

Digital Marketing Strategy

Dr. Perihan Salah

2nd Lecture



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Topic 1:

Evolution of the web and how social media platforms work

Topic 2

HOW DIGITAL PLATFORMS WORK... UNDERSTANDING THE CONCEPTS



Topic 2

EVOLUTION OF WEB

1.0

HTML
READ



2.0

XML - PHP - RSS
ASP - JSON
SEARCH - TAG
COLLABORATE
READ - WRITE

Interaction &
Engagement



3.0

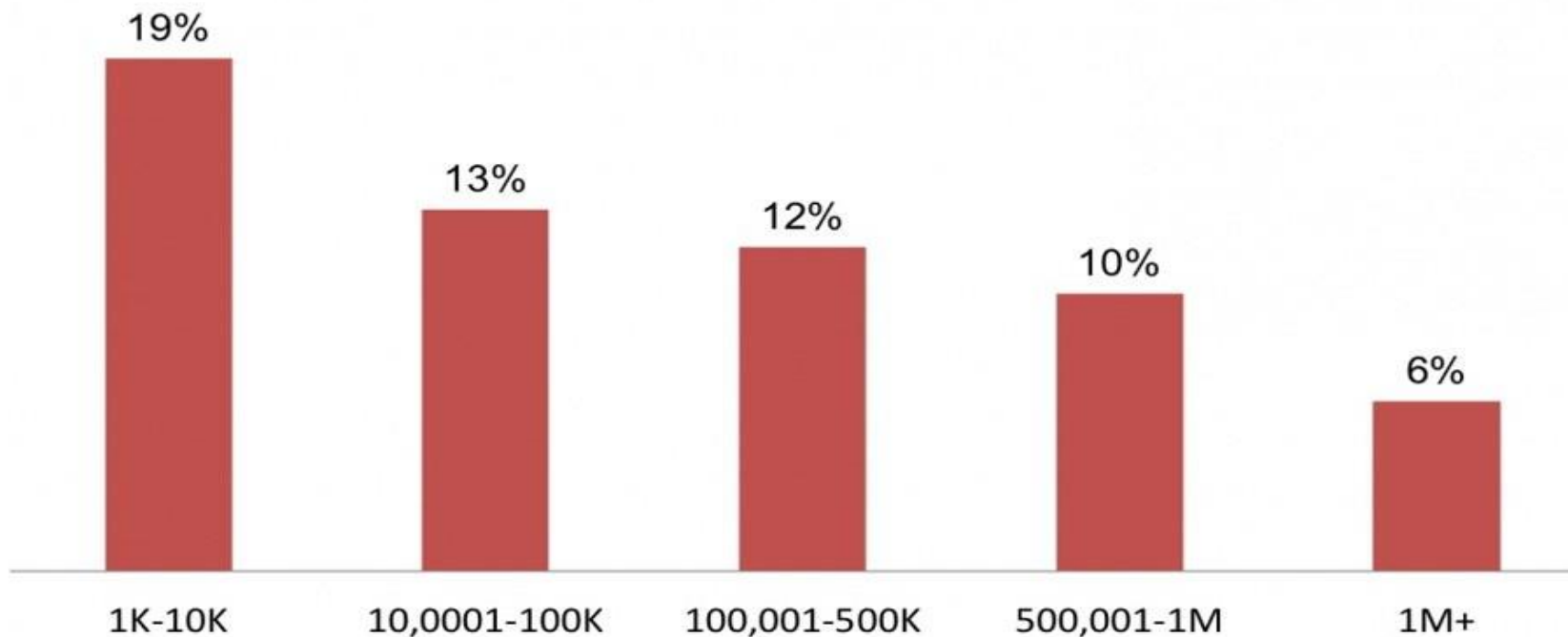
RDF - XHTML
