

Diploma in Web Development – Part I



Lesson 8

Inbound Marketing & SEO

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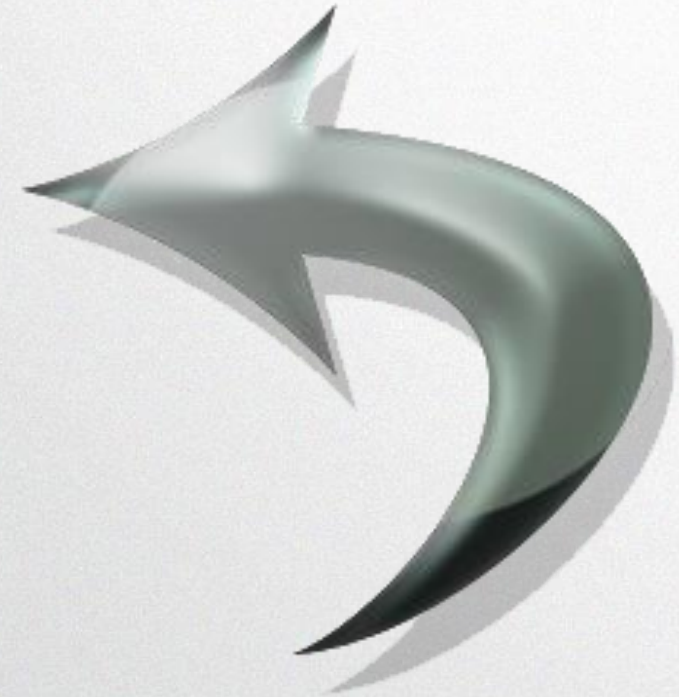


Lesson 7 Recap

Generating Revenue

- Choosing a Revenue Model
- Ad-Supported Websites
- Payment Portals & Security

- Summary
- Q&A



Inbound Marketing & SEO

- Generating an Organic User Flow
- Semantic HTML & SEO
- Data Analysis & Google AdWords

- Summary
- Q&A

AGENDA



Let's Begin!



Organic User Flow



Organic User Flow

is the natural flow of visitors to your website using SEO and other non-financial techniques



Generating an Organic User Flow

Other Options

- Marketing
- Pay for users
- Affiliate Programs
- Ads
 - AdWords (& Similar)



Generating an Organic User Flow

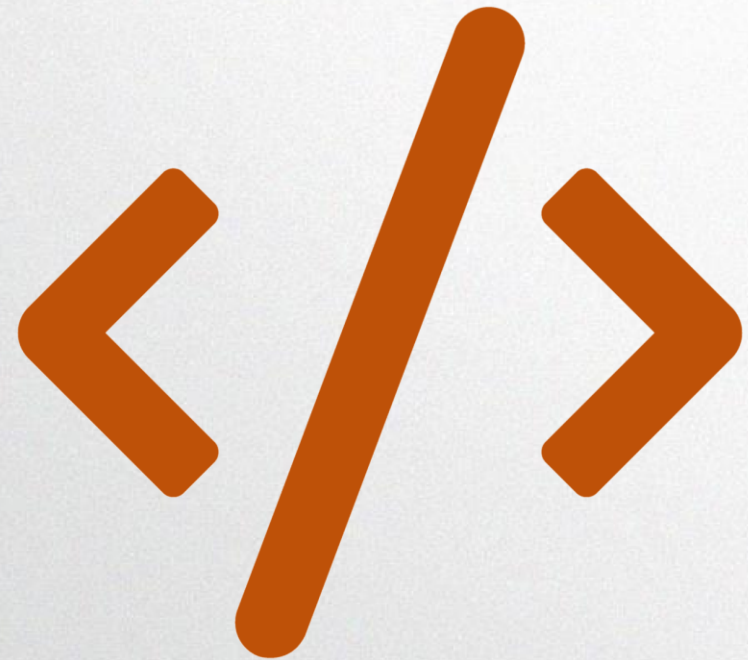
Generating an Organic User Flow

Word of Mouth:

- Blogs
- Social Media

And/Or:

