Build High-Quality Backlinks



```
<a href="Link"> Anchor Text</a>
```

# Worlds of **Anchor Text**



# Errors & Redirections

## 404 Error



Page Not Found on Server

## 301 Redirection



Sending Users Permanently  
from Old to New

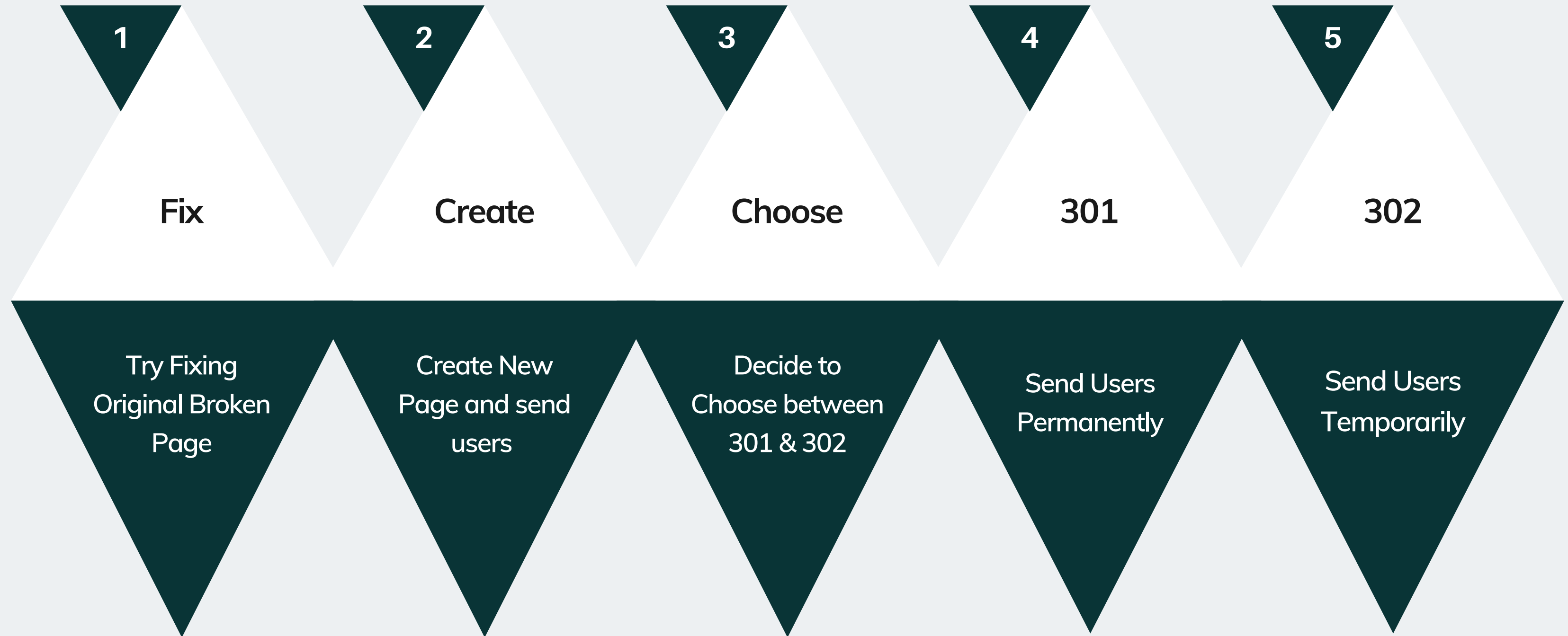
## 302 Redirection



Sending Users temporarily from  
Old to New

# How to Perform **Redirections**

Step by step Process



## Speed Matters in SEO

How Fast a site or a Landing page is responding when a user enter



## Fast Loading

Better user experience

Low Bounce Rates

Impacts conversion rates

Positively on your brand

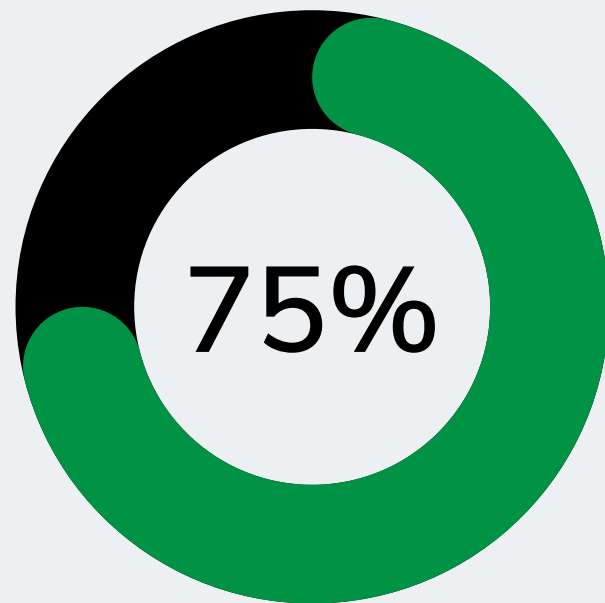


solarwinds  
pingdom



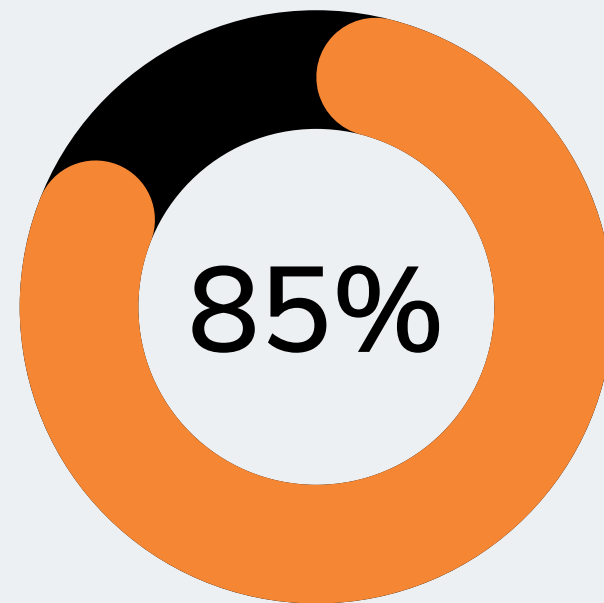
Aspect	Slow Page Speed	Fast Loading Speed
User Experience	Frustrating, users may abandon the site	Smooth and seamless browsing experience
SEO Impact	Negatively affects search engine rankings	Positively impacts search engine rankings
Conversion Rates	Decreased conversion rates	Increased conversion rates
Bounce Rate	High bounce rate	Low bounce rate
Engagement	Low user engagement	High user engagement
Mobile Experience	Poor mobile experience	Improved mobile experience
Brand Reputation	Negative impact on brand reputation	Positive impact on brand reputation
Server Costs	Higher server costs due to increased load	Lower server costs due to decreased load
User Retention	Decreased user retention	Increased user retention

## Core Web Vitals in Page Speed



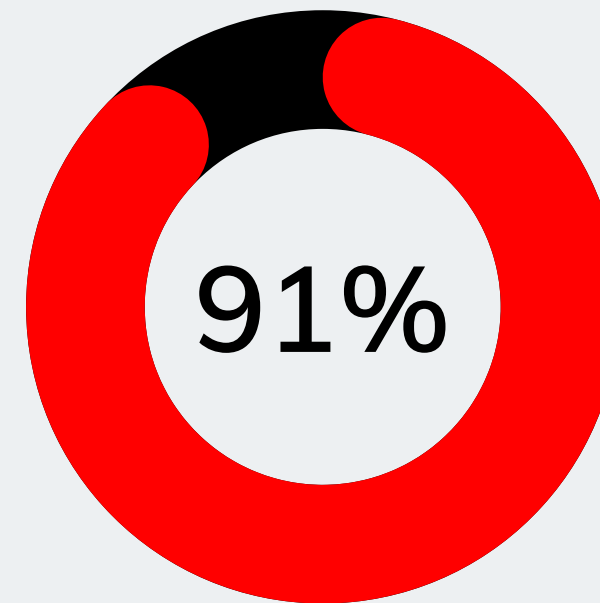
**LCP**

How long it takes for the biggest piece of content to appear.



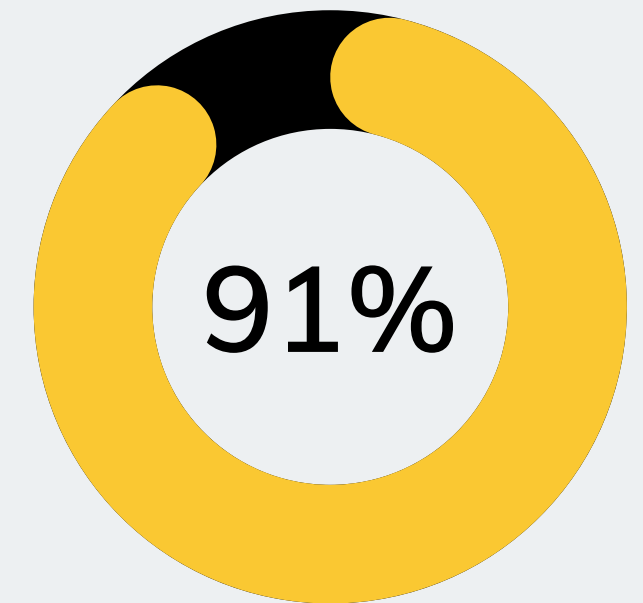
**FCP**

Measures when the first Paint Occurs.



**CLS**

Sum total of all individual layout shift scores for every unexpected layout shift



**FID**

How long it takes for a web page to respond to a user's first interaction



## Schema Markups in SEO

Additional Information about your site that you would like to display in SERP

[Blue Tuxedo Sea Urchin - Saltwaterfish.com](#)

[www.saltwaterfish.com](#) > [Home](#) > [Invertebrates](#) > [Urchins](#)

★★★★★ Rating: 5 - 4 reviews - \$16.99 - Out of stock

The Blue Tuxedo Sea Urchin is an excellent algae eater and cc growth of the same in the aquarium. It helps in maintaining the c

Blog/News

FAQ's

Breadcrumbs

Person

Organization

Receipe

Product

Event

Local Store

Video

Blogs.Janardhan.Digital



# Off Page SEO

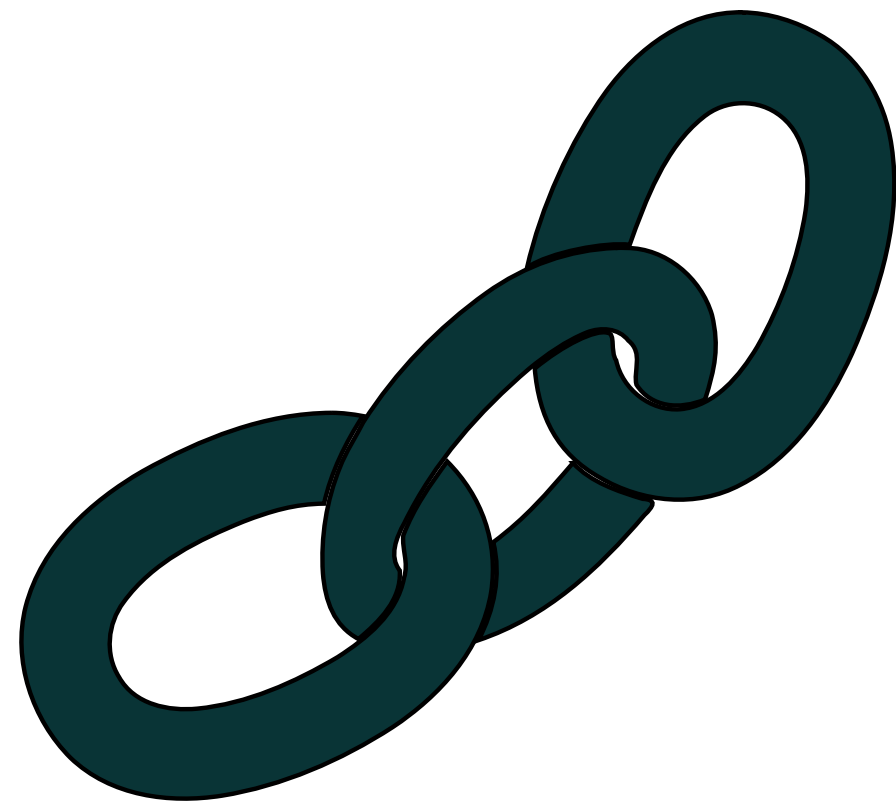
SEO practices we do outside of our website to outrank your competitor in Search Results Page.



## Backlinks/**Link Building**

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Incoming links to your website from another website. More high quality Backlinks can result in high Keyword position in SERP.



Improved Search Engine Ranking

Increased Website Traffic

Enhanced Credibility & Authority

Faster Indexing & Crawling

Long-term Growth & Sustainability

# Types of Backlinks

## Contextual Links

Hyperlink within the body of a piece of content that is surrounded by relevant text.

## Sponsored

Link that is placed on a site in exchange for compensation or some form of consideration.

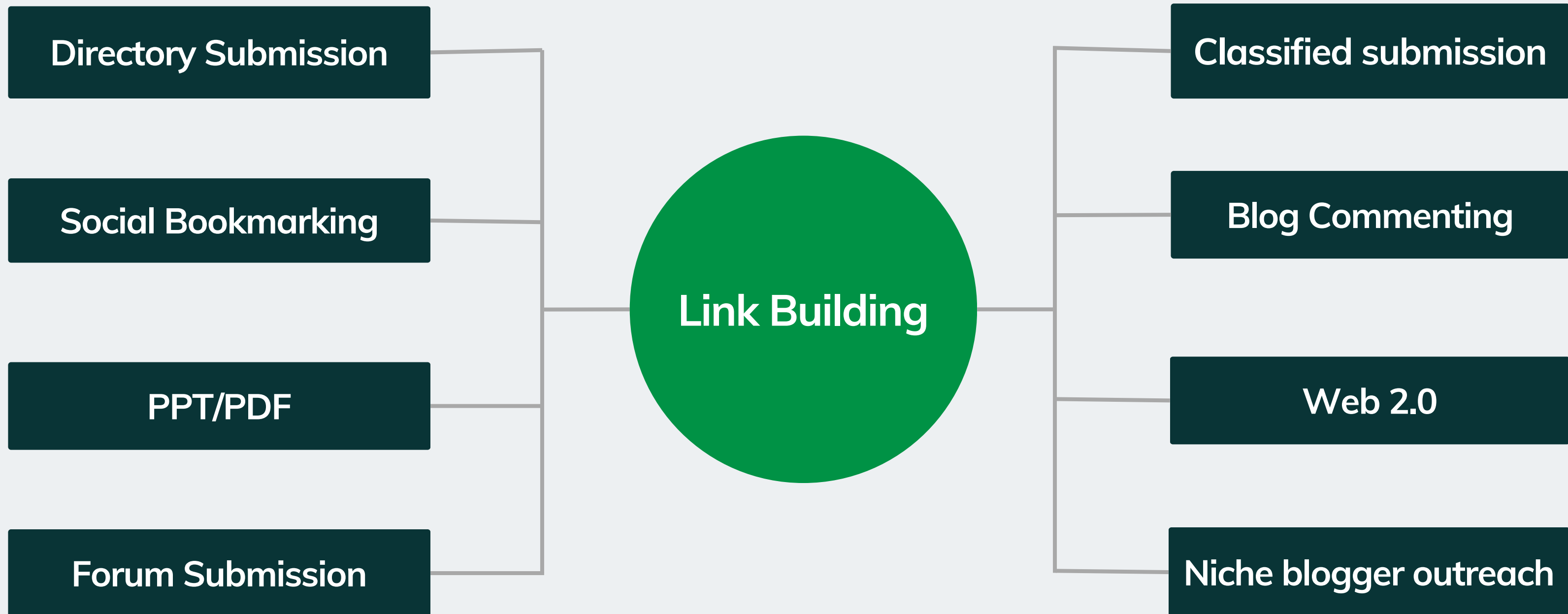
## UGC

User Comments, forum posts, or other forms of user-contributed content on websites.

## Image Links

Link that is associated with an image rather than text.

# Types of Backlinks



# Directory Submission

It is the practice of submitting a website's URL and other relevant details to online directories or listing websites.



## Steps to Create Directory Submission links



Research Directories

Choose the Right Category

Submit Website Details

Review Submission Guidelines

Optimize Title and Description

Verify Submission

# Social **Bookmarking**

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Online storage service by many providers that allows users to Store web page information edit and share.



## Steps to Create Social Bookmarking Links



Identify Relevant Bookmarking Sites

Create Accounts

Submit Your Links

Choose the Right Category or Tags

Craft Compelling Titles & Desc

Verify & Submit

## PPT Submissions

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Creating & Sharing PowerPoint presentations on various online platforms to obtain backlinks to your website.



## Steps to Create PPT Bookmarking Links



Create High-Quality PPT's

Include Relevant Keywords & Links

Convert Presentation to PPT Format

Choose PPT Submission Platforms

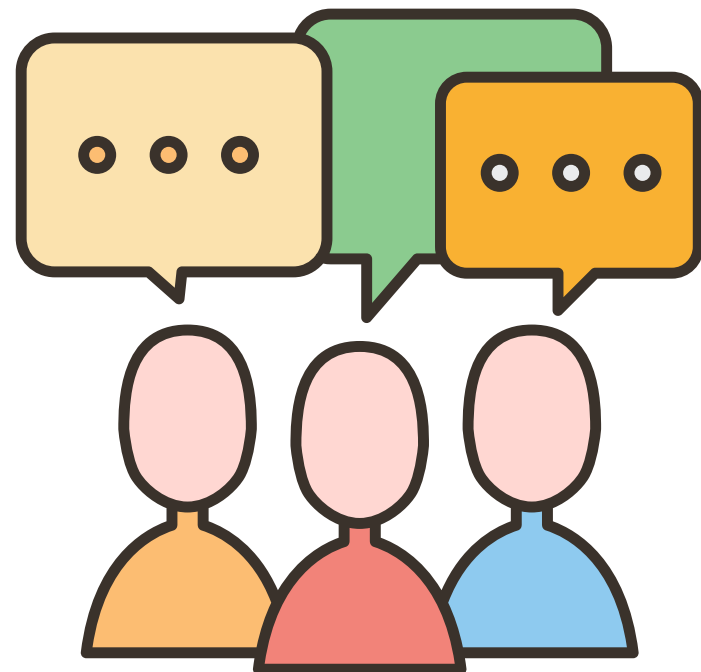
Create Accounts or Profiles

Submit Your PPT Presentations



# Forum Submissions

It is the process of obtaining backlinks to your website by participating in online forums and discussion boards.



## Steps to Create Forum Submission Links



Identify Relevant Forums

Register and Create a Profile

Read & Understand Forum Rules

Contribute Valuable Content

Include Links in Your Posts

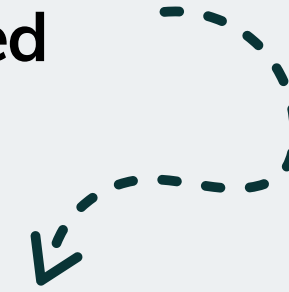
Use Signature Links

# Classified **Submissions**

It is the process of obtaining backlinks to your website by participating in online forums and discussion boards.



