



LocSea

Make your website
visible on
Google search|

**Digital
Marketing
using
Google
Services**

Letter of Recommendation



भारत सरकार
Government of India
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Ministry of Micro, Small & Medium Enterprises



एमएसएमई - विकास संस्थान
MSME - DEVELOPMENT INSTITUTE

85/1, जी एच रोड, गुन्दी, चेन्नई - 600 032
65/1, GST Road, Guindy, Chennai - 600 032

NVDP/2014-15/

09/03/2015

To

The Locsea Software Development (P) Ltd,
Chennai.

Greetings from MSME-DI, Chennai

This is to Congratulate Mr. Balu and His Team (Locsea Software Development (P) Ltd) towards the efforts made to bring out the book on "Digital Marketing using Google Services". The book is having all new technology towards Digital marketing. The book was released in a National Level Vendor development Program by Shri Jayant Kumar IAS, Secretary(MSME) to Tamil Nadu Government and the first copy was received by Shri S.Sivagnanam Addl. Industrial Adviser to Government of India, Ministry of MSME.

I Wish Locsea Software Development (P) Ltd a Great Success.

Regards,

(S.Sathesh Kumar)
Dy. Director (Elex.)

S. SATHESH KUMAR
Deputy Director
MSME - Development Institute
Ministry of MSME
Government of India
65/1, GST Road, Guindy,
Chennai - 600 032.

LocSea.com Page i

“Digital Marketing using Google Services”

Make your website visible on Google Search – by LocSea

Editor’s Note

Getting started with Digital Marketing for your website is quiet easy. Similar to an offline business, being active online is what Google expects from you in order to make your website come up on

Google Search. A little bit of effort and time is required in this process.

This book will guide you through the process of Digital Marketing in a step by step approach. Who should read this book?

1. Business owners who need to promote their business on their own through Internet.
2. Entrepreneurs who wish to get started with their very

own Digital Marketing business. 3. Digital Marketing Agencies who feel the necessity to train their employees on Digital Marketing approach

4. Students who want to learn and perform research on Digital Marketing.

5. Marketing, Sales, Business Development and Advertising Professionals who require a thorough knowledge about Digital Marketing to

efficiently plan and manage a team 6. Clients who are planning to outsource their Digital Marketing Requirements should read this book and evaluate the agencies first. It will also help in tracking and asking questions on their progress.

There are so many tools available in Google! Which one will be suitable in the Digital Marketing sector for

my business? It is important to know where to start, understand the flow, the tools to be used and how to approach. This book will help you get started with The World of Digital Marketing.

We are planning to have an Online Video Portal to train you on Digital Marketing from April 2015. Visit [heredm.locsea.com](http://dm.locsea.com)

We are also planning to open

Digital Marketing Institute in Chennai. If you are interested in funding us, please email me at balu@locsea.com.

Balu

Editor

Co-Founder and CEO,

LocSea.com



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Book Launch Info

“ Digital Marketing using Google Services” Book by **LocSea** was launched by Shri. Sivagnanam (Addl Industrial Advisor, Government of India), Shri. Kumar Jayant IAS (Secretary, MSME, Government of India), Shri. S M Jamkhandi (Director, MSME, Government of India) and Shri. Sathesh Kumar (Deputy Director, MSME, Government of India) at

MSME Expo 2015, Chennai
on January 24th 2015,
Saturday.



About LocSea.com

LocSea is a registered Digital
Marketing company in India
which is also a Google

Partner certified company
with Qualified Google
AdWords Certified
Professionals, Google
Analytics Certified
Professionals, YouTube Ads
Advanced Certified
Professionals and Bing
AdCenter Certified
Professionals. LocSea further
has a Global clientele list
from US, UK, Australia,
Canada, India, France, Brazil,
Switzerland, Barbados,

Singapore & UAE.

LocSea Specializes in Google AdWords, Google Analytics, Search Engine Optimization (SEO), Social Media Optimization (SMO), Bing AdCenter, Facebook Ads, LinkedIn Ads and Google Merchant Center (Product Listing Ads), Web Development and Android Mobile Application Development.

LocSea is a proud faculty partner for MSME DI, Chennai, Government of India and has conducted many seminars & trainings in Internet Marketing, E-Commerce, Web Development and Web Designing in India. LocSea's focus is to educate Micro Small and Medium Enterprises on this digital space & fulfil their dream of going online to have a wider

reach. This book will be a good starting point for all MSMEs to market their product online.

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Digital Marketing using Google Services

Make your website visible on Google Search

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First Edition: 2015

Acknowledgements

This is our first book initiative from LocSea Software Development Private Limited. We take this opportunity to thank our employees Asif, Aswani, Kalee, Hirthanu, Akhila, Karthick, Nithila, Jesi, Thuvaarakkesh, Nirmal, Mithun, Anitha, Keerthana, Shiva , Ram and Avinash who contributed for this edition in various roles.

Great Team Effort. Thanks.

We also take this opportunity to thank our parents.

Regards,

Balu and Latha
Founders, LocSea Software
Development Private Limited

Website: www.LocSea.com

Google Plus:

[www.Google.com/ +LocSea](http://www.Google.com/+LocSea)

Facebook:

www.Facebook.com/LocSea

Twitter:

YouTube:

www.Twitter.com/LocSea

www.YouTube.com/LocSea

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Aim of this Book

Aim: To make your Website listed in Google Search.

Google Search Result Page

Go to Google.co.in and type this query “**yoga classes in chennai**”. Google Search Result for this query is shown in *Snapshot 1*.

About 5,90,000 results (0.42 seconds)

Isha Yoga Classes Chennai - ishayoga.org

www.ishayoga.org/

Life transforming 7 Day program Find a Venue Close to You

08 - 14 Oct

17 - 23 Sep

Contact Us

Benefits

Svaroopo Vidya Ashram - svaroopavidya.org

www.svaroopavidya.org/

Svaroopo Yoga & Meditation Teacher Training, Free Programs & More

Yoga system for you, free - yogaindailylife.org

www.yogaindailylife.org/

Lectures to live healthy and longer based on Yoga in Daily Life system

Facebook - Youtube

Sivananda Yoga Vedanta Centre - Chennai

sivananda.org.in/chennai/

Welcome to the Sivananda Yoga Vedanta Centre Chennai (Tamil Nadu, India). We offer many courses in yoga and meditation for beginners, intermediate as ...

Yoga Classes, Yoga Courses, Yoga Therapy, Chennai, India

www.andiappanyoga.com/

We offer regular yoga classes, yoga therapy, & accredited yoga certification courses. Chennai India. Learn from Guruji Andiappan.

The Chennai Iyengar School of Yoga Centre

chennaiiyengaryoga.com/

The Chennai Iyengar School of ... Iyengar Yoga is a form of Yoga practiced world wide. ... Classes conducted by Qualified Yoga Teacher of 12 years experience.

Asana Andiappan College of Yoga R...

www.andiappanyoga.com

3 Google reviews · Google+ page

Krishnamacharya Yoga Mandiram

www.kym.org

Google+ page

Arkaya Awareness Centre

www.arkaya.net



Map for yoga classes in chennai

Yoga (1)

Yoga Classes / Therapy

www.handehospital.org/

094444 45460

Individualized Yoga Therapy

Hande Medical Centre - Nungambakkam

ϕ 65, Nungambakkam High Road

Yoga Classes in Chennai

www.justdial.com/

Get phone number, address, reviews, ratings, timings and more.

Andiappan Yoga - Chennai

www.andiappanyoga.com/

Learn Basic to Advanced Yoga Professional & Experienced Masters

Chennai Yoga Classes

www.sulekha.com/

Find local service providers. Get Phone number, Reviews & Rating

Free Method of Meditation

www.terasachasuda.org/

Learn method of meditation free of cost and gain spiritual soul powers

Yoga for the Season

www.yogaoutreach.com/angels/

Has yoga helped you? Help others in need find yoga through outreach.

See your ad here >

A 16, 21st Main Road, Anna Nagar West., Near Vijaya Maruti Bus Stop Chennai, Tamil Nadu 044 6514 0199

B Door No.31., 4th Cross Street, R K Nagar, Chennai, Tamil Nadu 044 2493 7996

C E 5, First Floor, Gemini Parsn Apartments, 599 Malvar Road

Snapshot 1: Google Search Results Page

The query “ **yoga classes in chennai**” is also referred as **Search Term or Keywords**. When you search in Google, it provides results related to search term entered. When you click on any of the search results in Snapshot 1, it takes you to the respective website.

Let us understand the Google Search Results Page shown in Snapshot 1. I have

highlighted 5 sections A, B, C, D and E in Snapshot 1.

Paid Ads in Search Results (A & E):

Sections A & E are called Paid Ads. When you click on any of these Ads, Google charges certain amount per click from the respective business owner or agency who owns this ad. To create Paid Ads targeting Google Search, you should

use **Google**

AdWords (Chapter 8).

Organic Search Results (B):

Section B is called Organic Search Results. Google won't charge any fee when someone clicks on this organic search results. Google uses many algorithms to provide these results by evaluating your website, reputation, contribution, history and brand presence. You should

do various activities suggested in **Search Engine Optimization (SEO)** (Chapter 5), **Social Media Optimization (SMO)** (Chapter 7) & **YouTube** (Chapter 6) to reach this position.

Maps Search Results (D): Section D is called Maps Search Results. You can see many pin marks inside this map. These are search results

from Google Maps for “yoga classes in chennai”. As we are specifically looking for Chennai location, Google Maps shows nearby locations. These are not paid listings. To create such listing for your business, you should use **Google MyBusiness (Chapter 4)**.

Local Business Search Results (C):

Section C is called Local

Business Search Results. It shows businesses located near the place searched for. You should use **Google MyBusiness (Chapter 4)** to create this listing for your business. Google MyBusiness is a free tool.

As our aim is to make **your website listed on Google Search for your business related keywords**, understanding the process

flow is a key to approach your Digital Marketing. Let's take a look at the steps involved in acquiring and engaging visitors to your website.

Understanding the Digital Marketing Flow

We have classified our chapters into five categories “Analysis”, “Organic Promotion”, “Paid Promotion”, “Tracking Your Website Visitors” and “Monetize your Website”.

Analysis

Step 1: Start with analysing your business trends by reading **Chapter 1 Google Trends.**

Step 2: Find your online competitors and their strategy by reading **Chapter 2 Competitor Analysis.**

Step 3: Create or Alter your website with required components to improve website visitor engagement by reading **Chapter 3**

Website Strategy.

Organic Promotion

Step 7: The best way to make your website listed in Google Search Results for local search queries related to your business is through Google MyBusiness. Do not skip any sections in this **Chapter 4 Google MyBusiness.** Complete it in one stretch.

Step 8: The next step is to

make your website listed in Google Search Results for any search queries related to your business by following **Chapter 5 Search Engine Optimization.**

Step 9: Google provides priority to informative videos in Google Search. Create few videos about your products & services. Post it in YouTube. We also have few tips for your videos. Follow

thisChapter 6 YouTube.

Step 10: Social Media is your key for Branding. I would suggest you to start with Google+, Facebook, LinkedIn and Twitter by creating business pages today. As your business page becomes popular, your business page and website get higher ranking in Google Search. We have described these in**Chapter 7 Social Media**

Optimization.

Paid Promotion

Step 11: If you want to place Ads in Google, read **Chapter 8 Google AdWords**. Start by creating Simple campaign targeting Google Search as described in this chapter. You may also want to read Google Display Network and YouTube Ads section to promote your Branding.

Tracking Your Website Visitors

Step 4: To track visitors and leads, you will be asked to update your website with many setup codes. Google Tag Manager makes this process simple by setting up one time setup code on your website. Read **Chapter 9 Google Tag Manager** to learn more about it. We strongly encourage you to use Google

Tag Manager. Please note you may choose to skip this chapter if you want to manually paste all setup codes in to the website without the help of Google Tag Manager Tool.

Step 5: It is important to analyze your website's visitor statistics to improve your Revenue. Google Analytics is a tool used to track your website visitors.

Read Chapter 10 Google Analytics to setup, analyze and improve your website user engagement.

Step 6: You should inform Google about your website details to crawl (read) all your webpages. To submit your website details, read **Chapter 11 Google Webmaster Tools**.

Monetize your Website

Step 12: Chapter 12 Google AdSense guides you to get started with gaining some money from your active website. If your website is new or just building content, I would suggest you to skip this until you have a website with proper content in place.

“Digital Marketing using Google Services”

1

Google Trends

Knowing your product in depth and analysing how it fares on the internet is the foremost step to be carried out. Google Trends gives you the trending search data in Google for your business. For example, as a Supermarket owner, you will be able to compare and analyze trending search terms in Google. Refer *Snapshots 1.1, 1.2 & 1.3* below.

Compare Search terms ▾

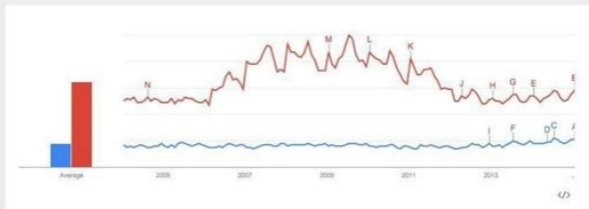
grocery store

Search term

supermarket

Search term

+ Add term

Interest over time 🕒 News headlines Forecast 🕒

Snapshot 1.1: Comparison data in Google Trends

Regional interest

grocery store supermarket



Region City	Interest Score	Progress Bar
United States	100	████████████████████
Canada	73	██████████████████
Australia	15	██████████████
Philippines	15	██████████████
Singapore	9	██████████
New Zealand	9	██████████
Hong Kong	7	████████

View change over time



Snapshot 1.2: Regional Interest in Google Trends

Related searches

grocery store supermarket

Topics

Top Rising

Indian cuisine - Cuisine



Queries

Top Rising

the grocery store



grocery stores



indian grocery store



giant grocery store



walmart grocery store



find grocery store



online grocery store



Snapshot 1.3: Related Search Trends

By analysing the current search trends for your business, will enable you to understand the specific search terms (technically called as keywords) users enquire globally and locally. By forming your Website Content and Keyword Strategy after analysing Google Trends, you will be

able to address the users by delivering them what they searched for.

Get Started

Let's do a simple analysis in Google Trends. I want to see search trends for two keywords "supermarket" and "grocery store" in India. I would like to know which search term is more popular in South India so that I can buy my website domain name

based on that. I would also use this data to form my website content around such trending keywords. I suggest you to do this analysis along with me for your business related keywords. Let's start.

Go to

www.google.com/trends

(Snapshot 1.4)

Trending Now

Searches

India

-  **Shreya Ghoshal**
20,000+ searches
Image Source - Times of India
-  **Amber Heard**
20,000+ searches
Image Source - Reuters
-  **Shamitabh review**
20,000+ searches
Image Source - Firstpost

2014 Charts

Trending

India

Searches

- Elections 2014
- FIFA 2014
- iPhone 6
- GATE 2015
- Narendra Modi

YouTube

India

-  **All India Bakchod (AIB) Knoc...**
50,000+ new local views
By Kamal R Khan - KIRK
-  **Salman Khan THREATENS A...**
20,000+ new local views
By Bollywood Backstage
-  **I Am Offended**

Most Searched

India

People

- Sunny Leone
- Narendra Modi
- Salman Khan
- Katrina Kaif

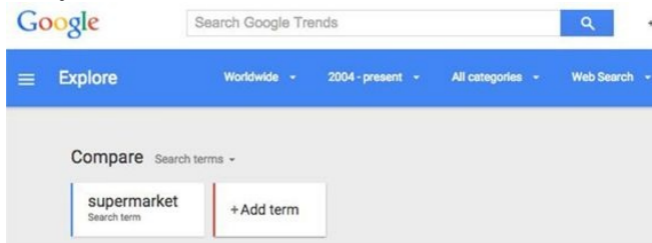
Snapshot 1.4: Google Trends Home Page: Trending Now,

2014 Charts

Start searching for
“supermarket” in Google
Trends Search Bar



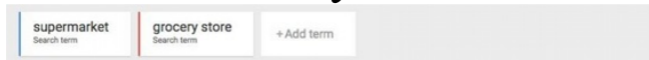
Add Term (Snapshot 1.5) to
compare how other searches
have fared with the current
keyword.



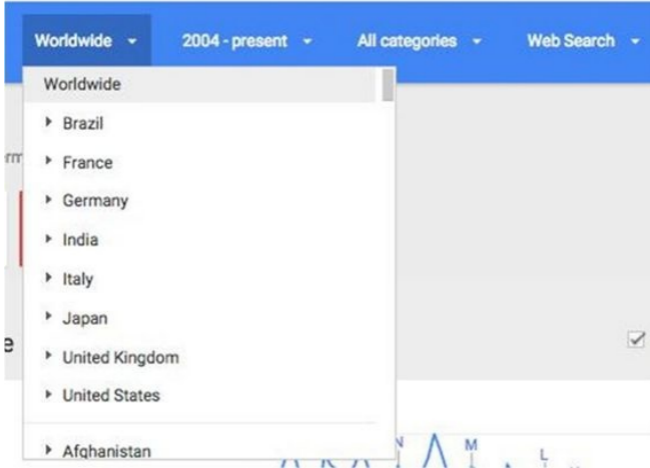
Snapshot 1.5: Analysing the

search result Supermarket

Let's add the term 'Grocery Store' and analyze the results.



Snapshot 1.6: Adding the search term 'grocery store' for comparison



Selecting Filters in order to get a refined list is also provided. For instance, targeting a country or selecting a particular timeline

during which the searches were made is made possible with the search results (*Snapshot 1.7*).

Snapshot 1.7: Selecting the geographical locations for a refined search list

The option of selecting Categories of your particular search (In the case of grocery stores, the category could either be business and

industrial or shopping) and the search for it as images or videos in YouTube can also be examined (*Snapshot 1.8*). You can also filter data for specific period.

2004 - present ▾

2004 - present

Past 7 days

Past 30 days

Past 90 days

Past 12 months

2015

2014

2013

All categories ▾

Web Search ▾

Recommended categories:

Business & Industrial

Food & Drink

Shopping

All categories

▸ Arts & Entertainment

▸ Autos & Vehicles

▸ Beauty & Fitness

▸ Books & Literature

▸ Business & Industrial

A screenshot of a search interface. At the top, there is a blue header bar with the text "Web Search" and a small downward-pointing triangle to its right. Below this header, a white dropdown menu is open, listing five search options: "Web Search", "Image Search", "News Search", "Google Shopping", and "YouTube Search". The "Web Search" option is highlighted with a light gray background. In the top right corner of the blue header, there is a small white icon of an envelope with a checkmark inside.

Web Search ▾

Web Search

Image Search

News Search

Google Shopping

YouTube Search

*Snapshot 1.8: Selecting the
Period, Categories and
Search Type*

As you apply your filters,

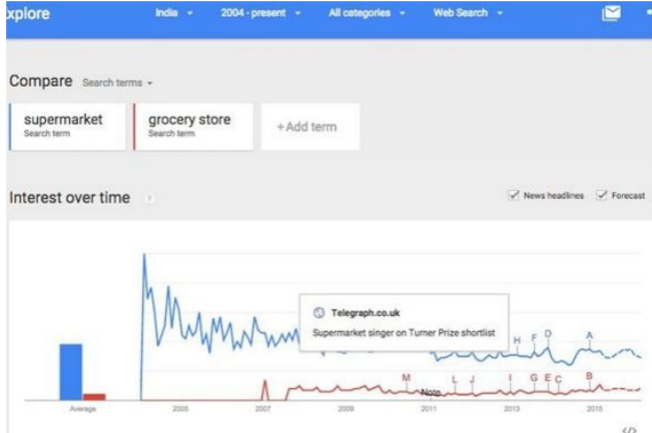
Google Trends shows the Trending data for your keywords. It provides “Interest over time”, “Regional Interest” and “Related Searches”

Interest over time shows relative search trends graph for your keywords (As shown in *Snapshot 1.9*). An additional feature is the availability of the news headlines and forecast

feature. The news headlines feature is marked with alphabets and gives you an insight for why the search results have been high or low during that particular period of time. The forecast feature provides you with how the search term would fare later this year.

In order to see the news headlines, hover your mouse over to the point with the

alphabets and click over it.
The forecast is displayed
through dotted lines.



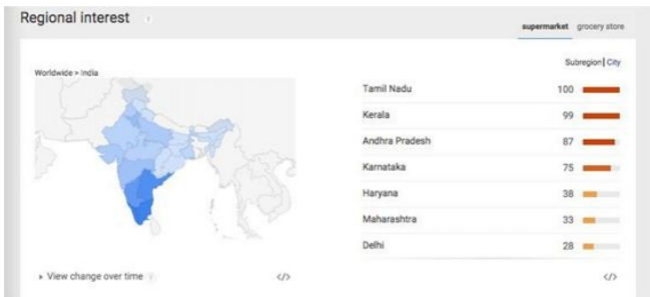
Snapshot 1.9: The news headlines and the forecast

Regional Interest

The selected geographical locations display a deeper view on how the search

results have performed state wise. As shown in *Snapshot 1.10*, “supermarket” keyword is very popular in Tamil Nadu. If you look at *Snapshot 1.11*, “grocery store” keyword is used more in Haryana. Tamil Nadu has a relative score of 63 when compared to Haryana for this keyword. This trend shows how people search in different states. You can further drill down to cities

and take a look at specific places.



Snapshot 1.10: Regional Interest for the keyword “supermarket” Vs

Worldwide > India



View change over time

</>

Subregion | City

Haryana	100	<div><div style="width: 100%;"></div></div>
Karnataka	70	<div><div style="width: 70%;"></div></div>
Tamil Nadu	63	<div><div style="width: 63%;"></div></div>
Uttar Pradesh	62	<div><div style="width: 62%;"></div></div>
Delhi	59	<div><div style="width: 59%;"></div></div>
Andhra Pradesh	54	<div><div style="width: 54%;"></div></div>
Maharashtra	46	<div><div style="width: 46%;"></div></div>

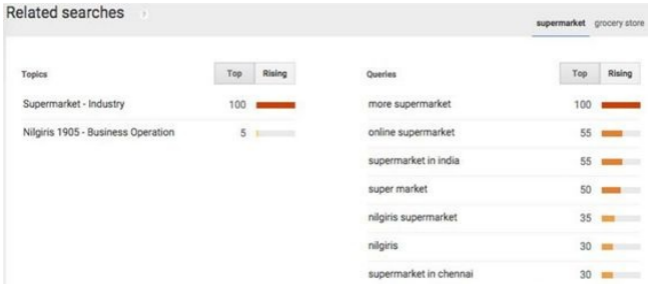
</>

Snapshot 1.11: Regional Interest for the keyword “grocery store”

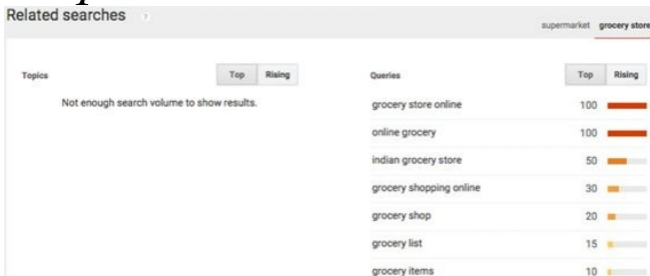
Related Searches

From the *Snapshot 1.12*, we could see the Trending Search Queries related to “supermarket” keyword.

Snapshot 1.13 shows trending queries for “grocery store”. You can also choose specific Topics of your interest and view trending search queries. If you choose **Risingtab**, it shows other rising queries for the keywords entered.



Snapshot 1.12: Related Searches for the keyword “supermarket”



Snapshot 1.13: Related Searches for the keyword “grocery store”

Google Trends helps you find trending keywords or search

queries in specific region or worldwide. It helps you in identifying website content and keyword strategy. You may want to choose your domain name based on current keyword trends for your business in your locality. As you noted, people in different region use different keywords to look for same business.

2

Competitor Analysis

As the name suggests,
‘Competitor Analysis’ is
nothing but analysing your
competitor’s website and the

internet marketing strategies followed.

How do I find my Competitor?

Analyze the current keyword trends for your business using Google Trends. After finding the top keywords being used in your locality for the business you run, type the keyword or key phrase in **Google Search**. All the websites displayed under the

Organic Search Results are to be considered your online competitor.

Snapshot 2.1: Finding the Competitor

online supermarket

Web

Images

News

Videos

Maps

More ▾

Search tools

About 14,10,00,000 results (0.32 seconds)

Online Grocery Chennai - mrmust.com



Ad www.mrmust.com/ ▾

Chennai's Best **Online Supermarket**. Buy Groceries at Wholesale Price.

Chennai Online Grocery - TheStore.in

Ad www.thestore.in/ ▾

Organic Food, High Quality **Grocery** Same Day Free Delivery, 100% Secure
Grocery - Air Freshner - Coffee - Personal Care

Grocery Shopping Online Supermarket, Online Grocery ...

www.chennaibasket.com/ ▾

A Complete **Online Super Market & Grocery Shopping Online** offers Same day, Free
Cash/Card on Delivery. Chennaibasket, **Grocery Online** Shopping Site.

Grocery, Groceries, Grocery Items, Grocery shopping ...

www.chennaionlinegrocery.com/ ▾

Chennai **Online grocery** Shopping, India **Online grocery** Shopping, Send Gifts to
chennai, Cheap price with express delivery, new gifting idea, Buy Groceries ...
Log On - Contact Us - How to order online - Glossary

For example, refer *Snapshot 2.1*: As a supermarket owner, I

searched for “online supermarket” in Google Search to find my competitors in this segment. I should start analysing the websites www.chennaibasket.com and www.chennaionlinegrocery.cc listed in this Organic Search Results.

You need to look at various components in your competitor’s website.

For example, let's open the website

www.chennaibasket.com (*ref Snapshot 2.2*) and have a look at following components:

Snapshot 2.2:

ChennaiBasket.com website

www.chennaibasket.com

Chennai Basket

Search

Welcome to ChennaiBasket.com. You can login or create an account.

Shopping Cart
0 items - Rs.0.00

Frums & Vegetables | Grocery | Food Items | Bread & Dairy | Beverages | Personal Care | Household | Baby Care | **Specials** | Popular Item | [Create Deal](#)

Free Delivery
For purchases above Rs.500

Card on Delivery is also available

4 Delivery Slots Per Day

Delivery across Chennai City

A Complete Online Supermarket in Chennai

Refer & Get Instant Discount!

Chennai Basket









A Complete Online Supermarket in Chennai

Chennai Basket - Grocery Shopping Online in Chennai, is a Online Supermarket & Online grocery store in Chennai which helps customers to shop their day to day needs online making the whole shopping experience quick and convenient. Buy Grocery Online at Chennai @ ChennaiBasket.com

The product list covers all categories of day-to-day needs including all major brands of grocery items, food items, personal care, household, beauty, milk products, beverages, baby care products, fruits & vegetables.

All modes of payment are available like COD (Cash on Delivery), credit cards & debit

Featured

<p>SAVE 15%</p>  <p>Toor Dal (Premium) - Thoranam Perappu 1Kg</p> <p>Rs. 85.00 <small>(Rs. 100.00)</small></p> <p>Qty: 1 Add to Cart</p>	<p>SAVE 11%</p>  <p>Orid Dal (Premium) - Urdhnam Perappu 1Kg</p> <p>Rs. 99.00 <small>(Rs. 110.00)</small></p> <p>Qty: 1 Add to Cart</p>	<p>SAVE 29%</p>  <p>Ferozi Extra Virgin Olive Oil 500ml</p> <p>Rs. 499.00 <small>(Rs. 699.00)</small></p> <p>Qty: 1 Add to Cart</p>	<p>SAVE 12%</p>  <p>Gold Winner Sunflower Oil 1Ltr</p> <p>Rs. 79.50 <small>(Rs. 90.00)</small></p> <p>Qty: 1 Add to Cart</p>
<p>SAVE 8%</p>  <p>Aarivind Atta - Whole Wheat 5Kgs</p>	<p>SAVE 9%</p>  <p>Sugar 1Kg</p>	<p>SAVE 18%</p>  <p>Raw Rice - Ponni Pacharai (Premium) 10Kgs</p>	<p>SAVE 11%</p>  <p>Sakthi Rice - Ponni (Premium) 10Kgs</p>

Take a look at these components:

1. Website content in all pages
2. Keywords used
3. Home page design
4. Offers
5. Banners
6. Menu Items
7. Delivery Options
8. Logo
9. Pictures
10. Uniqueness
11. Security Features
12. Convenience
13. Phone Numbers / Inquiry

Form / Chat (Support Options available)

14. Terms & Conditions

15. Product Information

(Look at the description for products. Photos in various angles)

16. Shopping cart experience

(Add to cart, Buy Now, Payment Gateway, Cash On Delivery, Card on Delivery, easy 2 or 3 steps purchase experience)

17. Customer newsletter and

sign up strategy

18. Gift vouchers

19. Offers for festivals

20. Product Search

21. Social Media and Videos

(How engaging? What customers speak?)

22. Reviews & Ratings

23. FAQ

24. Title, Meta Description &

Image Alt Tags for every

page in their website

(Ref**Chapter 5 SEO**)

Collect such points for all your competitor websites and put it in an Excel. With all such points, identify best approach and flaws. You should make sure you have resolved all flaws in your website and implement best approach. Also, create your unique website strategies to differentiate your website from competitors'. Provide better Unique Selling Points and Support options.

Also, analyze your competitors' presence in other platforms:

1. Social Media like Google+, Facebook, Twitter, LinkedIn, ...
2. Online Business Directories
3. Online Communities
4. Online Forums
5. Their Press Releases
6. Their Blogs
7. YouTube

To learn more about above platforms, please refer Chapter 5 SEO, Chapter 6 YouTube and Chapter 7 SMO

By analysing your competitors' strategy on such platforms, you will be able to create a better approach towards your branding exercise.

3

Website Strategy

Your Website being the key for your Digital Marketing Success, the strategy followed must be thorough and complete. In order to build a strengthened Website,

the following core components are essential:

1. Know your current Trends in your target location and form your Keyword and Content strategies for your Website.
2. Know your Competitor's Website Advantages and come up with better solutions in your website.
3. Your Website Domain Name is your key to success.

So choose it after your Keyword Analysis. If your Domain Name contains core keyword, it is an added advantage for you to come up in Google Search results.

3. Provide enough Content & Images to better understand your products and services.

4. Your Unique Selling Points should be highlighted to make your visitor stay. It could be Offers Promotion for the month

Technical Specification

Availability

Shipping

Guarantee / Warranty

Sizes

Colours

5. Every page should need to have answer to “What Next?”. It is also called as “Call To Action”. You should guide your visitor. Make sure to highlight your call to action in your website. Some call to actions:

Enquiry Form

Call us Now (Phone Number)

Buy Now

Add To Cart

Book Now

Learn More

6. Easy Checkout. Your visitor should be able to complete checkout in max 2 or 3 steps. For example go to www.flipkart.com and see how easy it is to purchase a product. Do not ask unnecessary details during

checkout.

7. As there is no representative to explain the technical details online, your Technical Specifications should need to have to complete descriptions.

8. Improve user confidence

Social Media Plugins

Reviews and Ratings

Website Security Feature

Privacy Policy

Terms & Conditions

Company's Background

Google Maps Integration

9. Improve Engagement

Attractive Banners

Live Chat

Blogs

Layout of your website

Font and Background

Menus

Informative or descriptive

Videos

Home page design and logo design

10. Customer/Visitor

Retention strategy

Easy Signup

Newsletter Signup

Signup and download free

PDF options

Remembering the user

choices and showing relevant

products/services

Better your website, larger
and longer the users visit it.

Your website serves as the
base to what you have to
offer and making it fare better
to the customers result in a

stronger faith. This in result gives you a higher sales opportunity.

Having a great website design with all above components is a key factor for your Digital Marketing success. As people enter your website, you should try various experiments to make them stay and achieve what you expect them to do on your website. It could be an

enquiry or a sale or a phone call.

Please understand there is no executive to help online visitors. It's all about your website design, content, images, videos and other support resources.

Guide your visitors and provide enough support to help them find what they need. Provide enough

information to explain about your products and services. If required provide live chat/telephone assistance.

Make your website as easy and engaging as possible.

Tips:

You need to buy domain name and hosting server for your website. You may do this on your own from websites like Godaddy.com,

Zoho.in, Bigrock.in ... Make sure to search for best packages before you choose your Domain and Hosting provider. Compare their review especially support before choosing them.

If you are not comfortable with managing domain and hosting for your website, I would suggest you to hire an agency. At the same time, request them to buy and

maintain your domain and hosting under your login details. If there is an issue, it will be easy to retain your domain and hosting server.

Mobile Responsive Website:

Many visitors are using Mobiles to view your websites. If you do not have a website version for mobile or a mobile responsive website, you are going to lose your mobile visitors. A normal

website is not good for engagement of Mobile Visitors as screen size differs. You need to have proper versions created for Mobile. There are two ways to approach. Either you can create a mobile version of your website or you can make your website Mobile Responsive using HTML5/CSS3.

If you are in India and not

having a mobile responsive design, you are going to miss a lot of customers.

4

Google My Business

Here is the Google Search result for the search term “Yoga classes in Chennai”. Refer *Snapshot 4.1 (C & D)*.

C is called Local Business Results and D shows Map results.

About 5,93,000 results (0.42 seconds)

Isha Yoga Classes Chennai - ishayoga.org

www.ishayoga.org/ *

Life transforming 7 Day program Find a Venue Close to You

08 - 14 Oct

17 - 23 Sep

Contact Us

Benefits

Svaroop Vidya Ashram - svaroopavidya.org

www.svaroopavidya.org/ *

Svaroop Yoga & Meditation Teacher Training, Free Programs & More

Yoga system for you, free - yogaindailylife.org

www.yogaindailylife.org/ *

Lectures to live healthy and longer based on Yoga in Daily Life system

Facebook - Youtube

Sivananda Yoga Vedanta Centre - Chennai

sivananda.org.in/chennai/ *

Welcome to the Sivananda Yoga Vedanta Centre Chennai (Tamil Nadu, India). We offer many courses in yoga and meditation for beginners, intermediate as ...

Yoga Classes, Yoga Courses, Yoga Therapy, Chennai, India

www.andiappanyoga.com/ *

We offer regular yoga classes, yoga therapy, & accredited yoga certification courses. Chennai India. Learn from Gurnji Andiappan.

The Chennai Iyengar School of Yoga Centre

chennaiiyengaryoga.com/ *

The Chennai Iyengar School of ... Iyengar Yoga is a form of Yoga practiced world wide. ... Classes conducted by Qualified Yoga Teacher of 12 years experience.

Asana Andiappan College of Yoga R...

www.andiappanyoga.com

3 Google reviews · Google+ page

Krishnamacharya Yoga Mandiram

www.kym.org

Google+ page

Arkaya Awareness Centre

www.arkaya.net



Map for yoga classes in chennai

Yoga Classes / Therapy

www.handeohospital.org/ *

094444 45460

Individualized Yoga Therapy
Hande Medical Centre - Nungambakkam
65, Nungambakkam High Road

Yoga Classes in Chennai

www.justdial.com/ *

Get phone number, address, reviews, ratings, timings and more.

Andiappan Yoga - Chennai

www.andiappanyoga.com/ *

Learn Basic to Advanced Yoga
Professional & Experienced Masters

Chennai Yoga Classes

www.sulekha.com/ *

Find local service providers. Get Phone number, Reviews & Rating

Free Method of Meditation

www.derasachasauda.org/ *

Learn method of meditation free of cost and gain spiritual soul powers

Yoga for the Season

www.yogaoutreach.com/angels *

Has yoga helped you? Help others in need find yoga through outreach.

See your ad here >

Results (C) & Maps (D)

To get your business listed in the local business results of Google Search, registering your business in Google My Business is necessary.

When a user looks up for a local business by indicating a specific location in their search terms, Google prioritizes the local businesses registered in Google My Business.

If you are selling a product or maintaining a brand or performing a service, registering your business in Google MyBusiness is a vital part. Cataloguing your business with Google is by far the simplest way to get into Google search results.

To make your website listed in localized search results, you should add your business in Google MyBusiness.

Adding a Business: Step

1: Go to

www.google.co.in/business/

and click on “Get on Google”. Login with your Gmail ID and Password.

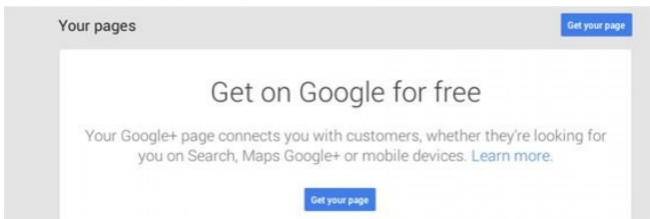


Snapshot 4.2 Sign Up

Step 2: Once you sign into Google MyBusiness, a page similar to the one below appears. Click on the **Get**

your PageButton to proceed (*Snapshot 4.3*).

