

Lecture 52

SEARCH ENGINE OPTIMIZATION (SEO)

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Search Engine Optimization (SEO)

SEO is the process of increasing the probability of a particular company's website emerging from a search.

Optimization can be achieved in one of three ways.

- First, a paid search insertion comes up when certain products or information are sought. Companies can speed this process by registering with various search engines in order to have the site indexed and by paying a higher placement fee for top positions.
- Second, a company can increase identification via the natural or organic emergence of the site. This method involves developing efficient and effective organic results that arise from a natural search process. Each search engine uses a slightly different set of algorithms to identify key phrases that match what was typed into the search box. To be listed first in an organic search requires time and effort.
- The third optimization method, paid search ads, includes text boxes or display ads that pop up when a particular word is typed in.

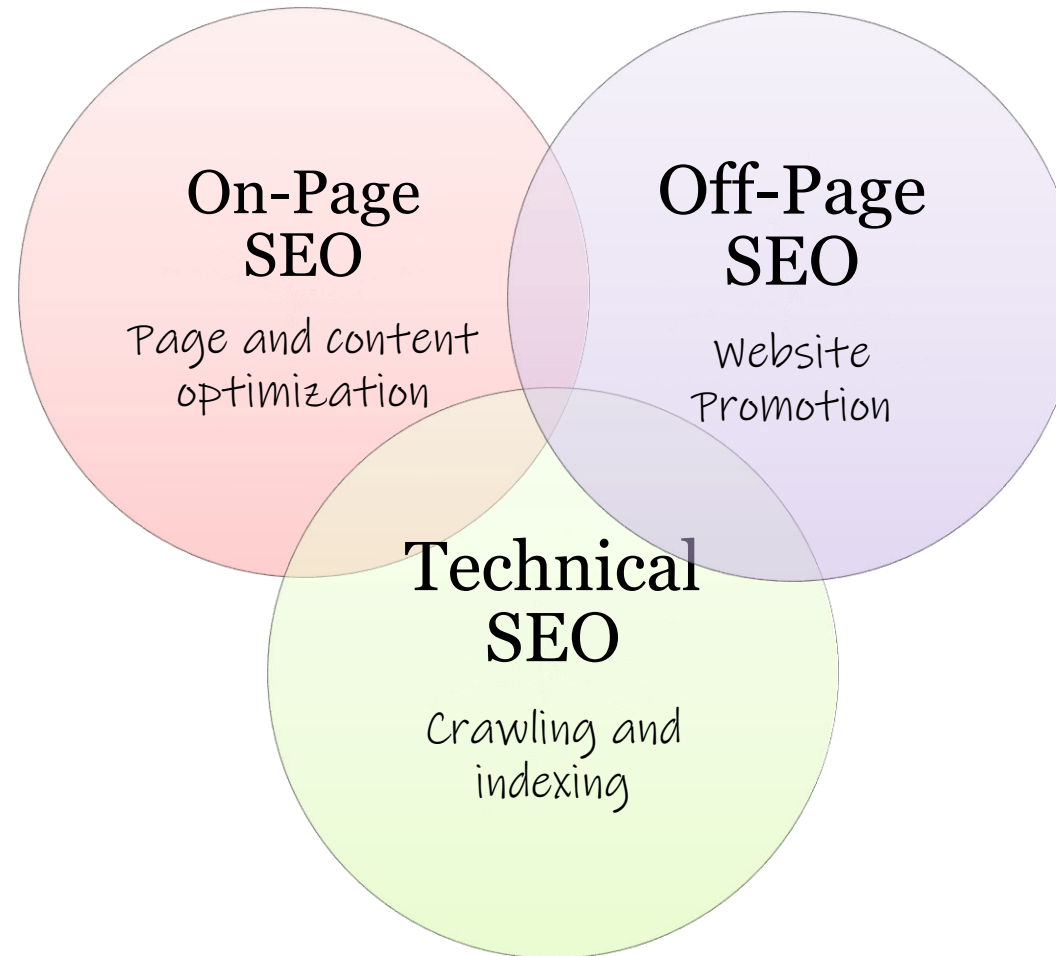
Search engines need to help users find what they're looking for. To make sure, they list the best results first, looking for signals of:

- Popularity
- Authority
- Relevance
- Trust
- Importance

Search engine optimization is a fairly technical practice, but it can easily be broken down into five main areas:

