

WELCOME

DAY 22/100

DIGITAL MASTERY CHALLENGE

DATE: July 26, 2020, SUNDAY

TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR




SEO

SEARCH ENGINE OPTIMIZATION



THE PROCESS OF
OPTIMIZING YOUR
WEBSITE AND WEB
PAGES TO GET
“FREE”, “ORGANIC”
TRAFFIC FROM
SEARCH ENGINES
LIKE GOOGLE





**Think of Google
as a filing system
like library**

Library has billions of books which
has 100 trillions of pages!





IMAGINE
You want to find something like
GLOBAL WARMING

Google will extract you
something like this


global warming



And you choose the one you liked based on the headline and description


global warming





**So headline and
description are
important to attract
people**

Technically it is called Title tag and meta description

Google 

Τιτλές Εικόνες Βίντεο Περισσότερα ▾ Έργα

Σελίδα 4 από περίπου 257.000.000 αποτελέσματα (0,33 δευτερόλεπτα)

Title tag appear in search results

Meta Description tag usually is used in search results

Malaysia Airlines MH370: Search for missing plane heads ...
www.abc.net.au/...mh370.../5388650 ▾ Μετάφραση αυτής της σελίδας
Πριν από 3 ημέρες - An unmanned submarine will be sent to try to find wreckage from Malaysia Airlines **MH370** after signals suspected to be from the aeroplane's ...

MH370: Mini-Sub To Be Used As Oil Slick Found - Sky News
news.sky.com/.../mh370-mini-sub-to-be-us... ▾ Μετάφραση αυτής της σελίδας
Πριν από 3 ημέρες - Teams searching for flight **MH370** find an oil slick in the area where "pings" possibly from ... Video: Mini-Submarine To Join **Missing Plane** Hunt.

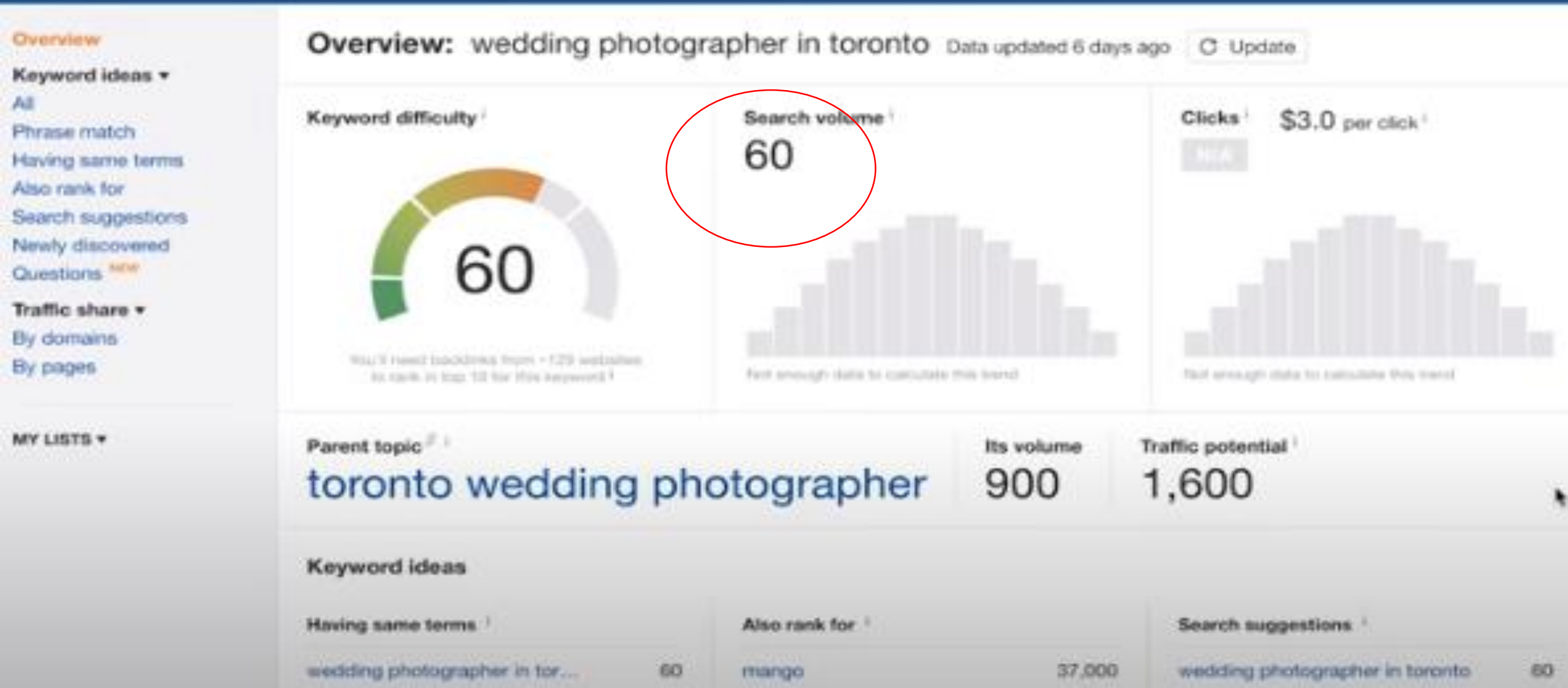
**Google shows
relevant
results first
with its
sophisticated
algorithm**



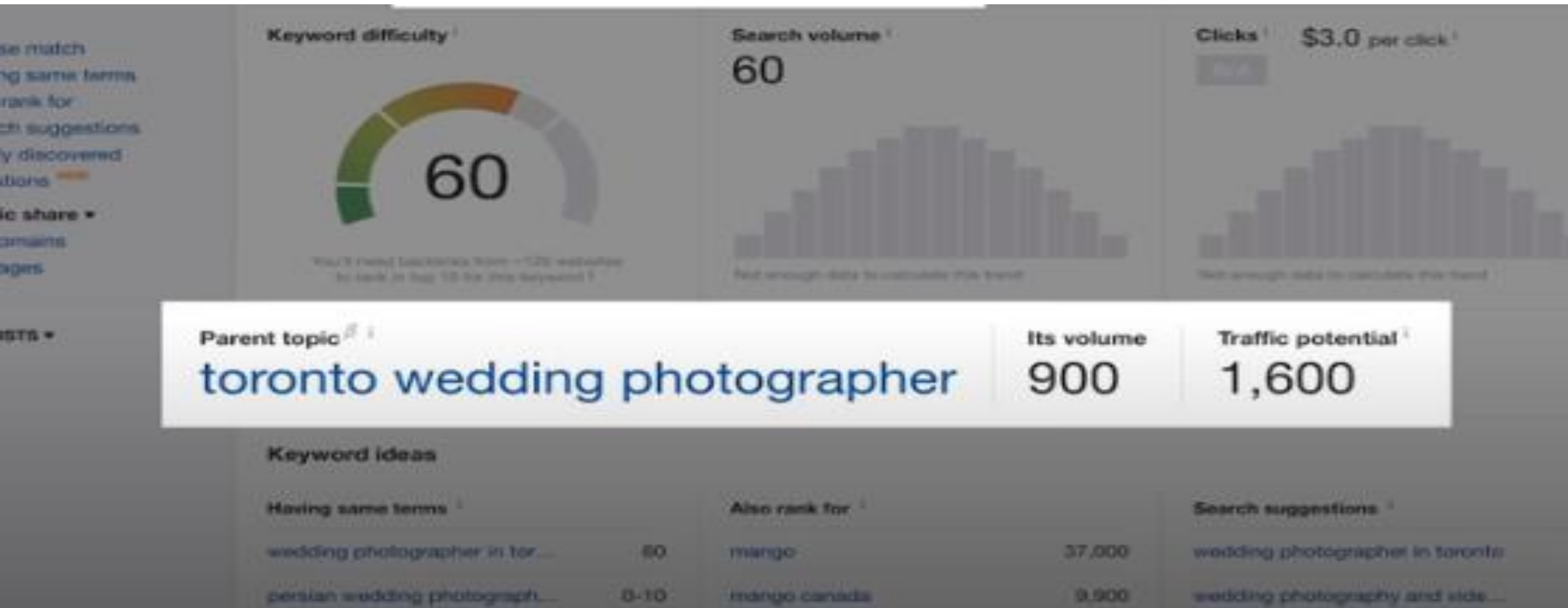
**FOR EXAMPLE, YOU SEARCH FOR
“WEDDING PHOTOGRAPHER IN TORONTO”**



But see that it is having less Search Volume: 60



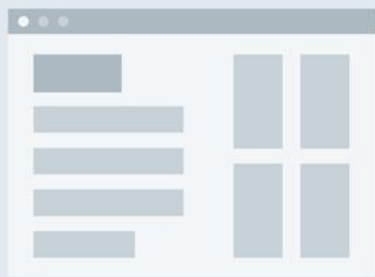
Below you can see the Parent topic “toronto wedding photographer” with SEARCH VOLUME- 900



That means people search the word
“toronto wedding photographer” more than
“Wedding photographer in Toronto”



Now it's time to optimize your page





**Use proper title tag and meta
description**

A row of eight light-colored wooden blocks, each with a black letter, spelling out the word "OPTIMIZE". The blocks are arranged in a slightly staggered line on a light-colored wooden surface. The letters are O, P, T, I, M, I, Z, and E.

OPTIMIZE

**YOUR TITLE TAGS AND META
DESCRIPTION**

Best Wedding Photographers in Toronto | ElegantWedding.ca

<https://www.elegantwedding.ca/torontos-best-wedding-photographers/> ▶

To help you browse through Toronto's best of the best in the industry, Elegant Wedding has a list spotlighting some of Toronto's best wedding photographers!

Purple Tree Wedding Photographers Toronto

www.purpletree.ca/ ▶

Purple Tree specializes in Creative Wedding Photography. Your first choice wedding photography boutique located in GTA, Downtown Toronto.

You visited this page on 07/06/18.

Wedding Photographers in Toronto, ON - The Knot

<https://www.theknot.com/marketplace/wedding-photographers-toronto-on> ▶

Find, research and contact wedding photographers in Toronto on The Knot, featuring reviews and info on the best wedding vendors.

Wedding Photography - Wedding Photographers Toronto

<https://mangostudios.com/> ▶

Wedding Photographers in Toronto at Mango Studio, voted as BEST wedding photography serving Miami & Worldwide.

Ten-2-Ten Photography: Toronto Wedding Photographer

www.ten2tenphotography.com/ ▶

Toronto wedding photographer specializing in creative, storytelling wedding photography. One of the top wedding photographers in Toronto.

Wedding Photography Toronto - Wedding Wire

<https://www.weddingwire.ca> ▶ ... ▶ [Wedding Photography Ontario](#) ▶

Wedding photography in Toronto. Check prices and availability, request quotes and get the best deals on professional wedding photographers. Browse a wide ...

Main heading is called title tag

Description is called meta description

Best Wedding Photographers in Toronto | ElegantWedding.ca

<https://www.elegantwedding.ca/torontos-best-wedding-photographers/> *

To help you browse through Toronto's best of the best in the industry, Elegant Wedding has a list spotlighting some of Toronto's best wedding photographers!

Purple Tree Wedding Photographers Toronto

www.purpletree.net/ *

Purple Tree Wedding Photography. Your first choice wedding photography boutique location in Toronto.

You visited 0

TITLE TAG

META DESCRIPTION

Wedding Photographers in Toronto, ON - The Knot

<https://www.theknot.com/marketplace/wedding-photographers-toronto-on> *

Find, research and contact wedding photographers in Toronto on The Knot, featuring reviews and info on the best wedding vendors.

Wedding Photography - Wedding Photographers Toronto

<https://mangostudios.com/> *

Wedding Photographers in Toronto at Mango Studio, voted as BEST wedding photography serving Miami & Worldwide.

Ten-2-Ten Photography: Toronto Wedding Photographer

www.ten2tenphotography.com/ *

Toronto wedding photographer specializing in creative, storytelling wedding photography. One of the top wedding photographers in Toronto.

Wedding Photography Toronto - Wedding Wire

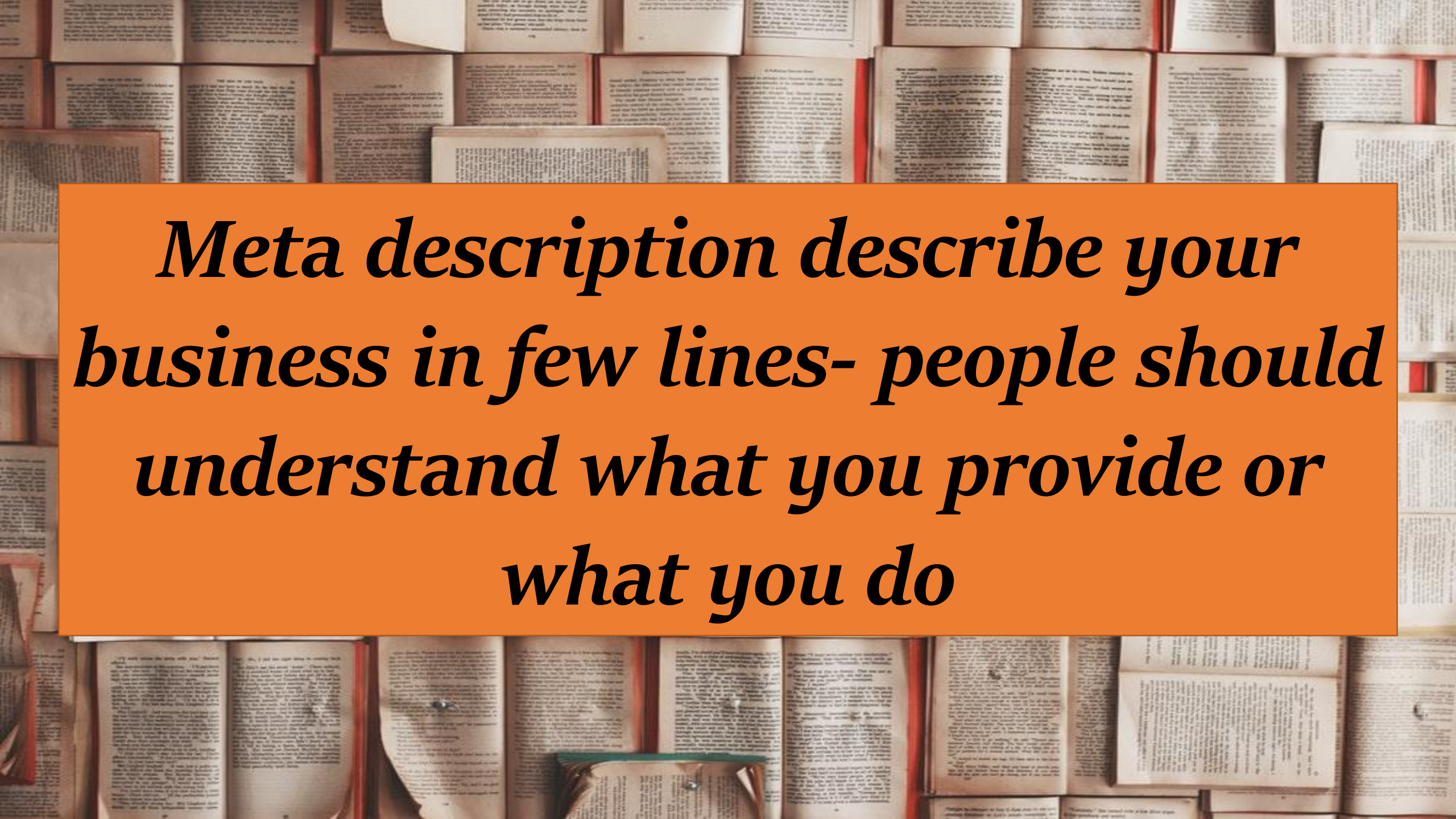
<https://www.weddingwire.ca> * ... * Wedding Photography Ontario *

Wedding photography in Toronto. Check prices and availability, request quotes and get the best deals on professional wedding photographers. Browse a wide ...

FOCUS Wedding Photographers And Videographers Toronto

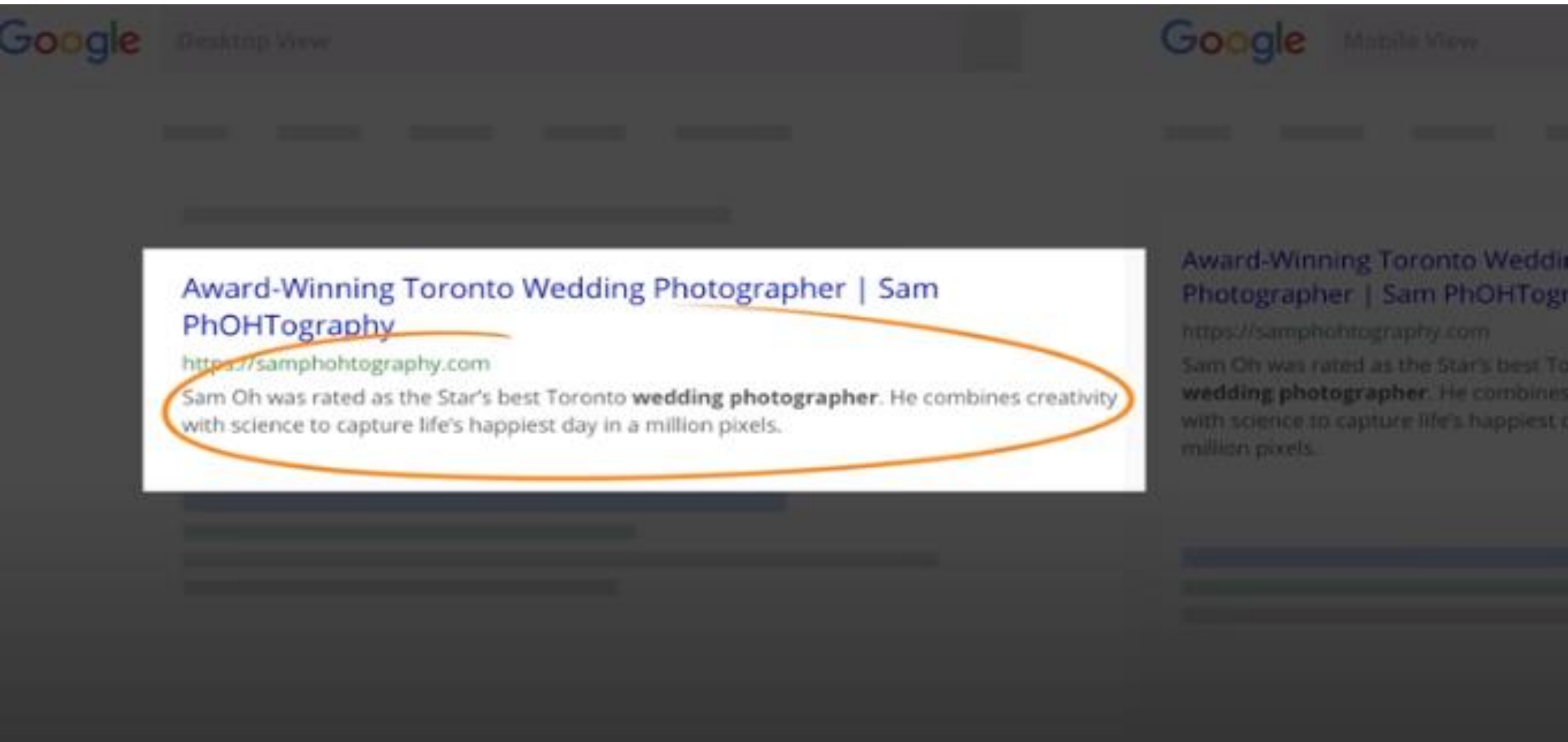


**Title tag must be very
crisp and clear**

The background of the image is a dense, close-up view of many open books. The pages are filled with text, and the spines of the books are visible, creating a textured, layered appearance. The lighting is warm, highlighting the yellowish tones of the paper.

Meta description describe your business in few lines- people should understand what you provide or what you do

YOU CAN DO IN THIS WAY



Award-Winning Toronto Wedding Photographer | Sam PhOHTography

<https://samphohtography.com>

Sam Oh was rated as the Star's best Toronto **wedding photographer**. He combines creativity with science to capture life's happiest day in a million pixels.

Award-Winning Toronto Wedding Photographer | Sam PhOHTography

<https://samphohtography.com>

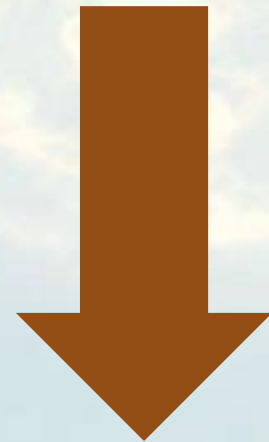
Sam Oh was rated as the Star's best Toronto **wedding photographer**. He combines creativity with science to capture life's happiest day in a million pixels.



Now, your website should
include your primary
keywords/tag



**To Get Ranked
First You Should
Never Try To Do
This Way!**



NEVER DO THIS!

I'm a

Toronto wedding photographer that does
Toronto wedding photography for your
Toronto wedding

SEO FEATURES





**HOW IT
WORKS**

About 1,02,00,00,000 results (0.65 seconds)

[www.apple.com](#) > [iphone](#) > [buy](#) ▾

[iPhone - Buying iPhone - Apple](#)

Shop **online** and get free, no-contact delivery, Specialist help, and more. Why buy **iPhone** anywhere else? When it comes to **purchasing** a new **iPhone**, there's no ...

[Buying iPhone - Apple \(UK\)](#) · [Buying iPhone - Apple](#) · [iPhone - Ways to Buy - Apple](#)

[www.apple.com](#) > [iphone](#) ▾

[iPhone - Apple \(IN\)](#)

Explore **iPhone**, the world's most powerful personal device. Check out **iPhone 11 Pro**, **iPhone 11 Pro Max**, **iPhone 11**, **iPhone SE** and **iPhone XR**. ... Choose another country or region to see content specific to your location and shop **online**. ... [Apple](#) · [Mac](#) · [iPad](#) · [iPhone](#) · [Watch](#) · [TV](#) · [Music](#) · [Support](#) · [Where to Buy](#). [Cancel](#) ...

[iPhone SE](#) · [iPhone XR](#) · [iPhone 11](#) · [Only iPhone](#)

[www.flipkart.com](#) > [mobiles](#) > [apple~brand](#) ▾

[iPhone - Buy Apple iPhones online at Best Prices in INDIA on ...](#)

Log on to your favourite **online** shopping website and **buy the iPhone SE online** and get it delivered to your doorstep. Whether you're **buying** a new phone or ...

[www.amazon.in](#) > [Apple-iPhones](#) ▾

[iPhone - Buy Latest Apple iPhone Models Online at Best ...](#)



purchase iphone online



All

Shopping

Videos

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Maps

More

Settings

Tools

About 1,02,00,00,000 results (0.65 seconds)

www.apple.com › iphone › buy

iPhone - Buying iPhone - Apple

Shop online and get free, no-contact delivery, Specialist help, and more. Why buy iPhone anywhere else? When it comes to purchasing a new iPhone, there's no ...

[Buying iPhone - Apple \(UK\)](#) · [Buying iPhone - Apple](#) · [iPhone - Ways to Buy - Apple](#)

www.apple.com › iphone

iPhone - Apple (IN)

Explore iPhone, the world's most powerful personal device. Check out iPhone 11 Pro, iPhone 11 Pro Max, iPhone 11, iPhone SE and iPhone XR. ... Choose another country or region to see content specific to your location and shop online. ... [Apple](#) · [Mac](#) · [iPad](#) · [iPhone](#) · [Watch](#) · [TV](#) · [Music](#) · [Support](#) · [Where to Buy](#) · [Cancel ...](#)

[iPhone SE](#) · [iPhone XR](#) · [iPhone 11](#) · [Only iPhone](#)

www.flipkart.com › mobiles › apple~brand

iPhone - Buy Apple iPhones online at Best Prices in INDIA on ...

Log on to your favourite online shopping website and buy the iPhone SE online and get it delivered to your doorstep. Whether you're buying a new phone or ...

www.amazon.in › Apple-iPhones

iPhone - Buy Latest Apple iPhone Models Online at Best ...

META-
TITLE

About 1,02,00,00,000 results (0.65 seconds)

www.apple.com › iphone › buy

iPhone - Buying iPhone - Apple

Shop online and get free, no-contact delivery, Specialist help, and more. Why buy iPhone anywhere else? When it comes to purchasing a new iPhone, there's no ...

Buying iPhone - Apple (UK) · Buying iPhone - Apple · iPhone - Ways to Buy - Apple

www.apple.com › iphone

iPhone - Apple (IN)

Explore iPhone, the world's most powerful personal device. Check out iPhone 11 Pro, iPhone 11 Pro Max, iPhone 11, iPhone SE and iPhone XR. ... Choose another country or region to see content specific to your location and shop online. ... Apple · Mac · iPad · iPhone · Watch · TV · Music · Support · Where to Buy. Cancel ...

iPhone SE · iPhone XR · iPhone 11 · Only iPhone

www.flipkart.com › mobiles › apple~brand

iPhone - Buy Apple iPhones online at Best Prices in INDIA on ...

Log on to your favourite online shopping website and buy the iPhone SE online and get it delivered to your doorstep. Whether you're buying a new phone or ...

www.amazon.in › Apple-iPhones

iPhone - Buy Latest Apple iPhone Models Online at Best ...

META-DESCRIPTION

About 1,02,00,00,000 results (0.65 seconds)

www.apple.com › iphone › buy

iPhone - Buying iPhone - Apple

Shop online and get free, no-contact delivery, Specialist help, and more. Why buy iPhone anywhere else? When it comes to purchasing a new iPhone, there's no ...

Buying iPhone - Apple (UK) · Buying iPhone - Apple · iPhone - Ways to Buy - Apple

www.apple.com › iphone

iPhone - Apple (IN)

Explore iPhone, the world's most powerful personal device. Check out iPhone 11 Pro, iPhone 11 Pro Max, iPhone 11, iPhone SE and iPhone XR. ... Choose another country or region to see content specific to your location and shop online. ... Apple · Mac · iPad · iPhone · Watch · TV · Music · Support · Where to Buy · Cancel ...

iPhone SE · iPhone XR · iPhone 11 · Only iPhone

www.flipkart.com › mobiles › apple~brand

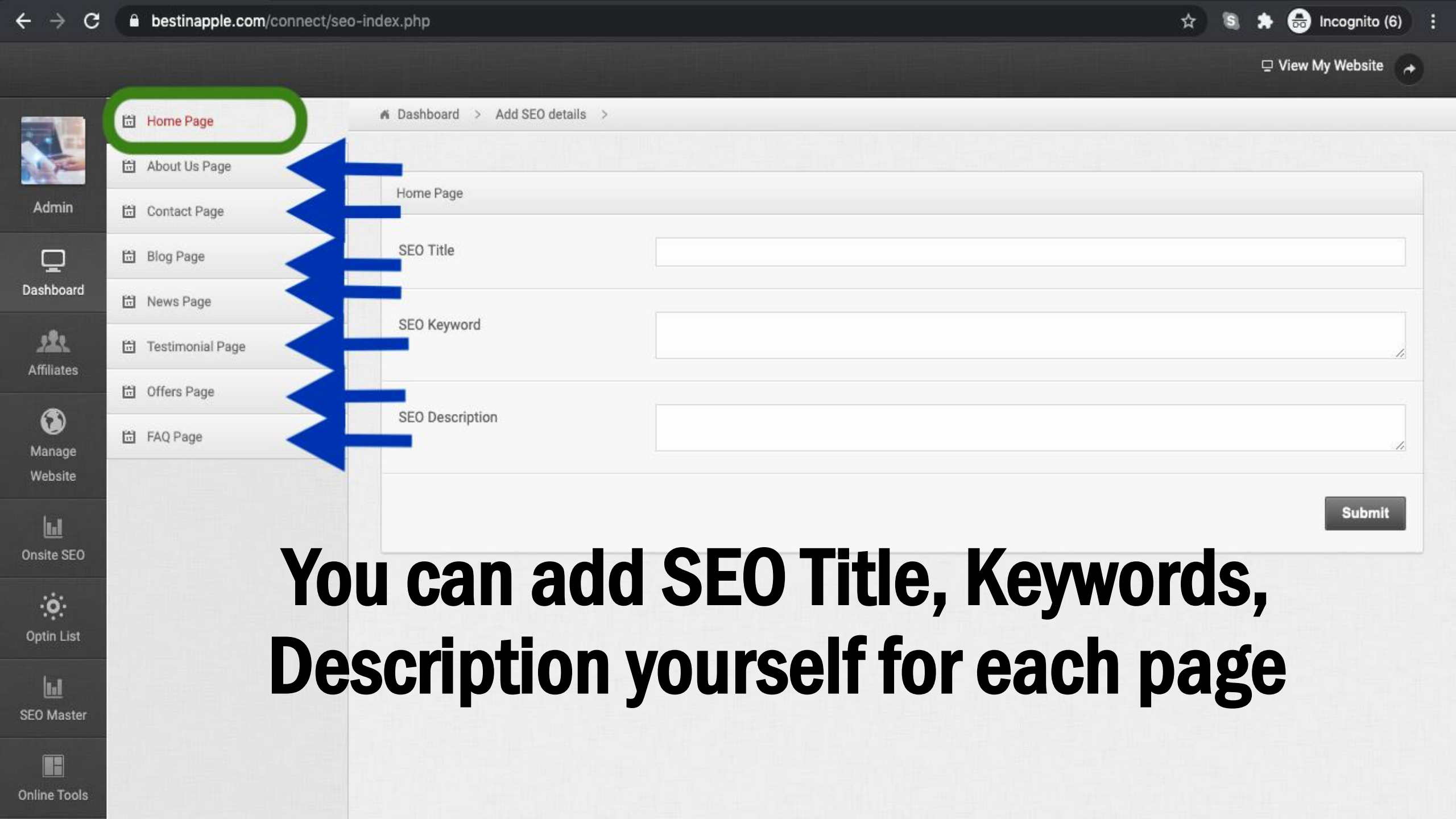
iPhone - Buy Apple iPhones online at Best Prices in INDIA on ...

Log on to your favourite online shopping website and buy the iPhone SE online and get it delivered to your doorstep. Whether you're buying a new phone or ...

www.amazon.in › Apple-iPhones

iPhone - Buy Latest Apple iPhone Models Online at Best ...

META-KEYWORDS



Home Page

About Us Page

Contact Page

Blog Page

News Page

Testimonial Page

Offers Page

FAQ Page

Dashboard > Add SEO details >

Home Page

SEO Title

SEO Keyword

SEO Description

Submit

You can add SEO Title, Keywords, Description yourself for each page

You can add SEO for Category, Sub category, Sub-in category etc.

The image shows a web browser window displaying an admin dashboard. The browser's address bar shows the URL `bestinapple.com/connect/add-category.php`. The dashboard has a sidebar with navigation items: Admin, Dashboard, Affiliates, Manage Website, and Onsite SEO. The 'Category' menu item is highlighted with a green border and has a red badge with the number '3'. Below it are 'Subcategory' (2), 'Subin category' (2), 'Affiliate Product' (2), 'Affiliate Brand' (2), 'Merchants' (2), and 'My Commissions' (2), all highlighted with purple borders. The main content area is titled 'Add Affiliate Category' and contains a form titled 'Add New Category'. The form has four input fields, each highlighted with a blue border: 'Category Title *', 'Meta Title', 'Meta Keyword', and 'Meta Description'. A 'Submit' button is located at the bottom right of the form.

Welcome to Admin Dashboard

bestinapple.com/connect/add-category.php

Incognito (6)

View My Website

Dashboard > Add Affiliate Category >

Add New Category

Category Title *

Meta Title

Meta Keyword

Meta Description

Submit

- Affiliate Product
- Manage Product
- Add Product
- Affiliate Brand
- Manage Affiliate Brands
- Add Affiliate Brand
- Merchants
- Manage Merchant
- Add Merchant
- My Commissions
- Add Commission
- Commission Report

Choose Brand:

Price Starting From *

Product Image * No file chosen

Product Overview

B I U [List Icons] Font Size... Font Family. Font Format [List Icons]

Product Detailed Description

B I U [List Icons] Font Size... Font Family. Font Format [List Icons]

SEO / Meta Title

SEO / Meta Description

SEO / Meta Keyword

Products-based SEO



**DIFFERENCE IN SEO SETUP
FOR EACH PAGE:**

HOME PAGE



ABOUT US




CONTACT PAGE




F

A

Q



Frequently
asked
Questions

A top-down view of a desk with various items: a white keyboard on the left, a pair of gold-rimmed glasses at the top, two gold pens in the bottom left, and a lined notebook on the bottom right. The word "BLOGS" is centered in a large, bold, black serif font.