Note: In some cases, you won't be shown this page, you can directly go to Step 3.

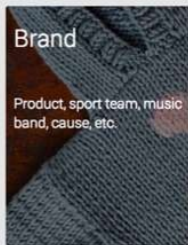
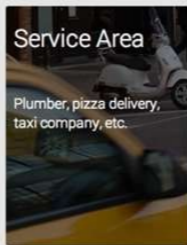
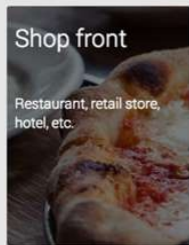


Snapshot 4.3 Get your page

Step 3: Choose your Business Type (*Snapshot 4.4*): “Shop or Service or Brand”. For

Shop and Service, address verification is needed. For Brand, you will receive only phone verification.

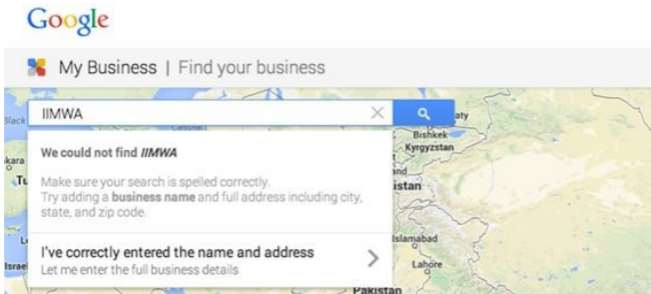
Choose business type



Snapshot 4.4 Choose Business Type

Step 4: Start typing your

business name in the search bar and choose “Let me enter the full business details”. In this case, I wanted to add our Organisation IIMWA. I searched for IIMWA (*Snapshot 4.5*).



Snapshot 4.5 Search for your

New Business

Step 5: Enter Name of your business & address (*Snapshot 4.6*). Address field is tricky. At times, you get errors for your Street Address (as shown in *Snapshot 4.7*). Try various combinations for your Address field to locate your correct address.

Business name

Indian Internet Marketing and Webmaster Associatic

Country / Region

India

Street address

923, DK Complex, 1st Floor, TVS Avenue, Anna Nag:

[add line](#)

City

Chennai

Postal code

600101

State

Tamil Nadu

Main business phone

 044 4383 5257

Category

Association or organisation



- I deliver goods and services to my customers at their location – [Important information](#)

Back

Continue

Snapshot 4.6 Business Details

Sorry, we don't recognize the address. Please make sure you've entered the full postal address correctly. [Learn more](#)



Having trouble? Help us locate your business.

Snapshot 4.7: Address Error

You may want keep trying by splitting up the Address Field by Adding lines using “add line” link.

Street address

923, 1st Floor, TVS Avenue,

Anna Nagar West Extn,

[add line](#)

Category Field : Start typing & choose closely matching category for your business. After successfully entering your address, phone number & category, submit your information.

Step 6: Authorize that you manage this business and agree to terms (*Snapshot 4.7*). Click on “**Mail me my code**” to initiate the Postal Card Verification Process

(Snapshot 4.8).

Note: Please do not delay by clicking on “**Continue and Verify Later**” link in *Snapshot 4.8*. Initiate the verification process right away using “**Mail me my Code**”.

PURAM

We need to create a Google+ page so you can manage your business on Google. Please confirm this information:

Indian Internet Marketing and Webmaster Association

923, 1st Floor, TVS Avenue,
Anna Nagar West Extn,
Chennai, Tamil Nadu 600101
044 4383 5257

I am authorized to manage this business and I agree to the [Terms of Service](#).

Back

Continue

8

COLONY

To make sure you can manage this business on Google, you need to verify your association with this business. [Why verify?](#)



Mail me my code

Your verification code will arrive in 1-2 weeks at:
923, 1st Floor, TVS Avenue,
Anna Nagar West Extn,
Chennai, Tamil Nadu 600101
India



[Continue and verify later](#)

*Snapshots 4.7 and 4.8
Confirm and Verify your
Business (Postal Card
Verification)*

Step 7: Enter your name and

click on “Send postcard”
(*Snapshot 4.9*). A postal card
will be delivered to the
mentioned address with a
verification code. Postal Card
should arrive in 1 to 2 weeks.
Make sure to collect the
postal card and enter the
Verification Code within 30
Days.

Keep an eye out for this postcard – it should arrive with your verification code in 1-2 weeks.

Google



Attn: Balasubramaniyam P
**Indian Internet Marketing and
Webmaster Association**
923, 1st Floor, TVS Avenue,
Anna Nagar West Extn,
Chennai, Tamil Nadu 600101
India

Important documentation enclosed.

Balasubramaniyam P|

Cancel

Send postcard



My Business | Postcard sent

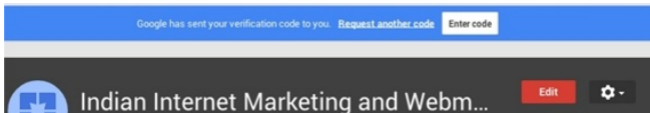
Your business will appear as unverified until you verify using the code sent to you (don't delay – it's only good for 30 days).

Continue

Snapshots 4.9 & 4.10 Initiate the Postal Card Verification process

Step 8: Click on Continue in “Postcard Sent” screen (*Snapshot 4.10*). It takes you to your Google MyBusiness page for your business

(*Snapshot 4.11*). Click on “Enter code” to enter verification code. Continue with Step 9.



Snapshot 4.11 Enter Code

Step 9: If you have received your Postal Card, enter the verification code and Submit. Your business will be listed as Verified Business.

A screenshot of a web form. On the left, there is a vertical tab labeled 'R'. To its right is a white rectangular input field with a blue border containing the text 'Code'. Further to the right is a blue rectangular button with the text 'Submit' in white. Below the input field and button, there is a large italicized heading, a paragraph of text, and a bold heading at the bottom.

Code

Submit

Snapshot 4.12 Submit your Verification Code

Note: If you are yet to receive your Postal Card, wait for 1 to 2 weeks. You may come back to this step any time by Clicking on “Enter Code” (refer Step 8 above). Proceed with other steps.

Adding Detailed Business Information:

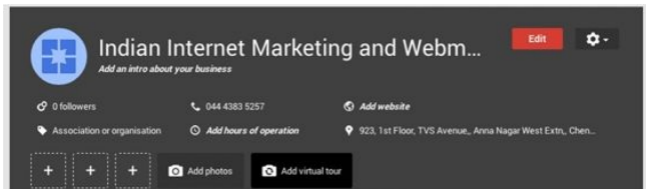
Login to

www.google.co.in/business/

and click on “Sign In”. Use your Gmail ID and Password to login.

Click on Manage Your Page.







It opens up your Google MyBusiness Page (*Snapshot 4.12*).



Snapshot 4.12 Google

MyBusiness Page

Click on “Edit” (*Snapshot 4.12*) to add more information about your Business.

Contact info	Phone number 044 4383 5257 Website URL <i>Click to enter your website URL.</i>	
Category	Association or organisation	 EDIT
Hours	<i>Click to enter hours of operation for your business.</i>	
Maps & Search photos	 <i>Add a photo for your business.</i>	
Introduction	<i>Click to add an intro about your business.</i>	

[Done editing](#)

Snapshot 4.13 Contact Info, Category, Hours

Contact Info(*Snapshot 4.13*):
Click on Edit and Add Phone Number, Website and Email
Category: Add specific

categories **Hours:** Add Hours of operation **Maps & Search Photos:** Add photos and certificates

Introduction: Add detailed introduction about your business. Make sure to mention your core business keywords.

Once done with your basic details, it's time to engage your visitors & customers through this Google

MyBusiness Page.

Engage your visitors and customers

Login to your Google MyBusiness Page here

www.google.co.in/business/
and click on Manage Page.

If you scroll down, you will see this “g+ Share” (*Snapshot 4.14*) section. You will be able to post Text Updates, Photos, Website Links,

Business Videos and Events.



Share

Share what's new...



Text



Photos



Link



Video



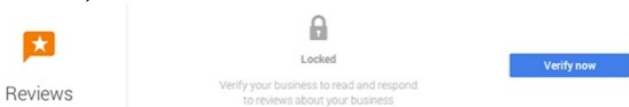
Event

Share update

Snapshot 4.14 g+ Share

Start sharing new updates, videos and events through this page. Consider this as your mini website and be very active in posting new updates about your business. Make it a practice to post at least one business update every week.

If you further scroll down on your MyBusiness page, you will see Reviews (*Snapshot 4.15*)



Snapshot 4.15 Reviews

Reviews are the key for your business success. Encourage your customers to leave a review on your page. As you get more reviews, your

business information will be displayed with star ratings which attract users' attention.

How do I ask my customers to leave a review?

Send an email to your customers asking for their experience and rating for your business by providing your Google MyBusiness Page URL. What is my Google MyBusiness Page URL? To get your URL,

follow these steps:



My Business



Google+ Page



Stream



People



Photos

Place your cursor in the Top Left Corner of your MyBusiness Page (as shown in *Snapshot 4.16*). It opens up the Main Menu.

Click on “Google+ Page”.

Copy the URL and send it to your Customers. Ex.

 <https://plus.google.com/u/0/b/104315349294898585096/104315349294898585096/>

Ask them to open the URL and Click on “Reviews” Tab to leave a review about your business.

Snapshot 4.16 Main Menu

Get Custom Google

MyBusiness Page URL

Usually the URL for Google MyBusiness Page will be lengthy. Ex.

 <https://plus.google.com/u/0/b/104315349294898585096/104315349294898585096/>

To have a meaningful and short URL, Google provides Custom URL for your MyBusiness Page (if you are eligible). To acquire custom URL, go to your Google

MyBusiness Page, open your Google+ Page from Main Menu and Click on “About” Tab. If you scroll down, you will see “Get your custom URL” section. Click on **Get URL** and follow the phone verification process to acquire your custom URL.

For example, you can access LocSea’s MyBusiness page using www.google.com/+LocSea. It

is very easy to remember Custom URL. So acquire one for your business.

Google Search Result Page for your business:

If you type your business name in Google Search, it shows your Business Address from MyBusiness and also Maps Location (*Snapshot 4.17*). This is possible only if you add your business in Google MyBusiness.

About 1,840 results (0.41 seconds)

LocSea.com: Google Adwords Certified Partners Indiawww.locsea.com/ *

LocSea, a Google Partner with Clients from US, UK, Australia, Canada, India, ... TVS Avenue Main Road, Anna Nagar West Extension, Chennai, Tamilnadu, ...
[Google+ page](#) [Be the first to review](#)

📍 TVS Ave, Chennai, Tamil Nadu
097 90 754032

[Contact](#) · [Adwords Training](#) · [About](#)**About Us | Adwords Certified Partner | LocSea.com**www.locsea.com/about.php *

LocSea, a Private Limited Company Started by Latha and Balu, software ...

Career - LocSea.comwww.locsea.com/career.php *

SEO CONSULTANT - CHENNAI - JOB OPENING POSITION: 4 ...

Contact Us | Adwords PPC | LocSea.comwww.locsea.com/india-chennai.php *

To request Adwords PPC quotation for your business, please fill in your contact ...

jobs in LocSea - job postings - 20183 - CHENNAI Careesm...www.careesm.in/company/locsea-jobs/20183 ***LocSea**[Directions](#) [Be the first to review](#)**Address:** TVS Ave, Chennai, Tamil Nadu**Phone:** 097 90 754032**Hours:** [Opening hours](#) · 8:30 am – 6:00 pm**Reviews**[Be the first to review](#)[Feedback](#)

Snapshot 4.17 Google MyBusiness (Search Page with Business Address & Maps)

Adding Multiple Business Locations Do you have multiple branches? If more

than one business places to be added for your business, the following would do the trick.

Go to Google MyBusiness home page:

www.google.co.in/business/

and Sign in.

Click on “**Manage Multiple Locations? Use Google My Business Locations**” link and start adding multiple locations.

5

Search Engine Optimization (SEO)

What is a search engine?
Google is a Search Engine.
Bing is a Search Engine.

Yahoo is a search engine.

Search Engine is a website that provides search results related to your queries.

Google Search Engine uses its own Search Algorithms or programs to come up with relevant search results.

Google sends a program called googlebot to crawl (Read) every website. It reads your website content and stores (indexes) it in Google's databases. When someone

enters a search query in Google Search, Google executes the algorithms to evaluate indexed content from the database and decides on the relevant search results to be displayed to the user. Algorithms are nothing but functions or programs in other words.

There are various search algorithms developed by Google. I will explain about

few key algorithms in brief.

Panda: Panda algorithm is used to evaluate the website content and make a decision on sites with poor quality content. It helps Google rank websites with high quality content higher in search results. Google updates this Panda Algorithm time to time.

Penguin: Having genuine

referral links to your website from good quality websites is the key for success for your Search Engine Optimization strategy. These referral links to your website is also called as Back Links. People do acquire false back links by way of doing link exchange or by acquiring links for money to push their website in Search Engine Results Page (SERP). Penguin algorithm is used to evaluate

such activities and find such websites with false back links. This helps Google provide quality search results.

Hummingbird:

Hummingbird algorithm provides Conversational Search results. For example, ask these questions to Google.

when is the birthday of Rajinikanth



Web News Images Videos More Search tools

About 14,70,000 results (0.27 seconds)

December 12, 1950
(age 64 years)

Rajinikanth, Date of birth



Rajinikanth

Film actor

Rajinikanth is an Indian film actor, media personality, and cultural icon. Born and raised in the Indian city of Bangalore, Rajinikanth struggled as an impoverished child. [Wikipedia](#)

Born: December 12, 1950 (age 64), Vanivilas Women and Children Hospital

Full name: Shivaji Rao Gaikwad

Spouse: Latha Rajinikanth (m. 1981)

Upcoming movie: Lingaa

Children: Aishwarya R. Dhanush, Soundarya R. Ashwin



Kamal Haasan
November 7, 1954



Ajith Kumar
May 1, 1971



Jayalalitha
February 24, 1948

Feedback

Snapshot 5.1 Hummingbird

height of mount everest



Web Images Maps Videos News More Search tools

About 4,79,000 results (0.30 seconds)

8,848 m

Mount Everest, Elevation



Snapshot 5.2 Hummingbird
Hummingbird algorithm can understand and provide the

answers to you (In addition to the search results).

That's the power of hummingbird.

Pigeon : Pigeon Algorithm is used to provide relevant and accurate Local Business Search Results. For example, here is the search result page for “paediatrician in anna nagar” (*Snapshot 5.3*):

Paediatricians in Anna Nagar West, Chennai, Pediatricians ...
www.justdial.com/Chennai/Paediatricians...Anna-Nagar-West/ct-377324 -
Paediatricians in Anna Nagar West, Chennai Find Pediatricians Phone Numbers,
Addresses, Best Deals, Latest Reviews & Ratings. Visit Justdial for Paediatricians in ...

Paediatricians in Anna Nagar, Chennai, Pediatricians, India ...
www.justdial.com/Chennai/Paediatricians...Anna-Nagar/ct-377324 -
Paediatricians in Anna Nagar, Chennai Find Pediatricians Phone Numbers,
Addresses, Best Deals, Latest Reviews & Ratings. Visit Justdial for Paediatricians in ...

Childrens Health Centre
plus.google.com
1 Google review

Sesha Breast Clinic
plus.google.com
1 Google review

Sumithran Dr P J
plus.google.com
1 Google review

A Z-280, Lakme Building,
5th Avenue, Anna Nagar,
Anna Nagar
Chennai, Tamil Nadu
044 2626 2826

B 2nd Ave, Annanagar
East
Chennai, Tamil Nadu
044 2620 2120

C 20th St, Annanagar East
Chennai, Tamil Nadu
044 2626 1591



Snapshot 5.3 Pigeon

SEO On-Page and Off-Page

Online presence is not a one stop act. Being very active in this Internet World is highly necessary in order to maintain

consistency. Having just a website is not going to bring you traffic. Promoting it constantly alone brings your website further up in the search results. Hence optimizing your website in order to achieve a top slot in the search results is necessary for your business to fare better.

We classify SEO activities into two

On-Page (Tuning your website)

Off-Page (Activities you do outside your website)

On-Page

On page optimization is the process in which you tune your website to improve the user experience and site performance.

For example: It is important to have a better Title and Meta Description to have a

meaningful website description in Google Search. It is important to reduce the Flash and Script issues to improve the performance. It is important to follow W3C Standards in order to reduce the coding errors.

Off-Page

Creating an awareness of your brand is how people come to know about your website. It is important that

people hear out your business and the positives you have to offer. For example: You may form online communities and forums to contribute.

You may want to register in local business directories.

You may want to contribute by writing articles about your business on various other sites and educate the ones who are new to the field. As you contribute through various means, your business

will reach a wider audience and when the contributions are well performed a viral sensation about your business is achieved. This is an added advantage for your website ranking in Google.

5.1 On-Page

Analyze Flipkart On-Page Activities

stI searched for “**buy samsung galaxy s5**” in Google Search and

Flipkart.com showed up in 1 position in Organic Search Results (*Snapshot 5.1.1*).

Take a look at Flipkart's description from the search result below:

“ Samsung Galaxy S5 Price in India – Buy Samsung ... - Flipkart”

“Buy Samsung Galaxy S5 for Rs.31999 Online, Also get Samsung Galaxy S5 Specs &

Features. Only Genuine
Products. 30 Day
Replacement Guarantee”

Google usually fetches this information from Title and Meta Description tags from the webpage and displays it in search results. It is important to mention your **unique selling points, brand, call to action and core keywords** in Title and Meta Description. It should be unique and

attractive for every web page to get the user attention. This is one of the key on-page activities you should follow. Let's analyze Flipkart's on-page further by opening this specific page. You may want to take a note and try to follow best practice.

buy samsung galaxy s5

Web

News

Videos

Images

More ▾

Search tools

About 2,86,00,000 results (0.21 seconds)

Samsung Galaxy S5 Price in India - Buy Samsung ... - Flipkart

www.flipkart.com/samsung-galaxy-s5/p/itmzkpqqdefxjh ▾

Rs. 31,999.00

Buy Samsung Galaxy S5 for Rs.31999 Online, Also get Samsung Galaxy S5 Specs & Features. Only Genuine Products. 30 Day Replacement Guarantee.

Buy Samsung Galaxy S5 Charcoal Black: Available at ...

www.snapdeal.com › Mobiles & Tablets › Mobile Phones

★★★★★ Rating: 4.3 - 121 votes - Rs. 32,078.00 - In stock

Buy Samsung Galaxy S5 Charcoal Black anywhere in India at best price. Now Get Fast delivery, EMI option, Free delivery, Cash on delivery & Money Back ...

Samsung Galaxy S5 - MySmartPrice

www.mysmartprice.com/mobile/samsung-galaxy-s5-msp3320 ▾

Buy Samsung Galaxy S5 online in India for the lowest price. You can also avail the

Snapshot 5.1.1

buy samsung galaxy s5 Samsung Galaxy S5 Price

www.flipkart.com/samsung-galaxy-s5/p/itmzdkkpqdfetxjh

flipkart.com The Online Megastore

Search for a product, category or brand

SEARCH

CART

ELECTRONICS MEN WOMEN BABY & KIDS BOOKS & MEDIA HOME & KITCHEN MORE STORES OFFERS ZONE

Home > Mobiles & Accessories > Mobiles > Samsung Mobiles > Samsung Galaxy S5 (Electric Blue)

Most Popular in the segment! >

Google Nexus S Rs. 43,999 (1 OFFSPOT)

Android v5.0(Lollipop) Turbo Charging 8-inch QHD AMOLED Screen 2.7 GHz Processor

Samsung Galaxy S5 Rs. 31,999

COMPARE

Samsung Galaxy S5 (Electric Blue)

110 36 REVIEWS

Write a REVIEW

ADD TO WISHLIST

ADD TO COMPARE

WARRANTY
1 year manufacturer warranty for Phone and 6 months warranty for in the box accessories

- Android v4.2 (Jelly Bean) OS
- Heart Rate Sensor
- S Health
- 5.1-inch Full HD Display

View Compatible Accessories

Check Availability at Enter your Pincode CHECK

Rs. 31,999

Selling Price

EMI starts from Rs. 1,552 (Free delivery)

ADD TO CART

BUY NOW

SOLD BY WS Retail 4.3/5 Advantage

DELIVERED BY: Usually Delivered in 2-3 business days.

CASH ON DELIVERY: May be available! Enter Pincode to confirm.

30 day Replacement Guarantee. †

Snapshot 5.1.2 Samsung Galaxy S5 webpage in Flipkart

We are in Samsung Galaxy

S5 webpage in Flipkart (*Snapshot 5.1.2*). Let's take a closer look at their on-page strategy that helps them rank higher for the keywords searched by me (**buy samsung galaxy s5**) and also how they engage their visitors.

We are going to look and observe few things:


1. The Keyword Presence:
“buy samsung galaxy s5”

2. Engaging components to make visitor stay on this page and take some action.

3. Tags Analysis from the page's HTML Source

URL: URL contains this specific keyword “**samsung-galaxy-s5**”. Your URL should be user friendly and search engine friendly. Use meaningful URL. Name your folder and files based on your Product / Service. Structure

your folders with proper category names.

 www.flipkart.com/samsung-galaxy-s5/p/itmdzkkpqdeftxjh

Bread Crumps has this keyword “**samsung-galaxy-s5**”. If your website do not have Bread Crumps, ask your web developer to implement it.

[Home](#) > [Mobiles & Accessories](#) > [Mobiles](#) > [Samsung Mobiles](#) > [Samsung Galaxy S5 \(Electric Blue\)](#)

Page Header has this keyword “**samsung-galaxy-**

s5”. You need to make sure your core keyword for the page should be in header.

Samsung Galaxy S5 (Electric Blue)

Images



Samsung Galaxy S5 Images in various angles for User Engagement. It helps user stay on this page.

Note: You will learn how these images help in SEO On-page when we go to HTML Tags section below.

Reviews and Ratings: Builds Trust and User Engagement.

★★★★☆ 110 38 REVIEWS

 Write a REVIEW

 Add to WISHLIST

 Add to COMPARE

Add to COMPARE: User engagement

Cross selling products: For engagement and to sell related products. This also helps in Internal Linking of other web pages. It is a good practice to link a webpage with one or more other webpages in your website. It helps in passing the value (link juice) of your webpage and improves your SEO on-page.

← [View Compatible Accessories](#) →

Call to Action: “Add To Cart” and “Buy Now” buttons to help user decidewhat next?

Rs. 31,999

Selling Price

EMI starts from Rs. 1,552

(Free delivery)

ADD TO CART

BUY NOW

It helps user take immediate action.

Unique Selling Points:

“Cash on delivery”, “30 day replacement guarantee”, etc.
Helps them make a decision.

DELIVERED BY

- Usually Delivered in 2-3 business days.

CASH ON DELIVERY

May be available! Enter Pincode to confirm.

30 day Replacement Guarantee.

RECOMMENDED COMBOS FOR SAMSUNG GALAXY S5 (ELECTRIC

Combo 1

Combo 2

Combo 3



Samsung Galaxy S5
(Electric Blue)

Rs 31,999

+



nCase Flip Cover for
Samsung Galaxy S5
(Black)

Rs 625

Rs. 32,624

ADD 2 ITEMS TO CART

Combos: Cross Selling other products like accessories. Note down the Keyword usage “Recommended combos for Samsung Galaxy S5”.

Other related products listing: It helps in internal linking and Cross selling

COMPLETE THE PURCHASE

ALL CATEGORIES (18)

MOBILE CASES & COVERS (18)



Samsung Flip Cover for Samsung Galaxy S5



Rs-700 (58% Off)

Rs 249



Amzer Back Cover for Samsung Galaxy S5



Rs-799 (12% Off)

Rs 699



nCase Flip Cover for Samsung Galaxy S5



Rs-950 (34% Off)

Rs 625



Spigen Back Cover for Samsung Galaxy S5



Rs-999 (55% Off)

Rs 449



Samsung Flip Cover for Samsung Galaxy S5



Rs-799 (58% Off)

Rs 249



Spigen Back Cover for Samsung Galaxy S5



Rs-1,299 (57% Off)

Rs 550

Key Features of Samsung Galaxy S5

- Fast Auto Focus and Selective Focus
- Healthier Lifestyle - Heart Rate Sensor
- Android v4.4.2 (KitKat) OS
- Ultra Power Saving Mode
- IP67 Certificated Dust and Water Resistant
- 16 MP Primary Camera
- Your Finger is Your Key - Finger Scanner
- Adonis Prime2 (Quad 1.9 GHz Quad 1.3 GHz)

Specifications of Samsung Galaxy S5

GENERAL FEATURES

Brand

Samsung

Handset Color

Electric Blue

Content Strategy : Look at

the keyword presence in “Key Features of **Samsung Galaxy S5**” and they support this header with relevant content description as mentioned in this snapshot.

Similar strategy is followed for “**Specifications of Samsung Galaxy S5**”.

Try to provide enough content description for your Products and Services. It also

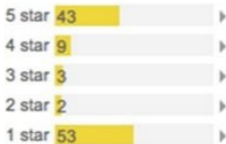
helps you in increasing the mentioning of your core keywords.

Content is the main key for your on-page activity.

Reviews of Samsung Galaxy S5 (Electric Blue)



Average Rating
Based on 110 ratings



Ref

[4 an](#)

[1 an](#)

[Cert](#)

TOP REVIEWS [View all top reviews\(38\)](#)

'Top Reviews' lists the most relevant product reviews only. [Show ALL in](#)



tamil rain

Sep 12, 2014

Samsungs Planned release in future

Samsung s6 - 56,000Rs only

Samsung s7 - 75,000Rs only

Samsung s8- 85,000Rs only only

Reviews & Ratings: As people start reviewing your products and services, it helps in content strategy as they share their

experience about the product or service. It also helps in engaging and trust building.

Tip: Ask your web developer to implement Rich Snippets for your Review Rating program. Google understands Rich Snippets and it improves the chances of showing your ratings in Google Search Results.

“Recommendations based on

your browsing history” section helps Flipkart in user engagement by showing items based on the pages viewed. It also helps them in Re-Targeting or Re-Marketing their products or services.

YOU RECENTLY VIEWED



Samsung Galaxy S5 (Electric Blue)



Rs 31,999



Samsung Galaxy Note Edge (Black)



Rs 63,499



Samsung Galaxy Note 3 N9000 (Classic White, with 32GB)



Rs 34,536

RECOMMENDATIONS BASED ON YOUR BROWSING HISTORY



Google Nexus 5 (Black, with 16 GB)



Rs 26,999



Samsung Galaxy Alpha (White)



Rs 32,290



Samsung Note-4 SM-N910GZDEINS/



Rs 56,025



Sony Xperia Z1 (White)



Rs 25,999



Samsung Galaxy S4 Mini I9192 (Black Mist)



Rs 16,999



Footer :

HELP

[Payments](#)

[Saved Cards](#)

[Shipping](#)

[Cancellation & Returns](#)

[FAQ](#)

[Report Infringement](#)

FLIPKART

[Contact Us](#)

[About Us](#)

[Careers](#)

[Blog](#)

[Press](#)

[Slash N](#)



**TRACK YOUR
ORDER**

[Policies](#) | [Terms of use](#) | [Security](#) | [Privacy](#) | [Infringement](#)

© 2007-2015 Flipkart

PAYMENT METHOD



Footer page is the place where you can have internal links to key webpages in your

website. Note some key links in Flipkart: Privacy, Terms, Cancellation, FAQ, Payments, etc. It builds trust in your system.

You may even mention about your certificates, associations and any other key information to build trust.

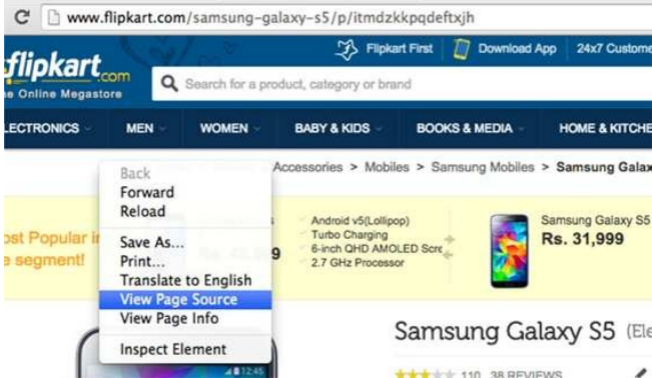
Trust is the main factor that you need to build to make user perform expected action

in your website. Most of the online businesses fail because they fail in building trust. It takes time to build trust for a new online business. Think different here.

HTML Tags:

Let's take a look at HTML tags for this Flipkart page and their SEO On-Page activities. To view HTML Tags, you need to open the Page Source. Right click on the page and

click on “View Page Source”
if you are using Chrome
Browser or “View Source” in
Internet Explorer.



It opens up the **HTML Source** for this samsung galaxy s5 page in Flipkart. Let's analyse key SEO On-Page Tags:

Title Tag:

<title> tag defines the page

title. Usually this field is left unnoticed or it is filled up with some junk contents or just the website name or same title for all webpages in your website. You should not do that. This field is a key for your SEO activity and any Search Engines like Google reads this field when it crawls and indexes your webpage. Google usually shows your title in Search Results. Title Tag should be unique for

every webpage in your website. Let's check what's there in samsung galaxy s5 page in flipkart.

```
<title>  
Samsung Galaxy S5 Price in India - Buy Samsung Galaxy S5 Electric Blue 16 GB Online -  
Samsung : Flipkart.com  
</title>
```

They have their core keyword for this page “Samsung galaxy s5” mentioned in their title tag and also their brand name Flipkart.com. Make sure to mention your core keyword or topic discussed in

that specific webpage in your title tag. Try to restrict the length of the Title field to around 65 to 70 characters. If you have a long text in Title Field, it will be truncated when Google shows it in Search Results Page.

Whom should I inform to change my Title tags for all webpages in my website?
Good question. If you know web development, you may

do it on your own. Or ask your web developer. If your website portal is built using famous applications like Magento or PrestaShop or OpenCart or Wordpress, you will get SEO Plugins for your portal. You can use those plugins to enter your Title Tags for every webpage.

Meta Description Tag:

One more key field always left unnoticed is Meta

Description. This field should be filled with summary of your webpage content. This field should be unique for every webpage. Try to restrict the length of this field within 155 to 170 characters. Google usually shows this field in Search Results Page. Let's take a look at Flipkart's meta description

```
<meta name="Description" content="Buy Samsung Galaxy S5 for Rs.31999 Online, Also get Samsung Galaxy S5 Specs & Features. Only Genuine Products. 30 Day Replacement Guarantee. Free Shipping. Cash On Delivery!"/>
```

They have complete summary

mentioned here. It has got the keyword, price, unique selling points and call to action.

Here is the Google Search Results with Flipkart's Title and Meta description for Samsung galaxy s5 page. You should use Title and Meta Description fields as a good marketing material to attract the user attention. Spend some time and effort in

creating your title and meta description for all your webpages.

Image Alt and Source Tags:

Here is one of the samsung galaxy s5 image alt and src tags from the Flipkart page.

Alt: It is called alternative text for the image. You need to describe the image. Here in this case “**Samsung Galaxy S5(Electric Blue)**”

Src: Image Source. It

contains image location and the file name. The image file name should be a meaningful name. Here in this case the file name is “**samsung-galaxy-s5-sm-...jpeg**”

```
<img alt="Samsung Galaxy S5 (Electric Blue)"
```

```
src=
```

```
"http://img6a.flixcart.com/image/mobile/p/d/9/samsung-galaxy-s5-sm-g900h-75x75-ima2z89a9hphk9g.jpeg">
```

It helps Search Engines understand the description of your image.

Header Tags:

There are 6 header tags: H1

to H6. Headers are used to highlight the page or section title. As we are discussing about Samsung Galaxy S5, it is important to have this keyword highlighted with H1. It is also a important component for Search Engines like Google. Try to use headers in your webpage to highlight page and section titles.

```
<h1 class="title" itemprop="name">Samsung Galaxy S5</h1>
```

Tips:

Create Product or Service specific webpages in your website. For every product or service, have a webpage and describe about it. Your keyword and content strategy are very important for every webpage you create. Instead of creating webpages targeting generic keywords, identify niche keywords or long tail keywords or acronym and form your

content strategy for your webpage. For example, a person who does not have any idea about Inverter would search for generic keywords like UPS, Inverter, etc. Don't target them. A person who is about to buy 850 VA Sine Wave inverter from APC would be searching for "best price for APC 850 VA Sine Wave Inverter" or "APC 850 inverter price". When you target these people and design

your webpages, you will have less competition and also you get more sales.

Do not include all products and services in a single webpage. Your visitor may not like that. It also confuses your visitors.

Robots.txt

robots.txt is text file present in your website. You should create it and have your web

developer place that in root folder of your website. robots.txt file provides instruction to search engines about the content that should not be crawled.

For ex. Let's open www.locsea.com/robots.txt



www.locsea.com/robots.txt

```
User-agent: *
```

```
Allow: /
```

```
Disallow: /writers/
```

```
Disallow: /proposal/
```

“User-agent: *” - indicates that this instruction is for all search engines like Google, Bing and Yahoo. Search

Engines usually send a program called Crawlers to read your website. Google sends a crawler called googlebot. As you have mentioned “User-agent: *”, it means this instruction is for all Search Engine Crawlers. You can even write instruction for specific crawlers. For example, you can say “User-agent: googlebot”. All Search Engines read robots.txt and

obey the instruction provided.

There are few more instructions provided by me in my robots.txt. I have instructed search engines to not to crawl my “/writers/” and “/proposal/” directories as I have confidential information. I do not want this information available to public through search engines. Use “Disallow: {/folder name/..}” command

to block it.

Sitemap

As a best SEO on-page practice, a website should need to have a file called `sitemap.xml`. This file helps Search Engines like Google to crawl your website better. What does it have? Let's take a look at

www.locsea.com/sitemap.xml

This `sitemap.xml` file has all your webpage URLs

mentioned along with change frequency. It helps Google identify and crawl your URLs.

You should generate this file for your website and place it in your website's root folder. To generate this file, you should go to

<https://www.xml-sitemaps.com/> and enter your website domain name. Set the change frequency to hourly or

daily or weekly or monthly as per your requirement. Click on start to generate sitemap.xml file for your website. Download this file and place it in your website root folder.

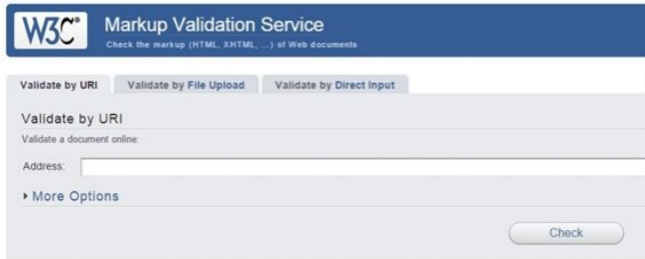
You should inform Google about your sitemap.xml location to make Google Crawl it. To do so, you have to use Google Webmasters Tools (Refer Chapter 11).

W3C Validation

It is important to follow W3C (World Wide Web Consortium) standards for your website. You should check for HTML, XHTML and CSS related errors in your website and resolve it. To do so, go to <http://validator.w3.org> and validate all your webpages including your domain home page.

Every webpage in your

website should be validated in order to make your site W3C Validated. The steps to be followed to validate your pages are as follows:
Go to <http://validator.w3.org/>



The image shows the W3C Markup Validation Service interface. At the top, there is a blue header with the W3C logo and the text "Markup Validation Service" and "Check the markup (HTML, XHTML, ...) of Web documents". Below the header, there are three tabs: "Validate by URI", "Validate by File Upload", and "Validate by Direct Input". The "Validate by URI" tab is selected. Underneath, there is a section titled "Validate by URI" with the instruction "Validate a document online:". Below this, there is a label "Address:" followed by an empty text input field. To the left of the input field, there is a link "More Options" with a right-pointing arrow. At the bottom right of the form, there is a "Check" button.

Enter URL of your webpage

and click on Check. It shows up errors in your webpage. Send those errors to your web developer to fix it. Please note you should do this for all webpages including your domain home page.

Page Speed Insights

Page Speed Insights is a tool available from Google to improve the webpage speed performance.

Go to

<https://developers.google.com>
page.



Products > PageSpeed Insights

PageSpeed Insights [Tweet](#) [Share](#) [5+1](#)



Make your web pages fast on all devices.

Enter a web page URL

ANALYZE

Type in your webpage URL
to be checked, and click the
ANALYZE button

PageSpeed Insights [Tweet](#) [Share](#) [5+1](#)



Make your web pages fast on all devices.

