



DIGITAL MARKETING

PROFESSIONAL CERTIFICATION



DMPC™ Version 012022

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DIGITAL MARKETING PROFESSIONAL CERTIFICATE DMPC™



DMPC™ Version 012022



Learning Objectives

Digital Marketing Professional Certificate (DMPC™) program provides a detailed understanding of Digital Marketing concepts, strategies, and implementation, including email and search Engine Optimization (SEO) campaigns, Pay-per-click (PPC) campaigns, social media, retargeting, and integrating digital with traditional marketing.



Who should attend this certification?

- Lifelong learners interested in boosting their Digital marketing knowledge and making it a key component of their careers or daily business activities.
- Individuals looking for an entry-level position in digital marketing
- Marketing professionals seeking new skills or advancement
- Mid-level marketing professionals seeking to modernize their skill set
- Business professionals or non-profit employees who oversee the marketing function for their organization



Who is Certiprof®?

Certiprof® is a certifying entity founded in the United States in 2015, currently located in Sunrise, Florida.

Our philosophy is based on the creation of knowledge in community and for this purpose its collaborative network is formed by:

- **Our Lifelong Learners (LLL)** identify themselves as Continuous Learners, demonstrating their unwavering commitment to lifelong learning, which is vitally important in today's ever-changing and ever-expanding digital world. Regardless of whether or not they win the exam.
- Universities, training centers, and facilitators around the world are part of our network of **ATPs (Authorized Training Partners)**.
- **Authors (co-creators)** are industry experts or practitioners who, with their knowledge, develop content for the creation of new certifications that respond to industry needs.
- **Internal Staff:** Our distributed team with operations in India, Brazil, Colombia and the United States is in charge of overcoming obstacles, finding solutions and delivering exceptional results.



Our Affiliations

Memberships



Digital badges issued by



IT Certification Council – ITCC

Certiprof® is an active member of ITCC.

One of the importance of being part of the ITCC is how industry leaders collaborate with each other in an open format to explore new or different ways of doing business that inspire and encourage innovation, establishing and sharing best practices that allow us to extend that knowledge to our community. Certiprof has contribute with white papers in the Career Path Ways Taskforce a taskforce that was implemented internally to offer students with the opportunity to know what path to take after a certification.

- **IBM**
- **CISCO**
- **ADOBE**
- **AWS**
- **SAP**
- **GOOGLE**
- **ISACA**



Certiprof® is a corporate member of the Agile Alliance.

By joining the Agile Alliance corporate program, we continue to empower people by helping them reach their potential through education. Every day, we provide more tools and resources that enable our partners to train professionals who seek to enhance their professional development and skills.

<https://www.agilealliance.org/organizations/certiprof/>



This alliance allows individuals and companies certified or accredited with Certiprof® to have a worldwide distinction through a digital badge.

Credly is the world's largest badge repository, and leading technology companies such as IBM, Microsoft, PMI, Nokia, and Stanford University, among others, issue their badges with Credly.

Companies issuing knowledge validation badges with Credly:

- **IBM**
- **Microsoft**
- **PMI**
- **Universidad de Stanford**
- **Certiprof**



Digital Badges



According to a study by the IT Certification Council (ITCC), people knew little about digital badges years ago. Today, large companies and educational institutions around the world issue badges.

Digital badges contain detailed metadata about who earned them, the competencies required, and the organization that issued them. Some badges are even linked to the activities needed to attain them.

For companies and educational institutions, badges and the information they provide are so important that many decisions, such as hiring or admission decisions, are based on the data they provide.

Digital Badges:
What Are They?



Why are they important?



- **Ease of Sharing and Verifying Achievements:**

Digital badges allow professionals to showcase and verify their achievements instantly and globally. According to a Credly report, **LinkedIn profiles with digital badges receive 40% more attention from recruiters and employers.**

- **Visibility on Digital Platforms:**

In a survey conducted by Pearson and Credly, **85%** of users who earned digital badges shared them on LinkedIn, and **75%** reported that this improved their **professional credibility in their networks**. In addition, **76%** of employers surveyed said that digital badges help them quickly identify specific skills.



Why are they important?

- **Hiring Impact:**

A study by the **International Project Management Association (PMI)** found that candidates who display project management digital badges are **60%** more likely to be hired compared to those who only mention their skills without digital verification.



Why are they important?

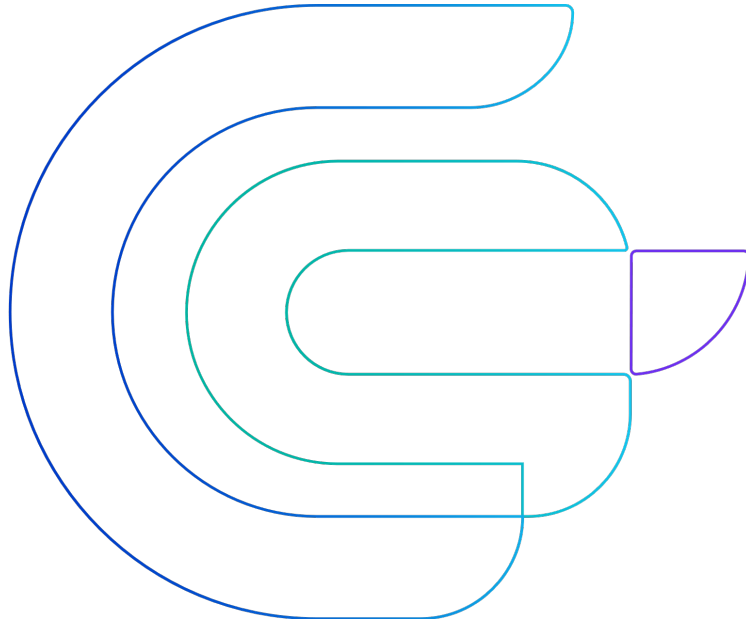


- **Personal Brand Empowerment:**

Digital badges' instant visibility and verification allow professionals to demonstrate their skills and build a solid personal brand. According to a LinkedIn study, professionals who use digital badges **are 24%** more likely to advance in their careers.

Certification and digital badges validate knowledge and are powerful tools for continuous improvement and employability. In a world where lifelong learning has become the norm, these credentials are key to professional development and competitiveness in the global job market.





Not all badges are created equal, and at **certiprof**, we are committed to offering you more than just digital recognition. By earning a badge issued by **certiprof**, you will receive validation of your knowledge backed by one of the world's leading professional certification bodies.

Take the next step and earn the badge that will open doors and position you as an expert in your field.



Why getting your certificate is essential?

- **Proof of Expertise:** Your certificate formally acknowledges the skills and knowledge you've acquired. It serves as verifiable proof of your qualifications and demonstrates your commitment to excellence in your field.
- **Credibility and Recognition:** In today's competitive job market, employers and peers value credentials that distinguish you from others. A certification certificate from a recognized institution, like Certiprof, provides instant credibility and boosts your professional reputation.
- **Career Advancement:** Having your certificate can open doors to new opportunities. Whether it's a promotion, a raise, or landing a new job, certifications are critical differentiators employers look for when evaluating candidates.



Why getting your certificate is essential?

- **Networking Opportunities:** Holding a certificate connects you with a network of certified professionals. Many organizations have alumni or networking groups where you can share experiences, exchange ideas, and grow your professional circle.
- **Personal Achievement:** Earning a certification is a significant accomplishment, and your certificate is a tangible reminder of the hard work, dedication, and progress you've made. It's something you can be proud of and showcase to others.





Digital Marketing Professional Certificate - DMPC™

Issued by [Certiprof](#)

Digital Marketing Professional Certificate holders have detailed knowledge of digital marketing concepts, strategies and application, including email and Search Engine Optimization (SEO) campaigns, Pay-Per-Click (PPC) campaigns, social marketing, retargeting and the integration of digital marketing with traditional marketing. They have validated their skills and knowledge to achieve more visibility in the digital world.

[Learn more](#)

 Certification

 Paid

Skills

Content Marketing & Strategies

Data Collection

Digital Marketing

Digital Marketing And Social Media

Keyword Research

Pay Per Click Advertising

Search Engine Optimization (SEO)

Social Media Social Retargeting

<https://www.credly.com/org/certiprof/badge/digital-marketing-professional-certificate-dmpc.1>



Lifelong Learning

- Certiprof has created a special badge to recognize consistent learners.
- By 2024, more than 1,000,000 of these badges have been issued in over 11 languages.

Purpose and Philosophy

- This badge is intended for people who firmly believe education can change lives and transform the world.
- The philosophy behind the badge is to promote commitment to lifelong learning throughout life.