RDFS - OWL
PERSONALIZATION
KNOWLEDGE
READ - WRITE
UNDERSTAND

Semantic Web

Topic 2

HOW FACEBOOK WORKS

Average % of Fans Reached Per Facebook Post



EDGE RANK



Topic 2

HOW SEARCH ENGINES WORK... UNDERSTANDING THE CONCEPT

HOW SEARCH ENGINES WORK



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Topic 2

HOW SEARCH ENGINES WORK

Search Results

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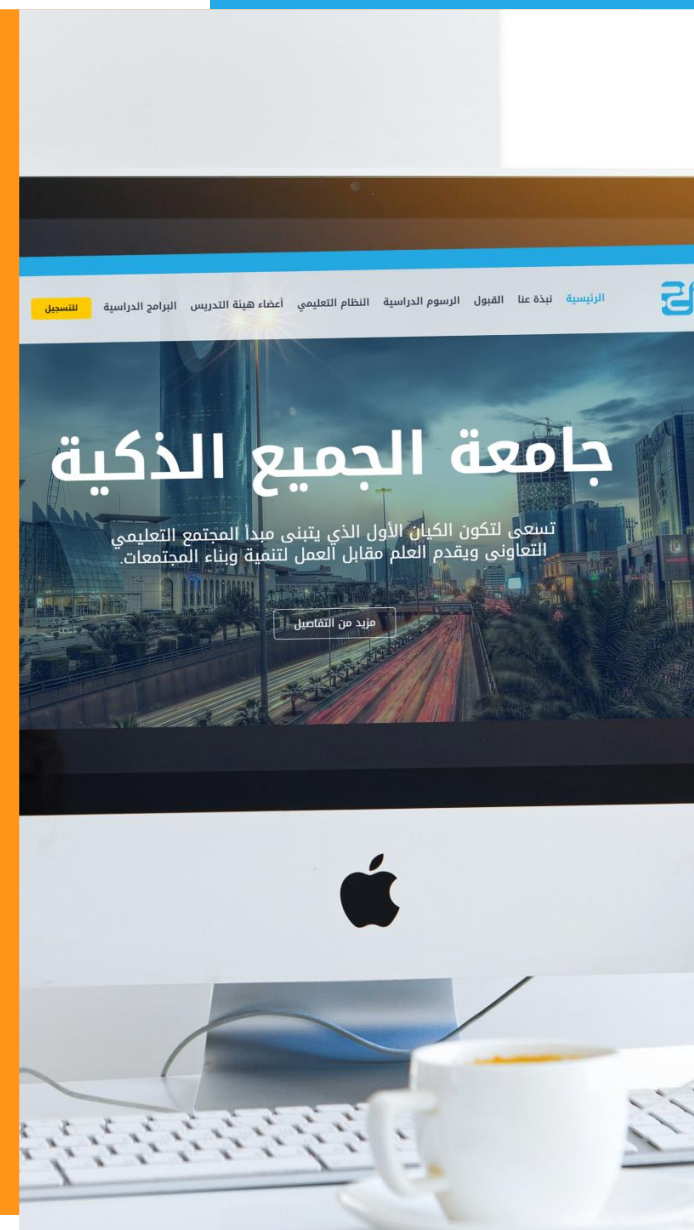


