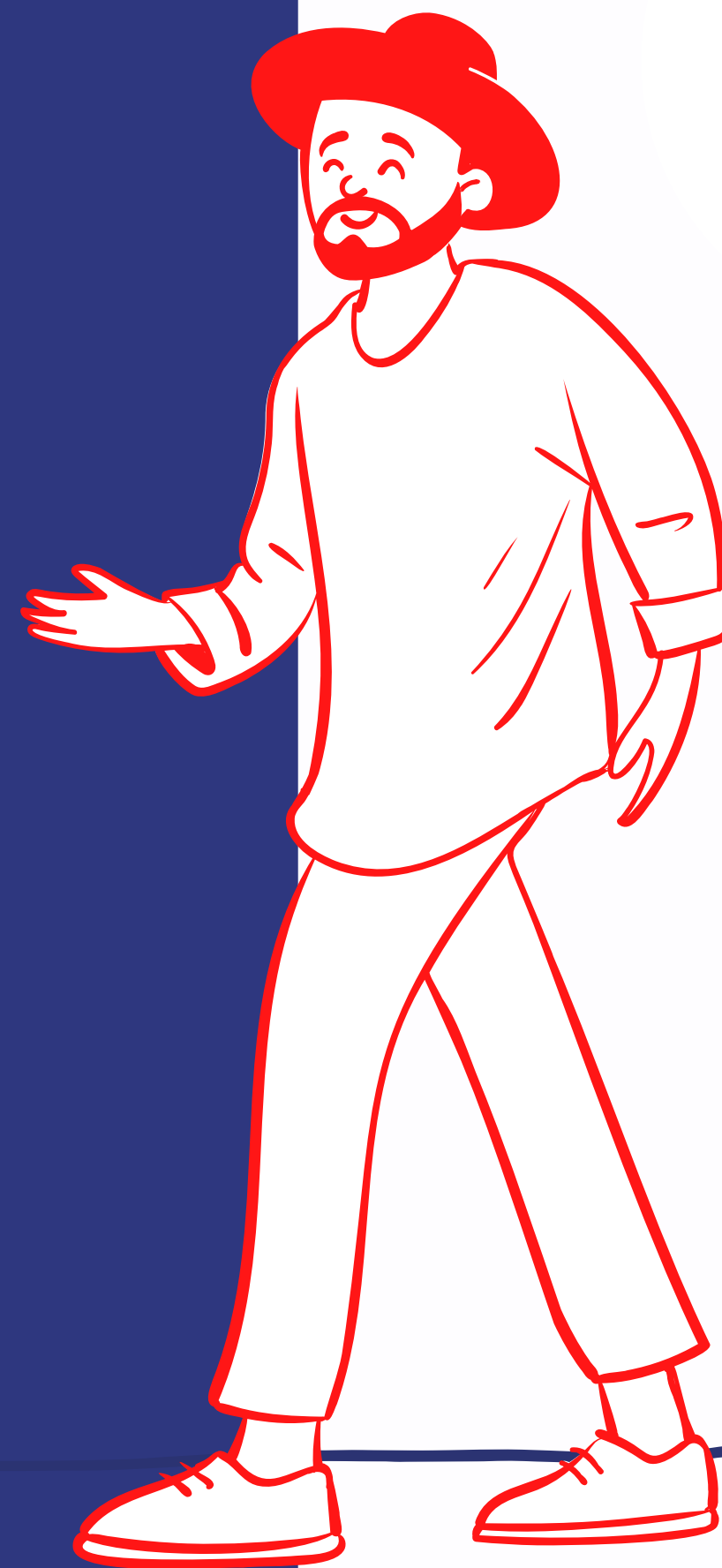


Digital Marketing Presentation

For Blogging &
Product
Website





I have a dream to create successful website

With all the competition in the blogging world, Google Search Engine Updates and best practices, creating a successful website seems a like challenge.



