

A
Project Report
On

**“DEVELOPING AND IMPLEMENTING SEARCH ENGINE
OPTIMISATION (SEO) TECHNIQUES”**

at

“FUTURE EDUCATION”

Submitted in the partial fulfillment of the degree of
Master of Business Administration
at

School of Commerce and Management



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2020-22

ACKNOWLEDGEMENT

I hereby take this opportunity to express my gratitude to everyone who supported me throughout the course of this project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

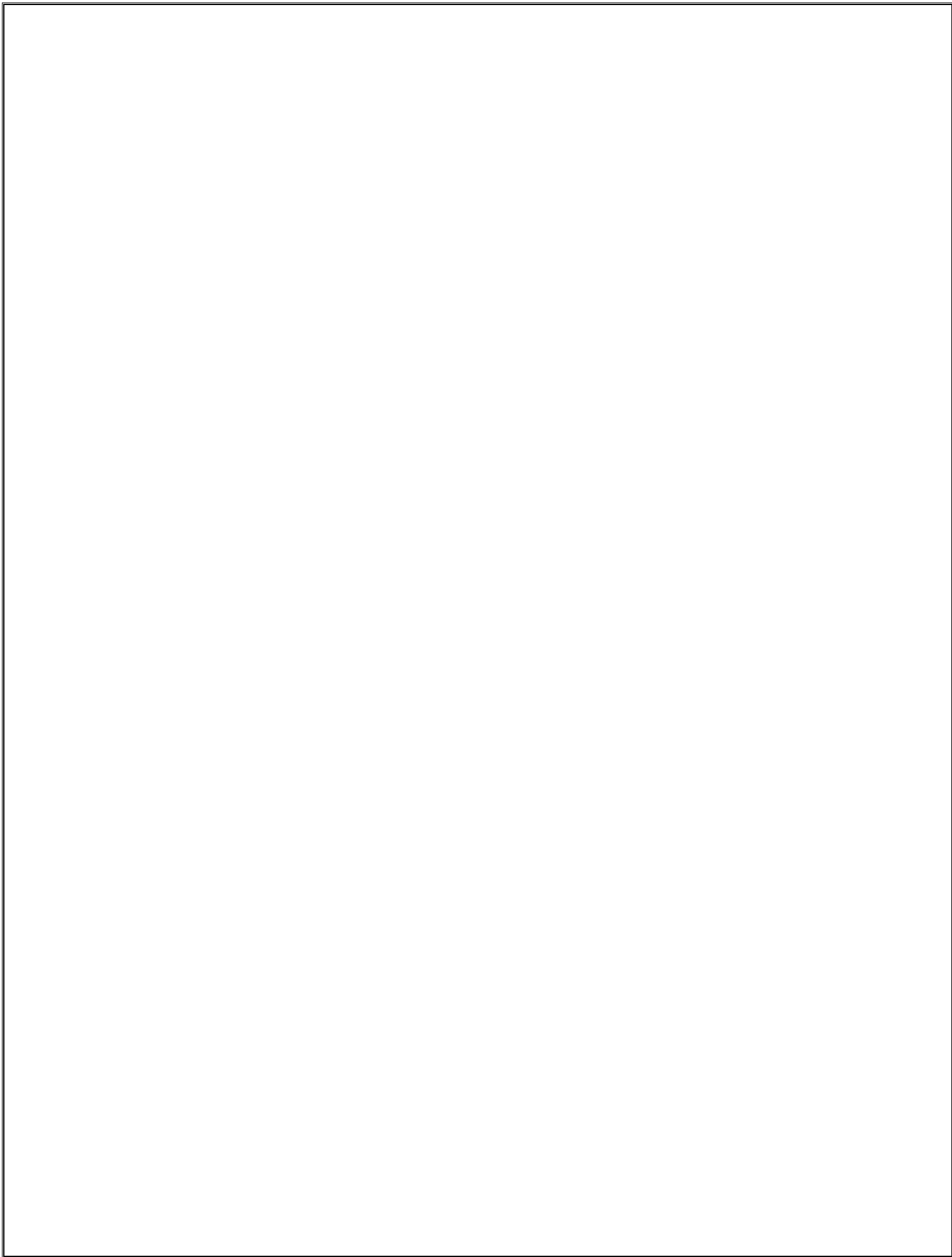
I would like to extend my gratitude to my Guide, Mr. Mukul Pandey, Assistant Professor, School of commerce and management, Arka Jain University, for giving an opportunity to interact with the Corporate World. I am grateful to Mr, Sonu Kumar, Senior Digital Marketing Executive, WebGraphy, for providing me the opportunity to conduct a interview and sharing the insight into the digital marketing world.

I would like to thank Dr. Charu Wadhwa, Head of Department, School of Commerce and management, Arka Jain University for giving us the opportunity of practical exposure and her constant support in building careers.

I am grateful to Mr. Vishal Srivastva, Director, Futeducation.com for giving me an opportunity to work in his company and constantly helping me.

I would like to thank my team mates, we all worked in a true team spirit for the completion of our internship. Most importantly I would like to thank the entire team of Future Education, Delhi for letting me be a part of the family and for providing me this golden opportunity of being an intern.

My deepest gratitude to Miss. Sneha Kumari for provided me mentorship and was always there to boost my morale and guide me in the right direction.



DATE : 05-11-2021

TO WHOME IT MAY CONCERN

This is to certify that **Mr. Kuldeep Singh**, Student of MBA, Arka Jain University, Jamshedpur, Jharkhand, has successfully completed 45 days internship program from 15th September 2021 to 31st October 2021 at Future education.

During his internship, he was exposed to various activities in **Digital Marketing**.

We found him extremely inquisitive and hard working. He was very much interested to learn the functions of our division and also willing to put his best efforts and get in the depth of the subject to understand better.

His association with us was very fruitful and we wish him all the best in the future endeavors.



Vishal Srivastva

**DIRECTOR
(FUTURE EDUCATION)**



School of Commerce and Management

Certificate by the Faculty Mentor

This is to certify that Mr./Ms. **KULDEEP SINGH**, Enrollment Number. **AJU/200475**, a student of Master of Business Administration (M.B.A.) (2020-22), has undertaken the ‘Corporate Internship Project titled “**DEVELOPING AND IMPLEMENTING SEARCH ENGINE OPTIMIZATION TECHNIQUES**”, from the Organization **FUTURE EDUCATION, NEW DELHI**. The Project report is hereby submitted by the student for the partial fulfillment of requirement for the award of Master of Business Administration, under my supervision. To the best of my knowledge, this project is the record of authentic work carried out during the academic year (2020-21) and has not been submitted anywhere else for the award of any Certificate/Degree/Diploma, etc.

MUKUL PANDEY

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Declaration by the Student

I, **KUDEEP SINGH**, hereby declare that the Project titled, “**DEVELOPING AND IMPLEMENTING SEARCH ENGINE OPTIMIZATION TECHNIQUES**”, has been carried out by me during my ‘Corporate Internship Project Training’ at **FUTURE EDUCATION, NEW DELHI** during **15th September to 31st October 2021** and is hereby submitted for the partial fulfillment of the requirement for the award of degree of Master of Business Administration. To the best of my knowledge, the project undertaken, has been carried out by me, and is my own work. The contents of this report are original and this report has been submitted to the said organization and to the ‘ARKA JAIN University’, Jharkhand and it has not been submitted elsewhere, for the award of any Certificate/Diploma/Degree etc.

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EXECUTIVE SUMMARY

This study aims to explore the usage of the digital marketing to acquire and maintain business relationships, or more specifically, digital marketing in B2B start-ups within the Indian market. Digital marketing is essential for businesses nowadays and has become a significant factor for business companies for improving and implementing their marketing strategies. Furthermore, business relationships have always taken an essential role among companies especially today due to the heightened level of digitalization.