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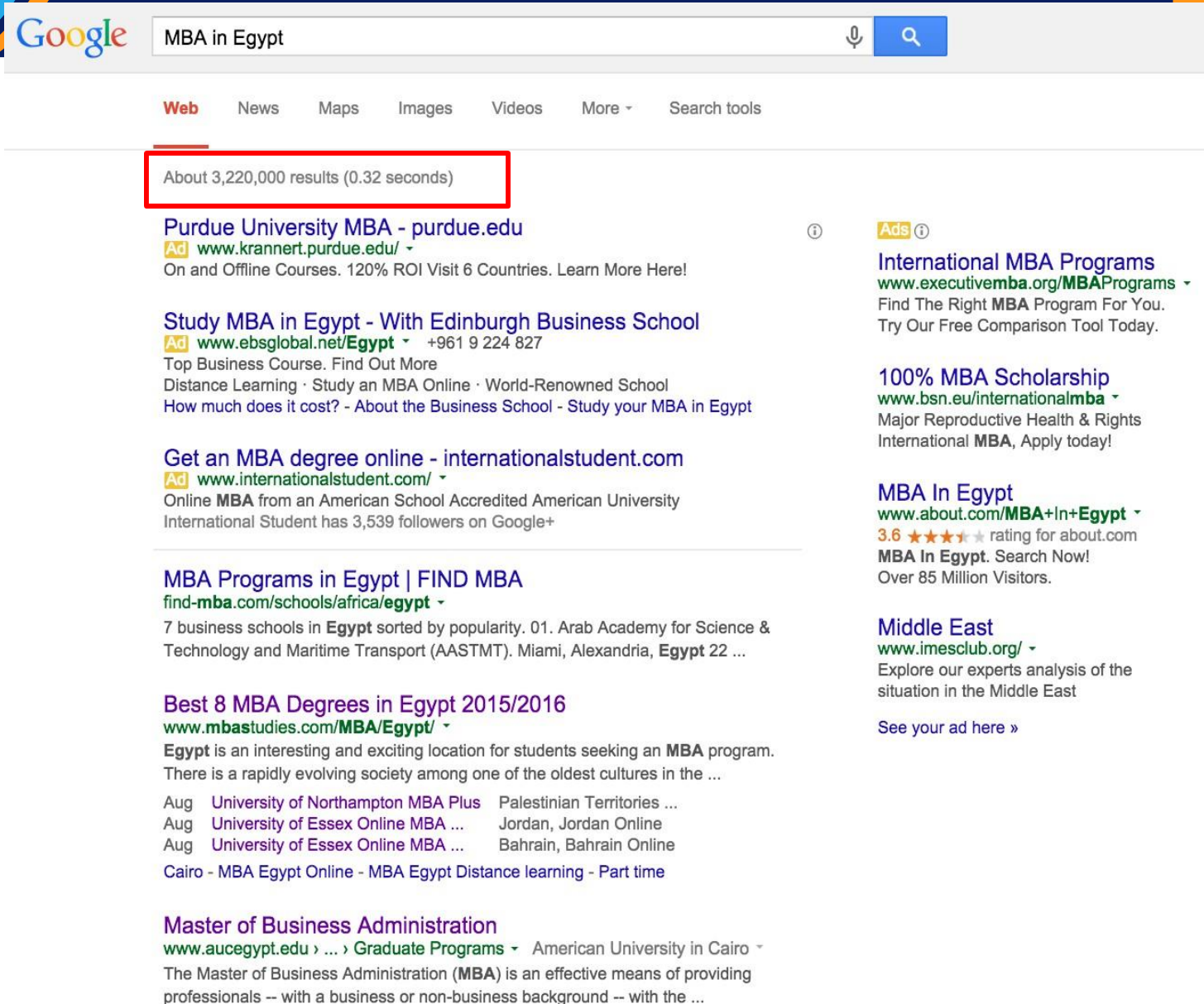
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HOW SEARCH ENGINES WORK

