

# Digital Marketing Strategy

Dr. Perihan Salah

## 1<sup>st</sup> Lecture



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

1

## HOW DIGITAL PLATFORMS WORK

# 1

## HOW DIGITAL PLATFORMS WORK... UNDERSTANDING THE CONCEPTS

### Main topics of the lecture:

- Evolution of Web
- How Facebook works
- EdgeRank Algorithm
- How search engine works
- Website authority and links
- Learn how to sell



1

## 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



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

# 1

## EVOLUTION OF WEB

### Web 1.0

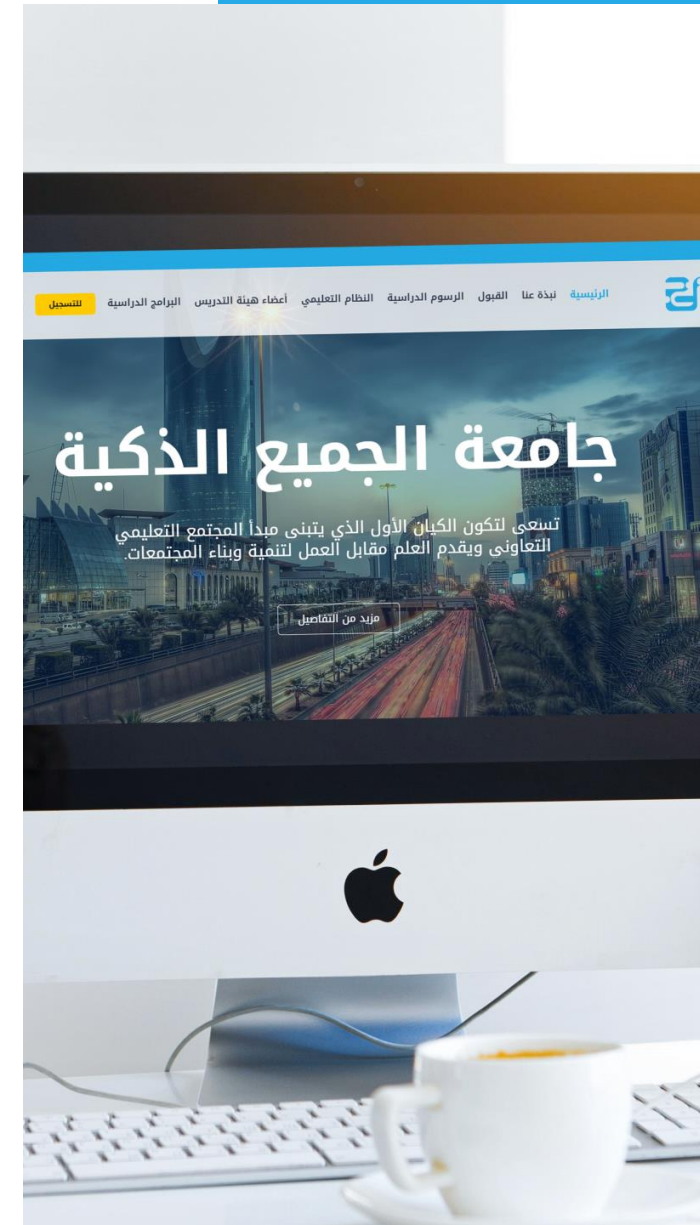
- The initial building of the Web
  - Based on **posting printed media** (books, news,...) online

### Web 2.0

- Web 2.0 refers to:
  - the changes in the ways people utilize the Web, NOT to a new wave of technology
  - the 2nd generation of Internet-based services that emphasize online **collaboration** and sharing among users (**engagements and interactions**)