Digital marketing is becoming a priority for businesses around the world because more people are using internet. It is the process of integrating platforms and customers experience through a digital channel. Digital marketing offers the prospects of increasing and improving interactions and relationships with current and prospective customers through social networking sites, instant messaging systems and mobile applications. Hence digital marketing is the rapidly growing force in the current marketing field and said to be the future of marketing. It is a term used to describe the integrated marketing services to attract, engage and convert customers online.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works etc. Digital media is so pervasive that consumers have access to information anytime and anyplace they want it. People need brands they can trust, companies that know them, communications that are personalized, relevant and offers tailored to their needs and preferences .The main keys to digital marketing success are managing complex customer relationships across a variety of channels both digital and traditional, respond to and initiate dynamic customer interaction and extracting value from big data to make better decisions faster. A Digital marketing strategy should involve a review to check that all the capabilities are in place to help the organization manage all the digital touch points.

Digital marketing strategy should include proper plan, build awareness and create demand for the targeted customers. The strategy should define customer's needs and develop the long term customer value using E-mail and social media marketing. It is has become very essential for a business to build a strong presence in the digital platform to survive in a highly competitive times. This will increase the trust of the customers as people generally trust the business which is well known and the data of business can easily be gathered. There are various ways in which small businesses can increase the digital presence organically. Depending upon the objective of the business various techniques can be used to achieve a specific goal.

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CHAPTER

1

INTRODUCTION

The purpose of this study is to examine how digital marketing can be used more effectively as part of a company's overall marketing strategy. This can be achieved by identifying efficient digital marketing actions for the company to increase performance and most importantly, customer engagement with the company.

Increase in internet penetration in the country has led to a substantial growth of other digital industries such as e-commerce, digital advertising and so on. Latest trends in digital marketing in India in web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace and what it holds for the years to come.

Nowadays people are becoming more and more conscious to the digital world. They see things over the net, browse about it, check the online reviews for a product or service, what products or services others are buying and what the things others are wanting are. This highly impacts their purchasing behavior. So it has become very essential for the businesses to maintain a desirable brand image online as well as offline.

Globalization, general access to internet and the wide spread of digital devices have made digital marketing a huge business. Compared to classical media forms like print, digital field offers lowered costs and precise customer segmentation. Since digital marketing platforms can measure every action the customer makes during the marketing process, it is the field for marketer to concentrate right now.

The report will present the key components which are going to be discussed later in the report. This leads to setting a research gap, discussing the problem and providing the main purpose of the report.

Selling online around the world and gain huge masses behind a brand is reality for some companies: How can one do this? Forming a consistent online marketing plan is essential to achieve good marketing results.

Search Engine Optimization is the practice of optimizing your web pages to make them reach a high position in the search results of Google and other search engines. This means that people will be more likely to encounter your website when searching online. SEO focuses on improving the rankings in the organic – aka non-paid – search results. If you have a website and you want to get more traffic, there's no doubt about it: SEO should be part of your marketing efforts.

The idea behind SEO is that when you optimize your page to become the best result, you can climb those rankings and become one of the first results that people see. Which will get you more clicks and traffic to your site.

Social media optimization (SMO) is the process of increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity.

Social media optimization includes using RSS feeds, social news and bookmarking sites, as well as social media sites and video and blogging sites. SMO is similar to SEO (search engine optimization) in that the goal is to drive traffic to your Web site.

Today it is important to embrace social media. It is a powerful element within the wider marketing mix. As such, social media activity needs to be planned, structured and integrated with other marketing activity. Social media channels are well suited to distributing the content marketing that you develop in order to position your agency as a thought leader.

- Tweets let you drip feed your expertise into the marketplace
- Blogs let you express more edgy opinions, with less formality and editorial control
- LinkedIn and Facebook draw clients and candidates towards the agency
- Email campaigns let you directly engage clients and prospects with the guides and white papers that set out the big ideas in full

LITERATURE REVIEW

Before starting any research it is necessary to read articles and other research papers that have been written on the subject in the past. These literatures help us in developing a strong base for our study and provide us with information that that can be used during the research. It also helps us in developing the objectives of our study.

(Bhandari & Bansal, 2018) This study focuses on the impact of SEO as a marketing tool and its influence on various marketing variables like market share, brand equity and etc. Literature review highlights many marketing variables getting affected by search engine optimization. Variables like brand loyalty, market share, product price, brand recognition, brand image, product information, brand awareness, consumer online behavior, and user reviews are among them. The authors have found that majority of the researches have highlighted these variables either in combination of few or in isolation.

(Iskandar & Komara, 2018) The objective of this research paper was to improve marketing of the product using Search Engine Optimization (SEO) strategy. The authors have used the descriptive /exploratory method to analyze market plan of action by using Search Engine Optimization. For data collection, the researchers have used observation method, interview method, and literature study. They found that the application of SEO strategy is very helpful in developing product marketing.

(Terrance, Shrivastava, & Mishra, 2018) Internet has changed the world to global village. Due to advanced connectivity and increase in data usage, any new or services or existing products can reach the consumer easily through digital marketing. The paper also provides the impact of Keyword analysis and the other SEO friendly techniques that positively affects the digital marketing.

(Zhang & Cabage, 2016) The study focused on Content, Link Building, and Social Sharing. This study has studied three different websites all of those websites uses one of the above mentioned

SEO strategies respectively. The study used Google Analytics for data collection and analysis for 18 months.

(Khraim, 2015) Search Engine Optimization is an online marketing strategy and widely used process for improving the volume and quality of customer traffic to a company website through search engines. Those factors were named as; SEO strategies, SEO experience and SEO techniques. The results show that the SEO strategies are not much important but whereas the other three dimensions are all significant.

Stelzner (2013) reported that a survey was conducted on more than 3,000 marketing managers on the use of social media to promote and grow their businesses. The study covered questions related to the types of social media used, the time allocated to marketing using social media, the benefits of marketing through social media, the most widely used social media for marketing, and social media sites which marketing managers want to learn to use. The study found that 97% of respondents use social media marketing for their businesses, and 86% agree that social media is important for their business. In addition, at least 88% of marketing managers want to know the most effective way to connect with consumers through social media, while 69% of marketing managers plan to increase the use of YouTube in the following year. The study also found that only 5% of marketing managers are involved in the use of podcasting.

OBJECTIVE

The broad objective this project is to develop and implementing Search Engine Optimization techniques and measuring its efficiency based on identification and analysis of key components of SEO to increase higher quality leads and drive more viewers for Future Education.

SCOPE OF THE STUDY

The study talks only about one component of digital marketing i.e. SEO.

For an presumption that small business don't want to spend additionally on Digital marketing, we will be using only the unpaid methods and techniques to promote the company organically.

Even organic form of digital marketing involves other components. There are various analytical tools available to serve this purpose like Google Analytics and Google console.

Using these tools we will be developing and implementing different techniques of SEO and finally analyzing the results and providing solutions to the place where work can be done to further grow the business.

PROBLEM STATEMENT

Search Engine Optimization (SEO) has been used extensively as a marketing tool by large business organizations. However, for SMEs, the use of SEO and social media in business is still at its infancy. In addition, there are limited studies on the strategic use of SEO and SMO in marketing for small businesses. Development of a strategy for using social media as a marketing tool in a small business could potentially reduce this practical gap.

The researcher wants to study how digital marketing can boost the performance of an online service provider. The company in the project has been existing for more than 10 years and most of the business is generated through reference, blogging, video marketing and word of mouth. However the researcher thinks that to broaden its clientele it needs to stake its claim online through increasing awareness in the Social media space.

In the short span of 1 month the researcher got the opportunity to work upon different digital marketing tools out of which the most recognizable changes were seen across the social media pages.

The study involves more research of organic styles of digital marketing as compared to paid methods of digital marketing.

SIGNIFICANCE OF THE STUDY

The significance of the study is to study the how various SEO techniques work and how are they planned and implemented by the company. The impact on the consumers to select their firm is created gradually. The study will show how utilizing different sort of content like blogs, backlinks, videos, posts, keywords, SEO techniques and images etc increase the visibility of the landing page .

The data shows how considerable changes have been made small businesses can use organic forms of digital marketing for their benefit and increase the views of the site. (futeducation.com)

Connecting to distant yet relevant audience is possible through SEO. Using various techniques can help a company generate revenue organically.

CHAPTER

2

INDUSTRY PROFILE

Digital marketing is the act of selling products and services through channels such as social media, SEO, email, and mobile apps. Basically, digital marketing is any form of marketing that involves electronic devices.

It can be done online and offline, and in fact, both kinds are important for a well-rounded digital marketing strategy.

The share of people spending more time using electronic devices continues to rise, while print advertising continues to decline.