## Steps to Create Classified Submission Links



Identify Relevant Classified Websites

Register or Create an Account

Choose the Right Category

Create Compelling Ad Content

Include Your Website Link

Optimize for Keywords

# Blog Commenting

It is the process of leaving comments on blog posts published by other websites or blogs, along with a link back to your own website.



## Steps to Create Blog Commenting Links



Identify Relevant Blogs

Read and Understand Blog Posts

Register or Sign In

Write Genuine & Relevant Comments

Use Your Real Name and Email

Include Your Website URL

# Article Submission

Process of submitting articles to online article directories or content submission websites.



## Steps to Create Article Submission Links



Identify Reputable Article Directories

Create High-Quality Content

Optimize Your Articles

Follow Submission Guidelines

Create Author Accounts

Submit Your Articles

# Web 2.0 Backlinks

User-generated content-sharing websites that enable users to create and publish their own content.



## Steps to Create Web 2.0 BackLinks



Identify Relevant Web 2.0 Platforms

Create Accounts or Blogs

Customize Your Blog

Publish High-Quality Content

Include Backlinks to Your Website

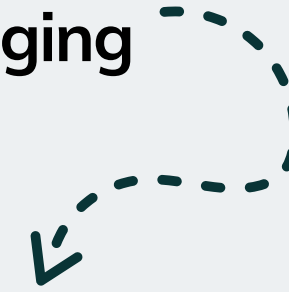
Interlink Your Web 2.0 Properties

# Guest Blogging

Content marketing strategy where a writer creates content for another company's or individual's blog.



## Steps to Create Guest Blogging backLinks



Identify Target Blogs

Understand Guest Post Guidelines

Craft High-Quality Content

Include Relevant Links

Build Relationships

Submit Your Guest Post



# Local SEO

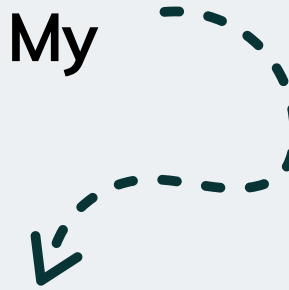
Business Growth for Local stores

# Google My Business

Allows businesses and organizations to manage their online presence in Google Search and Google Maps.



## Steps to Optimize Google My Business



Information filled out accurately

Upload high-resolution images

Encourage user Reviews

Include relevant keywords

Services & Business Categories

Enable Messaging and Booking

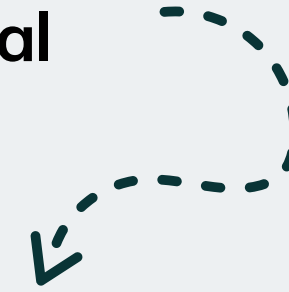


# Local Business Listings

Online profiles that contain information about a business and its services, specifically tailored to a local audience.



Here's how to create local business listings:



Identify Relevant Directories

Gather Accurate Information

Create a Google My Business Listing

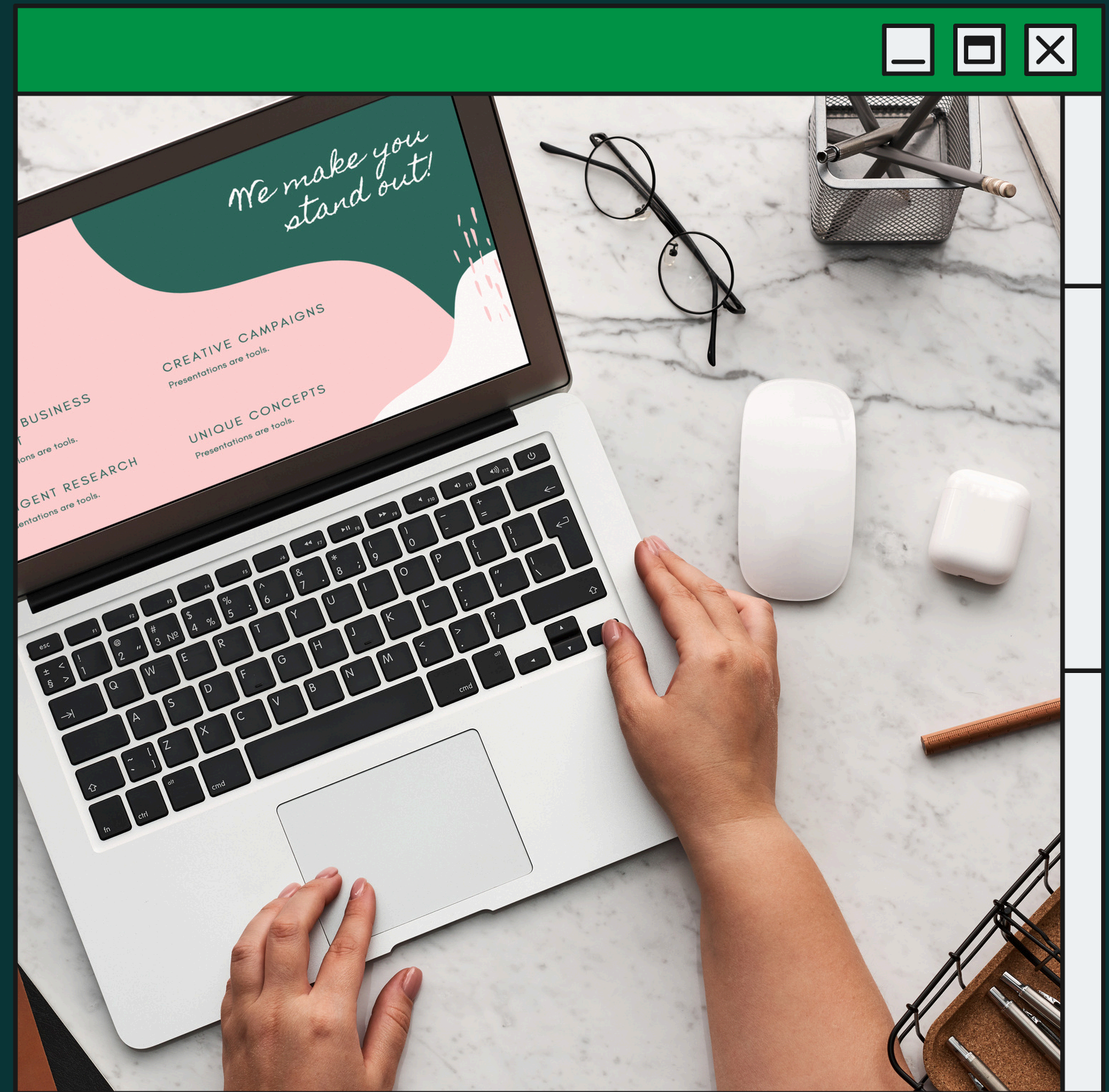
Claim & Verify Listings on Platforms

Encourage Reviews

Enable Messaging and Booking

Daily, Weekly, and Monthly Updates

# Google Algorithm Updates

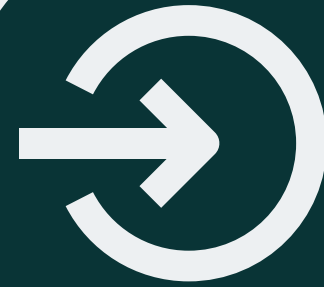


# Algorithm Updates



Improve search  
results

Objective-1



Relevant  
Content

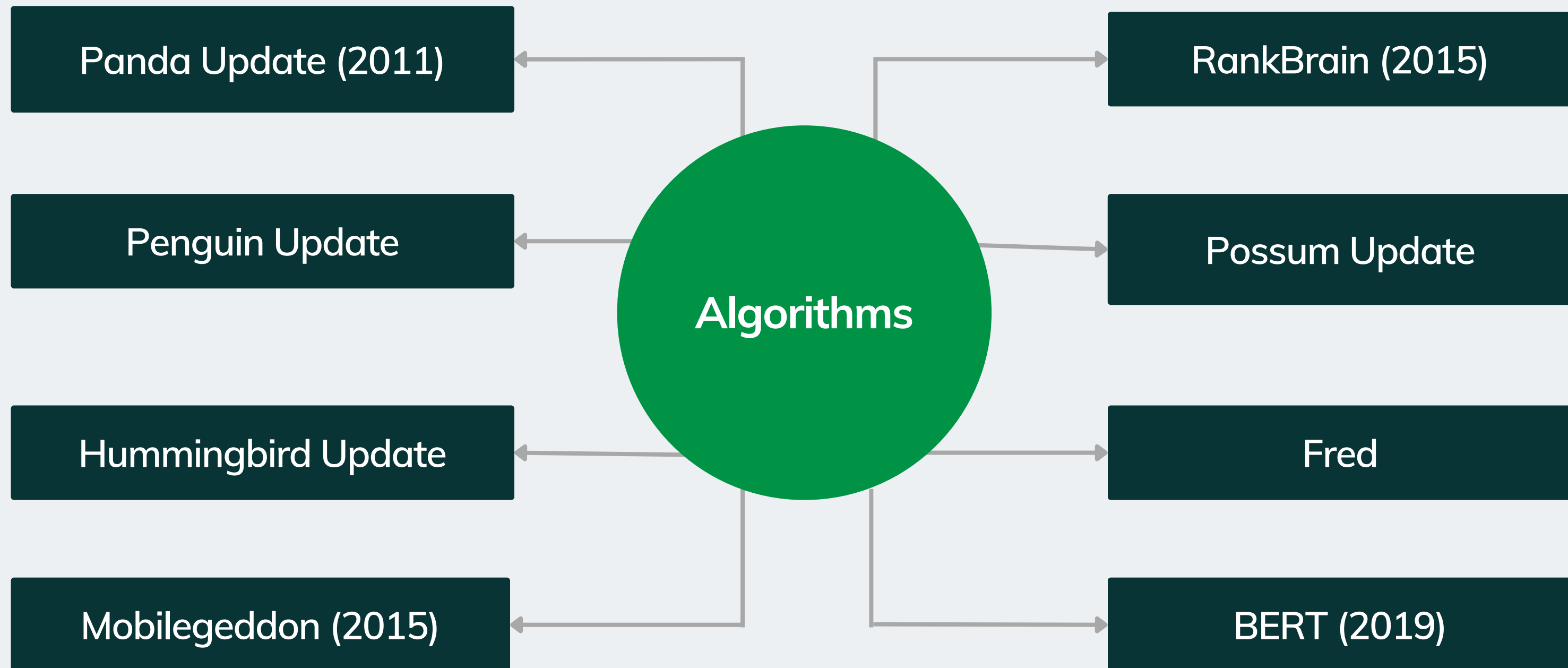
Objective-2



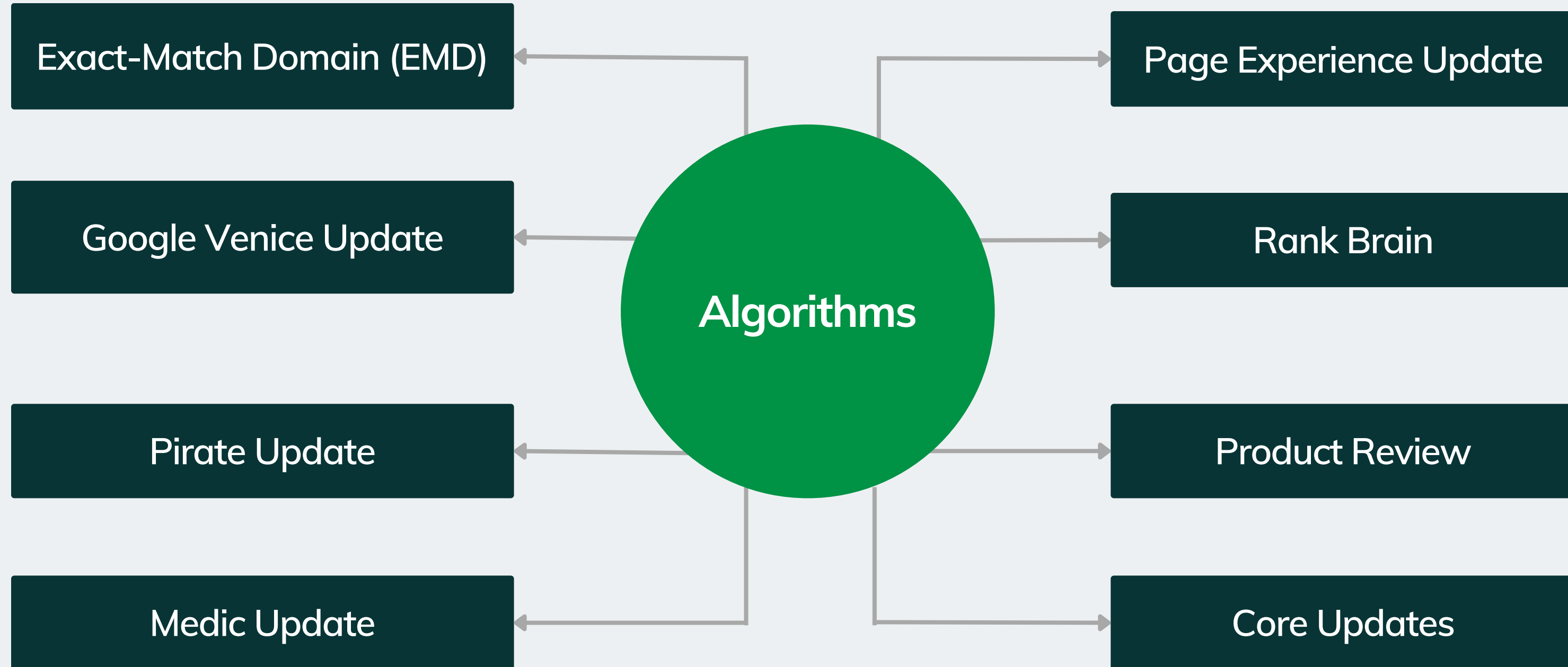
De-Index/Punish sites  
that don't Follow

Objective-3

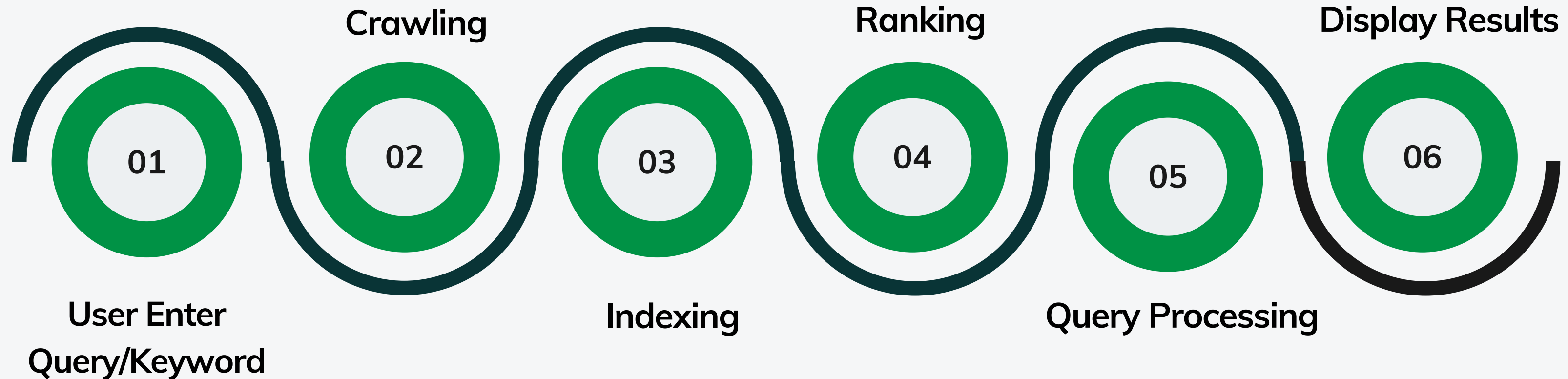
## Major Algorithm Updates



# Major Algorithm Updates

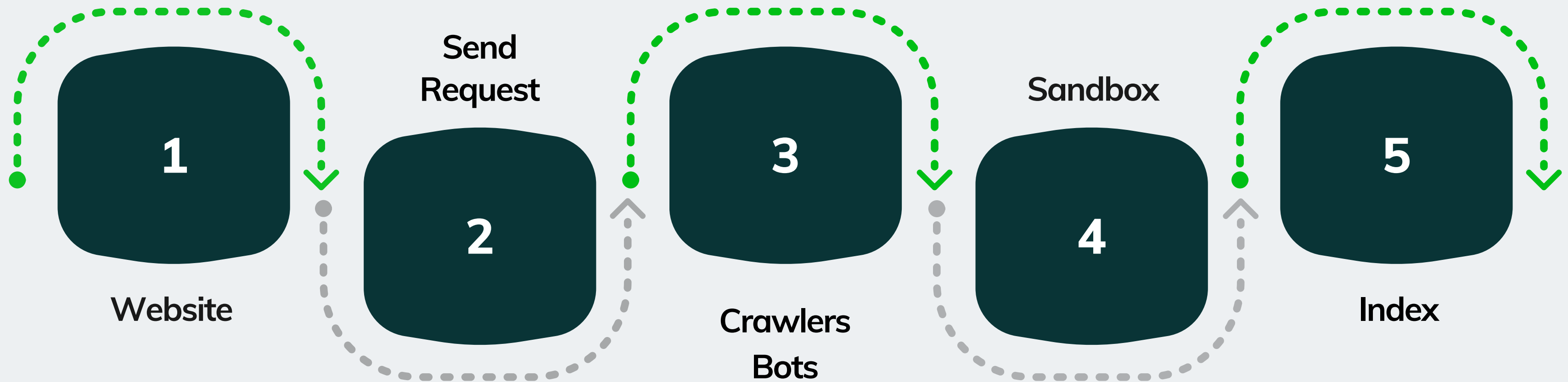


# Search Engine Working Mechanism



# How Search Engine works

5-Step Ordering Process



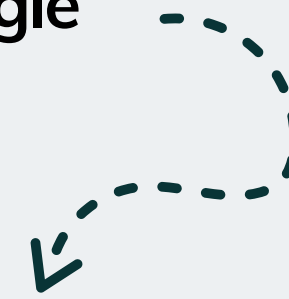
# Google Search Console

Online profiles that contain information about a business and its services, specifically tailored to a local audience.