### Web 3.0

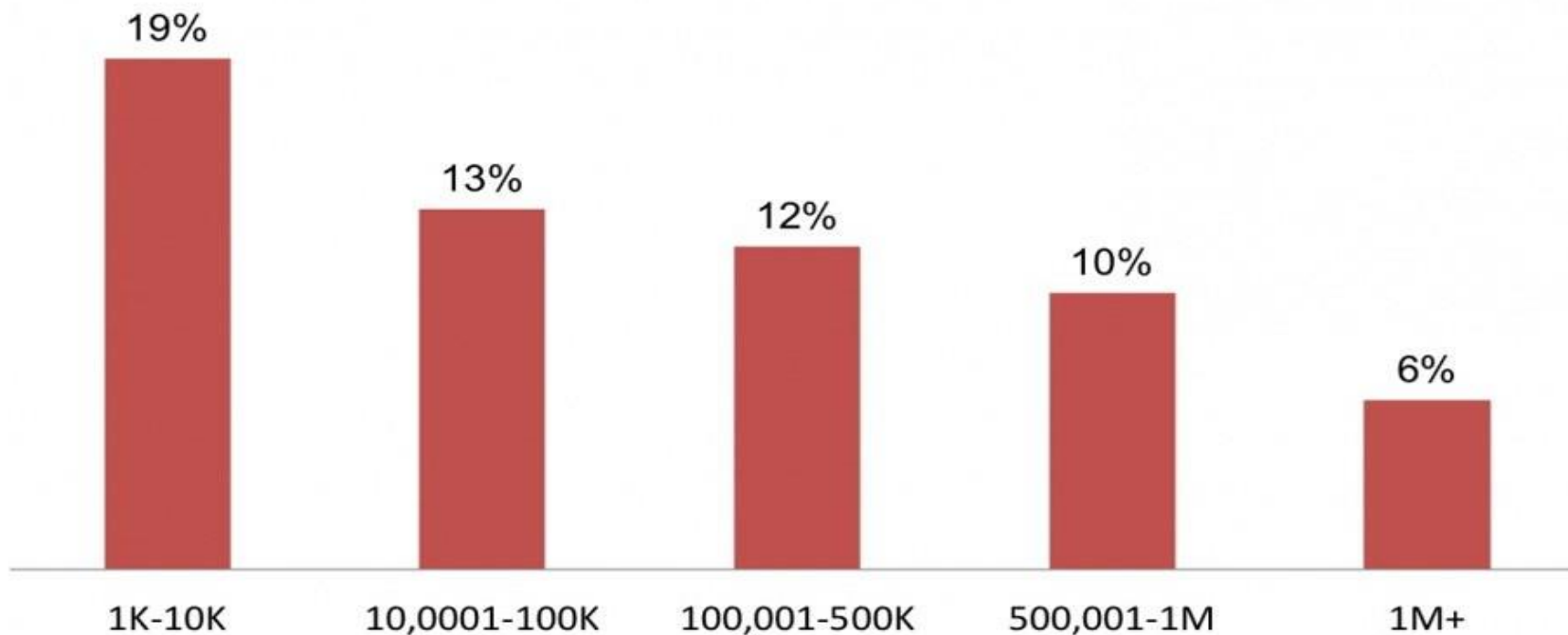
- Refers to the 3rd generation of Internet-based services that collectively comprise what might be called the **Intelligent Web or Semantic Web**
- Addresses the problem of **abundance of data and scarcity of meaning**



1

## HOW FACEBOOK WORKS

Average % of Fans Reached Per Facebook Post



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY



1

# EdgeRank



## جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل للتنمية وبناء المجتمعات.

مزيد من التفاصيل



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

# 1

## EdgeRank

### What is EdgeRank?

- EdgeRank is the Facebook algorithm that decides which stories appear in each user's newsfeed. The algorithm hides boring stories, so if your story doesn't score well, no one will see it.
- *EdgeRank is like a credit rating: it's invisible, it's important, it's unique to each user, and no one other than Facebook knows exactly how it works.*

#### **1. Affinity Score**

Affinity Score means how "connected" a particular user is to the Edge. Explicit actions include clicking, liking, commenting, tagging, sharing, and friending. Each of these interactions has a different weight that reflects the effort required for the action

#### **2. Edge Weight**

Each category of edges has a different default weight. this means that comments are worth more than likes.

#### **3. Time Decay**

As a story gets older, it loses points because it's "old news."



1

# HOW SEARCH ENGINES WORK... UNDERSTANDING THE CONCEPT

## HOW SEARCH ENGINES WORK



1

# HOW SEARCH ENGINES WORK

## Search Results

Google

Web News Maps Images Videos More Search tools

About 3,220,000 results (0.32 seconds)

**Purdue University MBA - purdue.edu**  
[www.krannert.purdue.edu/](http://www.krannert.purdue.edu/)  
 On and Offline Courses. 120% ROI Visit 6 Countries. Learn More Here!

**Study MBA in Egypt - With Edinburgh Business School**  
[www.ebsglobal.net/Egypt](http://www.ebsglobal.net/Egypt) +961 9 224 827  
 Top Business Course. Find Out More  
 Distance Learning · Study an MBA Online · World-Renowned School  
 How much does it cost? · About the Business School · Study your MBA in Egypt

**Get an MBA degree online - internationalstudent.com**  
[www.internationalstudent.com/](http://www.internationalstudent.com/)  
 Online MBA from an American School Accredited American University  
 International Student has 3,539 followers on Google+

**MBA Programs in Egypt | FIND MBA**  
[find-mba.com/schools/africa/egypt](http://find-mba.com/schools/africa/egypt)  
 7 business schools in **Egypt** sorted by popularity. 01. Arab Academy for Science & Technology and Maritime Transport (AASTMT). Miami, Alexandria, **Egypt** 22 ...

