E-MARKETING

SEARCH ENGINE OPTIMIZATION (SEO)

Dr. Ashish Sonker

SEARCH ENGINE OPTIMIZATION (SEO)

- Website should be updated timely.

- Website should follow standards of search engine.

- Keywords searched frequently should be added.

- Keywords should be indexed.

- URL should be registered in directories.

SEO

- SEO improves website traffic.

- SEO improves ranking.

- SEO improves web analytics.

- SEO enhances customer base.

WEB ANALYTICS

- Web online traffic can be viewed.

- Website performance can be analysed.

- Google Analytics is one of source.

- Consumer hits on web page can be analysed.

Website Designing & e-content

- Website should be linked with blogs, publishing and podcasting, RSS feedback.

- Website should be linked with CRM panel.

- Easy to search.

- Easy to link.

Forms of Search Engine

- Keywords Search
- Indexed Search- words in list of Search engine
- Specialized article search- google, msn, yahoo
- Directory based search
- Shopping related search

Content Marketing

- Articles
- Classified text
- Blogs
- Title based search
- Brand name
- Video sharing