



Search Engine Optimization (SEO)

Chapter : 1 SEO vs SEM



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Before we start detailed strategies on SEO, first we need to understand difference between **SEO** (Search Engine Optimization) and **SEM** (Search Engine Management).

Organic Traffic (SEO)

Organic Traffic refers to people visiting your website through Search Engine Results (like Google). This is not a paid ad traffic.

Paid Ad Traffic (SEM)

Paid Ad Traffic refers to people visiting your website via Ads or Paid Campaigns like Google AdWords, Facebook Paid Ads, etc.



Let's do some **Strategic Exercise** so that you can implement the concept in Practical Work.

 **Exercise**

Exercise :

Which of the Following is SEM or Paid Ads Result ?

A

Digital Marketing Training and Services ...
www.magnetmarketing.in

What we Do ? "We build & implement effective Internet Marketing Strategies that creates brand,generate leads, increase website traffic ...
You visited this page on 21/1/17.

B

Digital Marketing Training - Exclusive Placement Assistance - simplilearn.com ⓘ
Ad www.simplilearn.com/Digital-Marketing

365 day access to 35+ batches
Industry Expert Trainer · Highest Passrate
Courses: Project Management, Quality Managem...

Select Your Choice

A

B

Correct Answer is : “B”

You can see “Ad” in Option B.

In **SEM**, we invest in Paid Ads and try to put our message in front of our prospects at top hierarchy.

In **SEO**, we try to work on improving organic search ranking of our website in Search Engines like Google, Bing, Yahoo, etc.

A

Digital Marketing Training and Services ...
www.magnetmarketing.in

What we Do ? “We build & implement effective Internet Marketing Strategies that creates brand,generate leads, increase website traffic ...
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Courses: Project Management, Quality Managem...

Got It 😊

Let's Understand SERP



Search Engine Optimization (SEO)

Chapter : 2 SERP



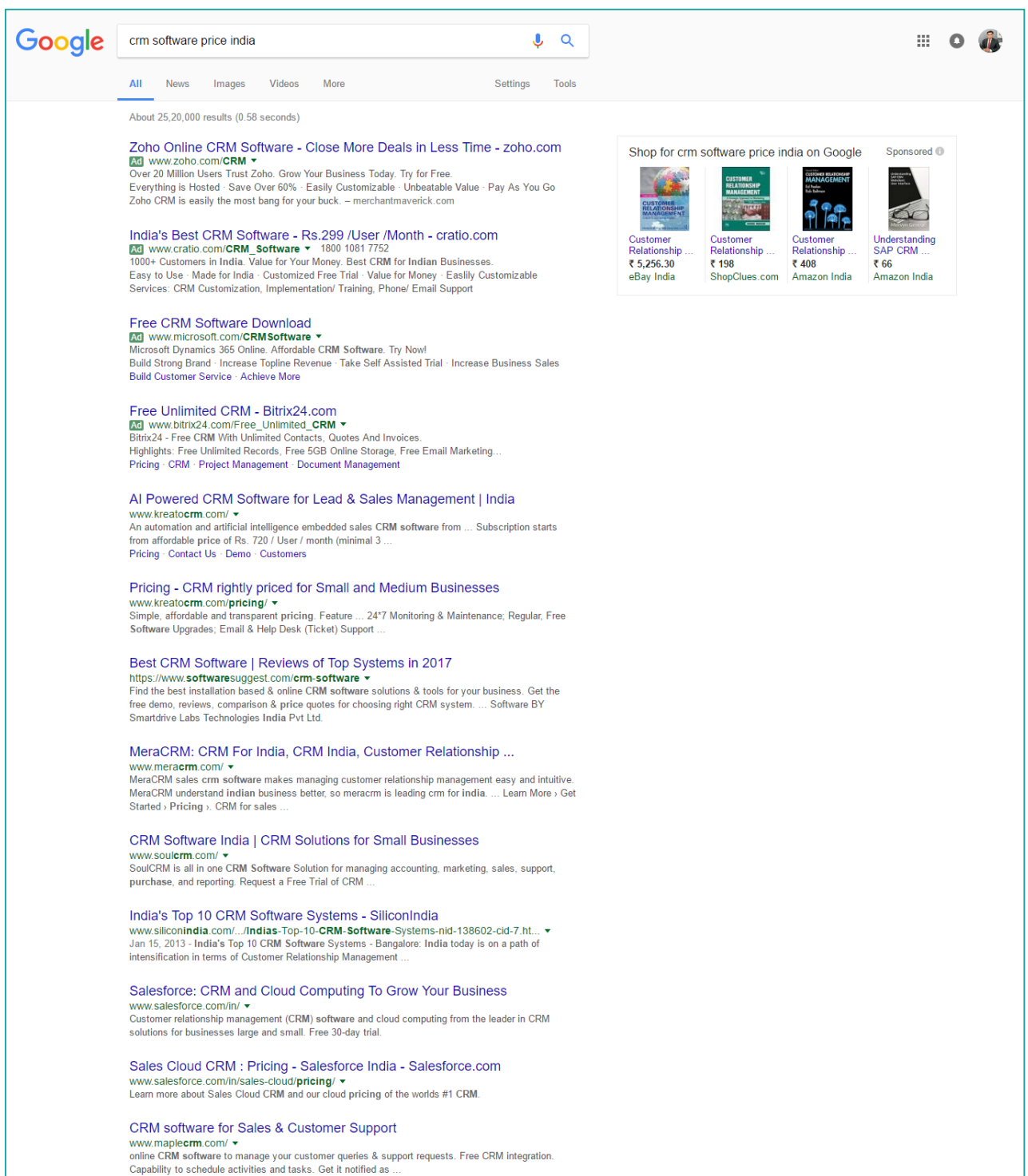
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What is SERP ?