Accessing and Earning the Badge

- The Lifelong Learning badge is awarded at no cost to those who identify with this approach to learning.
- Anyone who considers themselves to be a lifelong learner can claim their badge by visiting:

<https://certiprof.com/pages/certiprof-lifelong-learning>



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SHARE AND VERIFY YOUR **LEARNING** **ACHIEVEMENTS** EASILY

#DMPC #certiprof



 **certiprof®**

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Agenda

- **Digital Marketing Overview**
- **Key Concepts**
- **Lead Generation**
- **Search Marketing**
- **Digital Display Advertising**
- **User Experience and Usability**
- **Email Marketing**
- **Social Media Marketing**
- **Retargeting**
- **Recap**
- **Tracking and Measurement**



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Digital Marketing Overview



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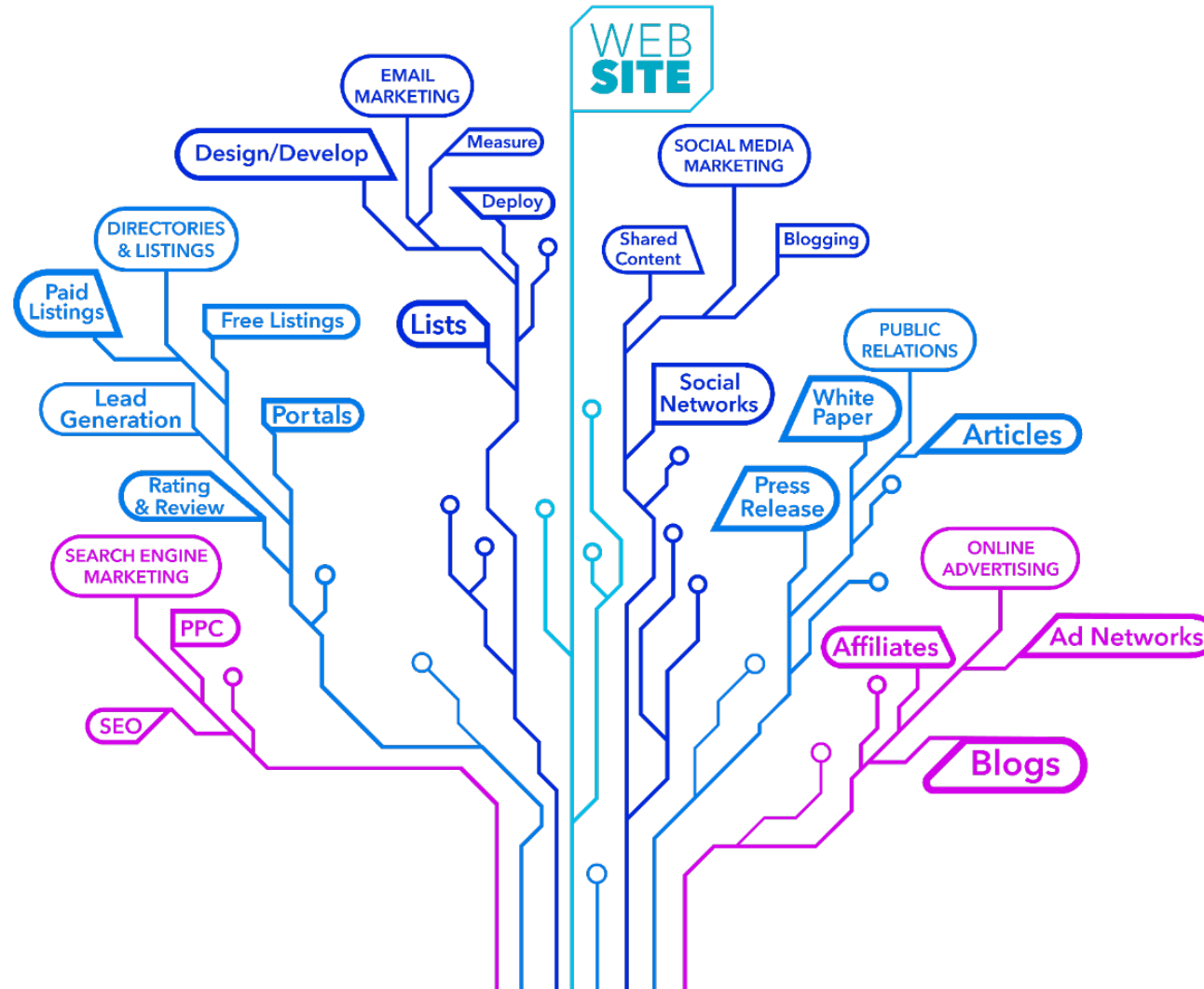


What is Digital Marketing?

Digital marketing is defined as the set of strategies aimed at promoting products or services through digital channels and technologies, such as search engines, social media, websites, and email. In academic and professional contexts, it is also referred to as online marketing, as recognized by leading institutions such as HubSpot Academy (2024) and the Digital Marketing Institute (2023). While it may incorporate data-driven approaches, these represent specific methodologies within the digital ecosystem and should not be considered direct synonyms of the broader term.



The Digital Marketing Tree



Understanding the New World



Successful Companies

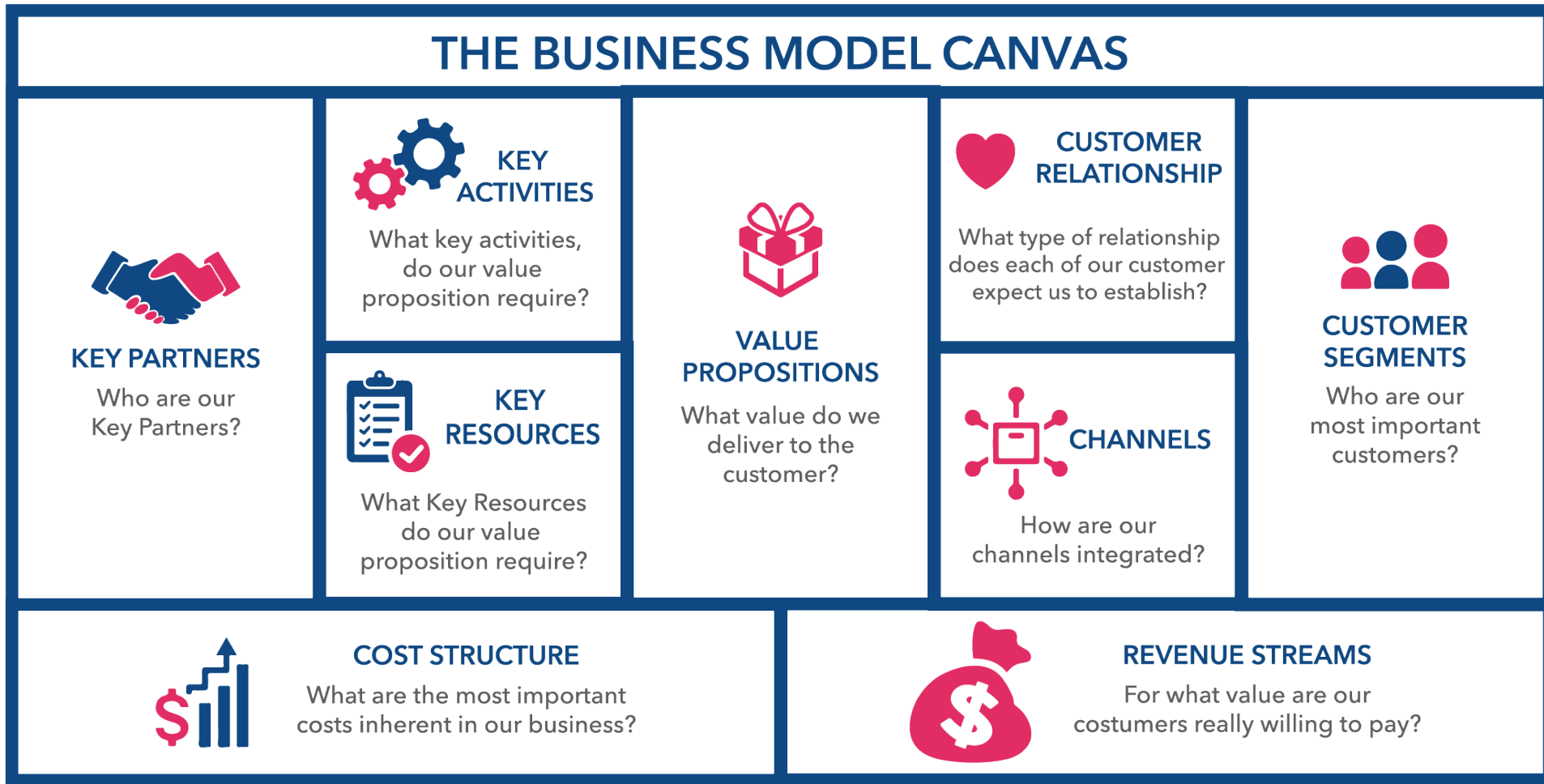


jetBlue®

Zappos!
•com®



Business Model Canvas



Target Audience



GENDER



AGE



INCOME



MARITAL
STATUS



RACE



PLACE OF
RESIDENCE



EDUCATION



HOUSEHOLD
SIZE



Buyer Persona

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers

When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better

Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organization. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business

<https://blog.hubspot.com>



Buyer Persona



1

BACKGROUND

- Senior Art Director for an advertising agency.
- Enjoys rescuing animals and visiting Miami's Design District on her spare time.