- **SEO**



Search Engine Optimisation



Search Engine Optimisation

is the process of maximizing the number of visitors to a website by ensuring the website appears high on a search engine result list



- Exactly how SEO works is proprietary
- Follow design recommendations supplied by Search Engine providers
- Include **keywords** related to your product/service in your content
- Use **Semantic HTML** to markup content



Search Engine Optimization



Semantic HTML



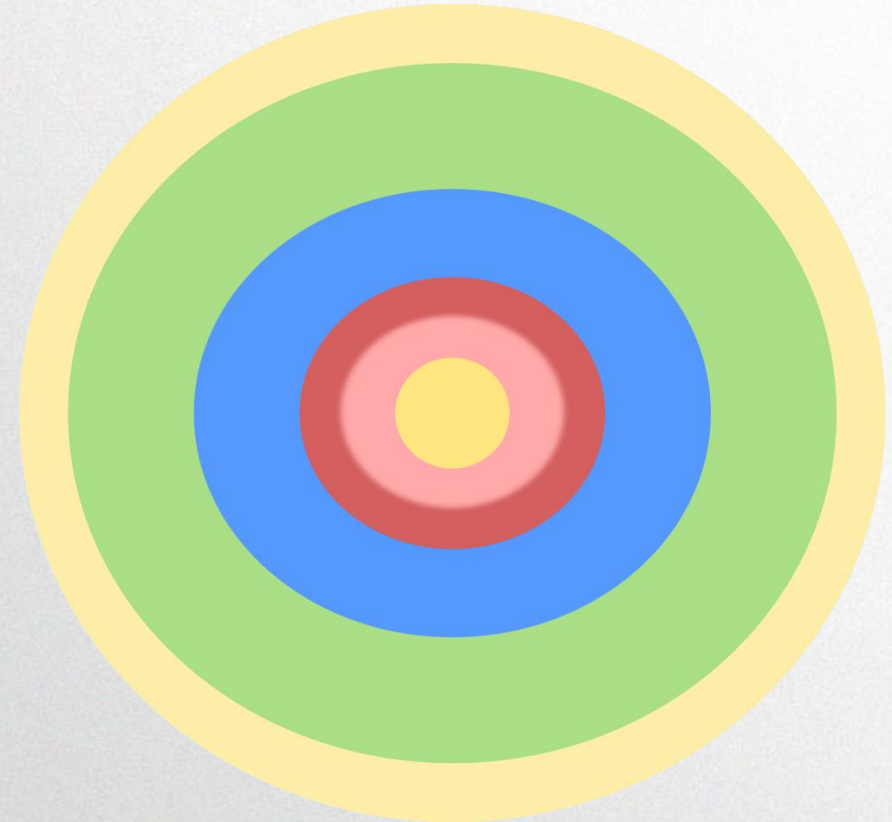
Semantic HTML

is the use of HTML mark-up to reinforce the meaning of the information in webpages and web applications rather than merely to define its presentation or look



Semantic HTML

- **User agents** can understand purpose of content
 - Website Crawlers
 - Browsers
- Used since inception of HTML
 - Title element
 - Emphasis element



Semantic HTML

HTML5:

- new and useful semantic tags
- Used instead of div element
- Clearly define the content they contain