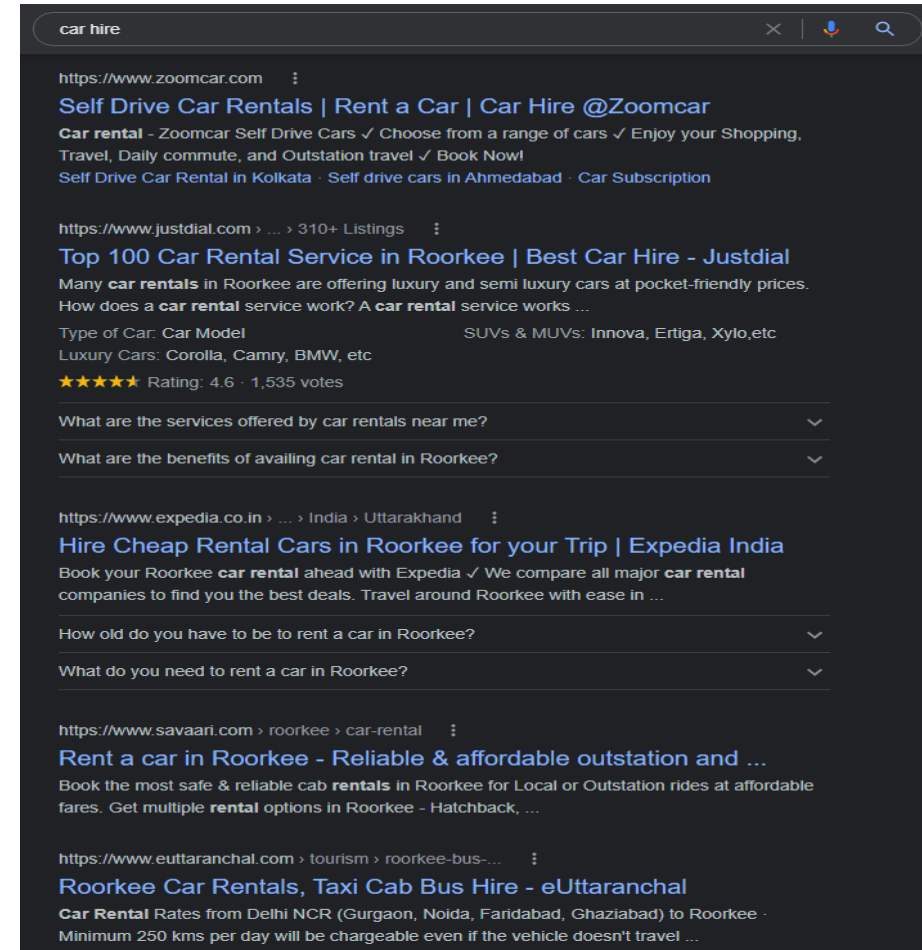
- A search engine friendly website structure
- A well-researched list of keywords
- Content optimized to target those keywords
- Link popularity
- User insights