2

DEMOGRAPHICS

- Skews Female
- 18-34
- Single HH Income: \$60,000
- Urban

3

IDENTIFIERS

- Loves the outdoors
- Active social media user (Twitter & Facebook)
- Prefers using her mobile device over her laptop.



Digital Marketing Customer Journey



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Key Concepts



Content Marketing and Blogging

Content marketing is a form of marketing focused on creating, publishing and distributing content for a targeted audience online. It is often used by businesses in order to:

Attract attention and generate leads

- Expand their customer base
- Increase online sales
- Increase brand awareness or credibility
- Engage an online community



Blog

Blogs began as simple online diaries or journals and are a combination of the words “web” and “log.” What began as a basic journal for many people has turned into a powerful marketing tool for businesses

Blogs are a great way to share new and exciting information

They also help with legitimate link building for SEO. Personal blogs may remain as simple as basic text, or can be used as a marketing opportunity to reflect the brand personality





Audio marketing is a revolution in digital marketing. It has allowed brands to connect with their customers through easily accessible and understandable content, adapting to constant changes in consumer behavior.

Podcasting began as a format made by users, but today there are many brands of all kinds, which use it as a tool to connect with their audience.

Nowadays, we are in a scenario where immediacy is sought, and consumption is connected to technology and practicality. Therefore, podcasts are that alternative that guarantees all points to the listener.



Podcast

The podcast

Podcasts are a series of episodes recorded in audio and transmitted online. They are recorded in different formats such as interviews, individual or group recordings with various hosts.

Regardless of the format, a topic is always needed, and the host or guest should be knowledgeable about it.

The word podcast was born as a union between iPod, portable content, and broadcast, referring to a radio transmission.

Podcasts are available online, but their key feature is that they can be downloaded and listened to without an internet connection.



Purpose of a podcast

When adopting digital marketing strategies, a company must stay updated on how to adapt to its customers' behavior, objectives, and needs. As we said before, podcasts are a multifunctional tool, which adapts easily.

According to the Nielsen Podcast Listener Buying Power Database, in Latin America, 20 million people listened to podcasts during 2020. In the United States, the figure exceeds 100 million people, the same as in Europe. This shows a new reality in the market that means new investments in this area and the emergence of numerous platforms that host and distribute this type of content.

It is essential to evaluate your clients' needs, the objectives of your business, and if you have the necessary structure for the production of quality audios.



Formats

The podcast formats are diverse, and you should find out the one that is closest to the objectives of your brand:

- **Interview:** It is a format in which there is a different interviewee in each episode, and various topics are discussed. Through this format, you impact your brand's network and your interviewees. It is essential to have a knowledgeable and communicative person who adequately conveys the information to your audience.
- **Informative:** It is a format in which information is sought to be transmitted to the listener, similar to radio news programs. The great difference is that it will be available at any time on the Internet.
- **Panel:** It is an exciting format that requires coordination and organization to avoid imbalance and confusion. It has a presenter and several guests, and it requires good management and adequate equipment to facilitate the development of the program.
- **Individual:** It is more straightforward in terms of technical issues, and it requires a pleasant host with excellent knowledge of the subject.



Podcast

Structure

It depends on the format you decided to choose and the topic you are talking about but the structure of each episode has to be perfectly planned to have a successful podcast. Here's an example of how the structure can be planned:

- A. Teaser
- B. Intro Music
- C. Welcome
- D. Ad Spot
- E. Interview
- F. Call to Action ("Review us")
- G. Outro Music



Podcast

How to plan your podcast?

Follow the main stages of planning your podcast.

1. Define the objectives
2. Determine your target audience
3. Choose the type of podcast
4. Define what will be the identity of the Podcast
5. Create the name
6. Discover your logo
7. Determine the duration and frequency of the episodes



Podcast

The podcast does not have a recipe for success; everything is given to creativity and the study of the audience. There are 1-minute podcasts, up to 1 hour, expensive and inexpensive productions, and the only thing that guarantees you something is to create quality content.

A podcast is normally distributed in episodes that are hosted on one of the different podcast hosting platforms, such as:

- Buzzsprout
- Podbean
- Transistor
- Spreaker
- Simplecast
- Megaphone
- Libsyn

Fuentes:

Qué es un podcast y cómo usarlo en tu estrategia – 40 de fiebre

Qué es un podcast y por qué son importantes – RTVC



Video Marketing

Video Marketing is a technique in which the promotion of a brand, service, or product is made through audiovisual material, it is not an exclusive strategy of online marketing, but it is becoming more and more powerful due to the expansion of social networks:



Video Marketing

Benefits for your brand

- **Clarity:** This allows the message to be expressed clearly through resources such as music, image, voice-over, and text.
- **Engages the user:** It is a message that appeals to emotions, humor and achieves greater engagement and interaction with users.
- **Simplicity:** its consumption is straightforward, and it is associated with leisure and manages to attract attention.
- **Memorable content:** The content shared using videos has a better chance of being remembered because it can be shared easily, helping the conversion and the user's purchase decision because they allow a better perception of the product or service.
- **Positioning:** Videos hosted on YouTube have a greater chance of being positioned in the first pages of Google results. The same happens with websites with YouTube videos embedded; they will have better positioning by containing videos with the indicated keywords.
- **Web Traffic:** content hosted on video platforms is a source of traffic for the company's website.



Video formats

- **Corporate video:** They show the company's value, display workers, products, and offices. It intends to capture the corporate culture.
- **Advertising video:** These videos focus on promoting the benefits of a specific product or service and can be distributed online.
- **Demonstration videos:** It shows examples of the product's or service's benefits and advantages and focuses on demonstrating its work.
- **Testimonials:** They show success stories, customer experience and reflect an opinion.
- **Video tutorial:** They explain the functionality of the products or services and give training on topics related to the company.
- **Video Blog:** Format in which the person of reference of the company exposes topics of interest.
- **Videos of events:** They show the development of an event, its key moments and summarize what happened in it. They have dynamism and music that transmits the sensations experienced during the event.



Video Marketing

With current technology, it is possible to record professional videos easier, to get images or animated infographics that combine techniques and make a more dynamic and entertaining video. Additionally, social networks offer many tools, such as templates, music, and filters, that, displayed correctly, videos can boost your brand.



Video Marketing

Video marketing platforms

Currently, there are social networks and platforms in which your brand can develop a video marketing strategy focused on its objectives and potential audience. Each social network has its characteristics, which will enhance your strategy differently.

- Youtube
- Vimeo
- IGTV
- Tik Tok

Content is the king of social networks! And video is preferred by users. Advertising videos should be short and designed to be seen in smartphones' social media applications and, above all, to be shared



Video Marketing

Video Marketing Tips

- A. Focus on stories, not sales
- B. Create a hook, using the first seconds wisely
- C. Study your audience and target your content to them
- D. Include Call to action in your video
- E. Keywords and descriptions are everything

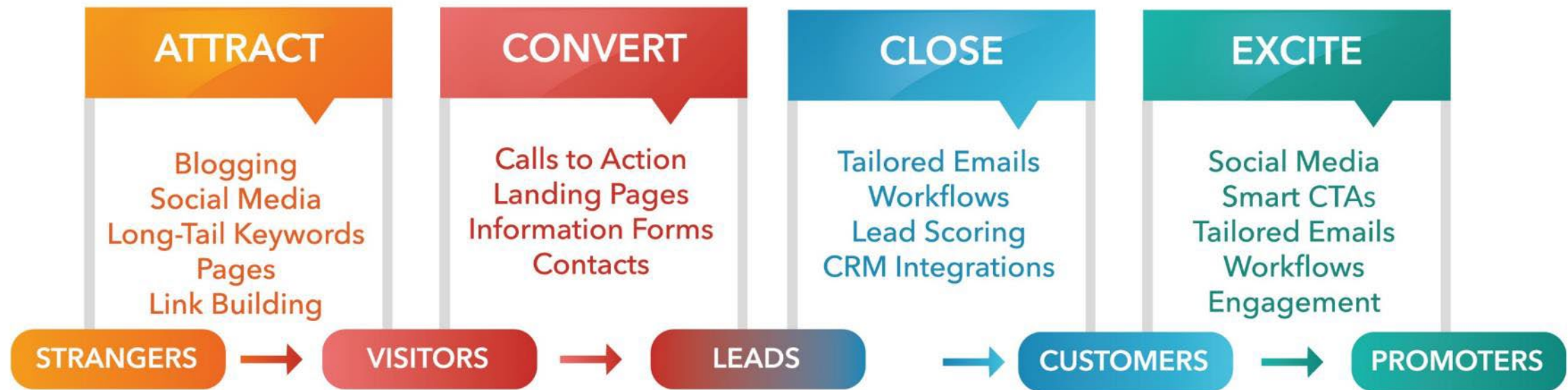
Source:
5 things your video marketing strategy should include – John Rampton Forbes
Video Marketing strategy, the ultimate guide – Lemon light
The ultimate guide to video marketing – HubSpot



Inbound Marketing

Inbound marketing is a methodology that allows your potential customers to find you more easily on the internet, knowing your brand, products, and services through valuable content, specially oriented to their questions, doubts, and needs.