HTML

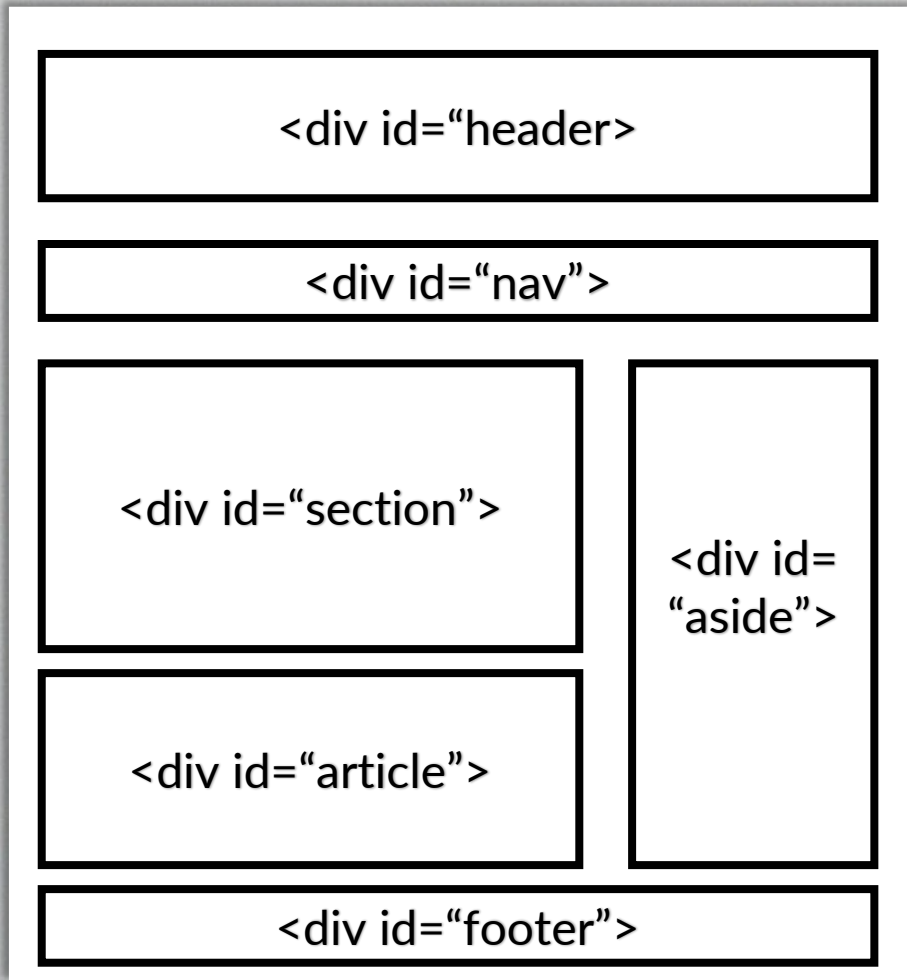


HTML: A Container for Content

Common Semantic HTML5 Tags

nav header aside
details main article
footer summary section

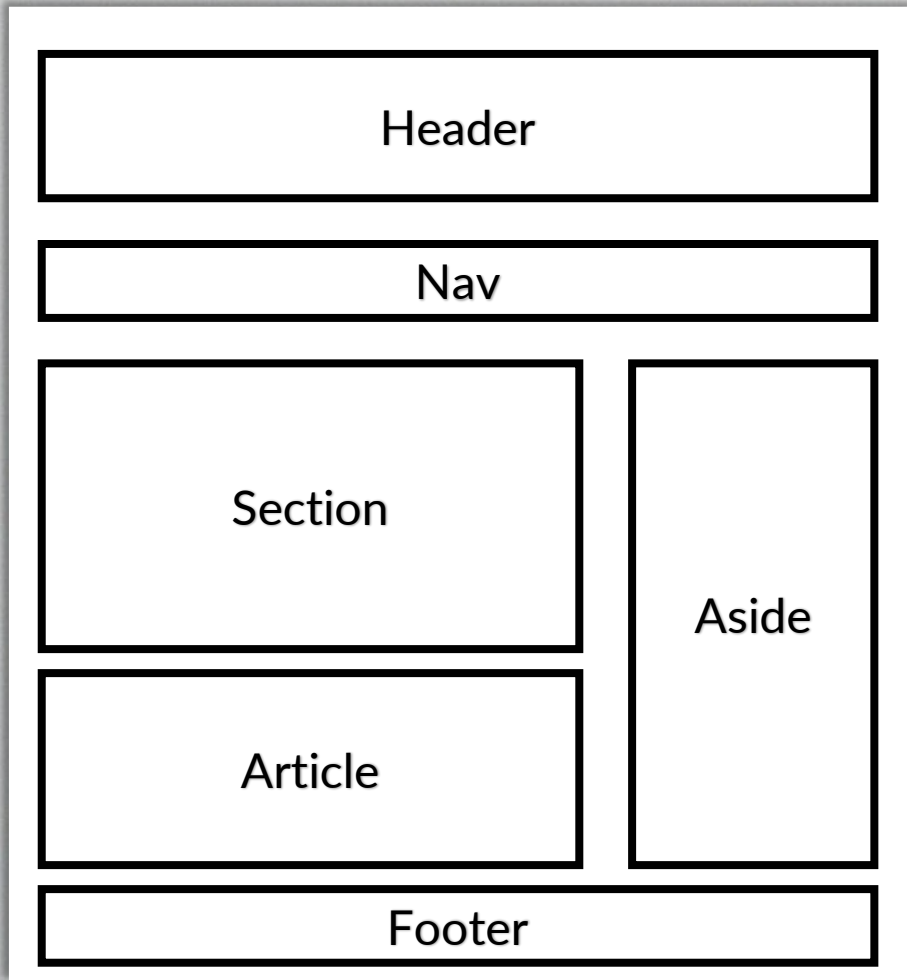




Before Semantic Tags

- People used divs and ids
- Meaningless to user agents





Semantic Tags:

- Only use when giving meaning to content
- Semantics is for giving meaning



Keywords

- Term used to match with search query
- Generally phrases that are 2-5 words
- Include keywords that users would use to search for your website



