

# Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.



# TYPES OF MARKETING

**DIGITAL  
MARKETING**



*Traditional  
Marketing*

1  
Reach out to  
maximum people

2  
Targeted or Client  
Specific Marketing

3  
Versatile  
(can make changes in the advertisings)

4  
Immediate  
Communication

1  
Limited Audience

2  
Global Marketing

3  
Non- Versatile  
(cannot be altered once published)

4  
Delayed  
Communication

# WHAT IS DIGITAL MARKETING

DIGITAL MARKETING IS AN UMBRELLA TERM FOR THE **MARKETING** OF PRODUCT OR SERVICES USING **DIGITAL TECHNOLOGIES**, MAINLY ON THE INTERNET, BUT ALSO INCLUDING MOBILE PHONES, DISPLAY ADVERTISING, AND ANY OTHER **DIGITAL MEDIUM**.



# DIGITAL MARKETING TYPES



SEO



# (SEARCH ENGINE OPTIMIZATION)

IT IS THE INCREASING THE VISIBILTY OF WEBSITE OR WEBPAGE IN SEARCH ENGINE RESULTS PAGE.



# SEO



# SEO

## WHITE HAT

IN SEO TERMINOLOGY, **WHITE HAT SEO** REFERS TO THE USAGE OF OPTIMIZATION STRATEGIES, TECHNIQUES AND TACTICS THAT FOCUS ON A HUMAN AUDIENCE OPPOSED TO SEARCH ENGINES AND COMPLETELY FOLLOWS SEARCH ENGINE RULES AND POLICES ALSO CALLED **ETHICAL SEO**.



# SEO

## WHITE HAT SEO

ON Page  
OPTIMIZATION

OFF PAGE  
OPTIMIZATION





# SEO

## BLACK HAT

IN SEO TERMINOLOGY, **BLACK HAT SEO** REFERS TO THE USE OF AGGRESSIVE SEO STRATEGIES, TECHNIQUES AND TACTICS THAT FOCUS ONLY ON SEARCH ENGINES AND NOT A HUMAN AUDIENCE, AND USUALLY DOES NOT OBEY **SEARCH ENGINE GUIDELINES**.



# SEO

## GRAY HAT

IT IS THE COMBINATION OF **BLACK HAT SEO** AND **WHITE HAT SEO**.



# BLACK HAT



### BLACK HAT STRATEGIES

- Duplicate content
- Invisible text and stuffed keywords
- Cloaking or re-directing the user to another site or page
- Links from sites with non-relevant content



# WHITE HAT

### WHITE HAT STRATEGIES

- Relevant content
- Well-labeled images
- Relevant links and references
- Complete sentences with good spelling and grammar
- Standards-compliant HTML
- Unique and relevant page titles