Search Results



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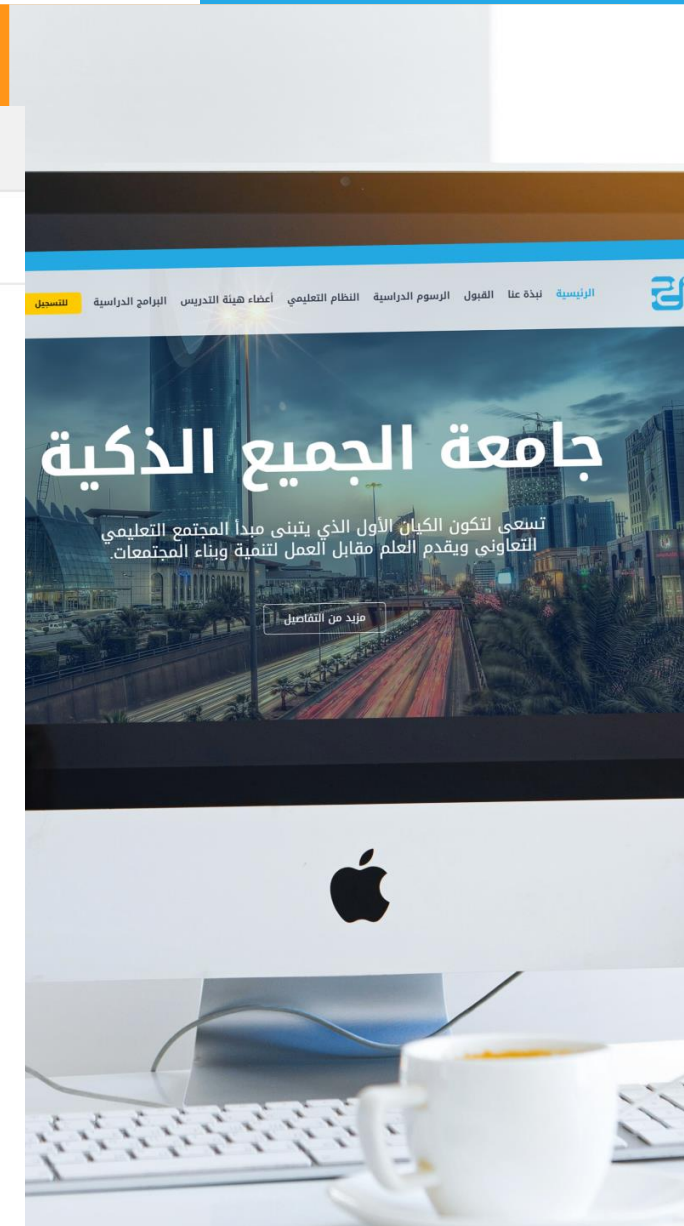
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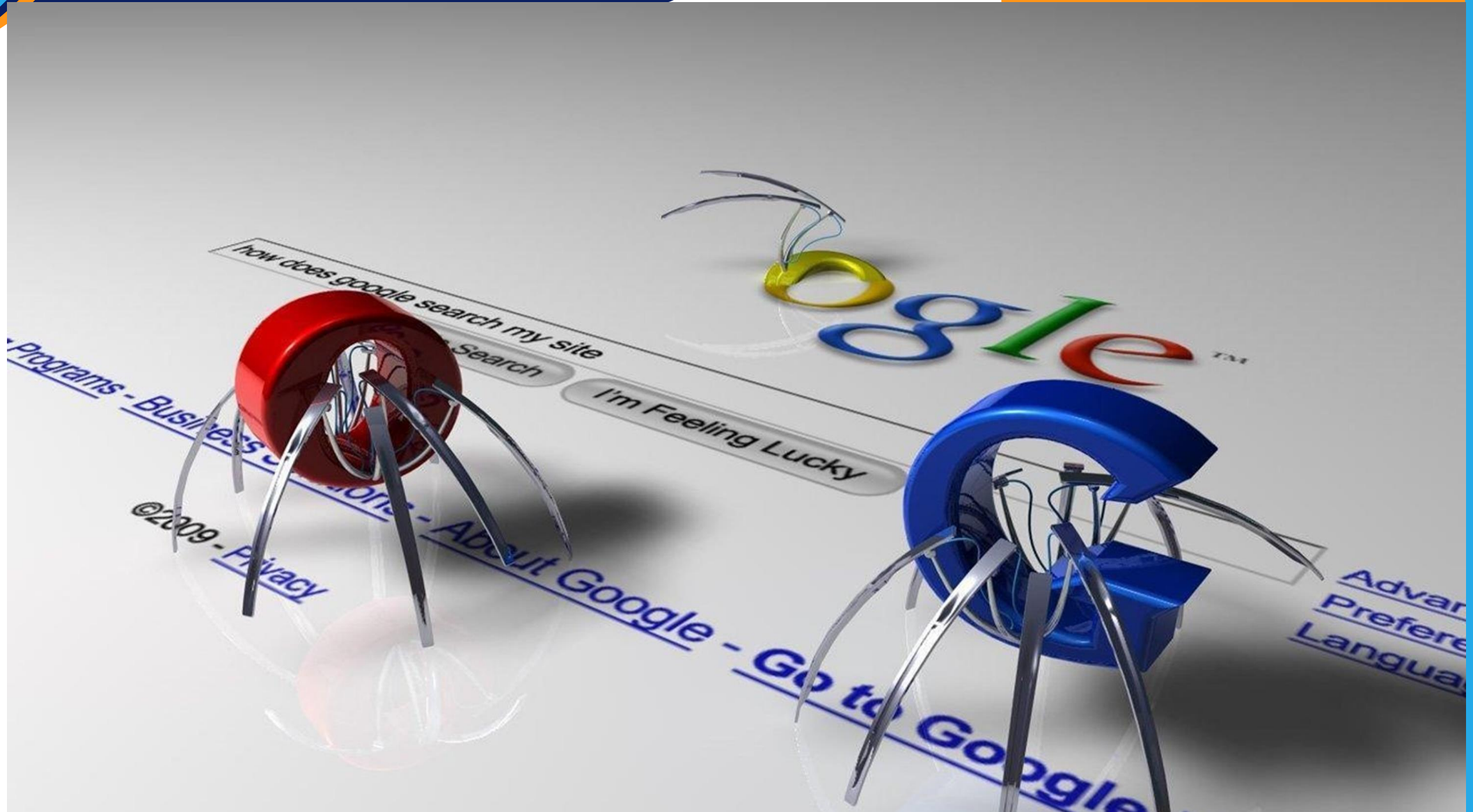
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Topic 2

CRAWLING AND INDEXING



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Topic 2

How it works:

How it works: basic overview.