Digital marketing is a subset of the broader marketing field that has grown in importance as technology advances. It encompasses advertising, promotion, market research, public relations, and sales management operations. Digital marketers may be engaged by an organization's in-house team or by digital marketing organizations that offer these services.

Digital marketing has become one of the world's fastest-growing sectors, with over 200 million individuals utilizing social media on a daily basis. Mobile phone use has also increased tremendously, with around 2 billion individuals globally possessing at least one device. Social media platforms are increasingly being utilized for business networking and just keeping up with the lives of friends and family members. This suggests that social media networks have developed into critical avenues for corporate improvement.

The 7 big categories of online marketing are:

1. Search engine optimization (SEO)
2. Search engine marketing (SEM)
3. Content marketing
4. Social Media Marketing (SMM)
5. Pay-per-click advertising (PPC)
6. Affiliate marketing
7. Email marketing

EVOLUTION OF DIGITAL MARKETING IN INDIA

Digital Marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.

Going back to history, International Journal of Advanced Research Foundation reveals the following stats in the digital marketing in India report in 2016.

In 2011, the digital marketing in India report statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field.

From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.

The digital marketing in India report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing.

Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below digital marketing in India report indicates the digital marketing statistics.

The belief was that online information is virtual information full of lies. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has really changed. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has really helped the marketing initiatives. The revolution is from the communication industries. Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population.

Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India & are looking forward to online advertising India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centers of India is on a high side. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience.

The following survey from people indicates the size of Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient

In 2017, 80% businesses will increase their digital marketing budget which may surpass the IT budget. Only the illiterates could not access the potentials of the digital marketing because of the accessibility to computing devices and computer education. Many of the people in this category still don't trust the method of an online payment and they lack training in English Language and other foreign languages to market online in global markets.

BENEFITS OF USING DIGITAL MARKETING

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

Global reach – A website allows you to find new markets and trade globally for only a small investment (SEM). There are also other techniques in which a global audience can be reached without any investment (SEO)

Lower Cost - A properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Traceable, Measurable Results - Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

Personalization - If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

Openness - By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with. It builds trust with the customers and hence increase sales.

Social Currency - Digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

Improved Conversion Rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Together, all of these aspects of digital marketing have the potential to add up to more sales.

CHANNELS IN DIGITL MARKETING

The following are the channels that are playing an active role in the development of digital marketing industry in India.

Social Media Marketing

Social Media Marketing (SMM) is a type of internet marketing which uses the benefits of social networking sites as a tool of promoting websites, thus increasing traffic towards them and learning from users' direct reactions. SMM is based on the principle of organic search, which basically means that when the website or its connected social network page is more active, the website's position on search engines rises, i.e. it will be in seen the first few results.

Pragmatic Advertising

Pragmatic marketing is a sophisticated product creation and marketing process that continually adapts itself based on what customers desire. During adaptation, the marketing strategy is tested and re-adapted to ensure that the product is relevant to the customers' needs and meets the customer's expectations.

Search Engine Marketing

SEM, or, search engine marketing, is a highly effective way to increase your ranking on search engines like Google, and attract qualified traffic to your website. Investing in SEM is a great way for you to grow brand awareness and increase sales.

Content Marketing

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

Video Hosting

Video hosting is the concept of uploading your video content to be able to distribute it online. There are countless third-party video hosting services, like YouTube, tick tock, Instagram, and more. They all serve the same basic function—you upload your content to their site, they host the video on their server, and you use an embed code or link to insert the video content elsewhere, like on your own website. Viewers can also access the video directly on the third-party site if they're searching there instead.

Email Marketing

Email marketers of some of the most successful marketing agencies claim a return of RS.40 for every Rupee they invested. From the digital marketing overview, it was discovered that well-targeted email marketing will be one of the most effective ways of ensuring conversions.

Search & SEO Marketing

As much as changes is existing in the search engines, marketers are also trying shift their ways of targeting audience so as to meet up with the current evolution in the Digital Marketing industry in India.

Apart from the above channels through which digital marketing takes place & online advertising India takes place, activities under Digital Marketing industry in India are not limited to social media, email, content, search engine, etc. Digital marketing is either done in-house where companies might hire people for their own or clients' digital marketing needs. A company may outsource to specialist digital marketing agencies or given to consultants.

SEARCH ENGINE OPTIMIZATION

Although this only shows us organic results, this isn't always the case. Depending on the search term someone uses, there can also be some ads at the top, or a rich result, or a few products by Google Shopping. There are a lot of different possibilities, and what Google shows can also depend on what it knows about the searcher (the country they live in, for example).

On-page SEO factors

The ranking of your pages is partly determined by on-page factors. On-page SEO factors are all the things on your website that you have a direct influence on. These factors include technical aspects (e.g. the quality of your code and site speed) and content-related aspects, like the structure of your website or the quality of the copy on your website. These are all crucial on-page SEO factors that you can work on.

Off-page SEO factors

In addition to on-page SEO factors, your rankings are also determined by a few off-page SEO factors. These factors include links from other websites, social media attention, and other marketing activities that happen off of your own website. Although not impossible, these off-page SEO factors can be more difficult to influence. The most important of these off-page factors is the number and quality of links pointing towards your site. The more quality, relevant sites that link to your website, the higher your position in Google will be.

Off page SEO techniques

- **Creating Shareable Content**
Amazing content is always the KING in search engine optimization. Creating amazing and shareable content is a smart way to generating more and more natural backlinks to our website or blog. Research often and keep your content always fresh and updated.
- **Social Media Engagement**

A major Off-page SEO technique is social media engagement. If you want to make your business, website or blog popular, engage with people on multiple social media platforms. Social media presence will help grow your business and also help you get more back links.

- **Social Bookmarking Sites**
Social bookmarking sites are one of the best platforms to promote your website. When you bookmark your webpage or blog post on popular social bookmarking websites, you gain high traffic to your webpage or blog. Some of the famous site include reddit.com, Slashdot.org and dig.com
- **Forum Submission**
Participate in search forums which are related to your website and business and make a connection with that community. Reply to threads, answer people's questions and give your suggestions and advice. Make use of "Do-Follow" forums. Some of the popular sites include flickr.com, addthis.com and bbpress.org.
- **Blog Directory Submission**
Directory Submission is constantly working to build quality back links. Choose an effective directory and select a proper category. It takes quite some time to deliver good results, but these results stand out over a longer time period. Some of the popular sites include industrydirectory.mjbizdaily.com, directory.entireweb.com and elecdir.com
- **Article Submission**
Submit your articles in a high PR article submission directory. You can also give links to your website. Make sure your content is unique and of high quality. Low quality content and content that has more keyword stuffing might get rejected. Choose the correct category and give a good title to your content.
- **Question and Answer**
One of the best ways you can get high traffic is from question and answer websites. Join high PR question and answer sites and search for questions related to your business, blog or website and give clear answers to these questions. Give a link to your website which will help in bringing you more visibility. Some of the famous sites include quora.com, answers.yahoo.com and ehow.com
- **Video Submission**
If you want to make your videos popular, head to popular video submission sites. Give a proper title, description, tags and reference links. It is one of the more popular ways to get quality back links because all video submission websites have high PR. Some of the popular sites include youtube.com, vimeo.com and vine.co
- **Image Submission**
Share your photos on popular image submission websites. Before submitting your images please optimize them with the correct URL and title tag. Before submitting your images, check if they have a proper title, description and tags. Some of the famous sites include instagram.com, in.pinterest.com and mediafire.com

- **Use Google My Business**
Google My Business is another Google product for free. Optimize this platform for best local SEO ranking. There are a number of places where you can smartly optimize the content and links and from that we can generate decent number of social traffic and brand awareness.

Holistic SEO

With holistic SEO, your primary goal is to build and maintain the best possible website. You don't try to fool Google but invest your time and effort in a sustainable long-term strategy. Working on improving your pages and having a high-quality website will improve your chances of ranking. Because Google wants to offer its users the best results to their search query and the best results are the ones that have great content, but are also user-friendly, fast, and easily accessible.

Ranking well in search engines like Google asks for an extensive SEO strategy focused on every aspect of your website and its marketing. The technical side, the user experience (UX), the content on your website: all need to be top-notch. To keep ranking well in Google, you should develop – what we call – a holistic SEO approach.