# SEARCH ENGINE COMPONENTS



**1. CRAWLER**

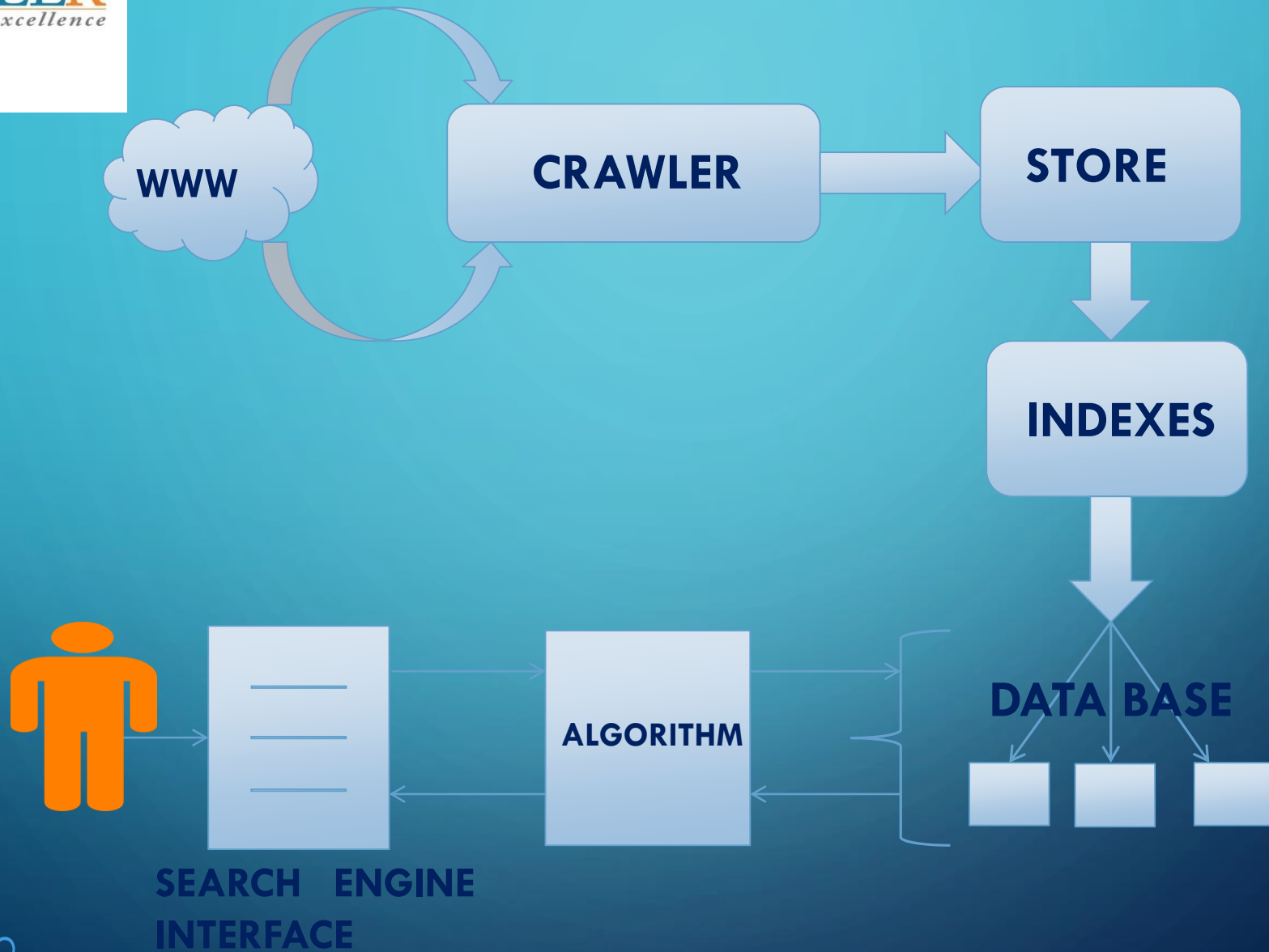
**2. INDEXES**

**3. ALGORITHM**

**4. RESULT PAGE**

**5. SPAM FIGHTING ALGORITHM**

# SEARCH ENGINE COMPONENTS



# 1.CRAWLER

A WEB CRAWLER(also known as a web spider or web robot) IS A PROGRAM OR AUTOMATED SCRIPT WHICH BROWSES THE **WORLD WIDE WEB** IN A METHODICAL, AUTOMATED MANNER. THIS PROCESS IS CALLED WEB **CRAWLING** OR **SPIDERING**.



# 1. CRAWLER

YOU CAN CHECK THE LAST CRWALING OF THE YOUR SITE  
BY USING BELOW URL

**cache:www.website.com**



cache:www.google.com



Google Search

I'm Feeling Lucky

Google.co.in offered in: हिन्दी বাংলা తెలుగు मराठी தமிழ் ગુજરાતી ಕನ್ನಡ മലയാളം ਪੰਜਾਬੀ