BLOGS

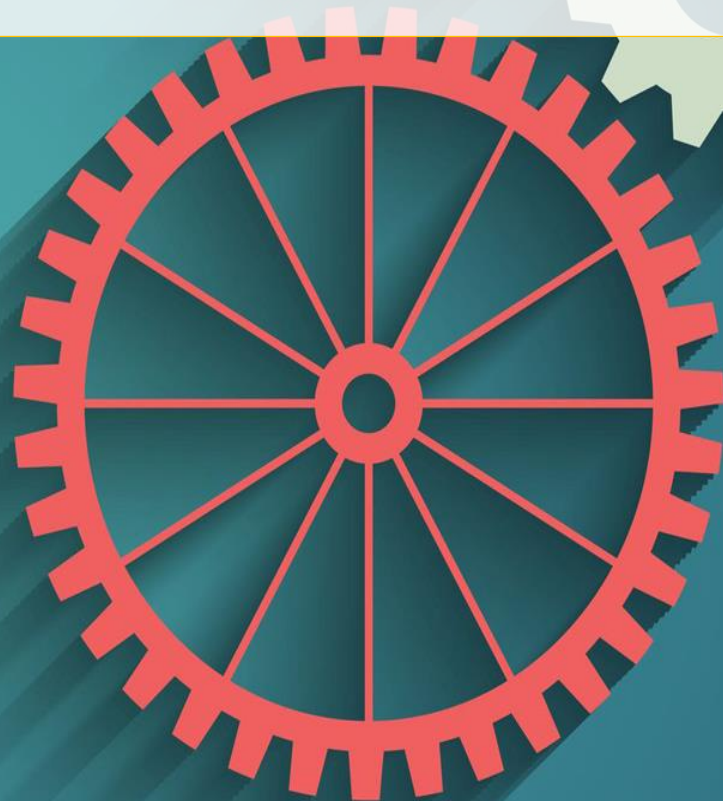


News


Olympia

SEARCH ENGINES & SEARCH ENGINE OPTIMIZATION (SEO)

SEE



Google

Google Search

I'm Feeling Lucky

Google offered in: العربية



online shopping



All

Images

News

Videos

Maps

More

Settings

Tools

About 25,270,000,000 results (0.46 seconds)

Ad · www.aliexpress.com/ ▾

AliExpress.com - Easy Online Shopping

Promotions on clothing, electronics, sports and more. Check out all the deals! Subscribe For Updates. Download Our Mobile App. Worldwide Delivery. 24/7 Help Center. Safe Payments.

Types: Clothing, Phones, Computer, Consumer Electronics, Jewelry, Furniture, Bags, Toys.

Women's Clothing

Shop Women's Dresses, Suits & More.

Many Material Options Available!

Men's Apparel

Browse Through Our Range Of

Products. View Pricing.

Ad · www.hayakm.com/ ▾ 4036 2333

Hayakm.com - 1st Online Shopping Website

100%Authentic Products.Best Prices in Qatar.Secure Payment Methods. Fast Delivery in Qatar

Ad · www.ubuy.qa/ ▾

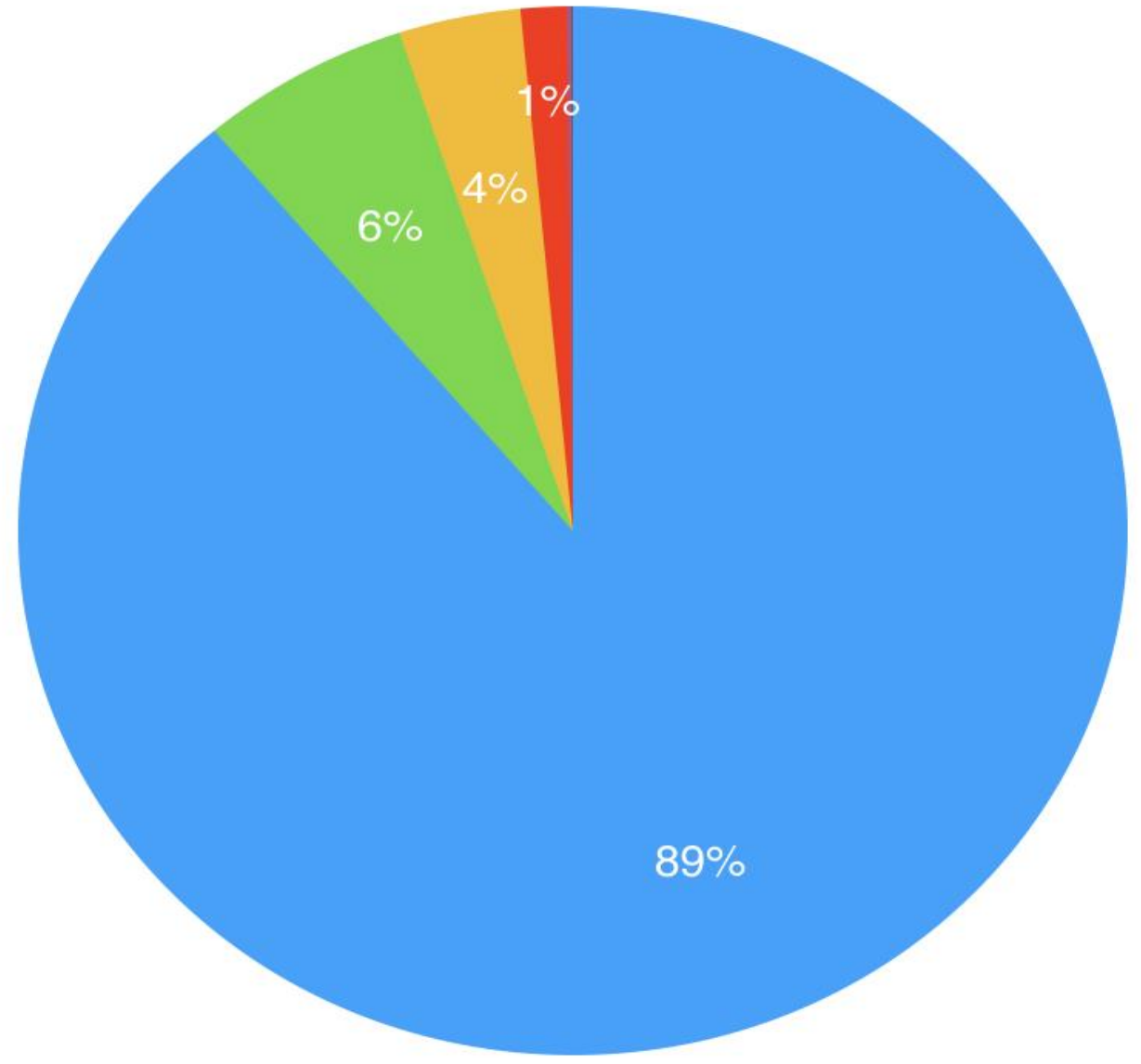
Online Shopping Qatar Doha - Electronics, laptops in Qatar

Shop Electronics, Mobiles, Computers, & Accessories.All Leading International Brands. All Leading International Brands. Various Payment Gateways. Daily New Inventory. Price matching.

24/7 Customer service. Types: Computer & Accessories, Kitchen & Dining.

Baby And Toddler · Home And Furniture · Office Products · Fashion And Jewellery

● Google ● Bing ● Yahoo ● DuckDuckGo ● Ecosia ● MSN



Source:

<https://www.searchengineoptimizationexpert.com/>



search engine calculating relevance



All Images News Videos Maps More Settings Tools

About 30,800,000 results (0.72 seconds)

Otherwise, the **relevance** of the **search** results is **calculated** by comparing the proportion of results containing the term with the relative term frequency for a term. This process is repeated for all terms in the set of related terms to produce a total variety and **relevance** for the results. Jul 22, 2009

www.seobythesea.com › Search Queries ▾

[How a Search Engine Might Determine Search Engine ...](#)

About Featured Snippets Feedback

People also ask

- How do search engines determine relevance and popularity? ▾
- How does Google measure relevance? ▾
- What is the #1 search engine used today? ▾
- What is a search score? ▾

Feedback

RESULT



**HOW TO GET A
GOOD RANK IN
SEARCH
ENGINES??**

TYPES OF



**ON-PAGE
SEO**

**OFF-PAGE
SEO**

ON-PAGE SEO

PAGE TITLE

KEYWORDS

CONTENT

TITLE-TAGS

META-TAGS

OFF-PAGE

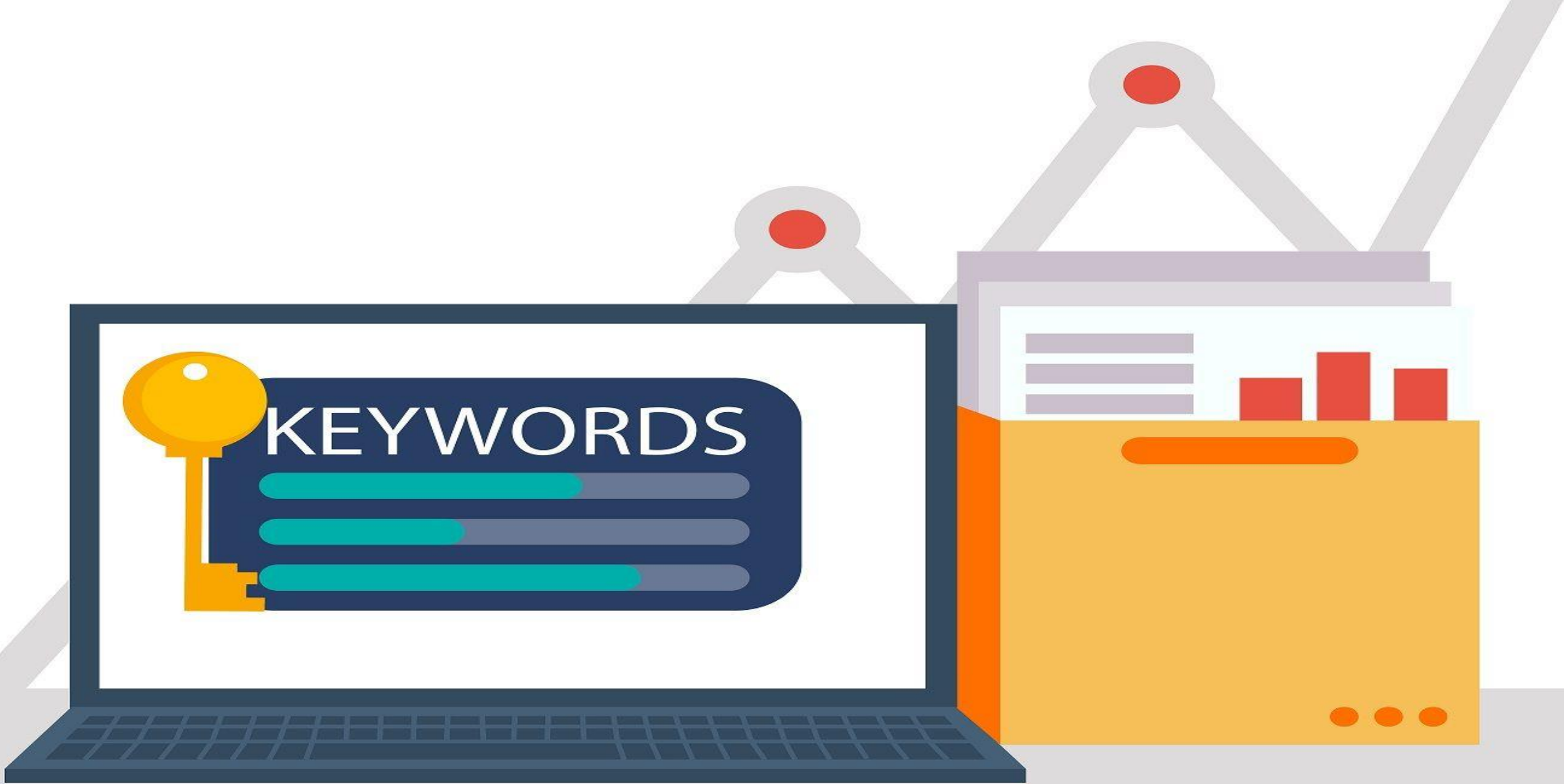
**DIRECTORY
SUBMISSION**

**ARTICLE
SUBMISSION**

CLASSIFIEDS

**FORUM-POSTING
& BLOGS
CREATION**

**SOCIAL MEDIA
UPDATES**





WHAT ARE

K₅

E₁

Y₄

W₄

O₁

R₁

D₂

S₁

Words or phrases in your web content that make it possible for people to find your site via search engines.



*Keywords
are the
foundation
of Search
Engine
Marketing.*

A wooden surface covered with various cardboard letters and a lightbulb. The letters are scattered across the surface, and a single lightbulb is visible in the upper right quadrant. The text is overlaid on a black background in the top left corner.

**Can be key phrases
or a single keyword.**

**(Do not use common words for example: 'the'
'and' 'of': Spiders ignore them.)**



Keyword research is one of the most important, valuable and high return activities in the search marketing field.

Ranking for the "right" keywords can make or break your website. It's not always about getting visitors to your site, **but about getting the right kind of visitors.**



4 GOLDEN RULES ***FOR KEYWORD RESEARCH***

RELEVANCE

TRAFFIC

COMPETITION

COMMERCIALITY

TECHNIQUES



WHITE HAT SEO

According to Search Engine Rules

TECHNIQUES



BLACK HAT SEO

Not according to Search Engine Rules



KEYWORDS

Your **SEO keywords** are the **key words** and phrases in your web content that make it possible for people to find your site via search engines.





KEYWORD OPTIMISATION

Keyword optimisation (also known as **keyword** research) is the act of researching, analysing and selecting the best **keywords** to target to drive qualified traffic from search engines to your website.



BENEFITS



A silver laptop is open on a wooden desk. The screen displays the text 'DRIVE QUALIFIED TRAFFIC TO YOUR WEBSITE' in bold, black, uppercase letters. The background is a blurred office setting with a window and some plants.

**DRIVE
QUALIFIED
TRAFFIC TO
YOUR WEBSITE**

To drive searchers to your site, you must optimize for the keywords they're searching for.

Analysing the popularity of keywords helps you gauge the size of a potential online market.

A silver laptop is open on a wooden desk. The screen displays the text 'MEASURE TRAFFIC POTENTIAL' in large, bold, black capital letters. The background is a blurred office setting with another laptop and a window with a plant.

**MEASURE
TRAFFIC
POTENTIAL**

A silver laptop is open on a wooden desk. The screen displays the text 'WRITE EFFECTIVE CONTENT' in large, bold, black capital letters. The background is a blurred office setting with a window and some papers.

WRITE EFFECTIVE CONTENT

By incorporating optimized keywords into your website content, you can connect instantly with potential customers and address their needs.

By analysing the words that your customers use, you get an idea of their needs and how to service those needs.

A photograph of a silver laptop on a wooden desk. The laptop screen is open and displays the text 'UNDERSTAND USER BEHAVIOUR' in large, bold, black capital letters. The background is a blurred office setting with another laptop and some papers on a desk.

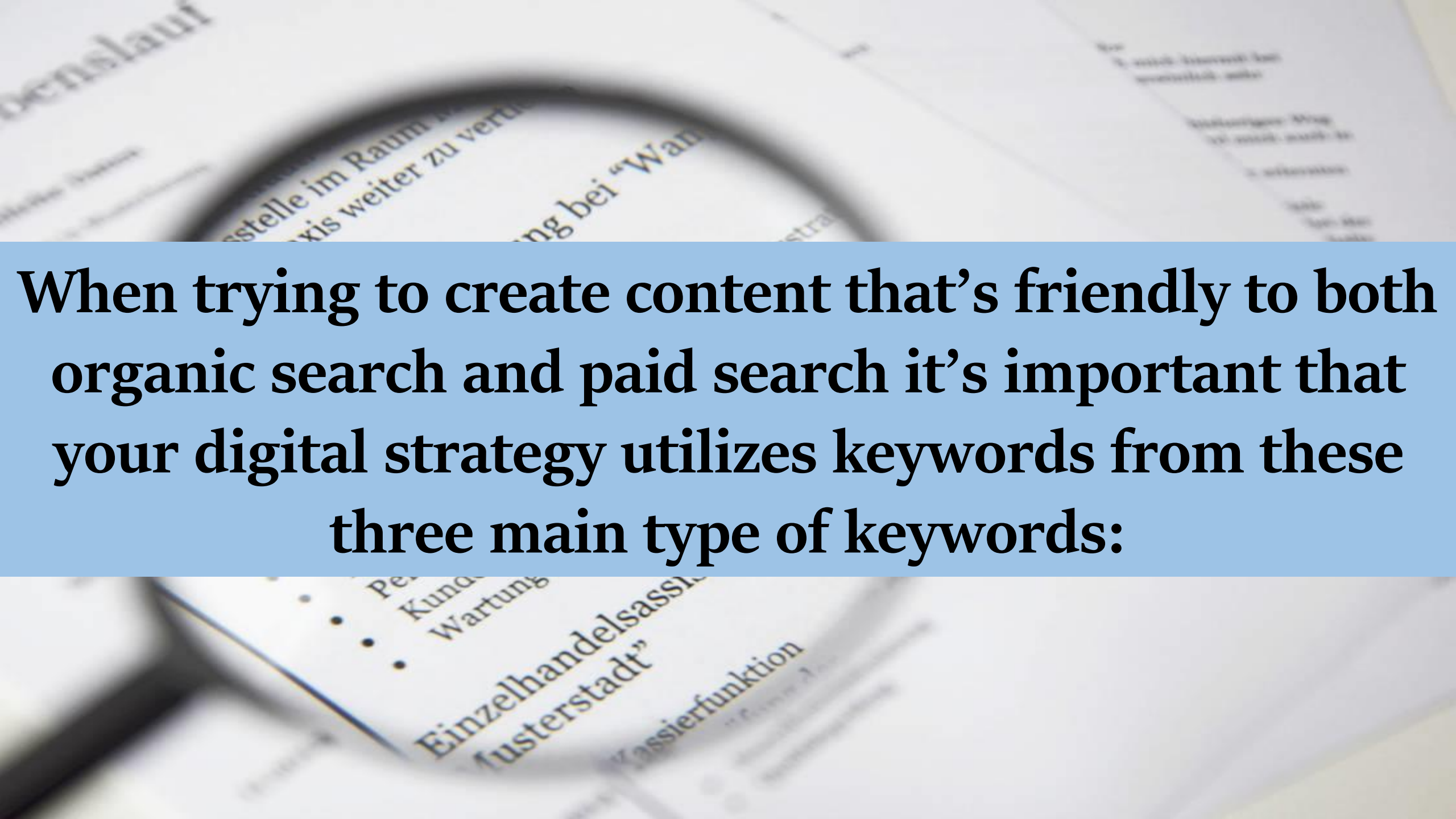
**UNDERSTAND
USER
BEHAVIOUR**

TYPES OF KEYWORDS

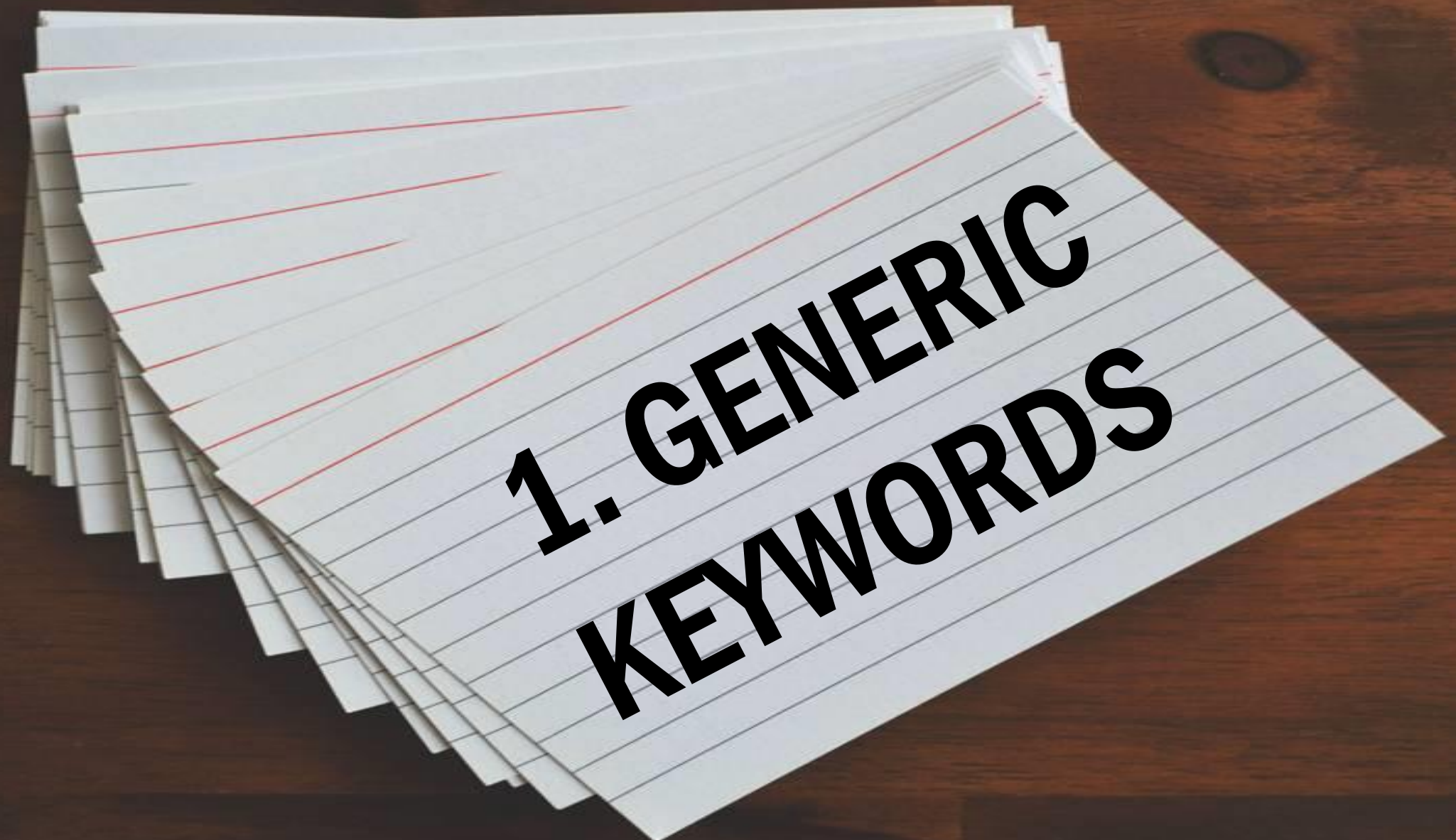


- Organic Keywords vs. Paid Keywords
- Branded Keywords vs. Non-Branded Keywords
- Seasonal vs. Non-Seasonal Keywords



A magnifying glass is positioned over a document with German text. The text is slightly blurred but legible. The magnifying glass's lens is centered over the text, and its handle is visible on the left side. The background is a light blue gradient.

When trying to create content that's friendly to both organic search and paid search it's important that your digital strategy utilizes keywords from these three main type of keywords:



1. GENERIC KEYWORDS

Just as the title suggests these are very generic, unspecific terms that get searched for.

Something like “**Tennis Shoes**” or “**Digital Cameras**” would be considered a generic term.



When developing an organic search strategy we typically stray away from these terms as they are highly competitive and not specific enough to the sites actual content.



2.

**BROADMATCH
KEYWORDS**

A close-up photograph of a silver laptop with a black lid. The numbers '3 22' are written in white on the lid. The laptop is open, and the keyboard is visible. The background is a light-colored wooden surface.

3 22

Broad match terms are the core of SEO. Terms like **“Red Tennis Shoes”** or **“Canon T2I Digital Camera”** will present a stronger opportunity and engagement than a generic term.

A close-up photograph of a laptop keyboard and the lid. The lid is dark and has the number '322' written on it in a white, handwritten style. The keyboard is silver and black, with various keys visible.

322

Optimizing for broad match terms will provide good traffic with not as much competition. A broad match searcher has a specific item/content that they are searching for and optimizing for these type of terms will provide an average amount of conversions.



**3. LONGTAIL
KEYWORDS**

Think of these as the sentences that get typed into Google. Something like, “how do I set the aperture on my Canon T3I digital camera” would be considered a long tail keyword.



Long tail keywords might not be the biggest traffic drivers to your site but if you rank for a long tail term you will get traffic due to its specific nature and low competition.



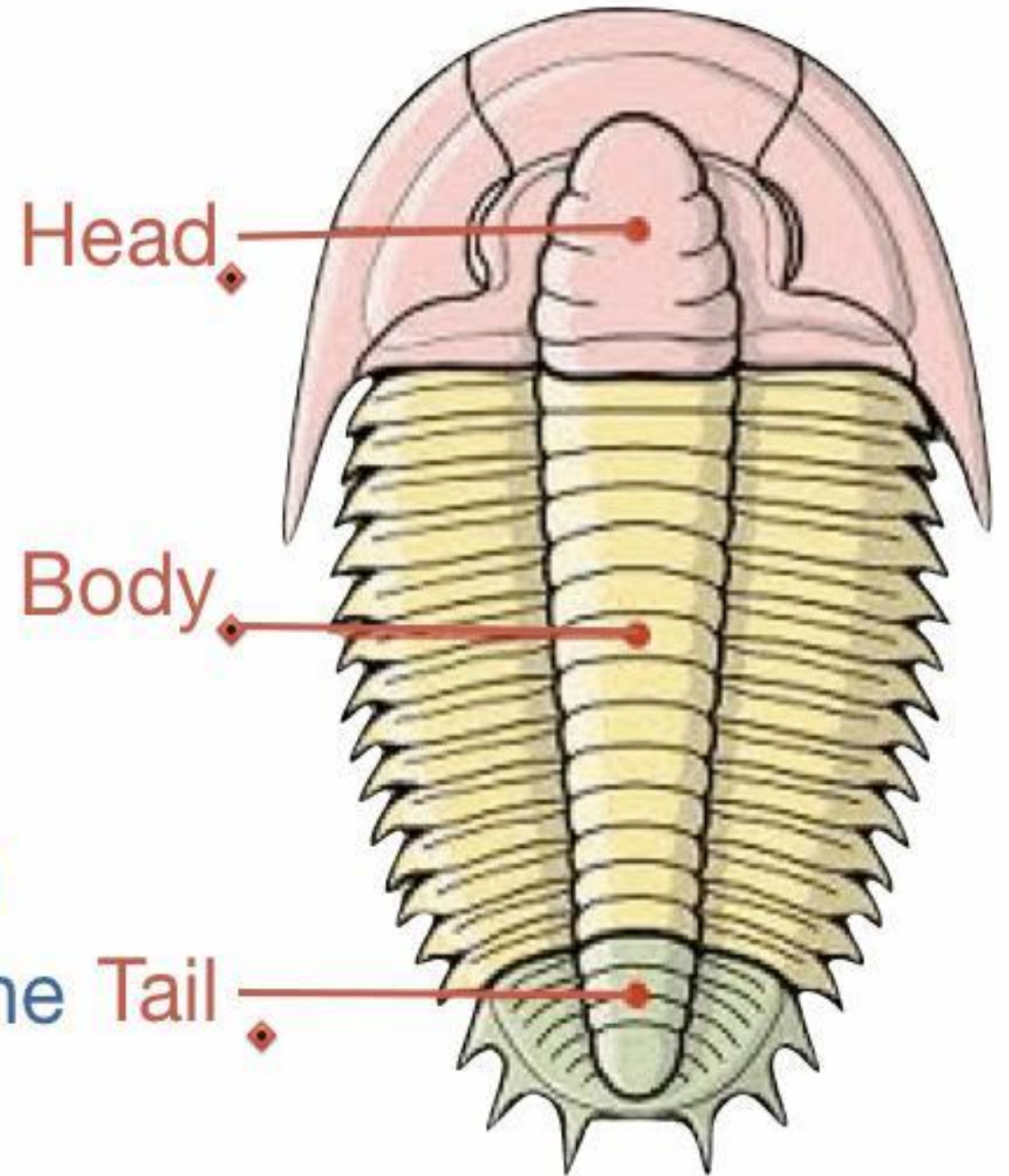
Motorcycle

Motorcycle lessons

Motorcycle lessons in London

Motorcycle lessons book online

London motorcycle lessons



GENERIC KEYWORDS

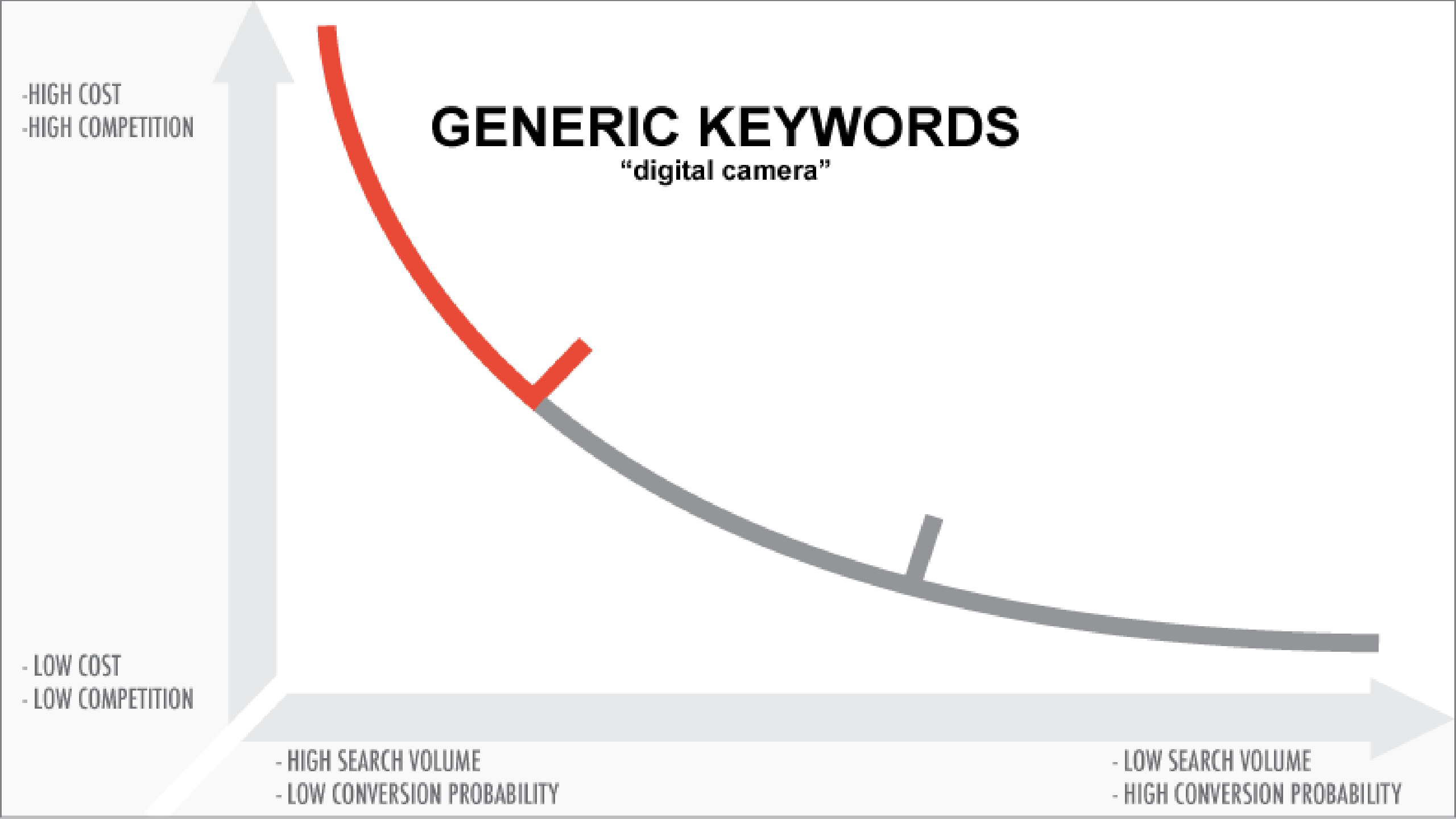
“digital camera”

- HIGH COST
- HIGH COMPETITION

- LOW COST
- LOW COMPETITION

- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY

- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY



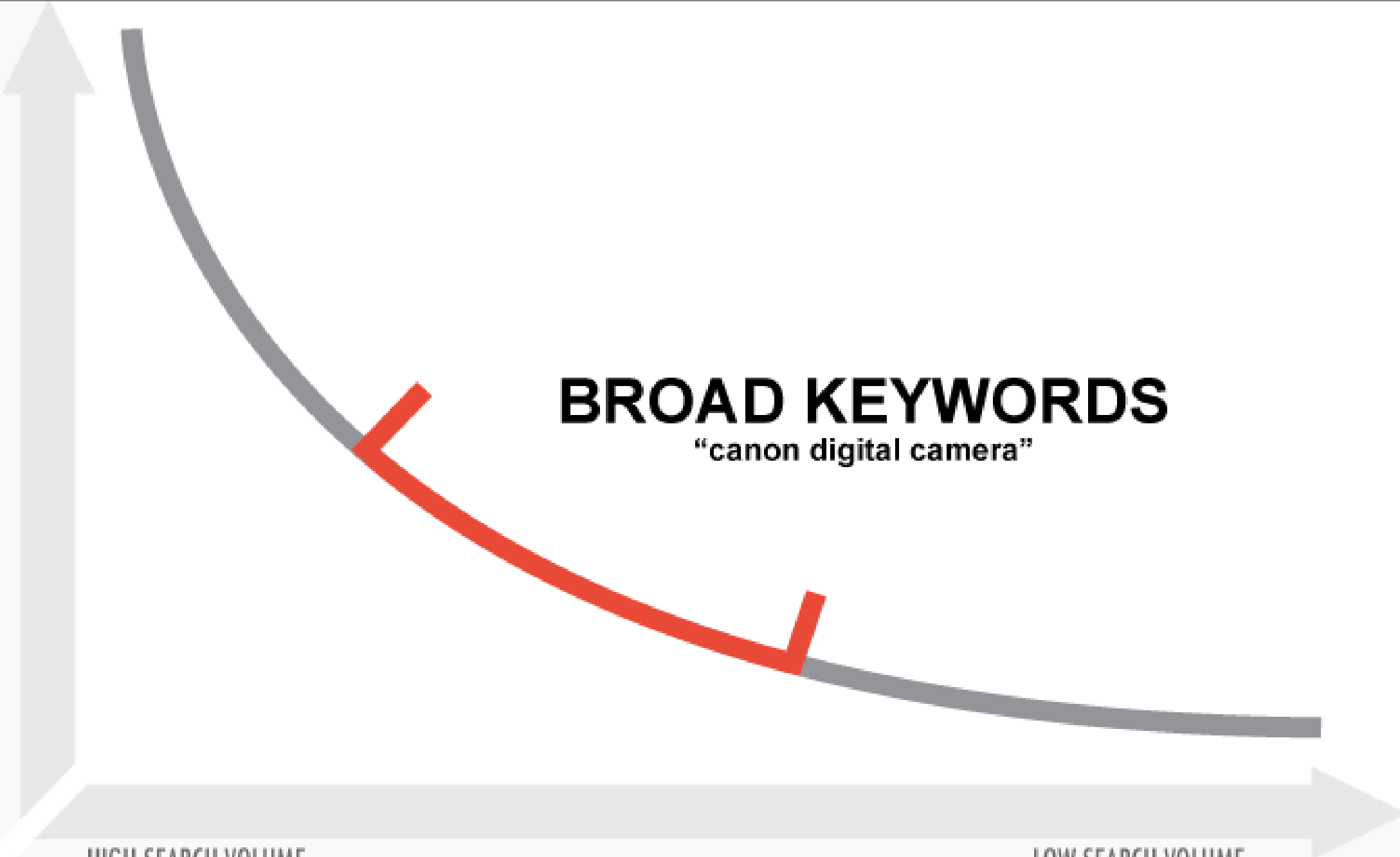
- HIGH COST
- HIGH COMPETITION

- LOW COST
- LOW COMPETITION

- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY

- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

BROAD KEYWORDS
"canon digital camera"