SERP stands for **Search Engine Results Page**.

Let's search a **Keyword "CRM Software Price India"** on Google.com.

Off course Google will give you some results as shown in below screenshot :-



The screenshot shows a Google search for "crm software price india". The search bar at the top contains the text "crm software price india" and shows "About 25,20,000 results (0.58 seconds)". Below the search bar, there are tabs for "All", "News", "Images", "Videos", and "More". The "All" tab is selected. The search results are displayed in a list format. The first result is from Zoho Online CRM Software, followed by India's Best CRM Software from cratio.com, Free CRM Software Download from Microsoft, Free Unlimited CRM from Bitrix24, AI Powered CRM Software for Lead & Sales Management from kreatorcrm, Pricing - CRM rightly priced for Small and Medium Businesses from kreatorcrm, Best CRM Software | Reviews of Top Systems in 2017 from softwaresuggest, MeraCRM: CRM For India, CRM India, Customer Relationship Management from meracrm, CRM Software India | CRM Solutions for Small Businesses from soulcrm, India's Top 10 CRM Software Systems from SiliconIndia, Salesforce: CRM and Cloud Computing To Grow Your Business from salesforce, Sales Cloud CRM : Pricing - Salesforce India from salesforce, and CRM software for Sales & Customer Support from maplecrm. On the right side of the search results, there is a section titled "Shop for crm software price india on Google" with a "Sponsored" label. This section displays four sponsored ads for CRM software, each with a thumbnail image, a title, and a price. The ads are for Customer Relationship Management software from eBay India, ShopClues.com, Amazon India, and Amazon India.

Google

crm software price india

About 25,20,000 results (0.58 seconds)

Zoho Online CRM Software - Close More Deals in Less Time - zoho.com
www.zoho.com/CRM
Over 20 Million Users Trust Zoho. Grow Your Business Today. Try for Free.
Everything is Hosted · Save Over 60% · Easily Customizable · Unbeatable Value · Pay As You Go
Zoho CRM is easily the most bang for your buck. – merchantmaverick.com

India's Best CRM Software - Rs.299 /User /Month - cratio.com
www.cratio.com/CRM_Software
1800 1081 7752
1000+ Customers in India. Value for Your Money. Best CRM for Indian Businesses.
Easy to Use · Made for India · Customized Free Trial · Value for Money · Easily Customizable
Services: CRM Customization, Implementation/ Training, Phone/ Email Support

Free CRM Software Download
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Microsoft Dynamics 365 Online. Affordable CRM Software. Try Now!
Build Strong Brand · Increase Topline Revenue · Take Self Assisted Trial · Increase Business Sales
Build Customer Service · Achieve More

Free Unlimited CRM - Bitrix24.com
www.bitrix24.com/Free_Unlimited_CRM
Bitrix24 - Free CRM With Unlimited Contacts, Quotes And Invoices.
Highlights: Free Unlimited Records, Free 5GB Online Storage, Free Email Marketing...
Pricing · CRM · Project Management · Document Management

AI Powered CRM Software for Lead & Sales Management | India
www.kreatorcrm.com/
An automation and artificial intelligence embedded sales CRM software from ... Subscription starts from affordable price of Rs. 720 / User / month (minimal 3 ...
Pricing · Contact Us · Demo · Customers

Pricing - CRM rightly priced for Small and Medium Businesses
www.kreatorcrm.com/pricing/
Simple, affordable and transparent pricing. Feature ... 24*7 Monitoring & Maintenance; Regular, Free Software Upgrades; Email & Help Desk (Ticket) Support ...

Best CRM Software | Reviews of Top Systems in 2017
https://www.softwaresuggest.com/crm-software
Find the best installation based & online CRM software solutions & tools for your business. Get the free demo, reviews, comparison & price quotes for choosing right CRM system. ... Software BY Smartdrive Labs Technologies India Pvt Ltd.

MeraCRM: CRM For India, CRM India, Customer Relationship ...
www.meracrm.com/
MeraCRM sales crm software makes managing customer relationship management easy and intuitive. MeraCRM understand indian business better, so meracrm is leading crm for india. ... Learn More > Get Started > Pricing > CRM for sales ...

CRM Software India | CRM Solutions for Small Businesses
www.soulcrm.com/
SoulCRM is all in one CRM Software Solution for managing accounting, marketing, sales, support, purchase, and reporting. Request a Free Trial of CRM ...

India's Top 10 CRM Software Systems - SiliconIndia
www.siliconindia.com/.../Indias-Top-10-CRM-Software-Systems-nid-138602-cid-7.ht...
Jan 15, 2013 - India's Top 10 CRM Software Systems - Bangalore: India today is on a path of intensification in terms of Customer Relationship Management ...

Salesforce: CRM and Cloud Computing To Grow Your Business
www.salesforce.com/in/
Customer relationship management (CRM) software and cloud computing from the leader in CRM solutions for businesses large and small. Free 30-day trial.