Google's three steps:



1. Google must first **FIND** your content.
2. After **CRAWLING** your site, they **INDEX** the pages.
3. And ultimately **RANK** them within the greater index.

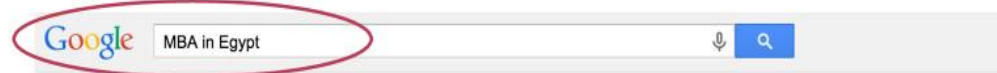


Topic 2

HOW SEARCH ENGINES WORK

HOW SEARCH ENGINES WORK

Search Query (term)



Paid Search Results
(Search Ads)

Organic Search Results
(SEO)

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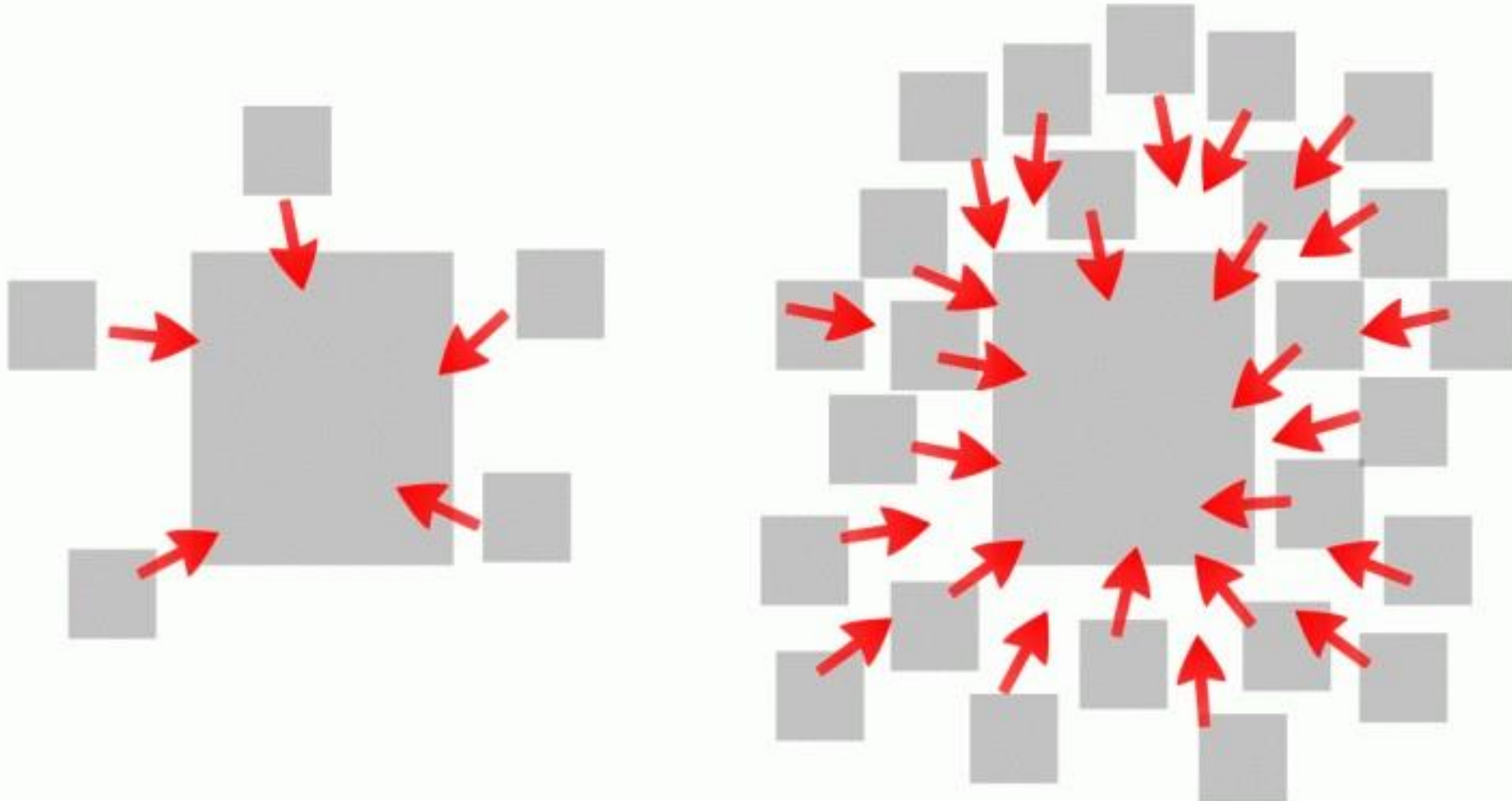
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Topic 2