<http://www.locsea.com/>

ANALYZE

Toggle between the tabs
MOBILE and DESKTOP
Insights, and see through the

suggestions given and optimize the pages according to the suggestions provided to improve the page speed performance of your website. You should do this for every webpage in your website.

http://www.locsea.com/ ANALYZE

Mobile Desktop

72 / 100 Speed

Should Fix:
Eliminate render-blocking JavaScript and CSS in above-the-fold content
• Show how to fix

Consider Fixing:
Leverage browser caching
• Show how to fix
Optimize images
• Show how to fix
Minify JavaScript
• Show how to fix

LocSea
LocSea, a Google Partner with Clients from US, UK, Australia, Canada, India, France, Brazil, Switzerland, Singapore & UAE.
LocSea Specializes in Google Adwords Campaign Setup & Optimization, Google Analytics Setup & Tracking, Search Engine Optimization (SEO), Social Media Optimization (SMO), Bing AdCenter.

Improving your page speed helps in loading the webpage faster and hence your visitors will be impressed. This will improve your visitor engagement and stay on your webpage for long time browsing your webpages. Improving the page loading time also helps in your SEO on-page as Google looks at it as one of the factors.

Canonicalization

It is important to set preferred unique URL to reach your home page. For example, LocSea's home page can be accessed using various URLs as mentioned below:

<http://www.locsea.com>

<http://www.locsea.com/index.1>

<http://locsea.com>

<http://locsea.com/index.php>

What does it mean? 4

different URLs to access

LocSea's home page. It splits up the value of your home page.

You should decide on a preferred home page URL (say <http://www.locsea.com>) and ask your web developer to create **301 re-direct** entries in .htaccess file to point other 3 URLs to <http://www.locsea.com>. If you do this, you will have one URL to access your home

page and it helps in your SEO on-page by improving the value of this page.

Try typing

<http://locsea.com/index.php>
and see what happens. It will take you to
<http://www.locsea.com>.

Customized 404 Page Design

You should create

Customized 404 Page Design

to guide your visitors.

Assume you have a webpage URL

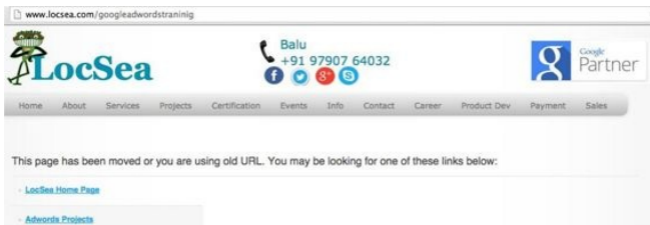
“www.locsea.com/googleadw”
but your visitor entered it with a spelling mistake like

“www.locsea.com/googleadw”

If you do not have a customized 404 Page, it shows “404 Page Not Found” error in your browser. The visitor may either go to Google to search for this page or go to some other website.

Instead, to retain this user and improve engagement, you need to have your web developer redirect such visitors to customized 404 Page (Refer *Snapshot 8.1.3*). You may provide content like this “This page has been moved or you are using old URL. You may be looking for one of these links below” and provide important links to go through or provide options to search your

website. It helps your visitor stay on your website and look for other options. Never show “404 Page Not Found” error page to your visitors.



*Snapshot 5.1.3 Customized
404 Page*

Tips

Learn about Mobile Sitemap and Image Sitemap when you have time. Submitting Mobile Sitemap helps your website listed in Google Mobile Search.

Your webpages are the key for your SEO success.

Identify **niche keywords (long phrase, abbreviations)** for your business and design your webpages with following

points: URL with niche
keywords

Header with niche
keywords

Your content describing
niche keywords

Images supporting niche
keywords

If you design webpages
targeting niche keywords, the
chances are very high for
such webpages to rank higher
in Google Search. Usually
people target generic

keywords where competition is very high. They always miss the other part.

On Page Don'ts

Create your webpages primarily for users and not for search engines. Do not copy and paste others content in your webpage.

Do not use copyright content from others

Do not use images owned by others

Do not create webpages with hidden text or links

Do not create webpages with Spelling and Grammatical errors

5.2. Off-Page

While On-Page SEO mainly concentrated on the tuning requirements of a website, Off-Page focuses on creating an awareness of your product, brand or service. The

significance of this fragment in building up a strong reputation of your business is vivacious. Contributing and showcasing your business brings in a larger traffic to your website. This in turn upgrades your website's rank in the search results.

Factors that demonstrate a strong Off-Page presence is as follows:

Backlinks and analysis:

Backlinks:

Links from other websites that direct users to your domain are termed as backlinks. Also called as inbound links, the part played by this is immense when considered in terms of Search Engine Optimization. Since the quantity and quality of the backlinks a website has, plays a significant role in determining the ranking factor of that particular

website, they are credited highly.

It will be good to have quality backlinks from quality websites which plays a role in the ranking of a website in Google Search.

It is important to be active in this Internet world by contributing, discussing, interacting, sharing and appreciating [especially in

your domain]. This helps you create more branding and it indirectly creates online referrals in-terms of backlinks. Which in turn help your website rank higher in Google Search.

Backlinks are of two types: a) No-Follow Backlinks: b) Do-Follow Backlinks:

No-Follow Backlinks :

Not all backlinks are

considered by Google. These links does bring in traffic to your website. Example:

```
<a href=  
http://www.example1.com  
rel="nofollow"> Locsea</a>
```

From the above code the hyperlink with a rel="nofollow" attribute clearly mentions that the link falls under the 'No-Follow' category. *Links you place in Twitter are No-Follow Backlinks. **Do-Follow**

Backlinks:

Do-Follow backlinks are the exact opposite of No-Follow backlinks. These links not just brings in traffic but also helps in ranking a website in Google Search. Though these are considered worthy in terms of SEO, the qualities of these links vary. The quality of the backlink is measured in terms of the Page Rank it comes from. Better the page rank, better the quality of

backlink originating from it.

Example:

```
<a href=
```

```
http://www.Locsea.com
```

```
rel="external"> LocSea </a>
```

In the above example the attribute rel="external" is the indication denoting that the hyperlink is a do follow backlink.

Note: Even if rel attribute is not found in the link, Google considers it as a Do-follow

link.

Backlink Analysis :

Analysing the backlinks obtained for your website through certain software and tools is termed as backlink analysis. Backlinks of other websites, preferably your competitor's too can be checked. This method is practiced in order to get the quality and count of backlinks obtained, and to

strategize a healthy campaign to obtain fruitful results.

Google Webmaster Tools acts as an efficient tool in analysing the backlinks of a website. Webanalyticseo.com is another example of an online tool that performs a backlink analysis. MOZ.com has a pro tool for backlink analysis.

Press Release Submissions

Any event within the

company that is worth a grand announcement can be published as an Online Press Release. Events such as a product's launch or an achievement in its field qualify to serve this purpose. Facts that could be verified alone stand to be a participant. This gives your business a boost and increases traffic to your website when published. It not just supplies you with an

efficient backlink but also serves as a content which could reach a larger audience.

Website Suggestions:

prlog.com, prweb.com,
siliconindia.com

Blog Submission:

Maintaining a blog either within the website or through various other blogging websites such as Blogger.com and Wordpress.org is an

additional advantage. Since blogger.com is a Google owned subsidiary, preferring this would be a better option when compared to other blogging sites. Educating your customers about any updates would keep the audience intact. This method also assists as a platform to interact with customers and hear their feedback. Hence, improvements based on any complaints received could be

rectified. Customers are the reason why your business runs. So, responding to their views would build trust within them.

Blog Suggestions:
blogger.com, wordpress.org

Article Submissions:
Unlike blog submissions, article submissions are published in a third party website. Writing relevant

articles and submitting them to websites that carry a lot of traffic could improvise the addressees significantly.

Keeping in mind that the article written should not be submitted in multiple sites, an additional point to be noted is that the article should be creative and interactive, since it has the potential of bringing in a lot of visitors.

Website Suggestions:

ehow.com, hubpages.com

Directory submission:

Submitting your website on online directories that are renowned in your local online directory list is one of the chief methods to create an online presence. Since directories are often searched for business related queries by the users, registering with online directories expands the presence of your business. In

addition to it, the backlink obtained from such sites are often considered precious since the Page Rank of notorious directories are often high. Hence the backlink obtained is of greater quality.

Website Suggestions:
dmoz.org, abc-directory.com

Forum Posting:
Considering that you are well versed with your business,

helping the ones in need could actually improve the customer – company relationship. Internet is filled with forums where people discuss, criticize and argue about various things. Being an expert in your field, advising and answering to questions related to your field using your business's name could attract many new customers and since the threads are saved for future

purposes, your comments remain as a guide to newcomers.

Since the audience being targeted here are of the same field, conversions through your website can be expected when this method is performed efficiently.

Website Suggestions:

myspace.com,

forums.cnet.com

Online forums are usually

based on a single field. Sign into the forums that represent your business type.

Community:

Creating communities on various social media platforms can enhance the engagement of your customers and could also proficiently increase the count of new customers.

Google+ being one of the subsidiaries of Google, the

weightage it carries when a community based on your product is created in it is of ample importance. Creating a community alone isn't sufficient; a constant engagement in this alone would help build your business. Communities with better interaction tend to rise at a great pace. Hence, hearing out to every community member and appealing to their doubts and

necessities should be done regularly. A greater advantage is that the articles and blogs published by you could get a large audience when showcased in your community.

Community Suggestions:
Google+ Communities,
LinkedIn Communities,
Facebook Communities

Classified Submissions:

There may be handful of ways to submit your site online, but the classical and a still good and going way to submit your site is to try classifieds submission.

Submitting classifieds may be a traditional way to build your business but, it is still a great idea to do so, because classifieds are not only done on print but also off print i.e., over the internet through many of the online classified

submission sites that are available for free as well as on payment basis. Classified submissions still stand as a dominant method when advertising a product online.

Website Suggestions: olx.in, quickr.com

PPT Sharing:

Power point presentations are a graphical way of approaching the audience.

Expressing your business through a pictured format and through text is an effective way to make the target audience understand the business. In fact this method is effective as well as a favoured setup by many across the internet. Sharing these files over the internet through various presentation sites such as slideshare.com and authorstream.com is a method that could effectively

make your audience understands the business. These presentations could either be about the making of the product, what your services is about or the rise of your brand.

Website Suggestions:
slideshare.com,
authorstream.com

Social bookmarking:
Social Bookmarking is an

online service which plays very powerful role that can contribute positively to bookmark and share the contents through social circle which eventually capitalizes the traffic. The practice of Social Bookmarking is phenomenal in Search Engine Optimization (SEO) when combined with other link building strategies which will eventually contribute to high visibility and translate to

higher traffic volumes and perhaps, higher conversion rate for the website.

Nowadays, sites are specifically designed and marketed to targeted users in specifics to industry.

Keyword positioning, tagging or targeting niche bookmarking sites and category would help gain qualified visitors.

Some of the social

bookmarking sites are as follows: Delicious

www.delicious.com

Digg www.digg.com

Diigo www.diigo.com

Google Bookmarks

www.google.com/bookmarks

Pearltrees –

www.pearltrees.com

Pinterest –

www.pinterest.com

Reddit – www.reddit.com

Stumbleupon –

www.stumbleupon.com.

Off-Page Don'ts

Do not buy false back links from others to improve your search ranking. Do not do link exchange.

Do not do any unethical activities targeting to improve search ranking

Tips

What is Anchor Text?

Anchor Text is a keyword or phrase that links to specific webpage. For example, in

below sentence, the Anchor Text is “Google AdWords Blog Page”.

“For more details on Google AdWords Optimization, visit [Google AdWords Blog Page](#) in LocSea.”

If you click on this Anchor Text, it takes you to the link <http://www.locsea.com/google>
This specific phrase is hyperlinked with this link. It

is important to have a meaningful Anchor Text. Do not create “Click Here” as an Anchor Text. Anchor Text is the key for your SEO link building exercise. Search engines give more attention to Anchor Text to decide on your website ranking.

If you have an **image** with a hyperlink to another webpage, how do you provide anchor text? Alt Tag acts as

an anchor text for images with links. Make use of it. To learn about Alt Tag refer SEO On-Page.

Day to Day Approach (Sample recommendation)

I want to start with SEO On-Page and Off-Page. Also I need to work on Social Media to improve my Branding. If I can afford, I also want to spend for AdWords. How do I schedule my tasks?

Work out on a Weekly Plan

On Day1: Implement On-Page Tasks

On Day2: A great creative post in Facebook or other SMO. Work on AdWords Campaign.

On Day3: Analyze Website Statistics using Google Analytics. Setup new features in Google Analytics

On Day4: Think about YouTube. Implement back link strategy.

On Day5: Write an article about your business and post it in your website blog or blogger or any other popular medium. Work on AdWords Campaign.

Work out on a Monthly Plan

On Week1 Day1: Competitor Analysis, Trend analysis, their back link analysis.

On Week2 Day1: Form on-page and off-page Strategy

for your Online Business.
Review your back links.
Review your generic and
niche keywords. Review your
keyword rankings in Google
Search.

On Week3 Day1: Review
monthly Google Analytics
data. Review your Device
Strategy especially for
Mobiles. Work on AdWords
Strategy.

On Week4 Day1: Review

what you have planned and what you have achieved.

Have an excel report prepared for every week. List your pending tasks. Push it for next month. Prioritize your tasks and complete one at a time.

Work out on a Quarterly Plan

Set a Quarterly Target for your Keyword Rankings by defining On-Page and Off-

Page tasks targeting Generic and Niche keywords.

Look at the trends and set a target

Work on Seasonal or Festival Plan. Work on offers.

Allocate Budget for SEO and AdWords evaluating the ROI from Organic and Paid

Traffic. Evaluate the results and follow up.

Use this approach:

Work out on a Quarterly Plan

-> Work out on a Monthly
Plan -> Work out on a
Weekly Plan.

6

YouTube

YouTube is one prominent method to increase the attention your website gets. YouTube being a renowned subsidiary of Google, the importance it carries is

substantial. As a business owner, contributing videos that educates people of your business and its functionality brings about potential customers of greater multitude.

For example: training videos, unpacking videos, video reviews, technical videos etc.

Videos of creative and interactive content have the

potential to reach a larger audience. As the word about your video starts to spread by, the interest over the creator arises. Which naturally leads to your website and hence the website receives traffic.

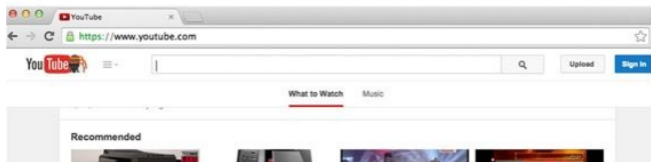
Video that we create need not be of high quality and extreme cinematography.

Audience would expect only quality content in the video, which answers their

questions.

Let's analyse the results of a LocSea's video and the aspects that made the video to reach more audience.

Sign up or Login to YouTube.com with your Gmail id (*Snapshot 6.1*).



Snapshot 6.1

Once you Login, you can upload a new video using

Upload button or you can edit your uploaded videos from Creator Studio menu. To upload, click on Upload button on top right corner.

Snapshot 6.2

You can upload your video using the Arrow Mark button (*Snapshot 6.2*). Once you upload your video to YouTube, it takes you to **Video Editor Page** in **Creator Studio** (*Snapshot*

6.3). From here you can edit your Video and Settings for this video.



Upload



8



locseamcc@gmail.com



LocSea™ Software Development ...

2 subscribers

Creator Studio



Latha Balasubramaniyam

25 subscribers

CREATOR STUDIO

 DASHBOARD

 VIDEO MANAGER ▼

 COMMUNITY ▼

 CHANNEL ▼

 ANALYTICS ▼

 CREATE

Audio Library

Video Editor

Send feedback



Project ▼

My



Snapshot 6.3

You can also reach this video

editor screen by clicking on the profile image on the top right corner(*Snapshot 6.3*) and choosing Creator Studio button. That would take you to the video editor.

Creator Studio

Let's go through the tabs that are present under the Creator Studio, so that we can make use of those options and settings for our videos.

The video Manager (*Snapshot 6.4*) shows reports like data of all the videos, live events, playlists, Search History, and likes with options to edit and details such as published date and time.

Let's open a video and analyze various fields.

Snapshot 6.4

Let's take the below video as an example (*Snapshot 6.5*).

We have 193 views for this video and it has the maximum views when compared to other videos. We can get into the details and analyse the video settings in order to understand the reasons for better performance of this video.



Snapshot 6.5

When we Google for locsea,

we get this video link in the third position of the first page (*Snapshot 6.6*). What can be the reason?

In the video listing, choose the edit option under the video (*Snapshot 6.7*).

About 11,600 results (0.22 seconds)

LocSea.com: Google Adwords Certified Partners India

www.locsea.com/ ▾

We are Google Adwords Certified Partners in India. We have Google Adwords client from Australia, USA, UK, Canada, France, Brazil and India.

Career

No of opening: 1. Our Website:
www.locsea.com/career.php.

Contact

To request Adwords PPC quotation for your business ...

About

About Us. LocSea, a Private Limited Company Started by ...

[More results from locsea.com »](#)

Certification

To achieve this Certification, the cleared Google Adwords ...

Adwords Training

ADWORDS TRAINING. Internet Marketing Training 13th Dec ...

Adwords Video

Adwords Video Training. Presenter Balu ... Adwords Basics ...

LocSea™ | LinkedIn

in.linkedin.com/company/www-locsea-com?trk=ppro_cprof ▾

Learn about working at LocSea™. Join LinkedIn today for free. See who you know LocSea™, leverage your professional network, and get hired.

Google Adwords and SEO Training Conducted by Balu from

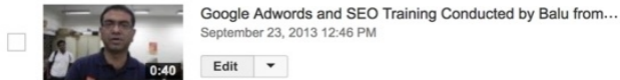


www.youtube.com/watch?v=Hx28gCB__44

Sep 23, 2013 - Uploaded by Latha Balasubramaniyam

LocSea conducted Google Adwords Training, Google Analytics and Search Engine Optimization Training in ...

Snapshot 6.6



Snapshot 6.7

You would get the below page (*Snapshot 6.8*) with tabs like info and settings, enhancements, audio, annotations, subtitles and CC. We can analyse all the tabs one by one. Click on ‘Info and Settings’ and scroll down.

Google Adwords and SEO Training Conducted by Balu from www.locsea.com - ...

Google Adwords and SEO Training Conducted by Balu from www.locsea.com - Feedback by Participant



VIDEO IP

Channe

Upload

Snapshot 6.8

You would get the below options (*Snapshot 6.9*).



Basic info

Monetization

Advanced settings

Google Adwords and SEO Training Conducted by Balu from www.locs

LocSea conducted Google Adwords Training, Google Analytics and Search Engine Optimization Training in MSME Institute, Government of India.

Adwords Training ✕

Balu from LocSea ✕

SEO Training ✕

Google Analytics ✕

Suggested tags: + AdWords (Consumer Product)




Snapshot 6.9

We have provided a Title and Description (*Snapshot 6.9*) that is related to the video and also contains the important keywords.


Once we have entered the title and description, we will be adding tags that would be used by the audience while searching for the video and also the important keywords. YouTube would also suggest few tags for your video based on the keywords present in the title and description.

Snapshot 6.10

Monetize with Ads**Ad formats**

- Display ads 
- Overlay ads 
- Skippable video ads 

Product placements

- This video contains a paid product placement 

video language, recording date, statistics etc.

Click on Monetization (*Snapshot 6.10*) once we have completed including the

Basic information. We can allow other's ads to be inserted in our videos. We can choose the ad formats in which the ads should be shown in our video. When we have completed the monetization settings, click advanced settings and enable comments and user ratings. Enabling these settings can create more interaction in our videos.

Check the other options as required like the category, video location,

Basic info Monetization **Advanced settings**

Comments

Allow comments All ▾

Users can view ratings for this video

License and rights ownership ?

Standard YouTube License ▾

Syndication

Everywhere
Make this video available on all platforms

Monetized platforms
Make this video available only on monetized platforms ?

Category

Education

Video location

LocSea, Chennai

Video language

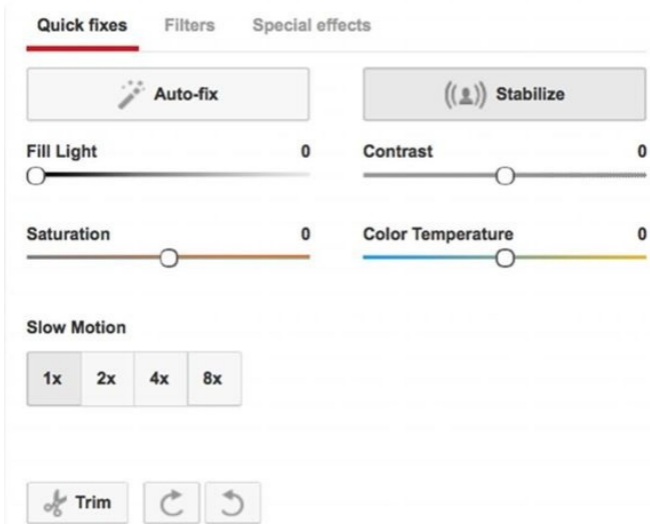
English ▾

Recording date

September 23, 2013

Snapshot 6.11

Click on Enhancements Tab after completing the Info and Settings Tab.



Snapshot 6.12

Annotation (*Snapshot 6.13*) is an important part in Video settings. Annotations can be

defined as the content which would be displayed over the video along with a hyperlink (if required), so that audience watching the video can also be taken to our website. We can also add notification information to the video like offers, coupons, new products, video related information, etc.



+ Add annotation ▾

✎ Edit existing annotation ▾

Make improvements to the video clarity like improving the Lighting, contrast, trim, etc. and save the video (*Snapshot 6.12*)

Now Choose Audio Tab.

Under Audio, you can choose audio files and embed them to the video.

+ Add annotation ▼

Subscribe to our Video Ch... [0:00:00.0] ▼

 **Speech bubble**



Subscribe to our Video Channel.

33% off on Adwords Training. Visit
www.LocSea.com today!

Custom ▼

 28 ▼

  ▼

  ▼

Start

End

0:00:00.0

0:00:39.3

Link

Subscribe ▼

http://www.youtube.com/user/locsea?sub_cc

[Preview link](#)

Open link in a new window

Snapshot 6.14

+ Add annotation ▾

Speech bubble



Note



Title



Spotlight



Label

We can add annotation (*Snapshot 6.14*) in any required position over the

video. We can also add information like the start and the end time, between which the annotations should be displayed over the video. The links that are included in the annotations can be any one of the following:

Video

Playlist

Channel

Google+ Profile Page

Subscribe

Fundraising Project Associated Website Merch

Once we have edited the video, we come back to the creator studio where we have analysed Video Manager

Now we would check Community (*Snapshot 6.15*), under which we have comments option. When we consider our case study video,

we have more interaction in the comments section. This video reached on top 3 positions in SERP, since we have more interaction in the video page. Answer your visitors' queries. It helps in engagement. Ask your visitors to like, subscribe your video channels and build more subscribers.

Under Channels (*Snapshot 6.16*), we can make changes

to the channel settings like changing the status, monetization, upload defaults, in-video programming, fan finder and other advanced settings.

The snap (*Snapshot 6.16*) shows the status of our channel when we consider every important aspect considered by YouTube.

Comments

Messages

Subscribers

Contribute subtitles and CC

Community settings

Credits

Send feedback

Comments

Published comments

Held for review

0

Likely spam

0

Search comments



All comments



Vinodh Sen 1 month ago

Hi,

I came here after seeing puthiya thalaimural news. seo .web development is not new to me . I am a full time web developer for 16 years. When I see google keyword planner I see 50 searches per month for phrase "google adwords certified partners ". when I use "google adwords certified partners india" in google australia your website comes in first page. when I use "google adwords certified partner chennai" in google india your website comes first

[Read more](#)

Reply ·



Latha Balasubramaniam 1 month ago

Hi,

Thanks for your comment. Yes. It took 1.5 Years for LocSea to reach this stage.

Regards,

Balu.

Reply ·



Latha Balasubramaniam Shared on Google+ · 1 month ago

Watch us present about Website and Related Professions in Puthiya Thalamural TV. Show Timing: Sunday 9 to 9:30 AM

Snapshot 6.15

The screenshot shows the YouTube channel management interface for Latha Balasubramaniam, a Partner Verified account. The left sidebar contains navigation options: VIDEO MANAGER, COMMUNITY, CHANNEL (selected), ANALYTICS, and CREATE. The 'Status and features' section is active, displaying a table of channel features and their status.

Feature	Status	Description
Monetization	Good standing	You can use ads to monetize your videos. View monetization settings
Longer videos	Good standing	You can now upload videos longer than 15 minutes! Learn more
External annotations	Good standing	Lets you link annotations to external sites or merch partners. Learn more
Custom thumbnails	Good standing	Choose your video's thumbnail by uploading your own. Learn more
Paid subscriptions	Not available	You must have at least 1,000 existing subscribers to enable this feature. Learn more
Content ID appeals	Good standing	Lets you appeal rejected Content ID disputes. Learn more

Monetization (*Snapshot 6.17*) is a process of allowing the advertisements to be displayed in our videos. YouTube charges the advertisers for displaying ads

and provides monetization benefits for the videos in which the ads are displayed.

CREATOR STUDIO

- DASHBOARD
- VIDEO MANAGER
- COMMUNITY
- CHANNEL**
 - Status and features
 - Monetization**
 - Upload defaults
 - InVideo Programming
 - Fan Finder
 - Advanced
- ANALYTICS

Monetization

Account Status

Your account is enabled and you have 5 additional videos to monetize.

[Monetize videos](#)

You can enable or disable individual videos for monetization in the [Video Manager](#).

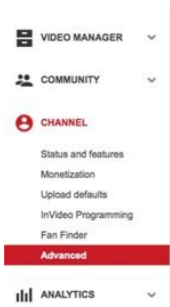
Guidelines and Information

- ▶ [How can my videos make money?](#)
- ▶ [How much will my videos earn?](#)
- ▶ [What types of videos are eligible?](#)
- ▶ [Which videos are NOT eligible?](#)
- ▶ [How will I be paid?](#)
- ▶ [Review your agreement with YouTube](#)

[Disable Monetization](#)

Snapshot 6.17

Choose your Country and
enter Channel Keywords (
Snapshot 6.18)



Account Information

Latha Balasubramaniyam [change](#)

 [change](#)

Country

Channel keywords

Advertisements

Allow advertisements to be displayed alongside my videos

Does not apply to videos that you monetize and videos that are claimed by a third-party.

You should link your channel with your website (*Snapshot 6.19*) and verify your website in YouTube, since it is important for branding. Once this is done, YouTube would consider your channel as the official representative for

your Business.

Associated website

Tell us if your channel is associated with another website. This will help us improve as the official representation of your brand on YouTube.

 Success

Channel recommendations

- Allow my channel to appear in other channels' recommendations
- Do not allow my channel to appear in other channels' recommendations

Subscriber counts

- Display the number of people subscribed to my channel
- Do not display the number of people subscribed to my channel

Google Analytics property
tracking ID

Snapshot 6.19

We can also enable settings like allow my channel to

appear in other channel's recommendations. Doing this would increase the number of views.

We would already be having a Google Analytics account by now, which can be linked with the YouTube channel by entering the Google Analytics tracking ID in the option given.

Under Analytics (*Snapshot 6.20*), we can see the

performance data of the videos. Analytics shows all the details about the performance, amount spent on ads, money earned through monetization, estimated minutes of video watched by Audience and the average time period a user spent with the video.

We would also get the demographics report, the data about the traffic sources

through which audience reached our video.

The Engagement report provides you the video interaction details such as duration watched (*Snapshot 6.21*), subscribers, likes and dislikes.

The list of Top performing Videos in our YouTube Channel (*Snapshot 6.21*).

Top 10 Videos

[Browse all content](#)

Video	Views	Estimated minutes watched	Total estimated earnings*
Watch LocSea and MSME Interview on Tamil...	27 (19%)	42 (10%)	\$0.00 (0.0%)
Web Designing Interview - Puthiya Thalaimur...	25 (17%)	71 (17%)	\$0.00 (0.0%)
Google Adwords Search Engine Advertising - ...	24 (17%)	83 (20%)	\$0.00 (0.0%)
Google Maps - Google Search Local Busines...	21 (15%)	101 (24%)	\$0.00 (0.0%)
Adwords Campaign Basics - Google Trends L...	10 (6.9%)	23 (5.6%)	\$0.00 (0.0%)
Google Adwords and SEO Training Conduct...	10 (6.9%)	6 (1.4%)	\$0.00 (0.0%)
Google Adwords Campaign - Location Optio...	8 (5.8%)	35 (8.4%)	\$0.00 (0.0%)
Google Analytics Tracking Code Generation ...	7 (4.9%)	15 (3.7%)	\$0.00 (0.0%)
How SEO Works for Online Business to Get ...	4 (2.8%)	10 (2.5%)	\$0.00 (0.0%)
Google Adwords Buy House in Chennai Adv...	3 (2.1%)	11 (2.7%)	\$0.00 (0.0%)

Demographics

TOP GEOGRAPHIES

India
United States
United Kingdom

GENDER

Male n/a
 Female n/a

Snapshot 6.21

We have skimmed the Creator Studio and now we can move over to some Generic Factors that can be made perfect for improving User Friendliness.

Click on the Dashboard -> View Channel. It opens the Channel Home Page (*Snapshot 6.22*) Go to About Tab and provide more Specific information about your business (*Snapshot 6.23*).

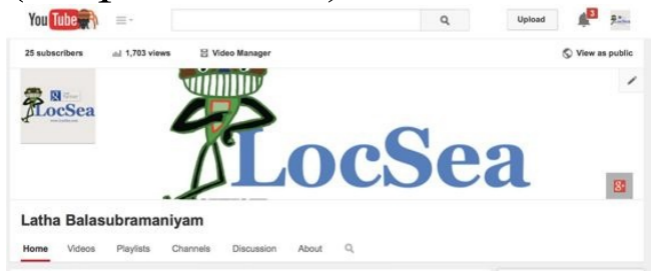
Home Videos Playlists Channels Discussion About 

LocSea is a Google Adwords Pay Per Click Management Firm. We manage your Google Search Engine Advertising Campaign. We have 5 years of expertise in managing Google Adwords for our clients.

Snapshot 6.23

Add an Image that would attract the visitors and make your profile more trustable

and pleasant for the audience
(*Snapshot 6.24*).



Tips :

“How to” Videos have high number of views than any other videos in YouTube. So, create **how to** videos related to your business. When you

provide answers for your visitor's queries and needs, they would trust you better and would subscribe to your channel to get more useful information.

For Example: If you own an inverter business, create a video for unboxing inverters. You are providing answer for their “**how to unbox apc inverter?**” question. Google prioritizes YouTube videos

related to the question and shows it in Google Search first page (*Snapshot 6.25*)



unboxing apc inverter



Web Videos Images News More Search tools

About 63,400 results (0.31 seconds)

APC INVERTER - Reviews |Price | Specifications | Compare ...

[www.mouthshut.com](#) › ... › Non-Kitchen Appliances › Inverters › Others

I had an APC inverter for 7 years, it lies in a corner and does its business silently. Almost ... Am putting up a review after 5 long years of purchase of a Product.

APC battery to the inverter - YouTube



[www.youtube.com/watch?v=xNIP4ypPoAE](#)

Feb 16, 2012 - Uploaded by vybavitbangalore

Connecting APC Inverter BI850 Sine Wave Unit and APC 120 AH Inverter Battery VYBAVI.com - APC ...

APC 1 KVA UPS BR1000G-IN Unboxing & Overview ...



[www.youtube.com/watch?v=Zuyg5Btp1_s](#)

Feb 13, 2013 - Uploaded by Geekyanjit

APC 1000VA UPS BR1000G-IN Unboxing and hands on Overview, this 1 KVA ... UPS to Inverter Conversion ...

APC Inverter Price in Chennai | APC Inverter Review | APC ...

[apc.inverter.in/](#) APC Inverter - Browsing to buy a APC Inverter? We give you Complete updated details of APC Inverters in India including APC Inverters Price, Where to buy ...

Inverter Dealers-APC in Bangalore, APC-Inverter ... - Justdial

[www.justdial.com/Bangalore/Inverter-dealers-apc](#) Inverter Dealers-APC in Bangalore Find APC-Inverter Dealers Phone Numbers, Addresses, Best Deals, Latest Reviews & Ratings. Visit Justdial for Inverter ...

7

Social Media Optimization or Marketing (SMO/SMIM)

Let us name few Social

Media we know.

Facebook, Google +, Twitter,
LinkedIn

Be active in your Social Media and engage your visitors. As people start interacting, sharing and liking your content, your website will have big fan & follower base. This is a great branding medium you should use to promote your website. As many people start sharing and

following your brand content in Social Media, it will be an added advantage for your website ranking through Social media.

You also need to know certain Technical Aspects in Social Media like linking your website to your Social Media Platforms.

First you should need to have your business pages created in all Social Media like

Facebook. Let's get started.

Facebook for Business

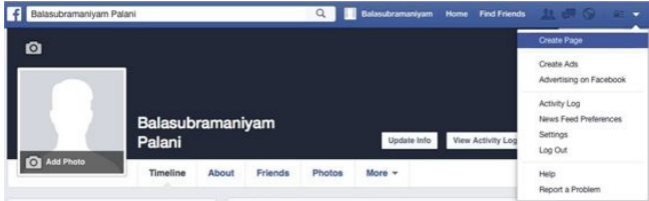
I assume that you already have a personal account in Facebook. If you do not have one, please go to www.facebook.com and sign up for a personal profile before you proceed further.

How to create my business page?

Here, I'm going to create a Facebook business page for

my business “School for E-Commerce and Digital Marketing”.

Login to your personal profile in Facebook. On the top right corner of your profile, click on the inverted triangle. Click on “Create Page” to create your business page (*Snapshot 7.1*)



Snapshot 7.1

Choose your business type
(*Snapshot 7.2*).

Create a Facebook Page to build a closer relationship with your audience and customers.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Snapshot 7.2

Here I chose “Local Business or Place”

Enter your Business Details
and Click on Get Started
(*Snapshot 7.3*).

Local Business or Place

Education

School for E-Commerce and Digital Marketing

923, 2nd Floor, TVS Avenue, Anna Nagar We

Chennai, Tamil Nadu

600101

04443835257

By clicking Get Started, you agree to the
Facebook Pages Terms.

Get Started



Company, Organization c

Snapshot 7.3

Add categories, description and website details for your Business (*Snapshot 7.4*).

Set Up School for E-Commerce and Digital Marketing

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

Add categories, a description and a website to improve the ranking of your Page in search.

Fields marked by asterisks (*) are required.

Education x

Click a specific category:

Active Life

Admissions Training

Adult Education

Art School

Athletic Education

Aviation School

Classes

College & University

Computer Training

Culinary School

Educational Camp

Educational Consultant

Educational Organization

Educational Research

Educational Service

Educational Supplies

Exchange Program

Financial Aid

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

89

School for E-Commerce and Digital Marketing. Executive Education.

<http://www.startupinindia.org>

Need Help?

Skip

Save Info

Add your Business Image (*Snapshot 7.5*): (In this case, My Photo is my Business Image). Click on Next.

Set Up School for E-Commerce and Digital Marketing

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People



Upload From
Computer

Import From
Website

Next

Snapshot 7.5

Click on Add to Favorites to add this Business page to your personal Facebook profile under Favorites section (*Snapshot 7.6*).

FAVORITES

News Feed

Messages

Events 2

Add your Page to your favorites to easily access it anytime.



School for E-Commerce...

[Add to Favorites](#)[Skip](#)

Snapshot 7.6

It provides an option to create an Ad to promote your page in Facebook (*Snapshot 7.7*). If you are interested in marketing your page through Facebook Ads, you should start filling up the fields

“Location” of your target customers, Interests, age and gender. Set daily budget and click on Promote your page. Click on Skip if you do not want to create an Ad Now.

Set Up School for E-Commerce and Digital Marketing

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

Create an ad to get more people to like your Page.

Sample ad [?]



School for E-Commerce and Digital M...

Education
Sponsored



Location [?]

States/... ▾

Tamil Nadu ✕

Interests [?]

Ministry of Micro, Small and Medium Enterprises ✕

Marketing ✕

Sales ✕

Advertising ✕

Add 4-10 interests...

+ Brand + Graphic design + Customer + Typography

Age

21 ▾

-

65+ ▾

Gender

All

Men

Women

Daily budget [?]

₹ 313.00



Est. 15 - 62 likes per day

Currency

(INR) Indian Rupee ▾

Terms & Conditions

Skip

Promote Page

It takes you to your new Business Page -> Page Tab -> Timeline Tab (*Snapshot 7.8*).

You can post your business updates, offers, photos, videos, event details, visitor/customer interaction and do more here from this Timeline Tab. As you post, people start interacting, liking, sharing your post and page. As they like your page, your post will be there in their Timeline and it can

viewed by their friends.

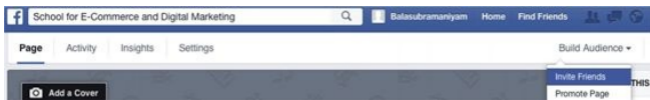
Sometimes your post goes viral. You should treat this as your official Facebook Page.