Sales Cloud CRM : Pricing - Salesforce India - Salesforce.com
www.salesforce.com/in/sales-cloud/pricing/
Learn more about Sales Cloud CRM and our cloud pricing of the worlds #1 CRM.

CRM software for Sales & Customer Support
www.maplecrm.com/
online CRM software to manage your customer queries & support requests. Free CRM integration. Capability to schedule activities and tasks. Get it notified as ...

Shop for crm software price india on Google

Sponsored

Customer Relationship Management
₹ 5,256.30
eBay India

Customer Relationship Management
₹ 198
ShopClues.com

Customer Relationship Management
₹ 408
Amazon India

Understanding SAP CRM ...
₹ 66
Amazon India

The above page you just saw is basically SERP or Search Engine Results Page.

Thus ...

“SERP is an output page shown by Search Engines when user provide input in the form of keywords.”

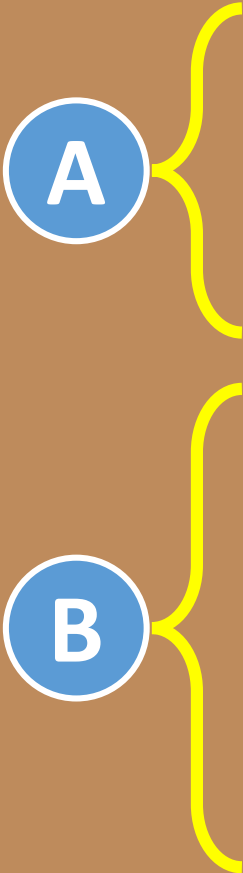


Let's do some **Strategic Exercise** so
that you can implement the
concept in Practical Work.

 **Exercise**

Exercise :

While performing SEO activities, which of the following Section you should focus on ?



crm software price india

All

News

Images

Videos

More

Settings

Tools

Page 4 of about 25,20,000 results (0.54 seconds)

Zoho Online CRM Software - Customizable & User-friendly - zoho.com

Ad www.zoho.com/CRM

Feature Rich and Suitable for All Business Sizes and Types. Get Started Now!
Save Over 60% · Easily Customizable · Everything is Hosted · Unbeatable Value · Easy To Use
Zoho CRM is easily the most bang for your buck. – merchantmaverick.com

India's Best CRM Software - Rs.299 /User /Month - cratio.com

Ad www.cratio.com/CRM_Software 1800 1081 7752

1000+ Customers in India. Value for Your Money. Best CRM for Indian Businesses.
Customized Free Trial · Value for Money · Guaranteed ROI · Easlily Customizable · Easy To Use
Services: CRM Customization, Implementation/ Training, Phone/ Email Support

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Own it Your way with Commutable Cloud CRM Technology ... Enjoy the freedom to own Digital CRM in a public or private cloud setup. Pricing ... With high impact CRM software solutions, organizations can align your CRMNEXT a global CRM company has its presence in Noida ,Mumbai (India), USA, South Africa, Kenya, ...

Best CRM Software 2017 - Compare Reviews and Pricing

crm.softwareinsider.com/

See reviews and compare customer relationship management (CRM) software. Our research platform allows you to search and compare by features, price, and ...

Cost of 17 CRM Softwares - India | Internationally | Feb 2017 | Dquip

<https://www.dquip.com/crm-software-pricing.php>

CRM Pricing · Insurance CRM Pricing · IT CRM Pricing · Jewellery CRM Pricing · Logistics CRM Pricing · Manufacturing CRM Pricing Software. Manufacturing

Select Your Choice



Correct Answer is : “B”

As discussed in previous lesson, the main objective of SEO activities is to Generate Organic Traffic by improving our Website Ranking in SERP Listings.

In our exercise, “Section-B” are non-paid results or we can say organic results. These websites have done wonderful SEO work to Rank in first few pages of Google (Search Engine).

A

B

crm software price india

AllNewsImagesVideosMoreSettingsTools

Page 4 of about 25,20,000 results (0.54 seconds)

Zoho Online CRM Software - Customizable & User-friendly - zoho.com

Adwww.zoho.com/CRM

Feature Rich and Suitable for All Business Sizes and Types. Get Started Now!
Save Over 60% · Easily Customizable · Everything is Hosted · Unbeatable Value · Easy To Use
Zoho CRM is easily the most bang for your buck. – merchantmaverick.com

India's Best CRM Software - Rs.299 /User /Month - cratio.com

Adwww.cratio.com/CRM_Software1800 1081 7752

1000+ Customers in India. Value for Your Money. Best CRM for Indian Businesses.
Customized Free Trial · Value for Money · Guaranteed ROI · Easily Customizable · Easy to Use
Services: CRM Customization, Implementation/ Training, Phone/ Email Support

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www.crmnext.com/

Own it Your way with Commutable Cloud CRM Technology ... Enjoy the freedom to own Digital CRM in a public or private cloud setup. Pricing ... With high impact CRM software solutions, organizations can align your CRMNEXT a global CRM company has its presence in Noida ,Mumbai (India), USA, South Africa, Kenya, ...

Best CRM Software 2017 - Compare Reviews and Pricing

crm.softwareinsider.com/

See reviews and compare customer relationship management (CRM) software. Our research platform allows you to search and compare by features, price, and ...