Google AdWords



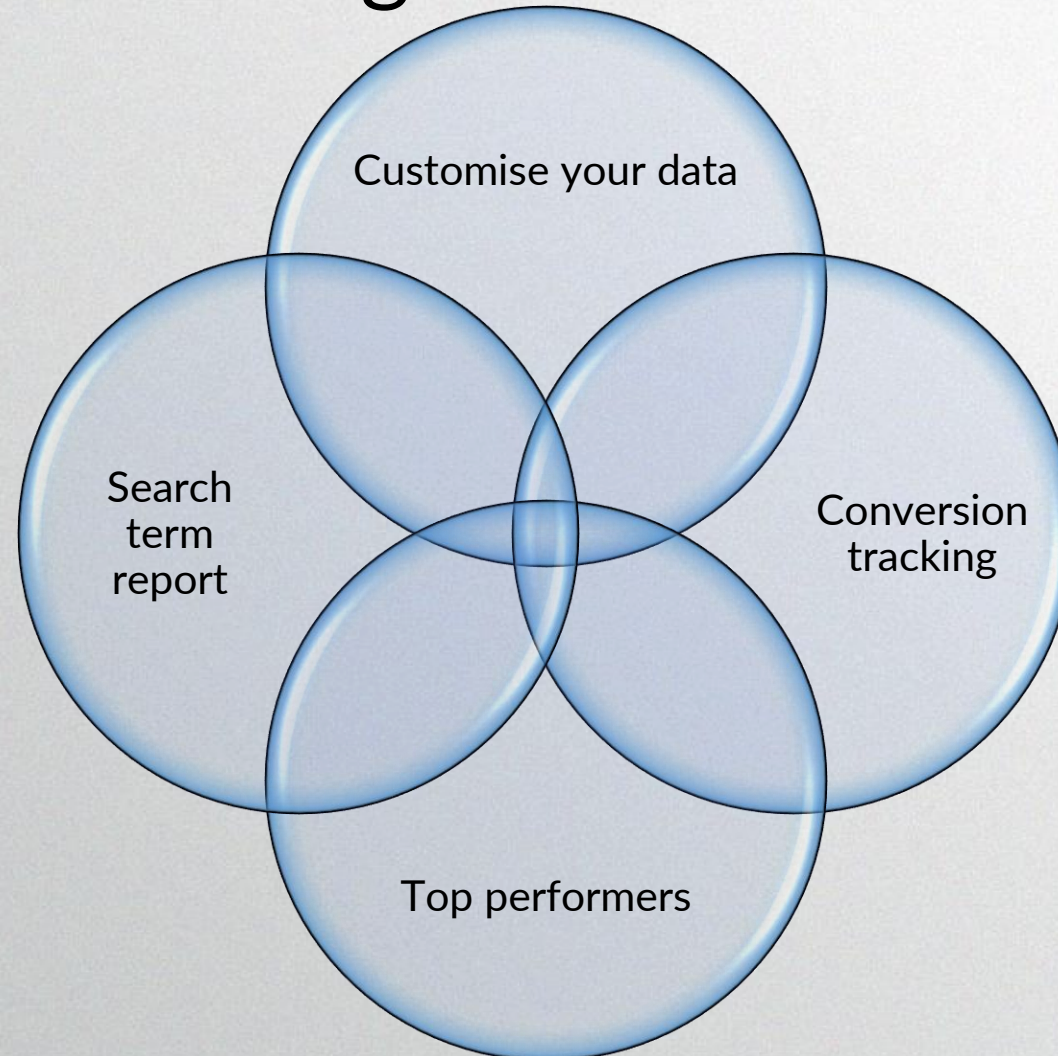
Google AdWords

is an advertising service offered by Google to businesses wanting to display ads on during page search results



Data Analysis & Google AdWords

Google AdWords



Data Analysis



Data Analysis

is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data.



Data Analysis & Google AdWords

Rewards of Data Analysis

- Real-time understanding of your websites performance.
- An honest understanding of the costs and benefits of your marketing
- The ability to optimise campaigns before they begin or while they are ongoing.