The image shows a screenshot of a Facebook business page. At the top, the browser address bar displays 'School for E-Commerce and Digital Marketing'. The page header includes navigation tabs: 'Page', 'Activity', 'Insights', and 'Settings'. On the right side of the header, there are options for 'Build Audience' and 'Help'. The main profile area features a cover photo with an 'Add a Cover' button, a profile picture of a man, and the page name 'School for E-Commerce and Digital Marketing' with the category 'Education'. Below the name are buttons for 'Liked', 'Following', 'Message', and a three-dot menu. A navigation bar below the profile area includes 'Timeline', 'About', 'Photos', 'Reviews', and 'More'. On the right sidebar, there are statistics for 'THIS WEEK' (0 Page Likes, 0 Unread Notifications, 0 Messages) and a 'Recent 2018' section. The main content area is divided into sections: 'PEOPLE' with a 'Promote Your Page' card (reaching up to 4,200,000 people near Chennai), 'ABOUT' with a 'Promote' button for the page's description and website, and a 'Status' section with a post asking 'What have you been up to?'. Below the status is a post from the page itself, stating 'School for E-Commerce and Digital Marketing changed their profile picture' with a new profile picture of the same man.

Snapshot 7.8

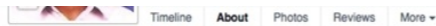
After creating your business page, it's time to be active. First invite your friends (*Snapshot 7.9*) by clicking on “Build Audience” drop down

-> “Invite Friends” as shown below. You may also send your Business Page URL to your Customers to Like your page to build your Audience. You should claim your official Facebook Business Page URL. I have explained that below.



Snapshot 7.9

Click on About Tab.



Click on Page Info -> Click on “Facebook Web Address” -> Click on “Create a web address for this page?” link (*Snapshot 7.10*)

PAGE INFO

Category	Companies & Organizations : Education
Name	School for E-Commerce and Digital Marketing
Subcategories	Education

Facebook Web Address [Create a web address for this page? \[?\]](#)

Save Changes

Cancel

Snapshot 7.10

It will take you to Mobile Verification process. Click on Continue -> Provide your mobile number to receive verification code -> Enter verification code -> Save it. Now your account is mobile verified and it will allow you to claim your Facebook Business Page URL.

Click on the drop down as

shown and choose your business page.



Click on “Continue as”
to claim your page URL (
Snapshot 7.11).



Start typing your business name or any name that suits your business. You are going to get your Official Facebook Business Page URL. Choose it with care (*Snapshot 7.12*). I wanted it to be like “www.facebook.com/digitalm” but I could not get that as someone else have already taken it. Check your business URL availability. Keep trying.

Create your Facebook web address

Easily direct someone to your Page by setting a username for it. After you set your username, you may only change it once.

Page: School for E-Commerce and Digital Marketing ▾

Facebook Web Address:

Check Availability

Snapshot 7.12

Finally I found one

“digitalmarketingexecutiveedu
for my business (*Snapshot
7.13*). Click on confirm.

Username Available



`digitalmarketingexecutiveeducation` is available.



Several things for you to remember:

- You can only change the username of School for E-Commerce and Digital Marketing once after you set it the first time.
- You can't transfer the ownership of a username to another party.
- You can't violate anyone else's trademark rights.
- If you are acquiring a username to sell it in the future (squatting), you will lose it.
- Usernames may be reclaimed for other unauthorized usages.

Are you sure you want to set `digitalmarketingexecutiveeducation` as School for E-Commerce and Digital Marketing's username?

Confirm

Cancel

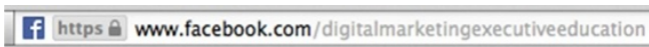
Snapshot 7.13

Yes, We are in last step of acquiring Facebook Business Page URL.

Click on OK.



My Facebook Business Page URL from now will be:



I can just type this in my browser to reach my Business Page. You can mention this in your website too. Start sending this URL to your Friends, Relatives, and

Customers to like your Business Page. Acquiring Business Page URL helps in creating Branding in Social Platform.

Next step should be to add more business details to your Facebook Business Page. Click on About Tab -> Page Info (*Snapshot 7.14*)

Hours	+ Enter hours of operation
Short Description	School for E-Commerce and Digital Marketing. Executive Education.
Impressum	Page is owned by Balasubramaniyam Palani
Long Description	School for E-Commerce and Digital Marketing. Executive Education. Programme for Marketing Executives, Sales Executives, Entrepreneurs and CEOs, COOs.
Mission	Educate MSMEs on E-Commerce and Digital Marketing to make them go online
Founded	Balasubramaniyam Palani
Price Range	+ Enter price range
Awards	Google Adwords Certified Professional YouTube Ads Advance Certification
Products	Digital Marketing E-Commerce
Parking	+ Enter type of parking available

Enter your Hours of
Operation Short and Long
Description Mission, Awards

and Products details

Provide as much info as possible to help your customers.

Key Tabs

We have few key tabs on the top of the page such as Page, Messages, Notifications, Insights and Settings.

Page Tab

Page Tab has Timeline,

About, Photos, Likes and more other Tabs. The key tab to focus on is Timeline. You should create engaging posts to keep your visitors engaged. Your post should need to have greater reach. Start creating creative posts (with images) and target trending topics with #tagging technique to have better reach. Here is an example (*Snapshot 7.15*):



LocSea.com, Google Adwords Certified Partner Firm
with Arsheen Banu and 45 others

Posted by Syed Asif Ahamed [?] · February 11 at 3:33pm · 🌐

#AppleOnARoll

This tech giant just crossed a limit, a very huge limit. Apple market value has now crossed 700 billion USD. WOOOF!!!! THATS HUGE!!!! :0



13,176 people reached

Boost Post

Like · Comment · Share · 👍 57 🗨️ 1 ➡️ 6

Snapshot 7.15

We posted this and targeted the trending #AppleOnARoll. Also we mentioned this term “Apple” in the post. Look at the reach. Trending topics will be available from your Facebook Personal profile home page. Open a New Browser window and open your Facebook.com. Look at the Trending Topics (*Snapshot 7.16*).

TRENDING

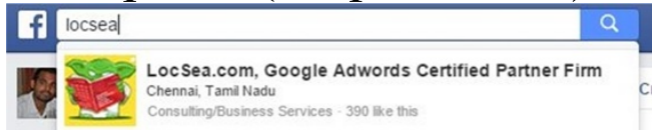
- ↗ **Harrison Ford:** Actor hospitalized after crashing small plane on golf course in Los Angeles
- ↗ **Furious 7:** Universal releases extended clip for 7th film in street racing franchise
- ↗ **#IndvWI:** India faces West Indies in Cricket World Cup match at Australia's WACA Ground in Perth

▼ See More

Snapshot 7.16

You also have to open the image and tag your friends to get better reach. To do so, from your personal profile, search for your business page

and open it (*Snapshot 7.17*).



Snapshot 7.17

Click on the image you want to tag your friends.

Click on Tag Photo and select the image (*Snapshot 7.18*).

Type your friends or customers name and tag it. It will send a Notification to them.



Snapshot 7.18

You can also target your text posts addressing/mentioning specific people by typing `@[name]`. Replace name with the actual person name.

Posts

We can schedule our posts for a future date and time. The data about the scheduled posts and draft posts are also present in the activity tab.

Insights Tab

Insights provide you the exact data about page's performance.

Insights can be categorized and analysed based on likes, reach, visits, posts and

people.

Likes: Likes are given by our fans for the post or for our page.

Reach: Reach shows how many people have viewed our posts regardless of whether they have liked our post or not. Reach increases if our fans like and share our posts. When people like our posts, their friends would be

receiving this information in their news feed and hence they might click and view our post. Thus our posts reach increases.

Visits: Visits are the number of page visits.

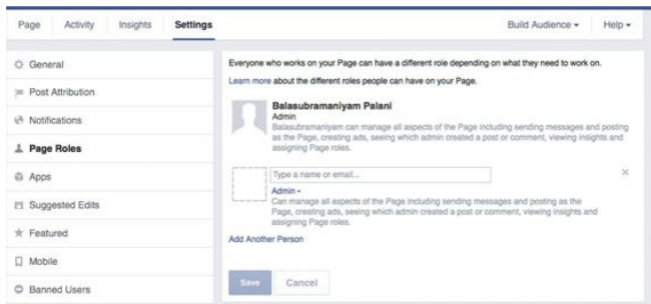
Posts: Post contains post details such as posts that are already posted, its engagement and reach details.

People: People include the demographics data such as

age and gender.

Settings Tab(*Snapshot 7.19*)

Settings Tab has General Page related settings. A key setting to note down is Page Roles.



The screenshot shows the Facebook Page Settings interface. At the top, there are navigation tabs: Page, Activity, Insights, and Settings (which is selected). On the right side, there are links for 'Build Audience' and 'Help'. The left sidebar contains a list of settings categories: General, Post Attribution, Notifications, Page Roles (which is selected), Apps, Suggested Edits, Featured, Mobile, and Banned Users. The main content area displays the 'Page Roles' settings. It starts with a heading: 'Everyone who works on your Page can have a different role depending on what they need to work on. Learn more about the different roles people can have on your Page.' Below this, there is a list of roles. The first role is 'Balasubramaniam Palani' with the role 'Admin'. A description follows: 'Balasubramaniam can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.' Below the description is a text input field with the placeholder 'Type a name or email...' and a close button 'X'. The second role is 'Admin -' with the role 'Admin -'. A description follows: 'Can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.' Below the description is a text input field with the placeholder 'Type a name or email...' and a close button 'X'. At the bottom of the main content area, there is a section titled 'Add Another Person' with a 'Save' button and a 'Cancel' button.

Snapshot 7.19

You can add other users say

your employee to manage your Business Page from here. Google does show Facebook Business Page URLs in its Search Results for business related keywords. It is time for you to be very active with your Facebook Business Page Posts Engagement activities and that should bring in your Facebook Business Page URL in Google search results for your relevant business

queries.

Twitter for Business

Sign up for Twitter here

www.twitter.com. When you sign up provide your business name as user name so that it creates

www.twitter.com/businessnan as your twitter URL. Provide your business description, website details and if required link it with other social media.

Let me open our LocSea's
twitter page

www.twitter.com/locsea.

Note down various
components in this page like
Tweets, Following,
Followers, “Edit Profile”
button, “Trends” section,
“Who to follow” section,
“Profile” section, etc.



LocSea
@LocSea
LocSea™, Google Partners is a Digital Marketing Company started in 2012. With Clients worldwide, LocSea™ Specializes in AdWords, SEO, SMO & Google Analytics.

📍 India
🌐 locsea.com
📅 Joined October 2012



TWEETS 67 FOLLOWING 17 FOLLOWERS 86

Edit profile

Tweets Tweets & replies Photos & videos

LocSea @LocSea Jan 27
We have launched our book on "Digital Marketing using Google Services" book last Saturday in MSME Expo 2015. Watch... [link.zw/FFTu/NV](#)

LocSea @LocSea Jan 11
A book on "Digital Marketing using Google Services" by LocSea. [Book.LocSea.com](#)
Kindly follow this book to show your support.

LocSea @LocSea Dec 3
Pin your business on #GoogleMaps using #Google My Business. Join our live hangout!!!
[plus.google.com/events/c2G2mba...](#)

Who to follow Retweet View all

- Gautam Ghosh** (@GautamG)
Followed by Social Samosa
Follow
- SearchEngine Journal** (@sej)
Follow
- SearchMarketingExpo** (@smx)
Followed by Google Analytics
Follow

Popular accounts Find trends

Trends change

- #Gmail@India
- 📍 Promoted by Lay's India
- #NDV@IRE
- #MSO@F11
- #Run@T@ms@India
- #Pro@Pat@CM
- MacBook

Create Followers for your business page by asking your customers and visitors to follow it.
Your posts (also called **astweets**) should not exceed 140 Characters. Try to post as

many tweets related to your business as possible to engage your followers.

Retweet(Reply) interesting tweets to get attention.

Follow great people. As you follow, they get a notification about you.

Create tweet targeting trending #tags.

Create good header and profile photos. Make sure to link your website, provide detailed description about

your company in your Twitter profile. It adds value to your SEO effort. To update your company details, click on Edit Profile and it opens up this page:



The screenshot shows the 'Edit Profile' interface for the Twitter account 'LocSea'. At the top, there is a camera icon and the text 'Change your header photo'. Below this, a smaller camera icon and 'Change your profile photo' are visible. The profile information section on the left includes the name 'LocSea', handle '@LocSea', location 'India', and website 'www.locsea.com'. The main content area shows two tweets: one about a book launch at the 85th BSMME Expo 2015, and another about a book titled 'Digital Marketing using Google Services' by LocSea. On the right, there is a 'Who to follow' section with suggestions like 'Gustav Ghosh' and 'SearchEngineJournal'.

Update your photos and profile details from this

screen. Keep posting targeting trending topics and engage. It slowly builds quality followers and visitors to your page.

Tips

We have few time saving social media automation tools to list. Try these. Just type these names in Google and go through their websites.

Hootsuite

Pagemodo

Social bro

Sprout social

Spred fast

Social oomph

Dlvr.it

IFTTT

Zapier

Aweber

Postplanner

Buffer

Pinterest for Business

Pinterest.com has built quite a larger reputation for itself throughout the major countries like U.S. and the U.K. and is gaining popularity in other countries as well and most notably in India. Pinterest is the 3rd most popular Social Media followed by Facebook and Twitter. The basic concept of Pinterest is information delivered through pictures

(i.e.) people are often attracted by pictures rather than words that is the idea of Pinterest.

The feature that makes Pinterest stands apart from other social Media is its ability to target the specific audience of the particular business that is, it is easy to target the audience you require to view your business related stuff in Pinterest. And moreover, Pinterest is one of

THE best social media platforms for an Ecommerce website.

So let us move into how Pinterest will drive in traffic to your site.

The Sign-up, Boards and Pins:

First thing you got to do is just sign up your business with Pinterest

(www.pinterest.com) and start creating post related to

your business.

After signing up, the next step is to create a pin board.

Pin Boards are similar to the normal office boards where we pin important stuffs.

The next step is a little tricky, creating the most creative, eye-catching pins for your target audience.

The Pin boards are actually classified into

- 1) Product Board
- 2) Content Board

Product Board:

The name itself tells you the info, this board is used to display the array of products you have, if you are an ecommerce website.

Furthermore these product boards can be further divided into

Boards that will display pins about your products

Latest trend in the market and whether your product

matches that trend

Products that are selling like a hot cake and products with discounts.

Content Board:

Content boards are content specific boards where your pins contain sound content about your products. All you got to do is just drop a link on your pin that will redirect your audience to your blog site where the relevant

content for the particular product is present.

The best part about Pinterest is that it allows users to search about specific products or content they view, for example if your user want to search for food recipes, Pinterest easily categorizes the search into boards or pins exactly related to food.

This is a primitive way of Pinterest to drive traffic to your site. Let's move on to

the promoted ads aspect of Pinterest.

Instagram for Business

Let's bring on the Next Hot and top trending social media The Instagram (**instagram.com**). Sounds cool isn't it, yea the name says it all, your instant photos is called as Instagram. Instagram recently surpassed twitter, having over a 300

million accounts and having whooping no of people engaging every second. Instagram could be a source of serious traffic for your site.

The strategies followed by leading brands:

Some of the Leading brands in Instagram follow various strategies to cover their audience base; we will discuss some of the strategies now

A Backstage Pass:

The Blackberry brand uses Instagram as a source of providing a backstage insight into their company and devices, their strategy is to show people the insights that they can't view in person in the company.

The Levi's brand uses Instagram to show their legacy in the wardrobe line to their audience, right from their origin to their

development and their experiment with the jeans can be seen in their Instagram ads.

Source of Motivation:

Leading Brand like Adidas use Instagram as source of motivating their audience for a brisk beginning of their fitness life by providing eye gasping high resolution pictures of various sports persons and extreme fitness

people. Their strategy has working out well for them because many of their audience have been “ADIDAINSPIRED”

The Macy’s brand is using Instagram to showcase their artwork of various fashion outfits to attract its fashion savvy audience. They use ads showcasing various high fashion outfits in the market. This way they increase their traffic through Instagram.

The next strategy seems even more sassy and simple

Customer sharing:

The famous Ben & Jerry's follow this simple and highly effective strategy of allowing their customers to share their yummy and tasty moment they had with a Ben & Jerry's ice cream and flavours. This simple technique has been an phenomenal success for the franchise as more and more

of its customers have been sharing their awesome and yummy ice cream on the social media.

Google Plus for Business:
Google Plus is another social media site, where we can create business pages for our business like every other social media site. We have already covered about Google Plus in a different name.
Remember Google

MyBusiness Chapter?

Yes Your Google

MyBusiness page is also referred as Google+ Business page. Please refer Chapter 4.

LinkedIn for Business

LinkedIn (

<https://www.linkedin.com/>)

is a professional network. I assume you already have personal profile in LinkedIn. If not, please signup for a

personal profile here:

<https://www.linkedin.com/> .

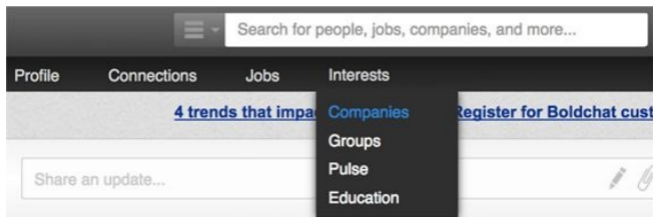
Please make sure to add your complete professional details in LinkedIn as this is a professional network. You should be very active in adding projects, client details, getting recommendations, adding your certificates, etc.,

Google provides priority to Linked Profiles and also Company Pages. To create

your Company Page for your Business, please follow these steps.

LinkedIn Company Page

Login to your personal profile in LinkedIn and click on Interests -> Companies (*Snapshot 7.20*). It is free to create your Company Page in LinkedIn.



Snapshot 7.20

Click on Create and it opens up the Company Page creation window (*Snapshot 7.21*)

Create a Company Page

Raise brand awareness, announce career opportunities, and promote your products and services with a LinkedIn Company Page.

[Learn More](#) ▶

Create

Provide your Company Name, Description, Website and Industry details (*Snapshot 7.22*).

Optimize your Company Name and Description for: English

Company Name

LocSea™

Company Description

LocSea™ is a Private Limited Company registered in India. We currently have a small team of 20+ members. We focus on Google Adwords, SEO, SMO, Google Analytics, Website Engagement, Google Webmaster, Google Tag Manager and Bing AdCenter

LocSea™ is a Google Partner. We have clients from Australia, UK, USA, Switzerland, India, Canada, New Zealand, France, UAE & Brazil.

LocSea™ is a Google Adwords Certified Professional, a YouTube Ads Advanced Certified Professional & a Google Analytics Certified Professional.
(779 out of 2,000 characters)

Default Language: English

Members will see the Company Name and Description that match their language preference. Otherwise, we will display your Default Language selection.

Company Pages Admins

* Indicates required field

Company Type

Privately Held

Company Size

11-50

Company Website URL

www.locsea.com

Main Company Industry

Marketing & Advertising

Company Operating Status

Operating

Year Founded

2012

Snapshot 7.22


You can also designate people to manage your Company Page (*Snapshot 7.23*).


Company Pages Admins


Designated Admins

You must be connected to a member to include them as an admin.

Start typing a name

 Latha Balasubramaniyam
Director & Google Adwords Certified professional at LocSea™

 Balasubramaniyam Palani
Google Adwords Certified Partner, Adwords Setup & Optimization Expert at LocSea™

 Asif Ahamed
Content Writer at LocSea™

2012

Company Locations
(Add up to 5 different locations)

LocSea™ Software Development Private Limited

923, 2nd Floor, TVS Avenue, Anna Nagar West Extension, CHENNAI, Tamil Nadu 600101 India

[Edit](#)

Snapshot 7.23

Choose your company image
(*Snapshot 7.24*)



LocSea

Provide Specialities and add your featured groups if you have already joined or own (*Snapshot 7.25*).

Company Specialties

Google Partner

Google Adwords Certified Professionals

Search Engine Optimization Experts

Digital Marketing Consulting Company

Social Media Company

Google Webmaster

YouTube Advertisement Advanced Certification

Google Analytics Certified Professionals

 Add more specialties

Featured Groups

You must be either a member or an admin of each group to feature it on your company page.

Start typing the name of a group - You can add 1 more group

IITC

Indian IT Consortium
7 members



IIMWA

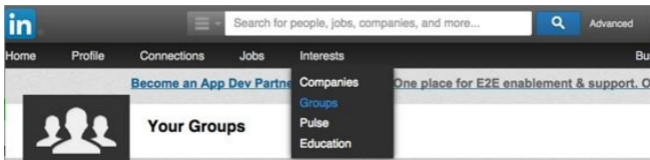
Indian Internet Marketing and Webmasters Association
81 members



Snapshot 7.25

That's all about creating a company page. You should post professional updates happening in your company

on your Company Page. Also try join or create new Groups (communities) and contribute to your industry. You can create or join new Groups from Interest -> Groups menu (*Snapshot 7.26*).



Click on what you want to do and start contributing (*Snapshot 7.27*).

Don't see what you're looking for?

Find a group

Create a group

Snapshot 7.27

You can also use **Interests->Pulse** to post your professional articles in LinkedIn.

Summary :

Make use of Social Media Platforms to build your branding by posting

interesting updates, offers, contests and customer support. As people start sharing, following and liking your page and posts, you will have greater brand reach.

This brand reach helps your website rank higher. If you have a popular social media company page, the chances are very high for your page to appear in Google Search for related keywords for your business. It helps you gain

relevant traffic to your
website.

Be very active and creative!

8

Google AdWords

As of this time, we have been analysing on Organic promotion. Let's take a look at Google's Paid Promotion

Platform called Google AdWords. This platform is also called as Google Pay Per Click (PPC). Using this platform, you can place Text Ads in Google Search Results page, Display Ads in Google Display Network and Video Ads in YouTube. If people click on your ads, you will be paying certain amount to Google based on Ad Auction results. Hence it is called Pay Per Click.

8.1 Paid Ads in Google Search

Have you seen Ads in Google Search? Can you spot Ads in Google Search Result Page listed below (*Snapshot 8.1*)?

https://www.google.co.in/?gws_rd=ssl#q=yoga+classes+in+chennai

yoga classes in chennai

Web Maps Videos News Images More Search tools

About 5,93,000 results (0.42 seconds)

A Isha Yoga Classes Chennai - ishayoga.org
www.ishayoga.org/ *
Life transforming 7 Day program Find a Venue Close to You
08 - 14 Oct 17 - 23 Sep
Contact Us Benefits

Svaroop Vidya Ashram - svaroopavidya.org
www.svaroopavidya.org/ *
Svaroop Yoga & Meditation Teacher Training, Free Programs & More

Yoga system for you, free - yogaindailylife.org
www.yogaindailylife.org/ *
Lectures to live healthy and longer based on Yoga in Daily Life system
Facebook - Youtube

B Sivananda Yoga Vedanta Centre - Chennai
sivananda.org.in/chennai/ *
Welcome to the Sivananda Yoga Vedanta Centre Chennai (Tamil Nadu, India). We offer many courses in yoga and meditation for beginners, intermediate as ...

Yoga Classes, Yoga Courses, Yoga Therapy, Chennai, India
www.andiappanyoga.com/ *
We offer regular yoga classes, yoga therapy, & accredited yoga certification courses. Chennai India. Learn from Guroji Andiappan.

Map for yoga classes in chennai

D

Yoga Classes / Therapy
www.handehospital.org/ *
094444 45460
Individualized Yoga Therapy
Hande Medical Centre - Nungambakkam
9/65, Nungambakkam High Road

Yoga Classes in Chennai
www.justdial.com/ *
Get phone number, address, reviews, ratings, timings and more.

E Andiappan Yoga - Chennai
www.andiappanyoga.com/ *
Learn Basic to Advanced Yoga

Snapshot 8.1 Google Paid Ads in Search

What you see above (A & E) are called Text Ads created using Google AdWords

Platform. Please note the Keyword searched by this user: **yoga classes in chennai**. This Keyword is also called as Search Term.

What happens here?

Many Competitors are running online marketing campaigns using Google AdWords for the search term “yoga classes in chennai” and mapping it with specific Ads. Hence you see such ads in Google Search when you type

this Keyword.

If someone clicks on a Text Ad above, the respective client who owns this Ad will be paying certain amount to Google. Hence this platform is also called as Google Pay Per Click (PPC).

There are various types of Ads:

1. Text Ads
2. Banner Ads

3. Video Ads

Let's take a look at Text Ads. Banner Ads and Video Ads will be covered later in this Chapter. Let's analyze various attributes for a Text Ad (*Snapshot 8.2*):

Ads ⓘ

Yoga Besant Nagar Chennai

www.practo.com/Chennai-Clinics ▼

Clinics < 2 KMs From Your Location

Book an Appointment Instantly

Snapshot 8.2 Text Ad

1. **Headline (25 Characters):**
Yoga Besant Nagar
Chennai [Usually, Headline should need to have Keywords searched by the user. This helps you to get the user attention.]

2. **Display URL (35 Characters):****www.practo.com Clinics**[Please note this is not the actual website page URL. Only the domain www.practo.com in this URL is correct and it should match

with the actual domain.

“/Chennai-Clinics” need not be the actual URL. This portion is used to display or convey the URL details or unique points to attract the user. Hence it is called Display URL.]

3. Description Line 1 (35 Characters): **Clinics < 2 KMs From Your Location** [We need to have Unique Selling Points listed in this Line 1. You should differentiate your

ad from other competitor ads.]

4. Description Line 2 (35 Characters): **Book an Appointment Instantly**[We need to have Call To Action (like Enquire Now, Buy Now, Book Now, ...) listed in this Line 2. This will make the user take immediate action by clicking on your Ad.

5. Destination URL/Final URL (1024 Characters): **This attribute is not visible in**

ad. It is a link to the actual website page URL. If someone clicks on this ad, it will land them to the actual website page URL (also called as Landing Page URL). You provide this URL when you create an Ad in AdWords and rest will be taken care.

Text Ads can be displayed in following Google network

1. Google Search (Only in Google Search)

2. Google Search Partners
(refer description below)
3. Google Display Network
(refer Chapter 8.2)
4. YouTube (refer Chapter 8.3)

Google Search Partners are non-Google Search Network that partnered with Google to show Ads. For example AOL.com is a Google Search Partner. There are hundreds of such Search Partners.

Google Search Partners also includes Google Maps, YouTube and other Google sites.

In this chapter, we are going to create Text Ad Marketing Campaign targeting Google Search Network using Google AdWords.

Before we create any Marketing Campaign, we need to have better strategy in

place. We should review our website and come up with following points:

1. Campaign Structuring and Budgeting
2. Targeting Ideas
3. Unique Selling Points
4. Call To Action
5. Preference

Once we have these 5 points, we will be able to create effective marketing campaign in Google AdWords.

Campaign Structuring and Budgeting:

1. If you have many divisions in your organisation, we usually allocate marketing budget for each division and measure Return on Investment (ROI). This helps us identify the best performing divisions. In your case, the division may be a product or service or brand. So, you should create multiple marketing

campaigns in AdWords if you have multiple product lines and want to allocate specific budget and measure ROI for a specific product line.

2. You need to allocate special budget reserved for seasonal campaigns

Targeting Ideas

1. Who are your target customers? Business to Business (B2B) or Business

to Consumer (B2C)? The keyword searched by a consumer looking for a product in Google Search will be different from the keyword searched by a distributor looking for a manufacturer. As a business owner, it is important to identify the correct keyword and target your Text Ads.

2. Where are your customers located? In specific city or

country or worldwide.

Unique Selling Points

1. What is unique about your company? We are in business since 1975. List all.

2. What is unique about your website? Free Shipping, Secured Payments. List all.

3. What is unique about your specific product or service? Offers, Technical Specification. List all.

Call To Action(answer to

What Next? in any page)

1. Inquire Now
2. Buy Now
3. Add To Cart
4. Learn More
5. Call Now

Preference

1. Do you want your Ads to run from Monday to Friday, 8:00 AM to 5:00 PM? or All

Days?

2. Do you want your Ads to

run on all Devices like
Laptop, Tablet and Mobile?
Do you
want to exclude Mobile
devices?

You need to have answers to
all above 5 sections to start
your campaign in AdWords.
You also need to understand
few basic terms.

1. **Campaign** in AdWords
Account: A Campaign is like

a root folder (say C:\ or D:\). You can create multiple campaigns from your AdWords Account.

2. **Adgroup**: Adgroup is like a theme based sub-folder under a Campaign.

3. **KeywordandAd**: A theme based Adgroup will have specific theme based Keywords and Ads designed for such Keywords.

4. A Campaign may have multiple Adgroups to cover

multiple keyword themes.

5. Impressions: An impression will be counted if your ad appears in Google Search

6. Clicks: If someone clicks on your ad impression, it will be counted as a click.

7. CTR(Click Through Rate):
Number of Clicks divided by
Number of Impressions.

**Let's create a simple Text
Ad Campaign in AdWords**

with following inputs:

Website

Domain: www.msmedi-chennai.gov.in

Aim : We provide Digital Marketing Training in our Chennai office. If someone search for keywords like “digital marketing training” in Google, I need my ad to appear. Let’s create Text Ads Campaign.

Website Landing Page or Destination Page URL

where you talk about this specific training:

www.msmedi-chennai.gov.in/training/dm

(If someone clicks on my Text Ad, it should take them to above specific training page.)

Network: I want my Text Ads to appear only in Google Search.

Target Location: 20 Miles around Anna Nagar West Extension, Chennai. Also, I receive enquiries from a place called Karur which is located outside Chennai. People come from there to attend this training.

Let's begin working in AdWords interface. Go to **adwords.google.com**,

Google AdWords

Already a Google AdWords customer? Sign in

Overview Benefits How it works Costs Get started

Snapshot 8.3 AdWords Sign

In

Step 1: Click on ***Start Now or Sign In*** to create a new AdWords account.

Once you click on **Start Now**, it takes you to the Welcome screen (*Snapshot 8.4*). As always, please use the same Gmail ID to sign up for all Google Services.

Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

Next you'll sign in to your Google Account before setting up your first campaign.

Country

Time zone

Time zone is used for account reporting and billing.

Currency

Save and continue

Snapshot 8.4 Welcome Screen

Step 2: Enter your **Gmail ID**
Enter your **Country, Time**
Zone and Currency. Once
saved, these settings cannot
be changed later.

These settings do not affect
the targeting audience
location. These settings will
be used for your Reporting
and Billing purpose.

Click on Save and continue.

Step 3: It takes you to the login screen. Provide your Gmail ID and Password to sign up for AdWords.

Step 4: After successful sign up process, it takes you to the Google AdWords Campaigns Tab (*Snapshot 8.5*). Choose “Create your first campaign” to create your first campaign.

Welcome to AdWords!

Learn more

Create your first campaign

Common questions
• Where will my ads appear?

Snapshot 8.5 Create your first campaign

Step 5: You are in Campaign Creation page. Always choose the Campaign Type first and then enter your Campaign name (*Snapshot 8.6*).

Campaign name

Campaign #1

Type ?

Search Network with Display Select ▼

Snapshot 8.6 Choose

Campaign Type and Name

What should be the campaign type?

We have 4 options to choose from (*Snapshot 8.7*). They are

The screenshot shows the Google Ads campaign creation interface. At the top, there is a text input field for the campaign name, which contains "Campaign #1". Below this is a dropdown menu for selecting the campaign type. The dropdown is currently open, showing four options: "Search Network with Display Select" (selected), "Search Network only", "Display Network only", and "Shopping". To the right of the dropdown, there are radio buttons for "Standard - f" (selected) and "All features", with a "Learn more al" link below. The "Networks" label is visible on the left side of the dropdown menu.

Campaign name

Type Standard - f
 All features
[Learn more al](#)

Networks Best opportunity to reach the most customers
 Google search and search partners
 Google's network of partner websites
 Best way to create Product Listing Ads

type above or crea

Snapshot 8.7 Campaign Type

1. Search Network with

Display Select

2. Search Network Only

3. Display Network Only

4. Shopping

As our focus is to create Text Ad Campaign targeting Google Search Network, Choose “**Search Network only**” as Campaign Type

Usually “**Search Network only**” Type is more suitable for Businesses that require

immediate leads/sales.


Step 6: Choose “**All Features**” in the sub type given on the right side (Snapshot 8.7). **All Features** sub type enables features like Ad Scheduling, Ad delivery methods and all the ad extensions which are not available in **Standard** sub type.


Step 7: Now enter the

Campaign Name ‘MSME Digital Marketing’

Campaign name


MSME-Digital Marketing

Type 


 Search Network only ▼

Step 8: If you want to show your Text Ads only in Google Search, uncheck “include search partners”. If you also want to show your Text Ads in Google Search Partners, leave it checked. **Step 9:** Devices option by default

will be enabled to show ads on all devices. i.e., your ads will be shown on Desktop, Laptop, Tablet and Mobile.

Devices  Ads will show on all eligible devices by default.

Step 10:Our Target locations are Karur and 20 Miles around Anna Nagar West Extension, Chennai. So, choose Advanced Search to select these locations.

Locations  Which locations do you want to target (or exclude) in your campaign?

All countries and territories

India

Let me choose...

[Advanced search](#)

For example, a country, city, region or postcode.

Step 11: There are four tabs Search, Radius targeting, Location groups and Bulk locations. We are going to use the first two (*Snapshot 8.8*). Type “karur” in search box and choose Add. This location will be added.



The screenshot shows a world map on the left with a search bar at the top right containing the text "karur". Below the search bar is a table of search results. The table has two columns: "Matches" and "Reach". The first row is highlighted in yellow and shows "Karur, Tamil Nadu, India - city" with a reach of 22,000. Below this are "Locations that enclose Karur, Tamil Nadu, India" and "Related locations".

Matches	Reach
Karur, Tamil Nadu, India - city	22,000
Locations that enclose Karur, Tamil Nadu, India	
Tamil Nadu, India - state	15,700,000
India - country	156,000,000
Related locations	
Karnataka, India - state	21,400,000
Kerala, India - state	3,650,000
Andhra Pradesh, India - state	11,800,000
Punjab, India - state	1,640,000
Kenya - country	3,120,000
Noboribetsu, Hokkaido, Japan - city	11,000
Burundi - country	100,000

Snapshot 8.8 Choose Karur

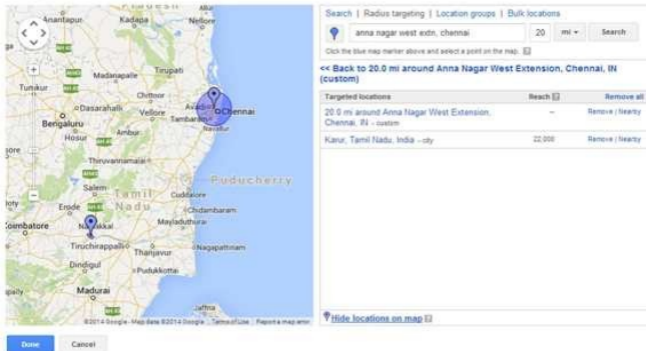
Step 11: Choose Radius

targeting tab and type “Anna Nagar West Extn, Chennai”.

Type 20 and Select mi or km from the dropdown. Click on Add to select this location.

Step 12: Verify the locations

added and click on “Done” to
save your selections
(*Snapshot 8.9*)



Search | Radius targeting | Location groups | Bulk locations

anna nagar west extn, chennai 20 mi Search

Click the blue map marker above and select a point on the map.

<< Back to 20.0 mi around Anna Nagar West Extension, Chennai, IN (custom)

Targeted locations	Reach	Remove all
20.0 mi around Anna Nagar West Extension, Chennai, IN - custom	-	Remove / nearby
Karur, Tamil Nadu, India - city	22,000	Remove / nearby


Hide locations on map

Done Cancel

Snapshot 8.9 Save your locations

Step 13: Once you save your locations, it takes you to the Campaign Creation screen. Next step is to select the

Languages. Click on Edit and choose the language of the websites that you would like your ads to appear on. By default, the language targeting is set to English.

Locations  Which locations do you want to target (or exclude)

- All countries and territories
- India
- Let me choose...

Targeted locations

20.0 mi around Anna Nagar West Extension,
Chennai, IN - custom

Karur, Tamil Nadu, India - city

Enter a location to target or exclude.

A

For example, a country, city, region or postcode.