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Google Search

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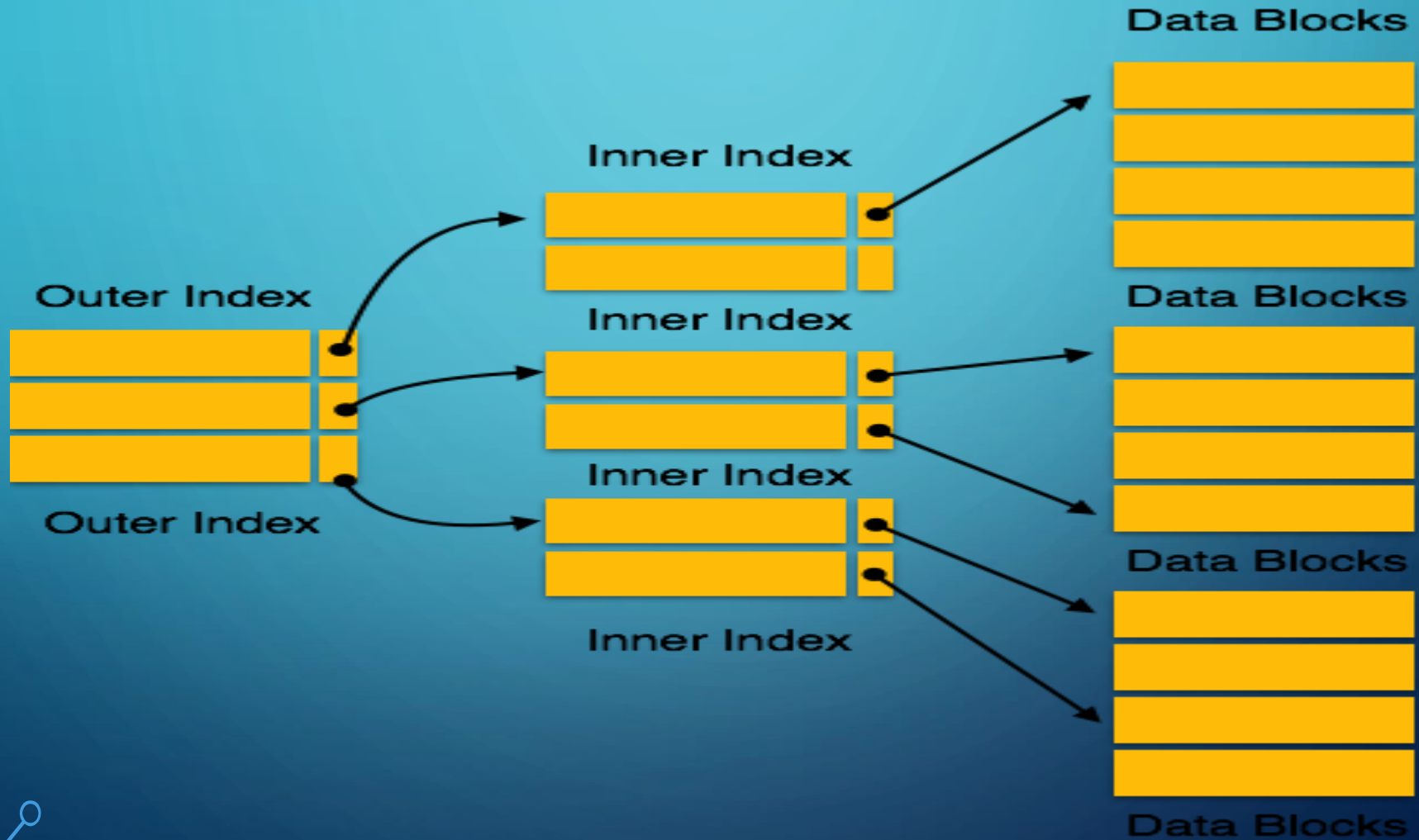


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# 2. INDEXES

COLLECT DATA FROM CRAWLER & STORE IN DIFFERENT DATABASES BASED ON CONTENT OF THE PAGES





# 2. INDEXES

➔ TOTAL PAGES IN GOOGLE INDEX FROM GIVEN DOMAIN

**site:www.website.com**



site:www.website.com

Google Search

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site:www.website.com



All Images News Maps More

Settings Tools

About 1,250 results (0.55 seconds)

Google promotion

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Website.com is a professional website builder and hosting service designed to help individuals and small businesses build quality websites. With Website.com ...