[Search.google.com/search-console](https://search.google.com/search-console)

## Core Benefits of using Google Search Console for SEO



Identify Relevant Search Terms

Website Performance

Issues & Bugs to Fix

Sitemaps & Removals

Crawling & Budgets

Access Management



@janardhandigital\_official



## Reporting Features on **Search Console**



#GoogleAnalytics

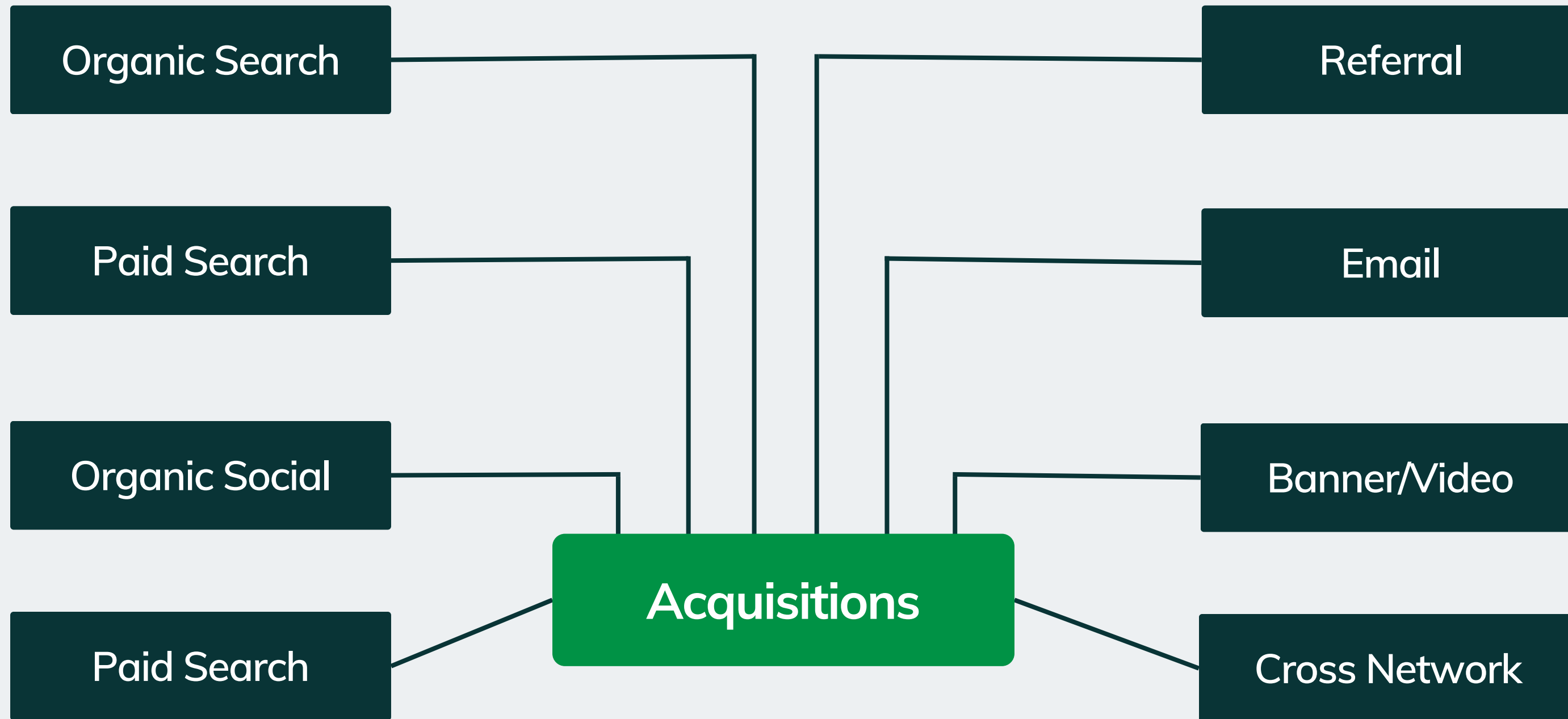
# Analysis of results

Trends and challenges

Tool: [Analytics.google.com/analytics](https://analytics.google.com/analytics)



# User Acquisitions Sources

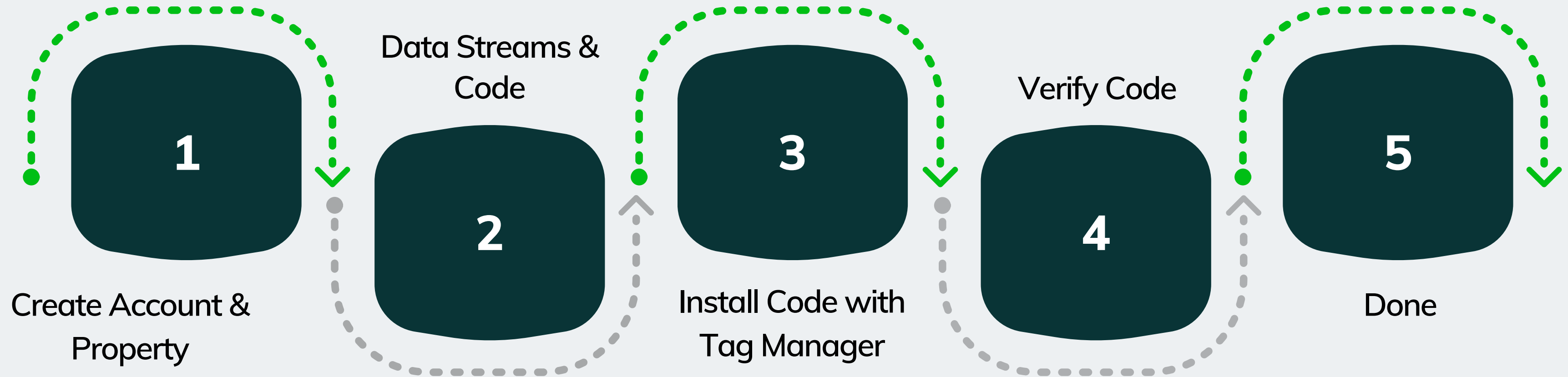


# Types of Google Analytics

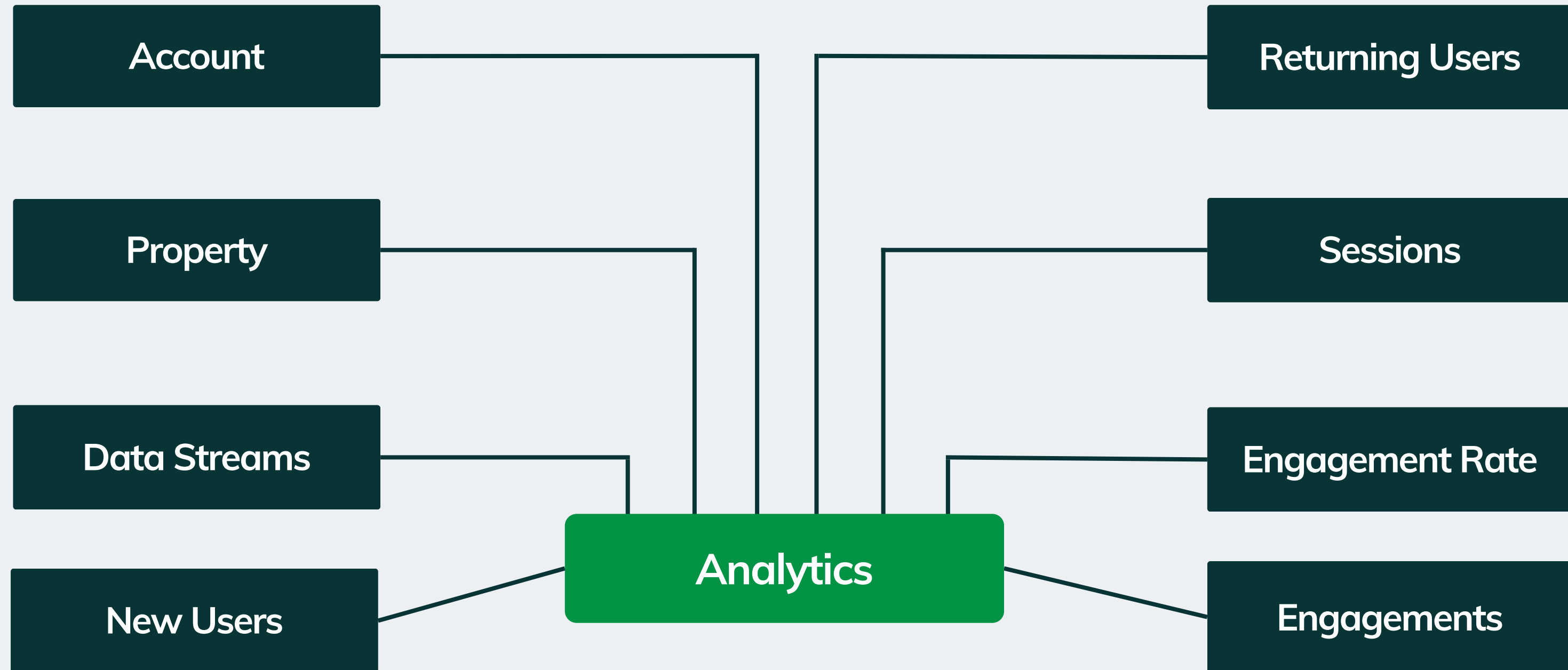
Universal Analytics	GA 4
Session-based Data Model	Event-Based Data Model
Relies on cookies and client-side tracking scripts to collect	GA4 supports multiple tracking methods
Session-based metrics and user-level data	Comprehensive user-centric measurement capabilities
Traditional reporting features	Advanced analysis features powered by machine learning algorithms
Has limitations in terms of data privacy and compliance	Granular controls over data collection, retention, and processing

# How To Create Google Analytics

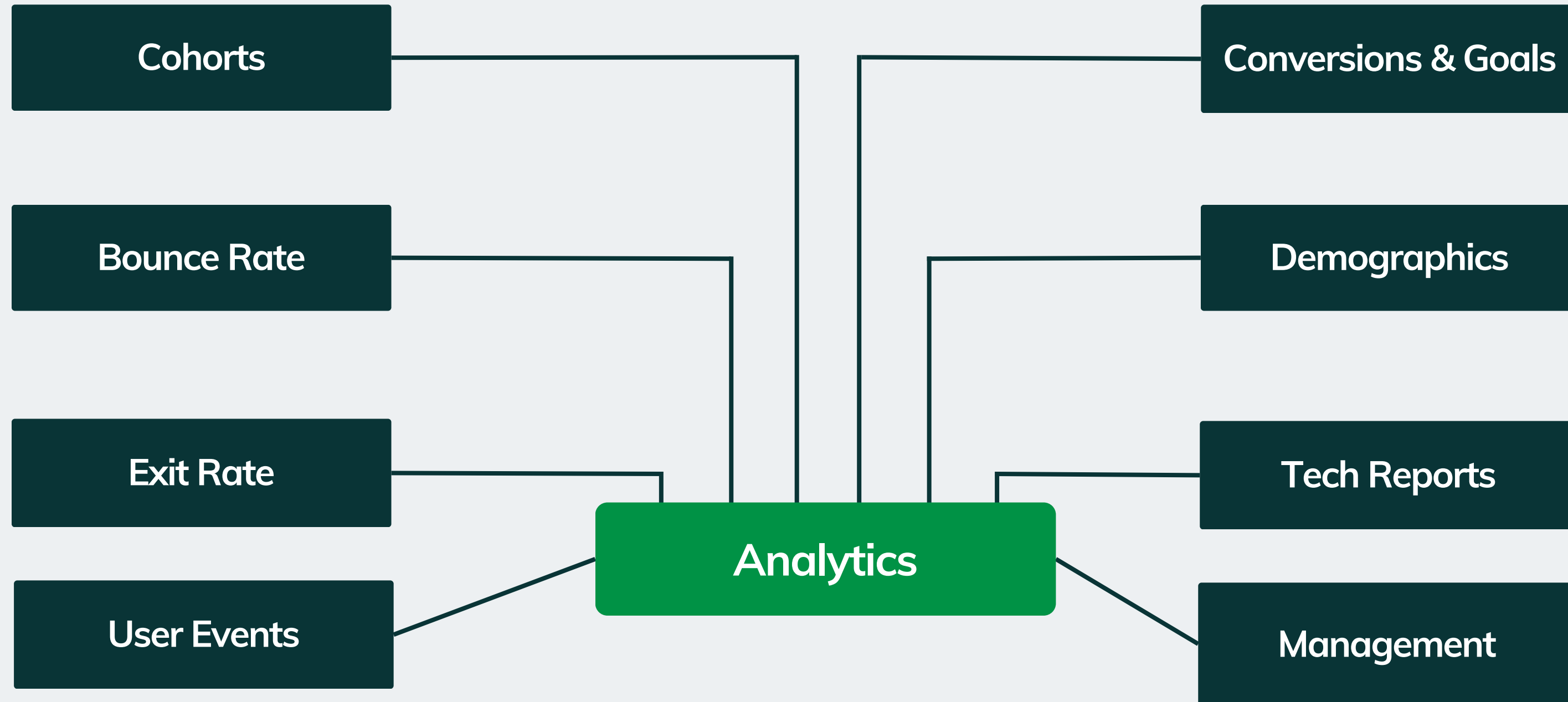
5-Step Ordering Process



# Fundamentals of Google Analytics



# Fundamentals of **Google Analytics**



# Funnel Exploration in GA4

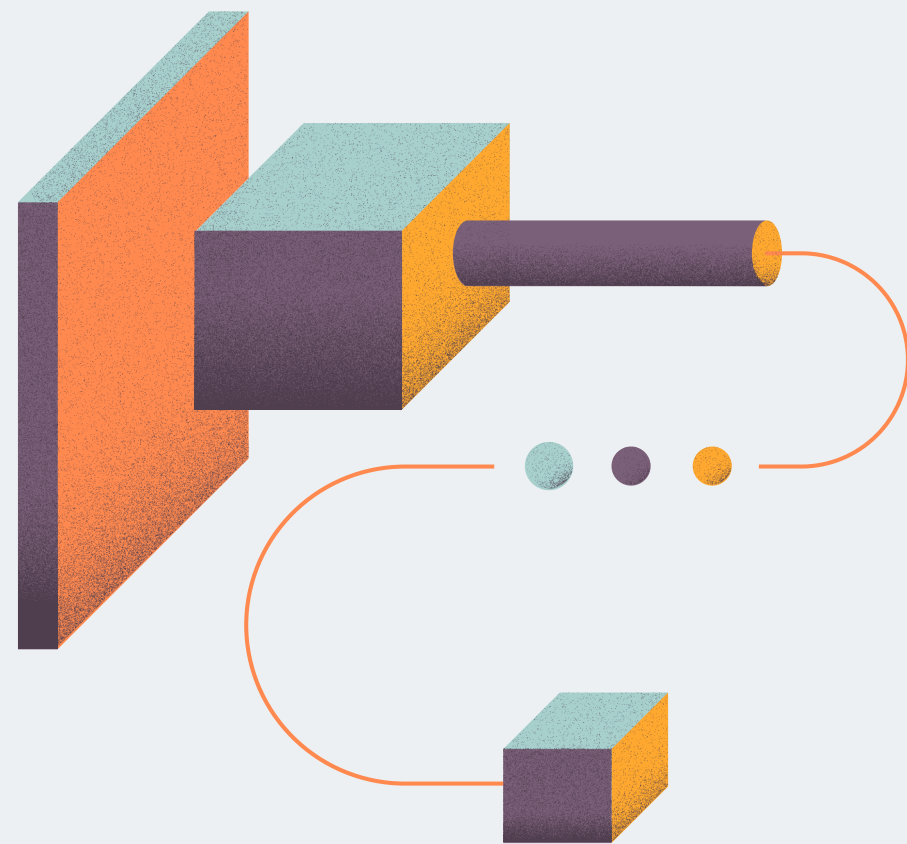
5-Step Ordering Process





# Google Tag Manager

Data Recording Tool



Blogs.Janardhan.digital

Benefits of using Google tag  
Manager



Track Conversion Sources

Setup Events

Integrate Marketing Channels

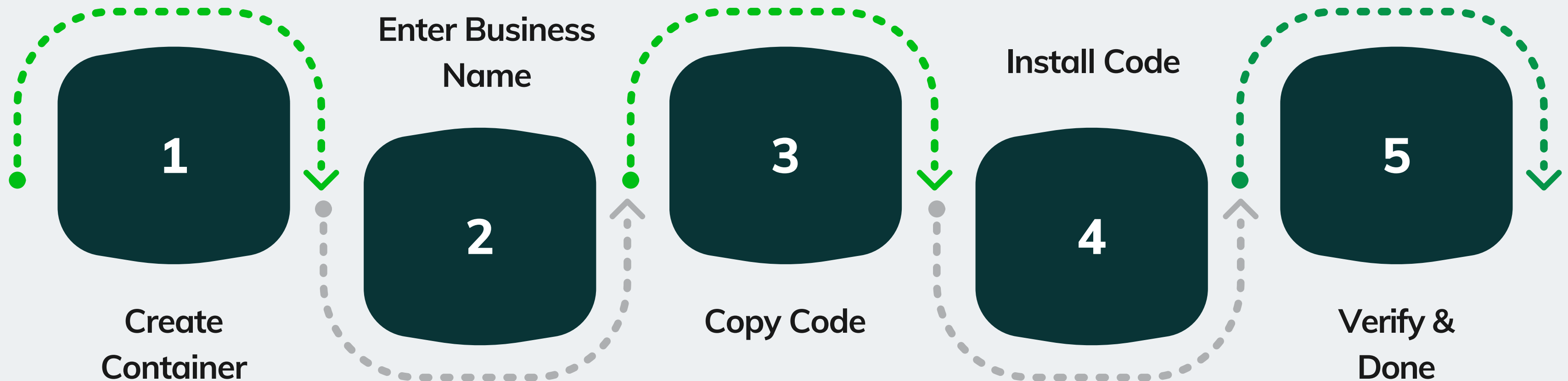
User behaviour Analysis

Lightweight website

 @janardhandigital\_official

# How it Works @Google Tag Manager

5-Step Ordering Process

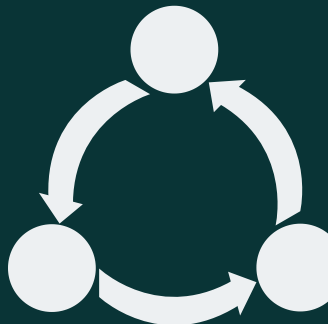


# Google TagManager- Data Recording Tool




Organizational unit  
that holds all the  
tags, triggers, and  
variables

**Container**



All Changes &  
summary of the  
account

**Workspace**



Account & User  
Access Management

**Admin**

# Competitor Analysis

Know your Competitor in Every Corner



Product or Service Offerings

Marketing and Advertising Strategies

Customer Experience and Feedback

Technology and Innovation

Target Audience & Customer Segments

Brand Positioning & Messaging

Online Presence & Visibility

Business Performance & Growth Strategies



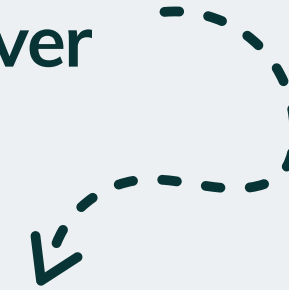
## SEO Audit **to Perform**

---

Analyzing various aspects of the website



What Inspections to Cover  
During SEO Audit?