Languages  **English** [Edit](#)

- | | | |
|--|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> All languages | | |
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Greek | <input type="checkbox"/> Portuguese |
| <input type="checkbox"/> Bulgarian | <input type="checkbox"/> Hebrew | <input type="checkbox"/> Romanian |
| <input type="checkbox"/> Catalan | <input type="checkbox"/> Hindi | <input type="checkbox"/> Russian |
| <input type="checkbox"/> Chinese (simplified) | <input type="checkbox"/> Hungarian | <input type="checkbox"/> Serbian |
| <input type="checkbox"/> Chinese (traditional) | <input type="checkbox"/> Icelandic | <input type="checkbox"/> Slovak |
| <input type="checkbox"/> Croatian | <input type="checkbox"/> Indonesian | <input type="checkbox"/> Slovenian |
| <input type="checkbox"/> Czech | <input type="checkbox"/> Italian | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> Danish | <input type="checkbox"/> Japanese | <input type="checkbox"/> Swedish |
| <input type="checkbox"/> Dutch | <input type="checkbox"/> Korean | <input type="checkbox"/> Thai |
| <input checked="" type="checkbox"/> English | <input type="checkbox"/> Latvian | <input type="checkbox"/> Turkish |
| <input type="checkbox"/> Estonian | <input type="checkbox"/> Lithuanian | <input type="checkbox"/> Ukrainian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Malay | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> Finnish | <input type="checkbox"/> Norwegian | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> French | <input type="checkbox"/> Persian | |
| <input type="checkbox"/> German | <input type="checkbox"/> Polish | |

Snapshot 8.10 Languages

You can choose any language based on your business

interest.

It is important to understand that Google will not be translating your ads or keywords based on the targeting language you select. It is your duty to add translated keywords and ads if you want to target other languages.

Step 14: Choose your Bid Strategy for your keywords (*Snapshot 8.11*). There are

two options

1. I'll manually set my bids for clicks
2. AdWords will set my bids

For every keyword, the cost per click varies based on competitors bidding for the keyword during Ad Auction. I would suggest you to choose "I'll manually set my bids for clicks". Also, I would suggest you to analyse your Keyword bid values before

you proceed to next step.
Click on **Tools** menu and right
click on **Keyword
Planners** sub-menu. Open it in
New Window for reference.

Let's go to **Keyword
Planner** window (*Snapshot
8.12*) to analyse the bid
values suggestions for
keywords.

Google AdWords Home **Campaigns** Opportunities Tools

1 Select campaign settings ————— 2 Create an ad group

German Polish

Bid strategy ⓘ Basic options | [Advanced options](#)

I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximise clicks within my target budget

Default bid ⓘ Rs.

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget ⓘ Rs. per day

Actual daily spend may vary. ⓘ

- Change History
- Conversions
- Google Analytics ⓘ
- Google Merchant Center
- Keyword Planner**
- Display Planner
- Ad Preview and Diagnosis

Snapshot 8.11 Bid Strategy and Tools Menu

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups

Snapshot 8.12 Keyword Planner Window

Step 16:

▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

digital marketing training

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting 

Chennai


English

Google

Negative keywords

Date range 

Show avg. monthly searches
for: Last 12 months

Customise your search 

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Include/Exclude

Get ideas

Snapshot 8.13 Search for new

Keyword Ideas

Step 15: Keyword Planner Tool helps you identify various keyword combinations related to your keyword, monthly search volume in Google and suggested Bid values.

Expand “Search for new keyword and ad group ideas” row (*Snapshot 8.13*).

Enter a keyword related to your business to get more suggestions related to that keyword. Choose the targeting Location, Language, etc. to make a research on the keywords under the selected conditions.

I entered “digital marketing training” to search for keyword combinations and bid values.

I chose Chennai and English as Targeting Location and Language.

Now click on Get Ideas. It opens up the Various Adgroup and Keyword Ideas related to “digital marketing training” (*Snapshot 8.14*).

Step 17: It shows Average Monthly Searches, Competition and Suggested Bid for the keywords. You

have to analyse the various keyword combinations suggestions provided in this tool to decide on specific keywords to bid for.

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid
Digital Training (17)	digital marketing training in bangalore, digital marketing ...	220	Medium	Rs 127.78
Digital Course (46)	digital marketing course, digital marketing courses, digi...	570	High	Rs 72.61
Digital Marketing Institute (8)	digital marketing training institute, institute of digital ma...	90	High	Rs 75.73
Marketing Mumbai (28)	digital marketing training in mumbai, digital marketing c...	170	High	Rs 108.81
Marketing Company (18)	digital marketing companies, digital marketing compan...	280	High	Rs 116.15
Marketing Training (22)	internet marketing training, online marketing training, m...	200	High	Rs 27.19
Digital Agency (7)	digital marketing agency, digital marketing agencies, di...	190	High	Rs 152.90
Certificate In Digital (12)	digital marketing certification, certificate course in digi...	120	High	Rs 46.04

Snapshot 8.14 Adgroup and Keyword Ideas

Do not choose generic keywords for your campaign. Always choose specific keywords and bid for it. For example, I would suggest you to choose “digital marketing training Chennai” as your keyword. This should fetch more focused visitors from your marketing campaign as they are specifically looking for training in Chennai.

Step 18: Let's click on


“Digital Training” Adgroup from *Snapshot 8.14* above and analyse. As you see in *Snapshot 8.15*, I found that “digital marketing training in Chennai” is the best keyword for me to target with Average Monthly Search of 70, Medium Competition and suggested bid of Rs. 127.78. You should do this analysis for all Adgroup Ideas and find more keyword themes for your campaign.

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
digital marketing training in bangalore	10	High	-
digital marketing training in pune	10	Medium	-
digital marketing training in chennai	70	Medium	Rs. 127.78


Snapshot 8.15 Keyword Ideas

Step 19: Based on keyword planner analysis, I decided to set Rs.128 as bid value and will be adding “digital marketing training in chennai” as my keyword for my first ad group. Budget amount should be decided based on how much you are

willing to spend on the ads. Consider if I'm planning to spend Rs. 80,000 on my AdWords campaign for a month, divide it by 30.4 to know the amount to be spent for a day and enter it in the Budget per day box. Here, in this example we have decided to spend Rs. 60,800 and hence we have entered the budget as Rs.2000/day.

Bid strategy  Basic options | [Advanced options](#)

I'll manually set my bids for clicks

 You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximise clicks with

Default bid  Rs.

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget  Rs. per day

Actual daily spend may vary. 




Snapshot 8.16 Bid and Budget

Step 20:

Ad extensions will be covered later in this chapter. For Now, we can Save and Continue.

Ad extensions

You can use this optional feature to include relevant business information with your ads. [Take a tour](#)

- Location  Extend my ads with location information
Your account doesn't have any locations. [Add now](#)
- Sitelinks  Extend my ads with links to sections on my site
- Call  Extend my ads with a phone number

Save and continue

Cancel new campaign

Snapshot 8.17 Save your Campaign

Step 21: Provide name for your first Ad group. It is important to understand that the name of the Ad group is for our reference only. This has got nothing to do with the performance of the campaign.

Add Keyword “digital marketing in chennai” under this ad group (*Snapshot 8.18*).

Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name



Keywords

Your ad can show on Google when people search for things related to your keywords.

digital marketing training in chennai
"digital marketing training in chennai"
[digital marketing training in chennai]
+digital +marketing +training in +chennai|

Snapshot 8.18 Ad group name and Keywords

While adding keyword, we need to decide on the various

keyword match types to add.
There are 4 keyword match types.

1. Broad match: digital marketing training in chennai

2. Phrase match: “digital marketing training in Chennai”

3. Exact Match: [digital marketing training in chennai]

4. Broad Match Modifier:
+digital +marketing +training in +chennai

Match types are used for informing Google about how the keyword should be matched with the search term by the users for showing ads.

Exact Match Type :

Exact match type is used to specify the Google search engine that our ads should be shown only if a person search for that exact term included in the AdWords campaign. Exact type keywords are

added inside Square Brackets [].

Example: when we give [digital marketing training], our ads will be shown only if people search for digital marketing training. If they search in different order with the same terms or if they include “in Chennai” to the search term, our ads will not be displayed.

Phrase Match Type:

In Phrase Match Type, our

ads will be shown if people search for the exact term, or with some other terms in the beginning or at the end of the keyword phrase provided by us. Our keyword order should not be modified. Phrase match keywords are represented using double quotes “ ”. **Example:** When we add “digital marketing training” in phrase match, our ads will be shown if people search for the following

terms.

digital marketing training in
Chennai.

chennai digital marketing
training.

digital marketing training

Our ads will not be shown for
the following keywords.

training for digital marketing
in chennai. training for
digital marketing

Broad Match Type :

Broad Match type is the most generic way to add a keyword, such that the ads will be shown if the search term contains the keyword in any order and this also shows ads for the plural terms and other same meaning keywords. It is not necessary that all the terms in the keyword should be present in the search term for showing our ads.

Example: When digital marketing training is given in broad type, Our ads will be shown for the following:

digital marketing
marketing training
training for marketing
training for digital
marketing, etc.

Broad Match Modifier:

This type of keywords is used to prevent the ads from being displayed to irrelevant

customers. This type of keyword would have a Plus symbol before the important terms of the keyword. The terms with plus symbol should be compulsorily present in the search term but can be in any order.

Example: If our keyword is +digital +marketing +training in +chennai, we can see that we have included + symbols for the keywords required to be present in the Search

Term.

Our ads will be shown for the following search terms:

digital marketing training
chennai

chennai digital marketing
training

training for digital
marketing training chennai

Our ads will not be shown for the following: marketing
training chennai

digital marketing training

training in marketing

We have added all four match types just to explain. Google suggests following Broad to Exact approach. You may start with adding just broad type and analyze. You may then move on to include only specific match types as required.

Step 22: Once you are done

with adding the keywords,
click on **Continue to ads**.

Continue to ads

Save and create ads later

Cancel

Step 23: Create your Text Ad
for first Ad group (*Snapshot
8.19*)

Create an ad

Text ad App / digital content ad WAP mobile ad Dynamic search ad Mobile app engagement

To get started, write your first ad below. Remember, you can always create more ads later. [Learn how to write a great text](#)

Headline

Digital Marketing Course

Description line 1

Course Starts on April 1st 2015

Description line 2

Fee INR 4000. Register Today!

Display URL

MsmEDI-Chennai.gov.in/Digital

Landing page Final URL (recommended) Destination URL

http:// www.msmEDI-chennai.gov.in

URLs for mobile

Mobile URL

http://

Ad URL options (advanced)

Tracking template

Example: <http://www.tracking.com/?url={url}&id=5>

Custom parameter

{_ name } =

{_ name } =

{_ name } =

Ad preview: The following ad preview

Side ad

Digital Marketing Course
msmedi-chennai.gov.in/Digital
Course Starts on April 1st 2015
Fee INR 4000. Register Today!

Top ad

Digital Marketing Course
msmedi-chennai.gov.in/Digital
Course Starts on April 1st 2015 Fe

Ad extensions expand your ad with a
[Take a tour](#)

Snapshot 8.19 Create ad

Headline:

Headline of the ad which will
be shown in Google Search

Results Page. It should not exceed 25 characters and should contain keywords. Make sure to use “Initial Caps” for your words for better readability.

Snapshot 8.19: our Headline is **“Digital Marketing Course”**

Ad Text (Description Line 1) & Ad Text (Destination Line 2):

Should contain unique selling

points about your business and Call to action terms such as buy now, enquire, contact us etc. Each line should not exceed 35 characters limit.

Snapshot 8.19 : our Ad Texts are:

Course Starts on October 2014

Fee INR 4000, Register Today!

On the right side (As shown

in *Snapshot 8.19*), we can see the preview of how our ads will be displayed in Google SERP (Search Engine Results Page).

Note: Ads should follow **Google AdWords Guidelines**. Search for “Google AdWords Guidelines” to know more about Ad Guidelines and Policies.

Display URL:

It should not exceed 35

characters. It should contain the domain name

Snapshot 8.19: our Display

URL is **MsmeDi-**

Chennai.gov.in/Digital

Destination URL / Final

URL: Final URL has

advanced feature when

compared to Destination URL

option. So, choose “Final

URL” option and enter your

Landing Page URL.

Do not use your home page

URL here. It should be the actual Landing Page URL where we talk about digital marketing training program. Land your visitors to the page they are actually looking for. Do not land them on a generic page like your home page where you talk about everything. Do not confuse your visitor by providing more options.

Snapshot 8.19: our

Destination URL
is [www.msmedi-
chennai.gov.in/training/dm](http://www.msmedi-chennai.gov.in/training/dm)

Advanced Ad Options:

Please leave URLs for

Mobile and **Custom**

Parameter options empty.

Save the ad by clicking
on **Save** button (*Snapshot
8.19*).

Step 24: Click on **Review
Campaign** button to review
your Campaign Settings, Ad
group, keywords, Ads and

Bids. If you are fine, Click on “Save and Finish” to create this campaign.

Step 25: Once you click on Save and Finish, you would see a pop up to continue to billing. We will setup billing at a later point.

Choose **Save and Finish** to analyse our Campaign first.

Step 26: Here is the AdWords interface with our Campaign (*Snapshot 8.20*).

Campaigns and Ad Groups are listed on the left pane. On the right pane, you have various tabs “Ad Groups, Settings, Ads, Keywords, Ad extensions and Dimensions”.

You will be able to add/modify/pause/enable/delete Ad groups, Ads, Keywords from respective Tabs above. You can create new campaigns by choosing “All online campaigns” from left

pane.

You will be able to change the campaign settings for your campaign from Settings Tab.

Google AdWords Home Campaigns Opportunities Tools

Search

All online campaigns

MSME-Digital Marketing
Digital Marketing Training Chennai

All online campaigns >

Campaign: MSME-Digital Marketing

Enabled Type: Search Network only - Standard Edit Budget: Rs. 2,000.00/day Edit

Extension, Chennai, IN Edit

Ad Groups Settings Ads Keywords Ad extensions Dimensions

All but removed ad groups Segment Filter Columns

Clicks vs None Daily

Saturday, 16 August 2014

+ AD GROUP Edit Details Bid strategy Automate

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default Max. CPC
<input type="checkbox"/>	<input type="radio"/>	Digital Marketing Training Chennai	Eligible	Rs. 128.00

Snapshot 8.20 AdWords Interface

<input type="checkbox"/>	<input checked="" type="radio"/>	digital marketing training in chennai	Eligible	Rs. 128.00 <input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="radio"/>		Eligible	Rs. 128.00 <input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="radio"/>	"digital marketing training in chennai"	Eligible	Rs. 128.00 <input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="radio"/>	+digital +marketing +training in +chennai	Eligible	Rs. 128.00 <input checked="" type="checkbox"/>

Enabled

Paused

Snapshot 8.21 Pause / Enable

Ad extensions :

Ad Extensions are the additional information displayed in addition to your Ad Text. Here in this

Snapshot 8.22, “20 Million Units Sold” is called Sitelink Ad Extension. The next ad has Location Ad Extension: “6, Kariyan Ponnann Street, Madipakkam”

APC UPS Official Site - apcindiastore.com

Ad www.apcindiastore.com/ ▼

Get the Best Price of the Day from **APC UPS India Official Site Now!**

UPS for Home/Home Office · 1KVA to 20KVA UPS · Upto 3 Hours Backup

20 Million Units Sold

UPS for Home & Office

3KVA to 20KVA-Best Price

Star Inverters Madipakkam

www.starinverters.com/@:9840373947 ▼

Inverter at Best Prices In Chennai

Luminous, Microtek, Su-kam, **Apc**, Exide

📍 **6, Kariyan Ponnann Street, Madipakkam**

044 2242 1615

Snapshot 8.22 Ad Extensions

To Enable or Pause any
Keyword, go to Keywords
Tab and click on the Green
button as shown in Snapshot

8.21. The process is same for Ad groups and Ads but you will be doing it from the respective Tabs.

Step 27: These extensions are used to provide more information about the business, website or products. We are going to add three key Ad Extensions for our MSME - Digital Marketing Campaign:

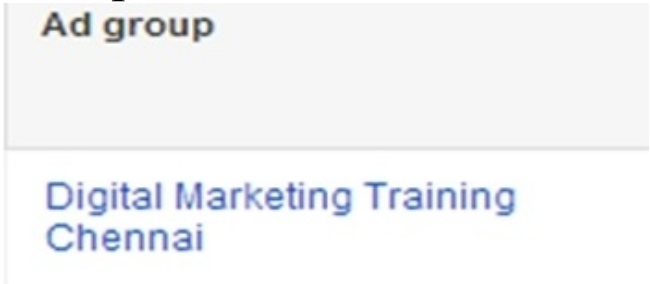
Sitelinks

Location Call

You can add Ad extensions at campaign level or at Ad group level. If you add a campaign level extension, it applies to ads in all Ad groups. If you add an Ad group level extension, it applies only to ads in that specific Ad group. It is advisable to add Ad group level extensions to have

focused extensions per ad group.

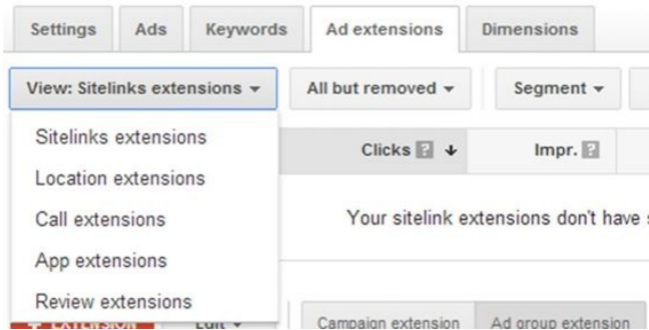
To add an Ad extension, click on your Ad group under Ad Groups Tab

A screenshot of a Google Ads interface. At the top, there is a grey header bar with the text "Ad group" in bold. Below this, the text "Digital Marketing Training Chennai" is displayed in a blue font. The text is slightly blurred, suggesting it is a screenshot from a video or a low-resolution image.

Ad group

Digital Marketing Training
Chennai

Now Click on Ad extensions Tab (*Snapshot 8.23*). Click on View Drop down.

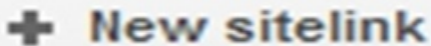


Snapshot 8.23 Ad extensions

Step 28: Choose your Ad group



Step 29: Click on +New Sitelink.

A screenshot of a user interface showing a button with a plus sign and the text "New sitelink". The button is rectangular with rounded corners and a light gray background. The plus sign is black and the text is in a bold, black, sans-serif font.

Sitelinks extensions :

Click on Sitelinks Extensions to create sitelinks for specific Adgroup. It opens up the Sitelink Extension window.


Step 30: Provide required details to create a sitelink (*Snapshot 8.24*).

New sitelink

Link text  Early Bird Offer

Link URL  http://  www.msmedi-chennai.gov.in/contact

Device preference  Mobile

Description  Register Now and Get 10% Off
Optional

Valid only until August 28th 2014

Start/end dates, scheduling

Start/end dates  26 Aug 2014 - 28 Aug 2014

Scheduling  **Show this sitelink all days and hours**
[+ Create custom schedule](#)

Save

Cancel

Location Extensions:

Similar to an ad, create this

sitelink with heading (Link text), destination URL (link URL) and description.

Scheduling is used show this sitelink for a specific time period. You can add offer as a sitelink and set a time limit for this offer sitelink to expire by certain date.

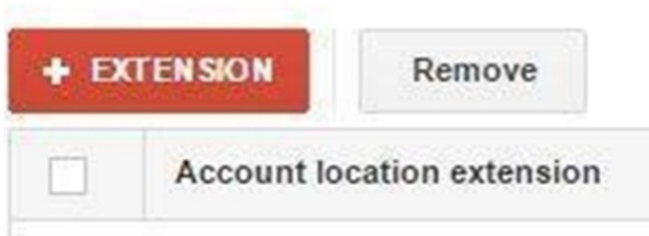
Click on Save to create this sitelink.

Snapshot 8.24 Create Sitelink

Location Extensions are used for displaying the business location along with the ad text. Through Location Extension, we should link **Google AdWords with Google MyBusiness**. We have already discussed about creating a Google MyBusiness Account in Chapter 4. Let's go through the steps to link Google AdWords with Google

MyBusiness.

Step 31: Choose Location extensions from Ad Extensions Tab -> View drop down (*Snapshot 8.23*). Click on + EXTENSION.



You'll be prompted to link your Google MyBusiness and

AdWords accounts. As we use same Gmail ID for all our Google Services, you just have to click on Done (*Snapshot 8.25*). Your location information from MyBusiness will be linked to AdWords.

Link your My Business and AdWords accounts

Import the business locations from your Google My Business account into AdWords for location extensions and other location-related features. [Learn more](#)



Google MyBusiness

locseaaunz@gmail.com

Use a different account



Google AdWords

Done

Cancel

Set up a filter to limit the locations

Snapshot 8.25 Link

MyBusiness and Adwords

Call Extensions

Call extension is used to display the phone number along with your Ad Text in Google Search.

Step 32: Choose Call

extensions from Ad

Extensions Tab -> View drop

down (*Snapshot 8.23*). Click

on + EXTENSION. Click on

+New Phone Number to add

your call extension as
mentioned in *Snapshot 8.26*.

New phone number

Phone number

India

Phone number example: 011 2345 6789

Show the following links

Both my website and the phone number

Just the phone number

Device preference

Mobile

Advanced

Start/end dates

Scheduling

Show this phone number all days and hours
[+ Create custom schedule](#)

Save

Cancel

Snapshot 8.26 New Phone Number

Enter your phone number and set the schedule if needed.

Click on save once done.

We have successfully created

our Campaign and Ad Extensions. It's now time to make it live. To do this, we need to setup Billing Profile and make a Payment.

Billing Setup

Click on the Gear icon on the top right corner of the AdWords interface. Choose Billing.

Customer ID: 914-964-0030

locseamsme@gmail.com



Billing

Account settings

Send feedback

Help

[Worldwide phone support](#)

Choose your billing country from Account Setup Screen. I chose India here.

Account setup

Select the country or territory where your billing address is located. This choice may affect the [payment options](#) you'll have in the next step.

 India (IN)

Continue

Choose Individual or Business. For Business, Tax Account Number is mandatory. Provide

Tax Details

Status

Individual 

TAN optional

Name and address


MSME DI Chennai

Guindy

chennai

600101

Tamil Nadu 


Primary contact 

Elex

04443835257

locseamsme@gmail.com

How you pay 

Automatic payments (recommended) 

Your service can start immediately, and you pay after you accrue costs. You're charged automatically either when your balance reaches

Snapshot 8.27 Billing Setup

Name and Address. Choose the Payment type. There are two types:

1. Automatic
2. Manual

If you choose Automatic Payments, you should provide your Credit or Debit card details. Your Ads start running. You will be automatically charged after

30 days or when you reach max billing limit for your account. This is called Post Pay mode.

If you choose Manual Payments type, you should make a payment first using Net Banking or Credit or Debit card. Your ads start running. Google deducts Cost per click from your Pre Paid Balance. Your ads stop running when your balance is


exhausted. You need make a payment again to start. This is called Pre Pay mode.

As you are a beginner, I would suggest you to go ahead with Manual Payment to have control on your spend.

Choose the Language, review the terms and click on Complete sign up.

As soon as you enter your billing and make a payment, your ads start running. The next step is to measure performance of your campaign and optimize it to make it a successful campaign. You need to closely monitor your campaign and tune to generate more sales / leads.

Key Fields to Monitor

Budget 

Rs.130.00/day



After going live with your

campaign, you should monitor these values. Budget: Decide if you have to increase or decrease your budget for the campaign.

Budget is one of the key factors for your Ads to show up more times in Google Search Results Page.

Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?
49	3,719	1.32%	Rs.6.78	Rs.332.15	5.3	26	Rs.12.60	54.17%

Clicks: Number of times user clicked on your Ads in

Google Search Network.

Impressions: Number of times your Ads shown up in Google Search Network.

CTR : Click Through Rate. Clicks divided by Impressions. CTR is a key field to monitor. Try to improve CTR%. If CTR goes high, it means your Ads are relevant to your Keywords and hence you get higher CTR. It helps in increasing

your keyword Quality Score. Please refer “Quality Score” section below.

Avg CPC: Average amount charged by Google for a click on your Ad. Avg CPC will never exceed your maximum bid value.

Cost: Total amount spent for your Ad Clicks.

Avg. Pos.: Average Ads Position in Google Search.

Converted Clicks : A conversion is nothing but a lead generated through website or product sales or any action that you want to measure. This field shows how many conversions have been generated in your website using Google AdWords. To setup conversions, you need to generate and paste setup code. Please refer **“Conversions”** section

below.

Cost/converted click: Cost divided by number of Converted Clicks.

Click conversion rate :
Number of Converted Clicks divided by number of Clicks.
Try to increase the conversion rate as it directly results in more revenue.
Check the “Optimization” section below to improve.

Max CPC : Maximum Cost Per Click (Maximum Bid) that you are ready to pay for a click on your Ad. The right combination of Max CPC and Budget acquires maximum number of impressions for your Ads.

There are more columns you may add from Columns drop down under any Tab in Adwords. What we have listed above are the core

fields you should track on a regular basis.

Conversions

Assume we have a lead form in our website. Whenever we click on this lead form, it takes us to a thank you page. It is called a conversion or lead or goal. To track number of leads generated through AdWords Ads, we should create AdWords Conversion Setup Code and paste it into

this specific thank you page.

Go to Tools -> Conversions -
> + Conversion Select

"Website" -> Provide a Name
Value: Choose "Don't assign
a value" Category: Choose
"Lead"

Click on Save and Continue

It shows Conversion Setup
Code. Here is a sample
Conversion Setup code
generated using Google

