

What is Digital Marketing and its Benefits

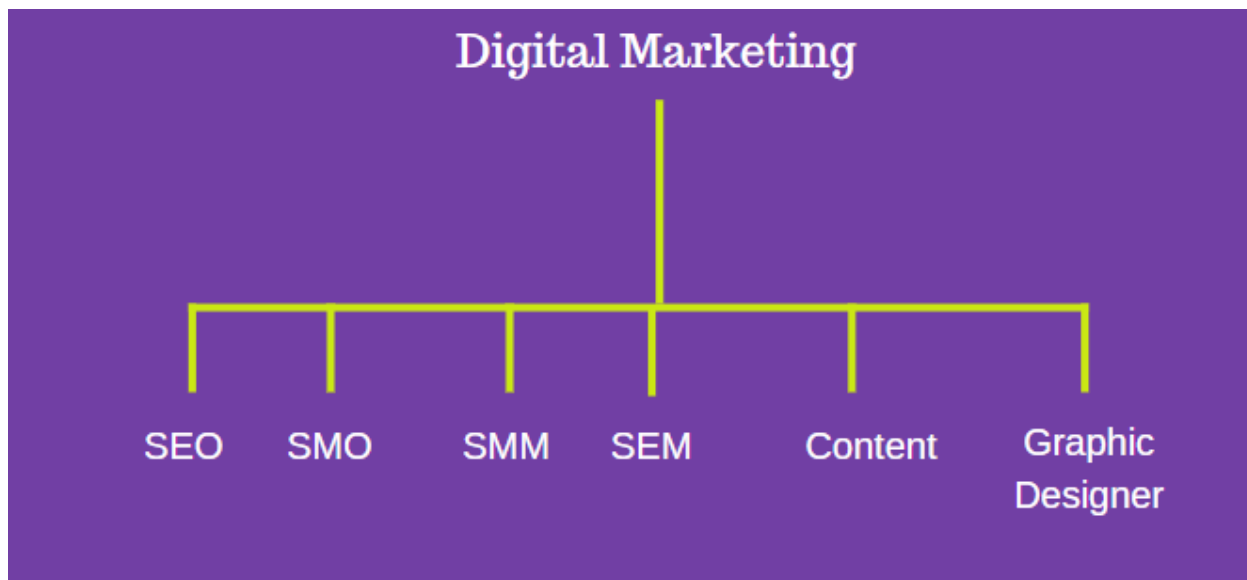
Jab digital platform ka use krke kisi business, product, ya service ko promote kia jata he to use digital marketing khte he. Digital marketing me hum kafi sari activity or strategy use krte he. Traditional Marketing ke comparision me digital marketing ke kafi benefits he. Jese ki hum global audience tak phuch skte he, budget control kr skte he, effective result generate kr skte he, real time me track kr skte the, or report ke basis per apni strategy ko jldi se badal skte he.



Jese ki Engineering me alg alg branch hoti he vese hi digital marketing ko bhi alg alg branch me divide kr skte he.

Different Service in Digital Marketing

- SEO (Search engine optimization)
- SMO (Social Media optimization)
- SMM (Social Media Marketing)
- SEM (Search Engine Marketing)
- Content Creation
- Graphic Designer



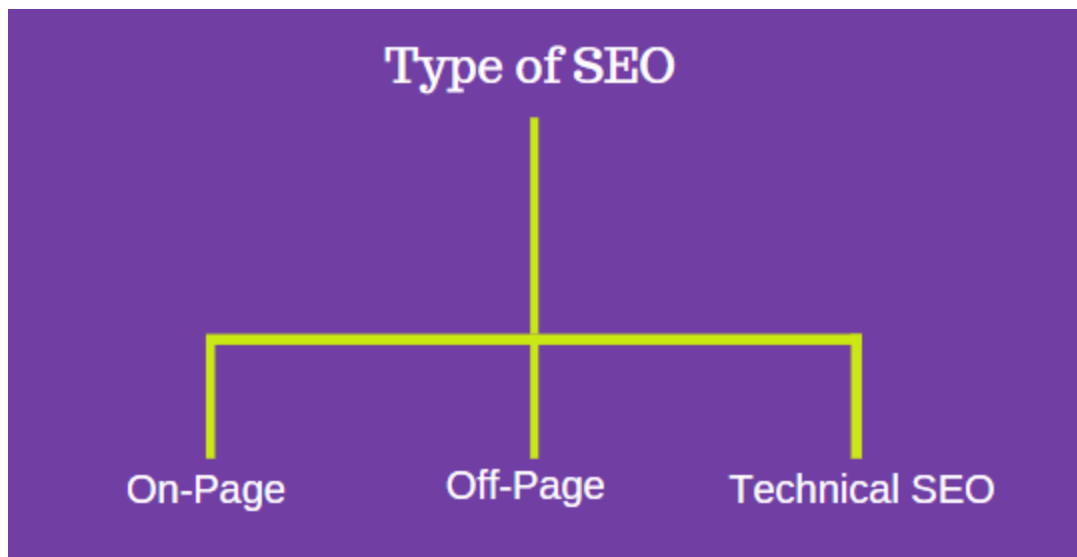
What is SEO

SEO ka full form search engine optimization hota he, jab bhi koi new website banai jati he to vah asani se google me top result me nhi aati he, iske liye kafi strategies to shi tarike se website per lagu krna hoga he, website ki ranking badhane ke liye jo strategy use ki jati he use hi SEO khte he.

Type of SEO

SEO 3 type ke hote he

- On-Page SEO
- Off-Page SEO
- Technical SEO



- On-Page SEO - Jab website ke content ko optimize kia jata he to use On-Page SEO kahte he. Website ke content me website ke sabhi meta tag jese ki meta title, meta keywords, meta description sabhi ko update kia jata he.
- Off-Page SEO - Jab kisi website ke liye third party webiste per backlink banai jati he to use Off-Page SEO khte he. Off-page SEO me dusri website me hamari website ko traffic milta he or jese jese traffic badta jata he website ki ranking bhi badne lagti he
- Technical SEO - Jab website ki load hone me jayda time lgta he ya usme koi bhi technical issue hota he jo ki development se juda ho uske resolution to technical SEO khte he.

Top Tools and extension we use for SEO

1. Multiple Tab Search
2. Multiple URL opener
3. SEO Quake
4. Keywords.IO
5. Keyword planner
6. UberSuggest
7. SameRush
8. totheweb

9. Screaming Frog
10. Xml-sitemap
11. Google Search Console
12. Google Analytics
13. GTmetrix

Activity we do on Off-Page SEO

- Use Google My Business
- Profile Creation
- Creating Shareable Content
- Guest Post Submission
- Influencer Outreach
- Social Media Engagement
- Forum Submission
- Social Bookmarking
- Blog Directory Submission
- Question and Answer
- Article Submission
- Video Submission
- Image Submission
- PDF Sharing
- Infographics Submission
- Press Release
- Web2.0 Submission



Top 5 Platform to create free website

Blogger - <https://www.blogger.com/>

Wordpress - <https://wordpress.com/>

Wix - <http://wix.com/>

Google - <https://sites.google.com/>

Weebly - <https://www.weebly.com/>

In sabhi platform per aap free me website create kr skte he or blog post kr skte. Agar aapko SEO ke point of view se website ko optimise krna he to paid plan lena hoga.