- HIGH COST
- HIGH COMPETITION

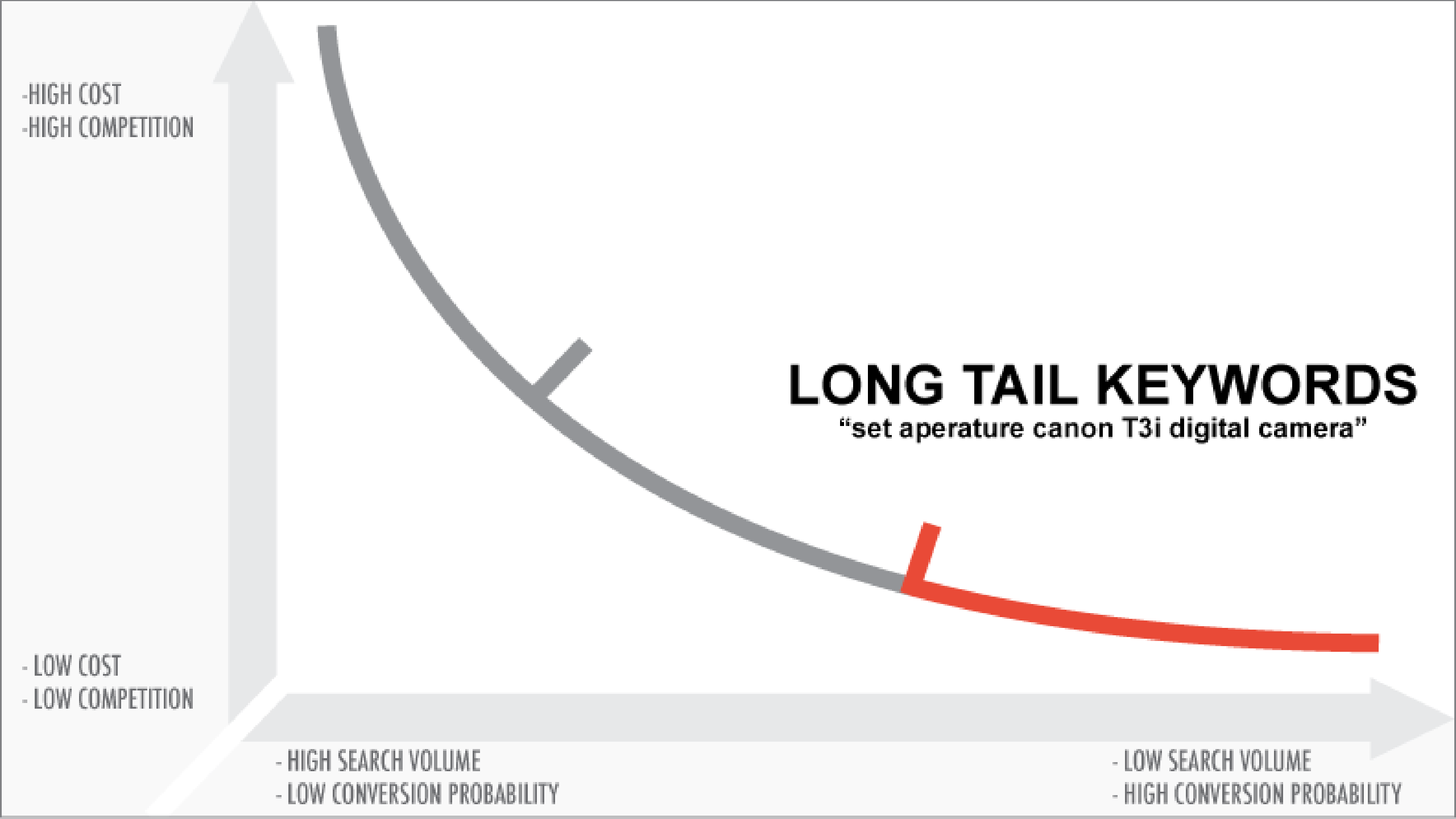
- LOW COST
- LOW COMPETITION

- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY

- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

LONG TAIL KEYWORDS

“set aperature canon T3i digital camera”



Search Volume

The Head

"shoes"

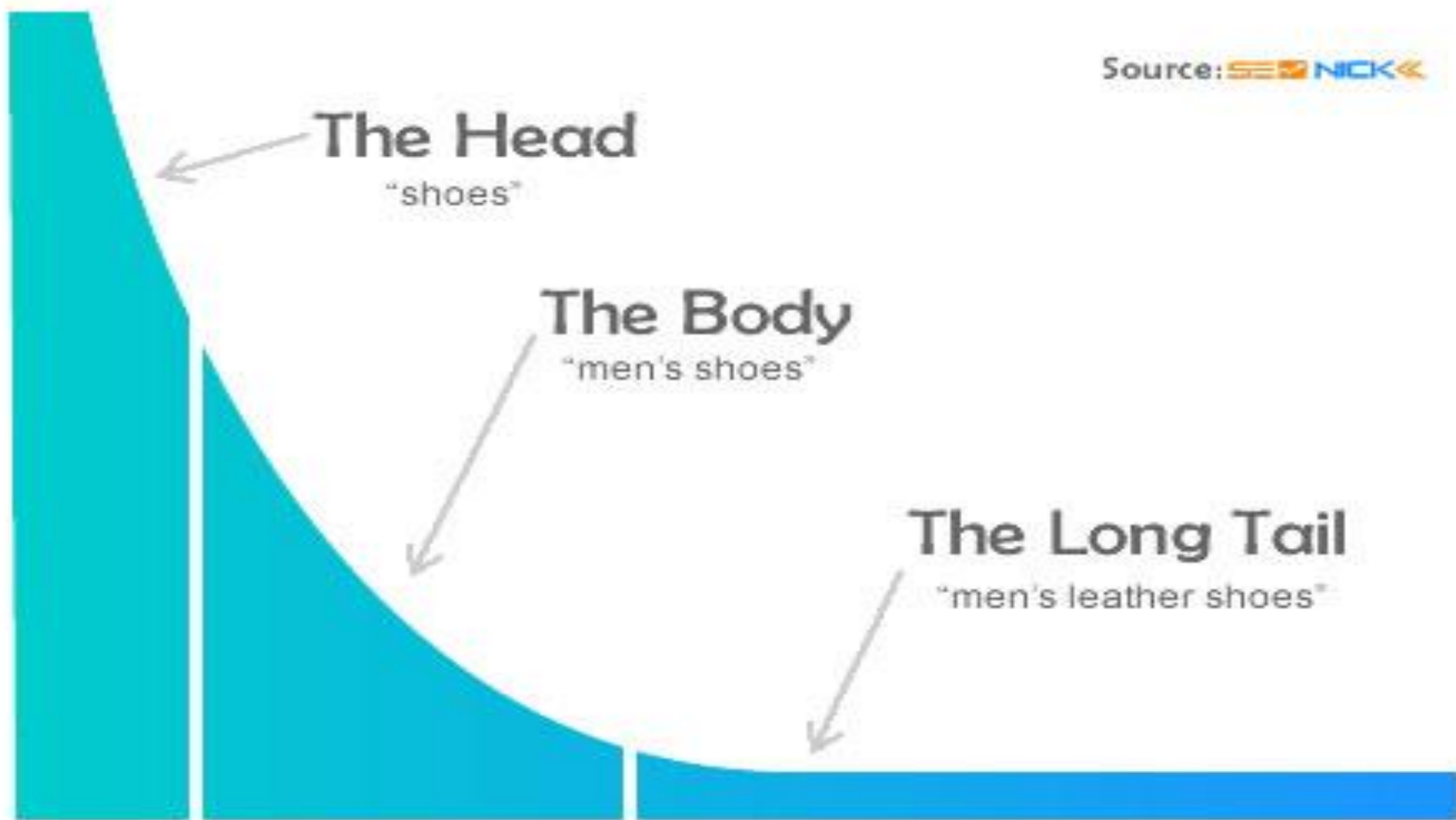
The Body

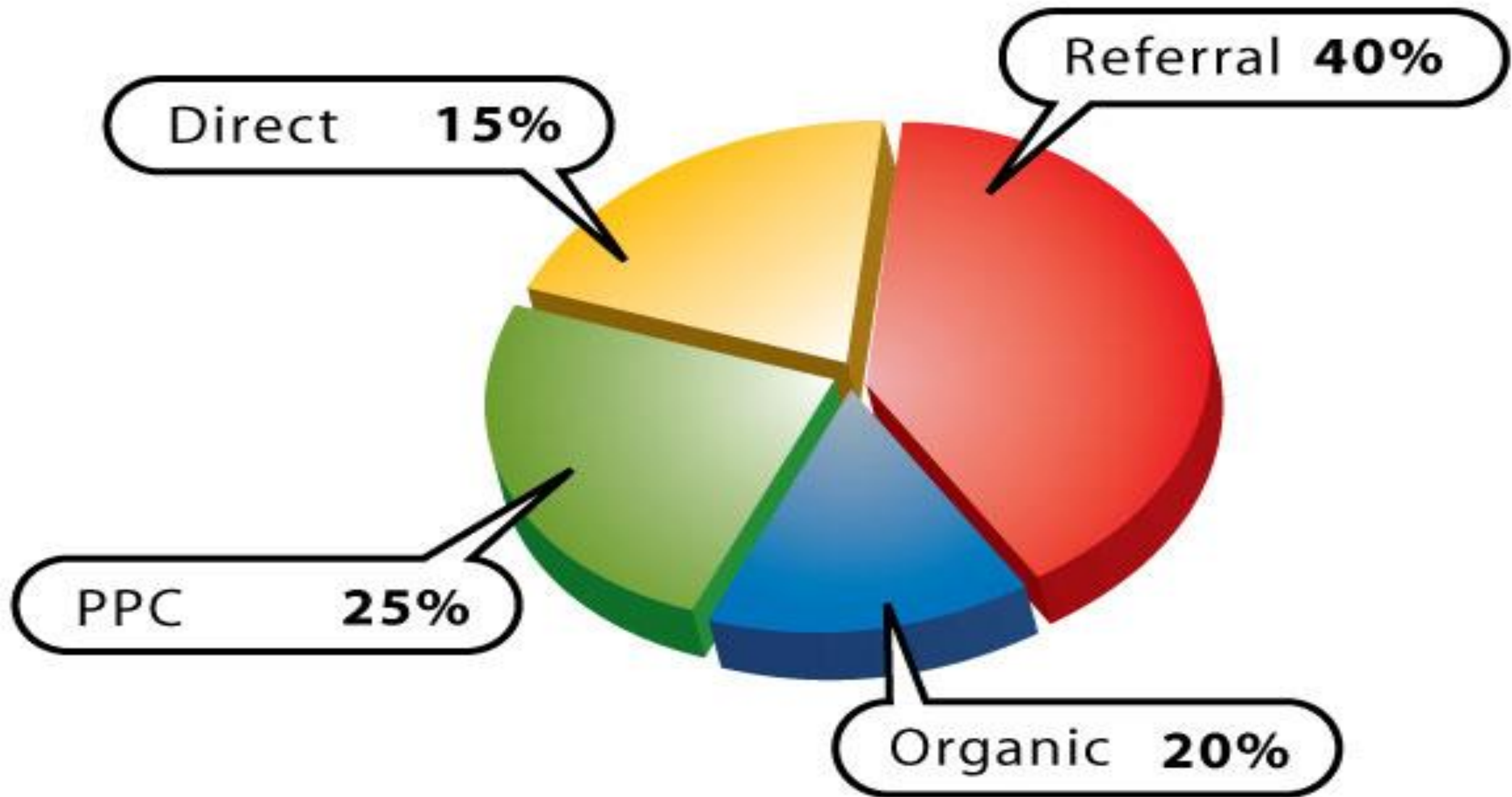
"men's shoes"

The Long Tail

"men's leather shoes"

Number of Words in Phrase



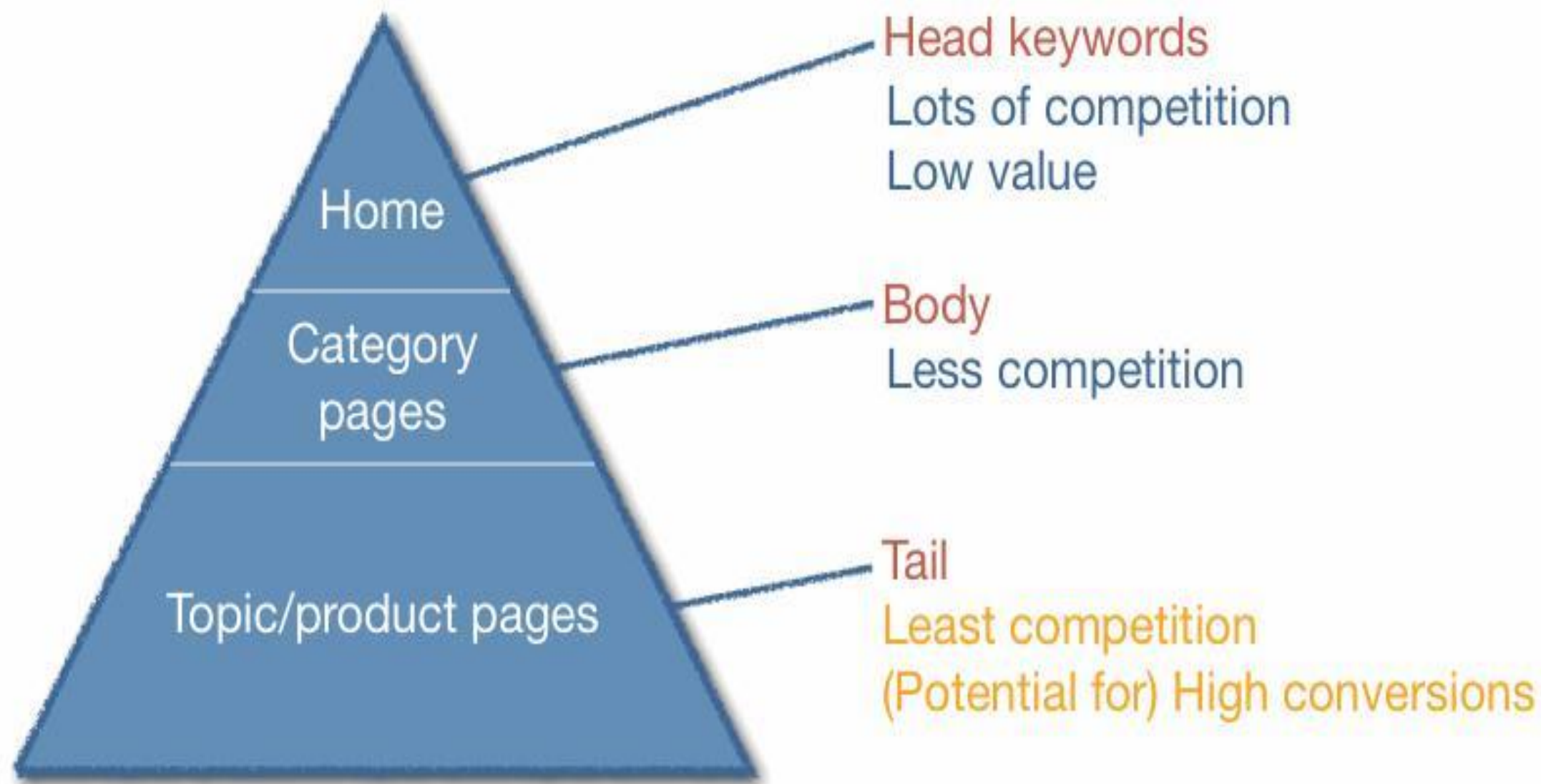


KEYWORD RESEARCH IS MARKET RESEARCH.

**So, it won't be able to give
a definitive answer to
these questions, but it can
give you some clues.**



The keyword value pyramid



A person is working at a desk. In the foreground, a laptop is open, showing a keyboard. To the left, a tablet is visible. In the background, another tablet is being held. The person's hands are visible, and they appear to be looking at the laptop. The overall scene is a professional workspace.

KEYWORD RESEARCH STEPS

**CHOOSE THE POSSIBLE
KEYWORD TO START YOUR
RESEARCH**





**DETERMINE THE POPULARITY
AND COMPETITION SCORE OF
EACH OF YOUR KEYWORDS**

**DISCOVER (AND
RESEARCH) OTHER
RELATED KEYWORDS**



STEP 01



Make a list of important, relevant topics based on what you know about your business.

STEP 02



**Fill in those
topic buckets
with keywords.**

STEP 03



**Research
related
search terms.**

STEP 04



**Check for a mix of
head terms and
long-tail keywords
in each bucket.**

STEP 05



**See how
competitors are
ranking for these
keywords.**

STEP 06

Use the Google AdWords Keyword Planner (or other tools) to cut down your keyword list.



A top-down view of a desk with various items: a white keyboard on the left, a white mouse with an Apple logo in the top center, a pair of glasses in the top right, a blue and white floral mousepad in the bottom left, and a white cup of coffee on a saucer in the bottom right. The text "AND... YOU ARE DONE !" is centered in the middle of the image.

**AND... YOU ARE
DONE !**

KEYWORD RESEARCH TOOLS

Keyword
planner

Moz Analytics'
Keyword
Analysis Tool

SEM rush

Keyword
Snatcher

Google
Keyword Tool

Serps

Wordtracker

Market
Samurai

PPC Keyword
Toolz

Wordstream

KEYWORD RESEARCH TOOLS

Traffic Travis

KeywordSpy

Speed PPC

Ubersuggest

Keyword In

Keyword Elite

▶ SEO Book
Keyword Typos
Generator


Keyword
Ninja

Soovle

KGen

Wordpot

Keyword mix

- 
- May or may not include your brand name
(Brand keywords are generally inexpensive)
 - Short tail vs. long tail keywords

UNDERSTANDING KEYWORD MIX



1. KEYWORD IDENTIFICATION



2. KEYWORD VARIATION

A hand holding a magnifying glass over the word 'KEYWORDS'. The magnifying glass is held by a hand from the left side of the frame. The lens of the magnifying glass is focused on the word 'KEYWORDS', which is written in white, bold, uppercase letters. The background is a dark blue, blurred image of a person in a suit, suggesting a professional or business context.

KEYWORDS

3. KEYWORD PLACEMENT

1001110001110101011010010100010010100101111001000101101



4. KEYWORD DENSITY

A hand holding a magnifying glass over the word 'KEYWORDS'. The magnifying glass is held by a hand from the left side of the frame. The lens of the magnifying glass is focused on the word 'KEYWORDS', which is written in a bold, black, sans-serif font. The background is a light gray color with several instances of the word 'KEYWORDS' written in a smaller, lighter font, creating a pattern of the word. The overall image is a conceptual representation of keyword research or analysis.


KEYWORDS

5. CONTENT RELEVANCY

CONTENT

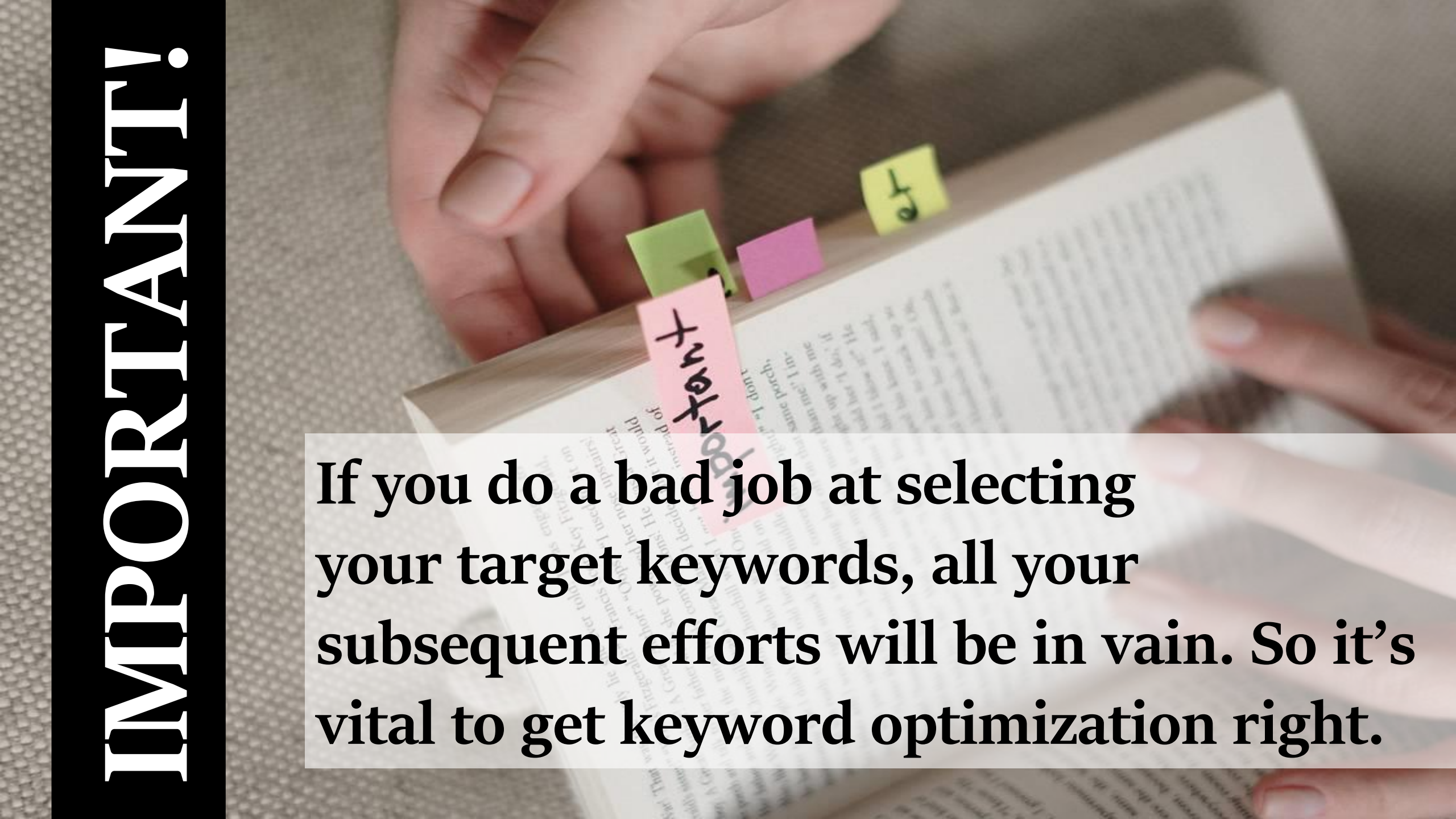


IMPORTANT!



Keyword search optimization is a critical step in initial stages of search engine marketing, for both paid and organic search.

IMPORTANT!

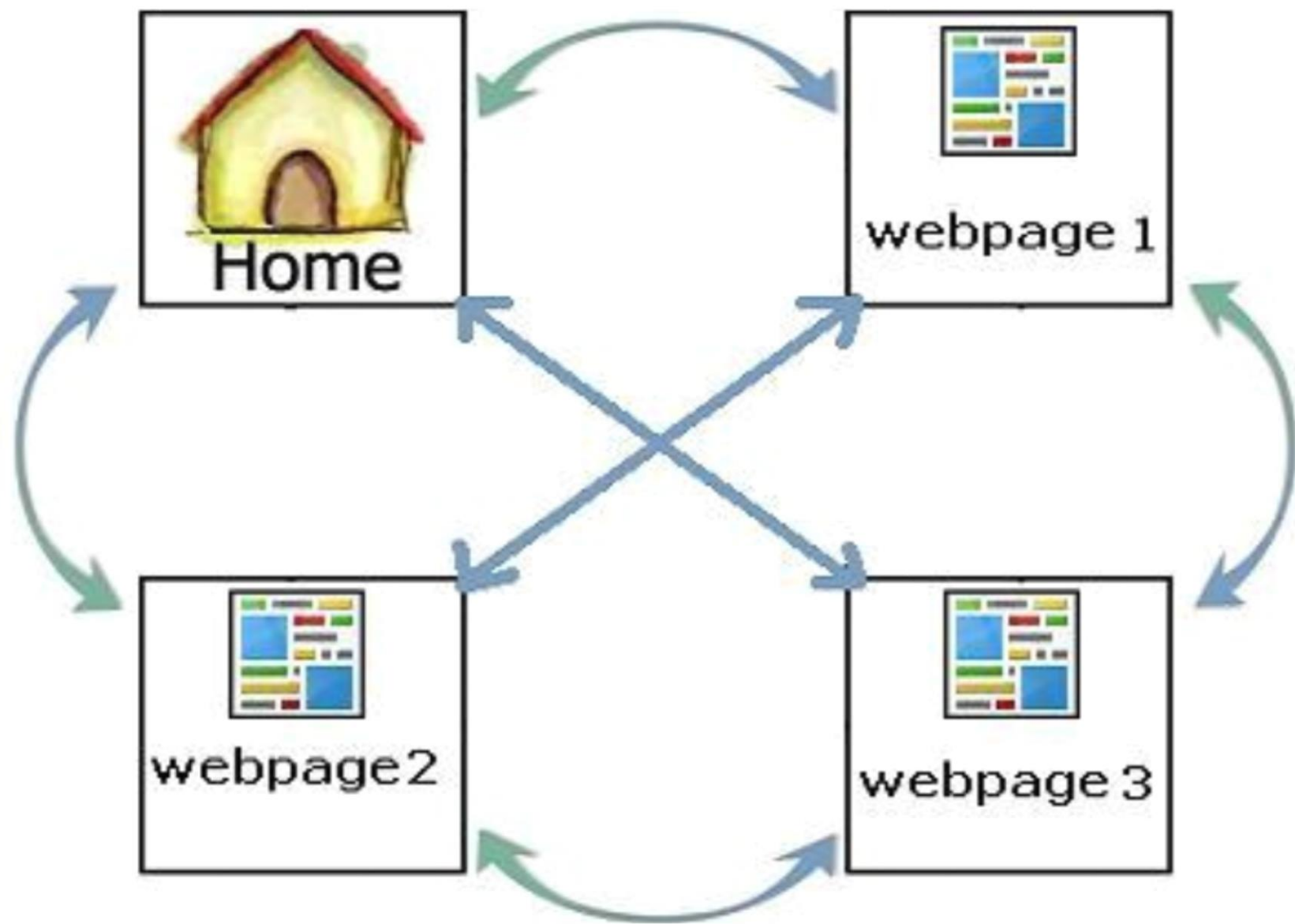


If you do a bad job at selecting your target keywords, all your subsequent efforts will be in vain. So it's vital to get keyword optimization right.

A hand holding a pen is writing on a checklist on a grid notebook. The checklist has several items with checkboxes, some of which are marked. The background is a blurred globe. The text is overlaid on a dark grey rectangular box.

KEYWORD OPTIMISATION AND PLANNING

**WHAT IS
QUALITY
CONTENT?**



WHAT IS KEYWORD RESEARCH ?

• Process of finding the best suitable keywords for a business to optimize the site.

• Keywords can make or break the site.

• We can predict the user demands and seasonal changes in search.

QUERY STATS

44,835 Google searches in 1 second

6 billion searches per day

93% users begin with Search

KEYWORDS BASED ON LENGTH

SHORT TAIL

**GENERIC
TERMS**

HIGH VOLUME

**HIGH
COMPETITION**

KEYWORDS BASED ON LENGTH

MEDIUM TAIL

**SPECIFIC AND
LOCALIZED
TERMS**

**GOOD
VOLUME**

**MEDIUM
COMPETITION**

KEYWORDS BASED ON LENGTH

LONG TAIL

**MORE SPECIFIC
AND LOCALIZED
QUERIES**

LOW VOLUME

**LOW
COMPETITION**

LONGTAIL KEYWORDS

Long tail keywords are those three and four **keyword** phrases which are very, very specific to whatever you are selling. You see, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

SHORT TAIL KEYWORDS

Short tail keywords are search phrases with only one or words.

Their **length** makes them less specific than searches with more words.

“**Egg**” (1 word) is an example of a short tail keyword, whereas “**Make scrambled eggs fluffy**” (4 words) is a **long tail keyword**.

INFORMATION QUERIES

- Queries that cover a broad topic.

- Ex.: web design or SEO

- Sometimes informational queries can be generic or specific.