AdWords:

```
<!-- Google Code for Contact  
Form Submitted Conversion  
Page -->
```

```
<script  
type="text/javascript">
```

```
/* <![CDATA[ */
```

```
var google_conversion_id =  
1023521550;
```

```
var
```

```
google_conversion_language  
= "en";
```

```
var
```

```
google_conversion_format =  
"2";  
var google_conversion_color  
= "ffffff";  
var google_conversion_label  
=  
"hrotCLPmi1oQjuaG6AM"  
var google_remarketing_only  
= false;  
/* ]]> */  
</script>  
<script type="text/javascript"  
src="//www.googleadservices.  
</script>
```

```
<noscript>  
<div style="display:inline;">  
Learn more</a></p> <p><b>7/10</b>      Expected clickthrough rate: <b>Above average</b><br/> Ad relevance: <b>Average</b><br/> Landing page experience: <b>Average</b></p> <p><a href="#">Ad Preview and Diagnosis</a></p> |            |            |

Having highest Quality Score improves your Ad Ranking and it helps you reduce your cost per click.

**How do I improve my Quality Score?** 1. Perform SEO on-page and off-page activities for your website. It improves the Quality of your webpages and also the Quality Score of your campaign keywords.

2. Ads, Keywords and Landing page relevancy should be improved.

Relevancy plays a major role in increasing your Quality



score.

3. Maintain highest Click Through Rate (CTR) for your keywords. Again relevancy matters. To increase the CTR, you should try adding various Ads for your Keywords. Pause Ads with low CTR. Keep experimenting by introducing new ads relevant to your keywords.

4. Historical Performance of

your Campaign affects your Quality Score.

## **Negative Keywords :**

Negative keywords help your campaign target only relevant visitors by not showing your Ads for irrelevant keywords search in Google. You need to add few generic negative keywords always to start with if it is applicable for your Campaign. For example: you may want to add these

keywords as your negative keywords in your campaign: jobs, career, free, pro bono, hiring, review, what, how, etc. You can add negative keywords from Keywords Tab. Go to Keywords Tab -> scroll down to the end -> Expand +Negative Keywords -> Add your negatives at Campaign or Ad group level. If you add negatives at Ad group level, it will be applicable only for the Ad

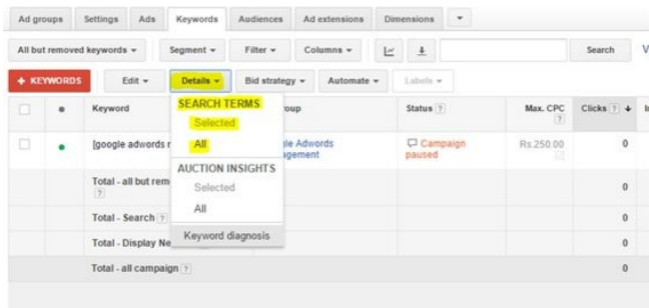
group. If you add negatives at Campaign level, it will be applicable for all Ad groups. Once the negative terms have been added, your ad won't be displayed for the people who search for those terms. The negatives can also be added with individual keyword types such as broad, phrase and exact type.

## **Search Terms :**

To increase relevant visitors

to your website, you should review Actual Search Terms that triggered your Ad in Google Search. To review your search queries, go to the Keywords Tab for specific campaign and click on the Details drop down. Choose “All” from the drop down if you want to review the actual search terms for all your keywords or you can check for a specific keyword by selecting the check box from

keyword list and then choose “Selected” from the Details drop down.



The screenshot shows the Google Ads interface with the 'Keywords' tab selected. A dropdown menu is open under the 'Details' button, showing options for 'SEARCH TERMS' (Selected, All) and 'AUCTION INSIGHTS' (Selected, All, Keyword diagnosis). The table below shows a list of keywords with columns for Keyword, Group, Status, Max. CPC, and Clicks.

| Keyword              | Group      | Status          | Max. CPC  | Clicks |
|----------------------|------------|-----------------|-----------|--------|
| [google adwords r    | le Adwords | Campaign paused | Rs.250.00 | 0      |
| Total - all but rem  |            |                 |           | 0      |
| Total - Search       |            |                 |           | 0      |
| Total - Display Ne   |            |                 |           | 0      |
| Total - all campaign |            |                 |           | 0      |

It opens up the Google Search Terms report for your keywords. It shows the actual search queries entered by the

user in their systems that triggered your Ads. This helps you identify the good keywords used by the user to reach you. Also, it helps you identify the irrelevant keywords entered by the visitors. You should add irrelevant keywords to Negative Keywords so that your ad won't appear next time when some other user search for that term. You should add relevant keywords

to your keyword list if it is not present already.

## **Ad Schedule**

If you want to run your campaign only for certain time period, you can do so by setting your Ad Schedule. Click on Settings Tab -> Ad schedule -> + AD SCHEDULE. Create your specific ad schedule and save.



Campaigns

Ad groups

Settings

Ads

All settings

Locations

Ad schedule

Devices

Filter ▼

Segment ▼

Columns ▼

**+ AD SCHEDULE**

Set bid adjustment



Day and  
time

Campaign

Bid  
adj.  
?

Clicks ?

# Devices

Campaigns

Ad groups

Settings

Ads

All settings

Locations

Ad schedule

Devices

Filter ▾

Segment ▾

Columns ▾

Set mobile bid adjustment

| <input type="checkbox"/> | Device                            | Campaign     | Bid adj.<br><input type="checkbox"/> | Click |
|--------------------------|-----------------------------------|--------------|--------------------------------------|-------|
| <input type="checkbox"/> | Computers                         | APC Home UPS |                                      |       |
| <input type="checkbox"/> | Mobile devices with full browsers | APC Home UPS | - 20%                                |       |

# Bid Adjustments

By Default, your ads will be shown on all devices. You can check the device specific performance of your campaigns from Settings -> Devices Tab.

You will be able to adjust your Mobile Bids from this tab by clicking on Bid adj. column for “Mobile devices for full browsers” row. You

will be able to increase or decrease the bid by certain percentage. If you want to completely avoid Mobile devices from showing your ads, you can decrease “Bid adj.” column by 100%.

As you monitor your keywords performance, if you want to decrease or increase the Max CPC, you can do so from Ad group Tab and Keywords Tab

| <input type="checkbox"/> |  | Ad group                   | Campaign name | Status   | Default Max. CPC    | Campaign type       |
|--------------------------|--|----------------------------|---------------|----------|---------------------|---------------------|
| <input type="checkbox"/> |  | APC Home Inverter 850 sine | APC Home UPS  | Eligible | Rs.10.95 (enhanced) | Search Network only |



Edit your Default Max CPC column to adjust your bids based on the performance of your specific Ad group or Keywords. When you change your Max CPC for an Ad group, it applies to all Keywords inside the Ad group except below:

If you change Max CPC for a specific Keyword, it won't follow Ad group's Max CPC. It will use only the Keyword's Max CPC.

## **Reports**

You can choose the custom period for which you need the report from top right corner. Click on the down arrow mark button next to “Columns” drop down.

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Auto targets

All but removed ad groups ▾ Segment ▾ Filter ▾ Columns ▾  

Download and schedule report

Format **Excel .csv ▾**

Segment ?

Email and schedule report

Advanced editing

Save this report

**Download** Cancel

- Excel .csv
- .csv
- .tsv
- .xml
- .csv.gz
- .pdf
- .xml.gz
- .xlsx

Ad group ? Default Max. CPC ? Campaign type ? Campaign subtype Clicks ? ▾

Choose the format you require and click on Download. You can download reports from any tabs except settings.

# **Process**

## **Ad Rank**

An Ad Rank is a value that is used to determine the ads position (Where the ads to be shown). This Ad Rank is calculated from the bid, quality score of each ad (expected click through rate, ad relevancy & landing page experience), Ad extensions and other ad formats. The Ad rank is recalculated each time the ad is eligible to show and



thus the ads positions may vary each time when the ad competes in an ad auction.

This also shows you whether your ad is eligible to show on all time or not.

## **Ad Auction**

The Ad auction decides which ad to be shown at which position comparing all the competitors' ads in the auction. Each time when an ad is eligible to appear in the

Google search results, it goes through the Ad Auction.

## **How does ad auction takes place?**

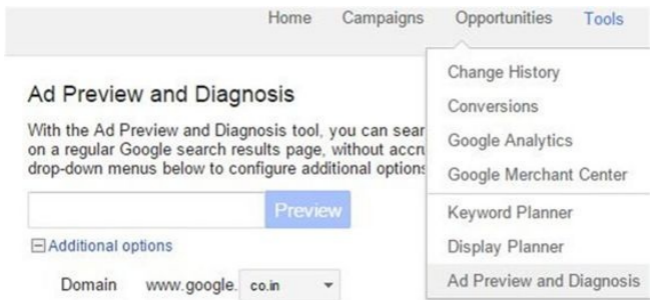
1. When a person enters the search term in Google Search bar, the AdWords system analyses all the ads that matches with the search term.
2. The ads which are not eligible to appear are ignored by the AdWords system.
3. The ads sufficiently with a

high Ad Rank may show. Ad Rank is a combination of your bid, ad's quality score, ad extensions and the other ad formats.

## **Ad Preview and Diagnosis Tool**

It helps you preview your ads. It provides diagnosis information if there is an issue with your Ads in showing up in Google Search. For example, if you added a

# Negative Keyword and it is blocking your Ads from showing up in Google Search.



## Tips

### Google Merchant Center: Application used to add your product data to

Google and make it available via Google Shopping and Google Search. For example, when you search for “buy sarees”, it shows items with images and prices on the right side of Google SERP. This is created using Google Merchant Center.

buy sarees



Web Images Videos News More Search tools

About 37,20,000 results (0.37 seconds)

Buy Sarees at 50+20% Off - mastimall.com

www.mastimall.com

More than 50%+ Off Saree Collector Buy Designer Sarees at Best Prices

Buy Bollywood Sarees - fashionandyou.com

www.fashionandyou.com/Sarees

Buy Bollywood Inspired Sarees@ Upto 80% Off. Pay COO. Buy Now!

Fashion and You has 6,946 followers on Google+

Remanika Tops. Below 299 - Jumpsuits. Flat 899 - Denims. Flat 999

buy sarees - Starting Rs 250, Latest Designs - snapdeal.com

www.snapdeal.com/buy+sarees

Up to 70% Off. Pay COO. Shop Now!

Snapdeal has 7,36,417 followers on Google+

Dresses below 999 - Bobom wear below 999 - Black tops

Sarees Online - Buy Designer Bollywood Sarees, Printed ...

www.jabong.com/women/clothing/sarees-dress-material/sarees

Buy Latest Style Sarees. Designer Sarees. Bollywood Sarees Online in India. Huge range of Printed Sarees at Jabong.com. ✓Free Shipping ✓30 Days Return



Shop for buy sarees on Google

Sponsored



Triveni Sarees

Printed Pink ...

Rs. 373.00

Jabong.com



Taanshi Cotton

Sarees -3006

Rs. 529.00

Amazon.in



Mamta Sarees

Faux ...

Rs. 299.00

Snapdeal



Triveni Sarees

Blue Printed ...

Rs. 391.00

Jabong.com



Triveni Sarees

Maroon ...

Rs. 391.00

Jabong.com



Bhagalpur

Taanshi ...

Rs. 800.00

Amazon.in



Triveni Sarees

Solid Black ...

Rs. 693.00

Jabong.com



Triveni Sarees

Black Printed

Rs. 391.00

Jabong.com

Sign up here

[www.google.co.in/merchants/](http://www.google.co.in/merchants/)

with your Gmail ID and

upload your product data in

the format required by

Google. Create a campaign

with Type as Online

Shopping with a budget. Your ads will be there in Google Search after approval from Google.

**Google AdWords Editor:** A desktop tool from Google to download/upload/sync your online AdWords account with your local desktop. You can create/edit campaigns, adgroups, keywords, ads, etc., from this desktop tool. You can make bulk changes in less

time. You should try this too. Go to Google and search for it.

## **8.2 Display Network**

Google Display network consists of a collection of websites in which the ads are displayed. You can display text and image ads in Google Display Network. You can also have Video Ads but we will be covering that in



YouTube Ads section below. This network doesn't just restrict to websites but also extends its advertising to mobile sites and apps. Display network helps us reach more potential customers and is an effective way of reaching the target audience.



The true potential of Display

Network is acquired when the right measures are taken.

Using the right keywords, placements, topics, interest and demographics can help your business reach potential customers.

For Example: When a medical ad is to be shown in Display Network, we can target websites with similar content to display our ads.

Google Display Network reaches a wide audience worldwide. With not just registered websites, the potential reach to customers extends to YouTube and many such Google subsidiaries. Reach new customers and sell more products.

Brand Awareness.

**Have you seen Google Display Network Ads in any**

**of the websites you know?**

I have highlighted Display Banner Ad in red (refer *Snapshot 8.2.1*). You can target specific websites to create your Branding by placing your Banner Ads using Google Display Network.



BLOGS

[Plan your E-Commerce Strategy](#)

Plan your E-Commerce Strategy.

SEARCH BLOG

Keywords here

ADWORDS BLOGS

## *Snapshot 8.2.1*

### **Aiming the right Audience:**

To target right audience,

**Select right keywords:** To

display ads in the relevant websites, adding right keywords to your Display Network campaign play a major role.

**Adding right Placements (Websites):** Using Display Planner Tools (AdWords Tools Menu -> Display Planner), you can find the suitable webpages (placements) that are relevant to your business. Adding right placements in your campaign helps you reach potential customers.

Example:

If you run gold rings business

in India and want to create a display network campaign, you may choose to perform these:

1. Targeting Keywords (Contextual Targeting): Add keywords like gold rings, gold rings business in your Ad group. Ads will be shown in websites that talks about these keywords.

2. Targeting Website:

Identify a website which has related content about gold rings and if you wish to show your ad there, add it as a placement in display network campaign.

**Re-Targeting:** You can re-target or show your ads to visitors who already visited your website. By creating Display Network campaign with re-marketing as sub type, you can re-target people



who have already visited your website but did not complete a goal. It can be done from “interest category” tab.

## **Display Network Ad**

### **Format:**

You can display Text Ads and Image/Banner Ads in Display Network.

**Text Ads:** We talked about Text Ads in Search Network Campaign.

Hire Article Writers

Just \$1.79 for 50 words, 3Days TAT.

Quality Guaranteed, Error Free.

[ArticleWriters.LocSea.Com/HireNow](http://ArticleWriters.LocSea.Com/HireNow)

## **Image Ads:**

Image ad ( *Snapshot 8.2.2* ) gets the attention of website visitors and makes them click on it to reach your website. You should mention your unique selling point (USP), call to action and better design to attract the

customers.

An advertisement for Crazyegg, featuring a teal background with white clouds. At the top right, there is a small 'AdChoices' icon. The Crazyegg logo, which includes a green lightbulb with a white 'G' inside, is positioned above the text 'crazyegg - visualize your visitors'. Below this, the main headline reads 'The Astonishing Power of Eye Tracking Technology... Without the High Costs'. At the bottom, a yellow button with rounded corners contains the text 'SHOW ME MY HEATMAP' in bold, uppercase letters.

AdChoices

**crazyegg** - visualize your visitors

The Astonishing Power of Eye Tracking Technology...  
Without the High Costs

**SHOW ME MY HEATMAP**

*Snapshot 8.2.2*

Please follow these technical requirements provided by Google for your Image Ads:

Image size:

Vertical rectangle: 240 x  
400

Mobile leaderboard: 320 x  
50

Banner: 468 x 60

Leaderboard: 728 x 90

Square: 250 x 250

Small square: 200 x 200

Large rectangle: 336 x 280

Inline rectangle: 300 x 250

Skyscraper: 120 x 600

Wide skyscraper: 160 x  
600

Half-page: 300 x 600

Large leaderboard: 970x90

Large mobile banner: 320  
x 100

Billboard: 970 x 250

Portrait: 300 x 1050

Your Image File Size should  
not exceed 150 KB.

Acceptable Image File Type:  
.jpeg or .jpg or .png or .gif

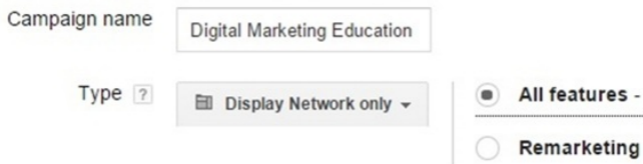
Do not use “Click Here” as a  
call to action in Image Ads.

Do not use copyright

materials in your image ads. Your ads will be disapproved by Google. If you receive disapproval email, it will also have policy details. Go through the policy and edit your image ads accordingly. When you resubmit your image ads after correcting the issues, it will be approved by Google after review.

**Create Display network Campaign:**

**Step 1:** Create a Campaign with Type as “Display Network Only” and sub type as “All Features”.



Campaign name

Type  ?

All features -

Remarketing

**Step 2:** Fill up required campaign settings such as location, language and bid strategy



Locations [?](#) Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- India
- Let me choose...

Enter a location to target or exclude.


[Advanced search](#)

For example, a country, city, region, or postal code.

Languages [?](#) What languages do your customers speak?  
**English** [Edit](#)

Bid strategy [?](#) [Basic options](#) | [Advanced options](#)

- Focus on **clicks** - use maximum CPC bids
- I'll manually set my bids for clicks

 You can set your ad group bid after you save your campaign settings.

## Step 3: Set your Budget

Budget [?](#)

Rs  per day

Actual daily spend may vary. [?](#)

**Step 4:** Provide your Ad group name and a bid for this Ad group. Use Tools -> Display Planner to analyze on the approximate bid for the Display Network for your business related placements.

Ad group name

Digital Marketing Training

Default bid

Rs

55

**Step 3:** You can choose your

target placements (websites) in three ways.

By choosing “Display Keywords”: Add your business keywords. Google shows ads in websites related to your keywords added.

By choosing “Interests & remarketing”: Your ads will be shown to people based on their interests.

Choose how to target your ads

- Display keywords – show ads on sites related to your keywords.
- Interests & remarketing – show ads to people based on their interests.
- Use a different targeting method

**Display keywords** ?

**Enter keywords** one per line

digital marketing institute chennai

**Selected keywords:** 2

- « digital marketing training chennai
- « digital marketing courses chennai

Find related keywords   Add keywords

By choosing third option, you can target using “Topics”, “Demographics” and “Placements”. Topics targets webpages based on the topic chosen. Demographics to

target specific demographics like age, gender.

If you choose Placements, you can choose specific websites to target by searching for it as mentioned below.

Choose how to target your ads

- Display keywords – show ads on sites related to your keywords.
- Interests & remarketing – show ads to people based on their interests.
- Use a different targeting method

Placements ▾

#### Placements ?






##### Search for placement ideas

digital marketing training chennai

Search

Selected placements: 1

« yet5.com

| Placement         | Ad formats                                                                                                                                                              | Impressions/week |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---|
| adeex.in          |   | 10K - 15K        | » |
| yet5.com          |   | 50K - 100K       | » |
| desitrainings.com |   | 3.5K - 4K        | » |

You can also find placements (websites, mobile apps, video channels) related to your business keywords using Display Planner from Tools menu

Choose the type of ad you want to create. If you want to create image ad, upload your banner image. Provide Display and Destination URL.

If you want to create Text Ads, fill up the respective

fields. Click on Done. Your Display Network campaign is ready.

## Optimize Placement Analysis

Let's analyze the placement performance from Display Network -> Placements Tab

[All online campaigns >](#)

Campaign: Display Network Campaign Draft

⏸ Paused    Type: Display Network only - All features [Edit](#)    Budget: CA\$1.00/day [Edit](#)    Targeting: United States [Edit](#)

Ad groups   Settings   Ads   Ad extensions   Dimensions   **Display Network** ▾

**+** TARGETING

Display keywords

**Placements**

Topics

Interests & remarketing

Demographics

All eligible placements ▾

Segment ▾

Filter ▾

Columns ▾



Search

There are two types of placements: Automatic and

Manual. Automatic placements are websites chosen by Google based on your target settings. Manual placements are websites that you added.

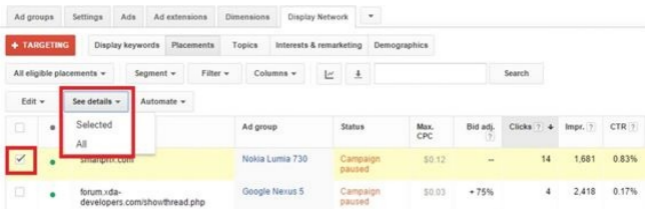
Check the performance of your placements by analysing the CTR and Converted clicks column. Usually CTR for display network campaigns will be less than 1%. If you see higher CTR



for any of your placements, check if it is a valid placement by analysing the webpage. You can analyze the specific webpage by selecting your placement and choose “Selected”. It shows the actual Page URL. Open the Page URL and see if it is a valid page to display your ad. If you think the specific webpage URL or website is not going to fetch relevant visitors, go ahead and exclude

it by adding the website domain or specific webpage URL as Negative Placements. If you scroll down to the bottom of “Placements” Tab, you will have option to add Negative Placements. Or you may select the placement, click on “Edit” drop down and choose “exclude (Campaign)” or “exclude (ad group)”. When you add a website domain as negative placement, your ads will not

be shown in all webpages in that website. If you add only specific webpage URL of a website as negative, your ad will not be shown in that specific webpage URL but your ad may be shown in other webpage URLs in the same website.



The screenshot shows the Google Ads interface for targeting settings. At the top, there are tabs for 'Ad groups', 'Settings', 'Ads', 'Ad extensions', 'Dimensions', and 'Display Network'. Below these are sub-tabs for 'TARGETING', 'Display keywords', 'Placements', 'Topics', 'Interests & remarketing', and 'Demographics'. The 'TARGETING' tab is active. Below the sub-tabs are filters for 'All eligible placements', 'Segment', 'Filter', 'Columns', and a search bar. There are also buttons for 'Edit', 'See details', and 'Automate'. The 'See details' button is highlighted with a red box. Below the filters is a table with columns for 'Ad group', 'Status', 'Max. CPC', 'Bid adj.', 'Clicks', 'Impr.', and 'CTR'. The table has three rows: 'Selected All', 'Nokia Lumia 730', and 'Google Nexus 5'. The 'Selected All' row is highlighted in yellow, and the 'Nokia Lumia 730' row is highlighted in yellow. The 'Google Nexus 5' row is highlighted in light blue.

|                                     | Ad group                                                  | Status          | Max. CPC | Bid adj. | Clicks | Impr. | CTR   |
|-------------------------------------|-----------------------------------------------------------|-----------------|----------|----------|--------|-------|-------|
| <input checked="" type="checkbox"/> | Selected<br>All                                           |                 |          |          |        |       |       |
| <input checked="" type="checkbox"/> | smarper.com<br>Nokia Lumia 730                            | Campaign paused | \$0.12   | --       | 14     | 1,661 | 0.83% |
| <input type="checkbox"/>            | forum.xda-developers.com/showthread.php<br>Google Nexus 5 | Campaign paused | \$0.03   | +75%     | 4      | 2,418 | 0.17% |

You can also evaluate the performance your keywords from Display keywords tab.

Display keywords

Placements

Topics

Interests & remarketing

Demographics

If you want to add any keywords as a negative, just scroll down to the bottom of page and you will find this screen

Campaign keyword exclusions

Site category options

+ EXCLUSIONS

Remove

Manage lists

+ OPTIONS

Add your negative keyword by using + EXCLUSIONS

You can also add **irrelevant Categories** for your business (for example. Games) as your negative category. If you add, the website classified under Games will not be targeted. You can do so by using + **OPTIONS** button under Site Category options (located next to Campaign keyword exclusions). This will save money and also you will get relevant visitors.

Similar way, you can add negatives from other tabs: Topics, Interest & remarketing and Demographics.

### **8.3 YouTube Ads**

If you have a video in YouTube that you want to promote, you can do it using YouTube Video Ads. You can create your Video Ads from Google AdWords.

**Types of YouTube ads format:**

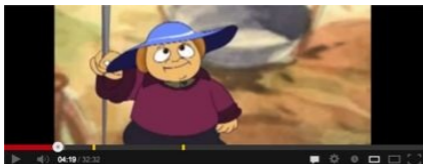
**In-Stream Video Ads:** When you try to open a video in YouTube, a video ad opens up before opening your actual video. It is called In-Stream Video Ads. There are two types in In-Stream video ads:

1. Video Ad that you can skip after 5 seconds.
2. Video Ad that you can't skip. You have to watch the complete video ad.



**In-Display Video Ads:**As you watch some video, you can see Video Ad Suggestions on the right side. The one highlighted in Yellow. It shows related videos or suggestions as Ad.





Suggestions



**Rain Rain Go Away**

by Hiccup Kitz  
14,179,366 views

Ad



**Telugu Nursery Rhymes**

by shamanokits  
132,372 views

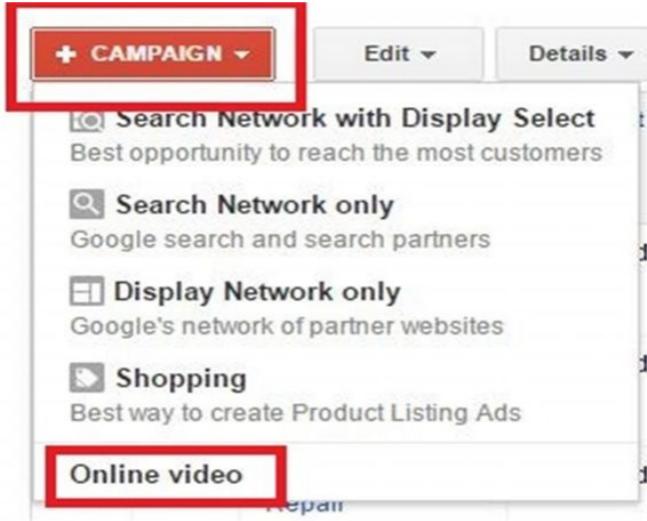


**Nursery Rhymes - One Two Buckle My Shoe**

# Steps to create a new video campaign:

Sign in to your AdWords Account

To create a new video campaign, click on **+CAMPAIGN -> Online Video**



Enter the name of your campaign, budget, networks, location and language. For Networks, I would suggest

you to start with YouTube Search and YouTube Videos. Uncheck “Include the Google Display Network” to begin with.

Networks 

YouTube Search

YouTube Videos

Include the Google Display Network

Choose your video from YouTube to be promoted as an Ad.

Video ad (optional)

Your video



Search for a video or paste the URL from [YouTube](#).

Save and continue to set the Targeting options for this Video Ad.

As shown in *Snapshot 8.3.1*:

Name your **Targeting Group** and set **Bidding**. When you set your **bidding**, please note it is for Cost Per View (CPV). You will see “Typical” suggestion for CPV.

Choose the

# **Demographic Options under Targeting Section.**

## Select bidding and audience

Name Targeting group 1

Bidding [?](#)Max Cost Per View \$  Typical: \$0.09 - \$1.04

Max Cost Per View is the highest price you are willing to bid for someone to view your video when it is run as an ad. [Customize bids per format](#)

## Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographic [?](#)

## Age

|                                     |                                     |                                     |                                     |                                     |                                     |                                     |
|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| 18 - 24                             | 25 - 34                             | 35 - 44                             | 45 - 54                             | 55 - 64                             | 65+                                 | Unknown*                            |

## Gender

|                                     |                                     |                                     |
|-------------------------------------|-------------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Male                                | Female                              | Unknown*                            |

## Parental status \*\*

|                                     |                                     |                                     |
|-------------------------------------|-------------------------------------|-------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Parent                              | Not a parent                        | Unknown*                            |

\*Unknown: Target people whose age or gender AdWords does not know.

\*\*Parental status targeting is only available in selected countries. [Learn more](#)

DONE

Cancel

Choose Interest Categories to target (Snapshot 8.3.2).

Further narrow down your Targeting options based on Topics, Remarketing, Keywords and Placements.

I would suggest you to use Keywords and Placements as your Targeting Filters to start with.

## Targeting

By default your ads will show to all viewers. Optionally you can refine your audience.

Demographic ? **Any gender, Any age, Any parental status** Edit

Interests ?

Enter a word, phrase, or website

- Affinity audiences (reach)
- In-market audiences (ROI)
- Other audiences

**DONE** Cancel

Narrow your targeting (optional) ▾

**Topics**  
Target videos about specific topics

**Remarketing**  
Target people who visit parts of your website

**Keywords**  
Target content related to your keywords

**Placements**  
Target specific videos and websites

ensuring that your use of the tools does not violate any applicable laws.

is will improve your campaign performance. We reserve the right to disapprove any ki  
ing that your use of the keywords does not violate any applicable laws.  
vided above are guarantees or predictions of performance and may differ materially f  
hang from the accuracy of this data and the advertiser assumes any risk with the use i  
ensuring that your use of the tools does not violate any applicable laws.

# Video Ads Performance Evaluation: To view your



video campaign, go to  
adwords.google.com and  
click on All Video  
Campaigns.



**All online campaigns**

**All video campaigns**

There are various tabs available on your video campaign page.

Campaigns

Ads

Videos

Targets

The performance of the video

ads can be evaluated based on views, audience, branding and conversions using different metrics given under the **Columns** drop down list as given below. These metrics are available from all tabs except settings tab.

The screenshot shows the YouTube Analytics interface. At the top, there are tabs for 'Ads', 'Videos', 'Targets', and 'Settings'. Below these, there are filters for 'All enabled targeting groups', 'No segmentation', and 'Views' (with a dropdown arrow). A 'compare to' button and a 'Nothing' button are also visible. A 'Columns' dropdown menu is open, showing options: 'Views' (Monitor your video views and audience engagement), 'Audience' (Track the growth of your YouTube audience), 'Branding' (See how well your video ads build brand awareness), and 'Conversions' (Analyze conversions to your website or app). The background shows a line graph for 'Views' with a value of 80.

As you select one from the drop down, it shows various other statistical information about your video like Impressions, views, etc.,

| Impressions | Views ? | View Rate ? | Avg. CPV ? | Total cost ? | Clicks ? | Video played to: ? |     |     |      |
|-------------|---------|-------------|------------|--------------|----------|--------------------|-----|-----|------|
|             |         |             |            |              |          | 25%                | 50% | 75% | 100% |
| 5,048       | 1,180   | 23.38%      | NZ\$0.03   | NZ\$34.59    | 15       | 39%                | 27% | 22% | 20%  |

# 9

## **Google Tag Manager**

Now that you have your website ready with the required components, it is important to track and

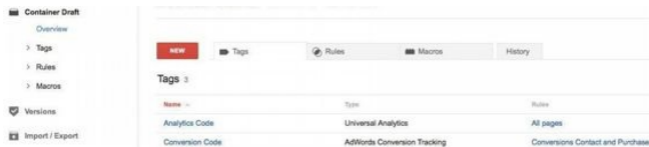
analyse the behaviour of your website visitors to improve your website. In order to achieve this, you need to paste multiple setup codes (Also called as Tags) in your website. Google Tag Manager makes it easy to handle such setup codes by adding one time simple setup.

**How is this going to help me?**

Maintaining and updating

multiple setup codes in your website could be a tedious task. For example, in this book, you will be asked to setup Google Analytics tracking code and Google AdWords Conversion code. You will have to open your website's coding and update the code setup twice. Instead, using the Google Tag Manager will minimize the task of rambling through a bunch of codes and perform

the rest on its own.



## *Snapshot 9.1: Sample Tags in Tag Manager*

**Note:** Before we get started, please note it is advisable to use one Gmail ID for signing up all Google Services like Google Tag Manager, Google Analytics, Google AdWords, Google MyBusiness,



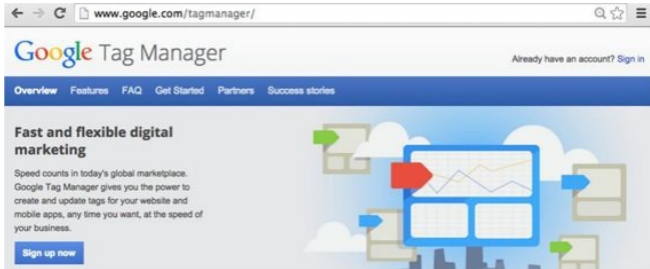
YouTube and Google +. If you use different Gmail IDs to sign up for each service, it will be difficult to link these services to share data with each other. So, please strict with one Gmail ID. Also, please do not use your personal Gmail ID. I would suggest you to create new Gmail ID especially for your business usage.

We have this Chapter here

because we want you to understand that Google Tag Manager is an easy way to update all your setup codes using one time setup code. If you feel difficult to follow this chapter, please move on to other chapters and when it comes to setting up tracking code, please come back to this chapter. Let's get started.

## **Google Tag Manager Setup**

**Step 1: Go to**  
[www.google.com/tagmanager](http://www.google.com/tagmanager),  
and Click on “Sign up now”  
to register. Use your Gmail  
ID and Password to sign up.  
As we mentioned, please use  
one Gmail ID for all your  
Google Accounts sign up.



The screenshot shows the Google Tag Manager website. At the top, the browser address bar displays "www.google.com/tagmanager/". The main heading is "Google Tag Manager" with a search icon, star icon, and menu icon to the right. Below the heading, there is a navigation bar with links: "Overview", "Features", "FAQ", "Get Started", "Partners", and "Success stories". The main content area features the text "Fast and flexible digital marketing" followed by a paragraph: "Speed counts in today's global marketplace. Google Tag Manager gives you the power to create and update tags for your website and mobile apps, any time you want, at the speed of your business." A blue button labeled "Sign up now" is positioned at the bottom left of the main content area. To the right, there is a graphic illustration of a central blue-bordered box containing a line graph and two smaller boxes, with various arrows and document icons pointing towards it, all set against a background of clouds and a city skyline.

*Snapshot 9.2: Sign up now*



# Get Started

---

## 1 Setup an account

### Account Name

LocSea

- Share data anonymously with Google and others**  
Enable benchmarking by sharing your data in an identifiable information about your website, combined with data from other anonymous sites and report aggregate trends in the industry.

Next

Cancel

## 2 Setup a container

## *Snapshot 9.3 Setup an account*

**Step2:** You can name the account as you would prefer, like “LocSea” or even you can have your site name as an Account Name as shown in *Snapshot 9.3*.

If you are fine with the option of “**Share data anonymously with Google and others**”, keep it selected.

**Step 3:** Set up a container name of your choice, for instance: example.com.

Choose “Web Pages” option in ‘Where to Use Container section’. Enter your domain URL, set a time zone according to the desired country (*Snapshot 9.4*).

**Step 4:** Once you click on “Create Account and Container”, you get a container code (*Snapshot*

9.5), which is the snippet code you need to paste it in your website. Please paste it in to every webpage of your website. Paste it immediately after the opening `<body>` tag.



## 2 Setup a container

### Container Name

LocSea.com Website

### Where to Use Container

Web Pages

Mobile Apps

### Domains optional

http://

+ Add Domain

Providing the domain(s) will enable more useful suggestions throughout the interface.

### Time Zone

India (GMT+05:30) India Standard Time

Create Account and Container

Cancel

*Snapshot 9.4 Setup a Container*

Your container is ready to be added to your site.

Copy the code below and paste it onto every page of your website. Place it immediately after the opening <body> tag. For more information about installing the Google Tag Manager snippet, visit our [developer documents](#).

```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-T2RCKP"
height="0" width="0" style="display:none;visibility:hidden"></iframe>
</noscript>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-T2RCKP');</script>
<!-- End Google Tag Manager -->
```

Now put your container to work and add some tags.

Click a tag type to get started.



Add Tags Later

*Snapshot 9.5 Container Code*  
(This is the **Google Tag Manager Setup Code** to be pasted in every webpage)

**Step 5:** Click “Add Tags Later”. It opens up the

Container Draft Home Screen (*Snapshot 9.6*). That's all you have to do for now in this chapter. You need to create Tags at a later point as you go through other chapters. Now move on to the **Chapter 10** and come back to this section later.

## **Container Draft**


 Container Draft

Overview

> Tags

> Rules

> Macros

 Versions

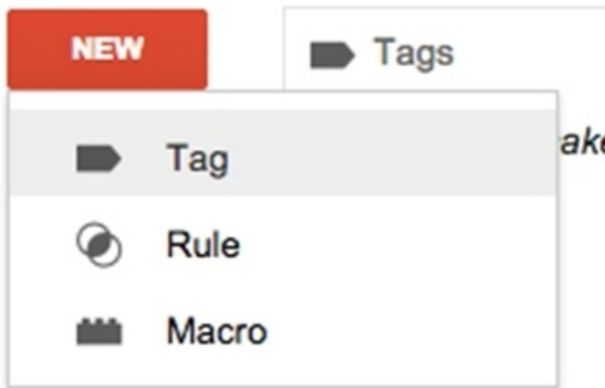
 Import / Export

NEW

 Tags

 Rule

*There are no tags. Click [here](#) to make one.*



*Snapshot 9.6 Container Draft*

*-> Tags*

In this overview menu  
(*Snapshot 9.6*), you can see  
Tags, Rules, and Macros.

Click on New->Tag to create new tag.

## **Tags**

### **Google Analytics Tag Setup**

We need to create a new Tag in Google Tag Manager to enable Google Analytics tracking feature for your website. (Please first refer **Chapter 10** to setup Google Analytics Account to create Analytics Tracking ID for your website)

**Step 1:** To create Google Analytics Tag, click on New -> Tag (*Snapshot 9.6*). Provide a name for this Tag “Google Analytics Page View LocSea.com” and choose Tag Type as Google Analytics -> Universal Analytics (*Snapshot 9.7*)

## Create New Tag

---

### Tag Name

Google Analytics Page View LocSea.com

### Tag Type

Select Tag Type 

Save

Cancel



#### Tag Type

AdWords Conversion Tracking

AdWords Remarketing

DoubleClick Floodlight Counter

DoubleClick Floodlight Sales

Google Trusted Stores - for UK, FR, DE, AU, and JP

Google Analytics

Custom HTML Tag

Universal Analytics

Classic Google Analytics

## *Snapshot 9.7 Create New Tag and Select Tag Type*

**Step 2:** Get your Google Analytics Tracking ID by logging into Google Analytics Account -> Admin->Property->Tracking Info->Tracking Code. Copy the Analytics Tracking ID

“UAXXXXXXXX-X” and insert it as shown in *Snapshot 9.8*.

Tracking ID

UA-XXXXXXXX-X



[How to find your Tracking ID](#)

*Snapshot 9.8 Tracking ID*

**Step 3:** If you want to enable Demographics Tracking through Google Analytics, you may enable the check box “Enable Display Advertising Features” shown in *Snapshot 9.9*

# *Snapshot 9.9 Display Advertising Features*

## Track Type

Page View

Event

Transaction

Social

Timing

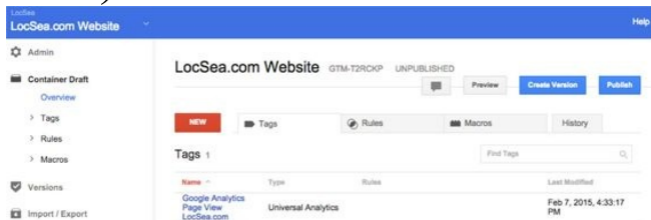
Decorate Link

Decorate Form

**Step 4:** Leave default track type as “Page View” in order to track the website page

views.

**Step 5:** Click on Save to create this Google Analytics Page View Tag (*Snapshot 9.10*).



The screenshot shows the Google Tag Manager interface for the 'LocSea.com Website' container. The container is in an 'UNPUBLISHED' state. The 'Tags' section is active, displaying a table with one tag:

| Name                                  | Type                | Rules | Last Modified           |
|---------------------------------------|---------------------|-------|-------------------------|
| Google Analytics Page View LocSea.com | Universal Analytics |       | Feb 7, 2015, 4:33:17 PM |

*Snapshot 9.10 Google Analytics Tag Created*

We need to fire/deploy this Google Analytics Tag in to

all webpages of your website to track. To do this, we should create a firing rule targeting all webpages of your website and apply it to this Tag.

## **Rules**

By default, “All Pages” rule will be available under Rules menu (Snapshot 9.9). All Pages rule matches all webpages in your website. Refer *Snapshot 9.11*. We can

make use of this existing rule and apply it for Google Analytics Page View Tag as we need to fire Google Analytics Tag to all webpages.

**Admin**

**Container Draft**

- Overview
- > Tags
- > Rules
  - All pages
- > Macros

**Versions**

**Import / Export**

---

### Edit Rule

**Rule Name**

**Conditions**

The rule is considered matched only when every condition below is satisfied.

|         |               |    |   |
|---------|---------------|----|---|
| {{url}} | matches RegEx | .* | + |
|---------|---------------|----|---|

**Tags with This Rule**

There are no tags. [Click here to make one.](#)

**Save** **Cancel**

*Snapshot 9.11 Rules*

**Step 6:** Go to Tags Menu (*Snapshot 9.10*) and click on the “Google Analytics Page View LocSea.com” Tag. It opens up the “Edit Tag” window (*Snapshot 9.12*).

Edit Tag

Tag Name

Google Analytics Page View LocSea.com

Providing

Firing Rules

+ Add

*Snapshot 9.12 Edit Tag*

Add Rule(s)

Choose from existing rules

Search for rules

Rule

Description

All pages

{{url}} matches RegEx .\*

Create new rule

Save

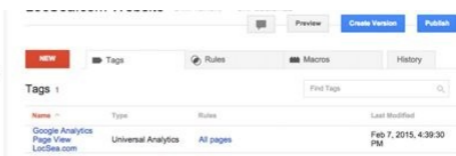
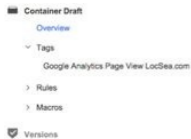
Cancel



**Step 7:** Click on “+Add” and Choose the existing “All Page” rules. Click on Save to apply this rule to your Tag (*Snapshot 9.13*).

*Snapshot 9.13 Add Rules*

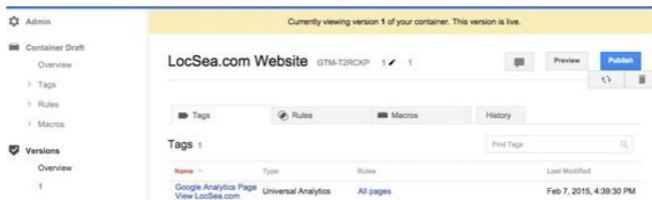
**Step 8:** It is time to publish your Container and make your Tags live on your website. Click on Publish (*Snapshot 9.14*).



## *Snapshot 9.14 Publish your Container*

It opens up the “Create Version and Publish” dialog box. Click on it to create a version and publish (*Snapshot 9.15*). Whenever you publish your Container, it creates a new Version (*Snapshot 9.15*). Versions help you to maintain

and track your container changes.



The screenshot displays the Google Tag Manager interface. At the top, a yellow banner states "Currently viewing version 1 of your container. This version is live." The main header shows the container name "LocSea.com Website" with the ID "GTM-T2RCKP" and version "1". Below the header, there are tabs for "Tags", "Rules", "Macros", and "History". The "Tags" tab is active, showing a table with one tag:

| Name                                  | Type                | Rules     | Last Modified           |
|---------------------------------------|---------------------|-----------|-------------------------|
| Google Analytics Page View LocSea.com | Universal Analytics | All pages | Feb 7, 2015, 4:39:30 PM |

*Snapshot 9.15 Container Published and created a Version 1. It is live now.*

We have successfully published this Container with Google Analytics Tag to all our Pages.

# **Google AdWords**

## **Conversion Code Tag Setup**

AdWords Conversion Code

Tag is used to track

Sales/Leads/Inquiries/Goals.

It should be fired only when someone reaches Thank You page or Order Successful

Page. This Tag should not be fired in All Pages. Let's create this Tag.

**Note: Please refer Chapter 8 AdWords before you create**

this Tag as you need to have your Conversion ID and Label ready.

**Step 1:** Create a New Tag and Name it as “AdWords Conversion LocSea Thank You Page” (*Snapshot 9.16*). Choose the Tag Type as AdWords Conversion Tracking. Enter the Conversion ID and Label. Click on +Add under Firing Rules Section. It opens up the

“Add Rule” Dialog Box  
(*Snapshot 9.17*).

## Create New Tag

### Tag Name

Providing a descriptive name will help you identify and reference this tag.

### Firing Rules

[+ Add](#)

This tag will not be fired because it has no firing rules. Click the button above to add rules to fire this tag.

### Blocking Rules

[+ Add](#)

### Tag Type

### Conversion ID

To find the `google_conversion_id` and `google_conversion_label`:



### Conversion Label



### Conversion Value optional



### Currency Code optional



1. In your AdWords account, navigate to **Tools and Analysis > Conversions**. Click the **Code** tab.
2. Select an action name on the left and select **I** make changes to the code.
3. In the code box, find `"var google_conversion_id = "`. Enter the number you find into the `google_conversion_id` field on this page.
4. In the code box, find `"var google_conversion_label = "`. Enter the number you find into the `google_conversion_label` field on this page.

[> Advanced Settings](#)[Save](#)[Cancel](#)

## *Snapshot 9.16 AdWords Conversion Tag*

**Step 2:** Choose “Create new rule” as we need to fire this tag only in “thankyou” page. Let’s name this rule as ‘LocSea Thank You Page’. Enter the Condition as shown in *Snapshot 9.17*. Click on Save to apply this rule to AdWords Conversion LocSea Thank You Page Tag. This



Tag will now be fired only in  
“thankyou” page.

Tag Name

Adwords Conversion LocSea Thank You I

Providing

Firing Rules

+ Add

### Add Rule(s)

Choose from existing rules

Create new rule

**Rule Name**

LocSea Thank You Page

**Conditions**

The rule is considered matched only when every condition below is satisfied.

{{url}} equals http://www.locsea.com/thankyou +

#### Examples of how to define a rule

|                                |                                                                                       |
|--------------------------------|---------------------------------------------------------------------------------------|
| Matching an individual page    | {{url}} equals http://www.mysite.com                                                  |
| Matching a group of pages      | {{url}} starts with<br>http://www.mysite.com/thankyou<br>{{referrer}} contains google |
| Matching an event on all pages | {{event}} equals addToShoppingCart                                                    |

**Save** **Cancel**

*Snapshot 9.17 New Rule  
(URL equals  
http://www.locsea.com/thanky*

Step 3: Click on Save to save your Tag.

Step 4: Click on Publish to publish your new Container.

This creates another Version for your container and goes live.

# 10

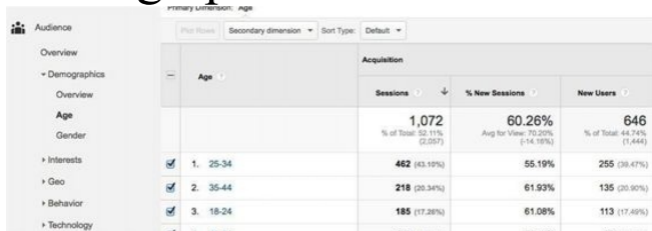
## Google Analytics

Every business is in need of the right statistics to evaluate the on-going business and to target the right audience.

Google Analytics helps you in that process by tracking the

visitors of your website. The classifications of every visitor who visits your website would amaze you.

**For example:  
Demographics:**



The screenshot shows the Google Analytics Audience Demographics report. The primary dimension is 'Age' and the secondary dimension is 'Gender'. The report is filtered for 'All Website Users' and shows data for the last 30 days. The table below summarizes the data shown in the screenshot.

| Age Group | Gender | Sessions     | % New Sessions | New Users    |
|-----------|--------|--------------|----------------|--------------|
| 1. 25-34  | Male   | 462 (43.19%) | 55.19%         | 255 (39.47%) |
| 2. 35-44  | Female | 218 (20.34%) | 61.93%         | 135 (20.90%) |
| 3. 18-24  | Male   | 185 (17.28%) | 61.08%         | 113 (17.49%) |

*Snapshot 10.1: Age & Gender  
Analysis in Google Analytics*  
Geo:

| Geo        | Country           | Sessions                    | % New Sessions               |
|------------|-------------------|-----------------------------|------------------------------|
|            |                   | % of Total: 100.00% (2,057) | Avg for View: 70.20% (0.00%) |
| Location   |                   | <b>2,057</b>                | <b>70.20%</b>                |
| Behavior   |                   |                             |                              |
| Technology |                   |                             |                              |
| Mobile     |                   |                             |                              |
| Overview   |                   |                             |                              |
| Devices    |                   |                             |                              |
|            | 1.  Australia     | <b>1,207</b> (58.68%)       | <b>69.18%</b>                |
|            | 2.  United States | <b>215</b> (10.45%)         | <b>86.98%</b>                |
|            | 3.  India         | <b>203</b> (9.87%)          | <b>20.69%</b>                |
|            | 4.  Canada        | <b>121</b> (5.88%)          | <b>90.91%</b>                |

# *Snapshot 10.2: Location and Language in Google Analytics*

## *E-Commerce:*



# *Snapshot 10.3: E-Commerce Conversions & Revenue*

By studying the visitor's behaviour and success rate, setting up a suitable format on where the target should be, becomes visible. Steering towards the right population is made possible and hence the probability of a higher success rate is evident.

## **Introduction to Google analytics:**

Google Analytics, an amazing tool by Google

provides you sufficient amount of data on what is happening in your website. Web analytics is very essential for planning out any online marketing campaign, being a free tool that can produce plenty of data, Google analytics is highly recommended for an online business or blog.

## **Setup:**

We should first setup the



Google Analytics Code and paste it into your website to track visitors. **Step 1:** sign up with Google analytics (<http://www.google.com/analytics>) using your Gmail Id.



*Snapshot 10.4: Choose “Access Google Analytics” or “Sign in”*

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

Sign up now, it's easy and free!  
Still have questions? [Help Center](#)

*Snapshot 10.5: Choose “Sign up”*

**Step 2:** Fill in the details about your website

**New Account**

What would you like to track? \_\_\_\_\_

Website

Mobile app

*Snapshot 10.6 Choose Website Tab*

## Setting up your account

**Account Name** required

Accounts are the top-most level of organization

## Setting up your property

**Website Name** required

**Website URL** required



Choose the website tab, enter the Website Domain Name, Industry category, choose your business type, reporting time zone (*Snapshot 10.6 and 10.7*).

## Industry Category ?

Business and Industrial Markets ▼

## Reporting Time Zone

India ▼

(GMT+05:30) India Sta

india

British Indian Ocean Territory

✓ India

*Snapshot 10.7 Website URL,  
Category, Time Zone*

**Step 3:** Choose recommended data sharing settings (*Snapshot 10.8*). You have to enable this option “With other Google Products only” to transfer data across other Google Products. Enter “Get tracking Id” and accept the agreement.

## Data Sharing Settings

Data that is collected, processed, and stored in your account is confidential. Google Analytics data is used to provide insights, with exceptions for legal reasons as described in our privacy policy.

The data sharing options give you more control over how your data is shared.

**With other Google products only** **RECOMMENDED**

Enable enhanced ad features, and an improved version of your website's Google Analytics data with other Google products. *Only Google services (no third parties) will have access to your data.*

**Get Tracking ID**

**Cancel**

*Snapshot 10.8 Data Sharing Settings*

**Step 4:** Now you will be redirected to a page (*Snapshot 10.9*) that contains the tracking code. Please note you are on **AdminTab** -

- > **PropertyColumn** -
- > **Tracking InfoSection** -
- > **Tracking Code.**



Administration

Startup in India / Startup in India



PROPERTY

Startup in India

Property Settings

User Management

Tracking Info

Tracking Code

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

AdSense Linking

All Products

Remarketing

Custom Definitions

Data Import

Social Settings

ANALYTICS EDUCATION

Tracking Info

Find

your  
basic tracking code, and  
data-collection settings.The following settings are available  
Universal Analytics.Click **Tracking Code** to find the best  
for a website or to download platform  
app (websites & apps).Click **Session Settings** to configure  
session and of a campaign (website)

Tracking ID

UA-59830437-1

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r);r=[];function(){
 ({}).push(arguments)},l=[];l=new Date();a=s.createElement(o),
 m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-59830437-1', 'auto');
ga('send', 'pageview');

</script>
```

# Snapshot 10.9 Google Analytics Tracking Code

## Step 5: Adding the tracking

code to your website: There are two ways.