Cost of 17 CRM Softwares - India | Internationally | Feb 2017 | Dquip

https://www.dquip.com/crm-software-pricing.php

CRM Pricing · Insurance CRM Pricing · IT CRM Pricing · Jewellery CRM Pricing · Logistics CRM Pricing · Manufacturing CRM Pricing Software. Manufacturing

Got It 😊



Search Engine Optimization (SEO)

Chapter : 3 Immediate Results



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Is SEO just about Traffic ?

We not only have to focus on Quantity of Traffic, but at the same time, we must ensure that we get Quality Traffic.

When we have good users, chances are high; that they will browse through multiple pages on our website. This will reduce Bounce Rate and will have positive impact on overall SEO Rankings of our website. Having quality traffic, will also improve number of conversions on our website like Lead Conversions, Sales Conversions, etc.

When will I Rank on First Page ?

People always ask me ...

“I just started my website, and if I do SEO or even if I outsource SEO activities to a Marketing Agency, when will my website rank on First Page of Google?”

And my answer goes ...

- SEO is a **long term strategy**. It's not that you will rank on first or even on second page of Google or other search engines within a very short span.
- To be specific, it may take 6 months to even 2 or 3 years and that to, when you implement proper SEO tactics on a consistent basis and produce **fresh contents**, blogs and web pages.
- Still there is no guarantee. But if you follow this course material **thoroughly** and at the same time if you implement things on a **consistent** basis, chances are you will rank higher in SERP.



Let's do some **Strategic Exercise** so
that you can implement the
concept in Practical Work.

 **Exercise**

Which of the following shall I use,
if I want immediate customers and
want to rank higher in SERP?

A



B



Select Your Choice

A

B

Correct Answer is : “A”

As discussed, SEO is a long term activity and it takes time to rank higher.

Whereas for immediate results, you can go for Paid Ads like Google AdWords, Bing Ads or even Facebook Ads.



PPC or Paid Ads



SEO

Ok... Understood 😊

But what shall I do ?

Shall I go for PPC or SEO ?

Great Question. Let's understand few Strategies to have an idea which option is good for you.

Help me Decide

SEO or PPC? Where to Invest ?

Well...

It all depends on your Objectives and Long Term Business Strategies. But ideally you should focus on both.

When you are starting a new business or new website, it is practically not possible to rank directly into first few pages of Google or other Search Engines.

Hence at initial stage, you must invest in Paid Campaigns from AdWords or Facebook Ads, etc. This ensures that you will get conversions and customers; and that will help you generate cash and sustain your business. So at starting point, focus on getting Sales from Paid Ads and generate Positive ROI.

The crux of **SEO is Keywords**. Without keywords, it is practically impossible to perform SEO Activities. And at initial stage, you might not be aware about keywords that help you get Actual Lead and Sales Conversions.

Therefore at initial stage you must run PPC Campaigns. Within few hours of running a PPC campaign you can find out what exactly people are typing on search engines to find your website. This eliminates lot of guess work and brainstorming sessions.

And once you have sufficient information and insights from PPC Campaigns about Keywords, you can slowly and gradually start working on SEO activities. Again keep it as Long Term Strategy.

[Give me Figures](#)

Suggest me some Figures.

Okay ! Here are my personal views.

Phase-1

Keep investing aggressively in **PPC** at initial stage. May be for **6 months to 1 year**.

Phase-2

After 6 months, when you got sufficient data, analytics and insights, **start investing in SEO**. But again, you still have to continue your paid campaigns assuming you are generating positive ROI.

Phase-3

After 12 to 18 months, if you are able to generate **10% to 25%** of your sales from **Organic Traffic** or **SEO** activities, it's time to reduce PPC Budget by upto 30% and invest aggressively in SEO activities to create fresh contents, videos, blogs, articles, etc.

However if you are into Highly Competitive Business with low margins, like e-commerce website, then I would suggest to invest more share from your Budget on Ads.

Again these are suggestions and not guarantee. You need to run few tests, measure results and based on ROI adjust your strategy and balance between both SEO and PPC.

Both SEO and SEM are necessary. But based on your business objectives, decide what should be your first priority ?

Awesome 😊



Search Engine Optimization (SEO)

Chapter : 4 How Search Engines Work ?



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How Search Engines Work?

You search very often on search engines like Google.com almost daily.. Right !!

Now most people think, that Google or other search engines searches the WEB or Websites and provides SERP.

But this is **Not 100% True**. First we need to understand Crawling.

What is Crawling ?

Search engines provide search results form their OWN Database.

Search Engines have their own Crawlers (like GoogleBot for Google). These Crawlers, crawls websites, links and pages all over the Internet and store them in their database.

In other words, Search Engine Bots, look for relevant information all over the internet and store them in their knowledge base.

That's why we create and submit "SiteMap" using WebMasters Tools, so that we can tell more about our website structure to Search Engines. These topics are covered with detailed topics in Technical SEO Module.

Common Question...

I just created a Web Page or Blog Post or even launched a new website, but it is not showing in Google Search Results. Why ? 😞.

We had already discussed this few moments ago, that google or other search engines don't provide results directly from websites, but rather they provide results from the sites they had crawled. This leads to our next question..

How Often does Search Engines Crawl a Site?