- **Generic** : we cannot predict the exact purpose

- **Specific** : we can predict exact purpose

NAVIGATION QUERIES

- **Queries that seek a information about specific brand or website only.**

Ex.: Facebook login, YouTube Login

Apple Support Page

- **Generally these keywords can be easily targeted and ranked for specific sites.**

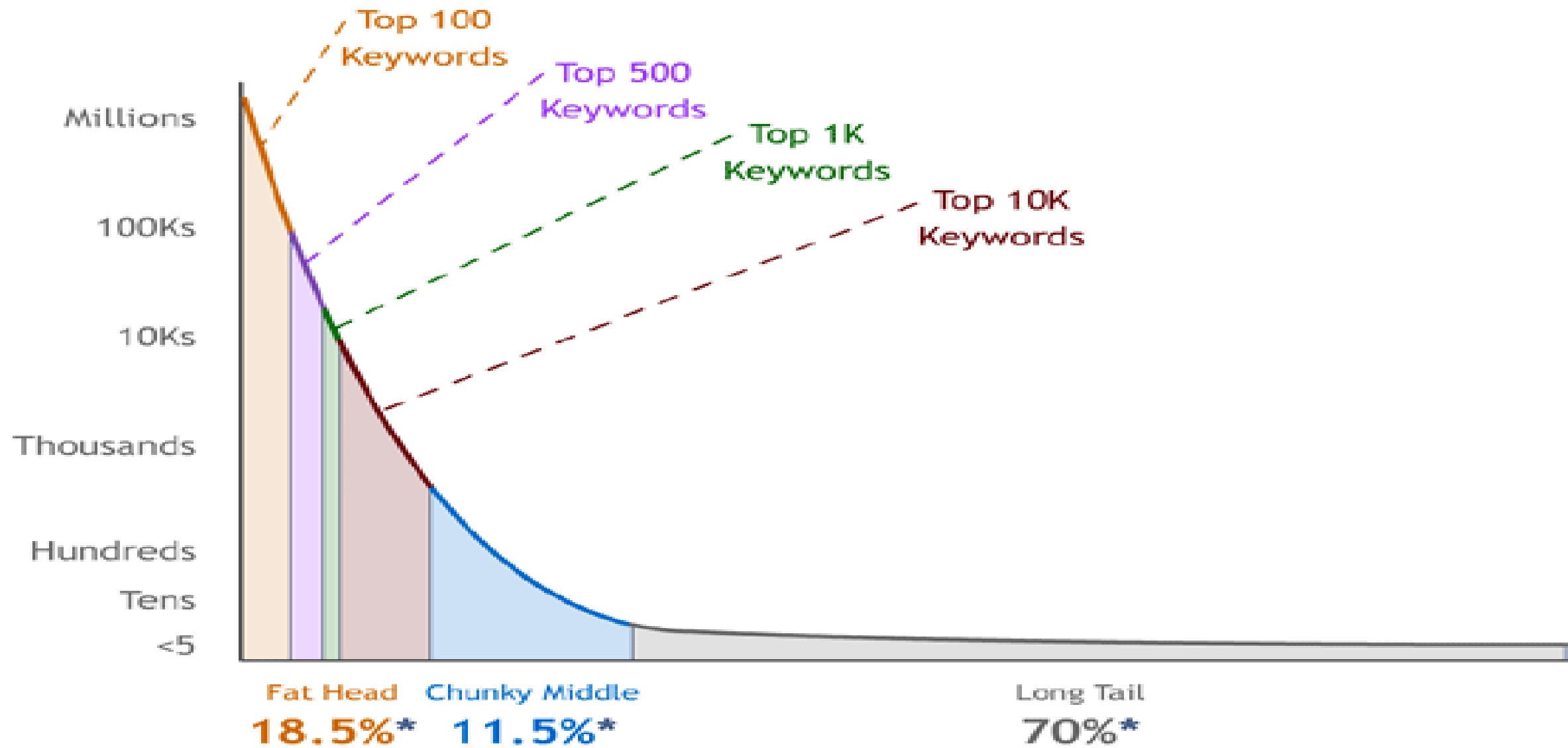
NAVIGATION QUERIES

- **Queries which explains the purpose of the user in a precise way**
- **Example: Buy Mobiles Online, Learn Digital Marketing, Web Designing Video Training, Restaurants in Hyderabad**

- **Localized keywords are also a part of transactional queries.**

The Search Demand Curve

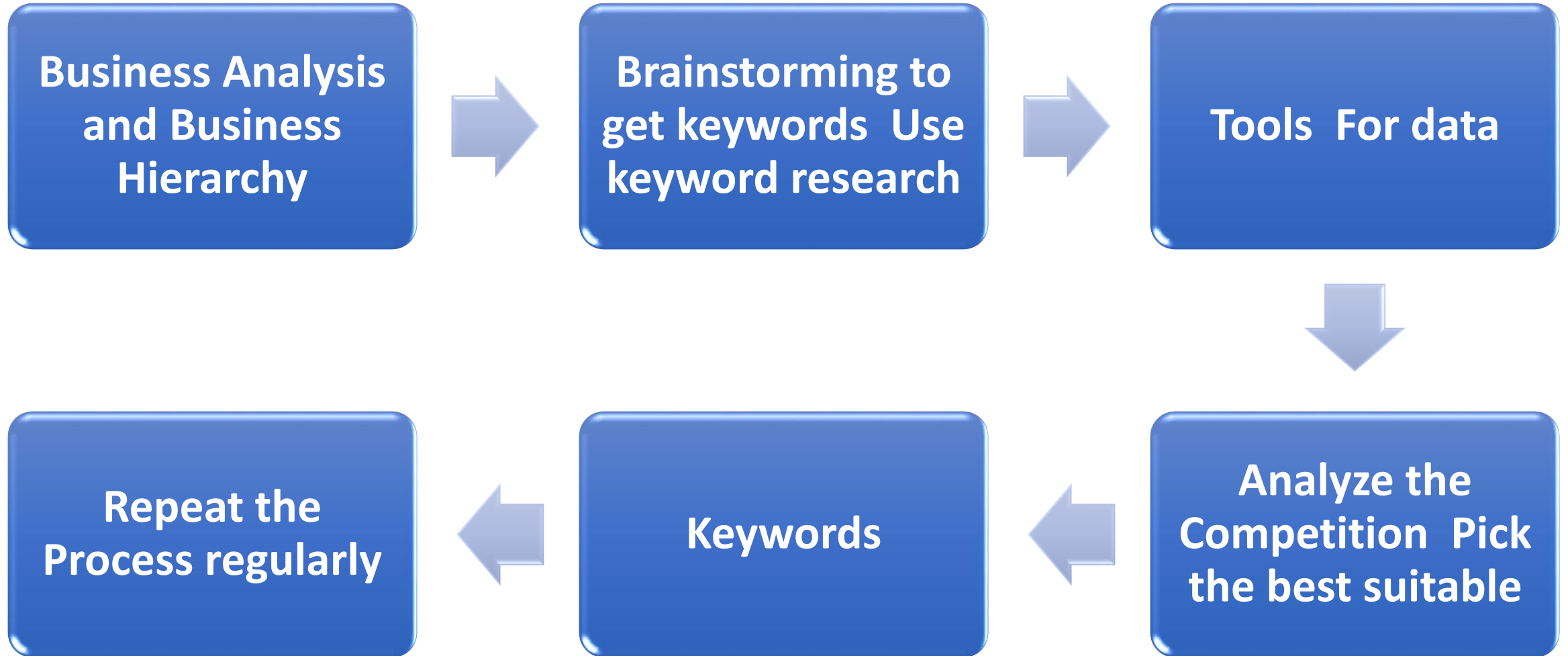
of Monthly Searches



of Keywords

*% of search traffic

PROCESS OF KEYWORD RESEARCH



KEYWORDS RESULTS

- Select the specific keywords from lists

- Sort in specific categorized order

- Save the final list of keywords to
- perform competition analysis



USE KEYWORD RESEARCH TOOLS FOR BETTER RESULTS

Good competitor research is often enough to fill your spreadsheet with a ton of relevant keyword ideas.





**KEYWORDS
RESEARCH**

The notebook page is decorated with numerous hand-drawn icons including a paper airplane, a stethoscope, an envelope with an @ symbol, a bar chart, a truck, a money bag with a dollar sign, a globe, a clipboard with a checkmark, a dice, a calendar with a clock, a large red arrow pointing up and to the right, a person presenting to an audience, and a lightbulb.

**THINGS TO CONSIDER WHILE
KEYWORD RESEARCH**



The bottom section of the notebook shows a search bar with the word 'Search' written inside. Above the search bar are icons for a lightbulb, gears, a shopping cart, and a pen.

A hand holding a magnifying glass over the word 'KEYWORDS'. The magnifying glass is black and has a circular lens. The word 'KEYWORDS' is printed in bold, black, uppercase letters inside the lens. The background is a blurred document with some text and lines.

KEYWORDS

DIFFICULTY

SEARCH VOLUME



https://www

CLICKS



CLICKS PER SEARCH





COST PER CLICK



**RETURN
RATE**



NUMBER OF WORDS IN A KEYWORD

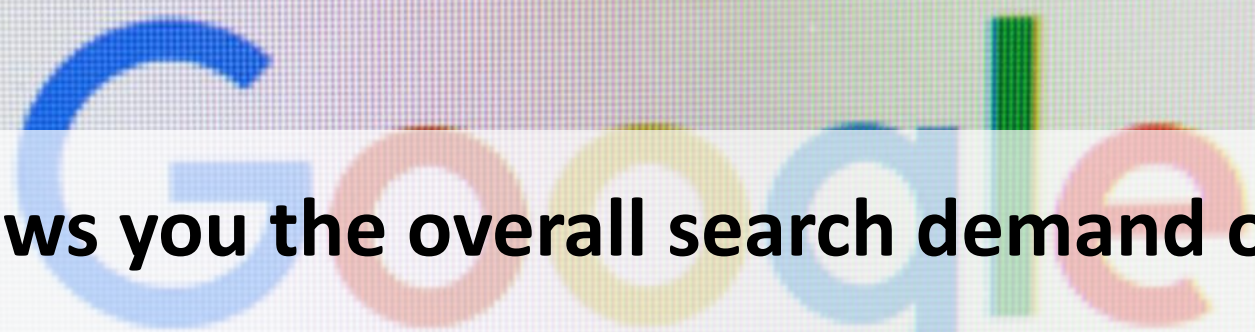


INCLUDE/EXCLUDE TERMS

UNDERSTANDING KEYWORD METRICS

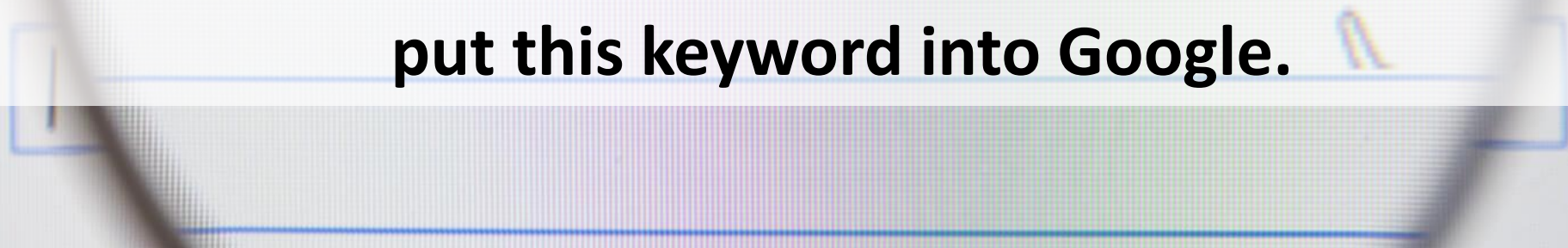


SEARCH VOLUME & SEARCH RESULT



This metric shows you the overall search demand of a given keyword, i.e., how many times people around the world (or in a specific country)

put this keyword into Google.

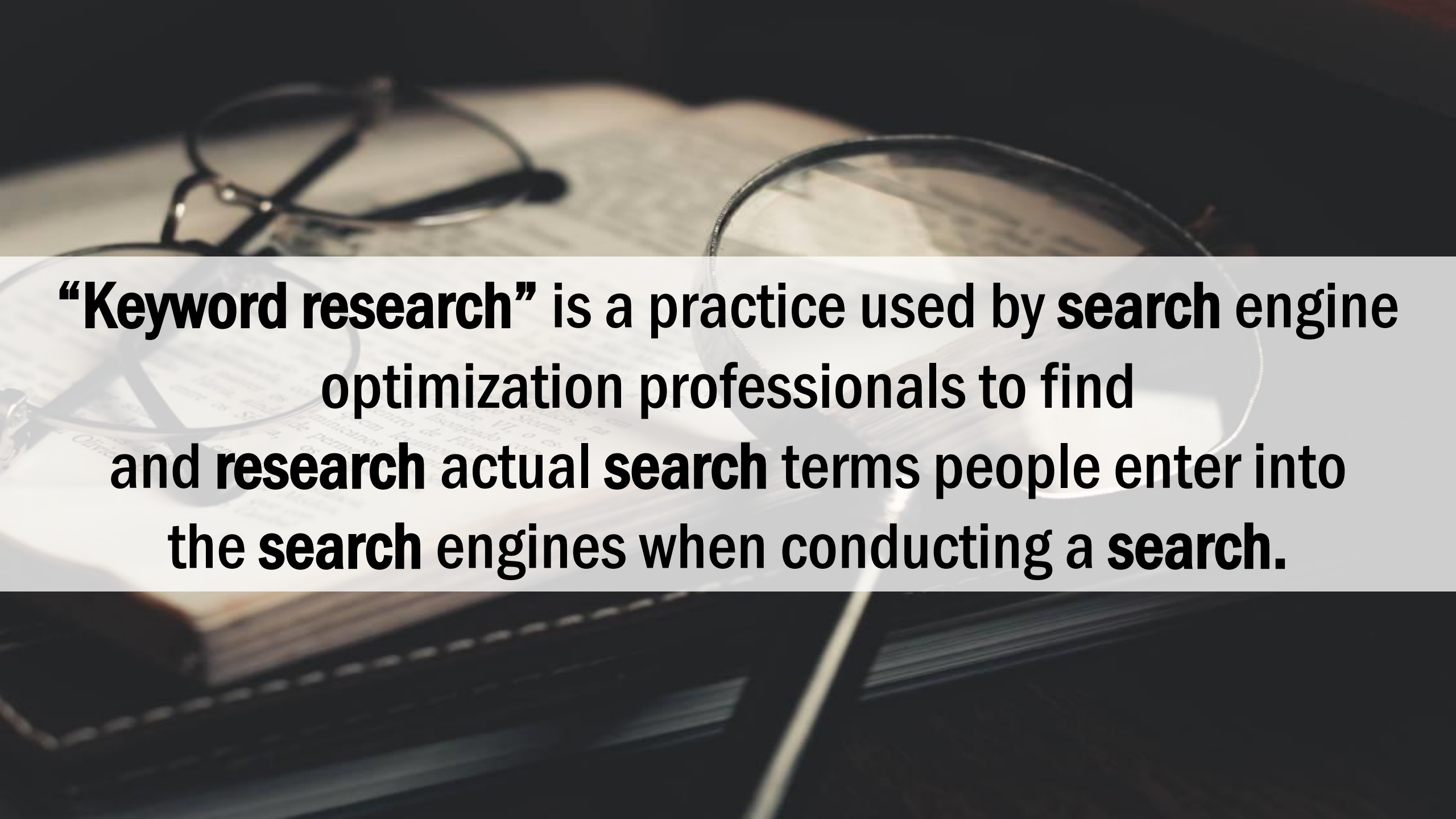


SEARCH VOLUME & SEARCH RESULT

Most of the keyword research tools pull their Search volume numbers from Google AdWords, which was long regarded as a trusted source of this data.

A hand is holding a magnifying glass over a laptop keyboard. The background is a blurred laptop keyboard. The text "KEYWORD RESEARCH PROCESS" is overlaid in large, bold, white letters with a black outline.

KEYWORD RESEARCH PROCESS

A pair of glasses is resting on an open book. A magnifying glass is positioned over a page of the book, highlighting a specific area. The background is dark, and the lighting is focused on the book and glasses.

“Keyword research” is a practice used by search engine optimization professionals to find and research actual search terms people enter into the search engines when conducting a search.

A pair of glasses is resting on an open book. A magnifying glass is positioned over a page of the book, highlighting the text. The background is dark, and the lighting is focused on the book and glasses.

**Search engine optimization-
professionals research keywords in order to achieve
better rankings in search engines.**



KEYWORDS

STEP 01:

Search keyword planner in Google



🔍 KEYWORD PLANNER ✕ 

Google Search

I'm Feeling Lucky

Google offered in: العربية



KEYWORDS

STEP 02:

Click on the result shown in below picture

About 2,20,00,000 results (0.47 seconds)

Ad · ads.google.com/keywordplanner ▾
Google Keyword Planner | Discover The Right Keywords
Find Keywords Relevant To Your Business & Show Ads When Customers Search For Your Product.

Learn To Use Google Ads

Choose How, When and Where You Want to Reach Customers.

Success Stories

Get Inspired By People Using Google Ads To Grow Their Business.

How Much Does It Cost?

Set Your Own Advertising Budget. Pay Only When Your Ad Is Clicked.

What Are Display Ads?

Appear In Over 2M Websites & 650,000 Apps Across Google Network.

See results about

Keyword Tool (Software)

Keyword Tool is a free SaaS product that uses Google Autocomplete and other ...



[ads.google.com](#) > [intl](#) > [en_in](#) > [home](#) > [tools](#) > [keywor...](#) ▾

Keyword Planner - Google Ads

Unsure of what keywords to target? Identify the most relevant keywords for your brand with Google's keyword suggestion tool, the Google **Keyword Planner**.



Click here

Activate Windows
Go to Settings to activate Windows.

Or go through this URL and select your Google account



Google Search I'm Feeling Lucky

Google offered in: العربية

https://ads.google.com/aw/keywordplanner/home?ocid=529714931&euid=422965568&u=7812007232&uscid=529714931&c=8003931419&authuser=0&sf=barebones&subid=in-en-et-g-aw-a-tools-kwp_bb-awhp_xin1%21o2



KEYWORDS

STEP 03:

CLICK ON GO KEYWORD PLANNER

COVID-19: Resources to help your business manage through uncertainty.

[Learn more](#)

Google Ads

Overview

How it works

Cost


FAQ

Resources

Advanced

Contact

[Sign in](#)

 KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

[Go to Keyword Planner](#)

Sandals

Bathing suits

Jean shorts

Activate Windows
Go to Settings to activate Windows.



Sign in

Continue to Google Ads

Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.

[Learn more](#)

[Create account](#)

Next


A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in bold, black, sans-serif capital letters. The background is a blurred document with some faint text, suggesting a search or research process.

KEYWORDS

STEP 04:


This is the dashboard

1 / 2 > Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account.

 **Discover new keywords**


Get keyword ideas that can help you reach people interested in your product or service

[→](#)

 **Get search volume and forecasts**

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

[→](#)

YOUR PLANS		SHARED PLANS	
	ADD FILTER		
<input type="checkbox"/>	Plan	Status	Last modified ↓
<input type="checkbox"/>	Plan from Dec 23, 2018, 10 pm, GMT+05:30	Draft	23 Dec 2018

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future



YOUR PLANS

SHARED PLANS



ADD FILTER



COLUMNS

<input type="checkbox"/>	Plan	Status	Last modified ↓	Forecast period
<input type="checkbox"/>	Plan from Dec 23, 2018, 10 pm, GMT+05:30	Draft	23 Dec 2018	1 - 31 Jan 2019 (Next month)

Activate Windows
Go to Settings to activate Windows.

1 - 1 of 1

Type here to search



11:13 AM
7/16/2020



KEYWORDS

STEP 05:

Click on Tools

Google Ads | All campaigns

GO TO | REPORTS | **TOOLS**

325,260,9205
mpps@ignn@gmail.com

Click on tools

Overview

All time
30 Aug 2018

Clicks	Impressions	Avg. CPC	Cost
0	0	₹0.00	₹0.00



KEYWORDS

STEP 06:

Select keyword planner

Keyword
planner

The screenshot displays the Google Ads interface. The browser's address bar shows the URL: https://adwords.google.com/aw/overview?ocid=283260377&_c=1777045073&authuser=1&_u=2145995933. The main navigation bar includes the Google Ads logo, "All campaigns", and utility icons for search, reports, tools, help, and notifications. The user's email address, `nhpptsignin@gmail.com`, and phone number, `325-369-8305`, are visible in the top right corner.

The left sidebar contains navigation options: Overview (selected), Campaigns, Settings, Locations, and Change history. A blue arrow points from the text "Keyword planner" on the left towards the "Keyword Planner" option in the PLANNING menu.

The PLANNING menu is expanded, showing the following categories and their sub-items:

- PLANNING**
 - Keyword Planner (highlighted with a red circle)
 - Ad Preview and Diagnosis
 - Display Planner
- SHARED LIBRARY**
 - Audience manager
 - Portfolio bid strategies
 - Negative keyword lists
 - Shared budgets
 - Placement exclusion lists
- BULK ACTIONS**
 - All bulk actions
 - Rules
 - Scripts
 - Uploads
- MEASUREMENT**
 - Conversions
 - Google Analytics
 - Search attribution
- SETUP**
 - Billing & payments
 - Business data
 - Account access
 - Linked accounts
 - Preferences
 - Google Merchant Center

Below the menu, a chart area is visible with a red line graph. The x-axis shows dates from 23 Aug 2018 to 29 Aug 2018. The y-axis has a scale from 0 to 0. At the bottom, there is a disclaimer: "Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#). Some inventory may be provided through third party intermediaries."



KEYWORDS

STEP 07:

Click on find keywords

← → ↻ Secure | https://adwords.google.com/aw/keywordplanner/home?ocid=283260377&_c=1777045073&authuser=1&_u=2145995933 ☆

← Google Ads | Keyword Planner

GO TO REPORTS TOOLS ? 325-369-8305 nhptsigin@gmail.com

Find keywords
Get keyword ideas that can help you reach people interested in your product or service →

Get search volume and forecasts
See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future →

[How to use Keyword Planner](#) | [Open previous Keyword Planner](#) ↗

Click find
keyword and
proceed



KEYWORDS

STEP 08:

Enter your keyword/niche keyword

 Your most recent plan is saved as a draft [RESUME PLAN](#)

Find keywords



Enter words, phrases, or a URL related to your business

GET STARTED

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" which is printed in a bold, black, sans-serif font on a light-colored surface. The background is blurred, showing what appears to be a document with some text and a diagram. The lighting is bright and even.

KEYWORDS

STEP 09:

You can type more than one word if needed

Eg: Consulting

The screenshot shows the Google Ads Keyword Planner interface. At the top, there is a navigation bar with the Google Ads logo, 'Keyword Planner', and utility icons for 'GO TO', 'REPORTS', 'TOOLS', a help icon, a notification bell, and a user profile icon with the email 'nhpptsigin@gmail.com' and phone number '325-369-8305'. Below this is a 'Find keywords' search box. Inside the search box, the word 'consulting' is entered and highlighted in a blue pill. To the right of the search box is a blue 'GET STARTED' button, which is circled in red. A blue arrow points from this button to the text 'Click on get started' on the right side of the image. At the bottom of the page, there is a footer with the text 'How to use Keyword Planner | Open previous Keyword Planner' and an external link icon.

Click on get started



KEYWORDS

STEP 10:

Related keywords are listed

Google Ads | Keyword plan

Locations: India | Language: English | Search networks: Google

Keyword ideas | consulting

Found 405 keyword ideas

Exclude ads ideas

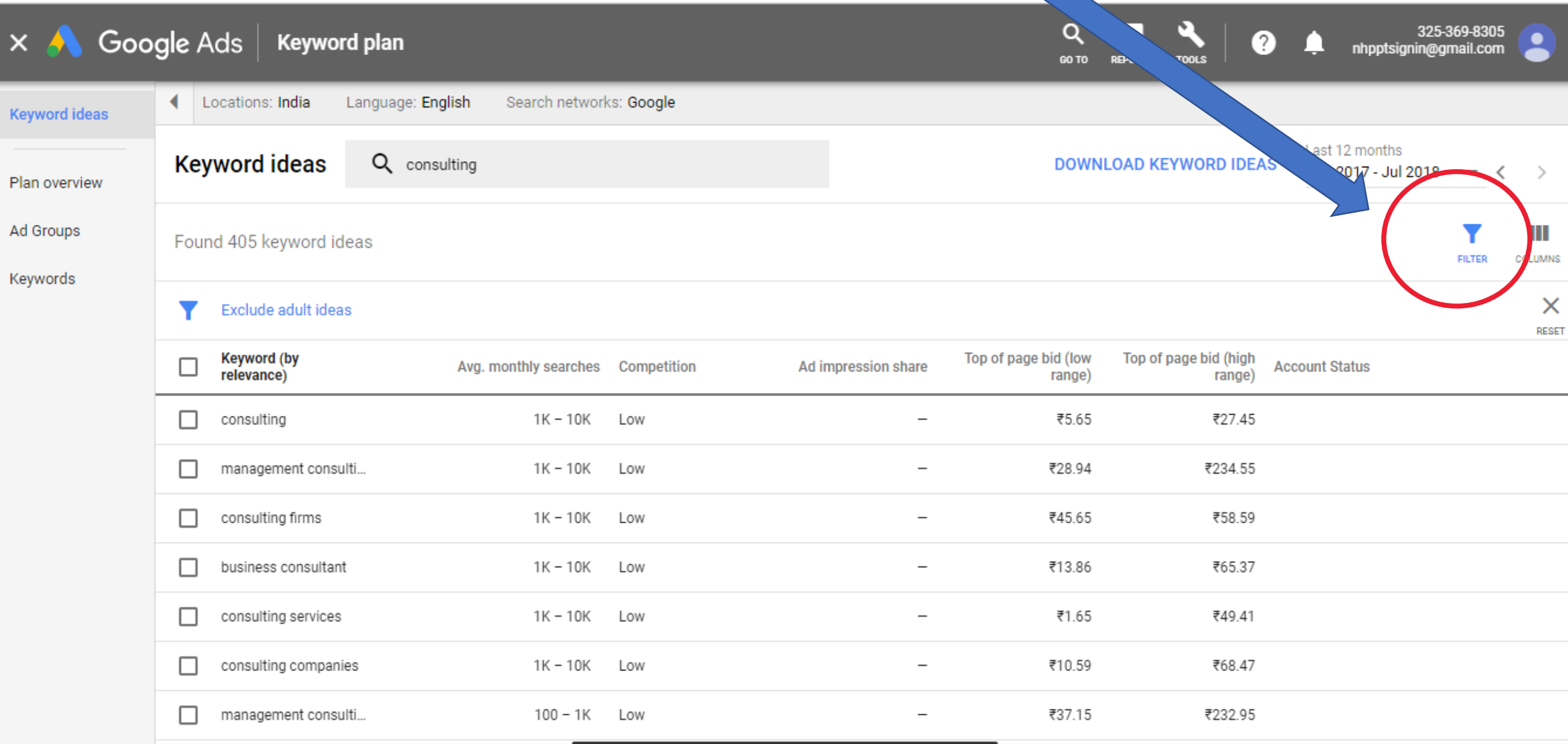
<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/>	consulting	1K - 10K	Low	-	₹5.65	₹27.45	
<input type="checkbox"/>	management consulti...	1K - 10K	Low	-	₹28.94	₹234.55	
<input type="checkbox"/>	consulting firms	1K - 10K	Low	-	₹45.65	₹58.59	
<input type="checkbox"/>	business consultant	1K - 10K	Low	-	₹13.86	₹65.37	
<input type="checkbox"/>	consulting services	1K - 10K	Low	-	₹1.65	₹49.41	
<input type="checkbox"/>	consulting companies	1K - 10K	Low	-	₹10.59	₹68.47	
<input type="checkbox"/>	management consulti...	100 - 1K	Low	-	₹37.15	₹232.95	



KEYWORDS

STEP 11:

You can also filter the keyword based on your requirement



The screenshot displays the Google Ads Keyword Planner interface. At the top, the search parameters are set to "Locations: India", "Language: English", and "Search networks: Google". The search term "consulting" is entered in the search bar. The interface shows "Found 405 keyword ideas". A blue arrow points from the main heading to a red circle around the "FILTER" icon in the top right corner of the results area. Below the search bar, there are options to "Exclude adult ideas" and a "RESET" button. The main content is a table of keyword ideas with columns for "Keyword (by relevance)", "Avg. monthly searches", "Competition", "Ad impression share", "Top of page bid (low range)", "Top of page bid (high range)", and "Account Status".

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/>	consulting	1K - 10K	Low	-	₹5.65	₹27.45	
<input type="checkbox"/>	management consulti...	1K - 10K	Low	-	₹28.94	₹234.55	
<input type="checkbox"/>	consulting firms	1K - 10K	Low	-	₹45.65	₹58.59	
<input type="checkbox"/>	business consultant	1K - 10K	Low	-	₹13.86	₹65.37	
<input type="checkbox"/>	consulting services	1K - 10K	Low	-	₹1.65	₹49.41	
<input type="checkbox"/>	consulting companies	1K - 10K	Low	-	₹10.59	₹68.47	
<input type="checkbox"/>	management consulti...	100 - 1K	Low	-	₹37.15	₹232.95	



KEYWORDS

STEP 12:

Click on Exclude keywords in my plan

The screenshot shows the Google Ads Keyword Planner interface. At the top, there's a navigation bar with 'Google Ads' and 'Keyword plan'. Below that, filters for 'Locations: India', 'Language: English', and 'Search networks: Google' are visible. The main search area contains 'consulting' and a 'DOWNLOAD KEYWORD IDEAS' button. A filter bar shows 'Exclude adult ideas' is active. A dropdown menu is open, listing various filters, with 'Exclude keywords in my plan' circled in red. A blue arrow points from the top text to this option. The background shows a table of keyword ideas with columns for 'Keyword (by relevance)', 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account Status'.

Keyword (by relevance)	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/> consulting	-	₹5.65	₹27.45	
<input type="checkbox"/> management consulti...	-	₹28.94	₹234.55	
<input type="checkbox"/> consulting firms	-	₹45.65	₹58.59	
<input type="checkbox"/> business consultant	-	₹13.86	₹65.37	

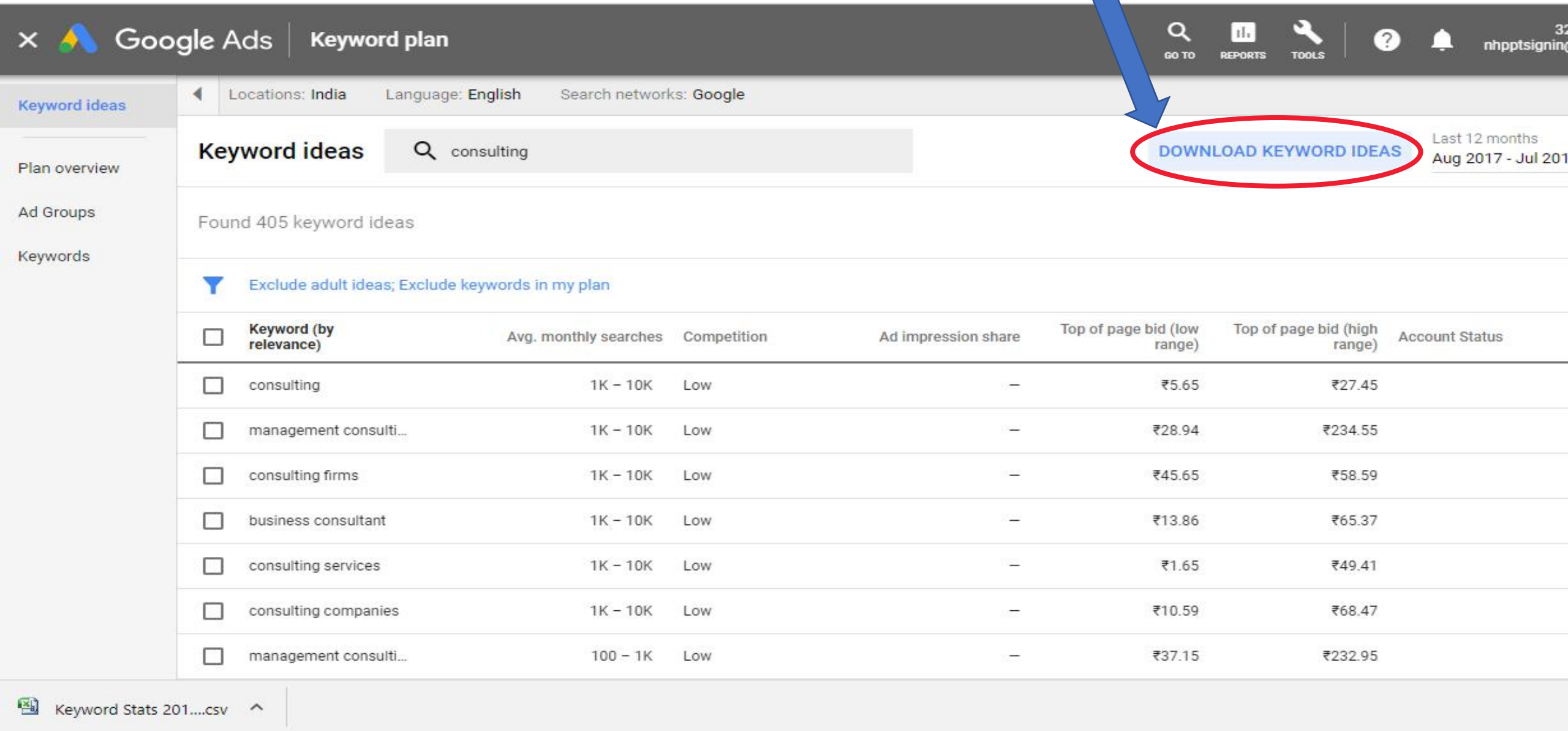
It will automatically refine keywords



KEYWORDS

STEP 13:

After the filtering process click download



The screenshot shows the Google Ads Keyword Ideas interface. At the top, there are navigation icons for 'GO TO', 'REPORTS', 'TOOLS', and a help icon. Below the navigation bar, the page title is 'Keyword plan' and the search parameters are 'Locations: India', 'Language: English', and 'Search networks: Google'. The main heading is 'Keyword ideas' with a search input containing 'consulting'. A red circle highlights the 'DOWNLOAD KEYWORD IDEAS' button in the top right corner, with a blue arrow pointing to it from the main heading. Below the heading, it says 'Found 405 keyword ideas'. There are two filter options: 'Exclude adult ideas' and 'Exclude keywords in my plan'. A table lists the keyword ideas with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account Status'. The table contains 8 rows of data.