Types of SEO

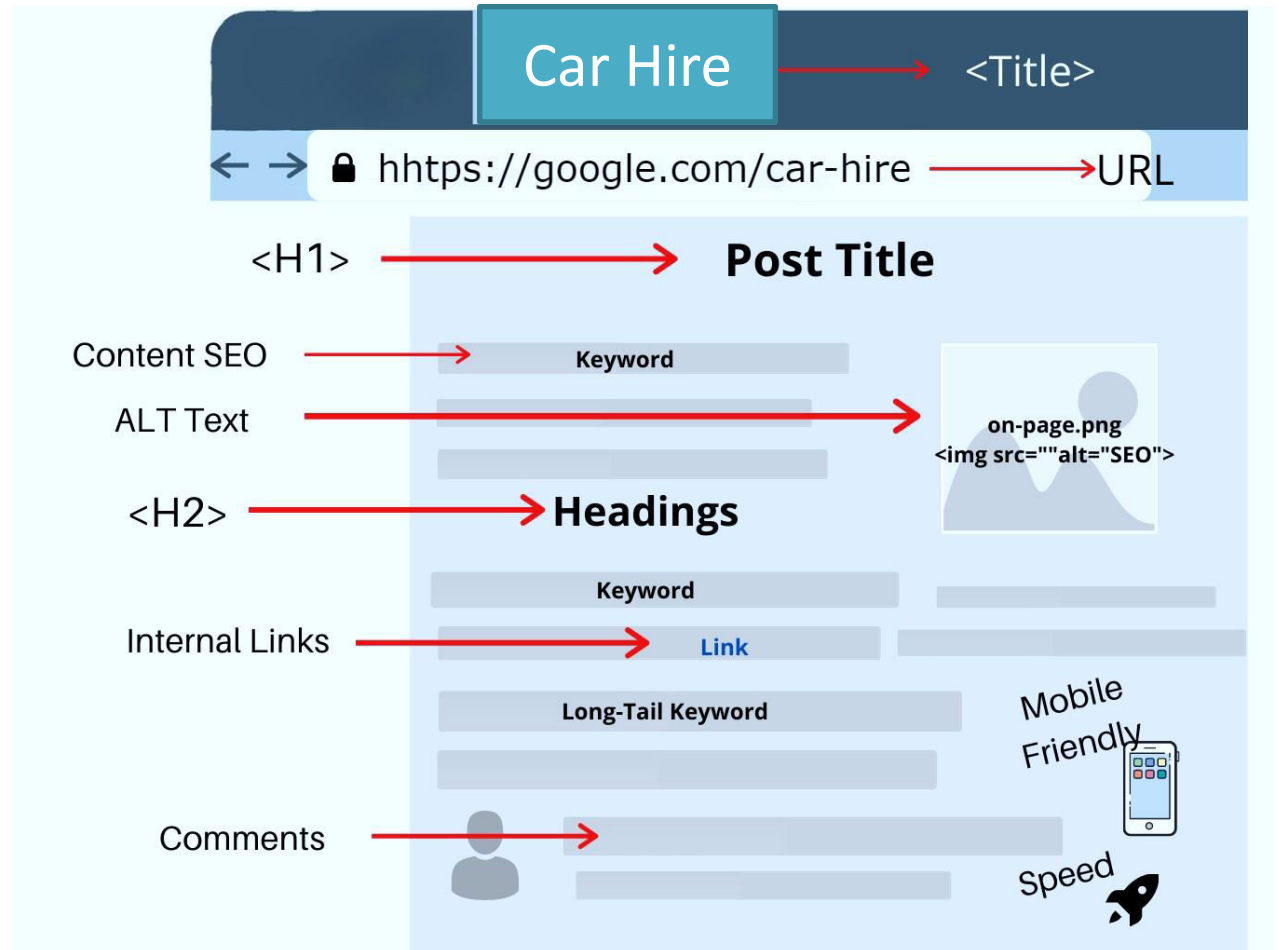


SEO and keywords

- Keywords are the very foundation of search.
- Developers of search engines have built a sophisticated understanding of semantics and the way in which we use language.
- Search engines have also built-up knowledge around common misspellings, typos, synonyms and related searches.
- It is crucial that you implement keywords that are likely to be used by target audiences.
- There are four things to consider when choosing a keyword:
 - Search Volume
 - Competition
 - Propensity to convert
 - Value per lead



HTML Elements



Digital Advertising Metrics

- Click-through rate (CTR)
- Reach
- Impressions
- Clicks
- Cost-per-click (CPC)
- Cost-per acquisition (CPA)
- Cost-per-thousand impressions (CPM)
- Conversions

Display Advertising

- Display advertising is defined as a mode of online advertising where marketers use banner ads along with other visual ad formats to advertise their product on websites, apps, or social media.
- Most successful display advertising campaigns use a clever combination of images, text, gifs, and videos to stand out on the internet and send their message across to the targeted audience. Marketers can play around with language, design, shapes, and sizes of banners to create engaging display ads.

Types of Display Advertising

- **Banner Ads**

- graphic image or animation displayed on a website for advertising purposes.
- Static banners are in GIF or JPEG format, but banners can also employ rich media such as video, JavaScript, HTML5 and other interactive technologies.
- Banners are not limited to the space that they occupy; some banners expand on mouse-over or when clicked.

- **Interstitial Banners**

- Banners are not limited to the space that they occupy; some banners expand on mouse-over or when clicked.
- As you click from one page to another, you are shown this advert before the next page is displayed.