DIFFERENT TYPES OF SEO

White hat SEO – It is the most popular SEO technique that utilizes methods and techniques to improve search engine rankings of a site which do not run afoul of search engine guidelines. White hat SEO uses techniques like high-quality content, link acquisition, website HTML optimization, and restructuring. With White hat SEO, you can expect a long-lasting growth in your rankings.

Black hat SEO – It exploits the various weaknesses in the search engines algorithms to get high rankings. The Black hat SEO is not in accordance with the SEO guidelines set by search engines. Some of the black hat SEO techniques are keyword stuffing, link spam, hidden text, hidden link. Using these techniques, you can expect unpredictable, quick but short-lasting growth in rankings.

Grey hat SEO – Grey hat SEO is neither black nor white, it rather combines both. It is a transformation from black SEO techniques to white SEO techniques and from white SEO techniques to black SEO techniques.

SOCIAL MEDIA OPTIMIZATION

Social Media Optimization or SMO is the perfect alliance between search engine optimization and social media. Social media platforms and online business channel help a business to increase the brand or product awareness by using social media channels and communities apart from traditional email and call support. This includes the use of social media sites, video sites as well as RSS feed, bookmarking sites and blogging sites for driving traffic to the website and improving the site's organic search results.

WHY SOCIAL MEDIA OPTIMIZATION IMPORTANT FOR YOUR BUSINESS

- i. Ensures a strong presence on the web.
- ii. Increase website visibility.
- iii. Improves search engine ranking.
- iv. Increases the reach.
- v. Drive more traffic.
- vi. Close relationship
- vii. Quick popularity.
- viii. Lead generation.
- ix. Higher conversion rates
- x. Better customer satisfaction
- xi. Improved brand loyalty

SMO STRATEGY

Focus on Keywords - To give maximum exposure and online presence to your social networks, you need to align your keywords and social media networks. Keywords play an important role in social media analytics, if you are not optimizing your social media profiles in the right way then you need to devise a better social media strategy.

Use Keywords in social Content - Your social media efforts and search engine optimization of your website are deeply connected to social media analytics and social media optimization. To improve engagement with your social media posts, you need to include relevant keywords in your social media content or posts.

Share Quality Content - To boost your website ranking, social media optimization, and lead generation, you need to consistently produce and share quality content and social media is no different. The content you share on your social channels needs to be high-quality; it should add some value to the readers. Use carefully selected keywords in your links, posts, and hash tags when sharing content on social platforms.

Grow your Follower Base - If your company maintains a Face book and Twitter page and you are still struggling to get traffic from these social media networks then probably you need to rethink about your social media marketing strategy. Getting fake likes or requesting friends to make likes is of little to no use for social media optimization. The total number of followers and connections your social media profiles contains have a great influence on your website rankings in search engine results.

Social Bookmarking - Social bookmarking refers to the submission of website links to social media websites. All submitted links are public and help in social networking and participate in active discussions and more.

SOCIAL MEDIA PLATFORMS

Facebook: Creating Face book page, join related groups, follow and invite relevant targeted audience, Create and optimize hash tags, share post in different related groups, Post various types in different time intervals Image Posts, Link Posts, Video Posts, Text Posts. Monitor performance.

Twitter: Sharing information and content, Driving engagement for promotional activities, Interacting with consumers, Build Networking with targeted audience, promoting own product and service in different time intervals, Determine the best times to tweet, rewriting others tweets, Provide business information, Build Trust, built community, Create positive opinion, build awareness about the business.

LinkedIn: Post blog updates, link to your info graphics, and share other information, join groups and interact with groups. Publish job vacancy and other content.

Instagram: Use relevant industry-related hash tags, Built relationships with Instagram community, Leverage Instagram influencers, Engage with community.

CHAPTER

3

FUTURE EDUCATION

Future Education is a leading Education Consultant based in India. They serve as a One Stop Solution for Admission Assistance. They have acquired expertise in admission to various countries and India. They are a specialized team of Education Consultant with vast experience in the education system. They have placed many students in their desired colleges.

Their consultation acts as a guiding path for the students who aspire for a bright future within a country or abroad. Future Education has been counseling for more than 10 years and as a team they have provided assistance to thousands of students across the globe.

In the last few years, they have created a community of students who are currently studying in India or Abroad and open to help and support other new students to their local communities.

They are pioneer in India and Overseas education consultancy. With quality credentials and their trustworthy service guides students to reach the best possible academic heights based on their academic merit and financial capacity. They provide admission assistance to Medical, Engineering, Law and diploma courses.

They have introduced several student oriented products and tools like Common Application Form, Top Colleges, College Compare, Campus Connect, College Reviews etc. Students can use Futeducation.com as one stop destination to search about their Dream College, available courses, admission process and latest news about their interested courses. One can classify colleges on the basis of location, ranking, ratings, fees and cutoff for different competitive exams.

Education seekers get a personalized experience on the site, based on educational background and career interest, enabling them to make well informed course and college decisions. The decision making is empowered with easy access to detailed information on career choices, courses, exams, colleges, admission criteria, eligibility, fees, placement statistics, rankings, reviews, scholarships, latest updates etc as well as by interacting with highly knowledgeable career councilors, a student can get best advice in the industry

MISSION

We aim to be the top education portals with latest and updated information to help the students in making his decision easier.

VISION

Our vision is to provide best assistance through career counseling to the students so that they can make a wiser decision while choosing their career.

SERVICE PROVIDED

- MBBA Admission in India
- MBBS in abroad including Georgia, China, Nepal, Philippines, Ukraine, Russia, Bangladesh, Kazakhstan, Uzbekistan, Kyrgyzstan
- Latest Competitive exams information
- Career counseling
- Latest Updates on the resents trends
- Assistance in on boarding

COURCES COVERED BY THE COMPANY

MBBS

An MBBS degree is an undergraduate course for aspirants who want to fulfill their dream of becoming a doctor. Bachelor of Medicine and Bachelor of Surgery (MBBS), is a professional degree in medical science. After completing MBBS course and obtaining the degree, students would be qualified as medical practitioners or doctors. The duration of MBBS course is five years and six months including one year of rotational internship at hospitals, health centers, and health camps organized by non-profit organizations (NGOs)

BAMS

BAMS full form is Bachelor of Ayurvedic Medicine and Surgery. BAMS is an undergraduate degree programme that is designed to make students familiar with the concepts of Ayurveda and use them for the treatment of patients. BAMS incorporates Ayurveda with the concepts of modern medicines and students are taught a combination of both as part of the course curriculum.

CPS FCPS

The College of Physicians and Surgeons of Mumbai is generally known as CPS. It is an authorized medical organization in Mumbai, promoting postgraduate specialized medical training to meet the shortage of specialist medical Doctors in India. The roots of the institution dated back to the year 1913. This college was empowered in conformity with Royal College of England, and therefore, established as a similar institution to “Royal College of Surgeons in London.” The main objective of college is to arrange Post Graduate Medical Training, Research & Advances in the Medical Profession through CPS admissions.

BDS

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BHMS

BHMS (Bachelor of Homeopathic Medicine and Surgery) is an undergraduate degree program in medical field. This degree covers the medical knowledge of the homeopathic system. After completing this degree you are eligible to become a doctor in the homeopathic medical field. The degree holder is eligible to have the prefix as a doctor, the abbreviation is Dr.

Homeopathy is the system of alternative medicines. The patients are taken care by enhancing the natural healing power of the human body. The concept of homeopathy is that the body rejuvenates itself because of its self-healing power. We just need to help it by enhancing the natural healing power.

BUMS

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MD MS

An MD–MS program is a dual degree graduate school program awarding both a Doctor of Medicine (MD) and a Master of Science (MS) degree. Post-graduate diploma holders and Diplomate of National Board (India) candidates can upgrade to an MD-MS admission 2019-20 degree through opportunities such as post-graduate–up-gradation programs.

MSC NURSING

BSc in Nursing is a 4-year undergraduate course that focuses on providing detailed nursing to medical aspirants. Admission to BSc Nursing is provided through NEET which has been initiated by the Indian Government or several other university level entrance exams. BSc Nursing is provided through the MNS Nursing exam to offer admission in the Indian Army.