WEBSITE AUTHORITY AND LINKS

If links are all equal in weight... this page will rank higher!



Topic 2

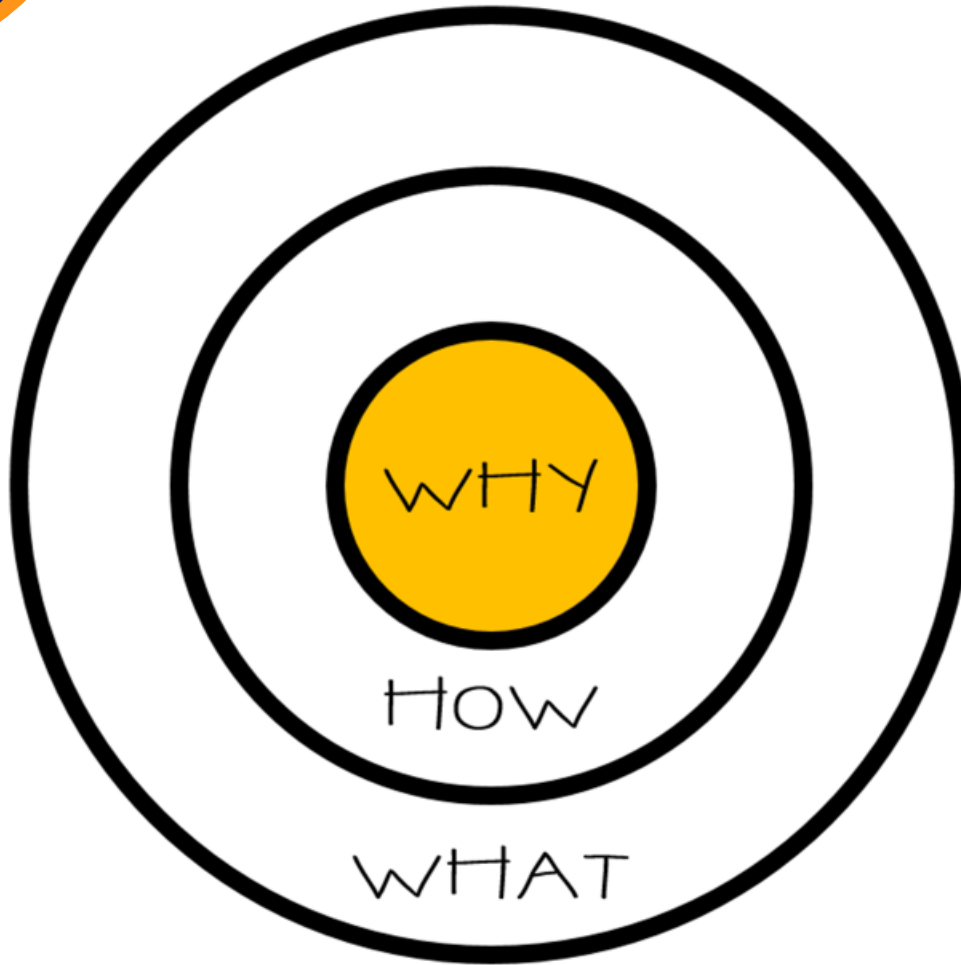
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Topic 2

LEARN HOW TO SELL!



- People do not buy what you do, they buy why you do it...

Start with why!

Book by Simon Sinek

- Features Tell...
Benefits Sell!