- **Pop-ups and pop-unders**
 - Adverts that pop up, or under, the web page being viewed.
 - They open in a new, smaller window.
 - These were very prominent in the early days of online advertising, but audience annoyance means that there are now ‘pop-up blockers’ built into most good web browsers.
- **Floating adverts**
 - Advert appears in a layer over the content, but is not in a separate window.
 - Floating adverts are created with DHTML or Flash and float in a layer above a site’s content for a few seconds.
 - Many sites these days are using these to encourage newsletter signups or social media likes rather than to advertise products

- **Map adverts**
 - The advertisement placed on an online map, such as Google Maps.
 - This type of advert is ideal for local businesses and is usually based on keyword searches for the brand's offering.
- **Video adverts**
 - This is a video advert in one of the formats shown above. It starts to play on mouse over, or on arriving at a site.
 - Platforms like YouTube and Instagram have made it convenient for marketers to run video ads and attract a lot of attention and engagement.

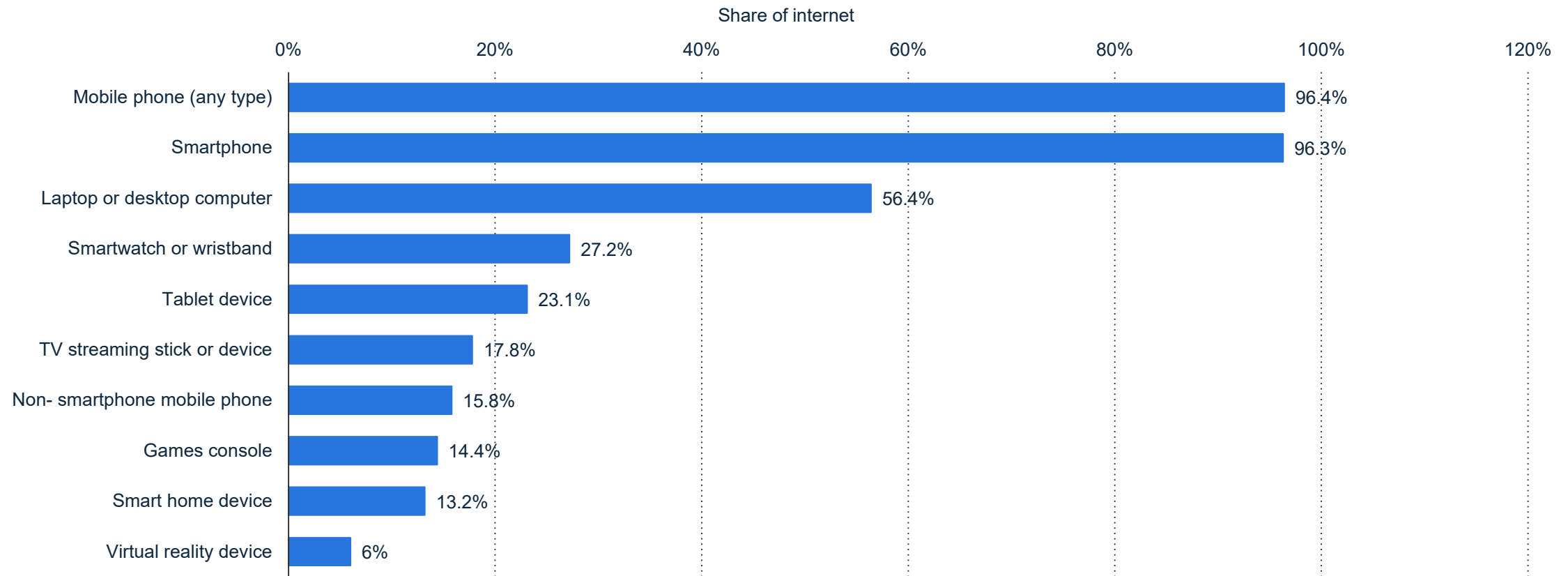
Mobile Advertising

- Mobile advertising refers to ads and ad campaigns expressly designed for mobile devices. In this context, “Mobile devices” include smartphones, tablets, or wearable devices. Mobile ads can appear within apps, on websites viewed from mobile devices, or on social media platforms viewed through mobile devices.
- The introduction of the government’s Digital India initiative hand in hand with the increasing internet penetration over the recent years, resulted in the country’s digital population amounting to approximately 624 million active users as of February 2021. The traffic in the world’s second largest internet market at this stage was largely dominated by mobile internet users. (DataReportal, Statista, 2021)



Ownership of digital devices in India in the 3rd quarter of 2020

Device ownership in India Q3 2020



Note(s): India; Q3 2020; 14-64 years; among internet users

Further information regarding this statistic can be found on [page 38](#).