As per our experience and test results, generally it may take upto few weeks to crawl a normal website. Your website or pages will be shown in search results only after; **crawling of such pages has been completed** by search engine spiders.

However the frequency to crawl differs from website to website.

For e.g. A website with high domain authority like cnn.com publishes fresh and important news content at high frequency. Hence chances are; that Googlebot or other search engine spiders may crawl such websites on daily basis or even multiple times a day.

What does Google Say ?

There is no accurate measure available, but below are the words by Google.

Google's spiders regularly crawl the web to rebuild our index. Crawls are based on many factors such as PageRank, links to a page, and crawling constraints such as the number of parameters in a URL. Any number of factors can affect the crawl frequency of individual sites.

Our crawl process is algorithmic; computer programs determine which sites to crawl, how often, and how many pages to fetch from each site. We don't accept payment to crawl a site more frequently.

Source : Google Webmasters

What is Indexing ?

After crawling has been done, Google Bot decides whether to index a web page or not depending on many factors.

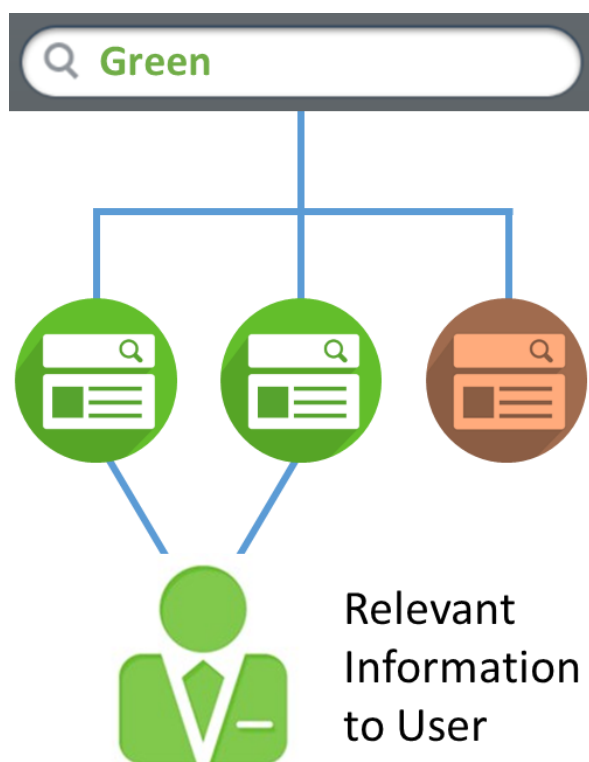
In simple words Indexing is a process of adding web sites and web pages to Google Search.

Refer SEO Level 3 (Technical SEO) Module for more details on how you can **submit your web page** or blog for Indexing using **Google Webmaster Tool**



Relevant Information

Once Crawling and Indexing has been completed, google will show **“Relevant Information”** to the user based on his search query, location, word combination, page rank and many other factors.



Let's take some **Examples** so that
you can implement the concept in
Practical Work.

 **Exercise**

Example 1 :

If you search for “Hotels in Goa”, then Google will show relevant results for “**Hotel**” :-

- Hotel Websites
- Booking Sites
- Google Maps with Hotels
- Hotel Reviews

Since you searched for **Hotels**, google show relevant results related to **Hotels** and **Not for Activities at Goa**.

Example 2 :

Now if you have searched for **Activities at Goa**, then google will show relevant results for “**activities**” :-

- Adventure Activities Websites
- Adventure Camps and Bookings
- Google Maps with Site Seeing Locations.
- Tourist Places Review.

It’s all about Relevance :

Google will understand user’s relevance. If he wants to know about activities, then Google Map will show images of Site Seeing at Goa, whereas if he search for hotels, then google will understand the relevance of his needs and will provide results from where he can book hotels.

So.. that was all about How Search Engines Work.

Understood 😊



Search Engine Optimization (SEO)