Google Currently Has 130 Trillion Pages Indexed & Increasing



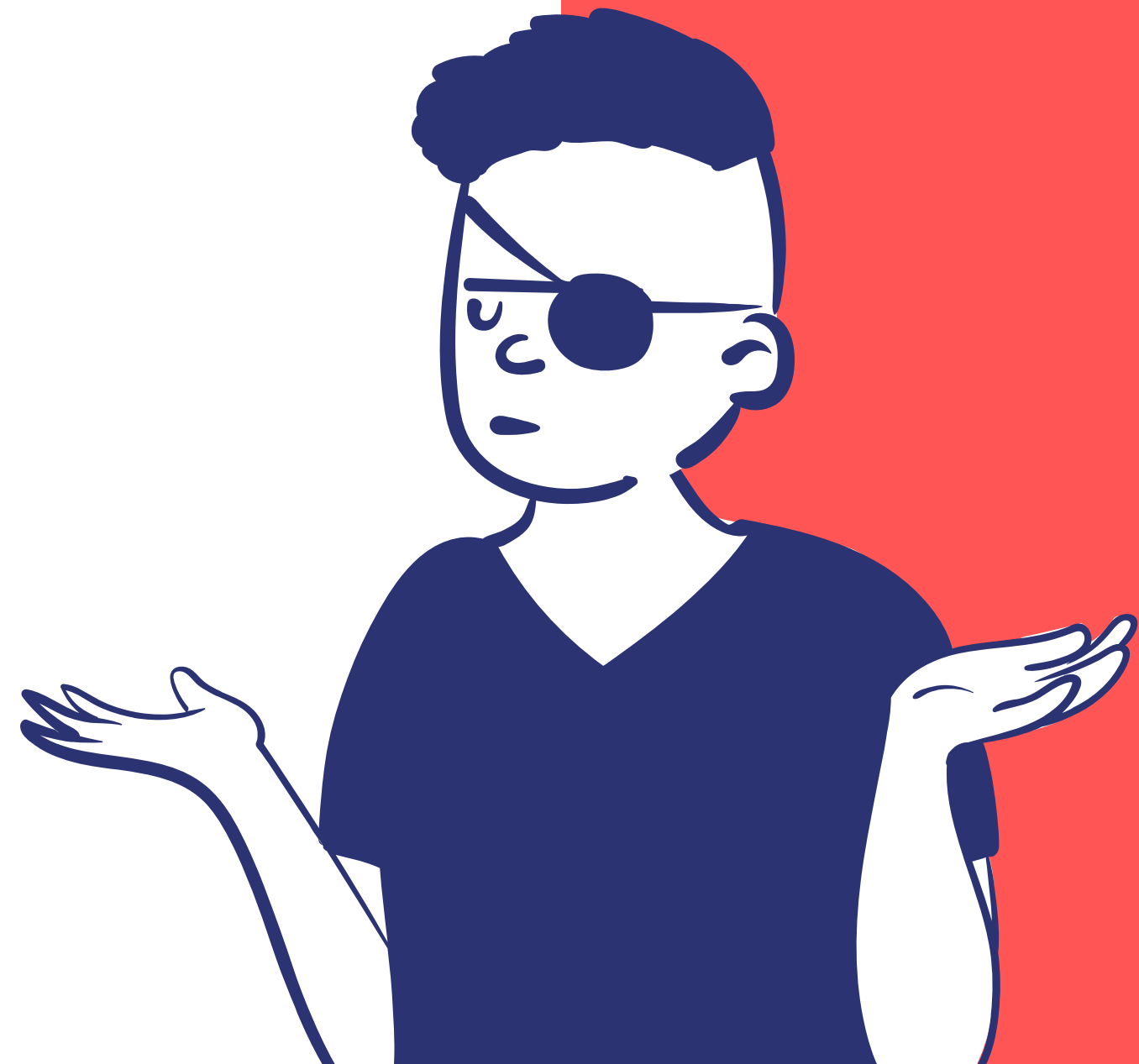
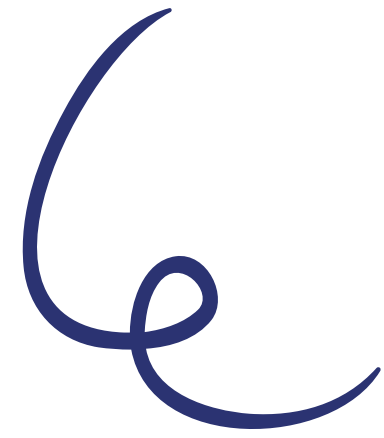
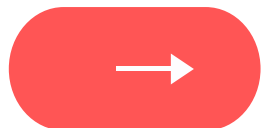
Start Early & Don't Giveup