1. Adding the setup code manually OR

2. (Optional) Adding it via Google tag manager.

## **Adding the setup code manually:**

You or your web developer may do this step. Copy the Tracking Code and Paste it immediately before the closing `</head>` of your

webpages. The main reason to paste the code in header section is that the header part is common in all the pages of the website and the fact that it's the coding part that loads first when a web page is loaded. Please note this code has to be pasted into every webpage in your website.

**(Optional) Adding the setup code via Google Tag Manager:**

Please refer Chapter 9.  
Google Tag Manager ->  
Google Analytics Tag Setup.

**Step 6: Check the tracking status in the property section:**

Navigate through  
the **Property** → **Tracking Info** → **Tracking Code** of  
your Google analytics  
account and check the status  
displayed.

Tracking ID

UA-59830437-1

Status: **Tracking Not Installed**

Last checked: Feb 17, 2015 2:43:44 AM PST

The Google Analytics tracking code has not been detected on your website. To enable Analytics to function, you or your web administrator must add the tracking code to your website.

[Learn more](#)

If it shows “Tracking Not Installed”, go to your website and open the Page Source (Right Click and choose “View Page Source”) (*Snapshot 10.10*).

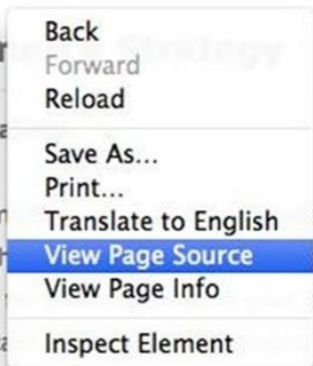
It opens the HTML Source Code. Check if your web developer has installed the Analytics Tracking Code by

searching for your respective  
Tracking Code.

## an Your E-Comm

### n your E-Commerce Stra

Make sure to analyse the m  
ogle.com/Trends). Wheth  
ldwide, look at the trends  
ke sure to check the foreca  
iness online.

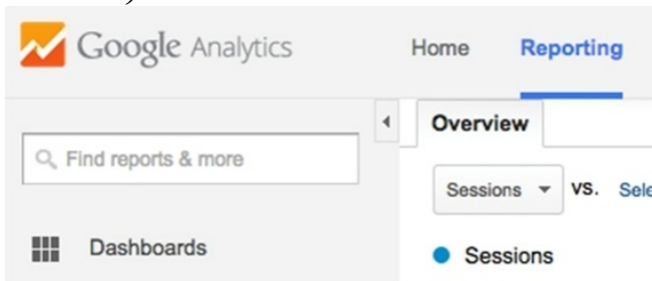


## Reporting:

### *Snapshot 10.10 View HTML Page Source*

Once you are done with the tracking code setup, you can

start analysing the reports for your website traffic and performance under the **Reporting** tab (*Snapshot 10.11*)



*Snapshot 10.11 Reporting Tab*

Under **Reporting**, we have



few major reports to highlight.

## 1. **Channel**

**Reports under Acquisition—**

For analysing the Traffic and Sources

## 2. **SEO**

**Reports under Acquisition—**

For analysing the SEO Performance

## 3. **Geo**

**Report under Audience—** For

analysing the Locations

4. **Devices under Audience—**

For analysing the performance of the visitors from Mobile, desktop and tablet devices

## 5. **Demographics**

**Report under Audience**— For analysing the Age/Gender

## 6. **Behaviour**

**Flow under Behaviour**— For analysing the user flow (Pages visited) in our Website

## 7. **Goals**

**Report under Conversions**— To find the number of

# successful Goals achieved

## Acquisition -> Channels Reports:

Channels report exhibits various statistics like Sessions, New Users, Behavior, etc. for the website.

| Acquisition                | Default Channel Grouping | Acquisition                 |                              |                             | Behavior                     |                            |                                |
|----------------------------|--------------------------|-----------------------------|------------------------------|-----------------------------|------------------------------|----------------------------|--------------------------------|
|                            |                          | Sessions ↓                  | % New Sessions               | New Users                   | Bounce Rate                  | Pages / Session            | Avg. Session Duration          |
| Overview                   |                          | 2,227                       | 68.88%                       | 1,534                       | 64.93%                       | 2.20                       | 00:02:05                       |
| - All Traffic              |                          | % of Total: 100.00% (2,227) | Avg for View: 68.88% (0.00%) | % of Total: 100.00% (1,534) | Avg for View: 64.93% (0.00%) | Avg for View: 2.20 (0.00%) | Avg for View: 00:02:05 (0.00%) |
| Channels                   |                          |                             |                              |                             |                              |                            |                                |
| Source/Medium              |                          |                             |                              |                             |                              |                            |                                |
| Referrals                  |                          |                             |                              |                             |                              |                            |                                |
| AdWords                    |                          |                             |                              |                             |                              |                            |                                |
| Search Engine Optimization |                          |                             |                              |                             |                              |                            |                                |
| Social                     |                          |                             |                              |                             |                              |                            |                                |
| Campaigns                  |                          |                             |                              |                             |                              |                            |                                |
|                            | 1. Direct                | 611 (27.44%)                | 73.32%                       | 448 (29.20%)                | 77.91%                       | 1.66                       | 00:01:32                       |
|                            | 2. Paid Search           | 505 (22.88%)                | 67.92%                       | 343 (22.36%)                | 51.49%                       | 3.02                       | 00:03:11                       |
|                            | 3. Social                | 472 (21.19%)                | 72.88%                       | 344 (22.43%)                | 69.49%                       | 1.69                       | 00:01:04                       |
|                            | 4. Organic Search        | 461 (20.70%)                | 60.52%                       | 279 (18.19%)                | 52.49%                       | 2.75                       | 00:02:55                       |

Traffics are evaluated and tracked under certain default

channel grouping sources:

**Direct** (User entered the website into the browser or came to your site via a bookmark) **Organic**

**Search**(Organic Search traffics)

**Social**(Traffic from social networks like Facebook, twitter, etc.)

**Referral**(Traffic from websites that are not categorized under social

networks) **Paid Search**(Traffic from AdWords)

**Display**(Display Channel Traffic).

**Email**(Email traffics are categorized under this Channel)

## Search Engine Optimization Report: Queries Report

| Search Engine Optimization |                             | (6,500)      | (110)       |
|----------------------------|-----------------------------|--------------|-------------|
| Queries                    | 1. google partners in india | 170 (10.01%) | 5 (4.76%)   |
| Landing Pages              | 2. locsea                   | 110 (8.47%)  | 60 (57.14%) |

Queries Report provides the following statistics for your website:

Queries entered by the users in Google Search

Number of impressions of your website's URLs in Google Search results

Number of clicks on your website's URLs from Google Search

The ratio of clicks to impressions for your website's URLs i.e. Click

Through Rate The average position of your website in Google Search

## **Landing Pages Report**

After clicking on a link in Google search result, it takes your visitor to a specific webpage in

Secondary dimension ▾

▾ Acquisition

Country

Google Property

## **Geo Reporting:**

your website. It is called the Landing Page. Landing Page Report provides visitor statistics for your Landing Page URLs.

Tip: Additionally, you can



also view secondary dimension for your data by choosing Secondary Dimension drop down and selecting respective parameter like Country or Google Property.

Geo menu has 2 types of reporting: Language and Location.



|          |                          |          |              |        |              |
|----------|--------------------------|----------|--------------|--------|--------------|
| Geo      |                          |          |              |        |              |
| Language | <input type="checkbox"/> | 1. en-us | 512 (67.81%) | 61.91% | 317 (67.16%) |
| Location | <input type="checkbox"/> | 2. en-gb | 84 (11.13%)  | 66.67% | 56 (11.86%)  |
| Behavior | <input type="checkbox"/> | 3. ru    | 60 (7.95%)   | 1.67%  | 1 (0.21%)    |

The Location reporting shows

the location of your visitors.

Why do we need this report?

Evaluate if we are reaching the right audience.

Evaluate the Language specific data and visitor statistics. The language reporting tab provides session split-up for specific languages.

To analyse the best performing Locations and

Languages other than our target language and locations to plan further.

Let's take an example:  
I am focusing on visitors from US and English Language Speakers to buy my products. Through this report, I found that France and French speakers have brought in more conversions next to US and English speakers for my website. So,

it provides me an opportunity to add France to my targeting locations and focus there more along with US. I will be translating my pages to French and show French Website if someone opens my website from France. It adds a local touch and I may get more conversions.

## **Technology and mobile:**

Technology and Mobile

Reports contain data about

the Browser, OS, Network and the devices used by the visitors to visit our website.

The screenshot shows a web analytics dashboard with a sidebar on the left and a main data table. The sidebar includes categories like Technology, Browser & OS, Network, Mobile, Overview (highlighted), Devices, and Custom. The main table displays data for three browsers: Chrome, Firefox, and Safari, and three device types: desktop, mobile, and tablet. Each row in the table includes a rank, a name, a count with percentage, a percentage, and a count with percentage.

|                          |            |              |        |              |
|--------------------------|------------|--------------|--------|--------------|
| Technology               |            |              |        |              |
| Browser & OS             |            |              |        |              |
| Network                  |            |              |        |              |
| Mobile                   |            |              |        |              |
| Mobile                   |            |              |        |              |
| Overview                 |            |              |        |              |
| Overview                 |            |              |        |              |
| Devices                  |            |              |        |              |
| Custom                   |            |              |        |              |
| <input type="checkbox"/> | 1. Chrome  | 480 (63.58%) | 69.58% | 334 (70.78%) |
| <input type="checkbox"/> | 2. Firefox | 130 (17.22%) | 60.77% | 79 (16.74%)  |
| <input type="checkbox"/> | 3. Safari  | 80 (10.60%)  | 13.75% | 11 (2.33%)   |
| <input type="checkbox"/> | 1. desktop | 609 (80.66%) | 65.19% | 397 (84.11%) |
| <input type="checkbox"/> | 2. mobile  | 134 (17.75%) | 50.00% | 67 (14.19%)  |
| <input type="checkbox"/> | 3. tablet  | 12 (1.59%)   | 66.67% | 8 (1.69%)    |

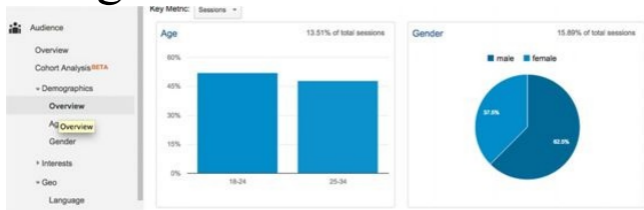
It helps us optimize our website for specific browser and device. Assume we receive more traffic from Chrome, Firefox and Safari browsers. It is a good idea to

test your website on these browsers and make it compatible. Assume 40% of visitors for your website are coming from mobile, it is a good idea to make a mobile responsive website or create a mobile version of your website to provide better experience for your mobile visitors.

**Demographics and Interests:**

# Demographics Report

provides data about the age and gender.



Interests Report contains data categorized based on the affinity groups and in-market analysis.

**What am I going to do by knowing their age, gender**

## **and interests?**

Having this data, you will be able to identify the segment of visitors to your website, make redesign plan for your website and add required content targeting specific group. You can also plan your advertisements and promotions targeting specific age and affinity groups.

By default, Demographics data is disabled. You need to



enable it. To enable, we need to perform below steps:

**Step 1:**Go to Admin tab -> Property column -> Property Settings.

**Step 2:**Under “Display Advertiser Features”, set “Enable Display Features” to ON

**Step 3:**Add the following additional line to your existing Analytics Tracking Code on your website:

```
ga('require',
```

**'displayfeatures');**

For example, add it like this if you have manually pasted your Analytics Setup Code:

```
<script>
```

```
(function(i,s,o,g,r,a,m)
```

```
{i['GoogleAnalyticsObject']=r
```

```
{ (i[r].q=i[r].q||
```

```
[]).push(arguments)},i[r].l=1*
```

```
Date();a=s.createElement(o),
```

```
m=s.getElementsByTagName
```

```
[0];a.async=1;a.src=g;m.paren
```

```
})
```

```
(window,document,'script','//w
analytics.com/analytics.js','ga'
ga('create', 'UA-xxxxxx-xx',
'example.com');
ga('require',
'displayfeatures');
ga('send', 'pageview');
</script>
```

OR (Optional) if you use  
Google Tag Manager:

You should Enable Display  
Advertiser Features to get  
Demographic details. Refer

Chapter 9 Google Tag  
Manager -> Google Analytics  
Setup section.

## **Behaviour Flow Report:**

Click on Behavior Menu ->  
Behavior Flow report to view  
this report (*Refer Snapshot  
10.12*). It provides the  
complete flow of all visitors'  
sessions. It shows the pages  
entered by the visitors, pages  
travelled and finally where  
they drop off. It provides a

big picture of worst performing pages with more drop-offs. We can optimize these pages to reduce the drop-offs by adding required components like offers, content, images and trust building factors.



## *10.12 Behaviour Flow Report*

### **Conversion Report**

What is a conversion?

Conversions or Goals can be:

1. Leads received
2. Product sold
3. Calls received

4. Sign Up
5. Membership
6. Duration stayed on a specific page
7. Download of an e-book
8. Videos Watched

Conversion report provides details about Goals recorded in your website.

To record a Goal, you need to first define a Goal in Analytics.

**Define a Goal in Analytics**

If someone submits a lead form in my website, it takes them to a thank you page URL

[www.locsea.com/contact-tks](http://www.locsea.com/contact-tks)

where it shows “Form Sent Successfully” message. Here this URL is called

Destination URL for this Goal. So we need to define this URL page as a Goal in Analytics and it will be tracked under Conversions.



VIEW

## All Web Site Data



View Settings

---




User Management


---



Goals

Go to Admin Tab -> View  
Column -> Click on Goals  
Click on +New Goal

 **Goal setup** [Edit](#)  
Custom

 **Goal description** [Edit](#)  
Name: **Goal-Thank You Page(FY)**  
Goal type: *Destination*

 **Goal details**

**Destination**

For example, use *My Screen* for an app and */thank*

Choose Custom Goal radio button from Goal Setup

Section. Provide a name for your new Goal and Choose Destination radio button from Goal Type Section.

It takes you to the Goal Details section. Type your Destination URL by choosing “Begins with” from drop down and enter “/contact-tks” in the edit box.

Click on Save to create this Goal.

From now on, this page will

be tracked as a Goal in Analytics.

**Linking Analytics with AdWords:**

## PROPERTY

**Startup in India** ▼



Property Settings



User Management



Tracking Info

## PRODUCT LINKING






**AdWords Linking**

# Configure AdWords link

Linking accounts enables authorized  
[more](#)

## 1 Select linked AdWords

|                                                                                   |                                                                                   |             |      |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------|------|
|  |  | Locsea      | 215- |
|                                                                                   |  | 1 of 73 AdV |      |
|                                                                                   | <input checked="" data-bbox="574 987 637 1055" type="checkbox"/>                  | 268-111-87  |      |

2

## Link configuration

Link group title ?

LocSea

Linked view(s)

1 view selected ▾

🔍 Search

Select All - None

LocSea

Default

Article Writers

Save

Cancel

**Note :** If you are new to



AdWords, please go through **Chapter 8**. You can do this step only after signing up for AdWords.

Step 1: Click on AdWords Linking from **Admin Tab** -> **Property Column**

Step 2: Select the AdWords Account to be linked

Step 3: Choose All Website Data from the **Linked View** drop down

Step 4: Click on Save.

AdWords is now linked with

Analytics. AdWords data will be populated in Analytics.

## Linking Analytics with Google Webmasters Tools:

PROPERTY


Startup in India




**Property Settings**

## Webmaster Tools Settings

---

**Webmaster Tools site** optional 

If your property is also a verified website in Webmaster Tools, you can link your Google Analytics data here. Google Analytics will track data for this property.

none  [Edit](#)

---

Save

Cancel

Go to **Property** column in **Admin** Tab. Scroll down and click on **Edit** under Webmaster Tools Settings section. It takes you to the

Google Webmasters Tools  
Application to select your  
website. Select your website  
and click on Save.

## Webmaster Tools

## Enable Webmaster Tools data in Google Analytics

When you associate a Google Analytics web property with a Webmaster Tools site, you will be able to see Webmaster Tools data in your Tools to link directly to associated reports in Google Analytics.

**Web Property:** Startup in India

**Linked Site:** This property is not linked to any site in your Webmaster Tools account.

| Webmaster Tools site                                                                                            | Associated Analytics web property                                             |
|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="radio"/> <a href="http://startupinindia.org/">http://startupinindia.org/</a>                       | This site is not linked to any web property in your Google Analytics account. |
| <input checked="" type="radio"/> <a href="http://www.startupinindia.org/">http://www.startupinindia.org/</a>    | This site is not linked to any web property in your Google Analytics account. |
| <input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Delete"/> |                                                                               |

When you associate a site in your Webmaster Tools account with a Google Analytics web property, by default Webmaster Tools data is property. As a result, anybody with access to that Google Analytics property may be able to see Webmaster Tools data for that site. [Mo](#)

Note: If you are new to Google Webmasters Tools, please go through the **Chapter 11** Google Webmasters. Click on OK for “Add Association” Dialog box.

Web Property: Startup in India

Linked Site: This proper

Webmaster Tools site

http://startupinindia.c

http://www.startupini

When you associate a s

### Add association

You are about to save a new association. Any existing

Click on Save to finish. Your Webmasters Tools is now linked with Analytics.

## Webmaster Tools Settings


---

### Webmaster Tools site optional ?

If your property is also a verified website in Webmaster Tools data here. Google Analytics will then be able to

<http://www.startupinindia.org/>  Edit

### Enabled profiles optional

1 view selected 

---

Save

Cancel

## Summary:

We have explained the key reports and settings in this

chapter. There are various reports, tools available in Google Analytics. Get started by implementing the steps listed in this chapter. It will be very interesting to analyze these data for our website. It is very important to take action based on the data received through Google Analytics to improve your ROI.



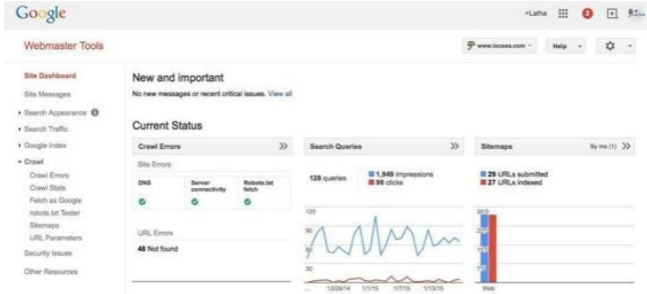
# 11

## Google Webmaster

Now that your website is up and running, informing Google about it is to be done through Google Webmasters

Tools (GWT) by submitting the URL details (also called as Sitemap). By reading the sitemap, Google crawls (read) the content of your website such that it indexes (stores) your web pages.

It further enables you to perform additional operations related to issues present in your website.



*Snapshot 11.1: Google Webmaster Tools sample screen*

**How is this going to help me?**

It is an added advantage for you to see whether Google Search Engine has

indexed your website from Google Webmaster. Google also lists the various website crawling errors, from which fixing up those issues are made simpler.

You will be able to track the keywords entered by your visitors to reach your website.

You will be able to find any spam and security issues related to your website.

There are various features available as mentioned below. Let's take a look at key features. **Add a site**

**and verification**

**Site dashboard**

**Site messages**

**Search appearances**

**Search traffic**

**Google index**

**Crawl**

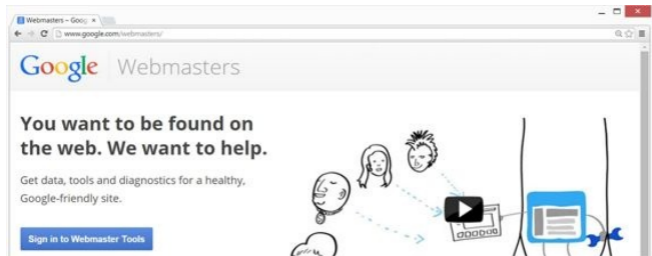
**Security issues**

**Other resources** **Settings**

# Add a Site and Verify:

**Step 1:** Go to

<http://www.google.com/webmasters>  
and Click on “Sign in to  
Webmaster Tools” (*Snapshot  
11.2*). Sign in with your  
Gmail ID.




*Snapshot 11.2: Google  
Webmaster Tools screen*

It will take you to the GWT home page (*Snapshot 11.3*).

**Step 2:** Type in your website domain URL (*Snapshot 11.3*) and Click on **Add A Site**.

Assume in this case we entered a new website domain URL

[www.startupinindia.org](http://www.startupinindia.org).



www.startupinindia.org



ADD A SITE

Snapshot 11.3: Google Webmaster Tools sample screen

Now, it's time to verify your website and test its authenticity and ownership.

**Step 3:** Verify your website with one of the 2 following methods:

**Recommended method**

**Alternative method**

In recommended method, you would be asked to Sign in to your Domain Name Provider (*Snapshot 11.4*).

Example used here for explanation is GoDaddy.com.



Click on Verify once you have chosen the Domain Name Provider.

Verify your ownership of <http://www.startupinindia.org/>. [Learn more.](#)

Recommended method

Alternate methods

**Recommended:** Domain name provider

Sign in to your domain name provider.

GoDaddy.com ↕

Verify using **GoDaddy.com** verification tool in 3 easy steps.

**Having trouble?** [Add a TXT record.](#)

VERIFY

Not now

*Snapshot 11.4: Verify  
Ownership*

Once you click on verify

button, it takes you to the domain provider login window to verify your domain ownership.



## Log in to your GoDaddy.com account

Sign in to allow Google to verify with GoDaddy that you own startupinindia.org.

Username or Customer #:

Password:

[Forgot Password](#)

Secure Login

•  
Confirm the access to Google by accepting the request from Google (*Snapshot 11.5*).  
Click on Accept.



## Confirm Access

Google is requesting permission to make changes to your DNS For **startupinindia.org**.

Clicking **Accept** allows Google to submit changes on your behalf to the DNS records for **startupinindia.org**.

Accept

Cancel

Google



## Confirmation

1

2

Verification steps completed!

The domain **startupinindia.org** has been successfully verified.

Continue

*Snapshot 11.5: Provide access to Google*

Google verifies Domain access and creates necessary records in your Domain DNS settings. It finally shows

“Verification steps completed message” (*Snapshot 11.5*).

There are **Alternative methods** for Website verification as mentioned in *Snapshot 11.6*. You can do so just by logging into your Google Analytics Account or Google Tag Manager Account or by adding a simple HTML tag in your website.

Verify your ownership of <http://www.flipkart.com/>. [Learn more.](#)

Recommended method

Alternate methods

- HTML tag**  
Add a meta tag to your site's home page.
- Domain name provider**  
Sign in to your domain name provider.
- Google Analytics**  
Use your Google Analytics account.
- Google Tag Manager**  
Use your Google Tag Manager account.

## *Snapshot 11.6 Alternate Verification method*

Once you verify your website, it will be added to your GWT.





[www.startupinindia.org](http://www.startupinindia.org)

Manage site ▾

Improve the search presence of  
<http://www.startupinindia.org/> - [View details](#)

Dec 12, 2014

After verification, it opens up the following Tips message (Snapshot 11.7) from Google to get started.

Google systems show that you recently verified your site in [Webmaster Tools](#) (or created a site with Blogger or Google Sites which does this automatically). We have some tips to help you get the most of this free service and maximize your site performance on Google Search.

## Set up your Webmaster Tools account now:

- 1** **Add all your website versions**  
Make sure you add both "www" and "non-www" versions for your site. Also, if you use the HTTPS protocol, add those variations as well. [Add a site](#)
- 2** **Select your preferred version**  
Choose whether you want your site to appear with or without "www" in Google Search. [Set preferred version](#)
- 3** **Select target country**  
Set your geographic preference if your site targets users in a specific country. [Choose country](#)
- 4** **Share access with co-workers**  
If you want other people to access your reports, you can add different access levels. [Manage site users](#)
- 5** **Submit a sitemap file**  
This helps Google better understand how to crawl your site. [Submit a sitemap](#)

Let's go through the tips suggested by Google and complete the account setup:

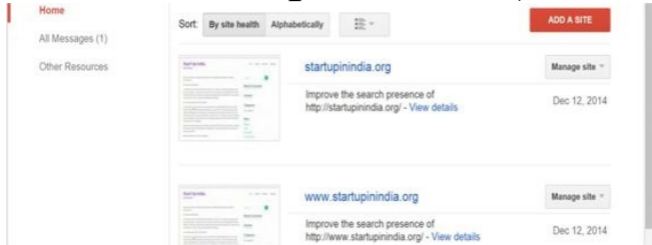
- 1. Add all your Website versions**
- 2. Select the preferred Version**
- 3. Choose targeting Country**
- 4. Share access with co-workers**
- 5. Submit a Sitemap file**

**Add all your Website versions:** Make sure to add all the versions of your website domain. You should add other version of your **websitestartupinindia.org**

(Without **www.** prefix).

*Snapshot 11.7 Tips to get started*

After adding both versions of your website, GWT lists your websites under **Home** (as shown in *Snapshot 11.8*).

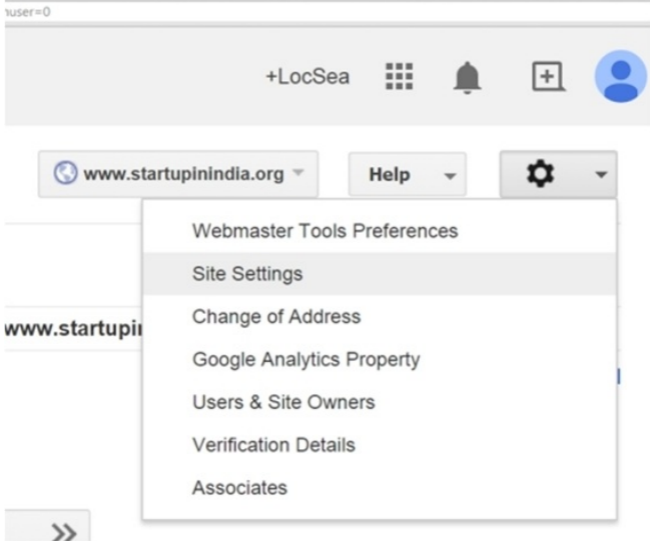


The screenshot shows the 'Home' page of Google Web Toolkit (GWT). On the left is a navigation menu with 'Home', 'All Messages (1)', and 'Other Resources'. The main content area has a 'Sort' dropdown set to 'By site health' and an 'ADD A SITE' button. Below are two entries for 'startupindia.org' and 'www.startupindia.org', each with a 'Manage site' button and a date of 'Dec 12, 2014'. Each entry includes a small preview of the website and a link to 'View details'.

*Snapshot 11.8 With and Without “www.” prefix*

## **Select the preferred domain:**

Once you add the versions of your website domains, set one as your preferred version as mentioned below.



*Snapshot 11.9 Gear Icon ->*  
**Site Choose Targeting**  
**Country:**

To set a preferred domain,

click on the gear icon on the top right corner of the website. You would see “**Site Settings**” option in the drop down menu.

The Site Settings page looks like the snapshot given below. It lists all the versions of the website added. Choose the preferred domain and click on save.

## Site Settings

### Preferred domain

- Don't set a preferred domain
- Display URLs as **www.startupinindia.org**
- Display URLs as **startupinindia.org**

Save

Cancel

# Settings

Site Dashboard

Site Messages (1)

▶ Search Appearance ⓘ

▼ Search Traffic

Search Queries

Links to Your Site

Internal Links

Manual Actions

**International Targeting**

Mobile Usability

## International Targeting

Language

Country

Target users in: **India** ▼

Save

Cancel

To choose the targeting country, we have an option called **International**



# **Targeting** under **Search** **Traffic** reporting (*Snapshot* *11.10*).

Choose the country you want to target and click on save.

*Snapshot 11.10 International Targeting*

## **Share access with co-workers**

If you want to have someone else manage your GWT, you can provide access to other

users. To share access with co-workers, we have option “Users & Site Owners” option under the settings (Gear icon on the top right corner).

Choose **Add a new user** option, and provide the email id of the person whom you want to provide access. Choose the Permission access level for every user you add and click on **Add**.

## **Submit a Sitemap file**

It is important to submit a Sitemap file to GWT since it helps Google to crawl our website faster and makes it easy for Google to index our website.

Sitemap is an xml file which can be generated from

<https://www.xmlsitemaps.com>

Once after creating a sitemap, you or your web developer can add it to your website

root folder. You can then access it by entering **www.yourdomainname**

After adding the sitemap to your website, you can submit the sitemap in GWT, so that Google can index your website faster. To submit a sitemap, you have option called “**Sitemaps**” under **Crawltab** (*Snapshot 11.11*).

- Site Dashboard
- Site Messages (1)
- ▶ Search Appearance ⓘ
- ▶ Search Traffic
- ▶ Google Index
- ▼ Crawl
  - Crawl Errors
  - Crawl Stats
  - Fetch as Google
  - robots.txt Tester
  - Sitemaps**
  - URL Parameters

### Sitemaps

ADD/TEST SITEMAP

Add/Test Sitemap

URL:

## *Snapshot 11.11 Add/Test Sitemap*

Click on “Add/Test Sitemap” button and submit the Sitemap.

Once we are done with the basic steps of GWT account

setup, we can get into the analysis and reporting part that can help you to understand the performance of your Website.

## **Site Dashboard:**

Site Dashboard contains the overview of the reports available in the GWT. It shows “New Message Notifications”, overview of “Crawl errors”, “Search Queries” Performance and the

Sitemap indexing details.  
Let's learn the basic  
important reports in detail  
now.

**The Crawl Errors Report:**  
The Crawl errors report is  
present under the Crawl  
option. Crawl errors include  
site errors and URL errors.

**Site Errors:** Site errors list  
any DNS, Server  
Connectivity and Robots.txt

fetch errors.

**URL Errors:** URL errors include 404 errors and other errors which stop Google Bot from crawling specific pages of the website. It provides crawl issue data for Desktop and Smart Phones (*Snapshot 11.12*).



The screenshot shows the Google Search Console interface. On the left is a navigation menu with categories like Site Messages, Search Appearance, Search Traffic, Google Index, and Crawl. Under Crawl, 'Crawl Errors' is highlighted. The main content area is titled 'Site Errors' and shows 'Showing data from the last 90 days'. Below this are three status boxes: 'DNS' with a green checkmark, 'Server connectivity' with a green checkmark, and 'Robots.txt fetch' with a green checkmark. The 'URL Errors' section is below, with a status of '12/11/14'. It has two tabs: 'Desktop' (selected) and 'Smartphone'. Under the Desktop tab, there is a box labeled 'Not found' with a question mark icon, containing the number '48'.

## *Snapshot 11.12 Site Errors and URL Errors*

*Snapshot 11.13* shows sample URL errors (404). These issues can be by you or your web developer. Fix it and choose Mark as Fixed button. You can select one or multiple pages and choose

“Mark as Fixed”.

Top 1,000 pages with errors

Download

MARK AS FIXED (0)

Filter

Show

25 rows ▾

1-25 of 48



| <input type="checkbox"/> | Priority ▾ | URL                                          | Response Code | Detected |
|--------------------------|------------|----------------------------------------------|---------------|----------|
| <input type="checkbox"/> | 1          | Universal-Analytics-Re-Marketing-support-... | 404           | 11/26/14 |
| <input type="checkbox"/> | 2          | Google-Adwords-Knowledge-Sharing-Basi...     | 404           | 11/26/14 |
| <input type="checkbox"/> | 3          | What-is-a-Conversion-and-how-to-setup-in...  | 404           | 11/26/14 |
| <input type="checkbox"/> | 4          | Adwords-Knowledge-Sharing-Basics-of-On...    | 404           | 11/26/14 |
| <input type="checkbox"/> | 5          | Search-Term-Analysis-or-Matched-Search-...   | 404           | 11/26/14 |

Snapshot 11.13 404 URL  
Errors

**Search Queries Report:**  
Search Queries report is  
available under Search  
Traffic reporting.

It lists Google Search Queries, Impressions and Clicks (*Snapshot 11.14*) data for your website.

This report is helpful as we get to know about the list of search terms for which our website is appearing in Google Search. We can tune our Content Strategy for our website to improve the performance our website.

You can view up to 90 days of historical data. You should review these search queries and Click Through Rate (CTR = Clicks/Impressions) for specific search terms. To improve CTR for specific search queries, you should tune your website's Title tag and Meta description (ref. Chapter 5 SEO) in a more attractive way, as that's what displayed in Google Search for specific queries.

Search Traffic

- Search Queries
- Links to Your Site
- Internal Links
- Manual Actions

Filters Web X

|                |                                                            |                                                    |
|----------------|------------------------------------------------------------|----------------------------------------------------|
| Queries<br>144 | Impressions<br>2,206 <span>▲ +16%</span><br>Displaying 890 | Clicks<br>183 <span>▲ +28%</span><br>Displaying 88 |
|----------------|------------------------------------------------------------|----------------------------------------------------|

| Query                              | Impressions | Clicks <span>▲</span> | CTR |
|------------------------------------|-------------|-----------------------|-----|
| ☆ locsea                           | 109         | 79                    | 72% |
| ☆ google adwords certified partner | 31          | 1                     | 3%  |

## *Snapshot 11.14 Search Queries*

### **Search Appearance**

Search Appearances shows how your website appears on the Google search results. These are otherwise portrayed as snippets. The more rich snippets present for your website, Google can present

your data more attractively.