- Allows your website and marketing efforts to reach their full potential.
- Allow you to shape your social media posting times, content
- Make informed decisions.



Data Analysis & Google AdWords

Why is Data Analysis Important?

Make changes to:

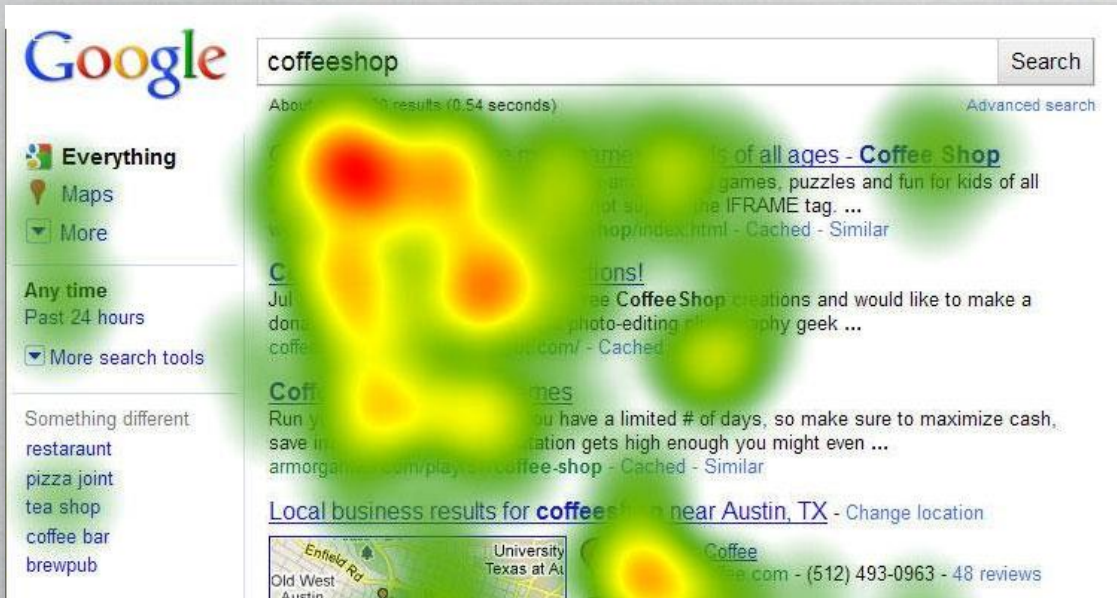
- Your revenue model
- Your website
- Your content

(Based on this information)



Data Analysis & Google AdWords

Google Analytics



➤ Heat Maps

➤ Demographics

➤ Understand your Users



Congratulations!



You have successfully started
your journey as a **Web Developer!**





Thank You