Technical SEO

On-Page SEO

Content Quality & Relevance

Keyword Analysis & Research

Backlink Profile

User Experience (UX)

# SEO Performance Reports

Analyzing various aspects of the website



## What Aspects to Cover in Reporting



Google Search Console Report

Google Analytics Report

Conversions & Engagements

Calls , Form Fills & Sales

WOW, MOM & Quarterly Growth

## Performance is **Everything** (KPI)



Tracking Organic  
traffic Growth

Organic Traffic



Where your site  
appear in SERPs

Keyword Rank



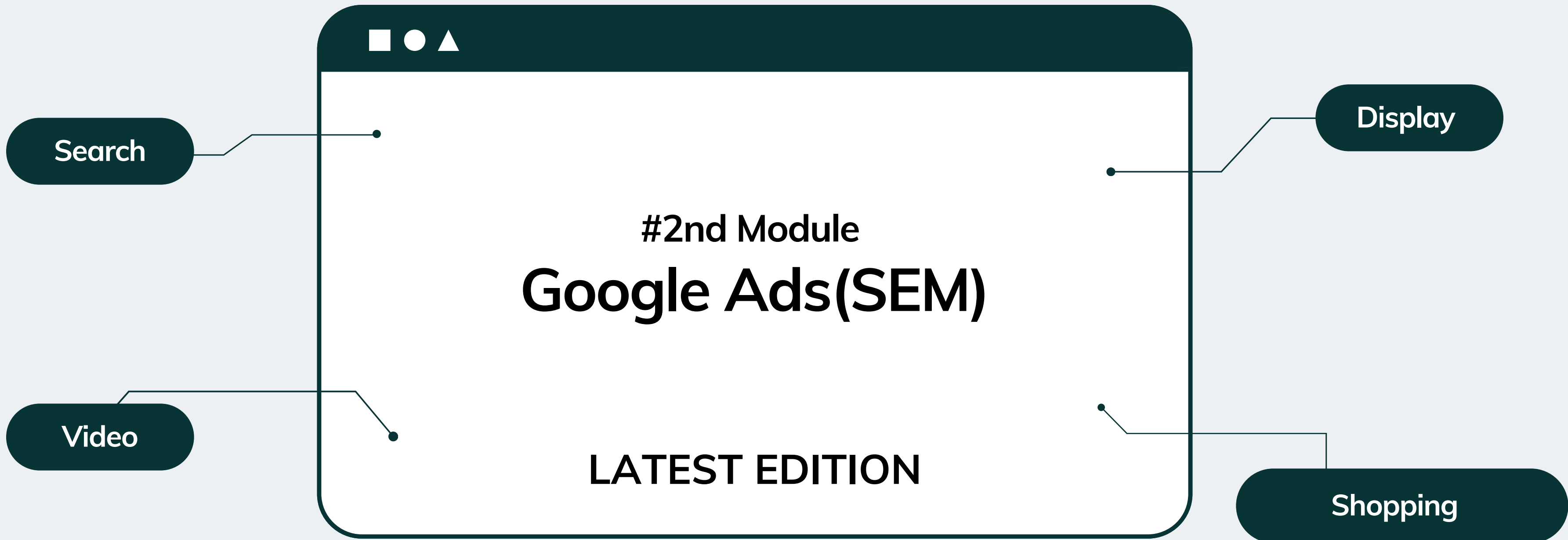
Higher CTR indicates your  
listings are compelling &  
relevant

CTR



Evaluate the quality  
and relevance of Leads

Conversion Rates



By Janardhan Nagaiahgari



## An Online Ad Platform

Run ads on Google's search engine results pages (SERPs), on YouTube, and on other partner websites within the Google Display Network.



Text Based Search Ads

Video Ads

Poster(Display) Ads

HTML Ads

Shopping Ads

Google Maps Ads

Playstore Ads (App Install)

Branding & Demand

## Ad Account in Google Ads

---

Create, manage, Share and run  
Advertisements on the Ad platform.



Ownership

Integration

Access Levels

Analytics and Insights

Billing

Ad Reporting

Campaign Structure

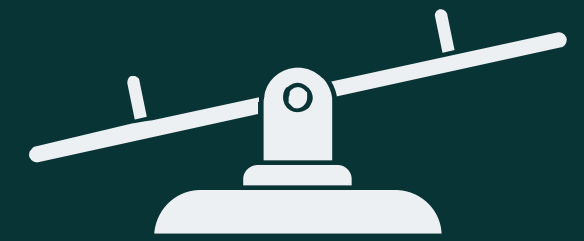
Commerce Manager

Audience Targeting

Optimizations

# Personal Vs Organization Account

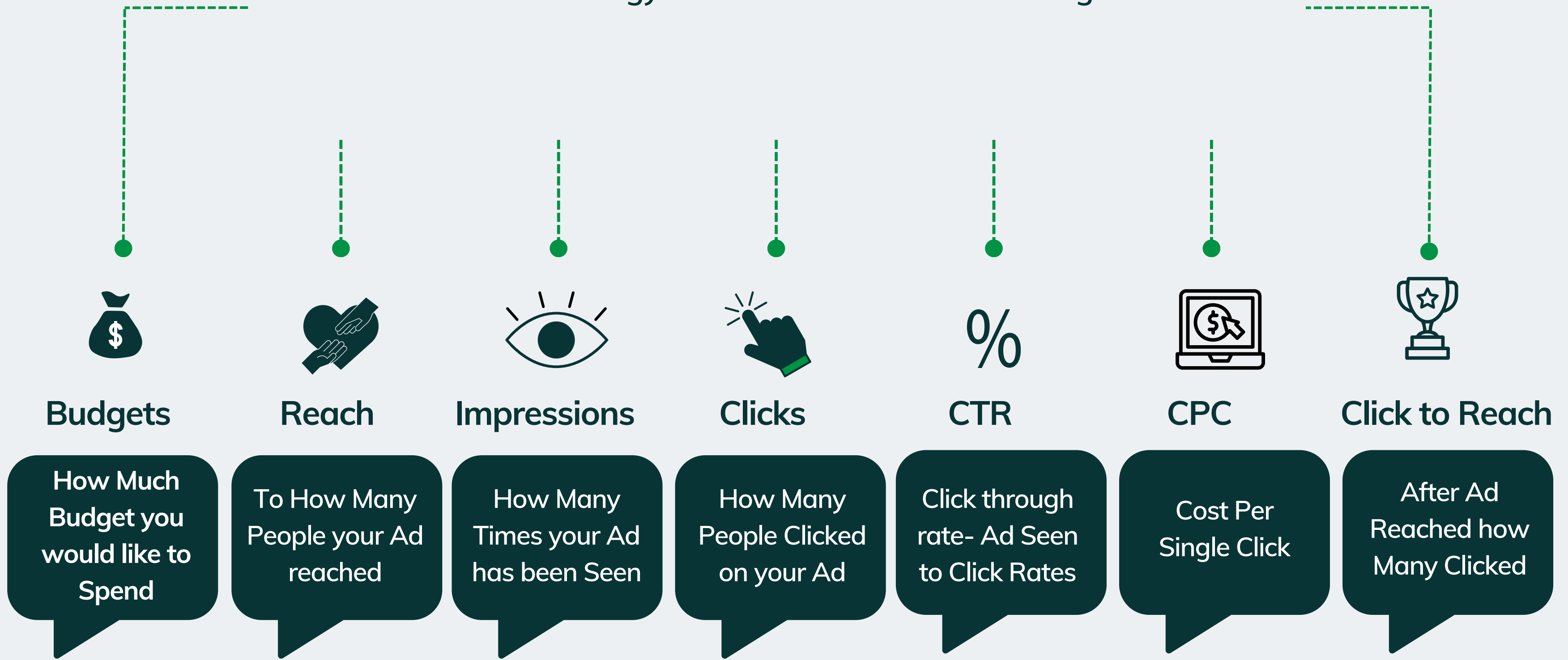
Key Differences between them



	Feature 1	Feature 2	Feature 3	Feature 4
Personal	Intended for Individuals	Issued by and used with your Personal email ID	Easy to Access & No Verification Required	Ownership Transfer is Not Possible
Organizational	Intended for Organizations	Issued by and used with your corporate email ID	Advertiser Verification is required	Multi User can Access

# Fundamentals of Ads

Basic Terminology to Know Before Start Running Ads



# Fundamentals of Ads

Basic terminology to Know Before Start Running Ads



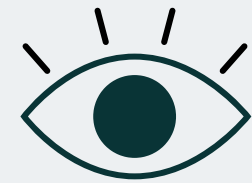
Conversions

Objective You would like to Achive



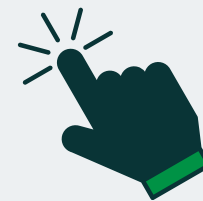
Cost/Conv.

How Much Money you're Paying for Conv.



Conv.Rate

What is the Success rate of Conversions



All Conv.

Total Conversions Received



CPM

Cost per Thousand Impressions



Quality Score

Cost Per Single Click



Ad Position

After Ad Reached how Many Clicked

# Google Ad Account **Structure**



- Budget
- Bidding Strategies
- Special Categories
- Auctions
- Scheduling
- A/B testing

## Campaign



- Target Audience
- Placements
- Timelines
- Frequency Capping
- Biddings

## Ad Groups/Sets



- Page Selection
- Ad Copies
- Call to Actions
- Lead forms
- Conversion Tracking
- CRM

## Ads

# Ad Campaigns in **Google Ads**

---

Promotional Activity with some objective to be achieved



Objective Selection

Conversion Actions

Bidding

Location

Audience Manager

Scheduling

Campaign types

Placement Selection

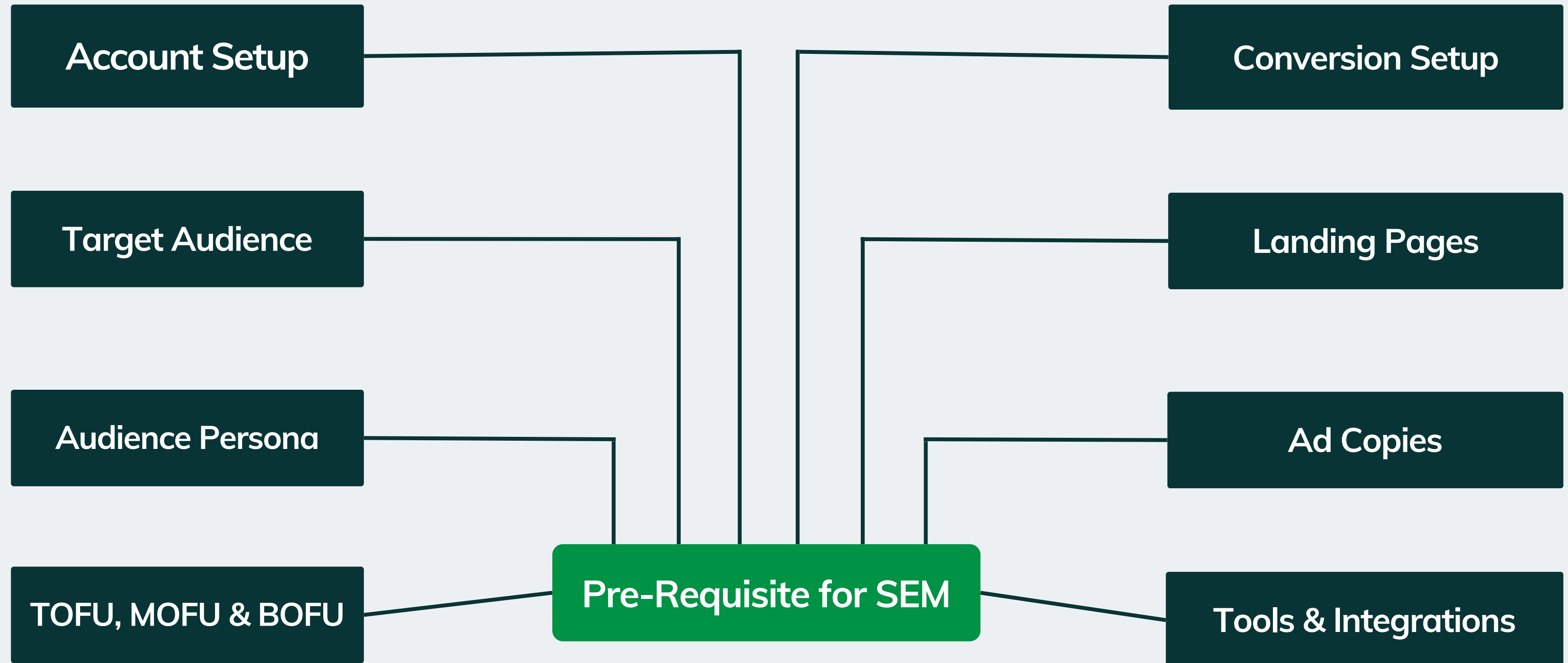
Networks

languages

Ad Rotation

Campaign URL's





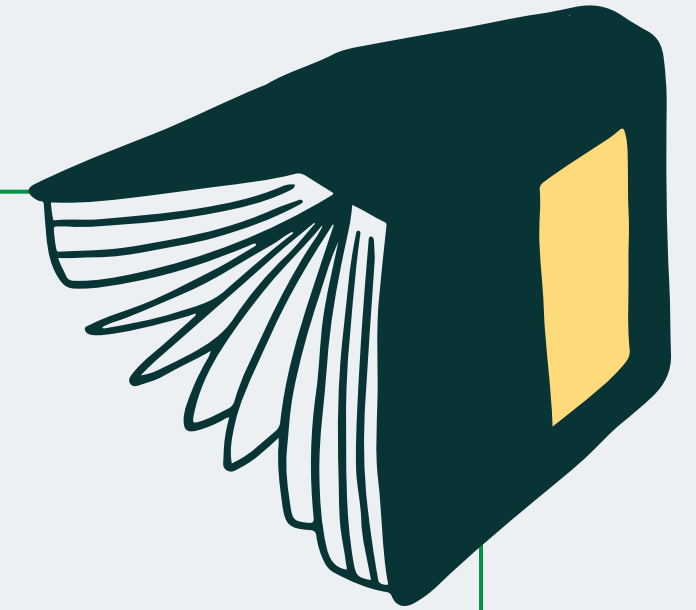


## Google Ads Campaign Objectives

01	Online Sales	Aimed to Get More Online Sales for Commerce Businesses
02	Website Traffic	Aimed to Get More Qualified targeted Users to website
03	App Promotion	Helps Businesses to get More App Installs & App Conversions
04	Awareness	Businesses Can reach wide range of audience with Minimal Budget
05	Product & Brand Consideration	Can showcase newly launch products to right audience and explore
06	Campaign without Goal	No Objective in mind, launching campaign with No Goal

## Google Ads Campaign Types

01	Performance max	Run ads on Google Search, YouTube, Display, and more
02	Search	Drive Traffic from Google Search with Text Ads
03	Display	Reach potential customers across 3 million sites and apps with your creative
04	Shopping	Promote your products on Google Search with your Google Merchant Center data
05	Video	Drive website traffic from YouTube with your video ads
06	Demand Gen	Drive demand and conversions on YouTube, Discover, and Gmail with image and video ads



## Bidding Strategies in Google Ads

### Automatic Bidding

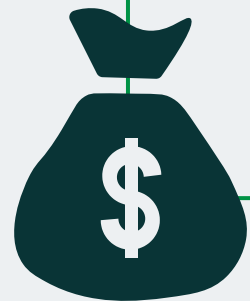
Automatically adjust bidding to Deliver expected conversions

### Manual Bidding

Manually adjust bidding to Deliver expected conversions

### Portfolio Bidding

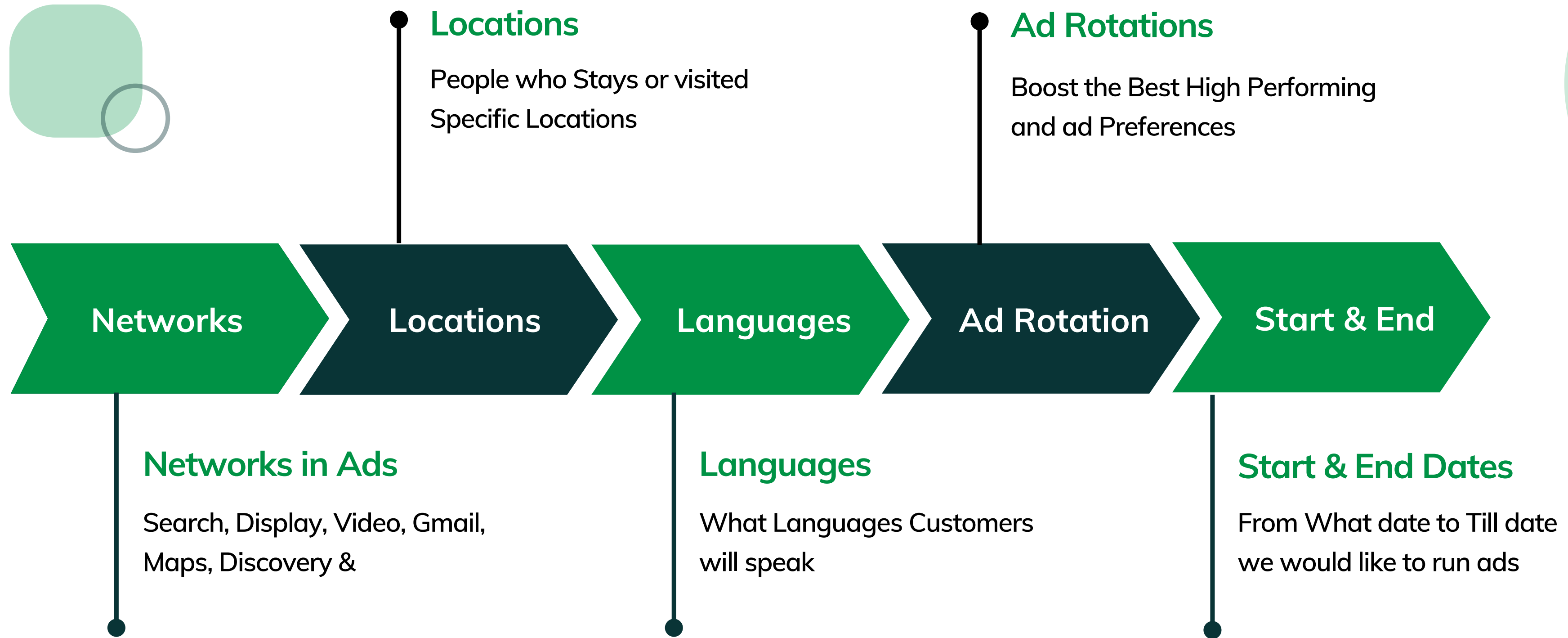
An AI-powered, goal-driven bid strategy that groups together multiple campaigns, ad groups, and keywords.