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/>	consulting	1K - 10K	Low	—	₹5.65	₹27.45	
<input type="checkbox"/>	management consulti...	1K - 10K	Low	—	₹28.94	₹234.55	
<input type="checkbox"/>	consulting firms	1K - 10K	Low	—	₹45.65	₹58.59	
<input type="checkbox"/>	business consultant	1K - 10K	Low	—	₹13.86	₹65.37	
<input type="checkbox"/>	consulting services	1K - 10K	Low	—	₹1.65	₹49.41	
<input type="checkbox"/>	consulting companies	1K - 10K	Low	—	₹10.59	₹68.47	
<input type="checkbox"/>	management consulti...	100 - 1K	Low	—	₹37.15	₹232.95	

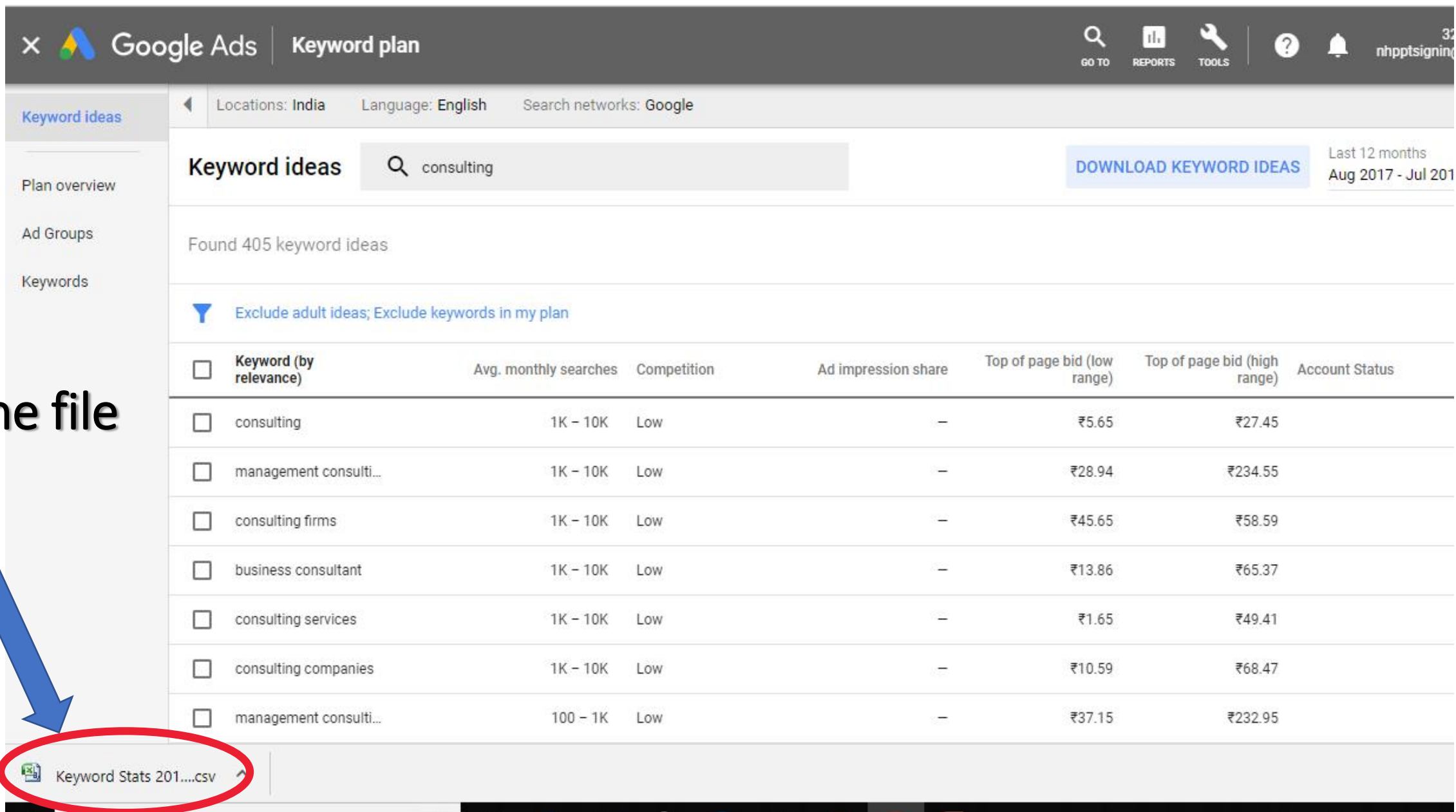
Keyword Stats 201....csv



KEYWORDS

STEP 14:

Keywords downloaded as an Excel file



The screenshot shows the Google Ads Keyword plan interface. At the top, there's a navigation bar with the Google Ads logo and 'Keyword plan'. Below that, filters for 'Locations: India', 'Language: English', and 'Search networks: Google' are visible. A search bar contains the keyword 'consulting'. To the right of the search bar is a blue button labeled 'DOWNLOAD KEYWORD IDEAS'. Below the search bar, it says 'Found 405 keyword ideas'. There are two filter options: 'Exclude adult ideas' and 'Exclude keywords in my plan'. A table of keyword ideas is displayed with columns: 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account Status'. The table lists several keywords like 'consulting', 'management consulti...', 'consulting firms', 'business consultant', 'consulting services', 'consulting companies', and 'management consulti...'. At the bottom left, a file download icon is visible with the filename 'Keyword Stats 201...csv', which is circled in red. A blue arrow points from the text 'Open the file' to this red circle.

Google Ads | Keyword plan

GO TO | REPORTS | TOOLS | ? | nhptsignin

Keyword ideas | Locations: India | Language: English | Search networks: Google

Keyword ideas | consulting | DOWNLOAD KEYWORD IDEAS | Last 12 months | Aug 2017 - Jul 201

Found 405 keyword ideas

Exclude adult ideas; Exclude keywords in my plan

<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/>	consulting	1K - 10K	Low	-	₹5.65	₹27.45	
<input type="checkbox"/>	management consulti...	1K - 10K	Low	-	₹28.94	₹234.55	
<input type="checkbox"/>	consulting firms	1K - 10K	Low	-	₹45.65	₹58.59	
<input type="checkbox"/>	business consultant	1K - 10K	Low	-	₹13.86	₹65.37	
<input type="checkbox"/>	consulting services	1K - 10K	Low	-	₹1.65	₹49.41	
<input type="checkbox"/>	consulting companies	1K - 10K	Low	-	₹10.59	₹68.47	
<input type="checkbox"/>	management consulti...	100 - 1K	Low	-	₹37.15	₹232.95	

Keyword Stats 201...csv

Open the file



KEYWORDS

STEP 15:

Downloaded file of keyword research

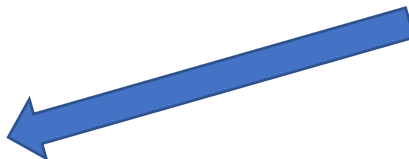
1	Keyword Stats 2018-08-30 at 11_53_42			
2	29 August 2018 - 29 August 2018			
3	Keyword	Min search volume	Max search volume	Competition
4	consulting	1,000	10,000	Low
5	management consulting	1,000	10,000	Low
6	consulting firms	1,000	10,000	Low
7	business consultant	1,000	10,000	Low
8	consulting services	1,000	10,000	Low
9	consulting companies	1,000	10,000	Low
10	management consulting firms	100	1,000	Low
11	business consulting services	1,000	10,000	Low
12	business consulting firms	100	1,000	Low
13	top consulting firms	100	1,000	Low
14	strategy consulting firms	100	1,000	Low
15	strategy consulting	100	1,000	Low
16	top management consulting firms	100	1,000	Low
17	business management consultant	100	1,000	Low
18	best consulting firms	100	1,000	Low
19	consulting group	10	100	Low
20	business consultant company	100	1,000	Low
21	consulting website	100	1,000	Low
22	management consulting companies	100	1,000	Low
23	consulting service	100	1,000	Low
24	consulting agency	100	1,000	Low
25	consultant management	10	100	Low



KEYWORDS

STEP 16:

Search each word
in Google and find
the search results



1	Keyword Stats 2018-08-30 at 11_53_42			
2	29 August 2018 - 29 August 2018			
3	Keyword	Min search volume	Max search volume	Competition
4	consulting	1,000	10,000	Low
5	management consulting	1,000	10,000	Low
6	consulting firms	1,000	10,000	Low
7	business consultant	1,000	10,000	Low
8	consulting services	1,000	10,000	Low
9	consulting companies	1,000	10,000	Low
10	management consulting firms	100	1,000	Low
11	business consulting services	1,000	10,000	Low
12	business consulting firms	100	1,000	Low
13	top consulting firms	100	1,000	Low
14	strategy consulting firms	100	1,000	Low
15	strategy consulting	100	1,000	Low
16	top management consulting firms	100	1,000	Low
17	business management consultant	100	1,000	Low
18	best consulting firms	100	1,000	Low
19	consulting group	10	100	Low
20	business consultant company	100	1,000	Low
21	consulting website	100	1,000	Low
22	management consulting companies	100	1,000	Low
23	consulting service	100	1,000	Low
24	consulting agency	100	1,000	Low
25	consultant management	10	100	Low



KEYWORDS

STEP 17:

Q consulting

Search
consulting in
Google



Search Google or type URL



M Gmail

G Consulting With Shan

G Google

G Consulting With Sh...

G Login | Goo... | Bann

G Consulting With Sh

G Google

G Consulting With Shan



KEYWORDS

STEP 18:

You will get the search results



consulting



All

Images

News

Maps

Books

More

Settings

Tools

About 1,01,00,00,000 results (0.59 seconds)

Dictionary

Enter a word, e.g. 'pie'



consulting

/kənˈsʌltɪŋ/

adjective

- engaged in the business of giving expert advice to people working in a professional or technical field.
"a consulting engineer"

noun

- the business of giving expert advice to other professionals.
"preference will be given to applicants with some experience in consulting for industry"

Management consulting



MANAGEMENT CONSULTING

Management consulting is the practice of helping organizations to improve their performance, operating primarily through the analysis of existing organizational problems and the development of plans for improvement. [Wikipedia](#)

[Feedback](#)

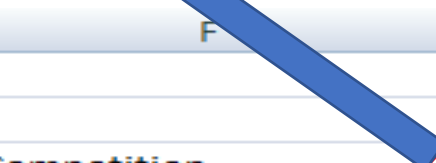
See results about



KEYWORDS

STEP 19:

Enter each search results & Repeat Process



	A	D	E	F	G
1	Keyword Stats 2018-08-30 at 11_53_42				
2	29 August 2018 - 29 August 2018				
3	Keyword	Min search volume	Max search volume	Competition	Search result
4	consulting	1,000	10,000	Low	1,01,00,00,000
5	management consulting	1,000	10,000	Low	48,30,00,000
6	consulting firms	1,000	10,000	Low	
7	business consultant	1,000	10,000	Low	
8	consulting services	1,000	10,000	Low	
9	consulting companies	1,000	10,000	Low	
10	management consulting firms	100	1,000	Low	
11	business consulting services	1,000	10,000	Low	
12	business consulting firms	100	1,000	Low	
13	top consulting firms	100	1,000	Low	
14	strategy consulting firms	100	1,000	Low	
15	strategy consulting	100	1,000	Low	
16	top management consulting firms	100	1,000	Low	
17	business management consultant	100	1,000	Low	
18	best consulting firms	100	1,000	Low	
19	consulting group	10	100	Low	
20	business consultant company	100	1,000	Low	
21	consulting website	100	1,000	Low	
22	management consulting companies	100	1,000	Low	
23	consulting service	100	1,000	Low	
24	consulting agency	100	1,000	Low	
25	consultant management	10	100	Low	

SEARCH RESULT



COMPETITION



SEARCH RESULT



COMPETITION





Keywords

SEARCH

**KEYWORD
RESEARCH IS
SUCCESSFUL!!**



ADM Keyword Research TOOLS

FEATURES

ALL-IN-ONE SEO SOFTWARE MADE SIMPLE.



100%



**100% ACCURATE KEYWORD
RANK TRACKING**

The image features a central white banner with the text 'SEO/PPC COMPETITOR RESEARCH TOOL'. The background is split into a light blue upper half and an orange lower half. The blue section contains icons for a cloud, gears, a laptop with a bar chart, and a tablet with a pie chart. The orange section contains icons for a hand clicking a screen, a stack of coins, and a dollar sign. The word 'SEO' is written in white on the blue background, and 'PPC' is written in white on the orange background.

SEO

SEO/PPC COMPETITOR RESEARCH TOOL

PPC



IN-DEPTH WEBSITE AUDIT



BACKLINK CHECKING & MONITORING



SEO

ON-PAGE SEO CHECKER

KEYWORD SUGGESTION TOOL



SOCIAL MEDIA MANAGEMENT





SEARCH VOLUME CHECKING

DEEP WEBSITE ANALYSIS



I could try and...
...we all want...
...we still...
...I am just about to give...
...customer come!! That's a...
...the best our product...
...us one!!

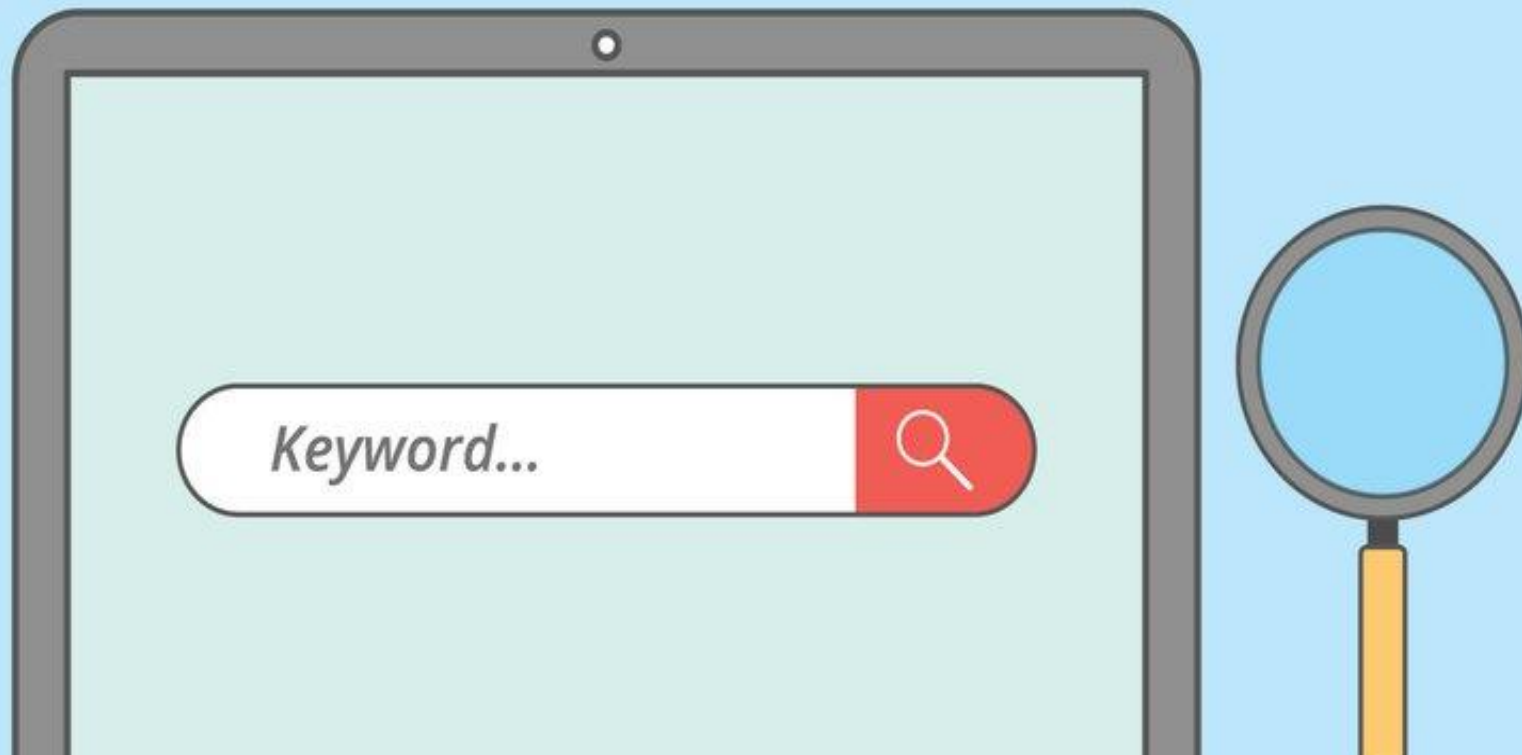
This morning, we had...
...may we all want...
...we still...
...I could try and...
...we all want...
...we still...
...I am just about to give...
...customer come!! That's a...
...the best our product...
...us one!!

COMPETITOR ANALYSIS



POWERFUL REPORTING TOOL





**A NEAR-INFINITE NUMBER OF
KEYWORDS AVAILABLE FOR TRACKING**

Keywords..



HOW OUR PLATFORM DO KEYWORD RESEARCH

ADM SEO DASHBOARD

ADM

Projects

Competitor Research

Keyword Research

Backlink Checker

More



EA

[Back to old interface](#) [Leave feedback](#)

ACTIVE WEBSITES (3)

EXPORT



+ CREATE PROJECT

RECHECK DATA

KEYWORDS 714

100% PROGRESS

RATE US



AVERAGE POSITION

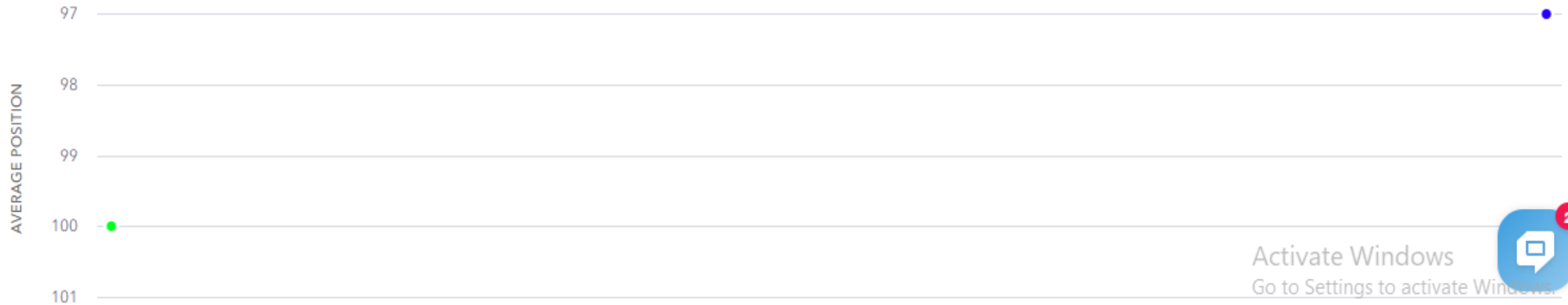
TRAFFIC FORECAST

SEARCH VISIBILITY

% IN TOP 10

Period: WEEK MONTH 3 MONTHS 6 MONTHS

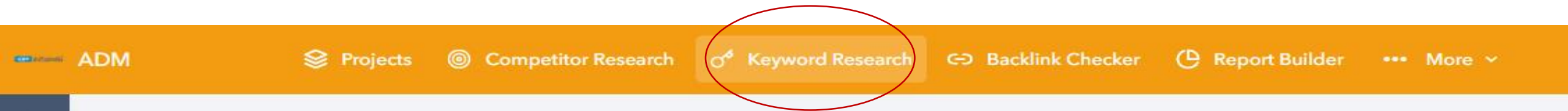
ALL WEBSITES GROUPS







Activate Windows
Go to Settings to activate Windows.



CLICK ON KEYWORD RESEARCH TOOL

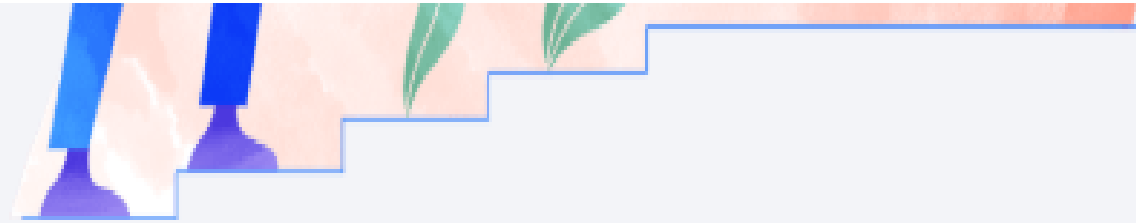


Find the most profitable keywords to rank for



Enter a keyword    

Activate
Go to Set

TYPE YOUR KEYWORD

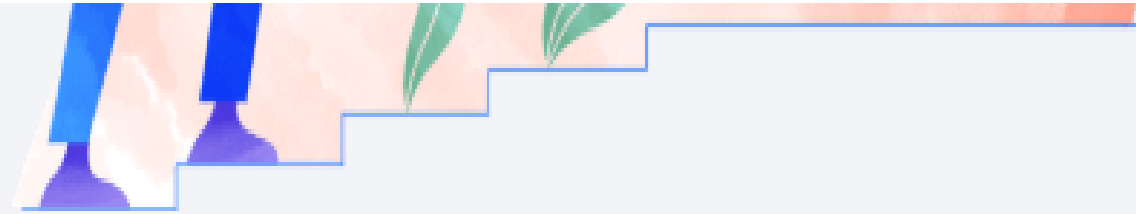


Find the most profitable keywords to rank for




 x   v Q ANALYZE

Activ
Go to 9

CLICK ON ANALYZE



Find the most profitable keywords to rank for

 x |   v  ANALYZE

Activ
Go to 9

RESULT

ADM

Projects

Competitor Research

Keyword Research

Backlink Checker

Report Builder

More



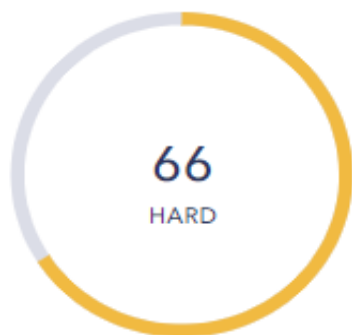
consulting > Keyword Research > Overview

[Back to old interface](#)

consulting

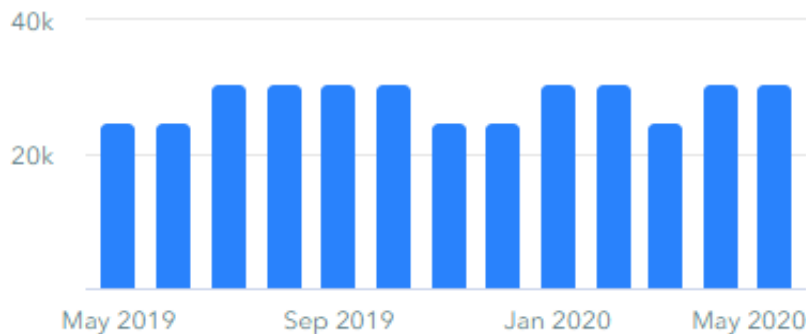


DIFFICULTY ⁱ



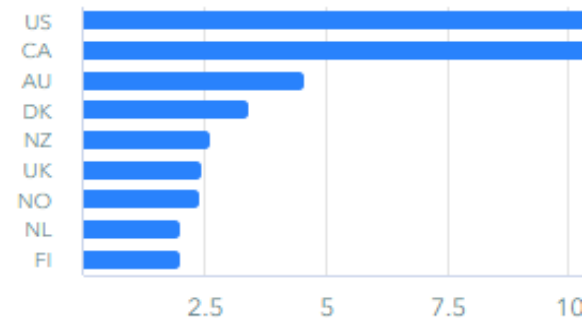
SEARCH VOLUME ⁱ

30.6K



CPC ⁱ

\$10.79



Keyword ideas ⁱ

SIMILAR KEYWORDS

SEARCH VOL

RELATED KEYWORDS

SEARCH VOL

LOW SEARCH VOLUME

Activate Window

Go to Settings to activate

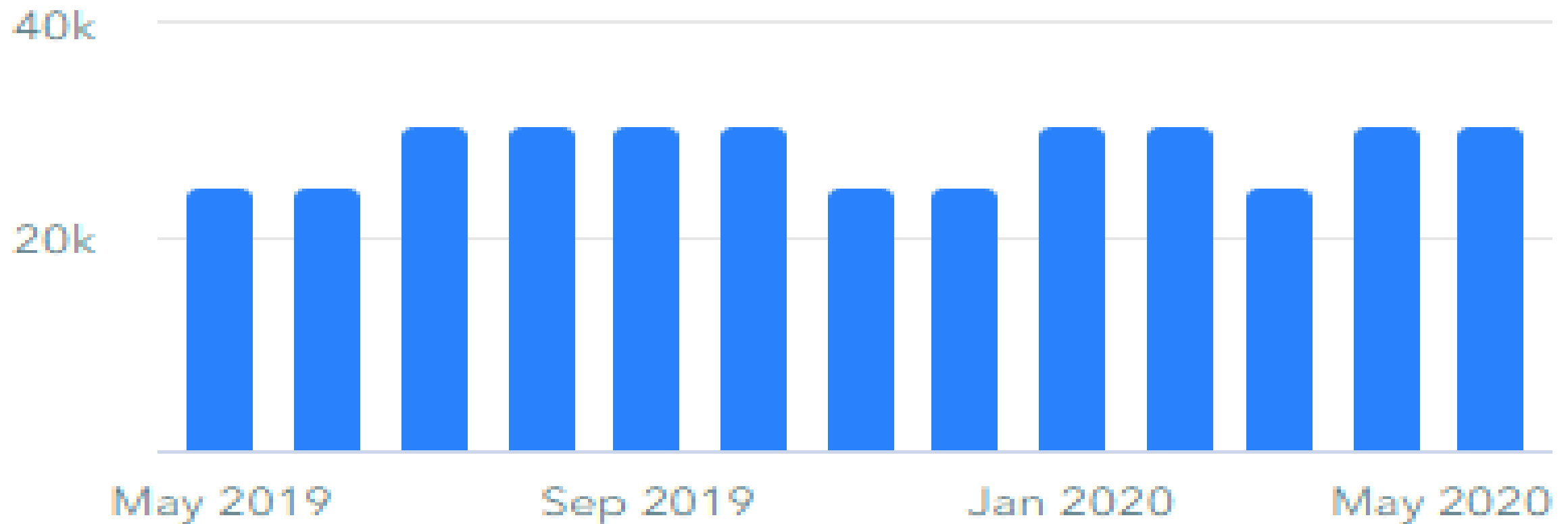
**YOU CAN SEE THE
FOLLOWING IN DETAIL**



WORDS

SEARCH VOLUME ⁱ

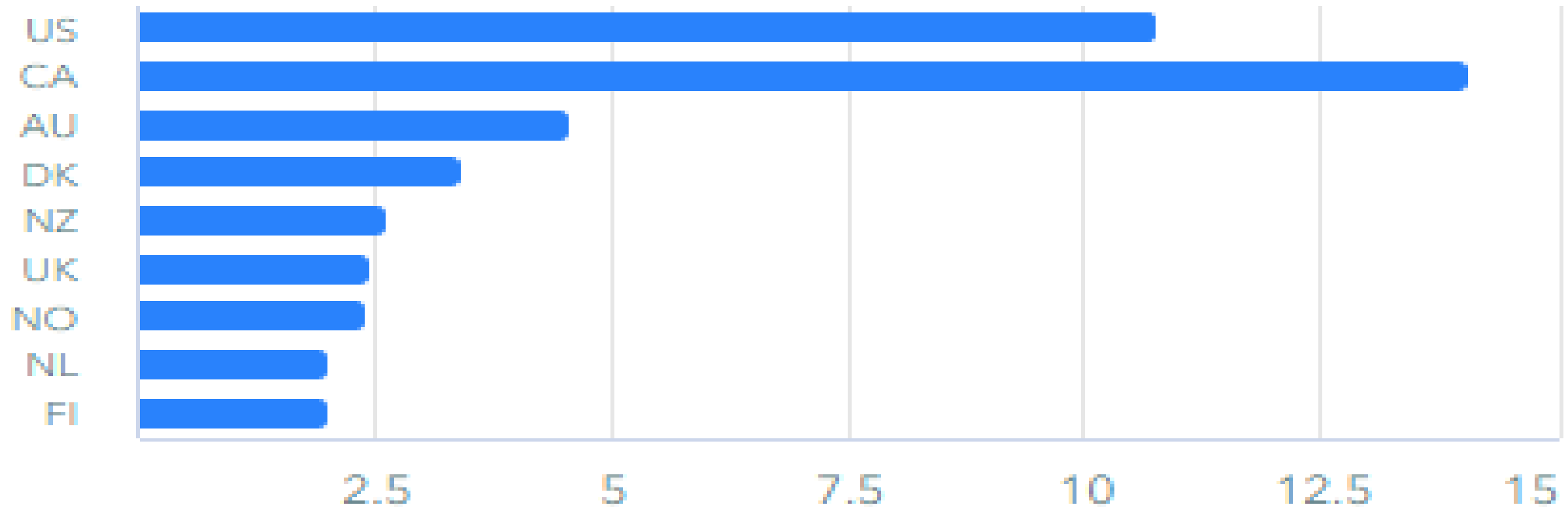
30.6K



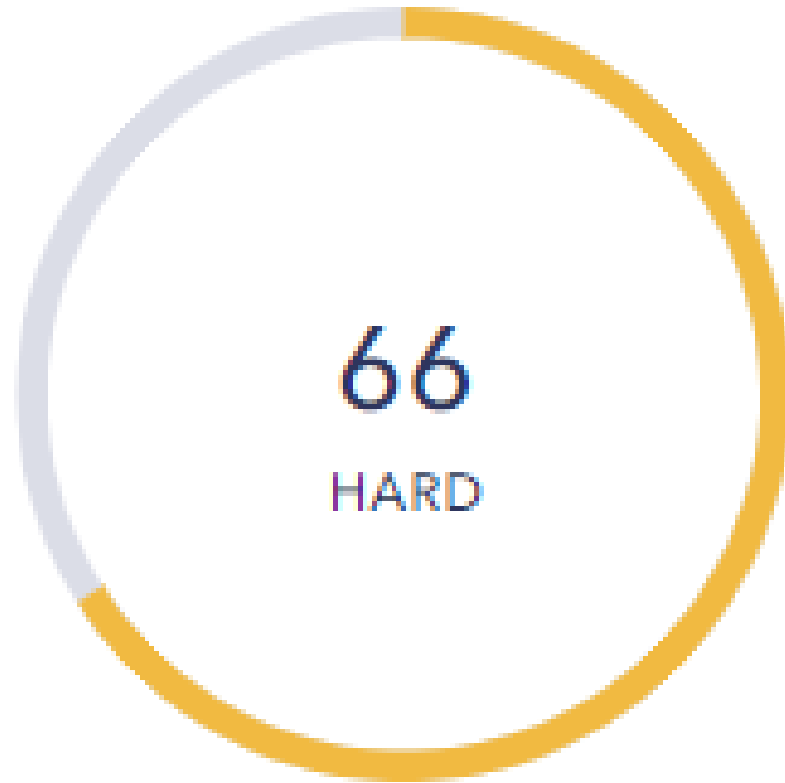
CPC ⁱ

\$10.79

COMPETITION: 0.1



DIFFICULTY ⁱ



KEYWORD IDEAS- YOU CAN VIEW DETAILED REPORT

Keyword ideas ⁱ

SIMILAR KEYWORDS

SEARCH VOL.

consultant

74,000

consultants

74,000

consultancy

74,000

consultant's

74,000

consult


60,500

[→ VIEW DETAILED REPORT \(100,406\)](#)

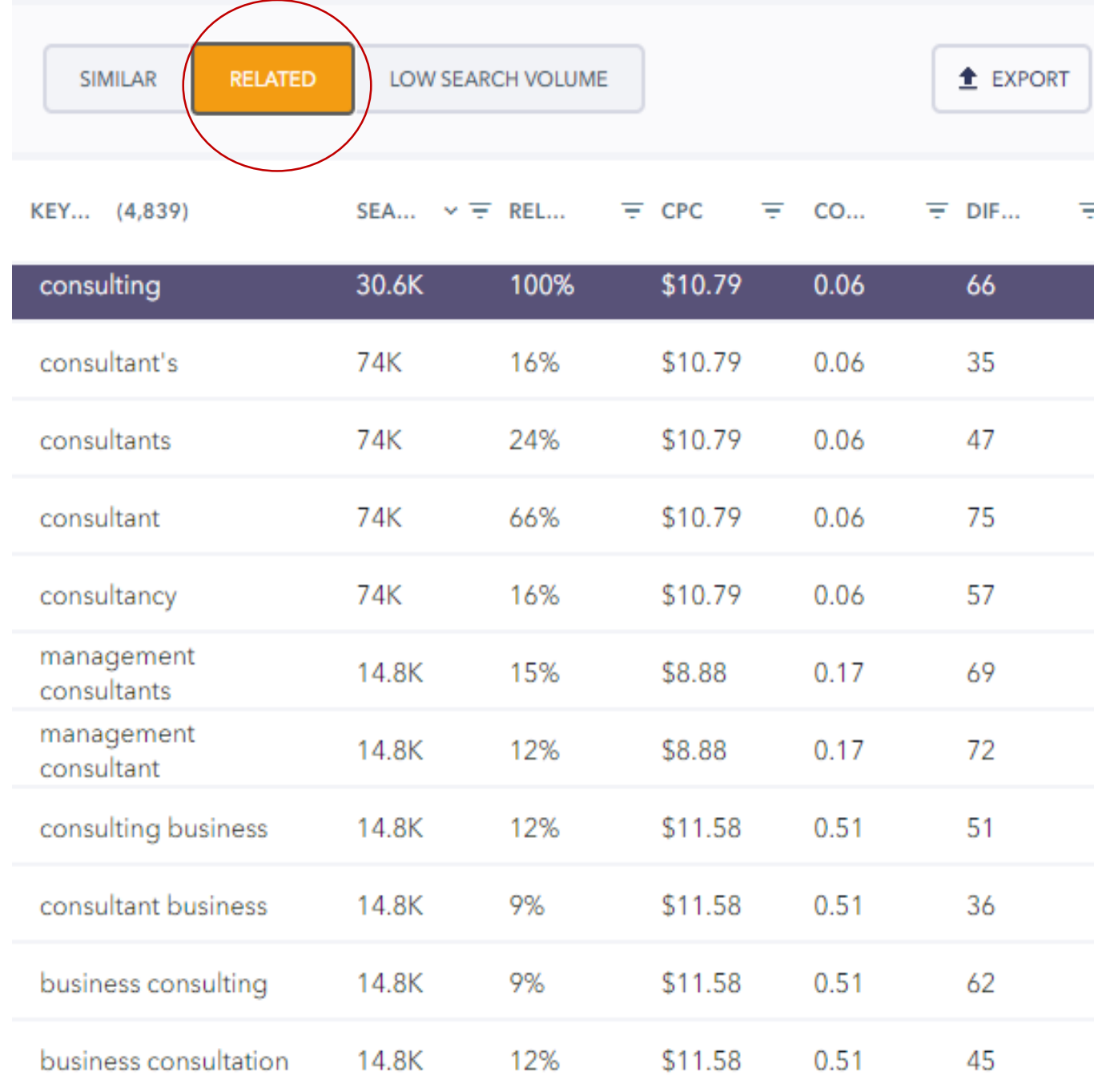
YOU CAN EXPORT THE ENTIRE LIST

KE... (100,406)	SEARC... ▾	CPC	COMP...	DIFFIC...
consulting	30.6K	\$10.79	0.06	66
consultant	74K	\$10.79	0.06	75
consultants	74K	\$10.79	0.06	47
consultancy	74K	\$10.79	0.06	57
consultant's	74K	\$10.79	0.06	35
consult	60.5K	\$3.79	0.01	50
consultation	60.5K	\$3.79	0.01	64
boston consulting group	27.1K	\$3.34	0	78
financial consultants	22.2K	\$16.33	0.04	49
financial consultation	22.2K	\$16.33	0.04	40
financial consultant	22.2K	\$16.33	0.04	70
financial consulting	22.2K	\$16.33	0.04	43

Organic SERP ⁱ

	URL	ESTIMATED TRAFFIC	MONTHLY TRAFFIC COST	KEYWORD TOTAL
1 ▲ 1	 https://hbr.org/19...	15.3M	\$25M	1.8M
2 ▲ 1	 https://www.entre...	9.3M	\$34.6M	1.8M
3 ▼ 2	 https://www.consu...	133.1K	\$643.5K	22.5K
4	 https://en.wikipedi...	3.8B	\$3.7B	116.3M
5	 https://www.mckin...	826.7K	\$3M	550.3K
6	 https://www.bcg.c...	180.7K	\$439.6K	175.1K
7	 https://www.bain.c...	220.3K	\$1.2M	111.9K
8	 https://www.consu...	42.2K	\$383.4K	9.2K
9 ▼ 4	 https://www.builti...	2M	\$9M	135.2K
10 ▼ 4	 https://manageme...	103.7K	\$477.2K	30.5K

**YOU WILL GET
THE RELATED
KEYWORD AS
WELL**



The screenshot shows a keyword tool interface with a table of related keywords. At the top, there are three filter buttons: 'SIMILAR', 'RELATED' (highlighted with a red circle), and 'LOW SEARCH VOLUME'. To the right is an 'EXPORT' button. Below the filters, the table has columns for 'KEY...', 'SEA...', 'REL...', 'CPC', 'CO...', and 'DIF...'. The first row is highlighted in dark blue.