The process is composed of four main steps:



Content Curation



Content curation is the process of collecting articles, blog posts and other information associated with a specific topic. Content curation does not mean new content is created by a company. Rather, it is the collection and presentation of content already created by others. Curation services are becoming increasingly important and help streamline the entire content marketing process.

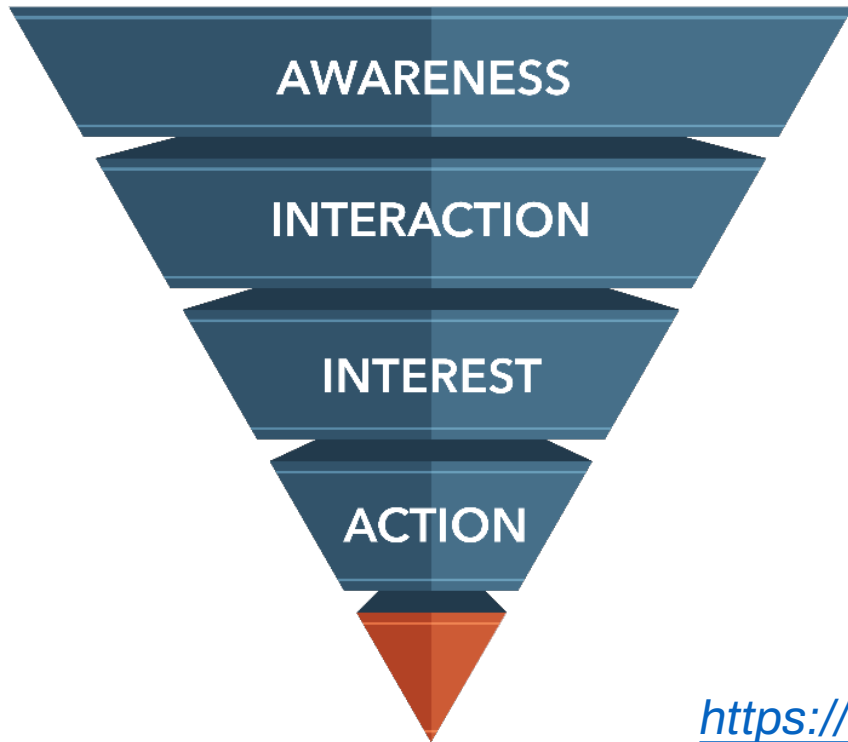


Integrated on/offline Marketing



Sales Funnel

SALES FUNNEL



The definition of the sales funnel (also known as a revenue funnel or sales process) refers to the buying process that companies lead customers through when purchasing products.

<https://www.ringdna.com/inside-sales-glossary/what-is-the-sales-funnel>



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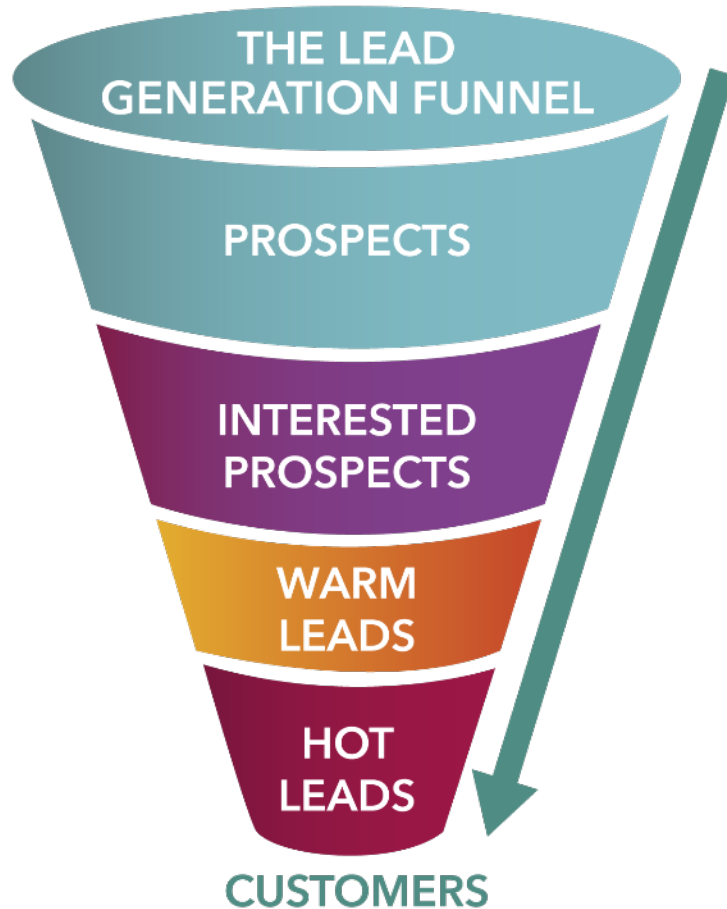
Lead Generation



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Marketing Offer – Attractive / Relevant Offer



In marketing, lead generation is the initiation of consumer interest or enquiry into products or services of a business. Leads can be created for purposes such as list building, e-newsletter list or for sales leads.

The methods for generating leads typically fall under the umbrella of advertising, but may also include non-paid sources such as organic search engine results or referrals from existing customers.



Landing Page



The destination webpage a user lands on after clicking on a link (either in an ad or anywhere else)

Some landing pages are designed with the purpose of lead generation, and others are with the purpose of directing the flow of traffic throughout a site



Conversion Page – Thank You Page



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Search Marketing

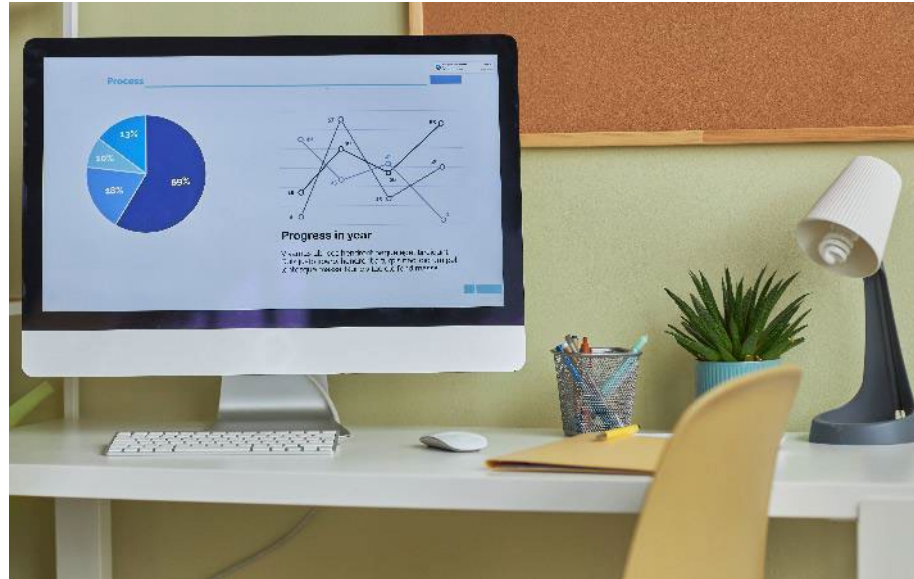


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Key Principles

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay-per-click (PPC) listings.



Search Marketing: SEO



Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.



Search Marketing: SEO



Search Marketing: PPC



CPC (Cost-per-click) or PPC (Pay-per-click) means advertisers pay each time a user clicks on the ad. CPC advertising works well when advertisers want visitors to go to their sites, but it's a less accurate measurement for advertisers looking to build brand awareness.