Chapter : 5 Steps in SEO - An Overview



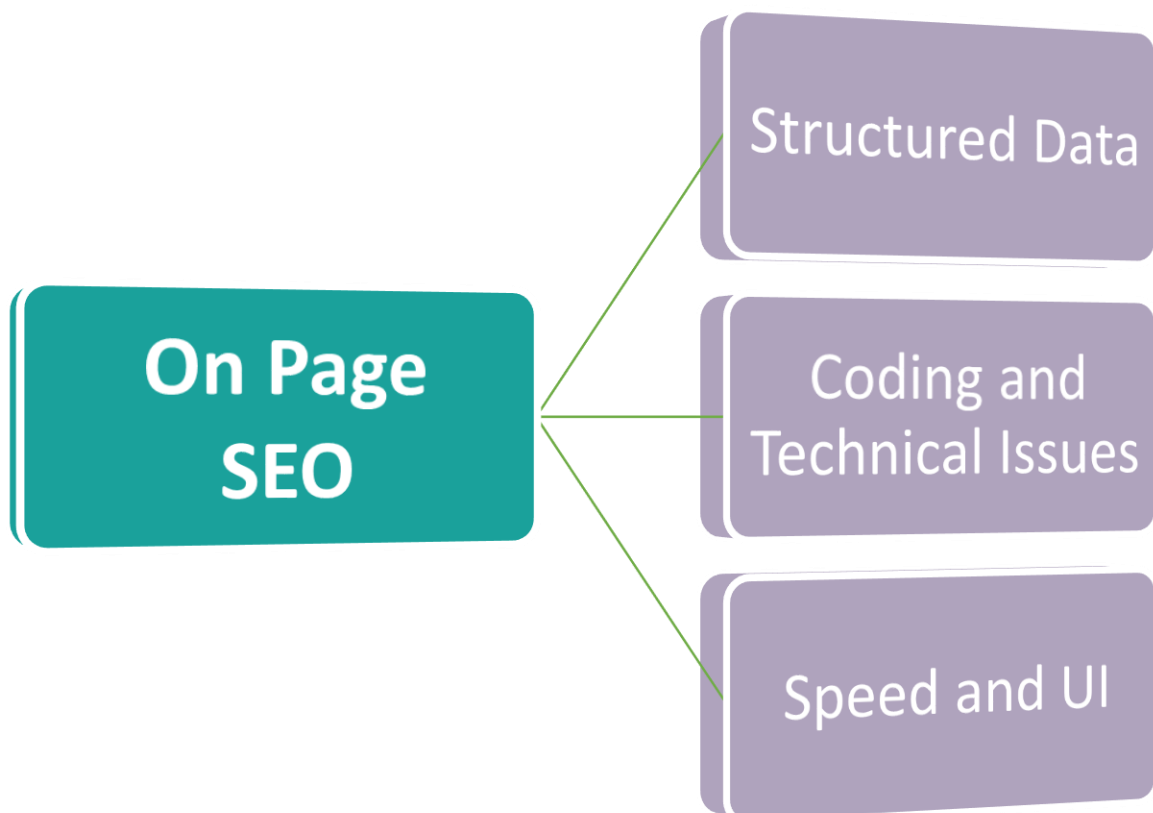
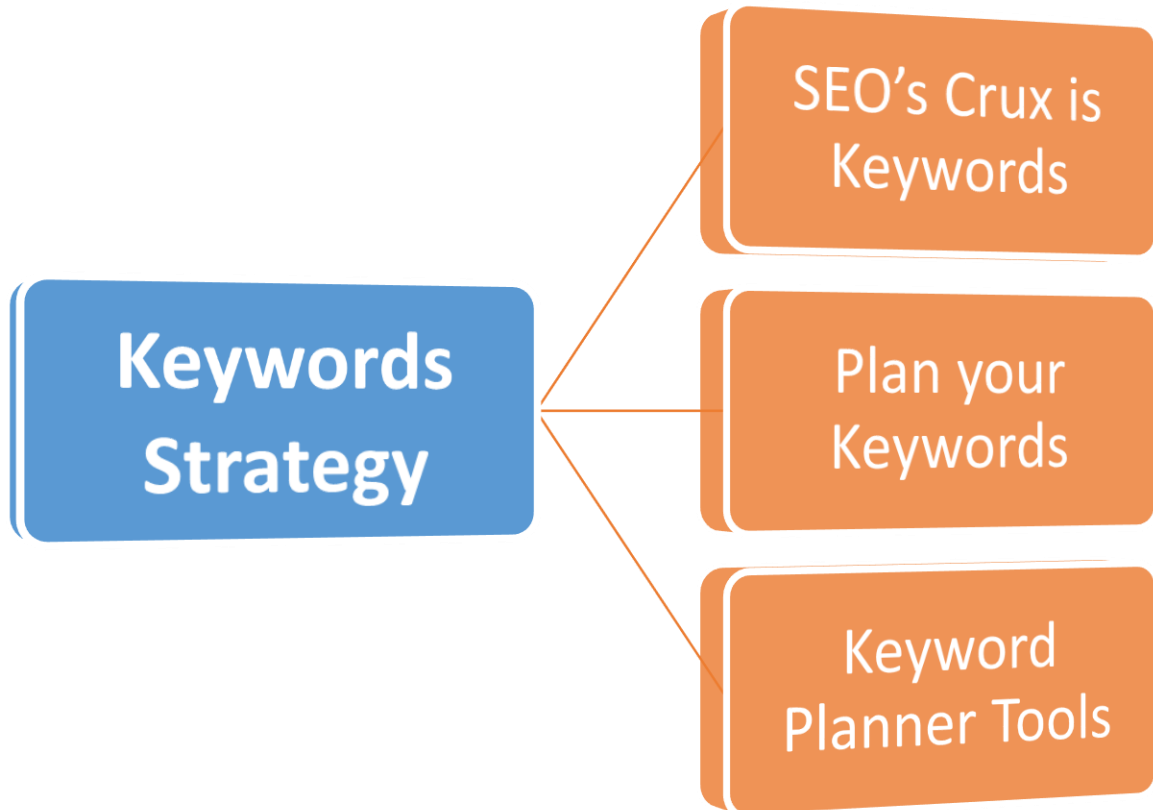