COMPETETORS

Career 360

A data-enabled and technology-driven Educational Products and Services Company, Careers360 seamlessly integrates millions of student and institutional data points with the user-generated preferences of its more than 15 million+ monthly visitors, to build sophisticated Prediction and Recommendation products for the students to explore and achieve career plans, based on their interests and abilities.

Shiksha.com

Shiksha.com is a one-stop-solution making course and college selection easy for students looking to pursue undergraduate (UG) and postgraduate (PG) courses in India and abroad; also accessible to users on the move through the website's mobile site. Launched in 2008, Shiksha.com belongs to Info Edge (India) Ltd, the owner of established brands like Naukri.com, 99acres.com, Jeevansathi.com, among several others. With this strong brand pedigree, Shiksha offers its users the unique privilege of customized tools like Alumni Employment Statistics that includes salary data powered by Naukri.com.

Collegedunia.com

College dunia.com is an extensive search engine for the students, parents, and education industry players who are seeking information on higher education sector in India and abroad. One can rely on Collegedunia.com for getting most brief and relevant data on colleges and universities.

College Dekho.com

CollegeDekho.com was founded under the aegis of Girnarsoft Education Services Pvt Ltd. (GESPL) to institutionalize students' counselling in India. It is headquartered in Gurgaon (Haryana), with satellite offices in Delhi, Chandigarh, Bangalore, Hyderabad, Chennai, Mumbai, Kolkata, Pune, etc. CollegeDekho.com is one of the fastest-growing education services providers in India that connects students to colleges and universities from across geographies. The company's business objective is to facilitate colleges and universities with student recruitment across all streams and degrees. With over 800 partner colleges as its clients, CollegeDekho.com has 35K+ unique colleges listed on its website and offers the latest information on admissions, entrance tests, infrastructure, courses, and careers.

College search.com

CollegeSearch is India's most vibrant education platform used by over 5 million students and 7000 colleges. Our aim is to simplify college selection and admission by helping students find the right college, rather than the best one. CollegeSearch has raised INR 20 million in funding from Indian Angel Network. It has been awarded the prestigious Top 100 Fast Growing Companies in Asia award by Red Herring, previously awarded to other Indian companies like Naukri and Makemytrip

CHAPTER

4

RESEARCH METHODOLOGY

Source of Data:

- Primary Data – The primary data has been collected through interview method.
- Secondary Data- The secondary data has been collected from Google Analytics of the website (Futeducation.con), Scholarly articles, scant literature, publications from different websites.

RESEARCH AIM

The research's aim is to develop and implement Search Engine optimization techniques for the firm. This research also aims to develop a strategy that will help the company in the mid and long term to increase its presence and gather more viewers to the sites using organic methods.

RESEARCH DESIGN

A descriptive research design would be used. As the name implies intends to describe the well defined problem and followed by the result. In the study we will study the components of SEO and SMO and how they work in favor of the visibility of the company.

DATA COLLECTION

The data would be automatically collected and measured by the websites. Each Websites service provider such as 'Google' provides various tools to see the results of the posts posted in the site. The core data will be processed using Google analytical tools to see the reports regarding audience engagement, post overview and the overall performance.

DATA ANALYSIS TOOLS

There are various tools that is used for this report. Some of which includes

- Google Analytics
- Google Search console
- Keyword Finder

- Small SEO tools
- Ms- Excel
- Keyword Discovery
- RankWatch
- Moz
- Google Analytics
- Google Trends
- Google Keyword Planner

PERIOD AND REGION OF STUDY

The data was collected from all over the world and the data was monitored for almost a period of 1 month.

LIMITATIONS OF THE STUDY

1. The study is limited to a particular time frame and might not cover all the insights.
2. The survey is company biased. Every other website can have a different response and engagement rate.
3. The survey is limited on to the pages of Future Education and its followers.
4. The researcher has no control over the plans and strategy post the time frame. If the posts and content is not managed well, the visibility will fall down again.
5. Only organic form of Digital Marketing was used- had we used SMM (social media marketing) the engagement rates would have multiplied with the relevant audience.
6. The Research only use Organic Method of promoting the posts, had it been using the Search Engine Marketing (SEM) techniques the website visibility can be increased drastically.

CHAPTER

5

INTERVIEW

I got the opportunity to have an interview with Mr. Sonu Kumar, Senior Digital marketing Executive at Webgraphy.in . The interview was a question answer based pattern on the topic of Digital Marketing in the current scenario.

Mr. Sonu has an 8 years work experience in the field of digital marketing, HTML, Web Developer, Graphic designing and Affiliate Marketing. I was fortunate enough to have a brief session with him. Mr. Sonu has worked in many big companies as full time employee and also like to spend his leisure time as a freelancer and also help various students to pursue their dream career in digital marketing.

The following are the questions that were asked to Mr. Sonu Kumar. The questions were answered in detail and a extensive insight was also shared by him. I have also noted the focus area of the interview.

FOCUS AREA	QUESTIONS
Current Scenario in Digital Marketing	<ul style="list-style-type: none">• What attracted you to the digital marketing industry?• What are the changes you see in the digital marketing industry in the past decade?• What is the preferential type of digital marketing strategy?
Career as a digital Marketer	<ul style="list-style-type: none">• What are some of the most useful digital marketing tool?• What are the key areas where you can use keyword to optimize your site?• Do you think it is necessary for the marketer to have Google Ad-word knowledge?• Do you think digital marketing will replace traditional marketing practices in the near future?
Digital Marketing For Business	<ul style="list-style-type: none">• How can a company measure social media marketing technique?• How do you stay updated with the latest digital marketing trends?• How can a company measure social media marketing technique?• Is there any degree or certificate necessary to become a digital marketer?• What are some of the techniques a business can use to increase its presence online?

What attracted you to the digital marketing industry?

- Digital marketing is a career that has plenty of room for techs, creative, and business people. This is a field that's ever-changing and engaging; there's always something new to learn. And if you work in an agency, you'll always be working with different clients, which means you'll probably never get bored. Even if you don't want to work in an company you can easily work as an freelancer and work from the comfort of your home, also, you can work at multiple projects simultaneously. All these really excited me and I choose to be an digital marketer.

What are the changes you see in the digital marketing industry in the past decade?

- In 2010, everything was much simpler. There were only a few smart phones available, and all you had to do to make a decision was open a couple of websites. Fast forward to 2020, and you have thousands of choices and sites about any given product. The digital space has evolved to the point where potential customers assess your brand based on your website and your digital marketing efforts. You can bet that they know all about your company way before they even contact you. Over the past decade, the digital marketing industry has had to keep up with technology and people's relationships with devices.

What is the preferential type of digital marketing strategy?

- For me personally, there is not one strategy that I prefer, but rather a combination of strategies. Depending upon the company's objective and the product or services that they provide, the strategies can be modified. If you see the latest trends there are some methods that are providing great result some of them are
 - Smarter Chat
 - Augmented and Virtual Reality Marketing
 - Live Videos
 - Engagement-Based Email Marketing
 - Browser Push Notifications
 - Content Personalization
 - voice Search

Depending upon the company requirement and whether they want to invest in advertisement or want to grow organically different techniques can be used.

What are some of the most useful digital marketing tool?

- There are various tools easily and freely available online, while some need premium subscription others can be used freely. Depending upon what you want to do in your marketing strategy, different tools can be helpful for you. Some of them include
 - Keyword Discovery
 - RankWatch
 - Moz
 - Google Analytics
 - Crazy Egg Heatmaps
 - Submit Express Link Popularity
 - Digital Point Keyword Tracker
 - Google Trends
 - Google Keyword Planner

What are the key areas where you can use keyword to optimize your site?

- Ranking for a keyword is a repeatable process, you won't get the results you want 100% of the time, especially if the keyword you're trying to rank for is a popular keyword. But content marketing and SEO practices like keyword research, checking out the competition, conceptualize the content, optimizing for your keyword, etc. can help you with the rankings. For better page ranking, keywords can be used in the following areas-
- Website URL
- Website Title
- Meta tag
- Web page content
- Body text
- Headlines

Always think from a customer's prospective, what they will search and what the words they can use are. This gives you a better position to use keywords to your site.

Do you think it is necessary for the marketer to have Google Ad-word knowledge?