CPC's market share has grown each year since its introduction, eclipsing CPM to dominate two-thirds of all online advertising compensation methods



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Digital Display Advertising



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Display Advertising



Display advertising is advertising on websites. It includes many different formats and contains items such as text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors

According to HubSpot, the company Purple saw a 34.6% boost in brand consideration for their mattress orders by using Google Ads audience targeting on YouTube

Google's display campaigns reach 90% of global internet users



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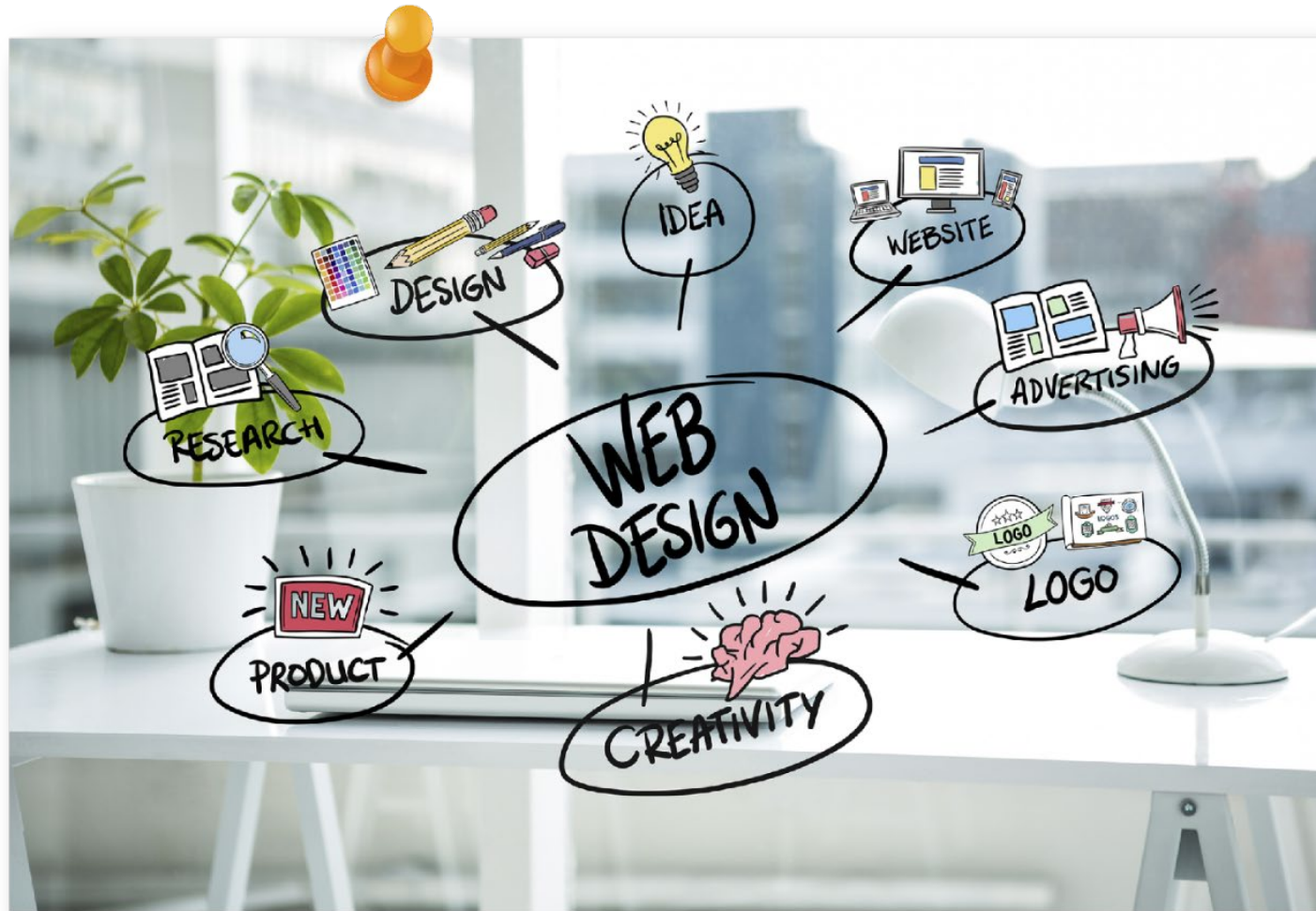
User Experience and Usability



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Web Design



Usability



Responsive Design



Optimization



Common Website Errors

- **301 Redirect** – A method of redirecting a visitor from one web page to another web page
- **302 Redirect** – A method of redirecting a visitor from one page to another web page, used for temporary situations only. For permanent redirects, instead use a 301
- **404 Error** – The error message that appears when a visitor tries to go to a web page that does not exist



Affiliate Marketing

Affiliate marketing is a form of marketing that rewards existing customers or brand advocates for each visitor or purchase acquired by their marketing efforts. Typically, affiliate marketing is commission-based. For example, an affiliate blogger may review a product on their personal blog.

Their review includes a link that takes visitors back to a landing page that hosts a sign-up form or link to purchase the product. For every sign-up or purchase, the blogger earns a commission from the company that sells the product.



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Email Marketing



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Email Marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness

Marketing emails can be sent to a purchased lead list or a current customer database. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads



Goal Setting

- Sell Products/Services
- Generate Leads
- Drive Site Traffic
- Drive Brand Awareness
- Gain Customer Insight/Improve Retention
- Provide Service/Support



List Creation

- Complying with all legal requirements
- Email sign-up boxes
- Account registrations and online ecommerce forms
- Customer requests and downloads
- Point of sale – make email acquisition part of the checkout process
- Call-center representatives



Segmentation



Email list segmentation is an email marketing technique where you segment (or split) your subscriber list, based on any number of conditions. It is a technique used by businesses and marketers to send relevant communications to specific people in an email marketing list.



Deliverability

Email deliverability is the ability to deliver emails to subscribers' inboxes.

It is what some marketers use to gauge the likelihood of their email campaigns reaching their subscribers' inboxes related to actual delivery—like ISPs, throttling, bounces, spam issues, and bulking. Elements that hurt deliverability include sending without custom authentication, using single opt-in, sending from a free domain email address, using spam flassing email subject lines, making it difficult to unsubscribe, using URL shorteners, and sending emails with too many images.

<https://www.campaignmonitor.com/resources/glossary/email-deliverability/>



Legal Compliance

- The CAN-SPAM Act of 2003 was passed by Congress as a direct response of the growing number of complaints over spam e-mails
- The "Canada Anti-Spam Law" (CASL) went into effect on July 1, 2014
- GDPR went into effect on May 25, 2018



Automation

MARKETING AUTOMATION

Email Marketing
Landing Pages
Campaign Management
Marketing Programs
Lead Generation
Prediction / Scoring
Lead Management
CRM Integration
Social Marketing
Resource Management
Marketing Analytics



Drip Marketing

Drip marketing is a communication strategy that sends, or "drips," a pre-written set of messages to customers or prospects over time. These messages often take the form of email marketing, although other media can also be used

Drip marketing is distinct from other database marketing in two ways:

- The timing of the messages follow a pre-determined course
- The messages are dripped in a series applicable to a specific behavior or status of the recipient. It is also typically automated