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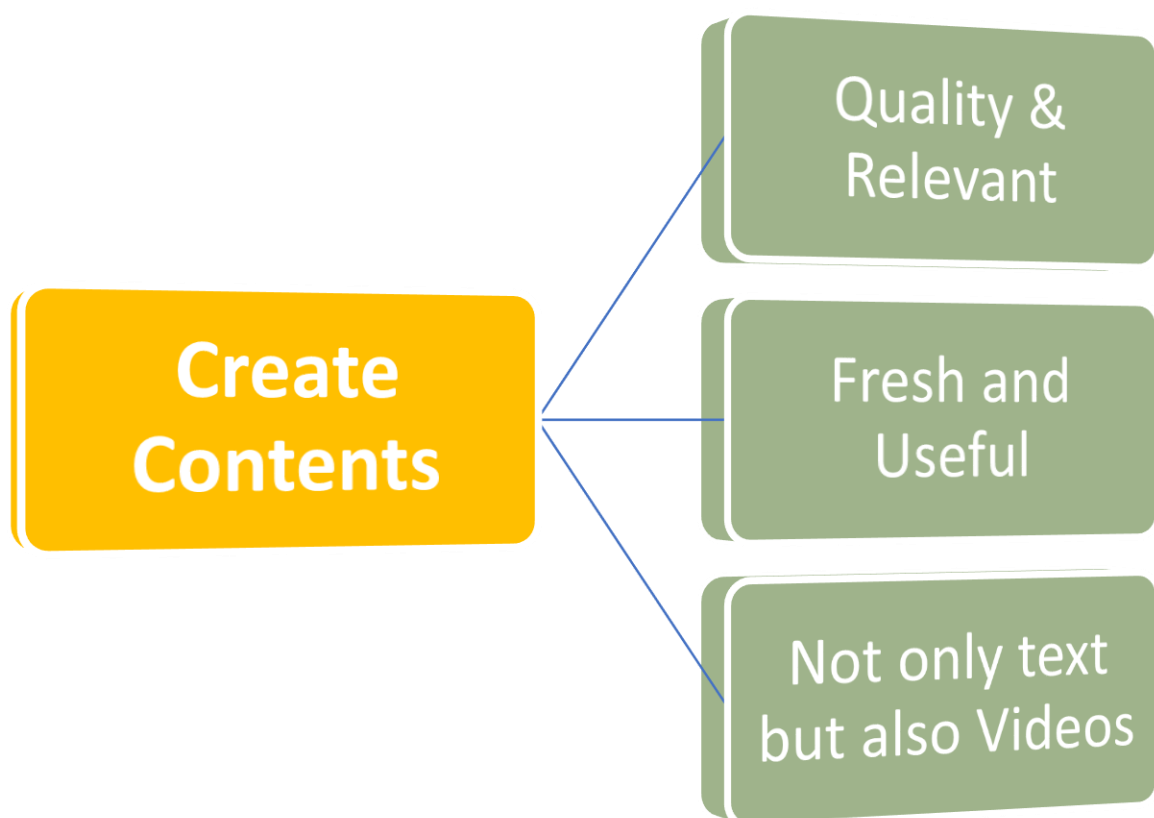
Overview of SEO Activities