- Yes, from my prospective; I think a marketer should have good knowledge about Ad-words and Ad- sense. This will help him better optimize site and also can advertise using Search Engine Marketing(SEM) tools.

How can a company measure social media marketing technique?

- Success is measured by utilizing different metrics – traffic, leads, and clients. Counting the number of followers on your channels can help you know your social media reach. The factors that define success is how many people social media drives to your website, how many of them are qualified leads, and how many of them become costumers.

How do you stay updated with the latest digital marketing trends?

- Since Digital Marketing is a dynamic field, it is important to stay updated with the blogs, books, podcasts, and webinars to go for. Some of the popular resources to stay updated on Digital Marketing are websites like Mashable, WordStream Blog, Social Media Examiner, Neil Patel Blog, etc.

How can a company measure social media marketing technique?

- Leveraging social media with posts that link back to your site is one key way to funnel traffic to your website within a shorter time frame. Also, posts that include promotions, giveaways, contests, and other engaging, time-sensitive material can be effective. Additionally, generating leads through engagement in online public relations – such as answering queries where you function as a subject expert, or writing a press release for online distribution – are also some strong tactics for quickly amassing traffic. Attention equals innovative content. If you produce good content and display it correctly to the right place at the right time it will definitely give the output. A few ways to engage your customers through Social Media are – crafting catchy headlines, posting quality visual media, hosting contests, ensuring your post has good content, focusing on your social presence, responding to comments in a timely manner, etc.

Is there any degree or certificate necessary to become a digital marketer?

- It is not necessary to have a degree in digital marketing but a degree or certification can provide you in-depth knowledge about digital marketing and you can also apply as a digital marketer in big firms who need proof that you indeed know about digital marketing.
The aspirants who have learnt digital marketing in their degree course will find it quite easy to handle the work. However, it will come quite as a surprise for students who have an unrelated degree but are interested in Digital marketing. Make sure that you have studied sufficiently about Digital Marketing and are aware of the recent trends. Communicate your knowledge about this industry and trends with full enthusiasm.

What are some of the techniques a business can use to increase its presence online?

- The most popular and effective ways to increase traffic to your website are-
 - Paid search
 - Display advertising
 - Content marketing
 - Writing crisp headlines
 - SEO activities
 - Content optimization
 - Guest blogging
 - Seeking referral traffic
 - Posting content on LinkedIn
 - Linking Internally
 - Email marketing

It is also important for the company to know that they want to use inbound or outbound marketing, as it will give them clarity to what tools or a combination of tools should they use to fulfill the company's objective.

Do you think digital marketing will replace traditional marketing practices in the near future?

- The answer to that is NO and YES. I don't completely think that it can replace traditional marketing practices in the near future. The people of India have to be more advances and tech savvy. Also, I would say 'Yes' because all the companies are considering digital marketing and using it as a primary source of marketing.

One thing that can be safely said is that it is unlikely that Digital Marketing will completely replace traditional marketing in the near future. Rather marketers are integrating both the platforms to optimize their plans for optimum ROI. Instead of replacing each other, both traditional and digital marketing are becoming complementary to each other.

GOOGLE ANALYTICS OF FUTURE EDUCATION.COM

Google Analytics is the most reliable and trusted analytical tool available in the marketplace. It is the leading analytical tool in the world and the first preference of most of the digital marketer. It aids well with the website and provide in-depth information about the working of the site by using its advanced AI. It makes the work of a digital marketer efficient and saves a lot of lime. It represents data in tabular and graphical format and makes interpretation really easy.

Future education also uses Google Analytical to track the progress of the website. The information derived from the site is analyzed here and the interpretations made from the findings are use for further strategizing the digital marketing techniques. This tool provide information related to the number of visitors, number of live visitors on the page, the region from which they are operating the page, the duration for which they were in the page, the contents and blogs that they visited in the website etc.

He following is the data gathered for a duration of one month (1st October to 31stOctober 2021)



Fig 1 Active and Retained Users graph

The most important aspect of digital marketing techniques is increasing the number of active users to a site. For this various techniques and tools are used to achieve a desirable result which adds to the overall goal of the company. The number of users originally unpredictable as in the organic search result but the number can be predictable to some extent when search engine marketing is used. As the project only considered as organic search results the above figure displays the graph of the increasing number of active users a period of 1 month. As more and more tools are used such as Google keyword finder, small SEO tool, grammar, optimization of pictures, And Para composing, we can see an increasing number of viewers. We can also see the percentage of people that retained during the particular time period. Retained users are the users that are return and again view the site. This happens because they had some interest on a particular post or a blog and they want to move forward and get more information from that content.

The lower line depicts the number of viewers that the company witnessed. In the initial stage we can see 82 people visited the site organically and as we proceed further we can see that there is a considerable increment in the number of yours in the next 7 days. By the end of day 7 there was 621 viewers and by the end of 30 days the number of users increased to 2400. This data shows that the techniques which we were using working and it is engaging the users. The users are getting interested in the content of the site and we were getting positive feedback from them.

The above table shows that during the first week there were around 2.5 % of of active users that retained. To increase such a retention rate we can use churn analysis to see why I the viewers are not returning back and use the mathematical calculations to predict the future churn rate. We can see a downward moving retention rate as the weeks proceed. The end of October 30 about 28 viewers were returning back to decide for further information this analytics can help the company to target those viewers as they can be the potential clients and the company can generate income from them.



Fig 2 Graph depicting Time duration and devices used

In the above graph (Fig 1) the overall Google analytics Website data is segregated into three parts these analytics are very relevant in understanding the people who are visiting the website and reading the blogs, furthermore, it is also relevant to understand the preferences of the visitors and optimizing the landing page so that they could get the viewing the site accurately. The visitors use various devices to see a particular site. The timing when the website is mostly viewed is equally important as it provides an in-depth knowledge about the viewer's preferential timing and the posts can be timed accordingly. Let's look at the three segments and also find out their relevance and importance.

Session by Country

For any website an overview about the location from where the viewers are visiting the website is crucial. This will help in implementing the SEO and SEM strategy for the future posts and blogs. The location can be identified and posts can be designed to target a specific set of people. As the graph clearly represents the countries from where the people visited our website and about 94% of the total viewers are from India, 4% are from United States of America (USA), 1% is from Nepal and Remaining 1% are from other places including United Arab, Mexico, Australia and China. With the gathered information we can customize and improvise the future

posts emphasizing to the Indian audience as they are the people who mostly view our posts. As we can see the viewers are from USA and Nepal so we can use the tools like 'keyword finder' to see what the foreign audiences are typing when searching for a post. This will give an insight we will organically develop the ranking of the pages for the same.

Users by Time of Day

Time of Day analytics is used to know the exact hours of the day when the users are mostly active. Our website (futeducation.com) has both national and international audiences and hence it would be beneficial of the company to know the timing when the re most active. This can also help Social Media Marketing as posts can be circulated in such a way that it can get maximum customer engagement. As the graph shows that the maximum viewers open the website from 10am till 6pm whereas from 1am till 9am we see very few audiences. Posting the content or any other promotional strategy during 10am till 5pm will be the ideal time to post for the company.

Sessions by Devices

One of the parameters of Google search engine is that the website is optimized to be easily viewed in maximum number of devices. This site optimization is really important as viewers can operate from any device be it mobile phone, laptop, Pc, Tablet or even use different software like android or Mac. Optimizing the website will provide best user interface and it helps Google Algorithm to better rank the website. The Data shows that for our website about 72.8% of the viewers use mobile phone, about 24.2% of the viewers use laptops to see the site and the remaining 3% use tablets. This concludes that the site should be mobile friendly and the pages should be customized according to the different devices.



Fig 3 Active Users

The most important task of any digital marketer is to increase the viewership organically. The above data represents the number of people who came to the landing page through using only SEO techniques from 5th October 2021 till 31st October 2021. The company posted various blogs

and posts which increased the views of the site. A total of 24 blogs were posted in the website for the same duration. From 6th October there was a sudden increase in the viewers because of the SEO techniques used here such as using correct grammar, making sure there is no spelling error, the content is relevant and precise for the audience, using the right keyword, using better viewers engagement tools and providing additional related posts to increase the duration a person spend on the site.