Blogging takes time and patience



Where should I Even Begin

- Get a domain name
- Hosting
- Install WordPress
- Start Posting Content

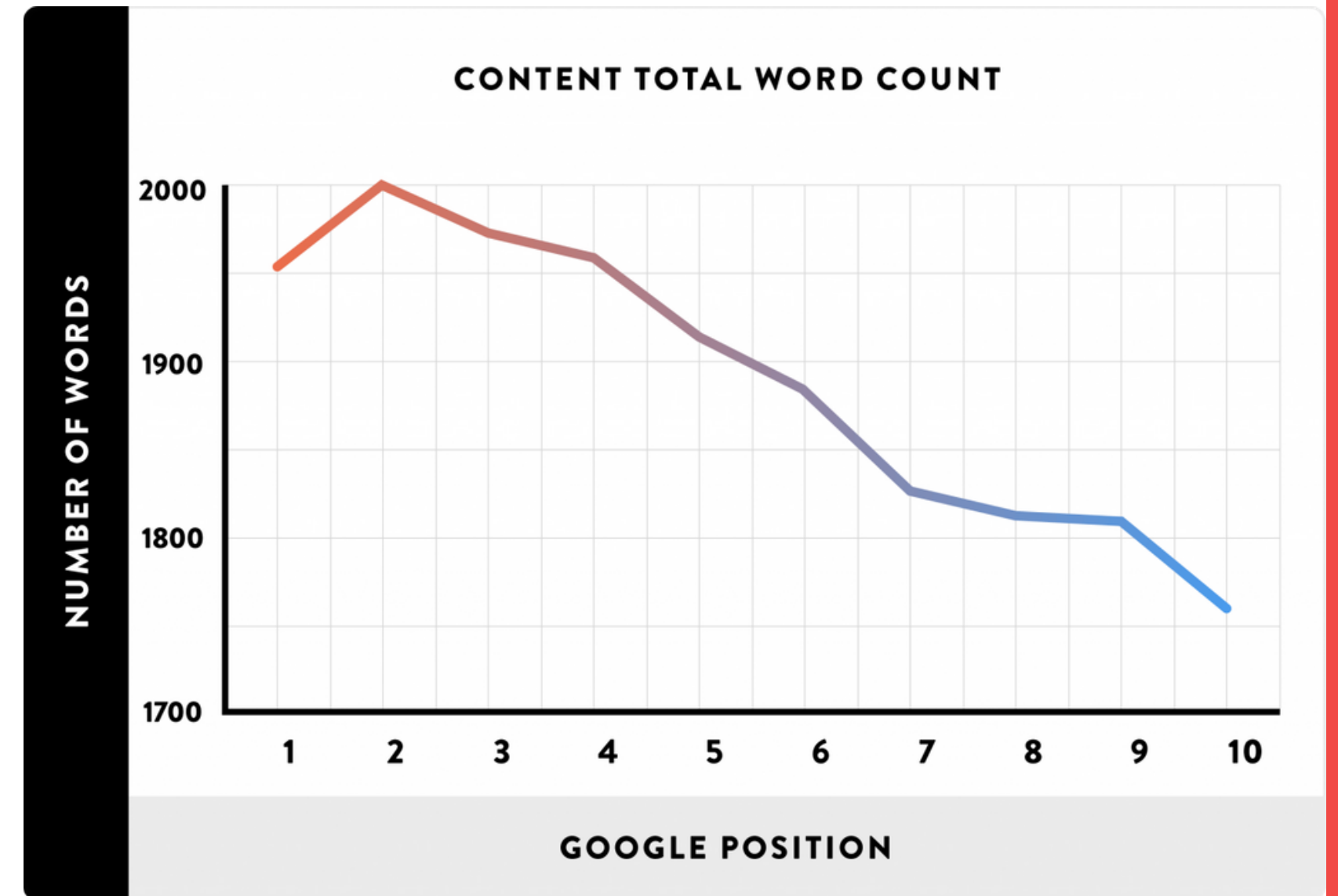


Comprehensive content

Focus on creating content that completely answers users queries .

Ask Yourself

Always ask yourself if your content is solving a problem which users is looking an answer for.

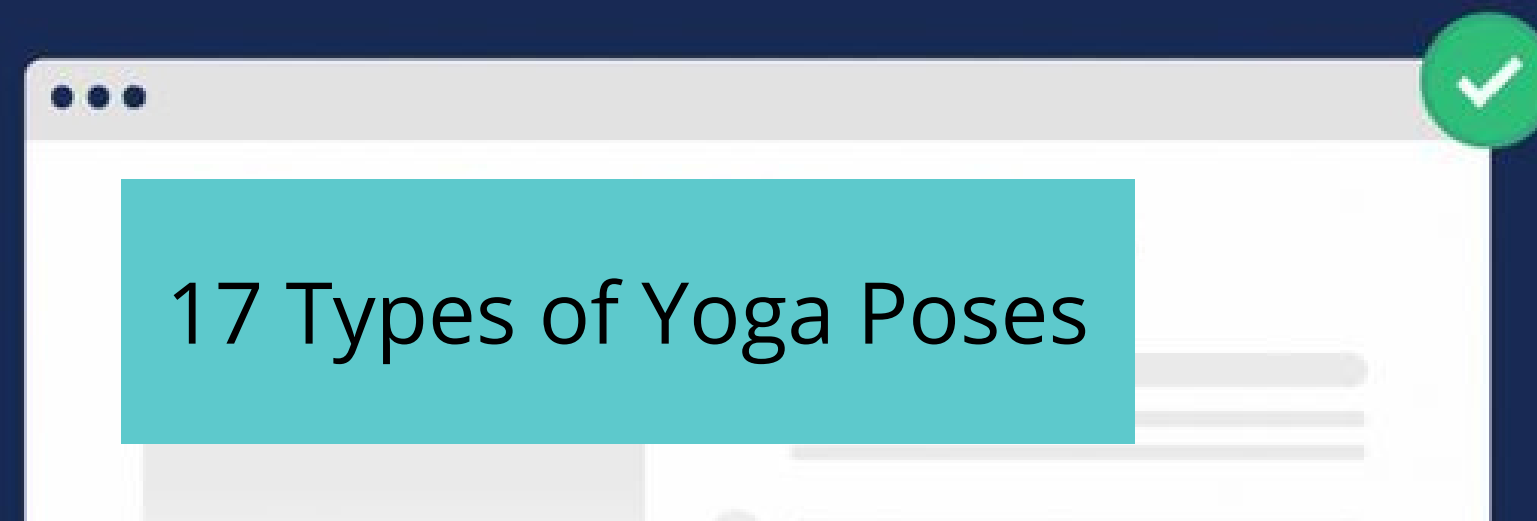
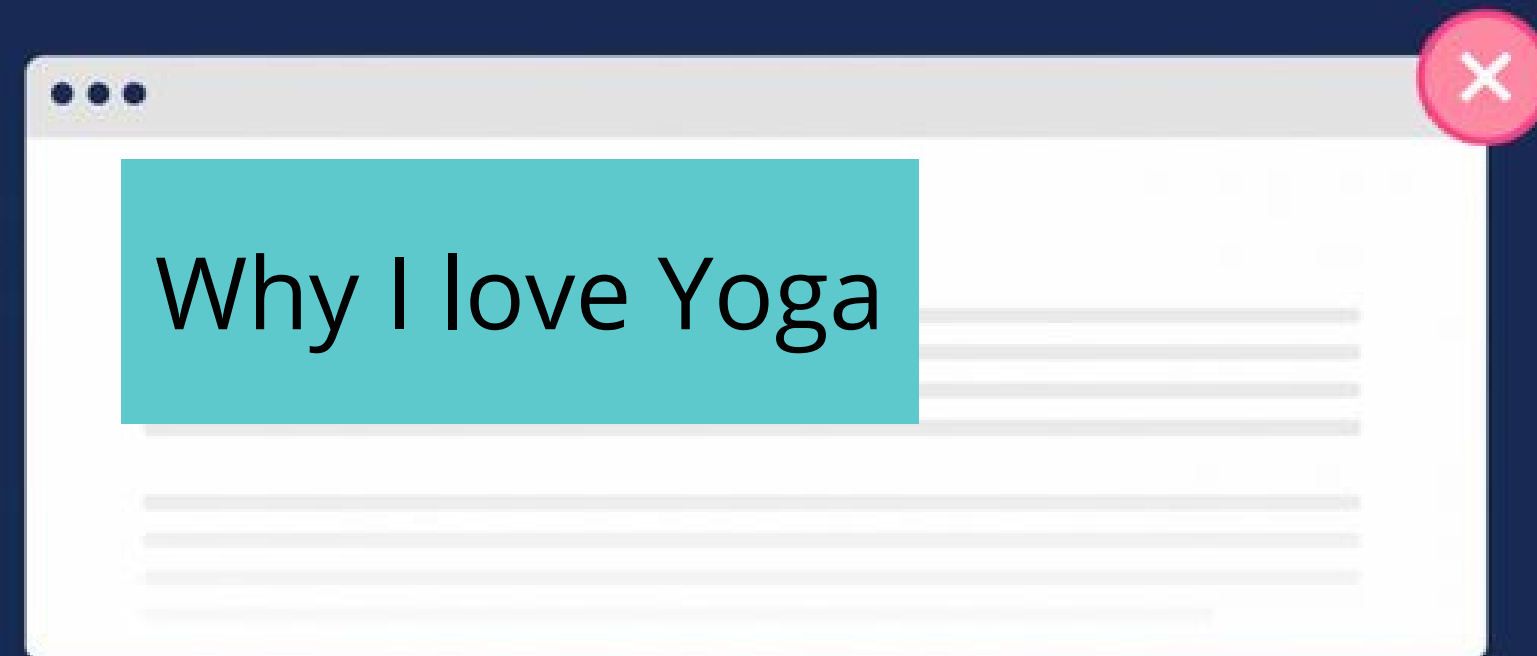