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Social Media Marketing



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Social Media Marketing

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks

The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

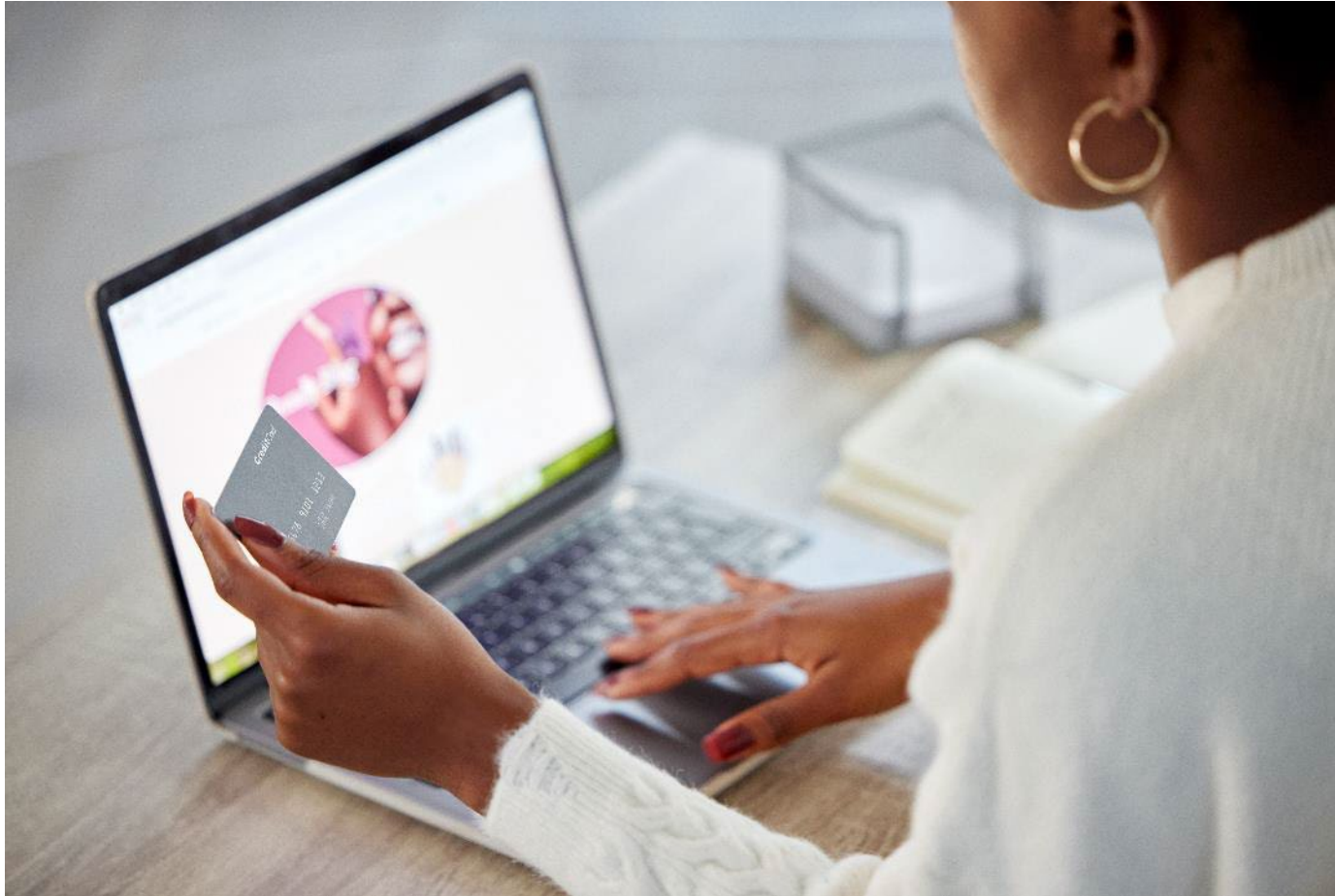
- Social media are interactive Web 2.0 Internet-based applications
- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media
- Users create service-specific profiles for the website or app that are designed and maintained by the social media organization
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups



Social Media Management & Monitoring



Turning Fans Into Buyers



Tools

For many small businesses, it's a real challenge to manage and program several corporate social network accounts simultaneously. Still, through the management and scheduling tools, it is possible to save time and have additional information that will help you reach more potential customers.

A social media strategy is vital for any small or large business nowadays, the tools for you to program your messages are crucial, and they will ease the job.



Tools

These are some of them:

- Hootsuite
- Buffer
- TweetDeck
- Co-Schedule
- Social Pilot
- BuzzSumo
- Onlypult
- Conversocial
- Loomly
- Promo Republic

Fuente:

Source:

8 top social media scheduling tools to save time – Sprout Social

The 5 best Social media management tools in 2022 - Zapier



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Retargeting



How Retargeting Works



Visited
your website



Website



Advertiser
retargeting

Not visited
your website



Website



Reverse
retargeting

Saw your
ad creative



Item Ad



Creative
retargeting

Visited a
publisher
website



Item Ad on
publisher site



Sponsorship
retargeting



Retargeting / Remarketing

Behavioral retargeting (also known as behavioral remarketing, or simply, retargeting) is a form of online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions. Retargeting tags online users by including a pixel within the target webpage or email, which sets a cookie in the user's browser.

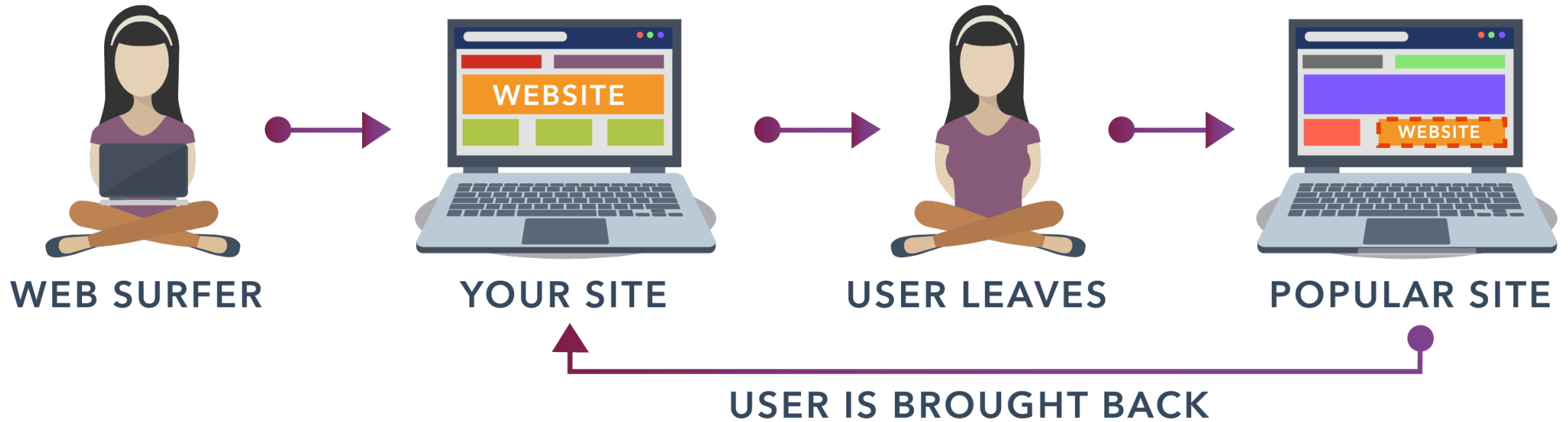
Once the cookie is set, the advertiser is able to show display ads to that user elsewhere on the internet via an ad exchange.

Site retargeting is a display advertising technique used by marketers to display advertising to people who have previously visited their website. The marketer includes a pixel within their webpage which sets a cookie in the user's browser.

That cookie allows the marketer to target the website visitor with advertising elsewhere on the internet using retargeting.