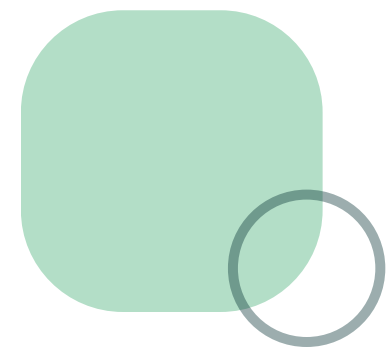


# Bidding Strategies on Google Ads

Non Automated	Semi Automated	Fullu Automated	
Manual CPC	Enhanced CPC	Maximize Clicks	Maximize Conversions
--	--	Maximize Conv.Value	Target Impression Share
--	--	Target CPA	Viewable CPM
--	--	Target ROAS	Cost Per View

# Components of Ad Campaigns





## Brand Restrictions

People who Stays or visited Specific Locations

## Broad Match Keywords

Would like to use broad match or your own defined keywords



Campaign URL

Restrictions

Audience

Broad Match

New or Old

## URL's

UTM Tracking links to get more insights about which campaign worked better

## Audience

Whom to target for your ads

## Start & End Dates

What is your focus, whether New or old customers

## UTM Parameneters

---

Data of users who used our digital products till date from various sources



Track Source of User

Parameters

Google Analytics

Tool Integrations

# Audience Segments in Google Ads

## Demographics

Education, Parental, Marital, Education, Homeownership & Employment

## Custom Affinity

Target users based Interest & Behaviours

## In Market Segments

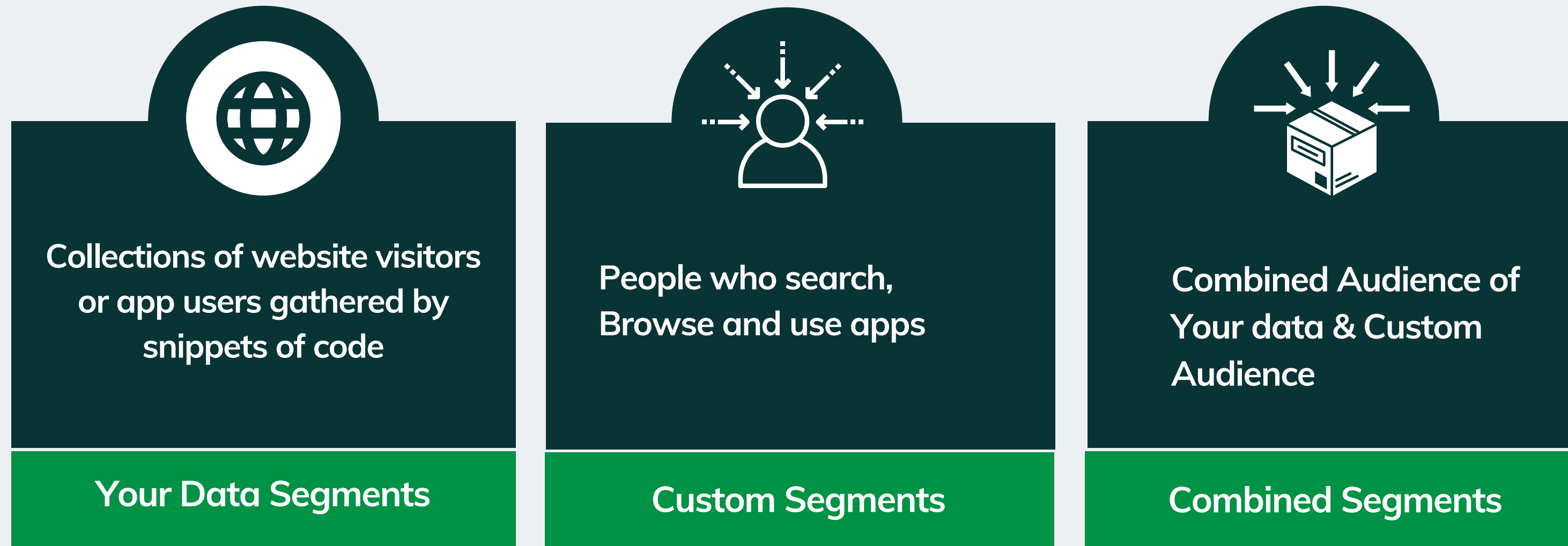
What they are actively researching or planning

## Your Data & Combined

Your Data segments & Combined Segments



# Audience Manager in Google Ads



## Your Data **Segments**

Data of users who used our digital products  
till date from various sources



Website Users

Customers List

App Users

Google Analytics

Youtube users

Lead Form

## Custom **Segments**

---

What are all the Search Terms, Sites users visited & Apps used



Interest or Purchase Intentions

Search terms On Google

People who browse types of Websites

People who use types of Apps

## Ad Groups in **Google Ads**

---

An ad group contains one or more ads that share similar targets



Dynamic Search

Responsive Search

Broad Match Keywords

Phrase Match Keywords

Exact Match Keywords

	Feature 1	Feature 2	Feature 3	Feature 4
Responsive Ads	Multiple Headlines, Descriptions & Copies	Compete in more auctions & Match More Queries	Adapt to device widths with more room to share your message	Attract more clicks and conversions
Dynamic Ads	Dynamically generate an ad Copies Based on Site	No more mapping keywords, bids, and ad text	Ads based on your entire website, or specific categories or pages.	Best way for remarketing and acquisition.

# Keywords Types in Google Ads

## Broad Match keywords

Example: SEO Course Free, SEO Course in Dubai, Course Online Free

## Phrase Match keywords

Example: SEO Course Free, SEO Course in Dubai, Course Online Free

## Exact Match keywords

Example: SEO Course Free, SEO Course in Dubai, Course Online Free

## Broad Match Modifiers

Example: SEO Course Free, SEO Course in Dubai, Course Online Free

## key Components of Responsive Ads

01	Final URL	Website Link that customer can visit and take actions
02	Display Path	Shorter version or Customized URL for users
03	Headlines	30 Character Brief about service/product we offer
04	Descriptions- S & L	90 Character Brief about service/product we offer
05	Business Info	Business Name & logo to Display in-front of customers
06	Mobile landing Page	Incase Mobile version Landing page available

## UTM Tracking

---

Identify which marketing channel or campaign working for you.



Website URL

Campaign Content

Campaign ID

Device

Campaign Source

Placement

Campaign Medium

Campaign Terms

### Example

---

```
{|purl}?campaignid={campaignid}&adgroupid={adgroupid}&creative={creative}&matchtype={matchtype}&network={network}&device={device}&keyword={keyword}
```



# Extensions in Responsive Ads

## SiteLinks Extension



Other Relevant Links to specific pages on your website.

## Promotion Extension



They are specifically designed to promote special sale events,

## Callouts Extension



Improve your ads by promoting unique offers to shoppers, like free shipping or 24-hour customer service

## Pricing Extensions



Allow you to set different prices for different locations or currency

# Extensions in Responsive Ads

## Call Extension



Allow us to add phone number, where customer can call to the number directly.

## Structured Snippets



Describe features of a specific product or describe the range of products or services their business offers

## Lead Form



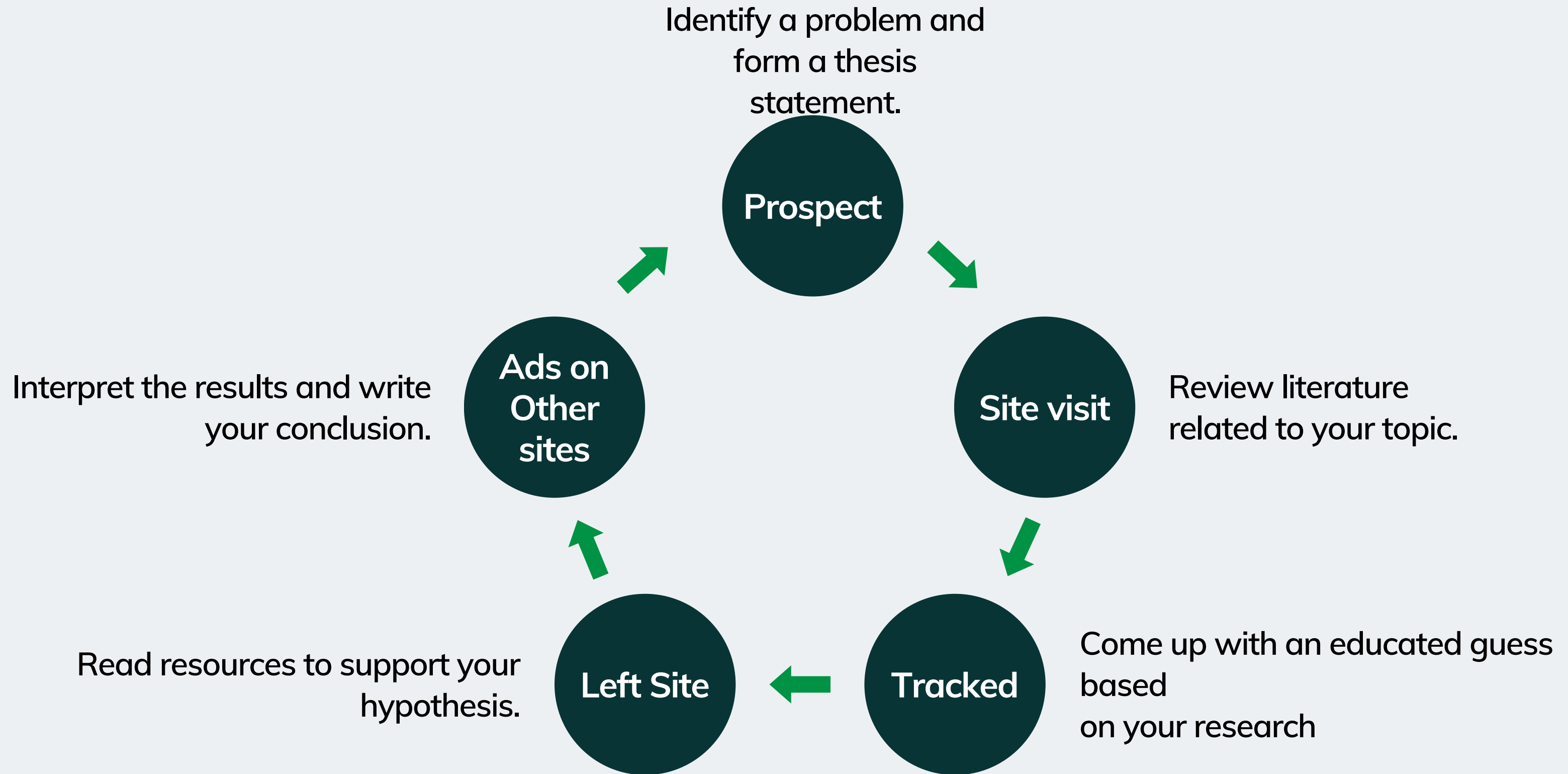
Allow advertisers to capture customer information such as Name, Phone number & Email

## App Extensions



Allow us to attach Apps along with the Ad, so that customer can download the app

# Remarketing in Google Ads



# Features of Google Ads

SEO practices we do outside of our website to outrank your competitor in Search Results Page.



# Keyword **Planner** Tool

---

Keyword Opportunity Finding tool  
officialy from Google Ads Platform



Keyword Research

Ad Group Ideas

Historical Metrics

Location

Location targeting

Language Targeting

Traffic Forecasts

Placement Selection

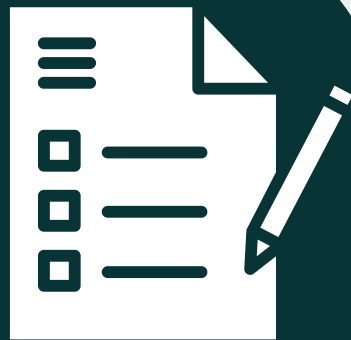
Competitor Insights

Seasonal Trends

Google Partners

Others...

# Performance **Planner Tool**



Uses Historical campaign data to provide forecasts on how changes to their budget or bids

**Forecasting Performance**



Suggests optimal budget allocations across campaigns to help achieve these goals.

**Budget Recommendations**



How to adjust their bid strategy may impact their overall campaign performance.

**Bid Recommendations**

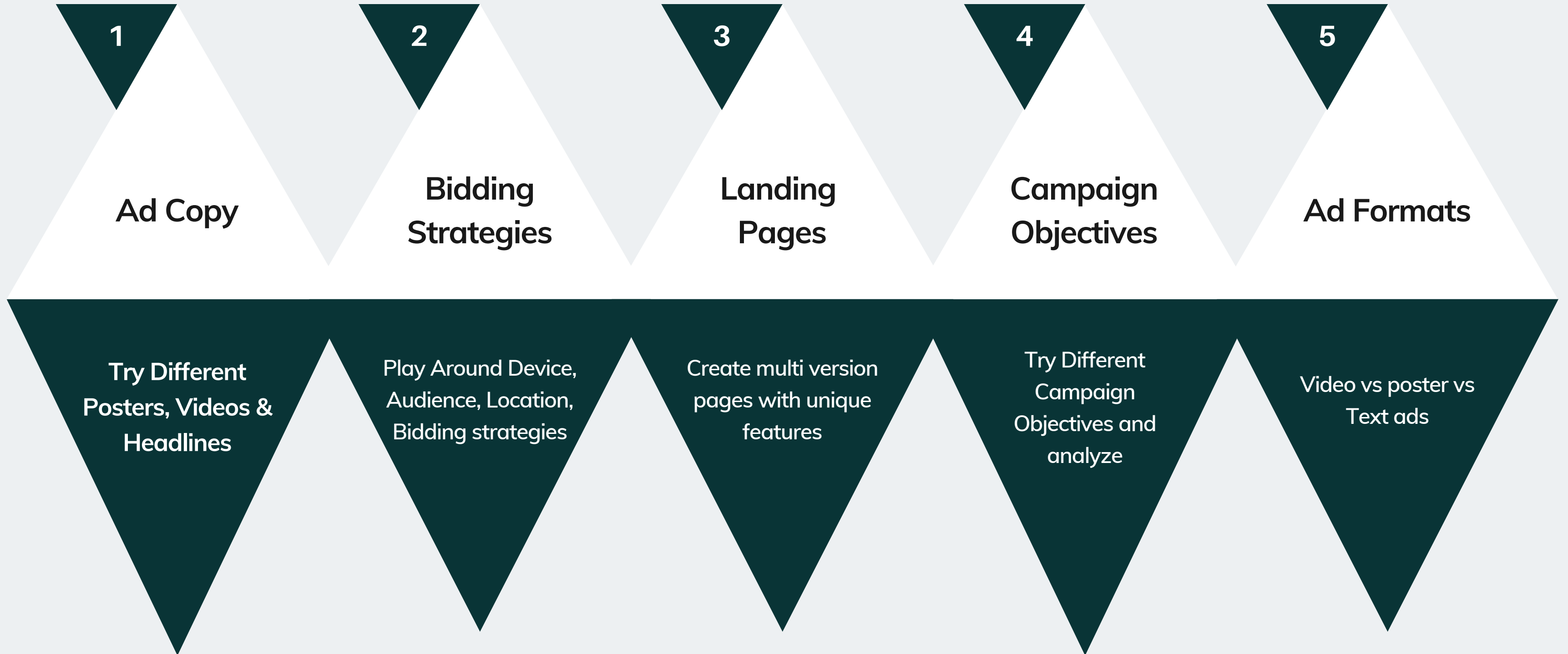
## Rules in Google Ads



Features 1	Features 2	Features 3
Campaign Rules	Topic Rules	Parental Status Rules
Ad Group Rules	Placement Rule	Income Range Rule
Keyword Rules	Age Range Rule	Asset Group Rules
Display Rules	Gender Rule	Content Criterion Rule

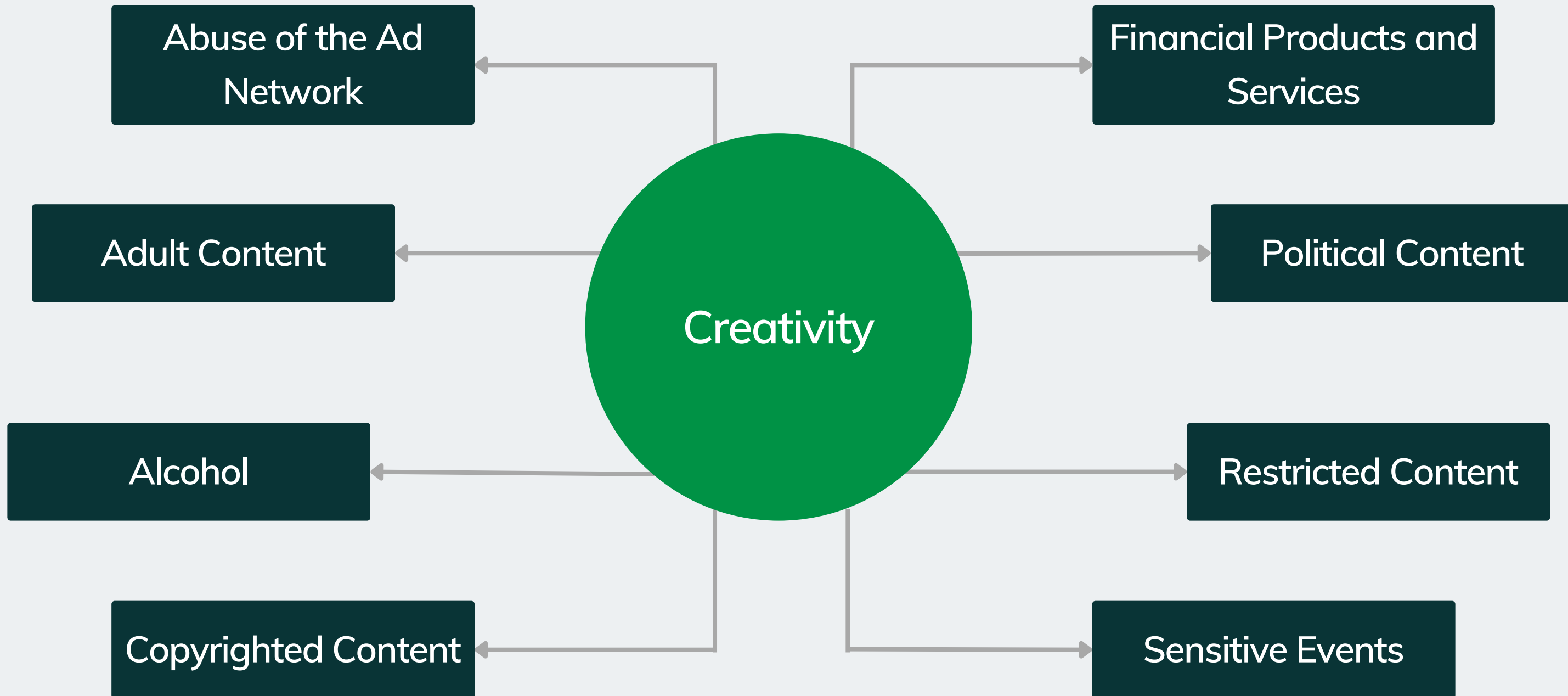
# A/B Testing Models

What can be Tested





# Google Ads Policies





Leadgen

Followers

Traffic

Sales

# #3rd Module Social Media Optimization

Latest Edition

By Janardhan Nagaiahgari

# Social Media Optimization

---

It using social media platforms to promote products, services, or brands.



Content Creation & Sharing

Giveaways

Audience Engagement

Analytics and Insights

Advertising

Social Listening

Influencer Marketing

Fan Base

Social Media Contests

Brand Advocacy

# Personal Vs Business Profile

Key Differences Between them



	Feature 1	Feature 2	Feature 3	Feature 4
Personal	Intended for Individuals	Share personal updates, photos, videos, and other content	Control who can see their posts, friend requests, & other	Connect with others by sending & Accepting friend requests
Business	Intended for Businesses, Brands, or Organizations	Sharing information about products, services, industry updates, promotions,	Track performance metrics, audience engagement	Paid advertising and promoted posts, to reach a larger audience.