Source(s): DataReportal; Hootsuite; We Are Social; [ID 1228293](#)

statista



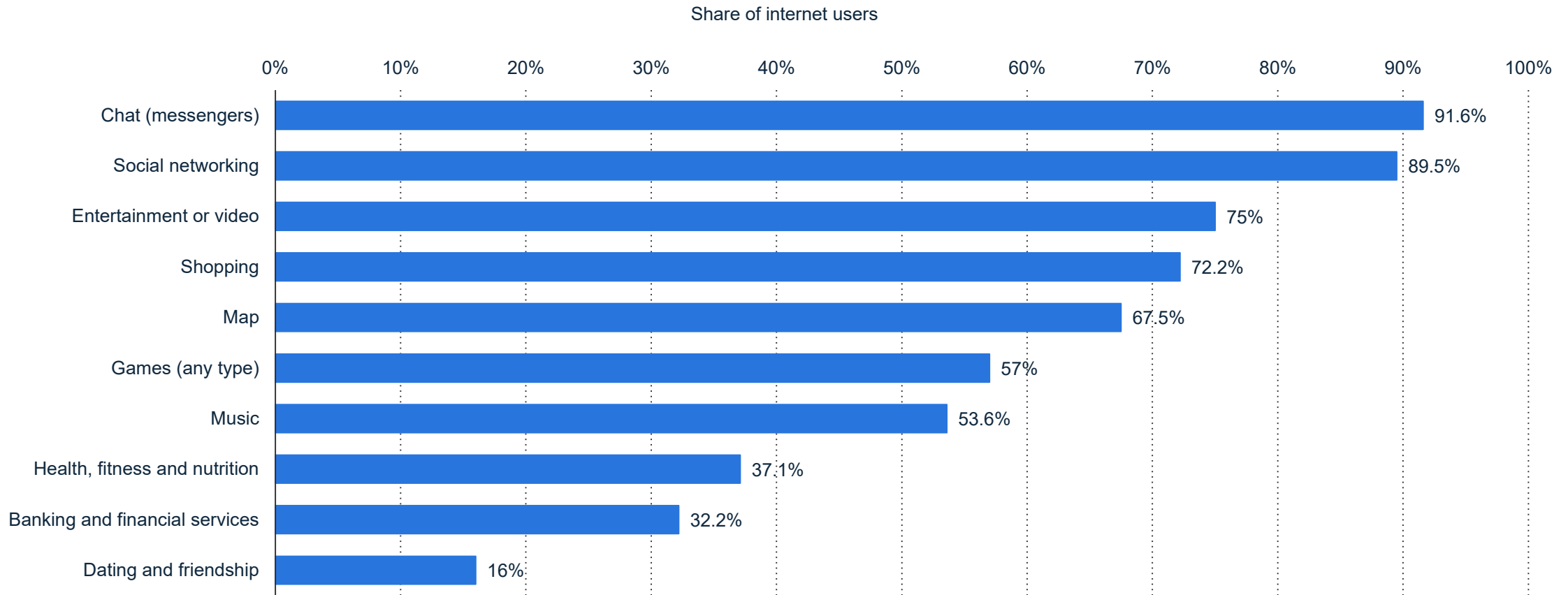
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Mobile app usage across India in the 3rd quarter of 2020, by category