Retargeting / Remarketing



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Recap

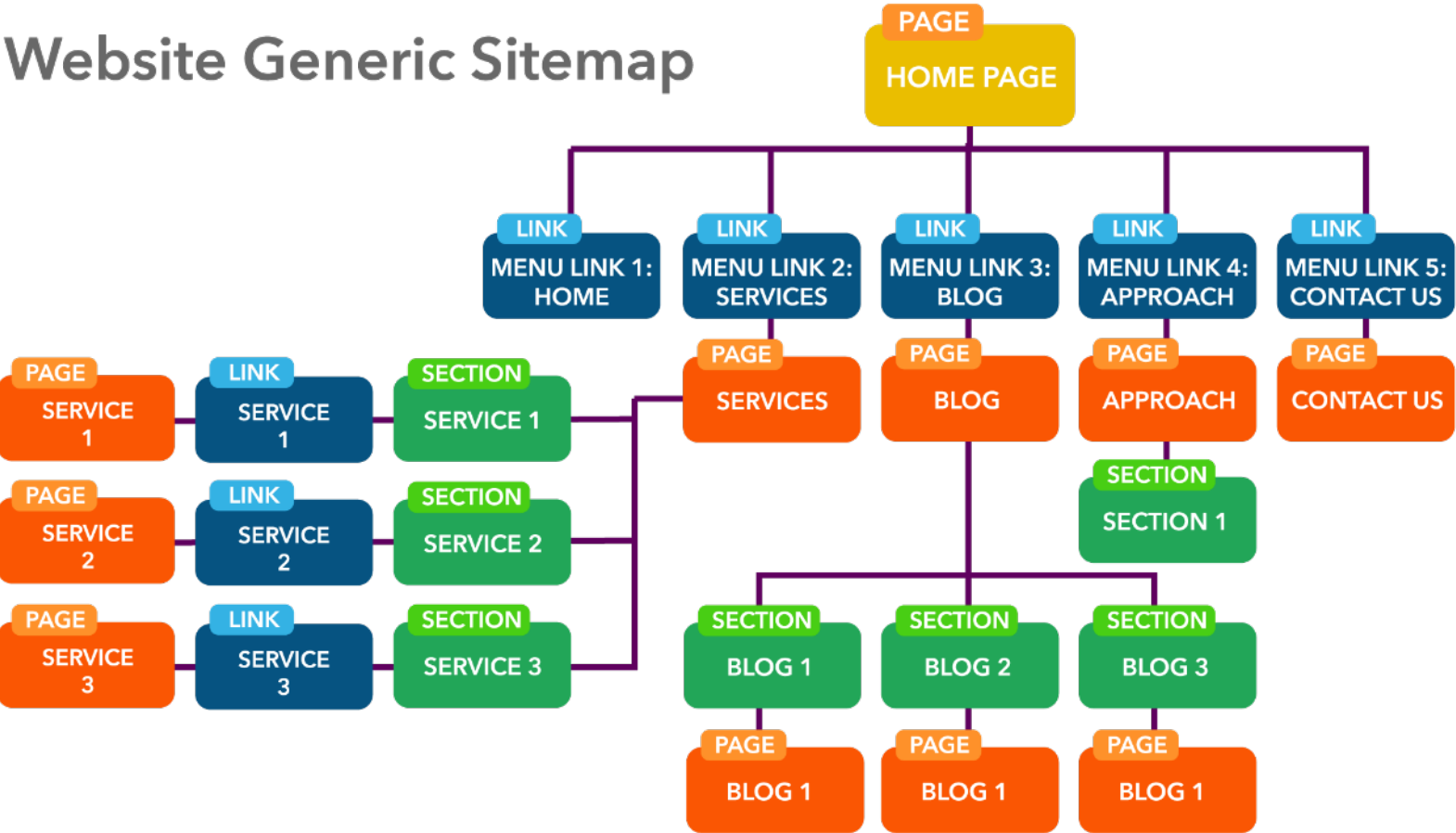


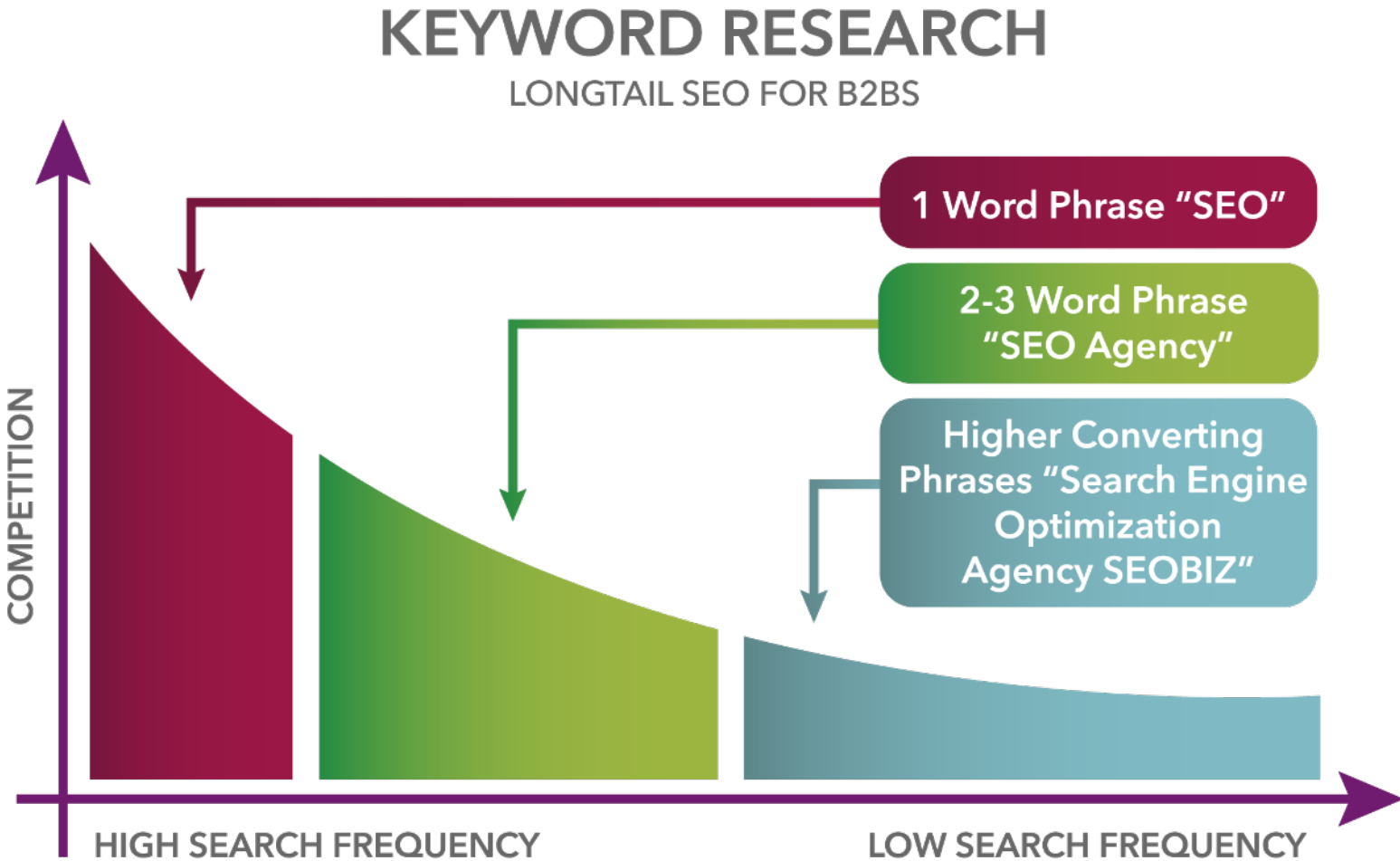
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Site Map

Website Generic Sitemap





Don't Copy Content



White Hat SEO vs Black Hat SEO



- Doorway Pages
 - Hidden Text
- Keyword Stuffing
- Sneaky Redirects
 - Cloaking
- Link Manipulation (including buying links)
- Article Spinning
- Link Farms, Link Wheels or Link Networks.



- Quality Content
- Titles and Meta-data
- Quality Inbound Links
 - Link Baiting
- Use Structural (Semantic) Mark Up
- Site Optimization
- Keyword Research and Effective Keyword Use