**Best 8 MBA Degrees in Egypt 2015/2016**  
[www.mbastudies.com/MBA/Egypt/](http://www.mbastudies.com/MBA/Egypt/)  
**Egypt** is an interesting and exciting location for students seeking an **MBA** program. There is a rapidly evolving society among one of the oldest cultures in the ...

Aug **University of Northampton MBA Plus** Palestinian Territories ...  
 Aug **University of Essex Online MBA** ... Jordan, Jordan Online  
 Aug **University of Essex Online MBA** ... Bahrain, Bahrain Online  
 Cairo - MBA Egypt Online - MBA Egypt Distance learning - Part time

**Master of Business Administration**  
[www.aucegypt.edu](http://www.aucegypt.edu) Graduate Programs American University in Cairo  
 The Master of Business Administration (**MBA**) is an effective means of providing professionals -- with a business or non-business background -- with the ...

**Ads**

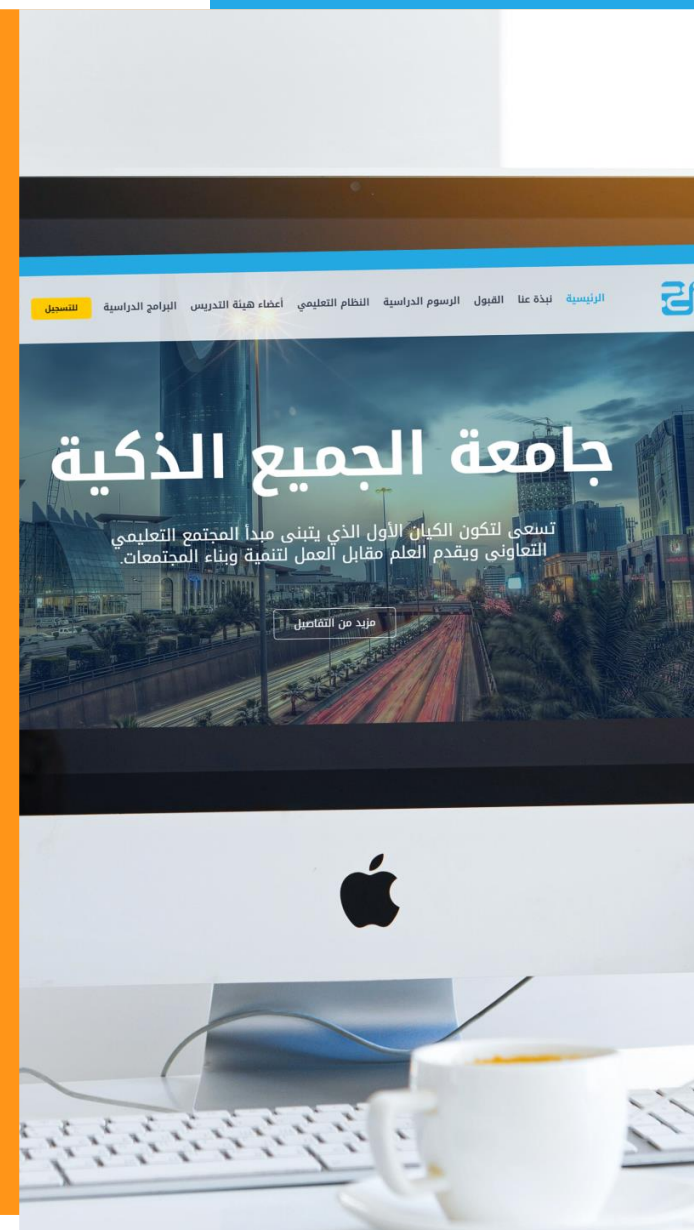
**International MBA Programs**  
[www.executivemba.org/MBAPrograms](http://www.executivemba.org/MBAPrograms)  
 Find The Right **MBA** Program For You.  
 Try Our Free Comparison Tool Today.

**100% MBA Scholarship**  
[www.bsn.eu/internationalmba](http://www.bsn.eu/internationalmba)  
 Major Reproductive Health & Rights  
 International **MBA**, Apply today!

**MBA In Egypt**  
[www.about.com/MBA+In+Egypt](http://www.about.com/MBA+In+Egypt)  
 3.6 ★★★★★ rating for about.com  
**MBA In Egypt**. Search Now!  
 Over 85 Million Visitors.

**Middle East**  
[www.imesclub.org/](http://www.imesclub.org/)  
 Explore our experts analysis of the  
 situation in the Middle East

See your ad here »



1

# HOW SEARCH ENGINES WORK

Google

MBA in Egypt



Web

News

Maps

Images

Videos

More ▾

Search tools

About 3,220,000 results (0.32 seconds)

Purdue University MBA - [purdue.edu](http://purdue.edu)

Ad [www.krannert.purdue.edu/](http://www.krannert.purdue.edu/)

On and Offline Courses. 120% ROI Visit 6 Countries. Learn More Here!