Mobile apps usage India Q3 2020, by category



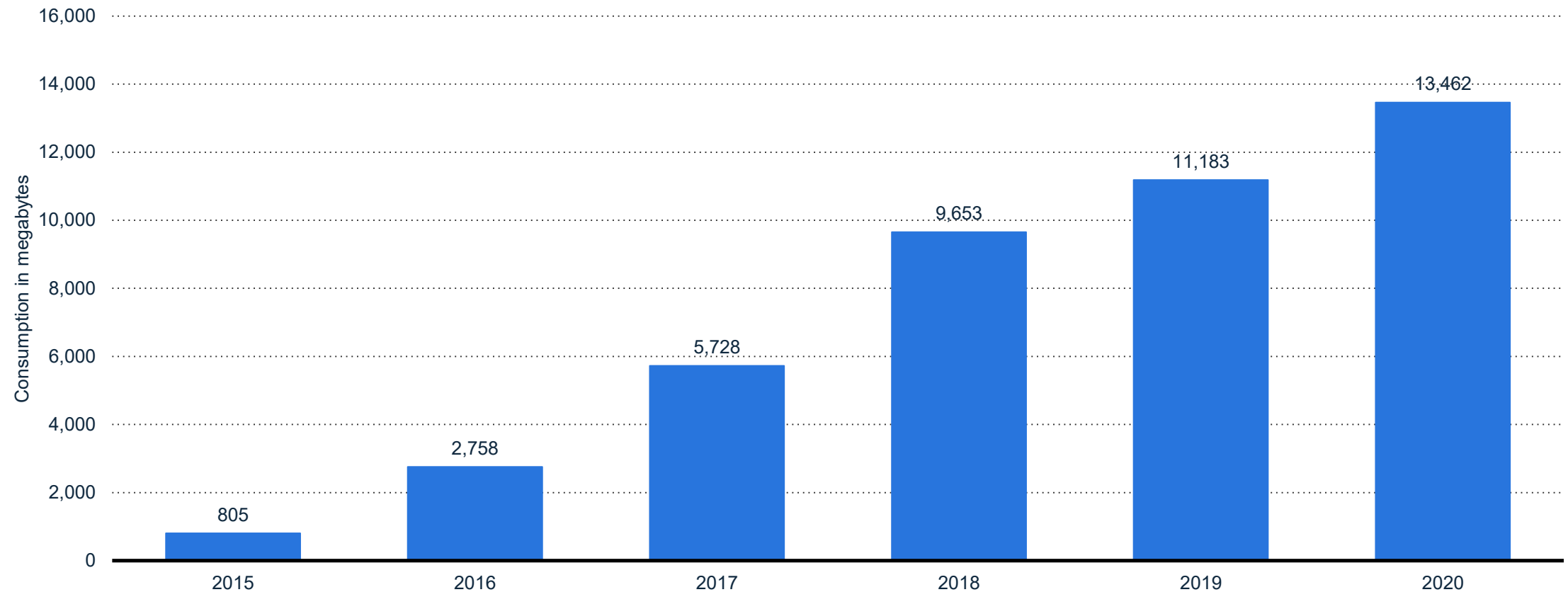
Note(s): India; Q3 2020; 16-64 years; among internet users who reported using each type of mobile app each month

Further information regarding this statistic can be found on [page 8](#).

Source(s): We Are Social; Hootsuite; DataReportal; [ID 1108880](#)

Average data consumption per user per month in India from 2015 to 2020 (in megabytes)

Average data consumption per user per month in India 2015-2020



Note(s): India; 2015 to 2020

Further information regarding this statistic can be found on [page 48](#).

Source(s): Nokia; [ID 1114922](#)

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Why marketers prefer mobile advertising?

- Personal device
- People carry it everywhere
- Hardly ever off
- Check the social context
- Digital interface
- Built-in payment system
- Built-in creative outlets
- Easy measurement of audience



Mobile Advertising Targeting

- **Device** – this kind of targeting allows to narrow a mobile ad audience to people that have a specific smartphone or tablet model.
- **OS** – it allows to deliver to users with mobile devices that run specific Operating System, e.g. iOS, Android, Windows Phone.
- **Geos** – a kind of targeting that allows to deliver a mobile ad message within specific geolocation, in most cases, within a particular country, city or ZIP code.
- **Day Part** – to take into account mobile users tendency to spend time with their mobile devices during specific time of a day, this type of targeting allows to deliver ads within a specific time frame.
- **Behavioral** – the most sophisticated type of targeting that mobile advertising platforms run by Facebook, Twitter and Google are capable to provide, based on an extensive user profile they accumulate over time.
- **Demographic** – this type of targeting is based on a mobile ad audience age and gender.
- **Operator** – with this kind of targeting mobile ad campaigns can be narrowed down to mobile users that are served by specific mobile operator, e.g. Reliance Jio, Airtel, Vodafone and so on.

Google Case Study: Dabur's Digital Transformation For the Modern Indian Women

- This campaign is a Google digital marketing case study.
- For 30-40 years, Dabur was using the traditional media and way of marketing.
- But they realized that digital would be great for the transformation of the Modern Indian Women.
- The main objective of this digital campaign was to become the lighthouse for all Indian brands on a digital medium which is an exemplary format for story telling. This brings the idea of being Brave And Beautiful.
- Dabur wanted to salute the women who fought cancer bravely and have survived beautifully.
- The campaign is among the top successful digital marketing campaigns and is more than an advertisement and takes customer engagement to a different level altogether.

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