KEY... (4,839)	SEA...	REL...	CPC	CO...	DIF...
consulting	30.6K	100%	\$10.79	0.06	66
consultant's	74K	16%	\$10.79	0.06	35
consultants	74K	24%	\$10.79	0.06	47
consultant	74K	66%	\$10.79	0.06	75
consultancy	74K	16%	\$10.79	0.06	57
management consultants	14.8K	15%	\$8.88	0.17	69
management consultant	14.8K	12%	\$8.88	0.17	72
consulting business	14.8K	12%	\$11.58	0.51	51
consultant business	14.8K	9%	\$11.58	0.51	36
business consulting	14.8K	9%	\$11.58	0.51	62
business consultation	14.8K	12%	\$11.58	0.51	45

SIMILAR

RELATED

LOW SEARCH VOLUME

KEYWORD (181,790)

consulting

zz management and consulting malaysia

zz management and consulting malaysia

zz consulting

zytech consulting

zysman consulting group inc

zysman consulting group

zynex billing and consulting

zyman consulting

zyman consulting

zygon caspian consulting

**YOU WILL GET
THE RELATED
KEYWORD AS
WELL**

YOU CAN BUILD COUNTRY WISE FILTERING

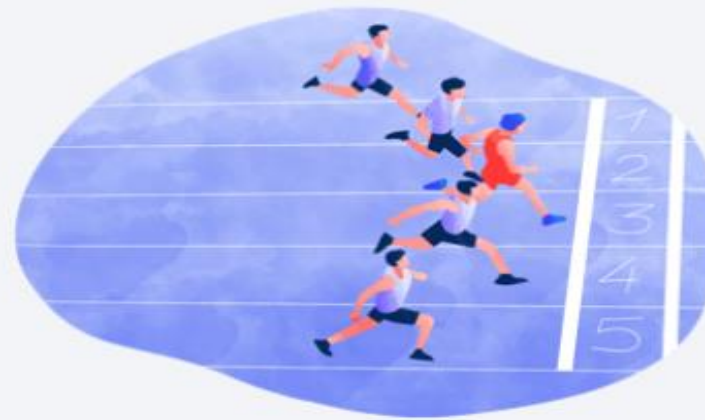
The screenshot shows a software interface for keyword research. At the top, there are navigation tabs: ADM, Projects, Competitor Research, and Keyword Research. The main content area is titled 'consulting > Keyword Research > Keyword suggestions'. A search bar contains the word 'consulting'. Below the search bar, there are tabs for 'SIMILAR', 'RELATED', and 'LOW S'. A dropdown menu is open, showing a search input field and a list of countries with their respective flags: Albania, Andorra, Australia, Austria, Belarus, and Belgium. The main table below the search bar lists various keyword suggestions with their search volumes and other metrics.

Keyword	Search Volume	Cost	Competition	Difficulty
consulting	30.6K			66
consultant	74K			75
consultants	74K			47
consultancy	74K			57
consultant's	74K	\$10.79	0.06	35
consult	60.5K	\$3.79	0.01	50
consultation	60.5K	\$3.79	0.01	64


HOW ADM DOES COMPETITOR ANALYSIS



WE HAVE COMPETITOR RESEARCH TOOL



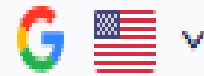
A detailed analysis of competitor paid and organic traffic campaigns

Enter the address of the competitor's site   

TYPE YOUR COMPETITOR URL

A detailed analysis of competitor paid and organic traffic campaigns

mckinsey.com



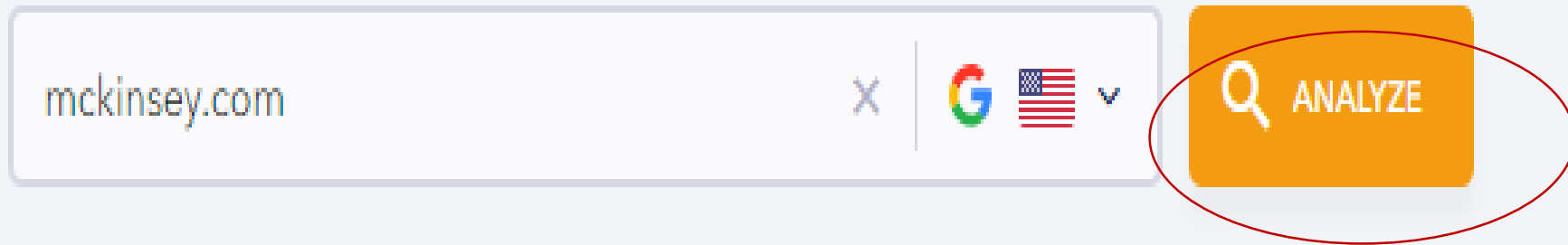
ANALYZE

Activate V

Go to Settings

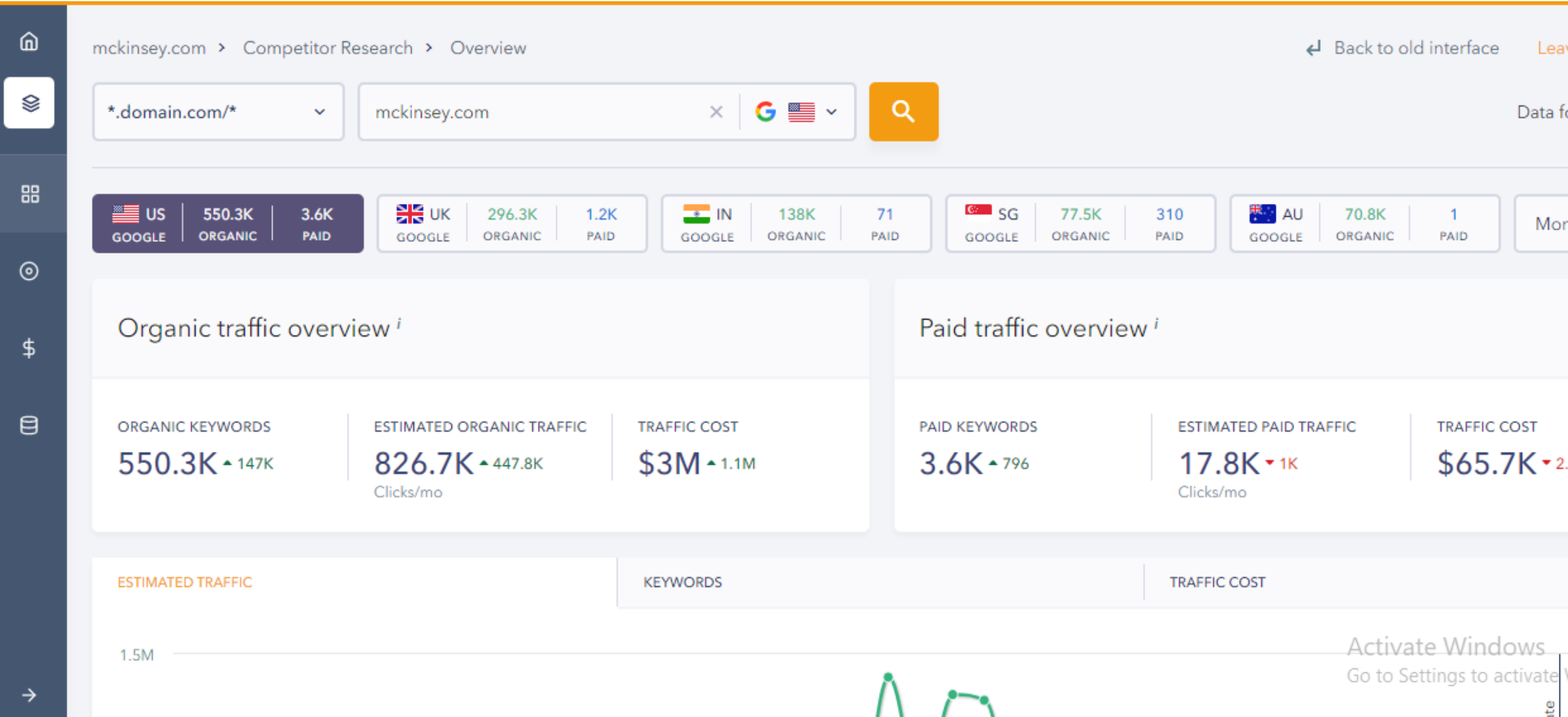
THEN ANALYZE

A detailed analysis of competitor paid and organic traffic campaigns



The image shows a search bar interface. On the left, the text "mckinsey.com" is entered. To the right of the text is a close button (X). Further right is the Google logo, followed by a flag icon representing the United States and a dropdown arrow. To the right of the search bar is an orange button with a magnifying glass icon and the word "ANALYZE". This button is circled in red.


THIS IS THE REPORT



COUNTRY LEVEL RESULT

 US GOOGLE	550.3K ORGANIC	3.6K PAID	 UK GOOGLE	296.3K ORGANIC	1.2K PAID
---	--------------------------	---------------------	---	--------------------------	---------------------

 IN GOOGLE	138K ORGANIC	71 PAID	 SG GOOGLE	77.5K ORGANIC	310 PAID
---	------------------------	-------------------	---	-------------------------	--------------------

 AU GOOGLE	70.8K ORGANIC	1 PAID	More 
---	-------------------------	------------------	---

Organic traffic overview ⁱ

ORGANIC KEYWORDS

550.3K ▲ 147K

ESTIMATED ORGANIC TRAFFIC

826.7K ▲ 447.8K

Clicks/mo

TRAFFIC COST

\$3M ▲ 1.1M

Paid traffic overview ⁱ

PAID KEYWORDS

3.6K ▲ 796

ESTIMATED PAID TRAFFIC

17.8K ▼ 1K

Clicks/mo

TRAFFIC COST

\$65.7K ▼ 2.2K

COMPETITOR ORGANIC KEYWORD

Organic keywords ⁱ

ALL (550.3K) IMPROVED (86K) DECREASED (99.7K) NEW (359.2K) LOST (123.7K)

KEYWORD	SEARCH VOL.	POSITION	COMPETITION	CPC
mckinsey	110K	1	0	1.5
generation z	301K	5 ▼2	0.06	1
gen z	301K	6 ▼2	0.06	0.9
digital	49.5K	2 ▲5	0.02	1.2
operations	74K	3 ▲2	0.39	0.6



VIEW DETAILED REPORT

Organic competitors (499) ⁱ

DOMAIN	COMMON KEYWORDS	KEYWORD TOTAL
🔗  hbr.org	153,097	1.8M
🔗  deloitte.com	137,139	948.4K
🔗  springer.com	110,120	10.4M
🔗  statista.com	100,345	2.6M
🔗  chron.com	88,116	7.3M



VIEW DETAILED REPORT

COMPETITOR TOP PAGES AND TOP SUBDOMAINS

Top pages in organic search (9,952) ⁱ

URL	TRAFFIC SHARE	ESTIMATED TRAFFIC
https://www.mckinsey.com/	13.35%	110.4K
https://www.mckinsey.com/i...	4.99%	41.3K
https://www.mckinsey.com/b...	2.92%	24.1K
https://www.mckinsey.com/i...	1.53%	12.6K
https://www.mckinsey.com/b...	1.07%	8.8K



VIEW DETAILED REPORT

Top subdomains in organic search (24) ⁱ

URL	TRAFFIC SHARE	ESTIMATED TRAFFIC
www.mckinsey.com	98.15%	811.5K
healthcare.mckinsey.com	0.34%	2.8K
solutions.mckinsey.com	0.01%	88
myaccount.mckinsey.com	0.01%	85
assets.mckinsey.com	0.01%	60



VIEW DETAILED REPORT

COMPETITOR PAID KEYWORDS

Paid keywords ⁱ

ALL (3.6K) IMPROVED (32) DECREASED (20) NEW (1.5K) LOST (43)

KEYWORD	SEARCH VOL.	POSITION	COMPETITION	CPC
jobs in consultancy	8.1K	1	0.29	3.9
jobs in consultancies	8.1K	1	0.29	3.9
jobs for consultants	8.1K	1	0.29	3.9
jobs consultant	8.1K	1	0.29	3.9
jobs consultancy	8.1K	1	0.29	3.9



VIEW DETAILED REPORT

COMPETITOR POPULAR KEYWORD ADS

Most popular keyword ads ⁱ

EXPAN

2020

KEYWORD	TRAFFIC	TRAFFIC SHARE	AD COUNT	SEARCH VOL.	COMPETITION	CPC	< FEB	MAR	APR	MAY	JU
consulant jobs	575	3.24%	3	8.1K	0.27	3.89		AD #222	AD #768		
consulting jobs	575	3.24%	3	8.1K	0.24	3.1		AD #41	AD #147	AD #147	
consultant jobs	575	3.24%	3	8.1K	0.20	2.51		AD #82	AD #303	AD #303	
mckinsey & co	575	3.24%	2	8.1K	0.01	3.05					AD #1
consult jobs	575	3.24%	4	8.1K	0.18	3.74		AD #250	AD #55	AD #55	AD #1
consulting job	575	3.24%	3	8.1K	0.20	2.51		AD #63	AD #205	AD #205	
consultancy job	575	3.24%	3	8.1K	0.27	3.89			AD #333	AD #842	AD #1
consultant job	504	2.84%	2	7.1K	0.20	2.51		AD #81		AD #81	
consultants jobs	419	2.36%	3	5.9K	0.20	2.51		AD #113	AD #311	AD #311	
consultant healthcare jobs	206	1.16%	3	2.9K	0.17	3.41		AD #320	AD #1091	AD #1	

Activate Windows
Go to Settings to activate Windows



EVERYTHING IS TRANSPARENT



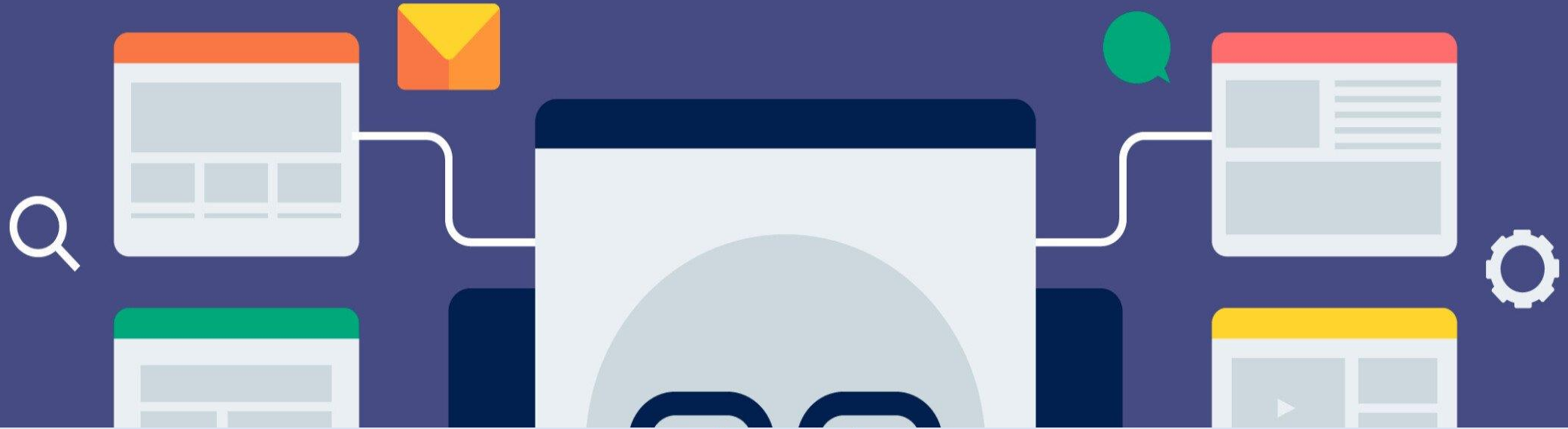
أشيقر[®]
DIGIMENTORS



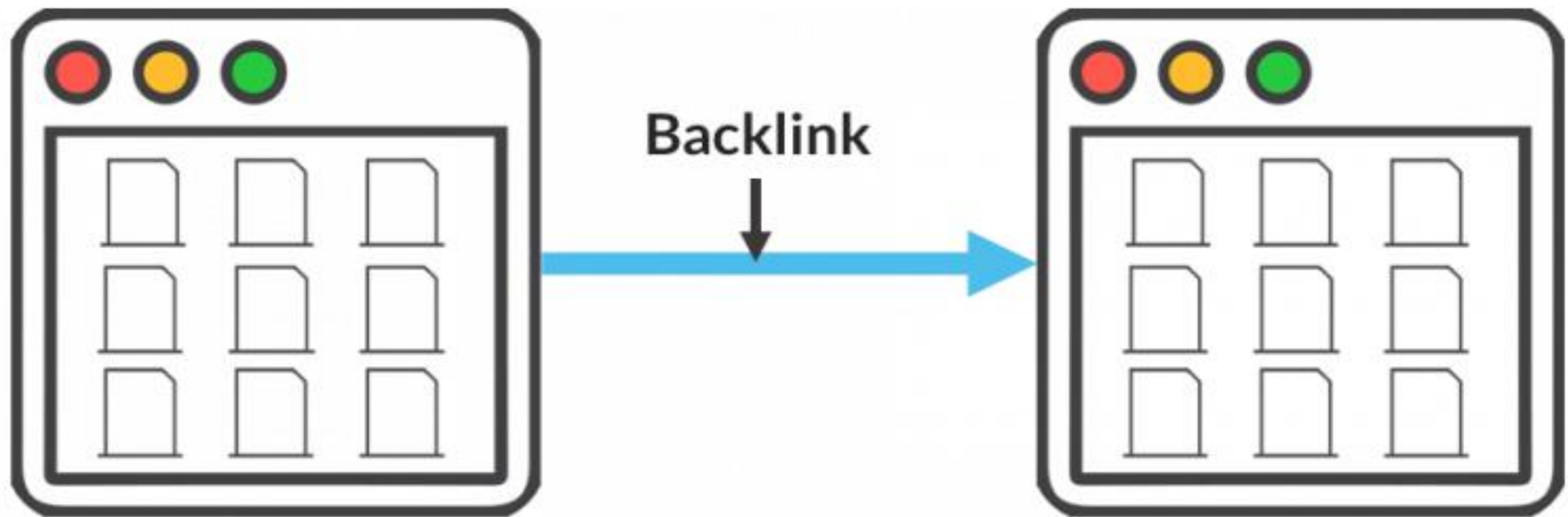
ADM BACKLINK CHECKER



WHAT IS A BACKLINK?



A backlink is a link created when one website links to another. Backlinks are also called "inbound links" or "incoming links." Backlinks are important to seo.



Website A

Site A has an external link to Site B

Website B

Site B has a backlink from site A

WHY ARE BACKLINKS IMPORTANT?

Backlinks are especially valuable for SEO because they represent a **"vote of confidence"** from one site to another.



In essence, backlinks to your website are a signal to search engines that others vouch for your content. If many sites link to the same webpage or website, search engines can infer that content is worth linking to, and therefore also worth surfacing on a SERP.

**SO, EARNING THESE BACKLINKS CAN HAVE
A POSITIVE EFFECT ON A SITE'S RANKING
POSITION OR SEARCH VISIBILITY.**



EARNING AND GIVING BACKLINKS

Earning backlinks is an essential component of off-site SEO. The process of obtaining these links is known as link earning or link building.

BACKLINK EXAMPLES

Commercial Center sits. Chris G. spoke with Paula about their public parking lot and roadways maintenance requests and was told it is scheduled for sealing and restriping, last service was in 2004, and last request was in 2009. A Win for Commercial Center.

This Historic Plaza was opened in 1983, and has housed hundreds of Las Vegas's finest small business owners for over 50 years. Providing a safe haven away from controlling corporate chains and allowing the small mom & pops family businesses to thrive, create and flourish.

Paula Sadler and the Business & Property owners within are dedicated to preserving this historic area by creating community through the expansion of Art, Music & Food. Several New Business and Restaurants recently opening or in the process of opening, Italian Oasis Pizzeria, Affordable Dental, Sausage Fest, Haifa, handcraftivity, and many more will be showcased at the open house, thank you to our friends in the media getting the word out.

www.freeparkandartlasvegas.com

<https://www.facebook.com/pg/commercialcenterdistrict/event...>

www.commercialcenterdistrict.com

Media Contact

Paula Sadler

Commercial Center District

702-737-3478

paula@commercialcenterusa.com



BACKLINK

Genesis Research & Technology Group Cleans the World With the WaterToken



WaterToken.io Splashes on the Blockchain Oct. 25, 2017

NEWS PROVIDED BY

[Genesis Research & Technology Group](#) →
Oct 21, 2017, 17:30 ET

BACKLINK



SHARE THIS ARTICLE



DALLAS, Oct. 21, 2017 /PRNewswire/ -- The much-publicized [WaterToken](#) is scheduled to release on Oct. 25 and will operate in conjunction with IoT (Internet of Things) technology on the blockchain. The Genesis Research & Technology Group WaterToken will unveil, after years of research and testing, a revolutionary breakthrough in cleaning of water by a patented, chemical-free, green technology. The WaterToken ICO represents the Genesis Research & Technology Group

HOW ADM SEO ENGINE CHECK YOUR BACKLINK COUNT

Tools > Backlink Checker > History

[Back to old interface](#) [Leave feedback](#)

Account limit 0 / 100

Get the full list of backlinks of any domain along with additional data on each backlink. This tool is perfect for analyzing the backlink profile of any website, including that of your competitors. In a matter of minutes, you get a detailed report on every backlink along with parameter data on the domains they originate from and the web pages they link out to. With this data, you get the full picture of any backlink profile and are able to evaluate the value and quality of each backlink.

TYPE DOMAIN



Tools > Backlink Checker > History

.domain.com/



bain.com



SEARCH

Get the full list of backlinks of any domain along with additional data on each backlink. This tool is perfect for analyzing the backlink profile of a competitors. In a matter of minutes, you get a detailed report on every backlink along with parameter data on the domains they originate from. With this data, you get the full picture of any backlink profile and are able to evaluate the value and quality of each backlink.

IT WILL SHOW THE NUMBER OF BACKLINKS

bain.com

Backlinks for bain.com

For your domain found:

Backlinks: **1,108,895**

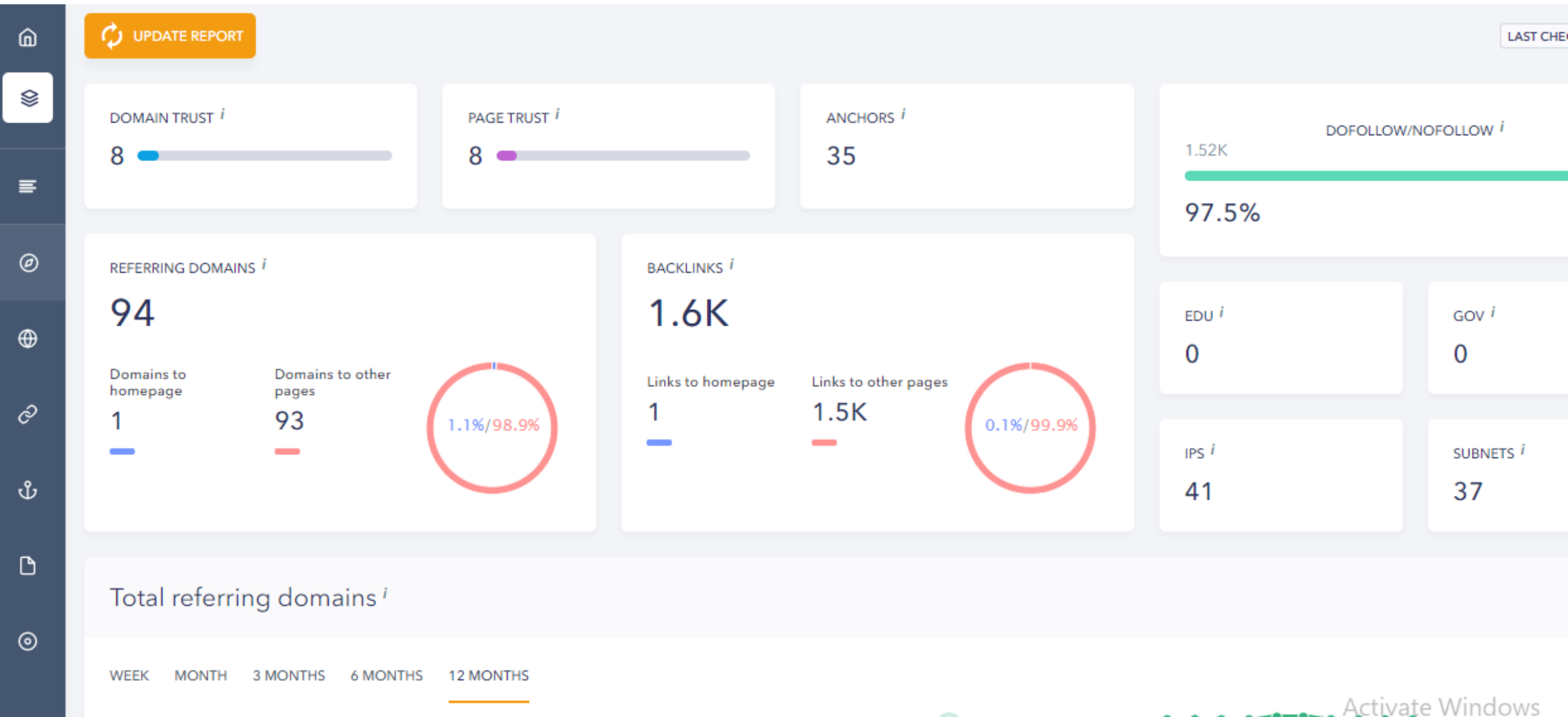
Domains: **17,548**

Note that only the first 30000 backlinks will be loaded.

Account limit 0 / 100

[CANCEL](#) [GET FULL REPORT](#)

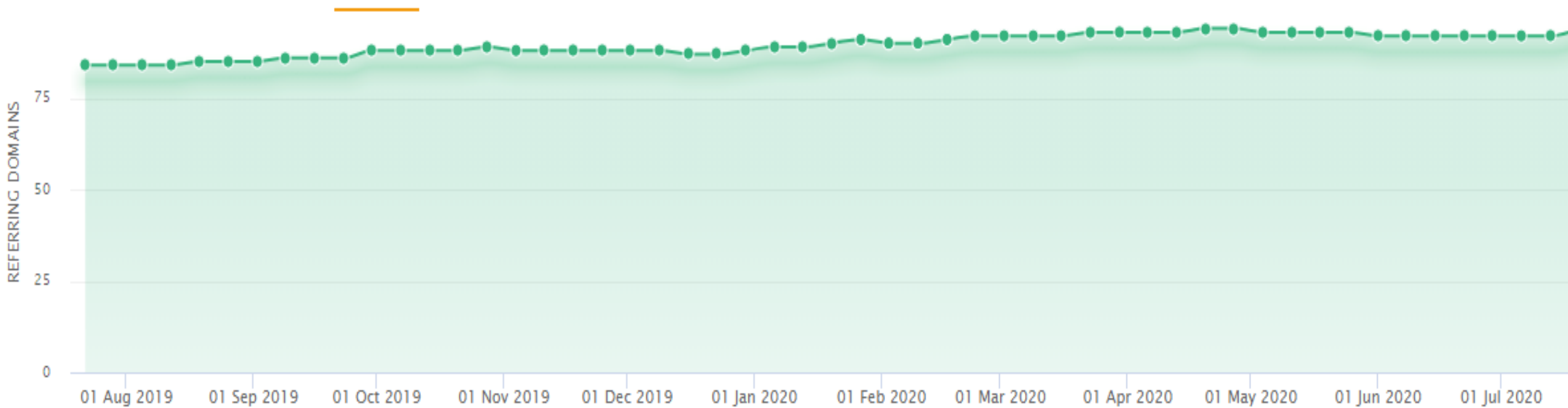
IT WILL SHOW A DETAILED REPORT



TOTAL REFERRING DOMAIN

Total referring domains ⁱ

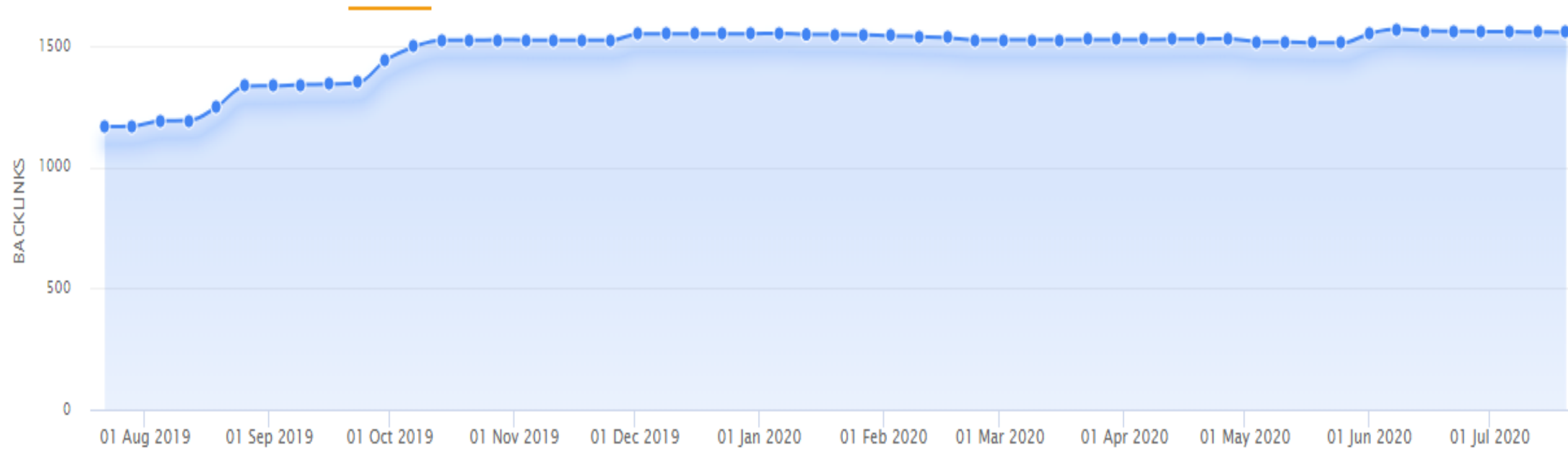
WEEK MONTH 3 MONTHS 6 MONTHS 12 MONTHS



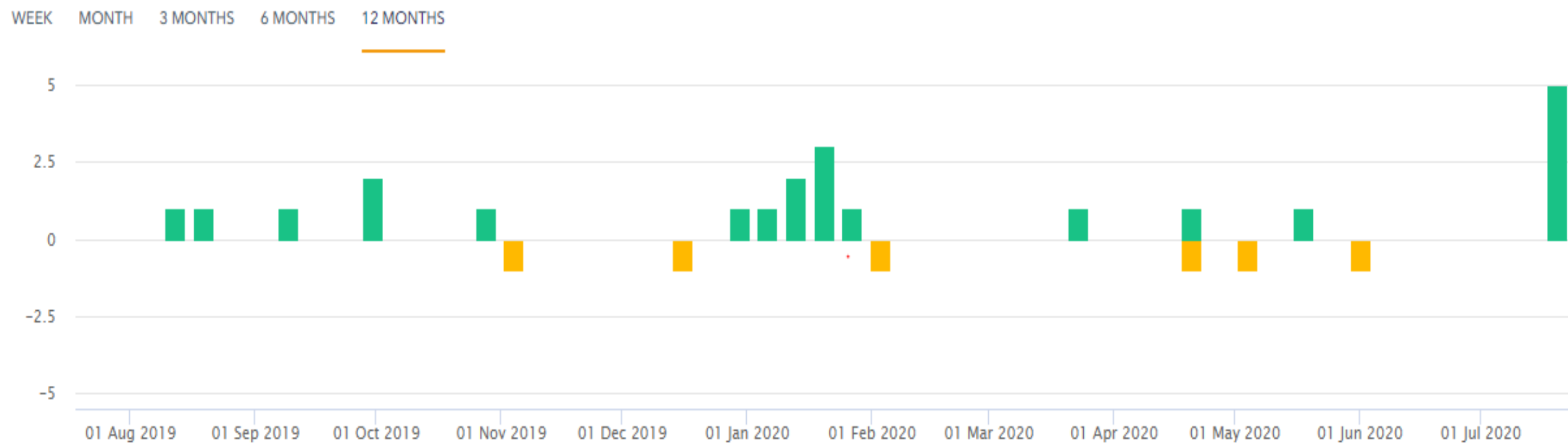
TOTAL BACKLINKS

Total backlinks ⁱ

WEEK MONTH 3 MONTHS 6 MONTHS 12 MONTHS



New & lost referring domains ⁱ



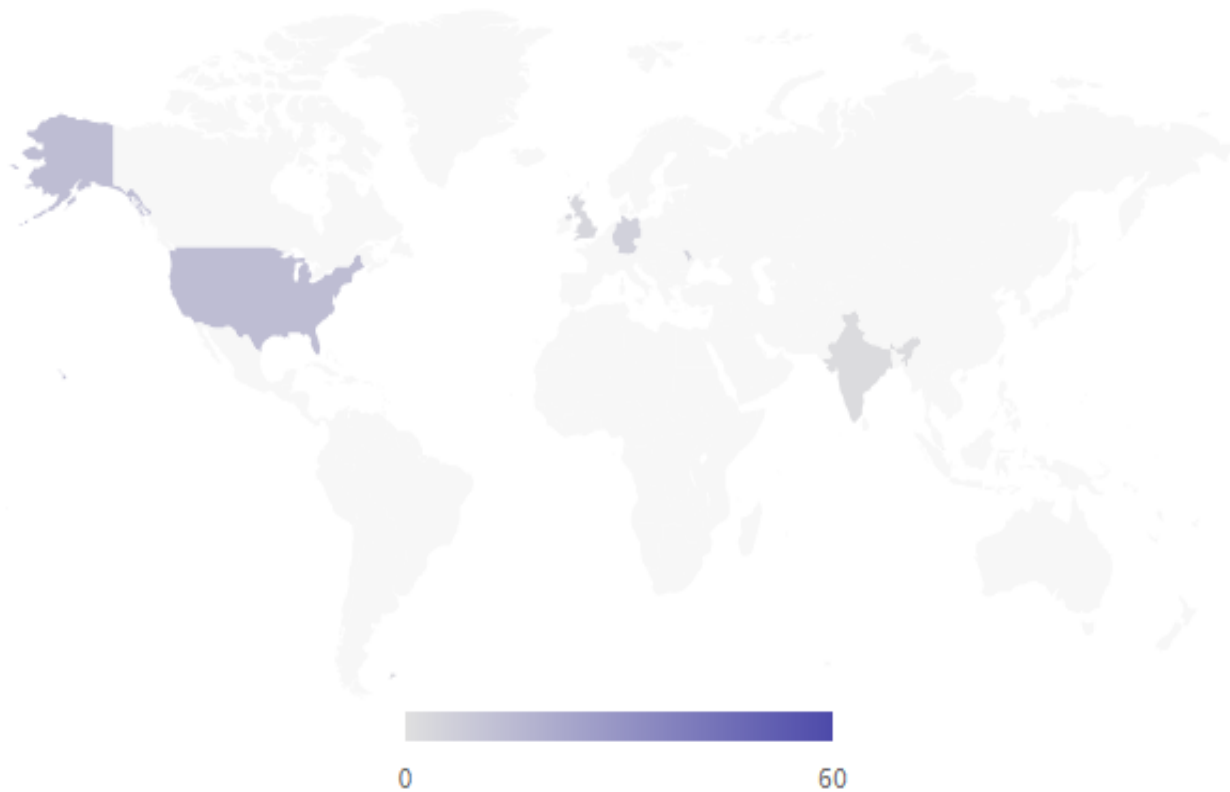
NEW AND LOST REFERING DOMAINS

TOP REFERRING ANCHOR TEXT

Top referring domain anchors ⁱ

ANCHOR TEXT	%	REFERRING DOMAINS
Consulting and Mentoring for business development	13.83%	13
Digital marketing consultant	12.77%	12
Business consulting services and opportunities	12.77%	12
No text	10.64%	10
http://consultingwithshan.com/	9.57%	9
business consulting training programs	8.51%	8
business intelligence and training consulting	6.38%	6
consulting to start an online business	6.38%	6
E-commerce consultant consulting with mp shanavas	5.32%	5
MP shanavas-seo and social media specialist	5.32%	5