This analytics provide an overall and measureable view of the performance the company is making. It is crucial as it provides measurable data to see what led to increase or decrease in the content of the post that changed the viewership. As seen above that from 19th October till 21st October the views on the site was maximum and the bounce back rate was also relatively low. For the particular time frame 3 blogs contributes to the increase they were, MBBS in India, Top Governmental Ayurvedic colleges in Karnataka and top BAMS colleges in Punjab. These blogs used the right keywords with the help of Google keyword finder and the tone of the blog was direct and precise. the use of images and symbols is also very important as that can help in attracting more viewers. We have also provided a support chat box and open comment section where users can directly ask any questions or can contact for student counseling and mentorship.

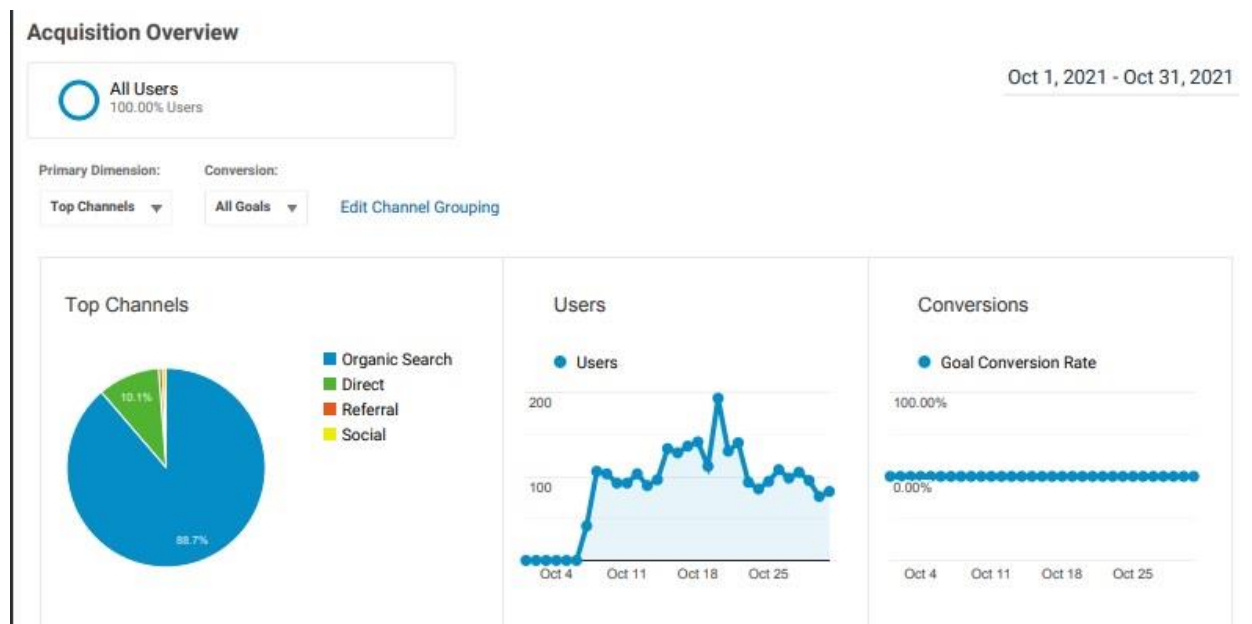


Fig 4 Acquisition overview from Different channels

The main purpose of this study is to increase the visibility of the site organically by using different Search Engine Optimization tools and techniques. There were no SEM techniques used to increase the people visiting the website. There were four ways from which people visited the site they are through organic search results, direct search, through referrals or back links and through social media. The company has a low social media presence and hence the percentage of people coming through social media is relevantly low. Basic Social media Optimization Techniques can be used and the proper use of hash tag can help improve the percentage.

About 88.7 % of the total 2343 people came from organic search results. Organic search results are the key element of these project and we have successfully achieved more than 85% waivers

from that mode alone. These are the listings on the search engine results page (SERP) that appears due to the relevancy of the search term or due to the tools used in Search Engine optimization rather than search engine marketing or trickery.

We can also see that about 10.1% of the total 2343 people for about 250 people came from direct search results which indicate that they directly searched for the site URL and appeared on the landing page. This generally happens because they might have heard about the site from different sources such a social media posters for other sources and had an interest in the contents of the site. These people are really important because these people are the direct leads as they have shown interest in this site which depicts that they want to pursue or know someone who wants to pursue their career in medical line and are looking for information for the same in the internet.

We can also see that about 2% of the people came from direct referrals and social media links. The organic search results are some kind of generic in nature as we are not sure that they are really interested. But with the people who had came from direct search results, reference and social links are more confined to purchase the services provided by the company

		Acquisition			Behavior		
		Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
		2,443	2,435	2,911	0.69%	3.07	00:01:20
1	Organic Search	2,175	<div><div></div></div>		0.00%		
2	Direct	247	<div><div></div></div>		5.04%	<div><div></div></div>	
3	Referral	15	<div><div></div></div>		0.00%		
4	Social	15	<div><div></div></div>		0.00%		

Fig 5 Acquisition and Behavior Table

The acquisition analytics section is used to identify how users arrived at your site. Specific reports are used to learn more about traffic, they arrive directly to your site or use search engine. It also depicts how successful are certain marketing campaign in attracting new users.

The Traffic acquisition report shows data about new sessions. The traffic dimensions, like medium and source, in the report include the word "Session" to indicate that the traffic dimensions are about new sessions. For example, "Session medium" is the channel by which new and returning users arrive on your site or app.

The Behavior Flow report visualizes the paths users traveled from one screen, page or event to the next. This report can help you discover what content keeps users engaged with your site. The Behavior Flow report can also help identify potential content or usability issues.

The bounce rate shows you the percentage of your visitors who bounce off of your site. By default, Google Analytics considers a visitor to have interacted with your site if they visited at least one additional page. The bounce rate you see in your overview report on Google Analytics is the site-wide bounce rate.

The following table depicts that a total of 2911 sessions were recorded and out of that 2435 new users visited the site. With the help of SEO the organic search provided about 2175 visitors while 247 users came from direct search results. About 30 people came from reference and social links.

The bounce rate for the particular duration is considerable low with only 0.69 % of the total visitors bounced back off of the site. These figures are relatively good while seeing other bounce back figures of different websites.

Of the number of people who visited the site directly through search results, we can see that of the people bounce back. This figure is an exact figure of 225 people where the ones who were genuinely interested and further wanted to interact for the mentorship. These people can be considered a good lead as they are the ones who have shown interest in the contents of the blog.

We can also see that on an average each user visited at least 3 pages or sessions whenever they came to the landing page of any blog and spend about 1 minute and 20 seconds in the site.

All this information is crucial as we can further set targets to increase the pages per session rate and also increase the average session duration for the site.



Previous Page Path	Pageviews	% Pageviews	Next Page Path	Pageviews	% Pageviews
/mbbs-in-india/	10	13.51%	/blog/	46	23.71%
/blog/	7	9.46%	/mbbs-in-india/	28	14.43%
/apply-online/	4	5.41%	/mbbs-in-russia-admission-2021/	11	5.67%
/mbbs-in-georgia/	4	5.41%	/apply-online/	10	5.15%
/about/	2	2.70%	/mbbs-in-georgia/	10	5.15%
/become-a-business-associate/	2	2.70%	/contact/	8	4.12%
/contact/	2	2.70%	/mbbs-in-kyrgyzstan-fee-structure-eligibility-and-admission-process-2020/	6	3.09%
/mbbs-in-kyrgyzstan-fee-structure-eligibility-and-admission-process-2020/	2	2.70%	/cps-fcps-admission-india-2020/	4	2.06%
/mbbs-in-russia-admission-2021/	2	2.70%	/md-ms-admission-india/	4	2.06%
/md-ms-admission-india/	2	2.70%	/study-bams-in-india/	4	2.06%

Fig 6 Navigation Summary

The Navigation Summary report allows you to select a particular page to then see how people find that page and where people travel to next on your website. It gives you a 'before' and 'after' snapshot of your content. The Navigation Summary report drills down to a single URL of your site and the most common paths to and from that URL. the Navigation Summary report also shares the percent of visitors who have entered the site via that URL and how many exit your site from that URL leveraging both of these tools, we now have painted a clear picture of the user journey to our blog article.