# Significance of SMO

---

(SMO) holds significant importance in today's digital landscape for several reasons:



Enhanced Visibility

Website Traffic

Building Brand Authority

Improved SEO Ranking

Targeted Advertising

Customer Insights

Cost-Effective Marketing

Simple to Use & Manage

Aspect	SMO (Social Media Optimization)	SEO (Search Engine Optimization)	SMM (Social Media Marketing)
Definition	Focuses on optimizing social media profiles, content, and engagement to increase visibility and drive traffic.	Focuses on optimizing websites to improve search engine rankings and increase organic traffic.	Focuses on using social media platforms for advertising and promoting products or services to target audiences.
Goal	Enhance brand visibility and engagement on social media platforms.	Improve website visibility and ranking on search engine results pages (SERPs).	Increase brand awareness, generate leads, and drive conversions through targeted social media advertising.
Techniques	Profile optimization, content sharing, engagement with followers, social sharing buttons integration, etc.	Keyword research, on-page optimization, link building, website speed optimization, etc.	Ad campaign creation, audience targeting, content creation, influencer partnerships, etc.
Key Platforms	Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube, etc.	Google, Bing, Yahoo, etc.	Facebook Ads, Instagram Ads, Twitter Ads, LinkedIn Ads, etc.
Metrics	Likes, shares, comments, followers, reach, social referral traffic, etc.	Organic search traffic, keyword rankings, backlinks, domain authority, etc.	Impressions, clicks, conversions, click-through rate (CTR), return on ad spend (ROAS), etc.
Longevity of Results	Results can be immediate but require ongoing engagement for sustained benefits.	Results may take time to manifest and require continuous optimization efforts.	Results can be immediate with paid advertising campaigns but may require ongoing investment for sustained impact.
Integration with Other Strategies	Often integrated with content marketing, influencer marketing, and community management strategies.	Often integrated with content marketing, website development, and user experience (UX) strategies.	Often integrated with content marketing, email marketing, and customer relationship management (CRM) strategies.

# Overview of major social media platforms



**2,900,000,000+ Active Users**

Users to connect with friends, share updates, photos, and videos.



**900,000,000+ Active Users**

Professional networking platform for career development, business connections, & industry networking



**2,000,000,000+ Active Users**

Photo and video-sharing platform where users can post content & Engage



**498000000+ Active Users**

Discovering and saving ideas, primarily through visual content such as images & infographics.



**528300000+ Active Users**

Microblogging platform where users share short messages (tweets) & Engage



**3,030,000,000+ Active Users**

Multimedia messaging app known for its disappearing messages and short-lived photo and video Stories.

# Goals & Objectives

---

Here's a breakdown of typical SMO goals and objectives:



Increase Brand Visibility

Drive Website Traffic

Boost Engagement

Build Brand Authority

Customer Satisfaction

Leads and Conversions

Monitor & Analyze  
Performance

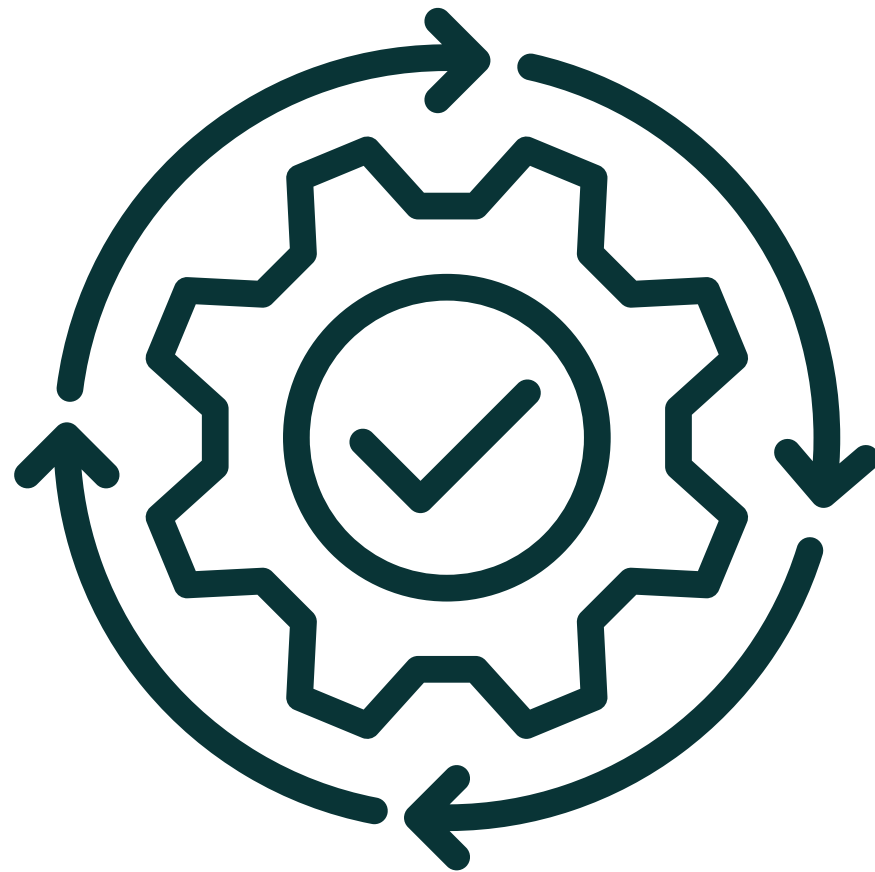
Stay Ahead of  
Competition



# Profile Optimization

---

Here's a breakdown of typical SMO Optimizations



Fill out all the  
Necessary Information

Incorporate relevant  
keywords

Right Profile & Cover Photo

Craft a Compelling Bio

Include Relevant Links

Integrate Call to Actions

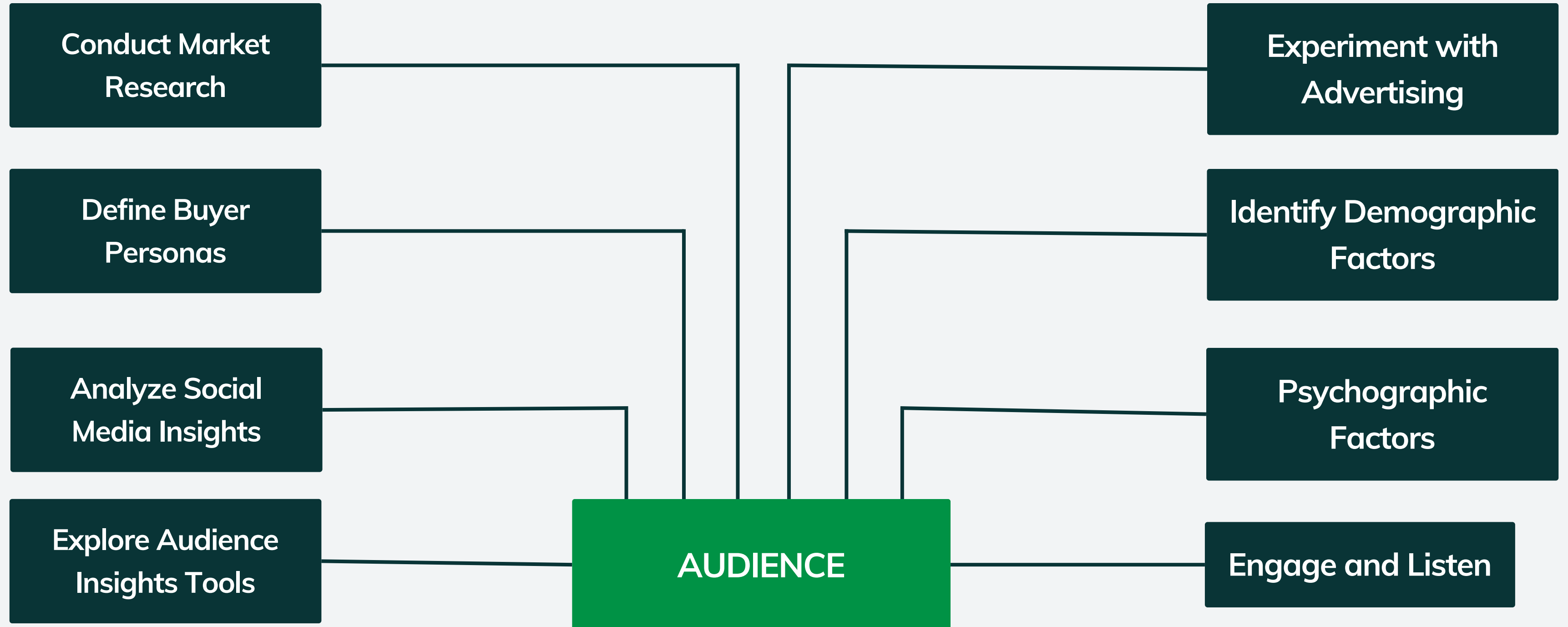
Messaging Apps

Contact Details

Auto Replies

Access Management

# Target Audiences & Key Demographics

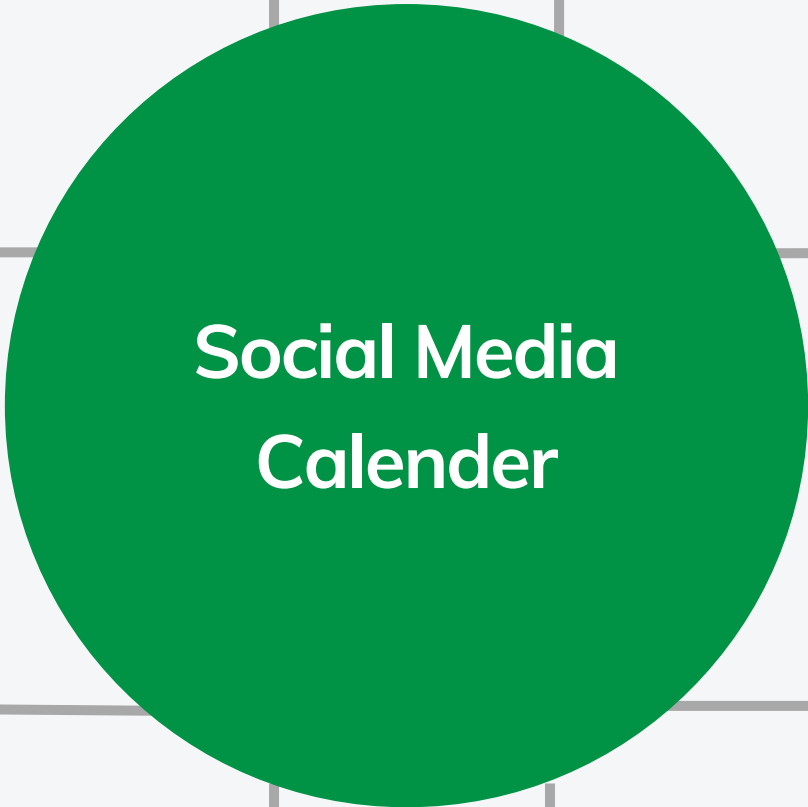


Product or Service Highlights

Educational Content

User-Generated Content

Behind-the-Scenes

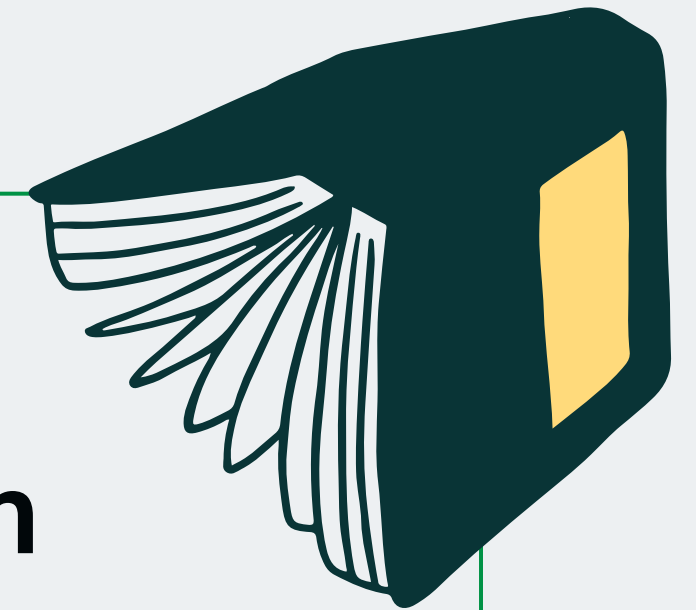


Promotions and Discounts

Industry News and Trends

User Engagement Posts

Seasonal or Holiday Content



# Optimal **Posting Times** for each platform

## Time to Post

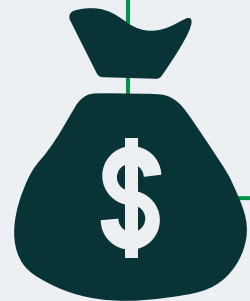
- Consistent Ad Delivery
- Flexible Management
- Efficient Performance

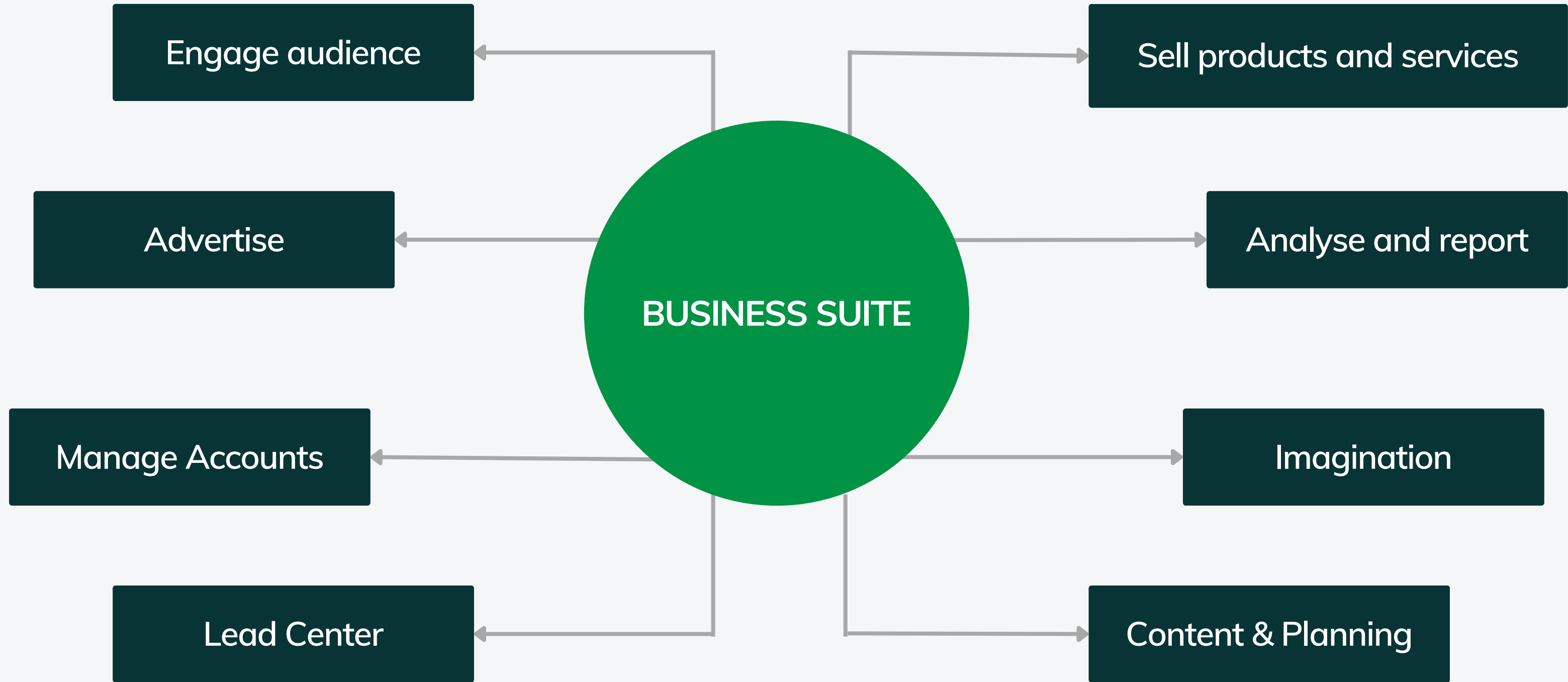
## Post Frequency

- Ideal for Short Campaigns & Promos
- Avoid overspending
- Ensuring you stay within your allocated budget.

## Ad Set Budgets

- Set the budgets for each ad set
- Product/Service Preference



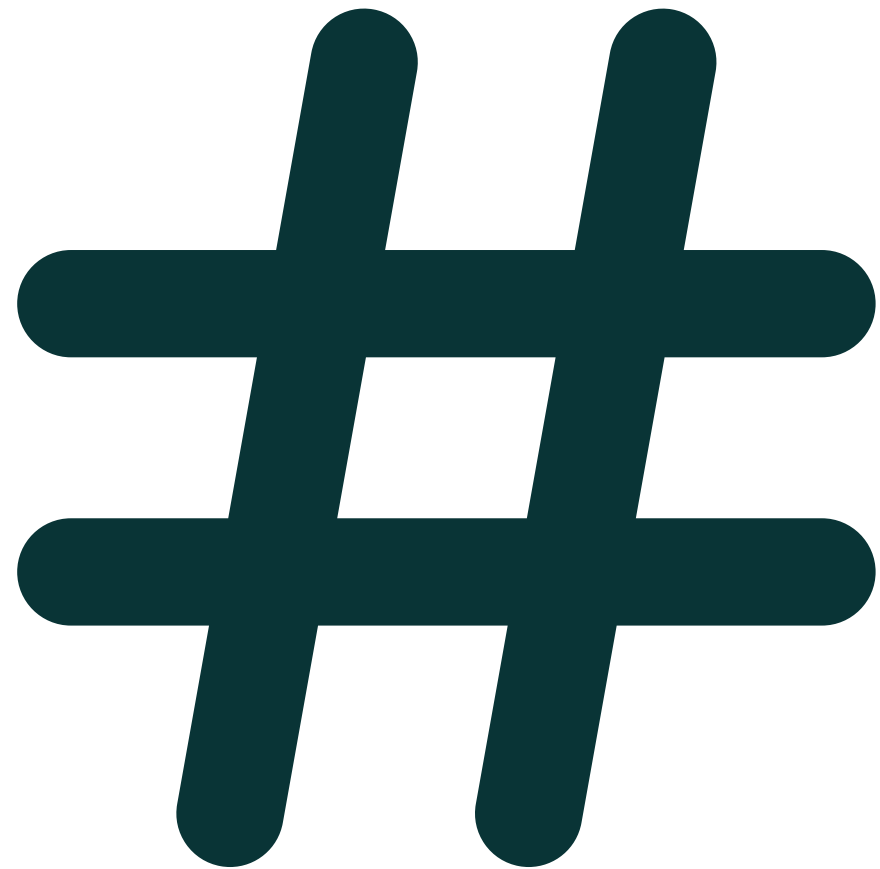


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# Hashtag Optimization

---

Let's Understand the need of it.