There are lot many activities in SEO, however we will take an brief overview about what are the General Steps performed by an SEO Expert. We will discuss each of them in detail from Level 2 Onwards.

General Steps in SEO







We will have detailed discussion on each of above topics from Level 2 Onwards.



Search Engine Optimization (SEO)

Chapter : 6 Name in SEO



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Ideally, you should strike a balance between finding a catchy, unique, brand-friendly domain name and having a **domain** that **contains keywords** you are trying to target.

Role of Domain Name is SEO

The benefit of a keyword-rich domain is two-fold.

1. First, the domain name itself is a ranking factor that the engines consider when calculating ranking order.
2. Second, having relevant keywords in a domain name is beneficial because the domain name is the text that other Internet users will use as anchor text when linking. Since keywords in anchor text are an important ranking factor, having these keywords in a domain name can have a positive impact on ranking.

Now it is not always possible for all businesses to have Domain Name with their Important Keywords. But that's okay. As long as you have brandable name, original site, natural contents and quality traffic, it will rank higher.



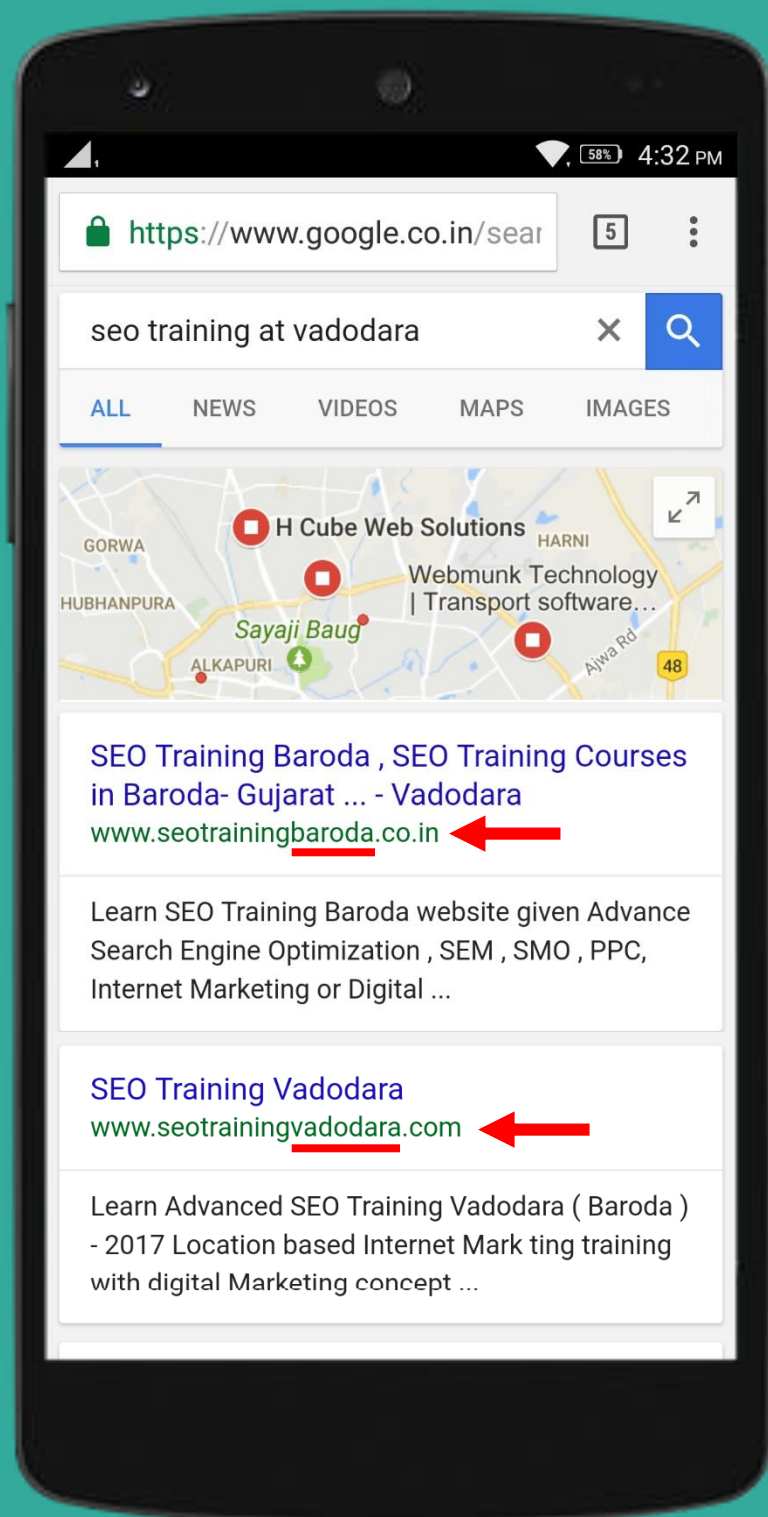
Let's take some **Examples** so that you can implement the concept in Practical Work.

 **Exercise**

Let's Google...

"SEO Training at Vadodara"

I am performing this search from my City Vadodara (also known as Baroda). As you can see, there are few results that rank on first page and has KEYWORDS in their Domain Name.



I want More Tips

More on Domain Name :

Make it Easy to Type –

ExpressFlowers.com is not available, you have two options :-

- A. xpressFlowers.com
- B. ExpressFlowers.co.in

I would prefer Option B, since it is easy to remember and type as well.

Keep it Short –

Instead of...

www.shreeswamivivekanandvidhyalaya.com

You can use SSVVSchool.com

In above domain, the keyword “School” is included and that will help Search Engine understand, that this is regarding school.

Use Keywords –

HonestService.com – Can’t Recognize Business

CarWashService.in – Good Option

veertutorial.com – Can’t Recognize Business

TallyTraining.in – Clear Understandings

Target Your Area –

CarWashVadodara.com

CarWashingChicago.com

Use TLD –

Always use Top Level Domain (TLD) Extension.

First Preference **.com**

Alternatively you can use country specific extensions, if you serve that country only, like **.co.uk** or **.co.in** or **.in**

Don’t use low quality TLD like .biz or .info, etc.

Caution !

Exact Match Domain (EMD)

Caution:

Earlier 2012, people used to manipulate SEO Rankings by putting Exact Keyword as their Domain Name or EMD.

No backlinks. No quality content. Just raw SEO power!

e.g.

- DigitalMarketingCourseIndia.com
- BuyNikeShoes.net
- Buyiphoneonline.com/org/net

To counter such SEO manipulations, Google dropped a came with **Exact Match Domain Update**.

“

We have looked at the rankings and weights that we give to keyword domains and some people have complained that we're giving a little too much weight for keywords in domains. And so we have been thinking about adjusting that mix a little bit and sort of turning the knob down within the algorithm so that given two different domains, it wouldn't necessarily help you as much to have a domain with a bunch of keywords in it.”

Matt Cutts (Google Engineer)



Matt Cutts 
@mattcutts



Follow



Minor weather report: small upcoming Google algo change will reduce low-quality "exact-match" domains in search results.

RETWEETS

651

LIKES

66



1:43 pm - 28 Sep 2012

OMG! I'm worried

What if My Brand Name Includes Keywords?

Do I need to worry. No. Not at all, as long as you have genuine website with fresh and original contents.

A domain name that contains keywords, often called a PMD for partial match domain, doesn't ruin your SEO.

For e.g. your keyword is SEO Training and you have domain name **SeoTrainingInstitute.com** and assuming it is decent website with great contents and good user experience, it will not have any negative impact on your SEO rankings.

Google is targeting ONLY spammy signals around EMDs and PMDs and not genuine websites.

Level 1 : Basics of SEO ends.

Let's learn **Level 2 to 6.**

Yup.. I'm Excited 😊