COUNTRY LEVEL REFERING



Countries *i*

COUNTRY	%	REFERRING DOMAINS
No text	64.13%	59
USA	15.22%	14
Germany	6.52%	6
Moldova	5.43%	5
United Kingdom	4.35%	4
Singapore	2.17%	2
India	2.17%	2



أشيقر
DIGIMENTORS

**ADM WILL
SEND YOU
THE
REPORT**



G



ggle




```
def operation = "mirror_y"  
mirror_mod.use_x = false  
mirror_mod.use_y = false  
if operation == "mirror_x"  
  mirror_ob.select = false  
  mirror_mod.use_x = true  
  mirror_mod.use_y = false  
  #selection at the end  
  mirror_ob.select = true  
  modifier_ob.select = true  
  back the deselected mirror modifier
```

ALGORITHM

$x = \frac{10}{5} = 3.6$ $y = -\frac{12}{5} = -2.4$ $m_1 = 2, m_2 = 3, x_1 = 6, y_1 = -4, x_2 = 0, y_2 = 0$
 $\lambda = m_1 : m_2 = -2$
 $m_1 = -2, m_2 = 1$ $m_1 = 2, m_2 = -1$
 $y = ax + b$
 $a = \text{tg } \alpha = \text{tg } \angle xLS$
 $a = \text{tg}(-45^\circ) = -1$ $y = -x - 3$

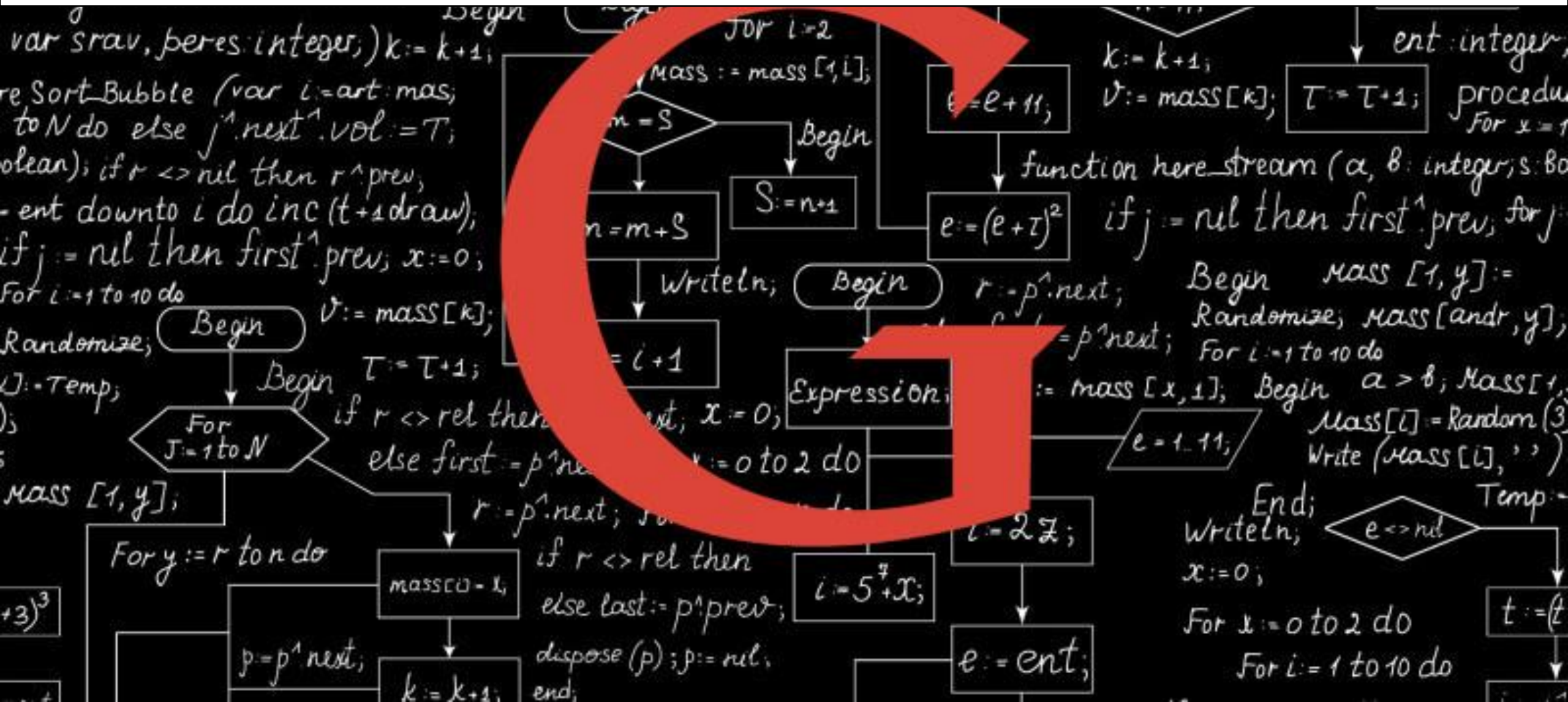
$x = \frac{1 \cdot 1 + (-2) \cdot 3}{-2 + 1} = 5$
 $y = \frac{1 \cdot 2 + (-2) \cdot 3}{-2 + 1} = 4$
 $x = \frac{x_1 + x_2}{2}, y = \frac{y_1 + y_2}{2}$
 $m_1 = m_2 = 1$ $\lambda = 1$
 $y = b$
 $b > 0$
 $b < 0, y = 0$
 $x = f$
 $Ax + By + C = 0$
 $y - ax + b \left(a = -\frac{A}{B}, b = -\frac{C}{B} \right)$
 $b = \frac{1}{2}(a + c)$

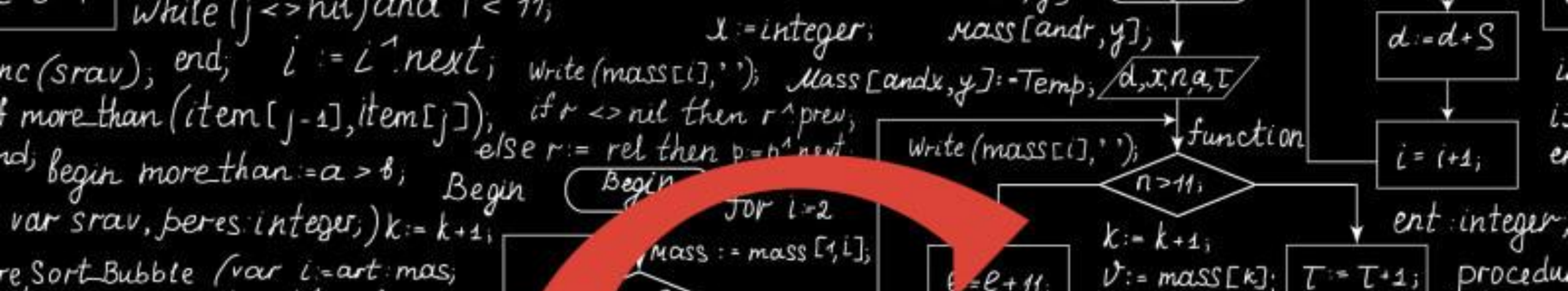
HOW DOES GOOGLE WORK?

The background of the image is a dense, overlapping field of 3D-rendered numbers in various shades of blue and grey. The numbers are of different sizes and orientations, creating a complex, textured appearance. A solid green horizontal band is positioned across the middle of the image, containing white text.

2 TRILLION SEARCHES PER YEAR
40K PER SECOND

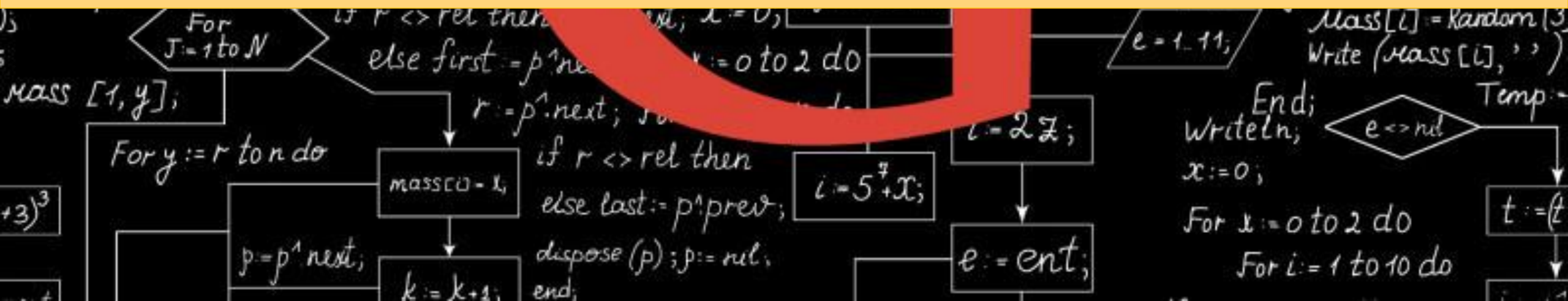
200 RANKING FACTORS

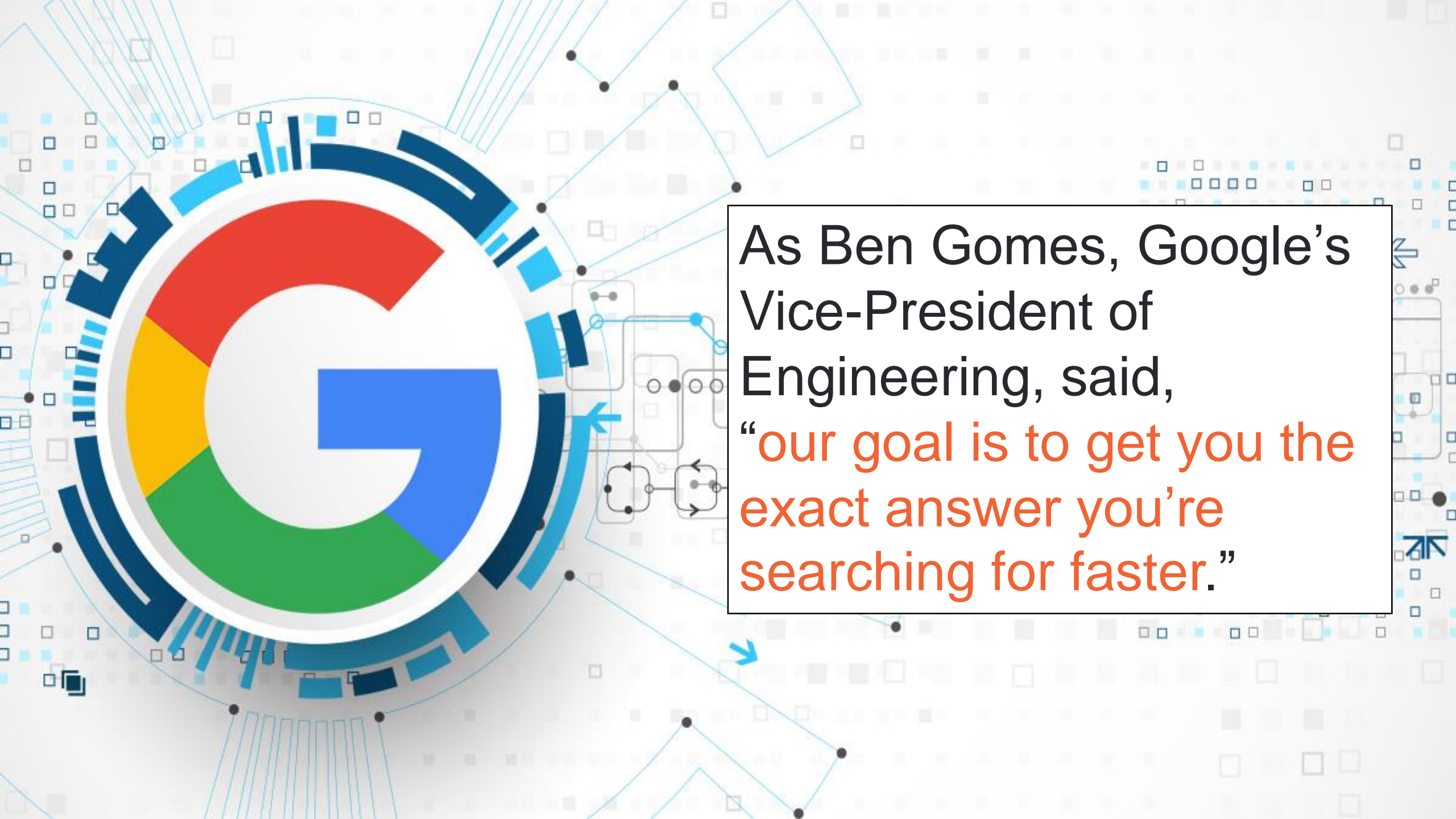




GOOGLE ALGORITHM-

“how to find the most relevant webpages for this particular set of keywords (or search terms).”





As Ben Gomes, Google's Vice-President of Engineering, said, "our goal is to get you the exact answer you're searching for faster."

```
each: function(e, t, n) {
  var r, i = 0,
      o = e.length,
      a = N(e);
  if (n) {
    if (a) {
      for (; o > i; i++)
        if (r = t.apply(e[i], n), r === !1) break;
    } else
      for (i in e)
        if (r = t.apply(e[i], n), r === !1) break;
  } else if (a) {
```

The algorithm is how Google finds, ranks, and returns the relevant results.

```
return null == e ? : (e + ).replace(C,
),
makeArray: function(e, t) {
  var n = t || [];
  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : n);
},
isArray: function(e, t, n) {
  var r;
  if (t) {
    if (n) return n.call(t, e, n);
    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; r++)
      if (n in t && t[n] === e) return n;
  }
}
```




***HOW DOES GOOGLE DETERMINE WHICH
ELEMENT **MATTERS THE MOST*****

```
function ngSwitchController(scope, element, attr, ngSwitchController) {  
  // ...  
  selectedTranscludes = [],  
  selectedElements = [],  
  previousElements = [],  
  selectedScopes = [];  
  
  scope.$watch(watchExpr, function ngSwitchWatchAction(value) {  
    // ...  
    for (ii = 0, ii = previousElements.length; i < ii; ++i) {  
      // ...  
    }  
  });  
}
```

As the Google algorithm “reads” a webpage, it prescribes a pre-ordained numerical value to each trait it’s seeking on the page.

```
selectedElements.length = 0;  
selectedScopes.length = 0;  
  
if ((selectedTranscludes = ngSwitchController.cases['!' + value] || ngSwitchC  
scope.$eval(attr.change);  
forEach(selectedTranscludes, function(selectedTransclude) {  
  var selectedScope = scope.$new();  
  selectedScopes.push(selectedScope);  
  selectedT
```



```
each: function(e, t, n) {
  var r, i = 0,
      o = e.length,
      a = N(e);
  if (n) {
    if (a) {
      for (; o > i; i++)
        if (r = t.apply(e[i], n), r !== !1) break;
    } else
      for (i in e)
        if (r = t.apply(e[i], n), r !== !1) break;
  } else if (a) {
```

Thus, the web page that has the most desirable traits will rise to the top of the page rankings because the algorithm assigns it more importance.

```
}: function(e) {
  return null == e ? "" : (e + "").replace(C, "");
},
makeArray: function(e, t) {
  var n = t || [];
  return null != e && (N(Object(e)) ? x.merge(n, "string" == typeof e ? [e] : e) : h.call(n, e)), n
},
isArray: function(e, t, n) {
  var r;
  if (t) {
    if (n) return n.call(t, e, n);
    for (r = t.length, n = n ? 0 > n ? Math.max(0, r + n) : n : 0; r > n; r++)
      if (n in t && t[n] == e) return n;
  }
}
```

The rankings may fluctuate as web developers manipulate the attributes that contribute to page rankings across a website, or on a single page.





ALGORITHMS USED BY GOOGLE



PAGE RANK

1997



Developed By

LARRY PAGE & SERGEY BRIN

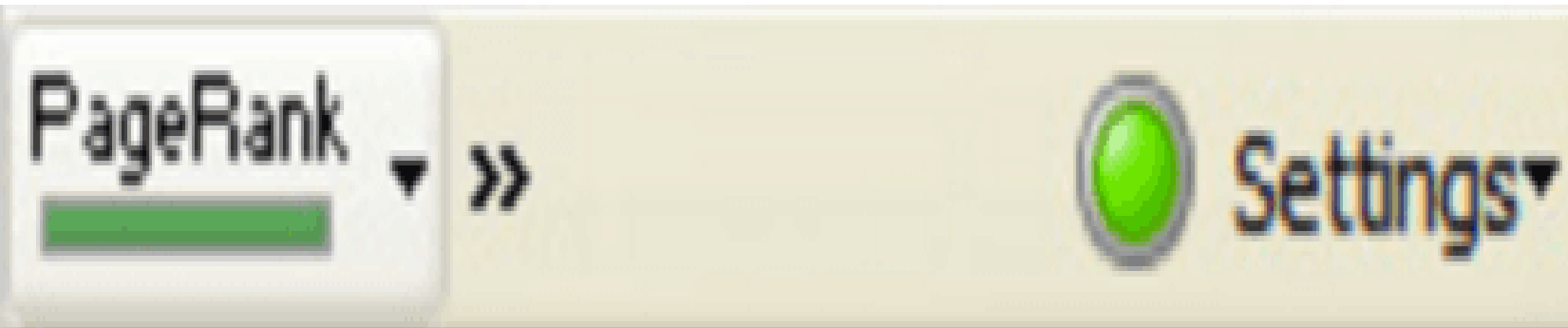
The background is a solid light blue color. Scattered across the left side and bottom are several white, three-dimensional-looking numbers (0-9) that appear to be floating or scattered. The main text is centered and reads:

**ALGORITHM
COMPUTATION:
ITERATIVE OR
ALGEBRAIC**



**Page rank existed as a public toolbar
but was removed in 2016.**





PageRank is Google's view of the importance of this page (10/10)

Public toolbar- It showed the Google PageRank of every page you visited on a logarithmic scale from 0-10.



STILL RELEVANT TO GOOGLE FOR ALGORITHMS



A close-up, black and white photograph of a giant panda's face. The panda's eyes are visible, looking slightly to the right. The fur is thick and textured. The word "PANDA" is superimposed in large, white, bold, sans-serif capital letters with a black outline across the center of the face.

PANDA

FEBRUARY 2011



“Panda” was developed to reduce the prevalence of low-quality, thin content in the search results, and to reward unique, compelling content.

***TO CURB THE RISE OF “CONTENT FARM”
BUSINESS MODEL***



How do you identify a content farm?

1.Short, general articles with little or no citation.

1.Many advertisements.

1.Links to other websites.

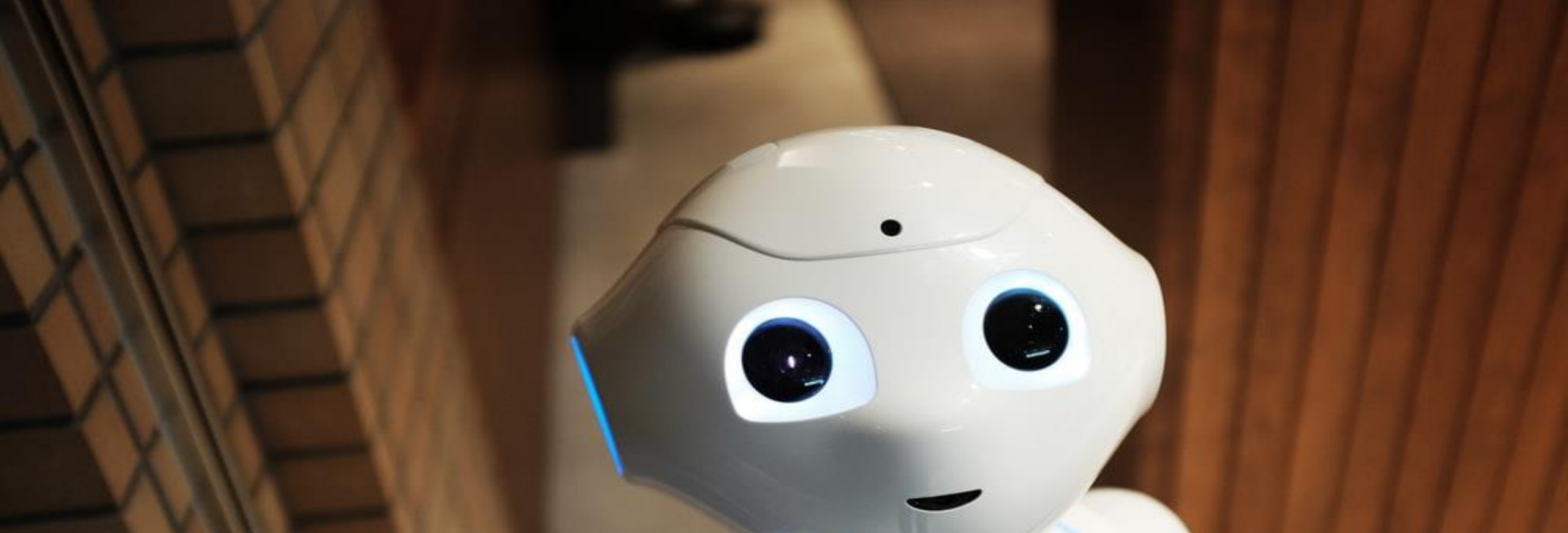
1.Information copied from other sites



**PANDA WAS
BASED ON
23 GUIDING
QUESTIONS**

1. Would you trust the information presented in this article?
2. Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
3. Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
4. Would you be comfortable giving your credit card information to this site?
5. Does this article have spelling, stylistic, or factual errors?
6. Are the topics driven by genuine interests of readers of the site, or does the site generate content by attempting to guess what might rank well in search engines?
7. Does the article provide original content or information, original reporting, original research, or original analysis?
8. Does the page provide substantial value when compared to other pages in search results?
9. How much quality control is done on content?
10. Does the article describe both sides of a story?
11. Is the site a recognized authority on its topic?

12. Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?
13. Was the article edited well, or does it appear sloppy or hastily produced?
14. For a health related query, would you trust information from this site?
15. Would you recognize this site as an authoritative source when mentioned by name?
16. Does this article provide a complete or comprehensive description of the topic?
17. Does this article contain insightful analysis or interesting information that is beyond obvious?
18. Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
19. Does this article have an excessive amount of ads that distract from or interfere with the main content?
20. Would you expect to see this article in a printed magazine, encyclopaedia or book?
21. Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
22. Are the pages produced with great care and attention to detail vs. less



Panda works by using machine learning to make accurate predictions about how humans would rate the quality of content



PENGUIN

APRIL 24, 2012

Google
Panda



Google
Penguin



Google's war on low-quality started with the Panda algorithm, and Penguin was an extension and addition to the arsenal to fight this war

SEO

The Penguin algorithm update massively changed SEO, as Google targeted webspam and manipulative link building

practices



When Penguin first launched in April 2012, it affected more than 3 percent of search results, according to Google's own estimations.



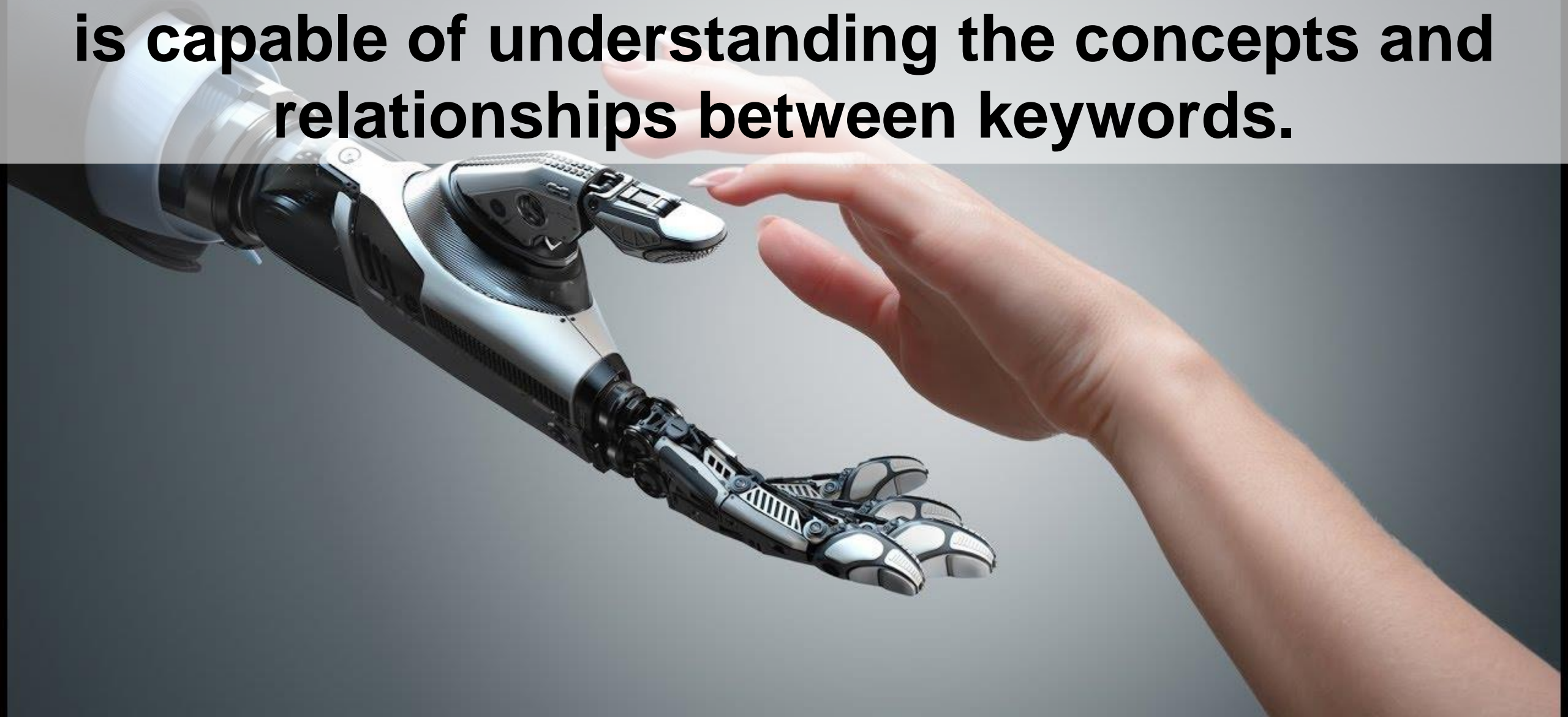
HUMMINGBIRD

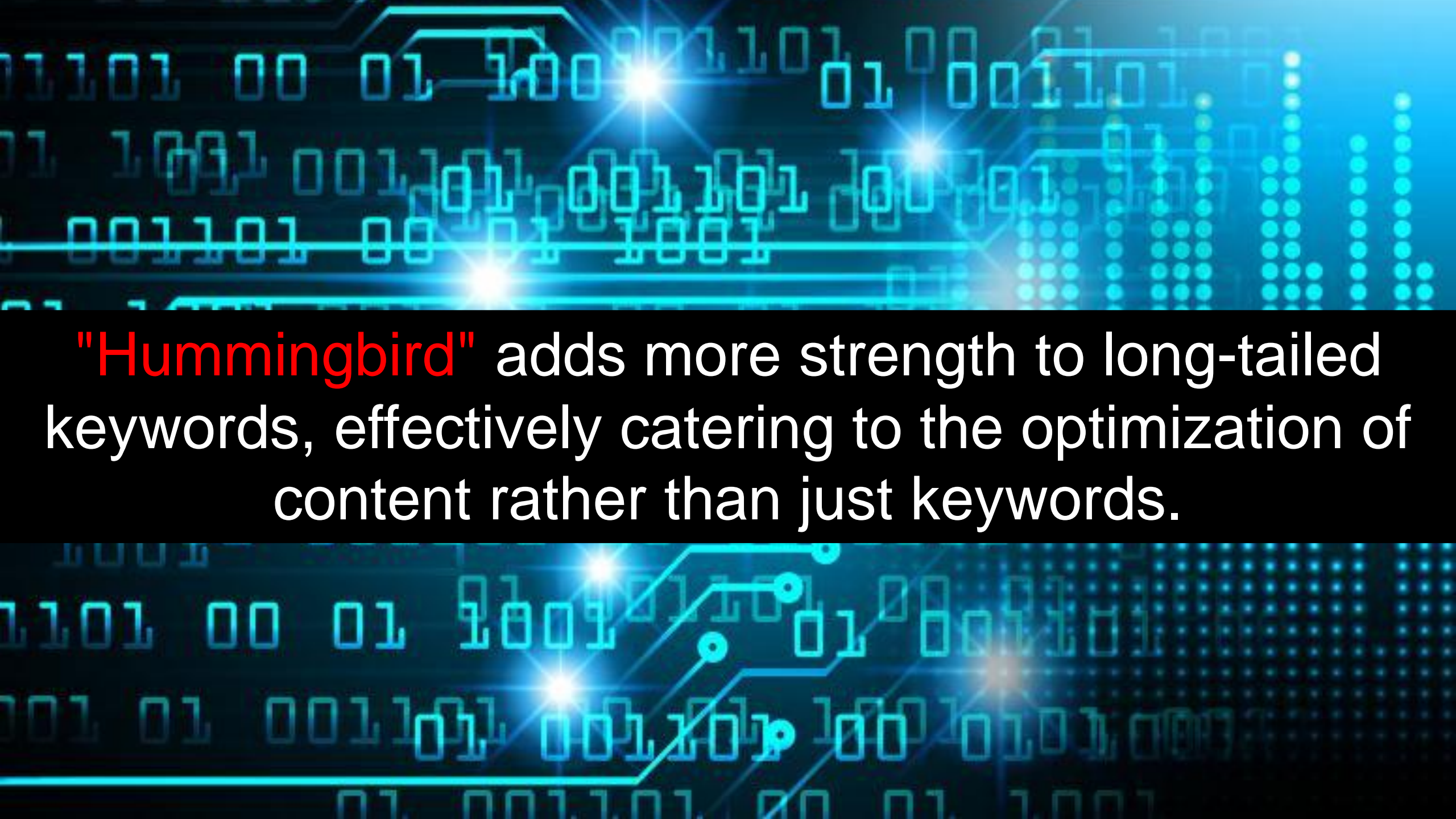
2013



ITS NAME WAS DERIVED FROM THE SPEED
AND ACCURACY OF THE **HUMMINGBIRD.**

"Hummingbird" is aimed at making interactions more human, in the sense that the search engine is capable of understanding the concepts and relationships between keywords.