Study MBA in Egypt - With Edinburgh Business School

Ad [www.ebsglobal.net/Egypt](http://www.ebsglobal.net/Egypt) +961 9 224 827

Top Business Course. Find Out More

Distance Learning · Study an MBA Online · World-Renowned School

How much does it cost? - About the Business School - Study your MBA in Egypt

Get an MBA degree online - [internationalstudent.com](http://internationalstudent.com)

Ad [www.internationalstudent.com/](http://www.internationalstudent.com/)

Online MBA from an American School Accredited American University

International Student has 3,539 followers on Google+

MBA Programs in Egypt | FIND MBA

[find-mba.com/schools/africa/egypt](http://find-mba.com/schools/africa/egypt)

7 business schools in Egypt sorted by popularity. 01. Arab Academy for Science & Technology and Maritime Transport (AASTMT). Miami, Alexandria, Egypt 22 ...

Best 8 MBA Degrees in Egypt 2015/2016

[www.mbastudies.com/MBA/Egypt/](http://www.mbastudies.com/MBA/Egypt/)

Egypt is an interesting and exciting location for students seeking an MBA program. There is a rapidly evolving society among one of the oldest cultures in the ...

Aug University of Northampton MBA Plus Palestinian Territories ...

Aug University of Essex Online MBA ... Jordan, Jordan Online

Aug University of Essex Online MBA ... Bahrain, Bahrain Online

Cairo - MBA Egypt Online - MBA Egypt Distance learning - Part time

Master of Business Administration

[www.aucegypt.edu](http://www.aucegypt.edu) > ... > Graduate Programs > American University in Cairo

The Master of Business Administration (MBA) is an effective means of providing professionals -- with a business or non-business background -- with the ...

ⓘ

Ads ⓘ

International MBA Programs

[www.executivemba.org/MBAPrograms](http://www.executivemba.org/MBAPrograms)

Find The Right MBA Program For You.

Try Our Free Comparison Tool Today.

100% MBA Scholarship

[www.bsn.eu/internationalmba](http://www.bsn.eu/internationalmba)

Major Reproductive Health & Rights

International MBA, Apply today!

MBA In Egypt

[www.about.com/MBA+In+Egypt](http://www.about.com/MBA+In+Egypt)

3.6 ★★★★★ rating for about.com

MBA In Egypt. Search Now!

Over 85 Million Visitors.

Middle East

[www.imesclub.org/](http://www.imesclub.org/)

Explore our experts analysis of the situation in the Middle East

[See your ad here »](#)