User Intent



A content peice which answers 20 different types of YOGA Poses is better than a content post which talk about why I love Yoga

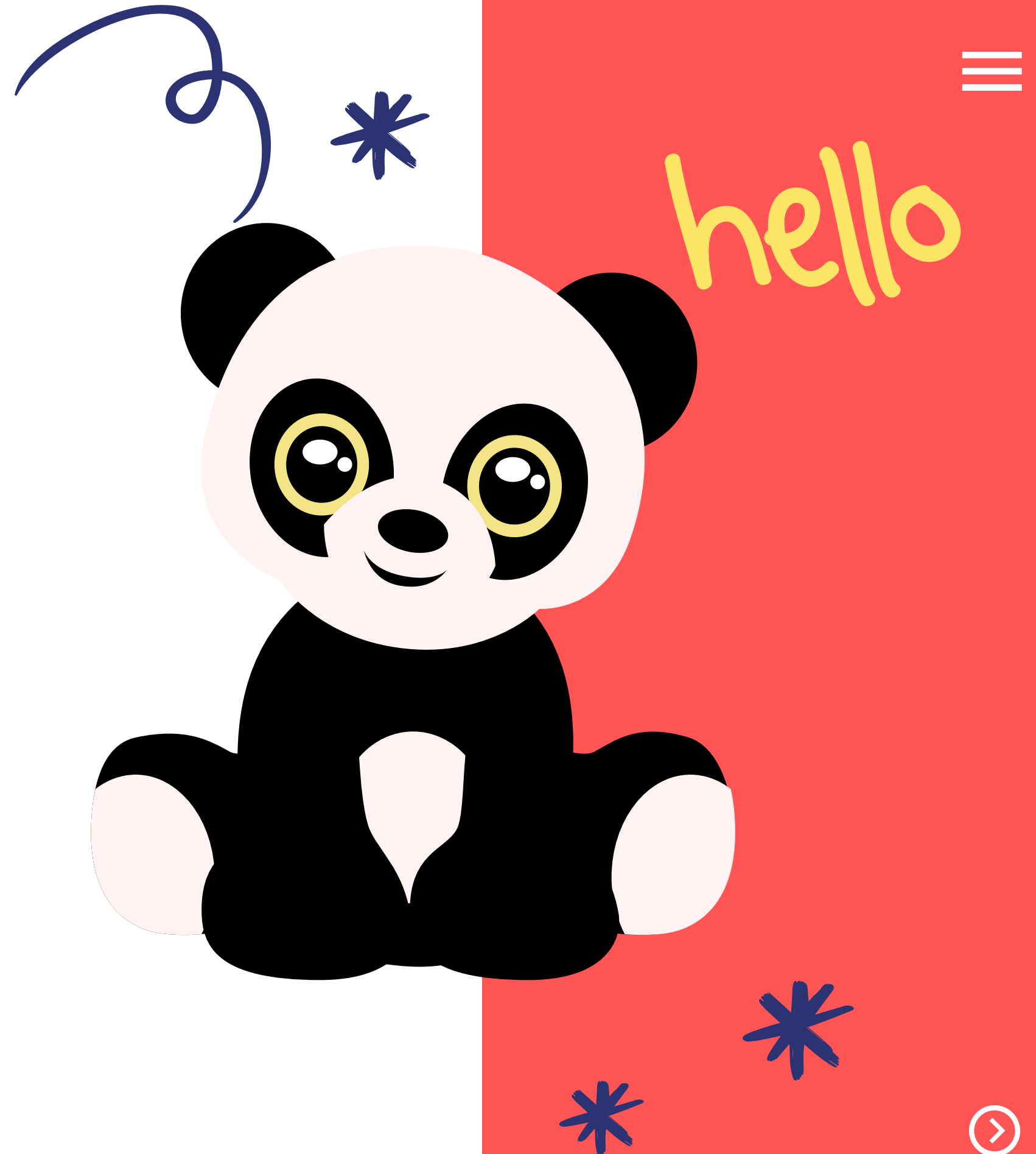
MAKE YOUR CONTENT USEFUL



Google Algorithm Update - PANDA

Google Ranking Algorithm - 2011

Panda is the official name of a Google algorithm update developed to reduce the prevalence of low-quality, thin content in the search results, and to reward unique, compelling content