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<https://www.website.com/pricing/>

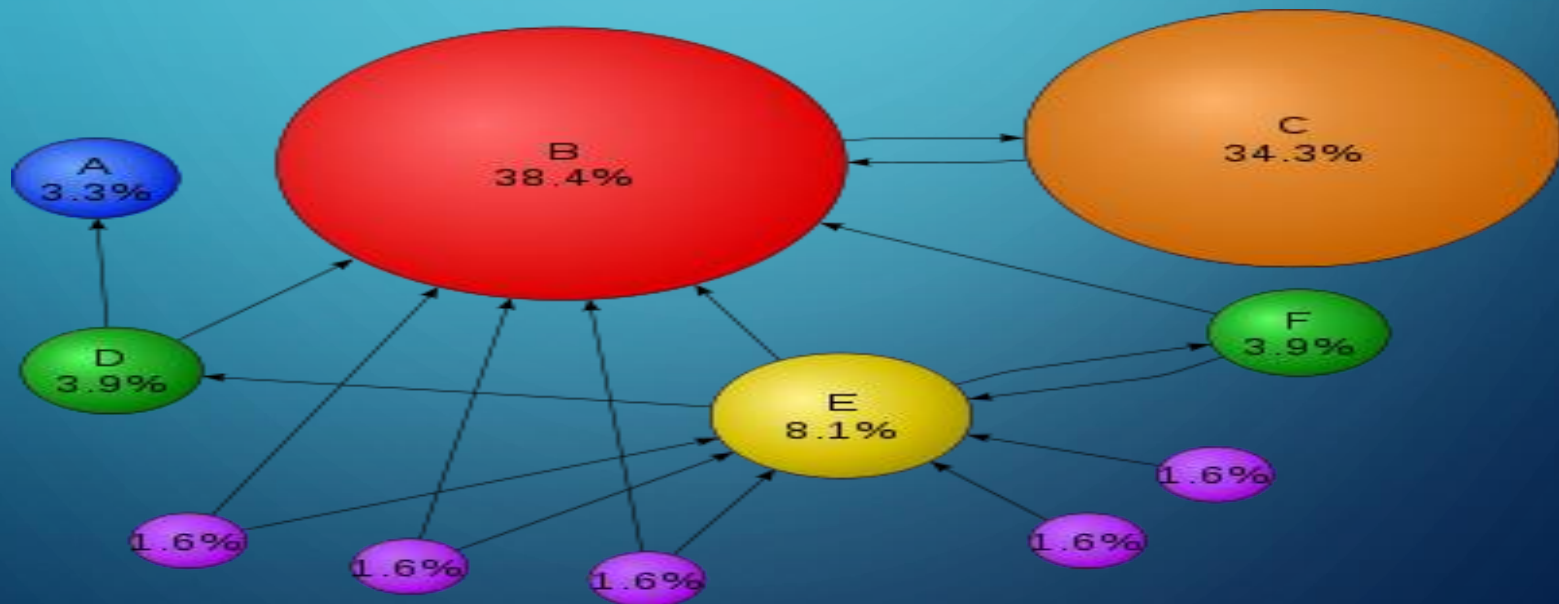
Pricing information regarding our website builder and hosting service.

# 3.ALGORITHMS

THESE PROGRAMS HELPS SEARCH ENGINES TO RANK THE PAGES BASED ON SOME CRITERIA

➔ **PAGE RANK**

PAGE RANK IS AN ALGORITHM USED BY GOOGLE SEARCH TO RANK WEBSITES IN THEIR SEARCH ENGINE RESULTS.



# 5.SPAM FIGHTING ALGORITHM

GOOGLE REPLACE NEW UPDATES TO CATCH BAD WEBSITES

## MAJOR GOOGLE UPDATES

1.GOOGLE PANDA UPDATE

2.GOOGLE PENGUIN UPDATE

3.GOOGLE HUMMINGBIRD UPDATE

4.GOOGLE PIGEON UPDATE

5.MOBILE FRIENDLY UPDATE

6.RANK BRAIN ALGORITHM

## CONTACT US



[www.excelr.com](http://www.excelr.com)



[enquiry@excelr.com](mailto:enquiry@excelr.com)



Toll FREE : 1 800-212-2120 (India)

0044-203-514-6638 (UK)

006-128-520-3240 (Australia)

001-844-392-3571 (USA)

+2348181496946 (Nigeria)

## THANK YOU