



SEO Fundamentals

Keyword Research

Definition:	Identifying relevant terms people use when searching for your products/services.
Tools:	Google Keyword Planner, Ahrefs, SEMrush, Moz Keyword Explorer
Metrics:	Search volume, keyword difficulty, cost-per-click (CPC)
Best Practices:	Focus on long-tail keywords, analyze competitor keywords, use a mix of informational and transactional keywords
Example:	If you sell running shoes, research keywords like "best running shoes for beginners", "trail running shoes", "buy running shoes online"

On-Page Optimization

Title Tags:	Unique, descriptive, and under 60 characters. Include primary keyword.
Meta Descriptions:	Compelling summary under 160 characters. Encourage clicks.
Header Tags (H1-H6):	Use keywords naturally. Structure content logically.
URL Structure:	Short, keyword-rich, and easy to read. Use hyphens.
Image Optimization:	Use descriptive alt text. Compress images for faster loading.
Internal Linking:	Link relevant pages to improve site navigation and distribute link juice.

Off-Page Optimization

Link Building:	Earning backlinks from high-quality, relevant websites.
Types of Links:	Editorial links, guest posting, broken link building, resource page links
Domain Authority (DA):	A Moz metric predicting a website's ranking ability in search results.
Page Authority (PA):	A Moz metric predicting the ranking ability of a specific page.
Anchor Text:	The clickable text in a hyperlink. Use relevant keywords.
Best Practices:	Focus on quality over quantity, build relationships, diversify anchor text.

Content Marketing Strategies

Content Formats

Blog Posts:	Informative articles that address audience pain points and provide value.
Ebooks:	In-depth guides on specific topics, often used for lead generation.
Infographics:	Visually appealing representations of data and information.
Videos:	Engaging content that can explain complex topics or showcase products.
Case Studies:	Real-world examples of how your product or service has helped customers.
Podcasts:	Audio content that allows you to connect with your audience on a personal level.

Content Creation Process

1. Research:	Identify target audience, their needs, and relevant keywords.
2. Planning:	Develop a content calendar with topics, formats, and publishing dates.
3. Creation:	Write, design, or record the content.
4. Optimization:	Optimize content for SEO (keywords, meta descriptions, etc.).
5. Promotion:	Share content on social media, email, and other channels.
6. Analysis:	Track performance and adjust strategy based on results.

Content Distribution Channels

Social Media:	Share content on relevant platforms (Facebook, Twitter, LinkedIn, etc.).
Email Marketing:	Send content to subscribers through newsletters and targeted campaigns.
Influencer Marketing:	Partner with influencers to promote content to their followers.
Paid Advertising:	Use paid ads (Google Ads, social media ads) to reach a wider audience.
Content Syndication:	Republish content on other websites to expand reach.
Online Communities:	Share content in relevant forums, groups, and communities.

Social Media Marketing

Platform Selection

Facebook:	Broad audience, good for brand awareness and community building.
Twitter:	Real-time updates, news, and quick interactions.
LinkedIn:	Professional networking, B2B marketing, and thought leadership.
Instagram:	Visual content, influencer marketing, and brand storytelling.
TikTok:	Short-form videos, trending challenges, and Gen Z audience.
Pinterest:	Visual discovery, inspiration, and product promotion.

Content Strategy

1. Define Goals:	Increase brand awareness, generate leads, drive sales, etc.
2. Know Your Audience:	Understand their interests, demographics, and online behavior.
3. Create Engaging Content:	Use a mix of text, images, videos, and interactive content.
4. Be Consistent:	Post regularly to keep your audience engaged.
5. Interact with Followers:	Respond to comments, messages, and mentions.
6. Analyze Results:	Track key metrics (engagement, reach, conversions) and adjust your strategy.

Social Media Advertising

Targeting Options:	Demographics, interests, behaviors, location, custom audiences.
Ad Formats:	Image ads, video ads, carousel ads, story ads, lead generation ads.
Bidding Strategies:	Automatic bidding, manual bidding, cost-per-click (CPC), cost-per-impression (CPM).
A/B Testing:	Test different ad creatives, copy, and targeting options to optimize performance.
Retargeting:	Show ads to users who have previously interacted with your website or social media profiles.
Tracking & Analytics:	Use social media analytics tools to track ad performance and ROI.

Email Marketing Essentials

Email List Building

Opt-in Forms:	Embed forms on your website, blog, and social media pages.
Lead Magnets:	Offer valuable content (e.g., ebooks, checklists, templates) in exchange for email addresses.
Contests & Giveaways:	Run contests and giveaways to incentivize sign-ups.
Landing Pages:	Create dedicated landing pages with a clear call-to-action.
Pop-up Forms:	Use pop-up forms strategically (e.g., exit-intent pop-ups).
Double Opt-in:	Require subscribers to confirm their email address to ensure quality.

Email Campaign Types

1. Welcome Emails: Introduce your brand and set expectations.
2. Newsletters: Share updates, blog posts, and industry news.
3. Promotional Emails: Promote products, services, and special offers.
4. Transactional Emails: Order confirmations, shipping updates, password resets.
5. Triggered Emails: Sent based on specific user actions (e.g., abandoned cart emails).
6. Re-engagement Emails: Encourage inactive subscribers to re-engage.

Email Deliverability

Sender Reputation:	Maintain a good sender reputation by avoiding spam practices.
Authentication:	Use SPF, DKIM, and DMARC to authenticate your emails.
List Hygiene:	Regularly clean your list by removing inactive subscribers.
Spam Filters:	Avoid using spam trigger words and phrases.
Engagement:	Encourage subscribers to open, click, and reply to your emails.
Feedback Loops:	Monitor feedback loops to identify and address deliverability issues.