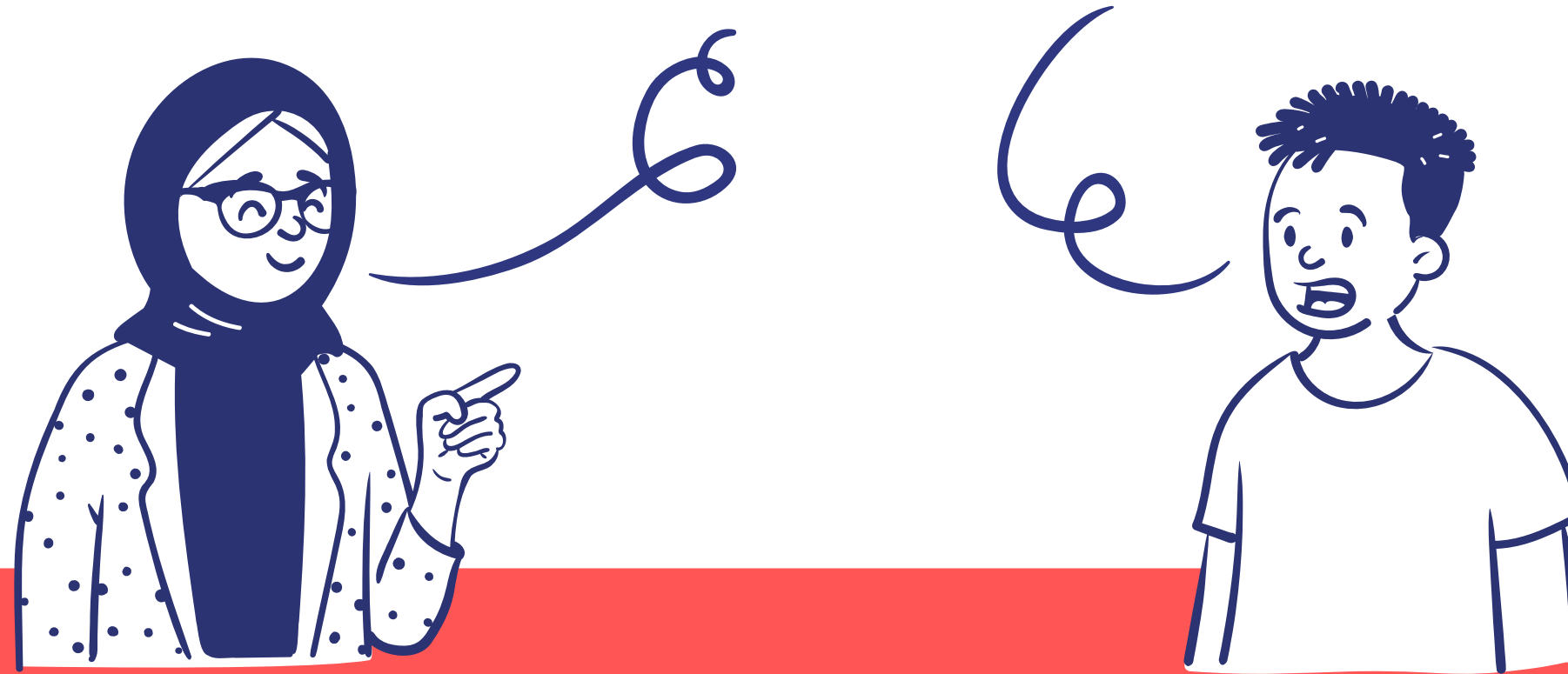
Structured



- BEGINNER'S GUIDE
- CLASSIC LIST POST
- CASE STUDY
- HOW THEY DID IT POST
- MYTH DEBUNKER
- PRODUCT SHOWDOWN
- THINGS TO DO AFTER



Hey, That's what I said....



Content Uniqueness

Never copy your competitors for content. Google Always notices that and that chances of ranking for the same conten will reduce marginally



Tips

EAT & YMYL

E-A-T (Expertise,
Authoritativeness,
Trustworthiness)

YMYL – Your Money or
Your Life

EAT

Searching for T-Shirts to buy online - EAT NOT Required

Searching for information on some disease - EAT highly important

YMYL

YMYL stands for “your money or your life” and this is how Google's refers to web pages and content that could have a negative impact on the quality of people's lives and/or their finances