We can see exactly what percent of traffic views our article by entering the site to the blog article page, as well as any other pages that may have driven the visitor to the blog. We see the percent of visitors who exit the site after landing on the blog page, and the portion of traffic that stays on site. We see the breakdown of pages users travel to, all this insight from a single report!

In the following data we can infer that about 36.50% clicked on the link and entered to the landing page, and about 19.72% exited the landing page without going through other pages.

Of the total people entered and stayed about 80.28% of people went to the next page, this shows that they find the content relevant and the right kind of suggestion blogs were showed to them. Also there were about 65% people viewed the previous page.

The people who visited the blog of MBBS in India (13.51%) also visited the blog on Government MBBS College (23.71%). This shows that both the blogs are complimentary and should be kept in the suggestion blog area to increase the visitors' duration and also increase the number of pages a person visit.

We can apply a segment to view only visitors who have arrived to the site via Organic Search and have done so on a mobile device. Using the Navigation Summary report can help to better shed light on the users' journey, from the percent of entrances via a certain page, to where the majority of traffic goes after viewing your recent blog article. This report is great for getting a clean, concise read on how your visitors are navigating through the different pages of your website.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	8,925 % of Total: 100.00% (8,925)	3,786 % of Total: 100.00% (3,786)	00:00:39 Avg for View: 00:00:39 (0.00%)	2,911 % of Total: 100.00% (2,911)	0.69% Avg for View: 0.69% (0.00%)	32.62% Avg for View: 32.62% (0.00%)	₹0.00 % of Total: 0.00% (₹0.00)
1. /top-government-ayurvedic-colleges-in-karnataka/	1,448 (16.22%)	622 (16.43%)	00:00:38	620 (21.30%)	0.00%	42.40%	₹0.00 (0.00%)
2. /	715 (8.01%)	283 (7.47%)	00:00:29	261 (8.97%)	0.38%	19.72%	₹0.00 (0.00%)
3. /top-bams-colleges-in-punjab/	574 (6.43%)	222 (5.86%)	00:00:48	220 (7.56%)	0.00%	37.80%	₹0.00 (0.00%)
4. /top-deemed-medical-colleges-in-karnataka/	414 (4.64%)	180 (4.75%)	00:00:23	179 (6.15%)	0.00%	41.06%	₹0.00 (0.00%)
5. /jamia-islamia-ishaatul-ulooms-indian-institute-of-medical-science-research-jal-na-admission-2020-21/	318 (3.56%)	132 (3.49%)	00:00:39	132 (4.53%)	0.00%	41.19%	₹0.00 (0.00%)
6. /blog/	293 (3.28%)	83 (2.19%)	00:00:33	18 (0.62%)	11.11%	9.90%	₹0.00 (0.00%)
7. /hind-institute-of-medical-sciences-sitapur-admissions-2020-21-courses-fees-and-much-more/	236 (2.64%)	105 (2.77%)	00:00:36	98 (3.37%)	0.00%	41.10%	₹0.00 (0.00%)
8. /top-engineering-colleges-in-maharashtra-as-per-nirfs-ranking-2021/	180 (2.02%)	80 (2.11%)	00:00:44	80 (2.75%)	0.00%	44.44%	₹0.00 (0.00%)
9. /study-bams-in-india/	149 (1.67%)	62 (1.64%)	00:01:03	31 (1.06%)	0.00%	27.52%	₹0.00 (0.00%)
10. /mci-approved-medical-colleges-in-uzbekistan/	144 (1.61%)	61 (1.61%)	00:00:15	59 (2.03%)	0.00%	40.28%	₹0.00 (0.00%)

Fig 7 page views of top 10 posts

The above data depicts the total page views for the duration of one month (1st October-31st October 2021). This table covers various aspects and provides in-depth information about the proceedings of the website.

A page view or page view hit is an instance of a page being loaded (or reloaded) in a browser. A page view is a metric defined as the total number of pages viewed. Unique page views are slightly different from the normal page views. Google Analytics refers to them as “page views that are generated by the same user during the same session.” When a user visits a web page once or even multiple times during a specific session, it is counted as a unique page view.

Average page duration is the average time that a user spend on a particular page. Entrance indicates the page which served as an entry point to your site. "(Entrance)" indicates the page which served as an entry point to your site.

Out of the total 8925 visitors about 3786 were unique page views and 2911 new entrances. The bounce back rate was 0.69%.while a visitor spend on average of 39 seconds on a page the exit rate was 42.42%, the exit rate is comparatively high and several techniques can be used to reduce this rate.

In data shows the top 10 blogs and the page views on each page. We can see that the blog ‘Top government ayurvedic college in karnataka’ got the maximum number of views (1448) and from that 622 are unique visitors and they spend on average of 38 seconds in a page. About 42% of the people exited the page which indicates that 58% people found the content relevant and clicked on the suggested blogs. This also increased the retention rate and has given an overview of what kinds of techniques, keywords and tools that needed to be used for the future blogs.

CHAPTER

6

SUMMARY OF FINDINGS

Like most other competitors, it was observed that a continuous presence is necessary for any business. What goes out of sight remains out of mind. Similarly to remind the prospective clientele as well as the suitable candidates it

There are various free tools available that can be used to build a lasting and impacting post.

The relevance of the data is the most important parameter in ranking your website. Proper use of keywords and description can aid in better ranking of the website.

In this age of digital India, many HR agencies as well as candidates use social media platforms and hence it is necessary to keep the social media pages updated all the time.

Connecting to elevate audience can generate a database for the clients as well as Social media to find a job. LinkedIn and face book tops the list.

Using a SEO tool like Google Analytics, it is very easy to gather analysis and interpret the current ranking and working of a company.

Most of the work can be done without incurring any extra cost. Organically a company can increase its presence using different SEO techniques.

Leveraging social media with posts that link back to your site is one key way to funnel traffic to your website within a shorter time frame.

There is no single way or technique to increase the users in the landing page organically but a combination of different techniques.

Following the latest trends can increase the presence substantially; using latest techniques like virtual reality interface, video blogging and personalized mailing can build excitement and grow the unique users.

With the increasing use of Digital Marketing by the business, we can expect a large part of business being conducting online. Having a established company can increase the business turnover and can also have a huge base of loyal customers.

RECOMMENDATIONS

Although SEO is doing great on its own, if it will be combined with SEM, for company like Future Education which has an online presence, then it will enhance the efficiency of the digital performance.

Be it any form of digital marketing- SEO, SEM, SMO, SMM, Content Marketing, e-mail Marketing, etc the basic call to action here is to make the visitor visit the operations, it is necessary that a strong digital presence is found. For this a strong and regularly updated website needs to be present which can solve the visitor's query, inform him about the company, else, all the efforts to make him reach the website would be a waste.

The Social media presence of the company is a little less as compared to its presence in search results. Currently, people search about the company first in the social media platforms. The blogs posted in the website can be posted in the social media platforms. This will increase the trust of the customers for the company and they will share the content which will further increase the reach.

Creating back links through social media presence can increase the number of viewers in the website. Some of the social media domains that can be targeted are Facebook, LinkedIn, Quora, Instagram.

CONCLUSION

The main purpose of this study was to identify the search engine optimization techniques for increasing the visibility of the services offered by Future Education. The study has been carried out based on observation and secondary data provided through Google Analytics. Various variables have been identified by studying the review of literature thoroughly and four variables have been focused in this study, namely website content, structure, keywords, link optimization. Thus it is favorable for the company to emphasize on the above to optimize the visibility and as the research demonstrated, the four variables taken into consideration proved to be vital in the optimization of the website and bring it on to the tip of the iceberg.

With reference to the current trends and research provided in the literature review column, it is advisable to increase the social media presence of the company to increase its viewers to its website and thus generate leads for the business. The company needs to blend the social media and the website in order to boost your brand and increase your online presence. The easy way of blending social media and website is to integrate social sharing buttons on your website. This can

be done even for your individual blog posts to improve the ranking. Linking and back-linking also plays an important role to increase the overall quality of the blog.

Planning a long lasting strategy is essential for increasing the digital presence, also, the company has to adopt to the changing trends in the digital world. By integrating both the methods, SEO and SEM, the company can increase its business manifolds and achieve its mission.

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