## Search Results

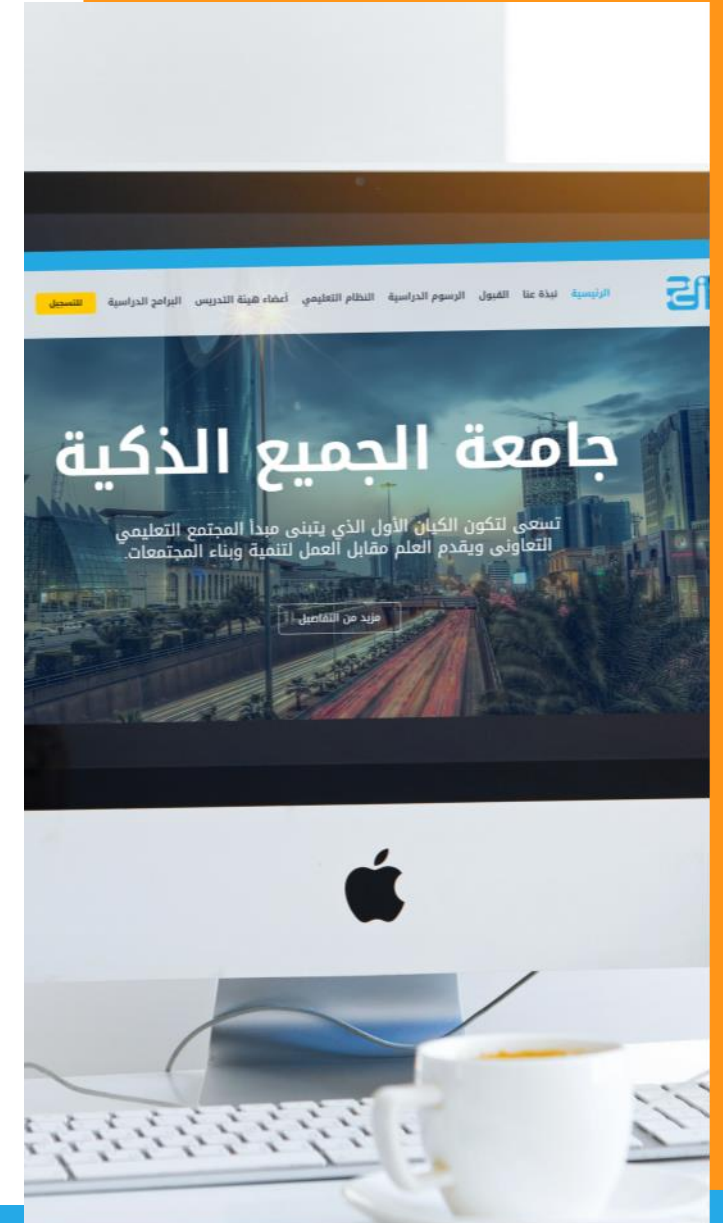
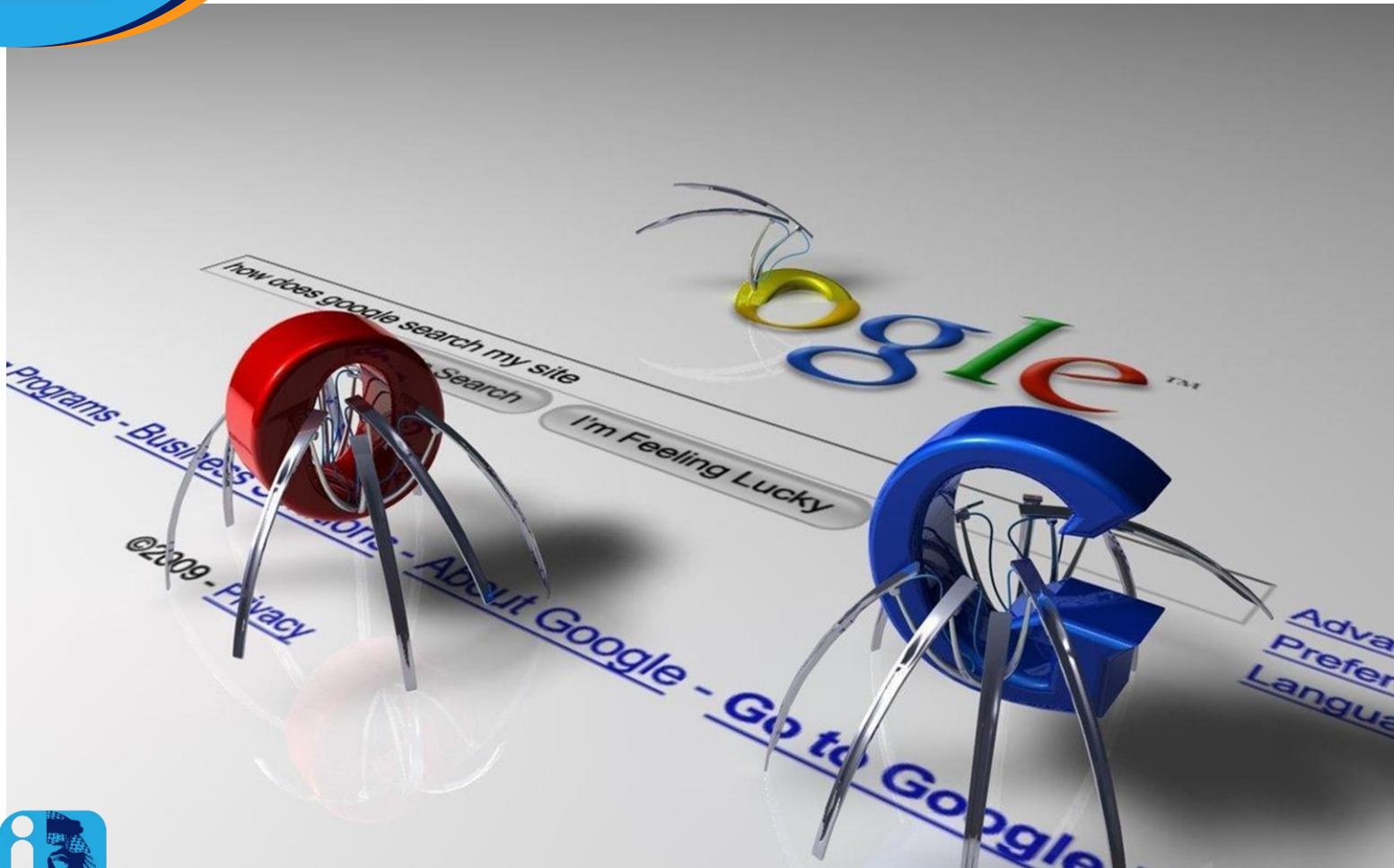