Importance of hashtags in social media



Researching & Choose Relevant hashtags



Creating branded hashtags

# Social Media **Communities**

---

Building and Managing Social Media  
Communities



Followers Base

Comment Replies

Likes Base

Automation

Comments

Conversion Assign

Shares

Leads Centre

## Increasing Followers & Engagement

01	Define Audience	Understand your target audience's demographics, interests, behaviors, and preferences
02	Consistent Posting Schedule	Maintain a consistent posting schedule to keep your audience engaged and interested.
03	Create High-Quality Content	Use a mix of formats such as images, videos, articles, infographics, and user-generated content
04	Utilize Hashtags	Relevant hashtags into your posts to increase their discoverability and reach
05	Run Contests and Giveaways	Host contests, giveaways, or challenges to incentivize engagement and attract new followers.
06	Collaborate with Influencers	Partner with influencers or industry experts who have a similar target audience to reach



## Increasing Followers & Engagement

07	Optimize Your Profile	Profiles are complete, consistent, and optimized for search engines.
08	Share User Generated Content	Feature content created by your followers or customers to show appreciation and build trust.
09	Monitor Analytics	Regularly track your social media metrics to measure the effectiveness of your strategies
10	Promote Your Profiles	Cross-promote your social media profiles on your website, email newsletters, other social platforms
11	Stay Current with Trends	Stay informed about current trends, news, and conversations in your industry or niche.
12	Buy Followers	We can Buy Bot or Fake Followers from third party sources to increase the base

## Social Media **Analytics**

Review performance results and more.



[Adsmanager.facebook.com](https://adsmanager.facebook.com)

Overview

Results

Plan

Audience

Messaging

Benchmarking

Content

Earnings

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## Using analytics to refine SMO strategies

01	Track Key Metrics	Follow growth, engagement rate, reach, clicks, conversions, and return on investment (ROI).
02	Top Performing Content	which types of content (e.g., videos, images, articles) perform best in terms of engagement and reach.
03	Audience Insights	Demographic information about your audience, including age, gender, location, interests, and behavior patterns
04	Engagement Patterns	Times and days when your audience is most active.
05	Competitor Performance	An eye on your competitors' social media activities and performance metrics.
06	Plan New Experiment	Based on Insights from Social Analytics we can plan new experiments

# Influencer Collaboration

---

Let's Understand the need of it.



✓ Identifying and collaborating with influencers

✓ Optimizing influencer partnerships for max impact

✓ Measuring the success of influencer campaigns

# Social Media Advertising

---

Let's Understand the need of it.



[Adsmanager.facebook.com](https://adsmanager.facebook.com)



Understanding Paid social media advertising



Paid Campaigns to Boost Organic Presence



How to Measure Effectiveness of Ads

---

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Leadgen

Followers

Traffic

Sales

# Advanced Facebook Ads Course with AI Tools

LATEST EDITION

By Janardhan Nagaiahgari

# Social Media Marketing

---

It using social media platforms to promote products, services, or brands.



Strategy Development

Audience Engagement

Content Creation & Curation

Analytics and Insights

Platform Selection

Paid Advertising

Influencer Marketing

Influencer Partnerships

Social Media Contests

Social Listening

# Personal Vs Business Profile

Key Differences Between them



## Feature 1

## Feature 2

## Feature 3

## Feature 4

### Personal

Intended for  
Individuals

Share personal  
updates, photos,  
videos, and other  
content

Control who can see  
their posts, friend  
requests, & other

Connect with others  
by sending &  
Accepting friend  
requests

### Business

Intended for  
Businesses,  
Brands, or  
Organizations

Sharing  
information about  
products, services,  
industry updates,  
promotions,

Track performance  
metrics, audience  
engagement

Paid advertising  
and promoted  
posts, to reach a  
larger audience.



# Ad Account in Meta

---

Create, manage, and run Advertisements on the Ad platform. When you create a Facebook ad, you need to associate it with an ad account.



Ownership

Pixel Integration

Access Levels

Analytics and Insights

Billing

Ad Reporting

Campaign Structure

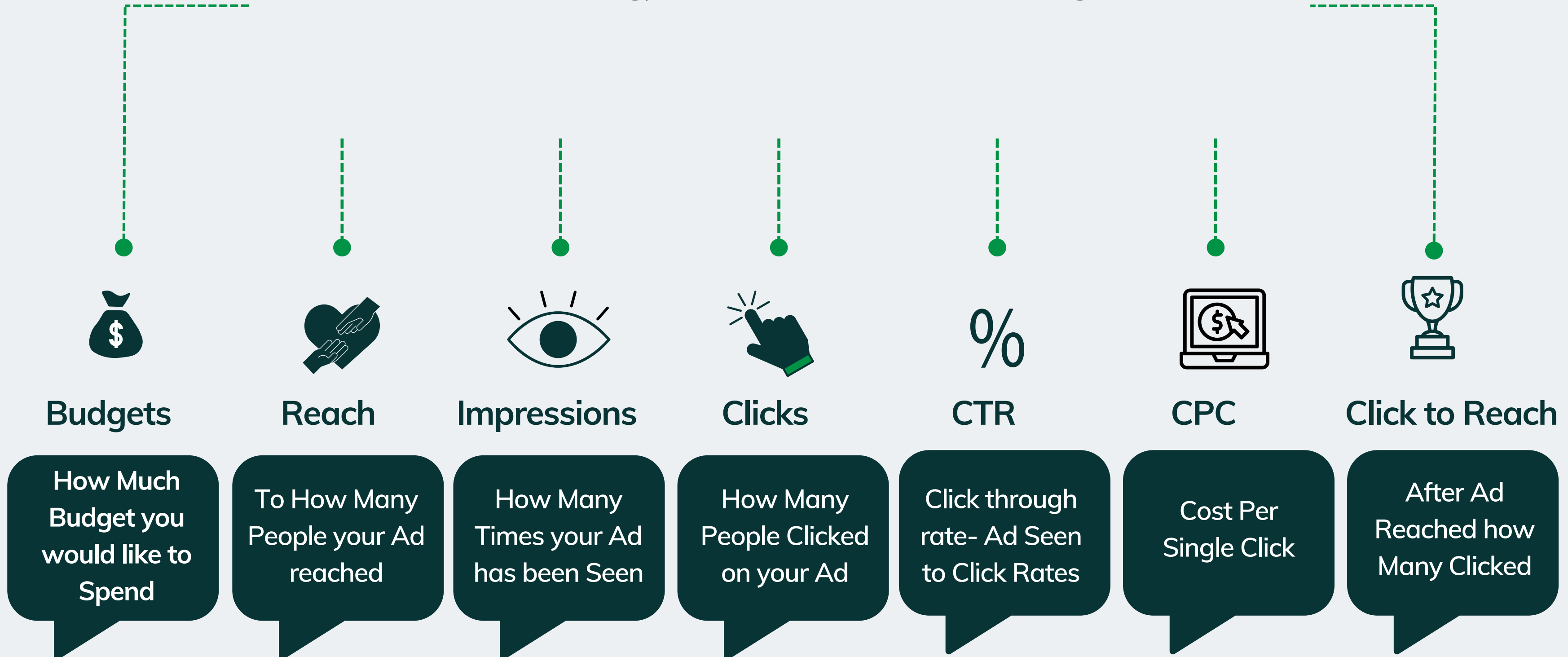
Commerce Manager

Audience Targeting

Brand Advocacy

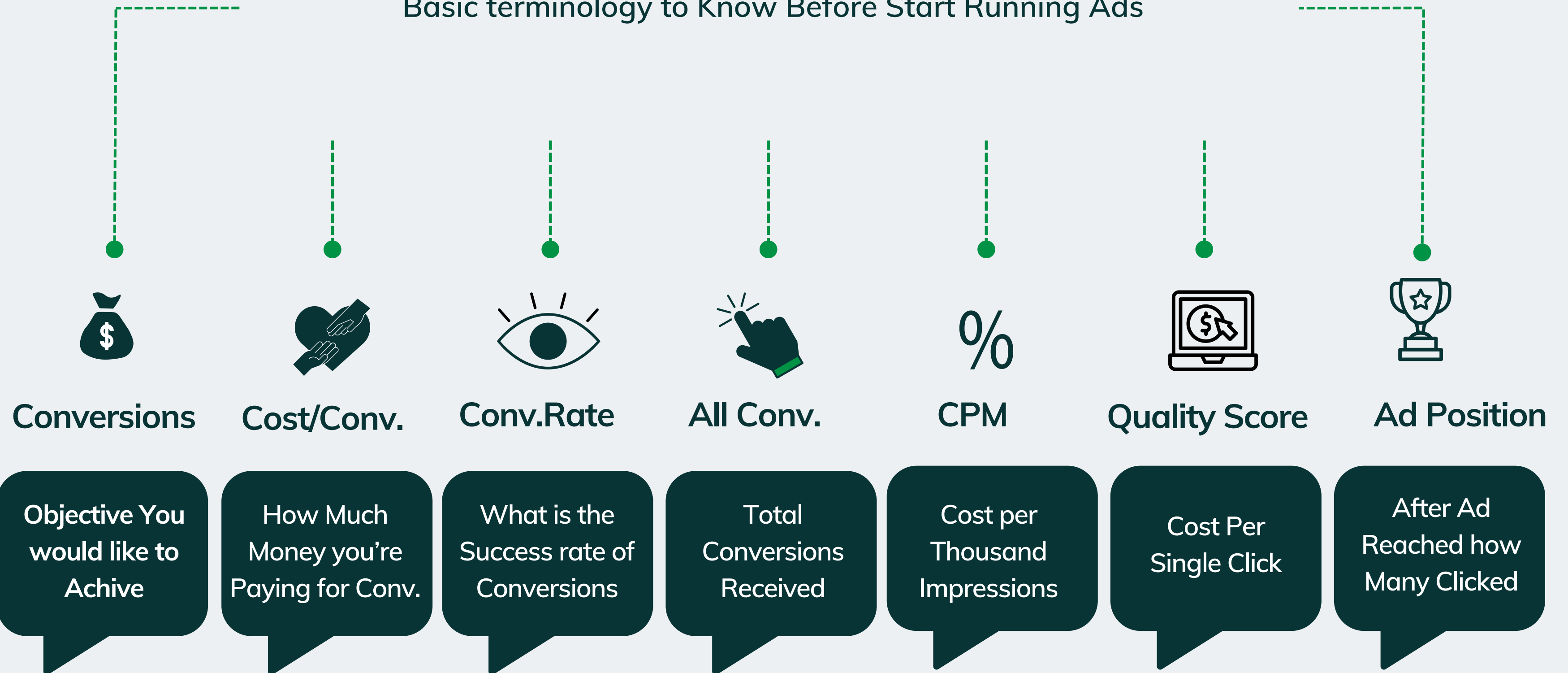
# Fundamentals of Ads

Basic terminology to Know Before Start Running Ads



# Fundamentals of Ads

Basic terminology to Know Before Start Running Ads



# Ad Account Structure



- Budget
- Bidding Strategies
- Special Categories
- Auctions
- Scheduling
- A/B testing

## Campaign



- Target Audience
- Placements
- Timelines
- Frequency Capping
- Biddings

## Ad Sets



- Page Selection
- Ad Copies
- Call to Actions
- Lead forms
- Conversion Tracking
- CRM

## Ads

# Ad Campaigns in Meta

---

Promotional Activity with some objective to be achieved



Objective Selection

Conversion Actions

Bidding

Location

Audience Manager

Scheduling

Campaign types

Placement Selection

Networks

languages

Ad Rotation

Campaign URL's

## Meta Ads Campaign Objectives

01	Online Sales	Aimed to Get More Online Sales for Commerce Businesses
02	Website Traffic	Aimed to Get More Qualified targeted Users to website
03	App Promotion	Helps Businesses to get More App Installs & App Conversions
04	Awareness	Businesses Can reach wide range of audience with Minimal Budget
05	Product & Brand Consideration	Can showcase newly launch products to right audience and explore
06	Campaign without Goal	No Objective in mind, launching campaign with No Goal

## Special Ad **Categories**

---

Address certain legal and regulatory requirements and provide additional safeguards for users in specific categories.



Housing

Employment

Credit

Social Issues

Ad Schedulings

# Ad Auction

---

Advertisers bid for the opportunity to have their ads displayed to a target audience.



Ad Space Availability

Ad Eligibility

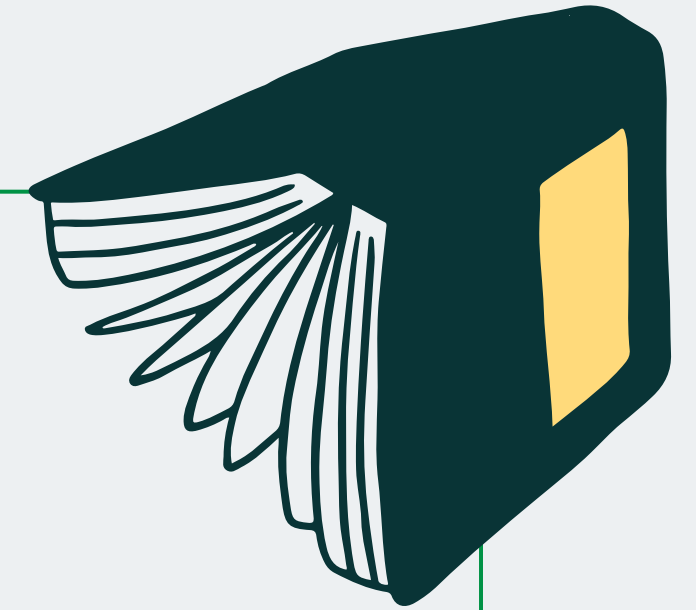
Bid and Budget

Auction Algorithm

Ad Delivery

User Feedback Loop





# Budget Structure **Meta Ads**

## Daily Budget

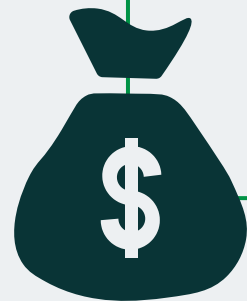
- Consistent Ad Delivery
- Flexible Management
- Efficient Performance

## Lifetime Budgets

- Ideal for Short Campaigns & Promos
- Avoid overspending
- Ensuring you stay within your allocated budget.

## Ad Set Budgets

- Set the budgets for each ad set
- Product/Service Preference



# A/B Testing

---

It is to compare two versions (A and B) of an ad to determine which one performs better.



Objective Definition

Variable Selection

Creation of Variations

Audience Split

Ad Delivery

Data Collection

Ad Copy

Ad Creative

Headlines

Descriptions

Audience

Placement

# Bidding Options



	Objective	How it Works	Use Case
<b>Highest Volume</b>	Maximize the number of results (such as clicks, impressions, or conversions)	Adjusts bids to get the most results possible	For Maximizing the volume of results
<b>Cost Per Result</b>	Set a specific cost per result goal for a Certain actions.	Aims to achieve Cost Per Result while maximizing the number of results	Target Each desired action & Control Costs effectively
<b>Bid Capping</b>	Maximum Bid Amount (bid cap) for each Action	Keep Individual bids below the specified bid cap	Control the maximum amount to pay for specific actions

# Ad Sets in Meta Ads

An ad account is a fundamental component that allows businesses and advertisers to create, manage, and run their advertisements on the Facebook platform.



Audience Targeting

Placement

Platforms

Budget

Schedule

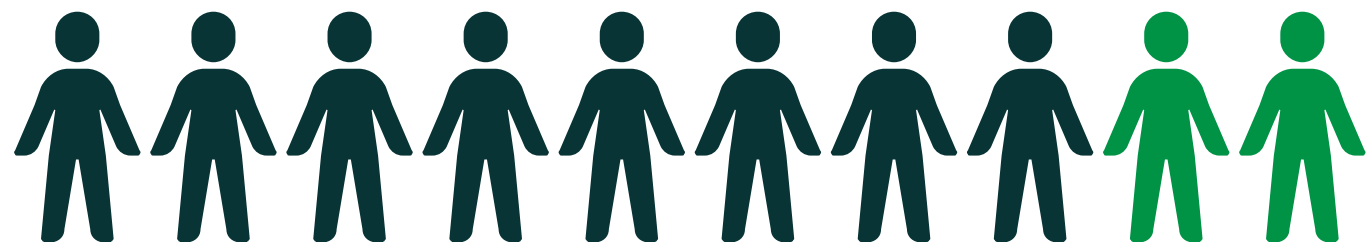
Budget

Ad set Budget

Ad Schedulings

## Components of Ad Sets

01	Conversion Action	Aimed to Get More Online Sales for Commerce Businesses
02	Page selection	Aimed to Get More Qualified targeted Users to website
03	Performance Goal	Helps Businesses to get More App Installs & App Conversions
04	Cost Per Results	Businesses Can reach wide range of audience with Minimal Budget
05	Dynamic Creative	Can showcase newly launch products to right audience and explore
06	Budget & schedule	No Objective in mind, launching campaign with No Goal



Target Audience for Campaigns

1 Out Of 2



### Advantage + Audience (New)

Creates the Broadest Possible Audience with AI



### Advantage + Audience (Old)

Creates the Narrowed Possible Audience

# Audience Manager in Meta Ads



- Interest
- Demographics
- Behavioural

Saved Audience



- Website Users
- Page Users
- Office Users
- Engaged Users

Custom Audience



- Similar Audience
- Location Based
- % Match

Lookalike Audience

Website

App

Customer List

Video

Lead Form



Instagram

FB Events

Life Events

Shopping

Fabook Listings



Location

Age

Gender

Interests

Behaviors

Saved Audience

Demographics

Placement Targeting

Life Events

Connections

Expansion

# LookaLike Audience



Data Source



Geography



% Selection

# Ads in Meta

---



Page Selection

Sponsored Ad

Ad Copies

Call to Actions

Conversion Tracking

Partnership Ad

Media

Primary Text

Headlines

Descriptions



Call to Actions

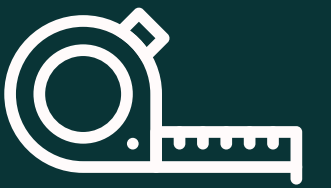
Website Link

Display Links

Instant Forms

Conversion Tracking

# Social Media Communication Sizes



	Instagram	Facebook	Twitter	Linkedin
Profile Photo	320*320	170*170	400*400	400*400
landscape	1080*566	1200*630	1024*512	1200*627
Portrait	1080*1350	630*1200	NA	627*1200
Square	1080*1080	1200*1200	NA	NA
Stories	1080*1920	1080*1920	NA	NA
Cover Photo	NA	851*315	1500*500	1128*191

# Pixel Integration

---

A piece of code that you place on your website, Allows you to track the interactions of users with your website and enables you to measure the effectiveness of your Facebook advertising efforts.



Conversion Tracking

Custom Conversions

Audience Insights

Analytics and Insights

Optimizing Ad Delivery

Optimizing for Conversions

Dynamic Ads

Insights and Analytics

Attribution Modeling

More...

# Events Manager

---

Set up and manage events and conversions for advertising campaigns.