"Hummingbird" adds more strength to long-tailed keywords, effectively catering to the optimization of content rather than just keywords.



Hummingbird served as
the foundation of
GOOGLE VOICE SEARCH




PIGEON


**July 24,
2014**

A hand with dark nail polish is holding a yellow sticky note in the bottom right corner. The background is a light-colored wall with several other yellow sticky notes arranged in two rows. A black horizontal bar with white text is centered across the image.

**AIMED TO INCREASE THE RANKING OF
LOCAL LISTING IN A SEARCH.**



Google enhanced hundreds of ranking signals for both Google Search and Google Maps. This also meant Google's location and distance ranking parameters were also improved to better provide local, relevant results to users based on proximity.





Expedia

One popular example from just after the initial Pigeon launch was when the hotel-booking website Expedia showed up in the hotel carousel

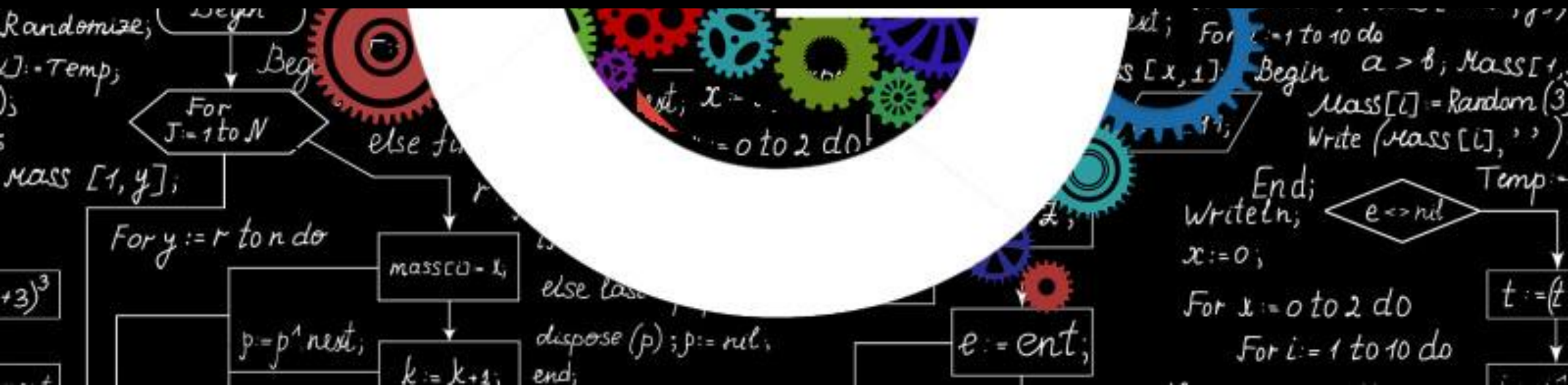
GOOGLE FRED

March 2017.



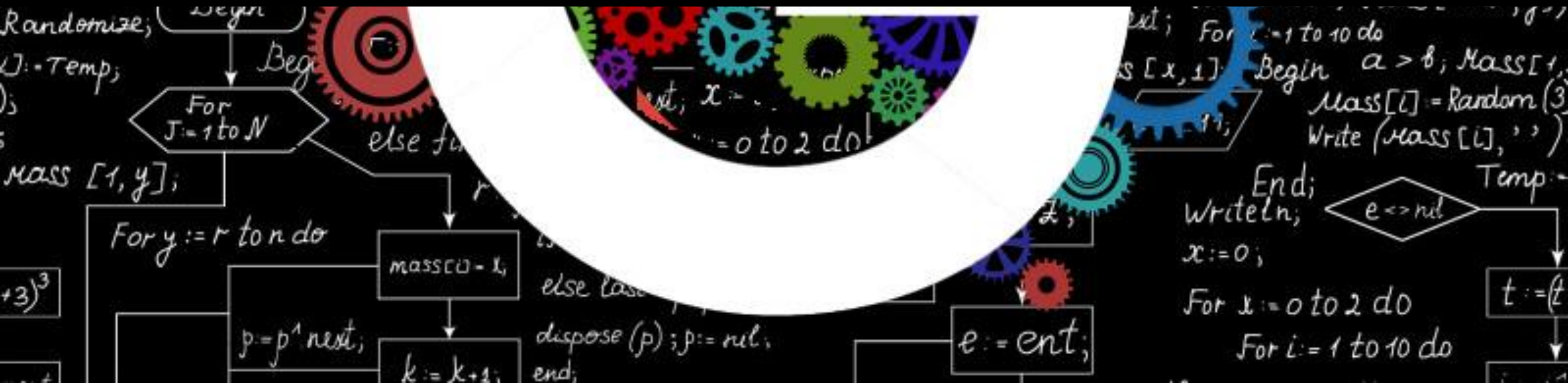


Google Fred was a series of mysterious Google Search updates that occurred in March 2017.





Google Fred is an algorithm update that targets black-hat tactics tied to aggressive monetization.





$= 1 + \sum_{k=1}^{\infty} \binom{m}{k} x^k, |x| < 1$
 $\sin \beta = \frac{1}{2} [\cos(\alpha - \beta) - \cos(\alpha + \beta)]$
 $\cos \beta = \frac{1}{2} [\cos(\alpha - \beta) + \cos(\alpha + \beta)]$
 $\sin \beta = \frac{1}{2} [\sin(\alpha - \beta) + \sin(\alpha + \beta)]$
 $V = Lwh$
 $S.A. = 2lw$
 $\frac{1}{-x} = 1 + x + x^2 + \dots$
 $= 1 - x + x^2 - \dots$
 $\cos(\alpha - \beta) = \cos \alpha \cos \beta + \sin \alpha \sin \beta$
 $\cos(\alpha + \beta) = \cos \alpha \cos \beta - \sin \alpha \sin \beta$
 $\sin(\alpha - \beta) = \sin \alpha \cos \beta - \cos \alpha \sin \beta$
 $\sin(\alpha + \beta) = \sin \alpha \cos \beta + \cos \alpha \sin \beta$
 $\tan 2\alpha = \frac{2 \tan \alpha}{1 - \tan^2 \alpha}$
 $A = qa(a + 2b)/2L$
 $B = qa/2L$
 $T_1 = +A; T_2 = -B$
 $x = A/a$
 $m = Bb$
 $1 - 2 = +A^2/2q; m = Bb$



$\sin(\frac{\pi}{2} \pm d) = \cos d$
 $\tan(\frac{\pi}{2} \pm d) = \mp \cot d$
 $\tan d = \frac{2 \tan \frac{d}{2}}{1 - \tan^2 \frac{d}{2}}$
 $\frac{1 - \cos d}{2} \tan \frac{d}{2} = \pm \sqrt{\frac{1 - \cos d}{1 + \cos d}} = \frac{\sin d}{1 + \cos d} \stackrel{\text{D}}{=} \frac{1 - \cos d}{\sin d}$
 $\frac{1 + \cos d}{2} \cot \frac{d}{2} = \pm \sqrt{\frac{1 + \cos d}{1 - \cos d}} = \frac{\sin d}{1 - \cos d} \stackrel{\text{D}}{=} \frac{1 + \cos d}{\sin d}$
 $\cos(\pi \pm d) = -\cos d$
 $\cot(\pi \pm d) = \pm \cot d$
 $\cos(2\pi k \pm d) = \cos d$
 $\cot(2\pi k \pm d) = \cot d$
 $\sin(\pi \pm d) = \pm \sin d$
 $\tan(\pi \pm d) = \pm \tan d$
 $\sin(2\pi k \pm d) = \sin d$
 $\tan(2\pi k \pm d) = \tan d$

LATEST:
WEB VITALS
ANNOUNCED ON MAY 5, 2020

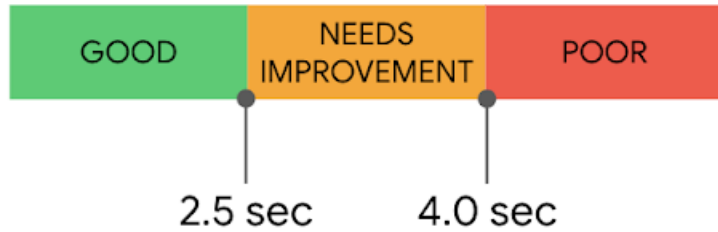
WEB VITALS, An initiative by google to provide unified guidance for quality signals that are essential to delivering a great user experience on the web.

COMPONENTS OF WEB VITALS

(loading)

LCP

Largest Contentful Paint



(interactivity)

FID

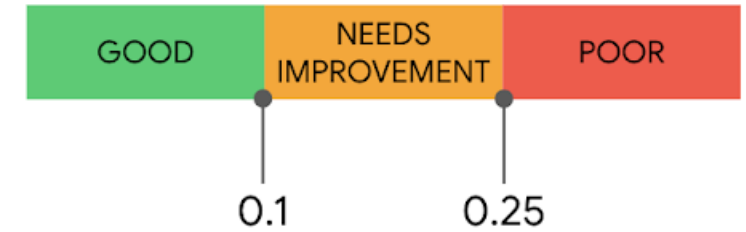
First Input Delay



(visual stability)

CLS

Cumulative Layout Shift



blog.chromium.org

Largest Contentful Paint

measures perceived load speed and marks the point in the page load timeline when the page's main content has likely loaded.



First Input Delay measures
responsiveness and
quantifies the experience
users feel when trying to
first interact with the page.
page.



Cumulative Layout Shift

measures visual stability and quantifies the amount of unexpected layout shift of visible page content.





Would you like to own an SEO Marketing Platform?

INTERNET BUSINESS IDEA 6

INLEKMEI BOZIME?? IDEVA 9

Customer places an order by selecting the quantity he/ she wants, type in their url and then click on Order Now. They will then be redirected to PayPal Payment Page where they will confirm and make the Payment.

HOW IT WORKS





ONCE YOU RECEIVE THE PAYMENT WITH THE ORDER INFORMATION, YOU OUTSOURCE THE ORDER.



**YOU EMAIL THE CUSTOMER TO INFORM THAT
THAT THEIR ORDER HAS BEEN COMPLETED.**

HOW DO YOU MAKE MONEY?






The process of running this business is very simple, literally anyone can do it.



Once an order is placed on the website, you will instantly receive payment via paypal and email stating what package has been ordered.

A man with glasses and a beard, wearing a light grey blazer over a blue shirt, is pointing towards a computer monitor. A woman with long blonde hair, wearing a dark blue blazer, is sitting at the desk and looking at the monitor. They are both smiling. The background shows a modern office with large windows and a desk with a keyboard and mouse.

**THE SUPPLIER WILL THEN LET YOU KNOW
WHEN THE ORDER IS COMPLETE.**

SIMPLE!



Amazon aStore related to SEO

Your Clients can buy various books, CD's, ebooks, reports and etc from Amazon and you gain the Affiliated Commission.



BILLING

**DEAL WITH
PRIVATE LABEL
DOLLARS**



DEAL WITH PRIVATE LABEL DOLLARS

**YOU WILL HAVE A BALANCE IN E-WALLET WHICH
MAKES AN AUTOMATED ORDER PROCESS.**





**YOU WILL HAVE AN
INITIAL PRIVATE
LABEL E-WALLET
ACCOUNT BALANCE
OF ED**

100/200/500/1000.

**YOU CAN TOP-UP
WHENEVER YOU
WANT.**

The SEO offered on this website are in high demand and will only because more and more businesses are built everyday and they all have one thing in common; and that is traffic.



Therefore, this website takes advantage of the high demand for SEO Exposure by offering services that cater directly to the demand of those businesses.











With this type of business,











***you control your revenue by adjusting the prices
of your SEO Packages.***









SEO PACKAGES:

<p>SEO Start</p> <p>★★★★★</p>  <p>Read more</p>	<p>SEO Medium</p> <p>★★★★★</p>  <p>Read more</p>	<p>SEO Max</p> <p>★★★★★</p>  <p>Read more</p>	<p>SEO Ultimate</p> <p>★★★★★</p>  <p>Read more</p>
<p>Traffic Light</p> <p>★★★★★</p>  <p>Read more</p>	<p>Traffic Super</p> <p>★★★★★</p>  <p>Read more</p>	<p>New Site</p> <p>★★★★★</p>  <p>Read more</p>	<p>DoFollow Pack</p> <p>★★★★★</p>  <p>Read more</p>

SEO SERVICES:

<p>Full SEO Audit</p> <p>★★★★★</p>  <p>Read more</p>	<p>350 PR 4 Backlinks</p> <p>★★★★★</p>  <p>Read more</p>	<p>150 PR 5-7 Backlinks</p> <p>★★★★★</p>  <p>Read more</p>	<p>100 .edu Backlinks</p> <p>★★★★★</p>  <p>Read more</p>
<p>Search Engine Ranking Report</p> <p>★★★★★</p>  <p>Read more</p>	<p>8 PR 3-8 Social Bookmarks</p> <p>★★★★★</p>  <p>Read more</p>	<p>15 PR 5-8 Web 2.0 Profile Backlinks</p> <p>★★★★★</p>  <p>Read more</p>	<p>12 PR 3-7 RSS Submissions</p> <p>★★★★★</p>  <p>Read more</p>

SEO SERVICES:

<p>9 PR 9 Backlinks</p> <p>★★★★★</p>  <p>Read more</p>	<p>28 PR 8 Backlinks</p> <p>★★★★★</p>  <p>Read more</p>	<p>3 .gov Backlinks</p> <p>★★★★★</p>  <p>Read more</p>	<p>280 Angela Backlinks</p> <p>★★★★☆</p>  <p>Read more</p>
<p>Pyramid with 5000 Profile Links</p> <p>★★★★★</p>  <p>Read more</p>	<p>40,000 Blog Comment Backlinks</p> <p>★★★★★</p>  <p>Read more</p>	<p>Google, Yahoo and Bing Indexing</p> <p>★★★★★</p>  <p>Read more</p>	<p>1500 Directories Submission</p> <p>★★★★★</p>  <p>Read more</p>

Content Creation:

General Article



[Read more](#)

SEO Article







[Read more](#)

Article Spinning











[Read more](#)

Social Media Services:

500 Twitter Followers	6000 Unique Visitors	50 Google+ Circles	1000 LinkedIn
★★★★★	★★★★★	★★★★★	★★★★★
			
Read more	Read more	Read more	Read more

Social Media Services:

<p>3000 Twitter Followers</p> <p>★★★★★</p>  <p>Read more</p>	<p>400 Facebook Likes</p> <p>★★★★★</p>  <p>Read more</p>	<p>3000 YouTube Views</p> <p>★★★★★</p>  <p>Read more</p>	<p>Alexa Rank Booster</p> <p>★★★★★</p>  <p>Read more</p>
<p>Custom Twitter Account Design</p> <p>★★★★★</p>  <p>Read more</p>	<p>Custom Facebook Page Design</p> <p>★★★★★</p>  <p>Read more</p>	<p>Custom YouTube Channel Design</p> <p>★★★★★</p>  <p>Read more</p>	<p>Custom Google+ Page Design</p> <p>★★★★★</p>  <p>Read more</p>

SEO Packages

SEO Compatibility Check				
Broken Links Check	✓	✓	✓	✓
Page Size Check	✗	✗	✓	✓
W3C Validation Check*	✗	✗	✓	✓
Browser Compatibility Check	✗	✗	✗	✓

SEO Packages

On-Page Optimization				
URL Mapping	✓	✓	✓	✓
URL Rewriting	✗	✗	✓	✓
Title Tag Optimization	Up to 10 pages	Up to 20 pages	Up to 40 pages	Up to 80 pages
Meta Tags Optimization	✓	✓	✓	✓
Keyword Density, Proximity & Prominence Check	✓	✓	✓	✓
Anchor Text Optimization	✗	✓	✓	✓
Alt Tag Optimization	✗	✓	✓	✓
Custom 404 error page setup	✗	✗	✓	✓
Google Analytic Account Setup	✓	✓	✓	✓

SEO Packages

Webmaster Tools (Google/Bing)Account Set Up	✓	✓	✓	✓
SEO Header Tag Optimization	✓	✓	✓	✓
Existing Content Optimization	✓	✓	✓	✓
New Page Creation (If Required)	Up to 3	Up to 5	Up to 10	Up to 15
URL Canonicalization Check	✓	✓	✓	✓
Robots.Txt Optimization	✓	✓	✓	✓
XML and TXT Sitemap Generation	✓	✓	✓	✓

SEO Packages

Off-Page Optimization and Link Building				
Social Bookmarking	✓	✓	✓	✓
Article Submission	✓	✓	✓	✓
Article Social Bookmarking	✓	✓	✓	✓
Press Release Submission**	✓	✓	✓	✓
Classifieds Submissions	✓	✓	✓	✓
SEO Content Creation				
Article Writing	✓	✓	✓	✓
Press Release Writing	✗	✗	✓	✓
Review Writing	✗	✗	✗	

SEO Packages

Local Search Website Optimization				
Local Search Engine Submission	✓	✓	✓	✓
Updating local listing Pages	✗	✗	✓	✓
GEO Tagging	✗	✓	✓	✓
Google Business Listing	✗	✓	✓	✓
Yahoo Basic Business Listing	✗	✓	✓	✓
Bing Places Listing	✗	✓	✓	✓
Blog Optimization				
Blog Creation	✗	✓	✓	✓
Blog Writing#	✗	✗	✓	✓
Blog Directory Submission	✗	✓	✓	✓
Blog RSS Submission	✗	✓	✓	✓

ADMINISTRATION FEATURES:

Website
Settings.

Products
Settings.

Services
Settings.

Homepage
Settings.

About Us
Page.





This is a professionally designed website that offers different main streams of income and has the potential to be a "Serious Cash Cow"!



This Ready to go online business allows you to make money even when your customers don't buy anything!

There are no items to Buy or Sell thus making it easier for anyone and I mean anyone to run and maintain this out of the box Online business Opportunity.





SOME FEATURES OF THE WEBSITE



MOBILE FRIENDLY

**NO products to
Buy or Sell**

**NO shipping
expenses**


**NO website
maintenance is
needed**

**NO dealing with
customers at all**

**NO programming
experience
needed**

**Search Engines
Optimized for
tons of free traffic**

**Sell Banner
Advertising Space**

A low-angle, upward-looking photograph of several tall skyscrapers. The buildings are made of dark, textured materials, possibly wood or metal, with a grid-like pattern of windows. The sky is blue with some white clouds. A large, bright yellow rectangular box is centered over the middle of the image, containing bold black text.

SOCIAL SHARING INCLUDED
VERY HIGH PROFIT
YOU DECIDE PROFIT!



POWERFUL ADMINISTRATION PANEL:

The website features a powerful administration section that will allow the new owner to control all aspects of the websites

POWERFUL ADMINISTRATION PANEL:


ranging from
articles & blog
posts in rotation,

Advertisements,


Videos,

General Settings
including Plugins
and Widgets.

***With 1 click you will be able to
add/edit/remove banners and articles.***



And the most important of all is that the administration area is **100% User friendly** which means you do not need to have website knowledge or special skills to maintain the website.



A top-down view of a wooden desk. In the center, a person's hands are writing in a red notebook. To the left is a silver laptop. Above the laptop is a white camera. In the background, a map is spread out on the desk. To the right is a small potted plant. The overall scene suggests a workspace for travel or research.

Banner Ad Placements

The Banner Ads offer an opportunity to earn huge commission payouts! You could also advertise your other website using banners or you could simply charge people to place banners on the website.

WHAT DO YOU GET?

A quality turnkey website with great potential.



Features

A clean & beautiful design

Various SEO Packages

Little to no work,
all services are
Outsourced 100%

STUNNING DESIGN
- Professional,
Authority!

An illustration of a desk setup. A white laptop is open, with a person's hands typing on the keyboard and using a mouse. To the right is a cup of coffee with steam rising from it. To the left is a small potted plant and a bowl. The background is a dark teal color.

SEO ready

Professionally
developed by a
team of web
professionals

Beginner friendly



**Reseller
SEO -
Website
TRAFFIC**



**EXCLUSIVE SEO MEDIA & TRAFFIC BUSINESS -
START MAKING MONEY ONLINE INSTANTLY!**



**You will receive Professionally
created Website with great
Unlimited Potential**



Complete Cloud Hosted Website With Affiliate Program

SUPPORT



**Everything you
need to start
generating
online income.**



PAYMENT GATEWAY

Visitor able to add multiple products and pay on secure PayPal and other payment integration checkout at once





INCREASE WEB TRAFFIC



SEO



**FREE BONUS Web
Traffic & SEO Tools**

WEBSITE FEATURES



SEO - WEBSITE TRAFFIC BUSINESS



**Turnkey SEO
Package selling
Website with
PayPal Shopping
Cart and
Payment
Gateway
Integration**



A top-down view of a wooden desk with various office items. On the left, a silver laptop is open. In the center, a silver pen lies horizontally. To the right of the pen is a yellow spiral-bound notepad. Further right are two black-and-white instant photos. At the bottom right, a white coffee cup with a brown beverage is visible. A single yellow sticky note is placed on the desk below the notepad.


**BUSINESS SELLING HIGHLY
DEMANDED SEO PACKAGES.**

START FOR RUNNING YOUR INTERNET BUSINESS



A wooden desk with a tablet, pen, notepad, and photo.

**EXCLUSIVE SEO & TRAFFIC
BUSINESS - START MAKING
MONEY ONLINE INSTANTLY!**

A top-down view of a rustic wooden desk. On the left, a silver laptop is open, showing a black screen. In the center, a silver pen lies horizontally. To its right is a small, spiral-bound yellow notepad. Further right is a white Polaroid-style photograph with a black center. In the bottom right corner, a white coffee cup filled with dark coffee is visible. The text "No expertise is needed to run this business" is overlaid in a large, bold, black font on a light blue horizontal band across the middle of the image.

**No expertise is needed to run
this business**



PREMIUM SEO FRIENDLY

A wooden desk with a laptop, pen, notepad, and photo.

**High Conversion Pricing
Tables Easy to edit Pricing**




100% outsourced and automated service – no experience required






**Minimum maintenance required –
everything is fully automated.**

A top-down view of a wooden desk with various items: a silver laptop on the left, a silver pen, a yellow spiral notepad, and two black-and-white photos on the right. A light blue banner with white text is overlaid across the center.

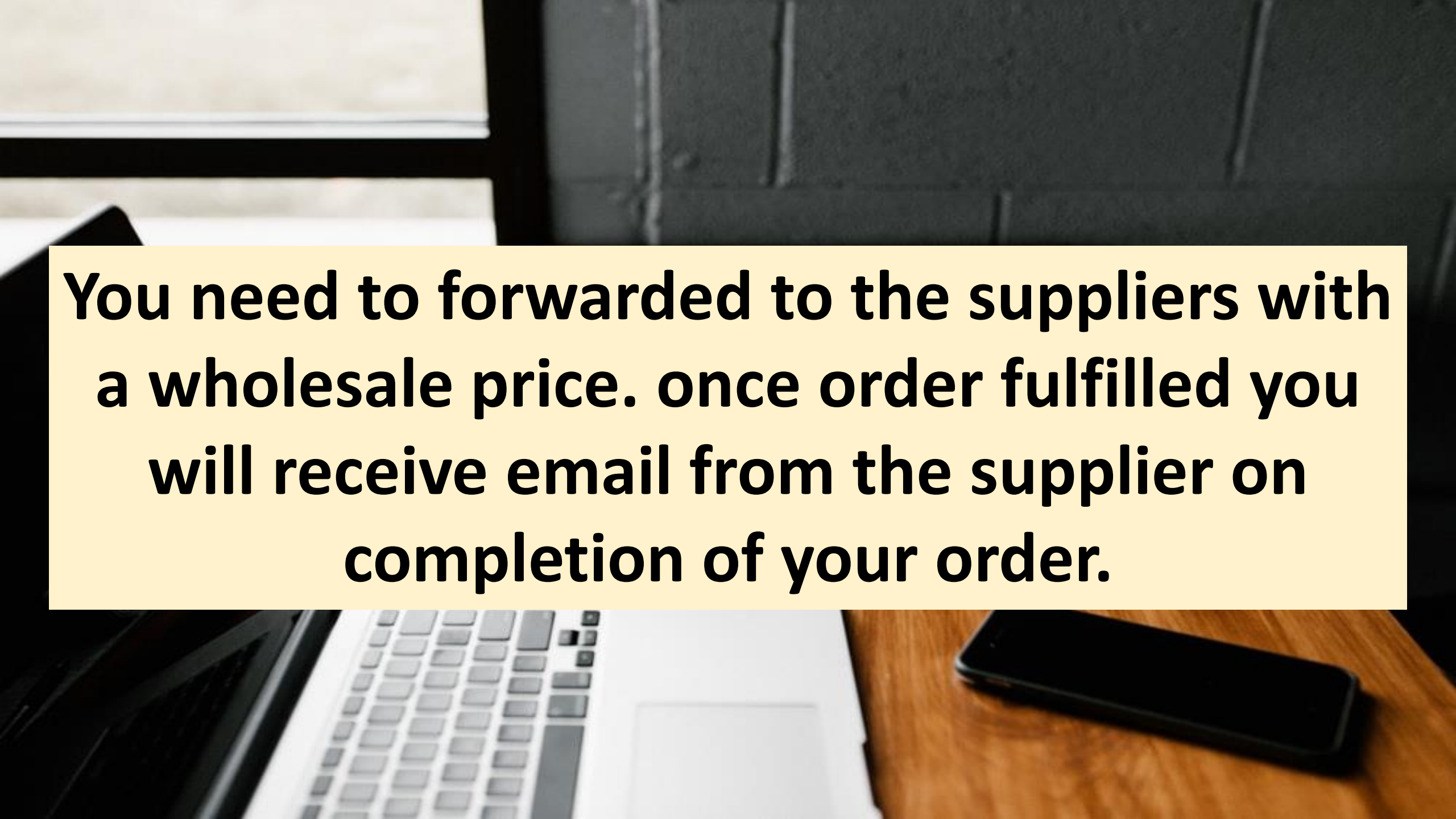
**Very few steps to get functional
with this website.**




The website is completely setup, ready for business made for you.

A wooden desk with a tablet, pen, notepad, and photo.


Receive notifications of new orders will be sent to your inbox. & payments will be sent to your PayPal account/other payment accounts.



You need to forward to the suppliers with a wholesale price. once order fulfilled you will receive email from the supplier on completion of your order.



Receive notifications of new orders will be sent to your inbox. & payments will be sent to your PayPal account/other payment accounts.

A photograph of a wooden desk with a silver laptop and a black smartphone. The laptop is open, and the smartphone is lying flat to its right. The background is a dark, textured wall. A yellow rectangular box is overlaid on the image, containing text.

you need to email to customer to inform that the orders are complete. You Keep the profit

EXCELLENT CUSTOMER SUPPORT

**Yes, we
provide full
after sale
support**

Awesome!!
EXCELLENT
GOOD
AVERAGE
POOR



MAIN FEATURES:

40+ Services included 100% automated -

You just outsource the services


Easy customization

Unique professional design

Search Engine friendly



Friendly

A person wearing a light blue button-down shirt is shown from the chest down, holding a silver pen and writing on a document. The background is blurred, showing more of the person and some papers on a desk. A semi-transparent light blue rectangular box is overlaid in the center of the image, containing the text 'PROPOSAL FOR YOUR CLIENT' in a bold, black, serif font.


**PROPOSAL FOR
YOUR CLIENT**

Better Proposals in Half the Time

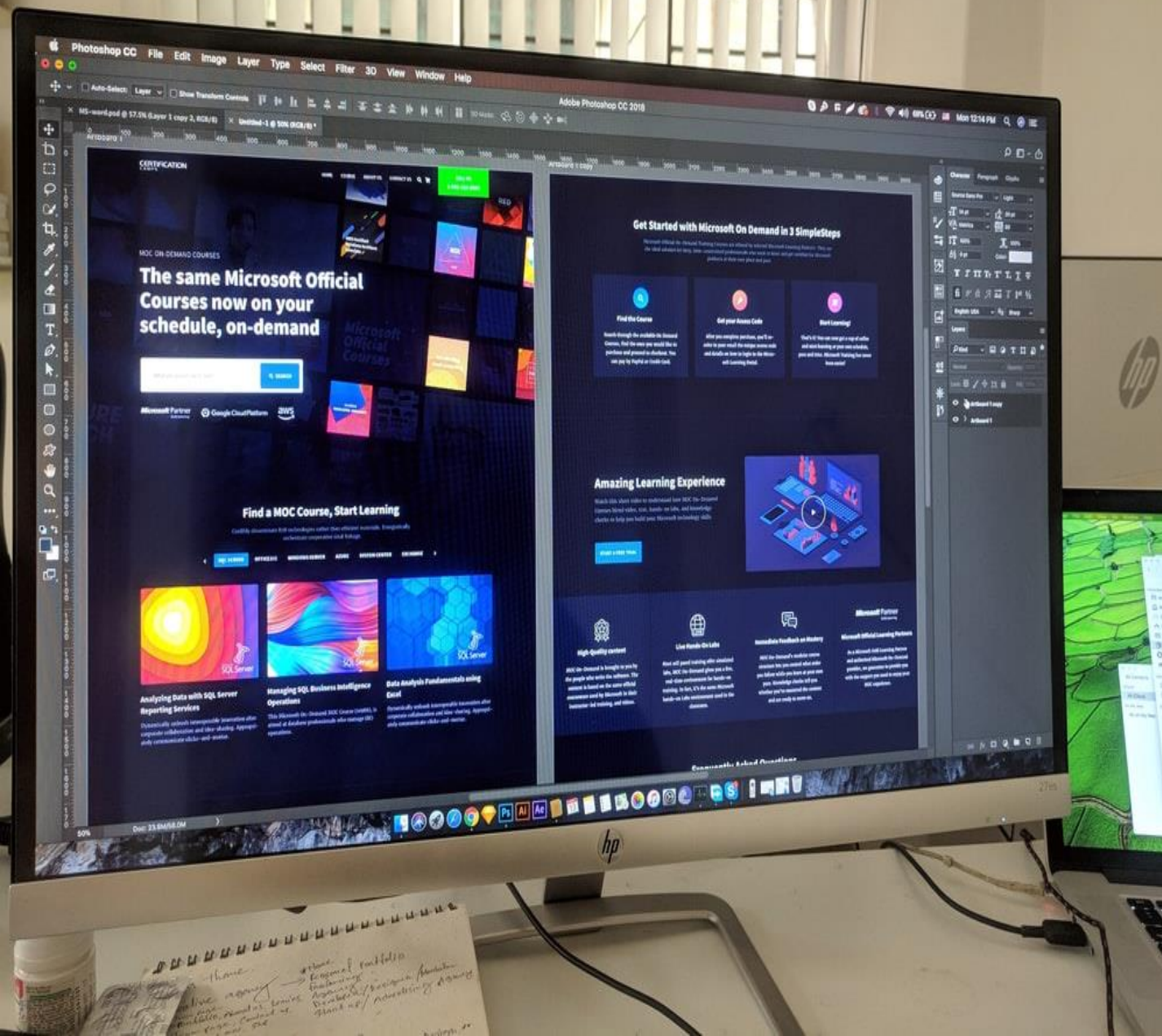


Easily mix and match content, fees,
and designs to create persuasive
proposals in minutes



A person wearing a light blue button-down shirt is shown from the chest down, holding a silver pen and writing on a white document. The background is blurred, suggesting an office or professional setting. A blue rectangular box with a white border is overlaid on the center of the image, containing white text.

Proposals that your client
will love.



You'll impress clients with a custom client landing page and beautiful templates.



Google

Google

Results for **wedding planning** (check)

1. **Wedding Planning Checklist** - Great Source
2. **Wedding Planning** - MyWedding.com
3. **Wedding Planning** - MyWedding.com
4. **Wedding Planning** - MyWedding.com

A red arrow points to the second search result.

bing

bing

Results for **wedding planning**

1. **Wedding Planning** - MyWedding.com
2. **Wedding Planning** - MyWedding.com
3. **Wedding Planning** - MyWedding.com
4. **Wedding Planning** - MyWedding.com

A red arrow points to the second search result.

Yahoo!

YAHOO!

Results for **wedding planning**

1. **Wedding Planning** - MyWedding.com
2. **Wedding Planning** - MyWedding.com
3. **Wedding Planning** - MyWedding.com
4. **Wedding Planning** - MyWedding.com

A red arrow points to the second search result.

good

S **E** **O**



**more
targeted traffic
to your website**



**QUESTIONS
AND
ANSWERS**



أشـيـقـة
DIGIMENTORS®

Thank you!



أشيقر[®]
DIGIMENTORS