جامعة الجيمع الذكية  
EVERYONE'S SMART UNIVERSITY



1

## CRAWLING AND INDEXING



1

## 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.

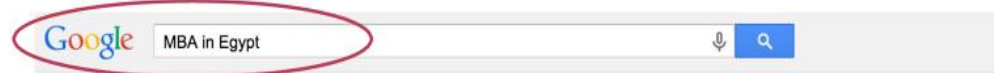


1

# HOW SEARCH ENGINES WORK

## HOW SEARCH ENGINES WORK

Search Query (term)



Paid Search Results  
(Search Ads)

Organic Search Results  
(SEO)

Purdue University MBA - purdue.edu

On and Offline Courses. 120% ROI Visit 6 Countries. Learn More Here!

Study MBA in Egypt - With Edinburgh Business School

Top Business Course. Find Out More  
Distance Learning · Study an MBA Online · World-Renowned School  
How much does it cost? · About the Business School · Study your MBA in Egypt

Get an MBA degree online - internationalstudent.com

Online MBA from an American School Accredited American University  
International Student has 3,539 followers on Google+

MBA Programs in Egypt | FIND MBA

7 business schools in Egypt sorted by popularity. 01. Arab Academy for Science & Technology and Maritime Transport (AASTMT). Miami, Alexandria, Egypt 22 ...

Best 8 MBA Degrees in Egypt 2015/2016

Egypt is an interesting and exciting location for students seeking an MBA program. There is a rapidly evolving society among one of the oldest cultures in the ...  
Aug University of Northampton MBA Plus Palestinian Territories ...  
Aug University of Essex Online MBA ... Jordan, Jordan Online  
Aug University of Essex Online MBA ... Bahrain, Bahrain Online  
Cairo - MBA Egypt Online - MBA Egypt Distance learning - Part time

Master of Business Administration

The Master of Business Administration (MBA) is an effective means of providing professionals -- with a business or non-business background -- with the ...

International MBA Programs

Find The Right MBA Program For You.  
Try Our Free Comparison Tool Today.

100% MBA Scholarship

Major Reproductive Health & Rights  
International MBA, Apply today!

MBA In Egypt

3.6 ★★★★★ rating for about.com  
MBA In Egypt. Search Now!  
Over 85 Million Visitors.

Middle East

Explore our experts analysis of the  
situation in the Middle East

See your ad here ▶



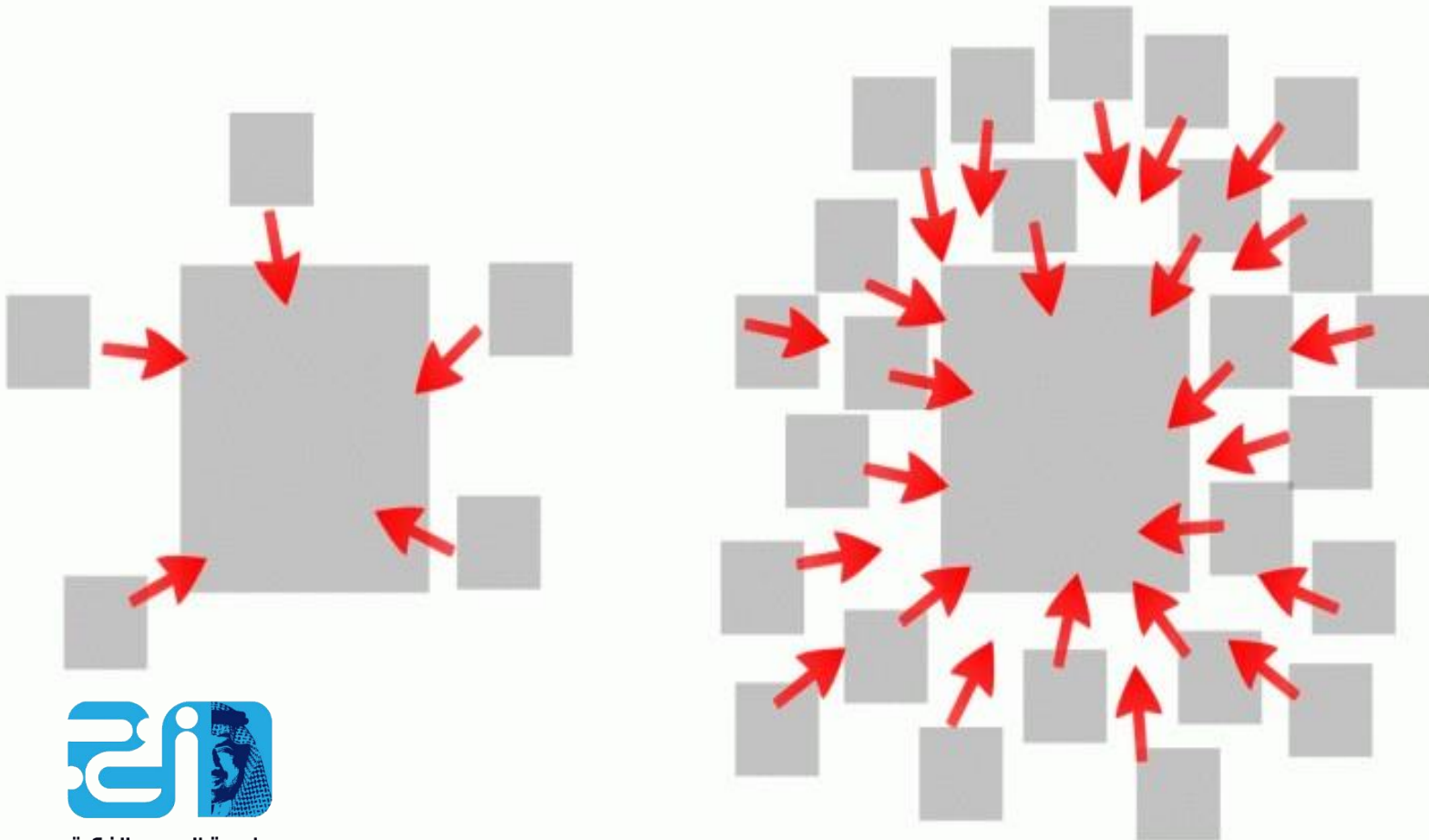
جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY



1

## WEBSITE AUTHORITY AND LINKS

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



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY



1

## WEBSITE AUTHORITY AND LINKS

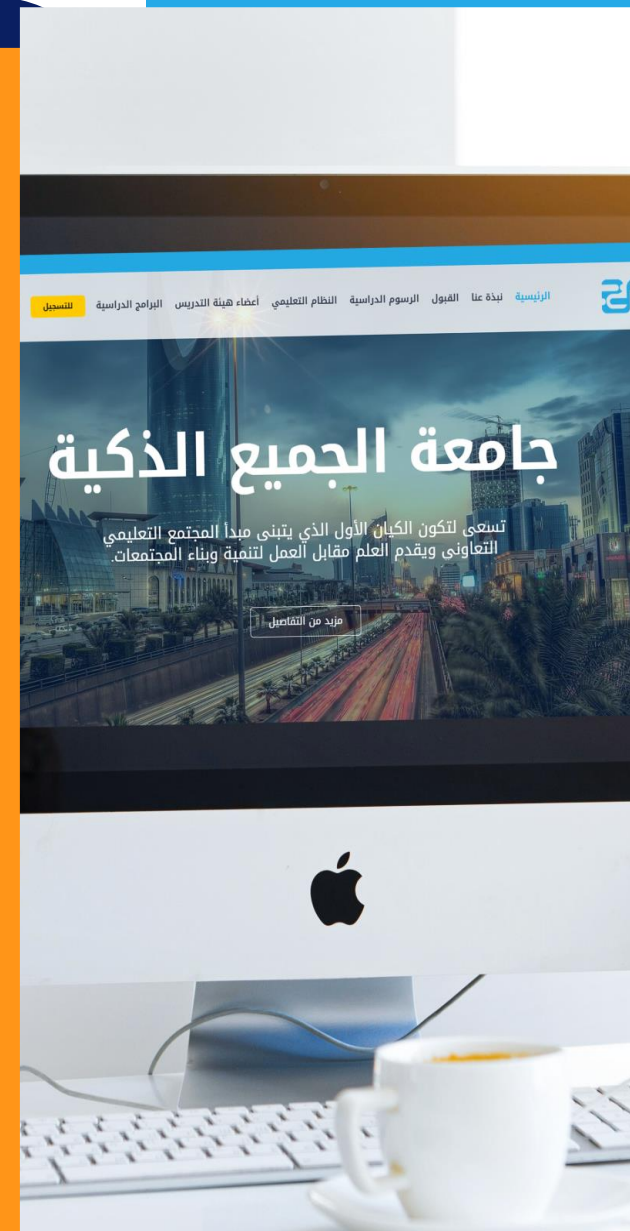
Having your company's website rank high on search engines is essential.

The first five organic results on search engine results pages account for 67.6% of all clicks (source: Zero Limit Web), and the first result gets an average click-through rate of 39.6%.

This means that if your website doesn't appear on the first page, your competition will take all your business.

For anyone doing search engine optimization, it's crucial to note that domain authority is one of the important factors search engines consider when ranking websites.