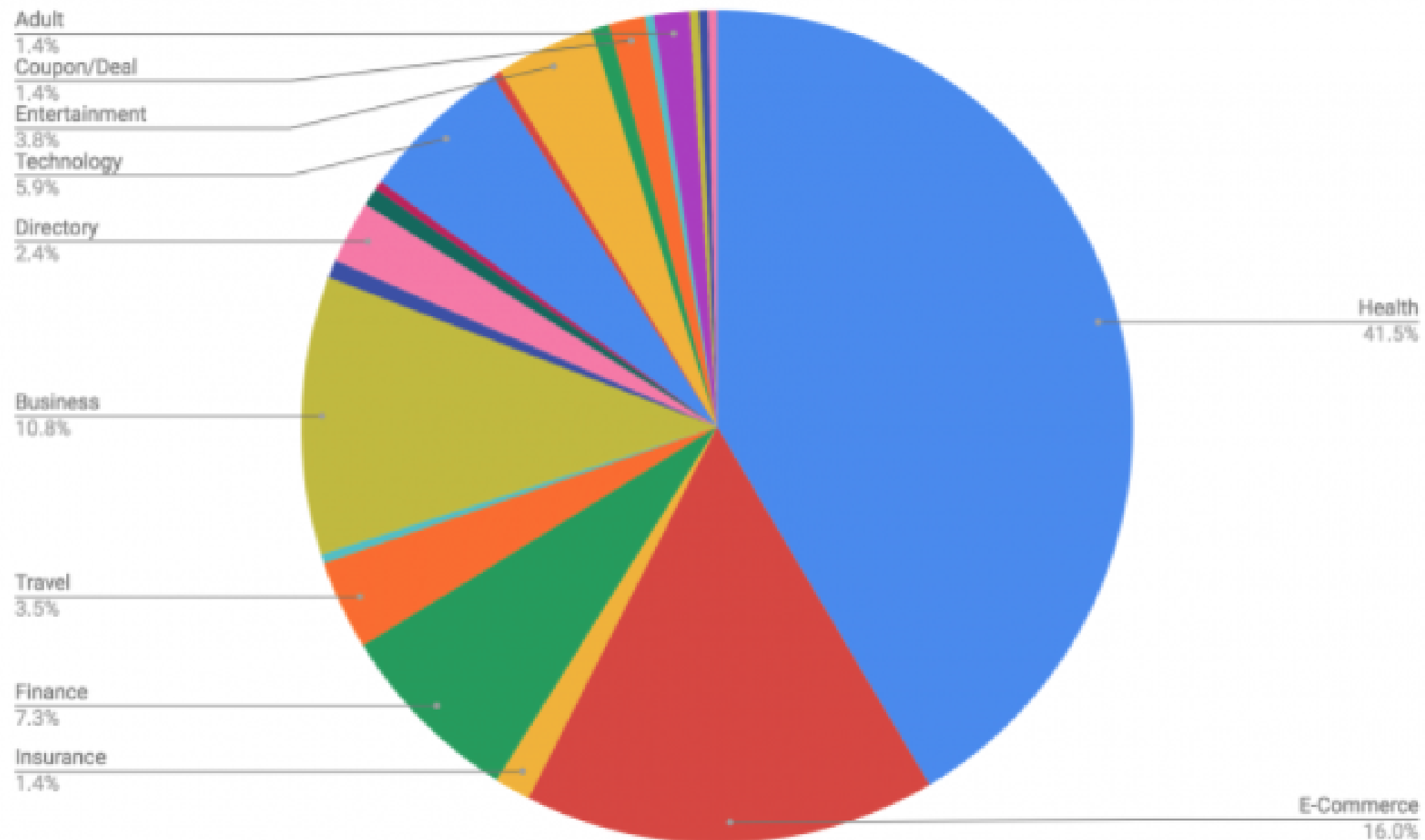
WHY ?

As people's life and Finances are involves, Google ranks websites which have experts working on themm





Medic Update - 2018

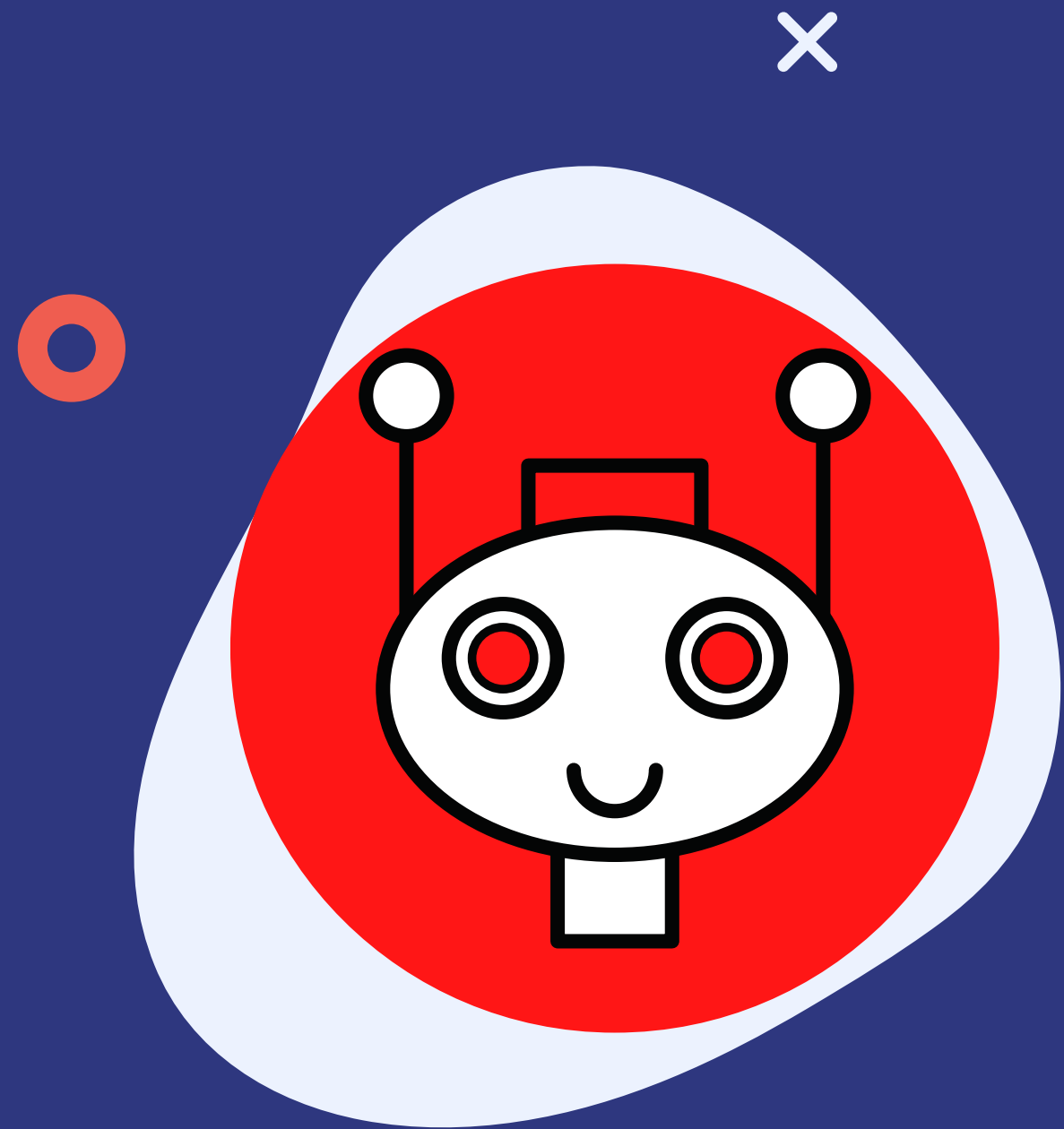


YMYL

Medical websites which could have impact on person's life had the most to lose after this update