The main contents of search appearance are:

**Structured Data**

**Data Highlighter**

**HTML Improvements**

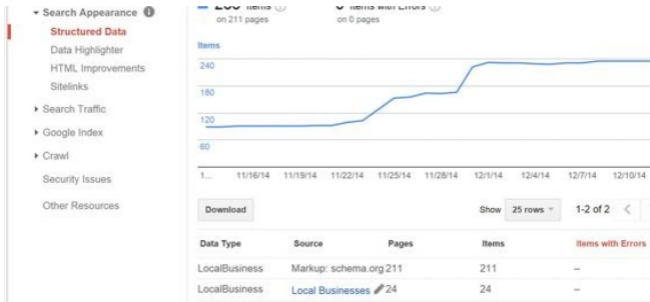
**Site Links**

**Structured Data**

The overview of structured data is given below

This report provides you the stat information of total no of

URL's that contains data type, the number of pages under every data type and if there are any issues in the website.



*Snapshot 11.15 Search Appearance*



## **What are rich Snippets?**

Rich snippets help the users to discover a site in a more precise, easy and direct manner that are relevant to your search queries. This would eventually results in highest click through rate (CTR).

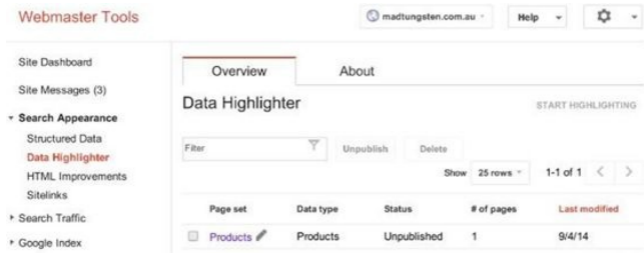
Ex, if your website content is about restaurants, the rich snippet appears as average review, number of stars and price range in Google Search

Results. Talk to your web developer to implement rich snippets mark-up tags for your website.

## **Data Highlighter**

Data highlighter is a similar process to that of structured data. But, this process is done after Google indexing. This is purely user defined, an easy way to tell Google, the structured data on your page. Similar to structured data,

you can define the reviews, stars, price range, etc. which has to be shown in the Google Search Results Page along with your website link.



The screenshot shows the Google Webmaster Tools interface for the domain madtungsten.com.au. The left sidebar contains navigation links: Site Dashboard, Site Messages (3), Search Appearance (with sub-links for Structured Data, Data Highlighter, HTML Improvements, and Sitelinks), Search Traffic, and Google Index. The main content area is titled 'Data Highlighter' and has two tabs: 'Overview' (selected) and 'About'. A 'START HIGHLIGHTING' button is visible in the top right of the main area. Below the tabs, there is a 'Filter' input field, 'Unpublish' and 'Delete' buttons, and a 'Show 25 rows' dropdown. At the bottom, a table displays the data set:

| Page set                          | Data type | Status      | # of pages | Last modified |
|-----------------------------------|-----------|-------------|------------|---------------|
| <input type="checkbox"/> Products | Products  | Unpublished | 1          | 9/4/14        |

## *Snapshot 11.16 Data Highlighter*

You can do this without modifying the URL or HTML

of your website's page.

Get into the page, where you need to make use of the data highlighter with regards to your rich snippets.

Highlight the data items (related to your snippets) to be highlighted and select their category say name, date, location, events, movies, products etc.

Tag that particular page and publish. It will be

automatically highlighted alongside the snippets.

Once you have tagged in a single page, data highlighter will automatically tag similar pages and sync them based on your data item.

## **HTML Improvements**

To bring your website to the top or to be best ranked in the Google search results, it is always wise to make sure the HTML tags of your website

are clear, crisp and precise. This is mainly concerned with the issues related to Title tag, Meta description and non-index able contents (*Snapshot 11.17*).

## **Meta description**

Meta descriptions are the main content that appears on the Google Search results. GWT statistically shows you the report of the issues related to your site's HTML tags.

The maximum allowed word count for Meta description set by Google's search quality team is 156(recommended) 160(highest). If the Meta description exceeds or fell short beyond this limit, GWT will intimate you to resolve the associated issues. The Meta description issues are categorized into three types. Either the Meta description would have been short or too long or the Meta description

might have been duplicated in various pages.

## **Title Tag**

The recommended Title tag for a website's page set by search quality team is 60 (max) and 58 (recommended). If Title of your website's pages is inappropriate, it will be clearly shown by the GWT in order to rectify it accordingly.



- Site Dashboard
- Site Messages
- Search Appearance **1**
  - Structured Data
  - Data Highlighter
  - HTML Improvements**
  - Sitelinks
- Search Traffic
- Google Index
- Crawl
- Security Issues

## HTML Improvements

Last updated Dec 11, 2014

Addressing the following may help your site's user experience and performance.

| Meta description            | Pages |
|-----------------------------|-------|
| Duplicate meta descriptions | 17    |
| Long meta descriptions      | 0     |
| Short meta descriptions     | 0     |
| Title tag                   | Pages |
| Missing title tags          | 0     |
| Duplicate title tags        | 192   |

# *Snapshot 11.17 HTML Improvements*

## **Site Links**

Site links are the links that appear below the website link content in Google Search Results. It provides additional information about your business and a way to easily

navigate or access through your site to fetch the information they are looking for.

Since these are automatically generated, your website on the search results may contain unwanted or unimportant site links, they needn't be shown relatively on the Google Search Results. On that case, you can demote a particular site link from displaying. This could be accomplished with

the help of GWT.

To do this, follow these steps in GWT (*Snapshot 11.18*),



*Snapshot 11.18 Sitelinks*

Under **Search Appearance**, click on **Site links**.

**“For this search result”** edit box: Provide the URL for which you don't want a specific site link URL to

appear in Google Search.

**“Demote this site link**

**URL”**edit box: Provide the URL of the site link you want to demote. Once you have demoted a particular link, it will take some time for the changes to appear on the Search. You can demote up to 100 URL’s.

## **Search Traffic**

The main reports under the search traffic reporting are

given below.

## **Links to your Site**

One of the best ways to increase your website's ranking is acquire more links to your site. The more links your site receives from quality websites, the more it is highly rated. Usually this happens naturally if your website is provided with valuable information for the potential customers. "Links to

your Site” report (*Snapshot 11.19*) lists your external links to your website.



| Who links the most    |    | Your most linked content                                         |     |
|-----------------------|----|------------------------------------------------------------------|-----|
| adwords-community.com | 74 | http://www.locsea.com/                                           | 118 |
| woorank.com           | 48 | /googleadwordsblog/                                              | 64  |
| google.com            | 27 | /googleadwordsblog/Features-of-Remarketing-in-Google-Adwords.php | 11  |
| pinterest.com         | 21 |                                                                  |     |

## *Snapshot 11.19 Search Traffic*

In GWT “Links to Your Site” page, you will be displayed with three sections. The domains linking most to your site

The pages on your site  
with the most links

A sampling of the anchor  
text external sites are using  
when they link to your site.

By clicking on more option  
under each section, you will  
receive the complete list of  
data. From that list, if you  
click on a particular domain,  
you will be given with the  
information of all the pages  
linked to by that domain.

If you drill into the “your most linked content” on the overview page, you’ll be able to see list of most linked pages of your site. It will also show you the links count for each page and the no of domains linking to that page, including the leading domains linking to that page and the links count to that page.

## **Internal links**

Internal links are the links



between the pages of your website. Internal links are mainly used to navigate from one page to another passing the Link juice.



The screenshot shows a website dashboard with a sidebar on the left and a main content area. The sidebar includes links for Site Dashboard, Site Messages, Search Appearance, Search Traffic (with sub-links for Search Queries, Links to Your Site, Internal Links, Manual Actions, International Targeting, and Mobile Usability), Google Index, and Crawl. The main content area is titled "Internal Links" and features a search bar with the text "Find internal links to http://www.locsea.com/". Below the search bar is a "Find" button and a "Download this table" button. A table shows the results of the search, with columns for "Target pages" and "Links". The table lists four internal links: http://www.locsea.com/ (247 links), /googleadwordsservices.php (207 links), /payment.php (160 links), and /certification.php (158 links). The table also includes a "Show 25 rows" dropdown and a "1-25 of 74" pagination indicator.

| Target pages                                                        | Links |
|---------------------------------------------------------------------|-------|
| <a href="http://www.locsea.com/">http://www.locsea.com/</a>         | 247   |
| <a href="/googleadwordsservices.php">/googleadwordsservices.php</a> | 207   |
| <a href="/payment.php">/payment.php</a>                             | 160   |
| <a href="/certification.php">/certification.php</a>                 | 158   |

*Snapshot 11.20 Internal Links*

The **internal linkshighlights** the internal link structure of

your website. The no of internal links a particular page holds signalizes the Google, the relative importance of that page. Every page of your website must be linked to more than one other pages of the website.

In case, if you wish to rename or delete a page on your website, try to keep a track of these data to avoid broken

links to your site.

There are three ways that can improve your internal links to your site:

Sketch out a map of your website

Look at the topics that you frequently write about

Think about every other page that could link to your ranking page

**Manual actions**

Do not buy links from link brokers to improve your ranking. Do not do keyword stuffing. Do not do any unnatural activities to improve your website ranking. If you do and Google identifies, it will be listed under Manual Actions. If you make serious violation, your website may be suspended for a period from Google Search.

## **Google Index**

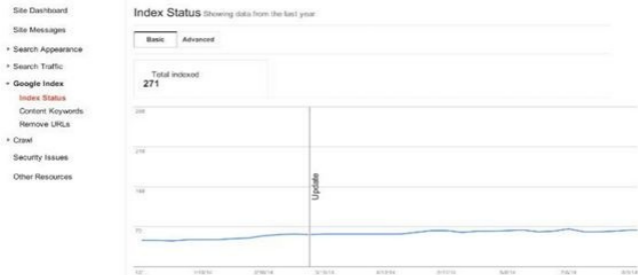
Indexing is the process where the pages of your website are indexed by the web crawler to save in the Google database.

Google sends a small program (Crawler) called Googlebot to crawl (read) and index your website. Google index lists all the URL's and web pages it crawled.

## **Index Status**

Index status is nothing but the

stats information report of the total no of links and pages to your site that has been indexed to Google index. It gives the complete data of the indexed pages for the past one year as a report. In addition to this, it also displays the updated data of the URL's that has been indexed recently (*Snapshot 11.21*)



## *Snapshot 11.21 Index Status*

A good quality report should have a steady state rise in the index graph. If you counter any unusual drops or unusual high index volume of your site, there occurs some serious problems in Google

indexing your web pages.

## **Content Keywords**

In content keywords (*Snapshot 11.22*), the GWT will show you the list of “keywords” that has been most frequently used in the contents of your website and its pages. The occurrence of a particular keyword and its associated variants on your website’s pages will be listed. This is one important aspect.



So before you add any content or keywords to your site, you need to do ample research of which keywords would best suit your website that would eventually make it come up on the Google Search Results Page.

Site Dashboard

Site Messages

▸ Search Appearance

▸ Search Traffic

▾ Google Index

Index Status

**Content Keywords**

Remove URLs

▸ Crawl

Security Issues

Other Resources

## Content Keywords

| Keyword | Significance | Occurrence |
|---------|--------------|------------|
| adwords |              | 424        |

### Variants encountered

adwords, adword

Google found the keyword **adwords** and its variants on these top pages:

### Top URLs

[googleadwordsblog/Google-AdWords-Express.php](http://googleadwordsblog/Google-AdWords-Express.php)

[googleadwordsblog/Adwords-Knowledge-Sharing-Basics-of-Online-Marketing.php](http://googleadwordsblog/Adwords-Knowledge-Sharing-Basics-of-Online-Marketing.php)

[googleadwordsblog/what is a conversion and how to setup in google adwords.php](http://googleadwordsblog/what-is-a-conversion-and-how-to-setup-in-google-adwords.php)

# Content Keywords

| Keyword                        | Significar                                                                         |
|--------------------------------|------------------------------------------------------------------------------------|
| 1. <b>adwords</b> (2 variants) |  |
| 2. <b>blog</b> (4 variants)    |  |
| 3. <b>google</b> (2 variants)  |  |
| 4. <b>seo</b>                  |  |
| 5. <b>training</b>             |  |

*Snapshot 11.22 Content  
Keywords*

## Crawl

Yet another important feature

in GWT is the crawl. In this section, GWT provides you complete report and the issues faced while Googlebot crawls your web page.

## **Fetch as Google**

This tool is a diagnostic tool that helps you to stimulate how Google crawls and renders a URL on your site.

## **Security Issues**

One of the recent additions in

the Google webmaster tools is “security issues”. As the name implies, security issues tool is aimed at taking care of your website’s security levels. The security issues may include site hacks, malware and so on.

**12**

# What is Google AdSense? Google AdSense

After a long walk along the roads of Digital Marketing we came across various processes through which your website can be made popular and how to display it to the

entire world. Assuming that your website now has many visitors and you want to generate income through ads distributed by Google. That is when Google AdSense comes in. Google AdSense is a platform through which Google displays ads on websites registered with it.

Google Ads can be placed in any part of the website you wish. In the below example (



*Snapshot 12.1*), ads are placed at the right hand side and below the Company's name. In order to place similar ads on your website, you have to register with Google AdSense.

The screenshot shows a web browser displaying the LocSea website. The page features a navigation menu with links for Home, About, Services, Projects, Certification, Events, Info, Contact, Career, Product Dev, Payment, and Sales. A prominent banner for Google Business Pages is visible, with the text "Places is now Google My Business. Get your business on Google today." and a blue arrow button. Below this, there is a section titled "Plan Your E-Commerce Strategy" with a sub-heading "Plan your E-Commerce Strategy." and a list of three steps: 1. Analyze the market using Google Trends, 2. Research competitors using Google.com.au, and 3. Decide on the keyword focus for the website. To the right, there is a "SEARCH BLOG" section with a search bar and "ADWORDS BLOGS" for the years 2013 and 2014. A large advertisement for "TOTAL BODY SCRATCH PROTECTION" for an iPhone 5s is also present, featuring the "GADGET SHIELDZ" logo and a "Buy Now" button.

LocSea.com

www.locsea.com/googleadsword/blog/?tag-your-e-commerce-strategy.php

Google+ Pa. Tools Help Fetch as Google Tools Help Creating your Connection Apple Yahoo! Google Maps YouTube News Popular

LocSea

Balu +91 97907 64032

Google Partner

Home About Services Projects Certification Events Info Contact Career Product Dev Payment Sales

## Google Business Pages

Places is now Google My Business. Get your business on Google today.

Plan Your E-Commerce Strategy

Plan your E-Commerce Strategy.

1. Make sure to analyse the market using Google Trends (Google.com/trends). Whether you are going to target local market or worldwide, look at the trends for your business in your target country. Make sure to check the forecast. Analyse the demand for your business online.
2. Once you have your Demand Analysis, check the competitors for your business online by Searching in Google for your Target country. For example, if your target market is Australia, you will be researching about your competitor using Google.com.au by searching relevant keywords for your business. How big they are? When did they enter the online market? What is their Marketing Strategy? What is their keyword focus?
3. Decide on the keyword focus for your online business. Now start planning your Website Development. You need to have complete picture of what should be included in your website

Join Our Google+ Hangout  
Date : 08<sup>th</sup> December 2014 Time : 9:00 PM IST  
Download Our E-Books

SEARCH BLOG

ADWORDS BLOGS

2013  
2014

TOTAL BODY SCRATCH PROTECTION  
iPhone 5s  
GADGET SHIELDZ  
Buy Now  
\$49.00 30%

# Registering With Google AdSense:

Let us assume that we are going to register the site (*Snapshot: 12.2*),

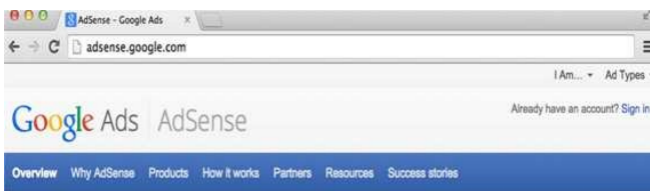
# startupinindia.org in Google AdSense.



*Snapshot: 12.2*

Visit **adsense.google.com**,  
from where signing into it has  
to be done using your Gmail

ID. In case you do not have an account the option of creating one is also made available when the ‘Get Started Now’ button is clicked. Click on **Get Started Now**.



## Get more value from your online content

AdSense is a free, simple way to earn money by displaying targeted ads next to your online content. With AdSense, you can show relevant and engaging ads to your site visitors and even customize the look and feel of ads to match your website.

Watch the video to find out why over two million publishers of all sizes are using AdSense.

[Get started now](#) Or, contact sales



There are three conditions to sign up for Google AdSense (*Snapshot 12.4*).

1. Age  $\geq$  18,
2. You should need to have a Website.

# 3. A Postal Address to receive your Bank Statements.

Click on “Yes proceed Google Account to Sign In” and sign in with your Gmail password

Google AdSense

Change Language: English (US)

1. Select your Google Account

2. Tell us about your content

3. Submit your AdSense application

Let's get started! Here's what you'll need:



#### A Google Account

You need to be at least 18 years old and have a verified Google Account to sign in to AdSense.



#### Content to monetize

A website or other content compliant with our program policies.



#### A postal address

The mailing address at which you receive your bank statements.

Please be aware that you will not be able to sign up for AdSense without a valid postal address.

## Step 1: Select your Google Account

### Would you like to use an existing Google Account to sign in to AdSense?

Using an existing Google Account with AdSense will not affect any of the other Google services associated with that account (e.g. Gmail, AdWords, Onkut).

Please choose your AdSense sign in credentials carefully as you will not be able to change this information later.

Yes, proceed to Google Account sign in

No, create a new Google Account

## *Snapshot 12.4*

( *Snapshot 12.5*) In the text box next to the ‘I will Show Ads On’ field, enter your website address. Now select the preferred language from the drop down menu box and carry on to the next step by clicking continue.

## Step 2: Tell us about your content

### Website information

In order to use AdSense monetization products on your website, you must have access to edit the source code of the webpages where you'd like the ads to be displayed.

I will show ads on: ?

Please enter your primary website or URL only (e.g. www.example.com), even if you have multiple websites, domains, and/or mobile webpages.

[I don't have any content to monetize yet.](#)

Content language:



Please specify the primary language of your website.

And finally submitting the Google AdSense application with the required fields is to be carried out (*Snapshot 12.6*). Enter the Country or Territory from the drop down menu box. Doing this will automatically allocate the time zone.



Select the desired account type. If in case you select ‘Business’ as your account type, the payee name must be the Name of your business and the address must be the location of your workplace. If ‘Individual’ is the choice you go for, fill in your personal details.

1. Select your Google Account

2. Tell us about your content

3. Submit your AdSense application

### Step 3: Submit your AdSense application

#### Contact information

Please fill in the details below carefully as the information will be used to set up your account and send your payments.

Country or territory:

Time zone:

Account type:   
 Individual  
 Business

Payee name:   
Must match the full name on your bank account. Note that depending on your location, you may not be able to change your payee name later.

Street address:

City/Town:

State:

PIN code:

## *Snapshot 12.6*

-After filling in the requirements submit the AdSense Application.

-The next page asks you to

verify the phone number given either through a text message or through a voice call (*Snapshot 12.7*).

Please select how Google will send you a verification code:

Text message (SMS)

Voice call

Send verification code

Go back

- Select the desired option click on the ‘Send Verification Code’ button.
- Enter the verification code sent to your mobile in the next step and verify.

Verification code

Resend code

Verify

Go back

## *Snapshot: 12.8*

Google thanks you for applying to AdSense, though the ads aren't displayed right away on the website. Google analyses your website and comes to a conclusion on whether your website is AdSense friendly or not. The reply will be sent to the email address associated with the

AdSense account within a week's time.

Thank you for applying to AdSense!



Your application has been submitted and is being reviewed.

You will receive a message at the email address associated with your application regarding the status of your account within about a week.

If you pass the first review step, you will need to place ad code on a live page on [www.startupinindia.org](http://www.startupinindia.org) to complete the review process. Ad code can be generated from the My Ads tab when you sign into AdSense.

In the meantime,

we recommend that you visit AdSense Academy. Our Learning Center will provide you with all the information you need to know, step-by-step. Test what you've learned at the end of each section!

#### Our help and educational resources

##### Help Center

Find answers to your AdSense questions in our comprehensive Help Center. Search or browse our FAQs to find the information you need.

##### Inside AdSense Blog

Get the latest news and tips from members of the AdSense team. You can use the blog's labels to navigate to posts about specific topics that interest you.

##### Help Forum

Ask your AdSense questions, learn from other publishers, and discuss your experiences with the program.

##### Youtube Channel

Watch AdSense demonstrations, video guides, and learn how to earn the most possible with your ads.

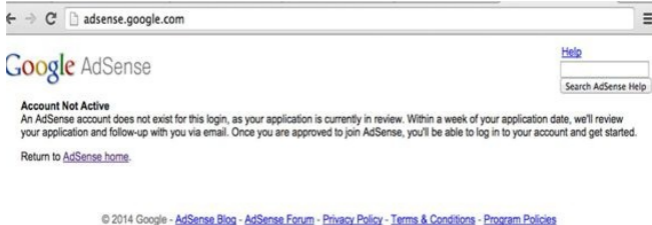
Search or browse our FAQs to find the information you need.

Get started with other Google publisher solutions



*Snapshot: 12.9*  
 Visiting your AdSense account now would display a banner as shown below as your account is yet to

approved. Wait for an approval email from Google.



*Snapshot: 12.10*

## **Working with Google AdSense:**

Once your website is verified, logging into your AdSense account looks similar to the image displayed below

*(Snapshot: 12.11).*



Google AdSense Home My ads Allow & block ads Performance reports locseamcc@gmail.com

Content

Content > Ad units Filter

[+ New ad unit](#) [Import old ad code](#)

Actions

| <input type="checkbox"/> | Name                                                                                                                                      | ID         | Status | Summary             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------|--------|---------------------|
| <input type="checkbox"/> | 160 * 600<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>                 | 5760372151 | Active | Text/image, 160x600 |
| <input type="checkbox"/> | 728*90<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>                    | 4283638957 | Active | Text/image, 728x90  |
| <input type="checkbox"/> | LocSea Medium Rec 300 250<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a> | 3168883359 | Active | Text/image, 300x250 |

Go to page:  Show rows:  1 - 3 of 3

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## *Snapshot: 12.11*

You being the owner of your website, choosing spaces for the ads to be displayed fall on you. Besides the Ad space, sizes and types for the ads too can be chosen by you.

## **Creating an Ad Unit for your website:**

The following steps are to be followed when creating an Ad.

Click on the ‘New ad unit’ button listed under the My Ads Tab (*Snapshot: 12.11*).

In the next window (*Snapshot 12.12*) fill in the name you desire under the ‘Name’ text box.

Name

Testing Live Google + Hangout

Ad size 

Showing

Recommended 

728 x 90  
Leaderboard  
Preview

Recommended: 

336 x 280  
Large Rectangle  
Preview

Recommended: 

320 x 100  
Large Mobile Banner  
Preview

Recommended:  

300 x 600  
Large Skyscraper  
Preview

Recommended: 

300 x 250  
Medium Rectangle  
Preview

Recommended:  

Ad type 

Text & display ads 

 Recommended based on potential revenue

Text ad style 

Custom channels 

Backup ads 

Save and get code

Cancel

*Snapshot 12.12*

*Snapshot 12.12: Select the Ad size based on the space available in your website.*

(Recommended sizes are preferable, whereas you could change the sizes according to your wish from the drop down menu)

*Snapshot 12.12*: Select the Ad type. (Text Ads, Display Ads or Text and Display Ads)  
Move on to the next section.

The next step is selecting the Text Ad Style ( *Snapshot 12.13*). Few predefined

textures are present from which one could be selected. But the option of customizing the display ad too is made possible. Matching it according to the theme of your website is necessary. This step only applies if the case where 'Text Ad type' is designated.

Ad type 

Text & display ads 

 Recommended based on potential revenue

- Text ad style 

Create ad style



Default



Colorful



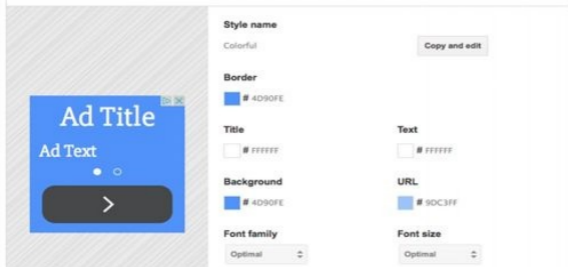
Dark blue reverse



Minimalist



Neon



**Style name**  
Colorful Copy and edit

**Border**  
 # 4090FE


**Title**  
 # FFFFFF

**Background**  
 # 4090FE

**Font family**  
Optimal 

**Text**  
 # FFFFFF

**URL**  
 # 90C3FF

**Font size**  
Optimal 

*Snapshot 12.13*

Click on the ‘Save and get Code’.

An Ad code is generated (*Snapshot 12.14*), which

requires its embedding in the source code of the respective webpage where you want Google to display ads.

Ad successfully created ✕

✓ Ad code

You can paste this code into [any webpage](#) or [website](#) that complies with our [program policies](#).

Code type ?

Asynchronous

Ad code ?

```
<script async
src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script>
<!-- Testing Live Google + Hangout -->
<ins class="adsbygoogle"
style="display:inline-block;width:336px;height:280px"
data-ad-client="ca-pub-8212103439538186"
data-ad-slot="9506529750"></ins>
```

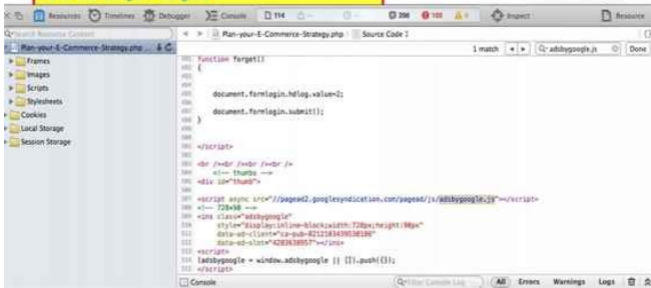
For more help with implementing the code, please see our [Code Implementation Guide](#).

*Snapshot 12.14*

An example on how the Ad code is placed in the source is

displayed below for LocSea.  
(To verify, Right click on  
your webpage and click on  
Show Page Source or View  
Page Source or View Source  
from the dropdown (*Snapshot  
12.15*))





## Snapshot 12.15

# Analysing the Ad:

After the Ad code is placed in the source code, it appears

under the My Ads Tab with a status defining it as new.

Once Ad Serving has been approved by Google, your webpage will be showing Ads from Google (*Snapshot: 12.16*).

Please never click on Ads from your own AdSense account. Never ask anyone to click on Ads in your Website. It is a violation of policy. The clicks should happen

# naturally.

Content > Ad units

[+ New ad unit](#) [Import old ad code](#)

Actions

| <input type="checkbox"/> | Name +                                                                                                                                        | ID         | Status | Summary             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------|--------|---------------------|
| <input type="checkbox"/> | 160 * 600<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>                     | 5760372151 | Active | Text/image, 160x600 |
| <input type="checkbox"/> | 728*90<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>                        | 4283638957 | Active | Text/image, 728x90  |
| <input type="checkbox"/> | LocSea Medium Rec 300 250<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>     | 3168883359 | Active | Text/image, 300x250 |
| <input type="checkbox"/> | Testing Live Google + Hangout<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a> | 9506529750 | New    | Text/image, 336x280 |

Go to page:  Show rows:  1 - 4 of 4

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## Snapshot: 12.16

Content > Ad units

[+ New ad unit](#) [Import old ad code](#)

Actions

| <input type="checkbox"/> | Name +                                                                                                                                        | ID         | Status | Summary             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------|--------|---------------------|
| <input type="checkbox"/> | 160 * 600<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>                     | 5760372151 | Active | Text/image, 160x600 |
| <input type="checkbox"/> | 728*90<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>                        | 4283638957 | Active | Text/image, 728x90  |
| <input type="checkbox"/> | LocSea Medium Rec 300 250<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a>     | 3168883359 | Active | Text/image, 300x250 |
| <input type="checkbox"/> | Testing Live Google + Hangout<br><a href="#">Hide</a>   <a href="#">View report</a>   <a href="#">Get code</a>   <a href="#">Edit ad type</a> | 9506529750 | New    | Text/image, 336x280 |

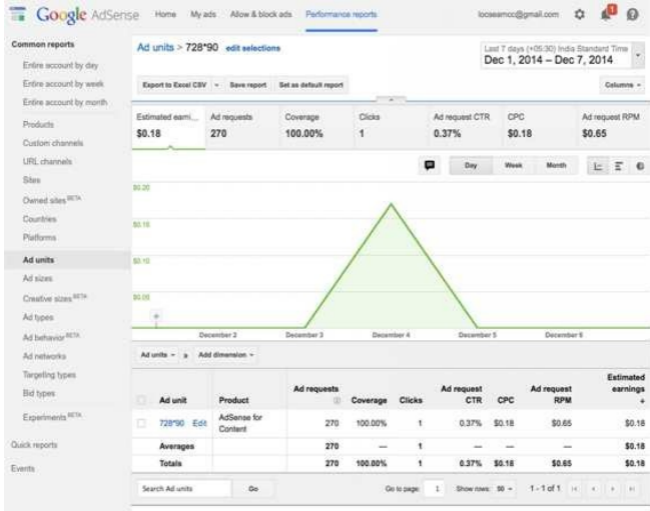
Go to page:  Show rows:  1 - 4 of 4

View in: [Classic](#) | [Low bandwidth](#)

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## *Snapshot: 12.17*

Now in order to view the reports of an ad, click on the view report which is displayed below the Ad Unit (or) click on the performance reports tab (*Snapshot: 12.17*). The reports page is similar to the picture displayed below (*Snapshot: 12.18*).



*Snapshot: 12.18*

The reports page (*Snapshot: 12.18*) consists of various attributes that define the

behavior of that particular ad. Ranging from units to geographic locations (*Snapshot 12.19*), the flow of where the ads served well and the types of ads that served well can be analysed. Generating an Ad strategy based on this would enhance the performance of the ads.

| Ad networks                 | <input type="checkbox"/> Country        | Page views | Clicks | Page CTR | CPC    | Page RPM | Estimated earnings + |
|-----------------------------|-----------------------------------------|------------|--------|----------|--------|----------|----------------------|
| Targeting types             | <input type="checkbox"/> India          | 265        | 2      | 0.75%    | \$0.17 | \$1.27   | \$0.34               |
| Bid types                   | <input type="checkbox"/> Unknown Region | 2          | 0      | 0.00%    | —      | \$0.00   | \$0.00               |
| Experiments <sup>beta</sup> | <input type="checkbox"/> United States  | 4          | 0      | 0.00%    | —      | \$0.00   | \$0.00               |
|                             | <input type="checkbox"/> Kenya          | 1          | 0      | 0.00%    | —      | \$0.00   | \$0.00               |
| Quick reports               | Averages                                | 68         | 0      | —        | —      | —        | \$0.08               |
| Events                      | Totals                                  | 272        | 2      | 0.74%    | \$0.17 | \$1.24   | \$0.34               |

## Allow and Block Ads Tab:

*(Snapshot 12.20 & Snapshot 12.21)*

Including and excluding categories, URL's and sensitive categories of Ads that are being displayed is possible.

Rejecting ads from websites that you or your customers dislike can be removed through the Advertiser URLs tab.

Unwanted categories too

can be blocked in Google AdSense. Based on the impressions obtained from the select category, one could either add or eliminate the categories. Or in order to make the ads relevant to the website content, all categories with the exception of the relevant category can be blocked.

Ads relating to Sensitive categories such as Religion, Politics, Dating, Drugs and



Supplements too can be eliminated or added to your Ads.

Use this page to allow or block general categories of ads (in any of these supported languages) from appearing on your site.

Search general categories  Search

Search  
Mobile content

All categories 0 blocked categories (50 remaining)

| Allowed or blocked                          | Category name +                         | % Ad Impressions (last 30 days) | % Earnings (last 30 days) | Number of Blocked Sub-Categories |
|---------------------------------------------|-----------------------------------------|---------------------------------|---------------------------|----------------------------------|
| <input checked="" type="checkbox"/> Allowed | Apparel (8) ▶                           | 1.1%                            | 20.5%                     | 0 / 8                            |
| <input checked="" type="checkbox"/> Allowed | Arts & Entertainment (17) ▶             | 5.5%                            | 7.7%                      | 0 / 17                           |
| <input checked="" type="checkbox"/> Allowed | Attorneys & Law Firms                   | —                               | —                         | 0 / 1                            |
| <input checked="" type="checkbox"/> Allowed | Beauty & Personal Care (12) ▶           | 4.9%                            | 0.0%                      | 0 / 12                           |
| <input checked="" type="checkbox"/> Allowed | Business & Industrial (21) ▶            | 29.0%                           | 76.2%                     | 0 / 21                           |
| <input checked="" type="checkbox"/> Allowed | Computers & Consumer Electronics (22) ▶ | 13.7%                           | 36.1%                     | 0 / 22                           |
| <input checked="" type="checkbox"/> Allowed | Dining & Nightlife (3) ▶                | —                               | —                         | 0 / 3                            |
| <input checked="" type="checkbox"/> Allowed | Family & Community (11) ▶               | 9.4%                            | 7.7%                      | 0 / 11                           |
| <input checked="" type="checkbox"/> Allowed | Finance (44) ▶                          | 4.1%                            | 0.1%                      | 0 / 44                           |

Google AdSense Home My ads Allow & block ads Performance reports lccseamco@gmail.com

Content Manage

All my sites

Advertiser URLs General categories Sensitive categories Ad networks Ad serving Ads (Ad review center)

Use this page to allow or block sensitive categories of ads (in any of these supported languages) from appearing on your site

Standard

| Allowed or blocked                          | Category name +                         | % Ad Impressions (last 30 days) | % Earnings (last 30 days) |
|---------------------------------------------|-----------------------------------------|---------------------------------|---------------------------|
| <input checked="" type="checkbox"/> Allowed | Black Magic, Astrology & Esoteric       | 0.2%                            | 7.7%                      |
| <input checked="" type="checkbox"/> Allowed | Cosmetic Procedures & Body Modification | 0.2%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Dating                                  | 1.8%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Drugs & Supplements                     | --                              | --                        |
| <input checked="" type="checkbox"/> Allowed | Get Rich Quick                          | 0.2%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Politics                                | 4.7%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | References to Sex & Sexuality           | 0.2%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Religion                                | 0.3%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Ringtones & Downloadables               | 0.0%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Sexual & Reproductive Health            | 0.1%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Video Games (Casual & Online)           | 0.2%                            | 0.0%                      |
| <input checked="" type="checkbox"/> Allowed | Weight Loss                             | --                              | --                        |

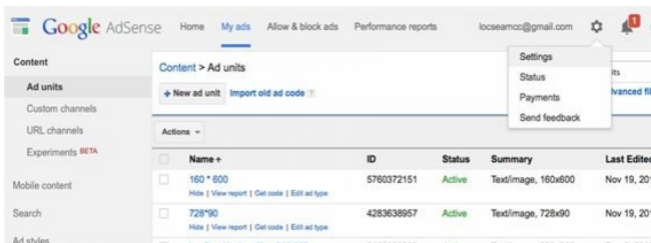
0 blocked categories

*Snapshot 12.21*

## When Do I Get Paid?

After you acquire \$10 through the Ads displayed in your account, Google

AdSense will present you with address verification through post. Postal card will have verification code.



The screenshot shows the Google AdSense dashboard. The top navigation bar includes 'Home', 'My ads', 'Allow & block ads', and 'Performance reports'. The user's email 'locseamcc@gmail.com' is visible. The left sidebar lists 'Content', 'Ad units', 'Custom channels', 'URL channels', 'Experiments BETA', 'Mobile content', 'Search', and 'Ad styles'. The main area is titled 'Content > Ad units' and contains a '+ New ad unit' button and an 'Import old ad code' link. Below this is an 'Actions' dropdown menu. A table lists active ad units:

|                          | Name                                                                     | ID         | Status | Summary             | Last Edited |
|--------------------------|--------------------------------------------------------------------------|------------|--------|---------------------|-------------|
| <input type="checkbox"/> | 160 * 600<br><small>Hide   View report   Get code   Edit ad type</small> | 5760372151 | Active | Text/image, 160x600 | Nov 19, 20' |
| <input type="checkbox"/> | 728*90<br><small>Hide   View report   Get code   Edit ad type</small>    | 4283638957 | Active | Text/image, 728x90  | Nov 19, 20' |

*Snapshot: 12.22*

Click on Gear Icon ->

Payments (Snapshot 12.22) to enter the verification code.

Once you verify your address

details, Google enables you to enter the payment details.

When you acquire \$100 through Ads, Google releases your payment.