Website authority, also known as domain authority (DA), is a ranking metric used to predict how well a website will rank on search engines.



# 1

## WEBSITE AUTHORITY AND LINKS

### Why is it important?

#### 1. Helps you understand how Google works

When someone searches the term “*Social media marketing tips for small businesses*,” there are thousands of relevant websites targeting that keyword phrase, and Google has to decide which site to show first.

Because Google wants to ensure the user has a great experience, it will look for topic relevance and websites with a history of producing valuable content. This is where domain authority comes in, and the websites with a higher score prioritized in the ranking.



# 1

## WEBSITE AUTHORITY AND LINKS

### Why is it important?

#### 2. Key to understanding why certain websites rank higher than others

Certain factors come to play when determining a website's DA score, and one of them is a website's backlink profile. Websites with many high-quality backlinks are considered authoritative, and they will rank higher on SERPs (search engine results page) for specific topics.

#### 3. Higher DA sites perform better than low DA sites

Higher DA sites get more traffic than lower DA sites.

Low DA sites hardly get any traffic, making it difficult for them to impress consumers with their products/services.



1

## LEARN HOW TO SELL!

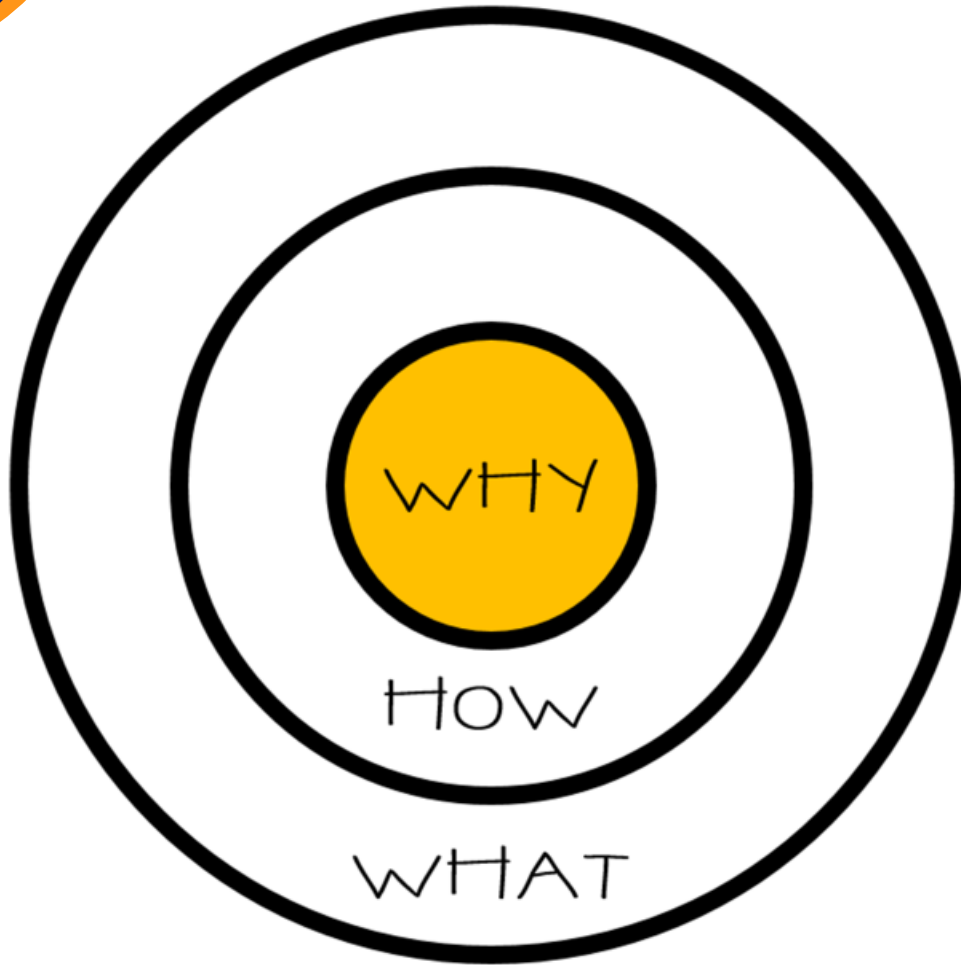


جامعة الذكاء  
EVERYONE'S SMART UNIVERSITY



1

## 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!



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

## To Sum-up

- We have learned about the concept of Web evolution and how it transferred from web 1.0 to web 3.0
- How Facebook works using the EdgeRank Algorithm and how it classified the audiences
- How search engine works such as Google and what is the difference between organic and paid search
- What is Website authority and links
- Finally we learned how to sell using the concept of Features Tell... Benefits Sell!