EAT

Websites which had not established their EAT got affected the most



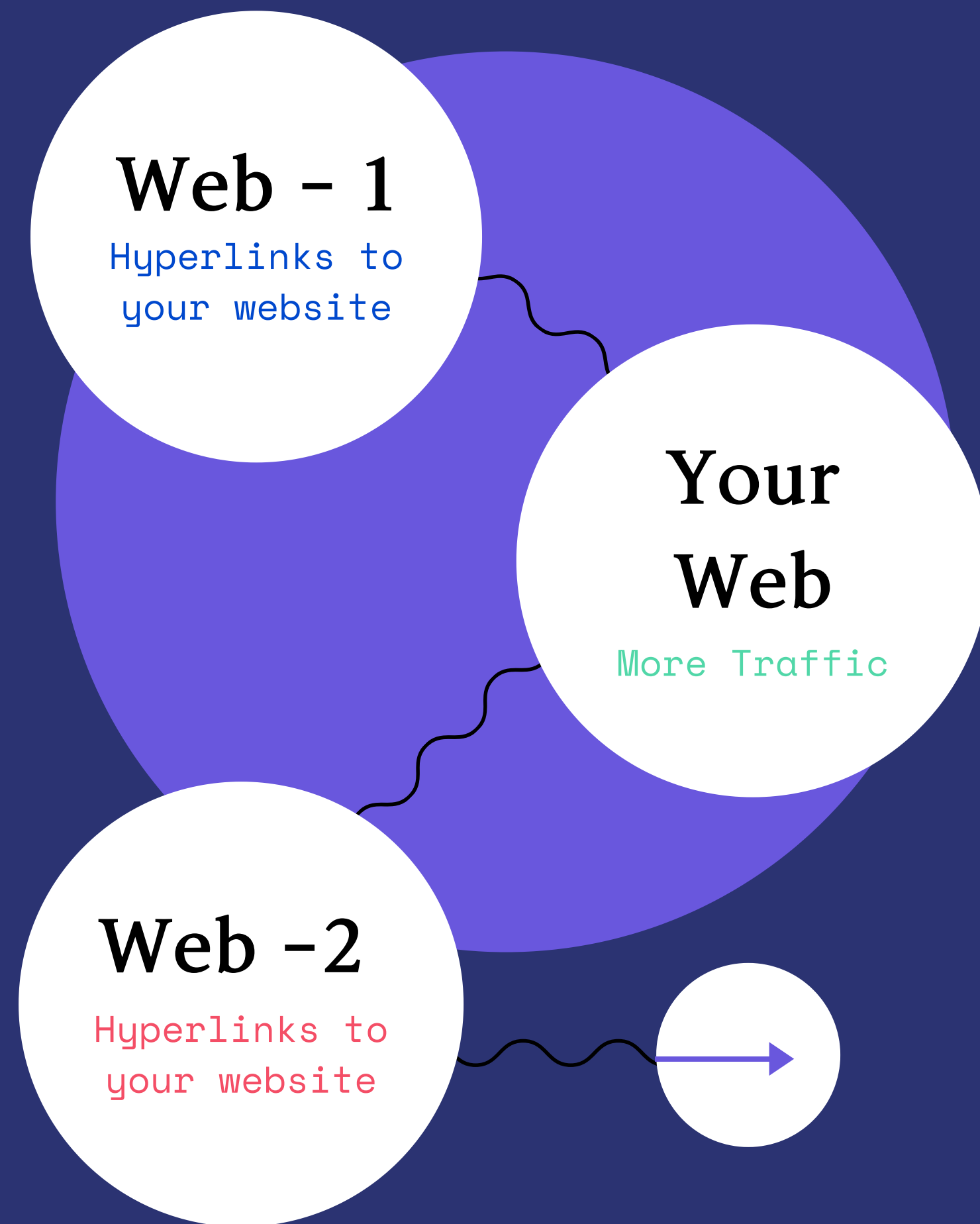
Google RankBrain

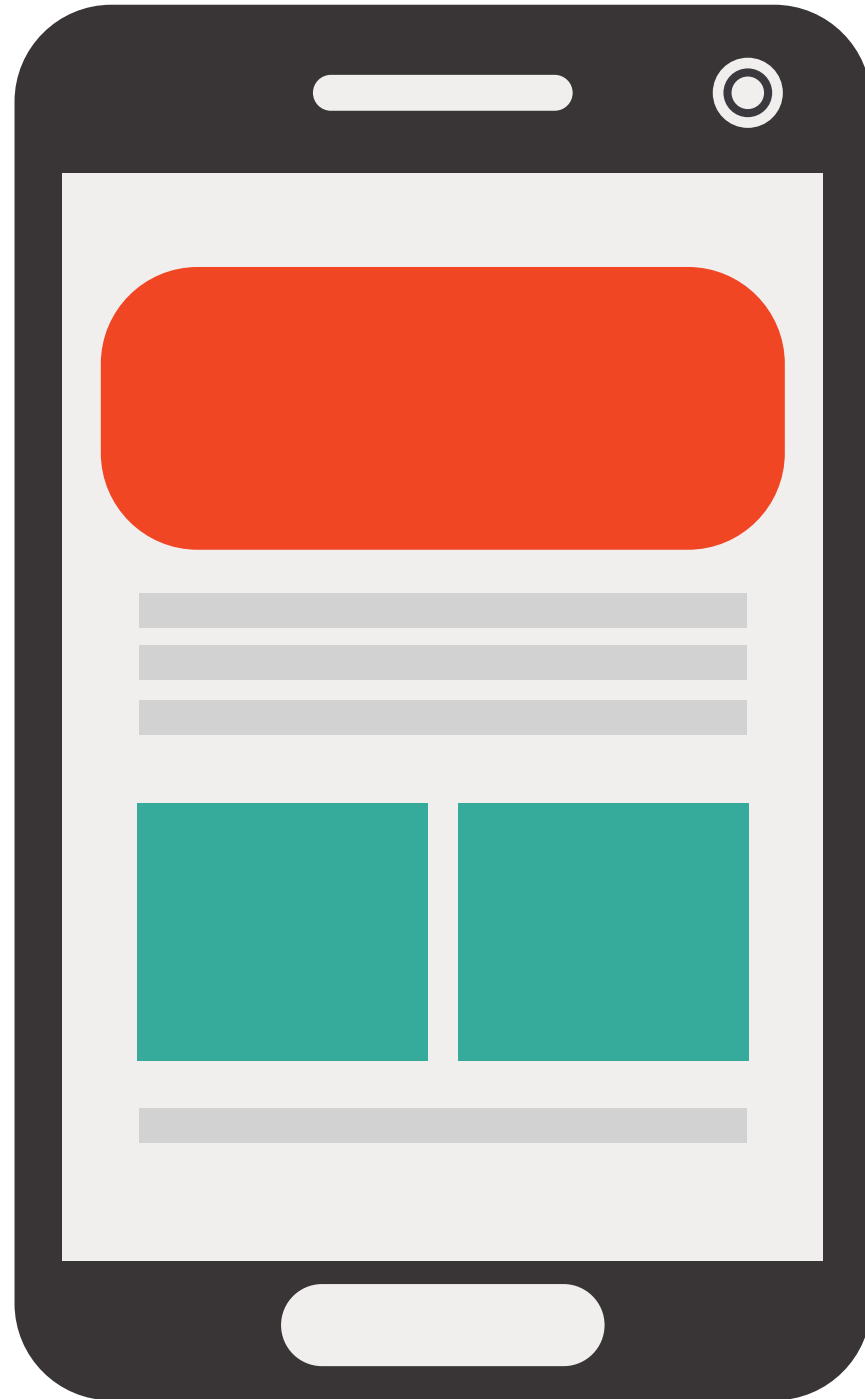
RankBrain is mainly machine-learning artificial intelligence system used as a way to interpret the searches that people submit to find pages that might not have the exact words that were searched for.



Backlinks

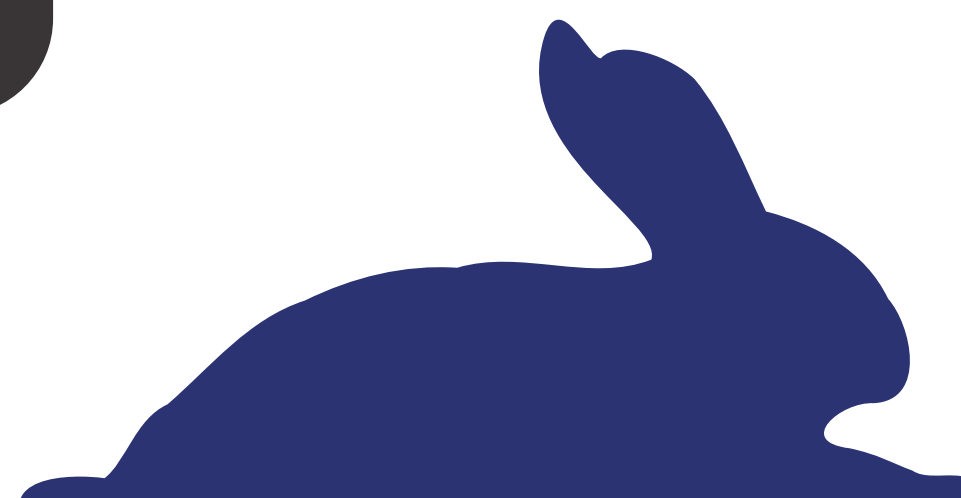
The easy way to put backlinks are to look at them like a trust vote from other websites. The more trust