[Adsmanager.facebook.com](https://adsmanager.facebook.com)

Event Setup

Dynamic Ads

Pixel Integration

Optimizing Ad Delivery

Custom Conversions

Insights and Reporting

Attribution Modeling

Insights and Analytics

Audience Building

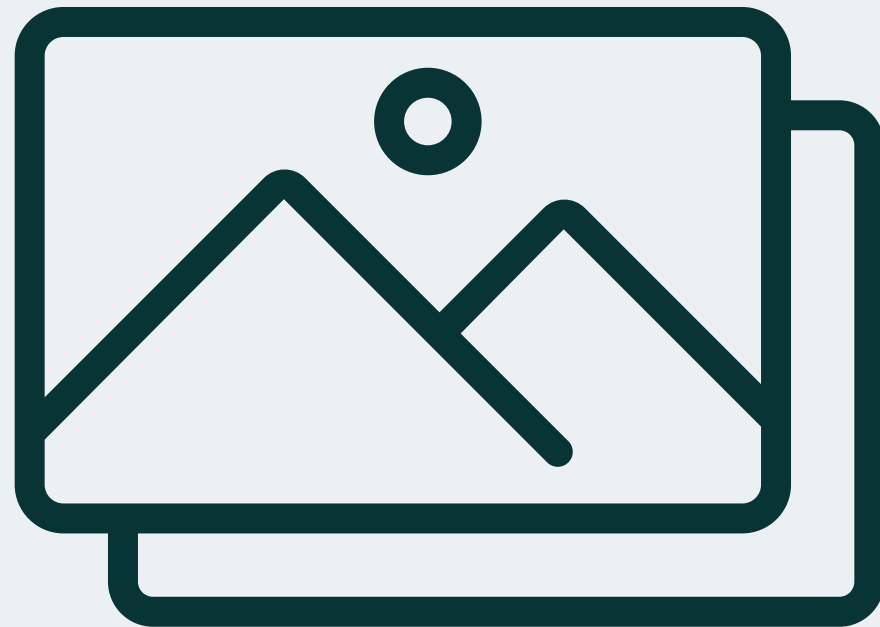
More...

---

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## Media Library in **Meta**

---



Asset Organization

Collaboration

Asset Details

Creative Testing

Bulk Upload

Upload from URL

Asset Recommendations

Insights and Analytics

Asset Usage History

More...



# Instant Forms in **Meta**

---



Lead Generation

Pre-Filled Information

Customizable Form Fields

Call-to-Action Button

Thank You Screen

Integration with CRM

Mobile-Friendly

Lead Ads in Ads Manager

More...

# Learning Phase

---



Learning Period Start

Learning Phase Duration

Algorithm Observation

Stabilization

Optimization Adjustments

Budget Changes

Performance Feedback

Exiting Phase

# Commerce Manager

---



[Adsmanager.facebook.com](https://adsmanager.facebook.com)

Product Catalog Management

Facebook Shop Setup

Inventory Management

Advertising Integration

Insights and Analytics

---

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# Meta Ad Policies



A	Abuse of the Ad Network	E	Financial Products and Services
B	Adult Content	F	Political Content
C	Alcohol	G	Restricted Content
D	Copyrighted Content	H	Sensitive Events





By Janardhan Nagaiahgari

# Video Marketing

---

Video Marketing encompasses various elements to effectively engage audiences and achieve marketing goals



Content Strategy

Target Audience

Storytelling

Production Quality

Optimize for Platform

# Trends & Statistics

---

Video marketing continues to be a dominant force in digital advertising



High Video Consumption

Mobile Dominance

Live video content

Personalized video content

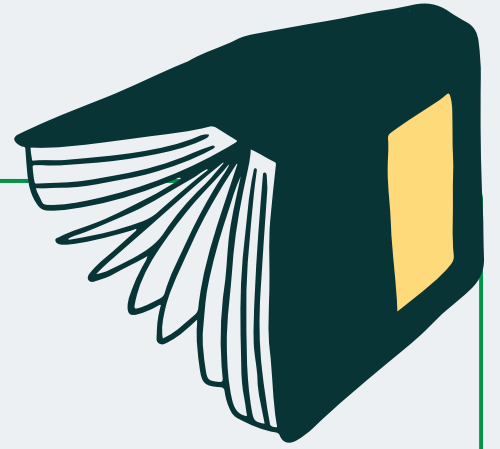
User Interactive Videos

Short-form Video Content

User-Generated Content  
(UGC)

Virtual and  
Augmented Reality





## The Role of Video in the **Buyer's Journey**

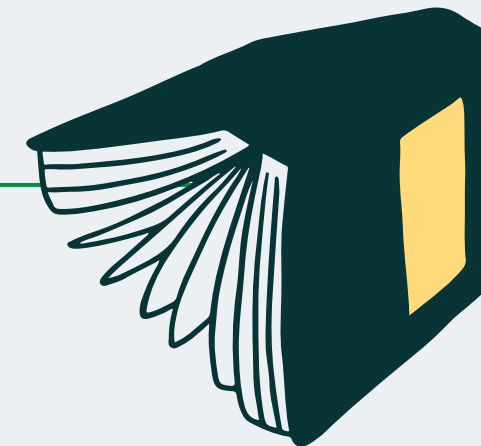
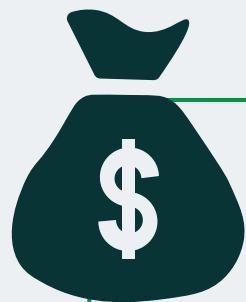
### Awareness Stage

- Values to potential customers. Explainer videos, brand stories, and product teasers
- Educational Content: How-to videos, tutorials, and educational content address pain points or challenges faced by the audience,

### Consideration Stage

- Product features, benefits, and demonstrations.
- Testimonials and Reviews: Customer testimonial videos or reviews
- Comparison Videos: Compare brand's products or services with competitors





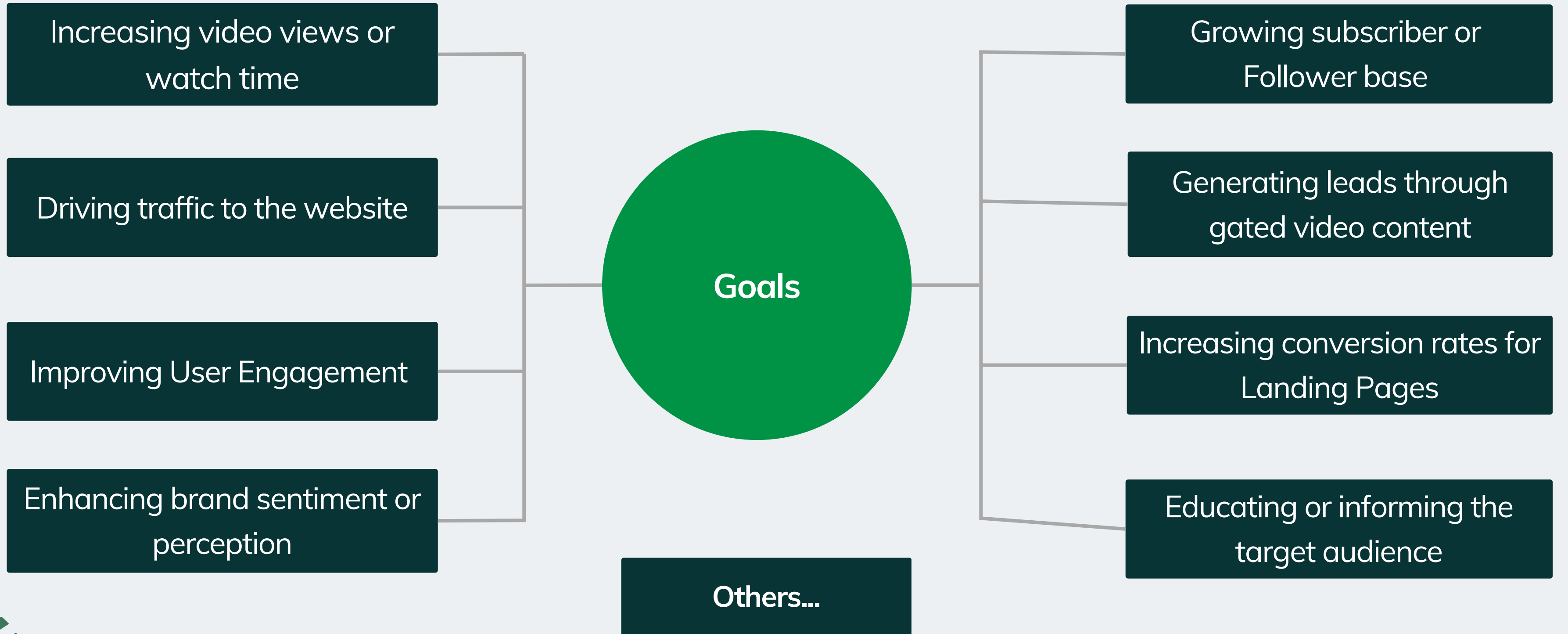
## The Role of Video in the **Buyer's Journey**

### Decision Stage

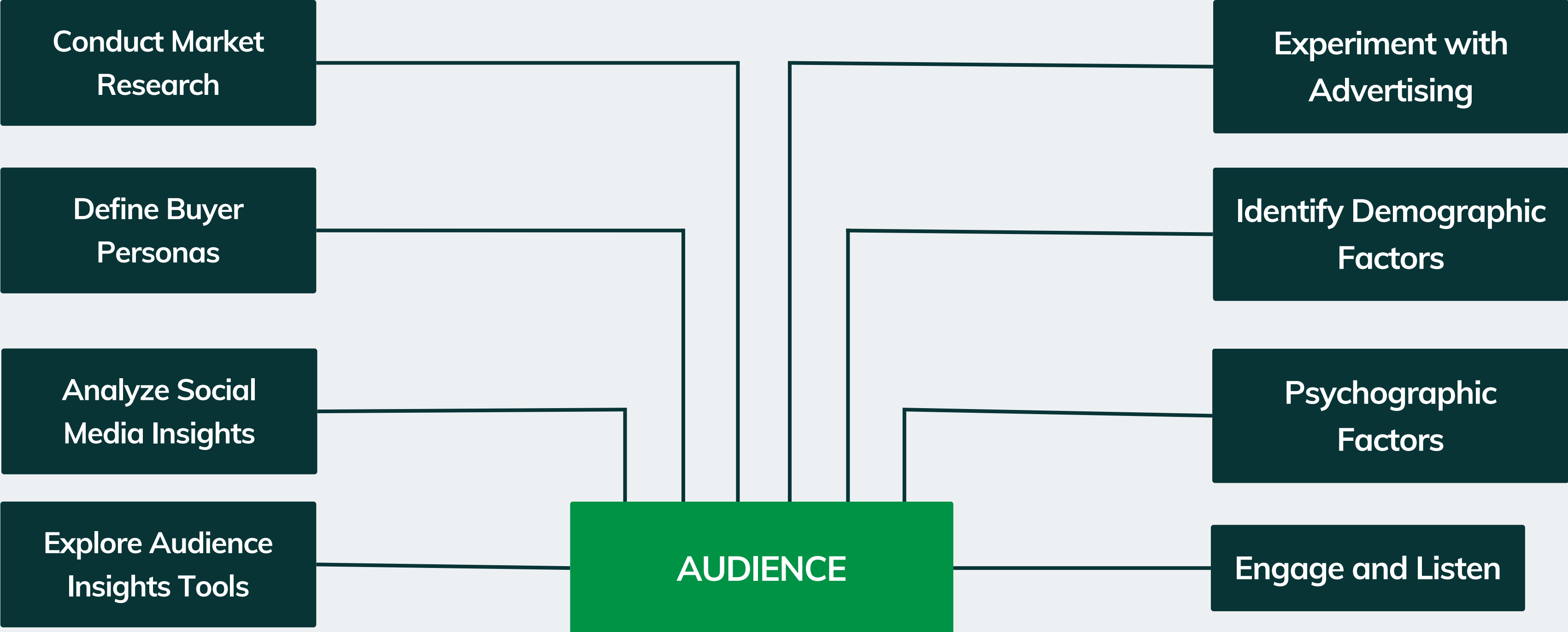
- **Promotional Offers:** Video content highlighting special offers, discounts, or limited-time promotions
- **Product Walkthroughs:** Detailed product walkthroughs or virtual tours
- **Customer Support:** Video tutorials or FAQs address common pre-purchase questions and concerns, providing reassurance and support to potential customers.

### Retention and Advocacy Stage

- **Onboarding Videos:** Post-purchase onboarding videos
- **Customer Success Stories** or case studies
- **Exclusive Content:** Behind-the-scenes footage, sneak peeks, or loyalty program benefits, strengthens the bond with existing customers and encourages advocacy.



# Target Audiences & Key Demographics



**01.**



## Explainer Videos

Use animations, graphics, or narration to simplify complex ideas and highlight key benefits or features.

**02.**



## Product Demo Videos

How a product works, its features, and how it solves a specific problem or fulfills a need.

**03.**



## Tutorial or How-To Videos

How-to videos, step-by-step instructions or tutorials on how to perform a task, use a product, or achieve a specific outcome.

**04.**



## Testimonial Videos

Satisfied customers sharing their experiences, success stories, and endorsements of a product or service.

**05.**



### Case Study Videos

Real-life examples of how a product or service helped a customer achieve their goals or overcome challenges.

**06.**



### Behind the Scenes

Inner workings of a company, its culture, and its processes.

**07.**



### Interactive Videos

Allow viewers to actively engage with the content by making choices, answering questions, or exploring different paths.

**08.**



### Educational or Thought

Valuable insights, tips, or industry knowledge to educate and empower the audience.



# Choosing the Right Video Type



This or That

# Popular Video hosting Platforms

Platform	Best for	Standout features	Pricing
YouTube	Existing viewership	Large existing audience and free hosting	Free for uploading and hosting videos
Vimeo	Collaboration on videos	Effortless collaboration and AI features	Free for Vimeo Basic; from \$20/user/month
Wistia	Video marketing	Turnstile email collector, nice marketing features	Free for 10 videos and basic features; from \$24/month
Spotlightr	Quizzing your audience	Interactive quizzes and in-depth analytics	From \$9/month
Uscreen	Video monetization	Create a subscription service	From \$199/month plus \$1.99/subscriber/month



# Youtube Channel **Setup**

---

Step by Step Guide to Create Youtube Channel



Sign in to YouTube

Create Your Channel:

Name and Description

Channel Art and Logo

Customize Your Channel

Contact info & Links

Coannel Tags

Access Management

## Video Meta **Title**

---

SERPs are Search Engine Result Page, i.e., the web page that comes up as a result of any search query you enter in Search engines.



Title Length should be <100 character

Focus Keyword Must be there

Brand Name at the End of Title

Try Mentioning current year( Optional)

---

# Video Meta **Description**

---

Summary of Entire Video



<5000 characters Length

Summary of your video

Call to Action (CTA)

Timestamps

Include Relevant links

Social Media Handles

Credits and Sources

Use relevant hashtags

Localization

Keep it Readable

# Playlist & Optimization

---

SERPs are Search Engine Result Page, i.e., the web page that comes up as a result of any search query you enter in Search engines.



**Keyword-Rich Title**

**Compelling Description**

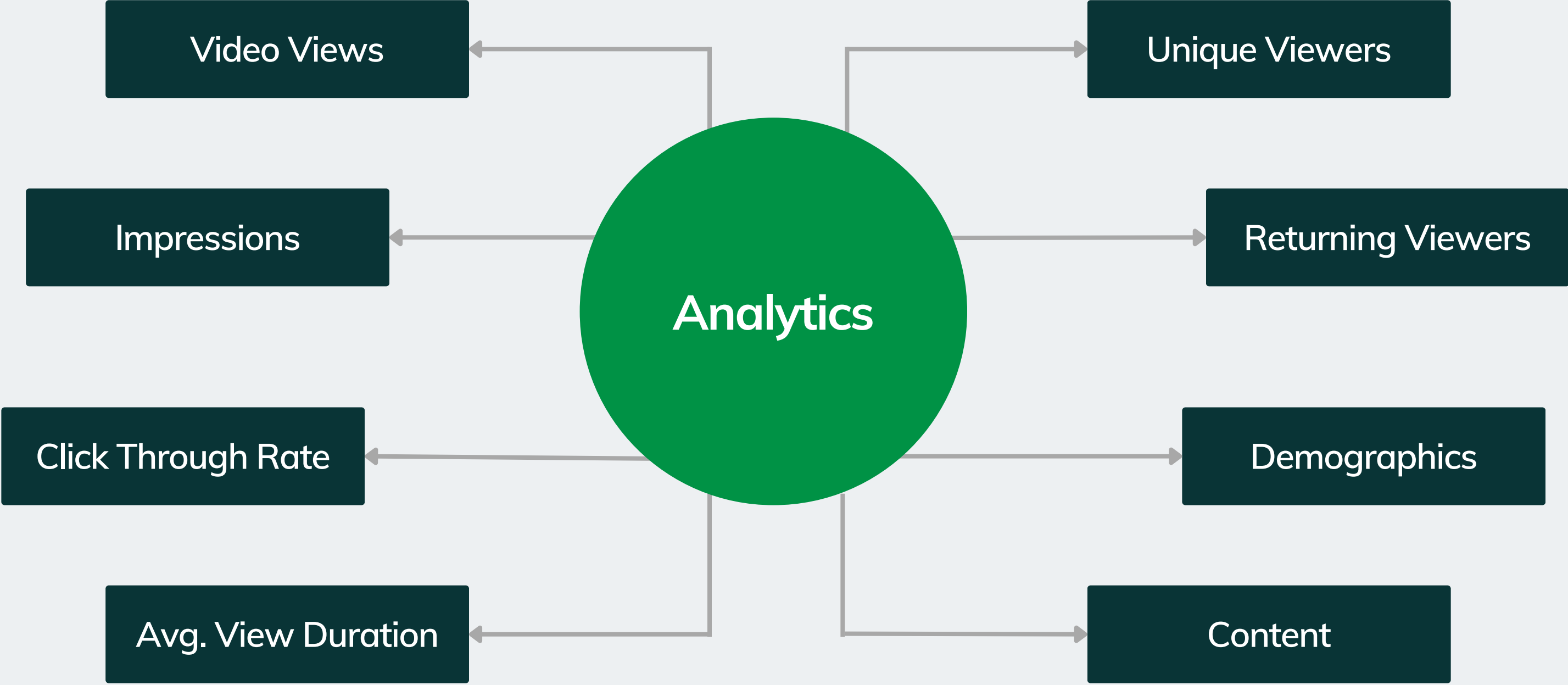
**Custom Thumbnail**

**Organized Playlist Structure**

**Keyword Optimization**

**Engaging Playlist Cover**

# Introduction to **Video Analytics Tools**



# Copyright & Fair Use Laws



A

Understand Copyright  
Laws

E

Obtain Proper Licenses

B

Create Original Content

F

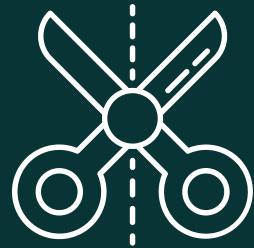
Use Licensed Content  
Legally

C

Provide Proper  
Attribution

G

Seek Legal Advice if  
Uncertain



- Adobe Creative Cloud Express
- Adobe Premiere Pro
- AVS Video Editor
- Blender
- Filmora

## Video Editing Softwares



- Youtube Analytics
- VidIQ
- TubeBuddy
- Social Blade
- Wistia

## Video Analytics Tools



- Youtube
- Vimeo
- Meta
- LinkedIn
- ...other

## Video Distribution Platforms

Thank you

**Janardhan Nagaiahgari**