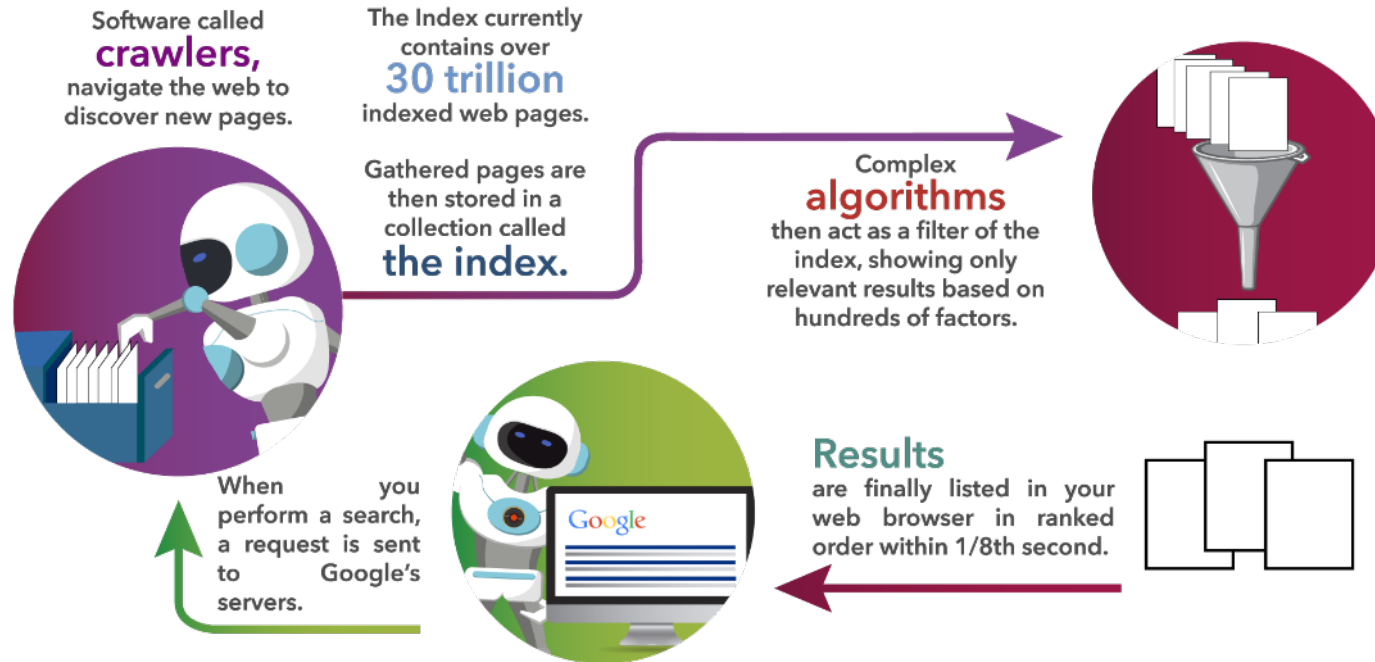


Google Crawler

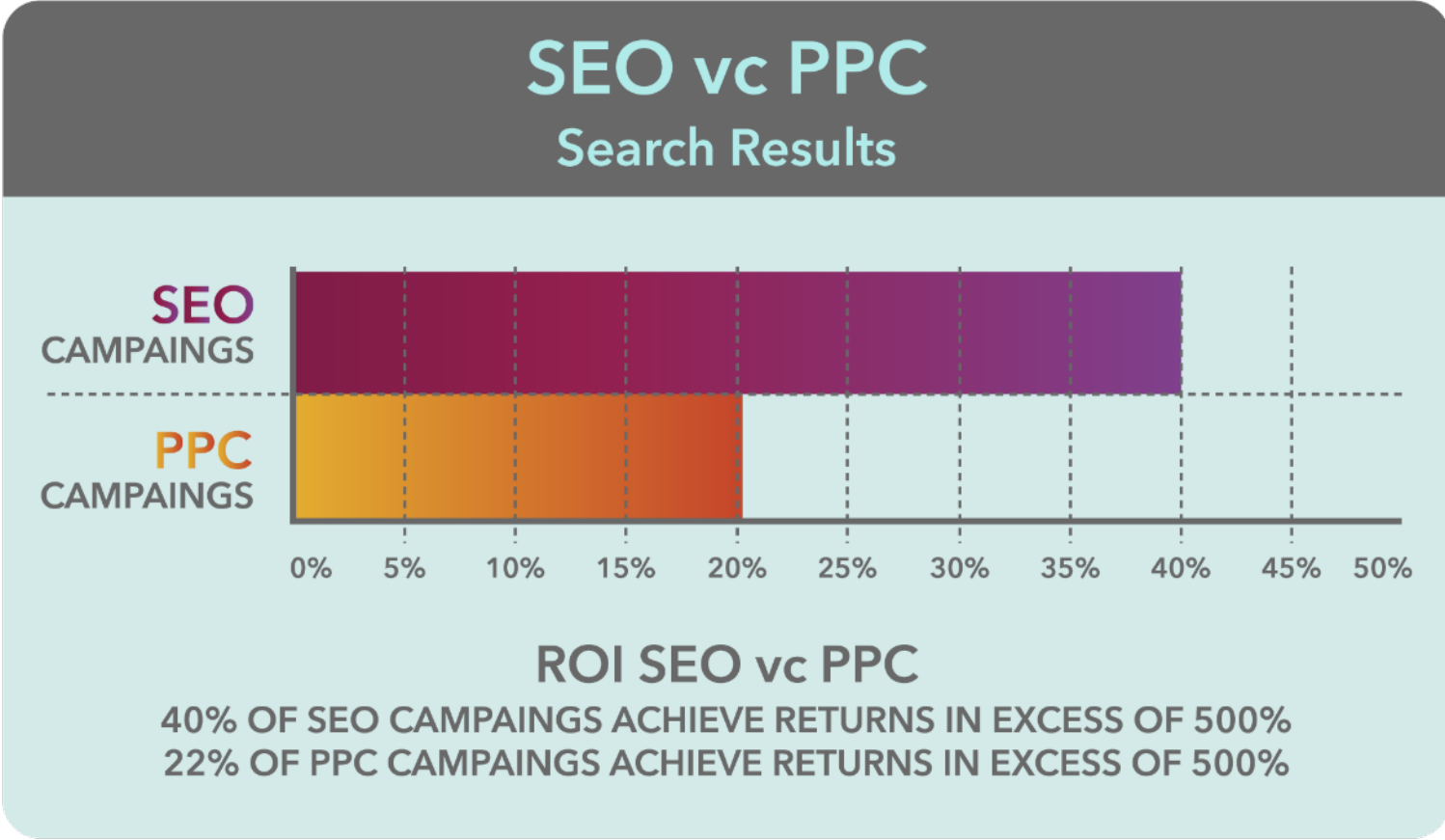


How does Google search work?

Google Search

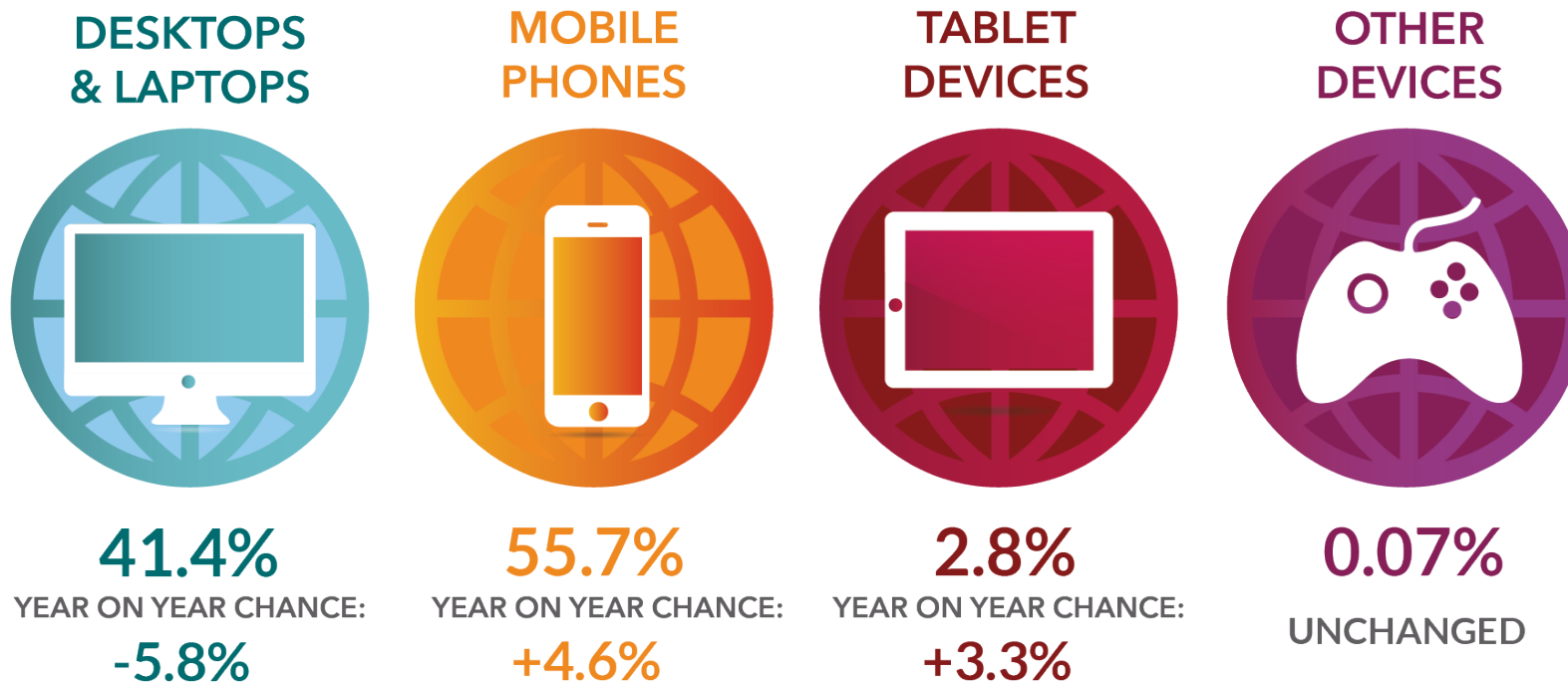


Remember



SHARE OF WEB TRAFFIC BY DEVICE

Based on each device's share of all web pages served to web browsers. JAN 2021



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Tracking and Measurement



DMPC™ Version 012022



Tracking and Measurement

Digital Marketing Metrics and KPIs are values used by marketing teams to measure and track the performance of their marketing campaigns

Digital marketing teams use a number of tools to promote their services and products, and tracking the results can often be time consuming and difficult. By creating specific digital marketing KPIs, it's easy to determine targets and goals and measure performance based on those values



Tracking and Measurement

- Returning Visitor Metric
- First Visit Metric
- Brand Awareness Metric
- Return on Marketing Investment
- Incremental Sales
- Web Traffic Sources
- Purchase Funnel
- Total Visits
- Customer Attrition
- Customer Lifetime Value (LTV)
- Lifetime Value: Customer Acquisition Cost (LTV:CAC)
- Customer Acquisition Cost (CAC)
- Click Through Rate (CTR)
- Response Rate
- Funnel Conversion Rate
- Marketing Originated Customers
- Average Time on Page
- Content Downloads
- Unique Visitors



Tracking and Measurement

- Pageviews per Session
- Cost per Action (CPA)
- Customer Share by Category
- Dormancy Rate
- New Leads Generated
- Referral Traffic
- Web Traffic Concentration
- Bounce Rate
- Lead Conversion Rate
- Newsletter Signup Conversion Rate
- Website Traffic Lead Ratio
- Sessions by Device Type
- Online Conversions Metric
- Average Lead Score
- External Website Links
- Net Promoter Score
- Keyword Performance
- End Action Rate
- Cost Per Lead
- Goal Completion Rate



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