votes your have from other websites, highers the chaces of your website ranking





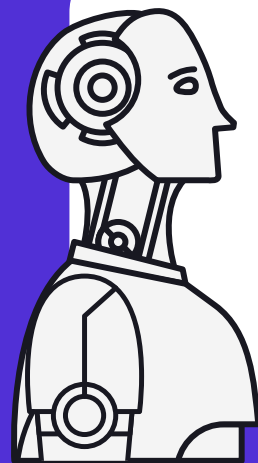
SITE LOADING SPEED

Google hates website which load slowly. Website speed is one fo the most important ranking factor for ranking either for desktop or Mobile. Also focus on Core web vitals

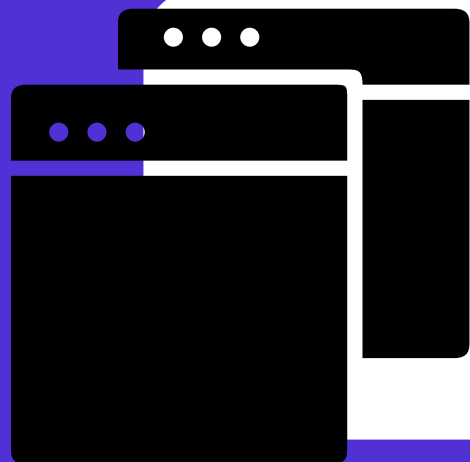




Content



Rank Brain



**Page Rank Value /
Backlinks**

There are more than 200+ ranking factors. But these three are most important one.



Thank You
- Sanjeev Pandey

